

## Supplementary Online Appendix

Table A-1

## Description of Informants

<b>Pseudonym</b>	<b>Description (Career Stage)</b>	<b>Primary Experience</b>
Editor 1	Senior editor and former political reporter (Mid- to Late-Career)	National newspaper
Editor 2	Political reporter and editor with experience overseeing polling desk (Retired)	National newspaper
Editor 3	Political reporter and senior editor (Mid-Career)	National newspaper/Online news organization
Editor 4	Senior editor for political coverage (Mid-Career)	National newspaper
Reporter 1	Political reporter (Early-Career)	Online news organization
Reporter 2	Political reporter (Early-Career)	National newspaper
Reporter 3	Political reporter (Mid- to Late-Career)	National newspaper chain
Reporter 4	Political reporter (Mid-Career)	Online news organization
Reporter 5	Political reporter (Mid- to Late-Career)	National newspaper
Reporter 6	Political reporter (Early- to Mid-Career)	National newspaper
Commentator 1	Opinion columnist and former political reporter (Mid- to Late-Career)	National newspaper
Commentator 2	Blogger and producer (Mid-Career)	Cable television
Analyst 1	Survey research analyst and journalist on polling desk (Mid-Career)	National newspaper

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Analyst 2	Produces internet graphics and other interactive reports (Early- to Mid-Career)	National newspaper
Analyst 3	News analyst of political data (Early-Career)	Online news organization
Analyst 4	Blogger and former survey researcher (Mid-Career)	Online news organization
Analyst 5	Senior editor overseeing polling (Mid-Career)	Network television
Analyst 6	Political reporter who primarily covers polling (Early- to Mid-Career)	Online news organization
Analyst 7	Political reporter who has covered campaign polling and analytics (Mid-Career)	Various news organizations
Analyst 8	Oversees polling (Early-Career)	Wire Service
Analyst 9	Reporter with significant experience covering polling news (Mid-Career)	Academic institution/National newspaper
Pollster 1	CEO of partisan polling firm, former journalist (Mid-Career)	Private firm
Pollster 2	Survey researcher (Mid- to Late-Career)	Academic institution
Pollster 3	Director of polling and previously political reporter (Mid-Career)	Network television
Pollster 4	CEO of partisan campaign pollster (Mid-Career)	Private firm
Pollster 5	Survey researcher, formerly in private industry (Mid-Career)	Academic institution
Pollster 6	Director of polling and now consultant (Retired)	National television
Pollster 7	Director of polling and now consultant (Retired)	National newspaper
Pollster 8	Directs academic public opinion center focused on state politics (Mid-Career)	Academic institution
Pollster 9	Survey researcher with experience in partisan polling and market research (Mid-Career)	Private firm

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Pollster 10	Independent survey researcher known for IVR polling practices, partners with news organizations (Mid-Career)	Private firm
Pollster 11	Political consultant and partisan pollster (Mid- to Late-Career)	Private firm
Pollster 12	Survey researcher focused on state politics (Mid-Career)	Academic institution
Pollster 13	Public opinion researcher who works with new methodologies (Early- to Mid-Career)	Tech company
Pollster 14	Public opinion researcher who works with new methodologies (Mid- to Late-Career)	Private firm
Pollster 15	Oversees the companies’ public opinion initiative (Mid-Career)	Tech company
Pollster 16	Survey researcher focused on state politics (Late-Career)	Private firm
Pollster 17	Political consultant, focusing on data analytics (Mid-Career)	Private firm
Pollster 18	Political consultant and partisan pollster (Mid- to Late-Career)	Private firm
Pollster 19	Political consultant and partisan pollster (Mid- to Late-Career)	Private firm
Pollster 20	Public opinion researcher (Mid-Career)	Think tank

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*Note.* Lists were generated by scouring websites for bylines and references to polling firms, incorporating suggestions from journalists and academics with whom I discussed this project, and drawing on third-party curated lists online. Each interview also concluded with a request for suggestions of additional possible informants—a technique which ensured that the individuals interviewed were among those deemed most prominent by their own colleagues in the media and opinion research communities. Among those contacted who did not participate, approximately 10 were willing but scheduling and travel prevented interviews from being completed. Most interviews were completed in Washington, DC, and New York City, with additional interviews in California, Louisiana, New Jersey, Vermont, and Washington state.