

# Codebook for “How Public Polling Has Changed in the 21st Century” April 2023

Note: “and” denotes that the methods were used in the same poll, while “;” denotes that the methods were used in different polls conducted in the same year

Method	Description of methods used that year in national public polls
0	No national polls
1	Live phone with RDD
2	Live phone with RBS
3	IVR
5	Online opt-in
6	Online opt-in matched to voter file
7	Live phone with RDD and RBS
8	Probability-based panel
9	ABS (USPS) with multiple modes
10	IVR and text
17	Online opt-in and text to online with RBS
18	IVR and online opt-in
20	Live phone with RDD; Probability-based panel
21	Live phone with RDD; Online opt-in
22	Live phone with RDD; Online opt-in and text to online with RBS
23	Live phone with RBS; Online opt-in
24	Live phone with RDD; Live phone with RDD and RBS
25	Online opt-in; Probability-based panel
26	Live phone with RDD; Live phone with RDD, text and online opt-in
27	Live phone with RDD and online opt-in; Online opt-in
29	Live phone with RDD; ABS (USPS) with multiple modes
30	Live phone with RDD; Probability-based panel plus live phone with RDD
32	ABS (USPS) with multiple modes; Probability-based panel
33	Live phone with RBS and text to online with RBS; Probability-based panel
35	Live phone with RDD; Live phone with RDD and IVR
36	IVR; IVR and online opt-in
37	Online opt-in; Online opt-in and text to online with RBS
38	Live phone with RDD; Live phone with RBS
39	Live phone with RBS; Online opt-in matched to voter file
40	Live phone with RDD; Live phone sampled from probability-based panel

48	Live phone with RDD; Probability-based panel; ABS (USPS) with multiple modes
49	Live phone with RDD; Live phone with RBS, Online opt-in
50	Live phone with RBS; Online opt-in; Probability-based panel
51	Live phone with RDD; Online opt-in; Probability-based panel
52	Live phone with RDD; Online opt-in; ABS (USPS) with multiple modes and probability-based panel
53	Live phone with RDD; Probability-based panel; Live phone with RDD and text and online opt-in; ABS (USPS) with multiple modes and probability-based panel; ABS (USPS) with multiple modes and probability-based panel and live phone with RDD
54	Live phone with RDD; Probability-based panel; Online opt-in; ABS (USPS) with multiple modes and probability-based panel; ABS (USPS) with multiple modes and probability-based panel and live phone with RDD
55	ABS (USPS) with multiple modes; Probability-based panel; Probability-based panel and live phone (RDD); Probability-based panel interviewed by text only
99	Unknown