SurveyUSA is deeply saddened to report the death of its founder and CEO, Jay Howard Leve.

Jay revolutionized the public opinion polling and market research industries in the early 1990s when he and his founding partners began offering affordable, fast-turn, scientific polling to TV stations coast to coast, asking questions in the recorded voice of local news anchors. Millions of Americans told us what they were thinking, and countless thousands of reporters, anchors, producers, news directors, and GMs gained first-hand experience with Jay's journalistic approach to research, first under our Bullet*Poll branding and then later as SurveyUSA.

As technology advanced, Jay led SurveyUSA's exploration of new methodologies and expansion into new markets, without ever leaving behind our original media clients or the ethics and principles he taught all of us at SurveyUSA. Jay's leadership won SurveyUSA both national acclaim and international recognition for the quality of our question-writing and the accuracy of our results.

Jay was a passionate believer in the importance of public opinion polling in our democracy, in the need for researchers to respect the time of respondents, and in the power new technologies gave us to better understand our world. He will be deeply missed.