# 2022-2023 Annual Report

# AAPORIE



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Founded in 1947, the American Association for Public Opinion Research is the leading association of public opinion and survey research professionals.

The AAPOR community includes producers and users of survey data from a variety of disciplines. Our members span a range of interests including election polling, market research, statistics, research methodology, health-related data collection and education.

Membership in AAPOR is all about opportunity – the opportunity to learn from a diverse group of leaders in the survey and public opinion research field, the opportunity to network and exchange knowledge and the opportunity to improve how survey research is conducted and disseminated.

# Letter from the President

AAPOR evolved in profound ways over the course of this year. Although the previous year's Council had launched the transition to self-management, the 2022-23 Council was the first to operate fully under this new model. It was eager to explore its potential for supporting our association. The benefits of working side-by-side with a hand-picked team of trusted collaborators became immediately apparent. Many business processes became much more efficient, committee structures were simplified, and Council increasingly shifted its mindset from process management to strategic thinking. Still, streamlining our operating procedures, redefining key roles, bringing AAPOR more into line with association best practices, and learning how to support a staff of true partners required serious thought and dedicated effort, which this Council provided conscientiously.

As the many uncertainties caused by the COVID-19 pandemic began to recede, AAPOR began to chart its future course. A report on the Future of AAPOR Finances revealed a need for rebuilding following some challenging years, and this year saw substantial progress along those lines. Fortunately, our membership remained intact, and interest in our conference and other programs remained strong. Yet, it was also clear that some with a clear stake in our professional interests need to be fully engaged in our association. Several initiatives this year explored who these people are, which of their professional needs AAPOR might be able to meet, and what we might do to connect with them. We continue to recognize that collaboration and inclusion are essential for meeting our collective challenges. Council, therefore, devoted additional attention to diversity, equity, and inclusion through structured training and a commitment to explore barriers to full engagement.

Although much of AAPOR's energy is focused on the professional needs of its membership, it is also clear that the overall climate for conducting high-quality public opinion and survey research is quite challenging. This year, Council explored several initiatives that not only serve our membership but also make a greater public case for the value and relevance of what we do. This includes the launch of our first podcast series, the commissioning of new research on public attitudes about the role and relevance of polling, and exploring potential new publications to highlight substantive public opinion research findings. The shape of these or other products will continue to develop over the course of the year but broadly reflects a recognition that AAPOR could do more to forcefully advocate for the critical role of our data in a well-functioning society.

At the conclusion of this Council year, AAPOR is a very well-run organization that remains unique in providing a home for an extraordinary mix of researchers from a variety of sectors and methodological orientations, as well as maintaining remarkable membership commitment and engagement in all aspects of its work. This year's Council was a wonderful, collegial, and dedicated group that has my deepest gratitude. I hope you enjoy this overview of our productive and transformative year together.

Sincerely,

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Paul Beatty AAPOR President

# Letter from the Executive Director

The 2022-2023 Council year was the turning of a new leaf for AAPOR. Energized from a successful and finally in-person conference, we set goals very early on that helped solidify the partnership between Councilors, volunteers, and the new full-time AAPOR staff. Now a singular force, these groups worked together to navigate new member preferences, including the new format of the Annual Conference, implement survey feedback to include more tangible member benefits, and charter a new course for AAPOR that reflects the needs of our members in a post-COVID environment.

The changes, though don't stop there. As AAPOR entered a new chapter as an organization, it only seemed fitting to give AAPOR a new visual identity as well. We fully rebranded with a new logo that embraces a modern feel while still giving a well-deserved nod to the checkmark logo that represented AAPOR for so many years. Along with this came a new website that allows us to more effectively deliver information to both members and the field.

We wrapped up this year with a record-setting annual conference that AAPOR has ever had. We not only hit record attendance numbers of over 1,400, but we also bolstered our commitment to inclusion, equity, and accessibility with our One-Day Experience program, reserved seating for individuals with disabilities, and closed captioning for our general sessions.

With so many accomplishments in the past year, we are looking forward to the coming year so we can continue to build on the success. We will be looking outwardly to create a clear path where AAPOR and its members, past, present and future, can feel welcome and thrive.

Sincerely,

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Tristanne Staudt Executive Director





Paul Beatty President US Census Bureau



Jennifer Agiesta Vice President CNN



Patricia Moy Past President University of Washington



Anna F. Wiencrot Secretary-Treasurer NORC at the University of Chicago



Jennifer Hunter Childs Associate Secretary-Treasurer US Census Bureau



Marjorie Connelly Standards Chair NORC at the University of Chicago



Cameron McPhee Associate Standards Chair SSRS



Brady T. West Conference Chair University of Michigan



Allyson Holbrook Associate Conference Chair University of Illinois at Chicago





Heather Ridolfo Membership & Chapter Relations Chair Energy Information Agency



Jerry Timbrook Associate Membership & Chapter Relations Chair RTI



Yazmin Garcia-Trejo Communications Chair US Census Bureau



Aleia Clark Fobia Associate Communications Chair US Census Bureau



James Wagner Education Chair University of Michigan



Michael Delli Carpini Associate Education Chair University of Pennsylvania



Ana Gonzalez-Barrera Inclusion & Equity Committee Chair Kaiser Family Foundation



Rodney Terry Inclusion & Equity Committee Associate Chair US Census Bureau



Liz Hamel Councilor-at-Large Kaiser Family Foundation



Ricki L. Jarmon Councilor-at-Large Abt Associates



Alisú Schoua-Glusberg Councilor-at-Large Research Support Services







**Tristanne Staudt** Executive Director

**Lailah Johnson** Program Manager



**Leon Spinner** Membership Manager



Jackie Weisman Director of Marketing & Communications

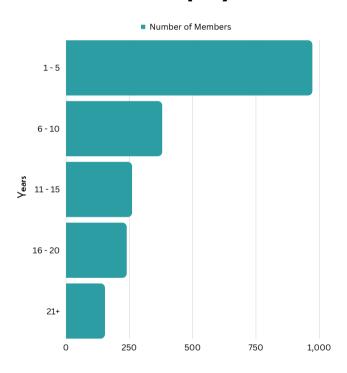




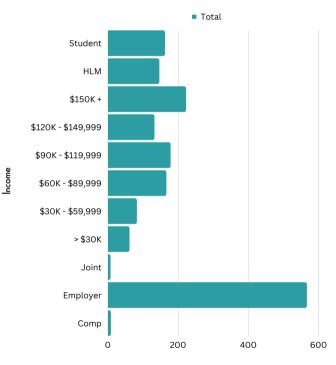
# **Total Members**



# **Membership by Years**



# Membership by Type





### HIGHLIGHTS

The AAPOR Welcoming Committee had a busy year hosting events for the membership. This year they hosted three webinars: The AAPOR Abstract Information Session, Revamp Your Resume, and a presenter walk through which gave the annual conference presenters a chance to give their talk to a group of HLMs who, in turn, provided feedback.

The Membership Committee also provided chapter support by developing a Chapter's Guide to AAPOR, updating the Chapter Affiliation Agreement, and working with the AAPOR staff to ensure all chapters have a privacy policy, data sharing agreement, and conduct policy in place.

# **Chapters** Click the logo to read more





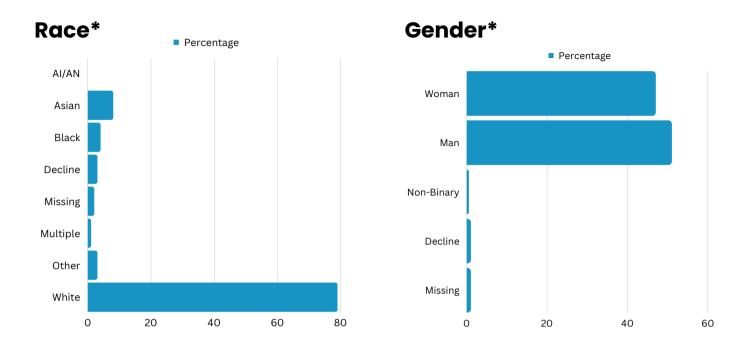








# iii Inclusion & Equity



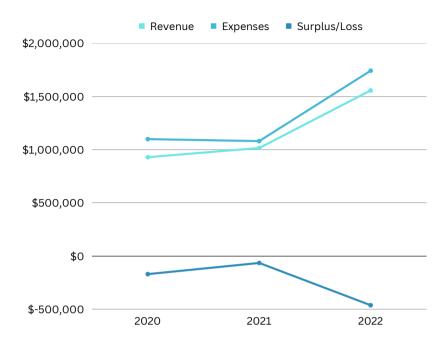
One Day Experience Participation Average Age

### HIGHLIGHTS

The Inclusion and Equity Committee (IEC) hosted a DEI training for Executive Council and AAPOR staff. These workshops were led by the Equity Paradigm and provided guidance on furthering the organization's commitment to inclusion and equity. The committee is also close to finishing the first report on AAPOR's diversity metrics.

Additionally, since making some demographic responses requested in the membership database, we've signifigantly decreased the amount of missing data.





AAPOR exceeded its annual budgeted revenue by \$47,000, and remained \$107,000 underbudget on expenses for the 2022 calendar year.

However, largely due to investment activity losses of \$277,000, the organization had a net loss of \$462,000.

### **Investment & Reserve Status**

Unrestricted Funds	Amount	<b>Restricted Funds</b>	Amount
Contigency Fund	\$14,994	Heritage Fund	\$5,451
Board Designated Fund	\$238,339	Sudman Fund	\$116,726
Unrestricted Fund	\$294,430	Roper Fund	\$168,954
Ambassador Account	\$523,892	Total Restricted	\$291,131
Total Unrestricted	\$1,071,655	Total Investments	\$1,362,786





# **Transparency Initiative Members**



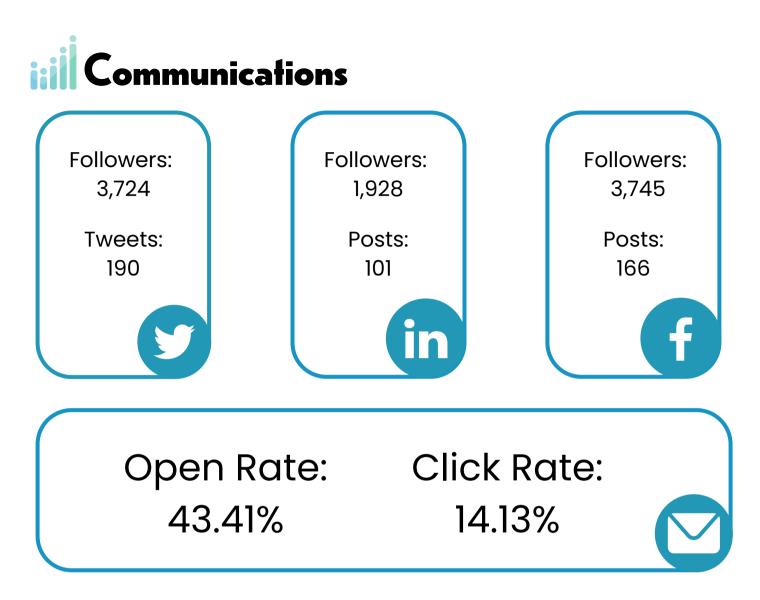




### HIGHLIGHTS

In November 2022, the AAPOR Task Force on Online Panels released their report: "Data Quality Metrics for Online Samples: Considerations for Study Design and Analysis".

This year the Standards Committee also released the 10th version of the AAPOR Standard Definitions Report representing a major revision to the structure and content, focusing on sampling frame rather than completion mode. With this revision also came an update to the calculator.



### HIGHLIGHTS

With many communication outlets for AAPOR members to receive information, email blasts are the tried-and-true way to stay in the loop. The top three emails, based on open rate, include, the 2023 Executive Council Election, The Data Quality Task Force Report, and the final Conference Connection which is an annual conference specific newsletter.

AAPOR ended the year with a soft launch of the podcast POP: Public Opinion Podcast. The first two podcasts included: 'Technological Advances and Public Research Challenges' and 'Race, Justice, and Public Opinion'.

# iii Annual Conference



# 2023 Attendance



# **Total Abstract Submissions**



# **Accepted Abstracts**



### HIGHLIGHTS

The 78th Annual Conference had record-breaking registration of 1,468 and sponsorship revenue of \$244,000. The committee worked to develop and execute the theme of 'Working Together: The Essential Role of Public Opinion Research in Collaborative Science,' and encouraged collaborative presentations with both a research and community lead

The opening plenary, "How Can the Work of AAPOR Continue to Improve and Enhance Collaborative Science", discussed the importance of more technically minded folks working closely with community leaders and partners who truly understand the populations that we might be trying to measure.

AAPOR'S IEC presented a sneak peek of the AAPOR Diversity Report and shared ways AAPOR and its members can improve equity and inclusion by applying a DEI lens in everything they do.



# Short Course Submissions



### **Short Courses Held**



# **Webinars Held**



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### HIGHLIGHTS

In response to member feedback, Executive Council made the decision to offer live webinars and three recordings to AAPOR members for free as a benefit to membership. This initiative has been successful as shown by the registration and attendance numbers.

in 2022, the webinars had an average of 38.3 attendees and this year to date, webinars average 111 attendees.

# How Well Do Parents Report Their Child's Gende

Parent Proxy Reporting on Multidimensional Mea

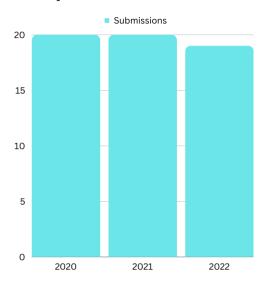
# Parents are generally i ers of their teen

# t not expres

pre reliable repo eas fathers are n's masculinity. ordance was low ansgender and nonbinary tee

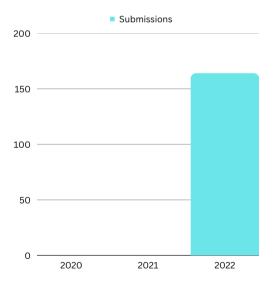


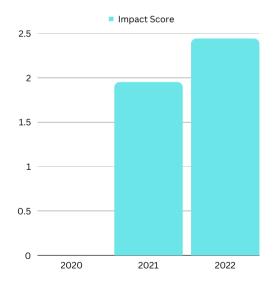
# **Survey Practice**





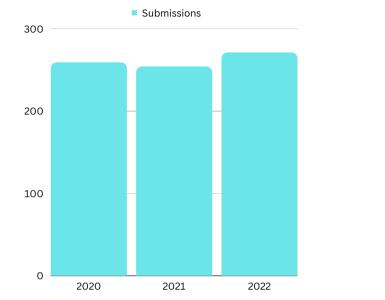
# The Journal of Survey Statistics and Methodology

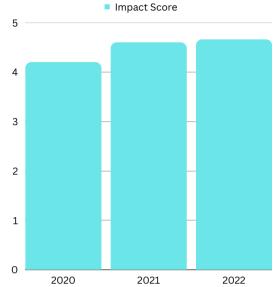






# **Public Opinion Quarterly**





### **SPECIAL ISSUE TOPIC:**

Public Opinion Quarterly: In Press! Augmenting Surveys with Paradata, Administrative Data, and Contextual Data (Joseph W. Sakshaug and Bella Struminskaya).



# iii Highlights from 2022

AAPOR launched a new logo and branding, which brought a more modern feel to the iconic checkmark. A new website was also launched with the help of a UX task force and now features an intuitive, responsive layout helping users find the information they need quickly.

**OUARTERLY NEWSLETTER** Winter 2023: Diversity in Public Opinion Research

AMERICAN ASSOCIATION FOR

**PUBLIC OPINION RESEARCH** 

The Communications Committee launched a new version of the AAPOR newsletter. This new format features a timely topic each month and includes articles from members. The first issue was Diversity in Public Opinion Research which had a 47.7% open rate.

# AAPOR

Data Quality Metrics for Online Samples: Considerations for Study Design and Analysis November. 2022

> Cameron McPhee (Chair), SSRS Frances Bartiss, Igoss Nancy Brighan, Dynata JII Darling, Uriversity of Southern California David Dutwin, NONC Chris Jackson, Igoso Mickey Jackson, SSRS Ashley Kiznigerg, KFF Roderick Little, University of Michigan Emily Lorenz, Gallup Jenny Marting, Gallup Andrewe Mercar, Pew Research Center Paul J. Scandon, National Center for Health Statistics Steffen Weiss, Morring Consult

In November, the Data Quality Task Force issued a report, *Data Quality Metrics for Online Samples*: *Considerations for Study Design and Analysis*. The goal of this task force is to provide audiences who have a basic understanding of survey methodology with an overview of the various types of online survey sampling methodologies currently being employed by survey researchers and major survey firms, as of the release of this report. Specifically, the report provides an overview of the landscape of online survey data collection, focusing mainly on probability and nonprobability online panels.

# Looking Towards 2023

2023-2024 is in full swing with a POQ and JSSAM editor search. Also, the Executive Council will select an ad-hoc committee of AAPOR members to review and update AAPOR's current strategic plan, AAPOR25. It is critically important that this committee reflects the full range of voices within AAPOR's membership.





#### **Communications Committee**

Emily Alvarez Melissa Cidade Aleia Clark Fobia Yazmin Garcia Trejo\* Carol Haney Adriana Hernandez Edward Johnson Cameron McPhee Raphael Nishimura Amber Ott Damon Roberts Paul Schroeder Dina Smeltz Martha Stapleton Kathleen Weldon

#### **Journalist Education Subcommittee**

Sophie Bethune Hannah Hartig Jocelyn Kiley Katerina Matsa Stephanie Psyllos Aimee Vella Ripley

#### Social Media Subcommittee

Melissa Cidade\* Raphael Nishimura Dina Smeltz

#### **Conference Committee**

Karen Goldenberg Allyson Holbrook Paul Schroeder Brady West\*

#### **Local Events Subcommittee**

Jonathan Best Kim Dorazio Musab Hayatli Ricki Jarmon Jennifer Schmidt Susan Sherr\* Jazmyne Sutton

#### **Program Subcommittee**

Ashley Amaya Trent Buskirk Wendy Hicks Aaron Maitland Jaki McCarthy Robert Torongo Douglas Williams Ting Yan

#### **Education Committee**

Michael Delli Carpini\* James Wagner

#### **Diversity Subcommittee** Elizabeth Allen\*

#### **History Subcommittee**

David DesRoches Jeffrey Hackett Scott Keeter Dakisha Locklear Dawn V. Nelson Dina Smeltz Hans-Joerg Tiede Kathleen Weldon Kenneth Winneg\*

#### **Online Education Subcommittee**

Sixia Chen Douglas Currivan Josue De La Rosa Florian Keusch\* Robyn Rapoport Maura Spiegelman Bella Struminskaya

#### **Publications Subcommittee**

Aleia Clark Fobia Emily Geisen Allyson Holbrook John Kennedy Kristen Olson Eric Plutzer Katherine Thompson James Wagner\* Gina Walejko

#### Short Course Subcommittee

Alexandra Allman Peter Batra Douglas Currivan\* Antje Kirchner Hanyu Sun

#### **Fianance Committee**

Gretchen McHenry\* Anna Wiencrot

#### **Sponsorship Subcommittee**

Jennifer Childs Rachel Grover Lydia Saad Darby Steiger\* Robert Torongo

#### **Inclusion & Equity Committee**

Ana Gonzalez-Barrera\* Alisu Schoua-Glusberg Rodney Terry Tamara Terry

#### **Affinity Groups Subcommittee**

Casey Langer Tesfaye Angela Pashayan Luis Tipan\*

#### Culture and Communication Subcommittee

Jill DeMatteis Kara Fitzgibbon Jeffrey Gottfried Sheldonn Plummer-Duff Sara Walsh

#### **Metrics and Accountability Subcommittee**

Dorene Asare-Marfo Alec Biehl Alian Kasabian Christine Larouche Paul J Lavrakas Joe Murphy\* Sheldonn Plummer-Duff Alexandria Williams

#### **Nominations and Awards Subcommittee**

Shakari Byerly Anna Sandoval\*

#### **Outreach Subcommittee**

Alec Biehl Shakari Byerly Jill DeMatteis Dana Garbarski\* Angela Pashayan Mayesha Quasem Alauna Safarpour Mellisha Stokes

#### Student Faculty Pipeline Award Subcommittee Sunghee Lee\*

# iii Committee Members

#### **Membership & Chapter Relations**

Committee Jennifer Beck Matthew Courser Bianca DiJulio Erin Fordyce **Timothy Gravelle** Patrick Habecker Holly Hagerty Chase Harrison Robin Kaplan Alian Kasabian Jonathan Katz Stanislav Kolenikov Joshua Langeland Casey Langer Tesfaye Joe Murphy Heather Ridolfo\* Paul Scanlon Benjamin Schapiro David Sterrett Jerry Timbrook

# Chapter Liaison and Support Subcommittee Paul Scanlon

#### **Database Subcommittee**

Bianca DiJulio Morgan Earp\* Joe Murphy Dawn V. Nelson Rebecca Powell Adam Safir

#### **Roper and Student Travel Award**

Subcommittee Matthew Courser Jennifer Dineen Kelly Foster Chase Harrison\*

Stanislav Kolenikov

#### Survey and Data Analysis Subcommittee

Jennifer Beck Timothy Gravelle Kenneth Herrell Robin Kaplan Joshua Langeland David Sterrett\*

#### **Welcoming Committee**

Kristin Dwan Erin Fordyce\* Holly Hagerty Evgenia Kapousouz Jonathan Katz\* Benjamin Schapiro

#### **Nominations Committee**

Paul Beatty Brad Edwards Emily Geisen Patricia Moy\* David Wilson

#### **Standards Committee**

Jennifer Benz Anna Brown Marjorie Connelly\* Ned English Michael Jackson Natalie Jackson Krista Jenkins Jenny Marlar Cameron McPhee Martha McRoy Neha Sahgal Zachary Seeskin Katrina Sostek

#### **Standards Complaint Evaluation Committee** Paul Scanlon

#### **Standards Complaint Evaluation: Frugging**

Eran Ben-Porath Peter Miller Andy Peytchev

#### **Standards Complaint Evaluation: Mech Turk**

Jessica Holzberg Lindsey Witt-Swanson

#### **Standard Definitions Subcommittee**

Jennifer Berktold Ned English\* Mansour Fahimi Michael Jackson Ashley Kirzinger Jenny Marlar Amanda Nagle Clifford Young

#### **Transparency Initiative Coordinating Committee**

John Abowd Jennifer Benz\* Seth Brohinsky Stephen Clermont John Cluverius Leah Dean Craig Helmstetter Lindsey Hendren Ruth Igielnik Krista Jenkins\* Audrey Kearney Clifford Young

#### **HR Committee**

Sandra Bauman Brad Edwards\* Liz Hamel I-Chun (Lisa) Lin-Freeman Nancy Mathiowetz Alisu Schoua-Glusberg Mark Schulmane

# iii Committee Members

#### **Award Committees**

#### AAPOR Award for Exceptionally Distinguished Achievement Committee

Nancy Jane Belden Eran Ben-Porath Ashley Kirzinger Tamara Terry

#### **AAPOR Public Service Award**

Dawn V. Nelson Rico Neumann Tatishe Nteta Jennifer Sinibaldi Kevin Ulrich\*

#### **Book Award Committee**

Shakari Byerly Morris Davis Alisu Schoua-Glusberg\* Sono Shah

#### **Inclusive Voices Award Committee**

Eva Aizpurua Kai Fuentes Ricki Jarmon\* Edward Rincon Neil Ruiz Anna Sandoval

#### **Innovators Award Committee**

Mansour Fahimi Allyson Holbrook Ricki Jarmon\* Frauke Kreuter Michael Link Brady West

Monroe G. Sirken Award Committee Morgan Earp

#### **Policy Impact Award Committee**

Liz Hamel\* Luis Tipan

#### Seymour Sudman Paper Award Committee

Christopher Antoun Beyza Buyuker Dana Garbarski Allyson Holbrook\* Samara Klar Ozan Kuru Neil Ruiz

#### **Journal Committees**

#### **JSSAM Advisory Committee** Connie Citro Ricki Jarmon Patricia Moy

#### **POQ Advisory Committee**

Jennifer Dykema David Wilson

#### **Survey Practice Advisory**

Aleia Clark Fobia\* John Kennedy

#### Ad-Hoc Committees

Ad-Hoc Committee on Publisher Options Frederick Conrad Allyson Holbrook Peter Miller Patricia Moy Katherine Thompson James Wagner Gina Walejko