2022-2023 Annual Report
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.
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,

Paul Beatty
AAPOR President
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,

Tristanne Staudt
Executive Director
Council Members

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

Rodney Terry
Inclusion & Equity Committee Associate Chair
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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
Staff

Tristanne Staudt
Executive Director

Lailah Johnson
Program Manager

Leon Spinner
Membership Manager

Jackie Weisman
Director of Marketing & Communications
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
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 significantly 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.
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.
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’.
### 2023 Attendance

**1411**

### Total Abstract Submissions

**811**

### Accepted Abstracts

**747**

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**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.
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.
Survey Practice

The Journal of Survey Statistics and Methodology
Public Opinion Quarterly

SPECIAL ISSUE TOPIC:

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.

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.

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.
Committee Members

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 Curri
Josue De La Rosa
Florian Keusch*
Robyn Rapoport
Maura Spiegelman
Bella Struminska

Publications Subcommittee
Aleia Clark Fobia
Emily Geisen
Allyson Holbrook
John Kennedy
Kristen Olson
Eric Plutzer
Katherine Thompson
James Wagner*
Gina Walejo

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
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Alexandria Williams

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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*

Student Faculty Pipeline Award Subcommittee
Sunghee Lee*
Committee Members

Membership & Chapter Relations Committee
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Matthew Courser
Bianca DiJulio
Erin Fordyce
Timothy Gravelle
Patrick Habeker
Holly Hagerty
Chase Harrison
Alian Kasabian
Jonathan Katz
Stanislav Kolenikov
Joshua Langeland
Casey Langer Tesfaye
Joe Murphy
Heather Ridolfo*
Paul Scanlon
Benjamin Schapiro
David Sterrett
Jerry Timbrook

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

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Jennifer Dineen
Kelly Foster
Chase Harrison*
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Timothy Gravelle
Kenneth Herrell
Robin Kaplan
Joshua Langeland
David Sterrett*

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Erin Fordyce*
Holly Hagerty
Evgenia Kapousouz
Jonathan Katz*
Benjamin Schapiro

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Emily Geisen
Patricia Moy*
David Wilson

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Anna Brown
Marjorie Connelly*
Ned English
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Natalie Jackson
Krista Jenkins
Jenny Marlar
Cameron McPhee
Martha McRoy
Neha Sahgal
Zachary Seeskin
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Standards Complaint Evaluation Committee
Paul Scanlon

Standards Complaint Evaluation: Frugging
Eran Ben-Porath
Peter Miller
Andy Peytchev

Standards Complaint Evaluation: Mech Turk
Jessica Holzberg
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Ned English*
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Michael Jackson
Ashley Kirzinger
Jenny Marlar
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Committee Members

Award Committees
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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
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Morris Davis
Alisu Schoua-Glubberg*
Sono Shah

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Kai Fuentes
Ricki Jarmon*
Edward Rincon
Neil Ruiz
Anna Sandoval

Innovators Award Committee
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Allyson Holbrook
Ricki Jarmon*
Frauke Kreuter
Michael Link
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Monroe G. Sirken Award Committee
Morgan Earp

Policy Impact Award Committee
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Seymour Sudman Paper Award Committee
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Samara Klar
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JSSAM Advisory Committee
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Patricia Moy

POQ Advisory Committee
Jennifer Dykema
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Survey Practice Advisory
Aleia Clark Fobia*
John Kennedy

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Ad-Hoc Committee on Publisher Options
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Peter Miller
Patricia Moy
Katherine Thompson
James Wagner
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* Chairs