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
Council Members

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 Deli 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-Blusberg
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

1998

Membership by Years

- 1 - 5 years: 1,000 members
- 6 - 10 years: 250 members
- 11 - 15 years: 50 members
- 16 - 20 years: 25 members
- 21+ years: 10 members

Membership by Type

- Employer: 600 members
- Joint: 200 members
- Student: 150 members
- HLM: 100 members
- $150K+: 50 members
- $120K - $149,999: 40 members
- $90K - $119,999: 30 members
- $60K - $89,999: 20 members
- $30K - $59,999: 10 members
- > $30K: 5 members
- $30K: 10 members

Membership by Years

- Years: 1 - 5
- Number of Members: 1,000

Membership by Type

- Total Members: 1,998

- Membership by Years
- Membership by Type

- Year: 1 - 5
- Income: $150K +
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.
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. READ MORE
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’. 
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.
Public Opinion Quarterly Quarterly - READ MORE

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 Pylllos
- Aimée 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 Curriivan
- Josue De La Rosa
- Florian Keusch*
- Robyn Rapoport
- Maura Spiegelman
- Bella Struminskaia

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

**Finance 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
- Alain 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
- Alaina Safarpour
- Mellisha Stokes

**Student Faculty Pipeline Award Subcommittee**
- Sunghee Lee*
Committee Members

**Membership & Chapter Relations Committee**
- Jennifer Beck
- Matthew Courser
- Bianca DiJulio
- Erin Fordyce
- Timothy Gravelle
- Patrick Habeker
- Holly Hagerty
- Chase Harrison
- Robin Kaplan
- Allie 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
## 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

* Chairs