

2022-2023 Annual Report



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH



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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

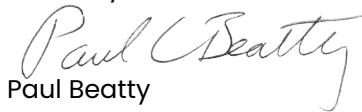
AAPOR evolved in profound ways over the course of this year. Although the previous year's Council had launched the transition to self-management, the 2022-23 Council was the first to operate fully under this new model. It was eager to explore its potential for supporting our association. The benefits 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,



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,

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



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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 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



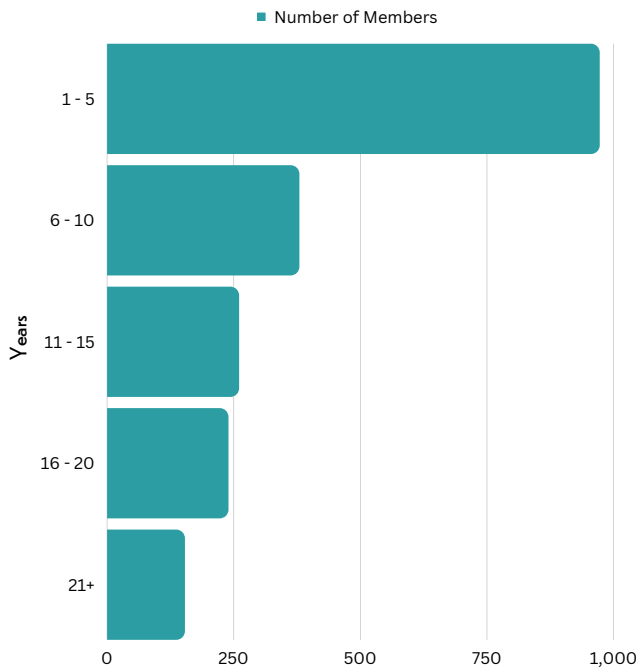


Membership

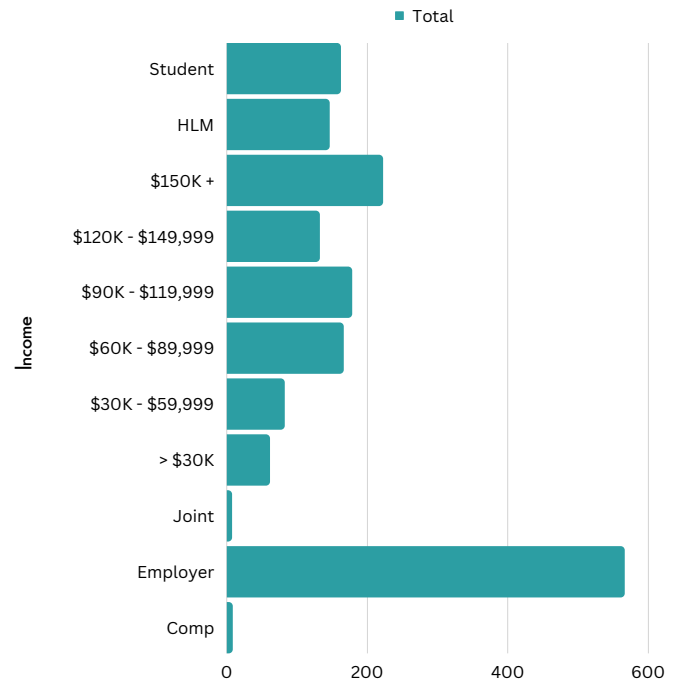
Total Members



Membership by Years



Membership by Type



Membership

HIGHLIGHTS - [READ MORE](#)

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.

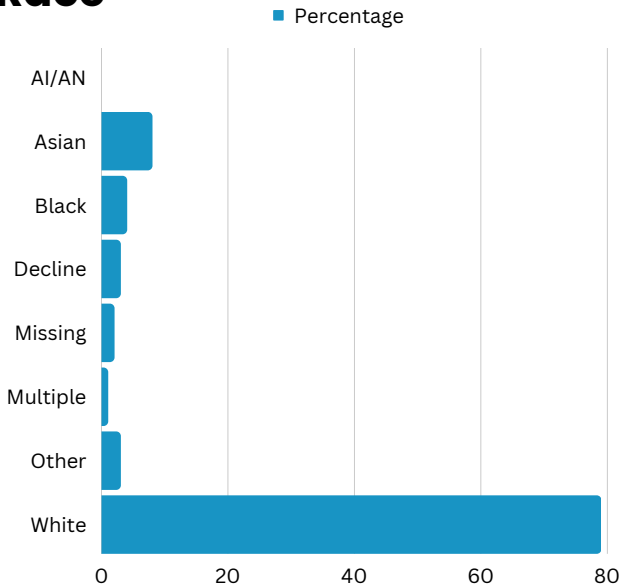
Chapters

Click the logo to read more

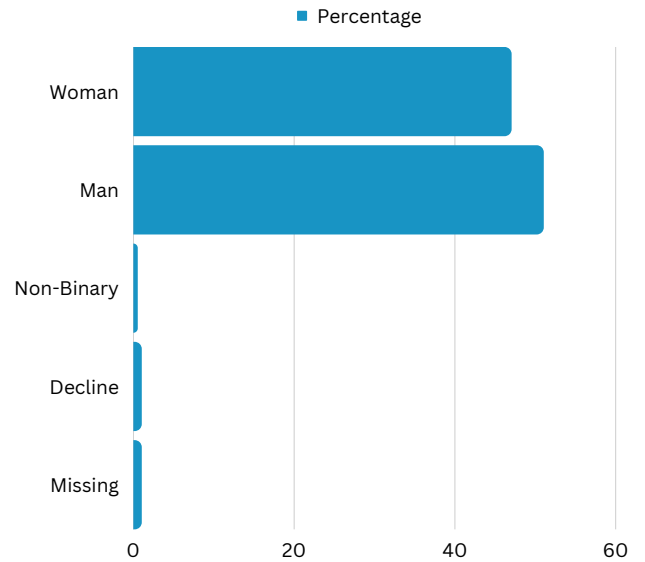


Inclusion & Equity

Race*



Gender*



One Day Experience Participation

7

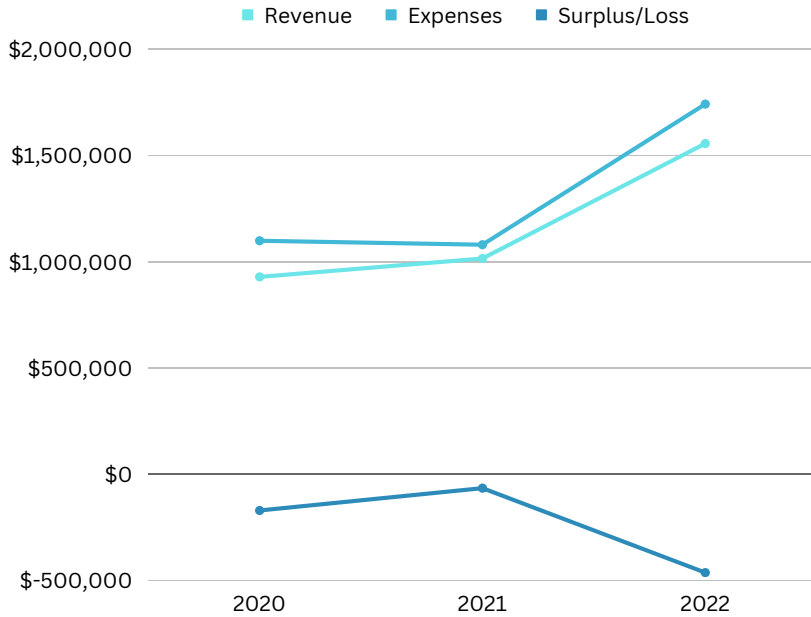
Average Age

47

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. [**READ MORE**](#)

Investment & Reserve Status

Unrestricted Funds	Amount
Contingency Fund	\$14,994
Board Designated Fund	\$238,339
Unrestricted Fund	\$294,430
Ambassador Account	\$523,892
Total Unrestricted	\$1,071,655

Restricted Funds	Amount
Heritage Fund	\$5,451
Sudman Fund	\$116,726
Roper Fund	\$168,954
Total Restricted	\$291,131
Total Investments	\$1,362,786



AAPOR Transparency Initiative



Transparency Initiative Members

9 5



HIGHLIGHTS - [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.



Communications

Followers:
3,724

Tweets:
190



Followers:
1,928

Posts:
101



Followers:
3,745

Posts:
166



Open Rate:
43.41%

Click Rate:
14.13%



HIGHLIGHTS - [READ MORE](#)

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'. IEAR



Annual Conference



2023 Attendance



Total Abstract Submissions



Accepted Abstracts



HIGHLIGHTS - [READ MORE](#)

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

3 1

Webinar Submissions

1 4

Short Courses Held

8

Webinars Held

1 1

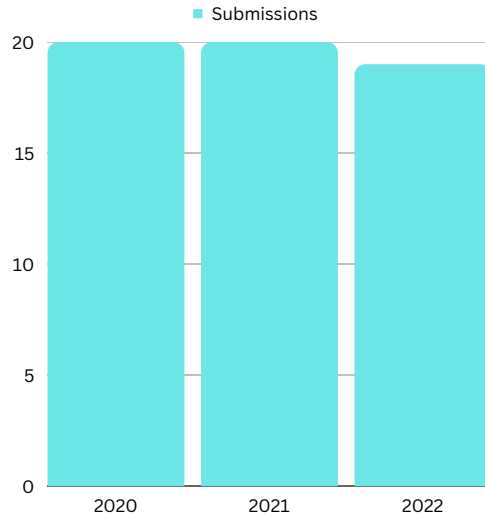
HIGHLIGHTS - READ MORE

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.

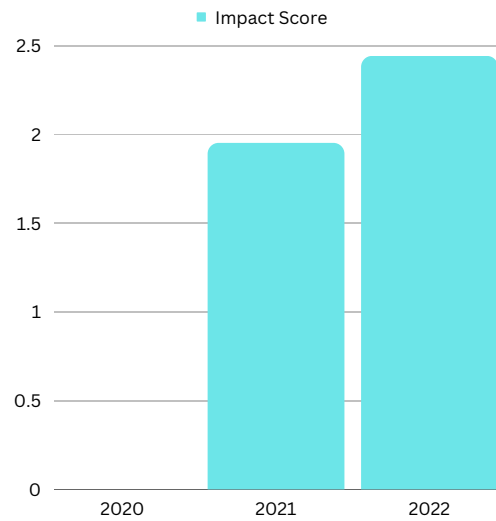
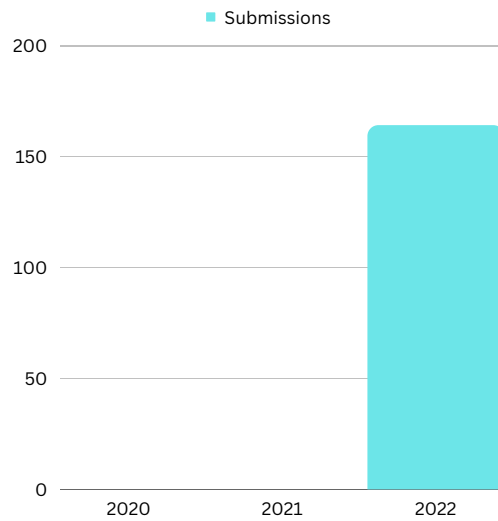
in 2022, the webinars had an average of 38.3 attendees and this year to date, webinars average 111 attendees.



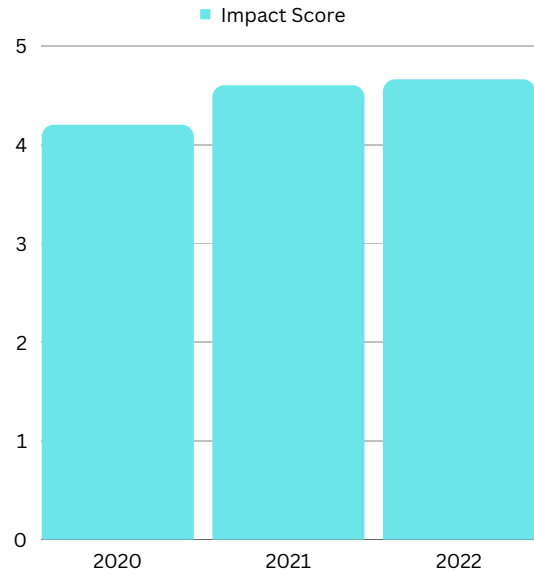
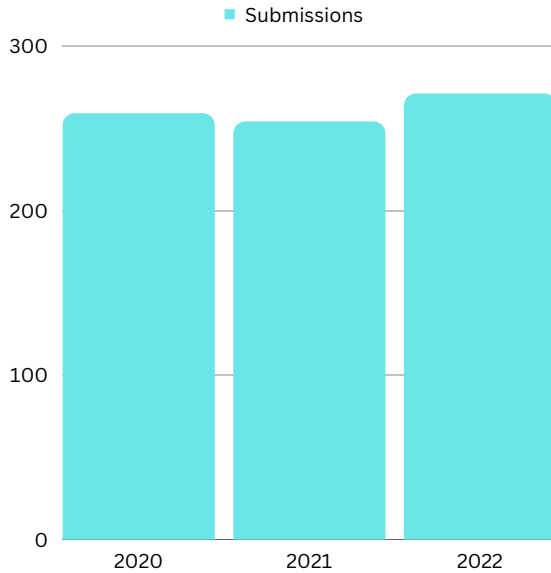
Survey Practice - [READ MORE](#)



The Journal of Survey Statistics and Methodology - [READ MORE](#)



Public Opinion Quarterly - [READ MORE](#)



SPECIAL ISSUE TOPIC:

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



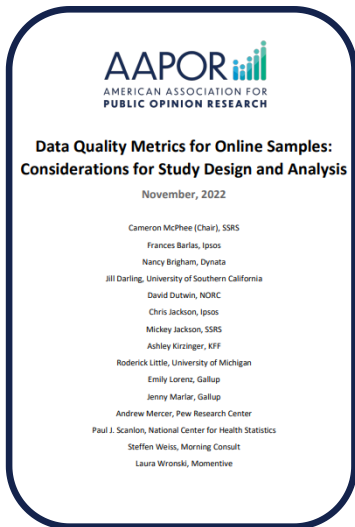
Highlights from 2022



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 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

Fiance Committee

Gretchen McHenry*
Anna Wiencrot

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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*



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

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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

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

Transparency Initiative Coordinating Committee

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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*

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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

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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