



# 2024 - 2025 Annual Report



# Table of Contents

Letter from the President	2
Council Members	4
Staff	6
Membership	7
Equity & Inclusion	9
Finances	10
Standards	11
Communications	12
Annual Conference	13
Education	14
Journals	15
Looking Towards 2026	17
Committee Members	18

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

In this council year, AAPOR leadership continued to advance its mission by promoting methodological excellence, enhancing member engagement, and reinforcing the organization's sustainability and visibility in a rapidly evolving field.

A major highlight of the year was AAPOR's leadership in launching new initiatives at the intersection of data science and public opinion research—an essential step toward fostering interdisciplinary innovation. AAPOR offered its first mid-year virtual AI-focused short course, which set a new record for attendance, as well as its first mid-year one-day conference together with DC-AAPOR, ASA, and the University of Maryland's SoDa and AIM institutes the "SurvAI Day," dedicated to bridging the fields of Natural Language Processing (NLP) and survey research. The workshop in October 2024 attracted over 120 attendees and laid the ground-work for a similar workshop in the fall of 2025 (NLPOR as part of the COLM conference), as well as an AAPOR task force on AI and surveys to be formed in 2025.

Without a doubt this was a challenging year to AAPOR members and with that to the organization itself.

At the annual conference, a new track focused on AI, machine learning, and data science methods saw strong engagement, drawing high-quality submissions and participants from emerging domains not previously active within the AAPOR community. The conference also fostered community engagements under challenging circumstances, with a new online and offline match-making program, career advice sessions, conference navigation guides, and special fundraiser support programs to help attendance for those without employer travel support or employment altogether. The conference also saw a record number of new attendees (over 350), a 17% increase in new exhibitors and 14 new exhibiting organizations.

Significant progress was made across AAPOR's strategic pillars. In support of best practices, AAPOR developed a new online response rate calculator and furthered the Transparency Initiative. The 2024 election task force nearly completed its work. In support of a growing voice, AAPOR shared two original statements and signed onto others in support of the research community, challenged by budget cuts and policy changes. AAPOR also partnered with the Knight Foundation to connect pollsters and newsrooms.

The organization also strengthened its infrastructure: a new volunteer coordinator enhanced recruitment, and a governance review and financial reforms aligned spending with sustainability goals. A successful development campaign helped fund conference travel, and a new finance town hall is planned to deepen member input.

Educational efforts were bolstered by high-quality short courses, webinars (with over 130 attendees on average), and a very well-received historical programming for the conference marking AAPOR's 80th anniversary. AAPOR's Inclusion and Equity Committee formalized inter-committee coordination, completed its first metrics report, and supported student inclusion and affinity efforts. Membership remained strong (currently 2,045 members), with outreach to nearly 50 regional organizations around the conference and the awarding of \$45,400 in travel grants. Throughout the year, AAPOR launched several impactful initiatives: re-establishing the AAPOR-JPSM Citation Program, inaugurating the Journal Scholars Exchange with ASA, and introducing professional development programming in response to shifts in government policy.

With a renewed commitment to transparency, collaboration, and innovation, AAPOR enters the next year well-positioned to support its diverse community of scholars and practitioners. The work accomplished this year sets a strong foundation for AAPOR's continued leadership in the public opinion research field.

Frauke Kreuter  
2024–2025 President



# Council Members



**Frauke Kreuter**  
President



**Jordon Peugh**  
Vice President



**Jennifer Agiesta**  
Past President



**Ricki Jarmon**  
Secretary – Treasurer



**Tamara Terry**  
Associate Secretary –  
Treasurer



**Bob Torongo**  
Communications  
Chair



**Kathleen Weldon**  
Associate  
Communications Chair



**Gina Walejko**  
Conference Chair



**Morgan Earp**  
Associate  
Conference Chair



**Florian Keusch**  
Education Chair



**Ashley Koning**  
Associate Education  
Chair



**Sunghee Lee**  
Inclusion & Equity  
Committee Chair



**Luis Tipan**  
Associate Inclusion &  
Equity Committee Chair



**Bianca DiJulio**  
Membership & Chapter  
Relations Chair



**Dakisha Locklear**  
Associate Membership &  
Chapter Relations Chair



**Ned English**  
Standards Chair



**Jenny Marlar**  
Associate Standards Chair



**Alisú Schoua-  
Glusberg**  
Councilor at Large



**René Bautista**  
Councilor at Large



**Dawn Nelson**  
Councilor at Large





**Tristanne Staudt**  
Executive Director



**Lailah Johnson**  
Program Manager



**Leon Spinner**  
Membership Manager



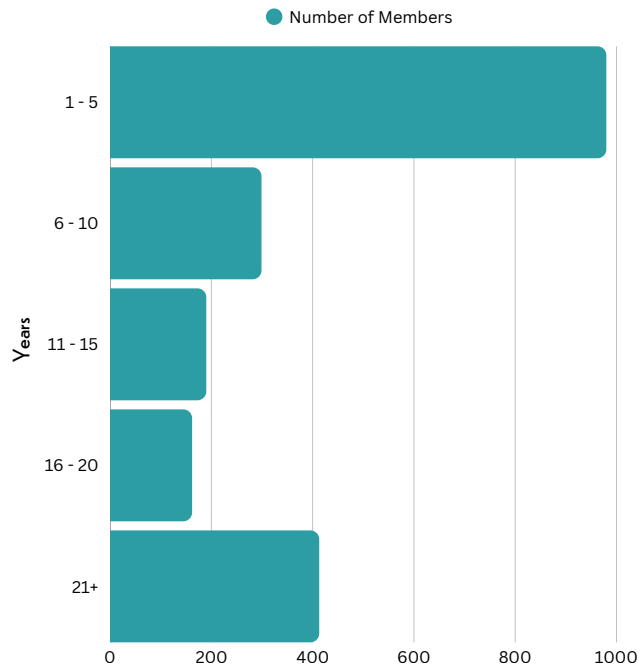
**Jackie Weisman**  
Director of Marketing  
& Communications



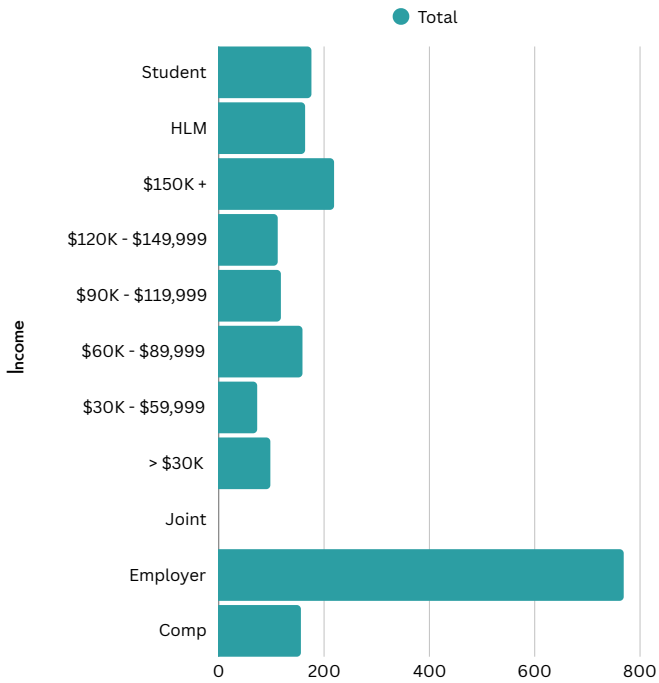
## Total Members

# 2045

### Membership by Years



### Membership by Type



# Membership

## HIGHLIGHTS

This year, the MCR Committee focused on improving the member experience and making data work better for AAPOR. They revamped the AAPOR Membership Survey, standardizing its creation and moving all the code into R and GitHub to facilitate future updates.

On the engagement side, the MCR hosted two webinars to help members maximize their benefits and prepare for the Annual Conference. They expanded the conference support with the Ambassador mentorship program, a student lunch, welcome emails, and other resources to help newer members feel more connected and prepared. [Read more.](#)

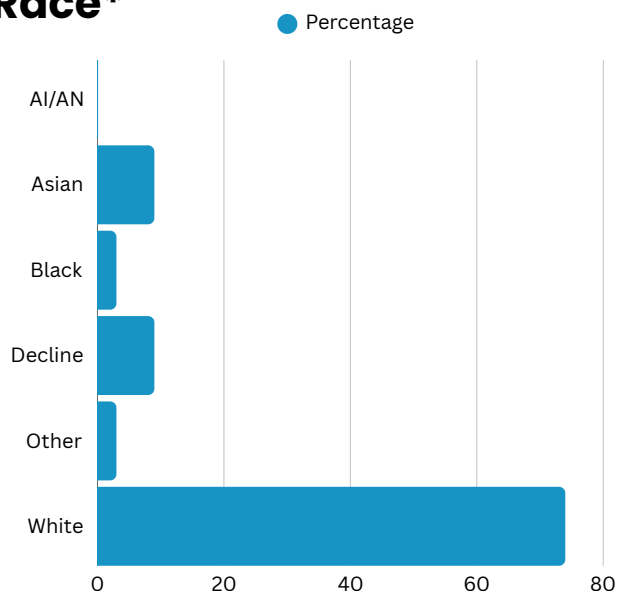
## Chapters

Click the logo to read more

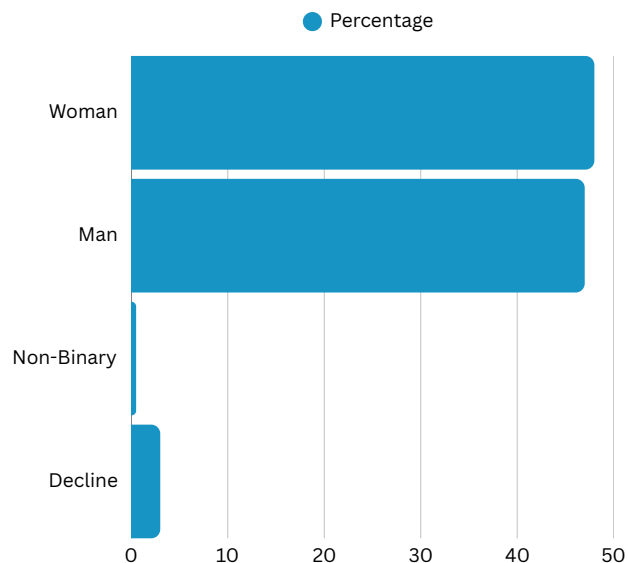


# Inclusion & Equity

## Race\*



## Gender\*



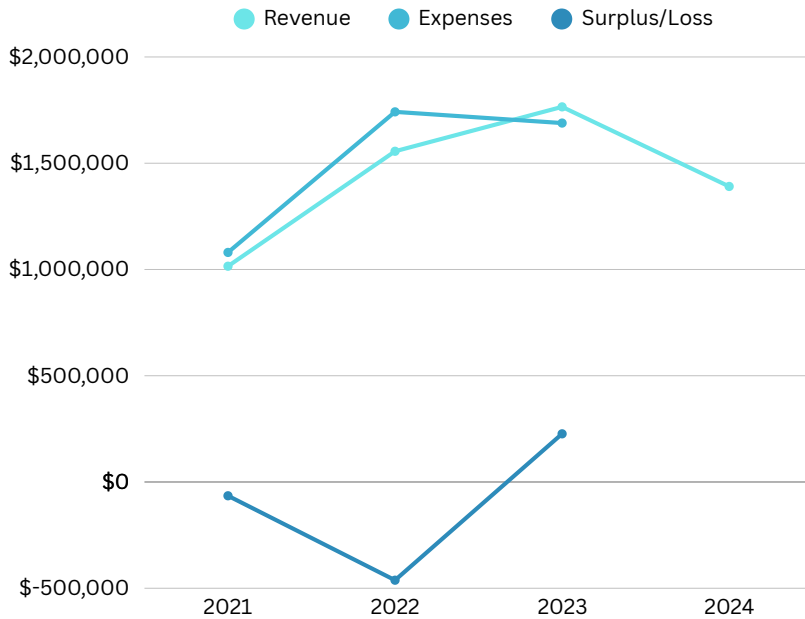
## Average Age

**47.6**

### HIGHLIGHTS

AAPOR welcomed its newest affinity group, the Senior Connections Affinity Group. Senior Connections gives AAPOR's Honorary Lifetime Members a place to connect, discuss changes in the field, and reminisce about the AAPOR of the past. [Read more.](#)





## Investment & Reserve Status

Unrestricted Funds	\$944,573
Restricted Funds	\$86,055

Total Donations:  
\$37,029

## HIGHLIGHTS

The approved 2024 budget estimated a \$166,592 deficit in revenue over expenses, but AAPOR ended the year with an (unaudited) \$33,448 deficit. This deficit was partially decreased by a net investment gain of \$95,194.

Due to impacts on federal statistics that limited attendance at the conference, in February AAPOR revised the 2025 overall revenue projection from \$235,700 down to \$205,700.

The Sponsorship Subcommittee had a remarkable year and was able to exceed their goal by \$14,000 for a total of \$249,400 in sponsorship. [Read more.](#)

Click here to view the [AAPOR Finance Town Hall webinar](#) (June 2025)



## Transparency Initiative Members

# 111



### HIGHLIGHTS

The Standards Committee released a beta version of an online response rate calculator, making the process easier and more streamlined for users.

Standards also supported two ad hoc reports: a guide for considering and handling ethical issues in linking non-survey data to survey data and a guide around texting for research. Both reports are expected to be released in the late summer/early fall of 2025. [Read more.](#)



# Communications

Followers:  
6,642



Followers:  
3,149



Followers:  
4,171



Followers:  
4,739



Open Rate:  
26.4%

Click Rate:  
8.9%



Episodes  
5

Downloads  
3,648



## HIGHLIGHTS

In 2024–2025, the Communications Committee focused on creating repeatable Podcast procedures and processes to sustain initiatives started in the 2023–2024 council year. After much deliberation, it was decided to sunset the podcast temporarily but continue to make past episodes available.

They also worked to create a proposal to improve AAPORnet by implementing a community platform and executed a media training that took place in Summer 2024. [Read more.](#)

# Annual Conference



## 2025 Attendance

**1,030**

## Total Panels

**110**



## HIGHLIGHTS

This year's conference faced challenges around attendee funding, which led the Conference Committee to rethink how to provide as much value as possible. This included:

- Accepting late-breaking abstracts
- Developed a new AI-focused track
- Developed conference navigation guides for specific demographics
- Hosting a virtual networking workshop before the conference, Nurture Your Network, facilitated by Melissa H. Reitkopp
- Providing over 100 attendees with some type of financial support

[Read more](#)



## Short Courses

Held

**7**

Average  
Attendance

**22**



## Webinars

Held

**11**

Average  
Attendance

**136**

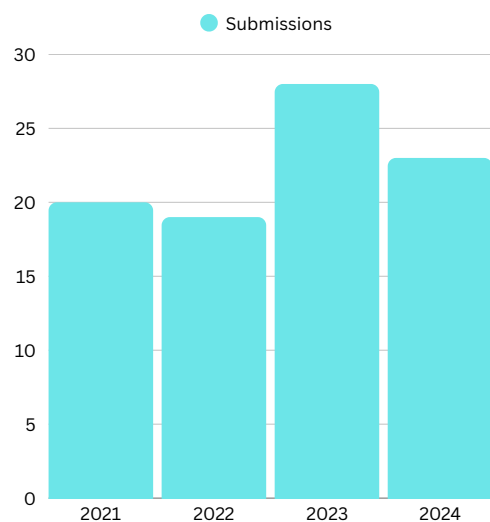
## HIGHLIGHTS

Eleven webinars held from June 2024 to April 2025 were very well attended, with an average of 188 registrants and 136 attendees. A specific focus was put on having at least two “Back to Basics” webinars in 2025 with general topics relevant to people new to AAPOR or the field.

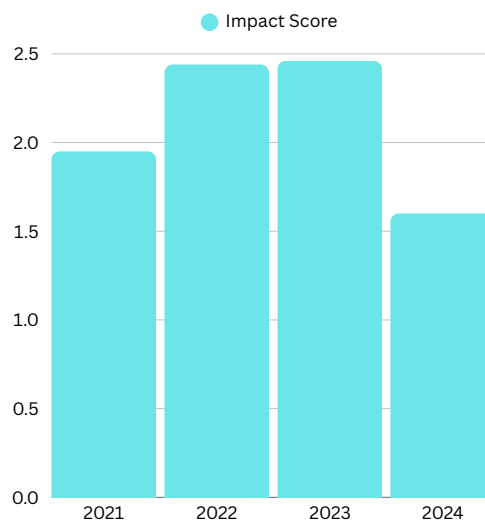
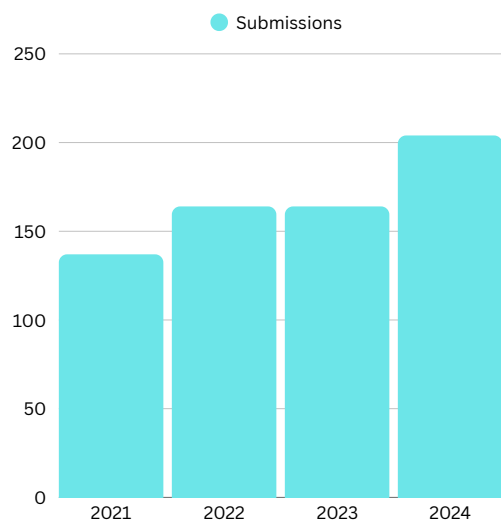
The History Subcommittee completed production of three Heritage Interviews during this council year. [Read more.](#)



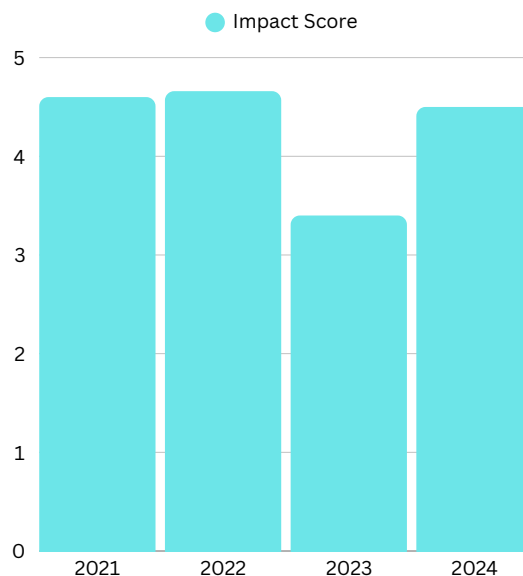
## Survey Practice



## The Journal of Survey Statistics and Methodology



## Public Opinion Quarterly



## HIGHLIGHTS

Read more about [JSSAM](#), [Survey Practice](#), and [POQ](#).

# Looking Towards 2025

## **Bylaw and Code Review**

As part of our regular five-year review, the Standards Committee and our Councilor-at-Large will lead an evaluation of our Bylaws and Code of Professional Ethics and Practices. With new methodologies and technologies like AI emerging, we need to ensure our standards remain strong and relevant.

## **Governance Review**

A decade has passed since our last governance review. It's time to reflect on our structure, ensuring that our operations continue to align with our mission and values.

## **Financial Planning**

Like many organizations, we've relied on past surpluses to weather recent uncertainty. Now, it's time to rebalance and refocus—assessing spending, revenue streams, development strategies, and new opportunities to ensure long-term financial sustainability.

## **Executive Director Search**

With deep gratitude, we say farewell to Tristanne Staudt, whose leadership over the past three and a half years has been instrumental in our transition to self-management. A search committee is already at work, and we're optimistic about identifying our next Executive Director by this fall.





# Committee Members

## **Communications Committee**

Arundati Dandapani  
Adriana Hernandez-Viver  
Eric Stone  
Robert Torongo\*  
Kathleen J. Weldon\*\*

## **Journalist Education Subcommittee**

Martha Stapleton  
Katerina Matsa  
Alexander Montero  
Ashley Thompson

## **Conference Committee**

Rene Bautista  
Douglas B. Curriuan  
Kristin Dwan  
Morgan Earp\*\*  
Dana Garbarski  
Stephanie A. Morales  
Dawn Nelson  
Gina K. Walejko\*  
Darby Steiger

## **Local Events Subcommittee**

Emily Alvarez\*

## **Program Subcommittee**

Deliverance Bougie  
Stephanie Coffey  
Dana Garbarski  
Jeffrey Gottfried  
Chase H. Harrison  
Leah von der Heyde  
Adam M. Kaderabek  
Jenny Marlar  
Quin Monson  
Andrew Stavisky  
Jazmyne Sutton  
Luis E. Tipan

## **Inclusion & Equity Committee**

Sunghee Lee\*  
Alisú Schoua-Glusberg  
Laurie Schwede  
Rodney L. Terry  
Luis E. Tipan\*\*

## **Culture & Communications Subcommittee**

Jeffrey Gottfried  
Sheldonn J. Plummer-Duff\*

## **Metrics & Accountability Subcommittee**

Safaa R. Amer  
Dorene K. Asare-Marfo  
Soubhik Barari  
Kelly Bell  
Jesse Clark  
Akilah T Evans-Pigford  
Veronica Hoyo  
Alian Kasabian  
Jason Kosakow  
Paul J. Lavrakas  
Jacy Li  
Sheldonn J. Plummer-Duff

## **Nominations & Awards Subcommittee**

Randal Ries\*

## **Outreach Subcommittee**

Dana Garbarski\*  
Mayesha Quasem  
Alauna Safarpour  
Mellisha Stokes

## **Affinity Groups Subcommittee**

Fernanda Alvarado-Leiton  
Casey Langer Tesfaye\*



# Committee Members

## **Education Committee**

Florian Keusch\*  
Ashley Koning\*\*

## **History Subcommittee**

Earl Babbie  
Jason Kosakow  
Dakisha N. Locklear\*  
Mandy Sha  
Dina Smeltz  
Tom W. Smith  
Kenneth M. Winneg

## **Online Education Subcommittee**

Eva Aizpurua  
Sixia Chen  
Kai Fuentes  
Mark C. Hines  
Jason Kosakow  
Robyn Rapoport\*  
Dave Roe  
Bella Struminskaya\*  
Tao Sun  
Tuba T. Suzer-Gurtekin  
Chan Zhang

## **Publications Subcommittee**

Eva Aizpurua  
Emily Berg  
Rebecca R. Andridge  
Jennifer Dykema  
Brad Edwards  
Allyson Holbrook  
Phil Jones  
Nancy Mathiowetz  
Kristen Olson\*

## **Short Course Subcommittee**

Alexandra Allman  
Douglas B. Currivan\*  
Jennifer N. Thompson  
Jonathan Katz  
Shawanna Mullenax  
Raphael Nishimura\*\*

## **Finance Committee**

Ricki Jarmon\*  
Tamara Terry\*\*

## **Development Subcommittee**

Trent D. Buskirk  
Jenny Kelly  
Mary Losch  
Martha Stapleton  
Anna F. Wiencrot\*

## **Sponsorship Subcommittee**

Adam M. Kaderabek  
Rachel Grover  
John Huffman  
Ricki L. Jarmon  
Gretchen McHenry\*\*  
Darby M. Steiger\*  
Brady T. West

## **HR Committee**

Sandra L. Bauman\*  
Alisú Schoua-Glusberg  
Lisa Lin-Freeman  
Dawn Nelson  
Mark A. Schulman  
Lisa Wilkins





# Committee Members

## **Membership & Chapter Relations Committee**

Bianca DiJulio\*  
Dakisha N. Locklear\*\*\*

## **Engagement Subcommittee**

Adela Bautista  
Kristin Dwan\*  
Katie Furrow  
Jessica D. Grant  
Dion P. Hoey  
Evgenia Kapousouz  
Ashley Kirzinger  
Samantha Lancaster\*\*  
Ronald E. Langley  
Seon Yup Lee

## **Outreach Subcommittee**

Jennifer J. Agiesta  
Juan Donoso  
Akilah T Evans-Pigford  
Meagan E. Doll  
Greg Holyk  
John Huffman

## **Roper & Student Travel Award Subcommittee**

Jennifer Dineen\*  
Marieke Haan  
Dakisha N. Locklear  
Renee Stepler

## **Survey & Data Analysis Subcommittee**

Ashley Griggs\*\*  
Shaun S. Genter  
Tim Gravelle  
Robin Kaplan\*  
Carlos Macuada  
Rebecca Powell  
Heather K. Smalley  
David Sterrett\*  
Brady T. West

## **Standards Committee**

Ashley Amaya  
Anna Brown  
Trent D. Buskirk  
Melissa Cidade  
Ned English\*  
Michael Jackson  
Jenny Marlar\*\*  
Martha J. McRoy  
Peter V. Miller  
Brenna Muldavin  
Karin Nelsson  
Jon Schreiner

## **Standards Definitions Subcommittee**

Ashley Amaya\*  
Andrew Caporaso  
Douglas Williams  
Karen Stein  
Jenny Marlar

## **Transparency Initiative Coordinating Committee**

John M. Abowd  
Stephen J. Clermont  
John Cluverius  
Leah M. Dean  
Philippe Francois  
Amanda Ganshert  
Ruth Igielnik\*  
Craig Helmstetter  
Lindsey B. Hendren  
Audrey A. Kearney  
Neha Sahgal  
Zachary Seeskin\*  
Rajesh Srinivasan  
Clifford Young



# Committee Members

## **Nominations Committee**

Jennifer Agiesta\*  
Shakari Byerly  
Jennifer Dykema  
Frauke Kreuter\*\*  
Sunghee Lee  
Anna F. Wiencrot  
Douglas Williams

## **Warren J. Mitofsky Innovators Award Committee**

Veronica Hoyo  
Tamara Terry

## **Book Award Committee**

Juan Donoso  
Rico Neumann  
Anna Sandoval  
Tuba T. Suzer-Gurtekin

## **Policy Impact Award Committee**

Karen Bogen  
David Cantor  
Akilah T Evans-Pigford  
Patricia Goerman  
Maria Krysan  
Heather Ridolfo  
Luis E. Tipan

## **Monroe G. Sirken Award Committee**

Safaa R. Amer  
Ipek Bilgen  
Greg Holyk\*

## **WAPOR/AAPOR Janet A. Harkness Student Paper Award Committee**

Evgenia Kapousouz

## **Public Service Award Committee**

Sarah Dipko  
Laura C. Pyott\*

## **Seymour Sudman Paper Award Committee**

Philip Brenner  
Matthew Courser  
Emily M. Geisen  
Patricia Goerman  
Mengyao Hu  
Joshua L. Langeland  
Mariel M. Leonard  
Grace E. Medley  
James Wagner  
Alexander Wenz

## **JSSAM Advisory Committee**

Rebecca R. Andridge\*  
Rene Bautista  
John Czajka  
Joerg Drechsler  
Nancy Mathiowetz\*  
Nora Cate Schaeffer

## **POQ Advisory Committee**

Jennifer Dykema\*  
Dana Garbarski  
Alisú Schoua-Glusberg  
Cindy Kam  
David Wilson

## **Survey Practice Advisory Committee**

Mahmoud Elkasabi  
Dawn Nelson