



2025–2026 ANNUAL REPORT

Table of Contents

Letter from the President.....3

2025–26 Council Members 4

Letter from the Executive Director 5

Governance 6

Standards..... 7

Finance.....8–9

Membership 10–11

Awards..... 12–13

Education.....14–15

Journals.....16

Inclusion & Equity17

Annual Conference18–19

Communications.....20

Committee Members..... 21–23



Our Vision

Valid and transparent data about behaviors, attitudes, and characteristics enables informed societal decision making.



Our Mission

As a diverse community of scholars and practitioners, AAPOR sets and advocates for high standards and best practices in pursuit of our vision. We encourage inclusive, interdisciplinary collaboration to fuel innovation. We champion and clearly articulate the significance of sound work in our field to ensure its value is understood widely.

Letter from the President

As I look back on the past year, what stands out most is not any single accomplishment, but the way this community shows up for one another and for the field.

It was not an easy year. Many of our members navigated real uncertainty, both personally and professionally. The environment for public opinion research continues to shift quickly and unpredictably. Yet through all of it, AAPOR kept moving forward.

That progress is not automatic. It requires members who stay engaged, volunteer their time, and step into leadership roles to ensure the organization's success.

This year, we focused deliberately on AAPOR's fundamentals. We navigated a leadership transition and welcomed Betty Whitaker as Executive Director. We examined our governance—what is working and what must change to better position us for the future. We began stabilizing our financial footing and identifying new ways to sustain the association. Much of this work happens behind the scenes, but it makes everything else possible.

At the same time, AAPOR delivered on its mission. Educational programming, standards development, task forces, conferences, and community spaces all continued, even as conditions shifted around us. That consistency reflects the depth of expertise and commitment across this organization.

It is easy to underestimate the scale of what AAPOR produces through volunteer effort. We should be proud of the number of people who contribute and the care they bring. It is what makes AAPOR the special place it is.

Taken together, these efforts reflect something important: AAPOR is resilient. This community engages with challenges directly, adapts when needed, and remains focused on the work.

It has been a privilege to serve during this time of change and progress.

Thank you for your continued engagement and for the many ways you support this community.



Jordon Peugh, 2025–26 AAPOR President



Our Strategic Plan



2025–26 Council Members



Jordon Peugh
President



Mary Losch
Vice President



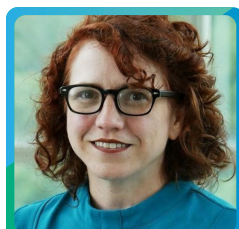
Frauke Kreuter
Past President



Tamara Terry
Secretary-Treasurer



Ting Yan
Assoc. Secretary-
Treasurer



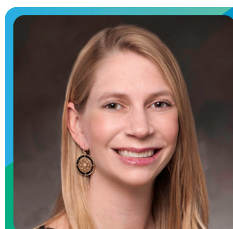
Kathleen Weldon
Communications Chair



Emily Guskin
Assoc.
Communications Chair



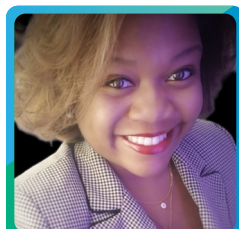
Morgan Earp
Conference Chair



Emily Geisen
Assoc.
Conference Chair



Ashley Koning
Education Chair



Camille Burge
Assoc.
Education Chair



Luis Tipan
Inclusion & Equity
Committee Chair



Lena Centeno
Assoc. Inclusion & Equity
Committee Chair



Dakisha Locklear
Membership & Chapter
Relations Chair



Leah Dean
Assoc. Membership &
Chapter Relations Chair



Jenny Marlar
Standards Chair



Krista Jenkins
Assoc. Standards Chair



René Bautista
Councilor at Large



Stephen Blumberg
Councilor at Large



Dawn Nelson
Councilor at Large

Letter from the Executive Director

When I joined AAPOR, I knew I was joining a respected organization. What I quickly discovered was something even more meaningful—a community of members, volunteers, and staff who are deeply committed to advancing public opinion research and to supporting one another. It has been a privilege to spend my first year getting to know this remarkable organization, and I am grateful for the warm welcome, thoughtful conversations, and partnership so many of you have shared.

AAPOR's volunteers are extraordinary. They generously share their time, expertise, and energy with a level of commitment that speaks volumes about the strength of this community. Their willingness to lead, serve, and share their knowledge is central to AAPOR's success.

Our staff, though small in number, consistently accomplish an extraordinary amount. They bring deep knowledge, professionalism, creativity, and an unwavering commitment to serving our members. Their dedication behind the scenes makes it possible for AAPOR to deliver the programs, services, and experiences our members value. Together, our volunteers and staff are the foundation of an association that has long been respected for its integrity, excellence, and leadership in public opinion research.

This year has been one of collaboration and progress. Together, we have taken meaningful steps to strengthen our operations, enhance transparency, and improve the systems that support our members and volunteers. I have been inspired by the openness with which so many of you have shared your ideas, perspectives, and aspirations for AAPOR. As we continue to refine how we work and grow, our focus remains on serving our members and advancing AAPOR's mission.

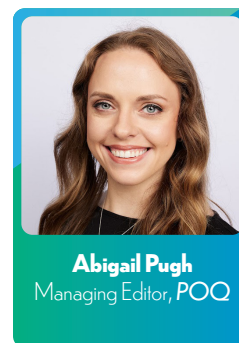
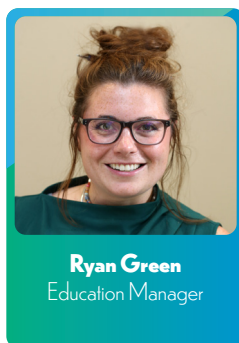
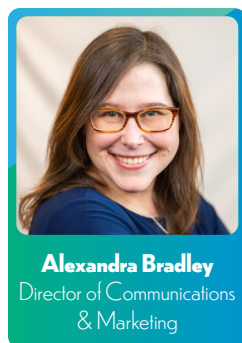
Thank you for the trust you have placed in me and the partnership you have shown throughout my first year. I look forward to continuing this journey together, building on AAPOR's strong foundation, embracing new opportunities, and shaping a future that reflects the very best of our community.



Betty Whitaker, MBA, CAE, CMP, AAPOR Executive Director



AAPOR Staff



Governance

Strong governance provides the foundation for AAPOR's long-term success, ensuring the association remains mission-focused, fiscally responsible, and responsive to the evolving needs of its members and the profession. Through thoughtful leadership, strategic planning, and transparent decision-making, AAPOR's governance structure helps position the association to advance public opinion and survey research for years to come.

Executive Director Search

AAPOR successfully completed a comprehensive national search for its next Executive Director, attracting more than 70 applicants. Following a thorough review and screening process led by a nine-member Search Committee, Betty Whitaker, MBA, CAE, CMP, was appointed Executive Director, bringing more than three decades of association leadership experience to guide AAPOR's continued growth, member engagement, and strategic priorities.

Protecting the Future of Public Opinion Research

In April, AAPOR submitted an *amicus curiae* brief to the U.S. Court of Appeals for the Eighth Circuit in a case with significant implications for the future of survey and public opinion research. The brief argued that public opinion research is protected speech under the First Amendment and that allowing legal liability based on differences between polling results and election outcomes could discourage transparency, innovation, and the publication of independent research. Through this action, AAPOR reaffirmed its commitment to protecting the integrity, independence, and scientific foundation of the profession.



LEARN MORE

Governance Updates

To ensure AAPOR's governance structure continues to support the association's mission and long-term strategic priorities, the Executive Council completed a comprehensive governance review in partnership with an external consultant and a member-led Governance Task Force.

Based on the Task Force's recommendations, the Council approved a phased plan to strengthen leadership development, improve governance processes, enhance organizational continuity, and provide greater flexibility for the association's future growth.



Standards

Maintaining the highest standards of ethics, transparency, and scientific rigor is central to AAPOR's mission and to the credibility of public opinion and survey research. Through its guidance documents and resources, AAPOR equips researchers with the tools and best practices needed to conduct and communicate research responsibly.



Jenny Marlar
Standards Chair



Krista Jenkins
Assoc. Standards Chair

Responsible AI Integration in Survey Research

In May, AAPOR released *Responsible AI Integration in Survey Research*, a landmark report providing practical guidance for the responsible use of artificial intelligence across the survey research lifecycle. Developed by the Task Force on Responsible AI Integration in Survey Research, the report examines opportunities and risks associated with AI, outlines recommendations for transparency and ethical implementation, and offers a framework for evaluating AI-assisted survey research.



**DOWNLOAD AI
REPORT**

AAPOR Code of Professional Ethics & Practices Update

AAPOR completed its five-year review of the Code of Professional Ethics and Practices, ensuring it continues to reflect the evolving needs of the profession while upholding the highest standards of ethical and methodological rigor. Following member feedback and a membership-wide vote, the proposed revisions were approved by an overwhelming 96% of voting members, reaffirming AAPOR's commitment to ethical, transparent, and trustworthy survey research.

Online Response Rate Calculator

932 Online Calculations Completed

AAPOR launched a new Online Response Rate Calculator, providing researchers with an interactive tool for calculating standardized AAPOR response rates. Designed to complement the longstanding Excel-based calculator, the online version guides users through the calculation process, offers best-practice recommendations based on survey design, and makes one of AAPOR's most widely used methodological resources more accessible and user-friendly.



**ACCESS ONLINE
CALCULATOR**

Transparency Initiative

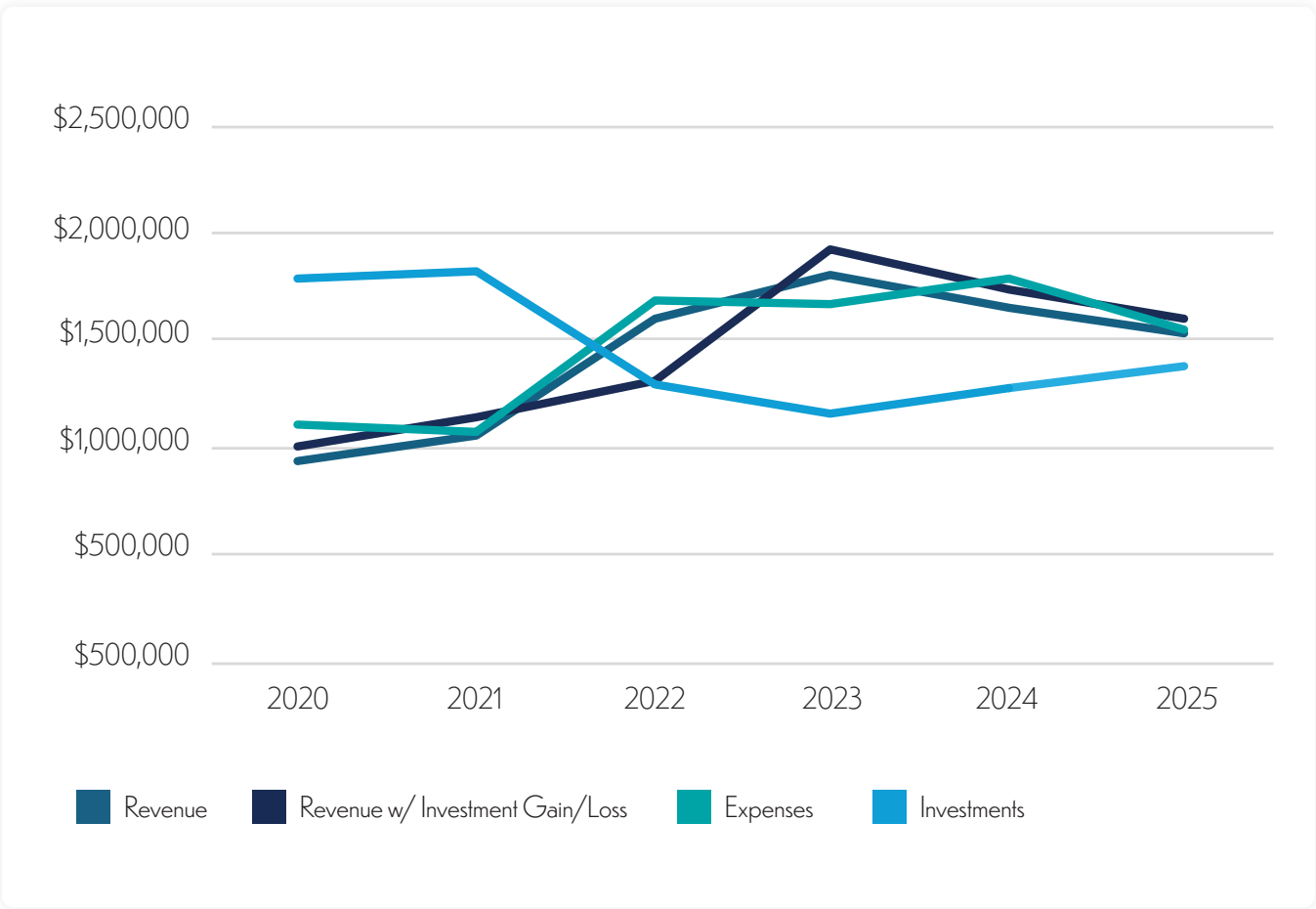
AAPOR's Transparency Initiative (TI) continues to advance openness in survey research by recognizing organizations committed to routinely disclosing the methods behind their publicly released studies. Over the past year, the initiative welcomed four new participating organizations, bringing total membership to 84, and the TI Coordinating Committee completed 37 biennial reviews to help ensure continued adherence to transparency commitments.

2026 Reports & Resources

- ✓ *Ethical Issues in Linking Non-Survey Data to Survey Data: A Practical Guide*
- ✓ *Texting for Research: A Brief Guide to the Regulatory Environment and Operational Considerations*
- ✓ *2024 Pre-Election Polling: An Evaluation of the 2024 General Election Polls*
- ✓ *Standard Definitions for Establishment Surveys*
- ✓ *Understanding the 2024 Updates to Race and Ethnicity Standards: Implications for Members*
- ✓ *Responsible AI Integration in Survey Research*

Finance

Financial stewardship is essential to AAPOR’s ability to fulfill its mission, invest in member programs, and ensure the association’s long-term sustainability. Over the past year, AAPOR strengthened its financial foundation by enhancing financial policies, reviewing investment policies and management strategies, and transitioning its operating funds to interest-bearing accounts to maximize organizational resources.



Finance Town Hall

To promote transparency and member engagement, AAPOR hosted a virtual Finance Town Hall last June to provide an open discussion of the association’s financial position and long-term sustainability. Led by AAPOR’s Secretary-Treasurer and Development Subcommittee Chair, the session shared updates on AAPOR’s finances, fundraising priorities, and resource development efforts while inviting members to provide feedback and help shape the association’s path forward.

Sponsorship Success

AAPOR experienced a record year for sponsorship revenue, generating \$303,375 in revenue against a budgeted goal of \$239,000. This exceptional performance reflects the strong value sponsors place on engaging with AAPOR's community and provides critical support for the association's programs, educational initiatives, and long-term financial sustainability.

Supporting AAPOR's Mission

As a 501(c)(3) nonprofit organization, AAPOR relies on charitable contributions to strengthen its programs, expand educational opportunities, support the next generation of researchers, and advance the profession. Every tax-deductible gift helps ensure the association can continue serving as a trusted resource and champion for high-quality public opinion and survey research.

320

Unique Donors*

\$38,430

in Donations*

Thank you to the following donors for their generous support over the past year*:

Donors | \$1,000+

Curtiss Cobb
Ricki Jarmon
Krista Jenkins
Graham Kalton
Scott Keeter
Mary Losch
Martha Van Hartsma
Gina Walejko
Cliff Zukin

Donors | \$500–\$999

Janice Ballou
Ronald Langley
Paul Lavrakas
Dawn Nelson
Kristen Olson
Emma White

Donors | \$150–\$499

Bianca DiJulio
Brad Edwards
Emily Guskin
Alian Kasabian
Nicole Lordi
Cameron McPhee
Jordon Peugh
Margaret Roller
Sarah Staveteig Ford
Brady West
Betty Whitaker
Diane Willimack
Shapard Wolf

Donors | \$50–\$149

Abigail Arthur-Chillman
Paul Beatty
Stephen Blumberg

Michael Bucuvalas
Camille Burge
David Cantor
Rachel A. Caspar
Scott Clement
Frederick Conrad
Mick P. Couper
J. Michael Dennis
Morgan Earp
Stephanie Eckman
Emily Geisen
Heidi Guyer
Liz Hamel
Brian A. Harris-Kojetin
Josef Hartmann
Stephen Immerwahr
Chris Jackson
Karol Krotki

Dakisha N. Locklear
Valerie Lykes
Elizabeth Mannshardt
Peter V. Miller
Missy Nachbar
Eileen M. OBrien
Kristen Olson
Luis Montenegro
Colm O'Muirheartaigh
Yvonne Peggy Toy
Eric Plutzer
Melissa Reitkopp
Charles D. Shuttles
David T. Takeuchi
Tamara Terry
Kathleen Weldon
Anna F. Wiencrot
Kathleen Yost

* Since June 1, 2025

Membership

AAPOR members are the foundation of the association and the driving force behind our mission. The expertise, engagement, and volunteer leadership of our members sustain the organization's programs, advance the profession, and strengthen the community of public opinion and survey research professionals.



Dakisha Locklear
Membership & Chapter
Relations Chair



Leah Dean
Assoc. Membership &
Chapter Relations Chair

Member Benefits

For many, AAPOR's value is most visible during the Annual Conference. Yet the benefits of membership extend throughout the year, providing ongoing opportunities for professional development, networking, access to leading research and publications, volunteer leadership, and engagement with a vibrant community dedicated to advancing public opinion and survey research.

Webinars & Short Courses

AAPOR members receive complimentary access to all AAPOR webinars throughout the year, as well as access to the past three recordings on demand. Members also receive member-exclusive pricing on our popular short courses.



UPCOMING
WEBINARS

Journal Access

AAPOR produces several leading journals for professionals in public opinion and survey research to sustain and enrich the continuing education in the field. These journals are free to AAPOR members and include: the *Journal of Survey Statistics and Methodology*, *Public Opinion Quarterly*, and *Survey Practice*.

AAPORnet

AAPORnet is a members-only listserv that connects you directly with leading professionals across the field, making it easy to ask questions, share insights, or stay informed through ongoing conversations among your peers.

454

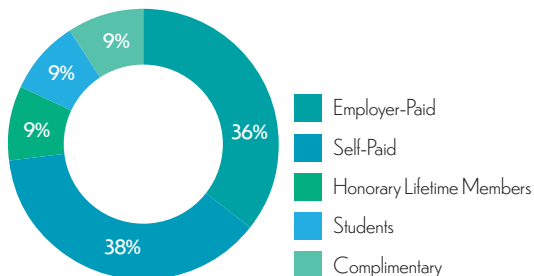
Total # of Topics
on AAPORnet in
Past Year

By The Numbers

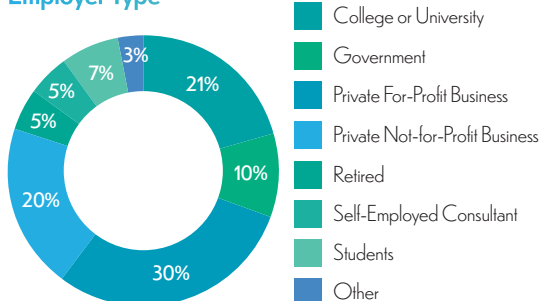
1,985

Total Members

Membership By Category



Employer Type



Committee Activities at a Glance

Awards Subcommittee

- ✓ Reviewed 43 award applications
- ✓ Awarded 15 Bud Roper Fellowships
- ✓ Awarded 13 Student Conference Awards
- ✓ Distributed \$25,400 in financial support

Data & Research Subcommittee

- ✓ Developed, fielded & analyzed 2025 AAPOR Membership Survey
- ✓ Achieved a response rate of 30.82%
- ✓ Produced findings to inform membership strategy & decision-making

Membership Engagement Subcommittee

- ✓ Hosted two conference prep webinars
- ✓ Led conference engagement initiatives, including the Ambassador Program, Ambassador Mixer, and Presentation Prep Idea Group

Outreach Subcommittee

- ✓ Connected with nearly 200 West Coast organizations and universities
- ✓ Developed a non-active member organization outreach list
- ✓ Supported the Market Research Track & Idea Group at Annual Conference

Membership Quick Facts

800+

Companies
Represented

34

Countries
Represented

52

U.S. States &
Territories

237

Committee, Task Force &
Advisory Group Volunteers

Chapters

AAPOR's seven regional chapters extend the association's reach by providing members with opportunities to connect, learn, and engage closer to home. Through local educational programs, networking events, and professional communities, the chapters strengthen connections across the public opinion and survey research profession throughout the year.

DC AAPOR

MAYOR

NE AAPOR

NY AAPOR

PAN AAPOR

PAPOR
Pacific Chapter of American Association
for Public Opinion Research

SAPOR
SOUTHERN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

Awards

Each year, AAPOR honors individuals and organizations whose achievements, leadership, innovation, and service have made lasting contributions to the profession while inspiring the next generation of researchers.



Mollyann Brodie
2026 Award Winner

AAPOR Award for Exceptionally Distinguished Achievement

The AAPOR Award for Exceptionally Distinguished Achievement is the association's lifetime achievement award and is given for an outstanding contribution to the field of public opinion research, including advances in theory, empirical research, and methods; improvements in ethical standards; and promotion of understanding among the public, media, and/or policymakers.

2026 AAPOR Book Award Winner

What Goes Without Saying: Navigating Political Discussion in America

(2022, Cambridge University Press)
by Taylor N. Carlson and Jaime E. Settle

2026 AAPOR Inclusive Voices Award Winner

KFF Surveys of Immigrants Project

Contributors: Shannon Schumacher, Liz Hamel, Samantha Artiga, Drishti Pillai, Ashley Kirzinger, Audrey Kearney, Marley Presiado, Isabelle Valdes, Julian Montalvo III, Mollyann Brodie (KFF), Eran Ben-Porath, Cameron McPhee, Emily Jennings, Payel Sen (SSRS), David Lauter (formerly *LA Times*), Ruth Igielnik, Will Davis (*New York Times*)

2026 AAPOR Policy Impact Award Winner

Annenberg Science and Public Health (ASAPH) Survey

Annenberg Public Policy Center of the University of Pennsylvania (APPC)

Contributors: Kathleen Hall Jamieson, Kenneth Winneg, Patrick Jamieson, Shawn Patterson, Laura A. Gibson, Dan Romer, Michael Rozansky

2026 AAPOR Public Service Award Winner



Diane Willimack

Retired, National Agricultural Statistical Service & Census Bureau

2026 Burns "Bud" Roper Fellow Award Winners

Cecilia Bisogno, Data for Progress

Hayley Boote, SSRS

Robby Born, California State University, Long Beach

Alexandros Christos Gkotlinakos, Aristotle University of Thessaloniki

Mengdi Ji, Survey Research Center, Institute for Social Research, University of Michigan

Christopher Jimenez

Steven Jokinsky, Center for Social and Behavioral Research at the University of Northern Iowa

Lola Laniyi, EVITARUS

Alexander Lloyd, Georgia Alliance for Progress

Muhammad Nouman Nazar, University of Minnesota and National College of Business Administration and Economics, Lahore, Pakistan

Jordan Reuter, SSRS

Raquel Rosenbloom, NORC at the University of Chicago

Joseph Rua, Ocean County College

Yao Sun, Michigan Program in Survey and Data Science, Survey Research Center, Institute for Social Research, University of Michigan

Leah von der Heyde, GESIS Leibniz Institute for the Social Sciences

Student Awards



2026 AAPOR Seymour Sudman Student Paper Competition Award

Ujjayini Das, University of Maryland College Park

"Design-Aware Ordinal Weighted Likelihood Bootstrap (D-OWLB): A Novel Model-Based Inference Method for Ordinal Disparity Measures from Complex Surveys"

Honorable Mention

Muzhi Liu, Columbia University

"When Partisan Anchors Make Parties Legible: Transnational Partisan Generalization After U.S. Political Violence"

2026 AAPOR Student Conference Travel Award Winners

Ahmed Alyousef, Bolu Abant İzzet Baysal University

Ali Amini, American University

Valeria Castaneda Saucedo, University of Michigan

Anna Fuchs, Ludwig-Maximilians-Universität München

Maddie Holtz, Rutgers University

Jaehoon Kim, University of Michigan

Kim Larson, Willamette University

Jerrick Little, Willamette University

Sergio Martinez, University of Michigan

Srijeeta Mitra, University of Maryland

Axel Smart, Willamette University

Donald Snyder, University of Massachusetts, Amherst

2026 AAPOR Student Inclusion Fellowship Winners

Theresa Bartelme, Harvard University

Nashwa Faruk, Rutgers University, New Brunswick

Asia Foland, Harvard University

Brithney Lachira, Rutgers University

Cloud Li, Rutgers University New Brunswick

Nicholas Reign Lugu, University of Maryland, College Park

Stephanie Morales, University of Michigan, Ann Arbor

Emirhan Ozkan, Rutgers University

Michelle Park, Harvard University

Deji Suolang, University of Michigan, Ann Arbor

Juan Wulff, Harvard University

W.E.B. Du Bois Scholars Program

The W.E.B. Du Bois Scholars Program, offered in partnership with the Roper Center for Public Opinion Research, provides graduate students with a paid summer opportunity to develop educational



Nancy Toure
2026 Scholar

resources that advance public opinion research while engaging with leaders in the field. The program supports emerging scholars through hands-on experience, professional mentorship, and a complimentary AAPOR membership.

Education

Education is central to AAPOR's mission of advancing excellence in public opinion and survey research. Through a diverse portfolio of learning opportunities, publications, and resources, AAPOR equips current and aspiring professionals with the knowledge, skills, and best practices needed to navigate an evolving research landscape while fostering collaboration across disciplines and throughout every stage of their careers.



Ashley Koning
Education Chair



Camille Burge
Assoc. Education Chair

Webinars

AAPOR's webinar program provided accessible, expert-led professional development to both members and the broader research community, with complimentary registration for AAPOR members offered as a valuable member benefit.

Most popular webinar: *SurvAI or Survey? Exploring the Potential and Pitfalls of Using Large Language Models for Survey Research* (344 registrants)

11

Webinars Held

182

Avg. Registration

Summer Series

In response to the unprecedented federal workforce changes and budget reductions that prevented many accepted presenters and attendees from participating in the AAPOR 2025 Annual Conference, AAPOR launched a three-part Summer Series. The virtual series featured presentations from accepted authors, including those who were unable to present in person, ensuring valuable research and emerging ideas remained accessible while creating additional opportunities for learning and engagement beyond the conference.

Short Courses

AAPOR offers multiple Short Courses each year. These half-day, in-depth courses—taught by recognized survey research experts—explore key topics relevant to our rapidly evolving industry and provide a unique opportunity to gain valuable insights and practical skills from leading professionals in the field.

Most popular short course: *Harnessing AI for Survey Research: Data, Insights, and Policy Impact* (50 registrants)

8

Short
Courses Held

28

Avg.
Attendance

Survey Costs Workshop

AAPOR launched its inaugural Survey Costs Workshop in February, bringing together survey researchers, statisticians, methodologists, and industry experts to address one of the field's most pressing challenges. The sold-out event explored best practices for measuring and managing survey costs, fostered collaboration around a common framework for discussing cost-quality tradeoffs, and laid the foundation for a white paper to guide future research and practice.

History

Preserving AAPOR's history helps ensure that the profession's achievements, lessons learned, and methodological advancements continue to inform future generations of researchers.

Pioneer Interview Series

In February, AAPOR launched the Pioneers in Survey Research Interview Series, a new initiative that complements the longstanding Heritage Interview Series by highlighting individuals whose groundbreaking contributions have advanced the profession through innovation, inclusion, and leadership.

The series debuted with interviews featuring Dr. Harold "Woody" Neighbors, Dr. Robert Joseph Taylor, and Dr. Wayne McCullough, recognizing the lasting impact of these scholars on survey research.



**WATCH PIONEER
VIDEOS**



Walk of Fame

Inspired by the AAPOR 2026 Annual Conference theme, the "Walk of Fame" celebrated influential figures who have shaped the field of public opinion and survey research.

Conference attendees were invited to scan QR codes on each star to access bios and interviews of each industry legend, creating an interactive experience that connected the profession's rich history with its future.

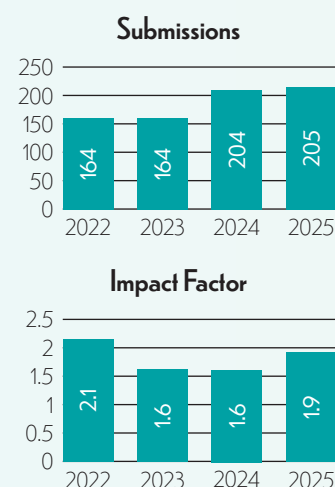
Journals

AAPOR offers access to leading journals that advance the science and practice of public opinion and survey research through original research, methodological innovation, and practical applications. Together, these publications keep the profession informed on the latest developments in the field and serve as an important resource for continuing education and professional growth.

Journal of Survey Statistics and Methodology

Sponsored by AAPOR and the American Statistical Association, the *Journal of Survey Statistics and Methodology* (JSSAM) publishes cutting-edge research on the statistical and methodological foundations of survey research. The journal features both theoretical and applied work addressing topics such as survey design, sampling, questionnaire design, nonresponse, measurement error, data integration, and emerging methods that advance survey research across a wide range of disciplines.

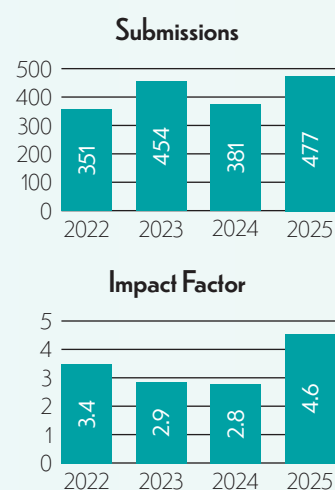
2025 Special Issue: *Survey Research on Asia, Africa, Latin America, The Caribbean, and Oceania*



Public Opinion Quarterly

Since 1937, *Public Opinion Quarterly* (POQ) has been a leading journal in the field, publishing influential research on public opinion, survey methodology, and communication. The journal features theoretical and applied scholarship on opinion research, survey design, sampling, questionnaire development, interviewing, and other methodological advances that shape the practice of public opinion and survey research.

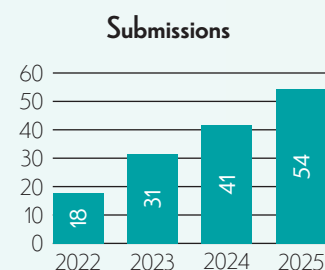
2025 Special Issue: *Qualitative Research: Advancing the Social and Behavioral Sciences*



Survey Practice

Survey Practice is AAPOR's online journal dedicated to practical issues in survey research and public opinion. Designed for practitioners and emerging researchers, it features timely, actionable articles on survey methods, industry trends, and best practices that help improve survey quality and advance the practice of survey research.

2025 Special Issue: *Cross Cultural and Multilingual Research*



Inclusion & Equity

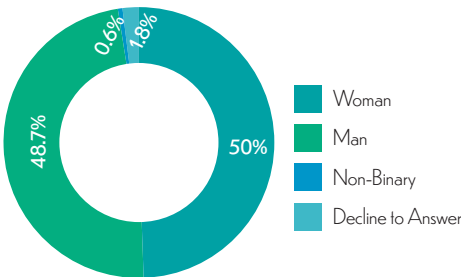
Fostering an inclusive, equitable, and welcoming community is essential to AAPOR's mission and to advancing excellence in public opinion and survey research. This year, the Inclusion & Equity Committee focused on strengthening partnerships and ensuring progress on shared goals.



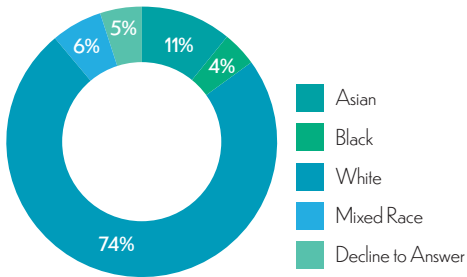
By The Numbers

46
Average Age

Gender



Race



Community Forum

In response to significant changes affecting the survey research profession, AAPOR convened a virtual Community Forum last October that brought together 125 members to discuss the impacts of evolving federal policies and identify ways the association could provide support. Insights from the discussion were compiled into a publicly available report, helping inform AAPOR's ongoing advocacy and member engagement efforts.



READ REPORT

Affinity Groups

Affinity Groups provide members with opportunities to connect through shared professional interests, exchange knowledge, and build meaningful communities within AAPOR. Over the past year, AAPOR expanded those opportunities with the launch of two new Affinity Groups—ConsultPOR and the Global Research Affinity Group—broadening engagement for independent consultants and members interested in international and cross-cultural research.



Annual Conference

The AAPOR 81st Annual Conference (May 13–15, 2026) brought together the public opinion and survey research community for three days of learning, collaboration, and professional connection centered around the theme, *An LA Love Story of Data, Innovation, and the Quest for Truth*. Through thought-provoking keynote discussions, educational sessions, networking opportunities, and the exchange of cutting-edge research, the conference reinforced AAPOR's role as the leading forum for advancing public opinion and survey research.



Morgan Earp
Conference Chair



Emily Geisen
Assoc. Conference Chair

Opening Plenary Session

The conference opened with a powerful plenary exploring AI, trust, representation, and the future of public opinion research. Following a keynote from Past President Frauke Kreuter on the responsibility to develop AI that is culture-, context-, and time-aware, a distinguished panel of leaders from research, academia, policy, and public service examined how the field can remain relevant and trusted in a rapidly changing world.



**WATCH PLENARY
SESSION**

AAPOR Awards Banquet

One of the most memorable evenings of the conference was at the Awards Banquet, where AAPOR came together to recognize outstanding contributions to the profession. The celebration recognized recipients of the AAPOR 2026 Professional and Student Awards, showcasing the breadth of talent and impact across the AAPOR community.



**WATCH AWARDS
CEREMONY**



Home to 45 exhibitors and the AAPOR Membership Booth, the Exhibit Hall also showcased the breadth of organizations supporting the profession. Whether attendees were discovering new tools, exploring emerging solutions, or reconnecting with long-time partners, the Exhibit Hall highlighted the innovation and expertise driving the field forward.

Presidential Address

In her Presidential Address, Jordon Peugh reflected on the challenges facing research, public opinion, and the institutions that produce and protect evidence. Highlighting “This Moment, This Work, This Community, and Our Response,” she emphasized the importance of understanding the public, measuring truth over time, and supporting one another through periods of uncertainty.



WATCH PRESIDENTIAL
ADDRESS

By The Numbers

1,147

Attendees

526

Presenters

257

Conference
Volunteers

51

Sponsors

45

Exhibitors

281

First-Time Attendees

118

Student Attendees

160

Sessions

459

Papers

86

Posters

4

Short Courses

6

Idea Groups

8

Skill-Ups

15

Roper Awardees

15

Student Conference
Travel Awards

11

AAPOR
Community Support
Grants Awarded

12

Student
Inclusion Fellowship
Awardees



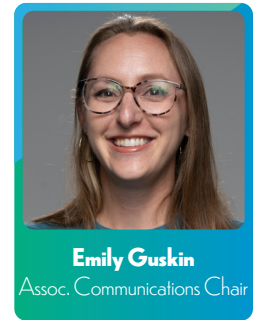
Networking, Celebrations & Connections

While the educational sessions were at the heart of the conference, the social events provided plenty of opportunities to relax, reconnect, and build new relationships. From the Welcome Reception and All-Chapter Party to the Pre-Awards Reception, Closing Reception, and countless informal meetups, the conference offered opportunities to strengthen professional connections and foster the sense of community that makes AAPOR special.



Communications

This year, the Communications Committee concentrated on strengthening internal operations and supporting the effective delivery of AAPOR's communications initiatives.



Continuity in Transition

The Communications Committee played an integral role in ensuring a seamless transition between communications leadership, maintaining continuity across AAPOR's key communications channels between the departure of the previous Communications Director and the onboarding of new Communications Director Alexandra Bradley. Committee members supported the ongoing delivery of member communications, including newsletters, social media content, and website updates, ensuring that important information, resources, and opportunities continued to reach the AAPOR community without interruption.

Public Opinion Podcast

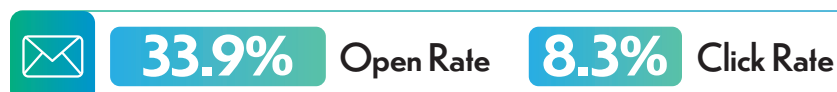
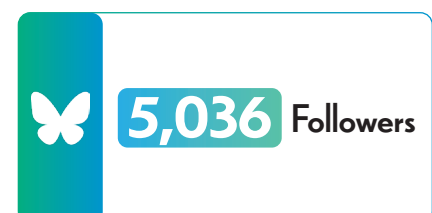
The Communications Committee continued to expand AAPOR's educational content through two new episodes of *POP: The Public Opinion Podcast*, featuring leading experts on timely methodological topics. Episodes explored approaches to addressing selection bias in surveys and best practices for panel management and respondent engagement, providing listeners with practical insights and research-informed perspectives on challenges facing the profession.

Democracy Needs Polls

AAPOR members submitted 70 slogan ideas and cast 228 votes in the 2026 Slogan Contest. Democracy Needs Polls, submitted by Charles DiSogra, emerged as the winning entry and was featured prominently throughout the Annual Conference. Given its enduring relevance to the profession and AAPOR's mission, the slogan will continue to be incorporated into communications and promotional materials in the months ahead.



By The Numbers



Committee Members

Ad Hoc Committee on Bylaws

Rene Bautista
Stephen Blumberg
Aleia Clark Fobia
Greg Holyk
Ashley Kirzinger
Dawn Nelson
Robyn Rapoport
Betty Whitaker
Cliff Zukin

Awards Committees

AAPOR Award for Exceptionally Distinguished Achievement Committee

Kai Fuentes
Joshua Lerner
Peter Miller
Jordon Peugh
Lydia Saad
David Wilson

Book Award Committee

Stephen Blumberg
Juan Donoso
Anna Sandoval
Tuba Suzer-Gurtekin

Burns “Bud” Roper Fellow Award Committee

Leah Dean
Alian Kasabian
Ronald Langley
Dakisha Locklear
Heather Smalley
Mathew Stange
Christine Tadler

Policy Impact Award Committee

Akilah Evans-Pigford
Patricia Goerman
Dawn Nelson
Luis Tipan

Public Service Award Committee

Jonathan Katz
Michael Link
Grace Medley
Jolene Smyth
David Sterrett

Student Conference Award Committee

Jennifer Benz
Rodrego Byerly
Arundati Dandapani
Leah Dean
Alian Kasabian
Dakisha Locklear
Missy Mosher

Communications Committee

Emily Guskin
Kathleen Weldon

Conference Committee

Justine Bulgar-Medina
Shakari Byerly
Morgan Earp
Emily Geisen
Ashley Kirzinger
Leah von der Heyde

Program Subcommittee

Trent Buskirk
Jenny Childs
Stephanie Coffey
Jon Krosnick
Heather Ridolfo
Paul Scanlon
Mandy Sha

Seymour Sudman Student Paper Award Subcommittee

Emily Geisen
Grace Medley
James Wagner

Education Committee

Camille Burges-Hicks
Ashley Koning

History Subcommittee

Earl Babbie
Jason Kosakow
Paul Johnson
Dakisha Locklear
Srijeeta Mitra
Mandy Sha
Tom Smith
Andrew Zukerberg

Online Education Subcommittee

Eva Aizpurua
Kai Fuentes
Mark Hines
Dave Roe
Tao Sun
Bella Struminskaya
Tuba Suzer-Gurtekin
Chan Zhang

Publications Subcommittee

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Emily Berg
Jamie Druckman
Jennifer Dykema
Brad Edwards
Allyson Holbrook
Phil Jones
Peter Miller
Elizabeth Stasny

JSSAM Advisory Committee

Rene Bautista
Joerg Drechsler
Peter Miller
Nora Cate Schaeffer

POQ Advisory Committee

Jennifer Dykema
Christopher Federico
Dana Garbarski
Cindy Kam
David Wilson

Survey Practice Advisory Committee

Mahmoud Elkasabi
Dawn Nelson

Short Course Subcommittee

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Jonathan Katz
Shawna Mullenax
Raphael Nishimura
Paul Lavrakas
Brady West

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Stephen Blumberg
Jenny Childs
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Bianca DiJulio
Liz Hamel
Ricki Jarmon
Courtney Kennedy
Patricia Moy
Bob Torongo
David Wilson

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Ting Yan

Development Committee

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Ricki Jarmon
Jenny Kelly
Mary Losch
Anna Wiencrot
Martha Stapleton

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John Huffman
Adam Kaderabek
Gretchen McHenry
Brady West

HR Committee

Sandra Bauman
Dawn Nelson
Mark Schulman
Lisa Wilkins

Inclusion & Equity Committee

Lena Centeno
Laurie Schwede
Luis Tipan

Affinity Groups

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Casey Langer Teslaye

Culture & Communication Subcommittee

Sheldon Plummer-Duff

Inclusive Voices Award Committee

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Kai Fuentes
Randal Ries
Laurie Schwede
Luis Tipan

Metrics & Accountability Subcommittee

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Kelly Bell
Alec Biehl
Jesse Clark
Akilah Evans-Pigford
Alian Kasabian
Jason Kosakow
Sunghee Lee
Jacy Li

Outreach Subcommittee

Shakari Byerly
Jill DeMatteis
Kai Fuentes
Alauna Safarpour

Student Inclusion Fellowship Committee

Lena Centeno
Kai Fuentes
Randal Ries
Laurie Schwede
Luis Tipan

Membership & Chapter Relations Committee

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Dakisha Locklear

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Katie Furrow
Jessica Grant
Dion Hoey
Ashley Kirzinger
Mandee Lancaster
Ronald Langley
Seon Yup Lee
Leah von der Heyde

Outreach Subcommittee

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Juan Donoso
Akilah Evans-Pigford
Greg Holyk
John Huffman
Frauke Kreuter
Kenneth Winneg

Membership Data & Analysis Subcommittee

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Ashley Griggs
Rebecca Powell
Brady West

Nominations Committee

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Mario Callegaro
Stephanie Eckman
Frauke Kreuter
Jordon Peugh
Luis Tipan
Douglas Williams
Ting Yan

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Melissa Cidade
Michael Jackson
Krista Jenkins
Jenny Marlar
Peter Miller
Brenna Muldavin
Jon Schreiner

AI Task Force

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Soubhik Barari
Trent Buskirk
Curtiss Cobb
Stephanie Eckman
Sunshine Hillygus
Masha Krupenkin
Sunghee Lee
Michael Link
Jenny Marlar
David Rothschild
Darby Steiger
Ramya Vinayak

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Lindsey Hendren
Krista Jenkins
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Zachary Seeskin

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Karen Stein
Douglas Williams

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Safaa Amer
Stephen Clermont
John Cluverius
Amanda Ganshert
Craig Helmstetter
Lindsey Hendren
Ruth Igielnik
Audrey Kearney
Neha Sahgal
Zachary Seeskin
Sarah Spell
Rajesh Srinivasan
Isabelle Valdes

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Mollyann Brodie
Frauke Kreuter
Mark Lopez
Mary Losch
Gretchen McHenry
Patricia Moy
Jordon Peugh
Nora Cate Schaeffer
Paul Schroeder
Robert Santos
Jerry Timbrook
Bob Torongo



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