



**Strengthening Global Research:
WAPOR's Year in Action**

2024 Annual Report to Membership





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President's Report



Robert Chung
President

This is the fourth WAPOR Annual Report ever compiled in the present format since 2021, I am honored to be the person overseeing the last two reports. Since our WAPOR leadership rotates every two years in a stagger system, this report also wraps up my term as the 39th President of WAPOR.

WAPOR was established in 1947, we celebrated our Diamond Jubilee in 2022, then headed towards our 80th Anniversary. Probably sooner than everybody thinks, we will be preparing for our Centenary. It is my privilege to have led WAPOR for two important years between these historical benchmarks.

When I started my presidency, I stressed the importance of preserving our 75 years of history, but we must also break new grounds. I am glad to report here that this is precisely what we have done, and we have made tremendous achievements in 2024 along this line.

Institutional Growth and Membership Expansion

In terms of membership size, after setting the historical record at the end of 2023 with 641 WAPOR members plus 42 chapter-only members, giving a total of 683 members at large, we continued to grow fast and hit a new record of 1,010 by the end of 2024. This comprises 648 WAPOR-only individual members, 178 chapter-only individual members, 99 WAPOR+chapter individual members, 25 organizational members and 60 Friends of WAPOR. However, we should note that Friends of WAPOR are technically not full members of WAPOR, although they may be considered as associate members de facto. Similarly, our chapter-only members can also be considered some kind of special but not full members. All said, there is, however, no doubt that our membership has reached a record high, although there is still ample ground for further membership development in terms of categories and numbers. Aggregated together, they can become an important indicator of the impact of our WAPOR Community.

To support this expansion, we have launched a new membership platform to improve all registration processes and to enhance our membership services. I thank our Secretariat for upgrading our system to facilitate members' interaction with the organization and with each other. I also thank our Membership Committee for its effort in promoting our newly designed Friends of WAPOR.

The 77th WAPOR Annual Conference in Seoul

Another important indicator of WAPOR's impact is attendance and presentations at our conferences, both global and regional. On July 28-31, 2024, we held our WAPOR 77th and WAPOR Asia Pacific 7th Joint Annual Conference in Seoul, and it has been recognized as a historical



success. The conference theme was “The Soul of Public Opinion Research: Liberty, Quality and Humanity”.

The conference was WAPOR’s first joint global-regional event, fully integrating “WAPOR Global” and WAPOR Asia Pacific (WAP) into a unified structure. Unlike previous attempts where global and regional conferences were held separately or back-to-back, the Seoul Conference featured a single registration process, a unified sponsorship model, and a fully merged program.

Thanks to our Conference Committee and all WAP Chapter colleagues who formed the Local Organization Committee, participation in the conference reached a record high, with 394 paper submissions and 358 attendees of whom 292 were presenters. The program featured over 60 panels, poster sessions and training workshops, centered around WAPOR’s core values of Liberty, Quality and Humanity.

New initiatives were introduced to enhance accessibility and engagement. Video contributions on the topic of Humanity in Public Opinion Research were displayed at our Humanity Booth, and an interactive approach was adopted. Three keynote events were organized, matched to our three core values, including Kathy Frankovic’s speech on defending polling and poll freedom, Tom Smith’s speech on data quality, and a roundtable discussion moderated by myself on the role humanity plays in the survey profession.

The conference received positive feedback from participants, with many highlighting the benefits of attending a fully integrated global and regional event, along with discussions on different areas for improvement, like enhancing mentorship opportunities for first-time attendees and knowledge-sharing among all members. I thank all participants for making this conference such a wonderful success.

Regional Conference and Webinars

Other than our Seoul Conference, our Sub-Saharan Africa Regional Chapter (SSA) held its maiden conference in Mombasa on April 15-18, 2024. The conference theme was “Shaping a Sustainable Future: The Lessons and Legacies from Opinion Polling in Africa”. It attracted over 100 participants from more than 20 countries, including academics, government officials, media professionals, and industry experts. The event is an important supplement to WAPOR’s reach to professionals around the world, on top of our regular annual conferences.

Beyond the conference, SSA also organized two webinars to discuss pressing political and economic issues in the region. Likewise, our Latin American Regional Chapter (LATAM) has been very active in this aspect and has organized six webinars in 2024 covering highly relevant issues for their stakeholders. Our newly reconstituted West Asia and North Africa Regional Chapter (WANA), on the other hand, has also organized two webinars in 2024. I thank all regional chapters for working so hard to promote our WAPOR values and practices in their own regions, and I also thank our Education and Liaison Committees for spending so much effort to support our chapters.



Communication, Membership Engagement and Policy Forum

WAPOR Presidents have a tradition of issuing “Letters from the President”. They were issued somewhat bimonthly starting from 2019, then more or less quarterly from 2021. Starting from April 2023, I wrote a Letter every month. In 2024, other than issuing twelve monthly letters, in July 2024, I also started to add one short “Video from the President” to every Letter I wrote, so by the end of 2024, five short videos have been produced. Finally, shortly before I stepped down from my presidency, I wrote a joint letter with our incoming President Christian Haerpfer entitled “Letter from Two WAPOR Presidents (2024/2025)”. It was a practice we started exactly two years ago, with the then outgoing President Timothy Johnson. Together with this last Letter, I also produced the last video of the year, “WAPOR in Succession”, where I invited incoming and outgoing Council colleagues to introduce themselves. I hope our members like these letters and videos, I enjoyed the production of every one of them.

In terms of membership engagement, one major initiative in 2024 was the introduction of the WAPOR Policy Forum, designed to invite open discussions on WAPOR’s future development. The Forum was held on July 2, 2024, replacing one of our regular Council Meetings. It provided a platform for members to share their views on WAPOR’s priorities for the coming years before holding face to face official meetings in Seoul. A total of twenty-one global and regional leaders attended the online Forum, and topics discussed included membership expansion, regional collaboration, and the formation of new partnerships. Some members proposed the creation of a European Chapter, while others suggested establishing more sub-national units within larger countries. There were also suggestions to increase collaboration with universities and journalists around the world, and to explore new annual research publications. These ideas were followed by the Executive Council and then discussed at our annual conference in Seoul.

Thanks to the initiative of our Publications Committee, our Spotlight Interview Series was introduced in 2024. It features the work of emerging researchers, National Representatives and regional leaders, and aims at fostering communication within our WAPOR community by providing visibility to a wide range of contributors in the field of public opinion research. The first interview was published in September, featuring two recipients of our 2024 Janet Harkness Student Paper Award. The second interview was published in November, and the leadership of our SSA Chapter was interviewed. The Publication Committee is planning to expand this interview series in 2025.

Challenges Ahead

In 2024, WAPOR has made unprecedented achievements in areas of membership expansion and engagement, conference organization, institutional reform, regional development and global collaboration. All four regional chapters have launched membership drives in their regions, and most of them are already planning for new conferences in the years ahead, including the LATAM Congress in Florianopolis in April 2025, and the WAP Annual Conference in Tokyo in November 2025. Our effort to empower our chapters by decentralizing our activities has ensured that



WAPOR's presence remains strong in different regions of the world. On top of this, we have worked very hard to expand our international partnerships by co-hosting events, promoting reciprocal registrations and supporting joint research initiatives with various international organizations. Our aim is to strengthen WAPOR's global influence and to create more opportunities for knowledge exchange.

Unfortunately, a few months after our success in Seoul, while we were enjoying our achievements on different fronts and recruiting new talents through our annual election, we suddenly faced an unexpected challenge. Our Vice President and President-Elect (VP/PE) David Jodice resigned in October, right in the middle of our annual election period, and less than two months before he was due to assume presidency. This was unprecedented and our Constitution is not equipped well enough to handle the situation. Many unorthodox measures were suggested, but almost all of them would violate our Constitution. Moreover, if we were to amend our Constitution in time to resolve the problem before the change of leadership, we would only have a few days to prepare for a referendum.

To break the deadlock, riding on the experience gained from organizing our Policy Forum in July, we conducted an open Consultation Meeting on November 30 right after our annual election to discuss the problem. A total of 35 members attended, including 6 Council Members, and a consensus was struck at the meeting that Christian Haerpfer who was freshly elected as VP/PE would be invited to move forward his "scheduled presidency" for two years to begin on January 1, 2025, and he would immediately appoint a VP/PE to fill his VP/PE vacancy according to our Constitution. Within a day after that meeting, all necessary official procedures were completed, and Christian became our new VP/PE on December 1. No referendum was deemed necessary, and membership mandate was by and large preserved. The crisis was resolved through collective wisdom and mutual trust among members and colleagues, but the call for another constitutional review to prevent similar problems from happening has become loud and clear. At our last Council Meeting of the year held on December 17, I was appointed as the Chair of the Task Force to conduct this review within six months. I will do my best to fulfil my duty without compromising institutional transparency, procedural justice, leadership accountability, and most important of all, our commitment to democracy by words and by deeds.

Concluding Remarks

The year 2024 was defined by rapid institutional growth, expanded global collaboration, and increased efforts to engage WAPOR members in decision-making. Following the conversion of all appointed Council positions into elected posts by the end of 2023, plus the introduction of Consultation Meetings and Policy Forums, we are practicing what we preach. Our Seoul Conference, on the other hand, marked a significant shift in how WAPOR integrates global and regional activities within our new institutional framework. The unexpected challenge of leadership succession which occurred near the end of 2024 has indeed put our new philosophy and governance structure to a vital test. Luckily, we survived, as we navigated through different



challenges with collective wisdom within our constitutional framework. Throughout my two years of presidency, I have constantly stressed the importance of asking ourselves why we are doing what we are doing. I myself have kept doing so during the time of big achievements, as well as during my, and our, most difficult moments. I have concluded that on our professional level, we must adhere to the core values of liberty and quality, while on our organizational level, we must not compromise transparency and accountability. Obviously, on our individual level, integrity is not negotiable. All in all, however, it is humanity which unites us all, and I feel so blessed to have become the head of this big WAPOR family for the past two years, working with all of you together for the betterment of humanity. Thank you for giving me this once-in-a-lifetime experience, which I will never forget!

Vice President and President-Elect Report



David Jodice
Vice President &
President-Elect
Jan-Oct 2024



Christian Haerpfer
Vice President &
President-Elect
Dec 2024

The Vice President acts as the President's deputy according to WAPOR's Constitution, thereby providing whatever support the President considers appropriate in fulfilling their duties. Throughout his tenure as WAPOR Vice President, David Jodice continued to serve as the President's deputy, supporting the organization's leadership and contributing to strategic initiatives. In 2024, the activities of the Vice President included attendance at bi-monthly Executive Council (ExCo) Meetings and alternating full Council Meetings. The Vice President was actively involved in overseeing

membership and professional standards efforts and played a role in maintaining WAPOR's relationships with external partners.

A key focus of the Vice President's work involved the coordination of National Representatives (NRs). Leadership efforts in this area included chairing the Annual Meeting of National Representatives at the WAPOR Conference in Seoul, where discussions centred on strengthening the NR system to improve global representation and knowledge-sharing. Work continued on the first annual report on "Global Status of Public Opinion Research" on assessing the state of polling across different regions. In collaboration with the Professional Standards Chair, contributions were made to refining the survey instrument for this initiative.

Strengthening WAPOR's financial sustainability was also a priority. Building on discussions from previous years, the Vice President was engaged in exploring external fundraising opportunities, particularly through outreach to foundations with a history of supporting public opinion research. The approach remained consistent with WAPOR's principles, ensuring that financial independence can be achieved with any government funding.

Involvement in the Finance and Membership Committees included participation in discussions on WAPOR's financial sustainability and strategies for membership growth. Deliberations were made on how to expand WAPOR's outreach and to ensure continued engagement with new and existing members.

Due to personal reasons, in October 2024, David Jodice resigned from the position of Vice President and triggered a leadership transition process within WAPOR. The President consulted the Executive Council, the Electoral Committee, the full Council, and also the general membership to determine the most appropriate course of action and finally decided to fill the post in December.



Following a Council resolution, Christian Haerpfer, who had won the Vice President and President-Elect election in November, was appointed Vice President starting from December 2024. Given the timing of his appointment, activities focused primarily on transition planning and preparation for his upcoming term as President for 2025–2026.

As Vice President, Christian Haerpfer participated in the final WAPOR Executive Council Meeting of the year, where key reports and strategic priorities for 2025 were reviewed. Engagement with WAPOR's leadership and committees was initiated to assess ongoing projects and to determine priority areas where he would contribute immediately. These included preparing for the 2025 WAPOR Conference in St. Louis, ensuring continuity in strategic initiatives, and preparing for his presidency.

Past President's Report



Timothy Johnson
Past President

In addition to participating in Council and Executive Committee meetings as a senior advisor, the Past President has several Constitutional duties. These include chairing the Electoral Committee, which oversees WAPOR's annual election of new officers, and coordination of the process for identifying annual recipients of WAPOR's various awards.

WAPOR Elections

Four positions on the WAPOR Council for 2025-26 were included in the 2024 election ballot. Two of these, the Conference Committee Chair and Education Committee Chair, were previously appointed positions. A call for nominations (including self-nominations) was announced on September 15. The period of nominations was closed on October 15, with the election taking place November 1-28. Ballots were distributed to 736 eligible WAPOR members and five reminder messages were sent. A total of 242 eligible members voted, representing 32.9% of the electorate. On December 1, the results of the election were announced.

Christian Haerpfer (Austria) was elected Vice-President and President Elect, Wolfgang Aschauer (Austria) was elected as the Chair of the Conference Committee, Alice Siu (USA) was elected as the Chair of the Education Committee, and Sunghee Lee (USA) was elected as the Chair of the Professional Standards Committee. We congratulate these colleagues and look forward to their participation in the Council beginning January 1, 2025. A sincere thank-you is also extended to all colleagues who expressed a willingness to serve WAPOR by being considered as a candidate for a Council position.

WAPOR also extends its thanks to those colleagues who will be completing terms of service on the Council at the end of 2024. These include Education Chair Chase Harrison (USA), Professional Standards Chair Ignacio Zuasnabar (Uruguay), and Past President Timothy Johnson (USA). Thank you also to members of this year's Electoral Committee, including Claire Durand (Canada), Timothy Johnson (USA), Tadahiko Maeda (Japan), Alejandro Moreno (Mexico), Márcia Cavallari Nunes (Brazil), and Thomas Roessing (Germany).

WAPOR Awards

The Past President also coordinates the work of WAPOR committees charged with making decisions regarding WAPOR's annual awards. During WAPOR's Awards Banquet in Seoul, the winners of Seven awards were announced.

The Helen H. Dinerman Award for career contributions to innovative research and methodology was awarded this year to Ineke Stoop (Netherlands) for her lifetime contributions to the furtherance of survey and public opinion research. A renowned survey statistician, Stoop has



significantly advanced the understanding of non-response in surveys and has been instrumental in developing and consolidating survey research infrastructures. We thank those who served as members of the 2024 Dinerman Award Committee, including Edith de Leeuw (Netherlands), Christian Haerpfer (Austria), Timothy Johnson (USA), Patricia Moy (USA), and Michael Traugott (USA).

The Alexis de Tocqueville Award for best conference paper concerned with democracy and public opinion, whether in a consolidated or in an emerging democracy, was awarded to Alexis Patacsil (Philippines) and Reginald Ugaddan (Philippines) for their paper “Power in Numbers: Defining Democracy in the Philippines through Social Capital, Citizen Empowerment and Political Support, and Trust in Political Institutions.” Their paper merited recognition for its insightful analysis of the interplay between social capital and democratic perceptions in the Philippines during the Duterte administration, as well as its rigorous methodology, theoretical innovation, and significant contributions to understanding democracy in Southeast Asia’s unique sociopolitical landscape. Thanks to the de Tocqueville Awards Committee, which included Marita Carballo (Argentina), Robert Chung (Hong Kong), Claire Durand (Canada), Kathy Frankovic (USA), David Jodice (USA), Timothy Johnson (USA), and Alejandro Moreno (Mexico).

The Janet A. Harkness Award is given to current students or recent graduates for best paper related to the study of the theories and methods of multi-national/multi-regional/multi-cultural (3M) survey research. The 2024 recipients were Mao Li, Stephanie Morales and Kaidar Nurumov (all at the University of Michigan) for their paper “Probing on Self-Rated Health and Autocoding Its Responses through Large Language Models (LLM): Strengths and Weaknesses under Multilingual Survey Contexts.” This paper evaluated the innovative use of Large Language Models (LLMs) to automate the coding of open-ended survey responses, finding that LLMs outperformed traditional machine learning algorithms. It underscored the potential of LLMs to streamline survey research and the importance of further exploration across diverse linguistic contexts. Thanks to the Harkness Award Committee members, including Chan-Hoong Leong (Malaysia), Angela Ambitho (Kenya), Evgenia Kapousouz (Greece), Sunghee Lee (USA), Heather Smalley (USA), and Mariano Torcal (Spain).

The Elizabeth H. Nelson Prize for best conference paper from a society in transition was not awarded in 2024. We nonetheless recognize and appreciate the time and effort invested by members of the Nelson Prize Committee, which includes Constanza Cilley (Argentina), Eva Aizpurua (United Kingdom), Saidul Haq (Bangladesh), Rico Neumann (Germany), and Michael Nitsche (Austria).

The Naomi C. Turner Prize for best student paper presented at the annual conference was awarded to Yin Wu (University of Wisconsin-Madison) for the paper “The Words We Choose to Believe: Comparing the Influence of Press, Valence, Nationalism, and Emotion on Trust in Foreign Media Coverage of the U.S. on Facebook.” The Turner Prize Committee commended the paper for the breadth of its conceptual framework and focused on an important topic. Members of that



Committee included Christopher Adams (Canada), Mark Gill (United Kingdom), Matthew Barnidge (USA), Cornelia Mothes (Germany), and Thomas Roessing (Germany).

The Robert M. Worcester Prize, awarded to an outstanding paper published in the *International Journal of Public Opinion Research*, was given this year to Seungsu Lee (USA) and Jaeho Cho (USA) for their paper “Communication Mediation in an Era of Partisan Selectivity: Modelling Effects of Information and Discussion on Participation.” This paper reported on the use of the communication mediation model (CMM) to examine patterns of partisan communication in contemporary polarized politics and fragmented partisan media environments. It was selected from among all papers published in Volume 35 of *IJPOR* to receive this award. Worcester Prize Committee members included Anna Andreenkova (Russia), Marita Carballo (Argentina), Jibum Kim (South Korea), Tom W. Smith (USA), and Paulina Tabery (Czech Republic).

The Best Conference Poster Award, first awarded in 2024, was given to Yul Min Park (University of Pittsburgh) for the poster “Issue Ownership, Electoral Accountability, and Politicians’ Social Media Posts: Evidence from the George Floyd Protests in the United States.” This poster featured an insightful exploration of the interplay between technology and political communication, revealing critical drivers behind politicians’ social media behavior. Committee members for Best Poster Award at the annual conference included Wolfgang Aschauer (Austria), Timothy Johnson (USA), Chase Harrison (USA) and Olga Kamenchuk (USA).

Final Word

December 31, 2024, marks the end of my official service on the WAPOR Council. Thank you for the opportunity to participate in the leadership of this most essential organization and wishing WAPOR continued growth, and all members continued success far into the future.

Secretary-Treasurer's Report



Yulia Baskakova
Secretary-Treasurer

The Finance Committee closely monitored WAPOR's financial health throughout 2024, ensuring fiscal responsibility, investment stability, and sustainable budget planning. The committee convened multiple times during the year, to assess financial performance, investment strategies, and operational expenses.

As of December 31, 2024, WAPOR had \$206,005.17 in current accounts, distributed across operational account, the Global Development Fund (donations account), and regional chapter funds. Total incoming payments for 2024 amounted to \$337,402.05, while total outgoing payments stood at \$246,856.43. Positive balance was reached due to greater amount of membership dues received, including the new category of organizational membership, donations from members, income from the conference, and switch to a more cost-efficient membership and conference system. Per WAPOR's financial policy, half of this surplus will be transferred to WAPOR's investment account, while some funds will be allocated to the 2025 budget.

The main source of WAPOR income is membership dues that amounted to \$70,058 in 2024. The newly introduced organisational membership yielded \$7,299 in revenue. The second revenue source - profit share from IJPOR - added to our balance \$68,785. The third source of WAPOR income is the Conference. In 2024 the Finance Committee revised its guidelines for conference budgeting with the goal to ensure that the conference contributes to the WAPOR operational fund, rather than becoming a source of expense. As a rule, all conference expenses must be covered from a conference-generated income and the conference budget requires the Finance Committee approval. The 77th WAPOR Annual Conference in Seoul generated \$128,308 in income from registrations, sponsorships, and daily passes, while total expenses amounted to \$110,070. The surplus of \$18,123 exceeded the target of \$10,000.

In addition to operational funds, WAPOR holds an investment account with endowments and donations accumulated over the years. Until 2024 these funds were not actively managed. In 2024 Finance Committee developed an Investment Policy that identified an investment goal – to make our funds a sustainable source of revenue, that could cover a part of WAPOR operational expenses. In accordance with the policy, in June 2024 WAPOR hired a professional asset management company - Atlas Investment Management. The current investment growth strategy includes the possibility of a five percent annual drawdown from investments to support WAPOR awards and operational costs. As of December 31, 2024, the total value of WAPOR's financial assets stood at \$491,523.86, reflecting a 2.50% annual return on investments.



The WAPOR Finance Committee introduced several policies in 2024 to strengthen financial transparency and governance. One of the most significant developments was the introduction of the WAPOR Awards Policy, which established a structured funding mechanism for the organization's four Legacy Awards. These awards are supported by the WAPOR Award Fund, with allocations reviewed periodically by the Council to ensure financial sustainability. The policy ensures that the awards remain financially viable and aligned with WAPOR's long-term budgetary goals.

The Council also adopted the Conflict-of-Interest Policy on April 11, 2024, to prevent financial and professional conflicts of interest among Council members, Officers, Committee Chairs, and staff. The policy requires an annual disclosure of any potential conflicts, ensuring that all financial decisions are made transparently and in the best interest of the organization.

The Finance Committee also focused on fundraising and donations. The WAPOR membership and conference platform was updated to allow direct donations to various awards and funds.

Conference Committee Report



Wolfgang Aschauer
Chair of Conference
Committee

WAPOR 77th annual conference took place on July 28-31, 2024, in Seoul, Republic of Korea. This year's WAPOR annual meeting was hosted by the Survey Research Centre of Sungkyunkwan University. A total of 408 participants from 51 countries attended the event in Seoul. The conference was co-organized by the National Research Council for Economics, Humanities, and Social Sciences, the Korean Sociological Association, the Korean Association of Party Studies, the Korean Association for Survey Research, KOSSDA-Korea Social Science Data Archive, the Institute of Social Development and Policy Research at Seoul National University, and PMI.

The conference program included 60 sessions where 272 papers and 21 posters were presented. Highlights included eight training workshops by renowned international public opinion experts, fifteen featured panels, and an awards banquet at the Floating Island Convention Center at Seoul's Han River.

The conference theme "*The Soul of Public Opinion Research: Liberty, Quality, and Humanity*" set the stage for three impressive keynote events. The opening keynote – on liberty – was given by Kathleen Frankovic (Independent Consultant, USA) who addressed the importance of polling and ways to protect the freedom to poll. The second keynote addressed the aspect of quality in survey research: Tom W. Smith (NORC at the University of Chicago, USA) spoke about the need to maintain data quality amid measurement disruptions. The closing keynote was an engaging roundtable discussion on the role humanity plays in the survey profession, moderated by WAPOR President (2023-24) Robert Chung (Hong Kong Public Opinion Research Institute, Hong Kong). Speakers included Eun-Ju Lee (Seoul National University, Republic of Korea), Colin Irwin (University of Liverpool, UK), Christof Wolf (GESIS-Leibniz Institute of Social Sciences, Germany), and Lai Sim Fong Zoe (OnandOn Theater Workshop, Hong Kong, presenting for Daniel Wetzel, Rimini Protokoll, Germany), thus bringing academic, practitioner and artistic perspectives together. All three keynote events nicely aligned with the conference theme: If liberty reminds us of all people's right to be heard, and quality urges all of us to adopt the highest standards when serving the people, then humanity must provide us with the ultimate purpose for upholding liberty and quality.

The workshops at the 77th WAPOR Annual Conference in Seoul explored topics such as Cross-Cultural Surveys, Multilevel Regression and Poststratification; Respondent Driven Sampling: Overview and Practical View; Augmenting Surveys with Data from Smartphone Sensors and Apps; Communicating Opinion Polls to Journalists; Web and Multimode Surveys Using Free (Open



Source) Tools; Questionnaire Design for Cross-Cultural Surveys; and Applied Introduction to the Collection of Paradata and Sensor Data.

WAPOR extends its heartfelt gratitude to our sponsors for their exceptional support, which helped to make the conference such a memorable experience. Special appreciation goes to the Seoul Metropolitan Government, the Ministry of Unification, the Centre for Social Value Enhancement Studies, D3 Design Data Decisions, Gallup Korea, Hankook Research, K-stat, Jason TG, Langer Research Associates, the Survey Research Centre at the University of Michigan, Gallup International, NORC at the University of Chicago, Research and Research, Survey Research Lanka, Westat, KODAQS, and the Roper Centre.

The Soul of Public Opinion Research: Liberty, Quality and Humanity
WAPOR and WAPOR Asia Pacific Joint Conference: 28-31 July 2024, Seoul, South Korea

HOST AND CO-ORGANIZERS



SPONSORS AND EXHIBITORS



Education Committee Report



Chase Harrison
Chair of Education
Committee

The Education Committee played a key role in 2024 by expanding WAPOR's educational offerings, organizing webinars, supporting training workshops at the annual conference, and improving accessibility to public opinion research resources. The committee met in April, July and August, with plans for an early 2025 meeting to set the agenda for the upcoming year.

A total of eleven WAPOR webinars were successfully organized in 2024, covering a diverse range of topics. The series featured sessions on public opinion research in Iraq and Syria, elections and surveys in Argentina and Chile, comparative cross-national surveys in Afrobarometer, water insecurity measurement, CATI and SMS surveys in Sub-Saharan Africa, and climate change perceptions and communication. Some webinars were co-hosted with regional chapters, while those organized solely by the chapters are not listed here.

- [December 12, 2024](#) – “Understanding the 2024 Asian Elections and What They Mean for the Future of Democracy”, with 25 attendees.
- [November 28, 2024](#) – “Who Will Win Ghana's 2024 Presidential Election?”, with 66 attendees.
- [November 16, 2024](#) – “Writing a Successful Abstract for the 2025 WAPOR Conference: Practical Guidance”, with 26 attendees.
- [October 30, 2024](#) – “Generalizable Nonresponse Prediction and Machine Learning-based Adaptive Designs”, with 97 attendees.
- [October 24, 2024](#) – “Public Opinion on the Gaza War: A Cross-National Perspective”, with 135 attendees.
- [June 27, 2024](#) – “CATI and SMS Surveys in Sub-Saharan Africa”, with 154 attendees.
- [June 5, 2024](#) – “Perceptions and Communication on Climate Change”.
- [April 18, 2024](#) – “Public Opinion Research in Iraq and Syria”, with 68 attendees.
- [March 19, 2024](#) – “Elections and Surveys in Argentina and Chile”, 91 attendees.
- [February 29, 2024](#) – “Comparative Cross-National Surveys in Afrobarometer”, with 107 attendees.
- [January 19, 2024](#) – “A new way to think about and measure water insecurity: The Water Insecurity Experiences Scales” with 64 attendees.



The Education Committee worked closely with the Conference Committee to organize training workshops for the 77th WAPOR Annual Conference in Seoul. Workshop topics included cross-cultural questionnaire design, research with wearables, and communication of opinion polls to journalists. Additionally, the committee explored the possibility of recording and archiving workshop sessions for future use, ensuring long-term accessibility to training materials.

A significant initiative involved the development of an [index of past WAPOR webinars](#), aimed at making these materials more accessible to members. The committee planned to repurpose existing webinar content into structured learning modules, creating a type of “polling university” without the need for entirely new curricula.

Efforts to enhance webinar accessibility included the installation of a translated captions feature on WAPOR’s Zoom platform, allowing attendees to view presentations in their preferred language. This tool was used for the first time in the June 2024 webinar, marking a step forward in making WAPOR’s educational content more inclusive.

The committee’s work in 2024 strengthened WAPOR’s position as a hub for professional training and knowledge exchange in public opinion research. With an expanded webinar program, improved accessibility, and increased collaboration on training initiatives, the committee remains committed to broadening educational opportunities for WAPOR members worldwide.

Liaison Committee Report



Rosario Aguilar
Chair of Liaison
Committee

The Liaison Committee (LC) played a key role in expanding WAPOR's external relationships, strengthening regional chapters, and increasing the organization's visibility. Throughout 2024, the LC focused on establishing official connections with regional barometers and reaching out to journalistic associations. The Committee is putting a list of major journalist organizations across the world with the support of the National Representatives.

Collaboration with AAPOR remained an important focus, with discussions initiated to identify new areas of cooperation. Given the high number of elections taking place in 2024, the committee sought to align WAPOR's activities such as webinars with key electoral events worldwide. Future engagement strategies were also developed, including plans to organize WAPOR-sponsored panels at major international conferences.

Supporting WAPOR's regional chapters was a priority, as the LC worked closely with chapter leadership to address challenges and expand their reach. The LC participated in meetings to discuss WAPOR's administrative issues such as membership fee management, legal registration, and secretariat structures. The LC collaborated with the Sub-Saharan Africa (SSA) Chapter to prepare and discuss the feasibility of its leadership first elections. After consulting its members, the Chapter amended its Constitution, and the first leadership election will take place in 2025.

Efforts to enhance WAPOR's external communications strategy were also a key part of the Committee's work. The LC proposed a structured communication plan with members responsible to keep academic and professional organizations informed of WAPOR's activities. The LC recommended regular communication with relevant associations and networks to advertise our events (i.e., with a frequency of seven to eight times per year.) This outreach would cover key announcements such as conference registrations, calls for papers, publication of reports, and webinars.

One of the significant initiatives of the LC in 2024-2025 is WAPOR's application for consultative status with the United Nations Economic and Social Council (ECOSOC). This status would grant WAPOR increased global recognition and provide opportunities for greater engagement with UN initiatives related to public opinion research. The Committee determined that WAPOR meets all eligibility criteria, and it will work on the application to submit it by the deadline on June 1, 2025.



The LC also worked on expanding collaborations with the European Survey Research Association (ESRA) in two fronts: a joint ESRA-WAPOR Student Support Award and a joint ESRA-WAPOR conference in 2027. The purpose of the Award is to support students from both organizations to attend each other's conferences. The award covers conference fees, a one-year student membership, and access to specialized training workshops. The awards' criteria are based on academic quality, while taking into account the country's income-level where the applicant is studying.

To increase WAPOR's presence at international conferences, the Committee explored ways to engage with other organizations. This included submitting WAPOR-affiliated panels at major political science and social research conferences, securing booths for promotional purposes, and tracking WAPOR members' participation in external events to enhance networking opportunities.

Through these activities, the Liaison Committee made significant strides in expanding WAPOR's influence, strengthening regional chapters, and increasing international collaboration, ensuring that WAPOR remains a key player in the global public opinion research community.

Membership Committee Report



Hayk Gyuzalyan
Chair of Membership
Committee

In 2024, the Membership Committee focused on strengthening engagement, retention, and recruitment strategies, ensuring that WAPOR continues to grow as a leading international association for public opinion research. Membership saw a steady increase compared to 2023, with targeted efforts to expand outreach to students, early-career professionals, and underrepresented regions.

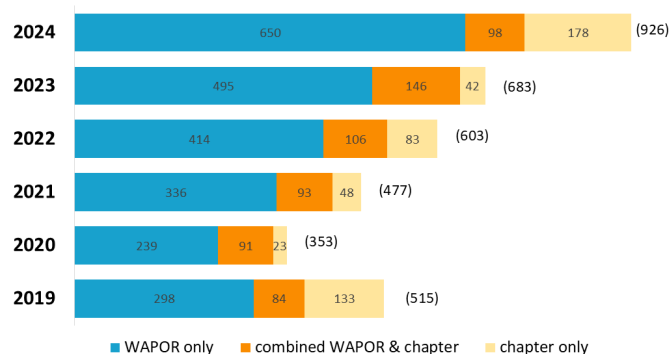
By the end of 2024, WAPOR's membership stood at 971 members across 112 countries, reflecting a significant global presence. Additionally, WAPOR had 25 organizational members. The Friends of WAPOR program, introduced to engage early-career professionals and students, saw an increase to 50 members, marking a positive trajectory in participation. Regional distribution of membership showed that the United States remained the largest contributor, followed by South Korea, Germany, the United Kingdom, and Austria. Other countries with strong engagement included the Philippines, Spain, and Chile. Regional chapters also played a critical role in expanding membership.

The 2024 Membership Survey, conducted in November-December, included responses from members from 75 countries. The survey findings suggest that satisfaction with WAPOR membership improved significantly in 2024, rising from 62% to 78%, reflecting greater engagement and responsiveness to member needs. Survey feedback emphasized that

members value professional networking at annual conferences, the quality of research presented, and the association's international diversity. The President's Letter remained the most-read communication channel followed by WAPOR's newsletters and WAPORnet.

Retention efforts were a major focus of the committee, 82% of respondents indicated they had renewed or planned to renew their membership, while those who chose not to renew cited retirement, financial constraints, and excessive email communication as primary reasons. In response, the Membership Committee explored ways to enhance engagement, including

Composition of WAPOR and Chapter Membership (2019-2024)



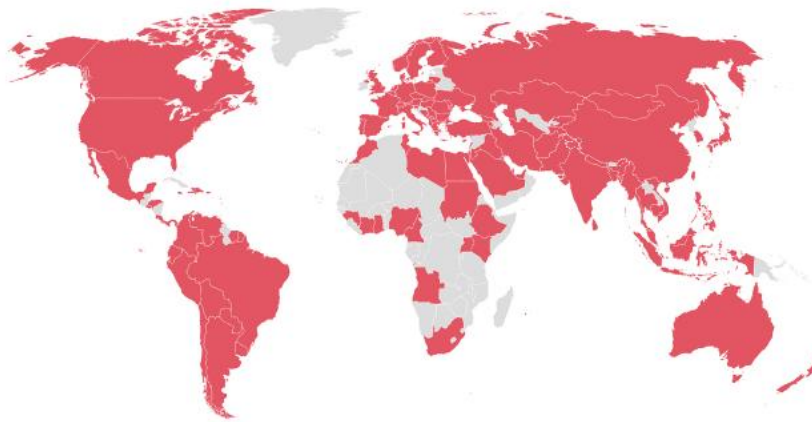
* Organizational members and friends not included



expanding the Friends of WAPOR tier, strengthening communication efforts, and refining membership benefits to better address professional and academic needs.

Supporting National Representatives was another priority, ensuring their active engagement and compliance with WAPOR's membership policies. A proposed amendment required that National Representatives hold active WAPOR membership prior to nomination and maintain a two-year membership term. Those failing to respond to renewal invitations within 60 days would have their title withdrawn to ensure active participation.

WAPOR members come from 112 world countries



The committee worked closely with the Liaison Committee to enhance WAPOR's external communications and cross-post membership opportunities with other professional organizations. A structured communication plan was introduced, ensuring that WAPOR's membership opportunities, conferences, webinars, and publications were promoted more effectively.

The two-to-three-year membership renewal option, which had been discontinued in previous years, was reconsidered as a potential strategy to reduce membership churn and simplify the renewal process. The proposal was under discussion with the Finance Committee for implementation in the following membership cycle.

To expand global outreach, WAPOR issued a call for new National Representatives in underrepresented regions, targeting over 50 countries. Recruitment efforts were expected to continue into 2025 to further strengthen WAPOR's international presence.

Overall, the Membership Committee's work in 2024 focused on expanding and diversifying WAPOR's community, increasing retention, and refining the membership experience to better serve the needs of researchers and professionals across the world.

Professional Standards Committee Report



Ignacio Zuasnabar
Chair of Professional
Standards Committee

The Professional Standards Committee focused on several key activities in 2024. The committee continued its annual reporting of WAPOR National Representatives, a project that began in 2023, with the aim of producing annual reports on “Global Status of Public Opinion Research”. The data collection phase for the 2024 report began on November 1, 2023, and was extended until January 31, 2024. By February, 100 National Representatives had submitted their reports, out of a total of 117. This data was analysed and presented at the 77th WAPOR Annual Conference in Seoul. The findings provided insights into the state of public opinion research worldwide, measuring factors such as perceived data quality, freedom to conduct and publish polls, costs of data collection, interviewer safety, and competitiveness in polling markets. The goal was to establish this as an annual data collection process, generating a global overview of professional standards in public opinion research.

Key findings suggest that the quality of public opinion research remains strong, with 71% of WAPOR’s National Representatives (NRs) rating it positively, though regional disparities persist. Satisfaction with opinion polls is slightly lower at 64%, with Europe, North America, and the Caribbean showing the highest confidence, while Latin America lags behind. Freedom to conduct and publish polls remains robust globally, with 74% and 71% of NRs, respectively, affirming these freedoms, though Latin America shows a notable gap and WANA reports some areas with no freedom. Methodological and market challenges persist, with 72% of respondents citing high costs for face-to-face surveys and significant refusal rates in both F2F and CATI methods, particularly in Latin America. The market is generally competitive, with Europe and North America leading. While 73% of NRs find surveys effective in studying opinions and attitudes, confidence drops to 53% for election predictions and 35% for informing public policy. Academics and surveyors make the best use of survey data, while politicians and citizens engage less.

Perceptions of survey quality in media vary, with 56% of NRs rating it as good or very good. North America and the Caribbean (80%), WANA (76%), and Europe (63%) report the highest confidence, whereas Sub-Saharan Africa has the lowest positive ratings. Academics (61%) and pollsters (59%) are seen as the most effective users of public opinion polls, while journalists receive mixed ratings and politicians the most negative (40%), reflecting concerns over data misrepresentation. Key challenges include government interference, high costs, and public distrust, with safety concerns particularly in Latin America and Asia-Pacific. Public education on polling value and ethical





publishing standards remains a priority. WAPOR's visibility remains low, with only 20% of NRs considering it well-known in their country, highlighting the need for stronger engagement with media and academia. Addressing regional disparities in freedoms and challenges will be essential to strengthening public opinion research globally.

The committee also started discussions regarding the next Freedom to Publish Study, scheduled for 2026. This collaboration with ESOMAR aimed to increase the frequency of these reports, reducing the interval from five to four years, ensuring more up-to-date insights into global polling freedom.

Membership recruitment was another priority, as the Professional Standards Committee sought to fill vacancies following the departure of several members. A call for volunteers was announced, targeting gender and regional diversity, with a specific focus on recruiting female members from Latin America, Africa, and Europe. By mid-year, new members were added to the committee, ensuring continuity and a balanced representation.

Publications Committee Report



Rico Neumann
Chair of Publications
Committee

The 2024 WAPOR Publications Committee consisted of six members: Brad Edwards (USA), Alejandro Fernández-Roldán Díaz (Spain), Kseniya Kizilova (Austria), Pei-shan Liao (Taiwan), Stephanie Steinmetz (Switzerland), and David Tully (USA). The committee met four times in 2024 — on March 1, July 12, September 26, and December 6. Throughout the year, the committee focused its efforts on strengthening WAPOR's visibility, communication, and engagement through various initiatives, including enhancing WAPOR News (see [here](#) for the 2024 edition), the *International Journal of Public Opinion Research* (*IJPOR*), and the Spotlight Interview series, improving transparency policies, updating website content, and fostering collaboration with regional chapters.

One of the most notable new initiatives in 2024 was the introduction of the Spotlight Interview series, designed to highlight the contributions of national representatives, regional chapter leaders, and award winners. Particular attention was given to early-career scholars, such as conference awards recipients. These interviews are published in WAPOR's newsletters, promoted on social media, and posted on the WAPOR website with the goal of increasing member engagement and visibility. The first two interviews were published in late 2024. The series is expected to expand further in 2025 (see [here](#) for more details).

A key discussion throughout the year revolved around WAPOR's transparency policies, particularly in relation to its organizational records, conference materials, and *IJPOR*. Deliberations centered on aligning WAPOR's policies with global transparency standards while addressing concerns about privacy, data security, and the practical implications of enforcing stricter information disclosure requirements. The committee reviewed existing transparency policies and examined the best practices from other academic journals. While there is general agreement on the importance of increasing transparency, the discussions also highlighted potential challenges, including concerns about requiring scholars to publicly share data before conference presentations, which could discourage participation. The committee also consulted *IJPOR*'s Editor-in-Chief who supported discussions on implementing more stringent openness and transparency policies similar to those used by other major academic journals. Further deliberations took place together with the *IJPOR* International Advisory Board to address implementation challenges, especially in non-democratic countries where public data sharing could pose certain risks. These consultations are expected to continue in 2025 to provide a set of guidelines and policy recommendations for both WAPOR and *IJPOR*.

In addition to these activities, the committee continued its work on improving WAPOR's digital presence. Updates were made to the WAPOR website, including the publications archive, the

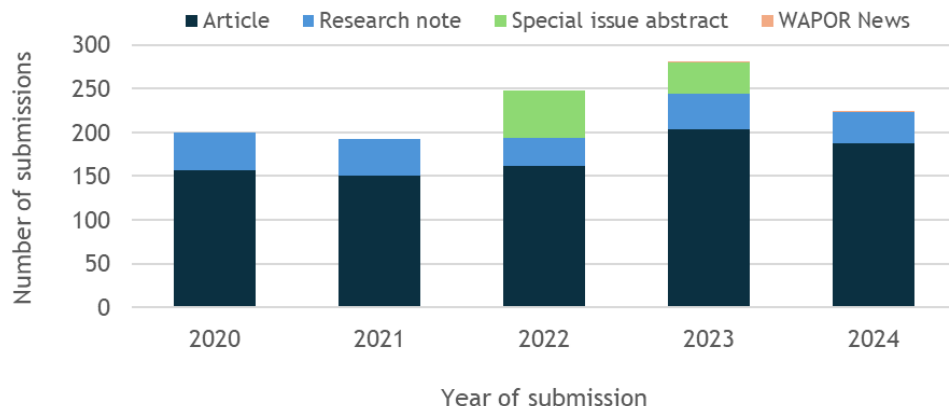
President's Letter archive, and the resource library. The committee also collaborated with the Membership Committee to refine survey questions on social media engagement, website usability, and accessibility of WAPOR publications. These survey insights will guide future improvements to WAPOR's digital communication strategies.

Strengthening communication and collaboration with WAPOR's regional chapters remained a priority for the committee in 2024. Efforts were made to establish a structured approach to integrating regional activities into WAPOR's broader publication efforts. Outreach was conducted with SSA, WANA, Latam, and WAP chapters to identify their specific needs and challenges. These fruitful exchanges will be continued to further strengthen the link between WAPOR and the regional chapters.



Among its main responsibilities, the Publications Committee oversees the activities of *IJPOR*. The journal's impact factor in 2023 was 1.90 — a slight uptick compared to 1.80 in 2022. In 2024, *IJPOR* published a special issue on global misinformation and disinformation and received a total of 224 submissions (see graph below), representing a slight decrease compared to the previous year. The majority of submissions (83%) were full research articles, including both new and revised manuscripts, while research notes (17%) also contributed to the total. Manuscripts came from a diverse range of

countries, with significant contributions from China, the United States, Germany, India, and the United Kingdom. The journal continued its international outreach, attracting submissions from over 60 countries. Subscription to *IJPOR* is included as part of WAPOR membership benefits. Since 2021, the journal's Editor-in-Chief has been Dr. Porismita Borah. She is an associate professor at the Edward R. Murrow College of Communication and a faculty member of the Prevention Science program at Washington State University (USA). Dr. Borah continues as Editor-in-Chief for a second term (2024-2027).



Historian's Report



Tom Smith
Historian

The WAPOR Honorary Historian has been actively involved in several key projects throughout 2024. His main contributions focused on archival research, the preparation of a historical volume on WAPOR, and efforts to digitize and consolidate historical records.

The historian has been leading the development of a collective volume documenting WAPOR's history. The chapters of the volume are planned to include topics such as the founding of WAPOR in 1946-1952, WAPOR Presidents, WAPOR Secretary-Treasurer, WAPOR Professional Standards/Code, WAPOR Liaison Committee, WAPOR Publications, WAPOR Conferences, WAPOR Membership, WAPOR Education Committee, WAPOR Constitution, Freedom to Conduct Public Opinion Polls, WAPOR Regional Chapters, WAPOR Awards, and WAPOR beyond its Diamond Jubilee. Work on this project is now underway. Progress was somewhat delayed due to some changes in the group of contributors. Release of the e-volume is planned for 2026.

Another major effort was the compilation of a comprehensive list of all WAPOR Council members from the organization's inception to the present. This effort was nearly complete but faced challenges due to inconsistencies in original records, especially regarding appointed members. Field visit to the WAPOR archive in North Carolina was conducted to resolve gaps in the historical records.

Additionally, research on the evolution of WAPOR's constitution and amendments was nearly complete. A significant historical milestone identified in the process was WAPOR's push for incorporation, which began in the late 1940s and was finally realized in the early 1990s.

In 2024, the historian continued working on finalizing the historical volume and resolving archival gaps. Further digitalization efforts will support WAPOR's broader goal of making historical records more accessible to members.

The historian also located financial documents that assisted in the retrieval of WAPOR assets from the state of Nebraska and the sorting out of the origin and state of endowment funds.

In summary, the Historian's work in 2024 has been crucial in preserving and documenting WAPOR's history, enhancing financial transparency, and ensuring that the organization's institutional memory is effectively maintained.

Asia Pacific Regional Chapter



Linda Guerrero
President
WAPOR Asia Pacific

WAPOR Asia Pacific is the second oldest Regional Chapter of WAPOR. It was first established as WAPOR Asia in July of 2016, and then renamed as WAPOR Asia Pacific in January of 2022, following a membership referendum.

The 2024 WAPOR Asia Pacific Executive Committee includes: Linda Luz Guerrero, Social Weather Stations, Philippines (President); Matthew Gray, Australian National University, Australia (Vice President/President-Elect); Jibum Kim, Sungkyunkwan University, Korea (Past President); Winnie Lee, Hong Kong Public Opinion Research Institute, Hong Kong SAR (Secretary-Treasurer); Seokho Kim, Seoul National University, Korea (Chair, Conference Committee); M Saidul Haq, SRGB Research and Consulting Ltd, Bangladesh (Chair, Liaison Committee); and Weidong Wang, Renmin University of China, China (Chair, Membership Committee).

The Seventh Annual Conference of the WAPOR Asia Pacific Chapter was jointly held with WAPOR's 77th Conference on July 28-31, 2024, in Seoul, Korea. The conference was hosted by the Survey Research Center at Sungkyunkwan University, and co-organized with esteemed partners including the National Research Council for Economics, Humanities, and Social Sciences, Korean Sociological Association, Korean Association of Party Studies, the Korean Association for Survey Research, KOSSDA-Korea Social Science Data Archive, the Institute of Social Development and Policy Research at Seoul National University, and PMI. This year's conference theme was "The Soul of Public Opinion Research: Liberty, Quality, and Humanity". During the conference, the WAPOR Asia Pacific Lifetime Achievement Award was presented to Hyunho Seok at Sungkyunkwan University, Korea.

There are a total of 66 members of WAPOR Asia Pacific, among them 44 attended the conference in Seoul. The membership dues and any other funds provided by WAPOR to WAPOR Asia Pacific have all been collected, recorded, and used in accordance with the WAPOR Constitution and standard accounting principles.

The latest WAPOR Asia Pacific election took place in November 2024. In this year's elections, chapter members were invited to vote for the Secretary-Treasurer. With a turnout of 53.12%, Chan-Hoong Leong was elected as the WAPOR Asia Pacific Secretary-Treasurer (2025-2026).

An updated WAPOR Asia Pacific website is currently hosted and maintained by a team at Australian National University. More information is available at the WAPOR Asia Pacific website: <https://waporasiapacific.org/>

Latin American Regional Chapter



Fabian Echegaray
President
WAPOR Latin America

Throughout 2024, the WAPOR Latin America (LATAM) Regional Chapter has been actively promoting public opinion research across the region. Through a series of webinars, international conference participation, and preparations for upcoming events, the chapter has solidified its role as a leading platform for survey research and methodological discussions in Latin America.

The WAPOR LATAM Congress is held once every two years, the upcoming one is scheduled for April 28-30, 2025, at the city-island of Florianopolis, south of Brazil. A functioning, easy to navigate Congress website has already been developed (www.waporlatam2025.org) and the call for panels, posters and papers was issued.

In mid-2023, after I assumed presidency, the total number of chapter's valid members was about 45. As of late December 2024, the chapter exhibited 106 members, a major, healthy growth of about 140%!

During 2024, six webinars were held. Three of them, in collaboration with the WAPOR Education Committee and jointly promoted with WAPOR global, are listed below:

March: "Elections and Polls in Argentina and Chile" with three renowned pollsters and political consultants from those countries (Ana Iparraguirre, Carlos Fara and Ricardo González).

In May we held another two webinars, one on the Mexican elections with presentations by Carlos Sanchez y Sanchez (UNAM, Mexico), Francisco Abundis (Parametria, Mexico) and Carlos Muñoz (UANL, Mexico) and another on the impact of artificial intelligence on understanding public opinion with Ray Pointer (ESOMAR and The Future Place, UK), Lenny Murphy (Greenbook, USA), Sofia Blanco (University of Malaga) and Henrique de Castro (UFRGS and World Values Surveys Project, Brazil).

In early June, we held our fourth webinar on perceptions and communication about climate change with speakers from the Yale Program for Climate Change Communication (Marija Verner and Perla Marvell) and Manuel Hermelo (former WAPOR advisor and director of the Argentine consulting firm Voices!).

In October and December, there was a record attendance at two webinars organized and convened by WAPOR Latin America with more than 250 registrants for each and more than 100 attendees in real time during each event. The first one was on "Populism, Polarization and Autocratic Regressions", with the presence of Jennifer McCoy (Georgia State University), Cristóbal Rovira (Catholic University of Chile) and Rodolfo Sarsfield (Autonomous University of Querétaro). The second one was entitled "Gaps between Surveys and Results: Political Explanations", with



the participation of: Fred Batista (UCN, Charlotte), Fernando Meireles: (IESP-UERJ, Brazil) and Seth Soderborg: (Harvard University and researcher at Indikator, a consulting firm from Indonesia).

Please click <https://www.waporlatinoamerica.org/actividades/actividades/> to watch the webinars.

During the fraud-ridden elections of Venezuela in July 2024, the Presidency took a publicly disseminated standing against the abuses that took place in Venezuela disavowing citizens to peacefully cast their ballots as well as against the corruption practices by government electoral bodies and media that fraud results and encourage fake polls. This standing took the form of a website pop-up contesting the government manipulation of surveys and ballot results, in addition to sustained contacts with different, non-governmental agents involved in the electoral process.

In response to the growing demand for improving the educational offering in terms of public opinion and socio-political behavior, WAPOR Latin America developed a proposal for academic curatorship involving the design of training programs and courses offered by universities and similar institutions.

Curatorship consists of advice from experts in the field of public opinion in our region on the content, literature, and lectures of courses and training programs, validated with the WAPOR Latin America logo and – eventually - involving experts in the presentation of selected content.

The institutional counterparts, in addition to the commitment to observing the recommended instruction and training approaches and to promoting the proper use and dissemination of public opinion studies, consist of guaranteeing a minimum of 5 to 10 active memberships among its teaching staff and students. WAPOR LATAM members obtained a 25% discount out of the official rate. See <https://www.waporlatinoamerica.org/curadoria/>

Personal engagement by the president or key members of the Board, either remotely or on site, in debates and conferences took place since late 2023 throughout 2024, to explain the role and contributions of WAPOR LATAM. Among these:

- Presentation at SAIMO-CEIM (Argentinean Association of Market and Opinion Research) Conference, December 2023
- Presentation at AIM (Chilean Marketing and Market Research Association) Conference, December 2023
- Lecture at opening class of UNAM and Revista Mexicana de Opinión Pública, April 2024
- Strong presence at the 77th WAPOR Annual Congress in Seoul, Korea, July 2024
- Lecture at Environmental Public Opinion class of Universidad de Montevideo, August 2024
- Lecture at ABRAPEL (Electoral Surveys Brazilian Association) Conference, December 2024



Continuing the president's initiative of issuing a quarterly newsletter to bring news, updates and industry/profession relevant information, the chapter has reached its 14th edition that reaches over 1,600 validated contacts via mailchimp, in addition to a weekly policy of disseminating news, promoting activities, and sharing updates via social media. Access to published newsletters here: <https://www.waporlatinoamerica.org/newsletter/>

Webinars, the Congress calls, deadlines, content offer and logistic details, partners' relevant calendar, new members, etc. had been frequent features of social media communications thus generating a sense of active, productive community, while nurturing an open policy about the works of the Presidency and the Board.

Another instrument for dissemination of the value of WAPOR LATAM results from the partnership with the media platform Latinoamerica21, that fast-track publishes op-ed notes from members of WAPOR LATAM. Since the inception of this agreement, well over 40 quality notes have been published, all of them being reproduced by the online versions of major media outlets in Latin America such as Clarin, Folha de São Paulo, El Universal, among other newspapers. More details here: <https://www.waporlatinoamerica.org/contribuciones-al-debate/>

Since mid-2023 and throughout 2024, a consistent, continuous policy of alliance making and cooperation agreements was sustained rendering a wider dissemination of WAPOR LATAM activities. These agreements mainly involve local associations of political scientists with research groups devoted to the study of public opinion and political behavior/comms but also local market and opinion research associations, as well as training platforms such as Qualitativa, MRIL, and the prestigious RECSM Summer Program of the Pompeu Fabra University. WAPOR LATAM members enjoy exclusive discounts at each of these institutions' conferences or courses. More details here: <https://www.waporlatinoamerica.org/aliados-2/>

West Asia North Africa Regional Chapter



Munqith Dagher
President
WAPOR West-Asia
North Africa

The [WAPOR West Asia and North Africa \(WANA\) Regional Chapter](#) has played a vital role in advancing public opinion research throughout 2024. The chapter focused on expanding methodological expertise, fostering international collaboration, and addressing pressing regional issues through survey-based research and academic discussions. Despite challenges with member engagement, the chapter has strengthened its presence within the WAPOR network, organizing impactful events, conducting large-scale surveys, and participating in global research discussions.

One of the most significant milestones of the year was the election of a new leadership team, which took office on January 1, 2024. The leadership transition brought in Munqith Dagher as President, Fares Braizat as Vice-President and President-Elect, and Firas Al Kayal as Secretary-Treasurer. Their efforts have been instrumental in shaping the chapter's activities, launching major research initiatives, and establishing new partnerships to strengthen public opinion research in the region.

In 2024, WANA organized three major webinars, each bringing together distinguished speakers and engaging an average of 60 attendees per session. These sessions focused on critical regional and international topics, reinforcing the chapter's commitment to scholarly discourse.

A key highlight of the year was the organization of several high-impact webinars addressing critical regional and international topics. In October 2024, the chapter hosted "Public Opinion on the Gaza War: A Cross-National Perspective". This session presented findings from a cross-national survey conducted across Egypt, Syria, Libya, Palestine, Lebanon, Kuwait, Jordan, and Iraq, with a total sample of 7,000 participants. The survey explored how different national populations perceived the Gaza war and its socio-political implications for the region. The event featured insights from Munqith Dagher (IIACSS, Iraq/Jordan), Nader Saeed (AWRAD, Palestine), and Samir Abu Rumman (Princeton University, USA/World of Opinions, Kuwait), all of whom provided in-depth analyses of the conflict's long-term effects on regional and global public opinion. The discussion provided valuable insights into the long-term effects of the war on regional and global public opinion. More details can be accessed here: [Public Opinion on the Gaza War Webinar](#).

In collaboration with IIACSS, WAPOR WANA also organized a webinar on October 31, 2024, titled "[Who Will Win the US Elections?](#)". Featuring speakers Claire Durand, Karl Kaltenthaler, and John Moreira, and moderated by Munqith Dagher, this session provided an in-depth analysis of U.S. electoral trends and their global impact. The discussion attracted a diverse audience, including academics, policymakers, and media professionals, reflecting the international interest in public opinion research and its role in understanding electoral dynamics.



Beyond webinars, WAPOR WANA played a pivotal role in survey-based research, gathering data-driven insights into key regional issues. One of the most significant projects of the year was the Gaza War Survey, which collected data from eight countries in the MENA region to assess public perceptions of the war. This research provided policymakers and scholars with a clearer understanding of how the conflict was perceived across different national populations.

Looking ahead, a major survey on the Levant and Iraq post-Assad regime is planned for early 2025, with a sample size of 4,000 participants. This project, conducted in collaboration with Gallup International and WANA members, aims to assess the socio-political landscape in the region following potential political shifts. The findings will be presented to think tanks in Washington, D.C., in early 2025, ensuring that the insights contribute to international policy discussions.

In addition to research and webinars, WANA took significant steps in expanding its international outreach. A key milestone was the chapter's presence at the 77th WAPOR Annual Conference in Seoul, where it hosted an exhibition stand showcasing its achievements, research initiatives, and future goals. This platform allowed researchers, policymakers, and public opinion experts from around the world to engage with WANA's work, fostering potential collaborations and strengthening the chapter's role in global public opinion research.

Despite these successes, member engagement remained a challenge throughout 2024. While efforts were made to organize member meetings, participation levels did not meet expectations. However, the chapter's continued efforts to provide high-value webinars, training programs, and networking opportunities have ensured that WANA remains an active and influential voice within the WAPOR network. Moving forward, the leadership aims to implement new engagement strategies, including deeper partnerships with academic institutions and research firms, to attract and retain members.

Building on the progress of 2024, WANA has ambitious plans for 2025, focusing on expanding training initiatives, increasing research collaborations, and continuing high-impact webinars on public opinion trends in the region. The chapter aims to conduct more methodological training programs for researchers, providing the necessary tools to enhance survey-based research practices in West Asia and North Africa.

A core component of the 2025 agenda is the execution of large-scale surveys in collaboration with Gallup International, focusing on key socio-political issues in the WANA region. These studies will provide data-driven insights to support governance, policymaking, and academic research. The Levant and Iraq Post-Assad Regime Survey will be one of the flagship research projects, offering a comprehensive analysis of public opinion in the post-conflict landscape.

Another major initiative includes the expansion of the WANA webinar series, providing platforms for regional and international experts to discuss pressing political, social, and economic issues. The chapter will also seek to enhance networking opportunities among public opinion scholars and survey practitioners, ensuring stronger integration within the global research community.

Sub-Saharan Africa Regional Chapter



Angela Ambitho
President
WAPOR Sub-Saharan
Africa

The WAPOR Sub-Saharan Africa (SSA) Regional Chapter was actively engaged in advancing public opinion research across the region in 2024. The chapter's efforts focused on organizing key academic and professional events, fostering collaboration with leading research organizations, addressing membership and financial challenges, and strengthening WAPOR's presence in Africa.

A major highlight of the year was the first-ever WAPOR SSA Regional Conference, held in Mombasa, Kenya, in April 2024. The conference attracted over 100 participants from more than 20 countries, including academics, government officials, media professionals, and industry experts. Discussions focused on the role of opinion polling in governance, innovations in data collection, public opinion and social justice, and the challenges and opportunities for polling in Africa. The event underscored the growing significance of public opinion research in governance, democracy, and policymaking, with several speakers emphasizing the importance of reliable and transparent opinion research in strengthening democratic governance and fostering evidence-based policymaking. A full spotlight interview covering the conference is available on the WAPOR website: [Spotlight Interview – November 2024](#).

Beyond the conference, WAPOR SSA also organized two webinars, providing a platform for discussions on pressing political and economic issues in the region. The first webinar, titled "From Rising Costs to Shrinking Wallets", featured Vincent Bonnacase, author of *Les prix de la colère* (*The Price of Anger*), along with other distinguished panellists. The discussion focused on the impact of the global economic downturn, the rising cost of living, and public discontent in Burkina Faso and other African countries. More details about the session can be found here: [From Rising Costs to Shrinking Wallets](#).

The second webinar, "Who Will Win Ghana's 2024 Presidential Election?", was held on November 28, 2024, ahead of Ghana's highly anticipated election. Experts provided in-depth analysis of the political landscape, discussed key electoral dynamics, and examined the factors shaping voter behaviour. The webinar attracted a significant audience and contributed to a broader understanding of electoral trends in Ghana and the West African region. The webinar page is available here: [Who Will Win Ghana's 2024 Presidential Election?](#).

The SSA chapter also focused on strengthening collaboration with leading research institutions such as Afrobarometer, exploring ways to enhance survey methodologies and develop training

WAPOR

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

programs for young scholars. In line with these efforts, the chapter has been working to build a network of experts dedicated to improving the quality and reliability of survey data in Sub-Saharan Africa.

However, the chapter faced several challenges, particularly in terms of membership growth and financial sustainability. Many potential members encountered difficulties with payment processing, which affected both membership retention and recruitment. In response, WAPOR SSA has been working closely with WAPOR's Finance and Membership Committees to explore solutions that would facilitate easier membership payments and engagement from African researchers.

Looking ahead, WAPOR SSA is planning to expand its training initiatives, including a series of webinars focused on survey methodologies, data quality, and ethical issues in public opinion polling. Additionally, the chapter is exploring the launch of a mentorship program to support early-career researchers in the region.

The chapter remains committed to enhancing WAPOR's visibility in Sub-Saharan Africa, promoting best practices in public opinion research, and fostering stronger partnerships with regional and international organizations. Through its conference, webinars, and collaborations, WAPOR SSA continues to play a pivotal role in shaping the future of survey research in the region.



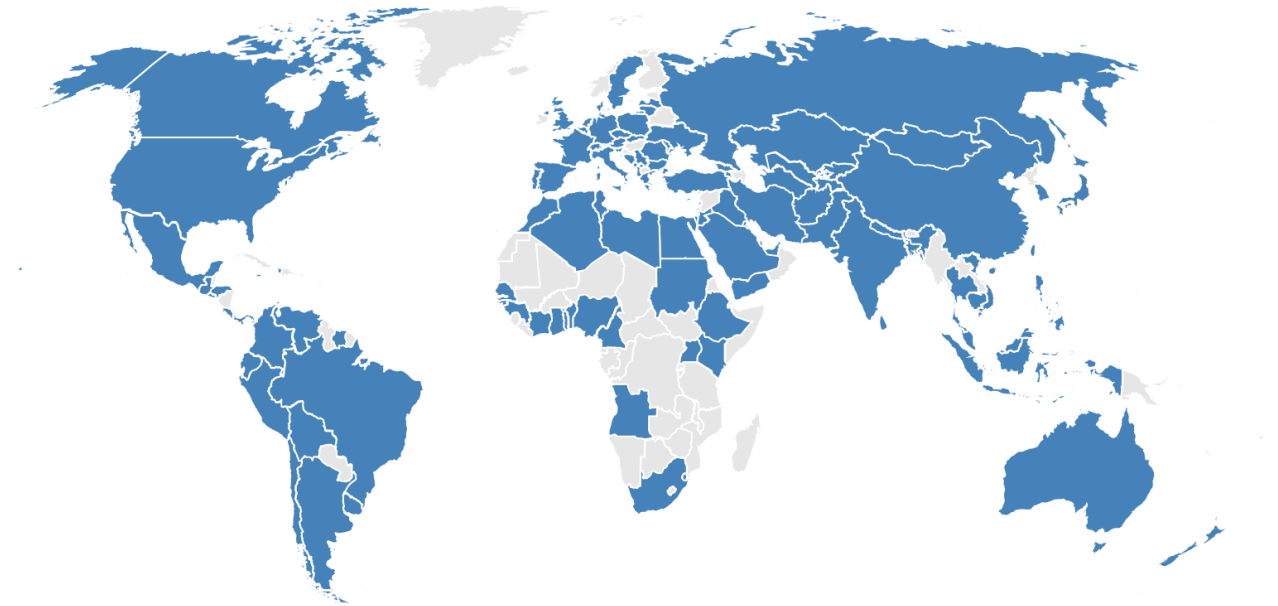


National Representatives Program

The National Representatives (NRs) play a crucial role in WAPOR by promoting the organization's mission within their respective countries, contributing to professional discussions on public opinion research, and ensuring the exchange of knowledge between WAPOR leadership and local research communities. Appointed by the WAPOR President upon the recommendation of the Membership Committee, they serve two-year terms, with the possibility of one renewal, allowing for a maximum of four years in office. The core responsibilities of National Representatives include promoting WAPOR's mission, facilitating communication between WAPOR and local researchers, and monitoring developments affecting public opinion research in their respective countries. They are tasked with encouraging membership growth, sharing updates on legal and regulatory changes, and ensuring that local researchers remain connected to WAPOR's global initiatives. In addition to outreach and advocacy, National Representatives are expected to actively contribute to WAPOR's internal initiatives. This includes completing an annual country report on the status of public opinion research, to facilitate the compilation of a global report. They also provide input to WAPOR's newsletters, contribute to professional discussions, and participate in regional or national events aimed at advancing the study of public opinion. A listing of individuals serving as National Representatives during 2024 can be found at the end of this report and a complete, up-to-date list of all current National Representatives can be found on WAPOR's website (<https://wapor.org/about-wapor/national-representatives/>).

In 2024, two key meetings were held to enhance coordination, address challenges, and expand the NR network. The first meeting took place online on May 23, 2024, while the second was held in Seoul during the WAPOR Annual Conference on July 29, 2024. The first meeting of the year focused on reviewing the responsibilities and procedures governing the National Representatives, strengthening their role in WAPOR, and expanding the network. The discussion emphasized the requirement of WAPOR membership, the timelines for term renewal, and the importance of maintaining communication with the WAPOR Secretariat.

One of the central points of discussion was the expansion of the NR network. As of 2024, WAPOR had National Representatives in 108 countries, but efforts were underway to increase representation to 140 countries. A call for applications was announced for 31 vacant positions, with nominations being sought from regions where public opinion research is regularly conducted but currently lacks WAPOR representation. The meeting also covered the annual reporting process, which was first introduced in 2023 to systematically monitor developments in public opinion research across different countries.



The second National Representatives Meeting of 2024 took place in Seoul on July 29, during the WAPOR Annual Conference. This hybrid session allowed for both in-person and online participation, ensuring broader accessibility for representatives unable to attend the conference physically. The meeting served as a follow-up to discussions held in May and provided an opportunity to engage directly with the WAPOR leadership. A key focus was evaluating the effectiveness of the NR system and identifying strategies for improving communication between National Representatives and the WAPOR Executive Council. Feedback from representatives indicated a need for more structured engagement and clearer guidelines on how to fulfil NR responsibilities effectively.

One of the major agenda items was the Annual Country Report. National Representatives discussed the reporting process, with particular attention to the challenges faced in completing the survey and potential refinements to the questionnaire. Some representatives noted difficulties in obtaining data on polling conditions in certain countries, especially in regions where public opinion research operates under political or legal constraints. These discussions helped to improving the 2024 data collection cycle, which was set to begin later in the year.

Further discussions centred on regional engagement and events. National Representatives were encouraged to take a more active role in organizing local events, training sessions, and networking opportunities to strengthen WAPOR's presence in their respective countries. The importance of fostering regional collaboration was emphasized, with WAPOR leadership expressing interest in supporting more chapter-led activities and initiatives.

WAPOR National Representatives 2024

Afghanistan	Ezatullah Adib	Latvia	Salvis Lielbārdis
Albania	Visar Berisha	Lebanon	Rabih Haber
Algeria	Mahfoudh Hajji	Libya	Nedal Swehli
Angola	Carlos Pacatolo	Lithuania	Egle Butkeviciene
Argentina	Manuel Hermelo	Malaysia	Wai Yu See Toh
Armenia	Gayane Bakhshyan	Maldives	Mariyam Naseer
Australia	Nicholas Biddle	Mexico	Luis Herrero
Austria	Michael Nitsche	Moldova	Sintov Ruslan
Bangladesh	Monzurul Haque	Mongolia	Tsetsenbileg Tseveen
Belgium	Femke Dekeulenaer	Montenegro	Vuk Cadjenovic
Benin	Louis Tomavo	Morocco	Mhammed Abderebbi
Bolivia	Daniel E. Moreno Morales	Myanmar	Ramon Calleja
Bosnia Herzegovina	Aida Hadziavdic Begovic	Nepal	Jui Shrestha
Brazil	Julian Borba	Netherlands	Frits Spangenberg
Bulgaria	Marchella Abrasheva	New Zealand	Lara Greaves
Cambodia	Chandara Gnim	Nigeria	Yemi Oniyitan
Cameroon	Fansi Theodoret Marie	North Macedonia	Carsten Broich
Canada	Christopher Adams	Pakistan	Bilal Gilani
Cape Verde	Álvaro Elgueta-Ruiz	Palestine	Nabil Kukali
Chile	Paulina Valenzuela	Panama	Jorge Martin Frech
China	Yisong Hu	Paraguay	Erica Imbrogiano Pereira
Colombia	Luciana Carla Manfredi	Peru	Patricia Rojas
Costa Rica	Carlos Denton	Philippines	Joel Flores
Côte d'Ivoire	Joseph Koné	Poland	Michal Kotnarowski
Cyprus	Dionysis Panos	Portugal	António Salvador
Czech Republic	Matous Pilnacek	Qatar	Noora Ahmed Lari
Dominican Republic	Vladimir Rozon	Romania	Kancho Stoychev
Ecuador	Ana Lucía Córdova-Cazar	Russia	Elena Koneva
Egypt	Abdel-Hamid Abdel-Latif	Saudi Arabia	Abdullah Alhokail
Ethiopia	Mulu Teka	Senegal	Alhi N'Guessan
France	Jean-Yves Dormagen	Serbia	Zoran Gavrilovic
Georgia	Ani Lortkipanidze	Singapore	Jack Loo
Germany	Josef Hartmann	Slovak Republic	Pavol Kosnac
Ghana	Sam Ojo	Slovenia	Ziva Broder
Greece	Ioannis Andreadis	South Africa	Luan de Wet
Guinea Conakry	Aliou Barry	Spain	Araceli Mateos Diaz
Honduras	Rodney Romero	Sri Lanka	Mihirani Dissanayake
Hong Kong	Kenneth Chan	Sudan	Elmogiera Elawad
Hungary	Daniel Fazekas	Suriname	John Krishnadath
India	Raghavendra Srivastava	Sweden	Torbjörn Sjöström
Indonesia	Aan Rizaldi	Switzerland	Michèle Ernst Stähli
Iran	Amir Farmanesh	Syria	Firas AlKayal
Iraq	Haitham Numan	Tajikistan	Muzaffar Olimov
Israel	Alon Zoizner	Thailand	Kati Limapichat
Italy	Ferruccio Biolcati Rinaldi	Timor-Leste	Eduardo Keira Zen
Jamaica	Deborah Bourne	Tunisia	Abdelwahab Hafaiedh
Japan	Yoosung Park	Türkiye	Bulent Kilincarslan
Jordan	Fares Braizat	Turkmenistan	Daniil Maykovskiy
Kazakhstan	Botagoz Rakisheva	Ukraine	Olga Burova
Kenya	Angela Ambitho	United Arab Emirates	Mohamed Farid Azzi
Korea, Republic of	Shang E. Ha	United Kingdom	Johnny Heald
Kosovo	Blerina Kuci	United States	Gary Langer
Kuwait	Samir Abu Rumman	Uruguay	Santiago Peyrou
Kyrgyzstan	Kasiet Ysmanova	Venezuela	Roberto Briceño-León

WAPOR Secretariat



Kseniya Kizilova
Executive Director

The Executive Director (ED) plays a central role in WAPOR's operations, overseeing the Secretariat and administrative functions, ensuring the smooth execution of the association's strategic initiatives, and maintaining coordination between the Executive Council, membership, and regional chapters. In 2024, ED's work focused on membership services, conference management, governance support, financial administration, and communication with WAPOR's stakeholders. Additionally, new initiatives were introduced to enhance WAPOR's digital infrastructure and historical archives, while the Secretariat managed an expanding workload resulting from WAPOR's growing membership and increased global activities. In 2024, activities of the WAPOR Secretariat were coordinated by the WAPOR Executive Director Kseniya Kizilova.

Membership and Administrative Management

A key priority for ED in 2024 was membership administration and engagement. WAPOR's membership grew significantly during the year, reaching 1000 registered members by December. This increase required greater administrative oversight to ensure timely processing of applications, renewals and inquiries.

To improve efficiency, the Secretariat oversaw the development and transition to a new custom-made membership management system, streamlining registration processes, fee payments, and access to member resources. This upgrade addressed previous technical limitations, making it easier for members to manage their profiles and receive timely updates. The Secretariat also worked closely with the Membership Committee to process new applications, renewals, and category adjustments, ensuring compliance with WAPOR's membership policies.

Support for the WAPOR Executive Council and Governance Functions

Throughout 2024, ED facilitated the work of both the Executive Council and the full Council, by providing logistical and administrative support for bi-monthly ExCo sessions and alternating full Council discussions. Responsibilities included preparing meeting agendas, minutes, financial reports and policy documents, as well as ensuring that Council decisions were implemented effectively.

One of the Secretariat's major tasks was to support the organization and execution of WAPOR's internal governance processes, including the 2024 WAPOR elections. With a record number of candidates competing for Council positions, the Secretariat provided support in managing nominations, communicating election procedures, and ensuring the smooth conduct of the voting process. The unexpected resignation of the Vice President in October created additional challenges, requiring careful coordination between the Electoral Committee and the Executive Council to facilitate a smooth transition according to WAPOR's governance standards.



ED also played a role in managing National Representatives (NRs), supporting two major meetings of the NR network — one held online in May and another in person at the Annual Conference in Seoul. This involved coordinating communication, updating NR records, and assisting the collection of responses for the annual country reports on the status of public opinion research.

Conference Organization and Logistical Support

The 77th WAPOR Annual Conference in Seoul was a major organizational undertaking for the Secretariat in 2024. ED and Secretariat staff managed conference logistics, speaker coordination, abstract submissions, sponsorship administration, and on-site operations. The successful execution of the first-ever joint WAPOR Global and WAPOR Asia-Pacific Conference required increased administrative coordination, as the registration, sponsorship, and programming systems were merged into a unified structure for the first time.

In the months leading up to the conference, the Secretariat worked closely with the Conference Committee and Local Organizing Committee to ensure that all technical, financial, and logistical aspects were handled effectively. The Secretariat was responsible for processing 394 paper submissions, coordinating with over 400 attendees, and managing over 60 panel sessions and workshops.

Financial and Administrative Oversight

ED played a key role in overseeing WAPOR's financial administration, working closely with the Finance Committee to ensure budget oversight, timely fee collection, and sponsorship management. Responsibilities included preparing financial reports, monitoring expenditure, processing membership and conference payments, and ensuring compliance with WAPOR's financial policies.

Digitization and Historical Archive Development

A significant initiative undertaken by the Secretariat in 2024 was the development of WAPOR's digital archive, aimed at preserving the organization's historical documents and making them accessible to members. The [WAPOR Digital Archive](#), launched early in the year, included over 776 documents, organized into 16 distinct folders. Among these folders are valuable resources such as the ESOMAR/WAPOR Guide to Opinion Polls and Published Surveys, ethical guidelines, reports on freedom to conduct public opinion research, official WAPOR documents, newsletters. Additionally, the archive houses materials from various conferences spanning from 2007 to 2024, including presentations, reports, and announcements. This comprehensive archive serves as a vital repository for researchers and practitioners in the field of public opinion research and reflects WAPOR's commitment to advancing knowledge in this domain.

Communication and Outreach

The Secretariat maintains regular communication with WAPOR members, committees, and the Council via email, newsletters, website updates, and social media platforms. Altogether in 2024, over 25,000 emails have been exchanged with the WAPOR membership. The main WAPOR



communication channel remains our regular newsletter ([subscribe here](#)) as well as direct communication with the Secretariat (waporoffice@gmail.com; admin@wapor.org).

The Secretariat regularly promotes WAPOR's activities, events, and publications to a wider audience through targeted outreach efforts. WAPOR updates are shared actively via our accounts on [Facebook](#), [X \(former Twitter\)](#), and [LinkedIn](#). Videos from the WAPOR webinars for 2019-2024 can be accessed at the Association's [YouTube channel](#).

Challenges and Administrative Adjustments

The growing administrative workload in 2024, driven by rising membership, an expanding National Representatives network, and a larger conference, placed additional demands on the Secretariat. To strengthen operational capacity, WAPOR created its first-ever Information Technology and Administrative Assistant (ITAA) position, hiring Isabela Rocha from Brazil in June 2024. In this role, she supported the management of WAPOR's digital systems, membership databases, and conference technology, contributing to improved efficiency and responsiveness.



WAPOR Council and Staff 2024

Robert Chung (Hong Kong), President
David Jodice (USA), Vice President and President-Elect [Jan-Oct]
Christian Haerpfer (Austria), Vice President and President-Elect [Dec]
Timothy P. Johnson (USA), Past President
Yulia Baskakova (USA), Secretary-Treasurer
Hayk Gyuzalyan (Belgium), Membership Committee Chair
Ignacio Zuasnabar (Uruguay), Professional Standards Committee Chair
Rosario Aguilar (UK), Liaison Committee Chair
Rico Neumann (Germany), Publications Committee Chair
Chase Harrison (USA), Education Committee Chair
Wolfgang Aschauer (Austria), Conference Committee Chair
Jibum Kim (South Korea), Local Conference Chair
Tom Smith (USA), Historian
Kseniya Kizilova (Austria/ Ukraine), Executive Director
Isabela Rocha (Brazil), IT Assistant [Jun-Dec]

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