



**AAPOR**  
**Transparency**  
**Initiative**  
AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH

**AAPOR's Transparency Initiative is designed to promote methodological disclosure by acknowledging those organizations that pledge to practice transparency in their reporting of survey-based research findings.**

Your organization can take the transparency pledge by disclosing 12 important details of your methodology:

**T**ime: dates of data collection

**R**ecruitment: methods used to recruit the panel or participants

**A**alytics: definition of the population under study and its geographic location

**N**ame: who provided the sample

**S**election: description of the sample design

**P**opulation: description of sampling frame and its coverage of target population

**A**minister: method and mode used to administer the survey and the language(s) offered

**R**esearchers: who paid for the research study and who conducted it

**E**xact: wording and presentation of questions and response options

**N**: sample sizes and a discussion of the precision of the findings

**C**alculation: a description of weights and sources of weighting parameters

**Y**ou: contact information

For more information on how to join **AAPOR's Transparency Initiative**, please contact **[transparency@aapor.org](mailto:transparency@aapor.org)**.

