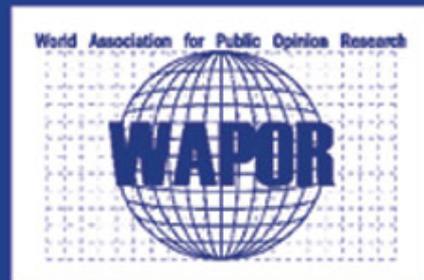


BLUE BOOK

Survey Research Products & Services
*Agencies & Organizations
that support AAPOR & WAPOR*

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH



About AAPOR

The American Association for Public Opinion Research (AAPOR) is the leading professional organization of public opinion and survey research professionals in the United States, with more than 2,000 members from academia, media, government, the non-profit sector and private industry.

AAPOR is committed to the principle that public opinion research is essential to a healthy democracy, providing information crucial to informed policymaking and giving voice to the nation's beliefs, attitudes and desires. To play this critical role, AAPOR promotes the sound and ethical conduct and use of public opinion research, along with greater public awareness of these standards.

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About WAPOR

The World Association for Public Opinion Research (WAPOR) was founded in 1947 by a group of experts and scholars interested in promoting and improving public opinion research all over the world. Today it has a membership of nearly 500 members from 60 countries on 6 continents.

WAPOR works to promote the right in every nation to conduct and publish scientific research on what people and groups think, and to promote the knowledge and application of scientific methods in this objective. It also works to assist and promote the development and publication of public opinion research worldwide, and to promote international cooperation and exchange among academic and commercial researchers, journalists and political actors, as well as among representatives of different scientific disciplines.

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The Blue Book

The Blue Book is AAPOR's directory of organizations that provide public opinion research services and information. The contact person for each organization is a member of AAPOR and/or WAPOR.

