

2025

ANNUAL REPORT

Meeting the Moment

PRB works towards a world where a world where leaders, advocates, and communities use demographic evidence to know who they serve, anticipate what is coming, and act so that everyone can thrive.



When the World Called, PRB Answered.

In 2025, the demographic questions PRB has engaged with for nearly a century became unavoidable in newsrooms, legislative chambers, and dinnertime conversations around the world. PRB was ready. What follows is a snapshot of the work we did when it mattered the most.



78+

Media interviews
& articles



72

Resources &
articles published



21

Public keynotes
& panels



14

Public webinars
& events

The Year in Brief

Federal funding cuts in January 2025 reshaped the landscape for PRB and the broader field overnight, eliminating more than half of our revenue base. Rather than retreat, PRB redirected. Staff submitted a record number of funding proposals, nearly half of new wins came from new partners and funders, and we surpassed our fundraising goals. Above all, the year revealed that our greatest strength is our people and our partners. →



“PRB’s greatest strength wasn’t any one particular project, it was the people doing the work — and the partners who showed up when it mattered.”

— Jennifer D. Sciubba, *President & CEO*



3 WAYS

PRB Met the Moment

1 Safeguarded Public Data

When U.S. federal data infrastructure came under threat, PRB launched the **Federal Data Forum** — a free, open platform for researchers and advocates — and convened rapid response briefings to help data users navigate changes and participate in the federal register process. When the **Demographic and Health Surveys (DHS)** program was terminated after four decades, PRB organized a global virtual convening in May 2025 that brought together stakeholders from across continents to assess what could be protected and what comes next.

2 Set the Agenda on Fertility and Reproductive Rights

As countries around the world faced historic fertility declines, PRB launched the **Smaller World webinar series**, produced a media guide for journalists, and partnered with **EngenderHealth** to examine the effect of fertility anxiety on policy in four pilot countries. The State of Access contraceptive scorecard, **which reached** millions in print and online and **won** a silver Anthem Award, gave policymakers and advocates a clear, evidence-based picture of contraceptive access policies around all 50 states.

3 Rallied Around the World Population Data Sheet

For the first time since 1962, PRB could not publish the **World Population Data Sheet** because of funding cuts. The community response was immediate: Stories poured in from educators, researchers, and policymakers around the world about what this resource made possible. Those stories fueled a successful fundraising effort, and the **2026 Data Sheet** is coming in the fall.

Long-Term Partnerships, Strengthened

Alongside our rapid responses, PRB continued work that has been built over the years:



Contributing data, analysis, and technical assistance to **KIDS COUNT®** with the **Annie E. Casey Foundation**



Producing the 15th annual **Appalachian Regional Commission Chartbook**



Deepening the **Counting Women's Work** partnership with CREG across Francophone West Africa



Advancing a new collaboration with **Population Europe** on depopulation and resilience



Translating population dynamics research with the **Eunice Kennedy Shriver National Institute of Child Health and Human Development**



Making the science of aging accessible with the **National Institute on Aging** and **AARP**

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Read the full report at



prb.org/resource/2025-prb-annual-report