



Bringing together professionals
in public opinion and
survey research in the western
United States

Pacific Chapter of American Association for Public Opinion Research

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President's Letter



The highlight of the PAPOR year of networking and professional development is the annual conference each December. The 2009 conference was

held, once again, at the San Francisco Union Square Sir Francis Drake Hotel (the 6th conference in San Francisco and the 4th at Sir Francis Drake).

More than 70 participants joined some of the nation's and western U.S.'s top researchers in a range of course panels

and networking events for two packed days. The conference blends discussion of public opinion impact on national and western politics and public policy, with methodological short courses and panels. A regular feature is our western states panel that assembles the best public and academic pollsters and public opinion researchers in the 13-state western region.

A large PAPOR delegation plans to participate at the Chicago conference May 13-16. As in previous years, PAPOR will join with other chapters to host a reception Thursday night at 6:00 pm at the Chicago Marriott Downtown Magnificent Mile.

PAPOR's council recently restarted a

mini-conference to be held in Berkeley this year on June 21. It provides the highlights of some of the most interesting panels of the annual AAPOR conference for students and researchers who were not able to attend this year's Chicago conference, or want to participate in a follow-up discussion with fellow researchers. Council members are the presenters.

Hope to see you in either Chicago or Berkeley.

Floyd Ciruli
PAPOR President
Colorado

AAPOR 65th Annual Conference

2010 Joint AAPOR/WAPOR Conference

Please join us at the joint conference of the American Association for Public Opinion Research and the World Association for Public Opinion Research in Chicago, Illinois.

AAPOR meets May 13-16, 2010 at the Chicago Marriott Downtown Magnificent Mile for 4 days of stimulating presentations, cutting-edge panels and short courses. WAPOR meets May 11-13, 2010 at the Avenue Hotel in Chicago.

Short Courses

Six short courses will be offered to improve your learning experience. The course offerings include:

- Course 1:** Weighting Survey Data - Advanced
- Course 2:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introduction
- Course 3:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied
- Course 4:** The Benefits & Challenges of Address-Based Sampling Designs
- Course 5:** Multilevel Analysis
- Course 6:** Conducting Cell Phone Surveying in the U.S. Circa 2010

New Member and All-Chapter Reception

Thursday, May 13
6:00 pm-7:00 pm

Join other friends from AAPOR regional chapters and first-time attendees to network and discuss high points of the conference.

2009 PAPOR Conference Highlights Now Online

The PAPOR annual conference assembles some of the leading opinion research professionals in the country for a stimulating and fun-filled two days at the Sir Francis Drake Hotel in downtown San Francisco. The December event on holiday-decorated Union Square is always a highlight of the year for PAPOR participants.

Last year, two short courses were presented, along with a broad range of panels on survey design, public policy, and politics and elections.

The plenary session and conference dinner featured Jon Cohen, director of the Washington Post Poll, introducing and facilitating a discussion with David Binder

of David Binder Research, one of President Barack Obama's senior opinion researchers who regularly meets with the President's PR team.

PowerPoints associated with each panel can be found on PAPOR's website.

Presenters at the 2009 PAPOR Conference, December 10-11

- **Short Course #1:** The Use of Incentives in Survey Research
Instructor: Paul Lavrakas, Ph.D., Independent Research Consultant
- **Short Course # 2:** Address-Based Sampling: How to Do It, Practical Tips
Instructor: David Dutwin, Ph.D., Vice President, Social Science Research Solutions

Thanks once again to conference sponsors:

Apperson Digital Technology Services
CfMC Research Software
Ciruli Associates
Davis Research
Directions in Research
Goodwin Simon Strategic Research
Interviewing Services of America ISA
KAWICK
Population Research Laboratory
Research Now

PANELS Overview

PANEL 1: Survey Design and Methodology

Chair: Ashley Grosse, Angus Reid Public Opinion.

Panelists: Alice Siu and Sean Westwood, Stanford University; Tom Smith, National Opinion Research Center (NORC); Charles DiSogra, Knowledge Networks; and Marta Induni, Mathematica Policy Research

PANEL 2: The Changing U.S. – Shifting Populations, Shifting Power, and Bracing for Battles of 2010 and Beyond

Chair: Anthony Salvanto, CBS News Poll

Panelists: Howard Hogan, Associate Director, Demographic Programs at the U.S. Bureau of the Census; and Samantha Luks, YouGovPolimetrix

PLENARY: Introduction: Jon Cohen, Director, Washington Post Poll

Speaker: David Binder, David Binder Research: The Importance of Language to Winning the Policy Debate

PANEL 3: The Twists and Turns of U.S. Public Opinion About Health Reform

Chair: Mark DiCamillo, The Field Poll

Panelists: David Binder, David Binder Research; Jon Cohen, Director, The Washington Post Poll; and Elizabeth Hamel, Henry J. Kaiser Family Foundation.

PANEL 4: Economic Recovery and the Federal Stimulus – 11 Months Later

Chair: Jennifer Paluch, Public Policy Institute of California

Panelists: Janet Streicher, Sr. Vice President, Citigroup; Jed Kolko, Research Fellow, Public Policy Institute of California; Gabriel Petek, Director, Credit Market Services, Standard & Poor's; and Tracey Grose, Vice President, Research & Strategic Development, Collaborative Economics, Inc..

PANEL 5: Western States Roundtable

Chair: Floyd Ciruli, Ciruli Associates, Colorado

Panelists: Mark DiCamillo, Field Research, California; Quin Monson, Professor, Brigham Young University - Center for the Study of Elections and Democracy, Utah; and John Myers, the Sacramento Bureau Chief, KQED Public Radio, San Francisco, California.

2010 Conference Call for Papers

The call for papers and panels for the December 2010 PAPOR Conference will go out in June. The chair of the 2010 Conference is Liz Hamel (LizH@kff.org) of Kaiser Family Foundation, and the associate chair is Amy Simon (amys@goodwinsimon.com) of Goodwin Simon Research. Contact them if you have questions or suggestions.

SAVE THE DATE

2010 PAPOR Mini-Conference June 21

Hear and discuss some of the top AAPOR presentations at a mini-conference held in Berkeley, CA.

Details to follow

2010 PAPOR Annual Conference December 9 and 10

San Francisco
Sir Francis Drake Hotel

Details to follow

AAPOR Releases Report on Online Survey Panels

Virtually nonexistent just 10 years ago, spending on online research in 2009 is estimated at \$2 billion, the vast majority of which was supported by online panels.

The American Association of Public Opinion Research (AAPOR) has released a special task force review of current findings related to the use of online panels for survey data collection. This new report summarizes academic and practitioner research about online panels, including the recruitment of potential respondents, panel maintenance, post-survey adjustments and the validity and reliability of the results. The report is primarily concerned with the pros and cons of online panels in the United States, evaluating them from a "total survey error" perspective.

The AAPOR Report on Online Panels can be found on the homepage at www.aapor.org.

Members to Vote on Revised AAPOR Code of Professional Ethics

The AAPOR Executive Council has recommended revisions to the Code of Professional Ethics and Practice. On March 12, 2010, the Council agreed on the

draft of the revised Code that is now posted on the AAPOR website. In particular, the code has added greater disclosure requirements.

The Standards Committee and Executive Council will review members' comments before presenting a final revised Code to the membership for its approval.

Approval requires a majority of those voting, and a minimum of 25 percent of eligible voters must vote. See AAPOR website to vote.

New from AAPOR

Since August 2008, AAPOR has published Survey Practice, an online magazine for opinion researchers. The April edition features articles on RDD telephone surveys, incentives and mail to increase telephone survey response rates, and an experiment to predict response rate from the number and type of questions.

Be sure to check it out: www.surveypractice.org

In Memory

The PAPOR Council was saddened to note the passing of Catherine Coffey, age 56. She was the CEO of Freeman, Sullivan and Co., working with her partner and husband, Michael Sullivan. As a company founder, Catherine helped grow it into a prestigious economic and statistics

consulting firm in the U.S. Family and friends can be contacted through Tony Cerny at tonycerny@fscgroup.com.

We Invite Your Involvement

At each annual PAPOR conference, when the largest group of our members assembles annually, a new PAPOR Council is nominated and elected. The Council list on Page 4 has our current members' names, titles, professional affiliations and e-mail addresses.

The current 15-member Council comprises a record number of volunteers, reflecting how our organization is becoming increasingly busy during the year with the annual conference, a mini-conference, an informative website, the AAPOR conference with its chapter receptions, the electronic newsletter, and a myriad of other activities.

The Webmaster position is a recent addition, and this year we added two Councilors-at-Large to assist on various projects and activities.

If you would like to join the Council or just join in the fun and the professional opportunities that help PAPOR achieve its mission, please contact Floyd Ciruli (fciruli@aol.com), or any Council member.

PAPOR Members

PAPOR Member Profile

PAPOR's members represent western and Rocky Mountain states in the United States, with a handful of members from the East Coast, the Midwest and Canada. More than two-thirds are in California, and most of those are in northern California.

The largest affiliated group comes from the commercial sector, which includes small and large firms that not only provide vendor-type services, but also public pollsters working for media and other commercial and non-profit clients.

The organization welcomes members from around the West and makes a deliberate effort to include a geographic diversity on the Council and as presenters in the annual conference.

PAPOR Membership Breakdown

Geographic Breakdown		Affiliation Breakdown	
Northern CA	45%	Academic	19%
Southern CA	24	Commercial	50
Utah	8	Government	4
Washington	7	Non-profit	19
East Coast	6	Other/Retired	8
Oregon	4		
Arizona	2		
Colorado	2		
Alaska	1		
Canada	1		
Hawaii	1		
Midwest	1		



**Total:
110 Members**

President – Floyd Ciruli

Ciruli Associates
fciruli@aol.com

Vice President/President Elect – Paul T. Melevin

Employment Development Department
melevin@webtv.net

Secretary – Jennifer D. Franz

JD Franz Research
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Treasurer – Mechelle Pierce

Apperson Digital Technology Services
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Past President – Ginger Blazier

Directions in Research
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Conference Chair – Liz Hamel

Kaiser Family Foundation
LizH@kff.org

Associate Conference Chair – Amy Simon

Goodwin Simon Research
amys@goodwinsimon.com

Student Paper Competition Chair – Quin Monson

Brigham Young University
quin.monson@byu.edu

Membership Chair – Bob Davis

Davis Research
bob@davisresearch.com

Councilor-at-Large - Webmaster – Leora Lawton

TechSociety Research
lawton@techsociety.com

Councilor-at-Large – Donna Fong

Population Research Laboratory
donna.fong@ualberta.ca

Councilor-at-Large – Susan Pinkus

Directions in Research
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Councilor-at-Large – Anthony Salvanto

CBS News, Survey and Election Unit
salvantoa@cbsnews.com

Councilor-at-Large – Elisha Smith

Mathematica Policy Research
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Councilor-at-Large – Ed Ledek

Bernett Research
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PAPOR Benefits

Benefits of PAPOR Membership

By becoming a member of PAPOR, you will receive many benefits:

- Enhance skills by interaction with top research professionals
- Exchange ideas and knowledge in areas of public opinion research specific to your interest and your clients
- Keep up to date on the legislation affecting our industry
- Increase exposure for both company and individuals through association involvement
 - ~ Seminars
 - ~ Conferences
 - ~ Paper presentations
 - ~ Networking
- An opportunity for up-and-coming scholars to showcase their work in our annual student paper competition
- Receive *PAPOR Trail* – our Chapter newsletter, which includes the latest information on Chapter and industry news, local educational seminars/conferences, events, tips of the trade and tools to help you do your job more successfully

PAPOR Mission

Educate members about the standards of professional conduct and ethics for surveys and public opinion research.

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Facilitate networking through annual chapter conferences contributing to an environment conducive to the open exchange of information among all members.

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Provide members with the opportunity to enhance their business and research skills.

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Build and maintain membership within the chapter.