# 2016 PAPOR ANNUAL CONFERENCE
## *Measuring Public Opinion in an Expanding Opinion Landscape*

December 15–16, 2016          Marines' Memorial Club & Hotel, San Francisco, CA

## PAPOR

**Pacific Chapter of American Association
for Public Opinion Research**

Welcome to the 2016 annual conference of the Pacific Chapter of the American Association for Public Opinion Research. At the heart of our business is the willingness of ordinary people to share information—opinions, behaviors, and attitudes, voting intentions, health records, consumer preferences, and much more. The "landscape" on which this information is shared by people, and collected and measured by researchers, has been continually expanding with emerging technologies and platforms. The traditional and well established data collection and analysis methods are constantly facing new challenges. Meanwhile, advanced-technology-empowered new methods are making our field more exciting than ever.

We at PAPOR believe it is through professional gatherings like ours that we learn how to better navigate that path. The coming together and sharing of knowledge about important aspects of public opinion and polling research can enlighten each of us and enable us to improve what we do. At this year's conference events will cover a wide variety of the aspects of public opinion and polling research, and provide many opportunities to gain new knowledge and skills, and network with colleagues old and new.

Our plenary on the intersection of survey science, data science and behavioral features Michael Link and Naomi Grewal. Our two short courses on usability testing for survey research and online polls & registration-based sampling, led by Emily Geisen, Quin Monson and Scott Riding, will offer valuable insights into these issues. In addition, the papers and posters presented at the conference will provide cutting-edge research on several important topics, including sampling, design and analysis; the 2016 election; public opinion on important social issues; survey design and best practices; and, marijuana and public opinion change.

I hope you enjoy our conference and the location, the Marines' Memorial Club & Hotel, which was created as a living memorial to service members. While here, I encourage you to visit the General E. O. Ames Library and Museum, located on the 11th floor near our event, and to enjoy all that San Francisco has to offer.

Thank you for your attendance and support,
Mingnan Liu
2016 PAPOR Conference Chair

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|---|---|---|
| 8:00 am – noon | Conference Registration / Check In | 11th Floor Foyer |
| 8:30 am – 10:00 am | **PANEL 3** <br> *Public Opinion on Important Social Issues* | Crystal Ballroom |
| 10:00 am – 10:15 am | **AAPOR PRESENTATION** <br> *Adam Thocher and Anna Wiencrot* | Crystal Ballroom |
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| 12:30 pm – 2:00 pm | **LUNCH AND CHAPTER MEETING** | Crystal Lounge |
| 2:00 pm – 3:15 pm | **PANEL 5** <br> *Marijuana and Public Opinion Change* | Crystal Ballroom |
| 3:30 pm – 3:45 pm | **NEW PRESIDENT'S ADDRESS AND CONFERENCE CLOSING** <br> *Benjamin Messer, 2017 PAPOR President* | Crystal Ballroom |

| SHORT COURSE 1 | USABILITY TESTING FOR SURVEY RESEARCH |
|---|---|
| Time/Location | Thursday, 8:00 am – 10:15 am, Crystal Ballroom |
| Instructor | Emily Geisen, *RTI* |
| Description | Usability testing in survey research allows in-depth evaluation of how respondents and interviewers interact with computer-assisted questionnaires The course will start with a brief description of usability testing – what it is and why it is needed in survey research. The course will cover what aspects of your survey to test and when. The course will then describe the basic methods for conducting usability testing with special consideration for testing of mobile web surveys. Real-life examples for applying these methods to surveys will be discussed throughout the course. |

| SHORT COURSE 2 | ELECTION POLLS & REGISTRATION-BASED SAMPLING: A NEW METHOD FOR PRE-ELECTION POLLING & LIKELY VOTER MODELS |
|---|---|
| Time/Location | Thursday, 10:30 am – 12:45 pm, Crystal Ballroom |
| Instructor | Quin Monson, *Y2 Analytics*<br>Scott Riding, *Y2 Analytics* |
| Description | Pre-election polling is one of the most visible activities of researchers in our field. Crucial to its accuracy is predicting a likely electorate. Our course will proceed in two parts. First, we provide a conceptual overview to pre-election polling and likely voter models. This includes fitting pre-election polling into the Total Survey Error (TSE) framework as well as a discussion of common deterministic and probabilistic approaches to likely voter models used by public and campaign pollsters. We will focus special attention on over and undercoverage problem with models that rely exclusively on self-reported turnout intentions. The conceptual overview will conclude with the introduction of a new approach to likely voter models that focuses on using vote history available in public voter files to create a model to estimate the individual-level likelihood of voting in an upcoming election. This likelihood is subsequently used in a Probability Proportionate to Size (PPS) sample where a higher likelihood of turnout translates to a higher likelihood of being sample.<br><br>The second half of the course will consist of a workshop with practical instruction and tips for constructing a likely voter model and drawing a PPS sample, including examples from SPSS, Stata, and R. Tips for using voter files effectively will also be discussed in detail. Finally, we will show several examples of how this method has worked in a number of different electoral contexts across a variety of survey modes. This will include PPS samples for mail/internet surveys, email matching to PPS samples for online surveys, and PPS samples for traditional telephone surveys. The course will conclude with some discussion of best practices as well as time for Q&A. |

| PLENARY | THE INTERSECTION OF SURVEY SCIENCE, DATA SCIENCE AND BEHAVIORAL |
|---|---|
| Time/Location | Thursday, 6:00 pm – 8:30 pm, The Commandants Room |
| Panelists | **Michael Link,** *President & CEO, Abt SRBI* |

Michael W. Link, Ph.D. is President and CEO of Abt SRBI, one of the leading providers of research for government, academic, and commercial clients. He is also a past President of the American Association for Public Opinion Research, 2014-2015. Dr. Link's research efforts focus on developing methodologies for confronting the most pressing issues facing measurement and data science, including use of new technologies such as mobile platforms, social media, and other forms of Big Data for understanding public attitudes and behaviors. Along with several colleagues, he received the American Association for Public Opinion Research 2011 Mitofsky Innovator's Award for his research on address-based sampling. His numerous research articles have appeared in leading scientific journals, such as Public Opinion Quarterly, International Journal of Public Opinion Research, and Journal of Official Statistics.

*Naomi Grewal, Head of Consumer Insights, North America, Facebook*

Naomi Grewal leads the North America Consumer Insights Research team at Facebook. Her team produces industry thought leadership research to understand people across generations, geographies, devices and time. Prior to Facebook, Naomi held leadership positions within the market research industry including stints at SurveyMonkey, YouEye (now UserZoom), Ipsos, and L2 Inc. She has also served as a Visiting Assistant Professor of Psychology at Mills College in California. Naomi holds a Ph.D. in Cognitive Psychology from Claremont Graduate University, and was recognized with the Neuro Talent of the Year Award from the Neuromarketing Science and Business Association in 2012. She also has a BA from Columbia University in NYC. Naomi resides in the Bay Area and is based out of Facebook's Menlo Park HQ.

| PANEL 1 | METHODS FOR HARD TO REACH POPULATIONS |
|---|---|
| Time/Location | Thursday, 2:00 pm – 3:30 pm, Crystal Ballroom |
| Panel Chair | Laura Wronski, *SurveyMonkey* |

| **Presentation Title** | **Comparing Two Methods to Estimate Missing Maximum Difference Utilities Lessons in Survey** |
|---|---|
| Presenters | Paul Johnson, *SSI* <br> Kelsey White, *SSI* |

Abstract

Since the development of the Maximum Difference technique, researchers have been pushing the limits of how many items can be tested in one exercise. What might have started as 20 to 30 items has quickly ballooned to 40 or even 400. Having every respondent see every item quickly creates fatigue even with Sparse Max-Diff where the respondents only see each item once instead of multiple times. This whole trend of wanting more data out of fewer questions is not unique to MaxDiff.

Many researchers have been looking at ways to getting more data out of shorter surveys using modularization. The biggest problem with modularization tends to be what to do with the missing data. Ralph Wirth used one technique called Express MaxDiff which systematically selected which items people would see which seemed to work well. This technique relies on the HB algorithm to borrow across respondents to estimate the utilities that the individual has for items they did not see. This seemed to work quite well. We blend this technique with another one by Kevin Lattery in using an EM algorithm. Kevin used EM to estimate unseen tasks in Choice Based Conjoint. We use the same technique not to estimate the tasks themselves but to replace the estimation of the individual level utilities from the HB algorithm when the item was never shown to the respondent.

To match the outrageousness of estimating 200 items we decided to do it on a person just as outrageous and provocative, Donald Trump. We take 200 statements that he has said (both as his time as a liberal and as a conservative) and start by doing an Express MaxDiff. Then we use the direct binary method to anchor to two different thresholds (one increasing the chance they vote for him and one decreasing the chance they vote for him). We then will use the individual level data with estimation filled in for segmentation to see the size of audience that potentially could be persuaded versus not persuaded and which combination of statements appeal to the persuadable segments of his audience. Also we will identify which messages should be avoided to not turn away potential swing voters. A select subsample of the original group will be invited to take a longer survey that involves a full MaxDiff on all 200 items to be used as our baseline to compare the two estimation techniques (HB alone versus HB with EM replacement).

Conference attendees should come away with the following key takeaways:
- How Anchored-Scale MaxDiff can be applied to gain real world political insights
- Different potential ways to estimate missing utilities for items that were never seen
- Which estimation the utilities best mimics the traditional MaxDiff on a full set of items

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| **Presentation Title** | **Accessing Hard-to-Reach Populations:  A Case Study** |
| Presenter | Jennifer D. Franz, *JD Franz Research, Inc.* |

Abstract

One challenge confronted by survey researchers is including hard to reach populations in surveys.  This paper presents a case study from a pioneering employee survey sponsored by the State of California that suggests three key aspects of the situation were pivotal in reaching an unusual population:

- Determination to include employees in all agencies in the survey in proportion to population
- Inside knowledge of the structure of the agency that proved challenging
- Creativity in developing a strategy to include the hard-to-reach population

The study was the "first-ever statewide employee engagement survey."  Sponsored by the Government Operations Agency and the Department of Human Resources (CalHR), it targeted a random stratified sample of 5,000 employees.  Strategies for encouraging response included advance letters to all agency secretaries, department directors, and collective bargaining organizations, mixed methods (online and mail) to accommodate differential access to email, an initial distribution, and three reminders.

Employees of the California Department of Corrections and Rehabilitation were mailed questionnaires to their institutions because their home addresses are protected.  The challenge arose when response rates from other agencies were trending as expected while the response rate from correctional employees was essentially zero.  Reminders had no effect, although they created the expected increment for other agencies.
Members of the survey team with experience inside CDCR offered various strategies for overcoming this problem.  The consensus was that questionnaires had not reached intended recipients due to the manner in which inbound materials are handled at institutions.

The researchers then consulted with CDCR and decided to mail the questionnaires in batches to wardens, whose staff (not the wardens) would distribute them to those sampled.  The paper will detail issues with this strategy, which clearly approached the desired effect.  The response rate for CDCR staff was 33 percent, versus 54 percent for other agencies.

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| **Presentation Title** | **Lessons from Audiofiles: Verification and Mixed Methods Analysis** |
| Presenter | Leora Lawton, *University of California, Berkeley* |
| Coauthors | Lindsay Bayham, *University of California, Berkeley*<br>Haleigh Cummings, *University of California, Berkeley*<br>Ashley Sandoval, *University of California, Berkeley* |

Abstract

This presentation presents lessons from recording face-to-face (FTF) surveys. More than just questions and answers occur during the survey interaction; what happens in between importantly informs analyses of the results.  We are transcribing the audiofiles from face-to-face interviews conducted in 2015 as part of the UC Berkeley Social Networks study (UCNets:  http://ucnets.berkeley.edu).  As a result, we have been able to (a) update instructions to interviewers; (b) develop additional research inquiries using the 'chatter' that occurs around the questions, and (c) conduct a post-hoc comparison of whether the answers given those who refuse to allow a recording diverge from those who allowed a recording.
There are n=671 FTF interviews, and 421 of those agreed to be recorded.  Respondents received a $25 incentive for the 70-minute long interviews. The surveys were conducted in the San Francisco Bay Area in 2015, for two age groups: 21-30 and 50-70 years old.  Recruitment to the panel was done via addressed-based sampling, and qualified respondents were directed to take a screener survey online or by calling the data collection vendor (Nexant). FTF interviews were then scheduled, either in the respondent's home or another place of their preference, e.g., their office or the Nexant office.
We found that interviewers accurately completed a complex survey, and wrote down open-ended comments appropriately, although in a few cases interviewers did not realize that some of the comments that didn't seem to be part of the answer in fact were critical to the answers.  Respondents also talked about their answers, allowing us better interpretation.  One area of mixed methods research spawned by this 'chatter' is to investigate how people talk about being Hispanic/Latino, and talking about their spouse/partners' ethnicity. Respondents who agreed to be recorded and those who did not are compared in terms of their answers and their characteristics.

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| **Presentation Title** | **Running Surveys with Businesses in Japan: Comparison of Pre-testing Methods Using Expert Reviews and Cognitive Interviews** |
| Presenter | Dandan Zhang, *Twitter* |

Abstract       Writing questions and running large scale survey study in a country or domain that is less familiar to the researcher can be daunting. To ensure questions are easy to understand and relevant to the local context, survey experts have been using questionnaire pre-testing techniques to help identify any potential issues early on. Those techniques assess both the quality of the measurement and how well the answers correspond to what is trying to be measured. There are several different evaluation methods in questionnaire pre-testing, such as: expert reviews, focus groups, cognitive interviews, and experiments; and there are several standards to assess different pre-testing methods including content standards, cognitive standards and usability standards (Groves et al. 2009). In this study, we will share the learning of using expert reviews and cognitive interviews to pretest questionnaire for a large scale survey study with small and medium businesses in the Japan market. We'll discuss how these two methods perform against the three standards. In addition, we will discuss the pros and cons of using these two different methods in an organizational setting where other factors such as cost, timeline, and stakeholder's involvement are also important considerations.

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| **Presentation Title** | **Remembering the Alamo: Demographic change and Texas politics** |
| Presenter | Tom Holub, *University of California, Berkeley* |

Abstract       Texas, the second-largest state by population, is already a majority-minority state, and based on demographic projections supplied by the Office of the Texas State Demographer (OSD), Hispanics will soon outnumber whites in the state. Because Hispanics in Texas (and nationwide) vote for Democrats more frequently than Republicans, this demographic shift has serious implications for the expectation of Texas being a reliable "red" (Republican) state for Presidential elections. Over time, similar demographic trends have helped turn California from a mixed state which produced Ronald Reagan (and voted for him twice), to perhaps the most reliable "blue" state in the country, and also changed New Mexico from a historical toss-up state to a reliable blue state. My research aims to produce a robust population-based simulation predicting how the projected demographic changes in the Lone Star State will affect its leanings in future Presidential elections. I have built a Monte Carlo simulation in R to generate results for elections based on party preferences, voter turnout, and the effects of Voter ID laws for these ethnic groups, based on population projections from three different migration scenarios provided by the Texas OSD. An interactive demonstration of the simulation can be accessed at http://research.inl.org/ The U.S. may be on the verge of a political shift as substantial as the one that switched the South from blue to red after the passage of the Civil Rights Act in 1964. In today's increasingly multi-cultural United States, the xenophobic rhetoric of many mainstream Republicans is unlikely to woo the voters of the future. And while the idea of a permanent Democratic majority is as unrealistic now as the idea of a permanent Republican majority was in 1969 (Kevin Phillips), or in 2004 (Karl Rove), it is clear that the Republicans cannot win the presidency without winning Texas.

| PANEL 2 | THE 2016 ELECTION – WHAT HAPPENED AND WHAT'S NEXT |
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| Time/Location | Thursday, 4:00pm – 5:30 pm, Crystal Ballroom |
| Panel Chair | Floyd Ciruli, *Crossley Center for Public Opinion Research* |

| Presentation Title | **If Populism Is the Rage, Is Polling in Trouble?** |
|---|---|
| Presenter | Floyd Ciruli, *Crossley Center for Public Opinion Research* |
| Abstract | A presentation that describes the 2016 election night perfect storm and the damage done to the credibility of polling. What are the long term consequences as American and Western politics turn toward populism. |

| Presentation Title | **A comparison of The USC Dornsife / Los Angeles Times 2016 Election "Daybreak" Poll's pre and post election results** |
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| Presenter | Jill E. Darling, *University of Southern California* |
| Coauthors | Tania Gutsche, *University of Southern California* |
| | Arie Kapteyn, *University of Southern California* |
| | Erik Meijer, *University of Southern California* |
| | Bas Weerman, *University of Southern California* |
| Abstract | Traditional polling methods ask respondents who they would vote for, or lean toward voting for, and rely on likely voter models or pre-screened samples to obtain a pool of voters deemed most likely to turn out to vote. Probabilistic polling(Delavande & Manski, 2010) is an alternative method which asks respondents to provide a percentage likelihood of voting for each presidential candidate, as well as likelihood of voting.  Respondents answered vote questions on an assigned day once per week. Vote forecasts were estimated by calculating the ratio of vote percentage to turnout percentage for each candidate and results were presented in the form of online charts updated nightly as 7-day rolling averages. The Daybreak poll was fielded from July 4, 2016 through election day, and included a post-election follow up. A discussion of the poll's methodology and estimates, similarities and differences with traditional polls, and a look at its controversial decision to weight to 2012 turnout are presented elsewhere. In this presentation we will examine the poll's alignment with the post-debate poll and final election results, and consider the impact of alternative methods of modeling and forecasting. |

| Presentation Title | **SurveyMonkey Election Tracking: Lessons Learned from 1 Million Interviews** |
|---|---|
| Presenter | Sarah Cho, *SurveyMonkey* |
| Coauthors | Jack Chen, *SurveyMonkey* |
| | Jon Cohen, *SurveyMonkey* |
| | Mark Blumenthal, *SurveyMonkey* |
| | Laura Wronski, *SurveyMonkey* |

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| **Presentation Title** | **A Closer Look at California's 4.5 Million Trump Voters** |
| Presenter | David Kordus, *Public Policy Institute of California* |
| Coauthor | Dean Bonner, *Public Policy Institute of California* |
| Abstract | In the November election, California voters passed several ballot initiatives acting on liberal priorities, and votes for Hillary Clinton in the state exceeded votes for Donald Trump by a two-to-one margin. Nevertheless, four and a half million Californians voted for Donald Trump – seven percent of his total support across the country. The large number of Trump voters in California suggests a large body of support in the state for his policies on immigration, climate change, and beyond. Even as a minority of California voters, Trump's supporters have the potential to influence outcomes on ballot initiatives and in elections at the state and local level. But just how stark were the differences in opinion between Trump supporters and Clinton supporters in the state? In what ways did they agree? And how did the views of Trump supporters compare to the views among supporters of past Republican nominees? Using data from the Public Policy Institute of California's Statewide Survey collected in 2016 and in past election years, this presentation will take a closer look at California's 4.5 million Trump voters, including their demographic makeup and their views on key issues, in an effort to better understand the effect they may have on future electoral and policy decisions. |

| PANEL 3 | PUBLIC OPINION ON IMPORTANT SOCIAL ISSUES |
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| Time/Location | Friday, 8:30 am – 10:00 am, Crystal Ballroom |
| Chair | Bianca DiJulio, *Kaiser Family Foundation* |

| Presentation Title | **Immigration Attitudes Among the White Working Class** |
|---|---|
| Presenter | Liz Hamel, *Kaiser Family Foundation* |
| Coauthor | Elise Sugarman, *Kaiser Family Foundation* |

Abstract

In advance of this year's presidential election, the Kaiser Family Foundation partnered with CNN for a nationally representative poll focused on the much-discussed core of Donald Trump's support: the white working class. The poll broadly explored this group's experiences in their own lives along with their attitudes toward economic issues, representation in politics, government help, increasing diversity in the United States, and immigration. It also compared the views of working-class whites (defined for this project as those without a 4-year college degree) to those of college-educated whites and of working-class blacks and Hispanics.

Both in the short term – as national conversations about dealing with the ongoing refugee crisis persist – and in the long term – as the United States' racial and ethnic diversity predictably increases – attitudes towards immigrants and immigration among the white working class and others will be germane beyond the 2016 presidential election. Our initial analysis of the poll found that working-class whites were substantially more likely than other groups to believe that recent immigrants from Muslim countries increase the risk of terrorist attacks in the U.S., and that Latin American immigrants take jobs away from Americans. They were also significantly more likely to believe the U.S. government should attempt to deport all people living in the country illegally. In this presentation, we will further examine these views, using multivariate analysis to illuminate which demographic characteristics are predictive of negative views towards immigrants, both within the white working class and among Americans more broadly.

| Presentation Title | **Victimization of LGBTQ Populations: Experiences and Fears** |
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| Presenter | Jeff Henne, *The Henne Group* |

Abstract

The political rhetoric used to pass and support North Carolina's "bathroom bill" and similar legislation in other states positions transgender individuals as perpetrators of physical and sexual violence from whom "women" and children need to be protected.  The little empirical evidence, however, suggests that transgender persons and other members of LGBTQ+ communities may be more likely to be victims of violence.  This presentation summarizes the results of exploratory focus groups and in-depth interviews on how experiences and fears of victimization shape the lives of 42 members of the LGBTQ+ community across four locations – San Francisco, New York, rural WY, and Raleigh/Durham North Carolina.

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| **Presentation Title** | **The Amplification of Economic Inequality Due to Inequality in Political Participation by Age** |
| Presenter | Sonja Petek, *University of California, Berkeley* |
| Coauthor | Henry E. Brady, *University of California, Berkeley* |

Abstract

It is well known that political participation increases with education and income—those with higher socio-economic status have more voice and influence in the political process. We also know that political participation increases with age until it drops off as people get old and infirm. Less is known about how political inequality interacts with age. Using American National Election Studies since 1952 and other data-sets, we examine how political inequality and age interact in ways that make it especially difficult for poor young people to have their concerns heard. Life-cycle differences in participation matter because young people have distinctive concerns compared to older people. These differences are worrisome when they are life-cycle effects (as they appear to be for attitudes about education and income support programs) rather than cohort effects (as they appear to be for attitudes toward gay rights) because they persist from one generation to the next.

We show that not only has young peoples' participation been low compared to older peoples', but the participation of young people has dropped significantly in the past 60 years while remaining high for older people and extending to increasingly advanced ages. Young peoples' lower participation is due in part to lower levels of income and education and lower political interest, but it is also due simply to being young. Their youth also partially explains their lower political interest.

We end by concluding that poor people and young people are increasingly disadvantaged in the political process; being both poor and young is especially disadvantageous. Public policy consequently focuses more on programs helping older Americans than on programs helping younger Americans. This, in turn, exacerbates the on-going transmission of inequality.

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|---|---|
| **Presentation Title** | **An Alternative Approach to Election Polling: The USC Dornsife / Los Angeles Times 2016 Election "Daybreak" Poll** |
| Presenter | Jill E. Darling, *University of Southern California* |
| Coauthors | Tania Gutsche, *University of Southern California* |
| | Arie Kapteyn, *University of Southern California* |
| | Erik Meijer, *University of Southern California* |
| | Bas Weerman, *University of Southern California* |

Abstract

Traditional polling methods ask respondents who they would vote for, or lean toward voting for, and rely on likely voter models or pre-screened samples to obtain a pool of voters deemed most likely to turn out to vote. Probabilistic polling(Delavande & Manski, 2010) is an alternative method which asks respondents to provide a percentage likelihood of voting for each presidential candidate, as well as likelihood of voting. This method was piloted in 2008(Delavande & Manski, 2010), and tested as a daily tracking poll using RAND's American Life Panel during the 2012 election(Gutsche, Kapteyn, Meijer, & Weerman, 2014; Kapteyn, Meijer, & Weerman, 2012). The 2012 poll's final 3.32-point spread between candidates Obama and Romney was very close to the election's final 3.85-point spread (FEC 2103). The 2016 poll used similar methods in a very different election year. Respondents were members of the Center for Economic and Social Research's Understanding America Study (UAS), a probability internet panel based on a national ABS sample, which provides internet-enabled tablet computers to those who are not already online. Respondents answered vote questions on an assigned day once per week. Vote forecasts were estimated by calculating the ratio of vote percentage to turnout percentage for each candidate and results were presented in the form of online charts updated nightly as 7-day rolling averages. The Daybreak poll was fielded from July 4, 2016 through election day, and included a post-election follow up. Results were weighted for non-response and aligned with 2012 voter turnout. The poll's microdata and detailed methods were and are freely available for analysis by other researchers. We present an overview of the poll's methodology and estimates, consider similarities and differences with traditional polls, analyze its controversial decision to weight to 2012 turnout. An examination of the poll's alignment with the post-debate results and final election outcome are presented elsewhere.

| PANEL 4 | SURVEY DESIGN AND BEST PRACTICES |
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| Time/Location | Friday, 10:45 am – 12:15 pm, Crystal Ballroom |
| Chair | Mira Norton, *Dropbox* |

**Presentation Title**

**Best Practices: Fielding Section 508 Compliant Web Surveys for Respondents with Disabilities**

Presenter: Bob Davis, *Davis Research*

Abstract

When web surveys are programmed, much effort is placed in creating a user interface experience that is efficient and engaging for sighted users. This often comes at the cost of making these surveys unusable by those with some sort of visual impairment. In addition to being a good practice to design surveys which maximize participation, it may be required by law. According to Section 508 of the Rehabilitation Act of 1986 electronic and information technology developed, procured, maintained, or used by federal agencies is required to be accessible to people with disabilities. This requirement is known as 508 Compliance.

An ongoing survey designed for 508 Compliance which Davis Research fields among United States Veterans will be used as a backdrop to discuss best practices and considerations when fielding web based surveys with respondents with disabilities, particularly those who have some form of vision loss.

**Presentation Title**

**Improving Survey Response Rates: The Effect of Embedded Questions in Web Survey Email Invitations**

Presenter: Nick Inchausti, *SurveyMonkey*

Coauthor: Mingnan Liu, *Facebook*

Abstract

Survey response rate is one of the most critical survey data quality indicators. Many research efforts have been devoted to exploring new ways to improve response rates, especially among web surveys. When inviting participants to web surveys through email, the survey email invitation is the first point of contact made to the survey participants. Several previous studies have examined the impacts of content and design of an email on response rate. However, to our knowledge none of them tested the effect of presenting a survey question in the email. In this study, we report our findings from a web survey experiment focused on embedding the first survey question within the email invitations. In this condition survey takers are able to see and answer the first question of the survey within the survey email invitation. The results show that as compared to the standard email invite (a link without any survey questions shown), the embedded question email invite improves the email click rate, and survey completion rate, with a small cost to survey drop-out rate. Additionally, the responses to the first question of the survey has shown no difference between the embedded and standard email conditions. The implications of this study and future research directions are also discussed.

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| **Presentation Title** | **Consistency is Key: Replication of Results across Online Non-probability Sample Sources** |
| Presenter | Nicole Buttermore, *GfK* |
| Coauthors | Frances M. Barlas, *GfK* |
| | Randall K. Thomas, *GfK* |

Abstract        Online non-probability samples are increasingly prominent in the survey research field, but differing populations of respondents and methodological innovations such as river – or web-intercept – sample mean that the ability to replicate results across different sample sources is not guaranteed. In 2013, the Advertising Research Foundation conducted Foundations of Quality 2, a study that collected data from 17 different non-probability online sample providers. Each provider drew three separate samples of about 1,100 respondents for an overall sample size of 57,104 with 51 (17 × 3) distinct samples. We examined four content areas to assess the replicability of the survey results: an experiment on response formats for past six month purchase, an experiment on new product evaluation, ratings of 27 different brands, and political spending priorities. Overall, we found that most findings replicated across non-probability samples. In the two experiments, the results remained consistent across almost all providers. For the brand ratings, the overall order remained fairly consistent across samples, with less absolute divergence among the highest rated brands. Replicability was lowest for political priorities, where we found a consistent pattern of results in only about half of the samples. We will explore reasons for the similarities and differences we observed across the samples.

| | |
|---|---|
| **Presentation Title** | **New Insights on the Cognitive Processing of Agree/Disagree and Item-Specific Questions** |
| Presenter | Jan Karem Höhne, *Stanford University* |
| Coauthor | Timo Lenzner, *GESIS - Leibniz Institute for the Social Science* |

Abstract        In quantitative social research the use of agree/disagree (A/D) questions is a common and very popular methodological technique to measure different attitudes and opinions of respondents. For instance, in the ANES, the Eurobarometer, and the ISSP this question format is frequently used. Theoretical considerations, however, suggest that A/D questions require an effortful and intricate cognitive information processing. For this reason Fowler (1995), among others, recommends the use of item-specific (IS) questions since they seem to be less burdensome. In the current study, we investigate cognitive processing of A/D and IS questions in web surveys using eye-tracking methodology. Recording respondents' eye movements, we are able to investigate how respondents process the survey questions and response categories to determine their information processing. We conducted an eye-tracking experiment with two groups: the first group (n = 44) received three A/D single questions dealing with different political issues (agree/disagree condition). The second group (n = 40) received three IS counterparts dealing with the same question content (item-specific condition). The results of our investigations indicate that IS questions encourage a deeper cognitive processing than A/D questions. Interestingly, the eye-tracking data reveal that this fact is only observable for the processing of the response categories. There are no differences with respect to the question stems; indicating that "question comprehension" seems to be equal. We therefore argue that the observed differences between these two question formats are directly attributed to a more active and more intensive cognitive processing of the IS response categories.

| PANEL 5 | MARIJUANA AND PUBLIC OPINION CHANGE |
|---|---|
| Time/Location | Friday, 2:00 pm – 3:15 pm, Crystal Ballroom |
| Chair | Floyd Ciruli, *Crossley Center for Public Opinion Research* |

| Presentation Title | **Commercialization of Marijuana is Not the Same as Legalization: Time to Change the Question?** |
|---|---|
| Presenter | Floyd Ciruli, *Crossley Center for Public Opinion Research* |

Abstract     Colorado is the early recreational marijuana state. But the downside of rapid and aggressive commercialization of marijuana is producing a backlash that is beginning to register in public opinion.

| Presentation Title | **California's Marijuana Majority** |
|---|---|
| Presenter | Mark Baldassare, *Public Policy Institute of California* |

Abstract     One of the most historic turnarounds in California initiative history has been largely overlooked in the wake of the stunning outcome of the presidential election. Californians passed a recreational marijuana initiative this fall after rejecting a similar effort six years ago. How is it that Proposition 19's failure in 2010 was followed by Proposition 64's success in 2016? The answers are found in both national and California public opinion trends. First, American's views on marijuana legalization have shifted in recent years according to the Pew Research Center's surveys. Moreover, PPIC Statewide Surveys of California adults mirror the changing national attitudes on marijuana legalization. In comparing PPIC Statewide Surveys of likely voters before the 2010 and 2016 elections, we found that California's marijuana legalization passed by increasing its core support and expanding its base this year. Still, it's worth noting that Proposition 64 did not win by a landslide and support continued to fall short of a majority in several key political and demographic groups. Will the deep partisan divisions and demographic differences surface in localities when it's time to implement the new law? Will California lawmakers side with the voters who passed marijuana legalization if the Republican President and Congress change direction on federal enforcement? In what is typical for the initiative process, voters were the deciders and now many issues are left to local, state, and federal government officials to sort out in 2017.

**WINNER**
**Title**          **Remembering the Alamo: Demographic change and Texas politics**
Author          Tom Holub, *University of California*


**RUNNER-UP**
**Presentation**  **New Insights on the Cognitive Processing of Agree/Disagree and Item-Specific**
**Title**          **Questions**
Author          Jan Karem Höhne, *Stanford University*
Coauthor        Timo Lenzner, *GESIS – Leibniz Institute for the Social Sciences*


**CONGRATULATIONS TO THE WINNERS,**
**AND MANY THANKS TO THOSE WHO SUBMITTED PAPERS!**

**Mark Baldassare** is president and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC's Speaker Series, a public forum featuring in-depth interviews with state and national leaders. Previously, he served as PPIC's director of research. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance. He has conducted surveys for theLos Angeles Times, the San Francisco Chronicle, and the California Business Roundtable. He holds a PhD in sociology from the University of California, Berkeley.

**Nicole Buttermore** is a Research Director at GfK in Seattle, WA. She works on GfK's KnowledgePanel, overseeing the design and administration of ongoing profile surveys in order to maintain a comprehensive profile of panelists.

**Floyd Ciruli** founded Ciruli Associates, a research and consulting firm specializing in public policy and research, in 1985. Mr. Ciruli holds a law degree from Georgetown University in Washington, D.C. and a bachelor's degree cum laude in political science from UCLA. He is a member of the American Association of Public Opinion Research (AAPOR), and is the past-president of the Pacific Chapter of AAPOR (PAPOR). Mr. Ciruli is the Director of the Crossley Center for Public Opinion Research at the University of Denver Josef Korbel School of International Studies. He is an adjunct professor teaching public opinion and foreign policy. Mr. Ciruli is a board member of the Social Science Foundation of the University of Denver Josef Korbel School of International Studies and past-president of the Georgetown Law Alumni Board. Mr. Ciruli is widely known to Colorado audiences as a pollster and political analyst for 9-KUSA TV, KOA Radio and The Denver Post. Most recently, he has appeared on Fox News with Neil Cavuto. In September 2016, Mr. Ciruli was inducted into the Denver Press Club Hall of Fame. He hosts the state's leading blog for politics and trends at www.fciruli.blogspot.com.

**Jill E. Darling** is currently survey director of the University of Southern California (USC) Dornsife Center for Economic and Social Research (CESR) where she leads the Understanding America Study. Jill returned to polling in an extremely eventful election year, directing the experimental 2016 USC / Los Angeles Times Election "Daybreak" poll. Before joining USC she was survey director and survey methods lead at the Veterans Health Administration (VHA) Health Services Research and Development Center for Healthcare Innovation, Implementation, and Policy (HSR&D CSHIIP) in Los Angeles. She continues her affiliation with CSHIIP as a health research scientist. From 1988 to 2008 Jill conducted surveys for the Los Angeles Times (later Times/Bloomberg) Poll, serving as Associate Director for the last decade of that period. Jill is a long time member of AAPOR. She served eight years on the national AAPOR ethics committee, where she most recently helped author the AAPOR Task Force report "*Current Knowledge and Considerations Regarding Survey Refusals*" (2014) and the 2015 AAPOR Code of Ethics revision. She has held various positions on the executive council of PAPOR in the past, including president (2004), conference chair (2007) and treasurer/webmaster (2008). She is excited to be attending PAPOR again this year, after several years away.

**Bob Davis** is the president and owner of the California-based telephone and web data collection research company Davis Research. Davis Research is a GSA certified small business with experience delivering 508 compliant web surveys and phone surveys on behalf of the Department of Veterans Affairs. Bob has previously served as president of PAPOR and currently heads up AAPOR's Task force on TCPA. When he is not geeking out on public opinion research, Bob enjoys parenting, traveling, reading, hiking, and cooking. He holds a B.S. in Computer Science from UC San Diego and Masters in Business Administration from the Anderson School of UCLA.

**Jennifer D. Franz** is the President of JD Franz Research, Inc. of Sacramento. She has over 40 years experience in public opinion and marketing research and holds a Ph.D. in the field. Dr. Franz received her doctorate with specializations in public policy formation,

political/consumer behavior, and survey research methodology from the University of California at Berkeley (1991). She also holds an M.A. in Sociology of Education with a research emphasis from Stanford University (1974) and a B.A. in Urban Studies from Antioch College West (1973). Prior to founding her firm in 1981, Dr. Franz served in a variety of research management and consulting positions for both state and local government. After her arrival in Sacramento in 1977, having completed a two-year project for a consortium of colleges and universities in the greater Monterey Bay Area, she served as a consultant to, among others, the California State Department of Finance and the Office of the Legislative Analyst. Dr. Franz is actively involved in the American Association for Public Opinion Research (AAPOR) and was a member of the Board of Directors of the Association's Pacific Coast Chapter (PAPOR) from 2003 to 2007 and from 2009 to 2010. She has also been active in the American Marketing Association (AMA), where she served as President of the Sacramento Valley chapter for two years. Educational institutions at which Dr. Franz has taught include California State University at Sacramento, Golden Gate University, and the University of California at Davis Extension Marketing and Public Relations Certificate Programs. She also teaches for private sector clients and makes presentations on research methods at professional association meetings.

**Emily Geisen** is the manager of RTI's cognitive/usability laboratory and specializes in designing and evaluating survey instruments to improve data quality and reduce respondent burden. In addition, Ms. Geisen teaches a graduate course on Questionnaire Design at the University of North Carolina (UNC), Chapel Hill. In her tenure at RTI, she had conducted hundreds of usability tests on a variety of projects from the Survey of Graduate Students and Postdoctorates to the 2020 Census questionnaires. Her book, *Usability Testing for Survey Research*, will be released in March, 2017. She has taught her usability testing short course at regional and national conferences as well as the UNC's Odum Institute. She is currently the AAPOR Membership and Chapter Relations Communications sub-chair. She was the 2010 conference chair for the Southern Association for Public Opinion Research (SAPOR) and the 2009–2011 secretary of the Survey Research Methods Section of the American Statistical Association. Ms. Geisen received her B.A. in Psychology and Statistics at Mount Holyoke College, and received her M.S. in Survey Methodology in 2004 from the University of Michigan's Program in Survey Methodology where she was an Angus Campbell fellow. While attending the University of Michigan, she also worked at the Institute for Survey Research.

**Naomi Grewal** leads the North America Consumer Insights Research team at Facebook. Her team produces industry thought leadership research to understand people across generations, geographies, devices and time. Prior to Facebook, Naomi held leadership positions within the market research industry including stints at SurveyMonkey, YouEye (now UserZoom), Ipsos, and L2 Inc. She has also served as a Visiting Assistant Professor of Psychology at Mills College in California. Naomi holds a Ph.D. in Cognitive Psychology from Claremont Graduate University, and was recognized with the Neuro Talent of the Year Award from the Neuromarketing Science and Business Association in 2012. She also has a BA from Columbia University in NYC. Naomi resides in the Bay Area and is based out of Facebook's Menlo Park HQ.

**Liz Hamel** is Director of Public Opinion and Survey Research at the Kaiser Family Foundation. In this role, she oversees survey research projects on a range of health and social policy-related topics, including health reform, the cost of health care and prescription drugs, views of Medicare and Medicaid, and people's experiences in the health care system. She also manages a variety of survey projects conducted with the Foundation's media partners, including The Washington Post, The New York Times, CNN, and NPR. Liz has been an AAPOR member since 2001, and has served as AAPOR Membership and Chapter Relations Chair, and as President of PAPOR. She holds a Bachelor of Arts degree from Harvard University.

**Jeff Henne**, M.A., is President of The Henne Group, a San Francisco-based research consultancy. Mr. Henne has over 30 years of experience designing and directing research studies and data collection projects for a variety of private and public sector clients. His expertise includes project planning and management, survey sample design and administration, survey instrument development and cognitive testing, focus group moderation and one-on-one in-depth interviewing with a variety of audiences, specializing in hard-to-reach and marginalized populations.

**Jan Karem Höhne** is a PhD student and research assistant in the field of survey design and methodology at the University of Goettingen, Germany. Currently, he is visiting student researcher at Stanford University to work with the Political Psychology Research Group (PPRG). In his PhD project he is investigating cognitive effort and data quality of question formats. His research interests also include eye tracking, paradata, and web-survey design.

**Tom Holub** was born and raised in New Jersey, but has lived in the Bay Area since 1988. After working in technology for many years, in 2013 he returned to school at Berkeley City College, and then as a reentry student at the University of California, Berkeley, where he is majoring in Urban Studies in the College of Environmental Design. In Leora Lawton's Demography class at Berkeley, Tom's obsession with Nate Silver led to him developing an election simulation based on projected demographic change in the state of Texas. The simulation was built prior to the 2016 election, and it did a decent job of predicting the Presidential results in the state,

where the race was actually closer than Ohio. Tom lives in Oakland with his wife Nancy. He continues to work in technology as an independent consultant for Totally Doable Consulting. http://totallydoable.com/

**Nick Inchausti** is currently the lead User Researcher at SurveyMonkey, where he has worked for the past 3 years. Before that, He worked as a research manager at UserTesting.com. His educational background (master's degree and bachelor's degree) is in Psychology.

**Paul Johnson** is a Director of Analytics at SSI.  Paul specializes in online sampling design and advanced analytic methods. Paul's research based approach to identifying and recommending solutions positions him well to investigating panelist behavior; oversee data processing efforts; improve online data integrity and provide advanced analytic support to clients. Paul also actively pursuing a research agenda on survey research methods and applications of conjoint methodology.  His research on research efforts have been featured regularly at ESOMAR, AAPOR, CASRO and Sawtooth events. Paul holds an MS in Statistics and BS in Actuarial Science from Brigham Young University. He joined SSI in 2006.

**David Kordus** is a research associate at the Public Policy Institute of California, where he works on the PPIC Statewide Survey. Before joining PPIC, he was a survey operations analyst at NORC at the University of Chicago; he has also worked on election campaigns as a data manager and analyst. He holds MAs in political science and communication from Marquette University and a BA from Carroll University, where he majored in graphic communication and history.

**Leora Lawton** is the founder and principal of TechSociety Research, a firm specializing in custom social science and business research.  She is also a researcher at UC Berkeley, where she serves as Executive Director of the Berkeley Population Center; Project Scientist on an NIH-funded study to investigate personal networks over time with Claude Fischer; and Director of a program to increase diversity in demography of aging by working with underrepresented undergraduates.  Leora received her Ph.D. in Sociology from Brown University, and began her non-academic career working for Bellcore, a think tank of the Baby Bell phone companies in New Jersey, researching how people use this new thing called the Internet.  She then returned to California, working for several research firms, where she served as director of research.  Her academic interests are broad, based on both her for-profit research experience and her academic interests: ranging from family demography to survey methods.  She is highly committed to infusing academic quality into practical applied research.  Leora has held a variety of governance positions in the the Pacific Association of Public Opinion Research; the Society for Applied Sociology; and the American Sociology Association's Section on Sociological Practice and Public Sociology.  In 2011 the Section awarded her the William Foote Whyte Award for a distinguished career in applied sociology.

**Michael Link**, Ph.D. is President and CEO of Abt SRBI, one of the leading providers of research for government, academic, and commercial clients. He is also a past President of the American Association for Public Opinion Research, 2014-2015. Dr. Link's research efforts focus on developing methodologies for confronting the most pressing issues facing measurement and data science, including use of new technologies such as mobile platforms, social media, and other forms of Big Data for understanding public attitudes and behaviors. Along with several colleagues, he received the American Association for Public Opinion Research 2011 Mitofsky Innovator's Award for his research on address-based sampling. His numerous research articles have appeared in leading scientific journals, such as *Public Opinion Quarterly*, *International Journal of Public Opinion Research*, and *Journal of Official Statistics*.

**Quin Monson** is a recognized survey researcher and a partner at Y2 Analytics based in beautiful Salt Lake City, Utah. He has extensive experience polling nationally, with recognized expertise with sampling, weighting, and online modes. He has fielded countless political, academic, and professional surveys via traditional phone techniques, novel Internet modes, and increasingly rare in-person interviews. His publications appear in a variety of academic journals including Political Analysis, Public Opinion Quarterly, and Political Research Quarterly. Quin received his Ph.D. from the Ohio State University where he focused on public opinion, and survey research methods. In addition to his work at Y2, he is the former Director of Brigham Young University's Center for the Study of Elections and Democracy (CSED) and is now a CSED Senior Scholar as well as an Associate Professor of Political Science.

**Sonja Petek** is a fiscal and policy analyst at the California Legislative Analyst's Office where her assignment includes the California Departments of Developmental Services and Public Health. She was previously a research associate at the Public Policy Institute of California (PPIC) examining the policy preferences, ballot choices, and political, economic, and social attitudes of California adults via the institute's "Statewide Survey." Before joining PPIC, she worked at The Henne Group in San Francisco, managing qualitative and quantitative research projects focused primarily on health/sexual health issues and HIV prevention. She holds a B.A. in political science from Stanford University and a master's degree in public policy from UC Berkeley.

**Scott Riding** is the Managing Partner at Y2 Analytics and has led the execution of polling, data mining, focus groups, and custom

analytics for dozens of organizations, ranging from energy companies and professional hockey teams to school districts and candidates for the U.S. presidency. From 2010 to 2013, he worked as the Director of Data Strategy for TargetPoint Consulting, a national market research and data mining firm. From 2015 to 2016 he served as the Deputy Analytics Director for the Jeb Bush for President campaign out of Miami. Scott specializes in custom market segmentation, data cleansing, and survey research. Scott is passionate about translating statistical results into intuitive insights for decision-makers, and his passion has been rewarded with three industry awards for data visualization and research. He is a graduate of Brigham Young University.

**Adam Thocher** became the Executive Director of the American Association for Public Opinion Research (AAPOR) in 2015, having previously served in senior membership, operations, and strategy development roles with various associations and community nonprofits. He led record membership and strategic sponsor growth while at Association of American Geographers as well as the development of a new membership engagement structure and strategic recruitment plan with the Association for Healthcare Philanthropy. Thocher is an active volunteer with the American Society of Association Executives (ASAE) and serves on the board of directors for his local business improvement district. He has a degree in Political Science from Michigan State University and is a Certified Association Executive (CAE).

**Kelsey White** is an analyst at Survey Sampling International (SSI). She currently provides full-service advanced analytics to clients throughout every step of their market research project, including questionnaire design and consultation, survey programming, statistical analyses, modeling, and reporting. Kelsey graduated from Utah State University with dual degrees in Economics and International Studies. Before finding her way into market research, she spent time living and working in China and spent a year as a lobbyist for a non-profit tax organization. Kelsey is new to AAPOR and attended her first conference in 2016 as a Burns "Bud" Roper Fellow. She presented research on a method of adapting conjoint techniques to the CATI environment.

**Anna Wiencrot** is the Membership and Chapter Relations Chair for the American Association for Public Opinion Research (AAPOR). Prior to this role, she served as the AAPOR Education Chair. Wiencrot is a Survey Director at NORC at the University of Chicago, where she has had diverse experience in many aspects of survey research. She currently leads data collection for the National Social Life, Health, and Aging Project (NSHAP), a ground-breaking longitudinal study of the health and relationships of adults as they age. Previously, she lead data collection for the National Children's Study East Regional Operations Center, and developed training content for the Study as a whole. Wiencrot holds a Master of Public Health in Maternal and Child Health Epidemiology from the University of Illinois-Chicago. Her research has appeared in peer-reviewed journals such as the Maternal and Child Health Journal and the Journal of Obstetric, Gynecologic, & Neonatal Nursing.

**Dandan Zhang** is currently a Staff User Researcher at Twitter, where she's currently focused on understanding the user needs of small & medium sized businesses and how international users use Twitter.  She has 10+ years of research and analytical experiences in Technology, Consumer Product and Research areas including Google and Westat, specialized in quantitative research, survey methodology, segmentation and experimental testing. When she's not translating user behavior into impactful insights, she enjoys reading and traveling.

*THANK YOU TO OUR SPONSORS FOR THEIR SUPPORT OF PAPOR!*

**Ciruli Associates**. Floyd Ciruli is a pollster and political analyst. His firm, Ciruli Associates, provides consulting, strategy, policy management, public opinion research, public relations and management to a host of public policy projects. Clients include major Colorado corporations, business and civic associations. Among Denver-based Ciruli Associates' specialties is consulting for government, nonprofit and corporate organizations proposing initiatives for public approval.

Floyd Ciruli presented at the 2015 WAPOR conference to Latin American professors, graduate students and local pollsters on the public opinion associated with the rapprochement between the U.S. and Cuba.

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STRATEGIC RESEARCH


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**The Henne Group** (THG) is a San Francisco-based consulting group. With a proven track record of over 30 years, THG offers exceptional competencies in all aspects of consumer research, strategic planning, social marketing, and the management of issues, relationships and reputation. While we have unique expertise addressing sensitive and complex issues in public health, healthcare, and environmental conservation, our experience also covers a wide range of other public policy and business issues. You can rely on THG to understand exactly what you need and to respond, with solutions that will increase your impact and strengthen your brand.


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ISSUES & ANSWERS
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Marketing Systems Group


TechSociety Research


cvent

## QUICK EATS NEARBY

| | | | |
|---|---|---|---|
| After Osha (0.2 mi) | Quick and easy Thai food, with some lunch grab-and-go specials | 432 Sutter Street | 415-397-6742 www.afterosha.com |
| Boxed Foods Company (0.4 mi away) | Organic sandwiches and salads | 245 Kearny St | 415-981-9376 boxedfoodscompany.com |
| King of Thai Noodle House (0.3 mi) | A PAPOR Favorite! Fast and inexpensive, but delicious Thai noodles, salads, and soups! | 184 O'Farrell St | 415-677-9991 |
| Loving Hut (0.5 mi) | A selection of vegan noodles, salads, and sandwiches | 845 Market St (inside Westfield Mall) | 415-945-3888 lovinghut.us |
| Macy's Cellar Food Court (0.3 mi) | Can't decide? Check out the Macy's food court for a wide variety of options, like Frontera Fresco, Mixed Greens, and Boudin Bakery. | 170 O'Farrell Street | |
| Muracci's Japanese Curry & Grill (0.4 mi) | Open only for lunch and early dinner, Muracci's has the city's best Japanese curry and lunch items | 307 Kearny St | 415-773-1101 muraccis.com |
| Naan 'N' Curry (0.2 mi) | Quick, cheap Indian and Pakistani eats | 336 O'Farrell St | 415-346-1443 naancurry.com |
| Super Duper (0.5 mi) | Fast food style burgers, fries, and shakes made with high-quality ingredients | 783 Mission St | 415-882-1750 superdupersf.com |

## IF YOU HAVE MORE TIME (AND MORE $$$)

| | | | |
|---|---|---|---|
| Colibri Mexican Bistro (0.2 mi) | Reasonably priced Mexican cuisine – try the tableside guac! | 438 Geary St | 415-440-2737 colibrimexicanbistro.com |
| Fleur De Lys (0.1 mi) | A classic SF restaurant that specializes in French cuisine. Reservations are required. | 777 Sutter St | 415-679-7779 |
| Jasper's Corner Tap (0.3 mi) | Great gastropub with good food and cocktails (including some that are offered on tap!) | 401 Taylor St | 415-775-7979 jasperscornertap.com |
| Katana-Ya (0.2 mi) | Locals love this Japanese restaurant for reasonably priced sushi and food. Note, there can be a wait and they don't take reservations | 430 Geary St | 415-771-1280 |
| Millennium (0.3 mi) | Very upscale vegetarian and vegan restaurant | 580 Geary St | 415-345-3900 millenniumrestaurant.com |
| Sons & Daughters (0.2 mi) | Want to splurge, check out this Michelin starred restaurant! | 708 Bush St | 415-391-8311 sonsanddaughterssf.com |

## DRINKS AND EVENING ACTIVITIES

| | | | |
|---|---|---|---|
| Dueling Pianos at Johnny Foleys (0.3 mi) | Dueling pianos. Enough said. Check website for show times. | 240 O'Farrell St | 415-954-0777 duelingpianosatfoleys.com |
| Starlight Room (0.1 mi) | Located on the top floor of the Sir Francis Drake Hotel, this bar offers excellent views of the SF skyline and equally good cocktails | Sir Francis Drake Hotel | 415-395-8595 harrydenton.com |
| Tonga Room (0.2 mi) | Come here for fun tiki drinks and decor! The interior even features a swimming pool (unfortunately you can't swim in it…) | 950 Mason St (inside The Fairmont Hotel) | 415-772-5278 tongaroom.com |
| Top of the Mark (0.2 mi) | Want an alternative to the Starlight Room? Check out Top of the Mark for awesome views and martinis. | 1 Nob Hill (inside the Mark Hopkins) | 415-616-6916 topofthemark.com |
| Tunnel Top (0.2 mi) | Good dive bar, with a relaxed atmosphere | 601 Bush St | 415-722-6620 |

The WiFi password for the hotel is: **MMA1946!**

The PAPOR Conference will be held on the 11th Floor of the Marines' Memorial Club & Hotel. Sessions will take place in the Crystal Ballroom. The Thursday evening dinner and plenary, the Friday poster session, and Friday lunch will take place in the Crystal Lounge.

**11th FLOOR**



(415) 467-1800; Available 24 hours (charter only)
$90.00 (per person) from/to Oakland Airport
$70.00 (per person) from/to SFO
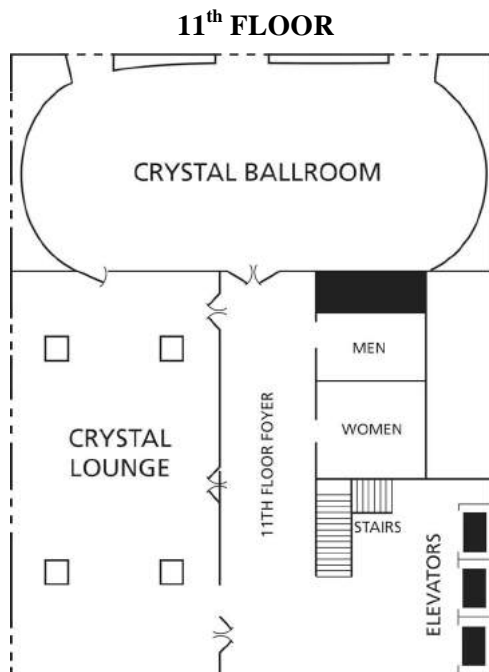
## AIRPORT TRANSPORTATION:
**Airport Express**
(415) 775-5121; Available from 5 am – 10 pm
www.airportexpresssf.com
$17.00 per person from SFO
$15.00 per person from MMC
$65.00 per person from OAK
$55.00 from MMC to OAK
Advance reservations required for Oakland:

**Super Shuttle**
(800) 258-3826; Available 24 hours
www.supershuttle.com
Advance Online reservations required for Oakland and Airport)
$17.00 per person from San Francisco Airport
$17.00 per person from Marines' Memorial Club
$27.00 per person from Oakland International

**BayPorter Express**

## PREFERRED PARKING:

**Olympic Club Garage**
665 Sutter Street
(415) 359-1626
Overnight parking is available for Marines' Memorial Club guests at the Olympic Club Garage at the current charge of $32.50 for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only. *Any \*oversized vehicle will be charged double (all full size trucks and vans, including: Chevrolet Suburban, GMC Yukon XL (regular version OK), Ford Expedition or Excursion, Cadillac Escalade (long version), Lincoln Navigator XL, Chevy Avalanche).*

Event parking is available for Marines' Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of $6.00 per hour for up to 4 hours or $24.00 maximum for up to 12 hours.

## OTHER PARKING NEAR MMC:

**Downtown Garage**
325 Mason Street
(415) 673-6757
$4.00 every 30 minutes; $32.00 for up to 24 hours – no in and out; $33.00 with in and out privileges
Early bird – in between 4-10 am; out by 7 pm - $15.00
Evening special – in after 5:30 pm; out by 9:30 am - $22.00

**Sutter/Stockton Garage**
330 Sutter Street
(415) 982-7275
$2.00 per hour; $34.00 for up to 24 hours; NO in and out privileges

**Propark Garage**
520 Mason Street
(415) 829-3921
$5.00 every 20 minutes; $27.00/12 hours, $42.00 beyond 12 hours for up to 24 hours
Pre-pay to get in and out privileges

## PUBLIC TRANSPORTATION:

**Bay Area Rapid Transit (BART)**
www.bart.gov
From the Powell Street Station, head north for five blocks on Powell St. Turn left on Sutter St. and walk up one block to Mason St. The hotel will be on your left after you cross Mason (at 609 Sutter St.).

**San Francisco Municipal Transportation Agency**
www.sfmta.com