

### President's Letter



Greetings PAPOR members! In my last letter for the PAPOR Trail as president, I want to start off by saying it's been an honor to serve you and the public opinion profession, and to work with the many dedicated volunteers on the Council over the years. After my time on

the Council ends next year, I'll continue to look forward to the opportunities PAPOR offers to facilitate the sharing of ideas and knowledge, and to meet new and old friends in the profession.

2017 has been good year for PAPOR so far, and I hope it has been for you too. Here is a summary of some of the highlights:

- PAPOR members were well-represented at the 2017 annual AAPOR conference in New Orleans. For a recap, check out the Summer issue of the *PAPOR Trail*, available on the [papor.org](http://papor.org) website.
- The annual PAPOR mini-course in June was well-attended onsite in San Francisco and via webinar, and offered several excellent summaries of some of the research presented at AAPOR's 2017 annual conference in May. The speakers' presentations are available for download on [papor.org](http://papor.org).
- PAPOR's annual student paper competition recently ended and received a few submissions. Thanks students! The winner and runner-up will be presented at PAPOR's upcoming annual conference (see more below and on [papor.org](http://papor.org).)
- To improve communications and outreach to our members and the public opinion community, we have increased our use of @PAPORorg on Twitter and PAPOR's LinkedIn page to make announcements and share updates from members. Our newsletter editor added two new features to the *PAPOR Trail*, the Student Spotlight and Making Connections in PAPOR. And, we launched some membership drive initiatives to spread the word about PAPOR.

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### PAPOR Conference Coming

You won't want to miss the annual PAPOR conference in San Francisco this year. With five panel discussions on a diverse range of topics—sampling and design, survey process and best practices, health care and health policy, and populism and national pride, as well as a workshop/round table discussion on partisan criticism of public opinion research—it's sure to be a great conference.

At the dinner plenary, Paul Lavrakas, Amy Simon, and Jill Darling will discuss the future of general population telephone surveys.

Two exciting short courses are also scheduled for Thursday morning, the first day of the conference.

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Be sure to catch the magic of San Francisco's Union Square!

**Register today for the PAPOR Annual Conference!**

**December 14-15, 2017 Marines' Memorial Club and Hotel, San Francisco**

*Continued from page 1 (President's Letter)*

- PAPOR's membership is up slightly compared to the same time in previous years, and PAPOR remains in good financial standing. We are especially grateful to our members, event attendees, and sponsors!

PAPOR has much more in store for the coming months. Don't forget to check-out and plan for PAPOR's signature event, the annual conference at the Marines' Memorial Club and Hotel in San Francisco December 14-15, 2017. The conference will feature two short courses, five paper panels, a poster session, and a plenary. Registration is currently open and discounted hotel rooms are going fast. See inside this issue and [papor.org](http://papor.org) for more details.

PAPOR is also planning to host a short course in the Los Angeles region and via webinar in early 2018. Due to venue scheduling conflicts, the council decided to postpone the short course originally planned for the fall of 2017. Thanks to the excellent work of Lynn Stallone, PAPOR's short course chair, we are close to finalizing plans for one in early 2018. Stay tuned for more details and thank you for your patience!

For those of you planning to attend the 2018 AAPOR conference in Denver next May, PAPOR has a surprise! We will be hosting an after-dinner party at a local venue near the conference. The party will feature music and several fun events but, to not spoil too much of the surprise, more details will be announced soon. As always, I welcome your questions about PAPOR and ideas for how PAPOR can better serve and grow its membership ([president@papor.org](mailto:president@papor.org)). It's a pleasure to hear from you. I hope to see you in San Francisco in December, and thank you for your support! In the next *PAPOR Trail* issue, you'll hear from our 2018 president, Bianca DiJulio. Please join me in wishing her a warm welcome!

Sincerely,

Benjamin L. Messer

## Making Connections in PAPOR

Congratulations to PAPOR member Samantha Bryant, who recently took a position at the Employment Development Department's Survey and Applied Research Section. Samantha credits the relationships she made through PAPOR with connecting her to the opportunity:

*Shortly after entering the workforce, I was introduced to PAPOR from a co-worker. She was a long time member and had nothing but positive experiences to report about it. She emphasized the networking opportunities offered by PAPOR, as well as the opportunities to learn from short courses, panels, and from talking with more experienced professionals in the field.*

*That year, I became a PAPOR member and attended the 2014 annual PAPOR conference. After attending, I knew I had found a group of professionals with whom I wanted to be more involved; so I've tried to be. I've attended several short courses and webinars, attended and volunteered for the 2017 AAPOR conference, and look forward to more opportunities to volunteer and stay active in the organization.*

*This year, one of the contacts I made at PAPOR contacted me about a job opening in her department. Now working there, I am so grateful that my involvement in PAPOR made this connection for me! - Samantha Bryant*

### Being a member of PAPOR has many benefits:

- Networking opportunities with local colleagues.
- A local venue for staying connected to the field.
- A chance to support public opinion research.
- Quarterly newsletters and updates about events and opportunities in our region.

## Links to bookmark:

PAPOR's homepage: [www.papor.org](http://www.papor.org)

AAPOR's homepage: [www.aapor.org](http://www.aapor.org)

Share your news: [president@papor.org](mailto:president@papor.org)

## Follow PAPOR:

Twitter: <https://twitter.com/PAPORorg>

LinkedIn: <https://www.linkedin.com/company/papor>

## Pre-Conference Short Courses

### Short Course 1: *Mixed Mode Surveys*

Leah Christian, Nielsen. This course will present examples of mixed-mode surveys, grounded in contemporary research. It will provide guidance on how to increase the validity and reliability, as well as response rates, and will provide practical guidelines on optimally using mixed-mode research channels.

### Short Course 2: *A Guide to Conducting Web Surveys*

Kyley McGeeney, PSB Research and Sarah Cho, Survey Monkey. This course will include guidance on the timing, mode, and content of invitations and reminders; questionnaire design elements such as mobile optimization, progress indicators, and navigation buttons; and writing questions for the web including topics such as scale length and question types.

**Register by December 1 for the early-bird conference rate**  
[www.papor.org](http://www.papor.org)

## Panel Discussions

THURSDAY, DECEMBER 14, 2017

**Panel 1:** *Sampling, Design and Analysis*

**Panel 2:** *Partisan Attacks on Public Opinion Research*

**Dinner & Plenary:** *The Future of General Population Telephone Surveys*

FRIDAY, DECEMBER 15, 2017

**Panel 3:** *Health Care & Health Policy*

**Panel 4:** *Survey Process & Best Practices*

**Panel 5:** *Populism and National Pride*

The conference will again be held at the historic [Marine's Memorial Club and Hotel](#), in the heart of San Francisco near Union Square. Reserve before November 20, 2017 for the discounted room rate of \$189.00/night (mention "PAPOR 2017").

## Student Spotlight

### Skip Perry

#### Second-year Graduate Student of Data Science at Stanford University

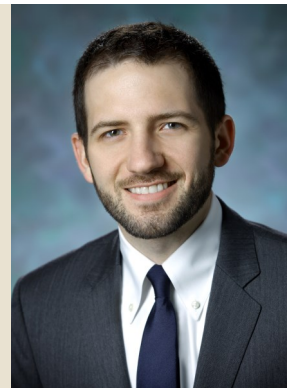
Skip Perry is a second-year student in the Data Science M.S. program at Stanford University. He spent his summer break working with the data science team at YouGov, led by Stanford political science professor and YouGov Chief Scientist Doug Rivers, and during the school year is conducting surveys and writing commentaries on breaking news for the YouGov web site.

Before starting his graduate studies, Skip worked as an analyst and project manager at the Mellman Group in Washington, D.C. In his seven years working with Mark Mellman, he conducted quantitative and qualitative research for some of the country's most prominent political campaigns, interest groups, and corporate clients.

His introduction to national politics came as a junior analyst on the reelection campaign of Senate Majority Leader Harry Reid in 2010, when he worked on surveys were the only ones correctly predicting Reid's eventual win. That was followed by work on an upset victory for Senator Heidi Heitkamp and work on the Question 7 gaming referendum in Maryland, still the most expensive campaign in that state's history. Later he led research on a group of U.S. House seats for the Democratic Congressional Campaign Committee's independent expenditure arm, helping win all the firm's targeted races in a tough 2014 election for Democrats.

Skip is particularly proud of his work with the Pew Charitable Trusts' Public Safety Performance Project to advance criminal justice reforms in 33 states around the country. With Republican partners at Public Opinion Strategies, he conducted a series of national surveys, state surveys, and focus groups that were used by Pew to help pass data-driven, fiscally sound policies that protect public safety, hold offenders accountable, and control corrections costs.

Skip earned his undergraduate degree in economics from Princeton University. His future professional interests lie in bridging the gap between old and new research models, especially for political campaigns. In his free time, he enjoys golf, pool, music, and classic cars.



Skip Perry



## 2017 PAPOR sponsors:



Los Angeles-based **Reconnect Research**, a subsidiary of Dial800 [www.dial800.com](http://www.dial800.com), is connecting people already on the phone with political polls and surveys. The new Inbound Calling Survey platform gives researchers fast, honest answers, while providing an additional revenue stream for carriers, and also as important, offering a consumer-friendly solution to

collecting responses. Reconnect Research invented a platform that provides the most representative sample in America which virtually mirrors the U.S. Census.



Langer Research Associates offers PARC™, a cloud-based knowledge management application for survey research professionals. PARC organizes, searches and retrieves research materials, including individual questions with topline results or programming instructions, analytical reports, and presentations, with all related files a single click away. Flexible and intuitive to use, PARC is invaluable in internal management, client support and retention,

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**Davis Research** is a GSA certified small business that provides nonpartisan telephone, focus group and web survey services to the public opinion community. In business since 1970, Davis Research is an active member of both AAPOR and PAPOR. They securely field FIPs 140-2 and Section 508 compliant surveys on behalf of government and commercial entities. Contact Bob Davis at [bob@davisresearch.com](mailto:bob@davisresearch.com) for more information.



**Goodwin Simon Strategic Research** is an independent opinion research firm with offices in Los Angeles and San Francisco. Together, Partners Paul Goodwin and Amy Simon bring more than 30 years of experience in polling, social and political marketing, policy analysis, program evaluation, and communications for clients in the political, public, and private sectors.



**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.



**Issues and Answers Network, Inc.** is an independent global marketing research firm founded in 1988 as a data collection company and has grown into a global marketing research firm providing scalable research services; from survey and sampling design, in-house data collection, project management, to data analysis and interpretation. We specialize in all types of quantitative and qualitative research in the United States and 103 countries around the world. We tailor our services to meet your needs.



Since 1997, **TechSociety Research** has provided consumer and social research to a discerning clientele. Each consulting engagement combines the best of proven research and marketing practices with an inquisitive and creative approach. The result is more than just a statement of findings: clients receive an accurate, well-founded presentation of strategies and tactics.

## 2017 PAPOR sponsors continued:



**Marketing Systems Group** provides innovative products and services to the Marketing, Survey and Sensory research fields. GENESYS provides statistical sampling options including extensive GIS services. PRO-T-S® is a research predictive dialer optimized for survey research. U-Dial was developed to alleviate Telephone Consumer Protection Act (TCPA) compliance concerns. ARCS® is an automated feedback and panel management platform for recruitment, data collection and custom reporting.



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**Elway Research, Inc.** is a Washington state firm specializing in research for the development of communication strategies. Since 1975, we have conducted surveys, focus groups, electronic town halls and other research for governmental agencies at all levels; major corporations; small businesses; media outlets; non-profit organizations; associations; foundations; and election campaigns. We have conducted and published The Elway Poll since 1992, an independent, non-partisan analysis of public opinion in Washington State. We are one of six polling firms in the country to receive an “A+” from fivethirtyeight.com. Website: [www.elwayresearch.com](http://www.elwayresearch.com)



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**MJT US** utilizes state-of-the-art systems and technologies that converts paper-based survey responses into electronic format, providing you the ability to analyze and evaluate your data to make data-supported claims. Research organizations all across the US partner with us to leverage our in-house survey design, printing, mailing/distribution, and data collection services. For more information and/or to receive a free 2 hour project consultation, contact us at [Mechelle.Timmons@mjtus.com](mailto:Mechelle.Timmons@mjtus.com) and mention PAPOR.



**I/H/R Research Group** provides high quality, cost-efficient telephone interviewing on either a direct or sub-contract basis to many of the nation's leading research buyers. Prices are competitive with no compromise in the quality of service or timeliness of project delivery. We are one of the few CATI facilities founded and run by seasoned research professionals from the analysis side of the industry—people who know research design, data collection, sampling and analysis inside and out. 100% U.S. based. For more information, visit [www.ihr-research.com](http://www.ihr-research.com).



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## PAPOR's Mission

PAPOR brings together professionals in public opinion and survey research to discuss survey methodology as well as public opinion issues.

More specifically, we:

- Educate members about the standards of professional conduct and ethics for surveys and public opinion research.
- Facilitate networking through annual chapter conferences contributing to an environment conducive to the open exchange of information among all members.
- Provide members with the opportunity to enhance their business and research skills.
- Build and maintain membership within the chapter.

## PAPOR Member Profile

PAPOR serves to support public opinion researchers in the western region of the US and Canada, including areas west of the Rocky Mountains as well as Alaska and Hawaii, but welcomes members from across the US and Canada. Although PAPOR is the local chapter of the American Association for Public Opinion Research (AAPOR), membership in AAPOR is not required to join PAPOR.

As of October 2017, PAPOR has 179 current members.

- 86% are also members of AAPOR.
- 7% are student members.
- 65% live in California.
- 12% live in the Mountain States (AZ, CO, ID, MT, NV, & UT).
- 9% live in the Pacific Northwest (OR, WA).
- PAPOR also has members in Hawaii and Canada.
- 13% live in other states across the U.S.