

President's Letter



Greetings PAPOR members! It is an honor to serve as PAPOR's president this year, and to strive to provide the leadership exhibited by the presidents with whom I've served on the Council during the past five years, like my predecessor, Paul Johnson (2016 President).

PAPOR has a lot in store for you this year. Like many past presidents, I will be launching an initiative aimed at improving and enhancing PAPOR's mission. The initiative will focus on expanding PAPOR's membership through drives and outreach, with help from our new membership chair, Kelsey White, and others on the Council, and on increasing PAPOR's presence on social media through sharing more news and information about our members, events, and developments in public opinion research. Our past webmaster, Brian Fowler, did an excellent job of creating PAPOR's social media accounts and our current webmaster, Laura Wronski, is looking forward to putting them to greater use.

In addition, our new *PAPOR Trail* editor, Danell Brewster, is leading an effort to include more information about our members in each edition of the newsletter. The *PAPOR Trail* has a long history and is a great medium to spotlight members' recent research or other activities related to public opinion. In this edition, see the new Student Spotlight section to learn more about one of PAPOR's talented student members and her exciting research.

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Conference Report

On December 15-16, 2016, we had another successful PAPOR annual conference in the beautiful city of San Francisco. The annual conference is the biggest event for the organization. This year, the conference had over 80 in the audience. I want to extend PAPOR's thanks to those who could attend, and our hope that those who couldn't attend will be able to join us in future years.

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Come see us at the AAPOR Chapter Reception!

Visit the PAPOR table at the New Member and All Chapter Welcome Mixer - Thursday, May 18, 6:00 pm to 8:30 pm.



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Visit us in New Orleans The Council is also busy planning PAPOR's annual events for 2017. First up, come visit PAPOR at the chapter reception of the 2017 Annual AAPOR conference in New Orleans, May 18. We'll be providing some more information about PAPOR's events, some promotional items that you might find useful in New Orleans, and a chance to win a nice raffle gift from one of PAPOR's members states. The chapter reception is a fun time and a chance to network with other PAPORites.

Mini-conference In case you miss the AAPOR conference in May or, like many attendees, didn't get to see all the sessions you wanted, be sure to sign up for PAPOR's Mini-Conference in late-June. A few PAPOR members who were at the AAPOR conference will present summaries of the various sessions they attended, providing a great opportunity to learn about topics and studies you may have missed at AAPOR. The Mini-Conference will be in or near San Francisco, and also available via webinar. PAPOR's Mini-Conference Chair, David Kordus, will be providing more details soon.

Short Course In the late-summer or early-fall, PAPOR will be offering its annual Short Course in Los Angeles and via webinar. It's a great opportunity to brush up your research skills or learn about a new topic in public opinion research from an industry-leading professional. Lynn Stallone, the Short Course chair, will be planning promoting the event this summer, so keep a watch out and your calendars open.

Student Paper Competition Also in the summer and fall, student members and members who work with students are invited to participate in PAPOR's Annual Student Paper Competition. The lead author of a paper

must be a student, and the competition provides a chance to win a cash prize, a slot and funds to present at PAPOR's annual conference, and an annual PAPOR membership. Mingnan Liu, the Student Paper Competition Chair, will send out flyers to students and universities this summer, and papers will be due in October, but it's never too late to mark your calendar, spread the word, and start thinking about a paper to submit.

Annual PAPOR Conference PAPOR's last event of the year is the Annual Conference at the Marines' Memorial Club and Hotel in San Francisco, December 14-15. The conference is a great venue to present and learn about current public opinion research, network with local and regional professionals, and attend the two short courses for professional development. Mira Norton, the Conference Chair, and Jessica Gollaher, the Associate Chair, will start sending out information and requesting papers this summer. I hope to see you there!

If you missed the 2016 Annual Conference or want a refresher on papers that were presented, visit PAPOR's 2016 conference website where the conference agenda and most presentations are available for download. Mingnan Liu, the 2016 Conference Chair, did an excellent job of planning and organizing the conference, and attendees expressed high satisfaction on the conference feedback survey. See Mingnan's entry in this edition of the PAPOR Trail for a conference recap.

Please, help spread the word about PAPOR's membership benefits (www.papor.org/membership), follow us on social media (<https://twitter.com/PAPORorg>; <https://www.linkedin.com/company/papor>), and share with PAPOR any news, developments, or events from your profession and research (president@papor.org).

Benjamin L. Messer, 2017 PAPOR President

Links to bookmark:

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The conference started with two excellent short courses. The first course, Usability Testing for Survey Research, was taught by Emily Geisen from RTI. The second course, Online Polls & Registration-Based Sampling: A New Method for Pre-Election Polling & Likely Voter Models, was co-taught by Quin Monson and Scotty Riding from Y2 Analytics.

The conference plenary on the Intersection of Survey Science, Data Science and Behavioral Science was presented by Michael Link (Abt SRBI) and Naomi Grewal (Facebook). They discussed how different sources of data supplement each other and skills researchers should have in their toolkits when embracing the new challenges.

The conference also had 5 panels with 19 presentations on topics including survey design and sampling, the 2016 election, and public opinion on marijuana and other important social issues.

The Marines' Memorial Club and Hotel has been the venue for the PAPOR annual conference for the past few years. It has been a great host and location for our attendees. This year in 2017, we will be hosting the annual conference again at the Marines' Memorial Club and Hotel on December 14-15.

It has been a pleasure organizing the PAPOR annual



Panel 2 presentation: A Comparison of The USC Dornsife / Los Angeles Times 2016 Election "Daybreak" Poll's Pre and Post Election Results



Plenary: The Intersection of Survey Science, Data Science, and Behavioral Science

conference, meeting our new and old members, working with the council and seeing months of hard work pay off. I hope to see you and all other members again at PAPOR events in 2017.

Mingnan Liu, 2016 PAPOR Conference Chair



First Place Student Paper Competition Winner, Tom Holub, presenting "Remembering the Alamo: Demographic change and Texas politics."



Second Place Student Paper Competition Winner, Jan Karem Höhne, presenting "New Insights on the Cognitive Processing of Agree/Disagree and Item-Specific Questions."

AAPOR: Embracing Change and Diversity

The theme for AAPOR's 2017 Annual Conference is **Embracing Change and Diversity in Public Opinion and Social Science Research**.

The conference announcement says the theme signals AAPOR's "willingness to welcome both the challenges and opportunities presented by a rapidly changing public opinion and research methodology landscape and an increasingly diverse population." The conference will feature tracks and panels highlighting "new approaches, perspectives, and voices to join perennially popular topics," including:

- A polling post-mortem and related papers spawned by the extraordinary 2016 election.
- Latest research on survey methods including non-response, question wording, questionnaire design, interviewers and interviewing, and sampling.
- Diversity: Public opinion and research on racial, ethnic, religious, gender and sexual orientation issues.
- Growth and use of non-probability samples and Big Data.
- Evaluation of new methods and technologies for collecting and analyzing social science data.
- Effects of modes and methods of data collection on response rates, data quality, and costs.
- Research on survey methods, outcomes and findings in multicultural, multinational and multilingual contexts.
- Public opinion in shaping policy and debate on pivotal topics like healthcare, immigration, income equality, marijuana and gun control.
- Facing challenges of declining response rates, disappearing landlines, TCPA, among others.
- Creating insights from data to drive the best decisions: latest trends and practices from market research and the private sector.

Continue to Page 5 for more about the conference

May 18-21 New Orleans www.aapor.org

Important Registration Dates

April 8: Postmark for mailed registration

April 19: Last day for discounted hotel rates

April 27: Early registration discount cut-off; deadline for online & faxed registration

After April 27: Onsite registrations only

Student Spotlight

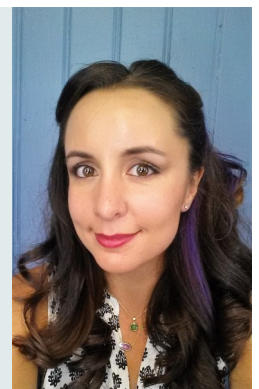
Amy Shearer, MS

Doctoral Student of Applied Psychology at Portland State University

Public opinion surveys are essential tools for Amy Shearer's areas of expertise – program evaluation, health policy analysis, and community psychology. Amy is a PhD student in Applied Social and Community Psychology at Portland State University. Her mixed methods study draws on survey data from residents in six neighborhoods in Portland, Oregon and examines their experiences living near psychiatric supportive housing sites. Amy's research can help policymakers and housing programs improve community integration for people with psychiatric disabilities. She is eager to pursue opportunities to solve policy problems after graduate school.

Amy's interest in community health developed through her work with mental health prevention and early intervention programs in Sacramento, California. She saw the need to make high quality research accessible to community partners, and became interested in evaluation science as a way to accomplish this goal. She continues this work as an adjunct at the RAND Corporation in Santa Monica, CA, where she most recently evaluated public perceptions of a mental health campaign.

Amy lives in Portland, Oregon, with her dog, Gus. When she's not conducting research, she volunteers as a Council Member for the Oregon Program Evaluators Network, and reviews child welfare and dependency cases as a Citizen Review Board Member for the Oregon Judicial Department. Her free time is spent hiking, reading, and sailing.



Amy Leigh Shearer

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AAPOR Conference Short Courses

AAPOR's 2017 Annual Conference will include in-depth, half-day courses taught by well-known experts in survey research:

Course 1: Dashboards for Active Survey Monitoring

Course 2: Sexual Orientation and Gender Identity (SOGI) Measurement in Surveys: History and Best Practices from Kinsey to CHIS and NHIS

Course 3: Mixed-Mode Surveys: An Overview of Estimation and Adjustment Methods and Empirical Applications

Course 4: An Introduction to Practical Text Analytics for Qualitative Research

Course 5: Visual Design for Single- and Mixed-Mode Surveys

Course 6: Into the Stream: An Introduction to Big Data Access for Survey Researchers and Social Scientists

Course 7: Designing Surveys to Combat Declining Response Rates and Increasing Data Collection Costs

AAPOR Awards Announced

PAPOR congratulates esteemed member, Don Dillman, and our very own president, Benn Messer, who, with Leah Melani Christian, Michelle Edwards, Morgan M. Millar, and Jolene D. Smyth, won AAPOR's 2017 **Warren J. Mitofsky Innovators Award** for web-push data collection methodology that uses postal mail contacts to request a web response while withholding alternative response modes until later in the data collection process. Their methodology is now being used by the U.S. Census Bureau and in many countries to conduct major surveys relevant to public policy decisions.

Congratulations also go to **Student Travel Award winners** Shakari Byerly, Rebecca Grady, Tom Holub, and Jan Karem Höhne.

Conference and short course information excerpted from the AAPOR website. Get more information and register at www.aapor.org/conference.

The Benefits of PAPOR: A Member's Perspective

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.

In One Member's Words...

As a manager of a small research unit in a large organization, I have attended the annual PAPOR conference for many years. I and my staff greatly value the opportunities to undergo courses taught by leading opinion research practitioners and to engage in discussions covering current topics and best industry practices in our field.

We also value the opportunities to network with other opinion research professionals and research software experts at the

conference. Through these opportunities, we've established important partnerships benefitting our survey projects. We also rely on relationships established through PAPOR to attract highly qualified job applicants.

In short, the value delivered by our PAPOR memberships and the PAPOR and AAPOR conferences can't be beat for professional growth opportunities – and we have used these opportunities to improve our survey research and deliver quality results to our organization's decision makers.

-Susan Ayres

2017 PAPOR sponsors:



Los Angeles-based **Reconnect Research**, a subsidiary of Dial800 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.



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 for more information.



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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.



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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 March 2017, PAPOR has 144 current members.

- 93% are also members of AAPOR.
- 5% are student members.
- 69% live in California.
- 10% live in the Mountain States (AZ, CO, ID, MT, NV, & UT).
- 8% live in the Pacific Northwest (OR, WA).
- PAPOR also has members in Hawaii and Canada.
- 11% live in other states across the U.S.