

President's Letter



Greetings PAPOR members! I hope your 2017 is going great so far. We at PAPOR have been busy organizing and hosting events, trying to grow the membership, and promoting the organization and our members.

PAPOR members made strong showing at the annual AAPOR conference this past May in New Orleans. We had a few members who received AAPOR awards, several members who presented or moderated paper panels, some members who made poster presentations, and a handful of members who had a booth to display their services and products. We also hosted a table at the lively Chapter Reception on the first evening of the conference, where we handed out information about PAPOR, some neat keychains with a light and bottle-opener, and our raffle gift of treats from New Mexico. Thanks to all those who stopped by to show your support, and please join us next year in Denver! Read more about PAPOR's presence at the AAPOR conference in "PAPOR at AAPOR" beginning at right.

PAPOR also recently hosted its annual mini-conference in San Francisco on June 23 to give PAPOR members a recap of some of the papers, posters, and sessions at the AAPOR conference. I want to thank all those who presented and attended, and especially David Kordus, who organized the event. I hope you learned something new and helpful. If you missed it, I encourage you mark your calendars for next June, when we'll be hosting another mini-conference to recap the 2018 AAPOR conference. You can attend in-person in the Bay Area, or via webinar. Read more about the PAPOR mini-conference on page 3 and on our website at www.papor.org.

In April, we sent out an email promoting PAPOR membership to students to grow our student membership, and had a few new students join

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PAPOR at AAPOR

This year's AAPOR conference in New Orleans offered attendees a record number of sessions. And PAPOR members played a big part in making the conference an outstanding success!

Many of our members presented or contributed to multiple sessions. Members also moderated panel sessions, instructed courses, sponsored the event,

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Save the date! PAPOR Annual Conference

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

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who helped spread the message! If you know any students, please let them know that annual membership is just \$15 and we are continually looking for ways to improve PAPOR's student benefits. Our membership chair, Kelsey White, and others on the council will be happy to answer any questions, and more information can be found on PAPOR's website. While you're reading, be sure to check out Student Spotlight on page 3.

We're also reaching out to past PAPOR members to re-join PAPOR, and to current members to "Invite a Colleague". If you know anyone who might be interested in joining PAPOR, please direct them to the PAPOR website or a council member. PAPOR is in great shape in regard to its membership but there are a lot of survey and polling professionals in our region who might "find a home" in PAPOR if they learn more about us.

PAPOR has a few more events being planned for the remainder of 2017. We'll soon be sending information about our annual short-course we are planning for late-summer or early-fall in Southern California. The short course will be available at a venue, likely in the Los Angeles metro area, and via webinar, so stay tuned for a great learning experience.

The student paper competition will also be announced around the start of the school year in late-August. Students, get your research papers ready! There are prizes and recognition for the winner and runner-up.

The annual PAPOR conference will be at the Marines' Memorial Club and Hotel in San Francisco, December

14-15. We'll be announcing short courses, plenary speakers, and the call for papers in the next couple of months. Be sure to mark your calendars, check your email for announcements, and visit the PAPOR's website, and Twitter (@PAPORorg) and LinkedIn accounts for updates.

In closing, I want to thank you as a PAPOR member for your contribution to and membership in PAPOR. If you have ideas for how PAPOR can better serve you and other members, or if you have some news or research to share, I welcome you to email me directly at president@papor.org or contact any of PAPOR council members. We'll consider your ideas and can send out your news, research, or other updates directly to our membership, in the PAPOR Trail, and via PAPOR's social media. Don't forget to check our website for updates, follow us on Twitter, and/or connect with us on LinkedIn. I hope to see you at one of our future events!

Sincerely,

Benjamin L. Messer, 2017 PAPOR President

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

AAPOR's homepage: www.aapor.org

Share your news: president@papor.org

Follow PAPOR:

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

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

Annual Mini-Conference Held

Following the Annual AAPOR Conference each year, PAPOR attendees present summaries of the conference sessions. The PAPOR Mini-conference provides those who missed this year's conference - or missed some sessions while attending others - a second opportunity to learn about the topics they missed. This year, PAPOR held the Mini-conference in San Francisco and via webinar on June 23rd at the Public Policy Institute of California.

Presenters recapped a variety of topics, including:

- Remind Me Again (Prompting and Reminding for Response Rates), presented by Brian Fowler, Survox
- Redirected Inbound Call Sampling (RICS) – A New Survey Research Tool, presented by Scott Richards, Reconnect Research
- Survey Data Collection, presented by Ed Ledek, Key Research Solutions
- Elections and Polling, presented by Lunna Lopes, PPIC
- Race, Religion, Sex and Gender, presented by Laura Wronski, SurveyMonkey
- Measuring Sexual Orientation and Gender Identity (SOGI), presented by Carolina Milesi, NORC at the University of Chicago

[Presentations from the 2017 Mini-Conference](http://www.papor.org) are available for personal/non-commercial use at www.papor.org.

Student Spotlight

Rebecca Hofstein Grady

Doctoral Student of Social Psychology at University of California, Irvine

Becky Grady joined PAPOR in 2016 while completing an internship at SurveyMonkey, and now serves on the executive cabinet as student representative for 2017. She just finished her fourth year as a PhD student at the University of California, Irvine studying Social Psychology. Becky's research focuses on the biases that people hold, how they affect important decisions, and how we can learn to overcome them. In particular she uses survey and experimental research to investigate what people think about their own biases and how that awareness affects their susceptibility to them. She became interested in this throughout her undergraduate and graduate career in psychology while studying the ways people's judgments can be affected by seemingly subtle or insignificant factors outside of their awareness. Her work includes not just assessing biases but getting people's perspectives on them in order to get the best comprehensive picture of what leads to people to their potentially controversial or confusing decisions. Her ultimate goal is to help people make the most effective and objective decisions in important, real-world contexts such as hiring and voting.

Becky lives in Irvine, California, with her husband and two cats. Her hobbies outside of school include archery, video games, and reading sci-fi and fantasy novels. Moving forward, Becky wants to continue to be an active member of AAPOR and PAPOR while pursuing career options in research and public opinion outside of academia. She loves the research process and has worked in a variety of domains including health care, legal decision making, and political polling.



Rebecca Hofstein Grady

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served on committees directly supporting it, presented posters, and reviewed abstract submissions. PAPOR can be proud of the many contributions of its members to the 72nd annual AAPOR conference:

Austin Albino, Nielsen: Poster presenter

David Barker, California State University: Seymour Sudman Student Paper Award committee member

Rajesh Bhai, Marketing Systems Group: Sponsor/Exhibitor

Ginger Blazier, Issues and Answers: Sponsor/Exhibitor; Policy Impact Awards Committee

Mollyann Brodie, Henry J Kaiser Family Foundation : Panel session; Executive council

Nicole Buttermore, GfK: Panel session

Larry Bye, NORC at the University of Chicago: Panel session

Shakari Byerly, University of California - Los Angeles: Panel Session

Jack Chen, SurveyMonkey: Multiple panel sessions

Sarah Cho, SurveyMonkey: Sponsor/Exhibitor; Multiple panel sessions; Workshop chair; Conference Committee; Executive Council

Floyd Ciruli, Ciruli Associates: Panel session; Panel moderator

Curtiss Cobb, Facebook: Panel moderator; Abstract reviewer

Jon Cohen, SurveyMonkey: Multiple panel sessions

Jill Darling, University of Southern California: Multiple panel sessions

Bob Davis, Davis Research, LLC: Poster presenter

J. Dennis, NORC and the University of Chicago: Multiple panel sessions; Poster presenter; Book Award Committee

Bianca DiJulio, Henry J Kaiser Family Foundation : Multiple panel sessions; Abstract reviewer

Don Dillman, Washington State University: Panel session; Panel moderator

Charles DiSogra, Survey Methodology Consultant: Panel moderator

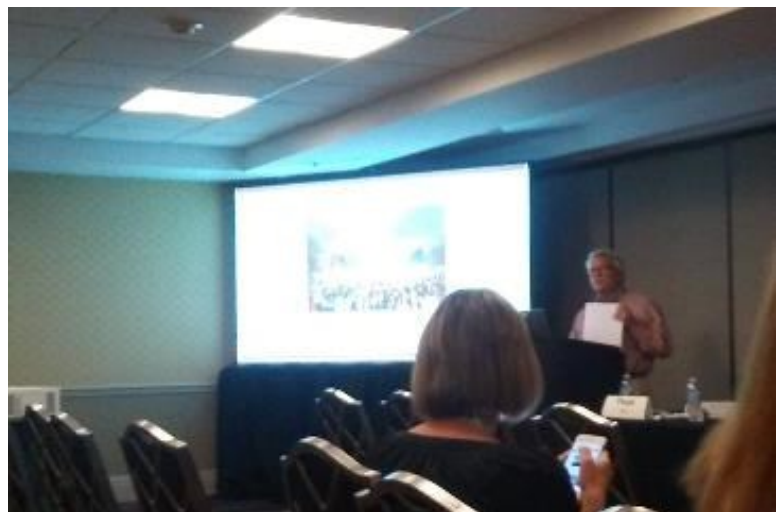
H. Stuart Elway, Elway Research: Panel session

Kathleen Frankovic, CBS News: Communications Committee; History Committee; Book Award Committee

Jillesa Gebhardt, SurveyMonkey: Panel session

Brianne Gilbert, Loyola Marymount University: Panel moderator; Abstract reviewer

Rebecca Grady, SurveyMonkey: Panel session



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PAPOR members were among the award winners honored at the conference. Don Dillman, Benn Messer, Leah Melani Christian, Michelle Edwards, Morgan M. Millar, and Jolene D. Smyth, accepted the **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 member Bryan Wu, who won the **Audience Choice Award** at Research Hack.



Student Travel Awards went to student members Shakari Byerly, Rebecca Grady, Tom Holub (pictured above), and Jan Karem Höhne.

Elizabeth Hamel, Henry J. Kaiser Family Foundation: Multiple panel sessions; Abstract reviewer

Jan Karem Höhne, University of Göttingen: Panel session; Poster presenter

Tom Holub, University of California, Berkeley: Panel session

Veronica Hoyo, UCSD-CTRI: Poster presenter; Abstract reviewer

Todd Hughes, University of California - Los Angeles: Multiple panel sessions

Matt Jans, ABT Associates, Inc.: Course instructor; Panel moderator; Multiple panel session; Poster presenter; Seymour Sudman Student Paper Award Committee; Executive Council

Edward Johnson, SSI: Panel moderator; Poster presenter; Abstract reviewer

Ashley Kirzinger, Henry J. Kaiser Family Foundation: Multiple panel sessions

David Kordus, Public Policy Institute of California: Panel session

Gary Langer, Langer Research Associates: Sponsor/Exhibitor; Multiple panel sessions

Leora Lawton, TechSociety Research: Seymour Sudman Student Paper Award Committee

Mingnan Liu, Facebook: Multiple panel sessions; Abstract reviewer

Valerie Lykes, J.D. Power: Panel session

Bo MacInnis, Stanford University: Panel session; Abstract reviewer

Mary McDougall, Survox: Sponsor/Exhibitor; Panel moderator; Poster presenter

Benjamin Messer, Research Into Action Inc.: Policy Impact Award Committee;

Erin Pinkus, SurveyMonkey: Panel session; Poster presenter

Aaron Sedley, Google: Panel session

Allison Sullivan, Civis Analytics: Panel session; Abstract reviewer

Trevor Thompson, NORC at the University of Chicago: Multiple panel sessions; Poster presenter

David Vannette, Stanford University: Panel session; Abstract reviewer

Laura Wronski, SurveyMonkey: Panel session; Panel moderator; Poster presenter

Bryan Wu, Henry J. Kaiser Family Foundation: Multiple panel sessions

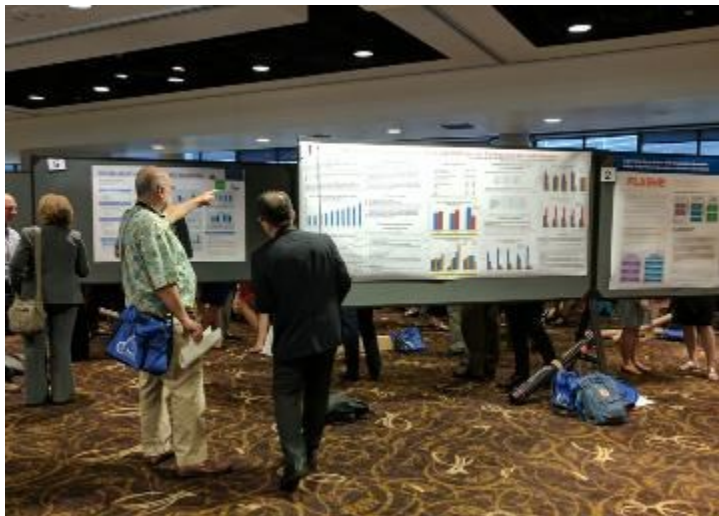
More AAPOR Photos:



Welcome, Baby Lucas!



Congratulations to Mingnan Lui and his growing family! Lucas Liu was born on June 22, 2017. He is 19 inches long and weighs 6 pounds and 8 ounces.



More AAPOR Photos:



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.



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.



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.



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.



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.



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.



Reconnaissance Market Research (ReconMR) has survey research experience dating back to the 1960's. Multi-modal, qualitative, and quantitative data collection services via 300 U.S. based CATI stations utilizing multiple platforms including Voxco and ACS Query. 100% TCPA compliant by manually dialing cell phones at no extra cost. Experienced in public policy and public opinion research, academic studies, political polling, consumer and B2B market research. Certifications include DBE, MBE and Texas HUB. Visit their website at www.reconmr.com or contact Angel Uglow angel.uglow@reconmr.com for more information.

2017 PAPOR sponsors continued:



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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



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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 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.



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, and stakeholder or public-facing uses. Join charter subscribers including AP-NORC, SSRS, Public Opinion Strategies, the Marist Poll, FDU-Public Mind and others. <http://langerresearch.com/parc> Gary Langer, president info@langerresearch.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 June 2017, PAPOR has 165 current members.

- 86% are also members of AAPOR.
- 7% are student members.
- 66% live in California.
- 12% 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.
- 13% live in other states across the U.S.