Greetings, PAPOR members!

As summer comes to an end, I hope everyone is ready for the cool weather and the other treats that Fall brings with it.

In August, we held our second PAPOR Speaker Series: Profiles in Research hosted by Bob Davis. Mollyann Brodie, Jessica Broome, and Floyd Ciruli all shared their stories and answered questions about their research, their paths, and much more. If you missed it, the recording is linked on page 2. Please look out for our next one in November!

Also in August, PAPOR hosted a small end of summer virtual luau. As you know, the PAPOR region includes Hawaii, and we thought it would be a nice way to welcome fall and celebrate the end of summer. Guests renamed different mocktails, cocktails, beers, and wine with new drink names pertaining to public opinion research. We also had some Hawaiian trivia, and at the end, we voted on who had the best island themed background. To see the winners and get a recipe or two for your next social, see page 4.

Looking forward, October 8, 2021 is the deadline for our annual student paper competition! Please spread the word to students that you know who are participating in any kind of research using surveys, work related to public opinion, or market research. This year, the first place winner will receive a cash reward of $250, recognition in the newsletter, an opportunity to present the research at the virtual conference, as well as an honorary one-year membership to PAPOR. To learn more see page 5.

Unfortunately, after receiving feedback from members and council, we are again cancelling an in-person conference for 2021. This decision was not an easy one to make; however, as uncertainty and change continue, we want to ensure the safety of everyone. This year, Erin Pinkus, Conference Chair, will redesign our usual annual conference into a virtual one. The conference will take place December 1-3, and will include a short course, a plenary, and similar sessions to what you’ve experienced in the past. This event will also include our annual membership meeting, so that we can introduce and vote on the 2022 slate of council members. If you’re interested in presenting, moderating, or sponsoring the conference, please see page 7 for more information. We hope you can join us!

Without our sponsors, none of what we do would be possible. Thank you to NORC, UCLA Center for Health Policy Research, DataForce, and Davis Research LLC for your continued support throughout these trying times!

Samantha Finley
PAPOR President
president@papor.org
Summer PAPOR Speaker Series: Profiles in Research

PAPOR’s second Speaker Series: Profiles in Research took place on August 17th. Participants included:

**Mollyann Brodie**
EVP and COO, Executive Director Public Opinion and Survey Research at KFF (Kaiser Family Foundation); former AAPOR president.

**Jessica Broome**
Head Southpaw and Founder at Southpaw Insights; Questionnaire Design Instructor, University of Michigan.

**Floyd Ciruli**
Founder, Ciruli Associates; Director of the Crossley Center for Public Opinion Research at the Korbel School of International Studies at the University of Denver; former PAPOR president.

PAPOR would like to thank Mollyann Brodie, Jessica Broome, and Floyd Ciruli for presenting at PAPOR’s summer Speaker Series: Profiles in Research.

Over 30 individuals participated in the Summer Speaker Series. After three amazing presentations by our speakers, there was an excellent Q&A.

If you missed the summer event, please make sure to check out the recording!

After each session, a copy of the slides will be available for all 2021 PAPOR members. Contact PAPOR council member Bob Davis (shortcourse@papor.org) for more information.
Upcoming PAPOR Speaker Series: Profiles in Research

These lunchtime Zoom panels feature speakers from the Public Opinion Research world. After we have heard from each speaker, there will be time for questions and answers.

**Cost:** Sessions will be free to members and students!

Not a member? [Join now](#) for only $20 to stay up to date for this continuing series!

**When:** 12-1:30 pm Pacific

**How:** Zoom session—Moderated by Bob Davis

**Upcoming Topics:**

November: PAPOR Speaker Series: Profiles in Research — Journalism and the News

January 2022: PAPOR Speaker Series: Profiles in Research — Dot Com Researchers

If you missed any of the previous Speaker Series events, or would like to watch future recordings, please check out [PAPORorg](#) on YouTube. You can also find these videos on the PAPOR website under the Profiles in Research section.
PAPOR members met on August 19th to celebrate Hawaiian culture by having an end of summer luau. Members created fun research/public opinion related drink names, participated in a round of trivia, and were able to show off their best virtual Hawaiian/Islander background. If you’re interested in making some fun cocktails/mocktails for your next get together, here are some ideas:

The **Maui Cruiser** is made with fresh pineapple, orange, guava, passion fruit juice, and is blended with strawberry and mango puree.

**Hawaiian Mule**

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<tr>
<td>2 oz</td>
<td>Kōloa Gold Rum</td>
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<tr>
<td>2 Tbsp</td>
<td>Roasted Pineapple, Diced</td>
</tr>
<tr>
<td>3-4</td>
<td>Mint Leaves, Chopped</td>
</tr>
<tr>
<td>1 oz</td>
<td>Kalamansi Juice</td>
</tr>
<tr>
<td>2-3 oz</td>
<td>Ginger Beer</td>
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Other fun research related drink names included Passion for Polls, Multivariate Maui, Biased Beer, Mixed-Methods Mule, Big Wave Winery, Sampling Splash, Methodology Mule, Golden Data Passion, Castaway Comment and Summer Survey IPA.

**Prize Winners**

**Best Name:**

*Orange Ya Glad I Took Your Survey*

**Trivia Winner:**

*Annie Weaver & Danell Brewster*

**Best Hawaiian/Islander Background:**

*Jenny Benz*
2021 Student Paper Competition

Submission Date: October 8, 2021

The PAPOR Annual Conference is a gathering of professionals from all sectors engaged in public opinion and public policy research, including academia, government, private sector, and nonprofit. Undergraduate and graduate student participation is highly encouraged.

PAPOR encourages students (and their faculty) to submit papers related to surveys, public opinion, or market research for the annual Student Paper Competition. Papers must have been authored by graduate or undergraduate students currently attending colleges and universities within PAPOR’s region. For more information on how to apply, see the 2021 Student Paper Competition (PDF) or email the Student Paper Competition Chair.

Papers should focus on survey methods, public opinion, or market research. Topics could include, but are not limited to: substantive findings about public opinion on any subject, statistical techniques or methodological issues, new technologies or methodologies, or theoretical issues in the formation, change, or measurement of public opinion. We encourage entries from any field that employs survey and opinion research, including political science, communication, psychology, sociology, marketing, health studies, and many others.

Submissions should be also authored by graduate or undergraduate students currently attending colleges and universities in PAPOR’s geographic region: California, Oregon, Washington, Hawaii, Alaska, Idaho, Montana, Nevada, Utah, Arizona, Colorado, New Mexico, or Wyoming. Student and non-student coauthors are permitted but travel expenses and honorary memberships will go to only one student author.

The submission window closes at midnight PST. The entries will be judged by a panel of researchers selected from PAPOR’s membership and should not exceed 30 pages total.

Student Paper Awards

First Place Winner:
- Cash award of $250
- Opportunity to present the research at the PAPOR 2021 virtual conference
- Honorary one-year membership to PAPOR
- Recognition in the PAPOR Trail Newsletter
- Registration to the 2021 PAPOR virtual conference

Second Place Winner:
- Opportunity to present the research at the virtual conference
- Honorary one-year membership to PAPOR
- Recognition in the PAPOR Trail Newsletter
- Registration to the 2021 PAPOR virtual conference

PLUS: An opportunity to be mentored by survey and public opinion researchers among PAPOR’s membership. Winners are typically invited to present at the National AAPOR Conference in May!
SAVE THE DATE

ANNUAL CONFERENCE – VIRTUAL

DECEMBER 1-3, 2021

MORE INFO AT: WWW.PAPOR.ORG
Call for Papers: PAPOR Conference 2021

Call for Participation at the 2021 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research (PAPOR)

December 1-3, 2021
Virtual on Zoom

Submissions for the 2021 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research are now open. PAPOR enthusiastically welcomes submissions for panel presentations on any topic related to public opinion research, theory, or methodology. We encourage participation from all sectors engaged in public opinion and public policy research, including academia, government, private sector, and non-profit.

We recognize it has been a challenging 2020 and 2021. We are encouraging abstract submissions for projects at any stage of the research process and just ask that you prepare a talk that allows you to best share your research with other participants to allow for good discussion in advancing public opinion research.

NEW THIS YEAR:
The 2021 conference will take somewhat of a different form now that we will be connecting virtually, namely, the conference itself will be shorter and feature abbreviated panel sessions to allow for more personalized connections via breakout rooms and we're trying to keep screen time to a minimum. This also means the cost for attendance this year will be reduced. Stay tuned for more details.

Take a look at the agendas from our recent conferences and events on our website for some context on what you can expect: http://www.papor.org/events/annual-conference/past-conferences/

Abstract Submission Process
All abstracts must be no longer than 300 words and must be received no later than midnight (PDT) on October 15, 2021. Abstracts should be submitted online at this link: 2021 PAPOR Abstract Form

Panel Moderators
The PAPOR conference is made possible thanks to the help of many volunteers, including those who moderate each of the panel sessions. Moderators are responsible for introducing each presenter and keeping the session running on time. If you are planning to attend the conference and would like to serve as one of our panel moderators, please email confchair@papor.org with the subject line “PAPOR moderator” to indicate your interest. We would appreciate it!

If you would like to organize a panel on a particular theme, please email confchair@papor.org with a proposal detailing the suggested panel topic and the names of two to three potential presenters. Panel organizers will work with the conference chair and associate conference chair to recruit and select presenters for their panel.

Sponsorship
Sponsorship is a great way to publicize your organization and support public opinion research. If you or your organization is interested in becoming a PAPOR sponsor, we have several different levels of sponsorship to consider. Please contact our Sponsorship Chair at sponsorship@papor.org for more information on how to become a PAPOR sponsor.

We look forward to seeing you online!
The answers to the questions above can be found on page 11, so please keep reading to find out if you were correct!
Thank you to our 2021 PAPOR Sponsors!

**Champions**

**NORC at the University of Chicago** is an objective non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

**Fellows**

**The UCLA Center for Health Policy Research** is one of the nation’s leading health policy research centers and the premier source of health policy information for California. The UCLA CHPR is the home of the California Health Interview Survey (CHIS), the nation’s largest state health survey and one of the largest health surveys in the United States. Policymakers, researchers, health experts, members of the media, and others depend on CHIS for credible and comprehensive data on the health of Californians. The UCLA CHPR conducts research on a variety of national, state, and local health policy issues, including health insurance, health care reform, health economics, health disparities, and chronic diseases.

**Corporate Friends**

**DataForce** is an industry-leading data collection company specializing in survey and study management for all business sectors with a focus on mission-driven companies in education, government, and healthcare. We are the next generation of the Survey & Assessment Services Division launched in 2001 by Apperson.

**Davis Research** is a market research company that has provided research services to the business community since 1970. We have the experience and research team to successfully execute research projects using leading edge tools and methodologies. Our innovative approach and adaptive ingenuity have given us the reputation of delivering the “Davis Difference” on every project.

PAPOR offers several levels of corporate sponsorship, providing exposure to both AAPOR and PAPOR members throughout the calendar year.

**Become a PAPOR Sponsor Today!**

If you would like to Support PAPOR by becoming a sponsor or would like to get more information, please contact the Sponsorship Chair at sponsorship@papor.org.
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California State Employment Development Department
president@papor.org

Vice President/President-Elect - Rico Neumann
University of Washington
vpres@papor.org

Immediate Past President - Jessica Gollaher
Sacramento State Public Health Survey Research Program
pastpres@papor.org

Secretary - Rebecca Hofstein Grady
Scopely
secretary@papor.org

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California State Employment Development Department
treasurer@papor.org

Membership Chair - Jennifer Benz
NORC
membership@papor.org

Conference Chair - Erin Pinkus
SurveyMonkey
confchair@papor.org

Associate Conference Chair - MaryLauren Malone
Scopely
confassoc@papor.org

Student Paper Competition Chair - Annie Weaver
Opinion Dynamics
studentpaper@papor.org

Councilor-at-Large, Mini Conference - Alyssa Dykman
City of Piedmont
miniconf@papor.org

Councilor-at-Large, Newsletter - Matthew Foy
California State Employment Development Department
newsletter@papor.org

Councilor-at-Large, Short Course Chair - Bob Davis
Davis Research
shortcourse@papor.org

Councilor-at-Large, Sponsorship - Natalie Teixeira
Westat
sponsorship@papor.org

Student Representative - Rafi Najam
Oregon State University
studentrep@papor.org

PAPOR.org Webmaster - Brian Wells
UCLA Center for Health Policy Research
webmaster@papor.org

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 September 2021, PAPOR has 133 current Members: 121 regular members, 6 Students, and 6 Honorary Lifetime members.

- Gender:
  54% Male
  46% Female

- Race/Ethnicity:
  84% Non-Hispanic White
  16% Other or Multi-Racial

- Industry:
  45% For-Profit / Private
  21% Academic
  13% Non-Profit
  8% Government
  4% Consultant
  2% Student
  7% Other/Retired/Not employed

- Region:
  57% California; 9% Washington; 7% Oregon; 6% Utah; 3% Arizona; 2% Colorado; 1% Nevada; with the remainder spread across Hawaii, Georgia, Illinois, Washington D.C., New York, Kansas, Montana, New Jersey, North Carolina, Pennsylvania, Texas, as well as Alberta and British Columbia, Canada.

Test Your Hawaii Knowledge

Bird: Nene
Fish: Reef trigger fish or humuhumunukunukuāpua‘a
Flower: Hibiscus brackenridgei or Ma‘o hau hele or yellow hibiscus
Biggest city: Honolulu
Most popular dish: Ahi poke

Tallest volcano: Mauna Kea or Mauna a Wākea
Curviest road: Road to Hana (Maui)
Captured the sun: Haleakalā (house of sun)
Maze: Pineapple