

The PAPOR Trail

Summer Issue | June 2021



President's Letter

Greetings, PAPOR members!

It's starting to heat up outside, which mean the PAPOR summer events are under way!

In April, we had our first Spring Speakers Series: Profiles in

Research, featuring Jill Darling, Shakari Byerly, and Don Dillman. If you weren't able to attend, you can watch it [here](#)! Coming in July, we will have the Summer Speaker Series, featuring health and healthcare research.

In May, AAPOR held the annual conference virtually for the second year. Although we are all hoping to go back in person next year, Kristen Olson, AAPOR Conference Chair, and Darby Steiger, AAPOR Associate Conference Chair, did an amazing job. During the conference, PAPOR participated in the virtual Chapter Mixer and virtual coffee break. It was great to see new faces, and it's always great to see long time PAPOR members, and past council members. See page 5 for more details.

In June, we had the annual PAPOR Mini-Conference, featuring several speakers and PAPOR-dy! (PAPOR's version of Jeopardy). See page 4 for more details.

Later in the fall, we will have our annual student paper competition. Students, please be on the lookout for that!

December 2-3 is the annual PAPOR Conference. We are still deciding on the way the conference will look. Members, watch for an upcoming survey to provide feedback on your preference for an in-person conference, virtual conference, or some kind of hybrid of the two.

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PAPOR includes 13 states, and has members from all over the country and Canada. Any assistance you could provide for hosting or co-hosting an in-person or virtual happy hour, or social, to bring together members is encouraged and supported by council. If you'd like assistance planning or advertising for a PAPOR social, please reach out to president@papor.org or membership@papor.org. Council is planning an end of summer Luau. More to come on that!

Before I close, I wanted to thank our sponsors. Our success is directly related to your generous support. Thank you for all you do!

Have a wonderful summer,

Samantha Finley

PAPOR President

president@papor.org

**Renew your PAPOR
Membership today!**

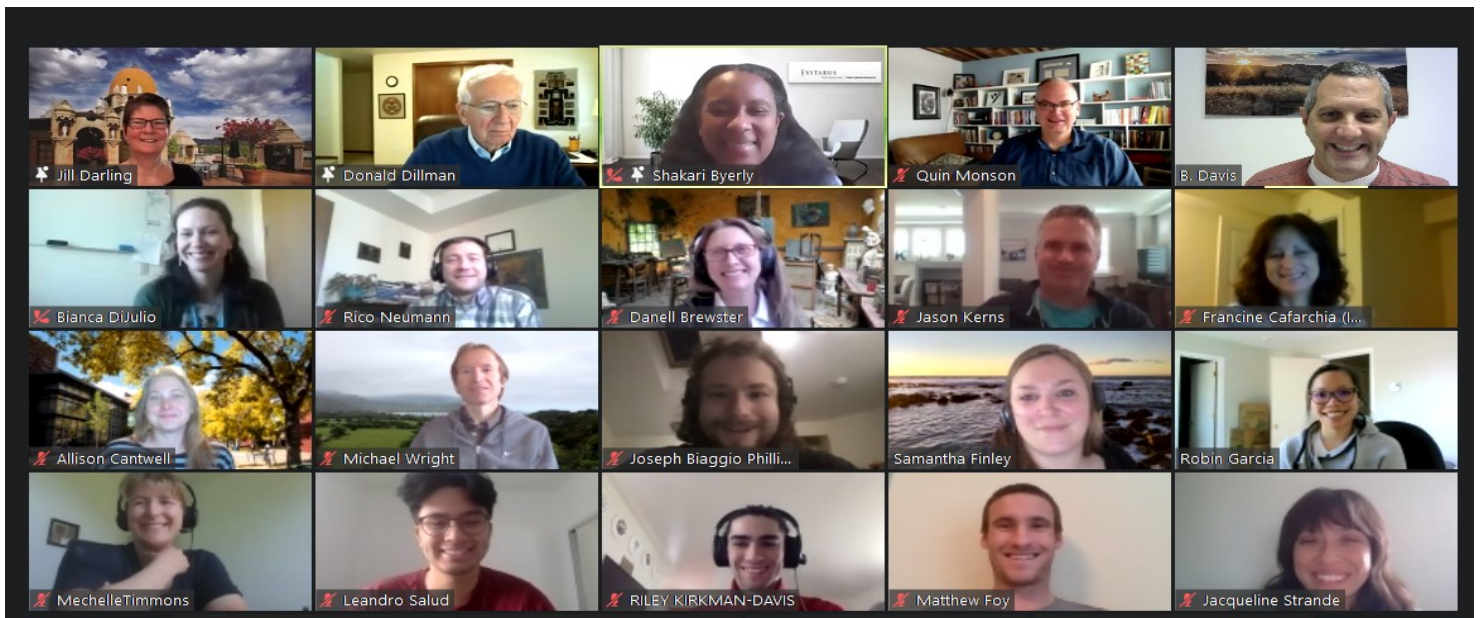
April's 2021 PAPOR Speaker Series: Profiles in Research

PAPOR's first Speaker Series: Profiles in Research took place on April 21st. Each participant spoke about:

- ⇒ **What They Are Currently Working On**
- ⇒ **Passions Outside of Work**
- ⇒ **Education**
- ⇒ **Organizations They Love**
- ⇒ **Pivotal Moments in Life**
- ⇒ **What They Wish They Had More Time To Talk About**
- ⇒ **Key Takeaways From Discussion**

A total of 45 individuals participated in the Speaker Series. PAPOR would like to thank Shakari Byerly, Jill Darling, and Don Dillman for participating in April's PAPOR Speaker Series: Profiles in Research. *Upcoming Speaker Series* events will take place in July 2021, October 2021, and January 2022. Registration for these events should be available soon, so please keep an eye out for notifications!

If you missed April's Speaker Series event, please make sure to check out the [recording](#).



After each session, a copy of the slides and a recording of the webinar will be available for free for all 2021 PAPOR members. Contact PAPOR council member Bob Davis (shortcourse@papor.org) for more information.

2021 PAPOR Speaker Series: Profiles in Research (cont'd.)

Upcoming PAPOR Speaker Series: Profiles in Research Events

These will be lunchtime Zoom panels that 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! PAPOR membership will include free admission to all of the upcoming speaker series events.

When: 12-1:30 pm Pacific

How: Zoom session— Moderated by Bob Davis

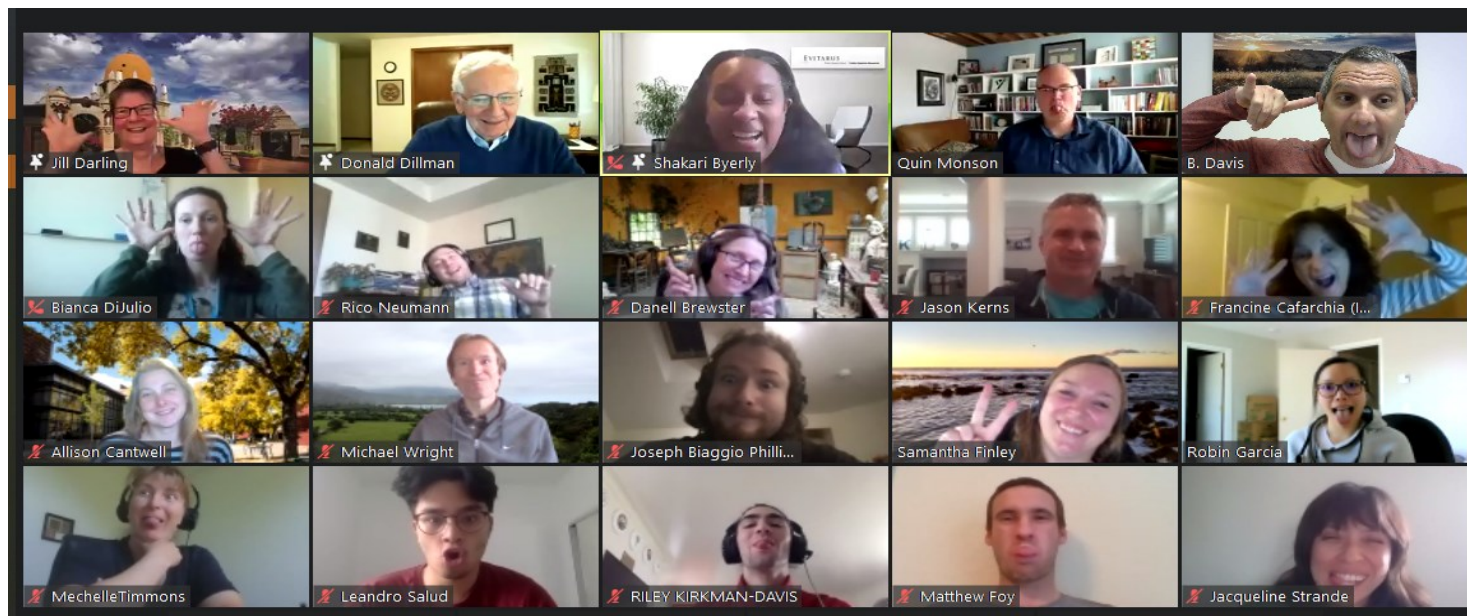
Topics:

July: PAPOR Speaker Series: Profiles in Research — Health and Healthcare Research

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

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

You won't want to miss these upcoming informative and fun events!



After each session, a copy of the slides and a recording of the webinar will be available for free for all 2021 PAPOR members. Contact PAPOR council member Bob Davis (shortcourse@papor.org) for more information.

2021 PAPOR Mini-Conference

The annual PAPOR mini-conference was held on Friday, June 25, from 12-2pm PST. The mini-conference was a recap of research presented at the 76th Annual AAPOR conference. This event was meant for those who were unable to attend the AAPOR conference, and gives those who did attend the chance to learn about sessions they may have missed.

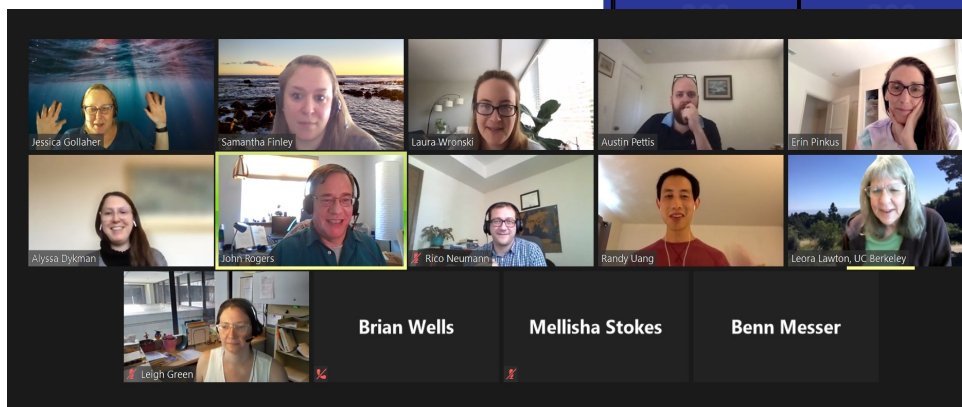
The mini-conference summarized research from fellow PAPOR members about some of the most important issues facing our industry. The first part of the mini-conference featured 5 bite-sized research presentations on topics ranging from the 2020 election and methods to COVID-19 and immigration.

The second part included an interactive game of PAPORDy! (Jeopardy! adapted for PAPOR). Participants learned interesting facts about PAPOR's region and history. Thank you to all who

Topics, Speakers, and Agenda:

- ⇒ 12:00-12:07 PM: Welcome and Introductions
- ⇒ 12:07-12:20 PM: **Lunna Lopes, KFF**
COVID-19 Vaccine Hesitancy: Skepticism across Race/Ethnicity
- ⇒ 12:20-12:30 PM: **Austin Petitis, SurveyMonkey**
Tracking COVID-19 Understanding, Concerns, Health Risks, Behaviors, and Attitudes
- ⇒ 12:30-12:40 PM: Question and Answer
- ⇒ 12:40-12:50 PM: **Laura Wronski, SurveyMonkey**
How Could Polling Have Better Told the Story of the Red Mirage and the Blue Wave in the 2020 Election?
- ⇒ 12:50-1:00 PM: **David Sterrett, NORC**
AP VoteCast's Innovative Approach to Election Surveys
- ⇒ 12:50-1:00 PM: Question and Answer
- ⇒ 1:00-1:10 PM: **Tim Gravelle, SurveyMonkey**
Spatial Variation in Public Support for the US-Mexico Border Wall
- ⇒ 1:10-1:20 PM: **Paul J Lavrakas, Consultant**
Investigating Nonresponse and Nonresponse Bias in a Nonresponse Follow-up (NRFU) Study
- ⇒ 1:20-1:30 PM: Question and Answer
- ⇒ 1:30-2:00 PM: PAPORDy!

AAPOR 101	PAPOR Genesis	Modern PAPOR	Polling 101	PAPOR stats
100	100	100	100	100
200	200	200	200	200
		300	300	300
		400	400	400
		500	500	500
		Team 1		
		3200		



PAPOR Chapter Mixer and Coffee Break

Chapter Mixer

On Tuesday, May 11th, AAPOR held the annual Chapter Mixer at the AAPOR Conference. Over 120 conference attendees met virtually! Each chapter shared details about their region and regional events. PAPOR members asked 4-5 trivia questions about PAPOR ([test your PAPOR knowledge on page 9](#)). AAPOR raffled off a gift card to a mixer participant. It was fantastic to learn about the different chapters, and to hear about all of the exciting things that each chapter does each year.



Coffee Break: Ask Your Chapters Anything!

On Wednesday, May 12th, each Chapter was able to share details about their Chapter, and then participants were invited to ask questions. Over 30 conference attendees joined, and chapters were able to share best practices and insights for successful membership recruitment, event hosting and planning, and much more.



Check us out! [Twitter](#) [LinkedIn](#)

2021 Student Paper Competition

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 non-profit. 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 on **October 8, 2021**. 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
- ⇒ Up to \$250 in travel expenses to the PAPOR Annual Conference in San Francisco, December 2-3, 2021
- ⇒ PAPOR conference registration, recognition in the program
- ⇒ Opportunity to present the research at the virtual conference
- ⇒ Honorary one-year membership to PAPOR

Second Place Winner:

- ⇒ PAPOR virtual conference registration, recognition in the program
- ⇒ Opportunity to present the research at the virtual conference
- ⇒ Honorary one-year membership to PAPOR

PLUS: Winners are typically invited to present at the National AAPOR Conference in May!

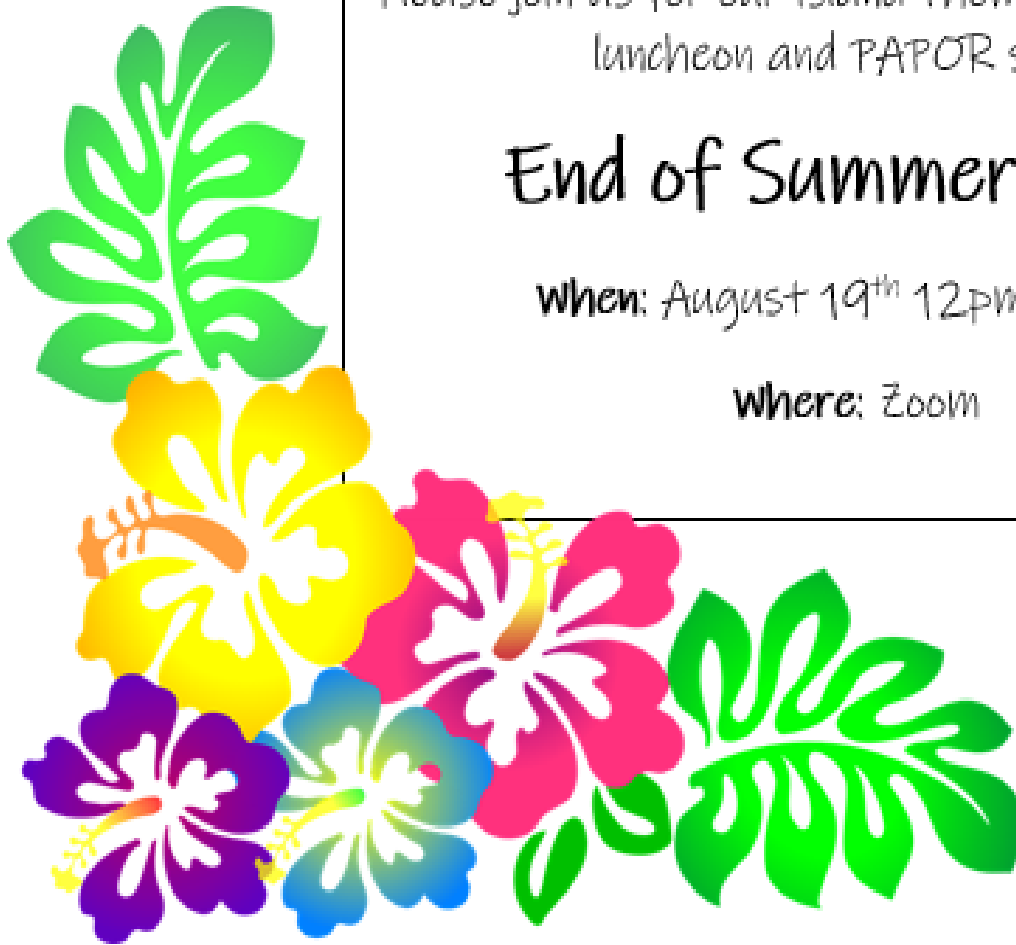
2021 PAPOR End of Summer Luau

Please join us for our island themed virtual game luncheon and PAPOR social!

End of Summer Luau

When: August 19th 12pm to 1pm

Where: Zoom



PAPOR invites you to come share your summer highlights. Let's cheer on our friends in academia as they begin another year. Festive luau themed backgrounds are always welcome!

2021 Mitofsky Award

The [Board of Directors](#) of the Roper Center for Public Opinion Research at Cornell University is pleased to announce [Lawrence D. Bobo](#), Dean of Social Science and the W. E. B. Du Bois Professor of the Social Sciences at Harvard University, as the recipient of the **2021 [Warren J. Mitofsky Award for Excellence in Public Opinion Research](#)**. This award recognizes Bobo's scholarly contributions to our understanding of public opinion, in particular the opinions of and about African Americans, as well as his extensive use of data from the Roper archive, most notably in his coauthored and influential book, [Racial Attitudes in America: Trends and Interpretations](#).

Originally published in 1985 and revised and updated in 1997, *Racial Attitudes in America: Trends and Interpretations*, coauthored with Charlotte Steeh, Maria Krysan, and 2017 [Mitofsky Award winner Howard Schuman](#), remains one of the most important and comprehensive presentations and interpretations of trends in American racial attitudes – among both whites and blacks – since the 1940s. In the preface to the 1997 edition, Bobo and his colleagues thank the Roper Center for quickly making the curated 1996 General Social Survey data available, allowing them to extend their trend analyses an additional two years.

In addition to *Racial Attitudes in America: Trends and Interpretations*, Bobo is coauthor or coeditor of other influential volumes addressing issues at the intersection of public opinion, social psychology, social inequality, politics, and race, including [Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute](#); [Race, Racism, and Discrimination: Bridging Problems, Methods, and Theory in Social Psychological Research](#); [Urban Inequality: Evidence from Four Cities](#); [Prismatic Metropolis: Inequality in Los Angeles](#); [Racialized Politics: The Debate about Racism in America](#); and [Race, Public Opinion, and the Social Sphere](#). His research has also appeared in leading journals such as *American Sociological Review*, the *American Journal of Sociology*, *Social Forces*, the *American Political Science Review*, the *Journal of Personality and Social Psychology*, *Social Psychology Quarterly*, and *Public Opinion Quarterly*.

Bobo is a founding editor of the [Du Bois Review: Social Science Research on Race](#), and an elected member of the National Academy of Science. His many Fellowships include those with the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the Guggenheim Foundation, the Center for Advanced Study in the Behavioral Sciences, and the Russell Sage Foundation. He has received research grants from the National Science Foundation, the Russell Sage Foundation, the Ford Foundation, and the Spencer Foundation. He is the recipient of the [2020 AAPOR Award for Exceptionally Distinguished Achievement](#).

Bobo, who received a B.A. in Sociology from Loyola Marymount University, and an M.A. and Ph.D. in Sociology from the University of Michigan, has held tenured faculty appointments at the University of Wisconsin Madison, the University of California Los Angeles, Stanford University (where he was Director of the Center for Comparative Studies in Race and Ethnicity), and, currently, Harvard University in the Departments of Sociology and African and African American Studies. In 2018, he was appointed as Harvard's Dean of Social Science in the Faculty of Arts and Sciences.

In recognition of Lawrence D. Bobo's numerous contributions to understanding American public opinion generally and the dynamics of race and public opinion more specifically, this award is given.

To support the Roper Center's Mitofsky Award Celebration, please visit this [link](#).

Test Your PAPOR Knowledge

- ⇒ What was the last state in the PAPOR region to be admitted to the United States?
 - A) Alaska
 - B) Washington
 - C) Hawaii
 - D) Arizona

- ⇒ True or False: PAPOR is home to both the state with the largest population and the state with the smallest population.
 - A) True
 - B) False

- ⇒ Approximately how many wineries are in California, Oregon, and Washington?
 - A) 610
 - B) 6,100
 - C) 61,000
 - D) 610,000

The answers to the questions above can be found on page 11, so please keep reading to find out if you were correct!

Check us out! [Twitter](#) [LinkedIn](#)

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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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 2021, PAPOR has 130 current Members: 119 regular members, 5 Students, and 6 Honorary Lifetime members.

- **Gender:**
 - Male 54%
 - Female 46%
- **Race/Ethnicity:**
 - Non-Hispanic White 84%
 - Other or Multi-Racial 16%
- **Industry:**
 - 45% For-Profit / Private
 - 21% Academic
 - 13% Non-Profit
 - 8% Government
 - 4% Consultant
 - 2% Student
 - 8% 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 PAPOR Knowledge:

- 1) C
- 2) B
- 3) A