



Pacific Chapter of American Association
for Public Opinion Research

*Bringing together professionals in public opinion
and survey research in the western United States*

The PAPOR Trail

Summer Issue | July 2018

President's Letter



Dear PAPOR Members,

Happy Summer! It was great seeing many of you at the AAPOR conference in Denver in May. It was a busy one for PAPOR!

For those of you who may have missed it, PAPOR

organized an off-site event to celebrate the AAPOR conference being in our region this year. More than 400 conference attendees came and it was a lot of fun! It was such a hit that AAPOR and other regional chapters want to now make sure an off-site chapter event is a routine part of the AAPOR conference. It's success was due to the amazing PAPOR organizers – Ginger Blazier, Lynn Stalone and Jessica Gollaher – and generous sponsorships from a variety of businesses and organizations, including sponsorships from each of the AAPOR regional chapters. THANK YOU!

PAPOR also had fun connecting with other chapters and members at the conference chapter reception. The PAPOR giveaway this year featured a gift basket from Arizona, one of the states in our region. Of course, we were busy attending sessions too. Several PAPOR members brought back what they learned at AAPOR and presented that information in-person and via webinar at our annual mini-conference in late-June. For a full re-cap of the mini-conference, read on in this newsletter.

Looking ahead, we're beginning to gear up for the annual PAPOR conference in December in San Francisco and our student paper competition. Stay tuned for more information on these in the coming months and help us spread the word to students and recent grads.

We're also still looking to organize happy hours or coffee meetups across the PAPOR region – please let me know if I can help you organize folks on a hyper-local level (Utah? Seattle? Portland?). With PAPOR's wide geographic reach, it's nice to be able to see fellow PAPOR members near you more often.

Bianca DiJulio

2018 PAPOR President

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PAPOR Members at AAPOR 2018 (from left to right):
Bianca DiJulio, Bob Davis, and Ashley Kirzinger

Please Join Us!

Fall Sacramento Social:

August 24, 2018 at Hilltop Tavern
in Sacramento from

4:30-7:00pm

Come meet new local colleagues, or catch
up with folks you've known for years!

Renew your PAPOR Membership / Sponsorship today!

May 1st we had our very first **Bay Area PAPOR social event**, and June 8th we had our very first **Sacramento PAPOR social event!**



We had great participation at both events and appreciate everyone who came out! We also want to **give a big thank you to our sponsors** for their support!

Interested in hosting a social event in your local area to meet and network with other PAPOR members?
[Tell us about it.](#)

Check out what PAPOR members were up to at this year's AAPOR conference!

- Over 35 PAPOR members presented or coauthored more than 45 papers presented at the conference.
- Three of the Student Travel Award winners were PAPOR members.
- More than 400 conference attendees attended the PAPOR-



PAPOR Members at AAPOR 2018 (from left to right): Edward "Paul" Johnson, Jessica Gollaher, Bianca DiJulio, and Bob Davis.

organized off-site event to celebrate the conference being in our region this year. The event was a successful night of comradery, networking, photos in the photo booth, games, prizes, music, and karaoke.



Thursday Night: Off-Site PAPOR Chapter Event-AAPOR 2018

(from left to right): Bianca DiJulio, Julia Tomassilli, Lynn Stalone, Ginger Blazier, David Kordus, and Jessica Gollaher.

- PAPOR members connected with new AAPOR members and other chapters at the New Member and All-Chapter Welcome Mixer, giving away mini-chocolates and raffling off an Arizona gift basket.

Student Spotlight



**Leigh Ann
Powell,
California
State
University,
Sacramento**

This last May 2018, Leigh completed her Master of Arts degree in Psychology from California State University. To rewind, Leigh attended CSU where she later earned her BA in Psychology with a certificate in Applied Behavioral Analysis (ABA). During these years she took an internship as a behavioral aide at an after school care center for adolescents with Autism Spectrum Disorder where she practiced ABA therapeutic techniques and data collection and reporting on behavioral patterns. Later, Leigh found a professor with a social research laboratory studying Health Psychology where she was able to contribute to novel research and learn the process of dissemination to conferences and in papers. Leigh then took her knowledge of Health Psychology and implemented it in public school after school programs, where she taught the “Power Play! Campaign” line of physical activity and healthy eating play lessons created by the California Department of Public Health to groups of schoolchildren. During the summer after undergrad, Leigh continued to work with a Behavior Analyst at the university to design a study at a senior-care center for residents with dementia and memory issues wherein used structured preference assessments to determine activities for entertainment throughout the day among seniors suffering from severe dementia in order to improve their quality of life.

Leigh was then accepted to CSU Sacramento in the Master of Arts program in General Psychology and was involved in multiple research experiences. During this time, she contributed to an experimental Health Psychology research lab where biological and cognitive outcomes of physical activity were of high interest. She was the lead research assistant in a laboratory focused on community outreach and

evaluation of programs such as Girls on the Run, and Boys and Girls Clubs. In this lab, she also assisted in designing studies to surveil wellbeing in the college experience, with publications based on those findings in review. Leigh then found employment in data collection and quality control at the campus based Public Health Survey Research Program as a Graduate Assistant where she experienced data collection and maintenance on a mass scale. Leigh is now a Research Project Coordinator at PHSRP and is looking forward to her career in Public Health Research or User Research and continuing to build connections within PAPOR moving from a student membership to full.

**Call for
papers!**

PAPOR encourages students to submit papers related to surveys, public opinion, or market research for the annual [2018 Student Paper Competition](#). Papers must have been authored by graduate or undergraduate students currently attending colleges and universities within PAPOR’s region (California, Oregon, Washington, Hawaii, Alaska, Idaho, Montana, Nevada, Utah, Arizona, Colorado, New Mexico, or Wyoming).

There are **two winners** every year:

The **first place winner** receives \$250 cash, paid conference registration, up to \$250 in travel expenses to the PAPOR Annual Conference in San Francisco, CA, one year honorary membership to PAPOR, and recognition in the conference program.

The **second place winner** receives paid conference registration, one year honorary membership to PAPOR, and recognition in the conference program.

The submission window closes October 15th at midnight PST. To learn more about the student paper competition and its benefits, go to www.papor.org or email Danell Brewster, Student Competition Chair, at StudentPaper@papor.org.

2018 PAPOR Mini Conference

PAPOR held its annual Mini Conference on June 29th. This mini conference was held both as a webinar and in-person at the Kaiser Family Foundation. This event allows PAPOR members that are unable to attend the annual AAPOR conference to catch up on some of the sessions offered. This year we had seven speakers present summaries of various panels and sessions that were presented at the 2018 annual AAPOR Conference in Denver.

Mike Dennis, from NORC at the University of Chicago, started the day with a *Summary of Web Panel Research*. He discussed several papers that evaluated survey mode effects, probability versus non probability samples, and the value of Non-response Follow-up recruitment (NFRU).

Paul Johnson, from Research Now SSI, followed and presented *Sampling Using Voter Files*. He discussed research assessing voter file vendors, likely voter models, and data collection modes, along with research addressing coverage bias and ways to avoid it.

Then Dean Bonner, from Public Policy Institute of California, presented *So Many Choices, Research on Response Scales*. He discussed research comparing bipolar versus unipolar scales, as well as anchored and unanchored scales. Overall means were higher with bipolar scales, but unipolar scales were more accurate. In addition, fully anchored scales provided greater accuracy.



After lunch, Cailey Muñana, from Kaiser Family Foundation, presented *Race to Understand America, The Minority Experience and Politics*. She discussed research exploring the long term effects of racism on the African American community.

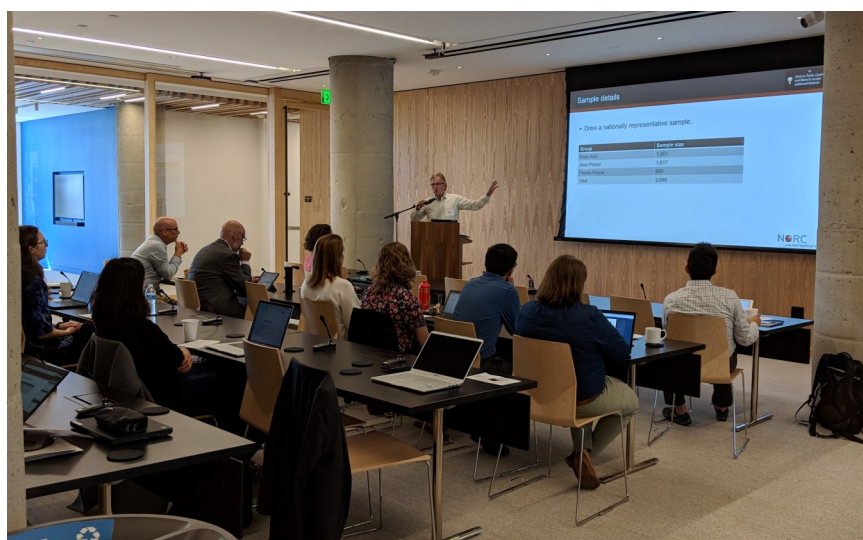
Ashley Kirzinger, from Kaiser Family Foundation, discussed tactics for *Surveying Rural America*. She noted that there is not a universal definition of 'rural' being used by survey researchers. Even some of the largest federal surveyors don't agree on a single definition, including the CDC, U.S. Census, and OMB.

Mechelle Timmons, from DataForce Research, remotely presented a *Summary of Mail Survey Research*. This research discussed that handwritten notes, handwritten signatures, nor biracial photos of researchers and respondents on recruitment letters had an impact on response rates.

Finally, Bryan Wu, from Kaiser Family Foundation, presented *Question Design, Survey Burden, and Respondent Burden*. This research emphasized that respondent characteristics, as well as survey topics, influence respondent burden more than other variables.

If you would like to learn more about a particular presentation [click here](#).

Special thanks to PAPOR executive council member David Kordus, for organizing an awesome mini conference for the 2nd year in a row and the Kaiser Family Foundation for hosting. We also want to give a huge thank you to our presenters and sponsors for their contributions.



AAPOR Webinar – PAPOR Chapter Spotlight “Public Opinion of the Affordable Care Act: A Deeply Loved/Hated Law”

July 19th, PAPOR’s very own Dr. Mollyann Brodie discussed the past, current, and future of polling on the controversial Affordable Care Act and how the lessons learned during the past eight years may also prove useful in future polling on the seemingly ongoing health care legislative debates and other controversial laws in highly polarized political climates. We’re excited that we were able to partner with AAPOR on this webinar to feature some of the great work being done in our region!

The 2010 Affordable Care Act (ACA), has a storied history including several near-death experiences, including most recently efforts in 2017 by President Trump and Republicans in Congress to repeal and replace the law. The webinar drew upon public opinion polling conducted monthly since 2010 to describe how, since the law’s passage in 2010 and throughout its implementation, public opinion of the law has been characterized by deep divisions, underpinned by partisanship.

Specifically, this webinar explored three lessons learned from this extensive research. First, it examined how when polling on the views and experiences with the ACA, responses are largely partisan, regardless of question wording or questionnaire design. Second, it reviewed the data that shows that although polling on the nuances of the complex legislation is complicated, it can yield deeper insights into the public’s views and actual experiences with the health care law. And finally, it showed that what most Americans mean, both presently and in the past, when they say they want health care reform is a reduction in their own health care costs. In addition to these polling lessons learned over the past eight years, the webinar looked ahead at what’s next for the ACA and the role health care may play in the upcoming mid-term elections. If you missed this great webinar, a [recording is available through AAPOR](#).

Dr. Brodie is Senior Vice President for Executive Operations and Executive Director, Public Opinion and Survey Research, at the Henry J. Kaiser Family Foundation (KFF). She is also the recipient of the 2018 [Warren J. Mitofsky](#) Award for Excellence in Public Opinion Research. ([See the full award announcement here.](#)) Congratulations, Dr. Brodie!

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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 July 2018, PAPOR has 155 current members. 140 regular members, 9 Students, and 6 Honorary lifetime members.

- Gender:**

Male 51%

Female 49%

- Race/Ethnicity:**

Non-Hispanic White 77%

Asian/Asian American 8%

Hispanic White 5%

Multi-Racial 5%

Black/African American 3%

Other 3%

- Industry:**

49% For-Profit / Private

25% Academic

10% Non-Profit

5% Government

5% Consultant

3% Other or Unsure

2% Retired/Not employed

- Region:**

67% California; 5% Utah;

5% Washington; 4% Oregon; 3% Nevada;

with the remainder spread across Arizona,

Alberta Canada, Colorado, Hawaii, Illinois,

Maryland, Massachusetts, Montana, New Jersey,

New Mexico, New York, North Carolina,

Pennsylvania, Texas, Virginia, and Washington

D.C.