



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

Winter Issue | December 2016

President's Letter



The Pacific Chapter of the American Association for Public Opinion Research (PAPOR) has had a great year. Many members were able to gather together at the AAPOR Annual Conference for AAPOR's New Member and All Chapter Welcome Reception.

Those that were not were able to network and catch up on the highlights with our Mini-Conference in June. Thanks to Dean Bonner, Councilor-at-Large (Mini Conference) and Public Policy Institute of California (PPIC) for hosting the event.

October had PAPOR's second main event, the LA Short Course which had great attendance from around the United States via webinar. This year's speaker, Matt Jans from UCLA, talked about the history of and best practices towards sexual orientation and gender identity measurement in surveys. The Short Course was longer than we normally do, but it had great materials on this key topic. It was clear that our surveys need to be adapted to include these key minorities. For those who missed it, Matt will be presenting a short course at the next AAPOR conference in New Orleans on this topic. A big thanks goes out to David Vannette, Councilor-at-Large (Short Course), for coordinating the event this year.

We look forward to our big finale, the PAPOR Annual Conference in San Francisco at the Marines' Memorial Club and Hotel, December 15-16th. Many thanks to

Mingnan Liu (Conference Chair), Mira Norton (Associate Conference Chair), and Executive Council members for collaborative work by teleconference.

Lastly I would like to give a big thank you to the sponsors of PAPOR and Ginger Blazier, Councilor-at-Large (Sponsorship) for her hard work on our behalf. We would not be able to keep the event prices and membership fees as low as we have without your support.

Best wishes,
Edward Paul Johnson
2016 President, PAPOR



Welcome Message from Conference Chair

Welcome to the 2016 annual conference of the Pacific Chapter of the American Association for Public Opinion Research (PAPOR). At the heart of our business is the willingness of ordinary people to share information—opinions, behaviors, and attitudes, voting intentions, health records, consumer preferences, and much more.

The “landscape” on which this information is shared by people, and collected and measured by researchers, has been continually expanding with emerging technologies and platforms. The traditional and well established data collection and analysis methods are constantly facing new challenges. Meanwhile, advanced technology empowered new methods are making our field more exciting than ever.

We at PAPOR believe it is through professional gatherings like ours that we learn how to better navigate that path. The coming together and sharing of knowledge about important aspects of public opinion and polling research can enlighten each of us and enable us to improve what we do. At this year’s conference events will cover a wide variety of the aspects of public opinion and polling research, and provide many opportunities to gain new knowledge and skills, and network with colleagues old and new.

Our plenary on the intersection of survey science, data science and behavioral, featuring Michael Link and Naomi Grewal. Our two short courses on usability testing for survey research and online polls &

registration-based sampling, led by Emily Geisen, Quin Monson and Scott Riding, will offer valuable insights into these issues. In addition, the papers and posters presented at the conference will provide cutting-edge research on several important, including sampling, design and analysis; the 2016 election; public opinion on important social issues; survey design and best practices; and, marijuana and public opinion change.

I hope you enjoy our conference and the location, the Marines’ Memorial Club & Hotel, which was created as a living memorial to service members. While here, I encourage you to visit the General E. O. Ames Library and Museum, located on the 11th floor near our event, and to enjoy all that San Francisco has to offer.

Thank you for your attendance and support,
Mingnan Liu
2016 PAPOR Conference Chair



For the fourth consecutive year, the PAPOR Annual Conference is held at the Marines’ Memorial Club & Hotel, just one block off Union Square at 609 Sutter Street, in the heart of downtown San Francisco. The Beaux Art-style building enjoys San Francisco’s protected landmark status.

The Marines Memorial Club was recognized on June 25, 2015 by the California Heritage Council for its uniqueness as a Living Memorial and for efforts to preserve the character and charm of old San Francisco.



2016 PAPOR Student Paper Competition

PAPOR is pleased to sponsor the annual Student Paper Competition to encourage undergraduate and graduate student participation.

Jessica Gollaher, PAPOR Student Paper Competition Chair, and two volunteers (Ginger Blazier and Paul Johnson) judged the 2016 paper submissions. The committee was very pleased with the overall quality of all submissions.

Congratulations to the winners of the 2016 PAPOR Student Paper Competition! The students will receive their awards at the PAPOR Conference in San Francisco.

First place winner

1st place Tom Holub, UC Berkeley

Remembering the Alamo: Demographic change and Texas politics

The 1st place paper is awarded a cash prize of \$250, conference registration, up to \$250 for travel expenses to attend the conference, a honorary one-year membership to PAPOR and a spot at the 2016 PAPOR conference to present research.

Tom Holub was born and raised in New Jersey, but has lived in the Bay Area since 1988. After working in technology for many years, in 2013 he returned to school at Berkeley City College, and then as a reentry student at the



University of California, Berkeley, where he is majoring in Urban Studies in the College of Environmental Design.

In Leora Lawton's Demography class at Berkeley, Tom's obsession with Nate Silver led to him developing an election simulation based on projected demographic change in the state of Texas. The simulation was built prior to the 2016 election, and it did a decent job of predicting the Presidential results in the state, where the race was actually closer than Ohio.

Tom lives in Oakland with his wife Nancy. He continues to work in technology as an independent consultant for Totally Doable Consulting.
<http://totallydoable.com/>

Runner-up

2nd Place Jan Karem Hühne

Stanford University

New Insights on the Cognitive Processing of Agree/Disagree and Item-Specific Questions

The 2nd place winner receives a paid Conference Registration, an honorary one-year membership to PAPOR, and a spot on the PAPOR conference program.

Jan Karem Hoehne is a PhD student and research assistant in the field of survey design and methodology at the University of Goettingen, Germany. Currently, he is visiting student researcher at Stanford University to work with the Political Psychology Research Group (PPRG). In his PhD project he is investigating cognitive effort and data quality of question formats. His research interests also include eye tracking, paradata, and web-survey design.



LA Short Course

PAPOR hosted the LA Short Course with the topic *Measurement of Sexual Orientation and Gender Identity* on October 14, 2016, live in Los Angeles & via live webinar. Thanks to instructor Matt Jans, Data Quality and Survey Methodology Manager, and our host venue, UCLA Center for Health Policy Research.

As Survey Methodologist for the California Health Interview Survey (CHIS), Matt has collaborated with the influential Williams Institute – the UCLA-based LGBT law and public policy think tank – to design and test gender identity questions in CHIS. This work has already begun to influence federal recommendations and practices on SOGI measurement. His work on sexual orientation measurement has been published in the American Journal of Public Health. He is an Adjunct Assistant Professor at JPSM (University of Maryland) and the Graduate Program in Survey Research (UConn) where he teaches data collection. He is a member of AAPOR and PAPOR.



PAPOR Mini Conference

Each year, PAPOR hosts a mini-conference to recap key findings from the annual AAPOR Conference. Industry volunteers who attend the national conference present summaries of findings at the mini-conference.

This year's mini-conference was held at the PPIC Bechtel Conference Center in San Francisco. Overall, the conference had gone well with in-person attendance and via webinar. Thanks to the participants for their feedback/suggestions on the mini-conference and the positive comments about the Center.

Presentations (2012-2016) are available at the PAPOR website. Permission is granted to download these documents from the website for non-commercial use.

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2016 Presentations:

Transparency Initiative Update
Ashley Kirzinger
Kaiser Family Foundation

Experiments in Mobile Research
Mary McDougall, Survox

Elections and Polling
Lunna Lopes
PPIC

President's Address
E. Paul Johnson
Survey Sampling International

Methodology of Non-probability Panels
Charles DiSogra
Abt SRBI

Professional Development: Project Management
Jennifer Franz
JD Franz Research, Inc.

SurveyMonkey at AAPOR
Laura Wronski
SurveyMonkey

Next Mini Conference:
June 2017, San Francisco



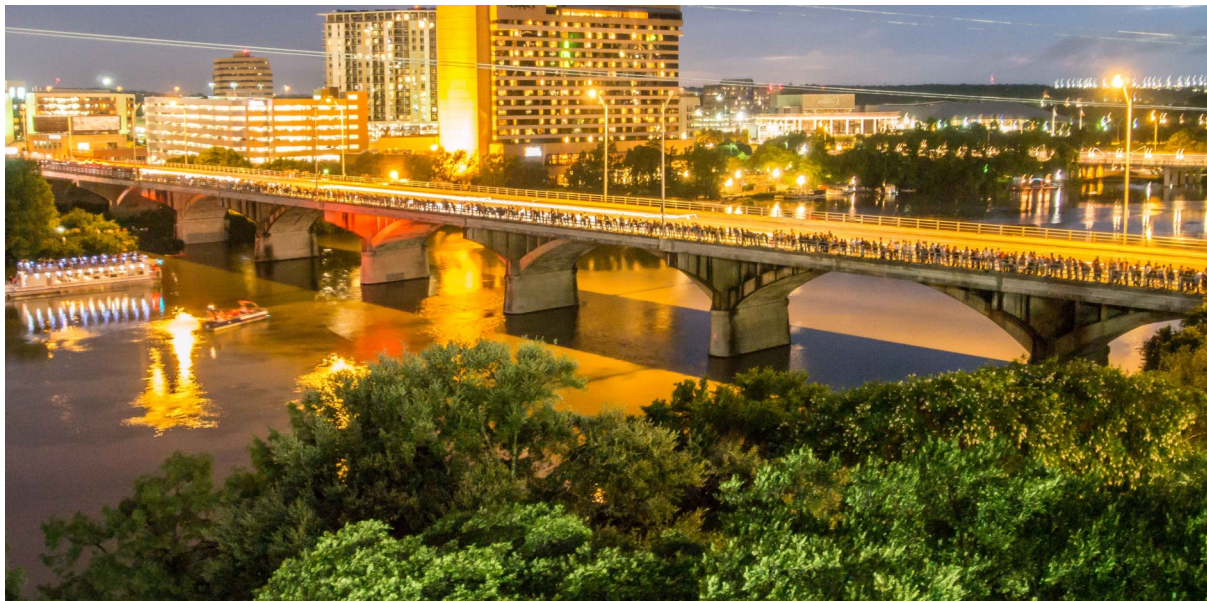
President-elect **Benjamin Messer** (left in photo) looks forward to working with the new PAPOR Executive Council in 2017. The election takes place at the lunch and Chapter meeting at the PAPOR Annual Conference on December 16, 2016.

AAPOR Annual Conference

Hilton Austin, Austin Texas, May 12-15, 2016



PAPOR table at AAPOR New Member and All-Chapter Reception (l. to r.) PAPOR members Jessica Gollaher (PAPOR Student Paper Competition Chair), Ginger Blazier (PAPOR Sponsorship Chair), Mollyann Brodie (2015-2016 President, AAPOR) and Floyd Ciruli (Ciruli Associates)

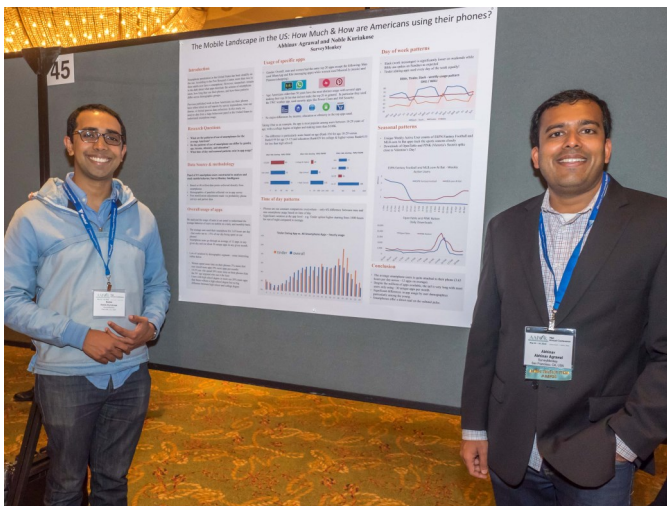


Standing room only on Congress Avenue Bridge to watch bats at night

<http://www.batcon.org/index.php/our-work/regions/usa-canada/protect-mega-populations/cab-intro>

PAPOR members and friends at 2016 AAPOR Conference





Join PAPOR or renew your membership for networking, events, education and fun in 2017!

Friends of PAPOR

Here are our Annual Sponsors. We love them. Please support their businesses.



Abt SRBI is one of the nation's largest and most trusted survey, opinion, and policy research organizations. Our surveys and consulting services assist high-level decision makers make informed decisions that improve the people's lives and economic well-being. We are a leader in developing and applying advanced methods to improve survey quality.



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.



The Crossley Center for Public Opinion Research is a new center of learning focused on conducting and analyzing public opinion research. The Crossley Center trains students in public opinion methodology, in international public opinion subject matter, as well as in American public opinion related to foreign policy issues. The center adds to the Korbel School's goal of strengthening internationalism, teaching students to think globally and putting scholarship into practice for global public good.



CVENT. Our mission is to transform the events and meetings industry. Our software platform disrupts the traditional processes for the event planners who organize events and the venues that host them, creating more value for the entire events and meetings ecosystem. Customers in approximately 100 countries now use Cvent software to plan events, find venues, manage membership data, create mobile apps, send surveys and develop strategic meetings management programs.



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.



Interviewing Services of America (ISA). Since September of 1982 ISA has been at the forefront of high quality data collection. Our diverse offerings include telephone, online, and face-to-face data collection, telephone and online survey programming, IVR, data processing, and telephone and online sampling services. Combining our deep research experience with the latest technology and forward-thinking approaches, ISA provides a positive client experience and high-quality deliverables each and every time.



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.



Marketing Systems Group. provides innovative products and services to the Marketing, Survey and Sensory research fields. GENESYS provides statistical sampling options including extensive GIS services. PRO-T-S® is a research predictive dialer optimized for survey research. U-Dial was developed to alleviate Telephone Consumer Protection Act (TCPA) compliance concerns. ARCS® is an automated feedback and panel management platform for recruitment, data collection and custom reporting.



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.



Survey Sampling International provides sampling, data collection and data analytic solutions for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, mobile/wireless, telephone, and mixed-access offerings. Staff operate from 25 offices in 18 countries, offering CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing.



TapResearch is a survey sampling technology company that provides researchers with a better way to access survey respondents. We match millions of people to surveys they can complete in exchange for virtual rewards within their favorite mobile apps. Mobile apps are the fastest growing segment of internet usage, and users are looking for new ways to earn the credits, points, currency, etc that let them get extra functionality from their apps without pulling out their wallets. Through our integration with mobile apps and ad networks, we are able to reach hundreds of millions of respondents around the world. By leveraging the massive growth of mobile to build the best market research sampling platform, we provide researchers unprecedented reach, data quality and cost-effectiveness.



TechSociety Research. 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.

How Can You Become a Sponsor in 2017?

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

Corporate Friend of PAPOR – \$250

- Company name listed in “Friend of PAPOR” section of website and included in the PAPOR annual listing.
- Logo displayed in all PAPOR event promotion materials and event signage for the calendar year
- Listing on PAPOR website with link to your Company’s website for the calendar year

Contributing Sponsor – \$500

All the benefits of Corporate Friend Sponsor plus:

- Company and contact name in all printed PAPOR event promotion materials during the calendar year
- Advertisement in the PAPOR annual conference online brochure

Fellow – \$750

All the benefits of Contributing Sponsor plus:

- Company sponsorship recognition at the PAPOR annual conference during breaks
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference
- One complimentary event registration

Benefactor – \$1,000

All the benefits of Fellow Sponsor plus:

- Advertisement in the PAPOR annual conference brochure; both online and printed program (1/2 page)
- Company sponsorship recognition at the PAPOR annual conference for all meals
- Two complimentary event registrations

Champion – \$2,500

- Headline sponsorship for the PAPOR Annual Conference
- Banner display at the PAPOR Annual Conference recognizing as “headline” annual conference sponsor, which includes signage at all breaks and meals
- Company name listed in “Friend of PAPOR” section of website and included in the PAPOR annual listing.
- Listing on PAPOR website with link to your Company’s website
- Advertisement in the PAPOR annual conference brochure; both online and printed program (full page)
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference
- Three complimentary event registrations

For recognition at our events and in our sponsor directory, your logo art should be submitted as either JPG or GIF format.

Email logo art to Ginger Blazier, Sponsorship Chair, at sponsorship@papor.org. In addition to logo art, please provide the following optional information:

- Company name
- Company website address
- Company contact name
- Company contact email

Future AAPOR Conferences

72nd Annual Conference

May 18-21, 2017

Sheraton New Orleans, New Orleans, Louisiana

73rd Annual Conference

May 16-19, 2018

Sheraton Denver Downtown Hotel, Denver, Colorado

74th Annual Conference

May 16-19, 2019

Sheraton Centre Toronto Hotel, Toronto, Ontario, Canada

75th Annual Conference

May 14-17, 2020

Hilton Atlanta, Atlanta, Georgia

2016 PAPOR Executive Council

**President - E. Paul Johnson**

SSI

pres@papor.org

**Vice-President/President-elect - Benjamin Messer**

Research Into Action

vpres@papor.org

**Secretary - Jenny Yeon**

MaPS

secretary@papor.org

**Treasurer - Bianca DiJulio**

Henry J. Kaiser Family Foundation

treasurer@papor.org

**Conference Chair - Mingnan Liu**

Facebook

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**Associate Conference Chair - Mira Norton**

Dropbox

Confassoc@papor.org

**Membership Chair - Scott Riding**

Y2 Analytics

membership@papor.org

**Student Paper Competition Chair - Jessica Gollaher**

Public Health Survey Research, Sacramento State University

StudentPaper@papor.org

**Councilor-at-Large/Webmaster - Brian Fowler**

Survox

webmaster@papor.org

**Councilor-at-Large (Short Course) - David Vannette**

Qualtrics

shortcourse@papor.org

**Councilor-at-Large (Sponsorship) - Ginger Blazier**

Issues & Answers Network Inc.

sponsorship@papor.org

**Councilor-at-Large (Newsletter) - Donna Fong**

Population Research Laboratory, University of Alberta

atlarge2@papor.org

**Councilor-at-Large (Mini Conference) - Dean Bonner**

Public Policy Institute of California

miniconf@papor.org

**Councilor-at-Large (Student Representative) -****Alejandra Gimenez, Stanford University**

studentrep@papor.org

**Immediate Past President - Sonja Petek**

Goldman School of Public Policy, UC Berkeley

pastpres@papor.org

Join PAPOR

Benefits of PAPOR Membership

By becoming a member of PAPOR, you will receive many benefits:

- Enhance skills by interaction with top research professionals.
- Exchange ideas and knowledge in areas of public opinion research specific to your interest and your clients.
- Keep up-to-date on the legislation affecting our industry.
- Increase exposure for both company and individuals through association involvement.
 - Seminars
 - Conferences
 - Paper presentations
 - Networking
- An opportunity for up-and-coming scholars to showcase their work in our annual student paper competition.
- Receive *The PAPOR Trail*—our Chapter newsletter, which includes the latest information on Chapter and industry news, local educational seminars/ conferences, events, tips of the trade and tools to help you do your job more successfully.

As of November 17, 2016, PAPOR has 186 members paid through December 31, 2016. The majority of members reside in California (127), Mountain states (19), and the Pacific Northwest states (14). In addition, we have 20 members who live outside the PAPOR region, one from Hawaii, and five (region not stated).

PAPOR Mission

- 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.