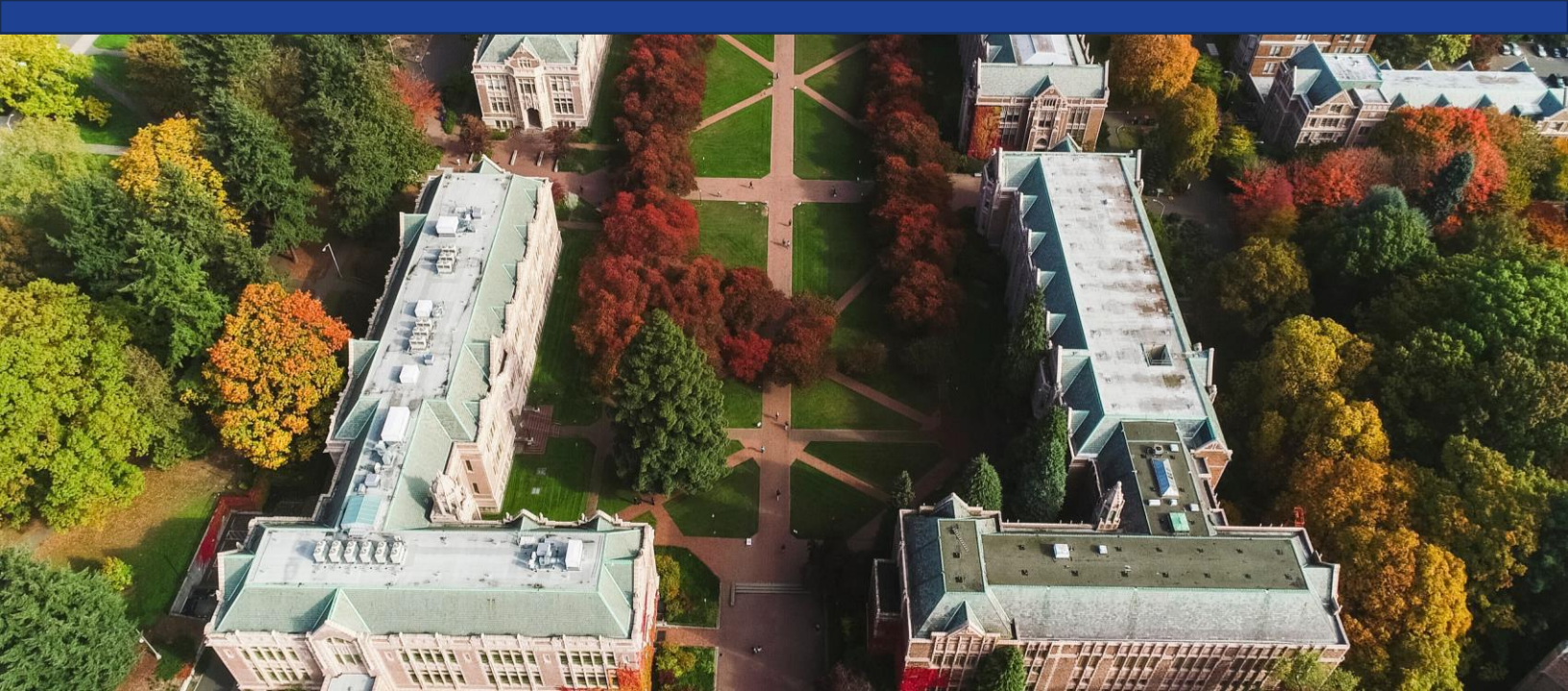




2023 PAPOR Annual Conference

Hearing Every Voice

Agenda • July 27-28, 2023
University of Washington
Seattle, WA



Welcome to the 2023 PAPOR Annual Conference!

We are thrilled to welcome you to this year’s conference. This is our first time holding the conference in Seattle—and unlike in previous years, we are gathering in sunny July! Thank you to our generous hosts, the University of Washington Communications Department. And of course, thank you to all of our sponsors for their critical support of our conference.

This year’s theme is *Hearing Every Voice*. Our sessions and panels explore public opinion in fields ranging from healthcare to energy to housing. And they explore how we can make more citizens’ voices heard—including reaching undersurveyed populations and designing inclusive studies.

We hope that you enjoy this year’s exciting sessions. Please do not hesitate to reach out to us if you have any questions during the event.



EDWARD PAUL JOHNSON
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SHORT COURSE

Adopting Survey Research for Courtroom Application

10:00-11:45am | Communications Building (CMU) 104

Survey evidence is becoming more common in federal court disputes with hundreds of decisions handed down by federal courts dealing with survey evidence in the past few years. This course talks about best practices to help lift both the judge and juries estimation of results of the survey work and to deal with topics like question wording bias and coverage bias to present convincing evidence that a judge will allow and a jury will believe.



J. Michael Keyes is a partner in litigation specializing in intellectual property at Dorsey.

SESSION ONE

Public Opinion and Political Change

1:30-3:15pm | Communications Building (CMU) 104



Housing and Inflation: Public opinion on cost of living in the Pacific Northwest
Devin Bales, DHM Research

Cost of living, and the cost of housing in particular, is top of mind for policy makers, economists, and everyday people across the Pacific Northwest. However, not everyone agrees on *how* to address high cost of living. I present public opinion survey data from Washington and Oregon residents regarding the economy, inflation, cost of living, and housing. I present both historic data to explore how public opinion on these topics has changed over time, and recent data to assess the current state of public opinion surrounding cost of living in the Pacific Northwest. Where applicable, I incorporate administrative data to compare and contrast public attitudes with economic trends and proposed policy solutions.



Unpacking Perceptions of Protest Violence: A Multi-Country Survey Experiment on the Role of National Context and Cross-National Commonalities
Yuan Hsiao, University of Washington

Whether violent tactics benefit protests is significant for scholars and activists. Nonetheless, recent studies suggest that protest violence is a subjective rather than objective evaluation. This paper asks what shapes such subjective perceptions of protest violence? Drawing from cross-national survey experiments in the United States, Taiwan, and Hong Kong, we find that beyond common factors such as political affiliation and police-protestor conflict outcome, national context is critical in understanding why citizens in a country perceive a protest as violent. The same protest tactic can be perceived as more violent in the US but much less violent in Hong Kong and Taiwan. Furthermore, the perception of violence depends on political divisions, as well as how protestors and the police are injured. The results suggest that since violence is associated with moral evaluations, one should carefully consider the context in which claims of protest violence are made.



Surveys Help Keep the Lights On: An Overview of Survey Methods and Challenges in the Energy Sector

Benjamin L. Messer, U.S. Energy Information Administration

Surveys are critical for planning and implementing many operations, programs, and policies in the energy sector. They inform government agencies that summarize the survey data for public use and are then often used by policymakers and others to for regulatory and market activities. Utilities use survey data to plan for future supply and demand, to design and implement decarbonization goals and programs, and to gauge customer satisfaction and the impacts of marketing efforts. Nonprofits and consultants use survey data to evaluate energy programs and operations and to advocate for ratepayers, energy justice, and accountability. As in other economic sectors, many different survey methodologies and approaches are used in these areas, and many challenges create barriers to survey effectiveness, data reliability, and the validity of data analyses. In this presentation, I will provide an overview of some of the key surveys and methods across the energy sector, outline some of the main successes and challenges in conducting these surveys, and discuss a few possibilities for the future of survey research and data collection in the energy sector.

Americans' Experiences with Gun-Related Violence, Injuries, and Deaths

Shannon Schumacher, KFF

The U.S. is on track to set a record in 2023 for mass shootings, and incidents of gun violence seem to be in the headlines every few days. Mass shootings are more prevalent in the U.S. compared to other countries, but smaller instances of gun violence are also pervasive across the U.S. To examine Americans' experiences with gun-related incidents, KFF polled a probability-based sample of 1,198 adults in English and Spanish, online and by telephone, from March 14-23, 2023. The survey found a majority (54%) of U.S. adults have either personally or had a family member who has been impacted by a gun-related incident such as witnessing a shooting, being threatened by gun, or being injured or killed by a gun. Our initial reporting demonstrated that worries and experiences with gun-related incidents disproportionately affect people of color, and that this holds when controlling for where they live, age, income, education, and gender. In this presentation, we will present the results of multivariate regression analyses on these questions. In addition, we will also take a deeper look at areas where gun owners differ from non-owners. Finally, we will also explore how experiences with gun violence differ by geography: for example, while gun violence is often described as an urban problem, we found experiences with gun violence are at least as common among those living in rural and suburban areas as in urban areas. However, there are differences by community type when it comes to worries about taking precautionary measures against gun violence. For instance, larger shares of urban and suburban adults say gun-related crimes, injuries, or deaths are a "constant threat" or "major concern" to their local communities and are more likely to say they have purchased a weapon other than a gun to protect themselves compared to rural adults.



Moderator

Meagan Doll
University of Washington

SESSION TWO

Approaches to Inclusive Design: Case Study from Seattle Digital Equity Research

3:30-5:15pm | Communications Building (CMU) 104

This session will walk through the design, community engagement and data collection choices for conducting the City of Seattle's 2023 Technology Access and Adoption digital equity research. The City has been conducting this research every 4-5 years since 2000. The City conducts this survey and research to better understand residents' access and use of technology and internet services, barriers to use, and the support needed to help ensure all residents have the same opportunities. The research was designed to continue measuring progress, improve the inclusion of diverse voices, collect actionable data, and identify critical needs and barriers. This comes at a critical time as States are developing broadband and digital equity plans for federal funding proposals. A lot changed with the COVID-19 pandemic and we'll discuss how this was factored into the research.



David Keyes is Digital Equity Advisor at the City of Seattle's Information Technology Department.

PLENARY

Hearing Every Voice

6:30-8:00pm | Cascade Room, Burke Museum

Dinner



Moderator

Mollyann Brodie

Executive Vice President & Chief Operating Officer
KFF

in conversation with



Sarah Augustine

Cofounder and Executive Director, Dismantling the Doctrine of Discovery Coalition
Former Chair, Washington State Redistricting Commission



Todd Donovan

Professor of Political Science
Western Washington University



Rebecca Thorpe

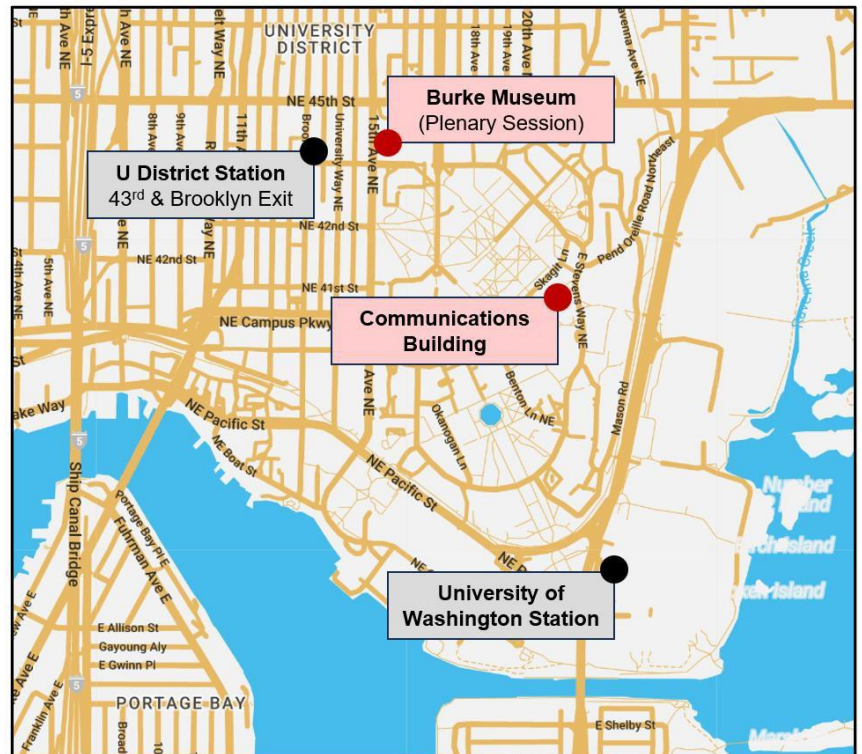
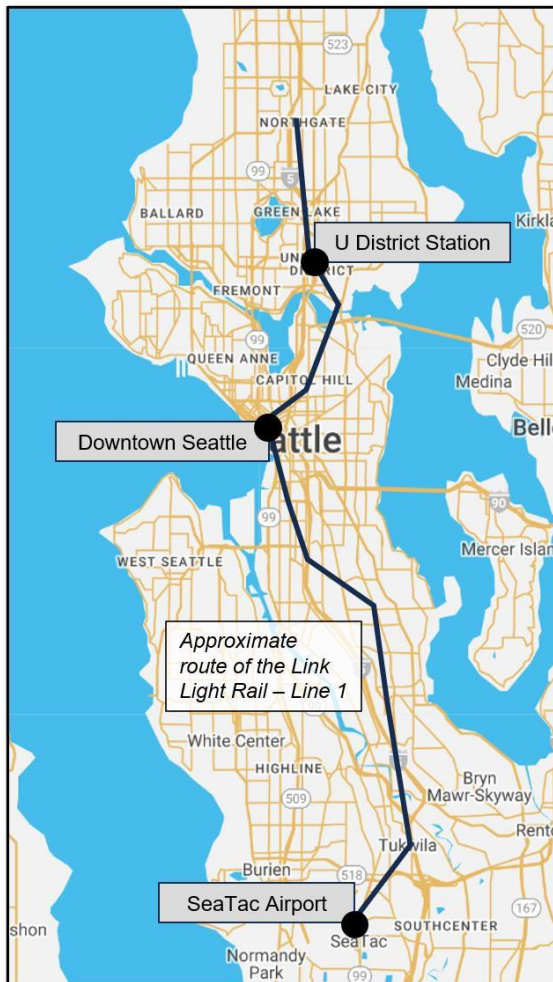
Associate Professor of Political Science
University of Washington

Thursday, July 27

Plenary Theme

What does it mean to make citizens' voices heard? Mollyann Brodie moderates a conversation with experts that have wide-ranging experiences in this space: from redistricting work that directly impacts political representation, to public opinion, to studying representation in spaces like incarceration.

Location Maps



- Link Light Rail Stations (U District station is closest)
- Conference Locations

It takes approximately 15 minutes to walk from the Burke Museum to the Communications Building. Both locations are on Google Maps.

Parking Lot N22 is the closest to the Communications Building and is accessed from E. Stevens Way NE. There is also a parking lot in front of the Burke Museum (N01).

SESSION THREE

Answering the Call: How Organizations Are Finding Ways To Reach Undersurveyed Populations

9:00-10:45am | Communications Building (CMU) 104

Amidst rightful criticism that public opinion polls often are unable to report results among some of the most disadvantaged population groups in the U.S., survey research organizations have been expanding on their efforts to ensure representation among all adults in their work. This panel will introduce some of the more recent efforts among major national survey organizations and include a discussion about how to continue and expand these efforts.



Building a Survey of Immigrants

Eran Beth-Porath

EVP, Chief Research Officer
SSRS



New Probability Panel on AANHPI Populations

J. Michael Dennis

Executive Director, Amerispeak
NORC at the University of Chicago



Gallup Center on Black Voices

Jenny Marlar

Director, U.S. Survey Research
Gallup



Survey of Transgender Adults

Alex Montero

Survey Analyst, Public Opinion & Survey Research
KFF



Jazmyne Sutton

Research Director
SSRS



Moderator

Ashley Kirzinger

Director of Survey Methodology
KFF

SESSION FOUR

Hearing Every Voice in Healthcare

11:00am-12:45pm | Communications Building (CMU) 104



Finding the Top Drugs: Applying the ranking system to generate more robust scores

Paul Johnson, Harris Poll

US World and News Report teamed up with Harris Poll to interview pharmacists to find the most recommended OTC medication for a number of conditions. Historically this question was asked as a single select question but it many times produced very flat results. We demonstrate how the ranking points system was able to provide better data and delve deeper into pharmacists preferences allowing for more differentiation between the medications for each condition.



Measuring Belief and Susceptibility to COVID-19 Misinformation

Isabelle Valdes, KFF

Lunna Lopes, KFF

While political misinformation has garnered much attention, the COVID-19 pandemic has recently highlighted the growing problem of health-related misinformation in the United States. Though health misinformation long preceded COVID-19, growing political divisions over COVID vaccines and the country's approach to the pandemic have exacerbated the problem. A KFF Survey in October 2021 found that more than three in four U.S. adults either believed or were unsure about at least one common falsehood about the COVID-19 virus or vaccine. In order to further examine how information sources may be related to belief in health misinformation, KFF recently conducted a nationally representative probability-based survey of more than 1,500 U.S. adults examining the prevalence of misinformation related to COVID-19 and other health topics. The survey is in the field at the time of abstract submission and results will be released publicly after the conference.

This presentation will examine findings from KFF surveys conducted during the pandemic examining belief and susceptibility to COVID-19-related misinformation across demographics such as race/ethnicity, age, education, and political identification. The presentation will also explore question wording and measurement considerations when asking about misinformation and discuss how findings from KFF's previous COVID-19 misinformation research has informed measurement and question wording choices in our 2023 Health Misinformation Survey.



Do Misconceptions about Abortion's Legal Status in One's State Impact Opinions on State Policy?

Justine Orgel, University of Pennsylvania (*student paper winner*)

Following the Supreme Court decision in *Dobbs v. Jackson Women's Health Organization* to overturn *Roe v. Wade*, states have moved to protect abortion in their constitutions or in the other direction, to restrict access. In popular culture, this

Friday, July 28

decision is mostly cited as having ended constitutional protection for abortion and opening the flood gates to abortion restrictions. This perception is not false, but the facts of the case reveal another important nuance as state-level abortion legislation changes: when abortion restrictions begin. Prior to the Dobbs decision, states could not ban abortions prior to viability. Mississippi had passed a the “Gestational Age Act” which prohibited all abortions after 15 weeks of pregnancy. The Jackson Women’s Health Organization filed a lawsuit against this law. Although they faced initial success, the case was ultimately brought to the Supreme Court where in a 6-3 judgment, the justices ruled in favor of the defendant, overturning Roe v. Wade and upholding the Mississippi law.¹ The Dobbs decision does not only have interesting implications for the legal status of abortion, but also for the breadth of legislation that has now been made possible. States are now at liberty to fully restrict abortion, place functional or partial bans on it, or legalize it. There is no one way to make abortion legal or illegal. The ambiguity in abortion legislation introduced by the Dobbs decision leaves room for misconceptions and diverse opinions on the state of abortion in one’s state. Dynamic abortion restrictions are an interesting avenue for public opinion research. In the next few sections, this paper will interrogate public knowledge and opinion of abortion restrictions through survey research.

LUNCH

12:45-1:30pm | Communications Building (CMU) 104

SESSION FIVE

Profiles in Research

1:30-3:15pm | Communications Building (CMU) 104



Bianca DiJulio

Senior Manager, Survey Research Program
Kaiser Permanente



Stuart Elway

Owner
Elway Research



Jodie Katon

Core Investigator
CSHIIP-VA Greater Los Angeles Healthcare System



Bob Davis

President, Owner
Davis Research



Visiting Seattle

We are thrilled to host the PAPOR Annual Conference in Seattle for the first time. From the University of Washington, you can reach downtown Seattle within 10 minutes on the Link Light Rail or by car.

A few places to see in Seattle, ordered by distance from campus:

- The city skyline from Gas Works Park
- UW Botanical Gardens and Washington Park
- The Fremont Troll
- The Space Needle, MoPOP, and Chihuly Glass Museum at Seattle Center
- Pike Place Market
- Seattle Central Library
- Discovery Park
- Museum of Flight

If you are staying longer in Seattle, consider daytrips and weekend trips to:

- Mount Rainier National Park
- North Cascades National Park
- San Juan Island & Friday Harbor
- Bainbridge Island
- Olympic National Park and the Sequim Lavender Farms
- Washington Wine Country