PAPOR
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

President's Letter

PAPOR's 2023 annual conference was a tremendous success this year, bringing together members in-person and virtually to hear every voice! Not only did we change the venue and city, but this was our first time hosting a hybrid, in-person/virtual conference. We're happy to share that this year we doubled our student membership by offering virtual attendance, and hosting the event at a University. Many thanks to Paul Johnson, Conference Chair, and Phillip Meng, Associate Conference Chair, for making attendance more accessible for members! For more about the conference see pages 3 through 12 of this newsletter.

PAPOR Council is discussing the possibility of rotating the annual conference location to encourage more engagement in the PAPOR region. We are pleased to announce that we will be hosting the *2024 PAPOR Annual Conference in the Summer (July/August, Dates TBD) in San Francisco!*

In the works…

- **Local events** - We heard from members wanting to connect locally. PAPOR is currently working on details for in-person get togethers later this year in Southern and Northern California. Stay tuned for more information to be shared on LinkedIn, X, and YouTube. If you haven't already,

In this issue:

please fill out this interest form to let us know where you're located and how you'd like to connect. We'd love to hear from you!

- **We're bringing back "Byte-size Research"** - If you have research to share, we want to read about it. Let's continue to celebrate each other's great work, inspire each other, and maybe you'll find your next exciting collaboration. Submit your work here.

Thank you once again to our volunteer Council and our Sponsors!

Erin Pinkus,
2023 PAPOR President

PAPOR Speaker Series: Profiles in Research +
Chapter Meeting to vote in 2024 Council members

November 29, 2023

12pm to 1:30pm PST

Featuring:

Michael Keyes, Consumer Survey Expert, IP Litigator at Dorsey & Whitney LLP—Background with Surveys in Trademark Violation & False Advertising Lawsuits

Stuart Pardau, Outside General Counsel—AAPOR Principal at the Law Firm of Stuart L. Pardau & Associates and an Associate Professor of Professional Practice at the Miami Herbert School of Business, University of Miami

Jeffrey Petersen, Ph.D. Economics, Partner at Allman & Petersen Economics—Litigation survey expert with an emphasis on wage and hour class action surveys

Following the Speaker Series, the annual **PAPOR Chapter Meeting** will take place. Traditionally this has been held during our annual conference. Please join us to **meet and vote on the 2024 PAPOR Council**.
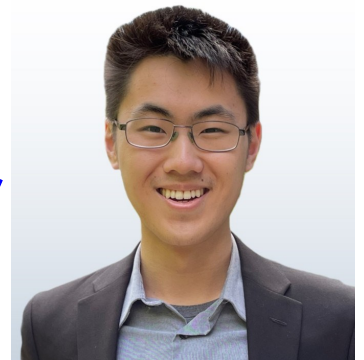
<u>Register Here</u>

2023 PAPOR Conference

University of Washington, Seattle

July 27-28, 2023

Hearing Every Voice

EDWARD PAUL JOHNSON
Conference Chair

PHILLIP MENG
Associate Conference Chair

2023 PAPOR Conference

Short Course: Adopting Survey Research for Courtroom Application

Short Course Instructor:

J. Michael Keyes, JD, Partner of IP Litigation at Dorsey

Mike is a seasoned first chair IP Litigation and Commercial Trial Attorney, an Award-Winning legal author, and a recognized thought leader on cutting-edge issues involving trademarks, copyrights, and advertising.

Course Description:

Consumer surveys continue to gain prominence in federal court litigation. Each year, though, numerous decisions are handed down where courts are critical of the methods used by trial counsel and their experts in developing this important type of evidence. This course discussed the best practices in assisting judges' and jurors' estimation of results in survey work. The instructor also addressed various biases (wording bias, coverage bias, etc.) to present persuasive evidence a judge will allow, and a jury will believe.

2023 PAPOR Conference

Session 1:

Public Opinion and Political Change

Moderated by Meagan Doll

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

Cost of living, and the cost of housing in particular, is top of mind for policymakers, economists, and everyday people across the Pacific Northwest. However, not everyone agrees on how to address high cost of living. Devin presented public opinion survey data from Washington and Oregon residents regarding the economy, inflation, cost of living, and housing. He also presented 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, Director Bales incorporated 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, Assistant Professor, University of Washington

Do violent tactics benefit protests? Recent studies suggest that protest violence is a subjective rather than objective evaluation. Dr. Hsiao discussed what shapes such subjective perceptions of protest violence. Drawing from cross-national survey experiments in the United States, Taiwan, and Hong Kong, he found 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 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

2023 PAPOR Conference

Session 1:

Public Opinion and Political Change (Cont.)

Moderated by Meagan Doll

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, Benjamin provided an overview of some of the key surveys and methods across the energy sector, provided an overview of some of the main success and challenges in conducting these surveys, and discussed 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

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, Shannon presented the results of multivariate regression and analyses on these questions. In addition, she also explored 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.

Left to right: Benjamin Messer, Devin Bales, Yuan Hsiao, Shannon Schumacher, and Meagan Doll

2023 PAPOR Conference

Session 2:

Approaches to Inclusive Design: Case Study from Digital Equity Research

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

David was able to 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 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 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 David discussed how these changes factored into the research.

Left to right: Phillip Meng and David Keyes

2023 PAPOR Conference

Plenary:

Hearing Every Voice

What does it mean to make every citizens' voice heard?

Mollyann Brodie, Executive Vice President and Chief Operating Officer, KFF, moderated our 2023 Plenary, *Hearing Every Voice.* The panel of experts included:

Sarah Augustine, 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

Left to right: Mollyann Brodie, Rebecca Thorpe, Todd Donovan, and Sarah Augustine

2023 PAPOR Conference

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

Panel moderated by Ashley Kirzinger

Amidst rightful criticism that public opinion polls often are unable to report results among some of the most disadvantaged population group in the U.S., survey research organizations have been expanding on their efforts to ensure representation among all adults in their work. This panel introduced some of the more recent efforts among major national survey organizations and included 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 at 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, Director, Survey Analyst, Public Opinion and Survey Research, KFF

Jazmyne Sutton, Research Director, SSRS

Left to right: Alex Montero, Jazmyne Sutton, Eran Beth-Porath, Jenny Marlar, J. Michael Dennis, and Ashley Kirzinger

2023 PAPOR Conference

Session 3:

Hearing Every Voice in Healthcare

Moderated by Liz Hamel

Left to right: Isabelle Valdes, Lunna Lopes, Paul Johnson, Justine Orgel, and Liz Hamel

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 many times it produced very flat results. Paul demonstrated 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 and 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. Isabelle and Lunna examined the 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. Lunna and Isabelle also explored question wording, and measurement considerations when asking about misinformation and discussed how findings from KFF's previous COVID-19 misinformation research has informed measurement and question wording choices in the 2023 Health Misinformation Survey.

2023 PAPOR Conference

Session 3:

Hearing Every Voice in Healthcare (Cont.)

Moderated by Liz Hamel

Do Misconceptions about Abortion's Legal Status in One's State Impact Opinions on State Policy?
Justine Orgel, University of Pennsylvania
(Student Paper Competition Winner)

Following the Supreme Court decision in Dobbs v. Jason 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 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 to viability. Mississippi had passed 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. 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 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, and Justine investigated the level of public knowledge and opinion of abortion restrictions through survey research.

Left to right: Danell Brewster, Vice President of PAPOR presents Student Paper Competition Award to winner, Justine Orgel

2023 PAPOR Conference

Speaker Series: Profiles in Research

Moderated by Bob Davis

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

Left to right: Jodie Keaton, Bianca DiJulio, Stuart Elway, and Bob Davis

AAPOR 79th Annual Conference:
Impacting Communities: Surveys, Public Opinion Research, and Engaged Scholarship
May 15 – 17, 2024

Call for Papers, Methodological Briefs, Posters, Panels, and Roundtables

Submission Deadline: Wednesday, November 15, 2023, at 11:59 p.m. ET

The American Association for Public Opinion Research (AAPOR) is thrilled to announce that its 79th Annual Conference will be held in person at the Hilton Atlanta on Wednesday, May 15 through Friday, May 17, 2023. Take advantage of this opportunity to participate in the premier forum for the exchange of advances in public opinion and survey research.

The Conference allows attendees to network with colleagues, learn the latest updates and trends in the field, and make new connections. The meeting highlights innovative research and includes short courses and discussion forums for attendees of diverse disciplines from around the world.

Over the past several years, AAPOR has celebrated coming together, been challenged with disrupting public opinion research in the pursuit of equity and inclusion and focused on building collaborative partnerships and working together. **In 2024, we will build on these themes to focus on impacting communities through the engaged scholarship work done by public opinion and survey research methods scholars and practitioners.**

Public opinion and survey research impacts our communities in a variety of important ways. For example, this research plays an important role in democracy and governance by measuring the opinions and concerns of all members of communities. It is also a key source of information for developing and evaluating policies at all levels of government in multiple domains, including health, the environment, transportation, finance, disaster preparedness, social services, justice, and others. Finally, survey and public opinion research provides important data about disparities and inequity that can be used to improve diversity, equity, and inclusion. For the 2024 conference theme, we will be spotlighting the many ways that public opinion and survey research is having an impact on communities.

Student Paper Competition Interview with Winner: Justine Orgel

PAPOR encourages students to submit papers related to surveys, public opinion, or market research for the annual Student Paper Competition. Papers are authored by graduate or undergraduate students currently, or recently graduated, colleges and universities in the U.S.

First, thank you or volunteering to answer a few questions for the Fall edition of the PAPOR Trail newsletter. As the winner of the 2023 Student Paper Competition, we'd love to learn a little bit more about you!

Where did you grow up, and what college(s) have you attended?

I grew up in downtown San Francisco, California where I became interested in urban politics, education, and the futures of progressive cities. I am now a third-year student at the University of Pennsylvania in Philadelphia.

Tell us a little about your academic backgrounds and interests. What do you study and what are your research interests?

At Penn, I am studying Political Science and minoring in Survey Research and Data Analytics. As an undergraduate, I feel like I'm still at the cusp of my studies, but have enjoyed learning about election modeling, international development, survey methods, and polarization. I'm interested in learning more about urban political divisions.

How did you first get into public opinion research?

I first got involved with public opinion research through the Penn Program on Opinion Research and Election Studies (PORES). PORES brings faculty and students together to conduct data-driven research on social and political issues. During my first semester in college, I took the Introduction to Data Science course with Dr. Daniel Hopkins where I learned to use R to conduct social science research. Since then, I've been directly involved with PORES every semester. Through PORES fellowships, I've had the opportunity to conduct research on the relationship between college proximity and electoral outcomes, aid in election night reporting for the NBC Decision Desk, and most recently, to work with the SurveyMonkey Research team.

How did you first hear about PAPOR?

I first heard about PAPOR from my manager, Laura Wronski, at SurveyMonkey. I soon learned that Laura was last year's conference chair! Our team was working on fielding surveys on abortion opinion and policies and I shared my paper, "Do Misconceptions about Abortion's Legal Status in One's State Impact Opinions on State Policy?" in the hopes that it might be helpful in informing how we wrote our questions. Laura encouraged me to submit my paper to the Student Paper Competition.

Student Paper Competition Interview with Winner: Justine Orgel (cont.)

Why did you ultimately decide to submit your paper to the PAPOR Student Paper Competition?

I ultimately decided to submit my paper to the PAPOR Student Paper Competition because of the opportunity to attend and present at the conference, were I to win. I was very excited at the prospect of getting feedback from a range of professionals and academics and to hear about the state of public opinion research today, particularly on the West Coast.

Your paper focused on a fascinating and relevant subject – examining misconceptions about abortion's legal status in one's state, and the ways these misconceptions impact opinions on state policy. What attracted you to this topic?

The overturn of Roe v. Wade in the Dobbs decision was the main catalyst for this paper. This decision was top of mind for many students, not to mention in political science classrooms. I was enrolled in a Survey Research and Design course with Dr. William Marble and one day we learned about knowledge check type questions. Amid a whirlwind of changes to abortion policy, I wondered what people knew about the abortion policies in their states. Did their opinions have anything to do with their knowledge, or misconceptions?

What are you currently working on?

This semester I'm working as a teaching assistant for an introductory data science course through the Penn College of Liberal and Professional Studies. I'm also beginning a position as a research peer advisor through Penn's Center for Undergraduate Research and Fellowships and am hoping to encourage other social science students to pursue qualitative research. Finally, I'm working with Dr. William Marble (I wrote my paper in his course!) to create an aggregator of all of the major polls in advance of the 2024 election.

What do you see yourself doing in the future?

In the future, I hope to pursue a PhD in Political Science and learn to use rigorous quantitative methods, such as machine learning, to dig deeper into public opinion. Before that, I intend to work as a policy researcher or data analyst (or both).

What can PAPOR do to support students beginning their career in public opinion research and/or survey methodology?

Get the word out! PAPOR is a wonderful community and has a tremendous ability to elevate undergraduate research. Joining and attending conferences is a no-brainer. Undergraduates would love to know about this resource.

And lastly, for fun: could you please tell us something people don't know about you?

I have a twin! Growing up, this was a huge part of my reputation among my classmates. There were few other explanations for the two "Orgels" that appeared on the course roster. Now that we attend different colleges, without my or her telling you, you'd have no idea either of us has a twin. She's studying physics at MIT. While we have divergent interests and hardly look alike, my twin sister has always been a huge motivational force for me.

Thank you to our 2023 PAPOR Sponsors!

Champions

SSRS provides answers you can trust through rigorous research and relevant insights. Our focus, resolve, and passion for solving problems is relentless. We apply independent thinking to custom research solutions, combined with agile and steadfast problem-solving. When you work with the SRSS team, you have confidence in the reliability of data rooted in truth.

Benefactors

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.

AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and the NORC Card, an innovative sample quality report card. Since its founding by **NORC** at the University of Chicago in 2015, AmeriSpeak has produced more than 900 surveys, been cited by dozens of media outlets and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market.

ReconMR specializes in telephone data collection. Our company has many years' experience in conducting public opinion/public policy, healthcare, political, media, retail, and B2B studies. We have a total of 700 interviewing stations across our five call centers in Texas (San Marcos, Houston, San Antonio, Corpus Christi, and Bryan/College Station). We have intentionally aligned ourselves with many prominent academic and social science research organizations because we believe in being part of projects that have an impact on the greater good.

Thank you to our 2023 PAPOR Sponsors!

Contributing Sponsors

WestGroup Research is the longest standing market research company in the State of Arizona. We are a full-service market research firm capable of completing all types and aspects of research in-house with rigorous quality standards. While Arizona businesses and government appreciate our local presence and longstanding relationships, nearly half of our business is for clients across the country and the world. Clients choose WestGroup for our quality and integrity, responsive and agile service, expert research and data skills, creative study designs, and because we are an all-in partner for every project regardless of the scope and level of service desired.

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.

Corporate Friends

Elway Research specializes in research for the development of communication strategies. Since 1975, we have conducted research and evaluation projects for governmental agencies at all levels, major corporations, small businesses, media outlets, non-profit organizations, associations, foundations, and election campaigns. We have developed a strong reputation for strategic research of the highest quality using surveys, interactive polling, focus groups, in-depth interviews, and public opinion monitoring via The Elway Poll.

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<u>Corporate Friends (cont.)</u>

<u>Probolsky Research</u> is a woman and Latina-owned market and opinion research firm. We conduct research in business, government, non-profit, election, and association practice areas. We are traditional market researchers and pollsters who are constantly innovating, without compromising on quality. We identify people's needs, wants and opinions, behavioral and emotional drivers, and improve the effectiveness of messaging strategies and accurately predicting outcomes.

Named the *2021 Panel Company of the Year* by The Marketing Research and Insight Excellence Awards (powered by Quirk's), certified to ISO since 2014, GDPR-compliant and co-founder of the global ISO awareness campaign #QualityForAll, <u>Full Circle</u> leads the industry in online sample quality. The company's award-winning survey experience HoNoR® (Holistic Next-Level Research) marries advanced tech, flexible community strategies and industry-leading quality controls to deliver immediate access to proven-purest data, whether via its vibrant panel of millions or InstaConnect®, its premium programmatic solution that captures hardest-to-reach audiences. A staple on Inc. 5000's Fastest-Growing Companies (2017-2022) and one of the highest-scoring businesses on Inc.'s *2022 Best Workplaces* list, Full Circle's foresight and agility are a direct result of a uniquely consultative approach delivered by diverse industry veterans.

<u>**The Harris Poll**</u> is a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. It works with clients in three primary areas: building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. One of the longest running surveys in the U.S., The Harris Poll has tracked public opinion, motivations and social sentiment since 1963, and is now part of Stagwell, the challenger holding company built to transform marketing.

2023 Executive Council

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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 September 2023, PAPOR has 158 active members:

**136 Regular members,
16 Students, and
6 Honorary Lifetime members**

- **Gender:**
  Male 52%
  Female 47%
  Non-Binary/Other 1%

- **Age:**
  Under 40 years 28%
  40 or older 69%
  Unknown 3%

- **Education:**
  College or less 24%
  Master's 42%
  Doctorate/JD/MD 34%

- **Region:**
  49% California; 11% Washington; 4% Oregon; 4% Utah; 3% Arizona; 3% Colorado; 3% Nevada; 2% Hawaii; with the remainder spread across the United States and Canada.