

## The PAPOR Trail

Winter Issue | January 2022



### President's Letter

Hello PAPOR members!

Welcome to the Winter edition of PAPOR Trail. I am pleased to serve as PAPOR President in 2022 and I look forward to working with an excellent group of Council members this year.

Despite the hardship of the ongoing COVID-19 pandemic and the general uncertainty that has shaped these past two years, we can look back at a successful 2021 which saw the launch of our new speaker series initiative "Profiles in Research" thanks to Bob Davis. Our annual conference turned out to be more than "just another Zoom conference" and was a success in many ways. With the Comedy Partners workshops, we offered our members not only professional development opportunities on how to become a more effective presenter and how to navigate stressful and challenging situations, but also a fun experience to connect in these trying times. The plenary panel on disinformation, public health and public opinion brought together experts from academia, industry, and nonprofits. Our short course provided insights on cognitive interviewing, and a special session illuminated the 2021 recall election in California. You can find many of those videos on our [YouTube channel](#) and more information in this newsletter.

Many thanks to all those who helped plan and organize the virtual event; served as moderators, panelists, and workshop facilitators; and presented their research. I'd like to thank the 2021 Executive Council for a great year, especially Samantha Finley for her leadership and guidance as well as Erin Pinkus for organizing such an engaging and innovative conference. Our 2022 Council has several new faces, including some with prior PAPOR Council and AAPOR committee experience. Let's welcome: Allyson Dillehay (Opinion Dynamics), Ashley Kirzinger (KFF), Benn Messer (US Dept. of Energy), Laura Wronski (SurveyMonkey), Morgan Santoro (Sacramento State's Population Research Center), Paul Johnson (Harris Poll), Phillip Meng (University of Washington), and Viola Chow (LMU StudyLA). Many thanks also to all recurring council members for their continued service, dedication, and energy.

### In this issue:

- ⇒ President's Letter
- ⇒ 2021 Annual Conference Highlights
- ⇒ 2021 PAPOR Student Paper Competition Interview
- ⇒ PAPOR Sponsors
- ⇒ About PAPOR

One of our key goals this year is to provide more educational and professional development opportunities aimed at students, early-career scholars and practitioners, and those traditionally underrepresented in our field. With the newly launched Profiles in Research series and a new mentorship program, we have added valuable formats to our existing efforts like the annual student paper competition and other networking opportunities. To increase visibility of these events, I encourage you all to take a moment to share those learning opportunities and introduce someone new to PAPOR - a colleague, a fellow student, students in your department, a research collaborator. The strength of our community is driven not only by the number of members and their ties, but also its diversity in terms of skills, interests, and experiences of our members.

Lastly, even though we are an all-volunteer organization, we wouldn't have been able to offer these events at affordable rates without the strong and continued support of our sponsors, most notably our annual conference sponsor NORC at the University of Chicago as well as the UCLA Center for Health Policy Research, Davis Research, and DataForce. We hope you consider continuing your sponsorship in 2022. If you or your organization is interested in sponsor opportunities, please review our [levels and benefits](#) and do not hesitate to reach out to our [Sponsorship Chair](#).

Best wishes for 2022,  
Rico Neumann, PAPOR President  
[president@papor.org](mailto:president@papor.org)

**Renew your PAPOR Membership today!**

## 2021 PAPOR Conference Schedule

### December 1st

11:45 AM - 12:00 PM: Welcome — Erin Pinkus

12:00 PM - 01:00 PM: Short Course: Cognitive Interviewing for Better Questionnaire Design —  
Ashley Grosse-Faulkner

01:00 PM - 01:15 PM: Break — Erin Pinkus

01:15 PM - 02:15 PM: Professional Development Workshop — Gerry Katzman, Heather Pasternak

### December 2nd

10:45 AM - 11:00 AM: Welcome — Erin Pinkus

11:00 AM - 11:45 AM: Special Session: The 2021 Recall of Gavin Newsom in California —  
Mark Baldassare, Mark DiCamillo, Floyd Ciruli (Moderator)

11:45 AM - 12:00 PM: Break — Erin Pinkus

12:00 PM - 12:45 PM: Paper Session: A Closer Look at Diversity, Equity & Inclusion (DEI) — Grace Sparks, Gina  
Cardazone, Melissa Moore, Edward Johnson (Moderator)

12:45 PM - 01:00 PM: Break — Erin Pinkus

01:00 PM - 02:00 PM: Plenary Panel: Disinformation, Public Health & Public Opinion — Brianne  
Gilbert, Jennifer Kavanaugh, Ashley Kirzinger, Laura Wronski (Moderator),

02:00 PM - 02:15 PM: Break — Erin Pinkus

02:15 PM - 03:00 PM: Professional Development Workshop: Getting Personal — Gerry Katzman, Heather Pasternak

### December 3rd

10:45 AM - 11:00 AM: Welcome — Erin Pinkus

11:00 AM - 11:45 AM: Professional Development Workshop: Getting Bulletproof— Gerry Katzman, Heather  
Pasternak

11:45 AM - 12:00 PM: Break and Elections — Erin Pinkus

12:00 PM - 12:45 PM: Paper Session: Advances in Methodology— Edward Johnson, Austin Pettis, Skylar White,  
Jennifer Benz (Moderator)

12:45 PM - 01:00 PM: Break — Erin Pinkus

01:00 PM - 02:00 PM: Profiles in Research — Dean Bonner, Jon Cohen, Mark DiCamillo, Bob Davis (Moderator)

02:00 PM - 03:00 PM: PA(w)POR Happy Meow-r — Erin Pinkus

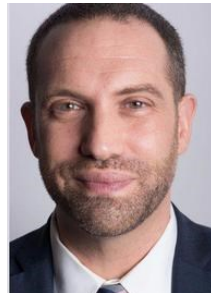
2:15 PM - 3:00 PM: Professional Development Workshop - Getting Personal — Gerry Katzman, Heather Pasternak

**Don't forget to submit your nomination for  
the 2022 AAPOR Public Service Award  
here**

## Speaker Profiles



**Ashley Grosse-Faulkner** —  
Senior Vice President,  
Client Services - YouGov



**Gerry Katzman** —  
Co-Founder,  
The Comedy Partners



**Heather Pasternak** —  
Co-Founder,  
The Comedy Partners



**Mark Baldassare** —  
President and CEO -  
Public Policy Institute of  
California (PPIC)



**Mark DiCamillo** —  
Director, Berkeley IGS  
Poll - UC Berkeley  
Institute for  
Governmental Studies



**Grace Sparks** —  
Survey Analyst - Kaiser  
Family Foundation (KFF)



**Floyd Ciruli** —  
President,  
Ciruli Associates



**Gina Cardazone** —  
Principal, Mixed Methods  
Research - LeanIn.Org



**Melissa Moore** —  
Project Manager,  
Scientific Research Group  
- YouGov



**Edward Paul Johnson** —  
VP of Advanced Analytics  
- Harris Poll



**Laura Wronski** —  
Senior Manager,  
Momentive



**Brianne Gilbert** —  
Managing Director -  
Loyola Marymount  
University, StudyLA



## Speaker Profiles (cont'd.)



*Jennifer Kavanagh* —  
*Director and Senior  
Political Scientist, RAND*



*Ashley Kirzinger* —  
*Associate Director -  
Kaiser Family Foundation  
(KFF)*



*Austin Pettis* —  
*Associate Research  
Scientist, Momentive*



*Skylar White* —  
*CEO, UnumAI*



*Jennifer Benz* —  
*Vice President, NORC at  
the University of Chicago*



*Dean Bonner* —  
*Associate Survey Director  
- Public Policy Institute of  
California (PPIC)*



*Jon Cohen* —  
*Chief Research Officer,  
Momentive*



*Bob Davis* —  
*Owner,  
Davis Research*



*Erin Pinkus* —  
*Senior UX Researcher,  
Hubspot*

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

## The Comedy Partners: Professional Development Workshop

### Getting Centered

Award-winning coaches and trainers, Gerry Katzman (Netflix, HBO, Comedy Central) and Heather Pasternak (Late Show with Stephen Colbert, New Girl, CBS) of [Comedy Partners](#) introduce a refreshing and interactive training intended to help registrants with skills to reduce anxiety and increase calm prior to presenting, be it at PAPOR, AAPOR, dissertation defenses, or other high-stress environments.

### Getting Personal

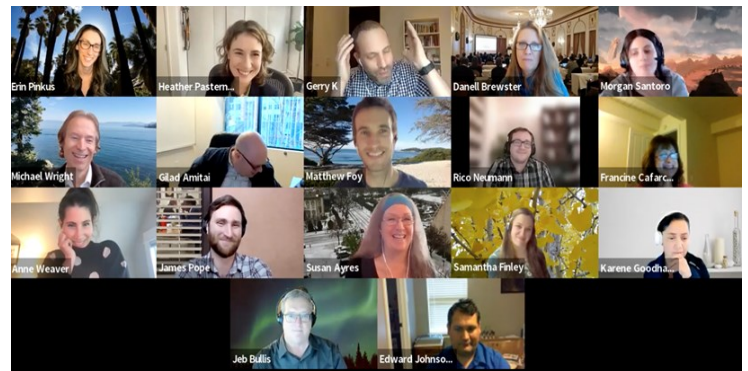
Join us for a second day of training with the award-winning [Comedy Partners](#) who will help us to unlock our charisma and likeability through embracing our authenticity and vulnerability. An uplifting, connective end to a powerful day.

*Participants were asked to bring a 30-60 second long story about a moment that changed their life. Ideally, this would be a personal story that brings up some emotions (of any kind). Examples could include births, deaths, career changes, disasters, windfalls, courageous decisions, etc.*

### Getting Bulletproof

On our final day of training with the award-winning [Comedy Partners](#), participants learn how to handle challenging questions, difficult audience members and derailing disruptions with time-tested tools that comedians use to stop hecklers in their tracks. Gain confidence and embrace the unknown that comes with any presentation.

Participants were provided with the 'TACO' method of thanking (T) an audience member for bringing something up, answering (A) the audience member, closing (C) down the audience members' question, or opening (O) the conversation up to collaboration or a follow up.

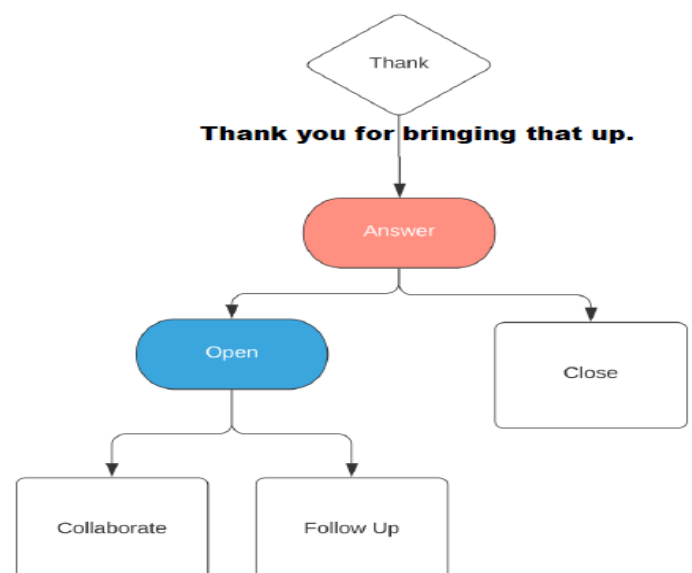


### Five Commandments of Virtual Meetings

- 1) Let there be light! Thou shalt not be backlit. \$17 Ring Light on Amazon would come in handy.
- 2) Raise up your voice! Don't let the quality of your sound distract from the quality of your message.
- 3) Thou shalt not take your background in vain. Make your background work for you!
- 4) Thou shalt elevate thy device.
- 5) Lift thine eyes to the heavens aka slightly above your camera. The eyes are the window to your soul!

**\*Bonus Tip: People can read!** If you're sharing a slide, don't just read the slide. Have the content on your slide support and complement what you're saying.

## TACO



## Short Course

December 2021

### Cognitive Interviewing for Better Questionnaire Design Short course

Prepared for 2021 Annual PAPOR Conference



**2021 Annual Conference | Wednesday, Dec. 1, 2021, 12-1 PM (PST)**  
**Short Course: *Cognitive Interviewing for Better Questionnaire Design***



**Ashley Grosse, Ph.D.**

Senior Vice President,  
Client Services  
YouGov

*Are you interested in learning more about ...*

- *How to design a questionnaire guide?*
- *How to refine your interview skills for virtual settings?*
- *How to interpret and learn from cognitive interviews?*

#### Course Description

Cognitive Interviewing is the premier tool to pretest questionnaires and assess the validity of survey measures. Cognitive interviews, when done correctly, can help us design better surveys and write better questions. In the past it has been a luxury reserved for projects with large budgets, but technology, and the general population's working grasp of things like Zoom has allowed researchers to conduct cognitive interviews with populations that vary by region, languages spoken, and other important demographics that may effect respondent's interpretation of survey questions.

***Thanks to our 2021 PAPOR Sponsors:***



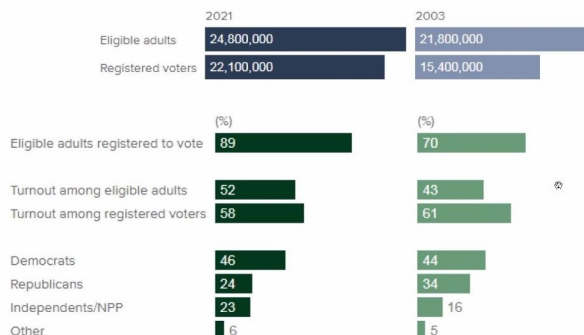


## Special Session: The 2021 Recall Election of Gavin Newsom in California

### Mark Baldassare



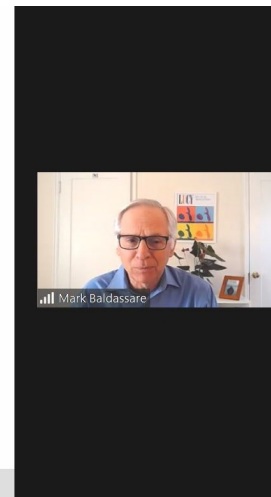
#### Voter registration and participation



Source: [California Secretary of State](#)



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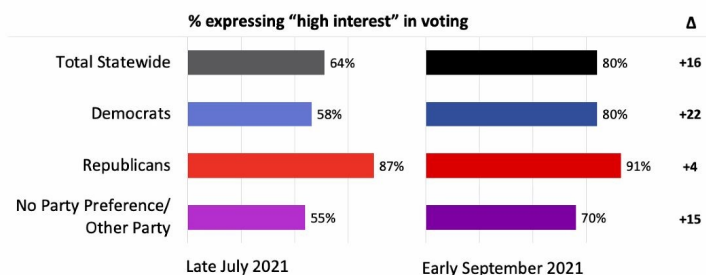


Mark Baldassare is president and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC's Speaker Series, a public forum featuring in-depth interviews with state and national leaders.

### Mark DiCamillo



#### Shift in likely voter preferences tied to much higher levels of interest in voting in early September, especially among Democrats and No Party Preference voters



Note: "High interest" was defined as voters offering a score of 8, 9, or 10 on a 10-point interest-in-voting scale or who reported having already voted in the early September poll.

Source: Berkeley IGS Poll

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Mark DiCamillo is director of the Berkeley IGS Poll, a statewide survey of California public opinion conducted by the Institute of Governmental Studies (IGS) at the University of California, Berkeley, and has served in that capacity since 2017. He is also founder and executive director of Cal Research Associates, LLC, a public opinion research consultancy based in Mill Valley, California. As director of the Berkeley IGS Poll, DiCamillo holds primary responsibility for overseeing the design and execution of regularly scheduled non-partisan surveys of the California public conducted by IGS. He is a recognized authority on polling in California and is the author of hundreds of poll reports analyzing public opinion in the state.

**Moderated by Floyd Ciruli  
of Ciruli Associates**



## Paper Session: A Closer Look at Diversity, Equity & Inclusion (DEI)

### Grace Sparks



### *The Impact of the Pandemic on LGBT Adults*

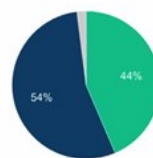
Larger Shares Of LGBT People View COVID-19 Vaccination as Responsibility to Protect Others; Non-LGBT People More Likely to View as Individual Choice

Which comes closer to your view: Getting vaccinated against COVID-19 is...?

■ Part of everyone's responsibility to protect the health of others  
■ A personal choice  
■ Don't know/Refused (Vol.)



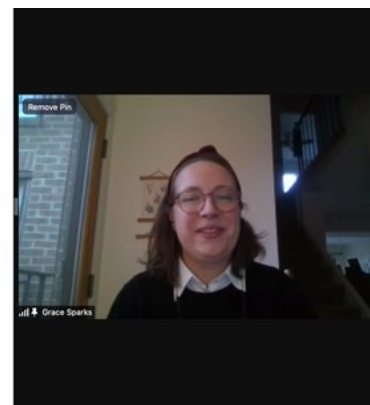
LGBT people



Non-LGBT people

Note: See top line for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (October 14-24, 2021)

KFF



### Gina Cardazone

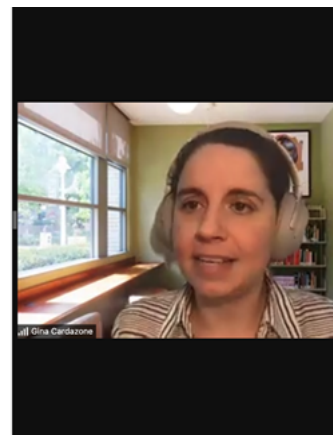


### *The Promises and Realities of DEI in Corporate America*

What did employees see their company do about DEI?



LEAN IN



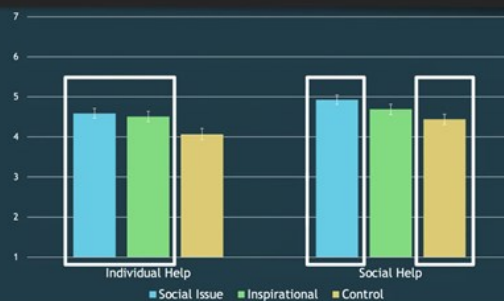
### Melissa Moore



### *Framing Inspirational Content in News Media*

Social frame increased social-oriented helping

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**Moderated by Edward Paul Johnson of the Harris Poll**



## Plenary Panel: Disinformation, Public Health & Public Opinion



**Brianne Gilbert** is the managing director for the Center for the Study of Los Angeles (StudyLA). In her role, she leads StudyLA's research on understanding the attitudes and opinions of LA's residents, voters, and leaders. She is a principal investigator on many of the region's largest survey research projects, notably the annual Los Angeles Public Opinion Survey of LA residents and the LA Votes Election Study of LA voters. She also is a senior lecturer at LMU in the departments of political science and urban and environmental studies, teaching courses on political internships, GIS, and geospatial research. Brianne also has served as a consultant in the fields of sociology, anthropology, GIS (geographic information systems), methodology, and public opinion research.



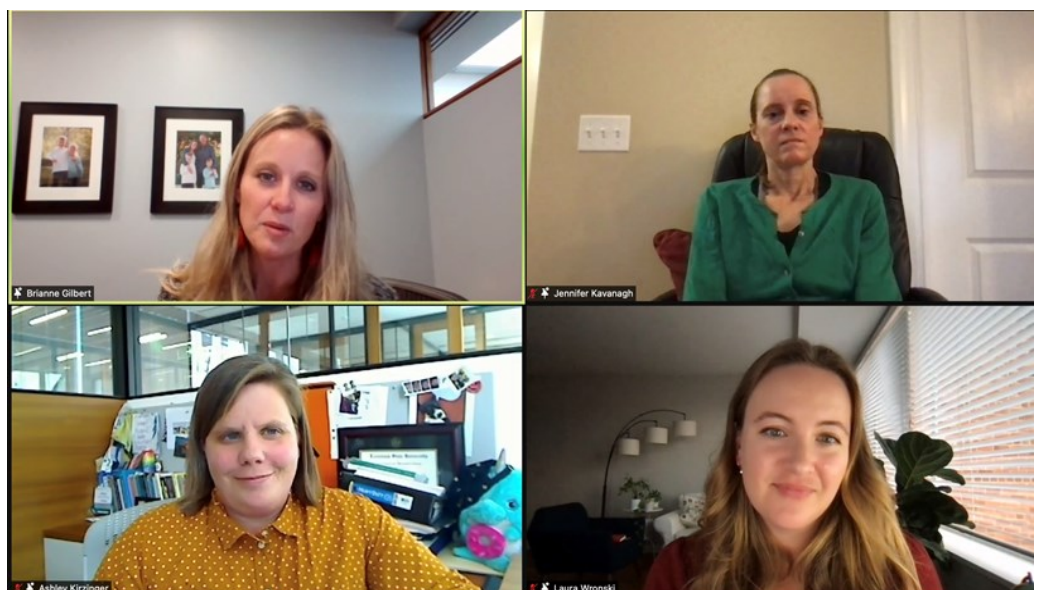
**Jennifer Kavanagh** is director of the Strategy, Doctrine, and Resources Program in the RAND Arroyo Center and a senior political scientist at the RAND Corporation. Jennifer's research focuses on defense and military strategy, including forward posture, deterrence, military interventions, and basing access. She also leads RAND's Countering Truth Decay initiative, a portfolio of projects exploring the diminishing reliance on facts and analysis in U.S. political and civil discourse. She is a faculty member at the Pardee RAND Graduate School and also teaches research methods courses as an adjunct professor at Georgetown University. Kavanagh earned her Ph.D. in political science and public policy at the University of Michigan. She graduated from Harvard University with a B.A. in government and a minor in Russian language.



**Ashley Kirzinger** is an Associate Director for the Public Opinion and Survey Research team of the Henry J. Kaiser Family Foundation. Prior to joining KFF, she served as Director of the University of Illinois Springfield's Survey Research Office. She earned a Ph.D. in Media & Public Affairs at Louisiana State University's Man-ship School where she also worked as a researcher at the Public Policy Research Lab.



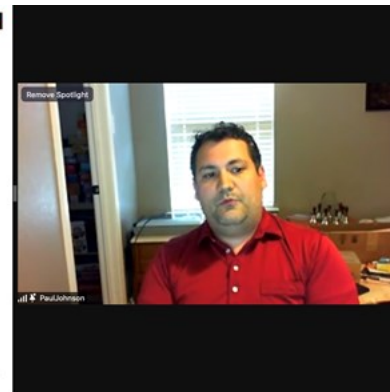
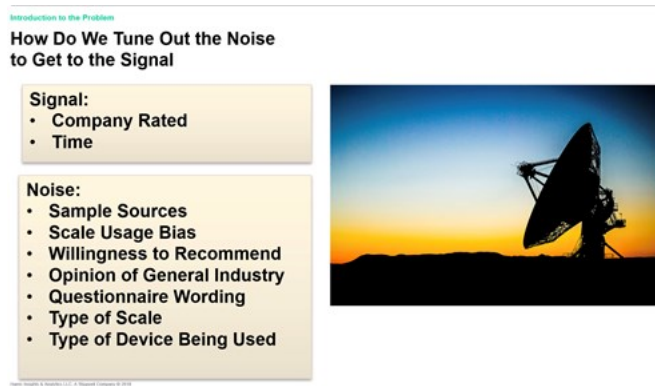
**Moderated by Laura Wronski of Momentive**



## Paper Session: Advances in Methodology

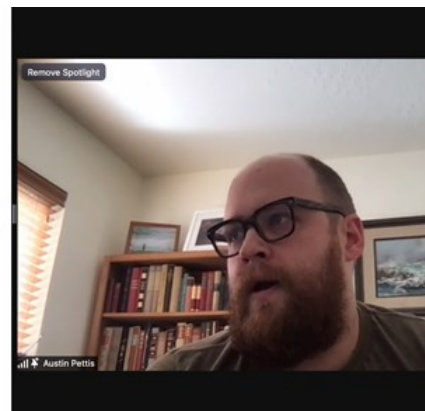
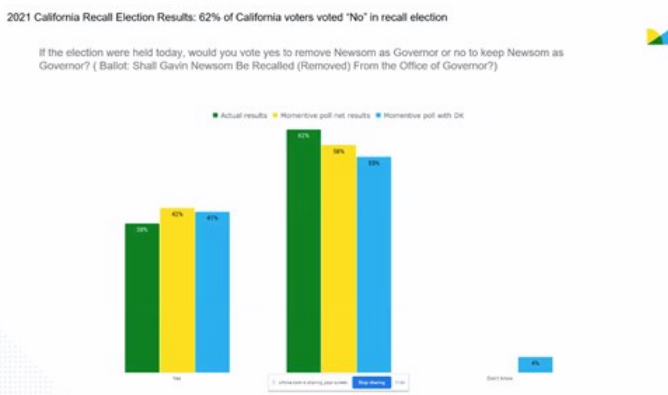
**Edward Paul Johnson**

***Isolating Factors Involved in Reputation Management Measurement***



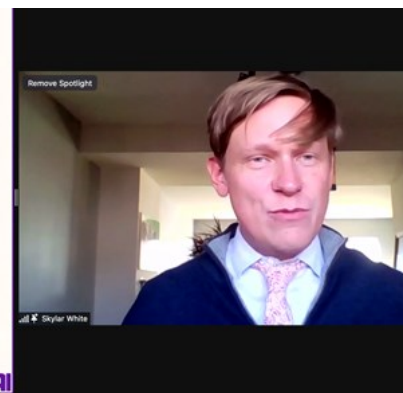
**Austin Pettis**

***2021 California Recall Candidate List Experiment***



**Skylar White**

***Accuracy and Honesty in Google Searches for Election Prediction and Message-Testing***



**Moderated by Jennifer Benz of NORC at the University of Chicago**



## Profiles in Research

**Dean Bonner**



If you take away 4 things from this brief time together ...

- Life is a journey and time is not linear
- Find work that you find is meaningful and hopefully do it with people you like
- Relationships matter so make sure to foster them
- Don't be afraid to reach out to others—whether it be to ask questions, ask for help, or to just connect with someone



**Mark DiCamillo**



If you take away 3 things from this brief time together ...

- Get to know and learn from those in your profession whom you admire, most especially in your early years.
- Try to build and maintain a public persona of your own, one that makes you feel comfortable.
- Remain active and stay connected with others in both your professional and personal life.

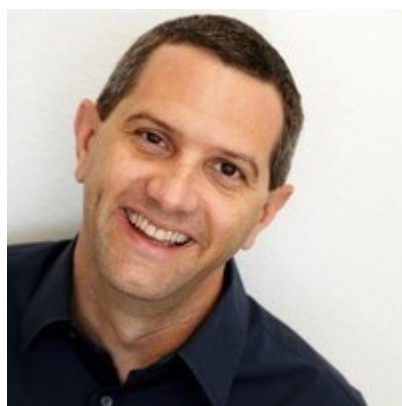


**Jon Cohen**



If you take away 3 things from this brief time together ...

- Get new skills whenever possible, and never assume you'll know when and how they'll be useful to you.
- Don't be an a\*hole, to anyone, anywhere.
- It's never over, keep going



About PAPOR

Events

Membership

Sponsorship

Resources

August 2021 presentation featuring Moliyann Brodie, Jessica Broome, and Floyd Ciruli.

April 2021 presentation featuring Shakari Byerly, Jill Darling, and Don Dillman.

**PAPOR**  
Public Affairs Program  
for Public Opinion Research

**PAPOR Speaker Series:  
Profiles in Research**

Dr. Moliyann Brodie

Dr. Jessica Broome

Floyd Ciruli

Shakari Byerly

Jill Darling

Don Dillman

When: Tuesday, August 17, 2021 Noon – 1:30 PM Pacific

When: Wednesday, April 21, 2021 Noon – 1 PM Pacific



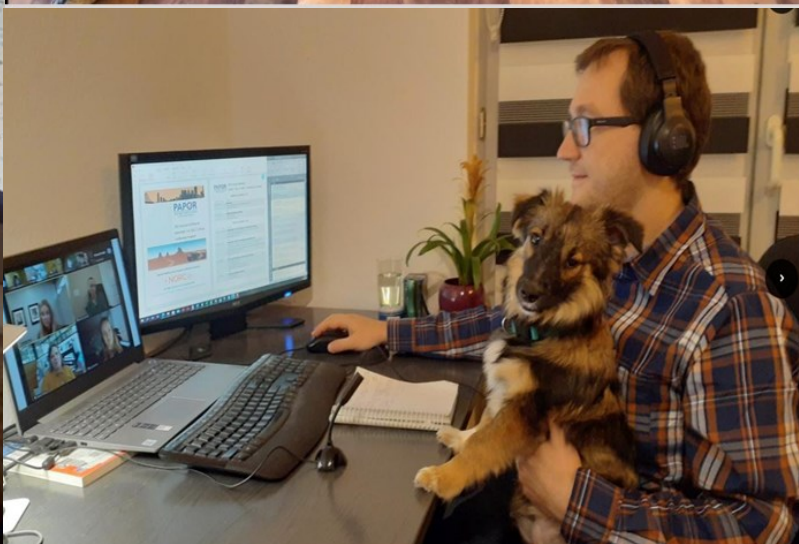
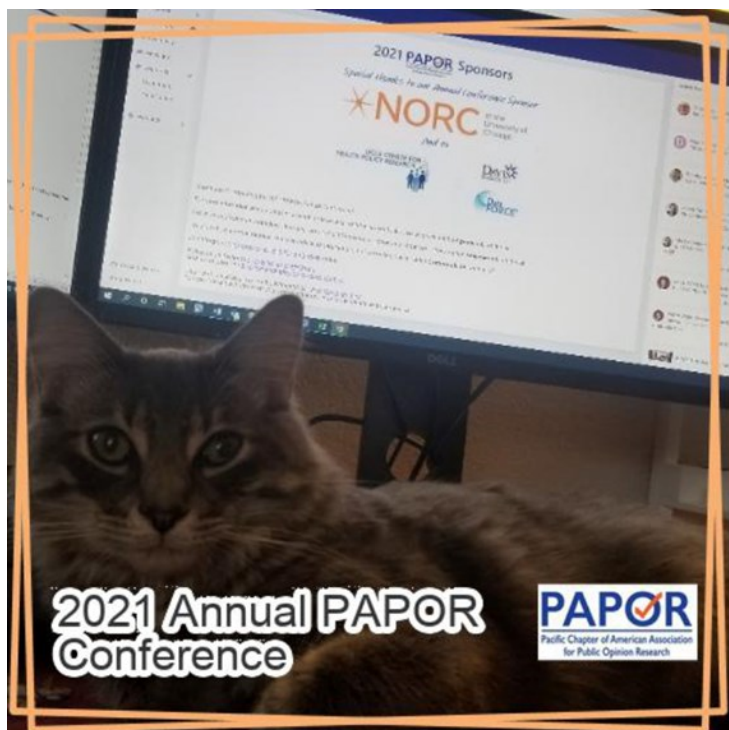
**Moderated by Bob Davis  
of Davis Research**



## PA(w)POR Happy Meow-r

**Congratulations to the PA(w)POR Happy Meow-r photo contest winners!**

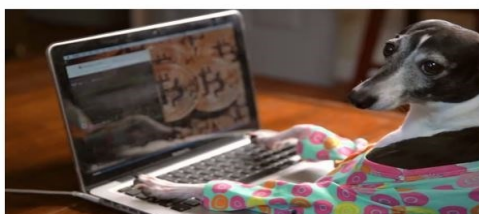
- ⇒ Morgan Santoro (Lilith)
- ⇒ Rico Neumann (Max)
- ⇒ Kathy Frankovic (Romeo)



### *Hair of the Dog*

#### Ingredients

- 6 ounces Bulldog gin
- ½ ounce fresh lemon juice
- 2-3 dashes Tabasco sauce
- Slice of chili pepper



#### Greyhound

- 2 oz fresh grapefruit juice
- 2 oz vodka
- splash of Campari
- sprig of rosemary



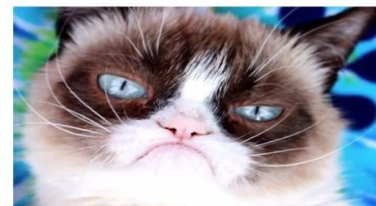
### **SOURPUSS**

#### Whiskey Sour

#### Ingredients

#### Serves 1

- 45ml whiskey
- 30ml lemon juice
- 1 teaspoon sugar
- Handful of ice
- Orange slice
- Cherry



#### The Lint Roller

- 2 shots of rum
- 1/2 cup of coconut water or pineapple juice
- Squeeze of lime
- 1 tbsp. sugar
- Coconut shavings



## 2021 Student Paper Competition Interview

### Congratulations to Skylar White of UnumAI for winning the 2021 PAPOR student paper competition!

#### 1) Where did you grow up and what school(s) did you attend?

I grew up in Denver and needed to leave for my 20's to appreciate it! I moved back to Denver in 2015 and got my master's at the University of Denver. I went to Washington & Lee University in the Shenandoah Valley for my undergrad.

#### 2) What did you study as an undergrad student and as a graduate student?

I studied politics and economics at Washington & Lee. The econ was really interesting at that time due to the Great Recession. I knew from Day 1 that I'd get a degree in Politics, but after completing that early, I got exposed to Sociology and Psychology, which were eye-opening. After working in mostly federal and national security consulting for 10 years, I got my master's in Business Information and Analytics from the University of Denver. I'm really happy with the professors and the program at DU. I started this research during my first winter break.

#### 3) How did you first get into public opinion research? What interests you about it?

2016 was a disconcerting moment of realization that my political science degree prepared me just as much as a non-degree holder to understand some of the forces at work in American society that created that result, and my missed internal predictions. That provided motivation and then volunteering on a Democratic primary in 2018, I saw my candidate was getting shorted by the polls and realized the problem didn't only apply to contests with a Republican. At the same time, I read a book about Google data sets (*Everybody Lies* by Seth Stephens-Davidowitz) that probed some methods of prediction. 6 months later during my winter-break from my graduate program, I tested a method based on confirmation-bias that made sense and started my company with a couple classmates when we got back from winter break.

I like public opinion polling because it's the study of our group decision-making. It's a very exciting time to be in the field because advances in the field of psychology and their implications in the social sciences are finally bringing together the scientific method with the study of our emotions. Daniel Kahneman in behavioral economics and Jonathan Haidt come to mind recently. They both follow the academic lineage of E.O. Wilson. Our understanding of the bicameral mind is improving, and that's very exciting to me. Psychographic analysis of group behavior, not of individuals, feels like a way that we can contribute along the lines.

#### 4) How did you first hear about PAPOR and why did you ultimately decide to submit your paper to the PAPOR Student Paper Competition?

I heard about PAPOR from Floyd Ciruli, a fellow Coloradoan. I tried to sell our work, while in development, to campaigns in 2020 and realized that we needed to introduce academically and to my peers first. We need collaboration in developing the methodology and this is the group that I hope to find willing participants in. We should try to integrate the advantages of survey- and search-based approaches and we're looking for partners to do that with.

#### 5) Your paper focused on a fascinating and relevant subject – using Google searches for election prediction. What attracted you to this topic?

Seth Stephens-Davidowitz's book, *Everybody Lies: What Big Data, New Data, and The Internet Tell Us About Who We Really Are*. He and Nate Silver were the first that I saw to poke around using this data for politics and social sciences. Simultaneously, I volunteered for a statewide primary campaign where I thought this method would work well. And it did! What attracted me to the Google data set are the advantages in sample sizes and honesty of interaction when the study participants don't think they're being observed. It can lead to startling and fascinating findings in the social sciences.

#### 6) What are you currently working on and what do you see yourself doing in the future?

Currently, I am running a start-up to test and apply this data set in as many fields as possible. The strong, positive correlation between Google Searches and real-world consumer behaviors, for political products or otherwise, appears in more cases than not that we've researched... gaming console sales, energy production markets, automobile sales, dialysis services...

This spring and summer, we did weekly reporting on vaccine hesitancy to the Missouri Department of Health. We're trying to parlay our success in that public health field to address research needs around community mental health in the new year.

Outside of politics and government, we can help commercial companies fill out the CRM databases proxying for partner or customer revenue potential using Google Searches. It's been really helpful for other startups trying to estimate Total Addressable Markets by channel to fundraise or strategize their go-to-market strategies.

#### 7) And lastly, for a bit of fun: could you please tell us something people don't know about you?

My main area of interest related to philanthropy is poverty and I like to collect anything historical... maps, stamps, western-wear.



## 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](mailto:sponsorship@papor.org)**



## 2022 Executive Council

**President - Rico Neumann**  
Technical University of Berlin  
[president@papor.org](mailto:president@papor.org)

**Vice President/President-Elect - Erin Pinkus**  
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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 January 2022, PAPOR has 133 current Members: 121 regular members, 6 Students, and 6 Honorary Lifetime members.**

- **Gender:**
  - 54% Male
  - 46% Female
- **Race/Ethnicity:**
  - 84% Non-Hispanic White
  - 16% Other or Multi-Racial
- **Industry:**
  - 45% For-Profit / Private
  - 21% Academic
  - 13% Non-Profit
  - 8% Government
  - 4% Consultant
  - 2% Student
  - 7% 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.

**To stay informed on all the upcoming PAPOR events, make sure to renew your PAPOR Membership today!**