



President's Letter

Hello PAPOR members,

As I draft this letter, the world is shaken by the events unfolding in Ukraine. PAPOR stands in solidarity with the people of Ukraine. My thoughts are with all those who find themselves affected by the Putin regime's brutal war and senseless acts of violence.

While these tragic events add to the general uncertainty that has shaped the past two pandemic years, I would like to thank the PAPOR Council for a promising start for our chapter in 2022.

First of all, thanks to the tireless efforts of our Sponsorship Chair, Benn Messer, PAPOR enjoys sponsorship support from thirteen organizations this year: [AmeriSpeak](#) as our Champion and annual conference sponsor, [Ironwood Insights Group](#) as Fellow, [DataForce](#), [Davis Research](#), [Goodwin Simon Strategic Research](#), [ReconMR](#), the [Survey Research Center at the University of Michigan](#) and [WestGroup Research](#) as Contributing Sponsors, as well as [Elway Research](#), [Full Circle Research](#), [TechSociety Research](#), [The Harris Poll](#) and [UCLA Center for Health Policy Research](#) as Corporate Friends (for more details see p. 8-10).

Thanks to the generous support from all those organizations we are able to offer events at affordable rates for our members, especially our student members. If you or your organization are interested in sponsoring opportunities, please review our [levels and benefits](#) and reach out to our [Sponsorship Chair](#).

Looking back, we had our fourth installment of the *Profiles in Research* speaker series in early March, featuring current AAPOR President Patricia Moy (University of Washington), Vice-President Paul Beatty (US Census Bureau), and AAPOR's new Executive Director Tristanne Staudt (more info on p. 2). They provided fascinating and unique insights into the different paths to their current AAPOR leadership roles. These highly informative discussions are particularly valuable for students and early-career professionals, so stay tuned for our [next event](#) in the summer.

Planning for our 2022 mini-conference, scheduled for July 15, is well underway. Each year, PAPOR hosts a mini-conference to recap key findings from the annual AAPOR conference. After more than two years of virtual conferences, we are looking forward to this hybrid event, which will take place at the KFF headquarters in San Francisco (more info on p. 3). Keep an eye on future emails about this upcoming PAPOR event! [Registration](#) will open in early May. If you have questions or are interested in presenting at this year's mini-conference, please contact Ashley Kirzinger at miniconf@papor.org.

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Last but not least, we are just two weeks away from the annual AAPOR conference. Check out a range of exciting virtual courses, for example on data visualization and geospatial analysis, and onsite courses on topics ranging from survey sampling to budget development (see all offerings on pages 5-7). Don't miss the all-chapter welcome happy hour on May 11, the all-chapter party on May 12, and several other networking events and fun social outings like the Chicago River Architecture Tour, golfing or attending a major league baseball game in Chicago with fellow AAPORites during the conference (more info on p. 4).

Let's also congratulate the 2022 award winners: Emilda Rivers (AAPOR Public Service Award), Matthew Salganik (AAPOR Book Award), Shiyu Zhang (Seymour Sudman Student Paper Competition Award) as well as the COVID-19 Trends and Impact Survey (AAPOR Policy Impact Award and Warren J. Mitofsky Innovators Award) and the National Latino and Asian American Study (Inclusive Voices Award), among others (see the entire list of awardees [here](#)). I am especially delighted to see our PAPOR region represented in this 'hall of fame' as Danielle Ayon and Heather Kitada Smalley at Willamette University (Oregon) will be awarded this year's Student-Faculty Diversity Pipeline Award. And, of course, we are all eager to find out about the winner of the 2022 AAPOR Award for Exceptionally Distinguished Achievement, who will be announced at the annual awards banquet on May 13.

Thank you for taking the time to read about our events and activities. If you have any ideas or suggestions for PAPOR, we would love to hear them. Please send your thoughts to president@papor.org. Enjoy your spring and the AAPOR conference!

Rico Neumann,
2022 PAPOR President

Renew your PAPOR Membership today!

2022 PAPOR Speaker Series: Profiles in Research

“Life is a journey and time is not linear”

No, this isn't what my fortune cookie at lunch today said. This is one of the words of wisdom shared by a speaker at a recent *PAPOR Speaker Series: Profiles in Research*. Hopefully you've had a chance to attend these quarterly lunchtime speaker presentations in which professionals from opinion research briefly share their life story, interests and what they've learned along the way. If you haven't be sure to put this on your radar.

The initial goal of the series was to expose our student members to potential career paths in survey research, but while students loved the meetings I was surprised to see that seasoned researchers are also loving getting to know our AAPOR and PAPOR friends in a much more intimate way.

Here are three key themes that I heard from our speakers:

⇒ “Never stop learning”

This doesn't mean never graduate. It means that you should never stop interacting with colleagues, mentoring and being mentored, presenting, and in general being open to always learning in all ways.

⇒ “Relationships matter – find your posse”

Many of the speakers credited their current positions to connections they made through a professional group. Of course AAPOR featured prominently in these networks, but work, social clubs, and athletic clubs are also great for meeting new people. My favorite quotes that feel into this category were “Don't be afraid to reach out to others” and “Don't be an a*hole, to anyone, anywhere.”

⇒ “Life is rarely linear”

When we see the successful lives that our speakers are living it is often easy to believe that they must have known that is what they were going to do all their lives. Amazingly many had several different career paths until they found their calling in opinion research. I thought I was alone in this experience and it is comforting to know that many didn't know “what they wanted to be when they grew up” until their 30's and beyond.

This brief writeup can only provide a tiny window into the *Profiles in Research* series. Please take some time to review our website www.papor.org and keep an eye out for our next installment this July.

Do you have someone you'd like to nominate for the Speaker Series? Please contact Bob Davis at bob@davisresearch.com.

To view prior Speaker Series events, check out PAPOR's [YouTube page](#).
Contact PAPOR council member Bob Davis
(shortcourse@papor.org) for more information.

2022 PAPOR Mini-Conference

The PAPOR Mini-Conference is scheduled to be a hybrid in-person/virtual event held on July 15th. While we hope to be able to join together in-person at the KFF headquarters at 185 Berry Street, San Francisco, we will also be having a virtual option for those who cannot attend in-person, and in case we need to readjust based on current COVID case counts. This year's mini-conference will continue the PAPOR tradition of providing insights from the AAPOR conference, but will also be including special guests from other AAPOR chapters as well as task force presentations. If you are interested in presenting at this year's mini-conference, please contact Ashley Kirzinger at miniconf@papor.org. Keep an eye on future emails about this upcoming PAPOR event! We look forward to seeing you all there!



Save the date: July 15, 2022

Location: 185 Berry Street, San Francisco, CA

**Contact Ashley Kirzinger (miniconf@papor.org)
if you have any questions.**

Preview of 2022 Annual AAPOR Conference

The American Association for Public Opinion Research (AAPOR) is thrilled to announce that its 77th Annual Conference will be held in-person at the Sheraton Grand Chicago on Wednesday, May 11 through Friday, May 13, 2022.

Don't miss this opportunity to come together and participate in the premier forum for the exchange of advances in public opinion and survey research. To register for the conference, please visit the [conference registration](#) page.

Come Together: Advancing Inclusion and Equity Through Data Collection, Measurement, and Community

The AAPOR Conference Committee has planned a lot of fun opportunities to connect with other attendees! While they work to confirm the details, here is a taste of what is to come:

Fun

Golf Outing

Join fellow AAPOR-ites for a round of golf on Wednesday, May 11th, just prior to the start of the conference! This year's outing will take place at Harborside International Golf Center with the first tee-time being 7:00 am. Sign up for this event through the online conference [registration process](#).

All Chapter Party

All AAPOR chapter members are invited to the All Chapter Party on Thursday, May 12th at 8:00 pm. The event will take place offsite. More details coming soon!

Fun Run/Walk

Join us bright and early on Friday, May 13th for a three-mile fun run or walk. Participants can meet in the hotel lobby at 6:30 am for some exercise before kicking off the final day of the conference. Sign up for this event through the online conference registration process.

Post Banquet Party

We encourage you to catch up with friends – old and new – at AAPOR's Post Banquet Party. Take advantage of one last chance to visit with your AAPOR friends before the conference ends.

T-Shirt Contest

The best slogan wins a \$25 gift card and a year of bragging rights!

Networking

New Member/All Chapter Welcome/Affinity Group Reception

Touching base with colleagues and old friends is what this reception is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to start the conference on the right foot. Balance the intensity of AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your chapter colleagues and share insights from what you've learned.

Coffee and Dessert Breaks in the Exhibit Hall

Catch up with colleagues and visit our exhibitors between sessions at our daily coffee and dessert breaks in the exhibit hall! This is a quick chance to refresh, catch a spotlight demo, or make a new connection between educational sessions.

Come Together Room

Be sure to meet up with colleagues in our new dedicated collaboration space in the hotel, where AAPORites can “come together” to have informal conversations about our research, our interests, and our communities.

2022 AAPOR Conference Schedule

Virtual Offerings

Title: Geographic Information Systems (GIS) in the Social Sciences: Current Applications of Maps, Mappable Data, and Geospatial Analysis

Instructors: Ned English and Peter Herman

Time: May 2nd from 10:00am to 1:30pm EST

Title: Comparing Methods for Assessing Reliability

Instructors: Ting Yan and Hanyu Sun

Time: May 3rd from 10:00am to 1:30pm EST

Title: Data Visualizations for Surveys Using ggplot2

Instructor: Brittany Alexander

Time: May 4th from 2:00pm to 5:30pm EST

Title: Respondent Centered Surveys; Putting Respondents at the Heart of Survey Design

Instructors: Laura Wilson and Emma Dickinson

Time: May 5th from 10:00am to 1:30pm EST

Onsite Offerings

Tuesday, May 10th

- ⇒ 4:00pm-6:00pm: Registration Open
- ⇒ 6:00pm: Student and Early Career Dinner/Meet-up

Wednesday, May 11th

- ⇒ 7:00am-6:00pm: Registration [Open](#)
- ⇒ 7:00am-12:00pm: Golf outing
- ⇒ 8:00am-11:30am: Short Course: Budgeting 101: “Hands On” Budget Development for Public Opinion Research Projects
- ⇒ 8:00am-11:30am: Short Course: Quantitative and Qualitative Data Collection Techniques for Health Measurements
- ⇒ 8:00am-11:30am: Short Course: Samplings: Survey Sampling from A to Z in Python
- ⇒ 8:00am-11:30am: Short Course: Confronting Non-Ignorable Non-Response in Modern Surveys
- ⇒ 11:00am-12:00pm: Committee Meetings
- ⇒ 11:30am-12:30pm: Student & Early Career Lunch/Meet-up
- ⇒ 12:00pm-12:45pm: Exhibit Hall Preview
- ⇒ 12:45pm-2:15pm: Concurrent Sessions A
- ⇒ 2:30pm-3:45pm: Opening Plenary: *Disrupting public opinion research in the pursuit of equity*
- ⇒ 3:45pm-4:30pm: Exhibit Hall, Poster Session #1, Meet Your Docent
- ⇒ 4:30pm-6:00pm: Concurrent Sessions B
- ⇒ 6:30pm-7:30pm: New Member/All Chapter/Affinity Group Welcome Happy Hour

Thursday, May 12th

- ⇒ 7:00am-6:00pm: Registration [Open](#)
- ⇒ 7:00am-8:00am: Committee Meetings
- ⇒ 7:00am-8:00am: Continental Breakfast in Exhibit Hall
- ⇒ 8:00am-9:30am: Concurrent Sessions C
- ⇒ 9:30am-10:15am: Beverage Break in Exhibit Hall
- ⇒ 10:15am-11:45am: Concurrent Sessions D
- ⇒ 11:00am-12:00pm: Committee Meetings
- ⇒ 12:00pm-1:00pm: Presidential Address Lunch
- ⇒ 1:15pm-2:45pm: Concurrent Sessions E
- ⇒ 2:45pm-3:45pm: Exhibit Hall, Poster Session #2
- ⇒ 2:45pm-3:45pm: Speed Networking Session #1
- ⇒ 2:45pm-3:45pm: In Memoriam Session
- ⇒ 3:45pm-5:15pm: Concurrent Sessions F
- ⇒ 6:00pm-7:30pm: Student & Early Career Dinner Meet-up, Affinity Groups Meetup
- ⇒ 8:00pm-11:00pm: All Chapter Party

Friday, May 13th

- ⇒ 6:30am-8:00am: Fun Run/Walk
- ⇒ 7:00am-4:00pm: Registration [Open](#)
- ⇒ 7:00am-8:00am: Committee Meetings
- ⇒ 7:00am-8:00am: Continental Breakfast in Exhibit Hall
- ⇒ 8:00am-9:30am: Concurrent Sessions G
- ⇒ 9:30am-10:15am: Exhibit Hall, Poster Session #3
- ⇒ 9:30am-10:15am: Speed Networking Session #2
- ⇒ 10:15am-11:45am: Concurrent Session H
- ⇒ 11:45am-1:00pm: Luncheon and Activities Award Ceremony
- ⇒ 11:45am-1:00pm: Exhibit Hall Open
- ⇒ 12:00pm-1:00pm: Committee Meetings
- ⇒ 1:15pm-2:45pm: Concurrent Sessions I
- ⇒ 2:30pm-3:00pm: Exhibit Hall Open
- ⇒ 3:15pm-4:30pm: Concurrent Sessions J
- ⇒ 4:45pm-5:15pm: Closing Plenary
- ⇒ 5:15pm-6:45pm: Membership and Business Meeting
- ⇒ 7:00pm-7:45pm: All Presidents Reception
- ⇒ 7:45pm-9:15pm: Awards Banquet
- ⇒ 9:30pm-12:00am: Post Banquet Party
- ⇒ 10:00pm-12:00am: Applied Probability

Saturday, May 14th

- ⇒ 9:30am-12:30pm: AAPOR Gives Back

2022 AAPOR Conference Virtual Short Courses

Short Course #1

Title: Geographic Information Systems (GIS) in the Social Sciences: Current Applications of Maps, Mappable Data, and Geospatial Analysis

Instructors: Ned English and Peter Herman

Time: May 2nd from 10:00am to 1:30pm EST

Geographic Information Systems (GIS) is a popular tool to compile, present, and understand data in the social sciences. This short course is designed for those with minimal GIS knowledge who would like to understand how it has been used to facilitate data collection and analysis. We will also provide a practical introduction to learn the basics of presenting social scientific data on a map and conducting simple geospatial analyses. An underlying message will be how maps and geospatial analyses can be used to facilitate and enhance current research programs.

Our course will include an introduction to basic cartographic principles and GIS in general, examples of how survey response and demographic data can be visualized using GIS maps, a step-by-step guide to making and customizing single- and multi-variate maps (starting from public use shapefiles and data in an excel spreadsheet), and a tutorial for making and understanding maps that show “hot spots” and “cool spots” in your data. We will use examples from ArcGIS, a popular proprietary GIS package software, and GeoDa, an open source free GIS programs.

Short Course #2

Title: Comparing Methods for Assessing Reliability

Instructors: Ting Yan and Hanyu Sun

Time: May 3rd from 10:00am to 1:30pm EST

The ultimate goal of question evaluation and testing is to produce survey items that yield reliable and valid answers. In the course, we will cover different methods to estimate reliability. We will start with relatively simple statistics such as gross difference rates (GDRs), Cohen’s kappa, and overtime correlation. We will also cover more sophisticated approaches. This includes estimates from multi-trait, multi-method experiments, models applied to longitudinal data, and latent class analyses. In addition, we will cover two ex ante computer-based systems to assess item reliability, including the survey quality predictor (SQP) and QUAID. For each method, we will discuss its potential problems and demonstrate how to estimate reliability using mock data. In addition, we will compare to what extent the methods agree with each other on identifying unreliable questionnaire items.

Short Course #3

Title: Data Visualizations for Surveys Using ggplot2

Instructor: Brittany Alexander

Time: May 4th from 2:00pm to 5:30pm EST

This course will teach you how to use the ggplot2 R package to visualize complex survey data. The ggplot2 package is a flexible open-source tool using R to create high-quality, customizable graphics. This course will use ggplot2 to visualize survey data with adjustments to handle survey weights and plot proportions instead of counts. First, an overview of the ggplot2 package and the tidyverse will be given. Then you will learn to use ggplot2 to visualize both weighted and unweighted survey variables. Finally, you will learn how to use facets to create visualizations of crosstabs. Example code and functions will be provided so that you can use the code in your own work.

Short Course #4

Title: Respondent Centered Surveys; Putting Respondents at the Heart of Survey Design

Instructors: Laura Wilson and Emma Dickinson

Time: May 5th from 10:00am to 1:30pm EST

Throughout the survey design industry, we are experiencing a decline in response rates alongside the demand for push-to-web mixed-mode completion. The data collection world is changing and to respond to these challenges, it is necessary to combine established and innovative survey design methodologies. We must move away from the traditional approaches that hinder us from achieving our goals, such as designing surveys at desk or in the boardroom. Instead, we need to start putting the respondent first and letting them drive survey design. This is Respondent Centred Design and it is achieved by heavily involving respondents in research to establish their survey participation needs and subsequently building to meet them. Only then can we develop a survey with low burden and high-quality data.

This course will explain why this shift in our design focus and practices is critical to the creation of successful surveys. The course introduces and explains an innovative methodological approach called ‘Respondent Centred Design’ which is showcased in the course leaders new book, ‘Respondent Centred Surveys; Stop, Listen and then Design’. The course demonstrates its application to survey development through use of frameworks and case studies from the transformation of the UK’s Labour Force Survey from the Office for National Statistics. Attendees are encouraged to bring a design problem to course to work through using what they learn in each module.

2022 AAPOR Conference Onsite Short Courses

Short Course #1

Title: Budgeting 101: “Hands On” Budget Development for Public Opinion Research Projects

Instructor: Chuck Shuttles and Jordon Peugh

Time: May 11th from 8:00 am to 11:30 am CST

Most public opinion professionals begin their careers working on projects whose budgets were created by others in their organization and they must live within the constraints of those budgets. This course is designed for those interested in better understanding budget creation and are ready to improve their own budget skills specific to public opinion research projects. Students will learn how to break down a project into manageable segments, multiple methods for estimating costs, how to build the budget as a model where assumptions change, and how to manage the budget over the life of the project.

This is not a lecture course. The entire course will be a hands-on / interactive exercise where you will be guided through the budget planning / building process (i.e., laptop computer with Excel or Google Sheets required). The instructors will discuss real-world demands made on anyone creating or managing a budget, e.g., “the client needs this to cost less than \$X,” “we need X% profit margin,” “we must deliver results in X days / weeks / months,” or all of the above). In the end, students will experience the steps to building a project budget and prepare for the efficient management of project costs.

Short Course #2

Title: Quantitative and Qualitative Data Collection Techniques for Health Measurements

Instructor: Marieke Haan and Yfke Ongena

Time: May 11th from 8:00 am to 11:30 am CST

Measuring someone's health by means of questionnaires is a challenging task. The concept of health is very broad - it encompasses a person's physical, social and mental state – which makes conceptualization difficult. In addition, there is a high risk of socially desirable answers, since people like to indicate that they are doing well. Finally, health research is often conducted among people who are not fit or the elderly for whom surveys are a cognitively demanding task.

This course will focus on both quantitative and qualitative data collection techniques to measure health. First, participants will learn more about implementation of surveys in hospital waiting rooms, taking the Total Survey Error Framework into account. Special attention will be paid to the risks of socially desirable answers. Second, participants will learn about collecting qualitative data on health through semi-structured interviews and researcher driven photo-elicitation interviews. Ensuring the scientific quality of these forms of data collection will be discussed on the basis of Guba and Lincoln's trustworthiness criteria. Finally, we pay attention to analyzing qualitative data by means of a thematic analysis.

Short Course #3

Title: Samplix: Survey Sampling A to Z in Python

Instructor: Mamadou S. Diallo

Time: May 11th from 8:00 am to 11:30 am CST

Survey samples are often selected using predefined probabilistic methods from finite populations. Complex sampling designs are used to facilitate fieldwork and keep costs under control (e.g., stratification, clustering, stage sampling, etc.), resulting in samples with unequal selection probabilities. Techniques such as sample selection, weight adjustment, and sample analysis need to account for the complexity of the sampling design. I developed a Python package named samplix, which implements sample size calculation, sample selection, population parameter estimation, and small area prediction to allow Python users to work with survey data more efficiently.

This talk will show how a survey statistician can use Python and, more specifically, samplix to conduct a comprehensive survey. More specifically, I will show how to calculate sample size, use SRS and PPS techniques to select samples, calculate and adjust sample weights, estimate linear and non-linear population parameters using Taylor-based and replication-based techniques, including calibration techniques such as GREG, post-stratification, raking. In addition, I will illustrate regression techniques under the complex sampling design using samplix. Finally, if time allows, I will introduce conducting basic small area estimation (SAE) methods using samplix.

Short Course #4

Title: Confronting Non-Ignorable Non-Response in Modern Surveys

Instructor: Michael Bailey

Time: May 11th from 8:00 am to 11:30 am CST

Survey researchers typically deal with non-response via weighting, quota sampling and multilevel regression and post-stratification (MRP). These tools are powerful, but do not address non-ignorable non-response, the kind of response that occurs when non-response is directly related to the content being surveyed. Ironically, non-ignorable non-response is often ignored, a pattern this course seeks to counteract by exploring survey research through the lens of non-ignorable non-response. This entails understanding first how ignorable and non-ignorable non-response have been important in the history of polling, including in the highly fluid contemporary era. Second, this involves thinking deeply about why non-ignorable non-response poses such dangers for polling, especially modern polling that is typically based either on opt-in internet samples or random samples with very low response rates.

The course ends on a constructive note. We need not be passive or fatalistic in the face of potential non-ignorable non-response. There is a broad and growing toolkit for dealing with non-ignorable non-response. Using this toolkit makes new demands on the data, but not unreasonable ones.

The goal is that participants emerge with a stronger understanding of this important potential source of survey error and a grasp of the tools to help tame it.

Thank you to our 2022 PAPOR Sponsors!

Champions



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.

Fellows



Ironwood Insights Group leads the market research industry by offering a seamless integration of all research methodologies into one point of service. We assist corporate researchers, marketers, marketing research firms and consultants with high-quality data collection and analytic services. Our platforms use the latest technology with cloud-based servers and panel integration for increased production, quality and security. We maintain strict security and confidentiality controls. Qualitative methodologies include traditional and online focus groups, bulletin boards and in-depth interviews. Quantitative methodologies include CATI/CAWI, online surveys and F2F interviewing, with international reach through vetted partners. We are dedicated to providing our clients with the best research solutions at reasonable rates.

Contributing Sponsors



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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.



Goodwin Simon Strategic Research is a progressive, independent public opinion research firm that conducts cutting-edge quantitative and qualitative research to advance social change. Our research team brings their expertise in politics, public policy, and communications to clients in the public and private sectors, political candidates and ballot measures, public sector agencies, nonprofit and issue advocacy organizations, foundations, and labor unions. Over the last dozen years, we have developed a whole new approach to public opinion research, message development, and message delivery. We work on a wide range of issues, including socially controversial and emotionally complex topics, both in the United States and internationally.

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.

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Contributing Sponsors



The [Survey Research Center](#) (SRC), a center within the Institute for Social Research (ISR), is a multi- and inter-disciplinary research organization devoted to the discovery of and insight into major issues within the social and behavioral sciences. SRC is an international leader in research involving the collection and analysis of sample surveys, administrative and other non-survey data.



[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.



[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.

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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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.

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Corporate Friends



[Full Circle Research](#) was named the 2021 Panel Company of the Year by The Marketing Research and Insight Excellence awards (powered by Quirk's), and four-times included on Inc. 5000's list of Fastest-Growing Companies in America (2017, 2019, 2020, 2021), and was the first and only US-based, online consumer sample provider to earn ISO 26362 certification, is currently one of only a handful certified to ISO 20252, and remains the only company to offer HoNoR (Holistic Next-level Research®). Full Circle's foresight, agility and commitment to innovation translate into a uniquely pro-active, consultative experience delivered by a diverse team of experienced industry veterans.



[The Harris Poll](#) 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.



[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.



[TechSociety Research](#) has provided consumer and social research since 1997. 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.

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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.

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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 April 2022, PAPOR has 104 current members: 90 regular members, 8 students, and 6 Honorary Lifetime members.

- **Gender:**
 - Male 51%
 - Female 46%
 - Non-Binary/Non-Conforming/No Answer 3%
- **Race:**
 - White/Caucasian 80%
 - Other or Multi-Racial 18%
 - No Answer 2%
- **Ethnicity:**
 - Hispanic 5%
 - No Answer 2%
- **Average Age: 50**
- **Region:**
 - 50% California; 11% Washington; 7% Oregon; 5% Utah; 3% Arizona; 3% Hawaii; 2% Colorado; 2% 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!