



## President's Letter

Happy spring, fellow PAPOR members! After what felt like a long winter, spring warmth and blossoms are here. And with spring come some great ways to shake off those winter

grays. Topping my list are more time outside and connecting or reconnecting with fun and interesting people.

I've gotten to know a lot of wonderful people through PAPOR, and making or reconnecting with friends are among the many reasons members attend PAPOR and AAPOR events like the annual conferences. But the lucky folks attending our recent happy hours didn't wait for a conference. The pictures on pages 2-3 from recent and upcoming local social events might inspire you to find a gathering spot in your own local area.

- Los Angeles PAPOR Happy Hour (March 11, Forman's Tavern)
- San Francisco PAPOR Happy Hour (March 21, Ungrafted)
- Coming up: [Sacramento PAPOR Happy Hour](#) (May 6, Fox and Goose)

Whether you'd like to connect with other PAPOR members and friends in your nearest city for happy hour, short hikes or walks, coffee meet-ups, or a dinner, we'll help spread the word. Contact our Special Events Chair, [Samantha Finley](#), or fill out this [interest form](#).

If you can't get to an in-person event, take a minute or two to say hi, hello, howdy, how've you been to a PAPOR member you haven't heard from in a while. Email, text, send a private LinkedIn message, or be bold and make a good old fashioned phone call.

How about joining or getting more involved with an [AAPOR Affinity Group](#)? In an Affinity Group, you'll find other great people looking to share ideas, information, and experiences with other AAPOR members with similar or interests.

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And AAPOR is around the corner! Visit us in Atlanta, where we'll be at the PAPOR table at the welcome reception of the 2024 Annual AAPOR conference on May 15th. Council members will be there to give more information about upcoming PAPOR events, some fun and useful promo items, and a chance to win a sweet raffle prize from one of PAPOR's members states. The best part of the reception is the people – it's a great time to get to know or reconnect to other PAPOR and AAPOR members. If you're in Atlanta, we hope to see you there or at one of the many great [sessions](#) and to catch up during the All Chapter Party following the Awards Banquet on May 16th.

The council is also busy planning the 2024 PAPOR Annual conference scheduled for August 22-23 in San Francisco, and we can't wait to see you there. Find more details about the conference and student paper competition on page 6.

I hope to see you soon and would love to hear from you. If you have any suggestions for PAPOR, please email [president@papor.org](mailto:president@papor.org). Thank you all for your support, and thanks to our [2024 PAPOR Sponsors](#), who help us bring our members together, support the next generation of public opinion researchers, and offer fun and educational opportunities at reduced rates. If you or your company might be interested in [sponsor opportunities](#), email our [Sponsorship Chair](#).

Danell Brewster  
 2024 PAPOR President

## *PAPOR Social Events:* Recent Happy Hours

Los Angeles | March 11, 2024



Local PAPOR and AAPOR members in the Los Angeles area met up for a public opinion research-themed happy hour at Forman's Tavern in Toluca Lake.

San Francisco | March 21, 2024



Local PAPOR and AAPOR members in the San Francisco area also met up for happy hour at Ungrafted in March.

## *PAPOR Social Events:* Upcoming Sacramento Happy Hour



Please join us for our next happy hour in Sacramento in May!

**PAPOR Sacramento Happy Hour**  
**Monday, May 6 from 4:30-7pm**  
**[Fox & Goose Public House](#)**

You can [RSVP here.](#)

Want to see a PAPOR social event in your area?  
Contact our Special Events Chair, [Samantha Finley](#), or fill out this [interest form.](#)

## AAPOR Affinity Groups

Interested in collaborating and exchanging ideas with other AAPOR members?

If so, you can join an AAPOR affinity group, or a voluntary association of AAPOR members. Please reach out to Luis Tipan at [ltipan@ssrs.com](mailto:ltipan@ssrs.com) or to any contact in the links below:

- [AAPI \(Asian American and Pacific Islander\) Research & Affinity Group](#)
- [Black and African American Public Opinion Research Affinity Group](#)
- [Cross-cultural & Multilingual Research Affinity Group](#)
- [Establishment Survey Affinity Group](#)
- [GAAPOR \(LGBTQ\) Affinity Group](#)
- [HISP-AAPOR \(Hispanics and Hispanic Research\) Affinity Group](#)
- [QUALPOR \(Qualitative Research\) Affinity Group](#)
- [Survey Research Teaching Affinity & Interest Group](#)

You can also join an affinity group when you renew or obtain your [membership](#).

We aim to nurture a sense of belonging. If you have any questions or feedback also reach out to Luis at [ltipan@ssrs.com](mailto:ltipan@ssrs.com).

# AAPOR 2024 Conference

## AAPOR 79TH ANNUAL CONFERENCE

Impacting Communities: Surveys, Public Opinion Research, and Engaged Scholarship



HILTON ATLANTA



MAY 15 - 17, 2024

Join other PAPOR and AAPOR members at the All Chapter Party at the 2024 AAPOR Conference in Atlanta.

### AAPOR All-Chapter Party

Thursday, May 16th

8:45 - 11:45pm



## ***PAPOR 2024 Conference***



### **2024 PAPOR Annual Conference**

Thursday, August 22 – Friday, August 23

Kaiser Family Foundation (KFF)

185 Berry Street, San Francisco, California

The Annual PAPOR Conference features multiple days of professional growth and networking in a collegial, friendly setting that also provides ample opportunity for good conversation and fruitful collaboration. We also recognize the next generation of opinion researchers.

Share your research and encourage your colleagues, students, and mentees to do the same. Email abstracts to [confchair@papor.org](mailto:confchair@papor.org).

### **PAPOR Student Paper Competition**

Please encourage students and early career professionals to consider entering PAPOR's student paper competition. Papers should be submitted to [studentpaper@papor.org](mailto:studentpaper@papor.org) by **June 15, 2024**.

The winner receives a cash and travel award to attend the annual PAPOR conference. First and second place entrants both receive:

- PAPOR conference registration, the opportunity to present the research, and recognition in the program.
- An honorary one-year membership to PAPOR.
- Recognition in the PAPOR Trail Newsletter.

## *Health Survey Research Methods 2025 Conference*



### **HSRM 2025 Conference**

The 12th Health Survey Research Methods Conference (HSRMC) will continue the series that began 50 years ago, in 1975, to discuss innovative survey research methods that improve the quality of health survey data. The next conference will be held in Williamsburg, VA from March 4-7, 2025.

The HSRMC steering committee is seeking abstracts for papers to be presented at the 2025 conference, including: general overview papers that summarize and integrate current knowledge, papers that identify and address future research challenges, innovative theoretical essays, and other papers that describe new empirical research that advances the field of survey methods and their application to health-related issues.

Read more about the 2025 call, submit your abstracts and learn more about the history of the HSRMC at the link below.

[Call for Papers | HSRM Conference](#)

# Thank you to our 2024 PAPOR Sponsors!

## Benefactors



[Goodwin Simon Strategic Research](#) is an independent opinion research firm that conducts research both within the U.S. and globally. GSSR Partners Paul Goodwin, Amy Simon, and John Whaley, along with their talented team of researchers and messaging specialists, have decades of experience in polling, social and political marketing, policy analysis, program evaluation, and communications strategy for clients in the public and private sectors.



From groundbreaking longitudinal work like the General Social Survey to quick-turnaround studies that use our AmeriSpeak panel, [NORC](#) pursues hundreds of projects in any given year. In the process, we develop innovative research methods and analytical tools, advance principles of scientific integrity and collaboration, and support evidence-based policymaking and program development.

## Fellows



[Marketing Systems Group](#) invests in people and technology, expanding existing and developing new products, services, and solutions in anticipation for future needs of the survey research community. MSG's GENESYS product line offers industry-leading samples that provide the greatest representation and accuracy for improved data quality. ARCS® offers best-in-class panel management software to help clients efficiently and profitably recruit, engage, retain, and survey respondents. MSG's PRO-T-S® predictive dialing system improves data collection operations and interviewer productivity without sacrificing data quality.



## 2024 Executive Council

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California State Employment Development Department  
[president@papor.org](mailto:president@papor.org)

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Kaiser Family Foundation (KFF)  
[vpres@papor.org](mailto:vpres@papor.org)

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HubSpot  
[pastpres@papor.org](mailto:pastpres@papor.org)

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University of Washington  
[secretary@papor.org](mailto:secretary@papor.org)

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Energy Information Administration (EIA)  
[treasurer@papor.org](mailto:treasurer@papor.org)

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Technical University of Berlin  
[membership@papor.org](mailto:membership@papor.org)

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Atlantic Council  
[confchair@papor.org](mailto:confchair@papor.org)

### Associate Conference Chair - Shannon Schumacher

Kaiser Family Foundation (KFF)  
[confassoc@papor.org](mailto:confassoc@papor.org)

### Student Paper Competition Chair - Gilad Amitai

2K Games  
[studentpaper@papor.org](mailto:studentpaper@papor.org)

### Councilor-at-Large, Sponsorship - Paul Johnson

Harris Poll  
[sponsorship@papor.org](mailto:sponsorship@papor.org)

### Councilor-at-Large, Short Course Chair - Bob Davis

Davis Research  
[shortcourse@papor.org](mailto:shortcourse@papor.org)

### Councilor-at-Large, Newsletter Chair - Tiffany Neman

U.S. Census Bureau  
[newsletter@papor.org](mailto:newsletter@papor.org)

### Councilor-at-Large, Webmaster - Matthew Foy

California State Employment Development Department  
[webmaster@papor.org](mailto:webmaster@papor.org)

### Councilor-at-Large, Student Representative - Justine Orgel

University of Pennsylvania  
[studentrep@papor.org](mailto:studentrep@papor.org)

### Councilor-at-Large, Special Events Chair - Samantha Finley

California State Employment Development Department  
[miniconf@papor.org](mailto:miniconf@papor.org)

## 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 2024, PAPOR has 131 active members:**

**116 Regular members  
7 Students  
8 Honorary Lifetime members**

### Gender:

Male 51%  
Female 47%  
Non-Binary/Other 2%

### Age:

Under 40 years 21%  
40 or older 77%  
Unknown 2%

### Education:

College or less 21%  
Master's 39%  
Doctorate/JD/MD 40%

### Region:

54% California; 12% Washington; 5% Oregon; 5% Utah; 2% Arizona; with the remainder spread across the United States and Canada.