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

Hello PAPOR!

PAPOR's annual conference is right around the corner! As you may have already heard, this year we're trying something new and hosting the conference in Seattle. We will also be offering a virtual option for attendance. Join us in the way that works best for you on July 27th and 28th. Many thanks to Paul Johnson for leading the charge as Conference Chair this year! We hope to see you this summer.

We also want to find ways to keep the party going for PAPOR members to connect locally. PAPOR Council would love to help you connect with other PAPOR members in your area. [Please fill out this interest form](#) and let us know where you're located and how you'd like to connect. Council has received a few responses so far and we'd love to hear from you too.

Speaking of events, as mentioned in the last newsletter, PAPOR has adopted a very similar conduct policy to that of AAPOR that will apply to PAPOR members at in-person or virtual events. You can read through the [full policy here](#).

Thanks again to our all-volunteer Council, our sponsors, and to you for taking the time to read about our events and activities. If you have any ideas or suggestions for PAPOR – website contents, webinars, short courses or professional development events for our annual conference – we would love to hear them. Enjoy the rest of your summer!

Erin Pinkus
2023 PAPOR President

In this issue:

Clockwise: Burke Museum *(picture credit: Architect's Newspaper)*, Seattle from Queen Anne Hill, University of Washington Rainier Vista

SAVE THE DATE

PAPOR Annual Conference

University of Washington | Seattle, WA
July 27-28, 2023

PAPOR adopted a new **Conduct Policy** *on May 18, 2023.*

You can read through the [full policy here](#).

Welcome to Tiffany Neman, PAPOR's Student Representative for 2023:

Tiffany S. Neman is a Ph.D. candidate in sociology at the University of Wisconsin-Madison and an interning survey statistician at the U.S. Census Bureau. Her research interests range from interviewer-respondent interactions to survey nonresponse and panel attrition, with an additional focus on spatial analysis and neighborhood effects. Tiffany has received training in survey methods under Dr. Nora Cate Schaeffer and Dr. Jennifer Dykema, and training in demographic methods through UW-Madison's Center for Demography and Ecology (CDE). She received her B.A. in sociology at UCLA.

Ashley Kirzinger, now PAPOR's Sponsorship Chair for 2023:

Ashley Kirzinger, Ph.D. is Director of Survey Methodology and Associate Director of Public Opinion and Survey Research at KFF. She has been serving on PAPOR council for the past two years and is happy to step into the Sponsorship role. She is former AAPOR Standards Chair, co-chair of the AAPOR Transparency Initiative, and led the 2020 AAPOR Code Review Committee. She holds a Ph.D. From LSU's Manship School and is pleased to be a proud PAPOR member from her home in Portland, Maine where she lives with her wife and two dogs.

Interested in attending, or hosting a local event? We have members all over the Western region, including Alaska, Hawaii, and even Canada!

To connect with members, please fill out this interest form

SPOTLIGHT INTERVIEW: 2023 AAPOR STUDENT-FACULTY DIVERSITY PIPELINE AWARD WINNERS

Each year the American Association for Public Opinion Research (AAPOR) presents a portfolio of awards to recognize distinguished work in the profession, as well as to further the education of students and early career researchers. This year **Jane Junn, Ph.D. and Tolulope Babalola were two of the winners of this award!** Dr. Junn is the Associates Chair in Social Sciences and Professor of Political Science and Gender and Sexuality Studies, and Tolulope is a Ph.D. candidate at University of Southern California, Los Angeles.

Thank you for volunteering to answer a few questions for the summer edition of the PAPOR Trail newsletter. As two of the recipients of the AAPOR Student-Faculty Diversity Pipeline Awards in the Pacific region, we'd love to learn a little bit more about you!
Dr. Jane Junn (left), Tolulope Babalola (right)

<u>*First, please tell us a little bit about yourself. Please include your academic backgrounds and interests.*</u>
Dr. Junn: I'm a professor of political science and gender studies at USC. I teach and do research in U.S. politics with a focus on political participation, public opinion, race and ethnicity, gender and politics, Asian American politics, and the politics of immigration. I received my Ph.D. in political science from the University of Chicago.

Tolulope: I was born in Nigeria and moved to the United States during my pre-teen years. I am currently a fifth-year doctoral candidate at the University of Southern California in the Department of Political Science and International Relations. My subfields are American Politics and Comparative Politics. I am primarily interested in Black ethnic politics in the United States and its relationship with European colonial legacies. My secondary research interest examines how Americans' punitiveness and political representation shape racial and criminal (in)justice policies.

<u>*How did you first get into public opinion research?*</u>
Dr. Junn: I became interested in public opinion research in graduate school and continue to enjoy learning about and doing research in the field.

SPOTLIGHT INTERVIEW: 2023 AAPOR STUDENT-FACULTY DIVERSITY PIPELINE AWARD WINNERS (Cont.)

How did you first get into public opinion research? (cont.)

Tolulope: I first got into public opinion research in my public administration graduate program. As a graduate student, I interned with the National Society of Black Engineers—a nonprofit organization. During my internship, I served as the site director of NSBE's STEM summer program for Black youths in Los Angeles county. As the site director, I was responsible for addressing the needs of parents and other stakeholders in the community (i.e., local business sponsors and school districts). This responsibility, in turn, compelled me to use surveys and community meetings (via focus groups) to collect data on the community's opinion about the summer services NSBE provided. Analyzing this data made me more interested in the science of collecting and studying information about how people think and why they think a certain way. Overall, this experience led me to pursue a Ph.D. to further develop my interest in studying Black public opinions in multifaceted ways.

How did you first hear about AAPOR?

Dr. Junn: I have known about AAPOR for as long as I can remember. One of my dissertation advisors loved going to the annual meetings and I have fond memories of attending the annual conferences with him. I started my career as a survey researcher and was always consulting AAPOR for information about weighting and calculating response rates. It is an invaluable organization, and I am delighted that Tolu had the opportunity to attend this year's meeting.

Tolulope: I first heard about AAPOR from my faculty advisor, Dr. Junn. She described the organization as one that allows researchers to form meaningful professional relationships with people who are passionate about conducting public opinion research—in and out of academia. This description was clear in my experience at the conference in Philadelphia this year, which also helped me begin to develop, and hopefully maintain, relationships with the amazing scholars and professionals I met.

What are you currently working on?

Dr. Junn: I have just completed a book, titled *Women Voters*, that focuses on the partisan vote choice among female voters in the U.S.

Tolulope: I am currently working on my dissertation project, which uses survey and interview data to examine the relationship between Black Americans' colonial heritage and their political participation and punitive attitudes.

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

Dr. Junn: I am a fan of women's soccer and support the U.S. Women's National Team.

Tolulope: I enjoy reading and writing fictional short stories and trying new recipes when I am not working. Also, going on long walks inspires my next research idea.

Conference Dates: July 27 and July 28, 2023

(Please check our website for the latest updates to the conference program.)

Conference Rates: **Register Here**

Full In Person Event—$200

All content except short courses + Thursday dinner and Friday lunch

Virtual Personal Attendance—$60

Access to all main events; excluding short courses

Virtual Organization Attendance—$100

All main events for a group; excluding short courses

Students—$20

In person or virtual attendance

Additional Guests—$50

Meals only

Short courses—$50 each

Conference Location:

Burke Museum of Natural History and Culture

4303 Memorial Way Northeast

Seattle, WA 98195

The Burke Museum of Natural History and Culture is a natural history museum on the University of Washington campus, in Seattle, Washington. Established in 1899 as the Washington State Museum, it traces its origins to a high school naturalist club formed in 1879.

Conference Parking: Parking Area N1, Seattle, WA 98105

Parking Area N5, Seattle, WA 98105

Hotel Offering a Discounted Conference Rate:

Courtyard by Marriott - Book at the PAPOR Conference Rate

Seattle Northgate, 1 King + Sofa Bed or 2 Queen Beds for 199 USD per night

Rates are Flexible (up to cancellation deadline)
Booking Window: July 27-29 (no minimum stay required)

Want an earlier check-in? Contact the hotel directly (206-734-4502) and let them know that you're with the PAPOR Conference. *If you're checking in prior to the 26th,* **the code will not work online**.

Last Day to Book: Thursday, July 20, 2023

About a ten minute drive from the Conference; parking available, for a fee; free wifi; convenience store

Other Nearby Hotels (in order of distance to the Conference location):

- **Graduate Seattle**— 4 minute walk to Conference; near public transit; parking available, for a fee; free wifi; reserve a complimentary bike; government pricing available

- **Residence Inn by Marriott Seattle University District**— 6 minute walk to Conference; parking available, for a fee; free wifi; convenience store; breakfast included

- **Watertown Hotel**— 7 minute walk to Conference; a Staypineapple Hotel; parking available, for a fee; free wifi; reserve a beach cruiser; complimentary coffee and bottled water

- **University Inn**— 9 minutes walk to Conference; a Staypineapple Hotel; parking available, for a fee; free wifi; reserve a beach cruiser; complimentary coffee and bottled water

2023 PAPOR Conference
Short Course:
Adopting Survey Research for Courtroom Application

About the 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 discusses the best practices in assisting judges' and jurors' estimation of results in survey work. The instructor will also address 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: Social Issues

Devin Bales is the Director of Research at DHM Research. In his role, Devin oversees research product quality, leads DHM's research and business development across Washington State, and presents research findings to clients, community groups, and media. He has spent the last five years conducting non-partisan public policy research to help inform decision makers in the Pacific Northwest. While he has worked for and with organizations across the region, his focus is on his home state of Washington. Outside of work, Devin enjoys hiking, hanging out with his dog Oscar, and hoping the Mariners make the playoffs.

Benn Messer is a survey statistician with the Energy Information Administration (EIA) in the US Department of Energy. He is involved in pretesting the changes and improvements to EIA's energy surveys. He spent nearly nine years with Research Into Action and Opinion Dynamics doing consulting, evaluation, market research, and fielding dozens of surveys in the energy sector. Before that, Benn earned a Ph.D. in Sociology from Washington State University where he studied survey methods under Dr. Don Dillman. He also served on the PAPOR council from 2011 to 2018 and has been an active member of AAPOR since 2009. Benn lives in Portland, OR with his wife, two dogs, and a cat, where they enjoy lots of outdoor recreation, live music, and good food.

Shannon Schumacher, Ph.D. is a Senior Survey Analyst for the Public Opinion and Survey Research team at KFF. In her role, she works on various topics including immigration, racial and ethnic disparities and discrimination, gun-related incidents, the role of health care in elections and politics, and COVID-19 attitudes and experiences. Before joining KFF, she was a Research Associate at Pew Research Center working on Global Attitudes and Trends and previously worked as a Survey Statistician at the U.S. Census Bureau. Shannon received a Ph.D. and M.A. in Political Science from the University of California, Santa Barbara and a B.A. in International Relations and Spanish from the University of San Diego.

2023 PAPOR Conference
Session 1: Social Issues (Cont.)

Yuan Hsiao is an Assistant Professor in the Department of Communication at the University of Washington. His major research explores the intersection of political communication, social media, and social networks. He is particularly interested in bringing a social network perspective to understanding a variety of communication and social processes, such as how networks on social media contribute to protest mobilization, how spatial and social relationships affect the spread of religion, or how community networks affect health behavior. He then combines multiple sources of data, such as "big" digital data, survey experiments, or historical archives, to glean insight into general theoretical processes. His work spans the disciplines of communication, sociology, political science, and public health, and he is deeply interested in inter-disciplinary dialogues.

2023 PAPOR Conference
Plenary: Making Every Voice Heard
Moderated by Mollyann Brodie, KFF

Moderator:

Mollyann Brodie is executive vice president and chief operating officer of KFF and executive director of its Public Opinion and Survey Research Program. As COO, Dr. Brodie oversees KFF's budgeting, human resources, facilities management and the executive operations of the president's office and board of trustees. As head of Public Opinion and Survey Research, she oversees KFF's polling, including the COVID-19 Vaccine Monitor, the monthly Health Tracking Poll and ongoing survey partnerships with news organizations. Dr. Brodie is a past president of the American Association for Public Opinion Research and the 2018 recipient of the Roper Center's Warren J. Mitofsky Award for Excellence in Public Opinion Research. She received a master's degree in health policy and management and a Ph.D. in health policy from Harvard University.

2023 PAPOR Conference
Plenary: Making Every Voice Heard
Moderated by Mollyann Brodie, KFF

Panelists:

Sarah Augustine is the Executive Director of the Coalition to Dismantle the Doctrine of Discovery, a national coalition with global reach. From 2007-2022 she directed a Dispute Resolution Center in Central Washington University and Yakima Valley College, and has served on the faculty of Goshen College as an affiliate. Sarah has worked as an organizational consultant in strategic planning, facilitation, and mediation. She has been mediating for twenty years. She served as the Chair of the Washington State Redistricting Commission in 2021-22, shepherding the largest group outreach effort in Washington history and establishing a Tribal Consultation Policy. She was appointed by the Washington State Supreme Court to the Office of Civil Legal Aid Oversight Committee in 2018, where she served for five years, in the role of chair from 2021-23.

Todd Donovan is Professor of Political Science at Western Washington University, with visiting appointments and fellowships in Australia and New Zealand. He has been involved with public opinion surveys in the US, UK, and other countries. His research examines the intersection of political behavior, representation and electoral institutions; as well as public opinion, direct democracy, and elections. He has conducted studies of how transitioning to proportional representation and ranked choice voting affect engagement and perceptions of politics. He has advised media in several countries, and has served as an expert witness in state and federal courts in the US on election matters in several cases. He currently serves as a non-partisan local elected official.
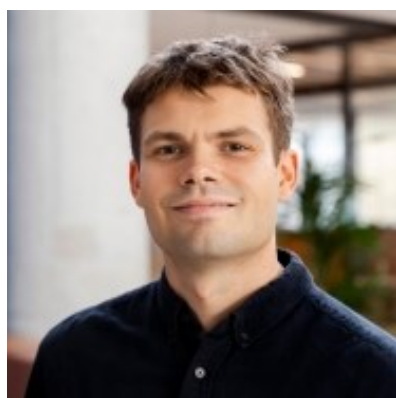
Rebecca Thorpe, is a political science professor at the University of Washington. She studies US institutions and political development, with a focus on the emergence and growth of the world's most powerful military complex and expansive prison apparatus. Thorpe's current project examines the history of exclusionary housing, demolition projects and repressive policing, and connects episodes of state violence to political contestation, armed resistance and street violence.

2023 PAPOR Conference

Session 2: Methods for Reporting on Under Surveyed Populations

J. Michael Dennis is executive director of AmeriSpeak, NORC's probability-panel owned and operated by NORC. He founded AmeriSpeak in 2015 and leads the AmeriSpeak department for NORC. A nationally recognized expert in probability-based panels and survey research, he has directed hundreds of statistical studies using probability-based and non-probability panels, as well as using telephone and in-person modes of data collection. In addition to his work on publicly funded studies, Michael has designed and directed consumer market research studies regarding food products, smartphones, personal computing, and other products. He has authored more than 60 articles, conference and seminar papers, and book chapters and is a frequent speaker at annual meetings of the American Association for Public Opinion Research.

Alex Montero is a Survey Analyst for the Public Opinion and Survey Research Program at KFF. Before joining KFF, Alex was a researcher and writer at EdSource. Alex holds a MA in Politics from New York University.

Jazmyne Sutton, is a Research Director at SSRS where she oversees all aspects of the survey research project from initial questionnaire design through data collection, analysis of survey data, and reporting of results to key stakeholders. She holds a Ph.D. from the Annenberg School for Communication at the University of Pennsylvania.

2023 PAPOR Conference

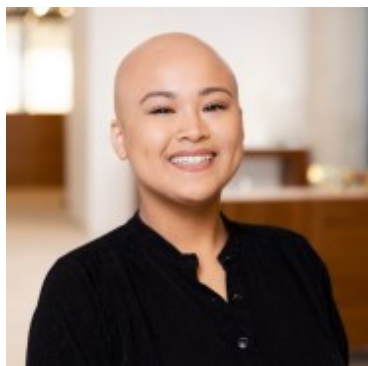## Session 2: Methods for Reporting on Under Surveyed Populations (Cont.)

Eran Ben-Porath, is the Executive Vice President and Chief Research Officer at SSRS. In his role, Eran oversees challenging projects often involving underrepresented and hard-to-reach populations. His clients work for research foundations, academic institutions, and the news media, focusing on public health, public policy, and healthcare. Eran has a Ph.D. in communication from the Annenberg School at The University of Pennsylvania.

Jenny Marlar works for Gallup as the Director of Survey Research and the Research Director of the Gallup Panel. Her work often involves the recruitment of low incidence or historically underrepresented populations. Jenny also leads Gallup's research agenda for innovative and emerging methods. She is an active member of AAPOR and MAPOR and has a Ph.D. in Survey Research and Methodology from the University of Nebraska.

2023 PAPOR Conference

Session 3: Issues in Health Care

Isabelle Valdes is a Research Assistant for the Public Opinion and Survey Research team at KFF. Isabelle holds a B.A. in Political Science from the University of California, Berkeley.

2023 PAPOR Conference

Session 3: Issues in Health Care (Cont.)

Lunna Lopes is a senior survey analyst for the Public Opinion and Survey Research team of KFF. Before joining KFF, Lunna was a research associate at the Public Policy Institute of California working on the PPIC Statewide Survey series. She previously worked as a senior research analyst at ComRes in London, where she managed their parliamentary panels research. She has a Masters in the theory and history of international relations from the London School of Economics and a BA in politics from the University of San Francisco.

Paul Johnson Paul graduated from BYU with a M.S. in Statistics. He spent 15 years working in market research with a wide variety of experience including phone surveys, online surveys, and passively collected data. He loves finding innovative ways to combine behavioral and survey data with a specialty in discrete choice models. He has volunteered and served on committees in AAPOR at both the local and regional level. His research efforts have been featured at AAPOR, ESOMAR, ARF, Insights Association, and Sawtooth conferences. He is most proud of his wife and two sons and loves playing games with them.

2023 PAPOR Conference

Speaker Series: Profiles in Research
Moderated by Bob Davis

Bob Davis is the president and owner of the California-based telephone and web data collection research company Davis Research. Davis Research is a GSA certified small business with experience delivering 508 compliant web surveys and phone surveys for various state and federal agencies. When he is not geeking out on public opinion research, Bob enjoys parenting, traveling, reading, hiking, and cooking. He holds a B.S. in Computer Science from UC San Diego and Masters in Business Administration from the Anderson School of UCLA.

2023 PAPOR Conference

Speaker Series: Profiles in Research

Bianca DiJulio is the Senior Manager of the Survey Research Program at the Kaiser Permanente Washington Health Research Institute, overseeing survey data collection activities for Institute scientists, collaborators, as well as outside clients. She was formerly Associate Director for the Public Opinion and Survey Research Program at the Kaiser Family Foundation (from 2010 to 2018) where she managed a variety of survey projects examining people's experiences with and attitudes toward the U.S. health care system, as well as polls conducted with the Foundation's media partners, including the Washington Post. From 2006 through 2010, Bianca was a Principal Policy Analyst with the Foundation's Health Care Marketplace Project and a lead analyst on the Employer Health Benefits Survey. She graduated with a Masters of Health Science in Health Policy from the Johns Hopkins Bloomberg School of Public Health.

Stuart Elway has been measuring and analyzing public opinion since 1975, directing hundreds of research projects for large and small businesses, associations, non-profits, foundations, public agencies from federal to local, and media outlets. He directed the *Seattle Times Washington Poll* from 1984-2000, *The Elway Poll* from 1992-2018, and currently directs the *Crosscut.Elway|Poll*, the only on-going, non-partisan analysis of public opinion in Washington state. A regular guest on Northwest radio and television talk shows, Elway has appeared or been quoted on every national television network and nearly every major daily newspaper in the country, and has been an on-air analyst for al Jazeera/English for U.S. presidential debates. In the most recent election cycle in which it qualified (2016), Elway Research was one of only six polling firms in the country with an "A+" rating from fivethirtyeight.com. Elway, who holds a Ph.D. in Communications, has taught in the public affairs graduate schools at the University of Washington and The Evergreen State College.

Jodie G. Katon, Ph.D., is an epidemiologist and health services researcher at the Center for the Study of Healthcare Innovation, Implementation, and Policy in the VA Greater Los Angeles Healthcare System. She has worked in the US Department of Veterans Affairs since 2011 where she partners with the VA Office of Women's Health and VA Office of Health Equity to conduct research on reproductive and sexual health and care and health equity of women veterans' health. Dr. Katon earned her M.S. in epidemiology from the University of California, Los Angeles, and her Ph.D. in epidemiology from the University of Washington.

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<u>Champions</u>

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.

<u>Benefactors</u>

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.

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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.

Become a PAPOR Sponsor today!

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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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HubSpot
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Vice President/President-Elect - Danell Brewster
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Immediate Past President - Rico Neumann
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PAPOR.org Webmaster - Matthew Foy
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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 June 2023, PAPOR has 152 active members:

**133 Regular members,
13 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:**
  53% California; 12% Washington; 5% Oregon; 4% Arizona; 4% Utah; 3% Colorado; 3% Nevada; 2% Hawaii; with the remainder spread across the United States and Canada.