

The PAPOR Trail

Winter Issue | February 2023



President's Letter

Hello PAPOR members!

I am honored to serve as PAPOR President this year. Having served on PAPOR's Executive Council in different roles since 2019, I've had the pleasure of working

with such brilliant and supportive peers. I'm excited to work with an equally fantastic group in the year ahead!

Last year's conference proved to be an engaging reunion and a coming together of Council members past and present. From the timely plenary panel, "*Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024*", to the short courses on discrete choice models and qualitative interview best practices, registrants got a good balance of qualitative and quantitative learning and discussion opportunities. And of course, the Profiles in Research speaker series, featuring tech career paths (and some former Council members), was a hit!

Many thanks to returning Conference Chair, Laura Wronski and Associate Conference Chair, Paul Johnson, without whom our return to in-person PAPOR conferences would not have been a success! I'd like to also thank the 2022 Executive Council for a great year, especially Rico Neumann for his leadership and guidance.

With that, I'm very excited to share our 2023 slate of generous volunteers! Say hello to your [2023 Executive Council](#):

Alexandria Albers (*Student Representative*), Ashley Kirzinger (Mini-Conference Chair), Benn Messer (Treasurer), Bob Davis (Short Course Chair), Danell Brewster (Vice President), Erin Pinkus (President), Ginger Blazier (Sponsorship Chair), Jennifer Benz (Membership Chair), Matthew Foy (Webmaster), Meagan Doll (Secretary), Morgan Santoro (Student Paper Competition Chair), Paul Johnson (Conference Chair), Phillip Meng (Associate Conference Chair), Rico Neumann (Past President), Samantha Finley (PAPOR Trail Newsletter Chair).

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My sincerest gratitude to all new and returning Council members for their service, dedication, and creativity!

One final note, we wouldn't be able to offer events at affordable rates without the continued support from our sponsors and the hard work of our sponsorship chairpersons over the years. Most notably, [our 2022 sponsors](#): [NORC at the University of Chicago](#), [Ironwood Insights](#), [DataForce](#), [Davis Research](#), [WestGroup Research](#), [ReconMr](#), [Goodwin Simon Strategic Research](#), [ISR](#), [UCLA Center for Health Policy Research](#), [Elway Research](#), [Full Circle](#), [TechSociety Research](#), and [The Harris Poll](#). We hope you consider continuing your sponsorship in 2023. 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](#).

Don't forget to [renew your PAPOR Membership today](#) and check out [our YouTube channel](#) for "Profiles in Research" and other content from previous virtual events.

Erin Pinkus,
2023 PAPOR President

It's a New Year!
Join or renew your PAPOR
Membership today!

2023 PAPOR Speaker Series: Profiles in Research

The Pacific Chapter of American Association for Public Opinion Research (PAPOR) is proud to invite you to attend [PAPOR Speaker Series: Profiles in Research](#). This online panel discussion features three experienced leaders in public opinion and market researcher -- Carol Davis (Founder Davis Research), Patti Fries (President ROI Rocket), and Susan Pinkus (President S.H. Pinkus Research Associates) -- sharing their story. Come hear this feel-good story of career changes, friendship, and of course research!



Carol Davis
Founder Davis Research



Patti Fries
President ROI Rocket, Former Director
of Consumer Insights at DISH



Susan Pinkus
Founder S.H. Pinkus Research
Associates, Former Director Los
Angeles Times Poll

This is a great opportunity for current students or recent graduates interested in **networking and learning** about career paths in and adjacent to public opinion research. Seasoned researchers will love learning more about the career paths and life lessons from these groundbreaking researchers.

When:

Thursday, February 16, 2023 Noon – 1:30 PM Pacific

Cost:

The PAPOR Speaker Series is **free to students and PAPOR members**. Not yet a member? Join PAPOR for \$20, during [registration](#), to enjoy great content for all of 2023!

How:

Zoom attendance. Attend from the comfort of your own computer.

For information about past events, click [here](#).

2022 PAPOR Conference Short Courses



Bryan Orme (CEO & President of Sawtooth Software) kicked off the conference with our first short course titled, *Introduction to Discrete Choice Models: Learning about Conjoint and MaxDiff Uses*



Nick Inchausti (User Experience (UX) Researcher at Meta) followed with our second short course titled, *Making the Most of Qualitative Interviews: Moderator Tips and Best Practices*

Panel 1 - Methodological Innovations

Moderated by Jessica Gollaher, California State University, Sacramento



Alyssa Haskins, Senior Data Scientist (The Harris Poll), *Adding Behavioral Variables to Weighting Online Opt-in Samples*

2022 PAPOR Conference

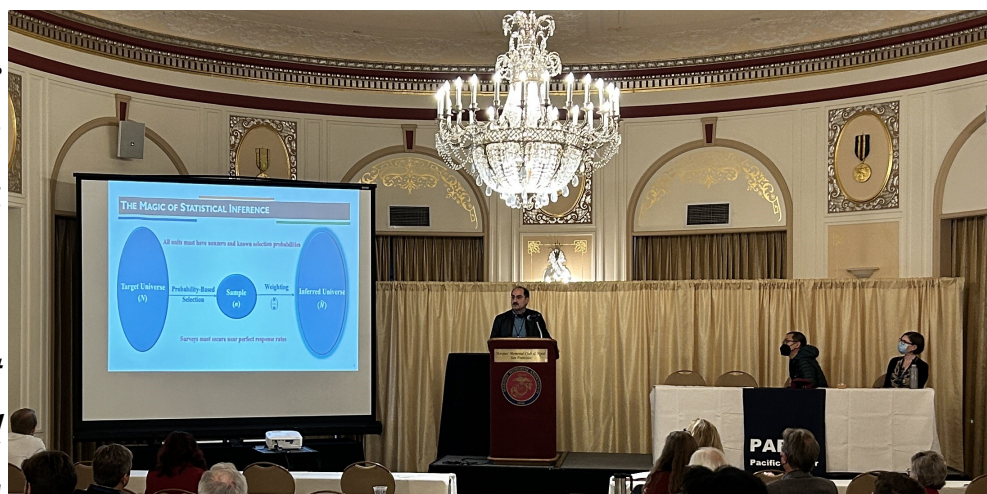
Panel 1 - Methodological Innovations (Cont.)

Moderated by Jessica Gollaher, California State University, Sacramento



Jacob Nelson (Senior Data Scientist, The Harris Poll)
Organizing Respondents into Contrastive Categories via Archetypal Analysis

Mansour Fahimir (Executive Vice President and Chief Data Scientist of Advanced Analytics and Methods, Marketing Systems Group)
Recent Innovations in Hybrid Sampling Techniques



Sam Gutierrez (Research Scientist, Momentive.ai (Formerly SurveyMonkey))
Making the Most of Qualitative Interviews: Moderator Tips and Best Practices



2022 PAPOR Conference Plenary - Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024

*Moderated by Jon Cohen, Chief Research Officer, Momentive.ai
(Formerly SurveyMonkey)*



Panelists:



J. Michael Dennis, Senior Vice President in NORC's Business Ventures and Innovation (BVI) unit and Executive Director of AmeriSpeak

Liz Hamel, Vice President and Director of Public Opinion and Survey Research at Kaiser Family Foundation



Karthick Ramakrishnan, Founder and Director at AAPI Data

2022 PAPOR Conference

Panel 2 - Election Issues in the Western States, Part 1

Commenter Mark Barabak, L.A. Times



Floyd Ciruli (Director of the Crossley Center for Public Opinion Research at the University of Denver) *The West - a New Battleground, and is Colorado a New California?*

Mark Baldassare (President and CEO of the Public Policy Institute of California) *California Voters and Their 2022 Ballot Choices*

Mark DiCamillo (Director of the Berkley IGS Poll) *Tracking Voter Preferences in the 2022 Los Angeles Mayoral Election*



2022 PAPOR Conference

Panel 3 - Election Issues in the Western States, Part 2

Moderated by Jennifer Franz, JD Franz Research



Kyrene Gibbs (Vice President of Research at Y2 Analytics) *Unaffiliated in Utah: Surprisingly Interesting Electoral Dynamics in the 2022 Midterms*

Ivan Moore (Owner, Alaska Survey Research) *New Frontiers in the Last Frontier*

Brianne Gilbert (Managing Director at StudyLA) *LA Voters and Their Top Election Issues*

Ashley Kirzinger (Director of Survey Methodology and Associate Director for Public Opinion Survey Research at Kaiser Family Foundation) *Abortion and the Election*



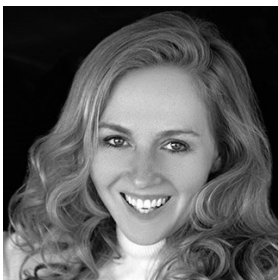
2022 PAPOR Conference

Panel 4 - PAPOR Speaker Series: Profiles in Research

Moderated by Bob Davis, Davis Research



Panelists:



Kat Dykeman, Global Head of Client Measurement at Amazon

Mingnan Liu, Research Manager— Growth at Facebook, Meta



Mira Rao, User Experience Lead at Slack

Tom Wells, Senior User Experience Researcher at Uber

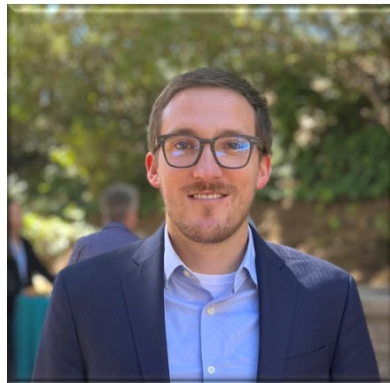


SPOTLIGHT INTERVIEW: 2022 STUDENT PAPER COMPETITION WINNERS

The *Pacific Chapter of the American Association for Public Opinion Research* (PAPOR) hosts an annual student paper competition. Entries are from students and early-career professionals of discipline that employs survey and opinion research, including political science, communications, psychology, sociology, public policy, and marketing. **This spotlight interview features the two authors of the winning paper: Nicolas Witts (University of Washington) and Morgan Wack (University of Washington)**



Nicolas Witts



Morgan Wack

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

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

Nicolas: *I grew up in Frankfurt, Germany and went to the University of Mannheim for a BA in Political Science and Economics. Intrigued by this intersection, I went to King's College London for an MA in International Political Economy, before coming to the University of Washington to begin my PhD in Political Science.*

Morgan: *I grew up in a small town in California prior to attending Colorado College as an undergrad. I later received an MSc from LSE a few years before starting my PhD at the University of Washington.*

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

Nicolas: *Similar to many others, the Great Financial Crisis and European Debt Crisis were events that really influenced my academic trajectory and interests at the intersection between economics and politics. In my own research, I am now mainly interested in the interplay of technological change and its political economic impacts.*

Morgan: *Prior to my PhD, I worked as a policy analyst for an organization based in South Africa. I have oriented a lot of my research around question that arose during this work, which required collaboration with a wide range of local organizations and government officials. This influence has often pushed me toward the study of new technologies and their influence on the frequency and quality of interactions between citizens and political representatives.*

SPOTLIGHT INTERVIEW: 2022 STUDENT PAPER COMPETITION WINNERS (Cont.)

How did you first get into public opinion research?

Nicolas: I would say my first foray into public opinion research happened as I was trying to understand the ascendance of Populist and illiberal politics – especially in the context of election victories of associated political parties. In my first academic publication, my co-author Beatrice Magistro and I were trying to understand if increased political success of parties with an anti-immigrant platform was really connected to underlying changes in public opinion about immigration – or if there were other, more important determinant factors.

Morgan: Given that my research emphasizes the benefits of democratic institutions the opinions of the wider public have always remained central to my work. In my work I too often see the damage that can occur when officials try to guess what citizens are interested in rather than speaking to them directly.

How did you first hear about PAPOR?

Nicolas: A fellow graduate student at UW told me about PAPOR.

Morgan: I first heard about PAPOR from a colleague at the University of Washington who had attended one of their past conferences.

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

Nicolas: You cannot win unless you try. Morgan Wack and I decided that our paper was substantially interesting enough to enter the competition.

Morgan: My co-author and I wanted to connect with members of the PAPOR and were hoping we could use our paper as a first step in doing so.

Your paper focused on a fascinating and relevant subject – examining election victories in the digital era. What attracted you to this topic?

Nicolas: As I mentioned, I am mainly interested in the effect of technological change on political phenomena. Of course, this is a broad field – but one of the many relevant elements here is the question if new digital technologies impact the way in which democratic politics works. Morgan and I both feel that this field currently mainly focuses on the effects of social media on US political polarization, or the ways in which digital technologies amplify the ability of powerful states to monitor their citizens. Conversely, there is relatively little research on the impact of these tools on political systems that are neither fully autocratic nor democratic, but also do not feature states with the capacity to fully control digital spaces.

Morgan: I have always been interested in learning more about how communication can both hinder and amplify the efficacy of social movements. Given the centrality of elections to governance, even in non-democracies, the election in Nicaragua stood out as an opportunity to study how information access has influenced the relevance of contemporary elections as a signaling mechanism.

SPOTLIGHT INTERVIEW: 2022 STUDENT PAPER COMPETITION WINNERS (Cont.)

What are you currently working on?

Nicolas: Morgan and I are currently working on an extension of this paper, seeking to evaluate how different online censorship and/or propaganda techniques influence citizen opinions in other illiberal but semi-democratic political contexts.

Morgan: I am currently working on several projects tied to the prevalence and influence of misinformation in the Global South. One recent project revolves around the role of online misinformation in modifying citizen beliefs about the legitimacy of Kenya's recent election.

What do you see yourself doing in the future?

Nicolas: Morgan and I are planning to write a book on the prospect of future transitions to liberal democratic politics—specifically focusing on how this is influenced by the spread of digital technology and the associated changes in economic organization in industrialized economies.

Morgan: I am hoping to land a tenure track job in political science that would allow me to continue my research.

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

Nicolas: There are of course many things that would make it easier to start any kind of academic career. That being said, it would be great to see more organizations like PAPOR, who provide interested students with resources, opportunities to network, as well as an idea of what other early-career scholars are doing.

Morgan: In addition to continuing to host student-specific events and awards, it would be helpful to have the option of either reading about or attending talks by PAPOR affiliates about best practices in public opinion/survey research.

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

Nicolas: I have never seen the St Louis Arch in person, and I do not even know what it is.

Morgan: I once had the opportunity to climb Kilimanjaro while working in East Africa and I highly recommend it to anyone who ends up visiting the region!



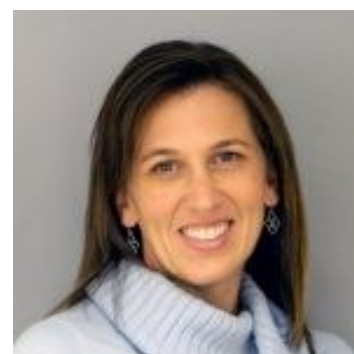
President: **Erin Pinkus** is currently a Senior UX Researcher at HubSpot focused on automation. Prior to joining HubSpot, she spent several years with Survey-Monkey where she worked on web-based questionnaire design and storytelling through survey data. Prior to that, she found her passion for surveys and polling working on AARP's State Research team where she worked primarily on telephone and mail surveys for state level issues impacting people ages 50+. Erin has a Masters in Psychology from American University and earned her Bachelors degrees in Psychology and Criminology from UC Irvine.

Vice President / President-Elect: **Danell Brewster** is a senior researcher for the Survey and Applied Research Section at the California State Employment Development Department. At EDD, Danell leads multiple survey projects and original research focused on customer needs and program outcomes. Danell holds a Master of Public Policy and Administration degree, a post graduate Certificate in Collaborative Governance, and a bachelor's degree in Anthropology from Sacramento State University.



Past-President: **Rico Neumann** is a postdoctoral researcher in the Institute of Language and Communication at Technical University of Berlin where he examines how social cohesion is negotiated and constituted in different discourses in civil society. More broadly, his research interests lie at the intersection of public opinion, political communication and intergroup phenomena, and he teaches classes in empirical research methods and media effects. His work has appeared in journals such as *Mass Communication & Society*, *International Journal of Communication*, *Social Science Quarterly*, and *International Journal of Public Opinion Research*. He holds a BA from the University of Leipzig (Germany), an MA from the University of Arizona, and a PhD from the University of Washington -Seattle. When not absorbed by survey data and other research projects, he enjoys traveling, hiking, and spending time with his wife and daughter.

Membership Chair: **Jennifer Benz** is Vice President for Public Affairs and Media Research at NORC at the University of Chicago and Deputy Director of The Associated Press-NORC Center for Public Affairs Research. Benz is a political scientist whose research includes numerous studies measuring awareness, understanding, and perceptions of public policy issues among the general public and targeted constituencies. Benz also serves as project director for AP VoteCast, a modern approach to election polling developed by AP and NORC. She has a successful track record of distilling and packaging complex research for different audiences including journalists, policy makers, and the mass public. Her work has appeared in a variety of sources from the pages of *Public Opinion Quarterly* to segments on *Last Week Tonight*. Benz earned her Ph.D. from the University of North Carolina at Chapel Hill.



Conference Chair: **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.



Associate Conference Chair: Phillip Meng is an undergraduate studying finance at the University of Washington. He leads the Polling and Open Data Initiative at the University of Washington, a student polling & public-interest data analytics group. He's interested in public opinion on international, trade, and environmental issues, and has been a research assistant at the Jackson School of International Studies and an undergraduate fellow at the Center for Environmental Politics.

Treasurer: 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 PhD 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.



Secretary: Meagan Doll is a PhD candidate at the University of Washington, where she conducts research on news, public opinion, and conflict, with regional specialization in East Africa. Using qualitative, experimental, and survey-based methods, her work has appeared in journals such as *Mass Communication and Society*, the *International Journal of Press/Politics*, and *Journalism Studies*. Meagan is a Fellow at the Center for Journalism, Media, and Democracy at the University of Washington and former assistant director of the African Studies Program at the University of Wisconsin-Madison. She holds an M.A. in Communication from the University of Washington and a B.A. in Journalism & Mass Communication from UW-Madison.

PAPOR.org Webmaster: Matthew Foy is a Research Data Specialist 1 in the Survey and Applied Research Section at the Employment Development Department (EDD). At the EDD, he focuses on survey design and implementation, as well as qualitative and quantitative methods. He spent several years at the Institute for Social Research at California State University, Sacramento, where he primarily worked on telephone surveys, program evaluations, and panel research. Mr. Foy has both a Bachelor's and Master's degree in Sociology from California State University, Sacramento.



Councilor-at-Large, Sponsorship: Ginger Blazier has over twenty-five years of market research management experience, working with top national and international firms. Ginger has also been very active and held board positions in associations relevant to the industry. She has over ten years with extensive volunteer efforts in the areas of marketing, sponsorship, event planning, fundraising, and identifying opportunities for growth, for research related organizations, on international, national, and local levels. Currently, Ginger is the Business Development Manager at Audience Align.



Councilor-at-Large, Short Course Chair: **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.

Councilor-at-Large, Mini Conference Chair: **Ashley Kirzinger, Ph.D.** is Associate Director of Public Opinion and Survey Research at KFF and is also currently serving as the Standards Chair for AAPOR. She formerly served as co-chair of the AAPOR Transparency Initiative, the 2020 Code Review Committee, and on MAPOR Executive Council when she mistakenly lived in the Midwest for 4 years. She holds a Ph.D. from LSU's Manship School and she cheers on the Tigers with her wife and three dogs in Berkeley, California.



Student Paper Competition Chair: **Morgan Santoro** is a Research Analyst with CareQuest Institute for Oral Health. Ms. Santoro spends her work days managing and analyzing survey and dental claims data utilizing programs such as R and Tableau. Previously, she cleaned, managed and analyzed the California Behavioral Risk Factor Surveillance System (BRFSS). Ms. Santoro completed her BS in Psychology and her Master of Public Health (MPH) at Kent State University.



Councilor-at-Large, PAPOR Trail Newsletter: **Samantha Finley** is a Research Data Specialist at the California State Employment Development Department (EDD). Her experience is primarily with survey and program evaluation research. Samantha has experience in survey planning and designing, sampling, analyzing both qualitative and quantitative data, as well as survey methodologies, and statistical methodologies. Samantha holds an MA in Sociology from Humboldt State University and BA in Sociology from University of California, Riverside.



Student Representative: **Alexandria Albers** is a PhD student in Public Health at the University of Montana. She is interested in barriers to and facilitators of early childhood immunization. Her work includes survey development and qualitative data collection and analysis methods. Alexandria has an MS from Appalachian State University and an MPH from the University of Montana.



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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.

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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.



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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.

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[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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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.

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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Councilor-at-Large, Newsletter - Samantha Finley

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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.

**As of January 2023, PAPOR has 83
current
Members:
70 regular members,
7 Students,
and 6 Honorary Lifetime members.**

- **Gender:**
 - Male 49%
 - Female 50%
 - Non-Binary/Other 1%
- **Race:**
 - White/Caucasian 87%
 - Black/African American 1%
 - Asian 9%
 - Other/Multi-Racial 3%
- **Ethnicity:**
 - Hispanic 4%
 - Non-Hispanic 94%
 - No Answer 1%
- **Age:**
 - Under 40 years 21%
 - 40 or older 74%
 - Unknown 4%
- **Education:**
 - College or less 20%
 - Master's 43%
 - Doctorate/JD/MD 37%
- **Region:**
 - Arizona 4%; California 43%; Colorado 4%; Hawaii 2%; Nevada 2%; Oregon 5%; Utah 2%; Washington 12%; with the remainder spread across other US regions and Canada.