

The PAPOR Trail

Winter Issue | February 2024



President's Letter

Greetings, PAPOR members and fans! I'm honored to serve as PAPOR president this year and excited to continue the work of my predecessor, Erin Pinkus.

That is, with the help of an amazing group of [2024 council members](#).

We capped off 2023 with another excellent Profiles in Research Speaker Series event planned and moderated by Bob Davis and featuring Michael Keyes, Stuart Pardau, and Jeffrey Peterson. If you missed it, or just need a dose of inspiration, treat yourself to [Words of Wisdom](#) from past speakers.

Immediately following the November Profiles event, PAPOR membership voted in the 2024 PAPOR Council at the annual PAPOR Chapter Meeting. We're pleased to welcome three [new council members](#), Gilad Amitai (Student Paper Competition Chair), Shannon Schumacher (Associate Conference Chair), and Justine Orgel (Student Representative).

2024 is already a great year to be part of PAPOR. Bianca DiJulio organized our first local social event, the [Seattle Happy Hour](#) on January 30th.

We've heard a lot of interest in attending local social/networking events. For help organizing a social hour or another local event, contact our new Special Events Chair, [Samantha Finley](#) or [fill out this interest form](#). We'd love to help you connect with other PAPORites in your area!

Watch your email or follow us on [X](#) (formerly Twitter) and [LinkedIn](#) for more details on our spring and summer events:

- Be sure to attend the next Profiles in Research planned for spring.

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- Stop by the PAPOR table at the chapter reception of the 2024 AAPOR conference in Atlanta on May 15th, and enjoy good cheer and great company at the All Chapter Party following the Awards Banquet on May 16th.
- The [2024 PAPOR Annual conference](#) is returning to San Francisco this year; mark your calendars for August 22-23!

PAPOR brings these events to our members at reduced rates only with continued support from our sponsors. Thank you, [2023 PAPOR Sponsors](#); we hope you continue your generous sponsorship in 2024. For more sponsorship information, please review our [sponsor opportunities](#) or email our [Sponsorship Chair](#).

If you haven't yet renewed your membership, renew today. And please, help spread the word about PAPOR events and the [benefits of membership](#).

Finally, we love to share good news and make PAPOR connections. Please share any research or career news from your profession with our [Communications Chair](#).

Danell Brewster
2024 PAPOR President

PAPOR Speaker Series in Review: Profiles in Research

November 2023

The November 2023 Profiles in Research session focused on the fascinating intersection of public opinion research and the law. Moderated by Bob Davis (Davis Research), the panel featured three speakers who design and administer their own surveys as part of their litigation practices.



Michael Keyes



Stuart Pardau



Jeffrey Petersen

Michael Keyes, a consumer survey expert and IP Litigator at Dorsey & Whitney LLP, discussed his background with surveys in trademark violation and false advertising lawsuits. Michael also writes the weekly newsletter, Lanham Act Surveys for Lawyers.

Stuart Pardau—outside general counsel at AAPOR, principal at the law firm of Stuart L. Pardau & Associates, and an Associate Professor of Professional Practice at the Miami Herbert School of Business, University of Miami—shared insight from his background in intellectual property licensing.

Jeffrey Petersen, Ph.D., partner at Allman & Petersen Economics, discussed his litigation survey expertise with an emphasis on wage and hour class action surveys.

PAPOR Speaker Series in Review:

Profiles in Research

November 2023, Cont'd.

The November session highlighted lesser-known career paths in public opinion research, and provided an excellent learning opportunity for current students and recent graduates in particular.

When asked for career advice, the three panelists offered several take-aways:

Michael Keyes:

- Don't be hesitant to think "outside the box" when it comes to career choices.
- Patience is the best teacher and time is the best critic.
- Be proactive in reaching out for advice/guidance/perspectives.

Stuart Pardau:

- Don't be afraid to take risks.
- Plan and work at building long-term relationships.
- Out time together is short; be independent with integrity and strive to have positive impact.

Jeffrey Peterson:

- If you have passion and conviction about a work opportunity, don't be afraid to leave a safe/comfortable job.
- Go to the cocktail parties at conferences and seek out the leaders in your field. Ask them questions for as long as they are willing to talk to you.
- If you start your own business: (1) return every phone call/email, (2) get every project done on time, and (3) make your reports easy to read and nice to look at.

Welcoming New PAPOR Board Members

Student Paper Competition Chair



Gilad Amitai is a Data Scientist at 2K Games focusing on mobile applications. Prior to that, he was a Research Scientist at SurveyMonkey using cutting-edge methodology on public opinion data for business and media partners. Gilad holds a Master's in Statistical Science from Duke University where his research focused on differential privacy, and a Bachelor's of Science in Statistics from the University of Washington, Seattle, where he used surveys in analyzing the makeup of social networks. He previously presented his work on adaptive head-to-head ranking methods at PAPOR and the national AAPOR conference.

Associate Conference Chair

Shannon Schumacher, Ph.D., is a Senior Survey Analyst for the Public Opinion and Survey Research team at KFF. At KFF, she has worked on the KFF Health Tracking Poll, the COVID-19 Vaccine Monitor, and survey partnerships with news organizations such as the Los Angeles Times. Prior to 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.



Councilor-at-Large, Student Representative



Justine Orgel is a third-year student at the University of Pennsylvania studying Political Science with minors in Survey Research and Data Analytics and English. During her time at Penn, Justine has been involved with the Penn Program on Opinion Research and Election Studies (PORES) and participated in various projects through the program. She has conducted research on the relationships between the proximity of college campuses and political outcomes, assisted in election data collection for NBC, taught data science courses, and most recently, has been building a polling aggregator to assist in predicting the 2024 presidential election. This past summer, she was an intern at SurveyMonkey where she assisted in their media projects and built a dashboard compiling all past questions. Justine is a San Francisco native, so getting involved with PAPOR is a great opportunity to bring her academic interests closer to home. She is excited to be a part of this community as she continues to explore public opinion research.

PAPOR Social Events: Seattle Happy Hour and More

January 2024



Local PAPOR and AAPOR members in the Seattle area met up for a public opinion research-themed happy hour at The Raven in January, and our polling data tells us that fun was had!

Please join us for our next happy hour in Los Angeles in March!

PAPOR L.A. Happy Hour
Monday, March 11 from 3:30-6pm
[Forman's Tavern](#)
(outdoor patio in back)

Save the date!



2024 PAPOR Annual Conference

Thursday, August 22 - Friday, August 23

**Kaiser Family Foundation (KFF)
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.

Make sure to follow PAPOR on social media for an updated deadline for abstract submissions. See you in San Francisco!

Byte-Sized Research: Wildfire and Drought Evade Partisan Differences

Floyd Ciruli

Byte-Sized Research is a space for PAPOR members to share information about research they're doing in a condensed format. Let's celebrate each other's work, inspire each other, and maybe find your next collaborator. In this issue, we're sharing Floyd Ciruli's research on partisan alignment when it comes to wildfire and drought issues among Southern Californians. Connect with Floyd at fciruli@aol.com.

A new survey in Orange County ("OC") shows that the public's rating of wildfire and drought as the two most important environmental problems in the county is not impacted by partisan identification. Not surprising, climate change, which is rated third, displays a 43-point difference between Democrats and Republicans, with OC registrants of "no party preference" (NPP) positioned in between the partisans.

Three Top Environmental Problems Orange County and Partisans					
	<u>All</u>	<u>Dems</u>	<u>Rep</u>	<u>NPP</u>	<u>Dem Minus Rep</u>
Wildfire	51%	53%	52%	50%	1%
Water Supply & Drought	49%	52%	47%	47%	5%
Climate Change	42%	65%	22%	38%	43%

Ciruli Associates 2023

The survey concerning fire prevention and mitigation was conducted for an association of Orange County fire agencies and conservation groups by Ciruli Associates with YouGov America. The survey of 1000 residents was fielded from July 20 to August 27, 2023. It had a margin of error of 4.8 percentage points at the 95 percent confidence level.

For more information contact Floyd Ciruli at fciruli@aol.com.

Thank you to our 2023 PAPOR Sponsors!

Champions



[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.

Benefactors



[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.

Thank you to our 2023 PAPOR Sponsors!

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!



Thank you to our 2023 PAPOR Sponsors!

Corporate Friends (cont.)



[Probolsky Research](#) 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, [Full Circle](#) 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.



[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.



2024 Executive Council

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California State Employment Development Department
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Vice President/President-Elect - Ashley Kirzinger

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Councilor-at-Large, Special Events Chair - 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. Although PAPOR is the local chapter of the American Association for Public Opinion Research (AAPOR), membership in AAPOR is not required to join PAPOR.

As of January 2024, PAPOR has 79 active members:

**68 Regular members,
4 Students, and
6 Honorary Lifetime members**

- Gender:**

Male 59%
Female 39%
Non-Binary/Other 2%

- Age:**

Under 40 years 19%
40 or older 79%
Unknown 2%

- Education:**

College or less 22%
Master's 39%
Doctorate/JD/MD 39%

- Region:**

52% California; 12% Washington; 7% Oregon; 4% Utah; 4% Arizona; with the remainder spread across the United States and Canada.