

2015 PAPOR ANNUAL CONFERENCE



December 10-11, 2015

Marines' Memorial Club & Hotel, San Francisco, CA

Welcome to the 2015 annual conference of the Pacific Chapter of the American Association for Public Opinion Research. There are very many aspects to public opinion and polling research that impact the validity and reliability of the data we collect and report. Each of these aspects deserve and, to varying degrees, have received scholarly attention directed toward the goal of achieving a better understanding and continuous improvement. The path towards this goal has rarely been easy and is frequently fraught with obstacles, like the introduction of new methods and technologies, and shifting demographics, attitudes, and behaviors in the population.

We at PAPOR believe it is through professional gatherings like ours that we learn how to better navigate that path. The coming together and sharing of knowledge about important aspects of public opinion and polling research can enlighten each of us and enable us to improve what we do. At this year's conference events will cover a wide variety of the aspects of public opinion and polling research, and provide many opportunities to gain new knowledge and skills, and network with colleagues old and new.

- Scholars in our file well-rounded paper panels and poster session present some very timely research on analysis and design methods, uses and ethics of survey data collection, improvements to survey modes, mobile survey response and design, and recent trends in American politics.
- Our plenary on using big data in public opinion and polling research features three speakers with the expertise and hands-on experience to engage in an exciting discussion about what big data is, how we can use it, pitfalls and issues, and an outlook on the future.
- Instructors of our short courses have a depth of knowledge and experience about two recent developments that are quickly becoming standards in the field: dual-frame cell phone and landline survey design, and mobile devices and modular survey design.
- Our reception and tasty dinner before our plenary on Thursday, Italian-themed lunch on Friday, and breaks with coffee and snacks throughout the conference provide many opportunities to meet, mingle, and muse with fellow PAPOR members, colleagues, clients, and friends.
















I hope you enjoy our conference the location, the Marines' Memorial club & Hotel which was created as a living memorial to service members. While here, I encourage you to visit the General E.O. Ames Library and Museum, located on the 11th floor near our event, but please note that it is a quiet area. Also, if you have the time, try to enjoy all that San Francisco has to offer. Visit our conference registration table for more information, or just to say hello.

Thank you for your attendance and support,
Benjamin L. Messer
2015 PAPOR Conference Chair






TABLE OF CONTENTS

2015 PAPOR Executive Council	4
Day at a Glance: Thursday, December 10	5
Day at a Glance: Friday, December 11	6
Short Course Information	7
Plenary Information	8
Panel Abstracts and Description.....	9
Poster Session Abstracts and Student Paper Competition Winners.....	18
Presenter Biographies.....	21
Conference Sponsors.....	26
Local Eats and Drinks	27
Marines' Memorial Club & Hotel—Wifi, Information, Parking, & Transportation	28





The PAPOR Executive Council encourages you to seek us out and say hello!
 Feel free to ask us for more information about the conference or PAPOR.

President		Sonja Petek Goldman School of Public Policy
Past President		Sarah Cho SurveyMonkey
Vice-President/President-Elect		Paul Johnson SSI
Treasurer		Bianca DiJulio Henry J. Kaiser Family Foundation
Conference Chair		Benjamin L. Messer Research Into Action
Associate Conference Chair		Paul Harwood Twitter
Membership Chair		Jen Romano Bergstrom Facebook
Student Paper Competition Chair		Jessica Gollaher Sacramento State University
Secretary		Jill Bruins Bruins Analysis and Consulting
Webmaster		Brian Fowler CfMC
Councilor-at-Large (Newsletter)		Donna Fong University of Alberta
Councilor-at-Large (Short Course)		Vasudha Narayanan Westat
Councilor-at-Large (Student Rep)		Jenny Yeon MaPS
Councilor-at-Large (Mini Conference)		Dave Vannette Qualtrics
Councilor-at-Large (Sponsorship)		Melinda Jackson San José State University

DAY AT A GLANCE: THURSDAY, DECEMBER 10

7:30 am – 2:00 pm	Conference Registration / Check In <i>Sponsored by</i> 	11 th Floor Foyer
8:00 am – 10:15 am	SHORT COURSE 1 <i>Dual Frame Cell Phone Landline Surveys: Design & Weighting</i>	Crystal Ballroom
10:15 am – 10:30 am	Mid-morning break <i>Sponsored by</i> 	11 th Floor Foyer
10:30 am – 12:45 pm	SHORT COURSE 2 <i>Mobile Devices and Modular Survey Design</i>	Crystal Ballroom
<hr/>		
12:45 pm – 2:00 pm	Lunch (on your own)	
<hr/>		
2:00 pm – 2:05 pm	2015 PAPOR CONFERENCE OPENS – WELCOME <i>Sonja Petek, 2015 PAPOR President</i>	Crystal Ballroom
2:05 pm – 3:35 pm	PANEL 1 <i>Analysis, Design, & Sampling Methods</i>	Crystal Ballroom
3:35 pm – 4:00 pm	Mid-afternoon break <i>Sponsored by</i> 	11 th Floor Foyer
4:00 pm – 5:30 pm	PANEL 2 <i>Uses of Survey & Polling Data Collection: Practical & Ethical Implications</i>	Crystal Ballroom
<hr/>		
5:30 pm – 6:15 pm	WELCOME RECEPTION	Crystal Lounge and 11 th Floor Foyer
6:15 pm – 8:45 pm	DINNER AND PLENARY <i>The Use of Big Data in Survey and Polling Research</i> <i>Wine sponsored by</i>  <i>Dinner sponsored by</i> 	Crystal Lounge
8:45 pm – 9:45 pm	AFTER-DINNER COCKTAILS	Flying Leatherneck Lounge, 12 th Floor

DAY AT A GLANCE: FRIDAY, DECEMBER 11

8:00 am – noon	Conference Registration / Check In <i>Sponsored by</i> 	11 th Floor Foyer
8:30 am – 10:00 am	PANEL 3 <i>Improvements to Survey Modes</i>	Crystal Ballroom
10:00 am – 10:15 am	AAPOR PRESENTATION <i>Mollyann Brodie, AAPOR President</i>	Crystal Ballroom
10:15 am – 10:45 am	POSTER SESSION AND BREAK <i>Sponsored by</i> 	Crystal Lounge
10:45 am – 12:15 pm	PANEL 4 <i>2016: The Year of the Outsider</i>	Crystal Ballroom
<hr/>		
12:30 pm – 2:00 pm	LUNCH AND CHAPTER MEETING <i>Sponsored by</i>  	Crystal Lounge
<hr/>		
2:00 pm – 3:15 pm	PANEL 5 <i>Mobile Survey Response and Design</i>	Crystal Ballroom
3:30 pm – 3:45 pm	NEW PRESIDENT'S ADDRESS AND CONFERENCE CLOSING <i>Paul Johnson, 2016 PAPOR President</i>	Crystal Ballroom

SHORT COURSE 1 DUAL FRAME CELL PHONE LANDLINE SURVEYS: DESIGN & WEIGHTING

Time/Location	Thursday, 8:00 am – 10:15 am, Crystal Ballroom
Instructor	Stas Kolenikov, <i>Abt SRBI</i>
Description	<p>Collecting population data via phone surveys, also known as random digit dialing (RDD) surveys, is one of several common general population survey designs, along with mail and face-to-face surveys. While the early days of phone data collection, from the 1970s onward, relied on landline phones, proliferation of cell phones since the late 2000s had a profound impact on the ways phone surveys are designed and implemented. Dual frame phone surveys that dial both landline and cell phones is currently the dominant form of phone surveys. A number of large-scale health and behavioral science surveys, including Behavioral Risk Factors Surveillance Survey (BRFSS), California Health Interview Survey (CHIS), and National Immunization Survey (NIS), are dual frame RDD surveys.</p> <p>This short course will examine the existing impacts of phone survey designs, including organization of the landline and cell phone frames, possibilities of enhancing the designs with auxiliary information available on the frames, geographic targeting, and weighting the dual frame surveys. The target audience of the course is survey methodologists fielding dual frame surveys, as well as public opinion and social science researchers who rely on data from dual frame surveys, such as political polls and population surveys. This course is intended to develop understanding of strengths and limitations of different design options and cost/efficiency vs. coverage/response rate trade-offs that these options can offer.</p>

SHORT COURSE 2 MOBILE DEVICES AND MODULAR SURVEY DESIGN

Time/Location	Thursday, 10:30 am – 12:45 pm, Crystal Ballroom
Instructor	Paul Johnson, <i>SSJ</i>
Description	<p>This course will begin with a brief overview of how mobile devices are changing research designs in market and survey research, which include geolocation, passive tracking, and real time diary studies. The remainder of the course will focus primarily on questionnaire design for mobile surveys. Ensuring that surveys are compatible with mobile devices is an important first step, and the course will offer guidelines and tips on which question types are most useful and how to change questions to optimize a questionnaire for a mobile device. The course will also offer some strategies for shortening questionnaires for mobile devices, including what's known as modularization, a method in which different groups of respondents answer different questions in a survey or when a respondent answers different sections of a survey in different time periods. Attendees will learn some of the benefits and detriments of different modularization techniques, and ways of imputing the missing data that often result from fielding modular surveys. This course will provide some practical, small group exercises in creating a research design for mobile devices, optimizing mobile questionnaires, and modularizing the questionnaire.</p>



Both courses have been approved and each are eligible for 2.25 PRC (Professional Researcher Certification Program) contact hours in the Research category. (For more information on the PRC program, go to www.mra-net.org.)

PLENARY THE USE OF BIG DATA IN SURVEY AND POLLING RESEARCH

Time/Location Thursday, 6:15 pm – 8:45 pm, Crystal Lounge

Moderator Benjamin Messer, *Research Into Action*

Panelists

Curtiss Cobb, *Facebook*



Curtiss Cobb leads the Population and Survey Sciences Team at Facebook. He studies technology adoption patterns and evolving attitudinal trends related to people’s online “presence” through mixed-mode surveys and the analysis of third party data. Prior to Facebook, Curtiss was Senior Director of Survey Methodology at GfK and consulted on survey studies for clients such as the Associated Press, Pew Research Center, CDC, U.S. State Department and numerous academic studies. Curtiss received his B.A. from the University of Southern California and has an M.A. in Quantitative Methods for Social Sciences from Columbia University. He holds an M.A. and Ph.D. in Sociology from Stanford University.

David Latterman, *Fall Line Analytics*



David Latterman is the Principal of Fall Line Analytics, a San Francisco based quantitative market research firm specializing in data analytics, GIS mapping, and opinion research. Latterman has worked in the private, public, and academic sectors where he has honed his skills in creating and analyzing large datasets. Much of his current work is political and public sectors, but he also still dabbles in the academic world. Latterman has degrees in Public Policy from the Goldman School of Public Policy at UC Berkeley, and Geology from UNC Chapel Hill. He graduated from Bowdoin College with dual Bachelors in Anthropology and Geology.

Annie Pettit, *Peanut Labs*



Annie Pettit, PhD is the Chief Research Officer at *Peanut Labs*, a company that specializes in self-serve sample, surveys, and polling. She is also Vice President, Research Standards at *Research Now*. Annie specializes in data quality, sampling and survey design, and big data. She won the MRIA *Award of Outstanding Merit* in 2014, *Best Methodological Paper* at ESOMAR in 2013, and the 2011 AMA *David K. Hardin Award*.

PANEL 1 ANALYSIS, DESIGN, & SAMPLING METHODS

Time/Location Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom
 Panel Chair Dean Bonner, *PPIC*

Presentation Title Enhancing the Use of Qualitative Research to Understand Public Opinion

Presenter Paul J. Lavrakas, *Independent Consultant*
 Coauthor Margaret R. Roller, *Roller Research*

Abstract Reliable and valid research methods are important to a full understanding of Public Opinion. Surveys and polls traditionally have been important methods for gathering data about public opinion topics. But Public Opinion is not a number (cf. Herbst, 1993), and quantitative survey research and polls are limited in the extent to which they can provide insights into what constitutes Public Opinion. This is why a full understanding of Public Opinion needs to include the use of qualitative research methods. Qualitative research embraces the notion that delving beyond the obvious or the expedient is necessary for understanding Public Opinion. Yet, the focus on these nuances and complexities presents unique challenges to qualitative researchers who strive to conceptualize and implement research designs that result in rich contextual data while integrating quality approaches that maximize the usefulness of their research. These challenges include *quality-design issues* – such as coverage, nonresponse, and researcher bias and inconsistency – that have received relatively modest consideration in the qualitative research community. There is, however, a new approach that brings greater rigor to qualitative public opinion research without stifling the creative methods and interpretations of skilled qualitative researchers. That approach is the *Total Quality Framework (TQF)*, which is the focus of a new book, *Applied Qualitative Research Design: A Total Quality Framework Approach* (Roller & Lavrakas, 2015; Guilford Press). The TQF provides qualitative public opinion researchers with a systematic yet highly flexible way to (a) give explicit attention to quality issues, (b) critically examine the possible sources of bias and inconsistency in their qualitative methods, (c) incorporate features into their designs that try to mitigate these effects, (d) acknowledge and take their implications into consideration during analysis, and (e) thereby maximize quality outcomes. Our presentation explains the TQF and its value for conceptualizing, implementing, and interpreting qualitative public opinion research.

Presentation Title Comparisons of Fully Balanced, Minimally Balanced, and Unbalanced Rating Scales

Presenters Mingnan Liu, *SurveyMonkey*
 Coauthors Sarah Cho, *SurveyMonkey*
 Noble Kuriakose, *SurveyMonkey*

Abstract When asking attitudinal questions with dichotomous and mutually exclusive response options, the questions can be presented in one of three ways. A fully balanced question presents both sides of the competing viewpoints. A minimally balanced question presents only one side of the viewpoint but only mentions the competing side very briefly. A third approach is to ask an unbalanced question that only presents one side of the viewpoint while completely ignoring the competing side. Although previous research has compared the fully vs. minimally balanced rating scales, as far as we know, these three types of rating scales have not been tested in a strict experimental setting. Further, previous research has been almost exclusively based on interviewer-assisted telephone surveys, the findings which may not apply to self-administered web surveys. In this study, we report two web survey experiments testing these three types of rating scales among 16 different questions. Overall, the univariate distributions across these three scale balancing types are very similar to one another. Similar patterns are found when breaking down the analysis by respondent’s education level. The results suggest that for self-administered web surveys higher efficiency can be achieved through unbalanced dichotomous rating scale questions.

PANEL 1 ANALYSIS, DESIGN, & SAMPLING METHODS, continued

Time/Location Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom
 Panel Chair Dean Bonner, *PPIC*

Presentation Title **Conflicting Thoughts: The Effect of Information on Support for an Increase in the Federal Minimum Wage Level**
2015 Student Paper Competition Winner

Presenters Joshua Cooper & Alejandra Gimenez, *Brigham Young University*

Abstract A survey experiment was conducted on the statewide Utah Colleges Exit Poll that tested the effects of positive and negative cues on support for an increase in the federal minimum wage. Respondents were assigned to one of four treatments: placebo text, positive information, negative information, or both positive and negative information. Consistent with a host of research in psychology, we found that voters were more affected by negative information than positive information about the minimum wage.

Presentation Title **Contracting the Application of Simple Random Sampling Method vs. the Convenient Sampling Method with Extremely Rare Population: The Case Study of Former Yugoslavs in Boston**

Presenter Nikola Novacevic

Abstract The goal of this study will be to test the possibilities of the convenient sampling techniques, contrasted with the conventional technique of simple random sampling, in case where the subject of analysis is an extremely rare population (approximately 0.25% of the population). The purpose will be to determine the opportunity cost of the two techniques to be able to compare it with its more predictable outcomes. Methodology: two independent samples, first – combination of various convenient samples, and second - simple random sample. Both samples made of equal number of sampling units, with the same measurement instrument. Knowing that the cost of exploiting the conventional methods with extremely rare populations significantly exceeds their statistical significance, this study will compare the costly conventional method, with the less costly convenient method. The questions this study should provide an answer to are: 1) are the outcomes of the two sampling methods comparable? 2) Which method is more cost-effective for studying the extremely rare populations?

PANEL 2 **USES OF SURVEY & POLLING DATA COLLECTION: PRACTICAL & ETHICAL IMPLICATIONS**

Time/Location Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
 Chair Sonja Petek, *Goldman School of Public Policy*

Presentation Title **Are California’s Registered Independents Shy Partisans?**

Presenter David Kordus, *PPIC*

Abstract Nearly one in four California voters are registered as independents (officially “no party preference”), and the share of registered independent voters in the state has more than doubled in the past twenty years. With California’s open primary system, these independent voters have an influential voice in nominating contests. They also complicate expectations in races where Democrats and Republicans need large numbers of independent voters in order to reach majority support.

But who are these independents? Should they be thought of as swing voters who might support a Democrat or a Republican in any given election, or are their preferences more stable? Should they be thought of as one voting ‘bloc,’ or are they better understood as disparate groups?

Previous research into party identification has shown that most survey respondents who identify as independents will say they lean toward one of the major parties when asked. The preferences and voting behavior of those independent party leaners look a lot like those who identify weakly with the same party. Could we say the same about voters who register as independents? If so, knowing how registered independents lean, in combination with publicly available registration data, could give us a better estimate of how many supporters of Democrats and Republicans live in the state. It would also illuminate the trend toward increasing independent registration, and perhaps tell us what this could mean for the future of state politics.

Using survey data from the Public Policy Institute of California’s periodic statewide surveys, this paper examines the responses of registered independents and explores how their attitudes compare to those of party members. Demographics, favorability toward officeholders, and policy preferences are considered, with an objective of gaining a more thorough understanding of California’s large and growing number of independent voters.

Presentation Title **Exploring the Financial Landscape Facing Veterans in Nevada: Financial Literacy, Decision-making, and Payday Loans**

2015 Student Paper Competition Runner-up

Presenters Justin S. Gardner & Christopher Stream, *UNLV*

Abstract Financial studies on the stability and well-being of American veterans have focused on a variety of topics including the financial literacy, decision-making, and transitional preparedness. The financial literature began to assess the impact of predatory (payday) lending on active duty service members in the past two decades, which has led to Federal Legislation to help protect active duty personnel. A survey study conducted at the University of Nevada, Las Vegas sought to investigate the level of payday lending usage among Nevada veterans as well as determine relative financial literacy and decision-making practices of Nevada veterans. This article summarizes data gathered by this UNLV survey, which found a high rate of payday lending usage by veterans in Nevada. Additionally, critical variables and initial variable relationships were identified. The goal of this study is to provide a description of the financial landscape facing veterans in Nevada with the hope of encouraging future studies to further explore the results and relationships presented.

PANEL 2	USES OF SURVEY & POLLING DATA COLLECTION: PRACTICAL & ETHICAL IMPLICATIONS, <i>continued</i>
Time/Location	Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
Chair	Sonja Petek, <i>Goldman School of Public Policy</i>
Presentation Title	What Constitutes Informed Consent? Understanding Respondents’ Need for Transparency
Presenter	Nicole Buttermore, <i>GfK</i>
Coauthors	Randall Thomas, <i>GfK</i> Frances M. Barlas, <i>GfK</i> Mansour Fahimi, <i>GfK</i>
Abstract	<p>During the past year, proposed changes to the AAPOR Code of Professional Ethics and Practices regarding disclosure of survey sponsorship led to a vigorous debate within the AAPOR community. Transparency in public opinion research is one of the AAPOR’s central tenets, yet many members in the commercial sector are unable to reveal a client’s identity at any point in the survey process. Central to this debate is the conception of what constitutes informed consent from the participant’s perspective rather than the researcher’s perspective. We conducted a study in which we asked members of an online probability-based panel about the level of risk they perceive when completing a survey and the type of information they feel researchers should disclose. Although the majority of respondents reported that taking online surveys constitutes little or no risk to a person’s mental health, about a quarter of respondents indicated they had stopped taking an online survey in the past year because it made them feel uncomfortable. When respondents were asked about the importance of finding out various types of information prior to their decision to complete a survey, the only piece of information rated as essential by the majority of respondents was how personal information and privacy will be protected. Other pieces of information regarded as essential for participation by a sizable proportion of respondents were survey risks, interview duration, and survey topic. About a quarter of respondents deemed it essential to know the organization conducting the research, and about a quarter felt it was essential to know the organization paying for the survey. Results will be discussed in light of respondents’ ongoing relationship with an online panel.</p>
Presentation Title	Recent Changes to the Telecommunications Consumer Protections Act (TCPA)
Presenter	Bob Davis, <i>Davis Research</i>

PANEL 3 IMPROVEMENTS TO SURVEY MODES

Time/Location Friday, 8:30 am – 10:00 am, Crystal Ballroom
 Chair Sarah Cho, *SurveyMonkey*

Presentation Title **What Are They Thinking? How IVR Captures Public Opinion for a Democracy**

Presenter Mary McDougall, *Survox*

Abstract Public opinion researchers are challenged to deliver accurate, early insights with reduce budgets and resources. In this session, Mary McDougall, CEO of Survox, will discuss how IVR can augment Web surveys and Phone interviews to effectively gather public opinion within budget and time constraints. This session will highlight how researchers can take a multi-channel approach to achieve coverage of the electorate. Two multi-channel use cases will be reviewed.

A. Political Polling

- **Automated (IVR) and Live (CATI) Phone Interview**
 This session will focus on how researchers have reduced study costs dramatically by combining IVR with CATI to deliver fast, accurate insights to political strategists.
- **Online Survey and Outbound Phone Interviews**
 More polling is going online and recent technical innovations now seamlessly enable online surveys to be augmented by both automated and live phone interviews to meet demographic quota requirements.

B. Voice of the Citizen

- **Online Survey and Automated (IVR) Inbound Phone Interview**
 The session will review how to employ multiple data collection methodologies to achieve the desired coverage, giving citizens a choice of ways to engage, and addressing access for all demographic segments.

Presentation Title **Does Persistence Payoff? Analysis of “Persistence” During Telephone Recruitment for an Establishment Survey**

Presenter Paul Weinfurter, *Westat*

Coauthor Vasudha Narayanan, *Westat*

Abstract If a goal of customer service is satisfaction then a refusal to participate in a survey of the customer service industry may come as avoidance and reluctance. We conducted a recent survey of Los Angeles County restaurants to evaluate public health practices that were in place ahead of a new law intended to decrease food-borne illness. The goal was to recruit 300 LA County restaurants to participate in a brief one-time survey. During recruitment we were frequently told the owner or manager was unavailable and to call back later. Three call attempts was expected to be sufficient for recruitment, but a third of restaurants needed to be called more than five times. This paper examines whether persistently calling was the most efficient method for recruiting restaurants or if there was a maximum number of calls when persistence may no longer produce successful recruitment outcomes.

PANEL 3 **IMPROVEMENTS TO SURVEY MODES, *continued***

Time/Location Friday, 8:30 am – 10:00 am, Crystal Ballroom
 Chair Sarah Cho, *SurveyMonkey*

Presentation Title The promising role of fax in surveys of clinical establishments: observations from a multi-mode survey of Ambulatory Surgery Centers

Presenter Natalie Teixeira, *Westat*

Coauthors Anne Herleth, *Westat*
 Vasudha Narayanan, *Westat*
 Kelsey O'Yong, *Los Angeles Department of Public Health*

Abstract Surveys of clinical/medical establishments have many known challenges including gatekeepers, time constraints, and lack of interest in surveys, which contribute to higher nonresponse rates than surveys of the general public (Flanigan, McFarlane, & Cook, 2008). Researchers are always looking for creative methods to improve response rates of such surveys. One approach to overcome these challenges and maximize clinician response rate is to offer the survey by fax. However, only a small number of studies on the use of fax for surveys of clinical establishments have been published. During a telephone screener, Lensing et al. (2000) found that almost half of physicians requested to be surveyed by fax, and McMahon et al. (2003) found that physicians randomly assigned to a survey by fax mode had the highest response rate after the first two contacts.

In this paper, we present the results from a multi-mode survey designed to collect data about infection control practices at Ambulatory Surgery Centers (ASCs) in Los Angeles County. The questionnaire consisted of two components. The observational study assesses survey mode preferences and response rates for surveys administered by fax compared with more traditional modes (phone, web, and mail). We also investigated the effect of a follow-up approach to convert nonrespondents from non-fax survey modes to fax.

In our presentation, we will explore the rates at which clinicians and staff opted for fax during the first contact by telephone and the rates of converting to fax during non-response follow-up. We will also discuss the psychology of clinical/medical practice staff and characteristics of these practices that points to a preference for fax. And finally, we will discuss the operational pros and cons of using fax as a method to survey clinical/medical establishments.

PANEL 4 2016: THE YEAR OF THE OUTSIDER

Time/Location Friday, 10:45 am – 12:15 pm, Crystal Ballroom

Chair Floyd Ciruli, *Crossley Center for Public Opinion Research*

Panel Abstract An examination of the trends effecting national- and state-level American politics that has culminated in the significant challenges within both parties, in Congress and presidential nomination process that extols non-politicians and denigrates established politicians. John Boehner, Kevin McCarthy, Mitch McConnell, Hillary Clinton and Jeb Bush are the highest profile targets of the phenomena. Beneficiaries are the Freedom caucus in the U.S. House and the list of outsider-type candidates excelling in the presidential race: Trump, Carson, Fiorina and Sanders.

The phenomenon is not new in American politics, from Ross Perot in 1992 to the 1994 Contract with America and the 2010 rise of the Tea Party. The panel will examine some of the historical and state-level origins and factors and its likely implications for the 2016 national and state elections.

Presentation Title **The Summer of Our Discontent**

Presenter Stuart Elway, *Elway Research*

Presentation Title **California’s Opinion of Political Outsiders**

Presenter Mark Baldassare, *PPIC*

Presentation Title **Colorado’s History of Outsider Preference**

Presenter Floyd Ciruli, *Crossley Center for Public Opinion Research*

Presentation Title **Trump’s Beguiling Ascent: What 50-State Polling Says About the Surprise GOP Frontrunner**

Presenter Jon Cohen, *SurveyMonkey*

Coauthor Kevin Stay, *SurveyMonkey*

PANEL 5 MOBILE SURVEY RESPONSE AND DESIGN

Time/Location Friday, 2:00 pm – 3:15 pm, Crystal Ballroom
 Chair Benjamin Messer, *Research Into Action*

Presentation Title 15 Things We Know About Mobile Surveys

Presenter Tom Wells, *Nielsen*

Abstract Survey completions on mobile devices have been rapidly increasing. This important shift is something survey researchers should consider when designing and conducting self-administered online surveys. This article briefly summarizes existing research and empirical results from mobile surveys.

Findings are based on mobile surveys conducted in Australia, Canada, Germany, the Netherlands, Russia, the United Kingdom, and the United States and cover the following topics: mobile responses, SMS invitations, mobile respondent behavior, demographics, breakoffs, survey completion times, and mode effects.

Bringing current findings together and discussing more broadly, for online surveys, survey researchers should consider consciously and deliberately accommodating both mobile and PC respondents. Mixed mode (mobile/PC) surveys have already been occurring and this trend is going to continue to grow. In addition, mobile surveys offer the ability to include hard-to-reach demographic groups. If survey researchers don't allow for mobile respondents, their studies will suffer from non-coverage bias.

At the same time, mobile surveys are not ready to be a complete replacement for PC surveys. The volume of PC surveys for survey research is still very large. PC surveys also offer advantages such as larger screens and a wider variety of user-friendly question formats. In addition, smartphone and tablet ownership are not currently close to 100%, implying that mobile-only surveys are going to be compromised by non-coverage bias.

Thus far, the research on mobile surveys indicates that consumers want the choice and ability to take surveys when they want, where they want, and on the device of their choosing. Hopefully survey researchers are listening and become willing to accommodate survey respondents in terms of device and by extension, time, and location.

Presentation Title Measuring Survey Behavior of Smartphone Users

Presenter Rebecca Phillips, *YouGov*

Coauthor Samantha Luks, *YouGov*

Abstract Most of American adults have a smartphone and an increasing number of them do not have any other form of high-speed Internet access at home. A successful adaptation of web surveys requires not only readjusting the format of the questions to a smaller display that allows for direct interaction (i.e., touchscreens) but also accounting to the fact that surveys on smartphones are more likely to be taken in contexts with more environmental stimuli, and therefore with greater chances of distractions and interruptions. In this paper, we study the attention span of survey respondents on smartphones by comparing their responses and behaviors to a matched sample of computer survey respondents. In a collection of experiments, we manipulate both the announced and the actual length of the interview, and measure the reliability of their responses using a large battery of checks. Additionally, we measure a number of survey metrics, including breakoffs, taking temporary breaks, rotating devices, and switching devices. The contribution of our paper is two fold. First, we provide practical guidelines for the design of web surveys that are possibly taken on a multiplicity of devices. Second, we make a methodological contribution by presenting it in an setting designed to recover the optimal responses.

PANEL 5 **INNOVATIVE METHODS AND RESEARCH, continued**

Time/Location Friday, 2:00 pm – 3:15 pm, Crystal Ballroom
 Chair Paul Johnson, *SSI*

Presentation Title **The Changing Landscape of Technology and Its Effects on Online Survey Data Quality**

Presenter Nicole Mitchell, *SSI*

Abstract According to a report published in April of 2015 by Pew Research Center, 64% of US adults own a smartphone. Since 2011, smartphone ownership has increased by 29 percentage points. More shockingly, the growth of tablet ownership increased from 3% in 2010 to 42% in January 2014. As ownership of these devices increase, it is important that we examine how the usage of these devices affects the quality of online data.

To assess the impact these devices may have on the quality of online survey data, we conducted a study using SSI online sample consisting of 5000 US respondents age 18+. Respondents were randomly assigned to one of 3 survey treatments: mobile unfriendly, mobile friendly and mobile optimized. The mobile unfriendly survey was a standard survey design, where regardless of device a traditional grid question was shown. The mobile friendly survey treatment was not designed for a mobile device, however the grid question was asked as multiple single punch questions across all devices. The mobile optimized survey was designed specifically for a mobile device, where the survey program recognized the device and optimized the survey for mobile respondents. The grid question was shown as multiple single punch questions on the mobile phone. However, on tablets, laptops and desktop the traditional grid format was shown. Each treatment group consisted of respondents from each device category: tablet, smart phone, laptop/desktop.

We implemented various quality controls to examine whether satisficing behaviors differ between respondents who accessed our survey using a laptop/desktop, tablet, or smartphone. Furthermore, we examined whether optimizing the survey for the mobile phone impacted the quality of the data. Lastly, we investigated the consequences of excluding data received from mobile respondents.

POSTER SESSION

Time/Location Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title Syria Rising: Has the Syrian Refugee Crisis Shifted U.S. Public Opinion?

Presenters Gina Jannone, *University of Denver*
Chelsea Bartholomew, *University of Denver*

Abstract A poster on attitudes within the U.S. on the Syrian migrant crisis and U.S. policy toward Syria more broadly will be presented. The data will place the Syrian refugee crisis within the context of America’s current immigration debate and make comparisons to the European public reactions to their more immediate refugee crisis. And specifically, the presentation will address and provide analysis of the intersection between the changing military and political crises in the Syrian context and its humanitarian effects.

In examining these issues, we hope to highlight causes for support or opposition toward increasing the number of Middle Eastern refugees in the U.S. The current polling suggests that while Americans are sympathetic to the circumstances of the refugees and to the European and Middle Eastern countries being affected by the crisis, there is visible opposition toward allowing significantly higher numbers of refugees to resettle in America. Fears over national security and whether the United States will be able to properly screen incoming refugees appears to be a significant area of concern. There are also, however, cultural and religious components that shape public opinion regarding incoming refugees. A brief comparison with European opinion and the impact of their refugees will be displayed.

Taking this research a step further, the presentation will also examine the intersection of the migrant crisis and foreign policy developments in Syria, including the increased involvement of Russia. The Syrian civil war, while viewed by most as an incredibly tragic situation, had for several years yielded little interest from American voters as far as an intervention is concerned. Even after the news that Syrian President Bashar al-Assad allegedly used chemical weapons on civilians, crossing President Obama’s “red line”, voters still expressed reluctance in getting more involved. Polls are starting to indicate an increasing openness toward intervention, potentially in the form of a no-fly zone to ground the government’s airstrikes. There is also considerable skepticism among the American public about Russia’s motives in Syria and whether it should be considered an ally in the fight against the Islamic State.

The goal of this research is to provide visual representation of the dynamic relationship between the humanitarian effects of political crises and the evolving military and policy circumstances of those crises. One can claim that the Syrian migrant crisis has already shaped the national dialogue on U.S. foreign policy toward the conflict, whether through concerns over U.S. national security or more humanitarian concerns. These dynamics paint a complex picture of American public opinion on the conflict itself and its global implications.

POSTER SESSION, continued

Time/Location Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title Correlates of Response Latency on a Web Survey

Presenter Benjamin Phillips, *Abt SRBI*

Coauthors Stanislav Kolenikov, *Abt SRBI*
 Elaine Howard Ecklund, *Rice University*
 Allison Ackermann, *Abt SRBI*
 Ho Won Cheng, *Abt SRBI*

Abstract We examine factors associated with response latency in a web survey: the Rice University Religion and Science in International Context (RASIC) survey of members of biology and physics departments in Italian universities and research institutes. We found some evidence that respondents decrease their attention and start taking cognitive shortcuts with longer questions, as evidenced by a linear increase in latency with the question length, measured in the number words, giving way to sublinear increase beyond about 100 words in question stem. We also found evidence for decreased attention shown by lower latency beyond the first 15 or so minutes of the survey, followed by respondents getting tired beyond 60 minutes of the survey. Opinion items had greater latency than factual items. Items requiring averaging took longer than other items. Numeric and text entry items had greater latency than radio button items. Items in matrix (not measured separately) had higher latency than single items. Surveys taken in Italian (the native language of the survey population) had lower latency than those taken in English. These analyses provide important context for the perhaps simplistic interpretations of response latency: low latency being a desirable trait for items but undesirable for a respondent. Data collection utilized for this paper was funded by the Templeton World Charity Foundation, grant TWCF0033.AB14, to Elaine Howard Ecklund, PI, Kirstin RW Matthews and Steven W. Lewis co-PIs.

Poster Title Sustainable Transportation at the Ballot Box: A Disaggregate Analysis Of The Relative Importance of User Travel Mode Value and Self-Interest

Presenter Matthew Palm, *University of California, Davis*

Abstract Transportation agencies' increased reliance on voter approved financing requires planners to better understand and address voters' motivations to support ballot initiatives. These initiatives, which can mimic or subvert traditional planning processes, are also opportunities for voters to register backlash against planning initiatives. We examine the role of voters' self-interest, as measured by personal travel patterns and their attitudes towards the impacts of various transportation policies, in prediction residents' votes on two concurrent transport ballot measures in San Francisco, CA. We find that drivers will vote against policies marketed to the public as benefiting drivers or defending "drivers rights" if they believe strongly in the benefits of sustainable infrastructure for non-users. Voters were asked to evaluate each initiative in terms of their personal, direct interest versus the interest of the city of San Francisco generally. Those who identified their interests as divergent from the city's were more likely to vote against their perceived interest and for the city's. Among mode usage patterns, only cycling significantly predicted votes. Frequent cyclists voted as cohesive and potentially decisive block in favor of sustainable transportation initiatives.

WINNER

Title

Conflicting Thoughts: The Effect of Information on Support for an Increase in the Federal Minimum Wage Level

Presenters

Joshua Cooper & Alejandra Gimenez, *Brigham Young University*

Abstract

A survey experiment was conducted on the statewide Utah Colleges Exit Poll that tested the effects of positive and negative cues on support for an increase in the federal minimum wage. Respondents were assigned to see either placebo text, positive information, negative information, or both positive and negative information. Consistent with a host of research in psychology, we found that voters were more affected by negative information than positive information about the minimum wage.

RUNNER-UP

Title

Exploring the Financial Landscape Facing Veterans in Nevada: Financial Literacy, Decision-making, and Payday Loans

Presenters

Justin S. Gardner & Christopher Stream, *UNLV*

Abstract

Financial studies on the stability and well-being of American veterans have focused on a variety of topics including the financial literacy, decision-making, and transitional preparedness. The financial literature began to assess the impact of predatory (payday) lending on active duty service members in the past two decades, which has led to Federal Legislation to help protect active duty personnel. A survey study conducted at the University of Nevada, Las Vegas sought to investigate the level of payday lending usage among Nevada veterans as well as determine relative financial literacy and decision-making practices of Nevada veterans. This article summarizes data gathered by this UNLV survey, which found a high rate of payday lending usage by veterans in Nevada. Additionally, critical variables and initial variable relationships were identified. The goal of this study is to provide a description of the financial landscape facing veterans in Nevada with the hope of encouraging future studies to further explore the results and relationships presented.

**CONGRATULATIONS TO THE WINNERS,
AND MANY THANKS TO THOSE WHO SUBMITTED PAPERS!**

Mark Baldassare (baldassare@ppic.org) is president and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC's Speaker Series, a public forum featuring in-depth interviews with state and national leaders. Previously, he served as PPIC's director of research. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance. He has conducted surveys for the Los Angeles Times, the San Francisco Chronicle, and the California Business Roundtable. He holds a PhD in sociology from the University of California, Berkeley.

Chelsea Bartholomew spent her summer interning at The Markaz, a Los Angeles nonprofit dedicated to showcasing the arts and cultures of the Middle East and North Africa. Her duties were varied, ranging from researching and developing new fundraising strategies and assisting in the rebrand that the organization underwent to helping to plan, promote, and oversee an assortment of educational and artistic events. The latter included a documentary about the origins of the Israeli-Palestinian conflict, a Middle Eastern jazz concert, and a comedy show highlighting comedians of Middle Eastern and North African origin. This fall, she switched coasts to participate in Korbel in D.C., the Korbel School's semester-long program in Washington, D.C. The program allows students to take several evening classes and pursue an internship during the day. She interned with the Department of State's Bureau of Near Eastern Affairs, an opportunity which hopefully will provide invaluable insights into the considerations that go into the crafting and implementation of U.S. foreign policy towards the Middle East. Chelsea will return to Korbel in January and graduate in the spring.

Dean Bonner (bonner@ppic.org) is associate survey director at PPIC, where he coauthors the PPIC Statewide Survey—a large-scale public opinion project designed to develop an in-depth profile of the social, economic, and political attitudes at work in California elections and policymaking. He has expertise in public opinion and survey research, political attitudes and participation, and voting behavior. Before joining PPIC, he taught political science at Tulane University and was a research associate at the University of New Orleans Survey Research Center. He holds a PhD and MA in political science from the University of New Orleans.

Mollyann Brodie (mollyb@kff.org) is responsible for all aspects of the Foundation's public opinion survey efforts, including the monthly Kaiser Health Tracking poll, the Foundation's work on Americans' attitudes toward global health policy, and the ongoing survey partnerships with media organizations including *The Washington Post*, *The New York Times*, and NPR. Dr. Brodie's efforts focus on understanding public opinion and knowledge on health care policy issues, and the role of opinion in health policy debates. Her research has been published in the *Journal of the American Medical Association*, *New England Journal of Medicine*, *Journal of Health Politics, Policy, and Law* and *Health Affairs*. Brodie is co-editor of the book *American Public Opinion and Health Care* (CQ Press, 2011). She is also responsible for all executive operations of the Foundation, including directing the President's Office and supporting the activities of the Foundation's Board of Trustees and Board Committees. Dr. Brodie is the President of the American Association of Public Opinion Research (AAPOR). She previously served on AAPOR's Executive Council and as president of its Pacific Chapter, PAPOR. She received a M.S. in Health Policy and Management and a Ph.D. in Health Policy from Harvard University.

Nicole Buttermore is a Research Director at GfK in Seattle, WA. She works on GfK's KnowledgePanel, overseeing the design and administration of ongoing profile surveys in order to maintain a comprehensive profile of panelists.

Floyd Ciruli (fciruli@aol.com) founded Ciruli Associates, a research and consulting firm specializing in public policy and research, in 1985. Mr. Ciruli holds a law degree from Georgetown University in Washington, D.C. and a bachelor's degree cum laude in political science from UCLA. He is a member of the American Association of Public Opinion Research (AAPOR), and is the past-president of the Pacific Chapter of AAPOR (PAPOR). Mr. Ciruli is the Director of the Crossley Center for Public Opinion Research at the University of Colorado Josef Korbel School of International Studies. He is an adjunct professor teaching public opinion and foreign policy. Mr. Ciruli is a board member of the Social Science Foundation of the University of Denver Josef Korbel School of International Studies and past-president of the Georgetown Law Alumni Board. Mr. Ciruli is widely known to Colorado audiences as a pollster and political analyst for 9-KUSA TV, KOA Radio and *The Denver Post*. He regularly speaks before Colorado and national audiences on issues regarding public opinion. He publishes political and public opinion analyses in *The Denver Post*, *Denver Business Journal* and, before its demise, *The Rocky Mountain News*. He posts at the state's leading blog for politics and trends at www.fciruli.blogspot.com.

Curtiss Cobb See page 8 for biography.

Jon Cohen (jonc@surveymonkey.com) is VP of survey research at SurveyMonkey. Previously, Cohen was VP of research at Pew Research Center. Prior to working at Pew, Cohen led *The Washington Post's* polling operation through two presidential campaigns and four congressional cycles, as well as numerous gubernatorial and mayoral elections. Previously, he was a polling expert at ABC News and the Public Policy Institute of California.

Joshua Cooper (joshcoop@msn.com) is a senior from Draper, Utah studying Political Science at Brigham Young University. He is currently working as an intern for Senator Mike Lee in Washington D.C. As an intern, his research focus is on Defense and Foreign Policy. He has previously focused his studies on American politics, with an emphasis in political parties, legislative bodies, and public opinion. He was one of a group of approximately 50 students that created and executed the Utah Colleges Exit Poll in Fall of 2014. This past summer he worked as a Research Assistant for Professor David Magleby researching Presidential campaign donors. He is a member of the Phi Kappa Phi and Pi Sigma Alpha Honor Societies, and a recipient of the Pi Sigma Alpha Washington Internship Scholarship. He is graduating in December this year with a minor in Computer Science. After graduation, he is planning on pursuing a career focused on public service through which he hopes to preserve and disseminate the freedoms and opportunities he has enjoyed throughout his life.

Bob Davis (bob@davisresearch.com) has previously served as president of PAPOR and currently heads up AAPOR's Task force on TCPA. When he is not debating the definition of an ATDS Bob is the owner of the Calabasas-based telephone and web data collection research company Davis Research. Outside of research Bob enjoys 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.

Stuart Elway (hstuart@elwayresarch.com) has been analyzing public opinion since 1975. As president of Elway Research, Inc., he has directed research projects for large and small businesses, associations, foundations, public agencies at all levels, candidates, ballot measures and media outlets. He publishes *The Elway Poll*, a non-partisan, independent analysis of public opinion in the Northwest.

Justin S. Gardner is a PhD Candidate in Public Affairs at the University of Nevada, Las Vegas and the founder and CEO of Innovative Research and Analysis LLC. He earned his B.A. in History from the University of Mississippi and M.S. in Recreation and Leisure Studies at the University of North Texas. Mr. Gardner is a methodologist by trade with extensive experience in program management and process development. His academic and profession ventures overlap considerably as he conducts both academic and applied research and analytical modeling for many agencies, non-profits, and companies. Mr. Gardner's research is directed at identifying issues in program implementation and evaluation with specific focus on investigating veterans related programs, policies, and resources. His dissertation topic will engage Nevada veterans to study individual and group decision-making by using Principal Agent and Network Analysis. Mr. Gardner's vision is to promote the development of modified lenses of analysis to go beyond social problems and public policy in his search for solutions. His consulting approach is client focused and guided by his company slogan, "Vision driven: Data derived". His overall goal in both academic research and consulting is to include program evaluation and analysis components in project planning process to improve implementation, design, and assessment. He is also a regular attendee of statistical workshops offered by the Inter-University Consortium for Political and Social Research.

Alejandra Gimenez (alejandratgimenez@gmail.com) is a senior from Connecticut studying Political Science at Brigham Young University. She has been an Undergraduate Research Fellow with the Center for the Study of Elections and Democracy at BYU since January 2014. Her research interests include American political behavior, public opinion, campaigns and elections, candidate emergence, political communications, and survey research methods. In fall 2014, she was heavily involved with the Utah Colleges Exit Poll, a statewide exit poll. She has presented her work at MPSA, and she was selected to present at the University of Michigan's Emerging Scholars Conference this past November. Most recently, Gimenez was selected as an APSA Minority Fellow for 2016-2017. After graduation, she plans to pursue a PhD in American Politics.

Anne Herleth, MPH, MSW, (AnneHerleth@westat.com) is a Research Analyst at Westat with 5 years of experience in behavioral health research and health communications. At Westat, Ms. Herleth primarily focuses on policy and regulatory writing, communications, qualitative data analysis, and survey development. Ms. Herleth served as co-project manager for the Los Angeles County Survey of Ambulatory Surgery Centers (ASCs) project, overseeing all aspects of the project from survey development and data collection to data management and delivery. Prior to joining Westat, Ms. Herleth was a social worker in clinical healthcare settings.

Gina Jannone began her summer break by spending two weeks in Turkey on a trip co-sponsored by Korbels Center for Middle East Studies and the Denver-based Multicultural Mosaic Foundation. The trip took 11 M.A. students on a tour of Turkey immediately following the country's parliamentary elections, which were seen as a major turning point in Turkish politics. The students engaged with political leaders, religious groups, journalists and activists on a wide range of issues, in what was a timely and illuminating experience in one of the most influential countries in the Muslim-plurality world. Immediately following the trip to Turkey, Gina began work as a Marc Nathanson Fellow with The Aspen Institute's Communications and Society Program. Gina and a fellow Korbels M.A. student were responsible for compiling conference reading materials for the program's annual Dialogue on Diplomacy and Technology and subsequently attended the conference in early August. This year's conference was titled "Countering the ISIS Message" and featured attendees from the U.S. Department of State, non-profits focused on counter-extremism and peace-building and major U.S. technology companies such as Facebook and Google. Following the conference, the fellows produced a memorandum summary that was distributed to conference participants. Gina is now in her final quarter as a full-time M.A. student and continues to pursue her interest in Islamic politics. She and two other students head the Middle East Discussion Group, which hosts informal, student-led events meant to foster discussion outside the classroom on issues tied to the region. Gina plans to finish her time at Korbels after the winter quarter, during which she will conduct research for a Substantial Research Project on Islamic political movements. Outside of school, Gina continues to work remotely as a senior writer and editor for the public opinion firm Rasmussen Reports based in her home state of New Jersey.

Edward Paul Johnson (Edward.Johnson@SurveySampling.com) is a Director of Analytics at SSI. Paul specializes in online sampling design and advanced analytic methods. Paul's research based approach to identifying and recommending solutions positions him well to investigating panelist behavior; oversee data processing efforts; improve online data integrity and provide advanced analytic support to clients. Paul also actively pursuing a research agenda on survey research methods and applications of conjoint methodology. His research on research efforts have been featured regularly at ESOMAR, AAPOR, CASRO and Sawtooth events. Paul holds an MS in Statistics and BS in Actuarial Science from Brigham Young University. He joined SSI in 2006.

Stas Kolenikov, Ph.D. (S.Kolenikov@srbi.com), is a Principal Survey Scientist at Abt SRBI where he works on sampling design, weighting, imputation, nonresponse and mode effect analyses, and other challenging problems at the interface of survey methodology and statistics. He received his Ph.D. in Statistics in 2005 from University of North Carolina, Chapel Hill. Before joining Abt SRBI, he had worked as an Assistant Professor at University of Missouri, and as a statistical consultant and Stata developer at the World Bank.

David Kordus is a research associate at the Public Policy Institute of California, where he works on the PPIC Statewide Survey. Before joining PPIC, he was a survey operations analyst at NORC at the University of Chicago; he has also worked on election campaigns as a data manager and analyst. He holds MAs in political science and communication from Marquette University.

Paul J. Lavrakas, Ph.D. (pjlavrakas@centruylink.net) is a research psychologist by training and has specialized in research methodology during his 40 year career. He was a tenured Professor at Northwestern U. (1978-1996) and Ohio State U. (1996-2000), and founding faculty director of surveys centers at both universities. From 2000-2007 he served as VP and the chief research methodologist at Nielsen. Since 2007 he has worked as an independent consultant for many public and private sector organizations. Currently he is affiliated with NORC at the U. of Chicago, the Office of Survey Research at Michigan State U., the Political Science department at Northern Arizona U., and the Center for Applied Social Research Methods at Australian National U. Dr. Lavrakas is the editor of *The Encyclopedia of Survey Research Methods* (2008; Sage) and most recently the co-author of *Applied Qualitative research Methods* (Guildford, 2015). He served as President of APOR from 2012-2014, and is a member of MAPOR, PAPOR, NYAAPOR, and NEAAPOR.

David Latterman (dlatterman@flanalytics.com) See page 8 for biography.

Mingnan Liu (mingnanl@surveymonkey.com) is a survey scientist at SurveyMonkey. He conducts research on all aspects of survey methodology with a particular focus on measurement errors and nonprobability panels. Before SurveyMonkey, he received a PhD in survey methodology from the University of Michigan.

Mary McDougall (mmcdougall@survoxinc.com) is President and CEO of Survox, developer of the leading phone survey automation platform. She has been recognized as a thought leader in the research industry by offering insights and best practices for multi-mode data collection. Before Survox, Mary led change and growth initiatives in both public companies and early stage ventures, always focused on applying software technology to business process improvement. She stays engaged at the leading edge of technology by advising a funding accelerator and local start-ups. Mary was one of the first women to earn an Engineering degree from Dartmouth College before getting her MBA from Harvard Business School.

Benjamin Messer (aluvial@gmail.com) is a Consultant and Methodologist at Research Into Action, an energy research and evaluation firm in Portland, Oregon, where he is involved in all aspects of the research process. Benn has served on the PAPOR Council since 2011 and has been active in public opinion research since 2007. He earned his PhD in Sociology in 2012 from Washington State University under the mentorship of Dr. Don Dillman.

Nicole Mitchell is a Knowledge Specialist on SSI's Global Knowledge Management Team. She graduated in 1998 from the University of Connecticut with her Bachelor's in psychology and later completed her Masters in psychology at Fairfield University. Nicole joined SSI in 1999 as a Project Director on the Offline Team. In 2004, she joined the Online Team as a Senior Project Manager where she worked on global project management, sample design, international sample procurement, and client development. Six years later Nicole became a member of the Knowledge Management Team where she utilizes her knowledge of offline and online research to provide expert consultation and ensure the quality of SSI's products and services.

Matthew Palm (mpalm@ucdavis.edu) is a doctoral student in Geography at U.C. Davis with research interests in Housing and Transportation policy at local, state and regional levels, particularly where they intersect with greenhouse gas emission reductions goals. His interest in public opinion these matters stems from a recognition that the never ending stream of research on optimal policy solutions on these issues is not enough if the public cannot understand and accept these ideas.

Sonja Petek (sonjapetek@yahoo.com) is a Master of Public Policy candidate (2016) at UC Berkeley's Goldman School of Public Policy. Prior to graduate school, she was a research associate at the Public Policy Institute of California (PPIC) where she worked on the Statewide Survey examining the policy preferences, ballot choices, and political, economic, and social attitudes of California adults. She earned a B.A. in political science from Stanford University.

Annie Pettit See page 8 for biography.

Rebecca Phillips is a Senior Analyst in YouGov's Analytics department. In her role at YouGov, she is responsible for the implementation of custom survey experiments, sampling and weighting methodology, and the technical management of national and multinational tracking studies. In her youth, she had been headed toward a career as a classically trained pianist, but quit due to a serious case of teen angst.

Christopher Stream is currently the Director of the School of Environmental and Public Affairs at the University of Nevada, Las Vegas (UNLV). He received his PhD in Public Administration and Policy from Florida State University. Dr. Stream conducts research on issues of local government and public policy. His research has appeared in a variety of journals, including *Public Administration Review*, *Journal of Public Administration Research and Theory*, *Political Research Quarterly*, *International Journal of Economic Development* and *State and Local Government Review*. Dr. Stream conducts research on issues of intergovernmental relations and public policy evaluation. Stream's substantive research focuses on state and local health care reform, local delivery services, institutional capacity and city/county management.

Natalie Teixeira, MPH, (NatalieTeixeira@westat.com) is a Research Analyst at Westat with 3 years of experience in behavioral health and health services research. At Westat, Ms. Teixeira is involved in questionnaire development, survey management, qualitative data collection and analysis, and report writing. She has been part of the Consumer Assessment of Healthcare Providers and Systems (CAHPS) team at Westat for 2 years. Ms. Teixeira served as co-project manager for the Los Angeles County Survey of Ambulatory Surgery Centers (ASCs) project, overseeing all aspects of the project.

Paul Weinfurter (paulweinfurter@westat.com) is a Westat Senior Study Director at Westat where he supports biomedical research surveys. Mr. Weinfurter has his Master's in Epidemiology from the Rollins School of Public Health at Emory University.

Tom Wells is a Senior Research Scientist at Nielsen, where he designs and manages innovative methodological studies. His current research interests include mobile surveys and people analytics. Prior to joining Nielsen, Tom was the Director of the Panel Profile Group at Knowledge Networks and was responsible for designing and administering KN's series of profile surveys. Earlier in his career, he conducted demographic research and taught courses on statistics and survey research methods at Brown University. Tom received his PhD in Sociology from the University of Wisconsin-Madison.

PAPOR SPONSORS

THANK YOU TO OUR SPONSORS FOR THEIR SUPPORT OF PAPOR!

PAPOR DONORS



PAPOR CONTRIBUTING SPONSORS



LOCAL EATS AND DRINKS

QUICK EATS NEARBY

After Osha (0.2 mi)	Quick and easy Thai food, with some lunch grab-and-go specials	432 Sutter Street	415-397-6742 www.afterosha.com
Boxed Foods Company (0.4 mi away)	Organic sandwiches and salads	245 Kearny St	415-981-9376 boxedfoodscompany.com
King of Thai Noodle House (0.3 mi)	A PAVOR Favorite! Fast and inexpensive, but delicious Thai noodles, salads, and soups!	184 O'Farrell St	415-677-9991
Loving Hut (0.5 mi)	A selection of vegan noodles, salads, and sandwiches	845 Market St (inside Westfield Mall)	415-945-3888 lovinghut.us
Macy's Cellar Food Court (0.3 mi)	Can't decide? Check out the Macy's food court for a wide variety of options, like Frontera Fresco, Mixed Greens, and Boudin Bakery.	170 O'Farrell Street	
Muracci's Japanese Curry & Grill (0.4 mi)	Open only for lunch and early dinner, Muracci's has the city's best Japanese curry and lunch items	307 Kearny St	415-773-1101 muraccis.com
Super Duper (0.5 mi)	Fast food style burgers, fries, and shakes made with high-quality ingredients	783 Mission St	415-882-1750 superdupersf.com

IF YOU HAVE MORE TIME (AND MORE \$\$\$)

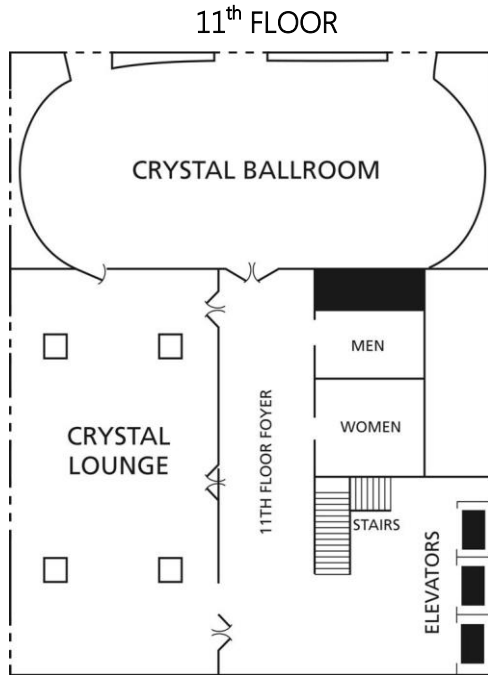
Colibri Mexican Bistro (0.2 mi)	Reasonably priced Mexican cuisine – try the tableside guac!	438 Geary St	415-440-2737 colibrimexicanbistro.com
Farallon (0.1 mi)	A classic SF restaurant specializing in seafood. Reservations are required.	450 Post St	415-956-6969 Farallonrestaurant.com
Jasper's Corner Tap (0.3 mi)	Great gastropub with good food and cocktails (including some that are offered on tap!)	401 Taylor St	415-775-7979 jasperscornertap.com
Katana-Ya (0.2 mi)	Locals love this Japanese restaurant for reasonably priced sushi and food. Note, there can be a wait and they don't take reservations	430 Geary St	415-771-1280
Sons & Daughters (0.2 mi)	Want to splurge, check out this Michelin starred restaurant!	708 Bush St	415-391-8311 sonsanddaughterssf.com

DRINKS AND EVENING ACTIVITIES

Dueling Pianos at Johnny Foleys (0.3 mi)	Dueling pianos. Enough said. Check website for show times.	243 O'Farrell St	415-954-0777 duelingpianosatfoleys.com
Starlight Room (0.1 mi)	Located on the top floor of the Sir Francis Drake Hotel, this bar offers excellent views of the SF skyline and equally good cocktails	Sir Francis Drake Hotel	415-395-8595 harrydenton.com
Tonga Room (0.2 mi)	Come here for fun tiki drinks and decor! The interior even features a swimming pool (unfortunately you can't swim in it...)	950 Mason St (inside The Fairmont Hotel)	415-772-5278 tongaroom.com
Top of the Mark (0.2 mi)	Want an alternative to the Starlight Room? Check out Top of the Mark for awesome views and martinis.	1 Nob Hill (inside the Mark Hopkins)	415-616-6916 topofthemark.com
Tunnel Top (0.2 mi)	Good dive bar, with a relaxed atmosphere	601 Bush St	415-722-6620

The WiFi password for the hotel is: **MMA1946!**

The PAPOR Conference will be held on the 11th Floor of the Marines' Memorial Club & Hotel. Sessions will take place in the Crystal Ballroom. The Thursday evening dinner and plenary, the Friday poster session, and Friday lunch will take place in the Crystal Lounge.



AIRPORT TRANSPORTATION:

Airport Express

(415) 775-5121; Available from 5 am – 10 pm

www.airportexpresssf.com

\$17.00 per person from SFO

\$15.00 per person from MMC

\$65.00 per person from OAK

\$55.00 from MMC to OAK

Advance reservations required for Oakland:

Super Shuttle

(800) 258-3826; Available 24 hours

www.supershuttle.com

Advance Online reservations required for Oakland and Airport)

\$17.00 per person from San Francisco Airport

\$17.00 per person from Marines' Memorial Club

\$27.00 per person from Oakland International

PREFERRED PARKING:

Olympic Club Garage

665 Sutter Street

(415) 359-1626

Overnight parking is available for Marines' Memorial Club guests at the Olympic Club Garage at the current charge of \$32.50 for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only. *Any *oversized vehicle will be charged double (all full size trucks and vans, including: Chevrolet Suburban, GMC Yukon XL (regular version OK), Ford Expedition or Excursion, Cadillac Escalade (long version), Lincoln Navigator XL, Chevy Avalanche).*

Event parking is available for Marines' Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of \$6.00 per hour for up to 4 hours or \$24.00 maximum for up to 12 hours.

OTHER PARKING NEAR MMC:

Downtown Garage

325 Mason Street

(415) 673-6757

\$4.00 every 30 minutes; \$32.00 for up to 24 hours – no in and out; \$33.00 with in and out privileges

Early bird – in between 4-10 am; out by 7 pm - \$15.00

Evening special – in after 5:30 pm; out by 9:30 am - \$22.00

Sutter/Stockton Garage

330 Sutter Street

(415) 982-7275

\$2.00 per hour; \$34.00 for up to 24 hours; NO in and out privileges

PUBLIC TRANSPORTATION:

Bay Area Rapid Transit (BART)

www.bart.gov

From the Powell Street Station, head north for five blocks on Powell St. Turn left on Sutter St. and walk up one block to Mason St. The hotel will be on your left after you cross Mason (at 609 Sutter St.).

San Francisco Municipal Transportation Agency

www.sfmta.com