



Pacific Chapter of American Association for Public Opinion Research

*Bringing together professionals
in public opinion and
survey research in the western
United States*

The PAPOR Trail
Spring Issue | May 2016

President's Letter



I'm excited to serve as PAPOR's president this year. In an election cycle where outsiders are glorified and change is worshiped it is good to see some stability in organizations. We here in PAPOR have been aptly led every year I have been a member. While we have seen some very good constants, we have also adapted to meet the needs of our membership. Some of the constants that our membership enjoys include a sizeable presence at AAPOR, a conference full of good materials and training for our members, and networking inside the organization to promote careers. These benefits and objectives are really why we exist as an organization and will not change.

Our organization is and will still be committed to serving our members. The Annual Conference we put on was well attended and I'll let Benn Messer summarize it in his portion of

the newsletter. Suffice it to say that he did a tremendous job and satisfaction with the conference is still very high. Also, our organization is committed to development of students in our area. Benn is a great example of a member who joined as a student and has made great contributions as he matured in his career development. We purposely keep the cost of students attending our event very low (much lower than the costs we incur) to involve and reach out as much as possible. We will continue the tradition of our Student Paper Competition as it really does invest in our future. Last year's winners actually had a member join our executive council this year (Alejandra Gimenez). We will continue as an organization to invest in and support our local students in introducing them to this industry.

Still, in the years that I have been on council we have adapted in several important ways. We have added a mini conference on June 24, 2016 at the Bechtel Conference Center at PPIC in San Francisco for those who are unable to

attend the annual conference. Even those who do attend AAPOR have found this useful as it recaps many events and sessions that they were not able to attend at the national conference. I view it as the 100,000 foot view of what happened in the conference. We are always looking for volunteers to speak at the event in summarizing some of the sessions they attended at AAPOR. Please talk to Dean Bonner (miniconf@papor.org) if you are attending the national conference and are interested in speaking at this event. Your contribution would be valued. Also if you can't attend the mini-conference in person (I have found myself in this position as I am based in Utah) we will continue the tradition of offering it as a webinar both for those attending and those speaking.

In recent years we have started to expand the geography of our events as well as the technology. In particular

Continue on Page 2

AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

71st Annual Conference
**Reshaping the Research Landscape:
Public Opinion and Data Science**

AAPOR 71st Annual Conference
May 12 – 15, 2016
Hilton Austin • Austin, Texas

WAPOR 69th Annual Conference
May 10 – 12, 2016
Hotel Van Zandt • Austin, Texas

www.aapor.org/conference #AAPOR

The banner features a blue background with a hand holding a laptop displaying a cityscape and data charts. The AAPOR logo is prominent, along with the conference title and dates. Social media icons for Facebook, LinkedIn, and Twitter are included at the bottom.

President's Letter

we have held a short course in Los Angeles. Last year we did this in coordination with our friends at SoCal MRA and were able to bring in a top notch legal counsel (Stuart L. Pardau) to talk about TCPA and other recent legal trends in data privacy and protection. Those who participated both in person and via webinar had positive experiences and full of useful guidance and practical applications. We intend to keep up this tradition in trying to involve everyone from our broad geography.

Lastly, I would like to extend a big thank you to all of our sponsors in 2015, especially those with a long history of supporting PAPOR. Without this support we would not be able to put on these events or effectively support our membership. Please consider the good we do not just to the industry as a whole, but to your company in particular as we ask your financial support again this year. The networking, training, and support we offer members in your company are really provided at a good value given that we have no paid staff and

run strictly on volunteers. I appreciate all those who volunteer to keep this organization running smoothly. It is on these volunteers to speak, to help on council, and to represent us at AAPOR that allows us to serve all members in the organization.

Thank you!

Edward Paul Johnson

2016 PAPOR President

PAPOR

Pacific Chapter of American Association
for Public Opinion Research

2016 AAPOR

New Member

&

All

Chapter

Reception

YOU ARE INVITED TO JOIN US!

**THE PACIFIC CHAPTER OF AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH
(PAPOR)**

**CORDIALLY INVITES YOU TO VISIT OUR TABLE AT THE
NEW MEMBER/ ALL-CHAPTER RECEPTION.**

PLACE: AAPOR ANNUAL CONFERENCE - AUSTIN, TX

DATE: THURSDAY, MAY 12TH

TIME: 5:45PM - 7:00PM

The first 5 attendees that join the PAPOR chapter at the reception will receive a complimentary \$10 Amazon gift card.

ANNOUNCEMENTS

PAPOR Mini Conference

Host site

The Bechtel Conference Center
Public Policy Institute of California
500 Washington St, San Francisco, CA

Each year, PAPOR hosts a mini-conference to recap key findings from the annual AAPOR conference. Industry volunteers who attend the national conference are encouraged to present summaries of findings at the mini-conference. **We are seeking additional volunteers.** If you are interested, please contact Dean Bonner, Councilor at Large at miniconf@papor.org

Online registration is coming soon!

PAPOR Short Course

PAPOR will offer a Short Course in the late summer or fall. David Vannette, PAPOR Councilor-at-Large (Short Course) will organize this one-day event (location TBD). David is the Principal Research Scientist at Qualtrics.

PAPOR Annual Conference

The annual conference and AGM will be held December 15-16, 2016 at the Marines' Memorial Club & Hotel, San Francisco, CA. Conference Chair Mingnan Liu and the PAPOR Council

looks forward to planning an exciting conference. Mingnan is a Survey Scientist at SurveyMonkey and an Associate Editor of *Survey Practice*, AAPOR's eJournal with articles on survey research and public opinion.

Future AAPOR Conferences

72nd Annual Conference

May 18-21, 2017
Sheraton New Orleans, New Orleans, Louisiana

73rd Annual Conference

May 16-19, 2018
Sheraton Denver Downtown Hotel, Denver, Colorado

74th Annual Conference

May 16-19, 2019
Sheraton Centre Toronto Hotel, Toronto, Ontario, Canada

75th Annual Conference

May 14-17, 2020
Hilton Atlanta, Atlanta, Georgia

Northwest MRA Annual Education Conference

The Northwest Chapter of the Market Research Association is pleased to present the Annual Education Conference, June 2-3, 2016, at the Allison Resort in Newberg, Oregon.

The conference features a great line-up of speakers including representatives from Nike, Bob's Red Mill, Hanson GCR, Empathywise, Market

Strategies, Creative Insight Services, Soapbox Sample, DHM Research, and Intel. You can find out more details and register here:

<http://northwestmra.events/>

PAPOR DELIVERIES

Congratulations to:

Edward Paul Johnson, PAPOR President, and his wife Taryn on the birth of Edward Levi Johnson, 8 lb. 9 oz., April 22, 2016.



Bianca DiJulio, PAPOR Treasurer, and her husband Andy Freeberg on the birth of their daughter Ruby Tyna 9 lb. 6 oz., March 3, 2016.



2015 Annual Conference Report

I am pleased to report that the 2015 Annual PAPOR Conference was a great success. I want to extend PAPOR's thanks to those who could attend, and our hopes to that those who could not attend that they will be able to in future years.

Unlike last year, we were fortunate that no adverse events, weather or otherwise, caused any disruptions to the conference. Instead, the conference events proceeded smoothly and on schedule, with excellent attendance from an engaged audience of over 80 people.

The two short courses on Dual-Frame RDD Surveys and Mobile Survey Design were well received by attendees as being timely, relevant, and informative. Panelists in the five paper sessions presented some of the latest research on analysis, design, and sampling methods; uses of survey and polling data collection; improvements to survey modes; political polling for the 2016 elections; and mobile survey response and design. Each session seemed to generate lots of constructive discussion among presenters and the audience, which, I witnessed, carried over into many informal conversations during breaks and meals. The conference plenary on Uses of Big Data in Public Opinion and Polling Research was also a big conference highlight where three Big Data experts – Annie Pettit, David Latterman, and Curtiss Cobb – discussed some of the

Big Data's pitfalls and benefits. And, one of my personal favorites, was the poster session where attendees and presenters mingled together to discuss research on topics as diverse as web survey response, public opinion towards Syrian refugees, attitudes about sustainable transportation.

This 2015 conference was the last on our contract with the Marines' Memorial Club and Hotel, which has been a great host and location for the past three years. But, not to worry, the PAPOR council has recently completed negotiations for a two-year contract for 2016 and 2017 with the Marines' Memorial, so be sure to mark your calendars. The 2016 conference will be Thursday and Friday, December 15 and 16, and the

2017 conference will be Thursday and Friday, December 14 and 15.

It has been a pleasure organizing the PAPOR conference for the past two years, meeting many of our members, working together with council and hotel staff, and seeing all the hard work pay off. I'll miss taking some pride in seeing all the smiling faces of conference attendees coming and going during a busy and successful conference. I do look forward to continuing to serve PAPOR in 2016 as the vice president and to seeing you all again next year!

Benjamin L. Messer

2015 PAPOR Conference Chair

2016 PAPOR Vice President



Benjamin Messer, Bianca DiJulio and Sarah Cho

PAPOR Annual Student Paper Competition

PAPOR is pleased to sponsor the annual Student Paper Competition to encourage undergraduates and graduate students participation.

Congratulations to the winners of the 2015 PAPOR Student Paper Competition!

First place winner

Alejandra Gimenez/Joshua Cooper, both undergraduates at Brigham Young University studying Political Science. *Conflicting Thoughts: The Effect of Information on Support for an Increase in the Federal Minimum Wage Level*

The 1st place paper is awarded a cash prize of \$250, a conference registration, up to \$250 for travel expenses to attend the conference, a honorary one-year membership to PAPOR and a spot at the PAPOR conference to present research.



Alejandra Gimenez (First Place Winner) and Jessica Gollaher, PAPOR Student Paper Competition Chair

Runner-up

Justin Gardner, a PhD candidate from University of Nevada, Las Vegas in the School of Environmental and Public Affairs.

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

The runner up receives a honorary one-year membership to PAPOR and a spot on the PAPOR conference program.

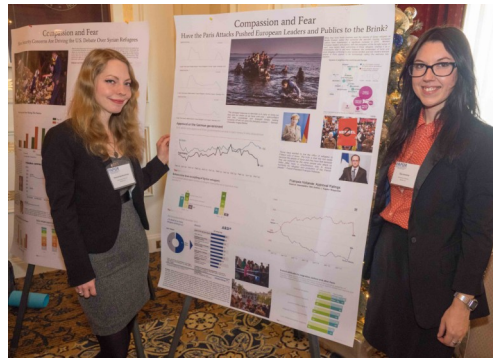
Jessica Gollaher, PAPOR Student Paper Competition Chair, and two volunteers (Paul Johnson and Bianca DiJulio) judged the 2015 paper submissions.



Justin Gardner (Runner-up) and Jessica Gollaher

2015 PAPOR Annual Conference

Marines' Memorial Club and Hotel, San Francisco, California, December 10-11





2016 PAPOR Supporters



Abt SRBI is one of the nation's largest and most trusted survey, opinion, and policy research organizations. Our surveys and consulting services assist high-level decision makers make informed decisions that improve the people's lives and economic well-being. We are a leader in developing and applying advanced methods to improve survey quality.



Issues and Answers Network, Inc. is an independent global marketing research firm founded in 1988 as a data collection company and has grown into a global marketing research firm providing scalable research services; from survey and sampling design, in-house data collection, project management, to data analysis and interpretation. We specialize in all types of quantitative and qualitative research in the United States and 103 countries around the world. We tailor our services to meet your needs.



CVENT. Our mission is to transform the events and meetings industry. Our software platform disrupts the traditional processes for the event planners who organize events and the venues that host them, creating more value for the entire events and meetings ecosystem. Customers in approximately 100 countries now use Cvent software to plan events, find venues, manage membership data, create mobile apps, send surveys and develop strategic meetings management programs.



TapResearch is a survey sampling technology company that provides researchers with a better way to access survey respondents. We match millions of people to surveys they can complete in exchange for virtual rewards within their favorite mobile apps. Mobile apps are the fastest growing segment of internet usage, and users are looking for new ways to earn the credits, points, currency, etc that let them get extra functionality from their apps without pulling out their wallets. Through our integration with mobile apps and ad networks, we are able to reach hundreds of millions of respondents around the world by leveraging the massive growth of mobile to build the best market research sampling platform, we provide researchers unprecedented reach, data quality and cost-effectiveness.



At **Research Now**, we have built our reputation on building relationships. Long lasting, mutually beneficial relationships. It is a philosophy that drives every facet of our company and paves the way for a bright and successful future. We are the world's leading digital data collection company, and uniquely positioned as a true single source solution for any and all research projects.



Interviewing Services of America (ISA). Since September of 1982 ISA has been at the forefront of high quality data collection. Our diverse offerings include telephone, online, and face-to-face data collection, telephone and online survey programming, IVR, data processing, and telephone and online sampling services. Combining our deep research experience with the latest technology and forward-thinking approaches, ISA provides a positive client experience and high-quality deliverables each and every time.



Survox (formerly CFMC) provides powerful multi-mode software and services for surveying customers, employees and constituencies. We enable market research and opinion polling organizations to reach exactly the respondents needed to fill quotas quickly and cost effectively. Our focus is on delivering “When Quota Matters” and our survey solutions and services ensure that whatever your requirements, you will get the results you need.



Survey Sampling International provides sampling, data collection and data analytic solutions for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, mobile/wireless, telephone, and mixed-access offerings. Staff operate from 25 offices in 18 countries, offering CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing.



Goodwin Simon Strategic Research is an independent opinion research firm with offices in Los Angeles and San Francisco. Together, Partners Paul Goodwin and Amy Simon bring more than 30 years of experience in polling, social and political marketing, policy analysis, program evaluation, and communications for clients in the political, public, and private sectors.



Marketing Systems Group. provides innovative products and services to the Marketing, Survey and Sensory research fields. GENESYS provides statistical sampling options including extensive GIS services. PRO-T-S® is a research predictive dialer optimized for survey research. U-Dial was developed to alleviate Telephone Consumer Protection Act (TCPA) compliance concerns. ARCS® is an automated feedback and panel management platform for recruitment, data collection and custom reporting.



SurveyMonkey. We're the world's leading provider of web-based survey solutions, trusted by millions of companies, organizations and individuals alike to gather the insights they need to make more informed decisions. But you know all that.



The Henne Group (THG) is a San Francisco-based consulting group. With a proven track record of over 30 years, THG offers exceptional competencies in all aspects of consumer research, strategic planning, social marketing, and the management of issues, relationships and reputation. While we have unique expertise addressing sensitive and complex issues in public health, healthcare, and environmental conservation, our experience also covers a wide range of other public policy and business issues. You can rely on THG to understand exactly what you need and to respond, with solutions that will increase your impact and strengthen your brand.



Ciruli Associates. Floyd Ciruli is a pollster and political analyst. His firm, Ciruli Associates, provides consulting, strategy, policy management, public opinion research, public relations and management to a host of public policy projects. Clients include major Colorado corporations, business and civic associations. Among Denver-based Ciruli Associates' specialties is consulting for government, nonprofit and corporate organizations proposing initiatives for public approval.

How Can You Become a Sponsor?

PAPOR offers several levels of corporate sponsorship, providing intimate exposure to both AAPOR and PAPOR members throughout the calendar year.

Corporate Friend of PAPOR – \$250

- Company name listed in “Friend of PAPOR” section of website and included in the PAPOR annual listing.
- Logo displayed in all PAPOR event promotion materials and event signage for the calendar year
- Listing on PAPOR website with link to your Company’s website for the calendar year

Contributing Sponsor – \$500

All the benefits of Corporate Friend Sponsor plus:

- Company and contact name in all printed PAPOR event promotion materials during the calendar year
- Advertisement in the PAPOR annual conference online brochure

Fellow – \$750

All the benefits of Contributing Sponsor plus:

- Company sponsorship recognition at the PAPOR annual conference during breaks
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference
- One complimentary event registration

Benefactor – \$1,000

All the benefits of Fellow Sponsor plus:

- Advertisement in the PAPOR annual conference brochure; both online and printed program (1/2 page)
- Company sponsorship recognition at the PAPOR annual conference for all meals
- Two complimentary event registrations

Champion – \$2,500

- Headline sponsorship for the PAPOR Annual Conference
- Banner display at the PAPOR Annual Conference recognizing as “headline” annual conference sponsor, which includes signage at all breaks and meals
- Company name listed in “Friend of PAPOR” section of website and included in the PAPOR annual listing.
- Listing on PAPOR website with link to your Company’s website
- Advertisement in the PAPOR annual conference brochure; both online and printed program (full page)
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference
- Three complimentary event registrations

For recognition at our events and in our sponsor directory, your logo art should be submitted as either JPG or GIF format.

Email logo art to Ginger Blazier, Sponsorship Chair, at sponsorship@papor.org. In addition to logo art, please provide the following optional information:

- Company name
- Company website address
- Company contact name
- Company contact email

Thanks to 2015 PAPOR Annual Sponsors

Thanks again to last year’s annual sponsors for their generosity and support of PAPOR. We love them. Please support their businesses.

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Center for the Study of Los Angeles

Research Now

Southern California MRA

SSI

Survox Inc.

TechSociety Research

2016 PAPOR Executive Council



President - E. Paul Johnson

SSI
pres@papor.org



Vice-President/President-elect - Benjamin Messer

Research Into Action
vpres@papor.org



Secretary - Jenny Yeon

MaPS
secretary@papor.org



Treasurer - Bianca DiJulio

Kaiser Family Foundation
treasurer@papor.org



Conference Chair - Mingnan Liu

SurveyMonkey
confchair@papor.org



Associate Conference Chair - Mira Norton

Dropbox
Confassoc@papor.org



Membership Chair - Scott Riding

Y2 Analytics
membership@papor.org



Student Paper Competition Chair - Jessica Gollaher

Public Health Survey Research, Sacramento State University
StudentPaper@papor.org



Councilor-at-Large/Webmaster - Brian Fowler

Survox
webmaster@papor.org



Councilor-at-Large (Short Course) - David Vannette

Qualtrics
shortcourse@papor.org



Councilor-at-Large (Sponsorship) - Ginger Blazier

Issues & Answers Network Inc.
sponsorship@papor.org



Councilor-at-Large (Newsletter) - Donna Fong

Population Research Laboratory, University of Alberta
atlarge2@papor.org



Councilor-at-Large (Mini Conference) - Dean Bonner

Public Policy Institute of California
miniconf@papor.org



Councilor-at-Large (Student Representative) - Alejandra Gimenez, Brigham Young University

studentrep@papor.org



Immediate Past President - Sonja Petek

Goldman School of Public Policy, UC Berkeley
pastpres@papor.org

Join PAPOR

Benefits of PAPOR Membership

By becoming a member of PAPOR, you will receive many benefits:

- Enhance skills by interaction with top research professionals.
- Exchange ideas and knowledge in areas of public opinion research specific to your interest and your clients.
- Keep up-to-date on the legislation affecting our industry.
- Increase exposure for both company and individuals through association involvement.
 - Seminars
 - Conferences
 - Paper presentations
 - Networking
- An opportunity for up-and-coming scholars to showcase their work in our annual student paper competition.
- Receive *The PAPOR Trail*—our Chapter newsletter, which includes the latest information on Chapter and industry news, local educational seminars/ conferences, events, tips of the trade and tools to help you do your job more successfully.

As of April 21, 2016, PAPOR has 157 members paid through December 31, 2016. The majority of members reside in California (108), Mountain states (14), and the Pacific Northwest states (11). In addition, we have 15 members who live outside the PAPOR region, one from Hawaii, and eight (region not stated).

PAPOR Mission

- Educate members about the standards of professional conduct and ethics for surveys and public opinion research.
- Facilitate networking through annual chapter conferences contributing to an environment conducive to the open exchange of information among all members.
- Provide members with the opportunity to enhance their business and research skills.
- Build and maintain membership within the chapter.