

Pacific Chapter of American Association  
for Public Opinion Research

# **2024 PAPOR Annual Conference**

## **Decision Points in Democracy**

**August 22-23, 2024**

**KFF San Francisco Conference Center  
San Francisco, CA**

**Conference Program**





# 2024 Annual Conference

## Aug. 22-23, 2024 | Conference at a Glance

### Thursday, August 22, 2024

12:45 pm – 1:00 pm	Conference Check-In, drop bag at KFF or your hotel
1:00 – 2:30 pm	<p><b>Paper Session 1: Politics</b></p> <p><i>“When Monitoring Meets Morality: How Framing Affects Public Support for Government Surveillance”</i> by Zhaowen Guo</p> <p><i>“Election Administration Practices and Voter Confidence”</i> by Quin Monson, Damon Cann, Adam Hubbs, Leah Murray</p> <p><i>“Partisanship and Voter Law Attitudes: The Effects of Duty and Trust”</i> by Daniel Montez, William Mishler</p> <p><i>“Polling on Public Campaign Financing: Oakland and Seattle”</i> by Adrienne Lynett, Hayley Savino</p> <p><i>“Abortion on the Ballot: Providing Insights in How an Abortion Ballot Measure May Impact Voting Behavior”</i> by Audrey Kearney, Isabelle Valdes</p>
2:30 – 2:45 pm	Break
2:45 – 4:15 pm	<p><b>Paper Session 2: Sampling</b></p> <p><i>“How Much Time and Money? Measuring Respondent Burden for Surveys in the Public and Private Sectors”</i> by Benn Messer</p> <p><i>“From Margins to Mainstream: ReconMR’s Meta-Analysis of Survey Strategies for Diversity Engagement”</i> by Nathan Wiggin</p> <p><i>“Reaching Representative Survey Samples Through Targeted Digital Advertising”</i> by Cameron Raynor, Jessica Weber</p>
4:15 – 4:30 pm	Break
4:30 – 5:15 pm	<p><b>Poster Session</b></p> <p><i>“Variability of school participation rates in the California Youth Tobacco Survey”</i> by Sara Carter, McCaila Ingold-Smith, Lauren McCarl Dutra, Candice Donaldson, Xueying Zhang</p> <p><i>“Interviewer Gender and Respondent Behavior in Text Message Surveys”</i> by Ali Raphael, Pedro Antenucci, Alexander Dawahare, Kevin Collins</p>
5:15 – 5:30 pm	Break
5:30 – 6:15 pm	Dinner
6:15 – 7:15 pm	<p><b>Plenary Panel: Decision Points in Democracy</b></p> <p>Dr. Lanhee Chen, Stanford</p> <p>Dr. Samara Klar, University of Arizona</p> <p>Dr. David Wilson, UC Berkeley</p> <p>Moderated by Liz Hamel, KFF</p>

## Friday, August 23, 2024

9:00 am – 9:30 am	Speed Networking (sign up in advance)
9:30 am – 11:00 am	<b>Paper Session 3: Measurement</b> <i>“Measuring Consumer Economic Sentiment: The Maru Household Outlook Index”</i> by Jacob Raymond, John Wright <i>“Competing for Attention: Using Location-Specific Images to Recruit Sample Through Digital Advertising”</i> by Cameron Raynor, Jessica Weber <i>“Measuring Identity with MaxDiff Instead of Rating Data”</i> by Paul Johnson <i>“Ideology and Health Behaviours: The Effects of Threat and Duty at the End of the COVID-19 Pandemic”</i> by Daniel Montez, Yu Jeong Hwang, Kawther Albader, Kate Kenski
11:00 am – 11:15 am	<i>“Why you should join AAPOR”</i> by Bianca DiJulio
11:15 – 12:30 pm	<b>Profiles in Research</b> Amy Simon, Founding Partner, Goodwin Simon Strategic Research, Inc. Quin Monson, Professor of Political Science, BYU; Founding Partner, Y2 Analytics Paul Johnson, VP of Advanced Analytics, The Harris Poll Moderated by Bob Davis, President and Owner, Davis Research
12:30 – 1:15 pm	<b>Lunch</b>

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**2024 Annual Conference | Thursday, August 22, 2024, 1:00-2:30 pm**  
**Paper Session 1: Politics**



**Zhaowen Guo**  
 University of Washington

*When Monitoring Meets Morality: How Framing Affects Public Support for Government Surveillance*

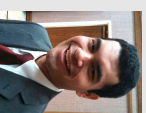
What framing strategies do governments employ to advance the surveillance agenda? To what extent do these frames persuade citizens? By analyzing government-produced news articles on surveillance using large language models, I find that there is a growing reliance on moral frames - specifically those of care, fairness, and authority - in government messaging. Evidence from a vignette-based survey experiment indicates that each of these moral frames significantly enhances support. The increase in support is particularly pronounced among those whose predominant moral value aligns with the presented moral frame. Among the moral frames, the care frame not only yields the largest increase in support but also influences attitudes toward other surveillance practices not addressed in the original messaging. These findings highlight the profound impact of moral frames in shaping public attitudes toward government surveillance.



**Quin Monson**  
 Brigham Young University

*Election Administration Practices and Voter Confidence (co-authored with Damon Cann, Adam Hubbs, Leah Murray)*

Confidence in American elections has declined in recent years despite efforts to improve election administration. Some of the decline is certainly a result of the claims of fraud made by prominent political leaders, including former President Donald Trump. What can be done to counter these claims? One approach includes more public and transparent election security procedures and audit practices. This paper uses a conjoint experiment to investigate how public opinion in an all Vote by Mail state responds to information about signature verification procedures, election observers, ballot tracking, and audit procedures. The conjoint experiment results provide election officials with guidance about which procedures may best help citizens improve their sense of election legitimacy, and how to communicate those procedures. Our data is from a random sample drawn from the registered voter file. We find that providing voters with a text or email about the status of their ballot produces a small but meaningful increase in voter confidence. In this particular state, text and email updates are an option used by a very small group of voters, so promoting this program aggressively would likely result in an overall increase in voter confidence, even among supporters of Donald Trump.



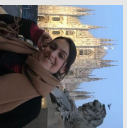
**Daniel Montez**  
 University of Arizona

*Partisanship and Voter Law Attitudes: The Effects of Duty and Trust (co-authored with William Mishler)*

Voter turnout patterns are influenced by both individual values and systematic factors including election laws. For many years US state legislatures engaged in bi-partisan efforts to enact election laws designed to increase voter turnout by making voting easier. Beginning about 50 years ago, however, many legislatures enacted new voting laws that make voting more difficult and restrict voter turnout. These include laws requiring voters to produce more rigorous ID documents to register and vote, and laws eliminating or significantly restricting the use of absentee or mail-in ballots. Research indicates that partisanship and self-interest have powerful effects on attitudes toward voting laws. We aim to understand how civic attributes that extend beyond the self variously reinforce or moderate public attitudes toward voting laws. We propose that civic duty and trust (institutional and interpersonal) condition partisan attitudes toward voting laws. Using ANES 2020 pre-election survey data, we find that civic duty, and interpersonal and institutional trust are all significantly associated with less support for voter ID, although only institutional trust was significantly associated with less opposition to mail-in voting. This research brings attention to the civic attributes of duty and trust and how each can be applied to behavior beyond voter turnout even when accounting for partisanship.



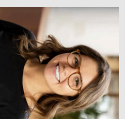
**Adrienne Lynett;**  
**Hayley Savino**  
**ReThink Media**



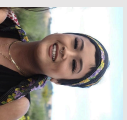
*Polling on Public Campaign Financing: Oakland and Seattle*

This paper examines public opinion polling on public campaign financing ballot initiatives, providing an analysis of voter attitudes and factors influencing support or opposition. Using data from recent polls in Seattle, WA, and Oakland, CA, it explores demographic trends, partisan divides, and the impact of messaging on public perception and support. The findings reveal a nuanced landscape where support for public financing is often contingent on framing and contextual factors, such as perceptions of representation and locally bound values. The research found that the most persuasive messages in both cities centered the experiences and needs of individual voters, rather than focusing on the systemic problem of money in politics. This suggests that, despite Americans' well-documented dissatisfaction with the role of money in politics, public financing campaigns at the municipal level may find greater success by appealing to individual voters and acknowledging local concerns.

By delving into the efficacy of different communication strategies, this work highlights the critical role of voter education and the potential for public campaign financing to garner broader acceptance through targeted outreach and cultural organizing tactics. It also illustrates some of the challenges involved in polling at the municipal level; we discuss paths to ensuring a representative sample of likely voters along various demographic lines, as well as addressing the need to gather commensurate numbers of responses from city council districts. Implications for policymakers and advocates are discussed, offering insights into how to mobilize community support for future ballot initiatives aimed at reducing the influence of money in politics.



**Audrey Kearney;**  
**Isabelle Valdes**  
**KFF**



*Abortion on the Ballot: Providing Insights in How an Abortion Ballot Measure May Impact Voting Behavior (co-authored with Isabelle Valdes)*

The KFF Survey of Women Voters examines the attitudes, motivations, and voting intentions of women voters nationally, and in two battleground states, Arizona and Michigan, fewer than six months prior to the 2024 election. With a lot of focus during the 2024 election on the role that abortion may be playing in motivating women voters, this presentation provides data from national polling as well as two states: One that is likely to have a ballot measure enshrining abortion rights (Arizona) and one where a similar measure passed in 2022 (Michigan). This unique project allows us to explore which groups of women voters are now motivated by the issue of abortion in a post-Dobbs era and the role that an abortion ballot measure could play in voter turnout. The survey shows that in states where abortion will be on the ballot in November, Democratic women are more likely to be motivated to turn out, despite frustrations with the presidential candidates. In Arizona, a large majority of young women voters are disaffected when it comes to the upcoming election but say they would be more motivated to vote if the Arizona Right to Abortion Initiative, a ballot measure enshrining a right to abortion in the state, makes it on the ballot. However, many women nationally and in Arizona express frustration towards both the Democratic and Republican parties' handling of abortion and other reproductive health issues. Findings from Arizona show strong support for a pro-abortion ballot measure may not translate into support for Democratic candidates.



**Moderator:**  
**Shannon Schumacher**  
**KFF**



**Benjamin L. Messer**  
 U.S. Energy Information  
 Administration

*How Much Time and Money? Measuring  
 Respondent Burden for Surveys in the Public and  
 Private Sectors*

With declining response rates to a growing number of surveys over the past 20 years, respondent burden has become a key concern for methodologists in the public and private sectors. The amount of time, money, and effort required to complete a survey are main factors that can greatly influence nonresponse and data quality.

Unlike most surveys in the private sector, federal government surveys require an estimate of the amount of time needed for respondents to complete the survey, which is known as respondent burden hours. This is a requirement of the Paperwork Reduction Act. The U.S. Office of Management and Budget (OMB) lists several survey response-related activities that should be included in an estimate of respondent burden hours and provides some guidance on how to calculate an estimate but not much on which metric to use (i.e., mean, median, mode, etc.). In contrast, in the private sector, there are several different ways that survey completion times are estimated, with less guidance and standards on how to calculate them and what to report, and typically more of a focus on costs.

In this paper, I will present a case study for measuring response burden hours for an U.S. Energy Information Administration (EIA) establishment survey and contrast that with how survey completion times have been estimated in my experience with private sector surveys. I will also discuss some of the pros and cons of the



**Nathan Wiggin**  
 ReconMR

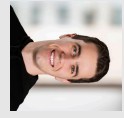
*From Margins to Mainstream: ReconMR's  
 Meta-Analysis of Survey Strategies for Diversity  
 Engagement*

In public policy research, hearing from a diverse range of survey respondents is not just beneficial—it's imperative. Governments and public agencies rely on this data to understand and improve services for all community segments. This necessitates the ability to understand the full spectrum of perspectives and needs from a wide variety of populations. However, achieving this diversity presents challenges, including overcoming language barriers, cultural differences, and distrust in institutions.

ReconMR has partnered with a diverse array of agencies, providing extensive opportunities to test a wide variety of sampling strategies – demographically targeted Address-Based Sampling (ABS), partnerships with Community-Based Organizations (CBOs), client driven open house and tabling events, working with community liaisons, and active community recruitment – to gather data from typically underrepresented populations such as low-income, non-English speaking, young, disabled and immigrant groups.

This presentation will offer a meta-analysis of several case studies to measure the success—or identify the shortcomings—of each method in terms of reach and data quality among these priority groups.

Preliminary findings suggest that each method has unique strengths and weaknesses.



**Cameron Raynor;**  
 Jessica Weber  
 RA2/EveryAnswer



*Reaching Representative Survey Samples Through  
 Targeted Digital Advertising*

Digital advertising offers a promising yet methodologically fraught avenue to increase access to survey respondents. We examine the efficacy of using digital advertising to recruit a representative survey sample and compare the results to those from a large nonprobability commercial panel. Our aim is to recruit statistically significant sample sizes from a small geographic area while ensuring representativeness using targeted digital advertising to recruit survey participants, including careful consideration of how advertising platforms' optimization algorithms influence recruitment. To mitigate against bogus responses and fraud, the digital advertising method employed donations as a form of "altruistic incentives" to increase participation.

Our analysis of two surveys conducted in Calgary, Alberta, and Mississauga, Ontario, shows that digital advertising recruited participants faster and achieved larger sample sizes compared to the commercial panel, while achieving similar or better absolute error compared to benchmarks. Participants recruited through the digital ads demonstrated higher engagement, taking longer to complete surveys and providing more detailed responses to open-ended questions, indicative of higher response quality.

Our findings suggest digital advertising is a promising avenue for survey participant recruitment when risks are adequately addressed. We find this is particularly the case for small geographic areas and hard to reach populations. Overall, our results find that digital advertising may offer an additional

different approaches and metrics to measure respondent burden hours in both contexts.

mode for reaching representative survey samples without compromising data quality.

- Demographically targeted ABS is effective in reaching specific demographics but suffers from lower response rates.
- CBO partnerships foster trust and engagement but depend on efforts put forth by clients and CBO staff.
- Open house and tabling events have high visibility but low engagement.
- Community liaisons are trusted and knowledgeable but rely on volunteer efforts and may be slow to yield results.
- Active community engagement, such as sending researchers to the CBOs, is promising but costly and requires significant planning and collaboration.

Is there a one-size-fits-all solution? Which method truly succeeds? We invite you to join our discussion on these experiences and share your insights, so we may collectively enhance our engagement with a broader audience.

Key Takeaways:

- Challenges in Engagement: The audience will leave with a better understanding of the challenges faced in getting representation from a diverse range of survey respondents.
- What Doesn't Work: The audience will have the benefit of learning from our experience so they can focus on things we have found productive rather than spending time on things that do not work.
- Collaboration is Key: Partnerships with clients, community-based organizations and community members is key in gaining the trust of difficult-to-reach respondents.



**Moderator:**  
**Ashley Kirzinger**  
KFF





**Sara Carter**  
RTI

*Variability of school participation rates in the California Youth Tobacco Survey (co-authored with McCallia Ingold-Smith, Lauren McCarl Dutra, Candice Donaldson, Xueying Zhang)*

In a rapidly changing and increasingly challenging recruitment environment for school-based studies, participation rates vary widely by school type. The purpose of this analysis was to examine participation rates in the California Youth Tobacco Survey (CYTS) by school type. This analysis used participation rates from the CYTS, which is a statewide, school-based survey measuring tobacco use, behaviors, and attitudes of youth. The CYTS was administered to 8th, 10th, and 12th grade students within randomly selected schools and classrooms in California annually between 2022 and 2024, inclusive. RTI International conducts the CYTS on behalf of the California Department of Public Health/ California Tobacco Prevention Program. Elementary, middle, junior high, high school, and K-12 schools were included. Schools that receive funding from the Tobacco Use Prevention Education (TUPE) program were required to participate by the California Department of Education. The analysis examined participation rates by three school types: public versus private, TUPE-funded versus non-TUPE-funded, and charter versus non-charter. Given the variability of school participation rates, school-based researchers with limited resources must make decisions about tactics and level of effort needed to recruit different school types. For example, additional efforts may be needed to recruit private and charter schools. In addition to a comparison of participation rates, this presentation will discuss the school recruitment methods used, and current and future adaptations made to target schools with typically lower response rates.



**Ali Raphael; Kevin Collins**  
Survey 160

*Interviewer Gender and Respondent Behavior in Text Message Surveys (co-authored with Pedro Antenucci, Alexander Dawahare, Kevin Collins)*

While interviewer characteristics such as race and gender have been thoroughly examined in terms of their effects on substantive survey responses, much less is known about how they affect respondents' willingness to participate in and complete survey responses, or how they speak to interviewers. Recent research has found that activists working to engage the public through text messaging see different responses depending on the gender of the name of the message sender, both in terms of willingness to participate in the requested action and in the hostility expressed by the recipient (Yan and Bernhard 2023). In this work, we look at how this gender effect plays out in text messages inviting respondents to answer surveys. Across 25 different surveys with over 1,250,000 attempted respondents, we find that female names have modestly (but statistically significantly) higher cooperation and completion rates. Unlike Yan and Bernhard, we find less moderately (though again, statistically significantly) less hostility directed at female-identified senders, as operationalized by use of profanity in responses. We also examine differences in treatment effects by respondent characteristics. These findings indicate that researchers conducting live-interviewer text and text-to-web surveys can benefit from using female names for their texters.



## 2024 Annual Conference | Thursday, August 22, 2024, 6:15-7:15 PM

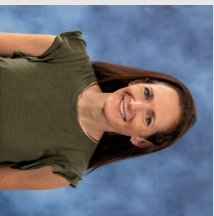
### Plenary Panel: *Decision Points in Democracy*

Public opinion and survey researchers are surrounded by data points, whether it be estimates of approval, a point on a feeling thermometer, a quote from a focus group participant, or an analysis point that supports a hypothesis. This plenary program takes a broader look at all the data we are surrounded by and explains how the data points impact the major decisions we are currently facing in American democracy. The renowned scholars participating in this plenary have a variety of expertise and insights from years of public service and public policy research. We are looking forward to a frank and lively discussion on the future of American politics.



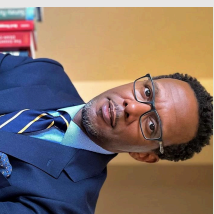
**Dr. Lanhee  
Chen**  
Stanford

Lanhee J. Chen, Ph.D. is the David and Diane Steffy in American Public Policy Studies at the Hoover Institution, a Partner at the Brunswick Group, a global business advisory firm, and an NBC News Contributor. He served as chief policy adviser to Mitt Romney, as a senior appointee in both the George W. Bush and Obama Administrations and was himself a candidate for statewide office in California in 2022. Dr. Chen earned his Ph.D. and A.M. in Political Science from Harvard University; his J.D. cum laude from Harvard Law School; and his A.B. magna cum laude in Government from Harvard College.



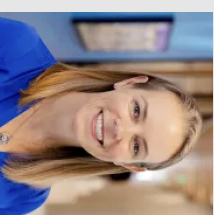
**Dr. Samara Klar**  
University of  
Arizona

Samara Klar is a Professor at the University of Arizona School of Government and Public Policy. She studies how individuals' personal identities and social surroundings influence their political attitudes and behavior. Most often, she uses experimental methods, surveys, and other statistical tools. Dr. Klar received her PhD in Political Science from Northwestern University and also holds degrees in political science from Columbia University and McGill University. She founded the website [www.WomenAlsoKnowStuff.com](http://www.WomenAlsoKnowStuff.com), which promotes work by women in political science and she has provided expert consulting on public opinion and political communication.



**Dr. David  
Wilson**  
UC Berkeley

David C. Wilson, Ph.D. is Dean of the Richard and Rhoda Goldman School of Public Policy and Professor of Political Science and Political Science at the University of California, Berkeley. His research investigates the psychology of political opinion about policies, contentious social issues, and political figures. He was formerly a senior statistical consultant and researcher at the Gallup Polling Organization, in Washington, DC. He received his Ph.D. in political science from Michigan State University.



**Moderator:  
Liz Hamel**  
KFF

Liz Hamel is vice president and director of public opinion and survey research at KFF. She oversees the team that is responsible for the KFF Health Tracking Poll, the COVID-19 Vaccine Monitor, and ongoing survey partnerships with news organizations such as The Washington Post, LA Times and CNN. She has directed survey projects on a range of topics, including attitudes and experiences regarding COVID-19; racial and ethnic disparities and discrimination; and health care as an issue in elections. She holds a bachelor's degree from Harvard College.



**Jacob Raymond**  
Maru Group

*Measuring Consumer Economic Sentiment: The Maru Household Outlook Index* (co-authored with John Wright)

Understanding how consumer-citizens correlate their feelings about their personal financial situation with their views on the economy in a post-pandemic era is paramount for policymakers, investors, and businesses alike. Since the start of 2024, data collected by statistical agencies like the Census Bureau's Annual Integrated Economic Survey and Statistics Canada's Integrated Business Statistics Programs suggests economies are growing at a healthy rate. However, empirical and anecdotal evidence both reveal a disconnect between these positive macroeconomic and financial metrics and households' generally pessimistic outlook. The schism between economic measures and perceptions risks worsening expected growth, as market participants delay personal financial milestones and reconsider consumer spending and investment decisions. (Sablik, 2019). A May 2024 Gallup poll (Brenan, 2024) found that Americans rate their confidence in President Joe Biden to recommend or



**Cameron Raynor;**  
**Jessica Weber**  
RA2/EveryAnswer

*Competing for Attention: Using Location-Specific Images to Recruit Sample Through Digital Advertising*

In digital advertising creative—in the form of ad copy, imagery or video—is a key driver of cost. We tested the effectiveness of various digital advertising images and messages combinations for recruiting participants to public opinion surveys on municipal issues—one in Calgary, Alberta, and the other in Mississauga, Ontario.

We compared the effectiveness of images that prominently feature models' faces with the effectiveness of images featuring local landmarks. We also tested the effectiveness of different ad copy: either a generic request to participate, a localized request to participate or a question from the survey. We found that ads featuring city-specific imagery outperformed those with faces, and including a question in the advertising increased response rates. We will further discuss the impact of these creative choices on the composition and representativeness of the recruited



**Paul Johnson**  
The Harris Poll

*Measuring Identity with MaxDiff Instead of Rating Data*

Social scientists have been measuring the importance of identity through a variety of constructions (Abdelal, 2009). The most common ways of measuring these constructs are through agreement rating scales to different items (implicit) or through importance scales (explicit). I

explore using MaxDiff tradeoff techniques to measure a wide swath of potential factors that might make up a person's identity: Profession, Gender, Ethnicity, Income bracket/economic class, Religion, Sexual orientation, Personality, Hobbies, Age bracket/generation, Desire to socialize (introvert vs extravert), Political philosophy (conservative vs liberal), Neighborhood type (rural vs urban), Marital status, Parental status.

This MaxDiff experiment was also split into two different test cells: one in which the generic term for the factor (for example religion)



**Daniel Montez**  
University of Arizona

*Ideology and Health Behaviours: The Effects of Threat and Duty at the End of the COVID-19 Pandemic* (co-authored with Yu Jeong Hwang, Kawther Albader, Kate Kenski)

Throughout the COVID-19 pandemic, health experts encouraged people to distance themselves physically from those with whom they did not live, wear a mask in public, wash their hands frequently, and receive the vaccine upon its availability. In the U.S., individuals' and communities' engagement in preventative health behaviors fluctuated as a result of the changing intensity of the pandemic, and personal values and norms. As trust in health officials declined (Tyson & Funk, 2022), sociopolitical values activated preventative health behaviors for many people. For example, U.S. conservatives perceived lower levels of risk from COVID-19 (Galvillo et al., 2020) and were less likely to engage in preventative behaviors (e.g., social distancing, mask wearing; Pennycook et al., 2021) compared to liberals. In addition to political ideology, research indicates that stronger perceptions of threat were related to greater likelihood of engaging in preventative health behaviors during the pandemic (Kachanoff et al., 2021). Despite people's inexperience with a pandemic, many also felt a normative responsibility, or duty, to adhere to recommended behaviors (Wakefield & Klausner, 2021). Adopting elements of the value-belief-norm theory (Stern, 2000), we conducted an online survey (N = 475) examining how political ideology as a value affects preventative health behaviors through perceived threat of the virus and a sense of duty to engage in preventative behaviors. We find that perceived threat and duty

do the right thing for the economy as being among the lowest for any president since 2001, despite a 2.7% annualized real GDP growth (U.S. Bureau of Economic Analysis, 2024) and a 40% decrease in the unemployment rate during his mandate (U.S. Bureau of Labor Statistics, 2024). Understanding how households feel about the economy is thus crucial for leaders to shape relevant public policy and to communicate empathically.

respondents. Our findings suggest that images that signal the survey is locally relevant to the viewer increase response rates, and that survey questions are an effective way to stimulate interest in survey participation. We believe this has broader implications for the recruitment of survey participants across other modes beyond digital advertising.

was used and another where the specific description of the individual's identification on the factor (for example Catholic) was piped in from earlier questions in the survey. The sample includes over 8,000 respondents from online opt-in panels so many different cuts of the data are explored in both cells. I hypothesize that the relative importance of an identification is inversely proportional to the size of the group (smaller group identities form tighter community bonds). I also hypothesize that using the specific description will get more discrimination in the relative importance than the general descriptions.

Those attending this presentation will walk away with a better understanding on:

- 1) Different ways identity can be measured
- 2) Overall relative importance of different factors in the general US population and certain interesting subsets of the population
- 3) How changing from generic to specific descriptions in a MaxDiff can change results

mediated the relationship between ideology and past and future behaviors. Threat and duty did not mediate ideology and vaccination status. These findings extend VBN theory's relevance to pro-social behaviors outside of its environmental origins and provide political scientists with new insights concerning the relationship between perceived threat and civic duty.

**Moderator:**

 **Kaiser Permanente Washington**  
**Health Research Institute**

## 2024 Annual Conference | Friday August 23, 2024, 11:15AM-12:30 PM

### Session 4: Profiles in Research

Join us for an intimate panel discussion featuring speakers from the public opinion research community sharing their story. This is a great opportunity for current students and recent graduates interested in networking and learning about different career paths in public opinion research. Seasoned researchers will love learning more about their peers.



**Amy Simon**  
Founding Partner  
Goodwin Simon Strategic Research, Inc.



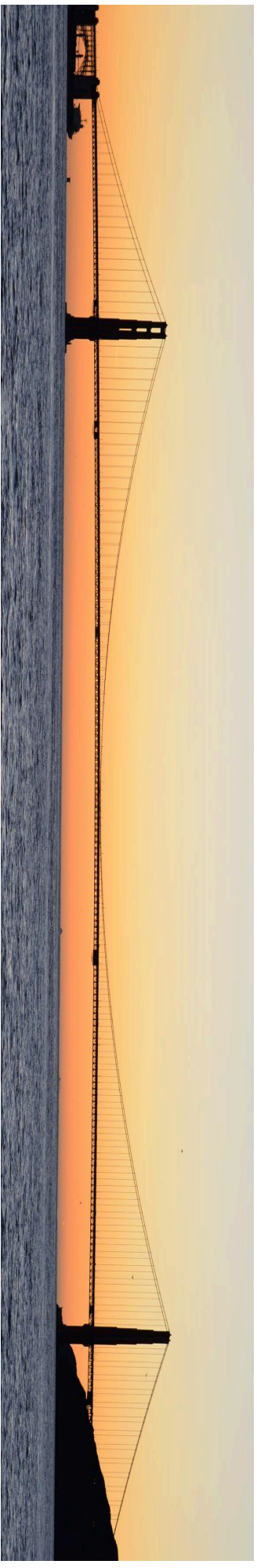
**Dr. Quin Monson**  
Professor of Political Science  
BYU;  
Founding Partner  
Y2 Analytics



**Paul Johnson**  
VP of Advanced Analytics  
The Harris Poll



**Bob Davis**  
President and Owner  
Davis Research



### Getting to KFF

- By MUNI: 4th and King St, Townsend St. and 4th, and Townsend and Lusk St. are all a quick walk to KFF.
- By Caltrain: San Francisco station is located one block away from KFF.
- By BART (from the East Bay): Take BART to the Embarcadero station and transfer to MUNI.

### Parking

- SpotHero is usually the cheapest option.
- China BasingGarage (the office building complex KFF is located in) is available at 920 Third St. for \$36/day. The garage is located at the corner of Third and Berry Streets. To access it, continue to Third Street, take a right and the garage entrance is immediately on the right.
- Oracle Park (Giants Baseball Stadium) also has parking available across the street, prices vary.

### Entering the KFF Building

- **From Lobby 1:** Enter the double doors and take the elevator to the second floor. The doors will open into the KFF suite. Someone will be at the reception desk to greet and direct you to the conference center. There will be directional signage to help guide you to the right location.
- The China Basin office complex has multiple entrances, see directions below for how to find Lobby 1 from each entrance.
  - **Berry Street Entrance:** The main entrance to the China Basin building is located at 185 Berry Street, Lobby 4. When you exit Lobby 4, you will be in the courtyard. Turn left and keep walking until you get to Lobby 1.
  - **3rd Street Entrance:** Lobby 1 is on the left side once you enter from Third Street. Oracle Park is directly across the street.
  - **4th Street Entrance:** Lobby 1 is on the opposite end of the courtyard from the Fourth Street entrance.
  - **China Basin Garage Entrance:** There are several exits from the garage. When you get to the courtyard look for Lobby 1.