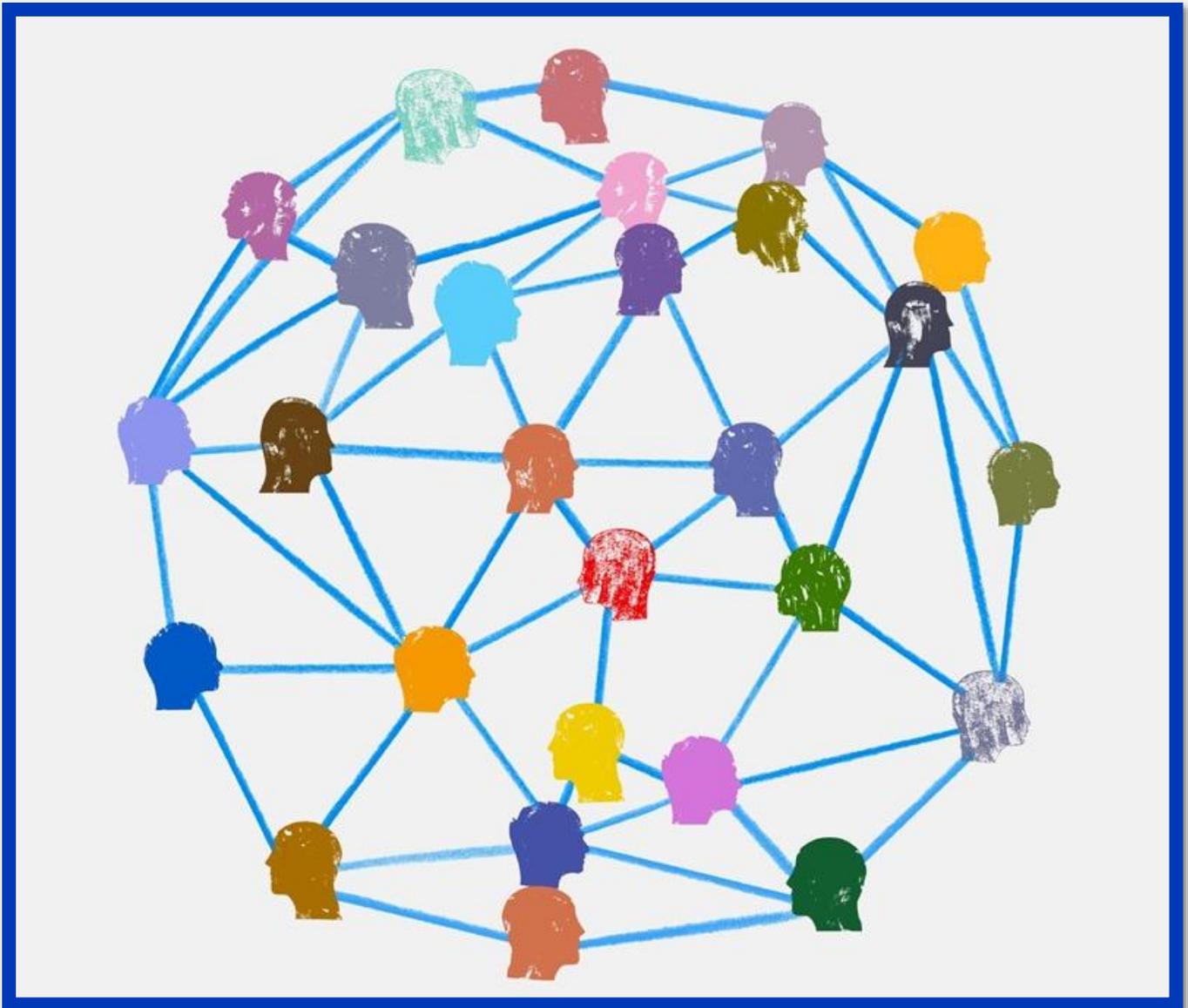




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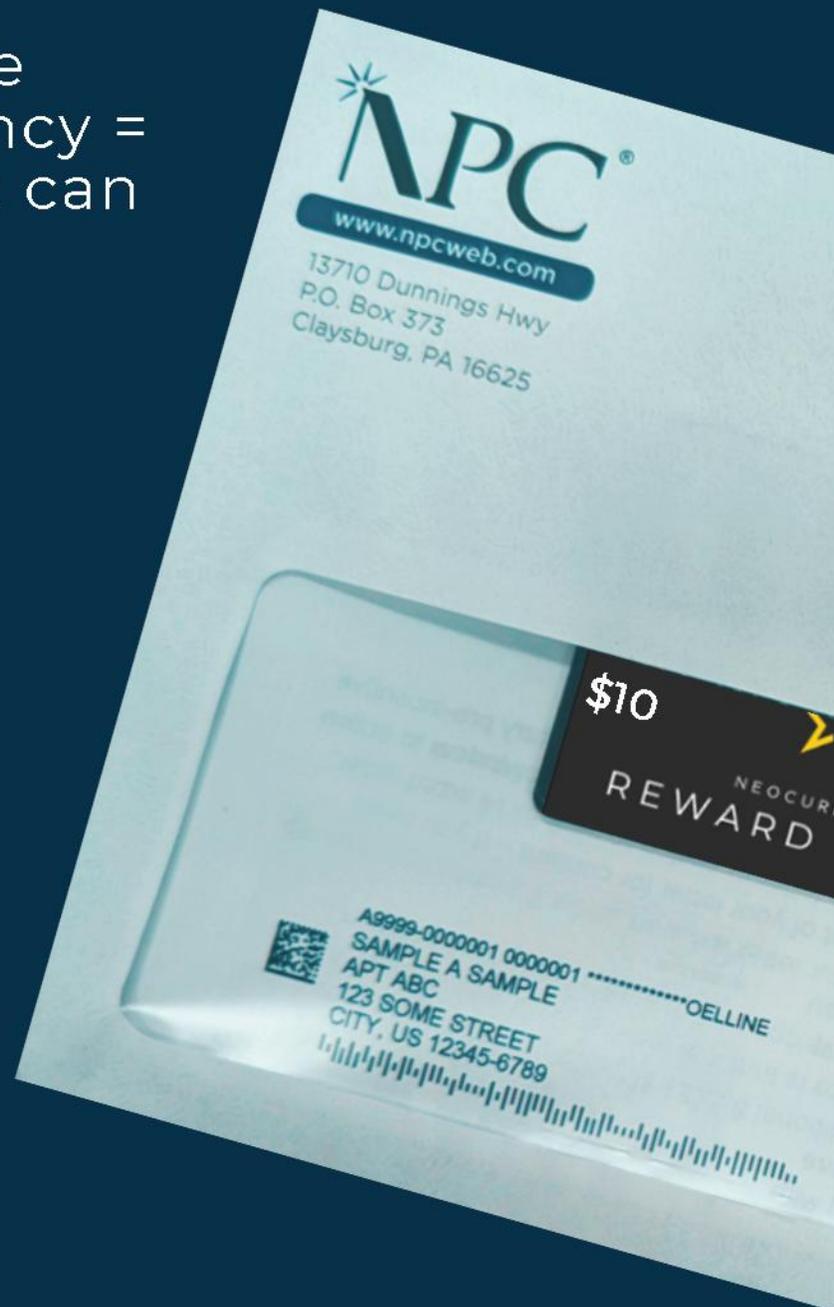


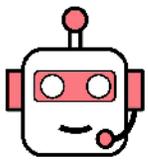
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TIMES & EVENTS

TIMES	FRIDAY, NOVEMBER 7, 2025
9:00am – 11:30am	Registration Open
9:00am – 9:45am	Breakfast
9:45am – 10:00am	Welcome and Announcements
10:00am – 11:00am	Session 1
11:00am – 11:15am	Break
11:15am – 12:30pm	Session 2
12:30pm – 1:30pm	Lunch and AAPOR Membership & Chapter Relations Update
1:30pm – 2:15pm	Keynote Address, Emily Geisen, Qualtrics
2:15pm – 2:30pm	Break
2:30pm – 3:45pm	Session 3
3:45pm – 5:00pm	Session 4 – Student Research
5:00pm – 5:30pm	Closing Remarks
5:30pm – 8:00pm	SAPOR Social & Networking Event @ Fullsteam

SCHEDULE

FRIDAY, NOVEMBER 7, 2025

*Presenters noted with asterisk

Breakfast

9:00 a.m. – 9:45 a.m.

Welcome and Announcements

9:45 a.m. – 10:00 a.m.

Session 1

10:00 a.m. – 11:00 a.m.

- **Examining 2020 Recall Weighting's Impact on Data Accuracy**
Casey Farmer, Tory Waters*, Justin Anderson, and Josh Chism*; Impact Research
- **Linking Turnout Likelihood to Candidate Awareness Among Self-Identified Likely Voters**
Noah Wyhof-Rudnick*, Matt Hubbard, and Brent Buchanan; Cygnal
- **Overview of the Design of a Large US Population Representative Cross-Sectional Survey: Preliminary Observations on Mental Health Correlates of Current Cigarette, Cannabis and Alcohol Use**
Stacey Bell*, S. Cunningham, and M. Feehan; M/A/R/C Research LLC and Jacobs School of Medicine and Biomedical Sciences, State University of New York at Buffalo
- **Recruiting Non-English Respondents Using Web Browser Language**
Cameron Raynor* and Jessica Weber; RA2/EveryAnswer

Chair: Adam Kaderabek, ICF

Break

11:00 a.m. – 11:15 a.m.

Session 2 – Virtual Presenters

11:15 a.m. – 12:30 p.m.

- **Evaluating Dual-Frame Mixed-Mode Data Collection and Nonresponse Follow-up: A Study in Oregon Using Address-Based and RDD Sampling**
Xiaoyi Deng*, Randy ZuWallack, Olivia Saucier, and Adam Kaderabek; ICF
 - **Crossing the Rubicon: Comparing the Shift from Probability to Non-Probability and Non-Probability to Synthetic Data Collection**
Paul Johnson*; Harris Poll
 - **Mitigating Non-Response Bias in the NHTS: Towards a Predictive Model**
Paul Schroeder*, Mitchell Fisher, Stacey Bricka, Layla Sun, and Timothy Reuscher; Brennan Research LLC and Macrosys LLC
 - **Evaluating Sociodemographic Groups Based on the Incidence of Long-Distance Travel: Findings from the 2022 US National Household Travel Survey**
Mitchell Fisher*, Stacey Bricka, Tim Reuscher, Layla Sun, and Paul Schroeder; Macrosys LLC and Brennan Research LLC
 - **Language Is Power: Bridging Disciplines for Public Opinion Research in Turbulent Times**
Arundati Dandapani*, Generation1.ca
 - **Self-Reported Partisan Change Over Time: What Are We Really Measuring?**
Ryan Tully*, IPSOS
- Chair:** Dakisha Locklear, RTI International

Lunch & AAPOR Chapter Relations Announcements

12:30 p.m. – 1:30 p.m.

Keynote Address

1:30 p.m. – 2:15 p.m.

- **The Ins and Outs of Leveraging AI-powered Tools in Research**
Emily Geisen, Product Scientist and Survey Methodologist; Qualtrics

Break

2:15 p.m. – 2:30 p.m.

Session 3

2:30 p.m. – 3:45 p.m.

- **How Question Format Influences Feeling Thermometer Measures**
Alexander Tolkin*; Duke University
- **A Qualitative Study of Why Students Consider Leaving and Decide to Stay At NC State**
Lexi Crank*; North Carolina State University
- **Surveying Alumni - Is it Worth the Trouble?**
Alexandra Cooper* and Tamara Nimkoff*; Duke University and Westat
- **Examining AI Utilization to Help Review Questionnaires for Researchers Using Surveys**
Jessica Grant*, John Martin III, and Michelle Temple; The Odum Institute for Social Research
Chair: Angelique Uglow, ReconMR

Session 4 – Student Scholars

3:45 p.m. – 5:00 p.m.

- **Forgone Care Among Military-Connected Children: Examining Structural Barriers in Care Access**
Korie Rice*; University of North Carolina at Chapel Hill
- **Prostate and Colorectal Cancer Screening Among Sexual and Gender Minority Men in Japan: A Large-Scale Cross-Sectional Study**
Akemi Hara* and Yi Zhou *; University of North Carolina at Chapel Hill
- **“I Can’t Take in Every Stray Puppy”: The Intersection of Gatekeeping and Dirty Work in U.S. Outpatient Pain Clinics**
Camille Kroll*; University of North Carolina at Chapel Hill
- **Equality Takes Work: A Process to Understand Why Women Still Do Most of the Household Labor**
Inés Martínez Echagüe*; University of North Carolina

Session 4 – Student Scholars (continued)

- **Women’s Labor Force Participation Following Parenthood in China: Cohort Shifts, Educational Variations, and Urban-Rural Differences**

Man Zhang*; University of North Carolina at Chapel Hill

Chair: Jessica Grant, The Odum Institute

Closing Remarks, Announcement of New Council Members

5:00 p.m. – 5:30 p.m.

Social Networking Event: Fullsteam Brewing

5:30 p.m. – 8:00 p.m.

Fullsteam is located at Boxyard just across the parking lot from Frontier RTP. Just let them know you’re with SAPOR when you arrive!

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SESSION 1 PRESENTATION ABSTRACTS

Examining 2020 Recall Weighting's Impact on Data Accuracy

Casey Farmer, Tory Waters*, Justin Anderson, and Josh Chism*; Impact Research

In 2020, political polls again reported an overstatement of Democratic support, causing predictions of the presidential election results to favor Biden by a larger magnitude than what truly occurred.

With the hopes of correcting these biases in our 2024 work, we returned to our 2020 polling to apply additional weights on respondents' self-reported 2016 vote (which included allocating approximately 20% of voters who did not report voting for either Clinton or Trump based on their views of Trump and other partisan metrics). We found that these new weights eliminated much of the error in our previous work. Because of this, we made the choice in 2024 to shift from weighting on partisan measures such as a respondent's self-identification of party affiliation to weighting first on reported 2020 presidential vote (that allocated non-reported Biden/Trump voters in a similar manner to the aforementioned method). While still not a perfect indicator of partisanship, the 2020 self-reported recall has actual, measurable benchmarks to which we could compare and more easily detect an imbalance in our samples.

Our research investigates two points: 1) whether including a 2020 recall weight that also allocated respondents who did not report voting for Trump or Biden improved the accuracy of our polls compared to final election outcomes, and 2) if so, how the Biden-Trump margin in our applied weighting scheme impacted the directionality of our error.

We are conducting our research in several key battleground states - Arizona, Michigan, and North Carolina - where we have collected thousands of interviews during the 2024 cycle. Our goal with this research is to offer a framework to reduce polling error in future political cycles and begin a transparent conversation among political pollsters around best ways to adjust for partisan non-response bias.



Tory Waters is the Vice President of Research at Impact, where she began her career as an intern in the summer of 2016. She is passionate about conducting high-quality survey research to help elect Democrats at all levels of government, and as the Vice President of Research, she investigates and tests new methodological practices and processes to keep Impact at the forefront of political polling. Tory also leads Impact's dedicated team of Research Analysts. She is particularly proud of her work to help elect Joe Biden as President and Roy Cooper as the Governor of North Carolina in 2020. Tory graduated with highest distinction with a B.A. in Public Policy and Political Science from the University of North Carolina at Chapel Hill and resides in Raleigh, North Carolina.



Josh Chism is a Senior Research Analyst in Impact Research's Montgomery, Alabama office. In this role, he ensures data accuracy and efficiency company wide. While at Impact, Josh has worked on campaigns at multiple levels, including presidential, Senate, gubernatorial, and highly contested House races. Most notably, he worked on the Josh Stein campaign for North Carolina governor. He also handles data for much of the firm's Independent Expenditure work, including the DCCC and the Strategic Victory Fund. He graduated in 2021 with his Bachelor of Science in Psychology and a minor in Music from Troy University

Linking Turnout Likelihood to Candidate Awareness Among Self-Identified Likely Voters

Noah Wyhof-Rudnick*, Matt Hubbard, Brent Buchanan; Cygnal

When conducting surveys for primary elections, we noticed a persistent problem where the current frontrunner or best known candidate would underperform, and by such an amount that it was regularly outside the margin of error for that candidate only. Using over 112,000 collected respondents from 158 primary surveys we've conducted in the 2024 cycle in the last 30 days before the election, we determined that the ability to name more candidates had a direct impact on how likely they were to ultimately vote or stay home for the election. Additionally, we found significant effects on increased turnout when they had stronger opinions of the known candidates or heard of candidates and made a decision on who to vote for on the ballot. This research has identified a problem with election polling where we can account for a direction of likely error or adjusting the electorate for likely votes that goes beyond self-selecting into saying that you will be voting and can predict if the leading candidate's support is real or only surface level. The observed effect was especially strong among lower propensity voters who have voted in less than half of their eligible primaries. We also found that live caller surveys were much more likely than text-to-web to collect respondents that did not have an opinion on any or multiple candidates and then were less likely to vote. This suggests that there is a chronic problem with the live-caller only polling where you cannot compare samples and could be one of the leading reasons why recent misses have moved it away from being called the industry gold standard.



Noah Wyhof-Rudnick is the Director of Innovation at Cygnal, a private polling firm based in Arlington, VA. He has worked there for the last 5 years and in polling as a whole for the last 7. His daily responsibilities include creating new products and methodologies, and he spends a lot of time focused on how to improve the accuracy and cost of polling.

Overview of the Design of a Large US Population Representative Cross-Sectional Survey: Preliminary Observations on Mental Health Correlates of Current Cigarette, Cannabis and Alcohol Use

Stacey Bell*¹, S. Cunningham¹, M. Feehan^{1,2}

¹ M/A/R/C Research LLC;

² Department of Ophthalmology, Ross Eye Institute, Jacobs School of Medicine and Biomedical Sciences, State University of New York at Buffalo

Objectives: The M/A/R/C Health and Well-Being Study (MHWBS) examines modifiable lifestyle risk factors in relation to a broad swathe of health and well-being correlates, in a representative US population.

Methods: This non-industry sponsored, cross-sectional online survey, was fielded from April 4-22, 2025, with a target of ~10,000 adult participants, aged 21 years or over. The study was approved by the Advarra IRB. Participants were drawn from pre-enrolled market research panelists. Sample quota followed the US Census 2020 population by region, age, sex, race/ethnicity and income. Dimensions assessed included: (a) tobacco and nicotine products (TNP), alcohol, and cannabis use and dependence; (b) physical and mental health conditions and experiences; (c) well-being, including multiple measures of quality of life; (d) Lifestyle behaviors and risk/benefit perceptions; (e) diet decision-making and exercise levels; (e) motivation to change lifestyle behaviors; (f) perceptions of industries; and (g) key demographics.

Results: Detailed quality assurance checking resulted in a final analytic set of 9,531 respondents. Substantive analysis of the data are underway, addressing cigarette, cannabis and alcohol use. Detailed findings and models of the variation of product use, lifestyle characteristics and risk/benefit perceptions associated with health and well-being outcomes will be developed at the overall level and for key subpopulations, for publication in public health literature, to further inform tobacco harm reduction efforts at the population level.



Stacey Bell. *VP, Insights and Strategies, M/A/R/C Research, LLC.* A highly skilled researcher in the public health, harm reduction, and regulatory science domains with more than 25 years of experience, Stacey is a solution-driven research manager well versed in leading complex quantitative and qualitative data collection efforts. She has worked in key roles in the development and execution of regulatory research for multiple products and is adept at leading all phases of study design and execution, from protocol/questionnaire development and IRB approvals to instrument testing, data collection training, data quality and safety issue management, and effective analysis and report writing. Her commitment to ethical and scientifically rigorous research ensures clients receive high-impact insights that address their unique needs. Stacey has served on an IRB board, held elected positions for research associations, and cultivates scientific stature as coauthor on peer-reviewed journal articles and conference posters and presentations. Stacey received her MA in Sociology from North Carolina Central University and graduated with a BA in Professional Writing from Western Carolina University.

Recruiting Non-English Respondents Using Web Browser Language

Cameron Raynor* and Jessica Weber; RA2/EveryAnswer

Recruiting non-English speakers into public opinion surveys remains a persistent challenge due to accessibility barriers and reliance on language-specific sample frames. Digital recruitment offers a novel approach to improving inclusivity through browser language targeting.

This study evaluates the effectiveness of browser language targeting in recruiting non-English-speaking respondents. Using digital advertising, we used browser language based targeting to recruit Canadian Punjabi speakers and Canadian Filipino speakers into two separate surveys. Recruitment outcomes are compared to those of English speakers within the same geographic areas. Metrics included response rates, recruitment costs, and sample representativeness. Additionally, we assess whether this method introduced biases or improved accessibility for underrepresented populations.

This research provides insight into the feasibility of recruiting non-English-speaking respondents without language-specific sample lists. The results offer insights into the efficacy and limitations of browser language targeting, advancing methodologies for inclusivity in public opinion research. By addressing barriers to participation, this study contributes to improving the diversity and representativeness of survey data.



Cameron Raynor is a partner and co-founder at EveryAnswer. Cameron's work focuses on reaching survey respondents in small geographic areas and hard-to-reach populations. He has led projects across North America, the UK, Australia, and beyond. Previously, Cameron worked as a digital campaign consultant helping public affairs organizations understand their audiences, manage their data and optimize their digital advertising.

SESSION 2 PRESENTATION ABSTRACTS

Evaluating Dual-Frame Mixed-Mode Data Collection and Nonresponse Follow-up: A Study in Oregon Using Address-Based and RDD Sampling

Xiaoyi Deng*, Randy ZuWallack, Olivia Saucier, and Adam Kaderabek; ICF

Achieving high response rates and demographic representativeness remains a priority in survey data collection. This study employs a dual-frame design combining address-based sampling (ABS) and random digit dialing (RDD) within a mixed-mode data collection strategy, using sequential push-to-web invitations and computer-assisted telephone interviewing (CATI) for nonresponse follow-up. Many studies have migrated to ABS multi-mode with dramatic increases in the cost of RDD telephone surveys. However, one of the challenges with ABS multi-mode surveys is underrepresentation of certain demographic populations such as young adults, non-white, and those with less than a college degree. This research aims to increase our understanding of integrated multi-frame sample balancing advantages and disadvantages of ABS and RDD sample sources and web and telephone data collection modes.

In more detail, phone numbers are appended to the sample of addresses and addresses are appended to the RDD telephone sample. The samples are divided into three groups: (1) ABS cases with phone numbers and RDD cases with addresses, which are assigned to push-to-web with CATI follow-up; (2) ABS cases without phone numbers, using push-to-web only; and (3) RDD cases without addresses, contacted exclusively by CATI. This structure enables direct comparison of response rates, nonresponse follow-up effects, and demographic representativeness across different frame and mode combinations. First, within group 1, we compare the multi-mode results for those recruited through the ABS sample vs the RDD sample for both web and telephone modes. Second, we compare the single mode results for group 2 (web only) and group 3 (phone only). Additionally, we examine the accuracy of the phone-to-address matching and the address-to-phone matching by examining self-reported zip code to zip code on the sample records.



Xiaoyi Deng (pronounced shyaoow-yee dung) is a Senior Statistical Programmer at ICF, specializing in sampling design, frame construction, survey weighting, and nonresponse analysis.

Crossing the Rubicon: Comparing the Shift from Probability to Non-Probability and Non-Probability to Synthetic Data Collection

Paul Johnson*; Harris Poll

Many companies are excited about the potential of using synthetic data. Sometimes they are using it to boost the sample in hard-to-reach populations, create AI persona bots to ask questions to, or even completely replace human data collection (Cohen & Duhard, 2024). There are large benefits in speed and price for this type of data “collection” or synthesis. It relies on models and so long as those models seem to be correct at times it can mimic human responses in metrics that are stable over time. However, in other key instances we are seeing it fail to systematically replicate all the time with issues of not enough variation that human generated responses will have (Bisbee et al., 2024). There is also a wide variety in the back-end process to generate this data with a lot of black boxes.

There are a lot of parallels between the rise of non-probability 15 years ago early in my career and today with the rise of synthetic data. The theoretical foundations are not as clean as what came before as the techniques start to rely even more on models. The concerns around bias coming from echo chambers built by the modeling assumptions still are magnified. The accusations against what came before as not being as clean (low response rates/fraud claims). This presentation is a theoretical reflection on why the shift to non-probability will not continue to synthetic data and how synthetic data can be used to better effect.

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

- 1) How synthetic data is generated with associated benefits and limitations
- 2) How the shift to synthetic data differs/similar to the shift to non-probability sampling
- 3) Potential theoretical justifiable way to integrate synthetic data into market research



Paul graduated from BYU with a M.S. in Statistics. He spent 15 years working in market research with a wide variety of experience including phone surveys, online surveys, and passively collected data. He loves finding innovative ways to combine behavioral and survey data with a specialty in discrete choice models. He has volunteered and served on committees in AAPOR at both the local and regional level. His research efforts have been featured at AAPOR, ESOMAR, ARF, Insights Association, and Sawtooth conferences. He is most proud of his wife and two sons and loves playing games with them.

Mitigating Non-Response Bias in the NHTS: Towards a Predictive Model

Paul Schroeder*¹, Mitchell Fisher², Stacey Bricka², Layla Sun², Timothy Reuscher²

¹ Brennan Research, LLC

² Macrosys, LLC

Non-response bias has played an increasing role through the years in any given data collection effort. Even as sampling designs and weighting schemes have become more and more sophisticated, non-response bias is a persistent thorn in the side of survey research. Common efforts to mitigate non-response bias include various adaptive design approaches and non-response bias analyses conducted post hoc and utilized in subsequent weighting plans. The purpose of this research is to develop a predictive model of non-response bias for the National Household Travel Survey and thereby inform the adaptive design approach of the study. The latest iteration of the NHTS was conducted in 2022 and contains data from 7,500 households from a national ABS sample, stratified by urban/rural designation and Census division. The survey is burdensome as household members or their proxies are asked to report all trips taken on the assigned travel day, along with the mode, trip purpose, and start/end time of each trip. The survey instrument is approximately 25 minutes long for each household member and, in addition to the trip details, contains detailed questions about transportation behavior, attitudes, characteristics such as household vehicles and demographics, as well as detailed questions about work/school location and work from home options. As with most federal data collection efforts, the overall response rate for the NHTS has been declining over the years: 19.8% in 2009 (n=26,000, RDD), 15.6% in 2017 (n=26,000, ABS), and 11.8% in 2022 (n=7,893, ABS). However, these rates mask an incredible amount of variation across Census region in each data collection effort. The 2022 sample was released monthly, stratified by Census region and urban/rural designation. The regional stratification and the periodic nature of the NHTS provides excellent conditions to develop a robust adaptive design based on historical and regional nuances in non-response bias. Approaching this persistent issue in new and innovative ways to mitigate its effects on national surveys is essential to ensure faith in the estimates and associated variances. Compartmentalizing non-response, instead of a one size fits all approach, allows for gains in efficiency during data collection and reduced adjustments during the weighting process.



Paul Schroeder is a survey methodologist with expertise in sample design, questionnaire design, non-response bias analysis, and quality control. He currently serves as the senior methodologist for the *National Household Travel Survey* conducted by the Federal Highway Administration. Mr. Schroeder holds a master's degree in Sociology from the University of Virginia.

Evaluating Sociodemographic Groups Based on the Incidence of Long-Distance Travel: Findings from the 2022 US National Household Travel Survey

Mitchell Fisher*¹, Stacey Bricka¹, Tim Reuscher¹, Layla Sun¹, Paul Schroeder²

¹ MacroSys, LLC

² Brennan Research, LLC

Long-distance travel surveys offer important insight into how individuals complete some of their most non-routine trips. These trips, while small in number, can account for higher levels of environmental impacts, strain on transportation infrastructure, and considerable economic contributions. However, given their non-routine nature, these trips are difficult to capture in traditional household travel survey designs, resulting in most long-distance travel behavior being captured in a retrospective fashion with the most common approach being a 30-day recall. This approach can provide a snapshot into general long-distance travel behavior trends, but it favors individuals who are either active long-distance travelers, or potentially provides an unfair portrayal of infrequent travelers particularly around major travel holidays. The 2022 US National Household Travel Survey (NHTS) is the first NHTS iteration to capture long-distance travel since the 2001 NHTS and offers a rare opportunity to explore trends of populations with the rarest incidence of long-distance travel. Uniquely, the 2022 NHTS asked respondents their long-term long-distance travel history—identifying those that travel very infrequently beyond the usual 30-day recall utilized in travel surveys. By providing this additional information, researchers have a chance to garner a clearer understanding of long-distance travel behavior and help quantify if long-distance travel underrepresentation is a reflection of true long-distance travel behavior trends or survey design. This study's objective is to identify sociodemographic trends based on their incidence self-reported long-distance travel. Specifically, the 2022 NHTS is used to a) categorize respondents into one of four groups of long-distance travelers: active, recent, distant, or never; b) identify sociodemographic and travel behavior trends and statistical differences between these groups; and c) provide insight into how long-distance survey sampling can accommodate for each of these long-distance traveling groups. Findings from this study can be used in several ways including: bolstering survey sampling considerations and validation efforts of long-distance travel surveys by providing a reference point of which groups to expect to be behaviorally underrepresented rather than missing from the data as a result of survey design; helping downstream survey users better understand long-distance travel; and benchmarking trends for comparison against the upcoming 2024 NHTS results.



Dr. Mitch Fisher assists FHWA's National Household Travel Survey (NHTS) program as lead user support. He provides daily technical assistance, manages restricted-use data applications, and fields general queries users may have about the NHTS program and its products. Dr. Fisher specializes in long-distance travel behavior and survey design.

Language Is Power: Bridging Disciplines for Public Opinion Research in Turbulent Times

Arundati Dandapani*; Generation1.ca

In an age where truth, trust, and technology collide, language remains the most powerful currency in public opinion research. Drawing on insights from Generation1.ca's 2025 Global Industry Skills Study (GISS) and field research presented at MR11, I argue that bridging disciplines—linguistics, data science, and AI governance—is key to capturing the moral, cultural, and cognitive shifts shaping democracy and decision-making.

Findings from 384 employers across North America reveal a fast-tightening talent economy: while 62% of employers plan to hire in 2025, this is a 30-point drop from last year, reflecting deep economic strain. Yet critical thinking tops the skill list across all sectors. Paradoxically, 83% of employers support immigrant inclusion, but only one-third hire international graduates—showing how belief and action diverge. This exclusion costs Canada \$9 billion and the U.S. \$50 billion annually in lost productivity.

As AI reshapes the nature of work—placing two-thirds of jobs in the U.S. and Europe under some degree of automation—public opinion researchers face an inflection point. We must build AI-literate, ethically grounded systems that represent diverse voices, especially those historically left out of data narratives. Celebrating AAPOR's 80 years of advancing survey research at SAPOR, this session explores how language is power—to include or exclude, to measure or mislead. We'll unpack how culture frames data interpretation, how AI and synthetic data redefine research practice, and how storytelling restores human meaning in automated systems.

From Washington DC to Toronto to St. Louis, Generation1.ca continues to champion immigrant innovation and data literacy, bridging borders through storytelling, community research, and collaboration across North America and beyond. Join us as we honor eight decades of data, insight, and impact—and chart the next frontier of ethical, inclusive, and human-centered research.



[Arundati Dandapani](#) is a multi-award-winning and industry certified data, analytics, insights and association leader, storyteller, Professor and Founder & CEO of [Generation1.ca](#), a professional community association and social enterprise placing immigrant newcomers and the organizations that champion them at the forefront of opportunity with settlement supports towards a stronger integration journey. A global voice for immigrant inclusion, ethical AI governance, and workforce innovation, she's been named among the world's top 75 data and insights legends and 2025's top CEOs. Arundati is an Insight250 Hall of Famer and industry awards Judge across marketing and insights, ESOMAR Council 2025 nominee, has led and leads key initiatives across industry associations including for AAPOR, IAPP's Certification Advisory Board, Canadian Marketing Association, Insights Association, been a speaker and Chair at top industry conferences, Winner of ESOMAR's Best Paper of the Year Award 2024, and author of three books with more forthcoming, and can be reached at arundati@generation1.ca.

Self-Reported Partisan Change Over Time: What Are We Really Measuring?

Ryan Tully*; IPSOS

The political dynamics in the United States over the past decade demonstrate that the country is in a period of increasing partisan polarization. Various perceived failures in national polling from 2016 through 2024 provide a valuable opportunity to reevaluate all aspects of the political polling process. Party identification is increasingly critical to the execution and interpretation of political polls. This paper expands on research examining self-reported partisan change in political polls.

Over the past 30 years, there has been an ongoing debate regarding Americans self-reported partisan identification (PID) in survey data. There are two schools of thought in this debate. The 'PID-as-identity' school has argued that respondents self-reported PID is relatively fixed and that aggregate changes in PID in survey data result from measurement and sampling errors. The 'PID-as-dynamic-attitude' school has argued that self-reported PID fluctuates in response to ongoing political and economic events. Recent research has reignited this debate by showing that changes in self-reported PID stem from self-identified 'Independents' shifting to and from partisan identifications (Goidel, Kellstedt, and Lebo 2022) as well as priming in survey designs (Schiff, Montagnes, Peskowitz 2022). Both research studies relied on cross-sectional survey data in their analyses.

This study expands on those studies by using panel data from KnowledgePanel®, a probability-based online panel in the U.S. The study uses repeated measures of self-reported, 5-point branching PID measures to show that changes in aggregate PID appear to result from either measurement error (e.g., respondents inadvertently selecting the wrong response) or forms of 'random noise.' The study further finds that respondent level-shifts in PID occur mainly with so-called 'party leaners.' We use panel and in-field data to evaluate various aspects of this phenomenon. The study results will be used to inform a series of large-scale surveys measuring changes in self-reported partisan change.



Ryan Tully is a Research Director with Ipsos Public Affairs. Within that role, Ryan specializes in polling and thought leadership studies for public release. Ryan has nearly 20 years of experiencing directing studies utilizing a variety of data collection methods, including in-person, telephone, online, and mixed mode, in both domestic and international studies. Prior to joining Ipsos, Ryan held research positions at Princeton University and the U.S. Department of Defense.

Keynote Address

The Ins and Outs of Leveraging AI-powered Tools in Research

Emily Geisen, Product Scientist and Survey Methodologist; Qualtrics

Discover the transformative power of AI in research and learn how to leverage it for enhanced decision-making. This session demonstrates how AI can drive efficiency, foster innovation, and generate actionable insights. Ideal for researchers still testing the waters with AI, it offers real-world examples and key considerations for integrating AI into your research.



Emily Geisen is a Product Scientist at Qualtrics where she designs and builds innovative tools that researchers use every day. She currently works on products related to user experience research, qualitative research, AI interviewing, and accessible survey-taking.

She is the author of two books: *Usability Testing for Survey Research* and *Bias Testing for Market Research*.

Alongside her industry role, she teaches graduate courses on Questionnaire Design at the University of North Carolina and on Usability Testing through the International Program in Survey and Data Science.

She has long been a dedicated member of the AAPOR and SAPOR community. Her service includes chairing the 2011 SAPOR conference and later serving as AAPOR's Membership and Chapter Relations chair. She is also the former Editor-in-Chief of *Survey Practice* and will be the upcoming 2027 Conference Chair for AAPOR.

SESSION 3 PRESENTATION ABSTRACTS

How Question Format Influences Feeling Thermometer Measures

Alexander Tolkin*, Duke University

Since the 1960s, many political attitudes have been measured on surveys with "feeling thermometers", a question format where respondents are asked to rate an individual or group on a scale from 0 to 100. The long history of feeling thermometer questions allows long-term tracking of how attitudes have changed. However, the shift from telephone surveys to online surveys has forced a shift in how feeling thermometer questions are presented to respondents. Instead of naming a number to an interviewer, respondents are usually now presented with a slider and asked to drag a handle to their preferred position on a 0-100 scale. What are the implications of this change in question format? We conduct a survey where respondents are presented with the same set of feeling thermometer questions using different question formats to evaluate how different formats affect responses. Based on these results, we provide recommendations on the best question format for feeling thermometer on online surveys.



Alex is a Postdoctoral Associate with the Duke Initiative on Survey Methodology and the Polarization Lab at Duke University. His research focuses on public opinion, survey methodology, and media effects. More information about Alex's work can be found [here](#).

A Qualitative Study of Why Students Consider Leaving and Decide to Stay At NC State

Lexi Crank*, North Carolina State University

NC State seeks to ensure that all students' needs are met, and is thus investigating why students consider leaving but stay to finish their degrees. Student attrition is expensive and delays achievement of their professional and personal goals (Cherian et al., 2020). Students consider leaving higher education institutions because of individual, course, social, and support factors, and they decide to stay because of improved social support and determination to achieve their goals (Rotar, 2022; Niewoudt & Pedler, 2023). Undergraduate retention at NC State University has hovered around 93.3%-94.4% in the last eleven years, but not all students who stay to finish their degree are confident in this decision (University Data & Analytics, NC State). The present study seeks to understand why undergraduate students consider leaving NC State but decide to stay and finish their degree by analyzing responses to open-ended items on the Graduating Senior Survey (GSS). The GSS is distributed triennially to students who apply to graduate during that respective school year, and in the 2024-2025 school year, 2,716 of 5,913 (46%) students participated. Respondents were asked if they had ever considered transferring or withdrawing from NC State, why they had considered transferring or leaving, and why they chose to stay at or come back to NC State. 430 students described having thought about leaving, and 419 students described why they chose to stay. Thematic analysis will be conducted to understand factors that affect the decisions made by these students. Results will be shared with senior leadership and others at NC State University to better understand how to better support student success and wellbeing.



Lexi Crank is the Survey Research Specialist for the NC State University Data & Analytics Survey Research Team where she specializes in analysis of responses to open-ended survey questions. Her background is in utilizing mixed methods to analyze social support, well-being, and utilization of available resources. In her free time, she enjoys reading, baking, and trying out new coffee shops.

Surveying Alumni – Is it Worth the Trouble?

Alexandra Cooper*¹ and Tamara Nimkoff*²

¹Duke University

²Westat

Universities seek to shape students' lives far beyond graduation, but—beyond outreach (often seeking financial support) and reporting on their most successful alumni—many put limited effort into exploring their long-term impacts on graduates' experiences and career paths. Is doing so worthwhile? Duke University is home to the DukeEngage program, which organizes 8-week immersive summer experiences for Duke undergraduates. These experiences entail a full-time commitment to volunteer while participating in community engagement and daily reflection. DukeEngage's logo invites students to "Challenge Yourself, Change Your World." Since its founding in 2007 DukeEngage has regularly sought to reconnect with its alumni and to understand the ways in which participating in its program has impacted their lives. Most recently, in 2024 DukeEngage contracted with Westat to conduct a survey of its alumni; The 2024 DukeEngage Alumni Study surveyed 4,021 alumni, obtaining 333 responses, and conducted 20 interviews to assess long term outcomes. In this presentation we describe the processes by which the research protocol was developed, highlight its key findings, and discuss the value provided by gathering information about the ways in which DukeEngage alumni do—and do not—believe that the program impacted their lives. We also discuss what we learned about the pros and cons of the methods we used with an eye to how we might plan future projects.



Alexandra Cooper earned a Ph.D. in Political Science from UNC-Chapel Hill in 1998. After holding faculty positions at UNC-Charlotte and Lafayette College, she joined Duke University in 2003 as the Associate Director of its Social Science Research Institute where she worked for many years to develop the Institute's research services. She now serves as Associate Director for Evaluation and Assessment at Duke University's Kenan Institute for Ethics and as the Associate Director of the Duke Initiative on Survey Methodology. In her work at the Kenan Institute she is responsible for assessing both DukeEngage and the Purpose Project, two programs at Kenan focused on making questions of character, purpose and meaning signature features of the Duke community. In her work at the Duke Initiative on Survey Methodology, she works to help researchers master the skills required to design and conduct quality surveys.



Dr. Tamara Nimkoff is a Principal Research Associate at Westat with over two decades of experience in education research and evaluation. She leads study design, instrument development, data collection and analysis, and the translation of findings into actionable insights. Dr. Nimkoff also provides technical assistance to state and local education agencies to support data-driven improvement efforts. Prior to joining Westat, she managed research for an international educator development program and taught adult learners, English learners, and K–12 students with individualized education programs.

Examining AI Utilization to Help Review Questionnaires for Researchers Using Surveys (*Not Survey Researchers*) During Primary Data Collection

Jessica Grant*, John Martin III, and Michelle Temple; The Odum Institute for Social Research

Surveys are an important and popular tool that many researchers use to capture opinions, attitudes, behaviors, perceptions, and experiences. However, not all researchers receive formal or extensive training in questionnaire design, survey wording, and data collection. Similarly, not all researchers have accessible funds to hire a survey methodologist or survey researcher to offer guidance on a questionnaire. Artificial intelligence platforms have the potential to assist researchers when reviewing questionnaires and serve as a resource for researchers with limited survey research experience. Researchers from UNC-CH examined two common AI platforms, ChatGPT and Microsoft Copilot, on their ability to review and offer detailed feedback on a series of drafted questionnaires. The questionnaires were English only, low complexity, and included common issues identified in early survey versions drafted by faculty, staff, or students with minimal or no survey research training. The evaluation involved prompting the AI platforms to review the draft questionnaires using publicly available tools including:

1. **AAPOR’s Best Practices for Survey Research**
2. **Questionnaire Appraisal System – 99**
3. **Pew’s Writing Survey Questions**

This presentation examines the utilization of AI platforms, specifically ChatGPT and Microsoft Copilot, to assist researchers in reviewing questionnaires during primary data collection. It addresses the existing challenge where many researchers lack formal or extensive training in questionnaire design and may not have the resources to hire a survey methodologist. The discussion will focus on how these AI platforms were evaluated on their ability to review drafted questionnaires and offer detailed feedback, utilizing publicly available tools and frameworks listed above. The presentation will discuss AI platform capability to use these tools for questionnaire evaluation, their effectiveness in identifying issues, and the types of review feedback generated.



Jessica Grant (she/her) is Director of the Odum Institute for Research in Social Science at UNC-Chapel Hill and leads its graduate Certificate in Survey Science. She has 20 years of experience managing research for government, academic, and private sectors, specializing in survey design, questionnaire development, and data collection.



Dr. John Martin (he/him) is Assistant Director of Research Data Architecture at UNC-Chapel Hill’s Research Data Management Core. He is the data architect responsible for coordinating the planning, development, and integration of a research data ecosystem to serve the data management needs of the UNC research community and to enable the stewardship of the university’s highly-valued research data assets. He works with a team of engineers, system administrators, and developers to develop solutions to complex data management problems.



Michelle Temple (she/they) is the Survey Consultant and Programmer for the Odum Institute for Research in Social Science at UNC-Chapel Hill with over 10 years of experience in social science research. They have held various roles on research projects, including Call-Center Supervisor, Program Administrator, Project Manager, Survey Consultant, and Research Methodologist. Michelle applies social science research methods to support data collection projects for UNC faculty, students, and staff.

SESSION 4 PRESENTATION ABSTRACTS

Forgone Care Among Military-Connected Children: Examining Structural Barriers in Care Access

Korie Rice*, Camille Murray, Grace Smolen, Ayaan Hawkins Regis, Kristin Black;
University of North Carolina at Chapel Hill

Forgone care among children signals unmet health needs and inequitable access. Military-connected children are often assumed to have reliable coverage through federal programs like TRICARE or CHAMPVA, but these do not always ensure comprehensive care. Unique challenges—such as relocations, provider turnover, and service-related stressors—can disrupt access. This study examined whether military-connected children experience forgone care at different rates than their non-military peers, with implications for health equity and federal policy.

Methods: Using 2023 National Survey of Children’s Health data, this cross-sectional study analyzed responses from 50,783 children with complete data on military connection, health care use, and covariates. Military-connectedness was defined as having a parent or caregiver in active duty or Veteran status. The outcome was forgone care in the past 12 months. Covariates, guided by Andersen’s Behavioral Model, included demographic, socioeconomic, health status, and access factors. Survey-weighted logistic regression estimated associations, with predicted probabilities calculated for key variables using Stata 18.0.

Results: Of 50,783 children, 5,241 (10.3%) were military-connected. Forgone care was reported for 4.4% of military-connected children versus 3.2% of non-military peers ($p < 0.05$). Adjusted analyses showed higher odds of forgone care for military-connected children ($aOR = 1.32$, $p < 0.10$). Household mobility was significant: children with ≥ 2 moves had 36–50% higher odds of forgone care. Poor health and multiple chronic conditions were strong predictors; children in “poor” health had over nine times the odds of forgone care versus those in “excellent” health. Having a medical home was protective ($aOR = 0.36$, $p < 0.0001$).

Discussion & Conclusion: Military-connected children were more likely to experience forgone care, even after adjusting for key factors. Household mobility, poor health, and chronic conditions increased risk, while a medical home reduced it. Findings suggest structural aspects of military life contribute to inequities in children’s health care access. Policies that strengthen continuity, coordination, and equitable care for military families are needed.



Korie Rice, MPH, is a doctoral student in Maternal and Child Health at UNC-Chapel Hill, also pursuing a minor in Health Policy and Management. Her research focuses on health equity in military and Veteran populations, especially women Veterans’ experiences with intimate partner violence, traumatic brain injury, and gaps in care. She previously worked in suicide prevention and PTSD research at the Department of Veterans Affairs and currently contributes to UNC’s Healthy Vets Community Project, supporting implementation and sustainability efforts to promote Veteran well-being.

Prostate and Colorectal Cancer Screening Among Sexual and Gender Minority Men in Japan: Evidence from a National Online Survey

JAMES W. PROTHRO INVITED STUDENT PRESENTATION

Akemi Hara* and Yi Zhou *; University of North Carolina at Chapel Hill

Sexual and gender minority (SGM) men are underrepresented in Japan's cancer prevention research, particularly for male-related cancers. Using data from the 2023 JACSIS survey of 11,164 men assigned male at birth, this study examined the relationship between SGM status and prostate and colorectal cancer screening. Multivariable logistic models showed that SGM men were more likely to have undergone prostate screening (aOR = 1.14, $p = 0.018$) but less likely to intend screening for prostate (aOR = 0.80, $p = 0.002$) or colorectal cancer (aOR = 0.69, $p < 0.001$). Determinants across both cancers included marital status, income, and insurance coverage, while smoking and lack of insurance were key barriers. The findings highlight gaps in informed decision-making and call for culturally sensitive communication to improve equitable cancer screening among SGM populations in Japan.



Akemi is a master's student in Biostatistics at the University of North Carolina at Chapel Hill and a research assistant at Fukushima Medical University. Her work examines the intersection of data science, medicine, and public health, focusing on genetic imaging, cancer screening disparities, pharmaceutical transparency, and disaster-related health outcomes. Trained in mathematics, Akemi aims to apply quantitative modeling to real-world health and policy questions, bridging statistical methods with social impact.



Joye Zhou is a senior majoring in Statistics and Data Science at the University of North Carolina at Chapel Hill. Her work focuses on applying biostatistical and data science methods to health policy research, including building analytical pipelines for disease datasets and studying cancer screening disparities. Passionate about using data for social good, she aims to bridge data science with public health and policy research to promote evidence-based decision-making.

“I Can’t Take in Every Stray Puppy”: The Intersection of Gatekeeping and Dirty Work in U.S. Outpatient Pain Clinics

JAMES W. PROTHRO INVITED STUDENT PRESENTATION

Camille Kroll*; University of North Carolina at Chapel Hill

U.S. pain management has always rallied against being cast as “dirty work” – work that is undesirable, socially stigmatized, and morally questionable – due to both its object of study (chronic pain) and one of its primary treatment modalities (prescription opioids). This paper demonstrates how U.S. outpatient pain specialists’ opioid-related gatekeeping practices attempted to take the dirtiness out of pain management. Gatekeeping logics, however, differed between pain specialist physicians and advanced practice providers (APPs) and reveal how strategies to purify dirty work can reinforce and amplify intra-professional hierarchies.

Drawing from abductive analysis of semi-structured interviews with 21 pain specialists and participant observation at three pain management conferences conducted between 2023 and 2024, I find that pain specialist physicians often delegated the dirtiness of opioid prescribing and surveilling patients downwards to APPs while consolidating their own authority through interventions (i.e., procedures, such as nerve blocks and radiofrequency ablations). My findings suggest that higher-status professionals’ techniques for cleansing dirty work not only avoid status damage but also enhance their power. Lower-status APPs served as a protective funnel through which only deserving patients passed – determinations often based on racialized assumptions, like criminal justice system involvement. They also freed up physicians’ time to elevate their status through interventional work, which purified chronic pain through its biologization. In purifying pain management, however, both APPs and physicians’ opioid-related gatekeeping practices functioned to separate substance use disorder from chronic pain, ignoring the racialized construction of this boundary.



Camille Kroll is a third-year sociocultural medical anthropology PhD student at UNC Chapel Hill. Prior to entering her PhD program, she obtained an MA in medical humanities and bioethics from Northwestern University and an MPH from Washington University in St. Louis. Camille’s dissertation project examines how pain specialists imagine good care – both morally and technically – in the wake of the U.S. prescription opioid epidemic. She is interested in how risk permeates the everyday rhythms of expert practices and how certain bodies and situations become seen as riskier than others, creating hierarchies of risk that may delimit ethical action.

Equality Takes Work: A Process to Understand Why Women Still Do Most of the Household Labor

2025 JAMES W. PROTHRO QUALITATIVE STUDENT PAPER WINNER

Inés Martínez Echagüe*; University of North Carolina at Chapel Hill

In the United States, widespread support for gender egalitarianism in the household contrasts with the pattern that women continue to do more household labor than men in different-sex relationships. Existing scholarship has revealed the ways in which different-sex couples justify these unequal arrangements. However, we know little about why women do more labor even when they have egalitarian goals and few structural constraints. I address this question by examining whether and how couples attempt to achieve equality and why they so often fail. Data from 40 in-depth interviews with members of 20 cisgender, different-sex, college-educated couples show that, because unequal household labor patterns are so entrenched, having an egalitarian division of labor itself requires work. I theorize and provide evidence for a process I call “equality work,” the work of creating an egalitarian division of labor, which often falls on women. Equality work includes anticipating inequality, strategizing to avoid it, monitoring equality, speaking up about inequality, fixing unequal outcomes, and withholding work. When men don’t strive for equality, women preserve the relationship by doing the labor their partners do not and revising their ideals. Equality work helps us better understand why women do most of the household labor; paradoxically, doing less requires that women work as well. These findings suggest that women are not passively accepting unequal household arrangements but striving to change them.



[Inés Martínez Echagüe](#) (she/they) is a Doctoral Candidate in Sociology at the [University of North Carolina at Chapel Hill](#) and a MA in Gender and Public Policies from the [Latin American Faculty of Social Sciences](#). Her research interests include gender, family, feminism, inequality, and social change processes. In her work, she uses quantitative and qualitative methods, especially in-depth interviewing, to examine how egalitarian and feminist ideals shape the pursuit of more just social relations. Her dissertation, *The Feminist Tide and Everyday Gender in Latin America*, draws on 70 life-history interviews in Uruguay to examine how widespread feminist mobilizations are shaping cis women and gender minorities’ daily lives. In “Equality Takes Work: A Process to Understand Why Women Still Do Most of the Household Labor,” published in *Social Forces*, she theorizes women’s work towards creating more egalitarian divisions of household labor, providing a novel explanation for why this work so often fail.

Women's Labor Force Participation Following Parenthood in China: Cohort Shifts, Educational Variations, and Urban-Rural Differences

2025 JAMES W. PROTHRO QUANTITATIVE STUDENT PAPER WINNER

Man Zhang*; University of North Carolina at Chapel Hill

In the context of consistent declines in women's labor force participation in China, this study examines the associations of maternal employment trajectories with birth cohort, educational attainment, and urban-rural residency. Using data from the 1991-2015 China Health and Nutrition Survey, I find a substantial decline in mean levels of labor force participation and delayed return to work following motherhood across successive cohorts. I also find significant variations in mean participation rates by educational attainment. Women with a college degree exhibit elevated participation trajectory throughout the first postpartum decade, and the effect of education becomes increasingly salient in more recent cohorts. Furthermore, I find that the cohort shifts and educational variations in maternal employment are not uniform across urban and rural contexts. While urban mothers exhibit lower participation rates on average, urban-rural disparities have narrowed across cohorts and show more complex patterning along the education line. These findings highlight the profound impact of China's massive social and historical transformations in the post-reform era on maternal labor force participation trajectories and social disparities therein, offering important policy implications for mitigating the motherhood penalty and supporting stable, sustained employment for new mothers.



Man Zhang is a Ph.D. Candidate in Sociology at the University of North Carolina at Chapel Hill. Her research examines how social change influences families, work, health, and inequality over the life course. She uses large-scale population-based survey data and advanced statistical models and methods to uncover complex patterns and mechanisms of inequality across diverse populations.

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Additionally, we'd also like to thank the Odum Institute's commitment to supporting the James W. Prothro Student Paper Competition for the SAPOR conference and we'd like to thank DocuSource of NC for supplying all our printed conference materials

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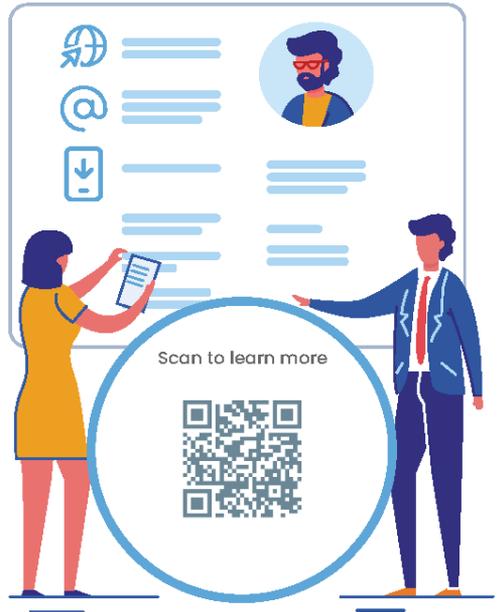
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