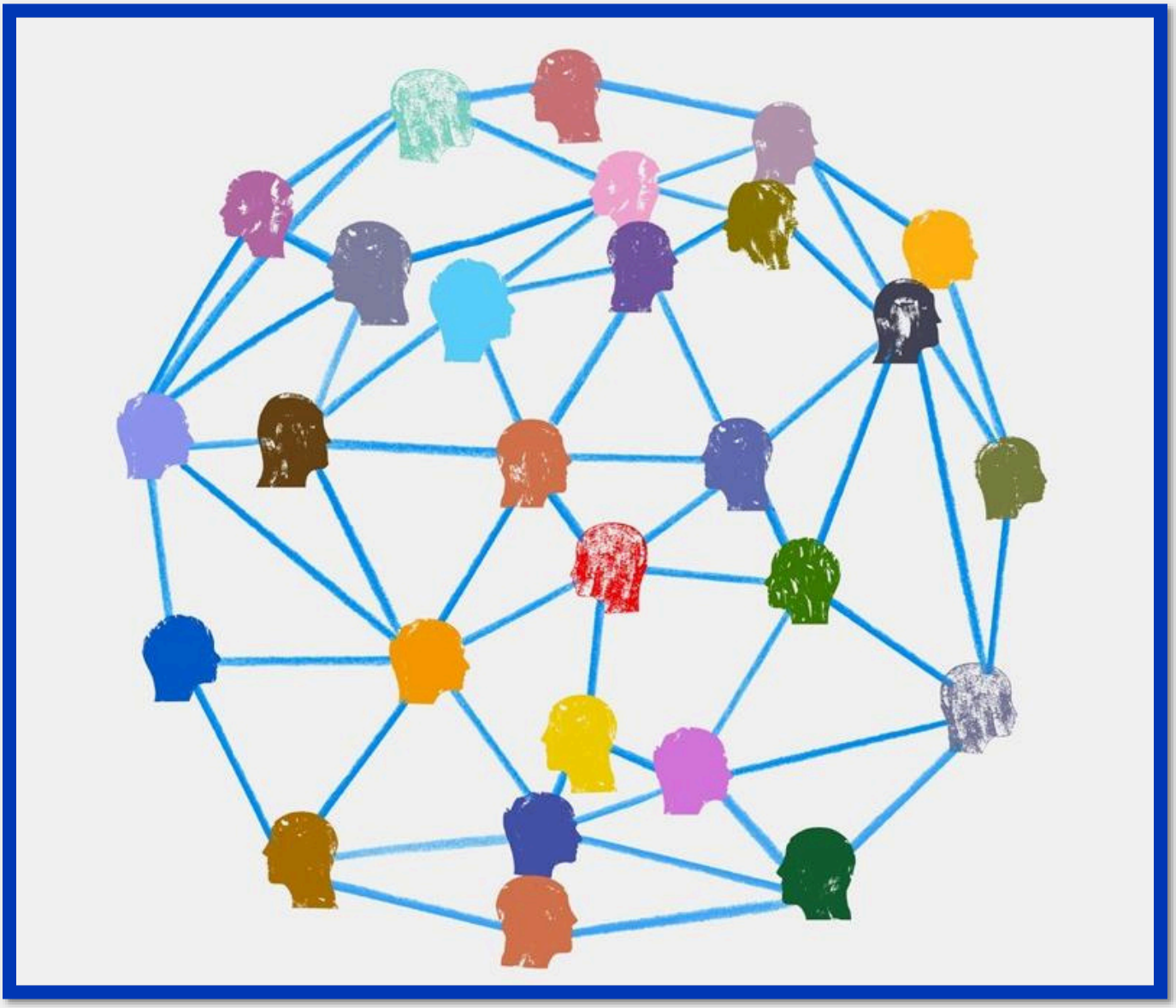
SAPOR

SOUTHERN ASSOCIATION FOR PUBLIC OPINION RESEARCH

46th ANNUAL CONFERENCE

November 5-6th, 2026



SAPOR

PLATINUM SPONSOR

IS CASH STILL KING?

From cash to card, see how NPC + NeoCurrency = visible incentives that can redefine what drives response.



MAIL-MODE SURVEYS.
CASH-LIKE INCENTIVES.
REAL RESULTS.

NPCWEB.COM/SURVEYS

Data-driven decisions to build a more prosperous and resilient world for all.



At ICF, survey managers, methodologists and subject matter experts work together with digital strategists, data scientists and creatives to solve complex challenges. Our diverse teams provide unmatched survey research and substantive expertise, commitment to best practices and cutting-edge data capture and coordination capabilities to help our public and private sector clients navigate change and shape the future.

icf.com

miravoice

AI Phone Surveys & Interviews

Schedule a demo:
miravoice.com/schedule-demo

Email: contact@miravoice.com

More Data

Get more completes with a bot that's smart enough to handle interruptions, categorize imprecise answers, answer questions, and more

Faster

Call thousands of respondents a day or handle inbound calls 24/7, in any time zone

For Less

Pay only for the time that the bot is on the phone and save up to 90% by automating your voice interviews

Check out our latest research this year!

Our Previous Work

- **AAPOR 2026** (co-authored with researchers from NORC):
  Inbound and Outbound AI Telephone Interviewing: A Comparison Using a Probability-Based Panel

  https://miravoice.com/aapor2026-2
- **AAPOR 2026** (co-authored with researchers from ICF):
  AI Voice Interviews for Public Health: A Feasibility Study with the BRFSS

  https://miravoice.com/aapor2026-3
- **AAPOR 2026**:
  Which Voice Works Best? Quantitative Comparisons of Hang-up Rates for an AI Interviewer

  https://miravoice.com/aapor2026-1

Check out more of our research from 2025, including more collaborations with NORC, SSRS and Prof. Trent Buskirk, on our website: miravoice.com/resources

miravoice

everyanswer

SAPOR 2026 Gold Sponsor

Reach more respondents from small areas and niche populations.

EveryAnswer is a purpose-built digital advertising platform designed specifically for survey recruitment: the quality and rigor of traditional sampling with the reach and speed of digital.

ners · Durham, NC · Adults 18+ · Vietnamese speakers · Rural counties · Parents · Re

Long-time residents · New moms · Age 65+ · Small towns · Commuters · Hikes

Small areas, hard-to-reach groups

Reach the right respondents in geographies as small as 50,000 people, and in the populations other channels miss.

Your survey, your platform

Respondents arrive directly in your questionnaire on the survey software you already use. You keep your design, privacy controls and data.

Quality built in

Over 20 real-time verification checks screen traffic before survey entry, with targeting and incentives managed for representation, not sales.

Catch our two sessions on Friday, November 6

9:35 AM · Session 3

Pairing Address-Based Sampling with Digital Recruitment for Small-Area Surveys

11:10 AM · Session 4

Reddit as a Survey-Recruitment Channel: Targeting Capabilities and Sample Composition

Presented by Cameron Raynor, Co-founder



Cameron Raynor

Get in touch at everyanswer.co

CONTENTS

2025-2026 EXECUTIVE OFFICERS..... 6

TIMES & EVENTS 7

SESSION 1 FEATURED EYE-TRACKING PRESENTATIONS 16

Eye Tracking Research and Applications 16

SESSION 2 PRESENTATION ABSTRACTS 17

Mobile-Optimized Survey Design: Evidence from Experiments 17

Understanding Opposition to Data Centers..... 18

Exploring Clinician Experiences with AI Driven Documentation in Inpatient Settings: Initial Lessons 19

They Said Yes to AI. What Happened Next? Lessons from a Probability-Based Telephone Survey Pilot..... 20

Beyond “Delivered”: What USPS Mail Tracking Can – and Cannot – Tell Survey Researchers 21

Self-Reported Partisan Change Over Time: Understanding Signal Versus Noise..... 22

SESSION 3 PRESENTATION ABSTRACTS 23

Hiring Is Not Enough: Skills, Inclusion and Human Capital in North America 23

Blended Address-Based Sampling with Digital Recruitment for Small-Area Surveys ... 24

Measuring Community Well-being - One Progress Report at a Time..... 25

Benchmarking a Health System Community Health Needs Assessment to BRFSS: Effects on Prevalence Estimates and Priority Rankings 26

Evolution of Tobacco and Nicotine Risk Perceptions Among US Adults: Trends Across Five Years of Product Perception and Intention Studies 27

SESSION 4 PRESENTATION ABSTRACTS..... 28

AI-Generated Sexual Abuse: Deepfakes, Gender Inequality, and the Limits of Consent 28

Evaluating the Relationship Between Perspective-Taking Methods and Affective Polarization 29

Evaluating the Value of a Multi-Frame, Multi-Mode Design: Evidence from the Colorado Health Survey..... 30

Positive Childhood Experiences by Source Among Sexual and Gender Minority Adults in Japan: a Nationwide Internet Survey 31

When Evaluation Requires Flexibility: Using Explanatory Sequential Mixed Methods to Determine an Ideal Direct Care Training Length to Bolster West Virginia’s Workforce 32

Reddit as a Survey-Recruitment Channel: Targeting Capabilities and Sample Composition..... 33
KEYNOTE ADDRESS 34
The Future of Survey Methodology and Data Science 34
SESSION 5 MIXED-METHODS PANEL 35
Integrating Quantitative and Qualitative Approaches in Mixed-Methods Research 35
SESSION 6 PRESENTATION ABSTRACTS 37
Comparing Error in Estimates of Election Turnout Across Modes Using Official Voter Records: Live-Text Versus Web Surveys 37
Democratic Responsiveness to Whom? Comparing Policy Responsiveness to Active Voters, Registered Voters, and the General Population..... 38
Justifying “Old Elitism” as Meritocratic: Neutralizing the Institution and Sentimentalizing Membership Among White Debutante Ball Participants 39
How “Time-Out” Is Discussed on Social Media: Understanding Parenting Experiences and Meaning-Making on Reddit..... 40

ACKNOWLEDGEMENTS 41

SAPOR SPONSORS 42

2025-2026 EXECUTIVE OFFICERS



President
Adam Kaderabek
ICF



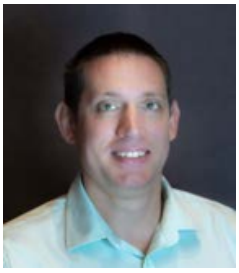
Vice President
Stacey Bell
M/A/R/C Research



Past President
Angelique Uglow
ReconMR



Secretary-Treasurer
Martha Ryals
RTI International



Vice Secretary-Treasurer
Brandon Marsh,
West Virginia University /
Health Affains Institute



Communications Chair
Paul Johnson
Harris Poll



Conference Chair
Ilia Richey-Plunkett
DocuSource of NC



Vice Conference Chair
Emily Hitchner
Central Piedmont
Community College



Past Conference Chair
Matthew Anderson
Abt Global



Website and Communications Chair
Shane Trahan
RTI International



Prothro Student Paper Competition Chair
Dave Roe
ICF

TIMES & EVENTS

TIMES	Thursday, NOVEMBER 5, 2026
1:00pm	Registration Open
1:30pm – 1:45pm	Welcome and Annoucements
1:45pm – 2:45pm	Session 1
2:45pm – 3:00pm	Break
3:00pm – 4:30pm	Session 2
4:30pm – 5:00pm	Closing Remarks
5:00pm – 7:00pm	SAPOR Social and Networking Event @ Topgolf

TIMES	Friday, NOVEMBER 6, 2026
9:00am – 11:30am	Registration Open
9:00am – 9:35am	Breakfast
9:25am – 9:35am	Welcome and Announcements
9:35am – 11:00am	Session 3
11:00am – 11:10am	Break
11:10am – 12:30pm	Session 4
12:30pm – 1:15pm	Lunch and AAPOR Membership & Chapter Relations Update
1:15pm – 2:15pm	Keynote Address
2:15pm – 2:30pm	Break
2:30pm – 3:30pm	Session 5
3:30pm – 4:30pm	Session 6
4:30pm – 5:00pm	Closing Remarks
5:00pm – 8:00pm	SAPOR Social & Networking Event @ The Mez

SCHEDULE

THURSDAY, November 5, 2026

*Presenters noted with asterisk

Registration

1:00 p.m. – 1:30 p.m.

Welcome and Announcements

1:30 p.m. – 1:45 p.m.

Session 1- Featured Eye Tracking Presentations

1:45 p.m. – 2:45 p.m.

Eye Tracking Research and Applications
Libby Jenke*; University of Houston
Nikki Sullivan*; London School of Economics
Ian Krajbich*; University of California Los Angeles

Chair: Stacey Bell, M/A/R/C Research

Break

2:45 p.m. – 3:00 p.m

Session 2

3:00 p.m. – 4:30 p.m.

Mobile-Optimized Survey Design: Evidence from Experiments
Alexander Dawahare*, Oscar Castorena, Pedro Antenucci, Kevin Collins*; Survey160

Understanding Opposition to Data Centers
Alex Tolkin*, Duke University

Session 2 (Continued)

Exploring Clinician Experiences with AI Driven Documentation in Inpatient Settings: Initial Lessons from DAX Copilot

Crystal Danielle Connor*, MPH, Jhori B. Hodges, MD, Casey Stephens, MPH, Ajay Dharod, MD, FACP, Viral; Advocate Health

They Said Yes to AI. What Happened Next? Lessons from a Probability-Based Telephone Survey Pilot

Dave Roe*[1], Adam Kaderabek[1], Randy ZuWallack[1], Josh Duell[1], Jamie Dayton[1], Anne Cosby[1], Samantha Collins[1], Autumn Houser[1], Shreyas Tirumala[2], Nishant Jain[2], Danny Leybzon[2], Brian Kitano[2]
ICF[1], Miravoice[2]

Beyond "Delivered": What USPS Mail Tracking Can – and Cannot – Tell Survey Researchers

Mechelle Timmons*; Marketing Systems Group

Self-Reported Partisan Change Over Time: Understanding Signal Versus Noise

Ryan Tully*, Alec Tyson, Megan Hendrich, Frances Barlas; Ipsos

Chair: Mandee Lancaster, RTI International

Closing Remarks

4:30 p.m. – 5:00 p.m.

Social Networking Event: Topgolf

5:00 p.m. – 7:00 p.m.

Topgolf is located three miles from Frontier RTP.
Just let them know you're with SAPOR when you arrive!

Topgolf
4901 Topgolf Way
Durham, NC 27703

SCHEDULE

FRIDAY, NOVEMBER 6, 2026

*Presenters noted with asterisk

Breakfast

9:00 a.m.–9:35 a.m.

Welcome and Announcements

9:25 a.m. – 9:35 a.m.

Session 3

9:35 a.m. – 11:00 a.m.

Hiring Is Not Enough: Skills, Inclusion and Human Capital in North America
Arundati Dandapani*; Generation1.ca

Blended Address-Based Sampling with Digital Recruitment for Small-Area Surveys
Cameron Raynor*, Jessica Weber; EveryAnswer

Measuring Community Well-being - One Progress Report at a Time
Lindsey Hendren*, PhD, Don Levy, PhD; ReconMR

Benchmarking a Health System Community Health Needs Assessment to BRFSS: Effects on Prevalence Estimates and Priority Rankings
Rachel Carroll* PhD, Jason Brinkley PhD, Jack Tocco PhD MPH, Jerald Chandy MBA MSc, Lauren Miller PhD, Debbie Salas-Lopez MD MPH, Mitchell Cornet MPP MHSA, Codruta Chiuzan PhD; Northwell Health

Evolution of Tobacco and Nicotine Risk Perceptions Among U.S. Adults: Trends Across Five Years of Product Perception and Intention Studies
Azure Steele*, E. Carmines, Z. Berensci, E. Larson, B. Seipel; M/A/R/C Research

Chair: Jason S Brinkley, Northwell Health

Break

11:00 a.m. – 11:10 a.m.

Session 4

11:10 a.m. – 12:30 p.m.

AI-Generated Sexual Abuse: Deepfakes, Gender Inequality, and the limits of Consent
Alviani Gibson*; George Washington University

Evaluating the Relationship Between Perspective-Taking Methods and Affective Polarization
Ornella Minutella Garcia*; University of Houston

Evaluating the Value of a Multi-Frame, Multi-Mode Design: Evidence from the Colorado Health Survey
Randal ZuWallack*, Thomas Brassell, Adam Kaderabek, James Dayton, Olivia Saucier, Dan Simon; ICF

Positive childhood experiences by source among sexual and gender minority adults in Japan: a nationwide internet survey
Akemi Hara*, Haiyan Yue*; University of North Carolina at Chapel Hill

When Evaluation Requires Flexibility: Using Explanatory Sequential Mixed Methods to Determine an Ideal Direct Care Training Length to Bolster West Virginia's Workforce
Lena Stevens*, PhD, Natalie Wilson, MPA , Myia Welsh*, MSW , Rebecca Gillam, MSW, PhD; Health Affairs Institute, West Virginia University

Reddit as a Survey-Recruitment Channel: Targeting Capabilities and Sample Composition
Cameron Raynor*, Marcus Macauley; EveryAnswer

Chair: Angelique Uglow, ReconMR

Lunch & AAPOR Announcement

12:30 p.m. – 1:15 p.m.

Virtual Keynote Address

1:15 p.m. – 2:15 p.m.

The Future of Survey Methodology and Data Science

Frauke Kreuter, Ph.D.; University of Maryland, Ludwig Maximilian University of Munich

Break

2:15 p.m. – 2:30 p.m.

Session 5 – Mixed-Methods Research Panel Discussion

2:30 p.m. – 3:30 p.m.

Integrating Quantitative and Qualitative Approaches in Mixed-Methods Research

- Lena Stevens, Ph.D., Clinical Research Program Manager at the Center for Health Outcomes and Interdisciplinary Research (CHOIR) at Massachusetts General Hospital
- Myia Welsh, MSW, Project Director at the West Virginia University Health Affairs Institute
- Jessica Sperling, Ph.D., Director of Applied Research, Evaluation, and Engagement (AREE) at Duke University's Social Science Research Institute (SSRI), Assistant Professor in the Duke University School of Medicine
- Lindsey Hendren, Ph.D., Senior Research Analyst, ReconMR

Moderator: Doug Currivan, Senior Director of Applied Social Sciences, RTI International

Session 6 – Student Scholars

3:30 p.m. – 4:30 p.m.

Comparing Error in Estimates of Election Turnout Across Modes Using Official Voter Records: Live-Text Versus Web Surveys
Anthony Garove*; University of Maryland

Democratic Responsiveness to Whom? Comparing Policy Responsiveness to Active Voters, Registered Voters, and the General Population
Marc Etter*; Duke University

Justifying "Old Elitism" as Meritocratic: Neutralizing the Institution and Sentimentalizing Membership Among White Debutante Ball Participants
Anna Shelton-Ormond*, University of North Carolina at Chapel Hill

How "Time-Out" Is Discussed on Social Media: Understanding Parenting Experiences and Meaning-Making on Reddit
Yexinyu (Yolanda) Yang*; University of North Carolina at Chapel Hill

Chair: Luna Vanaman, The UNC Odum Institute for Research in Social Science

Closing Remarks, Announcement of New Council Members

4:30 p.m. – 5:00 p.m.

Social Networking Event: The Mez

5:00 p.m. – 8:00 p.m.

The Mez is located two miles from Frontier RTP.
Just let them know you're with SAPOR when you arrive!

Mez Contemporary Mexican
5410 Page Rd
Durham, NC 27703

SESSION 1 PRESENTATION ABSTRACTS

Eye Tracking Research and Applications

Libby Jenke*, Ph.D.; University of Houston
Nikki Sullivan*, Ph.D.; London School of Economics and Political Science
Ian Krajbich*, Ph.D.; University of California Los Angeles

This featured session explores current research and practical applications of eye tracking methodologies. The session examines how eye tracking can help researchers better understand attention, information processing, decision-making, and survey response behavior, bringing together both emerging research and practical applications of the technology.



Libby Jenke is a quantitative methodologist specializing in causal inference and experimental methods. She uses eye tracking to obtain direct measures of decision processes, information accrual, and attention, and study questions of voter behavior with an emphasis on affective polarization. She was tenured at the University of Houston, and held visiting positions at the University of Pennsylvania and Harvard University, where she currently is a Faculty Affiliate of the Institute for Quantitative Social Science.



Nicolette J. Sullivan is an Assistant Professor of Marketing at the London School of Economics and Political Science (LSE). She received her PhD in Computation and Neural Systems from Caltech, followed by a postdoctoral appointment at Duke University and a visiting lectureship at The Wharton School before joining LSE. Nikki's research combines methods from marketing, economics, neuroscience, and psychology to study the mechanisms underlying consumer decision making, with a focus on attention, eye tracking, and computational models such as the drift diffusion model. Her work has appeared in journals including Nature Human Behaviour, Psychological Science, the Journal of Marketing Research, and Political Analysis, and in 2025 she received the Early Career Award from the Society for Neuroeconomics.



Ian Krajbiich obtained his B.S. in Physics and Business Economics & Management at Caltech, then stayed at Caltech to do his M.Sc. in Social Sciences and Ph.D. in Behavioral and Social Neuroscience under the guidance of Antonio Rangel, Colin Camerer, Ralph Adolphs and John Ledyard. After leaving Caltech, he spent 2011-2013 in Switzerland at the University of Zurich doing a postdoc with Ernst Fehr. From 2013-2023, he was a faculty member at The Ohio State University (OSU) in the Department of Psychology and the Department of Economics. From 2019-2023 he also served as the Director of OSU's Decision Sciences Collaborative. He is now Professor of Psychology in the Department of Psychology at UCLA.

SESSION 2 PRESENTATION ABSTRACTS

Mobile-Optimized Survey Design: Evidence from Experiments

Alexander Dawahare*, Oscar Castorena, Pedro Antenucci, Kevin Collins; Survey160

A majority of responses to online surveys in the US – even those completed by online panelists – are now completed on cell phones. As such, ensuring that the design of surveys is optimized for respondent user experience when interacting with the survey through cell phone screens should be a research priority regardless of recruitment mode. While the layout of web surveys is mobile-optimized (to resize layouts) for all major online survey platforms, there are still design choices that need to be considered by researchers programming surveys on those platforms. In this research, we test their impact of two such design choices on both survey completion rates and data quality measures.

First, when a battery of questions with the same answer choices (e.g. a favorability battery), should surveys (a) present those items in a grid, (b) present each item separately but on one single scrolling page, or (c) present each item on an individual page? We experimentally test this question in a national survey fielded by text-to-web and panel survey, looking at drop-off rates, question-level completion times, demographics of completers across the conditions, straightlining, and other data quality metrics.

Second, when asking respondents to enter information like a birth year or state of residence, should surveys (a) allow open text responses, (b) provide a drop-down list, or (c) provide a long list of radio buttons? Some conventional wisdom suggests minimizing required typing on mobile surveys, while other common guidance suggests that drop down boxes are harder to navigate especially on phones. We experimentally test this question, looking across treatment conditions at drop-off rates and match-rates to voter-file records as a measure of accuracy.

Together, this research provides an empirical foundation for recommendations for mobile-optimized surveys, useful for text-to-web, mail-to-web surveys with QR codes, and even panel-to-web surveys.

Survey 160

Alexander Dawahare is Director of Survey Operations and Client Services at Survey 160, where he helps lead the effort to collect high quality data for academic, non-profit, governmental, political, and corporate clients at an affordable price. His work focuses on SMS and text-to-web surveys, improving fielding strategies, and reaching difficult-to-reach populations more effectively. He has helped lead experimental research on survey recruitment, messaging, timing, sample refinement, and mode effects, with findings presented at the Annual Meeting of the American Association for Public Opinion Research. He holds a bachelor's degree in political science from Florida State University.

Understanding Opposition to Data Centers

Alexander Tolkin*, Duke University

The massive rise in data center construction has not only significant effects on the US economy, but has also sparked a backlash among the public. What do these attitudes look like as the midterm elections approach? Using a national probability-based survey of 2,531 Americans fielded shortly before the 2026 midterm elections, I examine what predicts opposition to new data center construction and the effect of party cues on these attitudes. Opposition is widespread, with more than twice as many respondents opposing new construction as supporting it. This opposition is robustly predicted by a belief that others' gain means one's own loss, even accounting for differences in partisanship, ideology, occupation, and demographics. I supplement this analysis with an experiment manipulating party stances on data center construction, by manipulating which party cues respondents received and then asking questions on construction again. Respondents in all conditions, even the control where they saw no cues, were significantly more in favor of data center construction than they had been earlier in the survey. These results suggest that attitudes towards data center construction are unstable, but based more around heuristics around winners and losers in the economy rather than partisan cue-taking.



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. He has a joint PhD in political science and communication from University of Pennsylvania. More information about Alex’s work can be found here.

Exploring Clinician Experiences with AI Driven Documentation in Inpatient Settings: Initial Lessons from DAX Copilot

Crystal Danielle Connor*, MPH, Jhori B. Hodges, MD, Casey Stephens, MPH, Ajay Dharod, MD, FACP, Viral; Advocate Health

Objective: Advocate Health expanded Microsoft's AI-enabled ambient clinical documentation tool, DAX Copilot, into inpatient settings in mid-2025. Although outpatient use showed promise, less is known about its acceptability and impact in inpatient environments. This study examined clinicians' experiences with embedded DAX Copilot and its alignment with inpatient needs.

Methods: Anonymous baseline and follow-up surveys were administered to 110 inpatient clinicians across Advocate Health's NC/GA and IL/WI divisions. Fifty-three completed the baseline survey (48.2%) and 46 completed follow-up (41.8%). Surveys assessed use, workflow integration, transcription accuracy, time savings, and willingness to recommend DAX. Quantitative data were analyzed in REDCap and open-ended responses in Microsoft Excel. Fourteen respondents completed semi-structured interviews between June 2025 and February 2026 exploring benefits, barriers, workflow compatibility, and improvement opportunities. Transcripts were qualitatively analyzed in Atlas.ti.

Results: At baseline, 56.6% were confident or very confident in DAX Copilot's ability to support patient safety and clinical decision-making. At follow-up, 87% had used DAX at least once and 79.2% continued use. Most rated DAX easy or very easy to integrate into daily workflows (69.6%), and 73.9% were satisfied or very satisfied with transcription accuracy. Clinicians estimated saving an average of 58.51 minutes per day. Half would definitely recommend DAX, while 32.6% would recommend it with reservations. Open-ended responses from 20 clinicians highlighted the need for expanded functionality and greater customization. Interviews indicated generally favorable acceptability, particularly because of time savings and more detailed documentation. Most interviewees intended to continue using DAX, and several reported that its benefits outweighed any additional editing required. Challenges included transcription errors, difficulty accommodating complex documentation needs, and limited usefulness for follow-up visits. Although several developed personalized strategies to navigate around barriers, some clinicians discontinued use when burdens outweighed perceived benefits. Recommendations for improvement included specific customization options and strategies for accessible training and support.

Conclusions: Survey and interview findings converged on meaningful time savings and generally favorable acceptability while identifying barriers to adoption and inpatient workflow integration. Health systems implementing AI-enabled documentation should prioritize workflow alignment, reliable performance, accessible training and support, and continuous clinician feedback to strengthen clinician well-being and high-quality care.



Crystal Danielle Connor is a Health Services Research for the Center for Health System Sciences (CHASSIS) at Advocate Health in Charlotte, NC. She has contributed to data collection, data analysis, instrument development and instrument testing for qualitative and survey-based projects. Her research interests include healthcare access, implementation research and human interaction with technology. Crystal received her Master of Public Health degree from the University of North Carolina at Charlotte and is a Certified Health Education Specialist (CHES ®).

They Said Yes to AI. What Happened Next? Lessons from a Probability-Based Telephone Survey Pilot

Dave Roe*[1], Adam Kaderabek[1], Randy ZuWallack[1], Josh Duell[1], Jamie Dayton[1], Anne Cosby[1], Samantha Collins[1], Autumn Houser[1], Shreyas Tirumala[2], Nishant Jain[2], Danny Leybzon[2], Brian Kitano[2]

ICF[1], Miravoice[2]

Artificial intelligence interviewers are attracting interest, but most applications have involved opt-in or convenience samples. Less is known about integrating AI into probability-based telephone surveys, where respondents must be contacted, screened, recruited, and transferred from a human interviewer to an AI agent. Our pilot examined this model using an address-based sample with matched telephone numbers in Florida and Ohio. Live interviewers screened households, recruited a selected adult, explained AI, and requested permission to transfer the respondent to an AI agent administering the full Behavioral Risk Factor Surveillance System core questionnaire.

The pilot showed that an AI agent could administer a complex health questionnaire and that respondents often evaluated the experience favorably. Among 15,000 records worked, 272 respondents received the AI offer: 154 accepted and 118 declined. Of the 137 respondents who connected, 65 completed the survey, 33 partially completed it, and 39 disconnected during the introduction. Among the 64 respondents who rated their experience on a 7-point positivity scale, the median experience rating score was a 6 out of 7. Open-ended feedback identified several positive aspects, including perceived privacy, voice quality, and efficiency. Among the 65 respondents who provided a reason for declining the transfer, the dominant theme was a preference for human interaction or an aversion to AI, followed by survey length, privacy concerns or distrust, and general disinterest.

Building on our initial feasibility assessment, this presentation examines where participation was lost, why respondents declined AI, and what the data reveal about interviewing and data-quality challenges. We distinguish attrition associated with accepting AI, completing the human-to-AI transfer, continuing after the AI introduction and consent, and progressing through the questionnaire. We also assess partial interviews and item-level data quality. Breakoffs are examined by call duration, questionnaire progress, substantive section, and response task. Response records are reviewed for nonresponse, invalid or incomplete entries, discrepancies between response text and coded values, and interactions requiring repetition or probing.

The findings illustrate both the potential and limitations of hybrid telephone interviewing. Feasibility depends not only on whether AI can administer questions, but also on respondent acceptance, handoff and consent design, questionnaire demands, data-quality controls, and organizational readiness for responsible experimentation.



Dave Roe is a Senior Survey Methodologist and project director with nearly 25 years of experience in survey science. His work focuses on designing and leading complex research studies, strengthening survey and sampling methods, and helping organizations translate rigorous research into actionable insights. Throughout his career, Dave has directed large-scale, mixed-mode research efforts and advised multidisciplinary teams on research strategy, data quality, and methodological best practices. More recently, his interests have focused on the intersection of traditional survey science and emerging technologies, including how new tools can enhance research while maintaining respondent authenticity and data quality. As a people manager and mentor, Dave is committed to advancing survey research practice, sharing lessons learned, and supporting the next generation of researchers.

Beyond "Delivered": What USPS Mail Tracking Can – and Cannot – Tell Survey Researchers

Mechelle Timmons*; Marketing Systems Group

Mail tracking has become an increasingly useful tool for managing mail and mixed-mode survey data collection. Through the Intelligent Mail barcode (IMb), researchers can obtain detailed information about how survey mail moves through the USPS network. But interpreting those data is not always straightforward. Does a "delivery" scan mean the survey invitation actually reached the household? What can researchers conclude when a mail piece stops generating scans? And why can tracking visibility differ dramatically between letters and flats?

This presentation will use real-world survey mailing examples to examine what USPS tracking data actually tell us, and where researchers should be cautious about drawing conclusions. We will follow mail pieces through the postal network, distinguish processing and anticipated-delivery events from confirmed household delivery, and demonstrate differences in tracking visibility across mail piece types.

We will also briefly examine how unique IMbs on Business Reply Mail can extend tracking to the return trip, providing advance visibility into respondent returns before completed questionnaires physically arrive. The goal is not to turn survey researchers into postal experts, but to help them make better use of data they may already have available. Attendees will leave with a practical understanding of how to interpret mail tracking reports, recognize their limitations, and use tracking information to investigate delivery problems and make better-informed field decisions.



Mechelle Timmons is Senior Director of Research Assist at Marketing Systems Group (MSG) and has more than 20 years of experience in survey operations and data collection. She specializes in mail-based and mixed-mode research, with expertise in survey production, address-based sampling mailings, USPS operations and mail tracking, incentive fulfillment, and paper survey processing. In 2017, Mechelle founded DataForce, a woman-owned data collection services company that MSG acquired in 2024. An active member of AAPOR, she has presented and taught on survey operations, postal technologies, and the practical implementation of large-scale research studies.

Self-Reported Partisan Change Over Time: Understanding Signal Versus Noise

Ryan Tully*, Alec Tyson, Megan Hendrich, Frances Barlas; 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 data from KnowledgePanel®, a probability-based online panel in the U.S. These results specifically come from a novel, large-scale longitudinal survey measuring changes in self-reported partisanship. The longitudinal survey utilizes four waves over a 12-month period and uses repeated measures of self-reported, 5-point branching PID measures to help assess if changes in aggregate and respondent-level PID result from measurement error (e.g., respondents inadvertently selecting the wrong response) or other forms of 'random noise.' In addition to self-reported partisanship, the longitudinal survey obtains perceived 'stable' political and non-political behavioral measures as a baseline for respondent measurement error.

The study further analyzes the dynamics of respondent level-shifts in PID among different partisan groups and contrasts these results with other prominent studies measuring PID, including the 2025 and 2026 Pew National Public Opinion Reference Surveys (NPORS). We utilize this data to assess the implications of self-reported partisan change on contemporary polling sampling and weighting designs.



Ryan Tully is a Senior Research Director with Ipsos Public Affairs. Within that role, Ryan specializes in polling and thought leadership studies for public release. Ryan currently oversees the Ipsos-Reuters polling program, among other polling studies. 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.

SESSION 3 PRESENTATION ABSTRACTS

Hiring Is Not Enough: Skills, Inclusion and Human Capital in North America

Arundati Dandapani*; Generation1.ca

What connects employers' workforce ambitions with immigrants' willingness to build their futures in a destination country? This paper combines perspectives from Generation1.ca's 2026 Global Industry Skills Study (GISS), Generation1.ca's immigrant community research, a public-awareness microsurvey and exploratory qualitative engagement.

GISS2026's employer sample comprises 520 respondents: 20 Generation1.ca Career Fair employers and 500 participants recruited through Unlock Surveys' B2B online panel in partnership with business associations and targeted airport outreach. Among respondents, 71% expected to hire within the next 12 months, 24% selected research technology, emerging technology, AI or automation among their top hiring skills, and 61% agreed that organizations should provide structured support for newcomer integration, despite the gap between Canadian and American employers narrowing on settlement supports offered to immigrants in the workplace.

Alongside these findings, Generation1.ca's immigrant research identifies two key associations: discrimination is associated with weaker intentions to stay, while digital and AI readiness is associated with stronger intentions to stay. A Generation1.ca microsurvey conducted through Ipsos' online KnowledgePanel revealed a gap in public awareness of workplace settlement supports for immigrants, with meaningful subgroup differences across support types.

Online qualitative pulses with immigrant jobseekers at Generation1.ca's career fair and AI-moderated conversations at its annual summer festival provided complementary perspectives on employment barriers, support needs and belonging.

This multi-method 360 degree approach connects employer priorities, immigrant experiences, jobseeker perspectives and public understanding. It asks whether professional supports are available, visible and responsive and how skills development and inclusion might strengthen intentions to remain.

Methodological discussion addresses sampling, recruitment, measurement and the role of AI moderation. The analysis distinguishes exploratory insights from population estimates, employer intentions from practices, awareness from availability, and intentions to stay from observed retention. Findings inform one another without being treated as linked observations or evidence of causation.



Arundati Dandapani, MLitt, CAIP, CIPP/C, CIPM, is Founder and CEO of Generation1.ca, a professor at Humber Polytechnic and the University of Guelph-Humber, and winner of ESOMAR's 2024 Best Paper of the Year Award for "Voicing the New Global Immigrant Realities: Empowered Insights for an Underserved Market."

Now in its 11th year, Generation1.ca is a nonprofit advancing immigrant opportunity through research-informed programs, including its six-dimension Future Ready Innovators Credential.

An author, data storyteller and Insight250 founding judge, she has advanced professional development and credentialing globally and through founding CIO and COO roles in Canada's research associations and Insights Association chapter leadership.

She created and delivered AAPOR's 2025–26 Most Popular Short Course, serves on its Executive Council and Inclusion and Equity Committee, and founded and Chairs its Global Research Affinity Group. On IAPP's Certification Advisory Board, she contributed to developing and launching its AI Governance Professional credential (the first of its kind in the world) since launch.

Learn more at www.generation1.ca.

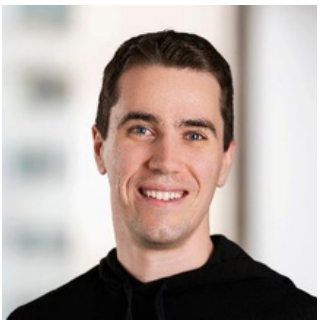
Blended Address-Based Sampling with Digital Recruitment for Small-Area Surveys

Cameron Raynor*, Jessica Weber; EveryAnswer

Good survey estimates depend on samples that resemble the population, but falling response rates and rising survey reluctance are weakening the conclusions traditional surveys can support. Address-based sampling still offers the best coverage, yet it is slow and costly for small areas such as a single county or town.

Across two cases, we test a hybrid approach that pairs address-based sampling with frame-anchored digital recruitment, where online ad targeting is tied to a real address frame to keep the recruited sample aligned with the population. For comparison, we ran a parallel opt-in online panel that relied on demographic matching alone; both samples answered the same questionnaire at the same time.

We benchmark the two designs against external population figures, and in one of the two cases against gold-standard RDD estimates, comparing them on representation and cost. The central question we pose is whether a hybrid design blending probability and non-probability sources can support reliable inferences, which turns in part on whether respondents recruited through each channel meaningfully differ.



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.

Measuring Community Well-being – One Progress Report at a Time

Lindsey Hendren*, Ph.D., Don Levy, Ph.D.; ReconMR

Similar to a conference with your child's elementary school teacher, this paper summarizes the development, fielding, analysis and utility of using public opinion research to generate community progress reports. Individual indicators assess respondents' perception of affordability, livability, opportunity and cultural assets. Having submitted the individual indicators to factor analysis, the derived four community topics are then afforded a progress score.

Data for this paper includes a national sample of over 3000 respondents as well as two multi-county samples each between 800-1000 respondents. This paper describes the individual indicators including various cost of living questions, perceived quality of life questions including issues of safety and other social determinants of health, assessments of public education, healthcare as well as opportunities to succeed and prosper both among young people and adults.

We demonstrate how communities can use this progress report, built as it is from the attitudes and opinions of its citizens, to identify specific areas of strength and challenge, compare itself to other regions and measure change over time.

In two cases, we teamed up with local stakeholders to present this progress report to both a wider group of stakeholders and to citizens in public forums. We further highlight the utility of this survey-based community progress report by describing the public response at these town hall meetings.

In so doing, this research shows how public opinion research can measure specific quality of life issues in a way that points a community towards making progress on those issues so as to address affordability, livability and opportunity for its citizens.



Lindsey Hendren, Ph.D., is a Senior Research Analyst at ReconMR with expertise in survey research, public opinion, and statistical analysis. She has experience leading research projects for governmental, nonprofit, academic, and private-sector organizations, using both quantitative and qualitative methods. Lindsey earned her Ph.D. In Political Science from the University of South Carolina. Hendren currently serves as co-chair of AAPOR's Transparency Initiative Coordinating Committee. Her work reflects a strong commitment to methodological rigor, transparency, and helping organizations better understand the people and communities they serve.

Benchmarking a Health System Community Health Needs Assessment to BRFSS: Effects on Prevalence Estimates and Priority Rankings

Rachel Carroll* Ph.D., Jason Brinkley Ph.D., Jack Tocco Ph.D., MPH, Jerald Chandy MBA MSc, Lauren Miller Ph.D., Debbie Salas-Lopez MD MPH, Mitchell Cornet MPP MHSA, Codruta Chiuzan Ph.D.; Northwell Health

Objective: To assess how respondent composition in the Northwell Health 2025 Community Health Needs Assessment Survey (NHCHNAS) influences estimates of disease burden and health priority rankings, and whether calibration weighting to a population benchmark changes those estimates. Design: Cross-sectional analytic study comparing an unweighted NHCHNAS with weighted versions calibrated by iterative proportional fitting (raking) to BRFSS demographic margins, then evaluating weighted NHCHNAS prevalence estimates against BRFSS benchmarks.

Setting: An 8-county health system service area in the New York metropolitan region.

Participants: The service area analytic sample included 12 470 NHCHNAS respondents and 12 980 BRFSS respondents.

Main Outcome Measures: Prevalence estimates for 9 health outcomes; endorsement rates and rank order for 26 community health concerns and 17 desired community changes.

Results: Raking reduced NHCHNAS-BRFSS prevalence gaps for conditions with strong demographic gradients, including arthritis (-9 percentage points), cancer (-9 percentage points), and hypertension (-5 percentage points), but widened gaps for depression, diabetes, and obesity, suggesting residual mode or instrument differences. The NHCHNAS sample overrepresented women, White respondents, Medicare enrollees, retirees, and residents of Long Island counties compared with BRFSS-weighted population estimates. Applying the same weights to community concern items changed priority rankings. Mental health remained the top-ranked concern. Diabetes concern increased by 6.7 percentage points and rose from sixth to third, whereas cancer concern decreased by 5.8 percentage points and fell from second to sixth. This reflected differential concern structure: cancer concern was concentrated among overrepresented respondents with cancer, whereas diabetes concern was high even among respondents without diabetes and was more common in underrepresented non-White communities.

Conclusions: Poststratification weighting was a feasible but partial correction for NHCHNAS composition bias. Because weighting changed both estimated disease burden and community priority rankings, health systems may benefit from benchmarking local survey findings to population-based data and reporting adjusted findings alongside raw results.



Rachel Carroll, PhD, is an Assistant Professor of Biostatistics at Northwell Health and an Adjunct Faculty member at the University of North Carolina Wilmington. Previously, she served as a quantitative researcher at the American Institutes for Research (AIR), where she applied advanced statistical methods to research in education and public policy. She earned her PhD in Biomedical Research – Biostatistics from the Medical University of South Carolina and completed a research fellowship at the National Institute of Environmental Health Sciences (NIEHS). Her research interests include spatial statistics, environmental health, survey methodology, and the application of statistical methods to complex public health and education research questions.

Evolution of Tobacco and Nicotine Risk Perceptions Among U.S. Adults: Trends Across Five Years of Product Perception and Intention Studies

Azure Steele*[1], E. Carmines[2], Z. Berensci[1], E. Larson[1], B. Seipel[1]
[1] M/A/R/C Research
[2] Chemular, Inc.,

Objectives: The U.S. tobacco and nicotine marketplace has evolved substantially with the introduction and increased availability of alternative nicotine products. This research examines trends in perceived health and addiction risks among U.S. adults aged 21 years and older across tobacco and nicotine product categories. The objective is to characterize patterns and shifts in risk perceptions across current tobacco/nicotine use profiles and evaluate their relationship with intentions to use different product categories.

Methods: Data are being synthesized from more than 20 tobacco product perception and intention (TPPI) studies conducted by M/A/R/C Research over approximately five years in support of Premarket Tobacco Product Applications (PMTAs), representing more than 75,000 study participants. Multiple reviewers are systematically abstracting findings related to perceived health risks, perceived addiction risks, and intentions to use across product categories, including cigarettes, vaping products, smokeless tobacco products, and nicotine pouches. Findings are also examined by participants' current tobacco/nicotine use profiles, including cigarette, vaping, oral nicotine, and dual/poly-product use, and by prior product experience. Results are summarized at an aggregate level without identification of individual brands or study sponsors.

Results: The synthesis will characterize areas of consistency and change in health and addiction risk perceptions across tobacco/nicotine product categories and current user profiles over the approximately five-year study period. Analyses will also examine how risk perceptions relate to intentions to use different product categories and whether these relationships vary according to participants' current tobacco/nicotine use and prior product experience.

Conclusions: Aggregating findings across a large body of TPPI research provides an opportunity to characterize how tobacco and nicotine risk perceptions have evolved alongside changes in the U.S. product landscape. Findings may help identify emerging perceptual patterns, inform interpretation of future tobacco product perception research, and support methodological considerations for the design and execution of future TPPI studies.



Azure Steele is an SVP, Commercial and Regulatory Science at M/A/R/C Research, where she leads the design and execution of commercial and regulatory research currently focusing in the tobacco/nicotine market. With over 20 years of market research experience, her tobacco and nicotine work includes Perception and Intention studies, Actual Use Studies and in-home product testing, MRTP-related claims research, and studies focused on product experience, switching, sensory experience, usability, and consumer comprehension. More broadly she brings extensive experience across a broad selection of categories aligning research objectives and endpoints with rigorous study design, execution, analysis, and reporting. Azure graduated from Penn State with B.A. degrees in Economics and Psychology and M.A. in Quantitative Methods in Social Sciences from Columbia University. Azure is based in Winston Salem, North Carolina.

SESSION 4 PRESENTATION ABSTRACTS

AI-Generated Sexual Abuse: Deepfakes, Gender Inequality, and the limits of Consent

Alviani Gibson*; George Washington University

The rise of artificial intelligence (AI)-generated deepfake pornography represents a rapidly evolving form of image-based sexual abuse that challenges traditional understandings of privacy, consent, identity, and bodily autonomy. Unlike conventional forms of nonconsensual pornography, deepfake technology allows perpetrators to create sexually explicit images and videos of individuals who never participated in or consented to the creation of intimate content. As AI tools become increasingly accessible, realistic, and easy to use, the potential for widespread exploitation has expanded, creating significant psychological, social, and legal consequences for victims. This paper examines deepfake pornography through a feminist theoretical lens, arguing that its harms extend beyond individual privacy violations and reflect broader systems of gender inequality, digital exploitation, and power.

Drawing on past research surrounding sexual privacy, image-based sexual abuse, and technology-facilitated violence, this paper explores how deepfake pornography undermines an individual's ability to control the representation of their body and identity. The analysis emphasizes Danielle Citron's conception of sexual privacy as a fundamental component of personal autonomy and human dignity, demonstrating how synthetic sexual imagery challenges existing legal definitions of privacy and consent. The paper also considers the disproportionate targeting of women and young people, highlighting incidents in schools and online communities to demonstrate the real-world consequences of this emerging form of abuse. Psychological distress, reputational damage, social isolation, and the persistent circulation of fabricated content demonstrate that the artificial nature of deepfakes does not diminish their impact on victims.

Additionally, this paper examines the limitations of existing legal and technological responses, including fragmented privacy protections, inadequate reporting mechanisms, and the challenges of removing rapidly distributed content. It argues that technological detection tools alone cannot address the cultural and structural conditions that enable deepfake abuse. Effective prevention requires coordinated legal reform, platform accountability, digital literacy, and education surrounding consent and ethical technology use. Ultimately, deepfake pornography demonstrates the need to reconsider traditional concepts of sexual privacy and consent in an increasingly AI-driven society. Addressing this issue requires recognizing synthetic sexual exploitation as a serious form of gendered violence and establishing protections that prioritize autonomy, dignity, and accountability in digital spaces.



Alviani Gibson Is a Master of Arts in Public Policy student at George Washington University with interests in social justice, gender equality, regulatory policy, and advocacy. She holds a B.A. in Women's Studies from the University of Florida and an A.A. in Criminal Justice from Indian River State College. Her undergraduate research examines AI-generated deepfake pornography as a form of gendered violence, focusing on sexual privacy, bodily autonomy, and policy reform. Through her experiences at the Child Advocacy Center and community volunteer work, she has developed skills in outreach, fundraising, and community engagement.

Evaluating the Relationship Between Perspective-Taking Methods and Affective Polarization

Ornella Minutella Garcia*; University of Houston

Many are concerned about escalating animosity between Democrats and Republicans and its effects on our political system. Finding potential remedies to polarization is therefore imperative. I ask whether people's ability to immerse themselves in the perspective of others can mitigate affective polarization. First, I compare a proxy measure of perspective-taking to measures of affective polarization from the 2020 American National Election Study (N = 4,756). Second, I conduct a within-subjects survey experiment (N = 122) that primes perspective-taking alone and in combination with a writing exercise. Across both studies I hypothesize that higher levels of perspective-taking correspond to lower levels of affective political polarization. I find that perspective-taking does not have any significant impact on mitigating affective polarization.



Ornella Minutella Garcia is an undergraduate student at the University of Houston in Houston, Texas. She is a political science major and a psychology minor. Her main area of interest is political psychology. She is a researcher for the Undergraduate Political Psychology Lab where she is conducting an additional experiment on economic anxiety, and a student fellow for the College Debates and Discourse Alliance. Ornella will graduate in May of 2027 and hopes to begin her doctoral studies in Fall 2027.

Evaluating the Value of a Multi-Frame, Multi-Mode Design: Evidence from the Colorado Health Survey

Randal ZuWallack[1], Thomas Brassell[1], Adam Kaderabeck[1], James Dayton[1], Olivia Saucier[1], Dan Simon[2]
ICF[1]
Colorado Department of Public Health and Environment[2]

Survey designers increasingly face pressure to reduce data collection costs while maintaining data quality. This study evaluates whether additional follow-up contacts and alternative modes improved the value of the 2025 Colorado Health Survey (CHS), an integrated multi-frame, multi-mode (IM²) design combining address-based sampling (ABS) and random-digit-dial (RDD) cell phone sampling. Cases were classified into matched, unmatched ABS, and unmatched RDD groups and recruited through different combinations of mail push-to-web, computer-assisted telephone interviewing (CATI), and text-to-web follow-up. After each contact, cumulative survey weights were recalculated and estimates were compared using cost per complete, cost per effective complete, weighting design effects, and changes in weighted health estimates.

Additional mailings increased cost only modestly and produced small improvements, suggesting diminishing returns after one or two mailings. CATI was substantially more expensive but produced the largest changes in weighted estimates, particularly for uninsurance and smoking. These shifts moved estimates closer to external benchmarks and were driven largely by the unmatched RDD group, which captured respondents underrepresented in the initial mail phase. Text-to-web was the least expensive follow-up effort and yielded smaller additional gains.

The findings show that the lowest-cost design is not necessarily the best value for population inference. In CHS, the main benefit of the IM² design was not simply the addition of more contacts, but the ability to recruit unmatched population segments through both mail and phone-based follow-up, with the unmatched RDD component reaching respondents underrepresented in the initial mail phase. Evaluating survey designs by cost per complete alone may therefore understate the value of more expensive follow-up efforts that improve representation and alter substantive estimates.



Randy ZuWallack is a Senior Statistician at ICF with 30 years of experience in survey research and applied statistics. His work focuses on complex survey design, sampling, weighting, nonresponse, and methods for evaluating and improving survey data quality. He has particular expertise in developing cost-effective survey designs that balance statistical efficiency with the risks of nonresponse and coverage bias. His recent research examines integrated multi-frame, multi-mode survey designs and the value of combining address-based and RDD sampling with web, telephone, and text-based data collection.

Positive childhood experiences by source among sexual and gender minority adults in Japan: a nationwide internet survey

Akemi Hara, Department of Biostatistics, University of North Carolina at Chapel Hill
Haiyan Yue, Department of Biostatistics, University of North Carolina at Chapel Hill

Introduction: Positive childhood experiences (PCEs) predict better adult mental health, but they are usually treated as a cumulative total. Two children can report the same number of PCEs but differ in where they came from: some are supplied by families and schools, others found outside them. This distinction may matter most for sexual and gender minority (SGM) people, among whom family rejection and school victimization are well documented, yet no national PCE data exist in Asia.
Methods: We analyzed the 2025-26 wave of the Japan COVID-19 and Society Internet Survey (JACSIS), a nationwide survey of Japanese adults. After exclusions, 20,956 adults remained, including 1,560 (7.4%) meeting the SGM definition. Nine retrospective PCE items were assigned before analysis to a family- and school-based domain (five) and a self-sourced domain (three). Outcomes were lifetime suicidal ideation and lifetime mental-health service use. Because classifying a small self-reported minority is vulnerable to careless responding, we weighted respondents by a probability of genuine SGM membership estimated from 45 held-out items. Negative and positive controls tested the correction. Models adjusted for age, sex at birth, education, income, and region.
Results: Family- and school-based PCEs were less common among SGM adults (corrected adjusted odds ratio 0.74, 95% CI [0.68, 0.80]), whereas self-sourced PCEs were more common (1.21 [1.11, 1.32]). The domain contrast was 1.64 [1.52, 1.76]. This contrast was larger among gender-diverse respondents (1.91 [1.65, 2.21]) than among those classified by attraction alone (1.55 [1.43, 1.68]). However, their self-sourced PCEs only reached parity with the reference group (1.02 [0.87, 1.21]), against 1.27 [1.14, 1.40] in the attraction-only subgroup. Lifetime suicidal ideation (1.29 [1.15, 1.43]) and mental-health service use (1.53 [1.34, 1.73]) were also more common. Within the SGM group, a place or group outside home and school was associated with lower odds of ideation (0.71 [0.52, 0.93]).
Conclusion: The PCE deficit among SGM adults was confined to experiences supplied by families and schools; a cumulative score conceals this source-specific pattern. The deepest institutional deficit occurred among gender-diverse adults without a corresponding excess of self-sourced protection. Programs based on apparent self-reliance may therefore miss those with the greatest unmet institutional need.



Akemi Hara is a graduate student in Biostatistics at the University of North Carolina at Chapel Hill. Her research spans population health, statistical genetics, and neuroimaging. She studies health disparities and the long-term effects of social and early-life experiences using large population-based datasets, while also developing and applying statistical approaches to high-dimensional brain imaging and genomic data, including analyses of cortical, subcortical, and voxel-level phenotypes.



Haiyan Yue is a Master of Science student in Biostatistics at the University of North Carolina at Chapel Hill. She studies statistical methods for population-based data, with a focus on complex sampling, weighting, and missing data, and is interested in how early-life experiences shape long-term health and well-being.

When Evaluation Requires Flexibility: Using Explanatory Sequential Mixed Methods to Determine an Ideal Direct Care Training Length to Bolster West Virginia's Workforce

Lena Stevens*, PhD, Natalie Wilson, MPA, Myia Welsh*, MSW, Rebecca Gillam, MSW, PhD; Health Affairs Institute, West Virginia University

West Virginia is experiencing a shortage of Direct Care Professionals (DCPs), a critical workforce providing hands-on support to help people remain in their homes. Based on recommendations from a statewide taskforce led by AARP WV, the West Virginia Department of Human Services, Bureau for Medical Services, initiated a Direct Care Workforce Training Surge. This training surge aimed to train up to 800 DCPs over two years (2024 and 2025), while optimizing the training through evaluation, leading to a more prepared and confident workforce. This paper highlights the details and importance of a flexible mixed methods approach utilized to determine an ideal training length during the first eight months of the training surge (the pilot phase). The evaluation applied an explanatory sequential mixed methods design; the flexibility inherent in the approach allowed evaluators to pivot when necessary to improve data collection. West Virginians can be considered a "hard-to-reach" population as the state is fully within the Appalachian region and residents live in predominantly rural areas with potentially limited transportation and connectivity services; potential DCPs, the target audience for the training, are situated within this environment and therefore, a flexible design was crucial to ensure all voices were heard when making training length recommendations.



Dr. Lena Stevens is a Clinical Research Program Manager at the Center for Health Outcomes and Interdisciplinary Research (CHOIR) at Massachusetts General Hospital. She currently manages a Patient-Centered Outcomes Research Institute (PCORI) funded study comparing two evidence-based group behavioral interventions designed to reduce caregiver strain among individuals caring for a person living with dementia. Prior to joining CHOIR, Dr. Stevens served as a Research Specialist at the West Virginia University Health Affairs Institute, where she conducted mixed methods research across a variety of health services and public health initiatives. She also worked as a Clinical Research Associate at The James Comprehensive Cancer Center at The Ohio State University, examining physician, patient, and caregiver perspectives and experiences related to pancreatic cancer treatment. Dr. Stevens holds a PhD in Public Health and a Master of Human Resources Management from The Ohio State University, as well as a Bachelor of Business Administration from Kennesaw State University.



Myia Welsh is a Project Director at the West Virginia University Health Affairs Institute, where she leads teams working to take on the biggest health challenges facing West Virginia communities. For 20 years she has designed and conducted program evaluation efforts in collaboration with community organizations, government agencies, and charitable foundations. Specializing in mixed-methods frameworks, community-based health interventions, and evaluation utilization, Myia focuses on delivering accurate data to decision-makers to shape smart public policy and improve real-world health outcomes.

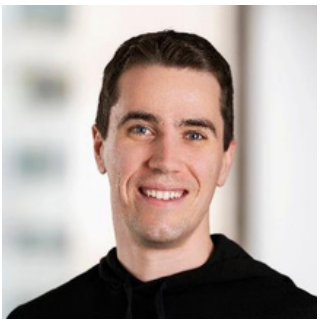
Reddit as a Survey-Recruitment Channel: Targeting Capabilities and Sample Composition

Cameron Raynor*; EveryAnswer

Online opt-in recruitment through digital advertising is a standard component of survey design, yet the empirical literature is dominated by a few platforms, principally Meta and Google. Reddit remains comparatively unexamined as a recruitment channel, despite offering a capability those platforms lack: targeting at the level of communities (subreddits) organized around specific interests. Its reach and the composition of the respondents it yields are not well characterized.

We present a research-and-development study characterizing Reddit advertising as a recruitment channel. Two instruments are fielded in parallel U.S. and Canadian versions: a general-population political poll and a niche survey on wearable health devices. Each is evaluated on two equally weighted outcomes: the demographic composition of completers, benchmarked against population and survey references, and relative cost-per-incidence (CPI).

We report exploratory findings from the design and early fielding, including Reddit's targeting affordances, with particular focus on interest-based targeting, and the construction of national, regional and cluster-based frames, highlighting where Reddit complements established channels and where added controls are needed.



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.

Keynote Address

The Future of Survey Methodology and Data Science

Frauke Kreuter, Ph.D.; Professor of Statistics and Data Science at Ludwig Maximilian University of Munich, Joint Program in Survey Methodology faculty member at the University of Maryland

Explore the evolving landscape of survey methodology and data science with Dr. Frauke Kreuter, a leading expert in the field. This virtual keynote examines developments in survey research, official statistics, digital trace data, and data integration, highlighting emerging methodological challenges and opportunities. The session considers how advances in technology and data science are shaping the future of survey research and informing new approaches to data collection, integration, and analysis.



Dr. Frauke Kreuter is an internationally recognized leader in survey methodology, statistics, and data science. She is Professor of Statistics and Data Science at Ludwig Maximilian University of Munich and serves on the faculty of the Joint Program in Survey Methodology at the University of Maryland. Her research spans survey methodology, official statistics, digital trace data, data `integration, social data science, and the intersection of survey research with emerging technologies.

An elected Fellow of the American Statistical Association and recipient of the American Association for Public Opinion Research's Warren Mitofsky Innovators Award, Dr. Kreuter has made foundational contributions to advancing the use of new data sources and analytical methods in the social sciences. She is also Co-Director of the Social Data Science Center at the University of Maryland, founder of the International Program for Survey and Data Science, and co-founder of the Coleridge Initiative, a nonprofit dedicated to improving secure access to data for evidence-based policymaking and research.

As one of the field's most influential scholars, Dr. Kreuter brings a unique perspective on the future of survey and data science research, making her keynote an exciting opportunity for SAPOR attendees to explore emerging challenges and innovations shaping the profession.

SESSION 5 PANEL DISCUSSION

Invited Panel

Integrating Quantitative and Qualitative Approaches in Mixed-Methods Research

Moderator

Doug Currivan, RTI International



Doug Currivan is a Senior Director of Applied Social Sciences at RTI International. His primary areas of survey methods expertise are developing and testing survey questionnaires, designing multimode surveys using address-based sampling (ABS) frames, developing plans to maximize response rates, and measuring sensitive behaviors using computerized self-administration methods. He has authored or coauthored peer-reviewed journal articles on methodological issues including extending the coverage of ABS frames, comparing random-digit-dialing (RDD) to ABS methods for telephone data collection, and using audio computer-assisted self-interviewing methods in surveys of youth. He is an associate editor for the journal Survey Practice and recently co-edited a special issue on mixed methods research integrating of quantitative and qualitative data. He teaches Data Collection Methods in Survey Research for the Odum Institute at the University of North Carolina.

Panelist

Jessica Sperling, Ph.D., Duke University's Social Science Research Institute (SSRI)



Jessica Sperling, PhD, is a sociologist and Director of Applied Research, Evaluation, and Engagement (AREE) at Duke University's Social Science Research Institute (SSRI), as well as an Assistant Professor in the Duke University School of Medicine. She leads a team of applied researchers and evaluators who partner with university, healthcare, government, and community organizations to conduct research and evaluation that informs decision-making, strengthens programs and partnerships, and advances real-world impact. Her work spans public health, healthcare, education, and community-engaged initiatives, with particular expertise in mixed-methods research, program evaluation, and participatory and community-engaged approaches. She also teaches applied research and evaluation methods at the undergraduate and graduate levels. Through her work, she seeks to connect rigorous social science methods with practical needs, supporting the generation and use of evidence to guide learning, improvement, and strategic action.

Panelist

Myia Welsh, Ph.D., West Virginia University, Health Affairs Institute



Myia Welsh is a Project Director at the West Virginia University Health Affairs Institute, where she leads teams working to take on the biggest health challenges facing West Virginia communities. For 20 years she has designed and conducted program evaluation efforts in collaboration with community organizations, government agencies, and charitable foundations. Specializing in mixed-methods frameworks, community-based health interventions, and evaluation utilization, Myia focuses on delivering accurate data to decision-makers to shape smart public policy and improve real-world health outcomes

Invited Panel (Continued)

Panelist
Lena Stevens, Ph.D., Center for Health Outcomes and Interdisciplinary Research (CHOIR), Massachusetts General Hospital



Dr. Lena Stevens is a Clinical Research Program Manager at the Center for Health Outcomes and Interdisciplinary Research (CHOIR) at Massachusetts General Hospital. She currently manages a Patient-Centered Outcomes Research Institute (PCORI) funded study comparing two evidence-based group behavioral interventions designed to reduce caregiver strain among individuals caring for a person living with dementia.

Prior to joining CHOIR, Dr. Stevens served as a Research Specialist at the West Virginia University Health Affairs Institute, where she conducted mixed methods research across a variety of health services and public health initiatives. She also worked as a Clinical Research Associate at The James Comprehensive Cancer Center at The Ohio State University, examining physician, patient, and caregiver perspectives and experiences related to pancreatic cancer treatment.

Dr. Stevens holds a PhD in Public Health and a Master of Human Resources Management from The Ohio State University, as well as a Bachelor of Business Administration from Kennesaw State University.

Panelist
Lindsey Hendren, Ph.D., ReconMR



Lindsey Hendren, Ph.D., is a Senior Research Analyst at ReconMR with expertise in survey research, public opinion, and statistical analysis. She has experience leading research projects for governmental, nonprofit, academic, and private-sector organizations, using both quantitative and qualitative methods. Lindsey earned her Ph.D. In Political Science from the University of South Carolina. Hendren currently serves as co-chair of AAPOR's Transparency Initiative Coordinating Committee. Her work reflects a strong commitment to methodological rigor, transparency, and helping organizations better understand the people and communities they serve.

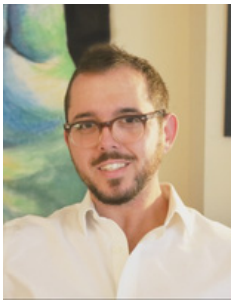
SESSION 6 PRESENTATION ABSTRACTS

Comparing Error in Estimates of Election Turnout Across Modes Using Official Voter Records: Live-Text Versus Web Surveys

2026 JAMES W. PROTHRO QUANTITATIVE STUDENT PAPER WINNER

Anthony Garove*; University of Maryland

Interviewer-administered surveys elicit more socially desirable responding than self- administered surveys across a range of topics. Recent research on emerging smartphone-based survey modes has compared live-text and web modes on response rates, accuracy of survey estimates, and representativeness of the sample, with no study to date comparing socially desirable responding across the two modes. On one hand, the presence of an interviewer in live-text surveys may lead to greater socially desirable responding relative to web. On the other hand, interaction with a live interviewer may increase respondents' sense of accountability and conscientious responding. However, interviewer presence is relatively low in live-text surveys relative to interviews administered by voice or face-to-face, potentially making either effect modest. We address this research gap using two nationally representative survey experiments of U.S. voters fielded in August and November 2025 in which sampled units from a common sampling frame were recruited by text and randomly assigned to live-text or web modes. We compared respondents' self-reported turnout in the 2024 U.S. presidential election with official voting records to construct a validated measure of reporting accuracy and decomposed the error in each mode's estimate of turnout into nonresponse and measurement components. Comparing the error across modes revealed measurement error was significantly lower in live-text than web in the second experiment, with validated nonvoters less likely to overreport turnout in live-text. Our findings suggest that the presence of a live interviewer in text-message surveys does not appear to increase socially desirable responding and might lead to more disclosure of sensitive information.



Anthony Garove is a Ph.D. candidate in Survey and Data Science at the University of Maryland, Joint Program in Survey Methodology. As a Research Fellow at Survey 160, he conducted research on sources of error in survey estimates of election turnout across live-text and text-to-web modes, which received the James W. Prothro Student Paper Award (Quantitative). Anthony's dissertation research examines the effect of requests for external data linkage consent on socially desirable responding, missing data, and subsequent panel survey participation. He has also co-authored methodological research on mobile app-based data collection for evaluating public transit in Baltimore, MD; was a Data Science for Social Good Fellow at LMU Munich, where he developed visitation forecasting models for the Bavarian Forest National Park; and has held senior research positions in market research and program evaluation.

Democratic Responsiveness to Whom? Comparing Policy Responsiveness to Active Voters, Registered Voters, and the General Population

JAMES W. PROTHRO STUDENT PAPER COMPETITION HONORARY MENTION

Marc Etter*; Duke University

Although democratic theory suggests that policy responds to voters, empirical studies of responsiveness in the US states measure responsiveness to the general population. We ask, to what extent does responsiveness to voters differ from responsiveness to the general population? Using multi-level regression and post-stratification, as well as data from the Cooperative Election Study, a national voter file, and the American Community Survey, we test whether the relationship between state policies and public opinion differs between 2020 voters, registered voters, and the general population. Our opinion estimates indicate that both types of voters are significantly more conservative than the general population. Voters exhibit greater variance in their opinions than do the general population, and the conservative bias in policies relative to public opinion is greatest among the general population and smallest among 2020 voters.



Marc Etter is a first-year Political Science Ph.D. student at Duke University whose research focuses on public opinion, democratic responsiveness, and policy feedback. With his background in computer science and applied statistics, he uses statistical modeling in order to draw inferences about how public opinion varies across time, regions, and demographics. His work involves Census data, voter files, national surveys, and micro-level estimates of public opinion in order to examine questions including how broadband shapes racial attitudes and how policy responsiveness differ between publics. He is broadly interested in computational social science, as well as causal inference and survey experiments.

Justifying "Old Elitism" as Meritocratic: Neutralizing the Institution and Sentimentalizing Membership Among White Debutante Ball Participants

2026 JAMES W. PROTHRO QUALITATIVE STUDENT PAPER WINNER

Anna Shelton-Ormond*; University of North Carolina at Chapel Hill

Elites often exhibit unease when acknowledging their status and justify their belonging in elite institutions by invoking meritocratic features, like openness and diversity, opportunities for betterment, and evaluations of individuals' achievements. Despite this clear "new elite" ethos, certain contemporary elite institutions remain characterized by "old elite" features, like maintaining explicit social and economic boundaries, centering leisure and opulence over skill-building or altruism, and favoring family lineage. How do elites experience unease and engage with meritocratic notions as they seek to justify their participation in such institutions? To address this, I examine accounts from participants of the North Carolina Terpsichorean Club debutante ball, a statewide annual presentation of young women to their elite community by a father-figure. This ball is majority-White, expensive to join, non-charitable, and invitation-only based on family lineage and social ties.

Through twenty-two in-depth interviews with fifteen debutantes and seven non-debutante participants, I find interviewees are uneasily aware of the ball's "old elite" features of exclusivity, frivolity, and entitlement. However, rather than arguing this is problematic for meritocracy, they reframe the ball as socio-economically inconsequential (i.e., "neutralize the institution") and themselves as morally motivated by familial loyalty (i.e., "sentimentalize membership"). This suggests that elites can leverage the very features that appear to conflict with meritocracy to uphold institutions and their own participation as meritocratically sound. Such strategies underscore the latitude elites enjoy in justifying institutions that reproduce their status and may help explain the persistence of "old elite" institutions today.



Anna Shelton-Ormond is a doctoral candidate in sociology at UNC-Chapel Hill, originally from eastern North Carolina. She uses qualitative methods to study perceptions of stratification and distributive justice, particularly among those in the top strata of society. Her dissertation project, currently underway, combines in-depth interviews, ethnography, and archival research to examine how "rooted in place" Southern families with historical advantage remember their family's role in their community's history. Anna has won awards for both her research and teaching, and the paper she is presenting at SAPOR is forthcoming in Qualitative Sociology. When she's not conducting research or teaching sociology to undergrads, Anna can be found spending time with family, hosting a movie night with friends, walking her dog, or listening to WUNC's podcast *The Broadside*.

How "Time-Out" Is Discussed on Social Media: Understanding Parenting Experiences and Meaning-Making on Reddit

JAMES W. PROTHRO STUDENT PAPER COMPETITION HONORARY MENTION

Yexinyu (Yolanda) Yang*; University of North Carolina at Chapel Hill

Time-out (TO) is an evidence-based parenting strategy that remains contested in public discourse. This study examined how TO is understood and discussed in naturally occurring conversations on Reddit. We conducted a reflexive thematic analysis of 349 posts and 169 TO-related comments collected from 12 parenting subreddits. Seven themes captured how users made sense of child behavior, experienced parenting pressure, negotiated TO within their parenting values, navigated challenges implementing TO, experienced and internalized judgment, managed their identities as caregivers, and used Reddit for advice and support. Findings suggest that engagement with TO extends beyond whether the strategy "works" and reflects an iterative process shaped by parenting values, emotions, lived experiences, and social contexts. Understanding these processes may help researchers and clinicians better support how caregivers interpret, adapt, and integrate evidence-based parenting strategies into everyday family life.



Yexinyu "Yolanda" Yang is a Clinical Psychology PhD candidate at the University of North Carolina at Chapel Hill, currently completing her clinical internship at UNC School of Medicine. Her research lies at the intersection of caregiving and digital mental health, with a focus on leveraging innovative technologies to develop personalized and equitable behavioral interventions. Clinically, she is passionate about delivering tailored, evidence-based care that addresses the unique psychosocial needs of patients with chronic and complex medical conditions and their caregivers. She is also actively engaged in professional service and leadership across national organizations, including the American Psychological Association Science Committee, the Society for Digital Mental Health's Health Equity Special Interest Group, and the Association for Psychological Clinical Science Open Science Committee.

ACKNOWLEDGEMENTS

Thank you so much to our 2026 volunteers!

Dakisha Locklear, RTI International

Mandee Lancaster, RTI International

Jason S Brinkley, Northwell Health

Luna Vanaman, The Odum Institute

Dave Roe, ICF

Thank you to all our 2026 SAPOR Fall Conference Sponsors!

We couldn't do this without you.

We'd 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.

SAPOR SPONSORS

SAPOR gratefully acknowledges the following organizations whose support makes the conference possible.

PLATINUM SPONSOR

NPC®
www.npcweb.com

GOLD SPONSORS

miravoice

ICF

@ every answer

MEAL SPONSOR

Survey 160

STUDENT SPONSOR

Survey Tester

SOCIAL SPONSORS

Marketing Systems Group

NOOR IN RESEARCH

ReconMR Reconnaissance Market Research

SIENA RESEARCH INSTITUTE

STUDENT PAPER COMPETITION SPONSOR

The University of North Carolina at Chapel Hill — Odum Institute for Research in Social Science

SUPPORTING SPONSOR

Supporting SAPOR since 2012

DOCUSOURCE
Data-Driven, Print, Mail, & Branded Merch Solutions

THE METHOD

Why text messaging?

Survey 160's purpose-built SMS survey technology bridges a gap between expensive telephone interview methods and online panel interview methods, which often struggle to reach particular populations of interest. These target audiences may include small geographies, defined segments of a population such as key demographic groups, or experimental treatment and control groups.

We reach these audiences either with **interactive live interviewer surveys**, where interviewers and respondents text questions and answers back and forth, or with **text-to-web surveys** for longer interviews.

Text message interviews use list-based sampling and lower costs by allowing individual interviewers to conduct simultaneous interviews of many respondents. Our data collection services have been used for **short tracking surveys**, **panel recruitment**, **measurement in field experiments**, and **other targeted surveys**.

1.7M+

completed interviews across academic, political, corporate, media, and government use cases

In continuous use since

2018

END CLIENTS HAVE INCLUDED

- Academic survey research organizations
- Multiple presidential campaigns
- Numerous Fortune 100 companies
- The election night Voter Poll
- CNN and other media outlets

THE DIFFERENCE

Why Survey 160?

We are a research organization, not a text messaging company. That distinction shows up in three ways.

Built for researchers

Our software is designed not only to send messages but to interview respondents, with skip logic, stratified sampling, quota management, and API integration with web survey platforms. A global permanent opt-out list ensures we are not texting hostile respondents.

Research-friendly pricing

Instead of cost-per-segment, we offer fixed cost-per-completed-interview quotes or pricing per record contacted, both including text costs, texting labor, and other services. We also offer sampling, weighting, and management of other modes of respondent contact.

Research-proven best practices

We run an always-on research program that fine-tunes our best practices. We regularly share internal research at scholarly and professional conferences, and on our blog and newsletter at **survey160.com/read-the-blog**.

NEWSLETTER

Get our research in your inbox.

Scan to sign up for findings from our methods research.

Questions, suggestions, or interested in using the tool?

info@survey160.com

survey160.com

Survey Tester

www.SurveyTester.com

Key Benefits of SurveyTester

Automation

SurveyTester streamlines the time-consuming aspects of the survey QA process and identifies technical issues such as missing images. While AI doesn't yet support full automation of the process, we are continuously integrating more AI features into our product.

Streamlined Manual Work

When manual intervention is necessary, SurveyTester provides a structured environment that minimizes your team's workload. Designed specifically for survey projects, it centralizes all information, keeping it secure and accessible.

Visual Insights

SurveyTester offers powerful visualization tools that highlight exactly where issues arise in your surveys. It presents a condensed view of survey functionality, allowing users to easily identify and address problems.

Continuous Team Improvement

By tracking a variety of data during project testing, SurveyTester helps your team identify strengths and weaknesses, facilitating continuous improvement over time.

Identify Connect & Engage

Marketing Systems Group



With Research Respondents

We offer an integrated, versatile ecosystem of data and technology platforms that support your research projects from start to finish.

Sampling Frames

Choose from multiple industry-leading sources, online and offline - phone, ABS.

Custom Panels

Target prospective groups. Identify, screen, and gather suitable members into research panels.

Digital Engagement

EveryAnswerblends probability-based research methods with targeted digital outreach, enabling broader audience engagement while maintaining strong data quality and methodological rigor.

Data Enhancements

Enrich your frames via auxiliary variables: demographic, behavioral, and segmentation data, along with cell, landline, and email.

Research Assist Services

Printing &Mailingofpushtoweb surveys, paper survey packets, panel recruitment, incentive handling and more.

Statistical Consulting

Expertsin weightingandcalibrating probability and nonprobability samples, with support for sample design evaluation and advanced analytics.

Our Products

everyanswer | GENESYS | PreVision | Research Assist | ARCS | Data FORCE

DATA COLLECTION STAFFING

NOOR IN RESEARCH

Areyou seekinghigh-qualitydatacollectionstaffforyour research projects?

With over 20 years of experience supporting data collection with staffing and HR solutions, Noor in Research is able to find the people you need to reach your objectives.

We understand the industry inside and out, with intimate, time-tested knowledge and a rich database of candidates to deliver a customized talent acquisition strategy that employs a specialized focus to ensure you're receiving the best of the best.

Noor has experience staffing for:

- Federal, State or Local Government
- Public Service Agencies
- Private Sector Organizations

SOCIAL SCIENCE RESEARCH

Gain clarity and confidence in your social science research with expert data collection staff. Our talent network is ready to help you reach your goals.

POLITICAL CANVASSING & CALL CENTERS

Our experience providing remote and exit poll interviewers means we are uniquely qualified to meet your political research needs.

MARKET RESEARCH & INTERCEPT

Whether your project requires telephone interviewers, short-term intercept, or long-term field interviewers, Noor in Research has you covered.

ASSOCIATIONS WE ARE A PART OF:

AAPOR SAPOR QUIRK'S MEDIA insights ASSOCIATION





Alan Zdanowski
azdanowski@noorstaffinggroup.com
(919)-689-5344



Emily McLaughlin
emclaughlin@noorstaffinggroup.com
(919)-689-8623

Most Trusted Provider of Public Opinion Research

ReconMR
Reconnaissance Market Research
SIENA RESEARCH INSTITUTE

We leverage innovation and proven research methods to produce representative and reliable survey research results, time and time again. Over 30 years of data collection experience combined with our analytics and insights capabilities make us the ideal research partner.

GALLUP

Exclusive US telephone data collection provider for The Gallup Poll

ICF CDC

130,000+ of BRFSS statewide and county telephone survey research hours per year

The New York Times
The Upshot

Ongoing partnership with The New York Times for the Upshot Poll

- Multimodal Data Collection
- 750+ CATI Stations
- Online
- Phone
- Mail
- SMS
- SOC2 & HIPAA Compliant

AICPA SOC2

HIPAA CERTIFIED

AAPOR Transparency Initiative

AUSTIN • HOUSTON • CORPUS CHRISTI • SEATTLE • LOS ANGELES • CHICAGO • NEW YORK

RECONMR.COM | INFO@RECONMR.COM | 877-RECONMR

The University of North Carolina at Chapel Hill

Odum Institute for Research in Social Science

Providing world-class education, consultation, training, and services, for ethical and rigorous social research

Follow Us

Research support

- Qualitative Research
- Quantitative Research Mixed
- Methods
- Survey Research
- Qualtrics Technical Support
- Data Analysis

Short Courses

Odum advances social science research through education and training with 100+ short courses on a range of topics in the social and behavioral sciences.

More than 2,250 participants, including UNC undergraduate and graduate students, faculty and staff, attend our short courses annually. A number of courses are also open to researchers from not-for-profit organizations, government agencies, and corporations.

Certificate in Survey Science

The Odum Institute's graduate Certificate in Survey Science (CSS) teaches students and working professionals specialized skills in survey design, data collection methods, data analysis and reporting.

oduminstitute@unc.edu

DOCUSOURCE

Data-Driven, Print, Mail, & Branded Merch Solutions

Part of bayard PRINTING GROUP

ONE PARTNER. ENDLESS POSSIBILITIES.

From concept to delivery

Our Core Services

Business Consultation,
Project Management

Digital & Offset

Precision & Variable Printing,
Mailing Solutions,
Research Posters

Data Management & Processing

Branded Merch,
Company Stores

eCommerce Solutions,
Warehousing,
Fulfillment

Full-Service Advertising,
Marketing Solutions

www.docusourceofnc.com

WOMEN OWNED

HIPAA COMPLIANT

NIST SP 800-53 Revision 5