

ANNUAL REPORT

January 1-December 31, 2021



20 YEARS
UNF

Public Opinion
Research Lab

Est. 2001

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PORL's Mission

The mission of the Public Opinion Research Lab (PORL) is to conduct research that contributes to the knowledge and understanding of salient social, economic, political, and health issues.

PORL aims to provide a public service by informing our clients and policymakers of public opinions, offering experiential learning to students, and producing research of the highest caliber of academic integrity.

Message from the Faculty Director



In 2021 PORL celebrated twenty years since its inception, and I couldn't be more proud of how far we've come.

It wasn't the most action-packed year. No one thought we'd still be dealing with COVID almost two years later, and its disruptions have been difficult for the whole world--PORL is no exception.

But this time has pushed us and given us the opportunity to get better at what we do, and to explore new ways to engage and serve the community. From utilizing video analytics software to building our own online panel of Florida residents, we've continued to develop and expand our methodologies and resources.

Our student interviewers continue to be a source of pride and inspiration. Their resilience and continued dedication through these difficult times have kept our doors and phone lines open. Not only did they work hard, they even managed to have some fun doing it.

PORL owes its continued success to the dedicated and hardworking students, staff, and community members that make our work possible. I look forward to another 20 years of providing salient, reliable, nonpartisan research. Thanks for taking our surveys!

Dr. Michael Binder, Faculty Director

About PORL

The Public Opinion Research Laboratory (PORL) is a full-service survey research facility that provides tailored research to fulfill each client's individual needs. Our top priority is to produce reliable data through carefully executed research in order to provide our partners and policymakers with independent, non-partisan information directly from their clients and constituents. Since its opening in March of 2001, PORL has conducted over 240 public opinion surveys and its services include consulting, questionnaire design, population sampling, data collection, analysis, and a full, detailed report of charted results as well as a written description of findings.

PORL is a proud member of the American Association for Public Opinion Research (AAPOR)--the most highly recognized organization for public opinion research and research professionals. PORL is a Charter Member of the AAPOR Transparency Initiative, which seeks to improve the transparency of methodology and survey-based findings amongst research organizations. We are also a member of the Association of Academic Survey Research Organizations (AASRO), which is comprised of over 60 academic survey centers.



Dr. Michael Binder, Faculty Director

Dr. Binder is a professor in the Department of Political Science and Public Administration at UNF. He is responsible for overseeing PORL's entire survey process. He received his Ph.D. from the University of California, San Diego in 2010. Dr. Binder's research interests include American politics and voter decision-making.



Andrew Hopkins, Assistant Director

Andrew manages operations at PORL, including assessing client needs, establishing a sampling plan, software programming, data collection and the analysis process. He received his MPA with a focus in Local Government in 2013 from UNF.



Joseph Hyder, Coordinator

As PORL's coordinator, Joseph oversees interviewer logistics. He is responsible for the hiring, training, scheduling, and payroll of PORL's student interviewers. Hyder graduated from the University of Tennessee College of Law in 2006.



Eva Sonnenberg Matthews, Research Coordinator

Matthews is an adjunct professor in the Department of Political Science and Public Administration. She is responsible for report writing and data analysis for clients, as well as grant writing for PORL projects. Matthews received her BA in Political Science from UNF, as well as a Masters in Public Administration with a concentration in Public Policy in 2021.

Interviewer Spotlight

2021 Caller of the Year: Bojana Vukovic

Bojana has been with PORL since January of 2020. She was born and raised in Serbia, where she finished both her primary and secondary education. After being awarded a scholarship to attend a high school in Wyandotte, Michigan, she decided to come back to the United States to attend UNF. Bojana is pursuing a B.S. in Psychology with a particular interest in clinical psychology, psychotherapy and psychoanalysis. She expects to graduate in 2023.

Right: Bojana accepts her award remotely (presented by Dr. Michael Binder) from her study abroad program in Cardiff, Wales.



PORL Interviewers: By the Numbers



\$123,225 Earned by UNF Students



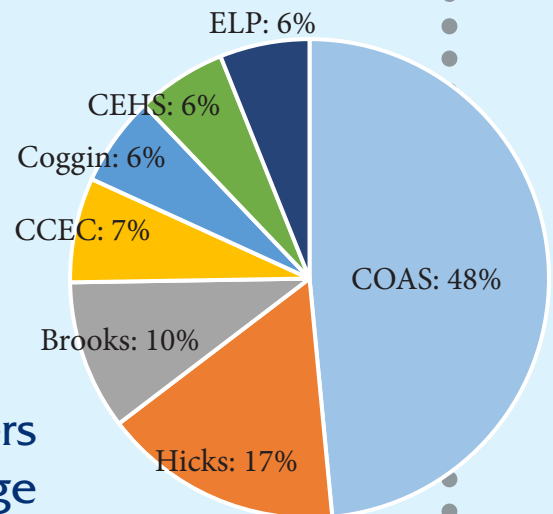
121 Student Interviewers



13 International Student Interviewers



20 Honors College Interviewers



Student Interviewers By College



Testimonials

The **best** thing about working at PORL is...

I get to speak to all different kinds of people and learn a lot about what is happening around my community & surrounding areas.
- Kashiva Gordon, Criminal Justice

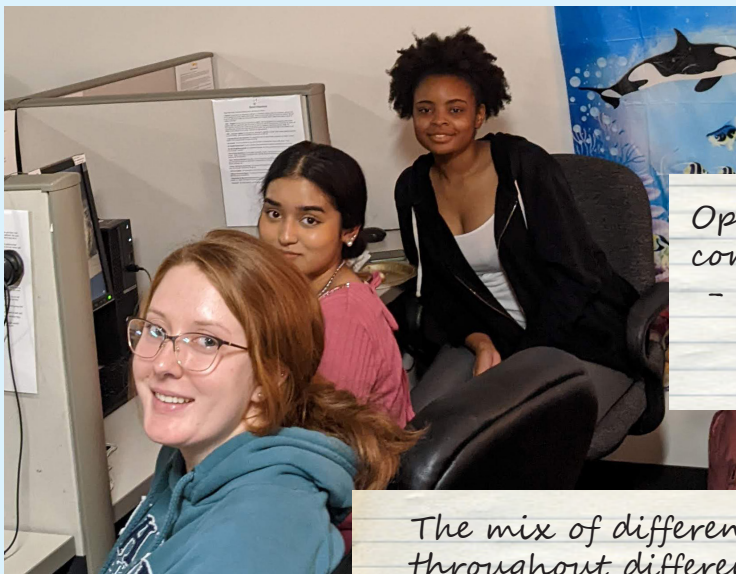
Having a very flexible work schedule and the people.
- Gabriel Santiago, Biology

The work environment is very welcoming and the flexibility helps focus on school.
- Isaac Gaeta, Social Work



Making new friends and getting to experience different types of projects.
- Megan Dankert, Communications

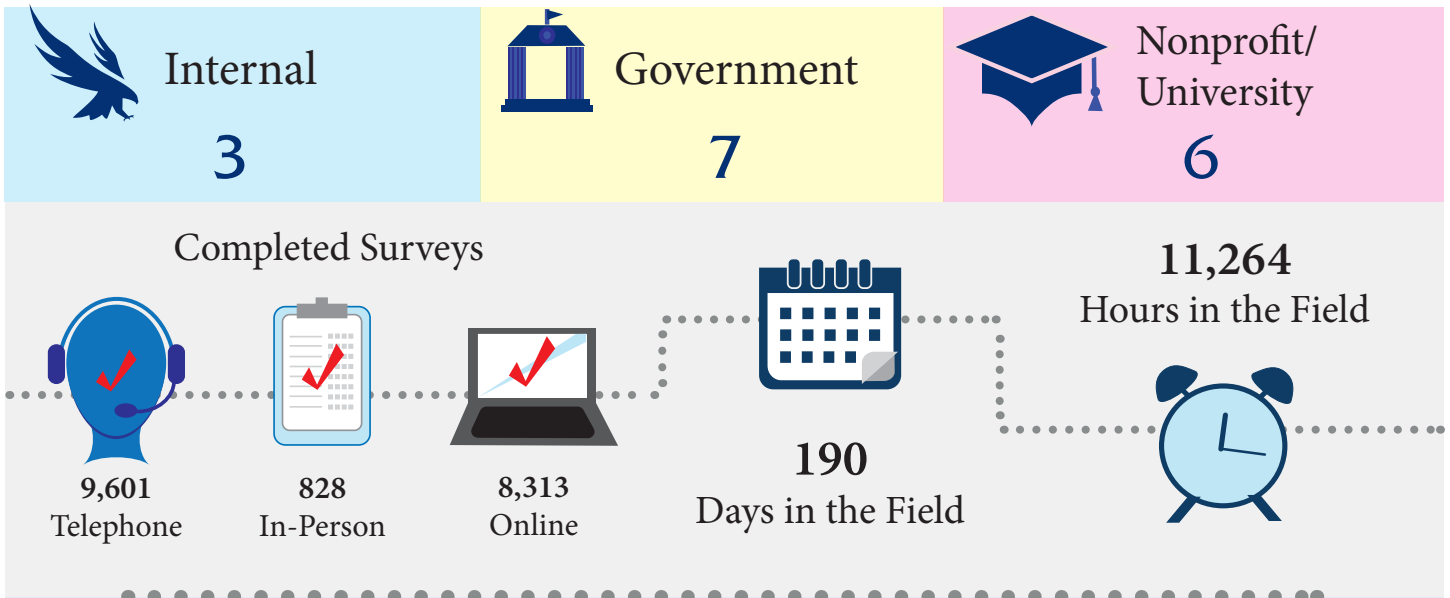
Flexible hours, convenience on campus, great pay.
- Samantha Brunjes, Math Education



Opportunities to connect with the community.
- River Ruiz, Clinical Mental Health Counseling (Master's)

The mix of different people being interviewed throughout different projects, along with everyone working together doing the project.
- Robert Belet, Mechanical Engineering

Project Highlights



Jacksonville Jazz Festival

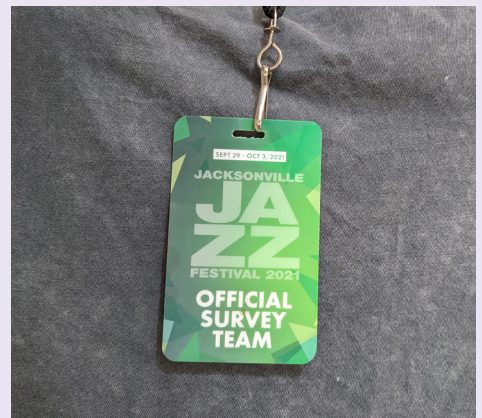


There were a total of **11,200** unique festival attendees

28% of attendees were visitors to the Jacksonville area



84% of visitors said JazzFest influenced their decision or was the main reason for their visit to Jacksonville



Jacksonville Sheriff's Office



of all respondents approve of the way JSO is handling its job, **either strongly or somewhat**

Patrol Zone 3 has the highest perceived safety, with **90%** of respondents indicating they feel safe in their neighborhood



of all respondents find JSO officers to be **competent and courteous**

Gun violence is the biggest safety issue for respondents across all six patrol zones

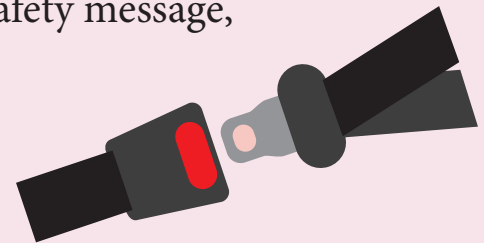


Florida Department of Transportation



48% of respondents said they saw or heard the “**Drive Sober or Get Pulled Over**” safety message, down from 52% in 2020.

88% of respondents reported using seatbelts **all of the time.**



79% of motorcyclists saw or heard “**Watch for Motorcycles,**” compared to **42%** of non-motorcyclists.

91% of respondents indicated they stop for pedestrians at mid-block crossings **either all or most of the time.**



59% of bicyclists said they wear a helmet **all or most of the time.**

PORL in the News

Donna Deegan early frontrunner in poll of Jacksonville mayoral race



LOCAL NEWS

Nick Jones, Senior producer
Kent Justice, Anchor/reporter

Published: November 4, 2021, 5:00 AM
Updated: November 4, 2021, 11:25 PM

UNF poll: Jacksonville voters trust local news over national, rely most on News4Jax

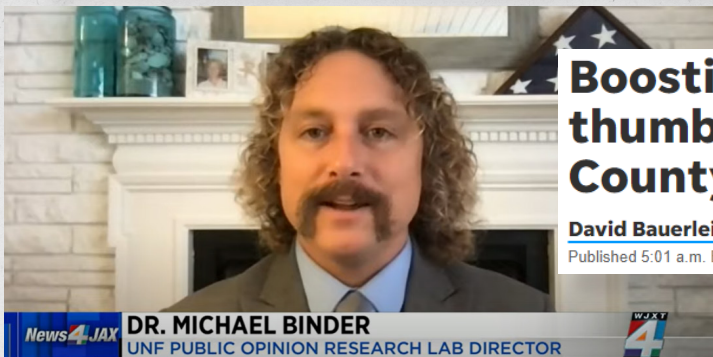


Tributary poll: Jacksonville residents trust local news, oppose Texas-style abortion law

A wide-spanning Tributary/UNF poll found that despite political polarization on many topics, two out of three voters oppose any effort to bring Texas' latest abortion restrictions to Florida.

Only about one in four voters said they supported it; the rest were undecided. Other poll questions focused on how residents viewed local media. Seventy-five percent of people said they trusted local news, compared to 60 percent for national news and 18 percent for information coming from social media.

- Andrew Pantazi, The Tributary



Boosting Jacksonville gas tax gets thumbs-down from most Duval County residents in UNF poll

David Bauerlein Florida Times-Union

Published 5:01 a.m. ET May 18, 2021 | Updated 9:20 a.m. ET May 18, 2021



DR. MICHAEL BINDER
UNF PUBLIC OPINION RESEARCH LAB DIRECTOR



Shock poll: Three in 10 Jacksonville voters believe Donald Trump won 2020 election

[A] shocking survey of 806 registered voters was conducted last month by the Public Opinion Research Lab (PORL) at the University of North Florida. The polling revealed 29% of them believed Joe Biden was not the actual winner of the 2020 vote.

- A.G. Ganarski, Florida Politics

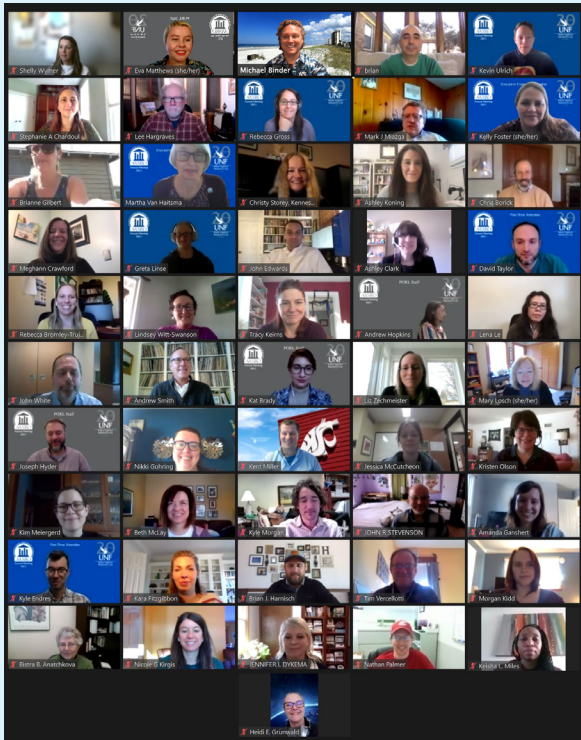
2021 AASRO Annual Meeting

- PORL was honored to host the 15th annual meeting of the Association of Academic Survey Research Organizations (AASRO), of which PORL has been a member since 2015. The conference was held virtually, but we found some innovative ways to engage attendees, facilitate conversation, and foster a welcoming environment. Fifty-seven colleagues from 37 different universities were in attendance.



Keynote speaker, former Jacksonville Mayor and UNF President John Delaney, spoke to conference attendees about the realities of running a research center during economically difficult times, like the pandemic.

Group photos and happy hour were a bit of a challenge, but we still managed to have fun. We even invented a couple of survey-related signature drinks for the occasion!



AASRO 2021 Annual Meeting Happy Hour Cocktails

SURVEY-za Margarita

- 6 oz cerveza (beer)
- 3 oz lemon-lime seltzer water
- 1 oz tequila
- 2 oz sour mix (1:1 mixture of simple syrup and lime juice)
- Line rim with salt, pour over ice, garnish with lime wedge and/or jalapeño slice.



MARG-in of Error Mocktail

- 6 oz lemon-lime seltzer water
- 3 oz sour mix (1:1 mixture of simple syrup and lime juice)
- 3 oz orange juice
- Line rim with salt, pour over ice, garnish with lime wedge and/or jalapeño slice.



Please Drink Responsibly

Zoom in your house,
not in your car.

Polling 1: Remote Calling

Edit

Polling is closed

39 voted

1. Does your center plan on continuing to incorporate remote calling in the future?

Yes	(16) 41%
No	(3) 8%
Considering it	(20) 51%

Talking Shop looked a little different this year, too... good thing we know a thing or two about polling!

PORL and UNF

4-Year Graduation Rate (Florida Board of Governors' Metric 4)

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017*
PORL	41.2%	59.7%	62.5%	68.5%	71.9%
UNF	59.7%	59.7%	59.7%	59.7%	59.7%

Retention Rate

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
PORL	92.5%	93.1%	97.1%	87.9%	NR
UNF	80.9%	81.6%	82.7%	83.4%	79.0%

Academic Progress Rate (Retention with a 2.0 or higher - Metric 5)

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020*
PORL	86.8%	93.1%	97.1%	84.8%	NR
UNF	77.5%	78.6%	80.7%	81.3%	73.7%

Access Rate (Undergraduates using Pell Grant - Metric 7)

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
PORL	34.9%	35.2%	39.1%	41.0%	45.7%
UNF	30.2%	30.7%	31.2%	31.2%	30.8%

*UNF Rates not finalized with FL SUS

To sustain our mission, we rely partly on financial contributions from philanthropic partners who share our passion for research with integrity. All donations will go directly towards research efforts at PORL. If you want to see more transparent research to further the voice of your community, please support PORL by [visiting our website](#) to make a donation.



**Public Opinion
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Research With Integrity
Since 2001

Contact us:
(904) 620-2784
PORL@unf.edu
unf.edu/coas/porl

Follow us:
@unfporl

