



Public Opinion
Research Lab
College of Arts and Sciences

Annual Report
Jan 1 - Dec 31, 2023



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About PORL

The Public Opinion Research Lab (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. 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.

PORL is a Charter Member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative, which seeks to improve the transparency of methodology and survey-based findings amongst research organizations. PORL is also a member of the Association of Academic Survey Research Organizations (AASRO), which is comprised of over 60 academic survey centers across the country.

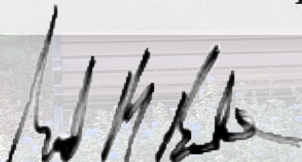
For more, visit our website at unf.edu/coas/porl.

A Message from the Director

The past year has been yet another year of growth here at PORL. We completed a record number of projects, increased our staff, and formed new partnerships across all sectors. We attended AAPOR and AASRO conferences, where we connected with colleagues and explored new ways to improve our methods.

Recently, PORL was rated the number 12 best polling organization in the nation by ABC News's 538, and we could not be more proud to be counted among the best in our field.

In 2024, we look forward to another year of learning, growth, and success. Next stop, number 1!



Dr. Michael Binder, PORL Faculty Director

PORL & UNF

Student involvement is a core component of all PORL research studies, engaging hundreds of students every year from across UNF colleges and departments. Working at PORL provides students with experiential learning opportunities, valuable skills in data collection and survey research, as well as a safe, comfortable on-campus working environment.

According to Institutional Research data, PORL student employees score consistently higher than the UNF average on five key Board of Governors' metrics.

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

	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019*
PORL	59.7%	62.5%	68.5%	71.9%	85.4%	68.8%
UNF	38.5%	44.6%	48.3%	48.3%	50.6%	48.0%

Full-time, First Time in College (FTIC) Retention Rate

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022*
PORL	93.1%	97.1%	87.9%	NR	91.7%	93.8%
UNF	81.6%	82.7%	83.4%	79.0%	80.0%	80.8%

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

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022*
PORL	93.1%	97.1%	84.8%	NR	87.5%	93.8%
UNF	78.6%	80.7%	81.3%	73.7%	74.9%	77.3%

Access Rate (Undergraduates using Pell Grant - Metric 7)

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022*
PORL	35.2%	39.1%	41.0%	45.7%	39.3%	42.1%
UNF	30.7%	31.2%	31.2%	30.8%	32.2%	42.1%

*UNF Rates not finalized with FL SUS

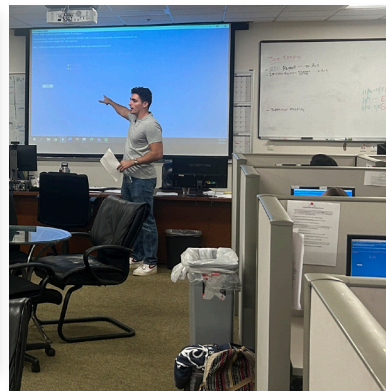
FTIC Pell 6-Year Graduation Rate - Metric 9b)

	Fall 2016	Fall 2017
PORL	80.7%	92.9%
UNF	61.5%	61.7%

Source: UNF Office of Institutional Research



Recruiting new interviewers at the Hicks Honors College freshmen meet & greet, giving new students the opportunity to earn money and gain experience.



PORL Supervisor Gabriel Volz trains a lab full of Intro to American Government students for the class survey project.



PORL staff engages with students, helping interviewers develop valuable skills to achieve their education and career goals.



PORL Interviewers

By the Numbers



162 Student Interviewers



32 International Students



24 Honors Students



303 Days in the Field

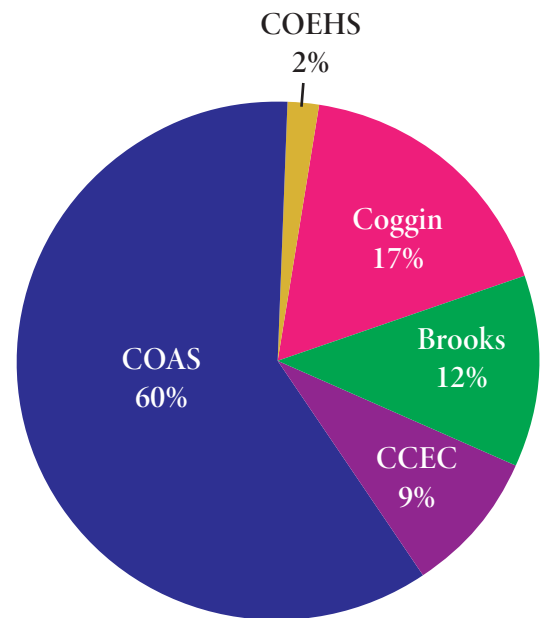


18,051 Hours in the Field



\$290,724.94 Earned

Interviewers by College

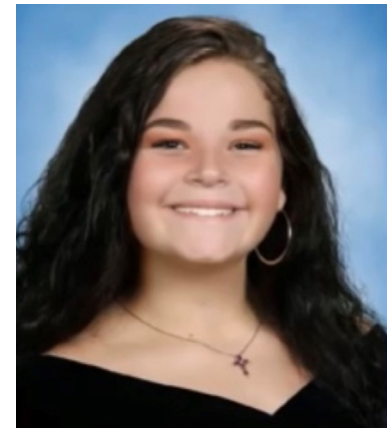


2023 Awards and Superlatives

Interviewer of the Year - Samantha Brunjes, Class of 2023

Worked at PORL 1.5 years Major: Math Education

“My favorite thing about working at PORL is the flexibility in my schedule. Being able to create my schedules weekly is perfect for a full time college student! I also enjoy the work we do, it’s interesting hearing about peoples’ opinions on various topics.”



Best Supervisor-
Mercy Adeshola, '24



Best Dressed-
Jemima Alexis, '23



Best Friendship-
Adriana Ramirez-Avila, '26
& Summer Popun, '22



“ What do you value most about working at PORL? ”

The people I get to complete the projects with in the lab.

Flexibility and my colleagues.



How I can work with so many good people all the while having a good job on my resume.

I truly value how kind and welcoming the PORL environment is with both supervisors and coworkers! The schedule flexibility is really nice to have as a student and everyone there is super friendly!

Hearing from the people and reporting their honest views and opinions.

Friendship and understanding.

It's a great job for making good money and you make a lot of friends there.

How I can work with so many good people all the while having a good job on my resume.

Building connections with people and making a difference through data collection and being able to represent the lab.

Getting more involved with current events and getting to help new students grow their confidence.

The ability to balance school and work.

“ How has working at PORL shaped or changed your career plans? ”

Thanks to working there, now I can afford spending money on my needs and helping my parents out.

It has given me exposure to a lot of things since I meet and talk to people who are in different majors.

Wanting to be more political and advocate more.

They show me more kind of jobs that exist and how to talk with different people.

PORL has given me very valuable work experience in administering research.



I'm doing a major in English so it was really helpful to improve my English skills.

Currently it has helped me to fund and better communicate professionally.

Interviewer Spotlight



If there is one thing we've learned in our 21 years of operation, it's that any research is only as good as the data collected. Here at PORL, everything we do for UNF and the community is only possible because of our incredible team of student interviewers. The students below received special recognition for excellence in 2023 and were featured in our monthly Interviewer Spotlight.



John Cashen, '23
Political Science



Zuzanna Klimek, '26
Biotechnology



Edward Spiezio, '22
Behavioral
Neuroscience



Nathaniel Rodefer, '23
Environmental Studies



Everett Gorum, '26
Music Education,
Psychology



Maria Ramirez-Avila, '23
Health Administration



Daniel Fiannaca, '24
Political Science,
International Studies



Jose Gomez Allier, '24
MBA



Mickey Xiao, '24
Biomedical Sciences

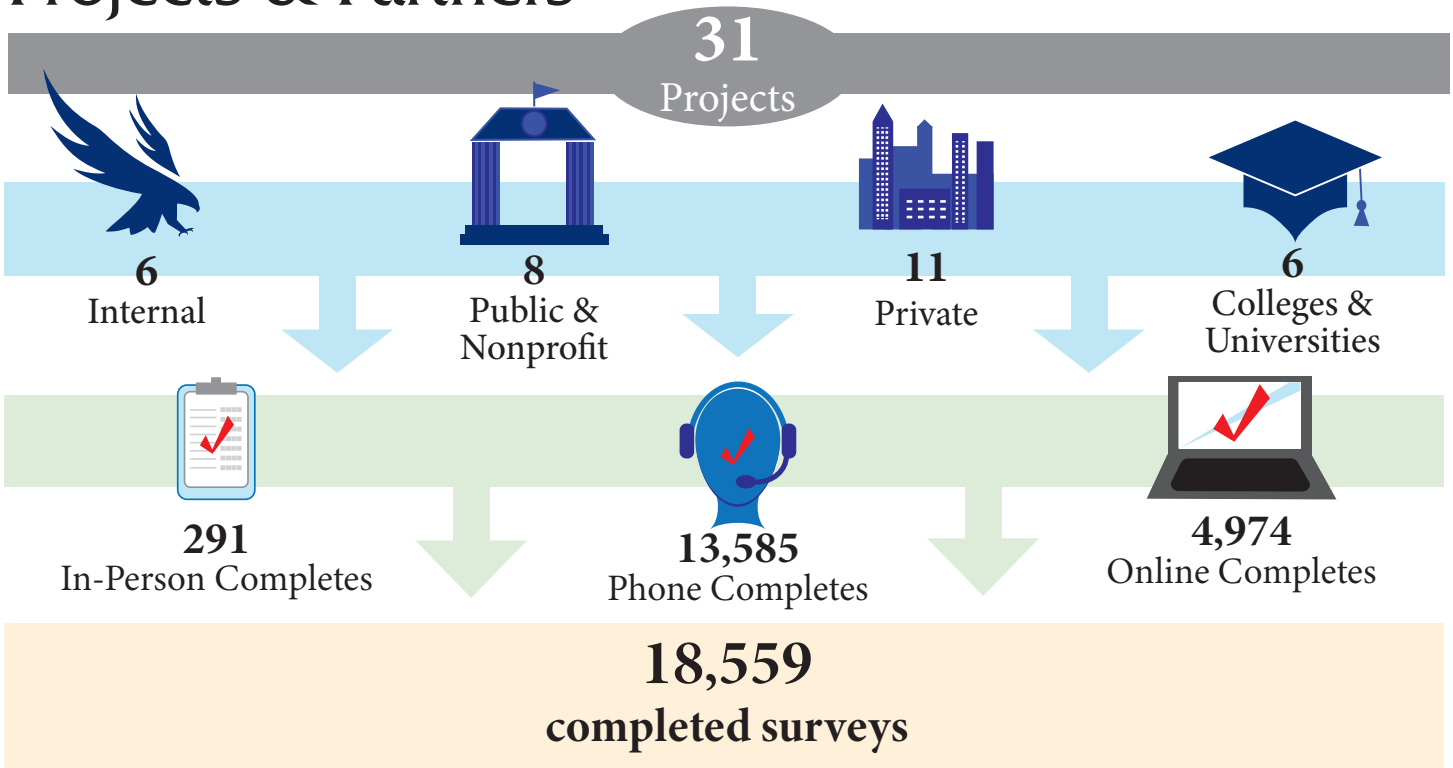


Julia Wicktor, '23
Anthropology



Karah Holyoke, '26
Business Management

Projects & Partners



Community Partners



United Way
of Northeast Florida



Educational Partners



Faculty Partners

Mandi Barringer, PhD
Sociology, Anthropology, & Social Work, College of Arts & Sciences

Michele Donaldson, MPA

Sean Freeder, PhD

Izabela Majewska, EdD

Seth Warner, PhD

Political Science & Public Administration, College of Arts & Sciences

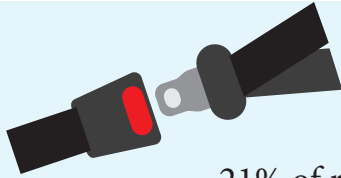
2023 Project Highlights

Jacksonville Public Library



94% of respondents think that literacy skills are very important in their community.

Florida Department of Transportation



77% of respondents reported having seen or heard *Click it or Ticket* in the past year.

21% of respondents reported driving within 2 hours of drinking in the past year.



Most respondents saw *Watch for Motorcycles* on bumper stickers.

UF Center for Health Equity and Social Justice

88% of respondents consider how a candidate will make decisions about healthcare when voting in elections.



United Way of Northeast Florida



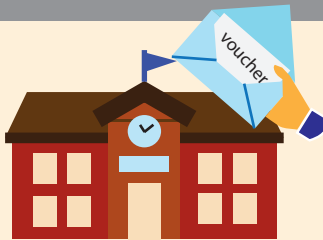
62% of respondents said they've donated to a charitable organization in the past year.

41% said they have volunteered in the past year.

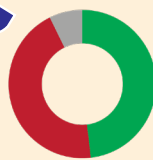


Florida on the Issues

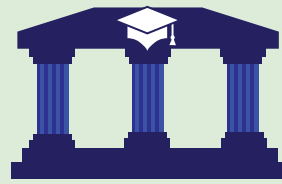
2023 Spring Statewide



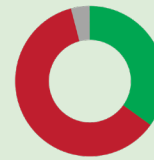
School voucher expansion



63% Support
39% Oppose
8% DK/Ref



Ban on DEI, CRT in higher education

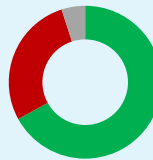


35% Support
61% Oppose
4% DK/Ref

2023 Fall Statewide



Recreational Marijuana Amendment



67% Yes
28% No
5% DK/Ref



Housing Costs (26%)

Biggest Problems Facing Florida:



Economy, Jobs, Inflation (25%)

In the News

Daily Record JACKSONVILLE

UNF Public Opinion Research Lab name 12th-best in the U.S.

The Guardian

Beleaguered DeSantis falls further behind Trump in Florida, poll shows

University of North Florida study shows governor trailing Trump by 39 points, 60% to 21%, among Republican voters in his state

The Florida Times-Union
jacksonville.com

Moving Confederate monuments from park space gains backing in Jacksonville, poll finds

POLITICS

Ashley Harding, Reporter/Weekend Anchor

Published: March 9, 2023 at 7:14 AM
Updated: March 9, 2023 at 9:03 AM

UNF poll finds most important issue for voters is affordable housing

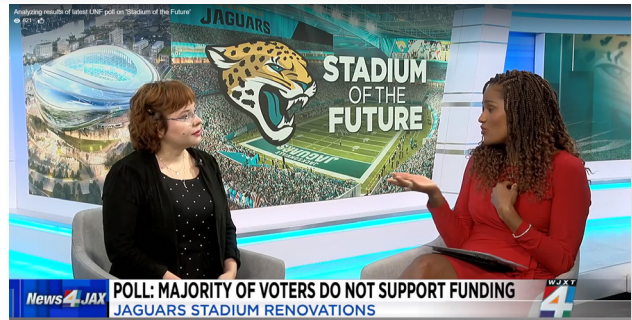


The New York Times

Ohio Voted to Protect Abortion Rights. Could Florida Be Next?

By Patricia Mazzei
Nov. 11, 2023

A coalition of groups collecting petition signatures for a ballot protecting abortion rights says its fund-raising got a boost after the Ohio results.



THE HILL

Trump holds 39-point lead over DeSantis in Florida poll

BY NICK ROBERTSON - 11/07/23 9:12 AM ET

Jacksonville mayor's race is a dead heat, poll shows

WJCT News | By Randy Roguski
Published April 17, 2023 at 12:24 PM EDT



FLORIDA POLITICS

New poll shows support for abortion rights in Florida transcends, party, gender, age

Christine Jordan Sexton | November 30, 2023

PORL Staff



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, Associate Director

Andrew oversees operations of each project conducted, including assessing client needs, establishing a sampling plan, developing the survey instrument, as well as the data collection and analysis process. Andrew received his Master's degree in Public Administration, with a focus in Local Government, in 2013 from UNF.



Joseph Hyder, Lab Coordinator

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



Eva Sonnenberg Matthews, Research Coordinator

Eva is responsible for questionnaire design, data analysis, and reporting of findings. She also writes grants and proposals for PORL projects. She received her Master's in Public Administration with a concentration in Public Policy in 2021.



Rachel McDonald, Operations Manager

Rachel oversees supervisors and interviewers as well as assists in scheduling, survey testing, new hire training, and evaluation. She received her Bachelor's degree in Health Science at UNF in 2022, and is currently working toward a Master's in Health Promotion at Florida Atlantic University.

Beyond the Lab

Eva presents survey findings to the Board of the Jacksonville Public Library.



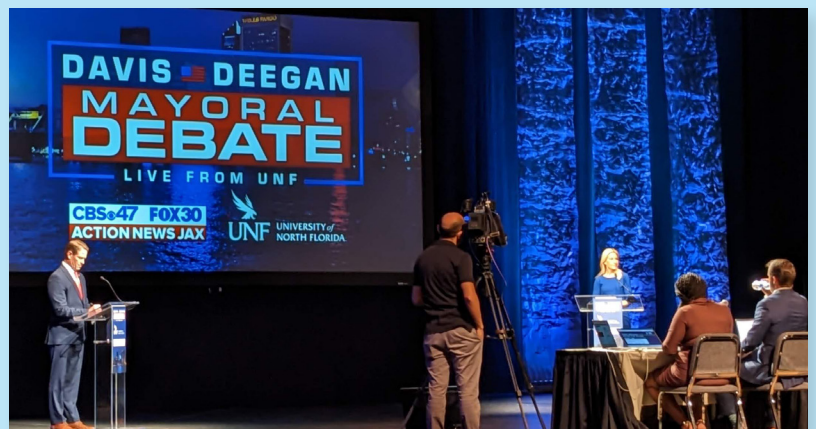
Dr. Binder sits on a panel on election polling at the 2023 AASRO annual conference at High Point University in High Point, North Carolina.

PORL meets with a State Department IVLP Delegation on Disinformation & Conflict Resolution in Media.



PORL staff represents UNF at the 2023 AAPOR annual conference in Philadelphia.

At the Jacksonville Mayoral debate hosted by UNF, candidates Donna Deegan and Daniel Davis answer questions submitted by respondents in PORL's April 2023 Jax Speaks survey.





Public Opinion Research Lab

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

To sustain our mission and grow, we encourage philanthropic partners who share our passion for research with integrity to collaborate with us through financial donations. Through these gifts, we will be able to expand our research, increase our internal non-partisan polls and increase opportunities for students. To support our mission, please scan the code below, or visit our website at unf.edu/coas/porl.



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