



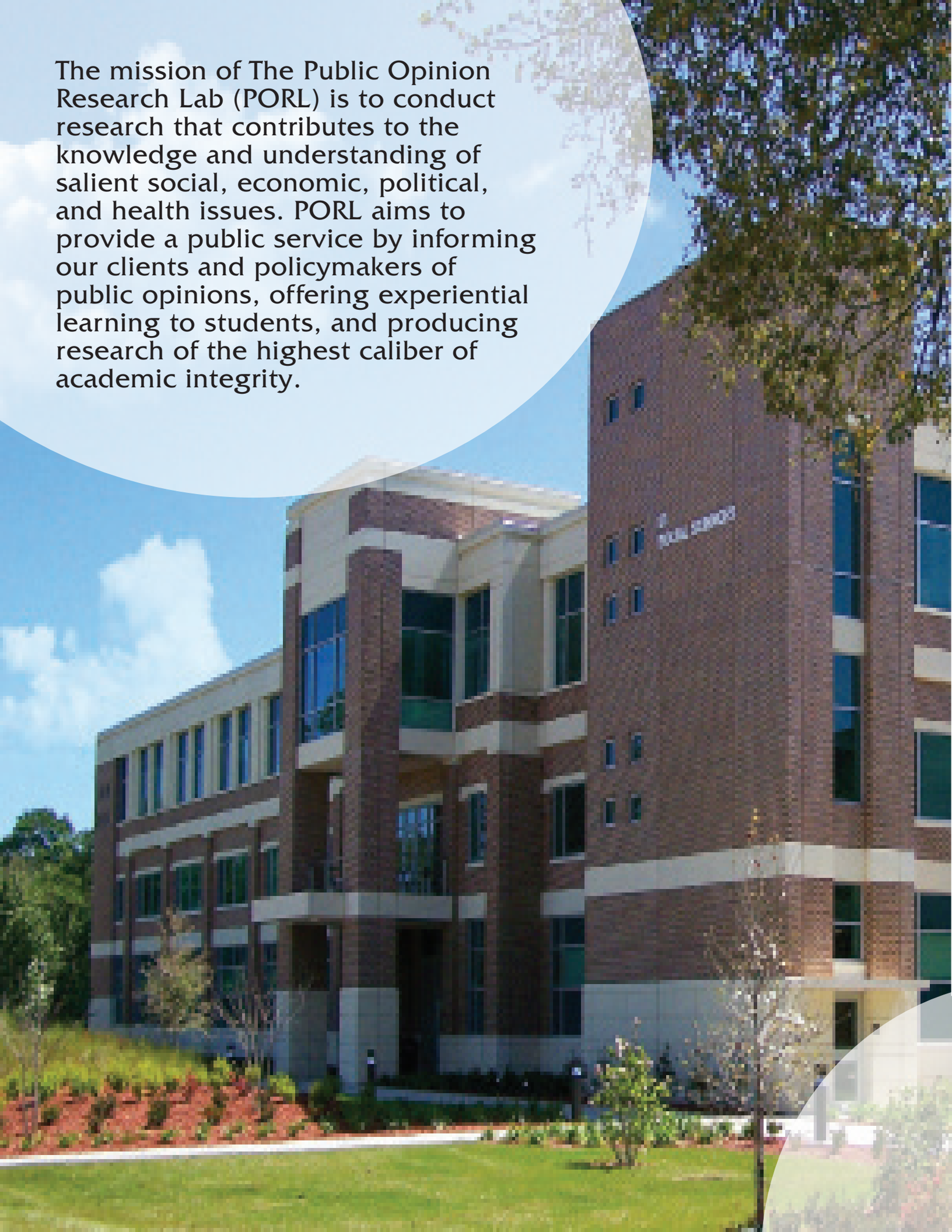
ANNUAL REPORT  
January 1 - December 31, 2020



UNIVERSITY of NORTH FLORIDA  
Public Opinion Research Lab



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.



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## Table of Contents

03	A Message from the Faculty Director
04	About PORL
05	Meet the PORL Team
06	Community Outreach
07	Our 2020 Partners
09	PORL: By the Numbers
10	Social Media
11	Meet Our Interviewers
15	In the News
17	Survey Highlights: COVID-19
18	Survey Highlights: Jacksonville Speaks
19	Survey Highlights: Florida Department of Transportation
20	Survey Highlights: Election Results
21	UNF Strategic Goals
22	PORL and UNF Board of Governor's Metrics
23	Technical Reports
24	A Decade in Review

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### Follow us:

@UNFPORL





Dr. Michael Binder Pre/Post 2020

## A Message from the Faculty Director

Since becoming the faculty director of the Public Opinion Research Lab (PORL) in 2013, I have experienced a lot over the years. Nothing could have prepared me for the struggles, or the successes, that the PORL team experienced in 2020. When the University of North Florida (UNF) directed us all to work from home in March, we assumed we would be back in our lab within a few weeks. As I write this in December from my dining room table, that assumption feels naive, to say the least. When we soon realized we would be unable to operate in our lab as usual, we began thinking of solutions to get our summer projects up and running and our student interviewers back to work. Fortunately, we were able to implement a new survey software that allowed our interviewers to work from the safety of their homes. Even though we faced a huge learning curve and some persistent tech issues in the beginning, we were able to complete all of our scheduled projects for the year.

I am incredibly proud of our students in how they handled working throughout this year. The coronavirus pandemic has taken an incredible toll on our whole team this year for a myriad of reasons; many families have been impacted by the virus, students missed out on important events, like graduation, and of course there is the inherent stress of trying to navigate school and work in isolation. The ability of our students to show up to our Zoom meetings every day with patience, empathy, and perseverance has impressed me to no end. It has truly been an honor to work with them all this year.

Our mission at PORL is to amplify the voice of the public by providing them with an opportunity to share their opinions through a platform that can shape public policy. Therefore, our highest priority is to produce reliable data through carefully executed research to provide our partners and policymakers with independent non-partisan information directly from their clients and constituents. Typically, PORL conducts biannual self-sponsored polls focused on local and state politics. In 2020, we conducted five independent polls on the most pressing issues facing the general public, like COVID-19, with the goal of informing decision-makers about these pressing issues. As we move into 2021, we will continue to collect data on the issues most important to the people of Jacksonville and Florida as a whole.

Sincerely,

Dr. Michael Binder, Faculty Director

## Our History

The Public Opinion Research Lab (PORL) was founded in 2001 by Dr. Matthew Corrigan in the Political Science and Public Administration (PSPA) Department at the University of North Florida. Dr. Corrigan served as PORL's Faculty Director until 2007, when he became Chair of the PSPA Department. Subsequently, Dr. Paul Harwood oversaw the Lab for four years until his departure from UNF in early 2011. Following Dr. Harwood's departure, PORL was put on an indefinite hiatus as the Department of PSPA searched for a new Faculty Director. In 2013, Dr. Michael Binder reopened PORL to outside clients for the first time in two years. Presently, Dr. Binder serves as the Faculty Director of PORL, where he has worked to establish relationships with new clients and elevate PORL to one of the highest rated public opinion research institutions in the state of Florida, as rated by FiveThirtyEight.

## Our Future

This past year was difficult for the survey research field, as political polls received intense scrutiny and criticism following the presidential election. Many organizations that polled on the presidential election at the state level failed to accurately predict the election outcome—PORL included. Over the next couple of years, organizations like PORL will need to reflect on where we went wrong, and how we can improve. That is exactly what we plan to do. If 2020 taught us anything, it is that we must continue to explore new survey methodologies and technologies to ensure we are gathering the most accurate data possible.

In addition to our independent political polls and collaboration with clients, the PORL team is committed to the publication of research papers based on our methodological experiments in an effort to expand the field of survey research and improve the accuracy of our data. It is this commitment to the highest possible quality of data that guides our decision-making and collaboration with our colleagues in the field. Ultimately, our goal is to solidify PORL as the preeminent survey research institution in the southeastern United States.

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## Memberships to AAPOR and AASRO

The Public Opinion Research Lab is a proud member of the American Association for Public Opinion Research (AAPOR). AAPOR is the most highly recognized organization for public opinion research and research professionals. PORL is a charter member of the AAPOR Transparency Initiative, which aims to improve the transparency of methodology and survey-based findings amongst research organizations. In accordance with AAPOR guidelines, PORL strives to uphold ethical research practices, and ensure our research process is accessible and transparent.

PORL is also a proud member of the Association of Academic Survey Research Organizations (AASRO), which is comprised of over 60 academic survey centers. The goal of AASRO is to support academic survey organizations, promote best practices in survey methodology and research integrity, and to educate the next generation of academic survey researchers. PORL was selected to host the annual AASRO conference in 2021, and we have been eagerly preparing to host a robust conference throughout the past year.



# Meet the PORL Team



Dr. Michael Binder, Faculty Director

Dr. Binder is an associate 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.



Kathlina Brady, Project Manager

Kathlina is involved with project operations and media at PORL. She also assists in writing and distribution of press releases. Kathlina received her BA in Spanish and Political Science from UNF in 2018. Currently, she is pursuing a Master's in Global Policy from the University of Texas, Austin.



Eva Matthews, Research Coordinator

Eva is responsible for report writing and data analysis for clients, as well as grant applications for PORL. Matthews received her BA in Political Science in 2012 from UNF. Currently, she is working towards a Masters in Public Administration with a concentration in Public Policy. Her research interests include voter turnout and accessibility.



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. He is currently pursuing a Master's in Public Administration at the University of North Florida.



Charlene Stainfield, Senior Research Associate

Charlene worked at PORL from April 2016 through July of 2020, where she assisted in the analysis, reporting, and presentation of survey data. Charlene is currently attending The Ohio State University, where she is pursuing a Ph.D in American Government and Politics.





Polls are a snapshot in  
**TIME** and can only be as  
precise as voters are  
with their **VOTE**

-Dr. Michael Binder



## Education Outreach

The PORL team is typically involved in several community events throughout the year, such as the Week of Welcome at UNF, political events in Jacksonville, and speaker engagements throughout Florida.

Due to the coronavirus pandemic, many of the events we are typically engaged in were canceled. However, we still had several opportunities for educational outreach on virtual platforms. For instance, Eva Matthews, research coordinator, was invited to give a guest lecture in December on the intersection of polling and policy for the MPA Program's Policy Analysis course. Also, our former research associate, Charlene Stainfield, was recognized for her work and research by AASRO and awarded the Tarnai scholarship award.

Dr. Michael Binder was also involved in several educational outreach events throughout the year. Dr. Binder was invited to speak on podcasts to speak on polling in the 2020 election and thereafter. Additionally, he was invited to speaking engagements with various groups, such as the Meninak Club, to discuss the art and science of polling. He also participated in educational webinars with groups on topics varying from the current state of the polling industry, the presidential election, and how polling is used in political strategy. Dr. Binder also had an op-ed on the political polling process published in the Florida Times-Union which was widely read. He also had the opportunity to discuss the presidential election and the importance of Florida in national politics with the Japanese Consulate in Miami over a Zoom call. Part of our mission is to educate the public on the polling process and importance of polling in a democracy. We will carry this mission into 2021 as we engage in more educational opportunities.

# Our 2020 Partners

We extend our gratitude to the University of North Florida, the College of Arts and Sciences, our faculty collaborators, project partners, donors, and to the UNF students who helped us with all of our projects this year. We especially want to thank all of our respondents who took the time to listen and provide us with their valuable opinions because without their input we would not be able to conduct our research and serve the public good.



## Faculty Collaborators

This year, the following UNF faculty collaborators utilized PORL as a resource for their independent research. Drs. Gellers, Shino, and Truelove conducted an online poll of Florida voters in collaboration with the UNF Environmental Center regarding attitudes and perceptions of climate change. Additionally, Dr. Shino and Dr. Binder wrote a paper using PORL data considering how partisanship effects support for elected officials during a pandemic. Similarly, Dr. Barringer utilized data PORL collected on the pandemic to examine religious differences in approval of President Trump at the start of the pandemic along with organizational trust. Dr. Largo-Wight and Dr. Freeder were also able to publish a paper with support from PORL's COVID-19 survey on stress and coping behaviors during the pandemic. The PORL team is eager to work with more UNF faculty and invite our colleagues with research questions to collaborate with us for data collection.



**Enrijeta Shino, Ph.D.**  
Instructor  
Political Science &  
Public Administration  
College of Arts & Sciences



**Erin Largo-Wight, Ph.D.**  
Professor  
Director, UNF  
Environmental Center  
Public Health  
Brooks College of Health



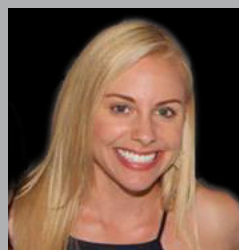
**Joshua Gellers, Ph.D.**  
Associate Professor  
Environmental Governance  
Political Science &  
Public Administration  
College of Arts & Sciences



**Sean Freeder, Ph.D.**  
Assistant Professor  
Political Science &  
Public Administration  
College of Arts & Sciences



**Heather B Truelove, Ph.D.**  
Associate Professor  
Psychology  
College of Arts & Sciences



**Mandi N Barringer, Ph.D.**  
Assistant Professor  
Sociology, Anthropology,  
& Social Work  
College of Arts & Sciences





The Florida Department of Transportation collaborates with PORL on several projects each year. In 2020, PORL conducted awareness surveys on FDOT media campaigns including Drive Sober or Get Pulled Over, motorcycle safety, and pedestrian behavior.



First Coast News sponsored our spring Florida Statewide Poll focused on the 2020 election and statewide issues. A second poll was scheduled for the fall, but was canceled due to COVID-19.



This year, PORL had the opportunity to work with Siena College Research Institute for the New York Times Upshot national election polling project. Our interviewers gathered data from registered voters across the nation and contributed to one of the largest polling operations during the 2020 election cycle. We were in the field with Siena from May-June, and again August-November.



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

PORL collaborated with the University of Georgia's School of Public and International Affairs Survey Research Center to conduct a statewide poll of Georgia regarding the state and national election.



In January, the University of New Hampshire Survey Center and PORL interviewed New Hampshire residents about the upcoming presidential primary election and national issues. This survey was sponsored by CNN, and the results appeared on CNN over a period of several days on their network.



This fall, PORL also collaborated with the Survey Research Center at the University of North Florida. Together, we called the parents of child Medicaid recipients in Texas to report on approval of the program, what works well, as well as shortcomings perceived by recipient families to improve care.

# PORL: By the Numbers



10  
Internal  
Projects



4  
Florida State  
Government  
Projects

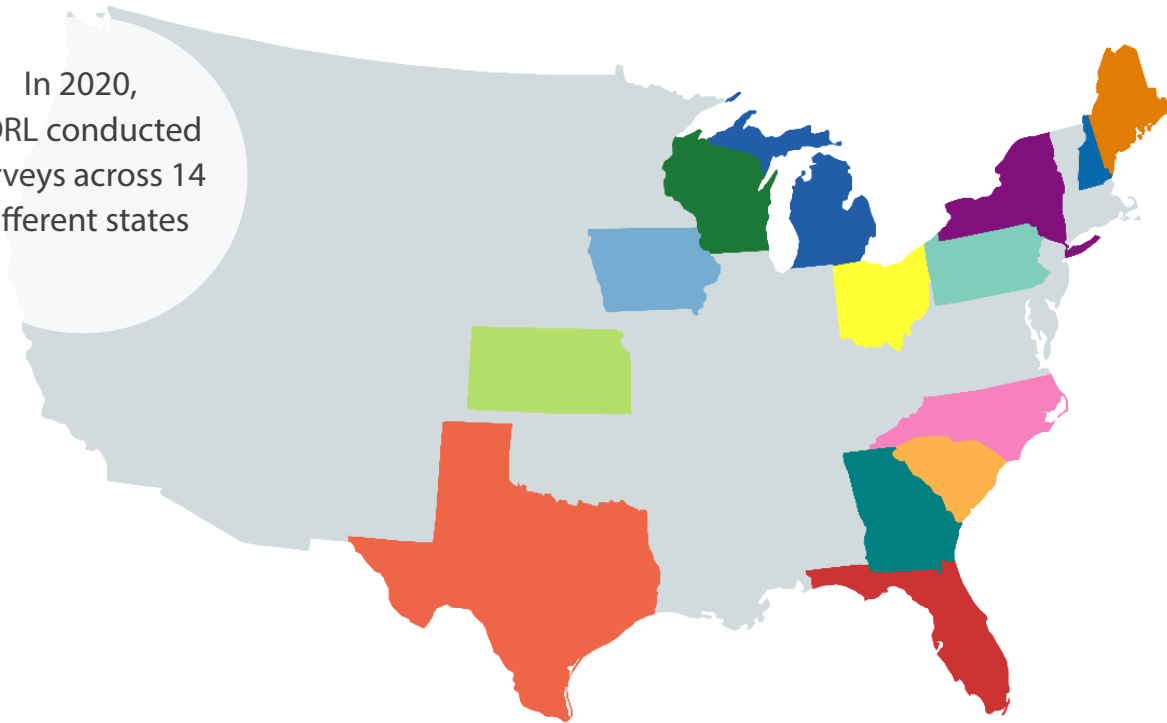


4  
Nonprofit/  
University  
Projects



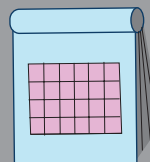
1  
Private  
Business  
Project

In 2020,  
PORL conducted  
surveys across 14  
different states



Phone Interviews  
10,827

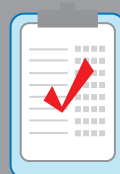
Total Dials  
1,002,923



Days Calling  
170



Total Hours Calling  
16,580



19,252  
Online Surveys  
Completed

# Social Media

PORL has four social media accounts across Twitter, Instagram, Facebook, and as of December 2020, LinkedIn.

PORL is most active on Twitter, with 300 tweets throughout the year and over 900 followers. In 2020, our Twitter impressions increased 49%, followers increased 107%, Twitter mentions increased 40%, and profile visits increased 8% when compared with 2019.

Our presence on Instagram also increased over the course of the year. We increased our follower count by roughly 25%. Our goal for 2021 is to reach over 1,000 followers on Twitter while continuing to increase our presence on all other platforms.



UNF has Biden+1 in Florida (this is the live phone version of the poll)

Taken together, I would say that NYT/Siena nationally, UNF in FL, and ABC/Post in NC do seem to be a couple points better for Trump than the average of recent phone polls

Great poll , y'all keep up the good work. I look forward to the next one.



ICYMI -- Really interesting poll from @UNFPORL today.

I love the @UNFPORL

**Political Polls** @Politics\_Polls · Oct 6  
 FLORIDA  
 Biden 51% (+6)  
 Trump 45%

University of North Florida, LV, 10/1-4



308,642 Impressions



8,720 Profile Visits

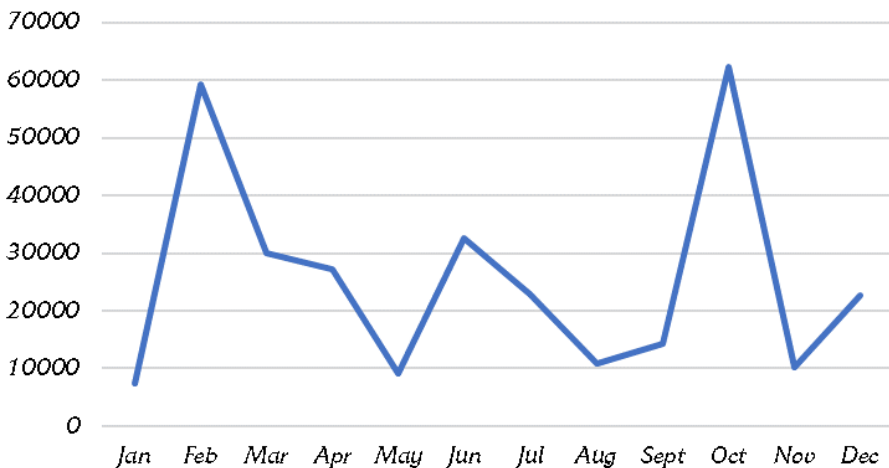


1,707 Mentions



290 New Followers

Twitter Impressions



@UNFPORL



@UNFPORL



The Public Opinion Research Lab at the University of North Florida

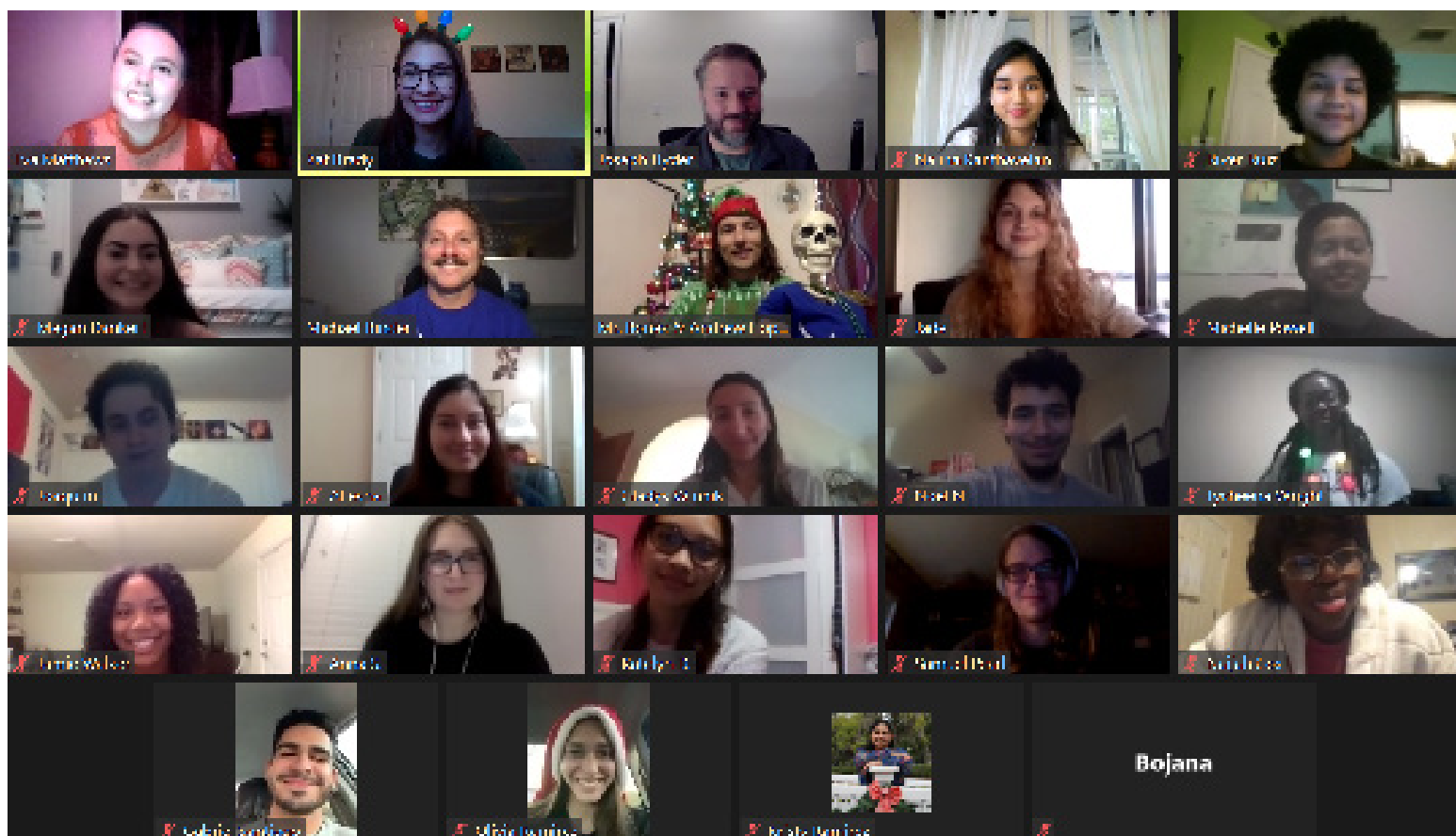


The Public Opinion Research Lab at the University of North Florida

# Meet Our Interviewers

Without the hard work and dedication of our incredible student employees, the Public Opinion Research Lab would not be where it is today. They are the backbone of our organization and are critical for our data collection and day to day operations. We also believe that we provide meaningful work to our student interviewers and supervisors by developing professional and communication skills as well as educating them about the data collection process and the survey research field. This not only prepares them for career success after leaving UNF, but it also develops an understanding of how to consume polls presented in the media and along with a sense of civic engagement. Aside from providing financial support to students, we promote a flexible and accommodating work environment so that students are never overburdened by work and can accommodate their class schedules.

To say we are impressed by our interviewers this year is an understatement. In 2020, our interviewers faced many obstacles and difficulties working from home, but together we were able to continue our work and complete all of our projects. It would not have been possible without their patience and flexibility.



# Callers of the Year



## River Ruiz

River began working at PORL in August, 2019 and proved to be a natural on the phone. This past year, he worked 689 hours and completed over 400 interviews. River recently graduated from UNF with his BS in psychology. Currently, he is pursuing a graduate degree at UNF for Clinical Mental Health Counseling, and he hopes to work as a counselor upon graduating.

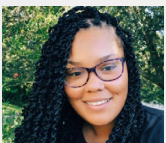
Additionally, River completed an internship with the Dolores Barr Weaver Institute this past year and learned to play guitar during quarantine.

## Megan Dankert

In 2020, Megan worked 820 hours for PORL and completed over 500 interviews. She was also one of our top callers of 2019, where she worked 597 hours and had over 400 completed interviews.

Currently, Megan is a Senior at UNF studying advertising. This past year, she had the exciting opportunity to participate in the Truist Emerging Leaders program. In addition to being a superstar caller, Megan also acts as a mentor for new interviewers at PORL, where she assists in training and providing feedback. In fact, Megan mentored her co-caller of the year, River, when he first began working at PORL!

# Supervisors of PORL



Brittany Sanders  
Senior  
BS Public Health



Gabriel Santiago  
Junior  
BS Biology



Kristen Ballard  
Graduated August, 2020  
BA Political Science



Kaitlynn Himmelreich  
Graduated May, 2020  
BA Deaf Education &  
BA International Studies  
Fulbright Scholar



Kayla Armstrong  
Graduated Dec., 2019  
BS Child Psychology



Christian Conder  
Senior  
BS Computing &  
Information Sciences



# Calling During Covid-19

Since moving our operations 100% remote in March, we hired 26 UNF student interviewers. Typically when we bring on a new employee, they are paired with a mentor for their first shifts to help them hone their survey introduction and become comfortable on the phone. In addition, new callers benefit by hearing other students in the lab on the phone. For our new student employees, they did not have this robust support system because they were trained remotely. While supervisors and staff were available for training and to help during the shift, the experience was not the same and our these interviewers had to be more independent.

Given the hardships of the past year, PORL dedicated a New Caller of the Year Award for the first time ever. This award was meant to recognize the outstanding work of a student interviewer hired during the pandemic that excelled under these unusual circumstances.

## New Caller of the Year



### Courtney Olds

Courtney began working at PORL in June, shortly after we transitioned to remote interviewing. Overall, Courtney worked 370 hours at PORL. She also had the highest average of completed interviews per hour compared with all other interviewers hired in 2020, at 0.99.

She stated that working remotely for PORL was challenging at first due to the nature of learning a new software and training remotely. However, once she became familiar with the survey software and received feedback from supervisors, it was “smooth sailing.” On her overall experience working with PORL, Courtney said “working at PORL is a great way to get familiarized with data collection and the research process. Further, I think it is a good opportunity to get an inside look at polling and hear opinions from a lot of perspectives.”

Currently, Courtney is a Senior at UNF majoring in psychology. Once she graduates this upcoming summer, she intends to start applying for graduate programs. She was listed as runner up for UNF’s 2020 Undergraduate Researcher of the Year, and also was published in the first issue of UNF’s student journal, Pandion.

Congratulations, Courtney!

# What's the best part about working at PORL?

"I really enjoy the structure you all create and how receptive you are to all of us. I think it shows how much you care about what you do." - River Ruiz

"The best part about working at PORL is the friendly and welcoming work environment. This job also helped me with strengthening my communication skills." - Brittney Baird

"The best part of working at PORL is being able to interact with new people everyday." - Megan Gutierrez

"It made me more confident and it was a great way to make new friends that had the same interests." - Maria Ramirez-Avila

"I've made some great friends working at PORL the past 2 years, and having an on-campus job definitely helps me feel more connected to UNF. The projects we do ensure I'm in-the-know about current events...life at PORL is never boring!" - Megan Dankert

"I enjoy being a part of an entity that collects meaningful information about current events that can impact policy decisions at the local, state, and national level." -Anonymous

"The environment is so welcoming and makes you look forward to working. Everyone from the top down to the supervisors are all super nice and understanding!" - Anonymous

"I enjoy being able to speak with people about their opinions. I also enjoy learning the process of public opinion research." -Anonymous

## In 2020...

Student Interviewers: 132

Amount earned by UNF students: \$236,393

International Student Interviewers: 12

Honors College Student Interviewers: 25

### Percentage of Students by College:

- College of Arts and Science: 70%
- Brooks College of Health: 14%
- Coggin College of Business: 8%
- College of Computing, Engineering & Construction: 6%
- College of Education and Human Services: 2%



Brittany Sanders  
2019 Supervisor  
of the Year

Maria Ramirez-  
Avila  
Caller of the  
Month



Brittney Baird  
Caller of the  
Month

# PORL in the News

In 2020, PORL's media exposure was 114% higher when compared with 2019

Estimated combined potential reach between articles and media broadcast: 5,918,275,400

"When Jacksonville was selected as the host city for the convention in June, the news was seen by leaders there as a huge financial shot in the arm... About 58 percent of registered voters in Duval County, which encompasses Jacksonville, say they are opposed to the city hosting the mass gathering, according to a new poll from the University of North Florida, which also showed that 71 percent of voters said they were at least somewhat concerned about transmission of coronavirus." - Annie Karni, Rebecca Ruiz, Kenneth Vogel; NYT

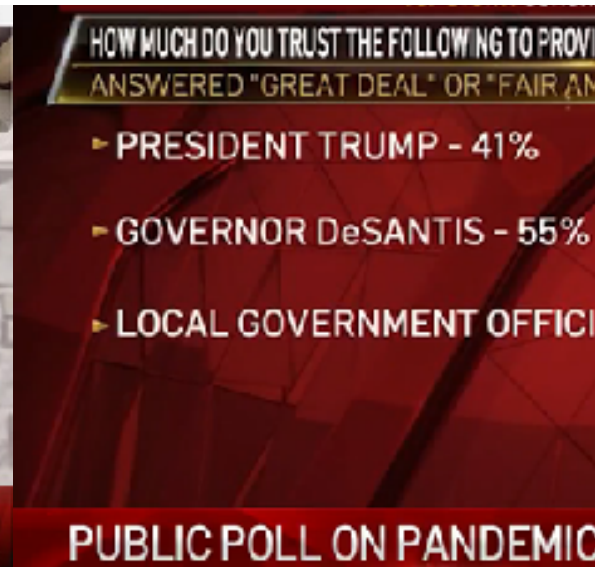
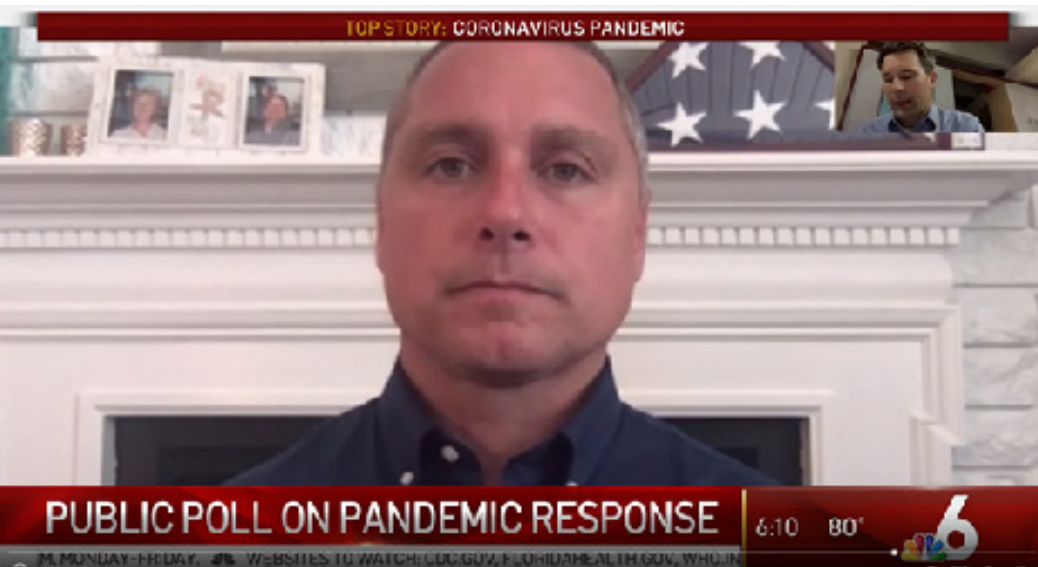
The UNF poll, which was conducted from March 31 through April 4, found Biden leading Trump by six percentage points in the state. But longtime Florida political observers I spoke with believe that Democrats still face an extremely difficult puzzle in Florida. The Democratic ticket needs to excite turnout among African American and non-Cuban Latino voters, while still reassuring enough older white voters to avoid catastrophic losses among that huge bloc in the state. The Atlantic, Ronald Brownstein

# The Atlantic

Seventy-one percent of voters in Duval County said they are very or somewhat worried about Covid-19 transmissions occurring at the GOP convention, according to a University of North Florida-Public Opinion Research Lab poll released Wednesday. Another 61 percent indicated they are concerned about protests during the event, while 66 percent agreed the convention is likely to infuse Jacksonville's economy with significant cash. - Gabby Orr, politico

# The New York Times

# POLITICO





Most voters in Jacksonville, Fla., do not want the Republican National Convention to be held in their city, according to a University of North Florida poll.... "National nominating conventions are polarizing events, and unsurprisingly the levels of support for Jacksonville hosting the RNC varies dramatically by partisanship," Michael Binder, director of the Public Opinion Research Lab, said in a statement. "Under the backdrop of a global pandemic that appears to have come more fervently to Florida, the opposition to this event being hosted locally seems much more concerning." - Edward Moreno; The Hill



But new polling by the Public Opinion Research Lab at the University of North Florida indicated that voters in the key presidential election battleground state have lost trust in the president. Tom McCarthy and Martin Pengelly, Guardian



The Florida poll also found 61% of respondents were concerned about protests and social unrest. Amid national protests over police brutality and structural racism, Trump's speech in Jacksonville on 27 August will fall on the 60th anniversary of Ax Handle Saturday, the day in 1960 when a white mob attacked civil rights activists in the Florida city. -Pengelly, Guardian

Florida will be "very close" in the fall and could hinge on how Floridians fare in the pandemic, Binder says. Not only has the state been hit hard by the virus, but the tourist-centric economy is at particular risk as well, he says. The UNF poll, taken before Sen. Bernie Sanders of Vermont dropped out of the race, had Biden with 46% support among voters and Trump 40%. - US News and World Report Susan Miligan



Michael Binder  
University of North Florida



# Project Highlights

## COVID-19

**82%** of Florida Likely voters believe **face masks** help slow the spread of **COVID-19**

Florida Fall Statewide  
October 2020

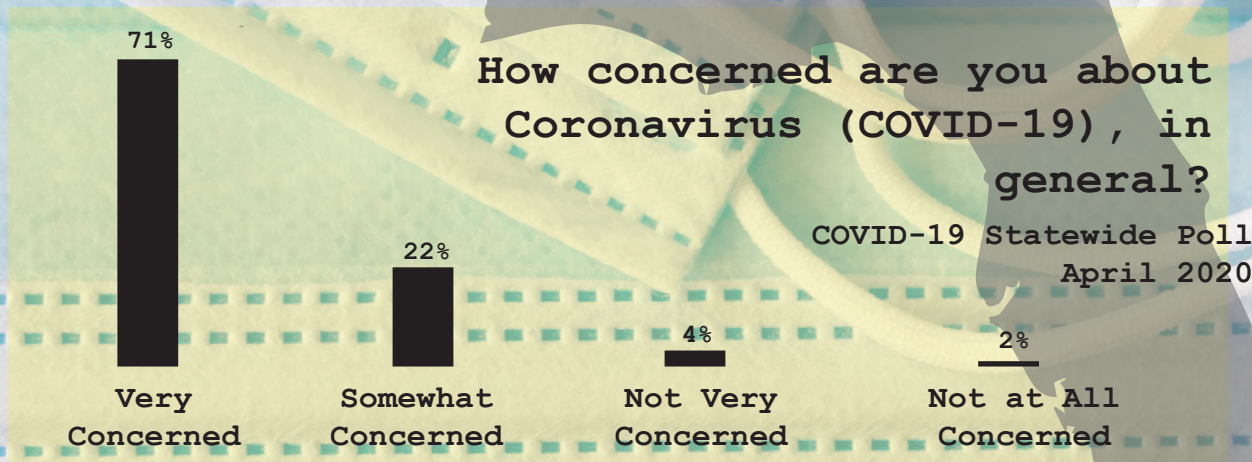
Registered voters in Duval and Florida think social distancing restrictions have been lifted **too soon**.

**56%**

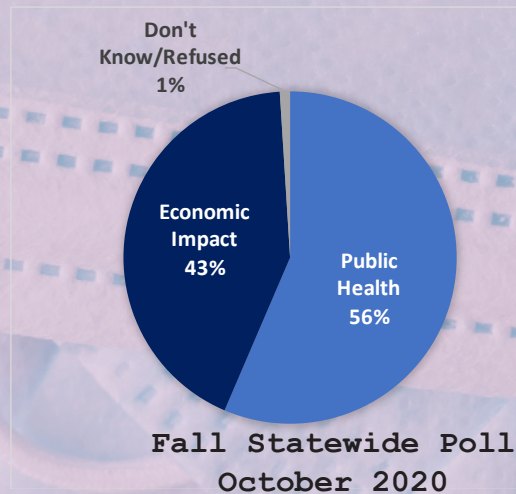
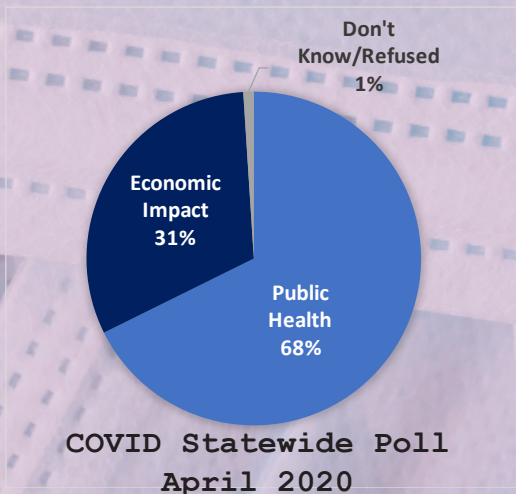
Jax Speaks  
June 2020

Florida Fall Statewide  
October 2020

**52%**



### Bigger COVID-19 concern:



# Jax Speaks 2020

**54%** of Jacksonville Voters **oppose** the City of Jacksonville funding the Lot J Development Project.

Jax Speaks December 2020

**69%**

Jax Speaks  
June

Jacksonville Likely Voters **support** a half-cent sales tax for school upgrades.

**69%**

Jax Speaks  
October

**58%** of Jacksonville Voters **opposed** Jacksonville hosting the 2020 Republican National Convention.

Jax Speaks June



Jacksonville Mayor  
Lenny Curry  
**42% approval\***

Sheriff Mike  
Williams  
**54% approval\*\***



Jaguars Owner  
Shad Khan  
**40% approval\***

Jacksonville  
City Council  
**49% approval\***



\* Jax Speaks December  
\*\* Jax Speaks October

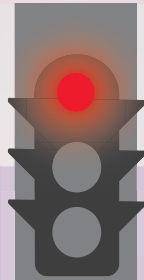
# Florida Department of Transportation

## Pedestrian & Bicyclist Safety Awareness Survey

Safety campaign slogans were most often seen or heard on **Cable Television**.



59% of respondents said they wear a helmet **more than half** of the time.



86% of respondents indicated they stop for pedestrians at mid-block crossings either **all or most of the time**.

84% of respondents said they come to a complete stop, and look left and right, before turning right on red, either **all or most of the time**.

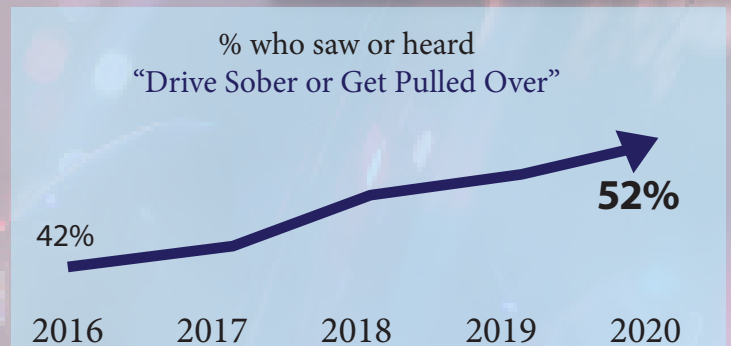


71% think DUI laws in their counties are **strictly enforced**

29% think education is the most effective way to reduce alcohol impaired driving

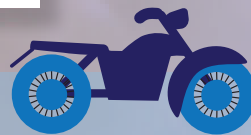


## DUI Media Survey



## Motorcycle Media Survey

% of respondents who saw or heard...



Motorcyclists



Non-Motorcyclists



Drink Ride Lose

44%

12%



Watch for Motorcycles

77%

54%



Ride Smart Florida

50%

10%

# Election 2020

If the presidential election were held today and the candidates were Donald Trump for the Republican Party and Joe Biden for the Democratic Party, who would you vote for?

Florida Statewide Presidential Poll  
October 2020



Donald Trump (R)

Florida LV\*  
**47%**

Election Results

**51%**



Joe Biden (D)

**48%**

**48%**

\*LV = Likely Voters

Political polls have been the subject of much discussion since the November 2020 election, particularly regarding their inaccuracy in predicting the outcome of Presidential elections at the state level. There are many possible reasons for the issues pollsters around the country encountered this election cycle- from COVID disruptions, to increased polarization, to a quickly-changing electorate.

As in all sciences, survey research is cumulative, and is constantly changing with the world and our understanding of it. Predicting human behavior is a tricky business, and PORL, along with the rest of the public opinion research field, continuously work toward improving our methodologies.

**That being said...**

... here's what we got **right**

		Yes	Florida LV	No	Yes	Election Results	No
Florida Constitutional Amendment 1:		78%		18%	80%		20%
Florida Constitutional Amendment 2:		60%		37%	58%		42%
Florida Constitutional Amendment 3:		58%		35%	59%		42%
Florida Constitutional Amendment 4:		41%		52%	48%		52%
Florida Constitutional Amendment 5:		67%		26%	73%		27%
Florida Constitutional Amendment 6:		89%		8%	90%		10%
			Jax LV			Election Results	
Duval County School District Surtax Referendum		69%		28%	69%		28%
JEA Board Member Referendum		76%		20%	77%		23%
US Representative - District 4							
	Donna Deegan (D)	38%			42%		
	John Rutherford (R)	57%			58%		

# How is PORL supporting UNF Strategic Goals?

The Public Opinion Research Lab is committed to supporting strategic goals at UNF to promote academic excellence. In terms of experiential learning, student interviewers and supervisors get first-hand experience with the process of public opinion and social science research. They are given the opportunity to work closely with the faculty director, gaining knowledge about survey design and implementation, as well as methodology and data analysis. In addition to our paid student employees, professors in the Political Science and Public Administration department frequently have students to participate in PORL's bi-annual Omnibus projects as part of their class curricula.

Student interviewers and supervisors employed at PORL gain valuable experience and skills for many different fields. The flexible schedules, ability to read while working, and location on campus enables many students to work who may not have otherwise had the time or opportunity. In addition to hard skills, such as research methods and survey software, students also gain soft skills like communication, leadership, teamwork, time management, conflict resolution and problem solving.

Not only does PORL conduct research on behalf of other institutions and organizations, but also for other UNF faculty members and departments. Every year our Omnibus Survey allows faculty to submit research questions they would like answered. Over the past couple of years, PORL research has been featured in over 10 conference presentations and 7 academic journal articles from UNF faculty, and a book authored by Dr. Michael Binder and former Faculty Director, Dr. Matthew Corrigan: "Florida and the 2016 Election of Donald J. Trump." With the new presidential administration and the ongoing impacts of COVID-19 on the economy and healthcare, there will likely be many new avenues of research for UNF's faculty. PORL will continue to collaborate with and be a resource for the university to produce research of the highest caliber.



# PORL & UNF

PORL student employees consistently rank higher than the average UNF student regarding the Florida Board of Governor's Performance Metrics!

## Retention Rate

	Fall 2016	Fall 2017	Fall 2018	Fall 2019
PORL Employees	92.5%	93.1%	97.1%	87.9%
UNF Student Average	80.9%	81.6%	82.7%	83.4%

## Academic Progress Rate

	Fall 2016	Fall 2017	Fall 2018	Fall 2019*
PORL Employees	86.8%	93.1%	97.1%	84.8%
UNF Student Average	77.5%	78.6%	79.5%	81.3%

## Students with Pell Grants

	Fall 2016	Fall 2017	Fall 2018	Fall 2019
PORL Employees	34.9%	35.2%	39.1%	41%
UNF Student Average	30.2%	30.7%	31.2%	31.2%

## Four Year Graduation Rate

	Fall 2013	Fall 2014	Fall 2015	Fall 2016*
PORL Employees	41.2%	59.7%	62.5%	68.5%
UNF Student Average	34.7%	38.5%	44.6%	48.3%

## Excess Hours

	AY 2016-17	AY 2017-18	AY 2018-19*
PORL Employees	87.5%	91.5%	82%
UNF Student Average	80.3%	83.1%	81%

\*Preliminary Data

# Technical Reports

Binder, Michael, Andrew Hopkins, Charlene Stainfield and Eva Matthews. March 2020. Florida 2020 Pedestrian and Bicycle High Visibility Enforcement (HVE) Florida Department of Transportation Pre-Test Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Eva Matthews, Charlene Stainfield and Kathlina Brady. August, 2020. Florida 2020 Driving Under the Influence (DUI) Media Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Eva Matthews and Kathlina Brady. September, 2020. Florida 2020 Motorcycle Safety Media Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Eva Matthews and Kathlina Brady. September, 2020. Florida 2020 Pedestrian and Bicycle Safety Awareness Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.





# Top Callers Throughout the Years

2020 Megan Dankert & River Ruiz	2016 James DiNetta
2019 Joaquim Carerro-Baptista & Megan Dankert	2015 Melanie Enriquez
2018 Joaquim Carerro-Baptista	2014 Mark Cooper
2017 Amanda Luu	2013 Stephan Skora



## Project Collaborators Throughout the Years

UNF: 2013-2020 Visit Jacksonville: 2013-2015; 2017-2018 Jacksonville Public Education Fund: 2013-2015; 2017-2018 Jacksonville Chamber of Commerce: 2013  Jacksonville Area Legal Aid: 2014; 2017- 2018 Donna Marathon: 2014; 2017 CDC/Duval County Public Schools: 2014; 2016 We Care: 2014  FDOT: 2015-2020 University of Florida: 2015; 2019-2020 University of South Florida: 2015-2018 Clay County Chamber Foundation: 2015; 2017 FL Dept. of Environmental Protection: 2015 Palms Presbyterian: 2015 NextGen Alliance: 2015  University of New Hampshire: 2016-2020 Siena College Research Institute & The New York Times 2016; 2018; 2020 Florida Times Union: 2016-2018 AutoQuotes: 2016-2018 Jacksonville Sheriff's Office: 2016; 2018 WJXT: 2016	Aging True & Downtown Investment Authority: 2017 Florida's First Coast of Golf: 2017 Troy University: 2017  University of Georgia's Survey Research Center: 2018-2020 City of Jacksonville: 2018-2019 Jacksonville Aviation Authority: 2018 Pinellas County School Board: 2018 Siena College Research Institute: 2018  Indiana University: 2019 Cummer Museum of Arts and Gardens: 2019 Northeast Florida Association of Realtors: 2019  First Coast News: 2020 Jacksonville Civic Council: 2020 El Diario: 2020
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# Research With Integrity.

University of North Florida  
Public Opinion Research Lab

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. Gifts of any size are greatly appreciated and all donations will go directly towards research efforts at PORL. If you want to see more transparent research conducted and you share in our passion for furthering the voice of community residents, please help us by visiting [www.unf.edu/coas/porl/](http://www.unf.edu/coas/porl/) to make a donation. If you have any questions about making a donation, please contact the Public Opinion Research Lab.

