UNF | Public Opinion Research Lab
College of Arts and Sciences
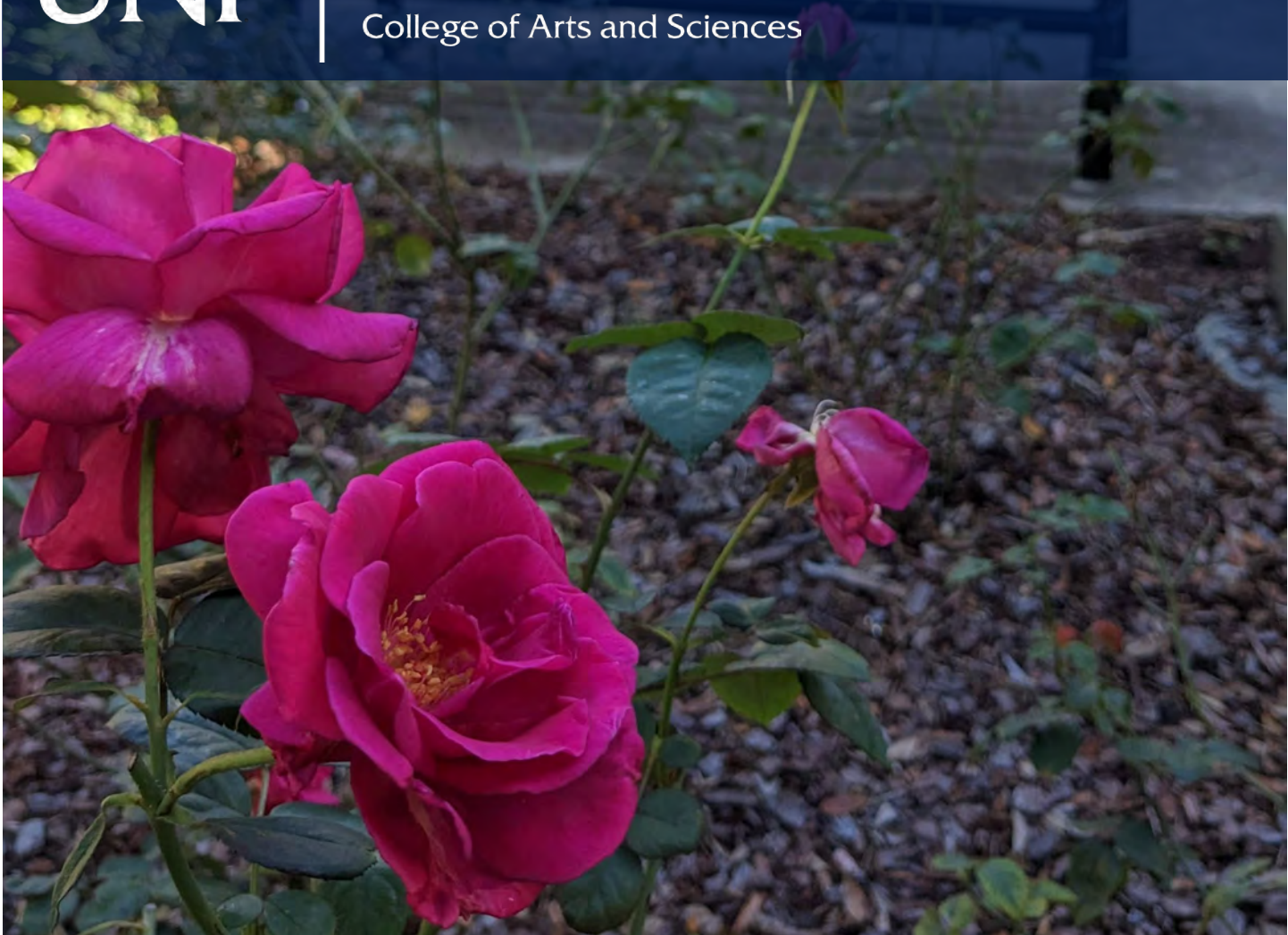
Annual Report
Jan 1 - Dec 31, 2022

Contents

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 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.

A Message from PORL Faculty Director

Well, the world was a crazy place to be in 2022, and PORL was no exception. We kept busy with a total of 29 projects, had some great successes, faced a few challenges, and learned a lot along the way.

PORL is proud to have worked with some outstanding agencies and organizations this year, in our own community, and across the country. We collaborated with excellent faculty at here at UNF, as well as other universities all over the United States. Hundreds of students engaged in the political process by collecting data for our statewide and local public policy polls.

As we move forward into 2023, we at PORL aim to continue improving and expanding our research, serving our community, and providing students with valuable hands-on learning experiences.

Dr. Michael Binder, PORL Faculty Director

PORL & UNF Metrics

Student involvement is a core component of all PORL research studies, engaging hundreds of students every year 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 four 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*
PORL	59.7%	62.5%	68.5%	71.9%	85.4%
UNF	38.5%	44.6%	48.3%	48.3%	50.6%

UNF Rates not finalized with FL SUS

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

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

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

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

Access Rate (Undergraduates using Pell Grant - Metric 7)

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

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

	Fall 2016
PORL	35.2%
UNF	30.7%

How has working at PORL helped our interviewers succeed at UNF?

"Keeps me engaged with people on campus."

"Make[s] me be a part of what makes UNF so great."

"Money towards campus housing and food, along with communication skills."

"Given me a job so close to my classes that I can spend more time doing my schoolwork and less scrambling around trying to get ready for work."

"It has helped keep me on track with all of my classes and made me feel more confident while talking on the phone and helped me with interviews."

"Feels like there's so much more to UNF than just being a student- I'm getting involved in so many things and this is one of them that's helped me get into others."

"I want to do research once I graduate, especially with all of the emerging political phenomena that will come within the next few years."

"I'm able to focus on school while working at a job with flexible hours."

Interviewer Spotlight
Awards and Superlatives

2022 Interviewer of the Year
Rachel McDonald

"PORL has truly brought me out of my comfort zone and has allowed my skills to shine more so than any other company I've worked with. This office has brought me some of my closest friends and has paved the way for exciting, new opportunities!"

2022 PORL Supervisors

Favorite Supervisor
Daniel Loe

Most Enthusiastic Caller
Benjamin Storie

Interviewer Spotlight (cont.)
What do you value most about working at PORL?

"The opportunity to hear different opinions and knowing how to talk with all kinds of people."

"Working on campus saves me time and money but also working in PORL is such an easy way to do something I enjoy while making money."

"The workplace atmosphere (including quality conversations), coworkers, PORL directors, and the challenge of persuading people to take the surveys."

"I met some great people! Also getting to conduct important research."

"Meeting new people and gaining experience and skills in dealing with others"

"The value of learning people's different perspectives and viewpoints from around the state and country."

PORL By the Numbers
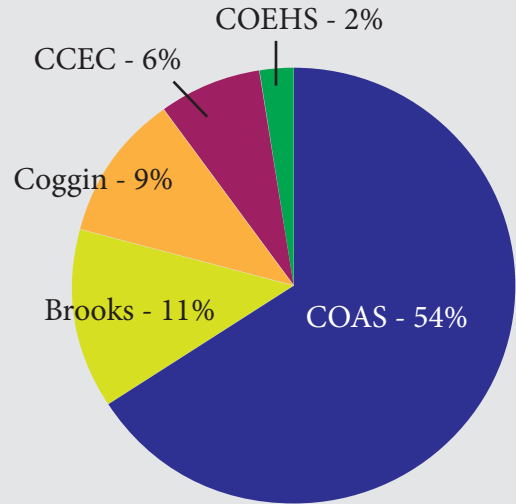
Interviewer Stats

117 UNF Student Interviewers

10 International Student Interviewers

14 Honors College Student Interviewers

$259,275 Earned by UNF Students

Pie chart:
- COAS - 54%
- Brooks - 11%
- Coggin - 9%
- CCEC - 6%
- COEHS - 2%

Project Stats

Internal
5

Public & Nonprofit
12

Colleges & Universities
12

21,735 Completed Surveys

13,531 Telephone

7,492 Online

712 In-Person
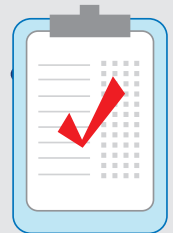
284 Days in the Field

10,540 Hours in the Field
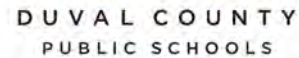
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Projects & Partners

Sean Freeder, PhD - Assistant Professor
Political Science & Public Administration, College of Arts & Sciences
2022 Spring & Fall Statewide Omnibus Surveys

Izabela Majewska, EdD - Assistant Professor
Political Science & Public Administration, College of Arts & Sciences
2022 Spring Statewide Omnibus Survey

Michele Donaldson, MPA - Instructor
Political Science & Public Administration, College of Arts & Sciences
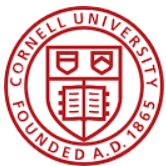*2022 Fall Statewide Omnibus Survey*

Community Partners

Educational Partners

Project Highlights

69% of motorcyclists reported having seen or heard *Watch for Motorcycles* in the past year, compared to **46% of non-motorcyclists**.
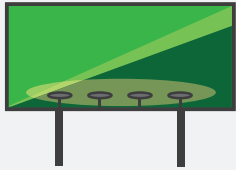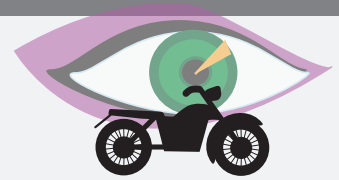
50% of respondents who reported seeing *Click It or Ticket* in the past year saw it on a **traditional billboard**.

When asked the **most effective way to reduce drunk driving**, the most popular response was **increasing law enforcement and checkpoints**.
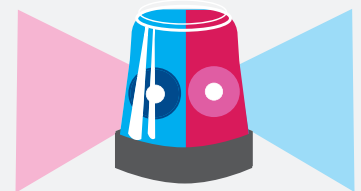
Florida Commission on the Status of Women

Healthcare and **economic security** are tied for the biggest challenge facing Florida women, each with **48%** of respondents.

Nonprofit Center of Northeast Florida

78% of respondents agree that the work of **local nonprofits** makes our community a **more desirable** place to live.

81% of respondents agree that **local nonprofits** can deliver social services and help people **more efficiently** than government.

Visit Jacksonville

Leisure guests account for the greatest percentage of hotel guests in the Jacksonville area, with an average of **35%**.

84% of hotels said they were **on or ahead of pace** to accomplish their goals for the upcoming fiscal year.

COJ - Jacksonville Jazz Festival

81% of visitors to the Jacksonville Jazz Festival said the **JazzFest was the main reason** for their visit to Jacksonville, up from 69% in 2021.

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2022 Election & Policy Polls
In The News

Poll: DeSantis essentially ties with Trump among Florida GOP

POLITICO

The Florida Times-Union
jacksonville.com

UNF poll: Waters and Burton in close race for sheriff; school tax referendum a cliffhanger

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DeSantis leading Crist by 14 points in Florida governor race: survey

"Given DeSantis's historic fundraising and popularity among Republicans, his lead in this race is not surprising," Michael Binder, the faculty director of the research lab, said in a statement. "The surprise in these numbers is that a statewide race in Florida is closer to a blowout than a recount."
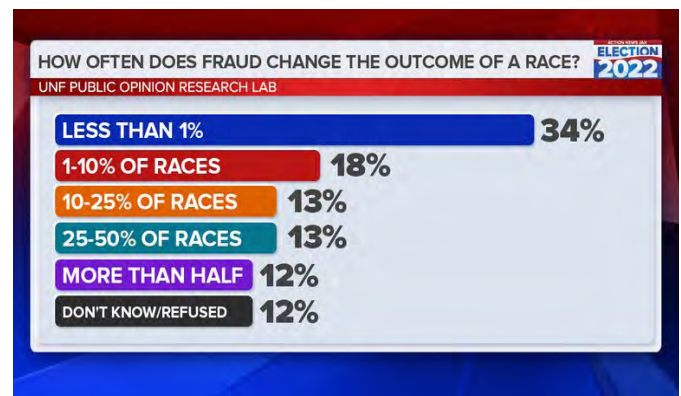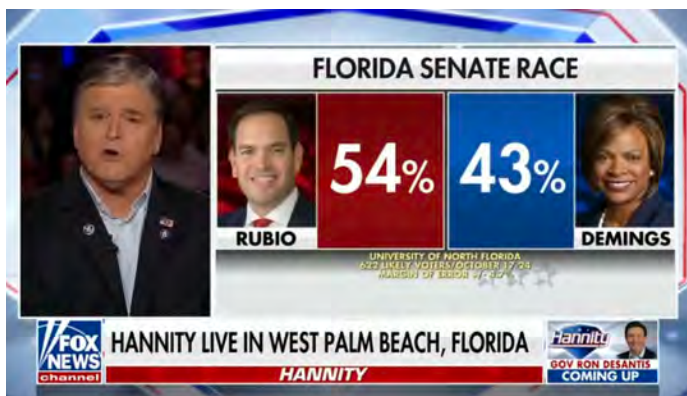
THE HILL

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abc FIRST COAST NEWS

From crime to recycling, new UNF poll highlights Jacksonville's biggest priorities

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The results show that crime is the No. 1 concern for people when it comes to problems facing Jacksonville.

FLORIDA POLITICS

Aaron Bean takes double-digit lead in CD 4 poll

"This race has been on a lot of folks' radar since CD 4 was redrawn earlier this year, especially given legal challenges and criticism of the new districts as watering down the Black vote in North Florida," Mike Binder, PORL faculty director and UNF professor of political science, said in a statement. "Not only has L.J. Holloway likely feeling some of these redistricting effects as a Black Democrat, but she's also been far outspent by Bean on the campaign trail."

FLORIDA SENATE RACE

RUBIO **54%** **43%** DEMINGS

UNIVERSITY OF NORTH FLORIDA
623 LIKELY VOTERS/OCTOBER 17-26
MARGIN OF ERROR +/- 4%

FOX NEWS channel

HANNITY LIVE IN WEST PALM BEACH, FLORIDA
HANNITY

GOV RON DESANTIS COMING UP

HOW OFTEN DOES FRAUD CHANGE THE OUTCOME OF A RACE? ELECTION 2022
UNF PUBLIC OPINION RESEARCH LAB

LESS THAN 1%	34%
1-10% OF RACES	18%
10-25% OF RACES	13%
25-50% OF RACES	13%
MORE THAN HALF	12%
DON'T KNOW/REFUSED	12%

INDEPENDENT

Vast majority of Florida voters oppose 'Don't Say Gay' bill – GOP is going to pass it anyway

Survey shows 34 per cent support for 'hateful' legislation targeting LGBT+ youth

The findings published by the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) meanwhile found a "majority of respondents", or 57 percent, in opposition to the bill "either strongly or somewhat".

In the Lab and Beyond

- Faculty Director Dr. Mike Binder speaks to local community leaders about polling and policy at **Cuppa Jax**.

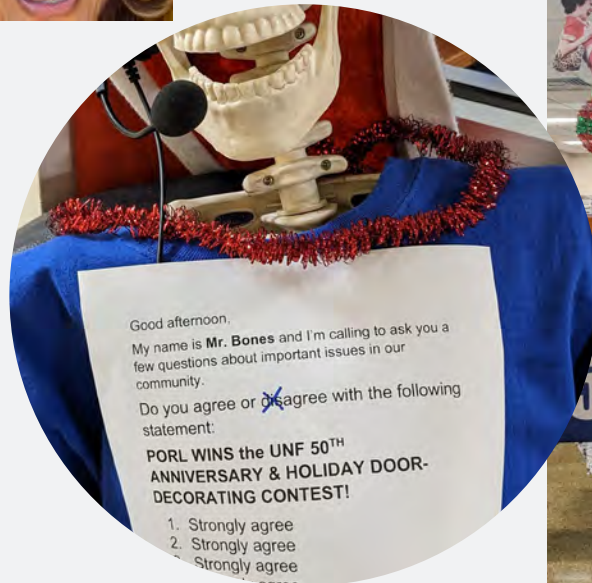**Piper**, PORL's resident good girl, doin' a biiiiiiiig stretch.

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Thank you, Piper!

PORL attends the 2022 annual meeting of the Association of Academic Survey Research Organizations (AASRO), hosted by **East Tennessee State University** in beautiful Johnson City, TN.

PORL wins **first place** in the holiday door-decorating contest celebrating UNF's 50th anniversary!

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, 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, Lab 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

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

Research Assistants

Madeline Read

Maddie's responsibilities include managing social media, assisting with reports, and decorating the lab. She graduated Magna Cum Laude from UNF in 2022 with a bachelor's in political science, a concentration in public law, and a minor in mass media communications.
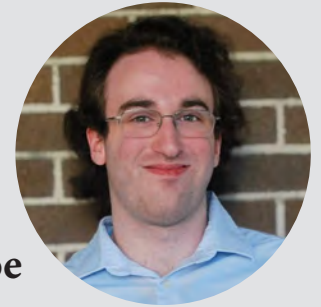
Daniel Loe

Daniel assists in writing reports and presenting key findings. He also works as a supervisor and tests survey software. Daniel graduated Summa Cum Laude with a bachelor's in political science and a minor in creative writing from UNF in 2021.

UNF

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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