



UNIVERSITY *of* NORTH FLORIDA

Public Opinion Research Lab

ANNUAL REPORT

January 1 - December 31, 2019



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.

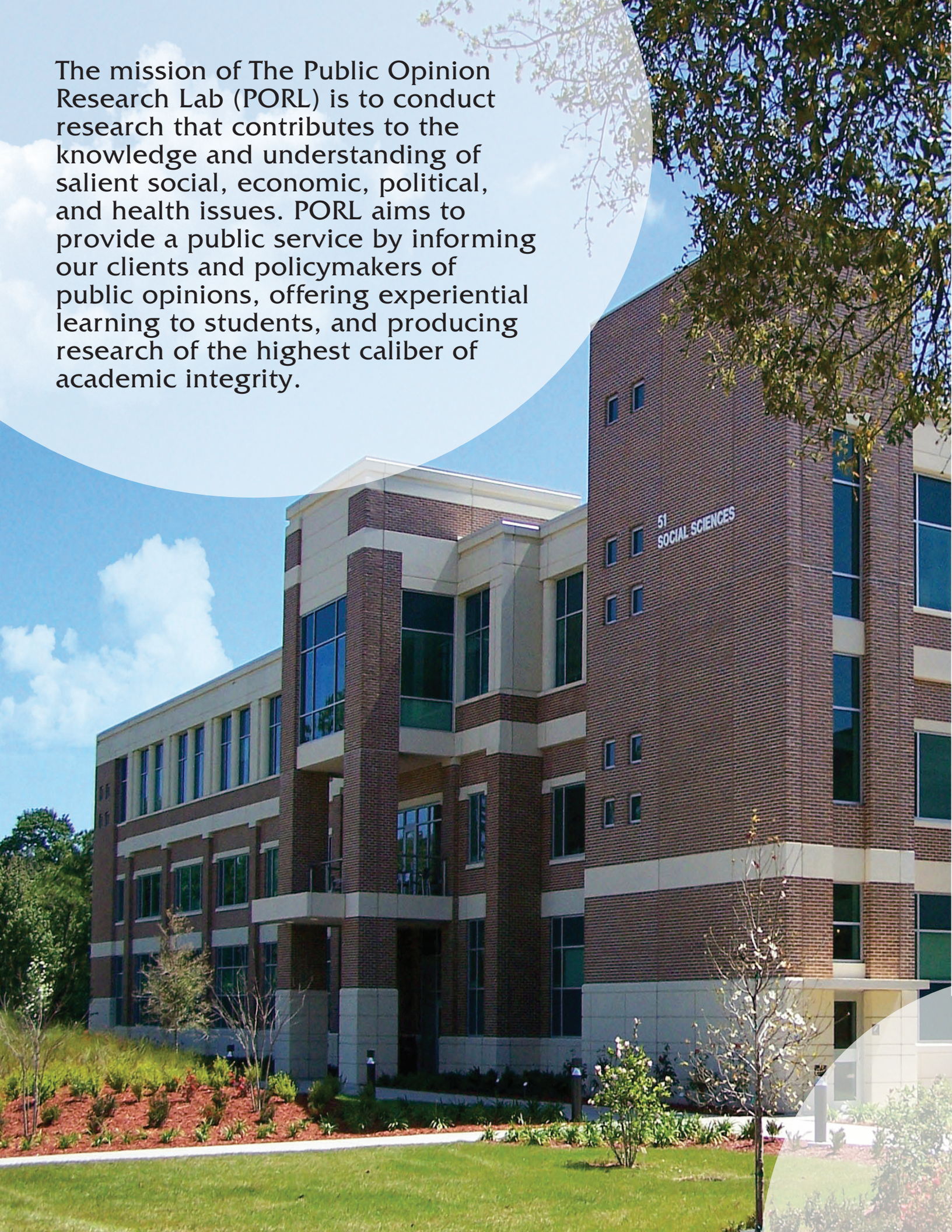


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Follow us:

@UNFPORL





A Message from the Faculty Director

At PORL, we believe the voice of the public is a powerful force that can shape public policy and inform the decision-making process. That's why our highest 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. We've certainly faced some learning curves over the years, but ultimately these challenges have helped us grow and become more aligned with top industry standards.

Over the past eight years, I have had the distinct pleasure of watching PORL grow from conducting only a couple of internal projects a year with student volunteers, to be a round-the-clock respectable research organization. Since taking over as faculty director we have collaborated with 37 unique clients and 33 UNF faculty members, provided experiential learning to approximately 3,000 UNF student volunteers, and brought in almost 2 million dollars in revenue. More personally, this past year I was able to use data collected from PORL in my recently published book with Dr. Matthew Corrigan: "Florida and the 2016 Election of Donald J. Trump". I am incredibly proud of the work we do at PORL, the data we have produced, and the important work we have done in our community. More than anything, I am proud of the team and community we have cultivated here. Without our dedicated staff, research associates, supervisors, and most importantly, our student callers, none of this would be possible.

To sustain our mission, we encourage philanthropic partners who share our passion for research with integrity to collaborate with us through financial donations. Public opinion polls give a voice to people who otherwise, might not have their opinions heard. These gifts will go directly towards funding our internal non-partisan polls and increased opportunities for students. Your involvement is invaluable to our research, and gifts of any size are greatly appreciated. Everyone here at the Public Opinion Research Lab is deeply grateful for your continued support.

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.

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. In addition, 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. As a member of AAPOR and the Transparency Initiative, PORL strives to uphold ethical research practices, and ensure our research process is accessible and transparent.

The PORL is also proud to be a member of the Association of Academic Survey Research Organizations (AASRO). AASRO is comprised of more than 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.



Our Work Today and Tomorrow

Over the past few years, PORL's research capabilities and client base have grown steadily. We endeavor to utilize various methodologies, including intercept, phone, and online surveys to better suit our client's diverse needs. We have been involved with several types of research projects, such as economic impact surveys, political polling, and awareness surveys, to name a few. Since its opening in 2001, PORL has conducted and helped implement 241 research projects through consulting, questionnaire design, population sampling, data collection, analysis, and report writing. In addition to working with outside clients, PORL aims to conduct independent, self-funded polls throughout the year. In 2019, we organized eleven independent projects on local, statewide, and national political issues—the most self-funded projects we have conducted in a year to date.

As PORL continues to expand, we are eager to pursue new research opportunities and build new relationships with research partners. Our commitment to high quality research guides us to seek out the latest innovations in survey sampling methodology, while also collaborating and exchanging best practices with colleagues in our field. As we begin this new decade, our ultimate goal is to transition from a state-centric research center to a national polling organization.

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 the University of North Florida. Dr. Binder is responsible for PORL's methodology and all aspects of the survey process. He received his Ph.D from the University of California, San Diego in 2010, where he was involved with the first ever statewide Deliberative Poll in California. His research interests include voter decision-making, direct democracy, American politics, and public opinion.



Andrew Hopkins, Assistant Director

Andrew Hopkins 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. He received his MPA with a focus in Local Government in 2013 from UNF.



Charlene Stainfield, Research Associate

Charlene Stainfield assists in the collection, analysis, reporting, and presentation of survey data. Stainfield received her BA in Political Science with a concentration in American Politics from UNF in 2017. Her research interests include the interaction between interviewer effects, turnout modeling, and public opinion. She is planning to pursue a Ph.D in the field of American politics in 2020.



Kathlina Brady, Research Associate

Kathlina Brady is the lead supervisor and social media coordinator at PORL. She also assists in report writing and data analysis. Brady received her BA in Spanish and Political Science with a concentration in International Relations from UNF in 2018. Her research interests include developmental and environmental policy. She is planning to pursue an MPP in 2020.



Eva Matthews, Research Associate

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



Mark Cooper, Coordinator

Mark Cooper is responsible for the hiring, training, and scheduling of interviewers at PORL. Cooper received his BA in Political Science and Film at UNF. In 2019, Cooper graduated with an MPA from UNF.

Our 2019 Partners

We extend our gratitude to the University of North Florida, the College of Arts and Sciences, our faculty collaborators, project partners, funders, and to the hundreds of 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.



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



INDIANA UNIVERSITY
CENTER FOR SURVEY
RESEARCH



Faculty Collaborators

This year, these faculty collaborators utilized PORL as a resource for their independent research, while also providing their students with a transformational learning opportunity by volunteering at PORL. We are eager to work with UNF faculty and invite our colleagues with research questions to collaborate with us.



Angela Mann,
Ph.D.
College of Arts and
Sciences
*University of North
Florida*



Enrijeta Shino,
Ph.D.
College of Arts and
Sciences
*University of North
Florida*



Dong-Young Kim,
Ph.D.
Coggin College of
Business
*University of North
Florida*



Nathan Kunz,
Ph.D.
Coggin College of
Business
*University of North
Florida*



Kristen Roof,
Ph.D.
Brooks College of
Health
*University of North
Florida*

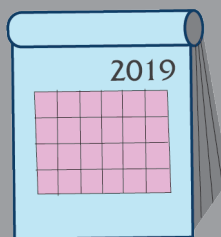


Alireza Jahan
-Mihan, Ph.D.
Brooks College of
Health
*University of North
Florida*

PORL: By the Numbers



11
Internal
Projects



215
Days Calling

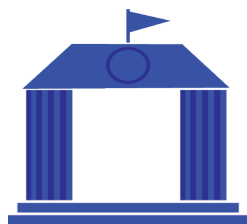
48 Days in the Field
for Intercept Surveys

2
Local
Government
Projects



19,148
Total Hours Calling

687 Hours in the Field
for Intercept Surveys



4
Florida State
Government
Projects



17,644
Phone Interviews

1,135,919
Total Dials

7
Nonprofit/
University
Projects

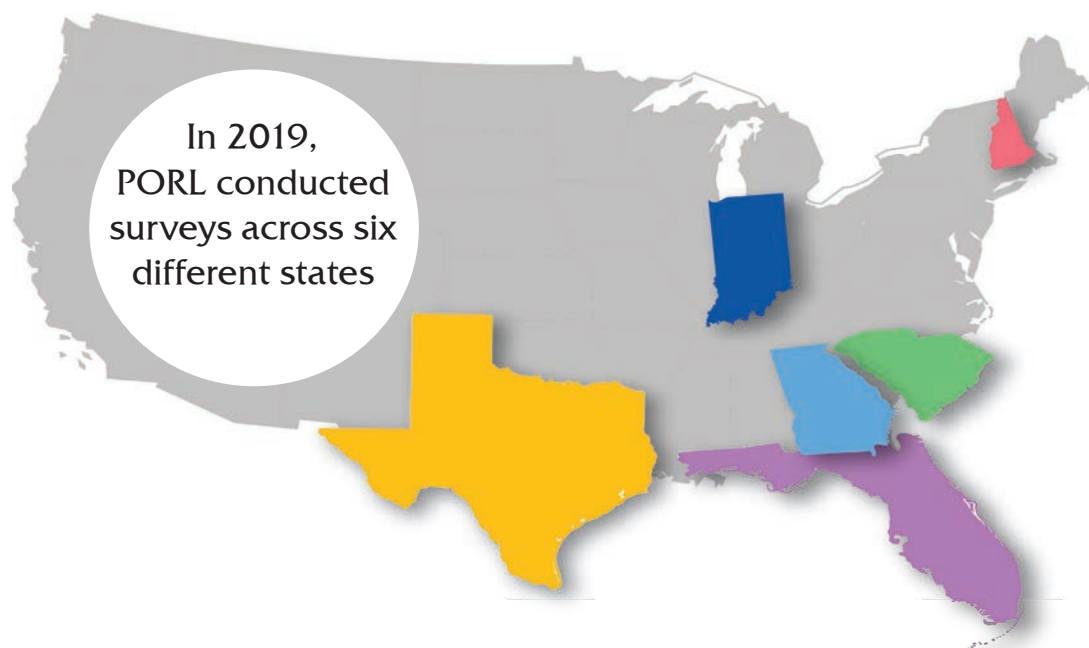


2,553 Intercept
Surveys Completed

1,569 Online Surveys
Completed

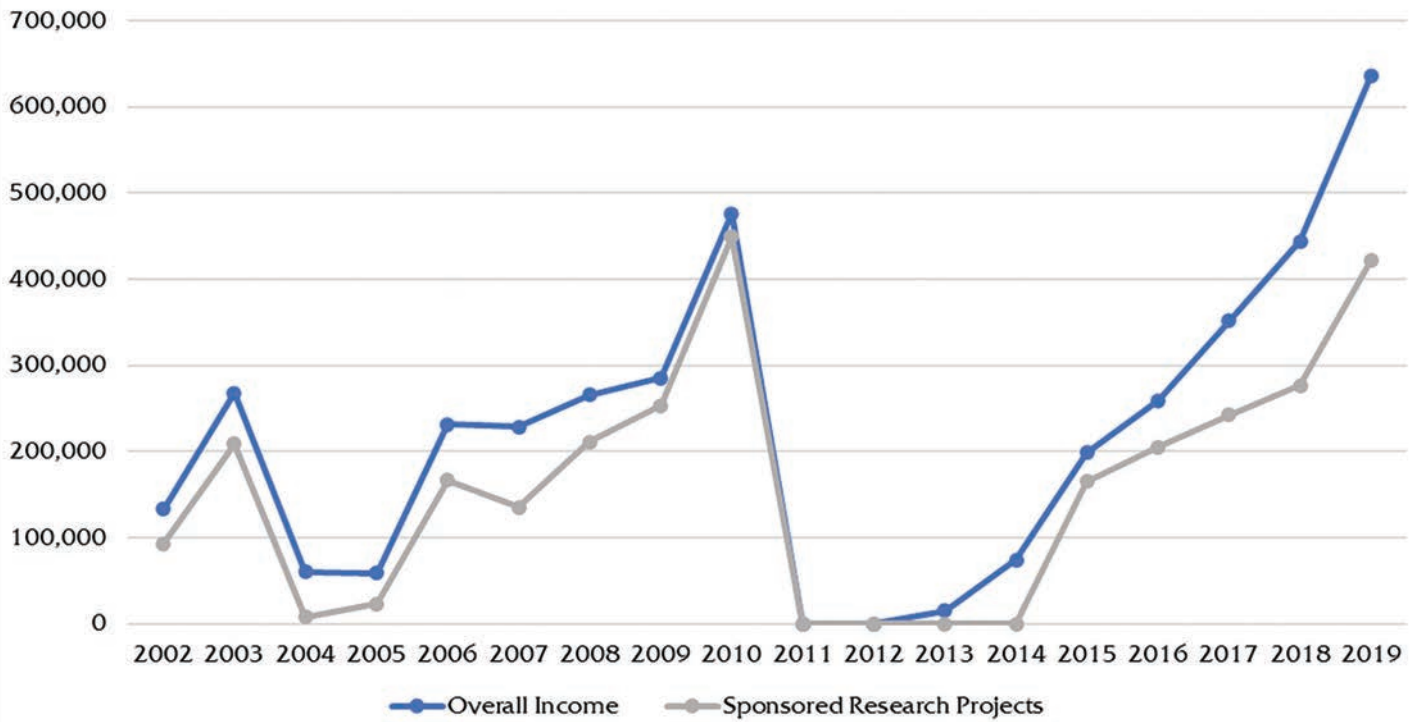


1
Private
Business
Project



2019 Revenue

PORL Revenue Over Time



\$61,880 Generated F&A
 ↑ **81% increase from 2018**

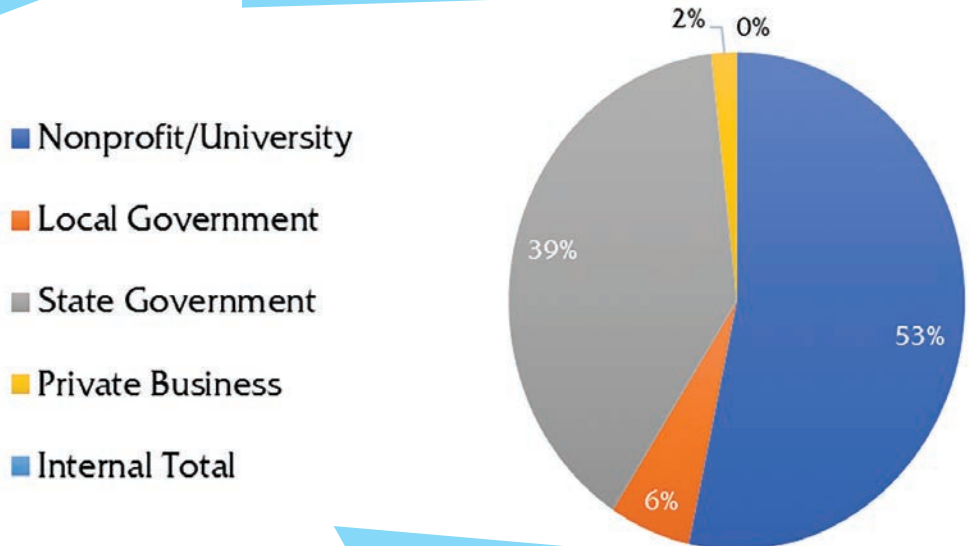
Total sponsored research project revenue: \$421,561

Amount Donated: \$1,275

Total Overall Revenue: \$636,915.27



Funding by Project Type



Meet Our Interviewers

The Public Opinion Research Lab would not exist if it were not for our incredible student callers. Through their hard work, PORL has continued to grow and conduct more research projects every year. We are proud to provide meaningful work to our student employees that combines learning with personal development that will prepare them for success when they leave UNF. Aside from providing financial support to students, we promote a flexible and accommodating work environment so that students are never overburdened by work.

Effective communication skills, working as a team to accomplish goals, promoting critical thinking, and learning how to balance different responsibilities are just some of the ways PORL is helping to prepare students for any path they choose to follow after graduation. We are proud of everyone's hard work this year, and all of our interviewers that graduated in 2019.

Callers of the Year



Joaquim Carerro-Baptista

Major: Political Science
Year: Senior
Time at PORL: 2 years

Completes: 1,305
Dials: 40,290
Hours: 818

Megan Dankert

Major: Communications and Advertising
Year: Sophomore
Time at PORL: 1.5 years

Completes: 483
Dials: 34,478
Hours: 597



In 2019...

370 student volunteers

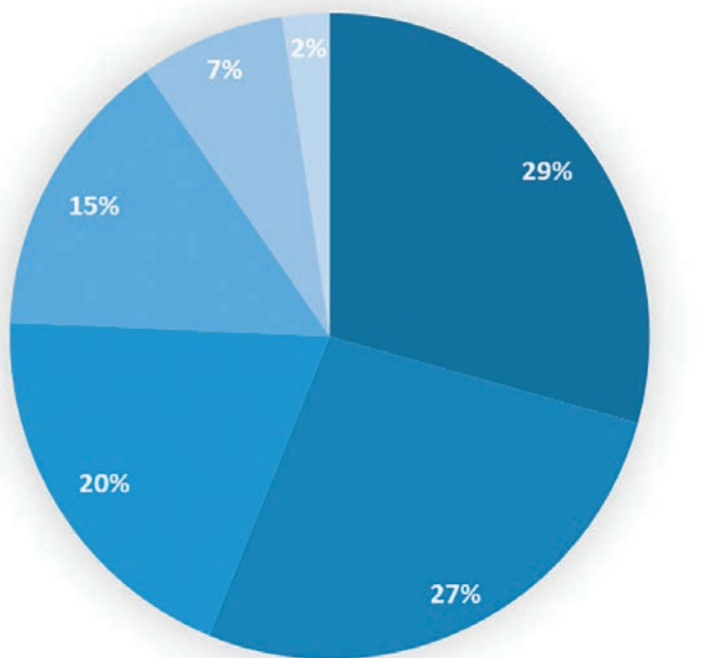
153 employees

\$355,876 amount earned by UNF students

13 International Student Interviewers

17 Hicks Honors College Student Interviewers

What do interviewers love about PORL?



- Work Environment
- Flexible hours
- Compensation
- Interesting research
- Ability to do homework
- Other

What's the best part about working at PORL?

"The other callers because they make it interesting and help pass the time"-Kayla Armstrong, Student Interviewer and Supervisor

"I really like the people I work with"- Grant Jones, Student Interviewer

"I can do homework while I'm working, and the schedule is really flexible"-Reanna Williams, Student Interviewer

"The people, getting to meet new people and interact with people I normally wouldn't"-Megan Dankert, Student Interviewer

"The Public Opinion Research Lab has given me some of my best college memories, its allowed me to speak to so many different people and learn about so many issues I had never even considered. I don't know what my college experience would be like if I hadn't worked at PORL, I'm so grateful to work at a place I love so much!" -Kristen Ballard, Student Interviewer and Supervisor

"It's an incredibly flexible work schedule and experience that really does take into consideration circumstance. Guilt-free, no questions asked time sheets, a terrific and understanding staff, and every shift is an engaging and thrilling experience. Quite honestly I can't think of a job in all the world I'd rather have." -Quote from an anonymous student interviewer

Social Media



We just took a DNA Test (it was actually a UNf poll) turns out readers

STRONGLY APPROVE OF OUR WORK & @NATEMONROETU'S JOB AS A COLUMNIST

Respect @UNFPORL polling.
3:11 PM · 18 Nov 19 from Florida, USA · Twitter

As a UNF Poli Sci Alum it is cool that people are waiting @UNFPORL poll to be released tomorrow like it is a hot mixtape.

6:04 PM - 19 Feb 2019 from Florida, USA

207,048 Impressions

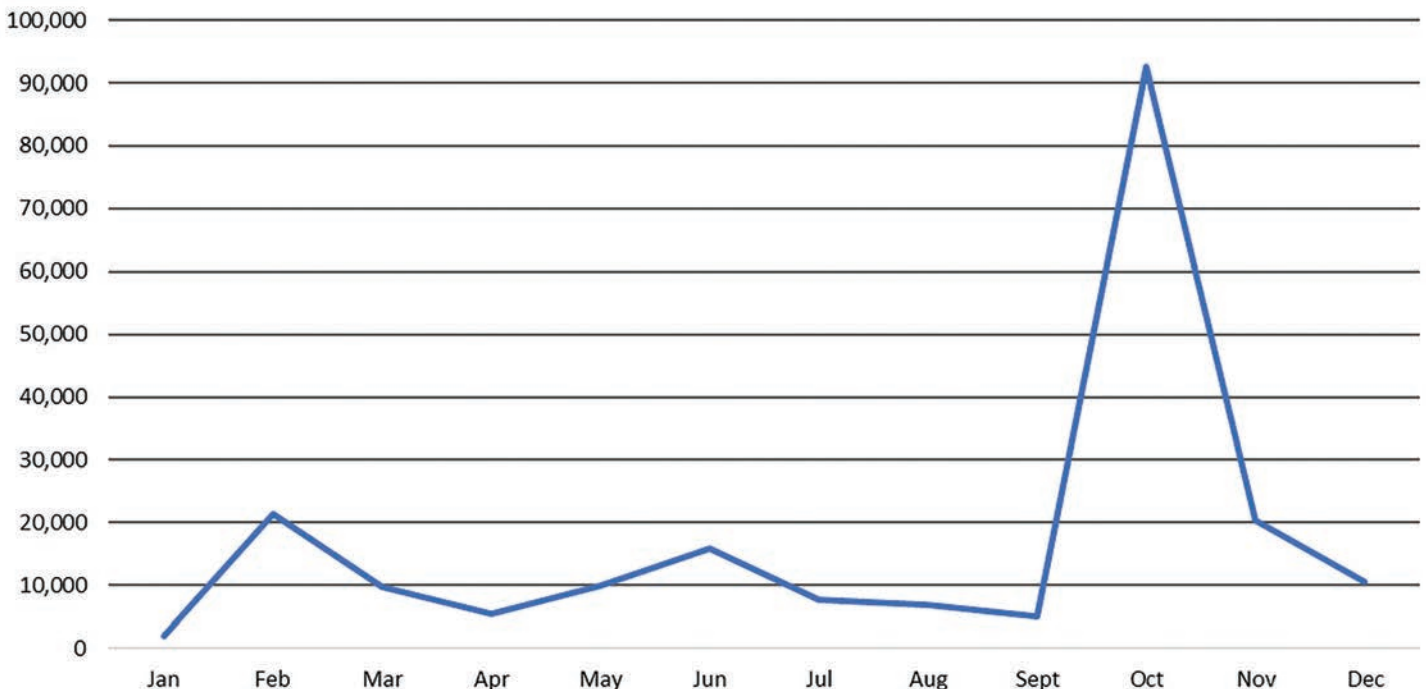
140 New Followers

8,060 Profile Visits

1,222 Mentions

Proud osprey moment!
Hearing @UNFPORL quoted on @PodSaveAmerica ❤️🦅
2:34 PM · 01 Nov 19 from South Miami Heights, FL

Twitter Impressions





Community Outreach

Over the past year, PORL had the opportunity to take part in several events around the Jacksonville community. We hope that by being more accessible in the community we can engage with others so they may better understand the survey process, the importance of quality polling, and the mission of the Public Opinion Research Lab.

As a result of our research efforts and collaboration with various organizations for research purposes, Dr. Michael Binder received an Award of Excellence for obtaining over \$250,000 in research funding through the Office of Research and Sponsored Programs at the Scholars Transforming Academic Research Symposium.

In January of 2019, Dr. Binder was invited to speak at the First Coast Tiger Bay Club, a multi-partisan political and civic forum. The focus of the forum was the nature of Florida politics, understanding the polling process, and the upcoming mayoral election in Jacksonville.

Soon thereafter, Dr. Binder had the opportunity to speak at both New College of Florida and the Sarasota Democratic Party about the current state of politics and the role of polls.

In March, the PORL team attended two events to better inform questions on policy. PORL was invited to attend the exclusive Fiorentino Group, Tucker/Hall and Roger Towers political preview of the upcoming 2019 Florida legislative session. Florida political journalists weighed in on the political climate and legislative horizon. The PORL team also attended the Jacksonville Mayoral Debate to better understand the candidates and what policies would be relevant in the upcoming city election.

- During the first week of the Fall semester at UNF, PORL attended the Week of Welcome on campus to promote the Lab to new and returning students. Over 50 students reached out following the event to inquire about working at PORL for the Fall semester. PORL also participated in the COAS Open House to introduce prospective students to the College.
- Later in the Fall, a representative from the Japanese Consulate General in Miami, Florida reached out to PORL to arrange a tour of the facility and to have a discussion about American politics with Dr. Binder.
- In October, Dr. Binder spoke at the Clay County Republicans event to discuss political polls. There, he informed the group about the science behind good polling and how to better understand a political poll.

PORL in the News

In 2019, PORL had 566 mentions in the news and news articles

Dr. Michael Binder was mentioned another 81 times

Dr. Binder was interviewed dozens of times for TV and radio news

“A poll of Florida voters conducted by the University of North Florida out this week shows the divide at 46% in support of impeaching and removing Trump and 48% opposed to it. The breakdown of the UNF poll is close, though it’s another example of how a key swing state is viewing the potential impeachment and removal of Trump differently than the country as a whole.” -Harry Enten, CNN



“Pollsters examined 2020 hopefuls’ support from South Carolina’s powerful block of African American voters, whose ballots are essential to clinching a win in the Palmetto State. Biden continued to hold a commanding lead among black voters: about 44% in the University of North Florida poll as Warren and businessman Tom Steyer tied for the second most support, with 10% each.” - Emily Bohatch, The State



“Biden beats Trump by 5 percentage points, with 48 percent of Florida respondents saying they would choose Biden and 43 percent saying they’d vote for Trump, based on a University of North Florida poll released Tuesday.” - Rebecca Klar, The Hill



“Biden right now is the toughest kid on the block in South Carolina and until someone comes along and punches him in the nose, he’s going to stay that way,” Binder said. -Marc Caputo, Politico

POLITICO

“A University of North Florida poll finds that 46 percent support impeachment and removal of Trump but 48 percent are opposed.” -Kenneth Walsh, U.S. News



This Week in JACKSONVILLE



News 4 JAX

BAN ON SINGLE-USE PLASTIC STRAW

UNIVERSITY OF NORTH FLORIDA

- 42% Support
- 47% Oppose
- 49% of democrats support



HALF-CENT SALES TAX POLL

UNIVERSITY OF NORTH FLORIDA

- 74% - Support School Board plan to add a half-cent sales tax
- 20% - Disapprove
- 4% - Aren't sure



The Florida Times-Union
jacksonville.com

According to a UNF Poll...
18 point net-positive approval of the way that the Jacksonville Times-Union reports on issues concerning local government, according to Jacksonville voters

Duval County Fall 2019 Survey



FIRSTCOAST
abc NEWS

Survey Highlights: Jacksonville Speaks

The proposed sale of JEA, Jacksonville's publicly owned utility company, was one of the hottest topics of the year. PORL took the pulse of Jacksonville voters on this important issue:

- 59% oppose selling all of JEA
- 60% oppose selling the electric portion of JEA
- 61% oppose selling the water portion of JEA
- 59% oppose selling the sewer portion of JEA
- 73% believe a publicly owned JEA benefits the city
- 13 point net-negative job disapproval of Aaron Zahn in his role as the CEO of JEA
- 22% would not want to sell JEA for any price

Duval County Fall 2019 Survey

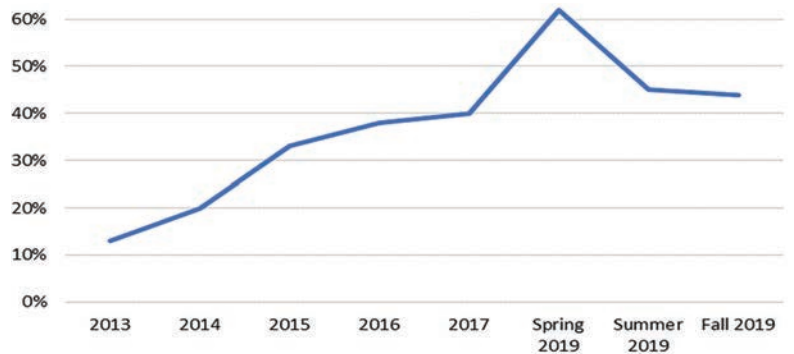
The majority of registered voters in Duval County

75%

support a half-cent sales tax increase to support local schools

Duval County June 2019 Survey

Crime has consistently been named the most important issue facing Jacksonville



When Nick Foles returns from injured reserve, should he be the starting quarterback, or should Gardner Minshew remain the starting quarterback?



47% Minshew

20% Foles



Duval County Fall 2019 Survey



Survey Highlights: Statewide Polls

South Carolina Primary Poll

If the Presidential Primary were held today and the following candidates were on the ballot, who would you vote for? *



Joe Biden
36%



Elizabeth Warren
10%



Bernie Sanders
10%



Tom Steyer
8%

*(Only top four candidates shown)

What do you think is the most important problem facing Florida today?

- 19% Education
- 18% Environment
- 17% Healthcare
- 13% Immigration
- 13% Crime
- 9% Economy/Jobs/Unemployment
- 1% Gun Policy
- 1% Race Relations
- 1% Terrorism
- 6% Something Else
- 3% Don't Know

Florida Spring 2019 Statewide

55%

of Democratic Primary voters in South Carolina would prefer to vote for a candidate that wants to build on the existing Affordable Care Act, rather than replace it with Medicare-for-all

South Carolina Democratic Primary Statewide Survey Fall 2019

72%

of Florida registered voters approve of Ron DeSantis

64%

of Florida registered voters support recreational marijuana legalization

Florida Fall 2019 Statewide



Survey Highlights: Florida Department of Transportation

Click it or Ticket Media Survey

88.9% of respondents stated they wear their seatbelt all of the time when driving

Out of all designated market areas (DMA) sampled, the Pensacola DMA had the highest percentage of respondents who had read, seen, or heard about the Click It or Ticket campaign at 92%

The Panama City DMA had the lowest campaign recognition of all DMAs, with 83% of respondents having read, seen, or heard about the Click It or Ticket safety message

DUI Media Survey

When asked how likely they are to personally be stopped by a police officer after having too much to drink and drive, 34.6% of respondents said almost certain or very likely

A majority of respondents, 75.7%, believe that law enforcement agencies in their county enforce the DUI laws in their community very or somewhat strictly

Watch for Motorcycles Media Survey

Both motorcyclists and non-motorcyclists were more likely to see the Watch for Motorcycles safety message on “Bumper Stickers” than any other advertising platform

Motorcyclists were asked what type of bike they rode. The “Cruiser” was the motorcycle ridden most often (35%), followed closely by “Sport” at 30%

Pedestrian and Bicycle Safety Awareness Survey

The overwhelming majority of respondents had not seen or heard the five safety messages asked about in the PORL survey:

- Discover Your Role - 98% “No”
- One Foolish Act - 90% “No”
- Stop on Red - 64% “No”
- Every Pedestrian and Bicyclist is Important- 75% “No”
- Alert Tonight Florida- 92% “No”

When asked about bicycle helmet laws, 54% of respondents incorrectly stated that everyone is required to wear a helmet; only riders under 16 are required by Florida law to wear a helmet when riding a bicycle

Survey Highlights: Intercept Polls

Jacksonville Jazz Fest Poll

During the annual Jacksonville Jazz Festival from May 23 to May 26, PORL conducted an economic impact study to understand how the event affected Duval County. This involved thoughtful methodology to determine how many people were at the event and interviewing about spending habits. This survey was also conducted in 2018.

- 944 completed interviews
- 130 interviewer hours over 3 days
- 38% of all individuals surveyed heard about the festival from friends/family, followed by 31% who reported hearing about it online or through social media
- Of all visitors to the Jacksonville area, 87% were at least somewhat influenced by Jacksonville Jazz Festival in 2019, identical to 2018
- The average spending of visitors per day at the Jacksonville Jazz Festival was \$76 in 2019, up slightly from \$72 in 2018
- Estimated total economic impact: \$12,486,604

Duval County Arts and Culture Survey

Jacksonville's Tourist Development Council (TDC) contracted with PORL to better understand tourists' awareness and satisfaction of Jacksonville's arts and cultural attractions. Surveys were conducted at various events, attractions, and hotels in the city over a six month period.

- 1,520 completed interviews
- 497 interviewer hours
- Over 70% of respondents who had visited an attraction stated they were "Very Satisfied"
- 74% of respondents stated they always, usually, or sometimes seek out arts, historical, and cultural attractions when traveling
- Visitors to Duval that live in one of four contiguous counties (local visitors) have awareness levels almost identical to Duval residents. Local visitors had an average awareness of 46% for Duval's cultural attractions, compared to 17% for visitors originating from elsewhere (non-local visitors). Duval residents had an average awareness of 51%



Conference Presentations

In March, Dr. Binder and Andrew Hopkins attended the Association of Academic Survey Research Organizations (AASRO) Conference in Lincoln, Nebraska. They had the opportunity to share best practices in survey research and collaborate with colleagues in the field.



One of PORL's research associates, Charlene Stainfield, had the opportunity to present research at three conferences this year. In May, Stainfield presented at the American Association for Public Opinion Research in Toronto, Canada. Her research looked at pre-election polling and partisan interviewer effects. Using data from experiments conducted in PORL, she found a significant relationship between the partisanship of an interviewer and the partisanship of survey respondents, despite the fact that interviewers remain neutral and never reveal partisanship on the phone. This research is ongoing to determine what cues may lead to this phenomenon.

In July of 2019, Stainfield presented research alongside a representative from the United States Census Bureau at the National Association of County and City Health Officials Conference in Orlando, Florida. This presentation focused on PORL's Drive Sober Get Pulled Over media survey for the Florida Department of Transportation, and how we use the American Community Survey from the Census Bureau to weight our data.



In addition to these two presentations, Stainfield also presented a poster at the American Political Science Association Conference in Washington, D.C in August. The research presented in the poster examined perceptions of police violence in Jacksonville and the effects of interviewer race. Her research found that respondents were more likely to admit they perceived police violence as a threat if they were speaking with a black interviewer. However, the interviewer's race is never mentioned to the respondent.

Technical Reports

Binder, Michael, Andrew Hopkins, and Charlene Stainfield. 2019. Northeast Florida Association of Realtors Jacksonville Survey 2019. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Charlene Stainfield, and Kathlina Brady. 2019. Jacksonville Jazz Festival Economic Impact Report 2019. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, and Charlene Stainfield. 2019. Florida 2019 Driving Under the Influence (DUI) Media Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

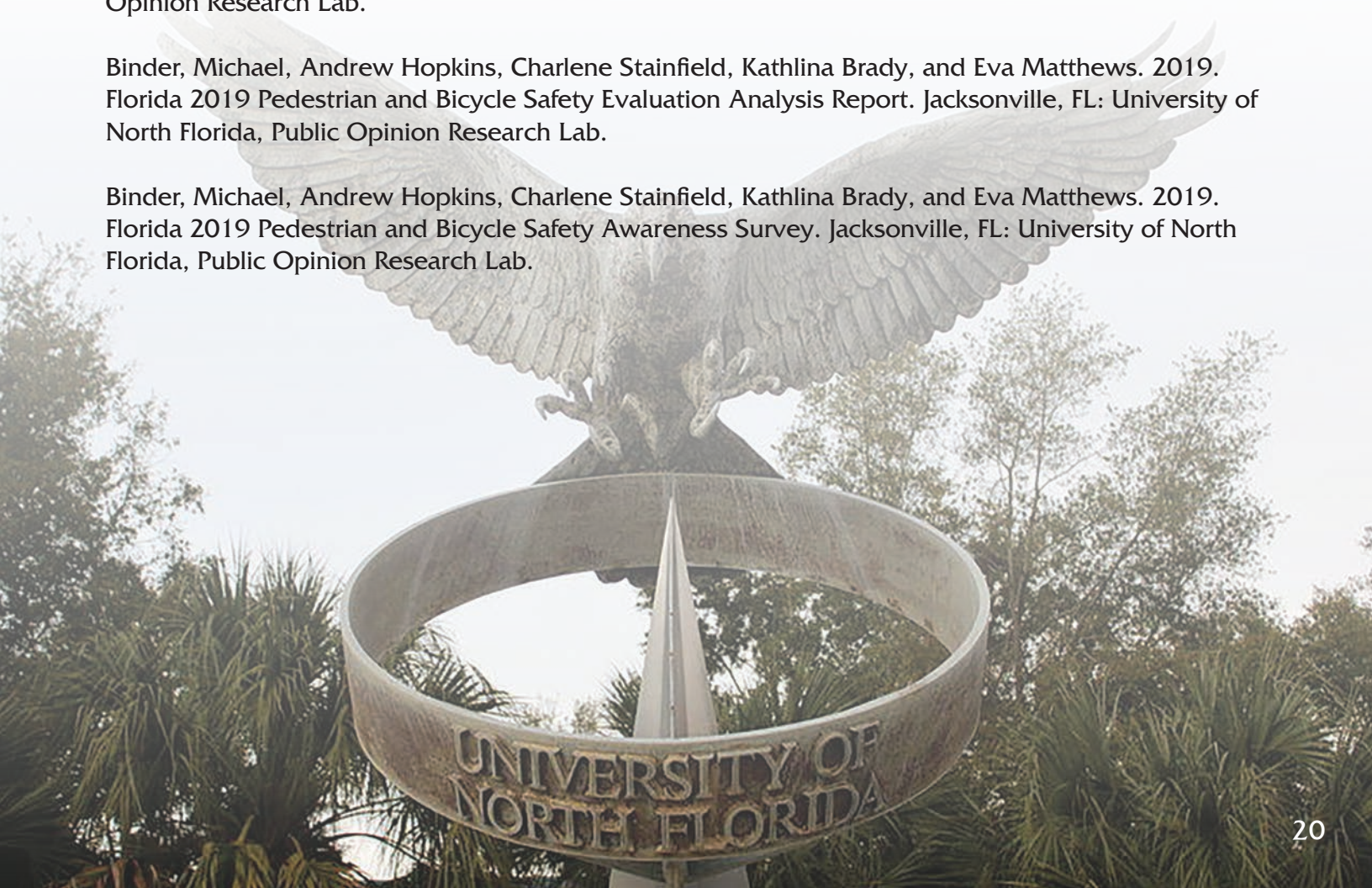
Binder, Michael, Andrew Hopkins, and Charlene Stainfield. 2019. Florida 2019 Click It Or Ticket Media Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Kathlina Brady, and Eva Matthews. 2019. Duval County Arts and Culture Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Charlene Stainfield, Kathlina Brady, and Eva Matthews. 2019. Florida 2019 Motorcycle Safety Media Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Charlene Stainfield, Kathlina Brady, and Eva Matthews. 2019. Florida 2019 Pedestrian and Bicycle Safety Evaluation Analysis Report. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.

Binder, Michael, Andrew Hopkins, Charlene Stainfield, Kathlina Brady, and Eva Matthews. 2019. Florida 2019 Pedestrian and Bicycle Safety Awareness Survey. Jacksonville, FL: University of North Florida, Public Opinion Research Lab.



How is PORN 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 PORN's bi-annual Omnibus projects as part of their class curricula.

Student interviewers and supervisors employed at PORN gain valuable experience and skills for many different fields. The flexible schedules, ability to do homework, 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 PORN 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. For example, PORN conducted a food insecurity and nutrition education survey for Drs. Kristen Hicks-Roof, Robert Zeglin, Daniel Mason and Corinne Labyak in UNF's Nutrition and Public Health departments, which was then published in Vol. 16 of The Florida Public Health Review in May 2019. Over the past couple of years, PORN 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." As we begin this new decade, PORN will continue to collaborate with and be a resource for all UNF faculty.



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
PORL Employees	92.5%	93.1%	97.1%
UNF Student Average	80.9%	81.6%	82.7%

Academic Progress Rate

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

Students with Pell Grants

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

Four Year Graduation Rate

	Fall 2013	Fall 2014	Fall 2015 *
PORL Employees	41.2%	59.7%	62.5%
UNF Student Average	34.7%	38.5%	43.8%

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

AAPOR Conference, Toronto, Canada



NORC
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