

2022-23

CPOR Annual REPORT

PREPARED BY
THE CENTER OF PUBLIC
OPINION RESEARCH

☎ 386-822-7570

✉ CPOR@stetson.edu

🌐 Stetson.edu/CPOR

📷 @Stetson_CPOR



Table of Contents

1. **About CPOR**
2. **Student Calling**
3. **Project Highlights**
4. **CPOR in the News**
5. **Future Projects**

CPOR's Mission Statement

The Center for Public Opinion Research is an independent, non-partisan survey research center at Stetson University. The purpose of CPOR is to produce knowledge about how the public thinks about politics, the economy and other social issues. Stetson's CPOR also advances our students' education in the dynamic science of survey research and social science methodology.

Message from Executive Director Dr. Steven Smallpage



I am proud to present the inaugural annual report of the Center for Public Opinion Research (CPOR). Our mission is to provide unbiased, accurate, and timely information on public opinion, empowering individuals to make informed decisions about issues that impact their lives. In the coming year, we are thrilled to conduct our first-ever presidential polls, utilizing advanced methods to ensure the utmost accuracy and reliability of our findings. As a nonpartisan organization, we are deeply committed to providing factual information in a time where misinformation and polarization abound, aiming to foster a more informed and engaged society.

We would like to extend a heartfelt thank you to our dedicated team of student workers, whose tireless efforts and contributions have been invaluable to the success of CPOR.

Their enthusiasm, hard work, and fresh perspectives have played a vital role in our achievements, and we are grateful for their commitment to our mission.

Moreover, we express our sincerest gratitude to our donors, whose unwavering support has been instrumental in driving our efforts forward. Your generosity and belief in our work have enabled us to make significant strides in advancing public opinion research.

To donate, explore opportunities, and engage with our work, we invite you to visit our website at stetson.edu/cpor. There, you will find comprehensive insights, analysis, and resources that delve into the intricacies of public opinion. Join us as we continue to shape a brighter future through reliable, evidence-based public opinion insights.

Thank you for your unwavering support, and we eagerly anticipate the opportunities and challenges that lie ahead as we strive to provide valuable information to the public. Together, let us pave the way towards a more informed and participatory democracy.

About CPOR

At the Center for Public Opinion Research (CPOR), our vision is to be recognized nationally as a preeminent survey research center, known for producing innovative and rigorous research on the public's opinions on politics, the economy, and social issues. We aim to be a trusted source of information for policymakers, media, and the public, promoting evidence-based decision-making and informed public discourse.

Additionally, we strive to be a leader in providing students with opportunities to engage in experiential learning in survey research and social science methodology, preparing them for successful careers in research, public service, and related fields. We envision a society where public opinion is well-understood and considered in policy-making, and where individuals are equipped with the knowledge and skills to engage meaningfully in democratic processes.

Stetson University's Center for Public Opinion Research is dedicated to following the best practices of the professional field of public opinion research. Stetson's CPOR (and Institute for Social Research) is a member of the Association for Academic Survey Research Organizations (AASRO), which upholds best practices for academic institutions to maintain high standards and objectivity in research. CPOR will be seeking certification in American Association for Public Opinion Research's Transparency Initiative, to demonstrate its commitment to transparent and ethical practices in survey research, which can enhance the organization's reputation and credibility among stakeholders.



Steven Smallpage - Associate Professor of Political Science and CPOR Director

Steven Smallpage, PhD, specializes in the intersection of political psychology and political philosophy, focusing on American political thought, including belief in conspiracy theories, partisanship, and political suspicion. His work combines quantitative analysis and philosophical considerations to provide insights into the complexities of political thinking and its implications in the American context.

- PhD, political science, Michigan State University
- MA, political theory and Jewish studies, The University of Toronto
- BA, political science, American University, Washington, D.C.



Liam Leider - CPOR Staff Manager

Liam Leider joined the CPOR staff as a full-time manager after completing his B.A. in Political Science at Stetson in 2023. During his time at Stetson, he focused his research on welfare attitudes and plans to attend graduate school in the future.

- BA, political science and philosophy, Stetson University



Catherine Wright - Administrative Assistant

Before working with CPOR and the Political Science & Economics Department in 2023, Catherine Wright worked for 1.5 years with the Sociology Department at Stetson University. She graduated from Louisiana State University in 2007 and is currently pursuing a masters degree at Stetson.



Robert Askew - Associate Professor of Psychology

Robert Askew, PhD, is a quantitative psychologist and epidemiologist whose research focuses on the measurement of distinct facets of physical and mental health through the application of latent variable modeling techniques.

- PhD, psychology, University of Washington
- M.P.H., epidemiology, University of Texas School of Public Health
- BA, international studies and art history, Southwestern University



Joshua Eckroth - Associate Professor of Computer Science

Dr. Eckroth earned his PhD from The Ohio State University in the areas of artificial intelligence and cognitive science, focusing on abductive reasoning and metareasoning.

- PhD, computer science, The Ohio State University
- MS, computer science, The Ohio State University
- BS, computer science, Humboldt State University
- BA, mathematics, Humboldt State University



Kelly B. Smith - Assistant Professor of Political Science

Areas of specialty include state politics and public policy. Research focuses on American politics with a particular emphasis on the relationship among state legislative politics, bureaucratic politics and democratic governance.

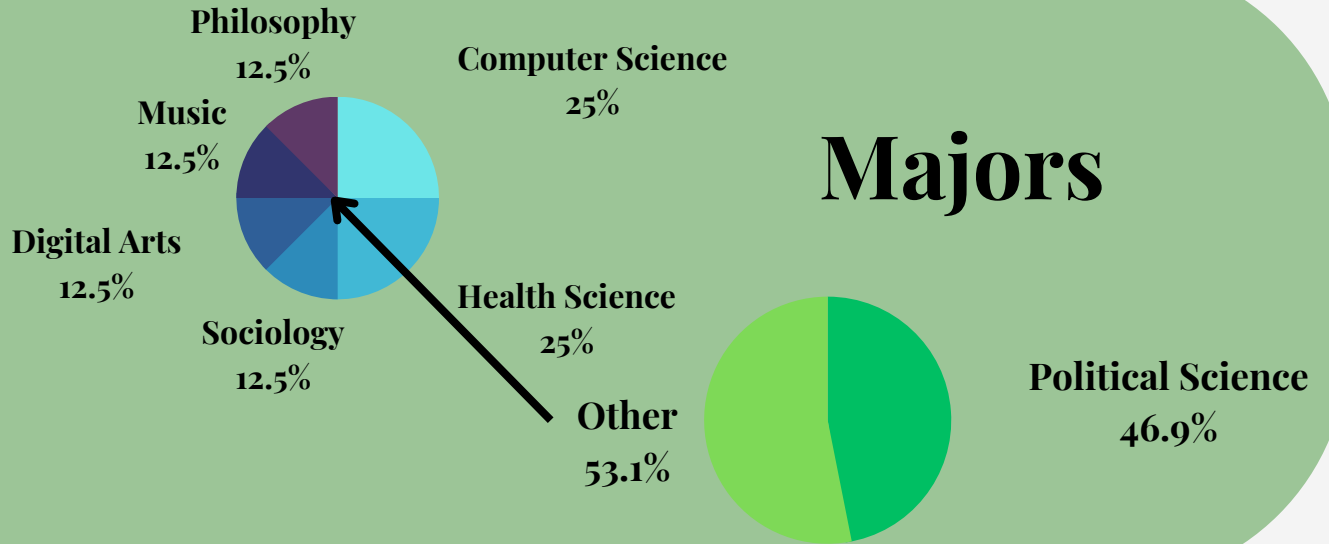
- PhD, political science, Brown University
- MA, political science, Brown University
- BA, political science, Providence College



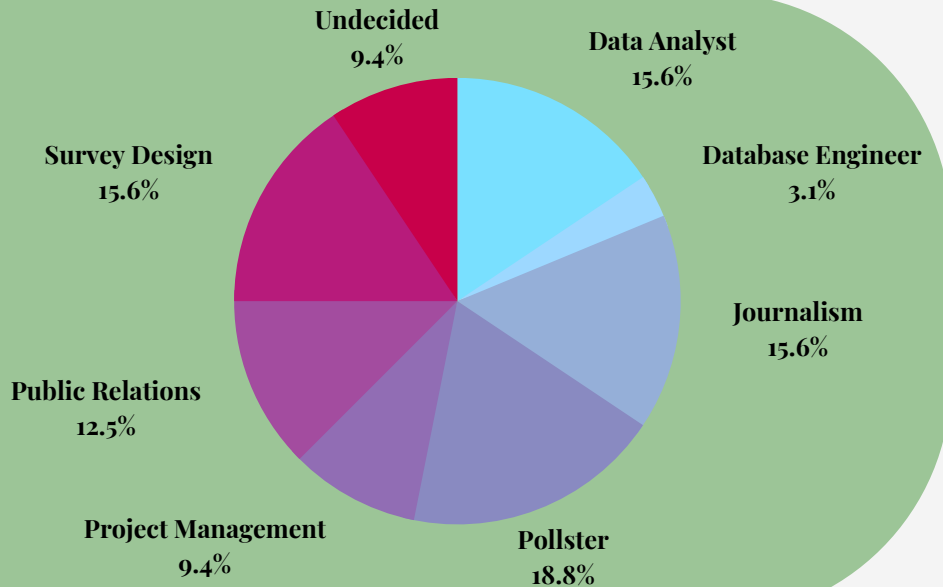
STETSON UNIVERSITY
CENTER FOR PUBLIC
OPINION RESEARCH

Student Staff Statistics

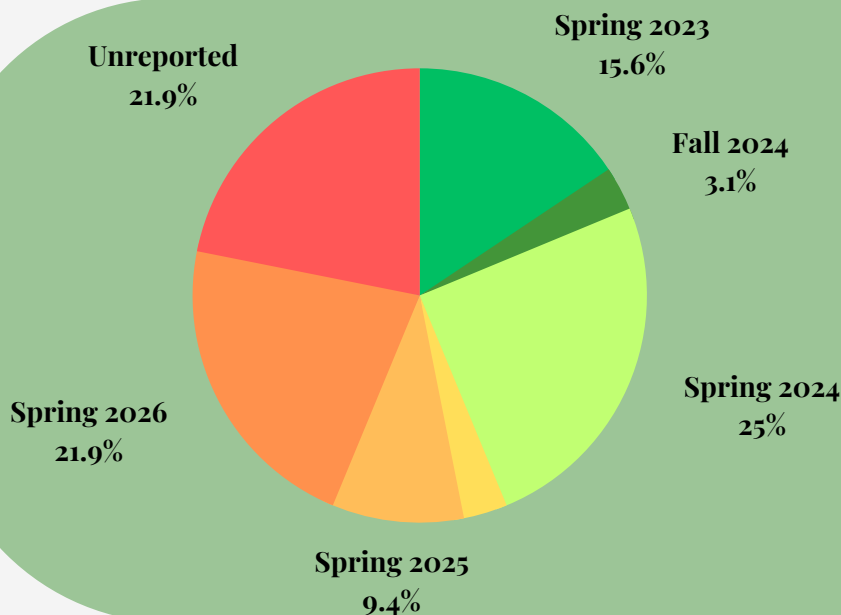
Majors



Specialist Area



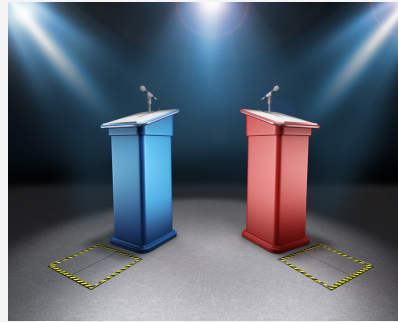
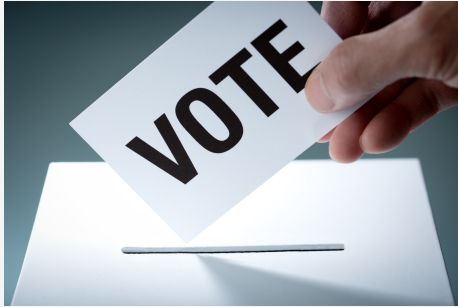
Graduation Year



Project Highlights

Gubernatorial Race

- While the margin of victory was higher than we polled, **CPOR was correct in predicting the outcome of the election.**



Halloween Poll

- Our poll found that **60%** of registered Florida voters are at least **“a little worried”** about **illegal drugs being disguised in candy**
 - 15% of Democrats and 18% of Republicans being **“very worried.”**
- **peanut butter cups are the most popular Halloween candy**
 - followed by Kit Kats, M&Ms, Snickers, and Kisses, while Gummy Bears, Candy Corn, Twizzlers, Tootsie Rolls, and Licorice are the least liked.

Alumni Poll

- Our survey with student callers focused on Stetson alumni's satisfaction with their degrees and current job.
- It served two main purposes:
 - **Training our student workers in survey administration**
 - **Strengthening our relations with Stetson alumni.**



Project Highlights Cont.

Omnibus Survey

- A recently completed project is a large-N omnibus survey, which covers a wide range of topics.
 - Including: **critical race theory, the use of AI in government, opinions on lab-grown meat, and many other pressing topics.**
- Designed to help political science seniors at Stetson complete their research project required for graduation.
- **We plan to release a series of press releases and reports highlighting our findings and insights.**



Sunrail Survey

- We are currently conducting another survey that started on November 9, 2022, and is still ongoing.
- This survey focuses on attitudes toward Central Florida's public transportation operations and aims to gather data on how residents view the current transportation infrastructure and services in the region.
- **This survey is also unique in that it is jointly being used to create our own participant panel, which will be used to give future surveys to.**

CPOR in the News

Where do you stand? Stetson students work polls at new Center for Public Opinion Research



Katie Kustura

The Daytona Beach News-Journal

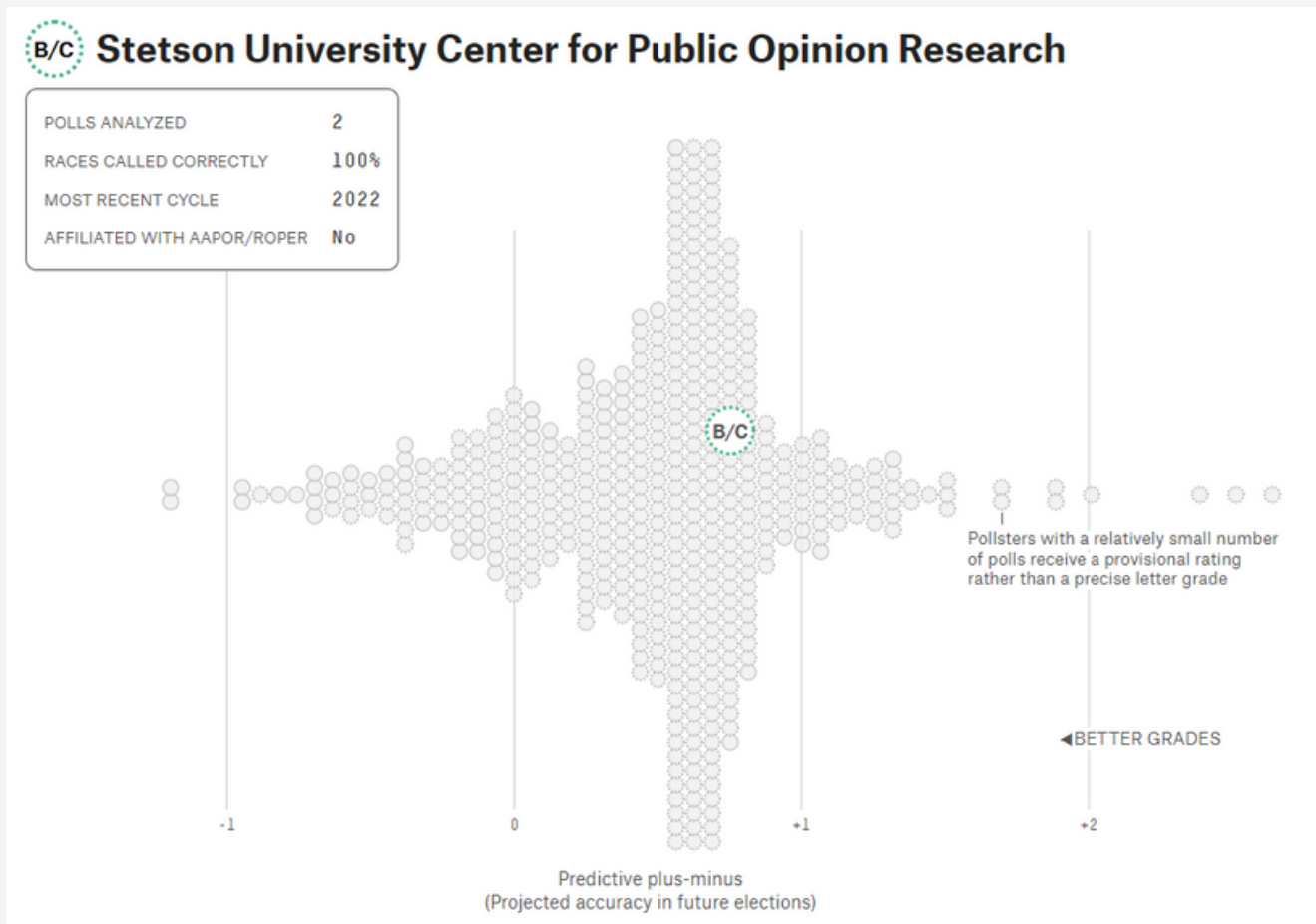
Published 5:00 a.m. ET Dec. 1, 2022

On December 1st, 2022, the Daytona Beach News-Journal published an article on the opening of Stetson's Center for Public Opinion Research (CPOR). The article further showcases the center's commitment to providing students with valuable, hands-on experience in the field of survey research and politics.

It also **highlights the center's nonpartisan approach** and its focus on collaboration and inclusion, as it welcomes students from different majors and disciplines to participate in the organization's operations. The article's coverage of CPOR's recent polls also helps to promote the center's work and raise its profile among the public.

One of our recent polls conducted by the CPOR was also referenced on the non-partisan political statistics website, **FiveThirtyEight**. The poll focused on the 2022 gubernatorial and Senate races. CPOR is striving to achieve high ratings on the website to assure those who view the works of our ability to provide accurate and transparent data.

We are proud of our team's hard work and dedication to producing accurate and insightful polling data that is recognized by reputable organizations such as FiveThirtyEight. **Currently, Stetson's CPOR has a "provisional grade" which is always a B/C on 538. (We have correctly called 100% of our races!)** This provisional grade will be replaced with an actual grade when we publish at least 10 qualifying polls (i.e., polls published within 21 days of the election).



Future Projects



Orlando Economic Partnership

One of the first organizations to contract CPOR after its initial launch was the Orlando Economic Partnership (OEP). We are currently negotiating an annual contract that will survey OEP membership businesses and business leaders about their opinions and concerns surrounding Orlando's economy. In addition, CPOR will be creating an Orlando Consumer Panel, comprised of thousands of Orlando-area residents. This panel will allow for fast, "flash polls" to get instant feedback from the Orlando-area community.

Community Education Project

Our organization has partnered with the Community Education Program (CEP) and Dr. Melinda Hall to conduct a collaborative survey on prison reentry into society. The aim of the survey is to identify the challenges faced by ex-offenders in reintegrating into their communities and explore potential solutions to these issues. As a neutral research facility, we strive to conduct unbiased research that can improve the lives of people in our community.



COHL/SMART Lab

Another exciting future project that we are working on is in collaboration with Stetson's Center for Optimal Health Across the Lifespan's (COHL) SMART Lab headed by Dr. Jesse Fox. This project focuses on stress-management strategies and aims to collect county-wide level data to inform the formation of a Volusia County health panel. By partnering with SMART Lab, we hope to develop evidence-based stress-management interventions that can be implemented at a community level.

