

CPOR END OF SEMESTER REPORT

Fall 2023



- *Check out our current projects*
- *What students saying*
- *See our future plans*



STETSON UNIVERSITY
CENTER FOR PUBLIC
OPINION RESEARCH

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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.

THANK YOU!

To all our donors, supporters, and partners,

As we close another semester at the Center for Public Opinion Research (CPOR), we extend our deepest gratitude to each of you for your unwavering support and partnership. Your contributions, whether financial, in-kind, or through collaborative efforts, have been instrumental in our journey this semester.

Thanks to your generosity, CPOR has been able to advance in several key areas. Your donations have directly supported our ambitious projects, including vital community research initiatives and innovative academic pursuits. Our student researchers have benefited immensely from the opportunities your support has created, gaining invaluable experience and insights that will shape their future careers.

Each of our projects, bolstered by your support, represents our commitment to excellence in research and community involvement. As we move forward, we are excited to build upon these successes, continuing our collaborative efforts and driving meaningful change.

As we reflect on the successes and challenges of the past year, we remain grateful for your continued partnership. Your involvement is not just a contribution to CPOR; it is an investment in the broader community and the future leaders emerging from Stetson University.

Thank you once again for being a part of our CPOR family. We look forward to another year of impactful research, learning, and collaboration.

Dr. Steven Smallpage, Director,
Liam Leider, Staff Manager,
All the CPOR Student Workers

Thank you

Current Project:

DeLand Parks and Recreation Survey



CPOR is collaborating with the City of DeLand to conduct an important community survey around parks and recreation facilities. The survey aims to gather key input from DeLand residents regarding the current amenities, parks, and recreational offerings in the city, as well as perspectives on potential future investments.

The survey serves the important purpose of informing the city of DeLand on where residents would like to see expanded or improved parks, trails, sports facilities, playgrounds and other assets that impact quality of life. In addition to gauging satisfaction around existing parks and amenities, the survey asks residents key questions around potential development plans for new properties, including preferences for proposed amenities at those sites.

As a university closely integrated with the DeLand community, Stetson has a vested interest in seeing city services and infrastructure align with local priorities and meet changing needs. The survey provides critical data directly from residents on how that alignment looks from their vantage point.

The data compiled will empower residents to actively shape the trajectory of DeLand's parks and recreation planning for years to come. It represents an important model of town-gown partnership between Stetson University and the surrounding community it calls home.

Current Project:

Orlando Business Conditions Survey



This past year, CPOR entered into an impactful partnership with the Orlando Economic Partnership (OEP) to provide comprehensive survey research services that are crucial for shaping effective economic strategies and initiatives for the Orlando region.

Through monthly and quarterly surveys of the local business community, our team of experienced researchers delivers timely data and insights covering vital areas like economic outlooks, growth opportunities, and operational challenges. CPOR is in the midst of establishing the Orlando Business Panel, composed of businesses in the Orlando region that gives relevant perspectives from regional companies for the OEP to craft responsive policies that foster sustainable prosperity.

The OEP's Partnership Panel, composed of their invested stakeholders, provides an additional perspective to balance and validate the feedback from the business community. These dual survey channels allow for a rich, 360-degree view of the economic landscape.

With CPOR's specialized expertise in data collection and analysis, these surveys produce actionable market intelligence to guide strategy decisions and drive growth. This partnership also enables expanded experiential learning opportunities for Stetson students that enrich their academic experience. As a trusted provider of rigorous, quality research, CPOR lends increased credibility to the insights that will shape both strategic decisions and regional economic progress for Central Florida.

Current Project:

Prison Higher Education Survey



Stetson's Community Education Project is working with CPOR to conduct a comprehensive survey focusing on education within the prison system. The survey is meticulously designed to delve into public perceptions of higher education for incarcerated individuals, exploring aspects such as the perceived role of education in rehabilitation, the societal view of higher education as a right or a privilege for those incarcerated, and the motivational factors that can transform passive support into active engagement in educational initiatives for prisoners.

Stetson University's role in this initiative goes beyond mere data collection. By administering and analyzing this survey, the university is not just gathering valuable insights but also playing a critical role in shaping a dialogue around these issues within the community. The survey findings are poised to inform and inspire policy changes and resource allocation towards education in the prison system, aligning with the university's mission of promoting social justice and educational equity.

One of the key outcomes of this survey will be the development of a comprehensive reentry guide. This guide aims to assist individuals recently released from prison, providing vital information on job placement, financial support, housing options, and other essential resources. Through this project, Stetson University is reinforcing its position as a leader in community engagement and as a catalyst for transformative social change, demonstrating how academic institutions can actively contribute to addressing and solving real-world issues.

Interview with Sarah

Q: Why did you initially join CPOR?

I originally joined CPOR because I was looking for a job, I ended staying for the many opportunities I've been given to expand my skillset and to grow as a person.

Q: What has been your favorite project to work on?

I am most excited about the Parks and Rec survey for the City of Deland because I live here!



Sarah Hatoum '26
Digital Arts Major
CPOR Student Manager

Q: How has CPOR helped you develop professional skills and apply them?

As a manager, CPOR has helped me develop my leadership skills and my problem-solving skills!

Interview with Cody



Cody Larsen '24
Political Science Major
CPOR Student Researcher

Q: Why did you initially join CPOR?

I joined CPOR to become familiar with the polling/public opinion research industry, which pairs nicely with my degree in political science!

Q: What has been your favorite aspect of the job so far?

Hearing from people. You have raw emotions and firsthand accounts from people that live all around the state voicing their opinions.

Q: How has CPOR helped you develop professional skills and apply them?

I have refined my communication skills, as well data computing. As a member of the social media team, I have also gained a lot of creative experience through that.

DATA IN ACTION



Student Graduating Classes

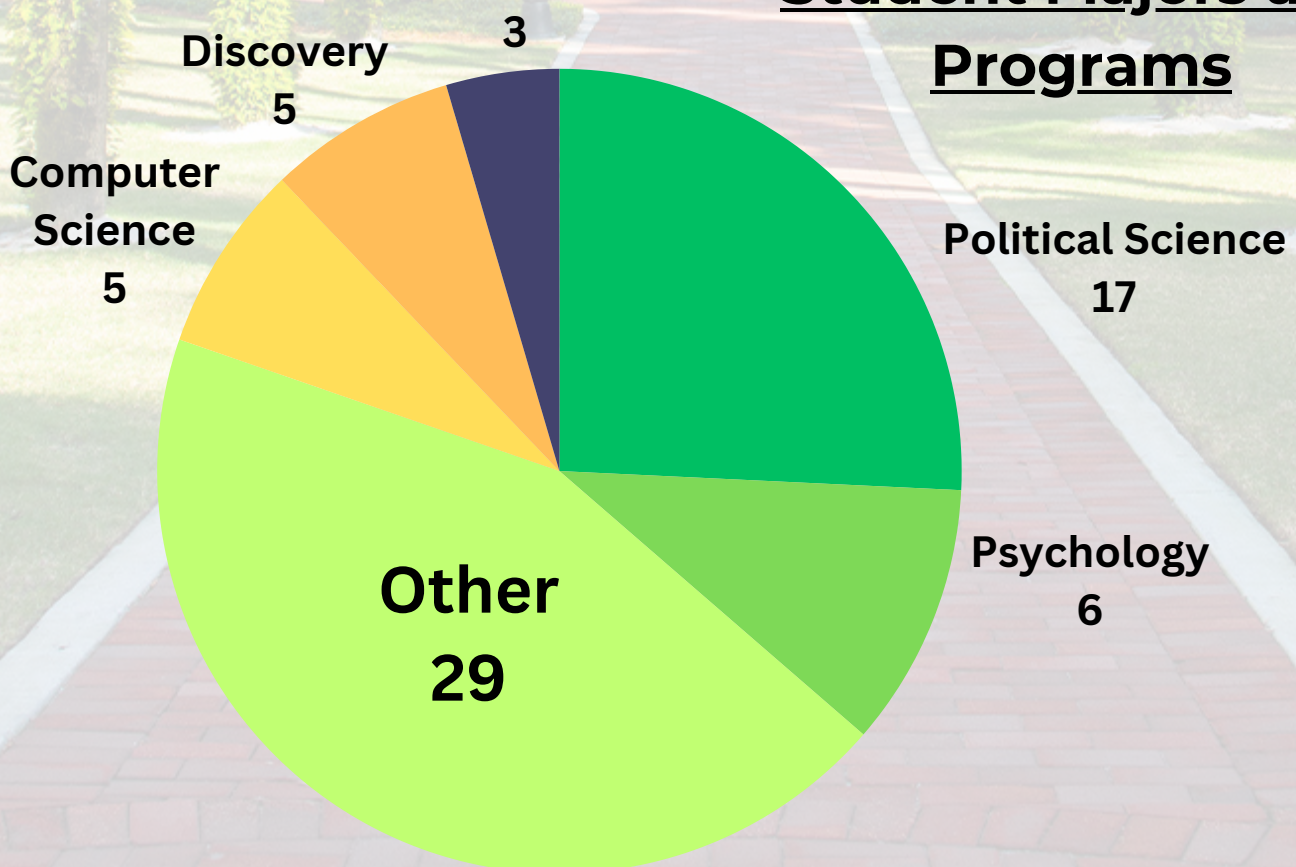
Class of 2024	14
Class of 2025	9
Class of 2026	22
Class of 2027	20
<u>TOTAL</u>	65

Spring 23 -> Fall 23

Retention Rate

14 out of 22 (**64%**) enrolled students came back to work at CPOR in AY23-24

Graduate Students



Student Majors and Programs

DATA IN ACTION

Paid over \$16,000 in student wages!

5 contracts signed this semester

- Orlando Economic Partnership
- Marion County Department of Health
- Community Education Project
- DeLand Parks and Rec
- Spring Hill



**Over 22,000 calls this semester
3,000 calls per week on
average**

Over 4,300 hours of calling!

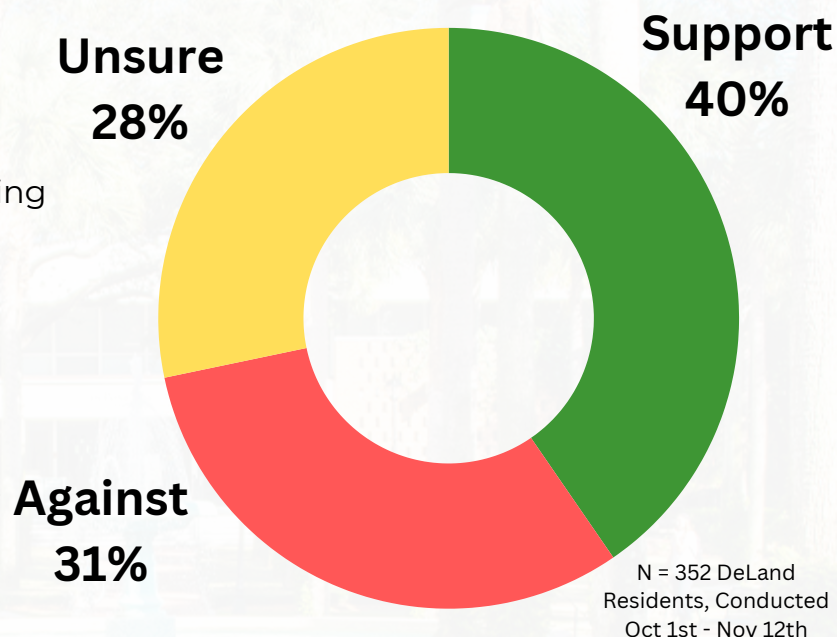
Completed Project:

Spring Hill

Over the past semester, CPOR has made engagement with the Spring Hill community a priority area for research and outreach. Spring Hill is a predominantly African-American neighborhood near DeLand facing systemic socioeconomic challenges despite its proximity to DeLand's thriving downtown area.

To gauge perspectives on a potential annexation of Spring Hill into DeLand, CPOR conducted an extensive phone survey in DeLand and Spring Hill. The results showed divisions in support for annexation along demographic lines:

Overall Support for Spring Hill's Annexation



- **Higher support from those 65+ years old (55%) compared to 18-64 year-olds (35%)**
- **More support among Black residents (52%) than White residents (45%)**
- **Those without a college education have lower support (38%) versus college graduates (47%)**

Our findings revealed complex opinions in slight favor of annexing Spring Hill. As Stetson continues supporting the community through research and outreach programs, understanding concerns from diverse demographic groups will be critical.

The survey is helping to address gaps in economic mobility, cultural shifts, and civic participation as part of any annexation proposal. Stetson strives to give voice to often marginalized populations like Spring Hill as an ethical, engaged institution embedded within the community.

In the coming year, we will build on these research insights through continued community-centric initiatives, convening stakeholder conversations, and ensuring Spring Hill residents are heard while navigating this complex issue central to the fate of their community.

PLANS AND GOALS

- Being able to have a permanent location - a place for students to be able to call home.
- Expanding our infrastructure to allow more students to call and for faster project completion time
- Signing new contracts and resigning contracts with our current partners

UPCOMING PROJECTS

- A multi-modal survey with Marion County Department of Health to gauge citizen knowledge of health department service. Our biggest project we have taken thus far.
- A Volusia County mental health baseline survey to monitor rates of depression, anxiety, and more with Stetson's SMART Lab.
- An omnibus survey will be conducted in Spring 2024 surveying 800+ Floridians on a wide range of topics chosen directly by students in Dr. Smallpage's Political Opinions and Voting Behaviors class.



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