



STETSON UNIVERSITY
CENTER FOR PUBLIC
OPINION RESEARCH

ANNUAL REPORT

Academic Year 2023-2024



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LETTER FROM THE DIRECTOR



Dr. Steven Smallpage
Professor of Political Science
CPOR Director

Dear Friends and Colleagues,

As we reflect on this past year at the Center for Public Opinion Research (CPOR), we are grateful for our achievements and energized by the upcoming 2024 elections.

This year, CPOR has deepened its engagement with local communities and policymakers, providing valuable insights and learning opportunities for our students. Our collaborations, particularly with the City of DeLand, have allowed us to influence local development and enhance community dialogue.

Looking ahead to 2024, we are poised to play a crucial role in understanding and shaping public discourse around the upcoming U.S. elections. We plan to expand our survey scope to capture comprehensive voter attitudes and behaviors, offering data-driven analysis of our democracy in action.

As always, at CPOR, we are committed to continuing our tradition of impactful research and education heading into the next academic year. With the support of our community and generous donors, CPOR is in the best position to deliver a real-world, hands-on educational experience for Stetson's undergraduates.

Thank you for your continued support. Together, we look forward to another year of meaningful impact and scholarly contribution.

Dr. Steven Smallpage

Associate Professor of Political Science
Director, Center for Public Opinion Research

THANK YOU, DONORS!

We are profoundly grateful for the unwavering support and generosity of our donors.

Your contributions have been the cornerstone of our success at the Center for Public Opinion Research (CPOR), enabling us to employ over 65 student workers from various schools and colleges at Stetson University, thereby enhancing their academic journeys and equipping them with essential skills for professional success.

Your commitment has allowed us to deepen our engagement with local communities and policymakers, influence local development, and enhance community dialogue.

As we look ahead, your support continues to be vital for our expanding research initiatives and educational programs, particularly in this pivotal election year.

Your dedication and trust in our work empower us to achieve our mission and strive for excellence, and we look forward to another year of meaningful impact and scholarly contribution together.

With warmest regards,

CPOR Faculty, Staff, and Students

CPOR FACULTY & STAFF



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 working alongside Dr. Smith and Dr. Smallpage.

- 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.

- BA, communication studies, Louisiana State University



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 - Associate 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

PROJECT SPOTLIGHT



**ORLANDO
ECONOMIC
PARTNERSHIP**

This year, the Orlando Economic Partnership (OEP) entered a strategic partnership with Stetson University's Center for Public Opinion Research (CPOR) to generate more comprehensive economic reporting in the Orlando region.

The 12-month pilot, commenced in October, and focuses on strengthening the OEP's intelligence on the Orlando business community. Monthly and quarterly reports have provided timely insights to shape policies and initiatives.

This partnership empowers the OEP with comprehensive survey research services, including data collection, questionnaire design, analysis, and reporting, to better understand and serve Central Florida's economic landscape.



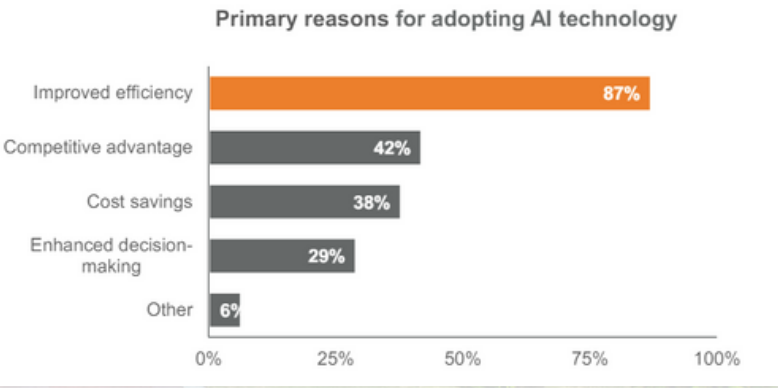
From left to right are Yiorgos Bakamitsos, PhD, Dean of the Stetson School of Business Administration; Liam Leider, Manager of Stetson's CPOR; Steven Smallpage, PhD, Associate Professor of Political Science at Stetson and Director of CPOR; Nicholas Abrahams, OEP Senior Vice President of Partnerships & Regional Investment; and Neil Hamilton, OEP Vice President of Market Intelligence.



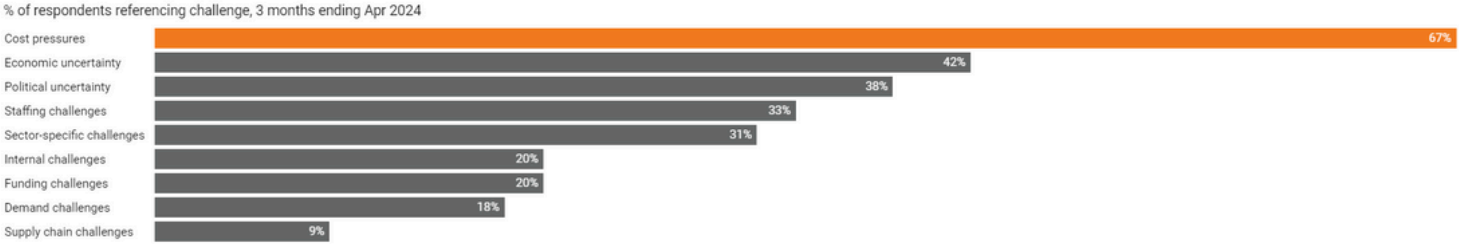
Results from the partnership have produced insights both monthly, within the Partnership’s current Orlando MSA Market Update, and quarterly with the launch of a new flagship report, that debuted in January 2024 and covering the final quarter of 2023.

In addition to ongoing surveys of OEP investors through the Partnership Panel, CPOR has begun to establish the Orlando Business Panel, enriching data resources for informed economic strategies. The collaboration aims to enhance Orlando’s economic prosperity through timely, data-driven insights.

With great plans for the future, the CPOR & OEP partnership has already been prosperous and brought forth new economic and business-related data that had not been identified before.

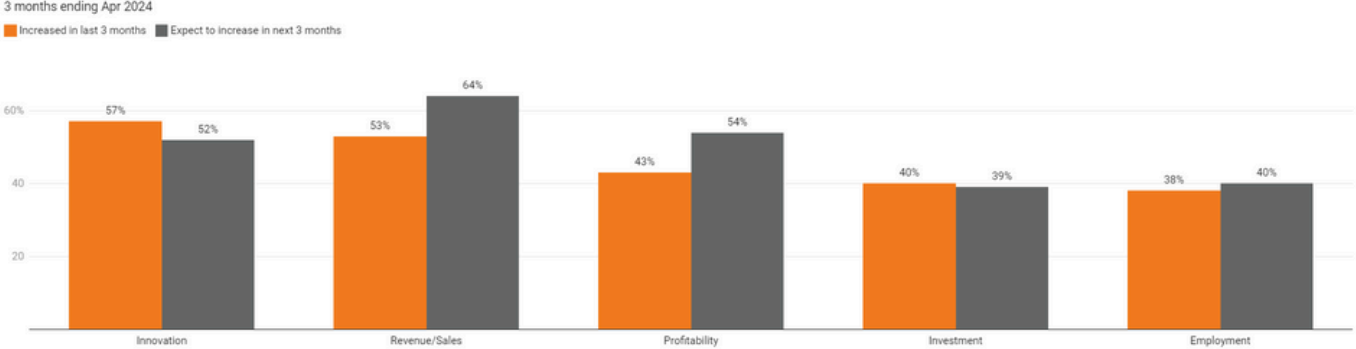


What would you say are your company's biggest CHALLENGES in the next 3 months?



Source: Orlando Business Conditions Survey, Orlando Economic Partnership · Download image · Created with Datawrapper

How has your business performed/how does your business expect to perform in the following areas?



Source: Orlando Business Conditions Survey, Orlando Economic Partnership · Download image · Created with Datawrapper

COMPLETED PROJECTS

DeLand Parks & Recreation



DELAND
FLORIDA

Towards the end of 2023, CPOR and the City of DeLand collaborated together to survey the city of DeLand on the satisfaction of amenities at parks.

The survey, consisting of 259 individual responses gathered over the phone and online means, showed that a majority of citizens are satisfied with the cleanliness, parking and accessibility, and total amenities at parks all across the city. The most desired amenities were walking/nature trails, more public restrooms, and playgrounds. The least desired amenities were concession stands, skate parks, and baseball/softball fields. CPOR is looking forward to future projects working with the City of DeLand as it establishes an important relationship between Stetson University as a whole and the City of DeLand.

Community Education Project

The Community Education Project and CPOR teamed up twice this academic year to conduct two state-wide surveys on prison attitudes in Florida. These surveys aimed at identifying stigmas in language surrounding incarcerated individuals.

Both surveys found that there is minimal impact on different terms typically used to referenced incarcerated individuals (e.g. prisoner, inmate, etc.) and what resources they should have in prison (e.g. recreational time, higher education classes, etc.). Moreover, data from this project is helping to form a reintegration packet for individuals who were recently released from prison as well as continuing to develop the conversation on the impacts of language on incarcerated individuals.

COMMUNITY
EDUCATION
PROJECT

COMPLETED PROJECTS

Spring Hill

In late October and early November, CPOR had engaged with the Center for Community Engagement and the Spring Hill community. 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. Our students called over 17,000 residents in the greater DeLand area. The results showed divisions in support for annexation along demographic lines, with a majority showing their approval for annexation.

Stetson Votes

In early April, CPOR worked with Stetson Votes to conduct a straw poll on students to gauge their political participation, who they plan to vote for, and what issues are on their minds. The survey was sent out via text to all students who are eligible to vote and 80 responses were collected.



The results show that over 80% of students are somewhat or extremely likely to vote in the upcoming 2024 presidential election. Additionally, their support is divided almost evenly with approximately 35% planning to vote for Donald Trump, 33% planning to vote for Joe Biden, and 33% unsure or another candidate.

PROJECTS IN-PROGRESS

Environmental Attitudes Survey

Through the Institute for Water and Environmental Resiliency's (IWER) National Science Foundation's (NSF) grant, CPOR has been tasked with helping to survey Floridians on their environmental beliefs. The first wave of surveying has been completed with analysis currently being conducted on the most polarizing questions in efforts to release a second wave of polling.



DeLand Youth Council

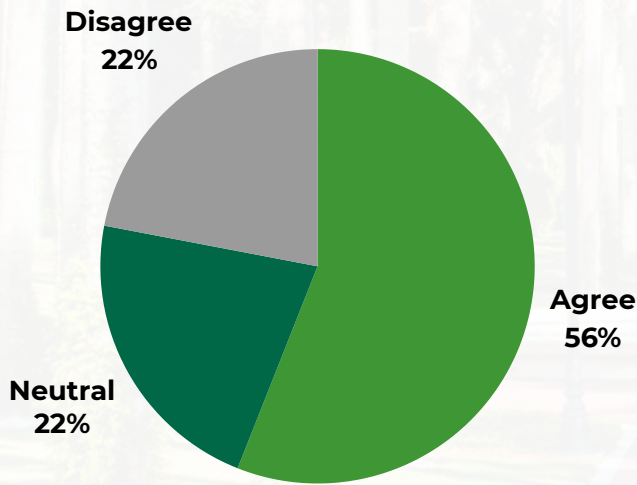


One of the more recent projects CPOR has taken on is a Hollis Grant to work with the DeLand Youth Council. This survey is planned to be a parks and recreational attitude survey aimed at younger individuals and be distributed at DeLand High School.

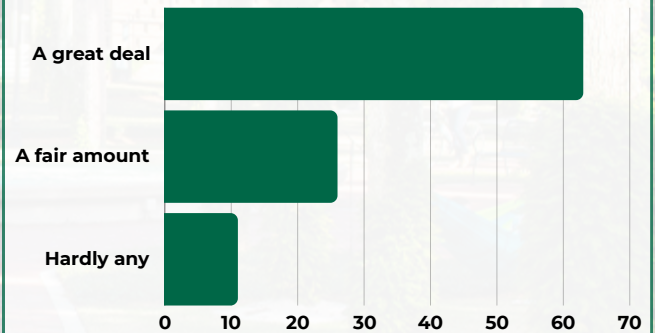
FLORIDA OPINION SURVEY '24

In Dr. Smallpage's Political Opinions and Voting Behaviors class, students helped to put together a state-wide survey with questions they're interested in, dubbed the "Florida Opinion Survey." This is a unique opportunity for students to be able to ask questions they are interested in to Floridians across the state. Our most recent iteration of this survey has been completed and a press release is soon to come. In the future, we hope to conduct at least one survey each semester. Below are some results from the survey.

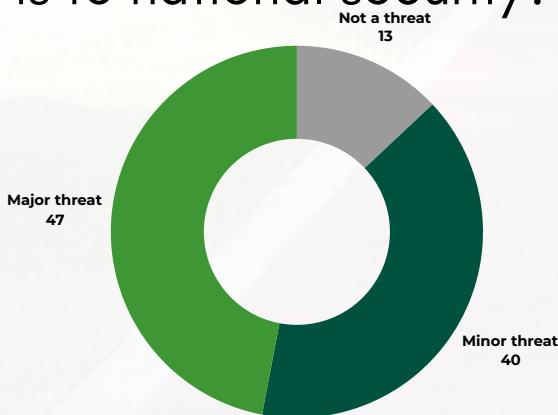
Should there be a federal holiday, with paid time off, to vote?



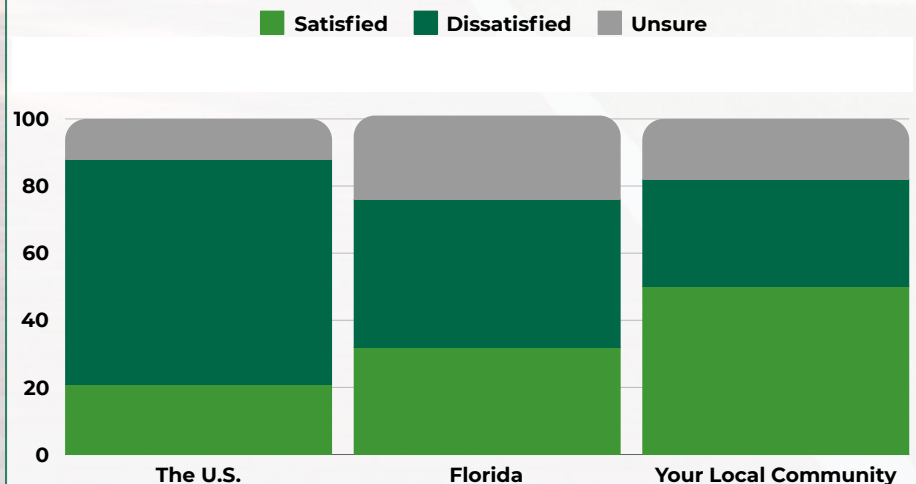
(%) How much difference do you think there is between the Democrat and Republican Parties?



(%) How much of a threat do you think TikTok is to national security?



(%) How satisfied/dissatisfied are you with the way things are going in...



*FL, state-wide survey, collected April 5th-29th, pre-weighted data, N=800+

STUDENT WORKERS

CPOR is thankful to have such a great team of dedicated students across all majors and colleges at Stetson. We could not function as well as we do without them. As we continue to grow, we are expecting to revisit how students are involved with CPOR. In the Fall '24 semester, we plan to have student interns on board receiving credit through a research apprenticeship with Dr. Smallpage. These students will have opportunities to work hand-in-hand with unique, experiential opportunities that only CPOR can provide. We look forward to next semester and enhancing our students' education and experience at Stetson.

Student Graduating Classes

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

Over \$25,000 went directly to student employment!

CPOR Student Majors & Programs



BUDGET

This academic year, CPOR efficiently utilized its resources to support our mission.

Income

- Donations and Grants: Support from donors, the National Science Foundation (NSF), and the Hollis Grant.
- Projects: From items such as the DeLand Parks and Recreation survey and other one-time projects.
- Partnerships: Income from collaborations like the Orlando Economic Partnership (OEP).

Expenses

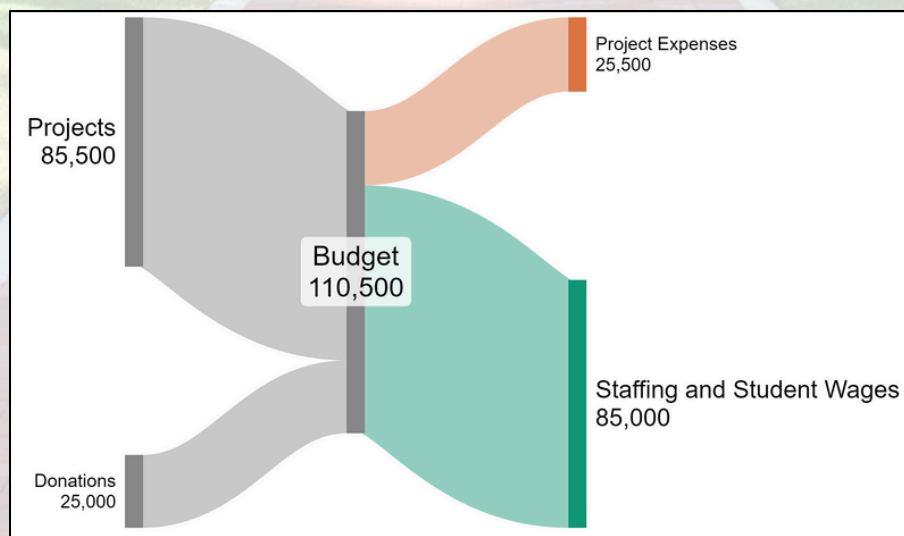
- Student Wages: Over \$25,000 for 65 student workers.
- Operational Costs: Administrative expenses, survey materials, software licenses, and essential operational costs.
- Project Funding: Research projects, including environmental attitudes (IWER), DeLand Youth Council surveys, and others.

Financial Overview

Total Income: \$110,500

Total Expenses: \$110,500

(\$) AY 23-24 Income and Expenses



FUTURE PLANS

As we look ahead, the Center for Public Opinion Research (CPOR) is excited to leverage our extensive resources and expand our research capabilities in the upcoming year.

Access to Extensive Data Files

We now have at our disposal the Florida Voter file and a comprehensive consumer file containing over 17 million contacts across the state. This unparalleled access will be instrumental in our efforts to analyze voter behavior and public opinion, especially with the upcoming presidential election in the fall.

I-4 Corridor Panel

In a significant new initiative, we plan to build a research panel along the Interstate-4 in Central Florida, a key region often referred to as the I-4 corridor. This project will be extensive, with our students continually calling to gather data. The insights gained from this panel will be crucial in understanding the dynamics of one of the most politically significant areas in the state.

New Educational Opportunities

Under the guidance of Dr. Smallpage, CPOR will introduce a new internship program, bringing on five new interns. This program will offer these students enhanced experience in survey research and polling, providing them with invaluable hands-on learning opportunities that will prepare them for future careers in the field.

Permanent Home for CPOR

Despite our growth and success, we are still in search of a permanent home for CPOR. Establishing a dedicated space will further solidify our operations and provide a stable environment for our expanding activities.

We are enthusiastic about these upcoming projects and the continued support from our community and partners. Together, we will further our mission of impactful research and educational excellence.

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.



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