



- Public Policy Questionnaires
- Customer Satisfaction Questionnaires
- Employee Satisfaction Questionnaires
- Legal Surveys- (motion to change venue, etc.)
- Political Research
- Market Research Surveys
- Assessment Questionnaires



Through the careful execution of survey research focused on the issues concerning the community, the voice of the public becomes a powerful factor in shaping public policy and aiding in any decision-making process.

Comprehensive Public Opinion Research

The Public Opinion Research Laboratory (PORN) at the University of North Florida has conducted over 80 public opinion research projects since its opening in March of 2001. Public opinion research conducted by the lab includes consulting, questionnaire design, population sampling, data collection, analysis and a full detailed report of charted results and written descriptions of findings.

design. This experience and knowledge is combined with faculty who are experts in their field, giving the



laboratory the skilled resources to conduct any public opinion research project. Whether you would like to survey an existing contact file, a defined area within census blocks, or a particular city or state, the laboratory has the ability to sample many populations and collect the public's

opinion in relation to any topic. The Laboratory has conducted projects for businesses, government agencies, public policy makers and non-profit agencies. All public opinion research performed by the laboratory complies with the American Association for Public Opinion Researchers' (AAPOR) ethical standards for reliability and validity.

VALUABLE INFORMATION FOR KEY DECISION-MAKING

The power of public opinion becomes an important tool for the decision-making process. The laboratory can assist you with gaining knowledge to a variety of important information including your employees' opinions in relation to an important

topic, assessing whether or not your customers are satisfied, or determining how Floridians feel about a new law.

DETAILED REPORT OF FINDINGS

All data collected is analyzed using SPSS software (a Statistical software Package for the Social Sciences). Cross tabulation analysis can be conducted to identify results by any demographic variable. The laboratory provides several modes of data collection including internet, mail and telephone surveys, and will recommend the best approach or combination of approaches to meet your research, marketing and/or assessment requirements.

Recent Clients & Studies

- City of Jacksonville's Parks and Recreation
- Duval County Supervisor of Elections
- Florida Presidential Polls
- Institute of Police Technology and Management
- General Counsel
- Jacksonville Port Authority (JAXPORT)
- Florida Department of Transportation
- Applied Survival Technologies Inc. (Chicago, Illinois)
- St. Johns River Water Management District
- Other studies include: Miami, Naples, Orlando and Tallahassee residents

Dr. Matthew Corrigan, Faculty Director Email: mcorriga@unf.edu
 Mark A. Swanhart, Assistant Director Email: mswanhar@unf.edu
 Jacqueline Dorey, Coordinator Email: jdorey@unf.edu

Phone: (904) 620-1926
 Phone: (904) 620-4434
 Phone: (904) 620-4433



Public Opinion Research Laboratory
www.unf.edu/coas/porl