



Public Opinion Research

Olivia J. Reneau

Hart Fellow, Researcher for the Fulton County
Reparations Task Force

About Me

SURVEY EXPERIENCE

- **Re-open Our University Safely and Effectively, Head Research Assistant** (survey beta testing, recruitment strategies, and IRB compliance)
- **Duke University Innovation & Entrepreneurship Certificate** (survey construction, response tracking, analytics)

TRAINING/CERTIFICATIONS

- Duke University, Human Subjects Training
- Duke University Coursera, Lessons for Effective Engagement

PUBLICATIONS

Depression Symptoms During the COVID-19 Pandemic among Well-educated, Employed Adults with Low Infection Risks

Duncan Thomas, Tyson Brown, Donald H. Taylor Jr., Ralph Lawton, Victoria K. Lee, Menna Mburi, Michelle Wong, Rachel Kranton

medRxiv 2021.01.26.21250558; doi: <https://doi.org/10.1101/2021.01.26.21250558>

Snapshot

Where are we at, and what do we need to get where we are trying to go?



Budget Allotment

\$250,000 allocated by Fulton County Board of Commissioners



Renewed Research

Multi-pronged research approach to determine perception, support, and need



Recommendation

Craft recommendations informed by harmed populations to address harm

Task Force Goals

Adapted, in part, from Kamm Howard's 2023 publication, "Laying the Foundation for Local Reparations"



Responsive to constituents

Incorporate constituent feedback to ensure transparency and accountability



Data-Informed

Provide insights that are based on both quantitative data on disparity and narratives of harm



Rigorous

Utilize the most rigorous and thorough research methods where and when possible



Public Opinion Survey



A public opinion survey is in-line with the previous goals.

History of Reparations Public Opinion

Reparations scholarship is
*emergent, methodologically
diverse, and reputable.*

1970s-2000s

Black political thought coalesced with international attention on the international slave trade

2000s-2020 (approx.)

Intermittent journalistic studies of reparations, increasing slightly in support

2020-present

Post-George Floyd, reparations have taken on new life in local politics

Timing

Now is a *critical juncture* to incorporate constitute feedback for proposals that truly aim for reconciliation.

Budget Allocation

Task force now has resources that may be used to collect high-quality data

Media Attention

Task force has entered the public eye and timely action will shape public perception

Parallel Efforts

Parallel reparations efforts have solicited opinions at this/equivalent stage



Target Demographic

Who do we intend to survey?

- **Adult (18+) residents of Fulton County**
Inclusive of all permanent resident, adults regardless of race
- **Black/African-American* residents of Fulton County**
Inclusive of all racially-Black people in the county, including some minors where ethically permissible

Target Demographic Sizing

"Black" refers to African-descended people who 1) identify solely as Black or 2) identify as biracial, with one race being Black/African-American

819,726

Total Adults in Fulton County

360,739

Total Black Adults in Fulton County
Above the Age of 19

395,640

Total Black Individuals in Fulton
County above the Age of 14

Topical Survey

- Representative sample of all adult Fulton County residents
 - assess support and opposition
 - additional demographic analysis
-

Addendum Survey/Engagement

- self-selected* sample of Black residents of Fulton County
- May include minors
- May be collected via public engagement/townhall events

Survey Construction

*Survey Content
Distribution
Analysis
Data Protocols*





Demographic Information

Asks respondents information related to age, gender, nativity, income, education, and political ideology



Values & Statements

Asks respondents to indicate their agreement to a series of value-based questions



Support/Opposition

Asks respondents to indicate whether or not they support or oppose reparations



Support Justification

Ask supporting respondents information about modality, injustice, recipient, and provider



Opposition Justification

A company with strong competitive advantages is likely to survive in the long term.

Incentive

Recruitment Methods

Four Axes of Interest:
*Rigor, Labor, Time,
Costs*

Online Mailing List

1. Pros

- a. Cost-efficient, does not require hiring individuals to make calls
- b. Convenient, pulls from an existing pool of individuals
- c. Responsive, pulls from a group of people that are likely to respond to this kind of survey

2. Cons

- a. Biased, likely not representative
- b. Prone to response-bombing, link from mailing list can be shared in non-target populations

Recruitment Methods

Utility Bill Mail Insert

1. Pros

- a. Cost-efficient, does not require hiring individuals to make calls
- b. Responsive, pulls from a group of people that are likely to respond to this kind of survey

2. Cons

- a. Potential bias, not representative due to online billing
- b. Costly, requires printing inserts
- c. Extra data protocols, imperative to protect respondent identifiers

Recruitment Methods

Random Postal Address Selection

1. Pros

- a. Representative, would be easy to insure that each resident has an equal likelihood to be selected
- b. Rigorous, in line with existing scholarship on reparations
- c. Convenient analysis, inclusion of a scannable QR code or bit.ly makes for convenient analysis

2. Cons

- a. Slightly costly, requires printing paper for mailers and postage
- b. Time-dependent, response collection is not a quick process
- c. Data protection, extra data protection protocols

Recruitment Methods (Cont.)

Random Digit Dialing (RDD)

Likely not representative, requires labor and time, inconvenient analysis

Registered Voter Dialing

May not be representative, requires labor and time, inconvenient analysis

External Contract

May be costly, but rigorous and partnership-oriented

Analysis

*Matching for
representativeness,
significance tests*

Possible Partnerships:

- Partnership for Southern Equity
- The James Weldon Johnson Institute for the Study of Race and Difference at Emory University
- Carl Vinson Institute of Government at the University of Georgia
- Local Data Design Lab at Georgia Tech
- A.L. Burruss Institute of Public Service and Research.



**Carl Vinson
Institute of Government**
UNIVERSITY OF GEORGIA



Data Protection Protocols

Respondent anonymity is *paramount* when identifiers (like addresses) are used for recruitment. Informed consent is the primary mechanism for this, but data protocols help.

■ Survey responses stored on a shared drive in Excel/CSV format, encrypted and locked with a known password. Survey responses should be deleted after the publication of survey results.

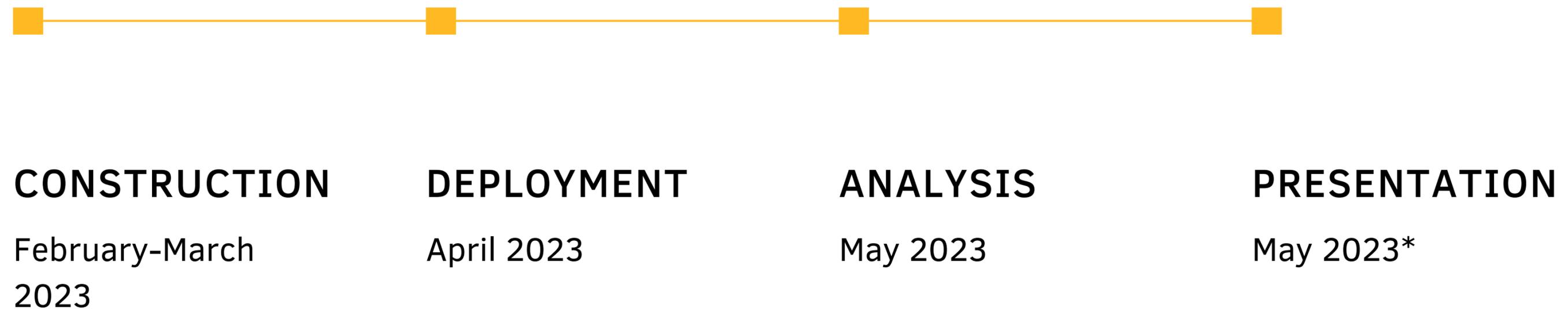
■ Identifiers collected for possible incentive are kept separate, and unlinked from topical survey responses. Incentive identifiers should be deleted no more than 30 days after distribution of incentive.

■ Recommended: consult with an institutional review board to ensure compliance with strictest guidelines for ethical survey methods

Adapted from the American Association for Public Opinion Research's Best Practices

Deployment Timeline

Dependent on deployment method and feedback period



Timeline can be adjusted depending on external contracts/partnerships. My research tenure ends in May 2023.

Pinch Points

Survey could improve in *accessibility* and *clarity*

■ Keyboard Shortcuts

■ Sensitivity Warning (discrimination)

■ "Black/African-American"

■ Procurement Compliance

■ Translations

■ Data Protection

■ Data Retention

Feedback/ Questions

- Do you feel this asks what we need to know?
- Do you feel it is ethical?
- How should we deploy this survey?

