Harris Interactive believes there is a “strategic hinge” which exists, linking the attributes and benefits to the target audience.

Identifying the rational and emotional drivers of this hinge is the purpose of “values” research.
Values-Based Model of Human Decision Making

**Audience**

- Personal Values
  - Psycho-social Consequences
    - Functional Benefits
      - Attributes

**Rational Components**

**Emotional Components**

- Stable, enduring personal goals.
- Emotional or social benefits derived from the benefits.
- Functional benefits derived from the traits or beliefs.
- Perceived beliefs about or traits of Central Florida.

**Ideal Community**
### Example of the values process

<table>
<thead>
<tr>
<th>LOGIC</th>
<th>QUESTIONS</th>
<th>ANSWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE</td>
<td>Why is it important for you to be more at ease?</td>
<td>“Security and love as a parent” (Family Love)</td>
</tr>
<tr>
<td>PERSONAL CONSEQUENCE</td>
<td>What is the benefit to you when you can raise your son in a safe environment?</td>
<td>“Less worry - more at ease” (Less Worry)</td>
</tr>
<tr>
<td></td>
<td>Why is that important to you?</td>
<td>“Raise son in a safe environment” (Feel Safe)</td>
</tr>
<tr>
<td>FUNCTIONAL CONSEQUENCE</td>
<td>Why are the “friendlier people” important to you?</td>
<td>“Better place to raise family” (Good place for family children)</td>
</tr>
<tr>
<td>ATTRIBUTE</td>
<td>Why did you rate the quality of life in Florida so high?</td>
<td>“People here just seem to be friendlier” (The People)</td>
</tr>
</tbody>
</table>
Campaign Example

National Turnaround in Public Transportation
Community Benefit Built on Personal Opportunity

PRIMARY VALUES ORIENTATION

- Allows Me/Others To Do Their Job Do Other Things I Want
- Personal Mobility Choices and Options Local Accessibility
- Peace of Mind Accomplishment
- Less Stress

The entire community benefits as a result of the opportunities provided by mobility, choice, and accessibility which generate a peace of mind from the accomplishments of people getting their jobs done or other things important to them.
Without public transportation, every day millions of people couldn’t get where they need to go. How would that affect you?

People from all walks of life rely on public transportation every day because their communities rely on them. Whether it means volunteering, going to work, going to class or visiting family and friends. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit www.publictransportation.org.

Public Transportation Partnership for Tomorrow
Wherever life takes you
WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE COULDN'T GET WHERE THEY NEED TO GO.

HOW WOULD THAT AFFECT YOU?

Every day, public transportation enables people from all walks of life to get to work, to get to class, to volunteer at the local community center, or just go where they want to go. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit www.publictransportation.org.

PUBLIC TRANSPORTATION
Wherever life takes you
Support for Public Transportation - 2002

Initial Benchmark

- Support: 47%
- Oppose: 30%
- Undecided: 26%

INCREASED SUPPORT BY OPINION LEADERS FOR ALLOCATION OF TAX DOLLARS TO PUBLIC TRANSPORTATION SINCE (PT)² PROGRAM BEGAN

- **Benchmark - Jan. 02**: 43% Strongly support, 28% Somewhat support, 13% Somewhat oppose, 15% Strongly oppose
- **Wave 3 - April 04**: 50% Strongly support, 27% Somewhat support, 9% Somewhat oppose, 13% Strongly oppose
- **Wave 4 - April 05**: 51% Strongly support, 27% Somewhat support, 9% Somewhat oppose, 12% Strongly oppose
INCREASE IN PERCENTAGE OF LOCAL TRANSIT FUNDING REFERENDA PASSED ANNUALLY SINCE THE BEGINNING OF (PT)$^2$
Lessons from Alice

*How shall we grow?*

“Which way ought I to go from here?”
Regional Visioning That Works

1. Is guided by a large, trusted, and diverse group of regional stakeholders

2. Relies on community values to find common ground, create scenarios, communicate choices, and build consensus.

3. Uses regional scenarios to provide the public with clear choices about the future
Central Floridians place high importance on laying out a vision for “which way to go” and rate existing efforts as Fair to Poor.

Importance of a vision or long range plan for growth

- Extremely important: 40%
- Very important: 40%
- Somewhat important: 13%
- Not very important: 2%
- Not at all important: 3%

Performance of the region in planning and preparing for growth

- Excellent: 3%
- Good: 23%
- Fair: 38%
- Poor: 34%

GP n=287  GP n=291
Values of Central Floridians: What Floridians Care About and Agree On

- Identify the shared, core values that Floridians associate with quality of life, growth, and development of their ideal community(ies) in the region.

- Use the values to assist the public, community leaders, and policy makers in making better informed and coordinated decisions, to protect, promote, and preserve the overall public good.
Peace of Mind and Security from Living in Safe and Secure Communities

- Peace of Mind
  - Family Love
  - Personal Enjoyment
  - Personal Security

- Emotional
  - Feel Safe
  - Less Stress
  - Less Worry
  - Enjoy Nature

- Functional
  - Safe/Secure Community
  - Large Lots/Yards
  - Less Traffic
  - Limited Growth

- Attributes
  - Peace of Mind
  - Personal Security
  - Family Love
  - Personal Enjoyment
  - Well Being
  - Self Satisfaction
  - Quality of Life

- Values
  - Personal Security
  - Personal Enjoyment
  - Personal Satisfaction

- Enclave Interactive

- Harris Interactive

- 37%-42%

- Harris Interactive

- Limited Growth
  - Jobs/Work Available
  - Planning for Growth
  - Adequate Infrastructure/Well Maintained

- Good School System
  - Less Overcrowding in Schools

- Children Will Learn Better
  - Children Have Better Quality of Life
  - Roads Safe to Drive
  - Saves Me Time

- Less Stress
  - Do Other Things
  - Spend Time with Family/Friends
  - Makes Me Happy
  - I Can Relax
  - Prolongs Life

- Healthy Lifestyle
  - Can Go Outdoors/Do Outdoor Activities
  - Enjoy Nature

- Personal Security
  - Kids Are Safe
  - Safe/Secure Community
  - Large Lots/Yards
  - Things Local/Accessible

- Personal Enjoyment
  - Enjoy Life
  - Self-Satisfaction
  - Neighbors/Friendly People

- Personal Satisfaction
  - Can Be Active
  - Limited Growth
  - Large Lots/Yards
  - Variety of Things to Do
  - Things Local/Accessible
  - Bring in Tourism
  - Benefit Florida Economy

- Personal Security
  - Low Crime
  - Neighbors/Friendly People
  - Theme Parks
  - Variety of Things to Do

- Personal Enjoyment
  - Enjoy Life
  - Self-Satisfaction
  - Neighbors/Friendly People

- Personal Satisfaction
  - Can Be Active
  - Limited Growth
  - Large Lots/Yards
  - Variety of Things to Do
  - Things Local/Accessible
  - Bring in Tourism
  - Benefit Florida Economy
High Quality of Life from Enjoyment in Family Friendly Activity Nature Allows

We envision a future and a place where nature is preserved so that families and individuals are able to experience the best of the amazing outdoors that surround us to better the quality of our lives and increase the joy we get out of life.

Key Stakeholder

- Personal & Family Enjoyment, and Development
- Live Better Enjoying & Relaxing w/ Family and Friends
- Enjoy Outdoors & Nature
- Live Healthy
- Weather, Environment, Natural Beauty Recreation

Central Florida