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# Central Florida Leadership Survey

January 8-10, 2008

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# Central Florida Leadership Survey

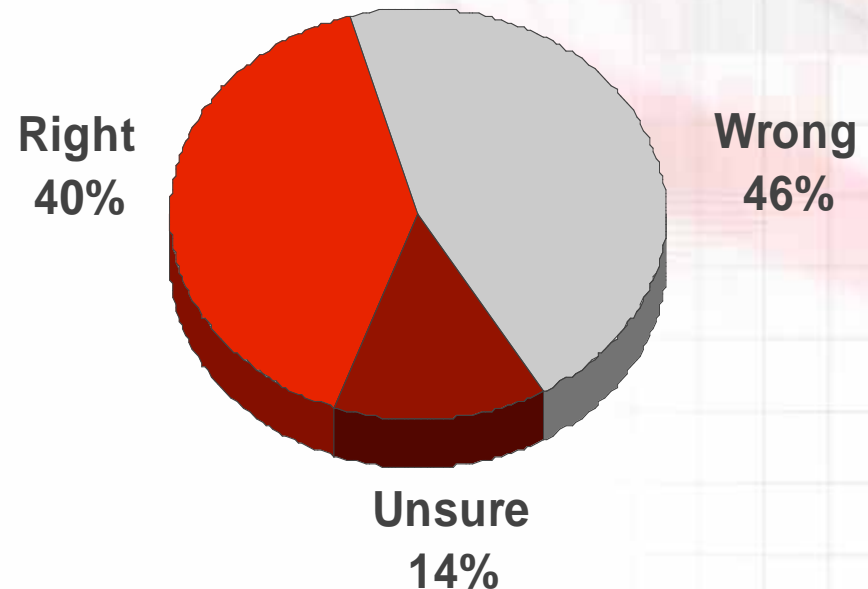
- Sample of 609 respondents taken from a population of registered voters in seven Central Florida counties
- Interviews conducted January 8-10, 2008
- Typical interview was about 22 minutes
- Sampling error of  $\pm 4\%$  for 609 cases

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# Climate of Opinion

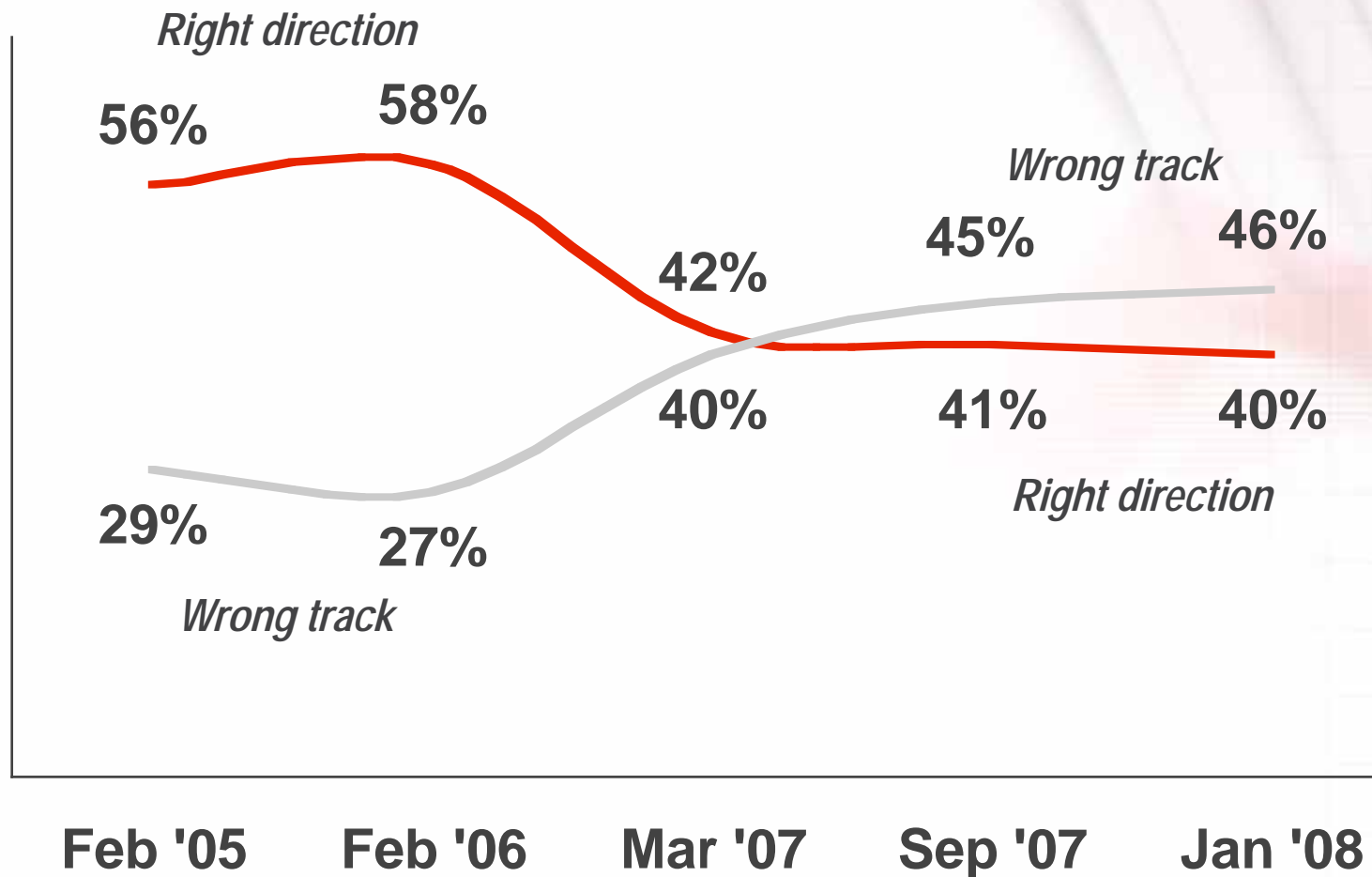
# Right direction or wrong track?

Do you feel things in your part of Central Florida are generally going in the right direction today, or do you feel things have pretty seriously gotten off on the wrong track?



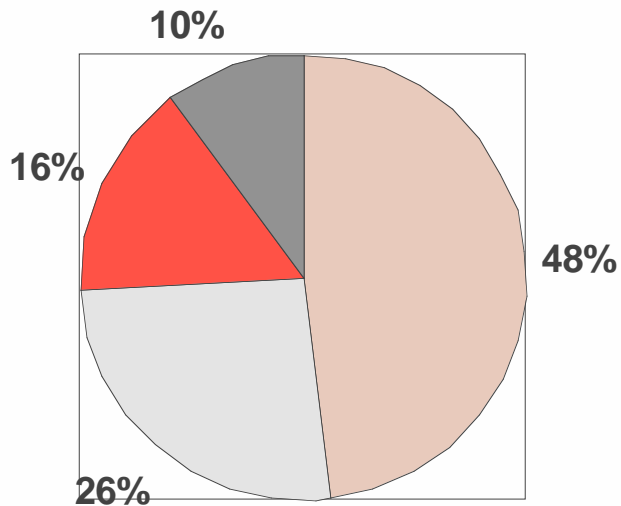
# Central Florida: right direction or wrong track

time series

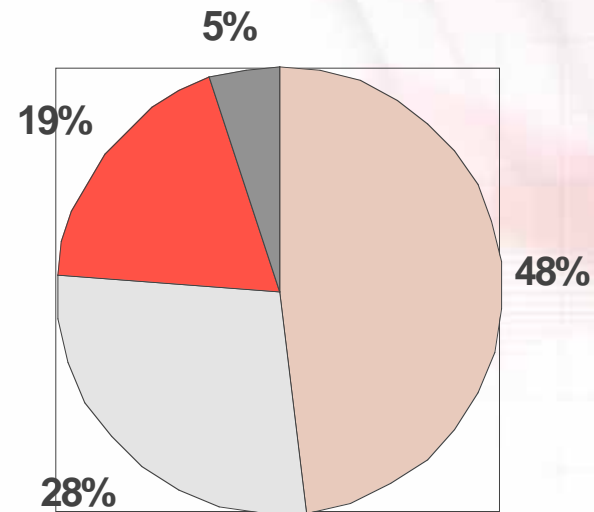


# What issues most influence your perceptions?

## Right direction



## Wrong track



■ Economic ■ Social ■ Political ■ Unsure

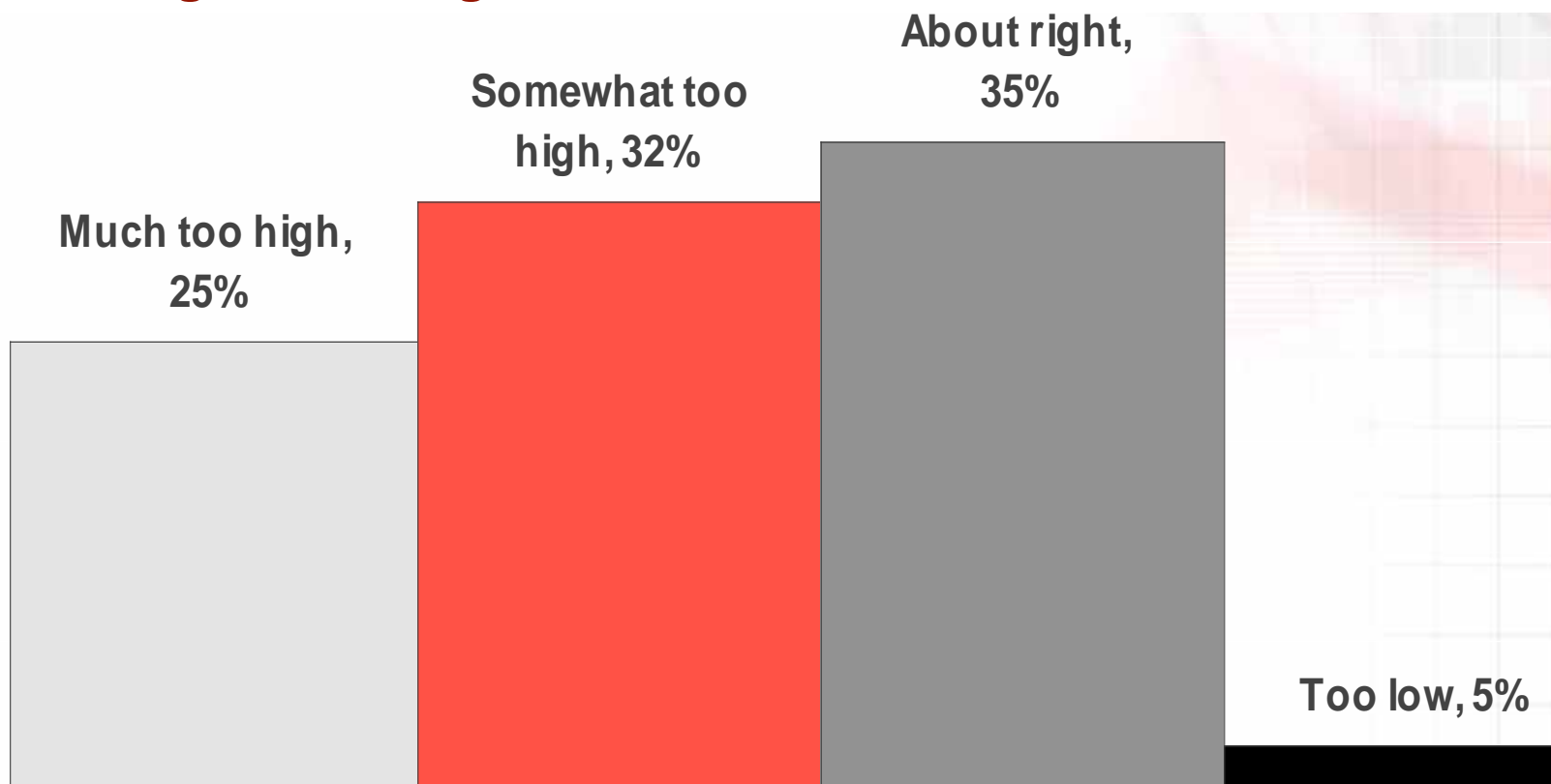
Religion is a major factor in issues chosen: Protestants are most likely to mention political issues, Catholics are most likely to choose social issues, and the un-churched are most likely to pick economic issues.

## “Major” influencers on mood about life in Central Florida

	Percent describing topic as having a ‘major influence’ on their mood
<b>Crime</b>	<b>69%</b>
<b>Insurance rates</b>	<b>59%</b>
<b>Traffic</b>	<b>58%</b>
<b>Sub-prime mortgage/ interest crisis</b>	<b>54%</b>
<b>Jobs and wages</b>	<b>54%</b>
<b>Property taxes</b>	<b>54%</b>

# Combined local tax burden

In view of the services you receive, would you describe the combined taxes you pay to local government, as well as local schools and special districts, as being much too high, somewhat too high, about right, somewhat too low or much too low?



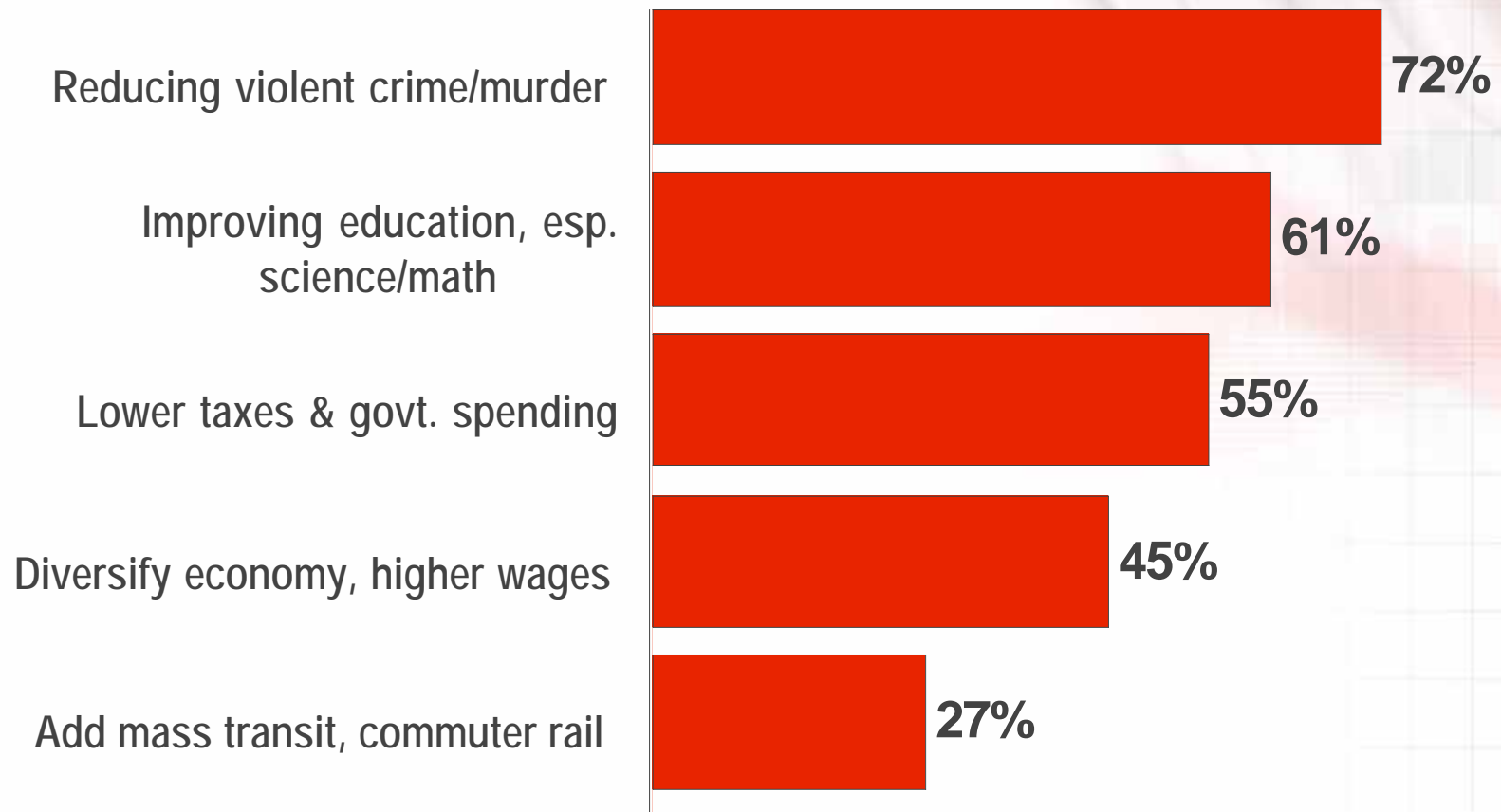
# Central Florida's Issues Agenda

# Issue Priorities

***Here's a list of issues that local leaders in Central Florida may be asked to address in the year ahead. For each one, tell me whether it should be a high priority, medium-high priority, medium priority, or low priority.***

- Adding mass transit options like commuter rail, light rail and streetcars while also continuing to improve the bus system
- Reducing the rate of violent crime, especially murder
- Creating a more diverse economy with better, higher-wage jobs
- Controlling taxes and spending by government
- Improving local public education, especially student achievement in science & math

# Percentage HIGH priority



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# Transportation

# *Agree or disagree?*

- Alternatives to commuting by automobile are absolutely necessary if we are to have any hope of reducing traffic congestion in the region
- Now is the time to invest in a new, modern mass transit system
- I'm not sure we could trust our local elected officials to handle all the money that would be involved in a new mass transit system
- Transit systems just cost too much money

# Transportation sentiments

	Agree	Change from '07
Alternatives to commuting by automobile are absolutely necessary if we are to have any hope of reducing traffic congestion in the region	<b>80%</b>	<b>0</b>
Now is the time to invest in a new, modern mass transit system	<b>70%</b>	<b>-4</b>
I'm not sure we could trust our local elected officials to handle all the money that would be involved in a new mass transit system	<b>61%</b>	<b>-6</b>
Transit systems just cost too much money	<b>42%</b>	<b>+5</b>

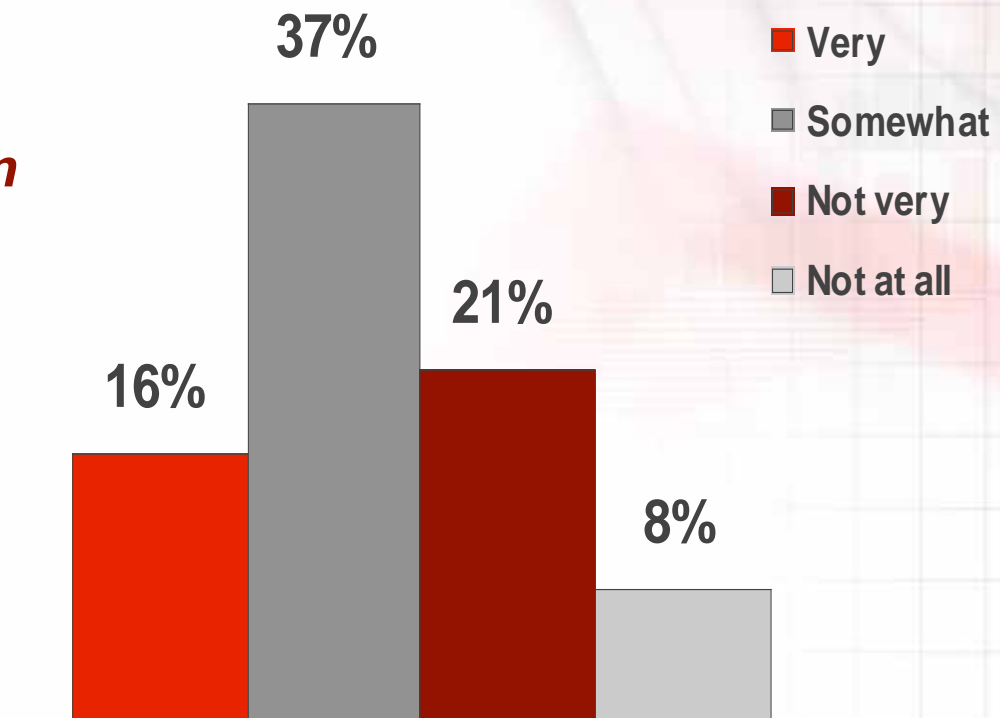
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# International Competitiveness

# International competitiveness

*In a time of increasing globalization, different U.S. regions are competing with one another to attract investment from companies in Europe and Asia.*

**How competitive would you say Central Florida is in attracting overseas investments compared to other U.S. regions—very competitive, somewhat competitive, not very competitive, or not at all competitive?**



# **Greatest regional STRENGTH to attract international investments**

*Which one of the following would you see as the greatest STRENGTH of Central Florida in competing with other regions for international investments?*

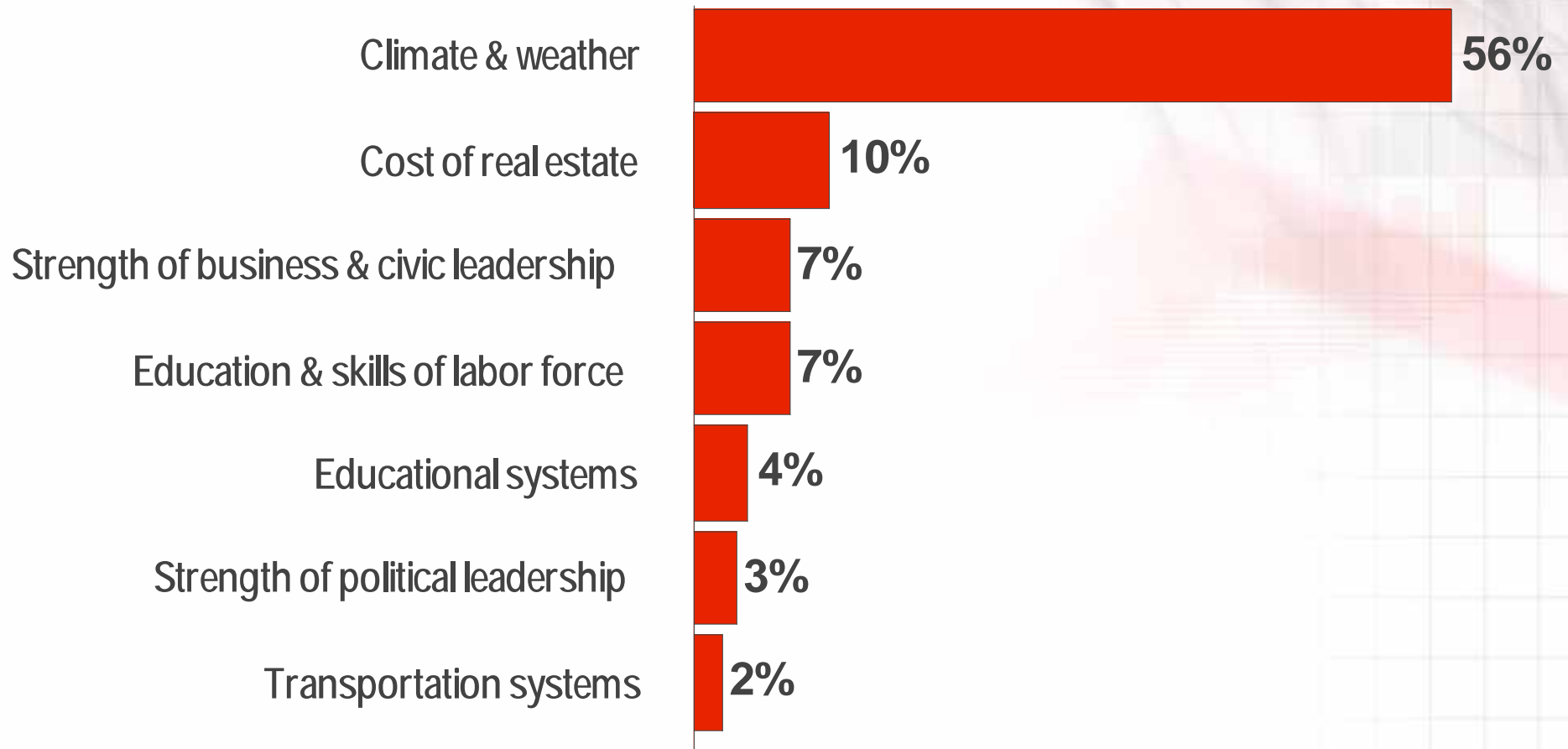
- Our climate and our weather
- The education and skills of our labor force
- Our transportation systems
- The strength of our political leadership
- The cost of real estate
- Our educational systems
- The strength of our business and civic leadership

# **Greatest regional WEAKNESS to attract international investments**

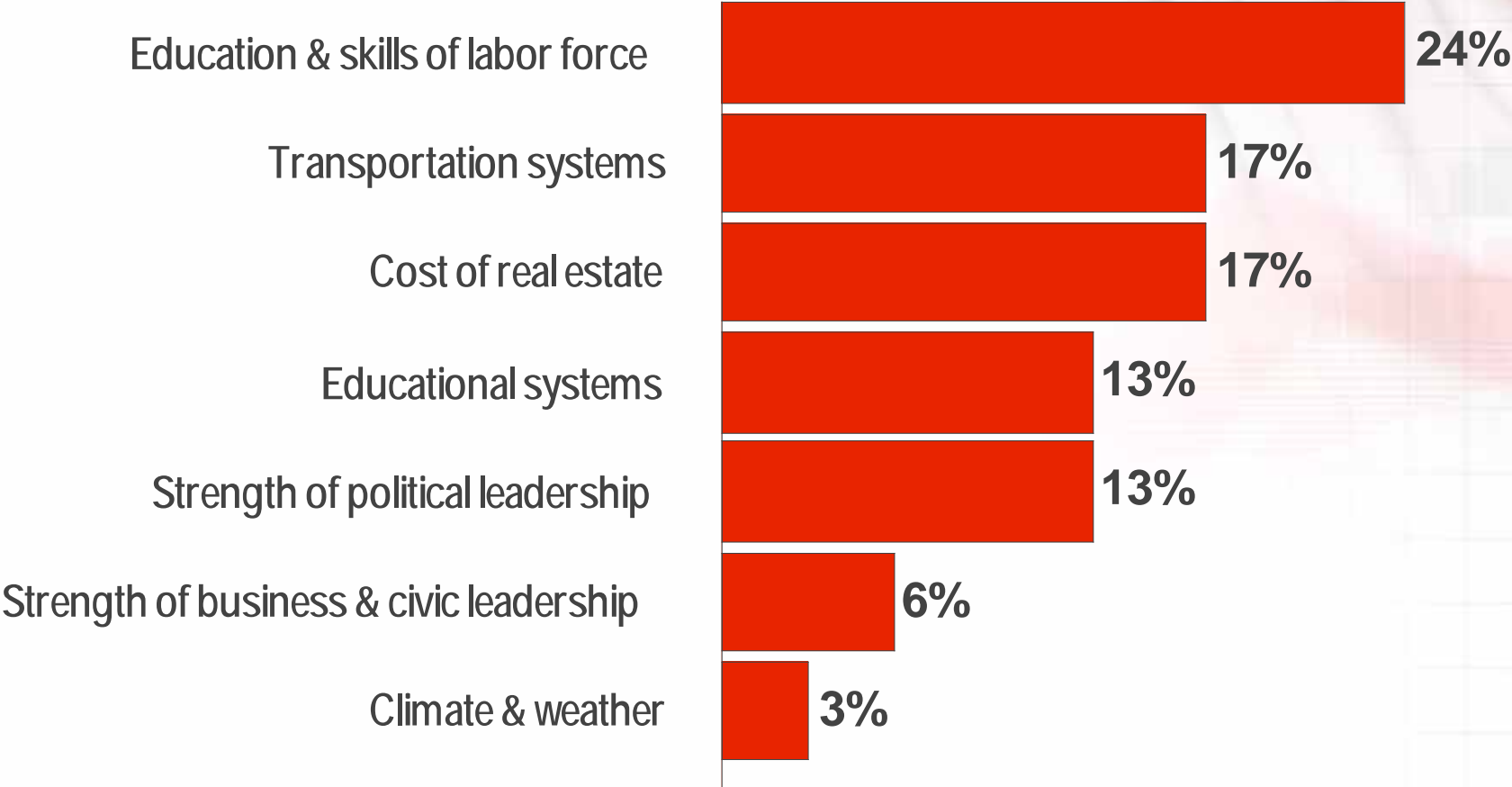
*Which one of the following would you see as the greatest WEAKNESS of Central Florida in competing with other regions for international investments?*

- Our climate and our weather
- The education and skills of our labor force
- Our transportation systems
- The strength of our political leadership
- The cost of real estate
- Our educational systems
- The strength of our business and civic leadership

## Greatest regional STRENGTH



# Greatest regional WEAKNESS

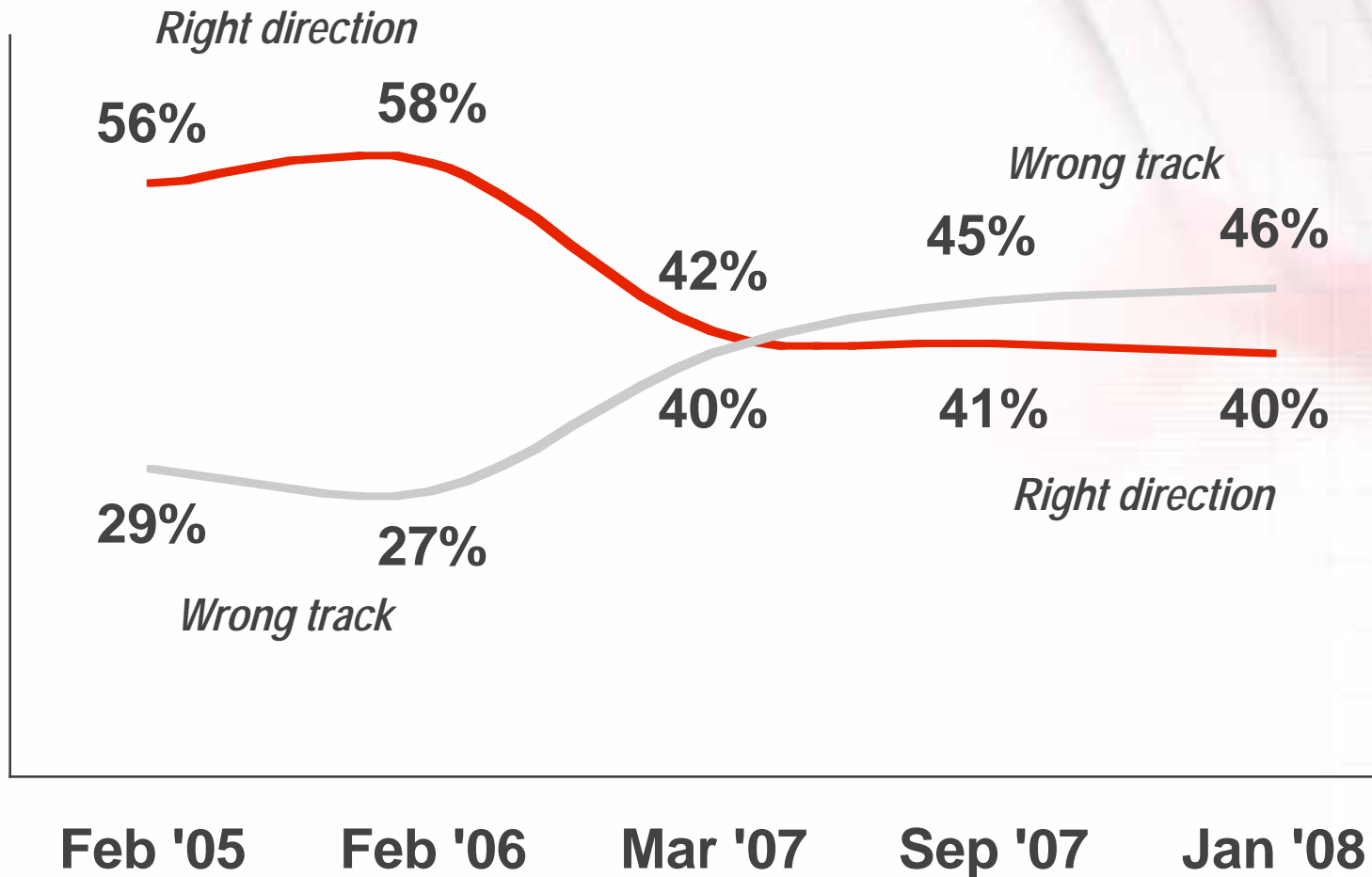


# Competitive strengths & weaknesses



# Central Florida Partnership can reverse this trend

Getting the region moving in the right direction on transportation, a stronger economy, quality education, and safer communities



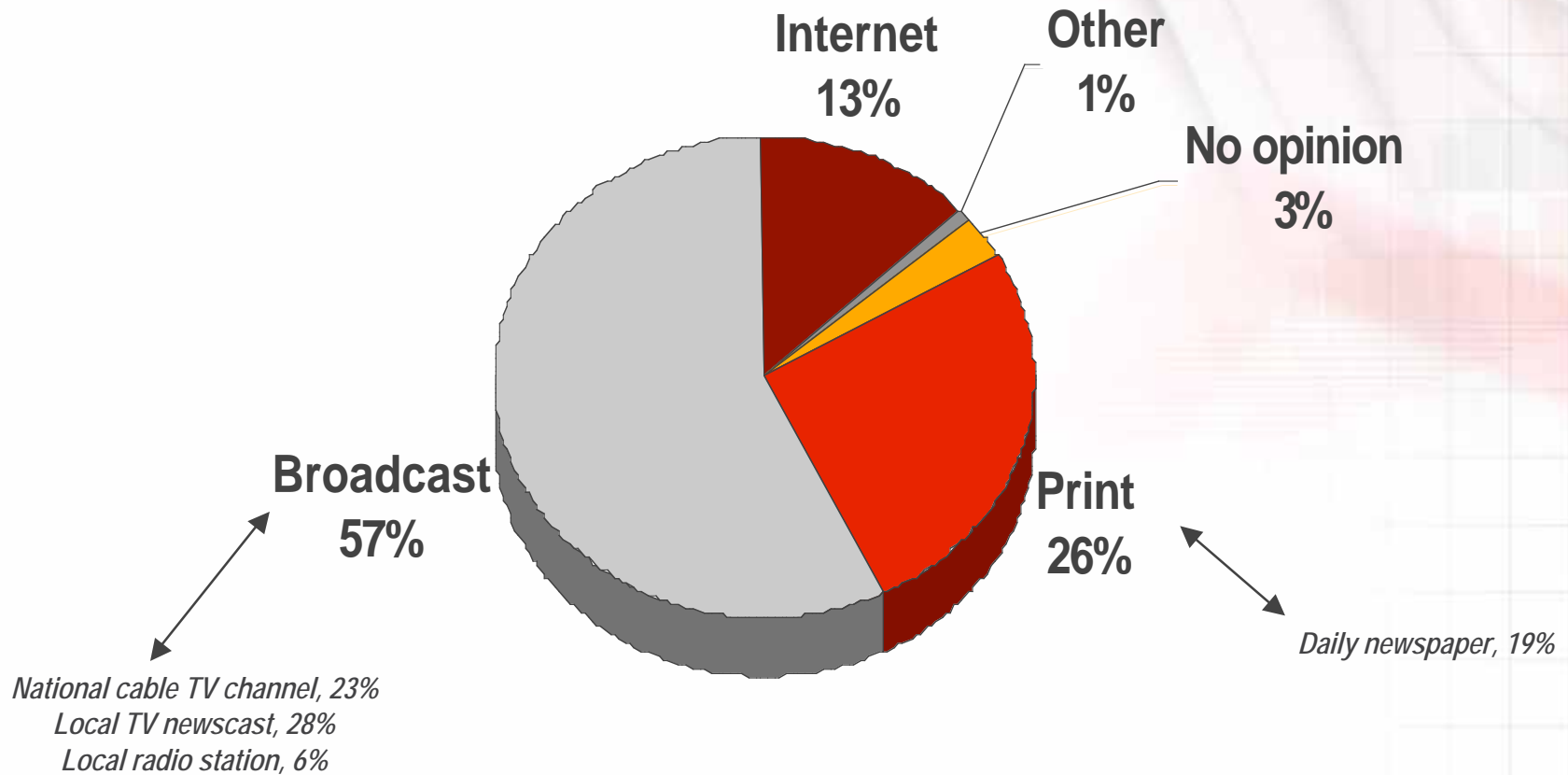
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**But communicating for  
change will be a challenge**

## You can't easily reach the masses through groups and organizations that meet weekly or monthly

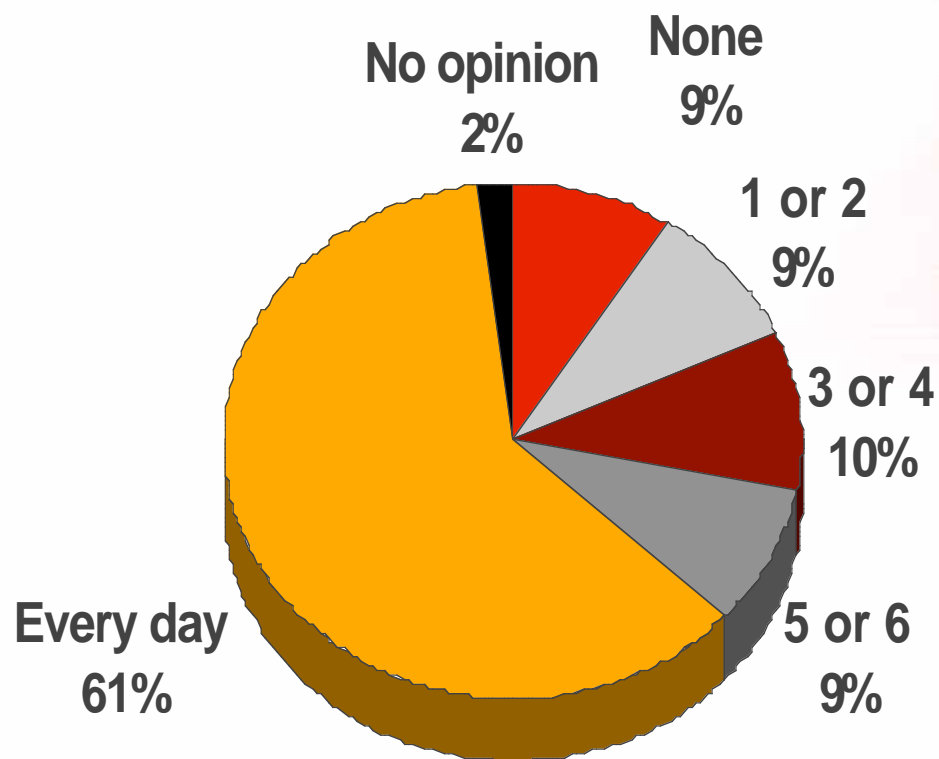
	Group or organization		
	Officer	Member	Either
Neighborhood, community, charitable, civic organization	<b>6%</b>	<b>18%</b>	<b>24%</b>
Educational or school organization	<b>2%</b>	<b>17%</b>	<b>19%</b>
Church or faith-based organization	<b>4%</b>	<b>35%</b>	<b>39%</b>
Political organization or association	<b>1%</b>	<b>7%</b>	<b>8%</b>
Business or professional association	<b>2%</b>	<b>17%</b>	<b>19%</b>
Labor union or teachers' association	<b>1%</b>	<b>8%</b>	<b>9%</b>
Other organizations	<b>1%</b>	<b>8%</b>	<b>10%</b>

# The masses get most news & information from broadcasts, but even that's fragmented



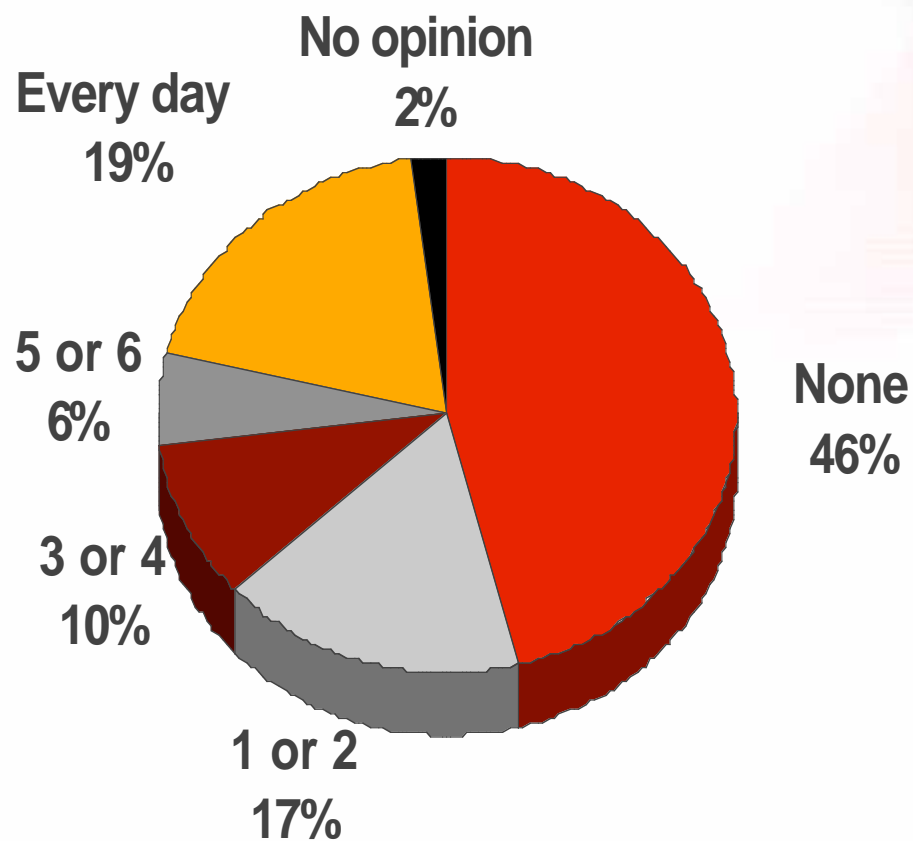
## 6 in 10 Central Floridians devote 10 minutes a day to local TV news

Watched a local television news program for 10 minutes  
or more each day in the past 7 days



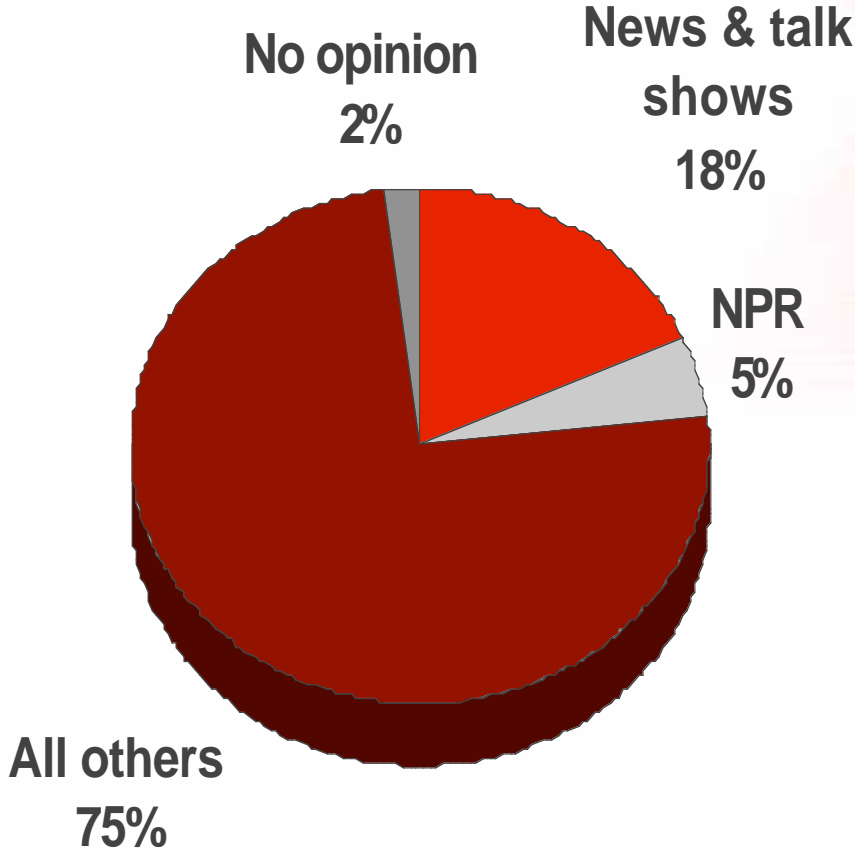
## Only 1 in 5 Central Floridians devote 10 minutes a day to Internet news

Visited a state, local internet news site for 10 minutes or more each day in the past 7 days



# News, talk and NPR lag music audience on the radio dial

## Favorite radio format



# Cable news channels show promise

## Favorite cable channel

