

Finding the Issues that Drive Voter Switch

Regression Analysis

Multivariate Solutions

Basics of Linear Regression Analysis

- Linear regression analysis uses ratings of independent variables to form a linear equation that predicts the dependent variable.
- The resulting equation yields beta scores that show the order of association of each dependent variable to the dependent
- It ranks the importance of each attribute to the dependent
- Significance
 - P-value (P-value of .04 means 96% chance of not being zero)
 - Use P-value of .10 or less
 - For example, if 'Is A Brand I Trust' has a p-value of .05, it is significant and has a (1-.05) or 95% chance of making an impact on the independent variable

Regression - Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility

- Client wants to promote Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility
 - Regression dependent variable – Support for Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility
- Three Regressions – Key Stages to Support
 - Original Drivers of Support
 - Drivers of Support AFTER Reasons Given
 - Drivers of Switch – The Why
 - Which attributes drove respondents to **change** their opinion
 - Regression dependent variable – Change of support Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility

Regression - Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility

Original Drivers of Support

Incinerator Statement Concepts Before List of Advantages

Favor Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility And Shipping All Of Your City's Garbage To A Regional Landfill In Washington County?

Total Sample

Standardized Coefficients

Beta

Significance

The regional landfill in Your County has enough capacity to last over 100 years, while the current waste incinerator plant is only designed to last another 10 years	0.21	0.01
The cost of disposal of garbage would be reduced from \$59 a ton to \$40 a ton	0.18	0.05
In reality, the cost of long-haul and disposal of garbage at a safe, secure landfill, is substantially less than incineration	0.16	0.05
Due to the age of the incinerator plant and population growth, by next year more than half of the waste in the county will have to be shipped to a regional landfill	0.13	0.09
The converted incinerator would be capable of producing 110 megawatts of electricity, instead of the 20	0.11	0.18
The long range profits of the converted facility will help keep down the price of electricity and taxes in Your City County	0.06	0.55
Due to the dry climate and local soil conditions, the regional landfill in Your County is considered the safest landfill in the United States	-0.05	0.51
The incinerator plant is not expected to meet stricter air pollution standards	-0.06	0.31
It would eliminate the discharge of dioxins and other pollutants now emitted by the waste incinerator plant	-0.08	0.27

Initial Key Drivers

*Shaded Area Indicates That Brand Attribute Beta is significant and influences Vote

Regression - Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility

Drivers of Support *after* Case is Made

Incinerator Statement Concepts After List of Advantages

Now, After Everything You Have Heard, Would You Favor A Proposal That Converted The Your City Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility And Shipping All Of Your City's Garbage To A Regional Landfill In Washington County?

Total Sample	Beta	Significance
The regional landfill in Your County has enough capacity to last over 100 years, while the current waste incinerator plant is only designed to last another 10 years	0.26	0.00
The converted incinerator would be capable of producing 110 megawatts of electricity, instead of the 20	0.21	0.00
The long range profits of the converted facility will help keep down the price of electricity and taxes in Your City County	0.18	0.01
Due to the age of the incinerator plant and population growth, by next year more than half of the waste in the county will have to be shipped to a regional landfill	0.16	0.01
In reality, the cost of long-haul and disposal of garbage at a safe, secure landfill, is substantially less than incineration	0.11	0.03
It would eliminate the discharge of dioxins and other pollutants now emitted by the waste incinerator plant	0.04	0.53
The incinerator plant is not expected to meet stricter air pollution standards	0.02	0.69
The cost of disposal of garbage would be reduced from \$59 a ton to \$40 a ton	-0.03	0.69
Due to the dry climate and local soil conditions, the regional landfill in Your County is considered the safest landfill in the United States	-0.04	0.53

After Drivers – Foundation of the Strategic Communication Strategy

*Shaded Area Indicates That Brand Attribute Beta is significant and influences Vote

Regression - Converting The Waste Incinerator Plant Into A Natural Gas Powered Energy Production Facility

Drivers of Change to Support

Switchers From Negative to Positive Response

Switchers: Not Favorable to Favorable

Total Sample

Standardized Coefficients

Beta

Significance

The regional landfill in Your County has enough capacity to last over 100 years, while the current waste incinerator plant is only designed to last another 10 years	0.29	0.00
It would eliminate the discharge of dioxins and other pollutants now emitted by the waste incinerator plant	0.17	0.05
The converted incinerator would be capable of producing 110 megawatts of electricity, instead of the 20	0.14	0.08
The long range profits of the converted facility will help keep down the price of electricity and taxes in Your City County	0.09	0.29
The incinerator plant is not expected to meet stricter air pollution standards	0.06	0.37
In reality, the cost of long-haul and disposal of garbage at a safe, secure landfill, is substantially less than incineration	0.04	0.55
The cost of disposal of garbage would be reduced from \$59 a ton to \$40 a ton	0.00	0.99
Due to the age of the incinerator plant and population growth, by next year more than half of the waste in the county will have to be shipped to a regional landfill	-0.03	0.65
Due to the dry climate and local soil conditions, the regional landfill in Your County is considered the safest landfill in the western United States	-0.07	0.33

Switching Drivers – Keys to Moving Fence-Sitters to Supporters

*Shaded Area Indicates That Brand Attribute Beta is significant and influences Vote