

CEO

Customer Experience Optimization

Political GPS: What Americans really consider important today



Everyone

- Health Care (92.1)
- Education (91.9)
- Govt. Spending (91.8)

- Health Care (93.6)
- Environment (93.1)
- Govt. Spending (92.0)

- Economy (99.8)
- Voting Rights (91.0)
- Educ & Govt. Spend (90.6)

- Economy (99.7)
- Govt. Spend (90.9)
- Immigration (90.9)
- Environment (93.6)
- Health Care (91.2)
- Govt Spend (88.8)

M 55+

- Govt. Spend (94.7)
- Health Care (92.5)
- Education (91.5)



W 19-34

- Abortion (99.8)
- Marijuana (99.6)
- Health Care (92.7)

What?
A survey to measure the importance of selected factors among Americans

How?
Totally random sampling. Use of Disassociated Conjoint Analysis and our own algorithms

Sample
55% Male/45% Fem
59% married
72% no children <18
22% Dem/19% Rep
57% 45-64
81% White
40% Hispanic

Where we agree... disagree...

Dislike Marijuana Like

Dislike Gun Rights Like Economy

Like Govt. Spending Like Education

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