

State Voters Political Vote

Conjoint Analysis

Multivariate Solutions

Why Use Conjoint?

- In a real purchase situation consumers do not make choices based on a single attribute. Consumers examine a range of features or attributes and then make judgments or trade-offs to determine their final purchase choice.
- Conjoint analysis examines these trade-offs to determine the combination of attributes that will be most satisfying to the consumer.
- By using conjoint analysis, the marketer can determine the optimal features for his product or service.
- In addition, conjoint analysis can be used to identify the best advertising message by revealing the features that are most important in product choice.

Political Conjoint

- This is as true with the ‘choice’ made in political situations, such as assessing the viability of a candidate, determining the underlying ‘roots’ of issue support—such as gun control, housing reform, or budgetary management—or choosing a tactical strategy when pushing legislation.
- This analysis, when used properly, can provide insight to the candidate when he sets policy priorities, assesses main concerns dominating the voters’ mind as the election nears, or gauge the strength of a position ‘soup’ a given campaign will stir when it goes to press.

Target Groups

3 State Campaign Issues

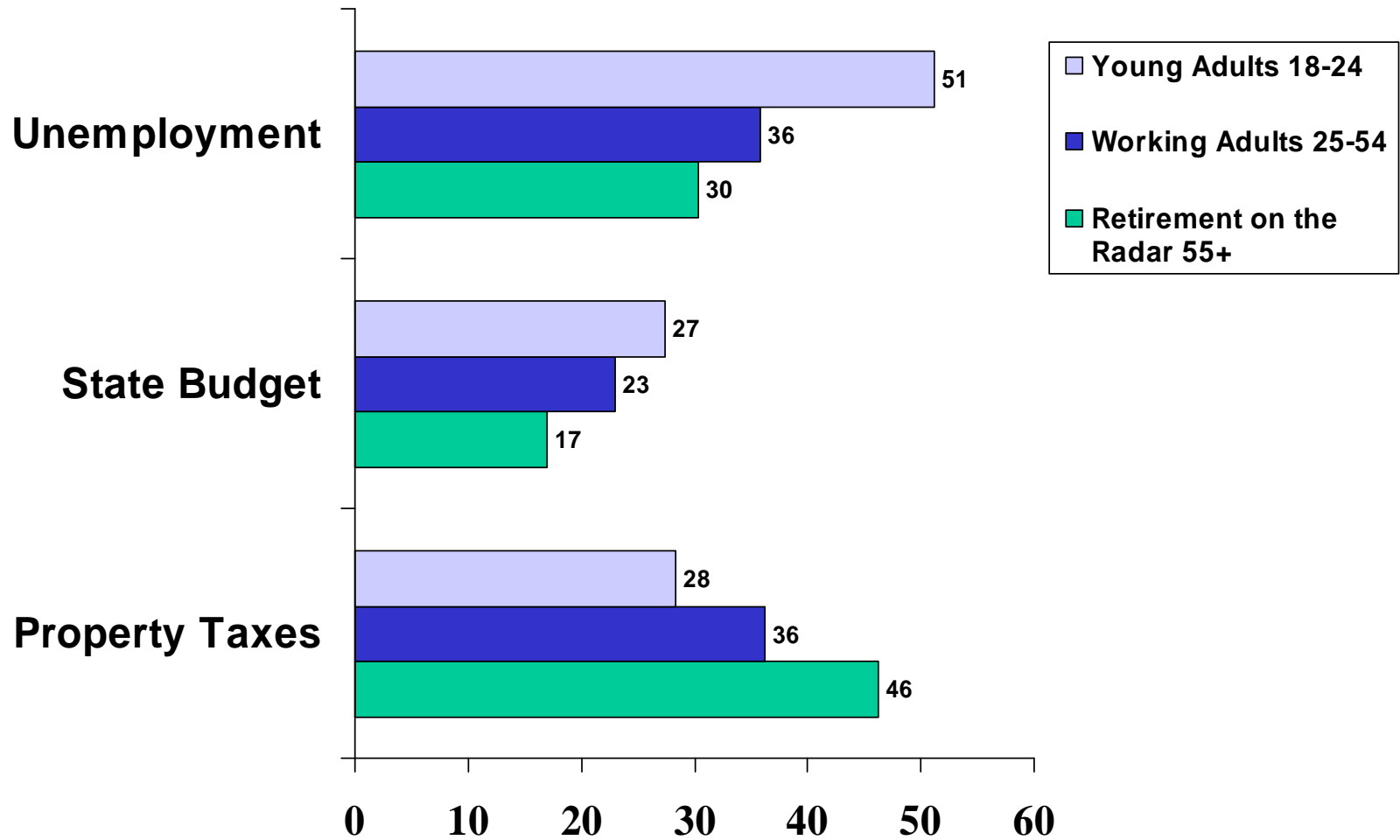
- **Unemployment**
 - 2%
 - 4%
 - 6%
- **Property Taxes**
 - Low
 - Medium
 - High
- **Utopia State Budget**
 - Balanced Budget
 - State Budget Deficit of \$5 Billion
 - State Budget Deficit of \$10 Billion

Government Legislative Issues

Varying Levels

- A sample question would look like this.
 - “On a 1-to-10 scale, how would you rate the Utopia State government under Governor Bob Smith if unemployment is at 2%, property taxes are high, and the budget deficit is at \$5 billion?”
 - “On a 1-to-10 scale, how would you rate the Utopia State government under Governor Bob Smith if unemployment is at 6%, property taxes are medium, and the budget is balanced?”

Relative Importance of Issues



Government Legislative Issues

Varying Levels

- Below is a list of 6 issues that might appear in a gubernatorial/senate race or State of the State address:
 - *Ending runaway development in Utopia*
 - *Reducing traffic congestion on Utopia's highways*
 - *Improving the quality of teaching in our classrooms*
 - *Gun control*
 - *Protecting our environment*
 - *Improving Utopia's economy and increasing the number of jobs in the state.*

Government Legislative Issues

Varying Levels

- A sample question would look like this.
 - *An example question might be,*
 - *‘If a candidate’s main platform were gun control and protecting the environment, how likely are you to vote for him?’*
 - *Or, ‘In his State of the State address, Governor Smith plans to emphasize; 1) Ending runaway development in Utopia; 2) Improving the quality of teaching in our classrooms; and 3) Protecting our environment. How important would it be for you to hear his speech?’*

Relative Importance of Issues

