

# ***Strategic Message Analysis***

## ***Maximum Difference Analysis***

### ***Multivariate Solutions***

# *The Challenge*

- State Senator Trent Swann is running for Governor of California.
- There are two sets of statements tested in the following example
  - Eleven statements concerning California residents.
  - Trent Swann's background and career.
- The Trent Swann campaign has chosen to use *Maximum Difference Scaling* to determine two key points:
  - Issues that concern most Californians that the Swann campaign can emphasize.
  - Personality issues that drive the 'Vote for Swann' bandwagon.

# *Maximum Difference Analysis*

## *Basics*

- The Maximum Difference (Maximum Difference) survey exercise is based on a measure of customer choice and trade-off, instead of typical rating scale responses.
- In a Maximum Difference exercise, consumers evaluate multiple sets of four to six attributes. For each set, the consumer indicates both the most important attribute and also the least important attribute.
  - Responses are analyzed using various techniques to derive attribute importance scores at the individual respondent level.
- Maximum Difference is often used for attribute prioritization.
  - Other uses include product benefits and brand preferences as well as customer needs and attitudes.
  - Its greater differentiation and lack of scale usage effects also means that Maximum Difference is a great input to a segmentation analysis.

# *Maximum Difference Analysis*

## *Scoring*

- High/Low Score
  - Among Scenarios with each reward present
    - Rewards scores 100 if 'Most Appealing'
    - 50 is 'Not Chosen'
    - Reward scores 0 if 'Least Appealing'
    - The mean scores for each reward are shown across total and two customer categories
  - The High/Low scores the percentage difference between those Most Appealing an attribute vs. 'Least Likely to Chose and 'attribute'.
    - High High/Low Scores show a preference for the attribute. The higher the number, the greater the preference.
    - Low High/Low Scores indicate that more respondents are 'Least Appealing' than 'Most Appealing' an attribute.
- Percentage Chosen 'Most Appealing' vs. 'Least Appealing'
  - Among Scenarios with each reward present
    - Percentage of Respondents who 'Most Likely Choose' that Attribute
    - **Visually Contrasts Percentages of High/Low**
      - The larger the contrast between 'Most Appealing' (blue), and 'Least Appealing' (red), the more desirable the attribute.

# *Maximum Difference*

## *Survey Structure*

- *Which of these 4 statements is most important for the State of California?*
- *Which of these 4 statements is least important for the State of California?*
- *You will do this exercise 8 times.*
  - Ensuring everyone has access to affordable health care
  - Keeping taxes and government spending down
  - Guaranteeing a woman's right to choose on the abortion issue
  - Improving accountability in the way education dollars are spent
  - Protecting the environment
  - Increasing funding for local schools
  - Protecting Social Security and Medicare
  - Restricting the sale of handguns
  - Improving the local transportation system and reducing traffic congestion
  - Fighting and preventing crime
  - Creating more electricity to meet increasing demand

# Maximum Difference Survey Structure

Below are three potential choice scenarios.

Least Important	Factor	Most Important
	Increasing funding for local schools	x
	Creating more electricity to meet increasing demand	
	Protecting Social Security and Medicare	
x	Restricting the sale of handguns	

Least Important	Factor	Most Important
	Ensuring everyone has access to affordable health care	
	Protecting the environment	x
	Improving the local transportation system and reducing traffic congestion	
x	Keeping taxes and government spending down	

Least Important	Factor	Most Important
	Protecting Social Security and Medicare	
x	Fighting and preventing crime	
	Restricting the sale of handguns	
	Creating more electricity to meet increasing demand	x

# Maximum-Difference Analysis

## Strategic Message Mean Scores

Strategic Message Maximum Difference Summation			Likely Voters
Exciters	Protecting the environment	Level 1	87.5
	Increasing funding for local schools		83.3
	Ensuring everyone has access to affordable health care		79.1
Desirable Secondary Messages	Guaranteeing a woman's right to choose on the abortion issue	Level 2	63.0
	Protecting Social Security and Medicare		62.7
	Improving the local transportation system and reducing traffic congestion		58.8
Neutral	Creating more electricity to meet increasing demand	Level 3	36.5
	Improving accountability in the way education dollars are spent		34.8
	Keeping taxes and government spending down		34.1
No effect	Fighting and preventing crime	Level 4	24.1
	Restricting the sale of handguns		18.6

Level 1 - EXCITERS - Messages that move the campaign

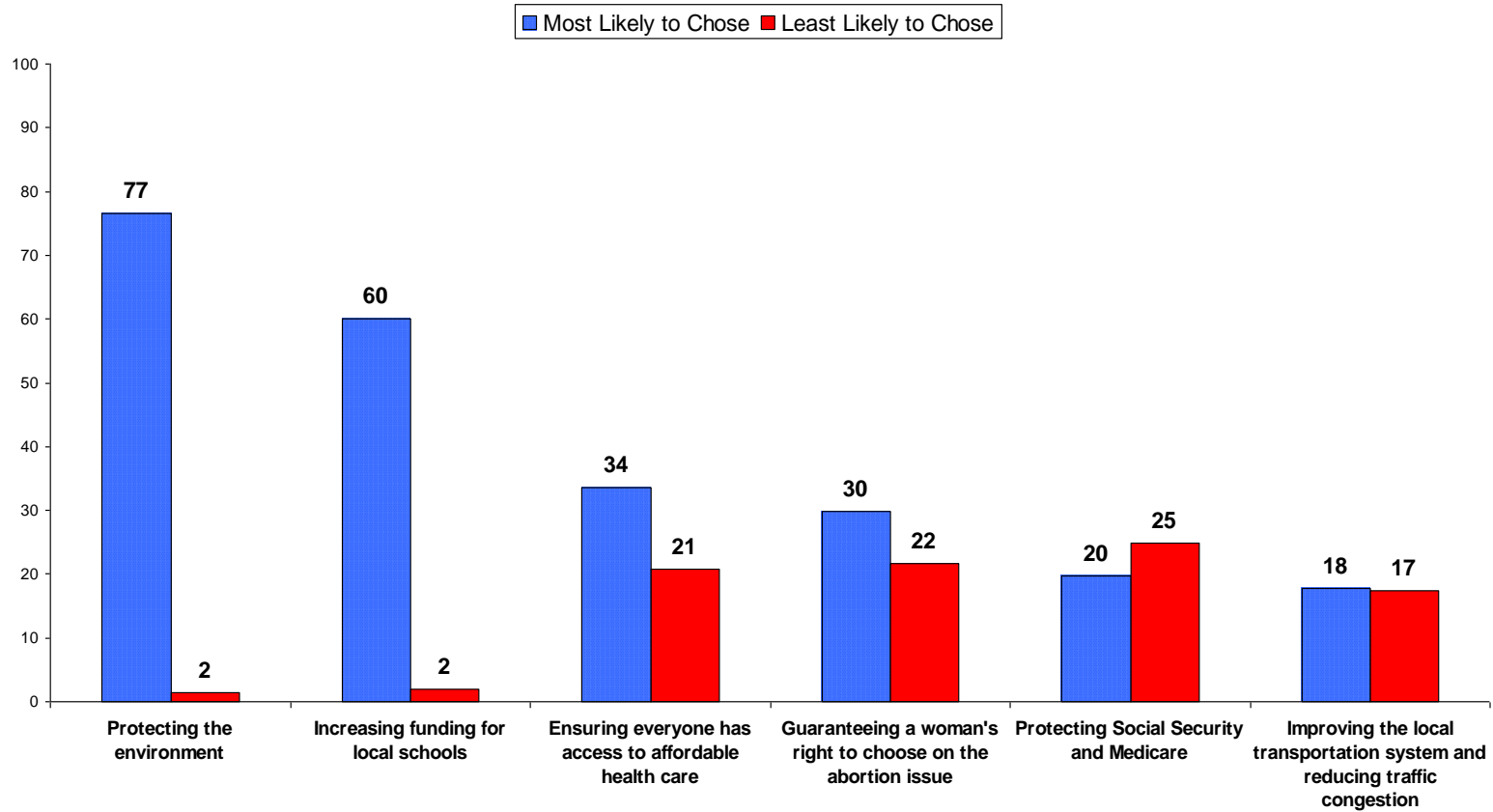
Level 2 - DESIREABLE MESSAGES - Additions to the campaign

Level 3 - NEUTRAL MESSAGES - More least appealing than most appealing, but do little for the campaign

Level 4 - INDIFFERENT ATTRIBUTES - Make no contribution to the campaign

# Maximum-Difference Analysis

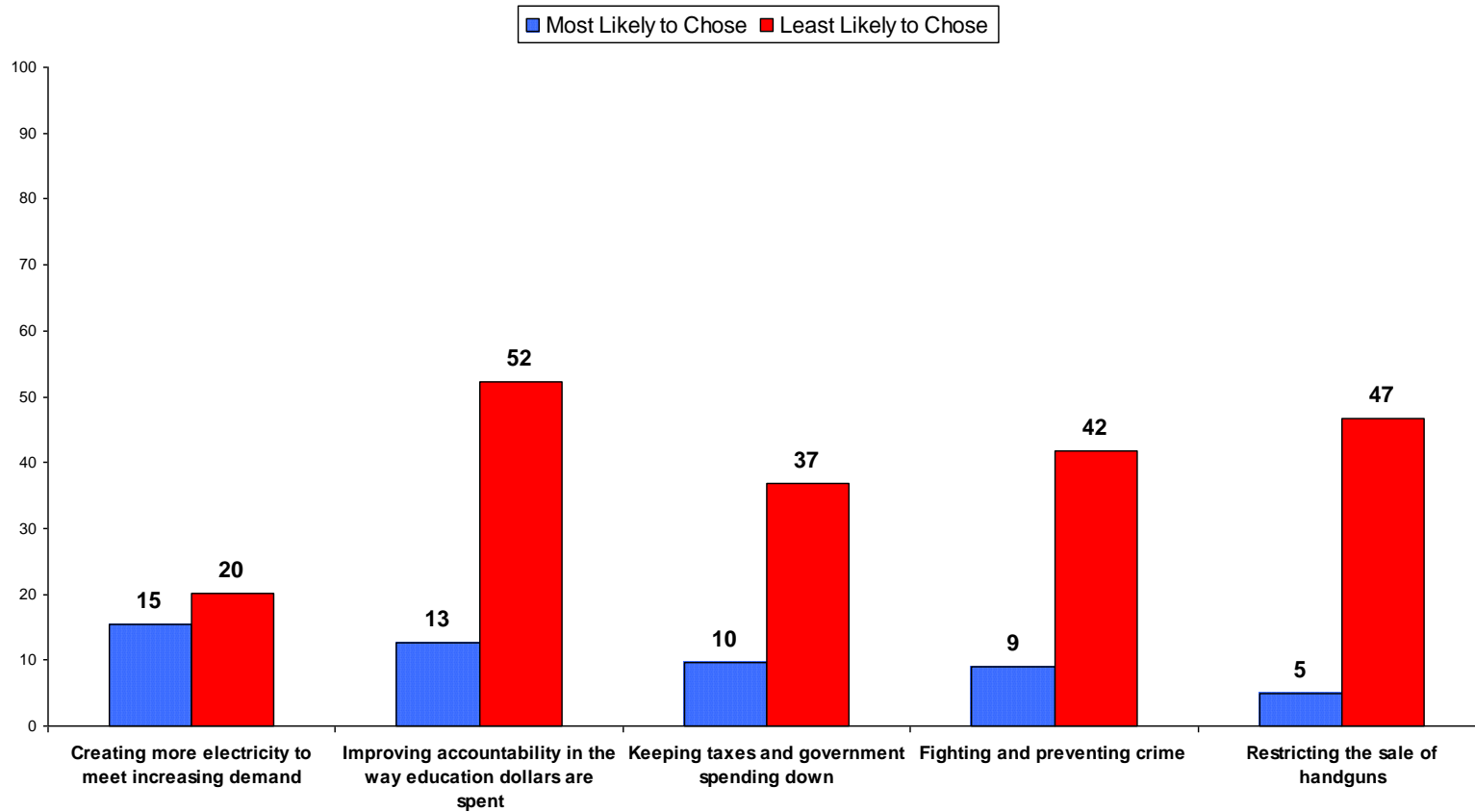
## 'Most Appealing' vs. 'Least Appealing' Percentage Total Sample



The larger the contrast between 'Most Appealing' (blue), and 'Least Appealing' (red), the more desirable the attribute.

# Maximum-Difference Analysis

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# *Maximum Difference Analysis*

## *First Level Conclusions*

- The Swann campaign now knows the four themes to focus on for Trent's stump speech.
  - Protecting the environment
  - Increasing funding for local schools
  - Ensuring everyone has access to affordable health care
  - Guaranteeing a woman's right to choose.