

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

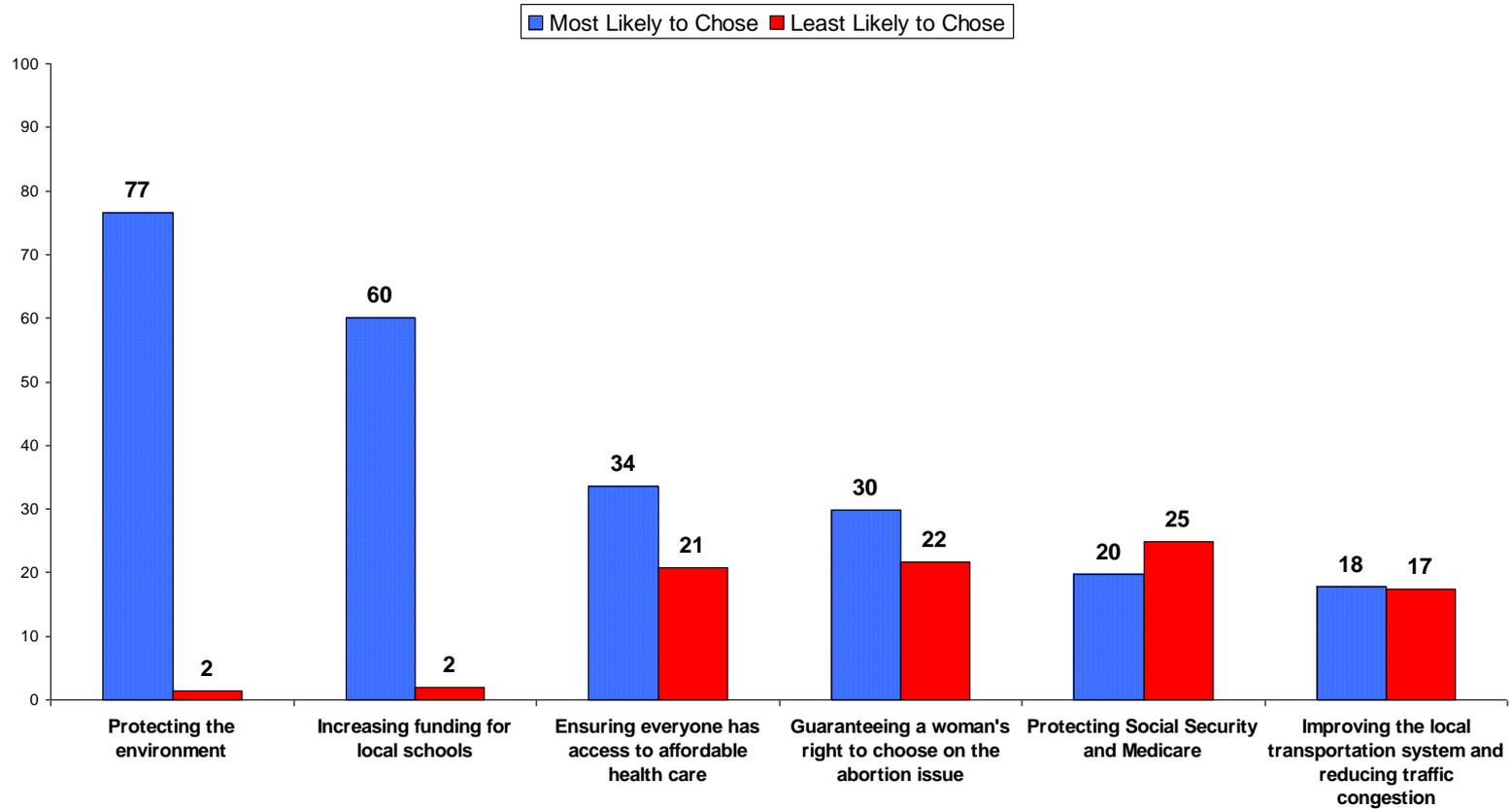
Level 2 - DESIREABLE MESSAGES - Additions to the campaign

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

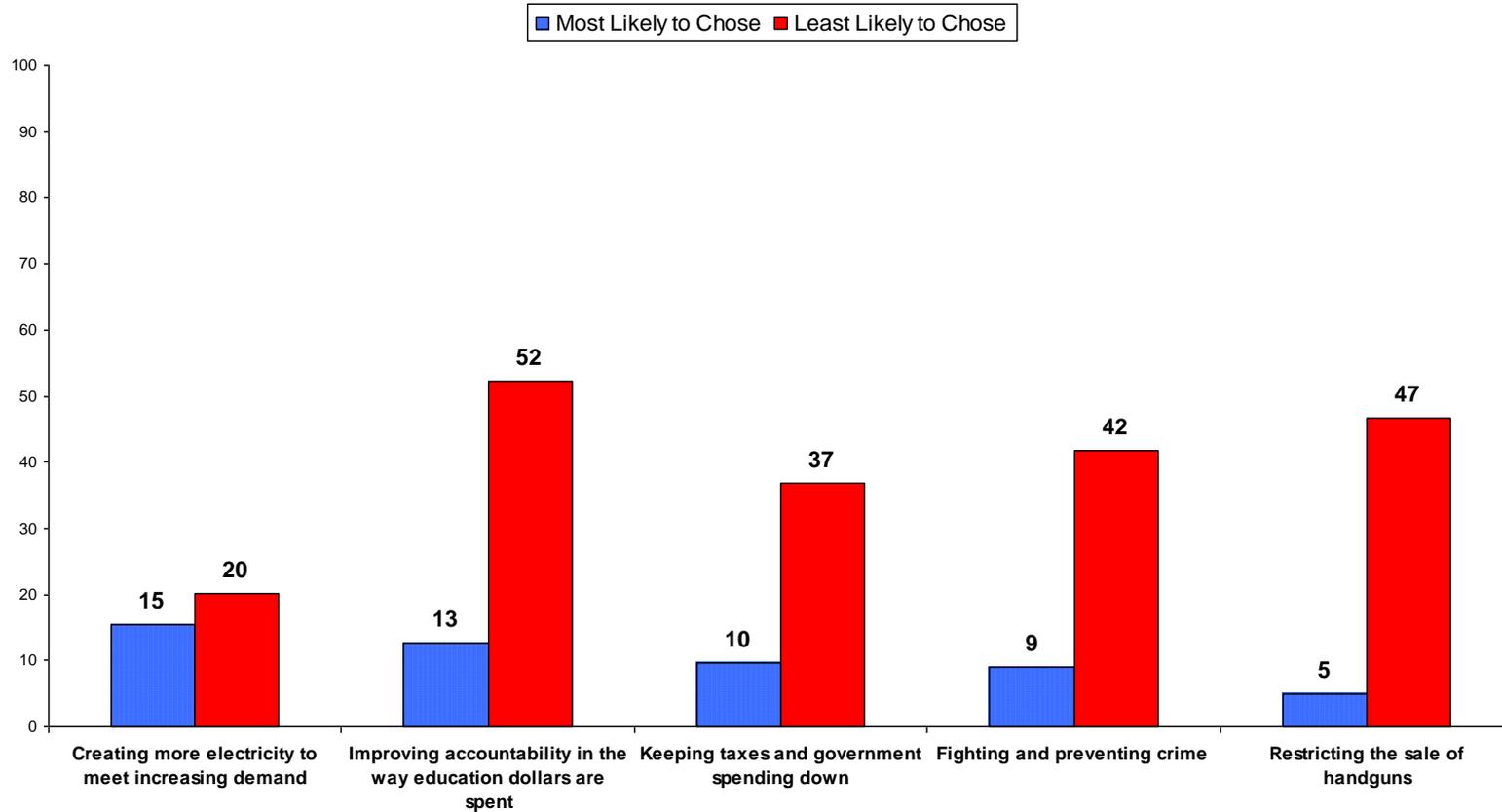
'Most Appealing' vs. 'Least Appealing' Percentage Total Sample



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

Maximum-Difference Analysis

'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

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.