

MaxDiff EXAMPLES

identifying opportunity through custom research

Example of MaxDiff Exercise

When considering different fast food restaurants... Among the four attributes shown below, which is the most important to you and which is least important to you?

Most Important		Least Important
<input type="radio"/>	Reasonable Prices	<input type="radio"/>
<input checked="" type="radio"/>	Health Food Choices	<input type="radio"/>
<input type="radio"/>	Has Play Area	<input type="radio"/>
<input type="radio"/>	Clean Bathrooms	<input checked="" type="radio"/>

Example of MaxDiff Importance Scores

	Traditional Importance		MaxDiff Importance	
	Top 2 Box %		MaxDiff %	
	%	Rank	%	Rank
Attribute 1	94	1	13.8	3
Attribute 2	93	2	30.8	1
Attribute 3	90	4	14.8	2
Attribute 4	90	5	3.6	8
Attribute 5	92	3	1.1	15
Attribute 6	89	6	3.6	7
Attribute 7	87	7	5.5	5
Attribute 8	84	9	5.2	6
Attribute 9	85	8	1.7	12
Attribute 10	72	15	1.2	14
Attribute 11	82	10	1.8	11
Attribute 12	81	11	3.1	9
Attribute 13	75	14	0.8	17
Attribute 14	76	13	1.0	16
Attribute 15	65	17	5.7	4
Attribute 16	79	12	0.2	23
Attribute 17	66	16	0.8	18
Attribute 18	65	18	2.7	10
Attribute 19	64	19	0.4	19
Attribute 20	63	20	0.3	20
Attribute 21	45	23	1.4	13
Attribute 22	62	21	0.2	21
Attribute 23	45	22	0.2	22

Top 5 Attributes

Bottom 5 Attributes