

Summary of Responses to Max Diff Budget Modelling Tool



“Max Diff” exercise: Summary

- Highest priority placed on services to protect the most vulnerable
- Essential infrastructure activity (with universal impact) next most important
- Discretionary “Quality of life” services least important

	Which services?	Who does it impact?
ABSOLUTE PRIORITY Care of society’s most vulnerable	<ul style="list-style-type: none"> • Care at home • Foster care • Refuge 	<ul style="list-style-type: none"> • Elderly • Children • Women
Important Essential infrastructure needs	<ul style="list-style-type: none"> • Potholes • Gritting 	<ul style="list-style-type: none"> • All residents
Less important Support care services	<ul style="list-style-type: none"> • Respite • Assessment • Accommodation 	<ul style="list-style-type: none"> • Families with vulnerable dependents • Children leaving care • Those with learning disabilities
Lower priority infrastructure needs	<ul style="list-style-type: none"> • Waste disposal • Recycling • Street light faults • Subsidised bus routes 	<ul style="list-style-type: none"> • All residents
Discretionary “quality of life” services	<ul style="list-style-type: none"> • Libraries • Youth centres • Taxi transport • Bus passes 	<ul style="list-style-type: none"> • Young people • Children with special educational needs

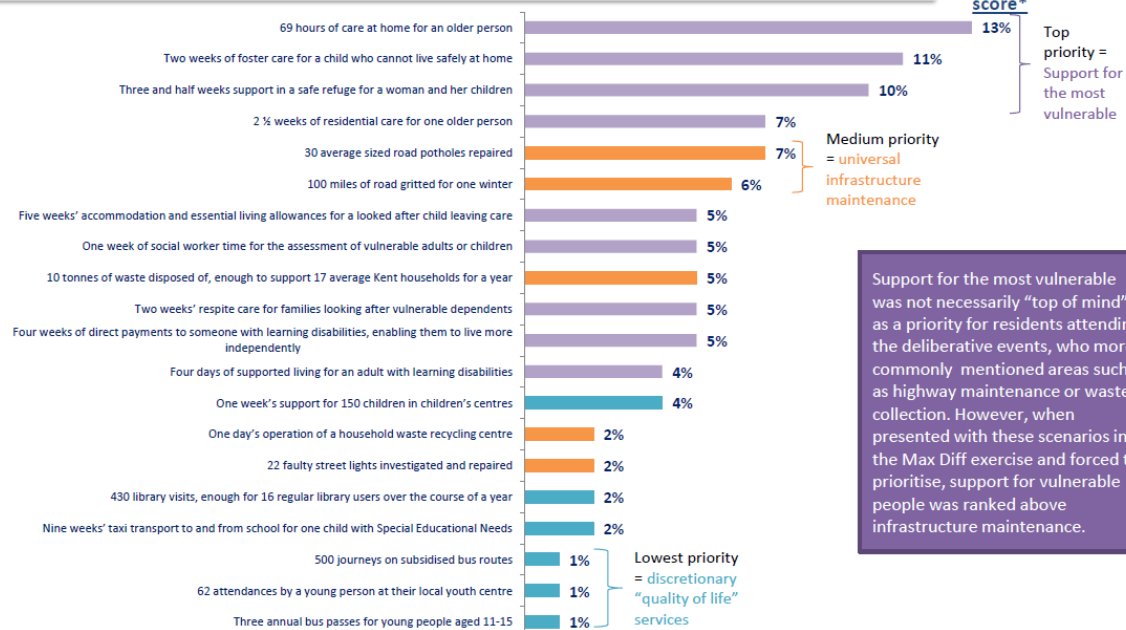
Note the ranking is *relative* – residents do value discretionary/ quality of life services and would prefer them to be protected if a choice did not have to be made.

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“Max Diff” exercise: Detail

The top ranked service area tested is “69 hours of care at home for an older person”, followed by “2 weeks of foster care for a child who cannot live safely at home” and “3.5 weeks support in a safe refuge for a woman and her children”.



Combined results from face to face and online surveys - Base = 1,955 respondents. (Little difference between on-street and online results. For comparison see Annex 6).
From Q3: You will now see a series of screens that list key services and what £1,000 of council spending buys. Please think about your household’s circumstances and tell us which of these services are most and least important to you. *Preference score = a statistical index figure showing the overall level of preference given to each item across all respondents completing the survey.





“Max Diff” exercise: Sub-group comparisons

There was little difference in the ranking of the items tested amongst respondent sub-groups. Some small points of divergence included:

- **Online respondents** placed potholes and gritting above residential care and gave slightly higher preference scores for these items than those completing the on-street survey (8% potholes, 7% gritting compared with 5% each among on-street respondents).
- **Younger residents aged 18-34** prioritised foster care and safe refuge above care at home.
- **Older residents aged 55+** placed a higher than average distance between their top ranked item (care at home for an older person) and their second ranked item (foster care).
 - Those aged 55+ completing the online consultation placed pot hole repair in 3rd priority position.
 - The oldest 75+ age group rated residential care for an older person highly, but placed this well behind care at home.
- A full breakdown of results by survey methodology (face to face vs online) and age group is set out in Annex 6.

Top 3 service items by respondent age group

18-34*	Rank and Preference score	
	On-Street survey	Online survey
Foster care (2 weeks)	1: 12%	1: 14%
Safe refuge for a woman and her children (3.5 weeks)	2: 12%	2: 12%
Care at home for an older person (69 hrs)	3: 11%	3: 10%

35-54	Preference score	
	On-Street survey	Online survey
Care at home for an older person (69 hrs)	1: 12%	1: 13%
Foster care (2 weeks)	2: 11%	2: 12%
Safe refuge for a woman and her children (3.5 weeks)	3: 9%	3: 10%

55+	Preference score	
	On-Street survey	Online survey
Care at home for an older person (69 hrs)	1: 14%	1: 17%
Foster care (2 weeks)	2: 9%	2: 11%
Safe refuge for a woman and her children (3.5 weeks)	3: 8%	4: 8%
Potholes repaired (30)	= 5: 6%	3: 9%

From Q3: You will now see a series of screens that list key services and what £1,000 of council spending buys. Please think about your household's circumstances and tell us which of these services are most and least important to you. Bases: 18-34 – face to face = 214, online = 163 (note the online survey was open to residents aged 16+), 35-54 – face to face = 256, online = 521, 55+ – face to face = 282, online = 403.

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“Max Diff” exercise: Comparison with 2014

- Comparisons should be treated with caution due to differences in the items tested and their wording, but results of this year's Max Diff exercise are very similar to those gathered in 2014. This is particularly true for the 2014 online exercise, where the top ranked services covered care for the elderly, either residential or at home, and foster care (women's/ children's refuge was not included in the list in 2014).

Top 5 service items – 2014 and 2015

- In the 2014 representative survey, the highest priority item was road gritting, with a slightly higher preference score than residential care for the elderly. Road gritting was ranked joint 6th in this year's on-street survey, which may reflect mild weather conditions during the fieldwork period.
- In 2015, care at home for an elderly person was consistently rated above residential care by some margin, while in 2014 there was little difference, with residential care coming out slightly ahead. This may reflect changes in the item wording. Previously, additional information was given, describing the needs of someone receiving residential care as “substantial or critical” while care at home would be for someone whose needs were “moderate or substantial”. This may have suggested to respondents that those receiving residential care would be in greater need of support.

Rank	2014		2015	
	Representative survey	Open online consultation	Representative survey	Open online consultation
1.	Road gritting (100 miles)	Residential care for an older person (2.5 weeks)	Care at home for an older person (69 hours)	Care at home for an older person (69 hours)
2.	Residential care for an older person (2.5 weeks)	Care at home for an older person (69 hours)	Foster care (2 weeks)	Foster care (2 weeks)
3.	Care at home for an older person (69 hours)	Standard foster care (2 weeks)	Safe refuge for a woman and her children (3.5 weeks)	Safe refuge for a woman and her children (3.5 weeks)
4.	Standard foster care (2 weeks)	Road gritting (100 miles)	Residential care for an older person (2.5 weeks)	Potholes repaired (30)
5.	More complex foster care (1 week)	More complex foster care (1 week)	Potholes repaired (30)	Residential care for an older person (2.5 weeks)

Bases: 2014 Representative survey = 514, 2014 open online consultation = 853, 2015 representative survey = 757, 2015 open online consultation = 1158. For the full list of items tested in 2014 and corresponding preference scores, see Annex 5.



