

*Section 3:*  
*Importance-Satisfaction*  
*Analysis*

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# Importance-Satisfaction Analysis

## The Town of Chapel Hill, North Carolina

### Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Town to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of town services they thought should receive the most emphasis over the next two years. Thirteen percent (13%) ranked "Quality of Town parks and recreation programs and facilities" as one of the most important service to emphasize over the next two years.

With regard to satisfaction, “Quality of Town parks and recreation programs and facilities” was ranked fourth overall with 81% rating “Quality of Town parks and recreation programs and facilities” as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for “Quality of Town parks and recreation programs and facilities” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 11% was multiplied by 21% (1-0.79). This calculation yielded an I-S rating of **0.0231**, which was ranked tenth out of seventeen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for the Town of Chapel Hill are provided on the following page.

# Importance-Satisfaction Rating

## Town of Chapel Hill

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How well the Town is preparing for the future	41%	2	38%	16	0.2503	1
Overall flow of traffic and congestion	42%	1	41%	15	0.2465	2
<b><u>High Priority (IS .10-.20)</u></b>						
How well the Town is managing change	29%	4	37%	17	0.1852	3
Value you receive for your town tax dollars/fees	32%	3	47%	14	0.1668	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall maintenance of Town streets	15%	7	68%	10	0.0471	5
Quality of Town's bus service	16%	5	80%	4	0.0324	6
Effectiveness of Town communication w/public	7%	10	61%	11	0.0290	7
Enforcement of Town codes and ordinances	7%	11	57%	13	0.0289	8
Maintenance of public housing buildings	6%	14	60%	12	0.0234	9
Quality of Town parks programs/facilities	11%	8	79%	5	0.0231	10
Emergency preparedness	7%	12	69%	9	0.0199	11
Overall quality of Public Safety services	16%	6	89%	1	0.0164	12
Quality landscaping in parks/medians/public areas	6%	13	74%	6	0.0164	13
Quality of services provided by Chapel Hill	10%	9	85%	3	0.0140	14
Quality of customer service provided	3%	16	73%	7	0.0092	15
Maintenance of Town buildings and facilities	3%	17	71%	8	0.0080	16
Overall quality Public Library services	6%	15	87%	2	0.0072	17

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows'. Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## Town of Chapel Hill

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Number of walking/biking trails	38%	1	60%	9	0.1551	1
Number of programs for teens	20%	3	41%	3	0.1160	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Town special events and festivals	15%	4	67%	11	0.0483	3
Availability of information parks & recreation programs	13%	6	65%	6	0.0452	4
Number of Town parks	14%	5	70%	2	0.0421	5
Number of children's play areas	11%	9	64%	3	0.0385	6
Landscaping & appearance of Town Cemeteries	12%	7	69%	3	0.0379	7
The Town's youth athletic programs	12%	8	69%	5	0.0360	8
Maintenance of Town parks	23%	2	84%	1	0.0359	9
Cultural arts programs (ceramics)	10%	10	64%	8	0.0350	10
Public art	9%	11	61%	10	0.0347	11
The Town's adult athletic programs	6%	13	60%	12	0.0255	12
Quality of outdoor athletic fields	8%	12	74%	4	0.0209	13
Therapeutic recreation programs	4%	15	53%	13	0.0186	14
Number of outdoor athletic fields	6%	14	69%	7	0.0179	15

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

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**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2013 by ETC Institute

# Importance-Satisfaction Rating

## Town of Chapel Hill

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
The Town's efforts to prevent crime	37%	1	70%	10	0.1090	1
<b><i>Medium Priority (IS &lt;.10)</i></b>						
The visibility of police in neighborhoods	30%	3	68%	11	0.0941	2
Level of safety & security in your neighborhood	32%	2	77%	9	0.0751	3
Enforcement of local traffic laws	18%	5	62%	13	0.0679	4
The attitude and behavior of Police Department	17%	6	79%	8	0.0360	5
Overall quality of local police protection	23%	4	87%	3	0.0287	6
Police safety education programs	8%	11	67%	12	0.0275	7
How quickly police respond to emergencies	17%	7	85%	5	0.0257	8
Chapel Hill Police Department overall performance	10%	10	83%	6	0.0165	9
Fire safety education programs	7%	12	80%	7	0.0147	10
Overall quality of local fire protection	14%	8	94%	1	0.0084	11
How quickly fire units respond to emergencies	11%	9	93%	2	0.0078	12
The fire safety you feel while visiting businesses	3%	13	86%	4	0.0044	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## Town of Chapel Hill

### MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of the stormwater runoff/mgmt system	40%	1	46%	8	0.2159	1
<b><u>High Priority (IS .10-.20)</u></b>						
Adequacy of street lighting	34%	2	53%	6	0.1622	2
Condition of sidewalks	34%	3	52%	7	0.1622	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance/preservation of downtown	29%	4	66%	5	0.0980	4
Maintenance of main Town street thoroughfares	26%	5	75%	1	0.0637	5
Cleanliness of streets and other public areas	23%	6	74%	3	0.0588	6
Maintenance of streets in your neighborhood	21%	7	74%	4	0.0541	7
Maintenance of street signs/pavement markings	9%	8	74%	2	0.0242	8

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2013 by ETC Institute



## *Importance-Satisfaction Matrix Analysis*

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the Town is performing significantly better than customers expect the Town to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Town services. The Town should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the Town is not performing as well as residents expect the Town to perform. This area has a significant impact on customer satisfaction, and the Town should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the Town is not performing well relative to the Town's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Town services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

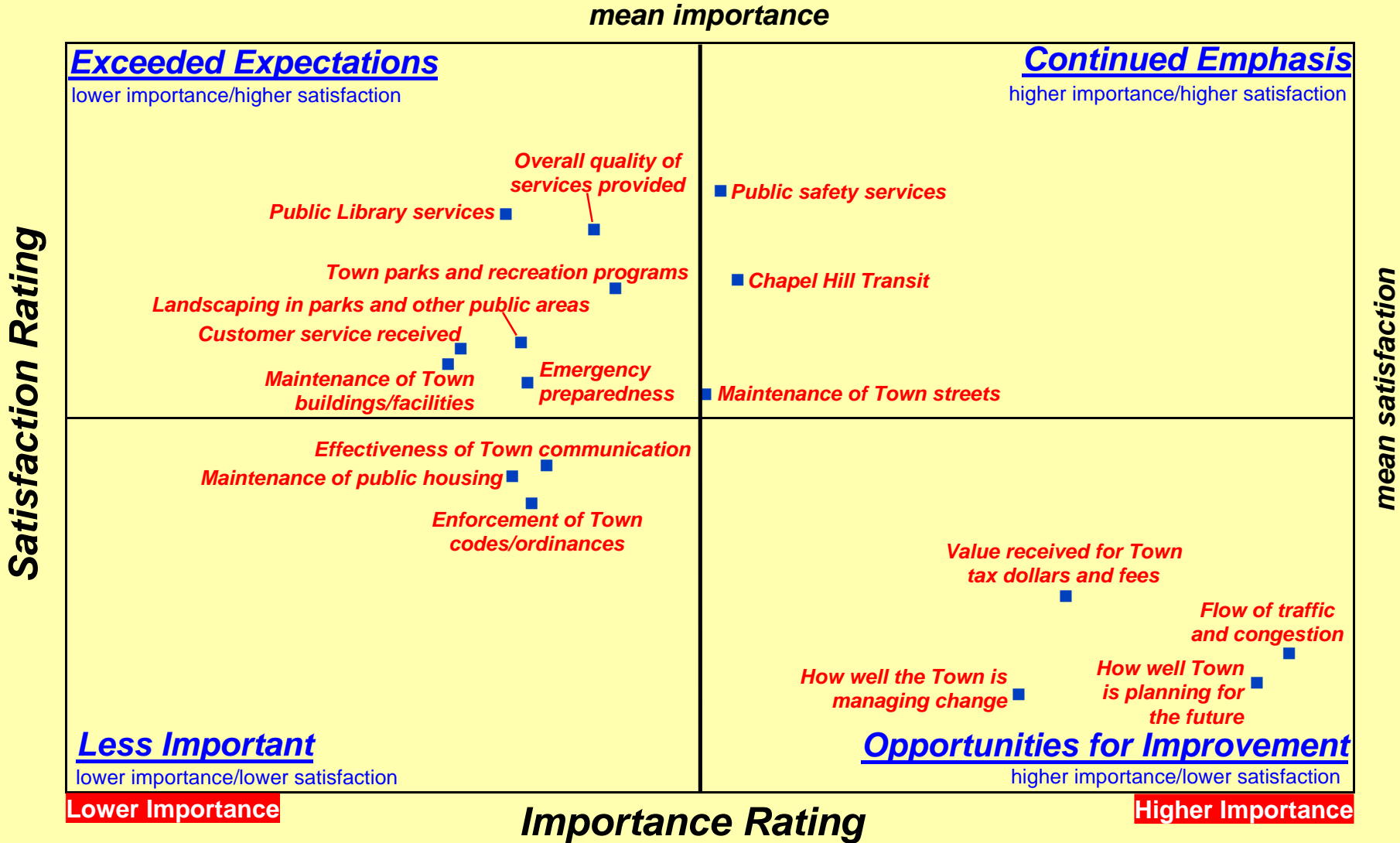
**Matrices showing the results for the Town of Chapel Hill are provided on the following pages.**



# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

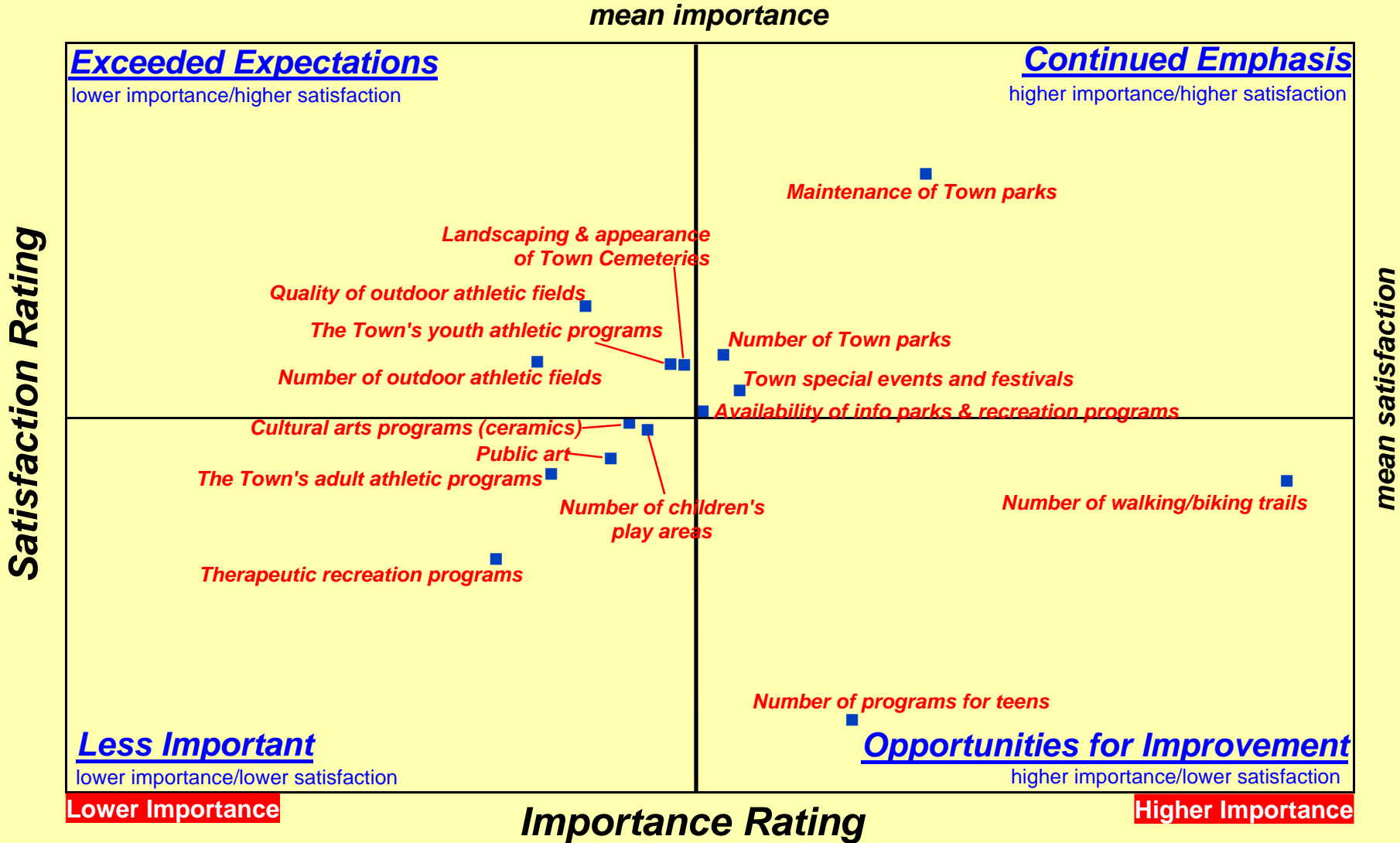


Source: ETC Institute (2013)  
ETC Institute

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Parks and Recreation-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



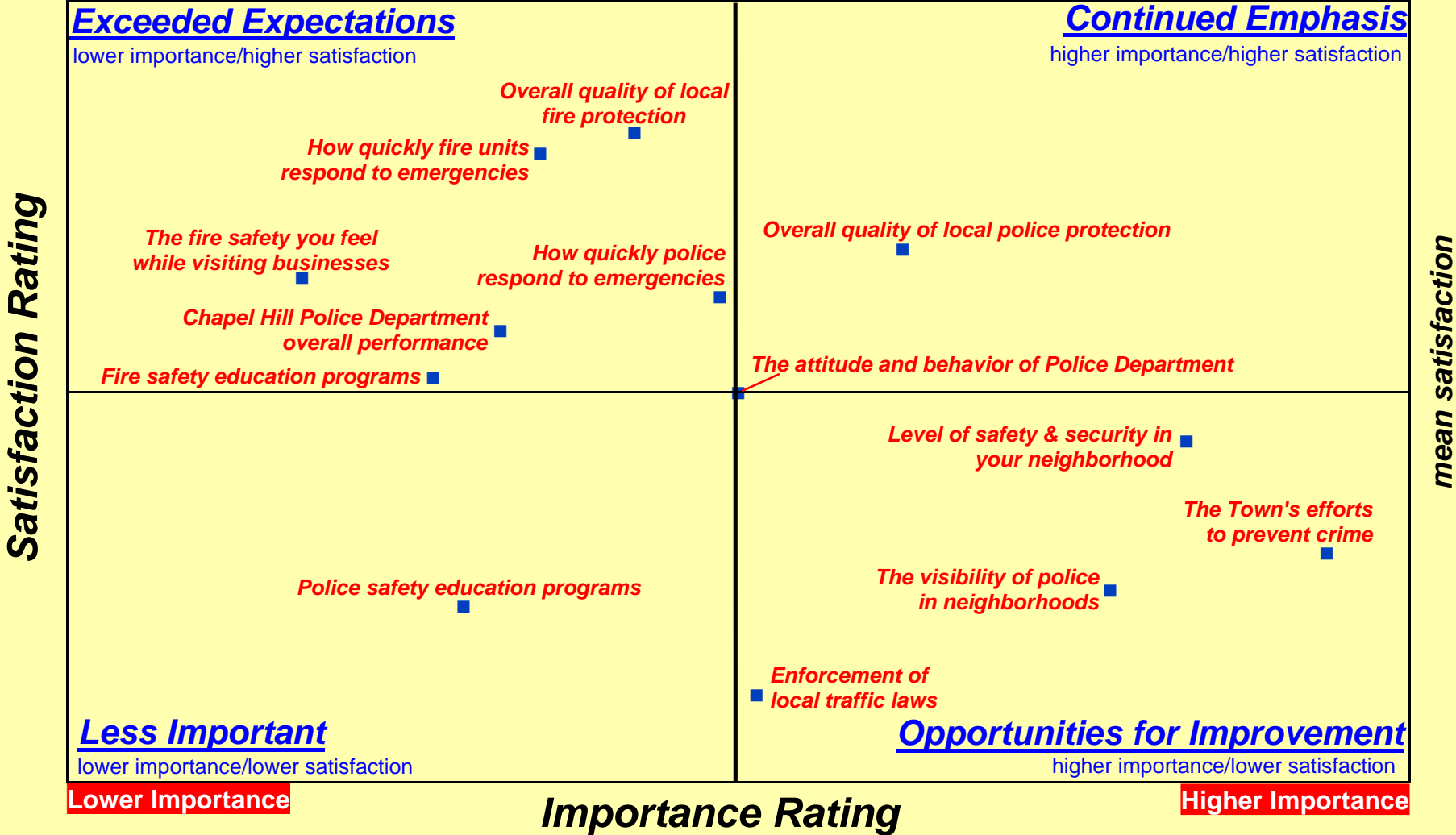
Source: ETC Institute (2013)

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

mean importance



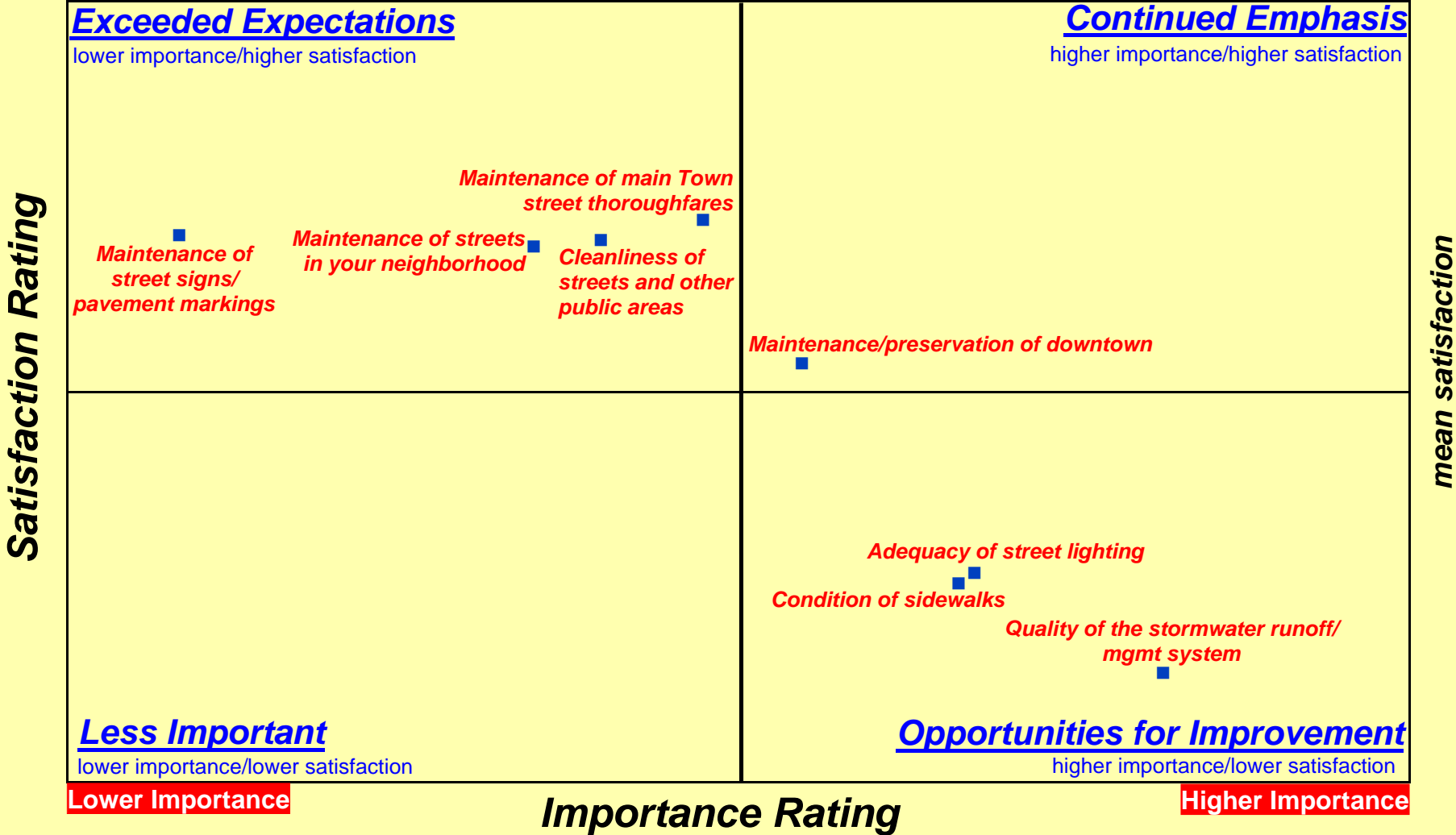
Source: ETC Institute (2013)

# 2013 Chapel Hill Community Survey Importance-Satisfaction Assessment Matrix

## -Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

mean importance



Source: ETC Institute (2013)