

Section 3:
Importance-Satisfaction
Analysis



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. Eleven percent (11%) 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 77% 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 23% ($1-0.77$). This calculation yielded an I-S rating of **0.0246**, which was ranked eighth out of sixteen 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

Chapel Hill

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
How well the Town is planning growth	49%	1	29%	15	0.3481	1
How well the Town is managing growth	43%	2	27%	16	0.3151	2
<u>High Priority (IS .10-.20)</u>						
Flow of traffic and congestion	36%	3	39%	14	0.2210	3
Value received for Town tax dollars and fees	34%	4	43%	13	0.1978	4
<u>Medium Priority (IS <.10)</u>						
Maintenance of Town streets	12%	6	64%	9	0.0432	5
Effectiveness of Town communication	6%	11	53%	12	0.0293	6
Enforcement of Town codes/ordinances	6%	12	53%	11	0.0273	7
Town parks and recreation programs	11%	7	77%	4	0.0246	8
Emergency preparedness	6%	10	65%	8	0.0217	9
Public safety services	16%	5	87%	1	0.0208	10
Quality of landscaping in parks	6%	9	70%	7	0.0187	11
Maintenance of public housing	4%	14	53%	10	0.0174	2
Public Library services	10%	8	83%	2	0.0166	13
Overall quality of services provided	5%	13	82%	3	0.0091	14
Quality of Customer Service received	3%	15	71%	6	0.0087	15
Maintenance of Town buildings	2%	16	74%	5	0.0039	16

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.

Importance-Satisfaction Rating

Chapel Hill

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The Town's effort to prevent crime	57%	1	63%	8	0.2141	1
<u>High Priority (IS .10-.20)</u>						
Visibility of police in neighborhood	44%	2	60%	9	0.1776	2
<u>Medium Priority (IS < .10)</u>						
Enforcement of local traffic laws	21%	5	63%	7	0.0769	3
Overall quality of police protection	37%	3	83%	4	0.0642	4
Police safety education programs	12%	7	66%	6	0.0411	5
How quickly police respond to emergencies	22%	4	84%	3	0.0340	6
Fire safety education programs	9%	8	73%	5	0.0230	7
Overall quality of fire protection	17%	6	87%	2	0.0214	8
Location of fire stations	2%	9	88%	1	0.0028	9

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Importance-Satisfaction Rating

Chapel Hill

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Number of walking/biking trails	42%	1	57%	11	0.1810	1
<u>Medium Priority (IS <.10)</u>						
Landscaping and appearance of public areas along Town streets	23%	3	68%	4	0.0746	2
Town special events and festivals	15%	5	60%	8	0.0614	3
Cultural arts programs (ceramics)	14%	7	59%	9	0.0571	4
Maintenance of Town parks	27%	2	80%	1	0.0534	5
The Town's youth athletic programs	16%	4	69%	3	0.0496	6
Public art	11%	8	57%	12	0.0456	7
Number of Town parks	15%	6	74%	2	0.0390	8
Availability of information about Town parks and recreation programs	10%	10	66%	6	0.0345	9
Quality of outdoor athletic fields	10%	9	66%	5	0.0347	10
Number of outdoor athletic fields	9%	11	62%	7	0.0324	11
The Town's adult athletic programs	7%	12	57%	10	0.0307	12
Therapeutic recreation programs	5%	13	48%	13	0.0250	13

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CITY MAINTENANCE/PUBLIC WORKS

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Adequacy of street lighting	37%	1	52%	6	0.1790	1
Maintenance/preservation of downtown	35%	2	52%	8	0.1712	2
Condition of sidewalks	30%	4	52%	7	0.1450	3
Quality of stormwater runoff	26%	5	57%	5	0.1128	4
<u>Medium Priority (IS < .10)</u>						
Maintenance of street thoroughfares	31%	3	75%	1	0.0770	5
Cleanliness of street/public areas	25%	6	72%	4	0.0686	6
Maintenance of streets in your neighborhood	21%	7	74%	2	0.0559	7
Maintenance of street signs/pavement markings	13%	8	73%	3	0.0334	8

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