

*Section 2:*

*Importance-  
Satisfaction Analysis*

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# Importance-Satisfaction Analysis

## Chapel Hill Transit

### Overview

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

The Importance-Satisfaction (I-S) rating is a unique tool that allows transit agencies to better understand both of these highly important decision making criteria for the services they are providing. The Importance-Satisfaction rating is based on the concept that transit agencies will maximize overall customer satisfaction by emphasizing improvements in those services 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 most important services for the agency to provide. This sum is then multiplied by 1 minus the percentage of users that indicated they were positively satisfied with the agency's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “don't knows”). “Don't know” responses are excluded from the calculation to ensure that the satisfaction ratings among services are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Riders were asked to identify the transit services they thought were most important for Chapel Hill Transit (CHT) to provide. Sixty-eight percent (68%) of all riders ranked the timeliness of buses as the most important service for CHT to provide.

With regard to satisfaction, the timeliness of buses was ranked 14<sup>th</sup> among all users with 75% rating the timeliness of buses as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for the timeliness of buses was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 68% was multiplied by 25% (1-0.75). This calculation yielded an I-S rating of 0.1694, which was ranked first out of twenty-one services assessed.

- The maximum rating is 1.00 and would be achieved when 100% of customers select an activity as one of the most important services for the agency to provide and 0% indicated 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 customers were positively satisfied with the delivery of the service
- if none (0%) of the riders selected the service as one of the most important areas for CHT to provide.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 importance-satisfaction results for all riders (riders on both express and local routes), for riders on express routes and riders on local routes are provided on subsequent pages.

# Importance-Satisfaction Rating

## 2012 Chapel Hill Transit Customer Survey

### Riders on Both Express and Local Routes

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Timeliness of buses	68%	1	75%	14	0.1694	1
Hours bus service is offered	29%	2	53%	19	0.1384	2
Availability of bus services on Saturdays	17%	6	29%	20	0.1181	3
Availability of bus services on Sundays	14%	7	27%	21	0.1029	4
<b>Medium Priority (IS &lt;.10)</b>						
How quickly buses get you to your destination	27%	3	72%	15	0.0748	5
How close bus stops are located to your home	17%	4	80%	9	0.0348	6
Number of destinations served by the bus	11%	9	76%	12	0.0268	7
Availability of bus shelters at bus stops	6%	15	58%	18	0.0256	8
How close bus stops are located to your workplace	14%	8	85%	3	0.0203	9
How safe you feel while traveling on the bus	17%	5	91%	1	0.0155	10
How safely bus drivers operate vehicles	10%	10	85%	5	0.0155	11
Availability of route & schedule information	7%	13	80%	10	0.0143	12
How safe you feel while waiting at bus stops	8%	11	84%	7	0.0136	13
How easy it is to transfer between buses	3%	18	59%	17	0.0135	14
How easy it is to understand route & schedule information	5%	17	75%	13	0.0115	15
Cleanliness/maintenance of buses	8%	12	87%	2	0.0111	16
How comfortable buses are to ride	6%	16	81%	8	0.0107	17
Courtesy/customer service of operators	6%	14	85%	4	0.0093	18
How easy it is to learn to use CHT	3%	19	78%	11	0.0072	19
Usefulness of information on buses	2%	20	69%	16	0.0046	20
How knowledgeable bus operators are about services	1%	21	85%	6	0.0020	21

**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. Riders were asked to identify the items they thought were most important.

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## 2012 Chapel Hill Transit Customer Survey

### Riders on Express Routes

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>						
Timeliness of buses	74%	1	79%	9	0.1573	1
Hours bus service is offered	26%	3	57%	19	0.1143	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
How quickly buses get you to your destination	32%	2	72%	13	0.0882	3
How close bus stops are located to your home	15%	5	65%	16	0.0540	4
Availability of bus services on Saturdays	7%	12	26%	20	0.0522	5
Availability of bus services on Sundays	6%	15	23%	21	0.0425	6
Cleanliness/maintenance of buses	12%	7	80%	8	0.0240	7
How comfortable buses are to ride	8%	11	70%	14	0.0238	8
Availability of bus shelters at bus stops	6%	14	60%	17	0.0234	9
The number of destinations served by the bus	9%	9	75%	11	0.0234	10
How safely bus drivers operate vehicles	13%	6	82%	4	0.0231	11
How close bus stops are located to your workplace	12%	8	85%	2	0.0177	12
How easy it is to transfer between buses	4%	19	59%	18	0.0159	13
How safe you feel while traveling on the bus	16%	4	91%	1	0.0143	14
Courtesy/customer service of operators	9%	10	84%	3	0.0143	15
How safe you feel while waiting at bus stops	7%	13	82%	5	0.0123	16
How easy it is to understand route & schedule information	4%	16	75%	12	0.0107	17
How easy it is to learn to use the CHT bus system	4%	18	77%	10	0.0089	18
Availability of route & schedule information	4%	17	81%	6	0.0073	19
Usefulness of information on buses	2%	21	68%	15	0.0049	20
How knowledgeable bus operators are about services	2%	20	81%	7	0.0028	21

**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. Riders were asked to identify the items they thought were most important.

**Satisfaction %:**

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

# Importance-Satisfaction Rating

## 2012 Chapel Hill Transit Customer Survey

### Riders on Local Routes

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>High Priority (IS .10-.20)</u></b>						
Timeliness of buses	66%	1	74%	14	0.1711	1
Hours bus service is offered	30%	2	52%	19	0.1426	2
Availability of bus services on Saturdays	19%	4	30%	20	0.1297	3
Availability of bus services on Sundays	16%	7	27%	21	0.1137	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly buses get you to your destination	26%	3	72%	15	0.0723	5
How close bus stops are located to your home	18%	5	83%	8	0.0313	6
The number of destinations served by the bus	12%	9	76%	12	0.0276	7
Availability of bus shelters at bus stops	6%	14	58%	18	0.0258	8
How close bus stops are located to your workplace	14%	8	85%	6	0.0209	9
Availability of route & schedule information	8%	13	80%	10	0.0157	10
How safe you feel while traveling on the bus	18%	6	91%	1	0.0155	11
How safely bus drivers operate vehicles	10%	10	86%	5	0.0142	12
How safe you feel while waiting at bus stops	9%	11	84%	7	0.0138	13
How easy it is to transfer between buses	3%	19	59%	17	0.0131	14
How easy it is to understand route & schedule information	5%	17	75%	13	0.0115	15
Cleanliness/maintenance of buses	8%	12	88%	2	0.0093	16
How comfortable buses are to ride	5%	16	83%	9	0.0089	17
Courtesy/customer service of operators	6%	15	86%	3	0.0084	18
How easy it is to learn to us the CHT bus system	3%	18	78%	11	0.0070	19
Usefulness of information on buses	2%	20	70%	16	0.0045	20
How knowledgeable bus operators are about services	1%	21	86%	4	0.0019	21

**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. Riders were asked to identify the items they thought were most important.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Riders 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.