

*Section 2:*

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*Importance-  
Satisfaction Analysis*

# 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.  $[IS=Importance \times (1-Satisfaction)]$ .

**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 14th 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

## 2018 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	64%	1	71%	15	0.1843	1
Hours bus service is offered	25%	3	55%	19	0.1131	2
<b>Medium Priority (IS &lt;.10)</b>						
How quickly buses get you to your destination	31%	2	72%	14	0.0847	3
Availability of bus services on Sundays	11%	7	28%	21	0.0778	4
Availability of bus services on Saturdays	11%	8	31%	20	0.0748	5
How close bus stops are located to your home	16%	4	76%	13	0.0385	6
Number of destinations served by the bus	10%	9	78%	10	0.0222	7
Availability of bus shelters at bus stops	6%	15	61%	17	0.0218	8
Availability of route & schedule information	10%	11	78%	11	0.0212	9
How easy it is to understand route & schedule information	10%	12	78%	12	0.0212	10
How close bus stops are located to your workplace	13%	5	88%	4	0.0160	11
How safe you feel while waiting at bus stops	9%	14	83%	8	0.0156	12
How safe you feel while traveling on the bus	13%	6	90%	2	0.0127	13
How safely bus drivers operate vehicles	9%	13	87%	5	0.0121	14
How easy it is to transfer between buses	3%	19	60%	18	0.0101	15
Cleanliness/maintenance of buses	10%	10	91%	1	0.0087	16
How comfortable buses are to ride	4%	17	84%	7	0.0069	17
How easy it is to learn to use CHT	3%	18	79%	9	0.0067	18
Courtesy/customer service of operators	5%	16	88%	3	0.0054	19
Usefulness of information on buses	1%	21	67%	16	0.0037	20
How knowledgeable bus operators are about services	2%	20	84%	6	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 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

## 2018 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>High Priority (IS .10-.20)</b>						
Timeliness of buses	64%	1	70%	15	0.1889	1
Hours bus service is offered	24%	3	57%	19	0.1022	2
<b>Medium Priority (IS &lt;.10)</b>						
Availability of bus services on Sundays	12%	6	28%	21	0.0882	3
How quickly buses get you to your destination	30%	2	72%	14	0.0855	4
Availability of bus services on Saturdays	12%	7	31%	20	0.0830	5
How close bus stops are located to your home	16%	4	81%	9	0.0301	6
The number of destinations served by the bus	10%	9	79%	10	0.0216	7
Availability of bus shelters at bus stops	5%	14	60%	17	0.0213	8
Availability of route & schedule information	10%	11	78%	13	0.0210	9
How safe you feel while waiting at bus stops	9%	12	81%	8	0.0174	10
How safe you feel while traveling on the bus	13%	5	89%	2	0.0148	11
How close bus stops are located to your workplace	12%	8	88%	4	0.0144	12
How safely bus drivers operate vehicles	9%	13	87%	5	0.0123	13
How easy it is to transfer between buses	3%	19	60%	18	0.0113	14
How easy it is to understand route & schedule information	5%	15	78%	12	0.0112	15
Cleanliness/maintenance of buses	10%	10	91%	1	0.0087	16
How easy it is to learn to us the CHT bus system	3%	18	78%	11	0.0072	17
How comfortable buses are to ride	5%	16	84%	6	0.0070	18
Courtesy/customer service of operators	5%	17	88%	3	0.0054	19
Usefulness of information on buses	1%	21	68%	16	0.0035	20
How knowledgeable bus operators are about services	2%	20	84%	7	0.0031	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.

# Importance-Satisfaction Rating

## 2018 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	66%	1	71%	15	0.1886	1
Hours bus service is offered	35%	2	55%	19	0.1542	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
How quickly buses get you to your destination	34%	3	72%	14	0.0927	3
How close bus stops are located to your home	18%	5	76%	13	0.0427	4
Availability of bus services on Saturdays	4%	15	31%	20	0.0291	5
Availability of bus shelters at bus stops	7%	11	61%	17	0.0277	6
Availability of bus services on Sundays	3%	17	28%	21	0.0245	7
How close bus stops are located to your workplace	20%	4	88%	4	0.0242	8
The number of destinations served by the bus	11%	6	78%	10	0.0229	9
Availability of route & schedule information	10%	8	78%	11	0.0216	10
How easy it is to understand route & schedule information	6%	13	78%	12	0.0132	11
How safe you feel while waiting at bus stops	7%	12	83%	8	0.0117	12
How safely bus drivers operate vehicles	8%	10	87%	5	0.0112	13
How safe you feel while traveling on the bus	9%	9	90%	2	0.0089	14
Cleanliness/maintenance of buses	10%	7	91%	1	0.0085	15
How comfortable buses are to ride	4%	16	84%	7	0.0060	16
Courtesy/customer service of operators	5%	14	88%	3	0.0055	17
Usefulness of information on buses	1%	19	67%	16	0.0043	18
How easy it is to learn to us the CHT bus system	2%	18	79%	9	0.0037	19
How easy it is to transfer between buses	1%	20	60%	18	0.0032	20
How knowledgeable bus operators are about services	1%	21	84%	6	0.0012	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.