

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

City of Greenville, 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 City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City'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 City services they thought were the most important to provide. Approximately forty-one percent (40.7%) ranked "overall management of traffic flow on City streets" as one of the most important City services to provide.

With regard to satisfaction, "overall management of traffic flow on City streets" was ranked tenth overall, with 26% rating it as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for "overall management of traffic flow on City streets" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the

satisfaction percentages. In this example, 40.7% was multiplied by 74% (1-0.26). This calculation yielded an I-S rating of **0.3012**, which was ranked first out of ten 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 City 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 City of Greenville are provided on the following pages.

Importance-Satisfaction Rating

City of Greenville, NC

Major Categories of City Services

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>						
Overall management of traffic flow on City streets	41%	3	26%	10	0.3012	1
Overall maintenance of City streets and sidewalks	40%	4	38%	9	0.2449	2
Overall quality of Police services	64%	1	68%	5	0.2058	3
<u>Medium Priority (IS <.10)</u>						
Management by City of stormwater runoff/drainage	15%	7	44%	8	0.0840	4
Overall quality of Fire/EMS services	43%	2	82%	1	0.0765	5
Effectiveness of communication with the public	14%	8	59%	6	0.0582	6
Quality of City rec & parks programs & facilities	18%	6	70%	4	0.0525	7
Overall efforts to enforce codes and ordinances	10%	9	52%	7	0.0499	8
Quality of trash, recycling, yard waste collection	21%	5	78%	2	0.0458	9
Quality of customer service provided by the City	10%	10	72%	3	0.0277	10

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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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>						
City efforts to prevent crime	52%	1	56%	7	0.2306	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	35%	2	58%	6	0.1453	2
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	16%	5	49%	8	0.0821	3
Frequency that police patrol your neighborhood	13%	6	38%	10	0.0794	4
Police officers' attitudes & behavior	17%	4	63%	4	0.0629	5
Community policing	10%	8	42%	9	0.0563	6
Effectiveness of Police personnel	11%	7	60%	5	0.0440	7
Provision of EMS services	19%	3	79%	1	0.0403	8
City efforts to prevent fires	4%	9	67%	2	0.0132	9
Enforcement of fire codes	3%	10	65%	3	0.0088	10

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Recreation and Parks

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>						
Walking / biking trails in the City	33%	2	61%	2	0.1283	1
Maintenance and appearance of existing City parks	44%	1	76%	1	0.1061	2
<u>Medium Priority (IS <.10)</u>						
Variety of recreation programs and classes offered	20%	3	55%	3	0.0909	3
Number of City parks	20%	4	54%	4	0.0906	4
Quality of City recreation programs and classes	18%	5	54%	5	0.0810	5
City recreation centers	13%	6	52%	7	0.0629	6
Quality of outdoor athletic facilities	13%	7	53%	6	0.0616	7
City swimming pools	8%	8	39%	8	0.0488	8
City golf course	3%	9	31%	9	0.0214	9

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Street Maintenance

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>						
Maintenance of major City streets	54%	1	39%	8	0.3288	1
How quickly street repairs are made	29%	3	23%	10	0.2218	2
Timing of traffic signals in the City	31%	2	30%	9	0.2156	3
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	15%	4	49%	6	0.0780	4
Maintenance of streets in your neighborhood	14%	5	54%	4	0.0639	5
Cleanliness of City streets and other public areas	11%	6	54%	5	0.0506	6
Cleanliness of stormwater drains	9%	7	42%	7	0.0499	7
Condition of street signs and traffic signals	6%	8	59%	1	0.0234	8
Maintenance of City sidewalks in your neighborhood	5%	9	55%	3	0.0207	9
Mow & trim trees along City streets & public areas	4%	10	58%	2	0.0176	10

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Code Enforcement

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>						
Enforce junk/debris cleanup on private property	51%	1	42%	4	0.2970	1
<u>High Priority (IS .10-.20)</u>						
Efforts to remove abandoned/inoperative vehicles	26%	3	41%	5	0.1510	2
Enforce mowing and cutting of weeds and grass on private property	26%	2	43%	3	0.1499	3
Enforce exterior maintenance of commercial/business property	24%	4	44%	2	0.1333	4
Enforce exterior maintenance residential property	20%	5	40%	6	0.1212	5
<u>Medium Priority (IS < .10)</u>						
Enforcement of sign regulations	16%	6	46%	1	0.0837	6

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