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Importance- Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

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 emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that were most important to emphasize over the next two years. Nearly three-fourths (72.8%) of the respondent households selected "*maintenance of City streets*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 45% of respondents surveyed rated "*maintenance of City streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 72.8% was multiplied by 55% (1-0.45). This calculation yielded an I-S rating of 0.4004, which ranked second out of eight major categories of City services analyzed.

Importance-Satisfaction Analysis



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 of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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.

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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Wentzville are provided on the following pages.

Importance-Satisfaction Rating

City of Wentzville, Missouri

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>						
Flow of traffic and congestion management	82%	1	22%	8	0.6388	1
Maintenance of City streets	73%	2	45%	7	0.4004	2
<u>High Priority (IS .10 - .20)</u>						
Enforcement of City codes and ordinances	32%	3	58%	6	0.1352	3
<u>Medium Priority (IS <.10)</u>						
Quality of storm water run off & management system	21%	4	70%	5	0.0636	4
Quality of parks & recreation services	21%	5	85%	2	0.0317	5
Quality of police services	21%	6	89%	1	0.0229	6
Maintenance of City buildings and facilities	7%	7	82%	3	0.0119	7
Quality of customer service from City employees	6%	8	80%	4	0.0112	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.

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Importance-Satisfaction Rating

City of Wentzville, Missouri

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Visibility of police in retail areas	50%	3	64%	7	0.1814	1
Visibility of police in neighborhoods	58%	2	69%	5	0.1795	2
City's efforts to prevent crime	59%	1	73%	4	0.1596	3
Enforcement of local traffic laws	32%	4	66%	6	0.1074	4
Medium Priority (IS <.10)						
How quickly police respond to emergencies	17%	5	80%	3	0.0336	5
The City's municipal court	6%	8	47%	8	0.0313	6
Attitude & behavior of Police Dept toward citizens	15%	6	83%	2	0.0257	7
Overall competency of Police Dept	14%	7	84%	1	0.0216	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.

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Importance-Satisfaction Rating

City of Wentzville, Missouri

Sewer, Water, and Storm Water Management

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Amount charged for water/sewer utilities	54%	1	43%	8	0.3067	1
High Priority (IS .10 - .20)						
Drainage of rainwater off properties next to your residence	33%	3	59%	7	0.1353	2
Clarity and taste of the tap water in your home	42%	2	72%	3	0.1173	3
Medium Priority (IS <.10)						
Drainage of rainwater off City streets	33%	4	70%	6	0.0981	4
Water pressure in your home	30%	5	70%	5	0.0906	5
Adequacy of the water system	26%	6	72%	4	0.0736	6
Adequacy of the sanitary sewer collection system	22%	7	73%	2	0.0581	7
How easy your water/sewer bill is to understand	7%	8	75%	1	0.0175	8

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Satisfaction %:

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City of Wentzville, Missouri

Maintenance/Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of streets in your neighborhood	67%	1	39%	11	0.4081	1
Maintenance of major City streets	65%	2	48%	10	0.3401	2
High Priority (IS .10 - .20)						
Adequacy of City street lighting	39%	3	61%	9	0.1517	3
Medium Priority (IS <.10)						
Overall cleanliness of streets/other public areas	34%	4	71%	5	0.0974	4
Condition of City sidewalks	25%	6	62%	8	0.0946	5
Landscaping of public areas along streets	21%	7	63%	7	0.0788	6
Snow removal on neighborhood streets	26%	5	75%	4	0.0640	7
Maintenance of street signs and traffic signals	17%	9	76%	3	0.0401	8
Quality of street sweeping services	8%	10	65%	6	0.0270	9
Snow removal on major City streets	17%	8	85%	1	0.0254	10
Maintenance of City buildings	5%	11	81%	2	0.0087	11

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

Most Important %:

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Satisfaction %:

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Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Fees charged for recreation programs	30%	4	35%	16	0.1937	1
Walking and biking trails in the City	36%	2	58%	7	0.1516	2
City's senior programs	25%	5	40%	13	0.1512	3
Medium Priority (IS <.10)						
Special events	17%	9	49%	10	0.0842	4
Safety at the City's Parks and Rec facilities	31%	3	73%	3	0.0840	5
The City's recreation programs and classes	15%	11	51%	9	0.0745	6
Outdoor recreation facilities	18%	7	63%	5	0.0677	7
City swimming pools	16%	10	58%	6	0.0672	8
The City's adult sports programs	9%	12	35%	15	0.0579	9
Maintenance of City parks	41%	1	86%	1	0.0567	10
Indoor recreation facilities	18%	8	69%	4	0.0555	11
Number of City parks	19%	6	75%	2	0.0475	12
The City's youth sports programs	9%	13	48%	11	0.0447	13
Recreation classes offered for kids	7%	14	45%	12	0.0380	14
Ease of registering for programs	5%	15	54%	8	0.0244	15
Ease of reserving a field/facility	2%	16	39%	14	0.0110	16

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Most Important %:

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