

## Appendix A:

# Importance-Satisfaction Analysis

**A Report Card  
From Missourians**

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## IMPORTANCE-SATISFACTION ANALYSIS

### OVERVIEW

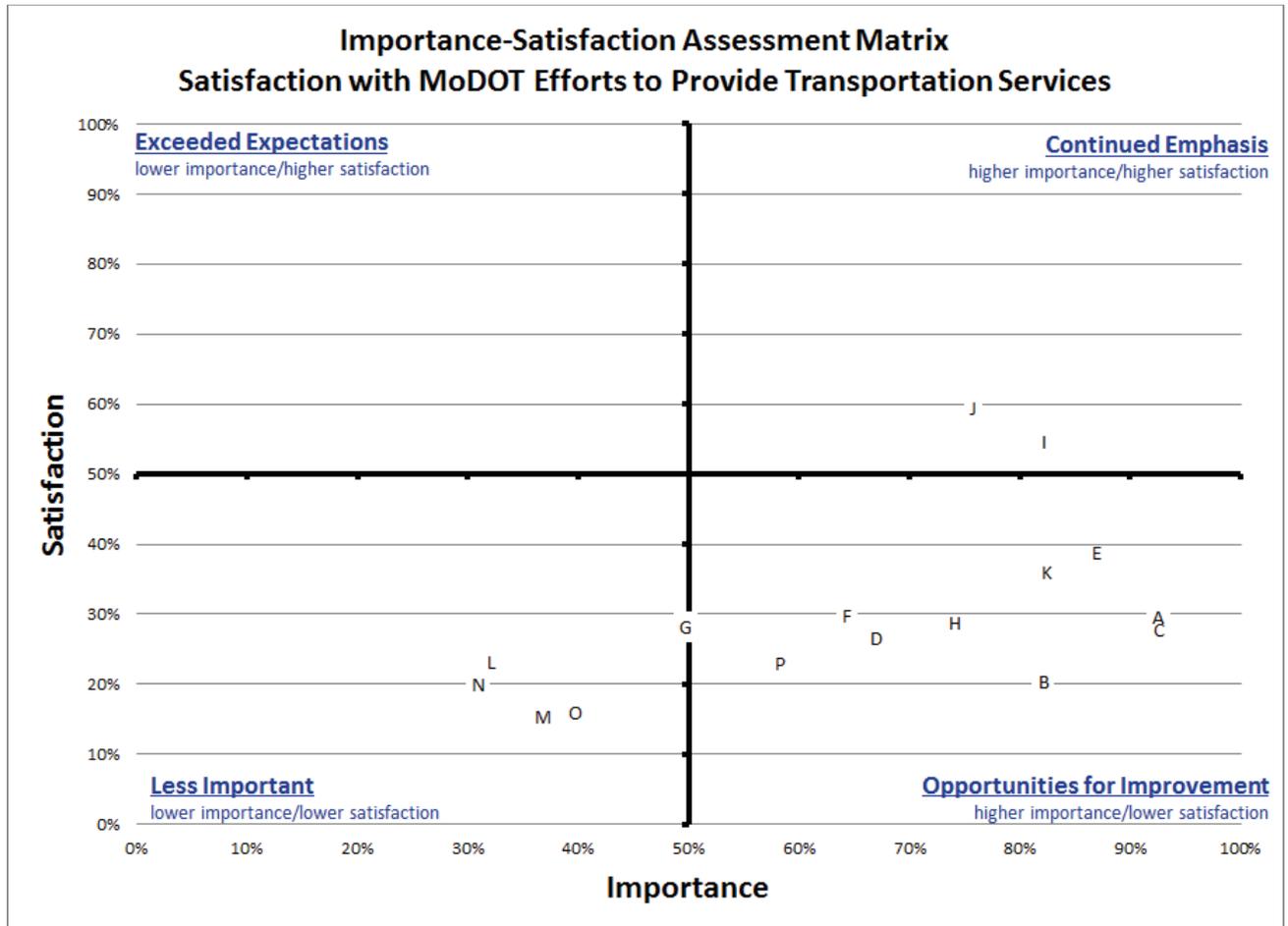
In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service. An importance-satisfaction analysis provides feedback on services that indicate both the importance of the service in the eyes of the citizens as well as how satisfied (or dissatisfied) the citizens are with the current service. By reviewing the relative importance-satisfaction ratings of the various services currently offered by MoDOT, decision-makers can understand where Missourians as a whole would prefer their limited resources be focused.

### IMPORTANCE-SATISFACTION MATRIX

The Importance-Satisfaction is simply a plot of the services offered by MoDOT with the percentage of Missourians who believed a service was very important on one axis and the percentage of Missourians who were very satisfied with the service on the other axis.

The Importance-Satisfaction Matrix should be interpreted as follows:

- **Exceeded Expectations** – this quadrant shows areas where citizens have indicated that services are less important to them than other services and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant do not significantly impact citizens’ overall satisfaction.
- **Continued Emphasis** – this quadrant shows areas where citizens believe that the service provided by MoDOT should be a priority and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant have a significant impact on citizens’ overall satisfaction.
- **Opportunities for Improvement** – this quadrant shows areas where citizens believe that the service provided by the MoDOT should be a priority and where citizens are not satisfied with MoDOT’s current performance. Items in this quadrant have a significant impact on citizens’ overall satisfaction.
- **Less Important** – this quadrant shows areas where citizens have indicated that the services are less important to them than other services and where citizens also are less satisfied with MoDOT’s current performance. Items in this quadrant do not significantly impact citizens’ overall satisfaction.



Legend	MoDOT Service
A	Keep the surface of <b>major highways</b> in good condition
B	Keep the surface of <b>other state highways</b> in good condition
C	Keep bridges in good condition
D	Minimize congestion on highways
E	Manage snow and ice on highways
F	Keep the shoulders on highways in good condition
G	Mow and trim trees, grass, and weeds along highways
H	Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways
I	Provide signs along highways that are easy to understand
J	Provide bright signs
K	Provide bright striping on highways
L	Support your options for traveling by air
M	Support your options for traveling by public transit such as buses, vans, or Metro Link
N	Support your options for traveling by Amtrak
O	Provide bike lanes or paved shoulders for traveling by bicycle
P	Provide sidewalks or intersection crossings for traveling by walking

In 2013, Missourians indicated there were two transportation services should be classified as continued emphasis. Both measures had to do with signage. According to the Importance-Satisfaction Matrix, MoDOT should continue their existing efforts here as Missourians are both very satisfied with these services and believe they are very important.

There were a number of services that fell into the opportunity for improvement quadrant such as keeping the surfaces of all highways in good condition. These are services that most Missourians believe are very important yet less than half of state residents are very satisfied. Improving these services will have the greatest impact on increasing overall Missourian satisfaction with MoDOT’s efforts to provide transportation services.

A few transportation services fell into the less important quadrant such as supporting options for traveling by Amtrak. This does not mean that these services are unimportant to those who utilize them, but that – as a whole – Missouri residents value them less than other services. Improving services in this quadrant will not markedly improve the satisfaction of most state residents.

#### IMPORTANCE-SATISFACTION RATING

The importance-satisfaction (IS) rating is simply the product of the very important percentage and one minus the very satisfied percentage.

$$IS\ rating = very\ important\ \% \times (1 - very\ satisfied\ \%)$$

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the very important percentage for this service (82.12%) and the very satisfied percentage with this service (20.40%). One would then plug these numbers into the equation:

$$IS\ rating = most\ important\ \% \times (1 - satisfaction\ \%)$$

$$IS\ rating = 82.12\% \times (1 - 20.40\ \%)$$

$$IS\ rating = 82.12\% \times 79.60\%$$

$$IS\ rating = .6537$$



**Importance-Satisfaction Rating**

Satisfaction With MoDOT Efforts to Provide Transportation Services

**MoDOT Service**

**Highest Priority (IS > .6)**

	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Keep bridges in good condition	92.5%	1	27.8%	9	0.6685	1
Keep the surface of <b>major highways</b> in good condition	92.5%	2	28.8%	7	0.6591	2
Keep the surface of <b>other state highways</b> in good condition	82.1%	4	20.4%	13	0.6537	3

**Higher Priority (IS .5 to .59)**

Manage snow and ice on highways	87.0%	3	38.8%	3	0.5323	4
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	74.2%	8	28.9%	6	0.5275	5
Provide bright striping on highways	82.0%	6	35.8%	4	0.5267	6



**Importance-Satisfaction Rating**  
Satisfaction With MoDOT Efforts to Provide Transportation Services

**MoDOT Service**

**Medium Priority (IS .35 to .49)**

	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Minimize congestion on highways	67.0%	9	26.7%	10	0.4914	7
Keep the shoulders on highways in good condition	64.4%	10	29.9%	5	0.4514	8
Provide sidewalks or intersection crossings for traveling by walking	58.2%	11	23.0%	12	0.4484	9
Provide signs along highway that are easy to understand	82.1%	5	54.6%	2	0.3731	10
Mow and trim trees, grass, and weeds along highways	49.8%	12	28.1%	8	0.3577	11

**Lower Priority (IS <.35)**

Provide bike lanes or paved shoulders for traveling by bicycle	39.7%	13	16.0%	15	0.3336	12
Support your options for traveling by public transit such as busses, vans, or Metro Link	37.1%	14	15.9%	16	0.3123	13
Provide bright signs	75.8%	7	59.5%	1	0.3071	14
Support your options for traveling by Amtrak	30.9%	16	20.1%	14	0.2471	15
Support your options for traveling by air	32.2%	15	23.3%	11	0.2467	16

It is important to understand that the Importance-Satisfaction Assessment Matrix and the Importance-Satisfaction Ratings measure two different concepts. The IS Matrix provides a snapshot of current Missourian beliefs about the relative importance of services offered by MoDOT and their relative satisfaction with each. The IS ratings provides management with guidance on where improving a service will provide the greatest overall increase in Missourian satisfaction.

One characteristic of IS ratings is that items where MoDOT is currently excelling (such as services related to signage) rank relatively low. Even though most Missourians believe these services are very important, improvements in these services will only have a relatively minor impact on overall satisfaction since most residents are already very satisfied with MoDOT's performance on these services.

**Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:**

1. **Keeping bridges in good condition.**
2. **Keeping the surface of *major* highways in good condition.**
3. **Keeping the surface of *other* highways in good condition.**

These options are listed in order of potential impact. As shown on the preceding tables, all sixteen services have a Importance-Satisfaction Rating Rank (rightmost column) and improvements to the service with rank 1 will have a greater impact than improvements to the service with rank 2 (and a much greater impact than improvements to the service with rank 16).