

Appendix A:

Importance-Satisfaction Analysis

**A Report Card
From Missourians**

Prepared By:



HEARTLAND
MARKET RESEARCH LLC
Helping You Better
Understand Your StakeholdersSM

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.

METHODOLOGY

The most important percentage is calculated by simply summing the first, second, third, and fourth most important responses for each service provided by MoDOT. The satisfaction percentage is the sum of those who were very satisfied or satisfied with the service offered by MoDOT out of those who expressed an opinion. The importance-satisfaction (IS) rating is simply the product of the most important percentage and one minus the satisfaction percentage.

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

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 most importance percentage for this service (51.78%) and the current satisfaction with this service (52.82%). One would then plug these numbers into the equation:

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

$$IS \text{ rating} = 51.78\% \times (1 - 52.82 \%)$$

$$IS \text{ rating} = 51.78\% \times 47.18\%$$

$$IS \text{ rating} = .2443$$

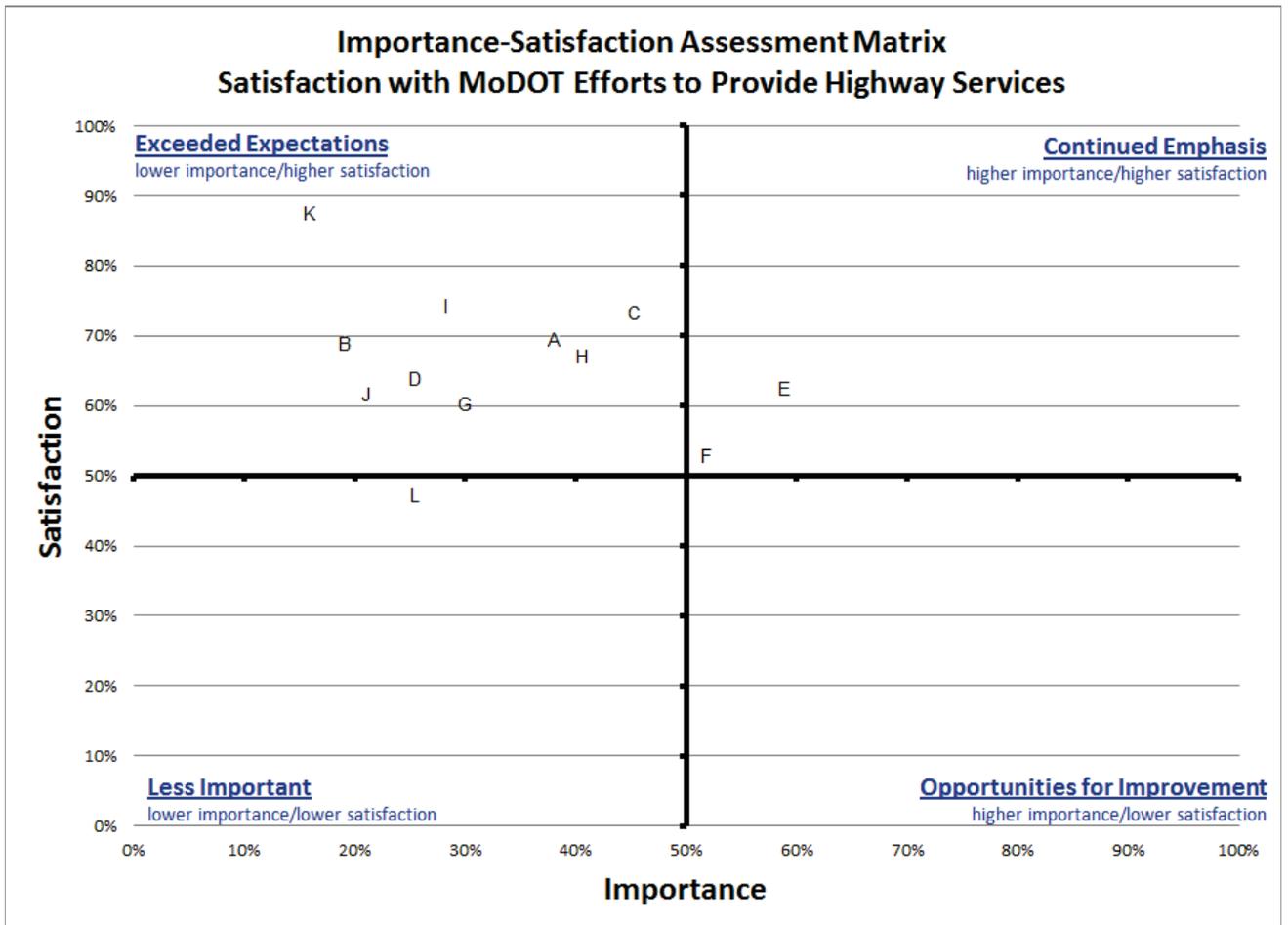


Importance-Satisfaction Rating
Satisfaction With MoDOT Efforts to Provide Highway Services

MoDOT Service

	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .2)						
Keep the surface of other highways in good condition	51.8%	2	52.8%	11	0.2443	1
Keep the surface of major highways in good condition	58.9%	1	62.5%	8	0.2204	2
High Priority (IS .1 to .2)						
Support the development of alternative forms of transportation	25.5%	9	47.3%	12	0.1344	3
Keep bridges in good condition	40.6%	4	67.2%	6	0.1331	4
Manage snow and ice	45.3%	3	73.3%	3	0.1210	5
Keep shoulders on highways in good condition	30.0%	6	60.4%	10	0.1189	6
Remove debris from highways	38.1%	5	69.6%	4	0.1160	7
Medium Priority (IS <.1)						
Mow and trim trees, grass and weeds	25.5%	8	64.0%	7	0.0918	8
Minimize congestion on highways	21.0%	10	61.7%	9	0.0805	9
Provide visible roadside and centerline striping	28.3%	7	74.3%	2	0.0729	10
Pick up litter and trash	19.1%	11	69.0%	5	0.0593	11
Provide signage along highways that is easy to understand	16.0%	12	87.6%	1	0.0198	12

IMPORTANCE SATISFACTION MATRIX



Legend	MoDOT Service
A	Remove debris from highways
B	Pick up litter and trash
C	Manage snow and ice
D	Mow and trim trees, grass and weeds
E	Keep the surface of major highways in good condition
F	Keep the surface of other highways in good condition
G	Keep shoulders on highways in good condition
H	Keep bridges in good condition
I	Provide visible roadside and centerline striping
J	Minimize congestion on highways
K	Provide signage along highways that is easy to understand
L	Support the development of alternative forms of transportation

INTERPRETING THE RATINGS

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 residents’ 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 residents’ 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 residents’ 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 residents’ overall satisfaction.

When reviewing an importance-satisfaction analysis, it is important to note that some items do not strike people as important until they are dissatisfied. For example, last year people were not satisfied with MoDOT’s efforts to keep bridges in good condition and it was classified under Opportunities for Improvement given the high importance residents placed on this service. This year the majority of people are quite satisfied with MoDOT’s bridge maintenance, but since the majority no longer perceive this to be a problem, the overall importance of this item has dropped significantly.

In 2011, Missourians indicated there were three services needing improvement: Keeping the surface of major highways in good condition, keeping the surface of other highways in good condition, and keeping bridges in good condition. All three items showed significant improvement from 2011 to 2012 and there are currently no service issues where the majority of Missourians believe the service is important, but are dissatisfied with MoDOT’s performance. **Based upon the importance-satisfaction analysis, the two most important items for MoDOT are:**

1. **to continue to focus on keeping the surface of *major* highways in good condition.**
2. **to continue to focus on keeping the surface of *other* highways in good condition.**