

Importance-Satisfaction Analysis

Rappahannock Region Community Survey

Overview

Today, community leaders have limited resources to address a wide range of community needs. Two criteria that can be used to help set community priorities are (1) the relative importance that community leaders place on an issue, and (2) the level of satisfaction among community leaders with the community's performance in the area.

The Importance-Satisfaction (IS) rating is a tool that allows community leaders to integrate both of these criteria when evaluating the priority that should be placed on community issues. The Importance-Satisfaction rating is based on the concept that communities will maximize their investment by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the issue is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important issues for the community to emphasize. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the community's performance in the 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 service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the Crime and Violence issues they thought should receive the most emphasis over the next three years. Thirty-eight percent (38%) ranked *drugs* as the most important issues to emphasize over the next three years.

With regard to satisfaction with efforts to address Crime and Violence issues, *drugs* was ranked eleventh among eleven issues that were assessed. Only 29% of the leaders surveyed were satisfied (gave a rating of A4" or an A5" on a 5-point scale excluding "Don't know" responses) with local efforts to address *drugs*. The I-S rating for *drugs* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 38% was multiplied by 71% (1-0.29). This calculation yielded an I-S rating of 0.2698, which was ranked first out of eleven Crime and Violence issues that were assessed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an issue as one of their top choices to emphasize and 0% indicate that they are positively satisfied with local efforts to address the issue.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were satisfied with local efforts to address the issue
- if none (0%) of the respondents selected the issue as one of the most important areas for the community to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that community leaders generally think should receive significantly more emphasis over the next three 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 Rappahannock Survey are provided on the following pages.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction matrix is based on the concept that communities will maximize overall satisfaction in the community by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major issues that were assessed on the survey against satisfaction with the community's performance in the area. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- X *Continued Emphasis (above average importance and above average satisfaction).* This area identifies issues that community leaders think the region is doing a good job of managing. Items in this area also have a significant impact on overall satisfaction because these issues are generally more important to community leaders. Even though satisfaction levels are high for items in this quadrant, community leaders are likely to think that continued (or increased) emphasis on items in this area is needed.
- X *Exceeding Expectations (below average importance and above average satisfaction).* Community leaders generally think the community is doing well in these areas and they do not consider these issues to be as important. As a result, it may be difficult to build support for action among community for issues in this quadrant at this time. If the region is not doing as well as community leaders think, more education is needed to let leaders understand the reason action is needed.
- X *Opportunities for Improvement (above average importance and below average satisfaction).* Since issues in this quadrant are generally more important to community leaders, consensus about taking action on issues in this area will be easiest to build because leaders do not think the region is performing well in these areas. Items in this quadrant should be given the highest priority for action if the needs are validated by the community survey and other secondary data sources. If the need for improvement is not supported by the survey or other data, community leaders will need to be educated about the lack of a need in order to encourage them to invest resources in other areas.
- X *Less Important (below average importance and below average satisfaction).* Although community leaders do not think the region is addressing these issues very well, they do not think these issues are as important as other issues that were

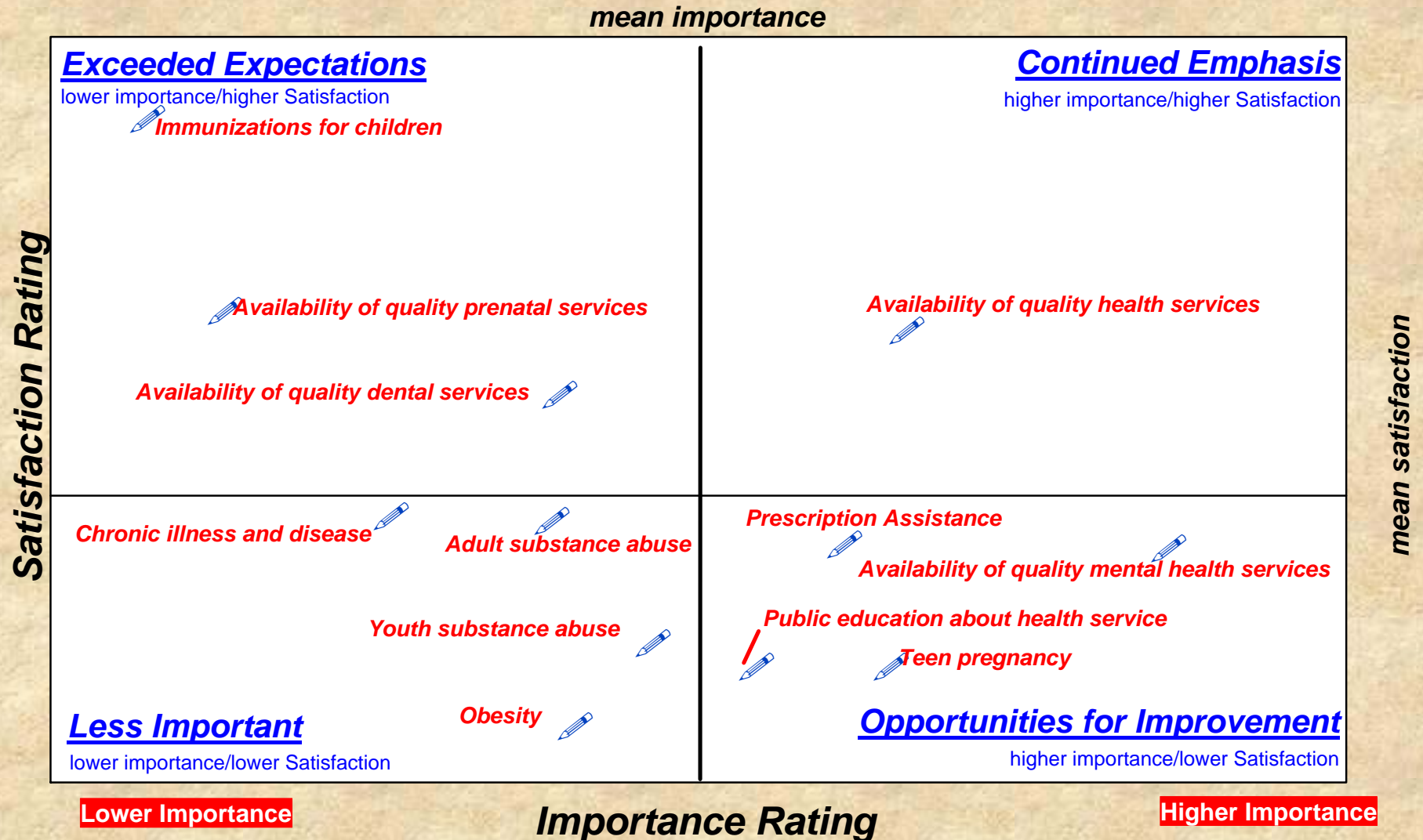
assessed on the survey. As a result, it may be easy to build support among leaders who have a direct stake in the issue, but it may be difficult to build widespread support for action on issues in this quadrant because most leaders do not think these issues are as important. Continued dialog about issues in this quadrant is recommended.

Matrices showing the results for the Rappahannock Survey are provided on the following pages.

2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Health Related Issues-

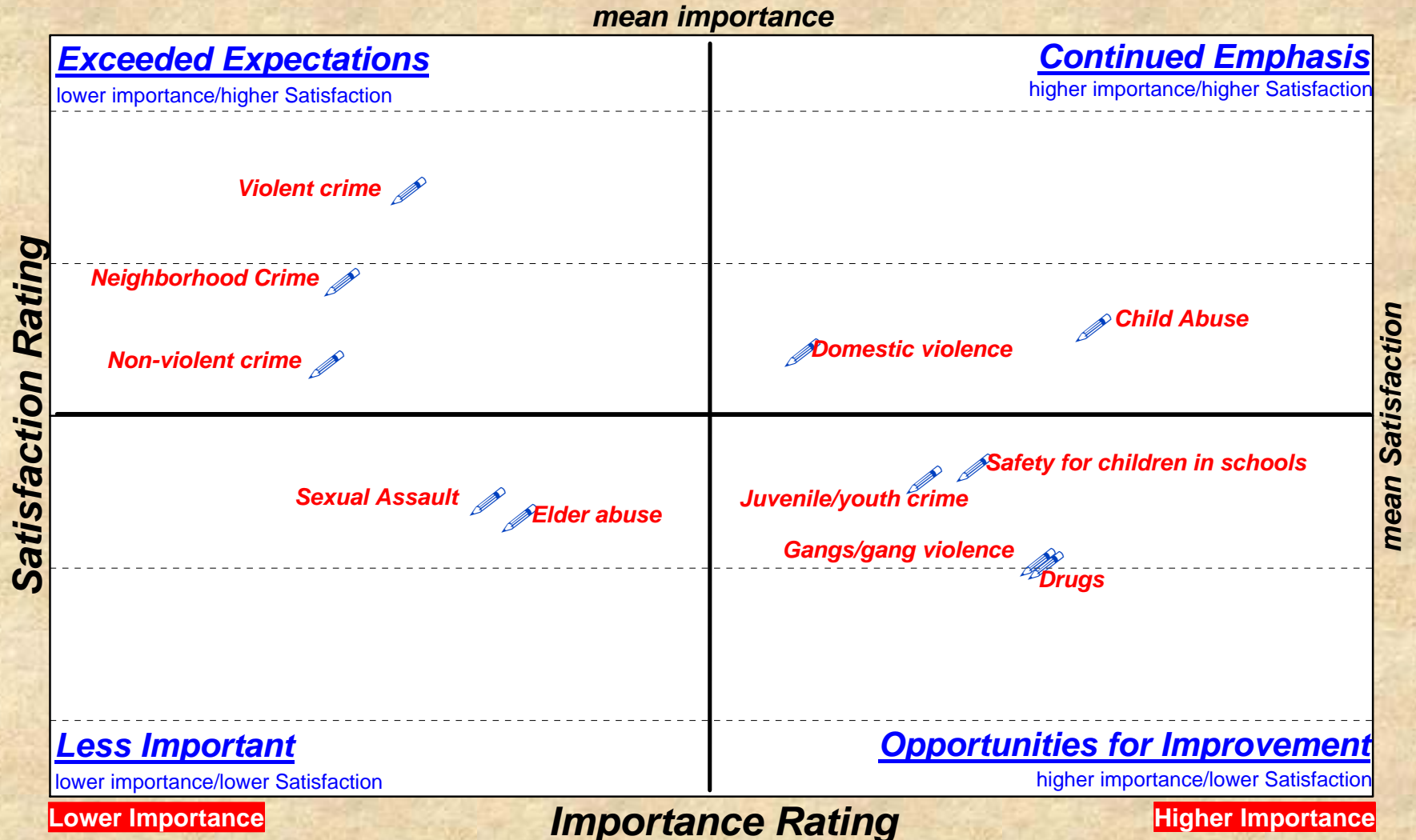
points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey



2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Crime and Violence-

points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey

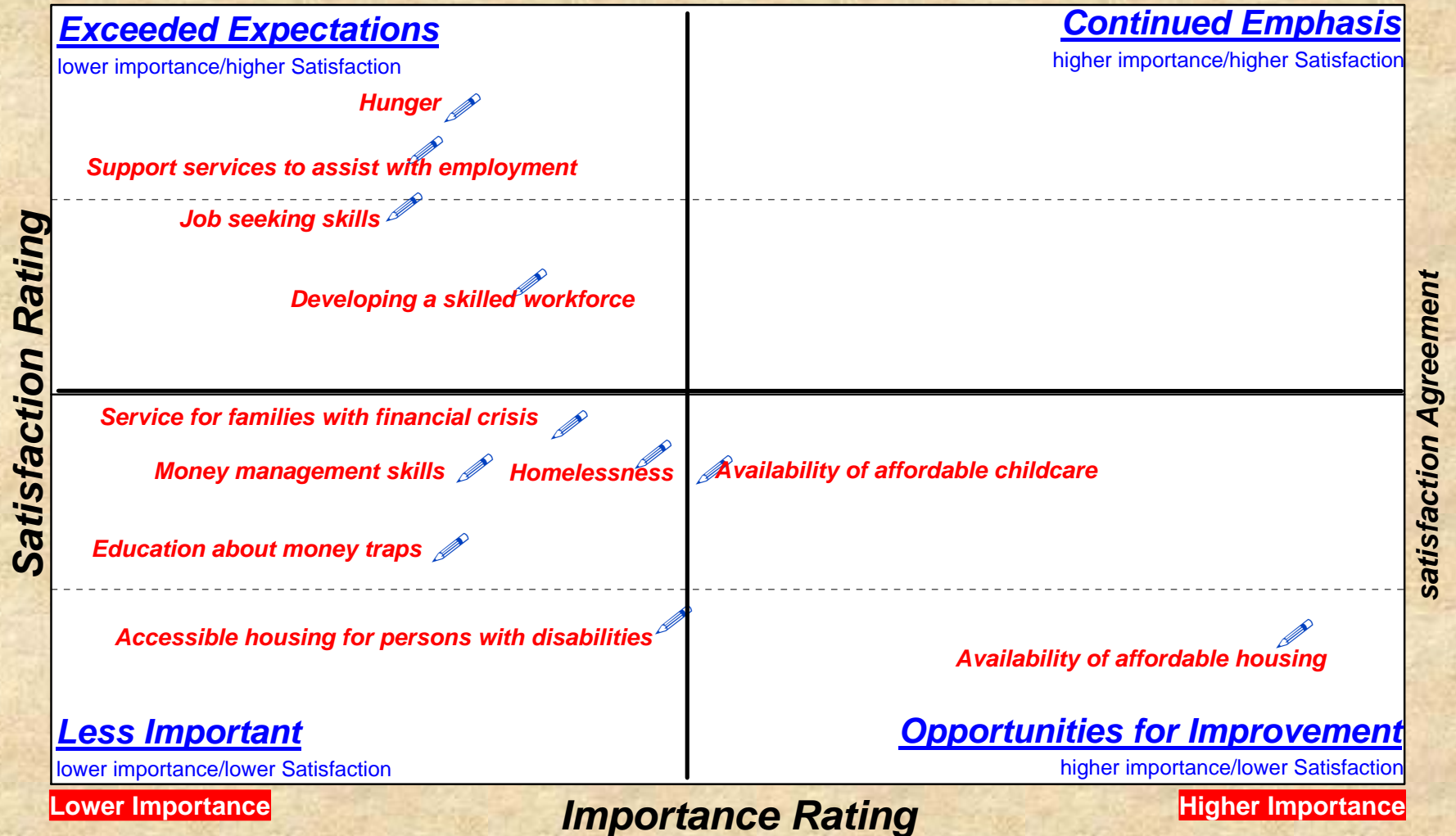


2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Self-Sufficiency-

points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey

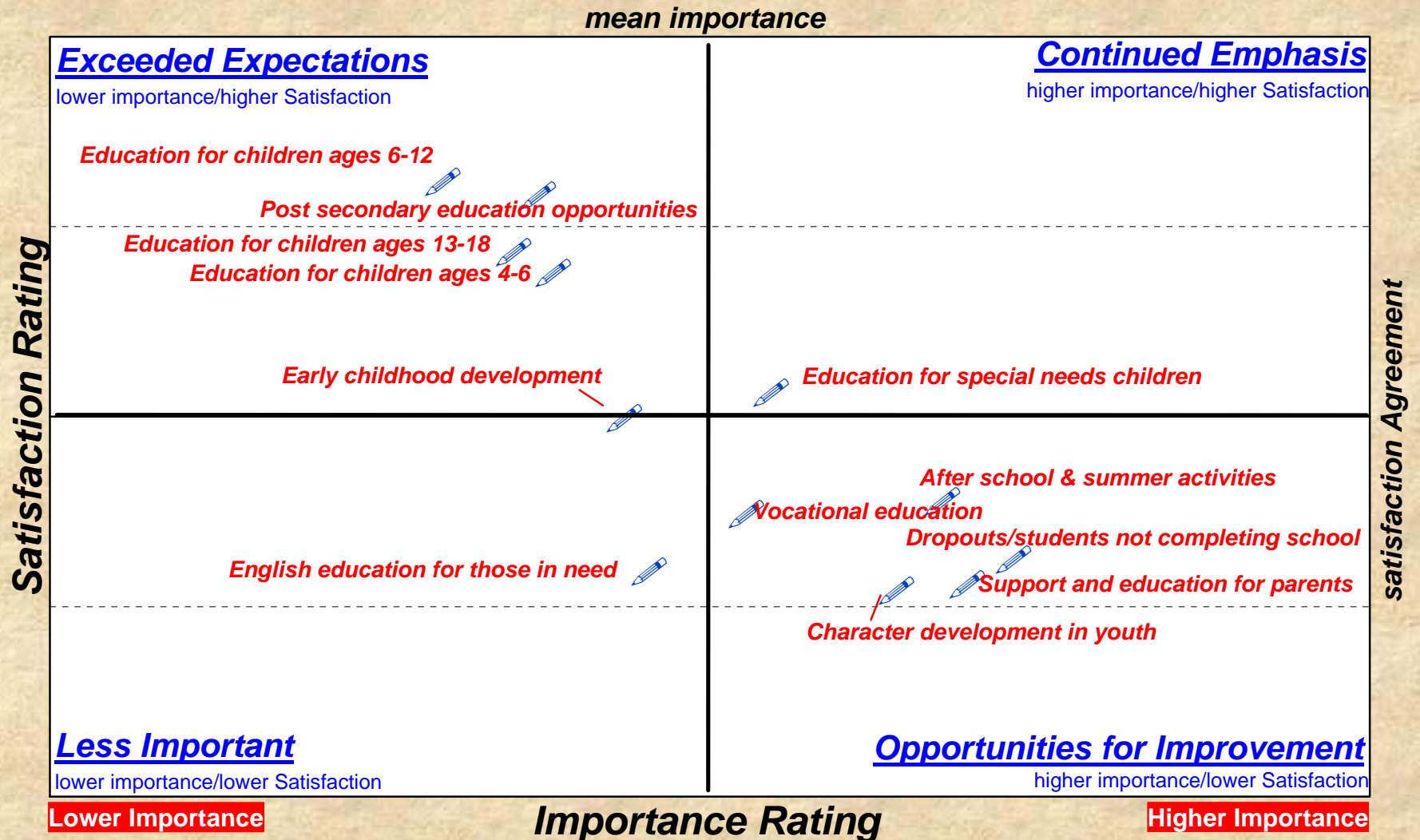
mean importance



2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Education Related Issues-

points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey

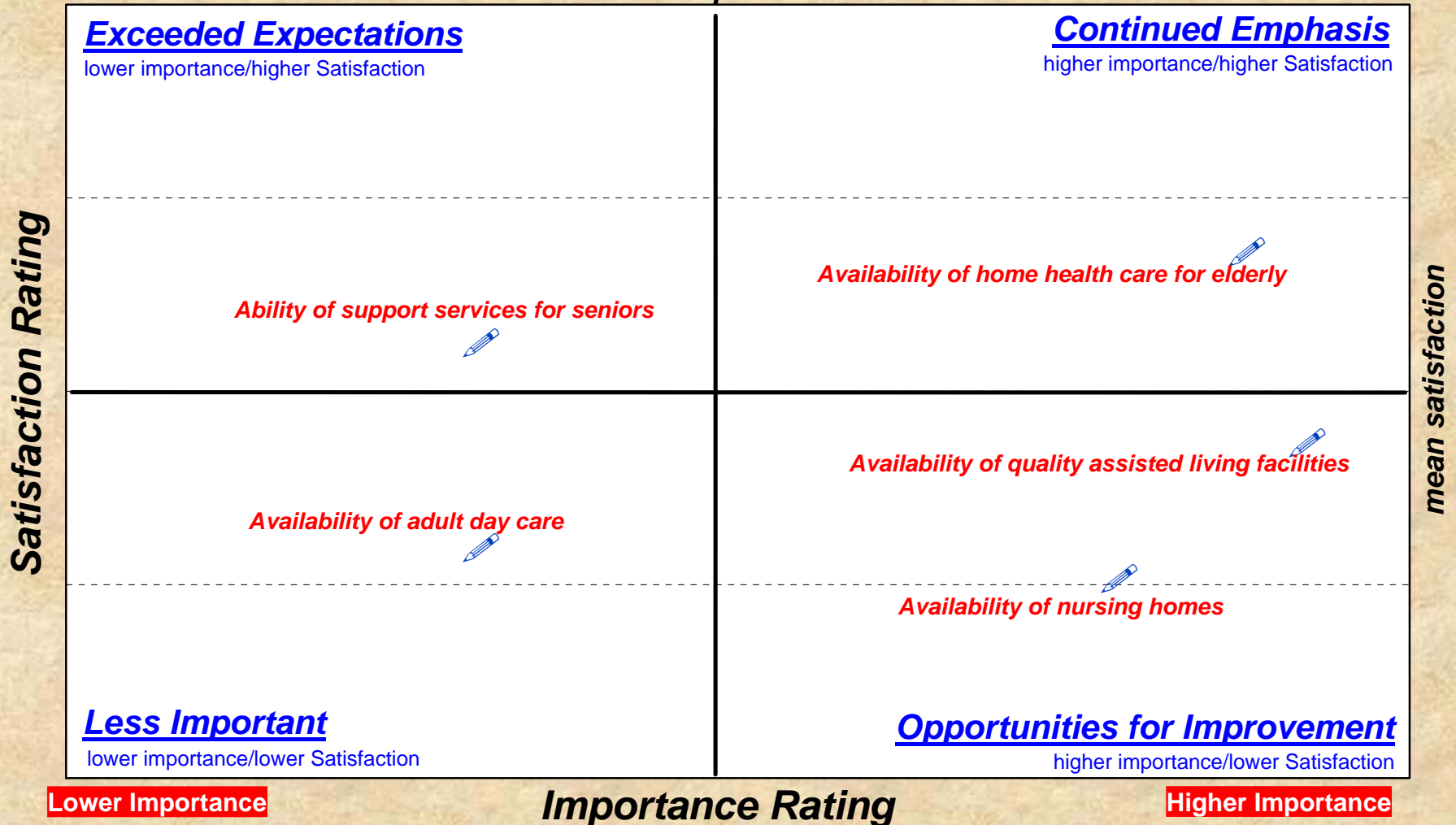


2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Issues for Seniors-

points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey

mean importance



2007 Rappahannock Region Community Leader Survey Importance-Satisfaction Assessment Matrix

-Other Issues-

points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey

