

Importance-Performance Ratings for Designated Wilderness

| Satisfaction Element | Importance-Performance Rating |
|--------------------------|-------------------------------|
| Restroom Cleanliness | Concentrate Here |
| Developed Facilities | Keep up the Good Work |
| Condition of Environment | Keep up the Good Work |
| Employee Helpfulness | Keep up the Good Work |
| Interpretive Displays | Keep up the Good Work |
| Parking Availability | Keep up the Good Work |
| Parking Lot Condition | Keep up the Good Work |
| Rec. Info. Availability | Keep up the Good Work |
| Road Condition | Keep up the Good Work |
| Feeling of Safety | Keep up the Good Work |
| Scenery | Keep up the Good Work |
| Signage Adequacy | Keep up the Good Work |
| Trail Condition | Keep up the Good Work |
| Value for Fee Paid | Keep up the Good Work |

| Selected Forests: |
|-----------------------|
| Coconino NF (FY 2015) |

An Importance-Performance Analysis was calculated from the average importance and satisfaction scores. A target level of importance and performance divides the possible set of score pairs into four quadrants. Here, the target level of both was a numerical score of 4.0. Each quadrant has a title that helps in interpreting responses that fall into it, and that provides some general guidance for management. These can be described as:

1. Importance at or above 4.0, Satisfaction at or above 4.0: **Keep up the good work.** These are items that are important to visitors and ones that the forest is performing quite well;
2. Importance at or above 4.0, Satisfaction under 4.0: **Concentrate here.** These are important items to the public, but performance is not where it needs to be. Increasing effort here is likely to have the greatest payoff in overall customer satisfaction ;
3. Importance below 4.0, Satisfaction above 4.0: **Possible overkill.** These are items that are not highly important to visitors, but the forest's performance is quite good. It may be possible to reduce effort here without greatly harming overall satisfaction ;
4. Importance below 4.0; Satisfaction below 4.0: **Low Priority.** These are items where performance is not very good, but neither are they important to visitors. Focusing effort here is unlikely to have a great impact.