Importance-Performance Ratings for Overnight Developed Sites

Satisfaction Element	Importance-Performance Rating
Restroom Cleanliness	*
Developed Facilities	*
Condition of Environment	*
Employee Helpfulness	*
Interpretive Displays	*
Parking Availability	*
Parking Lot Condition	*
Rec. Info. Availability	*
Road Condition	*
Feeling of Satefy	*
Scenery	*
Signage Adequacy	*
Trail Condition	*
Value for Fee Paid	*

Selected Forests:
Humboldt-Toiyabe NF - Spring Mountains NRA (FY 2016)

^{*} The data was not reported for items with fewer than 10 responses.

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.

11/28/2025