Quadrant Analysis - Interpretation

Driver Analysis between:
Overall satisfaction with the activity
Satisfaction with elements of the activity

- **Areas of Opportunity**
  (elements of an event that performed below average but correlate high with overall satisfaction)
  Prescription: work to improve performance in these areas. Improvements should increase overall satisfaction given they correlate high.

- **Drivers of Satisfaction**
  (elements of an event that performed well and correlate high with overall satisfaction)
  Prescription: keep doing these well.

- **Non-Factors**
  (elements of an event that performed below average but do not correlate high with overall satisfaction)
  Prescription: these are low priority items to improve. Improvements will not affect overall satisfaction much given they correlate low.

- **Expected Factors**
  (elements of an event that performed well but do not correlate high with overall satisfaction. Participants expect these to be adequate as part of any event. They have little impact on overall satisfaction unless done poorly.)
  Prescription: Can move some attention from these to more important elements but at least maintain adequate performance.

Customer (Participant) Satisfaction