Devils Elbow Recreation Area
Visitor Survey

Introduction

In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA), and better meet the needs of the public; a visitor satisfaction survey was conducted at 21 BLM recreation sites in 12 states during fiscal year 2007 (FY07). The survey was developed to measure each site's performance related to BLM GPRA Goal 3.1 - Provide for a quality recreation experience, including access, and enjoyment of natural and cultural resources on DOI managed and partnered lands and waters; and Goal 3.2 - Provide for and receive fair value in recreation. The information collected during the survey will also help the BLM better serve the public. The survey collected visitor satisfaction data regarding visitor information (i.e., use of maps, signs, brochures), developed facilities, managing recreation use, resource management, BLM staff and customer service, and educational and interpretive materials.

The results of the visitor satisfaction survey conducted at Devils Elbow Recreation Area are summarized in this data report. A description of the research methods and limitations can be found on the next page. Below (left) is a graph summarizing visitor opinions of the "overall quality of recreation experience." The satisfaction measure next to this graph is a combined percentage of "good" and "very good" responses. This is the primary performance measure for GPRA Goal 3.1 and should be used for reporting performance for this goal (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding).

The response rate for this site survey was 83%. The graph and satisfaction measure summarizing visitor opinions of the ‘value for fee paid’, which is the primary performance measure for GPRA Goal 3.2, can be found on page 9.

Overall quality of recreation experience
FY07: 150 respondents

Rating


FY07 Satisfaction measure: 95%
Average evaluation score: 4.5

FY07 GPRA Satisfaction Measure
Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

95%
Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains 8 categories of data regarding BLM amenities, staff, and services plus selected demographics. Within these categories are graphs for each indicator evaluated by site visitors. For example, the Visitor Information category includes indicators such as “providing useful maps and brochures,” “adequate signs on site for direction,” and so forth. In each category there is a graph entitled “Everything Considered” this graph is the basis for determining visitor satisfaction for each category and GPRA reporting numbers.

Each graph includes the following information:

- The number of visitor responses for the indicator;
- The percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
- A "satisfaction measure" that combines the percentage of total responses which were "very good" or "good;", and
- An average evaluation score (mean score) based on the following values: very poor= 1,
  poor= 2, average= 3, good= 4, very good= 5.

<table>
<thead>
<tr>
<th>Very Good</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Very Good</th>
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</thead>
<tbody>
<tr>
<td>Poor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Good</td>
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</table>

- The higher the average evaluation score, the more positive the visitor response
- Graph percentages may not equal 100% due to rounding

Research Methods

Surveys were distributed to a random sample of visitors at this site during a selected period in FY07. The survey response rate is described on the first page of this report, meaning that 83% of those randomly sampled responded to the survey. The data reflect visitor opinions about this site's facilities, management, services, educational opportunities, and fees during the survey period. Visitor activities and selected demographics were also captured. A representative sample of the general visitor population were surveyed at selected locations. The results do not necessarily apply to visitors during other times of the year, or visitors who did not visit the survey locations on site.

Returned surveys were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category.

All percentage calculations were rounded to the nearest percent.

The survey response rate is described on the first page of this report. The sample size (n) varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word “CAUTION!” is included in the graph. This report excludes any indicator with less than 10 responses.

For most indicators, the survey data are expected to be accurate with in ± 6% with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.

For more information about this survey, contact Jennifer Hoger Russell, BLM Survey Project Coordinator at the University of Idaho Park Studies Unit (208) 885-4806
Inside

Providing useful maps and brochures
FY07: 131 respondents

- Very good: 36%
- Good: 52%
- Average: 9%
- Poor: 9%
- Very poor: 1%

FY07: Satisfaction measure: 90%
Average evaluation score: 4.3

Providing adequate signs on site for direction and orientation
FY07: 154 respondents

- Very good: 63%
- Good: 33%
- Average: 3%
- Poor: 0%
- Very poor: 1%

FY07: Satisfaction measure: 96%
Average evaluation score: 4.6

Ensuring public awareness of rules and regulations
FY07: 153 respondents

- Very good: 50%
- Good: 42%
- Average: 7%
- Poor: 1%
- Very poor: 1%

FY07: Satisfaction measure: 92%
Average evaluation score: 4.4

Everything considered: quality of BLM visitor information
FY07: 152 respondents

- Very good: 48%
- Good: 49%
- Average: 3%
- Poor: 0%
- Very poor: 1%

FY07: Satisfaction measure: 97%
Average evaluation score: 4.4

Report # DEEL.907
Determination of indicators for site visitors

Surveys of visitor opinions on the "value for fee paid," which is the primary performance measure for GPRA Goal 3.2, can be found in this data report. A description of the research methods and limitations can be found on the next page. Below is a summary of the data collection:

- **Maintaining roads for motorized vehicles**
  - FY07: 154 respondents
  - Rating: Very good - 75%
  - Satisfaction measure: 98%
  - Average evaluation score: 4.7

- **Maintaining trails for non-motorized use**
  - FY07: 121 respondents
  - Rating: Very good - 41%
  - Satisfaction measure: 85%
  - Average evaluation score: 4.2

- **Maintaining cleanliness of restrooms and other physical facilities**
  - FY07: 151 respondents
  - Rating: Very good - 64%
  - Satisfaction measure: 86%
  - Average evaluation score: 4.5

- **Everything considered: overall condition of developed facilities**
  - FY07: 156 respondents
  - Rating: Very good - 58%
  - Satisfaction measure: 96%
  - Average evaluation score: 4.5
The results of the visitor satisfaction survey conducted at Devils Elbow Recreation Area are summarized in this report. The satisfaction measure next to this graph is a combined percentage of “good” and “very good” responses. This report is a graph summarizing visitor opinions of the “overall quality of recreation experience.”

The satisfaction measure of visitors regarding the overall quality of recreation experience in FY07 was 91%. The average evaluation score for this category was 4.3. The rating distributions are as follows:

- Very good: 49%
- Good: 42%
- Average: 6%
- Poor: 2%
- Very poor: 1%

In FY07, 152 respondents participated in the survey.

Managing the appropriate use of vehicles
FY07: 152 respondents

Managing the number of people
FY07: 150 respondents

Keeping noise at appropriate levels
FY07: 149 respondents

Providing sufficient law enforcement presence to prevent crime
FY07: 133 respondents

Everything considered: visitor and recreation management
FY07: 152 respondents

The satisfaction measure of visitors regarding their overall recreation experience was 86%. The average evaluation score for this category was 4.3. The rating distributions are as follows:

- Very good: 45%
- Good: 41%
- Average: 12%
- Poor: 2%
- Very poor: 1%

FY07: 152 respondents participated in the survey.
Adequately protecting the natural resources
FY07: 143 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>39%</td>
</tr>
<tr>
<td>Good</td>
<td>45%</td>
</tr>
<tr>
<td>Average</td>
<td>15%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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FY07 Satisfaction measure: 84%
Average evaluation score: 4.2

Ensuring that visitor activities do not infringe on resource protection
FY07: 131 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>41%</td>
</tr>
<tr>
<td>Good</td>
<td>46%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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FY07 Satisfaction measure: 87%
Average evaluation score: 4.3

Adequately protecting the cultural resources
FY07: 104 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>45%</td>
</tr>
<tr>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
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</tbody>
</table>

FY07 Satisfaction measure: 82%
Average evaluation score: 4.2

Everything considered: BLM protection of natural and cultural resources
FY07: 145 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>39%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>15%</td>
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<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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</tbody>
</table>

FY07 Satisfaction measure: 83%
Average evaluation score: 4.2
Devils Elbow Recreation Area
BLM Staff and Service

Staff demonstrated knowledge about the natural and cultural resources in the area

FY07: 114 respondents

Rating

Very good 68%

Good 26%

Average 5%

Poor 0%

Very poor 0%

Proportion of respondents

FY07: Satisfaction measure: 94%
Average evaluation score: 4.5

Staff treated me courteously

FY07: 149 respondents

Rating

Very good 79%

Good 20%

Average 4%

Poor 1%

Very poor 0%

Proportion of respondents

FY07: Satisfaction measure: 95%
Average evaluation score: 4.7

Staff demonstrated knowledge about recreational opportunities in the area

FY07: 130 respondents

Rating

Very good 69%

Good 28%

Average 5%

Poor 0%

Very poor 0%

Proportion of respondents

FY07: Satisfaction measure: 95%
Average evaluation score: 4.6

Everything considered: performance of BLM staff

FY07: 149 respondents

Rating

Very good 70%

Good 24%

Average 8%

Poor 0%

Very poor 0%

Proportion of respondents

FY07: Satisfaction measure: 94%
Average evaluation score: 4.6
Providing *quality* educational and interpretive material about the resources at this site

**FY07: 94 respondents**

- **Very good**: 36%
- **Good**: 48%
- **Average**: 14%
- **Poor**: 2%
- **Very poor**: 2%

**Rating**

Proportion of respondents

**FY07**

- Satisfaction measure: 83%
- Average evaluation score: 4.1

Providing a sufficient *quantity* of educational and interpretive materials about the resources at this site

**FY07: 92 respondents**

- **Very good**: 30%
- **Good**: 30%
- **Average**: 23%
- **Poor**: 3%
- **Very poor**: 3%

**Rating**

Proportion of respondents

**FY07**

- Satisfaction measure: 72%
- Average evaluation score: 4

**Providing stewardship information on how to protect the cultural and natural resources**

**FY07: 84 respondents**

- **Very good**: 33%
- **Good**: 49%
- **Average**: 14%
- **Poor**: 4%
- **Very poor**: 2%

**Rating**

Proportion of respondents

**FY07**

- Satisfaction measure: 82%
- Average evaluation score: 4.1

Providing information about resource preservation and management in this area

**FY07: 78 respondents**

- **Very good**: 30%
- **Good**: 40%
- **Average**: 17%
- **Poor**: 1%
- **Very poor**: 0%

**Rating**

Proportion of respondents

**FY07**

- Satisfaction measure: 82%
- Average evaluation score: 4.2

**Should the BLM provide more educational and interpretive material about this area's resources?**

**FY07: 137 respondents**

- **Yes**: 60%
- **No**: 40%

**Rating**

Proportion of respondents

**FY07**

- Satisfaction measure: 74%
- Average evaluation score: 4
Total fees paid
FY07: 160 respondents

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Proportion of respondents</th>
</tr>
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<tbody>
<tr>
<td>No fees</td>
<td>11%</td>
</tr>
<tr>
<td>Under $25</td>
<td>33%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>29%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>14%</td>
</tr>
</tbody>
</table>

How appropriate was the fee charged for this site/area?
FY07: 150 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>5%</td>
</tr>
<tr>
<td>Too low</td>
<td>5%</td>
</tr>
<tr>
<td>About right</td>
<td>77%</td>
</tr>
<tr>
<td>Too high</td>
<td>10%</td>
</tr>
<tr>
<td>Far too high</td>
<td>9%</td>
</tr>
</tbody>
</table>

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY07: 146 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>38%</td>
</tr>
<tr>
<td>Agree</td>
<td>47%</td>
</tr>
<tr>
<td>Not sure</td>
<td>11%</td>
</tr>
<tr>
<td>Disagree</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
</tr>
</tbody>
</table>
Primary activities
FY07: 136 respondents**

- **Camping**: 90%
- **Fishing**: 37%
- **Hunting**: 0%
- **Sightseeing**: 20%
- **Picnicking**: 15%
- **Hiking/walking**: 16%
- **Swimming**: 42%
- **Motorized boating**: 71%
- **Non-motorized boating/rafting**: 4%
- **Horseback riding**: 1%
- **Bicycling**: 5%
- **Motorized recreation vehicles**: 3%
- **Education and interpretation**: 4%
- **Birdwatching/wildlife viewing**: 8%
- **Other**: 3%

**Proportion of respondents**

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**Percentages do not equal 100 because visitors could choose more than one activity.**
Devils Elbow Recreation Area
Demographics

Visitor group composition
FY07: 137 groups

Age group
- Adults (18 and over) 72%
- Teenagers (13-17) 11%
- Children (under 12) 18%

Number of teenagers (13-17) in group
FY07: 137 groups

- 6 and more 1%
- 3-5 6%
- 1-2 16%
- None 80%

Number of adults (18 and over) in group
FY07: 137 groups

- 6 and more 10%
- 3-5 15%
- 1-2 74%

Number of children (under 12) in group
FY07: 137 groups

- 6 and more 1%
- 3-5 7%
- 1-2 28%
- None 64%

Respondent age
FY07: 154 respondents

Age (years)
- 71 and over 3%
- 61-70 19%
- 51-60 21%
- 41-50 15%
- 31-40 27%
- 22-30 11%
- 18-21 4%

Gender
FY07: 151 respondents

- Male 54%
- Female 46%