Denali Highway 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 Denali Highway 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 86%. 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 graph](image)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>26%</td>
</tr>
<tr>
<td>Good</td>
<td>49%</td>
</tr>
<tr>
<td>Average</td>
<td>18%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

**FY07 GPRA Satisfaction Measure**

Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

78%

Report prepared by the University of Idaho Park Studies Unit for the Bureau of Land Management, US Department of the Interior
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.

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<th>3</th>
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<tbody>
<tr>
<td>Poor</td>
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<tr>
<td>Very</td>
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</tr>
</tbody>
</table>
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- 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 86% 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
The results of the visitor satisfaction survey conducted at Denali Highway are summarized in this data report. The survey will also help the BLM better serve the public. The survey collected visitor satisfaction data randomly.

- FY07: Satisfaction measure: 80%
  Average evaluation score: 3.9
- FY07: Satisfaction measure: 68%
  Average evaluation score: 3.8
- FY07: Satisfaction measure: 81%
  Average evaluation score: 4.0
- FY07: Satisfaction measure: 78%
  Average evaluation score: 3.9

Ensuring public awareness of rules and regulations

- FY07: Satisfaction measure: 69%
  Average evaluation score: 3.7

Everything considered: quality of BLM visitor information

- FY07: Satisfaction measure: 66%
  Average evaluation score: 3.7
Denali Highway
Developed Facilities

Maintaining roads for motorized vehicles
FY07: 121 respondents

Rating

Proportion of respondents

Very good 20%
Good 56%
Average 18%
Poor 6%
Very poor 1%

FY07 Satisfaction measure: 75%
Average evaluation score: 3.9

Maintaining a clean site
FY07: 121 respondents

Rating

Proportion of respondents

Very good 40%
Good 44%
Average 13%
Poor 2%
Very poor 2%

FY07 Satisfaction measure: 83%
Average evaluation score: 4.2

Maintaining trails for non-motorized use
FY07: 77 respondents

Rating

Proportion of respondents

Very good 13%
Good 56%
Average 27%
Poor 4%
Very poor 1%

FY07 Satisfaction measure: 68%
Average evaluation score: 3.7

FY07: 115 respondents

Proportion of respondents

Very good 26%
Good 59%
Average 12%
Poor 3%
Very poor 0%

FY07 Satisfaction measure: 85%
Average evaluation score: 4.1

Maintaining cleanliness of restrooms and other physical facilities
FY07: 103 respondents

Rating

Proportion of respondents

Very good 31%
Good 54%
Average 10%
Poor 9%
Very poor 0%

FY07 Satisfaction measure: 85%
Average evaluation score: 4.1

Everything considered: overall condition of developed facilities
FY07: 110 respondents

Rating

Proportion of respondents

Very good 26%
Good 59%
Average 12%
Poor 3%
Very poor 0%

FY07 Satisfaction measure: 85%
Average evaluation score: 4.1
Managing the appropriate use of vehicles
FY07: 94 respondents
- Very good: 15%
- Good: 66%
- Average: 14%
- Poor: 2%
- Very poor: 3%

FY07: Satisfaction measure: 81%
Average evaluation score: 3.9

Managing the number of people
FY07: 89 respondents
- Very good: 13%
- Good: 63%
- Average: 22%
- Poor: 1%
- Very poor: 0%

FY07: Satisfaction measure: 76%
Average evaluation score: 3.9

Keeping noise at appropriate levels
FY07: 92 respondents
- Very good: 23%
- Good: 60%
- Average: 13%
- Poor: 4%
- Very poor: 0%

FY07: Satisfaction measure: 83%
Average evaluation score: 4

Providing sufficient law enforcement presence to prevent crime
FY07: 67 respondents
- Very good: 21%
- Good: 46%
- Average: 21%
- Poor: 9%
- Very poor: 3%

FY07: Satisfaction measure: 67%
Average evaluation score: 3.7

Everything considered: visitor and recreation management
FY07: 99 respondents
- Very good: 22%
- Good: 53%
- Average: 24%
- Poor: 1%
- Very poor: 0%

FY07: Satisfaction measure: 75%
Average evaluation score: 4
Report

Adequately protecting the natural resources
FY07: 115 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
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<tbody>
<tr>
<td>Very good</td>
<td>30%</td>
</tr>
<tr>
<td>Good</td>
<td>50%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>6%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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</tbody>
</table>

FY07
Satisfaction measure: 80%
Average evaluation score: 4

Ensuring that visitor activities do not infringe on resource protection
FY07: 103 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>17%</td>
</tr>
<tr>
<td>Good</td>
<td>52%</td>
</tr>
<tr>
<td>Average</td>
<td>24%</td>
</tr>
<tr>
<td>Poor</td>
<td>6%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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</tbody>
</table>

FY07
Satisfaction measure: 69%
Average evaluation score: 3.8

Adequately protecting the cultural resources
FY07: 92 respondents

<table>
<thead>
<tr>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>23%</td>
</tr>
<tr>
<td>Good</td>
<td>56%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
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<tr>
<td>Poor</td>
<td>5%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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FY07
Satisfaction measure: 78%
Average evaluation score: 4

Everything considered: BLM protection of natural and cultural resources
FY07: 111 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>19%</td>
</tr>
<tr>
<td>Good</td>
<td>54%</td>
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<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
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</tbody>
</table>

FY07
Satisfaction measure: 73%
Average evaluation score: 3.9
Denali Highway
BLM Staff and Service

Staff treated me courteously
FY07: 74 respondents

Rating

Very good: 68%
Good: 27%
Average: 5%
Poor: 0%
Very poor: 0%

FY07 Satisfaction measure: 95%
Average evaluation score: 4.6

Staff demonstrated knowledge about the natural and cultural resources in the area
FY07: 51 respondents

Rating

Very good: 33%
Good: 41%
Average: 18%
Poor: 6%
Very poor: 0%

FY07 Satisfaction measure: 75%
Average evaluation score: 4

Staff demonstrated knowledge about recreational opportunities in the area
FY07: 55 respondents

Rating

Very good: 40%
Good: 38%
Average: 11%
Poor: 5%
Very poor: 0%

FY07 Satisfaction measure: 84%
Average evaluation score: 4.2

Everything considered: performance of BLM staff
FY07: 67 respondents

Rating

Very good: 39%
Good: 48%
Average: 12%
Poor: 1%
Very poor: 0%

FY07 Satisfaction measure: 87%
Average evaluation score: 4.2

Report # DEH907
Providing quality educational and interpretive material about the resources at this site

**FY07:** 84 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
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</tr>
<tr>
<td>Good</td>
<td>48%</td>
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<tr>
<td>Average</td>
<td>24%</td>
</tr>
<tr>
<td>Poor</td>
<td>6%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
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</table>

FY07: Satisfaction measure: 65%
Average evaluation score: 3.7

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

**FY07:** 80 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>11%</td>
</tr>
<tr>
<td>Good</td>
<td>48%</td>
</tr>
<tr>
<td>Average</td>
<td>20%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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</table>

FY07: Satisfaction measure: 59%
Average evaluation score: 3.6

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

**FY07:** 119 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>29%</td>
</tr>
</tbody>
</table>

FY07: Satisfaction measure: 59%
Average evaluation score: 3.5

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

**FY07:** 86 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>20%</td>
</tr>
<tr>
<td>Good</td>
<td>47%</td>
</tr>
<tr>
<td>Average</td>
<td>21%</td>
</tr>
<tr>
<td>Poor</td>
<td>10%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
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</tbody>
</table>

FY07: Satisfaction measure: 66%
Average evaluation score: 3.7

Providing information about resource preservation and management in this area

**FY07:** 75 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>16%</td>
</tr>
<tr>
<td>Good</td>
<td>47%</td>
</tr>
<tr>
<td>Average</td>
<td>21%</td>
</tr>
<tr>
<td>Poor</td>
<td>13%</td>
</tr>
<tr>
<td>Very poor</td>
<td>3%</td>
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</table>

FY07: Satisfaction measure: 63%
Average evaluation score: 3.6

Everything considered: interpretive and educational program

**FY07:** 90 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>11%</td>
</tr>
<tr>
<td>Good</td>
<td>48%</td>
</tr>
<tr>
<td>Average</td>
<td>26%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
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</tbody>
</table>

FY07: Satisfaction measure: 59%
Average evaluation score: 3.5
Denali Highway
Fees

Total fees paid
FY07: 137 respondents

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>91%</td>
</tr>
<tr>
<td>Under $25</td>
<td>6%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>1%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>2%</td>
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</table>

How appropriate was the fee charged for this site/area?
FY07: 18 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>0%</td>
</tr>
<tr>
<td>Too low</td>
<td>22%</td>
</tr>
<tr>
<td>About right</td>
<td>36%</td>
</tr>
<tr>
<td>Too high</td>
<td>11%</td>
</tr>
<tr>
<td>Far too high</td>
<td>11%</td>
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</table>

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY07: 17 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>24%</td>
</tr>
<tr>
<td>Agree</td>
<td>47%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>29%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
</tr>
</tbody>
</table>
Denali Highway
Primary Activities at this Site/Area

Primary activities
FY07: 128 respondents**

- Camping 55%
- Fishing 43%
- Hunting 23%
- Sightseeing 67%
- Picnicking 21%
- Hiking/walking 48%
- Swimming 2%
- Motorized boating 4%
- Non-motorized boating/rafting 11%
- Horseback riding 2%
- Bicycling 6%
- Motorized recreation vehicles 13%
- Education and interpretation 5%
- Birdwatching/wildlife viewing 34%
- Other 10%

** Percentages do not equal 100 because visitors could choose more than one activity.
Providing educational and interpretive materials about the natural and cultural resources in the area:

FY07: 86 respondents

Average evaluation score: 3.6

Staff: 51 respondents

Average evaluation score: 3.5

Motorized and non-motorized fee charged for this site/area:

FY07: 18 respondents

Proportion of respondents treated courteously: 5%

Proportion of respondents who stated this:

18-21: 0%

3-5: 0%

61-70: 40%

56% of respondents

80% of respondents

Very poor: 0%

Poor: 17%

Average: 40%

Good: 49%

Very good: 13%

Amount of respondents:

31-40: 11%

1-2: 20%

80%

55%

80% of respondents

100% of respondents

Satisfaction measure:

Denali Highway: FY07: 80 respondents

Goal: 56%

Hiking/walking:

FY07: 105 groups

21%

20%

55%

43%

55% of respondents

55% of respondents

Denali Park Studies Unit