North Sand Hills SRMA 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 23 BLM recreation sites in 11 states during fiscal year 2009 (FY09). 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 North Sand Hills SRMA 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

FY09: 118 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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</thead>
<tbody>
<tr>
<td>Very good</td>
<td>45%</td>
</tr>
<tr>
<td>Good</td>
<td>44%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
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<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY09 Satisfaction measure: 89%
Average evaluation score: 4.3

### FY09 GPRA Satisfaction Measure

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

89%
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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<thead>
<tr>
<th>Very</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Good</th>
</tr>
</thead>
</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 FY09. 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 $\pm 6\%$ with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 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
North Sand Hills SRMA Visitor Information

Providing useful maps and brochures
FY09: 108 respondents
- Very good: 19%
- Good: 48%
- Average: 28%
- Poor: 5%
- Very poor: 2%

FY09: Satisfaction measure: 66%
Average evaluation score: 3.8

Providing useful information on the internet
FY09: 85 respondents
- Very good: 25%
- Good: 42%
- Average: 27%
- Poor: 4%
- Very poor: 2%

FY09: Satisfaction measure: 67%
Average evaluation score: 3.8

Ensuring public awareness of rules and regulations
FY09: 118 respondents
- Very good: 30%
- Good: 48%
- Average: 17%
- Poor: 1%
- Very poor: 2%

FY09: Satisfaction measure: 81%
Average evaluation score: 4.1

Providing adequate signs on site for direction and orientation
FY09: 121 respondents
- Very good: 27%
- Good: 41%
- Average: 24%
- Poor: 6%
- Very poor: 2%

FY09: Satisfaction measure: 69%
Average evaluation score: 3.9

Everything considered: quality of BLM visitor information
FY09: 119 respondents
- Very good: 27%
- Good: 51%
- Average: 18%
- Poor: 3%
- Very poor: 0%

FY09: Satisfaction measure: 78%
Average evaluation score: 4
## North Sand Hills SRMA Developed Facilities

### Maintaining roads for motorized vehicles

**FY09: 125 respondents**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>22%</td>
</tr>
<tr>
<td>Good</td>
<td>50%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>7%</td>
</tr>
<tr>
<td>Very poor</td>
<td>6%</td>
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**FY09**  
Satisfaction measure: 72%
Average evaluation score: 3.7

### Maintaining trails for non-motorized use

**FY09: 93 respondents**

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<tbody>
<tr>
<td>Very good</td>
<td>37%</td>
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<tr>
<td>Good</td>
<td>51%</td>
</tr>
<tr>
<td>Average</td>
<td>10%</td>
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<tr>
<td>Poor</td>
<td>3%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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**FY09**  
Satisfaction measure: 87%
Average evaluation score: 4.2

### Maintaining a clean site

**FY09: 123 respondents**

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<tr>
<th>Rating</th>
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<tbody>
<tr>
<td>Very good</td>
<td>32%</td>
</tr>
<tr>
<td>Good</td>
<td>44%</td>
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<tr>
<td>Average</td>
<td>21%</td>
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<td>Poor</td>
<td>3%</td>
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<tr>
<td>Very poor</td>
<td>0%</td>
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**FY09**  
Satisfaction measure: 76%
Average evaluation score: 4

### Maintaining cleanliness of restrooms and other physical facilities

**FY09: 112 respondents**

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<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>18%</td>
</tr>
<tr>
<td>Good</td>
<td>31%</td>
</tr>
<tr>
<td>Average</td>
<td>30%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
</tr>
<tr>
<td>Very poor</td>
<td>4%</td>
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**FY09**  
Satisfaction measure: 49%
Average evaluation score: 3.5

### Everything considered: overall condition of developed facilities

**FY09: 120 respondents**

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<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>21%</td>
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<tr>
<td>Good</td>
<td>57%</td>
</tr>
<tr>
<td>Average</td>
<td>20%</td>
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<tr>
<td>Poor</td>
<td>2%</td>
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<tr>
<td>Very poor</td>
<td>1%</td>
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</table>

**FY09**  
Satisfaction measure: 78%
Average evaluation score: 4
North Sand Hills SRMA
Managing Visitor and Recreation Use

Managing the appropriate use of vehicles
FY09: 123 respondents

- Very good: 28%
- Good: 55%
- Average: 19%
- Poor: 1%
- Very poor: 2%

FY09: Satisfaction measure: 83%
Average evaluation score: 4.1

Managing the number of people
FY09: 113 respondents

- Very good: 27%
- Good: 51%
- Average: 20%
- Poor: 2%
- Very poor: 0%

FY09: Satisfaction measure: 78%
Average evaluation score: 4

Keeping noise at appropriate levels
FY09: 120 respondents

- Very good: 27%
- Good: 43%
- Average: 25%
- Poor: 4%
- Very poor: 2%

FY09: Satisfaction measure: 69%
Average evaluation score: 3.9

Providing sufficient law enforcement presence to prevent crime
FY09: 106 respondents

- Very good: 35%
- Good: 40%
- Average: 19%
- Poor: 6%
- Very poor: 1%

FY09: Satisfaction measure: 75%
Average evaluation score: 4

Everything considered: visitor and recreation management
FY09: 118 respondents

- Very good: 28%
- Good: 52%
- Average: 19%
- Poor: 1%
- Very poor: 0%

FY09: Satisfaction measure: 80%
Average evaluation score: 4.1
Adequately protecting the natural resources
FY09: 122 respondents

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<tr>
<th>Rating</th>
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<tbody>
<tr>
<td>Very good</td>
<td>38%</td>
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<tr>
<td>Good</td>
<td>51%</td>
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<tr>
<td>Average</td>
<td>9%</td>
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<tr>
<td>Poor</td>
<td>2%</td>
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<tr>
<td>Very poor</td>
<td>1%</td>
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FY09: Satisfaction measure: 89%
Average evaluation score: 4.2

Ensuring that visitor activities do not infringe on resource protection
FY09: 118 respondents

<table>
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<tbody>
<tr>
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<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
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FY09: Satisfaction measure: 81%
Average evaluation score: 4.1

Adequately protecting the cultural resources
FY09: 101 respondents

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Very good</td>
<td>35%</td>
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<tr>
<td>Good</td>
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<tr>
<td>Very poor</td>
<td>1%</td>
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FY09: Satisfaction measure: 86%
Average evaluation score: 4.2

Everything considered: BLM protection of natural and cultural resources
FY09: 119 respondents

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FY09: Satisfaction measure: 87%
Average evaluation score: 4.2
North Sand Hills SRMA
BLM Staff and Service

Staff treated me courteously
FY09: 119 respondents

- Very good: 81%
- Good: 17%
- Average: 2%
- Poor: 0%
- Very poor: 1%

FY09: Satisfaction measure: 97%
Average evaluation score: 4.8

Staff demonstrated knowledge about the natural and cultural resources in the area
FY09: 113 respondents

- Very good: 69%
- Good: 25%
- Average: 6%
- Poor: 0%
- Very poor: 0%

FY09: Satisfaction measure: 94%
Average evaluation score: 4.6

Staff demonstrated knowledge about recreational opportunities in the area
FY09: 117 respondents

- Very good: 72%
- Good: 28%
- Average: 1%
- Poor: 0%
- Very poor: 1%

FY09: Satisfaction measure: 98%
Average evaluation score: 4.7

Everything considered: performance of BLM staff
FY09: 117 respondents

- Very good: 68%
- Good: 28%
- Average: 3%
- Poor: 0%
- Very poor: 1%

FY09: Satisfaction measure: 97%
Average evaluation score: 4.6
Providing quality educational and interpretive material about the resources at this site

FY09: 94 respondents

Satisfaction measure: 72%
Average evaluation score: 3.9

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

FY09: 105 respondents

Satisfaction measure: 80%
Average evaluation score: 4.1

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

FY09: 92 respondents

Satisfaction measure: 66%
Average evaluation score: 3.8

Everything considered: interpretive and educational program

FY09: 105 respondents

Satisfaction measure: 76%
Average evaluation score: 4
North Sand Hills SRMA
Fees

Total fees paid
FY09: 125 respondents

Amount spent

No fees: 98%
Under $25: 2%
$25 - $50: 1%
> $50: 0%

How appropriate was the fee charged for this site/area?
FY09: 19 respondents

Rating

Far too low: 11%
Too low: 11%
About right: 74%
Too high: 0%
Far too high: 0%

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY09: 15 respondents

Rating

Strongly agree: 20%
Agree: 40%
Not Sure: 27%
Disagree: 7%
Strongly disagree: 7%

Quality of Commercial Services
FY09: 15 respondents

Rating

Very good: 40%
Good: 53%
Average: 0%
Poor: 7%
Very poor: 0%

Commercial Recreation Operations

FY09
Satisfaction measure: 93%
Average evaluation score: 4.3
Primary activities
FY09: 121 respondents**

- Camping: 72%
- Fishing: 11%
- Hunting: 9%
- Target shooting: 9%
- Sightseeing: 23%
- Picnicking: 21%
- Hiking/walking: 23%
- Swimming: 2%
- Motorized boating: 3%
- Non-motorized boating/rafting: 2%
- Horseback riding: 3%
- Rock climbing: 2%
- Driving for pleasure: 34%
- Bicycling: 3%
- Motorized recreation vehicles: 89%
- Education and interpretation: 2%
- Bird watching/wildlife viewing: 12%
- Other: 4%

** Percentages do not equal 100 because visitors could choose more than one activity.

Programs (interpretive, walk, tour, exhibit, presentations, etc.)

Quality of program(s) attended
FY09: 11 respondents

- Very good: 73%
- Good: 18%
- Average: 9%
- Poor: 0%
- Very poor: 0%

FY09
Satisfaction measure: 91%
Average evaluation score: 4.6
North Sand Hills SRMA
Demographics

Visitor group composition

- Adults (18 and over): 71%
- Teenagers (13-17): 9%
- Children (under 12): 20%
- None: 20%

Number of adults (18 and over) in group

- 6 and more: 44%
- 3-5: 27%
- 1-2: 20%
- None: 19%

Number of teenagers (13-17) in group

- 6 and more: 9%
- 3-5: 19%
- 1-2: 19%
- None: 72%

Number of children (under 12) in group

- 6 and more: 0%
- 3-5: 19%
- 1-2: 20%
- None: 50%

Respondent age

- 18-21: 1%
- 22-30: 2%
- 31-40: 10%
- 41-50: 28%
- 51-60: 30%
- 61-70: 24%
- 71 and over: 7%

Gender

- Male: 60%
- Female: 40%
Ability to adequately use the facilities
FY09: 33 respondents

<table>
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FY09: Satisfaction measure: 88%
Average evaluation score: 4.2

Ability to access exhibits, waysides, etc.
FY09: 30 respondents

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<tr>
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<tr>
<td>Good</td>
<td>50%</td>
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<td>Average</td>
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<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY09: Satisfaction measure: 80%
Average evaluation score: 4.1

Ability to understand the messages
FY09: 31 respondents

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<tbody>
<tr>
<td>Very good</td>
<td>42%</td>
</tr>
<tr>
<td>Good</td>
<td>42%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY09: Satisfaction measure: 84%
Average evaluation score: 4.3

Ability to use the services in this area
FY09: 30 respondents

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