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 13 states during fiscal year 2010 (FY10). 13 of the 23 sites successfully completed survey distribution and collection. 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 BLM sites across the country 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 national response rate for the FY10 BLM survey was 91%. 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
FY10: 2537 respondents

- Very good: 68%
- Good: 20%
- Average: 4%
- Poor: 1%
- Very poor: 0%

FY10 Satisfaction measure: 95%
Average evaluation score: 4.6

FY10 GPRA Satisfaction Measure
Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

95%
BLM 2010
Research Methods

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>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</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 FY10. The survey response rate is described on the first page of this report, meaning that 91% 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 national response rate for the FY10 BLM survey was 91%. The graph and satisfaction found on the next page. Below (left) is a graph summarizing visitor opinions of the “overall and educational and interpretive materials.

Goal 3.2 -

The survey was developed to measure each site’s performance related to BLM GPRA Goal 2010 (FY10). 13 of the 23 sites successfully completed survey distribution and collection.

Performance and Results Act (GPRA), and better meet the needs of the public; a visitor

determining

Visitor

Each

decided

Visitors

# of

Rating

FY10: 2584 respondents

Satisfaction measure: 93%

Average evaluation score: 4.5

FY10: 2124 respondents

Satisfaction measure: 87%

Average evaluation score: 4.4

FY10: 2647 respondents

Satisfaction measure: 91%

Average evaluation score: 4.4

Everything considered: quality of BLM visitor information

FY10: 2747 respondents

Satisfaction measure: 92%

Average evaluation score: 4.5
Maintaining roads for motorized vehicles
FY10: 2647 respondents

Rating
Very good: 49%
Good: 38%
Average: 10%
Poor: 2%
Very poor: 1%

FY10: Satisfaction measure: 87%
Average evaluation score: 4.3

Maintaining trails for non-motorized use
FY10: 2076 respondents

Rating
Very good: 54%
Good: 37%
Average: 8%
Poor: 1%
Very poor: 0%

FY10: Satisfaction measure: 91%
Average evaluation score: 4.4

Maintaining a clean site
FY10: 2768 respondents

Rating
Very good: 69%
Good: 25%
Average: 4%
Poor: 1%
Very poor: 0%

FY10: Satisfaction measure: 94%
Average evaluation score: 4.6

Maintaining cleanliness of restrooms and other physical facilities
FY10: 2298 respondents

Rating
Very good: 62%
Good: 28%
Average: 8%
Poor: 2%
Very poor: 1%

FY10: Satisfaction measure: 91%
Average evaluation score: 4.5

Everything considered: overall condition of developed facilities
FY10: 2749 respondents

Rating
Very good: 58%
Good: 30%
Average: 9%
Poor: 1%
Very poor: 0%

FY10: Satisfaction measure: 94%
Average evaluation score: 4.5
Managing the appropriate use of vehicles  
FY10: 2143 respondents  
- Very good: 48%  
- Good: 43%  
- Average: 8%  
- Poor: 1%  
- Very poor: 0%  
FY10: Satisfaction measure: 91%  
Average evaluation score: 4.4

Managing the number of people  
FY10: 2267 respondents  
- Very good: 60%  
- Good: 43%  
- Average: 8%  
- Poor: 1%  
- Very poor: 0%  
FY10: Satisfaction measure: 93%  
Average evaluation score: 4.4

Keeping noise at appropriate levels  
FY10: 2319 respondents  
- Very good: 53%  
- Good: 39%  
- Average: 6%  
- Poor: 1%  
- Very poor: 0%  
FY10: Satisfaction measure: 92%  
Average evaluation score: 4.4

Providing sufficient law enforcement presence to prevent crime  
FY10: 1665 respondents  
- Very good: 42%  
- Good: 38%  
- Average: 10%  
- Poor: 5%  
- Very poor: 2%  
FY10: Satisfaction measure: 78%  
Average evaluation score: 4.1

Everything considered: visitor and recreation management  
FY10: 2504 respondents  
- Very good: 60%  
- Good: 42%  
- Average: 7%  
- Poor: 1%  
- Very poor: 0%  
FY10: Satisfaction measure: 92%  
Average evaluation score: 4.4
Adequately protecting the natural resources
FY10: 2584 respondents

- Very good: 55%
- Good: 38%
- Average: 6%
- Poor: 1%
- Very poor: 1%

FY10: Satisfaction measure: 93%
Average evaluation score: 4.5

Adequately protecting the cultural resources
FY10: 2124 respondents

- Very good: 59%
- Good: 35%
- Average: 6%
- Poor: 1%
- Very poor: 0%

FY10: Satisfaction measure: 93%
Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection
FY10: 2384 respondents

- Very good: 61%
- Good: 40%
- Average: 8%
- Poor: 1%
- Very poor: 1%

FY10: Satisfaction measure: 90%
Average evaluation score: 4.4

Everything considered: BLM protection of natural and cultural resources
FY10: 2575 respondents

- Very good: 51%
- Good: 41%
- Average: 7%
- Poor: 1%
- Very poor: 0%

FY10: Satisfaction measure: 92%
Average evaluation score: 4.4
Staff treated me courteously
FY10: 2527 respondents

Rating

Very good: 88%
Good: 11%
Average: 1%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 99%
Average evaluation score: 4.9

Staff demonstrated knowledge about the natural and cultural resources in the area
FY10: 2038 respondents

Rating

Very good: 78%
Good: 19%
Average: 3%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 97%
Average evaluation score: 4.7

Staff demonstrated knowledge about recreational opportunities in the area
FY10: 2148 respondents

Rating

Very good: 79%
Good: 18%
Average: 3%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 96%
Average evaluation score: 4.7

Everything considered: performance of BLM staff
FY10: 4944 respondents

Rating

Very good: 79%
Good: 19%
Average: 2%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 98%
Average evaluation score: 4.8
Providing quality educational and interpretive material about the resources at this site

**FY10: 1942 respondents**
- **Very good**: 54%
- **Good**: 30%
- **Average**: 8%
- **Poor**: 2%
- **Very poor**: 0%

FY10: Satisfaction measure: 90%
Average evaluation score: 4.4

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

**FY10: 1931 respondents**
- **Very good**: 48%
- **Good**: 30%
- **Average**: 11%
- **Poor**: 3%
- **Very poor**: 1%

FY10: Satisfaction measure: 84%
Average evaluation score: 4.3

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

**FY10: 1916 respondents**
- **Very good**: 52%
- **Good**: 34%
- **Average**: 11%
- **Poor**: 2%
- **Very poor**: 1%

FY10: Satisfaction measure: 86%
Average evaluation score: 4.3

Everything considered: interpretive and educational program

**FY10: 2099 respondents**
- **Very good**: 51%
- **Good**: 38%
- **Average**: 8%
- **Poor**: 2%
- **Very poor**: 1%

FY10: Satisfaction measure: 89%
Average evaluation score: 4.4
Quality of program(s) attended

**FY10: 618 respondents**

- Very good: 82%
- Good: 16%
- Average: 2%
- Poor: 0%
- Very poor: 0%

FY10 Satisfaction measure: 98%
Average evaluation score: 4.8

---

**Fees**

**Total fees paid**

FY10: 2896 respondents

Amount spent

- No fees: 73%
- Under $25: 19%
- $25 - $50: 6%
- > $50: 3%

**How appropriate was the fee charged for this site/area?**

FY10: 982 respondents

Rating

- Far too low: 3%
- Too low: 10%
- About right: 82%
- Too high: 6%
- Far too high: 0%

---

**The value of the recreation opportunity was at least equal to the fee asked to pay.**

FY10: 963 respondents

Rating

- Strongly agree: 44%
- Agree: 44%
- Not sure: 9%
- Disagree: 3%
- Strongly disagree: 0%

Proportion of respondents

- 0% 20% 40% 60% 80% 100%
Quality of Commercial Services
FY10: 305 respondents

Rating

Very good 72%
Good 23%
Average 4%
Poor 1%
Very poor 1%

FY10: Satisfaction measure: 95%
Average evaluation score: 4.6

Primary Activities at this Site/Area

Primary activities
FY10: 2575 respondents**

Activities

Camping 33%
Fishing 10%
Hunting 2%
Target shooting 2%
Sightseeing 48%
Picnicking 23%
Hiking/walking 63%
Swimming 13%
Motorized boating 1%
Non-motorized boating/rafting 4%
Horseback riding 1%
Rock climbing 5%
Driving for pleasure 28%
Bicycling 13%
Motorized recreation vehicles 8%
Education and interpretation 0%
Birdwatching/wildlife viewing 0%
Other 0%

** Percentages do not equal 100 because visitors could choose more than one activity.
**Ability to adequately use the facilities**

FY10: 448 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>61%</td>
</tr>
<tr>
<td>Good</td>
<td>31%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY10: Satisfaction measure: 93%
Average evaluation score: 4.5

**Ability to access exhibits, waysides, etc.**

FY10: 403 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>86%</td>
</tr>
<tr>
<td>Good</td>
<td>34%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY10: Satisfaction measure: 90%
Average evaluation score: 4.4

**Ability to understand the messages**

FY10: 428 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>61%</td>
</tr>
<tr>
<td>Good</td>
<td>30%</td>
</tr>
<tr>
<td>Average</td>
<td>4%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY10: Satisfaction measure: 95%
Average evaluation score: 4.6

**Ability to use the services in this area**

FY10: 431 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>69%</td>
</tr>
<tr>
<td>Good</td>
<td>23%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY10: Satisfaction measure: 92%
Average evaluation score: 4.6

---

Report # BLM10
Visitor group composition
FY10: 2280 groups

<table>
<thead>
<tr>
<th>Age group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (18 and over)</td>
<td>79%</td>
</tr>
<tr>
<td>Teenagers (13-17)</td>
<td>9%</td>
</tr>
<tr>
<td>Children (under 12)</td>
<td>15%</td>
</tr>
</tbody>
</table>

Number of adults (18 and over) in group
FY10: 2280 groups

<table>
<thead>
<tr>
<th>Adults in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 and more</td>
<td>8%</td>
</tr>
<tr>
<td>3-5</td>
<td>25%</td>
</tr>
<tr>
<td>1-2</td>
<td>68%</td>
</tr>
</tbody>
</table>

Number of teenagers (13-17) in group
FY10: 2280 groups

<table>
<thead>
<tr>
<th>Teenagers in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 and more</td>
<td>2%</td>
</tr>
<tr>
<td>3-5</td>
<td>2%</td>
</tr>
<tr>
<td>1-2</td>
<td>7%</td>
</tr>
<tr>
<td>none</td>
<td>89%</td>
</tr>
</tbody>
</table>

Number of children (under 12) in group
FY10: 2280 groups

<table>
<thead>
<tr>
<th>Children in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 and more</td>
<td>1%</td>
</tr>
<tr>
<td>3-5</td>
<td>4%</td>
</tr>
<tr>
<td>1-2</td>
<td>13%</td>
</tr>
<tr>
<td>none</td>
<td>82%</td>
</tr>
</tbody>
</table>

Respondent age
FY10: 2651 respondents

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>71 and over</td>
<td>4%</td>
</tr>
<tr>
<td>61-70</td>
<td>11%</td>
</tr>
<tr>
<td>51-60</td>
<td>14%</td>
</tr>
<tr>
<td>41-50</td>
<td>20%</td>
</tr>
<tr>
<td>31-40</td>
<td>26%</td>
</tr>
<tr>
<td>22-30</td>
<td>19%</td>
</tr>
<tr>
<td>18-21</td>
<td>7%</td>
</tr>
</tbody>
</table>

Gender
FY10: 2629 respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>55%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
</tr>
</tbody>
</table>

Proportion

<table>
<thead>
<tr>
<th>Proportion</th>
<th>Proportion</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>40%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>70%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>90%</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>