Grand Staircase-Escalante NM Visitor Center
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 2010 (FY10). 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 Grand Staircase-Escalante NM Visitor Center 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 100%. 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: 155 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>52%</td>
</tr>
<tr>
<td>Good</td>
<td>8%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
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<tr>
<td>Poor</td>
<td>0%</td>
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<tr>
<td>Very poor</td>
<td>0%</td>
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</table>

**FY10 GPRA Satisfaction Measure**

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

100%
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</th>
<th>Poor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Good</th>
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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 FY10. The survey response rate is described on the first page of this report, meaning that 100% 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 Grand Staircase-Escalante NM Visitor Center are presented in this report. The survey, developed to measure visitor information (i.e., use of maps, signs, brochures), developed facilities, managing recreation including access, and enjoyment of natural and cultural resources on DOI managed and partnered lands and sites, was conducted between FY10 and FY11. A total of 23 BLM recreation sites in 11 states were included in the survey.

For purpose of the visitor satisfaction survey, the research methods and limitations can be found on the page. 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 experience. The satisfaction measure of 97% for FY10 and 95% for FY11 reflects the experience of visitors at Grand Staircase-Escalante NM Visitor Center.

For FY10, the average evaluation score was 4.9 for providing useful maps and brochures, and 4.6 for ensuring public awareness of rules and regulations. The proportion of respondents who rated these categories as "very good" is 90% and 68%, respectively. The satisfaction measure for providing useful information on the Internet was 97% with an average evaluation score of 4.6. The proportion of respondents who rated this category as "very good" was 65%. Providing adequate signs on site for direction and orientation also received a satisfaction measure of 97% with an average evaluation score of 4.6. The proportion of respondents who rated this category as "very good" was 68%.

For FY11, the satisfaction measure for providing useful maps and brochures was 95% with an average evaluation score of 4.8. The proportion of respondents who rated this category as "very good" was 85%. The satisfaction measure for ensuring public awareness of rules and regulations was 92% with an average evaluation score of 4.6. The proportion of respondents who rated this category as "very good" was 75%. Providing useful information on the Internet received a satisfaction measure of 97% with an average evaluation score of 4.7. The proportion of respondents who rated this category as "very good" was 70%. Providing adequate signs on site for direction and orientation also received a satisfaction measure of 97% with an average evaluation score of 4.6. The proportion of respondents who rated this category as "very good" was 68%.

A description of the research methods and limitations can be found on the page.
Maintaining roads for motorized vehicles
FY10: 149 respondents

- Very good: 53%
- Good: 29%
- Average: 14%
- Poor: 2%
- Very poor: 2%

FY10: Satisfaction measure: 82%
Average evaluation score: 4.3

Maintaining a clean site
FY10: 165 respondents

- Very good: 82%
- Good: 13%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 97%
Average evaluation score: 4.8

Maintaining trails for non-motorized use
FY10: 70 respondents

- Very good: 60%
- Good: 27%
- Average: 11%
- Poor: 1%
- Very poor: 0%

FY10: Satisfaction measure: 87%
Average evaluation score: 4.5

Maintaining cleanliness of restrooms and other physical facilities
FY10: 161 respondents

- Very good: 81%
- Good: 19%
- Average: 1%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 99%
Average evaluation score: 4.8

Everything considered: overall condition of developed facilities
FY10: 172 respondents

- Very good: 67%
- Good: 29%
- Average: 4%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 96%
Average evaluation score: 4.6
Managing the appropriate use of vehicles

FY10: 89 respondents

Very good: 55%
Good: 34%
Average: 10%
Poor: 1%
Very poor: 0%

FY10: Satisfaction measure: 89%
Average evaluation score: 4.4

Managing the number of people

FY10: 97 respondents

Very good: 68%
Good: 28%
Average: 4%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 96%
Average evaluation score: 4.6

Keeping noise at appropriate levels

FY10: 94 respondents

Very good: 72%
Good: 24%
Average: 3%
Poor: 0%
Very poor: 0%

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

Providing sufficient law enforcement presence to prevent crime

FY10: 61 respondents

Very good: 64%
Good: 28%
Average: 7%
Poor: 0%
Very poor: 2%

FY10: Satisfaction measure: 92%
Average evaluation score: 4.5

Everything considered: visitor and recreation management

FY10: 118 respondents

Very good: 62%
Good: 31%
Average: 8%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 92%
Average evaluation score: 4.5
Adequately protecting the natural resources

FY10: 131 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>96%</td>
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<tr>
<td>Good</td>
<td>29%</td>
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<tr>
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FY10: Satisfaction measure: 95%
Average evaluation score: 4.6

Ensuring that visitor activities do not infringe on resource protection

FY10: 122 respondents

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<tbody>
<tr>
<td>Very good</td>
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FY10: Satisfaction measure: 93%
Average evaluation score: 4.6

Adequately protecting the cultural resources

FY10: 113 respondents

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<tr>
<th>Rating</th>
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<tbody>
<tr>
<td>Very good</td>
<td>72%</td>
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<tr>
<td>Good</td>
<td>26%</td>
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<tr>
<td>Average</td>
<td>9%</td>
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FY10: Satisfaction measure: 97%
Average evaluation score: 4.7

Everything considered: BLM protection of natural and cultural resources

FY10: 133 respondents

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<tr>
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FY10: Satisfaction measure: 95%
Average evaluation score: 4.6
Staff treated me courteously

FY10: 180 respondents

Rating

Very good: 98%
Good: 2%
Average: 0%
Poor: 0%
Very poor: 0%

FY10 Satisfaction measure: 100%
Average evaluation score: 5

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

FY10: 175 respondents

Rating

Very good: 93%
Good: 7%
Average: 0%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 100%
Average evaluation score: 4.9

Staff demonstrated knowledge about recreational opportunities in the area

FY10: 167 respondents

Rating

Very good: 9%
Good: 9%
Average: 0%
Poor: 0%
Very poor: 0%

FY10 Satisfaction measure: 100%
Average evaluation score: 4.9

Everything considered: performance of BLM staff

FY10: 180 respondents

Rating

Very good: 94%
Good: 6%
Average: 0%
Poor: 0%
Very poor: 0%

FY10: Satisfaction measure: 100%
Average evaluation score: 4.9
Providing quality educational and interpretive material about the resources at this site

FY10: 160 respondents

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<tr>
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<tr>
<td>Good</td>
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<td>Poor</td>
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<td>Very poor</td>
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FY10: Satisfaction measure: 100%
Average evaluation score: 4.9

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

FY10: 138 respondents

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<tr>
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<tbody>
<tr>
<td>Very good</td>
<td>80%</td>
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<tr>
<td>Good</td>
<td>17%</td>
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<tr>
<td>Average</td>
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<td>Poor</td>
<td>1%</td>
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<tr>
<td>Very poor</td>
<td>0%</td>
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FY10: Satisfaction measure: 96%
Average evaluation score: 4.8

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

FY10: 159 respondents

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<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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FY10: Satisfaction measure: 99%
Average evaluation score: 4.9

Everything considered: interpretive and educational program

FY10: 159 respondents

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<tr>
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<tbody>
<tr>
<td>Very good</td>
<td>87%</td>
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<tr>
<td>Good</td>
<td>13%</td>
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<tr>
<td>Average</td>
<td>0%</td>
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<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</table>

FY10: Satisfaction measure: 100%
Average evaluation score: 4.9
Grand Staircase-Escalante NM Visitor Center

Fees

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY10: 15 respondents

- Strongly agree: 80%
- Agree: 12%
- Not Sure: 7%
- Disagree: 0%
- Strongly disagree: 0%

How appropriate was the fee charged for this site/area?
FY10: 15 respondents

- Far too low: 0%
- Too low: 2%
- About right: 67%
- Too high: 7%
- Far too high: 0%

CAUTION!

Commercial Recreation Operations

Quality of Commercial Services
FY10: 22 respondents

- Very good: 91%
- Good: 0%
- Average: 0%
- Poor: 0%
- Very poor: 0%

CAUTION!

FY10
Satisfaction measure: 95%
Average evaluation score: 4.9
Primary activities
FY10: 140 respondents**

- Camping: 19%
- Fishing: 1%
- Hunting: 1%
- Target shooting: 1%
- Sightseeing: 66%
- Picnicking: 16%
- Hiking/walking: 54%
- Swimming: 2%
- Motorized boating: 3%
- Non-motorized boating/rafting: 2%
- Horseback riding: 1%
- Rock climbing: 4%
- Driving for pleasure: 57%
- Bicycling: 4%
- Motorized recreation vehicles: 5%
- Education and interpretation: 45%
- Birdwatching/wildlife viewing: 18%
- Other: 6%

** 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
FY10: 104 respondents

- Very good: 93%
- Good: 7%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY10: Satisfaction measure: 100%
Average evaluation score: 4.9
Ability to adequately use the facilities
FY10: 10 respondents
Very good: 90%
Good: 0%
Average: 10%
Poor: 0%
Very poor: 0%
FY10: Satisfaction measure: 90%
Average evaluation score: 4.8

Ability to access exhibits, waysides, etc.
FY10: 13 respondents
Very good: 85%
Good: 15%
Average: 0%
Poor: 0%
Very poor: 0%
FY10: Satisfaction measure: 100%
Average evaluation score: 4.8

Ability to understand the messages
FY10: 14 respondents
Very good: 86%
Good: 14%
Average: 0%
Poor: 0%
Very poor: 0%
FY10: Satisfaction measure: 100%
Average evaluation score: 4.9

Ability to use the services in this area
FY10: 13 respondents
Very good: 85%
Good: 8%
Average: 8%
Poor: 0%
Very poor: 0%
FY10: Satisfaction measure: 92%
Average evaluation score: 4.8