Canyons of the Ancients National Monument 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 24 BLM recreation sites in 13 states during fiscal year 2011 (FY11). 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 Canyons of the Ancients National Monument 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 99%. 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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>57%</td>
</tr>
<tr>
<td>Good</td>
<td>40%</td>
</tr>
<tr>
<td>Average</td>
<td>3%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY11: 273 respondents

FY11 GPRA Satisfaction Measure

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

97%

Average evaluation score: 4.5

Report prepared by the University of Idaho Park Studies Unit for the Bureau of Land Management, US Department of the Interior
Canyons of the Ancients National Monument
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>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Very</td>
<td></td>
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<td></td>
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<tr>
<td>Poor</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td></td>
<td></td>
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</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 FY11. The survey response rate is described on the first page of this report, meaning that 99% 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 Canyons of the Ancients National Monument are included in the report. The survey aimed to gather visitor opinions on various aspects of the monument, including access, enjoyment of natural and cultural resources, and satisfaction with facilities, amenities, and information. The report highlights the following key findings:

1. **Providing useful maps and brochures**
   - FY11: 259 respondents
   - Satisfaction measure: 85%
   - Average evaluation score: 4.2
   - Rating distribution:
     - Very good: 39%
     - Good: 48%
     - Average: 12%
     - Poor: 3%
     - Very poor: 0%

2. **Ensuring public awareness of rules and regulations**
   - FY11: 262 respondents
   - Satisfaction measure: 84%
   - Average evaluation score: 4.1
   - Rating distribution:
     - Very good: 29%
     - Good: 55%
     - Average: 15%
     - Poor: 2%
     - Very poor: 0%

3. **Providing useful information on the Internet**
   - FY11: 110 respondents
   - Satisfaction measure: 77%
   - Average evaluation score: 4.0
   - Rating distribution:
     - Very good: 39%
     - Good: 48%
     - Average: 21%
     - Poor: 2%
     - Very poor: 0%

4. **Providing adequate signs on site for direction and orientation**
   - FY11: 294 respondents
   - Satisfaction measure: 86%
   - Average evaluation score: 4.3
   - Rating distribution:
     - Very good: 47%
     - Good: 39%
     - Average: 12%
     - Poor: 2%
     - Very poor: 0%

5. **Overall satisfaction measure**
   - FY11: 286 respondents
   - Satisfaction measure: 91%
   - Average evaluation score: 4.3
   - Rating distribution:
     - Very good: 43%
     - Good: 48%
     - Average: 9%
     - Poor: 1%
     - Very poor: 0%

The report also includes a figure illustrating visitor opinions on the condition of developed facilities during FY11: 208 respondents, with dissatisfaction expressed in various levels, reflecting visitor feedback on the quality and cleanliness of developed areas.
Maintaining roads for motorized vehicles
FY11: 173 respondents
Rating
Very good: 29%
Good: 51%
Average: 17%
Poor: 1%
Very poor: 2%
FY11: Satisfaction measure: 80%
Average evaluation score: 4.1

Maintaining trails for non-motorized use
FY11: 288 respondents
Rating
Very good: 55%
Good: 42%
Average: 3%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 97%
Average evaluation score: 4.5

Maintaining a clean site
FY11: 292 respondents
Rating
Very good: 66%
Good: 30%
Average: 3%
Poor: 1%
Very poor: 0%
FY11: Satisfaction measure: 96%
Average evaluation score: 4.6

Maintaining cleanliness of restrooms and other physical facilities
FY11: 155 respondents
Rating
Very good: 25%
Good: 43%
Average: 23%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 68%
Average evaluation score: 3.8

Everything considered: overall condition of developed facilities
FY11: 280 respondents
Rating
Very good: 46%
Good: 50%
Average: 0%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 95%
Average evaluation score: 4.4
Managing the appropriate use of vehicles

FY11: 225 respondents

- Very good: 42%
- Good: 46%
- Average: 9%
- Poor: 3%
- Very poor: 0%

FY11: Satisfaction measure: 88%
Average evaluation score: 4.3

Managing the number of people

FY11: 231 respondents

- Very good: 41%
- Good: 49%
- Average: 10%
- Poor: 1%
- Very poor: 0%

FY11: Satisfaction measure: 90%
Average evaluation score: 4.3

Keeping noise at appropriate levels

FY11: 237 respondents

- Very good: 60%
- Good: 37%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY11: Satisfaction measure: 97%
Average evaluation score: 4.6

Providing sufficient law enforcement presence to prevent crime

FY11: 137 respondents

- Very good: 39%
- Good: 38%
- Average: 20%
- Poor: 4%
- Very poor: 1%

FY11: Satisfaction measure: 76%
Average evaluation score: 4.1

Everything considered: visitor and recreation management

FY11: 261 respondents

- Very good: 48%
- Good: 48%
- Average: 5%
- Poor: 0%
- Very poor: 0%

FY11: Satisfaction measure: 94%
Average evaluation score: 4.4
### Adequately protecting the natural resources

**FY11: 294 respondents**

- **Very good:** 46%
- **Good:** 40%
- **Average:** 12%
- **Poor:** 2%
- **Very poor:** 0%

**FY11**
- Satisfaction measure: 85%
- Average evaluation score: 4.3

### Ensuring that visitor activities do not infringe on resource protection

**FY11: 280 respondents**

- **Very good:** 33%
- **Good:** 44%
- **Average:** 19%
- **Poor:** 4%
- **Very poor:** 1%

**FY11**
- Satisfaction measure: 76%
- Average evaluation score: 4

### Adequately protecting the cultural resources

**FY11: 289 respondents**

- **Very good:** 43%
- **Good:** 38%
- **Average:** 14%
- **Poor:** 4%
- **Very poor:** 1%

**FY11**
- Satisfaction measure: 82%
- Average evaluation score: 4.2

### Everything considered: BLM protection of natural and cultural resources

**FY11: 293 respondents**

- **Very good:** 37%
- **Good:** 48%
- **Average:** 12%
- **Poor:** 2%
- **Very poor:** 1%

**FY11**
- Satisfaction measure: 85%
- Average evaluation score: 4.2
Providing *quality* educational and interpretive material about the resources at this site

- **FY11:** 157 respondents
- **Rating:**
  - Very good: 20%
  - Good: 55%
  - Average: 18%
  - Poor: 6%
  - Very poor: 1%
- **Satisfaction measure:** 75%
- **Average evaluation score:** 3.9

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

- **FY11:** 202 respondents
- **Rating:**
  - Very good: 29%
  - Good: 47%
  - Average: 21%
  - Poor: 2%
  - Very poor: 2%
- **Satisfaction measure:** 75%
- **Average evaluation score:** 4

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

- **FY11:** 151 respondents
- **Rating:**
  - Very good: 15%
  - Good: 50%
  - Average: 26%
  - Poor: 7%
  - Very poor: 1%
- **Satisfaction measure:** 66%
- **Average evaluation score:** 3.7

Everything considered: interpretive and educational program

- **FY11:** 200 respondents
- **Rating:**
  - Very good: 21%
  - Good: 52%
  - Average: 23%
  - Poor: 4%
  - Very poor: 1%
- **Satisfaction measure:** 73%
- **Average evaluation score:** 3.9
Canyons of the Ancients National Monument

Fees

Total fees paid
FY11: 298 respondents

Amount spent

<table>
<thead>
<tr>
<th></th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>99%</td>
</tr>
<tr>
<td>Under $25</td>
<td>1%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>0%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>0%</td>
</tr>
</tbody>
</table>

How appropriate was the fee charged for this site/area?
FY11: 10 respondents

Rating

<table>
<thead>
<tr>
<th></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>20%</td>
</tr>
<tr>
<td>About right</td>
<td>80%</td>
</tr>
<tr>
<td>Too high</td>
<td>0%</td>
</tr>
<tr>
<td>Far too high</td>
<td>0%</td>
</tr>
</tbody>
</table>

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY11: 11 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>36%</td>
</tr>
<tr>
<td>Agree</td>
<td>45%</td>
</tr>
<tr>
<td>Not sure</td>
<td>18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
</tr>
</tbody>
</table>

Commercial Recreation Operations

Quality of Commercial Services
FY11: 1 respondents

The chart for this question has been excluded because there were fewer than 10 responses. See page 2 for discussion regarding the required minimum response count.
Canyons of the Ancients National Monument
Primary Activities at this Site/Area

Primary activities
FY11: 283 respondents**

- Camping: 5%
- Fishing: 1%
- Hunting: 0%
- Target shooting: 0%
- Sightseeing: 21%
- Picnicking: 10%
- Hiking/walking: 91%
- Swimming: 0%
- Motorized boating: 0%
- Non-motorized boating/rafting: 1%
- Horseback riding: 2%
- Rock climbing: 4%
- Driving for pleasure: 4%
- Bicycling: 20%
- Motorized recreation vehicles: 0%
- Education and interpretation: 6%
- Birdwatching/wildlife viewing: 12%
- Other: 2%

Proportion of respondents

** 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
FY11: 4 respondents

The chart for this question has been excluded because there were fewer than 10 responses. See page 2 for discussion regarding the required minimum response count.

FY11
Satisfaction measure: 100%
Average evaluation score: 4.5
Canyons of the Ancients National Monument Demographics

Visitor group composition
FY11: 243 groups

<table>
<thead>
<tr>
<th>Age group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (18 and over)</td>
<td>92%</td>
</tr>
<tr>
<td>Teenagers (13-17)</td>
<td>1%</td>
</tr>
<tr>
<td>Children (under 12)</td>
<td>7%</td>
</tr>
</tbody>
</table>

Number of adults (18 and over) in group
FY11: 243 groups

<table>
<thead>
<tr>
<th>Adults in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>2%</td>
</tr>
<tr>
<td>3-5</td>
<td>33%</td>
</tr>
<tr>
<td>6 and more</td>
<td>3%</td>
</tr>
</tbody>
</table>

Number of teenagers (13-17) in group
FY11: 243 groups

<table>
<thead>
<tr>
<th>Teenagers in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
<td>98%</td>
</tr>
<tr>
<td>1-2</td>
<td>2%</td>
</tr>
<tr>
<td>3-5</td>
<td>0%</td>
</tr>
<tr>
<td>6 and more</td>
<td>0%</td>
</tr>
</tbody>
</table>

Number of children (under 12) in group
FY11: 243 groups

<table>
<thead>
<tr>
<th>Children in group</th>
<th>Proportion of groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
<td>88%</td>
</tr>
<tr>
<td>1-2</td>
<td>11%</td>
</tr>
<tr>
<td>3-5</td>
<td>0%</td>
</tr>
<tr>
<td>6 and more</td>
<td>0%</td>
</tr>
</tbody>
</table>

Respondent age
FY11: 283 respondents

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>1%</td>
</tr>
<tr>
<td>22-30</td>
<td>18%</td>
</tr>
<tr>
<td>31-40</td>
<td>31%</td>
</tr>
<tr>
<td>41-50</td>
<td>18%</td>
</tr>
<tr>
<td>51-60</td>
<td>18%</td>
</tr>
<tr>
<td>61-70</td>
<td>13%</td>
</tr>
<tr>
<td>71 and over</td>
<td>3%</td>
</tr>
</tbody>
</table>

Gender
FY11: 287 respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
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</tbody>
</table>

Report # CAAN611
**Ability to adequately use the facilities**

- **FY11**: 25 respondents
- **Rating**
  - Very good: 40%
  - Good: 52%
  - Average: 0%
  - Poor: 8%
  - Very poor: 0%

FY11: Satisfaction measure: 92%
Average evaluation score: 4.2

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

- **FY11**: 22 respondents
- **Rating**
  - Very good: 30%
  - Good: 56%
  - Average: 0%
  - Poor: 0%
  - Very poor: 0%

FY11: Satisfaction measure: 91%
Average evaluation score: 4.1

**Ability to understand the messages**

- **FY11**: 23 respondents
- **Rating**
  - Very good: 30%
  - Good: 52%
  - Average: 0%
  - Poor: 0%
  - Very poor: 0%

FY11: Satisfaction measure: 91%
Average evaluation score: 4.1

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

- **FY11**: 22 respondents
- **Rating**
  - Very good: 22%
  - Good: 59%
  - Average: 5%
  - Poor: 5%
  - Very poor: 5%

FY11: Satisfaction measure: 86%
Average evaluation score: 4