Red Cliffs National Conservation Area
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 Red Cliffs National Conservation Area 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
FY11: 360 respondents

Rating

<table>
<thead>
<tr>
<th></th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>41%</td>
</tr>
<tr>
<td>Good</td>
<td>49%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY11 Satisfaction Measure
Percentage of site visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

90%

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.

<table>
<thead>
<tr>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</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 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
Providing useful maps and brochures

FY11: 307 respondents

- **Very good**: 28%
- **Good**: 37%
- **Average**: 23%
- **Poor**: 9%
- **Very poor**: 4%

**FY11**: Satisfaction measure: 64%
Average evaluation score: 3.8

Ensuring public awareness of rules and regulations

FY11: 325 respondents

- **Very good**: 23%
- **Good**: 48%
- **Average**: 21%
- **Poor**: 6%
- **Very poor**: 2%

**FY11**: Satisfaction measure: 72%
Average evaluation score: 3.9

Provisioning useful information on the Internet

FY11: 224 respondents

- **Very good**: 23%
- **Good**: 51%
- **Average**: 22%
- **Poor**: 4%
- **Very poor**: 0%

**FY11**: Satisfaction measure: 74%
Average evaluation score: 3.9

Providing adequate signs on site for direction and orientation

FY11: 359 respondents

- **Very good**: 29%
- **Good**: 42%
- **Average**: 20%
- **Poor**: 6%
- **Very poor**: 3%

**FY11**: Satisfaction measure: 71%
Average evaluation score: 3.9

Everything considered: quality of BLM visitor information

FY11: 349 respondents

- **Very good**: 25%
- **Good**: 47%
- **Average**: 21%
- **Poor**: 9%
- **Very poor**: 2%

**FY11**: Satisfaction measure: 72%
Average evaluation score: 3.9
In order for the Bureau of Land Management (BLM) to comply with the Government Performance and Results Act (GPRA), this report assesses visitors' satisfaction with the Bureau's performance. The satisfaction measure for GPRA Goal 3.1 is the primary performance measure and should be used for reporting.

The satisfaction measure includes a combined percentage of "good" and "very good." This measure is summarized in the data report. A description of the research methods and limitations can be found in the report.

For example, the satisfaction measure for managing roads for motorized vehicles is 79%. The average evaluation score is 4.1. Similarly, the satisfaction measure for maintaining a clean site is 93%, with an average evaluation score of 4.4.

The report also includes diagrams summarizing the data on various aspects of facility management, such as cleanliness of restrooms and other physical facilities, and the overall condition of developed facilities. These diagrams provide a visual representation of the satisfaction measures and evaluation scores for each category.

Overall, the report highlights the BLM's commitment to ensuring public awareness and satisfaction with its services, as well as its ability to provide information and services that are useful and relevant to its users.
Red Cliffs National Conservation Area
Managing Visitor and Recreation Use

Managing the appropriate use of vehicles
FY11: 336 respondents

Rating

- Very good: 31%
- Good: 50%
- Average: 10%
- Poor: 2%
- Very poor: 1%

Satisfaction measure: 87%
Average evaluation score: 4.1

Managing the number of people
FY11: 343 respondents

Rating

- Very good: 31%
- Good: 52%
- Average: 12%
- Poor: 3%
- Very poor: 0%

Satisfaction measure: 83%
Average evaluation score: 4.1

Keeping noise at appropriate levels
FY11: 330 respondents

Rating

- Very good: 38%
- Good: 54%
- Average: 7%
- Poor: 0%
- Very poor: 0%

Satisfaction measure: 92%
Average evaluation score: 4.3

Providing sufficient law enforcement presence to prevent crime
FY11: 243 respondents

Rating

- Very good: 27%
- Good: 49%
- Average: 18%
- Poor: 5%
- Very poor: 4%

Satisfaction measure: 76%
Average evaluation score: 3.9

Everything considered: visitor and recreation management
FY11: 358 respondents

Rating

- Very good: 28%
- Good: 60%
- Average: 10%
- Poor: 2%
- Very poor: 0%

Satisfaction measure: 87%
Average evaluation score: 4.1
The results of the visitor satisfaction survey conducted at Red Cliffs National Conservation Area are summarized in this data report. A description of the research methods and limitations can be found on page 9.

Adequately protecting the natural resources
FY11: 374 respondents

- Very good: 38%
- Good: 50%
- Average: 11%
- Poor: 1%
- Very poor: 0%

FY11: Satisfaction measure: 87%
Average evaluation score: 4.2

Ensuring that visitor activities do not infringe on resource protection
FY11: 354 respondents

- Very good: 31%
- Good: 50%
- Average: 19%
- Poor: 3%
- Very poor: 1%

FY11: Satisfaction measure: 81%
Average evaluation score: 4.1

Adequately protecting the cultural resources
FY11: 330 respondents

- Very good: 37%
- Good: 50%
- Average: 12%
- Poor: 2%
- Very poor: 0%

FY11: Satisfaction measure: 87%
Average evaluation score: 4.2

Everything considered: BLM protection of natural and cultural resources
FY11: 369 respondents

- Very good: 32%
- Good: 55%
- Average: 12%
- Poor: 2%
- Very poor: 0%

FY11: Satisfaction measure: 87%
Average evaluation score: 4.2
Red Cliffs National Conservation Area
BLM Staff and Service

Staff treated me courteously
FY11: 261 respondents
Very good: 78%
Good: 21%
Rating
Average: 0%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 100%
Average evaluation score: 4.8

Staff demonstrated knowledge about the natural and cultural resources in the area
FY11: 206 respondents
Very good: 59%
Good: 30%
Rating
Average: 8%
Poor: 1%
Very poor: 0%
FY11: Satisfaction measure: 90%
Average evaluation score: 4.4

Staff demonstrated knowledge about recreational opportunities in the area
FY11: 223 respondents
Very good: 55%
Good: 39%
Rating
Average: 4%
Poor: 1%
Very poor: 0%
FY11: Satisfaction measure: 94%
Average evaluation score: 4.5

Everything considered: performance of BLM staff
FY11: 255 respondents
Very good: 57%
Good: 36%
Rating
Average: 4%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 96%
Average evaluation score: 4.5
Providing quality educational and interpretive material about the resources at this site

FY11: 234 respondents

- Very good: 15%
- Good: 49%
- Average: 22%
- Poor: 11%
- Very poor: 3%

FY11: Satisfaction measure: 64%
Average evaluation score: 3.6

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

FY11: 250 respondents

- Very good: 20%
- Good: 42%
- Average: 23%
- Poor: 11%
- Very poor: 4%

FY11: Satisfaction measure: 62%
Average evaluation score: 3.6

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

FY11: 221 respondents

- Very good: 14%
- Good: 39%
- Average: 31%
- Poor: 11%
- Very poor: 5%

FY11: Satisfaction measure: 53%
Average evaluation score: 3.5

Everything considered: interpretive and educational program

FY11: 262 respondents

- Very good: 19%
- Good: 41%
- Average: 27%
- Poor: 9%
- Very poor: 4%

FY11: Satisfaction measure: 60%
Average evaluation score: 3.6
## Red Cliffs National Conservation Area
### Fees

#### Total fees paid
FY11: 386 respondents

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fees</td>
<td>69%</td>
</tr>
<tr>
<td>Under $25</td>
<td>34%</td>
</tr>
<tr>
<td>$25 - $50</td>
<td>1%</td>
</tr>
<tr>
<td>&gt; $50</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### How appropriate was the fee charged for this site/area?
FY11: 161 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too low</td>
<td>2%</td>
</tr>
<tr>
<td>Too low</td>
<td>11%</td>
</tr>
<tr>
<td>About right</td>
<td>88%</td>
</tr>
<tr>
<td>Too high</td>
<td>2%</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: 160 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>47%</td>
</tr>
<tr>
<td>Agree</td>
<td>36%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>15%</td>
</tr>
<tr>
<td>Disagree</td>
<td>1%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
</tr>
</tbody>
</table>

## Commercial Recreation Operations

### Quality of Commercial Services
FY11: 32 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>72%</td>
</tr>
<tr>
<td>Good</td>
<td>19%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY11
Satisfaction measure: 94%
Average evaluation score: 4.6
Primary activities
FY11: 374 respondents**

- Camping: 12%
- Fishing: 1%
- Hunting: 0%
- Target shooting: 0%
- Sightseeing: 29%
- Picnicking: 18%
- Hiking/walking: 85%
- Swimming: 20%
- Motorized boating: 0%
- Non-motorized boating/rafting: 0%
- Horseback riding: 3%
- Rock climbing: 21%
- Driving for pleasure: 7%
- Bicycling: 19%
- Motorized recreation vehicles: 1%
- Education and interpretation: 2%
- Birdwatching/wildlife viewing: 12%
- Other: 5%

** 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: 22 respondents

- Very good: 55%
- Good: 40%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY11
Satisfaction measure: 100%
Average evaluation score: 4.5
Red Cliffs National Conservation Area
Demographics

Visitor group composition
FY11: 316 groups

<table>
<thead>
<tr>
<th>Age group</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (18 and over)</td>
<td>60%</td>
</tr>
<tr>
<td>Teenagers (13-17)</td>
<td>14%</td>
</tr>
<tr>
<td>Children (under 12)</td>
<td>21%</td>
</tr>
</tbody>
</table>

Number of adults (18 and over) in group
FY11: 316 groups

<table>
<thead>
<tr>
<th>Adults in group</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>61%</td>
</tr>
<tr>
<td>3-6</td>
<td>29%</td>
</tr>
<tr>
<td>6 and more</td>
<td>10%</td>
</tr>
</tbody>
</table>

Number of teenagers (13-17) in group
FY11: 316 groups

<table>
<thead>
<tr>
<th>Teenagers in group</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>9%</td>
</tr>
<tr>
<td>3-6</td>
<td>9%</td>
</tr>
<tr>
<td>6 and more</td>
<td>2%</td>
</tr>
<tr>
<td>none</td>
<td>84%</td>
</tr>
</tbody>
</table>

Number of children (under 12) in group
FY11: 316 groups

<table>
<thead>
<tr>
<th>Children in group</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>18%</td>
</tr>
<tr>
<td>3-6</td>
<td>13%</td>
</tr>
<tr>
<td>6 and more</td>
<td>3%</td>
</tr>
<tr>
<td>none</td>
<td>68%</td>
</tr>
</tbody>
</table>

Respondent age
FY11: 382 respondents

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>2%</td>
</tr>
<tr>
<td>22-30</td>
<td>14%</td>
</tr>
<tr>
<td>31-40</td>
<td>15%</td>
</tr>
<tr>
<td>41-50</td>
<td>21%</td>
</tr>
<tr>
<td>51-60</td>
<td>25%</td>
</tr>
<tr>
<td>61-70</td>
<td>18%</td>
</tr>
<tr>
<td>71 and over</td>
<td>8%</td>
</tr>
</tbody>
</table>

Gender
FY11: 374 respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>40%</td>
</tr>
</tbody>
</table>
Red Cliffs National Conservation Area
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY11: 58 respondents

- Very good: 38%
- Good: 43%
- Average: 14%
- Poor: 5%
- Very poor: 0%

FY11: Satisfaction measure: 81%
Average evaluation score: 4.1

Ability to access exhibits, waysides, etc.
FY11: 56 respondents

- Very good: 38%
- Good: 43%
- Average: 11%
- Poor: 9%
- Very poor: 0%

FY11: Satisfaction measure: 80%
Average evaluation score: 4.1

Ability to understand the messages
FY11: 55 respondents

- Very good: 44%
- Good: 44%
- Average: 9%
- Poor: 4%
- Very poor: 0%

FY11: Satisfaction measure: 87%
Average evaluation score: 4.3

Ability to use the services in this area
FY11: 55 respondents

- Very good: 43%
- Good: 40%
- Average: 5%
- Poor: 5%
- Very poor: 0%

FY11: Satisfaction measure: 89%
Average evaluation score: 4.3