Sourdough Creek Campground
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 Sourdough Creek Campground 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.

<table>
<thead>
<tr>
<th>Overall quality of recreation experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY11: 171 respondents</td>
</tr>
<tr>
<td>Very good</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Poor</td>
</tr>
<tr>
<td>Very poor</td>
</tr>
</tbody>
</table>

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

99%
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>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</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 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
Sourdough Creek Campground
Visitor Information

Providing useful maps and brochures
FY11: 158 respondents

Rating

Very good [68%]
Good [31%]
Average [3%]
Poor [0%]
Very poor [0%]

FY11
Satisfaction measure: 97%
Average evaluation score: 4.6

Providing useful information on the Internet
FY11: 83 respondents

Rating

Very good [43%]
Good [33%]
Average [19%]
Poor [4%]
Very poor [1%]

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

Ensuring public awareness of rules and regulations
FY11: 185 respondents

Rating

Very good [57%]
Good [30%]
Average [6%]
Poor [0%]
Very poor [0%]

FY11
Satisfaction measure: 94%
Average evaluation score: 4.5

Providing adequate signs on site for direction and orientation
FY11: 183 respondents

Rating

Very good [67%]
Good [28%]
Average [5%]
Poor [0%]
Very poor [0%]

FY11:
Satisfaction measure: 95%
Average evaluation score: 4.6

Everything considered: quality of BLM visitor information
FY11: 184 respondents

Rating

Very good [60%]
Good [38%]
Average [2%]
Poor [1%]
Very poor [0%]

FY11:
Satisfaction measure: 97%
Average evaluation score: 4.6
Maintaining roads for motorized vehicles
FY11: 189 respondents

Rating

- Very good: 63%
- Good: 34%
- Average: 2%
- Poor: 2%
- Very poor: 0%

Proportion of respondents

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

Maintaining trails for non-motorized use
FY11: 136 respondents

Rating

- Very good: 63%
- Good: 29%
- Average: 8%
- Poor: 0%
- Very poor: 0%

Proportion of respondents

FY11: Satisfaction measure: 92%
Average evaluation score: 4.5

Maintaining a clean site
FY11: 191 respondents

Rating

- Very good: 86%
- Good: 14%
- Average: 2%
- Poor: 0%
- Very poor: 0%

Proportion of respondents

FY11: Satisfaction measure: 98%
Average evaluation score: 4.8

Maintaining cleanliness of restrooms and other physical facilities
FY11: 177 respondents

Rating

- Very good: 77%
- Good: 22%
- Average: 1%
- Poor: 1%
- Very poor: 0%

Proportion of respondents

FY11: Satisfaction measure: 99%
Average evaluation score: 4.9

Everything considered: overall condition of developed facilities
FY11: 189 respondents

Rating

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

Proportion of respondents

FY11: Satisfaction measure: 99%
Average evaluation score: 4.7
The results of the visitor satisfaction survey conducted at Sourdough Creek Campground are summarized in this report. The survey will also help the BLM better serve the public. The survey collected visitor satisfaction data from 24 BLM recreation sites in 13 states during fiscal year 2011 (FY11). The survey was developed to measure visitor satisfaction in facilities and services at BLM recreation sites.

The satisfaction measure was 91% for FY11. The average evaluation score was 4.5.

Managing the appropriate use of vehicles: FY11: 159 respondents
- Very good: 59%
- Good: 35%
- Average: 4%
- Poor: 1%
- Very poor: 0%

Satisfaction measure: 95%
Average evaluation score: 4.5

Managing the number of people: FY11: 164 respondents
- Very good: 61%
- Good: 32%
- Average: 4%
- Poor: 1%
- Very poor: 0%

Satisfaction measure: 93%
Average evaluation score: 4.5

Keeping noise at appropriate levels: FY11: 172 respondents
- Very good: 50%
- Good: 35%
- Average: 6%
- Poor: 1%
- Very poor: 2%

Satisfaction measure: 91%
Average evaluation score: 4.4

Providing sufficient law enforcement presence to prevent crime: FY11: 86 respondents
- Very good: 43%
- Good: 37%
- Average: 8%
- Poor: 5%
- Very poor: 7%

Satisfaction measure: 80%
Average evaluation score: 4

Everything considered: visitor and recreation management: FY11: 179 respondents
- Very good: 54%
- Good: 42%
- Average: 4%
- Poor: 1%
- Very poor: 0%

Satisfaction measure: 96%
Average evaluation score: 4.5
Each site's performance related to BLM GPRA Goal 3.2—24 BLM recreation sites in 13 states during fiscal year 2011 (FY11). The survey was developed to measure results act (GPRA), and better meet the needs of the public; a visitor satisfaction survey was conducted at...
Staff demonstrated knowledge about the resources at this site
FY11: Satisfaction measure: 100%
Average evaluation score: 4.7

Staff treated me courteously
FY11: 184 respondents
Very good: 91%
Good: 9%
Rating
Average: 0%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 100%
Average evaluation score: 4.9

Staff demonstrated knowledge about the natural and cultural resources in the area
FY11: 142 respondents
Very good: 74%
Good: 23%
Rating
Average: 3%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 97%
Average evaluation score: 4.7

Everything considered: performance of BLM staff
FY11: 183 respondents
Very good: 66%
Good: 14%
Rating
Average: 15%
Poor: 0%
Very poor: 0%
FY11: Satisfaction measure: 99%
Average evaluation score: 4.9
Providing **quality** educational and interpretive material about the resources at this site

FY11: 117 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>37%</td>
</tr>
<tr>
<td>Good</td>
<td>56%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>3%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY11

Satisfaction measure: 92%
Average evaluation score: 4.3

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

FY11: 125 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>50%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY11: Satisfaction measure: 93%
Average evaluation score: 4.3

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

FY11: 115 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>37%</td>
</tr>
<tr>
<td>Good</td>
<td>57%</td>
</tr>
<tr>
<td>Average</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY11

Satisfaction measure: 93%
Average evaluation score: 4.3

Everything considered: interpretive and educational program

FY11: 132 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>30%</td>
</tr>
<tr>
<td>Good</td>
<td>54%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY11: Satisfaction measure: 90%
Average evaluation score: 4.2
**Sourdough Creek Campground**

### Fees

**Total fees paid**
- No fees: 28%
- Under $25: 4%
- $25 - $50: 1%
- > $50: 69%
- Proportion of respondents

**How appropriate was the fee charged for this site/area?**
- Far too low: 1%
- Too low: 1%
- About right: 77%
- Too high: 19%
- Far too high: 2%
- Proportion of respondents

**The value of the recreation opportunity was at least equal to the fee asked to pay.**
- Strongly agree: 29%
- Agree: 6%
- Not Sure: 12%
- Disagree: 3%
- Strongly disagree: 1%
- Proportion of respondents

### Commercial Recreation Operations

**Quality of Commercial Services**
- FY11: 6 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.
Sourdough Creek Campground
Primary Activities at this Site/Area

Primary activities
FY11: 184 respondents**

- Camping: 82%
- Fishing: 49%
- Hunting: 1%
- Target shooting: 1%
- Sightseeing: 20%
- Picnicking: 13%
- Hiking/walking: 33%
- Swimming: 4%
- Motorized boating: 10%
- Non-motorized boating/rafting: 18%
- Horseback riding: 0%
- Rock climbing: 0%
- Driving for pleasure: 6%
- Bicycling: 5%
- Motorized recreation vehicles: 3%
- Education and interpretation: 2%
- Birdwatching/wildlife viewing: 16%
- 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
FY11: 29 respondents

- Very good: 78%
- Good: 21%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY11
Satisfaction measure: 97%
Average evaluation score: 4.7
Sourdough Creek Campground
Demographics

Visitor group composition
FY11: 166 groups

Age group
- Adults (18 and over): 83%
- Teenagers (13-17): 6%
- Children (under 12): 11%

Number of teenagers (13-17) in group
FY11: 166 groups

- 6 and more: 1%
- 3-5: 13%
- 1-2: 89%
- None: 0%

Number of adults (18 and over) in group
FY11: 166 groups

- 6 and more: 8%
- 3-5: 27%
- 1-2: 69%
- None: 0%

Number of children (under 12) in group
FY11: 166 groups

- 6 and more: 0%
- 3-5: 0%
- 1-2: 20%
- None: 77%

Respondent age
FY11: 182 respondents

- 71 and over: 3%
- 61-70: 12%
- 51-60: 23%
- 41-50: 14%
- 31-40: 21%
- 22-30: 21%
- 18-21: 5%

Gender
FY11: 175 respondents

- Male: 50%
- Female: 50%
Sourdough Creek Campground
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY11: 41 respondents

- Very good: 76%
- Good: 22%
- Average: 2%
- Poor: 0%
- Very poor: 0%

FY11: Satisfaction measure: 98%
Average evaluation score: 4.7

Ability to access exhibits, waysides, etc.
FY11: 37 respondents

- Very good: 68%
- Good: 24%
- Average: 8%
- Poor: 0%
- Very poor: 0%

FY11: Satisfaction measure: 92%
Average evaluation score: 4.6

Ability to understand the messages
FY11: 39 respondents

- Very good: 77%
- Good: 23%
- Average: 0%
- Poor: 0%
- Very poor: 0%

FY11: Satisfaction measure: 100%
Average evaluation score: 4.8

Ability to use the services in this area
FY11: 38 respondents

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

FY11: Satisfaction measure: 97%
Average evaluation score: 4.8