Arctic Interagency 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 24 BLM recreation sites in 13 states during fiscal year 2012 (FY12). 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 Arctic Interagency 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 92%. 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
FY12: 118 respondents

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<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>80%</td>
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<td>Good</td>
<td>14%</td>
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<td>Average</td>
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<td>Very poor</td>
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FY12 Satisfaction measure: 99%
Average evaluation score: 4.8

FY12 GPRA 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.

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<th>Very Poor</th>
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- 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 FY12. The survey response rate is described on the first page of this report, meaning that 92% 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 within ±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

Report # ARIN912
Providing useful maps and brochures
FY12: 128 respondents
Very good: 79%
Good: 20%
Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
FY12: Satisfaction measure: 99%
Average evaluation score: 4.8

Ensuring public awareness of rules and regulations
FY12: 110 respondents
Very good: 69%
Good: 34%
Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
FY12: Satisfaction measure: 99%
Average evaluation score: 4.6

Providing useful information on the Internet
FY12: 55 respondents
Very good: 56%
Good: 40%
Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
FY12: Satisfaction measure: 96%
Average evaluation score: 4.5

Providing adequate signs on site for direction and orientation
FY12: 122 respondents
Very good: 69%
Good: 28%
Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

Everything considered: quality of BLM visitor information
FY12: 126 respondents
Very good: 78%
Good: 21%
Rating
Proportion of respondents
0% 20% 40% 60% 80% 100%
FY12: Satisfaction measure: 98%
Average evaluation score: 4.8
Maintaining roads for motorized vehicles
FY12: 127 respondents

Satisfaction measure: 88%
Average evaluation score: 4.3

Maintaining trails for non-motorized use
FY12: 56 respondents

Satisfaction measure: 93%
Average evaluation score: 4.5

Maintaining cleanliness of restrooms and other physical facilities
FY12: 123 respondents

Satisfaction measure: 98%
Average evaluation score: 4.8

Everything considered: overall condition of developed facilities
FY12: 129 respondents

Satisfaction measure: 98%
Average evaluation score: 4.8
Managing the appropriate use of vehicles
FY12: 92 respondents
Satisfaction measure: 96%
Average evaluation score: 4.5

Managing the number of people
FY12: 95 respondents
Satisfaction measure: 98%
Average evaluation score: 4.6

Keeping noise at appropriate levels
FY12: 95 respondents
Satisfaction measure: 94%
Average evaluation score: 4.6

Providing sufficient law enforcement presence to prevent crime
FY12: 57 respondents
Satisfaction measure: 86%
Average evaluation score: 4.4

Everything considered: visitor and recreation management
FY12: 105 respondents
Satisfaction measure: 97%
Average evaluation score: 4.6
Adequately protecting the natural resources
FY12: 105 respondents

Rating
Very good 60%
Good 35%
Average 4%
Poor 1%
Very poor 0%

FY12    Satisfaction measure: 95%
        Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection
FY12: 94 respondents

Rating
Very good 68%
Good 31%
Average 1%
Poor 0%
Very poor 0%

FY12:    Satisfaction measure: 99%
        Average evaluation score: 4.7

Adequately protecting the cultural resources
FY12: 99 respondents

Rating
Very good 61%
Good 33%
Average 8%
Poor 0%
Very poor 0%

FY12    Satisfaction measure: 94%
        Average evaluation score: 4.5

Everything considered: BLM protection of natural and cultural resources
FY12: 102 respondents

Rating
Very good 68%
Good 31%
Average 3%
Poor 0%
Very poor 0%

FY12:    Satisfaction measure: 97%
        Average evaluation score: 4.6
Staff demonstrated knowledge about the natural and cultural resources in the area

FY12: 118 respondents
- Very good: 89%
- Good: 10%
- Average: 1%
- Poor: 0%
- Very poor: 0%

Satisfaction measure: 99%
Average evaluation score: 4.9

Staff demonstrated knowledge about recreational opportunities in the area

FY12: 118 respondents
- Very good: 88%
- Good: 12%
- Average: 0%
- Poor: 0%
- Very poor: 0%

Satisfaction measure: 100%
Average evaluation score: 5

Everything considered: performance of BLM staff

FY12: 126 respondents
- Very good: 90%
- Good: 10%
- Average: 1%
- Poor: 0%
- Very poor: 0%

Satisfaction measure: 99%
Average evaluation score: 4.9
Providing quality educational and interpretive material about the resources at this site

FY12: 119 respondents

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

FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

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

FY12: 112 respondents

- Very good: 73%
- Good: 21%
- Average: 4%
- Poor: 1%
- Very poor: 0%

FY12: Satisfaction measure: 95%
Average evaluation score: 4.7

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

FY12: 123 respondents

- Very good: 73%
- Good: 24%
- Average: 2%
- Poor: 1%
- Very poor: 0%

FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

Everything considered: interpretive and educational program

FY12: 124 respondents

- Very good: 75%
- Good: 22%
- Average: 3%
- Poor: 0%
- Very poor: 0%

FY12: Satisfaction measure: 97%
Average evaluation score: 4.7
Total fees paid
FY12: 132 respondents

Amount spent
Proportion of respondents

No fees 90%
Under $25 7%
$25 - $50 0%
> $50 0%

How appropriate was the fee charged for this site/area?
FY12: 19 respondents

Rating
Proportion of respondents

Far too low 0%
Too low 18%
About right 79%
Too high 0%
Far too high 0%

CAUTION!

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY12: 18 respondents

Rating
Proportion of respondents

Strongly agree 39%
Agree 39%
Not sure 17%
Disagree 0%
Strongly disagree 0%

CAUTION!

Commercial Recreation Operations

Quality of Commercial Services
FY12: 23 respondents

Rating
Proportion of respondents

Very good 74%
Good 26%
Average 0%
Poor 0%
Very poor 0%

CAUTION!

FY12
Satisfaction measure: 100%
Average evaluation score: 4.7
Arctic Interagency Visitor Center
Primary Activities at this Site/Area

**Primary activities**
FY12: 122 respondents**

- Camping: 42%
- Fishing: 5%
- Hunting: 3%
- Target shooting: 2%
- Sightseeing: 61%
- Picnicking: 14%
- Hiking/walking: 45%
- Swimming: 3%
- Motorized boating: 0%
- Non-motorized boating/rafting: 9%
- Horseback riding: 1%
- Rock climbing: 2%
- Driving for pleasure: 51%
- Bicycling: 4%
- Motorized recreation vehicles: 9%
- Education and interpretation: 32%
- Birdwatching/wildlife viewing: 30%
- Other: 7%

**Quality of program(s) attended**
FY12: 63 respondents

- Very good: 87%
- Good: 11%
- Average: 2%
- Poor: 0%
- Very poor: 0%

FY12 Satisfaction measure: 98%
Average evaluation score: 4.9

**Programs (interpretive, walk, tour, exhibit, presentations, etc.)**

**Percentages do not equal 100 because visitors could choose more than one activity.**
Arctic Interagency Visitor Center
Demographics

Visitor group composition
FY12: 92 groups

Age group

- Adults (18 and over) 90%
- Teenagers (13-17) 9%
- Children (under 12) 2%

Number of adults (18 and over) in group
FY12: 92 groups

- 6 and more 12%
- 3-5 23%
- 1-2 69%

Number of teenagers (13-17) in group
FY12: 92 groups

- 6 and more 0%
- 3-5 1%
- 1-2 10%
- none 89%

Number of children (under 12) in group
FY12: 92 groups

- 6 and more 0%
- 3-5 1%
- 1-2 1%
- none 98%

Respondent age
FY12: 126 respondents

- 71 and over 2%
- 61-70 14%
- 51-60 19%
- 41-50 7%
- 31-40 21%
- 22-30 24%
- 18-21 13%

Gender
FY12: 105 respondents

- Male 53%
- Female 47%
Arctic Interagency Visitor Center
Accessibility to Visitors with Disabilities

Ability to adequately use the facilities
FY12: 14 respondents

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FY12: Satisfaction measure: 93%
Average evaluation score: 4.6

Ability to access exhibits, waysides, etc.
FY12: 15 respondents

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FY12: Satisfaction measure: 100%
Average evaluation score: 4.6

Ability to understand the messages
FY12: 16 respondents

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FY12: Satisfaction measure: 94%
Average evaluation score: 4.6

Ability to use the services in this area
FY12: 15 respondents

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FY12: Satisfaction measure: 93%
Average evaluation score: 4.7

University of Idaho
Park Studies Unit

Report # ARIN912