BLM 2012 System-wide Report
National Report

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). 17 of the 24 sites successfully completed survey distribution and collection. 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 BLM sites across the country 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 national response rate for the FY12 BLM survey was 86%. 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.

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**Overall quality of recreation experience**

FY12: 2743 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>69%</td>
</tr>
<tr>
<td>Good</td>
<td>27%</td>
</tr>
<tr>
<td>Average</td>
<td>4%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

**FY12 GPRA Satisfaction Measure**

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

96%
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>Very</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</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 FY12. The survey response rate is described on the first page of this report, meaning that 86% 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 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 national response rate for the FY12 BLM survey was 86%. The graph and satisfaction rounding). found on the next page. Below (left) is a graph summarizing visitor opinions of the "overall facilities, managing recreation use, resource management, BLM staff and customer service, educational and interpretive materials.

Inside the Visitor opportunities, facilities, managing recreation use, resource management, BLM staff and customer service, educational and interpretive materials.

• Provide for a quality recreation experience, including access, and enjoyment of

FY12                   Satisfaction measure: 92%

FY12                   Satisfaction measure: 87%

FY12                   Satisfaction measure: 96%

FY12: 3073 respondents

Average evaluation score: 4.5

Very good

Poor

Very poor

53%

36%

11%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 91%

Average evaluation score: 4.3

Very good

Good

Average

Poor

Very poor

41%

38%

15%

5%

2%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 94%

Average evaluation score: 4.5

Very good

Good

Average

Poor

Very poor

57%

32%

9%

2%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

Providing useful maps and brochures FY12: 2806 respondents

Very good

Good

Average

Poor

Very poor

57%

32%

9%

2%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 89%

Average evaluation score: 4.4

Ensuring public awareness of rules and regulations FY12: 2924 respondents

Very good

Good

Average

Poor

Very poor

47%

40%

12%

1%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 87%

Average evaluation score: 4.3

Providing adequate signs on site for direction and orientation FY12: 3012 respondents

Very good

Good

Average

Poor

Very poor

52%

34%

11%

2%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 86%

Average evaluation score: 4.3

Everything considered: quality of BLM visitor information FY12: 3019 respondents

Very good

Good

Average

Poor

Very poor

53%

36%

11%

1%

0%

0% 20% 40% 60% 80% 100%

Proportion of respondents

FY12: Satisfaction measure: 89%

Average evaluation score: 4.4
Maintaining roads for motorized vehicles
FY12: 3073 respondents
Rating

Very good: 50%
Good: 34%
Average: 12%
Poor: 3%
Very poor: 1%

FY12: Satisfaction measure: 84%
Average evaluation score: 4.3

Maintaining trails for non-motorized use
FY12: 2278 respondents
Rating

Very good: 49%
Good: 30%
Average: 10%
Poor: 2%
Very poor: 1%

FY12: Satisfaction measure: 87%
Average evaluation score: 4.3

Maintaining cleanliness of restrooms and other physical facilities
FY12: 2760 respondents
Rating

Very good: 62%
Good: 29%
Average: 8%
Poor: 1%
Very poor: 0%

FY12: Satisfaction measure: 90%
Average evaluation score: 4.5

Everything considered: overall condition of developed facilities
FY12: 3090 respondents
Rating

Very good: 59%
Good: 36%
Average: 6%
Poor: 0%
Very poor: 0%

FY12: Satisfaction measure: 94%
Average evaluation score: 4.5
The national response rate for the FY12 BLM survey was 86%. The graph and satisfaction summarized in this data report. A description of the research methods and limitations can be natural and cultural resources on DOI managed and partnered lands and waters.

Managing the appropriate use of vehicles
FY12: 2983 respondents

Managing the number of people
FY12: 2772 respondents

Keeping noise at appropriate levels
FY12: 2785 respondents

Providing sufficient law enforcement presence to prevent crime
FY12: 1958 respondents

Everything considered: visitor and recreation management
FY12: 2888 respondents
The national response rate for the FY12 BLM survey was 86%. The graph and satisfaction found on the next page. Below (left) is a graph summarizing visitor opinions of the "overall summarized in this data report. A description of the research methods and limitations can be and educational and interpretive materials.

The survey will also help the BLM better serve the public. The survey collected visitor satisfaction survey was conducted at 24 BLM recreation sites in 13 states during fiscal year Performance and Results Act (GPRA), and better meet the needs of the public; a visitor

<table>
<thead>
<tr>
<th>FY12</th>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2914</td>
<td>Very good</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 92%
Average evaluation score: 4.5

Ensuring that visitor activities do not infringe on resource protection

<table>
<thead>
<tr>
<th>FY12</th>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2676</td>
<td>Very good</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 90%
Average evaluation score: 4.4

Adequately protecting the natural resources

<table>
<thead>
<tr>
<th>FY12</th>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2444</td>
<td>Very good</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 91%
Average evaluation score: 4.5

Adequately protecting the cultural resources

<table>
<thead>
<tr>
<th>FY12</th>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2860</td>
<td>Very good</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 91%
Average evaluation score: 4.4

Everything considered: BLM protection of natural and cultural resources
Staff treated me courteously

FY12: 2953 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>88%</td>
</tr>
<tr>
<td>Good</td>
<td>11%</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>
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</tbody>
</table>

FY12: Satisfaction measure: 99%
Average evaluation score: 4.9

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

FY12: 2476 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>77%</td>
</tr>
<tr>
<td>Good</td>
<td>20%</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>
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</tbody>
</table>

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

Staff demonstrated knowledge about recreational opportunities in the area

FY12: 2633 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>79%</td>
</tr>
<tr>
<td>Good</td>
<td>19%</td>
</tr>
<tr>
<td>Average</td>
<td>1%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</table>

FY12: Satisfaction measure: 98%
Average evaluation score: 4.8

Everything considered: performance of BLM staff

FY12: 5758 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>79%</td>
</tr>
<tr>
<td>Good</td>
<td>18%</td>
</tr>
<tr>
<td>Average</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY12: Satisfaction measure: 98%
Average evaluation score: 4.8
Providing quality educational and interpretive material about the resources at this site

- **FY12:** 2166 respondents
- **Very good:** 52%
- **Good:** 30%
- **Average:** 11%
- **Poor:** 1%
- **Very poor:** 0%

FY12: Satisfaction measure: 87%
Average evaluation score: 4.4

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

- **FY12:** 2124 respondents
- **Very good:** 50%
- **Good:** 33%
- **Average:** 13%
- **Poor:** 2%
- **Very poor:** 1%

FY12: Satisfaction measure: 83%
Average evaluation score: 4.3

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

- **FY12:** 2126 respondents
- **Very good:** 50%
- **Good:** 34%
- **Average:** 13%
- **Poor:** 2%
- **Very poor:** 1%

FY12: Satisfaction measure: 84%
Average evaluation score: 4.3

Everything considered: interpretive and educational program

- **FY12:** 2241 respondents
- **Very good:** 51%
- **Good:** 30%
- **Average:** 12%
- **Poor:** 1%
- **Very poor:** 1%

FY12: Satisfaction measure: 86%
Average evaluation score: 4.4
Amount spent

FY12: 3290 respondents
- No fees: 51%
- Under $25: 34%
- $25 - $50: 7%
- > $50: 7%

Quality of program(s) attended
FY12: 625 respondents
- Very good: 70%
- Good: 21%
- Average: 2%
- Poor: 1%
- Very poor: 0%

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

How appropriate was the fee charged for this site/area?
FY12: 1876 respondents
- Far too low: 2%
- Too low: 12%
- About right: 69%
- Too high: 3%
- Far too high: 1%

The value of the recreation opportunity was at least equal to the fee asked to pay.
FY12: 1843 respondents
- Strongly agree: 47%
- Agree: 43%
- Not Sure: 7%
- Disagree: 2%
- Strongly disagree: 1%
**Quality of Commercial Services**

FY12: 305 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>71%</td>
</tr>
<tr>
<td>Good</td>
<td>20%</td>
</tr>
<tr>
<td>Average</td>
<td>3%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>4%</td>
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</tbody>
</table>

FY12 Satisfaction measure: 91% 
Average evaluation score: 4.5

**Primary Activities at this Site/Area**

**Primary activities**

FY12: 3238 respondents**

<table>
<thead>
<tr>
<th>Activities</th>
<th>Proportion of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping</td>
<td>47%</td>
</tr>
<tr>
<td>Fishing</td>
<td>23%</td>
</tr>
<tr>
<td>Hunting</td>
<td>2%</td>
</tr>
<tr>
<td>Target shooting</td>
<td>2%</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>38%</td>
</tr>
<tr>
<td>Picnicking</td>
<td>18%</td>
</tr>
<tr>
<td>Hiking/walking</td>
<td>56%</td>
</tr>
<tr>
<td>Swimming</td>
<td>16%</td>
</tr>
<tr>
<td>Motorized boating</td>
<td>8%</td>
</tr>
<tr>
<td>Non-motorized boating/rafting</td>
<td>11%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>2%</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>3%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>22%</td>
</tr>
<tr>
<td>Bicycling</td>
<td>10%</td>
</tr>
<tr>
<td>Motorized recreation vehicles</td>
<td>8%</td>
</tr>
<tr>
<td>Education and interpretation</td>
<td>0%</td>
</tr>
<tr>
<td>Birdwatching/wildlife viewing</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

** Percentages do not equal 100 because visitors could choose more than one activity.**
Ability to adequately use the facilities
FY12: 572 respondents

FY12: Satisfaction measure: 90%
Average evaluation score: 4.5

Ability to access exhibits, waysides, etc.
FY12: 534 respondents

FY12: Satisfaction measure: 87%
Average evaluation score: 4.4

Ability to understand the messages
FY12: 552 respondents

FY12: Satisfaction measure: 89%
Average evaluation score: 4.4

Ability to use the services in this area
FY12: 554 respondents

FY12: Satisfaction measure: 91%
Average evaluation score: 4.5