Squaw Lake Campground and Boatramp 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 Squaw Lake Campground and Boatramp during fiscal year 2017. The survey was developed to measure a 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, recreation use management, resource management, BLM staff and service, programs, commercial recreation operations, educational and interpretive materials, fees, accessibility for visitors with disabilities, activities, and demographics.

The results of the visitor satisfaction survey conducted at Squaw Lake Campground and Boatramp are summarized in this data report. A description of the research methods and limitations can be found on page two. Below (left) is a graph summarizing visitor opinions regarding the overall quality of their experience at this site. The satisfaction measure below (right) is a combined proportion of "good" and "very good" responses. This is the primary performance measure for GPRA Goal 3.1 and should be used when reporting performance for this goal. (NOTE: the satisfaction measure may not equal the sum of "very good" and "good" proportions due to rounding.)

The response rate for this survey site is not available due to missing survey distribution data. The graph 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.
Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains ten 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," "providing useful information on the internet," 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 GFRA reporting numbers.

All graphs include the following information:

- The number of visitor responses for the indicator;
- The proportion of responses for each answer choice;

Graphs for quality indicators also include:

- A "satisfaction measure" that combines the proportion of total responses which were "Very good" or "Good;"
- An average (mean) evaluation score where a number closer to five reflects a more positive visitor response;
- Quality indicators are based on the following scale:

  "Very poor" = 1, "Poor" = 2, "Average" = 3, "Good" = 4, "Very good" = 5;

  \[
  \begin{array}{cccccc}
  \text{Very} & | & | & | & | & \text{Very} \\
  \text{Poor} & 1 & 2 & 3 & 4 & 5 \text{ Good}
  \end{array}
  \]

NOTE Graph proportions may not equal 100% due to rounding.

Procedure

Surveys were distributed to a random sample of visitors at this site during a selected period in FY17. 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.

The survey response rate is described on page one of this report. The number of respondents for each indicator is reported at the top of each figure. All proportions are reported as whole percentages while averages are rounded to the nearest tenth.

Caution is advised when interpreting any data with fewer than 30 responses. When this occurs, the word "CAUTION!" is included above the graph. This report excludes any graphs or calculations for questions with fewer than 10 responses. "NA" has been inserted in place of excluded satisfaction and evaluation calculations.

For most indicators, the survey data are expected to be accurate within ±6% of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.
Squaw Lake Campground and Boatramp
Visitor Information

Providing useful maps and brochures
FY17: 95 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>44%</td>
</tr>
<tr>
<td>Good</td>
<td>43%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 87%
Mean score: 4.3

Providing useful information on the Internet
FY17: 81 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>40%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>6%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 79%
Mean score: 4.1

Ensuring public awareness of rules and regulations
FY17: 107 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>51%</td>
</tr>
<tr>
<td>Good</td>
<td>39%</td>
</tr>
<tr>
<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 91%
Mean score: 4.4

Providing adequate signs on-site for direction and orientation
FY17: 109 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>53%</td>
</tr>
<tr>
<td>Good</td>
<td>37%</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>

FY17 Satisfaction measure: 90%
Mean score: 4.1

Everything considered: Quality of BLM visitor information
FY17: 105 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>50%</td>
</tr>
<tr>
<td>Good</td>
<td>45%</td>
</tr>
<tr>
<td>Average</td>
<td>6%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 94%
Mean score: 4.4
Squaw Lake Campground and Boatramp Developed Facilities

**Condition of roads for motorized vehicles**  
FY17: 119 Respondents  
- Very good: 41%  
- Good: 29%  
- Average: 17%  
- Poor: 7%  
- Very poor: 6%  
FY17  
Satisfaction measure: 71%  
Mean score: 3.9

**Cleanliness of site**  
FY17: 115 Respondents  
- Very good: 67%  
- Good: 28%  
- Average: 4%  
- Poor: 1%  
- Very poor: 0%  
FY17  
Satisfaction measure: 95%  
Mean score: 4.6

**Condition of trails for non-motorized use**  
FY17: 83 Respondents  
- Very good: 36%  
- Good: 51%  
- Average: 11%  
- Poor: 2%  
- Very poor: 0%  
FY17  
Satisfaction measure: 87%  
Mean score: 4.2

**Cleanliness of restrooms and other physical facilities**  
FY17: 114 Respondents  
- Very good: 68%  
- Good: 29%  
- Average: 3%  
- Poor: 1%  
- Very poor: 0%  
FY17  
Satisfaction measure: 96%  
Mean score: 4.6

**Everything considered: Overall condition of developed facilities**  
FY17: 119 Respondents  
- Very good: 61%  
- Good: 37%  
- Average: 2%  
- Poor: 1%  
- Very poor: 0%  
FY17  
Satisfaction measure: 97%  
Mean score: 4.6
Squaw Lake Campground and Boattramp
Recreation Use Management

Managing the appropriate use of vehicles
FY17: 114 Respondents

- Very good: 55%
- Good: 37%
- Average: 5%
- Poor: 3%
- Very poor: 0%

Proportion of Respondents

FY17 Satisfaction measure: 92%
Mean score: 4.4

Managing the number of people
FY17: 113 Respondents

- Very good: 54%
- Good: 38%
- Average: 8%
- Poor: 0%
- Very poor: 0%

Proportion of Respondents

FY17 Satisfaction measure: 92%
Mean score: 4.5

Keeping noise at appropriate levels
FY17: 111 Respondents

- Very good: 56%
- Good: 33%
- Average: 11%
- Poor: 0%
- Very poor: 0%

Proportion of Respondents

FY17 Satisfaction measure: 89%
Mean score: 4.5

Providing a sufficient law enforcement presence to prevent crime
FY17: 114 Respondents

- Very good: 58%
- Good: 32%
- Average: 9%
- Poor: 1%
- Very poor: 1%

Proportion of Respondents

FY17 Satisfaction measure: 89%
Mean score: 4.5

Everything considered: Visitor and recreation management
FY17: 114 Respondents

- Very good: 59%
- Good: 37%
- Average: 4%
- Poor: 1%
- Very poor: 0%

Proportion of Respondents

FY17 Satisfaction measure: 96%
Mean score: 4.5
**Adequately protecting the natural resources**

FY17: 112 Respondents

- Very good: 38%
- Good: 28%
- Average: 4%
- Poor: 0%
- Very poor: 0%

Proportion of Respondents

FY17

- Satisfaction measure: 96%
- Mean score: 4.5

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**Ensuring that visitor activities do not interfere with resource protection**

FY17: 106 Respondents

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

Proportion of Respondents

FY17

- Satisfaction measure: 89%
- Mean score: 4.5

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**Adequately protecting the cultural resources**

FY17: 101 Respondents

- Very good: 62%
- Good: 28%
- Average: 10%
- Poor: 0%
- Very poor: 0%

Proportion of Respondents

FY17

- Satisfaction measure: 90%
- Mean score: 4.5

---

**Everything considered: BLM Protection of natural and cultural resources**

FY17: 111 Respondents

- Very good: 62%
- Good: 31%
- Average: 7%
- Poor: 0%
- Very poor: 0%

Proportion of Respondents

FY17

- Satisfaction measure: 93%
- Mean score: 4.5
Squaw Lake Campground and Boatramp
BLM Staff and Service

Staff treated me courteously
FY17: 109 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>90%</td>
</tr>
<tr>
<td>Good</td>
<td>6%</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>

FY17 Satisfaction measure: 96%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources
FY17: 99 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>87%</td>
</tr>
<tr>
<td>Good</td>
<td>10%</td>
</tr>
<tr>
<td>Average</td>
<td>1%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 97%
Mean score: 4.8

Staff demonstrated knowledge about recreational opportunities
FY17: 106 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>87%</td>
</tr>
<tr>
<td>Good</td>
<td>9%</td>
</tr>
<tr>
<td>Average</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 96%
Mean score: 4.8

Everything considered: Performance of BLM staff
FY17: 109 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>91%</td>
</tr>
<tr>
<td>Good</td>
<td>8%</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>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 99%
Mean score: 4.9
Providing quality educational and interpretive material about the resources

FY17: 76 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>41%</td>
</tr>
<tr>
<td>Good</td>
<td>42%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 83%
Mean score: 4.2

Providing stewardship information on protecting cultural and natural resources

FY17: 77 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>51%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>12%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 87%
Mean score: 4.4

Providing sufficient quantity of educational and interpretive materials about the resources

FY17: 76 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>43%</td>
</tr>
<tr>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 80%
Mean score: 4.2

Everything considered: BLM interpretive and educational program

FY17: 77 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>48%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>14%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY17 Satisfaction measure: 86%
Mean score: 4.3
Squaw Lake Campground and Boatramp Programs & Fees

Quality of program(s) attended
FY17: 4 Respondents

Very good

Good

Rating

Average

Poor

Very poor

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

Proportion of Respondents

FY17

Satisfaction measure: NA
Mean score: NA

Total fees paid
FY17: 100 Respondents

No fee 6%

Under $25 39%

$25-$50 18%

>$50 37%

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

Proportion of Respondents

How appropriate was the fee charged for this site/area?
FY17: 87 Respondents

Far too low 0%

Too low 2%

Rating

About right 92%

Too high 5%

Far too high 1%

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

Proportion of Respondents

The value of recreation opportunity and services was at least equal to the fee asked to pay
FY17: 80 Respondents

Strongly agree 44%

Agree 45%

Rating

Not sure 6%

Disagree 3%

Strongly disagree 3%

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

Proportion of Respondents
Quality of Commercial Services
FY17: 37 Responses*

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

Proportion of Responses

FY17 Satisfaction measure: 92%
Mean score: 4.6

Activities
FY17: 108 Respondents**

- Camping: 56%
- Fishing: 42%
- Hunting: 1%
- Target shooting: 2%
- Sightseeing: 22%
- Picknicking: 34%
- Hiking/walking: 20%
- Swimming: 65%
- Motorized boating: 66%
- Non-motorized boating/rafting: 22%
- Horseback riding: 2%
- Rock climbing: 3%
- Driving for pleasure: 6%
- Bicycling: 6%
- Riding/Driving OHVs: 5%
- Education and interpretation: 1%
- Birdwatching/wildlife viewing: 8%
- Other: 5%

Proportion of Respondents

*Each respondent could rate up to three services.
**Percentages do not sum to 100 because respondents could select more than one activity.
Squaw Lake Campground and Boatramp Demographics

Visitor age groups
FY17: 905 Visitors

<table>
<thead>
<tr>
<th>Age group</th>
<th>Proportion of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>21%</td>
</tr>
<tr>
<td>Teenagers</td>
<td>21%</td>
</tr>
<tr>
<td>Adults</td>
<td>58%</td>
</tr>
</tbody>
</table>

Number of Adults (18 and over) in group
FY17: 112 Groups

<table>
<thead>
<tr>
<th>Adults in group</th>
<th>Proportion of Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 or more</td>
<td>26%</td>
</tr>
<tr>
<td>3-5</td>
<td>40%</td>
</tr>
<tr>
<td>1-2</td>
<td>34%</td>
</tr>
</tbody>
</table>

Number of teenagers (13-17) in group
FY17: 113 Groups

<table>
<thead>
<tr>
<th>Teenagers in group</th>
<th>Proportion of Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 or more</td>
<td>4%</td>
</tr>
<tr>
<td>3-5</td>
<td>3%</td>
</tr>
<tr>
<td>1-2</td>
<td>19%</td>
</tr>
<tr>
<td>none</td>
<td>73%</td>
</tr>
</tbody>
</table>

Number of children (under 12) in group
FY17: 113 Groups

<table>
<thead>
<tr>
<th>Children in group</th>
<th>Proportion of Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 or more</td>
<td>4%</td>
</tr>
<tr>
<td>3-5</td>
<td>18%</td>
</tr>
<tr>
<td>1-2</td>
<td>18%</td>
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<tr>
<td>none</td>
<td>61%</td>
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</table>

Respondent age
FY17: 109 Respondents

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>71 and over</td>
<td>6%</td>
</tr>
<tr>
<td>61-70</td>
<td>10%</td>
</tr>
<tr>
<td>51-60</td>
<td>20%</td>
</tr>
<tr>
<td>41-50</td>
<td>17%</td>
</tr>
<tr>
<td>31-40</td>
<td>23%</td>
</tr>
<tr>
<td>22-30</td>
<td>18%</td>
</tr>
<tr>
<td>18-21</td>
<td>6%</td>
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</table>

Respondent gender
FY17: 111 Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
</tr>
</tbody>
</table>

Arizona visitors came from 2 different counties.
FY17: 26 Respondents

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
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<tbody>
<tr>
<td>Yuma County</td>
<td>21</td>
</tr>
<tr>
<td>Maricopa County</td>
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</table>

Visitors came from 3 states across the country
FY17: 105 Respondents

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
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<tbody>
<tr>
<td>CA</td>
<td>78</td>
</tr>
<tr>
<td>AZ</td>
<td>26</td>
</tr>
<tr>
<td>Other states</td>
<td>1</td>
</tr>
</tbody>
</table>
Squaw Lake Campground and Boatramp Accessibility for Visitors with Disabilities

**Ability to adequately use facilities**  
FY17: 16 Respondents  
**CAUTION!**

- Very good: 63%  
- Good: 31%  
- Average: 6%  
- Poor: 0%  
- Very poor: 0%

FY17  
Satisfaction measure: 94%  
Mean score: 4.6

**Ability to access exhibits, waysides, etc.**  
FY17: 16 Respondents  
**CAUTION!**

- Very good: 63%  
- Good: 25%  
- Average: 13%  
- Poor: 0%  
- Very poor: 0%

FY17  
Satisfaction measure: 88%  
Mean score: 4.5

**Ability to understand messages**  
FY17: 15 Respondents  
**CAUTION!**

- Very good: 67%  
- Good: 27%  
- Average: 7%  
- Poor: 0%  
- Very poor: 0%

FY17  
Satisfaction measure: 93%  
Mean score: 4.6

**Ability to use services**  
FY17: 16 Respondents  
**CAUTION!**

- Very good: 69%  
- Good: 31%  
- Average: 0%  
- Poor: 0%  
- Very poor: 0%

FY17  
Satisfaction measure: 100%  
Mean score: 4.7