Campbell Tract SMRA
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 Campbell Tract SMRA during fiscal year 2018. 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 Campbell Tract SMRA 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 was 99%. This indicates that 99% of those randomly sampled completed the survey. 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 GPRA 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;

```
  Very Poor 1 2 3 4 5 Good
```

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

Procedure

Surveys were distributed to a random sample of visitors at this site between August 1 and September 30, 2018. 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.

For more information about this survey, contact the Social and Economic Sciences Research Center at Washington State University.

(509) 335-1511 | sesrc@wsu.edu
Campbell Tract SMRA
Visitor Information

Providing useful maps and brochures
FY18: 119 Respondents
Very good: 53%
Good: 39%
Average: 8%
Poor: 0%
Very poor: 0%

Providing useful information on the Internet
FY18: 79 Respondents
Very good: 44%
Good: 39%
Average: 14%
Poor: 3%
Very poor: 0%

Ensuring public awareness of rules and regulations
FY18: 117 Respondents
Very good: 44%
Good: 38%
Average: 15%
Poor: 2%
Very poor: 1%

Providing adequate signs on-site for direction and orientation
FY18: 125 Respondents
Very good: 59%
Good: 27%
Average: 11%
Poor: 2%
Very poor: 0%

Everything considered: Quality of BLM visitor information
FY18: 128 Respondents
Very good: 53%
Good: 43%
Average: 2%
Poor: 2%
Very poor: 0%

FY18 Satisfaction measure: 92%
Mean score: 4.5

FY18 Satisfaction measure: 83%
Mean score: 4.2

FY18 Satisfaction measure: 84%
Mean score: 4.3

FY18 Satisfaction measure: 86%
Mean score: 4.4

FY18 Satisfaction measure: 96%
Mean score: 4.5
Campbell Tract SMRA
Developed Facilities

**Condition of roads for motorized vehicles**
FY18: 120 Respondents

- Very good: 63%
- Good: 26%
- Average: 6%
- Poor: 3%
- Very poor: 3%

FY18 Satisfaction measure: 89%
Mean score: 4.5

**Cleanliness of site**
FY18: 128 Respondents

- Very good: 70%
- Good: 25%
- Average: 5%
- Poor: 0%
- Very poor: 1%

FY18 Satisfaction measure: 95%
Mean score: 4.6

**Condition of trails for non-motorized use**
FY18: 127 Respondents

- Very good: 70%
- Good: 25%
- Average: 5%
- Poor: 0%
- Very poor: 0%

FY18 Satisfaction measure: 95%
Mean score: 4.7

**Cleanliness of restrooms and other physical facilities**
FY18: 106 Respondents

- Very good: 58%
- Good: 29%
- Average: 9%
- Poor: 2%
- Very poor: 2%

FY18 Satisfaction measure: 87%
Mean score: 4.4

**Everything considered: Overall condition of developed facilities**
FY18: 128 Respondents

- Very good: 65%
- Good: 32%
- Average: 2%
- Poor: 0%
- Very poor: 1%

FY18 Satisfaction measure: 97%
Mean score: 4.6
Managing the appropriate use of vehicles
FY18: 109 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>61%</td>
</tr>
<tr>
<td>Good</td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>4%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 94%
Mean score: 4.5

Managing the number of people
FY18: 112 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>63%</td>
</tr>
<tr>
<td>Good</td>
<td>30%</td>
</tr>
<tr>
<td>Rating</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>5%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 93%
Mean score: 4.5

Keeping noise at appropriate levels
FY18: 117 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>63%</td>
</tr>
<tr>
<td>Good</td>
<td>32%</td>
</tr>
<tr>
<td>Rating</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>3%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 96%
Mean score: 4.6

Providing a sufficient law enforcement presence to prevent crime
FY18: 91 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>31%</td>
</tr>
<tr>
<td>Good</td>
<td>31%</td>
</tr>
<tr>
<td>Rating</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>29%</td>
</tr>
<tr>
<td>Poor</td>
<td>7%</td>
</tr>
<tr>
<td>Very poor</td>
<td>3%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 62%
Mean score: 4.5

Everything considered: Visitor and recreation management
FY18: 117 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>50%</td>
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<tr>
<td>Good</td>
<td>41%</td>
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<td>Rating</td>
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<td>Average</td>
<td>7%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 91%
Mean score: 4.4
Adequately protecting the natural resources
FY18: 127 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
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</tbody>
</table>

FY18 Satisfaction measure: 93%
Mean score: 4.6

Ensuring that visitor activities do not interfere with resource protection
FY18: 122 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
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<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>55%</td>
<td>33%</td>
<td>11%</td>
<td>1%</td>
<td>1%</td>
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</tbody>
</table>

FY18 Satisfaction measure: 88%
Mean score: 4.4

Adequately protecting the cultural resources
FY18: 108 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>58%</td>
<td>36%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 94%
Mean score: 4.5

Everything considered: BLM Protection of natural and cultural resources
FY18: 126 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>58%</td>
<td>36%</td>
<td>6%</td>
<td>0%</td>
<td>1%</td>
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</tbody>
</table>

FY18 Satisfaction measure: 94%
Mean score: 4.5
Campbell Tract SMRA
BLM Staff and Service

Staff treated me courteously
FY18: 98 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>93%</td>
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<tr>
<td>Good</td>
<td>6%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources
FY18: 89 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>89%</td>
</tr>
<tr>
<td>Good</td>
<td>10%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

FY18 Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities
FY18: 89 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>91%</td>
</tr>
<tr>
<td>Good</td>
<td>9%</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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</table>

FY18 Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff
FY18: 95 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>9%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>2%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY18 Satisfaction measure: 98%
Mean score: 4.8
Providing quality educational and interpretive material about the resources
FY18: 97 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>55%</td>
</tr>
<tr>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</tbody>
</table>

FY18 Saturation measure: 92%
Mean score: 4.5

Providing stewardship information on protecting cultural and natural resources
FY18: 101 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>52%</td>
</tr>
<tr>
<td>Good</td>
<td>34%</td>
</tr>
<tr>
<td>Average</td>
<td>13%</td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
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</table>

FY18 Saturation measure: 86%
Mean score: 4.4

Providing sufficient quantity of educational and interpretive materials about the resources
FY18: 95 Respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>54%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</td>
</tr>
<tr>
<td>Average</td>
<td>8%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
</tr>
</tbody>
</table>

FY18 Saturation measure: 92%
Mean score: 4.5

Everything considered: BLM interpretive and educational program
FY18: 102 Respondents

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

FY18 Saturation measure: 93%
Mean score: 4.5
Campbell Tract SMRA
Programs & Fees

Quality of program(s) attended
FY18: 37 Respondents

- Very good: 84%
- Good: 14%
- Average: 0%
- Poor: 0%
- Very poor: 3%

FY18 Satisfaction measure: 97%
Mean score: 4.8

Total fees paid
FY18: 116 Respondents

- No fee: 100%
- Under $25: 0%
- $25-$50: 0%
- >$50: 0%

How appropriate was the fee charged for this site/area?
FY18: 0 Respondents

- Far too low: 0%
- Too low: 0%
- About right: 0%
- Too high: 0%
- Far too high: 0%

The chart for this question has been excluded because there were fewer than 10 responses.
See page 2 for discussion regarding the required minimum number of responses.

The value of recreation opportunity and services was at least equal to the fee asked to pay
FY18: 1 Respondents

- Strongly agree: 0%
- Agree: 0%
- Not sure: 0%
- Disagree: 0%
- Strongly disagree: 0%

The chart for this question has been excluded because there were fewer than 10 responses.
See page 2 for discussion regarding the required minimum number of responses.
Campbell Tract SMRA
Commercial Recreation Operations & Activities

Quality of Commercial Services
FY18: 8 Responses*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Proportion of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>62%</td>
</tr>
<tr>
<td>Good</td>
<td>38%</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>

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

FY18 Satisfaction measure: NA
Mean score: NA

Activities
FY18: 119 Respondents**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Proportion of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping</td>
<td>2%</td>
</tr>
<tr>
<td>Fishing</td>
<td>2%</td>
</tr>
<tr>
<td>Hunting</td>
<td>1%</td>
</tr>
<tr>
<td>Target shooting</td>
<td>1%</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>18%</td>
</tr>
<tr>
<td>Picknicking</td>
<td>10%</td>
</tr>
<tr>
<td>Hiking/walking</td>
<td>78%</td>
</tr>
<tr>
<td>Swimming</td>
<td>1%</td>
</tr>
<tr>
<td>Motorized boating</td>
<td>1%</td>
</tr>
<tr>
<td>Non-motorized boating/rafting</td>
<td>2%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>1%</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>2%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>0%</td>
</tr>
<tr>
<td>Bicycling</td>
<td>40%</td>
</tr>
<tr>
<td>Riding/Driving OHVs</td>
<td>2%</td>
</tr>
<tr>
<td>Education and interpretation</td>
<td>18%</td>
</tr>
<tr>
<td>Birdwatching/wildlife viewing</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Each respondent could rate up to three services.
**Percentages do not sum to 100 because respondents could select more than one activity.
Campbell Tract SMRA Demographics

Visitor age groups  
FY18: 594 Visitors

- Children: 14%
- Teenagers: 18%
- Adults: 68%

Number of visitors in age groups

- 68% Adults
- 18% Teenagers
- 14% Children

Number of teenagers (13-17) in group  
FY18: 119 Groups

- 90% none
- 2% 1-2
- 3% 3-5
- 5% 6 or more

Number of adults (18 and over) in group  
FY18: 115 Groups

- 81% 1-2
- 7% 3-5
- 12% 6 or more

Respondent age  
FY18: 117 Respondents

- 6% 71 and over
- 21% 61-70
- 18% 51-60
- 16% 41-50
- 21% 31-40
- 14% 22-30
- 1% 18-21

Respondent gender  
FY18: 121 Respondents

- 56% Female
- 44% Male

Visitors came from 4 states across the country  
FY18: 110 Respondents

- AK: 104
- TX: 3
- IL: 2
- Other states: 1

Alaska visitors came from 3 different counties.  
FY18: 104 Respondents

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchorage Municipality</td>
<td>102</td>
</tr>
<tr>
<td>Other counties</td>
<td>2</td>
</tr>
</tbody>
</table>

CAMT18
Campbell Tract SMRA
Accessibility for Visitors with Disabilities

### Ability to adequately use facilities
FY18: 4 Respondents

- **Very good**
- **Good**
- **Average**
- **Poor**
- **Very poor**

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

**FY18**
- **Satisfaction measure:** NA
- **Mean score:** NA

### Ability to access exhibits, waysides, etc.
FY18: 4 Respondents

- **Very good**
- **Good**
- **Average**
- **Poor**
- **Very poor**

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

**FY18**
- **Satisfaction measure:** NA
- **Mean score:** NA

### Ability to understand messages
FY18: 3 Respondents

- **Very good**
- **Good**
- **Average**
- **Poor**
- **Very poor**

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

**FY18**
- **Satisfaction measure:** NA
- **Mean score:** NA

### Ability to use services
FY18: 4 Respondents

- **Very good**
- **Good**
- **Average**
- **Poor**
- **Very poor**

The chart for this question has been excluded because there were fewer than 10 responses.

See page 2 for discussion regarding the required minimum number of responses.

**FY18**
- **Satisfaction measure:** NA
- **Mean score:** NA