

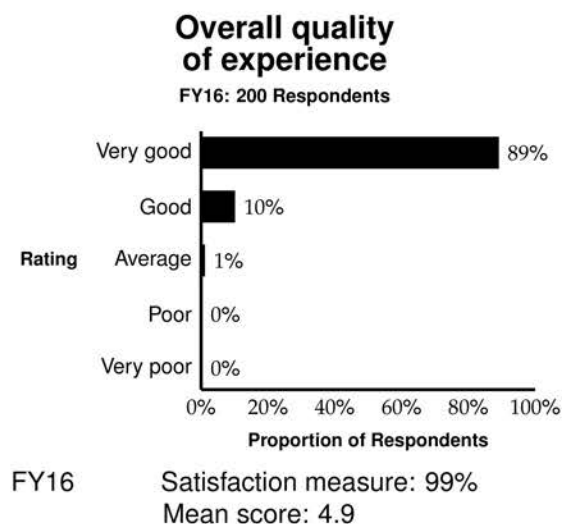
Yaquina Head Outstanding Natural Area Visitor Survey

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 Yaquina Head Outstanding Natural Area during fiscal year 2016. 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 Yaquina Head Outstanding Natural Area 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 61%. This indicates that 61% 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.



FY16 GPRA Satisfaction Measure

Proportion of site visitors satisfied overall with visitor information, facilities, management, interpretation/education, staff services, and programs:

99%

2016





Yaquina Head Outstanding Natural Area Research Methods

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 | | | | 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 during a selected period in FY16. 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 $\pm 6\%$ of the population with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 95 out of 100 times.

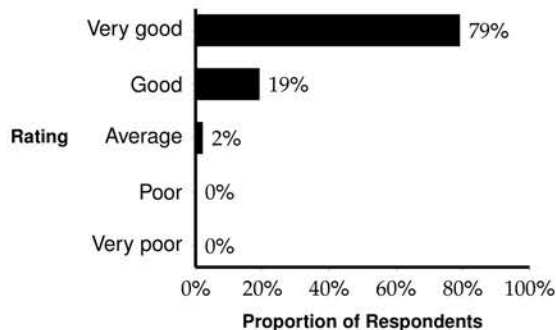
For more information about this survey, contact the
Social and Economic Sciences Research Center at Washington State University
(509) 335-1511 | sesrc@wsu.edu

Yaquina Head Outstanding Natural Area Visitor Information



Providing useful maps and brochures

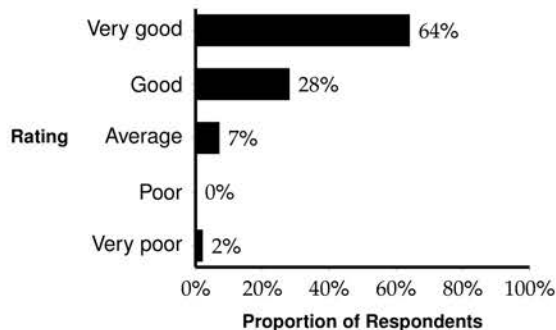
FY16: 215 Respondents



FY16 Satisfaction measure: 98%
Mean score: 4.8

Providing useful information on the Internet

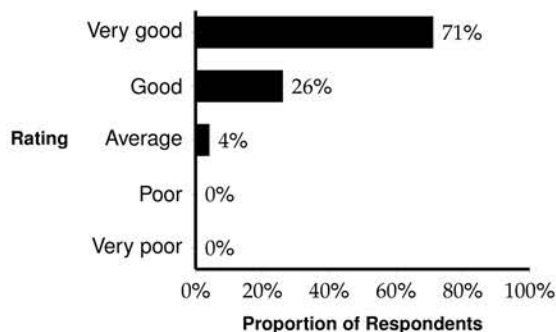
FY16: 118 Respondents



FY16 Satisfaction measure: 92%
Mean score: 4.5

Ensuring public awareness of rules and regulations

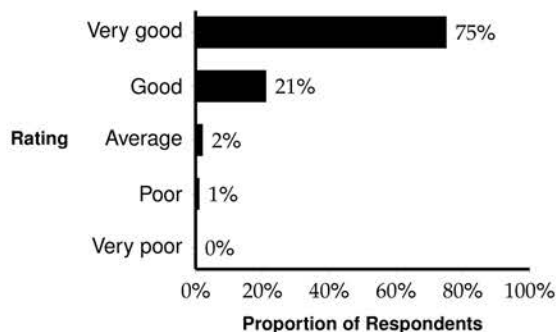
FY16: 200 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.7

Providing adequate signs on-site for direction and orientation

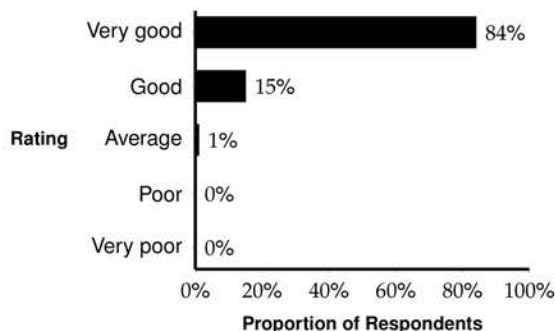
FY16: 203 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.7

Everything considered: Quality of BLM visitor information

FY16: 208 Respondents



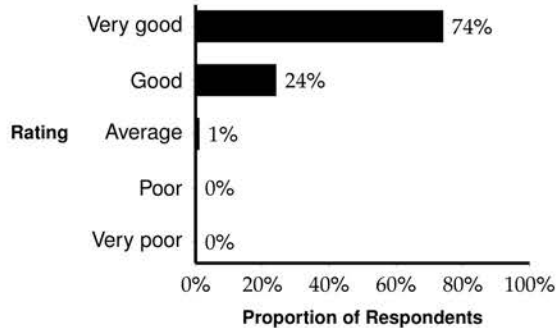
FY16 Satisfaction measure: 99%
Mean score: 4.8



Yaquina Head Outstanding Natural Area Developed Facilities

Condition of roads for motorized vehicles

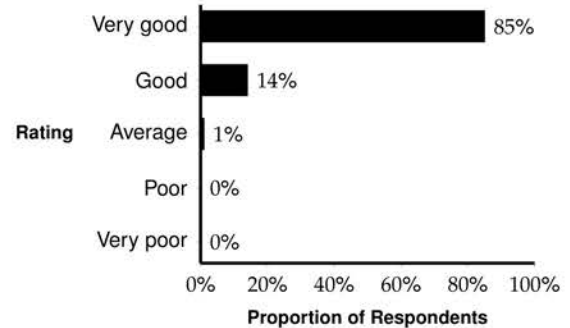
FY16: 216 Respondents



FY16 Satisfaction measure: 98%
Mean score: 4.7

Cleanliness of site

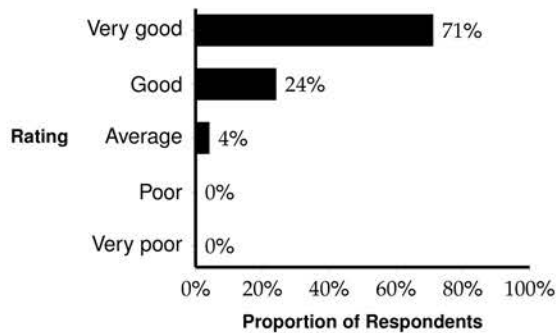
FY16: 210 Respondents



FY16 Satisfaction measure: 99%
Mean score: 4.8

Condition of trails for non-motorized use

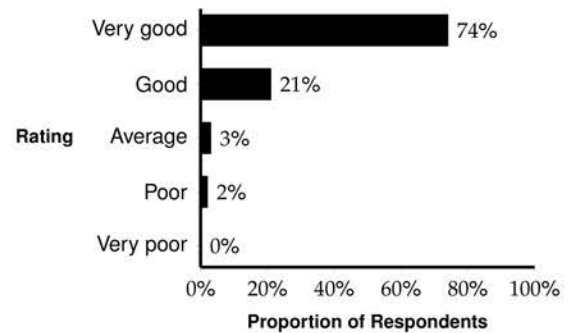
FY16: 160 Respondents



FY16 Satisfaction measure: 96%
Mean score: 4.7

Cleanliness of restrooms and other physical facilities

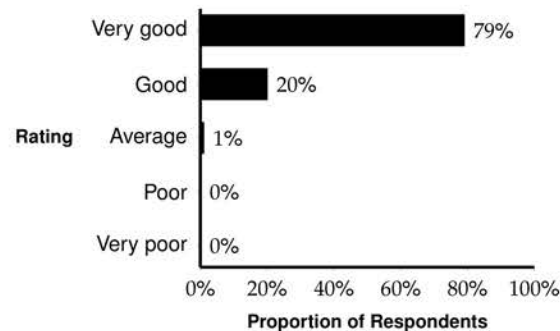
FY16: 195 Respondents



FY16 Satisfaction measure: 95%
Mean score: 4.7

Everything considered: Overall condition of developed facilities

FY16: 214 Respondents



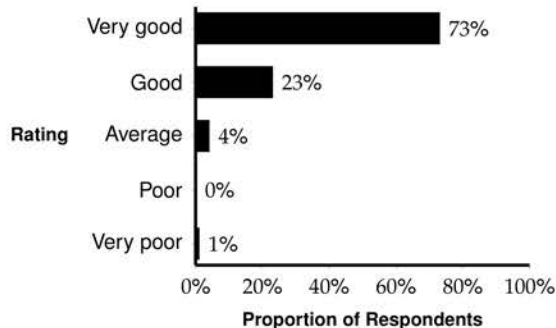
FY16 Satisfaction measure: 99%
Mean score: 4.8

Yaquina Head Outstanding Natural Area Recreation Use Management



Managing the appropriate use of vehicles

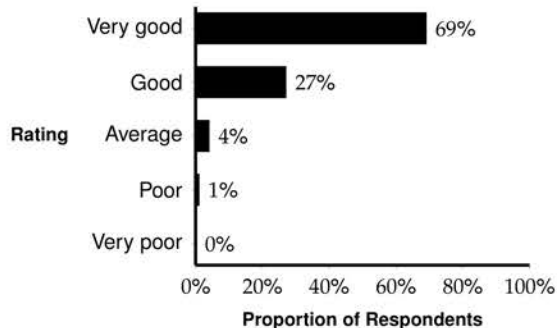
FY16: 185 Respondents



FY16 Satisfaction measure: 96%
Mean score: 4.7

Managing the number of people

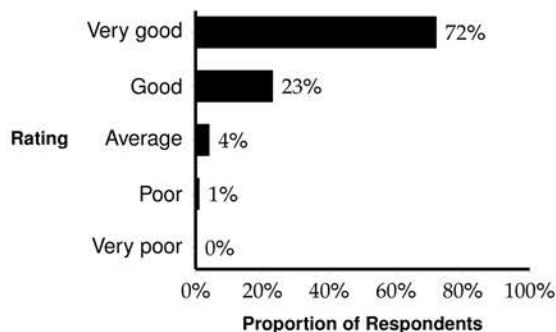
FY16: 181 Respondents



FY16 Satisfaction measure: 95%
Mean score: 4.6

Keeping noise at appropriate levels

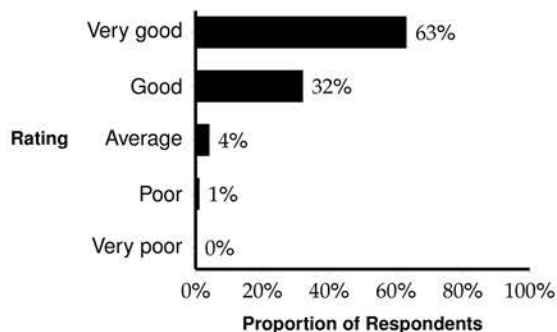
FY16: 179 Respondents



FY16 Satisfaction measure: 95%
Mean score: 4.7

Providing a sufficient law enforcement presence to prevent crime

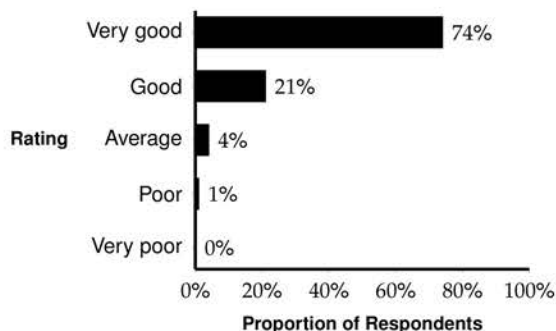
FY16: 125 Respondents



FY16 Satisfaction measure: 95%
Mean score: 4.6

Everything considered: Visitor and recreation management

FY16: 196 Respondents



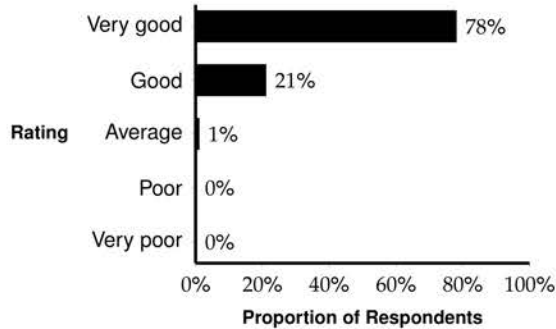
FY16 Satisfaction measure: 95%
Mean score: 4.7



Yaquina Head Outstanding Natural Area Resource Management

Adequately protecting the natural resources

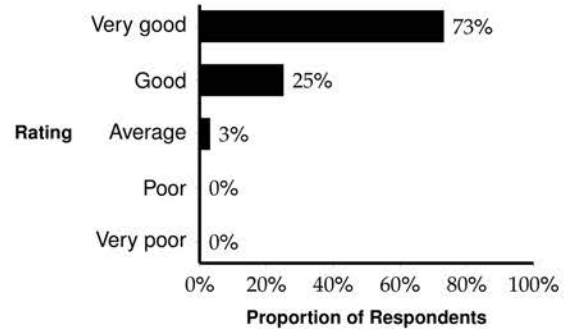
FY16: 201 Respondents



FY16 Satisfaction measure: 99%
Mean score: 4.8

Ensuring that visitor activities do not interfere with resource protection

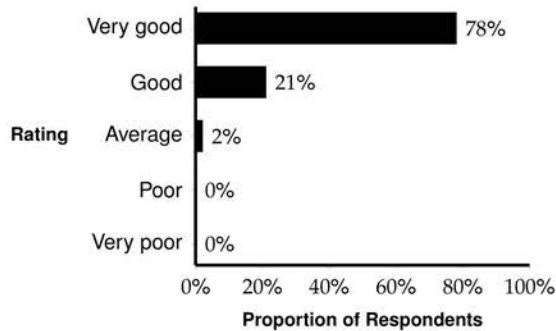
FY16: 187 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.7

Adequately protecting the cultural resources

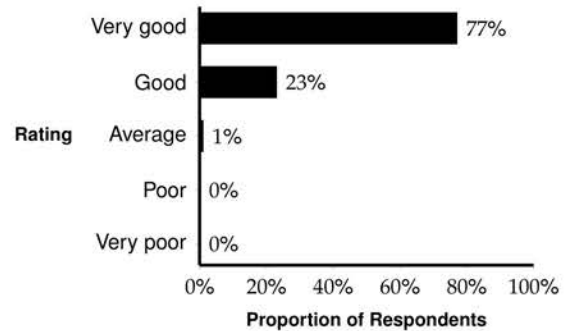
FY16: 195 Respondents



FY16 Satisfaction measure: 98%
Mean score: 4.8

Everything considered: BLM Protection of natural and cultural resources

FY16: 200 Respondents



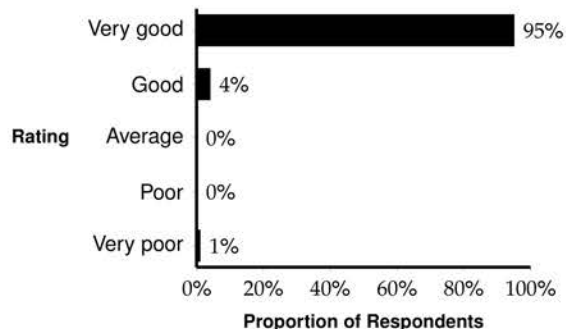
FY16 Satisfaction measure: 99%
Mean score: 4.8

Yaquina Head Outstanding Natural Area BLM Staff and Service



Staff treated me courteously

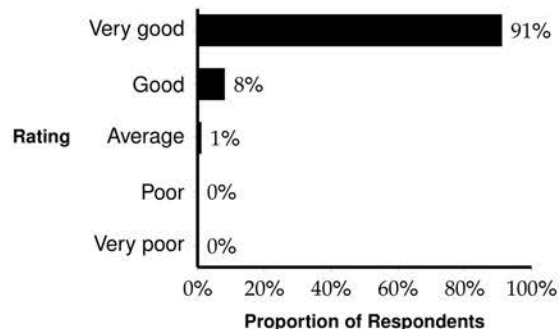
FY16: 197 Respondents



FY16 Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about natural and cultural resources

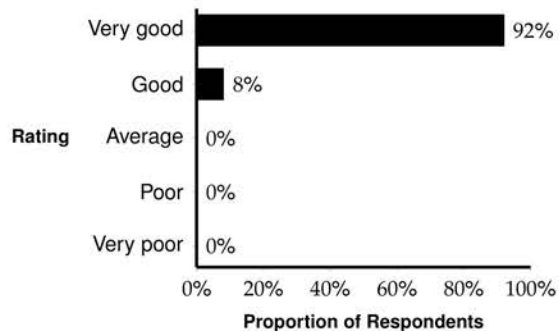
FY16: 187 Respondents



FY16 Satisfaction measure: 99%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities

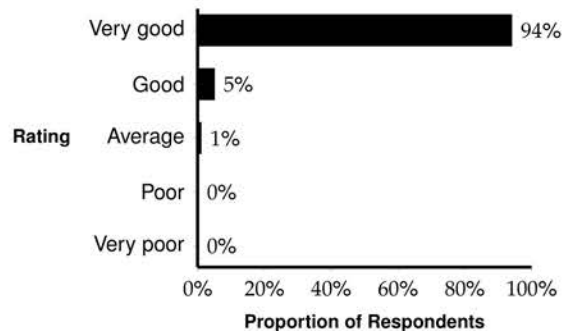
FY16: 186 Respondents



FY16 Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY16: 195 Respondents



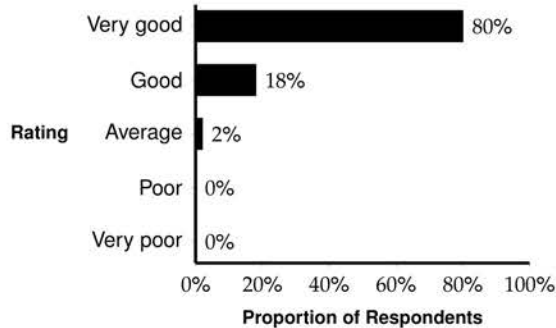
FY16 Satisfaction measure: 99%
Mean score: 4.9



Yaquina Head Outstanding Natural Area Providing Educational and Interpretive Material

Providing quality educational and interpretive material about the resources

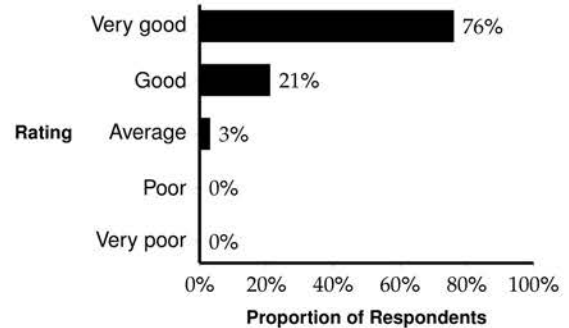
FY16: 196 Respondents



FY16 Satisfaction measure: 98%
Mean score: 4.8

Providing stewardship information on protecting cultural and natural resources

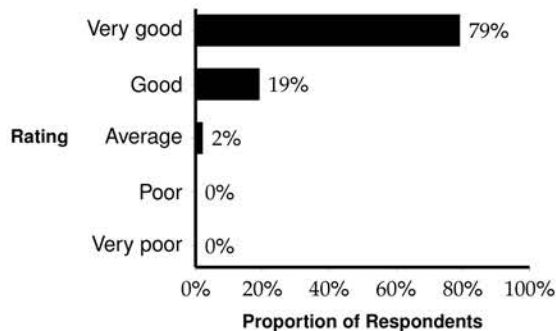
FY16: 175 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.7

Providing sufficient quantity of educational and interpretive materials about the resources

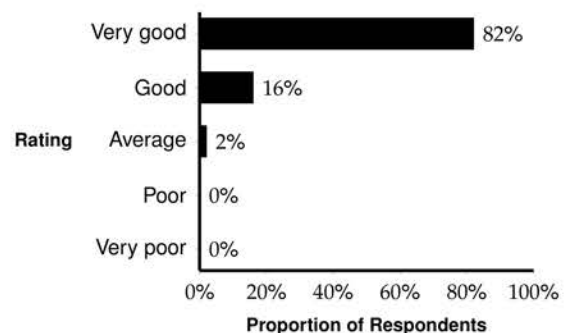
FY16: 193 Respondents



FY16 Satisfaction measure: 98%
Mean score: 4.8

Everything considered: BLM interpretive and educational program

FY16: 194 Respondents



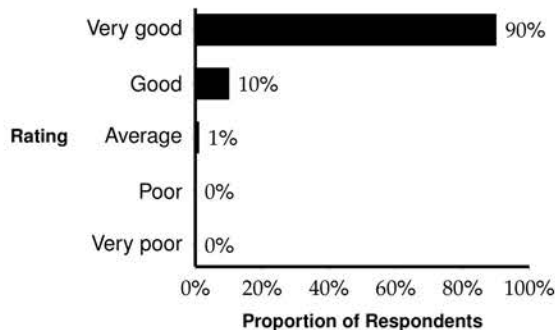
FY16 Satisfaction measure: 98%
Mean score: 4.8

Yaquina Head Outstanding Natural Area Programs & Fees



Quality of program(s) attended

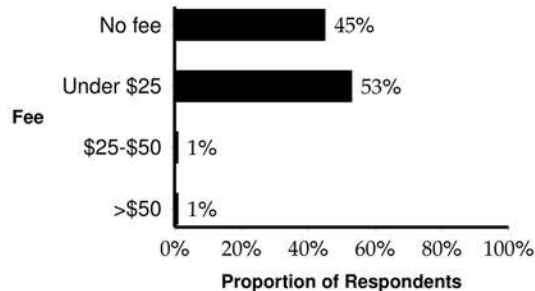
FY16: 105 Respondents



FY16 Satisfaction measure: 99%
Mean score: 4.9

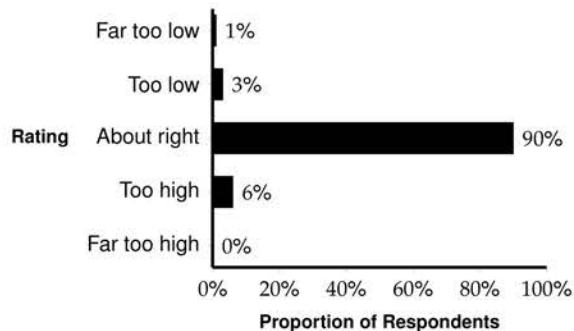
Total fees paid

FY16: 197 Respondents



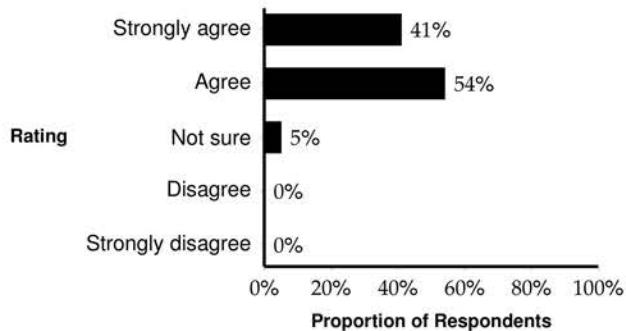
How appropriate was the fee charged for this site/area?

FY16: 104 Respondents



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

FY16: 97 Respondents



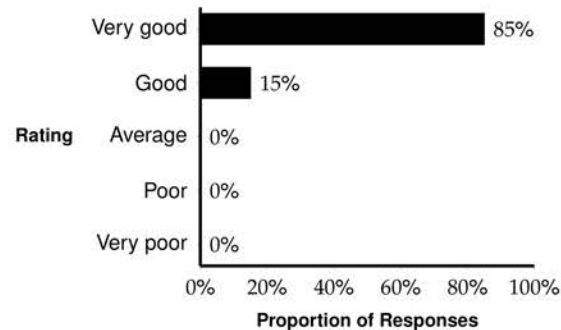


Yaquina Head Outstanding Natural Area Commercial Recreation Operations & Activities

Quality of Commercial Services

FY16: 27 Responses*

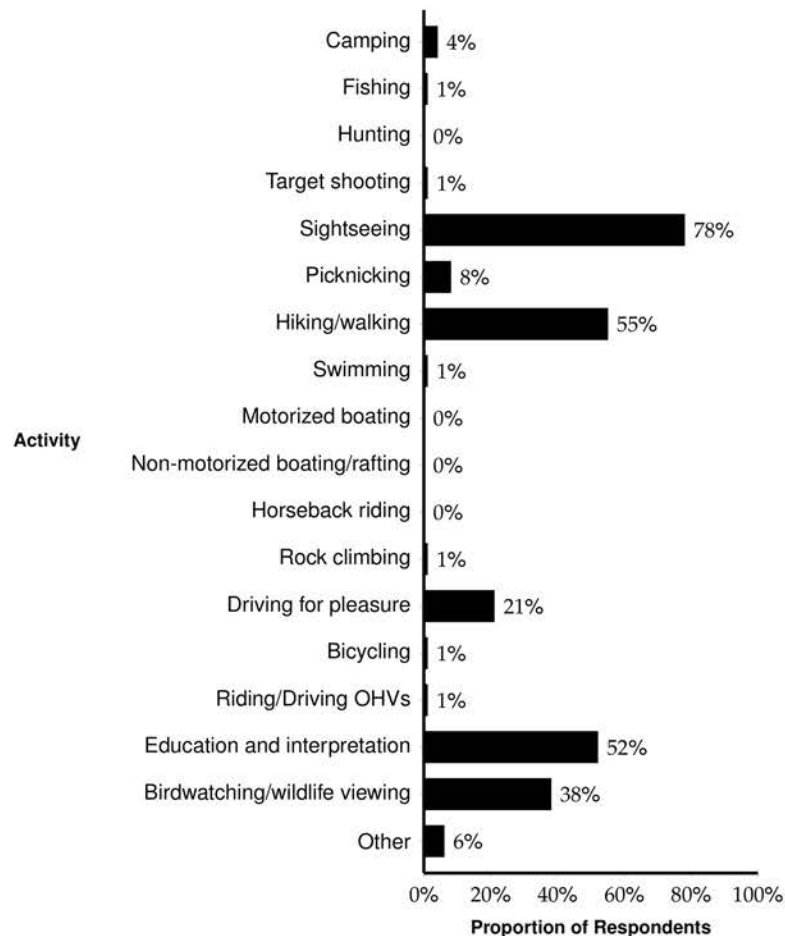
CAUTION!



FY16 Satisfaction measure: 100%
Mean score: 4.8

Activities

FY16: 188 Respondents**



*Each respondent could rate up to three services.

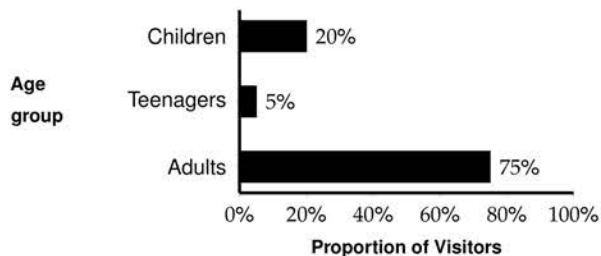
**Percentages do not sum to 100 because respondents could select more than one activity.

Yaquina Head Outstanding Natural Area Demographics



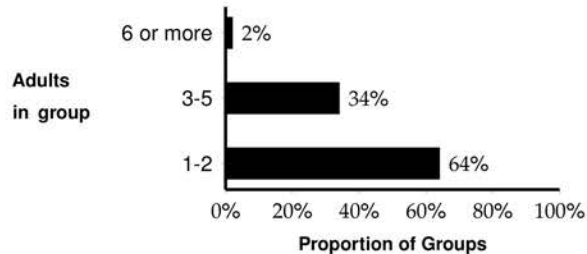
Visitor age groups

FY16: 757 Visitors



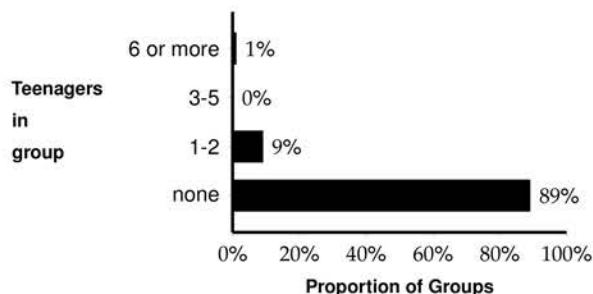
Number of Adults (18 and over) in group

FY16: 201 Groups



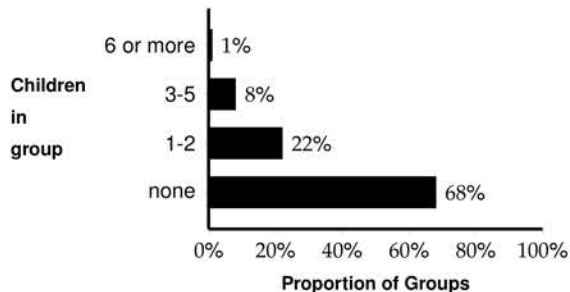
Number of teenagers (13-17) in group

FY16: 203 Groups



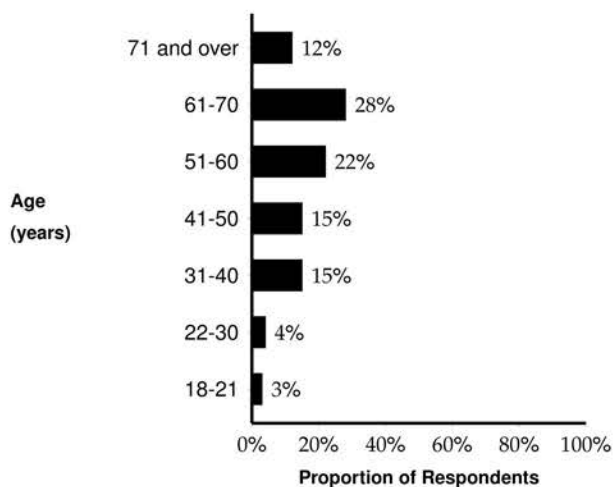
Number of children (under 12) in group

FY16: 202 Groups



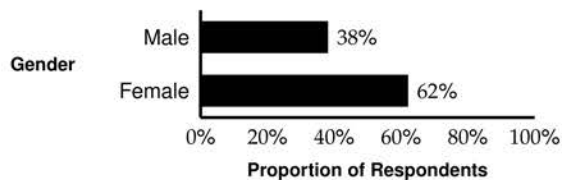
Respondent age

FY16: 195 Respondents



Respondent gender

FY16: 194 Respondents

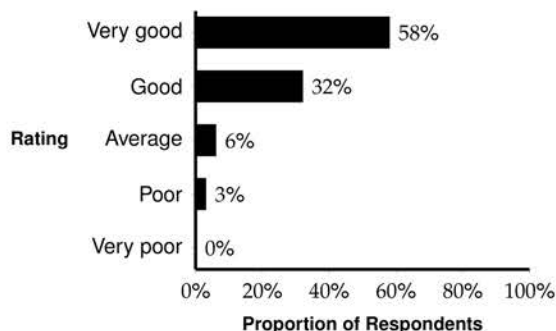


Yaquina Head Outstanding Natural Area Accessibility for Visitors with Disabilities



Ability to adequately use facilities

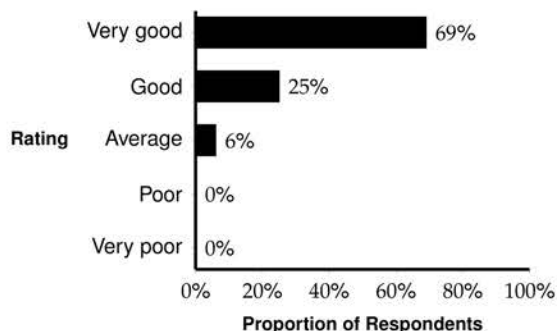
FY16: 31 Respondents



FY16 Satisfaction measure: 90%
Mean score: 4.5

Ability to access exhibits, waysides, etc.

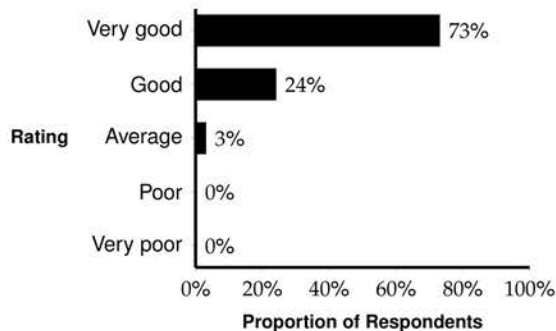
FY16: 32 Respondents



FY16 Satisfaction measure: 94%
Mean score: 4.6

Ability to understand messages

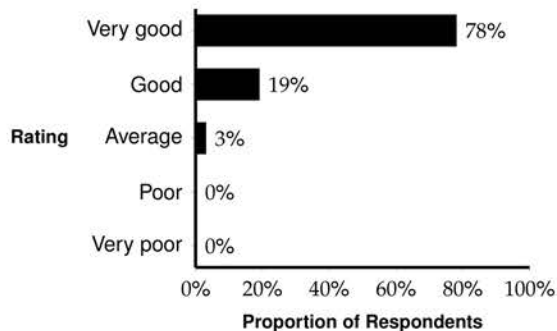
FY16: 33 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.7

Ability to use services

FY16: 32 Respondents



FY16 Satisfaction measure: 97%
Mean score: 4.8

