Missouri River Breaks Interpretive Center Visitor Survey
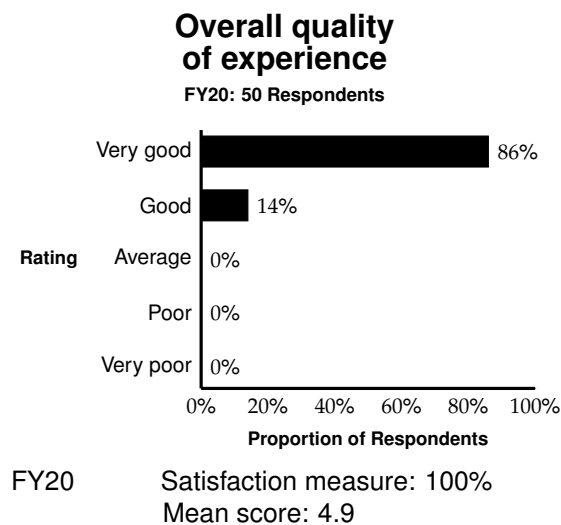
Introduction

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 Missouri River Breaks Interpretive Center, MT, during fiscal year 2020. The survey was developed to measure a site's performance related to Mission Area 3, Goal 2, Strategy 1 (as specified in the DOI 2019/2020 Annual Performance Plan & 2018 Report) - *Enhance Public Satisfaction at DOI Sites by enhancing the enjoyment and appreciation of our natural and cultural heritage;* and Mission Area 2, Goal 3, Strategy 2: *Ensure Public Receives Fair Market Value for Resources by ensuring effective collection and application of recreation fees.* 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 Missouri River Breaks Interpretive Center 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 Mission Area 3, Goal 2.1 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 100%. This indicates that 100% 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 Mission Area 2, Goal 3.2, can be found on page 9.

NOTE: The number of responses for this survey is small (< 100) due to the significant impact of the COVID19 pandemic on survey distribution methods. Please use caution when interpreting the results.

Overall quality of experience
FY20: 50 Respondents

Rating	Proportion of Respondents
Very good	86%
Good	14%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents (0% 20% 40% 60% 80% 100%)

FY20 Satisfaction measure: 100%
Mean score: 4.9

FY20 GPRA Satisfaction Measure

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

100%

Report prepared by the Social and Economic Sciences Research Center
For the Bureau of Land Management, US Department of the Interior

NATIONAL SYSTEM OF PUBLIC LANDS
U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

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 between July 1 and August 31, 2020. 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.

NOTE: *Because of the significant impact of the COVID19 pandemic on visitation, sample size, access to facilities and services, and survey distribution methods, the margin of error for this study cannot be determined.*
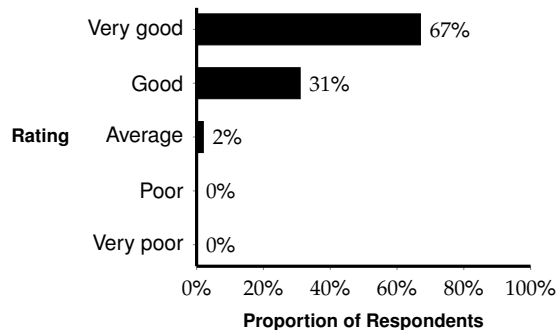
Missouri River Breaks Interpretive Center
Visitor Information

Providing useful
maps and brochures

FY20: 51 Respondents

Rating	
Very good	67%
Good	31%
Average	2%
Poor	0%
Very poor	0%

0% 20% 40% 60% 80% 100%
Proportion of Respondents
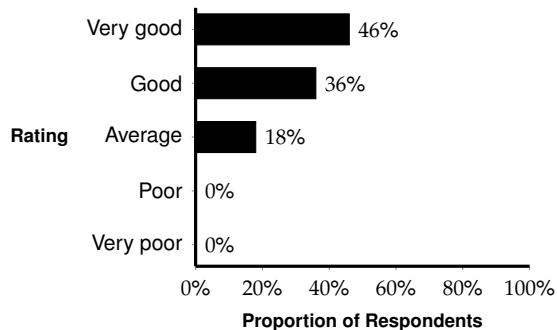
FY20   Satisfaction measure: 98%
Mean score: 4.6

Providing useful
information on the Internet

FY20: 39 Respondents

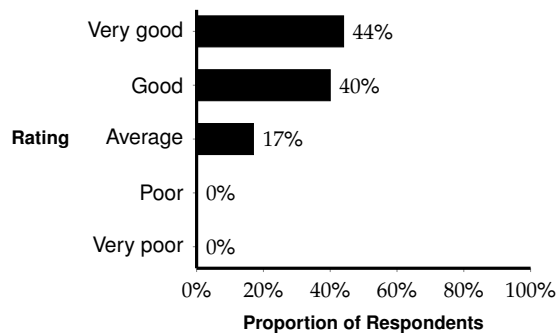| Rating	
Very good	46%
Good	36%
Average	18%
Poor	0%
Very poor	0%

0% 20% 40% 60% 80% 100%
Proportion of Respondents

FY20   Satisfaction measure: 82%
Mean score: 4.3

Ensuring public awareness
of rules and regulations

FY20: 48 Respondents

Rating	
Very good	44%
Good	40%
Average	17%
Poor	0%
Very poor	0%

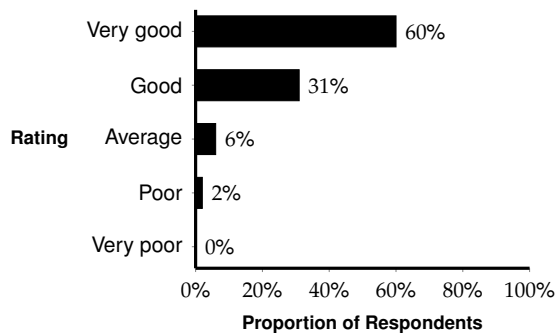0% 20% 40% 60% 80% 100%
Proportion of Respondents

FY20   Satisfaction measure: 83%
Mean score: 4.3

Providing adequate signs on-site
for direction and orientation

FY20: 48 Respondents

Rating	
Very good	60%
Good	31%
Average	6%
Poor	2%
Very poor	0%

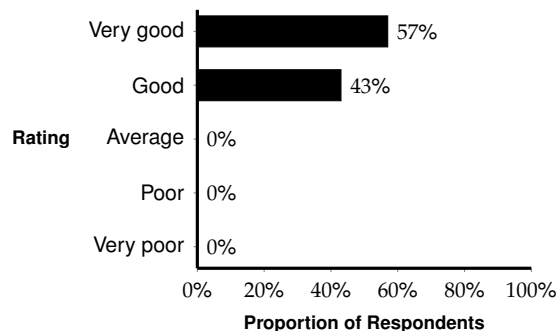0% 20% 40% 60% 80% 100%
Proportion of Respondents

FY20   Satisfaction measure: 92%
Mean score: 4.5

Everything considered: Quality of
BLM visitor information

FY20: 49 Respondents

Rating	
Very good	57%
Good	43%
Average	0%
Poor	0%
Very poor	0%

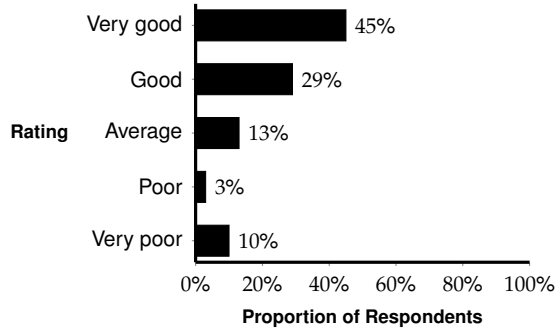0% 20% 40% 60% 80% 100%
Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.6

Missouri River Breaks Interpretive Center
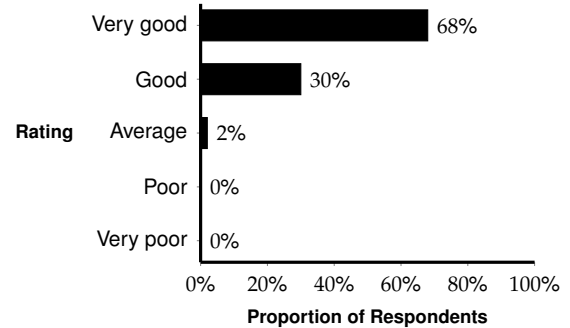# Developed Facilities

Condition of roads for motorized vehicles

FY20: 31 Respondents

Rating	
Very good	45%
Good	29%
Average	13%
Poor	3%
Very poor	10%

Proportion of Respondents

FY20   Satisfaction measure: 74%
Mean score: 4

Cleanliness of site

FY20: 47 Respondents

Rating	
Very good	68%
Good	30%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents
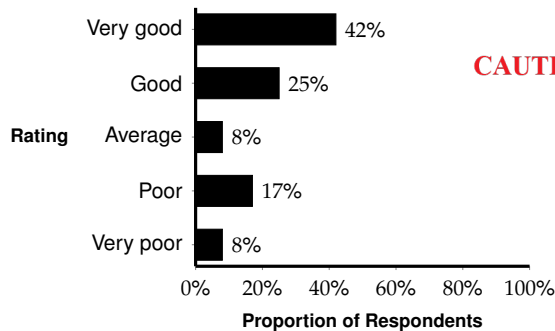
FY20   Satisfaction measure: 98%
Mean score: 4.7

Condition of trails for non-motorized use

FY20: 24 Respondents

CAUTION!

Rating	
Very good	42%
Good	25%
Average	8%
Poor	17%
Very poor	8%

Proportion of Respondents
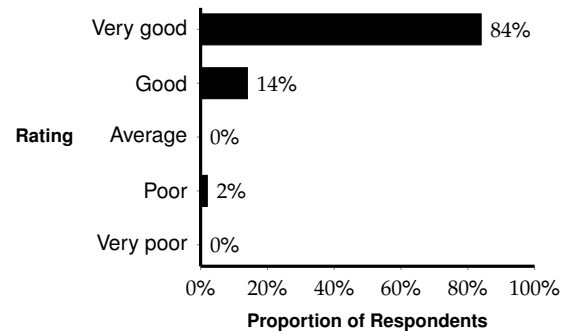
FY20   Satisfaction measure: 67%
Mean score: 3.8

Cleanliness of restrooms and other physical facilities

FY20: 44 Respondents

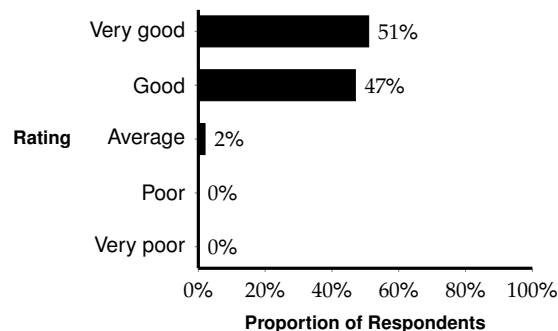| Rating	
Very good	84%
Good	14%
Average	0%
Poor	2%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 98%
Mean score: 4.8

Everything considered: Overall condition of developed facilities
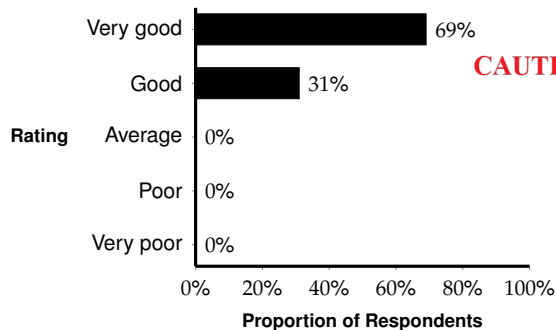
FY20: 49 Respondents

Rating	
Very good	51%
Good	47%
Average	2%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 98%
Mean score: 4.5

Missouri River Breaks Interpretive Center
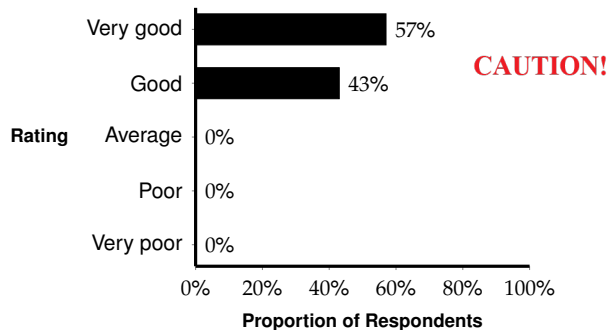# Recreation Use Management

Managing the appropriate use of vehicles

FY20: 13 Respondents

Rating	Proportion
Very good	69%
Good	31%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.7

Managing the number of people

FY20: 23 Respondents

Rating	Proportion
Very good	57%
Good	43%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents
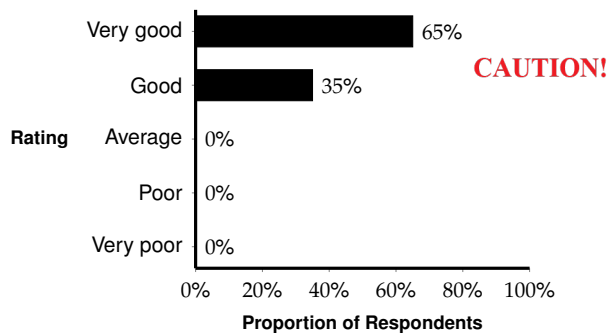
FY20   Satisfaction measure: 100%
Mean score: 4.6

Keeping noise at appropriate levels

FY20: 26 Respondents

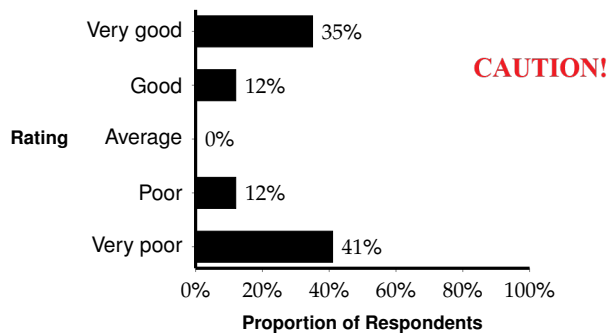| Rating	Proportion
Very good	65%
Good	35%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.7

Providing a sufficient law enforcement presence to prevent crime

FY20: 17 Respondents

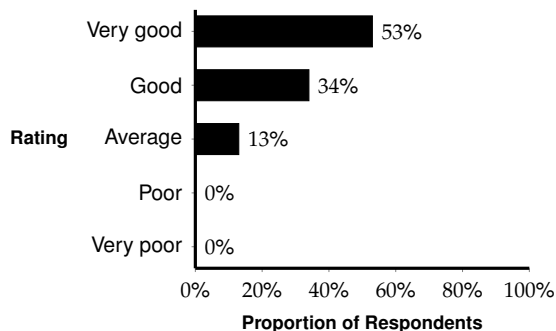| Rating	Proportion
Very good	35%
Good	12%
Average	0%
Poor	12%
Very poor	41%

CAUTION!

Proportion of Respondents

FY20   Satisfaction measure: 47%
Mean score: 2.9

Everything considered: Visitor and recreation management
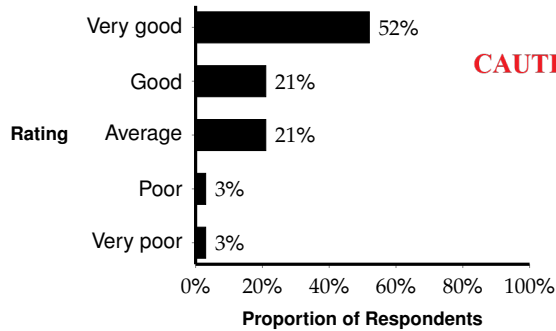
FY20: 32 Respondents

Rating	Proportion
Very good	53%
Good	34%
Average	13%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 88%
Mean score: 4.4

Adequately protecting the natural resources

FY20: 29 Respondents

Rating	
Very good	52%
Good	21%
Average	21%
Poor	3%
Very poor	3%

Proportion of Respondents

CAUTION!
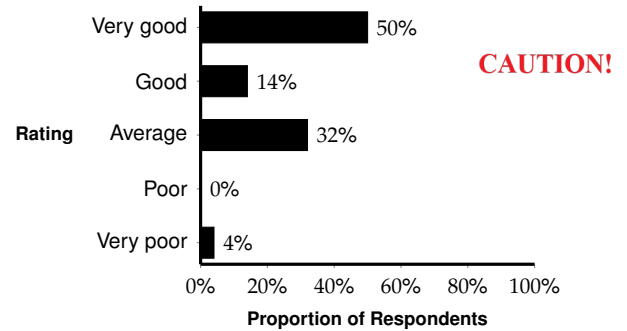
FY20   Satisfaction measure: 72%
        Mean score: 4.1

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

FY20: 28 Respondents

Rating	
Very good	50%
Good	14%
Average	32%
Poor	0%
Very poor	4%

Proportion of Respondents

CAUTION!

FY20   Satisfaction measure: 64%
        Mean score: 4.1

Adequately protecting the cultural resources

FY20: 30 Respondents

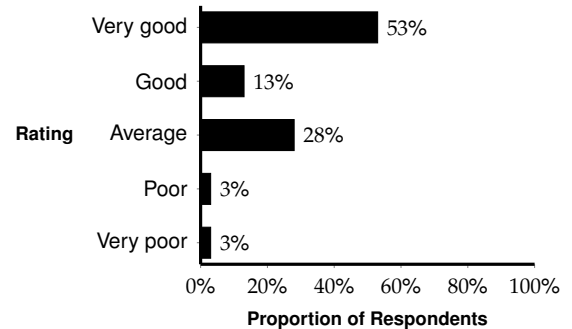| Rating	
Very good	53%
Good	17%
Average	7%
Poor	13%
Very poor	10%

Proportion of Respondents
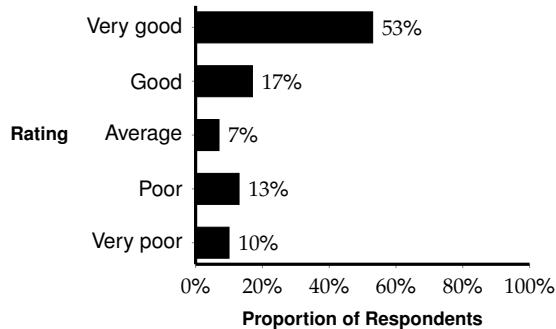
FY20   Satisfaction measure: 70%
        Mean score: 3.9

Everything considered: BLM Protection of natural and cultural resources
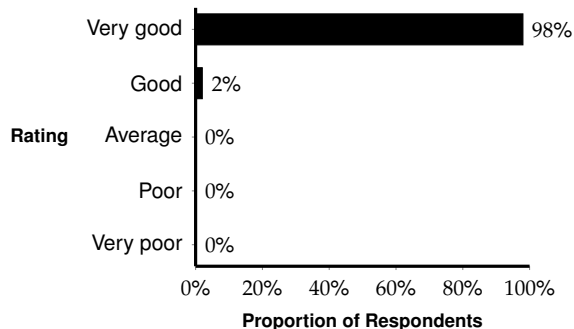
FY20: 32 Respondents

Rating	
Very good	53%
Good	13%
Average	28%
Poor	3%
Very poor	3%

Proportion of Respondents

FY20   Satisfaction measure: 66%
        Mean score: 4.1

Staff treated me courteously

FY20: 50 Respondents

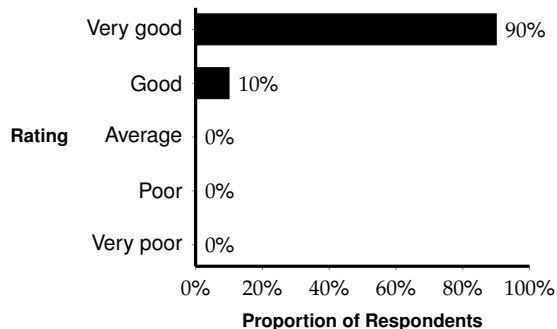| Rating	Proportion
Very good	98%
Good	2%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 5

Staff demonstrated knowledge about natural and cultural resources

FY20: 49 Respondents

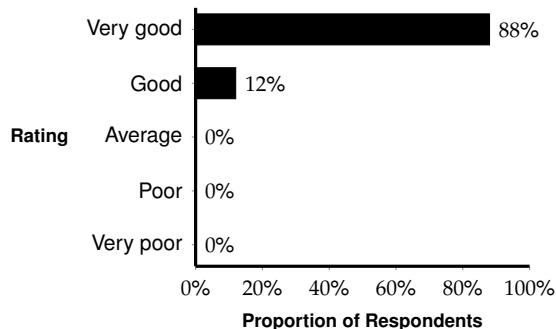| Rating	Proportion
Very good	90%
Good	10%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.9

Staff demonstrated knowledge about recreational opportunities

FY20: 50 Respondents

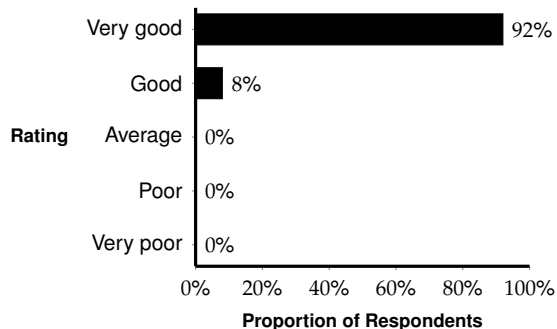| Rating	Proportion
Very good	88%
Good	12%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.9

Everything considered: Performance of BLM staff

FY20: 50 Respondents

Rating	Proportion
Very good	92%
Good	8%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.9

Providing quality educational and interpretive material about the resources

FY20: 49 Respondents

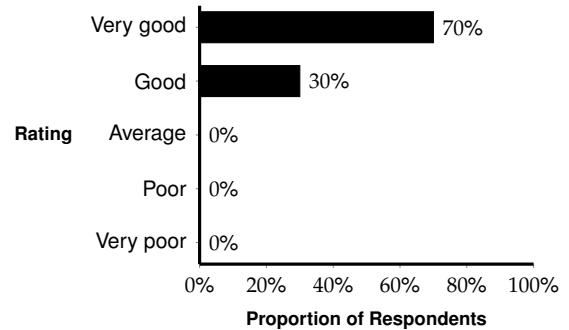| Rating	Proportion
Very good	94%
Good	6%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents
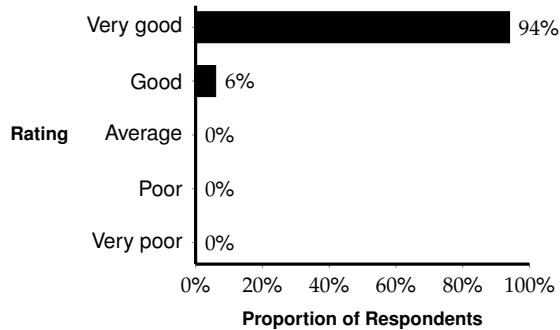
FY20   Satisfaction measure: 100%
Mean score: 4.9

Providing stewardship information on protecting cultural and natural resources

FY20: 43 Respondents

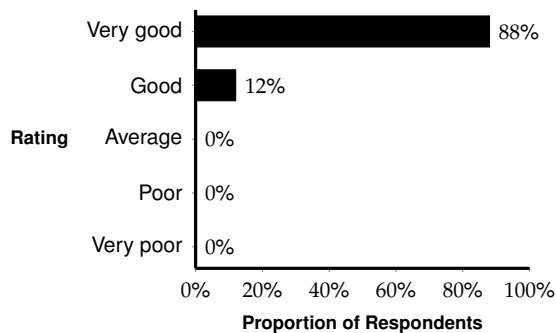| Rating	Proportion
Very good	70%
Good	30%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.7

Providing sufficient quantity of educational and interpretive materials about the resources

FY20: 49 Respondents

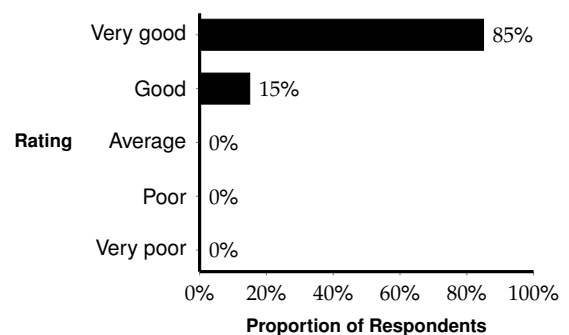| Rating	Proportion
Very good	88%
Good	12%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.9

Everything considered: BLM interpretive and educational program
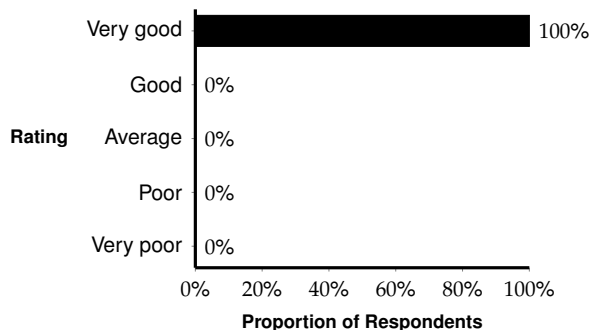
FY20: 46 Respondents

Rating	Proportion
Very good	85%
Good	15%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
Mean score: 4.8

Missouri River Breaks Interpretive Center
Programs & Fees

Quality of program(s) attended
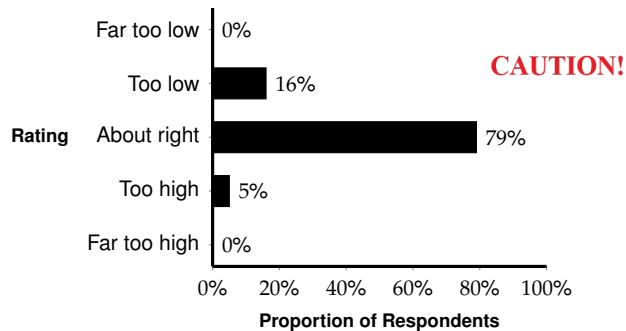
FY20: 41 Respondents

Rating	
Very good	100%
Good	0%
Average	0%
Poor	0%
Very poor	0%

Proportion of Respondents

FY20   Satisfaction measure: 100%
              Mean score: 5

Total fees paid

FY20: 49 Respondents

Fee	
No fee	59%
Under $25	35%
$25-$50	6%
>$50	0%

Proportion of Respondents

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

FY20: 19 Respondents

Rating	
Far too low	0%
Too low	16%
About right	79%
Too high	5%
Far too high	0%

CAUTION!

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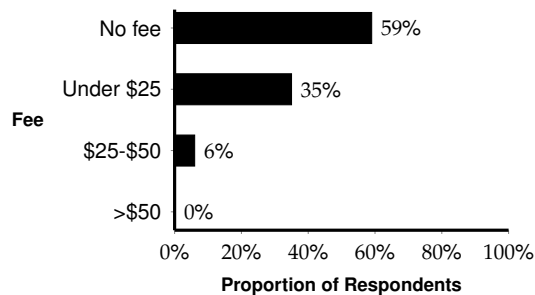
The value of recreation opportunity and services was at least equal to the fee asked to pay

FY20: 18 Respondents

Rating	
Strongly agree	39%
Agree	56%
Not sure	6%
Disagree	0%
Strongly disagree	0%

CAUTION!

Proportion of Respondents

Quality of Commercial Services

FY20: 0 Responses*

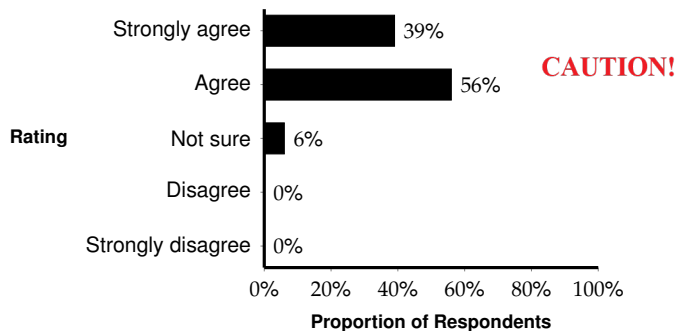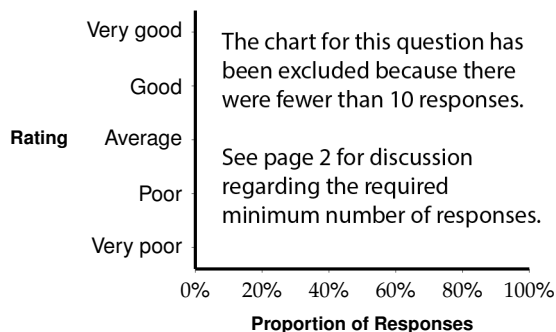| Rating	
Very good	The chart for this question has been excluded because there were fewer than 10 responses.
Good	
Average	See page 2 for discussion regarding the required minimum number of responses.
Poor	
Very poor	

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

Proportion of Responses

FY20   Satisfaction measure: NA
                  Mean score: NA

Activities

FY20: 49 Respondents**

Activity	
Camping	10%
Fishing	4%
Hunting	0%
Target shooting	0%
Sightseeing	29%
Picknicking	4%
Hiking/walking	22%
Swimming	2%
Motorized boating	4%
Non-motorized boating/rafting	6%
Horseback riding	0%
Rock climbing	0%
Driving for pleasure	12%
Bicycling	0%
Riding/Driving OHVs	2%
Education and interpretation	88%
Birdwatching/wildlife viewing	6%
Other	0%

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

Proportion of Respondents
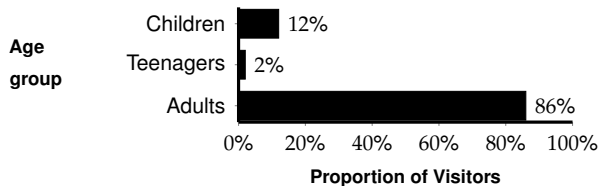
***Each respondent could rate up to three services.**
****Percentages do not sum to 100 because respondents could select more than one activity.**
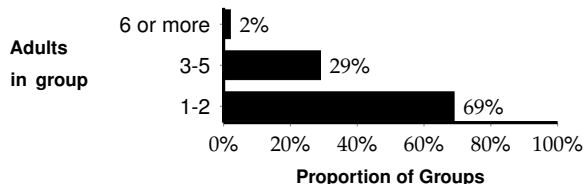
Missouri River Breaks Interpretive Center Demographics
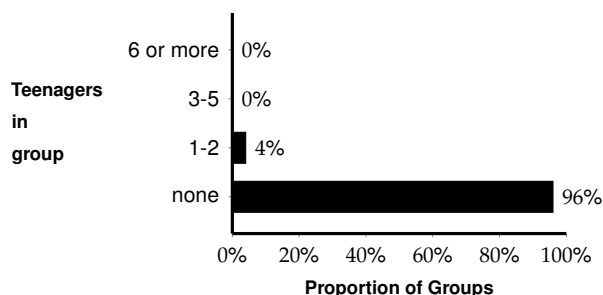
Visitor age groups
FY20: 175 Visitors

Age group	Proportion
Children	12%
Teenagers	2%
Adults	86%

Proportion of Visitors

Number of Adults (18 and over) in group
FY20: 51 Groups

Adults in group	Proportion
6 or more	2%
3-5	29%
1-2	69%

Proportion of Groups

Number of teenagers (13-17) in group
FY20: 51 Groups

Teenagers in group	Proportion
6 or more	0%
3-5	0%
1-2	4%
none	96%

Proportion of Groups

Number of children (under 12) in group
FY20: 51 Groups

Children in group	Proportion
6 or more	2%
3-5	6%
1-2	6%
none	86%

Proportion of Groups
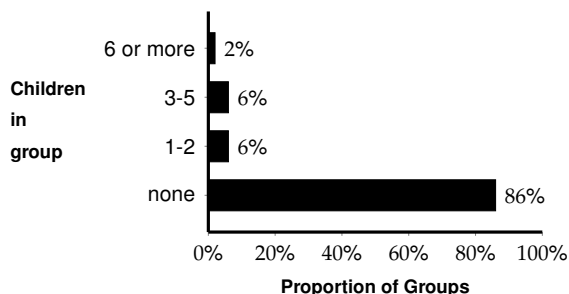
Respondent age
FY20: 49 Respondents

Age (years)	Proportion
71 and over	33%
61-70	41%
51-60	10%
41-50	12%
31-40	4%
22-30	0%
18-21	0%

Proportion of Respondents
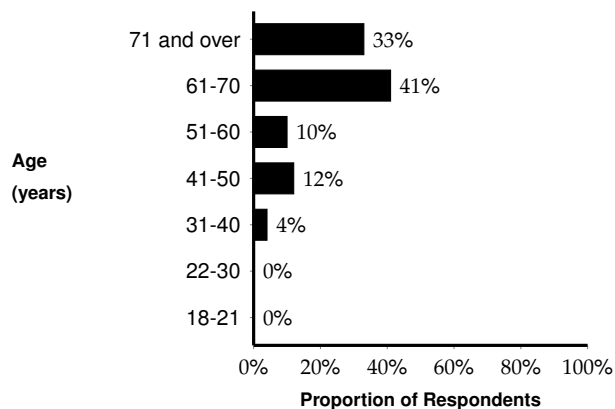
Respondent gender
FY20: 34 Respondents

Gender	Proportion
Male	41%
Female	59%

Proportion of Respondents

Visitors came from 15 states across the country
FY20: 59 Respondents

State	Count
MT	33
WA	4
FL	3
NC	3
TX	3
IN	2
OR	2
UT	2
Other states	7
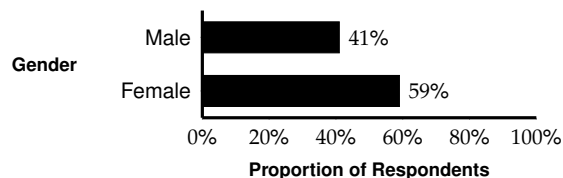
Montana visitors came from 18 different counties.
FY20: 33 Respondents

County	Count
Chouteau County	7
Missoula County	3
Other counties	23

Missouri River Breaks Interpretive Center Accessibility for Visitors with Disabilities

Ability to adequately use facilities

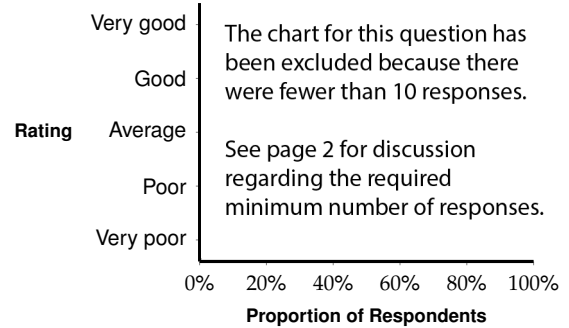**FY20: 3 Respondents**

Rating: 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.

Proportion of Respondents (0% – 100%)
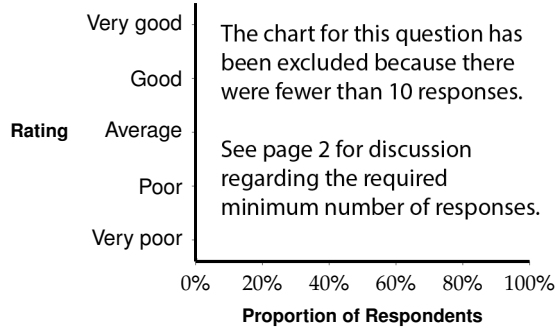
FY20   Satisfaction measure: NA
Mean score: NA

Ability to access exhibits, waysides, etc.

FY20: 3 Respondents

Rating: 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.

Proportion of Respondents (0% – 100%)

FY20   Satisfaction measure: NA
Mean score: NA

Ability to understand messages

FY20: 3 Respondents

Rating: 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.

Proportion of Respondents (0% – 100%)
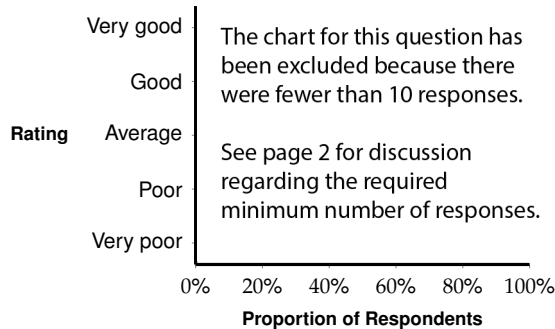
FY20   Satisfaction measure: NA
Mean score: NA

Ability to use services

FY20: 2 Respondents

Rating: 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.

Proportion of Respondents (0% – 100%)
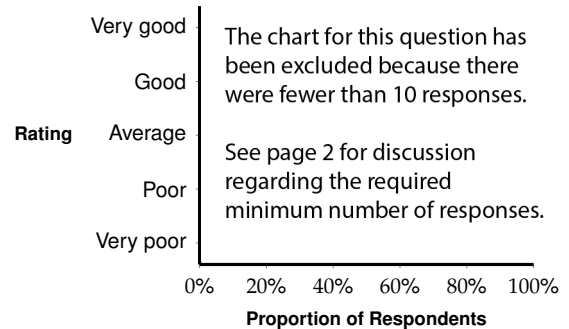
FY20   Satisfaction measure: NA
Mean score: NA

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