

# **CBFWA's Status of the Resources Website: 2012 Survey Results**

MAG Meeting

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# Objectives

To assess:

- Groups using the website
- Reasons for using the website
- Level of interest in the various sections
- Ease of locating information
- Overall usefulness
- Likelihood of returning to the website
- Desire for new website features

# Results – Groups Using the SOTR

- **88 respondents**
  - **31% federal**
  - **22% tribal**
  - **19% state**
  - **9% BPA/NPCC**

# Results – Reason for using the SOTR

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- **View/obtain high-level summaries on focal species**
- **Obtain/download status and trends data**

# Results – Sections of Interest

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- **Status and trends of focal species**
- **Basin-wide summary (anadromous fish)**
- **Summaries by province/subbasin**

# Results

- *Ease of locating information* – 81% easily found information
- *Downloaded annual printed report* – 17%
- *Usefulness of website* – 88% rated the SOTR as useful or very useful
- *Returning to website and recommending* – 91% will return with 60% recommending

# Results – Why Users Continue to Visit

- **Ease of access/use**
- **Data are current and updated regularly (up-to-date)**
- **Comprehensive information and clearing house (one-stop location)**

# Results – User Wish List

- **More data (e.g., habitat status and trend, VSP, resident fish high level indicators)**
- **Data from other programs**
- **Data review**



# Conclusions

- **Achieved goal of creating/maintaining a comprehensive, easy to use website populated with up-to-date data**
- **Established a broad group of users that report high level of satisfaction**

# Recommendations for 2012

- **Resident Fish High Level Indicators**
- **Local reviews of data (focus workgroups)**
- **Evaluate availability of VSP data**
- **Incorporate non-Program data**