

National Park System 2001 Visitor Survey Card Data Report



Introduction

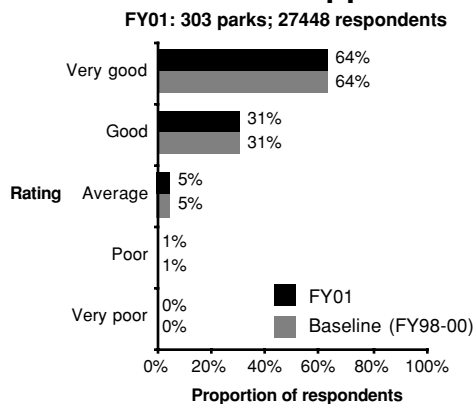
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 327 units of the National Park System in FY01. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey are summarized in this report. A description of the research methods and limitations is on the back page.

Below (left) is a graph summarizing visitor opinions of the "overall quality of facilities, services, and recreational opportunities" in the National Park System. This graph compares FY01 data, shown in black, with a three-year baseline of data (FY98-00), shown in gray. The satisfaction measure is the combined percentage of "good" and "very good" responses. This is the primary performance measure for Goal IIa1. (The satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding.)

Below (right) is the FY01 GRPA reporting measure for Goal IIa1. The percentage included in the box should be used for reporting GPRA Goal IIa1 performance. The systemwide response rate was 26%.

Overall quality of facilities, services & recreational opportunities



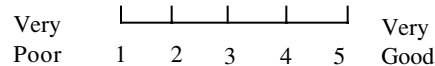
FY01: Satisfaction measure: 95%
Average evaluation score: 4.6

Understanding the Results

Inside this report are graphs that present the combined survey results for the National Park System. The report contains three categories of data—park facilities, visitor services, and recreational opportunities. Within these categories are graphs for each indicator evaluated by park visitors. For example, the park facilities category includes indicators such as visitor center, exhibits, restrooms, and so forth. In addition, responses for indicators within each category are averaged into a combined graph for the category (e.g., combined park facilities).

Each graph includes the following information:

- the number of parks and visitor responses for the indicator;
- FY01 data (black) and baseline data (gray);
- the percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
- a satisfaction measure that combines the percentage of total responses which were "very good" or "good;" and
- an average evaluation score (mean score) based on the following values: very poor = 1, poor = 2, average = 3, good = 4, very good = 5.



The higher the average evaluation score, the more positive the visitor response.

FY01 GPRA Reporting Measure for Goal IIa1

Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

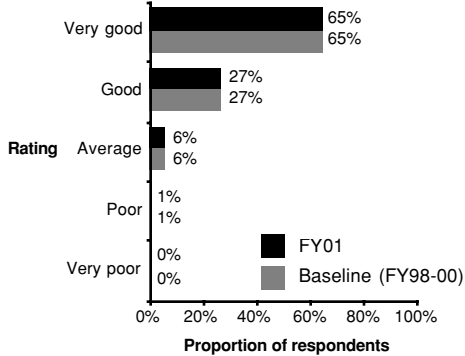
95%



National Park System Park Facilities

Visitor center

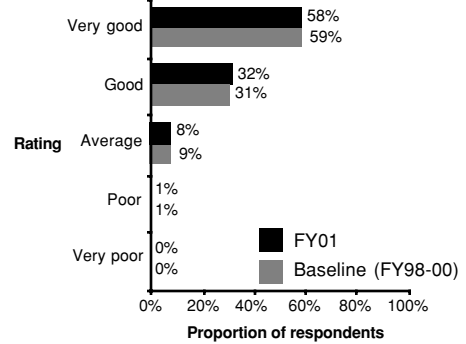
FY01: 303 parks; 26007 respondents



FY01: Satisfaction measure: 93%
Average evaluation score: 4.6

Exhibits

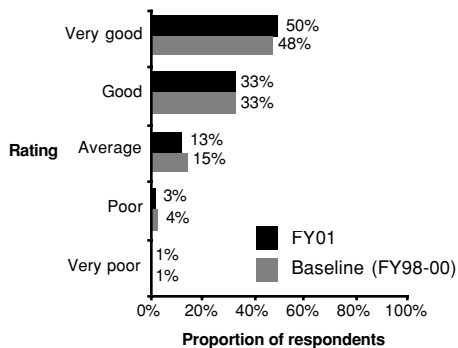
FY01: 303 parks; 26300 respondents



FY01: Satisfaction measure: 90%
Average evaluation score: 4.5

Restrooms

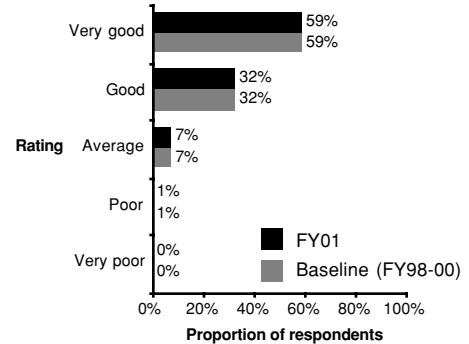
FY01: 303 parks; 24175 respondents



FY01: Satisfaction measure: 82%
Average evaluation score: 4.3

Walkways, trails, and roads

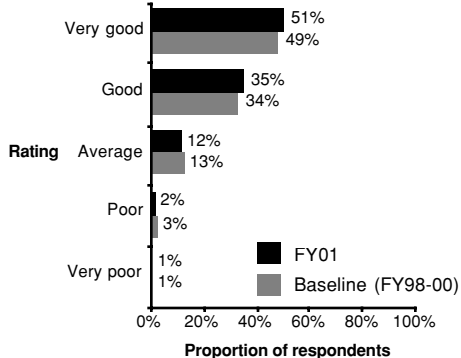
FY01: 303 parks; 26252 respondents



FY01: Satisfaction measure: 91%
Average evaluation score: 4.5

Campgrounds and/or picnic areas

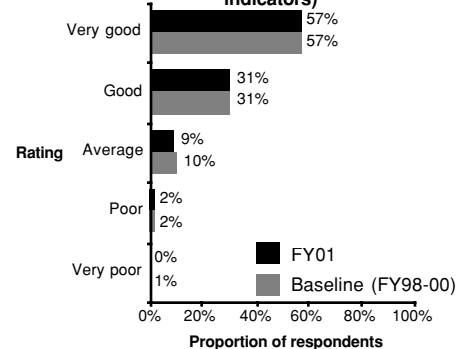
FY01: 303 parks; 12187 respondents



FY01: Satisfaction measure: 85%
Average evaluation score: 4.3

Combined park facilities

FY01: 26300 responses (based on 5 indicators)



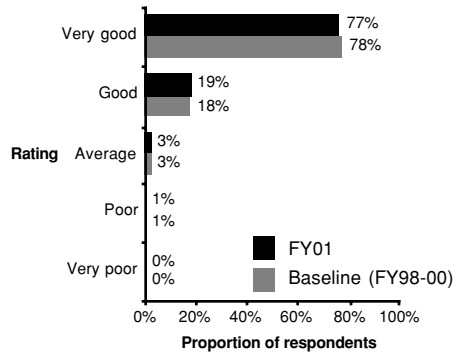
FY01: Satisfaction measure: 89%
Average evaluation score: 4.4

National Park System Visitor Services



Assistance from park employees

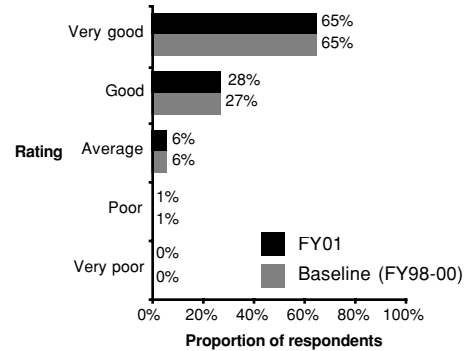
FY01: 303 parks; 26893 respondents



FY01: Satisfaction measure: 96%
Average evaluation score: 4.7

Park map or brochure

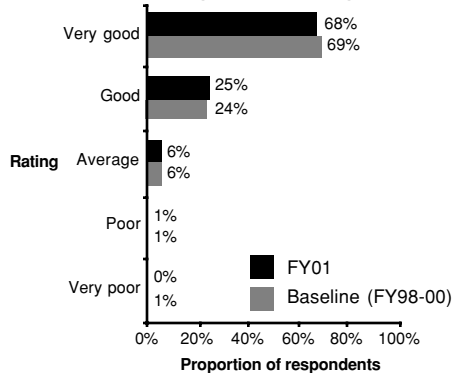
FY01: 303 parks; 25170 respondents



FY01: Satisfaction measure: 93%
Average evaluation score: 4.6

Ranger programs

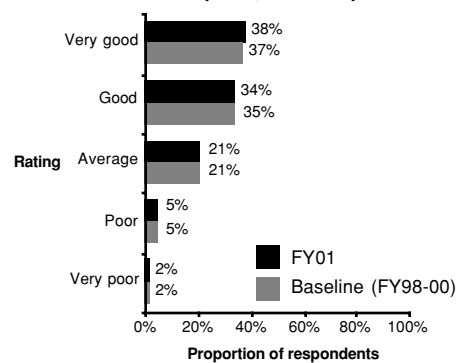
FY01: 303 parks; 14249 respondents



FY01: Satisfaction measure: 93%
Average evaluation score: 4.6

Commercial services in the park

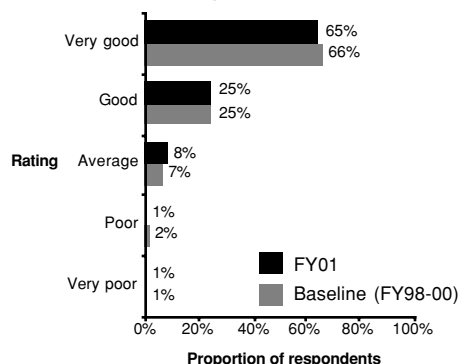
FY01: 303 parks; 13183 respondents



FY01: Satisfaction measure: 72%
Average evaluation score: 4.0

Combined visitor services

FY01: 26893 responses (based on 4 indicators)



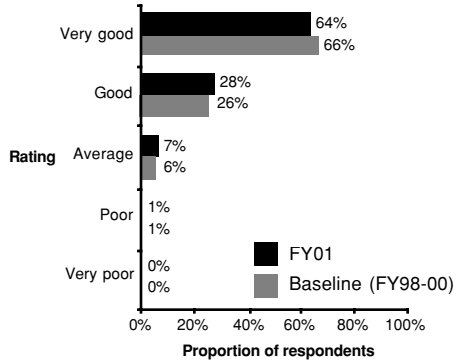
FY01: Satisfaction measure: 90%
Average evaluation score: 4.5



National Park System Recreational Opportunities

Learning about nature, history, or culture

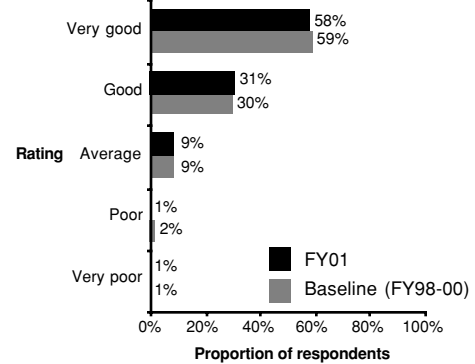
FY01: 303 parks; 24064 respondents



FY01: Satisfaction measure: 92%
Average evaluation score: 4.5

Outdoor recreation

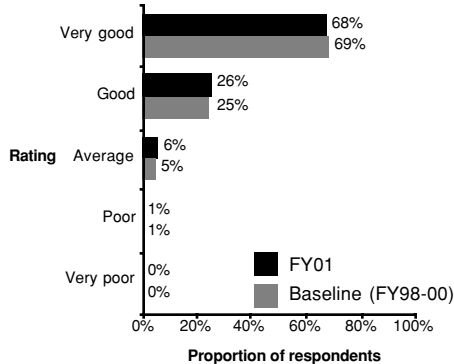
FY01: 303 parks; 13658 respondents



FY01: Satisfaction measure: 89%
Average evaluation score: 4.4

Sightseeing

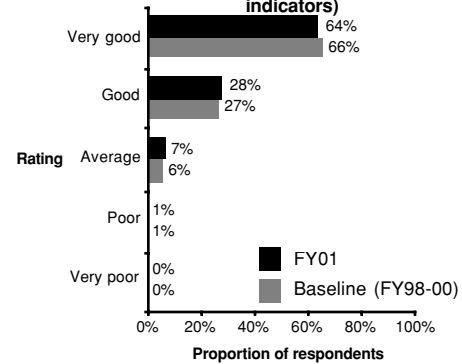
FY01: 303 parks; 23922 respondents



FY01: Satisfaction measure: 93%
Average evaluation score: 4.6

Combined recreational opportunities

FY01: 24064 responses (based on 3 indicators)



FY01: Satisfaction measure: 92%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in 327 units in the National Park System during the period February 1- August 31, 2001. At each park, visitors were sampled at selected locations representative of the general visitor population.

Returned cards were electronically scanned and the data analyzed. Responses from individual parks in the National Park System were combined into one dataset. Data from parks with less than 30 returned cards, or from parks with discrepancies in data collection methods, were omitted from this report. Frequency distributions were calculated for each indicator and category.

All percentage calculations were rounded to the nearest percent. Therefore, individual percentages in each graph may not add to 100 percent. The response rate was calculated by dividing the total number of returned survey cards by the total number of survey cards distributed. The sample size ("N") varies from figure to figure, depending on the number of responses.

The results do not necessarily apply to visitors during other times of the year, to park visitors who did not visit the survey locations, or to park units in the National Park System that did not participate in the survey.

For more information about the VSC, contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806