

National Park System 2000 Visitor Survey Card Data Report



Introduction

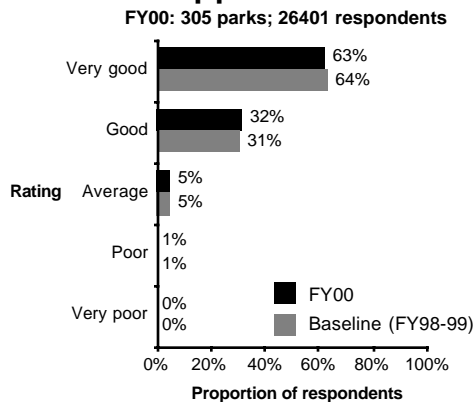
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 324 units of the National Park System in FY00. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY00 data, shown in black, with a two-year baseline of data (FY98-99), 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 FY00 GPRA 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 25%.

Overall quality of facilities, services, and recreational opportunities



FY00: 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;
- FY00 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.

Very Very
Poor 1 2 3 4 5 Good

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

FY00 GPRA Reporting Measure for Goal IIa1

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

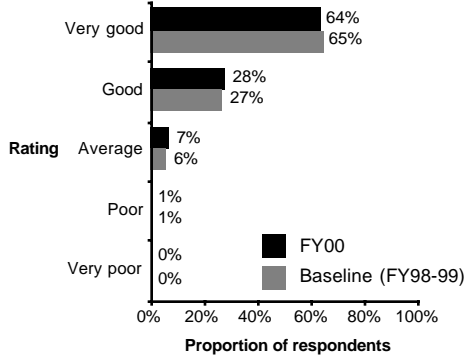
95%



National Park System Park Facilities

Visitor center

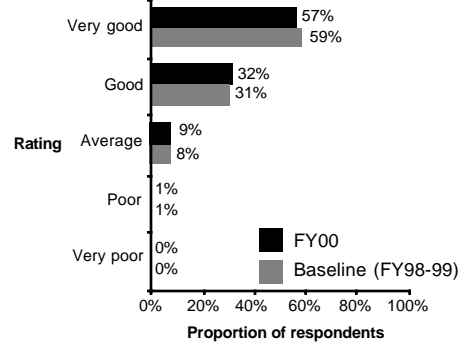
FY00: 305 parks; 24675 respondents



FY00: Satisfaction measure: 92%
Average evaluation score: 4.6

Exhibits

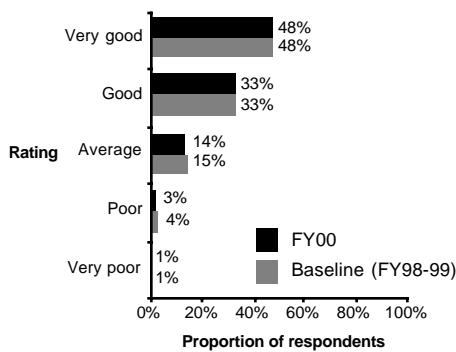
FY00: 305 parks; 25051 respondents



FY00: Satisfaction measure: 90%
Average evaluation score: 4.5

Restrooms

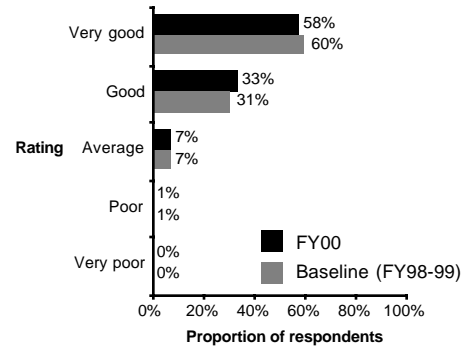
FY00: 305 parks; 22991 respondents



FY00: Satisfaction measure: 81%
Average evaluation score: 4.2

Walkways, trails, and roads

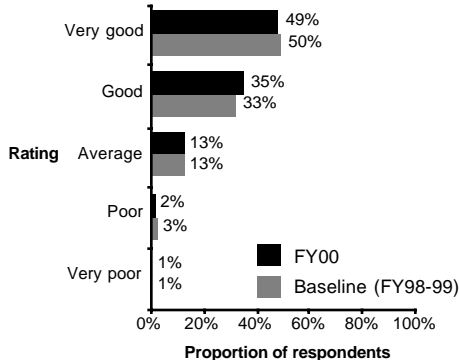
FY00: 305 parks; 25278 respondents



FY00: Satisfaction measure: 91%
Average evaluation score: 4.5

Campgrounds and/or picnic areas

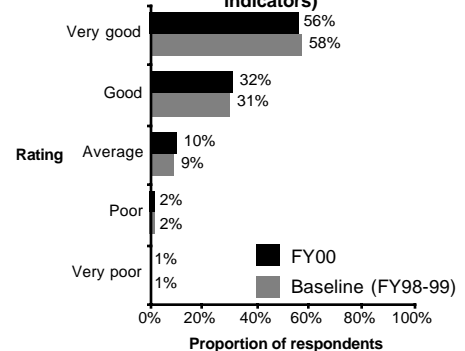
FY00: 305 parks; 11482 respondents



FY00: Satisfaction measure: 84%
Average evaluation score: 4.3

Combined park facilities

FY00: 25278 responses (based on 5 indicators)



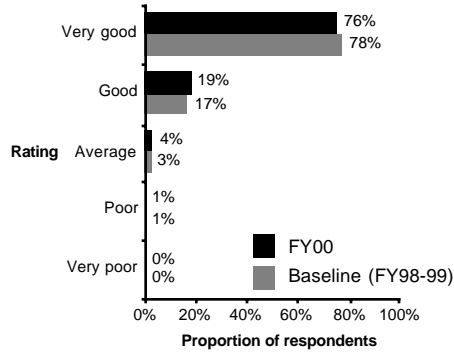
FY00: Satisfaction measure: 88%
Average evaluation score: 4.4

National Park System Visitor Services



Assistance from park employees

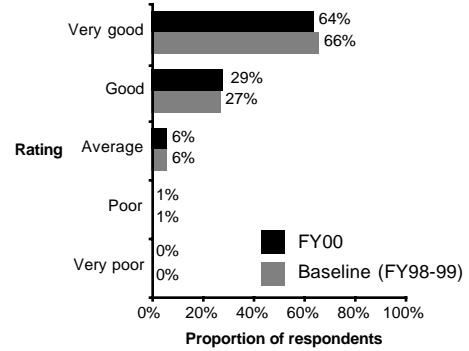
FY00: 305 parks; 25504 respondents



FY00: Satisfaction measure: 95%
Average evaluation score: 4.7

Park map or brochure

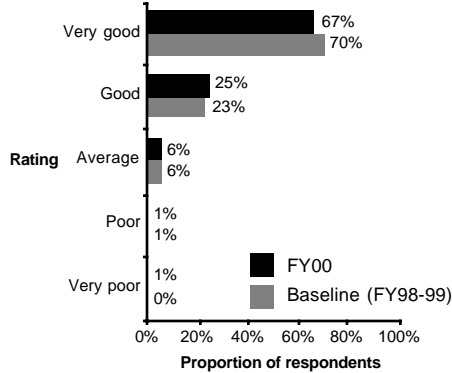
FY00: 305 parks; 23989 respondents



FY00: Satisfaction measure: 93%
Average evaluation score: 4.6

Ranger programs

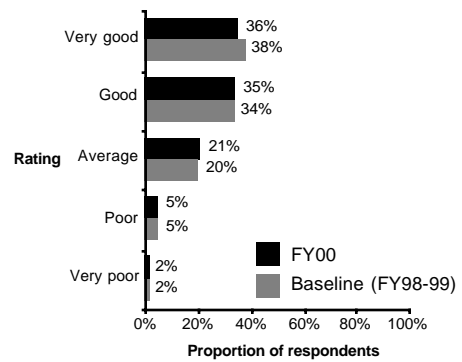
FY00: 305 parks; 13209 respondents



FY00: Satisfaction measure: 92%
Average evaluation score: 4.6

Commercial services in the park

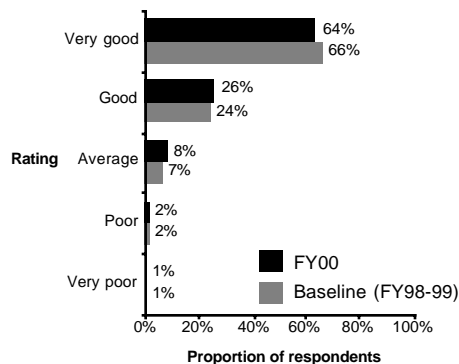
FY00: 305 parks; 12215 respondents



FY00: Satisfaction measure: 71%
Average evaluation score: 4.0

Combined visitor services

FY00: 25504 responses (based on 4 indicators)



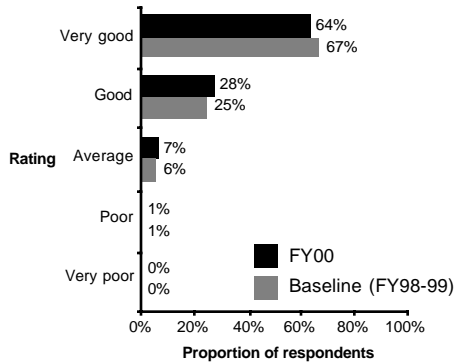
FY00: Satisfaction measure: 90%
Average evaluation score: 4.5



National Park System Recreational Opportunities

Learning about nature, history, or culture

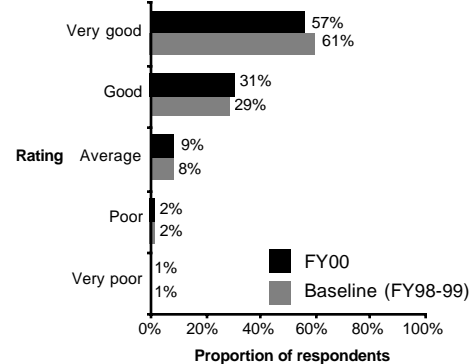
FY00: 305 parks; 22941 respondents



FY00: Satisfaction measure: 92%
Average evaluation score: 4.5

Outdoor recreation

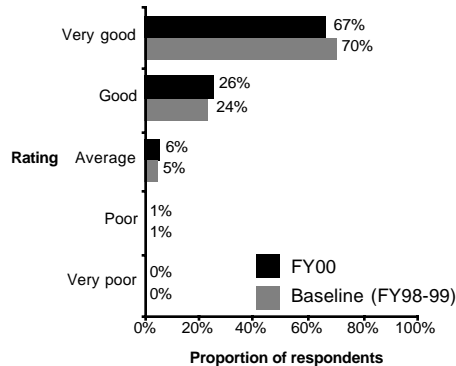
FY00: 305 parks; 13310 respondents



FY00: Satisfaction measure: 88%
Average evaluation score: 4.4

Sightseeing

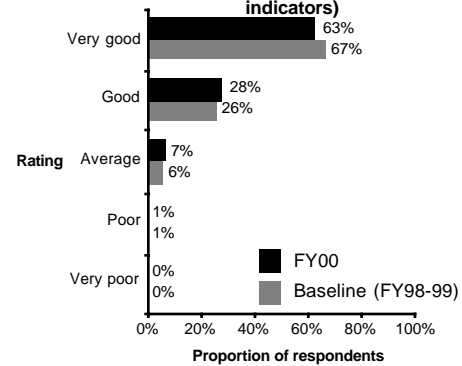
FY00: 305 parks; 22770 respondents



FY00: Satisfaction measure: 93%
Average evaluation score: 4.6

Combined recreational opportunities

FY00: 22941 responses (based on 3 indicators)



FY00: Satisfaction measure: 92%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in 324 units in the National Park System during the period February 1 – August 31, 2000. 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. 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.