

National Park System 2010 Visitor Survey Card Data Report



Introduction

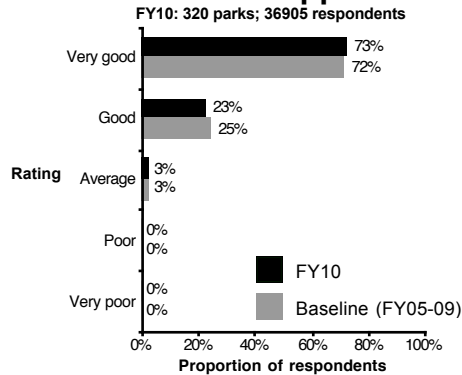
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 328 units of the National Park System in FY10. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey are summarized in this data 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 system. This graph compares FY10 data (shown in black) with a five-year baseline data (FY05-09) shown in gray. The satisfaction measure below this graph is a 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 FY10 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 32%.

Overall quality of facilities, services & recreational opportunities



FY10: Satisfaction measure: 97%
Average evaluation score: 4.7

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;
- FY10 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 Poor 1 2 3 4 5 Very Good

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

- graph percentages may not equal 100% due to rounding

FY10 GPRA Reporting Measure for Goal IIa1

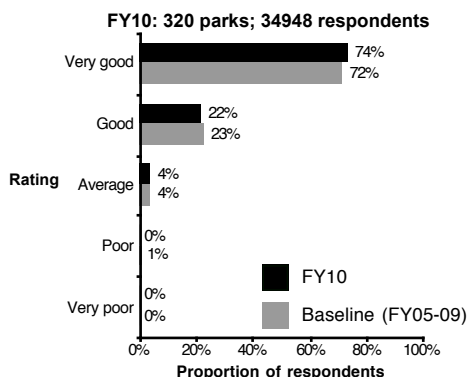
Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

97%



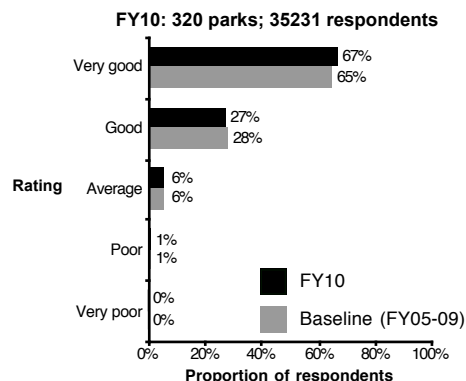
National Park System Park Facilities

Visitor Center



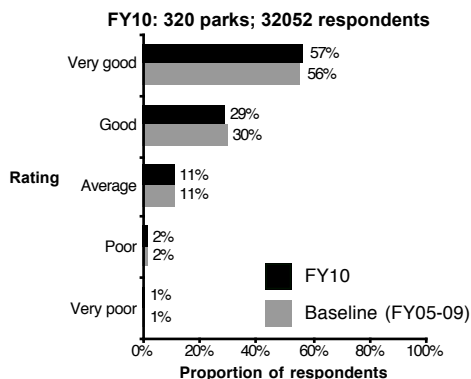
FY10: Satisfaction measure: 95%
Average evaluation score: 4.7

Exhibits



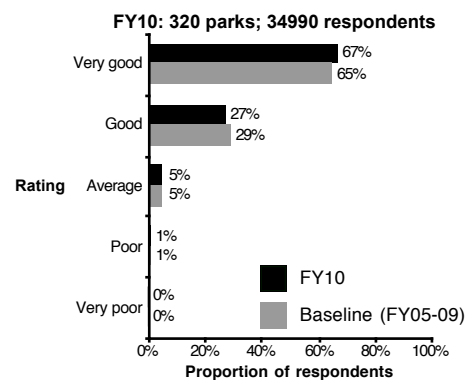
FY10: Satisfaction measure: 94%
Average evaluation score: 4.6

Restrooms



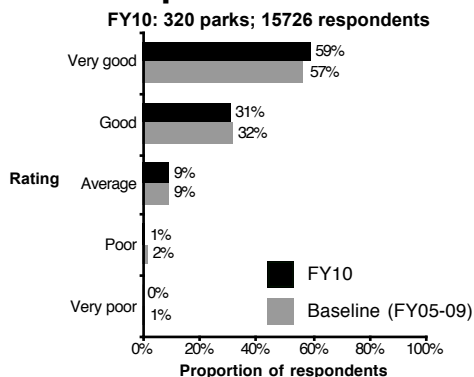
FY10: Satisfaction measure: 87%
Average evaluation score: 4.4

Walkways, trails, and roads



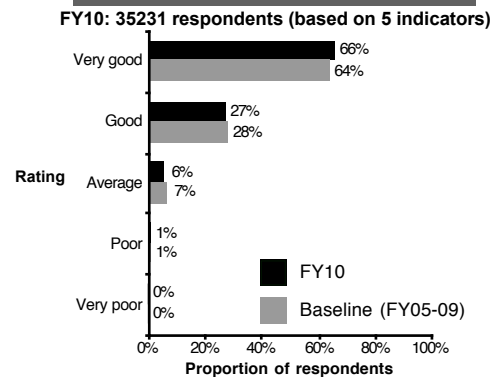
FY10: Satisfaction measure: 94%
Average evaluation score: 4.6

Campgrounds and/or picnic areas



FY10: Satisfaction measure: 90%
Average evaluation score: 4.5

Combined park facilities



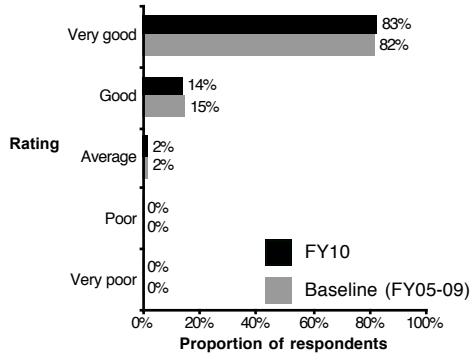
FY10: Satisfaction measure: 92%
Average evaluation score: 4.6

National Park System Visitor Services



Assistance from park employees

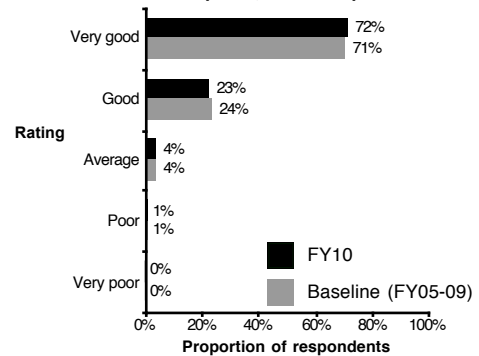
FY10: 320 parks; 35994 respondents



FY10: Satisfaction measure: 97%
Average evaluation score: 4.8

Park map or brochure

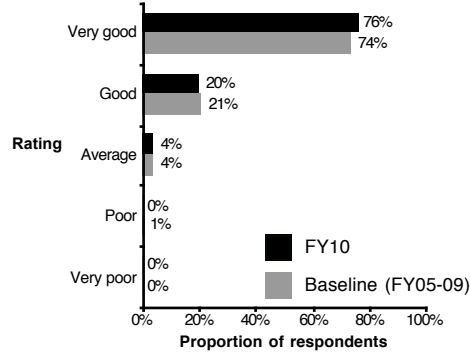
FY10: 320 parks; 33093 respondents



FY10: Satisfaction measure: 95%
Average evaluation score: 4.7

Ranger programs

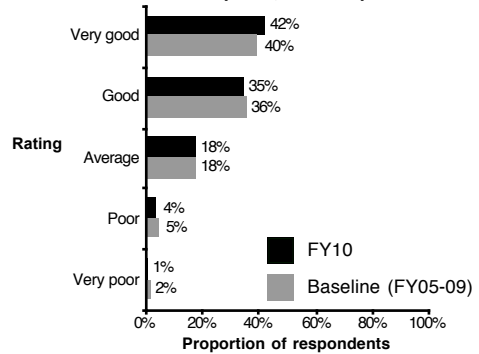
FY10: 320 parks; 20076 respondents



FY10: Satisfaction measure: 96%
Average evaluation score: 4.7

Commercial services in the park

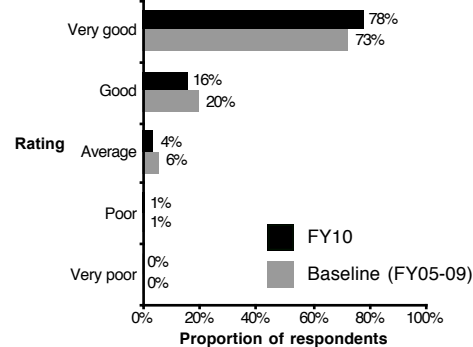
FY10: 120 parks; 7280 respondents



FY10: Satisfaction measure: 77%
Average evaluation score: 4.1

Value for entrance fee paid

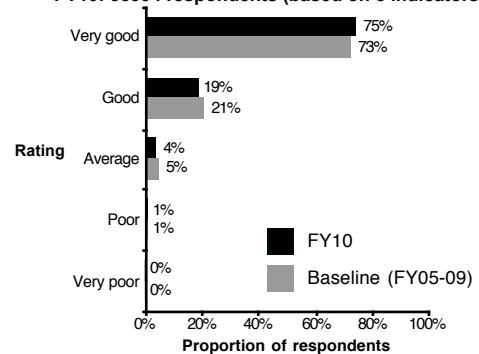
FY10: 142 parks; 16335 respondents



FY10: Satisfaction measure: 95%
Average evaluation score: 4.7

Combined visitor services

FY10: 35994 respondents (based on 5 indicators)



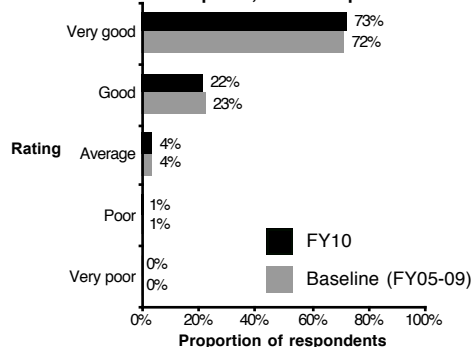
FY10: Satisfaction measure: 95%
Average evaluation score: 4.7



National Park System Recreational Opportunities

Learning about nature, history, or culture

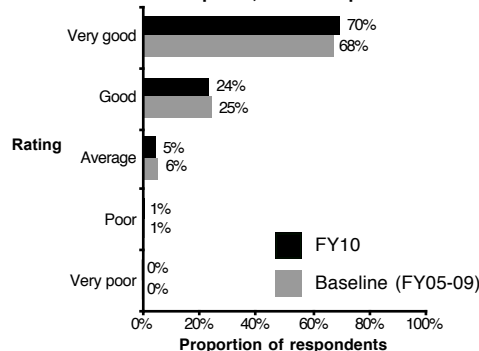
FY10: 320 parks; 32850 respondents



FY10: Satisfaction measure: 95%
Average evaluation score: 4.7

Outdoor recreation

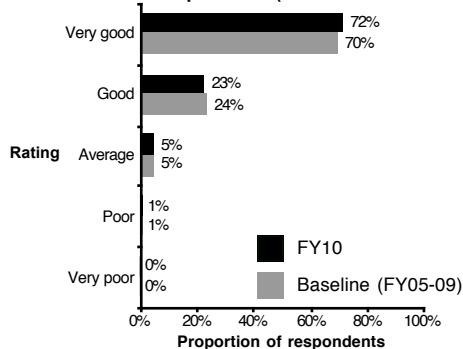
FY10: 320 parks; 23665 respondents



FY10: Satisfaction measure: 94%
Average evaluation score: 4.6

Combined recreational opportunities

FY10: 32850 respondents (based on 2 indicators)



FY10: Satisfaction measure: 95%
Average evaluation score: 4.7

Please note: Baseline data for this report has been normalized to begin in FY05 due to the addition of the "Value for entrance fee paid" question and the inclusion of "Sightseeing" in the Outdoor Recreation survey question in 2005.

Research Methods

Survey cards were distributed to a random sample of visitors in 328 units in the system during the periods from February 1- August 31, 2010. 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 system were combined into one dataset. Data from parks with less than 30 returned cards, or from park with discrepancies in the data collection methods, were omitted from this report. frequency distributions were calculated for each indicator and category.

Results reported for the survey questions: "Value for entrance fee paid" and "Commercial services in the park" consist of only parks that charge an entrance fee or offer commercial services. For this reason the number of parks and number of respondents will be lower in these charts than in others in this report.

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.

For most indicators, the survey data are expected to be accurate within $\pm 6\%$ 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.

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 system that did not participate in the survey.

Low survey response rates increase the probability of non-response bias. Non-response bias occurs when those who choose to participate in a survey differ substantially and systematically from those who choose not to participate. If these differences are related to GPRA measures, the results may be unreliable.