National Park System
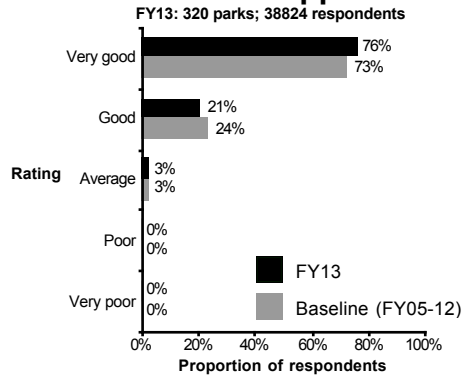# 2013 Visitor Survey Card Data Report

Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 330 units of the National Park System in FY13. 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 FY13 data (shown in black) with an eight-year baseline data (FY05-12) 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 FY13 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 35% with 41643 total visitors responding to the survey.

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;
- FY13 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.

- graph percentages may not equal 100% due to rounding

Overall quality of facilities, services & recreational opportunities

FY13: 320 parks; 38824 respondents

FY13:   Satisfaction measure: 97%
         Average evaluation score: 4.7

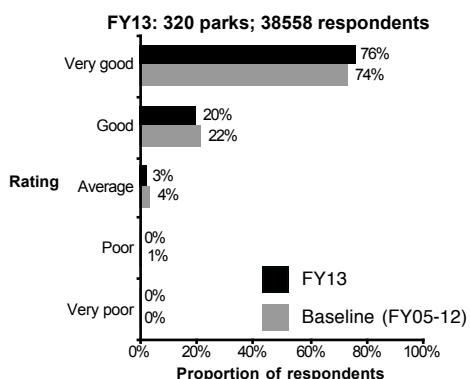## FY13 GPRA Reporting Measure for Goal IIa1

Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:
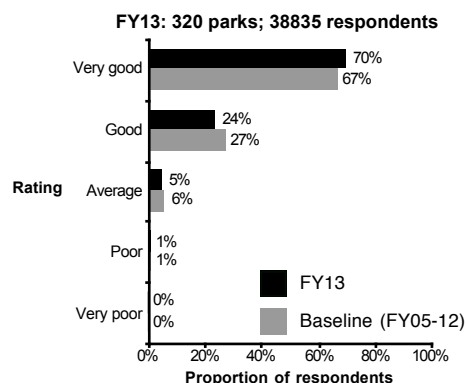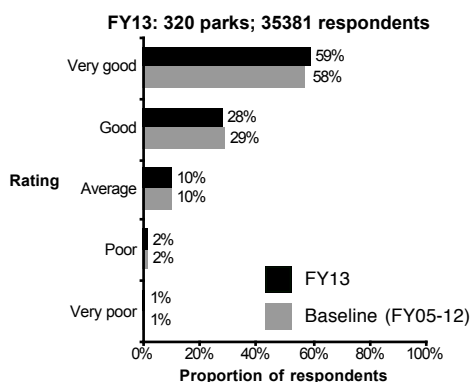
97%

National Park System
Park Facilities

Visitor Center
FY13: 320 parks; 38558 respondents

Rating	FY13	Baseline (FY05-12)
Very good	76%	74%
Good	20%	22%
Average	3%	4%
Poor	0%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

FY13: Satisfaction measure: 96%
Average evaluation score: 4.7

Exhibits
FY13: 320 parks; 38835 respondents

Rating	FY13	Baseline (FY05-12)
Very good	70%	67%
Good	24%	27%
Average	5%	6%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

FY13: Satisfaction measure: 95%
Average evaluation score: 4.6

Restrooms
FY13: 320 parks; 35381 respondents

Rating	FY13	Baseline (FY05-12)
Very good	59%	58%
Good	28%	29%
Average	10%	10%
Poor	2%	2%
Very poor	1%	1%

Proportion of respondents (0% – 100%)

FY13: Satisfaction measure: 88%
Average evaluation score: 4.4

Walkways, trails, and roads
FY13: 320 parks; 38490 respondents

Rating	FY13	Baseline (FY05-12)
Very good	69%	67%
Good	25%	27%
Average	5%	5%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)
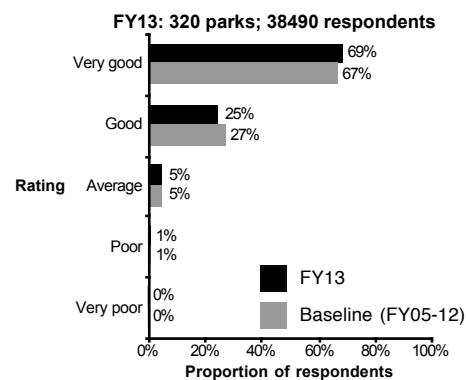
FY13: Satisfaction measure: 94%
Average evaluation score: 4.6

Campgrounds and/or picnic areas
FY13: 320 parks; 17607 respondents

Rating	FY13	Baseline (FY05-12)
Very good	61%	59%
Good	29%	31%
Average	8%	9%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)
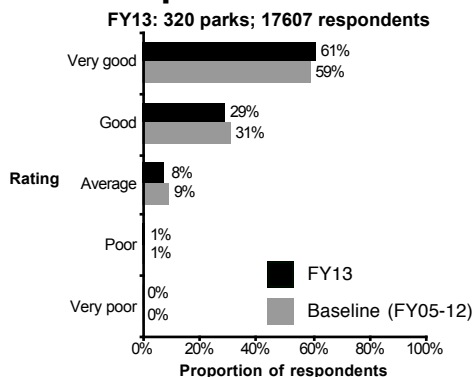
FY13: Satisfaction measure: 90%
Average evaluation score: 4.5

Combined park facilities
FY13: 38835 respondents (based on 5 indicators)

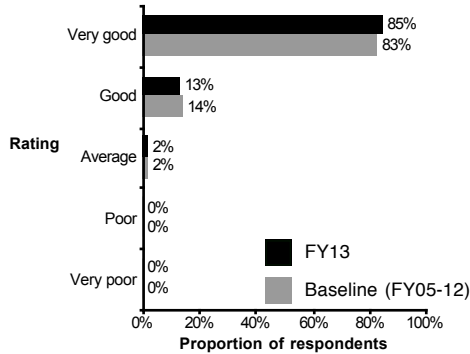| Rating	FY13	Baseline (FY05-12)
Very good	68%	66%
Good	25%	27%
Average	6%	6%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)
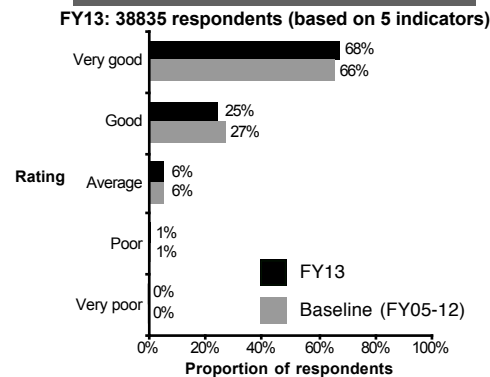
FY13: Satisfaction measure: 93%
Average evaluation score: 4.6

National Park System
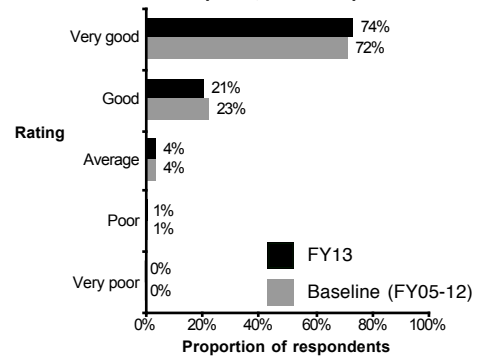## Visitor Services

Assistance from park employees
FY13: 320 parks; 39387 respondents

Rating	FY13	Baseline (FY05-12)
Very good	85%	83%
Good	13%	14%
Average	2%	2%
Poor	0%	0%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

■ FY13
▨ Baseline (FY05-12)

FY13: Satisfaction measure: 98%
Average evaluation score: 4.8

Park map or brochure
FY13: 320 parks; 36445 respondents

Rating	FY13	Baseline (FY05-12)
Very good	74%	72%
Good	21%	23%
Average	4%	4%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

■ FY13
▨ Baseline (FY05-12)

FY13: Satisfaction measure: 95%
Average evaluation score: 4.7

Ranger programs
FY13: 320 parks; 22852 respondents

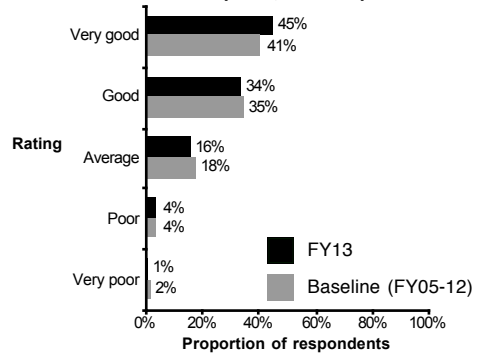| Rating	FY13	Baseline (FY05-12)
Very good	78%	76%
Good	18%	20%
Average	3%	4%
Poor	0%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

■ FY13
▨ Baseline (FY05-12)
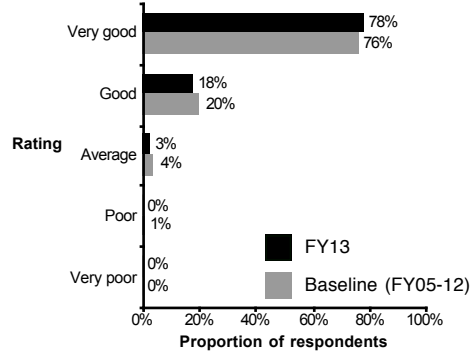
FY13: Satisfaction measure: 96%
Average evaluation score: 4.7

Commercial services in the park
FY13: 120 parks; 8434 respondents

Rating	FY13	Baseline (FY05-12)
Very good	45%	41%
Good	34%	35%
Average	16%	18%
Poor	4%	4%
Very poor	1%	2%

Proportion of respondents (0% – 100%)

■ FY13
▨ Baseline (FY05-12)
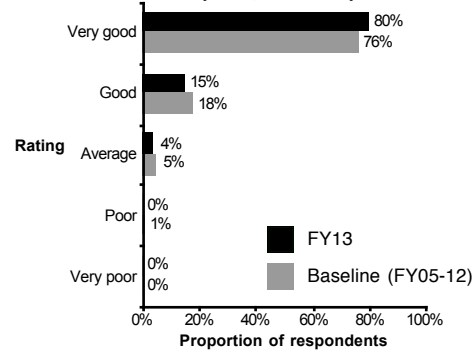
FY13: Satisfaction measure: 79%
Average evaluation score: 4.2

Value for entrance fee paid
FY13: 146 parks; 17259 respondents

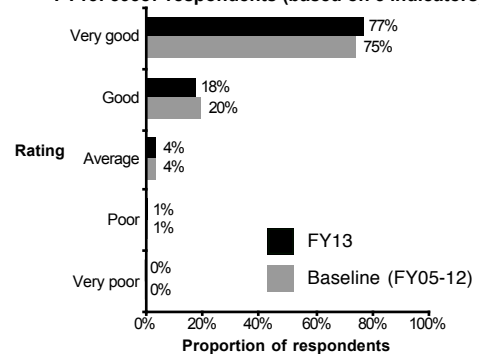| Rating	FY13	Baseline (FY05-12)
Very good	80%	76%
Good	15%	18%
Average	4%	5%
Poor	0%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

■ FY13
▨ Baseline (FY05-12)

FY13: Satisfaction measure: 96%
Average evaluation score: 4.8

Combined visitor services
FY13: 39387 respondents (based on 5 indicators)

Rating	FY13	Baseline (FY05-12)
Very good	77%	75%
Good	18%	20%
Average	4%	4%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)
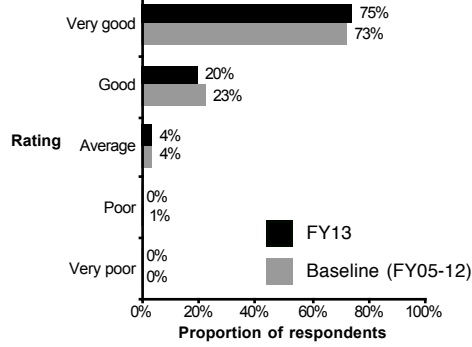
■ FY13
▨ Baseline (FY05-12)

FY13: Satisfaction measure: 95%
Average evaluation score: 4.7

National Park System
Recreational Opportunities
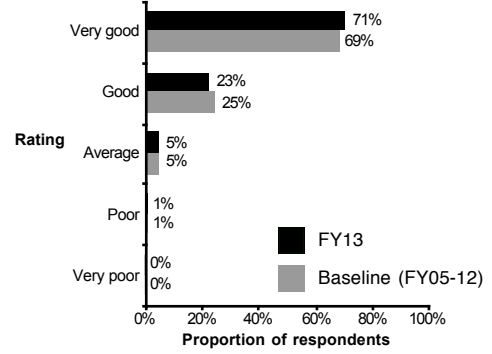
Learning about nature, history, or culture
FY13: 320 parks; 35253 respondents

Rating	FY13	Baseline (FY05-12)
Very good	75%	73%
Good	20%	23%
Average	4%	4%
Poor	0%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

FY13:   Satisfaction measure: 96%
Average evaluation score: 4.7

Outdoor recreation
FY13: 320 parks; 25309 respondents

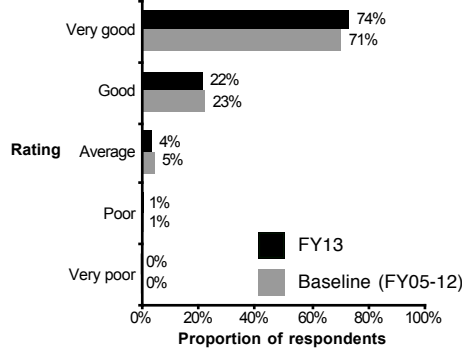| Rating	FY13	Baseline (FY05-12)
Very good	71%	69%
Good	23%	25%
Average	5%	5%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

FY13:   Satisfaction measure: 94%
Average evaluation score: 4.6

Combined recreational opportunities
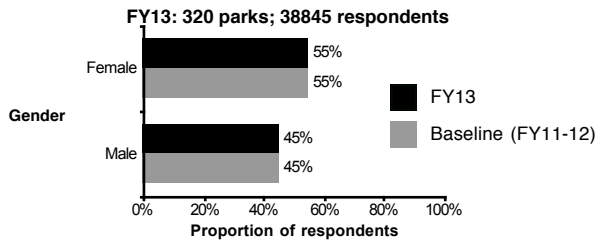**FY13: 35253 respondents (based on 2 indicators)**

Rating	FY13	Baseline (FY05-12)
Very good	74%	71%
Good	22%	23%
Average	4%	5%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents (0% – 100%)

FY13:   Satisfaction measure: 95%
Average evaluation score: 4.7

Visitor gender
FY13: 320 parks; 38845 respondents

Visitor age group
FY13: 320 parks; 40027 respondents

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 330 units in the system during the periods from February 1- August 31, 2013. 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 ±6% with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±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.

National Park Service
U.S. Department of the Interior

The Visitor Survey Card Project

Natural Resource Stewardship and Science

University *of* Idaho
A LEGACY OF LEADING

The Visitor Survey Card Project
University of Idaho
Park Studies Unit
College of Natural Resources
875 Perimeter Drive MS 1139
Moscow ID, 83844-1139
psuinfo@uidaho.edu
208 885 2585
psu.uidaho.edu