Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 323 units of the National Park System in FY07. 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 FY07 data (shown in black) with an two-year baseline data (FY05-06) 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 FY07 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 29%.

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;
- FY07 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.

Graph percentages may not equal 100% due to rounding.

Overall quality of facilities, services & recreational opportunities

FY07: 311 parks; 31637 respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>FY07</th>
<th>Baseline (FY05-06)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Good</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Very poor</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

FY07: Satisfaction measure: 96%
Average evaluation score: 4.7

FY07 GPRA Reporting Measure for Goal IIa1

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

96%
Goal: Rounding.

This is the primary performance measure opportunities summarized in this data report. A description of the research IIa1 (visitor satisfaction) and IIb1 (visitor understanding and evaluation). The research was conducted with an average of 311 parks and 27738 respondents in FY07. Satisfaction measure: 95%

Average evaluation score: 4.7

Visitor Center:

- FY07: 311 parks; 29765 respondents
- Very good: 77%
- Good: 22%
- Average: 1%
- Poor: 1%
- Very poor: 0%

Exhibits:

- FY07: 311 parks; 30166 respondents
- Very good: 60%
- Good: 27%
- Average: 0%
- Poor: 1%
- Very poor: 0%

Walkways, trails, and roads:

- FY07: 311 parks; 29925 respondents
- Very good: 60%
- Good: 29%
- Average: 6%
- Poor: 1%
- Very poor: 0%

Campgrounds and/or picnic areas:

- FY07: 311 parks; 13544 respondents
- Very good: 56%
- Good: 32%
- Average: 10%
- Poor: 2%
- Very poor: 1%

Combined park facilities:

- FY07: 30166 respondents (based on 5 indicators)
- Very good: 64%
- Good: 28%
- Average: 7%
- Poor: 1%
- Very poor: 0%
The primary performance measure summarized in this data report is visitor satisfaction. This is measured as the percentage of visitors who rated their overall satisfaction as "good" or better. The results of the 2007 Visitor Survey Card Data Report for 311 parks indicate an overall satisfaction rate of 97%, with an average evaluation score of 4.8.

Ranger programs were also evaluated, with a satisfaction rate of 96% and an average evaluation score of 4.7. Assistance from park employees was rated at 97% satisfaction, with an average score of 4.8.

The report also includes evaluations of commercial services in the park, with a satisfaction rate of 74% and an average evaluation score of 4.

For the combined visitor services, based on 5 indicators, the satisfaction rate was 94% with an average score of 4.6.

Proportions of respondents for each rating category are provided for each measure, showing the percentage of respondents rating their experience as "very good," "good," "average," "poor," or "very poor."
Survey cards were distributed to a random sample of visitors in 323 units in the system during the periods from February 1 - August 31, 2007. 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.

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

For more information about the VSC contact Jennifer Hoger Russell, VSC Project Director at the University of Idaho Park Studies Unit (208) 885-4806 (vsc@psu.uidaho.edu)