National Park System
2004 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 322 units of the National Park System in FY04. 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).
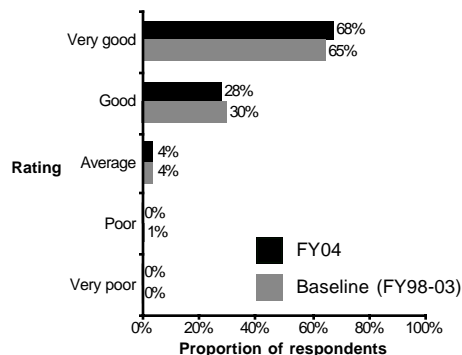
The results of the Visitor Survey Card (VSC) survey are summarized in this data report. A description of the research methods and limitations is on the back page.

Below (left) is a graph summarizing visitor opinions of the "overall quality of facilities, services, and recreational opportunities" in the system. This graph compares FY04 data (shown in black) with a six-year baseline data (FY98-03) 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 FY04 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%.

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;
- FY04 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
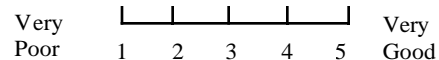
The higher the average evaluation score, the more positive the visitor response.
- graph percentages may not equal 100% due to rounding

Overall quality of facilities, services & recreational opportunities

FY04: 309 parks; 28160 respondents

Rating	FY04	Baseline (FY98-03)
Very good	68%	65%
Good	28%	30%
Average	4%	4%
Poor	0%	1%
Very poor	0%	0%

FY04: Satisfaction measure: 96%
Average evaluation score: 4.6

FY04 GPRA Reporting Measure for Goal IIa1

Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:
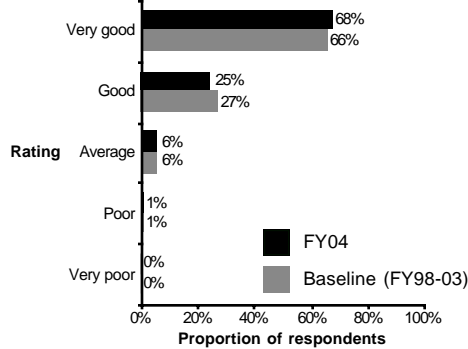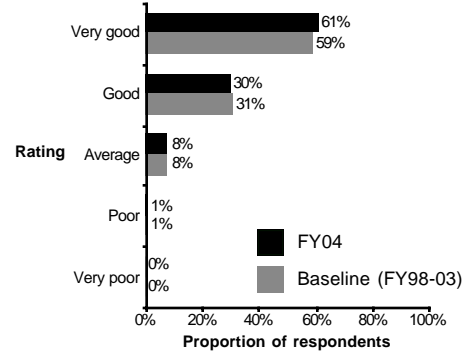
96%

National Park System
Park Facilities

Visitor Center
FY04: 309 parks; 27218 respondents

Rating / Proportion of respondents

- Very good: 68% (FY04), 66% (Baseline)
- Good: 25% (FY04), 27% (Baseline)
- Average: 6% (FY04), 6% (Baseline)
- Poor: 1% (FY04), 1% (Baseline)
- Very poor: 0% (FY04), 0% (Baseline)

Legend: ■ FY04 ■ Baseline (FY98-03)

FY04: Satisfaction measure: 93%
Average evaluation score: 4.6

Exhibits
FY04: 309 parks; 27275 respondents

Rating / Proportion of respondents

- Very good: 61% (FY04), 59% (Baseline)
- Good: 30% (FY04), 31% (Baseline)
- Average: 8% (FY04), 8% (Baseline)
- Poor: 1% (FY04), 1% (Baseline)
- Very poor: 0% (FY04), 0% (Baseline)

Legend: ■ FY04 ■ Baseline (FY98-03)

FY04: Satisfaction measure: 91%
Average evaluation score: 4.5

Restrooms
FY04: 309 parks; 24780 respondents

Rating / Proportion of respondents

- Very good: 54% (FY04), 50% (Baseline)
- Good: 31% (FY04), 32% (Baseline)
- Average: 12% (FY04), 13% (Baseline)
- Poor: 2% (FY04), 3% (Baseline)
- Very poor: 1% (FY04), 1% (Baseline)

Legend: ■ FY04 ■ Baseline (FY98-03)
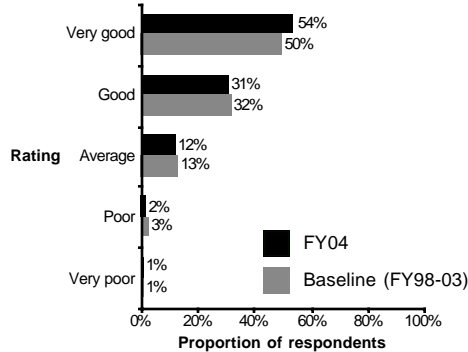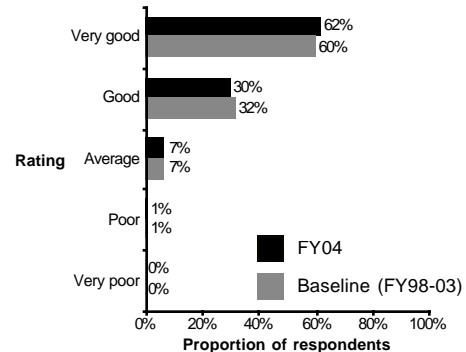
FY04: Satisfaction measure: 85%
Average evaluation score: 4.4

Walkways, trails, and roads
FY04: 309 parks; 26684 respondents

Rating / Proportion of respondents

- Very good: 62% (FY04), 60% (Baseline)
- Good: 30% (FY04), 32% (Baseline)
- Average: 7% (FY04), 7% (Baseline)
- Poor: 1% (FY04), 1% (Baseline)
- Very poor: 0% (FY04), 0% (Baseline)

Legend: ■ FY04 ■ Baseline (FY98-03)
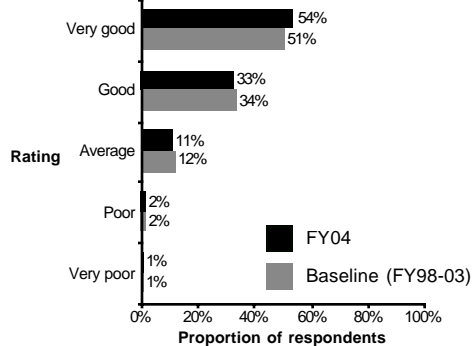
FY04: Satisfaction measure: 92%
Average evaluation score: 4.5

Campgrounds and/or picnic areas
FY04: 309 parks; 11879 respondents

Rating / Proportion of respondents

- Very good: 54% (FY04), 51% (Baseline)
- Good: 33% (FY04), 34% (Baseline)
- Average: 11% (FY04), 12% (Baseline)
- Poor: 2% (FY04), 2% (Baseline)
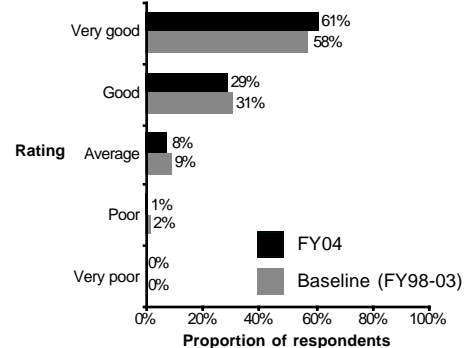- Very poor: 1% (FY04), 1% (Baseline)

Legend: ■ FY04 ■ Baseline (FY98-03)

FY04: Satisfaction measure: 87%
Average evaluation score: 4.4

Combined park facilities
FY04: 27275 responses (based on 5 indicators)

Rating / Proportion of respondents

- Very good: 61% (FY04), 58% (Baseline)
- Good: 29% (FY04), 31% (Baseline)
- Average: 8% (FY04), 9% (Baseline)
- Poor: 1% (FY04), 2% (Baseline)
- Very poor: 0% (FY04), 0% (Baseline)
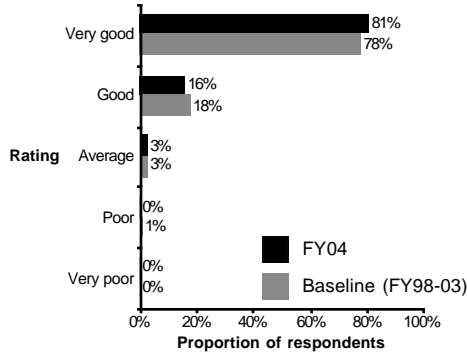
Legend: ■ FY04 ■ Baseline (FY98-03)

FY04: Satisfaction measure: 90%
Average evaluation score: 4.5

National Park System
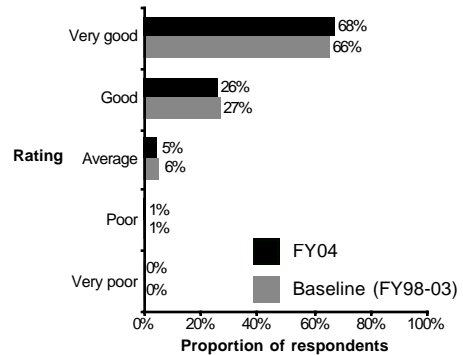## Visitor Services

Assistance from park employees
FY04: 309 parks; 27731 respondents

Rating	FY04	Baseline (FY98-03)
Very good	81%	78%
Good	16%	18%
Average	3%	3%
Poor	0%	1%
Very poor	0%	0%

Proportion of respondents

FY04:   Satisfaction measure: 97%
Average evaluation score: 4.8

Park map or brochure
FY04: 309 parks; 25812 respondents

Rating	FY04	Baseline (FY98-03)
Very good	68%	66%
Good	26%	27%
Average	5%	6%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents
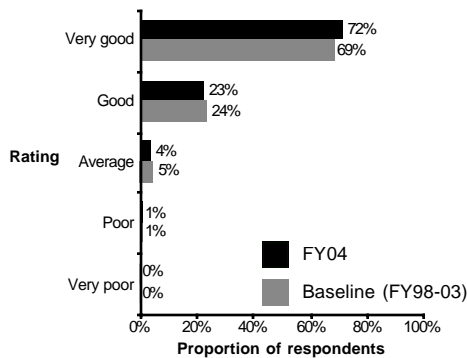
FY04:   Satisfaction measure: 94%
Average evaluation score: 4.6

Ranger programs
FY04: 309 parks; 14913 respondents

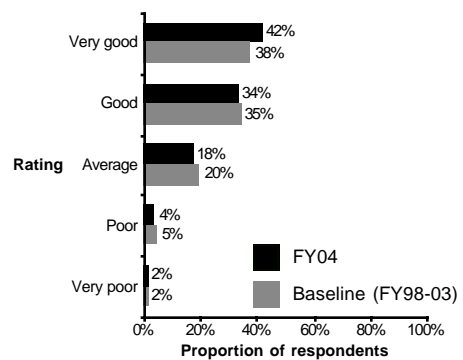| Rating	FY04	Baseline (FY98-03)
Very good	72%	69%
Good	23%	24%
Average	4%	5%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents

FY04:   Satisfaction measure: 95%
Average evaluation score: 4.7

Commercial services in the park
FY04: 309 parks; 13798 respondents

Rating	FY04	Baseline (FY98-03)
Very good	42%	38%
Good	34%	35%
Average	18%	20%
Poor	4%	5%
Very poor	2%	2%

Proportion of respondents
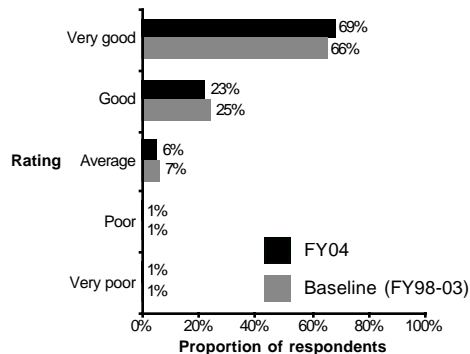
FY04:   Satisfaction measure: 75%
Average evaluation score: 4.1

Combined visitor services
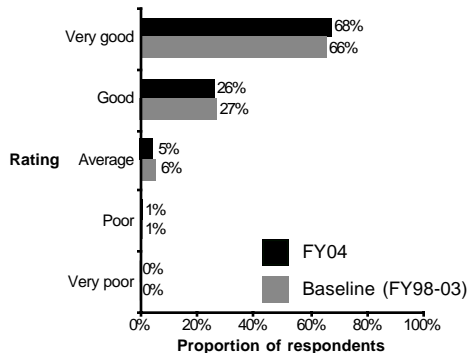**FY04: 27731 responses (based on 4 indicators)**

Rating	FY04	Baseline (FY98-03)
Very good	69%	66%
Good	23%	25%
Average	6%	7%
Poor	1%	1%
Very poor	1%	1%

Proportion of respondents

FY04:   Satisfaction measure: 92%
Average evaluation score: 4.6

National Park System
Recreational Opportunities
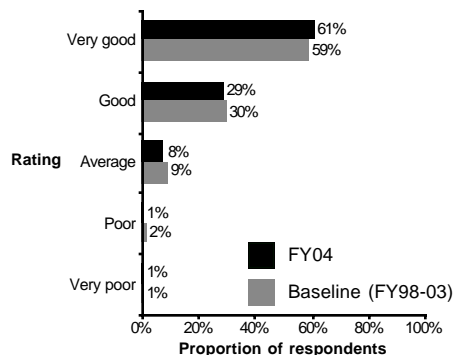
Learning about nature, history, or culture
FY04: 309 parks; 25040 respondents

Rating	FY04	Baseline (FY98-03)
Very good	68%	66%
Good	26%	27%
Average	5%	6%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents

FY04:   Satisfaction measure: 94%
Average evaluation score: 4.6

Outdoor recreation
FY04: 309 parks; 13942 respondents

Rating	FY04	Baseline (FY98-03)
Very good	61%	59%
Good	29%	30%
Average	8%	9%
Poor	1%	2%
Very poor	1%	1%

Proportion of respondents
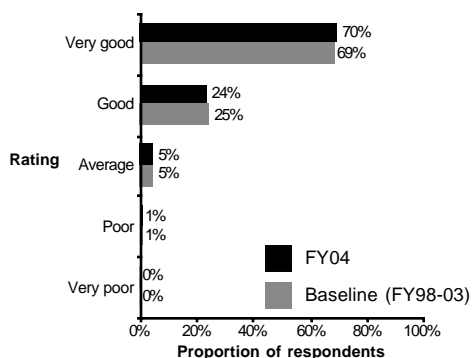
FY04:   Satisfaction measure: 91%
Average evaluation score: 4.5

Sightseeing
FY04: 309 parks; 24604 respondents

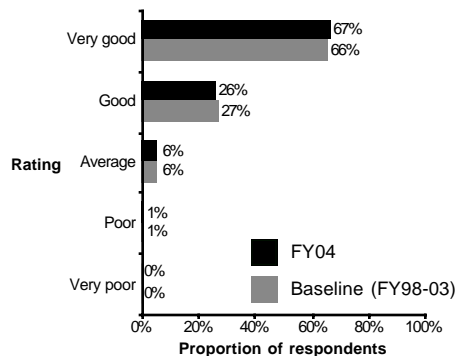| Rating	FY04	Baseline (FY98-03)
Very good	70%	69%
Good	24%	25%
Average	5%	5%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents

FY04:   Satisfaction measure: 94%
Average evaluation score: 4.6

Combined recreational opportunities
FY04: 25040 responses (based on 3 indicators)

Rating	FY04	Baseline (FY98-03)
Very good	67%	66%
Good	26%	27%
Average	6%	6%
Poor	1%	1%
Very poor	0%	0%

Proportion of respondents

FY04:   Satisfaction measure: 93%
Average evaluation score: 4.6

Research Methods

Survey cards were distributed to a random sample of visitors in 322 units in the system during the periods from February 1- August 31, 2004. 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.

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.