Abraham Lincoln Birthplace NHS
2011 Visitor Survey Card Data Report

Introduction

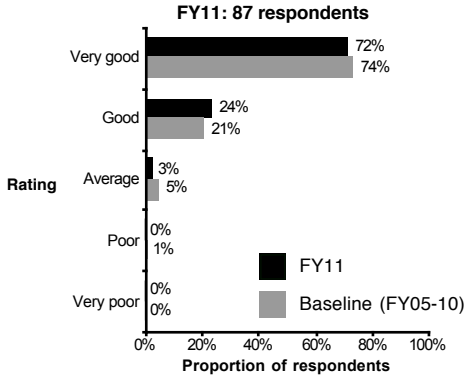
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY11. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey conducted at this park 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." This graph compares FY11 data (shown in black) with baseline data (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 FY11 GRPA reporting measure for Goal IIa1. The percentage included in the box should be used for reporting GPRA Goal IIa1 performance. The response rate for this park survey was 23%.

Overall quality of facilities, services & recreational opportunities



FY11: Satisfaction measure: 97%
Average evaluation score: 4.7

Understanding the Results

Inside this report are graphs that illustrate the survey results. 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). The combined graphs compare FY11 data with baseline data.

Each graph includes the following information:

- the number of visitor responses for the indicator;
- 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

FY11 GPRA Reporting Measure for Goal IIa1

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

97%

Report prepared by the University of Idaho Park Studies Unit for the National Park Service, Department of the Interior

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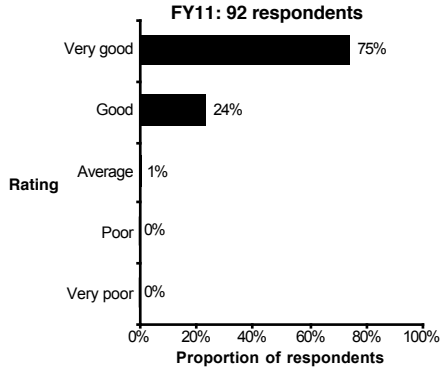
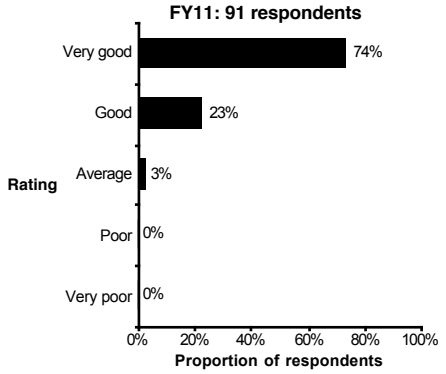
Park Facilities

Visitor Center



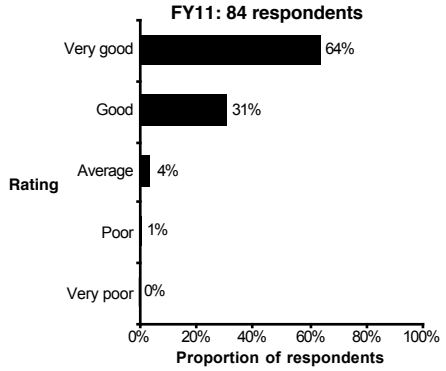
FY11: Satisfaction measure: 99%
Average evaluation score: 4.7

Exhibits



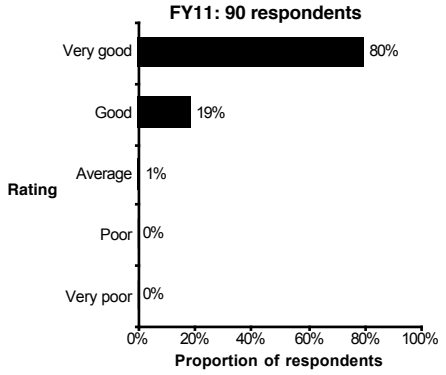
FY11: Satisfaction measure: 97%
Average evaluation score: 4.7

Restrooms



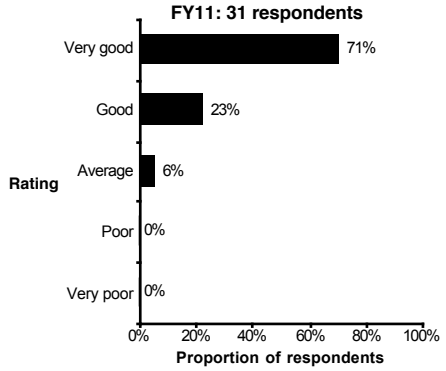
FY11: Satisfaction measure: 95%
Average evaluation score: 4.6

Walkways, trails, and roads



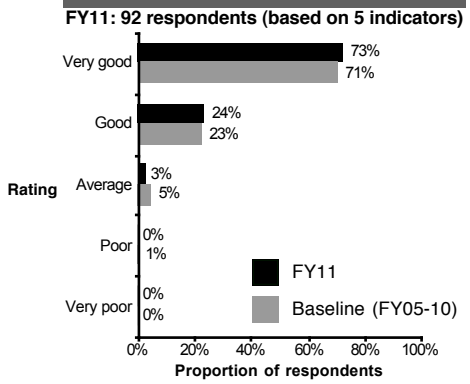
FY11: Satisfaction measure: 99%
Average evaluation score: 4.8

Campgrounds and/or picnic areas



FY11: Satisfaction measure: 94%
Average evaluation score: 4.6

Combined park facilities



FY11: Satisfaction measure: 97%
Average evaluation score: 4.7

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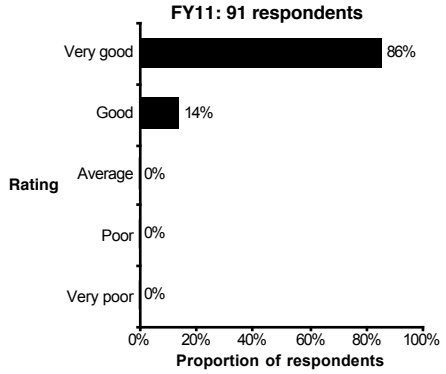
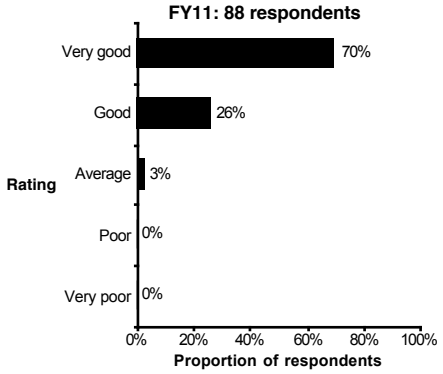
Visitor Services

Assistance from park employees



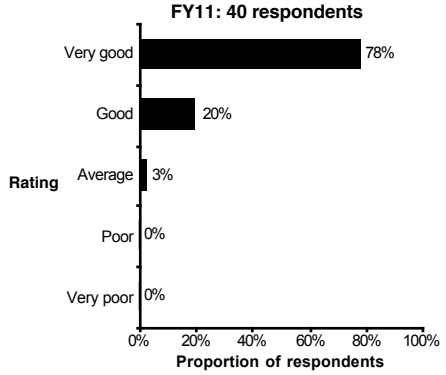
FY11: Satisfaction measure: 100%
Average evaluation score: 4.9

Park map or brochure



FY11: Satisfaction measure: 97%
Average evaluation score: 4.7

Ranger programs



FY11: Satisfaction measure: 98%
Average evaluation score: 4.8

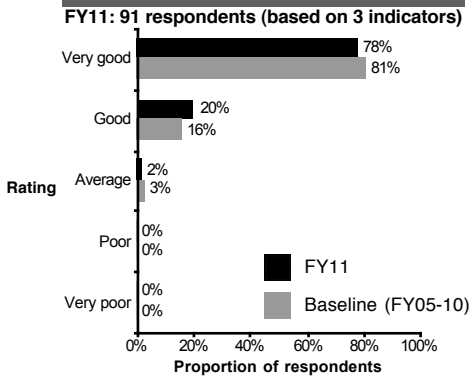
Commercial services in the park

(This park does not offer commercial services at this time)

Value for entrance fee paid

(This park does not charge an entrance fee at this time)

Combined visitor services



FY11: Satisfaction measure: 98%
Average evaluation score: 4.8

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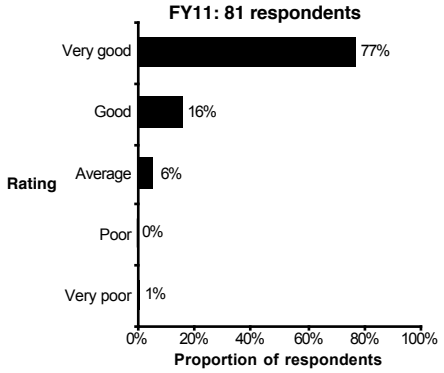
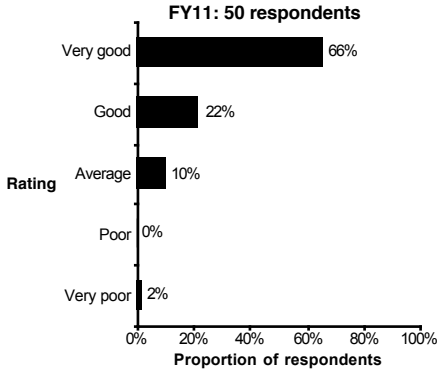
Recreational Opportunities

Learning about nature, history, or culture



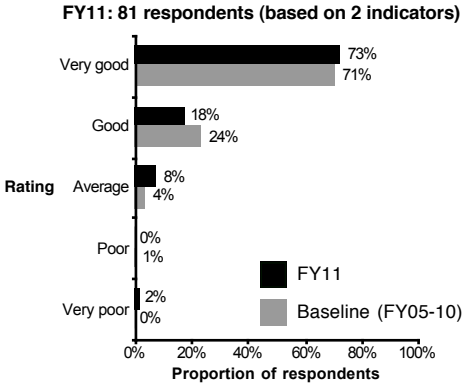
FY11: Satisfaction measure: 93%
Average evaluation score: 4.7

Outdoor recreation



FY11: Satisfaction measure: 88%
Average evaluation score: 4.5

Combined recreational opportunities



FY11: Satisfaction measure: 91%
Average evaluation score: 4.6

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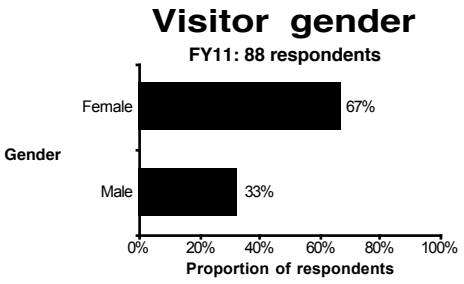
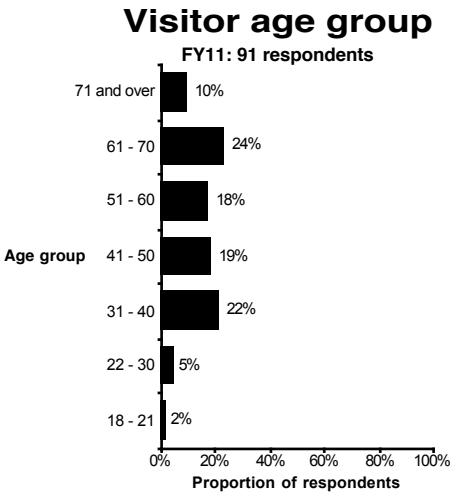
Visitor Gender and Age Group





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 this park during the period July 1-31, 2011. The data reflect visitor opinions about this NPS unit's facilities, services, and recreational opportunities during the survey period. Visitors at selected locations representative of the general visitor population were sampled. The results do not necessarily apply to visitors during other times of the year, or park visitors who did not visit the survey locations.

Returned cards were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category. All percentage calculations were rounded to the nearest percent. The survey response rate is described on the first page of this report. The sample size ("N") varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word "CAUTION!" is included in the graph. This report excludes any indicator with less than 10 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.

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

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Evaluating Visitor Responses for GPRA Goal IIbI Visitor Understanding

Step-by-Step Instructions for Evaluating Visitor Responses

To evaluate visitor responses pertaining to GPRA Goal IIbI- Visitor Understanding, please use the following steps:

Step 1 Separate the cards that have **no written response** for the understanding question- these will be interpreted as missing data and **will not be included** in this evaluation. The cards without responses to this question should be put aside but not discarded.

Step 2 Examine the responses for the understanding question in the stack of cards that have written responses. If none of the responses on a card are at all related to this question, i.e. "Ranger Joe is AWESOME!" place the card with the non-response cards determined in Step 1. These cards will also be interpreted as missing data and will not be included in this evaluation.

Step 3 The remaining stack of cards will now be evaluated to determine if the visitor understood the significance of the site they were visiting. **Count and number** all these cards- this will be the total number of surveys that will determine Goal IIb1.

Step 4 Locate a copy of your Park Significance Worksheet. It can be found on the PSU website if your park has submitted an electronic worksheet: psu.uidaho.edu

Step 5 Determine if the visitor's response(s) match any of the items listed on the Park Significance Worksheet (remember that the Park Significance List contains up to a maximum of 5 items). Use the following guidelines for making this determination:

- Identify the response as a "match" if the **key words or phrases accurately reflect the meaning of the Significance List item** (e.g., a response such as "large number of petroglyphs" is a "match" with a significance item such as the largest concentration of petroglyphs in North America).
- Identify the response as a "no match" if the key words or phrases provided by visitors are not related to any Significance List item.
- You will have 2 piles- "match" & "no match"

Step 6 Repeat this evaluation process for each visitor response in your stack of returned survey cards that include a response to the understanding question.

Step 7 Total the number of survey cards for each "match" and "no match" pile.

Step 8 Divide the number of surveys in the "match" pile by the total number of survey cards that had a response to the understanding question (Step 3).

(Step 7 "Match" Total / Step 3 Total # Surveys with responses) x 100 = IIb1 score

Step 9 The percentage generated in **Step 8** is to be reported in the NPS Performance Management Data System (PMDS) for GPRA Goal IIbI.

Understanding Scoring Sheet- Goal IIb1

Total number of cards (step 3) ___________

ID Number of Survey Card	"Match" ✓	"No Match" ✓

Totals __________ __________

GPRA IIb1 score = (Step 3 total_______ / Match total ______) x 100

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