

Southeast Region 2012 Visitor Survey Card Data Report



Introduction

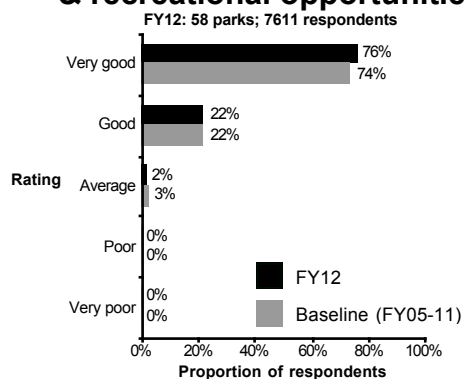
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 332 units of the National Park System in FY12. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey conducted at **58 parks in the Southeast Region** 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 region. This graph compares FY12 data (shown in black) with an seven-year baseline data (FY05-11) 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 FY12 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 region was 40%.**

Overall quality of facilities, services & recreational opportunities



FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

Understanding the Results

Inside this report are graphs that present the combined survey results for the region. 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;
- FY12 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

FY12 GPRA Reporting Measure for Goal IIa1

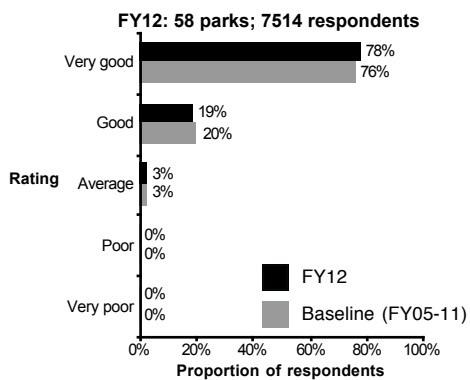
Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

97%



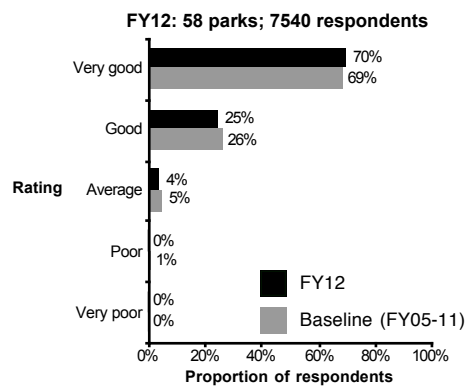
Southeast Region Park Facilities

Visitor Center



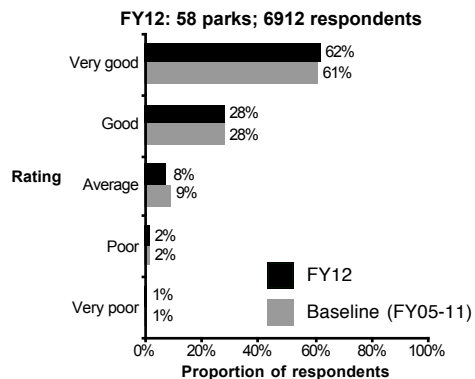
FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

Exhibits



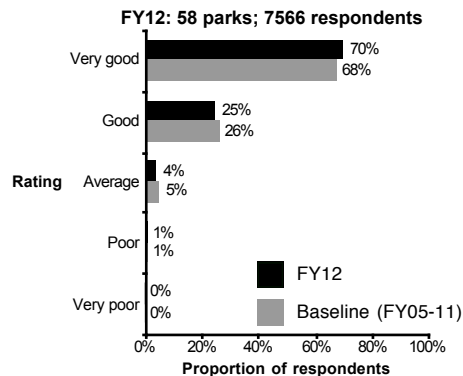
FY12: Satisfaction measure: 95%
Average evaluation score: 4.6

Restrooms



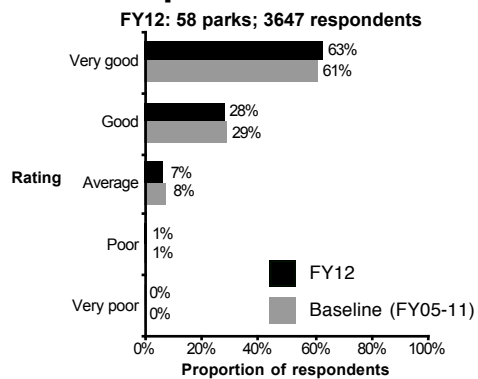
FY12: Satisfaction measure: 89%
Average evaluation score: 4.5

Walkways, trails, and roads



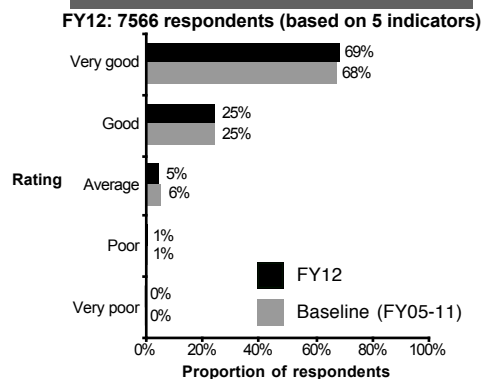
FY12: Satisfaction measure: 95%
Average evaluation score: 4.6

Campgrounds and/or picnic areas



FY12: Satisfaction measure: 92%
Average evaluation score: 4.5

Combined park facilities



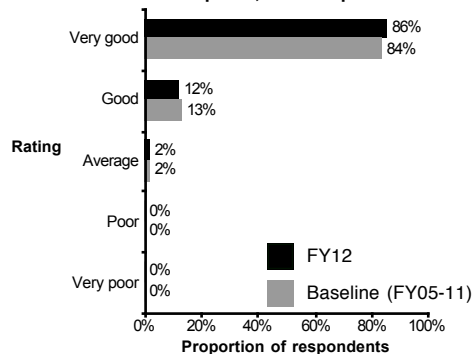
FY12: Satisfaction measure: 94%
Average evaluation score: 4.6

Southeast Region Visitor Services



Assistance from park employees

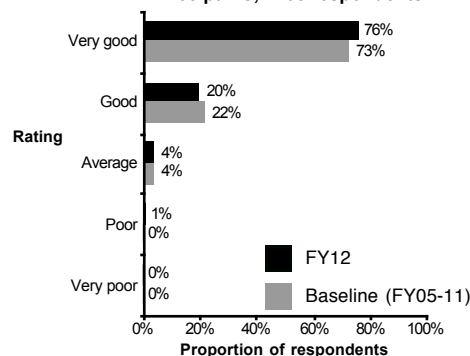
FY12: 58 parks; 7645 respondents



FY12: Satisfaction measure: 98%
Average evaluation score: 4.8

Park map or brochure

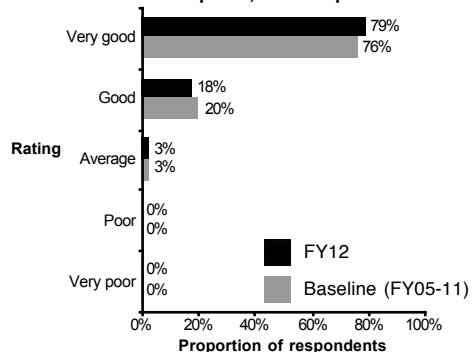
FY12: 58 parks; 7108 respondents



FY12: Satisfaction measure: 96%
Average evaluation score: 4.7

Ranger programs

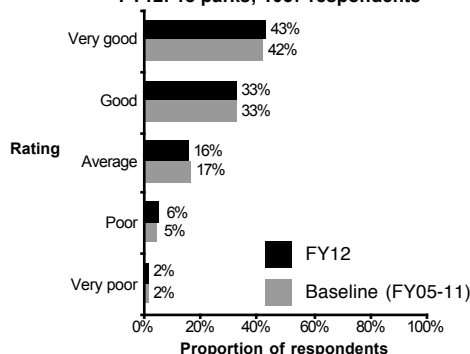
FY12: 58 parks; 4671 respondents



FY12: Satisfaction measure: 97%
Average evaluation score: 4.7

Commercial services in the park

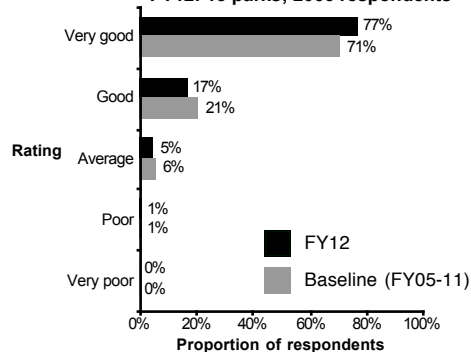
FY12: 18 parks; 1057 respondents



FY12: Satisfaction measure: 77%
Average evaluation score: 4.1

Value for entrance fee paid

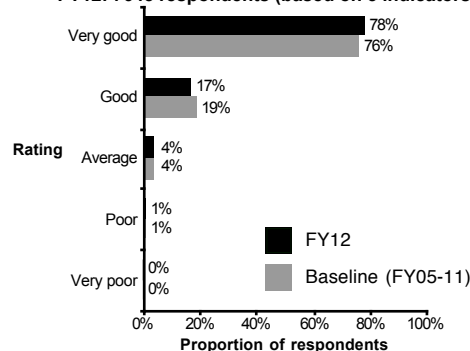
FY12: 15 parks; 2066 respondents



FY12: Satisfaction measure: 95%
Average evaluation score: 4.7

Combined visitor services

FY12: 7645 respondents (based on 5 indicators)



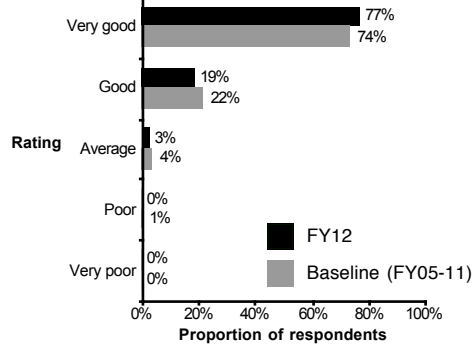
FY12: Satisfaction measure: 96%
Average evaluation score: 4.7



Southeast Region Recreational Opportunities

Learning about nature, history, or culture

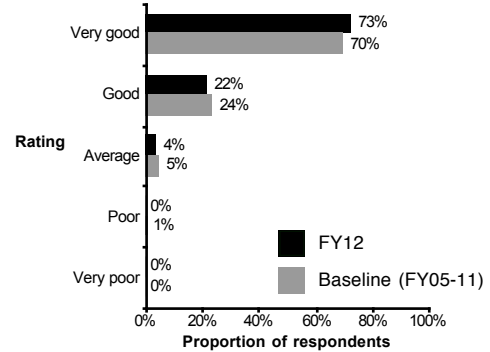
FY12: 58 parks; 6835 respondents



FY12: Satisfaction measure: 96%
Average evaluation score: 4.7

Outdoor recreation

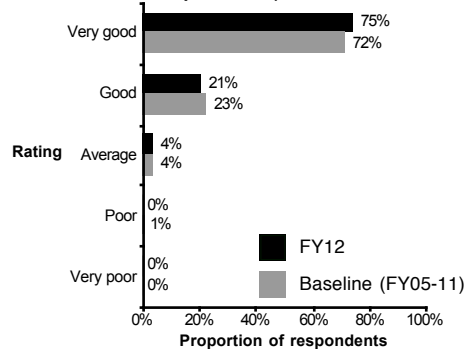
FY12: 58 parks; 4936 respondents



FY12: Satisfaction measure: 95%
Average evaluation score: 4.7

Combined recreational opportunities

FY12: 6835 respondents (based on 2 indicators)



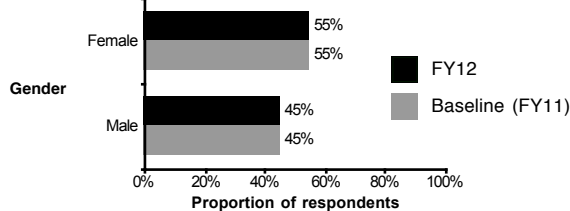
FY12: Satisfaction measure: 96%
Average evaluation score: 4.7

Southeast Region Visitor Gender and Age Group



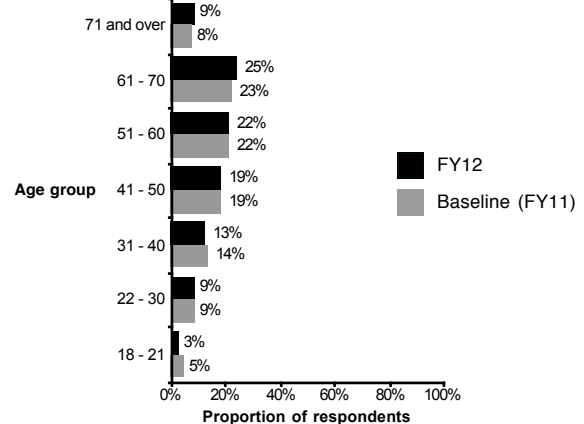
Visitor gender

FY12: 58 parks; 7659 respondents



Visitor age group

FY12: 58 parks; 7881 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 60 units in the region during the periods from February 1- August 31, 2012. 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 region 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 region that did not participate in the survey.

National Park Service
U.S. Department of the Interior

Natural Resource Stewardship and Science

The Visitor Survey Card Project



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