Abraham Lincoln Birthplace NHS
2017 Visitor Survey Card Data Report

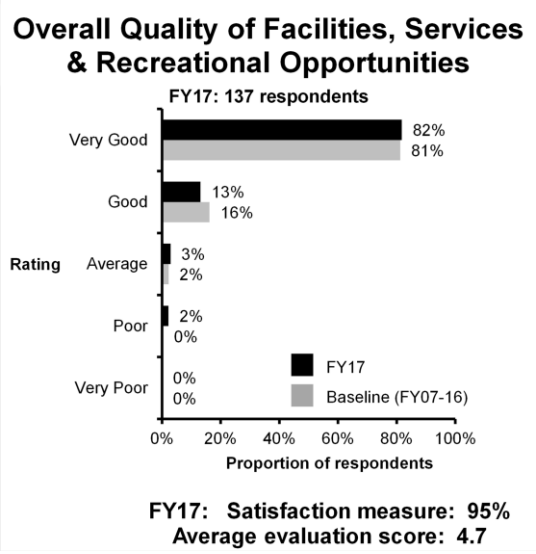
Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in 335 units of the National Park System in FY17. 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 FY17 data (shown in black) with a ten-year baseline data (FY07-16) 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 FY17 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 36% with 145 total visitors responding to the survey.**



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 FY17 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.



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

FY17 GPRA Reporting Measure for Goal IIa1

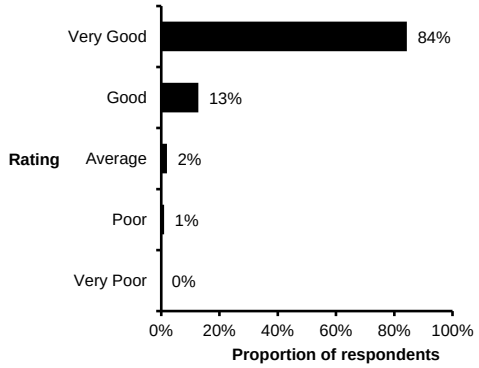
Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

95%

Abraham Lincoln Birthplace NHS
Park Facilities

Visitor Center

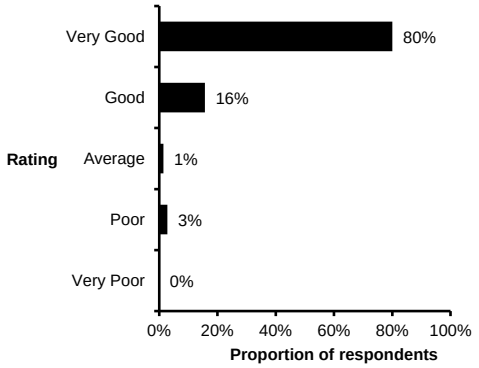
FY17: 102 respondents



FY17: Satisfaction measure: 97%
Average evaluation score: 4.8

Exhibits

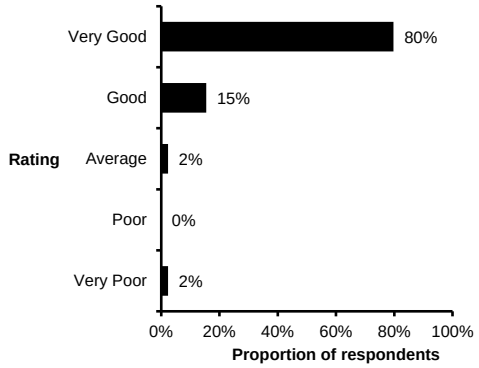
FY17: 140 respondents



FY17: Satisfaction measure: 96%
Average evaluation score: 4.7

Restrooms

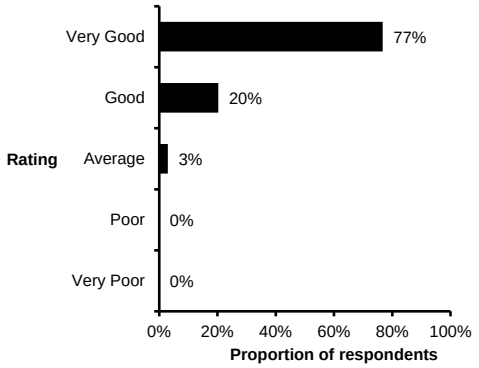
FY17: 84 respondents



FY17: Satisfaction measure: 95%
Average evaluation score: 4.7

Walkways, Trails, and Roads

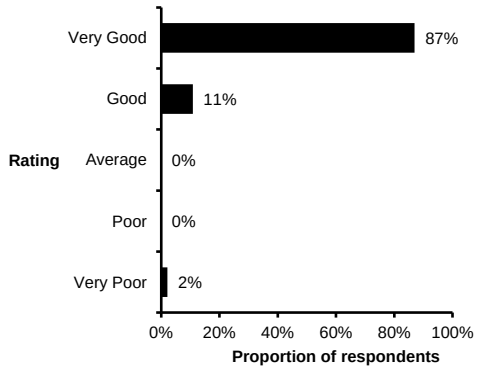
FY17: 133 respondents



FY17: Satisfaction measure: 97%
Average evaluation score: 4.7

Campgrounds and/or Picnic Areas

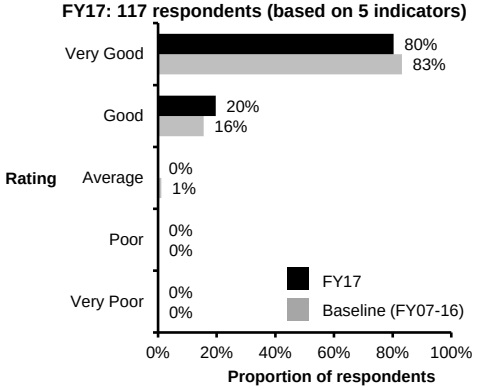
FY17: 46 respondents



FY17: Satisfaction measure: 98%
Average evaluation score: 4.8

Combined Park Facilities

FY17: 117 respondents (based on 5 indicators)

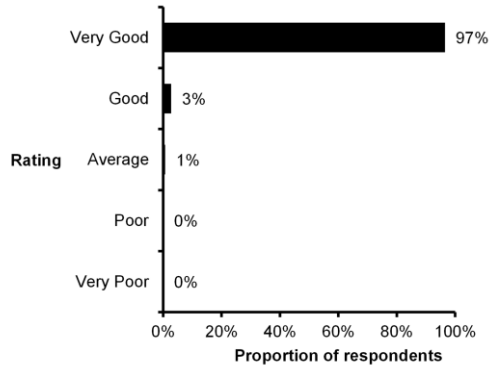


FY17: Satisfaction measure: 100%
Average evaluation score: 4.8

Abraham Lincoln Birthplace NHS
Visitor Services

Assistance from Park Employees

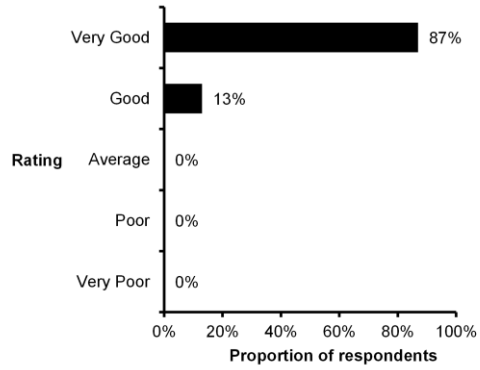
FY17: 144 respondents



FY17: Satisfaction measure: 99%
Average evaluation score: 5.0

Park Map or Brochure

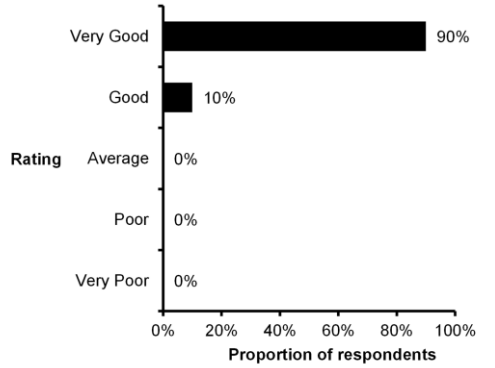
FY17: 123 respondents



FY17: Satisfaction measure: 100%
Average evaluation score: 4.9

Ranger Programs

FY17: 100 respondents



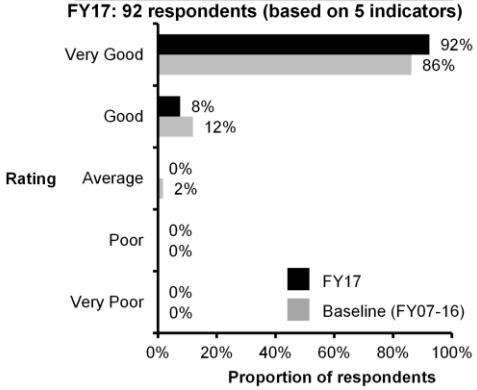
FY17: Satisfaction measure: 100%
Average evaluation score: 4.9

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)

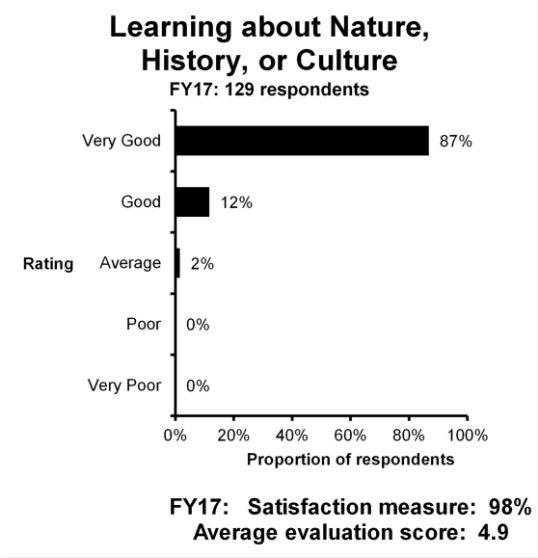
Combined Visitor Services

FY17: 92 respondents (based on 5 indicators)

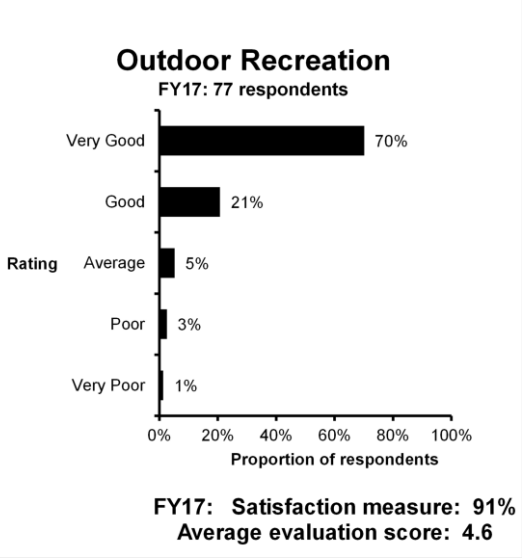


FY17: Satisfaction measure: 100%
Average evaluation score: 4.9

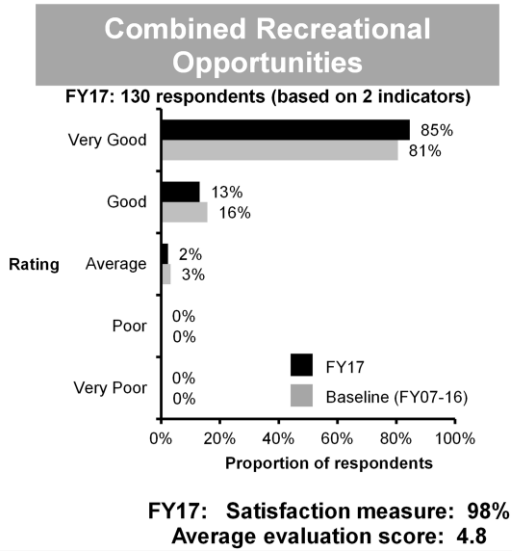
Abraham Lincoln Birthplace NHS
Recreational Opportunities



FY17: Satisfaction measure: 98%
Average evaluation score: 4.9

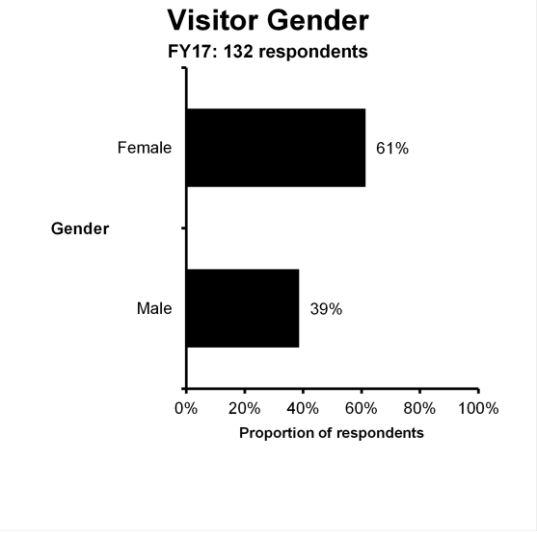


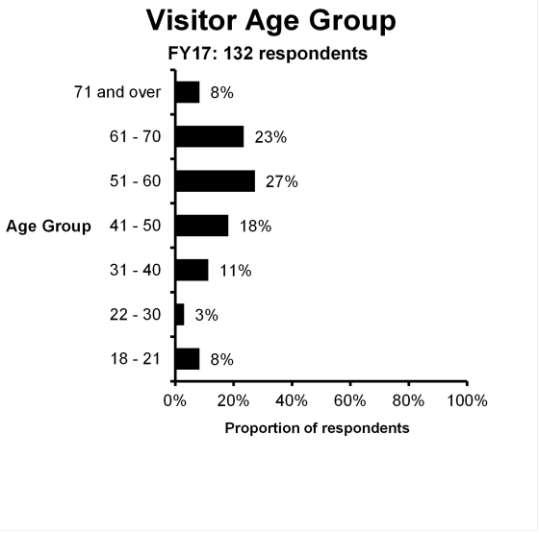
FY17: Satisfaction measure: 91%
Average evaluation score: 4.6



FY17: Satisfaction measure: 98%
Average evaluation score: 4.8

Abraham Lincoln Birthplace NHS
Visitor Gender and Age Group





.Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 11 - 24, 2017. The data reflect visitor opinions about the NPS unit's facilities, services, and recreational opportunities during the survey period. Visitors at the 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 ±6.5% with 95% confidence. This means that if the different samples had been drawn, the results would have been similar (±6.5%) 95 out of 100 times.

The combined indicators are an average of several individual indicators. The average is based on the indicators within the grouping that have responses. For those combined indicators based on five indicators, the average for each respondent is only calculated if at least three of the indicators have responses. For the combined question based on two indicators, the average is only calculated if at least one of the indicators has a response. These respondent averages are then transformed into the same 5 point scale where 5 is Very Good and 1 is Poor, based on a logical classification of the rating scale.

For more information contact Beruria Novich at Pacific Consulting Group
bnovich@pcgfirm.com – (650) 327-8108

The Visitor Survey Card Project
Pacific Consulting Group

PCG
fast forward to customer success

643 Bair Island Road, Suite 212
Redwood City, CA 94063 • (650) 327-8108
www.pcgfirm.com