

Cape Hatteras NS

2004 Visitor Survey Card Data Report



Introduction

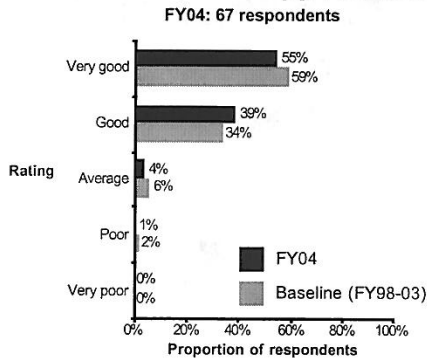
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY04. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey 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 FY04 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 FY04 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 20%.

Overall quality of facilities, services & recreational opportunities



FY04: Satisfaction measure: 94%
Average evaluation score: 4.5

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 FY04 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 Good

The higher the average evaluation score, the more positive the visitor response.

- ∞ graph percentages may not equal 100% due to rounding

FY04 GPRA Reporting Measure for Goal IIa1

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

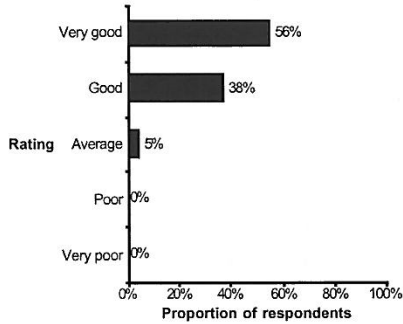
94%



Cape Hatteras NS Park Facilities

Visitor Center

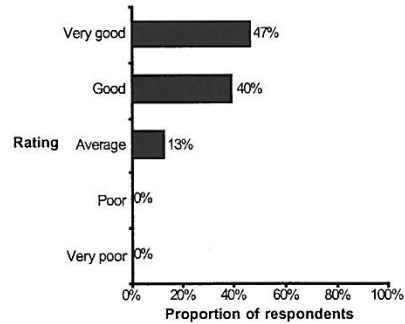
FY04: 55 respondents



FY04: Satisfaction measure: 95%
Average evaluation score: 4.5

Exhibits

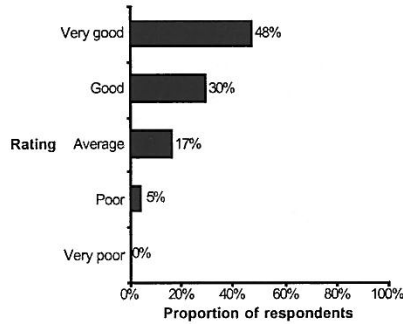
FY04: 55 respondents



FY04: Satisfaction measure: 87%
Average evaluation score: 4.3

Restrooms

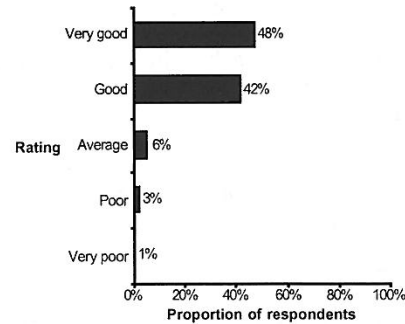
FY04: 63 respondents



FY04: Satisfaction measure: 78%
Average evaluation score: 4.2

Walkways, trails, and roads

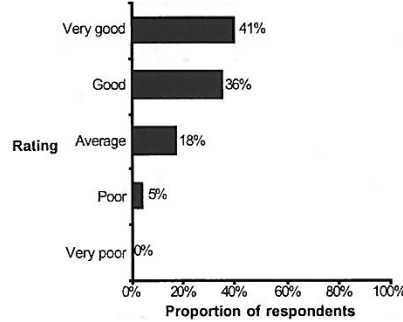
FY04: 67 respondents



FY04: Satisfaction measure: 90%
Average evaluation score: 4.3

Campgrounds and/or picnic areas

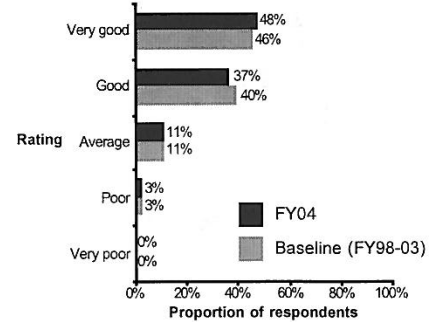
FY04: 39 respondents



FY04: Satisfaction measure: 77%
Average evaluation score: 4.1

Combined park facilities

FY04: 67 responses (based on 5 indicators)



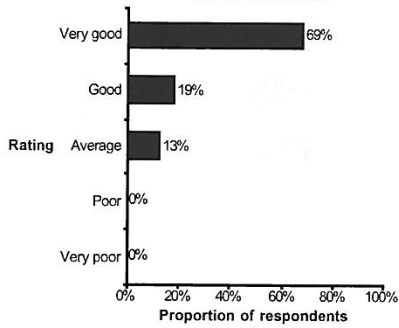
FY04: Satisfaction measure: 86%
Average evaluation score: 4.3

Cape Hatteras NS Visitor Services



Assistance from park employees

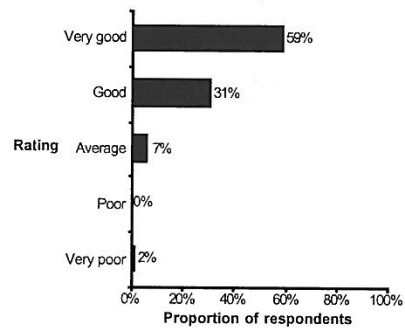
FY04: 64 respondents



FY04: Satisfaction measure: 88%
Average evaluation score: 4.6

Park map or brochure

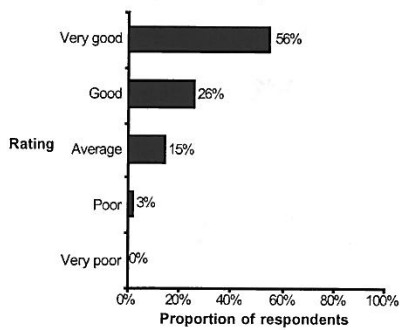
FY04: 54 respondents



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

Ranger programs

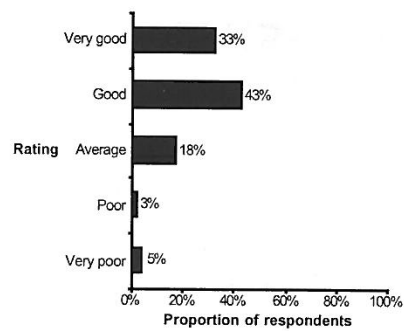
FY04: 34 respondents



FY04: Satisfaction measure: 82%
Average evaluation score: 4.4

Commercial services in the park

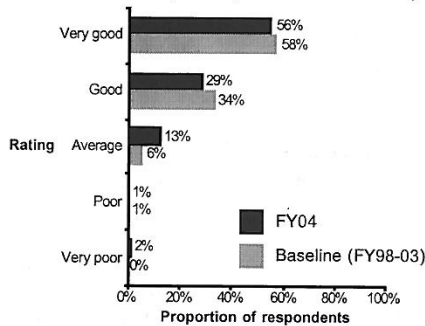
FY04: 40 respondents



FY04: Satisfaction measure: 75%
Average evaluation score: 4

Combined visitor services

FY04: 64 responses (based on 4 indicators)



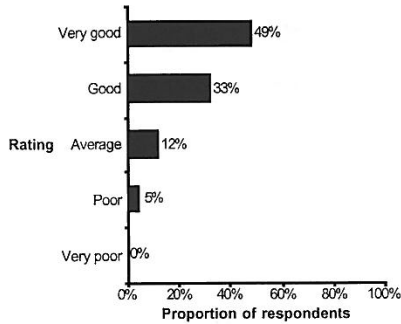
FY04: Satisfaction measure: 85%
Average evaluation score: 4.4



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

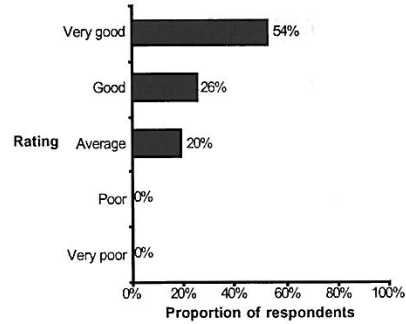
FY04: 57 respondents



FY04: Satisfaction measure: 82%
Average evaluation score: 4.3

Outdoor recreation

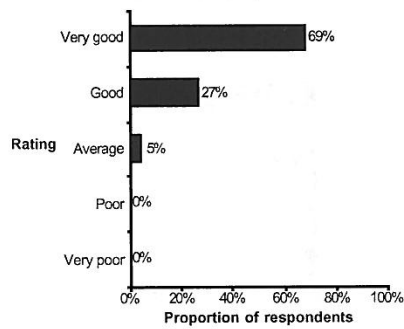
FY04: 46 respondents



FY04: Satisfaction measure: 80%
Average evaluation score: 4.3

Sightseeing

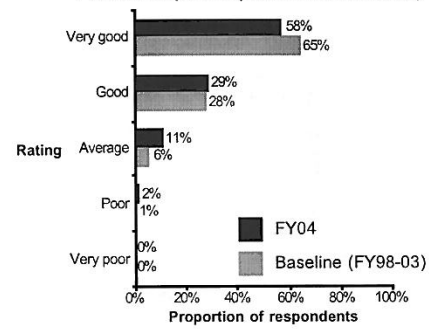
FY04: 64 respondents



FY04: Satisfaction measure: 95%
Average evaluation score: 4.6

Combined recreational opportunities

FY04: 64 responses (based on 3 indicators)



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

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 1-31, 2004. 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 $\pm 6\%$ 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.

Cape Hatteras NS

2003 Visitor Survey Card Data Report



Introduction

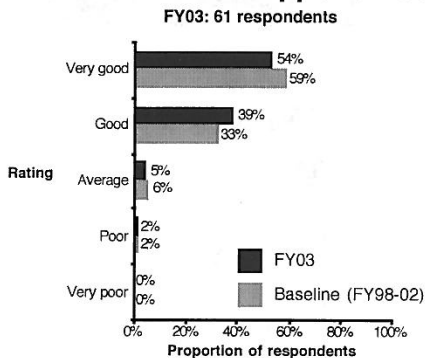
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY03. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY03 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 FY03 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 17%.

Overall quality of facilities, services & recreational opportunities



FY03: Satisfaction measure: 93%
Average evaluation score: 4.5

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 FY03 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 Good

The higher the average evaluation score, the more positive the visitor response.

FY03 GPRA Reporting Measure for Goal IIa1

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

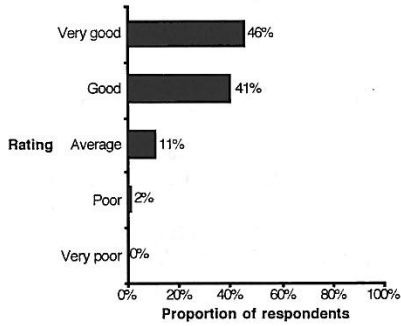
93%



Cape Hatteras NS Park Facilities

Visitor Center

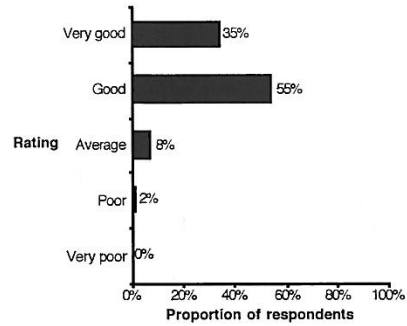
FY03: 54 respondents



FY03: Satisfaction measure: 87%
Average evaluation score: 4.3

Exhibits

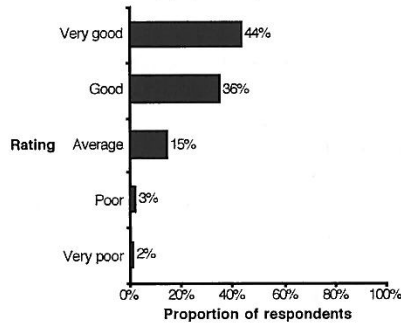
FY03: 49 respondents



FY03: Satisfaction measure: 90%
Average evaluation score: 4.2

Restrooms

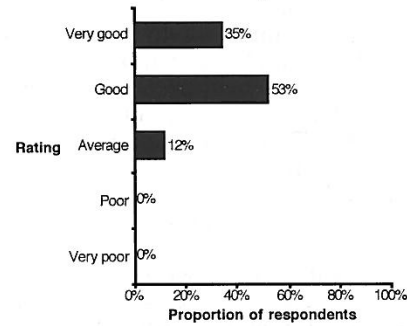
FY03: 59 respondents



FY03: Satisfaction measure: 80%
Average evaluation score: 4.2

Walkways, trails, and roads

FY03: 60 respondents



FY03: Satisfaction measure: 88%
Average evaluation score: 4.2

Campgrounds and/or picnic areas

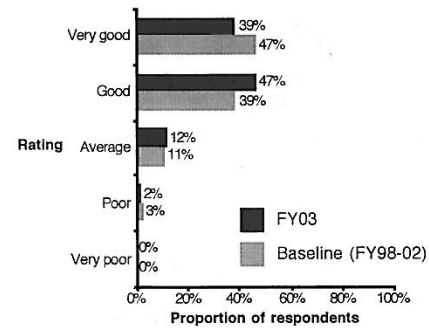
FY03: 28 respondents



FY03: Satisfaction measure: 86%
Average evaluation score: 4.2

Combined park facilities

FY03: 60 responses (based on 5 indicators)



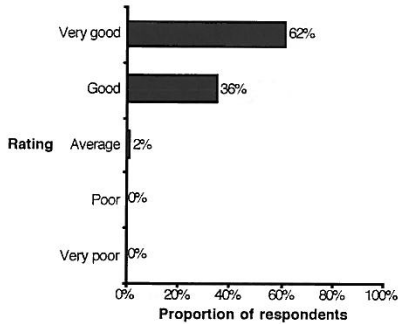
FY03: Satisfaction measure: 86%
Average evaluation score: 4.2

Cape Hatteras NS Visitor Services



Assistance from park employees

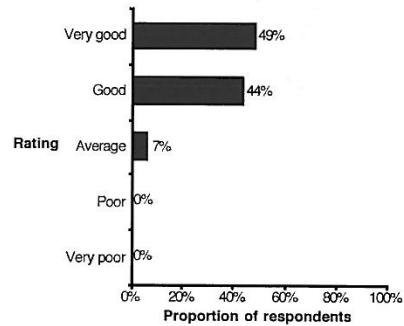
FY03: 45 respondents



FY03: Satisfaction measure: 98%
Average evaluation score: 4.6

Park map or brochure

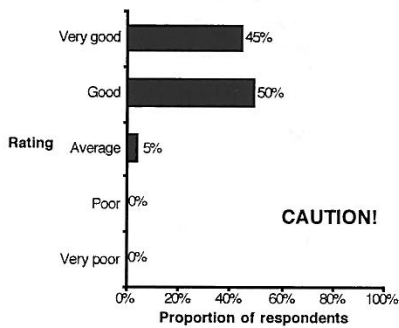
FY03: 41 respondents



FY03: Satisfaction measure: 93%
Average evaluation score: 4.4

Ranger programs

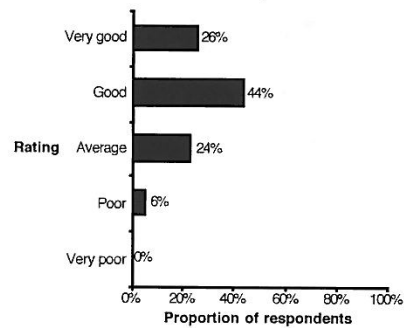
FY03: 22 respondents



FY03: Satisfaction measure: 95%
Average evaluation score: 4.4

Commercial services in the park

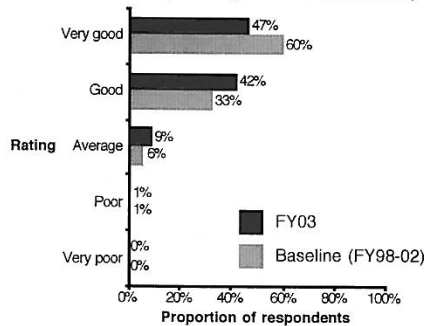
FY03: 34 respondents



FY03: Satisfaction measure: 71%
Average evaluation score: 3.9

Combined visitor services

FY03: 45 responses (based on 4 indicators)



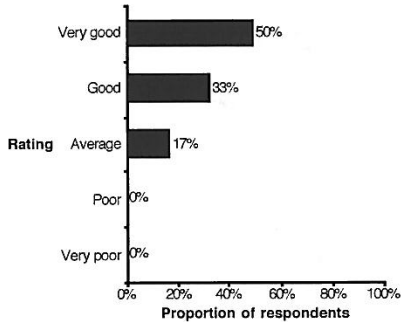
FY03: Satisfaction measure: 89%
Average evaluation score: 4.4



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

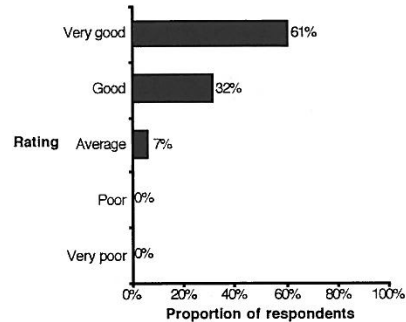
FY03: 54 respondents



FY03: Satisfaction measure: 83%
Average evaluation score: 4.3

Outdoor recreation

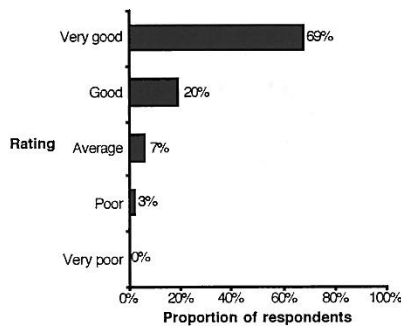
FY03: 44 respondents



FY03: Satisfaction measure: 93%
Average evaluation score: 4.5

Sightseeing

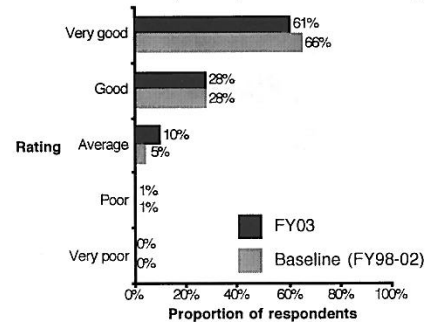
FY03: 59 respondents



FY03: Satisfaction measure: 90%
Average evaluation score: 4.6

Combined recreational opportunities

FY03: 59 responses (based on 3 indicators)



FY03: Satisfaction measure: 89%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 1-31, 2003. 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 $\pm 6\%$ 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.

For more information about the VSC contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806

Cape Hatteras NS 2002 Visitor Survey Card Data Report



Introduction

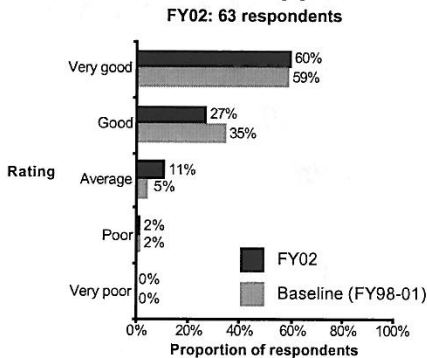
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY02. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY02 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 FY02 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 17%.

Overall quality of facilities, services & recreational opportunities



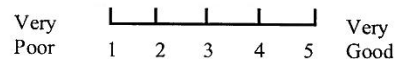
FY02: Satisfaction measure: 87%
Average evaluation score: 4.5

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 FY02 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.

FY02 GPRA Reporting Measure for Goal IIa1

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

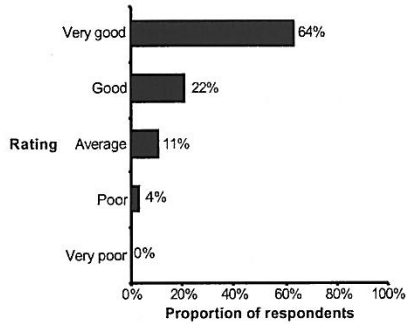
87%



Cape Hatteras NS Park Facilities

Visitor Center

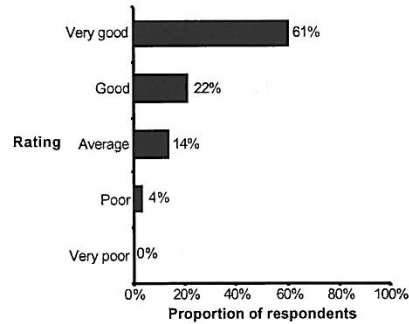
FY02: 55 respondents



FY02: Satisfaction measure: 85%
Average evaluation score: 4.5

Exhibits

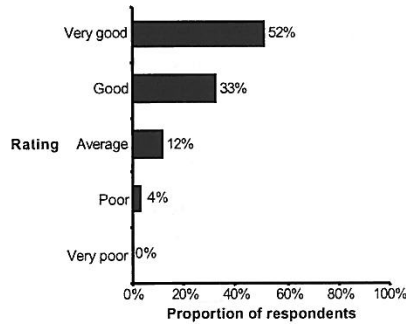
FY02: 51 respondents



FY02: Satisfaction measure: 82%
Average evaluation score: 4.4

Restrooms

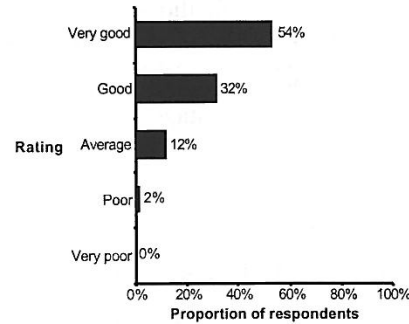
FY02: 52 respondents



FY02: Satisfaction measure: 85%
Average evaluation score: 4.3

Walkways, trails, and roads

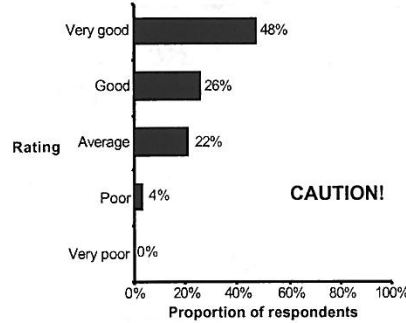
FY02: 59 respondents



FY02: Satisfaction measure: 86%
Average evaluation score: 4.4

Campgrounds and/or picnic areas

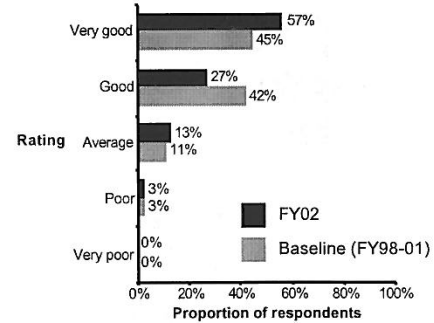
FY02: 27 respondents



FY02: Satisfaction measure: 74%
Average evaluation score: 4.2

Combined park facilities

FY02: 59 responses (based on 5 indicators)



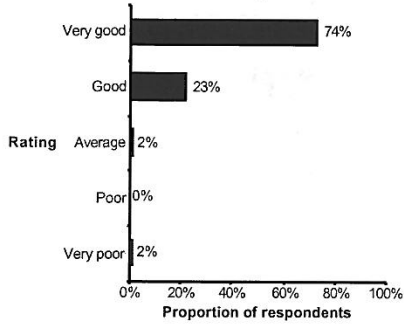
FY02: Satisfaction measure: 84%
Average evaluation score: 4.4

Cape Hatteras NS Visitor Services



Assistance from park employees

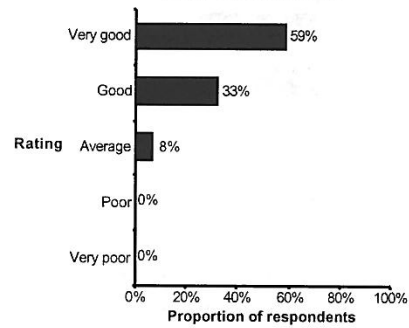
FY02: 62 respondents



FY02: Satisfaction measure: 97%
Average evaluation score: 4.7

Park map or brochure

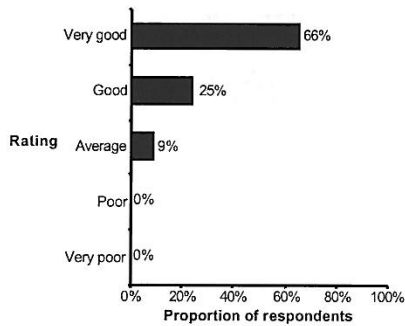
FY02: 51 respondents



FY02: Satisfaction measure: 92%
Average evaluation score: 4.5

Ranger programs

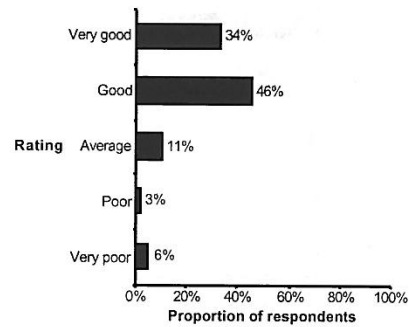
FY02: 32 respondents



FY02: Satisfaction measure: 91%
Average evaluation score: 4.6

Commercial services in the park

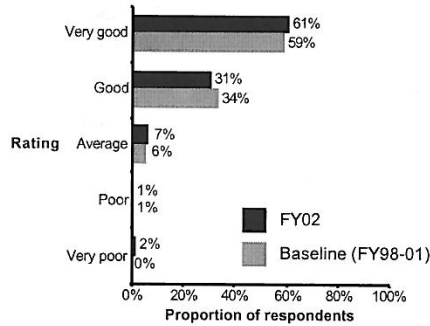
FY02: 35 respondents



FY02: Satisfaction measure: 80%
Average evaluation score: 4

Combined visitor services

FY02: 62 responses (based on 4 indicators)



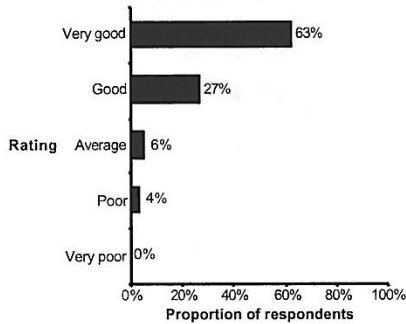
FY02: Satisfaction measure: 91%
Average evaluation score: 4.5



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

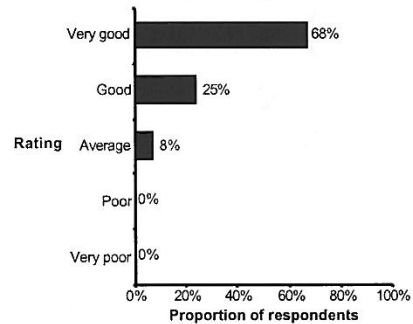
FY02: 48 respondents



FY02: Satisfaction measure: 90%
Average evaluation score: 4.5

Outdoor recreation

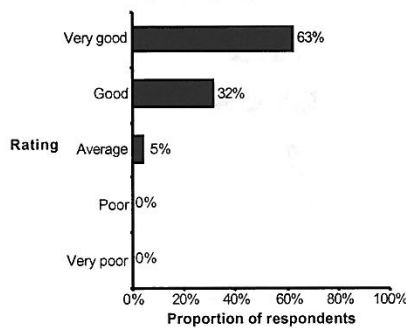
FY02: 40 respondents



FY02: Satisfaction measure: 93%
Average evaluation score: 4.6

Sightseeing

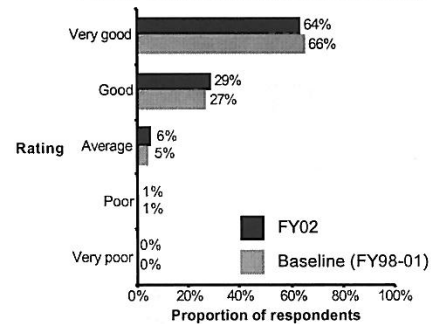
FY02: 62 respondents



FY02: Satisfaction measure: 95%
Average evaluation score: 4.6

Combined recreational opportunities

FY02: 62 responses (based on 3 indicators)



FY02: Satisfaction measure: 93%
Average evaluation score: 4.6

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 1-31, 2002. 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 $\pm 6\%$ 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.

For more information about the VSC contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806

Cape Hatteras NS 2001 Visitor Survey Card Data Report



Introduction

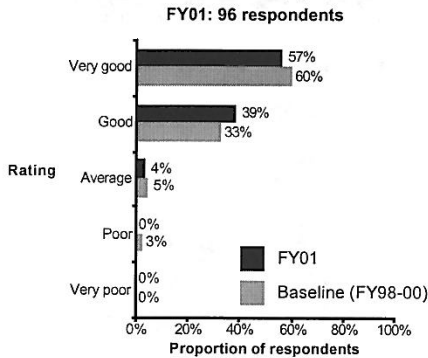
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY01. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY01 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 FY01 GPRA 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 25%.

Overall quality of facilities, services & recreational opportunities



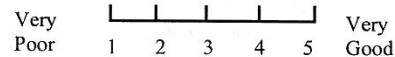
FY01: Satisfaction measure: 96%
Average evaluation score: 4.5

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 FY01 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.

FY01 GPRA Reporting Measure for Goal IIa1

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

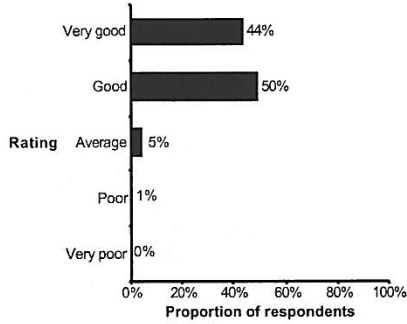
96%



Cape Hatteras NS Park Facilities

Visitor Center

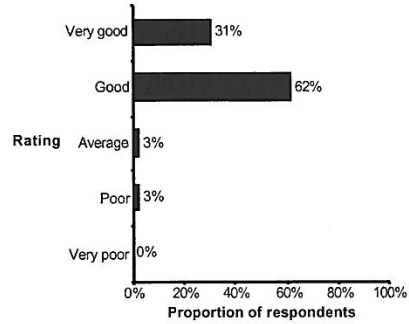
FY01: 80 respondents



FY01: Satisfaction measure: 94%
Average evaluation score: 4.4

Exhibits

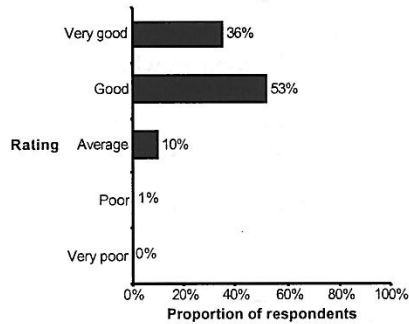
FY01: 86 respondents



FY01: Satisfaction measure: 93%
Average evaluation score: 4.2

Restrooms

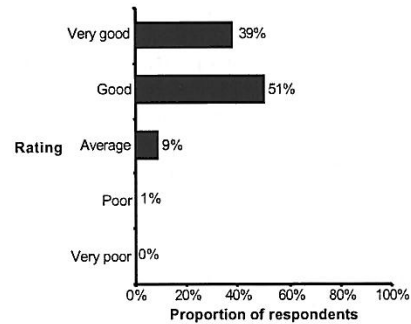
FY01: 83 respondents



FY01: Satisfaction measure: 89%
Average evaluation score: 4.2

Walkways, trails, and roads

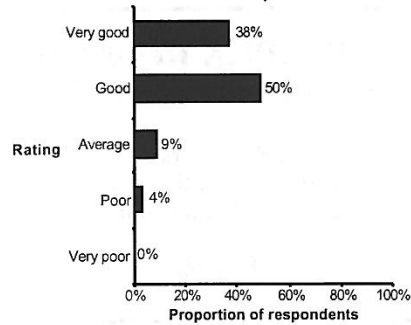
FY01: 99 respondents



FY01: Satisfaction measure: 90%
Average evaluation score: 4.3

Campgrounds and/or picnic areas

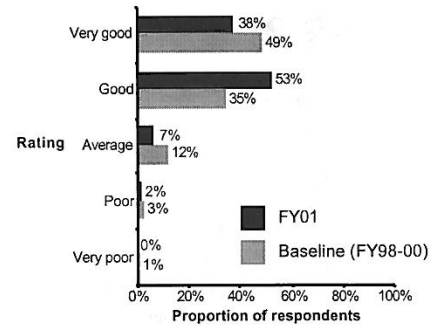
FY01: 56 respondents



FY01: Satisfaction measure: 88%
Average evaluation score: 4.2

Combined park facilities

FY01: 99 responses (based on 5 indicators)



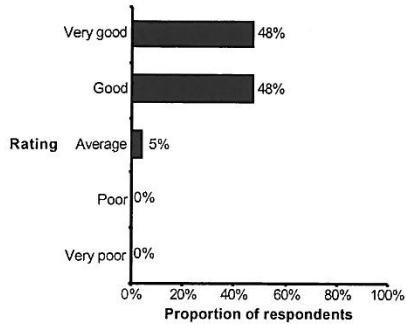
FY01: Satisfaction measure: 91%
Average evaluation score: 4.3

Cape Hatteras NS Visitor Services



Assistance from park employees

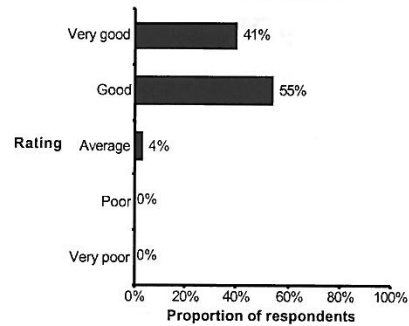
FY01: 86 respondents



FY01: Satisfaction measure: 95%
Average evaluation score: 4.4

Park map or brochure

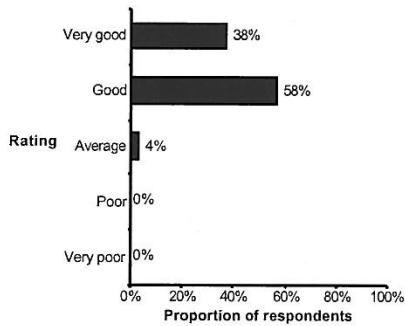
FY01: 71 respondents



FY01: Satisfaction measure: 96%
Average evaluation score: 4.4

Ranger programs

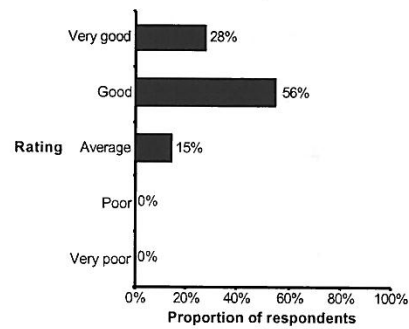
FY01: 55 respondents



FY01: Satisfaction measure: 96%
Average evaluation score: 4.3

Commercial services in the park

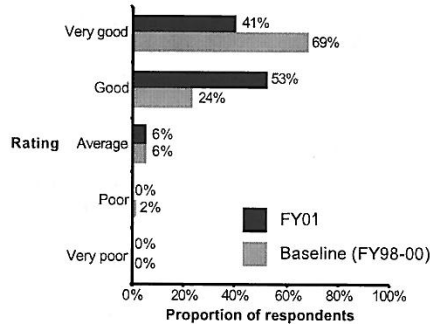
FY01: 39 respondents



FY01: Satisfaction measure: 85%
Average evaluation score: 4.1

Combined visitor services

FY01: 86 responses (based on 4 indicators)



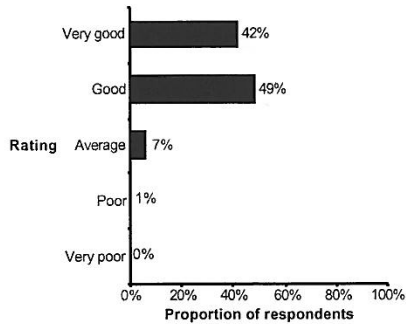
FY01: Satisfaction measure: 94%
Average evaluation score: 4.3



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

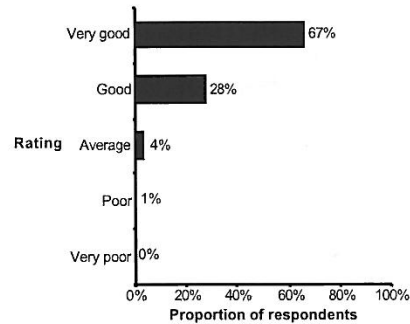
FY01: 83 respondents



FY01: Satisfaction measure: 92%
Average evaluation score: 4.3

Outdoor recreation

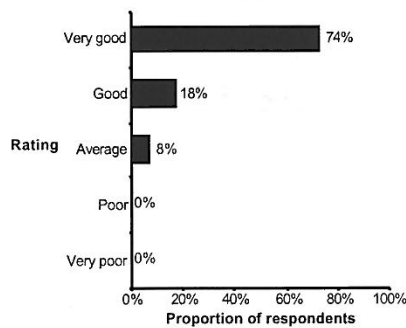
FY01: 69 respondents



FY01: Satisfaction measure: 94%
Average evaluation score: 4.6

Sightseeing

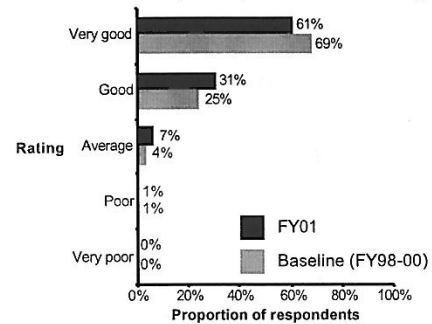
FY01: 90 respondents



FY01: Satisfaction measure: 92%
Average evaluation score: 4.7

Combined recreational opportunities

FY01: 90 responses (based on 3 indicators)



FY01: Satisfaction measure: 93%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period July 1-31, 2001. 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 $\pm 6\%$ 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.

For more information about the VSC contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806

Cape Hatteras NS

2000 Visitor Survey Card Data Report



Introduction

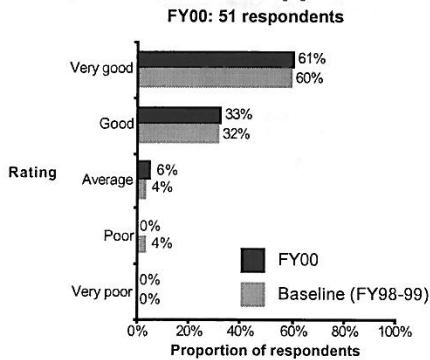
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY00. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY00 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 FY00 GPRA 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 %.

Overall quality of facilities, services & recreational opportunities



FY00: Satisfaction measure: 94%
Average evaluation score: 4.5

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 FY00 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.

FY00 GPRA Reporting Measure for Goal IIa1

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

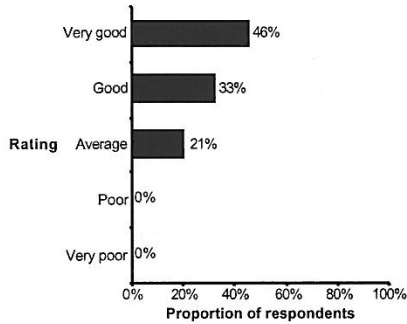
94%



Cape Hatteras NS Park Facilities

Visitor Center

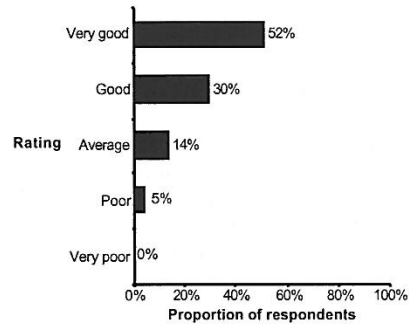
FY00: 39 respondents



FY00: Satisfaction measure: 79%
Average evaluation score: 4.3

Exhibits

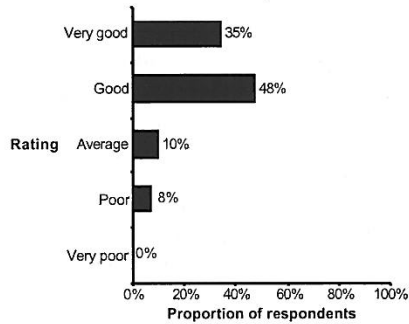
FY00: 44 respondents



FY00: Satisfaction measure: 82%
Average evaluation score: 4.3

Restrooms

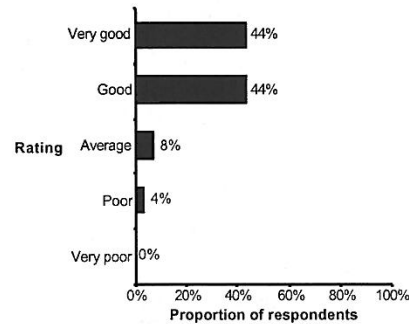
FY00: 40 respondents



FY00: Satisfaction measure: 83%
Average evaluation score: 4.1

Walkways, trails, and roads

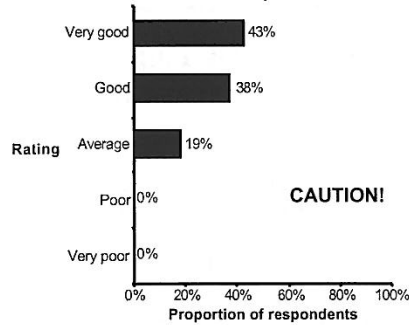
FY00: 50 respondents



FY00: Satisfaction measure: 88%
Average evaluation score: 4.3

Campgrounds and/or picnic areas

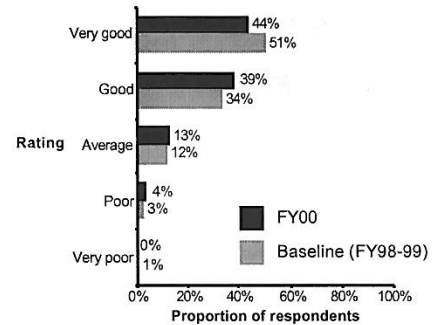
FY00: 21 respondents



FY00: Satisfaction measure: 81%
Average evaluation score: 4.2

Combined park facilities

FY00: 50 responses (based on 5 indicators)



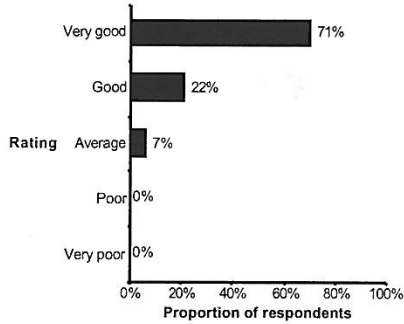
FY00: Satisfaction measure: 83%
Average evaluation score: 4.2

Cape Hatteras NS Visitor Services



Assistance from park employees

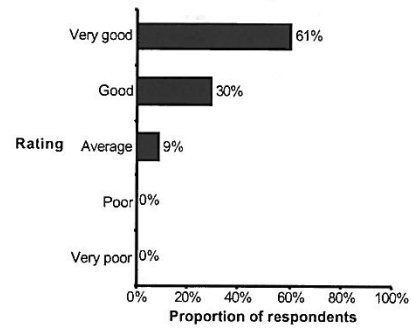
FY00: 45 respondents



FY00: Satisfaction measure: 93%
Average evaluation score: 4.6

Park map or brochure

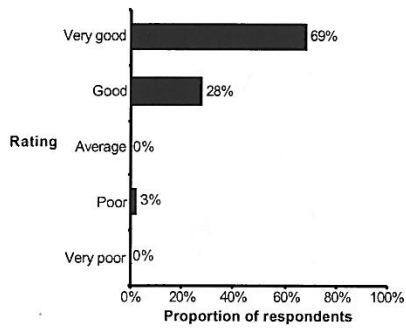
FY00: 44 respondents



FY00: Satisfaction measure: 91%
Average evaluation score: 4.5

Ranger programs

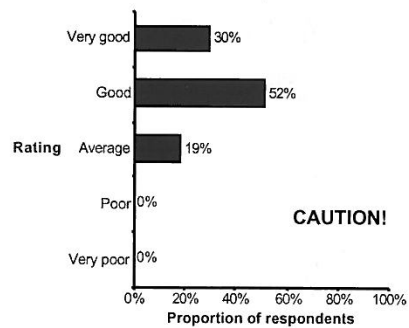
FY00: 36 respondents



FY00: Satisfaction measure: 97%
Average evaluation score: 4.6

Commercial services in the park

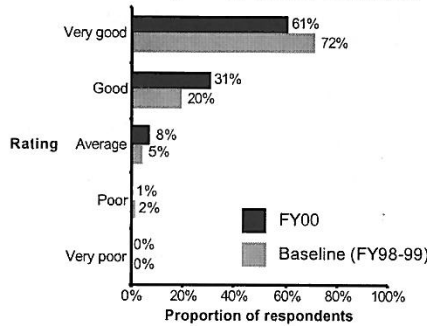
FY00: 27 respondents



FY00: Satisfaction measure: 81%
Average evaluation score: 4.1

Combined visitor services

FY00: 45 responses (based on 4 indicators)



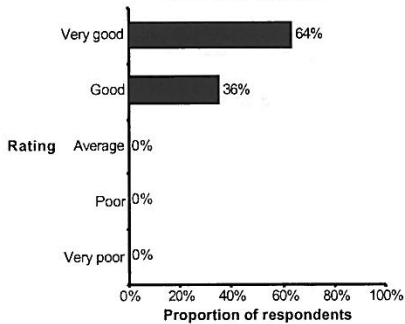
FY00: Satisfaction measure: 91%
Average evaluation score: 4.5



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

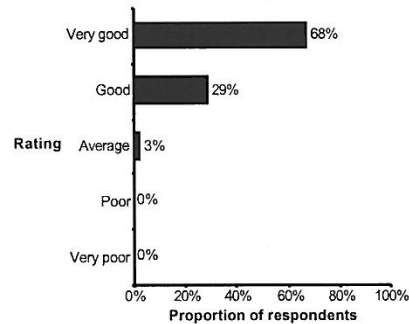
FY00: 44 respondents



FY00: Satisfaction measure: 100%
Average evaluation score: 4.6

Outdoor recreation

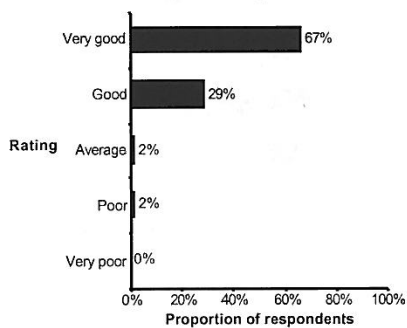
FY00: 31 respondents



FY00: Satisfaction measure: 97%
Average evaluation score: 4.6

Sightseeing

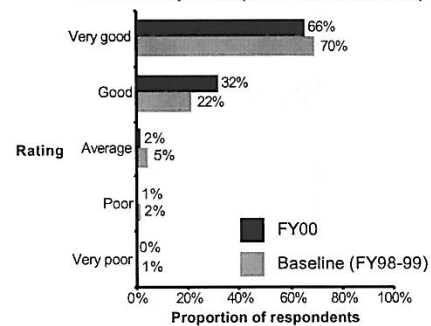
FY00: 45 respondents



FY00: Satisfaction measure: 96%
Average evaluation score: 4.6

Combined recreational opportunities

FY00: 45 responses (based on 3 indicators)



FY00: Satisfaction measure: 98%
Average evaluation score: 4.6

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period, 2000. 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 $\pm 6\%$ 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.

For more information about the VSC contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806

Cape Hatteras NS 1999 Visitor Survey Card Data Report



Introduction

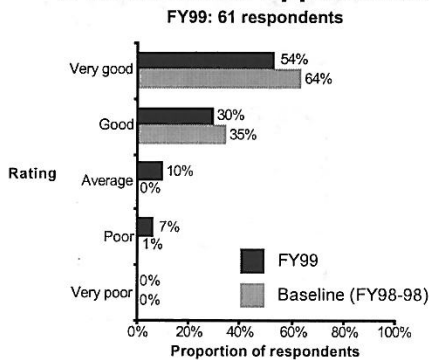
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY99. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY99 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 FY99 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 %.

Overall quality of facilities, services & recreational opportunities



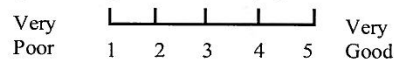
FY99: Satisfaction measure: 84%
Average evaluation score: 4.3

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 FY99 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.

FY99 GPRA Reporting Measure for Goal IIa1

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

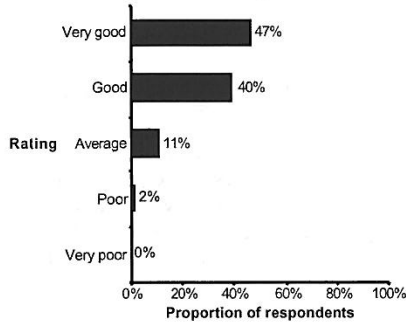
84%



Cape Hatteras NS Park Facilities

Visitor Center

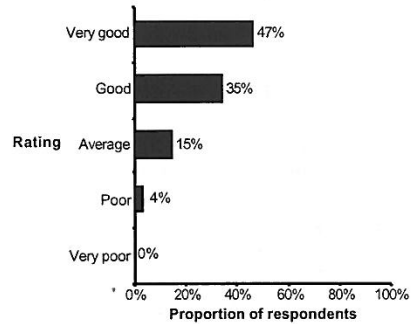
FY99: 53 respondents



FY99: Satisfaction measure: 87%
Average evaluation score: 4.3

Exhibits

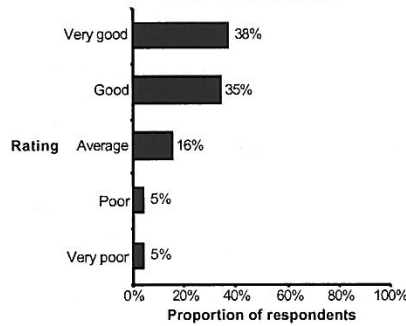
FY99: 55 respondents



FY99: Satisfaction measure: 82%
Average evaluation score: 4.3

Restrooms

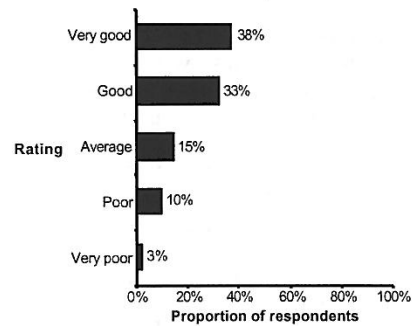
FY99: 37 respondents



FY99: Satisfaction measure: 73%
Average evaluation score: 3.9

Walkways, trails, and roads

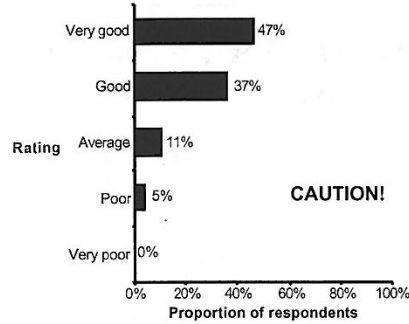
FY99: 60 respondents



FY99: Satisfaction measure: 72%
Average evaluation score: 3.9

Campgrounds and/or picnic areas

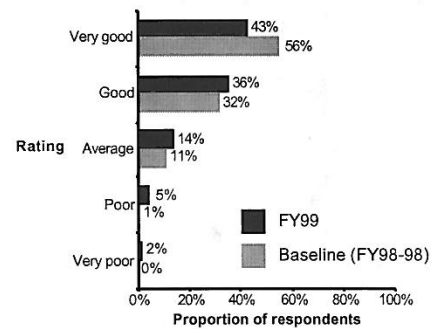
FY99: 19 respondents



FY99: Satisfaction measure: 84%
Average evaluation score: 4.3

Combined park facilities

FY99: 60 responses (based on 5 indicators)



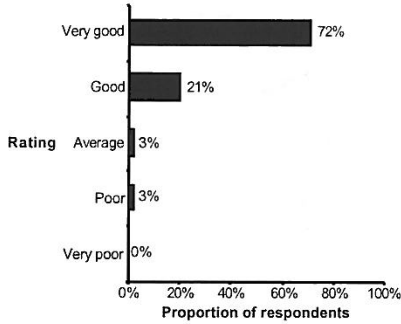
FY99: Satisfaction measure: 79%
Average evaluation score: 4.1

Cape Hatteras NS Visitor Services



Assistance from park employees

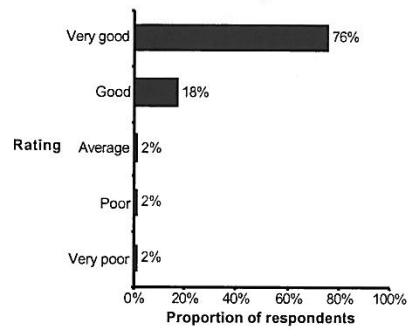
FY99: 61 respondents



FY99: Satisfaction measure: 93%
Average evaluation score: 4.6

Park map or brochure

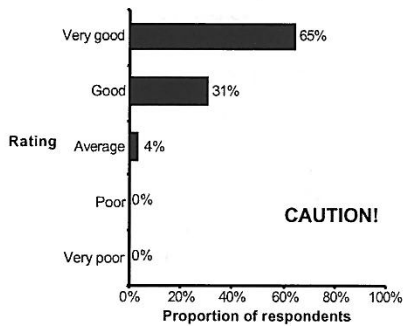
FY99: 45 respondents



FY99: Satisfaction measure: 93%
Average evaluation score: 4.6

Ranger programs

FY99: 26 respondents



FY99: Satisfaction measure: 96%
Average evaluation score: 4.6

Commercial services in the park

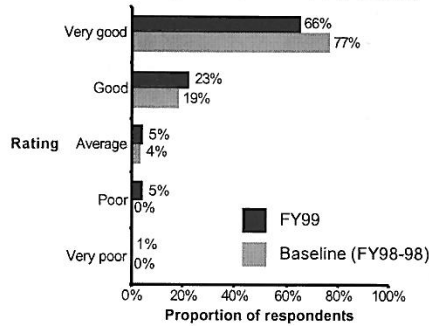
FY99: 23 respondents



FY99: Satisfaction measure: 61%
Average evaluation score: 3.7

Combined visitor services

FY99: 61 responses (based on 4 indicators)



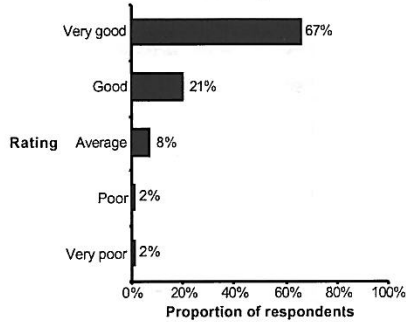
FY99: Satisfaction measure: 89%
Average evaluation score: 4.5



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

FY99: 48 respondents



FY99: Satisfaction measure: 88%
Average evaluation score: 4.5

Outdoor recreation

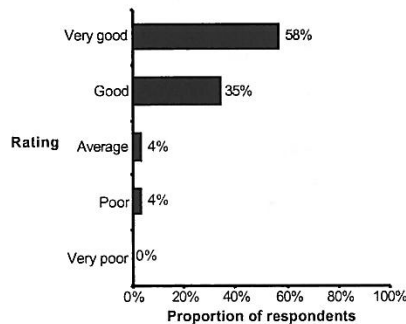
FY99: 27 respondents



FY99: Satisfaction measure: 89%
Average evaluation score: 4.5

Sightseeing

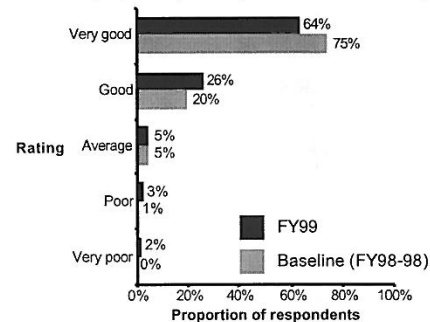
FY99: 55 respondents



FY99: Satisfaction measure: 93%
Average evaluation score: 4.5

Combined recreational opportunities

FY99: 55 responses (based on 3 indicators)



FY99: Satisfaction measure: 90%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period, 1999. 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 $\pm 6\%$ 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.

For more information about the VSC contact Jennifer Hoyer, VSC Project Coordinator at the University of Idaho Cooperative Park Studies Unit (208) 885-4806

Cape Hatteras NS 1998 Visitor Survey Card Data Report



Introduction

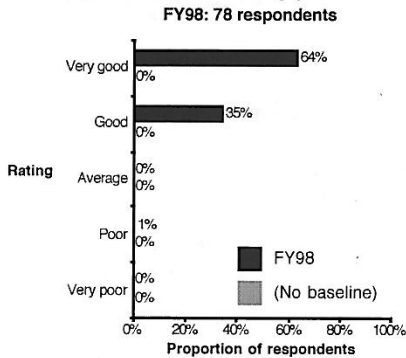
To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY98. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) 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 FY98 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 FY98 GPRA 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 %.

Overall quality of facilities, services & recreational opportunities



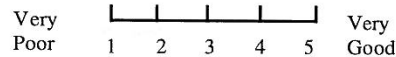
FY98: Satisfaction measure: 99%
Average evaluation score: 4.6

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 FY98 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.

FY98 GPRA Reporting Measure for Goal IIa1

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

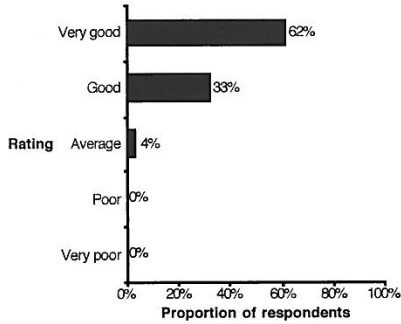
99%



Cape Hatteras NS Park Facilities

Visitor Center

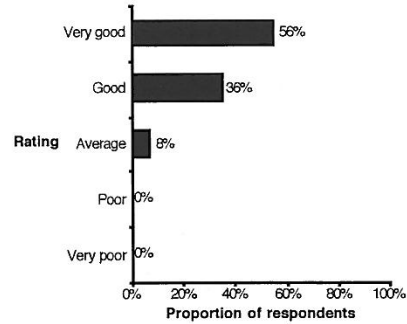
FY98: 69 respondents



FY98: Satisfaction measure: 96%
Average evaluation score: 4.6

Exhibits

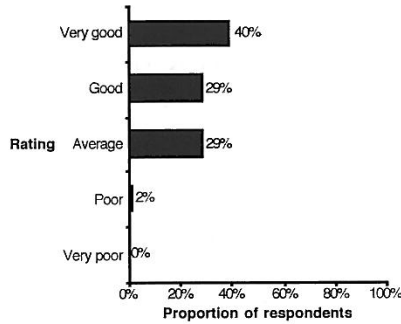
FY98: 73 respondents



FY98: Satisfaction measure: 92%
Average evaluation score: 4.5

Restrooms

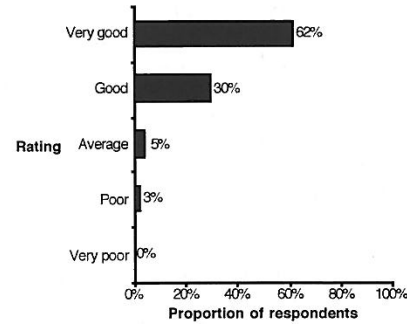
FY98: 62 respondents



FY98: Satisfaction measure: 69%
Average evaluation score: 4.1

Walkways, trails, and roads

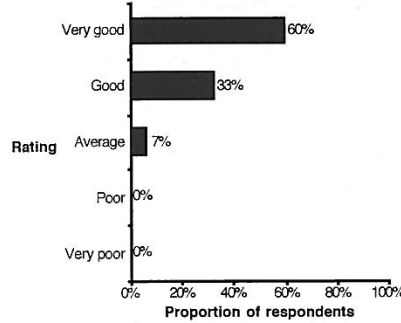
FY98: 74 respondents



FY98: Satisfaction measure: 92%
Average evaluation score: 4.5

Campgrounds and/or picnic areas

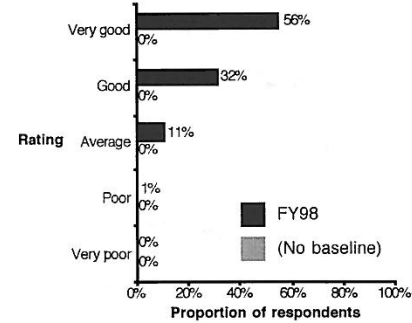
FY98: 30 respondents



FY98: Satisfaction measure: 93%
Average evaluation score: 4.5

Combined park facilities

FY98: 74 responses (based on 5 indicators)



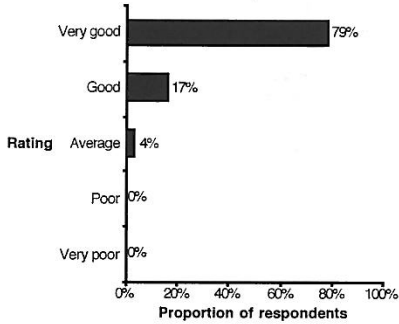
FY98: Satisfaction measure: 88%
Average evaluation score: 4.4

Cape Hatteras NS Visitor Services



Assistance from park employees

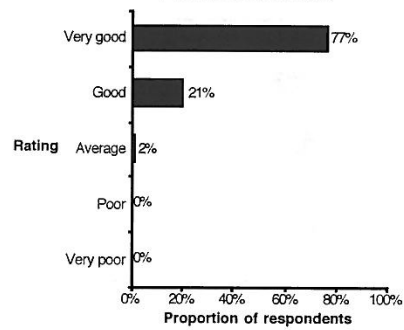
FY98: 70 respondents



FY98: Satisfaction measure: 96%
Average evaluation score: 4.7

Park map or brochure

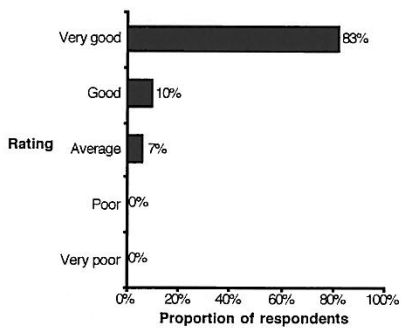
FY98: 56 respondents



FY98: Satisfaction measure: 98%
Average evaluation score: 4.8

Ranger programs

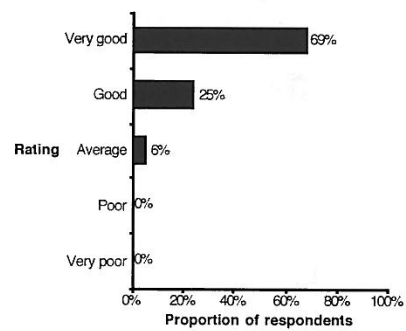
FY98: 30 respondents



FY98: Satisfaction measure: 93%
Average evaluation score: 4.8

Commercial services in the park

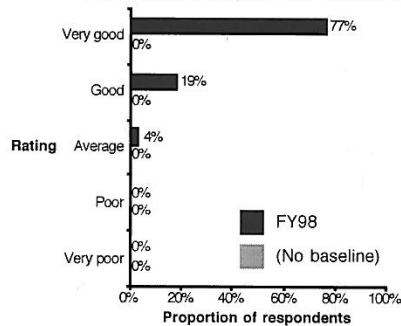
FY98: 36 respondents



FY98: Satisfaction measure: 94%
Average evaluation score: 4.6

Combined visitor services

FY98: 70 responses (based on 4 indicators)



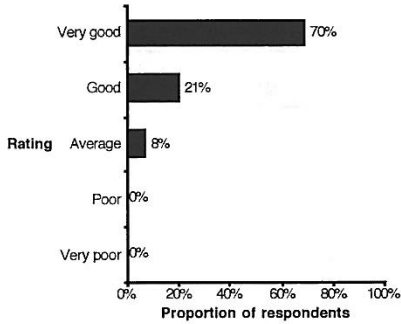
FY98: Satisfaction measure: 96%
Average evaluation score: 4.7



Cape Hatteras NS Recreational Opportunities

Learning about nature, history, or culture

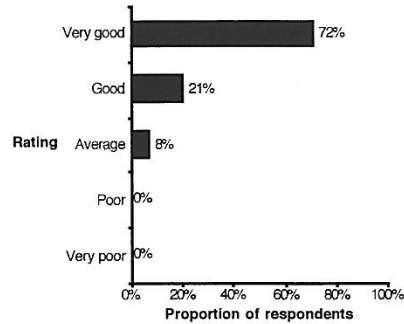
FY98: 61 respondents



FY98: Satisfaction measure: 92%
Average evaluation score: 4.6

Outdoor recreation

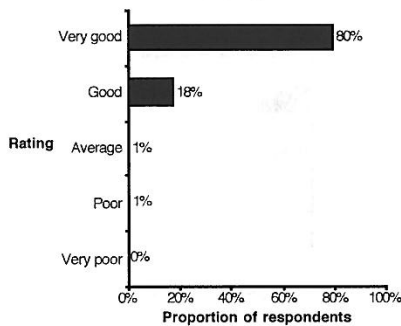
FY98: 39 respondents



FY98: Satisfaction measure: 92%
Average evaluation score: 4.6

Sightseeing

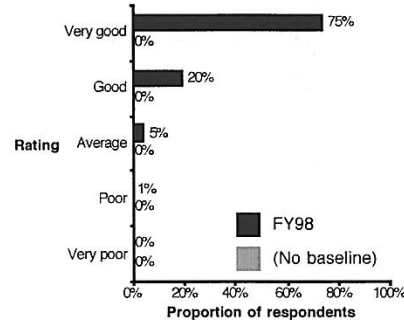
FY98: 74 respondents



FY98: Satisfaction measure: 97%
Average evaluation score: 4.8

Combined recreational opportunities

FY98: 74 responses (based on 3 indicators)



FY98: Satisfaction measure: 94%
Average evaluation score: 4.7

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period, 1998. 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.

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