

# National Parks Service - NPS.gov

## Web Monitor Questionnaire

**Note: Items in bold will not appear to respondent.**

---

### Pre-Survey

---

Thank you for visiting NPS.gov. You have been randomly chosen to participate in a brief survey to let us know how we're doing. After you browse our site, please take a few minutes to complete our survey. Your response is anonymous; we do not collect or store any personal data.

---

### Introduction

---

Thank you for sharing your views about NPS.gov. Your feedback will help us improve our website.

This survey is authorized by Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018

The survey will take **approximately six minutes** to complete.

**REFE.** How did you find out about NPS.gov?

- a) Followed a link from another webpage
- b) Followed a link from Facebook or other social media
- c) Used a search engine, such as Google
- d) Recommendation
- e) Park publication or exhibit
- f) Word of mouth
- g) Other (please specify)

**MOTIVAT** Why did you visit NPS.gov today?

Please select all that apply.

I wanted to...

- a) gather information about a national park(s) I plan to visit
- b) find information about the park I am currently visiting
- c) find a national park(s) to visit based on its activities/scenery/stories
- d) find real-time information (current conditions, breaking news, alerts, etc.)
- e) learn more about history, natural features, or cultural heritage
- f) find pictures, video, webcams
- g) learn about working with the national parks (permits, concessions, etc.)
- h) get involved with the national parks (jobs, volunteer, donate, etc.)
- i) discover what the National Park Service does in my community
- j) purchase a Park Pass
- k) comment on a park plan or provide other feedback
- l) Other (please specify)

**SEARCH:** Did you use the NPS.gov search function during your visit?

- a) Yes
- b) No

**NPINFO** What types of information were you looking for?  
 (Please select all that apply.)

- a) Maps/directions
- b) Camping/lodging
- c) Things to do (e.g., hiking, biking, canoeing, etc)
- d) Events or ranger programs
- e) Pictures, video, webcams, etc.
- f) Fees/passes
- g) Weather, alerts, closures
- h) Job/volunteer opportunities
- i) Lesson plans/curricula
- j) Natural or cultural resources
- k) Other (please specify)

**FNDLOOK** Did you find what you were looking for on this site today?

- a) Yes
- b) Partially
- c) No

**LOOKSPF (IF FNDLOOK = B, C)** What were you looking for that you were unable to find? (Optional)

**[Collect Open End Response]**

**FREQCY** How often do you typically visit NPS.gov?

- a) This is my first visit
- b) Several times per week
- c) Several times per month
- d) Every Few Months
- e) A few times per year

---

**Content and Clarity**

---

Now, please think about the content on NPS.gov. Using a scale where 1 means "Poor" and 10 means "Excellent," please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
<b>CONACC</b> Accuracy of the Information											

<b>CONCCLAR</b> Clarity of the writing																			
<b>CONCUR</b> How up to date the information is																			
<b>CONUSE</b> Usefulness of the information																			

---

## Look and Feel

---

Now, please think about the design of NPS.gov. Using a scale where 1 means “Poor,” and 10 means “Excellent,” please rate the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
<b>LFOUT:</b> layout of the pages											
<b>LFREAD:</b> Ease of reading the text											
<b>LOORG</b> Visual appeal of NPS.gov											

---

## Search [SKIP if SEARCH = Yes]

---

Now, please think about the search function on NPS.gov. Using a scale where 1 means “Poor,” and 10 means “Excellent,” please rate the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
<b>SEARCHE</b> Ease of finding the search box											
<b>SEARCHO</b> Organization of search results											
<b>SEARCHR</b> Relevance of search results											

---

## Navigation

Think about your experience navigating NPS.gov. Using a scale from 1 to 10 where 1 is “Poor,” and 10 is “Excellent,” please rate the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
<b>NAVNUM</b> Number of pages/clicks to find the information you want											
<b>NAVABL</b> Ease of finding what you want											
<b>NAVCLAR</b> Clarity of menus and links											

---

## Customer Satisfaction Index

**CSI1.** Now, please consider your overall experience to date with NPS.gov. Using a 10-point scale where 1 means “Very Dissatisfied” and 10 means “Very Satisfied,” how satisfied are you with NPS.gov?

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall satisfaction with NPS.gov										

**CSI2.** Using a 10-point scale where 1 now means “Falls Short of Your Expectations” and 10 means “Exceeds Your Expectations,” to what extent has NPS.gov fallen short of or exceeded your expectations?

	Falls Short of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well NPS.gov has met your expectations										

**CSI3.** Now, think about an ideal website. Using a 10-point scale where 1 means “Not Very Close to the Ideal,” and 10 means “Very Close to the Ideal,” how well do you think NPS.gov compares with that ideal website?

	Falls Short of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
Satisfaction with NPS.gov compared to an ideal website										

---

## Outcome Measures

**OM.** On a scale from 1 to 10 where 1 means “Not at All Likely” and 10 means “Very Likely,” please indicate how likely you are to:

	Not at All	2	3	4	5	6	7	8	9	Very Likely	Don't Know

	Likely 1										10	
<b>OMRET.</b> Return to NPS.gov												
<b>OMREC.</b> Recommend NPS.gov to someone else												
<b>OMVIS</b> Visit national parks in the future												
<b>OMSOC</b> Follow national parks on social media												
<b>OMINV</b> Get involved with national parks (e.g, volunteer, donate, etc.)												

---

### Demographic Questions

---

**NPVISIT** How often do you visit national parks in person?

- a) I have never visited a national park
- b) Less than once a year
- c) About once a year
- d) 2 to 5 times a year
- e) 6 to 10 times a year
- f) More than 10 times a year

**NPAGE** How old are you?

- a) Under 18
- b) 18-24
- c) 25-34
- d) 35-44
- e) 45-54
- f) 55-64
- g) 65-74
- h) 75 and up
- i) Prefer not to say

**FNLCOMT** What suggestions do you have for improving NPS.gov? (Optional)

**[Collect Open End Response]**

---

### Post-Survey

---

Thank you for taking the time to share your views about NPS.gov. Your feedback will help us improve the site.