

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
CONACC Accuracy of the Information											

CONCLAR Clarity of the writing														
CONCUR How up to date the information is														
CONUSE 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
LFOUT: layout of the pages											
LFREAD: Ease of reading the text											
LOORG 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
SEARCHE Ease of finding the search box											
SEARCHO Organization of search results											
SEARCHR 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
NAVNUM Number of pages/clicks to find the information you want											
NAVABL Ease of finding what you want											
NAVCLAR 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	
OMRET. Return to NPS.gov												
OMREC. Recommend NPS.gov to someone else												
OMVIS Visit national parks in the future												
OMSOC Follow national parks on social media												
OMINV 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.