

## NPS.gov Customer Experience Survey

NPS.gov is an essential part of our visitor’s experience. Key information and links for you to find deeper content about the countless opportunities to explore National Parks can be found here. **We value your feedback!** Please take a few minutes to let us know what you think about NPS.gov overall, what content you use the most, and what you'd like to see in the future.

Thank you – We look forward to your feedback!

**Paperwork Reduction Act:** A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this survey is 1090-0012. Without this approval, we could not conduct this survey.

**Burden Estimate:** Public reporting for this survey is estimated to be approximately 5 minutes per response. All responses to this survey are voluntary. Send comments regarding this burden estimate or any other aspect of this survey, including suggestions for reducing this burden to DOI/NPS at phadrea\_ponds@nps.gov

**New Question. This question was added as requested to consolidate the previous questions into one multi-part question. The information will provide a way to monitor the efficiency of the site.**

1. Did navigating NPS.gov today increase your trust in the National Park Service?

Yes -  No

➤ If Yes,

What made the difference today? (select all that apply)

- Found what I needed
- Found what I needed quickly
- Easy to navigate
- Easy to understand
- Found something useful I wasn't looking for

➤ If No,

What could have been better? (select all that apply)

- Couldn't find what I need
- Took a long time to find what I needed
- Hard to navigate
- Hard to understand

2. Why did you visit NPS.gov today? (select all that apply)

- Find job/internship/volunteer opportunities
- Learn more about science, research, natural resources, history, or cultural heritage
- Find educational materials or opportunities such as field trips
- To do business with the National Park Service (permits, concessions, partnerships, rules, regulations, etc.)
- Make a financial or in-kind contribution
- Seek technical or financial assistance (i.e. grants, subject matter experts, funding opportunities)
- Find a national park(s) or NPS-related site to visit based on my interests
- Plan a trip to a national park or NPS-related area
- Find real-time information (operating hours, current conditions, alerts, etc.) or other information about the park I am currently visiting
- Browse pictures, videos, and webcams
- Ask a question
- Stay connected with a park or the National Park Service
- Other \_\_\_\_\_

**New Question. This question will provide a way to assess appropriate levels of comprehension.**

3. How much do you agree or disagree with the following statements about the content you read on NPS.gov?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I understood what I was reading.	1	2	3	4	5
The text was easy to read.	1	2	3	4	5
The text was the right length.	1	2	3	4	5
The content provided all the answers I needed.	1	2	3	4	5
I learned something new.	1	2	3	4	5
The photo quality was appropriate and/or complimented the writing.	1	2	3	4	5

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I view the NPS as an authoritative source of information.	1	2	3	4	5
I would come back to NPS.gov to learn more about a topic.	1	2	3	4	5

**NEW QUESTION.** This question will assess ways in which to enhance the visitor experience.

4. What types of content would you like to see more of? (select all that apply)
- Behind-the-scenes stories in parks.
  - Articles about historic events, people, and places.
  - Scientific/academic research and reports.
  - Position profiles and paths to employment.
  - Articles about NPS agency-wide efforts/initiatives
  - How-to guides from agency experts relevant to your everyday life and/or job
  - Short documentaries/videos
  - Live-streamed events
  - Virtual tours
  - Webcams
  - I'm happy with the content currently presented
  - Other \_\_\_\_\_
5. If you used the NPS.gov search function during your visit, how satisfied were you with the results?
- Satisfied, found what I was looking for
  - Somewhat - found some of the information
  - Not satisfied - results didn't match what I was looking for
  - Did not use the search function
6. How often do you visit national parks in person?
- |   |  |
|---|--|
| <input type="checkbox"/> I have never visited a national park | <input type="checkbox"/> 2-5 times a year          |
| <input type="checkbox"/> Less than once a year                | <input type="checkbox"/> 6-10 times a year         |
| <input type="checkbox"/> About once a year                    | <input type="checkbox"/> More than 10 times a year |
7. For NPS and park-related information, what do you rely on most?
- |                                  |                                       |
|----------------------------------|---------------------------------------|
| <input type="checkbox"/> NPS.gov | <input type="checkbox"/> Social media |
| <input type="checkbox"/> NPS app | <input type="checkbox"/> Other sites  |
8. If you chose other sites, what sites do you use?
9. How old are you?

- Under 18
- 18-24
- 25-34

- 35-44
- 45-54
- 55-64

- 65-74
- 75 and up
- Prefer not to say

10. Is there anything else you would like to tell us?

11. If you would like to be part of future focus groups to discuss your experience with NPS.gov and the mobile app, please leave your email address and someone will contact you.

**Email Address** \_\_\_\_\_ @ \_\_\_\_\_