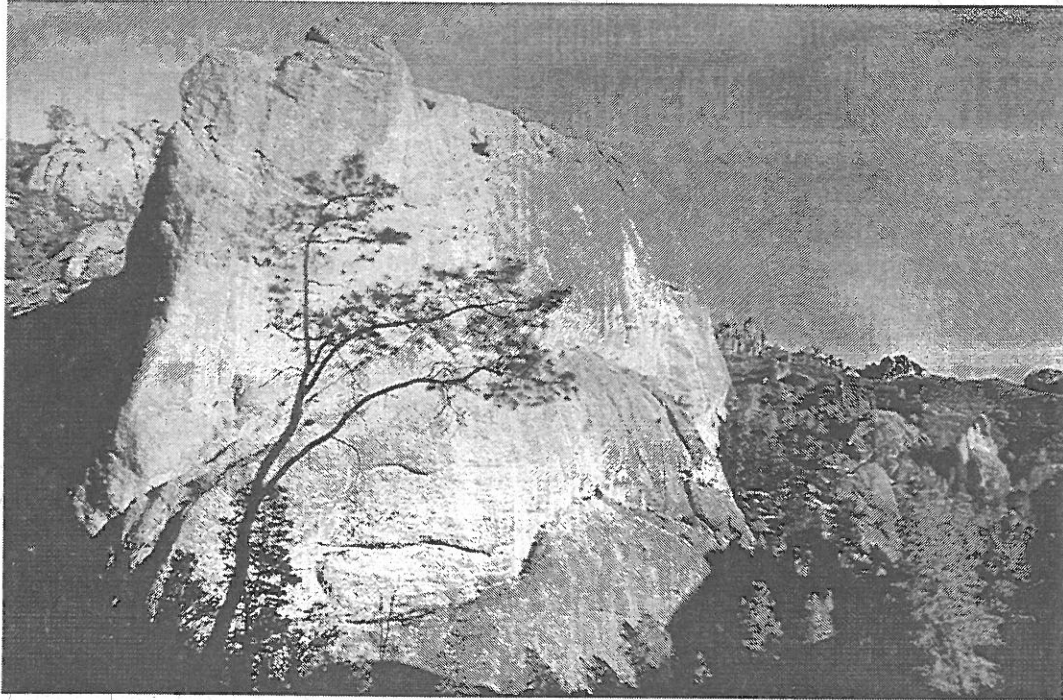National Park Service
U.S. Department of the Interior

Visitor Services Project

Pinnacles National Monument Visitor Study

Spring 2002

Report 133

University of Idaho
Park Studies Unit

National Park Service
U.S. Department of the Interior

Visitor Services Project

Pinnacles National Monument

Visitor Study
Spring 2002

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James Gramann

Visitor Services Project
Report 133

February 2003

Visitor Services Project
Pinnacles National Monument
Report Summary

- This report describes the results of a visitor study at Pinnacles National Monument (NM) during March 30 - April 7, 2002. A total of 511 questionnaires were distributed to visitors. Visitors returned 394 questionnaires for a 77.1% response rate.

- This report profiles Pinnacles NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

- Forty-two percent of visitor groups were groups of two; 26% were in groups of three or four. Fifty-one percent of the visitor groups were family groups. Fifty-seven percent of visitors were aged 26-55 years and 23% were aged 15 or younger.

- United States visitors were from California (93%), Washington (1%), and 40 other states. International visitation was too small to provide reliable information.

- Seven percent of visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (94%), followed by Asian (8%) and other racial backgrounds. Most visitors (92%) spoke English as their primary language, although 8% of visitors listed 12 other languages they spoke and read.

- Nine percent of groups said that a group member had a disability or impairment. Mobility (64%) and hearing (12%) were the most often listed types of disabilities or impairments. Eighteen percent of these visitors experienced access/service problems in the park.

- On this visit, the most common activities were hiking (93%), viewing scenery, sightseeing, scenic drive (80%) and viewing wildflowers (78%). Fourteen percent of visitors said they rock climbed on this visit. Sixty-six percent of visitors observed rock climbing on this visit and 84% of those said they enjoyed watching it.

- During the past twelve months, most visitors (79%) had visited Pinnacles NM once. Most visitor groups (77%) spent less than one day at Pinnacles NM, although 19% spent two or three days. For 89% of visitors, visiting Pinnacles NM was the primary reason they came to the area.

- Previous visits (57%), friends, relatives or word of mouth (47%), and internet-Pinnacles NM home page (33%) were the most used sources of information about the park prior to visiting. For past visits, friends, relatives or word of mouth was the most used source of information. Most visitors (81%) were aware that the monument is unit of the National Park System.

- The most commonly visited places on this visit were Bear Gulch Visitor Center (56%), Central High Peaks (42%) and Balconies Cave (40%).

- Of the information services, the park brochure/map was the most used (92%) and most important service (88%, N=321). The best quality service was assistance from park staff (88%, N=140). Of the visitor services and facilities, parking lots (93%) and restrooms (91%) were the most used. The most important services/facilities were trails (98%, N=33), signs on trails (92%, N=311) and restrooms (91%, N=336). The best quality service/facility was trails (96%, N=328).

- In and outside the monument, the average <u>visitor</u> <u>group</u> expenditure during this visit was $81. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $45. The average <u>per</u> <u>capita</u> expenditure was $28.

- Most visitor groups (91%) rated the overall quality of visitor services at Pinnacles NM as "very good" or "good." One percent of visitor groups rated the overall quality of services as "very poor."

TABLE OF CONTENTS

INTRODUCTION

This report describes the results of a visitor study at Pinnacles National Monument, also referred to as "Pinnacles NM." This study was conducted March 30 - April 7, 2002 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit in the Resource Recreation and Tourism Department at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire and Spanish translation.** The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY
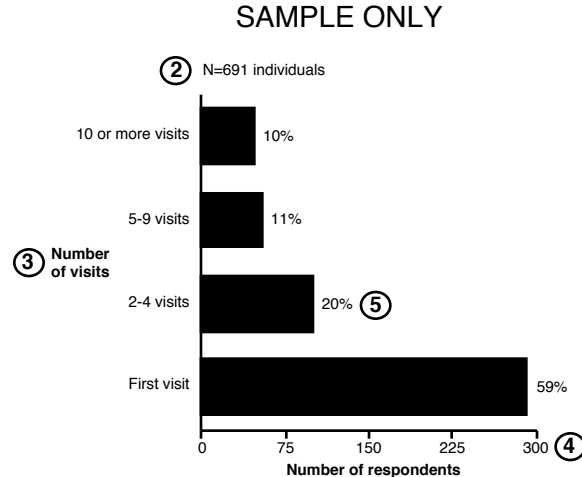
1: Figure 4: Number of visits

1: The figure title describes the graph's information.

2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes categories.

4: Horizontal information shows the number or proportions in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Pinnacles National Monument.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Pinnacles NM during the period from March 30 - April 7, 2002. Visitors were sampled at both entrances (see Table 1).

Table 1: Questionnaire distribution locations

Location	Questionnaires distributed	
	Number	%
East entrance (pullout beyond entrance station)	380	74
Chaparral parking lot	131	26
GRAND TOTAL	511	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked their names, addresses and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 391 visitor groups, Figure 5 presents data for 1,169 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Pinnacles National Monument visitors returned 394 questionnaires, Figure 1 shows data for only 391 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of March 30 - April 7, 2002. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure or table.

Special conditions   Weather conditions during the visitor study were typical of spring in the Pinnacles National Monument area, with warm, sunny days, and the occasional fog.

RESULTS

Visitors contacted

At Pinnacles National Monument, 515 visitor groups were contacted, and 511 of these groups (99%) accepted questionnaires. Questionnaires were completed and returned by 394 visitor groups, resulting in a 77.1% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	504	43.7	387	43.9
Group size	511	3.4	391	3.8

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 25 people. Forty-two percent of visitor groups consisted of two people, while another 26% consisted of three or four people.

Fifty-one percent of visitor groups were made up of family members, 25% were people traveling with friends, and 11% were alone (see Figure 2). Groups listing themselves as "other" group type included Boy Scouts, Girl Scouts, Sierra Club hiking group, and significant others. No visitors were traveling with guided tour groups (see Figure 3) and 1% were with school/educational groups (see Figure 4).

Fifty-seven percent of visitors were in the 26-55 age group (see Figure 5). Another 23% of visitors were in the 15 or younger age group.

Visitors were asked about their ethnic and racial backgrounds. Seven percent responded that they were of Spanish/Hispanic/Latino ethnicity (see Figure 6). Most respondents (94%) said they were of White racial background, while 8% said they were Asian, 3% were American Indian or Alaska Native, 1% were Black or African American, as shown in Figure 7.

Demographics (continued)

Nine percent of groups said that a group member had a disability or impairment (see Figure 8). Most often, the disability or impairment was related to mobility (64%) or hearing (12%), as shown in Figure 9. "Other" impairments included Down's Syndrome, recent surgery, chemotherapy, and heart condition. Eighteen percent of the visitors encountered access/service problems in the monument because of the disability/impairment (see Figure 10). The problems mostly related to physical inability to hike trails, inability to communicate, and visual problems in cave.

Visitors were asked if English was the primary language that their group members spoke and read. Most visitors (92%) said English was their primary language (see Figure 11). For the 8% of visitors who had other primary languages, the most common languages that they spoke or read included German, Spanish and Chinese, as shown in Table 3. When asked if they would like more park information provided in their primary language, 28% responded "yes" while 72% responded "no," as shown in Figure 12.

Most visitors (79%) had visited Pinnacles NM once in the past 12 months (see Figure 13). When asked about visits to Pinnacles NM two to five years ago, 47% said they had not visited, 19% had visited once and 34% had visited two or more times.

The number of international visitors to Pinnacles NM was too small to provide reliable information (see Table 4). The largest proportions of United States visitors were from California (93%), and Washington (1%). Smaller proportions of U.S. visitors came from another 40 states (see Map 1 and Table 5).

N=391 visitor groups
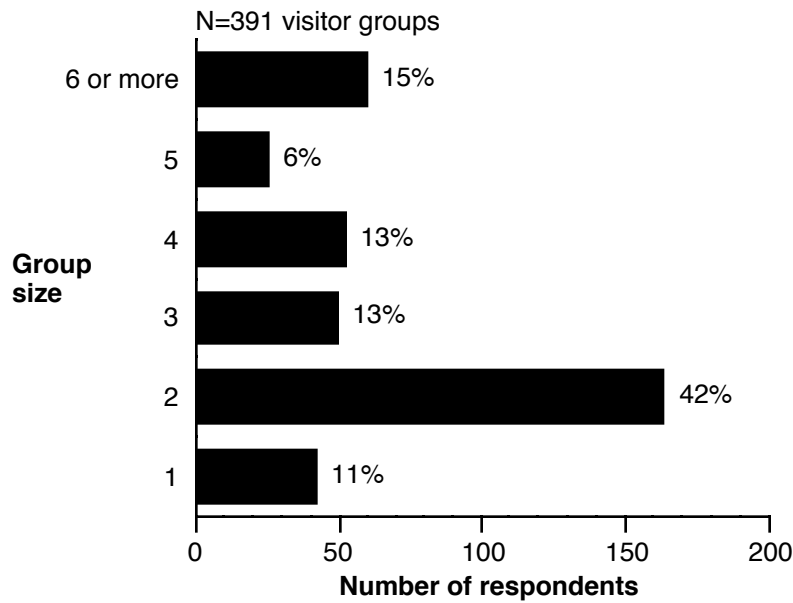
Figure 1: Visitor group sizes

N=390 visitor groups
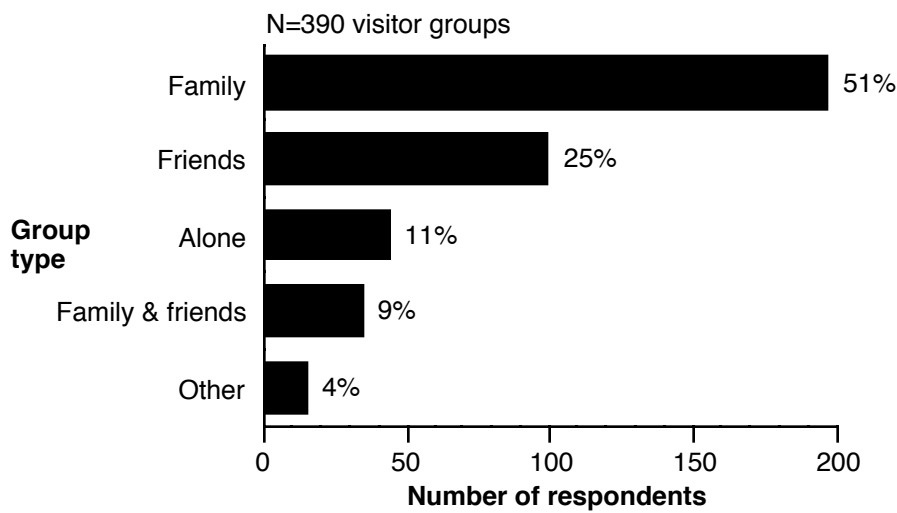
Figure 2: Visitor group types

N=386 visitor groups
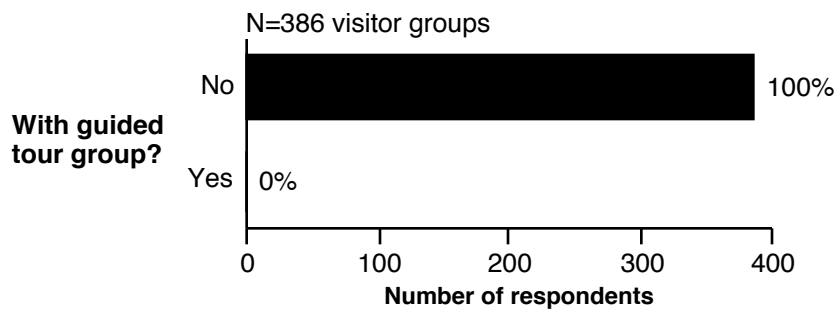
Figure 3: Visitors with guided tour group

N=386 visitor groups

With educational/ school group?

No — 99%

Yes — 1%

Number of respondents
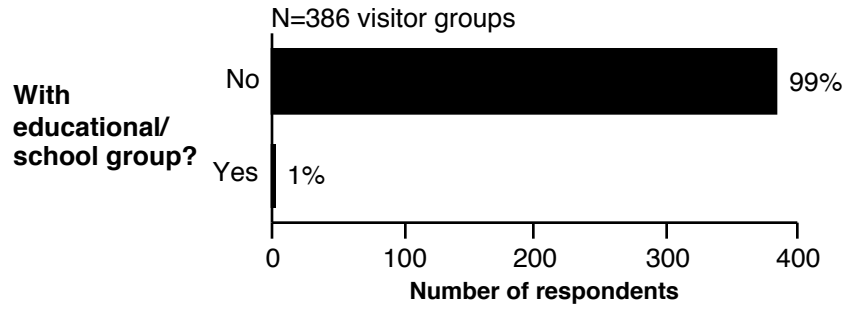
Figure 4: Visitors with school/educational group

N=1,169 individuals

Age group (years)

Age group	Percent
76 or older	1%
71-75	1%
66-70	2%
61-65	3%
56-60	6%
51-55	8%
46-50	10%
41-45	12%
36-40	12%
31-35	8%
26-30	7%
21-25	5%
16-20	2%
11-15	10%
10 or younger	13%

Number of respondents
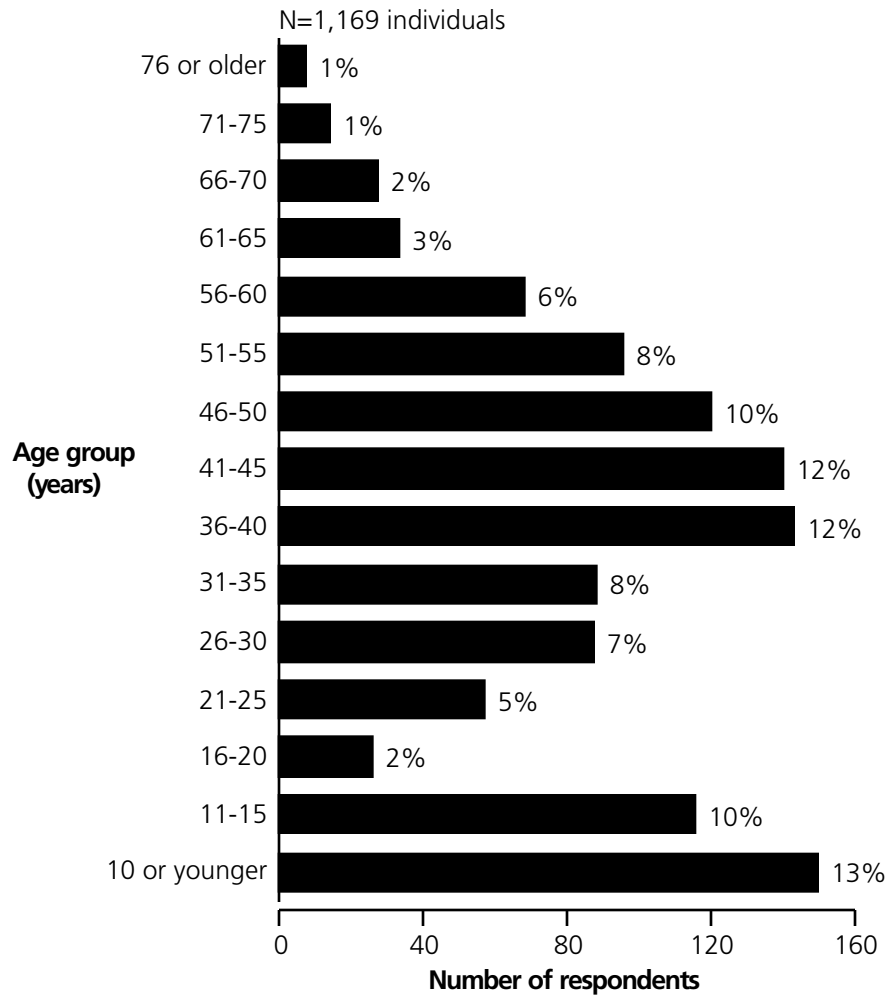
Figure 5: Visitor ages

N=335 visitor groups
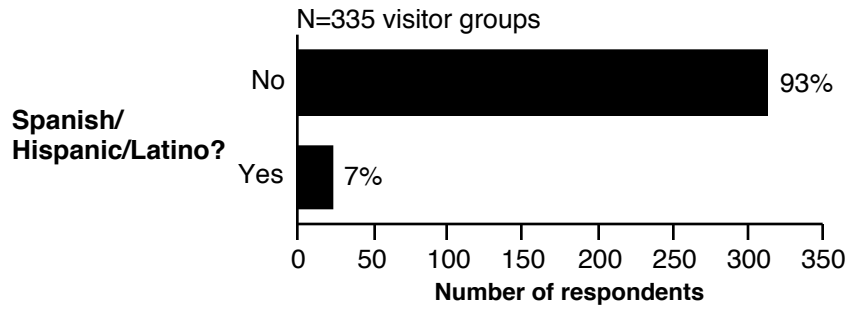
Figure 6: Visitors of Spanish, Hispanic or Latino ethnicity

N=360 visitor groups;
percentages do not equal 100 because visitors
may be of more than one racial background.
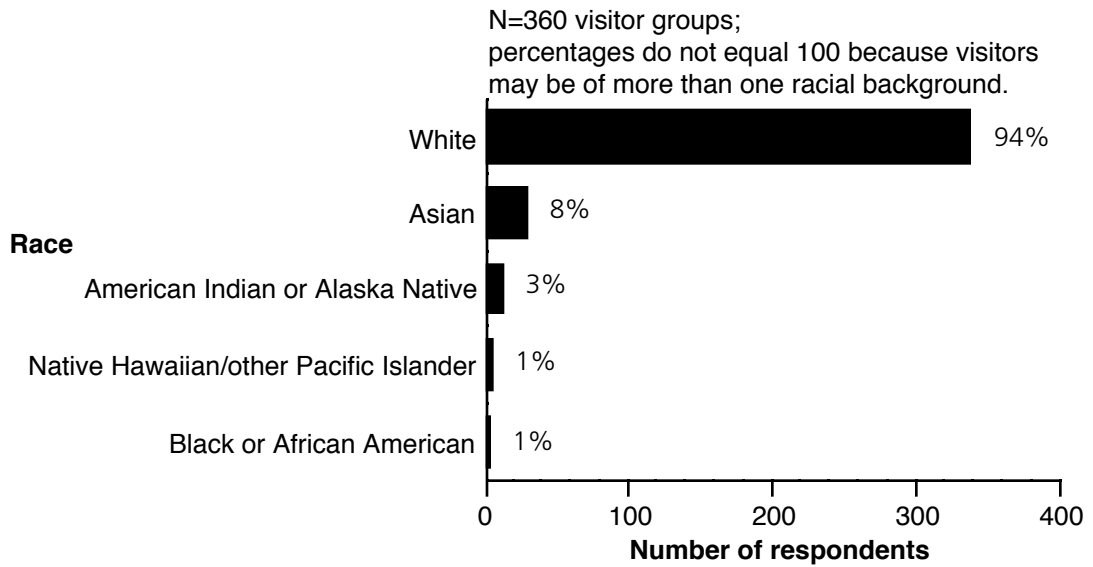
Figure 7: Visitor race

N=378 visitor groups
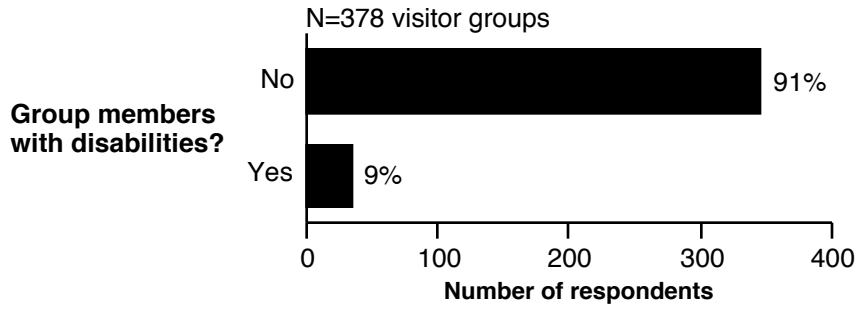
Figure 8: Visitors with disabilities/impairments

N=33 visitor groups;
percentages do not equal 100 because visitors
could have more than one type of disability.
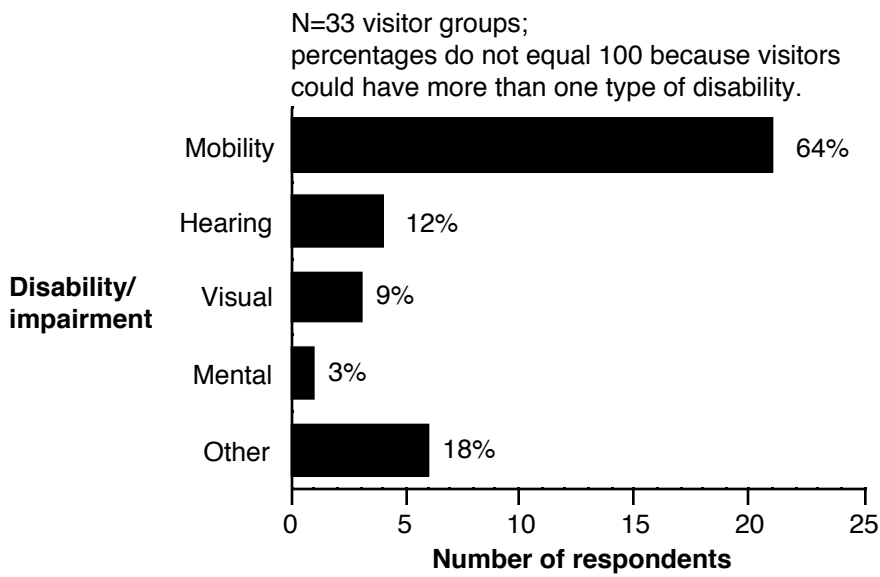
Figure 9: Types of visitor disabilities/impairments

N=34 visitor groups
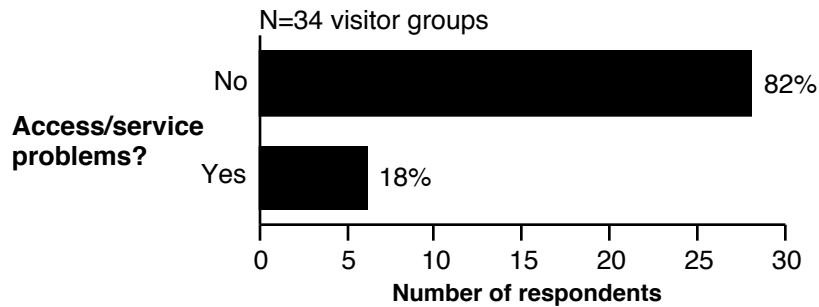
Figure 10: Encounter access/service problems?

N=389 visitor groups

| English as primary language? | Yes | 92% |
| | No | 8% |
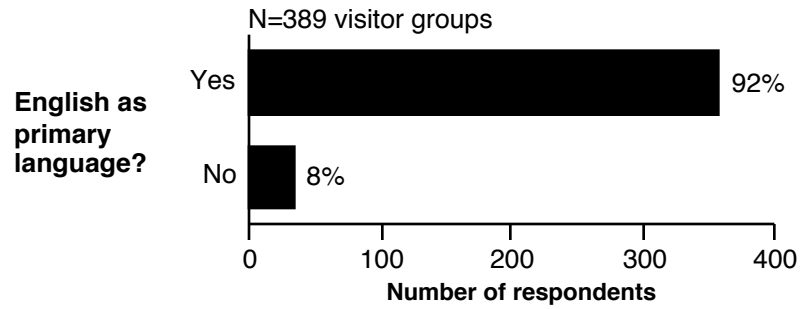
Figure 11: Is English primary language spoken and read by group members

Table 3: Languages spoken or read by group members
N=12 languages

Language	Number of times mentioned
German	15
Spanish	5
Chinese	4
Dutch	3
Russian	3
Japanese	2
Czechoslovakian	1
Danish	1
French	1
Italian	1
Vietnamese	1
Polish	1

N=32 visitor groups

| Park information in other languages? | No | 72% |
| | Yes | 28% |
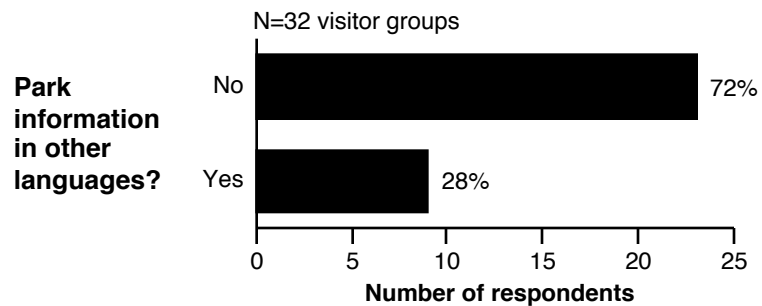
Figure 12: Need for more park information in visitors' primary language

N=1,065 individuals;
percentages do not equal 100 due to rounding.
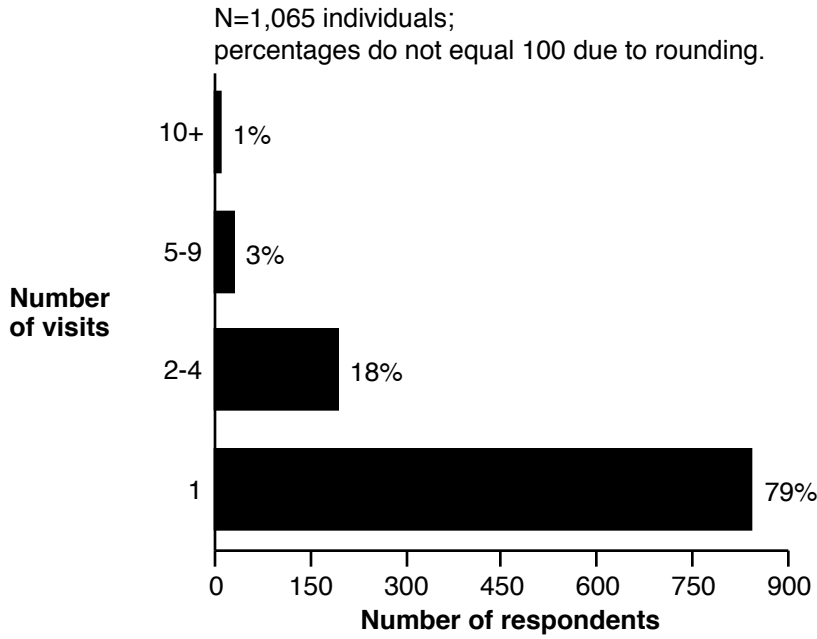
Figure 13: Number of visits in past 12 months
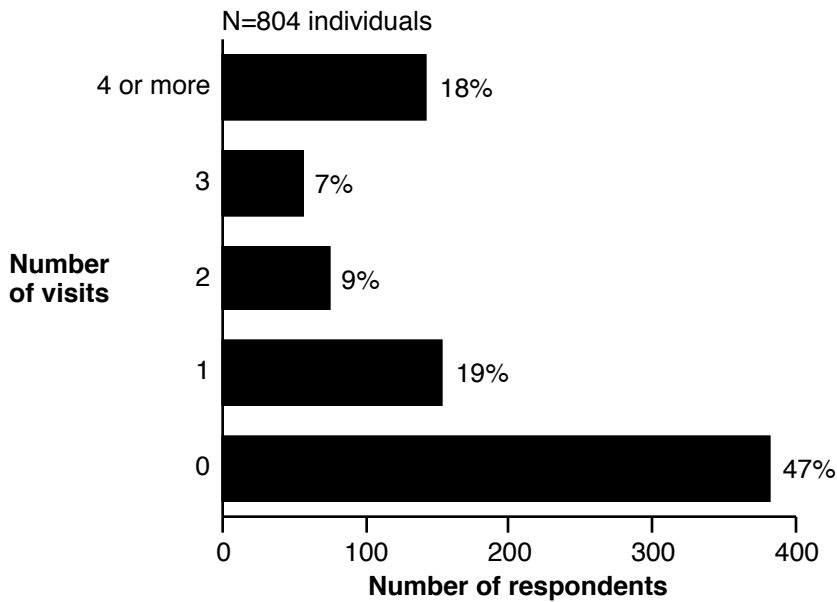
N=804 individuals

Figure 14: Number of visits 2 to 5 years ago

Table 4: International visitors by country of residence

N=27 individuals;
percentages do not equal 100 due to rounding.
CAUTION!

Country	Number of individuals	Percent of international visitors	Percent of total visitors
England	6	22	1
China	5	19	<1
Holland	4	15	<1
Greece	2	7	<1
Sudan	2	7	<1
Belgium	1	4	<1
Canada	1	4	<1
Denmark	1	4	<1
France	1	4	<1
Germany	1	4	<1
Japan	1	4	<1
Mexico	1	4	<1
Russia	1	4	<1

N=1,063 individuals

Pinnacles NM

10% or more

4% to 9%

2% to 3%

less than 2%
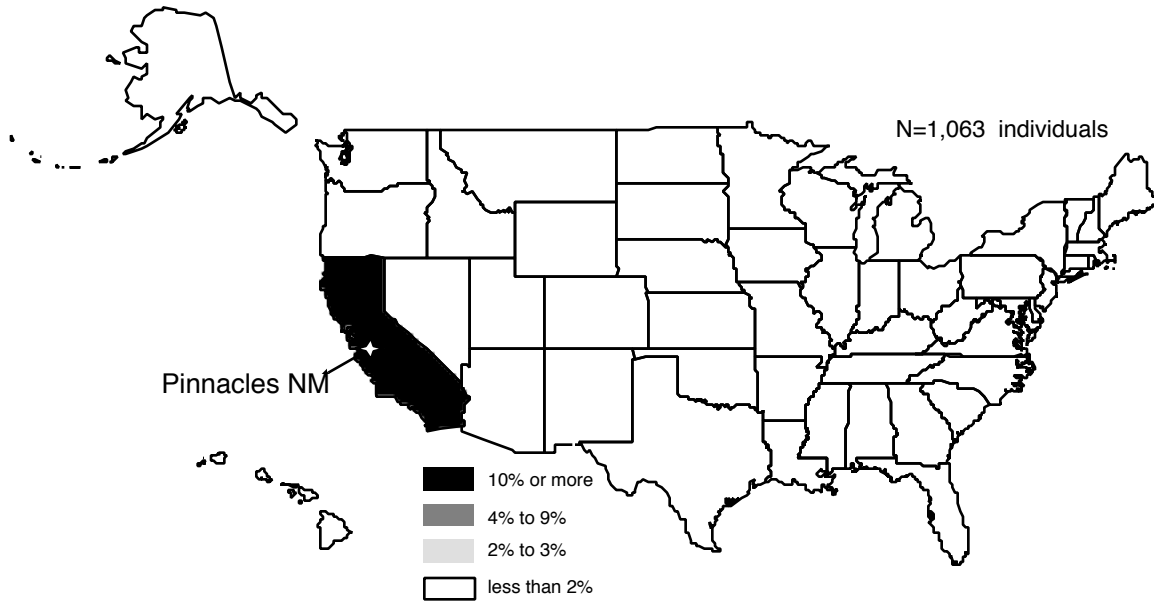
Map 1: Proportion of United States visitors by state of residence

Table 5: United States visitors by state of residence

N=1,063 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
California	991	93	91
Washington	10	1	1
Michigan	5	<1	<1
Oregon	5	<1	<1
Illinois	3	<1	<1
Kentucky	3	<1	<1
Minnesota	3	<1	<1
New York	3	<1	<1
Texas	3	<1	<1
Georgia	2	<1	<1
New Mexico	2	<1	<1
Ohio	2	<1	<1
Virginia	2	<1	<1
Hawaii	1	<1	<1
Massachusetts	1	<1	<1
Nebraska	1	<1	<1
Nevada	1	<1	<1
New Jersey	1	<1	<1
Rhode Island	1	<1	<1
West Virginia	1	<1	<1
Wisconsin	1	<1	<1
Wyoming	1	<1	<1
Other states (not identified)	20	2	2

Length of visit   Visitor groups were asked how long they spent visiting

Pinnacles NM on this visit. Most visitor groups (77%) reported that

they spent less than 24 hours (see Figure 15). Nineteen percent spent

2-3 days.

        Of the groups that spent less than 24 hours, 78% spent four

hours or more (see Figure 16).

N=387 visitor groups

Days

Days	
4 or more	2%
3	7%
2	12%
1	2%
<1	77%

Number of respondents
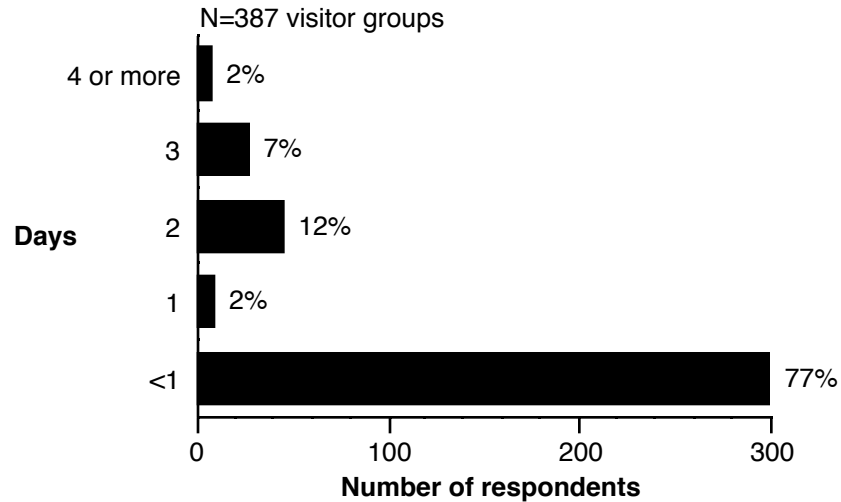
Figure 15: Days spent at Pinnacles NM on this visit

N=299 visitor groups

Hours

Hours	
7 or more	20%
6	18%
5	15%
4	25%
3	12%
2	6%
1	2%
<1	2%

Number of respondents
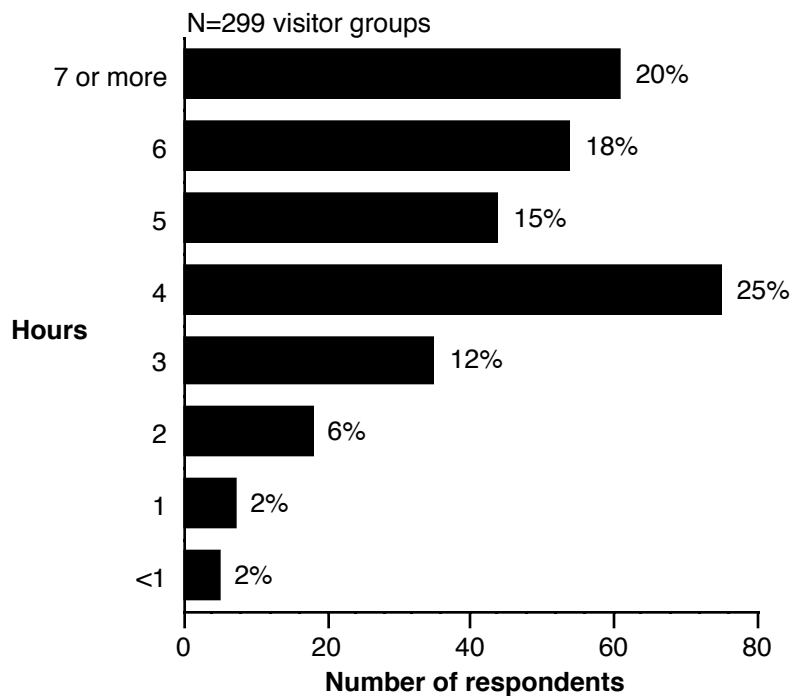
Figure 16: Hours spent at Pinnacles NM by visitors who spent less than 24 hours.

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Pinnacles NM prior to their visit. Five percent of visitor groups received no information prior to their visit. Of those visitor groups who received information, the most common sources were previous visits (57%), friends, relatives or word of mouth (47%), and travel guides and/or tour books (33%), as shown in Figure 17. The least used source of information was videos/TV/radio programs (1%). "Other" sources of information used by visitor groups included maps, Boy Scouts, Girl Scouts, school, American Automobile Association, rock climbing information, and Sierra Club hiking group.

The most used source of information for past visits was friends/ relatives/word of mouth (63%), as shown in Figure 18.

The source of information that were most influential in visitors' decision to visit Pinnacles NM are shown in Table 6.

N=387 visitor groups;
percentages do not equal 100 because visitor groups could use more than one source.

Source	
Previous visits	57%
Friends/relatives/word of mouth	47%
Internet-PINN home page	33%
Travel guide/tour book	24%
Internet-other web site	14%
Newspaper/magazine article	9%
Received no prior information	5%
Telephone/written inquiry to park	4%
Local businesses	2%
Chamber of Commerce	1%
Videos/TV/radio programs	1%
Other	10%

Number of respondents

Figure 17: Sources of information used by visitors prior to arriving

N=225 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one source.

Source	
Friends/relatives/word of mouth	63%
Previous visits	31%
Travel guide/tour book	25%
Internet-PINN home page	18%
Newspaper/magazine article	16%
Internet-other web site	7%
Telephone/written inquiry to park	4%
Videos/TV/radio programs	2%
Chamber of Commerce	<1%
Local businesses	0%
Other	11%

Number of respondents

Figure 18: Sources of information used by visitors on past visits

Table 6: Source of information most influential in decision to visit Pinnacles NM

N=317 comments

Comment	Number of times mentioned
Previous visit	111
Friends/relatives/word of mouth	94
Internet	33
Guide book	25
Article	15
Map	7
Media	6
Sierra Club	4
American Automobile Association	3
Former/current Pinnacles employee	2
Thousand Trails Preserve	2
Visitor's Bureau at King City/Soledad	2
Other	13

Awareness that monument is in National Park System

Visitor groups were asked if, before they visited, they were aware that Pinnacles National Monument is a unit of the National Park System. Most visitors (81%) were aware that Pinnacles is a unit of the National Park System (see Figure). Fifteen percent were not aware and 4% were "not sure."

N=393 visitor groups
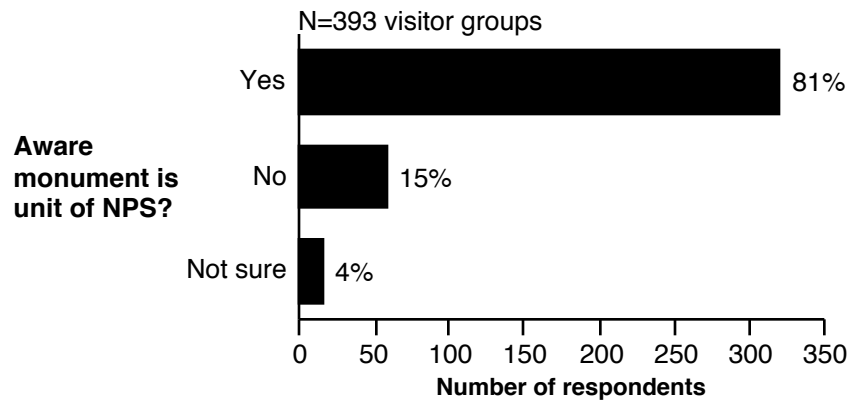
Figure 19: Visitor awareness that monument is in National Park System

Visitor groups were asked to list their primary reason for visiting Pinnacles NM/Salinas Valley/Hollister area on this visit. Most visitor groups (89%) said their primary reason was to visit Pinnacles NM, as shown in Figure 20. Twelve percent of groups came for other reasons.

Primary reason for visit

N=391 visitor groups;
percentages do not equal 100 due to rounding.

Reason for visit

Reason	
Visit Pinnacles National Monument	89%
Visit other attractions	6%
Business or other reasons	4%
Visit friends/relatives	2%

Number of respondents
0   50   100   150   200   250   300   350
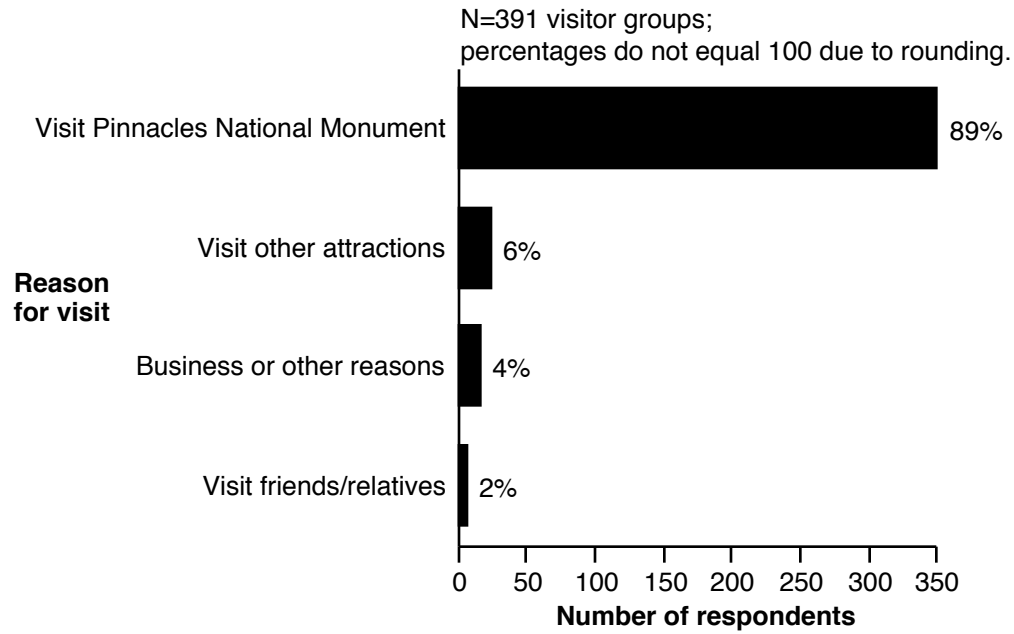
Figure 20: Primary reason for visit

Monument visit characteristics

Visitor groups were asked to provide some information about their visit to Pinnacles NM. On this visit 50% of visitors first arrived at the monument between 9 a.m. and 11 a.m. (see Figure 21). Another 34% arrived between noon and 2 p.m. Almost one-half of visitors (47%) last departed the monument on this visit between 3 p.m. and 5 p.m. Twenty-six percent left between 6 p.m. and 8 p.m., while 22% left between noon and 2 p.m. (see Figure 22).

When asked about their arrival day of the week, 28% of visitors arrived on Saturday and 24% arrived on Sunday (see Figure 23). Between 7% and 15% of visitors arrived on each weekday.

When asked about the number of times that they entered the monument on this visit, 73% of visitors said they entered only once (see Figure 24). Twenty-eight percent of visitors entered more than once.

N=378 visitor groups;
percentages do not equal 100 due to rounding.
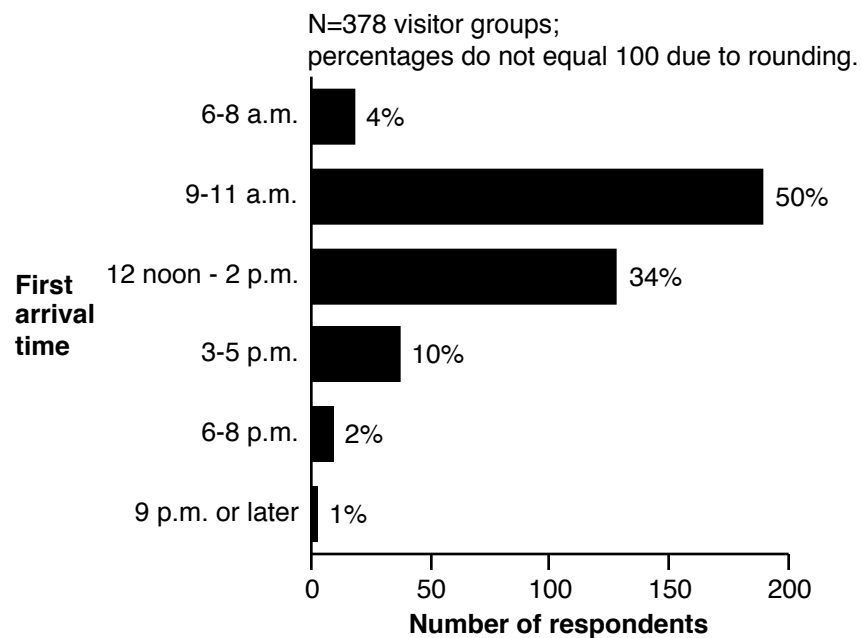
Figure 21: First arrival time at Pinnacles NM

N=354 visitor groups;
percentages do not equal 100 due to rounding.
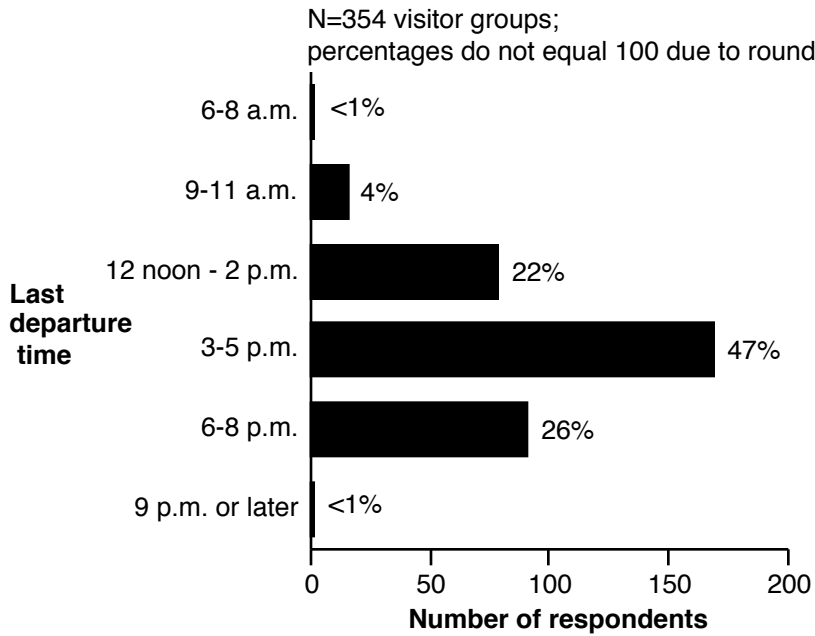
Figure 22: Last departure time from Pinnacles NM

N=379 visitor groups
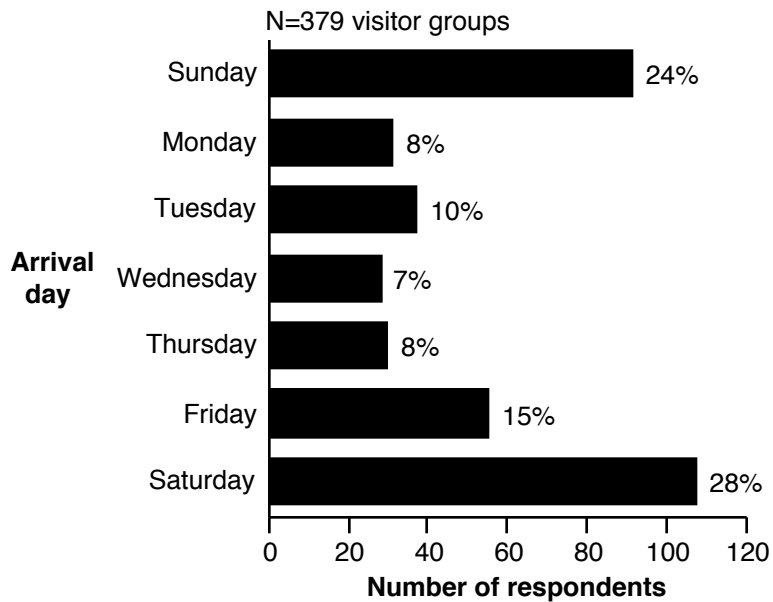
Figure 23: First arrival day of the week

N=374 visitor groups;
percentages do not equal 100 due to rounding.

Figure 24: Number of monument entries during stay in area

Visitor groups were asked to list the activities in which they participated at Pinnacles NM on this visit. The most common activities were hiking (93%), viewing scenery/sightseeing/scenic drive (80%), viewing wildflowers (78%) and viewing wildlife (57%), as shown in Figure 25. "Other" activities included drawing/painting, viewing scenery, bicycling, stargazing and spending time with family.

Visitors were also asked about the activities they would likely participate in on future visits. The same activities as mentioned above were selected as the most likely activities for future visits (see Figure 26).

Visitors were also asked to list the activity that was their primary reason for visiting. See Table 7 for their responses.

Several questions about hiking were posed to visitors. Most visitors (94%) hiked during this visit (see Figure 27). The most used trailheads were Chalone Creek, Bear Gulch Trail, and many others, as listed in Table 8. The most hiked trails included High Peaks, and Old Pinnacles, as well as many others listed in Table 9.

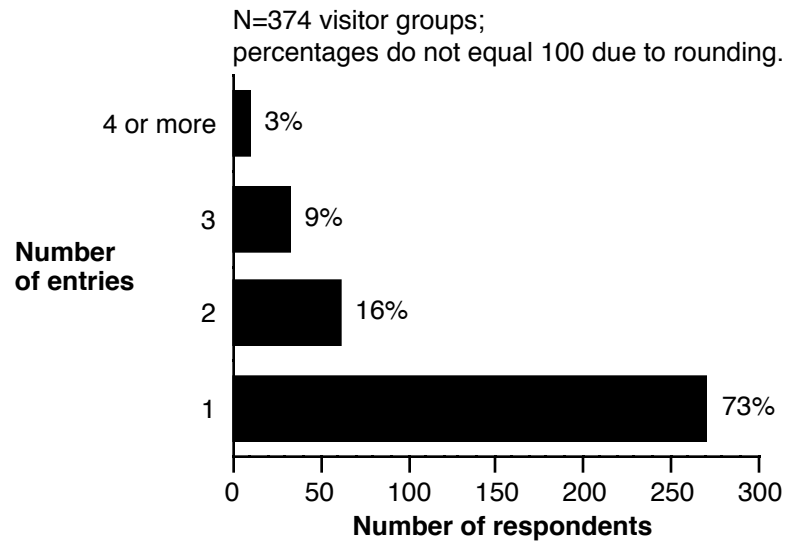Visitors were also given several questions regarding rock climbing activities. Fourteen percent of visitors climbed on this visit (see Figure 28). About two-thirds (66%) of visitors observed rock climbing on this visit (see Figure 29). Most of those visitors enjoyed watching rock climbing (see Figure 30). Those who did not enjoy watching rock climbers were asked to give their reasons, as shown in Table 10. Rock climbers were asked to identify the areas where they went climbing on this visit and on past visits. Bear Gulch was the most climbed area for this visit (54%) and past visits (73%), as shown in Figures 31 and 32. "Other" areas where visitors climbed on this visit included the Discovery Cliffs, Monolith, and backcountry. On past visit, "other" areas climbed included the Discovery Wall, Upper Crest and Visitor Center area.

Activities, including hiking and climbing issues

N=392 visitor groups;
percentages do not equal 100 because visitors
could participate in more than one activity.
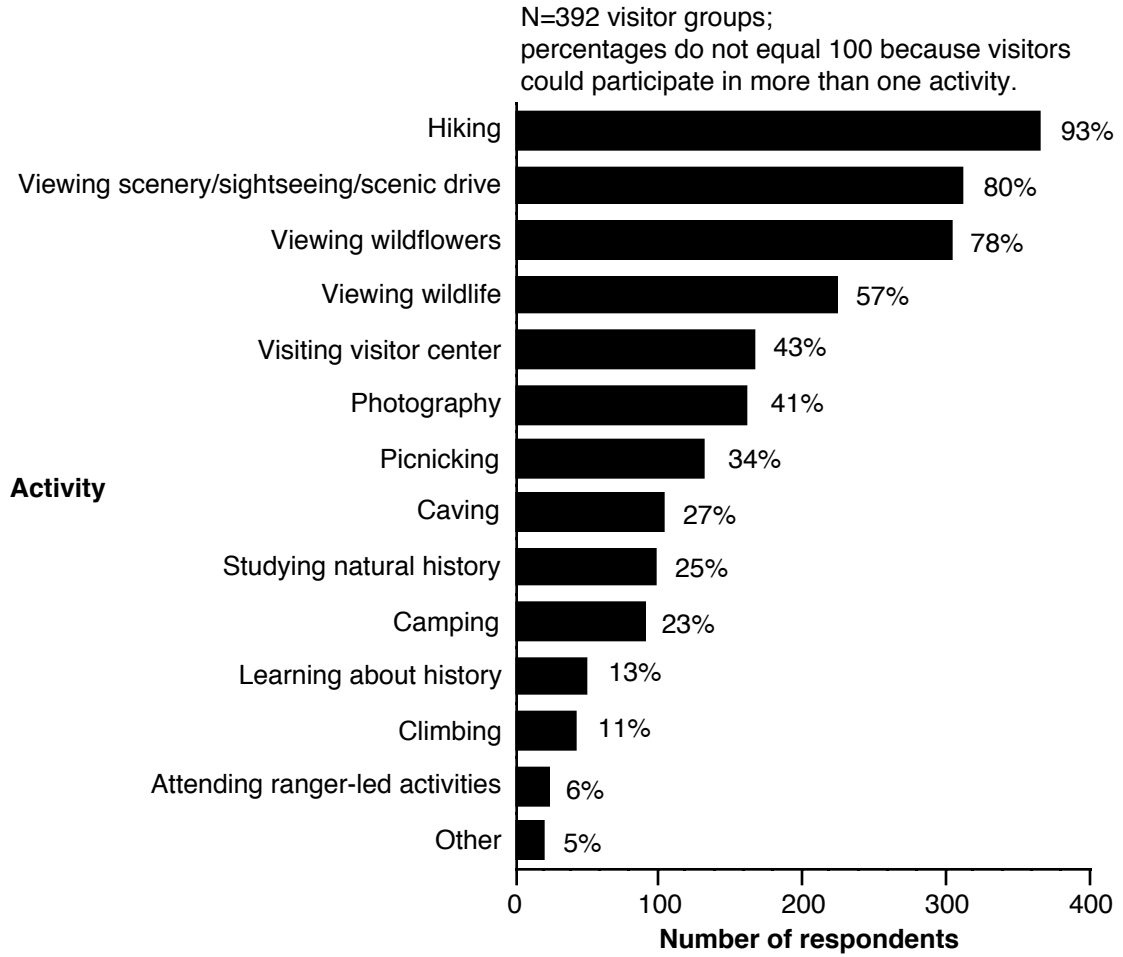
Figure 25: Visitor activities on this visit

N=309 visitor groups;
percentages do not equal 100 because visitors
could participate in more than one activity.
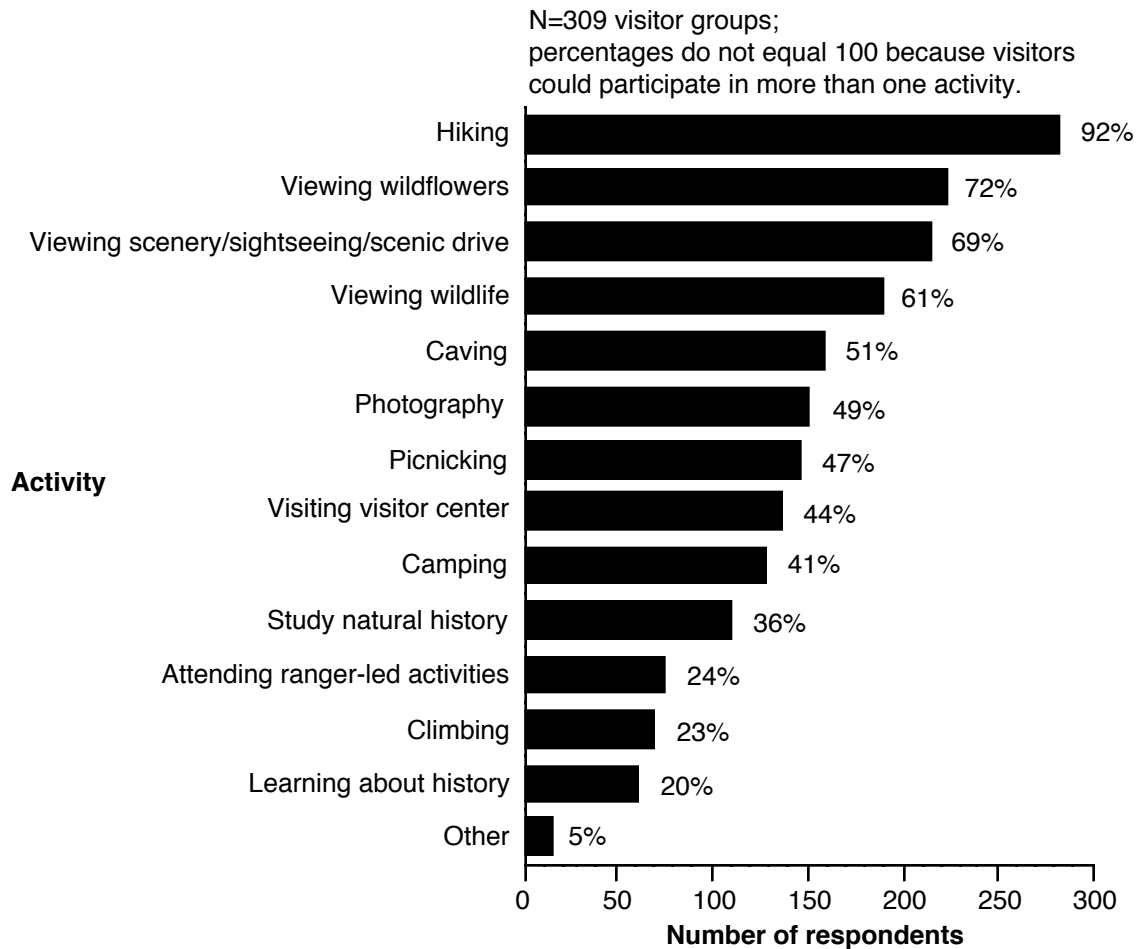
Figure 26: Visitor activities on future visits

Table 7: Activities that were primary reason for visiting
N=350 comments

Comment	Number of times mentioned
Hiking	183
Scenery	52
Climbing	30
Viewing wildflowers	22
Caves	17
Camping	9
Photography	8
Visiting family	7
Viewing wildlife	6
Studying natural history	4
Geology	4
Physical fitness training	2
Everything	2
Other	4

N=385 visitor groups
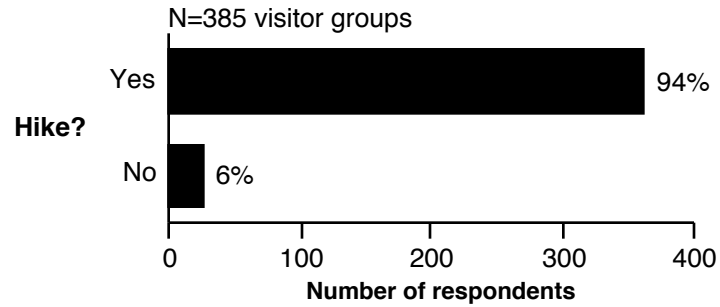
Figure 27: Visitors who hiked

Table 8: Trailheads started from on this visit
N= 434 trailheads

Trailhead	Number of times mentioned
Chalone Creek	76
Bear Gulch Trail	69
Bear Gulch Visitors Center	46
Chaparral	40
High Peaks	30
Condor Gulch (Ridge)	25
Balconies Trail	24
Juniper Canyon	23
Old Pinnacles Trail	21
Moses Spring Trail	17
Bench Trail	13
Chalone Trail	8
Balconies Cliffs	8
Gulch Trail	6
West Entrance	5
Bear Gulch Caves	5
E. Pinnacles Campground	4
Pinnacles Campground	4
Rim Trail	2
Bear Gulch Reservoir	2
Other	6

Table 9: Trails hiked during this visit
N=872 trails

Trail	Number of times mentioned
High Peaks	173
Old Pinnacles	95
Condor	82
Balconies Cave Trail	66
Balconies Cliff Trail	58
Bear Gulch Trail	53
Juniper Canyon	49
Moses Spring Trail	49
Balconies	47
Rim Trail	40
Bear Gulch Trail	40
Tunnel High Peaks	26
Bench Trail	23
Bear Gulch Reservoir	12
Chalone Peak	11
Gulch Trail	11
S. Wilderness	9
Bear Gulch Visitors Center	7
Chaparral Picnic area	6
Chalone Creek	6
N. Wilderness	5
Machete Ridge	2
Other	2

N=389 visitor groups

Rock climb?

No — 86%

Yes — 14%

Number of respondents (0, 50, 100, 150, 200, 250, 300, 350)
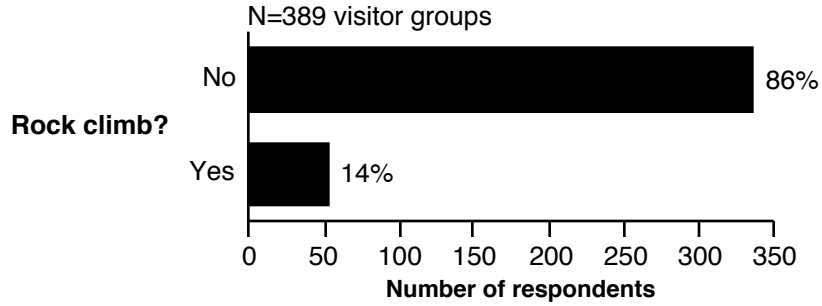
Figure 28: Rock climb on this visit?

N=315 visitor groups

Observe rock climbing?

Yes — 66%

No — 34%

Number of respondents (0, 50, 100, 150, 200, 250)
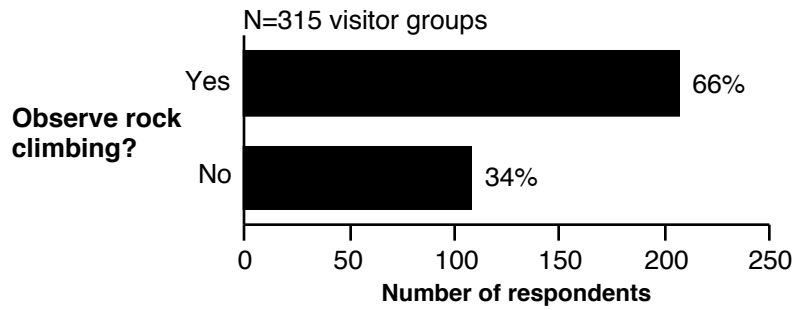
Figure 29: Observe rock climbing on this visit?

N=200 visitor groups;
percentages do not equal 100 due to rounding.

Enjoy watching rock climbing?

Yes — 84%

No — 17%

Number of respondents (0, 50, 100, 150, 200)
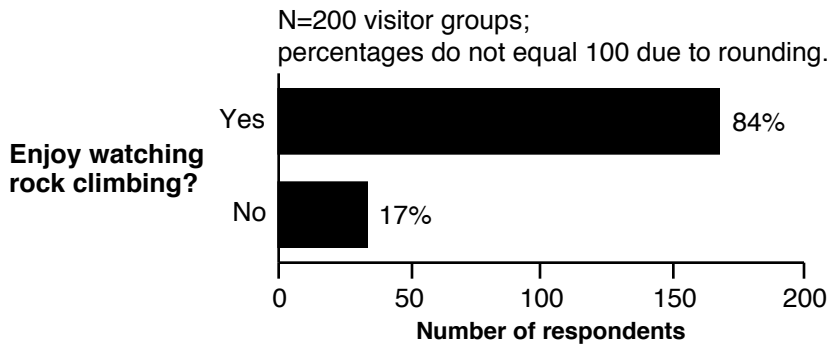
Figure 30: Enjoy watching rock climbing on this visit?

Table 10: Reasons why groups did not enjoy watching climbing
N=38 comments

Comments	Number of times mentioned
Climbers were noisy and self absorbed	10
Not interested in watching climbers--other interests	9
Rocks should be left for nature to wear away, not humans	6
Saw climbers but didn't spend much time there	4
Climbing area not visible from trail	4
Not enough time to watch	2
Did not see any	2
Other	1

N=37 visitor groups;
percentages do not equal 100 because
visitors could climb in more than one area.

Area	
Bear Gulch	54%
Reservoir	22%
The Balconies	19%
High Peaks	16%
Machete Ridge	14%
Juniper Canyon	8%
Condor Gulch	3%
Citadel	0%
Marmot and Yaks area	0%
Other	24%

Number of respondents

Figure 31: Areas climbed on this visit

N=33 visitor groups;
percentages do not equal 100 because
visitors could climb in more than one area.

Area	Percentage
Bear Gulch	73%
Reservoir	58%
The Balconies	33%
Machete Ridge	33%
High Peaks	27%
Citadel	18%
Juniper Canyon	15%
Condor Gulch	12%
Marmot and Yaks area	12%
Other	12%

Number of respondents

Figure 32: Areas climbed on past visits

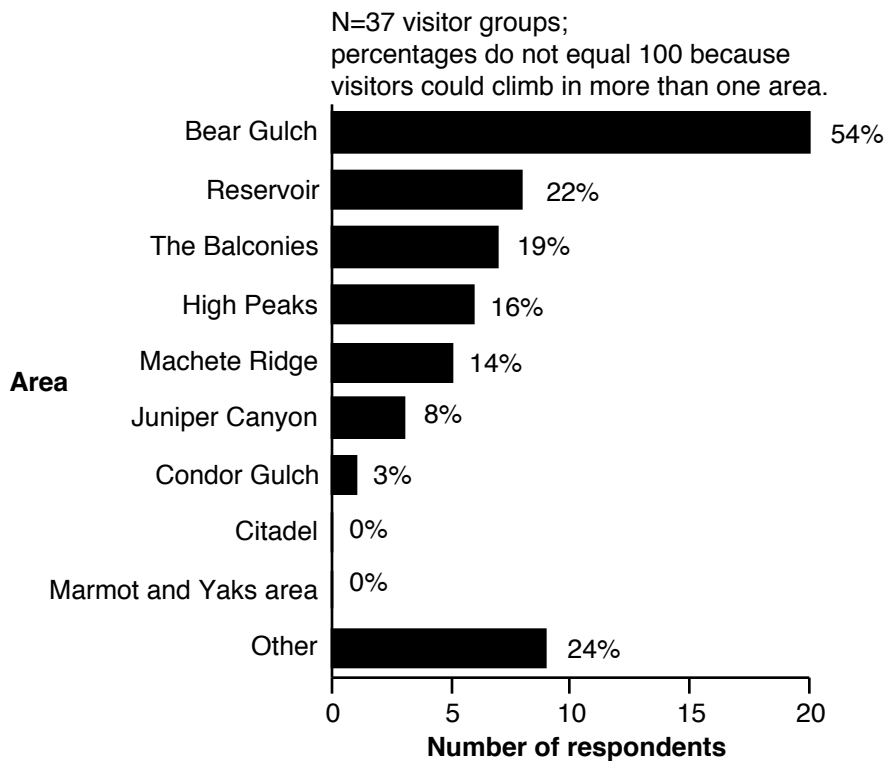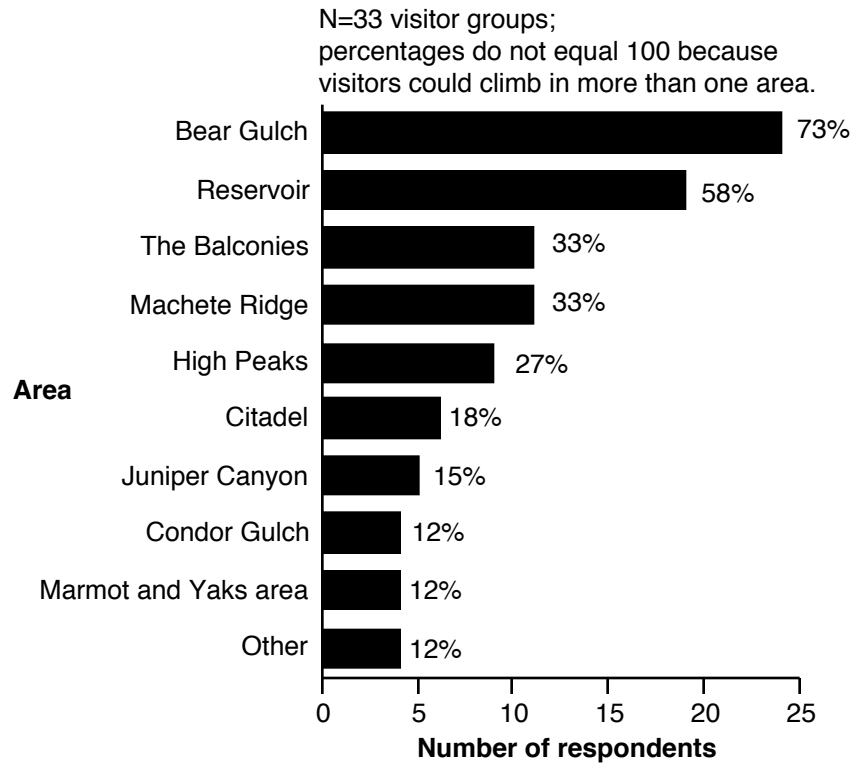Visitor groups were asked to indicate the places they had visited at Pinnacles NM. As shown in Figure 33, the most commonly visited places were Bear Gulch Visitor Center (56%), Central High Peaks (42%), and Balconies Cave (40%). The least visited places were North Chalone Peak and off-trail backcountry (each 5%). Eight percent of the visitors listed "other" places they visited, including Condor Overlook, Balconies Cliff, South Wilderness, Grass Valley, climbing areas, Machet Ridge and Bear Gulch Caves.

On past visits, visitors most often visited Bear Gulch Visitor Center (67%), Central High Peaks (64%), Balconies Cave (63%), and Bear Gulch Reservoir (53%). The least visited place was off-trail backcountry (17%).

Places visited

N=381 visitor groups; percentages do not equal 100 because visitors could visit more than one place.

Place	Percentage
Bear Gulch Visitor Center	56%
Central High Peaks	42%
Balconies Cave	40%
Bear Gulch Reservoir	32%
Chalone Creek Picnic Area	31%
Bear Gulch Picnic Area	24%
Chaparral Contact Station	21%
Chaparral Picnic Area	17%
Bear Gulch Caves	13%
Backcountry--off trail	4%
North Chalone Peak	4%
Other	8%

Number of respondents

Figure 33: Places visited on this visit

N=186 visitor groups;
percentages do not equal 100 because
visitors could visit more than one place.
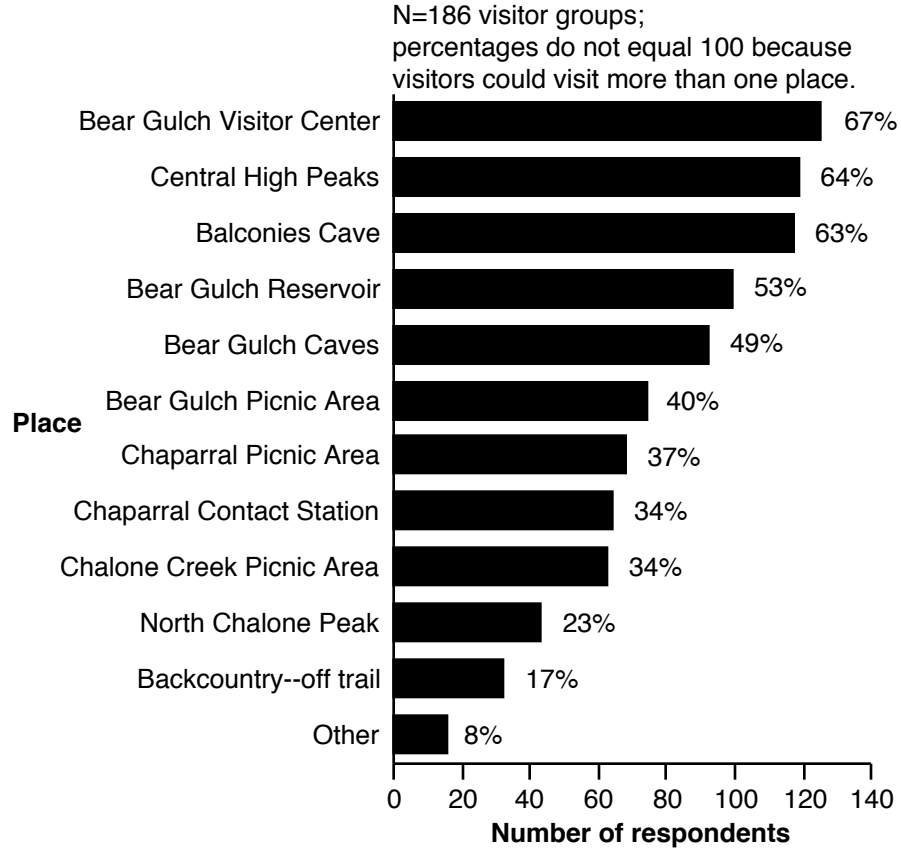
Figure 34: Places visited on past visits

Table 11: "Other" places visited
N=49 places

Places visited	Number of times mentioned
Condor Overlook	4
Balconies Cliff	4
South Wilderness	4
Grass Valley	4
Climbing areas only	3
Machet Ridge	3
Campground	3
Bear Gulch Caves	2
Juniper Canyon	2
High Peaks	2
North Wilderness Trail	2
Other	16

Visitor groups were asked a series of question about overnight accommodations. Sixty-three percent of visitors stayed overnight away from home in the Pinnacles NM/Salinas Valley/Hollister area (see Figure 35).

Number of nights: At the Pinnacles Campground, Inc., most visitors (62%) stayed one or two nights (see Figure 36). Visitors who stayed overnight in Salinas Valley/Hollister area were asked the number of nights they stayed. Figure 37 shows that 37% stayed one night, while 33% stayed two or more nights in the Salinas Valley/Hollister area.

Type of accommodations used: Almost three-fourths of the visitors (74%) stayed in campgrounds/trailer parks, while 20% stayed in a lodge/motel, cabin, etc. (see Figure 38). "Other" accommodations included motorhome, employee lodging, and picnic area.

Towns/cities where visitors stayed overnight: Table 12 shows the towns/cities where visitors stayed overnight on the night prior to arriving at Pinnacles NM. Table 13 shows the towns/cities where visitors stayed overnight on the night after leaving Pinnacles NM.

Overnight accommodations

N=388 visitor groups

Overnight stay?

No   63%

Yes   37%

Proportion of respondents

0   50   100   150   200   250
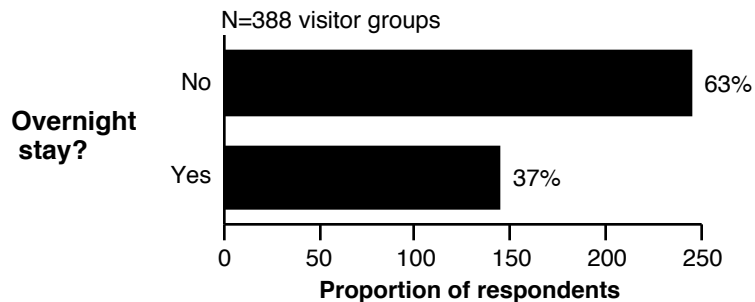
Figure 35: Overnight stay away from home?

N=108 visitor groups
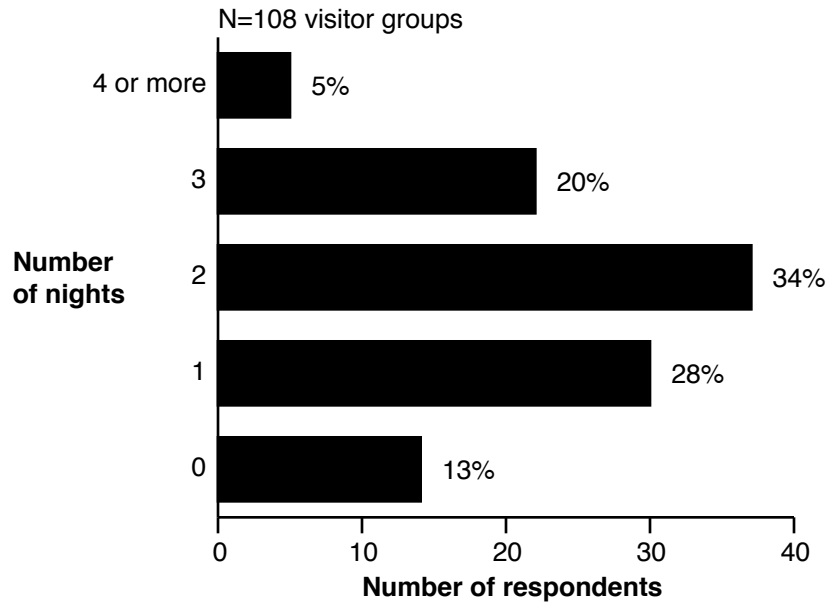
Figure 36: Number of nights in Pinnacles Campground, Inc.

N=62 visitor groups
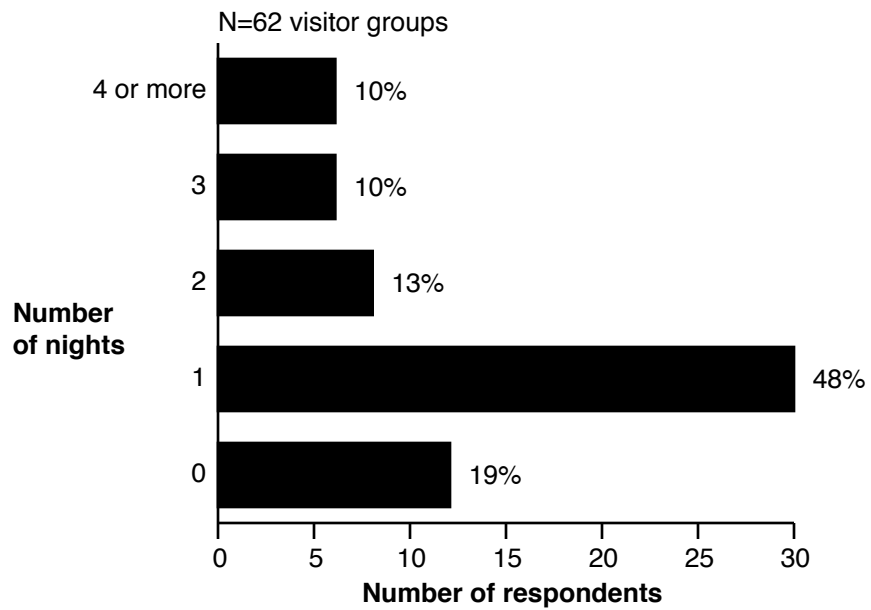
Figure 37: Number of nights in Salinas Valley/Hollister area

N=139 visitor groups;
percentages do not equal 100 because visitors
could stay in more than one type of accommodation.
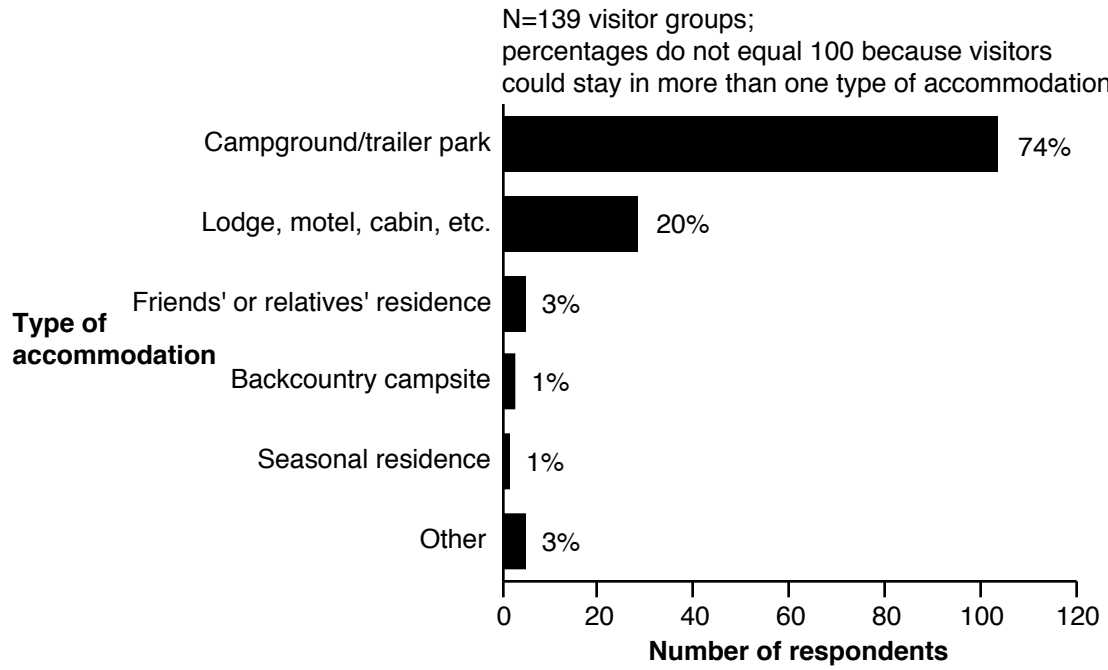

Figure 38: Types of accommodations used in surrounding area

Table 12: Towns/cities where visitors stayed overnight on night prior to arriving at Pinnacles NM
N=138 places

Place	Number of times mentioned
San Jose, CA	11
Hollister, CA	10
Big Sur, CA	7
San Francisco, CA	7
Soledad, CA	6
Arroyo Sero, CA	4
Pinnacles Campground	4
Santa Cruz, CA	4
King City, CA	3
Livermore CA	3
Los Altos CA	3
Aptos, CA	2
Berkeley CA	2
El Cerrito, CA	2
Fairfax, CA	2
Martinez, CA	2
Mill Valley, Ca	2
Mountain View, CA	2
Newark, CA	2
Oakland CA	2
San Luis Obispo, CA	2
San Mateo, CA	2
Santa Clara, CA	2
Thousand Trails San Benito Preserve	2
Walnut Creek CA	2
Armona, CA	1
Arroyo Grande, CA	1
Bakersfield, Ca	1
Bay Area, CA	1
Carmel Valley, CA	1
Coalinga, CA	1
Concord, CA	1
Crows Landing, CA	1
Davis, CA	1
El Portal, CA	1
Fremont, CA	1
Gilroy, CA	1
Glendale, CA	1
Granite Bay, CA	1
Grass Valley, CA	1
Paicines, CA	1
La Honda, CA	1
Larkspur, CA	1

**Table 12: Towns/cities where visitors stayed overnight on
night prior to arriving at Pinnacles NM (continued)**

Comment	Number of times mentioned
Long Beach, CA	1
Modesto, CA	1
Montara, CA	1
Monte Crit Campground, CA	1
Monterey, CA	1
Nipomo, CA	1
Palo Alto, CA	1
Pine Mountains Club, CA	1
Pleasanton, CA	1
Richmond, CA	1
Roseville, CA	1
San Anselmo, CA	1
San Carlos, CA	1
San Juan Bautista, CA	1
San Lorenzo, CA	1
San Martin, CA	1
San Simeon, CA	1
Santa Maria, CA	1
Santa Paula, CA	1
Saratoga, CA	1
Sausalito, CA	1
Shell Beach, CA	1
Stanford, CA	1
Stockton, CA	1
Sunnyvale, CA	1
Tehachapi, CA	1
Watsonville, CA	1
Winters, CA	1

Table 13: Towns/cities where visitors stayed overnight on night after leaving Pinnacles NM

N=128 places

Place	Number of times mentioned
San Francisco, CA	10
Rocklin, CA	8
Los Altos, CA	4
Monterey, CA	4
Santa Cruz, CA	4
Carmel, CA	3
Hollister, CA	3
King City, CA	3
Livermore, CA	3
Salinas, CA	3
San Luis Obispo, CA	3
Santa Clara, CA	3
Soledad, CA	3
Aptos, CA	2
Cambria, CA	2
El Cerrito, CA	2
Fresno, CA	2
Martinez, CA	2
Mill Valley, CA	2
Newark, CA	2
Paso Robles, CA	2
Pinnacles Campground, CA	2
San Jose, CA	2
San Mateo, CA	2
Thousand Trails of San Benito Preserve, CA	2
Walnut Creek, CA	2
Armona, CA	1
Arroyo Grande, CA	1
Arroyo Seco Nes, CA	1
Bay Area, CA	1
Belmont, CA	1
Berkeley, CA	1
Carrizo Plains, CA	1
Coalinga, CA	1
Concord, CA	1
Davis, CA	1
Fairfax, CA	1
Fremont, CA	1
Fremont Peak, CA	1
Fullerton, CA	1
Glendale, CA	1
Grass Valley, CA	1
La Honda, CA	1

Table 13: Towns/cities where visitors stayed overnight on night after leaving Pinnacles NM (continued)

Comment	Number of times mentioned
Larkspur, CA	1
Lompoc, CA	1
Long Beach, CA	1
Los Padres National Forest, CA	1
Marretra, CA	1
Montara, CA	1
Morgan Hill, CA	1
Mt. View, CA	1
Otis Landing, CA	1
Pacific, CA	1
Paicines, CA	1
Palo Alto, Ca	1
Pesesero, CA	1
Pleasanton, CA	1
Point Reyes, CA	1
Redding, CA	1
Richmond, CA	1
Roseville, CA	1
San Anselmo, CA	1
San Carlos, CA	1
San Lorenzo, CA	1
Santa Ana, CA	1
Saratoga, CA	1
Stanford, CA	1
Stockton, CA	1
Sunnyvale, CA	1
Santa Clara, CA	1
Three Rivers, CA	1
Yountville, CA	1
Watsonville, CA	1

Rankings of importance of monument elements/qualities

Visitor groups were given the following information, followed by a question: "Park managers are trying to provide a high quality visitor experience and protect park resources for future generations at Pinnacles NM. Please rate the importance of each of the following elements/qualities to you and your group." Visitors rated the importance of fourteen selected elements/qualities. The elements/qualities receiving the highest "extremely important" and "very important" ratings were clean air/water (96%), scenic views (95%), and native plants/animals (92%), as shown in Figures 39-52.

Figure 53 shows the combined "extremely important" and "very important" ratings for all of the resources/qualities.
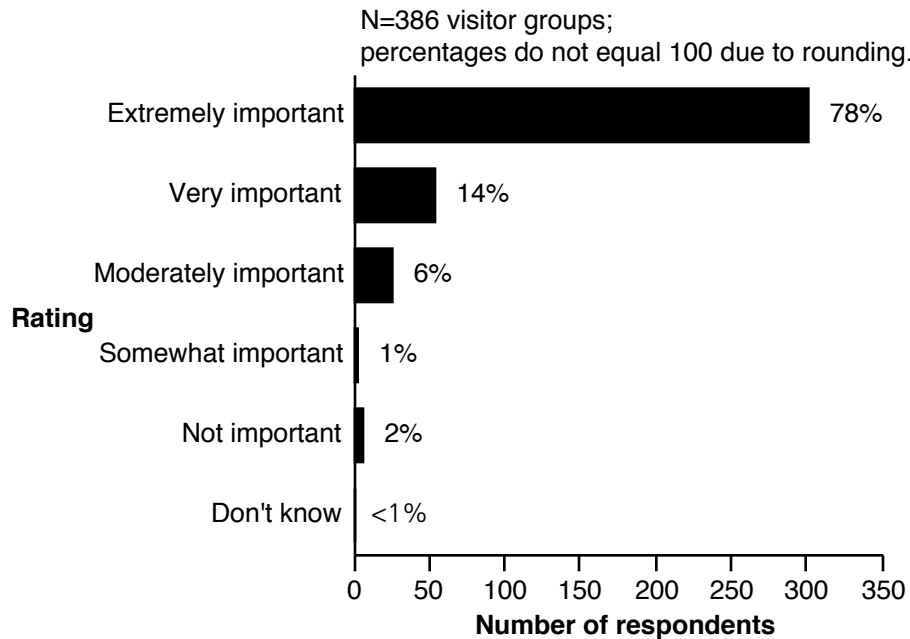
N=386 visitor groups;
percentages do not equal 100 due to rounding.

Figure 39: Importance of native plants/animals

N=388 visitor groups;
percentages do not equal 100 due to rounding.
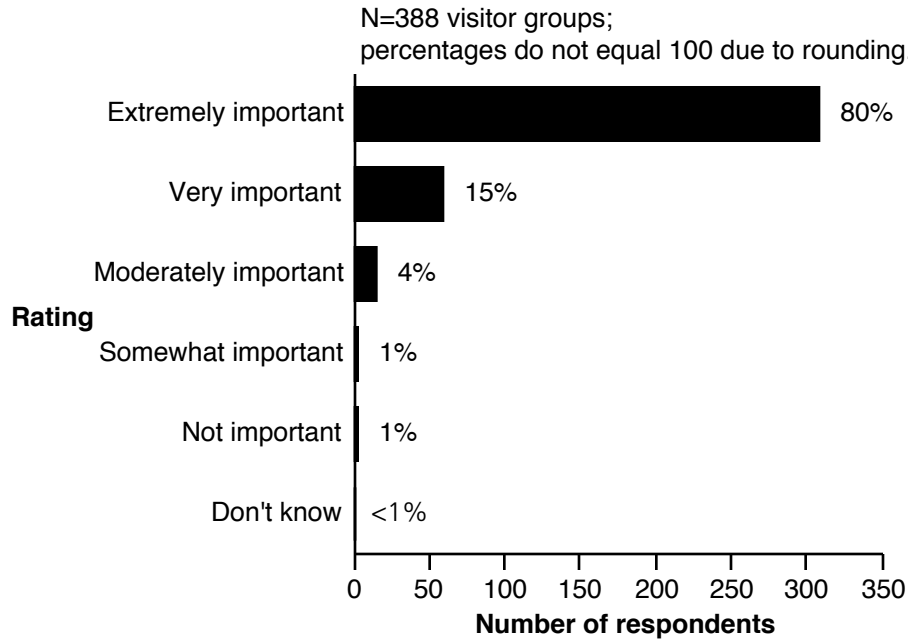
Figure 40: Importance of scenic views

N=386 visitor groups;
percentages do not equal 100 due to rounding.
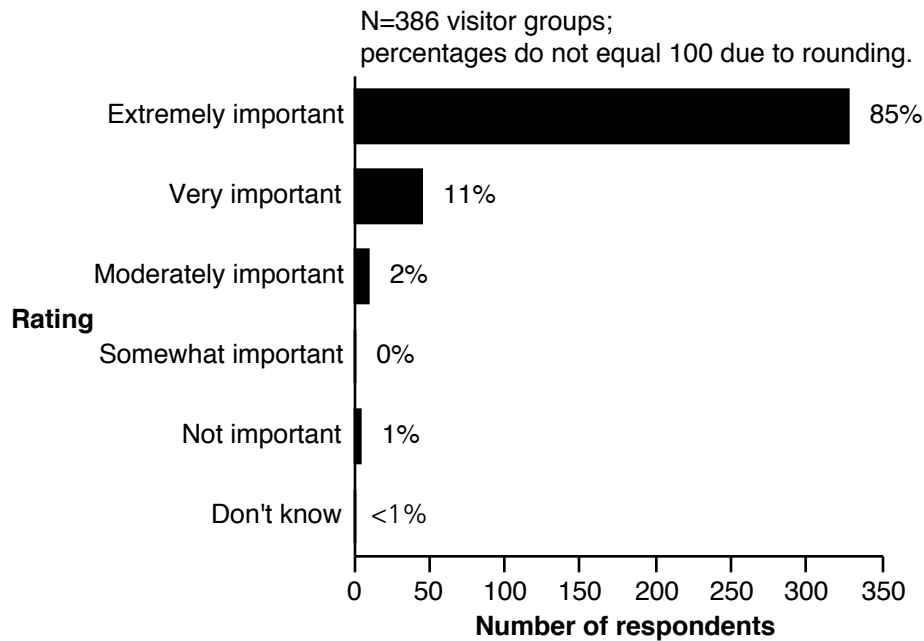
Figure 41: Importance of clean air/water

N=384 visitor groups

Rating	
Extremely important	27%
Very important	31%
Moderately important	23%
Somewhat important	6%
Not important	7%
Don't know	6%

0   20   40   60   80   100   120
Number of respondents
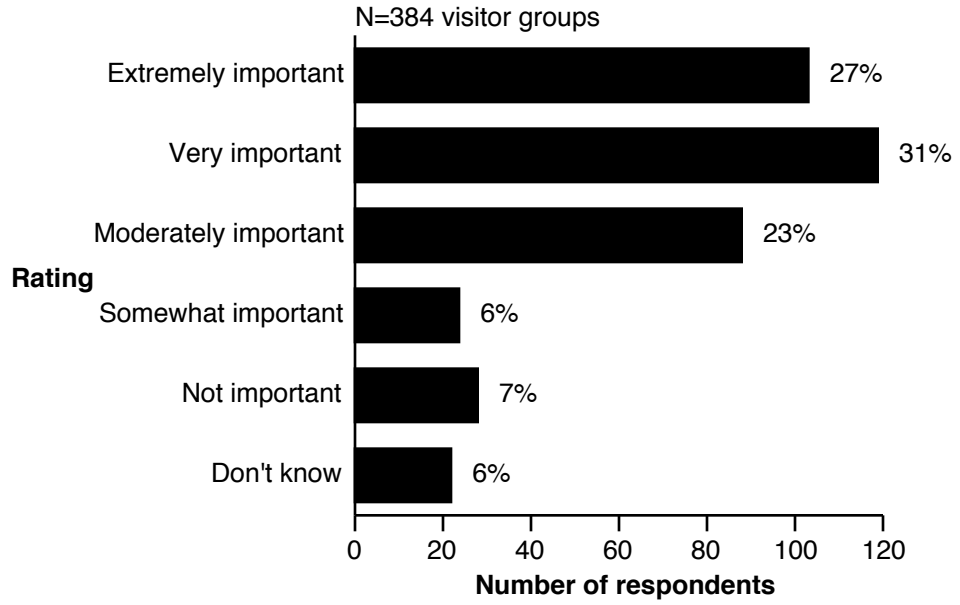
Figure 42: Importance of historic buildings/archeological sites

N=386 visitor groups

Rating	
Extremely important	48%
Very important	29%
Moderately important	12%
Somewhat important	4%
Not important	3%
Don't know	4%

0   50   100   150   200
Number of respondents
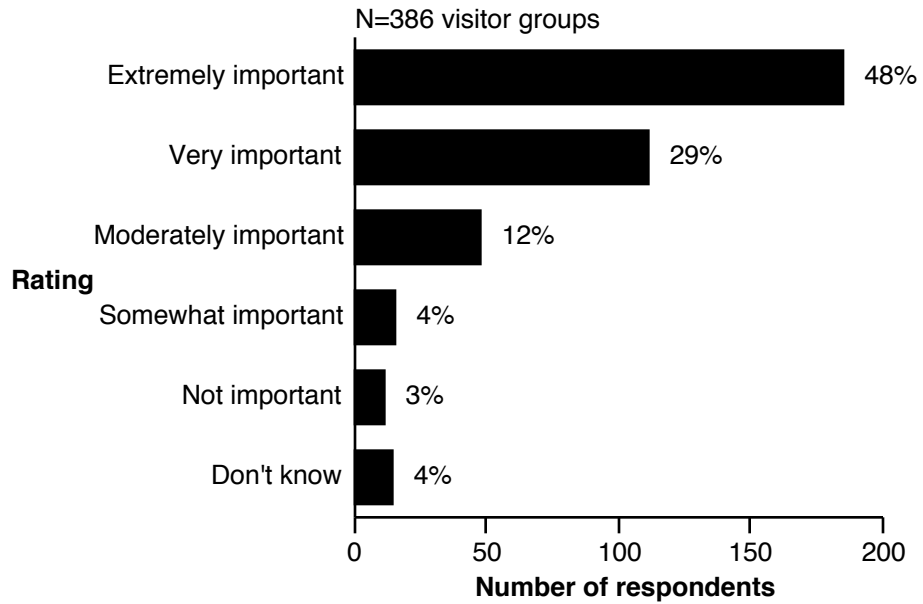
Figure 43: Importance of designated wilderness/backcountry

N=388 visitor groups;
percentages do not equal 100 due to rounding.
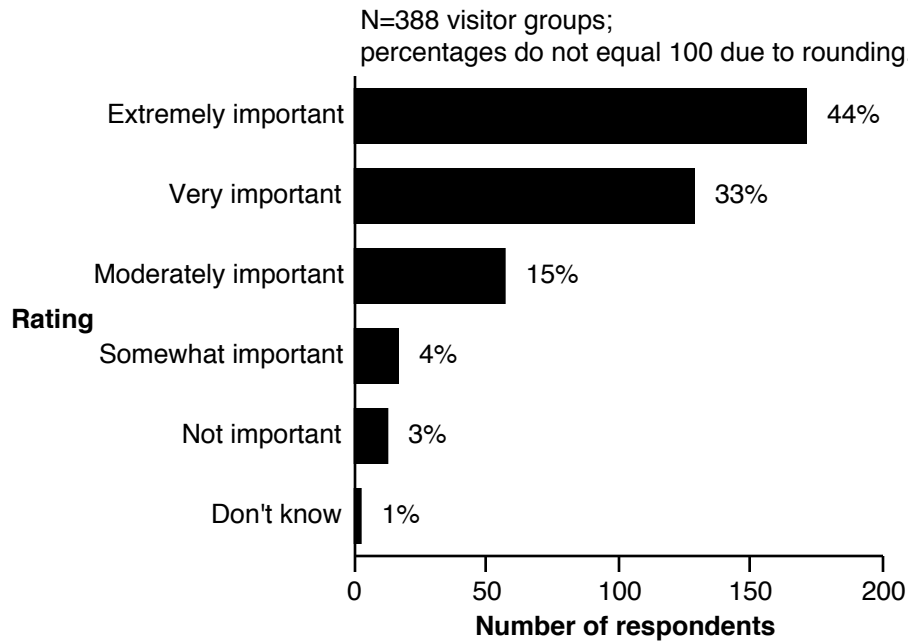
Figure 44: Importance of developed recreational facilities

N=385 visitor groups
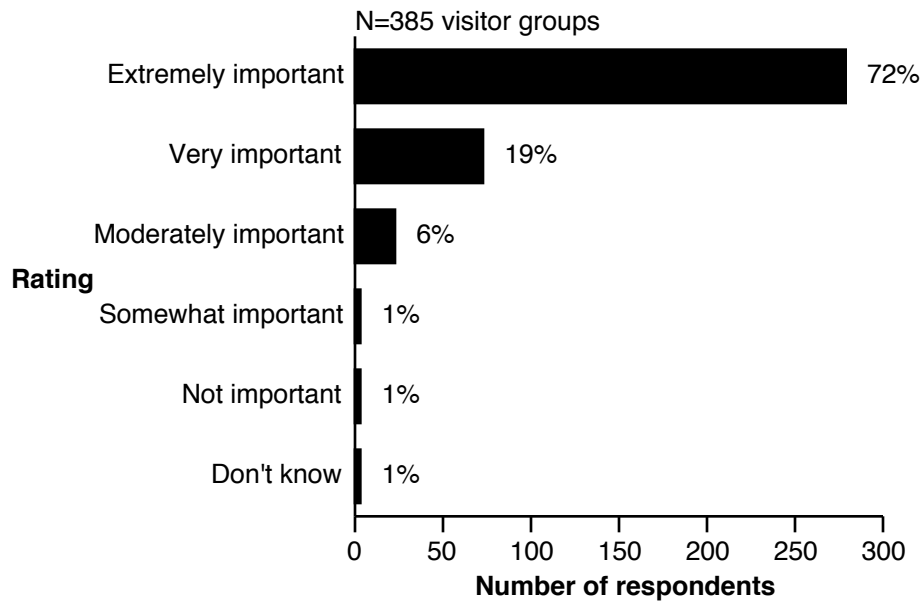
Figure 45: Importance of natural quiet/sounds of nature

N=380 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	41%
Very important	26%
Moderately important	16%
Somewhat important	7%
Not important	6%
Don't know	5%

Number of respondents
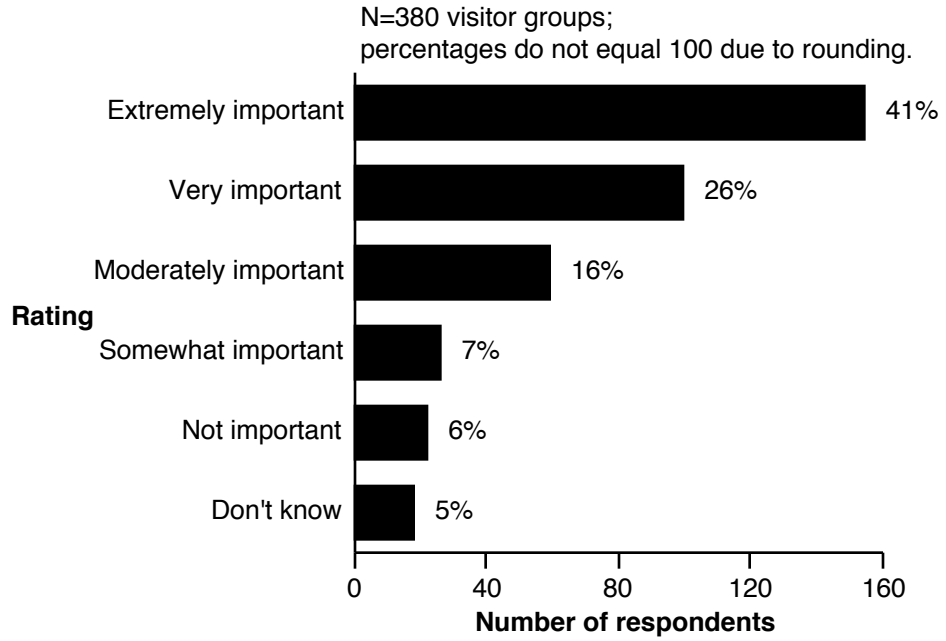
Figure 46: Importance of night sky/stargazing

N=385 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	45%
Very important	27%
Moderately important	20%
Somewhat important	5%
Not important	2%
Don't know	1%

Number of respondents
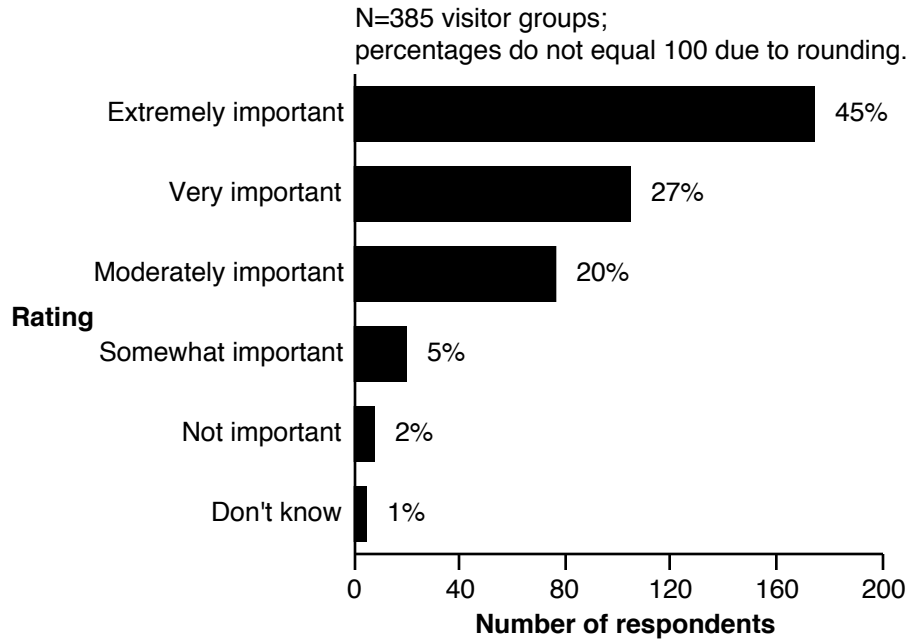
Figure 47: Importance of solitude

N=378 visitor groups

Rating	
Extremely important	21%
Very important	27%
Moderately important	33%
Somewhat important	11%
Not important	6%
Don't know	2%

Number of respondents
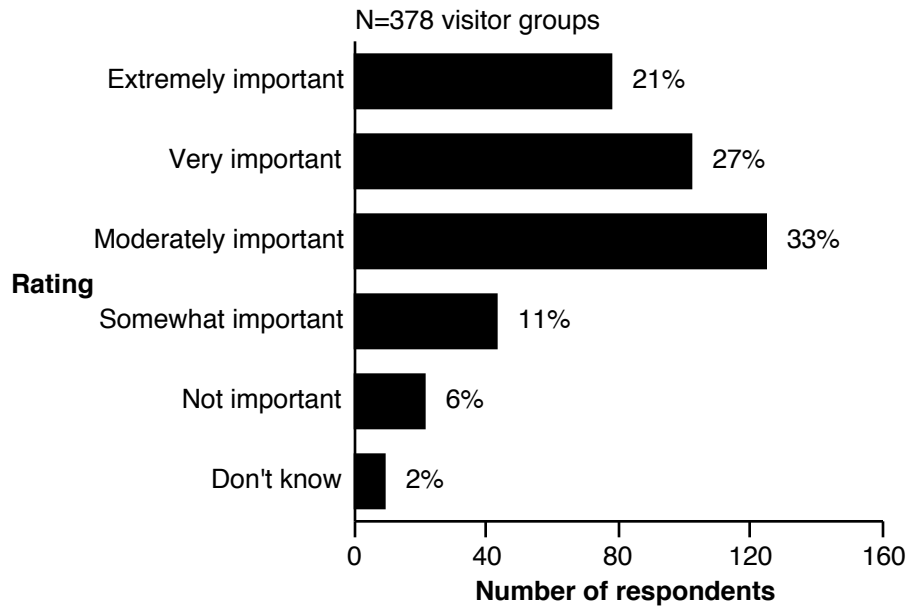
Figure 48: Importance of education programs

N=385 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	69%
Very important	18%
Moderately important	7%
Somewhat important	2%
Not important	2%
Don't know	1%

Number of respondents
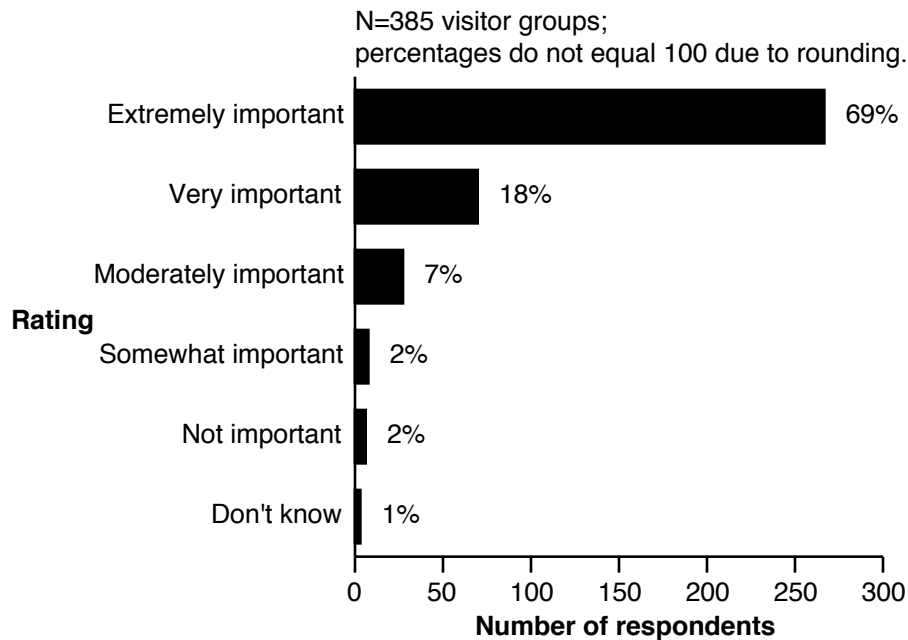
Figure 49: Importance of protection of threatened and endangered species

N=385 visitor groups

Extremely important ████████████████ 71%

Very important ████ 19%

Moderately important █ 5%

Rating
Somewhat important ▌ 3%

Not important ▌ 1%

Don't know ▌ 1%

Number of respondents
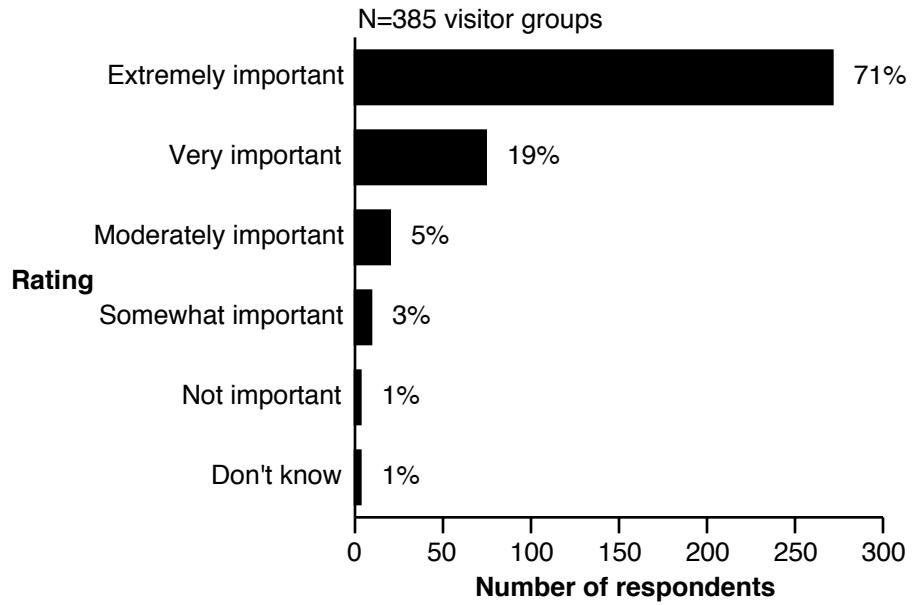
Figure 50: Importance of safe, crime-free environment

N=383 visitor groups

Extremely important ████████████ 43%

Very important ████████ 27%

Moderately important █████ 17%

Rating
Somewhat important █ 4%

Not important █ 4%

Don't know ██ 5%

Number of respondents
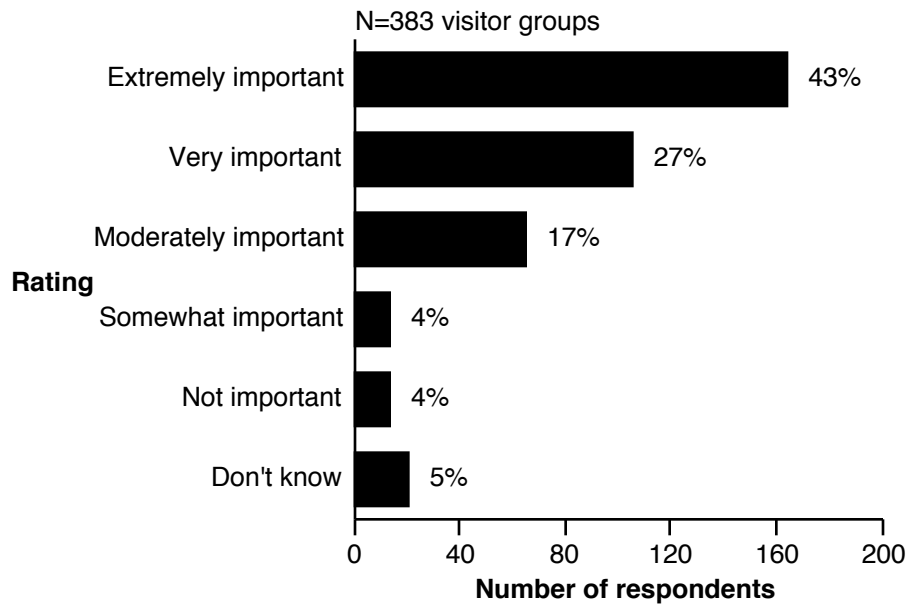
Figure 51: Importance of reintroducing native species

N=384 visitor groups;
percentages do not equal 100 due to rounding.
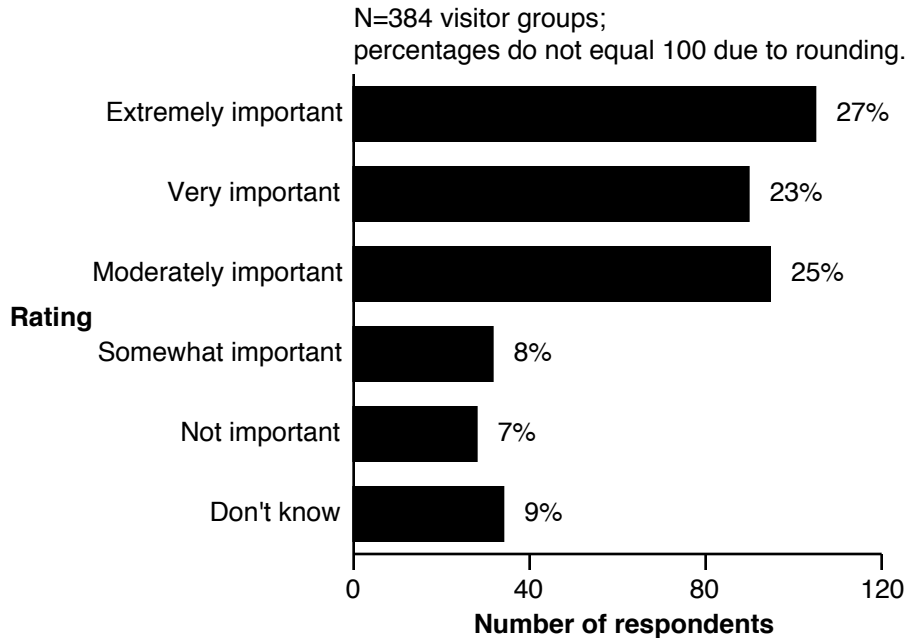
Figure 52: Importance of removing non-native species

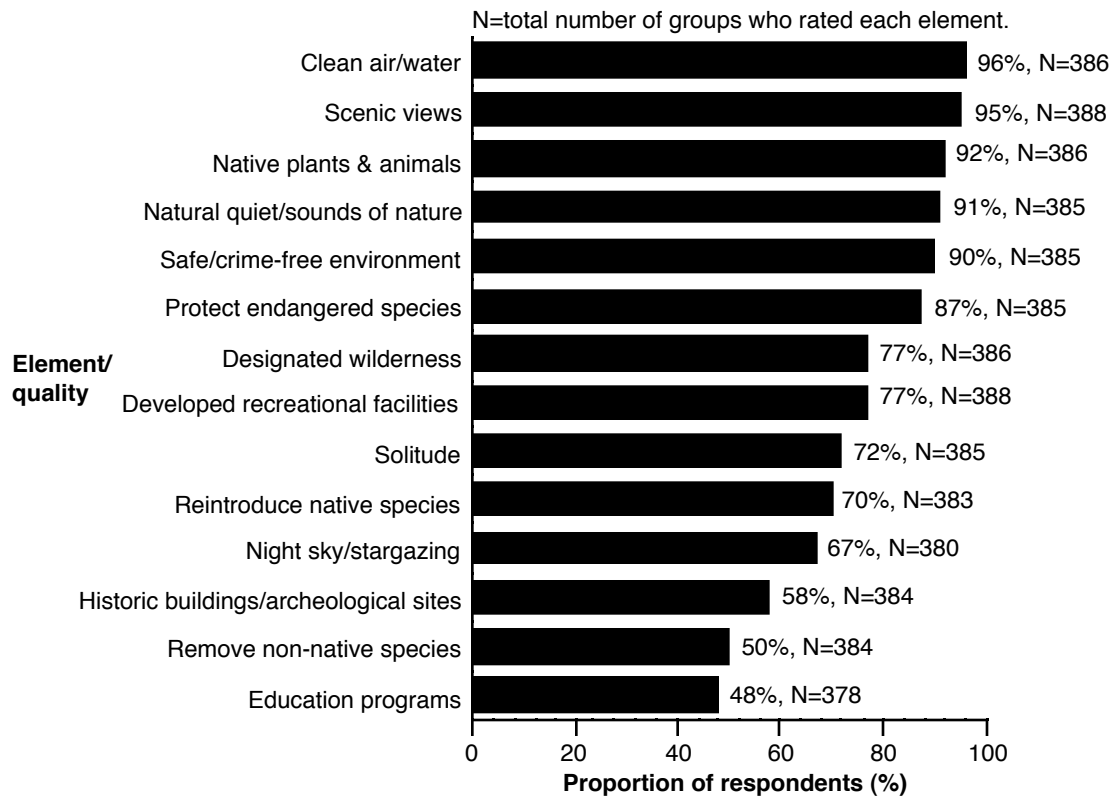N=total number of groups who rated each element.

Figure 53: Combined proportions of "extremely important" and "very important" ratings for elements/qualities

Use, importance and quality of information services and facilities

Visitors were asked to identify information services and facilities they used during this visit to Pinnacles NM. The most used services and facilities included park brochure/map (92%), Bear Gulch Visitor center (49%), self-guiding trail signs/brochure (43%), and assistance from park staff (40%), as shown in Figure 54. The least used services were interpretive demonstrations and adventure packs (each 1%).
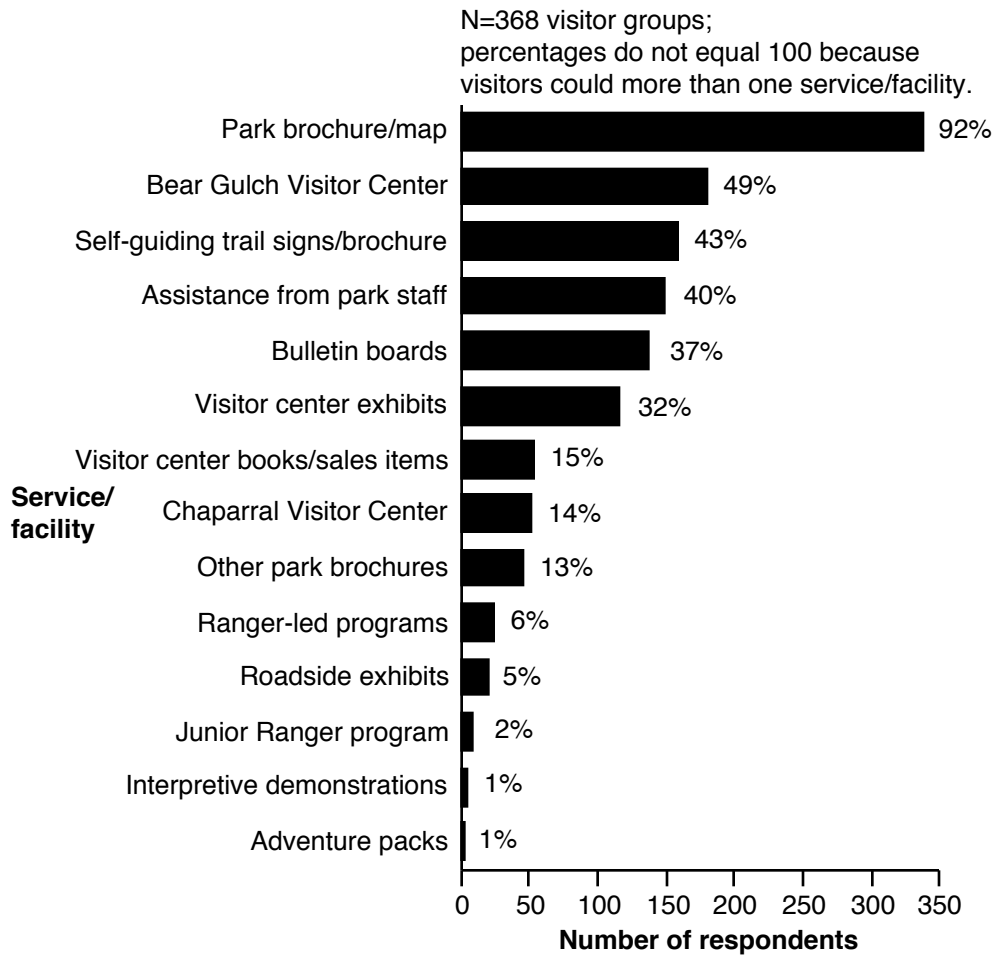
N=368 visitor groups;
percentages do not equal 100 because
visitors could more than one service/facility.

Service/facility	Percentage
Park brochure/map	92%
Bear Gulch Visitor Center	49%
Self-guiding trail signs/brochure	43%
Assistance from park staff	40%
Bulletin boards	37%
Visitor center exhibits	32%
Visitor center books/sales items	15%
Chaparral Visitor Center	14%
Other park brochures	13%
Ranger-led programs	6%
Roadside exhibits	5%
Junior Ranger program	2%
Interpretive demonstrations	1%
Adventure packs	1%

Number of respondents

Figure 54: Information services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 55 and 56 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE Raodside exhibits, ranger-led programs, Junior Ranger program, adventure packs, and interpretive demonstrations were not rated by enough visitors to provide reliable information.

Figures 57-70 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included park brochure/map (88%), self-guiding trail signs/ brochure (88%), and assistance from park staff (78%). The highest proportion of "not important" ratings was for Chaparral Visitor Center (14%).

Figures 71-84 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included assistance from park staff (88%), other park brochures (83%) and park brochure/map (81%). The highest proportion of "very poor" ratings was for other park brochures (5%).

Figure 85 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.
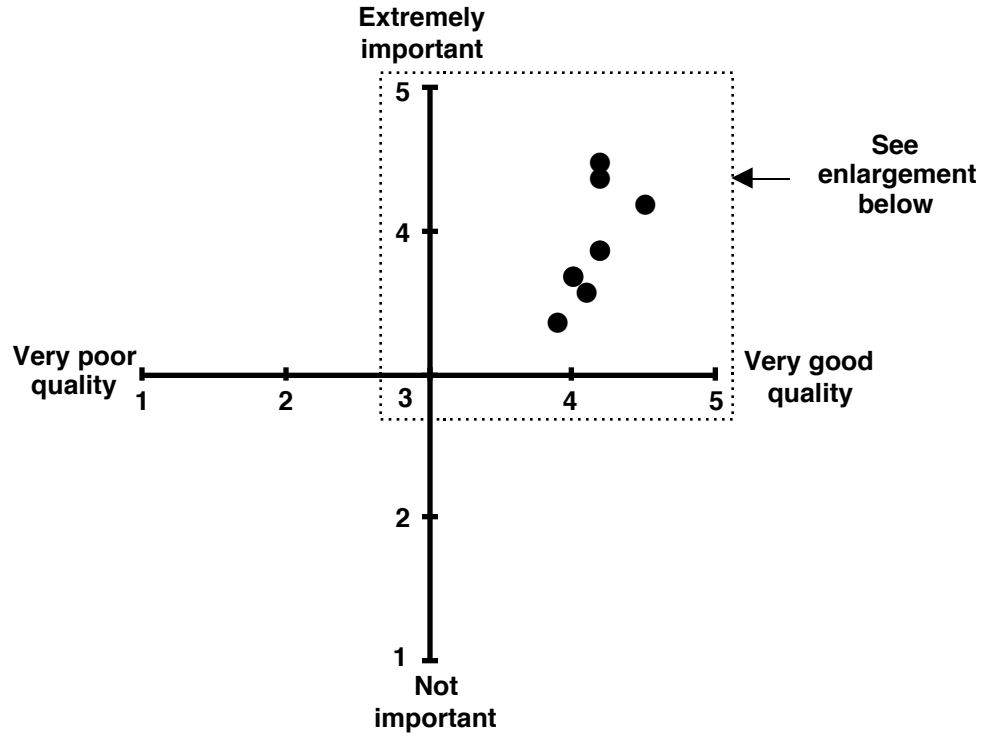
Figure 55: Average ratings of information services and facilities importance and quality
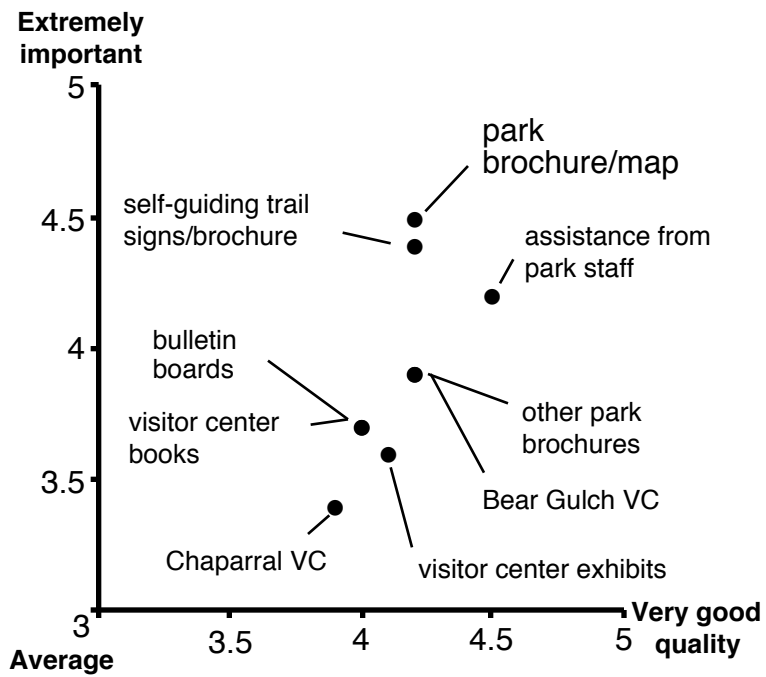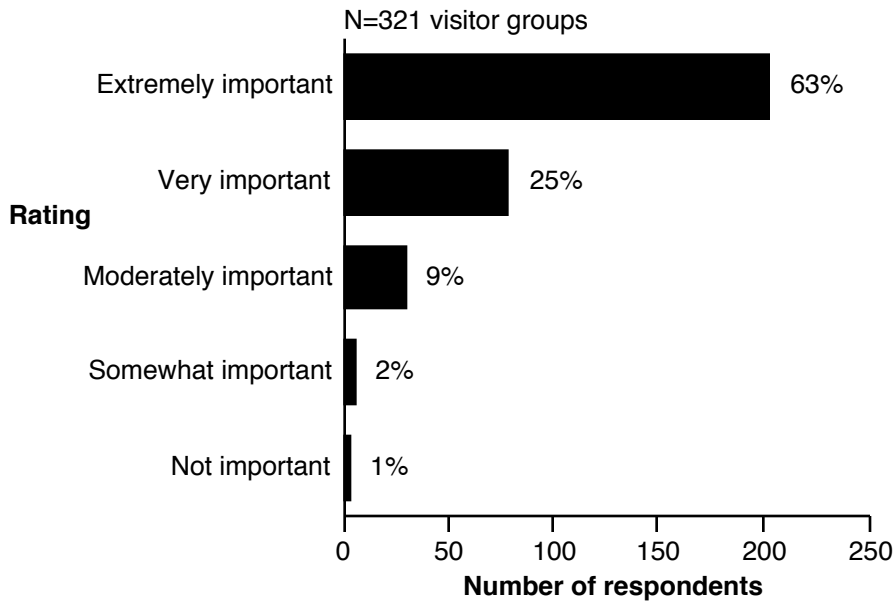
Figure 56: Detail of Figure 55

N=321 visitor groups

Rating	
Extremely important	63%
Very important	25%
Moderately important	9%
Somewhat important	2%
Not important	1%

Number of respondents

Figure 57: Importance of park brochure/map

N=41 visitor groups

Rating	
Extremely important	34%
Very important	32%
Moderately important	24%
Somewhat important	5%
Not important	5%

Number of respondents
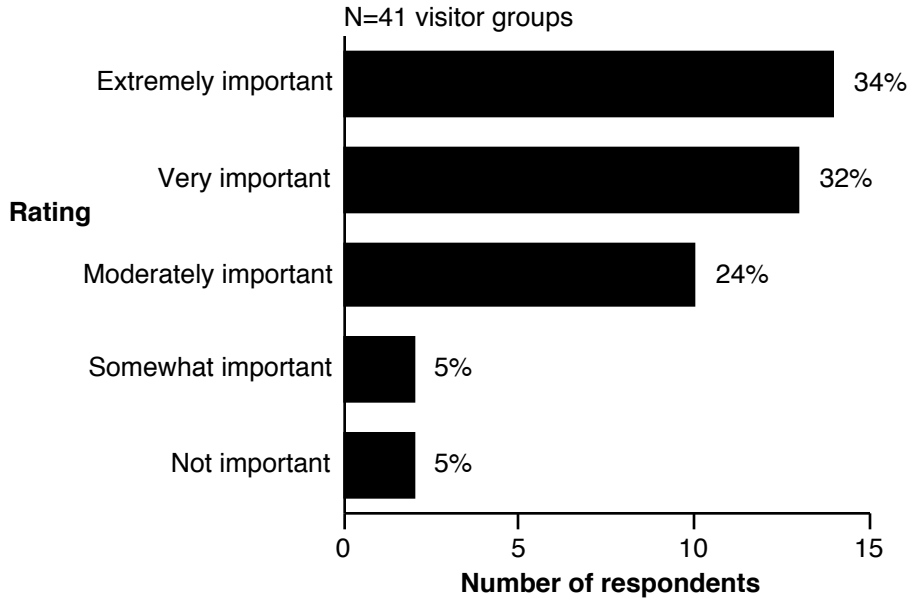
Figure 58: Importance of other brochures (other than park brochure/map)

N=129 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important — 26%
Very important — 28%
Moderately important — 36%
Somewhat important — 6%
Not important — 3%

Number of respondents
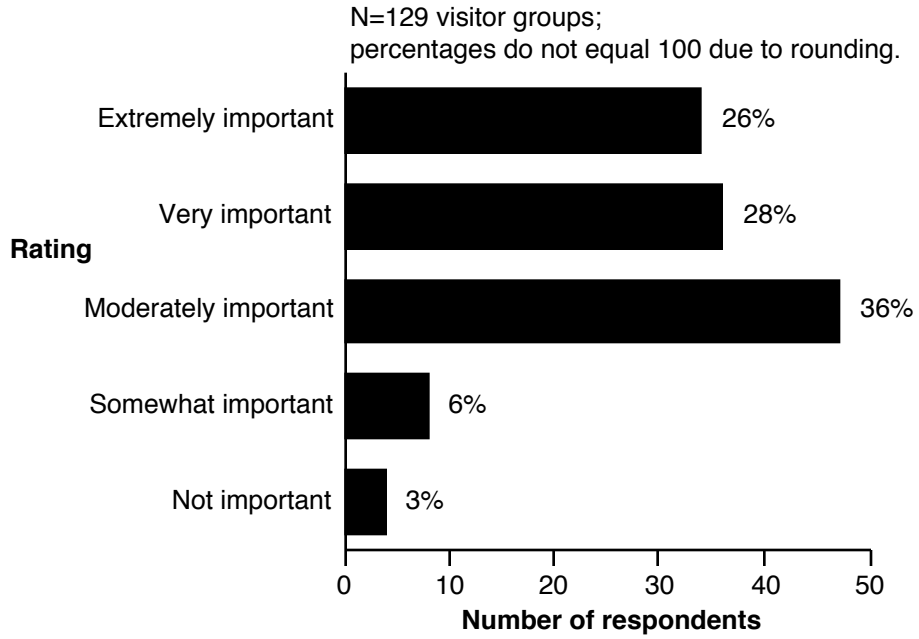
Figure 59: Importance of bulletin boards

N=170 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important — 35%
Very important — 31%
Moderately important — 26%
Somewhat important — 8%
Not important — 1%

Number of respondents
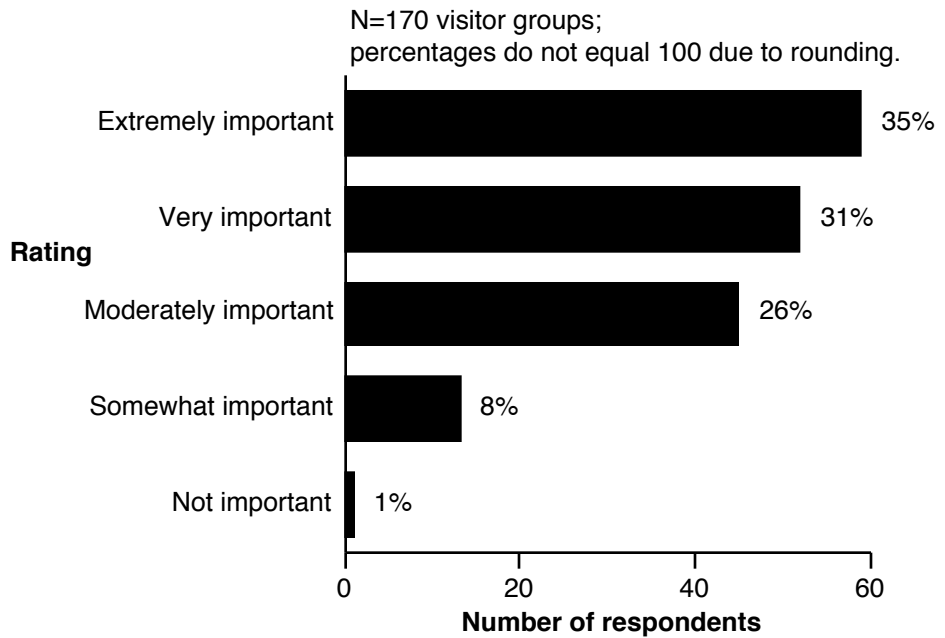
Figure 60: Importance of Bear Gulch Visitor Center

N=49 visitor groups

Rating

Extremely important	24%
Very important	27%
Moderately important	29%
Somewhat important	6%
Not important	14%

0   20

Number of respondents
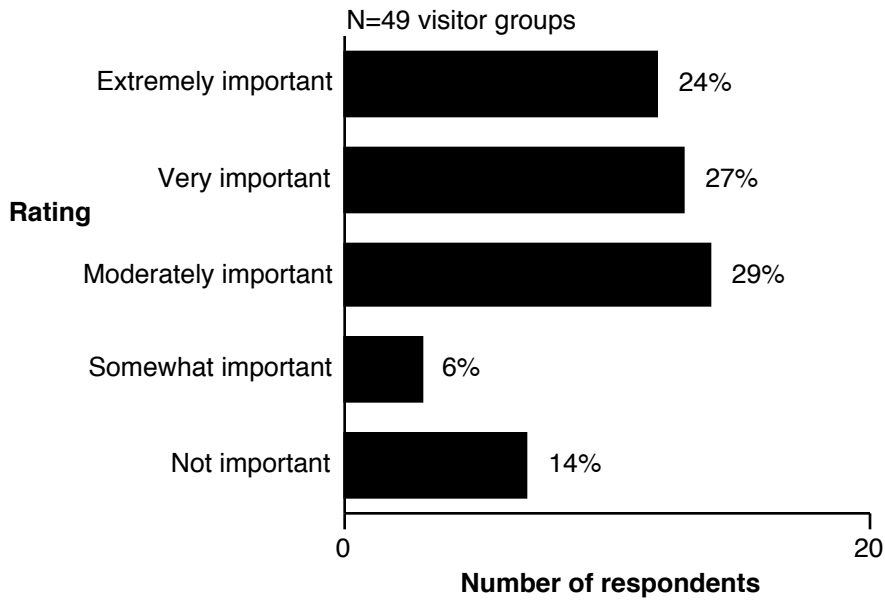
Figure 61: Importance of Chaparral Visitor Center

N=110 visitor groups

Rating

Extremely important	24%
Very important	26%
Moderately important	39%
Somewhat important	9%
Not important	2%

0   20   40   60

Number of respondents
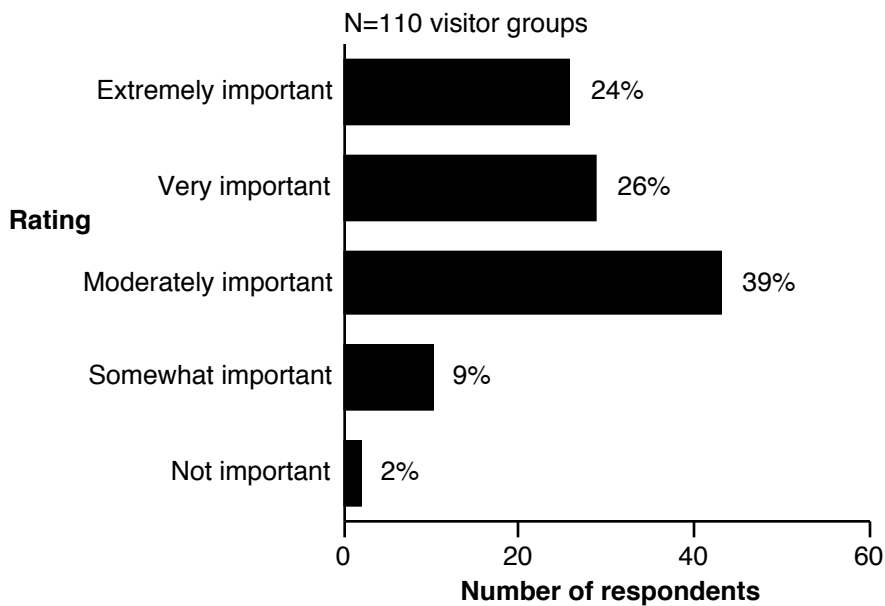
Figure 62: Importance of visitor center exhibits

N=49 visitor groups

Rating	
Extremely important	35%
Very important	18%
Moderately important	33%
Somewhat important	12%
Not important	2%

0   20

Number of respondents
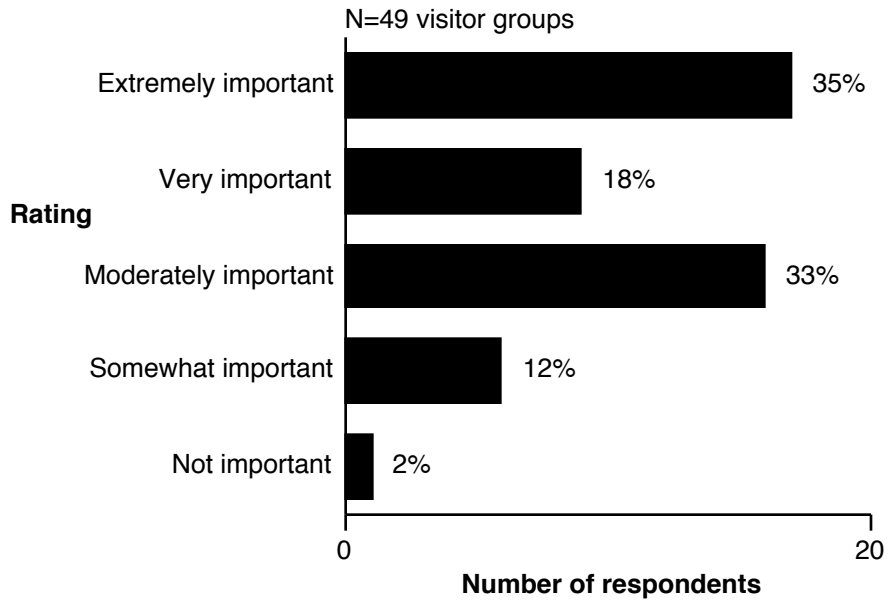
Figure 63: Importance of visitor center books/sales items

N=15 visitor groups

Rating	
Extremely important	27%
Very important	33%
Moderately important	33%
Somewhat important	7%
Not important	0%

CAUTION!

0   1   2   3   4   5

Number of respondents
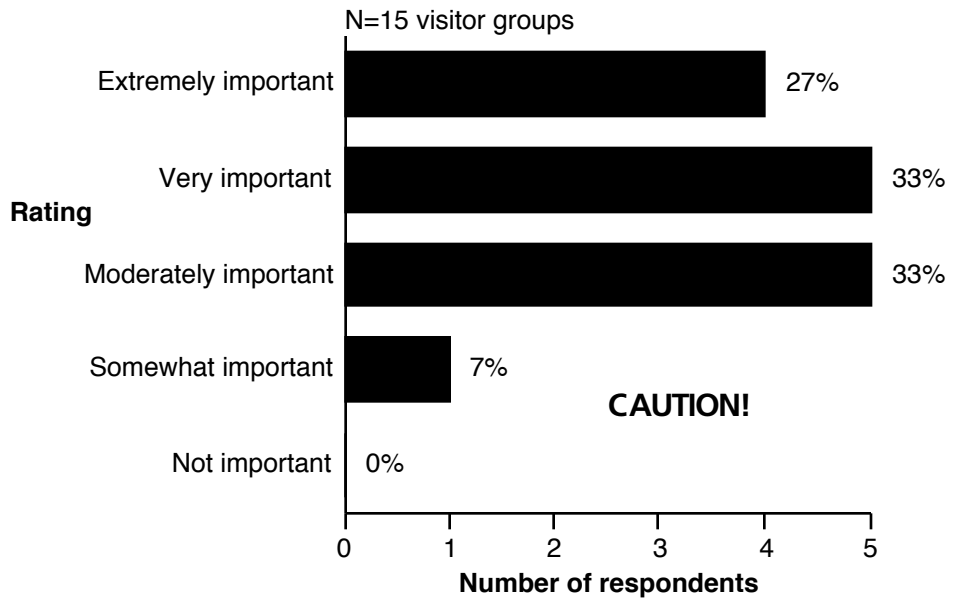
Figure 64: Importance of roadside exhibits

N=142 visitor groups
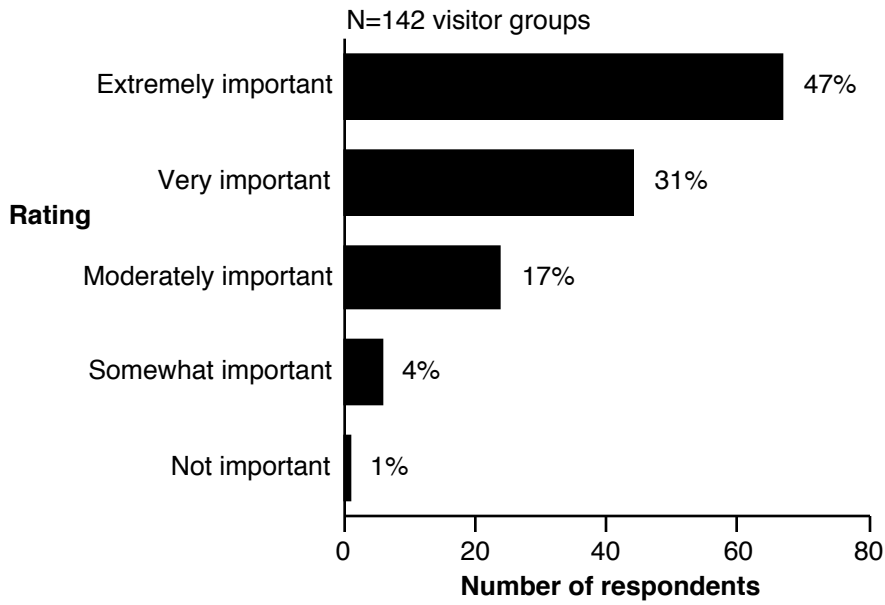
Figure 65: Importance of assistance from park staff

N=21 visitor groups;
percentages do not equal 100 due to rounding.
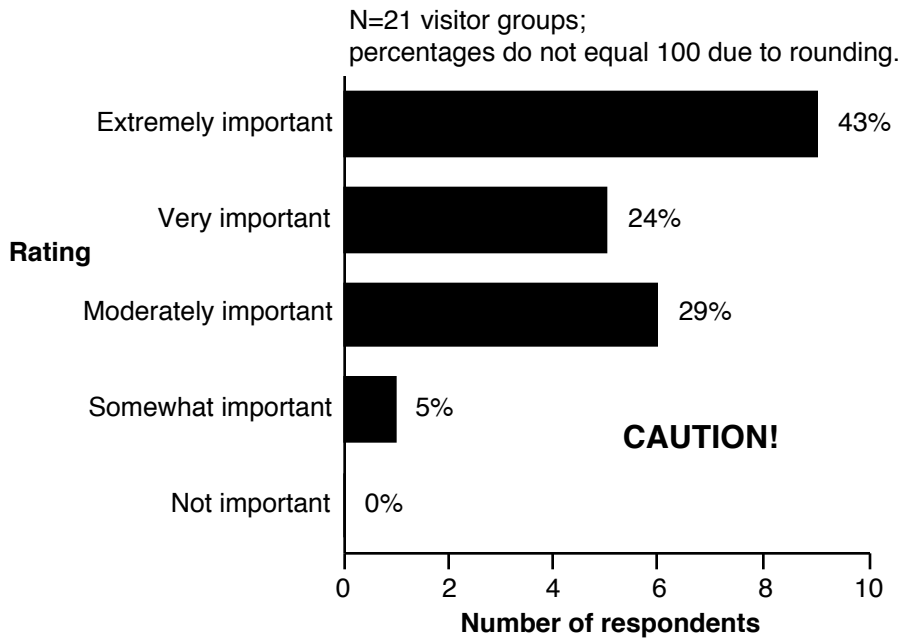
Figure 66: Importance of ranger-led programs

N=152 visitor groups;
percentages do not equal 100 due to rounding.
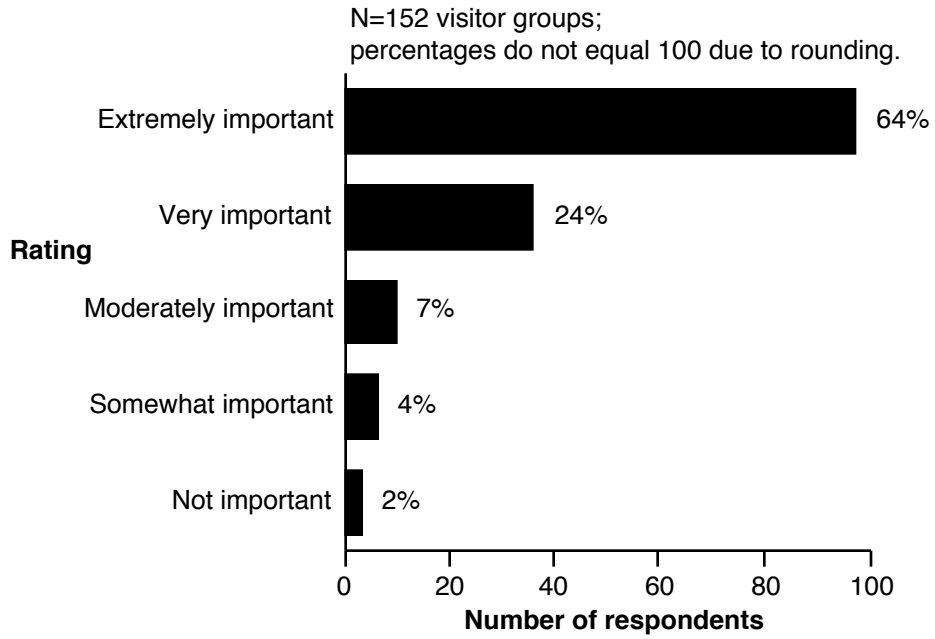
Figure 67: Importance of self-guiding trail signs/brochure

N=8 visitor groups;
percentages do not equal 100 due to rounding.
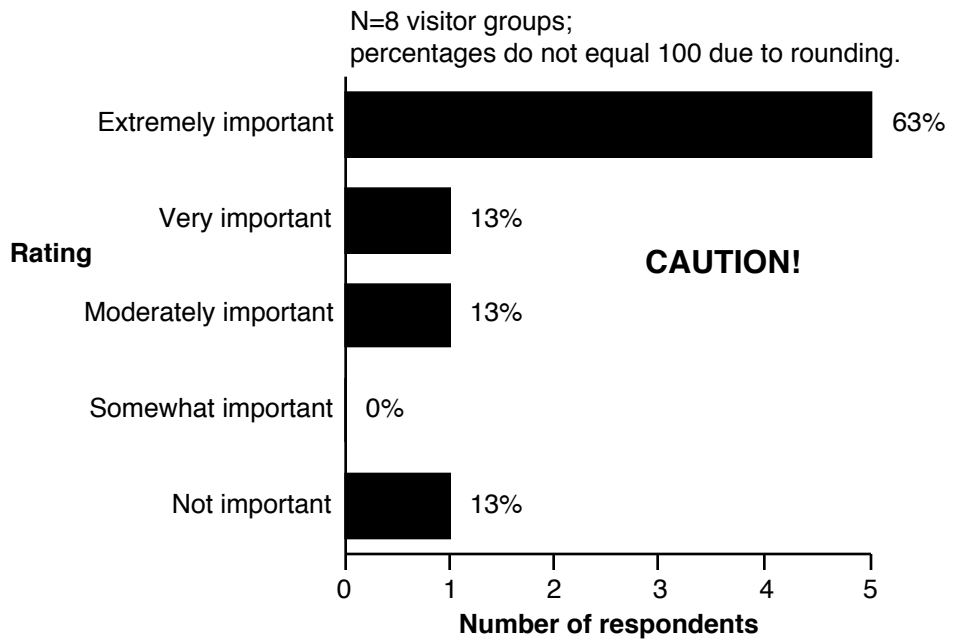
Figure 68: Importance of Junior Ranger program

N=2 visitor groups

Rating	
Extremely important	50%
Very important	50%
Moderately important	0%
Somewhat important	0%
Not important	0%

CAUTION!

Number of respondents
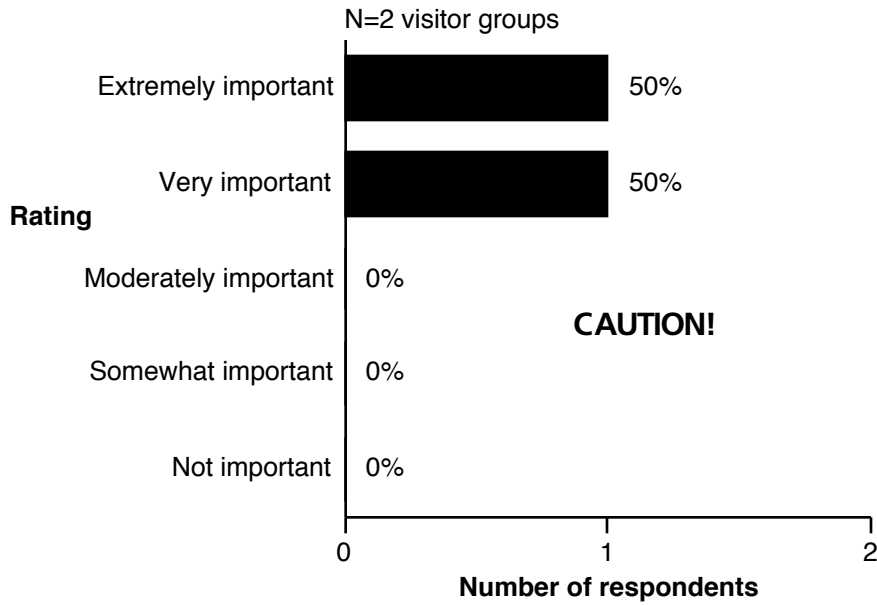
Figure 69: Importance of adventure packs

N=3 visitor groups

CAUTION!

Rating	
Extremely important	0%
Very important	67%
Moderately important	33%
Somewhat important	0%
Not important	0%

Number of respondents
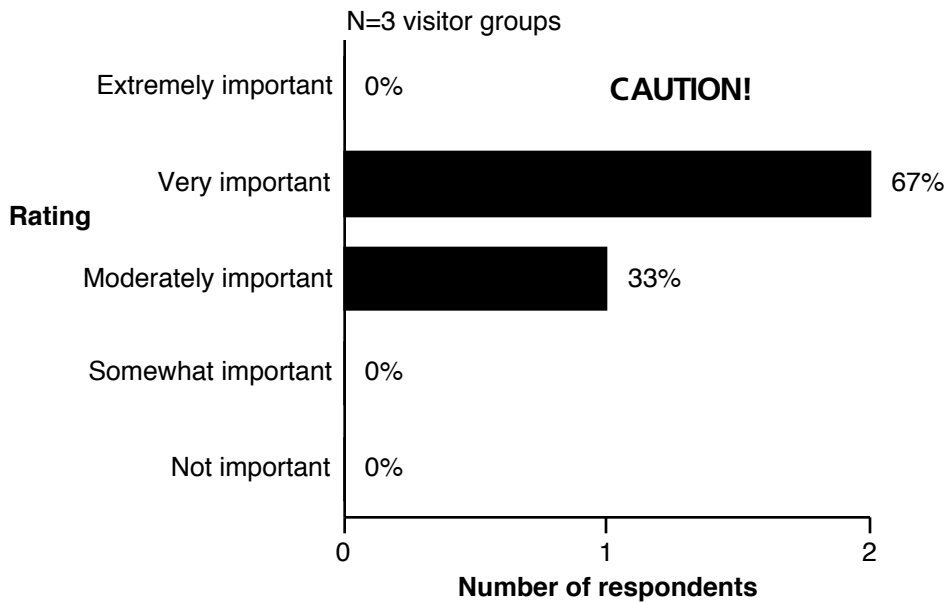
Figure 70: Importance of interpretive demonstrations

N=313 visitor groups;
percentages do not equal 100 due to rounding.
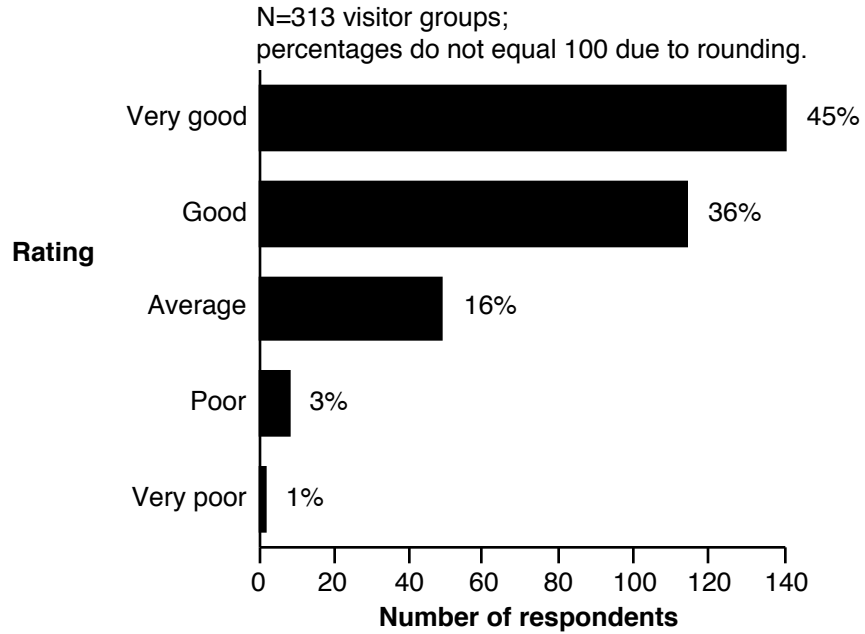
Figure 71: Quality of park brochure/map

N=41 visitor groups
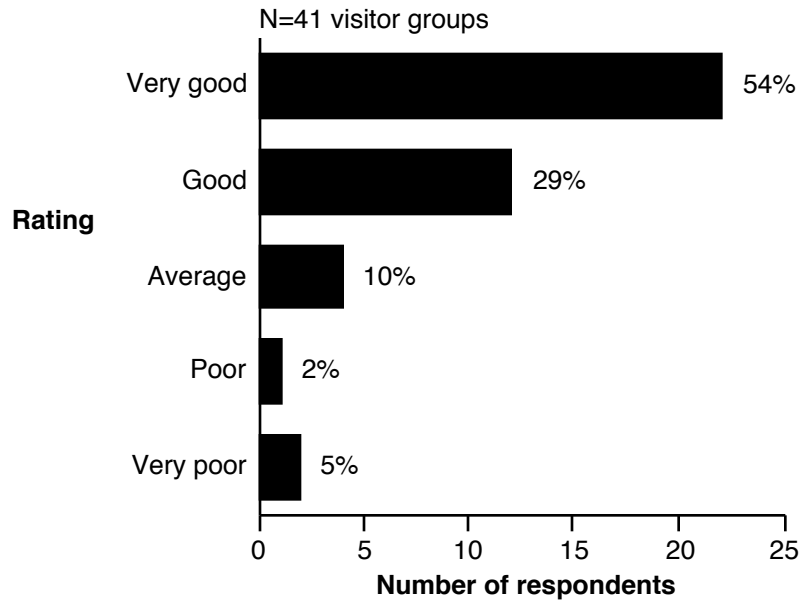
Figure 72: Quality of other park brochures (other than park brochure/map)

N=124 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good	35%
Good	35%
Average	23%
Poor	3%
Very poor	3%

Number of respondents (0, 10, 20, 30, 40, 50)
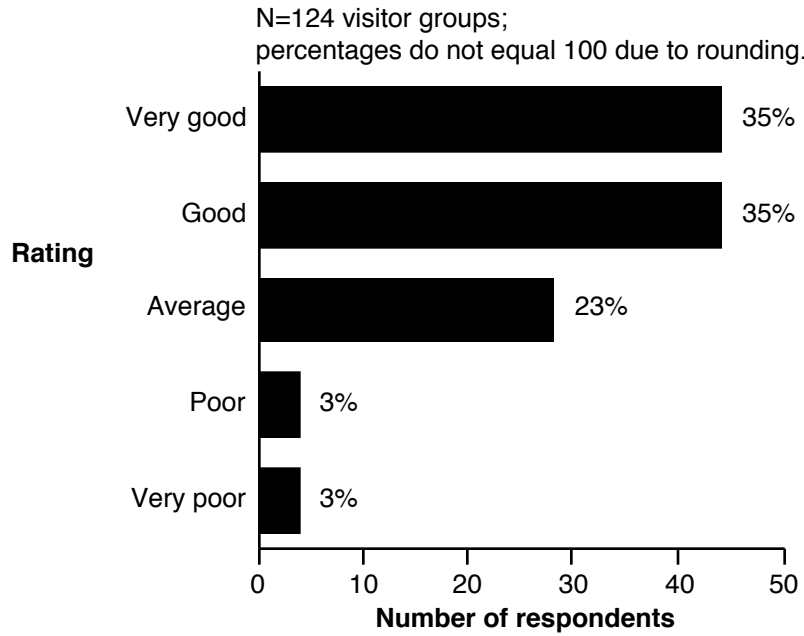
Figure 73: Quality of bulletin boards

N=165 visitor groups

Rating

Very good	44%
Good	34%
Average	19%
Poor	2%
Very poor	1%

Number of respondents (0, 20, 40, 60, 80)
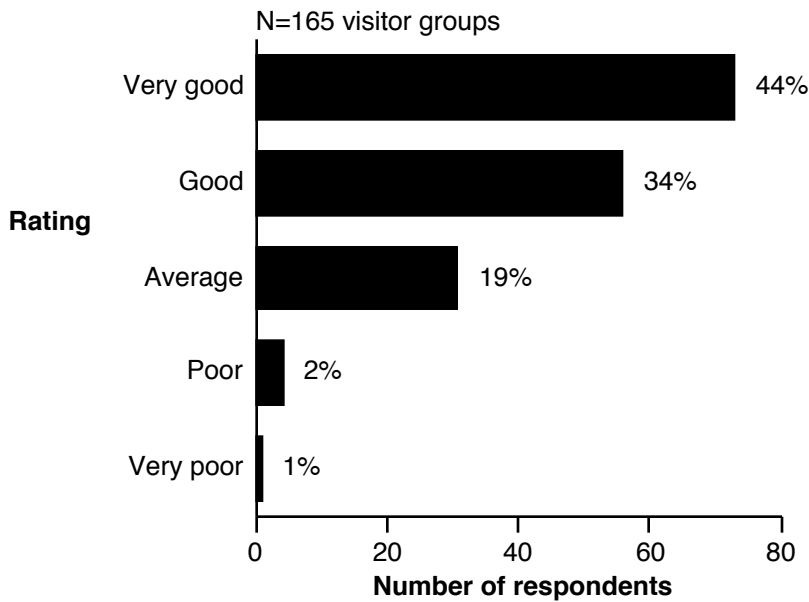
Figure 74: Quality of Bear Gulch Visitor Center

N=46 visitor groups
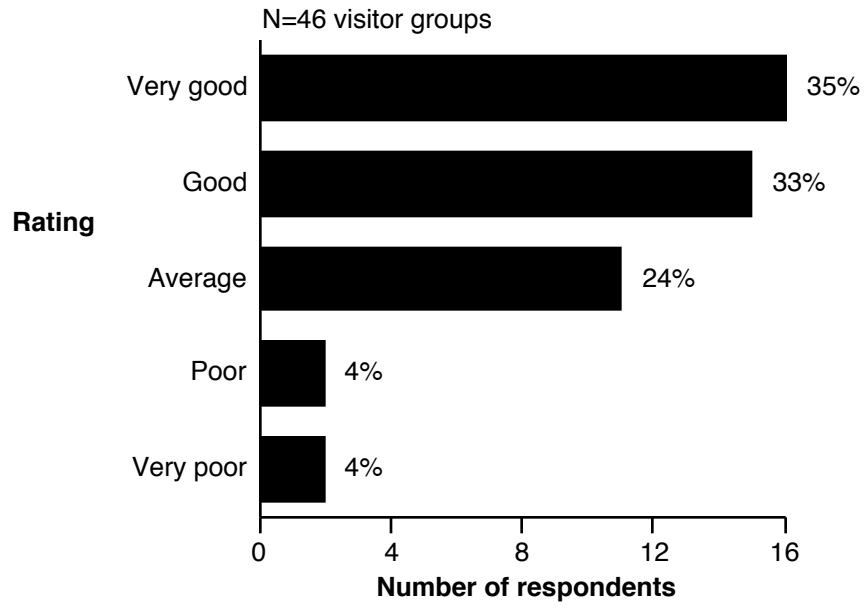
Figure 75: Quality of Chaparral Visitor Center

N=106 visitor groups
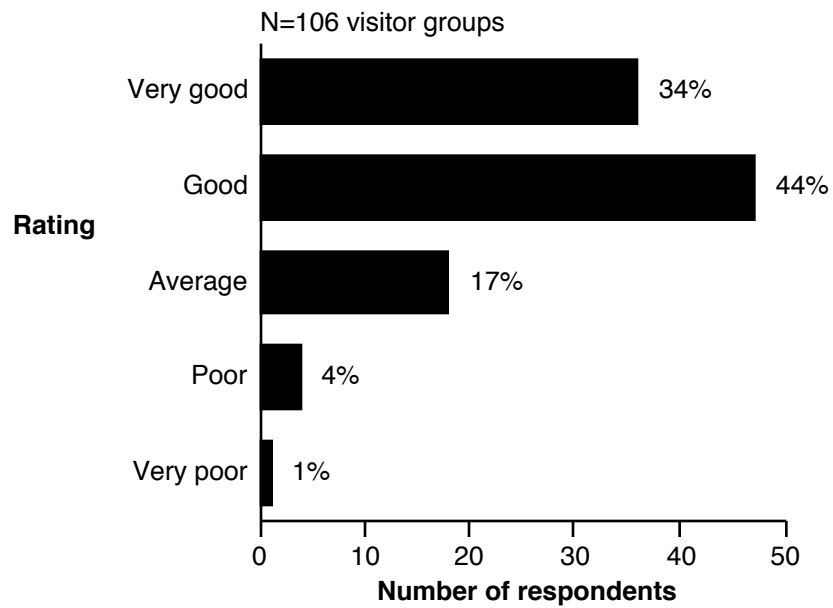
Figure 76: Quality of visitor center exhibits

N=44 visitor groups

Rating	
Very good	36%
Good	32%
Average	27%
Poor	5%
Very poor	0%

Number of respondents
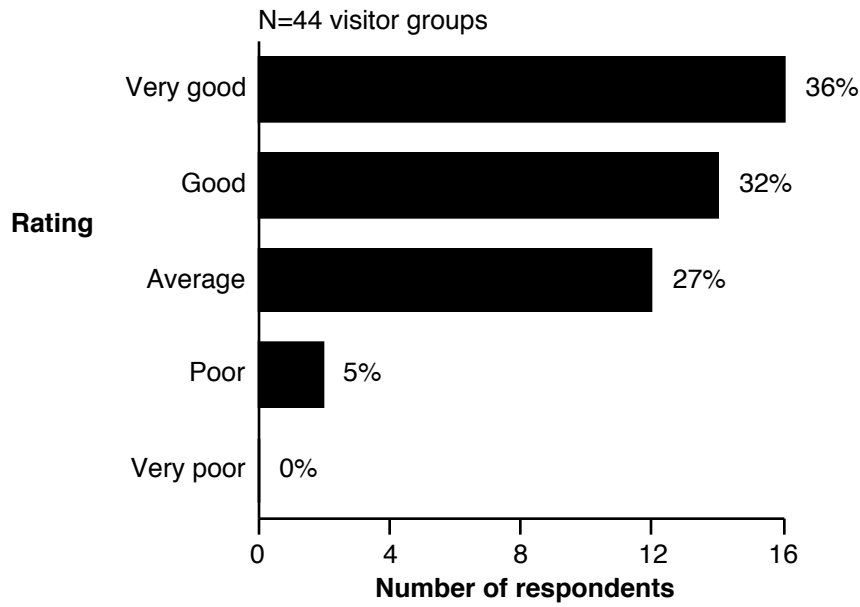
Figure 77: Quality of visitor center books/sales items

N=15 visitor groups

Rating	
Very good	20%
Good	60%
Average	13%
Poor	7%
Very poor	0%

CAUTION!

Number of respondents
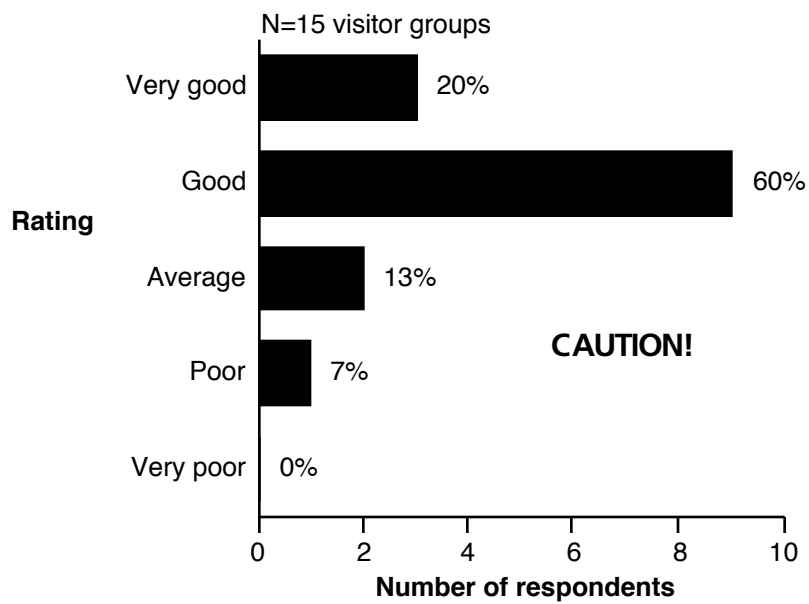
Figure 78: Quality of roadside exhibits

N=140 visitor groups;
percentages do not equal 100 due to rounding.
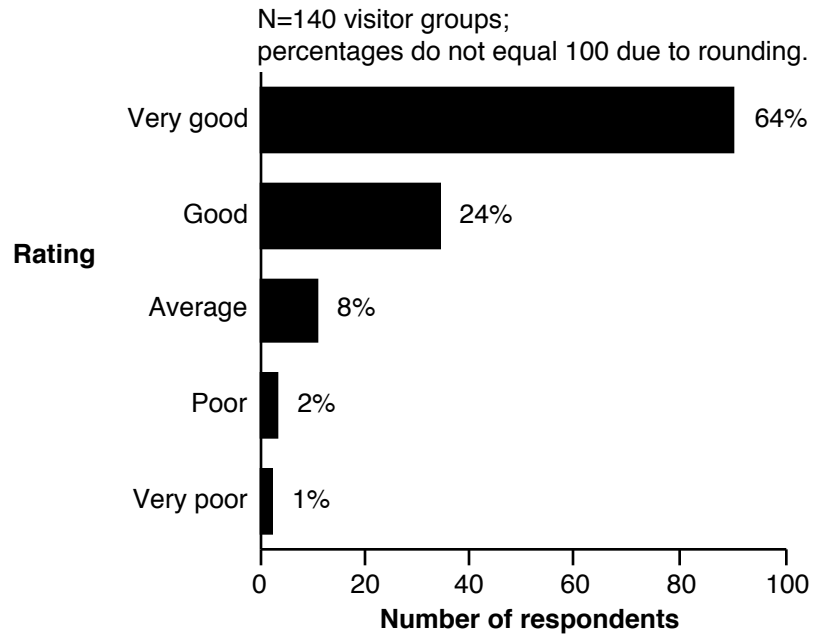
Figure 79: Quality of assistance from park staff

N=20 visitor groups
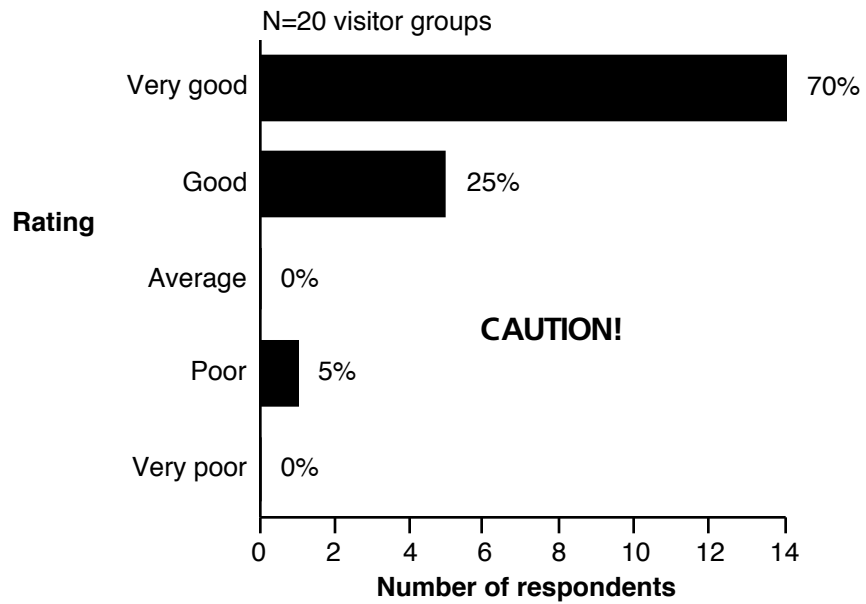
Figure 80: Quality of ranger-led programs

N=152 visitor groups;
percentages do not equal 100 due to rounding.
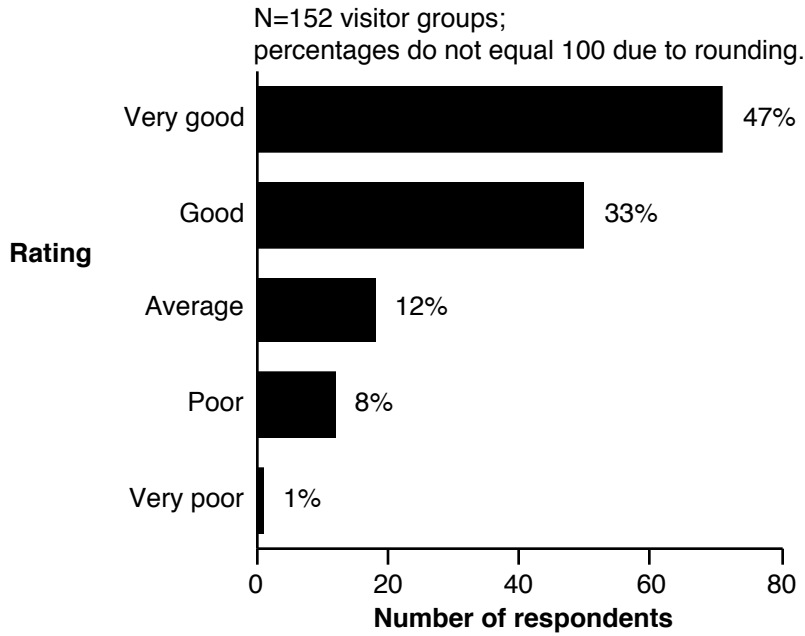
Figure 81: Quality of self-guiding trail signs/brochure

N=8 visitor groups;
percentages do not equal 100 due to rounding.

CAUTION!
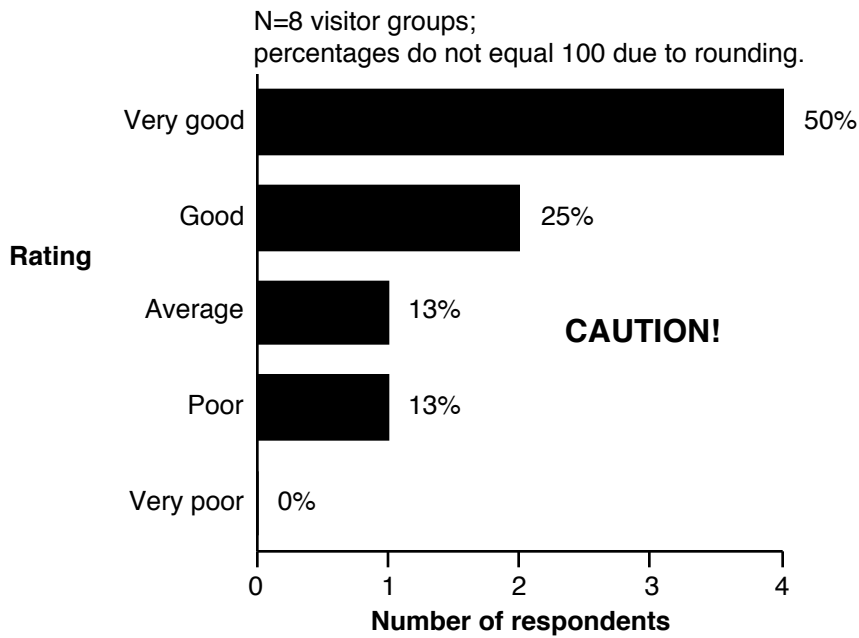
Figure 82: Quality of Junior Ranger program

N=2 visitor groups

Rating	
Very good	50%
Good	50%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents
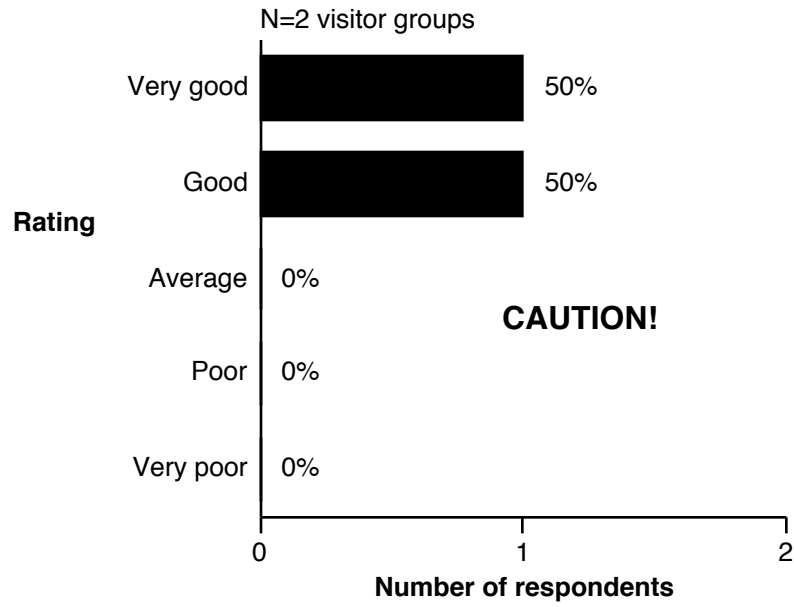
Figure 83: Quality of adventure packs

N=3 visitor groups

Rating	
Very good	67%
Good	0%
Average	33%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents
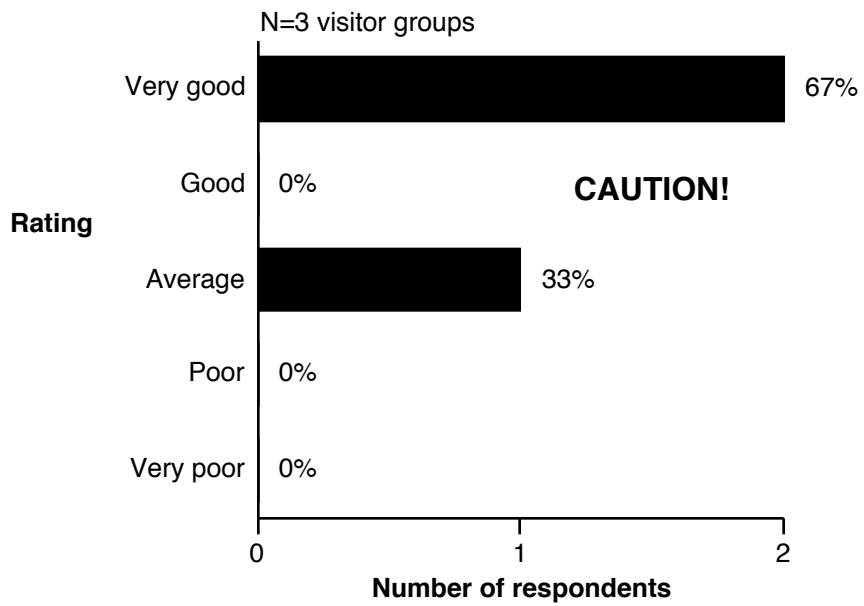
Figure 84: Quality of interpretive demonstrations

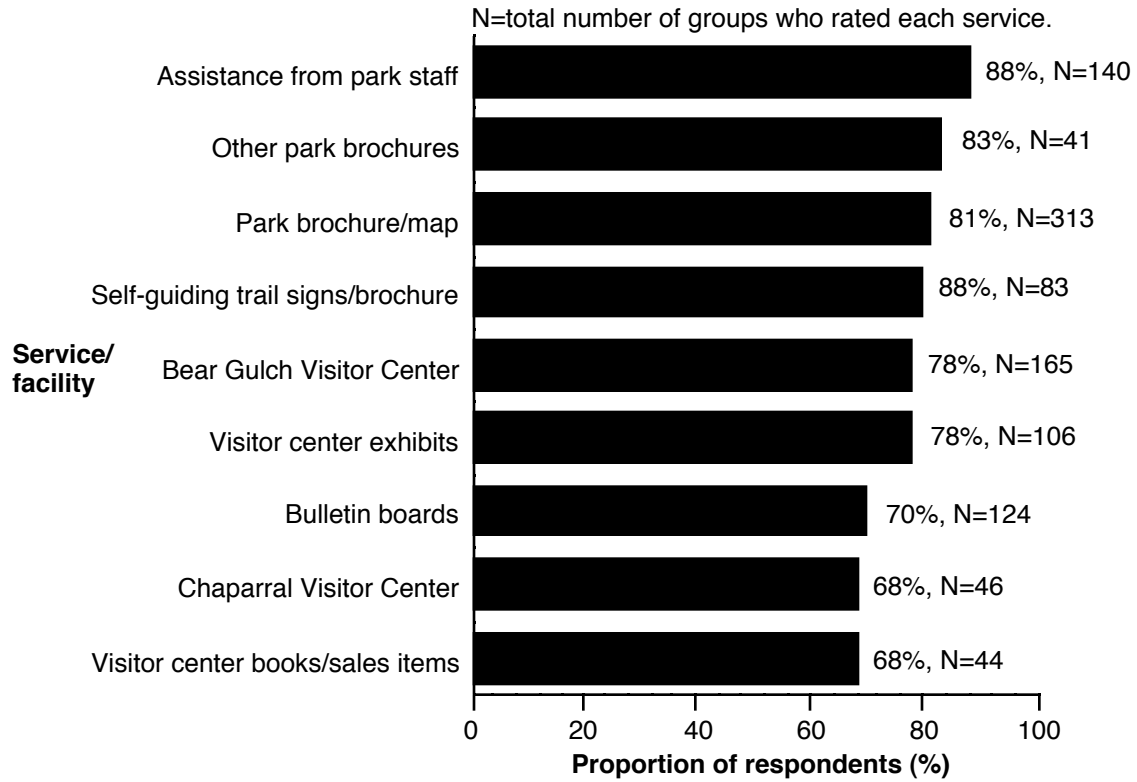N=total number of groups who rated each service.

Figure 85: Combined proportions of "very good" and "good" quality ratings for information services and facilities

Use, importance and quality of visitor services and facilities

Visitors were asked to identify visitor services and facilities they used during this visit to Pinnacles NM. The most used services and facilities included parking lots (93%), restrooms (91%), trails (91%), roads (85%), signs on trails (85%), and directional road signs (77%), as shown in Figure 86. The least used services were access for people with disabilities (2%) and public telephone (3%).
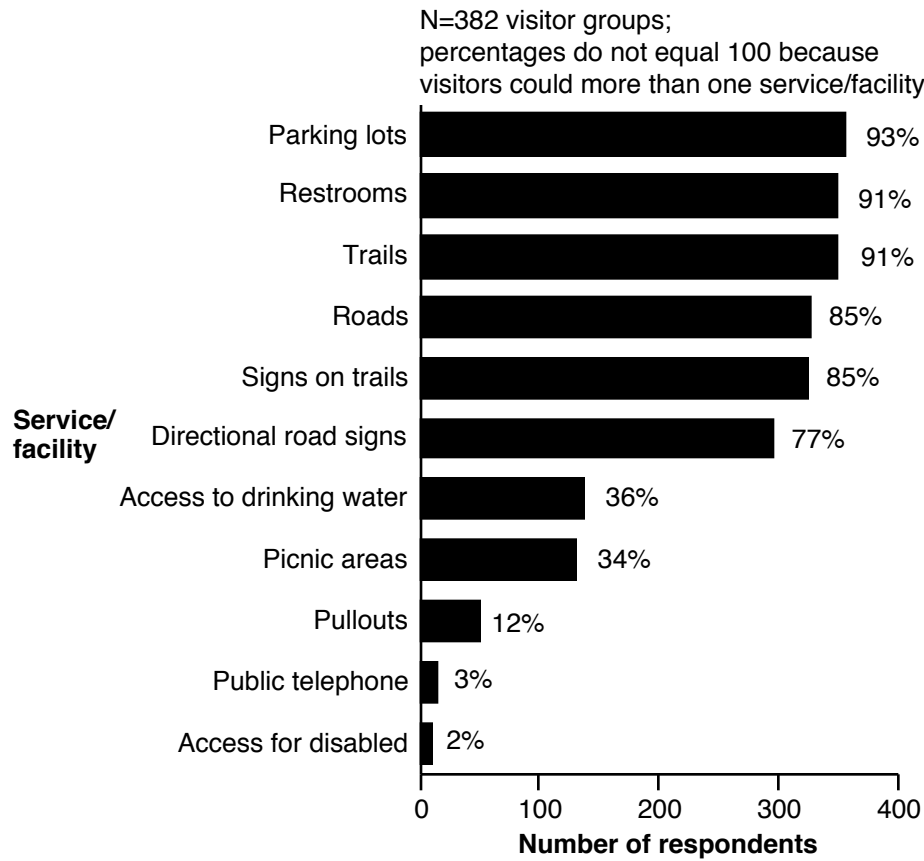

N=382 visitor groups; percentages do not equal 100 because visitors could more than one service/facility.

Figure 86: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 87 and 88 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Public telephone and access for disabled people were not rated by enough visitors to provide reliable information.

Figures 89-99 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" or "very important" ratings included trails (98%), signs on trails (92%) and restrooms (91%). The highest proportion of "not important" ratings were for pullouts and picnic areas (each 2%).

Figures 100-110 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" or "good" ratings included trails (96%), picnic areas (87%), and roads (87%). The highest proportion of "very poor" ratings was for pullouts (5%).

Figure 111 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.
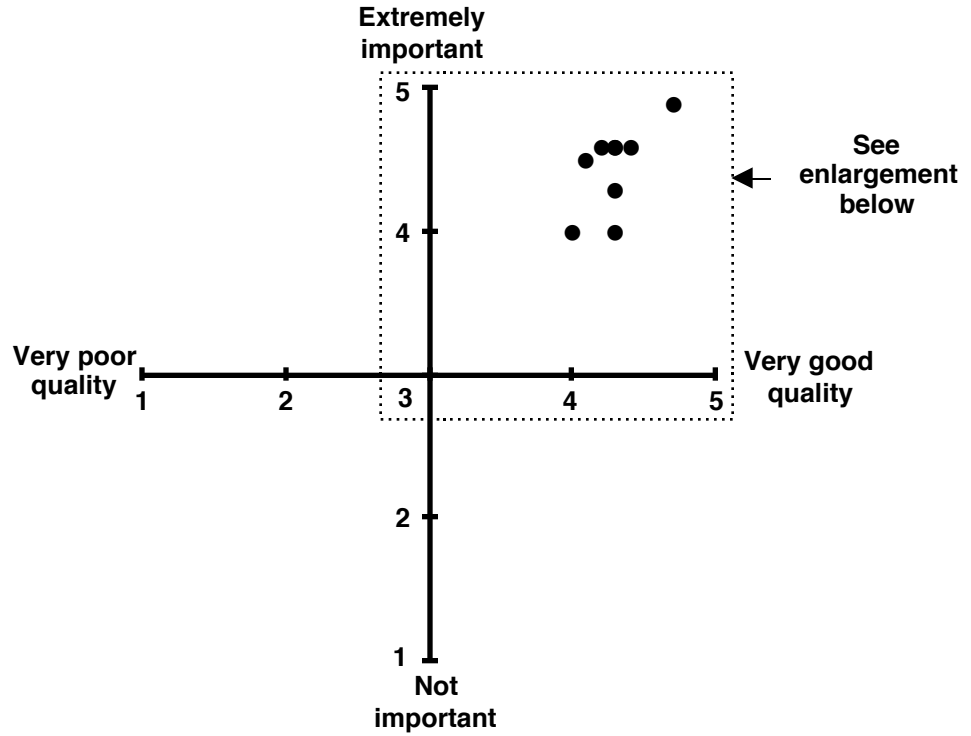
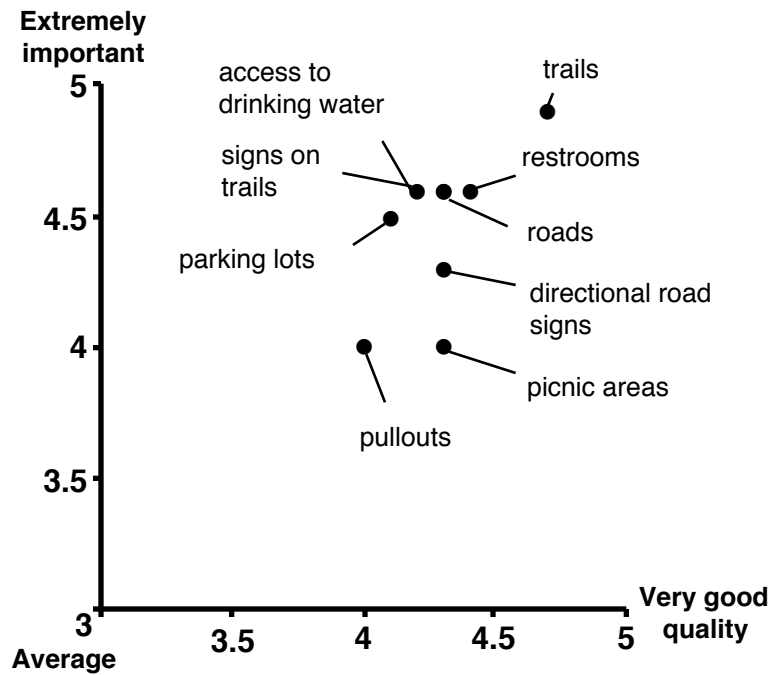**Figure 87: Average ratings of visitor service importance and quality**

Figure 88: Detail of Figure 87

N=285 visitor groups

Extremely important ████████████████████ 59%

Very important ███████ 23%

Rating

Moderately important ███ 12%

Somewhat important █ 5%

Not important | 1%

0   50   100   150   200
Number of respondents
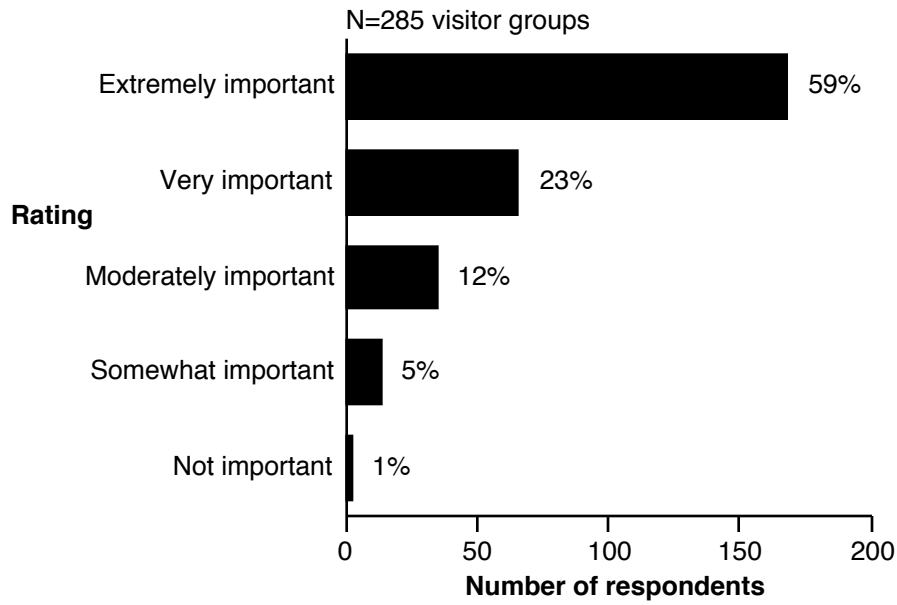
Figure 89: Importance of directional road signs

N=316 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important ██████████████████████ 68%

Very important ███████ 22%

Rating

Moderately important ██ 9%

Somewhat important | 1%

Not important | <1%

0   50   100   150   200   250
Number of respondents
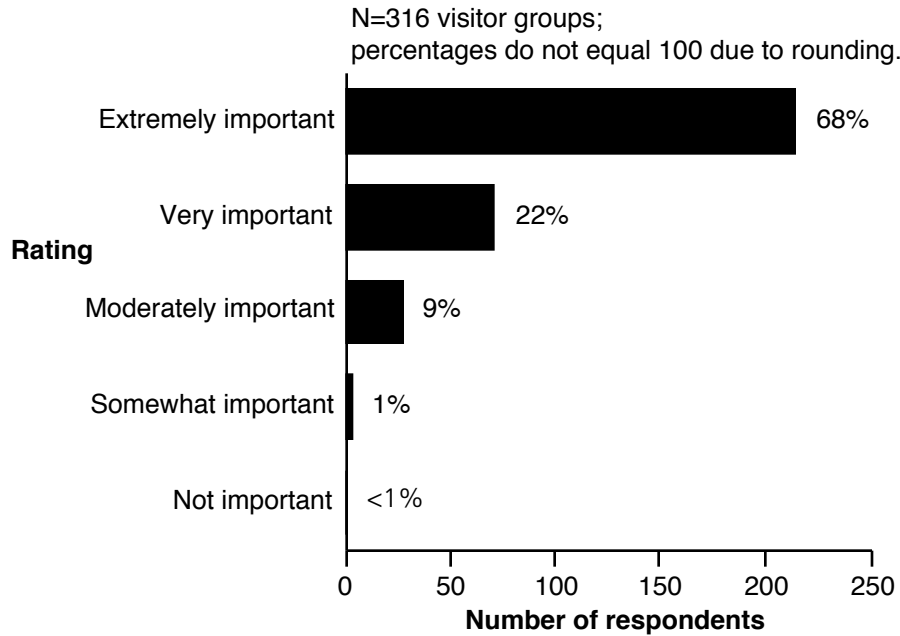
Figure 90: Importance of roads

N=337 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	68%
Very important	22%
Moderately important	8%
Somewhat important	2%
Not important	<1%

Number of respondents

0   50   100   150   200   250
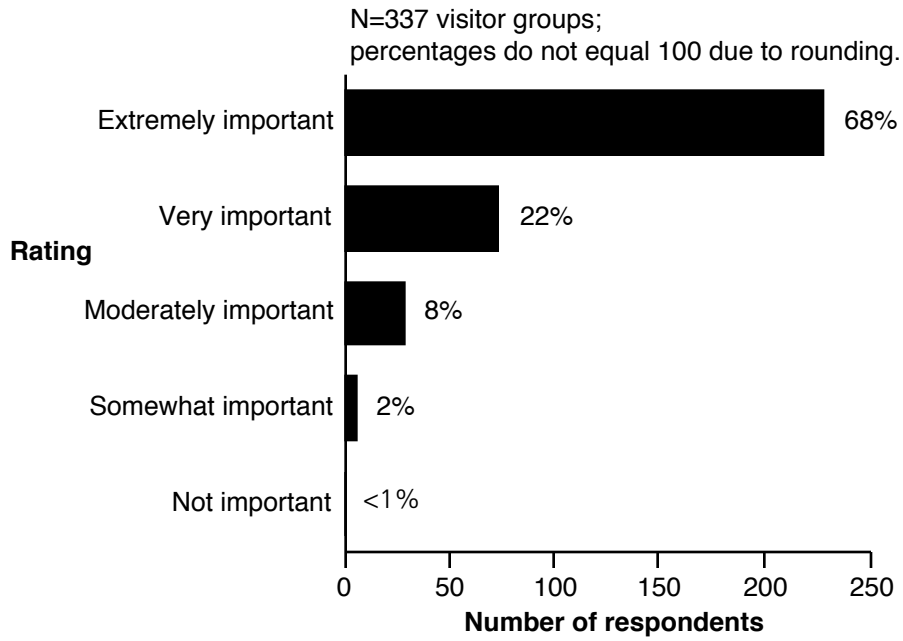
Figure 91: Importance of parking lots

N=44 visitor groups

Rating

Extremely important	43%
Very important	23%
Moderately important	25%
Somewhat important	7%
Not important	2%

Number of respondents

0   5   10   15   20
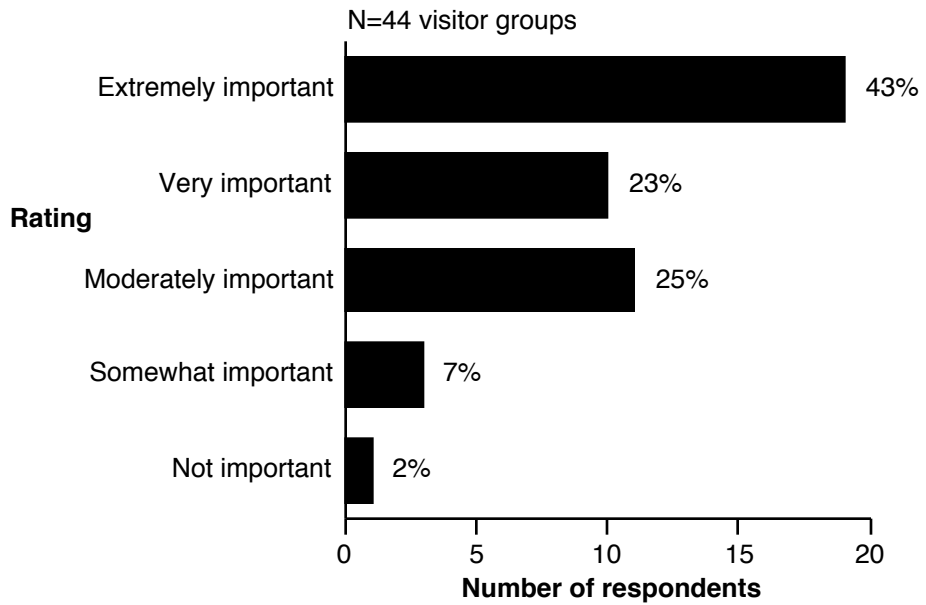
Figure 92: Importance of pullouts

N=336 visitor groups

Rating

Extremely important	72%
Very important	19%
Moderately important	8%
Somewhat important	1%
Not important	0%

0   50   100   150   200   250
Number of respondents
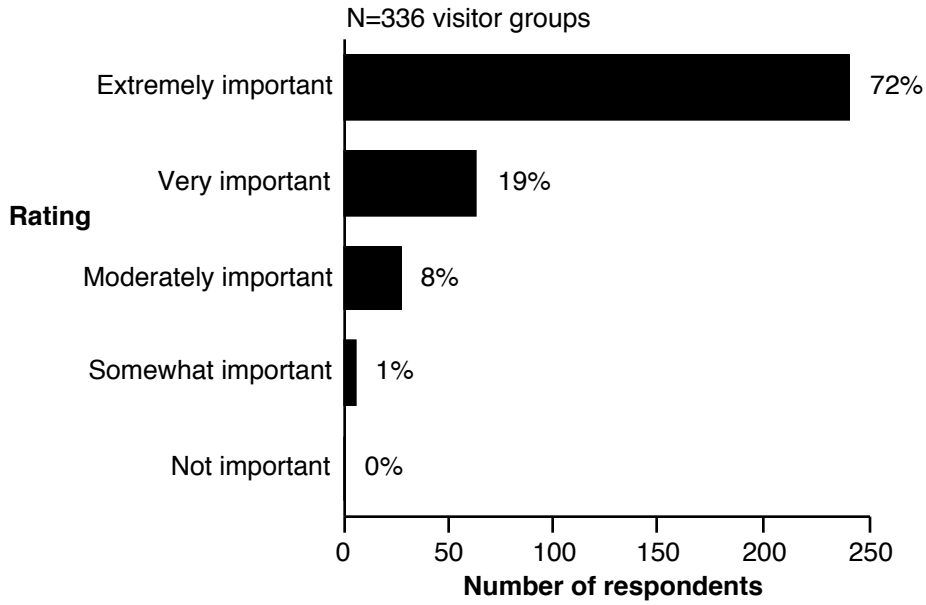
Figure 93: Importance of restrooms

N=121 visitor groups

Rating

Extremely important	36%
Very important	30%
Moderately important	29%
Somewhat important	3%
Not important	2%

0   10   20   30   40   50
Number of respondents
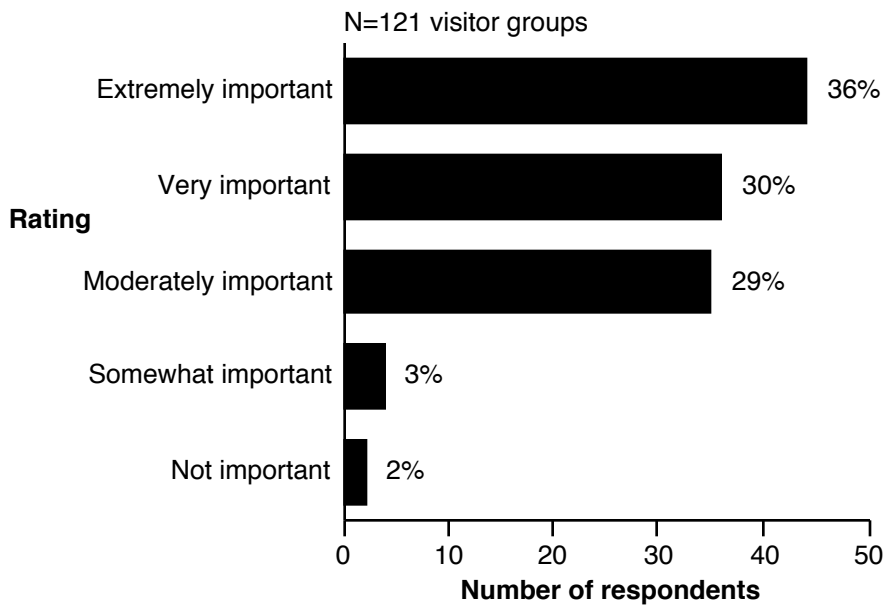
Figure 94: Importance of picnic areas

N=9 visitor groups

Rating	
Extremely important	89%
Very important	11%
Moderately important	0%
Somewhat important	0%
Not important	0%

CAUTION!

Number of respondents
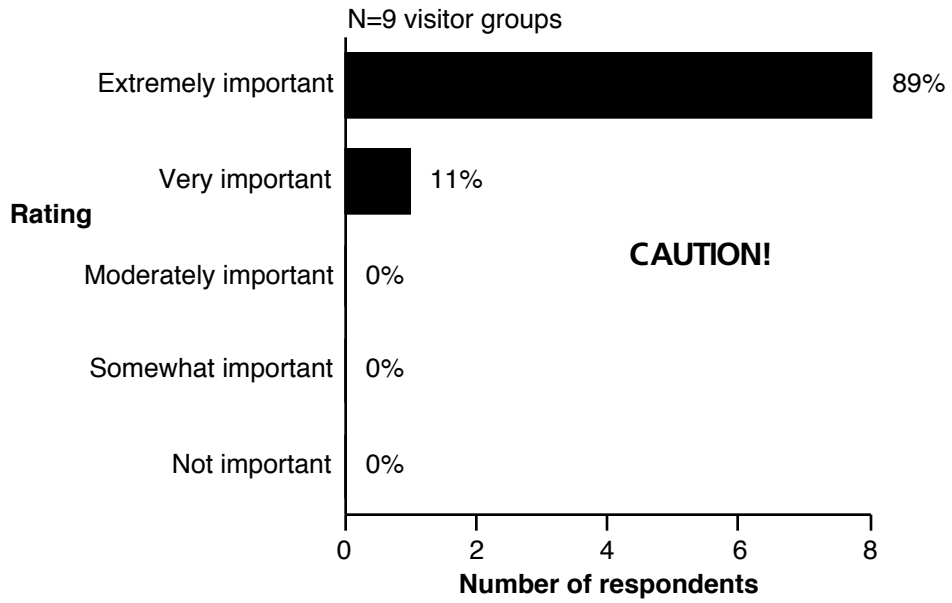
Figure 95: Importance of access for disabled persons

N=12 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	42%
Very important	17%
Moderately important	42%
Somewhat important	0%
Not important	0%

CAUTION!

Number of respondents
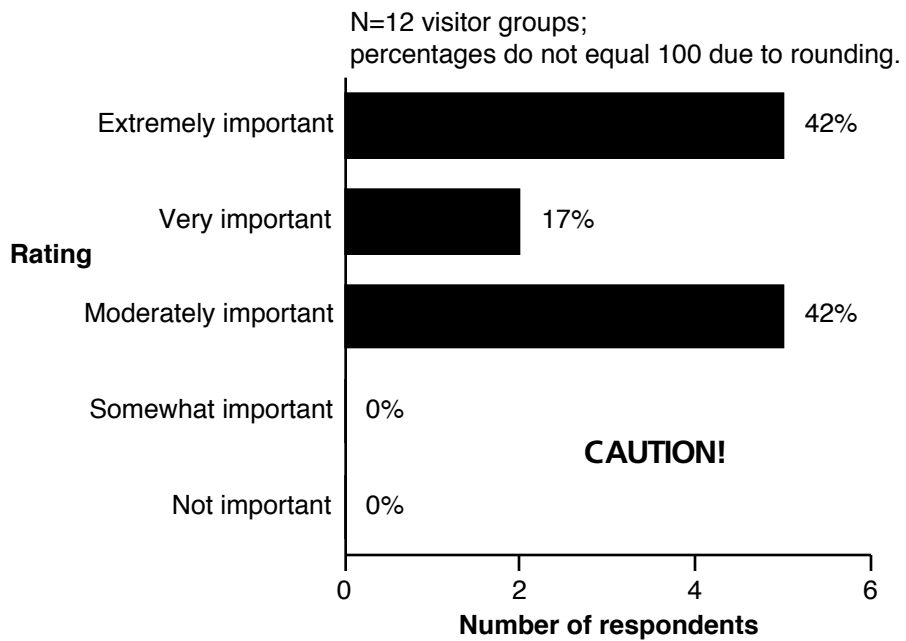
Figure 96: Importance of public telephone

N=337 visitor groups

Rating	
Extremely important	87%
Very important	11%
Moderately important	2%
Somewhat important	0%
Not important	0%

Number of respondents
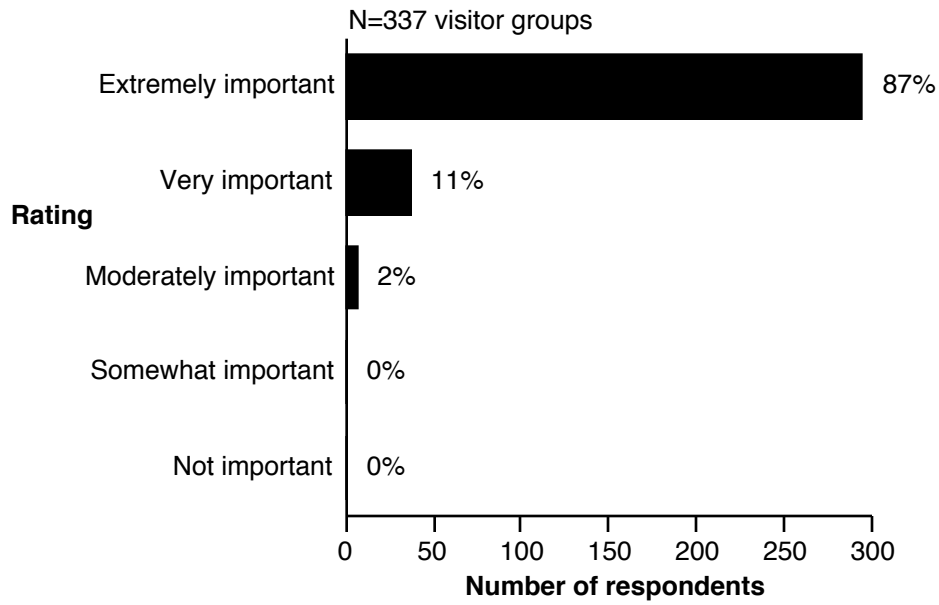
Figure 97: Importance of trails

N=311 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	75%
Very important	17%
Moderately important	6%
Somewhat important	1%
Not important	1%

Number of respondents
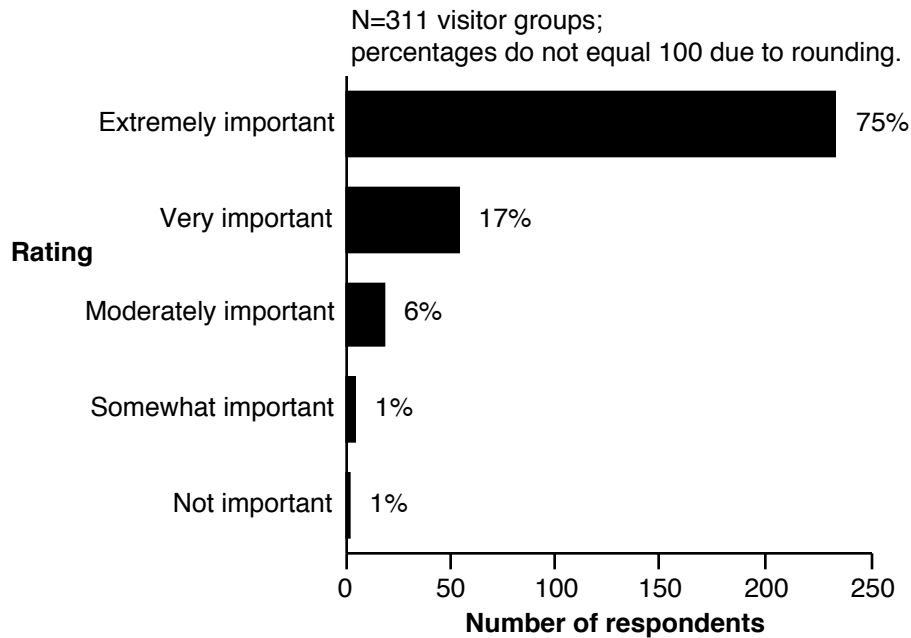
Figure 98: Importance of signs on trails

N=130 visitor groups;
percentages do not equal 100 due to rounding.
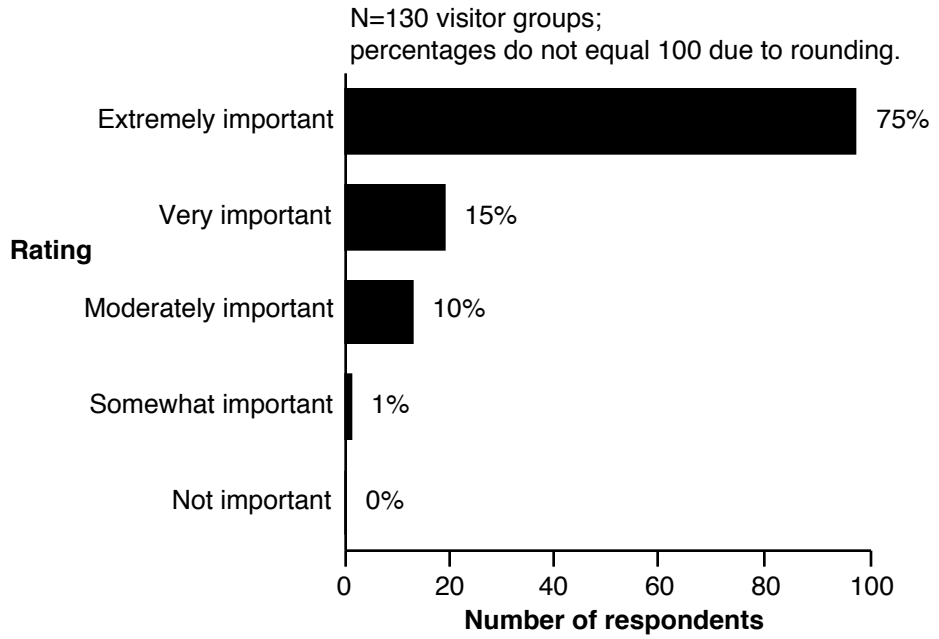
Figure 99: Importance of access to potable drinking water

N=275 visitor groups;
percentages do not equal 100 due to rounding.
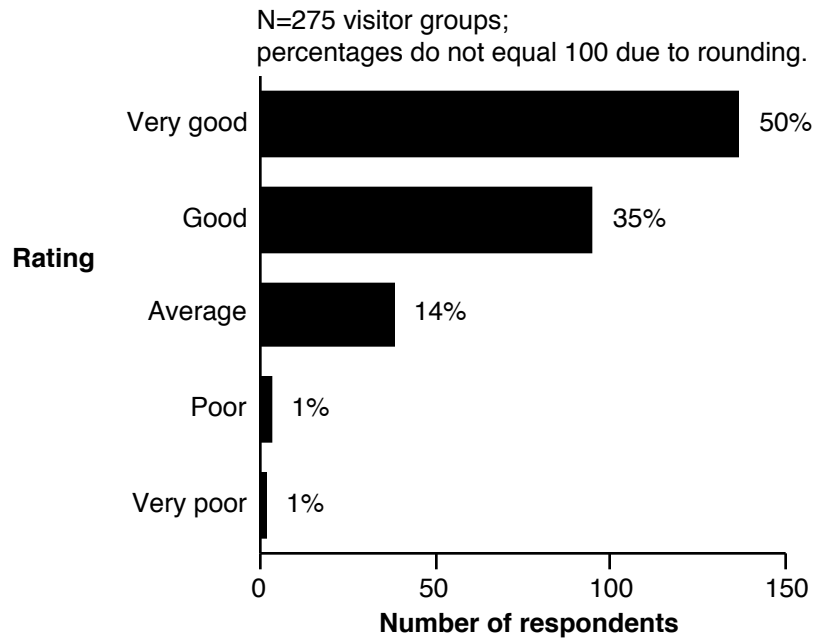
Figure 100: Quality of directional road signs

N=305 visitor groups

Rating	
Very good	59%
Good	28%
Average	11%
Poor	2%
Very poor	0%

Number of respondents
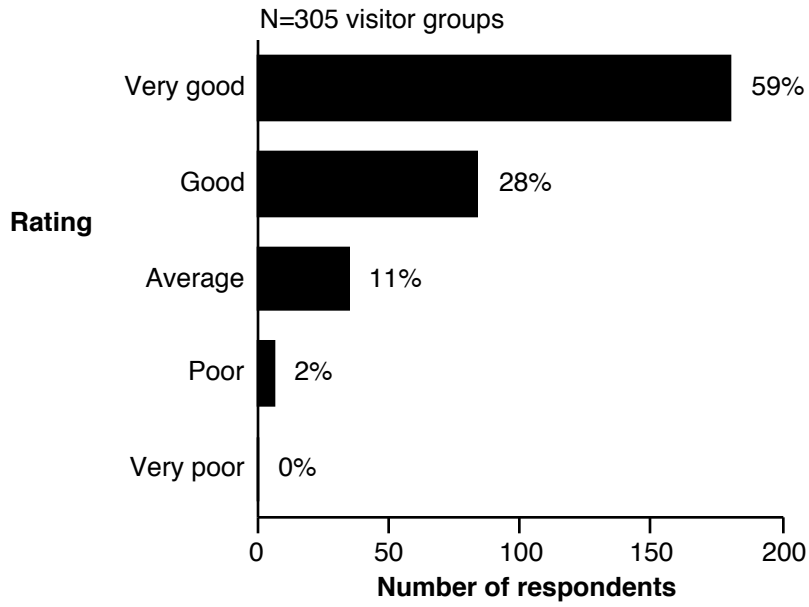
Figure 101: Quality of roads

N=329 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	48%
Good	26%
Average	17%
Poor	8%
Very poor	2%

Number of respondents

Figure 102: Quality of parking lots

N=42 visitor groups;
percentages do not equal 100 due to rounding.

Figure 103: Quality of pullouts

N=333 visitor groups;
percentages do not equal 100 due to rounding.
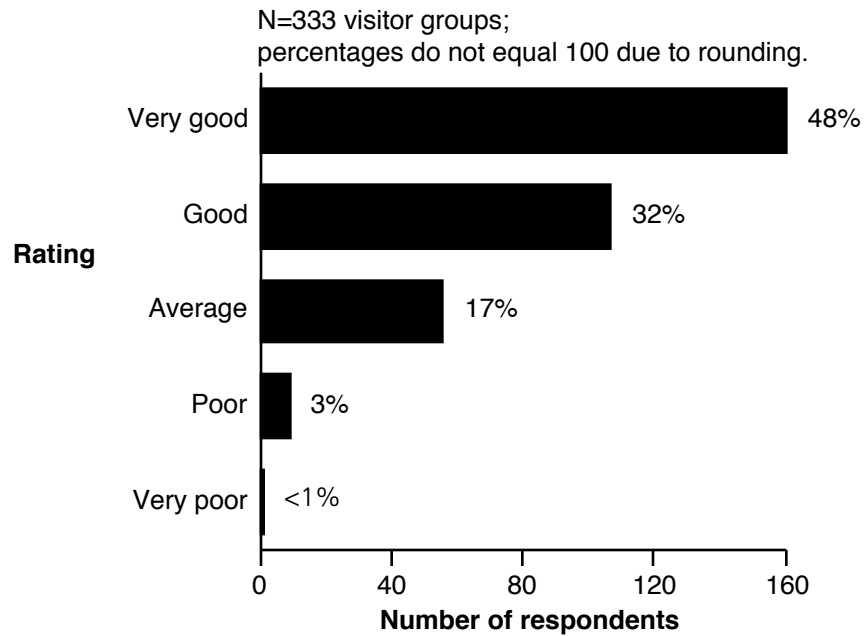
Figure 104: Quality of restrooms

N=120 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Rating	
Very good	48%
Good	39%
Average	12%
Poor	2%
Very poor	0%

0   10   20   30   40   50   60
Number of respondents
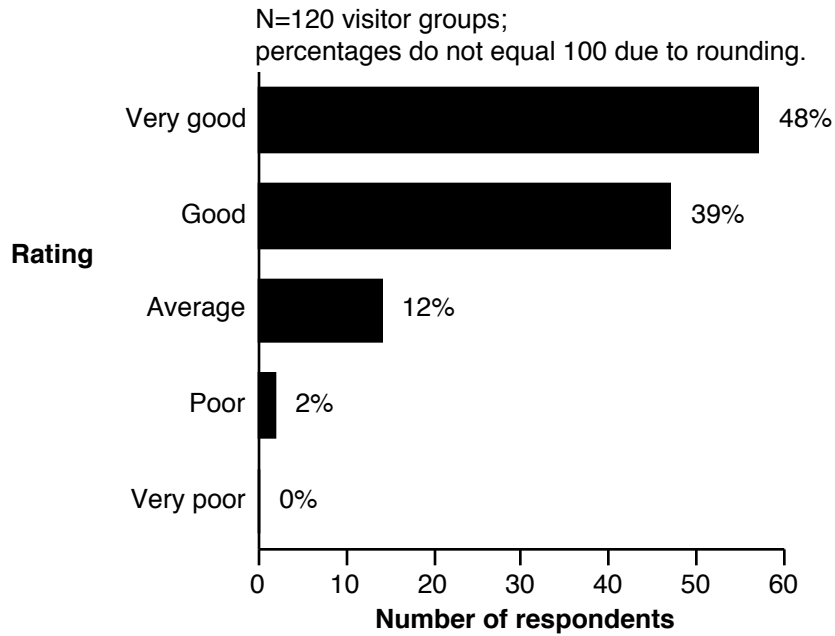
Figure 105: Quality of picnic areas

N=9 visitor groups

Rating

Rating	
Very good	67%
Good	11%
Average	0%
Poor	11%
Very poor	11%

CAUTION!

0   1   2   3   4   5   6
Number of respondents
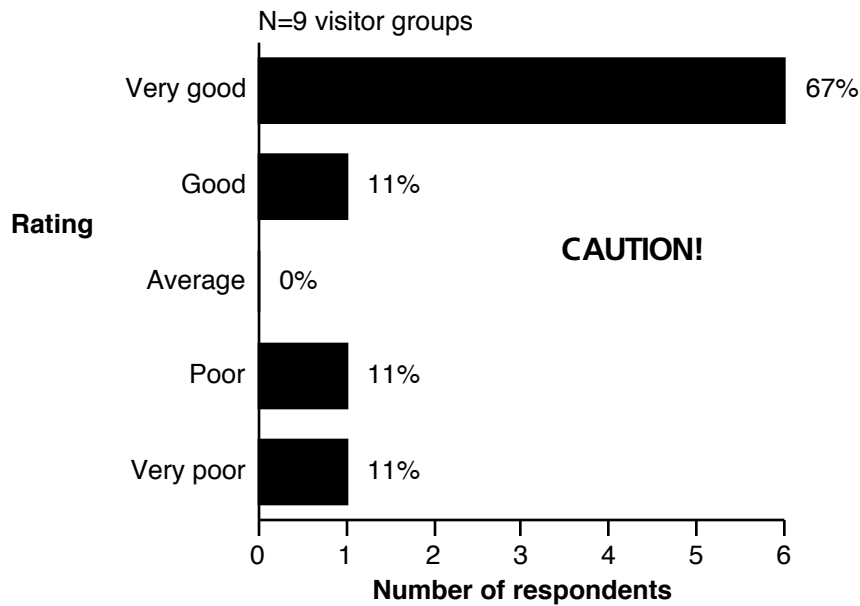
Figure 106: Quality of access for disabled persons

N=12 visitor groups

Very good ████████████████████ 58%

Good ██████ 17%

Rating Average ████████ 25%

Poor 0%

Very poor 0%

CAUTION!

0   2   4   6   8
Number of respondents
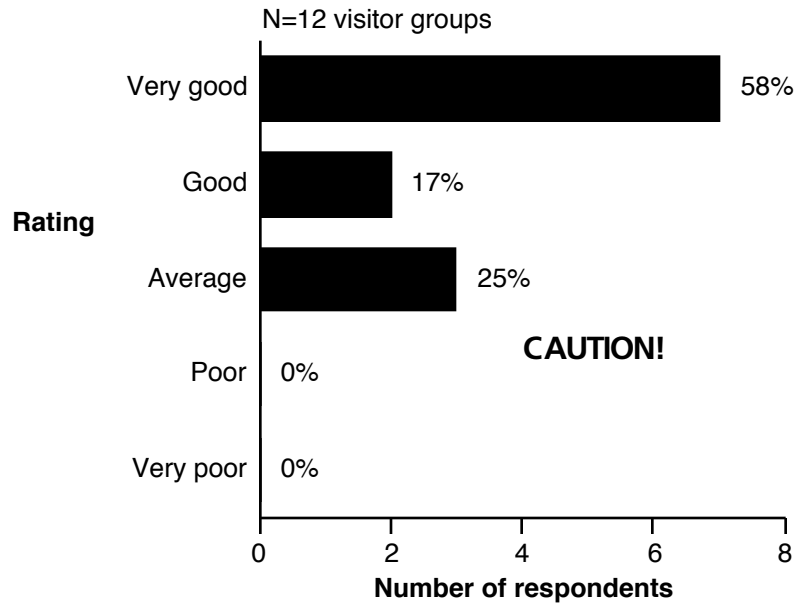
Figure 107: Quality of public telephone

N=328 visitor groups;
percentages do not equal 100 due to rounding.

Very good ████████████████████ 73%

Good ██████ 23%

Rating Average █ 3%

Poor 0%

Very poor 0%

0   50   100   150   200   250
Number of respondents
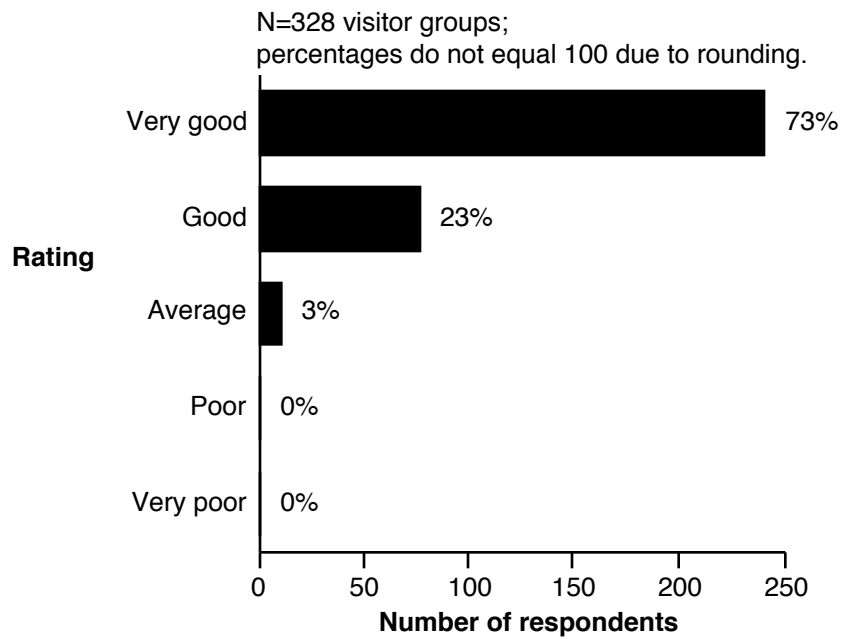
Figure 108: Quality of trails

N=300 visitor groups
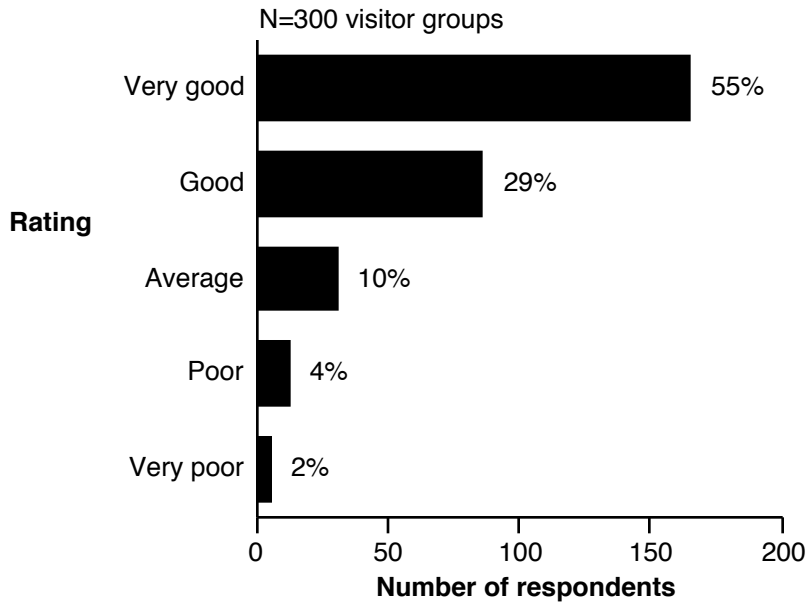
Figure 109: Quality of signs on trails

N=128 visitor groups;
percentages do not equal 100 due to rounding.
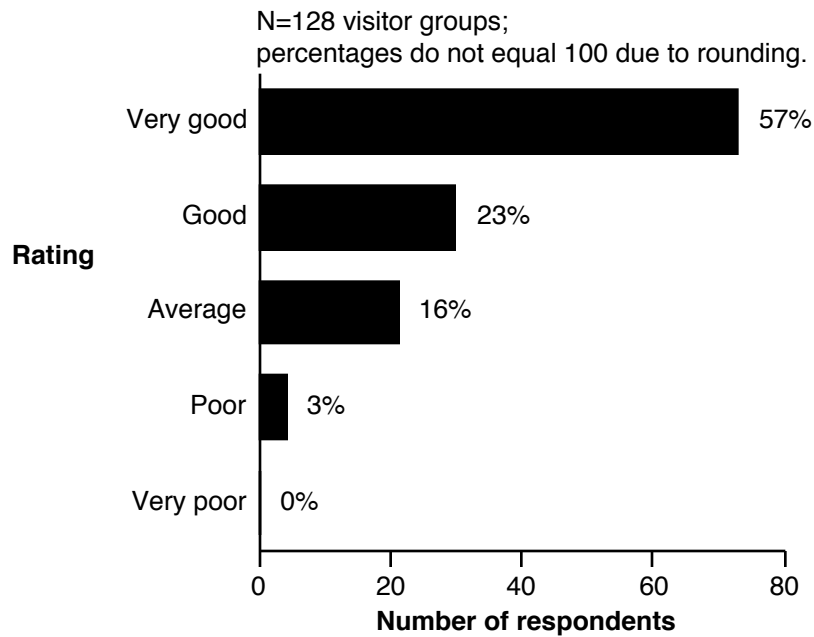
Figure 110: Quality of access to potable drinking water

N=total number of groups who rated each service.
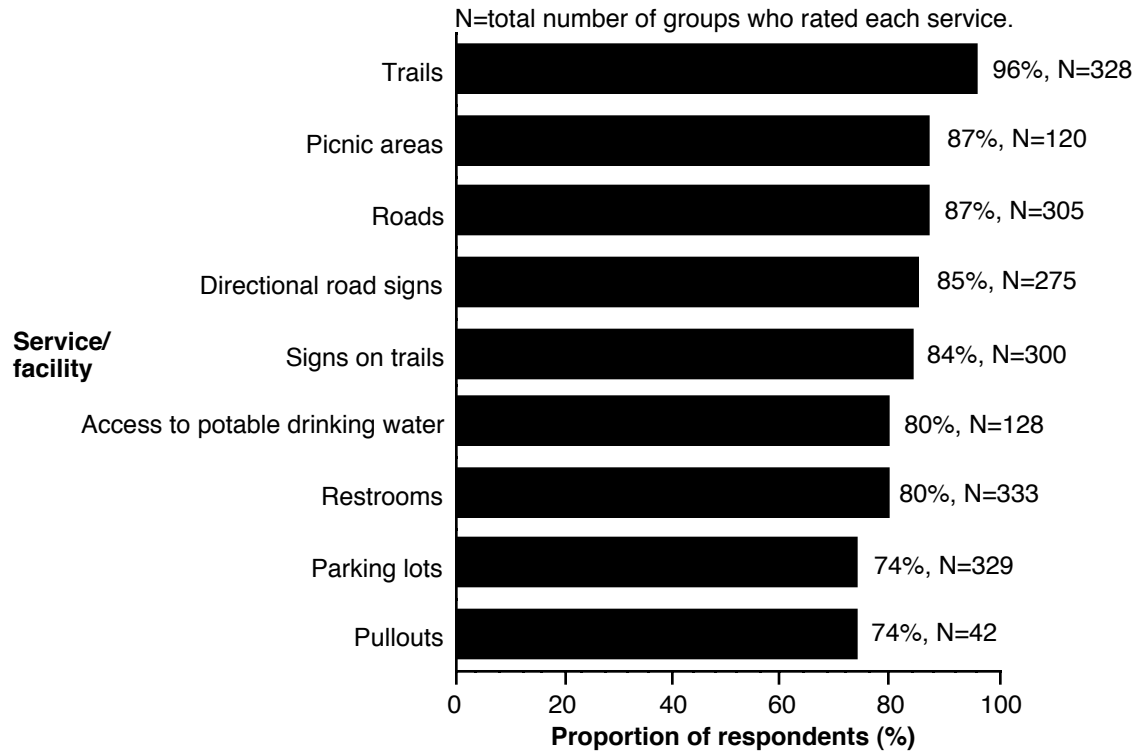

Figure 111: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Visitor groups were asked, "On this visit to Pinnacles NM, was there anything specific that you and your group wanted to see or do, but were not able to?" Sixty-one percent of visitor groups responded that there was nothing they were unable to see or do, while 39% said there was something they were unable to see or do (see Figure 112). A summary of their responses is listed below in Table 14. Table 15 lists the reasons visitors were unable to see or do what they expected.
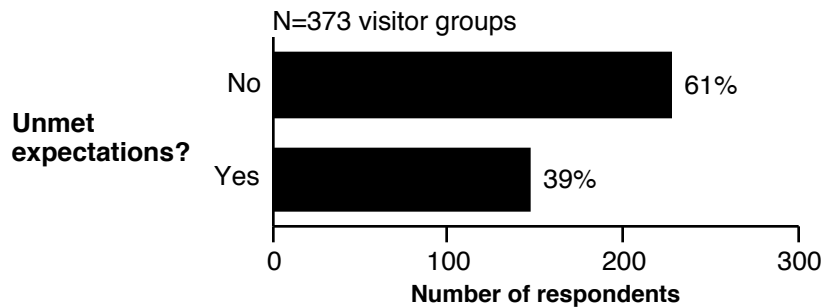
Visitor expectations

N=373 visitor groups

Figure 112: Unfulfilled expectations?

Table 14: Visitors' unmet expectations
N=125 comments

Comments	Number of times mentioned
See caves/bats	48
Hike trails	20
Camp	10
Park hours too short	10
Bear gulch cave	4
Balconies caves	4
Reservoir	2
No parking at Bear Gulch Visitor Center	2
View wildlife	2
Photography	2
Visit visitor center	2
Other	19

Table 15: Reasons for visitors' unmet expectations
N=160 comments

Comments	Number of times mentioned
Closed caves/bats	72
Time	27
Camping options	8
Parking	7
Too many people	5
Lack of information	4
Not accessible for wheelchairs	3
Arrived late	3
Too tired	3
No flashlight	2
Not enough planning	2
No pets allowed	2
Fog on mountain	2
Young children in group	2
Other comments	18

Visitor groups were asked to list the amount of money they had spent on this visit, both inside Pinnacles National Monument and in the Salinas Valley/Hollister area. Groups were asked to indicate the amounts they spent for lodging; camping fees and charges; guide fees and charges; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

Total expenditures in and out of park: Forty-seven percent of visitors spent between $1 and $50 in total expenditures in the Pinnacles NM/Salinas Valley/Hollister area (see Figure 113). Of the total expenditures by groups, 20% was for camping fees and charges, 17% was for groceries and take-out food, and 17% was for gas and oil (see Figure 114).

The average visitor group expenditure during this visit was $81. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $45. The average per capita expenditure was $28.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by the expenditures. Figure 115 shows that 60% of the visitor groups had two adults included in the expenditures. Figure 116 show that 36% of the visitor groups had no children under 18 years of age and 47% had one or two children included in the expenditures.
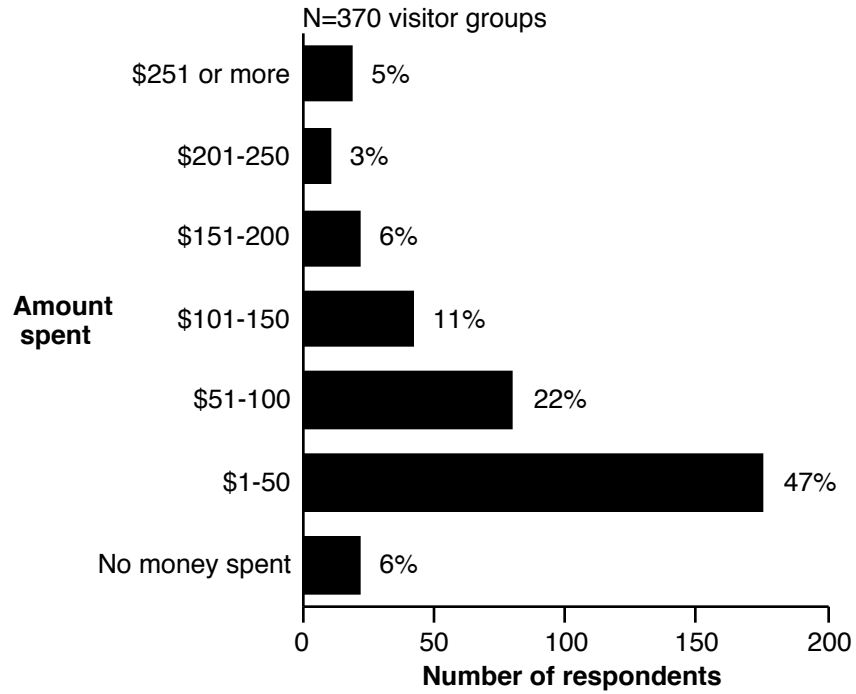
Total expenditures

N=370 visitor groups

Figure 113: Total expenditures in Pinnacles NM and surrounding area

N=370 visitor groups;
percentages do not equal 100 due to rounding.
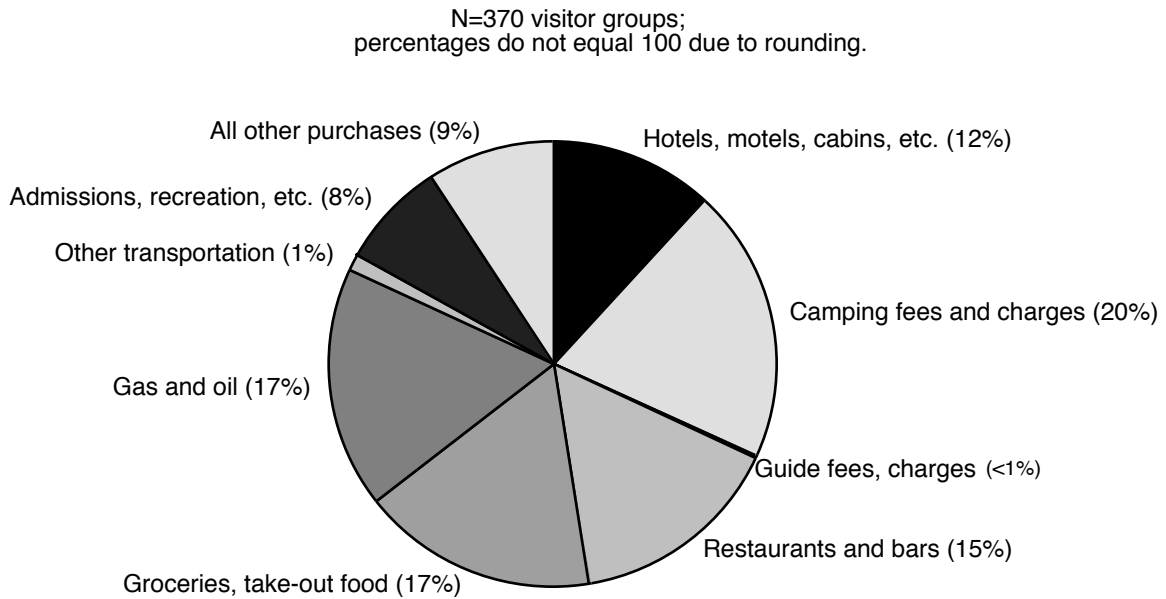
Figure 114: Proportions of expenses in Pinnacles NM and surrounding area

N=343 visitor groups
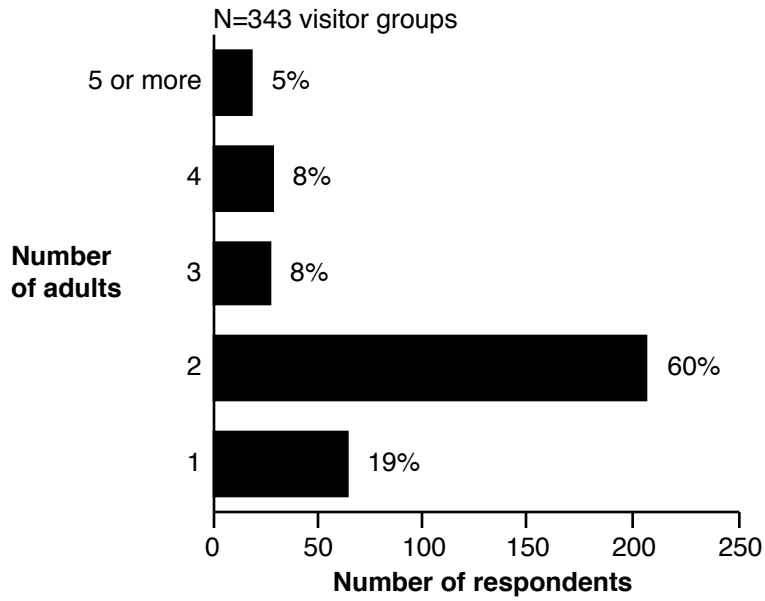
Figure 115: Number of adults covered by expenses
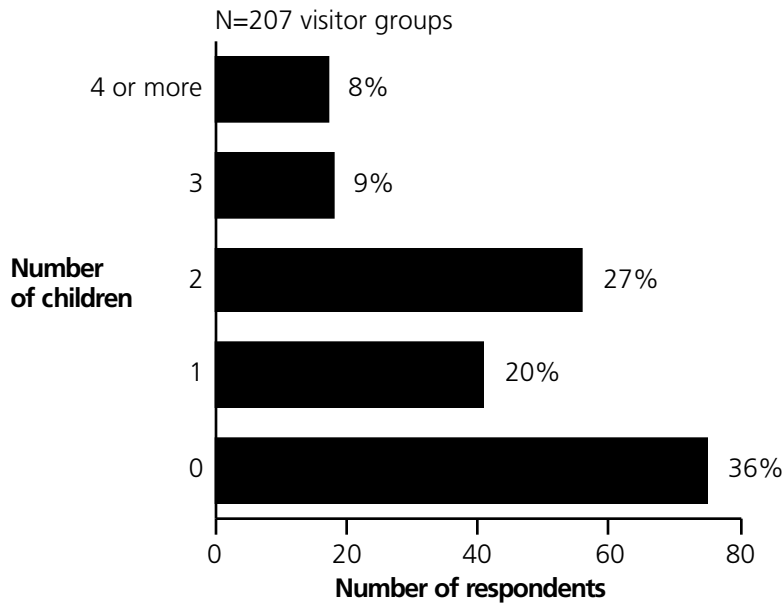
N=207 visitor groups

Figure 116: Number of children covered by expenses

Expenditures inside monument

Total expenditures in the park: Most visitor groups (76%) spent between $1 and $50 in total expenditures in the park on this visit (see Figure 117).

Guide fees and charges accounted for the largest proportion (21%) of total expenditures in the monument, followed by hotels, motels, cabins, etc. (19%), as shown in Figure 118.

The average visitor group expenditure in the park during this visit was $13. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $5. The average per capita expenditure was $6.

Admissions, recreation, and entertainment fees in the park: Most visitor groups (78%) spent $1-$50 in Pinnacles NM, while 21% spent no money (see Figure 119).

Other purchases in the park: Most visitor groups (72%) spent no money, while 28% spent $1-$50 in the monument (see Figure 120).

N=262 visitor groups;
percentages do not equal 100 due to rounding.
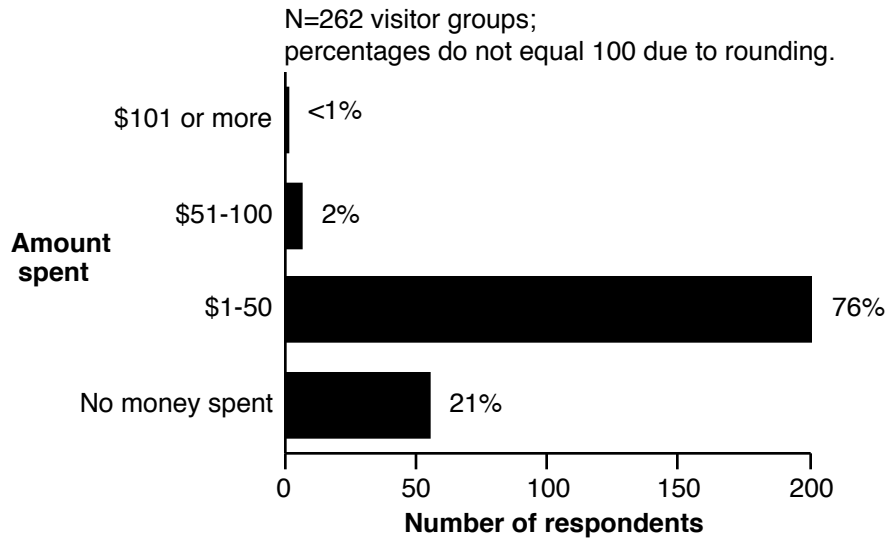
Figure 117: Total expenditures in park

N=262 visitor groups

All other purchases (47%)

Admissions, recreation, etc. (53%)
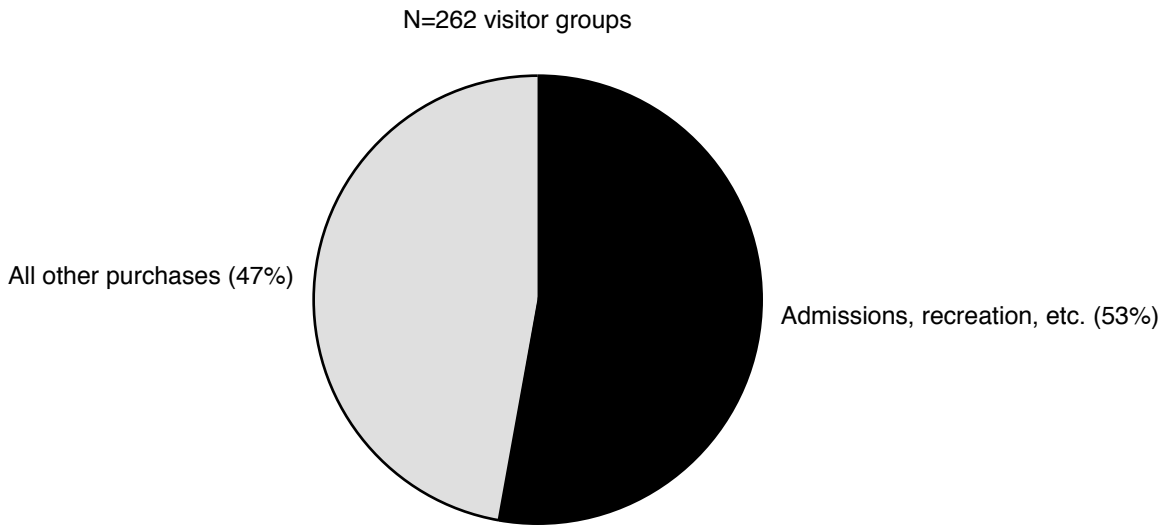
Figure 118: Proportions of expenditures by category in park

N=247 visitor groups
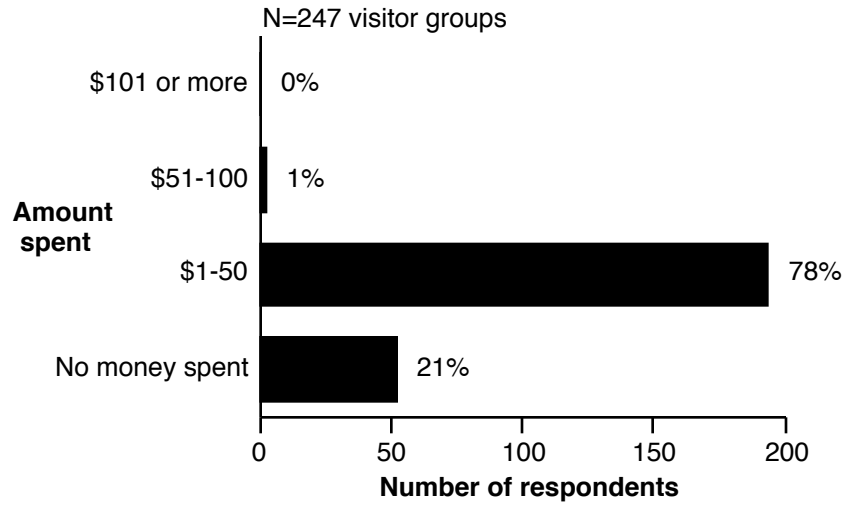
Figure 119: Expenditures for admissions, recreation and entertainment fees in park
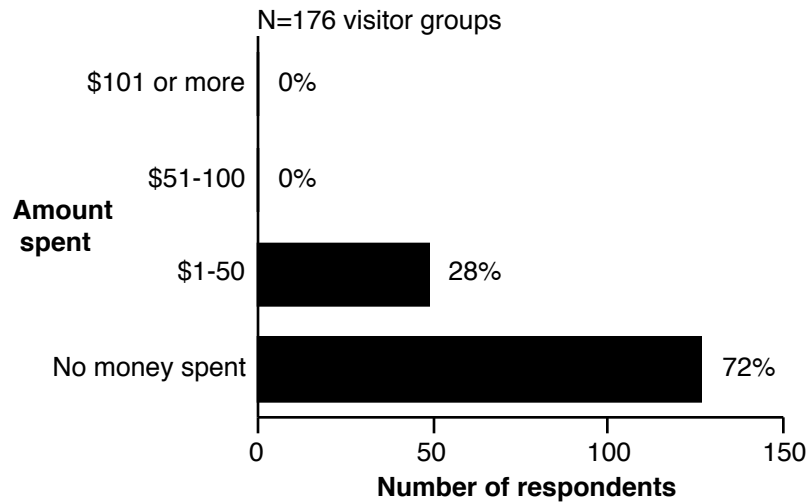
N=176 visitor groups

Figure 120: Expenditures for all other purchases in park

Total expenditures: Forty-three percent of visitor groups spent between $1 and $50 in total expenditures out of the park during this trip, while 20% spent $51 to 100 (see Figure 121).

The greatest proportions of money spent out of the park were for camping fees and charges (22%) and gas and oil (20%), as shown in Figure 122.

The average <u>visitor</u> <u>group</u> expenditure out of the park during this visit was $77. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $45. The average <u>per capita</u> expenditure was $30.

Hotels, motels, cabins, etc. out of the park: Most visitors (84%) spent no money, while 9% spent $51 to $100, as shown in Figure 123.

Camping fees and charges out of the park: Most visitor groups (55%) spent no money, while 28% spent $1 to $50 (see Figure 124).

Guide fees and charges out of the park: Most visitor groups (97%) spent no money (see Figure 125).

Restaurants and bars out of the park: Fifty-one percent of visitor groups spent no money, while 40% spent $1 to $50 (see Figure 126).

Groceries and take-out food out of the park: Over one-half of visitor groups (54%) spent $1-$50, while 37% spent no money (see Figure 127).

Gas and oil out of the park: Seventy-two percent of visitor groups spent from $1 to $50 out of the park (see Figure 128).

Other transportation expenses out of the park: Most visitor groups (95%) spent no money out of the park (see Figure 129).

Admissions, recreation, and entertainment fees out of park: Most visitor groups (77%) spent no out of the park, while 21% spent between $1 and $50 (see Figure 130).

Other purchases out of the park: Most visitor groups (79%) spent no money out of the park; 19% spent from $1 to $50 (see Figure 131).

Expenditures outside monument

N=348 visitor groups
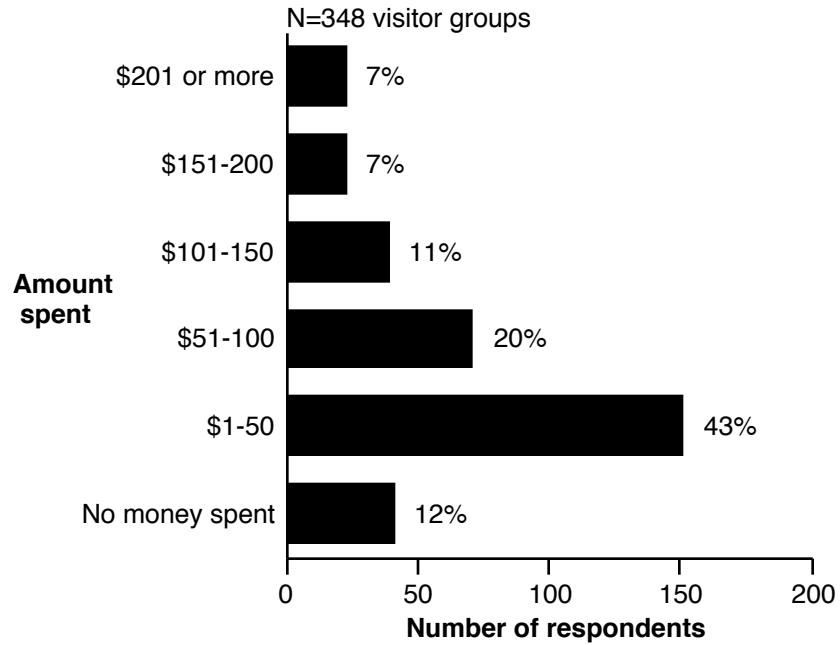
Figure 121: Total expenditures out of park

N=307 visitor groups;
percentages do not equal 100 due to rounding.
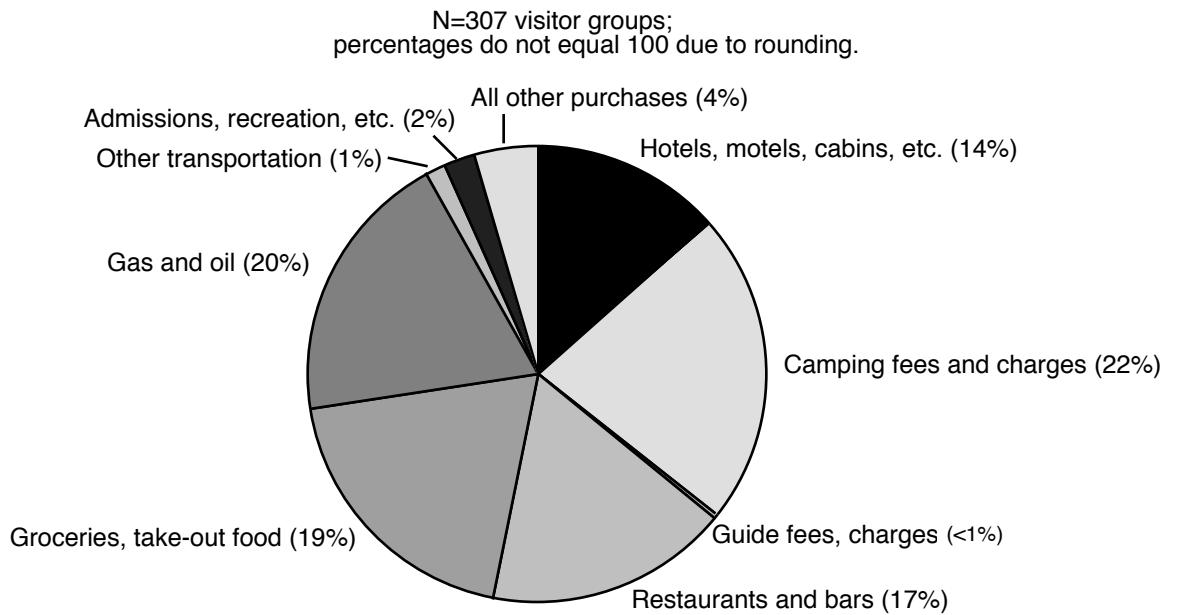
Figure 122: Proportion of expenditures by category out of park

N=208 visitor groups;
percentages do not equal 100 due to rounding.
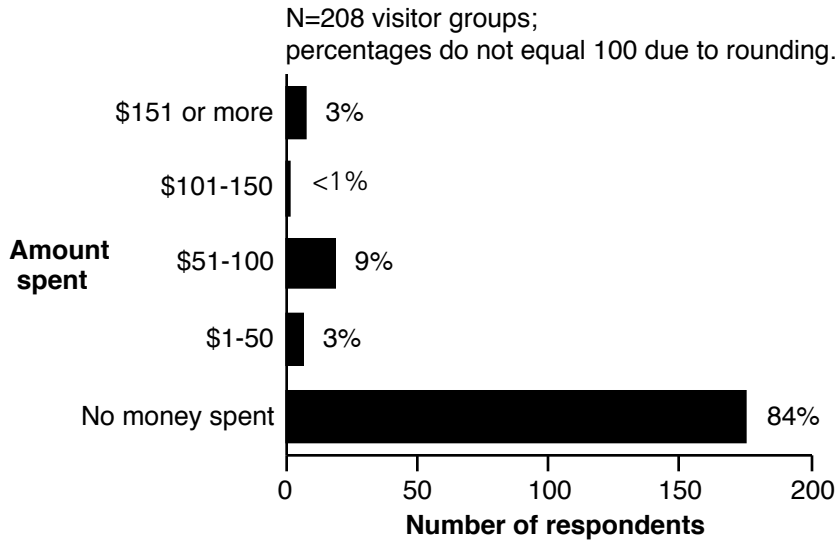
**Figure 123: Expenditures for hotels, motels, cabin, etc.
out of park**

N=246 visitor groups;
percentages do not equal 100 due to rounding.
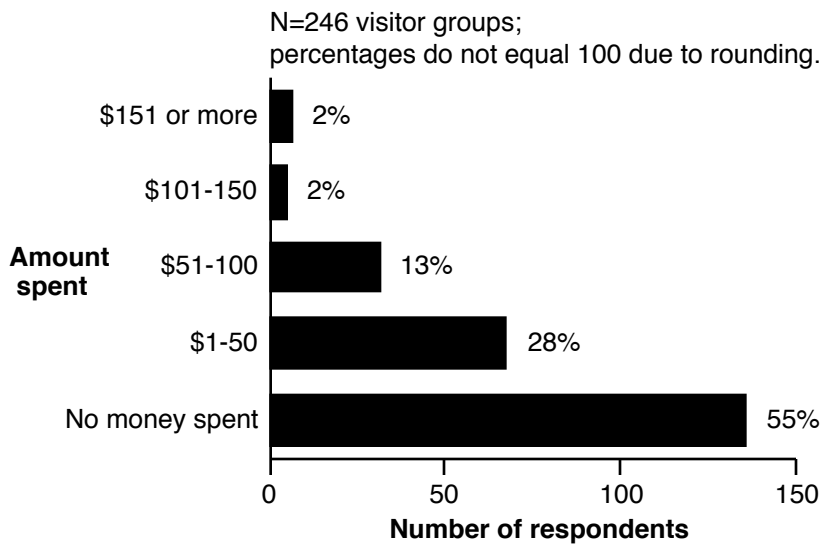
**Figure 124: Expenditures for camping fees and charges
out of park**

N=183 visitor groups

Amount spent

$151 or more	0%
$101-150	0%
$51-100	0%
$1-50	3%
No money spent	97%

Number of respondents
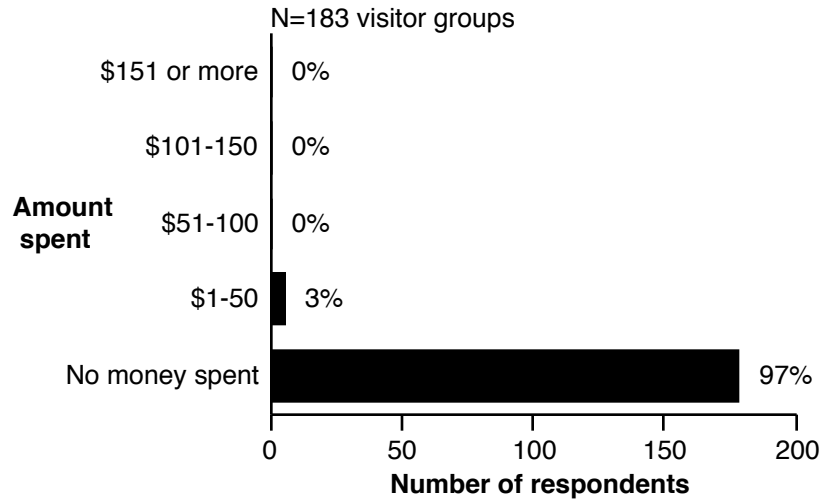
Figure 125: Expenditures for guide fees and charges out of park

N=250 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent

$151 or more	1%
$101-150	1%
$51-100	6%
$1-50	40%
No money spent	51%

Number of respondents
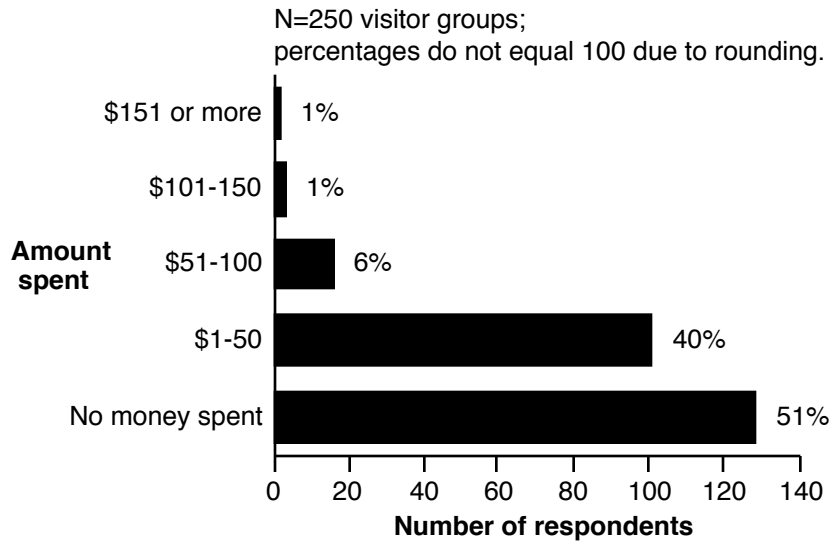
Figure 126: Expenditures for restaurants and bars out of park

N=268 visitor groups

Amount spent

$151 or more   1%
$101-150   1%
$51-100   7%
$1-50   54%
No money spent   37%

0   40   80   120   160
Number of respondents
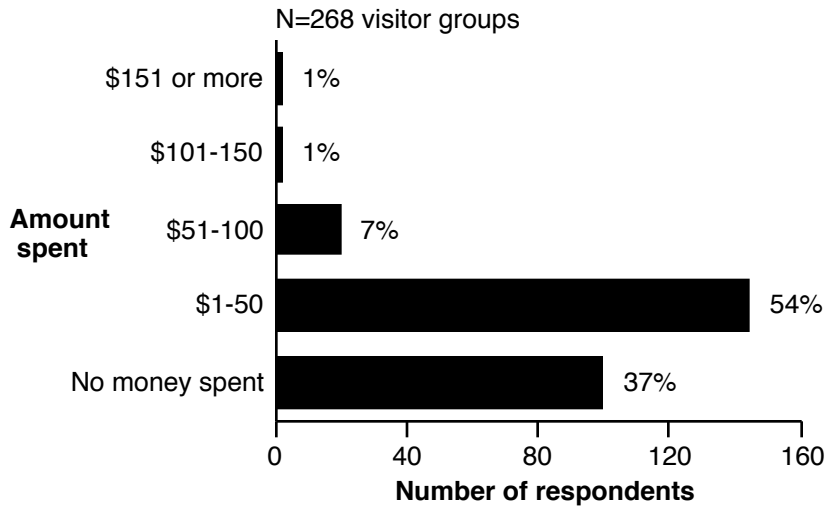
Figure 127: Expenditures for groceries and take-out food out of park

N=288 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent

$151-200   <1%
$101-150   <1%
$51-100   2%
$1-50   72%
No money spent   25%

0   70   140   210
Number of respondents
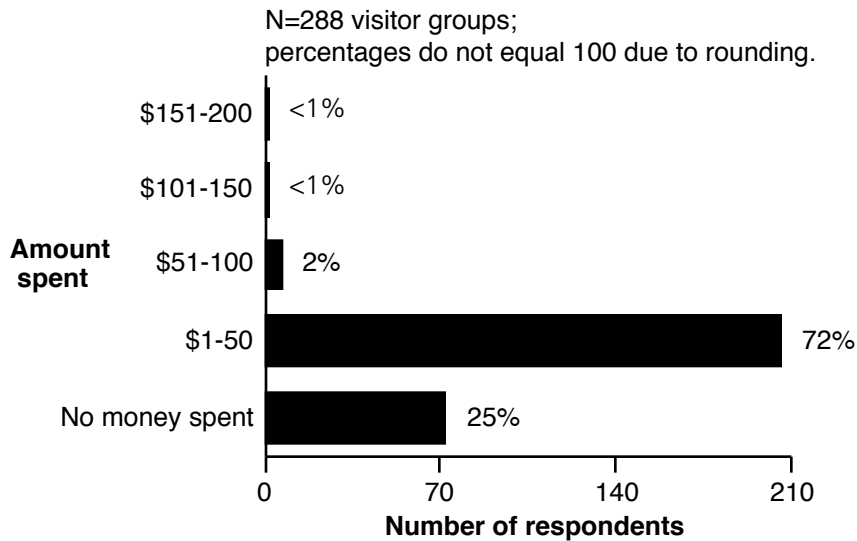
Figure 128: Expenditures for gas and oil out of park

N=182 visitor groups
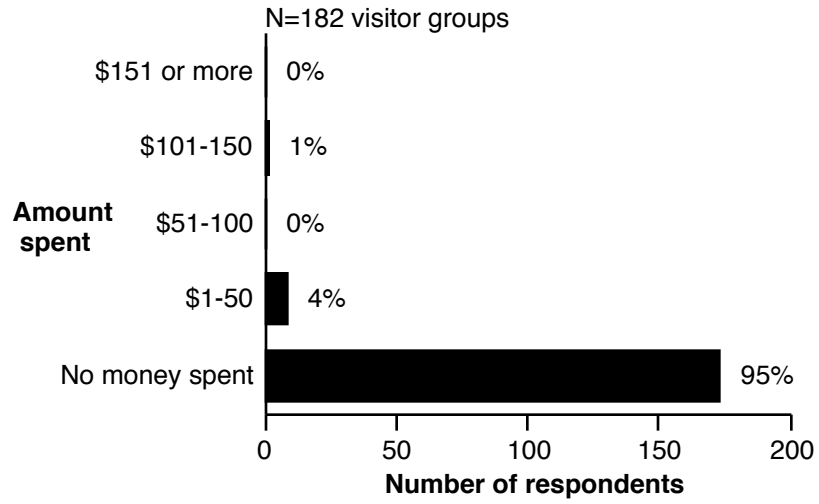
Figure 129: Expenditures for other transportation expenses out of park

N=182 visitor groups
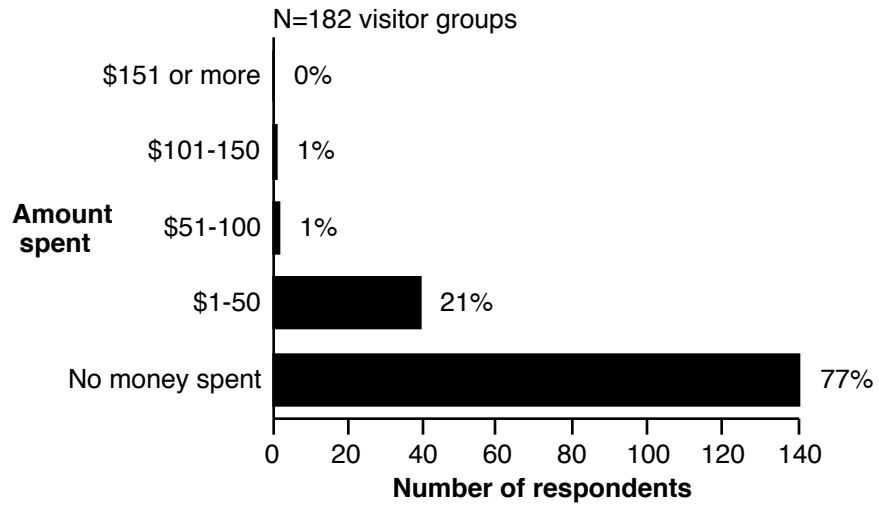
Figure 130: Expenditures for admissions, recreation, and entertainment fees out of park

N=191 visitor groups;
percentages do not equal 100 due to rounding.
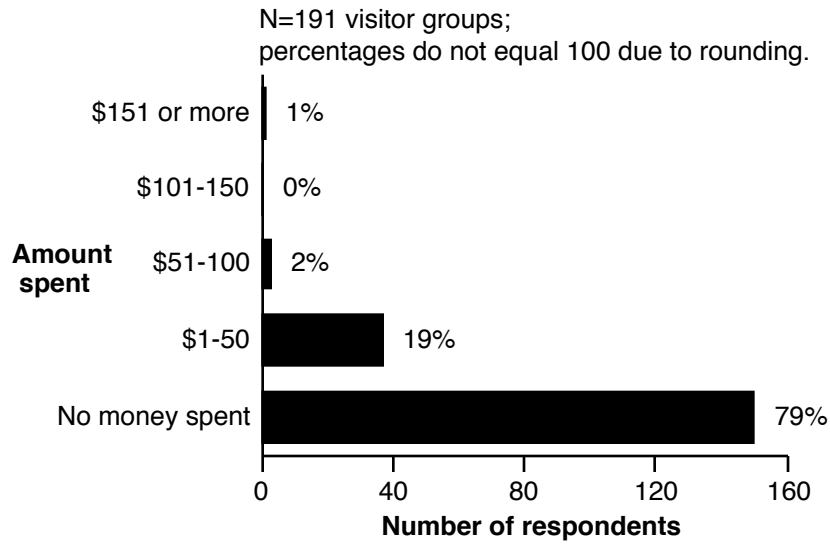
Figure 131: Expenditures for all other purchases out of park

Opinions about National Park Service mission at Pinnacles NM

Visitors were asked for their opinion about the National Park Service's mission at Pinnacles NM. Eight-five percent of visitor groups (N=335) responded, as shown in Table 16.

Table 16: Opinions about National Park Service mission at Pinnacles NM
N=696 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Keep park protected/preserved/conserved	137
Maintain park for public enjoyment	88
Provide access for recreation	82
Provide educational opportunity	79
Preserve natural resources	63
Balance between public uses and conservation	43
Maintain trails	30
To keep it safe for visitors	20
Preserve beauty of park	18
Preserve park for future generation	18
Preserve wildlife habitat	18
Protect environment	18
Maintain park facilities	16
Preserve native species	12
Provide necessary condition for climbing activities	8
Protect historical landmark	8
Provide hiking access to unique area	8
Preserve ecosystem	6
Provide interpretive information	6
Protect unique geology features	5
Preserve land	4
To keep it clean	3
Enforcement of established rules	2
Maximize profit	2
Other	2

Visitor groups were given the following information and asked to rank selected alternatives. "At some point in the future, vehicle congestion at Pinnacles NM may reach a point where the number of passenger vehicles must be limited. Please rank the following potential alternatives for limiting the number of vehicles." Figure 132 shows the proportions of visitors who ranked the alternatives as number one. Table 17 shows how each alternative was ranked. "Other" alternatives visitors suggested included providing additional parking, monorail/shuttle, a combination of alternatives, bike rentals, walk-ins and a number of other suggestions.

Preferred alternatives for limiting vehicle congestion

N=total number of respondents for each alternative.
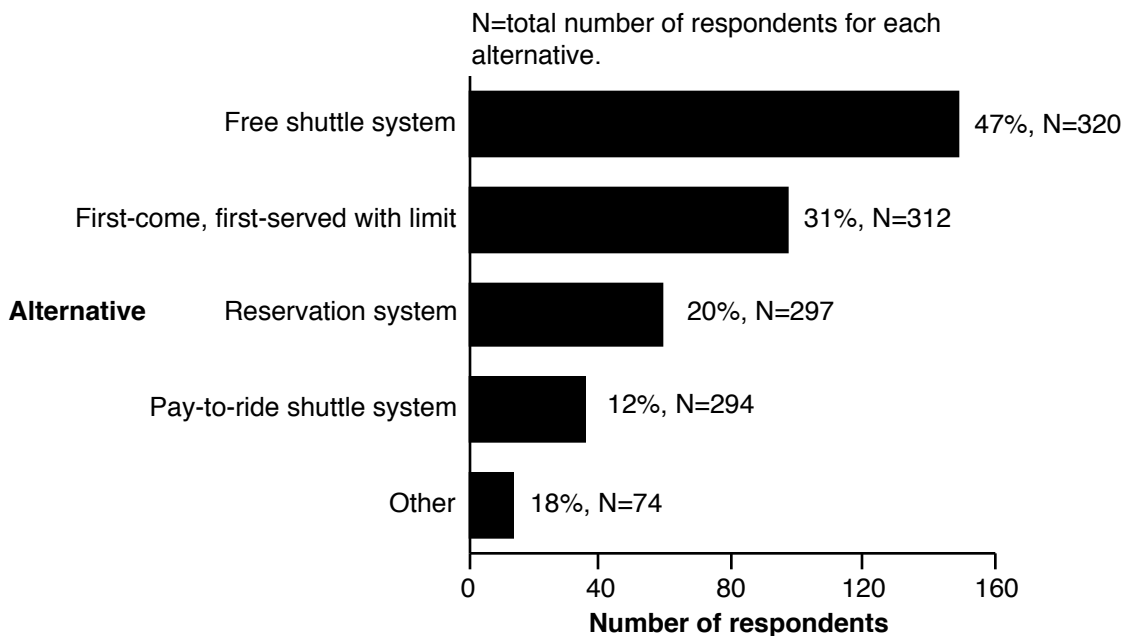
Figure 132: Alternatives ranked as number one to reduce vehicle congestion

Table 17: Preferences about alternatives to reduce vehicle congestion										
Alternative	Ranked #1		Ranked #2		Ranked #3		Ranked #4		Ranked #5	
	#	%	#	%	#	%	#	%	#	%
First-come, first-served, until daily limit is reached	97	31	56	18	51	16	88	28	20	6
Reservation system	59	20	56	19	86	29	78	26	18	6
Free shuttle system	149	47	96	30	51	16	15	5	9	3
Pay-to-ride shuttle system (modest fee charged)	36	12	90	31	78	27	77	26	13	4
Other	13	18	16	22	10	14	10	14	25	34

Visitor groups were asked what types of sales items they would like to have available in the Pinnacles NM bookstore sales areas on a future visit. Fifty-five percent of visitors said they were not interested in sales items. The remaining 51% of visitor groups responded that they were most interested in publications (59%), CDs/DVDs (17%) and videos (13%), as shown in Figure 133. "Other" sales items visitors described included additional publications, souvenirs, children's educational items, guidebooks, food, water, climbing lessons, film, and maps.

Bookstore future sales items preferred

N=149 visitor groups;
percentages do not equal 100 because
visitors could list more than one sales item.
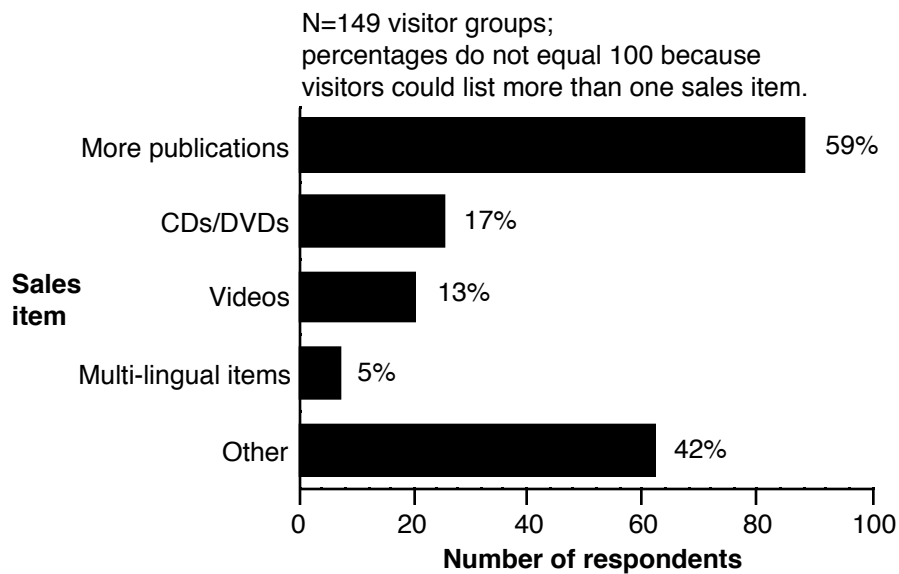
Figure 133: Preferred future bookstore sales items

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Pinnacles NM during this visit. Most visitor groups (91%) rated services as "very good" or "good" (see Figure 134). One percent of visitor groups rated the overall quality of services provided at Pinnacles NM as "very poor."

N=386 visitor groups

Rating	
Very good	59%
Good	32%
Average	7%
Poor	1%
Very poor	1%

Number of respondents
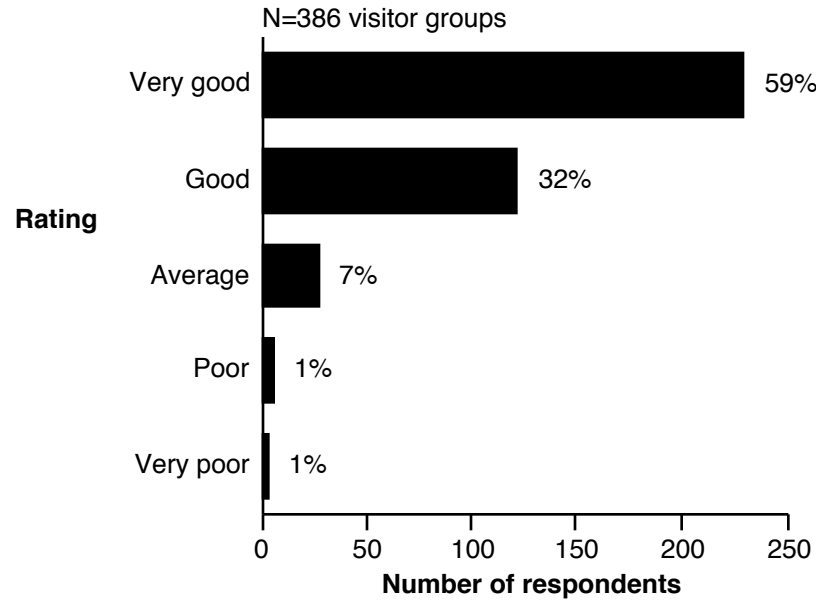
Figure 134: Overall quality of visitor services

Visitor groups were asked, "If you were a manager planning for the future of Pinnacles National Monument, what would you propose?" Sixty-seven percent of visitor groups (264 groups) responded to this question. A summary of their responses is listed below in Table 18 and complete copies of visitor responses are contained in the appendix.

Planning for the future

Table 18: Planning for the future
N=558 comments;
some visitors made more than one comment.

| Comment	Number of times mentioned
PERSONNEL	
Provide more staff	3
Continue to hire knowledgeable/courteous rangers	2
Provide better trained rangers	3
INTERPRETIVE SERVICES	
Educate visitors on natural history	10
Provide better trail maps, especially for caves	10
Promote/advertise park more	8
Provide more ranger-guided activities/programs	8
Educate visitors about litter/leave no trace policy	7
Offer rock climbing class/safety discussion	6
Provide more information on history	5
Educate visitors	5
Provide more information about entire park/area	5
Reprint nature trail brochure	4
Promote climbing	3
Offer guided tours through caves	3
Promote hiking	2
Educate visitors about safety	2
Offer guided camping tours	2
Put wildflowers on display	2
Need larger visitor center	2
Add signs on geology	2
Improve website	2
Sell more books in visitor center	2
Other comments	14
FACILITIES/MAINTENANCE	
Provide more parking	37
Provide shuttle	24
Add campground in park	22
Add more trails	16
Improve trail signs--mark more clearly	12
Maintain existing trails	9
Add peak season free shuttle	7
Add camping on west side of park	5
Add restrooms on trails	4
Provide shade for picnicking	3
Clean up litter	3

Table 18 Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Add trail maps on signs	3
Widen entrance road, add center stripe	3
Improve trail safety	3
Improve trail walking surface	3
Provide water along trails	2
Eliminate bright green fencing—use natural color	2
Maintain restrooms	2
Add swimming areas	2
Improve restrooms	2
Improve handicapped access	2
Provide brighter flashlights	2
Maintain water supply	2
Other comments	13
MANAGEMENT/POLICIES	
Open caves	12
Plan to restrict number of visitors in future	12
No more development in park	8
Restrict/control number of visitors	7
Limit number of vehicles	7
Use reservations on weekends	6
Increase entrance fee	6
Open campground on west side	5
Provide food/snack bar in park	4
Add backcountry campsites	4
Visitors were too loud—control noise level	4
Allow dogs on trails	3
Need earlier opening time (6 a.m.)	3
Allow walk-in only access to park	3
Long wait at entrance was unnecessary	3
Add bicycle trail	3
Keep climbing access	3
Enforce current regulations	3
Do not allow bicycles	3
Do not restrict access to park—allow everyone to visit	3
Park should be open 24 hours/day	2
Charge nominal fee for shuttle	2
Control noise level at picnic area	2
Eliminate vehicles in park	2
Do not encourage vehicles in park	2
Continue to allow hiking	2
Allow walk-in camping	2
Need less restrictive rules	2
Collect baseline data on natural resources	2
Other comments	14

Table 18 Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Keep park as it is	20
Protect/preserve it	16
Protect resources	13
Balance visitors/resources	12
Too crowded	6
Purchase more land—expand park	6
Eliminate feral pigs	5
Return native species	3
Remove exotic species	2
Other comments	3
GENERAL IMPRESSIONS	
Need souvenir shop/store	5
Good job	8
Enjoyed trails/hiking	3
Help private campground near entrance improve facilities	3
Private campground should prohibit loud noise (music, etc.)	2
Build lodges, hotels, restaurants nearby	2
Rent climbing gear/Keep climbing access	2
Other comments	18

**Comment
summary**

Fifty-nine percent of visitor groups (231 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Pinnacles NM are summarized below (see Table 19). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 19: Additional comments
N=365 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly/helpful	16
Rangers rude/unhelpful	7
Park staff not knowledgeable	5
Other comment	1
INTERPRETIVE SERVICES	
Need better way to disburse hiking information/trail conditions	9
Need better map	5
Offer more guided tours	4
Provide information about history	2
Other comment	1
FACILITIES & MAINTENANCE	
Trails well maintained, clean	21
Improve trail signs	14
Park well maintained	7
Restrooms clean	3
Need more parking	3
Encountered parking problems	3
Provide more picnic tables	2
Need campground in park	2
Improve trail maintenance	2
Other comments	2
MANAGEMENT/POLICY	
National Park Service does good job	10
Need campground in park	9
Open Bear Gulch caves	5
Need to explain why visitors have to wait	4
Keep it as it is	4
Do not understand why visitors prohibited when parking is available	3
Too much law enforcement reduces visitor enjoyment	3
Expand park	3
Park should open earlier for hiking	2
RESOURCE MANAGEMENT	
Too crowded	10
Prefer shuttle to limiting entries	7
Continue to limit number of visitors	3

Table 19 Additional comments (continued)

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	65
Beautiful	51
Love/enjoy park	19
Plan to return	15
Excellent hiking	14
Enjoyed caves	7
Enjoyed climbing	6
Like isolation of park	5
Wonderful place for family	5
Visit too short	4
Other visitors too noisy	4
Nearby campground is bad	2
Other comment	1

Pinnacles National Monument Visitor Study
Additional Analysis
VSP Report 133

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

• Awareness that monument is NPS unit	• Quality of information services/facilities	• Rock climb on this visit?
• Sources of information prior to visit	* Use of visitor services/facilities	• Observe rock climbing?
• Sources of information for past visits	• Importance of visitor services/ facilities	• Enjoy watching rock climbing?
• Primary reason for visiting Pinnacles NM/Salinas Valley/ Hollister area	• Quality of visitor services/ facilities	• Areas climbed on this visit
• Length of stay	• Group type	• Areas climbed on past visits
• First arrival time	• Guided tour group	• Admissions/recreation/entertain- ment fees expenditures in park
• Last departure time	• School/educational group	• All other purchases in park
• Day of week of first arrival	• Group size	• Hotel, motel expenditures out of park
• Number of entries into monument	• Age	• Camping fees/charges expenditures out of park
• Activities on this visit	• Zip code/state of residence	• Guide fees and charges expenditures out of park
• Likely activities on future visits	• Country of residence (other than U.S.)	• Restaurants and bars expenditures out of park
• Hike on this visit?	• Number of visits past 12 months	• Groceries and take-out food expenditures out of park
• Places visited on this visit	• Number of visits 2-5 years ago	• Gas and oil expenditures in park
• Places visited on past visits	• English primary language spoken and read?	• Other transportation expenditures out of park
• Stay overnight in Pinnacles NM/ Salinas Valley/Hollister area?	• Want more park information in primary language?	• Admissions/recreation/ entertainment fee expenditures out of park
• Number of nights in Pinnacles Campground, Inc.	• Spanish, Hispanic, Latino ethnicity	• All other purchases out of park
• Number of nights in Salinas Valley/Hollister area	• Race	• Number of adults covered by expenses
• Type of lodging used	• Type of disability/impairment	• Number of children covered by expenses
• Anything unable to see or do?	• Access problems because of disability/impairment?	• Preferred bookstore sales items

• Use of information services/ facilities	• Preferred alternative to limit number of vehicles in monument (ranking)	• Overall quality of services
• Importance of information services/facilities	• Importance of elements/ qualities	

Phone/send requests to:

Visitor Services Project, CPSU   Phone: 208-885-7863
College of Natural Resources   FAX: 208-885-4261
Resource Recreation and Tourism   Email: littlej@uidaho.edu
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

QUESTIONNAIRES

English and Spanish translation

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)

1997

92. Great Smoky Mountains National Park (summer & fall)
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park (AK)
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site (Puerto Rico)
111. Saint Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park & Preserve
116. Lassen Volcanic National Park
117. Cumberland Gap National Historic Park (fall)

2000

118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001

125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002

131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit website http://www.nps.gov/socialscience/waso/products.htm.