



2022 Socioeconomic Research of Pinnacles National Park

Report on 2022 Data Collection (Revised)



Sunset illuminates the rocky spires of Pinnacles High Peaks.

NPS

2022 Socioeconomic Research of Pinnacles National Park: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/490

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Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S.; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Pinnacles National Park (Pinnacles) was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Pinnacles and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are intended to assist park managers in understanding current utilization and perceptions of park resources, operations and potential issues, as well as to facilitate communication and decision-making processes within the park and between the park and its local partners and stakeholders.

The revised version of this report corrects a previous error identified in Figure 8 and includes minor editorial, formatting, and accessibility updates. No substantive changes have been made to the findings or conclusions presented in the original 2022 report.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, NPS Next emphases, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Pinnacles National Park (Pinnacles) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program designed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ are intended to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Pinnacles National Park, what they do during their visit, and their spending profile. The results of the study are intended to assist Pinnacles National Park managers in understanding current utilization and perceptions of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, Inc., and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.



Close-up of a California condor.

NPS

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

1. An on-site intercept survey conducted via tablet, and
2. A follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Pinnacles local area map is shown in Figure 1. The local area around Pinnacles consists of San Benito, Monterey, and Santa Clara counties in California. Within Pinnacles, the study area stretched across five major locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

Table 1. Information about sampling locations in Pinnacles.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Visitor Center	232	29.5%	Campground and Store, Bench Trail, Restrooms, Picnic Area
Bear Gulch	207	26.3%	Access to popular trails from East Entrance, Nature Center, Restrooms, Picnic Area
Chapparal Parking	183	23.3%	Trail access from West Entrance, Restrooms, Picnic Area
Jawbone Parking	24	3.0%	Trail access from West Entrance, overflow parking for Chapparal
West Visitor Contact Station	141	17.9%	Restrooms, Information, Trail access

The intercept sampling was conducted during the period of March 19th to 28th, 2022. A sample of visitors was intercepted while visiting Pinnacles across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Pinnacles (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Pinnacles employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see Non-Response Bias Analysis section). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

1. Complete refusal, refusing to answer any questions, including non-response bias questions;
2. Partial refusal, answering non-response questions but nothing further;
3. Complete intercept, but refuse to take follow-up;
4. Complete intercept and take follow-up.

Table 2. Response outcomes—Pinnacles intercept Survey.

Outcome	Total
Eligible visitors contacted	926
Complete refusals	48
Partial refusals (non-response questions completed)	91
Intercept surveys completed	787
Follow-up surveys distributed	539
Intercept response rate	85.0%
Follow-up acceptance rate	68.5%

During the sampling period, five surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Pinnacles. Each surveyor worked nine 7-hour days (six hours data collection and one-hour lunch break) and rotated between several sites. Each surveyor had one day off during the 10-day sampling window.

Mail-Back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Pinnacles. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2022). Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their on-site tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate—Pinnacles follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	539
Valid follow-up surveys completed	258
Response rate	47.9%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the on-site intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 85.0%, concern over intercept non-response is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Table 4. Non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Pinnacles?” Note: p-value = 0.027.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	48	18.6%	136	25.7%
No	210	81.4%	393	74.3%

Table 5. Non-response bias question: “Do you currently live in the United States?” Note: p-value not computed due to low cell counts in “No” category.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	256	99.2%	518	97.9%
No	2	0.8%	11	2.1%

Table 6. Non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Pinnacles and/or within the local area?” Note: p-value = 0.0002.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	171	66.3%	293	52.4%
No	87	33.7%	266	47.6%

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. Using a p-value of 0.05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) Permanent/seasonal residency, and 2) overnight visitation. Therefore, permanent/seasonal residents and day visitors are not as well represented in the full responses as desired.



Balconies Cave at Pinnacles National Park.
NPS

Results

Intercept Survey Results

The following section provides results of the 787 visitor intercept surveys conducted in Pinnacles National Park from March 19th to 28th, 2022. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Pinnacles. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this suite of questions.

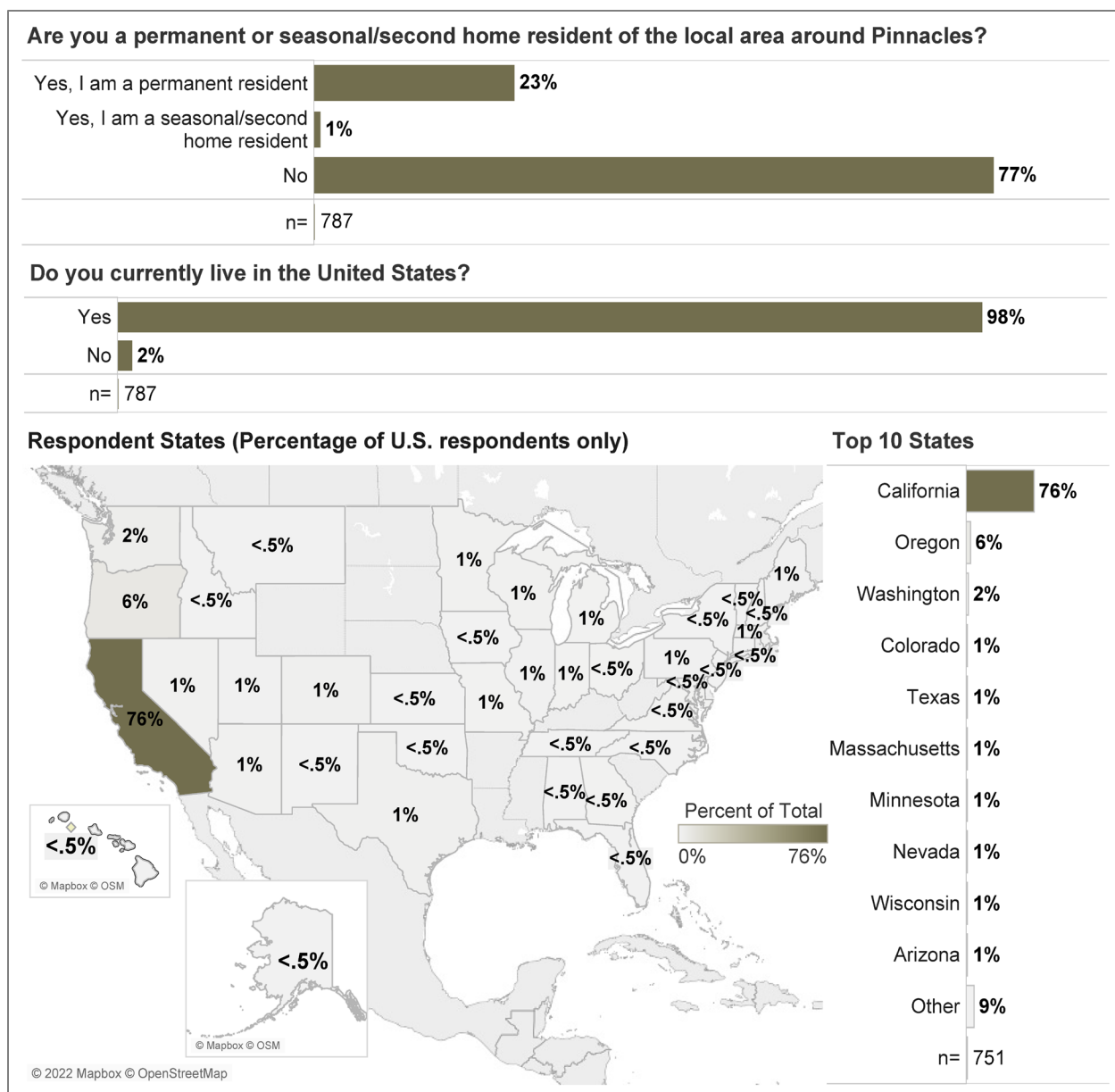


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Pinnacles.

NPS

- Just under a quarter of respondents (a combined 24%) stated that they were either permanent or seasonal residents of the local area around Pinnacles.
- There was a large geographic concentration of visitors from California (where Pinnacles is located).
- Among the 98% of respondents currently residing in the U.S., 76% reside in California, followed distantly by Oregon (6%) and Washington (2%).

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

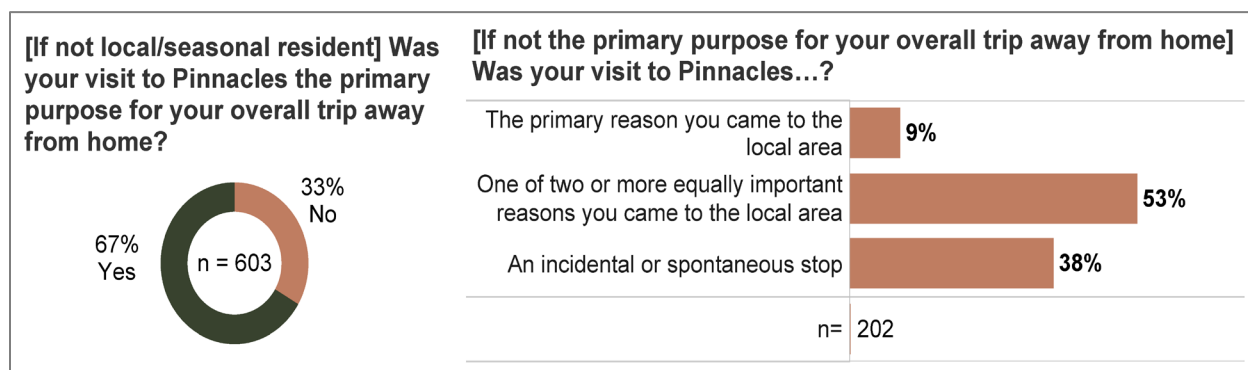


Figure 3. Role of Pinnacles in overall trip purpose.

NPS

- For about a third of non-local respondents (33%), visiting Pinnacles was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Pinnacles was not their primary trip purpose, 53% stated that their visit to Pinnacles was one of two or more equally important reasons they visited the local area, while another 38% indicated that it was an incidental or spontaneous stop for them.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Pinnacles, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

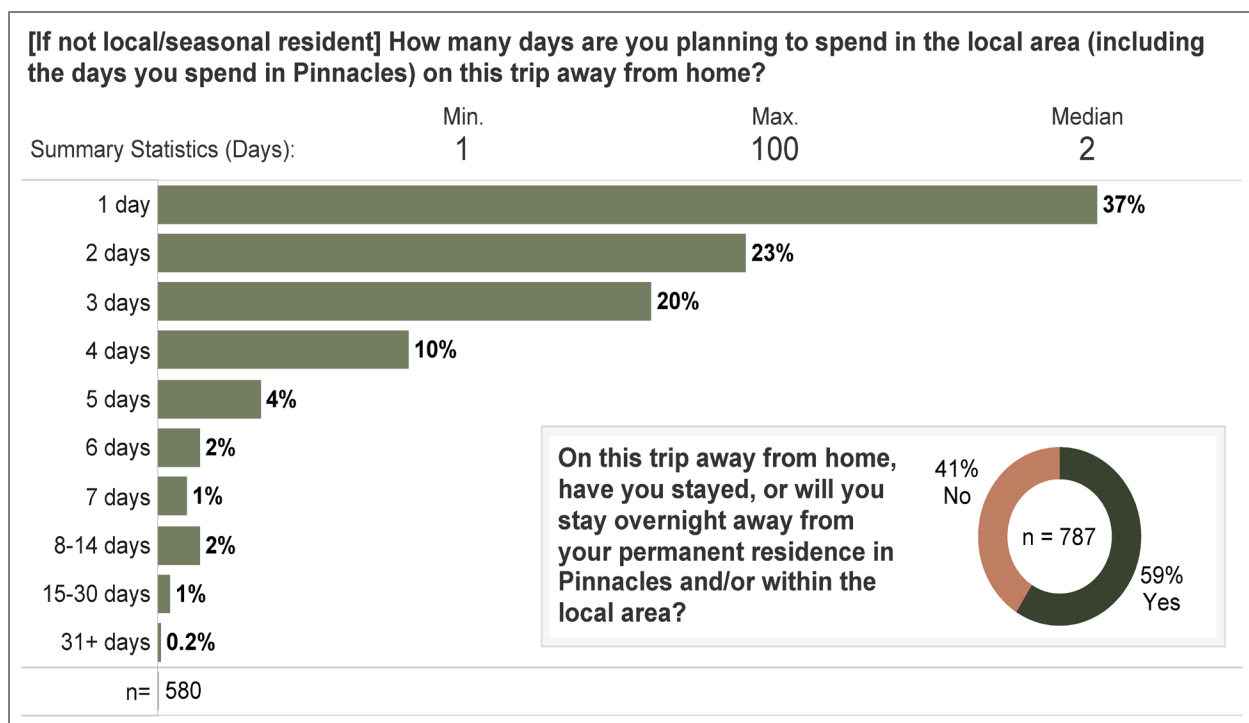


Figure 4. Time spent in the local area around Pinnacles.

NPS

- Over a third of non-local respondents (37%) spent one day in the local area, while 23% spent 2 days, and 20% spent 3 days. The median length of stay was 2 days.
- Additionally, over half of all respondents (59%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

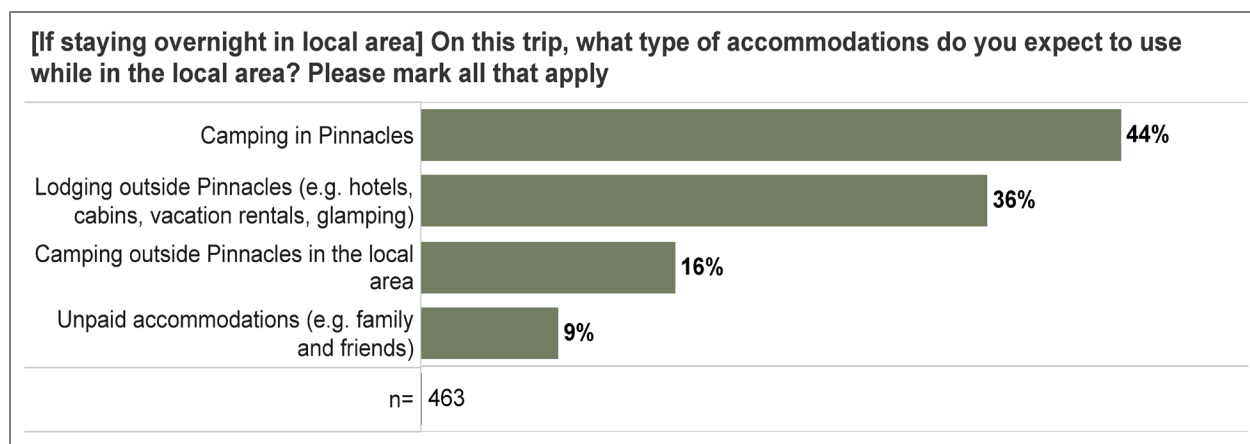


Figure 5. Accommodation types used in the local area around Pinnacles.

NPS

- Almost half of overnight respondents (44%) camped in a campground in Pinnacles.
- This was followed by lodging outside Pinnacles in the local area (36%), and camping outside the park in the local area (16%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

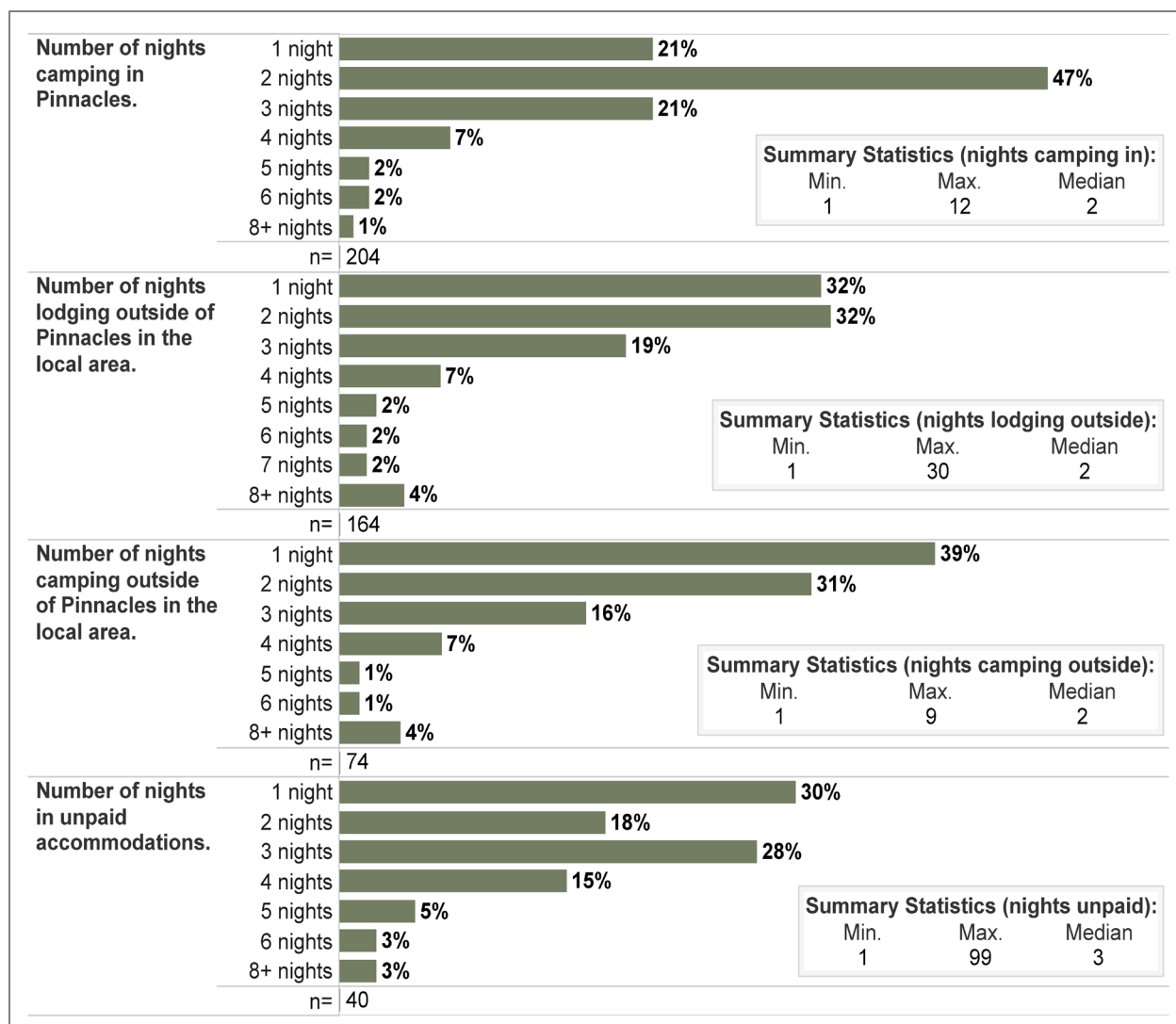


Figure 6. Number of nights spent in the local area around Pinnacles, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 7](#).

NPS

- Among the 44% of overnight respondents who camped in Pinnacles (per Figure 5), median length of stay was 2 nights. About two-thirds (68%) of campers were staying 2 nights or fewer camping in the park this trip; 89% spent 3 nights or fewer.
- Among the 36% of overnight respondents who lodged outside of Pinnacles in the local area (per Figure 5), median length of stay was 2 nights. Just under two-thirds (64%) lodged 2 nights or fewer in the local area this trip; 83% spent 3 nights or fewer.
- Among the 16% of overnight respondents who camped outside of Pinnacles (per Figure 5), median length of stay was 2 nights, though the plurality (39%) stayed just 1 night.
- Among the 9% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was highest, at 3 nights. There was much broader

spread in length of overnight stay among those staying in unpaid accommodations than those in paid options.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Pinnacles (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

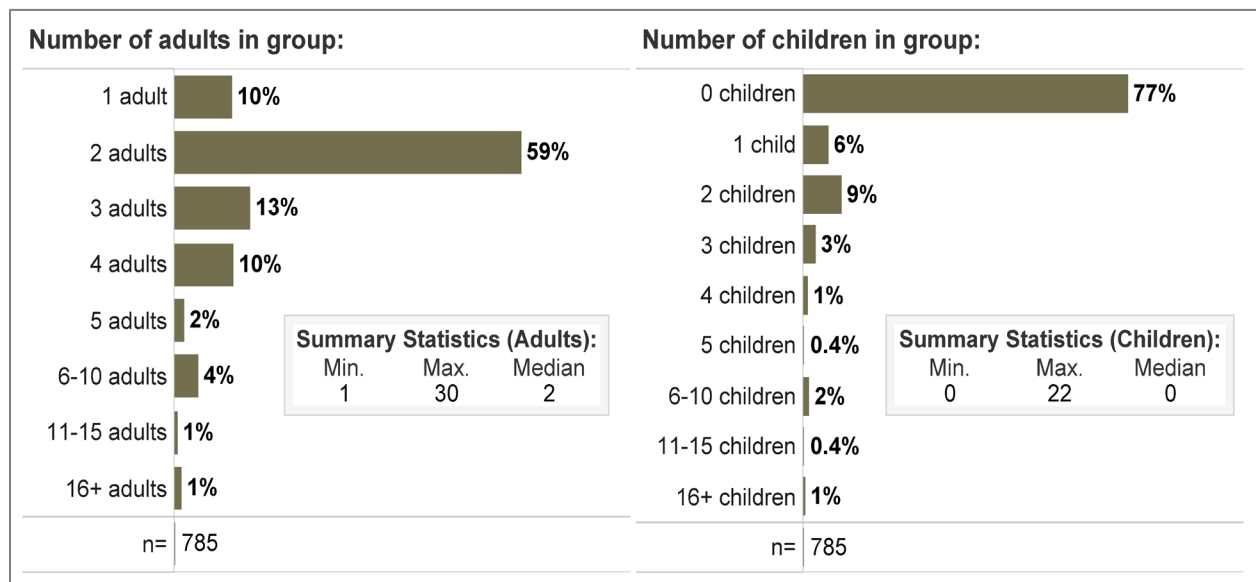


Figure 7. Number of adults and children in respondent's personal group while visiting Pinnacles. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- The median number of adults per group was 2. Most groups (59%) included 2 adults.
- Most groups (77%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8).

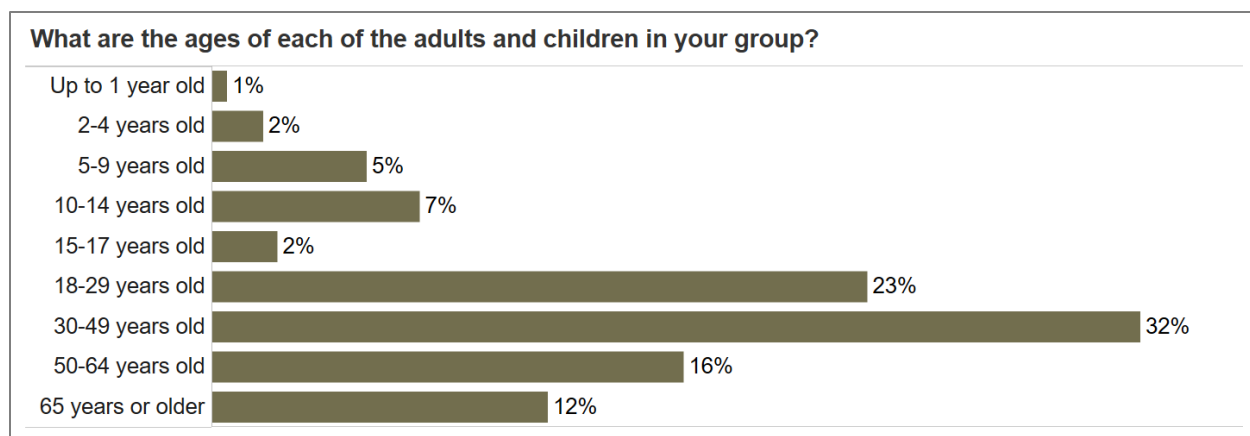


Figure 8. Age distribution of all members of respondent's personal group while visiting Pinnacles.
NPS

- The most common age of the adults and children in a personal group was 30–49 years old (32%), followed by 18–29 years old (23%), and 50–64 years old (16%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of 17% of group members.

Questions 13–16: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Pinnacles for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9).

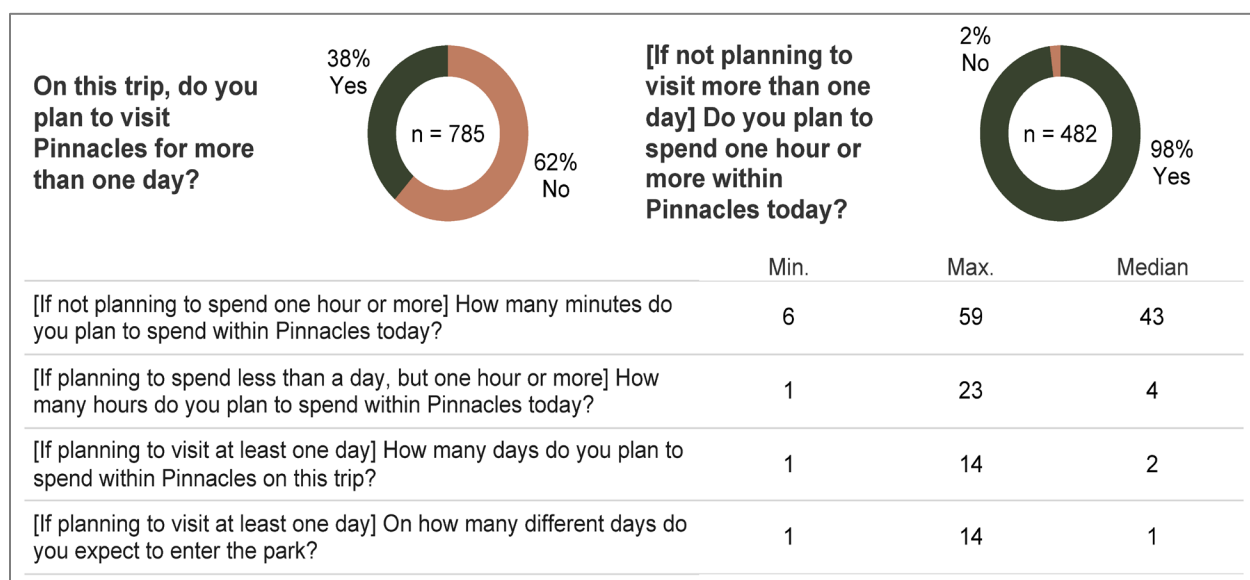


Figure 9. Duration of the respondent's trip to Pinnacles. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- While visiting Pinnacles, most visitors (62%) did not plan to spend more than one day in the park.
- Among the 62% of visitors who did not spend more than a day in Pinnacles, nearly all (98%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 4 hours.
- The remaining 38% of visitors planned to visit for more than one day; among those visitors, the median length of stay was two days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was one day.

Next, respondents were asked to indicate the most recent entrance they used to enter Pinnacles (Figure 10).

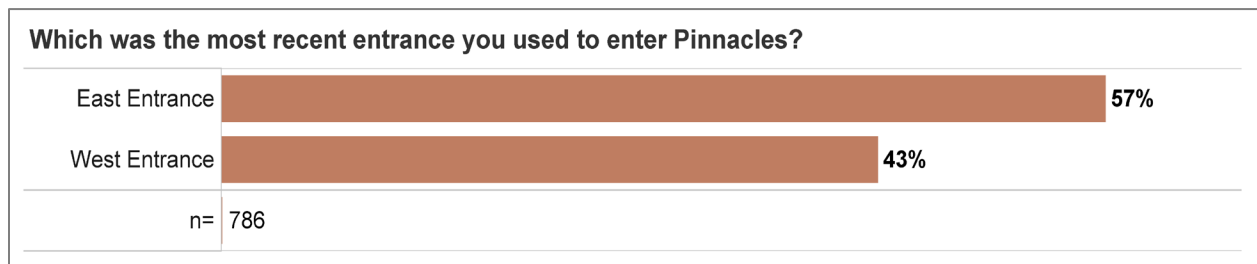


Figure 10. Most recent entrance used to enter Pinnacles.

NPS

- The East Entrance was the most commonly used entrance to Pinnacles (57% of respondents, versus 43% of respondents who used the West Entrance).
- Because no roads cross from the east to the west side of the park, the most recent entrance used was directly impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Pinnacles and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

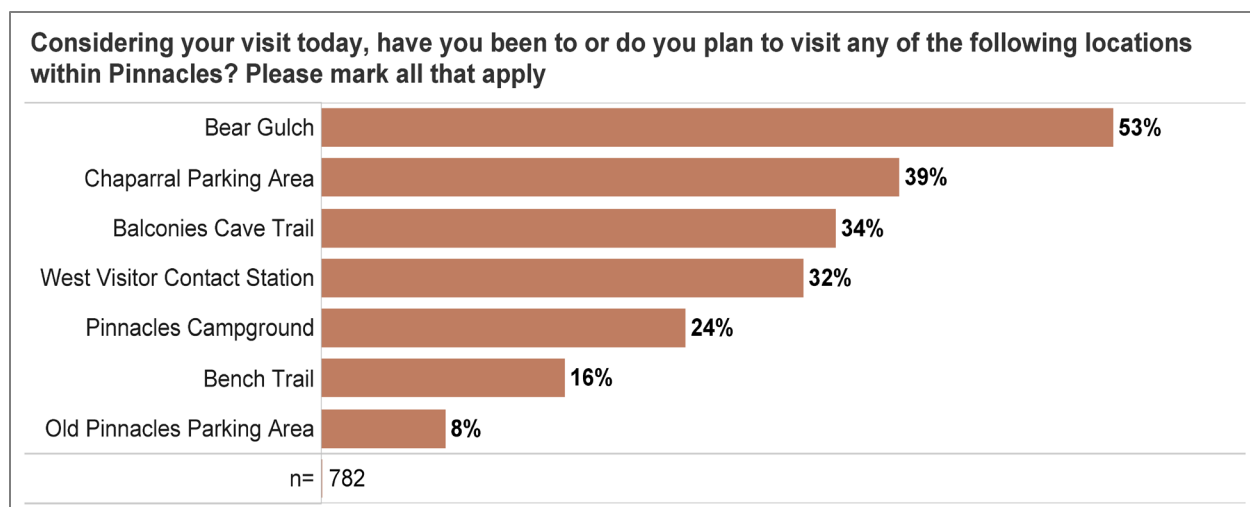


Figure 11. Park locations visited during the most recent trip to Pinnacles.

NPS

- The most commonly visited location in Pinnacles was Bear Gulch (53% of respondents had either been there or planned to visit it on their trip), followed by Chaparral Parking Area (39%) and Balconies Cave Trail (34%).
- Old Pinnacles Parking area was the least-visited location from the list provided, with only 8% of respondents reporting having visited.

Question 17: Transportation

Visitors were asked about the form of transportation they used to enter Pinnacles on the day they were surveyed (Figure 12).

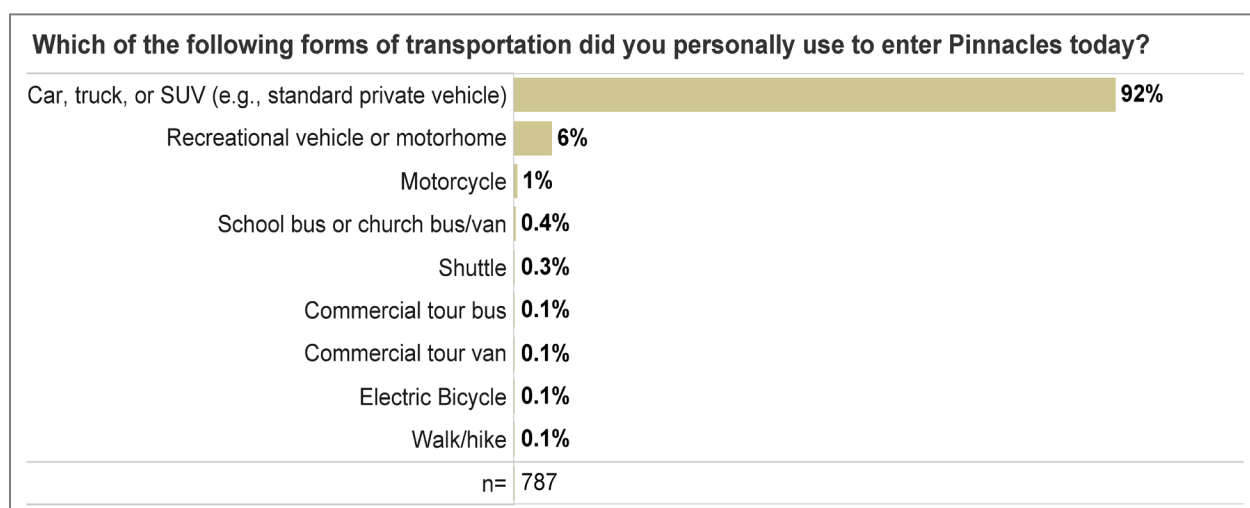


Figure 12. Form of transportation used to enter Pinnacles on the day of the survey.

NPS

- The majority of respondents (92%) reported that they used their car, truck, or SUV to enter Pinnacles on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (6%), and motorcycles (1%).

If respondents defined their mode of transportation as a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 13).

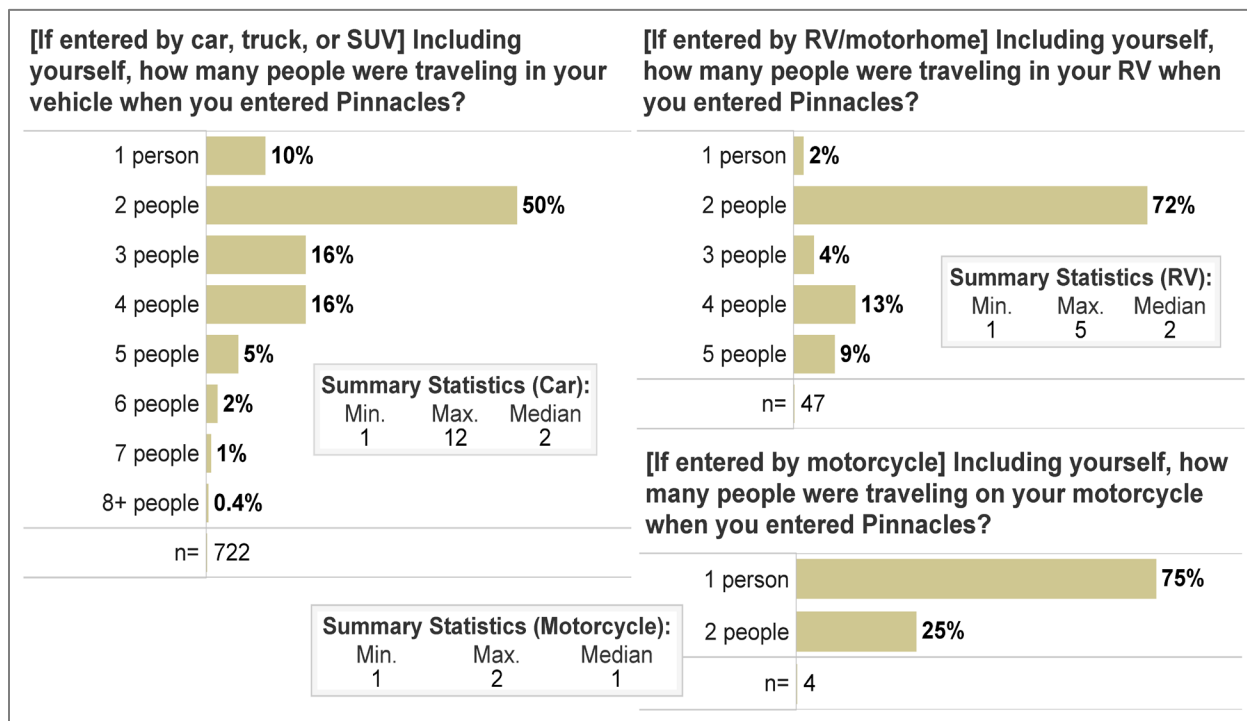


Figure 13. Number of people in respondent's vehicle when entering Pinnacles. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Half of respondents traveling by car reported two people. The next common group size was three or four people (16% each), followed by one person (10%).
- The majority of respondents entering Pinnacles by RV/motorhome reported traveling in a group of two people (72%), followed by four people (13%) or five people (9%).
- Most motorcyclists (75%) were traveling on their own (caution: low sample size).

Question 19: Previous Visits to Pinnacles

Respondents were asked if they were first time visitors to Pinnacles. Repeat visitors were then asked how many visits they have made to Pinnacles in the last 12 months and the last five years (Figure 14).

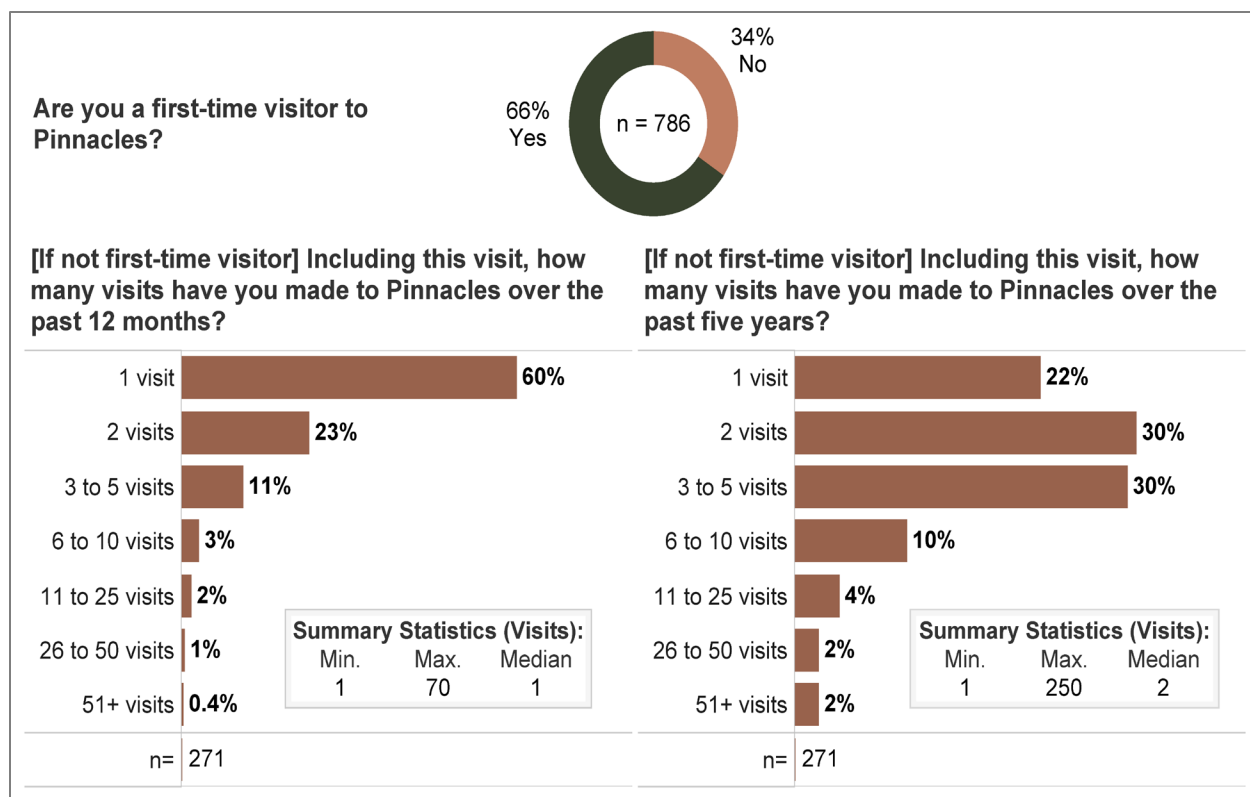


Figure 14. Previous visits to Pinnacles. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Most respondents (66%) were on their first ever trip to Pinnacles.
- Among the 34% of respondents who were repeat visitors, the majority (60%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, the majority of repeat visitors (78%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 8% of repeat visitors had made more than 10 visits in the past five years.

Question 20: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 15).

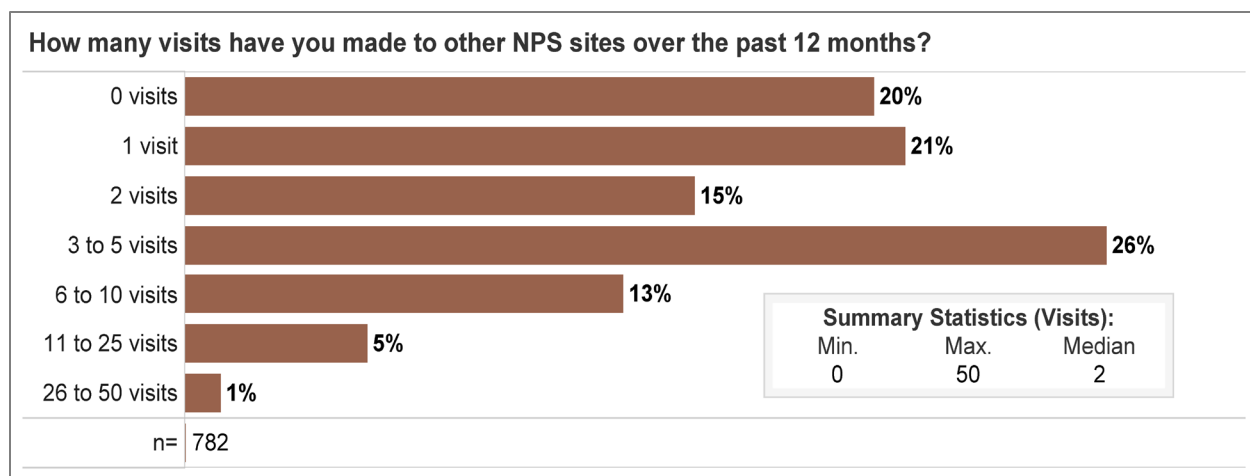


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- Most respondents (80%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was 2, though a combined 45% had made 3 or more visits in the past year.



Clouds over the High Peaks at Pinnacles National Park.

NPS / CINDY MARTINEZ

Follow-Up Survey Results

The following section provides results of the 258 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Pinnacles National Park in spring of 2022. Again, categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Pinnacles

First, respondents were asked what sources they used to obtain information about Pinnacles prior to their trip, and whether they had the information they needed on their trip (Figure 16).

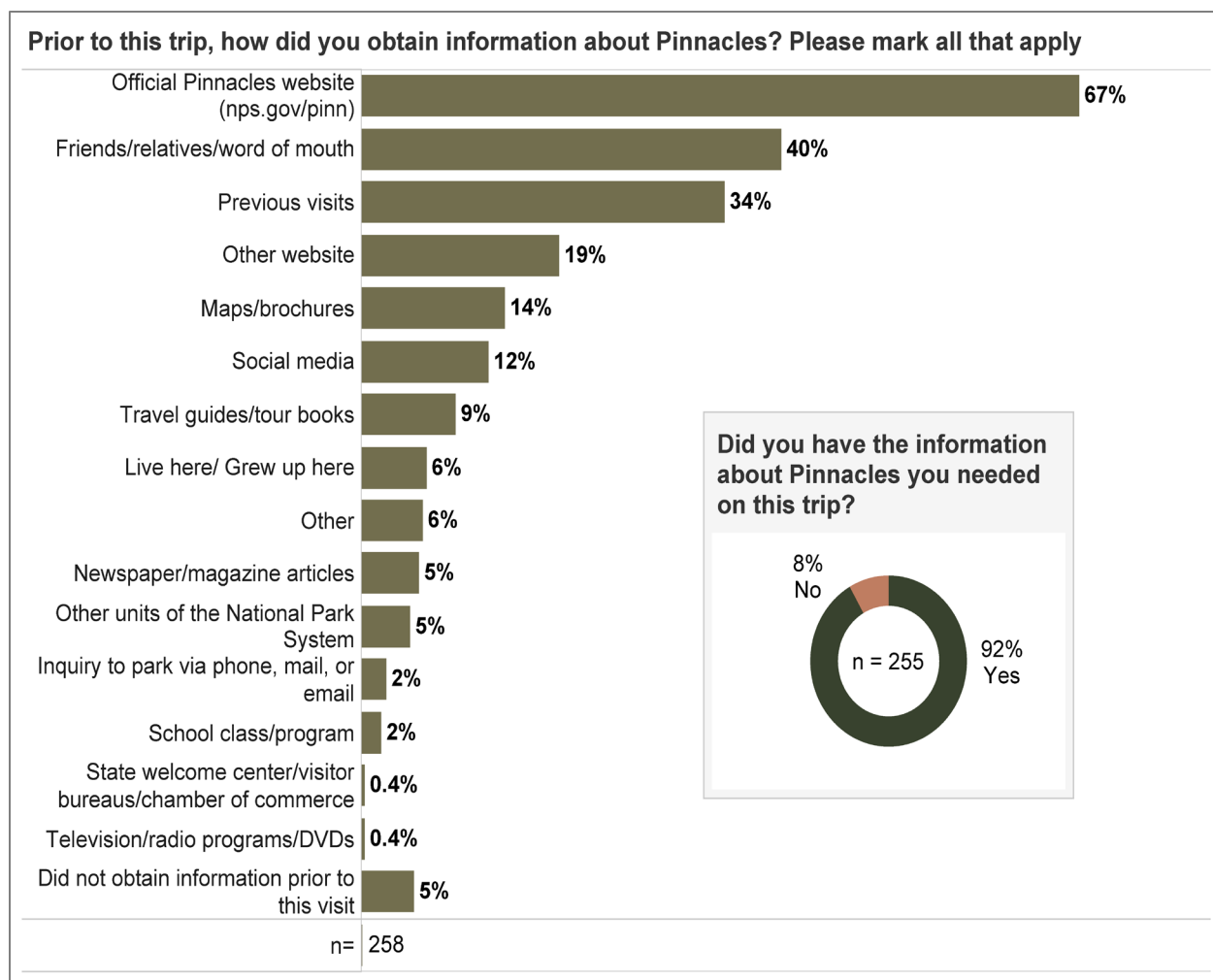


Figure 16. Sources used to obtain information about Pinnacles prior to the trip.

NPS

- The most commonly used resource was the official Pinnacles website, with 67% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (40%), followed by previous visits (34%), other websites (19%), and maps/brochures (14%).
- In a follow-up question, 92% of respondents said that they had the information about Pinnacles that they needed on their trip, while 8% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Pinnacles on their trip (Figure 17).



Figure 17. Forms of transportation used to travel from home to Pinnacles on the recent trip.

NPS

- Nearly all respondents (94%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Pinnacles.
- The second most common mode of travel was an airplane (12%), followed by an RV or motorhome (11%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Pinnacles on the day of the survey (Figure 18).

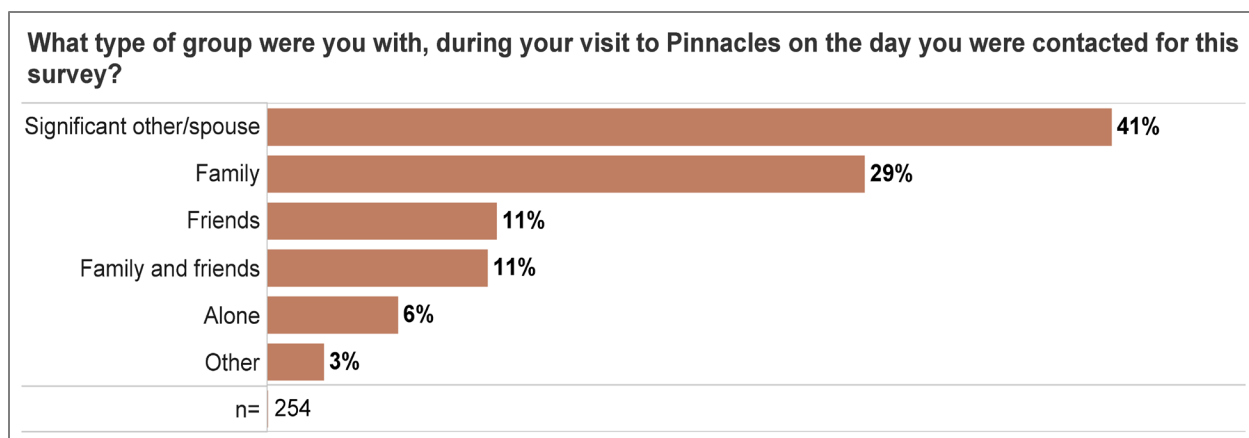


Figure 18. Travel party composition during Pinnacles visit.

NPS

- Just over four in ten respondents (41%) visited Pinnacles with their significant other or spouse on the day of the survey.
- About a third of respondents (29%) explored Pinnacles with their family, and another 11% visited the park with their friends.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Pinnacles (Figure 19).

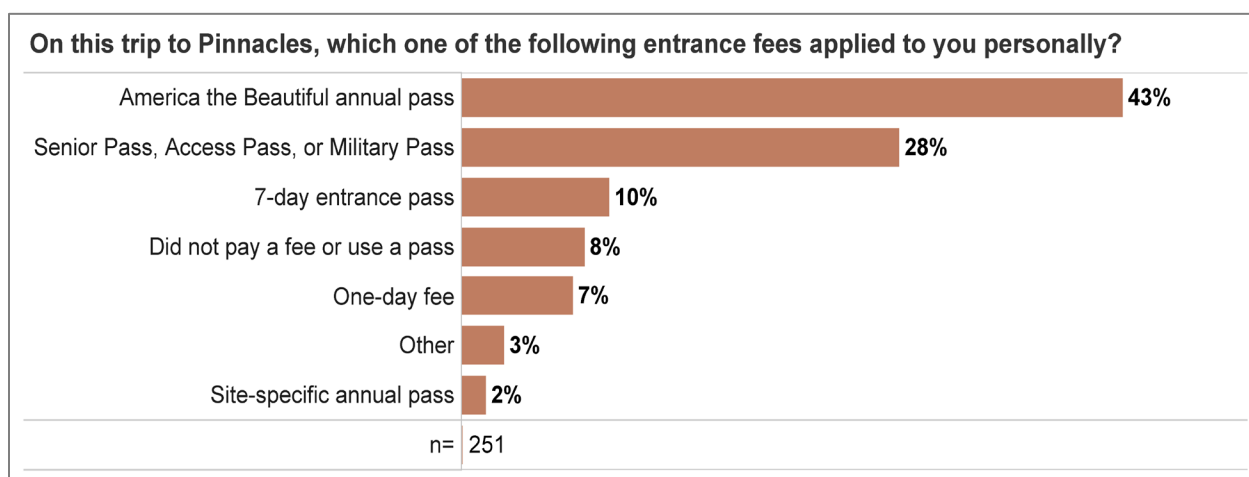


Figure 19. Entrance fees to enter Pinnacles on the most recent trip.

NPS

- Almost half of respondents (43%) reported using an America the Beautiful annual pass, and another 28% entered using a Senior Pass, Access Pass, or Military Pass.
- About 19% of respondents entered using a Pinnacles-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

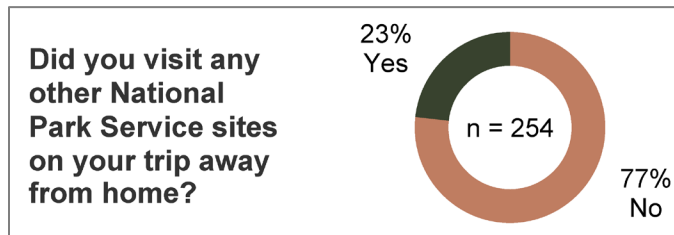


Figure 20. NPS sites visited on trip away from home.

NPS

- Less than a quarter (23%) of all respondents had visited other NPS sites on their trip, while 77% identified Pinnacles as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Pinnacles, and which of those were their primary activity (Figure 21).

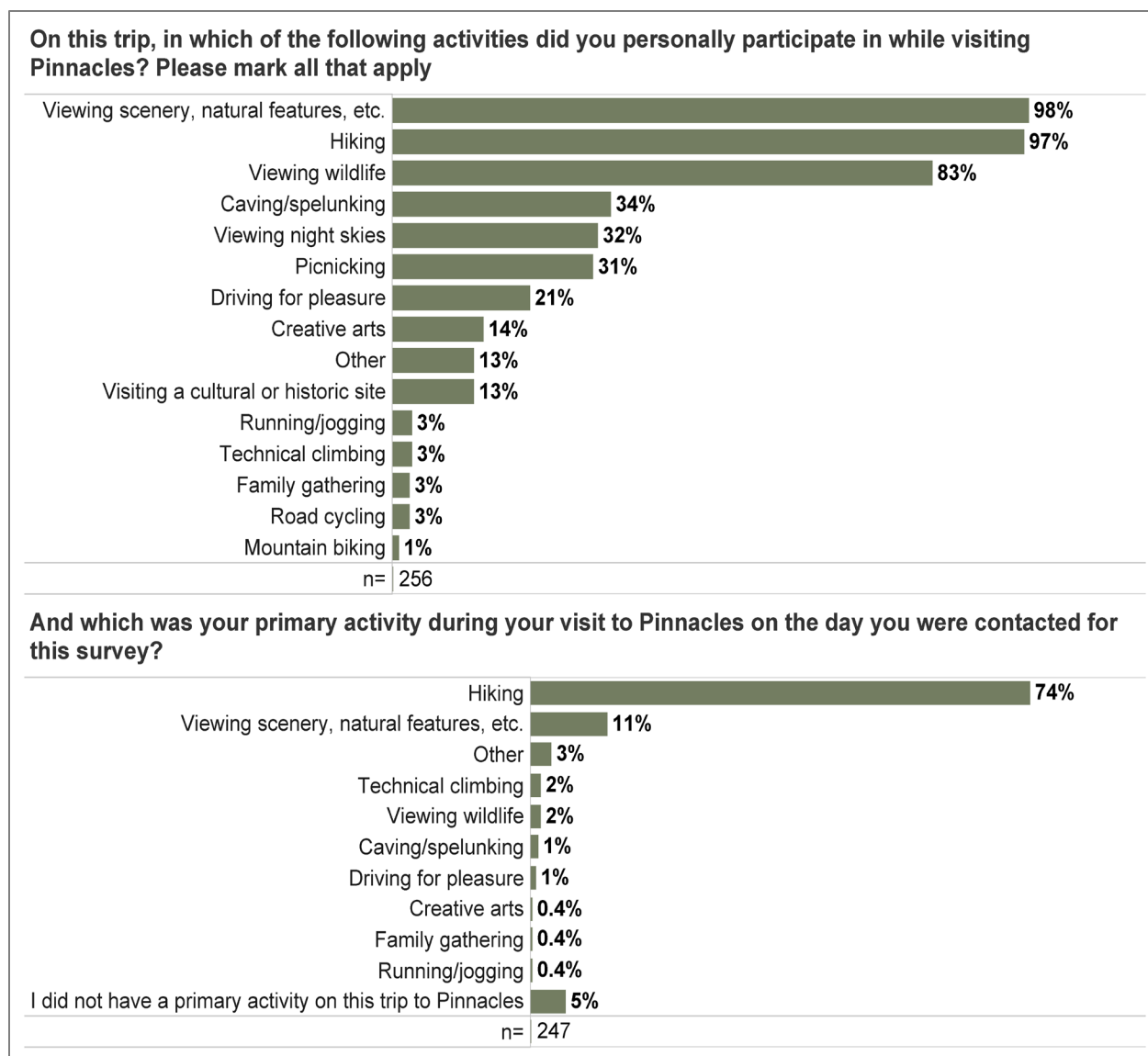


Figure 21. Participation in activities at Pinnacles.

NPS

- Almost all visitors reporting “viewing scenery, natural features, etc.” (98%), hiking (97%), and viewing wildlife (83%).
- Mountain biking, road cycling, family gatherings, technical climbing, and running/jogging were all uncommon activities (reported by 3% or fewer of respondents).
- The majority of respondents (74%) reported hiking as their primary activity, followed by viewing scenery and natural features (11%).
- Notably, while 83% reported viewing wildlife during their trip, no respondents identified this as their primary activity. Conversely, while a small share participated in technical climbing while in Pinnacles, those that did were highly likely to cite this as their primary activity in the park.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Pinnacles on their trip, then asked which of those was the most important reason for them to visit Pinnacles (Figure 22).

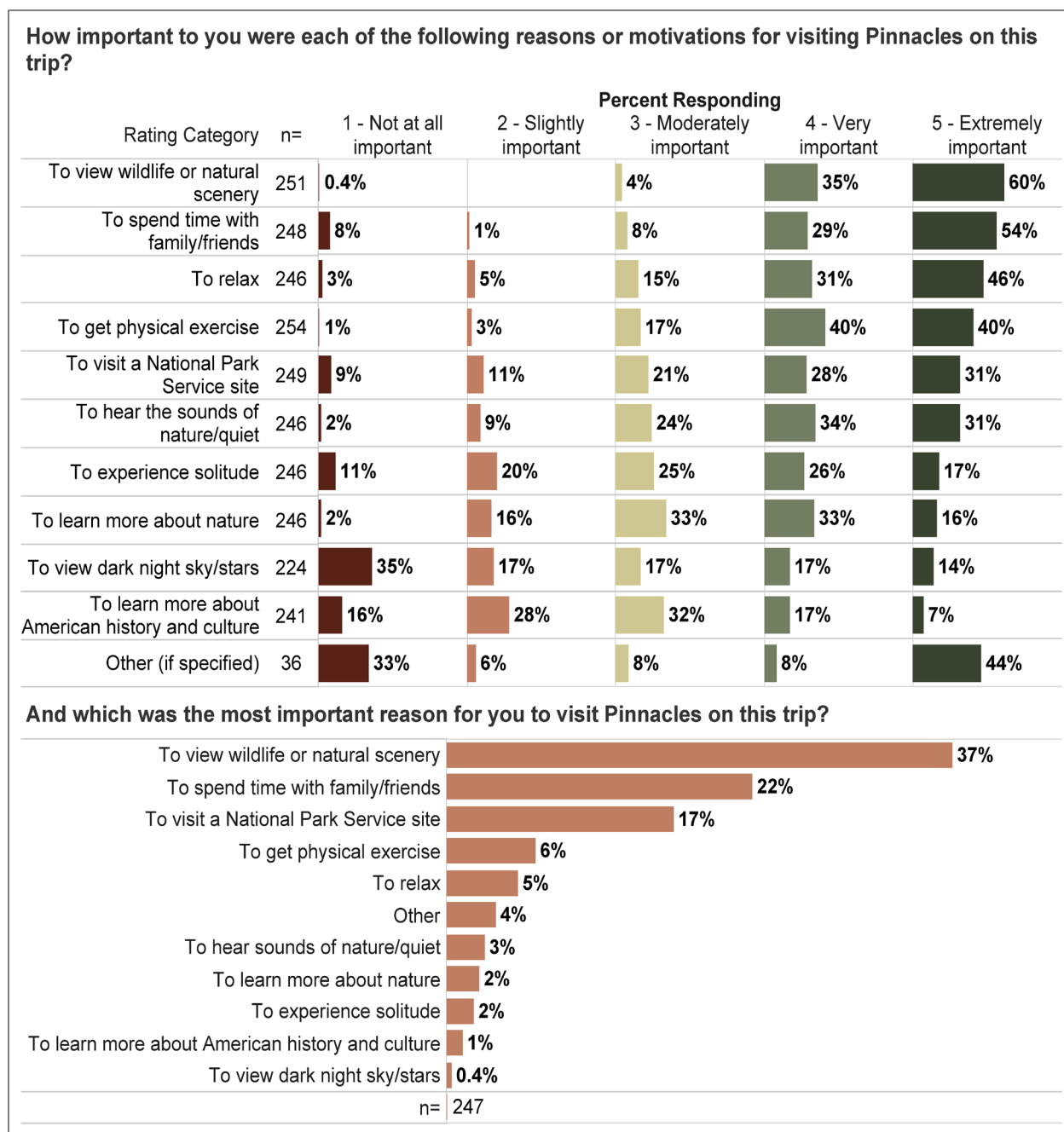


Figure 22. Reasons or motivations to visit Pinnacles. Sample sizes for the eight ratings categories shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Most visitors chose “to view wildlife or natural scenery” (60%) and “to spend time with family/friends” (54%) as extremely important reasons for their trip to Pinnacles.

- Another important reason was “to relax” and “to get physical exercise” (46% and 40% of respondents, respectively, rated them as extremely important).
- The least important reasons were “to view dark night sky/stars” and “to learn about American history and culture” (only 14% and 7% of respondents, respectively, reported them as extremely important, and 35% and 16% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was “to view wildlife or natural scenery” (37%), followed by “to spend time with family and friends” (22%), and “to visit a National Park Service site” (17%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in Pinnacles during their trip (Figure 23).

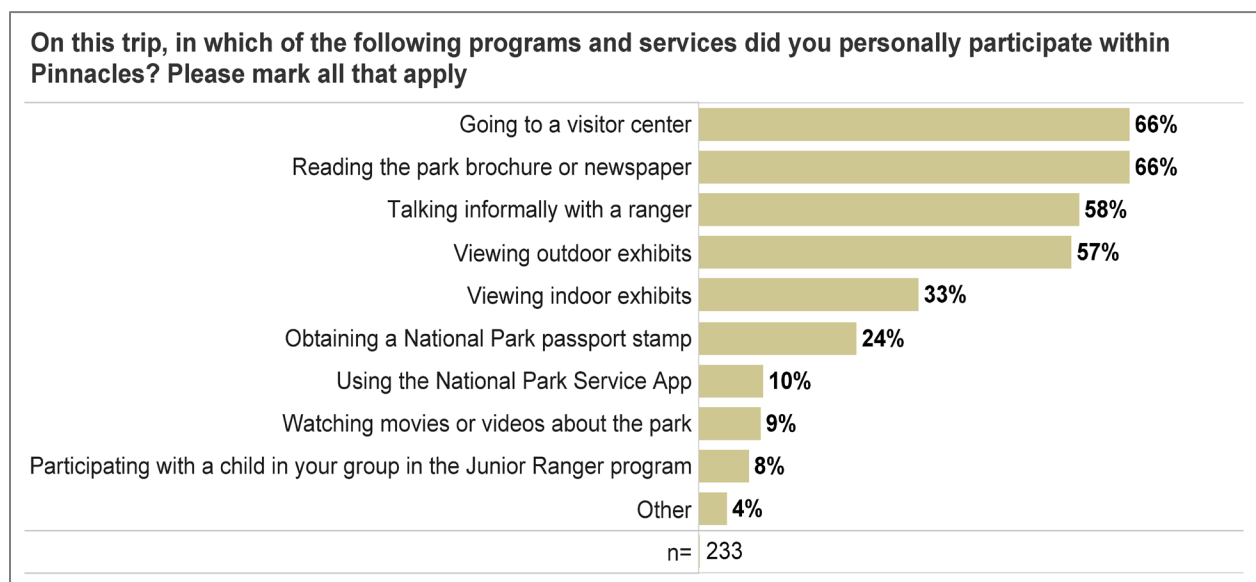


Figure 23. Programs participated in while visiting Pinnacles.

NPS

- Two most-used programs were “going to a visitor center” and “reading the park brochure or newspaper”, with two thirds of respondents (66%) reporting participating in each of them.
- Over half of respondents also reported “talking informally with a ranger” (58%) or “viewing outdoor exhibits” (57%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 24).

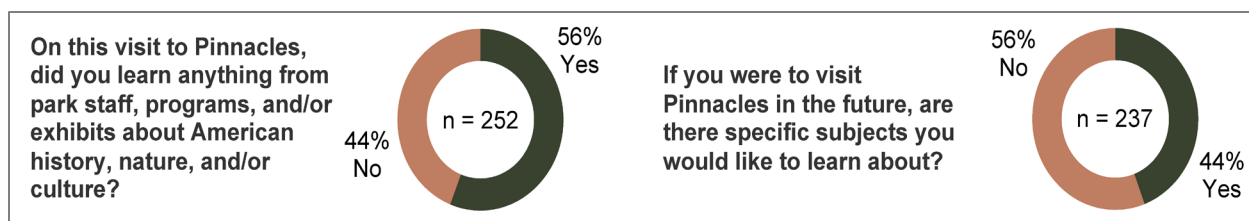


Figure 24. Learning.

NPS

- Slightly more than half of respondents (56%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- The same percentage of respondents (56%) reported that if they were to visit Pinnacles in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Pinnacles (Figure 25).

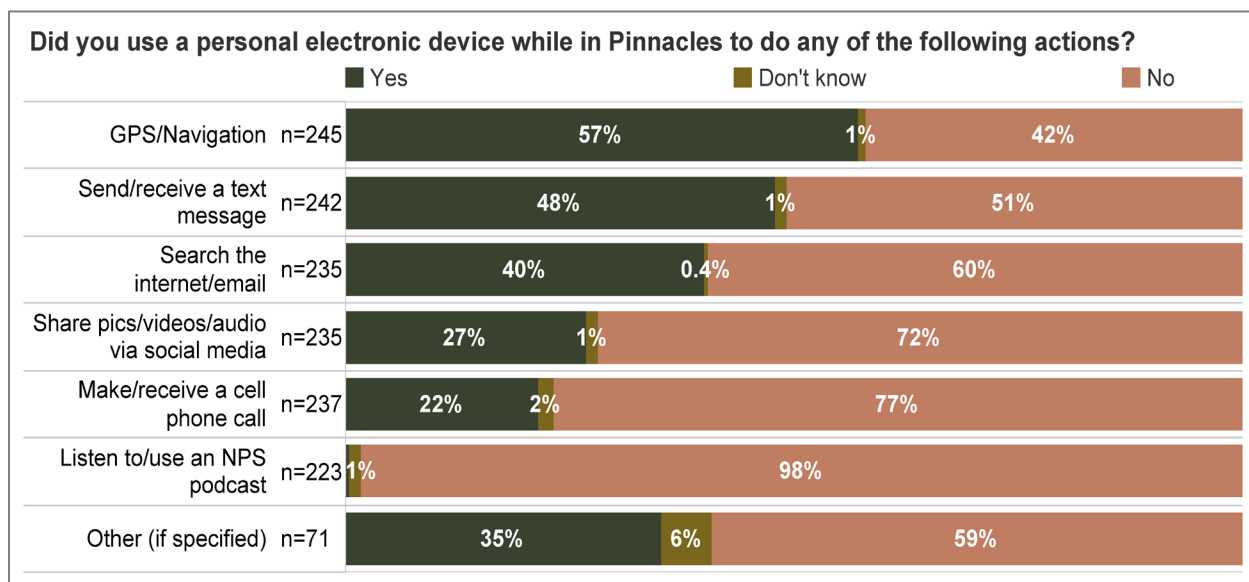


Figure 25. Use of personal electronic devices while visiting Pinnacles. A list of the seven uses for personal electronic device asked about in this figure and their corresponding sample sizes are presented in [Appendix A, Table 14](#).

NPS

- Over half of respondents (57%) reported using GPS/Navigation, and almost half of respondents (48%) reported sending/receiving a text message.

- Conversely, only 0.4% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate the importance of these electronic devices (Figure 26), and the quality of their service (Figure 27).

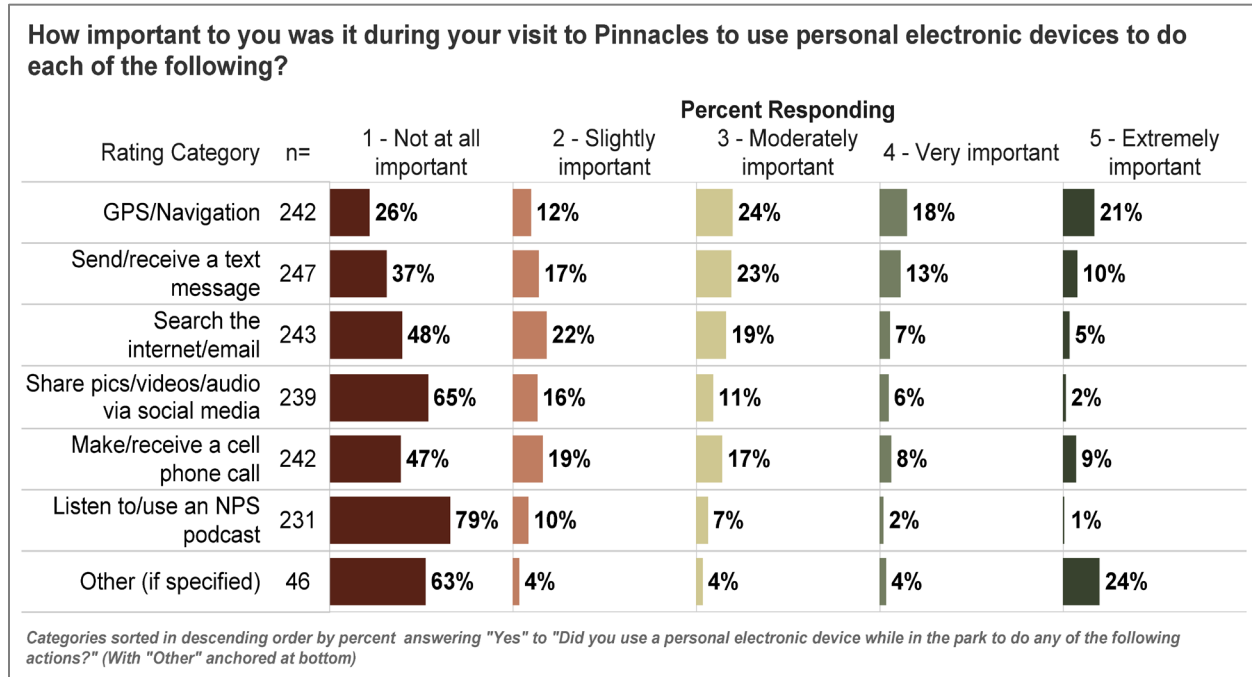


Figure 26. The importance of use of personal electronic devices while visiting Pinnacles. A list of the seven uses for personal electronic device asked about in this figure and their corresponding sample sizes are presented in [Appendix A, Table 15](#).

NPS

- The most important device turned out also to be GPS/Navigation and sending/receiving a text message (21% and 10% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 1% of respondents, and not at all important by 79% of respondents.

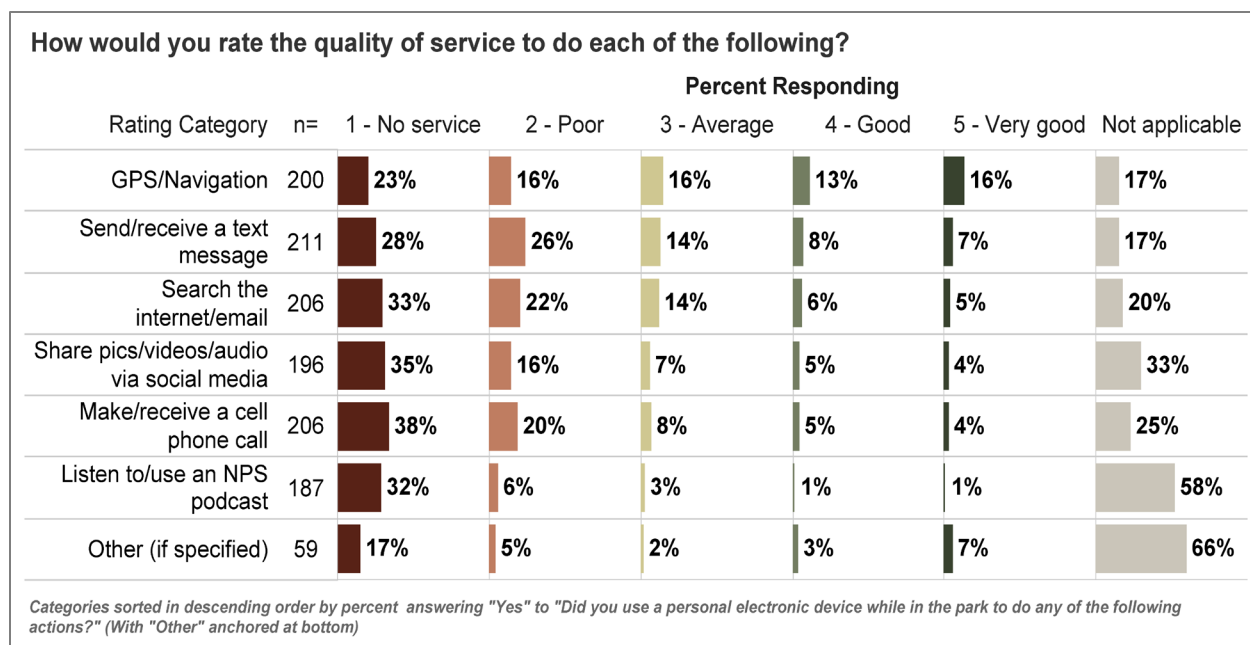


Figure 27. Quality of service of personal electronic devices while visiting Pinnacles. A list of the seven uses for personal electronic device asked about in this figure and their corresponding sample sizes are presented in [Appendix A, Table 16](#).

NPS

- The quality of GPS/Navigation was rated as very good or good by 16% and 13% of respondents, respectively. However, 23% of respondents reported that they had no service to use them.
- About a third of respondents (ranging from 28% to 38%, depending on the service) reported that they also had no service to send/receive a text message, search the internet/email, share pictures/video/audio via social media, make/receive a cell phone call, or listen to/use an NPS podcast.
- However, a small percentage of visitors (ranging from 1% to 7%, depending on the service) rated these services as very good.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Pinnacles. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

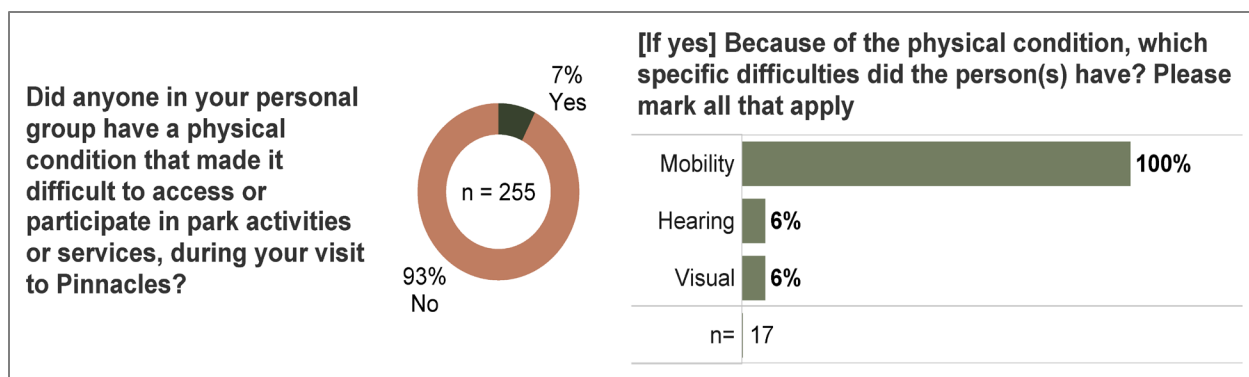


Figure 28. Physical difficulties while visiting Pinnacles.

NPS

- The majority of respondents (93%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Pinnacles.
- Among the 7% of visitors who identified at least one difficulty, all (100%) reported mobility issues in their group, with small portions also reporting hearing and/or visual difficulties (caution: low sample size).

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Pinnacles met their expectations (Figure 29).

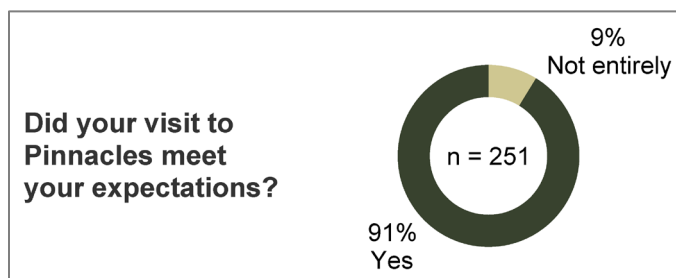


Figure 29. Meeting Pinnacles expectations.

NPS

- The majority of respondents (91%) reported that their visit to Pinnacles met their expectations, while 9% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Pinnacles did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Pinnacles and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

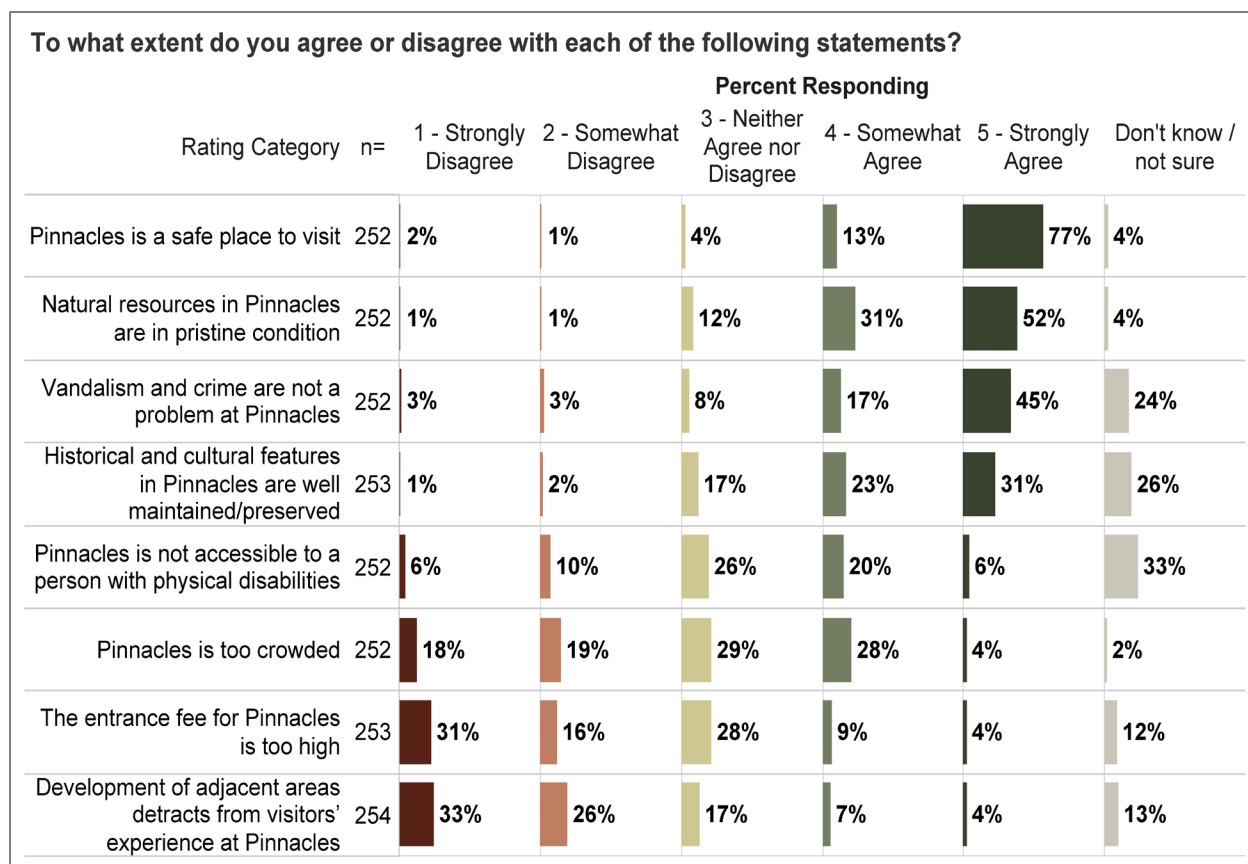


Figure 30. Rating Pinnacles experience. A list of the eight statements shown in this figure and their corresponding sample sizes are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Pinnacles is a safe place to visit” received the most consensus with a combined 90% of respondents saying they either strongly or somewhat agree with it. That was followed by “Natural resources in Pinnacles are in pristine condition” and “Vandalism and crime are not a problem at Pinnacles” (83% and 62% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for Pinnacles is too high” and “Development of adjacent areas detracts from visitors’ experience at Pinnacles” received the least support, with only a little over 10% of respondents either somewhat or strongly agreeing with these statements, and about a third of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Pinnacles (Figure 31).

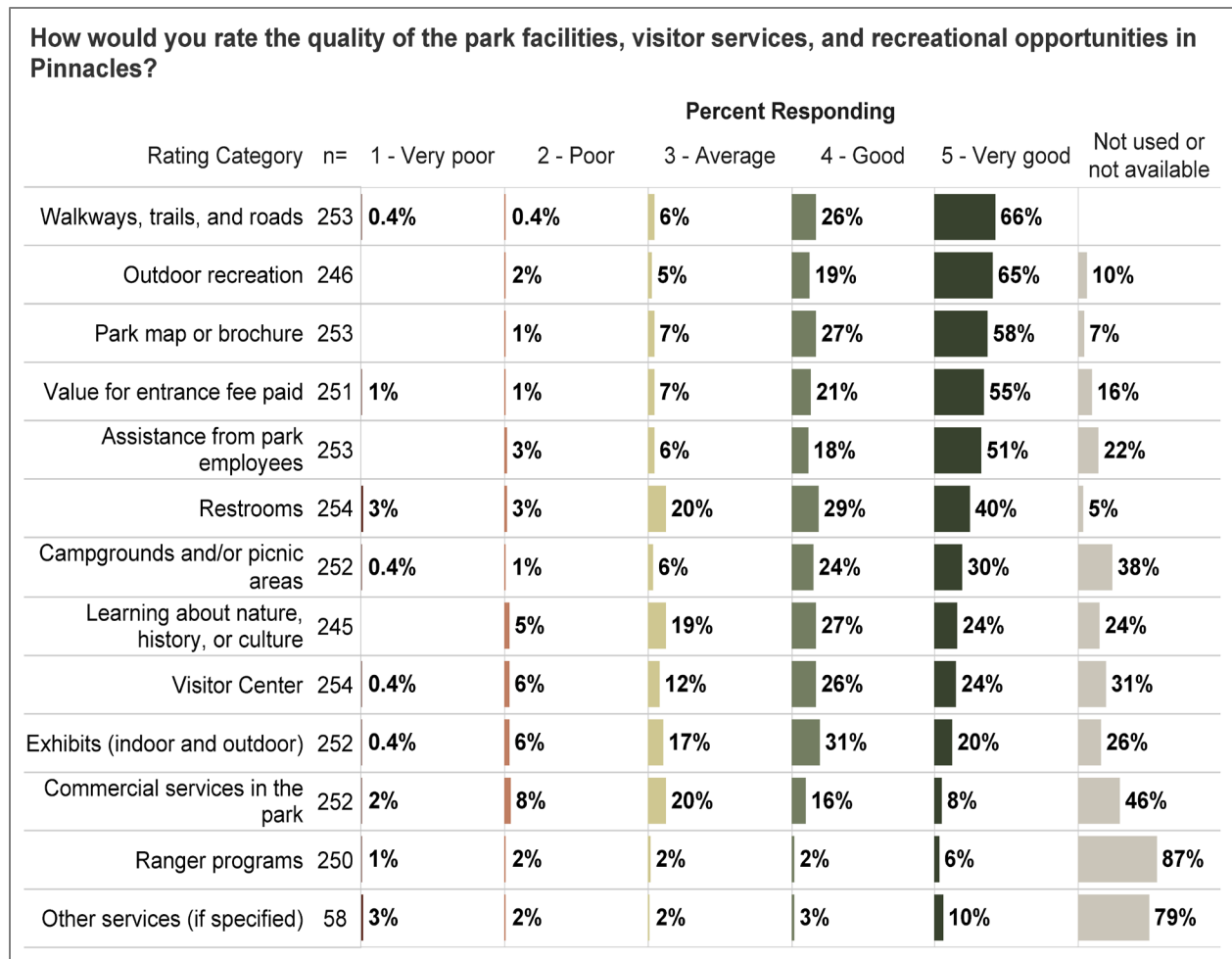


Figure 31. Rating the quality of Pinnacles facilities, visitor services, and recreational opportunities. A list of the thirteen ratings categories shown in this figure and their corresponding sample sizes are presented in [Appendix A, Table 18](#).

NPS

- Over half of visitors (ranging from 51% to 66%) rated walkways, trails, and roads, outdoor recreation, park map or brochure, value for entrance fee paid, and assistance from park employees as very good.
- Conversely, fewer than 10% of visitors rated commercial services in the park and ranger programs as very good. For these two ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 32).

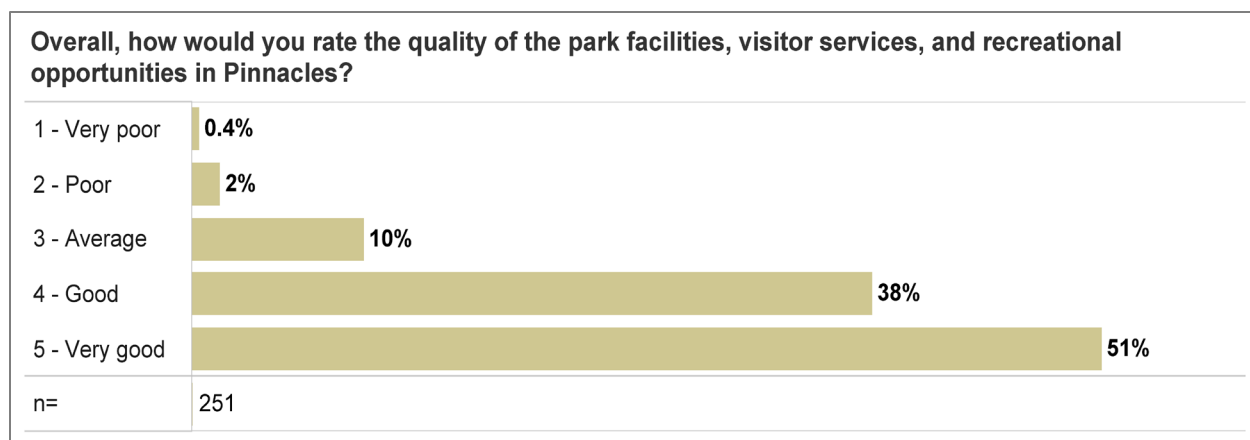
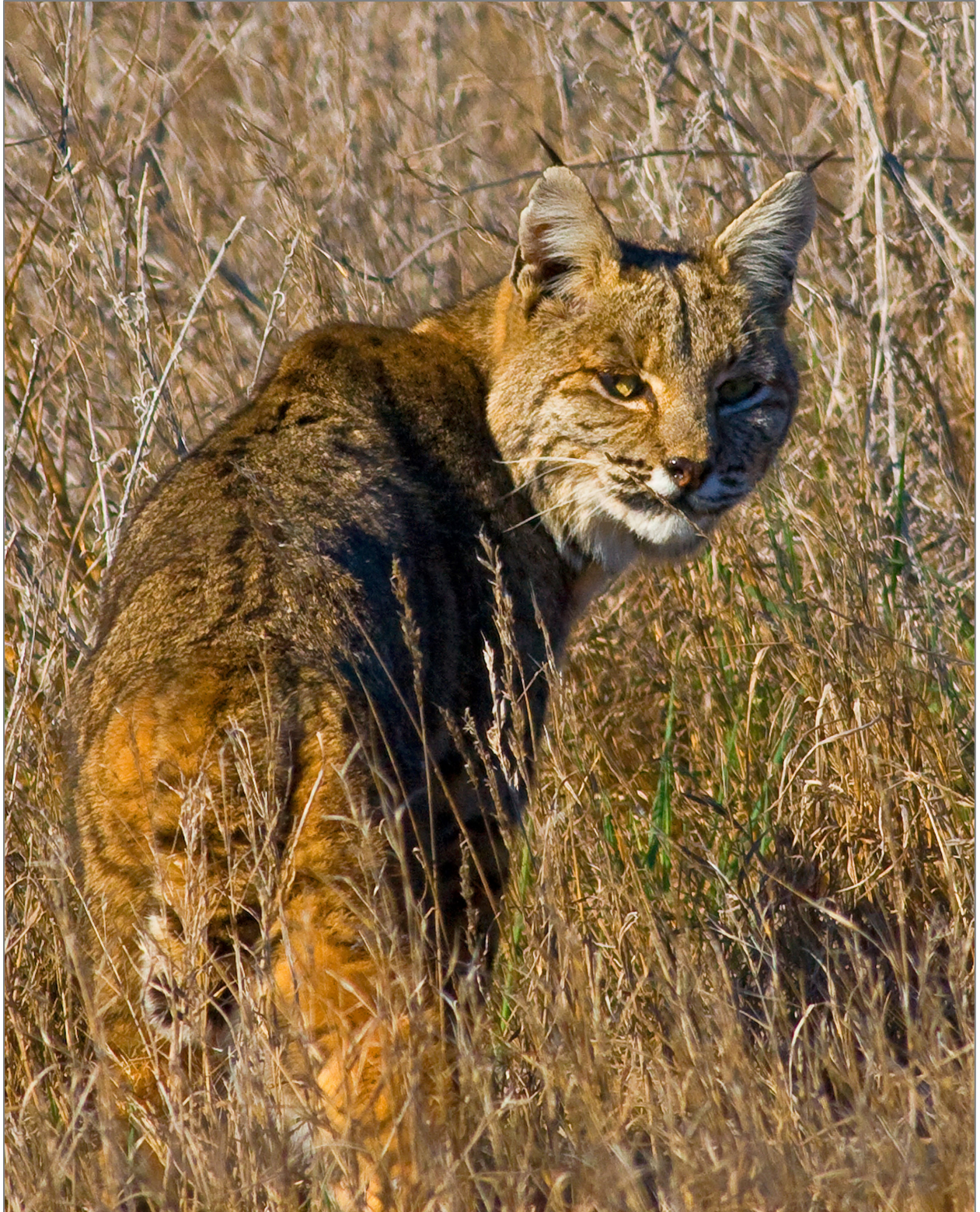


Figure 32. Rating overall quality of Pinnacles facilities, visitor services, and recreational opportunities.
NPS

- In general, about half of respondents (51%) rated the quality of the park facilities, visitor services, and recreational opportunities in Pinnacles as very good, and another 38% rated them as good.
- Just about 1 in 8 visitors rated the overall quality as average or below.



Bobcat standing in tall grasses.

NPS

Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

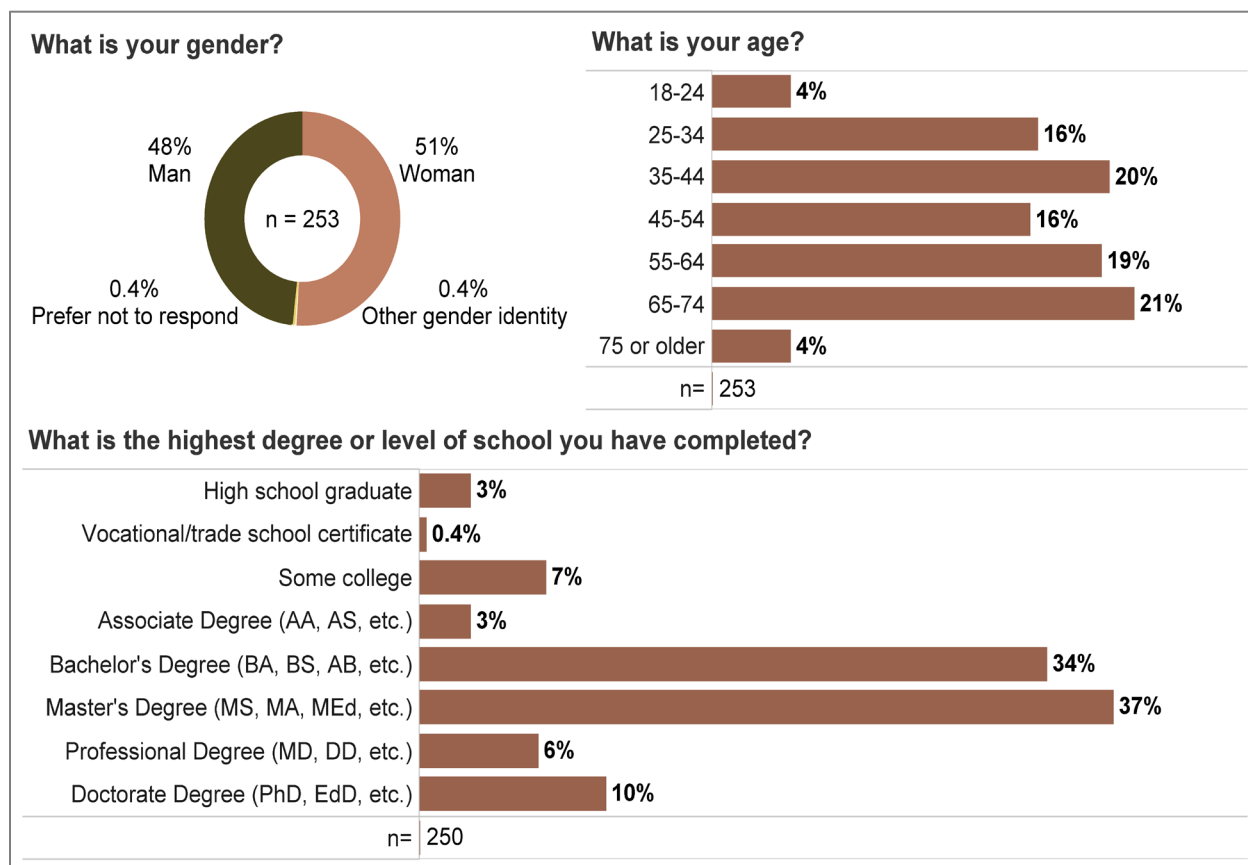


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (51% vs. 48%). Another 0.4% had another gender identity, while an equal share preferred not to disclose their gender identity.
- The most common age categories were 65–75 years old (21%), 35–44 years old (20%), and 55–64 years old (19%). The least represented age group were visitors 18–24 years old (only 4% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 90% having some college degree, and a plurality (37%) holding a master's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 34).

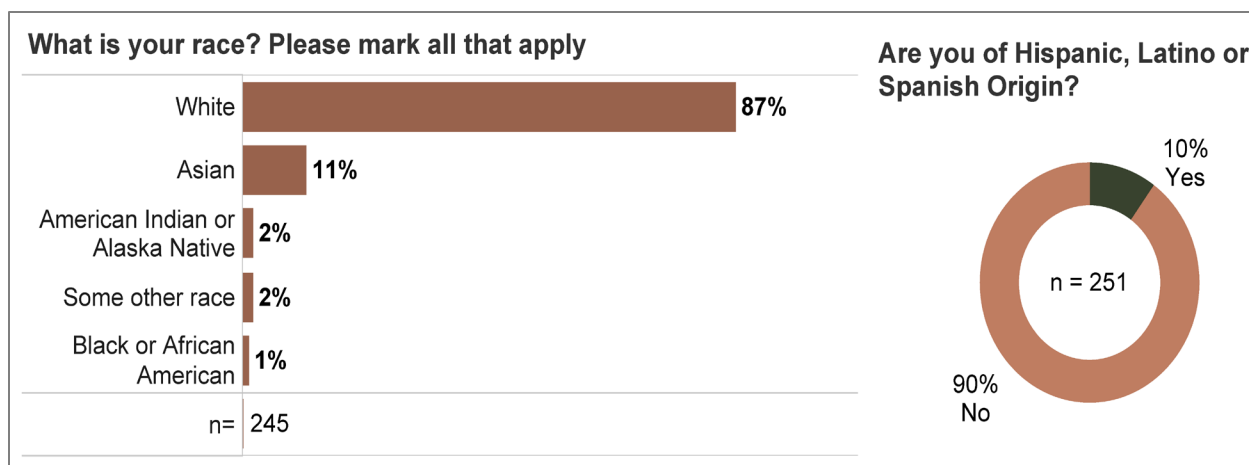


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (87%) were White, while 11% were Asian.
- Most respondents (90%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 35).

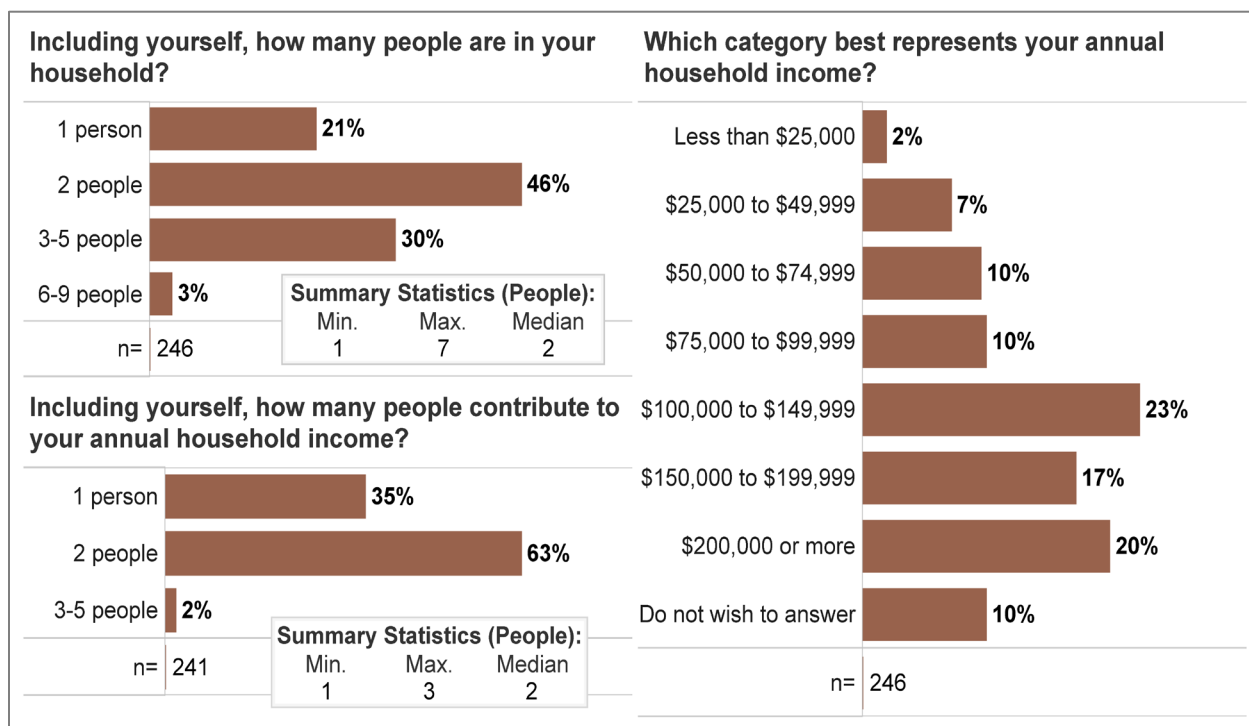


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- Almost half of respondents (46%) had two people in their household, followed by three to five people (another 30%).
- In addition to being highly educated, Pinnacles visitors are also relatively affluent. Almost a quarter of respondents (23%) reported that their annual household income was between \$100,000 and \$149,999, and another 20% earned \$200,000 or more.
- Most respondents (63%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 36).

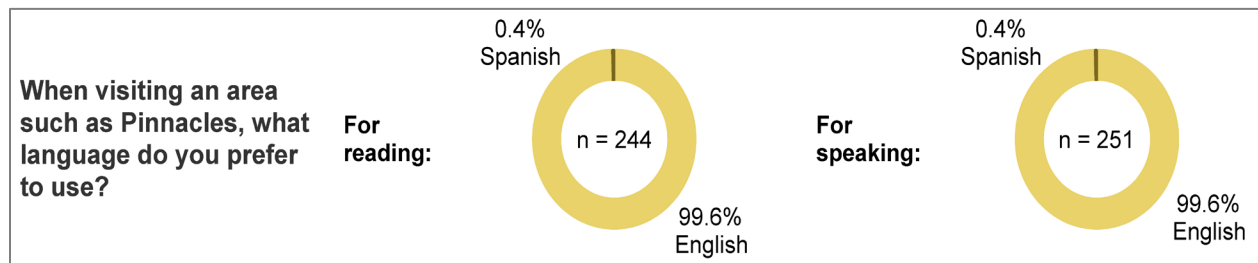


Figure 36. Respondent's language preference.

NPS

- While 10% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents (99.6%) preferred to use English both for reading and speaking when visiting an area such as Pinnacles.
- Only 0.4% of respondents preferred Spanish for either reading and/or speaking.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Pinnacles National Park: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318678>

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report (Tables 7–19). Table captions include hyperlinks to the corresponding figures.

Table 7. Data from [Figure 6](#). Number of nights spent in the local area around Pinnacles, by accommodation type.

Accommodation Type	Min.	Max.	Median
Camping in Pinnacles (n = 204)	1	12	2
Lodging outside Pinnacles (n = 164)	1	30	2
Camping outside Pinnacles (n = 74)	1	9	2
Unpaid accommodations (n = 40)	1	99	3

Table 8. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting Pinnacles.

Group Composition	Min.	Max.	Median
Adults (n = 785)	1	30	2
Children (n = 785)	0	22	0

Table 9. Data from [Figure 9](#). Duration of the respondent's trip to Pinnacles.

Question	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Pinnacles today? (n = 482)	6	59	43
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Pinnacles today? (n = 482)	1	23	4
[If planning to visit at least one day] How many days do you plan to spend within Pinnacles on this trip? (n = 785)	1	14	2
[If planning to visit at least one day] On how many different days do you expect to enter the park? (n = 785)	1	14	1

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Pinnacles.

Question	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Pinnacles? (n = 722)	1	12	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Pinnacles? (n = 47)	1	5	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Pinnacles? (n = 4)	1	2	1

Table 11. Data from [Figure 14](#). Previous visits to Pinnacles.

Question	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Pinnacles over the past 12 months? (n = 271)	1	70	1
[If not first-time visitor] Including this visit, how many visits have you made to Pinnacles over the past five years? (n = 271)	1	250	2

Table 12. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months? (n = 782)	0	50	2

Table 13. Data from [Figure 22](#). Reasons or motivations to visit Pinnacles.

Rating Category	n
To view wildlife or natural scenery	251
To spend time with family/friends	248
To relax	246
To get physical exercise	254
To visit a National Park Service site	249
To hear sounds of nature/quiet	246
To experience solitude	246
To learn more about nature	246
To view dark night sky/stars	224
To learn more about American history and culture	241
Other (if specified)	36

Table 14. Data from [Figure 25](#). Use of personal electronic devices while visiting Pinnacles.

Device Use	n
GPS/Navigation	245
Send/receive a text message	242
Search the internet/email	235
Share pics/videos/audio via social media	235
Make/receive a cell phone call	237
Listen to/use an NPS podcast	223
Other (if specified)	71

Table 15. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Pinnacles.

Device Use	n
GPS/Navigation	242
Send/receive a text message	247
Search the internet/email	243
Share pics/videos/audio via social media	239
Make/receive a cell phone call	242
Listen to/use an NPS podcast	231
Other (if specified)	46

Table 16. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Pinnacles.

Device Use	n
GPS/Navigation	200
Send/receive a text message	211
Search the internet/email	206
Share pics/videos/audio via social media	196
Make/receive a cell phone call	206
Listen to/use an NPS podcast	187
Other (if specified)	59

Table 17. Data from [Figure 30](#). Rating Pinnacles experience.

Rating Category	n
Development of adjacent areas detracts from visitors' experience at Pinnacles	254
The entrance fee for Pinnacles is too high	253
Pinnacles is too crowded	252
Pinnacles is not accessible to a person with physical disabilities	252
Historical and cultural features in Pinnacles are well maintained/preserved	253
Vandalism and crime are not a problem at Pinnacles	252
Natural resources in Pinnacles are in pristine condition	252
Pinnacles is a safe place to visit	252

Table 18. Data from [Figure 31](#). Rating the quality of Pinnacles facilities, visitor services, and recreational opportunities.

Rating Category	n
Other services (if specified)	58
Ranger programs	250
Commercial services in the park	252
Exhibits (indoor and outdoor)	252
Visitor Center	254
Learning about nature, history, or culture	245
Campgrounds and/or picnic areas	252
Restrooms	254
Assistance from park employees	253
Value for entrance fee paid	251
Park map or brochure	253
Outdoor recreation	246
Walkways, trails, and roads	253

Table 19. Data from [Figure 35](#). Household demographics: annual household income and household size.

Question	Min.	Max.	Median
Including yourself, how many people are in your household? (n = 246)	1	7	2
Including yourself, how many people contribute to your annual household income? (n = 241)	1	3	2

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Natural Resource Stewardship and Science

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