



**U.S. Department of the Interior
National Park Service**



**Social Science Program
Visitor Services Project**

Pinnacles National Monument
Visitor Study

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United States Department of the Interior

NATIONAL PARK SERVICE
Pinnacles National Monument
5000 Highway 146
Paicines, CA 95043

IN REPLY REFER TO:

April 2013

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Pinnacles National Monument. This information will help us to understand *how well existing services are meeting visitor needs and expectations*.

This questionnaire is only being given to a select number of visitors, so your participation is very important. When your visit is over, please complete this questionnaire. It should take about 20 minutes to complete.

Once you are done, please seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, lena.le@uidaho.edu (email).

We appreciate your help.

Sincerely,

Karen Beppler-Dorn
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink. Please do not use pencil!

Like this: Not like this:

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to help us to understand *how well existing services are meeting the needs and expectations* of our visitors. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, your contact information will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take 20 minutes to complete this questionnaire.. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, lenale@uidaho.edu (email).

Your Visit To Pinnacles National Monument

NOTE: In this questionnaire, your personal group is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

Topic Area 2 - TPLAN1

1. a) Prior to this visit, how did your personal group obtain information about Pinnacles National Monument Please mark (•) all that apply in column (a).

Did not obtain information prior to visit This question (b) of

b) If you were to visit Pinnacles National Monument in the future, how would your personal group prefer to obtain information about the park? Please mark (•) all that apply in column (b).

a) This visit

a) Future visit Source of information

- | | | |
|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | Friends/relatives/word of mouth |
| <input type="radio"/> | <input type="radio"/> | Inquiry to park via phone, mail, or email |
| <input type="radio"/> | <input type="radio"/> | Local businesses (hotels, motels, restaurants, etc.) |
| <input type="radio"/> | <input type="radio"/> | Maps/brochures |
| <input type="radio"/> | <input type="radio"/> | Newspaper/magazine articles |
| <input type="radio"/> | <input type="radio"/> | Other units of the National Park System (NPS) |
| <input type="radio"/> | <input type="radio"/> | Pinnacles National Monument website: www.nps.gov/pinn |
| <input type="radio"/> | <input type="radio"/> | Pinnacles Partnership website: www.pinnaclespartnership.org |
| <input type="radio"/> | <input type="radio"/> | Other websites — which one(s)? _____ |
| <input type="radio"/> | <input type="radio"/> | Previous visits |
| <input type="radio"/> | <input type="radio"/> | Social media (such as Facebook, Twitter, download apps, etc.) |
| <input type="radio"/> | <input type="radio"/> | State welcome center/visitors bureau/chamber of commerce |
| <input type="radio"/> | <input type="radio"/> | Television/radio programs/DVDs |
| <input type="radio"/> | <input type="radio"/> | Travel guides/tour books (such as AAA, etc.) |
| <input type="radio"/> | n/a | Other, this visit (Specify) _____ |
| n/a | <input type="radio"/> | Other, future visit (Specify) _____ |

Topic Area 3 – TRIPC3

4. a) On this trip, did your personal group stay overnight away from home inside Pinnacles National Monument or in the area (within 50 miles of the park)?

Yes No Go to Question 5

b) If YES, please list the number of nights your personal group stayed in Pinnacles National Monument and in the local area (within 50 miles of the park).

Number of nights inside Pinnacles National Monument _____

Number of nights in the area (within 50 miles of the park) _____

c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the local area? Please mark (•) all that apply.

<u>Accommodation</u>	c) Inside park	d) Outside park
Lodge, motel, rented condo/home, cabin, B&B	<input type="radio"/>	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer camping	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park _____ d) Outside park _____

Topic Area 3 – TRIPC4&5

5. a) Where did your personal group stay on the night prior to arriving at Pinnacles National Monument?

City/Town _____ State _____

b) Where did your personal group stay on the night after leaving Pinnacles National Monument?

City/Town _____ State _____

Topic Area 3 – TRIPC17 Variation

6. For this visit to Pinnacles National Monument, please provide the following information for your personal group.

a) First arrival time _____ a.m. OR ____ p.m.

b) Last departure time _____ a.m. OR _____ p.m.

c) Day of the week that you **first** arrived. Please mark (•) one below.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic Area 3 – TRIPC8

7. On this visit, how long did your personal group spend visiting Pinnacles National Monument? (Please list partial hours or days as ¼, ½, or ¾.)

_____ Number of hours, if less than 24 hours

OR

_____ Number of days, if 24 hours or more

Topic Area 3 – ACT1

8. a) On this visit to Pinnacles National Monument, did your personal group go hiking?

Yes No Go on to Question

Topic Area 3 – TBACK5

b) If YES, which trailhead did your personal group start from?

Topic Area 3 – TBACK11

c) On this visit, which trails did your personal group hike? Please list the trails you hiked, using the map to help you.

[place holder for map]

Topic Area 3 – ITIN1

9. On this visit, which of the following places in Pinnacles NATIONAL MONUMENT did your personal group visit? Please mark (•) all that apply.
- Bear Gulch Nature Center (mainly open weekends)
 - Backcountry—Off Trail
 - Balconies Caves
 - Bear Gulch Caves
 - Bear Gulch Picnic Area
 - Bear Gulch Reservoir
 - Central High Peaks
 - Chaparral Picnic Area
 - North Chalone Peak
 - Pinnacles Campground/Store
 - Pinnacles Visitor Center
 - Visitor Center Picnic Area
 - West Pinnacles Visitor Contact Station
 - Other (Please Specify) _____

Topic Area 3 – ACT1

10. a) On this visit, in which activities did your personal group participate within Pinnacles NATIONAL MONUMENT? Please mark (•) all that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (•) all that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Learning about the history and culture of the area
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Rock climbing
<input type="radio"/>	<input type="radio"/>	Studying natural history (geology, plants, animals, etc.)

- Viewing California condors
- Viewing scenery/sightseeing/scenic drive
- Viewing wildflowers
- Viewing wildlife (other than California condors)
- Visiting talus caves
- Visiting visitor center
- n/a Other – this visit (Specify)

- n/a Other – future visit (Specify)

c) Which one of the above activities was the primary reason your personal group visited Pinnacles NATIONAL MONUMENT on this visit? Please list one response.

Topic Area 3 – ACT4

11 a) On this visit to Pinnacles NATIONAL MONUMENT, was there anything specific that your personal group wanted to see or do, but were not able to?

- Yes No Go on to Question 13

Topic Area 3 – ACT5

b) If YES, what were you unable to see or do? _____

Topic Area 3 – ACT6

c) What prevented your personal group from being able to see or do what you wanted?

Topic Area 3 – TRANS4

12. a) Currently Pinnacles National Monument offers a shuttle service on busy weekends in the spring and early summer. On this visit, did your personal group use the shuttle service between the campground and Bear Gulch area?

- Yes No Go on to Question 1

Topic Area 3 – TRANS10

b) How many times did your personal group board the shuttle bus?

_____ Number of times

Topic Area 3 – TRANS16 Variation

c) How satisfied was your group with the shuttle service? Please mark (●) **one**.

Not at all satisfied	Slightly satisfied	Somewhat satisfied	Very satisfied	Completely satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic Area 3 – TRANS11

d) Please provide any comments you may have about the shuttle service

Topic Area 3 – ACT1

13. a) On this visit, did anyone from your personal group participate in climbing activities?

Yes No Go on to Question

Topic Area 3 – ACT23 Variation

b) If YES, where did the person(s) climb? Please mark (●) all that apply.

<input type="radio"/> Bear Gulch	<input type="radio"/> Machete Ridge
<input type="radio"/> Citadel	<input type="radio"/> Marmot and Yaks area
<input type="radio"/> Condor Gulch	<input type="radio"/> Reservoir
<input type="radio"/> Juniper Canyon	<input type="radio"/> The Balconies
<input type="radio"/> High Peaks (including the Anvil area)	

Topic Area 1 – GR4

14. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Yes No Go on to Question 1

b) If YES, what activities, services or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

Topic Area 6 – EVALSERV13

15. a) Please mark (•) all of the information services and facilities that your personal group used at Pinnacles NATIONAL MONUMENT during this visit.
- b) For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group used, please rate their quality from 1-5.

a) Information services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (•)	1=Not at all important	1=Very poor
	2=Slightly important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good
O Assistance from park staff	_____	_____
O Bear Gulch Nature Center	_____	_____
O Bookstore sales items (selection, price)	_____	_____
O Bulletin boards	_____	_____
O Junior Ranger program	_____	_____
O Park brochure/map	_____	_____
O Park website: www.nps.gov/pinn used before or during visit	_____	_____
O Pinnacles Visitor Center (overall)	_____	_____
O Ranger-led programs	_____	_____
O Self-guided trail signs/brochure	_____	_____
O Videos/films	_____	_____
O West Pinnacles Visitor Contact Station	_____	_____

Topic Area 6 – EVALSERV13

16. a) Please mark (●) all of the visitor services and facilities that your personal group used at Pinnacles NATIONAL MONUMENT during this visit.
- b) For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group used, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not at all important	1=Very poor
	2=Slightly important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good
○ Access for people with disabilities	_____	_____
○ Assistance from concession personnel (campground/ general store)	_____	_____
○ Backcountry trails	_____	_____
○ Campground	_____	_____
○ Campground restrooms	_____	_____
○ Other restrooms	_____	_____
○ Directional signs (road signs) in park	_____	_____
○ Dump station	_____	_____
○ General store	_____	_____
○ Park gift shop	_____	_____
○ Park road _____	_____	_____
○ Picnic areas	_____	_____

Topic Area 6 – EVALSERV1

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Pinnacles NATIONAL MONUMENT during this visit? Please mark (•) one.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic Area 7 – ECON4

18. For your personal group, please estimate all expenditures for the items listed below for this visit to Pinnacles NATIONAL MONUMENT and the surrounding area (within 50 miles of the park). Please write "0" if no money was spent in a particular category.

a) Please list your personal group's total expenditures inside Pinnacles NATIONAL MONUMENT.

b) Please list your personal group's total expenditures in the surrounding area outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Pinnacles NATIONAL MONUMENT.

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (•) <input type="radio"/> Go to (b) B&B, etc.	<input type="radio"/> n/a	<input type="checkbox"/> Go to (c) Lodges, hotels, motels, cabins, \$_____
Camping fees and charges	\$_____	\$_____
Guide fees and charges	n/a	\$_____
Restaurants and bars	n/a	\$_____
Groceries and takeout food	\$_____	\$_____
Gas and oil (auto, RV, boat, etc.)	n/a	\$_____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$_____
Admission, recreation, entertainment fees	\$_____	\$_____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$_____	\$_____

Topic Area 7 – ECON5

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

Topic Area 3 – TRANS2

19. a) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write "0".

_____ Number of vehicles

Topic Area 3 – TRIPC7

b) On this trip, how many times did your personal group enter the park?

_____ Number of entries

Topic Area 3 – FVIS7

20. If your personal group were to visit Pinnacles National Monument in the future, which types of interpretive services or programs would you like to have available? Please mark (•) all that apply.

- Not interested in additional services/programs
- Additional condor program
- Additional geology program
- Art/photography
- Bird walks
- Camping as a family activity
- Camping as educational activity
- Classes and workshops with field experts for a fee
- Demonstration of historic farming practices
- Family activity (other than camping)
- Half day ranger guided hikes into high peaks area
- Presentations from guest speakers
- Cultural demonstrations
- Guided-walk on west side trails
- Junior Ranger programs
- Night walks/night sky program
- Ranger-guided cave hikes
- Special events/festivals

Topic Area 1 – GR2

21. On this visit, was your personal group part of the following types of organized groups? Please mark (•) one for each.

- | | | | | |
|---------------------------------------|-----------------------|-----|-----------------------|----|
| a) Commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) School/educational group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) Other (scouts, work, church, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

Topic Area 1 – GR3

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

Topic Area 1 – GR1

22. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (•) only one.

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

Topic Area 1 – GR3

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

Topic Area 1 – AGE1

23. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Pinnacles NM (including this visit) Lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____

Member #5 _____

Member #6 _____

Member #7 _____

Topic Area 7 – ECON1

24. a) For you only, which category best represents your annual household income? Please mark (•) only one.

- Less than \$24,999 \$50,000-\$74,999 \$150,000-\$199,999
- \$25,000-\$34,999 \$75,000-\$99,999 \$200,000 or more
- \$35,000-\$49,999 \$100,000-\$149,999 Do not wish to answer

b) How many people are in your household? _____ Number of people

Topic Area 7 – ECON2

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (•) "None" or specify the amount forgone.

None OR Amount forgone \$ ____

Topic Area 1 – RACE/ETH1

25. a) Are members of your personal group Hispanic or Latino? Please mark (•) one for each group member.

	Yourself	Member#2	Member #3	Member#4	Member#5	Member#6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic Area 1 – RACE/ETH3

b) What is the race of each member of your personal group? Please mark (.) one or more for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Topic Area 6 – OPNMGMT2

26. If you were a manager planning for the future of Pinnacles National Monument what would you propose? Please be specific.

Topic Area 6 – OPMGMT3

27. Is there anything else your personal group would like to tell us about your visit to Pinnacles NATIONAL MONUMENT?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.