

Executive Summary

This visitor study report profiles a sample of Pinnacles National Park (NP) campers during April 5 - May 3, 2013. A total of 377 questionnaires were distributed to visitor groups. Of those, 238 questionnaires were returned, resulting in a 63.1% response rate.

Camping group size and type	Forty-eight percent of camping groups consisted of two people and 42% consisted of four or more people. Forty-three percent of camping groups consisted of families and 27% were camping with friends.
State or country of residence	United States visitors were from 16 states and Washington, DC, and comprised 99% of total use of the campground during the survey period, with 94% from California. Nineteen percent of visitors were from Alameda County, CA and 11% were from Santa Clara County, CA. Not enough international visitors responded to provide reliable data.
Number of times camped in the park	Fifty-eight percent of visitors camped in the park campground once, 23% camped two or three times, and 19% camped four or more times.
Age, ethnicity, and race	Thirty-three percent of visitors were ages 56 to 70 years, 30% were 36 to 55 years old, 12% were ages 15 years or younger, and 8% were 71 years or older. Seven percent of respondents were Hispanic or Latino. Eighty-six percent of respondents were White, 8% were more than one race, and 4% were Asian.
Camping location in the park	Sixty-one percent of respondents were tent camping in an individual site, 33% were RV camping in an individual site, and 7% camped in a group site.
Services and facilities	The services and facilities most often used by respondents were the picnic tables (93%), restrooms (93%), water spigots (83%), and camp store (82%). The services and facilities receiving the highest combined proportions of “extremely satisfied” and “very satisfied” ratings included RV electric hook-ups (91%) and amphitheater programs (89%). The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings included restrooms (95%) and water spigot (94%).
Aspects of the campground	The campground aspects receiving the highest combined proportions of “extremely satisfied” and “very satisfied” ratings included overall cleanliness (96%) and accessibility – campground trails and roads (91%). The campground aspects receiving the highest combined proportions of “extremely important” and “very important” ratings included overall cleanliness (98%) and overall maintenance (96%).
Crowding in the campground	The campground locations receiving the highest combined proportions of “extremely crowded” and “very crowded” ratings included shower facility (27%) and swimming pool (25%).
Camping preferences	The camping preferences receiving the highest combined proportions of “strongly agree” and “agree” ratings included I prefer campgrounds where generators are not allowed (79%) and I like to tent camp in a secluded campsite (73%).

Executive Summary (continued)

Support of management actions	Sixty-six percent of respondents supported temporarily closing parts of the campground. Fifty-three percent of respondents supported permanently closing campsites that include critical habitat. Seventy-six percent of respondents supported re-configuring the campground sites without reducing the number of campsites.
Overall quality	Most respondents (93%) rated the overall quality of facilities, services, and recreational opportunities at Pinnacles Campground as “very good” or “good.” Two percent of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.