



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Rainbow Bridge National Monument

Visitor Study





United States Department of the Interior

NATIONAL PARK SERVICE
Rainbow Bridge National Monument
P.O. Box 1507
Page, AZ 86040

IN REPLY REFER TO:

July, 2007

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to **Rainbow Bridge National Monument**. This information will assist us in our efforts to better manage this park and to serve you, our visitor. Please note that this survey is about your visit to Rainbow Bridge National Monument **only**, which **does not** include your visit to Glen Canyon National Recreation Area.

This questionnaire is only being given to a small percentage of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Kitty Roberts
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire
- 2) Answer the questions carefully since each question is different
- 3) Seal it with the stickers provided
- 4) Drop it in a U.S. mailbox

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go on to the next page →

Your Visit To Rainbow Bridge National Monument

This questionnaire pertains only to your visit to Rainbow Bridge National Monument (NM) and should not include comments about Glen Canyon National Recreation Area.

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

1. a) Prior to **this** visit, how did you and your personal group obtain information about Rainbow Bridge NM? Please check (√) **all** that apply in the left column.
- b) On **future** visits, how would you and your personal group prefer to obtain information about Rainbow Bridge NM? Please check (√) **all** that apply in the right column.

a) Prior to this visit (√)

b) On future visits (√)

_____ Obtained no information prior to visit → **Go on to part b of this question**

_____ Previous visits _____

_____ Friends/relatives/word of mouth _____

_____ Travel guides/tour books (such as AAA, etc.) _____

_____ Maps/brochures _____

_____ Television/radio programs/videos _____

_____ Newspaper/magazine articles _____

_____ E-mail/telephone/written inquiry to park _____

_____ Rainbow Bridge NM website: www.nps.gov/rabr _____

_____ Park partner website (www.glencanyonNHA.org) _____

_____ Aramark or Antelope Point Marina website
(www.lakepowell.com) (www.antelopepointlakepowell.com) _____

_____ Other websites _____

_____ Other National Park Service sites _____

_____ Other (Please specify: _____) _____

Rainbow Bridge National Monument Visitor Study

c) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

No Yes → **Go on to Question 2**



d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) Prior to this visit, were you and your personal group aware that Rainbow Bridge National Monument is managed by the National Park Service (NPS)?

Yes No

b) Prior to this visit, were you and your personal group aware that Rainbow Bridge NM is a separate unit of the NPS from Glen Canyon National Recreation Area (NRA)?

Yes No

c) Prior to this visit, were you and your personal group aware that Rainbow Bridge NM has different management goals and rules than Glen Canyon NRA?

Yes No

3. For this trip, what were the reasons that you and your personal group visited Rainbow Bridge NM? Please check (✓) **all** that apply.

- Viewing Rainbow Bridge
- Learning/researching Native American culture
- Learning/researching western American history
- Obtaining NPS Passport Stamp
- Hiking a trail
- Sightseeing
- Using restrooms
- Picnicking
- Backpacking
- Part of a guided boat tour
- Other (Please specify: _____)

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4. a) As you were planning your trip to Rainbow Bridge NM, what activities did you and your personal group expect to include on this visit? Please check (√) **all** that apply in the left column.
- b) On this visit, what activities did you and your personal group participate in within Rainbow Bridge NM? Please check (√) **all** that apply in the right column.

a) Activities expected (√)	b) Activities on this visit (√)
_____ Viewing Rainbow Bridge	_____
_____ Viewing scenery/landscape	_____
_____ Viewing indoor exhibits	_____
_____ Viewing trailside exhibits	_____
_____ Taking a guided boat tour	_____
_____ Attending ranger-led walks/talks/programs	_____
_____ Learning/researching Native American culture	_____
_____ Learning/researching western American history	_____
_____ Nature study (viewing plants/wildlife, including birds)	_____
_____ Spiritual use/traditional use (prayer/offerings etc.)	_____
_____ Seeking solitude	_____
_____ Painting/drawing/taking photographs	_____
_____ Other (Please specify: _____)	_____

- c) Which **one** of the above activities was the primary reason you and your personal group visited Rainbow Bridge NM on this visit? Please list **only one** response.

- d) Were there activities that you had expected to do but were unable to?

_____ Yes _____ No → **Go on to Question 5**



- e) If YES, what prevented you from doing the activities?

_____ Weather conditions

_____ Time constraints

_____ Other reasons (Please specify: _____)

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5. On this trip, what forms of transportation did you and your personal group use to arrive at Rainbow Bridge NM? Please check (✓) **all** that apply.

- Personal motorboat/houseboat
- Rental motorboat/houseboat
- Commercial tour boat
- Personal kayak/canoe
- Rental kayak/canoe
- Hike in
- Horseback
- Other (Please specify: _____)

6. a) In preparing for this visit to Rainbow Bridge NM, what safety measures (such as wearing sunscreen, bringing drinking water, wearing proper footwear, etc.) did you and your personal group take? Please be specific.

- None
- _____
- _____

b) On this visit, did you and your personal group feel prepared for common safety situations (such as exposure to sun, heat, access to drinking water, flash floods, lack of proper footwear, etc.) that you encountered in the park?

- Yes
- No

c) Prior to this visit, how did you and your personal group obtain information about safety measures?

- Did not obtain any safety information → **Go on to Question 7**
- Rainbow Bridge NM website: www.nps.gov/rabr
- Aramark website: www.lakepowell.com
- Antelope Point Marina website: www.antelopepointlakepowell.com
- Other websites
- Personal experience
- Boat tour personnel
- Contact NPS personnel via phone/email/mail
- Talk to a NPS ranger/volunteer on site
- Other (Please specify: _____)

Please go on to the next page →

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7. What time of day did you and your personal group **first** arrive at Rainbow Bridge NM on this visit? Please circle **only one** response.

6 am – 10 am after 10 am – 2 pm after 2 pm – 6 pm

8. a) On this visit to Rainbow Bridge NM, how long did you and your personal group spend at the monument?

_____ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

b) On this visit, did you and your personal group visit the monument on more than one day?

_____ Yes _____ No → **Go on to Question 9**



c) If YES, on how many days did you visit?

_____ Number of days (Please list partial days as 1/4, 1/2, or 3/4.)

9. a) During your visit to Rainbow Bridge NM, did you and your personal group learn about the following topics? Please circle Yes or No for each topic.

b) Are you interested in learning about any of these topics on a future visit to Rainbow Bridge NM? Please circle Yes or No for each topic.

<u>Topic</u>	<u>Learn on this visit?</u>		<u>Interested on future visit?</u>	
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>
Native American history/culture	Yes	No	Yes	No
Western American history/culture	Yes	No	Yes	No
History of Rainbow Bridge	Yes	No	Yes	No
Spiritual significance of Rainbow Bridge to 5 Native American nations	Yes	No	Yes	No
Glen Canyon Dam	Yes	No	Yes	No
Geology	Yes	No	Yes	No

c) From what sources did you and your personal group learn about these topics? Please check (√) **all** that apply.

- | | |
|--|---------------------------|
| _____ Local person/business | _____ Ranger on boat tour |
| _____ Ranger-led programs | _____ Exhibits |
| _____ Printed materials (books, brochures, etc.) | _____ Television/videos |
| _____ Cultural center/museum | _____ School program |
| _____ Other (Please specify: _____) | |

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d) Please list any additional topics you and your personal group are interested in learning about while visiting Rainbow Bridge NM. Please be specific.

10. On a future visit, how would you and your personal group prefer to learn about cultural and natural history/features of Rainbow Bridge NM? Please check (✓) **all** that apply.

_____ Not interested in learning about features of the monument → **Go on to Question 11**

_____ Ranger on tour boat

_____ Ranger-led activities (other than on tour boat)

_____ Junior Ranger program

_____ Children's programs (other than Junior Ranger program)

_____ In-depth lectures by experts on topics related to the park

_____ Night sky program

_____ Outdoor exhibits

_____ Self-guided tours

_____ Rainbow Bridge NM website: www.nps.gov/rabr

_____ Audiovisual programs (video, movie, etc.)

_____ Electronic media (downloadable digital files, MP3 players, etc.)

_____ Printed materials (brochures, books, maps, etc.)

_____ Other (Please specify: _____)

Please go on to the next page →

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11. a) Please check **all** (✓) visitor services and facilities that you or your personal group **used** at Rainbow Bridge NM during this visit.
- b) Next, for only those services and facilities that you or your group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your group **used**, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
Check (✓)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

_____ Assistance from park staff	_____	_____
_____ Sales items in park bookstore (selection, quality, price, etc.)	_____	_____
_____ Trailside exhibits	_____	_____
_____ Ranger at the Bridge	_____	_____
_____ Guided boat tour	_____	_____
_____ North Navajo Mountain Trail	_____	_____
_____ South Navajo Mountain Trail	_____	_____
_____ Boat docks	_____	_____
_____ Picnic area	_____	_____
_____ Restrooms	_____	_____
_____ Access for disabled persons	_____	_____
_____ Monument website: www.nps.gov/rabr (used before or during visit)	_____	_____

- d) If you rated any above item as “poor” or “very poor” please explain why:
- | Service/facility | Comments |
|------------------|----------|
|------------------|----------|

_____	_____
_____	_____
_____	_____

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12. Please rate how appropriate you feel the following activities are in Rainbow Bridge NM. Please circle **one** answer for each activity.

Activity	Very inappropriate	Somewhat inappropriate	Indifferent	Somewhat appropriate	Very appropriate
Approaching/walking under Rainbow Bridge	1	2	5	3	4
Picnicking	1	2	5	3	4
Sunbathing	1	2	5	3	4
Swimming	1	2	5	3	4
Fishing	1	2	5	3	4
Bouldering (Low-to-the-ground climbing wherein the climber can jump back down to the ground, and a rope and belay are not necessary)	1	2	5	3	4
Rock climbing (technical)	1	2	5	3	4
Walking with pets on trails	1	2	5	3	4
Throwing footballs, frisbees, baseballs, etc.	1	2	5	3	4
Scenic Air Tours	1	2	5	3	4
Running on trails	1	2	5	3	4

13. On this visit, were you and your personal group with the following larger, organized groups?

a) Commercial guided tour group _____ Yes _____ No

b) School/educational group _____ Yes _____ No

c) Other organized group _____ Yes _____ No
(such as business group, scout group, etc.)

14. On this visit, what kind of personal group (not guided tour/school/ other organized group) were you with? Please check (√) **only one**.

_____ Alone

_____ Family

_____ Friends

_____ Family and friends

_____ Other (Please specify: _____)

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15. On this visit, how many people were in your personal group, including yourself?

_____ Number of people

16. For you only, what is your gender?

_____ Male

_____ Female

17. For you and your personal group, please indicate the following. If you don't know the answer, please leave the line blank.

	a) Current age	b) U.S. Zip Code or name of country other than U.S.	c & d) Number of visits made to this park (including this visit) past 12 months lifetime	
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

18. 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 19**



b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please check (√) **all** that apply.

_____ Docks

_____ Park exhibits

_____ Ranger-led programs

_____ Restrooms

_____ Trails

_____ Park brochure/newspaper or other printed materials

_____ Other (Please specify: _____)

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c) Because of the physical condition, what specific problems did the person(s) have? Please check (√) **all** that apply.

_____ Hearing (difficulty hearing boat tour guides, ranger programs, or information staff, even with hearing aid)

_____ Visual (difficulty seeing exhibits, directional signs, visual aids that are part of programs, even with prescribed glasses or due to blindness)

_____ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

_____ Other (Please specify: _____)

19. Are you or members of your personal group Hispanic or Latino? Please circle **one** answer for each group member.

	Hispanic or Latino?	
	Yes	No
Yourself	Yes	No
Member #2	Yes	No
Member #3	Yes	No
Member #4	Yes	No
Member #5	Yes	No
Member #6	Yes	No
Member #7	Yes	No

20. a) What is your race? What is the race of each member of your personal group? Please check (√) **one or more** for you and each group member.

	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Pacific Islander	White
	Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

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b) If you or members of your group are American Indian or Alaska Native, please indicate your principal enrolled tribe.

21. Rainbow Bridge NM was established because of its national significance. In your opinion what is the national significance of the monument?

22. It is the National Park Service's responsibility to protect the natural, scenic, and cultural resources at Rainbow Bridge NM while providing for public enjoyment. How important is protection of the following attributes/resources in the park to you? Please circle **only one** response for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	1	2	3	4	5
Untouched/undeveloped landscape	1	2	3	4	5
Native plants/animals	1	2	3	4	5
Natural quiet/sounds of nature	1	2	3	4	5
Solitude	1	2	3	4	5
Clean air	1	2	3	4	5
Clean water	1	2	3	4	5
Preservation of Native American/western American culture/ history	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Access to backcountry	1	2	3	4	5

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23. a) What did you and your personal group like **most** about your visit to Rainbow Bridge NM?

b) What did you and your personal group like **least** about your visit to Rainbow Bridge NM?

24. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Rainbow Bridge NM during this visit? Please circle **one**.

Very poor Poor Average Good Very good

25. Is there anything else you and your personal group would like to tell us about your visit to Rainbow Bridge NM?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

