Rainbow Bridge National Monument
Visitor Study
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

This visitor study is partially funded by Fee Demonstration funding.
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 ➔
Rainbow Bridge National Monument Visitor Study

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: ___________________________ )
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: ________________________________ )
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.

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

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: ___________________________ )
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 ➔
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.

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

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: ______________________________________)
Rainbow Bridge National Monument Visitor Study

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 ➔
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?
1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

c) If used, what quality?
1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Check (✓)

_____ 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:

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. Please rate how appropriate you feel the following activities are in Rainbow Bridge NM. Please circle one answer for each activity.

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

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:__________________________________________)
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.

<table>
<thead>
<tr>
<th></th>
<th>a) Current age</th>
<th>b) U.S. Zip Code or name of country other than U.S.</th>
<th>c &amp; d) Number of visits made to this park past 12 months lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #2</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #3</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #4</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #5</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #6</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
<tr>
<td>Member #7</td>
<td>______</td>
<td>______</td>
<td>______ ______ ______</td>
</tr>
</tbody>
</table>

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: ______________________________________)
Rainbow Bridge National Monument Visitor Study

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.

<table>
<thead>
<tr>
<th>Hispanic or Latino?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #2</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #3</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #4</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #5</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #6</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Member #7</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>American Indian or Alaska Native</th>
<th>Black or African American</th>
<th>Native Hawaiian or Pacific Islander</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #2</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #3</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #4</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #5</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #6</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Member #7</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic views</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Untouched/undeveloped landscape</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Native plants/animals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Solitude</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clean air</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clean water</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Preservation of Native American/western American culture/history</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Access to backcountry</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Rainbow Bridge National Monument Visitor Study

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
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Moscow, Idaho  83844-1139