Rainbow Bridge
National Monument
Visitor Study

Summer 2007

University of Idaho
Park Studies Unit
Visitor Services Project
Report 194
Rainbow Bridge National Monument Visitor Study

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Visitor Services Project
Rainbow Bridge National Monument
Report Summary

- This report describes the results of a visitor study at Rainbow Bridge National Monument (NM) during July 18 - August 24, 2007. A total of 370 questionnaires were distributed to visitor groups. Of those, 247 questionnaires were returned resulting in a 66.8% response rate.

- This report profiles a systematic random sample of Rainbow Bridge NM. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.

- Visitors to Rainbow Bridge NM were in large groups with an average group size of eight people, and a mode (most common) of six people. Fifty-one percent of visitor groups were with family and friends and 35% were family groups. Five percent of visitor groups were a part of a commercial guided tour group.

- Forty percent of visitors were aged 36-55 years and 21% were 15 years or younger. Five percent of visitors were of Hispanic or Latino ethnicity and 2% were American Indian or Alaska Native.

- United States visitors were from California (34%), Utah (21%), 30 other states, and Washington, D.C. International visitors, comprising 4% of the total visitation, came from eight countries.

- Two-thirds of visitor groups (67%) were aware that Rainbow Bridge NM is managed by the National Park Service (NPS), while 80% were unaware that Rainbow Bridge NM is a separate NPS unit from Glen Canyon NRA. Many (78%) were unaware of the different management goals/rules for the two parks.

- Prior to this visit, visitor groups most often obtained information about the monument through friends/relatives/word of mouth (65%), previous visits (58%), and maps/brochures (47%). The most preferred information source to use for a future visit was the monument website (49%).

- The most common activities visitor groups participated in were viewing Rainbow Bridge (97%) and viewing scenery/landscape (90%). The activity which was the most important reason for visiting the monument was viewing Rainbow Bridge (85%).

- The most common form of transportation used by visitor groups to arrive at the monument was their personal motorboat/houseboat (78%). Most visitor groups (69%) arrived at the monument between 10am and 2pm.

- Fifty-two percent of visitor groups spent up to one hour visiting the monument; 45% spent two hours. The average length of visit was 1.4 hours.

- The most common topics that visitor groups learned about during this visit to Rainbow Bridge NM were the history of Rainbow Bridge (82%), Native American history/culture (59%), and the spiritual significance of Rainbow Bridge to five Native American nations (55%).

- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included restrooms (87%), boat docks (84%), and ranger at the Bridge (71%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included boat docks (95%, N=198) and restrooms (92%, N=200). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were assistance from park staff (95%, N=127), boat docks (92%, N=195), and ranger at the Bridge (91%, N=164).

- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Rainbow Bridge NM as “very good” or “good.” No visitor 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) 885-7863 or the following website http://www.psu.uidaho.edu.
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INTRODUCTION

This report describes the results of a visitor study at Rainbow Bridge National Monument (NM) during July 18 – August 24, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Rainbow Bridge, which stands near Lake Powell in Utah, is the world's largest known natural bridge. The 275-foot span, which stands 290 feet high, has undoubtedly inspired people throughout time--from the neighboring American Indian tribes who consider Rainbow Bridge sacred, to the 300,000 people from around the world who visit it each year. (Rainbow Bridge National Monument website, www.nps.gov/rabr)

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The Questionnaire. A copy of the questionnaire distributed to groups.

Appendix 2: Additional Analysis. A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: Decision rules for checking non-response bias. An explanation of how the non-response bias was determined.

Appendix 4: Visitor Services Project Publications. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm or contacting the PSU office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.
Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY
1: The figure title describes the graph's information.
2: Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N” is less than 30, “CAUTION!” is shown on the graph to indicate the results may be unreliable.
* appears when total percentages do not equal 100 due to rounding.
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
3: Vertical information describes the response categories.
4: Horizontal information shows the number or proportions of responses in each category.
5: In most graphs, percentages provide additional information.

Figure 14: Number of visits to park in past 12 months
METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Using this methodology, the sample size was calculated based on monument visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Rainbow Bridge National Monument during July 18 – August 24, 2007. The extended sampling period was needed because visitation was lower than expected, possibly due to high temperatures. All questionnaires were distributed to 370 visitor groups at the dock area. The refusal rate is unknown because the rangers interviewing and handing out the questionnaires did not record the number of visitors who declined to participate. Questionnaires were completed and returned by 247 visitor groups resulting in a 66.8% response rate for this study.

Questionnaire design

The Rainbow Bridge National Monument (NM) questionnaire was developed at a workshop held with monument staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Rainbow Bridge NM. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Rainbow Bridge NM questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four
weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

### Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

### Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of July 18 – August 24, 2007. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

### Special Conditions

The weather during the survey period was typical of the area in July with high temperatures and low humidity. There were also several extremely windy days during the survey period which may have affected the visitation. The houseboat designated to be the station for a volunteer to distribute the survey was not functional, which caused a slight delay in the schedule and a change in personnel. The surveys were then distributed by off-duty park rangers at the monument. Because there were only two rangers working at the monument, visitors may not have distinguished between an off-duty and active-duty ranger. Some comments about the quality of park rangers may be skewed.
Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 1 shows insignificant differences between group types. There are significant differences between respondent and non-respondent group sizes and insignificant differences between respondent and non-respondent ages (see Table 2). See Appendix 3 for more details of the non-response bias checking procedure.

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondent</th>
<th>Non-respondent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Family</td>
<td>90</td>
<td>49</td>
<td>139</td>
</tr>
<tr>
<td>Friends</td>
<td>30</td>
<td>18</td>
<td>48</td>
</tr>
<tr>
<td>Family and friends</td>
<td>117</td>
<td>54</td>
<td>171</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>239</td>
<td>124</td>
<td>363</td>
</tr>
</tbody>
</table>

Chi-square = 3.192^a  df = 4  p-value = 0.526
4 cells (40%) have expected count of less than 5. The minimum expected count is 0.34.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondent N</th>
<th>Average</th>
<th>Non-respondent N</th>
<th>Average</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>236</td>
<td>7.9</td>
<td>123</td>
<td>5.1</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Age</td>
<td>240</td>
<td>43.9</td>
<td>123</td>
<td>41.1</td>
<td>0.063</td>
</tr>
</tbody>
</table>

The results may be skewed toward larger group size.
RESULTS

Demographics

Visitor group size

Question 16
On this visit, how many people were in your personal group, including yourself?

Results
Visitors to Rainbow Bridge NM tended to travel in large groups (see Figure 1).

- 34% were in groups of 10 or more.
- 32% of visitor groups were in groups of two to five people.
- The average group size was 8 people.
- The mode (most common group size) was 6 people.

![Figure 1: Visitor group size](image)

Visitor group type

Question 15
On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 51% of visitor groups were made up of family and friends (see Figure 2).
- 35% were with family.

![Figure 2: Visitor group type](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors with organized groups

Question 14a
On this visit, were you and your personal group part of a commercial guided tour group?

Results
• 5% of visitor groups were a part of a commercial guided tour group (see Figure 3).

Figure 3: Visitors traveling with a commercial guided tour group

Question 14b
On this visit, were you and your personal group part of a school/educational group?

Results
• No visitor group reported being part of a school/educational group (see Figure 4).

Figure 4: Visitors traveling with a school/educational group

Question 14c
On this visit, were you and your personal group part of other organized group (business group, scout group, etc.)

Results
• 2% of visitor groups were traveling with an other organized group (see Figure 5).

Figure 5: Visitors traveling with other type of organized group

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Respondent gender**

Question 13  
For you only, what is your gender?

Results
- 51% of respondents were male (see Figure 6).
- 49% were female.

![Figure 6: Respondent gender](image)

**Visitor age**

Question 17a  
For you and your personal group, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results
- Visitor ages ranged from 1 to 91 years old.
- 40% of visitors were in the 36-55 years age group (see Figure 7).
- 3% were 66 years or older.
- 21% were 15 years or younger.

![Figure 7: Visitor age](image)

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
United States visitors by state of residence

Question 17b
For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results
- U.S. visitors were from 33 states and Washington DC and comprised 96% of total visitation to the park during the survey period.
- 34% of U.S. visitors came from California (see Table 3 and Map 1).
- 21% from Utah.
- Smaller proportions came from 30 other states and Washington, D.C.

Table 3: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=965 individuals</th>
<th>Percent of total visitors N=1005 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>324</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>Utah</td>
<td>207</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Colorado</td>
<td>106</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Arizona</td>
<td>100</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>New Mexico</td>
<td>23</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>New York</td>
<td>23</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Washington</td>
<td>20</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Illinois</td>
<td>16</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Idaho</td>
<td>14</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Nevada</td>
<td>14</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Florida</td>
<td>12</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New Jersey</td>
<td>8</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Indiana</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Michigan</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Mississippi</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Missouri</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Texas</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Virginia</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ohio</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>12 other states and Washington, D.C.</td>
<td>32</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
International visitors by country of residence

Question 17b
For you and your personal group, what is your country of residence (other than U.S.)?

Note: Response was limited to seven members from each visitor group.

Results
- International visitors comprised 4% of total visitation to the park during the survey period.
- 35% of international visitors came from France (see Table 4).
- 33% came from United Kingdom.
- Smaller proportions came from 6 other countries.

Table 4: International visitors by country of residence *

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=40 individuals</th>
<th>Percent of total visitors N=1005 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>14</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13</td>
<td>33</td>
<td>1</td>
</tr>
<tr>
<td>Switzerland</td>
<td>4</td>
<td>10</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Germany</td>
<td>3</td>
<td>8</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Bosnia</td>
<td>2</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Hungary</td>
<td>1</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Japan</td>
<td>1</td>
<td>3</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Number of visits in the past 12 months**

**Question 17c**
For you and your personal group, how many times did you visit Rainbow Bridge NM in the past 12 months?

*Note: Response was limited to seven members from each visitor group.*

**Results**
- 85% of visitors visited the monument once in the past 12 months (see Figure 8).
- 12% visited twice.

![Figure 8: Number of visits to the monument in the past 12 months](image)

**Number of visits in lifetime**

**Question 17d**
For you and your personal group, how many times did you visit Rainbow Bridge NM in your lifetime?

*Note: Response was limited to seven members from each visitor group.*

**Results**
- 50% of visitors visited the monument for the first time in their lifetime (see Figure 9).
- 30% visited between two to five times.
- 15% visited nine times or more.

![Figure 9: Number of visits to the monument in lifetime](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Visitor with physical limitations

Question 18a
Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results
- 14% of visitor groups had members with physical limitations that made it difficult to access or participate in park activities or services (see Figure 10).

Figure 10: Visitors with physical limitations

Question 18b
If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in?

Results - Interpret with CAUTION!
- Not enough visitors answered this question to provide reliable data (see Figure 11).
- “Other” accessibility problems (17%) included:
  - Have difficulty walking in general
  - Trails too long for toddler/stroller

Figure 11: Activities/services that visitors had difficulty accessing

Question 18c
Because of the physical condition, what specific problems did the person(s) have?

Results - Interpret with CAUTION!
- Not enough visitors answered this question to provide reliable data (see Figure 12).
- “Other” problems (36%) included:
  - Asthma
  - Bad hip
  - Difficulty with heat

Figure 12: Type of disability/impairment

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor ethnicity

Question 19
Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results
- 5% of visitors responded that they are of Hispanic or Latino ethnicity (see Figure 13).

Visitor race

Question 20a
What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results
- 96% of visitors were White (see Figure 14).
- 2% were American Indian or Alaska Native.

Question 20b
If you or members of your group are American Indian or Alaska Native, please indicate your principal enrolled tribe.

Results
- Principal enrolled tribes included (N=10 visitor groups):
  - Cherokee
  - Choctaw
  - Ojibwa
  - Yavapai
  - Navajo
  - San Manuel

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Trip/Visit Characteristics and Preferences

Visitor awareness of park management

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

Results
- 67% of visitor groups were aware of the NPS management of Rainbow Bridge NM (see Figure 15).

Figure 15: Visitor awareness about NPS management of the park

Question 2b
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)?

Results
- 80% of visitor groups were not aware that Rainbow Bridge NM is a separate NPS unit from Glen Canyon NRA (see Figure 16).

Figure 16: Visitor awareness that Rainbow Bridge NM is a separate unit of the NPS from Glen Canyon NRA

Question 2c
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?

Results
- 87% of visitor groups were not aware that Rainbow Bridge NM has different management goals and rules than Glen Canyon NRA (see Figure 17).

Figure 17: Visitor awareness about different goals/rules in Rainbow Bridge NM than Glen Canyon NRA

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Information sources prior to visit

Question 1a
Prior to this visit, how did you and your personal group obtain information about Rainbow Bridge NM?

Results
- 91% of visitor groups obtained information about the park prior to their visit (see Figure 18).

- As shown in Figure 19, the most common sources of information used by visitor groups were:
  - 65% Friends/relatives/word of mouth
  - 58% Previous visits
  - 47% Maps/brochures

- "Other" sources of information (3%) included:
  - Utah license plate
  - School
  - Natural wonders of the world published list

![Figure 18: Visitor groups who obtained information about Rainbow Bridge NM prior to this visit](image)

![Figure 19: Sources of information used by visitor groups prior to this visit](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 1c
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?

Results
- 89% of visitor groups received the information they needed for this trip to Rainbow Bridge NM (see Figure 20).

![Figure 20: Visitor groups who received needed information prior to this visit]

Question 1d
If NO, what type of information did you and your personal group need that was not available? (open-ended)

Results – Interpret with CAUTION!
- Information that visitor groups needed but was not available included (N=24 comments):
  - Best angle to view the Bridge
  - How to dock the boats
  - Availability of picnic facilities
  - Difficulty and length of the hike
  - National monument status
  - History of the park
  - Directions to get to the park
  - Reasons for sacredness
  - Lake level information
  - Zebra mussel information
  - Schedule of activities at the Bridge
  - Pet policy
  - Boat dimensions that fit the canyon

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Information sources to plan a future visit

Question 1b
On future visits, how would you and your personal group prefer to obtain information about Rainbow Bridge NM?

Results
- As shown in Figure 21, the most common sources of information visitor groups would prefer to use for future visit to the monument were:
  - 49% Rainbow Bridge NM website
  - 38% Maps/brochures
  - 35% Friends/relatives/word of mouth
  - 35% Previous visits
- “Other” sources of information (4%) included:
  - Biographies of explorers
  - Ranger/guide
  - Insert a park brochure into boat rental

![Figure 21: Sources of information to plan a future visit](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Reasons for visiting Rainbow Bridge NM

Question 3
For this trip, what were the reasons that you and your personal group visited Rainbow Bridge NM?

Results
- As shown in Figure 22, the most common reasons for visiting Rainbow Bridge NM included:
  - 98% Viewing Rainbow Bridge
  - 74% Sightseeing
  - 32% Hiking a trail

- “Other” reasons (10%) included:
  - Show to friends/relatives
  - A place accessible by boat
  - See/learn about flora and fauna
  - For the spiritual experience
  - Family outing/activity
  - Because it is a famous/major attraction
  - A place that our grandfather surveyed in the 1920’s
  - Saw a photograph and wanted to see it for ourselves

N=247 visitor groups**

Figure 22: Reasons for visiting Rainbow Bridge NM

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Expected activities

Question 4a
As you were planning your trip to Rainbow Bridge NM, what activities did you and your personal group expect to include on this visit?

Results
- As shown in Figure 23, the most common activities that visitor groups expected to include were:
  - 97% Viewing Rainbow Bridge
  - 88% Viewing scenery/landscape
  - 45% Painting/drawing/taking photographs
- “Other” activities (7%) included:
  - Just to have fun
  - See dinosaur prints
  - See the Bridge from all sides
  - Singing
  - Playing music
  - House boating
  - Walk around the Bridge
  - Sit under the Bridge
  - Climb on the Bridge
  - See petroglyphs
  - See effect of Lake Powell on the Bridge

Figure 23: Expected activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activities on this visit

Question 4b
On this visit, what activities did you and your personal group participate in within Rainbow Bridge NM?

Results
- As shown in Figure 24, the most common activities that visitor groups participated in were:
  - 97% Viewing Rainbow Bridge
  - 90% Viewing scenery/landscape
  - 48% Painting/drawing/taking photographs
- “Other” activities (3%) included:
  - Speaking with rangers
  - Show to friends/relatives

![Figure 24: Visitor activities](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activity as primary reason for visit

Question 4c
Which one of the above activities was the primary reason you and your personal group visited Rainbow Bridge NM on this visit?

Results
- Figure 25 shows the activities that were visitors’ primary reasons for visiting, including:
  - 85% Viewing Rainbow Bridge
  - 8% Viewing scenery/landscape
  - "Other" activity (<1%) was:
    Just for fun

*Figure 25: Activity as primary reason for visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Reasons for not being able to do expected activities

Question 4d
Were there activities that you had expected to do but were unable to?

Results
• 11% of visitor groups had activities they had expected to do, but were unable to (see Figure 26).

Question 4e
If YES, what prevented you from doing the activities?

Results - Interpret the results with CAUTION!
• Not enough visitors answered this question to provide reliable data (see Figure 27).

• "Other" reasons (79%) included:
  Activities were not allowed
  The hike to the Bridge was too long for some family members
  No sink in the bathrooms to wash hands
  Weather too hot for small children

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Forms of transportation**

**Question 5**
On this trip, what forms of transportation did you and your personal group use to arrive at Rainbow Bridge NM?

**Results**
- 78% used personal motorboat/houseboat (see Figure 28).
- 17% used rental motorboat/houseboat.
- “Other” forms of transportation (1%) included:
  - Jetski
  - Skidoo

Note: Some visitor groups may have misinterpreted “hike in” as hiking from the dock to the Bridge instead of hiking into the monument from Navajo Nation lands. Thus, this percentage for “hiking in” may be higher than the actual usage.

**Time of first arrival**

**Question 6**
What time of day did you and your personal group first arrive at Rainbow Bridge NM on this visit?

**Results**
- 69% of visitor groups first arrived at Rainbow Bridge NM between 10am and 2pm (see Figure 29).
- 22% arrived between 6 am to 10 am.
Length of visit

Question 7a
On this visit to Rainbow Bridge NM, how long did you and your personal group spend at the monument?

Results
- 52% spent up to one hour visiting the monument (see Figure 30).
- 45% spent two hours.
- The average length of stay was 1.4 hours

![Figure 30: Number of hours visiting the monument](image)

Question 7b
On this visit, did you and your personal group visit the monument on more than one day?

Results
- 2% of visitor groups visited the monument on more than one day (see Figure 31).

![Figure 31: Visitor groups who visited the park on more than one day](image)

Question 7c
If YES, on how many days did you visit?

Results - Interpret the results with CAUTION!
- Not enough visitors answered this question to provide reliable data (see Figure 32).

![Figure 32: Number of days on which groups visited the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Safety measures

Question 8a
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?

Results
- 4% of visitor groups did not take any safety measures in preparing for this visit to Rainbow Bridge NM (see Figure 33).
- The safety measures that visitor groups had taken (96%) are shown in Table 5.

Figure 33: Visitor groups who took some safety measures

<table>
<thead>
<tr>
<th>Take safety measures?</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 5: Safety measures taken by visitor groups
N=766 comments

<table>
<thead>
<tr>
<th>Safety measure</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinking water</td>
<td>204</td>
</tr>
<tr>
<td>Sunscreen</td>
<td>196</td>
</tr>
<tr>
<td>Wear proper footwear</td>
<td>164</td>
</tr>
<tr>
<td>Wear hat</td>
<td>69</td>
</tr>
<tr>
<td>Bring cover up clothing</td>
<td>23</td>
</tr>
<tr>
<td>Food</td>
<td>23</td>
</tr>
<tr>
<td>Wear sunglasses</td>
<td>17</td>
</tr>
<tr>
<td>Bring camera</td>
<td>16</td>
</tr>
<tr>
<td>Bring boat fuel</td>
<td>5</td>
</tr>
<tr>
<td>Get wet prior to hike</td>
<td>5</td>
</tr>
<tr>
<td>Bring first aid supplies</td>
<td>4</td>
</tr>
<tr>
<td>Take maps</td>
<td>4</td>
</tr>
<tr>
<td>Mister</td>
<td>3</td>
</tr>
<tr>
<td>Binoculars</td>
<td>2</td>
</tr>
<tr>
<td>Bug repellent</td>
<td>2</td>
</tr>
<tr>
<td>Cell phone</td>
<td>2</td>
</tr>
<tr>
<td>Drank water before hiking</td>
<td>2</td>
</tr>
<tr>
<td>PFD’s</td>
<td>2</td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
</tr>
<tr>
<td>Rain gear</td>
<td>2</td>
</tr>
<tr>
<td>Socks</td>
<td>2</td>
</tr>
<tr>
<td>Walkie talkies</td>
<td>2</td>
</tr>
<tr>
<td>Check weather forecast</td>
<td>1</td>
</tr>
<tr>
<td>Frequent rests</td>
<td>1</td>
</tr>
<tr>
<td>Full gas tank</td>
<td>1</td>
</tr>
<tr>
<td>Glasses</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 5: Safety measures taken by visitors groups  
(continued)

<table>
<thead>
<tr>
<th>Safety measure</th>
<th>Number or times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPS</td>
<td>1</td>
</tr>
<tr>
<td>Locked boat</td>
<td>1</td>
</tr>
<tr>
<td>Mirror</td>
<td>1</td>
</tr>
<tr>
<td>Pocket knife</td>
<td>1</td>
</tr>
<tr>
<td>Sat in shade on trail</td>
<td>1</td>
</tr>
<tr>
<td>Suitable motor boat</td>
<td>1</td>
</tr>
<tr>
<td>Telling someone where they are</td>
<td>1</td>
</tr>
<tr>
<td>and when will return</td>
<td></td>
</tr>
<tr>
<td>Trash bags</td>
<td>1</td>
</tr>
<tr>
<td>Video</td>
<td>1</td>
</tr>
<tr>
<td>Whistle</td>
<td>1</td>
</tr>
</tbody>
</table>

Safety information

Question 8b

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?

Results

- 95% of visitor groups felt prepared for common safety situations (see Figure 34).

Figure 34: Visitor groups who felt prepared for common safety situations in the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 8c
Prior to this visit, how did you and your personal group obtain information about safety measures?

Results
- 35% visitor groups did not obtain information about safety measures prior to this visit (see Figure 35).
- As shown in Figure 36, of those who obtained safety information (65%), the most common sources of information included:
  - 79% Personal experience
  - 9% Talk to NPS ranger/volunteer on site
  - 8% Boat tour personnel
- "Other" sources of information (17%) included:
  - Friends/relatives
  - Common sense
  - Previous visits
  - Maps
  - Guide books

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Park topics learned on this visit**

**Question 9a**
During your visit to Rainbow Bridge NM, did you and your personal group learn about the following topics?

**Results**
- 82% of visitor groups learned about the history of Rainbow Bridge (see Figure 37).
- 59% learned about Native American history/culture.
- 55% learned about the spiritual significance of Rainbow Bridge to 5 Native American nations.

![Figure 37: Topics learned on this visit](image)

**Park topics for a future visit**

**Question 9b**
Are you interested in learning about any of these topics on a future visit to Rainbow Bridge NM?

**Results**
- 88% of visitor groups were interested in learning about the history of Rainbow Bridge on a future visit (see Figure 38).
- 86% interested in learning about geology.

![Figure 38: Topics on a future visit](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
## Sources for learning about park topics

**Question 9c**
From what sources did you and your personal group learn about these topics?

**Results**
- As shown in Figure 39, the most common sources included:
  - 55% Printed materials
  - 38% Exhibits
  - 36% Ranger-led programs
- "Other" sources (22%) included:
  - Friends
  - Common sense
  - Previous visits
  - Relatives
  - Word of mouth

![Figure 39: Sources for learning about park topics](image)

*N=223 visitor groups**

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
Additional topics to learn about

Question 9d
Please list any additional topics you and your personal group are interested in learning about while visiting Rainbow Bridge NM.

Results
• Table 6 shows additional topics that visitor groups would be interested in learning about.

Table 6: Additional topics
N=30 comments

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecology</td>
<td>3</td>
</tr>
<tr>
<td>History</td>
<td>3</td>
</tr>
<tr>
<td>Water level</td>
<td>3</td>
</tr>
<tr>
<td>Why people cannot go under or climb on bridge</td>
<td>3</td>
</tr>
<tr>
<td>Hiking beyond Rainbow Bridge</td>
<td>2</td>
</tr>
<tr>
<td>Native American culture</td>
<td>2</td>
</tr>
<tr>
<td>Conservation issues with tourists</td>
<td>1</td>
</tr>
<tr>
<td>Explorers</td>
<td>1</td>
</tr>
<tr>
<td>Glen Canyon prior to March 1963</td>
<td>1</td>
</tr>
<tr>
<td>Is Bridge on Native American land?</td>
<td>1</td>
</tr>
<tr>
<td>LDS (Mormon) influence on area</td>
<td>1</td>
</tr>
<tr>
<td>More of everything</td>
<td>1</td>
</tr>
<tr>
<td>Possibility of camping</td>
<td>1</td>
</tr>
<tr>
<td>Prehistoric and early man history</td>
<td>1</td>
</tr>
<tr>
<td>Rockslides</td>
<td>1</td>
</tr>
<tr>
<td>Roosevelt's visit</td>
<td>1</td>
</tr>
<tr>
<td>Seasonal changes at Rainbow Bridge</td>
<td>1</td>
</tr>
<tr>
<td>Threats to Rainbow Bridge due to development</td>
<td>1</td>
</tr>
<tr>
<td>Traveling further in area</td>
<td>1</td>
</tr>
<tr>
<td>Why is bridge sacred?</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferred learning methods on a future visit

Question 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?

Results
- 88% of visitor groups were interested in learning about cultural and natural history/features of Rainbow Bridge NM (see Figure 40).
- As shown in Figure 41, of those who were interested in learning about the monument, the most preferred methods included:
  - 62% Self-guided tours
  - 58% Printed materials
  - 55% Outdoor exhibits
- “Other” preferred methods (4%) included:
  - Ranger on site
  - Visitor center
  - Signs identifying flora/fauna/rocks

*Figure 40: Visitor groups interested in learning about the monument on a future visit*

<table>
<thead>
<tr>
<th>Method</th>
<th>N=211 visitor groups**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-guided tours</td>
<td>62%</td>
</tr>
<tr>
<td>Printed materials</td>
<td>58%</td>
</tr>
<tr>
<td>Outdoor exhibits</td>
<td>55%</td>
</tr>
<tr>
<td>Ranger-led activities</td>
<td>45%</td>
</tr>
<tr>
<td>Rainbow Bridge NM website</td>
<td>38%</td>
</tr>
<tr>
<td>Night sky program</td>
<td>34%</td>
</tr>
<tr>
<td>Audiovisual programs</td>
<td>24%</td>
</tr>
<tr>
<td>In-depth lectures by experts</td>
<td>20%</td>
</tr>
<tr>
<td>Electronic media</td>
<td>16%</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>10%</td>
</tr>
<tr>
<td>Children’s programs</td>
<td>8%</td>
</tr>
<tr>
<td>Ranger on tour boat</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Figure 41: Preferred learning method on a future visit*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
**Ratings of Visitor Services, Facilities, Elements, Attributes and Resources**

### Visitor services and facilities used

**Question 11a**
Please indicate all visitor services and facilities that you or your personal group used at Rainbow Bridge NM during this visit.

**Results**
- As shown in Figure 42, the most commonly used visitor services/facilities included:
  - 87% Restrooms
  - 84% Boat docks
  - 71% Ranger at the Bridge

- The least used services/facilities were:
  - 4% South Navajo Mountain Trail
  - 3% North Navajo Mountain Trail

![Figure 42: Visitor services and facilities used](image_url)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
### Importance ratings of visitor services and facilities

**Question 11b**

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1 to 5.

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

**Results**

- Figure 43 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 95% Boat docks  
  - 92% Restrooms
- Figures 44 to 55 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  - 4% Assistance from park staff

![Diagram showing the importance ratings of visitor services and facilities](image.png)

Figure 43: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Proportion of respondents</th>
<th>N= number of visitor groups who rated each service/facility.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boat docks</td>
<td>95%</td>
<td>95%, N=198</td>
</tr>
<tr>
<td>Restrooms</td>
<td>92%</td>
<td>92%, N=200</td>
</tr>
<tr>
<td>Ranger at the Bridge</td>
<td>69%</td>
<td>69%, N=167</td>
</tr>
<tr>
<td>Trailside exhibits</td>
<td>63%</td>
<td>63%, N=148</td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td>57%</td>
<td>57%, N=132</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Figure 44: Importance of assistance from park staff

Figure 45: Importance of sales items in park bookstore

Figure 46: Importance of trailside exhibits

Figure 47: Importance of ranger at the Bridge

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 48: Importance of guided boat tour

Figure 49: Importance of North Navajo Mountain Trail

Figure 50: Importance of South Navajo Mountain Trail

Figure 51: Importance of boat docks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Figure 52: Importance of picnic area**

- **Extremely important**: 23%
- **Very important**: 14%
- **Moderately important**: 41%
- **Somewhat important**: 5%
- **Not important**: 18%

**Figure 53: Importance of restrooms**

- **Extremely important**: 69%
- **Very important**: 23%
- **Moderately important**: 6%
- **Somewhat important**: 2%
- **Not important**: 1%

**Figure 54: Importance of access for disabled persons**

- **Extremely important**: 33%
- **Very important**: 33%
- **Moderately important**: 33%
- **Somewhat important**: 0%
- **Not important**: 0%

**Figure 55: Importance of monument website**

- **Extremely important**: 29%
- **Very important**: 29%
- **Moderately important**: 29%
- **Somewhat important**: 5%
- **Not important**: 10%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Quality ratings of visitor services and facilities

Question 11c
Finally, for only those services or facilities that you or your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 56 shows the combined proportions of “very good” and “good” quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

  95% Assistance from park staff
  92% Boat docks
  91% Ranger at the Bridge

- Figures 57 to 68 show the quality ratings for each service/facility.

- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

  2% Ranger at the Bridge

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 57: Quality of assistance from park staff

Figure 58: Quality of sales items in park bookstore

Figure 59: Quality of trailside exhibits

Figure 60: Quality of ranger at the Bridge
Figure 61: Quality of guided boat tour

Figure 62: Quality of North Navajo Mountain Trail

Figure 63: Quality of South Navajo Mountain Trail

Figure 64: Quality of boat docks

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 65: Quality of picnic area

Figure 66: Quality of restrooms

Figure 67: Quality of access for disabled persons

Figure 68: Quality of monument website

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*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Mean scores of importance and quality ratings of visitor services and facilities

- Figures 69 and 70 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services/facilities were rated above average in importance and quality.

Figure 69: Mean scores of importance and quality ratings for visitor services and facilities

Figure 70: Detail of Figure 69

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 11d
If you rated any of the visitor services/facilities as "poor" or "very poor," please explain why.

Results – Interpret with CAUTION!
- 18 visitor groups made about services and facilities (see Table 7).

Table 7: Visitor comments on services/facilities
N=19 comments

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boat dock</td>
<td>Not houseboat friendly&lt;br&gt;Concrete needs covering with a less heat-retaining surface</td>
</tr>
<tr>
<td>Boat parking</td>
<td>Not sufficient</td>
</tr>
<tr>
<td>Exhibits</td>
<td>Infrequent</td>
</tr>
<tr>
<td>Guided tour</td>
<td>No pictures&lt;br&gt;Poor maps&lt;br&gt;No timing</td>
</tr>
<tr>
<td>Picnic area</td>
<td>Could not find it</td>
</tr>
<tr>
<td>Rainbow Bridge</td>
<td>No water to wash/rinse hands after toilet use. Even hand sanitizer is better than nothing or the lake.</td>
</tr>
<tr>
<td>Ranger</td>
<td>Unavailable – busy with survey&lt;br&gt;No ranger at the Bridge, only the dock&lt;br&gt;Need more rangers with local knowledge</td>
</tr>
<tr>
<td>Restroom</td>
<td>Could use a sink and shelf</td>
</tr>
<tr>
<td>Sales items at Carl Hayden Visitor Center</td>
<td>No visible souvenirs/models of Rainbow Bridge</td>
</tr>
<tr>
<td>Sales items at store</td>
<td>Junk food/high prices</td>
</tr>
<tr>
<td>Tour boat</td>
<td>Bathroom in very poor condition, waste was overwhelming</td>
</tr>
<tr>
<td>Trailside exhibits</td>
<td>Not interesting, not kid friendly&lt;br&gt;Not enough exhibits and explanations&lt;br&gt;Not enough information</td>
</tr>
</tbody>
</table>
Appropriateness of activities

Question 12
Please rate how appropriate you and your personal group feel the following activities are in Rainbow Bridge NM.

Results
- Table 8 shows how visitor groups rated the appropriateness of each activity.
- Activities that received the highest “very inappropriate” ranking included:
  - 59% Throwing footballs, frisbees, baseballs, etc.
  - 48% Rock climbing
- Activities that received the highest “very appropriate” ranking included:
  - 42% Approaching/walking under Rainbow Bridge
  - 16% Picnicking

Table 8: Visitor groups’ ratings of appropriateness of activities
N=number of visitor groups that rated each activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>N</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>240</td>
<td>21</td>
<td>8</td>
<td>13</td>
<td>17</td>
<td>42</td>
</tr>
<tr>
<td>Picnicking</td>
<td>235</td>
<td>11</td>
<td>15</td>
<td>36</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>Sunbathing</td>
<td>236</td>
<td>36</td>
<td>26</td>
<td>30</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Swimming</td>
<td>238</td>
<td>34</td>
<td>19</td>
<td>26</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Fishing</td>
<td>237</td>
<td>41</td>
<td>22</td>
<td>27</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Bouldering</td>
<td>236</td>
<td>41</td>
<td>20</td>
<td>25</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>235</td>
<td>48</td>
<td>18</td>
<td>24</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Walking with pets on trails</td>
<td>231</td>
<td>31</td>
<td>21</td>
<td>25</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Throwing footballs, frisbees, baseballs, etc.</td>
<td>234</td>
<td>59</td>
<td>22</td>
<td>15</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Scenic Air Tours</td>
<td>233</td>
<td>18</td>
<td>16</td>
<td>36</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Running on trails</td>
<td>236</td>
<td>22</td>
<td>28</td>
<td>38</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Rainbow Bridge National Monument – VSP Visitor Study

July 18 – August 24, 2007

Importance of monument attributes/resources

Question 24

It is the National Park Service’s responsibility to protect natural 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?

Results

- As shown in Figure 71, the highest combined proportions of “extremely important” and “very important” ratings of park attributes/resources included:
  - 99% Scenic views
  - 93% Clean water

- The attribute/resource that received the highest “not important” rating was:
  - 13% Recreational opportunities

- Table 9 shows the importance ratings of attributes/resources as rated by visitor groups.

Figure 71: Combined proportions of “extremely important” and “very important” ratings of park attributes/resources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Table 9: Importance of park attributes/resources*
N=number of visitor groups who rated each attribute/resource

<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>N</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>243</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>19</td>
<td>80</td>
</tr>
<tr>
<td>Untouched/undeveloped landscape</td>
<td>245</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>23</td>
<td>66</td>
</tr>
<tr>
<td>Native plants/animals</td>
<td>245</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>28</td>
<td>60</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>244</td>
<td>1</td>
<td>3</td>
<td>11</td>
<td>25</td>
<td>59</td>
</tr>
<tr>
<td>Solitude</td>
<td>243</td>
<td>6</td>
<td>6</td>
<td>21</td>
<td>21</td>
<td>46</td>
</tr>
<tr>
<td>Clean air</td>
<td>245</td>
<td>&lt;1</td>
<td>2</td>
<td>9</td>
<td>24</td>
<td>64</td>
</tr>
<tr>
<td>Clean water</td>
<td>244</td>
<td>&lt;1</td>
<td>2</td>
<td>5</td>
<td>24</td>
<td>69</td>
</tr>
<tr>
<td>Preservation of Native American/western American culture/history</td>
<td>244</td>
<td>2</td>
<td>3</td>
<td>14</td>
<td>23</td>
<td>59</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>243</td>
<td>2</td>
<td>5</td>
<td>20</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>244</td>
<td>13</td>
<td>11</td>
<td>27</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td>Access to backcountry</td>
<td>242</td>
<td>9</td>
<td>12</td>
<td>31</td>
<td>21</td>
<td>27</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 23
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?

Results
- 90% of visitor groups rated the overall quality as “very good” or “good” (see Figure 72).
- No visitor group rated the overall quality as “poor” or “very poor.”

![Figure 72: Overall quality of visitor facilities, services, and recreational opportunities](image_url)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor Comments

National significance

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

Results
- 81% of visitor groups (N=200) responded to this question.
- Table 10 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty</td>
<td>41</td>
</tr>
<tr>
<td>Unique formation</td>
<td>28</td>
</tr>
<tr>
<td>Spiritual significance/sacredness to Native Americans</td>
<td>25</td>
</tr>
<tr>
<td>Natural wonder</td>
<td>22</td>
</tr>
<tr>
<td>Geology</td>
<td>18</td>
</tr>
<tr>
<td>Largest bridge in world</td>
<td>13</td>
</tr>
<tr>
<td>Significance to Native Americans</td>
<td>13</td>
</tr>
<tr>
<td>Geologic wonder</td>
<td>10</td>
</tr>
<tr>
<td>Size of bridge</td>
<td>10</td>
</tr>
<tr>
<td>Should be protected</td>
<td>9</td>
</tr>
<tr>
<td>History</td>
<td>8</td>
</tr>
<tr>
<td>Native American history/culture</td>
<td>6</td>
</tr>
<tr>
<td>Creation of nature</td>
<td>4</td>
</tr>
<tr>
<td>Cultural</td>
<td>4</td>
</tr>
<tr>
<td>Remoteness</td>
<td>4</td>
</tr>
<tr>
<td>Scenic</td>
<td>4</td>
</tr>
<tr>
<td>Historical significance for cultures</td>
<td>3</td>
</tr>
<tr>
<td>How the monument was formed</td>
<td>3</td>
</tr>
<tr>
<td>National treasure</td>
<td>3</td>
</tr>
<tr>
<td>Natural arch</td>
<td>3</td>
</tr>
<tr>
<td>One of 7 natural wonders of the world</td>
<td>3</td>
</tr>
<tr>
<td>Religious</td>
<td>3</td>
</tr>
<tr>
<td>Sacredness</td>
<td>3</td>
</tr>
<tr>
<td>Spiritual area</td>
<td>3</td>
</tr>
<tr>
<td>Wonderful thing to see</td>
<td>3</td>
</tr>
<tr>
<td>Important as a monument of interest</td>
<td>2</td>
</tr>
<tr>
<td>Landmark</td>
<td>2</td>
</tr>
<tr>
<td>Significance of bridge</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>38</td>
</tr>
</tbody>
</table>
What visitors liked most

Question 22a
What did you and your personal group like most about your visit to Rainbow Bridge NM?

Results
• 91% of visitor groups (N=224) responded to this question.

• Table 11 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 11: What visitors liked most
N=320 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL</td>
<td></td>
</tr>
<tr>
<td>Visiting with the rangers</td>
<td>3</td>
</tr>
<tr>
<td>Excellent ranger</td>
<td>2</td>
</tr>
<tr>
<td>Friendly ranger</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES</td>
<td></td>
</tr>
<tr>
<td>Questions and answers with ranger</td>
<td>5</td>
</tr>
<tr>
<td>Ranger-led program</td>
<td>4</td>
</tr>
<tr>
<td>Learning about cultural history</td>
<td>3</td>
</tr>
<tr>
<td>Boat ride</td>
<td>2</td>
</tr>
<tr>
<td>Learning about natural history</td>
<td>2</td>
</tr>
<tr>
<td>Reading about Bridge</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>8</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE</td>
<td></td>
</tr>
<tr>
<td>Docks</td>
<td>3</td>
</tr>
<tr>
<td>Hiking trail</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>Natural preservation of area</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td>GENERAL COMMENTS</td>
<td></td>
</tr>
<tr>
<td>Rainbow Bridge</td>
<td>58</td>
</tr>
<tr>
<td>Beauty</td>
<td>51</td>
</tr>
<tr>
<td>Scenery</td>
<td>26</td>
</tr>
<tr>
<td>Views</td>
<td>19</td>
</tr>
<tr>
<td>Hiking</td>
<td>11</td>
</tr>
<tr>
<td>Peacefulness</td>
<td>6</td>
</tr>
<tr>
<td>Quiet</td>
<td>6</td>
</tr>
<tr>
<td>Experience</td>
<td>5</td>
</tr>
<tr>
<td>Size of Bridge</td>
<td>5</td>
</tr>
</tbody>
</table>
Table 11: What visitors liked most (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL COMMENTS</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Everything</td>
<td>4</td>
</tr>
<tr>
<td>History</td>
<td>4</td>
</tr>
<tr>
<td>No big crowds</td>
<td>4</td>
</tr>
<tr>
<td>Boating of the area</td>
<td>3</td>
</tr>
<tr>
<td>Historical value</td>
<td>3</td>
</tr>
<tr>
<td>Impressive</td>
<td>2</td>
</tr>
<tr>
<td>Nature</td>
<td>2</td>
</tr>
<tr>
<td>Accessibility</td>
<td>2</td>
</tr>
<tr>
<td>Adventur</td>
<td>2</td>
</tr>
<tr>
<td>Awe</td>
<td>2</td>
</tr>
<tr>
<td>Awesome as world’s largest natural bridge</td>
<td>2</td>
</tr>
<tr>
<td>Being close to it</td>
<td>2</td>
</tr>
<tr>
<td>Interesting</td>
<td>2</td>
</tr>
<tr>
<td>Panoramic view</td>
<td>2</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>2</td>
</tr>
<tr>
<td>Taking pictures</td>
<td>2</td>
</tr>
<tr>
<td>Watching friends see it for the first time</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>38</td>
</tr>
</tbody>
</table>
**What visitors liked least**

**Question 22b**
What did you and your group like least about your visit to Rainbow Bridge NM?

**Results**
- 79% of visitor groups (N=195) responded to this question.
- Table 12 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

**Table 12: What visitors liked least**
N=227 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of information provided</td>
<td>5</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>No access to fresh water</td>
<td>7</td>
</tr>
<tr>
<td>Lack of sheltered benches</td>
<td>4</td>
</tr>
<tr>
<td>No hand washing station</td>
<td>3</td>
</tr>
<tr>
<td>Distance from docks</td>
<td>2</td>
</tr>
<tr>
<td>Docks minimally available</td>
<td>2</td>
</tr>
<tr>
<td>Trash</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>14</td>
</tr>
<tr>
<td><strong>POLICY/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Can’t get close to bridge</td>
<td>17</td>
</tr>
<tr>
<td>Pet restrictions</td>
<td>5</td>
</tr>
<tr>
<td>No swimming allowed</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Low water level</td>
<td>10</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Heat</td>
<td>47</td>
</tr>
<tr>
<td>Nothing/liked everything</td>
<td>39</td>
</tr>
<tr>
<td>Hike</td>
<td>23</td>
</tr>
<tr>
<td>Boat trip</td>
<td>3</td>
</tr>
<tr>
<td>Lack of shade</td>
<td>3</td>
</tr>
<tr>
<td>Short hike</td>
<td>3</td>
</tr>
<tr>
<td>Too many people</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>20</td>
</tr>
</tbody>
</table>
Question 25  
Is there anything else you and your personal group would like to tell us about your visit to Rainbow Bridge NM?  

Results  
- 47% of visitor groups (N=115) responded to this question.  
- Table 13 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 13: Additional comments  
N=201 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>8</td>
</tr>
<tr>
<td>Great</td>
<td>7</td>
</tr>
<tr>
<td>Helpful</td>
<td>6</td>
</tr>
<tr>
<td>Nice</td>
<td>6</td>
</tr>
<tr>
<td>Friendly</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyable</td>
<td>3</td>
</tr>
<tr>
<td>Passionate</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Need more trailside exhibits</td>
<td>4</td>
</tr>
<tr>
<td>More literature should be available</td>
<td>3</td>
</tr>
<tr>
<td>Need more guided tours</td>
<td>3</td>
</tr>
<tr>
<td>Glad we took the boat trip through canyon</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Should have fresh water access onsite</td>
<td>7</td>
</tr>
<tr>
<td>Add misters</td>
<td>2</td>
</tr>
<tr>
<td>Clean trails</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>13</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Should be able to get closer to Bridge</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Add native/historic plants</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>23</td>
</tr>
<tr>
<td>Thank you</td>
<td>16</td>
</tr>
<tr>
<td>Beautiful</td>
<td>14</td>
</tr>
<tr>
<td>Amazing place</td>
<td>10</td>
</tr>
<tr>
<td>Comment</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>8</td>
</tr>
<tr>
<td>Needs to be preserved/protected</td>
<td>8</td>
</tr>
<tr>
<td>Great</td>
<td>4</td>
</tr>
<tr>
<td>We visit Rainbow Bridge often</td>
<td>3</td>
</tr>
<tr>
<td>Thanks for opportunity to fill out survey</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>17</td>
</tr>
</tbody>
</table>
APPENDICES

Appendix 1: The Questionnaire
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park’s VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtained information about monument prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware that monument is managed by NPS?
- Aware that monument is a unit separate from Glen Canyon NRA?
- Aware that monument management goals and rules are different than GLCA NRA?
- Reasons for visiting monument
- Expected activities
- Activities on this visit
- Activity as primary reason for visit
- Unable to participate in expected activity?
- Reasons for being unable to participate in activities
- Forms of transportation used
- Time of arrival
- Length of visit - hours
- Visit on more than one day?
- Number of days visited
- Take safety measures in preparing for trip?
- Feel prepared for safety situations?
- Obtain safety information?
- Sources of safety information
- Learned about park topics, this visit?
- Interested in learning about monument topics, future visit?
- Sources for learning about monument topics, this visit
- Preferred method for learning about monument cultural and natural history/features on future visit
- Services/facilities used
- Importance of services/facilities
- Quality of services/facilities
- Appropriateness of activities
- Respondent gender
- With school/educational group?
- With other organized group?
- Group type
- Group size
- Visitor age
- State of residence
- Country of residence
- Frequency of visits during the past 12 months
- Frequency of visits in lifetime
- Physical condition limiting access/participation?
- Activities/services difficult to access
- Type of physical difficulty
- Visitor ethnicity
- Visitor race
- Overall quality of facilities, services, recreational opportunities
- Importance of monument attributes/resources

For more information please contact:
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College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:
1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 1 shows no significant difference in group type. As shown in Table 2, the p-value for respondent/non-respondent age test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for age is judged to be insignificant. However, the p-value for respondent/non-respondent group size test is less than 0.05 indicating significant group size differences between respondents and non-respondents. There may be a skew in the results toward a larger group size.

References
# Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

<table>
<thead>
<tr>
<th>Year</th>
<th>Studies</th>
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<tbody>
<tr>
<td></td>
<td>3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.</td>
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<tr>
<td>1983</td>
<td>5. North Cascades National Park Service Complex</td>
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<td></td>
<td>6. Crater Lake National Park</td>
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<td></td>
<td>8. Independence National Historical Park</td>
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<td>9. Valley Forge National Historical Park</td>
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<tr>
<td>1986</td>
<td>10. Colonial National Historical Park (summer &amp; fall)</td>
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<td></td>
<td>11. Grand Teton National Park</td>
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<td>12. Harpers Ferry National Historical Park</td>
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<td></td>
<td>13. Mesa Verde National Park</td>
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<td></td>
<td>14. Shenandoah National Park (summer &amp; fall)</td>
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<td></td>
<td>15. Yellowstone National Park</td>
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<tr>
<td></td>
<td>16. Independence National Historical Park: Four Seasons Study</td>
</tr>
<tr>
<td>1987</td>
<td>17. Glen Canyon National Recreational Area</td>
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<td></td>
<td>18. Denali National Park and Park</td>
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<td></td>
<td>20. Craters of the Moon National Monument</td>
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<tr>
<td>1988</td>
<td>21. Everglades National Park (winter)</td>
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<td>22. Statue of Liberty National Monument</td>
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<td>23. The White House Tours, President's Park</td>
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<tr>
<td>1989</td>
<td>24. Lincoln Home NHP</td>
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<td></td>
<td>25. Yellowstone National Park</td>
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<td></td>
<td>26. Delaware Water Gap National Recreation Area</td>
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<td></td>
<td>27. Muir Woods National Monument</td>
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<tr>
<td>1990</td>
<td>28. Canyonlands National Park (spring)</td>
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<td>29. White Sands National Monument</td>
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<td>31. Kenai Fjords National Park</td>
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<td>32. Gateway National Recreation Area</td>
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<td>33. Petersburg National Battlefield</td>
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<td>34. Death Valley National Monument</td>
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<td>35. Glacier National Park</td>
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<td>36. Scott's Bluff National Monument</td>
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<td>37. John Day Fossil Beds National Monument</td>
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<tr>
<td>1991</td>
<td>38. Jean Lafitte National Historical Park (spring)</td>
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<td>39. Joshua Tree National Monument (spring)</td>
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<td>40. The White House Tours, President's Park (spring)</td>
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<td>41. Natchez Trace Parkway (spring)</td>
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<td>42. Stehekin-North Cascades NP/ Lake Chelan NRA</td>
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<td>43. City of Rocks National Reserve</td>
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<td></td>
<td>44. The White House Tours, President's Park (fall)</td>
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<td>1992</td>
<td>45. Big Bend National Park (spring)</td>
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<td></td>
<td>46. Frederick Douglass NHP (spring)</td>
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<td>47. Glen Echo Park (spring)</td>
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<td>48. Bent's Old Fort NHP</td>
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<td></td>
<td>49. Jefferson National Expansion Memorial</td>
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<td>50. Zion National Park</td>
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<td>51. New River Gorge National River</td>
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<td>52. Klondike Gold Rush National Historical Park, AK</td>
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<td>53. Arlington House-The Robert E. Lee Memorial</td>
</tr>
</tbody>
</table>
Visitor Services Project Publications (continued)

1993

54. Belle Haven Park/Dyke Marsh
   Wildlife Park (spring)
55. Santa Monica Mountains National
    Recreation Area (spring)
56. Whitman Mission NHP
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National
    Monument
63. Bryce Canyon National Park (fall)

1994

64. Death Valley National Monument
    Backcountry (winter)
65. San Antonio Missions National
    Historical Park (spring)
66. Anchorage Alaska Public Lands
    Information Center
67. Wolf Trap Farm Park for the
    Performing Arts
68. Nez Perce National Historical Park
69. Edison NHP
70. San Juan Island National Historical
    Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore
    (fall)
73. Gettysburg National Military Park
    (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park &
    Park
78. Adams NHP
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National
    Monument
82. San Francisco Maritime National
    Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie NHP (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park
    (summer & fall)

1997

93. Virgin Islands National Park (winter)
94. Mojave National Park (spring)
95. Martin Luther King, Jr., NHP (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Park
    (spring)
102. Chattahoochee River National Recreation
    Area (spring)
103. Cumberland Island National Seashore
    (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials,
    Washington, D.C.
106. Klondike Gold Rush National Historical
    Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Minute Man National Historical Park
    (winter)
110. San Juan NHP, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical
    Park
114. Glacier Bay National Park & Park
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National
    Historical Park (fall)
Visitor Services Project Publications (continued)

**2000**
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower NHP
123. Badlands National Park
124. Mount Rainier National Park

**2001**
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

**2002**
131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument & Park
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh NHP, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace NHP
140. Stones River National Battlefield

**2003**
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages NHP

**2004**
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Park (fall)
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Park
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens NHP
161. Manzanar NHP
162. John Day Fossil Beds National Monument

**2005**
163. Congaree National Park
164. San Francisco Maritime National Historical Park
165. Lincoln Home NHP
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus NHP

**2006**
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy NHP
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Park
181. Golden Spike NHP
182. Katmai National Park and Park
183. Zion National Park (spring and fall)
Visitor Services Project Publications (continued)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186.1. Glen Canyon National Recreation Area (spring)
186.2. Glen Canyon National Recreation Area (summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post National Historic Site
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey’s Landing National Historical Reserve
194. Rainbow Bridge National Monument

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.
Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.