



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

Visitor Services Project



# Rainbow Bridge National Monument Visitor Study

Summer 2007



University of Idaho

Park Studies Unit  
Visitor Services Project  
Report 194





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Report 194**

June 2008

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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](http://www.nps.gov/rabr))

### Organization of the report

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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.

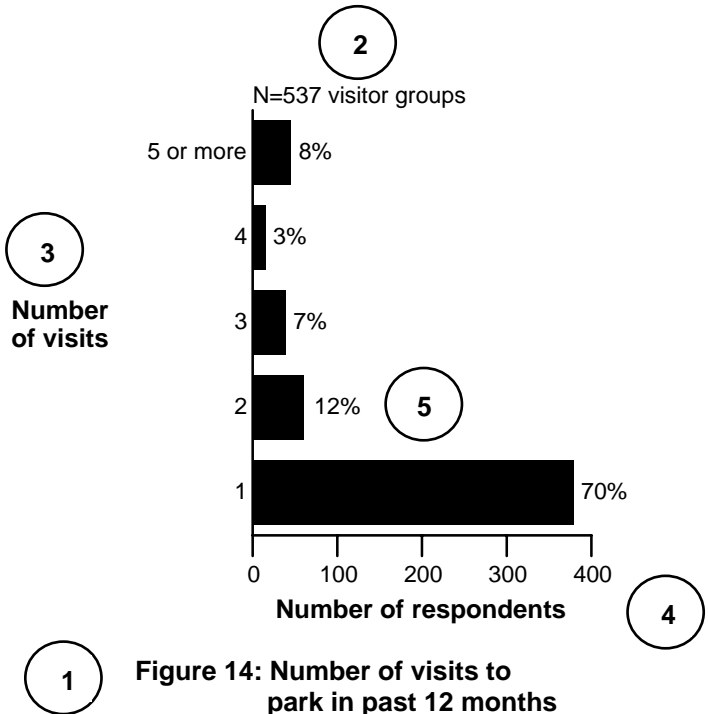
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

**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.



## METHODS

### Survey Design

#### Sample size and sampling plan

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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

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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

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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 1: Comparison of respondents and non-respondents  
group type**

Group type	Respondent	Non- respondent	Total
Alone	2	2	4
Family	90	49	139
Friends	30	18	48
Family and friends	117	54	171
Other	0	1	1
Total	239	124	363

Chi-square = 3.192<sup>a</sup>    df = 4    p-value = 0.526

4 cells (40%) have expected count of less than 5. The minimum expected count is 0.34.

**Table 2: Comparison of respondents and non-respondents  
group size and age**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	236	7.9	123	5.1	<0.001
Age	240	43.9	123	41.1	0.063

The results may be skewed toward larger group size.

## RESULTS

### Demographics

#### Visitor group size

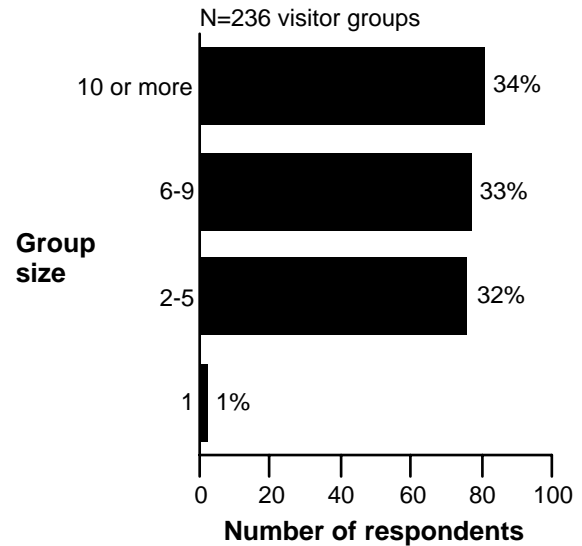
**Question 16**

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

**Results**

Visitors to Rainbow Bridge NM tended to travel in a 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**

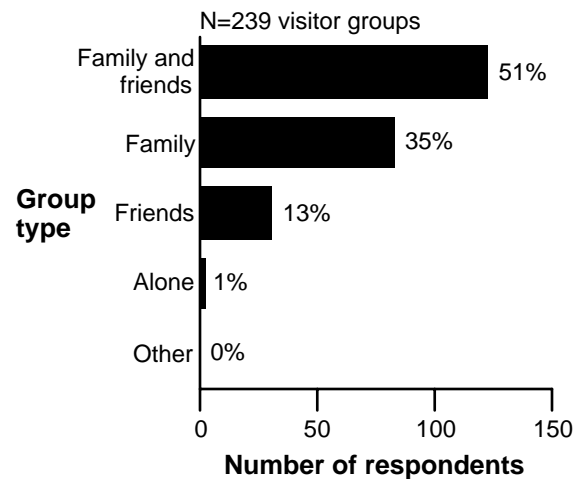
#### Visitor group type

**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**

\*total percentages do not equal 100 due to rounding

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

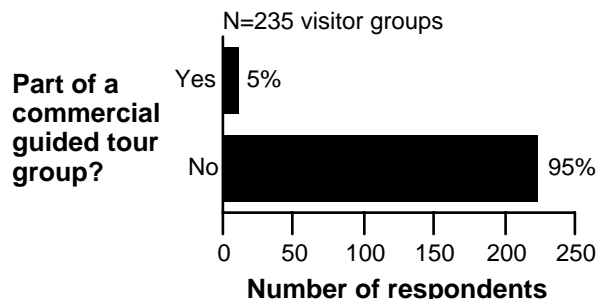
**Visitors with organized groups**

**Question 14a**

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

**Results**

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



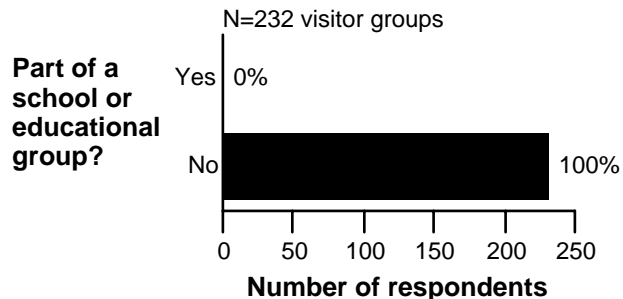
**Figure 3: Visitors traveling with a commercial guided tour group**

**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).



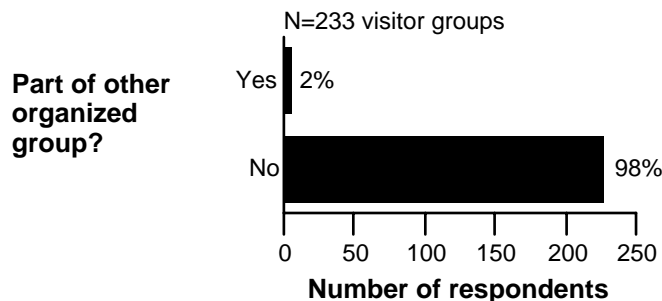
**Figure 4: Visitors traveling with a school/educational group**

**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.

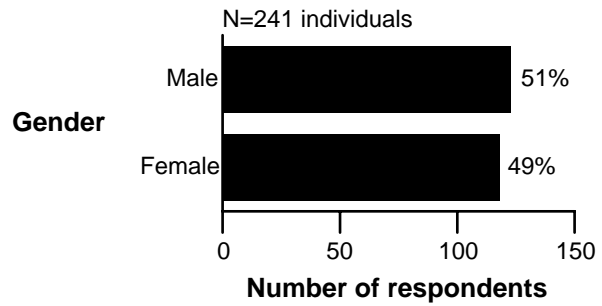


Figure 6: Respondent gender

## 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.

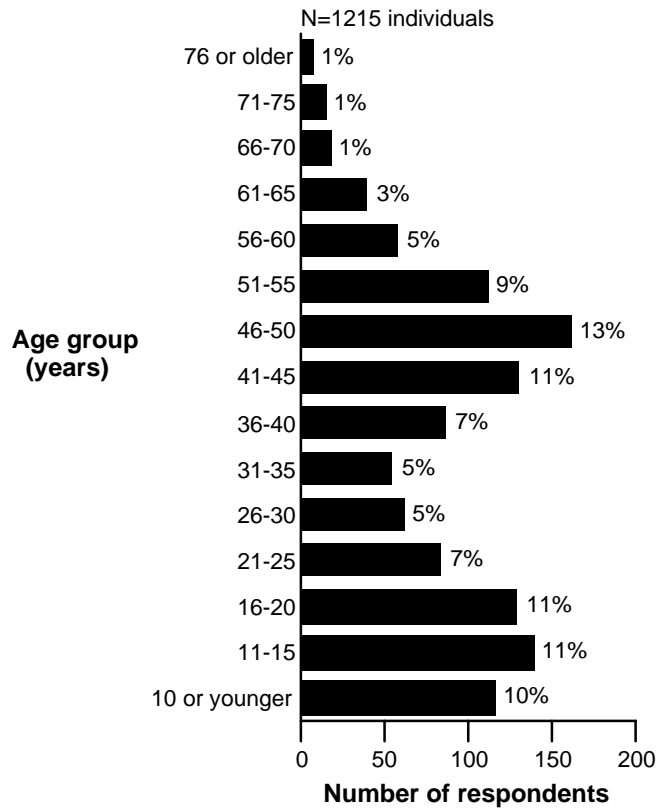


Figure 7: Visitor age

\*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

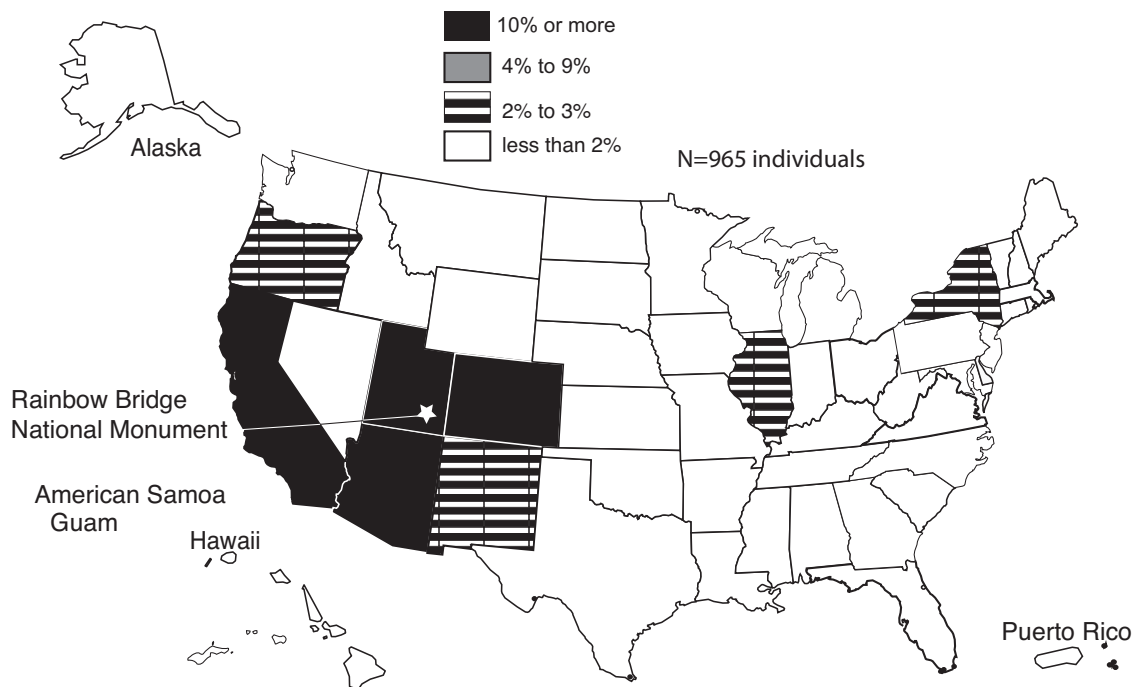
- U.S. visitors were from 33 states and Washington DC and comprised 96% of total visitation to the park during the survey period.
- 34% of U.S. visitors came from California (see Table 3 and Map 1).
- 21% from Utah.
- Smaller proportions came from 30 other states and Washington, D.C.

**Table 3: United States visitors by state of residence\***

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

\*total percentages do not equal 100 due to rounding

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



**Map 1: Proportions of United States visitors by state of residence**

**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 \***

Country	Number of visitors	Percent of international visitors N=40 individuals	Percent of total visitors N=1005 individuals
France	14	35	1
United Kingdom	13	33	1
Switzerland	4	10	<1
Germany	3	8	<1
Bosnia	2	5	<1
Taiwan	2	5	<1
Hungary	1	3	<1
Japan	1	3	<1

\*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

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### Number of visits in the past 12 months

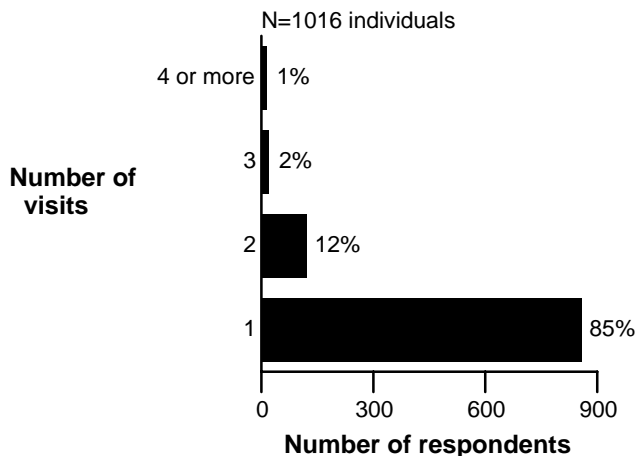
**Question 17c**

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**

### Number of visits in lifetime

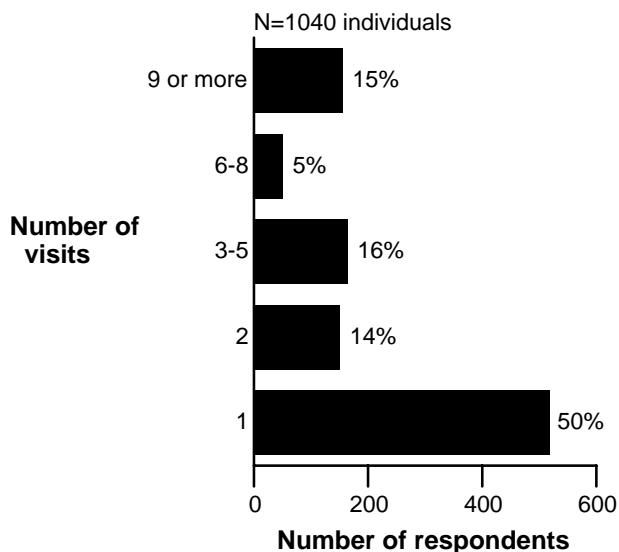
**Question 17d**

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 visit to the monument in lifetime**

\*total percentages do not equal 100 due to rounding

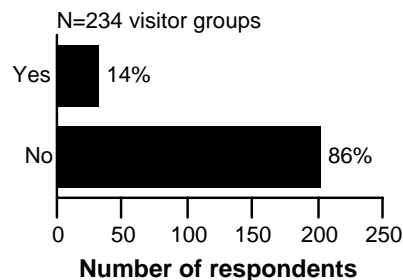
\*\*total percentages do not equal 100 because visitors could select more than one answer

### 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?

**Group members with physical limitations?**



**Results**

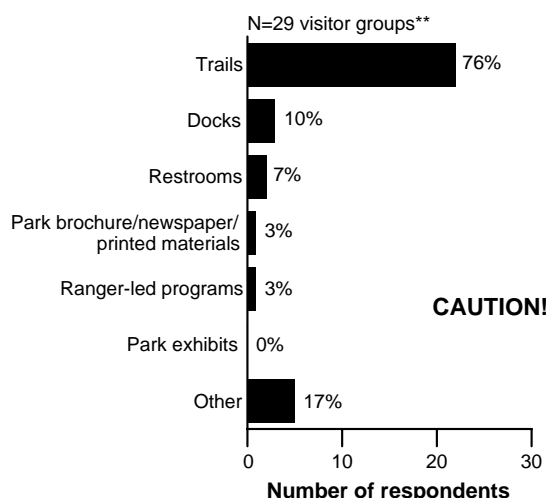
- 14% of visitor groups had members with physical limitations that made it difficult to access or participate in park activities or services (see Figure 10).

**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?

**Activity/ service**



**Results - Interpret with CAUTION!**

- Not enough visitors answered this question to provide reliable data (see Figure 11).
- “Other” accessibility problems (17%) included:

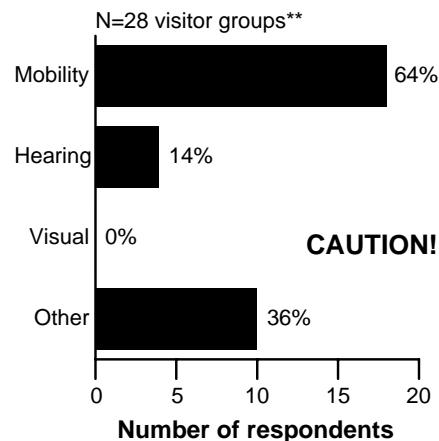
Have difficulty walking in general  
Trails too long for toddler/stroller

**Figure 11: Activities/services that visitors had difficulty accessing**

**Question 18c**

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

**Type of disability/ impairment**



**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

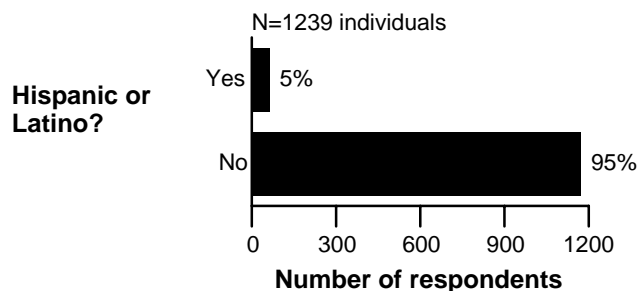
**Question 19**

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).



**Figure 13: Visitors of Hispanic or Latino ethnicity**

### Visitor race

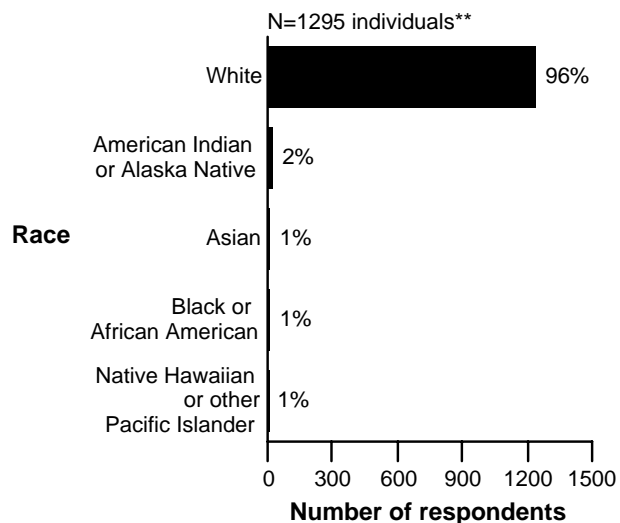
**Question 20a**

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.



**Figure 14: Visitor race**

**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

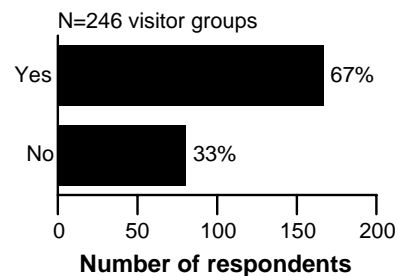
## Trip/Visit Characteristics and Preferences

### 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)?

**Aware of NPS management?**



#### Results

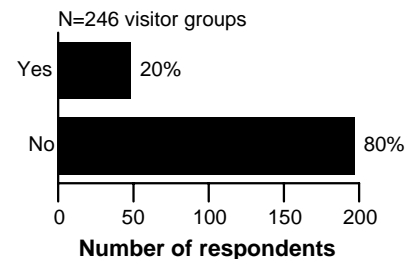
- 67% of visitor groups were aware of the NPS management of Rainbow Bridge NM (see Figure 15).

**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)?

**Aware that RABR is a separate unit from GLCA?**



#### Results

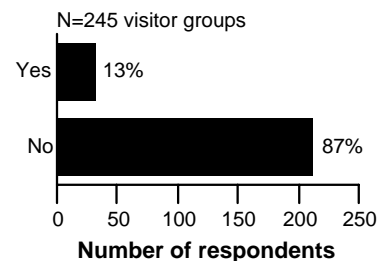
- 80% of visitor groups were not aware that Rainbow Bridge NM is a separate NPS unit from Glen Canyon NRA (see Figure 16).

**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?

**Aware of different management goals/rules?**



#### 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

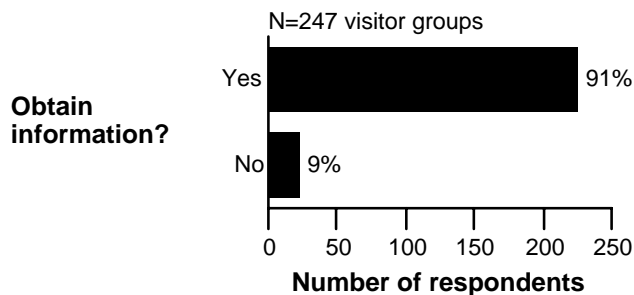
47% Maps/brochures

- “Other” sources of information (3%) included:

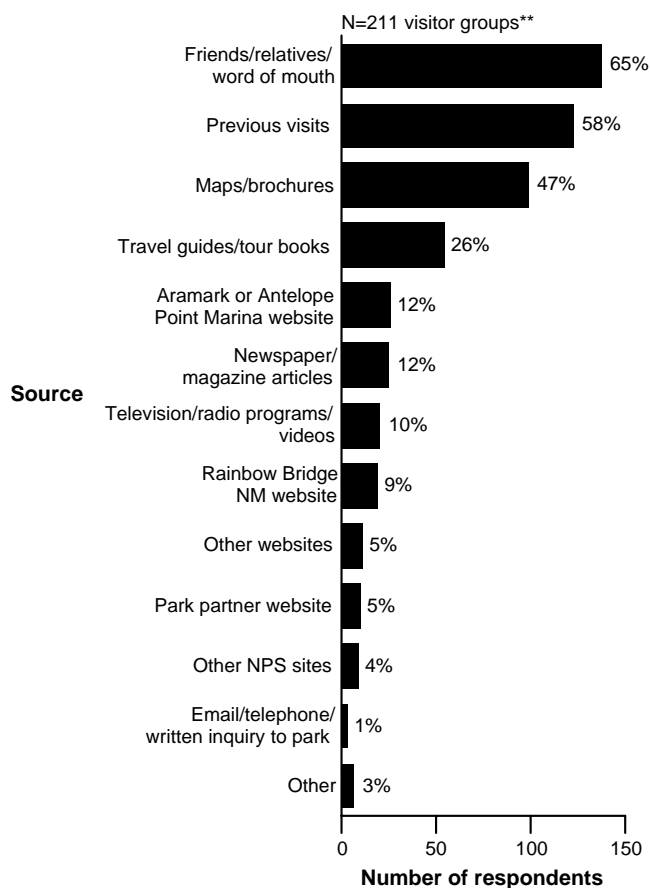
Utah license plate

School

Natural wonders of the world published list



**Figure 18: Visitor groups who obtained information about Rainbow Bridge NM prior to this visit**



**Figure 19: Sources of information used by visitor groups prior to this visit**

\*total percentages do not equal 100 due to rounding

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

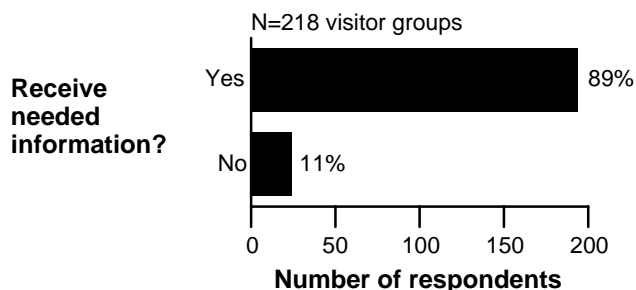


**Question 1c**

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?

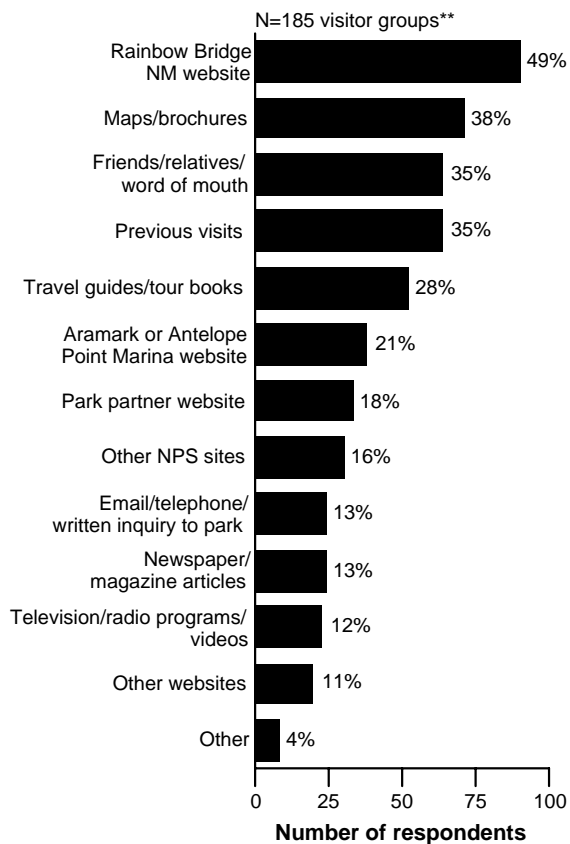
Results

- 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**

\*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

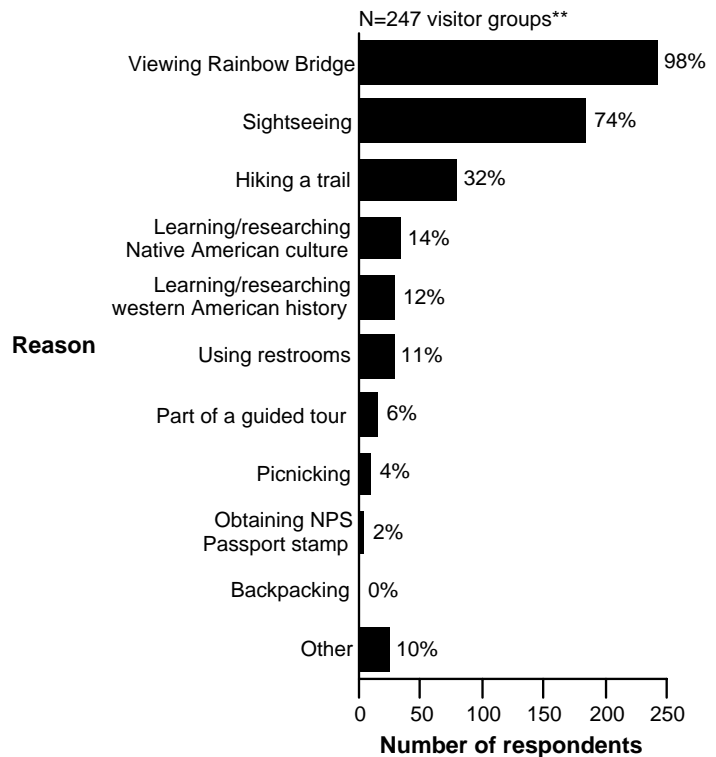


Figure 22: Reasons for visiting Rainbow Bridge NM

\*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

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**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?

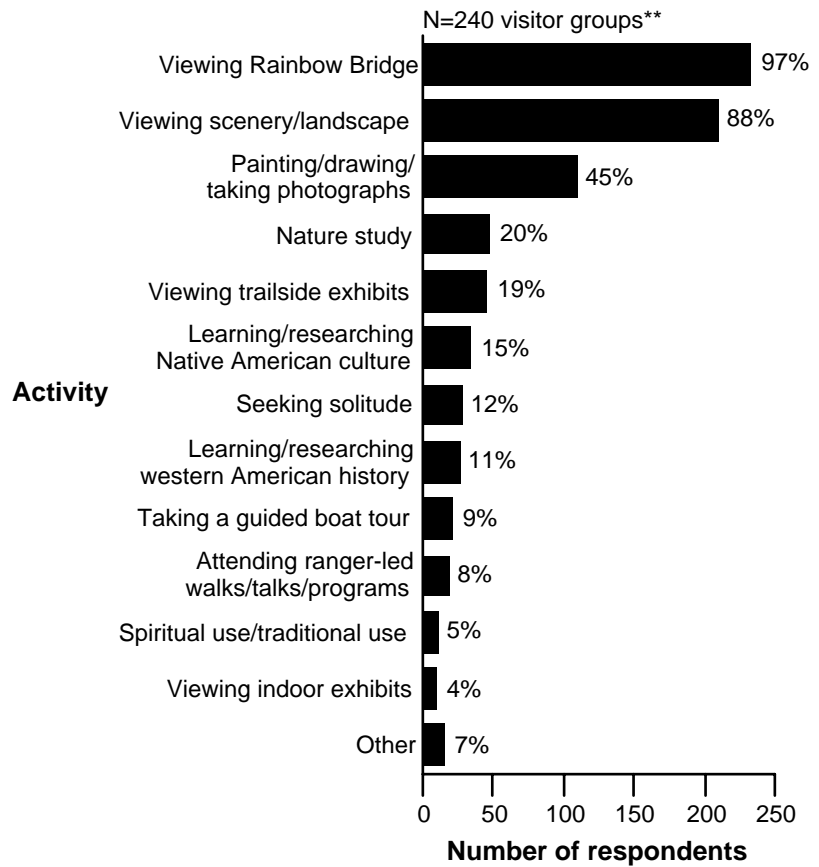
Results

- 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?

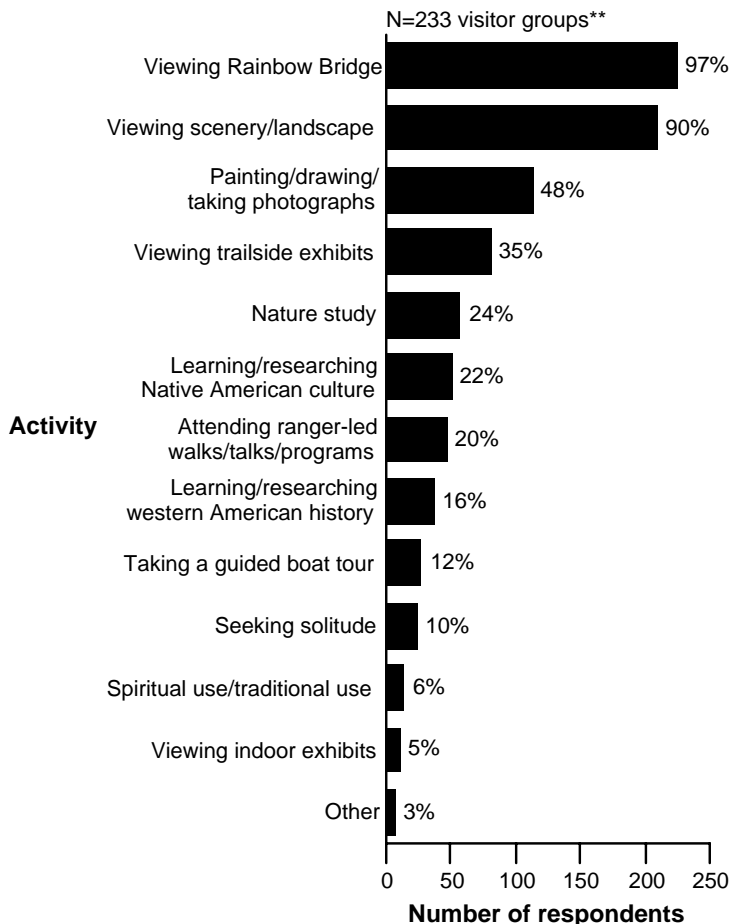
**Results**

- 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**

\*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

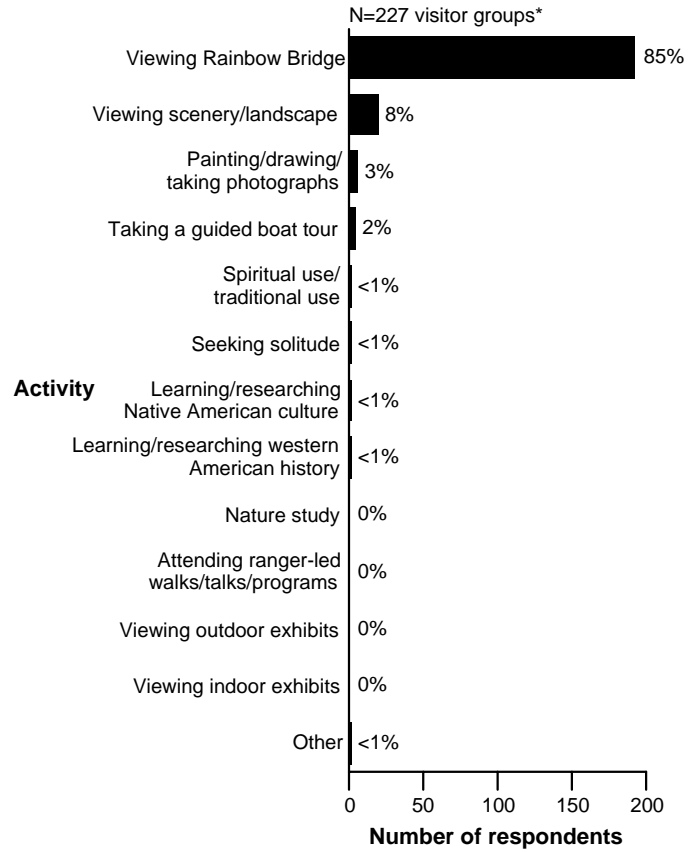


Figure 25: Activity as primary reason for visit

\*total percentages do not equal 100 due to rounding

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

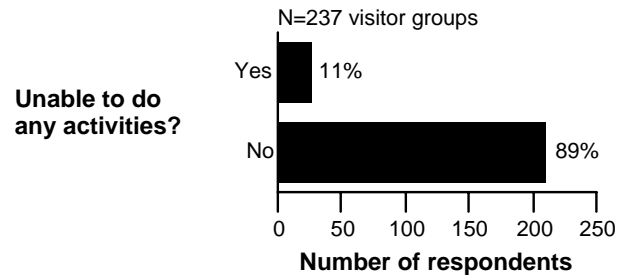
**Reasons for not being able to do expected activities**

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).



**Figure 26: Visitors groups unable to do expected activities**

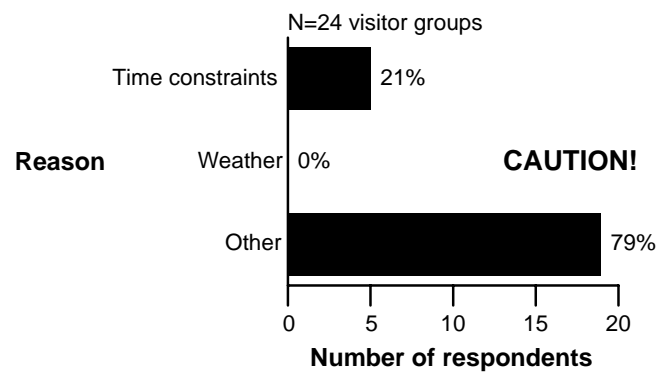
Question 4e

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



**Figure 27: Reasons visitor groups were unable to do 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



### Forms of transportation

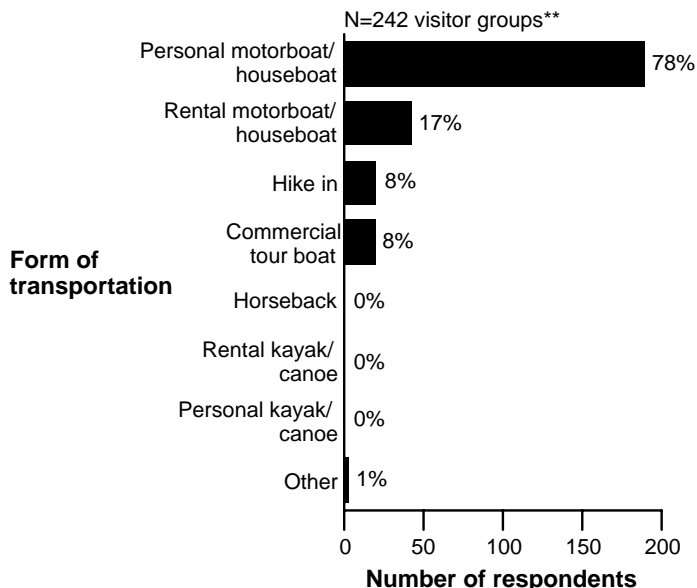
**Question 5**

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



**Figure 28: Forms of transportation**

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.

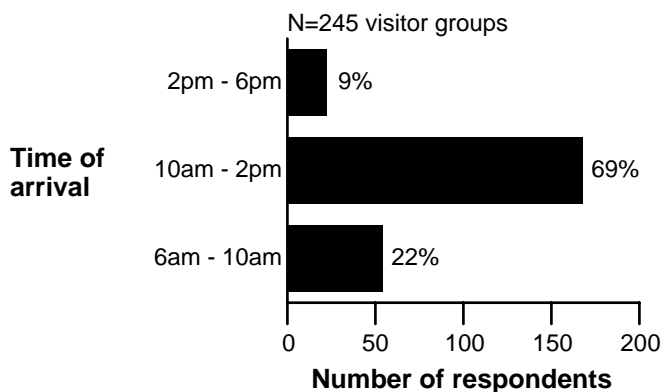
### Time of first arrival

**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.



**Figure 29: Time of first arrival**

\*total percentages do not equal 100 due to rounding

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

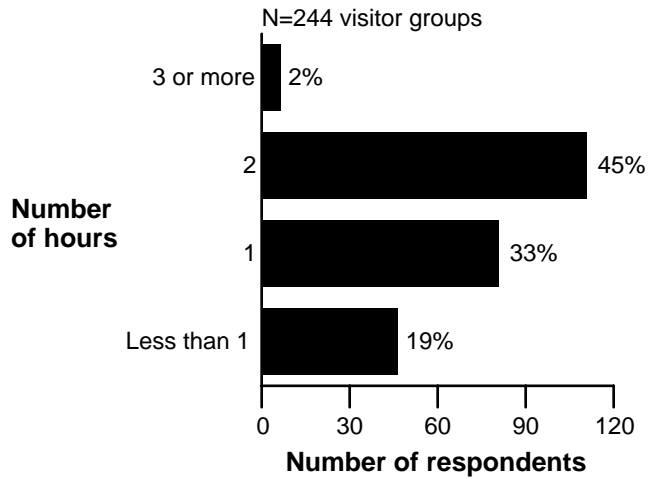
### Length of visit

**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



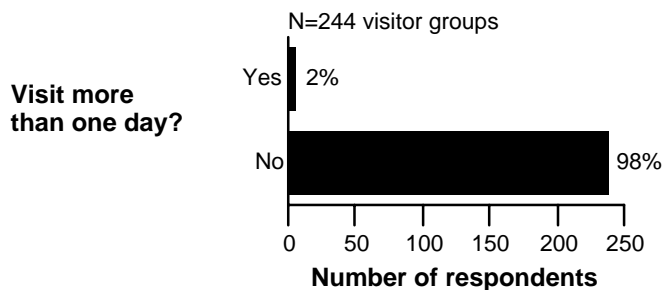
**Figure 30: Number of hours visiting the monument**

**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).



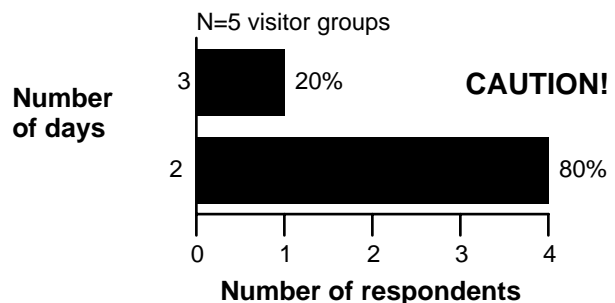
**Figure 31: Visitor groups who visited the park on more than one day**

**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**

\*total percentages do not equal 100 due to rounding

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

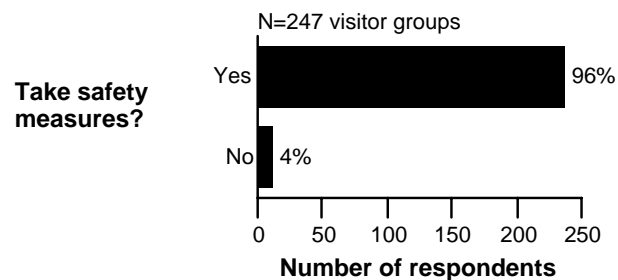
## Safety measures

### 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 5: Safety measures taken by visitors groups**  
N=766 comments

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

\*total percentages do not equal 100 due to rounding

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

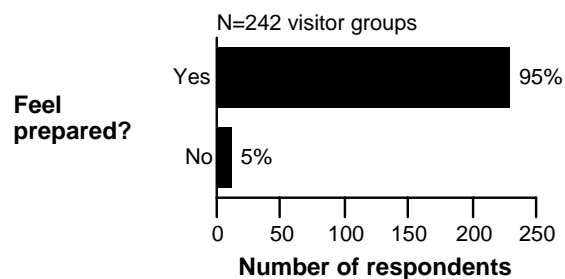
**Table 5: Safety measures taken by visitors groups**  
(continued)

Safety measure	Number or times mentioned
GPS	1
Locked boat	1
Mirror	1
Pocket knife	1
Sat in shade on trail	1
Suitable motor boat	1
Telling someone where they are and when will return	1
Trash bags	1
Video	1
Whistle	1

## 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?

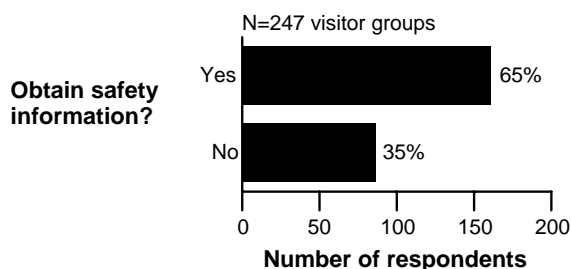
**Results**

- 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:

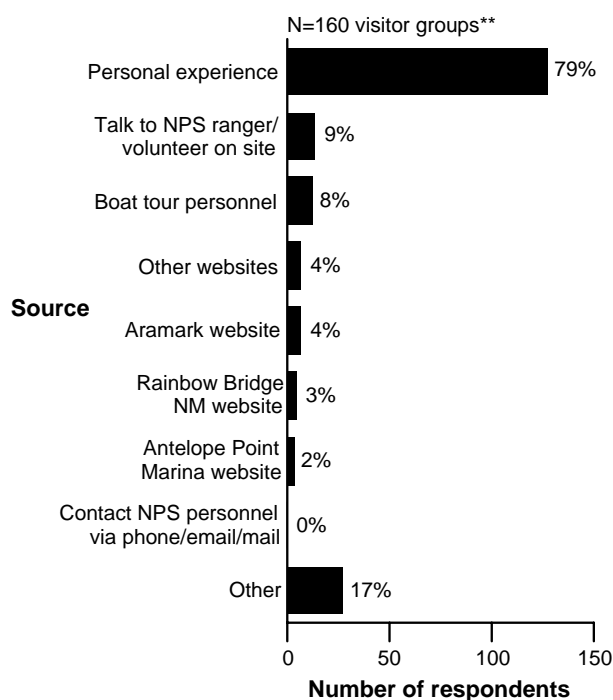
- 79% Personal experience
- 9% Talk to NPS ranger/volunteer on site
- 8% Boat tour personnel

- “Other” sources of information (17%) included:

- Friends/relatives
- Common sense
- Previous visits
- Maps
- Guide books



**Figure 35: Visitor groups who obtained safety information prior to this visit**



**Figure 36: Sources of safety measure information**

\*total percentages do not equal 100 due to rounding

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

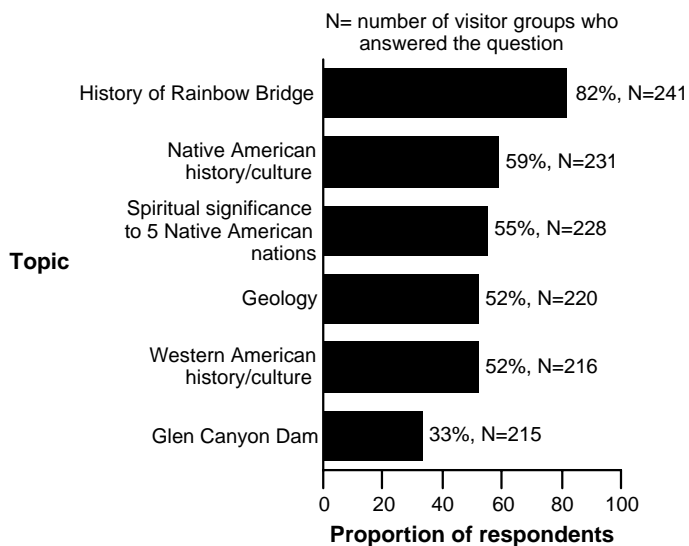
**Park topics learned on this visit**

**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**

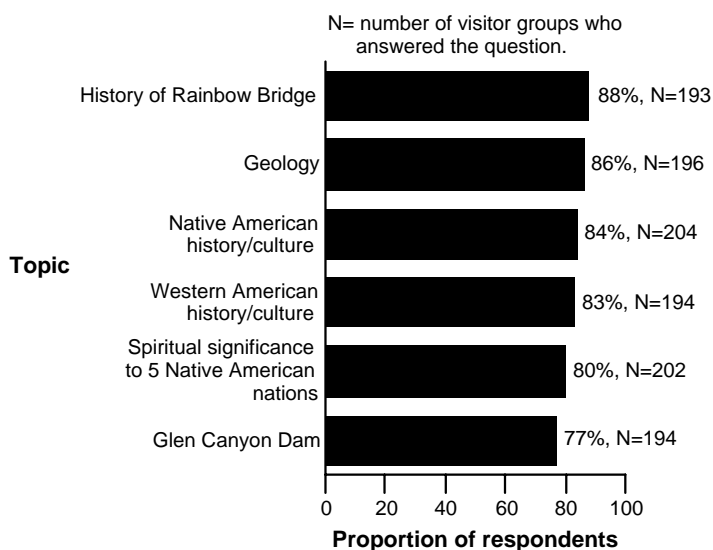
**Park topics for a future visit**

**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**

\*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?

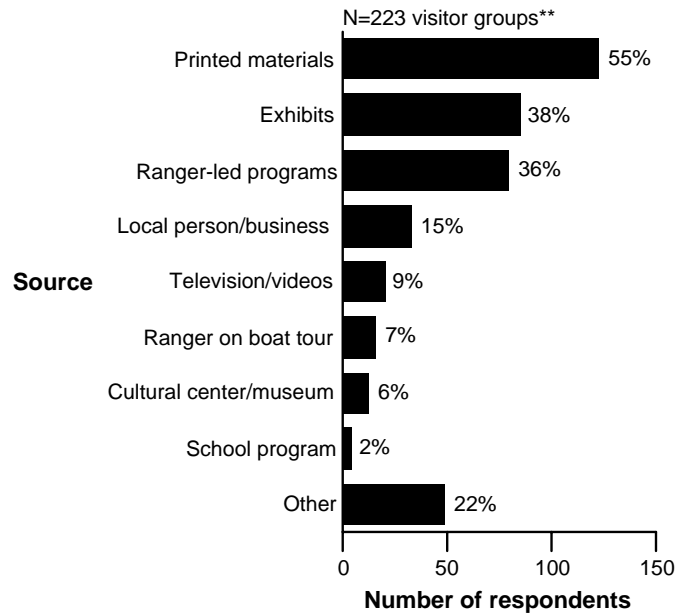
Results

- 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**

\*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

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

---

\*total percentages do not equal 100 due to rounding

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

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**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**

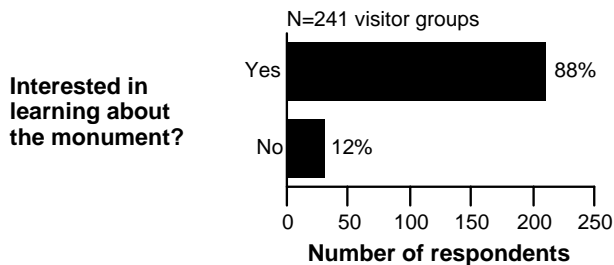
- 88% of visitor groups were interested in learning about cultural and natural history/features of Rainbow Bridge NM (see Figure 40).

- As shown in Figure 41, of those who were interested in learning about the monument, the most preferred methods included:

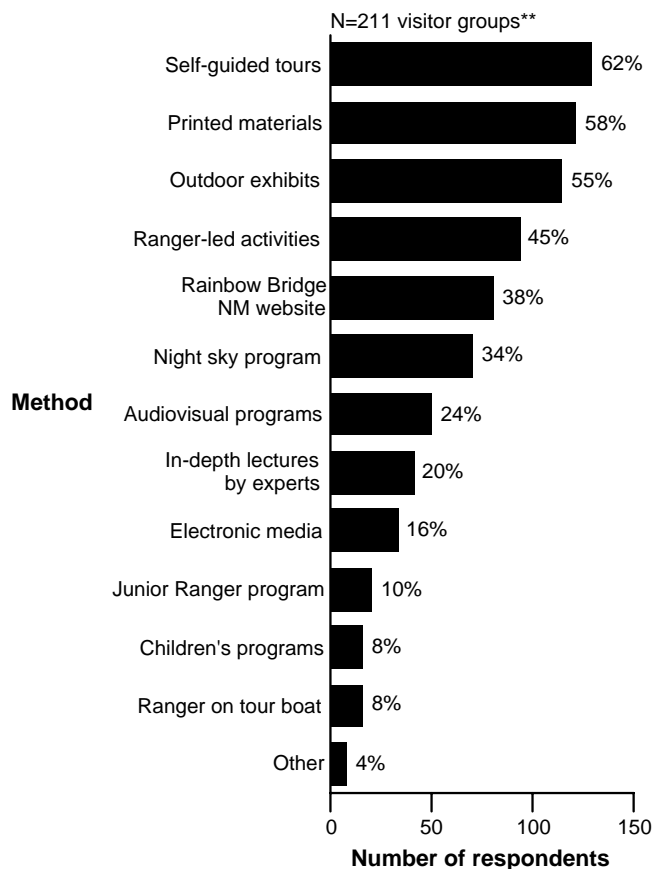
62% Self-guided tours  
 58% Printed materials  
 55% Outdoor exhibits

- “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**



**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.

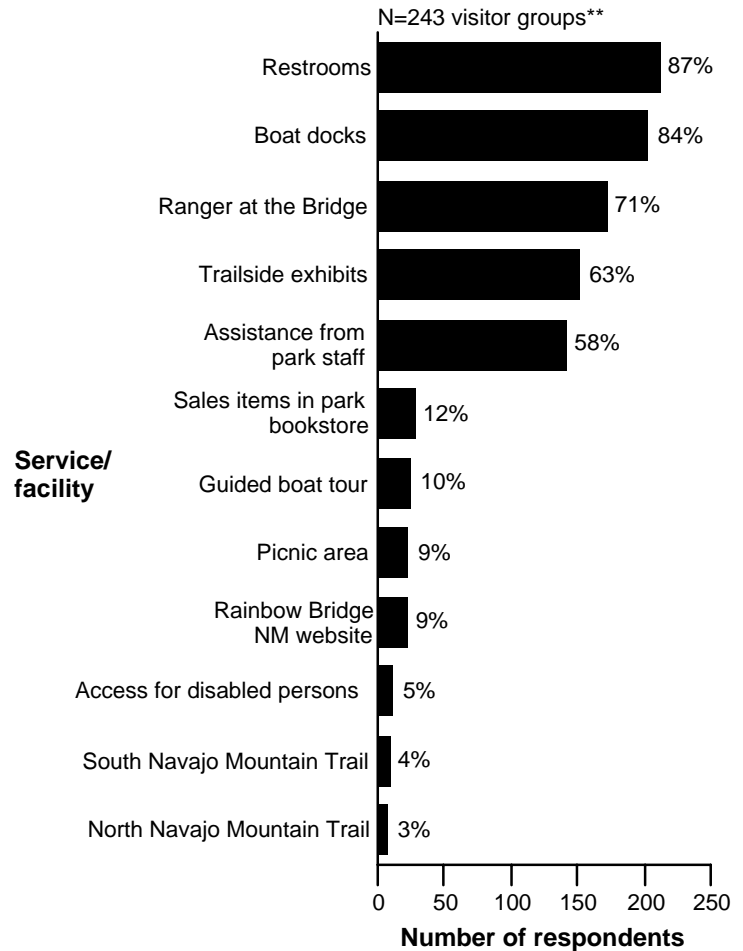
Results

- 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**

\*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

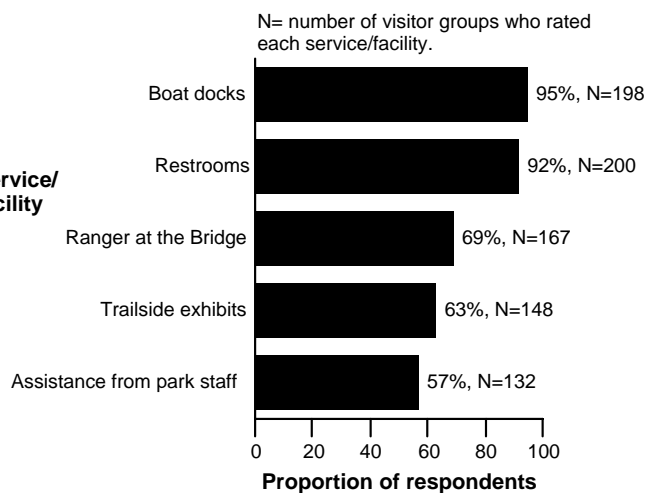
### Question 11b

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

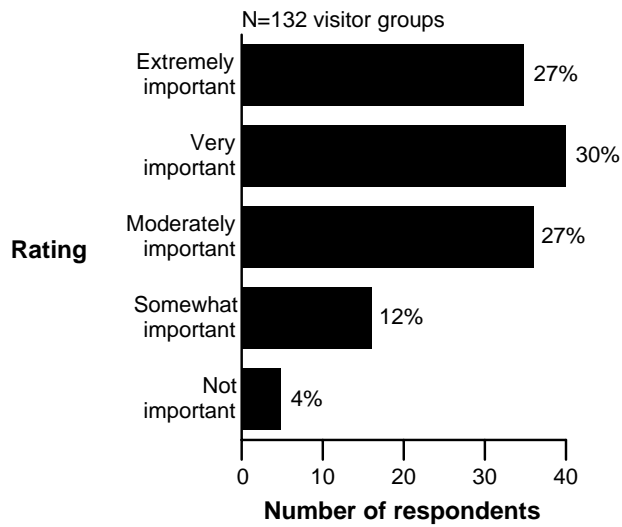
- Figure 43 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings 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



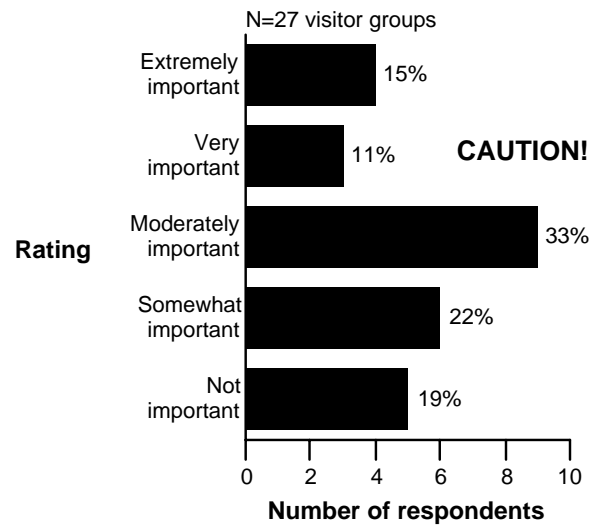
**Figure 43: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities**

\*total percentages do not equal 100 due to rounding

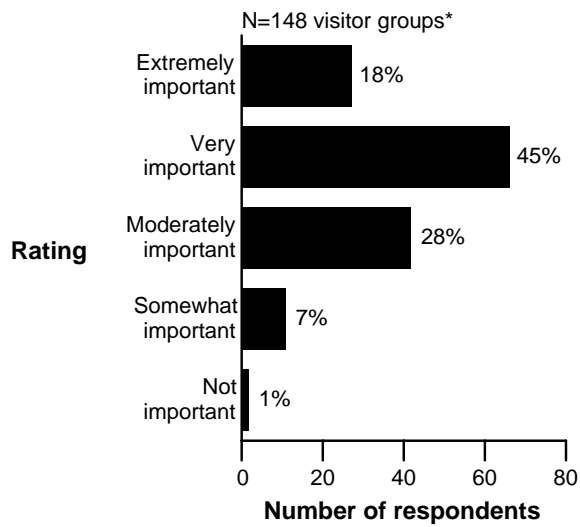
\*\*total percentages do not equal 100 because visitors could select more than one answer



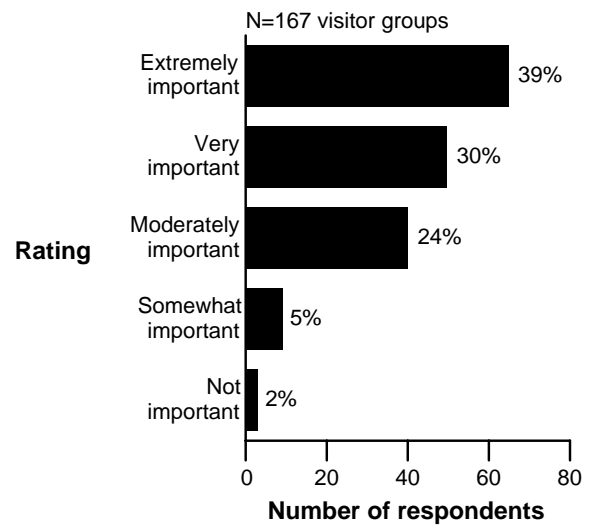
**Figure 44: Importance of assistance from park staff**



**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

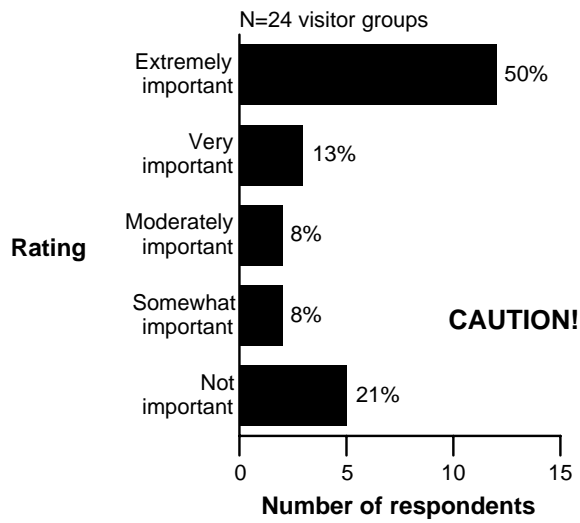


Figure 48: Importance of guided boat tour

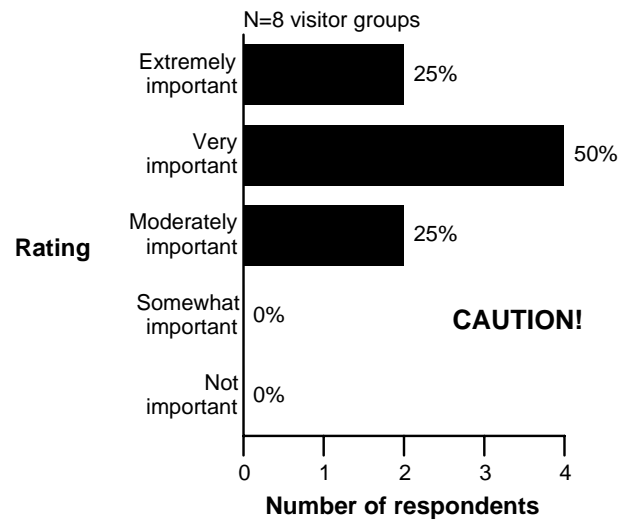


Figure 49: Importance of North Navajo Mountain Trail

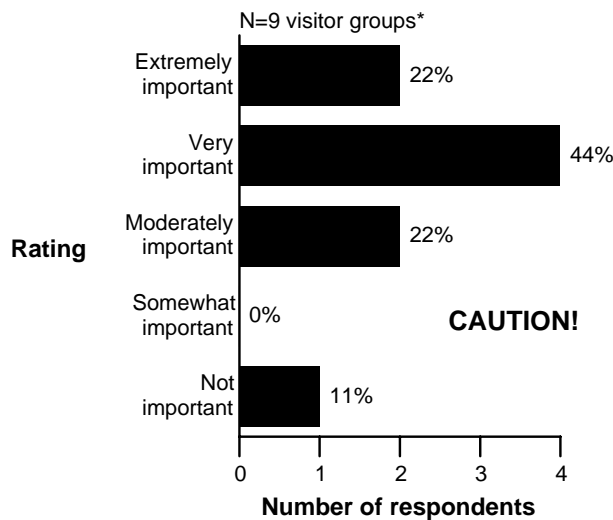


Figure 50: Importance of South Navajo Mountain Trail

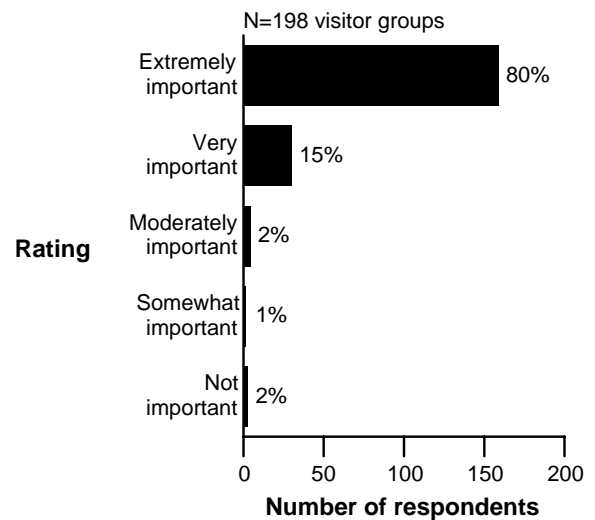


Figure 51: Importance of boat docks

\*total percentages do not equal 100 due to rounding

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

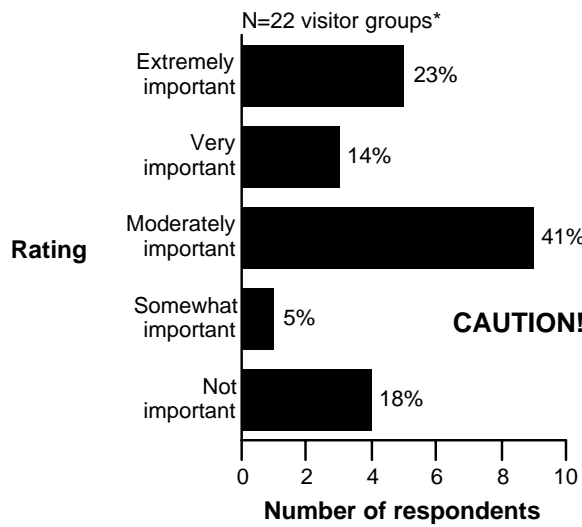


Figure 52: Importance of picnic area

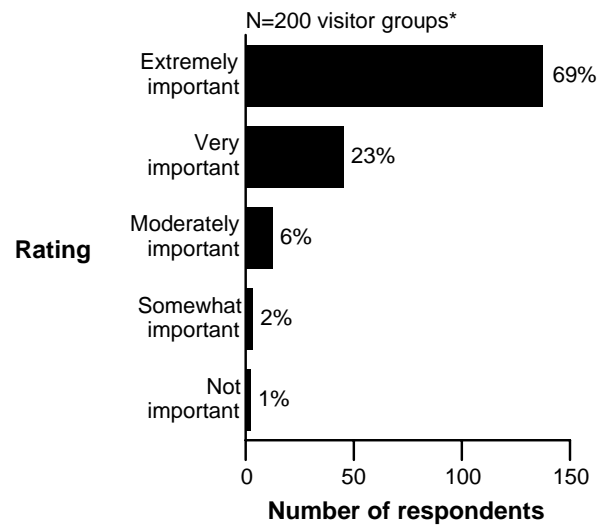


Figure 53: Importance of restrooms

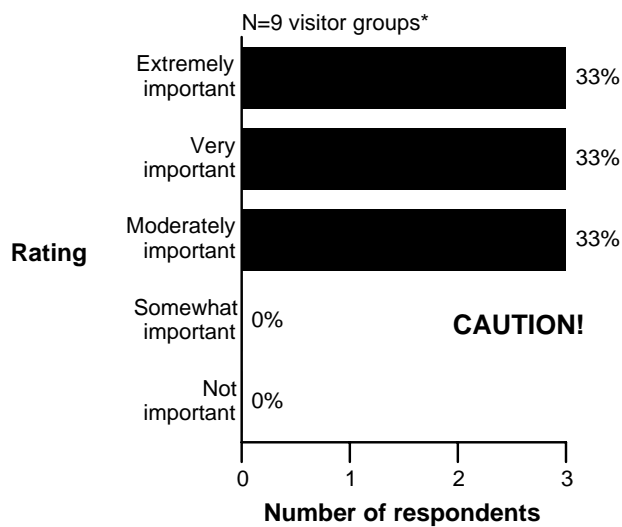


Figure 54: Importance of access for disabled persons

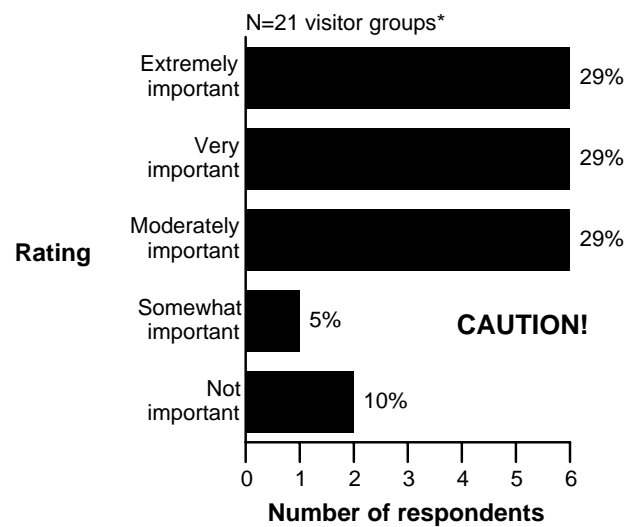


Figure 55: Importance of monument website [www.nps.gov/rabr](http://www.nps.gov/rabr)

\*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**

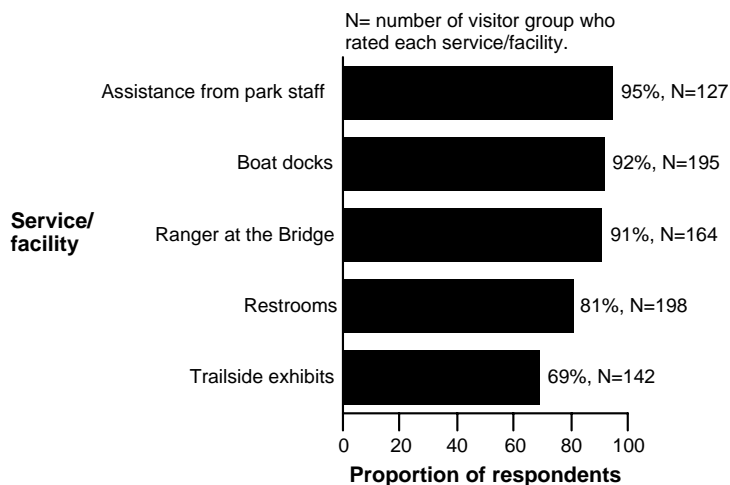
**Question 11c**

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



**Figure 56: Combined proportions of “very good” and “good” quality ratings of visitor services and facilities**

\*total percentages do not equal 100 due to rounding

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

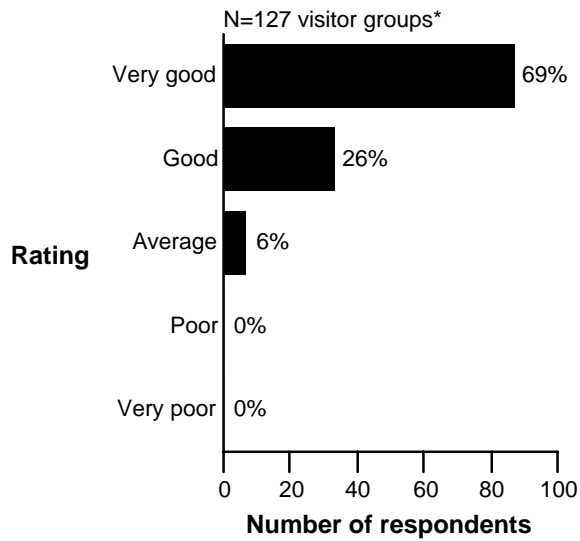


Figure 57: Quality of assistance from park staff

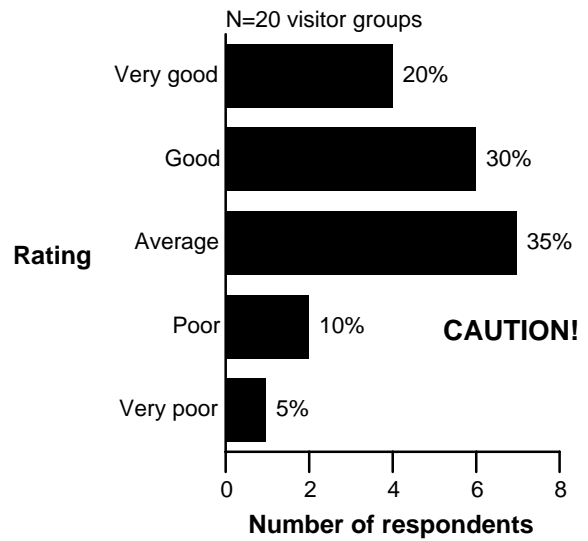


Figure 58: Quality of sales items in park bookstore

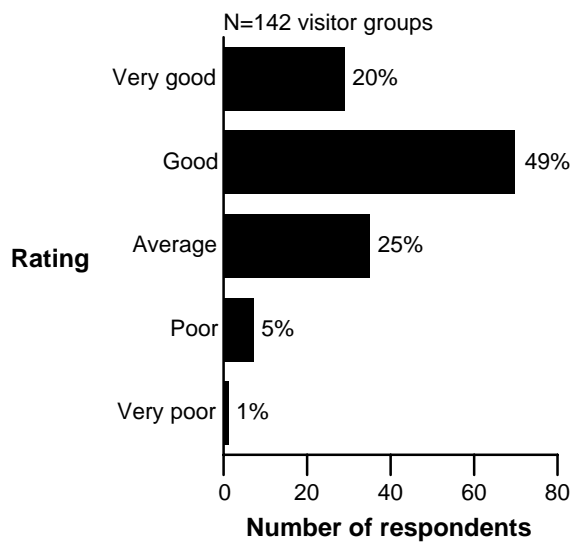


Figure 59: Quality of trailside exhibits

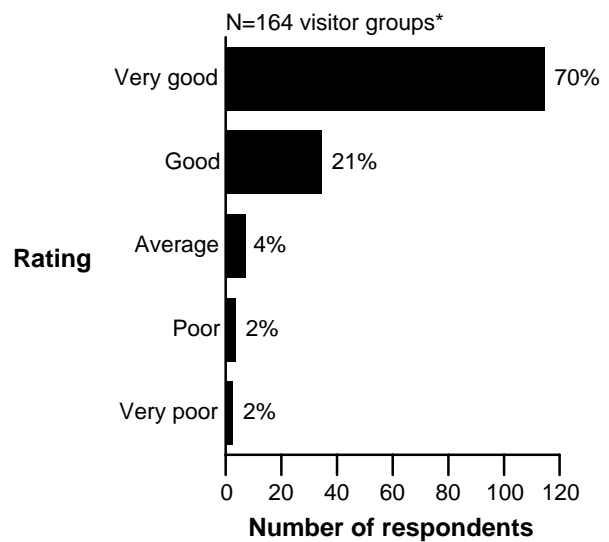


Figure 60: Quality of ranger at the Bridge

\*total percentages do not equal 100 due to rounding

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



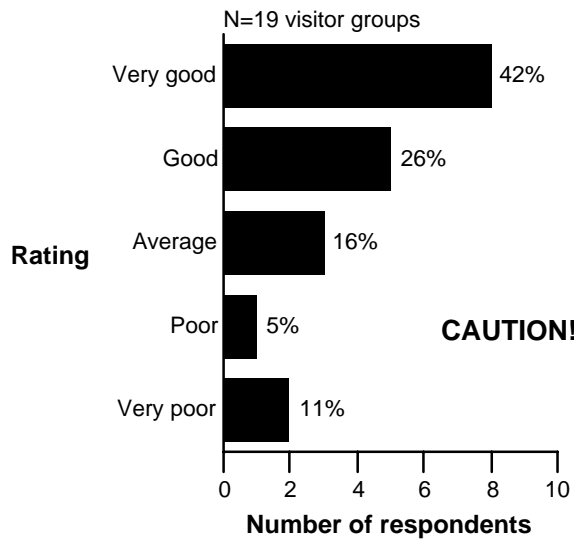


Figure 61: Quality of guided boat tour

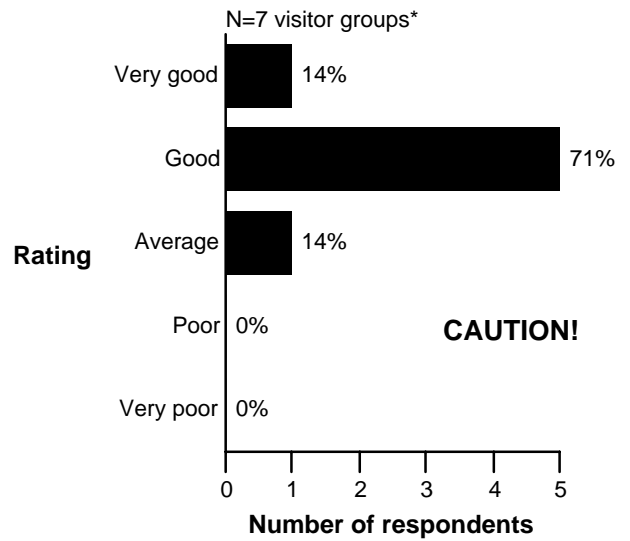


Figure 62: Quality of North Navajo Mountain Trail

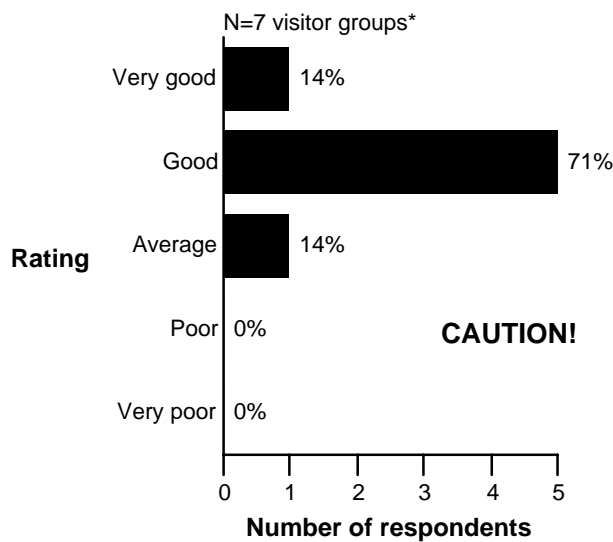


Figure 63: Quality of South Navajo Mountain Trail

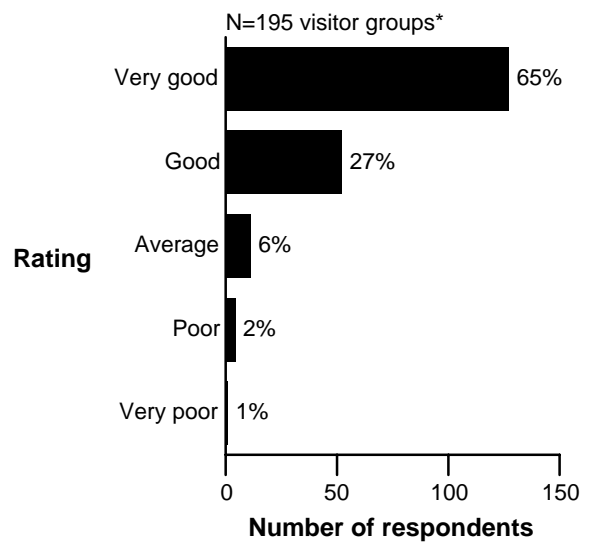


Figure 64: Quality of boat docks

\*total percentages do not equal 100 due to rounding

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

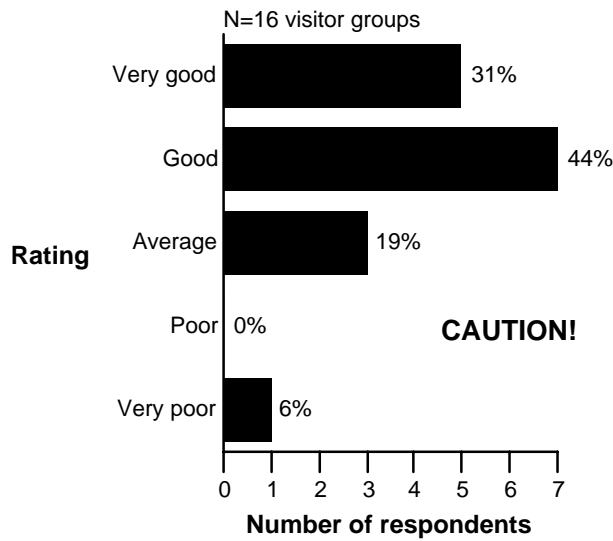


Figure 65: Quality of picnic area

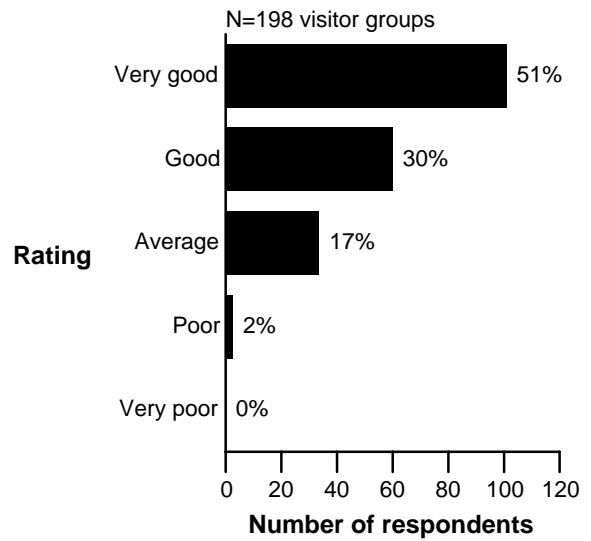


Figure 66: Quality of restrooms

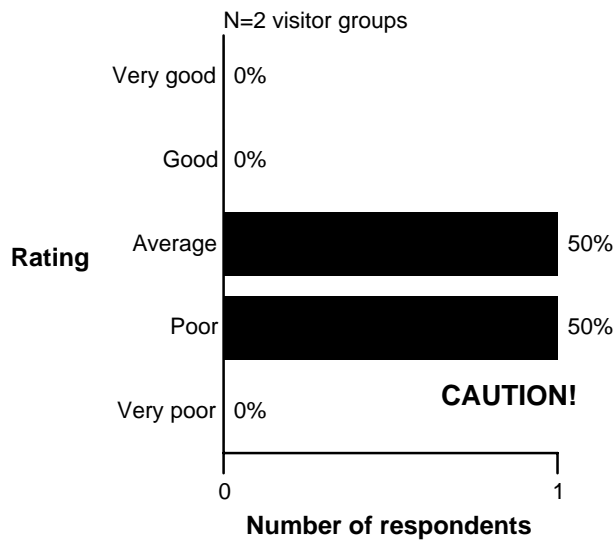


Figure 67: Quality of access for disabled persons

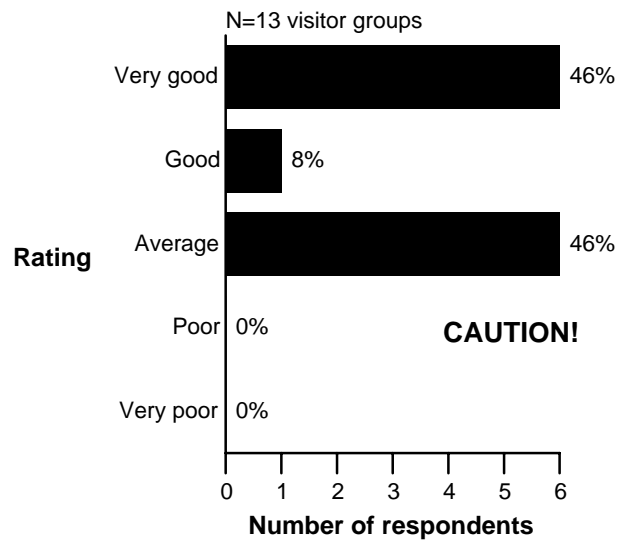


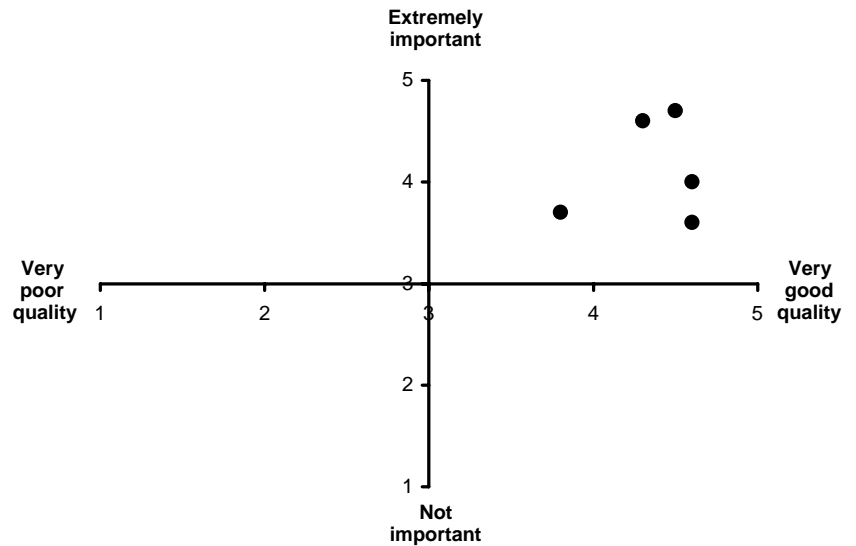
Figure 68: Quality of monument website [www.nps.gov/rabr](http://www.nps.gov/rabr)

\*total percentages do not equal 100 due to rounding

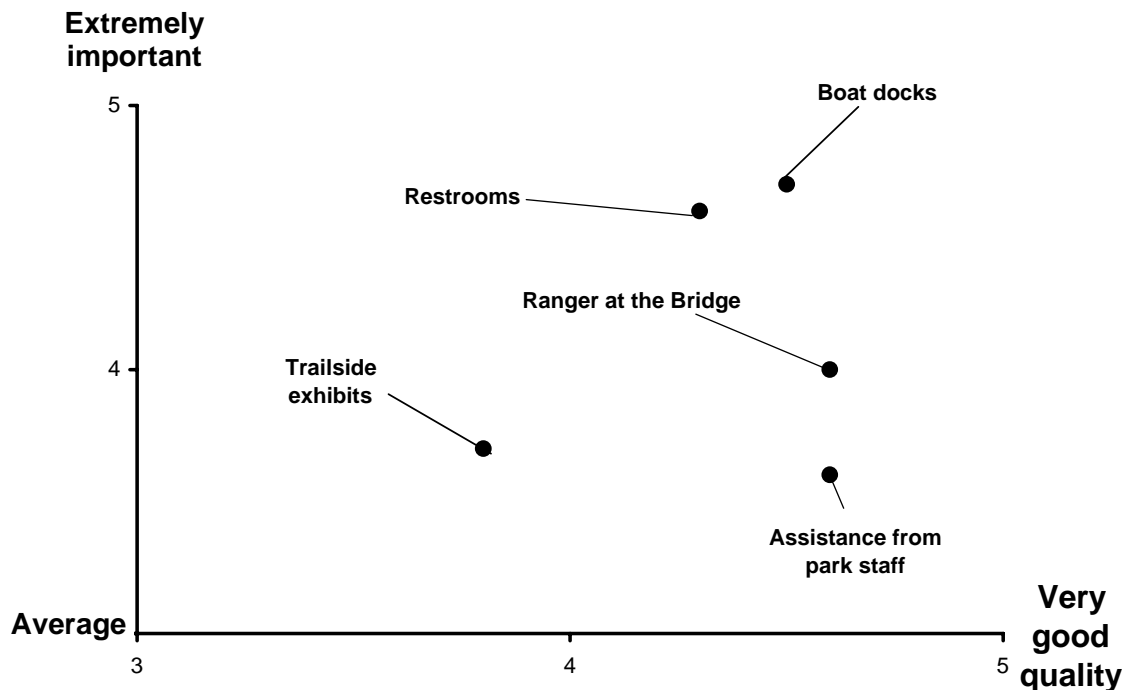
\*\*total percentages do not equal 100 because visitors could select more than one answer

**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

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

\*total percentages do not equal 100 due to rounding

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

## 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.

Activity	N	Rating (%)				
		Very inappropriate	Somewhat inappropriate	Indifferent	Somewhat appropriate	Very appropriate
Approaching/walking under Rainbow Bridge	240	21	8	13	17	42
Picnicking	235	11	15	36	21	16
Sunbathing	236	36	26	30	5	3
Swimming	238	34	19	26	13	9
Fishing	237	41	22	27	5	4
Bouldering	236	41	20	25	10	3
Rock climbing	235	48	18	24	8	3
Walking with pets on trails	231	31	21	25	15	8
Throwing footballs, frisbees, baseballs, etc.	234	59	22	15	1	2
Scenic Air Tours	233	18	16	36	18	12
Running on trails	236	22	28	38	9	3

\*total percentages do not equal 100 due to rounding

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

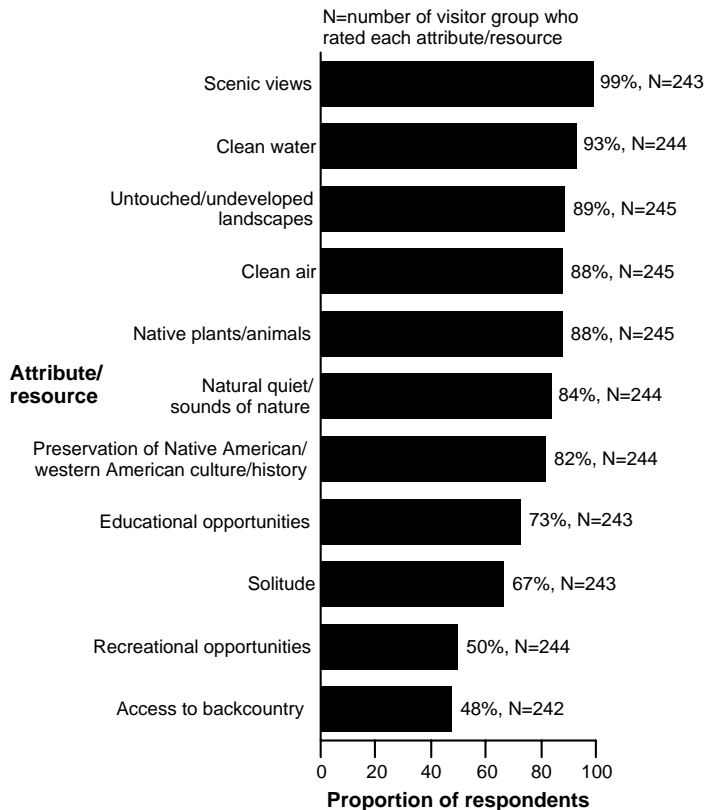
**Importance of monument attributes/resources**

**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

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	243	<1	<1	<1	19	80
Untouched/undeveloped landscape	245	1	2	8	23	66
Native plants/animals	245	1	2	8	28	60
Natural quiet/sounds of nature	244	1	3	11	25	59
Solitude	243	6	6	21	21	46
Clean air	245	<1	2	9	24	64
Clean water	244	<1	2	5	24	69
Preservation of Native American/ western American culture/history	244	2	3	14	23	59
Educational opportunities	243	2	5	20	36	37
Recreational opportunities	244	13	11	27	23	27
Access to backcountry	242	9	12	31	21	27

\*total percentages do not equal 100 due to rounding

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

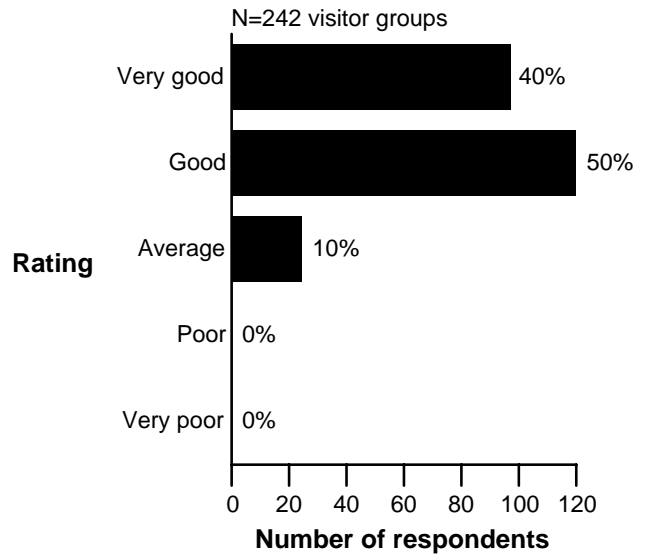
**Overall Quality**

**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**

\*total percentages do not equal 100 due to rounding

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



<b>Visitor Comments</b>
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**National significance**


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## 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 hand-written comments is included in the Visitor Comments Appendix.

---

**Table 10: National significance**  
N=287 comments;  
some visitor groups made more than one comment.

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

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## What visitors liked most

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### 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 hand-written comments is included in the Visitor Comments Appendix.

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

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

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**Table 11: What visitors liked most**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS (continued)</b>	
Everything	4
History	4
No big crowds	4
Boating of the area	3
Historical value	3
Impressive	2
Nature	2
Accessibility	2
Adventur	2
Awe	2
Awesome as world's largest natural bridge	2
Being close to it	2
Interesting	2
Panoramic view	2
Sightseeing	2
Taking pictures	2
Watching friends see it for the first time	2
Other comments	38

## What visitors liked least

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### 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 hand-written comments is included in the Visitor Comments Appendix.

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

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Lack of information provided	5
Other comments	4
<b>FACILITIES/MAINTENANCE</b>	
No access to fresh water	7
Lack of sheltered benches	4
No hand washing station	3
Distance from docks	2
Docks minimally available	2
Trash	2
Other comments	14
<b>POLICY/MANAGEMENT</b>	
Can't get close to bridge	17
Pet restrictions	5
No swimming allowed	3
Other comments	6
<b>RESOURCE MANAGEMENT</b>	
Low water level	10
Other comment	1
<b>GENERAL COMMENTS</b>	
Heat	47
Nothing/liked everything	39
Hike	23
Boat trip	3
Lack of shade	3
Short hike	3
Too many people	3
Other comments	20

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## Additional comments

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### 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.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Knowledgeable	8
Great	7
Helpful	6
Nice	6
Friendly	4
Enjoyable	3
Passionate	2
Other comments	6
<b>INTERPRETIVE SERVICES</b>	
Need more trailside exhibits	4
More literature should be available	3
Need more guided tours	3
Glad we took the boat trip through canyon	2
Other comments	5
<b>FACILITIES/MAINTENANCE</b>	
Should have fresh water access onsite	7
Add misters	2
Clean trails	2
Other comments	13
<b>POLICIES/MANAGEMENT</b>	
Should be able to get closer to Bridge	3
Other comments	2
<b>RESOURCE MANAGEMENT</b>	
Add native/historic plants	3
Other comments	5
<b>GENERAL COMMENTS</b>	
Enjoyed visit	23
Thank you	16
Beautiful	14
Amazing place	10

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**Table 13: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b> (continued)	
Keep up the good work	8
Needs to be preserved/protected	8
Great	4
We visit Rainbow Bridge often	3
Thanks for opportunity to fill out survey	2
Other comments	17

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## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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## 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 commercial guided tour group?
- 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:  
 Visitor Services Project, PSU  
 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](mailto: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.

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- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

## 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.

### 1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

### 1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

### 1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Park
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

### 1989 (continued)

24. Lincoln Home NHP
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992

45. Big Bend National Park (spring)
46. Frederick Douglass NHP (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort NHP
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

**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

**2003 (continued)**

- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Park (fall)

**2004**

- 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](http://www.psu.uidaho.edu) or phone (208) 885-7863.

<b>Visitor Comments Appendix</b>
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This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

**NPS D-8**



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