



**U.S. Department of the Interior  
National Park Service  
Social Science Program  
Visitor Services Project**



# **Obed Wild and Scenic River Visitor Study**



**United States Department of the Interior**

NATIONAL PARK SERVICE  
Obed Wild and Scenic River  
PO Box 429  
Wartburg, TN 37887



IN REPLY REFER TO:

September 2012

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Obed Wild and Scenic River. This information will assist us in our efforts to better manage this park and to serve you.

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

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

If you have any questions, please contact Lena Le, VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.

Sincerely,

Niki Stephanie Nicholas  
Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ●

Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. Postal mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Obed Wild and Scenic River. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

### Your Visit To Obed Wild and Scenic River

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

1. a) Prior to this visit, how did your personal group obtain information about Obed Wild and Scenic River (WSR)? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Obed WSR in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Obed WSR website: <a href="http://www.nps.gov/obed">www.nps.gov/obed</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (such as Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

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

☐ No ☐ Yes → **Go to Question 2**

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

2. On this visit, how much **total** time (both on land and on the river) did your personal group spend visiting Obed WSR? Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours, if **less than 24 hours**

**OR**

\_\_\_\_\_ Number of days, if **24 hours or more**

3. a) Was every member in your personal group a resident (year round or part time) of the Obed WSR **area** (within 50 miles of the park)?

☐ No

☐ Yes → **Go to Question 4**

- b) For the non-resident members in your personal group, what was the primary reason they came to the Obed WSR **area** (within 50 miles of the park) on this trip? Please mark (●) **one**.

☐ Visit Obed WSR

☐ Visit Big South Fork National River and Recreation Area

☐ Visit other attractions in the area

☐ Visit friends/relatives in the area

☐ Business

☐ Just passing through to another destination

☐ Other (Please specify) \_\_\_\_\_

4. For this visit, what were the reasons that your personal group chose to visit Obed WSR rather than other destinations? Please mark (●) **all** that apply.

☐ Area that is closest to home

☐ Hunting/fishing opportunities

☐ Climbing opportunities

☐ Most affordable

☐ Hiking opportunities

☐ Scenery

☐ Horseback riding opportunities

☐ Visit a national park site

☐ Water sport opportunities (rafting, canoeing, kayaking, etc.)

☐ Other (Please specify) \_\_\_\_\_

5. a) On this trip, did your personal group stay overnight away from home inside Obed WSR or in the **area** (within 50 miles of the park)?

☐ Yes

☐ No → **Go to Question 6**

- b) If YES, please list the number of nights your personal group stayed inside Obed WSR and in the local **area** (within 50 miles of the park).

Number of nights **inside** Obed WSR \_\_\_\_\_

Number of nights in Obed WSR **area** (within 50 miles) \_\_\_\_\_

- c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the local area? Please mark (●) **all** that apply.

<b>Accommodation</b>	<b>c) Inside park</b>	<b>d) Outside park</b>
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer/tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park \_\_\_\_\_ d) Outside park \_\_\_\_\_

6. On this trip to Obed WSR area, please mark (●) **all** other attractions in the area that your personal group visited.

☐ Visited Obed WRA only → **Go to Question 7**

☐ Big South Fork National River and Recreation Area

☐ Historic Rugby, TN

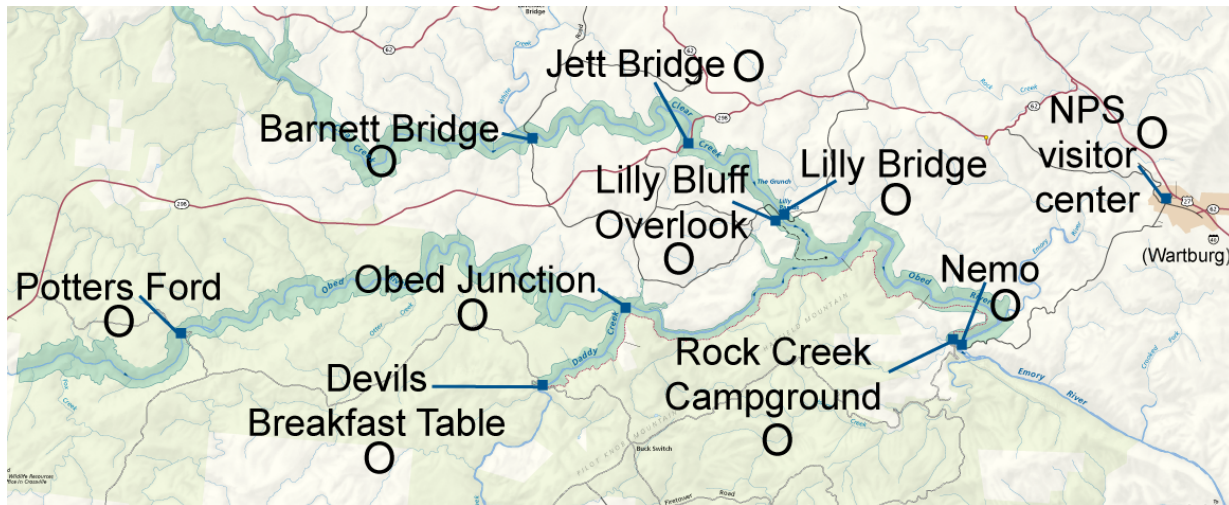
☐ Frozen Head State Park

☐ Catoosa Wildlife Management Area

☐ Cumberland Trail State Park

☐ Other (Please specify) \_\_\_\_\_

7. On this visit to Obed WSR, please mark (●) on the map below, **all** the sites within the park that your personal group visited.



8. a) During this visit to Obed WSR, did your personal group participate in any type of rock climbing activity?

☐ Yes ☐ No → **Go to Question 9**

- b) If YES, what type of rock climbing did your personal group participate in? Please mark (●) **all** that apply.

☐ Traditional rock climbing (with traditional gear)  
☐ Sport climbing (bolted routes)  
☐ Bouldering  
☐ Scrambling without rope or gear  
☐ Other (Please specify) \_\_\_\_\_

- c) Where did your personal group climb during this visit to Obed WSR? Please mark (●) **all** that apply.

<input type="radio"/> Lilly Boulder Field	<input type="radio"/> Obed Wall
<input type="radio"/> Lilly Bluff	<input type="radio"/> South Clear Creek
<input type="radio"/> Middle Clear Creek	<input type="radio"/> Y12
<input type="radio"/> North Clear Creek	
<input type="radio"/> Other (Please specify) _____	

9. It is the National Park Service's responsibility to protect Obed WSR natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

<b>Resource/attribute</b>	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developed recreation facilities (campground, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural features (such as arches, bluffs, streams)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



10. a) On this visit, in which activities did your personal group participate within Obed WSR? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Birdwatching/wildlife viewing/wildflower viewing
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Climbing
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Hunting/trapping
<input type="radio"/>	<input type="radio"/>	Obtaining National Park passport stamp
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Swimming
<input type="radio"/>	<input type="radio"/>	Water sports (rafting, canoeing, kayaking, etc.)
<input type="radio"/>	n/a	Other – this visit (Specify below)
n/a	<input type="radio"/>	Other – future visit (Specify below)

11. a) Please mark (●) **all** services and facilities that your personal group **used** at Obed WSR during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

<b>a) Services/facilities used</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
Mark (●)	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Campground	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper	_____	_____
<input type="radio"/> Park website: <a href="http://www.nps.gov/obed">www.nps.gov/obed</a> used before or during visit	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Toilet facilities	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

12. If you were to visit Obed WSR in the future, what additional facilities would your personal group like to have available? Please be specific.

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13. If you were to visit Obed WSR in the future, what would your personal group like to have available for purchase at the visitor center bookstore? Please mark (●) **all** that apply.

- ☐ Nothing → **Go to Question 14**
- ☐ Additional publications (books, brochures, maps, etc.)  
List subjects that you are interested in \_\_\_\_\_
- ☐ Convenience items (disposable cameras, batteries, bottled water, etc.)
- ☐ Souvenir items (tee shirts, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

14. a) If your personal group were to visit Obed WSR in the future, please list any ranger-led programs that you would like to have available. Please be specific.

- ☐ Not interested in any program → **Go to Question 15**

- b) What length of ranger-led program would your personal group like to attend? Please mark (●) **one** for each program.

**b) Preferred program length**

<b>a) Program</b>	Under ½ hour	½-1 hour	1-2 hours	More than 2 hours
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Obed WSR during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If you were a manager planning for the future of Obed WSR what would your personal group propose?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. For your personal group, please estimate all expenditures for the items listed below for this visit to Obed WSR and the surrounding **area** (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Obed WSR

b) Please list your personal group's total expenditures in communities in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Obed WSR.

Expenditures	a) Inside Obed WSR	b) In the communities within 50 miles
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, motel, rented condo/home, cabin, etc.	n/a	\$ _____
Camping fees and charges (including backcountry)	\$ _____	\$ _____
Rafting/kayaking/canoeing guide fees and rental charges	\$ _____	\$ _____
Other guide fees and charges	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, auto repairs, taxis, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees (other than rafting/kayaking/canoeing)	n/a	\$ _____
All other expenditures (souvenirs, books, sporting goods, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over)      \_\_\_\_\_ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

18. a) On this visit to Obed WSR, were there any support services or products that your personal group needed but were not available inside the park or in the area (within 50 miles of the park)?

☐ Yes

☐ No → **Go to Question 19**

- b) If YES, what were the products/services that your group needed but were not available? Please be specific.

Location	Service/product
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

19. If you were to visit Obed WSR in the future, how would your personal group prefer to learn about cultural and natural history/features of the park? Please mark (●) **all** that apply.

☐ Not interested in learning about the park → **Go to Question 20**

☐ Indoor exhibits

☐ Cell phone tour

☐ Park website: [www.nps.gov/obed](http://www.nps.gov/obed)

☐ Outdoor exhibits

☐ Volunteer opportunities

☐ Smart phone apps

☐ Interactive computer programs

☐ Special events

☐ Other electronic medias (downloadable digital files, podcasts, Facebook, etc.)

☐ Audiovisual programs (DVD, video, or audio)

☐ Hands-on activities with touchable subjects/artifacts

☐ Living history demonstrations/costumed interpretive programs

☐ Ranger-led programs

☐ Self-guided with printed materials (brochures, books, maps, etc.)

☐ Other (Please specify) \_\_\_\_\_

[illegible]

b) What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) What year was your first visit to the Obed WSR?	d) Number of times visited the Obed WSR up to date (including this visit)
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

24. For you only, what is your gender?

☐ Male ☐ Female

25. Is there anything else your personal group would like to tell us about your visit to Obed WSR?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

♻️ Printed on recycled paper

**OFFICIAL BUSINESS**

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



