

Visitor Characteristics and Preferences at the Tillamook Forest Center: Results of a Visitor Feedback Survey

Final Report

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Although several people assisted with this project, any errors, omissions, or typographical inconsistencies in this final project report are the sole responsibility of the author. Any opinions, conclusions, and recommendations in this final project report represent views of the author based on the data and do not necessarily represent views of the Tillamook Forest Center or Oregon Department of Forestry.

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EXECUTIVE SUMMARY

Objectives

The Tillamook Forest Center is located in the Tillamook State Forest approximately 50 miles west of Portland and 20 miles east of Tillamook on Oregon Highway 6. This center is the region's newest and largest forest based interpretive and educational center showcasing the legacy of the historic Tillamook Burn and the monumental reforestation effort that left a permanent imprint on Oregon history while also helping to shape sustainable forest management.

The Tillamook Forest Center was developed through a public-private partnership and is currently owned and managed by Oregon Department of Forestry. Features of the center include: exhibits (e.g., artifacts, personal stories, photographs, films, games, hands-on models, computer simulations, interpreter led programs), a climbable 40 foot tall replica of a forest fire lookout tower, a 250 foot long pedestrian suspension bridge across the Wilson River to the Wilson River Trail and Jones Creek Campground, free school and community group programs, meeting rooms, a system of themed interpretive riverside and forest trails, a demonstration forest, and a partially enclosed 2,000 square foot shelter. Admission to the Tillamook Forest Center is free.

Primary objectives of this project were to describe visitors':

- reasons for visiting the center;
- trip characteristics (e.g., duration of visit, activities / events at the center);
- overall satisfaction and satisfaction with services at the center (e.g., exhibits, staff);
- beliefs about amount learned at the center;
- beliefs about management of the Tillamook State Forest; and
- sociodemographic characteristics.

This report addresses these objectives by summarizing visitor responses to surveys conducted at the Tillamook Forest Center.

Data Collection

Data were obtained from four page, 20 question surveys administered onsite to visitors at the Tillamook Forest Center from August to November, 2008. In total, 396 surveys were completed by visitors. This sample size allows generalizations about the population of visitors to this center at the 95% confidence level with a margin of error of approximately $\pm 4.8\%$, which is within the conventional standard that is accepted in recreation, tourism, and human dimensions research.

Results

- Most respondents (65%) were first time visitors to the Tillamook Forest Center.
- Among the 35% who were repeat visitors, the largest proportion (39%) had visited the center just one or two previous times.
- Almost all respondents (86%) said that they plan to return to the center in the future.

- The largest percentage of respondents heard of the center from friends or family (36%), or by seeing the highway signs while driving (31%).
- The primary reasons why respondents visited the center were to view the exhibits (47%) and because they were driving on the highway and decided to stop (32%).
- The majority of respondents (50%) visited the center for just one hour and 39% stayed for two hours.
- The most popular things that visitors did at the center were to view the exhibits (85%), watch the movie (60%), and walk on the trails around the center (48%).
- Only 21% of respondents said that the center was the one primary destination on their trip, which means that the other 79% were visiting on their way to or from another main destination (e.g., 44% specified the Oregon Coast as their primary destination).
- Overall visitor satisfaction at the Tillamook Forest Center was extremely high, as 11% rated the center as "good" and 89% rated it as "very good." In other words, everybody rated the center positively.
- Visitors were most satisfied with the cleanliness of buildings / grounds, staff customer service, exhibits, restrooms, and educational opportunities.
- Respondents were least satisfied with the food service and vending machines.
- The most popular suggestions for improvement were to provide a formal place to purchase food and beverages (e.g., coffee shop, food cart), and be open longer hours and / or on more days.
- Almost all respondents believed that they learned something during their visit to the Tillamook Forest Center; few respondents (< 7%) said that they learned little or nothing.
- Respondents believed that they learned the most about the unique history of the Tillamook State Forest (84% learned a substantial amount, 13% a moderate amount).
- Respondents believed that they learned the least about the balance of environmental, economic, and social benefits provided by forests, but 60% still learned a substantial amount and 34% a moderate amount about this topic.
- Almost all respondents agreed that their visit to the center gave them more appreciation, support, and understanding of the Tillamook State Forest and its management.
- Respondents were most likely to agree that their visit gave them a better appreciation for the Tillamook State Forest (69% strongly agreed, 27% agreed).
- Respondents were least likely to strongly agree that they gained a better understanding of management of Tillamook State Forest due to their visit to the Tillamook Forest Center (59% strongly agreed, 33% agreed).
- Recommendations for learning and facility improvements to the center focused mainly on providing more guided / interpretive forest hikes or walks, information about the history of forest management and logging, talks and teaching opportunities inside the center, and places to eat and drink (e.g., coffee and snack shop, food / coffee cart).

- The most popular information and activities offered at the center that respondents would participate in during a future visit included watching the movie about forests and fires, viewing more exhibits and displays, self-guided walking / hiking along the trails around the center, viewing wildlife and fish, picnicking, and climbing the lookout tower.
- Most visitors (70%) were visiting the center with family members; approximately 20% were visiting with their friends.
- The average group size at the center was four people. The most common size of group was two people (39%), followed by four people (18%).
- The largest proportion of groups at the center contained visitors who were 50 to 59 years of age (33% of groups), followed closely by 40 to 49 year olds (31%). A large number of groups (24%) also included children under 10 years of age. This suggests a bimodal age distribution of visitors; the largest proportion of visitors was over 40 years of age, but many of these visitors also likely brought children, grandchildren, or other youngsters to the center. The center does not seem to be attracting as many people between 10 to 19 or 20 to 29 years of age.
- There were slightly more female (52%) than male (48%) visitors surveyed at the center.
- Visitors' most popular hobbies or interests were hiking or walking (33%), reading (18%), camping (15%), fishing (12%), travel / sightseeing (11%), and enjoying nature and being outdoors (10%).
- Visitors were highly educated, as 63% had a four year college degree (e.g., bachelors degree; 34%) or an advanced degree (e.g., masters, Ph.D., medical doctor, law; 29%).
- Most visitors resided in Oregon (74%) with the largest proportion (35%) from Portland and its immediately surrounding areas (e.g., Oregon City, Gresham, Beaverton). Most visitors lived within a one to three hour drive of the Tillamook Forest Center.

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INTRODUCTION AND OBJECTIVES

The Tillamook Forest Center is located in the Tillamook State Forest approximately 50 miles west of Portland and 20 miles east of Tillamook on Oregon Highway 6. This center is the region's newest and largest forest based interpretive and educational center showcasing the legacy of the historic Tillamook Burn and the monumental reforestation effort that left a permanent imprint on Oregon history while also helping to shape sustainable forest management.

The Tillamook Forest Center was developed through a public-private partnership and is currently owned and managed by Oregon Department of Forestry. Features of the center include: exhibits (e.g., artifacts, personal stories, photographs, films, games, hands-on models, computer simulations, interpreter led programs), a climbable 40 foot tall replica of a forest fire lookout tower, a 250 foot long pedestrian suspension bridge across the Wilson River to the Wilson River Trail and Jones Creek Campground, free school and community group programs, meeting rooms, a system of themed interpretive riverside and forest trails, a demonstration forest, and a partially enclosed 2,000 square foot shelter. Admission to the Tillamook Forest Center is free.

Primary objectives of this project were to describe visitors':

- reasons for visiting the center;
- trip characteristics (e.g., duration of visit, activities / events at the center);
- overall satisfaction and satisfaction with services at the center (e.g., exhibits, staff);
- beliefs about amount learned at the center;
- beliefs about management of the Tillamook State Forest; and
- sociodemographic characteristics.

This information is useful for understanding current visitors and their preferences at the Tillamook Forest Center, and potentially informing future decision making and management at this center. This report addresses these objectives by summarizing responses from onsite surveys completed by individuals who visited the Tillamook Forest Center in 2008.

DATA COLLECTION

Data were obtained from four page, 20 question surveys (see Appendix A) randomly administered onsite to visitors at the Tillamook Forest Center from August to November, 2008. In total, 396 surveys were completed by visitors. This sample size allows generalizations about the population of visitors to this center at the 95% confidence level with a margin of error of approximately $\pm 4.8\%$, which is within the conventional standard that is accepted in recreation, tourism, and human dimensions research (Salant & Dillman, 1994; Vaske, 2008).

The survey included questions on a range of topics including prior visitation to the Tillamook Forest Center, reasons for visiting, satisfaction, beliefs about amount learned at the center, and

sociodemographic characteristics of visitors. Basic descriptive findings and raw percentages are included in Appendix B, and the actual survey instrument is provided in Appendix A.

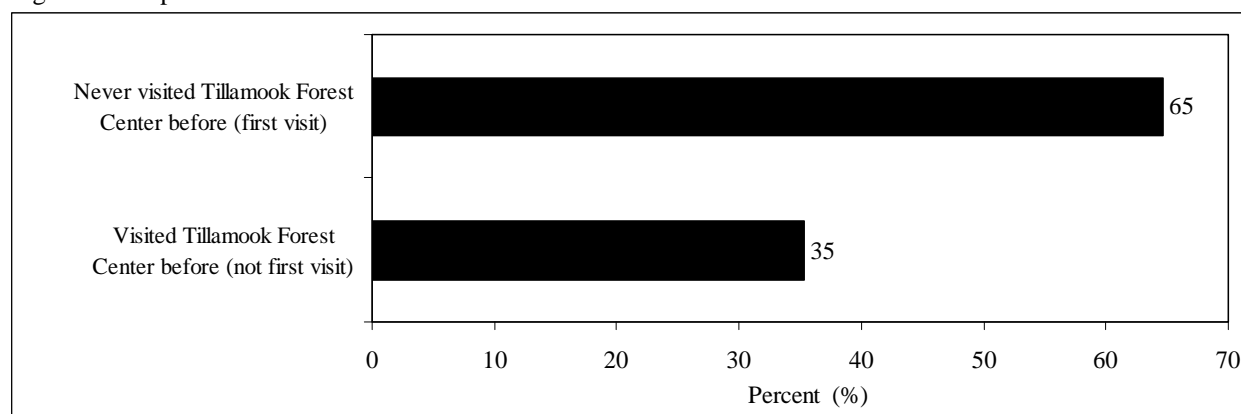
ANALYSIS AND RESULTS

The following analyses and results are presented in several major sections: (a) trip characteristics (e.g., previous visitation, reasons for visiting, duration of visit); (b) overall satisfaction and satisfaction with conditions and experiences, (c) beliefs about learning and management; (d) group and individual sociodemographic characteristics, and (e) summary of positive and negative open-ended written comments. To highlight important findings, most data were recoded into major response categories (e.g., agree, disagree; good, poor) for purposes of this report. Uncollapsed frequency distributions (e.g., strongly, slightly agree) are provided in Appendix B.

Trip Characteristics

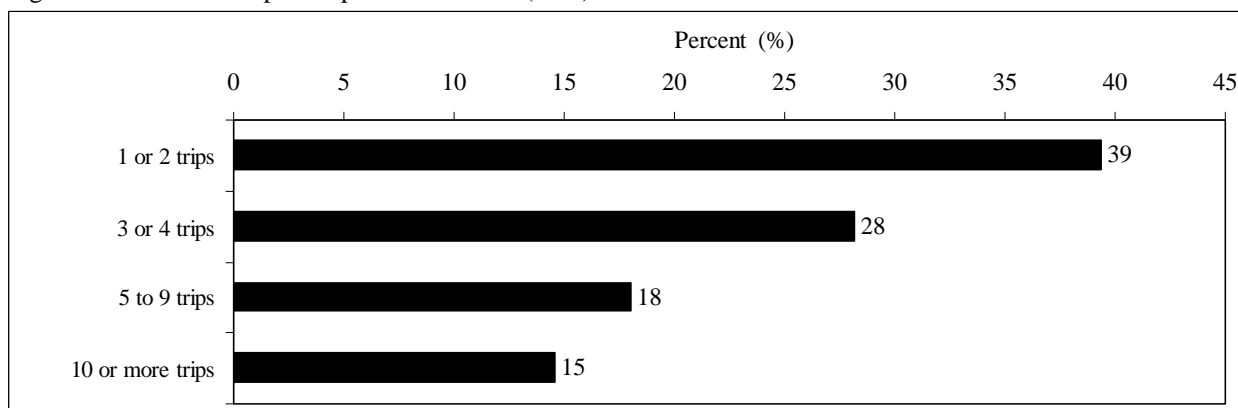
Previous and Future Visitation. Visitors were asked if this was their first visit to the Tillamook Forest Center. In total, 65% of respondents were visiting the center for the first time (Figure 1). The remaining 35% of respondents had previously visited the center at least once before.

Figure 1. Respondents who had visited Tillamook Forest Center before



Those respondents who had visited the Tillamook Forest Center before (35%) were then asked to specify their number of previous visits to this center. The largest proportion (39%) of repeat visitors had been to the center only one or two times before; 28% had visited three or four times, 18% had visited five to nine times, and fewer repeat visitors (15%) had visited 10 or more times before (Figure 2). On average (i.e., $M = \text{mean}$), previous visitors had made 5.2 trips to the center. The median number of previous trips (i.e., middle point where 50% of responses fall above and below) was three. The most frequently reported number of previous trips (i.e., mode) was two, with 38% of previous visitors reporting that they had visited the center twice in the past. Less than 1% of repeat visitors had been to the center only once in the past.

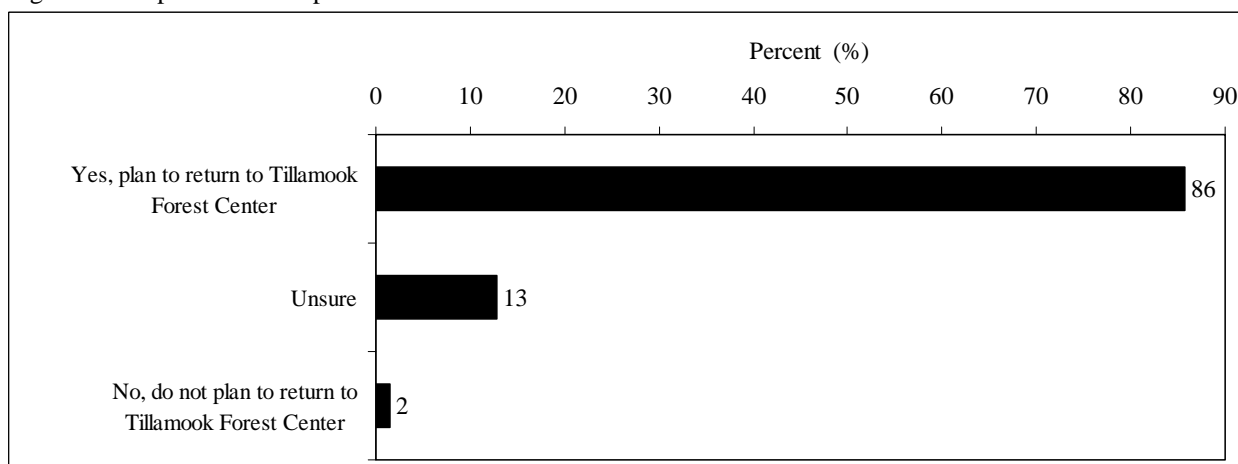
Figure 2. Number of trips that previous visitors (35%) took to Tillamook Forest Center ¹



¹ Average (*M* = mean) = 5.2 trips, median = 3 trips, mode = 2 trips.

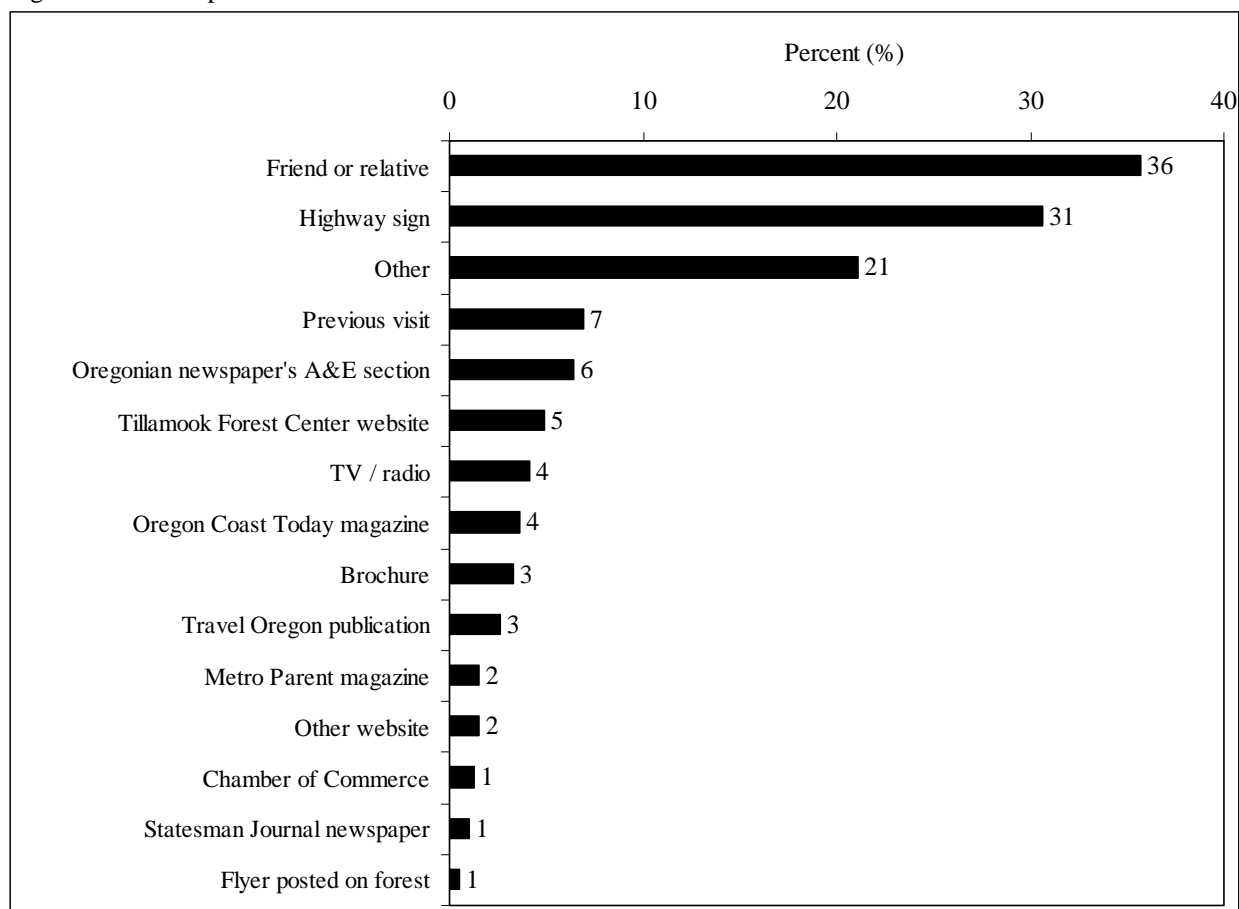
Visitors were asked if they planned to return to the Tillamook Forest Center in the future. Figure 3 shows that almost all respondents (86%) reported that they would visit the center again in the future; only 2% said that they would not return. Approximately 13% were unsure if they would return to the center in the future.

Figure 3. Respondents who plan to return to Tillamook Forest Center



Reasons for Visiting. Respondents were asked to indicate how they heard about the Tillamook Forest Center by selecting from a list of several sources informing people about the center. Figure 4 shows that the largest proportion of respondents learned about the center from either a friend or relative (36%) or from seeing the highway signs (31%). Only 7% of respondents visited the center based on a previous visit, 6% heard about the center in the Oregonian newspaper's A&E section, and 5% heard about it from visiting the Tillamook Forest Center's internet website. Less than 5% of respondents heard about the center from sources such as television or radio, Oregon Coast Today magazine, brochures, Travel Oregon publications, Metro Parent magazine, other websites, the Chamber of Commerce, the Statesman Journal newspaper, or flyers posted on the forest.

Figure 4. How respondents heard about Tillamook Forest Center¹



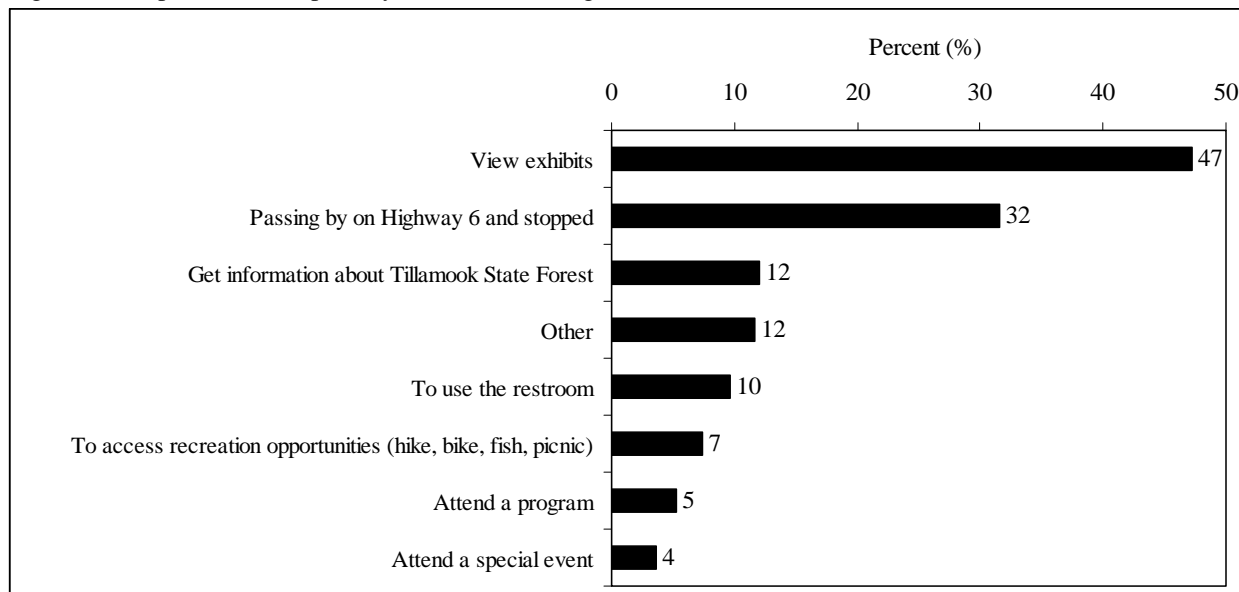
¹ Percentages do not sum to 100% because respondents were asked to "check all that apply."
 "Other" major responses were: "just drove by and stopped" (6%), "part of group field trip" (e.g., school, cub / boy scouts, Cannon Beach Conference Center tour) (4%), "helped to design or build the center" (4%), "Headlight Herald" (1%), "live in the area" (1%), "from a forestry employee" (1%), and "other forestry newspapers or magazines" (e.g., Sunset Magazine, Forest Grove News Times) (1%).
 "Brochures" were from: Oregon State Fair in Salem, the Daily Astorian, Hebo Ranger District, Holiday Inn Hotels (Hillsboro), ODF Newsletter, Oregon Forest Resources Institute (OFRI), Oregon State Parks, Pioneer Museum, Portland, Red Lion Hotels (Jantzen Beach), and Tillamook.
 "Other websites" were: Google, Tillamook Bus, Travel Oregon, McMenamins, and woodlands group websites.

Approximately 21% of respondents indicated that they had heard about the Tillamook Forest Center from a source that was not listed on the survey. Major written responses were: "just drove by and stopped" (6%), "part of group field trip" (e.g., school, cub / boy scouts, Cannon Beach Conference Center tour) (4%), "helped to design or build the center" (4%), "Headlight Herald" (1%), "live in the area" (1%), "from a forestry employee" (1%), and "other forestry newspapers or magazines" (e.g., Sunset Magazine, Forest Grove News Times) (1%).

The 3% of respondents who heard about the center from reading a brochure picked up these brochures from the: Oregon State Fair in Salem, Daily Astorian, Hebo Ranger District, Holiday Inn Hotels (Hillsboro), ODF Newsletter, Oregon Forest Resources Institute (OFRI), Oregon State Parks, Pioneer Museum, Portland, Tillamook, and Red Lion Hotels (Jantzen Beach).

The 2% of respondents who heard about the center from internet websites other than the Tillamook Forest Center's website found information about the center on Google, Tillamook Bus, Travel Oregon, McMenamins, and woodlands group internet websites.

Figure 5. Respondents' one primary reason for visiting Tillamook Forest Center ¹



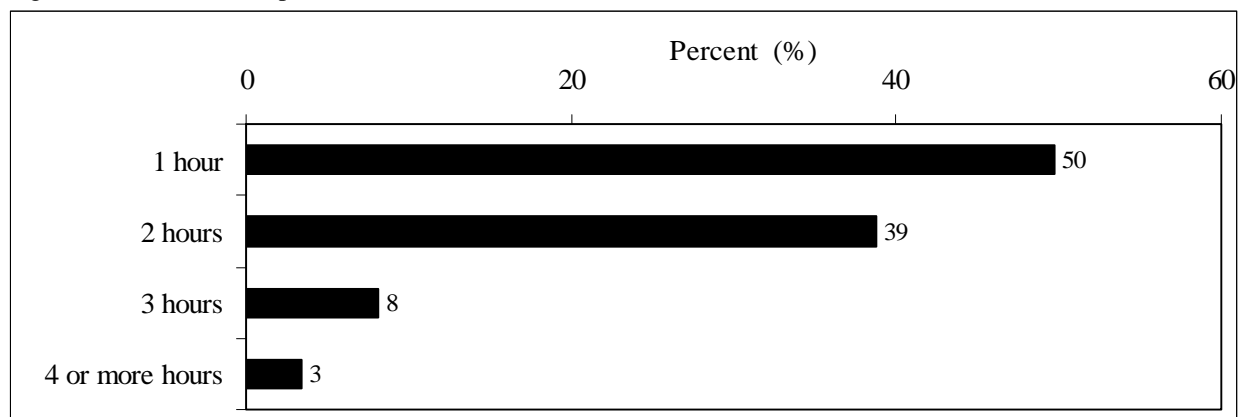
¹ Percentages do not sum to 100% because some respondents checked more than one response option. "Other" major responses were: "to show someone else the center" (e.g., friend, family) (4%), "part of group field trip" (3%), "to visit the donor wall or dedicated bench or tree" (2%), "just to see what I had heard about" (2%), and "to visit the gift shop" (1%).

Visitors were also asked to report their one primary reason for visiting the Tillamook Forest Center. Figure 5 shows that the most important reasons why respondents visited the center were to view the exhibits (47%), and because they were driving on the highway and decided to stop (32%). Only 12% visited primarily to get information about Tillamook State Forest and only 10% visited to use the restroom. Few respondents visited primarily to access recreation opportunities (e.g., hiking, biking, picnicking, fishing) (7%), attend a program (5%), or attend a special event (4%).

Approximately 12% of respondents indicated that they visited primarily for a reason that was not listed on the survey. Major written responses were: "to show someone else the center" (e.g., friend, family) (4%), "part of group field trip" (3%), "to visit the donor wall or dedicated bench or tree" (2%), "just to see what I had heard about" (2%), and "to visit the gift shop" (1%).

Duration of Visit. The survey asked visitors how long they or their group spent at the Tillamook Forest Center on their current trip. Half of respondents (50%) spent only one hour at the center on their trip, and 39% spent two hours at the center (Figure 6). Few visitors (11%) spent three or more hours at the center on their current trip. On average (i.e., $M = \text{mean}$), visitors spent 1.7 hours at the center.

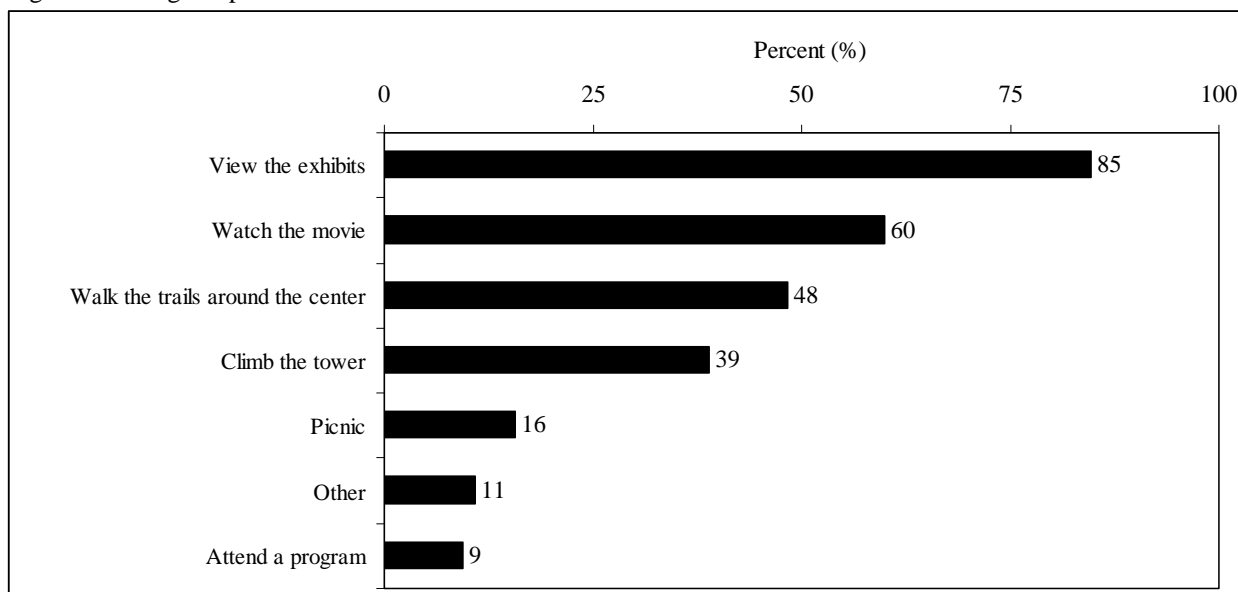
Figure 6. Duration of respondents' visit to Tillamook Forest Center ¹



¹ Average (M = mean) = 1.7 hours, median = 2 hours, mode = 1 hour.

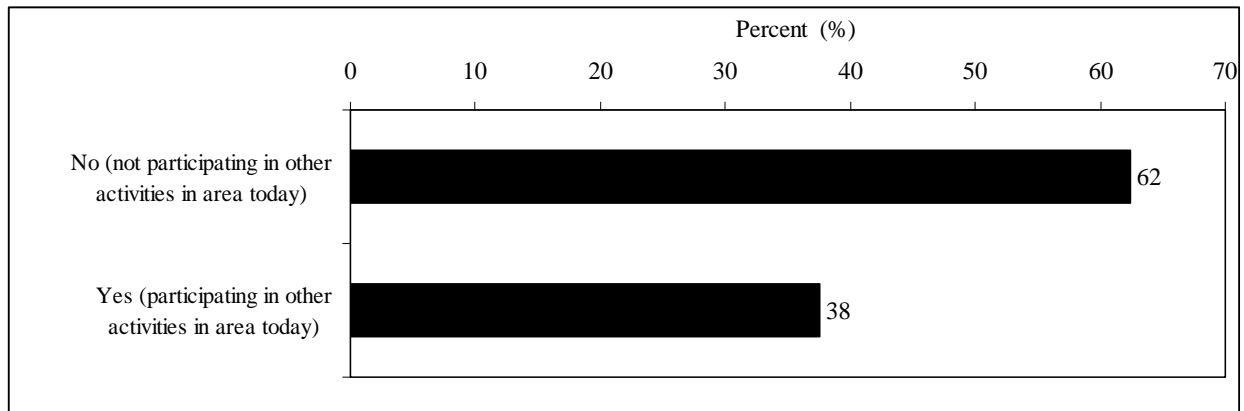
Activity / Event Participation. Respondents were asked to indicate what they and their group did during their visit to the Tillamook Forest Center. Figure 7 shows that 85% of respondents viewed the exhibits and 60% watched the movie. A large number of visitors also walked on the trails around the center (48%) and climbed the tower (39%). Fewer respondents had a picnic (16%) or attended a program (9%) at the center. Approximately 11% of respondents indicated that they did something at the center that was not listed on the survey; major written responses were: "visit the bridge and view river" (3%), "visit the gift shop" (2%), "use the restrooms" (1%), "listen to a talk" (1%), "photography" (1%), "enjoy nice weather" (1%), "participate in scavenger hunt" (1%), and "participate in a tour or group" (1%).

Figure 7. Things respondents did at Tillamook Forest Center ¹



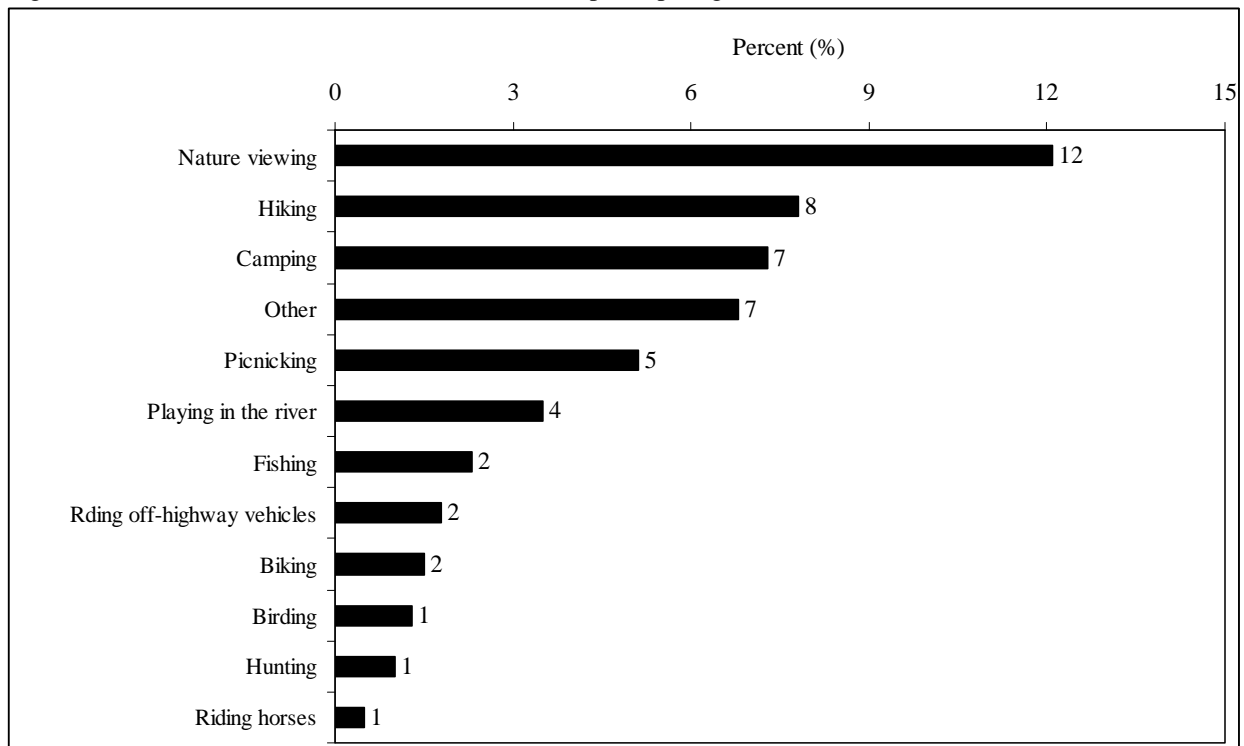
¹ Percentages do not sum to 100% because respondents were asked to "check all that apply." "Other" major responses were: "visit bridge and view river" (3%), "visit gift shop" (2%), "use restrooms" (1%), "listen to a talk" (1%), "photography" (1%), "enjoy nice weather" (1%), "participate in scavenger hunt" (1%), "participate in a tour or group" (1%).

Figure 8. Participation in other activities in area



The survey asked visitors if they or their group were participating in any other activities in the area on the day of their visit to the Tillamook Forest Center. In total, 62% of respondents were not participating in any other activities in the area, whereas 38% were participating in other activities (Figure 8). Figure 9 shows that the most popular of these activities were nature viewing (12%), hiking (8%), and camping (7%). Fewer than 5% of respondents participated in other activities such as picnicking, playing in the river, fishing, and biking. Approximately 7% of respondents participated in activities not listed on the survey; major written responses included "visiting the beach / coast" (3%) and "going to the Tillamook Cheese Factory" (2%).

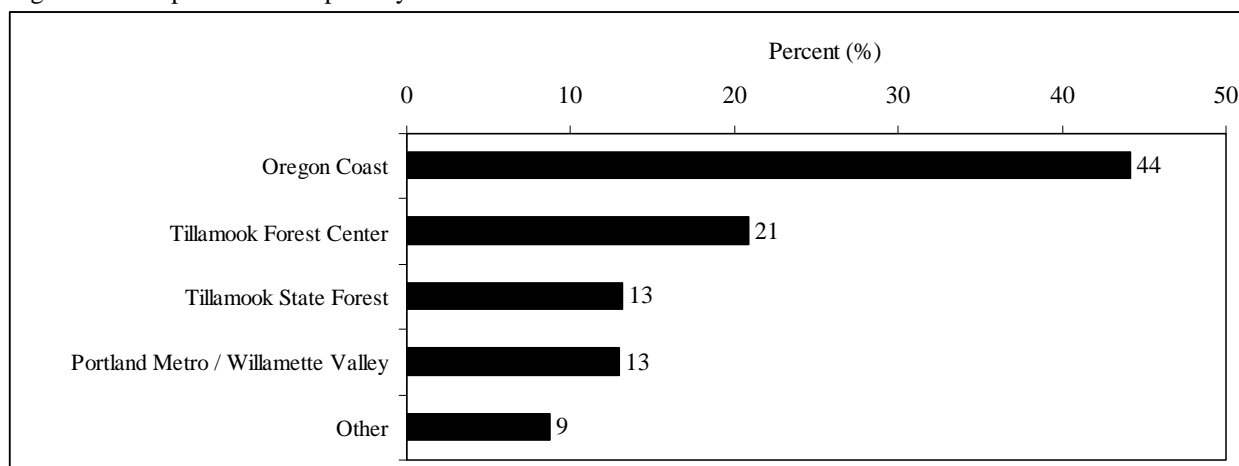
Figure 9. Other activities in area in which visitors are participating ¹



¹ "Other" major responses were: "beach / coast" (3%), "Tillamook Cheese Factory" (2%), "just to see the area" (1%), and "church" (1%).

Other Destinations. Respondents were asked to specify their one primary destination on the day they visited the Tillamook Forest Center. The largest proportion of respondents (44%) said that the Oregon Coast was their primary destination. In total, 21% of visitors said that the Tillamook Forest Center was their one primary destination, which means that the other 79% were visiting this center on their way to or from another destination. Fewer respondents (13%) considered the Tillamook State Forest or Portland Metro / Willamette Valley as their primary destination.

Figure 10. Respondents' one primary destination



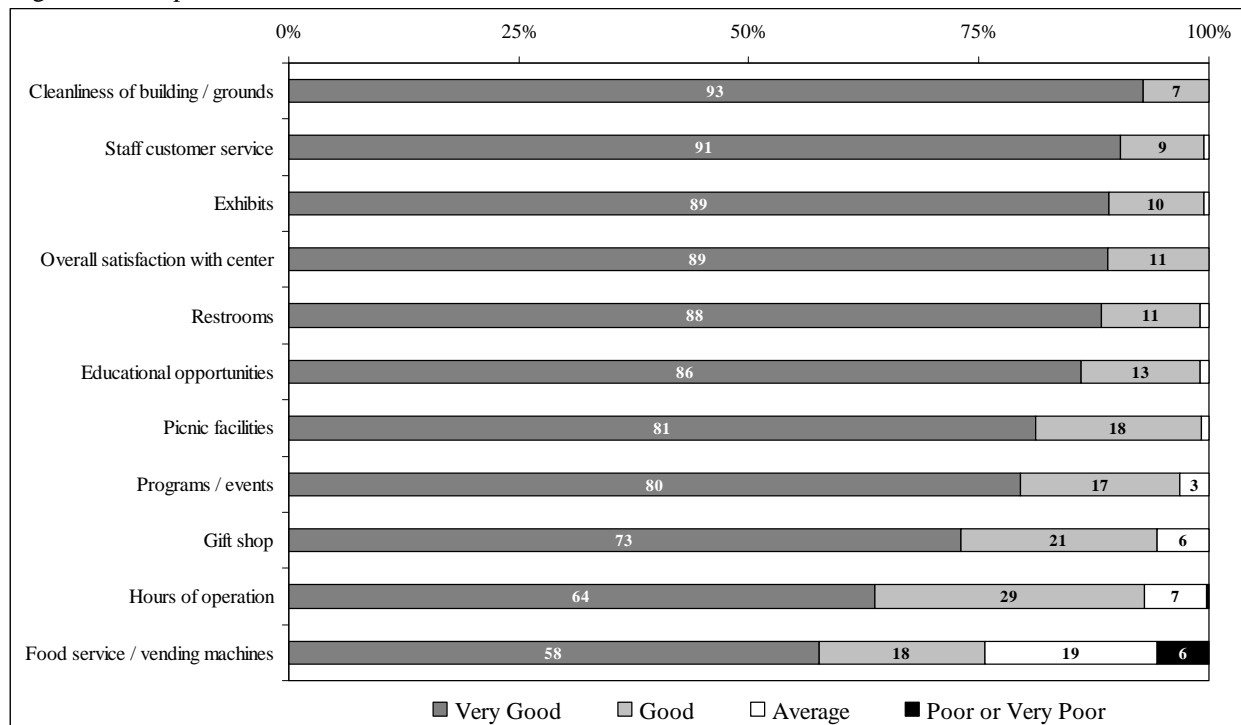
Section Summary. Taken together, results showed that:

- Most respondents (65%) were first time visitors to the Tillamook Forest Center.
- Among the 35% who were repeat visitors, the largest proportion (39%) had visited the center just one or two previous times.
- Almost all respondents (86%) said that they plan to return to the center in the future.
- The largest percentage of respondents heard of the center from friends or family (36%), or by seeing the highway signs while driving (31%).
- The primary reasons why respondents visited the center were to view the exhibits (47%) and because they were driving on the highway and decided to stop (32%).
- The majority of respondents (50%) visited the center for just one hour and 39% stayed for two hours.
- The most popular things that visitors did at the center were to view the exhibits (85%), watch the movie (60%), and walk on the trails around the center (48%).
- Only 21% of respondents said that the center was the one primary destination on their trip, which means that the other 79% were visiting on their way to or from another main destination (e.g., 44% specified the Oregon Coast as their primary destination).

Satisfaction

Overall Satisfaction and Satisfaction with Conditions and Experiences. Respondents were asked to rate their overall satisfaction with their visit to the Tillamook Forest Center. Overall satisfaction of respondents was extremely high, as 11% rated the center as "good" and 89% rated it as "very good" on a 5-point scale of 1 "very poor," 2 "poor," 3 "average," 4 "good," and 5 "very good." No respondents rated the center as "average," "poor," or "very poor." In other words, everybody rated the center positively (Figure 11).

Figure 11. Respondent satisfaction with Tillamook Forest Center



Although all respondents were satisfied with their overall visit to the Tillamook Forest Center, this does not indicate that visitors were satisfied with every aspect of their experience or the conditions at this center. Uniformly high levels of overall visitor satisfaction are common in recreation and tourism research, thus are of limited usefulness to managers (Manning, 1999). Hendee’s (1974) “multiple satisfactions” approach suggests that recreation and tourism resources offer people the opportunity for a range of experiences, which in turn give rise to various human satisfactions. In other words, an individual’s satisfaction with an activity, site, or experience is complex; he or she may evaluate several aspects of the activity and experience (e.g., resource, social, managerial). Satisfaction is based on different experiences that often provide different types of satisfactions, and satisfaction is based on multiple factors that differ from person to person rather than a single overall or global evaluation of satisfaction. This study, therefore, asked visitors the extent to which they were satisfied with 10 other specific aspects of their experience and the conditions at the Tillamook Forest Center (e.g., staff customer service, exhibits, gift shop, food service) on the same 5-point scale from 1 “very poor” to 5 “very good.”

Figure 11 shows that the majority of respondents were satisfied with all aspects of their experience and the conditions at the Tillamook Forest Center. The largest proportion of visitors was satisfied with the cleanliness of buildings / grounds (93% very good, 7% good), staff customer service (91% very good, 9% good), and exhibits (89% very good, 10% good). Over 80% of respondents also rated the restrooms, educational opportunities, picnic facilities, and programs / events as "very good." The gift shop (73% very good, 21% good) and hours of operation (64% very good, 29% good) were also rated positively. Respondents were least satisfied with food service and vending machines with 75% still rating these services positively (58% very good, 18% good), but 25% rating them as "average," "poor," or "very poor."

Areas for Future Improvement. Following this question on respondent satisfaction with aspects of their experience and the conditions at the Tillamook Forest Center, the survey asked an open-ended question "if you were not satisfied with one of the services above, please tell us how we can improve." Only 35 of the 396 respondents (9%) provided substantive written responses. Table 1 summarizes these written responses in order of frequency and percent mentioned. The most popular suggestions for improvement focused on: (a) providing a formal place to purchase food and beverages (e.g., coffee shop, food cart), and (b) being open longer hours (e.g., past 4:00 or 5:00 pm, especially on weekends) and / or on more days (e.g., Mondays or Tuesdays).

Table 1. Summary of written comments about areas of possible improvement

Comment	Frequency mentioned (<i>n</i>)	Percent (%)
Provide a place to eat / drink (e.g., coffee and snack shop, food / coffee cart)	13	3
Be open later hours and more days (e.g., Monday, Tuesday; past 4pm or 5pm)	9	2
Coffee machine is poor (e.g., often broken, makes weak coffee)	3	1
Need cleaner and better designed bathrooms (e.g., soap too high for children)	2	1
More interpretation on natural process, not just about human impacts	2	1
Need better highway signs	1	< 1
Add dates to photographs in exhibits	1	< 1
Gift shop prices are about 20% too high	1	< 1
Staff a bit too aggressive when getting people into the movie	1	< 1
Staff need better training for dealing with people with disabilities	1	< 1
Facilities for disabled could be improved	1	< 1

Section Summary. Taken together, results showed that:

- Overall visitor satisfaction at the Tillamook Forest Center was extremely high, as 11% rated the center as "good" and 89% rated it as "very good." In other words, everybody rated the center positively.
- Visitors were most satisfied with the cleanliness of buildings / grounds, staff customer service, exhibits, restrooms, and educational opportunities.
- Respondents were least satisfied with the food service and vending machines.

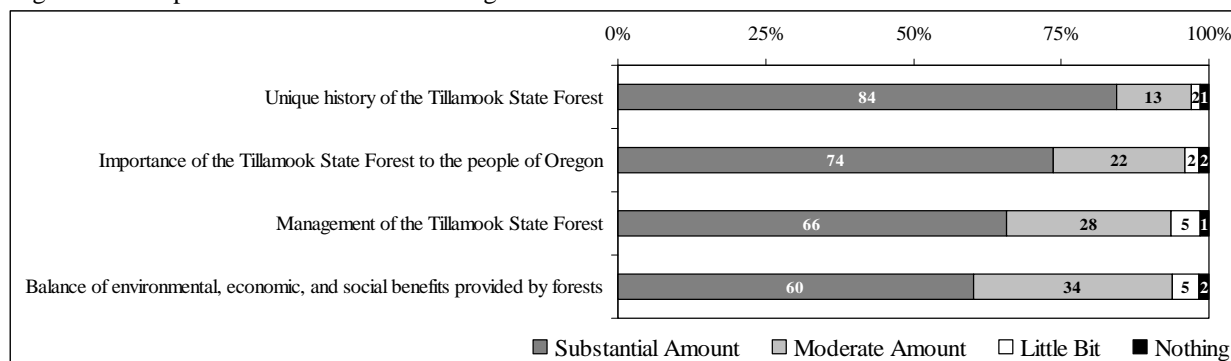
- The most popular suggestions for improvement were to provide a formal place to purchase food and beverages (e.g., coffee shop, food cart), and be open longer hours and / or on more days.

Beliefs about Learning and Management

Beliefs about Learning. A major goal of the Tillamook Forest Center is to communicate messages and educate the public about forests and their management. The survey asked visitors how much they learned at the center about the: (a) "balance of environmental, economic, and social benefits provided by forests;" (b) "management of the Tillamook State Forest;" (c) "unique history of the Tillamook State Forest;" and (d) "importance of the Tillamook State Forest to the people of Oregon." Responses were measured on 4-point scales of 0 "nothing," 1 "a little bit," 2 "a moderate amount," and 3 "a substantial amount."

Figure 12 shows that almost all respondents believed that they learned something about each of these topics during their visit to the center; few respondents (< 7%) said that they learned little or nothing about these topics. Respondents believed that they learned the most about the unique history of the Tillamook State Forest, as 84% said that they learned a substantial amount and 13% learned a moderate amount about this topic. Most respondents also believed that they learned a substantial or moderate amount about the importance of the Tillamook State Forest to the people of Oregon (74% learned a substantial amount, 22% a moderate amount), and about management of the Tillamook State Forest (66% learned a substantial amount, 28% learned a moderate amount). Respondents believed that they learned the least about the balance of environmental, economic, and social benefits provided by forests (60% learned a substantial amount, 34% a moderate amount, 5% a little, 2% nothing).

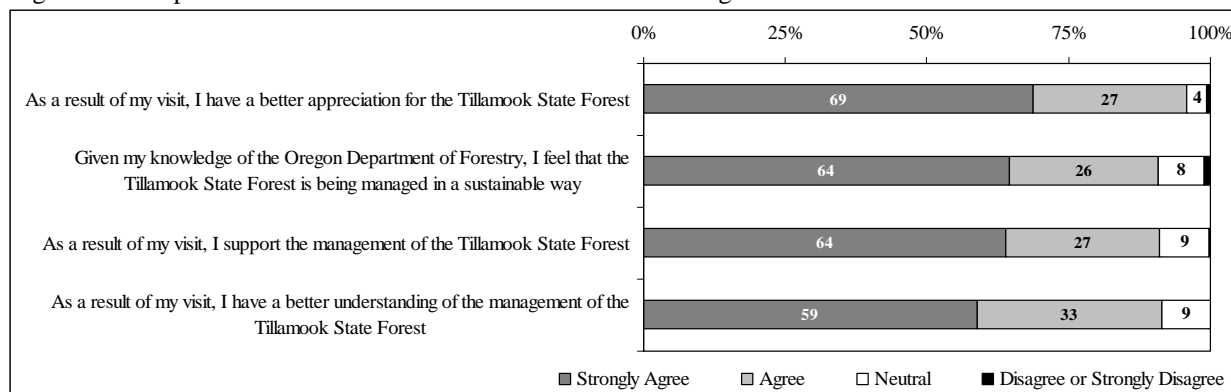
Figure 12. Respondent beliefs about learning at Tillamook Forest Center



Beliefs about Tillamook State Forest Management. The survey also asked Tillamook Forest Center visitors the extent that they disagreed or agreed with four statements related to impacts of their visit on their understanding, appreciation, and support of the Tillamook State Forest and its management. Visitors were asked the extent that they agreed or disagreed that: (a) "as a result of my visit, I have a better appreciation for the Tillamook State Forest;" (b) "as a result of my visit, I have a better understanding of the management of the Tillamook State Forest;" (c) "as a result of my visit, I support the management of the Tillamook State Forest;" and (d) "given my

knowledge of the Oregon Department of Forestry, I feel that the Tillamook State Forest is being managed in a sustainable way." Responses were measured on 5-point scales from 1 "strongly disagree" to 5 "strongly agree."

Figure 13. Respondent beliefs about Tillamook State Forest management



Almost all respondents agreed with these statements that their visit to the center gave them more appreciation, support, and understanding of the Tillamook State Forest and its management (Figure 13). Fewer than 10% of respondents disagreed or felt neutral about each statement. Respondents were most likely to agree that their visit gave them a better appreciation for the Tillamook State Forest (69% strongly agreed, 27% agreed). Approximately two-thirds of visitors who were surveyed also strongly agreed that they felt the Tillamook State Forest is being managed sustainably and that their visit caused them to be more supportive of management of this forest. Respondents were least likely to strongly agree that they gained a better understanding of management of Tillamook State Forest due to their visit to the Tillamook Forest Center (59% strongly agreed, 33% agreed).

Future Learning Activity Needs. Respondents were asked an open-ended question "on a future visit to the Tillamook Forest Center, what information / activities would most interest you or your group?" People were allowed to list up to three responses. In total, there were 286 substantive written responses that are synthesized in Table 2. This question seems to have confused some respondents because responses were split between: (a) recommendations for future learning and facility improvements to the center, and (b) information and activities currently offered at the center that respondents would participate in during a future visit. Recommendations for improvements focused mainly on providing more guided / interpretive hikes or walks, information about the history of forest management and logging, talks and teaching opportunities in the center, and places to eat and drink (e.g., coffee / snack shop, food / coffee cart). The most popular information and activities currently offered at the center that respondents would participate in during a future visit included watching the movie about forests and fires, viewing more exhibits and displays, self-guided walking / hiking on trails around the center, viewing wildlife and fish, picnicking, and climbing the lookout tower (Table 2).

Table 2. Summary of written comments about information / activities that would interest respondents on a future visit.

Comment	Frequency mentioned (<i>n</i>)	Percent (%)
Add more guided / interpretive forest hikes or walks	38	10
Watch the movie about forests and fires	29	7
View more exhibits and displays	29	7
Self guided hiking / walking on trails	26	7
Add more on history of forest management and logging	22	6
Wildlife / fish viewing and information	16	4
Picnic	15	4
Add more interactive exhibits, especially for children	14	4
Hike up lookout tower	11	3
Fishing	9	2
Add more talks / teaching opportunities in center (e.g., by Jim Reeher)	8	2
Add a place to eat / drink (e.g., coffee and snack shop, food / coffee cart)	8	2
Camping	7	2
Play in the river	5	1
Add more special events	4	1
Visit gift shop	4	1
Add more classes (e.g., crafts, cooking)	3	1
Biking	3	1
Add information about edible plants / trees, and medicinal properties	3	1
Add more information on Native Americans / Indians	3	1
Be open later hours and more days (e.g., Monday, Tuesday; past 4pm or 5pm)	3	1
Same as now	3	1
Group visits	3	1
Add more about how to use science to balance the forest	3	1
Add another movie about logging (e.g., about the tower)	2	< 1
Smith Homestead	2	< 1
Add more on general forest and trail management	2	< 1
Trask House	1	< 1
Add more information about economic impacts of forest to local communities	1	< 1
Add more maps	1	< 1
Add more recycling programs	1	< 1
Visit the bridge	1	< 1
Add dress up events for children	1	< 1
Make paper	1	< 1
Pioneering	1	< 1
Add a "plant a tree day"	1	< 1
William Sullivan	1	< 1
REI	1	< 1

Section Summary. Taken together, results showed that:

- Almost all respondents believed that they learned something during their visit to the Tillamook Forest Center; few respondents (< 7%) said that they learned little or nothing.

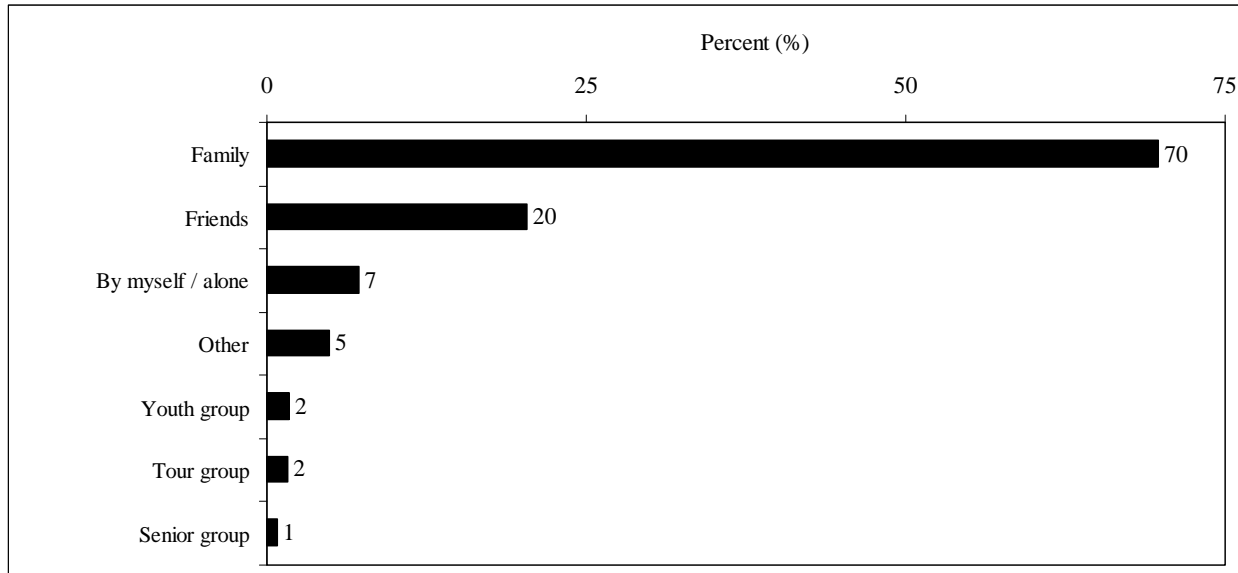
- Respondents believed that they learned the most about the unique history of the Tillamook State Forest (84% learned a substantial amount, 13% a moderate amount).
- Respondents believed that they learned the least about the balance of environmental, economic, and social benefits provided by forests, but 60% still learned a substantial amount and 34% a moderate amount about this topic.
- Almost all respondents agreed that their visit to the center gave them more appreciation, support, and understanding of the Tillamook State Forest and its management.
- Respondents were most likely to agree that their visit gave them a better appreciation for the Tillamook State Forest (69% strongly agreed, 27% agreed).
- Respondents were least likely to strongly agree that they gained a better understanding of management of Tillamook State Forest due to their visit to the Tillamook Forest Center (59% strongly agreed, 33% agreed).
- Recommendations for learning and facility improvements to the center focused mainly on providing more guided / interpretive forest hikes or walks, information about the history of forest management and logging, talks and teaching opportunities inside the center, and places to eat and drink (e.g., coffee and snack shop, food / coffee cart).
- The most popular information and activities offered at the center that respondents would participate in during a future visit included watching the movie about forests and fires, viewing more exhibits and displays, self-guided walking / hiking along the trails around the center, viewing wildlife and fish, picnicking, and climbing the lookout tower.

Sociodemographic Characteristics

Group Characteristics. Respondents were asked in the survey to describe the type of group they were visiting with on their current trip to the Tillamook Forest Center. Figure 14 shows that the largest proportion of respondents (70%) were visiting the center with family members. Approximately 20% of respondents were visiting the center with their friends, 7% were visiting on their own, and fewer than 2% were visiting as part of youth, tour, or senior groups. Only 5% of respondents indicated that they had visited the Tillamook Forest Center with a type of group that was not listed on the survey; major written responses were: "with a school or class group" (2%), "with Boy / Cub Scouts" (1%), "with a church group" (1%), "with business / work associates" (< 1%), and "with their dog" (< 1%).

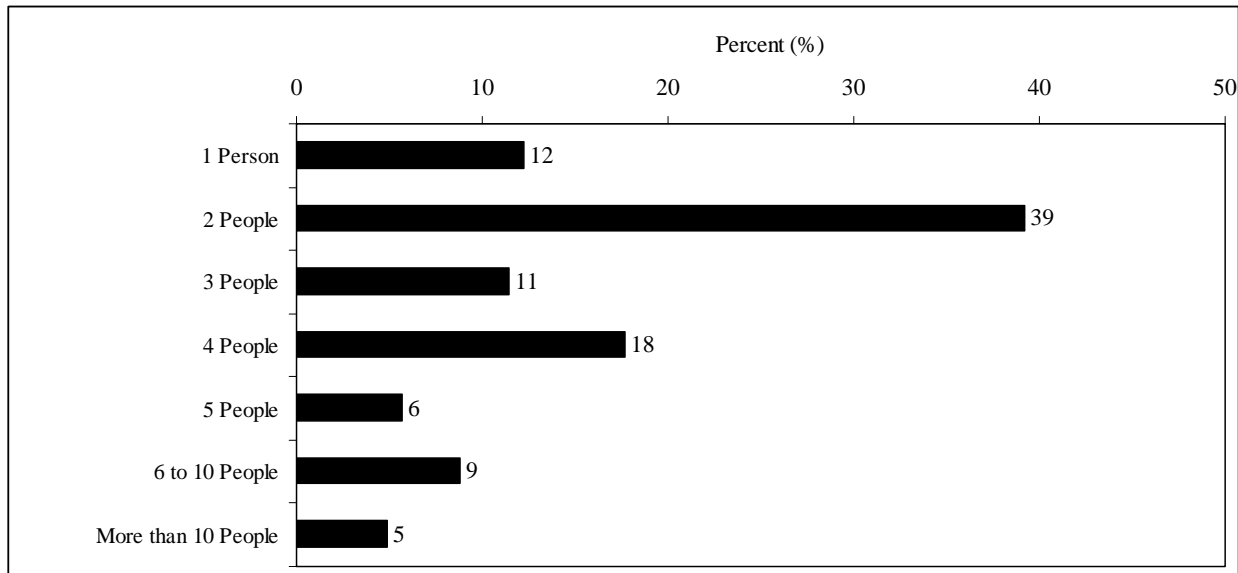
The survey also asked visitors to indicate how many people were in their group including themselves. The average (i.e., mean) group size was four people (Figure 15). The most common (i.e., mode) size of group was two people (39%), followed by four people (18%). Approximately half of the visitors were in groups of just one or two people (51%), whereas the other 49% were in groups of three or more people. The smallest number of respondents (5%) was visiting the Tillamook Forest Center in groups of more than 10 people.

Figure 14. Type of group visitation to Tillamook Forest Center ¹



¹ Percentages do not sum to 100% because some respondents checked more than one response option. "Other" major responses were: school / class group (2%), Boy / Cub Scouts (1%), church group (1%), business / work associates (< 1%), dog (< 1%).

Figure 15. Group size at Tillamook Forest Center ¹

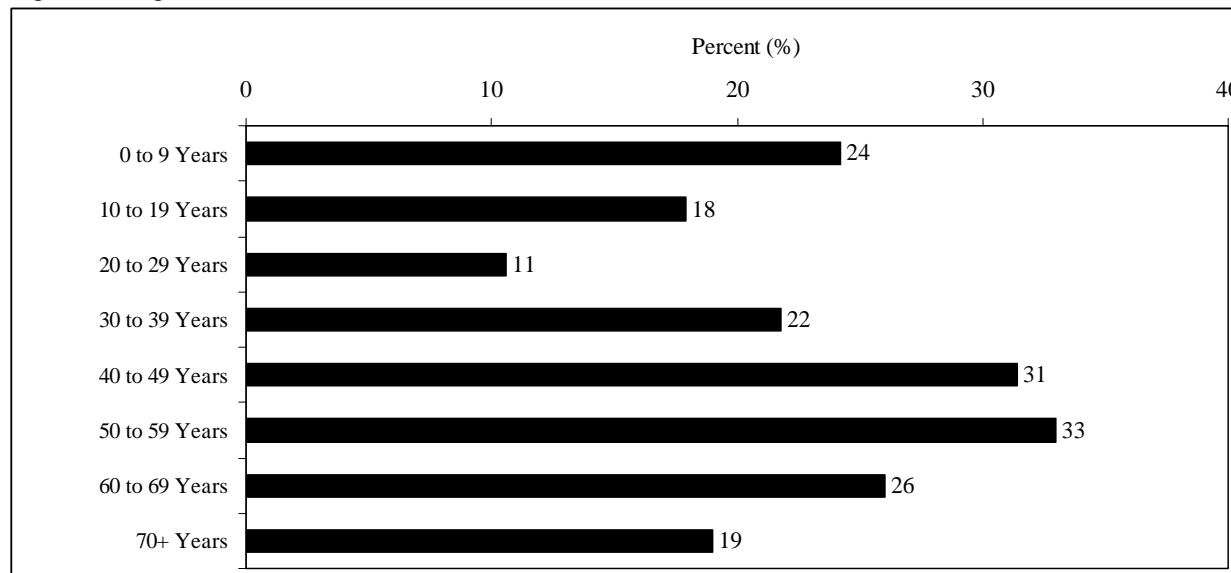


¹ Average (*M* = mean) = 4 people, median and mode = 2 people.

Respondents were asked to indicate their own age and the age of each member of their group. Figure 16 shows that the largest proportion of groups contained visitors who were 50 to 59 years of age (33% of groups), followed closely by 40 to 49 year olds (31%). Approximately 26% and 19% of groups contained people who were 60 to 69 or 70 or more years of age, respectively. A large number of groups (24%) also included children under 10 years of age. Fewer groups contained individuals in their teens (i.e., 10 to 19 years) and the fewest contained 20 to 29 year olds. Taken together, this suggests a somewhat bimodal age distribution of visitors; the largest

proportion of visitors was over 40 years of age, but many of these visitors also likely brought children, grandchildren, or other youngsters to the center. The center does not seem to be attracting as many people between 10 to 19 or 20 to 29 years of age.

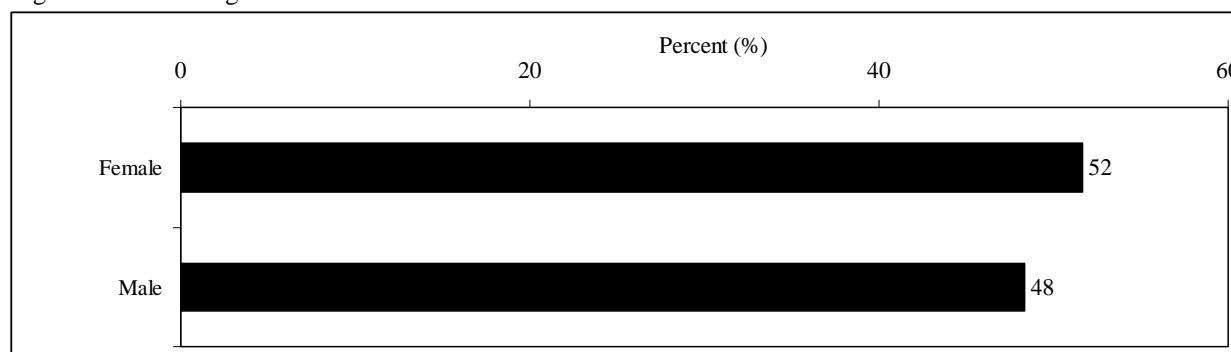
Figure 16. Age of visitors at Tillamook Forest Center ¹



¹ Percentages do not sum to 100% because respondents were asked to indicate the age of each member of their group, not just their own age.

Individual Characteristics. Figure 17 shows that there were slightly more female (52%) than male (48%) visitors surveyed at the Tillamook Forest Center. These percentages, however, are statistically equivalent, suggesting that visitation to the center is basically split evenly between males and females with no single gender dominating visitation.

Figure 17. Percentage of male and female visitors at Tillamook Forest Center



Respondents were asked an open-ended question "what are your favorite interests or hobbies?" People were allowed to list up to three responses. Responses are synthesized in Table 3. The most popular hobbies or interests were: hiking or walking (33%), reading (18%), camping (15%), fishing (12%), travel / sightseeing (11%), and enjoying nature and being outdoors (10%).

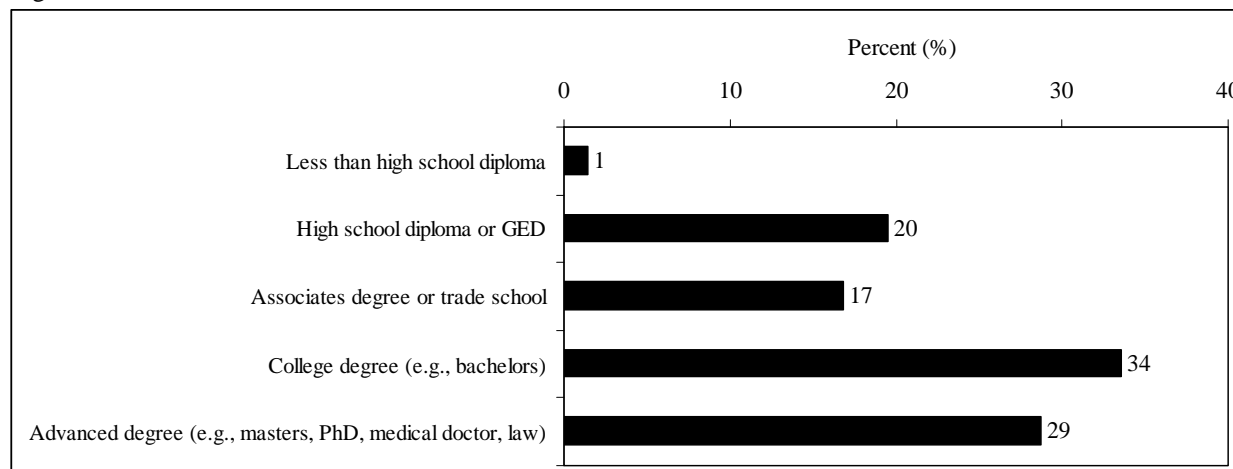
Table 3. Summary of written comments about visitors' favorite interests or hobbies.

Interest / hobby	Frequency mentioned (<i>n</i>)	Percent (%)
Hiking or walking	132	33
Reading (e.g., books, magazines)	70	18
Camping	61	15
Fishing	48	12
Travel / sightseeing	43	11
Enjoy nature and outdoors	39	10
Gardening	32	8
Visit with family / friends	31	8
Ride bike / cycling	29	7
Hunting	20	5
Sewing, quilting, knitting, needlework	20	5
Music / singing	20	5
Photography	20	5
Cook / bake	13	3
Watch movies, television	13	3
Golf	13	3
Spectator sports	12	3
History	11	3
Art (e.g., draw, paint)	10	3
Forestry / trees	10	3
Kayaking, canoeing, rafting	10	3
Skiing / snowboarding	10	3
Swimming	9	2
Visit beach / coast	9	2
Teach / education	9	2
Motorbikes	8	2
Ride ATV's / OHV's	7	2
Writing	7	2
Crafts (e.g., scrapbooking)	6	2
Running	6	2
Woodworking	6	2
Boating	6	2
Eating / dining	6	2
View animals / wildlife	5	1
Play board games, videogames, puzzles	5	1
Computers / technology	5	1
Genealogy	5	1
Horseback riding	5	1
Cars	5	1
Pets	4	1
Bird watching	3	1
Stamp collecting	3	1
Flying / pilot	3	1
Religion	3	1
Scouting	3	1

Table 3. continued ...

Interest / hobby	Frequency mentioned (<i>n</i>)	Percent (%)
Shopping	3	1
Work, business, stock market	3	1
Yoga	3	1
Coin collecting	2	1
Snowshoeing	2	1
Model railroad	2	1
Mushroom picking	2	1
Picnicking	2	1
Politics	2	1
Playing tennis	2	1
Trail tending / building trails	2	1
Weather / storm watching	2	1
Enjoying sunshine	2	1
Relaxing / peace and quiet	2	1
Crabbing	2	1
Play baseball	1	< 1
Go to church	1	< 1
Handball	1	< 1
Retired	1	< 1
Staining glass	1	< 1
Women	1	< 1
Costuming	1	< 1
Playing football	1	< 1
Jewelry	1	< 1
Visiting spas	1	< 1
Exercise	1	< 1
Magic / witchcraft	1	< 1
Visiting museums	1	< 1
Collecting rocks / minerals	1	< 1

Figure 18. Education level of visitors at Tillamook Forest Center



The survey asked Tillamook Forest Center visitors to report the highest level of education that they had achieved. Figure 18 shows that respondents were highly educated, as 63% had a four year college degree (e.g., bachelors degree; 34%) or an advanced degree (e.g., masters, Ph.D., medical doctor, law degree; 29%). Only 1% had less than a high school diploma, 20% had a high school diploma or GED, and 17% had an associates degree or trade school certificate.

Table 4 shows that most of the visitors surveyed at the Tillamook Forest Center resided in Oregon (74%). Approximately 8% of visitors were from Washington State and 3% were from California. Most of the remaining visitors were from various other states, as only 1% of guests resided in other countries such as Canada, Switzerland, England, and Poland.

The largest proportion of visitors (35%) lived in Portland and its immediately surrounding areas (e.g., Oregon City, Gresham, Beaverton). Approximately 5% of visitors resided in Hillsboro, 4% lived in Forest Grove, 4% were from Tillamook, and 3% resided in Salem. The remaining Oregon visitors were from various cities and towns around the state. Taken together, results suggest that most visitors lived within a one to three hour drive of the Tillamook Forest Center.

Table 4. Visitors' location of residence

	Percent (%)
State	
Oregon	74
Washington	8
California	3
Arizona	2
Iowa	1
New York	1
Other USA states	10
International (non-USA)	1
Oregon city / town	
Portland Metro (e.g., Portland, Tigard, Oregon City, Gresham, Aloha, Beaverton)	35
Hillsboro	5
Forest Grove	4
Tillamook	4
Salem	3
Banks	1
Gaston	1
Astoria	1
Dallas	1
Eugene	1
McMinnville	1
Newberg	1
North Plains	1
Pacific City	1
Scappoose	1
St. Helens	1
Other	11

Section Summary. Taken together, results showed that:

- Most visitors (70%) were visiting the center with family members; approximately 20% were visiting with their friends.
- The average group size at the center was four people. The most common size of group was two people (39%), followed by four people (18%).
- The largest proportion of groups at the center contained visitors who were 50 to 59 years of age (33% of groups), followed closely by 40 to 49 year olds (31%). A large number of groups (24%) also included children under 10 years of age. This suggests a bimodal age distribution of visitors; the largest proportion of visitors was over 40 years of age, but many of these visitors also likely brought children, grandchildren, or other youngsters to the center. The center does not seem to be attracting as many people between 10 to 19 or 20 to 29 years of age.
- There were slightly more female (52%) than male (48%) visitors surveyed at the center.
- Visitors' most popular hobbies or interests were hiking or walking (33%), reading (18%), camping (15%), fishing (12%), travel / sightseeing (11%), and enjoying nature and being outdoors (10%).
- Visitors were highly educated, as 63% had a four year college degree (e.g., bachelors degree; 34%) or an advanced degree (e.g., masters, Ph.D., medical doctor, law; 29%).
- Most visitors resided in Oregon (74%) with the largest proportion (35%) from Portland and its immediately surrounding areas (e.g., Oregon City, Gresham, Beaverton). Most visitors lived within a one to three hour drive of the Tillamook Forest Center.

Visitor Comments

At the end of the survey, respondents were given an opportunity to write any additional comments about the Tillamook Forest Center and their experiences at this center. These comments have been transcribed verbatim and categorized into two groups below: (a) positive comments, and (b) negative comments / recommendations or suggestions. Comments are listed below in no particular order.

Positive Comments. The following are positive comments from visitors transcribed verbatim:

- A very nice day unlike many on our coast- plenty of time to enjoy our visit- we're usually hurrying home from somewhere & never take the time to stop- will bring out town guests here for sure.
- A wonderful center.
- Absolutely beautiful area - great for children and adults alike.
- Always a pleasure - always new things to see & do & great people!
- Appreciate natural setting keep natural gifts free.
- Beautiful and worth preserving.
- Beautiful center. I love it.
- Beautiful facilities, love the reclaimed H2O! Super displays, neat movie, great lookout tower.

- Beautiful Forestry Center and good knowledge of the forest and what it takes to control or manage it.
- Beautifully presented.
- Can hardly wait to return.
- Center is beautifully created. I am very impressed with facilities, staff, and exhibits.
- Christine P rocks!
- Christine Phillips is very cool & very informative.
- Driving through this area and its forested beauty has been so refreshing. The staff & volunteers were eager to please and very knowledgeable. We could stay here all day - no hurry to "get going". I'm so glad we were told to come here.
- Enjoy bringing friends/family here.
- Enjoy the history of the 1933 fire.
- Enjoyed it very much. Thank you.
- Enjoyed my time here & what learned.
- Enjoyed seeing your displays.
- Enjoyed the visit very much.
- Everything is clean- we like that.
- Excellent.
- Excellent exhibits & staff.
- Excellent film; well - laid out visitor center, friendly workers.
- Exhibits are attractive and interesting.
- Fantastic Center, beautifully done, Learning a lot & staff was great.
- Fantastic! Life long visitors.
- Friends were caught in the Tillamook flood & managed to spend the night in this center just before it opened! They have a great story.
- Glad the trail to the falls was not crowded. Saw a variety of wildlife. What a beautiful setting and retreat from the city.
- Great.
- Great center-well organized-clean.
- Great educational facility - clean easily accessible friendly staff.
- Great environment.
- Great experience.
- Great facility - we'll be back!
- Great facility, thank you!
- Great interactive exhibits!
- Great job - very informative!
- Great people here.
- Great place.
- Great place-Thanks.
- Great place.
- Great program & activities for the cub scouts.
- Great staff.
- Great time - very nice.
- Great views, nice place for families to visit & learn.
- Great visit - great greeter (Christine).
- Great visit!
- Great visit! Would liked to stay longer.
- Great!
- Great! Bringing my grandson back & family!
- Great! Thanks!
- Great.
- Had a wonderful time at the center & hiking trails. Loved the scavenger hunt for the kids-gave them a reason to read and look at exhibits closely.
- Hiked trail.

-
- I appreciate the friendliness of the staff. I also appreciate the reasonable balance presented between environmental concerns & proper use of a forest and its products.
 - I first came to the center when it first opened. I am so impressed by the interactive displays.
 - I grew up in OR. My father grew up in the forest industry. I really enjoy this center.
 - I have enjoyed every visit. The volunteers and staff are exceptional.
 - I have seen many museums, exhibits & educational programs both in the US & Europe - But none that compare with the Tillamook Forestry Center- marvelous staff.
 - I love the Forest Ctr.
 - I only wish more of our members had been able to come.
 - I really liked the model displays. I thought that they were well done.
 - I wish we had more time! We had to get going. Hope to come back.
 - I've bought 5 trees! Christine is wonderful & special.
 - Interesting & educational.
 - It was a great info about our Trees! Thank you all.
 - It was enjoyable- we will spend more time here on our way to Rockaway next year.
 - It was fun.
 - It was great - we had fun and enjoyed ourselves immensely!
 - It was great!
 - It was great! I'll be back.
 - It was great! Loved it.
 - It was great! Thanks!
 - It was great.
 - It was nice.
 - It was nice to see how well this project turned out-very nice indeed.
 - It was really pretty and awesome here.
 - It was wonderful. Thank you so much!
 - It's a pleasure to stop and view the materials and site.
 - It's a wonderful exhibit - and that's from a person who is not a real museum lover.
 - It's Great!
 - Jim Reheer's terrific - keep him!
 - Just keep it up.
 - Just wonderful.
 - Love it here.
 - Love it!
 - Love it.
 - Love the staff!
 - Love this place keep up the good work.
 - Love this place! Even smells "woodsy" inside- grandchildren love lookout tower.
 - Loved it!
 - Loved the movie.
 - Lovely space! Love the clean restrooms too! Thank you!
 - My grandfather logged the Tillamook Burn. This was very informative! Thank you.
 - Nice.
 - Nice day!
 - Nice facility, very interesting, clean/well taken care of. Thank you.
 - Nice friendly people.
 - Nice job. Thanks for the friendly greeters.
 - Nice place.
 - One of the best museum's/centers we've ever visited.
 - Outstanding Educational Facility for those not familiar with our way of life in the Pacific Northwest.
 - Really enjoyed the kid friendly exhibits.
 - Retired former Forestry Employee.
 - Smokey the Bear & the movie were excellent.

-
- Staff was very kind, helpful & charming. Thank you.
 - Terrific exhibit.
 - Thank you.
 - Thank you very much! A very high quality facility!
 - Thank you, Christine rocks!
 - Thank you!
 - Thank you! So clean & well kept. Very nice!!
 - Thank you!!
 - Thank you.
 - Thank you. This is an impressive place.
 - Thank-you!
 - Thanks-will send pictures.
 - Thanks.
 - Thanks, very nice!
 - The boys enjoyed it.
 - The center is the jewel of the Tillamook Forest. Excellent!
 - The magnet games & burn map (lights) & little kid exhibits were great.
 - The people were extremely helpful and the information very useful. Thank you.
 - This is a wonderful place!
 - This is fabulous.
 - This is just an awesome experience and great exhibit.
 - Very dog friendly.
 - Very educational.
 - Very enjoyable.
 - Very enlightening.
 - Very impressed & anxious to return & learn more.
 - Very impressed!
 - Very informative and friendly.
 - Very informative and friendly staff; keep up the good work.
 - Very interesting.
 - Very nice.
 - Very nice facility!
 - Very nice I hope it stays open.
 - Very nice job with construction.
 - Very nice location, facility, displays & staff.
 - Very nice natural aspects of the forest interface with us.
 - Very nice visit
 - Very nice you are doing a great job.
 - Very nice!
 - Very relaxing time, very clean facilities.
 - We always enjoy coming here and seeing our family history and how they helped the forest and being able to teach our children about them is awesome.
 - We always enjoy our visit to the Forestry Center. The staff is very friendly and helpful.
 - We didn't expect all this. We just stopped for a rest... the kids loved it & so did we! Great film to enhance awareness of forest fires.
 - We enjoy coming here. Like the hands on, exploring exhibits for the kids.
 - We enjoyed our visit. Thank you.
 - We had a really great time. Very strong educational points for children. We definitely will be back in the near future.
 - We love it!!! Very educational & enjoyable.
 - We love to come here, great for all ages!
 - We were most impressed & will return.
 - We will be back many times to enjoy this great location!

- We will be fishing a lot and seeing much of the state.
- We'll be back!
- We've been in all 50 states - this is the greatest facility of its type we've ever seen. Keep up the good work!!
- What a great surprise!
- What a nice site.
- Will come back with my parents. They would love it.
- With my career in Forestry & interests this is an excellent information center. Kudos to you!
- Wonderful.
- Wonderful asset!
- Wonderful Forest Center.
- Wonderful, friendly staff, Thank you!
- Wonderful! I'll come back & spend more time.
- Quite impressive for a free "attraction."
- You have done a great job & you have been so accommodating.

Negative Comments / Suggestions. The following are negative comments and recommendations / suggestions from visitors transcribed verbatim in no particular order:

- Coffee needed.
- I didn't learn a lot. I've been to the Mt. St. Helens center twice, worked for Weyerhaeuser the last 6 1/2 yrs and have always been interested in forests.
- Please put on your to do List: Move signs on Hwy6 alerting drivers of you. Example- your center is not on the Map listed by text but not on area map at Gales Creek Turnout.
- Maybe more Highway signage.
- I'd like to see more info & examples of wildlife found here- the hills are covered in burrows - mountain beaver? What else is out there?
- It would be interesting to learn more about the Trask House.
- Jennie Reeher monologue not working.
- Need to be open on Mon/Tue for our return trip from the coast.
- More ADA- lookout tower.
- More maps would be nice.
- More signs on trails please.
- Keep the steelhead fishery going!
- The amphitheater could be closer to the facility.
- It needs to be better advertised.
- Would have liked to walk outside more, but it's raining.
- Could put a lot more here, especially information on Native American presence.
- Wondering if you would ever put solar panels on top of the building roof.
- Want to spend more time hiking the trails.
- You could charge admission.
- Your gift center manager has underutilized talent!
- You urgently need an informational sign in Tillamook and it should show hours of operation.

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APPENDIX A: SURVEY INSTRUMENT

Tillamook Forest Center Visitor Feedback Survey

We are conducting this survey to understand your experiences at the Tillamook Forest Center. Your input is important and will assist management. Participation is voluntary and all answers are anonymous. **Please answer all of the following survey questions and return it to a staff member. Thank you for your help!**

- 1 Is this your first visit to the Tillamook Forest Center? Yes No
 ↳ If this is **not** your first visit, *please specify number of visits?* _____
- 2 Do you plan to return to the Tillamook Forest Center? *(check one)*
 Yes No Unsure
- 3 How did you hear about the Tillamook Forest Center? *(check all that apply)*
- | | |
|--|---|
| <input type="radio"/> Metro Parent magazine | <input type="radio"/> Oregonian newspaper's A&E section |
| <input type="radio"/> Oregon Coast Today magazine | <input type="radio"/> Statesman Journal/newspaper |
| <input type="radio"/> Travel Oregon publication | <input type="radio"/> Previous visit |
| <input type="radio"/> Friend/relative | <input type="radio"/> TV / Radio |
| <input type="radio"/> Chamber of Commerce | <input type="radio"/> Flyer posted on forest |
| <input type="radio"/> Highway sign | <input type="radio"/> Tillamook Forest Center website |
| <input type="radio"/> Other website <i>(please specify)</i> | |
| <input type="radio"/> Brochure <i>(please list location picked up)</i> _____ | |
| <input type="radio"/> Other <i>(please specify)</i> _____ | |
- 4 What was your **one primary** reason for visiting the Tillamook Forest Center today? *(check only one)*
- Attend a program
- View exhibits
- Passing by on Highway 6 and decided to stop
- To access recreational opportunities (hiking, biking, picnicking, fishing, etc.)
- To use the restroom
- Attend a special event
- Get information about the Tillamook State Forest
- Other *(please specify)* _____
- 5 What is your **one primary** destination today? *(check only one)*
- | | |
|---|--|
| <input type="radio"/> Oregon Coast | <input type="radio"/> Portland metro area/ Willamette Valley |
| <input type="radio"/> Tillamook State Forest | <input type="radio"/> Tillamook Forest Center |
| <input type="radio"/> Other <i>(please specify)</i> | |

- 6 How long did you and your group stay at the center today? _____ hours
(please specify number of hours)
- 7 What did you and your group do during your visit to the center? *(check all that apply)*
- | | |
|--|---|
| <input type="radio"/> Climb the tower | <input type="radio"/> Watch the movie |
| <input type="radio"/> View the exhibits | <input type="radio"/> Attend a program |
| <input type="radio"/> Picnic | <input type="radio"/> Walk the trails around the center |
| <input type="radio"/> Other <i>(please list)</i> _____ | |
- 8 Are you or your group participating in other activities in this area today? *(check one)*
- Yes No
- ↳ If yes, which activities are you participating in? *(check all that apply)*
- | | |
|---|--------------------------------------|
| <input type="radio"/> Camping | <input type="radio"/> Picnicking |
| <input type="radio"/> Hiking | <input type="radio"/> Biking |
| <input type="radio"/> Playing in the river | <input type="radio"/> Riding horses |
| <input type="radio"/> Riding off-highway vehicles | <input type="radio"/> Fishing |
| <input type="radio"/> Birding | <input type="radio"/> Nature viewing |
| <input type="radio"/> Hunting | |
| <input type="radio"/> Other <i>(please specify)</i> _____ | |

- 9 Please rate your overall satisfaction with the following services at the Tillamook Forest Center?
(circle only one number for each service)

	very good	good	average	poor	very poor	no opinion
Staff customer service	5	4	3	2	1	0
Exhibits	5	4	3	2	1	0
Hours of operation	5	4	3	2	1	0
Restrooms	5	4	3	2	1	0
Picnic facilities	5	4	3	2	1	0
Cleanliness of building and grounds	5	4	3	2	1	0
Educational opportunities	5	4	3	2	1	0
Programs/ events	5	4	3	2	1	0
Gift shop	5	4	3	2	1	0
Food service/ vending machines	5	4	3	2	1	0
Overall satisfaction with Center	5	4	3	2	1	0

- 10 If you weren't satisfied with one of the services above, please tell us how we can improve.
- _____
- _____

11 We would like to know how well the Tillamook Forest Center communicates messages about forests. How much did you learn about each of the following forest topics during your visit to the center today? *(circle one number for each topic)*

how much did you learn about the...	a substantial amount	a moderate amount	a little bit	nothing
...balance of environmental, economic and social benefits provided by forests?	3	2	1	0
...management of the Tillamook State Forest?	3	2	1	0
...unique history of the Tillamook State Forest?	3	2	1	0
...importance of the Tillamook State Forest to the people of Oregon?	3	2	1	0

12 Please rate how much you agree with the following statements: *(circle one number for each)*

	strongly agree	agree	neutral	disagree	strongly disagree
As a result of my visit I have a better appreciation for the Tillamook State Forest.	5	4	3	2	1
As a result of my visit I have a better understanding of the management of the Tillamook State Forest.	5	4	3	2	1
As a result of my visit I support the management of the Tillamook State Forest.	5	4	3	2	1
Given my knowledge of the Oregon Department of Forestry, I feel that the Tillamook State Forest is being managed in a sustainable way.	5	4	3	2	1

13 On a future visit to the Tillamook Forest Center, what information/activities would most interest you or your group? *(list up to three)*

1. _____ 2. _____ 3. _____

14 Are you *(check one)* male female

15 What are your favorite interests or hobbies? *(please list the top three)*

1. _____ 2. _____ 3. _____

16 What type of group are you here with today? *(check one)*

- Family Youth group
 Friends Senior group
 By myself Tour group
 Other *(please specify)* _____

17 Please tell us how many people are in your group including yourself? *(mark the number of people by each age group)*

0-9 years _____ people 40-49 years _____ people
 10-19 years _____ people 50-59 years _____ people
 20-29 years _____ people 60-69 years _____ people
 30-39 years _____ people 70+ years _____ people

18 What is the **highest** level of education that **you** have achieved? *(check only one)*

- Less than high school diploma Advanced degree beyond 4 year degree (for example: masters, PhD, medical doctor, law degree)
 High school diploma or GED
 Associates degree or trade school
 College degree (for example: Bachelors degree)

19 Please tell us your home city _____ state _____ zip code _____

20 Is there anything else that you would like to tell us about your visit?

Thank you, your input is important!

Please return this survey to a staff member immediately.

APPENDIX B: UNCOLLAPSED FREQUENCIES

Tillamook Forest Center Visitor Feedback Survey

We are conducting this survey to understand your experiences at the Tillamook Forest Center. Your input is important and will assist management. Participation is voluntary and all answers are anonymous. **Please answer all of the following survey questions and return it to a staff member. Thank you for your help!**

1 Is this your first visit to the Tillamook Forest Center? 65% Yes 35% No

↳ If this is **not** your first visit, *please specify number of visits?* See Report

2 Do you plan to return to the Tillamook Forest Center? *(check one)*

86% Yes 2% No 13% Unsure

3 How did you hear about the Tillamook Forest Center? *(check all that apply)*

2% *Metro Parent* magazine 6% *Oregonian* newspaper's AGE section
 4% *Oregon Coast Today* magazine 1% *Statesman Journal* newspaper
 3% Travel Oregon publication 7% Previous visit
 36% Friend/relative 4% TV/ Radio
 1% Chamber of Commerce 1% Flyer posted on forest
 31% Highway sign 5% Tillamook Forest Center website
 2% Other website *(please specify)* See Report
 3% Brochure *(please list location picked up)* See Report
 21% Other *(please specify)* See Report

4 What was your **one primary** reason for visiting the Tillamook Forest Center today? *(check only one)*

5% Attend a program
 47% View exhibits
 32% Passing by on Highway 6 and decided to stop
 7% To access recreational opportunities (hiking, biking, picnicking, fishing, etc.)
 10% To use the restroom
 4% Attend a special event
 12% Get information about the Tillamook State Forest
 12% Other *(please specify)* See Report

5 What is your **one primary** destination today? *(check only one)*

44% Oregon Coast 13% Portland metro area/ Willamette Valley
 13% Tillamook State Forest 21% Tillamook Forest Center
 9% Other *(please specify)* See Report

6 How long did you and your group stay at the center today? See Report hours
(please specify number of hours)

7 What did you and your group do during your visit to the center? *(check all that apply)*

39% Climb the tower 60% Watch the movie
 85% View the exhibits 9% Attend a program
 16% Picnic 48% Walk the trails around the center
 11% Other *(please list)* See Report

8 Are you or your group participating in other activities in this area today? *(check one)*

38% Yes 62% No

↳ If yes, which activities are you participating in? *(check all that apply)*

7% Camping 5% Picnicking
 8% Hiking 2% Biking
 4% Playing in the river 1% Riding horses
 2% Riding off-highway vehicles 2% Fishing
 1% Birding 12% Nature viewing
 1% Hunting
 7% Other *(please specify)* See Report

9 Please rate your overall satisfaction with the following services at the Tillamook Forest Center?
(circle only one number for each service)

	very good	good	average	poor	very poor	no opinion
Staff customer service	90%	9%	0%	0%	0%	1%
Exhibits	89%	10%	0%	0%	0%	1%
Hours of operation	61%	28%	6%	0%	0%	4%
Restrooms	84%	10%	1%	0%	0%	5%
Picnic facilities	61%	14%	1%	0%	0%	25%
Cleanliness of building and grounds	93%	7%	0%	0%	0%	0%
Educational opportunities	82%	12%	1%	0%	0%	5%
Programs/ events	66%	14%	3%	0%	0%	17%
Gift shop	67%	20%	5%	0%	0%	9%
Food service/ vending machines	43%	13%	14%	3%	1%	26%
Overall satisfaction with Center	89%	11%	0%	0%	0%	0%

10 If you weren't satisfied with one of the services above, please tell us how we can improve.
 See Report

11 We would like to know how well the Tillamook Forest Center communicates messages about forests. How much did you learn about each of the following forest topics during your visit to the center today? *(circle one number for each topic)*

how much did you learn about the...	a substantial amount	a moderate amount	a little bit	nothing
...balance of environmental, economic and social benefits provided by forests?	60%	34%	5%	2%
...management of the Tillamook State Forest?	66%	28%	5%	1%
...unique history of the Tillamook State Forest?	84%	13%	2%	1%
...importance of the Tillamook State Forest to the people of Oregon?	74%	22%	2%	2%

12 Please rate how much you agree with the following statements: *(circle one number for each)*

	strongly agree	agree	neutral	disagree	strongly disagree
As a result of my visit I have a better appreciation for the Tillamook State Forest.	69%	27%	4%	0%	0%
As a result of my visit I have a better understanding of the management of the Tillamook State Forest.	59%	33%	9%	0%	0%
As a result of my visit I support the management of the Tillamook State Forest.	64%	27%	9%	0%	0%
Given my knowledge of the Oregon Department of Forestry, I feel that the Tillamook State Forest is being managed in a sustainable way.	64%	26%	8%	1%	0%

13 On a future visit to the Tillamook Forest Center, what information/activities would most interest you or your group? *(list up to three)*

1. See Report 2. See Report 3. See Report

14 Are you *(check one)* 48% male 52% female

15 What are your favorite interests or hobbies? *(please list the top three)*

1. See Report 2. See Report 3. See Report

16 What type of group are you here with today? *(check one)*

- 70% Family 2% Youth group
 20% Friends 1% Senior group
 7% By myself 2% Tour group
 5% Other *(please specify)* See Report

17 Please tell us how many people are in your group including yourself? *(mark the number of people by each age group)*

- 0-9 years See Report people 40-49 years See Report people
 10-19 years See Report people 50-59 years See Report people
 20-29 years See Report people 60-69 years See Report people
 30-39 years See Report people 70+ years See Report people

18 What is the **highest** level of education that **you** have achieved? *(check only one)*

- 1% Less than high school diploma 29% Advanced degree beyond 4 year degree (for example: masters, PhD, medical doctor, law degree)
 20% High school diploma or GED
 17% Associates degree or trade school
 34% College degree (for example: Bachelors degree)

19 Please tell us your home city See Report state See Report zip code See Report

20 Is there anything else that you would like to tell us about your visit?
 See Report

Thank you, your input is important!

Please return this survey to a staff member immediately.