# MAINE AND NEW HAMPSHIRE BEACHGOER SURVEY

**QUESTIONNAIRE** 



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# **Section 1: General beach questions**

In this first section please answer questions about the frequency of your visits to coastal areas and ocean beaches, how you plan such visits, and your typical visitor experiences to help us learn more about visitation to coastal areas and ocean beaches. We use the term visit broadly and inclusively, recognizing short trips taken by local residents and numerous longer trips by tourists. When we use the term coastal area, we are referring to the numerous communities and regions that are near the ocean and serve as destinations near the ocean for individuals to vacation, and relax.

Q1 In a typical year, how often do you visit coastal areas to vacation, recreate or relax?

$\mathbf{O}$	More than once a week
$\mathbf{C}$	About once a week
O	2-3 times a month
$\mathbf{O}$	About once a month
O	A few times during the year
O	Not at all
If I	Not at all Is Selected, Then Skip To End of Block
Q2	What resources do you rely on when planning visits to coastal areas? (Please choose
all	that apply)
	Tourist guide books/websites
	Brochures made available at hotels, motels, inns, campsite, etc.
	Recommendations of friends and family
	Recommendations found on-line from social media sites (Facebook, Yelp, Twitter,
	etc)
	State or provincial information/tourism office
	Municipal information/tourism office
	Regional Chamber of Commerce websites
	Beach safety information websites
	Knowledge from previous visits
	Recommendations from local residents of coastal areas
	Other (please specify below):

Q3 How important are the following to you when visiting a coastal area?

	1	2	3	4	5	6	7
	Not Im	portant	Mode	rately Impo	ortant	Very Im	portant
Beautiful scenery	<b>O</b>	O	•	<b>O</b>	<b>O</b>	•	O
Pleasant weather	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Land-based recreation opportunities (walking, hiking)	O	•	•	•	•	•	•
Water-based recreational opportunities (swimming, boating, kayaking)	•	0	•	0	•	•	•
Clean ocean, estuary, and river waters	<b>O</b>	•	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	C
Public access to coastal resources	0	•	•	•	•	•	O
Sandy beaches	0	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Working waterfronts	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Dining amenities	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Shopping amenities	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	•
Cultural/arts amenities (museums, galleries, theater, music, etc)	O	O	•	0	•	•	•
Amusements and theme parks/water parks	O	O	0	0	0	0	•
Casinos	0	0	<b>O</b>	<b>O</b>	•	<b>O</b>	O

Q4 What activities do you like to do in or near coastal waters?  Open-ended response
Q5 In a typical year, how often do you visit an ocean beach to vacation, recreate or relax?  O More than once a week O About once a week O Two to three times a month O About once a month O A few times during the year O Not at all
If Not at all Is Selected, Then Skip To End of Block
Q6 In a typical year, during which seasons do you visit ocean beaches?  Winter Spring Summer Fall

Q7 How important are the following characteristics to you when visiting ocean beaches?

	1	2	3	4	5	6	7
	Not Im	portant	Mode	rately Impo	ortant	Very Im	portant
Hours of operation	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	•
Entrance fees	•	<b>O</b>	<b>O</b>	<b>O</b>	•	•	O
Level of crowding	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	•	O
Toilet/shower facilities	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	•	O
Food and concessions	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Access roads and parking	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	O
Swimming areas	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	•
Sunbathing areas	•	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
Fishing opportunities	•	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
Boat launches and moorings	•	<b>O</b>	<b>O</b>	O	<b>O</b>	<b>O</b>	O
Walking/hiking areas	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
Shellfishing opportunities	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	0
Wide, sandy beach areas	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
Close to year- round home	O	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
Close to seasonal home	•	•	•	•	•	•	0
Close to preferred temporary lodging	•	0	•	•	•	•	•
Scenic views	0	0	0	•	•	•	O .

O8 Your answer to this question is very important for understanding what brings people to ocean beaches to vacation, recreate, or relax. Why do you choose to visit ocean beaches to vacation, recreate, or relax? O9 During a typical summer ocean beach visit, how long do you spend on the beach? O Less than 1 hour O Between 1 and 3 hours O Between 3 and 5 hours O More than 5 hours Q10 Do you spend more, about the same, or less time on a typical summer ocean beach visit now compared with a typical summer visit 10 years ago? Spend more time now • Spend about the same time Spend less time now O11 During a typical summer ocean beach visit for you, do you go swimming or engage in any other activities in the water beyond wading (surfing, kayaking, stand up paddle boarding)? • Yes (1) O No (2) Q12 Do you swim or engage in any other activities in the water beyond wading, more, about the same amount, or less on a typical summer ocean beach visit now compared with a typical visit 10 years ago? O More • The same amount O Less

Answer If During a typical ocean beach visit for you, do you go swimming? No Is Selected

Q13 Your answer to this question is important for understanding why visitors do not swim or engage in water activities. Why don't you swim or engage in other activities beyond wading during a typical ocean beach visit?

Open-ended response

Q14 During a typical summer ocean beach visit, do you eat seafood?  O Yes O No
Answer If During a typical ocean beach visit for you, do you eat local seafood? Yes Is Selected
Q15 What are your favorite types of seafood to enjoy on an ocean beach visit? (Please choose all that apply)    Fish   Lobster   Clams   Crabs   Scallops   Oysters   Mussels   Shrimp   Other
Q16 Do you eat more, about the same or less seafood on a typical summer ocean beach visit now compared with a typical summer ocean beach visit 10 years ago?  O Eat more local seafood now O Eat less local seafood now O I have never eaten local seafood

Answer If During a typical ocean beach visit, do you eat local seafood? No Is Selected Q17 Your answer to this question is important for understanding why visitors do not eat seafood. Why do you not eat seafood on typical visits to ocean beaches?

Q18 During the last 10 years, in which of these U.S. States or Canadian provinces have
you visited ocean beaches? (Please choose all that apply)
□ New Hampshire
□ Massachusetts
□ Rhode Island
□ Connecticut
□ New York
□ New Jersey
□ Delaware
□ Maryland
□ North Carolina
□ South Carolina
□ Florida
□ New Brunswick
□ Nova Scotia
☐ Prince Edward Island
Answer If During the last 10 years, in which of these U.S. States or Canadian provinces
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years  More than 15 years  Answer If During the last 10 years, in which of these U.S. States or Canadian provinces have you visited oc New Hampshire Is Selected
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years  More than 15 years  Answer If During the last 10 years, in which of these U.S. States or Canadian provinces have you visited oc New Hampshire Is Selected Q20 For how many years have you been visiting beaches in New Hampshire?
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years  More than 15 years  Answer If During the last 10 years, in which of these U.S. States or Canadian provinces have you visited oc New Hampshire Is Selected Q20 For how many years have you been visiting beaches in New Hampshire?  Less than 2 years
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years  More than 15 years  Answer If During the last 10 years, in which of these U.S. States or Canadian provinces have you visited oc New Hampshire Is Selected Q20 For how many years have you been visiting beaches in New Hampshire?  Less than 2 years  2 years  3-5 years  6-8 years
have you visited ocean beaches? (choose all that apply) Maine Is Selected Q19 For how many years have you been visiting beaches in Maine?  Less than 2 years  2 years  3-5 years  6-8 years  9-15 years  More than 15 years  More than 15 years  Answer If During the last 10 years, in which of these U.S. States or Canadian provinces have you visited oc New Hampshire Is Selected Q20 For how many years have you been visiting beaches in New Hampshire?  Less than 2 years  2 years  3-5 years

# **Beach Management, Cleanliness, and Safety**

In this section please answer questions to share your opinions about beach cleanliness and safety and coastal management issues to help us learn about visitor attitudes, behaviors, and preferences.

Q21 Please express your opinion by choosing the answer that matches the extent to which you agree or disagree with each statement.

	1	2	3	4	5	6	7
	Strongly	Disagree				Strongl	y Agree
New Hampshire beaches are cleaner and safer to swim at than beaches in other places (1)	O	0	O	O	0	0	0
Maine beaches are cleaner and safer to swim at than beaches in other places (2)	0	0	0	•	•	0	•

Q22 [	Do you	ever s	seek	out	information	about	beach	safety?
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- ☐ Yes, I seek information on surf conditions and riptides.
- $\hfill \square$  Yes, I seek information on water quality.
- $\hfill \square$  No, I do not seek out information about beach safety.

Answer If Do you ever seek out information about beach safety? No, I do not seek out information about beach safety. Is Not Selected
Q23 Where do you get information about beach safety? (Please check all that apply)  State, Provincial, or Municipal Tourism Bureau staff and resources  Lifeguard on beach Signs, flags, or other information on beach Water quality website Surf conditions website News/media Family/friends Local beach manager Other:
Q24 Have you ever visited an ocean beach and seen a sign advising you to limit your contact with ocean water?  • Yes • No
Q25 If you arrived at an ocean beach and saw signs and flags advising you to limit your contact with the ocean water because of poor ocean water quality, would it affect your behavior at that beach or opinions of the beach?  • Yes • No
Answer If If you arrived at an ocean beach and saw signs and flags advising you to limit your contact with Yes Is Selected
Q26 Briefly, how would it affect your behavior at that beach or opinions of the beach?
Q27 If you arrived at an ocean beach and saw signs and flags encouraging you to have contact with the ocean water because of excellent ocean water quality, would it affect your behavior at that beach or opinions of the beach?  O Yes O No

Answer If If you arrived at an ocean beach and saw signs and flags encouraging you to have contact with the ocean water because of excellent ocean water quality, would it affect your behavior at that beach o... Yes Is Selected

Q28 Briefly, how would it affect your behavior at that beach or opinions of the beach?

Q29 Your answer to this question is important for understanding what visitors want to know before and during their visits to ocean beaches. When visiting ocean beaches in Maine or New Hampshire, what information do you seek to improve your experience, and how would you prefer to get that information?

Open-ended question response

Q30 In your opinion, what level of priority should coastal managers in Maine and New Hampshire assign to each of the following issues? Please tell us if you think coastal managers should address each issue as a priority or as something that should not be done.

done.	1	2	3	4	5	6	7
	Low F	Priority	Мо	derate Prio	rity	High F	Priority
Protection, restoration, or enhancement of coastal wetlands	O	0	O	O	O	O	O
Preventing threats to life and destruction of property from coastal hazards such as flooding, sea level rise, and storm surge	O	•	•	O	0	O	•
Attaining increased opportunities for public access to coastal areas	O	•	0	0	0	0	0
Reducing pollution entering coastal and ocean environments	O	0	•	O	O	0	0
Reducing the impacts of coastal growth and development	O	O	•	•	•	•	•
Facilitating the siting of wind energy facilities in coastal areas	•	•	0	•	•	•	•

Facilitating the siting of tidal energy facilities in coastal areas	O	O	0	•	•	0	•
Facilitating the siting of oil and gas facilities in coastal areas	•	0	•	•	•	0	•
Facilitating the siting of aquaculture facilities in coastal areas	O	0	•	•	•	0	•
Reducing the spread of invasive plants and animals (for example, green crabs)	O	0	•	0	0	0	0
Reducing erosion at sandy beaches	•	0	O	•	•	•	0
Protection, restoration, or enhancement of shellfish growing areas	O	O	0	0	0	0	•
Protection, restoration or enhancement of working waterfronts	O	•	0	•	•	•	•

Q31 Your answer to this question is very important for understanding what will continue to bring individuals to coastal areas and ocean beaches in Maine and New Hampshire. Coastal management priorities affect the look, feel, and function of coastal areas (e.g., infrastructure, natural resources, economies, communities, tourist attractions, views). What will continue to bring you to coastal Maine and New Hampshire to vacation, recreate, or relax?

Open-ended question responses

# Most recent beach visit

In this section please answer questions about your recent personal experiences visiting ocean beaches in Maine and New Hampshire to help us learn more about ocean beach visits in these two states.

Open-ended question response

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Q32 Have you visited a beach in Maine or New Hampshire since January 1, 2014?  • Yes • No
If No Is Selected, Then Skip To End of Block
Q33 Please think about your most recent visit to a Maine or New Hampshire ocean beach. In what month was that visit?  January  February  March  April  May  June  July  August  September  October  November
Q34 Please think about your most recent visit to a Maine or New Hampshire ocean beach. Was that visit to an ocean beach in Maine or New Hampshire?  O Maine O New Hampshire

#### Answer If \*\*Which did you most recently visit a beach? Maine Is Selected

Q35 Which beach did you visit in Maine?

- Sand Beach, Acadia National Park
- O Seal Harbor Beach, Mount Desert Island
- O Lincolnville Beach, Lincolnville
- O Pemaguid Beach, New Harbor
- O Popham Beach, Phippsburg
- Reid State Park, Georgetown
- East End Beach, Portland
- Willard Beach, South Portland
- O Kettle Cove, Cape Elizabeth
- O Crescent Beach State Park, Cape Elizabeth
- O Higgins Beach, Scarborough
- O Pine Point Beach, Scarborough
- Old Orchard Beach
- O Ocean Park, Old Orchard Beach
- O Bayview & Kinney Shores, Saco
- Ferry Beach State Park, Saco
- Camp Ellis Beach, Saco
- O Rotary Park, Biddeford
- Hills Beach, Biddeford
- Biddeford Pool, Biddeford
- Fortunes Rocks Beach, Biddeford
- O Goose Rocks Beach, Kennebunkport
- The Colony Beach, Kennebunkport
- Gooch's Beach, Kennebunk
- O Middle Beach, Kennebunkport
- Kennebunk Beach, Kennebunk
- O Mother's Beach, Kennebunk
- O Laudholm Beach, Wells
- O Drakes Island Beach, Wells
- Wells Beach, Wells
- O North Beach, Ogunquit
- O Footridge Beach, Ogunquit
- O Ogunquit Beach, Ogunquit
- O Short Sands Beach, York
- O Long Sands Beach, York
- O Cape Neddick Beach, York
- O Harbor Beach, York
- Fort Foster, Kittery
- I visited a beach in Maine, but it's not listed here.

# Answer If Which beach did you visit? I visited a beach in Maine, but it's not listed here. Is Selected

36 Please tell us the name of the most recent beach you visited in Maine, and where it is located. (e.g. Beach Name, Town Name)

#### Answer If \*\*Which did you most recently visit a beach? New Hampshire Is Selected

37 Which beach did you visit in New Hampshire?

- O New Castle Beach, New Castle
- O Sandy Beach, New Castle
- O New Castle Town Beach, New Castle
- O Wallis Sands State Park, Rye
- O Foss Beach, Rye
- O Jenness Beach, Rye
- O Sawyer Beach, Rye
- O Bass Beach, North Hampton
- O North Hampton State Beach, North Hampton
- O Northside Beach, Hampton
- O North Beach, Hampton
- O Hampton Beach State Park, Hampton
- Hampton Beach, Hampton
- Sun Valley Beach, Hampton
- Seabrook Harbor Beach, Seabrook
- O Seabrook Town Beach, Seabrook
- I visited a beach in New Hampshire, but it's not listed here

Answer If Which beach did you visit in New Hampshire? I visited a beach in New Hampshire, but it's not listed here Is Selected

Q38 Please tell us the name of the most recent beach you visited in New Hampshire, and where it is located. (e.g. Beach Name, Town Name)

Q39 What type of trip was this most recent beach visit a part of?

- O DAY-TRIP (left your residence and returned on the same day; primary purpose of trip is recreation or pleasure at the beach)
- O SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach)
- O LONG OVERNIGHT-TRIP (spent more than 3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach)
- SIDE TRIP (part of trip unrelated to beach recreation)

Answer If What type of trip was this most recent beach visit a part of? SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected Or What type of trip was this most recent beach visit a part of? LONG OVERNIGHT-TRIP (spent more than 3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected

Q40 On this most recent beach visit, where did you stay overnight?

- Rented a house/cottage
- O Stayed in a hotel, motel, or bed & breakfast
- O Stayed at a campground or RV Park
- Stayed at own vacation/seasonal property
- Stayed at home (principal residence)
- Stayed at a friend or relative's house

Answer If What type of trip was this most recent beach visit a part of? SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected Or What type of trip was this most recent beach visit a part of? LONG OVERNIGHT-TRIP (spent more than 3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected

Q41 How many nights did you stay overnight? (Please enter the number of nights you stayed on your most recent beach visit to \${q://QID19/ChoiceGroup/SelectedChoices}) *Number response* 

Answer If What type of trip was this most recent beach visit a part of? SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected Or What type of trip was this most recent beach visit a part of? LONG OVERNIGHT-TRIP (spent more than 3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach) Is Selected

Q42 During this most recent beach trip, how far away from the beach was your lodging?

- O Less than 1/2 mile
- $\circ$  1/2 1 mile
- O 2-5 miles
- **O** 6-10 miles
- O More than 10 miles

Q43 Including yourself, how many adults went on this most recent beach visit? (Please enter the number below)

Number response

Q44 How many children went on this most recent beach visit? (Please enter the number below)

Number response

Q4	5 What activities did you do during this most recent beach visit? (Choose all that
app	oly)
	Sunbathing
	Swimming
	Surfing
	Beach games/sports
	Photography
	Clamming
	Reading/relaxing
	Sight-seeing
	Boating
	Shopping
	Fishing
	Sea Kayaking
	Glass & Shell Collecting
	Walking
	Eating at local restaurants
	Other

Q46 What beach characteristics were important to your most recent visit? (Choose all
that apply)
☐ Clean sand
☐ Good surf
☐ Ample parking
☐ Lifeguard available
☐ Food/picnic areas
☐ Restrooms available
☐ Clean water
☐ Wide, sandy beach
☐ Good, safe swimming
☐ Boating nearby
☐ Shopping nearby
☐ Fishing nearby
☐ Sea kayaking nearby
□ Clamming nearby
□ Scenic views
☐ Many people
☐ Few people
☐ Closest beach to where I stay
☐ Good for families
☐ Good water quality
☐ Family tradition
□ Other
Q47 Please think about water quality in terms of risks to people's health, including the safety of swimming in the water, and the health of the marine environment, including the health of plants and animals. How would you rate the ocean water quality at this beach?  O Poor Fair Good Very good Excellent

Q48 For how many years have you been visiting this particular beach?

- O Less than 2 years
- **3**-5 years
- O 6-8 years
- **9-15** years
- O More than 15 years

# **Overall Visitation Questions**

Q49 We are interested in knowing more about the trips you have taken to ocean beaches in Maine and New Hampshire since January 1, 2014. Since January, have you taken any long overnight trips (trips where you stayed overnight four or more nights) to the coast of Maine or New Hampshire?

- O Yes
- O No

Answer If We are interested in knowing more about the trips you have taken to ocean beaches in ME and NH si... Yes Is Selected

Q50 How many long overnight (four or more nights) trips to the coast of Maine or New Hampshire did you take? (Please enter the number of trips below) *Number response* 

Answer If We are interested in knowing more about the trips you have taken to ocean beaches in ME and NH si... Yes Is Selected

Q51 On your overnight trip(s) to coastal Maine or New Hampshire, about what percent of your time did you spend on the beach?

- **O** 0-10%
- O 11-25%
- **O** 26-50%
- O 51-75%
- **O** 76+%

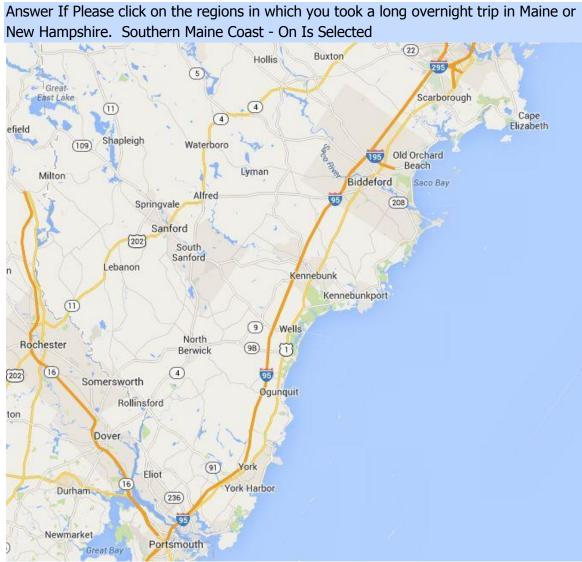
Answer If We are interested in knowing more about the trips you have taken to ocean beaches in ME and NH si... Yes Is Selected



Q52 Please click once on EACH of the regions in which you took a **long overnight trip** in Maine or New Hampshire.

	Yes	No
Downeast Maine		
Midcoast Maine		
Greater Portland Maine		
Southern Maine Coast		
New Hampshire Coast		

Answer If Please click on the regions in which you took a long overnight trip in Maine or New Hampshire. Downeast Maine - On Is Selected
Q53 Using the list below, please select the beaches that you have visited in a long overnight trip in Downeast Maine since January 1, 2014.  Sand Beach Seal Harbor Lincolnville Beach Hull's Cove Hadley's Point Other:
Answer If Please click on the regions in which you took a long overnight trip in Maine or New Hampshire. Midcoast Maine - On Is Selected
Q54 Using the list below, please select the beaches that you have visited in a long overnight trip in Midcoast Maine since January 1, 2014.  Pemaquid Beach Popham Beach State Park Reid State Park Head Beach Other:
Answer If Please click on the regions in which you took a long overnight trip in Maine or New Hampshire. Greater Portland Maine - On Is Selected
Q55 Using the list below, please select the beaches that you have visited in a long overnight trip in Greater Portland since January 1, 2014.  □ East End Beach □ Willard Beach □ Kettle Cove □ Crescent Beach State Park □ Other



Q56 Please click once on the regions in which you took a **long overnight trip** in Southern Maine.

	Yes	No
Scarborough-Old Orchard Beach-Saco		
Kennebunk-Wells		
Ogunquit-Greater York		

Answer If Click once on the regions in southern Maine where you have spent time on a
beach since January 1, Scarborough-Old Orchard Beach-Saco - On Is Selected
Q57 Using the list below, please select the beaches you have visited in the Saco Bay
area (including beaches in the towns of Scarborough, Old Orchard Beach and Saco)
during a long overnight trip since January 1, 2014.
☐ Higgins Beach
□ Pine Point Beach
□ Old Orchard Beach
☐ Ocean Park Beach
☐ Ferry Beach State Park
□ Camp Ellis Beach
□ Biddeford Pool
☐ Bayview & Kinney Shores
□ Fortunes Rocks Beach
□ Other:
Answer If Click once on the regions in southern Maine where you have spent time on a
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected Q58 Using the list below, please select the beaches you have visited in the Kennebunk-
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach  The Colony Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach  The Colony Beach  Gooch's Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach The Colony Beach Gooch's Beach Middle Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach  The Colony Beach  Gooch's Beach  Middle Beach  Kennebunk Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach The Colony Beach Gooch's Beach Middle Beach Kennebunk Beach Mothers Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach  The Colony Beach  Gooch's Beach  Middle Beach  Kennebunk Beach  Mothers Beach  Laudholm Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach The Colony Beach Gooch's Beach Middle Beach Kennebunk Beach Mothers Beach Laudholm Beach Drakes Island Beach
Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Kennebunk-Wells - On Is Selected  Q58 Using the list below, please select the beaches you have visited in the Kennebunk-Wells area during a long overnight trip since January 1, 2014.  Goose Rocks Beach  The Colony Beach  Gooch's Beach  Middle Beach  Kennebunk Beach  Mothers Beach  Laudholm Beach

Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1, Ogunquit-Greater York - On Is Selected
Q59 Using the list below, please select the beaches you have visited in the Ogunquit-Greater York Area during a long overnight trip since January 1, 2014.  North Beach Footridge Beach Ogunquit Beach Short Sands Beach Long Sands Beach Short Sands Beach Fort Foster Other:
Answer If Please click on the regions in which you took a long overnight trip in Maine or New Hampshire. New Hampshire Coast - On Is Selected
Q60 Using the list below, please select the beaches you have visited in New Hampshire during a long overnight trip since January 1, 2014.  Sandy Beach, New Castle  New Castle Town Beach, New Castle  Wallis Sands State Park, Rye  Foss Beach, Rye  Jenness Beach, Rye  Bass Beach, Rye  North Hampton State Beach, North Hampton  Northside Beach, North Hampton  Hampton Beach State Park, Hampton  Hampton Harbor Beach, Hampton  Sunvalley Beach, Hampton  Seabrook Harbor Beach, Seabrook  Other:
Q61 Since January 1 2014, have you taken any short overnight (three nights or less) or day trips to the coast of Maine or New Hampshire?  O Yes O No

Q62 Click once on EACH of the regions to which you have taken **a day trip or a short** overnight trip (three nights or less) to an ocean beach since January 1,2014.



	Yes	No
Downeast Maine		
Midcoast Maine		
Greater Portland Maine		
Southern Maine Coast		
New Hampshire Coast		

Answer If Click once on the regions to which you have taken a day trip or a short overnight trip (3 nights... Downeast Maine - On Is Selected

Q63 The following questions will ask you about beaches you've visited in Downeast Maine since January 1, 2014.

	Have you visited since January 1, 2014?	If y	ou to					this b take?		about	If '							T TRI take?	PS to
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more
Sand Beach	•	0	0	O	0	0	O	0	0	<b>O</b>	O	0	0	O	0	C	0	0	0
Seal Harbor	•	0	0	O	0	0	0	0	0	<b>O</b>	<b>O</b>	0	0	0	0	0	<b>O</b>	0	O
Lincolnville Beach	•	0	O	O	O	O	O	0	0	<b>O</b>	O	O	O	O	0	O	0	0	0
Hull's Cove	•	0	0	0	0	0	0	0	0	<b>O</b>	<b>O</b>	0	0	0	0	0	0	0	0
Hadley Point	•	0	0	O	0	0	O	0	0	<b>O</b>	O	0	0	O	0	C	0	0	0
Other	0	0	0	0	O	0	0	C	0	<b>O</b>	O	0	0	0	O	0	O	O	O

Answer If Click once on the regions to which you have taken a day trip or a short overnight trip (3 nights... Midcoast Maine - On Is Selected

Q64 The questions in the table below will ask you about beaches in Midcoast Maine since January 1, 2014.

	Have you visited this beach since January 1, 2014?	I						S to ti		ach,							RNIGI		IPS to ake?
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more
Pemaquid Beach	<b>O</b>	0	0	0	0	0	0	O	O	O	0	O	0	O	0	0	O	O	O
Popham Beach State Park	0	O	<b>O</b>	O	O	O	O	0	•	0	O	0	<b>O</b>	<b>O</b>	O	O	0	0	O
Reid State Park	•	O	O	O	O	0	0	0	<b>O</b>	<b>O</b>	O	O	<b>O</b>	<b>O</b>	0	O	O	<b>O</b>	0
Head Beach	<b>O</b>	0	0	0	0	0	0	0	<b>O</b>	<b>O</b>	0	0	0	0	0	0	0	0	O
Other	<b>O</b>	O	O	O	O	O	O	O	0	0	O	O	O	O	O	O	0	0	O

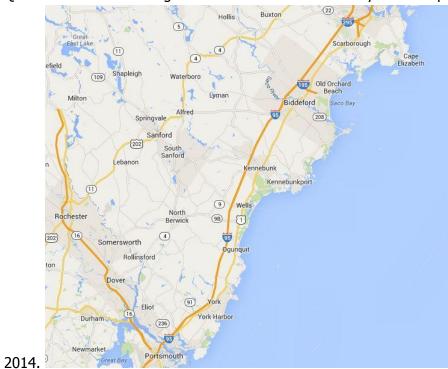
Answer If Click once on the regions to which you have taken a day trip or a short overnight trip (3 nights... Greater Portland Maine - On Is Selected

Q65 The questions in the table below will ask you about beaches in Greater Portland since January 1, 2014.

	Have you visited this beach since January 1, 2014?	I	If you took any DAY TRIPS to this beach, about how many did you take?							If you took any SHORT OVERNIGHT TRIPS to this beach, about how many did you take?									
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more
East End Beach	•	0	O	O	0	O	O	O	O	<b>O</b>	O	O	0	<b>O</b>	<b>O</b>	<b>O</b>	0	0	O
Willard Beach	<b>O</b>	0	0	0	0	0	0	0	<b>O</b>	<b>O</b>	0	0	0	0	0	O	0	0	O
Kettle Cove	<b>O</b>	0	0	0	0	0	0	0	0	<b>O</b>	0	0	•	0	0	0	0	0	O
Crescent Beach State Park	0	<b>O</b>	O	O	O	O	O	0	0	0	O	O	O	0	•	•	0	0	0
Other	O	O	O	O	C	C	O	0	0	<b>O</b>	O	O	O	0	0	O	0	<b>O</b>	O

Answer If Click once on the regions to which you have taken a day trip or a short overnight trip (3 nights... Southern Maine Coast - On Is Selected

Q66 Click once on the regions in southern Maine where you have spent time on a beach since January 1,



	Yes	No
Scarborough-Old Orchard Beach-Saco		
Kennebunk-Wells		
Ogunquit-Greater York		

Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1,... Scarborough-Old Orchard Beach-Saco - On Is Selected

Q67 The following questions will ask you about beaches you've visited in the Saco Bay area (including beaches in the towns of Scarborough, Old Orchard Beach, and Saco) since January 1, 2014.

	Have you visited this beach since January 1, 2014?	Ιί						S to ti you t		ach,	If you took any SHORT OVERNIGHT TRIPS to this beach, about how many did you take?									
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	
Higgins Beach	•	O	0	0	0	0	0	0	O	<b>O</b>	0	0	0	0	0	0	0	O	O	
Pine Point Beach	•	<b>O</b>	0	0	0	0	0	<b>O</b>	O	<b>O</b>	<b>O</b>	0	0	<b>O</b>	<b>O</b>	0	0	O	<b>O</b>	
Old Orchard Beach	<b>O</b>	<b>O</b>	0	O	O	O	0	<b>O</b>	0	<b>O</b>	<b>O</b>	<b>O</b>	0	<b>O</b>	<b>O</b>	0	0	O	<b>O</b>	
Ocean Park Beach	•	<b>O</b>	<b>O</b>	0	0	0	0	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	0	0	0	<b>O</b>	<b>O</b>	
Ferry Beach	<b>O</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	O	

State Park																			
Camp Ellis Beach	•	0	0	O	0	0	0	<b>O</b>	0	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	0	<b>O</b>	O	O	0
Biddeford Pool	O	0	0	0	0	0	0	0	0	<b>O</b>	0	0	0	<b>O</b>	0	0	0	0	O
Bayview & Kinney Shores	•	0	0	O	0	0	0	<b>O</b>	0	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	0	<b>O</b>	O	O	0
Fortunes Rocks Beach	•	0	0	O	0	0	0	<b>O</b>	0	<b>O</b>	O	<b>O</b>	<b>O</b>	<b>O</b>	0	<b>O</b>	O	0	0
Other	0	0	0	C	C	C	0	0	<b>O</b>	0	O	0	O	0	0	0	0	0	O

Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1,... Kennebunk-Wells - On Is Selected

Q68 The following questions will ask you about beaches you've visited in the Kennebunk-Wells area since January 1, 2014.

	Have you visited this beach since January 1, 2014?	I		took bout					SHORT OVERNIGHT TRIPS to bout how many did you take?										
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more
Goose Rocks Beach	•	O	O	O	O	O	O	O	O	<b>O</b>	O	O	0	<b>O</b>	<b>O</b>	<b>O</b>	0	0	0
The Colony Beach	•	0	0	0	0	<b>O</b>	0	0	0	<b>O</b>	0	0	0	0	0	0	0	0	O
Gooch's Beach	<b>O</b>	0	0	0	0	0	0	0	O	O	0	0	0	0	0	0	0	0	O
Middle Beach	<b>O</b>	0	0	0	0	<b>O</b>	0	0	0	O	0	0	0	O	0	0	0	0	O
Kennebunk Beach	O	0	0	0	0	0	0	0	0	<b>O</b>	0	0	0	O	0	0	0	0	O
Mothers Beach	0	0	0	0	0	0	0	0	O	<b>O</b>	0	0	0	0	0	0	0	0	0

Laudholm Beach	0	0	0	0	0	0	0	0	0	O	0	0	0	0	0	O	0	0	0
Drakes Island Beach	•	O	O	O	O	0	O	<b>O</b>	0	<b>O</b>	0	O	O	<b>O</b>	<b>O</b>	<b>O</b>	0	0	<b>O</b>
Wells Beach	<b>O</b>	0	0	0	0	<b>O</b>	0	0	0	O	0	0	0	0	0	C	0	0	O
Other	O	C	C	O	O	O	C	O	C	0	C	O	O	O	C	0	<b>O</b>	0	<b>O</b>

Answer If Click once on the regions in southern Maine where you have spent time on a beach since January 1,... Ogunquit-Greater York - On Is Selected

Q69 The following questions will ask you about beaches you've visited in the Ogunquit-Greater York Area since January 1, 2014.

	Have you visited this beach since January 1, 2014?	I						S to the you t	his be ake?	ach,								iT TR. you ta	IPS to ake?
	Yes	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more	0	1- 2	3- 4	5- 6	7- 8	9- 10	11- 12	13- 14	15 or more
North Beach	O	0	0	0	0	0	0	0	<b>O</b>	<b>O</b>	0	0	0	0	0	0	0	0	O
Footridge Beach	O	0	0	0	0	0	0	0	0	<b>O</b>	0	0	0	0	0	0	0	0	O
Ogunquit Beach	<b>O</b>	0	0	0	0	0	0	0	0	<b>O</b>	0	0	0	0	O	0	0	0	O
Short Sands Beach	•	O	O	O	O	O	O	O	O	<b>O</b>	O	0	0	<b>O</b>	0	<b>O</b>	<b>O</b>	0	0
Long Sands Beach	•	0	0	O	0	O	O	O	O	<b>O</b>	0	0	0	<b>O</b>	0	<b>O</b>	0	0	0
Cape Neddick	0	0	0	0	0	0	0	0	O	<b>O</b>	0	0	0	0	0	0	0	0	0

Beach																			
Harbor Beach	<b>O</b>	0	0	0	0	0	0	0	0	<b>o</b>	0	0	0	<b>O</b>	0	O	0	0	<b>O</b>
Fort Foster	•	0	0	O	O	0	O	O	O	<b>O</b>	0	0	0	0	0	0	0	0	O
Other:	<b>O</b>	0	0	0	0	O	O	O	O	<b>O</b>	0	O	0	0	0	0	0	0	O

Answer If Click once on the regions to which you have taken a day trip or a short overnight trip (3 nights... New Hampshire Coast - On Is Selected

Q70 The following questions will ask you about beaches you've visited in New Hampshire since January 1, 2014.

	Have you visited this beach since January, 2014?	If y	ou to					this b take?		about								T TRI /ou ta	
	Yes	0 (1)	1- 2 (2)	3- 4 (3)	5- 6 (4)	7- 8 (5)	9- 10 (6)	11- 12 (7)	13- 14 (8)	15 or more (9)	0 (1)	1- 2 (2)	3- 4 (3)	5- 6 (4)	7- 8 (5)	9- 10 (6)	11- 12 (7)	13- 14 (8)	15 or more (9)
Sandy Beach, New Castle	0	<b>O</b>	•	•	•	•	•	•	<b>O</b>	<b>O</b>	•	•	•	•	•	•	<b>O</b>	<b>O</b>	O
New Castle Town Beach, New Castle	•	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wallis Sands State Park, Rye	O	0	0	0	0	0	0	O	•	<b>O</b>	0	0	0	0	0	0	•	•	<b>O</b>
Foss	O	0	O	O	C	O	O	O	<b>O</b>	<b>O</b>	O	O	C	O	O	O	<b>O</b>	<b>O</b>	<b>O</b>

Beach, Rye																			
Jenness Beach, Rye	•	0	<b>O</b>	0	<b>O</b>	<b>O</b>	<b>O</b>	0	O	•	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	0	0	0
Bass Beach, Rye	•	O	0	0	0	<b>O</b>	<b>O</b>	0	0	•	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	0	0	O
North Hampton State Beach, North Hampton	O	0	0	0	0	0	0	0	0	O	0	0	0	0	0	0	0	O	<b>O</b>
Northside Beach, North Hampton	Q	0	O	O	0	0	0	•	0	•	•	0	0	•	0	0	0	0	0
Hampton Beach State Park, Hampton	0	0	0	0	0	0	0	0	0	•	0	0	0	0	0	0	0	0	<b>O</b>
Hampton Harbor Beach, Hampton	Q	0	0	0	<b>O</b>	•	•	•	0	•	•	•	•	•	•	•	0	0	0
Sunvalley Beach,	0	0	0	0	0	0	0	0	0	•	0	0	0	0	0	0	0	0	O

Hampton																			
Seabrook Harbor Beach, Seabrook	O	0	•	•	•	•	•	•	0	<b>O</b>	•	0	0	•	•	•	0	0	0
Seabrook Town Beach, Seabrook	O	0	•	<b>O</b>	•	•	•	•	0	•	•	•	•	•	•	•	0	0	0
Other:	<b>O</b>	0	O	O	0	O	O	C	O	0	0	O	O	O	O	O	0	0	<b>O</b>

## **Preferences for Visiting Ocean Beaches**

Hampshire beaches?

In this section, please help us learn more about your preferences for visiting ocean beaches by answering questions about current conditions and future possible conditions at Maine and New Hampshire ocean beaches.

Q71 In general, how would you rate the current parking situation at Maine and New

<ul> <li>Poor</li> <li>Fair</li> <li>Good</li> <li>Very Good</li> <li>Excellent</li> </ul>
Q72 Suppose that parking facilities at Maine and New Hampshire beaches were improved so that you would not have to spend time searching for a parking space or access area, the parking and access would be located within a reasonable walking distance of the ocean beaches, and the parking would be free or reasonably priced. How would this change in the parking situation affect the number of trips you take to Maine and New Hampshire beaches, compared to the number of trips you take now?  O I would take more trips O I would take the same number of trips O I would take few trips
Q73 Think about water quality in terms of risks to people's health, including the safety of swimming, and to marine ecosystems, including the health of plants and animals. In general, how would you rate the water quality at Maine and New Hampshire beaches?  O Poor O Fair O Good O Very Good O Excellent

Q74 Suppose that Maine and New Hampshire improved their monitoring of water quality and communication of the results of this monitoring so that you would know the water quality and get detailed information about the safety of swimming at all beaches. Compared to the number of trips you take now, how would this change in monitoring and reporting of water quality conditions affect the number of trips you take to Maine and New Hampshire beaches?

- I would take more trips
- I would take the same number of trips
- I would take fewer trips

Q75 Suppose the water quality at all Maine and New Hampshire ocean beaches was improved and certified as excellent. Compared to the number of trips you take now, how would this change in water quality affect the number of trips you take to Maine and New Hampshire ocean beaches?

- I would take more trips
- I would take the same number of trips
- I would take fewer trips

Q76 Your answer to this question is important for understanding what brings individuals to beaches to vacation, relax or recreate. What changes would most increase the number of trips you take to ocean beaches in Maine and New Hampshire? *Open-ended question responses* 

## **Beach Conjoint**

The upcoming questions will ask you to compare two hypothetical beaches and to choose the beach that you prefer. Your answers to these questions are very important for understanding how visitors select which beaches to visit.

The tables below will describe beaches using a subset of characteristics, including parking availability, restroom facilities, safe swimming reporting, the travel distance of the beach from your home, and the beach entrance fee.

<u>PARKING</u>: This describes parking facilities associated with each beach.

<u>RESTROOMS</u>: This describes different types of restroom facilities available at each beach.

<u>SAFE SWIMMING REPORTING</u>: This denotes the percentage of days in a beach swimming season that are considered safe for swimming by scientists and public health officials. These individuals use water quality monitoring results to assess the safety of coastal waters for swimming and to prevent visitors from getting sick.

<u>TRAVEL DISTANCE</u>: This describes the travel distance to the beach using the time of car travel from your home.

<u>ENTRANCE FEE</u>: This describes any fees for entrance to the beach in terms of dollars per car.

When making your choices, assume that all other beach characteristics are the same for both beaches.

Q77 Consider the two hypothetical beaches below. Assume that all beach characteristics are the same for both, except the items listed below. Which beach would you be more likely to visit?

	Beach A	Beach B
PARKING	\${e://Field/Parking}	\${e://Field/Parking2}
RESTROOMS	\${e://Field/Restrooms}	\${e://Field/Restrooms2}
SAFE SWIMMING	reported as safe for	\${e://Field/SafeSwim2} of days in a season are reported as safe for swimming
	The drive to the beach takes \${e://Field/Distance}	The drive to the beach takes \${e://Field/Distance2}
ENTRANCE FFF		\${e://Field/Fee2} per car entrance fee to access the beach

- O I would be more likely to choose Beach A
- O I would be more likely to choose Beach B

Q78 Consider the two hypothetical beaches below. Assume that all beach characteristics are the same for both, except the items listed below. Which beach would you be more likely to visit?

	Beach A	Beach B
PARKING	\${e://Field/Parking}	\${e://Field/Parking2}
RESTROOMS	\${e://Field/Restrooms}	\${e://Field/Restrooms2}
SAFE SWIMMING	reported as safe for	\${e://Field/SafeSwim2} of days in a season are reported as safe for swimming
TRAVEL DISTANCE	The drive to the beach takes \${e://Field/Distance}	The drive to the beach takes \${e://Field/Distance2}
ENTRANCE FEE		\${e://Field/Fee2} per car entrance fee to access the beach

- O I would be more likely to choose Beach C
- O I would be more likely to choose Beach D

## **Demographics**

This final section includes questions about your background, which will help us compare your answers to those of other people. We stress that all your answers are strictly confidential.

Q79 What is your gender?  O Male O Female
Q80 How old are you? (Please enter your age in years below) Number response
Q81 How many people, including yourself, live in your household in each of the following age groups? (Please list the number of people that fit into each age category next to each option. Leave the space blank or enter '0' if no one in the household is in the age group).  0-6 years old 7-12 years old 13-18 years old 19-44 years old 45-64 years old 65-84 years old 85 or older
Q82 Which of the following best represents your educational background?
O 0-11 years of schooling
O 12 years (High school graduate or GED)
1-3 years College (Some college or Associates degree)     College Craduate (Pachelor degree or again alont)
O College Graduate (Bachelor degree or equivalent)
O Postgraduate (Master's, Doctorate, Law or other degree)

Q83 Which of the following best describes your current employment status?  Student  Employed full-time  Employed part-time  Retired (not working)  Employed at home  Homemaker  Unemployed	
Q84 Are you a member of any conservation or environmental organizations?  • Yes • No	
Q85 Are you a member of religious-based community organizations?  Yes  No	
Q86 In the past year, did you engage in any of the following outdoor recreation activities? (Please choose all that apply)  Hiking  Nature photography  Wildlife watching  Camping  ATV/dirt biking  Snowmobiling  Hunting  Biking/mountain biking  Surfing  Freshwater sail/canoe/kayak  Freshwater boating  Freshwater swimming  Coastal sail/canoe/kayak  Coastal boating  Coastal fishing  Coastal swimming  Coastal swimming  Coastal swimming  Coastal swimming  Coastal swimming	n

Q87 Which of the following categories represents your total household income (before
taxes)?
O Less than \$10,000
O \$10,000-\$14,999
O \$15,000-\$24,999
• \$25,000-\$34,999
○ \$35,000-\$49,999
○ \$50,000-\$74,999
○ \$75,000-\$99,999
O \$100,000-\$149,999
O \$150,000-\$199,999
• \$200,000 or more
Q88 What type of water and waste system does your household use? (please choose all
that apply)
☐ Town/city water and sewer
☐ Private well and septic system
□ Other

Q89 How often you engage in the following activities?

	1	2	3	4	5	6	7
	Never		Sometimes			Often	
Eat expired food that still looks okay	•	•	•	•	•	•	•
Expose yourself to the sun without sunscreen	O	•	•	•	•	•	•
Wash hands before eating	O	0	O	0	O	0	O
Eat raw shellfish or other raw meats	•	•	•	•	•	•	•

Q90 Thank you for taking the time to tell us about your visits, opinions and preferences. In the space below, please feel free to share any additional comments you might have. *Open-ended question responses* 

You will be automatically redirected to a survey to enter a raffle to win \$75 upon completion.