

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?

- More than once a week
- About once a week
- 2-3 times a month
- About once a month
- A few times during the year
- Not at all

If 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): _____

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?

- More than once a week
- About once a week
- Two to three times a month
- About once a month
- A few times during the year
- 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

Q8 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?

Q9 During a typical summer ocean beach visit, how long do you spend on the beach?

- Less than 1 hour
- Between 1 and 3 hours
- Between 3 and 5 hours
- 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

Q11 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)
- 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?

- More
- The same amount
- 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?

- Yes
- 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?

- Eat more local seafood now
- Eat about the same amount of local seafood
- Eat less local seafood now
- 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)

- Maine
- 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

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
- 9-15 years
- More than 15 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 | | | Strongly Agree | | | |
| New Hampshire beaches are cleaner and safer to swim at than beaches in other places (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Maine beaches are cleaner and safer to swim at than beaches in other places (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q22 Do you ever seek out information about beach safety?

- Yes, I seek information on surf conditions and riptides.
- Yes, I seek information on water quality.
- 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?

- Yes
- 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

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

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?

- Maine
- 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
- Seal Harbor Beach, Mount Desert Island
- Lincolnville Beach, Lincolnville
- Pemaquid Beach, New Harbor
- Popham Beach, Phippsburg
- Reid State Park, Georgetown
- East End Beach, Portland
- Willard Beach, South Portland
- Kettle Cove, Cape Elizabeth
- Crescent Beach State Park, Cape Elizabeth
- Higgins Beach, Scarborough
- Pine Point Beach, Scarborough
- Old Orchard Beach
- Ocean Park, Old Orchard Beach
- Bayview & Kinney Shores, Saco
- Ferry Beach State Park, Saco
- Camp Ellis Beach, Saco
- Rotary Park, Biddeford
- Hills Beach, Biddeford
- Biddeford Pool, Biddeford
- Fortunes Rocks Beach, Biddeford
- Goose Rocks Beach, Kennebunkport
- The Colony Beach, Kennebunkport
- Gooch's Beach, Kennebunk
- Middle Beach, Kennebunkport
- Kennebunk Beach, Kennebunk
- Mother's Beach, Kennebunk
- Laudholm Beach, Wells
- Drakes Island Beach, Wells
- Wells Beach, Wells
- North Beach, Ogunquit
- Footridge Beach, Ogunquit
- Ogunquit Beach, Ogunquit
- Short Sands Beach, York
- Long Sands Beach, York
- Cape Neddick Beach, York
- 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?

- New Castle Beach, New Castle
- Sandy Beach, New Castle
- New Castle Town Beach, New Castle
- Wallis Sands State Park, Rye
- Foss Beach, Rye
- Jenness Beach, Rye
- Sawyer Beach, Rye
- Bass Beach, North Hampton
- North Hampton State Beach, North Hampton
- Northside Beach, Hampton
- North Beach, Hampton
- Hampton Beach State Park, Hampton
- Hampton Beach, Hampton
- Sun Valley Beach, Hampton
- Seabrook Harbor Beach, Seabrook
- 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?

- DAY-TRIP (left your residence and returned on the same day; primary purpose of trip is recreation or pleasure at the beach)
- SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach)
- 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
- Stayed in a hotel, motel, or bed & breakfast
- 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?

- Less than 1/2 mile
- 1/2 - 1 mile
- 2-5 miles
- 6-10 miles
- 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

Q45 What activities did you do during this most recent beach visit? (Choose all that apply)

- 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?

- Poor
- Fair
- Good
- Very good
- Excellent

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

- Less than 2 years
- 3-5 years
- 6-8 years
- 9-15 years
- 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?

- Yes
- 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?

- 0-10%
- 11-25%
- 26-50%
- 51-75%
- 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.

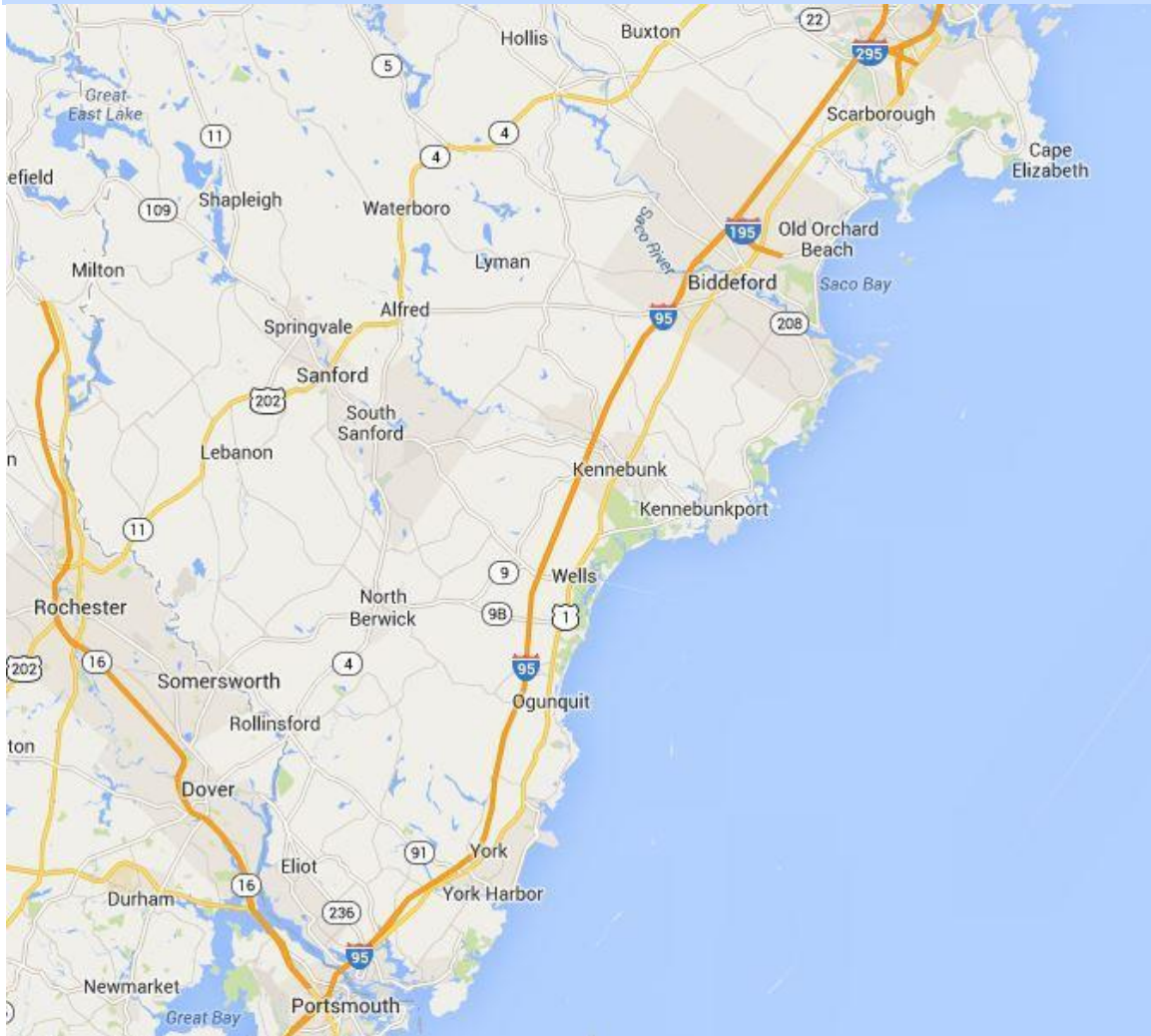
- Pemaquid Beach
- Popham Beach State Park
- Reid State Park
- Head Beach
- Other: _____

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 _____

Answer If Please click on the regions in which you took a long overnight trip in Maine or New Hampshire. Southern Maine Coast - On Is Selected



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 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
- Wells Beach
- Other _____

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
- Cape Neddick Beach
- Long Sands Beach
- Short Sands Beach
- Harbor 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
- Seabrook Town 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?

- Yes
- No

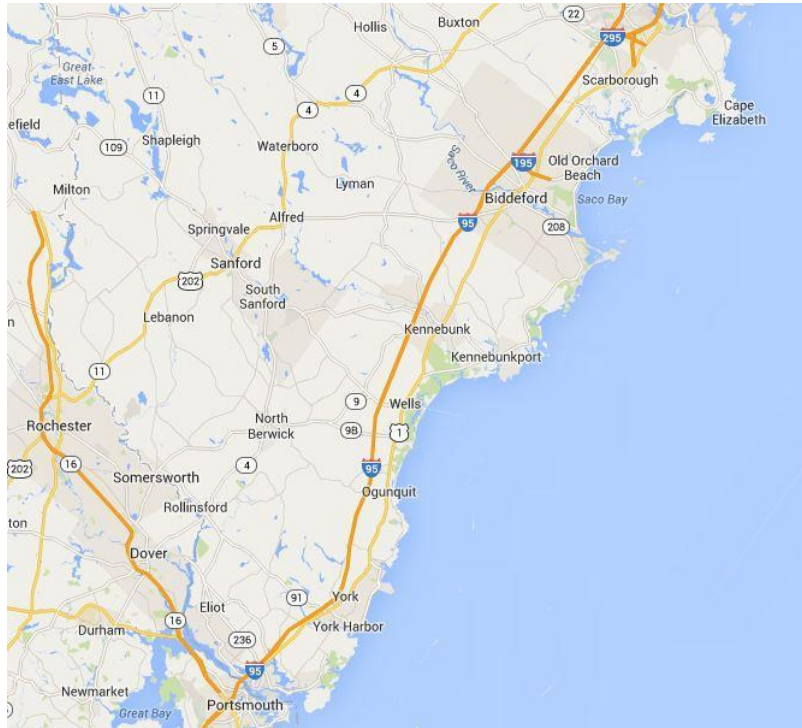
Q62 Click once on EACH of the regions to which you have taken **a day trip or a short overnight trip** (three nights or less) to an ocean beach since January 1,2014.



| | 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... 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,



2014.

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

Preferences for Visiting Ocean 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 Hampshire beaches?

- Poor
- Fair
- Good
- Very Good
- Excellent

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?

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

- Poor
- Fair
- Good
- Very Good
- 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.

PARKING: This describes parking facilities associated with each beach.

RESTROOMS: This describes different types of restroom facilities available at each beach.

SAFE SWIMMING REPORTING: 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.

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

ENTRANCE FEE: 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 | $\{e://Field/SafeSwim\}$ of days in a season are reported as safe for swimming | $\{e://Field/SafeSwim2\}$ 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 | $\{e://Field/Fee\}$ per car entrance fee to access the beach | $\{e://Field/Fee2\}$ per car entrance fee to access the beach |

- I would be more likely to choose Beach A
- 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 | $\{e://Field/SafeSwim\}$ of days in a season are reported as safe for swimming | $\{e://Field/SafeSwim2\}$ 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 | $\{e://Field/Fee\}$ per car entrance fee to access the beach | $\{e://Field/Fee2\}$ per car entrance fee to access the beach |

- I would be more likely to choose Beach C
- 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?

- Male
- 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?

- 0-11 years of schooling
- 12 years (High school graduate or GED)
- 1-3 years College (Some college or Associates degree)
- College Graduate (Bachelor degree or equivalent)
- 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 fishing
- Freshwater swimming
- Coastal sail/canoe/kayak
- Coastal boating
- Coastal fishing
- Coastal swimming
- Other _____

Q87 Which of the following categories represents your total household income (before taxes)?

- Less than \$10,000
- \$10,000-\$14,999
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$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 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Expose yourself to the sun without sunscreen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wash hands before eating | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Eat raw shellfish or other raw meats | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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.