

MAINE AND NEW HAMPSHIRE BEACHGOER SURVEY RESPONSE REPORT



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TABLE OF CONTENTS

- REPORT OVERVIEW 3
- ACKNOWLEDGEMENTS..... 5
- GENERAL BEACH QUESTIONS..... 6
- BEACH MANAGEMENT, SAFETY & CLEANLINESS..... 14
- MOST RECENT BEACH TRIPS 18
- OVERALL VISITATION QUESTIONS..... 28
- PREFERENCES FOR VISITING OCEAN BEACHES 42
- DEMOGRAPHICS..... 46

REPORT OVERVIEW

This response report provides an initial summary of responses to the 2014 Maine and New Hampshire Beachgoer Survey.

SURVEY BACKGROUND

We administered the Maine and New Hampshire Beachgoer Survey in the fall of 2014. This detailed survey acted as a means of follow-up data collection from beachgoers who participated in Charlie Colgan's 2014 onsite beach-intercept survey; he surveyed users over the summer of 2014 at beaches in the Saco Bay area, Wells-Ogunquit, and the New Hampshire Seacoast. We designed this survey to: (1) collect detailed information from beachgoers that would fill key information gaps identified by regional stakeholders and (2) support research on a range human behaviors and attitudes related to beach use and beach safety. We were particularly interested in assessing systematically beachgoer visitation patterns and perceptions of water quality. We wrote and implemented this survey following scientific survey-design principles.¹ The survey instrument included open-ended and categorical question formats. The survey collected information on general visitation patterns to coastal areas and beaches; beach-user opinions and attitudes about coastal water quality, coastal management, and beach safety; detailed information on beach visits to Maine or New Hampshire, and respondent demographic and household characteristics. We contacted 1,259 potential respondents via email, a subset of Charlie Colgan's sample, and asked them to complete our web-based survey. Our full final sample includes responses from 437 respondents, 366 of which completed the survey in full² (response rates of about 35% and 29%, respectively).

FUTURE ANALYSES

This report is the first of multiple planned technical reports. Subsequent reports will summarize multivariate analyses of responses and provide maps, charts, and figures to help readers better understand the significance of the responses. For example, we are using the responses to estimate recreation demand models to describe current use patterns and simulate future use patterns. In addition, we are assessing the relative importance of different beach attributes (e.g., parking, beach width, water quality). By analyzing the responses, we will improve understanding of user's perceptions of coastal water quality and potential public health risks. The responses collectively enable us to understand more fully what brings residents and visitors to Maine and New Hampshire beaches now and how such visitation patterns may change under different future conditions. We welcome suggestions for future analyses – please share your ideas and suggestions with our research team.

¹ Dillman, D., Smyth, J., & Christian, L. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed.). New Jersey: John Wiley & Sons.

² Full, in this case, means that the respondent navigated through all sections of the survey that were relevant and submitted the survey to Qualtrics (the research survey software we used to administer this survey). Each respondent only saw the sections and questions that were relevant to their experiences, so the number of questions completed in a 'full' survey will vary between respondents.

INTERPRETING THIS REPORT

As an initial analysis, this response report describes the break-down of responses question by question.

- For continuous numeric responses, we present the mean and standard deviation.
- For categorical responses, we present response frequency counts and percentages.
- For open-ended, written responses, we share individual responses in the appendix to this report.

Because of skip patterns used throughout the survey, respondents were not all asked the same series of questions. Throughout the response report, we have made adjustments to how we report frequency counts and percentages based on these patterns. We consistently report the frequency percentages based on the count of valid responses to the question and denote this count using “n=___.” In cases where we deviate from this convention, we inform readers of our choice.

ACKNOWLEDGEMENTS

We acknowledge the key role stakeholders, collaborators, and colleagues played in the design of the 2014 Maine and New Hampshire Beachgoer Survey. Many of our questions are a direct response to question and information needs of key stakeholders and emerging research questions about beach recreation, water quality, public health risks, beach management, and environmental change. We thank numerous beach and coastal stakeholders, collaborating researchers on NEST's Safe Beaches and Shellfish Project, and colleagues involved with similar research projects nationally for their excellent feedback.

We thank NSF EPSCoR, Maine EPSCoR, and the Maine Agricultural and Forest Experiment Station for their support of this research.



GENERAL BEACH QUESTIONS

In the first section, respondents are asked general questions about their visits to coastal areas and ocean beaches. When we use the visit, we are referring to visits broadly, including day trips taken by local residents and 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?

Answer Choice	Frequency	Percent
More than once a week	81	20%
About once a week	27	6%
2-3 times a month	69	17%
About once a month	33	8%
A few times during the year	183	45%
Not at all	15	4%
n=408		

Q2 What resources do you rely on when planning visits to coastal areas? (Please choose all that apply)

Answer Choice	Frequency	Percent
Knowledge from previous visits	327	85%
Recommendations of friends and family	261	68%
Recommendations from local residents of coastal areas	153	40%
Tourist guide books/websites	133	35%
Recommendations found on-line from social media sites (Facebook, Yelp, Twitter, etc)	93	24%
Brochures made available at hotels, motels, inns, campsite, etc	92	24%
State or provincial information/tourism office	66	17%
Municipal information/tourism office	39	10%
Regional Chamber of Commerce websites	35	9%
Beach safety information websites	25	7%
Other	18	5%
n=384		

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

Each respondent was presented with 7 choices from the list below. These choices were randomly selected by Qualtrics. The average number of respondents to see each answer choice is about 202.6.

Answer Choice	n	Not Important		Moderately Important			Very Important	
		1	2	3	4	5	6	7
Clean ocean, estuary, and river waters	198	1 (0.5%)	1 (0.5%)	0 (0%)	1 (0.5%)	6 (3%)	33 (17%)	156 (79%)
Sandy beaches	204	1 (0.5%)	1 (0.5%)	1 (0.5%)	3 (1%)	10 (5%)	61 (30%)	127 (62%)
Public access to coastal resources	210	3 (1%)	3 (1%)	8 (4%)	17 (8%)	23 (11%)	54 (26%)	102 (49%)
Beautiful scenery	214	2 (1%)	0 (0%)	3 (1%)	8 (4%)	26 (12%)	76 (37%)	99 (46%)
Pleasant weather	216	1 (0.5%)	0 (0%)	5 (2%)	18 (8%)	34 (16%)	75 (35%)	83 (38%)
Water-based recreational opportunities (swimming, boating, kayaking)	188	8 (4%)	8 (4%)	7 (4%)	15 (8%)	35 (19%)	48 (25%)	67 (35%)
Land-based recreation opportunities (walking, hiking)	219	7 (3%)	11 (5%)	21 (10%)	35 (16%)	52 (24%)	55 (25%)	38 (17%)
Working waterfronts	209	19 (9%)	15 (7%)	15 (7%)	55 (26%)	47 (22%)	23 (11%)	35 (17%)
Dining amenities	200	10 (5%)	7 (4%)	25 (13%)	35 (18%)	42 (21%)	48 (24%)	33 (17%)
Shopping amenities	188	27 (14%)	29 (15%)	28 (15%)	34 (18%)	40 (21%)	16 (9%)	14 (7%)
Cultural/arts amenities (museums, galleries, theater, music, etc)	197	30 (15%)	25 (13%)	34 (17%)	45 (23%)	39 (20%)	19 (10%)	5 (3%)
Amusements and theme parks/water parks	194	88 (45%)	35 (18%)	27 (14%)	25 (13%)	11 (6%)	3 (2%)	5 (3%)
Casinos	197	164 (83%)	18 (9%)	4 (2%)	6 (3%)	3 (2%)	2 (1%)	0 (0%)

Q4 What activities do you like to do in or near coastal waters?

We collected 364 open-ended responses; see p. 4 in the comments summary in the Appendix

Q5 In a typical year, how often do you visit an ocean beach to vacation, recreate or relax?

Answer choice	Frequency	Percent
More than once a week	77	20%
About once a week	30	8%
Two to three times a month	56	15%
About once a month	34	9%
A few times during the year	183	48%
Not at all	2	1%
n=382		

Q6 In a typical year, during which seasons do you visit ocean beaches?

Respondents could choose more than one season

Answer choice	Frequency	Percent
Winter	98	22%
Spring	190	43%
Summer	376	86%
Fall	185	42%
n=339		

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

Each respondent was presented with 7 choices from the list below. These choices were randomly selected by Qualtrics. The average number of respondents to see each answer choice is about 152.2.

Answer Choice	n	Not Important		Moderately Important			Very important	
		1	2	3	4	5	6	7
Wide, sandy beach areas	166	1 (1%)	0 (0%)	2 (1%)	14 (8%)	15 (9%)	52 (31%)	82 (49%)
Swimming areas	153	3 (3%)	5 (3%)	7 (5%)	0 (0%)	15 (10%)	46 (30%)	75 (49%)
Scenic views	139	1 (1%)	0 (0%)	5 (4%)	7 (5%)	22 (16%)	50 (36%)	53 (38%)
Sunbathing areas	153	6 (4%)	3 (2%)	6 (4%)	17 (11%)	19 (12%)	49 (32%)	53 (35%)
Access roads and parking	153	7 (5%)	4 (3%)	1 (1%)	15 (10%)	22 (14%)	52 (34%)	52 (34%)
Level of crowding	158	1 (0.6%)	5 (3%)	4 (3%)	25 (16%)	25 (16%)	50 (31%)	49 (31%)
Close to year-round home	177	24 (14%)	13 (7%)	12 (7%)	31 (18%)	29 (17%)	27 (15%)	41 (23%)
Toilet/shower facilities	138	15 (11%)	4 (3%)	10 (7%)	15 (11%)	20 (15%)	34 (25%)	40 (29%)
Hours of operation	147	13 (9%)	5 (3%)	7 (5%)	26 (18%)	33 (22%)	28 (19%)	35 (24%)
Close to seasonal home	145	49 (34%)	5 (3%)	6 (4%)	16 (11%)	11 (8%)	24 (17%)	34 (23%)
Walking/hiking areas	158	5 (3%)	5 (3%)	11 (7%)	29 (18%)	30 (19%)	43 (27%)	34 (22%)
Entrance fees	153	29 (19%)	9 (6%)	15 (10%)	29 (19%)	18 (12%)	23 (15%)	30 (20%)
Close to preferred temporary lodging	144	33 (23%)	11 (8%)	6 (4%)	16 (11%)	21 (15%)	31 (22%)	26 (18%)
Food and concessions	154	19 (12%)	27 (18%)	25 (16%)	32 (21%)	19 (12%)	20 (13%)	12 (8%)
Fishing opportunities	148	67 (45%)	22 (15%)	19 (13%)	15 (10%)	10 (7%)	6 (4%)	9 (6%)
Shellfishing opportunities	151	78 (52%)	26 (17%)	21 (14%)	10 (7%)	5 (3%)	5 (3%)	6 (4%)
Boat launches and moorings	151	79 (52%)	28 (19%)	15 (10%)	12 (8%)	7 (5%)	4 (3%)	6 (4%)

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?

We collected 361 open-ended responses; see p. 13 of the comments summary in the Appendix.

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

Answer Choice	Frequency	Percent
Less than 1 hour	1	(0.3%)
Between 1 and 3 hours	63	(17%)
Between 3 and 5 hours	159	(43%)
More than 5 hours	148	(40%)
n = 371		

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?

Answer Choice	Frequency	Percent
Spend more time now	111	30%
Spend about the same time	221	61%
Spend less time now	36	10%
n = 368		

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)?

Answer Choice	Frequency	Percent
Yes	251	68%
No	118	32%
n = 369		

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?

Answer Choice	Frequency	Percent
Spend more time now	79	21%
Spend about the same time	209	57%
Spend less time now	84	23%
n = 369		

Respondents were only shown Q13 if they answered 'no' to Q11.

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?

We collected 108 open-ended responses; see p. 25 of the comments summary in the Appendix.

Q14 During a typical summer ocean beach visit, do you eat seafood?

Answer Choice	Frequency	Percent
Yes	294	80%
No	73	20%
n = 367		

Q15 What are your favorite types of seafood to enjoy on an ocean beach visit? (Please choose all that apply)

Answer Choice	Frequency	Percent
Lobster	239	81%
Fish	222	76%
Clams	211	72%
Scallops	201	68%
Shrimp	188	64%
Mussels	106	36%
Crabs	89	30%
Oysters	86	29%
Other	12	4%
n=294		

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?

Answer Choice	Frequency	Percent
Eat more local seafood now	123	34%
Eat about the same amount of local seafood	212	58%
Eat less local seafood now	13	4%
I have never eaten local seafood	18	5%
n = 366		

Respondents were only asked Q17 if they answered 'I have never eaten local seafood' in Q16.

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?

We collected 70 open-ended responses; see p. 28 of the comments summary in the Appendix.

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)

Answer Choice	Frequency	Percent
Maine	355	97%
New Hampshire	244	67%
Massachusetts	223	61%
Florida	206	56%
Rhode Island	126	35%
Connecticut	74	20%
South Carolina	61	17%
New Jersey	60	16%
North Carolina	47	13%
New York	39	11%
Nova Scotia	36	10%
Maryland	31	8%
Prince Edward Island	31	8%
New Brunswick	29	8%
Delaware	23	6%
n=365		

Q19 For how many years have you been visiting beaches in Maine?

Answer Choice	Frequency	Percent
Less than 2 years	18	5%
2 years	4	1%
3-5 years	10	3%
6-8 years	22	6%
9-15 years	39	11%
More than 15 years	260	74%
n = 353		

Q20 For how many years have you been visiting beaches in New Hampshire?

Answer Choice	Frequency	Percent
Less than 2 years	19	8%
2 years	3	1%
3-5 years	20	9%
6-8 years	16	7%
9-15 years	14	6%
More than 15 years	163	69%
n = 235		

BEACH MANAGEMENT, SAFETY & CLEANLINESS

In this section, we asked respondents to share their 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.

Answer Choice	n	Strongly disagree				Strongly agree			
		1	2	3	4	5	6	7	
New Hampshire beaches are cleaner and safer to swim at than beaches in other places	322	5 (2%)	9 (3%)	10 (3%)	180 (56%)	35 (11%)	47 (15%)	36 (11%)	
Maine beaches are cleaner and safer to swim at than beaches in other places	345	2 (1%)	4 (1%)	9 (3%)	131 (38%)	51 (15%)	96 (28%)	52 (15%)	

Q22 Do you ever seek out information about beach safety?

Answer Choice	Frequency	Percent
Yes, I seek information on surf conditions and riptides.	170	48%
Yes, I seek information on water quality.	95	27%
No, I do not seek out information about beach safety.	151	43%
n = 353		

Only respondents who answered "Yes, I seek information on surf conditions and riptides" or "Yes, I seek information on water quality" to Q22 were shown this Q23.

Q23 Where do you get information about beach safety? (Please check all that apply)

Answer Choice	Frequency	Percent
Signs, flags, or other information on beach	145	55%
News/media	90	34%
Lifeguard on beach	88	33%
Surf conditions website	61	23%
Family/friends	56	21%
State, Provincial, or Municipal Tourism Bureau staff and resources	45	17%
Water quality website	36	14%
Local beach manager	11	4%
Other	7	3%
n = 265		

Q24 Have you ever visited an ocean beach and seen a sign advising you to limit your contact with ocean water?

Answer Choice	Frequency	Percent
Yes	157	44%
No	199	56%
n = 356		

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?

Answer Choice	Frequency	Percent
Yes	318	90%
No	35	10%
n = 353		

Q26 Briefly, how would it affect your behavior at that beach or opinions of the beach?
We collected 295 open-ended responses; see p. 30 of the comments summary in the Appendix.

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?

Answer Choice	Frequency	Percent
Yes	249	70%
No	105	30%
n = 354		

Q28 Briefly, how would it affect your behavior at that beach or opinions of the beach?
We collected 224 open-ended responses; see p. 39 of the comments summary in the Appendix.

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?

We collected 296 open-ended responses; see p. 45 of the comments summary in the Appendix.

Q30 In your opinion, what level of priority should coastal managers in Maine and New Hampshire assign to each of the following issues?

Only 7 answer choices for Q30 were presented to each respondent. The answer choices displayed to each respondent were selected randomly by Qualtrics. The average number of respondents to see each answer choice is about 186.8.

		Should not be done		Not important priority		Important priority		Top priority
Answer Choice	n	1	2	3	4	5	6	7
Reducing pollution entering coastal and ocean environments	183	1 (0.6%)	1 (0.6%)	0 (0%)	5 (3%)	20 (11%)	44 (24%)	112 (61%)
Reducing erosion at sandy beaches	178	0 (0%)	1 (1%)	3 (2%)	12 (7%)	44 (25%)	45 (25%)	73 (41%)
Protection, restoration, or enhancement of coastal wetlands	190	1 (0.5%)	0 (0%)	6 (3%)	10 (5%)	47 (25%)	52 (27%)	74 (39%)
Preventing threats to life and destruction of property from coastal hazards such as flooding, sea level rise, and storm surge	185	2 (1%)	2 (1%)	7 (4%)	24 (13%)	54 (29%)	34 (18%)	62 (34%)
Protection, restoration, or enhancement of shellfish growing areas	176	2 (1%)	0 (0%)	6 (3%)	16 (9%)	54 (31%)	38 (21%)	60 (34%)
Reducing the spread of invasive plants and animals (for example, green crabs)	201	0 (0%)	3 (1%)	4 (2%)	20 (10%)	66 (33%)	48 (24%)	60 (30%)
Reducing the impacts of coastal growth and development	194	3 (2%)	0 (0%)	6 (3%)	27 (14%)	67 (35%)	39 (20%)	52 (27%)
Protection, restoration or enhancement of working waterfronts	171	0 (0%)	0 (0%)	8 (5%)	24 (14%)	58 (34%)	34 (20%)	47 (27%)
Attaining increased opportunities for public access to coastal areas	195	4 (2%)	5 (3%)	17 (9%)	31 (16%)	66 (34%)	38 (19%)	34 (17%)
Facilitating the siting of oil and gas facilities in coastal areas	183	51 (28%)	18 (10%)	21 (11%)	16 (9%)	27 (15%)	24 (13%)	26 (14%)
Facilitating the siting of tidal energy facilities in coastal areas	200	11 (6%)	14 (7%)	27 (14%)	51 (26%)	48 (24%)	29 (15%)	20 (10%)
Facilitating the siting of aquaculture facilities in coastal areas	182	6 (3%)	7 (4%)	23 (13%)	44 (24%)	61 (34%)	22 (12%)	19 (10%)
Facilitating the siting of wind energy facilities in coastal areas	191	17 (9%)	16 (8%)	34 (18%)	45 (24%)	48 (25%)	18 (9%)	13 (7%)

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?

We collected 325 open-ended responses; see p. 55 of the comments summary in the Appendix.

MOST RECENT BEACH TRIPS

In this section, respondents answer questions about their personal experiences visiting ocean beaches in Maine and New Hampshire.

Q32 Have you visited a beach in Maine or New Hampshire since January 1, 2014?

Answer Choice	Frequency	Percent
Yes	359	98%
No	7	2%
n = 366		

Q33 Please think about your most recent visit to a Maine or New Hampshire ocean beach. In what month was that visit?

Answer Choice	Frequency	Percent
January	4	1%
February	0	0%
March	0	0%
April	0	0%
May	0	0%
June	4	1%
July	53	15%
August	138	39%
September	74	21%
October	41	11%
November	44	12%
n = 358		

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?

Answer Choice	Frequency	Percent
Maine	252	70%
New Hampshire	107	30%
n = 359		

Q35 Which beach did you visit in Maine?

<i>Listed in order of frequency of visits – from largest to smallest</i>		
Answer Choice	Frequency	Percent
Old Orchard Beach	37	14.7%
Pine Point Beach, Scarborough	36	14.3%
Drakes Island Beach, Wells	36	14.3%
Wells Beach, Wells	31	12.3%
Ocean Park, Old Orchard Beach	30	11.9%
Ogunquit Beach, Ogunquit	27	10.7%
Ferry Beach State Park, Saco	8	3.2%
Camp Ellis Beach, Saco	6	2.4%
Footridge Beach, Ogunquit	6	2.4%
Bayview & Kinney Shores, Saco	5	2.0%
I visited a beach in Maine, but it's not listed here.	5	2.0%
Popham Beach, Phippsburg	4	1.6%
Goose Rocks Beach, Kennebunkport	3	1.2%
North Beach, Ogunquit	3	1.2%
Higgins Beach, Scarborough	2	0.8%
Seal Harbor Beach, Mount Desert Island	1	0.4%
Kettle Cove, Cape Elizabeth	1	0.4%
Biddeford Pool, Biddeford	1	0.4%
Fortunes Rocks Beach, Biddeford	1	0.4%
The Colony Beach, Kennebunkport	1	0.4%
Short Sands Beach, York	1	0.4%
Long Sands Beach, York	1	0.4%
Harbor Beach, York	1	0.4%
Fort Foster, Kittery	1	0.4%
Sand Beach, Acadia National Park	0	0.0%
Lincolnville Beach, Lincolnville	0	0.0%
Pemaquid Beach, New Harbor	0	0.0%
Reid State Park, Georgetown	0	0.0%
East End Beach, Portland	0	0.0%
Willard Beach, South Portland	0	0.0%
Crescent Beach State Park, Cape Elizabeth	0	0.0%
Rotary Park, Biddeford	0	0.0%
Hills Beach, Biddeford	0	0.0%
Gooch's Beach, Kennebunk	0	0.0%
Middle Beach, Kennebunkport	0	0.0%
Kennebunk Beach, Kennebunk	0	0.0%
Mother's Beach, Kennebunk	0	0.0%
Laudholm Beach, Wells	0	0.0%
Cape Neddick Beach, York	0	0.0%
n = 252		

<i>Listed in geographic order – from North to South</i>		
Answer Choice	Frequency	Percent
Sand Beach, Acadia National Park	0	0.0%
Seal Harbor Beach, Mount Desert Island	1	0.4%
Lincolnton Beach, Lincolnton	0	0.0%
Pemaquid Beach, New Harbor	0	0.0%
Popham Beach, Phippsburg	4	1.6%
Reid State Park, Georgetown	0	0.0%
East End Beach, Portland	0	0.0%
Willard Beach, South Portland	0	0.0%
Kettle Cove, Cape Elizabeth	1	0.4%
Crescent Beach State Park, Cape Elizabeth	0	0.0%
Higgins Beach, Scarborough	2	0.8%
Pine Point Beach, Scarborough	36	14.3%
Old Orchard Beach	37	14.7%
Ocean Park, Old Orchard Beach	30	11.9%
Bayview & Kinney Shores, Saco	5	2.0%
Ferry Beach State Park, Saco	8	3.2%
Camp Ellis Beach, Saco	6	2.4%
Rotary Park, Biddeford	0	0.0%
Hills Beach, Biddeford	0	0.0%
Biddeford Pool, Biddeford	1	0.4%
Fortunes Rocks Beach, Biddeford	1	0.4%
Goose Rocks Beach, Kennebunkport	3	1.2%
The Colony Beach, Kennebunkport	1	0.4%
Gooch's Beach, Kennebunk	0	0.0%
Middle Beach, Kennebunkport	0	0.0%
Kennebunk Beach, Kennebunk	0	0.0%
Mother's Beach, Kennebunk	0	0.0%
Laudholm Beach, Wells	0	0.0%
Drakes Island Beach, Wells	36	14.3%
Wells Beach, Wells	31	12.3%
North Beach, Ogunquit	3	1.2%
Footridge Beach, Ogunquit	6	2.4%
Ogunquit Beach, Ogunquit	27	10.7%
Short Sands Beach, York	1	0.4%
Long Sands Beach, York	1	0.4%
Cape Neddick Beach, York	0	0.0%
Harbor Beach, York	1	0.4%
Fort Foster, Kittery	1	0.4%
I visited a beach in Maine, but it's not listed here.	5	2.0%
n = 252		

Respondents were only shown Q36 if they answered 'I visited a beach in Maine, but it's not listed here' in Q35.

Q36 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)

We collected 3 open-ended responses; see p. 65 of the comments summary in the Appendix.

Q37 Which beach did you visit in New Hampshire?

<i>Listed in order of frequency of visits – from largest to smallest</i>		
Answer Choice	Frequency	Percent
Wallis Sands State Park, Rye	21	19.6%
Jenness Beach, Rye	18	16.8%
North Beach, Hampton	12	11.2%
Hampton Beach, Hampton	11	10.3%
Seabrook Town Beach, Seabrook	11	10.3%
North Hampton State Beach, North Hampton	10	9.3%
Hampton Beach State Park, Hampton	8	7.5%
I visited a beach in New Hampshire, but it's not listed here	7	6.5%
Bass Beach, North Hampton	2	1.9%
New Castle Beach, New Castle	1	0.9%
Sawyer Beach, Rye	1	0.9%
Northside Beach, Hampton	1	0.9%
Seabrook Harbor Beach, Seabrook	1	0.9%
Sandy Beach, New Castle	0	0.0%
New Castle Town Beach, New Castle	0	0.0%
Foss Beach, Rye	0	0.0%
Sun Valley Beach, Hampton	0	0.0%
n = 107		

<i>Listed in geographic order – from North to South</i>		
Answer Choice	Frequency	Percent
New Castle Beach, New Castle	1	0.9%
Sandy Beach, New Castle	0	0.0%
New Castle Town Beach, New Castle	0	0.0%
Wallis Sands State Park, Rye	21	19.6%
Foss Beach, Rye	0	0.0%
Jeness Beach, Rye	18	16.8%
Sawyer Beach, Rye	1	0.9%
Bass Beach, North Hampton	2	1.9%
North Hampton State Beach, North Hampton	10	9.3%
Northside Beach, Hampton	1	0.9%
North Beach, Hampton	12	11.2%
Hampton Beach State Park, Hampton	8	7.5%
Hampton Beach, Hampton	11	10.3%
Sun Valley Beach, Hampton	0	0.0%
Seabrook Harbor Beach, Seabrook	1	0.9%
Seabrook Town Beach, Seabrook	11	10.3%
I visited a beach in New Hampshire, but it's not listed here	7	6.5%
n = 107		

Respondents were only shown Q37 if they answered 'I visited a beach in New Hampshire, but it's not listed here' in Q35.

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)

We collected 6 open-ended responses; see p. 65 of the comments summary in the Appendix.

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

Answer Choice	Frequency	Percent
DAY-TRIP (left your residence and returned on the same day; primary purpose of trip is recreation or pleasure at the beach)	131	37%
SHORT OVERNIGHT-TRIP (spent 1-3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach)	67	19%
LONG OVERNIGHT-TRIP (spent more than 3 nights away from your residence; primary purpose of trip is recreation or pleasure at the beach)	149	42%
SIDE TRIP (part of trip unrelated to beach recreation)	11	3%
n=358		

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

Answer Choice	Frequency	Percent
Rented a house/cottage	71	33.0%
Stayed in a hotel, motel, or bed & breakfast	54	25.0%
Stayed at own vacation/seasonal property	44	20.0%
Stayed at a campground or RV Park	28	13.0%
Stayed at home (principal residence)	16	7.0%
Stayed at a friend or relative's house	2	1.0%
n=215		

Q41 How many nights did you stay overnight? (Please enter the number of nights you stayed on your most recent beach visit to {survey inserts the name of the most recent beach})

Number of nights	
Mean	10.9
Std Dev	32.5
Minimum	1
Maximum	365
n =134	

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

Answer Choice	Frequency	Percent
Less than 1/2 mile	136	63%
1/2 - 1 mile	42	20%
2-5 miles	28	13%
6-10 miles	7	3%
More than 10 miles	2	1%
n = 215		

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

Number of Adults	
Mean	3.3
Std Dev	2.6
Minimum	0
Maximum	24
n = 356	

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

Number of Children	
Mean	1.4
Std Dev	1.8
Minimum	0
Maximum	9
n = 332	

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

Answer Choice	Frequency	Percent
Walking	314	87%
Reading/relaxing	254	71%
Sunbathing	246	69%
Eating at local restaurants	244	68%
Swimming	222	62%
Sight-seeing	145	40%
Shopping	144	40%
Glass & Shell Collecting	143	40%
Beach games/sports	136	38%
Photography	126	35%
Surfing	39	11%
Other	35	10%
Fishing	19	5%
Sea Kayaking	15	4%
Boating	12	3%
Clamming	7	2%
n=359 (Q32)		

Q46 What beach characteristics were important to your most recent visit? (Choose all that apply)

Answer Choice	Frequency	Percent
Clean sand	317	88%
Wide, sandy beach	253	70%
Clean water	252	70%
Scenic views	212	59%
Good water quality	188	52%
Restrooms available	179	50%
Good for families	178	50%
Family tradition	178	50%
Good, safe swimming	176	49%
Other	158	44%
Ample parking	152	42%
Closest beach to where I stay	152	42%
Good surf	138	38%
Few people	131	36%
Shopping nearby	76	21%
Lifeguard available	70	19%
Food/picnic areas	40	11%
Fishing nearby	19	5%
Many people	13	4%
Sea kayaking nearby	12	3%
Boating nearby	10	3%
Clamming nearby	4	1%
n= 359 (Q32)		

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?

Answer Choice	Frequency	Percent
Poor	2	1%
Fair	7	2%
Good	90	25%
Very Good	153	43%
Excellent	103	29%
n = 355		

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

Answer Choice	Frequency	Percent
Less than 2 years	35	10%
3-5 years	30	8%
6-8 years	30	8%
9-15 years	68	19%
More than 15 years	191	54%
n = 354		

OVERALL VISITATION QUESTIONS

In this section, respondents are asked about the trips they have taken to ocean beaches in Maine and New Hampshire since January 1, 2014. Respondents indicated the regions that they visited, and were shown visitation questions about the regions that they specified (i.e. respondents were shown questions consistent with their visitation patterns). We separated beaches and responses into five regions: Downeast, Midcoast, Greater Portland, Southern Maine Coast, and New Hampshire Seacoast. These regions loosely fit the regions as described in Maine Coastal Program’s Coastal Public Access Guide. Because the majority of public beaches are located in Southern Maine, the Southern Maine Coast was furthered separated into three subregions: Saco Bay Area, Wells-Ogunquit Area, and York Area.

LONG OVERNIGHT TRIPS

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?

Answer Choice	Frequency	Percent
Yes	219	62%
No	134	38%
n = 353		

Respondents were only shown Q50 -Q52 if they answered ‘Yes’ to Q49.

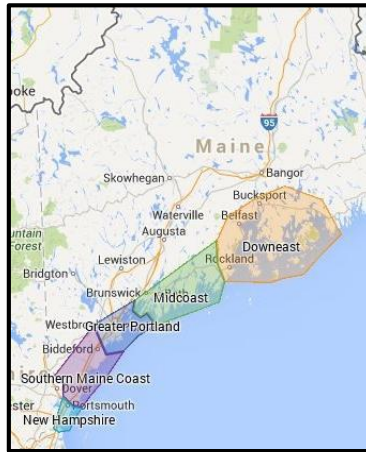
Q50 How many long overnight (four or more nights) trips to the coast of Maine or New Hampshire did you take? (Please enter the number of trips below)

Number long overnight trips	
Mean	4.2
Std Dev	7.9
Minimum	1
Maximum	90
n = 202	

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

Answer Choice	Frequency	Percent
0-10%	7	3%
11-25%	39	18%
26-50%	58	26%
51-75%	77	35%
76+%	38	17%
n = 219		

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



Answer Choice	Frequency	Percent
Downeast	17	8%
Midcoast	14	6%
Greater Portland	38	17%
Southern Maine Coast	157	72%
New Hampshire Coast	53	24%
n = 219 (Q49)		

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.

Answer Choice	Frequency	Percent
Sand Beach	8	47%
Seal Harbor	5	29%
Lincolnville Beach	3	18%
Hull's Cove	1	6%
Hadley's Point	1	6%
Other	4	24%
n=17 (Q52)		

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.

Answer Choice	Frequency	Percent
Pemaquid Beach	4	29%
Popham Beach State Park	3	21%
Reid State Park	3	21%
Head Beach	0	0%
Other	5	36%
n=14 (Q52)		

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.

Answer Choice	Frequency	Percent*
East End Beach	1	3%
Willard Beach	1	3%
Kettle Cove	2	5%
Crescent Beach State Park	12	32%
Other	20 ^a	53%
*Estimated based on the beach-goer sample size of 359 (Q32)		
^a Many of the 'other' beaches are actually located South of Portland – confusion about unfamiliar geography may skew results in this section		

Q56 Please indicate the regions in which you took a long overnight trip in Southern Maine.

Answer Choice	Frequency	Percent
Scarborough-Old Orchard Beach-Saco	57	36%
Kennebunk-Wells	79	50%
Ogunquit-Greater York	44	28%
n=157 (Q52)		

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.

Answer Choice	Frequency	Percent
Higgins Beach	4	7%
Pine Point Beach	28	49%
Old Orchard Beach	38	67%
Ocean Park Beach	26	46%
Ferry Beach State Park	11	19%
Camp Ellis Beach	21	37%
Biddeford Pool	7	12%
Bayview & Kinney Shores	3	5%
Fortunes Rocks Beach	1	2%
Other	2	4%
n=57 (Q56)		

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 Choice	Frequency	Percent
Goose Rocks Beach	11	14%
The Colony Beach	5	6%
Gooch's Beach	3	4%
Middle Beach	1	1%
Kennebunk Beach	21	27%
Mothers Beach	5	6%
Laudholm Beach	4	5%
Drakes Island Beach	34	43%
Wells Beach	38	48%
Other	16	20%
n=79 (Q56)		

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.

Answer Choice	Frequency	Percent
North Beach	6	14%
Footridge Beach	18	41%
Ogunquit Beach	34	77%
Short Sands Beach	12	27%
Cape Neddick Beach	6	14%
Long Sands Beach	11	25%
Harbor Beach	3	7%
Fort Foster	1	2%
Other	3	7%
n=44 (Q56)		

Q60 Using the list below, please select the beaches you have visited in New Hampshire during a long overnight trip since January 1, 2014.

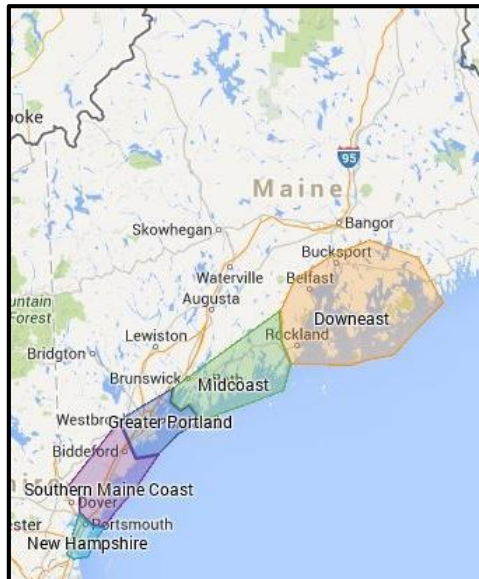
Answer Choice	Frequency	Percent
Sandy Beach, New Castle	1	2%
New Castle Town Beach, New Castle	1	2%
Wallis Sands State Park, Rye	10	19%
Foss Beach, Rye	1	2%
Jenness Beach, Rye	11	21%
Bass Beach, Rye	1	2%
North Hampton State Beach, North Hampton	10	19%
Northside Beach, North Hampton	8	15%
Hampton Beach State Park, Hampton	17	32%
Hampton Harbor Beach, Hampton	10	19%
Sunvalley Beach, Hampton	1	2%
Seabrook Harbor Beach, Seabrook	1	2%
Seabrook Town Beach, Seabrook	11	21%
Other	4	8%
n=53 (Q52)		

DAY TRIPS AND SHORT OVERNIGHT TRIPS

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?

Answer Choice	Frequency	Percent
Yes	179	50%
No	176	50%
n = 355		

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.



Answer Choice	Frequency	Percent
Downeast	24	7%
Midcoast	27	8%
Greater Portland	38	11%
Southern Maine Coast	187	53%
New Hampshire Coast	81	23%
n= 355 (Q61)		

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

Have you visited this beach since January 1, 2014?

Answer Choice	Frequency	Percent
Sand Beach	6	25%
Seal Harbor	4	17%
Lincolnton Beach	3	13%
Hull's Cove	2	8%
Hadley's Point	0	0%
Other	3	13%
n= 24 (Q62)		

If you took any day trips or short overnight trips to this beach, about how many did you take?
Respondents were asked to select the range of answers that best approximated their trips.

	Day Trips	Short Overnight Trips
<i>Range of trip type</i>	<i>1-2 trips</i>	<i>1-2 trips</i>
Sand Beach	2	2
Seal Harbor	1	0
Lincolnton Beach	2	2
Hull's Cove	1	0
Hadley's Point	0	0
Other	1	3

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

Answer Choice	Frequency	Percent
Pemaquid Beach	5	19%
Popham Beach State Park	9	33%
Reid State Park	3	11%
Head Beach	2	7%
Other	2	7%
n=27 (Q62)		

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?

Answer Choice	Frequency	Percent
East End Beach	6	16%
Willard Beach	7	18%
Kettle Cove	10	26%
Crescent Beach State Park	19	50%
Other	12	32%
n = 38 (Q62)		

If you took any day trips or short overnight trips to this beach, about how many did you take?
Respondents were asked to select the range of answers that best approximated their trips.

Range of trip type	Day Trips			Short Overnight Trips	
	1-2	3-4	5-6	1-2	3-4
East End Beach	2	2	1	1	--
Willard Beach	1	2	1	--	--
Kettle Cove	5	1	1	1	--
Crescent Beach State Park	11	1	2	2	--
Other	4	3	2	4	1

Q66 Click once on the regions in southern Maine where you have spent time on a beach since January 1, 2014.

Answer Choice	Frequency	Percent
Scarborough-Old Orchard Beach-Saco	128	68%
Kennebunk-Wells	101	54%
Ogunquit-Greater York	92	49%
n=187 (Q62)		

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?

Answer Choice	Frequency	Percent
Higgins Beach	15	12%
Pine Point Beach	27	21%
Old Orchard Beach	40	31%
Ocean Park Beach	18	14%
Ferry Beach State Park	13	10%
Camp Ellis Beach	13	10%
Biddeford Pool	9	7%
Bayview & Kinney Shores	5	4%
Fortunes Rocks Beach	5	4%
Other	3	2%
n=128 (Q66)		

If you took any day trips or short overnight trips to this beach, about how many did you take?
 Respondents were asked to select the range of answers that best approximated their trips.

Range of trip type:	Day Trips								Short Overnight Trips							
	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more
Higgins Beach	9	3	1	--	--	--	--	--	1	--	--	--	--	--	--	--
Pine Point Beach	6	3	1	1	2	2	2	--	2	3	--	--	1	--	--	1
Old Orchard Beach	17	2	1	--	1	--	1	1	7	2	1	--	1	--	1	1
Ocean Park Beach	4	1	2	--	1	--	--	2	2	1	1	2	--	--	--	--
Ferry Beach State Park	5	2	--	--	--	--	--	1	1	--	--	--	--	--	--	--
Camp Ellis Beach	1	1	2	--	--	--	--	1	1	1	--	1	--	--	--	--
Biddeford Pool	6	1	--	1	--	--	--	1	--	--	--	--	--	--	--	--
Bayview & Kinney Shores		1	--	--	--	--	--	2	1	--	1	--	--	--	--	--
Fortunes Rocks Beach	1	1	2	--	--	--	--	--	--	--	--	--	--	--	--	--
Other	1	1	1	--	1	--	--	--	--	--	--	--	--	--	--	--

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?

Answer Choice	Frequency	Percent
Goose Rocks Beach	15	15%
The Colony Beach	4	4%
Gooch's Beach	3	3%
Middle Beach	3	3%
Kennebunk Beach	20	20%
Mothers Beach	7	7%
Laudholm Beach	10	10%
Drakes Island Beach	42	42%
Wells Beach	38	38%
Other	8	8%
n=101 (Q66)		

If you took any day trips or short overnight trips to this beach, about how many did you take?
 Respondents were asked to select the range of answers that best approximated their trips.

Range of trip type:	Day Trips								Short Overnight Trips							
	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more
Goose Rocks Beach	8	2	1	--	--	--	--	--	--	--	--	--	--	--	--	--
The Colony Beach	3	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--
Gooch's Beach	1	1	--	--	1	--	--	--	--	--	--	--	--	--	--	--
Middle Beach	--	1	1	--	--	--	--	--	1	--	--	--	--	--	--	--
Kennebunk Beach	15	--	--	--	2	--	--	--	1	--	--	--	--	--	--	--
Mothers Beach	5	--	--	--	2	--	--	--	--	--	--	--	--	--	--	--
Laudholm Beach	3	3	--	--	--	--	--	1	2	--	1	--	--	--	--	--
Drakes Island Beach	5	1	2	1	--	--	--	9	8	3	1	--	1	1	1	11
Wells Beach	12	2	1	1	1	--	--	4	6	--	2	--	--	--	--	4
Other	3	1	--	--	--	--	--	1	2	--	1	--	--	--	--	--

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?

Answer Choice	Frequency	Percent
North Beach	8	9%
Footridge Beach	24	26%
Ogunquit Beach	53	58%
Cape Neddick Beach	12	13%
Long Sands Beach	30	33%
Short Sands Beach	26	28%
Harbor Beach	5	5%
Fort Foster	7	8%
Other	6	7%
n=92 (Q66)		

If you took any day trips or short overnight trips to this beach, about how many did you take?
Respondents were asked to select the range of answers that best approximated their trips.

Range of trip type	Day Trips								Short Overnight Trips							
	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more
North Beach	--	--	1	--	--	1	--	--	--	--	--	--	--	--	--	--
Footridge Beach	8	3	2	1	--	--	1	3	--	--	--	--	--	--	--	--
Ogunquit Beach	24	6	2	2	1	--	1	2	--	--	--	--	--	--	--	--
Cape Neddick Beach	7	1	1	--	--	--	--	1	--	--	--	--	--	--	--	--
Long Sands Beach	18	4	1	--	--	--	--	1	--	--	--	--	--	--	--	--
Short Sands Beach	17	3	--	--	--	--	--	1	--	--	--	--	--	--	--	--
Harbor Beach	2	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Fort Foster	3	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Other	5	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--

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 1, 2014?

Answer Choice	Frequency	Percent
Sandy Beach, New Castle	8	10%
New Castle Town Beach, New Castle	10	12%
Wallis Sands State Park, Rye	26	32%
Foss Beach, Rye	2	2%
Jenness Beach, Rye	21	26%
Bass Beach, Rye	2	2%
North Hampton State Beach, North Hampton	19	23%
Northside Beach, North Hampton	7	9%
Hampton Beach State Park, Hampton	33	41%
Hampton Harbor Beach, Hampton	11	14%
Sunvalley Beach, Hampton	0	0%
Seabrook Harbor Beach, Seabrook	6	7%
Seabrook Town Beach, Seabrook	9	11%
Other	2	2%
n=81		

If you took any day trips or short overnight trips to this beach, about how many did you take?

Respondents were asked to select the range of answers that best approximated their trips.

Range of trip type	Day Trips								Short Overnight							
	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15 or more
Sandy Beach	2	1	1	--	--	--	--	--	1	--	--	--	--	--	--	--
New Castle Town Beach	3	2	1	--	--	--	--	--	--	--	--	--	--	--	--	--
Wallis Sands State Park	9	2	1	--	1	1	--	4	4	--	1	--	--	--	--	--
Foss Beach	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Jenness Beach	7	2	1	1	2	1	--	1	2	1	--	--	--	--	--	--
Bass Beach	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
North Hampton State Beach	5	2	4	1	--	--	--	2	2	--	--	--	--	--	--	2
Northside Beach	--	1	1	--	--	--	--	2	--	--	--	--	--	--	--	2
Hampton Beach State Park	11	4	2	3	2	--	--	2	3	1	--	--	--	--	--	1
Hampton Harbor Beach	7	1	--	1	--	--	--	--	1	--	--	--	1	--	--	--
Sunvalley Beach	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Seabrook Harbor Beach	--	1	--	--	--	--	1	3	1	--	--	--	--	--	--	--
Seabrook Town Beach	--	1	--	--	--	--	1	3	--	3	--	--	--	--	--	1
Other	1	--	--	--	--	--	--	2	--	--	--	--	--	--	--	2

PREFERENCES FOR VISITING OCEAN BEACHES

In this section, respondents are asked to answer questions about current conditions and possible future 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?

Answer Choice	Frequency	Percent
Poor	28	8%
Fair	107	31%
Good	149	43%
Very Good	52	15%
Excellent	14	4%
n = 350		

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?

Answer Choice	Frequency	Percent
I would take more trips	125	36%
I would take the same number of trips	219	63%
I would take fewer trips	4	1%
n = 348		

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?

Answer Choice	Frequency	Percent
Poor	1	0.3%
Fair	5	1%
Good	112	32%
Very Good	157	45%
Excellent	71	21%
n = 346		

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?

Answer Choice	Frequency	Percent
I would take more trips	48	14%
I would take the same number of trips	297	86%
I would take fewer trips	2	1%
n = 347		

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?

Answer Choice	Frequency	Percent
I would take more trips	70	20%
I would take the same number of trips	273	79%
I would take fewer trips	1	0.3%
n = 344		

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?

We collected 317 open-ended responses; see p. 65 of the comments summary in the Appendix.

In questions 77 and 78, we ask users to compare two hypothetical beaches and to choose the beach that they prefer. We describe the beaches using the following subset of characteristics, where each hypothetical beach was assigned one option from each category.

PARKING: This describes parking facilities associated with each beach. There were three possible parking scenarios: (a) large parking lot adjacent to the beach (more than 50 spaces), (b) Small parking lot adjacent to the beach (10 parking spaces), and (c) Limited street parking.

RESTROOMS: This describes different types of restroom facilities available at each beach. There were three possible restroom characteristics: (a) Access to restrooms with flushing toilets, (b) Access to restrooms without flushing toilets (portable toilets, outhouses, vault toilets), and (c) No access to restrooms.

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. There were 3 descriptions of safe swimming: (a) 100% of days in a season are reported as safe for swimming, (b) 75% of days in a season are reported as safe for swimming, (c) 50% of days are reported as safe for swimming.

TRAVEL DISTANCE: This describes the travel distance to the beach using the time of car travel from your home. There were three travel distances: (a) The drive to the beach takes 1 hour, (b) The drive to the beach takes 3 hours, and (c) The drive to the beach takes more than 5 hours.

ENTRANCE FEE: This describes any fees for entrance to the beach in terms of dollars per car. There were 3 possible fees: (a) \$10 per car entrance fee to access the beach, (b) \$20 per car entrance fee to access the beach, and (c) \$0 per car entrance fee to access the beach.

Below is an example of the hypothetical beach comparison shown to one survey respondent.

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	Large parking lot adjacent to the beach (50 or more spaces)	Small parking lot adjacent to the beach (10 parking spaces)
RESTROOMS	Access to restrooms without flushing toilets (portable toilets, outhouses, vault toilets)	Access to restrooms with flushing toilets
SAFE SWIMMING	100% of days in a season are reported as safe for swimming	75% of days in a season are reported as safe for swimming
TRAVEL DISTANCE	The drive to the beach takes 1 hour	The drive to the beach takes 1 hour
ENTRANCE FEE	\$0 per car entrance fee to the beach	\$0 per car entrance fee to the beach

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

The question above represents one example of beach characteristic choice combinations. Ultimately, there were 241 unique beach characteristic choice combinations. On average, we find that when comparing and choosing between two hypothetical beaches, respondents tended to choose the beach with larger parking lots, flushing toilets, higher safe swimming days percentages, shorter distances, and lower entrance fees. We will explore the weight of each characteristic in the decision-making process in a forthcoming technical report concerning beachgoer decision-making.

DEMOGRAPHICS

This section includes questions about the respondent's background.

Q79 What is your gender?

Answer Choice	Frequency	Percent
Female	229	64%
Male	131	36%
n = 360		

Q80 How old are you? (Please enter your age in years below)

Age	
Mean	51
Std Dev	12.36
Minimum	20
Maximum	82
n = 344	

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).

Age Group	Mean	Std Dev	Minimum	Maximum
0-6 years old	0.14	0.44	0	2
7-12 years old	0.32	0.65	0	3
13-18 years old	0.31	0.68	0	4
19-44 years old	0.78	1.02	0	6
45-64 years old	1.01	0.94	0	5
65-84 years old	0.29	0.63	0	2
85 or older	0.02	0.17	0	2
n = 368				

Q82 Which of the following best represents your educational background?

Answer Choice	Frequency	Percent
0-11 years of schooling	1	0%
12 years (High school graduate or GED)	27	7%
1-3 years College (Some college or Associates degree)	91	25%
College Graduate (Bachelor degree or equivalent)	149	41%
Postgraduate (Master's, Doctorate, Law or other degree)	97	27%
n = 365		

Q83 Which of the following best describes your current employment status?

Answer Choice	Frequency	Percent
Student	5	1%
Employed full-time	223	61%
Employed part-time	47	13%
Retired (not working)	59	16%
Employed at home	8	2%
Homemaker	18	5%
Unemployed	5	1%
n = 365		

Q84 Are you a member of any conservation or environmental organizations?

Answer Choice	Frequency	Percent
Yes	55	15%
No	310	85%
n = 365		

Q85 Are you a member of religious-based community organizations?

Answer Choice	Frequency	Percent
Yes	86	24%
No	276	76%
n = 362		

Q86 In the past year, did you engage in any of the following outdoor recreation activities? (Please choose all that apply)

Answer Choice	Frequency	Percent
Coastal swimming	287	81%
Hiking	261	74%
Freshwater swimming	169	48%
Wildlife watching	165	47%
Biking/mountain biking	144	41%
Nature photography	135	38%
Camping	111	31%
Freshwater sail/canoe/kayak	103	29%
Freshwater boating	86	24%
Coastal sail/canoe/kayak	85	24%
Freshwater fishing	79	22%
Coastal fishing	58	16%
Coastal boating	54	15%
Surfing	49	14%
Other	31	9%
Hunting	26	7%
Snowmobiling	23	7%
ATV/dirt biking	15	4%
n = 353		

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

Answer Choice	Frequency	Percent
Less than \$10,000	1	0%
\$10,000-\$14,999	1	0%
\$15,000-\$24,999	4	1%
\$25,000-\$34,999	10	3%
\$35,000-\$49,999	29	9%
\$50,000-\$74,999	67	20%
\$75,000-\$99,999	46	14%
\$100,000-\$149,999	87	26%
\$150,000-\$199,999	55	16%
\$200,000 or more	40	12%
n = 340		

Q88 What type of water and waste system does your household use? (please choose all that apply)

Answer Choice	Frequency	Percent
Town/city water and sewer	254	66%
Private well and septic system	107	28%
Other	21	5%
n = 382		

Q89 How often you engage in the following activities?

(Where 1 is never and 7 is very often)

Answer Choice	n	Never		Sometimes			Often	
		1	2	3	4	5	6	7
Eat expired food that still looks okay	366	146 (40%)	20 (16%)	27 (7%)	88 (24%)	22 (6%)	11 (3%)	12 (3%)
Expose yourself to the sun without sunscreen	366	57 (16%)	58 (16%)	51 (14%)	102 (28%)	35 (10%)	36 (10%)	27 (7%)
Wash hands before eating	363	1 (0.2%)	5 (1%)	10 (3%)	22 (6%)	25 (7%)	68 (19%)	232 (64%)
Eat raw shellfish or other raw meats	366	192 (53%)	52 (14%)	18 (5%)	40 (11%)	30 (8%)	16 (4%)	18 (5%)

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.

We collected 81 open-ended responses; see p. 76 of the comments summary in the Appendix.