

Survey of Visitors
Dr. Philip King, San Francisco State University

This survey is being conducted by Professor King for the State of California. It will help us understand recreational demand at California's beaches. All information is confidential—no one will ask your name. Your cooperation will help. It will take a few minutes.

Completed by Surveyor

[To be filled out by surveyor]

Date/day of week _____ Time _____

Location _____ Surveyor _____ # _____

Part I: Beach Attendance:

1. We'd like to know how many people **from your household** are in your group today.

1 2 3 4 5-6 7-9 10-12 13 or more

2a. Of these people, how many are under 18?

0 1 2 3 4 5-6 7-9 10-12 13 or more

2. Where are you from (your **primary** residence)?

California Outside California, but in the U.S Outside the U.S.

3. How many days **this year** will you go to a **beach in California** ?

0 1-3 4-7 8-10 11-14 15-21 21-28
 28-50 50-100 More than 100

4. Suppose there were **no beaches in California**. Would you travel out of state or abroad more often? Your travel could be to out of state and foreign beaches, or to other places instead.

Yes, I would travel outside California or abroad **more often** if no beaches existed in California.

No, I would skip going to the beach and spend my time on other activities within California.

If you answered **YES** to the question above, please answer questions 4a –4e.

4a. How many additional days per year you would travel in states other than California?

Please include **Hawaii** and, if you are not from California, your home state.

0 1-3 4-7 8-10 11-14 15-21
 21-28 28-50 50-100 More than 100

4b. How many additional days per year you would travel outside the U.S.?

0 1-3 4-7 8-10 11-14 15-21
 21-28 28-50 50-100 More than 100

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4c. If you travel to other states or abroad, how many people **from your household** would go?

- 1 2 3 4 5-6 7-9 10-12 13 or more

4d. On average, how much would **all of you** spend **per day** on **trips in the U.S.** including food, local transportation, hotel and other expenses. Please do not include airfare or other transportation to and from the destination.

- \$0-\$25 \$25-50 \$50-\$100 \$100-\$175 \$175-250 \$250-350 \$350-500
 \$500-\$650 \$650-\$800 \$800-1000 Over \$1000 (please specify) _____

4e. On average, how much would **all of you** spend **per day** on **trips abroad** including food, local transportation, hotel and other expenses. Please do not include airfare or other transportation.

- \$0-\$25 \$25-50 \$50-\$100 \$100-\$175 \$175-250 \$250-350 \$350-500
 \$500-\$650 \$650-\$800 \$800-1000 Over \$1000 (please specify) _____

5. Please check the most appropriate box:

- I'm here on a day trip from my home. I'm on a trip/vacation to the area.

If you are staying overnight in the area—away from your home—please answer questions 5a to 5d. Otherwise skip to question 6.

5a. How many days do you plan to be away from home on your current trip?

- 2 days (overnight) 3-4 days 5-7 days 8-10 days
 11-14 days 14-21 days More than 21 days

5b. How many days will you spend at the beach on your current trip?

- One day or less 2 days (overnight) 3-4 days 5-7 days
 8-10 days 11-14 days 14-21 days More than 21 days

5c. We'd like to know how important visiting the beach is for your trip/vacation.

- The beach is important to me—No beach, no trip
 If there were no beach I might not come or would stay less often
 I would still come but I like the fact that I can go to the beach
 I can take the beach or leave it; it would not affect my decision.

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5d. What best describes your current trip?

- Primarily business Primarily Leisure Both Business and Leisure

6. Daily Spending

Could you estimate how much people in your household are spending, **per day on your current trip** for the following items. If you spent nothing, please put a **zero** in the box.

Item	Average amount spent per day (\$US) For Household
Gas & Auto (Including Rental)	
Food from Stores & Take Out	
Beer, Wine & Liquor	
Sit-down Restaurants	
Parking	
Sundries (Sun Tan lotion, books, etc.)	
Lodging	

Demographic Information: It would help us a great deal if you could provide us with some other information about you and your household. All information is confidential.

7. How old are you?

- 18-24 25-34 35-44 45-54 55-64 65-74 75 or older

8. What is your ethnicity? (Note: you may check **more** than one box here.)

- White (Caucasian) Hispanic Asian Black (African American) Other

9. What is your highest level of Education?

- Did not finish High School High School Some College
 College Degree Post Graduate Degree

