



# **Southern California Beach Survey**

To start, we'd like to THANK YOU for taking the time to participate in this VOLUNTARY survey!  
Your responses will help government officials understand the types of things that people want to see/experience when they visit the beach.

1 Have you ever visited an ocean beach in the local area? (Circle one number.)

- 1 Yes
- 2 No ➡ Skip to Question 2

2 Over the past year, how many day trips would you say you've taken to ocean beaches in the local area? When we say "day trip" we mean any trip to the beach where you left home and returned home within the same day. (Circle one response.)

- |   |                   |    |                         |
|---|-------------------|----|-------------------------|
| 1 | None              | 7  | 31 - 40 Day Trips       |
| 2 | 1 - 5 Day Trips   | 8  | 41 - 50 Day Trips       |
| 3 | 6 - 10 Day Trips  | 9  | 51 - 75 Day Trips       |
| 4 | 11 - 15 Day Trips | 10 | 76 - 100 Day Trips      |
| 5 | 16 - 20 Day Trips | 11 | More Than 100 Day Trips |
| 6 | 21 - 30 Day Trips |    |                         |

3 Which of the following activities do you typically participate in when you visit a beach in the local area? (Check all that apply.)

- |  |  |
|--|--|
| <input type="checkbox"/> Sunbathing        | <input type="checkbox"/> Surfing         |
| <input type="checkbox"/> Wading            | <input type="checkbox"/> Picnicking      |
| <input type="checkbox"/> Swimming          | <input type="checkbox"/> Fishing         |
| <input type="checkbox"/> Bodysurfing       | <input type="checkbox"/> Walking/Running |
| <input type="checkbox"/> Volleyball        | <input type="checkbox"/> Biking          |
| <input type="checkbox"/> Partying/Bonfires |  |

Other? \_\_\_\_\_

4 What type of transportation do you typically use to get to the beach?

- 1 I walk or bike
- 2 I take a bus
- 3 I drive ➡ How many adults and children would typically be in your vehicle?

\_\_\_\_\_ Adults (18 Or Older)

\_\_\_\_\_ Children (Under 18)

5 Please tell us how important the following characteristics are to you when you decide which local beach to visit. (Circle one number for each characteristic.)

	NOT IMPORTANT				VERY IMPORTANT
Scenic beauty or nice view	1	2	3	4	5
Clean water	1	2	3	4	5
Parking is convenient	1	2	3	4	5
Parking is free or inexpensive	1	2	3	4	5
Good surfing available	1	2	3	4	5
Sandy (rather than rocky)	1	2	3	4	5
Not crowded	1	2	3	4	5
Long enough to go for a walk/run	1	2	3	4	5
Bike path available	1	2	3	4	5
Fishing opportunities available	1	2	3	4	5
No garbage or manmade debris on the sand or in the surf	1	2	3	4	5

6 Are there any other characteristics that are important to you when deciding which local beach to visit?

1 Yes ➡ Please Describe \_\_\_\_\_  
 2 No

7 Which beaches in the local area have you heard of? From the list below, please circle the names of all local beaches that you have heard of.

Zuma	Torrance/Malaga	Laguna Beach (Main)
Point Dume	Long Beach	Laguna Beach (Coves)
Topanga	Seal Beach	Aliso Beach
Will Rogers	Sunset/Surfside	Salt Creek
Santa Monica	Bolsa Chica	Doheny
Venice Beach	Huntington City	Capistrano
Dockweiler	Huntington State	San Clemente Pier
El Segundo	Newport Beach	Calafia/San Clemente
Manhattan	Balboa	San Onofre
Hermosa	Corona Del Mar	
Redondo	Crystal Cove	

8 Please cross out any beaches in the list that you would absolutely never consider visiting.

9 Did you take any day trips to beaches in the local area in June, July, or August of 2013?

- 1 Yes
- 2 No → Skip to Question 11

10 (a) In the table below, please write the names of the local beaches that you visited in June/July/August of 2013, along with the number of day trips you took to each beach.

(b) To the left of each beach that you visited, write a number between 1 and 5 that indicates the amount of garbage or manmade debris that you saw on the sand or in the surf. Writing a "1" indicates that you didn't see any, while writing a "5" indicates that you saw a lot.

HOW MUCH GARBAGE OR MANMADE DEBRIS DID YOU SEE ON THE SAND OR IN THE SURF? (1 = NONE) (5 = A LOT)	BEACH NAME	NUMBER OF DAY TRIPS		
		JUNE 2013	JULY 2013	AUGUST 2013
3	Bolsa Chica	0	5	2
3	Huntington	1	3	0

11 In general, how concerned would you be to see garbage or manmade debris on the sand or in the surf while visiting a local beach? (Circle one number.)

- NOT AT ALL CONCERNED
- 1
- 2
- 3
- 4
- 5
- VERY CONCERNED

12 How concerned would you be to see the following types of garbage or manmade debris on the sand or in the surf while visiting a local beach? (Circle one number for each item)

	NOT AT ALL CONCERNED				VERY CONCERNED
Plastic items or bottles	1	2	3	4	5
Styrofoam	1	2	3	4	5
Paper products	1	2	3	4	5
Wooden items	1	2	3	4	5
Metal items or cans	1	2	3	4	5
Glass	1	2	3	4	5
Rubber items	1	2	3	4	5
Cloth or clothing	1	2	3	4	5
Cigarettes butts	1	2	3	4	5
Fishing gear	1	2	3	4	5
Medical wastes	1	2	3	4	5
Animal wastes	1	2	3	4	5

13 Please look again at the list in Question 12 and circle the types of garbage or manmade debris that you have actually seen on the sand or in the surf at local beaches.

14 Have you noticed any other types of garbage or manmade debris on the sand or in the surf at local beaches that concerns you?

- 1 Yes
- 2 No ➡ Skip to Question 16

15 What other types of garbage or manmade debris have you noticed?

---

---

16 Please look at the beaches in the list below and circle any beaches where you think garbage or manmade debris on the sand or in the surf is a problem.

Zuma	Torrance/Malaga	Laguna Beach (Main)
Point Dume	Long Beach	Laguna Beach (Coves)
Topanga	Seal Beach	Aliso Beach
Will Rogers	Sunset/Surfside	Salt Creek
Santa Monica	Bolsa Chica	Doheny
Venice Beach	Huntington City	Capistrano
Dockweiler	Huntington State	San Clemente Pier
El Segundo	Newport Beach	Calafia/San Clemente
Manhattan	Balboa	San Onofre
Hermosa	Corona Del Mar	
Redondo	Crystal Cove	

17 To the best of your knowledge, what do you think is the largest source of garbage and manmade debris found on the sand or in the surf at local beaches? (Circle one number.)

- 1 Left by beach visitors
- 2 Blown to the beach from nearby areas on land
- 3 Washed ashore from the ocean
- 4 Washed ashore from nearby rivers or storm drains
- 5 Other (please specify) \_\_\_\_\_

18 Have you participated in any beach cleanups within the last three years?

- 1 Yes
- 2 No

19 Some beaches are so crowded that it is difficult to find a parking spot or a place on the beach to sit or lie down. Please look at the beaches in the list below and circle any beaches that you think are frequently too crowded.

Zuma	Torrance/Malaga	Laguna Beach (Main)
Point Dume	Long Beach	Laguna Beach (Coves)
Topanga	Seal Beach	Aliso Beach
Will Rogers	Sunset/Surfside	Salt Creek
Santa Monica	Bolsa Chica	Doheny
Venice Beach	Huntington City	Capistrano
Dockweiler	Huntington State	San Clemente Pier
El Segundo	Newport Beach	Calafia/San Clemente
Manhattan	Balboa	San Onofre
Hermosa	Corona Del Mar	
Redondo	Crystal Cove	

Finally, we have just a few questions about you and your household for statistical purposes.

20 How many adults and children live in your household?

\_\_\_\_\_ Adults (18 or older)

\_\_\_\_\_ Children (under 18)

21 What is your gender? (Circle one number.)

1 Male

2 Female

22 What is your age?

\_\_\_\_\_ Years

23 Are you of Hispanic, Latino or Spanish origin? (Circle one number)

1 Yes

2 No

24 What is your race? (You may select more than one.)

1 American Indian or Alaskan Native

2 Asian

3 Black or African American

4 Native Hawaiian or Other Pacific Islander

5 White

6 Some other race (please specify) \_\_\_\_\_

25 What is the highest degree or level of school you have completed? (Circle one number.)

1 No schooling

2 Some schooling less than grade 12

3 High school graduate

4 Some college

5 Associate's Degree

6 Bachelor's Degree

7 Master's Degree

8 Professional Degree beyond a Bachelor's

9 Doctoral Degree



25 Which of the following income categories best describes your household income last year, before taxes? (Circle one number.)

- |   |                     |    |                       |
|---|---------------------|----|-----------------------|
| 1 | \$10,000 or less    | 7  | \$60,001 - \$75,000   |
| 2 | \$10,001 - \$20,000 | 8  | \$75,001 - \$100,000  |
| 3 | \$20,001 - \$30,000 | 9  | \$100,001 - \$125,000 |
| 4 | \$30,001 - \$40,000 | 10 | \$125,001 - \$150,000 |
| 5 | \$40,001 - \$50,000 | 11 | \$150,001 or more     |
| 6 | \$50,001 - \$60,000 |    |                       |

Thank you for participating!

*Please return your survey in the enclosed, self-addressed, stamped envelope.*

#### **Paperwork Reduction Act Statement**

The National Oceanic and Atmospheric Administration (NOAA) is authorized by 33 U.S.C. 1951 et seq. to conduct this survey. The information collected will be used by NOAA to estimate economic impacts associated with marine debris on beaches.

Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Jason Landrum, NOAA NOS, 1305 East-West Hwy, SSMC4, Room 10239, Silver Spring, MD 20910.

The questionnaire has an identification number for mailing purposes only. Your name and address will be deleted after we receive your completed questionnaire. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

OMB Control Number XXXX -XXXX | Current Expiration Date: XX/XX/XXXX