Mid-Atlantic Beach
Recreation Survey

1997

I. Your Beach Trips in the Next Three Years

Please answer all questions as they apply to you, not as they may apply to other members of your household.

1 Are you likely to visit an **ocean** beach somewhere in the United States in the **next three years** for recreation or pleasure? *Please note, we are only interested in visits to an ocean, not to a bay.*

- ❑ 1 MOST LIKELY
- ❑ 2 SOMEWHAT LIKELY
- ❑ 3 NOT LIKELY ⟶ Skip to question 8.

2 What type of beach recreation activities appeal to you? *(Check all that apply.)*

❑ SWIMMING/WADING	❑ PICNICKING	❑ BOARDWALK
❑ SUNBATHING	❑ SURF FISHING	❑ BEACH VOLLEYBALL
❑ READING/RELAXING	❑ PIER FISHING	❑ SEASHELL COLLECTING
❑ BOOGIE BOARDING	❑ WALKING/JOGGING	❑ ACTIVITIES WITH CHILDREN
❑ SURFING	❑ NATURE VIEWING	❑ OTHER *(SPECIFY)*
❑ WIND SURFING	❑ SNORKELING	_____

3 Are you likely to visit an ocean beach in **the Mid-Atlantic region** in the next three years for recreation or pleasure? *For our purposes the Mid-Atlantic region includes New Jersey, Delaware, Maryland, and part of Virginia. See the enclosed map.*

- ❑ 1 MOST LIKELY
- ❑ 2 SOMEWHAT LIKELY
- ❑ 3 NOT LIKELY ⟶ Skip to question 5.

4 We are interested in learning about the beaches in the Mid-Atlantic region you have visited in the past and the beaches you are likely to visit in the next three years. Please complete the table on the next two pages. It is possible to have very few entries on this table if you seldom visit ocean beaches in the Mid-Atlantic region or only visit a few beaches for recreation or pleasure.

OCEAN BEACHES Running North to South	Please check the beaches you have visited at some time in your adult life for recreation or pleasure. HAVE VISITED	Please check the beaches you are most likely or somewhat likely to visit in the **next three years** for recreation or pleasure. MOST LIKELY TO VISIT	SOMEWHAT LIKELY TO VISIT
New Jersey — *North Shore*			
1. Sandy Hook	❑	❑	❑
2. Sea Bright	❑	❑	❑
3. Monmouth Beach	❑	❑	❑
4. Long Branch	❑	❑	❑
5. Deal	❑	❑	❑
6. Asbury Park	❑	❑	❑
7. Ocean Grove	❑	❑	❑
8. Bradley Beach	❑	❑	❑
9. Avon-by-the-Sea	❑	❑	❑
10. Belmar	❑	❑	❑
11. Spring Lake	❑	❑	❑
12. Sea Girt	❑	❑	❑
13. Manasquan	❑	❑	❑
Other (specify) _____	❑	❑	❑
New Jersey — *Barnegat Peninsula*			
14. Point Pleasant Beach	❑	❑	❑
15. Bay Head	❑	❑	❑
16. Mantoloking	❑	❑	❑
17. Normandy Beach	❑	❑	❑
18. Chadwick Beach	❑	❑	❑
19. Ocean Beach	❑	❑	❑
20. Lavallette	❑	❑	❑
21. Ortley Beach	❑	❑	❑
22. Seaside Heights	❑	❑	❑
23. Seaside Park	❑	❑	❑
24. Island Beach State Park	❑	❑	❑
Other (specify) _____	❑	❑	❑
New Jersey — *Long Beach Island*			
25. Barnegat Light	❑	❑	❑
26. Loveladies	❑	❑	❑
27. Harvey Cedars	❑	❑	❑
28. Surf City	❑	❑	❑
29. Ship Bottom	❑	❑	❑
30. Long Beach	❑	❑	❑
31. Beach Haven	❑	❑	❑
32. Holgate	❑	❑	❑
Other (specify) _____	❑	❑	❑

Please check the beaches you have visited at some time in your adult life for recreation or pleasure.

Please check the beaches you are most likely or somewhat likely to visit in the **next three years** for recreation or pleasure.

Ocean Beaches Running North to South	Have Visited	Most Likely to Visit	Somewhat Likely to Visit
New Jersey – *Atlantic City Area*			
33. Brigantine	☐	☐	☐
34. Atlantic City	☐	☐	☐
35. Ventnor	☐	☐	☐
36. Margate	☐	☐	☐
37. Longport	☐	☐	☐
Other (specify) _____	☐	☐	☐
New Jersey — *South Shore*			
38. Ocean City	☐	☐	☐
39. Strathmere	☐	☐	☐
40. Sea Isle City	☐	☐	☐
41. Avalon	☐	☐	☐
42. Stone Harbor	☐	☐	☐
43. North Wildwood	☐	☐	☐
44. Wildwood	☐	☐	☐
45. Wildwood Crest	☐	☐	☐
46. Cape May	☐	☐	☐
Other (specify) _____	☐	☐	☐
Delaware			
47. Cape Henlopen State Park	☐	☐	☐
48. North Shores	☐	☐	☐
49. Henlopen Acres	☐	☐	☐
50. Rehoboth Beach	☐	☐	☐
51. Dewey Beach	☐	☐	☐
52. Indian Beach	☐	☐	☐
53. Delaware Seashore St. Park	☐	☐	☐
54. North Bethany Beaches	☐	☐	☐
55. Bethany Beach	☐	☐	☐
56. Sea Colony	☐	☐	☐
57. Middlesex Beach	☐	☐	☐
58. South Bethany Beach	☐	☐	☐
59. Fenwick Island State Park	☐	☐	☐
60. Fenwick Island	☐	☐	☐
Other (specify) _____	☐	☐	☐
Maryland/Virginia			
61. Ocean City, MD	☐	☐	☐
62. Assateague Island	☐	☐	☐
Other (specify) _____	☐	☐	☐

☞ Please check to be sure you answered **both** questions at the top of the table on the previous pages!

5 Are you likely to visit an ocean beach **outside** the Mid-Atlantic region in the next three years for recreation or pleasure?

- ❑ 1 MOST LIKELY
- ❑ 2 SOMEWHAT LIKELY
- ❑ 3 NOT LIKELY ⟶ Skip to question 7.

6 Please check the states you are most likely and somewhat likely to visit for beach recreation in the next three years. Leave blank if you are not likely to visit the state.

State	MOST LIKELY TO VISIT	SOMEWHAT LIKELY TO VISIT
Maine	❑	❑
New Hampshire	❑	❑
Massachusetts	❑	❑
Rhode Island	❑	❑
Connecticut	❑	❑
New York	❑	❑
Virginia	❑	❑
North Carolina	❑	❑
South Carolina	❑	❑
Georgia	❑	❑
Florida	❑	❑
Other (specify) _____	❑	❑

7 There are different things that people look for when selecting a beach for recreation or pleasure. Some of these are listed below. Overall, how desirable is each to you? *(Circle the appropriate number.)*

Features of Beaches	Very Desirable	Somewhat Desirable	Don't Care	Somewhat Undesirable	Very Undesirable
Good fishing	1	2	3	4	5
Lifeguards	1	2	3	4	5
Big waves	1	2	3	4	5
Facilities (Bath House)	1	2	3	4	5
Vehicle access on the beach	1	2	3	4	5
Adequate Parking	1	2	3	4	5
Boardwalk	1	2	3	4	5
Undeveloped natural beach	1	2	3	4	5
Many people	1	2	3	4	5
Wide Sandy Beach	1	2	3	4	5

II. Your Beach Trips This Year

8 Have you visited an ocean beach somewhere in the United States **since January 1, 1997** for recreation or pleasure?

❑ 1 YES

❑ 2 NO ➡ Skip to question 24.

We are interested in counting the number of trips you have taken to ocean beaches since January 1, 1997. We want to count trips of different length separately. Here is how we define trips.

Day Trip ☞ You leave from your permanent residence and return there on the same day. The primary purpose of the trip is recreation or pleasure on a beach. The trip could be as short as 15 minutes or as long as several hours.

Short Overnight Trip ☞ You spend at least 1 night away from your permanent residence, but less than 4 nights. The primary purpose of the trip is recreation or pleasure on a beach. Weekend trips and short vacations fit here.

Long Overnight Trip ☞ You spend at least 4 nights away from your permanent residence. The primary purpose of the trip is recreation or pleasure on a beach. Long vacations and even extended stays for a large part of the summer fit here.

Side Trip ☞ You are on a trip for purposes unrelated to beach recreation, and happen to visit a beach during that trip. For example, if you are on a business trip near a beach and spend an afternoon relaxing on the beach, that would be a side trip. Or, if you are shopping or visiting family who live near a beach and you decide to spend some time on the beach, that would also count as a side trip.

9 Have you taken at least one trip to an ocean beach **in the Mid-Atlantic region since January 1, 1997** for recreation or pleasure?

❑ 1 YES

❑ 2 NO ➡ Skip to question 11.

10 Using the table on the next page, please count your trips to Mid-Atlantic ocean beaches. Again, it is possible to have very few entries on this table if you seldom visit Mid-Atlantic ocean beaches or have only visited a few Mid-Atlantic ocean beaches.

Please report the number of trips you have taken to each beach **since January 1, 1997**. Leave blank if no trips were taken.

If you cannot recall the exact number, please give your best approximation. If you visited more than one beach on a given trip, count only the beach on which you spent the most time during that trip.

BEACHES Running North to South	NUMBER OF DAY TRIPS	NUMBER OF SHORT OVERNIGHT TRIPS (1-3 NIGHTS)	NUMBER OF LONG OVERNIGHT TRIPS (4+ NIGHTS)	NUMBER OF SIDE TRIPS
New Jersey — *North Shore*				
1. Sandy Hook				
2. Sea Bright				
3. Monmouth Beach				
4. Long Branch				
5. Deal				
6. Asbury Park				
7. Ocean Grove				
8. Bradley Beach				
9. Avon-by-the-Sea				
10. Belmar				
11. Spring Lake				
12. Sea Girt				
13. Manasquan				
Other (specify) _____				
New Jersey — *Barnegat Peninsula*				
14. Point Pleasant Beach				
15. Bay Head				
16. Mantoloking				
17. Normandy Beach				
18. Chadwick Beach				
19. Ocean Beach				
20. Lavallette				
21. Ortley Beach				
22. Seaside Heights				
23. Seaside Park				
24. Island Beach State Park				
Other (specify) _____				
New Jersey — *Long Beach Island*				
25. Barnegat Light				
26. Loveladies				
27. Harvey Cedars				
28. Surf City				
29. Ship Bottom				
30. Long Beach				
31. Beach Haven				
32. Holgate				
Other (specify) _____				

Please report the number of trips you have taken to each beach **since January 1, 1997**. Leave blank if no trips were taken.

If you cannot recall the exact number, please give your best approximation. If you visited more than one beach on a given trip, count only the beach on which you spent the most time during that trip.

BEACHES Running North to South	NUMBER OF DAY TRIPS	NUMBER OF SHORT OVERNIGHT TRIPS (1-3 NIGHTS)	NUMBER OF LONG OVERNIGHT TRIPS (4+ NIGHTS)	NUMBER OF SIDE TRIPS
New Jersey — *Atlantic City Area*				
33. Brigantine				
34. Atlantic City				
35. Ventnor				
36. Margate				
37. Longport				
Other (specify) _____				
New Jersey — *South Shore*				
38. Ocean City				
39. Strathmere				
40. Sea Isle City				
41. Avalon				
42. Stone Harbor				
43. North Wildwood				
44. Wildwood				
45. Wildwood Crest				
46. Cape May				
Other (specify) _____				
Delaware				
47. Cape Henlopen State Park				
48. North Shores				
49. Henlopen Acres				
50. Rehoboth Beach				
51. Dewey Beach				
52. Indian Beach				
53. Delaware Seashore St. Park				
54. North Bethany Beaches				
55. Bethany Beach				
56. Sea Colony				
57. Middlesex Beach				
58. South Bethany Beach				
59. Fenwick Island State Park				
60. Fenwick Island				
Other (specify) _____				
Maryland/Virginia				
61. Ocean City, MD				
62. Assateague Island				
Other (specify) _____				

11 Have you taken at least one trip to an ocean beach **outside** the Mid-Atlantic region **since January 1, 1997** for recreation or pleasure?

❑ 1 YES

❑ 2 NO ⟶ Skip to question 14.

12 Please report the number of trips you have taken to ocean beaches outside the Mid-Atlantic region **since January 1, 1997** for recreation or pleasure. Count trips of different length separately. (If none, write "0")

NUMBER OF DAY TRIPS . . . . . ____

NUMBER OF SHORT OVERNIGHT TRIPS (1-3 NIGHTS) . . . . . ____

NUMBER OF LONG OVERNIGHT TRIPS (4+ NIGHTS) . . . . . ____

NUMBER OF SIDE TRIPS . . . . . ____

13 In which of the following states, outside the Mid-Atlantic region, have you visited at least one ocean beach **since January 1, 1997** for recreation or pleasure? *(Check all that apply.)*

❑ MAINE

❑ NEW HAMPSHIRE

❑ MASSACHUSSETTS

❑ RHODE ISLAND

❑ CONNECTICUT

❑ NEW YORK

❑ VIRGINIA

❑ NORTH CAROLINA

❑ SOUTH CAROLINA

❑ GEORGIA

❑ FLORIDA

❑ Others (specify) _____

14 Thinking about all of your trips to ocean beaches in the United States **since January 1, 1997,** how many days TOTAL during the year did your spend some time on the beach?

❑ 0-5

❑ 6-10

❑ 11-15

❑ 16-20

❑ 21-25

❑ 26-30

❑ 31-35

❑ 36-40

❑ More than 40

III. YOUR LAST BEACH TRIP THIS YEAR

15 Now we are interested in learning about your most recent trip in the United States. What specific **ocean** beach did you visit on your **most recent trip**? Please keep in mind that we are not interested in the trip you found to be most fun, interesting, or typical. We really want to know about your last trip. If you visited more than one beach on your last trip, please report the name of the beach on which you spent the most time.

NAME OF LAST BEACH VISITED _____

STATE _____

16 If the beach you reported above was a Mid-Atlantic ocean beach listed in the table on pages 6 and 7, please report the number of the beach below. If the beach was a Mid-Atlantic ocean beach not listed, give the number of a beach located nearby.

BEACH NUMBER FROM TABLE _____

17 During what month, or months, was this trip taken? *(Check all that apply.)*

❑ JAN	❑ APR	❑ JULY	❑ OCT
❑ FEB	❑ MAY	❑ AUG	❑ NOV
❑ MARCH	❑ JUNE	❑ SEPT	❑ DEC

18 What type of trip was it?

❑ 1 DAY TRIP ⟶ Skip to question 24

❑ 2 SHORT OVERNIGHT TRIP (1-3 NIGHTS)

❑ 3 LONG OVERNIGHT TRIP (4+ NIGHTS)

❑ 4 SIDE TRIP ⟶ Skip to question 24

19 How many nights did you stay away from your permanent residence on this trip?

NUMBER OF NIGHTS _____

20 What type of lodging did you use during your overnight stay? *(Check all that apply.)*

- ❑ HOTEL OR MOTEL
- ❑ CONDOMINIUM
- ❑ BED AND BREAKFAST
- ❑ BEACH HOUSE I RENTED
- ❑ BEACH HOUSE ON LOAN FROM A FRIEND OR RELATIVE → Skip to question 24
- ❑ BEACH HOUSE I OWN → Skip to question 24
- ❑ CAMPGROUND
- ❑ OTHER (Please specify) _____

21 How far away from the beach was your **lodging**?

- ❑ LESS THAN 1 BLOCK
- ❑ 1-2 BLOCKS
- ❑ 3-5 BLOCKS
- ❑ 1/2-1 MILE
- ❑ MORE THAN 1 MILE

22 For how many people (including children) did **you** pay **lodging expenses**?

NUMBER OF PEOPLE _____

23 Which category is closest to your personal total **lodging expenses** on this trip? We are not interested in expenses such as food, gas, beach items, and so forth. We **only** want your lodging expense.

- ❑ $0
- ❑ $1 – $25
- ❑ $26 – $50
- ❑ $51 – $100
- ❑ $101 – $200
- ❑ $201 – $300
- ❑ $301 – $500
- ❑ $501 – $1,000
- ❑ $1,001 – $1,500
- ❑ $1,501 – $3,000
- ❑ More than $3,000

IV. Household Information

For statistical purposes only, we need to know a few things about you and your household.

24 Where is your permanent residence?

CITY or TOWN _____

ZIP CODE _____

COUNTY ➡
- ❑ 1 NEW CASTLE
- ❑ 2 KENT
- ❑ 3 SUSSEX

25 Will you live in this same town or nearby for at least another year?

- ❑ 1 MOST LIKELY
- ❑ 2 SOMEWHAT LIKELY
- ❑ 3 NOT LIKELY

26 In which of the following states have you lived for at least two years at some time in your life? *(Check all that apply.)*

- ❑ NEW JERSEY
- ❑ PENNSYLVANIA
- ❑ DELAWARE
- ❑ MARYLAND
- ❑ VIRGINIA

27 In what year were you born? _____

28 How many children under the age of 16 live in your household?

- ❑ 0
- ❑ 1
- ❑ 2
- ❑ 3
- ❑ 4
- ❑ 5
- ❑ More than 5

29 How many children under the age of 10 live in your household?

- ❑ 0
- ❑ 1
- ❑ 2
- ❑ 3
- ❑ 4
- ❑ 5
- ❑ More than 5

30 What is your job status? *(Please check all that apply.)*

- ❑ EMPLOYED FULL TIME
- ❑ EMPLOYED PART TIME
- ❑ RETIRED
- ❑ WORK AT HOME (eg. raise children)
- ❑ STUDENT
- ❑ VOLUNTEER

Skip to question 33 if not employed full time.

31 Would you describe your work time as being flexible? For example, on short notice do you usually have the flexibility to take an afternoon or day off from work to take a trip to a beach or do something else you enjoy?

- ❑ 1 FLEXIBLE
- ❑ 2 SOMEWHAT FLEXIBLE
- ❑ 3 NOT FLEXIBLE

32 Are you given a fixed number of vacation days on your job?

- ❑ 1 YES → NUMBER OF VACATION DAYS PER YEAR _____
- ❑ 2 NO

33 What is your approximate annual household income (before taxes)?

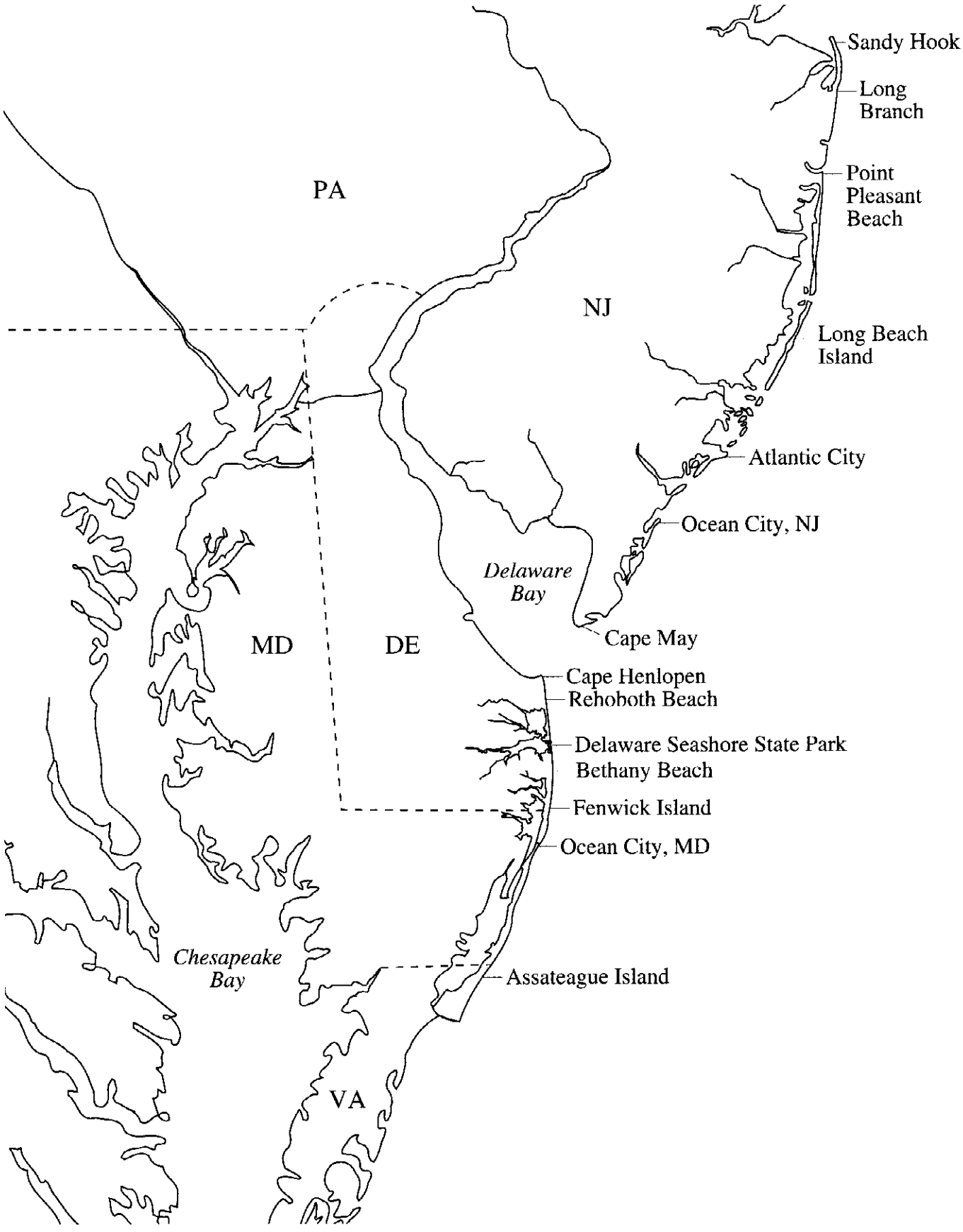
- ❑ LESS THAN $10,000
- ❑ $10,000-$19,999
- ❑ $20,000-$29,999
- ❑ $30,000-$39,999
- ❑ $40,000-$49,999
- ❑ $50,000-$59,999
- ❑ $60,000-$69,999
- ❑ $70,000-$79,999
- ❑ $80,000-$89,999
- ❑ $90,000-$99,999
- ❑ MORE THAN $100,000

34 Do you own **vacation property** in an ocean beach community or close to an ocean beach community?

- ❑ 1 YES → TOWN NAME: _____

  STATE: _____ ZIP CODE: _____

  CLOSEST BEACH: _____
- ❑ 2 NO

35 What is today's date? _____ / _____ /1997
Month Day

MID-ATLANTIC REGION