

A New Generation's Challenges on the California Coast

Summary Statistics from Beach Intercept Surveys Conducted in Southern California in Summer 2016

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Survey Methodology

• We consulted with a diverse group of experts and advisers as we wrote the survey, designed the survey methodology, and chose locations for the surveys, including locations known to have diverse visitors.

• We conducted intercept surveys at 11 beaches in southern California: Ventura Pier, Marina Park, Port Hueneme, and Silver Strand in Ventura County; Zuma, Santa Monica, Dockweiler, and Redondo in LA County; and Huntington State Beach, Strands, and Doheney in Orange County.

• Research assistants were recruited with diversity a priority. Each team had a least one Spanish speaker. They went through human subject research training at UCLA and were trained by Phil King to conduct the survey with cultural competency.

• Survey participants were randomly selected at each site. We had a very high response rate (80 to 90%) from all ethnic groups, and collected 1,146 surveys.

• Questions regarding race and ethnicity were modeled after the U.S. Census and other standard protocols. Participants were asked to self identify race/ethnicity and could check as many boxes as they wanted. Those who identified Hispanic were asked about country/area of origin.



Summary of Findings

• Only 17.9% of people visit the beach alone, 18.9% with one other person, and 62% with three or more.

• Overwhelmingly, their reasons for visiting the beach are to "enjoy the scenery or relax" (32.7%) and so that "children can play" (31%), followed by "swim or wade" (8.6%), "walk" (5.8%), "celebration or party" (3.7%), and "barbecue or picnic" (3%). See following slides for more results.

• Only 3.4% take public transportation to the beach, 1.2% bicycle, 4.9% walk, and fully 89% drive.

• Two-thirds of visitors will not walk more than three blocks from transportation, and nearly half of those (28.4%) will walk less than a block.

• Most visitors spend 2 to 4 hours at the beach (43.1%) or more (45%). Only 12% spend less than 2 hours. Most are daytrippers (77.1%).

• Fully 21% stay overnight, with 4% spending 1 night and the rest 2 or more nights. Most (10%) stay in a hotel, but 7.9% stay with friends or family, and 4.4% use a short-term rental.

• For just 16% this was their first visit of the year to the beach, with 43.2% visiting 2 to 4 times, and 40.8% 5 times or more.

• Visits to other California beaches followed a similar pattern with 16.9% visiting just this beach, and 45.6% visiting 2 to 4 other beaches, and the rest visiting 5 or more beaches.

ETHNICITY OF BEACH VISITORS

As with the U.S. Census, survey respondents could check more than one box for their ethnic identity or none if they preferred, so the totals do not add up to 100 percent.





HOUSEHOLD INCOME OF BEACH VISITORS

PRIMARY REASONS FOR VISITING THE BEACH



AVERAGE RESPONSE TO HOW IMPORTANT ARE THE FOLLOWING BEACH CHARACTERISTICS TO YOU, ON A SCALE OF 1-5?



TRAVEL COST MODEL OF VALUE AND COST OF BEACH VISITS

We used a travel cost model to calculate the value of trips to the beach. We found the average day trip had a total value of \$36.74 with travel to the coast costing \$22.09, not including expenses at the beach, leaving a surplus of \$14.65. We found the average overnight trip of four nights had a total value of \$605.05, with travel costing \$194.41, not including lodging, leaving a surplus of \$410.64. Please see our report for details.





If parking or day-use costs \$15, many visitors might elect not to go to the beach.

For the average stay of four nights, this leaves just \$102.66 a night for lodging.