July 1, 1997

Dear Lake Erie Beach User:

Local citizens and state and local agencies, such as Ohio Sea Grant, the Ohio Department of Natural Resources, and the Lake Erie Protection Fund, have been working to clean up and restore the environment of Lake Erie. Protecting the Lake Erie environment greatly affects the quality of life on Ohio’s North Shore. However, no one really knows the attitudes, opinions, and beliefs of Lake Erie beach visitors regarding the value of beaches.

You are one of a randomly selected sample of Lake Erie beach users being asked to give their opinions on the value of Lake Erie beaches. Your participation in this survey will help local citizens, business, industry and government in their efforts to clean up Lake Erie. In order for the results to truly represent the citizens using Lake Erie beaches, it is important that you complete and return this questionnaire. We have designed the questionnaire carefully so that it should take you about 10-15 minutes to complete.

To provide an incentive for you, one lucky survey respondent will receive a sampling of award winning local wines, courtesy of the Lake County Visitors Bureau. To enter the competition for this prize, please fill out the attached registration form and return it with your completed survey. We will contact the winner by phone or mail following the completion of our study.

All responses to this survey will be confidential. We will report only average results for all beach users. We will not report individual responses to the survey. While we are asking for you to provide us with your name and address, we do this only so that we may send you a follow-up reminder card in case you lose the questionnaire you receive today. Your return envelope has an identification number on it only so that we may check your name off the mailing list when your questionnaire is returned.

The results of this research will be made available to local citizens, resource managers, and key local, state, and federal decision makers. Please do not put your name on the questionnaire.

We would be most happy to answer any questions that you might have. Please write or call.

Sincerely,

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THIS RESEARCH IS SPONSORED BY:

OHIO SEA GRANT AND THE LAKE ERIE PROTECTION FUND
LAKE ERIE BEACH USER SURVEY
PART I: Beach User Survey
1. What is your home County __________________ State ________________ Zipcode ________________
2. The following questions refer to the beach visit the day you were asked to participate in this survey. For this survey, a trip is the total time you spent between leaving and returning to your home address. It includes all activities that you may have done in that time period. A one-day trip includes no overnight stay, while a multiple-day trip includes one or more overnight stays.

Check whether this is a one day, or a multiple-day trip
_____ One-day trip (Go to Box A)  _____ Multiple-day trip (Go to Box B).

BOX A: Answer these questions only if this is a One-day trip:
Is the beach your only destination this trip?
YES NO
Allocate your TOTAL TRIP TIME with percentages:
_____ Time on Beach
_____ Fishing or Boating
_____ Hiking/Visit Nearby Natural Area
_____ Picnicking
_____ Shopping
_____ Festival/Special Event
_____ Visit Family
_____ Eat at Local Restaurant
_____ Other (Specify)__________________________
_____ Other (Specify)__________________________
100 % TOTAL TIME

GO TO BOX C

BOX B: Answer these questions only if this is a Multiple-day trip:
Circle the place or places that best indicate where you stayed at night (If other, please indicate):
CAMPING RESORT HOTEL FAMILY OTHER________________________
Allocate your DAYTIME activities with percentages:
_____ Time on Beach
_____ Fishing or Boating
_____ Hiking/Visit Nearby Natural Area
_____ Picnicking
_____ Shopping
_____ Festival/Special Event
_____ Visit Family
_____ Eat at Local Restaurant
_____ Other (Specify)__________________________
_____ Other (Specify)__________________________
100 % TOTAL TIME

GO TO BOX C

BOX C: For either one-day or multiple-day trips, please answer the following questions:
How many miles is it from this beach to your home?
How many total miles did you travel on this trip (including all activities)?
How many people traveled with you on this trip?
Is this the first time you have been to this beach (please circle)?  YES  NO
How many times will you come to THIS beach in 1997 (please check)?
_____1-2 _____3-4 _____5-6 _____7-8 _____9-10 _____11-12 _____13-14 _____15 or more
How many times will you go to ALL beaches in 1997 (please check)?
_____1-2 _____3-4 _____5-6 _____7-8 _____9-10 _____11-12 _____13-14 _____15 or more
Approximately how much money did you spend in total for this trip?
How much money did you spend on transportation for this trip?

-- PLEASE TURN OVER--

3. Household Information.
a) Please check your annual household income:

- Less than $20,000
- $20,000 - $30,000
- $30,000 - $40,000
- $40,000 - $50,000
- $50,000 - $60,000
- $60,000 - $70,000
- $70,000 - $80,000
- $80,000 - $90,000
- $90,000 - $100,000
- $100,000 - $110,000
- $110,000 - $120,000
- Greater than $120,000

b) How much of your annual household budget do you spend on recreation in any year?

- Less than 5%
- 5% - 10%
- 11% - 15%
- 16% - 20%
- 21% - 25%
- 26% - 30%
- 31% - 35%
- Greater than 35%

c) What is your gender?  
   ___ Male  ___ Female

c) What is your age?

- Less than 17
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 64
- 65 - 75
- 75 and over

**PART II: Beach Perceptions Survey**

Use the following scale to rate your answers:
1= Strongly Disagree (SD); 2= Disagree (D); 3= Neutral (N); 4= Agree (A); 5= Strongly Agree (SA)

<table>
<thead>
<tr>
<th>The next 6 questions relate to your decision to spend time at beaches in general</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Water quality affects my decision to go to the beach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2) Beach maintenance affects my decision to go to the beach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3) Beach cleanliness affects my decision to go to the beach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4) Congestion (crowds) affects my decision to go to the beach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5) Beach Facilities (restrooms, parking, etc.) affect my decision to go to the beach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6) Lake Erie water quality is good enough for swimming.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The next 10 questions relate to your thoughts about this beach in particular</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>7) The water quality at this beach is good enough for swimming.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8) This beach is clean and well maintained.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9) This beach is safe.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10) This beach is too congested or crowded.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11) This beach has good facilities (restrooms, parking, etc.).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12) I visit this beach because it has nearby natural areas (i.e. wetlands).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13) I would visit this beach more often if it was cleaner or maintained better.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14) I would visit this beach more often if there was less congestion (crowds).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15) I would visit this beach more often if it had better facilities.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16) Concerns about the quality of water for swimming decrease my yearly visits.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The next 9 questions relate to how this beach compares to other beaches at which you have spent time</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>17) I am familiar with other beaches on Lake Erie.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18) I am familiar with other beaches in Ohio.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>19) This beach has better water quality than other beaches I could visit.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>20) This beach is better maintained than other beaches I could visit.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>21) This beach is less congested (crowded) than other beaches I could visit.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>22) This beach has better facilities than other beaches I could visit.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>23) More beaches should be provided for recreation on Lake Erie.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>24) I am well informed about the overall quality of different beaches in Ohio.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>25) More information would help me determine which beach to visit.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>