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Wrightsville Beach 2003 Survey of Beachgoers

Final Report

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Introduction

While the 2002 Beach Strand Survey conducted by the Wrightsville Beach Association (WBA) generated useful information, the research design used to administer the survey left reason to question the generalizability of the survey results. The objectives of this project were to conduct a scientific random sample of beachgoers in the Town of Wrightsville Beach that produced results generalizable to the broader population of beachgoers. More specifically, the two objectives were to conduct a survey that allows Wrightsville Beach officials to:

- Determine who the beachgoers are and where they come from; and,
- Obtain information that can be used for planning and management purposes.

In order to accomplish these objectives, an interdisciplinary research team was created with expertise in research methods, public administration, coastal management, and resource economics. This expertise proved valuable in helping craft an innovative research design that allowed for a cost-effective means of producing a statistically valid random sample of beachgoers on a typical summer weekday and weekend day along the entire length of beach (approximately 4 miles).

A questionnaire consisting of open- and close-ended questions was then developed in consultation with Wrightsville Beach officials to obtain data on:

- Where people came from;
- How they traveled to the beach;
- The duration of their stay;
- Factors affecting their choice of beach location;
- How much money was spent;
- Their perception of town services provided to beachgoers; and,
- Demographic and other personal information necessary to evaluate these data.

The research team then determined the distribution of beachgoers along the entire length of ocean shoreline by renting a plane, filming low-level flights over the beach, dividing the beach into 118 segments, and then systematically counting the number of people in each segment. These data were ultimately collapsed into 8 grids and mathematical formulas were used to allocate surveyors to each grid. The interviewers were then trained to use procedures that randomly sampled groups of beachgoers and then selected a random adult within each group to interview. These data were coded and entered into a computer database. These data were then checked and rechecked to eliminate mistakes in the coding process.

The objective of this report is to describe the research design used to produce a statistically valid sample of beachgoers in the Town of Wrightsville Beach. These data are summarized

in Appendices B and C and the complete SPSS dataset and the distributions of beachgoers are contained on the CD ROM accompanying this final report.

Research Design

Randomly sampling beachgoers along four miles of ocean shoreline requires a sophisticated research design. The objective was to ensure that all beachgoers, regardless of their location, had an equal probability of being sampled. This required first finding the distribution of beachgoers along the beach. Then randomly sampling a group of beachgoers to ensure that each group of beachgoers had an equal probability of being sampled. Procedures were then needed to randomly sample an adult within that group. People under the age of 18 were not interviewed due to complications involving the protections of human subjects and the need to obtain parental consent. However, since the questionnaire obtained information about individuals as well as members of the group, some data on people under the age of 18 was obtained indirectly. The following sections describe the research design in greater detail.

Survey Instrument

One of the first tasks was to develop the survey instrument. Since we would be administering the survey in the field and had to deal with such things as wind, sand, and water, our goal was to develop a questionnaire that fit on one double-sided sheet of legal paper and could be administered to a respondent in approximately 10 minutes. The questionnaire was developed in consultation with Wrightsville Beach officials. It included a variety of open- and closed-ended questions. Since this was the first attempt to develop a sophisticated questionnaire (the previous WBA survey instrument only had a few questions on travel behavior), a wide variety of questions were considered and tested to evaluate their potential use in future surveys of beachgoers.

Due to constraints on the questionnaire's length, it was determined that the best course of action was to use three different versions of the questionnaire, each of which included a section with a different set of questions. The first included a set of questions designed to gather information on spending behavior. The second replaced the spending questions with questions designed to evaluate contingent behavior related to the cost of parking. The final version included a set of questions designed to evaluate town services. The three versions of the questionnaire were color-coded and surveyors followed a procedure to ensure that equal numbers of each version of the questionnaire were administered.

The master version of the questionnaire is included in Appendix A. When the questionnaire was completed, it was submitted to the University of North Carolina at Wilmington's (UNCW's) Institutional Review Board (IRB) for the Protection of Human Subjects for its review and approval.

Figure 1: Example of the Aerial Pictures and Videos of the Beach

Determining the Distribution of Beachgoers

In order to develop a random sampling design, it is necessary to have some understanding of the distribution of beachgoers along the entire length of oceanfront shoreline. Factors contributing to the distribution of beachgoers include the presence of high density, multi-family structures, hotels, amount of public parking available, and the distribution of public access ways. Since these are not distributed uniformly along the beach, there was no reason to assume that the distribution of beachgoers was uniform. Understanding this distribution is important not only to develop a statistically valid sampling design but also to determine how best to allocate a limited number of surveyors along the length of beach. Moreover, an added benefit of this information is that it might allow Wrightsville Beach officials to better allocate town services such as trash collection and lifeguard facilities given limited financial resources.

Determining the distribution of beachgoers involved several steps. First, a small plane was rented and flown at low altitude (approximately 500 feet) for the entire length of beach while a member of the research team filmed the entire width of beach using a digital video camera. During each flight, the entire length of shoreline was filmed two or three times. Still photos for the entire length of beach were also taken [Figure 1]. Twelve flights were scheduled at a variety of times on Friday June 20, 2003, Saturday June 21, 2003; Sunday June 22, 2003, and Tuesday June 24, 2003. One flight late Friday afternoon had to be canceled due to an afternoon thunderstorm. Weather conditions for the remaining 11 flights were typical of those on a summer day. The weather conditions for the Saturday and Sunday flights were excellent. During the early afternoon flights on these days, a member of the research team drove the length of the beach inspecting public parking lots and spaces. The parking lots were generally full, and traffic conditions were similar to those experienced on peak summer weekends. The relatively large number of parking tickets issued on these days relative to other summer weekend days indicates that parking facilities were at or near capacity in terms

Figure 2: Example of How the Beach Was Divided Into 118 Segments

of visitors arriving by car. However, there are likely higher numbers on peak holiday weekends when rental occupancy rates are higher (July or early August).

The next step involved using readily identifiable land marks from the still photographs to divide the beach into 118 distinct grid segments [Figure 2]. The information in the aerial video tapes allowed us to count and record the number of beachgoers in each segment. Fortunately, we were able to hire a student with military photo interpretation experience to help with this stage of the analysis. His expertise and guidance proved invaluable.

Two individuals were involved in doing the counts to improve the accuracy of the results. First, the various flights for each time period were viewed in sequential order by the two counters. The counters reached agreement on which pass was the clearest and easiest to count and selected it for their analysis. The counters then independently counted the number of people in each of the 118 grid segments, compared counts by segment, and then found the average for each segment using the following rules:

- All people walking, sitting, swimming, etc. were counted;
- If there was a debate over the number of people in a group or if there was a grouping of chairs and people together that made it difficult to determine a count, an average was agreed upon;
- When a particular grid exceeded one screen, they counted everyone on the screen and compared counts, averaged them, and then used the slow advance to move to the next full screen. The process continued until the grid was finished.

Table 1: Distribution of Beachgoers Along Wrightsville Beach

		Friday 6/20/03		Saturday 6/21/03			Sunday 6/22/03			Tuesday 6/24/03		
	Area 1,000 sq ft	9:30 AM	2:45 PM	10:45 AM	1:30 PM	6:30 PM	9:30 AM	12:30 PM	4:30 PM	11:30 AM	3:30 PM	7:30 PM
Grid 1 (1 – 3)	2,594	33	11	96	216	78	81	168	109	97	78	46
Grid 2 (4 – 14)[1]	629	12	7	88	158	61	62	214	110	128	105	32
Grid 3 (15 – 30)	544	72	62	335	512	133	129	879	466	383	488	85
Grid 4 (31 – 47)	252	87	202	513	1056	200	184	939	607	457	549	112
Grid 5 (48 – 57)	165	90	227	512	1265	277	211	963	591	469	667	125
Grid 6 (58 – 64)	124	60	119	278	696	162	109	488	289	353	420	102
Grid 7 (65 – 73)	248	38	99	280	642	82	97	518	227	282	257	84
Grid 8 (74 – 96)	626	54	121	312	682	169	157	709	374	279	399	91
Grid 9 (97 – 112)	463	43	70	231	426	138	143	396	257	217	306	100
Grid 10 (113 – 116)	765	2	19	50	37	73	32	57	45	37	59	43
Total	**6,410**	**491**	**937**	**2,695**	**5,690**	**1,373**	**1,205**	**5,331**	**3,075**	**2,702**	**3,328**	**820**

[1]Includes segment 10A and 13A

Figures 3 and 4 display the resulting distribution for the highest counts on a weekday and a weekend day in the afternoon. The grids were then aggregated into 10 segments based on readily identifiable landmarks. The data presented in Table 1 illustrate the distribution of beachgoers along the entire length of beach. Subsequently, these data were collapsed into 8 segments based on the distribution of beachgoers and the need to better manage the administration of the survey instrument. Grids 1 and 2 at the north end were combined. Similarly, grids 9 and 10 were combined at the south end of the Island.

Sampling Design

A complicated sampling design was required to ensure that each adult beachgoer had an equal probability of being interviewed by a surveyor. The entire length of beach was divided into 8 segments:

- ***Grid 1***: north end of the beach (Mason's Inlet) to the northern edge of north edge of public access #4 (N. Lumina lot) near Dune Ridge;
- ***Grid 2***: north edge of public access #4 to the north side of the Moores Inlet Parking lot (public access #8) on the north side of the Sunspree Resort;
- ***Grid 3***: north side of public access # 8 on the north side of the Sunspree Resort to the north side of Johnny Mercer's Pier;
- ***Grid 4***: south side of Johnny Mercer's Pier to the northern edge of Augusta Street and Public Access #22;
- ***Grid 5***: northern edge of Augusta Street and Public Access #22 to the northern edge of Stone Street (Public Access #29);
- ***Grid 6***: northern edge of Stone Street (Public Access #29) to the southern end of the Blockade Runner Resort or the northern edge of Public Access #33;

Figure 3: Distribution of Beachgoers - Saturday, June 21, 2003 at 1:30 PM

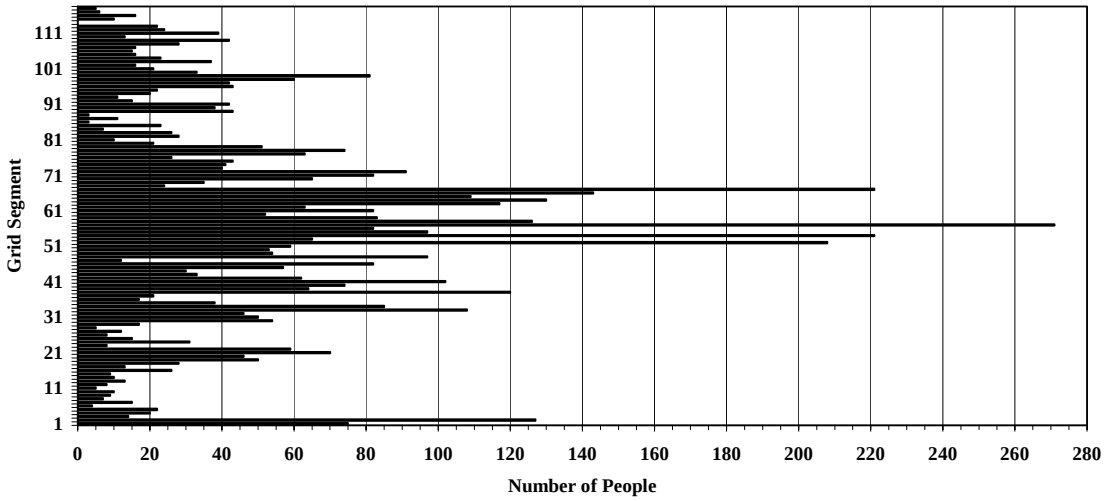
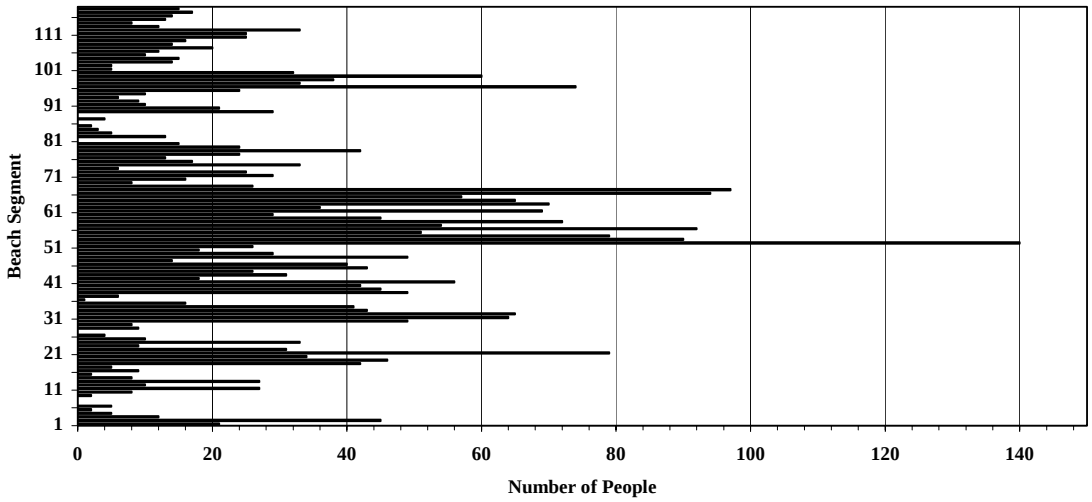


Figure 4: Distribution of Beachgoers - Tuesday, June 24, 2003 at 3:30 PM



- ***Grid 7***: southern end of the Blockade Runner Resort or the northern edge of Public Access #33 to the southern side of the Oceanic Restaurant; and,
- ***Grid 8***: southern side of the Oceanic Restaurant to Masonboro Inlet.

Each group of surveyors was given directions on whether to work north or south through their grid and where to meet for lunch and at the end of the day. Cellular phones were used to maintain contact with each group of surveyors and to monitor their progress through the grids. Members of the research team in the field periodically checked with each group of surveyors to monitor their progress and to supervise the administration of the survey.

Since the number of surveyors available to administer the questionnaire varied over the course of the day and across the two survey days (Tuesday and Saturday), a set of mathematical equations was used to efficiently allocate the number of available surveyors across the 8 grids.

This required dividing the survey into two time periods (e.g., morning and afternoon) distributed across two different days (Tuesday and Saturday). The method used to allocate surveyors across the survey grid areas was applied separately to each survey time period.

The number of hours available in a particular survey period is denoted as h. The number of individual surveyors available to conduct surveys during the survey period is denoted as S. Each of the 8 geographical grids was assigned an identification index number i = 1, 2, 3, . . . 8, assigning the northern-most area i = 1 and numbering the areas consecutively from north to south along the beach. The area of each grid segment in square feet is denoted by A_i. The anticipated number of tourists present in each grid area by day of the week and time of day, based on the aerial survey data, is denoted by n_i. The average number of individual tourists per group of tourists, based on aerial survey data, is denoted as g_i. The estimated time per interview based on pre-test interviews is denoted as I. The assumed walking speed of surveyors from one group of surveyed tourists to the next along the beach is 88 ft/min (1 mi/hr), denoted by w.

Based on the given information and assumptions described in the preceding paragraph, a number of variables are defined and their values were calculated:

- The number of tourist groups in grid area i, $N_i = n_i/g_i$.
- Tourist group density (i.e., square feet per tourist group) in grid area i, $AG_i = A_i/N_i$.
- Average distance (ft) between tourist groups in grid area i, $d_i = \sqrt{AG_i}$.

The percentage of tourist groups surveyed in grid area i, P_i, is found using the following equation:

$$P_i = \frac{c_{hi} \cdot h \cdot s_i}{N_i},$$

Where the number of available surveyors assigned to grid area i, is denoted by s_i, and is calculated later below, and where the number of surveys completed per hour per surveyor in grid i, denoted by c_{hi}, is given by the following equation:

$$c_{hi} = \frac{60}{I + W_i}.$$

The average surveyor walking time (min.) between tourist groups in grid area i, denoted by Wi, in the equation above is found by using the following equation:

$$Wi = \frac{d_i}{P_i \cdot w}.$$

The last three equations above constitute a simultaneous system of three equations with three unknowns, P_i, W_i and c_{hi}. The three equations are solved together to determine the values of P_i, W_i and c_{hi}.

The surveyor allocation problem is then to allocate the available surveyors (S) among the grids (s_i) so as to maximize the percentage of groups surveyed (P_i) while keeping the percentage of groups surveyed (P_i) the same across all grid areas to ensure an equal probability of being sampled while satisfying the conditions imposed by the three simultaneous equations described above. This can also be described as the following optimization problem:

$$\max_{s_i} P_i = \frac{c_{hi} \cdot h \cdot s_i}{N_i}$$

subject to constraint equations: $P_i = P_j$, for all i and j;

$$S = \sum_i s_i \; ; \quad c_{hi} = \frac{60}{I + W_i}; \quad W_i = \frac{d_i}{P_i \cdot w}.$$

The computer is used to solve this optimization problem. The solution to the problem gives us the number of surveyors assigned to each grid area (s_i). The percentage of groups surveyed (P_i) values were then calculated from the values for the surveyors assigned to each grid (s_i), and the skip numbers, denoted as k_i were then calculated as $k_i = 1/P_i$.

The skip number was used to identify the first group to interview and was then used to systematically sample selected groups of beachgoers in the grid. Skip numbers generally ranged from 0 (in the morning) to 5 (in the afternoon). When first arriving at the grid, the group of surveyors began by identifying the first group of beachgoers in their grid and systematically counting off groups until they reached their skip number. A random number card was then used to determine which group of beachgoers would be the first one interviewed. From that point forward, the surveyors systematically counted off groups until reaching the skip number and then interviewed a member of that group of beachgoers. Given the various sizes of each grid and the different distributions of beachgoers within them, various procedures were used to ensure that surveyors moved systematically through the grid. In densely populated beach areas, surveyors often moved systematically from the dunes to the water and then moved on to the next strip of beachgoers. In the larger, less densely populated grids they often simply progressed lengthwise down the beach.

Figure 5: Surveyors Sampling Beachgoers

Once a group of beachgoers was selected, the next task was to randomly sample an adult over 18 within that group. This was accomplished by the surveyor mentally labeling one of the adults as #1 and then using some systematic counting pattern such as moving clockwise or counterclockwise around the group of adults. The surveyor then looked at the next unused random number on their random number card. If the number on the card matched one of the people they just numbered, that person was asked if they would be willing to participate in the study and was read the informed consent statement. If the number was larger than the number of adults in the group, then the surveyor moved to consecutive numbers on the random number card until a number matched a number corresponding to one of the adults in the group [Figure 5].

Collectively, these procedures helped ensure that each group of beachgoers and each adult within a group of beachgoers had an equal probability of being sampled. This helped avoid potential selection biases by our interviewers. For example, the data could be biased if males only chose to interview females or systematically selected only younger, attractive, or talkative people. Conversely, it would be possible that an interviewer might be afraid to interview particularly attractive people or people who were much older than they were or who otherwise intimidated the surveyor in some way.

Figure 6: Surveyors Undergoing Training at Wrightsville Beach Town Hall

Survey Administration

Rather than use a self-administered questionnaire, trained surveyors interviewed adult beachgoers using a questionnaire with a series of open- and closed-ended questions. Each surveyor underwent a training session [Figure 6]. During the training session, several things occurred. The procedures for randomly sampling groups of beachgoers were explained. The procedures for using the random number card to randomly sample a member of the group to interview were explained. The surveyors read through the questionnaire and members of the research team explained how to record data for various types of questions. The procedures for asking about income were explained because they involved using a coded laminated card so that respondents did not have to reveal their personal income in front of other beachgoers. The surveyors were instructed on how to read the informed consent statement, and they were instructed not to interview anyone under the age of 18. The surveyors were trained in how to use a handheld global positioning system (GPS) meter to record the location of an interview. Surveyors were also advised to bring the following:

- A watch;
- Suntan lotion;
- Hat;
- Sun glasses;
- Sandals, sneakers, or other appropriate footwear.

The goal was to administer the questionnaire on a typical weekday and a typical weekend day. Accordingly, we wanted to make sure that the weather conditions reflected a traditional beach day. The weekday sample went ahead as scheduled on Tuesday July 22, 2003. While it was a little windier than normal, the weather in terms of temperature and cloud cover was typical of a summer beach day. The first Saturday sample was scheduled for July 26, 2003. It was canceled due to weather concerns and rescheduled for the following Saturday, August

2, 2003. Despite some weather concerns, the survey was administered on August 2, 2003. While there was a brief passing shower in the morning, the weather for the vast majority of the day was excellent.

The morning of the survey, each surveyor was assigned to one of the eight grids. Every attempt was made to ensure that each grid had an experienced surveyor that had worked for UNCW's Survey Research Lab (SRL) in the past. When this was not possible, a member of the research team or a graduate student with additional training accompanied the group. The number of surveyors assigned to each grid was determined using the aforementioned procedures. The number varied from as few as one surveyor on the weekday morning sample to as many as ten on the Saturday afternoon sample. In some instances, surveyors were reallocated during the course of the day to ensure that an appropriate number of surveyors were working in each grid.

Before entering the field, each surveyor was provided with the following equipment to facilitate the administration of the survey:

- A clipboard with the informed consent form and a stack of alternating color-coded surveys;
- A laminated card with income categories;
- A random number card;
- A sheet for recording non-responses, refusals, or non-English speaking beachgoers;
- A brightly colored shirt identifying the surveyor as a member of a UNCW research team to help increase the response rate and allow the research team to quickly locate and remove surveyors from the beach in case of inclement weather;
- Pens; and,
- A handheld global positioning system (GPS) meter to record interview locations.

Administration of the survey was divided into two time periods: 9:00 AM – 12:00 PM; and 1:00 PM to 4:00 PM. Periodically during the course of the day, a member of the research team provided water and soda to the surveyors to ensure that they remained properly hydrated. Lunch was provided at a designated location from 12:00 PM to 1:00 PM. During lunch, the research team collected the morning survey data, ensured that the questionnaires had the necessary identification information for data entry, reallocated surveyors where necessary, informed each team of surveyors of their new skip pattern, and answered questions or provided additional guidance to the surveyors.

Overall, the administration of the survey was very successful and the questionnaire's design, surveyor training, and sampling procedures resulted in a high response rates for all 4 sampling periods [Table 2]. The response rate for the Tuesday sample was 90.1 percent. The response rate for the Saturday sample was 88.6 percent.

Table 2: Completed Questionnaires and Response Rates

	Tues. - AM	Tues. – PM	Sat. - AM	Sat. - PM	Totals
Questionnaires	147	153	205	246	751
Refusals/non-English	16	17	33	25	91
N	163	170	238	271	842
Response Rate	90.2%	90%	86.1%	90.8%	89.2%
Total - Questionnaires	300		451		751
Total – N	333		509		842
Total – Response Rate	90.1%		88.6%		89.2%

Data Entry

The questionnaires for each grid were collected at the end of each time period and secured in manila envelopes. Each questionnaire was numbered and the name of the interviewer, day, and time were recorded. The non-responses, refusals, or non-English speaking respondents were also recorded for each interviewer. The total number of surveys administered during each time-period is presented in Table 2.

In order to analyze the data and fulfill the terms of the grant, the data from the questionnaires were coded and entered into a computer database so that they would be available for analysis using the statistical software SPSS. Given the diversity of beachgoer circumstances, the large number of surveyors, and a variety of data enterers, it was important to ensure that the data entry process was consistent. In order to standardize data input and minimize the problems associated with data entry, the questionnaire was coded using software codenamed DATA, which is a variant of software used by the UNCW Survey Research Laboratory to conduct telephone interviewing. The program presents the data enterer with the questionnaire on the computer screen. The enterer records the response written on the questionnaire on the keyboard, writing it directly to the disk. The software helps validate the accuracy of the recorded data by comparing each item with a range of acceptable alternative responses. Any invalid data entry must be resolved before the enterer can proceed to enter the response for the next question. This helps avoid the entry of spurious or invalid data. When the respondent's answer leads to specific follow-up questions, the software automatically prompts the data enterer for the answers to the relevant questions. The software also accepts answers to various open-ended questions.

The interviewer, grid, day, time, and questionnaire number were then used to identify mistakes in the recorded data. Having multiple known reference points allowed the research team to use cross tabulations to verify that the information has been correctly entered. When multiple problems in a particular day, grid, and time were encountered, the data for the entire grid was entered again. Single problems were addressed by comparing the questionnaires with the entered data and using various cross tabulations to identify and correct mistakes in the dataset manually. Once the cross tabulations matched all known reference points, the data for other variables were examined, and miss-coded data were fixed manually by

checking the responses on the questionnaire. The codebook for the variables in the SPSS dataset accompanying this report is contained in Appendix D.

Conclusion

While detailed analysis of the survey data is beyond the scope of the funding grant, additional analysis could provide useful information to Town officials for planning and management purposes. For example, the data provide:

- A profile of a typical beachgoer on a summer weekday and weekend day;
- Information on the travel behavior of beachgoers including where they come from, how long do they stay, how frequently do they visit the beach, how long did it take to find a parking space, etc.;
- A means of estimating the economic impacts of beachgoers by analyzing the spending behaviors of beachgoers;
- Perceptions of town services and their relative importance in terms of selecting a location of the beach to visit; and,
- Distributions of beachgoers could be used to make decisions regarding service delivery and the construction of new facilities.

Appendix B summarizes selected results in terms of frequencies and descriptive statistics, and the results of the open-ended questions are summarized in Appendix C. As the research team completes its independent analysis of these data, results will be forwarded to Wrightsville Beach officials.

Appendix A: Master Survey Instrument

TRIP INFORMATION

1. In what state, county, and city did your trip originate? ____ State, _____ county, C. _____ city
   _____ ZIP CODE ____ Refused, don't know, no answer (Answer R)

   <IF DROVE FROM OUTSIDE NEW HANOVER COUNTY>
   2. How did you get to New Hanover County? Did you travel . . .
   ____ over the Cape Fear Bridge ____ down I –40, _____ down U.S. 17 N. ____ other

3. How many adults (over 18) traveled with you to the beach? ____ people

4. How many individuals under 18 traveled with you to the beach? ____ people

5. How many years have you been coming to Wrightsville Beach? ____ years

6. When do you typically come to the beach? ____ during the week ____ on weekends ____ vacation or days off

7 How many days is your current trip to Wrightsville Beach? ____ days

8. Including today, how many trips to Wrightsville Beach have you taken since the Easter weekend? ____ trips

9. At this point, knowing what you do about your other commitments, how many more trips to Wrightsville Beach do you think you will take through Labor Day weekend? ____ trips

10. How many trips do you expect to take ***next*** summer (Easter weekend to Labor Day weekend) to Wrightsville Beach? _____ trips

11. How did you discover Wrightsville Beach? ____ grew up here/local resident, ____ friends/family/word of mouth, ____ television, ____ magazine, ____ internet, ____ some other source (specify _____)

BEACH SITE LOCATION CHOICE INFORMATION

12. What is the primary purpose of your trip to the beach today? ____ sun/tan, _____ relax/read, ____ walk/jog,
    ____ swim ____ surf/board, ____ fish, ____ socialize/date/meet people, ____ entertain kids, ____ other

13. How many hours have you been on the beach today? _____ hours

14. How many more hours will you stay on beach today? _____ hours

15. Have you been to this particular location on the beach before? ____ Yes ____ No

16. How did you travel to the beach today (from home/hotel)? ____ drove vehicle, ____ passenger in vehicle, ____ bike, ____ walk, ____ other

    <IF TRAVEL BY VEHICLE> Where did you park?

    ____ public parking lot
    ____ metered roadside space
    ____ unmarked/illegal/tow away location
    ____ unmetered roadside space
    ____ private driveway
    ____ other

    17. Approximately how long did it take to find a parking space? _____ (minutes)

18. Did you find a parking space in the area of the beach that you wanted? ____ yes ____ no

19. In the last year, did you try to visit Wrightsville Beach but went somewhere else because you couldn't find parking? ___ yes ___ no

20. If you couldn't come to Wrightsville Beach, what beach would be your second choice _____

21. About how many blocks did you have to walk today from your vehicle/house/hotel to the beach itself? ____ blocks

22. Which of the following factors were important in your decision to choose this location on Wrightsville Beach? It is near . . . (Check all that apply)

____ your condo, cottage, or hotel
____ where you parked
____ life guards
____ public restrooms
____ a pier
____ restaurants
____ shopping
____ good swimming conditions
____ good surfing conditions
____ good fishing conditions
____ there are a lot of people here
____ it is relatively peaceful with few people
____ You expected to find people you know or planned to meet

Other important factors? _____
Which was the most important factor? _____

SPENDING BEHAVIOR (In one of three versions of the survey)

23. We would now like to find out more information on the spending behavior of beachgoers. For all days of this trip to the beach, approximately how much will you, individually (not your group), spend on:

Spending Category	**On Wrightsville Beach**	**Locally*, Off Wrightsville Beach**	**Outside Local* Area**
Parking Fees	$	$	$
Gasoline	$	$	$
Restaurants	$	$	$
Groceries	$	$	$
Beach Gear (lotion, towels, chairs, clothes,)	$	$	$
Other Entertainment (movies, nightclubs, etc.)	$	$	$
Hotel/Motel	$	$	$
Cottage/Condo Rental	$	$	$
Rental Car	----------	$	$
Air Travel	----------	$	$
Other _____	$	$	$

* Local area = New Hanover County (including Wilmington).

CONTINGENT BEHAVIOR (In one of three versions of the survey)

I am now going to ask you some hypothetical questions so that we can better understand the behavior of beachgoers.

24. Thinking again about the number of trips you expect to take to Wrightsville Beach ***next*** summer (Easter weekend to Labor Day weekend, suppose the cost of parking in public lots and metered spaces doubled. How many trips would you expect to take ***next*** summer to Wrightsville Beach)? _____ trips

25. Suppose the cost of parking in public lots and metered spaces doubled, but twice as many parking spaces were available in public parking lots. How many trips would you expect to take ***next*** summer to Wrightsville Beach? _____ trips

26. Suppose the cost of parking in public lots and metered spaces doubled, but the number of bathrooms and showers doubled at public parking lots. How many trips would you expect to take ***next*** summer to Wrightsville Beach? _____ trips

27. Suppose the cost of parking in public lots and metered spaces doubled, but the number of lifeguards doubled along the beach. How many trips would you expect to take ***next*** summer to Wrightsville Beach? _____ trips

TOWN SERVICES (In one of three versions of the survey)

28. I am now going to read a list of services provided by Wrightsville Beach to beachgoers. Please grade each of these services with "A" being excellent, "B" being above average, "C" being average, "D" being below average, and "F" being failing.

____ availability of parking
____ pay stations that take credit cards
____ places to get change
____ life guards
____ availability of public restrooms
____ hours of operation for public restrooms
____ availability of showers/changing facilities
____ accessibility of the beach to those with handicaps
____ number of public access sites
____ signage for public access sites
____ trash receptacles
____ cleanliness of the beach
____ information on surf conditions
____ visitor information

Are there any other services or problems we should be aware of
_____

29. Overall, how satisfied are you with the services provided to beachgoers at Wrightsville Beach?
____ extremely satisfied ____ satisfied ____ unsure ____ dissatisfied ____ extremely dissatisfied

DEMOGRAPHIC INFORMATION

30. ____ Male ____ Female

31. Your racial background is best described as ____ white ____ black ____ Hispanic ____ Asian ____ Native American ____ Other

32. What year were you born? ____ year

33. What is the highest grade of education that you have completed? ____ less than high school ____ high school
____ some college ____ college or greater

34. Are you employed? ____ Yes ____ No

<IF EMPLOYED>
35. You work ____ part time _____ full time

36. How many people are in your household? ____ people

37. Which of the following categories best describes your total household income last year? (Hand them a card)
_____ record letter

OVERALL SATISFACTTION

38. How would you rate your beach going experience at Wrightsville Beach when compared to other beaches you have visited? ____ the best beach I have visited ____ better than most beaches _____ about average ____ worse than most beaches ____ the worst beach I have visited

39. Overall, how would you rate this trip to the beach today? ____ extremely satisfied ____ satisfied ____ unsure
____ dissatisfied ____ extremely dissatisfied

Thank you for talking some time out of your trip to answer these questions. Have a nice day.

Note: Informed Consent was read the respondents

INFORMED CONSENT

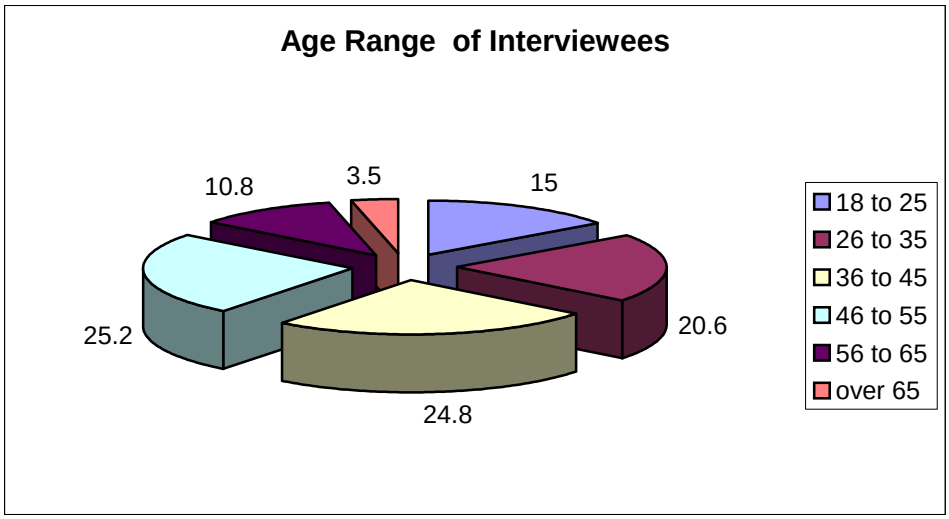
Hi. My name is _____. I work for the University of North Carolina at Wilmington and we are conducting a survey of beach goers on Wrightsville Beach to learn more about beach use and behavior. Would you or someone in your group be willing to participate in our study? All information will be anonymous.

Note: A laminated card with the following information was used to answer the income Question

A. ____ Below $15,000
B. ____ Between $15,000 and $25,000
C. ____ Between $25,000 and 35,000
D. ____ Between $35,000 and $50,000
E. ____ Between $50,000 and $75,000
F. ____ Between $75,000 and $100,000
G. ____ Between $100,000 and $150,000
H. ____ Over $150,000

Appendix B:
Summary of Selected Survey Results

DEMOGRAPHICS OF BEACHGOERS



GENDER

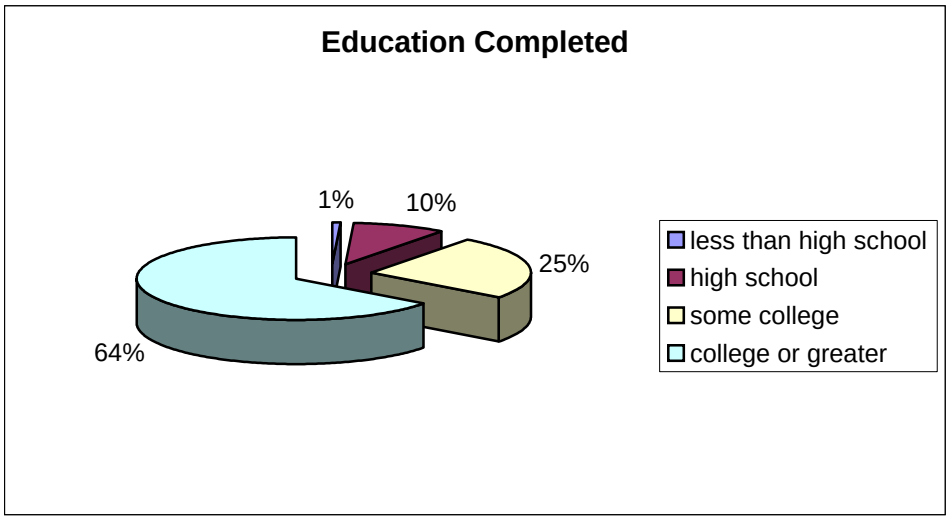
	Frequency	Percent
Male	281	37.6
Female	467	62.4
Total	748	100.0

RACIAL BACKGROUND

	Frequency	Percent
White	707	95.2
Black	15	2.0
Hispanic	10	1.3
Asian	6	.8
Native American	3	.4
Other	2	.3
Total	743	100.0

AGE RANGE

	Frequency	Percent
18 to 25	111	15.0
26 to 35	153	20.6
36 to 45	184	24.8
46 to 55	187	25.2
56 to 65	80	10.8
over 65	26	3.5
Total	741	100.0



HIGHEST GRADE COMPLETED

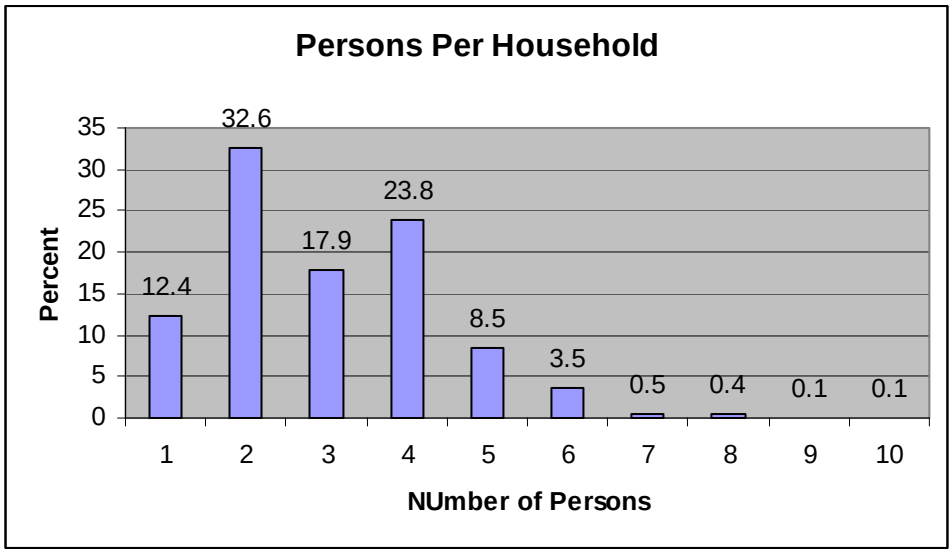
	Frequency	Percent
Less than high school	7	.9
High school	71	9.5
Some college	186	24.9
College or greater	482	64.6
Total	746	100.0

IS INDIVIDUAL EMPLOYED

	Frequency	Percent
Yes	600	80.3
No	147	19.7
Total	747	100.0

PART TIME OR FULL TIME WORK

	Frequency	Percent
Part time	111	18.5
Full time	490	81.5
Total	601	100.0

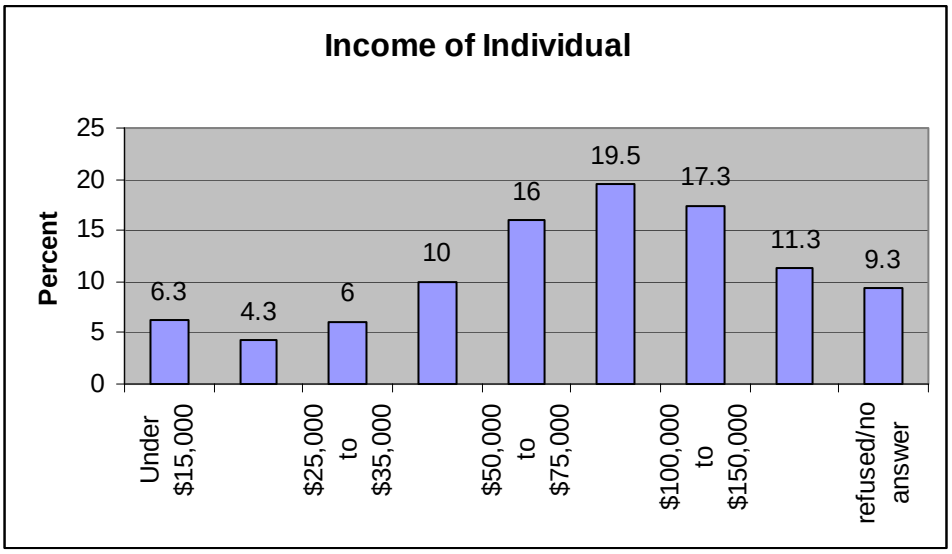


NUMBER OF PEOPLE IN HOUSEHOLD

N	Frequency	Percent
1	92	12.4
2	241	32.6
3	132	17.9
4	176	23.8
5	63	8.5
6	26	3.5
7	4	.5
8	3	.4
9	1	.1
10	1	.1
Total	739	100.0

INCOME OF INDIVIDUAL

	Frequency	Percent
Under $15,000	47	6.3
$15,000 to $25,000	32	4.3
$25,000 to $35,000	45	6.0
$35,000 to $50,000	75	10.0
$50,000 to $75,000	120	16.0
$75,000 to $100,000	146	19.5
$100,000 to $150,000	130	17.3
Over $150,000	85	11.3
refused/no answer	70	9.3
Total	750	100.0



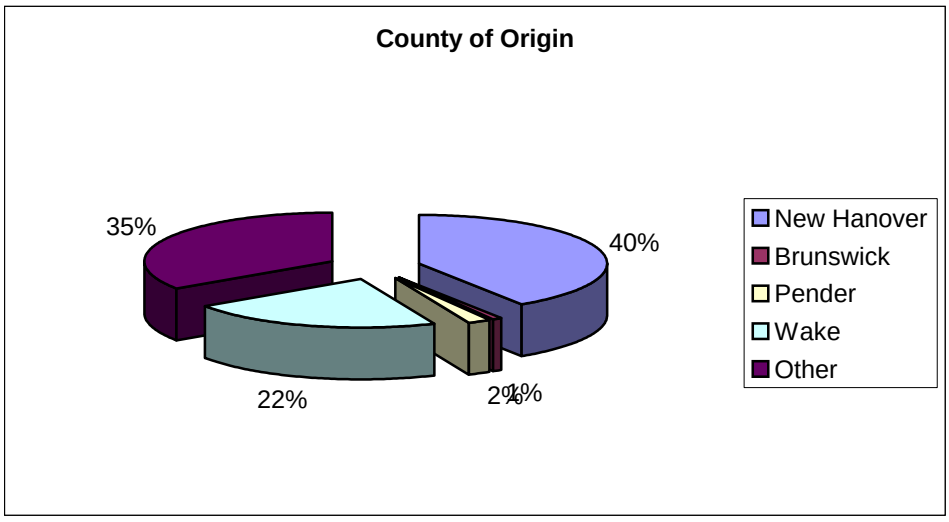
PLACE OF ORIGIN

NORTH CAROLINA RESIDENT

	Frequency	Percent
North Carolina Resident	566	75.4
Out of State	184	24.5
Missing/Blank	1	.1
Total	751	100.0

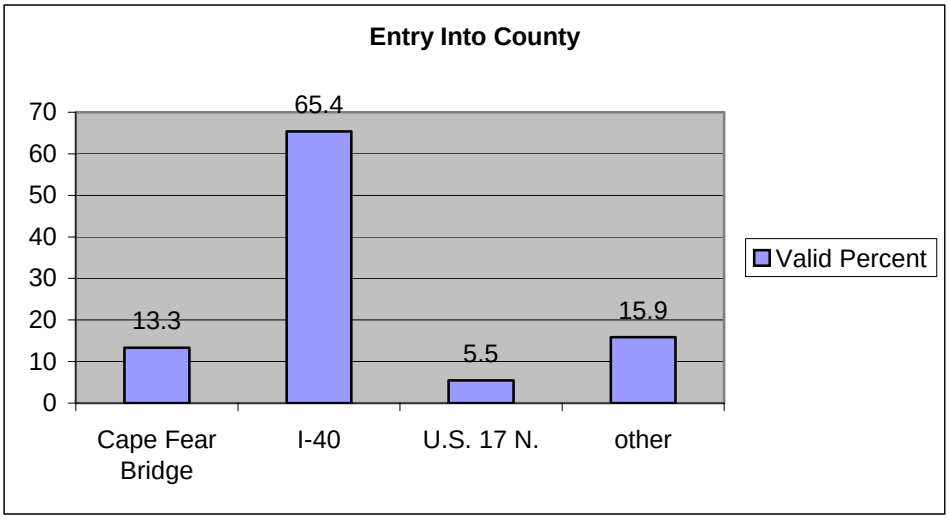
STATE OR OTHER

	Frequency	Percent
Virginia	27	14.9
South Carolina	7	3.9
Maryland	8	4.4
Tennessee	7	3.9
Georgia	14	7.7
West Virginia	2	1.1
Kentucky	3	1.7
New Jersey	8	4.4
Pennsylvania	16	8.8
New York	12	6.6
Maryland	2	1.1
Connecticut	4	2.2
Other	71	39.2
Total	181	100.0



BEACHGOERS FROM SELECTED COUNTIES

	Frequency	Percent
New Hanover	211	40.9
Brunswick	4	.8
Pender	10	1.9
Wake	113	21.9
Other	178	34.5
Total	516	100.0



ENTRY INTO COUNTY

	Frequency	Percent
Cape Fear Bridge	75	13.3
I-40	370	65.4
US 17 N.	31	5.5
Other	90	15.9
Total	566	100.0

GROUP SIZE

	Mean	Median	Minimum	Maximum
Adults in Party	3.15	3.00	1	21
Children in Party	1.19	0.00	0	20
Party Size	4.33	3.00	1	31

YEARS COMING TO WRIGHTSVILLE BEACH

	Mean	Median	Minimum	Maximum
Years	12.16	8	0	65

WHEN DO YOU TYPICALLY COME TO THE BEACH?

	Frequency	Percent
During the week	122	20.3
On weekends	239	39.7
Vacation or days off	241	40.0
Total	602	100.0

HOW DID YOU DISCOVER WB?

	Frequency	Percent
Grew up here/local resident	172	23.5
Friends/family/word of mouth	431	58.9
Television	5	.7
Magazine	3	.4
Internet	9	1.2
Some other	112	15.3
Total	732	100.0

PRIMARY PURPOSE OF YOUR TRIP TO THE BEACH TODAY

	Frequency	Percent
Sun/tan	110	18.2
Relax/read	294	48.6
Walk/jog	7	1.2
Swim	28	4.6
Surf/board	29	4.8
Fish	1	.2
Socialize/date/meet people	24	4.0
Entertain kids	44	7.3
Other	68	11.2
Total	605	100.0

CURRENT TRIP CHARACTERISTICS

DAYS IN CURRENT TRIP

	Mean	Median	Minimum	Maximum
Days	4.11	3.00	1	90

HOURS ON BEACH

	Mean	Median	Minimum	Maximum
Hours on Beach Today	1.89	2.00	0.00	11.00
Additional Hours Expected	2.69	2.00	0.00	10.00
Total Hours	4.59	4	1.00	21.00

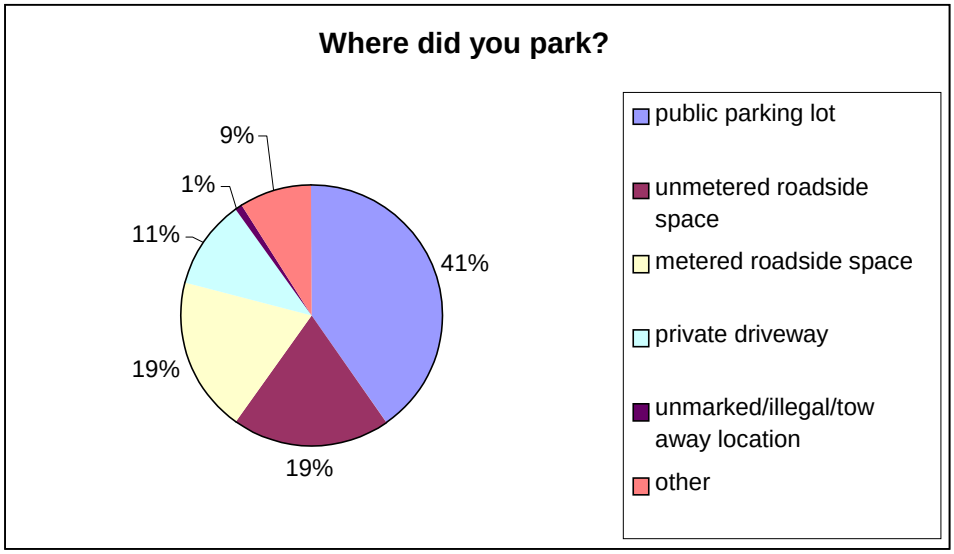
HAVE YOU BEEN TO THIS LOCATION BEFORE

	Frequency	Percent
Yes	592	79.9
No	149	20.1
Total	741	100.0

HOW DID YOU TRAVEL TO THE BEACH

	Frequency	Percent
Drove vehicle	464	62.6
Passenger in vehicle	47	6.3
Bike	1	.1
Walk	219	29.6
Other	10	1.3
Total	741	100.0

PARKING



IF TRAVELING IN A VEHICLE, WHERE DID YOU PARK

	Frequency	Percent
Public parking lot	204	40.3
Unmetered roadside space	98	19.4
Metered roadside space	97	19.2
Private driveway	56	11.1
Unmarked/illegal/tow away location	5	1.0
Other	46	9.1
Total	506	100.0

HOW LONG DID IT TAKE YOU TO FIND A PARKING SPACE

	Mean	Median	Minimum	Maximum
Minutes	4.07	1	0	90

DID YOU FIND A PARKING SPACE IN THE AREA YOU WANTED

	Frequency	Percent
Yes	441	91.7
No	40	8.3
Total	481	100.0

IN LAST YEAR, DID YOU TRY TO VISIT WB BUT WENT ELSEWHERE BECAUSE NO PARKING

	Frequency	Percent
Yes	152	31.1
No	337	68.9
Total	489	100.0

NUMBER OF BLOCKS TO WALK TO BEACH

	Frequency	Percent
0	193	26.8
1	422	58.6
2	80	11.1
3	12	1.7
4	4	.6
5	4	.6
6	3	.4
7	1	.1
8	0	0
9	1	.1
Total	720	100.0

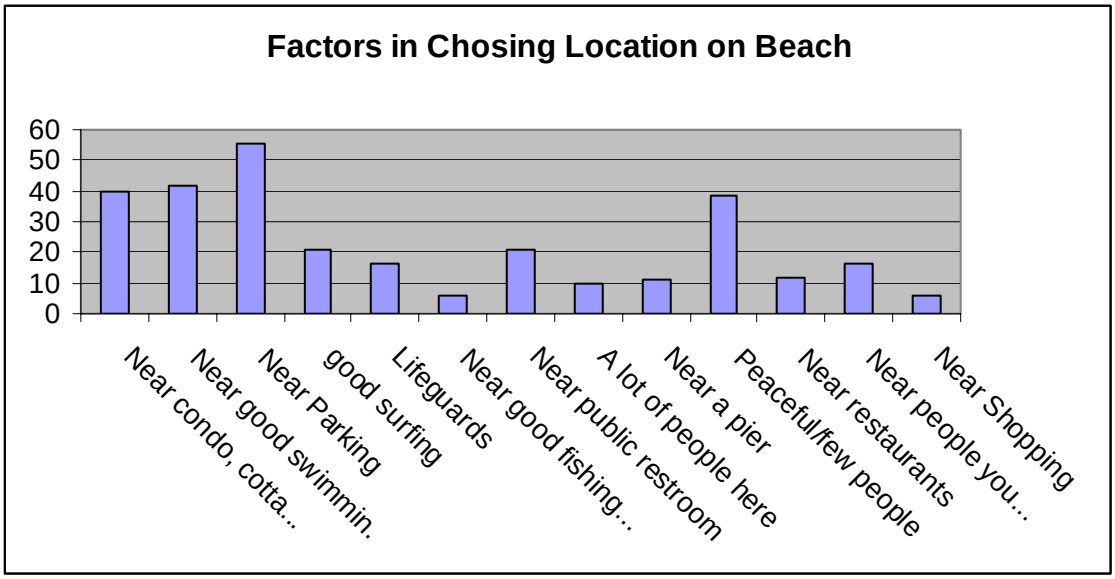
BEACH TRIPS 2003 - 2004

NUMBER OF TRIPS 2003

	Mean	Median	Minimum	Maximum
Trips Since Easter	7.95	2	1	90
Expected Trips Though Labor Day	5.08	1	0	90
Expected Trips 2003	13.03	3	1	180

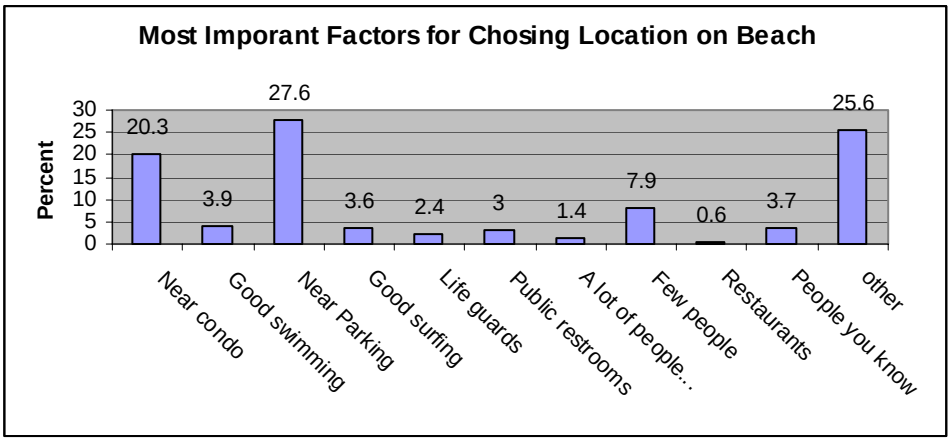
EXPECTED TRIPS 2004

	Mean	Median	Minimum	Maximum
Trips	11.26	3	0	90



IDENTIFIED AS FACTORS FOR CHOOSING A BEACH LOCATION

	Percent Who Answered Yes
Near condo, cottage, or hotel	39.8
Near good swimming conditions	41.5
Near where you parked	55.7
Near good surfing conditions	20.6
Near lifeguards	16.4
Near good fishing conditions	5.9
Near public restroom	21.0
A lot of people here	9.5
Near a pier	11.3
Peaceful/few people	38.6
Near restaurants	12.0
Near people you know/plan to meet	16.5
Near Shopping	5.7



WHICH WAS THE MOST IMPORTANT FACTOR?

	Frequency	Percent
Near condo	103	20.3
Near good swimming conditions	20	3.9
Near where you parked	140	27.6
Near good surfing conditions	18	3.6
Near life guards	12	2.4
Near public restrooms	15	3.0
Near a lot of people here	7	1.4
Near few people	40	7.9
Near restaurants	3	.6
Near people you know or planned to meet	19	3.7
other	130	25.6
Total	507	100.0

EXPENDITURES

	Mean	Median	Minimum	Maximum
Total spent individually on Wrightsville Beach	$386.39	$37.00	$0.00	$8,274
Total spent individually locally but off Wrightsville Beach	$180.81	$20.00	$0.00	$10,220
Total Spent outside of Local Area	$94.81	$0.00	$0.00	$7,020
Total Spent Individually	**$662.01**	**$158.50**	**$0.00**	**$18,240**

HOW MANY TRIPS WOULD YOU MAKE TO THE BEACH IF . . .

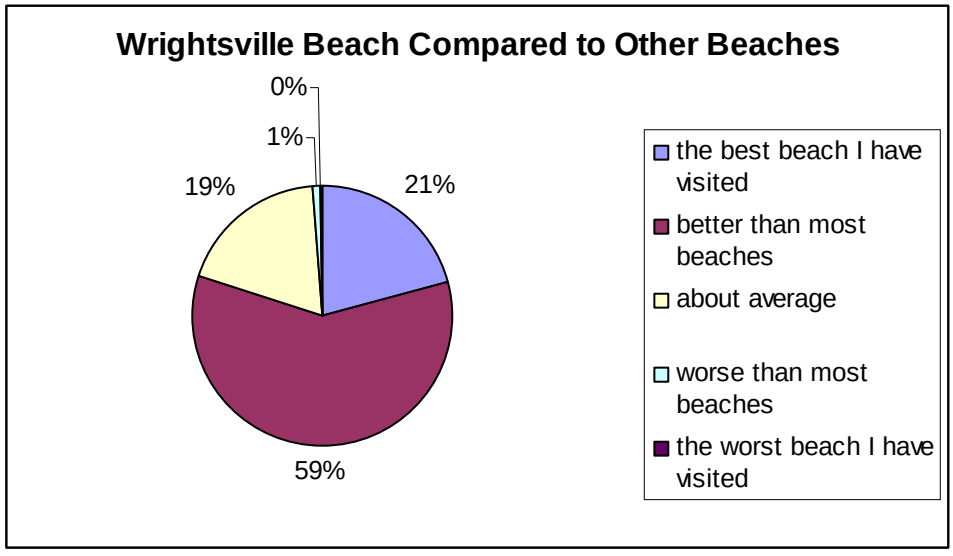
	Mean	Median	Minimum	Maximum
Doubled Cost of Parking	6.71	1.00	0.00	97.00
Doubled Cost of Parking and Twice Parking	7.23	1.00	0.00	97.00
Doubled Cost of Parking and Doubled Bathroom and Shower Facilities	7.50	1.00	0.00	97.00
Doubled Cost of Parking and Lifeguards	7.57	1.00	0.00	97.00

BEACH SERVICES GRADE POINT AVERAGE

Service	GPA
Parking Availability	1.95
Handicap Accessibility	2.14
Pay Stations Taking Credit Cards	2.36
Number of Public Access Sites	3.20
Places to get Change (Coins)	1.53
Public Access Signage	3.17
Lifeguards	2.44
Trash Receptacles	3.55
Availability of Public Restrooms	1.84
Cleanliness of Beach	3.51
Operating Hours of Public Restrooms	2.01
Information on Surf Conditions	2.66
Availability of Shower/Changing Facilities	1.58
Visitor Information	2.60

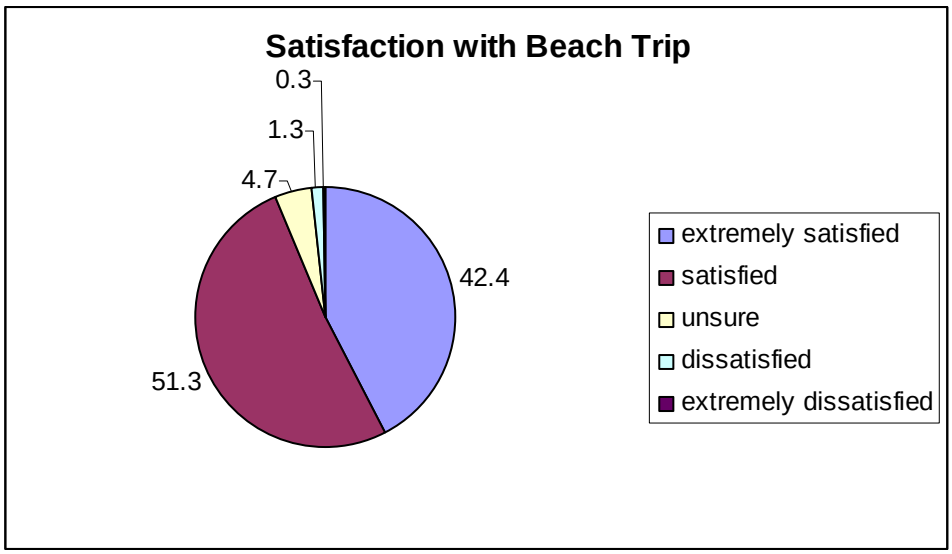
Note: A = 4.0, A- = 3.7, B+ = 3.3, B = 3.0, B- = 2.7, C+ = 2.3, C = 2.0, C- = 1.7, D+ = 1.3, D = 1.0, D- = .7, F = 0.0

SATISFACTION WITH WRIGHTSVILLE BEACH



BEACHGOING EXPERIENCE COMPARED TO OTHER BEACHES

	Frequency	Percent
The best beach I have visited	155	20.9
Better than most beaches	440	59.2
About average	139	18.7
Worse than most beaches	7	.9
The worst beach I have visited	2	.3
Total	743	100.0



OVERALL RATING OF YOUR TRIP TO THE BEACH TODAY

	Frequency	Percent
Extremely satisfied	315	42.4
Satisfied	381	51.3
Unsure	35	4.7
Dissatisfied	10	1.3
Extremely dissatisfied	2	.3
Total	743	100.0

Appendix C:
Summary of Survey Results:
Open Ended Responses

Other NC County – Not Coded (nc_other)

NC Other	Count
Gilford	25
Carabus	7
Forsyth	12
Alleghany	3
Catawba	2
Mecklenburg	38
None	25
Moore	3
Wilkson	2
Gaston	5
Watauga	5
Wayne	1
Buncombe	5
Wade	3
Cleveland	2
Jackson	1
Cumberland	1
Garnet	1
Smithfield	1
Wake	3
Goldsboro	1
Union	3
Scotland	1
Durham	1
Allamance	1
Rockingham	1
Botetourt (beaufort?)	1
Davidoson	1
Roberson	1
Davex	1
Randolph	1
Ashe	1
Transylvania	1
Hickory	1
Sampson	1
Bahama	1
Green	1
N	164

States In Addition to Those Coded in the SPSS Data Set (state2 – other)

State	Count
Maine	3
Illinois	11
Ohio	19
Florida	4
NY	1
Massachusetts	4
Texas	10
Colorado	3
N Dakota	1
California	1
Arizona	2
DC	4
Louisana	3
Missouri	4
OK	4
Canada	1
Delaware	2
Germany	2
Mexico	1
Iowa	1
England	1
Montana	1
Maryland	1
Ontario	1
Non Response	6
N	91

Counties in States Other Than North Carolina (county2)

County_2	Count
Albemarle	1
Allegheny	5
Baltimore	6
Bellmark	1
Bellville	1
Brookshire	1
Broward	1
Bucks	1
Burlington	1
Butler	1
Cabell	1
Canton	1

Chester	1
Chesterfield	2
Clairmont	3
Cobb	4
Columbia	2
Cook	3
Corall	1
Cumberland	1
Cuyahoga	1
Dade	1
Dallas	5
Denver	1
Dupage	3
Faoulton	1
Fargo	1
Farifax	9
Gainsville	5
Greer	1
Gwinette	1
Hamilton	1
Harry	1
Hartford	3
Henrico	1
Hickman	2
Howard	1
Hudson	2
Indianapolis	1
kansasburg	1
King	2
Konawlou	1
Larimore	1
Lexington	2
Loudon	1
Lucas	2
Madison	1
Manhattan	2
Manoning	2
Mckenney	2
Mojave	2
Monouth	2
Monroe	4
Morris	1
New Castle	2
New London	1
New Orleans	1
Niagra	1

No Response	81
Oak Park	1
Oakland	1
Odesa	1
Orange	1
Orange	1
Orienspansh	1
Pickaway	3
Pittburgh	1
Prince George	1
Pulaski	1
Rappaho	1
Redford	1
Richmond	1
Roanoke	2
Spalding	3
St Louis	1
Suffolk	3
Sugerman	1
Sullivan	2
Summit	1
Taney	2
Tulsa	2
Union	1
Vebango	1
Washington	1
Wells	1
West Chester	5
West Moreland	2
Williamson	1
With	2
Yarmouth	1
York	2
N	**240**

How Did You Discover Wrightsville Beach (disc_bch – other)

Disc Beach	Count
No Response	28
UNCW	36
Convenient	1
I-40	6
random	5
NC Resident	2
Road trip	2

College Trip	1
Book/Guide	3
Exploration	4
Map	9
Know Area	1
Carolina Beach	1
Born Here	1
Business	10
Surf Tourney	1
Holiday Inn	3
Teaching Conference	2
Seminar	1
US?	1
Hotel Catalog	1
Moved to NC	1
taught school here	1
wedding	1
traveling	1
Dance	1
Reason for moving	2
living near by	2
res of Wilmington	1
Family built Lumina Inn	1
Surfing	2
relax read/entertain kids	1
tv/magazine ad	1
grew up here	1
Newspaper	1
Duke Univ Conf.	1
Moved here	2
property owner	1
curiosity	1
Close to Raleigh	2
Personal Beach Search	2
roaming beaches	1
mistake	1
close to hometown=Newton Grove	1
just looking	1
conference	1
brother lives here	1
corp of engineers	1
Business conference	1
Visitor Info	1
Bringing son to Military Camp	1
Sign	1
N	156

**If you Couldn't Come to Wrightsville Beach,
What Beach Would Be Your Second Choice (sec_bet)**

Sec_Bet	Count
Acapulco	1
Alja Palms	2
Any	1
Aruba	1
Assateague Island	1
Atlantic	39
Bahamas	2
Bald Head	7
Beddido Key	1
Bethany Beach DE	2
Big Pine Key Florida	1
Brant Beach NJ	1
Brunswick Co Beaches	1
Cape Lookout	1
Cape May	2
Carmel, CA	2
Carolina	179
Carribean	1
Caswell	3
Cayman Islands	1
Charleston	3
Cherry Grove	2
Clearwater Bch	2
Cocoa Fl	3
Corolla	3
Costa Rica	2
Crystal	1
Curry State Park	1
Daytona	5
Delaware	1
Dolphin Island	2
Duck	3
Emerald Isle	19
Figure Eight Island	3
Florida	1
Florida, Private Beach	1
Folly	2
Fripp	1
Ft Fisher	16
Geogia	1

Gulf of Mexico	1
Gulf Shores Al	3
Hammonstate	1
Hatteras	2
Hawaii	3
Hilton Head	12
Holden	16
Home	8
Huntington Island	1
Intracoastal	3
Isle of Palms SC	3
Jacksonville Fl	1
Jamacia	2
Jersey Shore	1
Kiawah	4
Kure	41
Lahoya	1
Lake Jordan	1
Lake Michigan	2
Litchfield	3
Long Beach	2
Maine	4
Malibu	1
Martha's Vineyard	2
Masonboro	5
Maui	6
Mexico	1
Montauk	1
Morehead	3
Myrtle	98
N Myrtle	5
Nagshead	10
Nantucket	1
Nowhere	1
Oak Island	9
Ocean City MD	2
Ocean Isle	15
Ocracoke	6
Orange Beach	2
Outerbanks	30
Palm City Fl	1
Palm Island	2
Panama Beach Fl	1
Paulie's Island	5
Pine Knoll Shores	2
Poipu	2

Pompano Fl	1
Pool	3
Private Beach	1
Rent House	1
San Destin	3
SC	2
Sea Island GA	1
Shell Island	1
South of France	1
Southport	1
St Augistine	2
St Johns	2
St Simon's	1
Stone Harbor, NJ	1
Sunset	12
Surf City	3
Taxi	1
Topsail	92
Venezuela	2
Virginia	3
Virginia Beach	4
Wild Dunes NC	1
Would not go	1
Kitty Hawk	2
N	789

Other Important Factors in Choosing This Location on Wrightsville Beach (otherfac)

Other Important Factors	Count
No Response	10
girls	2
Near Ramp	1
Accessibility	2
Familiarity	3
Location	9
Near House	11
Free Parking	3
Close to Hotel	7
Relaxing/Peaceful	11
easy to get to	1
Clean Beach	10
Beach Access	2
Space and Relaxation	1
The View	1
Weather	4

Parking	5
Yacht Club	4
Close to Car	4
Close to Parking	4
Close to Parking and Restrooms	1
Parking at Cousins	2
Swimming Conditions	1
Surfing Conditions	1
Surfing	4
Water Nicer/less rocks	2
pier	2
near rinse off fountain	2
convenient	4
family spot	3
proximity	2
Swimming Conditions	1
favorite	1
safe	2
close to water	1
no crowds	1
non commercial beach	2
sun	3
beauty	3
gazebo	1
water	1
easy to find	1
most desirable to where they live	1
proximity to friends	1
surf zone	1
seaside club	1
relatives	1
enjoylocation	1
scenery	1
kids want to go	1
relaxed atmosphere	1
find people to meet	1
pier and people	1
quiet	1
safety and comfort	1
closeness	4
beach	1
people	1
cleanliness and people not rowdy	1
dining, cleanliness parking	1
men	1
atmosphere	1

easy to get to	1
public restrooms	1
socialize	1
clean and safe	1
close and convenient	1
friends reccomendation	1
shower	1
parking and restrooms	1
shortest walk	1
N	168

Most Important Factor in Choosing Specific Location on Wrightsville Beach (mostimpt – other)

Most Important Factor in Chosing Location	Count
a lot of public parking	1
access by ramp	1
accessibility	1
always come here	1
always come to same area	1
bars	2
beauty	1
bike rally	1
calm water	1
cleanliness	28
cleanliness of water	3
close to trash cans	2
closest to home	9
comfort	1
convenient	4
dislike paid parking	1
distance	2
easier parking	1
easy to get to	2
enjoy exact spot	1
expense paid trip	1
familiar spot	3
family atmosphere	9
far from inlet/safety	1
flat beach	1
flat for kids	1
free parking	3
friendly	1
friends	1
friends parking	1

friends place	1
gazebo	2
girls	2
going to work	1
golf	2
good walking beach	2
great sand	1
habit	1
hotel	3
housing	1
inadequate restroom facilities	2
just like this spot	1
like people in area	1
like this beach	3
local	3
location	3
location to Raleigh	1
more lifeguards	1
near friends place	1
near friends place	3
near rinse off fountain	2
near surf zone	1
near water	1
nice part of beach	1
nice part of beach	3
no loud music	1
no smoking or loud music	1
no vendors	1
not commercial	4
not so many dropoffs	1
old world beach	2
parking	7
parking lot and bathrooms	1
pier	4
pretty beach	8
proximity	1
quiet/not crowded	4
relaxing areas	1
security	1
shopping	1
shower	4
shower at restroom	2
showing friends different end of beach	1
size of beach	1
size of beach	1
smoking	1

sun	5
surf lessons	1
swimmming condiitons	1
update website states plenty of free parking	1
view of ocean	1
water	1
weather	2
where college people come	2
wide beaches	2
worst because no restroom	2
yacht club	2
N	197

Appendix D:
Codebook for the SPSS Dataset

Variable Name (Position) LABEL IN SPSS DATASET

enterer (1) ENTERER
Measurement Level: Nominal

id (2) SURVEY NUMBER
Measurement Level: Scale

time (3) TIME OF DAY
Measurement Level: Scale

Value	Label
1	AM
2	PM

grid (4) GRID NUMBER
Measurement Level: Scale

day (5) DAY OF INTERVIEW
Measurement Level: Scale

Value	Label
1	Tuesday
2	Saturday

who (6) INTERVIEWER
Measurement Level: Scale

Value	Label
1	Asburn, Brad
2	Barney, Ricky
3	Britto, Kathleen
4	Buzzell, Joanne
5	Buzzell, Wynne
6	Casagrande, Dean
7	Cannon, Carrie
8	Cohen, Rosemary
9	Conley, Carl Mike
10	Covington, Chrissy
11	Craig, Nancy
12	Dixon, Melvin
13	Dumas, Regan
14	Franzese, Peter
15	Gibbs, Rob
16	Goss, Geoffrey
17	Grogan, Mary
18	Gronn, Greg
19	Haithcock, Amy
20	Holst, Susanna
21	Houston, Susanna
22	Jenkins, Becca
23	Jimenez, April
24	Jimenez, Sandra

25	Johnston, Stephanie
26	Kurtessis, James
27	Laforest, Jen
28	Lamb, Brandon
29	Manning, Luci
30	McConville, Brendon
31	Meg Moorison
32	Mullen, Ellie
33	Ninham, Nini
34	Pitts, Jonathan
35	Powell, Melinda
36	Rehill, Leah
37	Riley, Rebecca
38	Royale, Alan
39	Schauf, Samuel
40	Scott, Colin
41	Seel, Paul
42	Shulse, Debra
43	Thompson, Lani
44	Tobin, Jennifer
45	Unger, Beth
46	Vayo, Christine
81	Schuhman
82	Dumas, Chris
99	Other,Blank

hour (7) HOUR FOR INTERVIEW TIME
Measurement Level: Scale
Missing Values: 99, 98

minute (8) MINUTES FOR INTERVIEW TIME
Measurement Level: Scale
Missing Values: 99, 98

lat (9) LATITUDE
Measurement Level: Scale
Missing Values: 9999, 9998

long (10) LONGITUDE
Measurement Level: Scale
Missing Values: 9999, 9998

state1 (11) NORTH CAROLINA RESIDENT
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	North Carolina Resident
2	Out of State
9	Missing/Blank

county (12) COUNTY

Measurement Level: Scale

Missing Values: 99, 98

Value	Label
1	brunswick
2	columbus
3	robeson
4	new hanover
5	bladen
6	hoke
7	cumberland
8	pender
9	sampson
10	harnett
11	lee
12	chatham
13	onslow
14	duplin
15	wayne
16	johnston
17	wake
18	durham
19	orange
20	alamance
21	carteret
22	jones
23	lenoir
24	craven
25	greene
26	wilson
27	nash
28	franklin
29	vance
30	granville
31	person
32	caswell
33	pamlico
34	pitt
35	edgecombe
36	halifax
37	warren
38	beaufort
39	martin
40	hyde
41	washington
42	bertie
43	dare
44	tyrell
45	chowan
46	hertford
47	northhampton
48	perquimans
49	pasquatuck
50	gates
51	camden

52 currituck
53 Other NC county
99 M Blank Did not respond

nc_other (13) OTHER NORTH CAROLINA COUNTY
Measurement Level: Scale
Missing Values: 9999, 9998

state2 (14) STATE OR OTHER
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Virginia
2	South Carolina
3	Maryland
4	Tennessee
5	Georgia
6	West Virginia
7	Kentucky
8	New Jersey
9	Pennsylvania
10	New York
11	Maryland
12	Connecticut
13	Other
99 M	Blank Did not respond

state3 (15) OTHER STATE
Measurement Level: Scale
Missing Values: 99, 98

county2 (16) COUNTIES FOR LISTED STATES
Measurement Level: Scale
Missing Values: 99, 98

zip1 (17) FIRST TWO ZIP DIGITS
Measurement Level: Nominal
Missing Values: '99'

zip2 (18) LAST THREE ZIP DIGITS
Measurement Level: Nominal
Missing Values: '99'

Zipcode (19) ZIPCODE
Measurement Level: Nominal

entry (20) ENTRY INTO COUNTY
Measurement Level: Scale
Missing Values: 9, 8

Value	Label
1	Cape Fear Bridge
2	I-40
3	U.S. 17 N.
4	other
9 M	Blank

adults (21) ADULTS TRAVELING W/RESPONDENT
Measurement Level: Scale
Missing Values: 99, 98

Adults_T (22) ADULTS IN PARTY
Measurement Level: Scale
Missing Values: 99

children (23) CHILDREN IN PARTY
Measurement Level: Scale
Missing Values: 99, 98

Group (24) GROUP SIZE
Measurement Level: Scale
Print Format: F2
Write Format: F2

yrs_come (25) YEARS COMING TO WRIGHTSVILLE
Measurement Level: Scale
Missing Values: 99, 98

when (26) WHEN DO YOU TYPICALLY COME TO THE BEACH
Measurement Level: Scale
Missing Values: 9, 8

Value		Label
1		during the week
2		on weekends
3		vacation or days off
9	M	Blank

length (27) DAYS IN CURRENT TRIP TO WB
Measurement Level: Scale
Missing Values: 99, 98

num_trip (28) NUMBER OF TRIPS TO WB SINCE EASTER
Measurement Level: Scale
Missing Values: 99, 98

exp_trip (29) HOW MANY MORE EXPECTED TRIPS THRU LABOR DAY
Measurement Level: Scale
Missing Values: 99, 98

Tot_trip (30) TOTAL EXPECTED TRIPS IN 2004
Measurement Level: Scale

nxt_summ (31) HOW MANY EXPECTED TRIPS TO WB NEXT SUMMER
Measurement Level: Scale
Column Width: 8 Alignment: Right
Missing Values: 99, 98

discover (32) HOW DID YOU DISCOVER WB
Measurement Level: Scale
Missing Values: 9, 8

Value	Label
1	grew up here/local resident
2	friends/family/word of mouth
3	television
4	magazine
5	internet
6	some other
9 M	blank

disc_bch (33) OTHER SOURCE OF DISCOVERY
Measurement Level: Scale
Missing Values: 9, 8

site (34) PRIMARY PURPOSE OF YOUR TRIP TO THE BEACH TODAY
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	sun/tan
2	relax/read
3	walk/jog
4	swim
5	surf/board
6	fish
7	socialize/date/meet people
8	entertain kids
9	other
99 M	blank

hours (35) HOURS ON THE BEACH TODAY
Measurement Level: Scale
Missing Values: 99, 98

morehour (36) HOW MANY ADDITIONAL HOURS ON WB
Measurement Level: Scale
Missing Values: 99, 98

hours_tot (37) EXPECTED TOTAL HOURS ON THE BEACH
Measurement Level: Scale
Missing Values: 99

partloca (38) HAVE YOU BEEN TO THIS LOCATION BEFORE
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

mode_x (39) HOW DID YOU TRAVEL TO THE BEACH
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	drove vehicle
2	passenger in vehicle
3	bike
4	walk
5	other
99 M	blank

parking (40) IF TRAVELING IN A VEHICAL, WHERE DID YOU PARK
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	public parking lot
2	unmetered roadside space
3	metered roadside space
4	private driveway
5	unmarked/illegal/tow away location
6	other
99 M	blank

timepark (41) APPROXIMATELY HOW LONG DID IT TAKE TO FIND A PARKING SPACE (MINS)
Measurement Level: Scale
Missing Values: 99, 98

goodpark (42) DID YOU FIND A PARKING SPACE IN THE AREA YOU WANTED
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

noparkgo (43) IN LAST YEAR, DID YOU TRY TO VISIT WB BUT WENT ELSEWHERE BECAUSE NO PARKING
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

sec_bet (44) SEC_BET SECOND CHOICE BESIDES WB
Measurement Level: Scale
Missing Values: 9, 8

blocks (45) NUMBER OF BLOCKS TO WALK TO BEACH
Measurement Level: Scale
Missing Values: 99, 98

factors (46) WHY DID YOU CHOOSE THIS LOCATION - NEAR CONDO, COTTAGE, OR HOTEL
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

goodswim (47) WHY DID YOU CHOOSE THIS LOCATION - NEAR GOOD SWIMMING CONDITIONS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

parkd (48) WHY DID YOU CHOOSE THIS LOCATION - NEAR WHERE YOU PARKED
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

goodsurf (49) WHY DID YOU CHOOSE THIS LOCATION - NEAR GOOD SURFING CONDITIONS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

lifegard (50) WHY DID YOU CHOOSE THIS LOCATION - NEAR LIFE GUARDS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

goodfish (51) WHY DID YOU CHOOSE THIS LOCATION - NEAR GOOD FISHING CONDITIONS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

publrest (52) WHY DID YOU CHOOSE THIS LOCATION - NEAR PUBLIC RESTROOMS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

alotpeps (53) WHY DID YOU CHOOSE THIS LOCATION - THERE ARE A LOT OF PEOPLE HERE
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes

2 No

apier (54) WHY DID YOU CHOOSE THIS LOCATION - NEAR A PIER
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Yes
2 No

relpeac (55) WHY DID YOU CHOOSE THIS LOCATION - IT IS RELATIVELY PEACEFUL WITH FEW PEOPLE
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Yes
2 No

restaurs (56) WHY DID YOU CHOOSE THIS LOCATION - NEAR RESTAURANTS
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Yes
2 No

expects (57) WHY DID YOU CHOOSE THIS LOCATION - EXPECTING TO FIND PEOPLE YOU KNOW OR PLANNED TO MEET
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Yes
2 No

shopping (58) WHY DID YOU CHOOSE THIS LOCATION - NEAR SHOPPING
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Yes
2 No

otherfac (59) OTHER IMPORTANT FACTORS
Measurement Level: Scale
Missing Values: 99, 98

mostimpt (60) WHICH WAS THE MOST IMPORTANT FACTOR
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 Near condo
2 Near good swimming conditions
3 Near where you parked
4 Near good surfing conditions
5 Near life guards
6 Near good fishing conditions
7 Near public restrooms
8 Near a lot of people here
9 Near few people

10 Near restaurants
11 Near people you know or planned to meet
12 Near shopping
13 other
99 M blank

srvycolr (61) WHICH COLOR OF SURVEY
Measurement Level: Scale
Missing Values: 99, 98
Value Label
1 White (Economic Questions)
2 Yellow (Contingent Evaluation Questions)
3 Blue (Town Services Questions)

parkfee1 (62) MONEY SPENT ON PARKING FEES
Measurement Level: Scale
Missing Values: 9999, 9998

gasspen1 (63) MONEY SPENT ON GASOLINE
Measurement Level: Scale
Missing Values: 9999, 9998

rstaran1 (64) MONEY SPENT ON RESTAURANTS
Measurement Level: Scale
Missing Values: 9999, 9998

grocer1 (65) MONEY SPENT ON GROCERIES
Measurement Level: Scale
Missing Values: 9999, 9998

bechgea1 (66) MONEY SPENT ON BEACH GEAR
Measurement Level: Scale
Missing Values: 9999, 9998

otheren1 (67) MONEY SPENT ON OTHER ENTERTAINMENT
Measurement Level: Scale
Missing Values: 9999, 9998

hotmo1 (68) MONEY SPENT ON HOTEL MOTEL
Measurement Level: Scale
Missing Values: 9999, 9998

cottcon1 (69) MONEY SPENT ON COTTAGE CONDO
Measurement Level: Scale
Missing Values: 9999, 9998

rentca1 (70) MONEY SPENT ON RENTAL CAR
Measurement Level: Scale
Missing Values: 9999, 9998

airtra1 (71) MONEY SPENT ON AIR TRAVEL
Measurement Level: Scale
Missing Values: 9999, 9998

othersp1 (72) OTHER MONEY SPENT
Measurement Level: Scale

Missing Values: 9999, 9998

spend1_tot (73) TOTAL SPENT INDIVIDUALLY ON WB ($)
Measurement Level: Scale
Missing Values: 9999, 9998

parkfee2 (74) MONEY SPENT ON PARKING FEES - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

gasspen2 (75) MONEY SPENT ON GASOLINE - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

rstaran2 (76) MONEY SPENT ON RESTAURANTS - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

grocer2 (77) MONEY SPENT ON GROCERIES - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

bechgea2 (78) MONEY SPENT ON BEACH GEAR - LOCALLY BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

otheren2 (79) MONEY SPENT ON OTHER ENTERTAINMENT - LOCALLY BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

hotmo2 (80) MONEY SPENT ON HOTEL MOTEL - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

cottcon2 (81) MONEY SPENT ON COTTAGE CONDO - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

rentca2 (82) MONEY SPENT ON RENTAL CAR - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

airtra2 (83) MONEY SPENT ON AIR TRAVEL - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

othersp2 (84) OTHER MONEY SPENT - LOCALLY, BUT OFF WB
Measurement Level: Scale
Missing Values: 9999, 9998

spend2_tot (85) TOTAL SPENT INDIVIDUALLY - LOCALLY, BUT OFF WB ($)
Measurement Level: Scale
Missing Values: 9999, 9998

parkfee3 (86) MONEY SPENT ON PARKING FEES - OUTSIDE LOCAL AREA
Measurement Level: Scale

Missing Values: 9999, 9998

gasspen3 (87) MONEY SPENT ON GASOLINE - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

rstaran3 (88) MONEY SPENT ON RESTAURANTS - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

grocer3 (89) MONEY SPENT ON GROCERIES - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

bechgea3 (90) MONEY SPENT ON BEACH GEAR - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

otheren3 (91) MONEY SPENT ON OTHER ENTERTAINMENT - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

hotmo3 (92) MONEY SPENT ON HOTEL MOTEL - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

cottcon3 (93) MONEY SPENT ON COTTAGE CONDO - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

rentca3 (94) MONEY SPENT ON RENTAL CAR - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

airtra3 (95) MONEY SPENT ON AIR TRAVEL - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

othersp3 (96) OTHER MONEY SPENT - OUTSIDE LOCAL AREA
Measurement Level: Scale
Missing Values: 9999, 9998

spend3_tot (97) TOTAL SPENT INDIVIDUALLY - OUTSIDE LOCAL AREA ($)
Measurement Level: Scale
Missing Values: 9999, 9998

spend_tot (98) TOTAL SPENT INDIVIDUALLY ($)
Measurement Level: Scale

contingt (99) DOUBLED COST OF PARKING - EXPECTED TRIPS
Measurement Level: Scale
Missing Values: 99, 98

parkcost (100) DOUBLED COST OF PARKING BUT TWICE THE PARKING - EXPECTED TRIPS
Measurement Level: Scale
Missing Values: 99, 98

costbath (101) DOUBLED COST OF PARKING BUT BATHROOMS & SHOWERS DOUBLED - EXPECTED TRIPS
Measurement Level: Scale
Missing Values: 99, 98

costlife (102) DOUBLED COST OF PARKING BUT DOUBLED THE LIFEGUARDS - EXPECTED TRIPS
Measurement Level: Scale
Missing Values: 99, 98

townserv (103) GRADING PARKING AVAILABILITY
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

handicap (104) GRADING ACCESSIBILITY FOR HANDICAP
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

credit (105) GRADING PAY STATIONS TAKING CREDIT CARDS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

pub_acc (106) GRADING NUMBER OF PUBLIC ACCESS SITES
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

change (107) GRADING PLACES TO GET CHANGE
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

signs (108) GRADING SIGNAGE FOR PUBLIC ACCESS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

guards (109) GRADING LIFEGUARDS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

barrels (110) GRADING TRASH RECEPTACLES
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

rest_rm (111) GRADING AVAILABILITY OF PUBLIC RESTROOMS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

clean (112) GRADING CLEANLINESS OF THE BEACH
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

op_hours (113) GRADING HOURS OF OPERATION FOR PUBLIC RESTROOMS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

surfinfo (114) GRADING INFORMATION ON SURF CONDITIONS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

showers (115) GRADING AVAILABILITY OF SHOWERS/CHANGING FACILITIES
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

vis_info (116) GRADING VISITOR INFORMATION
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	a
2	b
3	c
4	d
5	f

oth_srv1 (117) OTHER SERVICES OR PROBLEMS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

oth_srv2 (118) OTHER SERVICES OR PROBLEMS
Measurement Level: Scale
Missing Values: 99, 98

srv_sat (119) OVERALL SATISFACTION WITH SERVICES PROVIDED TO BEACHGOERS
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	extremely satisfied
2	satisfied
3	unsure
4	dissatisfied
5	extremely dissatisfied
99 M	blank

demogend (120) GENDER
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Male
2	Female

ethnic (121) RACIAL BACKGROUND
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	White
2	Black
3	Hispanic
4	Asian
5	Native American
6	Other
99 M	blank

yr_brn (122) YEAR BORN
Measurement Level: Scale
Missing Values: 9999, 9998

AGE (123) AGE
Measurement Level: Scale
Missing Values: 9999, 9998

age_range (124) AGE RANGE
Measurement Level: Scale
Missing Values: 9

Value	Label
1	18 to 25
2	26 to 35
3	36 to 45
4	46 to 55
5	56 to 65
6	over 65
9 M	missing/refused to answer

higheduc (125) HIGHEST GRADE COMPLETED
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	less than high school
2	high school
3	some college
4	college or greater
99 M	blank

worker (126) IS INDIVIDUAL EMPLOYED
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Yes
2	No

wrk_stat (127) PART TIME OR FULL TIME WORK
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Part time
2	Full time

house (128) NUMBER OF PEOPLE IN HOUSEHOLD
Measurement Level: Scale
Missing Values: 99, 98

income (129) INCOME OF INDIVIDUAL
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	Under $15,000
2	$15,000 to $25,000
3	$25,000 to $35,000
4	$35,000 to $50,000
5	$50,000 to $75,000
6	$75,000 to $100,000
7	$100,000 to $150,000
8	Over $150,000
9	refused/no answer

bch_satis (130) BEACHGOING EXPERIENCE COMPARED TO OTHER BEACHES
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	the best beach I have visited
2	better than most beaches
3	about average
4	worse than most beaches
5	the worst beach I have visited
99 M	blank

trp_satis (131) OVERALL RATING OF YOUR TRIP TO THE BEACH TODAY
Measurement Level: Scale
Missing Values: 99, 98

Value	Label
1	extremely satisfied
2	satisfied
3	unsure
4	dissatisfied
5	extremely dissatisfied
99 M	blank

entry_id (132)
Measurement Level: Scale

mostopen (133) OTHER MST IMPT FACTOR IN CHOOSING LOCATION
Measurement Level: Scale
Missing Values: 99, 98

re_code (134)
Measurement Level: Scale