

Los Angeles County Mainland Marine Protected Areas  
Beach User Survey Report  
Final Summary  
by  
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Background:

Final summary of the data collected from in person surveys to assess the patterns of use of beaches adjacent to Marine Protected Areas: Point Dume and Point Vicente.

Students at Mount St. Mary's University conducted brief (less than one minute) in person surveys of beach goers in an effort to help the Los Angeles Marine Protected Areas Collaborative better characterize the patterns of beach usage on beaches associated with Marine Protected Areas (MPAs) in Southern California.

MSMU Students conducted the surveys on beaches associated with the Point Dume and Point Vicente MPAs from May 25 through October 24, 2015.

The 2015 Beach User Survey was developed by Michael Quill from Los Angeles Waterkeeper and fellow members of the Los Angeles County Mainland MPA Collaborative including Linda Chilton and Phyllis Grifman from the Sea Grant Program, University of Southern California, Dana Murray and Sara Sikich from Heal the Bay, Calla Allison, Director, MPA Collaborative Network and Adriane Jones from MSMU.

Students collected 618 surveys at nine different beaches see figure 1.

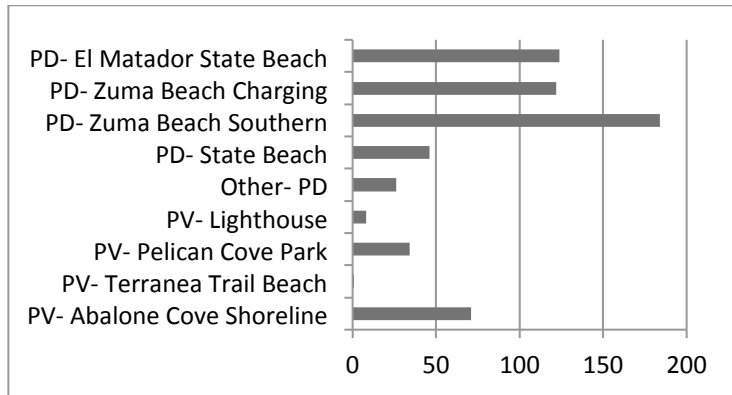


Figure 1. Location of surveys, from north to south. PD=Point Dume MPA and PV = Point Vicente MPA

A majority (75%) of the survey respondents represented a family or group while roughly 25% responded as a single person see figure 2. Respondents were binned into two age brackets: a majority (80%) were aged 18-45 and about 18% were over age 45.

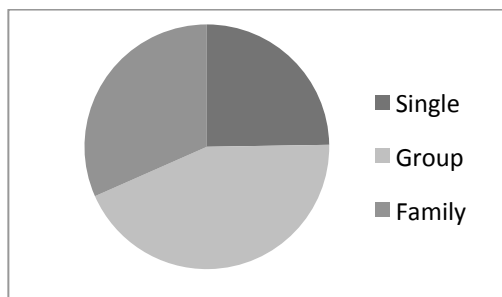


Figure 2. Break down of survey participant group numbers

To assess the pattern of beach usage we surveyed 1) their motivations for choosing that particular beach, 2) how often they visit the any beach in a year 3) the name of their favorite beach and 4) their home zip codes.

The most common responses for choosing a particular beach adjacent to an MPA were that the beach was a favorite beach (27%) and that they were attending an organized social gathering (22%) see figure 3.

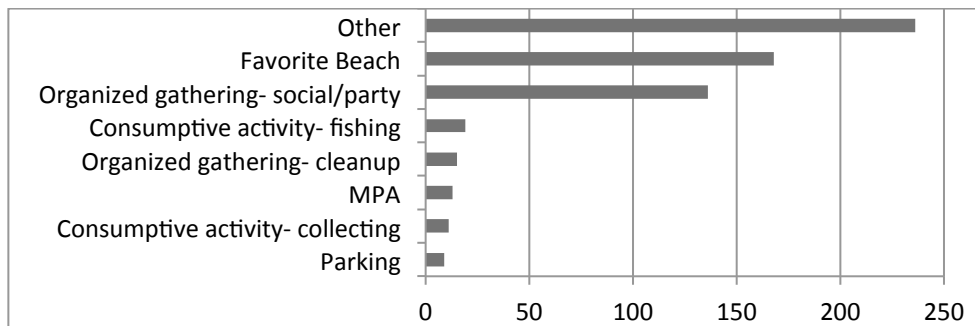


Figure 3. Break down of answers to the question “What brought you to this beach today?”

Consumptive activities [fishing (3%) and collecting (2%)] and environmental concerns [beach cleanup (2.5%) and knowledge that there was an MPA (2%) each accounted for roughly 5% of the answers see figure 3.

The distribution of frequency of the respondents visiting any beach throughout the year was bimodal, with 36% visiting a beach from 1 to 5 times and 34% visiting over 15 times a year see figure 4.

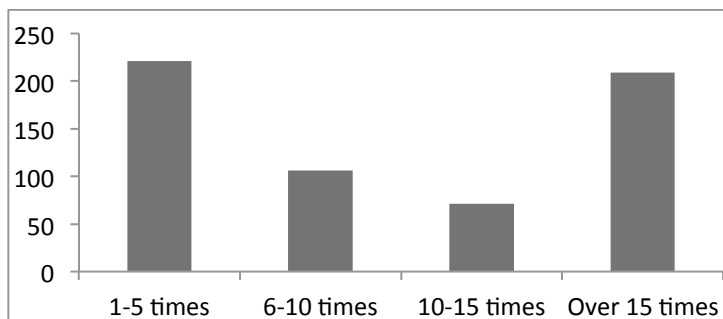


Figure 4. Distribution of frequency of visiting any beach.

The respondents gave 125 different beaches as their favorite beach with answers ranging from Hawaii, to Long Island to Santa Monica.

The top favorite beaches were Santa Monica (10%), Venice (7%) and Malibu and El Matador with 5% each. People visited from 243 different zip codes 203 from California.

The survey was designed in part to get an idea of how to better target messaging about MPAs. We asked what languages were spoken in their households, how they first learned of that particular beach and how they would prefer to get future information about marine and environmental issues.

Spanish (21%) was the most common non-English language spoken at home see figure 5. 10% of the household spoke more than one non-English language (trilingual) at home.

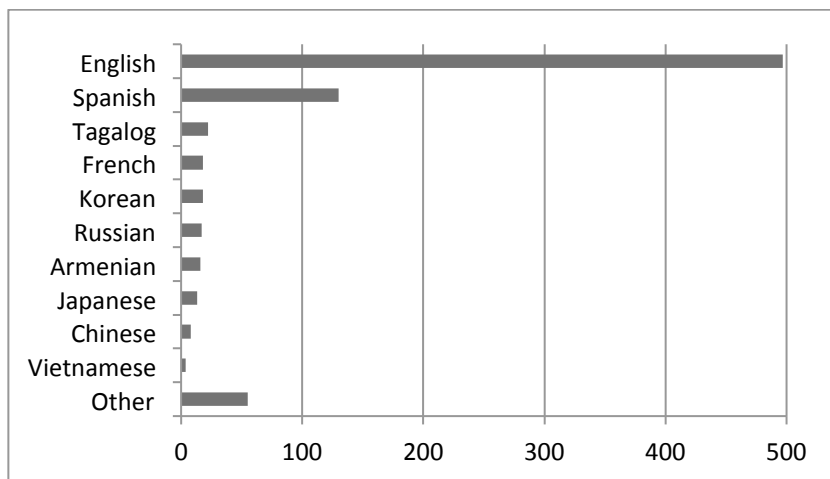


Figure 5. Distribution of languages spoken in the household.

An overwhelming majority (60%) of the respondents first heard about that particular beach from friends or family see figure 6.

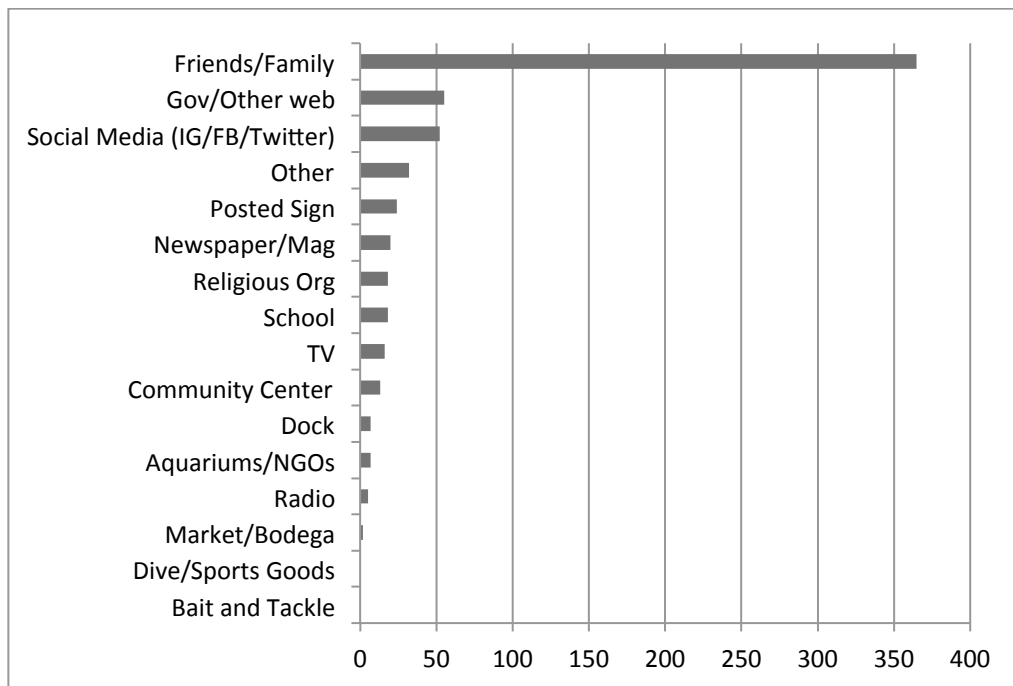


Figure 6. Distribution of answers to the question “How did you first learn of this beach?”

Internet resources, websites (9%) and social media (9%) were the second largest sources of beach recommendations. Internet resources were identified as the preferred outlet (70%) for receiving future beach and ocean updates see figure 7.

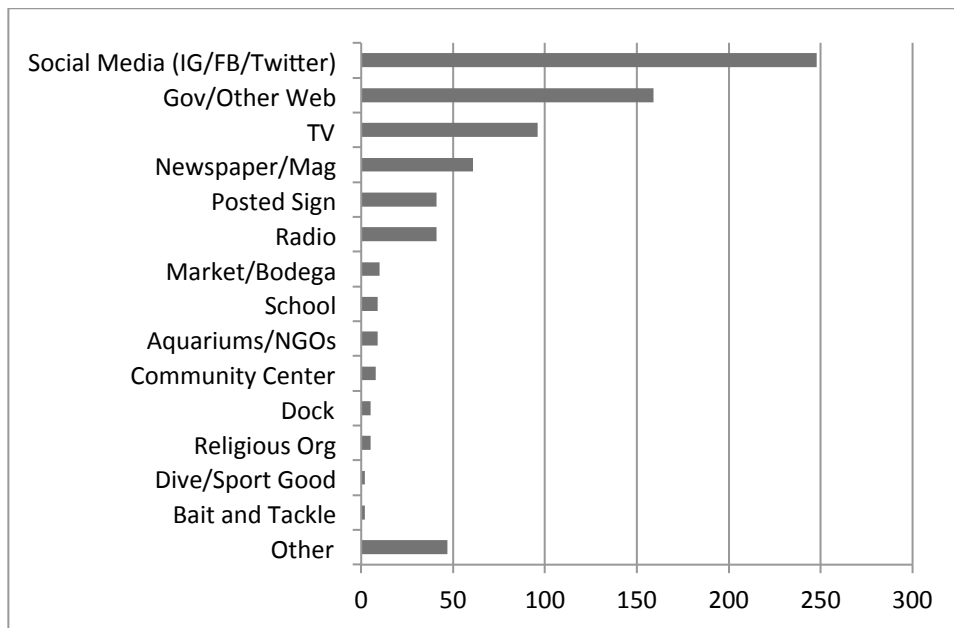


Figure 7. Distribution of where respondents would like to get future information about beaches or the ocean.

A majority of people (43%) would like to get beach/ocean updates in the future from social media (Instagram/Facebook/Twitter) and about 30% from government or other websites see figure 7.

Traditional media (TV, newspapers, magazines and radio accounted for about 35%. Posted signs at the beach were only listed as a preferred means of information 7% of the time. Information about MPAs is currently mostly in English and in an effort to design a more inclusive messaging strategy we wanted to focus in on households that spoke additional languages.

Spanish was the most common non English language spoken and Spanish speaking households were representative of the entire population surveyed in that they too prefer to get their information about beaches or the ocean from internet (22%) or social media (49%) see figure 8.

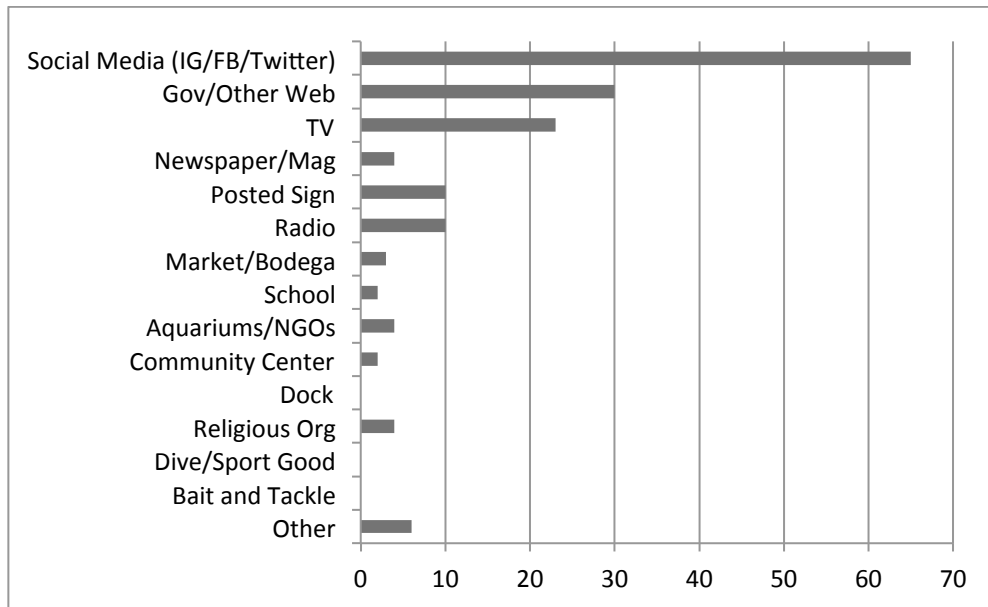


Figure 8. Distribution of where respondents who are part of Spanish speaking household would like to get future information about beaches or the ocean.

**2015 BEACH USER SURVEY**

Sampler Name -	<u>Choose One:</u>	<u>Choose One:</u>
Survey Location -	Single	Under 18
Date -	Group	18-45
Time -	Family	45+

**1. Why did you choose to come to this beach today??**

- 1 – Favorite beach
- 2 – MPA
- 3 - Consumptive activity
  - a- Fishing
  - b- Collecting
- 4 - Organized gathering
  - a- Cleanup
  - b- Social/Party
- 5 – Parking
- 6 - Other

**2. How often do you come to the ocean in the year?**

- 1 - 1-5 times
- 2 - 6-10 times
- 3 - 10-15 times
- 4 - Over 15 times

**\*A – Which beach do you visit most often?**

**3. What languages are spoken in your household?**

English	Russian	Tagalog	Armenian
Spanish	Korean	French	Other
Japanese	Vietnamese	Chinese	

**4. How did you first learn about this beach? Circle One/Specify in Category.**

Newspaper/Mag	Aquariums/NGOs	Posted Signage
Television	School	Bait and Tackle
INSTA/FB/Twitter/	Religious Org	Dock
Gov/Other Web	Community Center	Dive/Sport Goods
Radio	Friends/Family	Market/Bodega

**5. How would you like to hear about ocean/beach updates in the future? Specify in Category.**

Newspaper/Mag	Aquariums/NGOs	Bait and Tackle
Television	School	Dock
INSTA/FB/Twitter	Religious Org	Dive/Sport Good
Gov/Other Web	Community Center	Market/Bodega
Radio	Posted Signage	

**7. What is your zip code?**

**8. Any mention of the MPA on their OWN?**

Yes / No