

## ASBPA BEACH SURVEY INSTRUCTIONS

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1. Purpose: Collect data on the users of our nation's beaches that can be used to answer some arguments from the federal Office of Management and Budget economists. First, the extent to which beaches in any state are used by people from other states. There is a tendency for federal officials to believe that New Jersey beaches are used only by people from New Jersey, Florida beaches are used only by people from Florida, etc. Second, the extent to which people who live in states without beaches use the nation's beaches. I have heard federal economists say: "Why should the people of Iowa pay for beaches in Florida?" This survey may help show why.
2. The survey is limited and easy to administer in order for it to be done on as many beaches as possible. Of course the question can be embedded in a more elaborate survey effort.
3. Protocol: An interviewer should enter the beach and attempt to interview every fifth beach party encountered. While walking along each mile of beach, the interviewer should seek to interview about ten beach parties, or fewer if attendance at the beach is sparse. While it is important to obtain full coverage of the beach, it need not be done at a single point in time. It is quite acceptable to cover no more than one mile a day. It is desirable to conduct the survey separately on **weekdays** and on **weekend/holidays**.
4. The interviewer can indicate that he/she is conducting the survey as part of a national survey of beach users to determine how many people from the different states use the nation's beaches. The survey is sponsored by the American Shore and Beach Preservation Association and any appropriate local organization.
5. The survey should consist of a single question as on the attached page.
6. The results of the survey should be tabulated as on the attached page. Note that zips can be converted to states at the United States Postal Service web site [www.usps.gov](http://www.usps.gov). Click on Find a Zip Code on the top left corner. Click on the down arrow in the box saying *By Address* in the Look up a Zip Code. A drop down menu will include the option *Find City By Zip Code*. Click on it and enter the Zip Code in the yellow box. Click on Submit. The state will be given.