A Socioeconomic Profile of Recreationists at Public Outdoor Recreation Sites in Coastal Areas: Volume 6

Vernon R. Leeworthy and Daniel S. Schruefer and Peter C. Wiley
April 1991
The Coastal and Ocean Resource Economics Program is an evolving set of activities to develop Nationwide data bases, products and analytical capabilities for conducting economic assessments of activities that directly affect or are affected by the health of the nation's coastal and oceanic resources. The program is conducted by the Strategic Assessments Branch (SAB) of NOAA's Office of Oceanoephaphy and Marine Assessments. Its major program elements are described below. Since 1985, the program has also co-sponsored a set of annual workshops with the Environmental Protection Agency on natural resource and environmental economics to support its major program elements.

**Inventory and Value of Coastal Recreation.** Because outdoor recreation has been identified as the single largest category of benefit from the improvements in water quality, SAB began to develop a program to inventory and value coastal recreation. The first product of this program was a database and report "Public Expenditures on Outdoor Recreation in the Coastal Areas of the U.S.A. (1986)" This led to development of an inventory of all publicly owned and/or managed recreation areas and facilities in the Nation's coastal areas. Summaries for 21 states and 25 groups of estuaries, by county and level of government, are available in a recently published atlas titled "National Estuarine Inventory, Data Atlas: Public Recreation Facilities in Coastal Areas (1988)." A complementary inventory of all privately owned and managed recreation facilities is also being developed through a cooperative agreement between NOAA and the U.S. Forest Service. Plans are to complete this inventory, Coastal Recreation Inventory, in 1992.

**Public Area Recreation Visitors Survey (PARVS).** PARVS is an ongoing intergovernmental cooperative research project involving seven federal and twelve state agencies. The survey was designed to provide data needed to develop highly credible and broadly comparable estimates of the economic importance of providing recreational opportunities on public lands. PARVS also enables development of detailed information about recreation uses and users and can provide estimates of the direct monetary value derived by users of public recreation areas. User values are critical to analyses of conflicts and trade-offs between recreation and other resource uses. In 1987, SAB initiated the effort to collect data at coastal recreation sites. To date, more than 15,000 interviews have been conducted at forty public outdoor recreation sites in the coastal areas of the U.S.A.

**National Survey of Recreation and the Environment (NSRE).** NSRE is an effort being led by NOAA and the U.S. Forest Service to update and extend a long series of national recreation surveys conducted approximately every five years from 1960 to 1982. This survey provides the only comprehensive view of the Nation's outdoor recreation activities and because of the time series of data, the only data for tracking trends in the Nation's demand for various recreational activities. Past surveys, however, have never focused on the coastal areas of the Nation. NOAA's involvement will for the first time provide a picture of how and to what extent the Nation's coastal areas are used for outdoor recreation. A broad coalition of federal and state agencies and various non-profit groups interested in recreation and environmental issues are now coming together to institute this important survey. Data collection will begin either in 1991 or 1992.

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Diagram:

Agencies
- NOAA
- U.S.D.A. Forest Service
- University of Georgia
- Agencies Managing Sites

Survey Questionnaires
- Onsite: Trip Profile, Origin-Destination Information, Economic Valuation, Annual Activity Profile, Demographic Profile, Scanned for Computer Entry
- Mailback: Trip Profile, Contingent Valuation Questions, Trip Experience Evaluation, Scanned for Computer Entry

Data Base
- Mainframe/PC SAS Database

Reports and Valuation
- Socioeconomic Profiles
- Series of Reports
- Information Requests
- Valuation
- Travel Cost Models
- Contingent Valuation Models

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### Appendix A: Site Profiles

(List of Coastal and Ocean Resource Economics Program Publications on inside back cover.)
Introduction

This report summarizes information collected during the summer of 1990 through surveys conducted at six state parks, one county beach and four city beaches in California, Connecticut, Florida, New York, Oregon, Virginia and Washington. Overall 3,840 on-site (intercept) interviews were completed from June, 1990 to September, 1990 at the sites. An additional 1,506 mailback questionnaires have been completed.

Tabular summaries of the following information are contained in this report: 1) socio-demographic profiles of users; 2) type and extent of recreation activities engaged in; 3) types and amount of expenditures on recreation activities; 4) willingness-to-pay for park access; and 5) satisfaction ratings for various park attributes. Also included are detailed profiles of the six state managed sites from the NOAA Inventory of Public Recreation Areas and Facilities in Coastal Areas. Individual site profiles for each local agency are not available in the NOAA Inventory. The information in this report is intended for recreation planners and managers and business marketing agents that require simple summary information on the uses and users of coastal recreation sites.

Future reports will provide estimates of activity and site specific user values currently being developed using travel cost demand models and contingent valuation techniques.

Survey Design

Survey Questionnaires. Data collection employed two survey questionnaires: 1) an intercept (completed using a face-to-face interview); and 2) a mailback. The intercept, or on-site questionnaire, obtains information on the users and uses of the site and other information necessary for recreational demand modeling. The mailback questionnaire is used in a follow-up survey to obtain detailed information on trip-related expenditures, willingness-to-pay for park access using contingent valuation questions, and user satisfaction ratings (on a 0 to 10 scale) for several park attributes. The mailback survey also provides information necessary for estimating the importance of parks to local and regional economies.

Site Selection. Sites were selected from the NOAA Inventory of Public Recreation Areas and Facilities in Coastal Areas based on several criteria: 1) they had to be adjacent to tidal or ocean waters; 2) the sites had to have at least 100,000 visitors annually; 3) they had to have camping facilities either on-site or nearby to house interviewers; 4) the sites had to be geographically dispersed; and 5) the managing agencies had to agree to provide on-site logistical support for the interviewers.

With some exceptions, Volumes 1-5 included rural or wilderness oriented sites. However, most of the sites included in this volume were chosen to represent the more urbanized beaches. Several state managed sites on the West Coast were chosen to fill in several geographic gaps in our National sample of sites. Figure 1 shows the geographic dispersion of the eleven PARVS coastal sites, while Table 1 lists the managing agencies for each site. Detailed profiles of the sites are included in Appendix A.

Number of Responses. Overall, 3,840 interviews were completed on-site (intercept survey) while 1,506 follow-up mailbacks were received, for an overall mailback response rate of about 39 percent (Table 1). Given historical mailback response rates from PARVS, each site was targeted for at least 300-350 on-site interviews to ensure at least 100 mailback responses. The 300-350 on-site interview target was achieved at all sites. Mailback response rates were higher than the average for other coastal PARVS sites reported in Volumes 1, 2, 3 and 5 of this series, but lower than the average response rates reported in Volume 4.

Sampling. The number of interviews at each site were stratified across various access points and time of week (weekdays versus weekends) to give proper representation of the various recreation activities available at each site. The sampling frame was a vehicle, while the sampling unit was an individual. One person was randomly selected from each randomly selected vehicle. Only those age 16 and older were interviewed. Demographic information was collected on up to eight people traveling in the vehicle. The number of people in each vehicle that participated in each activity was also collected. The mailback survey was sent to the person that was interviewed unless someone else paid for their expenses. In these cases, the person that paid expenses was identified and that person received the mailback portion of the survey.

Profile of Visitors

Information on the users of marine recreational resources, such as where they come from, how far they travel to get there, their age distribution, gender and racial composition, education levels, family incomes, group type and size are all important for assessing current and future demands for park services. These data are also used in economic impact studies to estimate the demand for other goods and services from local areas surrounding the parks.

Market Area. Home zip code, state, and county data was obtained from each person interviewed on-site. This information has been aggregated into Bureau of the
Census "census divisions" to show the market areas for each of the sites (Table 2). Each of the census divisions is made up of a group of states and can be further aggregated into four census regions (Figure 2).

All of the eleven sites draw the majority of the visitors from within the census division in which the site is located. Foreigners accounted for six percent of all visitors to the sites. Foreign visitation ranged from just 0.3 percent at Jones Beach State Park, New York to 23.7 percent at Clearwater Beach, Florida.

For assessing local and regional economic impacts, in terms of sales, employment, income, tax revenues, and the cost of local services, it sometimes is important to know more detail about travel patterns than Table 2 provides. Table 3 shows the in-state and out-of-state distribution of visitors for each of the eleven sites. All of the sites, except Clearwater Beach, Daytona Beach and Virginia Beach draw most of their visitors from inside the states where they are located. The Florida and Virginia sites are important to their state's economies because they stimulate an influx of expenditures from non-residents.

**Distances Traveled to the Sites.** For modeling recreational demand, it is important to know how far visitors travel to the sites. From this information, a proxy for the willingness-to-pay, or price, of site access is constructed. This is generally referred to as the "travel cost method". See Bockstael et. al. (1986) for a review of this popular method for modeling recreation demand.

One of the many issues debated in travel cost modeling is the proper specification of distance traveled. For single purpose, single-destination trips, total distance to the site, or total round trip mileage is appropriate. However, when multiple purpose or multiple destination trips are involved, total distance traveled to the site may overstate the cost of access. Information was obtained in the PARVS interviews to determine the purpose of the trip and if there were destinations other than the park visited. Additional information was also obtained on the primary purpose and destination of the trip. If other destinations were involved, the destination previous to the park where the respondents were interviewed was obtained. From this information, two distance variables were constructed (Table 4).

The first measure is unadjusted and represents the distance from where the trip was started to the park. On average, visitors traveled over 432 miles one-way to the sites. The second measure is adjusted for those that visited multiple sites and for whom the park where interviewed was not the primary destination of the trip. For individuals in this category, the distance from the site visited previously to the site where the interview took place was calculated. On average, for all eleven sites, this yielded a one-way travel distance of only about 291 miles, or about 57 percent less than the unadjusted measure.

**Age Distribution of All Visitors.** Table 5 shows the age distribution of all visitors to the eleven sites. The actual age of up to eight people traveling in each vehicle interviewed was obtained. Eight age groups were formed to correspond to those used by the Bureau of the Census. This allows for the comparison of age distributions across the relevant market areas (i.e., states or regions where the sites are located). Differences between the age distributions in the general market area for each site and the age distributions of visitors of each site suggest that age may be an important factor in explaining park visitation. Also, different sites attract different age groups.

**Gender and Racial Composition of All Visitors.** All sites, except Daytona Beach and Beverly Beach had a smaller proportion of male visitors than the general population (Table 6). This suggests that gender may be an important factor in explaining park visitation. Racial composition also appears to be a significant factor. The percentage of visitors that are white is significantly higher than the general population for all the sites except for Half Moon Bay, Pismo Beach and Half Moon Bay in California which have a higher percentage of Hispanic visitors than the general populations of California or the Pacific region. Blacks are underrepresented at all sites including Virginia Beach where they account for 15 percent of total visitation.

**Education Levels of All Visitors.** Education level may be an important factor in explaining park visitation, however, the manner in which the data is reported by the Bureau of the Census does not lend itself to direct comparison with defined market areas. It may be possible with further work on Bureau of the Census data tapes to compile comparable categories. Another important use of this information is in park planning, to the extent that park activities are education dependent. Guided tours of archaeological or historical sites or on nature trails where interpretive services are available are important examples. Table 7 summarizes the education levels of all visitors to the parks.

**Family Income of Visitors.** Many studies of recreational behavior have found income to be an important factor in explaining both recreational participation and avidity. Table 8 shows the distribution of family incomes of all visitors aggregated into six groups that correspond to those categories reported by the Bureau of the Census. The survey actually collects income using 12 income categories. The family incomes of park visitors at all eleven sites are significantly higher than the U.S. population as a whole. This lends further support for the
hypothesis that income is an important determinan of
park visitation.

**Group Size and Type.** The average group size across
all sites consisted of about four people, with a high of
4.97 at Seattle and a low of 2.61 at Daytona Beach
(Table 9). In addition, over 40 percent of all groups were
of two or less people. Over 65 percent of all groups were
family based (Table 10). These findings are significant.
Schomaker and Morck (1986), in a study of group
composition in advertisements for recreationally re-
lated products and services, found that family groups
and groups larger than two persons were underrepre-
sented when compared to the results of the National
Recreation Survey (1977). Family groups appeared in
only five percent of the ads, with an average group size
of only 2.2.

Group type may also be important to park managers in
addressing the issue of imposing site fees. McCurdy
(1970, 1985) found that family groups, as opposed to
single individuals, couples, or groups of friends most
readily accepted site fees. Referendum-type contin-
gen valuations on site fees, which will be discussed below, are asked as part of the PARVS
survey. Thus, the capability exists to further test this
proposition.

**Type and Extent of Activities**

**Recreational Usage.** In recreational demand model-
ing, the two most important pieces of information are a
proxy for price and a measure of quantity demanded.
Recreational usage information can provide informa-
tion necessary to obtain both these measures. For
example, in many studies the number of trips to the site
represent the quantity demanded, while on-site time is
used as an input in calculating a portion of the cost of the
trip (e.g., total on-site plus travel time multiplied by
the value of time). Both the proxy for prices and the
measure of quantity demanded have varied across
studies depending on the purpose and scope of the
analyses. Table 11 reports the average number of days
spent on-site during the past 12 months, the average
number of trips to the site over the past 12 months, the
average length of stay per trip (e.g., the number of days
spent on-site during the trip on which the interview was
conducted), and the percentage of single day trips. For
all eleven sites, the average person made 11.39 trips to
the site where interviewed, and spent an average of
13.72 days there over the past 12 months. The average
length of stay for the interview trip was 2.63 days, while
52.8 percent were single day trips.

There was a good deal of variation in these measures
across sites. On average, the visitors to San Diego
Beaches made the most trips (27.67) and spent the
most days on-site (28.65) during the past 12 months,
while visitors to Beverly Beach made the fewest
trips (1.46) and spent the fewest days on-site over the
past 12 months (4.19). The average length of stay on
the interview trip was less than five days across all
eleven sites with the highest at Clearwater Beach (4.61
days) and the lowest at Jones Beach (1.05 days). Over
80 percent of the visits to Jones Beach, San Diego and
Seattle are single day visits.

**Main Activities.** Table 12a reports the ranking of the
top ten "main" activities across all eleven sites and how
each of these activities are ranked for each of the sites.
The top ten activities are not ranked on the basis of the
greatest number of participants in each activity, but by
the percent of visitors, age 16 and older, that responded
that a particular activity was their main activity. The
greatest percent of visitors said that sunbathing was
their main activity. Overall 6.6 percent of the sample
said they had no main activity. At Hammonasset, 30.3
percent said they had no main activity. This suggests
that modeling park demand on an activity basis using a
tavel cost model may not be advisable. The reason
being that activity specific travel cost models employ
the assumption that one activity provided the main
motivation for the trip. This is clearly not true for a large
proportion of this sample.

**Activities of All Visitors.** Table 12b reports the
ranking of the top 15 activities. Activities are ranked on
the basis of the greatest percent of participants from the
sample of visitors of all ages. From 3,840 interviews of
people 16 and older, there were 11,609 people of all
ages for which activity participation was reported. Sun-
bathing remains the number one activity across all sites
when based on total participation. Walking for pleasure
rose to number two overall.

Participation rate, by activity, varied greatly across
sites. Sunbathing, ranked number one overall, was
only ranked number one at five out of the eleven
individual sites and as low as 14th at Patrick's Point.
Developed Camping ranked number one at Beverly
Beach and number two at Patrick's Point where over 80
percent of the visitors participated in the activity.

**Spending by Visitor**

Studies in the economics of outdoor recreation have
utilized expenditures for two purposes: 1) for specifi-
ing a proxy for price when modeling the demand for
recreation; and 2) for economic impact analysis where
the impact of recreational activity is estimated on local
and/or regional economies in terms of sales, em-
ployment, income, tax revenues, etc. It is primarily to
the former purpose that NOAA intends to apply the PARVS
data.
Onsite Fees. Column one of Table 13 reports the average daily on-site fees paid per person. This information was obtained from the intercept portion of the survey. On-site fees represent a portion of the total cost of accessing a site and will be used with travel costs in constructing a proxy for price in future demand modeling work. The average expenditure varied greatly across the eleven sites with a high of $31.70 per person per day at Hammonaset Beach State Park and a low of $0.00 per person per day at San Diego Beaches. Only one person reported spending anything for on-site fees at Seattle Beaches. This may simply be a coding error. If so, the true estimate would be zero for Seattle Beaches.

Trip Expenditures. Table 13 also reports all trip related expenditures. These expenditures include: 1) the amount spent while preparing for the trip at home, or upon return from the trip (e.g., film purchased at home in preparation for the trip and film development upon return from the trip); 2) while traveling to and from the site (e.g., expenses for lodging, food and travel); and 3) while visiting the site or immediate area (e.g., expenses for food, lodging, local travel, on-site fees, fishing bait, souvenirs, etc.). This comprehensive expenditure profile is particularly useful for analyzing the economic impact that visitors to parks have on local and/or regional economies.

On average, total trip expenditures ranged from a high of $668 per person at Clearwater Beach City Beaches to a low of $53 per person at Jones Beach State Park.

There are several possible problems with the trip expenditures reported in Table 13. First, they are unweighted for sample response bias. Second, about 30 percent of the sample were on multiple destination trips. It is not clear whether all the expenditures made, while preparing for the trip or upon return home from the trip and while traveling to and from the site, should be considered as attributable to the site where interviewed. Further assessments of economic impact will have to address these problems. See Leeworthy et. al, 1989 for an example.

Willingness-to-Pay

The survey used several direct approaches for measuring the willingness of visitors to pay site access fees. Each of these approaches utilize the contingent valuation method (CVM). Four separate questions were asked, one on the intercept questionnaire and three in the mailback survey. The question asked on the intercept survey was repeated on the mailback questionnaire. Two of the questions on the mailback survey were open-ended in that the maximum dollar amount the individual would pay was asked and that individual simply fills in a dollar amount. This represents the more traditional CVM approach. One question was asked on-site (repeated on mailback, see footnote 3) and one on the mailback survey using a relatively new approach which asks for "yes" or "no" responses to randomly assigned dollar amounts. This is commonly known as the referendum approach, since each person is simply asked to vote "yes" or "no" to the assigned dollar amount. This approach is thought to have several advantages over the open-ended question approach. For example, the referendum approach avoids strategic bias, and is similar to market transactions where consumers either purchase or do not purchase a product at the given market prices. The main disadvantages of this new approach is that it requires more sophisticated analyses in order to yield answers comparable to the open-ended questions and the methods of analysis are still experimental.

Open Ended Questions. Table 14 reports the results of two open-ended CVM questions on the willingness-to-pay site access fees. The first question asked what was the maximum amount the individual would be willing to pay for an annual vehicle pass that would permit access to the site for all persons in the vehicle. The pass would apply to the interview site only and would only cover site admission, not any other fees (i.e., camping). The average for all sites was $10.18 and ranged from a high of $22.94 at Jones Beach State Park to a low of $4.78 at Beverly Beach State Park.

The second open-ended question again asked for the maximum amount the individual would be willing to pay for an annual vehicle pass, but the pass would allow admission to all sites the agency manages. It was expected that the willingness-to-pay for this type of pass would be higher than the pass that allows access to only one site, since it is expected that the option to visit additional sites may have some value. Although all but one of the means were lower for the one site pass (Daytona Beach), the differences are statistically significant only at Half Moon Bay State Beach, Patrick’s Point State Park and Pismo State Beach.

The results presented here are only preliminary since several issues in analyzing the data are as yet unresolved. The estimates in Table 14 are unweighted for mailback response bias and neither an analysis of protest bids (i.e., zero bids given because they do not like the idea of fees) nor an analysis of anchoring bias (caused by placing the referendum question before the open-ended question) have been conducted. In the latter case, the true maximum amount may not have been given because the individual may be biasing their bid toward the randomly assigned dollar amount asked in the referendum question. These issues are currently being researched.
Referendum Questions. Table 15 presents the percentage of yes votes for each of the ten randomly assigned per-person per-day charges for site admission that was asked on the intercept questionnaire. As expected, the percent of yes votes generally decline at higher dollar amounts. There are several inconsistencies where a higher percent of "yes" responses occur at higher dollar amounts. When aggregated across all eleven sites these inconsistencies disappear, suggesting relatively large sample sizes may be required to achieve consistent results with this method. A majority would be willing to pay at least $1.00 per person per day at all sites.

Another referendum question was asked on the mail-back portion of the survey. This question asks for the willingness-to-pay for an annual vehicle pass to the site where interviewed. This pass would admit everyone in the vehicle. Again, as expected, the percent of yes votes declines with increased dollar amounts with a few exceptions (Table 16).

Satisfaction Ratings

The final section of the mailback survey asks visitors to rate their satisfaction with the site for six attributes on a scale from 0 to 10. The six attributes are: 1) the recreation experience at the site (Table 17); 2) the number of other visitors at the site (Table 18); 3) cleanliness of facilities (Table 19); 4) parking (Table 20); 5) water quality (Table 21); and 6) overall condition of the site (Table 22).

Recreation Experience. The mean ratings ranged from a low of 6.56 at Half Moon Bay State Beach to a high of 8.45 at Patrick’s Point State Park. At least 61 percent of the visitors to all eleven sites gave a rating of eight or above.

Number of Visitors. This attribute is intended as an indicator of individuals perception of crowding conditions on their satisfaction. This attribute received the lowest rating across all sites. The mean scores ranged from 5.72 at Virginia Beach City Beaches Park to 6.62 at Clearwater Beach City Beaches.

Cleanliness of Facilities. This attribute generally received high ratings across all sites. The lowest rating was at Half Moon Bay State Beach (5.52). Patrick’s Point State Park had the highest rating (8.40), with over 54 percent giving a rating of 9 or above.

Parking. Most visitors were generally pleased with the parking situation at the sites. This would seem to conflict with the ratings given on the number of other visitors. Hammonasset Beach State Park had the highest rating (8.39), with over 58 percent giving a rating of 9 or above.

Water Quality. Average water quality ratings varied from a low of 6.36 at San Diego County Beaches to a high of 8.42 at Patrick’s Point State Park. Overall, 60 percent of the visitors gave a rating of 9 or above.

Overall Conditions of the Site. This attribute received the overall highest rating. The average ratings ranged from a low of 6.35 at Half Moon Bay State Beach to a high of 9.02 at Patrick’s Point State Park. Over 58 percent at Patrick’s Point State Park gave a rating of 9 or above.

On-Going and Future Activities

In 1991, no data collection is planned. However, consideration is being given to whether PARVS could be extended to include other types of sites such as wildlife refuges, hunting/game management areas and nature preserves. This would provide the capability to develop a more comprehensive set of activity and site specific user day values for coastal recreation.

Estimation of User Day Values. Researchers at SAB and North Carolina State University are currently developing travel cost demand models and contingent valuation methods using the data summarized in this report. These methods will be assessed for their ability to produce consistent and credible estimates of activity and site specific user day values.

Once accepted, these methods will be applied to the data collected at the remaining forty sites around the Nation. The result will be a National set of user day values developed with a consistent set of data and methodologies.

Site Valuation. For many policy and management decisions, it is important to know the total annual value generated by a site. Here user day values must be aggregated. Estimates of total site use by activity are required. Updates of total annual site visitation are being compiled for all sites surveyed (See Appendix A for site visitation for 1984, 1982, 1977 and 1972 from NOAA Inventory of Recreation Areas and Facilities) in cooperation with the local, state and federal agencies managing the sites.

Changes in Site Qualities. Total loss of a site is more rare than small, sometimes continuous changes in site qualities. Degradation of the site by water and air pollution and debris washed-up on shorelines result in losses in site value due to losses in user day values and lower visitation rates. Future research efforts will attempt to model (in a broad regional or National context) the losses in site values due to reductions in site
qualities. The major focus will be on water quality.

**Total Value of Coastal Recreation.** A much more ambitious goal of the SAB program is to place a total annual value on all coastal recreation sites. To accomplish this, estimates of total coastal recreational use are required. Very little information currently exists.

To remedy this, NOAA and the U.S.D.A. Forest Service are leading a broad coalition of federal and state agencies and non-profit groups interested in recreation and environmental issues in modifying the 1991 National Recreation Survey to obtain total use estimates for coastal recreation. Although sample sizes will be too small to provide more than broad regional estimates of use, the study combined with PARVS data and analysis will provide the capability to provide regional and National estimates of the total value of coastal recreation.

**Footnotes**

1. The respondent was asked how many miles they traveled from where they started their trip to the site. As an alternative we used the highway mileage calculated using a micro-computer based software program called "Highways and Byways" by New Direction Software, Inc. A comparison of the mileages provided by the respondent and that calculated from the computer program revealed that the absolute value of the differences increased with the total distance traveled. Many include mileage associated with the side trips. The mileage reported in Table 4 is from the Hyways and Byways computer program.

2. The U.S. Forest Service has developed an analytic capability for assessing economic impacts called "Implan". Implan provides planning analysts with the capability to construct a local and/or regional input-output models for any applicable area; and to perform evaluations of potential economic effects of alternative courses of action. See Cordell et. al. (1987) for an example.

3. The on-site referendum question was repeated on the mailback because recent evidence from research being conducted at the University of Colorado, at Boulder, suggests that people may change their bids after they have had more time to think about the decision. The results of this repeat of the question are not reported here. Future analysis of this data will test for this effect.

4. The overstatement of willingness-to-pay when it is perceived that the fee will not be charged but will lead to park protection or improvement, or understatement if it is perceived management is planning to impose fees but the individual is reasonably sure the park will be protected. See Desvouges et. al. (1983) for a discussion of biases.

**References**


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Table 4. Average Distance Traveled to the Eleven Coastal Sites.

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1 Most people (96%) started the trip from their home, so for the majority, this represents the distance from the home to the site.

2 About 30 percent of the sample were on trips where they visited multiple sites. Of these, about 85 percent (i.e., 25.5 percent of the entire sample) did not designate the site (where they were interviewed) as their primary destination. For those that visited other sites and the site of interview was not the primary destination, the distance from the site visited previously to the site of the interview was calculated.
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Table 6. Gender and Racial Composition of Visitors by Site, Compared to the States and the U.S.A.

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*After the person interviewed indicated all the activities for which they participated, they were asked which if any, was their main activity.
## Table 12b. Ranking of the Top 15 Activities of Visitors of all Ages.

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<th>Clearwater Beach Rank %</th>
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<th>Pismo Beach Rank %</th>
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Table 14. Maximum Willingness-to-Pay for an Annual Vehicle Pass for the Interview Site Versus any Site the Agency Manages.

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**Pass would admit all persons in the vehicle at any site agency manages and is good for one year.
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*Toned areas show dollar amount for which a majority (i.e., 50% or more) of those interviewed responded that they would buy the pass.
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A. Site Profiles - NOAA Inventory of Public Recreation Areas and Facilities in Coastal Areas.
NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: HALF MOON BAY STATE BEACH
MANAGING AGENCY: CA PARKS & RECREATION
LATITUDE - LONGITUDE: 3727N12226W

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*0 PERCENT OF THE 1984 ACREAGE IS IN NONCOASTAL COUNTIES.

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MISSING INFORMATION CODES

A = SITE DID NOT EXIST
B = RECORDS NOT KEPT ON THIS DATA ELEMENT
C = RECORDS TOO COSTLY TO RETRIEVE
D = AGENCY DID NOT RESPOND TO SURVEY
E = AGENCY LOST RECORDS
F = SATELLITE PARK - DATA IN OTHER PARK
G = LATITUDE - LONGITUDE NOT FOUND

STRATEGIC ASSESSMENT BRANCH
OCEAN ASSESSMENTS DIVISION
OFFICE OF OCEANOGRAPHY AND MARINE ASSESSMENTS
NATIONAL OCEAN SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
PHONE (301) 443-8843/8921
NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: PISMO STATE BEACH
MANAGING AGENCY: CA PARKS & RECREATION
LATITUDE - LONGITUDE: 3506N12037W

1984 ACREAGE BY COASTAL COUNTY

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TYPE OF AREA

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ACREAGE

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* 0 Percent Of The 1984 Acreage Is In Noncoastal Counties.

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BUDGET & PERSONNEL

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REVENUE

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<td>1972</td>
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MISSING INFORMATION CODES

A = Site Did Not Exist
B = Records Not Kept On This Data Element
C = Records Too Costly To Retrieve
D = Agency Did Not Respond To Survey
E = Agency Lost Records
F = Satellite Park - Data In Other Park
G = Latitude - Longitude Not Found

MISSING INFORMATION CODES

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<td>D</td>
<td>Agency Did Not Respond To Survey</td>
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<td>Agency Lost Records</td>
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STRATEGIC ASSESSMENT BRANCH
OCEAN ASSESSMENTS DIVISION
OFFICE OF OCEANOGRAPHY AND MARINE ASSESSMENTS
NATIONAL OCEAN SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
PHONE (301) 443-8843/8921
NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: PATRICKS POINT STATE PARK
MANAGING AGENCY: CA PARKS & RECREATION
LATITUDE – LONGITUDE: 4108N12409W

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INVENTORY OF FACILITIES

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<td>1982 36086</td>
<td>360415</td>
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MISSING INFORMATION CODES

A = SITE DID NOT EXIST
B = RECORDS NOT KEPT ON THIS DATA ELEMENT
C = RECORDS TOO COSTLY TO RETRIEVE
D = AGENCY DID NOT RESPOND TO SURVEY
E = AGENCY LOST RECORDS
F = SATELLITE PARK - DATA IN OTHER PARK
G = LATITUDE - LONGITUDE NOT FOUND

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<th>BUDGET &amp; PERSONNEL</th>
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USER DAYS - ATTENDANCE


STRATEGIC ASSESSMENT BRANCH
OCEAN ASSESSMENTS DIVISION
OFFICE OF OCEANOGRAPHY AND MARINE ASSESSMENTS
NATIONAL OCEAN SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
PHONE (301) 443-8843/8921
NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: HAMMONASSET BEACH STATE PARK  
MANAGING AGENCY: CT PARKS & RECREATION  
LATITUDE - LONGITUDE: 4115N0723W

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* 0 PERCENT OF THE 1984 ACREAGE IS IN NONCOASTAL COUNTIES.

INVENTORY OF FACILITIES

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BUDGET & PERSONNEL

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MISSING INFORMATION CODES

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F = SATELLITE PARK - DATA IN OTHER PARK  
G = LATITUDE - LONGITUDE NOT FOUND

STRATEGIC ASSESSMENT BRANCH  
OCEAN ASSESSMENTS DIVISION  
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U.S. DEPARTMENT OF COMMERCE  
PHONE (301) 443-8842/8921
NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: JONES BEACH STATE PARK
MANAGING AGENCY: NY PARKS, REC. & HIST. PRESERVATION
COUNTY: NASSAU
LATITUDE - LONGITUDE: 4035N07330W

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<td>1977</td>
</tr>
<tr>
<td>OFFSHORE</td>
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<td>1972</td>
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* 0 PERCENT OF THE 1984 ACREAGE IS IN NONCOASTAL COUNTIES.

INVENTORY OF FACILITIES

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BUDGET & PERSONNEL

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REVENUE | 0 |
PERSONNEL | 500 |

STRATEGIC ASSESSMENT BRANCH
OFFICE OF OCEANOGRAPHY AND MARINE ASSESSMENTS
NATIONAL OCEAN SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE
PHONE (301) 443-8843/8921

MISSING INFORMATION CODES

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NOAA INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS AND FACILITIES IN COASTAL AREAS, FY 1984

SITE NAME: BEVERLY BEACH STATE PARK
MANAGING AGENCY: OR PARKS & RECREATION

LATITUDE - LONGITUDE: 44°43'N 124°03'W

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* 0 PERCENT OF THE 1984 ACREAGE IS IN NONCOASTAL COUNTIES.

INVENTORY OF FACILITIES

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REVENUE PERSONNEL

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List of Publications


