Visitor Recreational Behavior in Morro Bay

Graduate students from the University of California, Santa Barbara are working with the San Luis Obispo Science and Ecosystem Alliance (SLOSEA) to conduct a survey of coastal visitors in Morro Bay. We want to learn more about your activities and perceptions. Please help us by taking a few minutes to complete our survey!

All responses are confidential and no mailings result from this survey. Your participation is voluntary. Thank you very much for your participation and support!

1) How many days will you spend in Morro Bay during this trip? _____ days

2) How many people are you traveling with (including yourself)? _____ people

3) Have you been to “the Bay” before? (“the Bay” = Morro Bay and Los Osos waterfronts, the bay and estuary, and the surrounding state parks) □ YES □ NO → If ‘NO’, please skip to Question 4
   a) If yes, how many times including this trip? □ less than 5 □ 5-10 □ 10-20 □ more than 20
   b) Over the last 12 months, how many times (including this trip) have you visited? _____ times/year

4) Please indicate all activities you will do during this trip in “the Bay”:
   □ Fishing   □ Kayaking   □ Watching fishing boats   □ Bird watching
   □ Hiking/Walking □ Boating   □ Shopping   □ Whale/wild marine mammal viewing
   □ Surfing   □ Dining   □ Beach going   □ Viewing other wildlife
   □ Mountain biking □ Camping   □ Golfing   □ Other ______________________________

5) Please indicate all activities you have done during past trips in “the Bay”:
   □ Fishing   □ Kayaking   □ Watching fishing boats   □ Bird watching
   □ Hiking/Walking □ Boating   □ Shopping   □ Whale/wild marine mammal viewing
   □ Surfing   □ Dining   □ Beach going   □ Viewing other wildlife
   □ Mountain biking □ Camping   □ Golfing   □ Other ______________________________
   □ Never been to “the Bay” before

   a) If you come to “the Bay” to fish, do you fish from a:
      □ Pier or shore   □ Private or rental boat   □ Chartered boat   □ I don’t fish in the Bay

   b) Do you plan to eat locally caught seafood during this trip?
      □ YES   □ NO □ Not sure

6) How much do you think you (including anyone in your party that you are paying for) will spend on the following items in Morro Bay during this trip:
   Lodging (total) $_____   Boat rental or charter $_____   Meals (total) $_____
   Camping or RV (total) $_____   Kayak rental $_____   Shopping $_____
   Bait and tackle $_____   Boat cruise or tour $_____   Gas $_____
   Other (specify) $_________________________   I will not spend any money in Morro Bay: □
   a) How many people are covered by the spending you just indicated? _____ people

7) Have you ever been to other parts of the Central/Southern California coast (south of Santa Cruz)?
   □ YES   □ NO → If ‘NO’, please skip to Question 9
8) For each of the following factors, how do you feel “the Bay” compares to similar areas on the Central/Southern California coast?

   a) Water quality (i.e. pollution or bacterial contamination):  
      □ Better       □ Equal       □ Worse       □ Not sure

   b) Fish abundance:  
      □ Better       □ Equal       □ Worse       □ Not sure

   c) Bird abundance:  
      □ Better       □ Equal       □ Worse       □ Not sure

   d) Abundance of other marine wildlife (i.e. whales, sea lions, and seals):  
      □ Better       □ Equal       □ Worse       □ Not sure

   e) Availability of access to undeveloped open spaces and wilderness areas?  
      □ Better       □ Equal       □ Worse       □ Not sure

9) Did water quality, abundance of birds, fish or other wildlife, or access to open spaces play a role in your decision to visit Morro Bay?  
□ YES       □ NO  →  If ‘NO’, please skip to Question 10

   a) If yes, check the ONE most significant factor in your decision:  
      □ Water quality □ Fish abundance □ Bird abundance □ Other wildlife abundance □ Access to undeveloped open spaces □ No preference

10) Did the weather in your place of residence play a role in your decision to visit “the Bay”?  
□ YES       □ NO

11) If you have visited “the Bay” periodically over the past 5 years, do you think overall environmental quality has improved or declined in that time?  
□ Improved □ Hasn’t changed □ Worsened □ Not sure □ Not a repeat visitor

12) If you are a repeat visitor, do you think the overall working waterfront experience (i.e. working fishing boats, marina atmosphere, etc.) has improved or declined in Morro Bay over the past 5 years?  
□ Improved □ Hasn’t changed □ Worsened □ Not sure □ Not a repeat visitor

13) Age: _______ years old

14) Are you:  □ MALE  □ FEMALE

15) Home zip code: _______

16) Are you of Hispanic or Latino origin?  □ YES  □ NO

17) Race (Choose all that apply):  
   □ White  □ Asian  □ Native Hawaiian/Pacific Islander  □ American Indian or Alaskan Native  □ African American  □ Other  □ Decline to answer

18) Education:  
   □ No formal education □ Elementary/Junior High □ High School  
   □ Vocational School □ Community College □ Some College  
   □ Four-year College □ Graduate School □ Decline to answer

19) Total annual household income before taxes, from all sources?  
   □ Less than $15,000 □ $15,000 to under $30,000 □ $30,000 to under $50,000  
   □ $50,000 to under $75,000 □ $75,000 to under $100,000 □ $100,000 to under $150,000  
   □ $150,000 to under $300,000 □ more than $300,000 □ Decline to answer