

California Coast Online Survey

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CA Coast Online Survey

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About 70% go to the coast (PPIC, 2006)

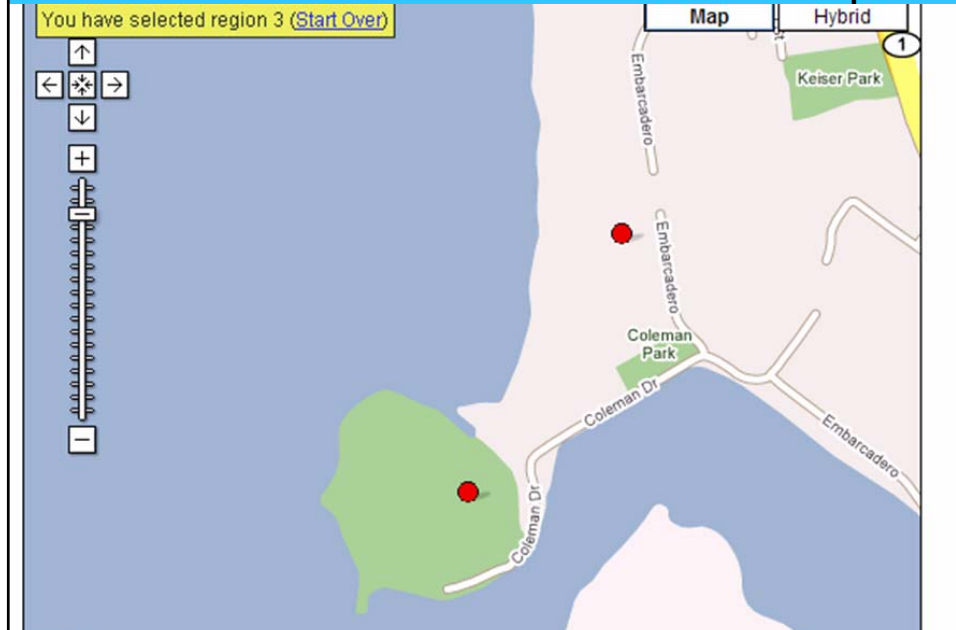
- How will they be affected by MPAs?
- Historically, no data (hard to collect)
- NEW OPPORTUNITY
 - Internet and Google Earth



How many times do you visit the coast, where, and what do you do?



Detailed Information about Last Trip



Detailed Information about Last Trip



CA Coast Online Survey

The Approach

- Internet-based:
 - draws from pool of 100k CA residents
- Random sample, no self-selection
- Cheap, easy to replicate
- 5,500 surveys collected, 6,000 by April

Private Recreation

Non-consumptive uses

- Beach going
- Swimming
- Diving
- Surfing and Waveriding
- Kayaking and Paddlesports
- Watching wildlife (from boat or shore)
- Boating (sailing, power, personal watercraft)



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Private Recreation

Consumptive uses

- Hook and line fishing (charter or private)
- Spear fishing
- Collecting sea life, e.g., lobsters, clams
- Hoop netting



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Inform MLPA Initiative Process

Private Coastal Visitation

- Areas of greatest use
- Concentrations of activity types
- Proportion of activity types in region
- Details on individual user groups



Inform MLPA Initiative Process


Economic Impact

Coastal visitation ↔ economic impact

Baseline against which future comparisons can be made.




Consumptive vs. Non-Consumptive Activities: Selected Sites in SoCal		
Coastal Site	% Consumptive Uses	% Non-Consumptive Uses
Isthmus Catalina	61	39
Redondo Sportfishing Pier	36	64
Redondo Beach	5	95
Hermosa Beach Pier	9	91
Topanga	2	98
Point Dume State Park	4	96


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Comparing Network Alternatives

Example

1. Do proposals impact coastal areas of heavy use?
2. Could proposal impact sites with highly concentrated consumptive or non-consumptive uses?
3. Identify areas of uniqueness or significance for particular user groups.


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Baseline for Monitoring Impacts of MPAs on People

Human Uses



Changes

Environmental Conditions



Changes



Limitations

Cannot provide detailed breakdown if:

- Infrequently visited portion of the coast
- Coastal activity practiced by <5% of the population

Solution: targeted interviews

- Online or in-person



Data Are Largely Representative

Comparing LA County Results with Census

	2006 US Census Projections (%)	Survey Results (%)
Female	50.5	59.0
White	74.2	69.7
Black	9.6	12.0
American Indian/Alaska Native	1.0	2.5
Asian	13.1	9.3
Hispanic or Latino	47.3	15.6



Review

- Random sample of CA residents
- Characterize use over large spatial areas
- Compare network alternatives
- Monitor: changes environment ↔ human use
- Cost effective, good spatial data, largely representative



Where Can You Find the Data?

<http://covc.centraldesktop.com/santamonicabay/humanuses/>

Log in so we can tell you if data are updated

Contact: linwoodp@coastalvalues.org

or

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These activities are linked

