

PROJECT CONTEXT

Blue Beach program founded by the Foundation for Environmental Education is an internationally recognized eco-label certification of public beaches around the world. The Blue Flag program is relatively new in Canada and in early 2020 Swim Drink Fish, the Not-for-Profit behind the Swim Guide initiative, became the National Operator of the Blue Flag program in Canada. There are over 4,664 Blue Flag beaches around the world in 46 countries. In Canada there are 29 Blue Flag beaches and 9 marinas of which 24 beaches have earned Blue Flags in Ontario.

The following is a client's draft of a questionnaire. The intent is to interview beach users over the summer months from June to August. Outreach coordinators will approach beach goers and conduct this interview on paper then transfer responses to an online survey software.

Target sample size will be 300 completes at 5 beaches.

Analysis will be for all beaches then comparison by beach. Particular interest is to understand the profile of the beach users and their motivations. Finally, there is an interest to determine the overall awareness of the Blue Flag program and if the program has resonance with beach users.

Beach Survey

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Beach: _____ Interviewer: _____ Date: _____
Hi. My name is _____. Today, we are talking with people about their experience at < BEACH NAME>. This is part of a larger study that includes other beaches in southern Ontario. The questions will take a few minutes and we are interested in your personal opinions. Thanks for your personal opinions.

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1. Into which of the following age categories do you fall?

- < 25
- 25-44
- 44-64
- 65+

2. What is the highest level of education you have attained?

- Elementary school
- Secondary school
- Trade school
- Technical school certification
- University/college graduate

3. How many people are with your group today?

4. How many children under the age of 18 are with you today?

5. Are you a:

- Permanent resident _____
- Seasonal resident _____
- Reside outside of community _____

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6. How far away is your permanent residence from this beach?

_____ Km

7. What is your postal code

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8. Where is your permanent residence?

Canada _____ Other country _____

9. What is your gender?

Female _____ Male _____

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10. How many nights are you staying in this area? (ONLY FOR SEASONAL & VISITORS)

- Only staying for the day
- One night
- 2-3 nights
- 3-7 nights
- 7-14 nights
- 14+ nights

11. What type of accommodation are you staying in while visiting the area?

- Own season residence/cottage
- Rented cottage
- Motel/hotel
- Bed & breakfast
- Park
- Other

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12. What was your prime reason for visiting the beach today?

- Water-based activities
- Beach related activities
- Relaxation
- Nature study/viewing
- Festival/event
- Other _____ please specify

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Relaxation
Exercise

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Deleted: Nature study

Deleted: Bird watching

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Environmental education

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13. How important is going to the beach as part of your trip?

14. How did you get to the beach today?

- Walking
- Car
- Bicycle
- Boat
- Public transport
- Other (please state)

15. Which of the following activities have you done or intend to do as part of your visit(s) to the beach?

- Sunbathing
- Walking
- Swimming
- Nature interpretation
- Water sports (paddle boarding, kayaking, etc.)
- Boating/sailing
- Attending a festival/event
- Enjoying scenic views
- Playing with your children
- Bird watching
- Eating/dining in the community
- Shopping in the community
- Other (record activity)

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- Sunbathing
- Walking
- Swimming
- Enjoying nature
- Water sports (paddle boarding, kayaking, etc.)
- Reading interpretive signs about the beach environment
- Reading beach safety information
- Paddle boarding/kayaking, sailing
- Boating/sailing
- Attending a festival/event
- Enjoying the views
- Playing with your children
- Bird watching
- Eating/dining in the community
- Shopping in the community
- Walking dock/ boardwalk
- Looking at boats in marina
- Other (record activity)

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16. We would like your feedback about the quality of the facilities at this beach. For the following facilities please rate the importance that these aspects or facilities at this beach are to your beach experience where 1 is very unimportant and 5 is very important.

Cleanliness of washrooms/change rooms	1	2	3	4	5
Environmental education information	1	2	3	4	5
Vehicle parking	1	2	3	4	5
Bicycle stand & lock up	1	2	3	4	5
Food concession stands	1	2	3	4	5
Children's play equipment	1	2	3	4	5
Picnic area/tables	1	2	3	4	5

Designated swimming area	1	2	3	4	5
Garbage containers	1	2	3	4	5
Recycling containers	1	2	3	4	5
Beach & facility accessibility access (e.g. wheelchair)	1	2	3	4	5
Water quality	1	2	3	4	5
Cleanliness of beach	1	2	3	4	5

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17. Were you aware that this beach is a Blue Flag beach?

- YES
- NO

18. How would you rate your overall experience at this beach today, on a scale of 1 to 5 where 1 is Excellent and 5 is Poor?

- 1 EXCELLENT
- 2
- 3
- 4
- 5 POOR

19. How likely are you to return to this beach this season? (DECIDE ON SCALE DIRECTION)

- Very unlikely
- Somewhat unlikely
- Very likely

20. How likely are you to return to this beach next year?

- Very likely
- Somewhat likely
- Very unlikely

21. How much did you spend during this visit including your travel, food & beverage, shopping....?

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Please provide your name and email for the newsletter.

Name: _____

Email: _____

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ACCEPT THE COMPLETED DRAW CARD, GIVE THEM A BIG SMILE AND THANK THEM FOR SHARING THEIR IDEAS!

Deleted: 10. Thank you for sharing your thoughts today. Would you be willing to participate in further research about beach experiences? ¶
Your contact information will be kept confidential and only used for research purposes by Environmental Defense or the research consultants, RMCG Inc. and Sustaining Tourism. ¶
-Yes ¶
-No [SKIP TO] ¶

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11. Please provide your e-mail address _____ ¶

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Deleted: 12. Would you be interested in more information about the Blue Flags program or our quarterly newsletterlike to sign up for our quarterly water newsletter? It updates you on our Blue Flag program and water campaign. You won't be put on any other email list, and you can opt out any time. ¶
Yes [CHECK IF EMAIL IN Q, IF YES SKIP TO END) ¶
-No [SKIP TO [END) ¶
¶
13. Please provide-mail address _____

