

**Public Opinion on  
Shoreline Management in  
Washington State**



**Washington Department of Ecology**

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Douglas J. Canning

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Shorelands and Environmental Assistance Program  
Washington Department of Ecology  
Olympia, Washington



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# Preface

This report briefly summarizes and compares the results of two public opinion surveys (1983 and 1996) on shoreline management and the Shoreline Management Act in Washington State. Both surveys were based on telephone interviews of a statistically valid number of persons distributed throughout the state of Washington.

Also included is the entire script of the 1996 survey instrument. This is provided to enable local governments to duplicate or approximate the 1996 survey in the process of consulting public opinion during required amendments of local shoreline master programs mandated by the 2003 amendment of the “shoreline master program guidelines rule,” WAC 173-26, Sections 171 to 251.

For additional information on the two public opinion surveys, you may contact the Department of Ecology project manager Douglas Canning by telephone (360 - 407 - 6781) or by e-mail ([dcan461@ecy.wa.gov](mailto:dcan461@ecy.wa.gov)).



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# 1 • Introduction

## Preface

This paper summarizes and compares some of the results of two public opinion surveys (1983 and 1996) on shoreline management in Washington State. For complete results of the two surveys, the reader should consult the original survey results reports.

The basis for shoreline and coastal zone management in Washington State is Washington's Shoreline Management Act (SMA). The SMA was adopted as an initiative of the people in 1972 following a Washington Supreme Court decision which cast doubt on the validity of unregulated development on shorelines of the state. Given the choice of shoreline management or not, 52 percent of the electorate chose to have shoreline management. Offered the choice of a citizens' initiative Shoreline Protection Act (SPA) or the Legislature's Shoreline Management Act, the electorate chose the SMA by a margin of 68 percent. The principal differences between the two laws were the extent of coverage and which level of government would implement the law. The SPA would have created a 500-foot management zone; the SMA a 200-foot management zone. The SPA would have vested implementation at the state level; the SMA in a partnership between local and state government.

In broad terms, the jurisdiction of the SMA applies to a 200-foot strip adjacent to all marine shorelines, the shores of all lakes 20 acres and greater in surface area, the shores of all rivers and streams with an average annual flow of 20 cfs or greater, plus all adjacent wetlands. Local governments are required to develop a local Shoreline Master Program which must be approved by the Department of Ecology (Ecology). Local governments issue shoreline substantial development permits which are subject to review by Ecology.

## The Opinion Surveys

In 1983, as a part of a larger 'tenth anniversary' evaluation of shoreline management and the Shoreline Management Act in Washington State, the Department of Ecology contracted with the League of Women Voters of Washington for a public opinion survey (Pearson & Koenings, 1983) on peoples' use of shorelines and their perceptions of the Shoreline Management Act and its effectiveness.

The 1995 Legislature adopted a number of regulatory reform changes to the Shoreline Management Act, including requirements that local governments integrate their shoreline and growth management planning. As a part of Ecology's regulatory reform response, a second public opinion survey (Moore & Boynton, 1996) was commissioned in 1996 to be completed by the Social and Economic Sciences Research Center at Washington State University. The 1983 survey was closely replicated to enable comparisons.

Each survey was based on a random selection of telephone numbers state-wide, with a survey design goal of approximately 800 completed interviews. Complete information on methodology is available in the respective study reports.

### ***1983 Opinion Survey***

The 1983 survey was designed by the contractor, League of Women Voters of Washington, and critiqued by Dr. Don Dillman of Washington State University. ). The population used for the survey was the 2,992,796 state population. The 806 completed telephone interviews were distributed state-wide proportionate to regional population. For example, at that time King County contained 30.7% of the population, and accounted for 246 (30.5%) of the interviews. At the 95% confidence level, the 806 interviews provide a 4% sampling error.

### ***1996 Opinion Survey***

The 1996 survey was adapted from the 1983 survey by the contractor, Social and Economic Sciences Research Center, Washington State University (Dr. Don Dillman, Director). The population used for the survey was the 3,205,382 households with telephones (about 94% of all households) in the state of Washington. The total population of Washington State in 1996 was 5,516,800, an increase of 84% over 1993. To allow for adequate numbers in the sample to represent both geographic regions of the state, the population was stratified into eastern and western counties, with a survey design goal of approximately 400 completed interviews in each region. Completed interviews totaled 413 to eastern counties and 431 to western counties. To compensate for the disproportional sampling on a state-wide basis, the results were weighted to accurately represent state-wide opinion. The sampling error for a sample of about 400 drawn from a large population is estimated to be 5% for yes–no questions, with 95% confidence. This means that the true value in the population from which the sample was drawn will fall within 5% more or less than the results obtained from the sample.

## **Discussion and Comparisons**

The discussion and comparisons are grouped by the basic themes of the opinion surveys. Unless otherwise indicated, all results have been rounded to the closest whole number.

All discussions of results are based on the 1996 opinion survey unless otherwise stated.

### ***Public Use of Shorelines***

It appears that people are visiting shorelines more often. Presently, about 42% of people visit a shoreline a least once a month, up from 36% in 1983. About the same number visit a shoreline a least several times a year (84% in 1983 and 80% in 1996).

“How often do you go to shorelines?”		
Frequency	1983	1996
Never	6%	6%
Once a year	10%	14%
Several times a year	48%	38%
Once (+) a month	25%	28%
Daily or almost	11%	14%

Lakes, rivers and streams, and Puget Sound are about equally popular (20 - 30%). The ocean is visited “most often” by only 13 percent of the population. Eastside residents tend to visit lakes and rivers most often (78%), while westside residents tend to visit Puget Sound or lakes most often (59%).

### ***Most Popular Shoreline Activities***

Statewide, the most popular shoreline activities are observing nature (88%), walking or hiking (88%), swimming (42%), and camping (48%). Eastside residents tend to do more fishing, boating, swimming, and camping at shorelines than do westside residents.

### ***Attractive Shoreline Qualities***

There is close agreement between eastside and westside residents in what attracts them to visit shorelines. Features like a natural setting, beauty, the scenery, and a change to get away from it all are nearly universally attractive in the 90% range. Recreation activities or features are attractive to about 72% of the population, while commercial facilities attract 12% of the people.

### ***Unattractive Shoreline Qualities***

There is also close agreement on what is most bothersome to a shoreline visit. Litter is most unattractive, followed by site abuse, building development, poor water quality, crowds, and noise. Eastside residents reverse the order of building development and water quality.

### ***Shoreline Governance***

Present laws governing shorelines are regarded as being “very” or “somewhat satisfactory” by 67% of the population, and as “very” or “somewhat unsatisfactory” by 33%. There is no difference between eastside and westside opinions in this. This question was presented differently in 1983, making it easy to elect some form of no opinion. Then, the results were “mostly satisfied” 40%; “mostly dissatisfied” 15%, and no opinion 45%.

Regarding present enforcement of shoreline laws there are slight eastside–westside differences. Eastside residents tend to be more satisfied with law enforcement (62%) than westsiders (55%). Again, this question was presented differently in 1983, making it easy

to elect some form of no opinion. Then, the results were “mostly satisfied” 38%; “mostly dissatisfied” 19%, and no opinion 43%.

The survey cannot reveal *why* someone might feel things are satisfactory or unsatisfactory. One person might feel dissatisfied because enforcement in their county seems lax, and another person in a different county might feel dissatisfied because enforcement in their county seems onerous.

Asked about specific familiarity with the Shoreline Management Act, about 59% of state residents report at least some familiarity with the law, with little eastside–westside difference. This reported awareness of the law is down from a statewide awareness level of about 70% in 1983.

***Priorities For Shoreline Uses***

When asked about their preferred shoreline uses, people tended to have high-to-medium priorities for wildlife habitat (94%), public parks (93%), and fish farming (71%). Conversely, they registered low or no priority for marinas (58%), industry (76%), shops or restaurants (62%), office buildings (90%), and apartments and condominiums (83%). Priorities for agriculture was pretty evenly split: 51% for a high-to-medium priority, and 49% for a low or no priority rating. Eastside and westside opinions were similar.

When asked “Is there too much development on shorelines?” 54% said “Yes” with no significant difference between eastside and westside opinions. This represents a shift in opinion since 1983 when the predominate opinion on the intensity of shoreline development was “about right.”

Amount of Development on Shorelines		
Opinion	1983	1996
Too Little	6%	7%
About Right	46%	39%
Too Much	36%	54%
No Opinion or Don’t Know	12%	0%

***Who Should Have The Major Role In Managing Shorelines?***

Overall, the predominate choice for governmental roles in shoreline management is for the current practice, a combination of levels of government, with no meaningful eastside–westside difference in opinion. However, opinions on local and state predominance do vary regionally.

Major Responsibility for Shoreline Management			
Opinion	Statewide	Eastside	Westside
Federal Government	2%	3%	2%
State Government	21%	13%	23%
Local Government	18%	19%	17%
Combination	46%	47%	46%
Property Owner	14%	17%	13%

There has been no statistically meaningful change in statewide opinion on this issue since 1983.

### ***Balancing Individual Freedom With Environmental Protection***

When asked about balancing protection of individual freedom with protecting the environment, there was little difference in eastside and westside opinions. Due to the way the question was asked—in 1983 it was easier to choose a ‘no opinion’ response, and in 1996 easier to choose a balancing of the two extremes—the results are difficult to compare between the two surveys.

Balancing Individual Freedom With Environmental Protection		
Opinion	1983	1996
Emphasize Individual Freedom	23%	7%
Emphasize Environmental Protection	55%	19%
Provide a Balance of the Two	NA	73%
No Opinion	19%	1%

When then asked, “Are you willing to have certain shorelines managed more strictly by the government than others if they have particular value to the whole state?” 82% responded “Yes” with no eastside–westside difference in opinion.

### ***Priorities For Shoreline Activities***

People tended to have high-to-medium priorities for flood hazard reduction (84%), habitat maintenance (98%), provision of public access (87%), recreation (82%), and protection of wetlands (87%). Conversely, they registered low or no priority for providing for residential development (73%) or providing for commercial development (77%). Opinions on providing for port and industrial development was closely split at 51% for a high-to-medium priority and 49% for a low or no priority. There were no meaningful eastside–westside differences.

### ***Shoreline Ownership and Shoreline Permitting***

In both surveys about 14% of those interviewed reported owning shoreline property. About 4% of all those interviewed (or about 28% of the shoreline property owners) reported some experience with shoreline permits. This size group (40 persons) is too small to make generalizations about all permit applicants.

## 2 • Survey Instrument

This chapter reproduces the survey instrument used by Washington State University for their 1996 telephone survey. For the most part what is reproduced here is the script used by the interviewer; some small part is instructions to the interviewer in how to handle situations or enter data into the computer.

### Final Version of Telephone Survey

Title: Shoreline Management Survey - SHOR - 5/96 Nxt\_int.:

Interviews allowed this survey: 10

Question number that contains ID number: 1

Default missing Values: Z-Code Pivot Q.= 10

D for alphabetic. R for refused. R for does not apply.

D for missing. D for don't know. D for other missing

\_ for SYSTEM missing Y Create .TXT files. Y Save to floppy.

Field separator: (Space.)

Positive value = numeric\categorical, -1 = alpha last question: -1

(Note: alpha answer must start with "Z" for Z-Code termination.)

Maximum number of questions in this survey: 160

Maximum number of text lines: 1075

SHOR: Shoreline Management Telephone Script - Spring 1996

Last Update: 05 14 96

Study Director: Mary Boynton

Version: {c200}={v1}

MATI By: Thom Allen

PCB Version

---

Q1. Enter the Respondent ID Number:####

Q2. Enter the Start Time:##### ---> GO TO Q4

Q3. Enter the End Time:##### ---> GO TO Q151

Q4.### ~v1; MATI Questionnaire Version Number

Q5..@ ~(Q1<3001); [MATI BRANCH TO RDD OR LISTED INTRO BASED ON ID#]

0 = False ---> go to Q7

1 = True

### **RDD Sample Introduction**

Q6..@ Hello, my name is \_\_\_\_\_, and I'm calling from the Social and Economic Sciences Research Center at Washington State University. We are calling people throughout Washington to find out how they feel about the state's shorelines. This study will be used by the Washington State Department of Ecology to help manage Washington's (ocean shores, lakes and rivers / lakes, rivers, and streams). [PAUSE]

The person that I need to speak with is the person in your house-hold who is 18 years of age or older and who has had the MOST RECENT BIRTHDAY. Would that be you or someone else?

1. Self ---> GOTO Q10
2. Someone Else: ASK TO SPEAK WITH THEM, SKIP TO Q9]
3. Don't know all of the birthdays ---> SKIP TO Q8

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

### **Listed Sample Introduction**

Q7..@ Hello, my name is \_\_\_\_\_, and I'm calling from (the Social and Economic Sciences Research Center at) Washington State University. We are calling people throughout the state to find out how they feel about the state's shorelines. This study will be used by the Washington State Department of Ecology to help manage (ocean shores, lakes, and rivers / lakes, rivers, and streams). [PAUSE]

A letter was mailed to you recently describing the study and saying that we would be calling. For this study, I need to talk with the person currently living in your household who is 18 years of age or older and who has had the MOST RECENT BIRTHDAY. Would that be you or someone else?

1. Yes, speaking ---> SKIP TO Q10
2. Someone else ---> [INTERVIEWER, ASK TO SPEAK WITH THAT PERSON, SKIP TO Q9]
3. Don't know all of the birthdays
4. Person not available -> [INT: SCHED CALLBACK; GET NEW R'S NAME]

Q8..@ Of the ones you DO know, who had the MOST RECENT birthday? Would that be you or someone else?

1. Self ---> SKIP TO Q10
2. Someone Else ---> [INT: ASK TO SPEAK WITH THEM, SKIP TO Q9]

Q9..@ Hello, my name is \_\_\_\_\_. I'm calling from (the Social and Economic Sciences Research Center at) Washington State University. We are calling people throughout the state to find out how they feel about the state's



shorelines. This study will be used by the Washington State Department of Ecology to help manage Washington's (ocean shores, lakes, and rivers / lakes, rivers and streams).

[ENTER 1 TO CONTINUE]

Q10..@ This interview is completely voluntary and has been approved by Washington State University. While portions of this interview may be monitored by a supervisor, all of the information you provide will remain confidential. If I come to any question that you would prefer not to answer, just let me know and I will skip over it. OK?

1. Yes
2. No, Not a Convenient Time --->

[INT, ASK: When would be a good time to call you back? [RECORD TIME]

3. No --->

[INT, TRY RF PREVENTION; ELSE SKIP TO LAST Q AND TERMINATE AS RF]

Q11..@ First, how often do you go to lakes, rivers, or ocean shoreline [DEF] areas in Washington? Would you say...

1. NEVER ---> SKIP TO Q78
  2. ONCE A YEAR
  3. SEVERAL TIMES A YEAR
  4. ONCE A MONTH OR MORE, OR
  5. DAILY OR ALMOST DAILY
- D/R ---> CONTINUE TO Q12

[DEF: "Shorelines" include lakes/rivers/streams/saltwater or ocean shores]

Q12..@ Do you MOST often go to a...

1. LAKE
2. RIVER OR STREAM
3. PUGET SOUND, OR
4. THE OCEAN
5. Some combination, unable to pick one

[INTERVIEWER, NOT READ BUT AVAILABLE]

Q13-Q21 I'm going to read a list of things people often do at shorelines. Please tell me whether you do them FREQUENTLY when you go to (any) shorelines? The first one is OBSERVING NATURE.

Do you do this FREQUENTLY when you go to shorelines?

The next one is...

[1 = YES, 2 = NO]

Q13..@ Observing nature

Q14..@ Fishing

Q15..@ Boating or sailing

Q16..@ Digging clams

Q17..@ Swimming

Q18..@ Camping

Q19..@ Walking or hiking

Q20..@ Work-related activities

Q21..@ Are there any OTHER activities that I haven't already mentioned, which you do FREQUENTLY when you go to shorelines?

1. Yes

2. No ---> SKIP TO Q23

D/R ---> SKIP TO Q23

Q22. (What OTHER activity is that?)

.[

.]

[INTERVIEWER PROBE: "Are there any others?"]

Q23-Q31 Beside the activities we do there, there are many qualities that attract people to the shorelines [DEF] of Washington. For each quality I name, please tell me if it is a quality that draws you to visit shorelines. The first one is BEAUTY OR SCENERY.

Is this a quality that draws YOU to visit shorelines?

The next one is...

[1 = YES, 2 = NO]

Q23..@ Beauty or scenery

Q24..@ Quiet, peacefulness, or calm

Q25..@ You like the water

The next one is...

Is this a quality that draws YOU to visit shorelines?

[1 = YES, 2 = NO]

Q26..@ Natural setting

Q27..@ Recreation activities [DEF: Active recreation such as boating, fishing or hiking; and passive recreation such as birdwatching or viewing scenery]

- Q28..@ Commercial attractions
- Q29..@ To get away
- Q30..@ The atmosphere
- Q31..@ Is there any OTHER quality that draws you to visit shorelines, that I haven't already mentioned?
1. Yes
  2. No ---> SKIP TO Q33
- D/R ---> SKIP TO Q33

Q32. (What OTHER quality is that?)

.[

.]

[INTERVIEWER PROBE: "Are there any others?"]

Q33-Q39 There are also things that TAKE AWAY from people's enjoyment of shorelines [DEF]. For each of the things I mention, please tell me whether or not it takes away from your enjoyment of shorelines. The first one is LITTER.

Does this take away from your enjoyment of shorelines?

The next one is...

[1 = YES, 2 = NO]

- Q33..@ Litter
- Q34..@ Crowds
- Q35..@ Poor water quality
- Q36..@ Abuse of the site
- Q37..@ Noise
- Q38..@ Building development
- Q39..@ Is there anything ELSE that I haven't mentioned which takes away from your enjoyment of shorelines [DEF]?
1. Yes
  2. No ---> SKIP TO Q41
- D/R ---> SKIP TO Q41

Q40. (What ELSE would that be?)

.[

.]

[INTERVIEWER PROBE: "Are there any others?"]

Q41..@ ~(Q33^:Q39=1); Do any equal yes?

0 = False ---> go to Q78

1 = True

- Q42..@  $\sim(Q33=1)AND(Q34=1)$ ; check 1 and 2|
- Q43..@  $\sim(Q33=1)AND(Q35=1)$ ; check 1 and 3|
- Q44..@  $\sim(Q33=1)AND(Q36=1)$ ; check 1 and 4|
- Q45..@  $\sim(Q33=1)AND(Q37=1)$ ; check 1 and 5|
- Q46..@  $\sim(Q33=1)AND(Q38=1)$ ; check 1 and 6|
- Q47..@  $\sim(Q33=1)AND(Q39=1)$ ; check 1 and 7|
- Q48..@  $\sim(Q34=1)AND(Q35=1)$ ; check 2 and 3|
- Q49..@  $\sim(Q34=1)AND(Q36=1)$ ; check 2 and 4 ---> 1 = True ---> go to Q76
- Q50..@  $\sim(Q34=1)AND(Q37=1)$ ; check 2 and 5|
- Q51..@  $\sim(Q34=1)AND(Q38=1)$ ; check 2 and 6|
- Q52..@  $\sim(Q34=1)AND(Q39=1)$ ; check 2 and 7|
- Q53..@  $\sim(Q35=1)AND(Q36=1)$ ; check 3 and 4|
- Q54..@  $\sim(Q35=1)AND(Q37=1)$ ; check 3 and 5|
- Q55..@  $\sim(Q35=1)AND(Q38=1)$ ; check 3 and 6|
- Q56..@  $\sim(Q35=1)AND(Q39=1)$ ; check 3 and 7|
- Q57..@  $\sim(Q36=1)AND(Q37=1)$ ; check 4 and 5|
- Q58..@  $\sim(Q36=1)AND(Q38=1)$ ; check 4 and 6|
- Q59..@  $\sim(Q36=1)AND(Q39=1)$ ; check 4 and 7|
- Q60..@  $\sim(Q37=1)AND(Q38=1)$ ; check 5 and 6|---> 1 = True ---> go to Q76
- Q61..@  $\sim(Q37=1)AND(Q39=1)$ ; check 5 and 7|
- Q62..@  $\sim(Q38=1)AND(Q39=1)$ ; check 6 and 7---> 0 = False ---> go to Q78
- Q63..@  $\sim(Q33=1)$ ;
- Q64..@  $\sim(Q34=1)$ ; 0 = False ---> skip next question
- Q65..@  $\sim v2$ ;
- Q66..@  $\sim(Q35=1)$ ; 0 = False ---> skip next question
- Q67..@  $\sim v3$ ;
- Q68..@  $\sim(Q36=1)$ ; 0 = False ---> skip next question
- Q69..@  $\sim v4$ ;
- Q70..@  $\sim(Q37=1)$ ; 0 = False ---> skip next question
- Q71..@  $\sim v5$ ;
- Q72..@  $\sim(Q38=1)$ ; 0 = False ---> skip next question

Q73..@ ~v6;

Q74..@ ~(Q39=1); 0 = False ---> skip next question

Q75..@ ~v7;

Q76..@ ~v8;

^{ }=a0

^{1. LITTER }=a1

^{2. CROWDS }=a2

^{3. WATER QUALITY }=a3

^{4. ABUSE OF THE SITE }=a4

^{5. NOISE }=a5

^{6. BUILDING DEVELOPMENT }=a6

^{7. SOMETHING ELSE }=a7

Q77..@ Of the following, which ONE bothers you the MOST when you visit shorelines? Would it be...

\ax=Q63

\ax=Q65

\ax=Q67

\ax=Q69

\ax=Q71

\ax=Q73

\ax=Q75

[INT: DON'T JUMP BACK TO ANY QUESTION BEFORE THIS ONE.  
USE CORRECTION FORM]

Q78..@ Some people seldom or never actually SEE a shoreline [DEF], while others may actually SEE one often. Would you say you actually SEE a shoreline...

1. DAILY

2. WEEKLY

3. MONTHLY

4. LESS THAN MONTHLY

5. YEARLY

6. OR NEVER

7. R lives on a shoreline

Q79..@ How important is it to you to be able to have a view of the water? Would you say...

1. VERY IMPORTANT
2. SOMEWHAT IMPORTANT, OR
3. NOT IMPORTANT

Q80..@ ~(Q11=1)AND(Q78=7)AND(Q79=3);

[Screen out those who never visit or see and don't value shoreline]

0 = False

1 = True ---> SKIP TO Q106

(BRANCH ERROR: Should have been Q78=6. One case ended up being skipped out of Q81-105, as a result, and 4 cases were asked the set who were intended to branch around them.)

Q81..@ Do you feel there is ENOUGH or NOT ENOUGH public access to beaches, lakes, rivers, and streams in Washington?

1. Enough
2. Not enough

Q82..@ In situations where there are problems with the use of shorelines [DEF], some citizens expect law or government to resolve them, while others do not. To what extent are you satisfied or dissatisfied with the present laws governing the uses of Washington's shorelines. Are you...

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. SOMEWHAT DISSATISFIED, OR
4. VERY DISSATISFIED

D. Don't know the laws/Don't have an opinion

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

Q83..@ People have various opinions about how laws are enforced. How satisfied or dissatisfied are you with government ENFORCEMENT of state shoreline [DEF] laws? Would you say...

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. SOMEWHAT DISSATISFIED, OR
4. VERY DISSATISFIED

D. Don't know the enforcement/Don't have an opinion

Q84..@ The principal law governing Washington shorelines was adopted by the voters in 1972 following a citizen initiative. It is called the Shoreline Management Act. Before I called today, were you...

1. VERY FAMILIAR WITH IT
  2. SOMEWHAT FAMILIAR WITH IT
  3. VAGUELY FAMILIAR WITH IT, OR |
  4. UNAWARE OF THIS LAW (before I called today) |---> SKIP TO Q87
- D/R |

Q85..@ What part of the Shoreline Management Act have you heard the MOST about? Would you say...

1. RESTRICTIONS ON DEVELOPMENT |
  2. PERMITS |---> SKIP TO Q87
  3. ACCESS ISSUES, OR |
  4. SOMETHING ELSE
- D/R ---> SKIP TO Q87

Q86. (What OTHER part of the Act have you heard the MOST about?)

.[

.]

Q87..@ Now I will read three goals of the Shoreline [DEF] Management Act. I would like you to tell me which ONE of these goals would be MOST important to you? Would it be...

[INTERVIEWER, PROBE FOR ONE]

1. PRESERVING PUBLIC OPPORTUNITY TO ENJOY SHORELINES
2. MINIMIZING DAMAGE TO THE ECOLOGY OF SHORELINES
3. GIVING PRIORITY TO NEW USES WHICH DEPEND ON ACCESS TO THE WATER, OR
4. NONE ARE IMPORTANT TO YOU

Q88..@ Another goal of the Act is to encourage participation of the state's citizens in local shoreline [DEF] programs. Is this goal of public involvement...

1. VERY IMPORTANT TO YOU
2. SOMEWHAT IMPORTANT TO YOU, OR
3. NOT IMPORTANT TO YOU

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

Q89-Q97 People have various ideas on how the shoreline [DEF] areas of our state should be used. I'm going to read a list of possible uses of shorelines, and ask what priority they have for you.

The first one is MARINAS.

Does this use of shorelines have a HIGH PRIORITY, a MEDIUM PRIORITY, a LOW PRIORITY, or NO PRIORITY for you?

The next one is...

[1=HIGH PRIORITY 2=MEDIUM PRIORITY 3=LOW PRIORITY 4=NO PRIORITY]

- Q89..@ Marinas
- Q90..@ Industrial facilities
- Q91..@ Wildlife-natural areas
- Q92..@ Public parks and facilities
- Q93..@ Shops and restaurants
- Q94..@ Office buildings
- Q95..@ Apartments and condominiums
- Q96..@ Farming of fish and shellfish
- Q97..@ Agricultural activities, such as grazing and growing crops
- [DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]
- Q98..@ Where shorelines [DEF] are developed already, they are mostly used for residences, businesses, industry, or recreation. Do you think the AMOUNT of development that has occurred on state shorelines is...
1. TOO LITTLE
  2. ABOUT RIGHT, OR
  3. TOO MUCH
- Q99..@ To what extent are you satisfied or dissatisfied with the LOCATION of development that has already occurred on shorelines [DEF]? Would you say...
1. VERY SATISFIED
  2. SOMEWHAT SATISFIED
  3. SOMEWHAT DISSATISFIED, OR
  4. VERY DISSATISFIED
- Q100..@ New developments and activities on shorelines may require a permit under the Shoreline Management Act. Have you ever applied for a shoreline permit?
1. Yes
  2. No ---> SKIP TO Q103
- D/R ---> SKIP TO Q103
- Q101..@ Would you consider your experience with the permit process...
1. SATISFACTORY ---> SKIP TO Q103



2. UNSATISFACTORY, OR
3. NEITHER ---> SKIP TO Q103
- D/R ---> SKIP TO Q103

Q102. (In what way was your experience unsatisfactory?)

[

.]

[INTERVIEWER, PROBE: "Are there any other ways that your experience was unsatisfactory?"]

Q103..@ Another important issue is the role that government should have in attempting to achieve goals like the ones we talked about earlier. In YOUR opinion, who should have the MAJOR responsibility for managing shorelines [DEF]? Should it be...

1. FEDERAL GOVERNMENT
2. STATE GOVERNMENT
3. LOCAL GOVERNMENT
4. A COMBINATION OF GOVERNMENT LEVELS, OR
5. OWNERS OF THE PROPERTY

Q104..@ Some people have suggested that protecting the public's interest in the environment may require more government activity. Other people feel that more government activity threatens individual freedoms. Which of the following statements BEST fits your opinion? Would you say...

1. A, YOU ARE INTERESTED IN PROTECTING INDIVIDUAL FREEDOM EVEN IF THAT MAKES IT DIFFICULT TO SOLVE ENVIRONMENTAL PROBLEMS
2. B, YOU ARE INTERESTED IN SOLVING ENVIRONMENTAL PROBLEMS EVEN IF THAT MAKES IT DIFFICULT TO MAINTAIN AS MUCH INDIVIDUAL FREEDOM AS WE NOW HAVE, OR
3. C, YOU ARE EQUALLY INTERESTED IN BOTH PROTECTING INDIVIDUAL FREEDOM AND SOLVING ENVIRONMENTAL PROBLEMS.
4. YOU ARE NOT INTERESTED IN EITHER ONE

Q105..@ Are you willing to have certain shorelines [DEF] managed more strictly by the government than others, if they have particular value to the whole state?

1. Yes
2. No

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

Q106-Q113 Maintaining shorelines [DEF] involves a variety of activities.

As I read a list of these activities, please tell me to what extent you think that activity should be a priority for managing our state's shorelines, in YOUR OWN OPINION. The first one is REDUCING FLOODING.

Do YOU think this activity should have a HIGH PRIORITY, a MEDIUM PRIORITY, a LOW PRIORITY, or NO PRIORITY for managing our state's shorelines?

[1 = HIGH PRIORITY, 2 = MEDIUM PRIORITY, 3 = LOW PRIORITY, 4 = NO PRIORITY]

Q106..@ Reducing flooding

[DEF: limits on building in floodplains and public purchase of flood hazard areas]

Q107..@ Maintaining habitat for fish and wildlife

[DEF: clean water, natural vegetation, etc.]

Q108..@ Providing for public access to shorelines

[DEF: vistas, view points, boardwalks, hiking trails, beach accesses, etc.]

Q109..@ Providing recreational opportunities

[DEF: marinas, public docks, boat launches, wildlife viewing areas, etc.]

Q110..@ Protecting wetlands for public benefits

[DEF: storage of flood waters, water quality purification, or fish and wildlife habitat]

Q111..@ Providing for residential development

[DEF: single-family residences, condominiums, and apartments]

Q112..@ Providing for port and marine industry development

[DEF: cargo handling facilities and warehousing, marine industry facilities such as boat manufacturing and repair, etc.]

Q113..@ Providing for commercial development

[DEF: restaurants, office buildings, retail sales, lumber mills, etc.]

Q114..@ Are there any OTHER activities for managing shorelines [DEF] that I haven't already mentioned which you think should have a HIGH priority?

1. Yes

2. No ---> SKIP TO Q116

D/R ---> SKIP TO Q116

Q115. (What is that activity/ are those activities?)

.[

.]

[INTERVIEWER PROBE: "Are there any others?"]

Now, keeping in mind the activities that you believe should have the highest priority, imagine that you're in charge of dividing taxpayer money. How would YOU distribute 100 points among the following three areas: human and environmental health; business and commerce; and recreation? Let's start with HUMAN AND ENVIRONMENTAL HEALTH. How many of the 100 points would you give to this area?

Next...

How many of the 100 points would you give to this area?

[INT: ENTER WHOLE #, RANGE 0-100; TOTAL >DOESN'T< HAVE TO EQUAL 100]

- Q116. Human and environmental health .### POINTS
- Q117. Business and commerce .### POINTS
- Q118. Recreation .### POINTS

[INTERVIEWER, IF R GIVES THREE NUMBERS, ASK: "So, that would be #1 for human and environmental health, #2 for business and commerce, and #3 for recreation?"]

- Q119..@ Overall, during the past ten years, do you believe that Washington's lake, river, and coastal shorelines have...

[INT: IF THE R HASN'T LIVED IN WASHINGTON FOR 10 YRS, SAY: "Over the period that you HAVE lived here, would you say . . .?"]

- 1. IMPROVED
- 2. GOTTEN WORSE, OR --->SKIP TO Q121
- 3. STAYED ABOUT THE SAME --->SKIP TO Q122
- D or R --->SKIP TO Q122

- Q120. How do you think shorelines [DEF] have improved?

.[

.]

[UNCONDITIONAL BRANCH TO Q122]

- Q121. How do you think shorelines [DEF] have gotten worse?

.[

.]

- Q122..@ We need to figure out what value Washington residents place on maintaining shorelines as they are now. In order to think about their answer, many people

find it helpful to have some background information about how the state's environment and its economy affect each other and affect our daily lives.

Washington offers the benefit of a nice natural environment. One trade-off for this benefit is that we have somewhat lower wages. This is because many people are willing to work for less, in order to live in nicer places. So, employers can pay less and still attract people from all over the country just because its nice here.

Another trade-off is higher housing costs. Many people come to the state to retire or move here to work and are willing to pay a little more to live here. This raises [DEF] property and housing costs.

[DEF: "raises" means "makes them go up"]

[ENTER 1 TO CONTINUE]

Q123..@ Some people are familiar with the idea of this kind of trade-off, while others are not. Had you heard about the idea of trading a benefit such as environment for an indirect cost, such as lower wages and higher housing costs, before I called?

1. Yes
2. No
3. Unsure

Q124..@ ~v8; [MATI RANDOM BRANCH TO Q125-Q134]

[NOTE: Q125 through Q134 have identical wording, except that each succeeding one increases the monthly dollar amount by \$2 and the yearly by \$24.]

Q125..@ Now, please think about things that could happen if shoreline [DEF] protection is reduced: things like increased litter, poor water quality, increased flooding, increased development in the shoreline areas, less protection of fish and wildlife habitats, or decreased recreational opportunities. Would it be worth at least \$2 per month, that is \$24 per year to your household in these INDIRECT COSTS [DEF] to prevent such things from happening to Washington's shorelines?

1. Yes ---> SKIP TO Q136
  2. No ----> SKIP TO Q135
- D/R ----> SKIP TO Q135

[DEF: "indirect costs" are the trade-offs were talking about, like lower wages and higher housing costs]

Q135. What amount WOULD it be worth to your household each YEAR in indirect costs to prevent these things from happening to Washington's shorelines [DEF]?

##### DOLLARS PER YEAR

[INTERVIEWER, HELP R TO FIGURE IF GIVEN IN MONTHLY/OTHER]

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

[UNCONDITIONAL BRANCH TO Q138]

Q136..@ Would it be worth any MORE than that to your household each YEAR in indirect costs to prevent these things from happening to Washington's shorelines [DEF]?

1. Yes

2. No ---> SKIP TO Q138

D/R ---> SKIP TO Q138

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

Q137. What amount WOULD it be worth to your household each YEAR in indirect costs to prevent these things from happening to Washington's shorelines [DEF]?

.##### DOLLARS PER YEAR

[INTERVIEWER, HELP R TO FIGURE IF GIVEN IN MONTHLY/OTHER]

[DEF: "Shorelines" include lakes, rivers, streams, and saltwater or ocean shores]

Q138..@ Finally, I have a few background questions that will help us know if our sample indeed represents households across Washington.

First, do you own waterfront property in the state of Washington?

1. Yes

2. No ---> SKIP TO Q141

D/R ---> SKIP TO Q141

Q139..@ Do you live on that property?

1. Yes

2. No ---> SKIP TO Q141

D/R ---> SKIP TO Q141

Q140..@ Do you live there YEAR ROUND or just PART OF THE YEAR?

1. Year round

2. Part of the year

Q141. How many years have you been a resident of Washington State?

.### YEARS

[INTERVIEWER, IF LESS THAN ONE YEAR, ENTER "1"]

Q142. In what year were you born?

## [LAST TWO DIGITS (converted to age in Data Analysis)]

Q143..@ [INTERVIEWER, CONFIRM IF YOU'RE UNSURE:

"For survey purposes, I need to ask if you are . . ."]

1. MALE OR

2. FEMALE

Q144..@ What is the highest level of education that you have completed?

[INT: CODE FROM CATEGORIES; PROBE AS NEEDED FOR DEGREE]

1. Less than high school

2. High school diploma or GED

3. Some college (no degree)

4. Vocational certificate or AA (2-year, Associates) degree

5. BA or BS (4-year) degree

6. Graduate work (no degree)

7. Graduate Degree (MA, MS, or Ph.D.)

Q145..@ Are you currently employed?

1. Yes

2. No ---> SKIP TO Q147

D/R ---> SKIP TO Q147

[BRANCH ERROR: The above skip was not removed when the Occupation question was taken out, so the "2, D, and R" cases skipped Q146. We are recalling them to ask this question (6/13/96).]

Q146..@ Please think about your total household income. I am going to read a list of income categories. You can just stop me when I reach the appropriate category and tell me which LETTER applies.

1. A. \$10,000 OR LESS

2. B. \$10,001 TO \$20,000

3. C. \$20,001 TO \$30,000

4. D. \$30,001 TO \$50,000

5. E. \$50,001 TO \$70,000, OR

6. F. OVER \$70,000

[INTERVIEWER, READ THE CATEGORY LETTERS ALSO]

Q147..@ [INTERVIEWER, DID R REQUEST RESULTS OF THE SURVEY? ]

1. Yes
2. No ---> SKIP TO Q149

Q148. [INTERVIEWER, PLEASE ENTER NAME AND ADDRESS, BEING CAREFUL OF SPELLING AND NUMBERS. THANKS.]

.[  
.]

Q149. That's all of my questions. If you have any comments about the  
 Q150. interview, or about Washington's shoreline [DEF] management, I can note them now. Thank you very much for your time and cooperation.

.[  
.]

[SKIP TO Q3]

Q151. [INT: ENTER INITIALS AND ADDITIONAL COMMENTS ABOUT INTERVIEW HERE.  
 IF YOU HAVE NOTHING TO ENTER, PRESS ALT-Q TO CONTINUE.]

.[  
.]

Q152. Enter this case's termination code: .\$\$\$

ZAM - answering machine/service
ZBZ - busy
ZCB - call back
ZNA - no answer

WN - wrong number	BG - business/government number
DS - disconnect	DD - respondent is deceased
UP - unpublished number	DF/LG - deaf/language problem
NL - not listed (no # on cr)	ED - electronic device

CM - complete	RF - refusal
PC - partial complete	RP - refusal by another person
PCB - PC to be called back	

IE - ineligible (check w/ supervisor before using)  
 HC - handicap (check w/ supervisor before using)

OT - other (check w/ supervisor before using)

RN - respondent not available during interview period

TR - terminate interview with abusive respondent

## **What the Respondent May Want to Know About This Survey**

1. Who is sponsoring this survey?

This survey is being administered by the Social and Economic Sciences Research Center at Washington State University for the Washington State Department of Ecology, Shorelands and Water Resources Program.

2. What is the purpose of this study?

The Washington State Department of Ecology is interested in learning what residents believe should be done to best manage Washington's shorelines. The purpose of this study is to determine how people like yourself feel about various aspects of their experience with the state's shorelines and about future decisions of the Department of Ecology. Also, the Shoreline Management Act requires periodic evaluation of public perception.

3. Who is the person responsible for the survey?

Mary Boynton, Ph.D., Study Director for the Social and Economic Sciences Research Center, is responsible for managing this study.

4. How many people will be participating in the study?

We plan to complete 800 interviews with people from across the state of Washington, but those have to represent all geographic and other views to be the most helpful for decision makers.

5. Who are you/Who is conducting this study?

I am a student (or resident of Pullman, WA) working part-time for the Social and Economic Sciences Research Center at Washington State University.

6. How did you get my name?

Some phone numbers were randomly generated by a computer to represent all areas across the state; while others were randomly drawn from listings in phone books. The samples were provided by a sampling firm in Westport, Connecticut.

7. How can I be sure this is authentic?

I would be glad to give you our telephone number here at SESRC at WSU in Pullman, Washington and you may call the supervisor for the project, Jennifer Hoogsteen. [She can be reached by telephoning (509)335-1511/(800)833-0867.]

8. Is this confidential?

Yes, it is. After the research is completed, the answers are put into a computer database without names, phone numbers, addresses, or any means of identification. All of the



information that is released is presented in such a way that no individual response can be traced.

Also, the matter of confidentiality is important to the success of our research center because we conduct many surveys. Therefore, we are very careful to protect people's privacy.

9. Can I get a copy of the results?

Yes, final results are expected to be available after July. If you will give me your name and address at the end of the interview [INT: next to last question], I can request that a copy of the results be sent to you at that time. Your name and address will not be associated in any way with your answers.

10. What will the results be used for?

After the data is collected, the results will be used by the Department of Ecology to assist them in their planning and with evaluating the Shoreline Management Act.

## **Prior Contact Letter**

May 14, 1996

firstname~ lastname~

address~

city~, state~ zip~

Within the next two weeks, one of our staff may call and ask to speak with you or a member of your household. They will be asking for assistance with a study we are doing for the Washington State Department of Ecology. We are contacting people to find out what residents believe should be done to best manage Washington's shore-lines (which include lake, river, stream and ocean shorelines).

I am writing to you in advance because I have found that many people appreciate knowing ahead of time that a study is being done and what it is about. If our inter-viewer calls at an inconvenient time, please let them know and they will be happy to call back later or schedule an interview appointment.

The interview is voluntary and should only take about 15 minutes. Any opinions or information that you give will be kept confidential. No identifying information will be associated with any of the results.

We hope you will be able to participate. Thank you in advance for considering this request. Your ideas will be greatly appreciated.

Sincerely,

Mary Boynton, Ph.D.  
Study Director  
Shoreline Management Survey



### 3 • Bibliography

- Moore, Danna and Mary Boynton. 1996. *Survey of Washington households on the Shoreline Management Act and related shoreline issues*. Social and Economic Sciences Research Center, Washington State University for Washington Department of Ecology, Olympia. (Department of Ecology Publication 96-115).
- Pearson, Nancy H. and Jeanne L. Koenings. 1983. *Public perception of the Washington Shoreline Management Act*. League of Women Voters of Washington for Washington Department of Ecology, Olympia. (Department of Ecology Publication 96-116).