

Santa Claus Lane Beach User Survey Summary Summer 2011

Purpose: determine how Santa Claus Lane beach is used and evaluated by the community.

Survey conducted by Anthony Mulac Ph.D. Professor Emeritus UCSB Department of Communication

Respondent Demographics:

- Respondents were men (40%) and women (60%) ranging in age from twenties through sixties.
- Zip codes most represented were 93108 (Montecito: 10%), 93023 (Ojai: 9%), and 93013 (Carpinteria: 8%).
- Respondents were generally enthusiastic about giving their opinions about the beach.

Questionnaire Responses Summary:

- People travel an average of 12 miles to get to Santa Claus Lane
- The vast majority come by car
- The number coming is most often two, but groups of 3 – 6 or more are not uncommon
- Mostly adults and children come to the beach
- Most people come seasonally although 16% come more than once a week. The majority (73%) visit on weekends.
- The beach is rated high for ocean water quality, features, cleanliness, convenience and safety. It is rated low for the railroad crossing and sanitation facilities.
- When asked if a pedestrian railroad crossing would improve access and safety, on a scale of 1-10 (10= substantially, 1= not at all) the mean was 5.6 and 80% said it would not affect how often they use the beach.

Full results are available in Planning and Development Long Range Planning Division

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