

# 2020 STATE PARKS POLL



## CALIFORNIA'S STATE PARKS ARE ESSENTIAL AND IMPORTANT TO ALL CALIFORNIANS

**Young, diverse Californians are opportunities for future park advocates.**

California's state park system is a world-class network of unparalleled natural beauty and historic value that are vitally important to the well-being of our state's environment, economy, and people. More than 75 million visitors annually enjoy 280 state parks throughout California. The state park system includes 1.6 million acres, over 340 miles of coastline, 970 miles of lake and river frontage, 15,000 campsites, and 4,500 miles of trails. In a recent 2020 statewide poll, Californians overwhelmingly say state parks are important.



### KEY POLL FINDINGS

Californians greatly care about protecting wildlife and natural resources in parks. Californians expressed enjoyment of spending time outdoors with friends and family.

Californians look to state parks as places to enjoy down time with friends and family, with strong support expressed by young, diverse populations.

#### AGREE:

**91%** Millennials

**89%** LatinX

**86%** Asian

**86%** Women

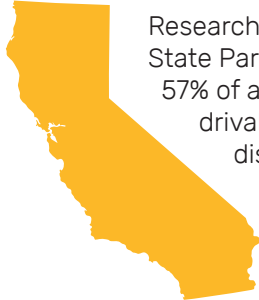
### STATE PARKS AND BEACHES ARE AN IMPORTANT PART OF EVERYDAY LIFE NO MATTER AGE, RACE, GENDER, OR INCOME.

#### AGREE

Gender	Female	86%
	Male	84%
Generation	Gen Z/ Millennials (18-39)	84%
	Generation X (40-55)	84%
	Younger Boomers (56-66)	90%
	Seniors (67+)	84%
Ethnicity	White	87%
	Latino	87%
	Asian	79%
	Black	78%
County	North State/Sierras	84%
	Sac/Yolo/San Joaquin	83%
	Napa/Sonoma/Contra Costa	84%
	SF/Alameda/Marin	86%
	San Mateo/Santa Clara	81%
	Central Valley	91%
	Central Coast	90%
	Los Angeles	82%
	Orange	81%
	San Bern/Riverside/Imperial	84%
Children Ages	San Diego	90%
	Under 18	87%
	18-25	87%
Education	25+	85%
	Not College Graduate	85%
	College Graduate	85%
Income	Under \$50K	86%
	\$50K-\$99K	87%
	\$100K-\$199K	87%
	\$200K+	82%

## WHAT DOES THIS MEAN FOR CALIFORNIA?

**Among Californians, young and diverse groups present a huge opportunity for state parks.**



Research from UCLA and California State Parks Foundation found that while 57% of all Californians live within a drivable, bikeable, or walkable distance to a state park, the unfortunate reality is that not all Californians who reflect the diversity of the state are experiencing them. However, in the 2020

State Parks Poll, young, diverse Californians and women [millennials (91%), LatinX (89%), Asian (86%), and women (86%)] expressed a high degree of support for parks as places to enjoy with friends and family. When people have positive experiences in nature and the outdoors, they recognize the benefits and value of parks.

**The importance of ensuring and expanding access to state parks for all Californians could not be greater.**

As the most populous state in the nation, and one of the most diverse in the world, California's population, climate and attitude is changing. In 2020, over half of all California voters identified as nonwhite and 40% were Millennials, GenZ, or younger.

We know that our state parks are only as strong as the people who care for and protect them. We must ensure our parks are protected and that all Californians are welcomed and represented in their state parks. Now is the time to make investments in the next generation of empowered park stewards who reflect the future of California.



### About California State Parks Foundation

California State Parks Foundation is an independent, member-supported nonprofit dedicated to protecting and preserving the California state park system, for the benefit of all.  
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## CALIFORNIANS QUICK FACTS



California is the most populous state in the nation, with almost **40 million** residents.

**55%** of registered California voters identified as nonwhite in 2020 and that number is projected to increase to **64%** in 2036.

**1 in 5** people in California are Latinas; and **1 in 4** Latinas are Millennials.

No race or ethnic group constitutes a majority of California's population: **39%** of state residents are Latino, **37%** are white, **15%** are Asian American, **6%** are African American, **3%** are multiracial, and fewer than **1%** are American Indian or Pacific Islander.

Women in California comprise **50.3%** of the population.

**39%** are Latina with a median age of **30** years old.

Millennials believe global warming is very real and represents a serious threat to California's economy and quality of life.

### POLL METHODOLOGY

**Sample Size:** 800

**Margin of Error:** 3.5%

**Methodology:** Phone and Online: text to web, and email addresses Interview

**Dates:** August 30 – September 1, 2020

**Language:** English and Spanish

