



FACT SHEET

Report on Coastal Attitudes and Access in California

- 89.3% of Californians believe that the California Coast, including beaches and the ocean, are **personally important to them**.
- 94.3% of Californians agree that people of **all backgrounds are welcome** at the California coast.
- 79.2% of Californians say the State's beaches are **clean and safe places** to visit.
- 75.6% of Californians agree that even when they are not visiting the California coast, they feel a **strong connection to it**.

Access

- Although 70.3% of Californians **visit the State's beaches** at least once a year, 68.9% wish they could visit the California coast **more often**.
- 60.2% of respondents said they were **too busy** with work, with school or in general to get to the Coast as often as they would like.
- 58.3% of Californians **never stay overnight** at the coast.
 - 73.5% of Hispanics/Latinos never stay overnight
 - 64.8% of Blacks never stay overnight
 - 69.5% of Asians never stay overnight
 - 74.8% of people with income under \$25k/year never stay overnight
- More than any other reason, respondents cited **financial concerns** as the reason they do not stay overnight at the coast. Over 45% said overnight accommodation was **inconvenient or unaffordable**.
- 25% of Californians believe **transportation** to the coast is inconvenient or unaffordable.
- 37.8% believe **parking** at the coast is inconvenient or unaffordable.