

Estrella Mountain Regional Park

Features:

- 19,840 acres
- Nature Center
- 13 picnic ramadas
- 18 RV camp sites (usually used as host sites)
- 40 miles of trails (approx.)
- Rodeo arena
- Super playground
- Sports fields
- Competitive track
- Gila River access



Top 5 Activities (may have engaged in more than one activity):

1. Trail Hiking (82%)
2. Picnicking (15%)
3. Walking for pleasure (9%)
4. Mountain Biking (8%)
5. Running/Jogging (8%)

Source: 2012-2013 ASU Visitor Use Survey, p194 (percentages rounded)

Top 5 Primary Activities (of all activities engaged in, this one activity dominated the reason for coming to park):

1. Trail hiking (74%)
2. Mountain Biking (7%)
3. Picnicking (7%)
4. Running/Jogging (4%)
5. Walking for pleasure (2%)
5. Horseback riding (2%)

Source: 2012-2013 ASU Visitor Use Survey p23 (percentages rounded)

Demographics		
	Maricopa County	Park
Population / Visitation	3,817,117	87,875
College or Graduate Degree	28.3%	96.7%
Retired	n/a	26.7%
Employed	57.2%	64.5% (FT)
Annual Income	\$50,410 (median income)	82.7% \$45,000-plus
Average Age	34.6	42.5
Married	n/a	61.3%
Gender: Male	49.5%	51.7%
Female	50.5%	48.3%
Sources:	2010 U.S. Census Bureau	2012-2013 ASU Visitor Use Survey

