

The Nature of Americans

A National Initiative to Understand and Connect
Americans and Nature

NatureofAmericans.org

Dr. Stephen R. Kellert
Yale University

David J. Case, Dr. Daniel Escher, Dr. Daniel J. Witter,
Dr. Jessica Mikels-Carrasco, Phil T. Seng
DJ Case & Associates



Texas Parks and Wildlife Department

Fish and Wildlife Foundation of Florida

Florida Fish and Wildlife Conservation Commission

U.S. Fish and Wildlife Service

Disney Conservation Fund

Wildlife Management Institute

Morrison Family Foundation

Yale School of Forestry & Environmental Studies

DJ Case & Associates

15

Focus groups with adults

Online survey of adults

10,156

771

**Interviews with children &
survey of parents**

8–12 year-olds / Parents

771

Disconnection

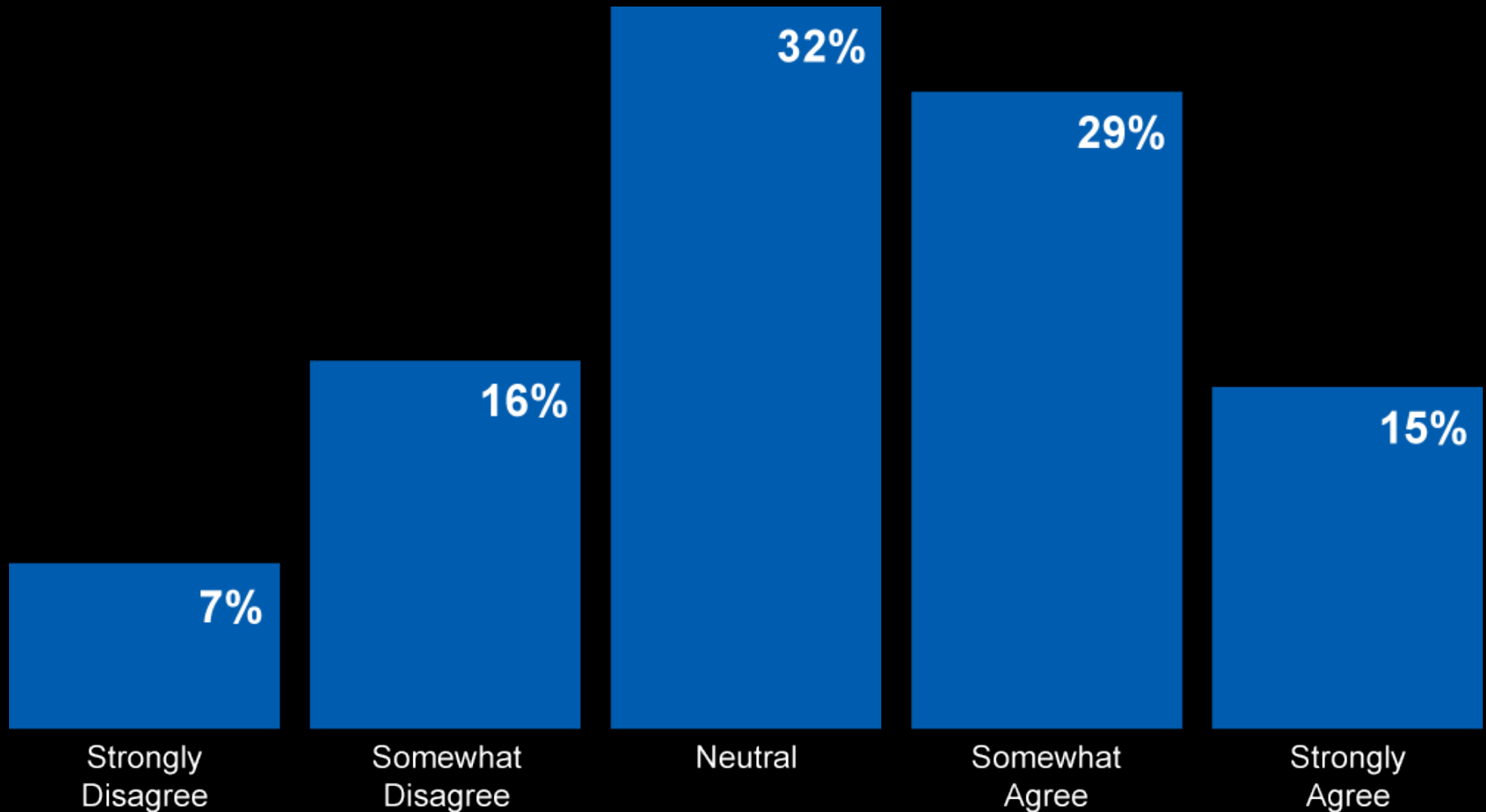


Competing priorities

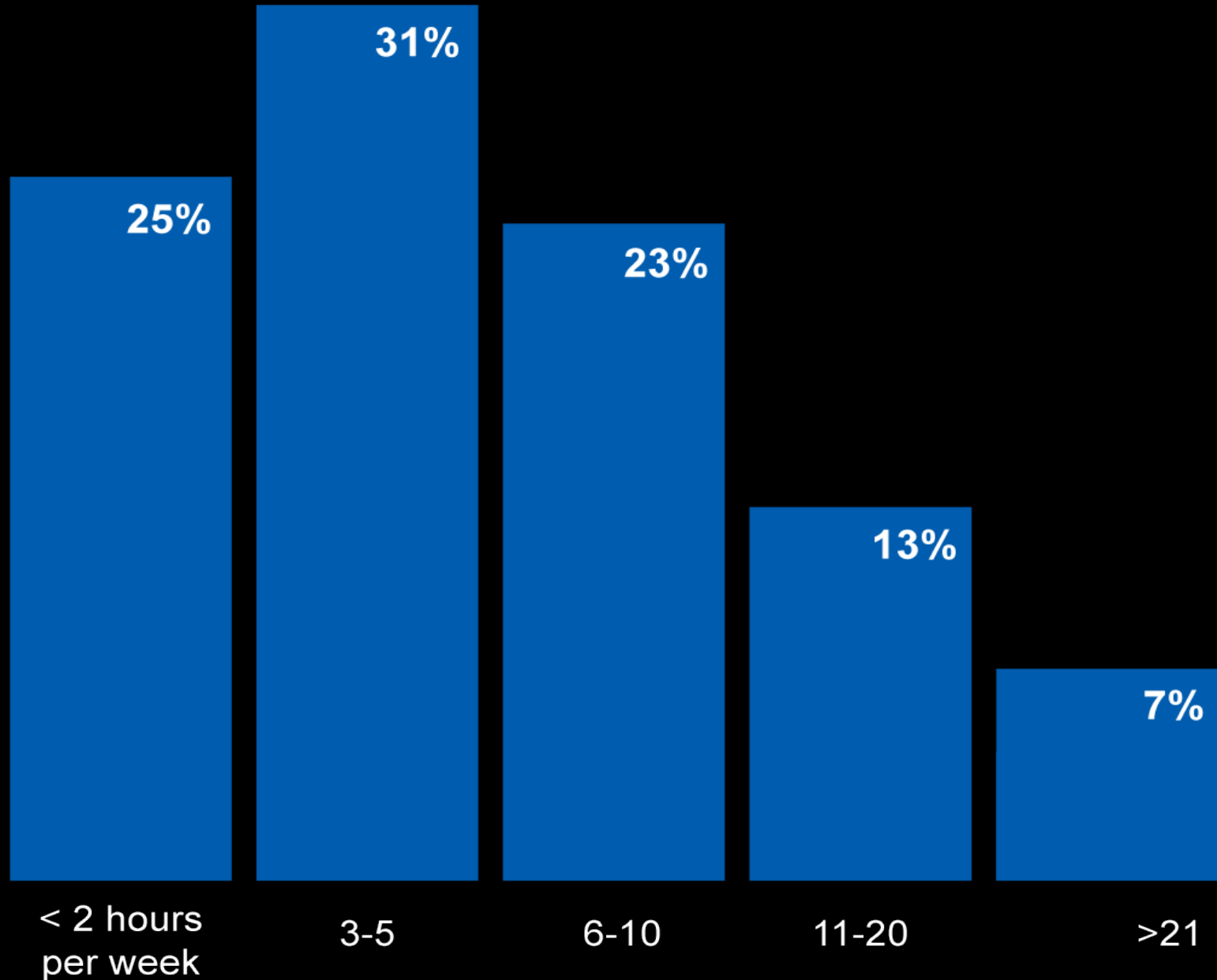
Work and home, go put the kids to bed.
That's pretty much all we have time for.

- white woman, late 30s, some college, middle income

Adults: There are many more important issues
in my life than my concern for nature



Adults: In a typical week, when weather allows, about how many hours do you spend outside in nature?

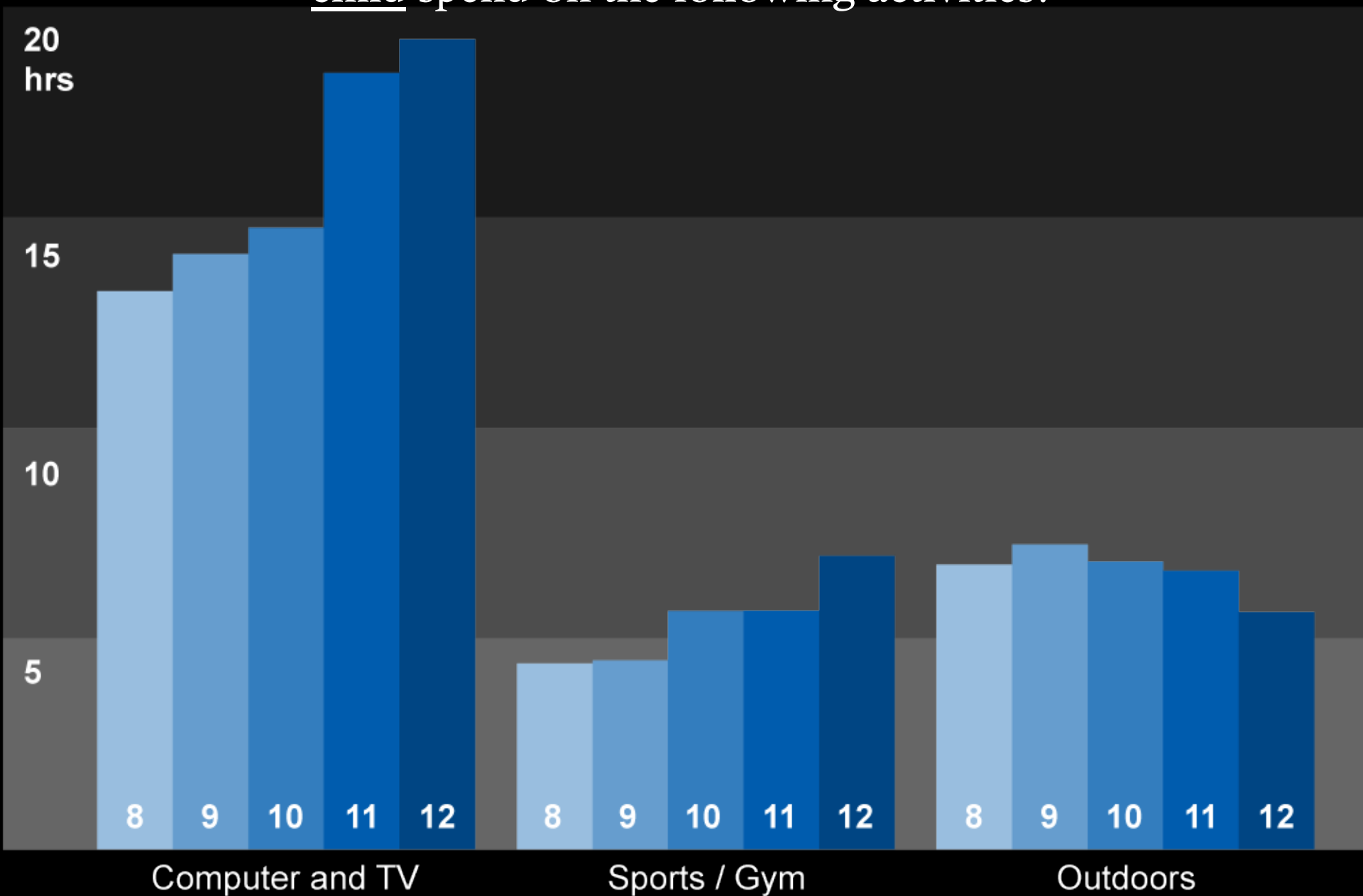


Shared expectations

Once you [did] your homework, you [went] outside.

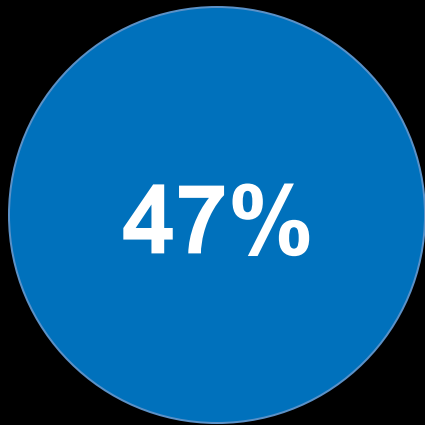
- black man, late 40s, HS degree, low income

Parents: In a typical week, how much time does your child spend on the following activities?



Adults: On average, how satisfied are you with the amount of time you're able to get outdoors to experience nature?

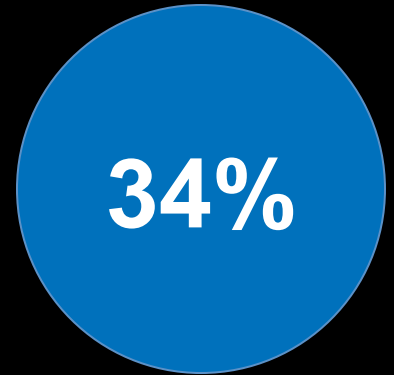
Satisfied



Neutral



Dissatisfied



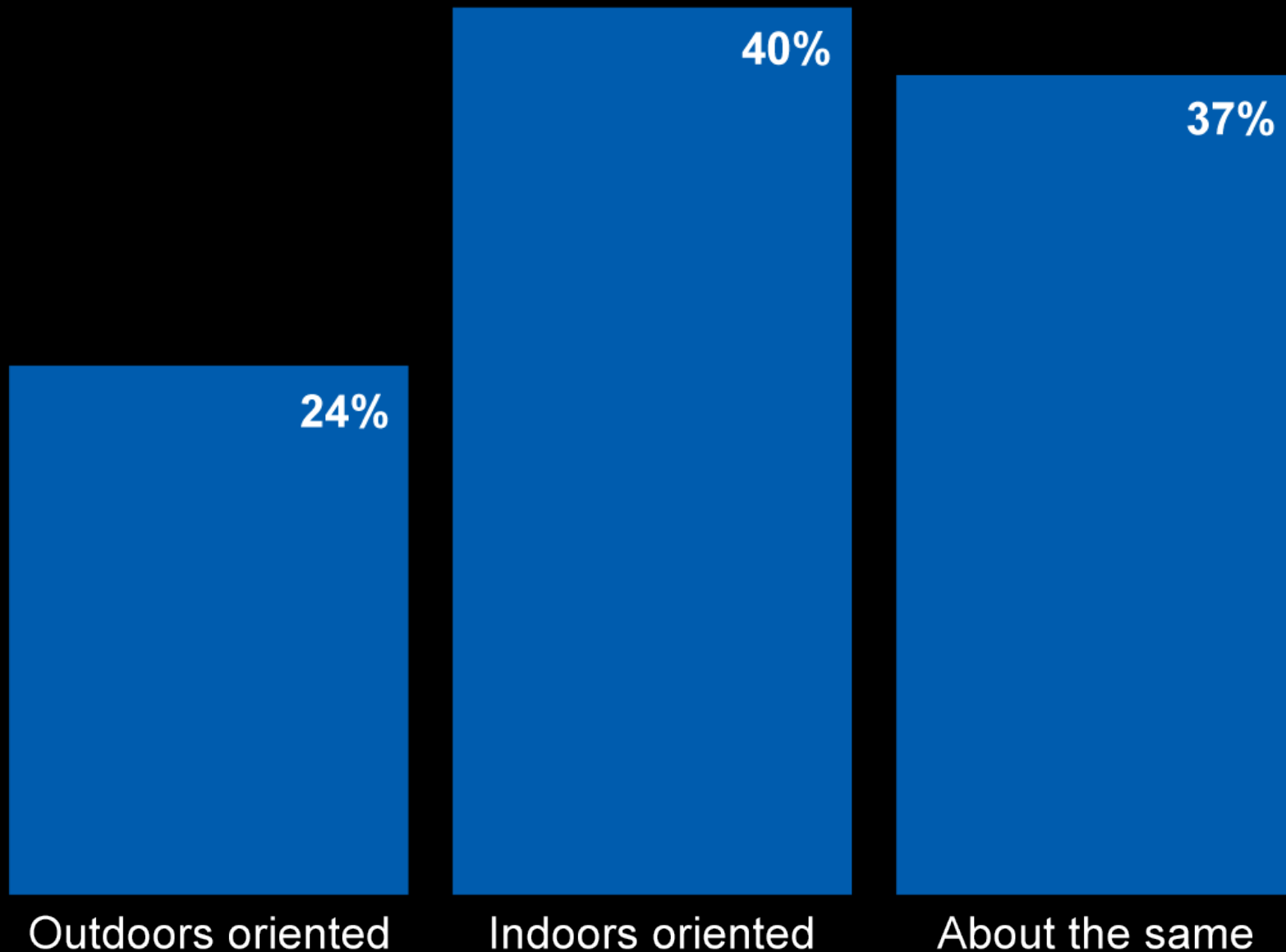
2 hours or less per week

Physical places

You don't get much of [nature] down here.
Too many cars and pollution.

- Hispanic woman, late 20s, HS degree, middle income

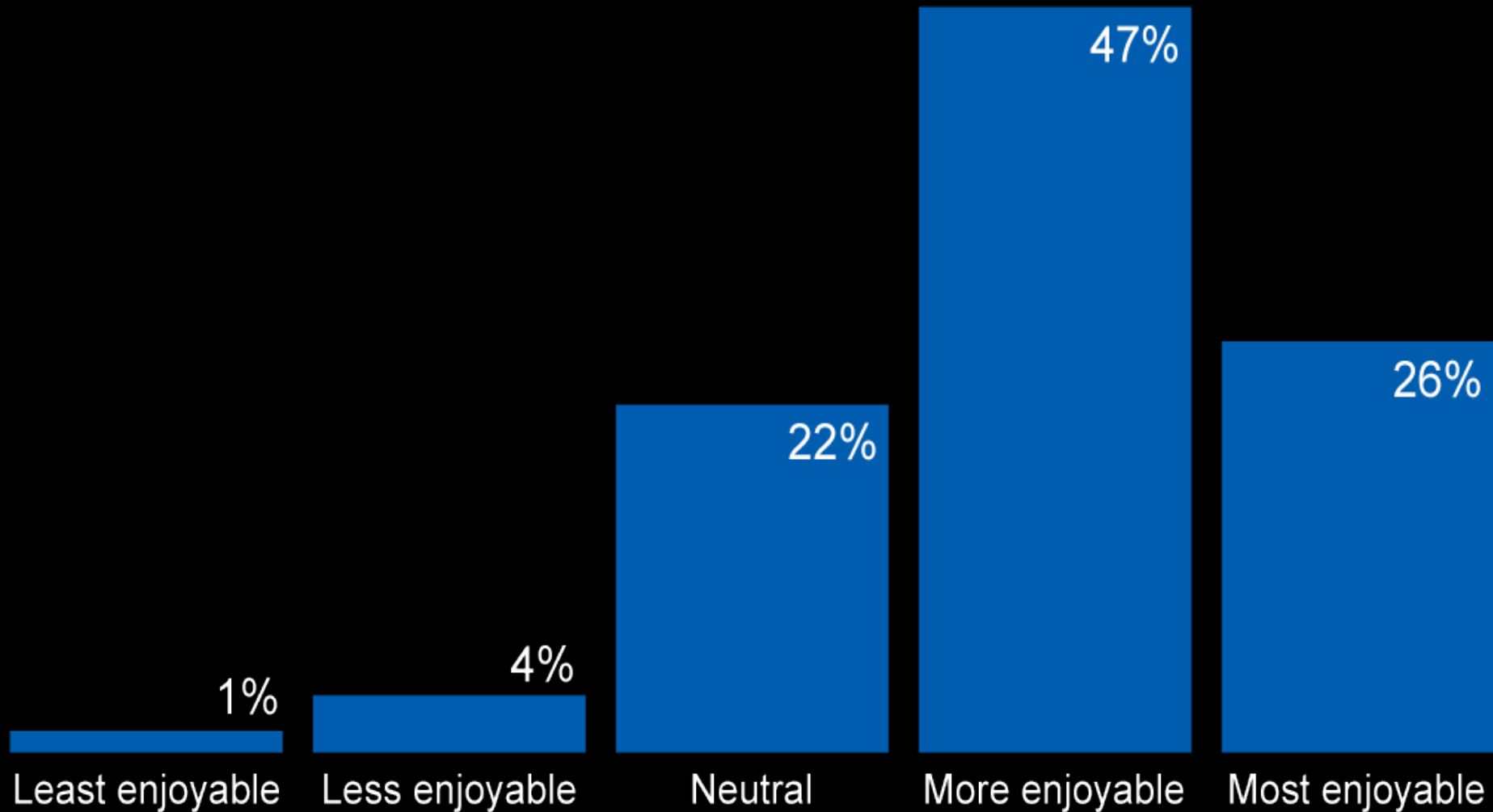
Adults: Would you say your pastimes, hobbies, and recreational interests are more...?



A black and white photograph of a child, likely a young boy, holding a broken snail shell in his right hand. The child is looking down at the shell with a focused expression. The background is blurred, showing the child's torso and another hand. The text "Interest in Nature" is overlaid at the bottom in a white serif font.

Interest in Nature

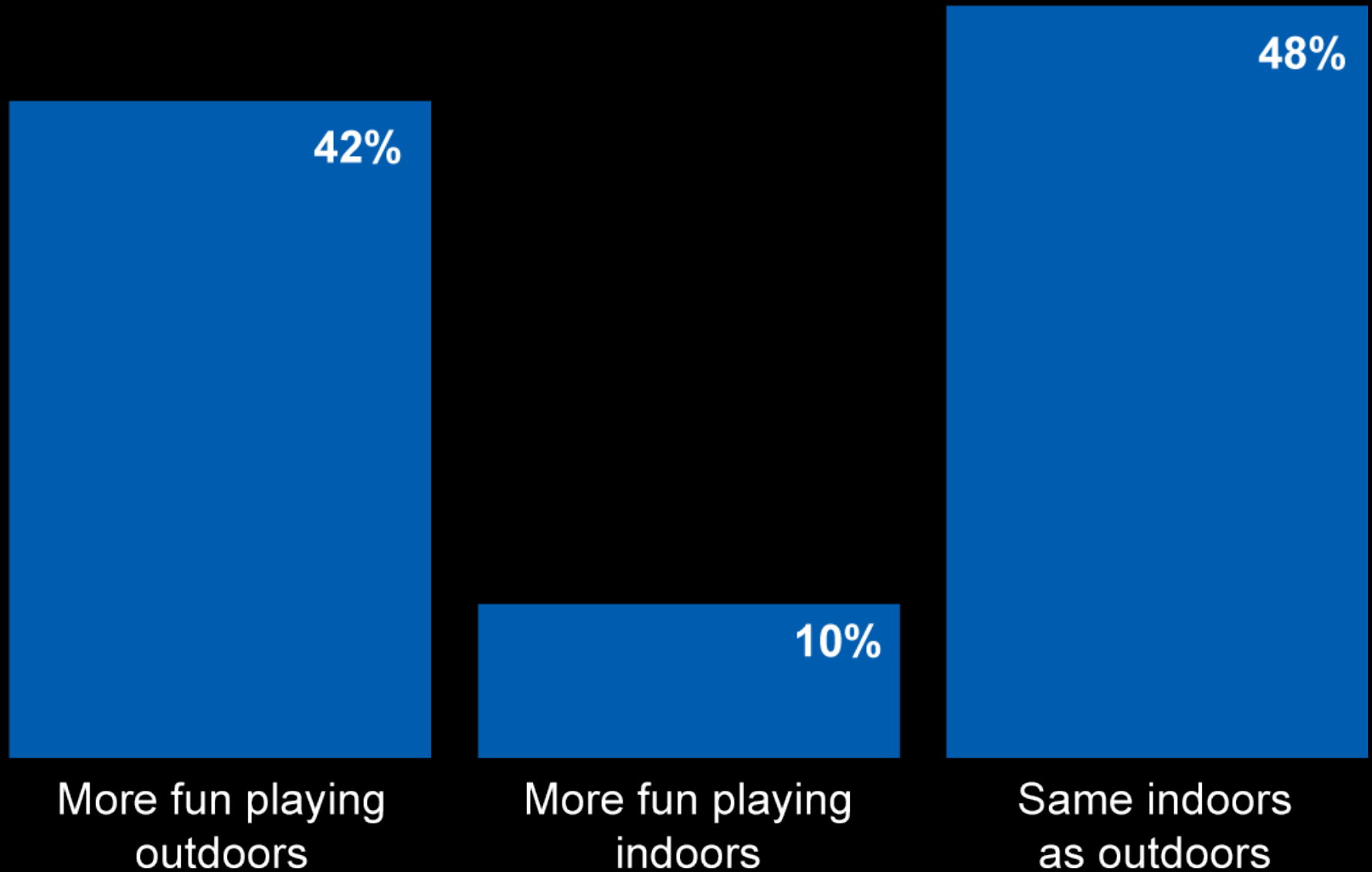
Adults: How do your interests in nature compare with your other interests?



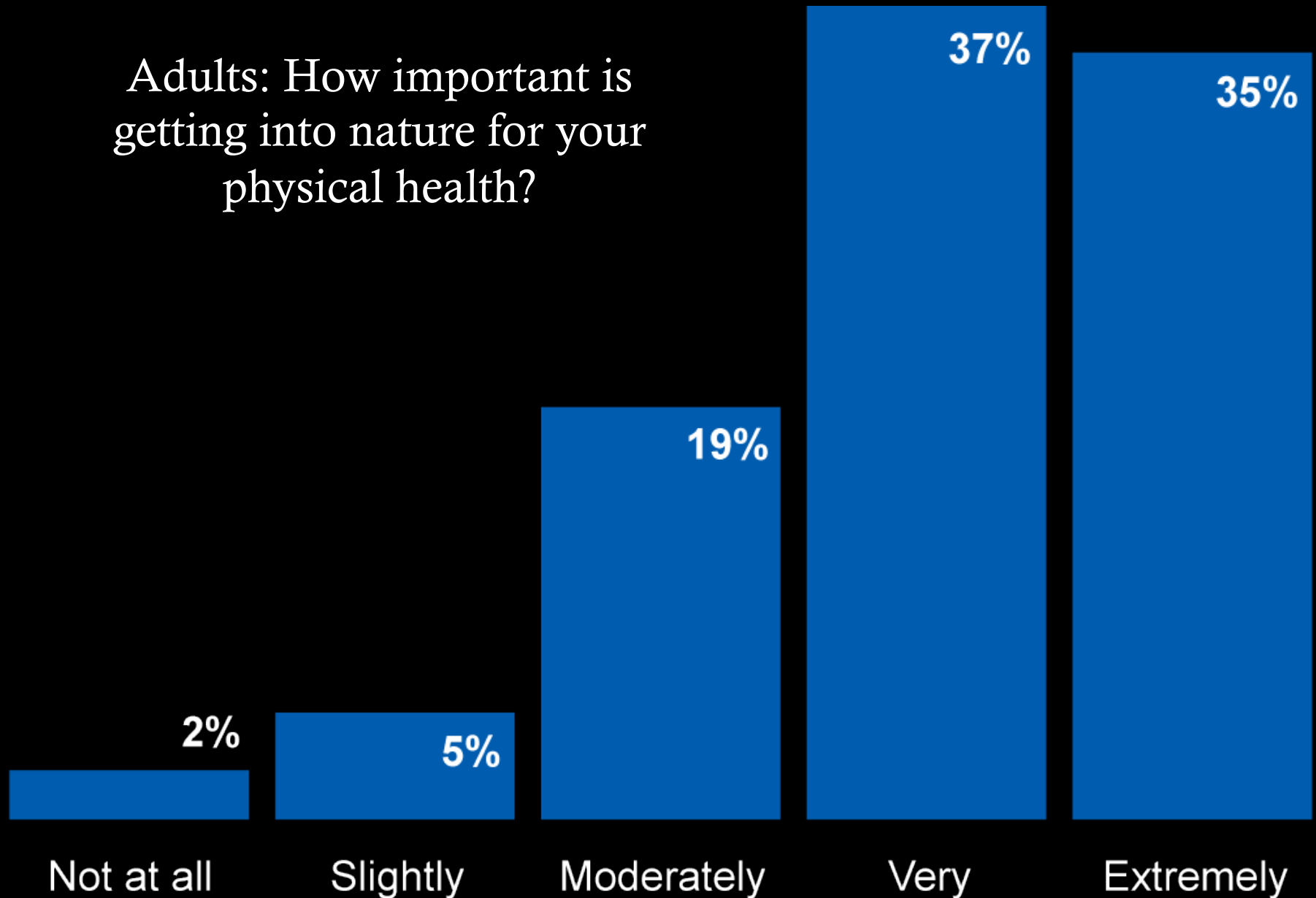
Children: Do you agree or disagree with the following statements?

	Disagree	Agree
I think most insects are boring	79%	21%
I don't enjoy outdoor activities like climbing trees and camping	81%	17%
I'd rather explore woods and trees than play on neat-looking grass	28%	70%

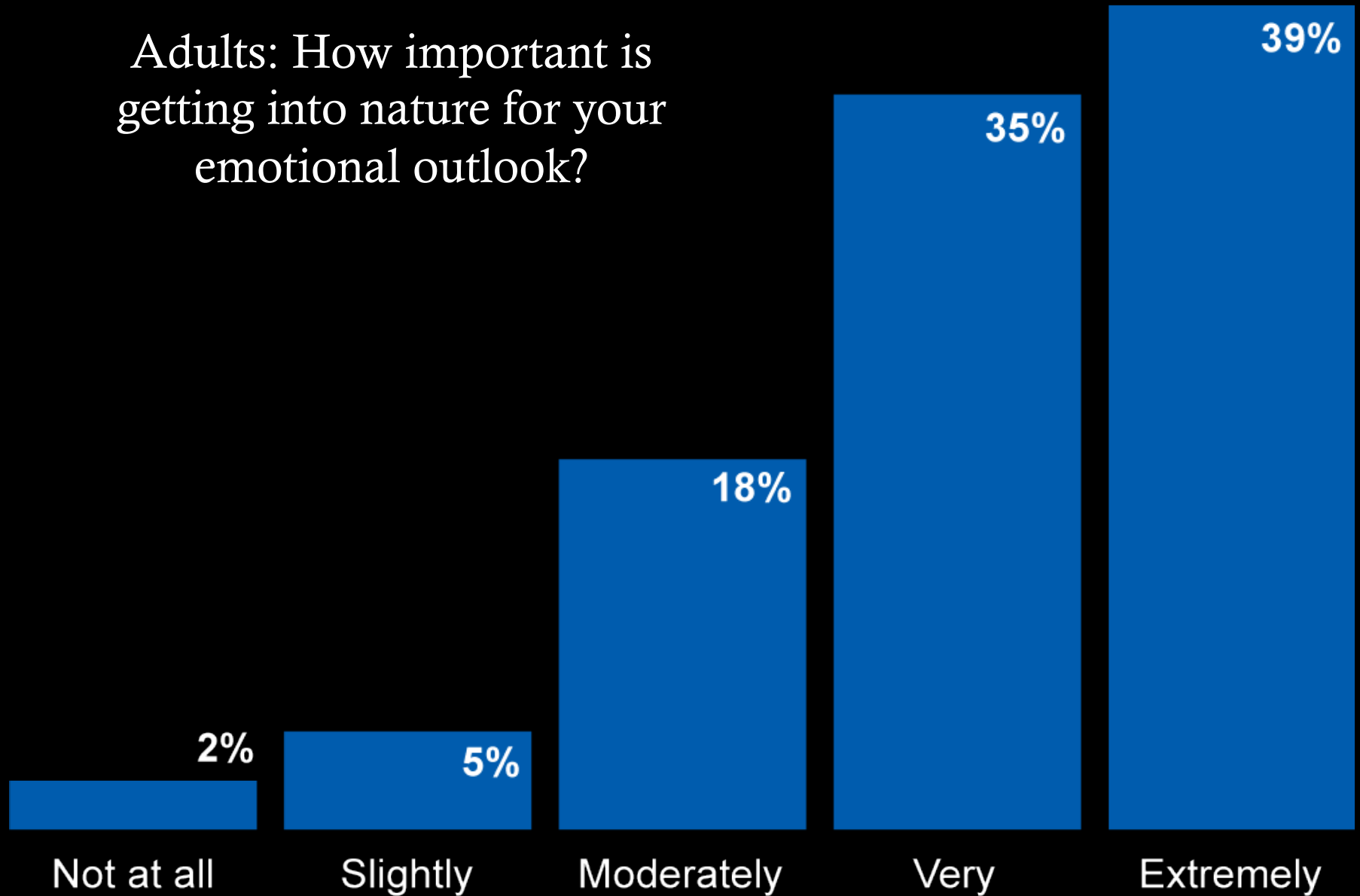
Children: Do you have more fun playing indoors, outdoors, or both?



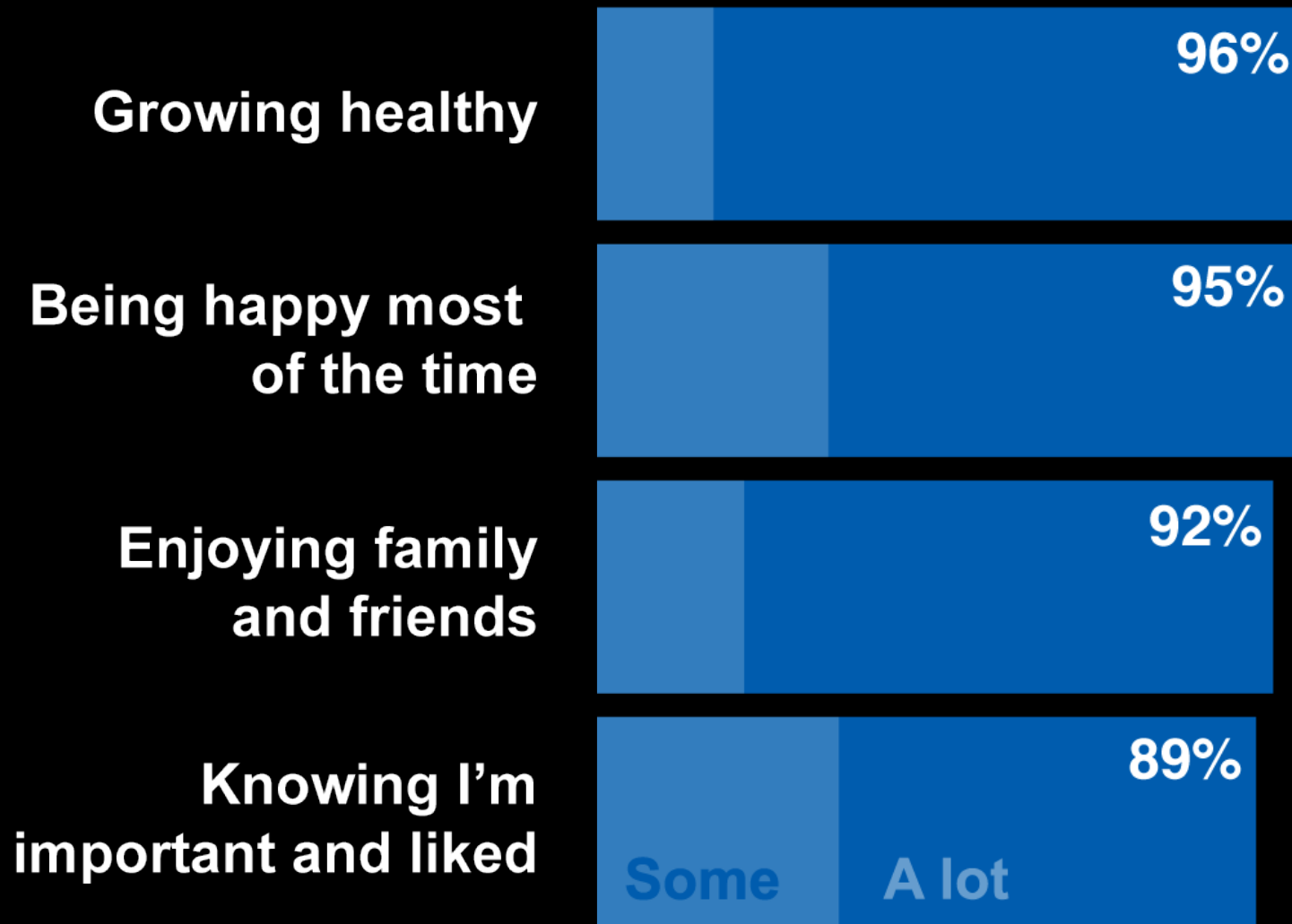
Adults: How important is
getting into nature for your
physical health?



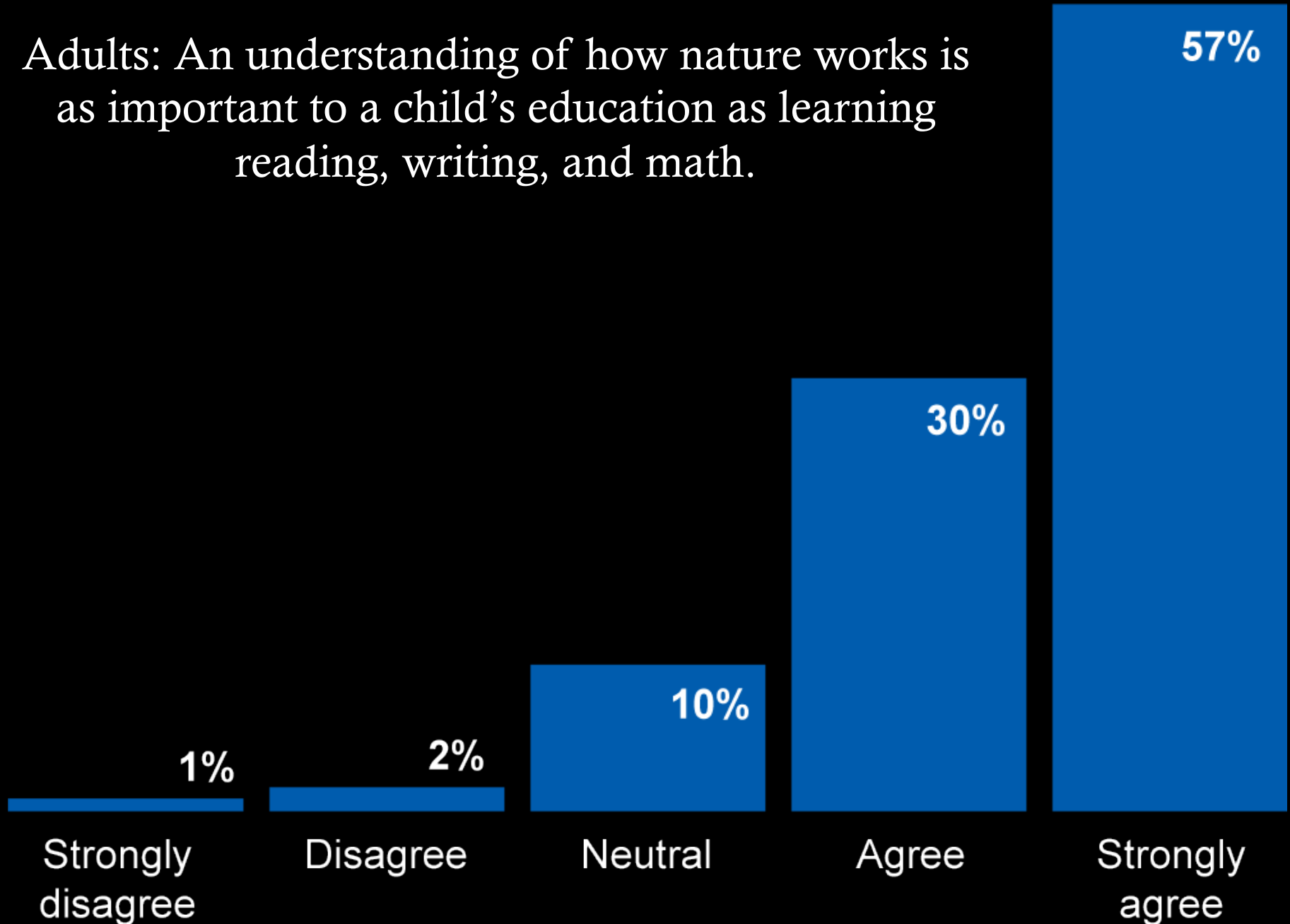
Adults: How important is
getting into nature for your
emotional outlook?



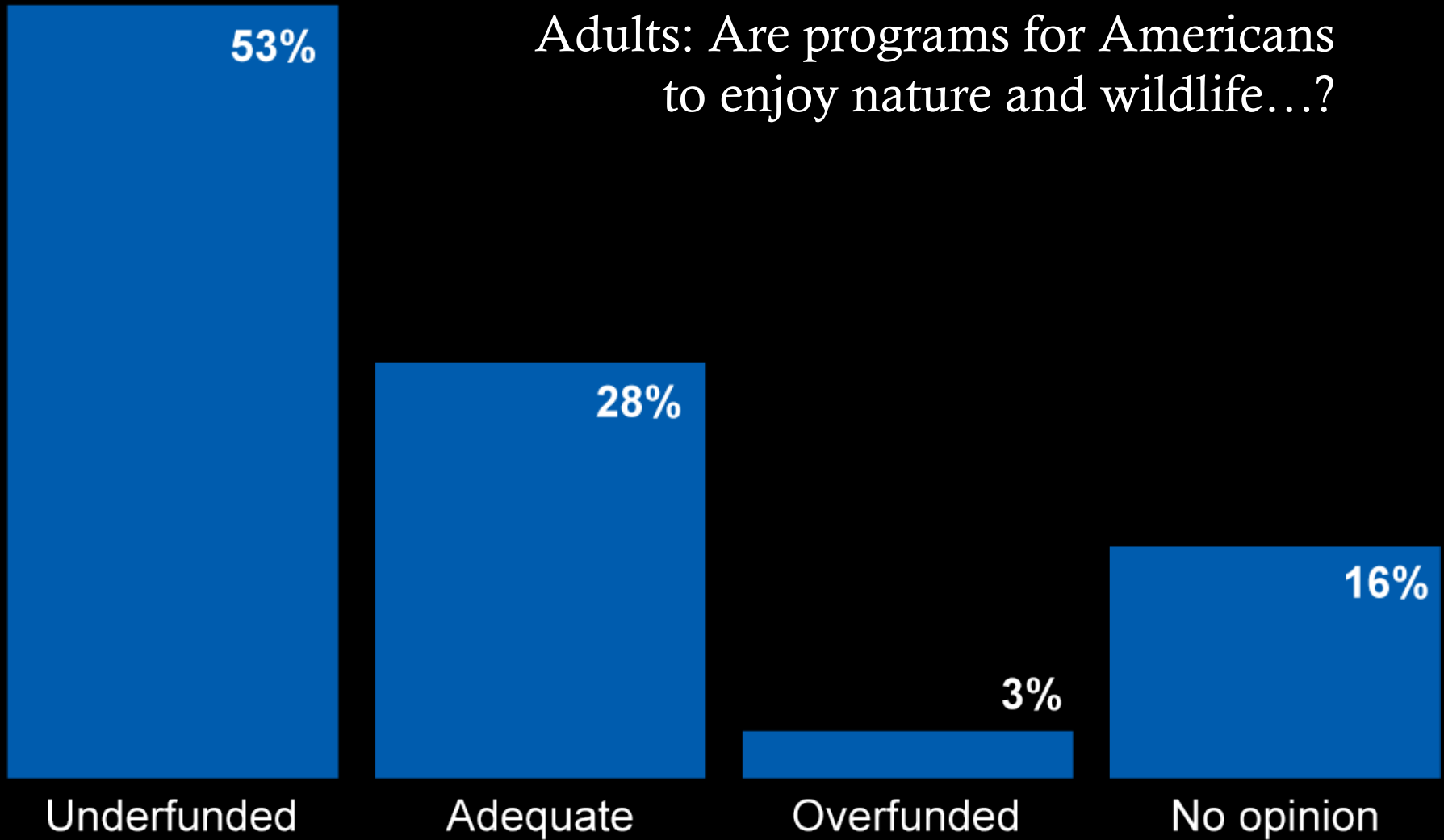
Children: How much do you think playing in the outdoors and nature has helped you with each of these parts of growing up?



Adults: An understanding of how nature works is as important to a child's education as learning reading, writing, and math.



Adults: Are programs for Americans
to enjoy nature and wildlife...?





Recommendations

1. Redefine connecting with nature







Adults: What do you think of when you hear the word
“nature”?

The Grand Canyon. Nature at its best when I
went.... It's beautiful. I'd never seen it before,
like nature out there by itself.

– White woman, late 50s, HS degree, middle income



2. Be social

A black and white photograph of two children sitting on the ground in a grassy field. The child in the foreground is a young boy with curly hair, wearing a dark t-shirt and jeans, crouching and holding a long stick. Behind him, another child with glasses is also crouching, looking down at something in their hands. The background is a soft-focus field of tall grass and trees.

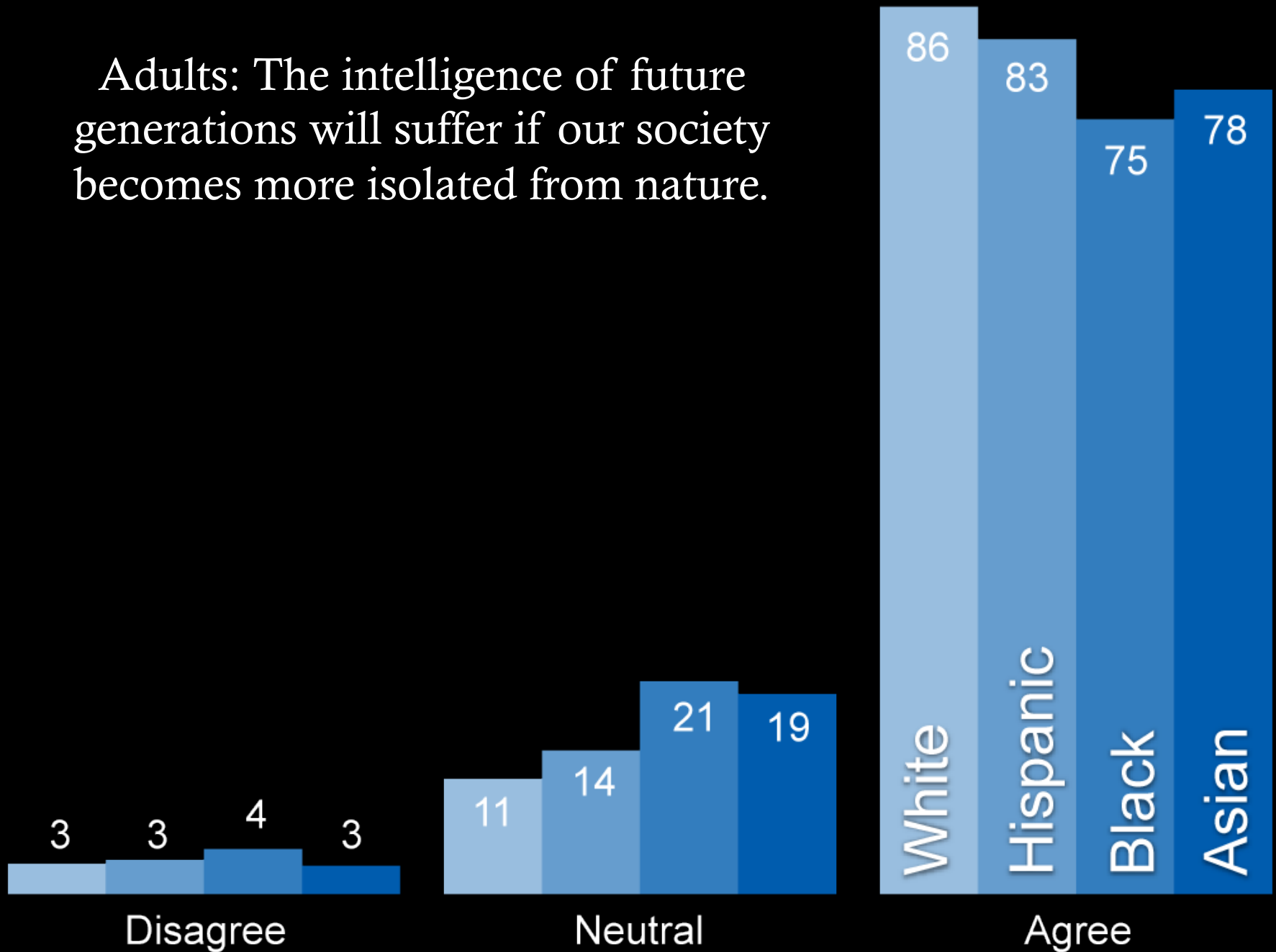
**“I don’t like being in
nature by myself.”**

**51% agreed or
were neutral**

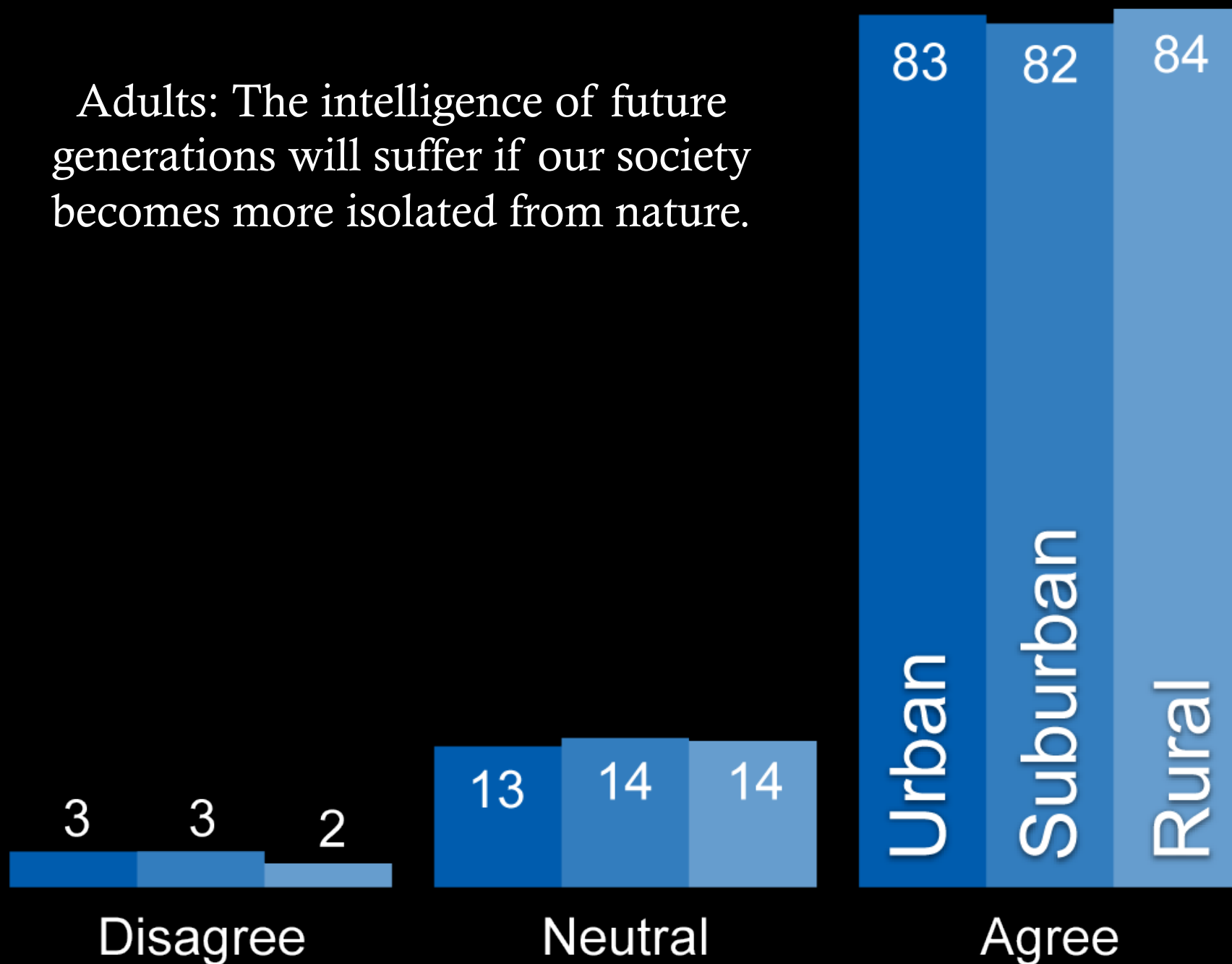
**3. Consider
similarities and
differences**

- **Similar** values and interests in nature
 - Enjoy nature
 - Experience it with others
 - Affection and attraction toward it
 - Support for programming and funding
- **Different** ways of translating these into action
 - Concerns about safety
 - Who is present
 - Type of activity

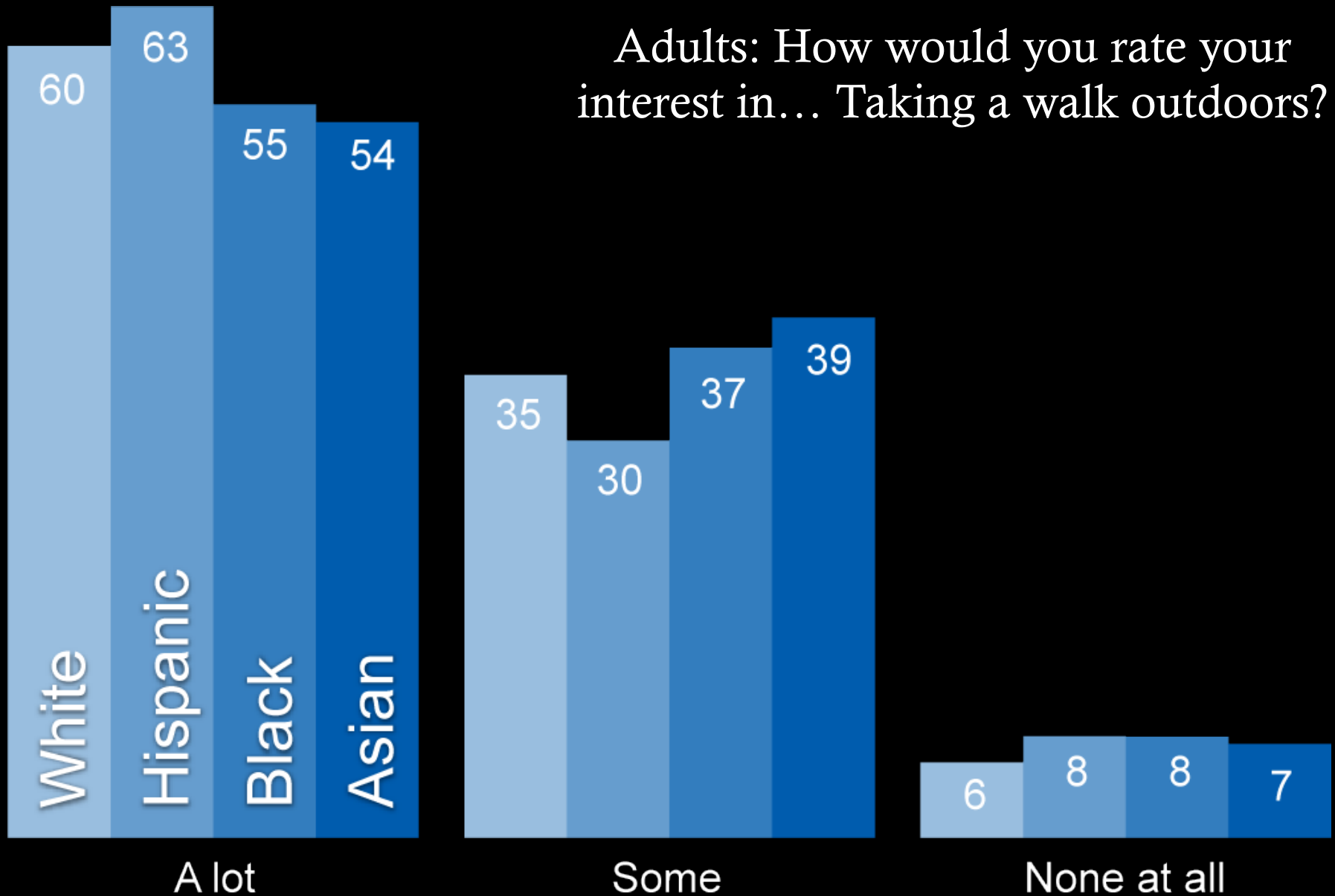
Adults: The intelligence of future generations will suffer if our society becomes more isolated from nature.



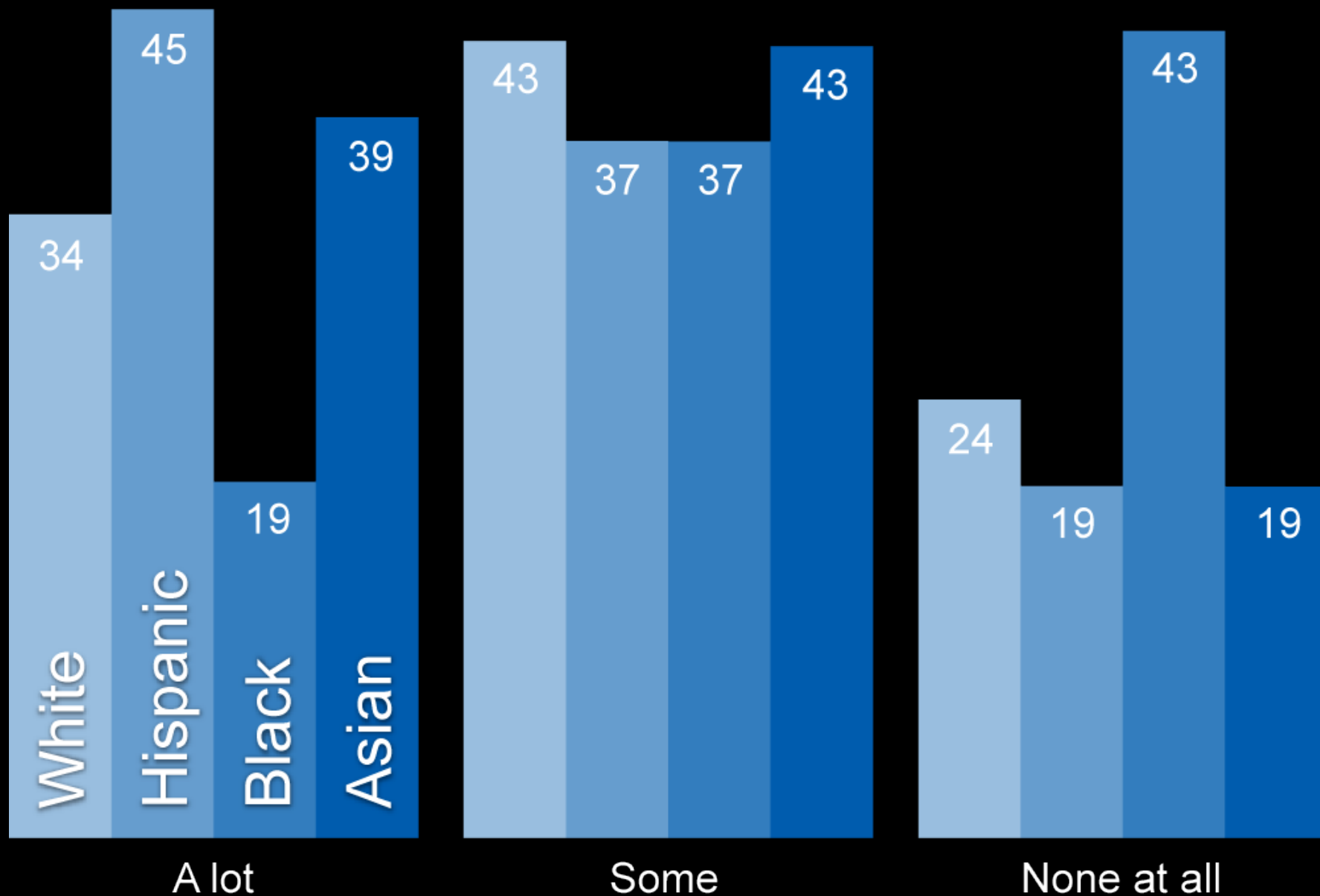
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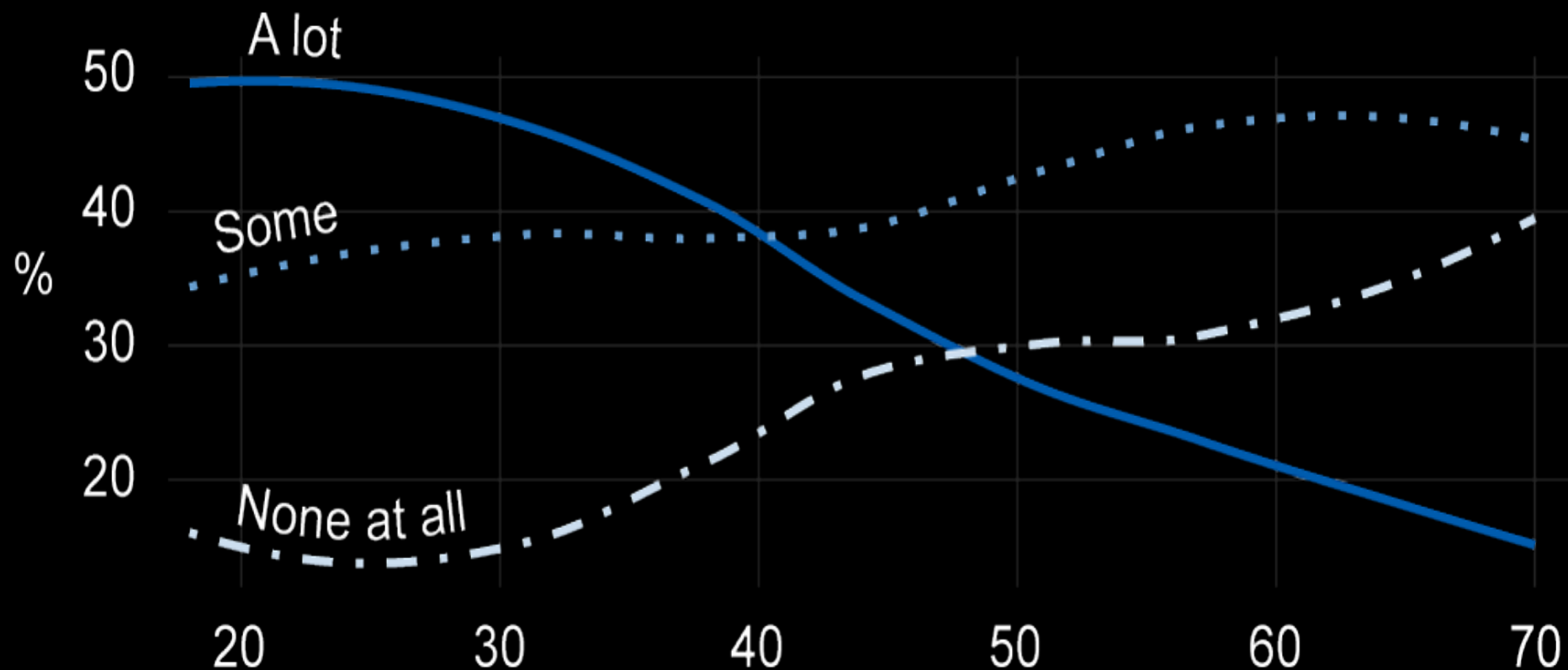
Adults: How would you rate your interest in... Taking a walk outdoors?



Adults: How would you rate your interest in... Hiking?



Adults: How would you rate your interest in... Hiking?



4. Promote multidimensional experiences

Adults: How much do you agree or disagree
with the following statements?

Being in nature gives
me a sense of peace



Certain smells and
sounds of nature bring
to mind some of my
happiest memories



Being in nature helps
give meaning and
purpose to my life



Strongly disagree

Neutral

Strongly agree

**5. Claim a seat at
the table**





Human flourishing

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