

The Nature of Americans

A National Initiative to Understand and Connect
Americans and Nature

NatureofAmericans.org

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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

15

Focus groups with adults

Online survey of adults

10,156

771

**Interviews with children &
survey of parents**

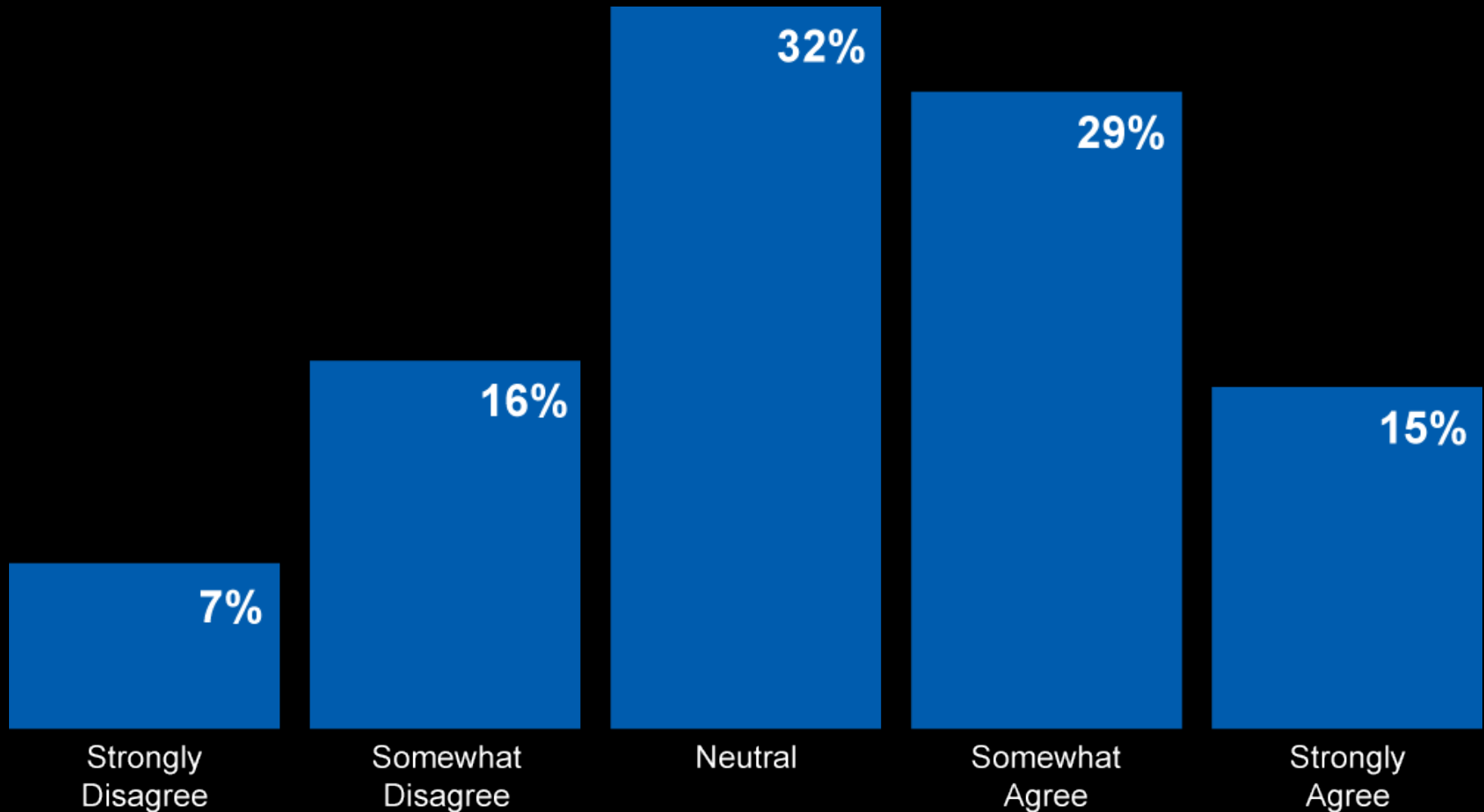
8–12 year-olds / Parents

771

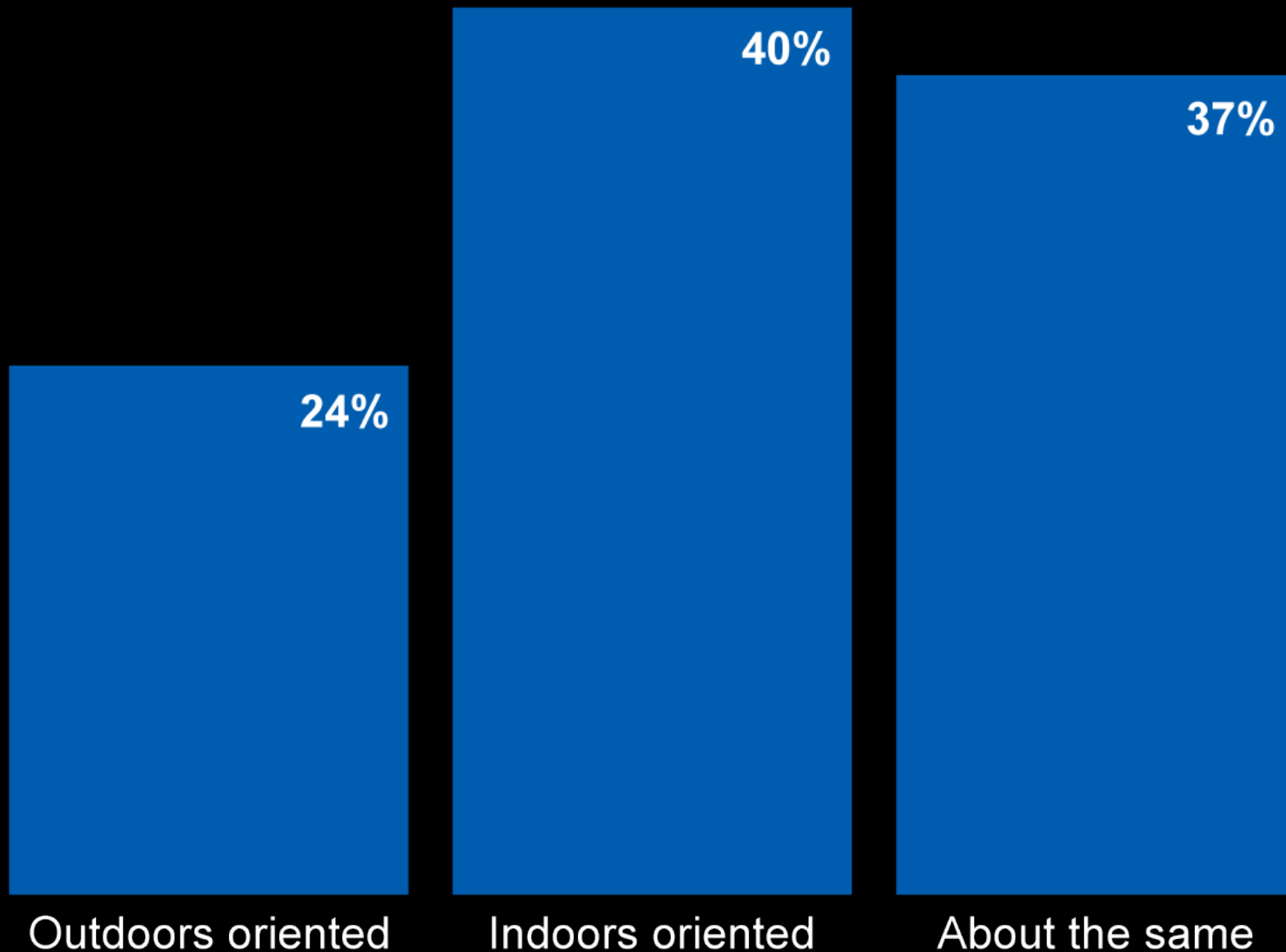
Disconnection



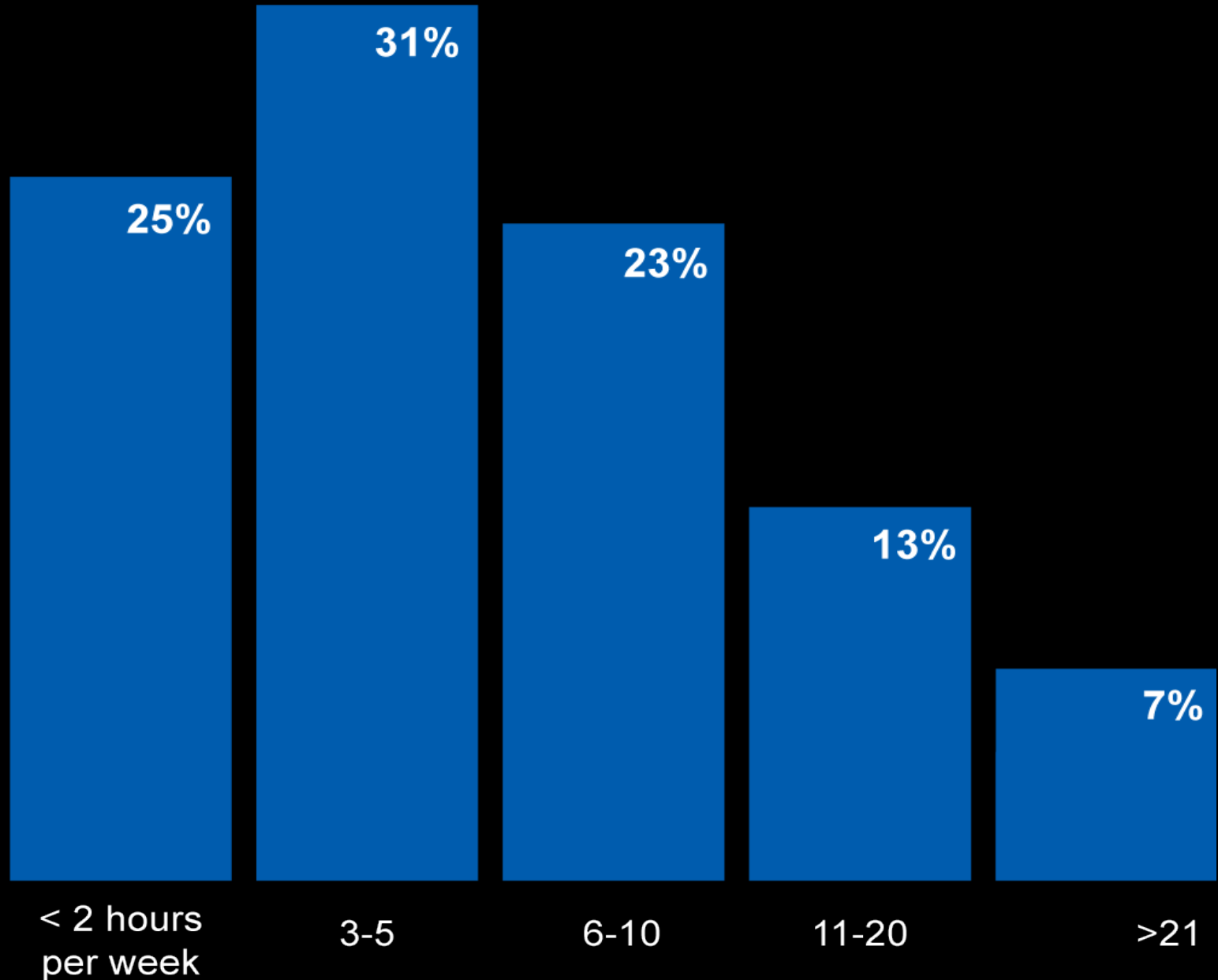
Adults: There are many more important issues
in my life than my concern for nature



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

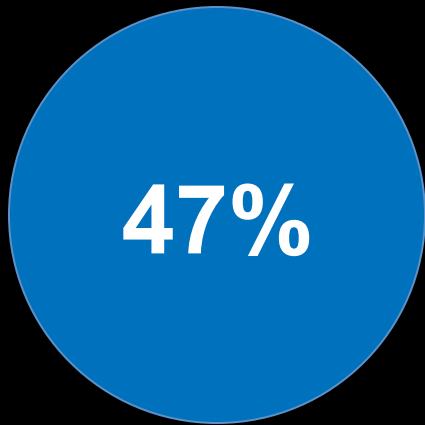


Adults: In a typical week, when weather allows, about how many hours do you spend outside in nature?



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

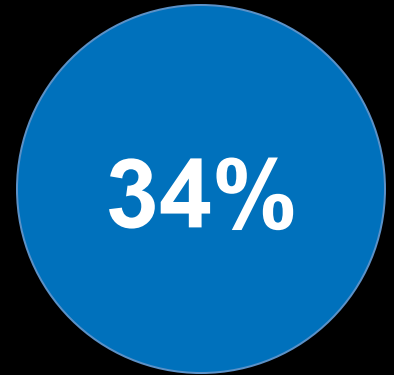
Satisfied



Neutral

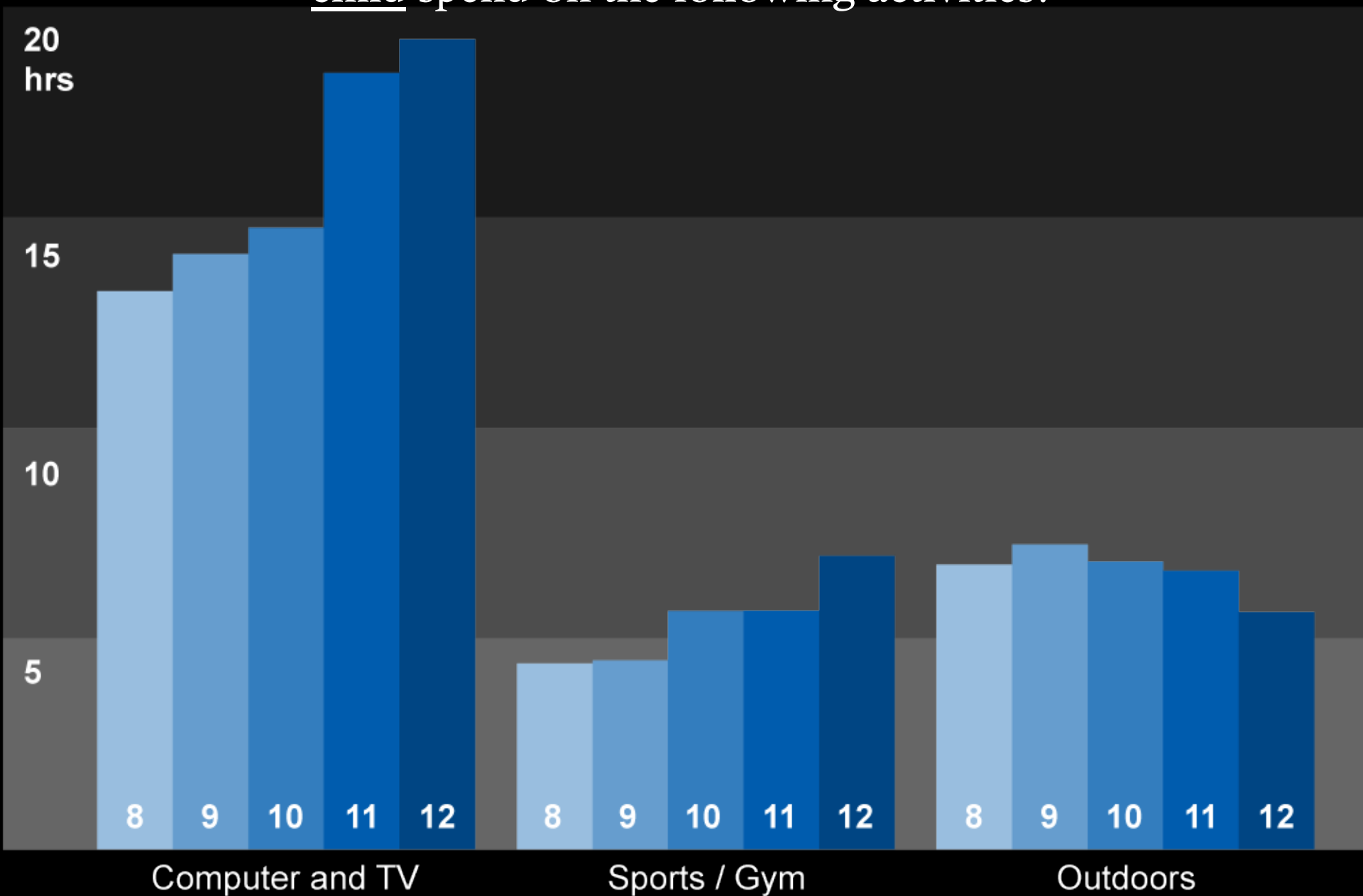


Dissatisfied



2 hours or less per week

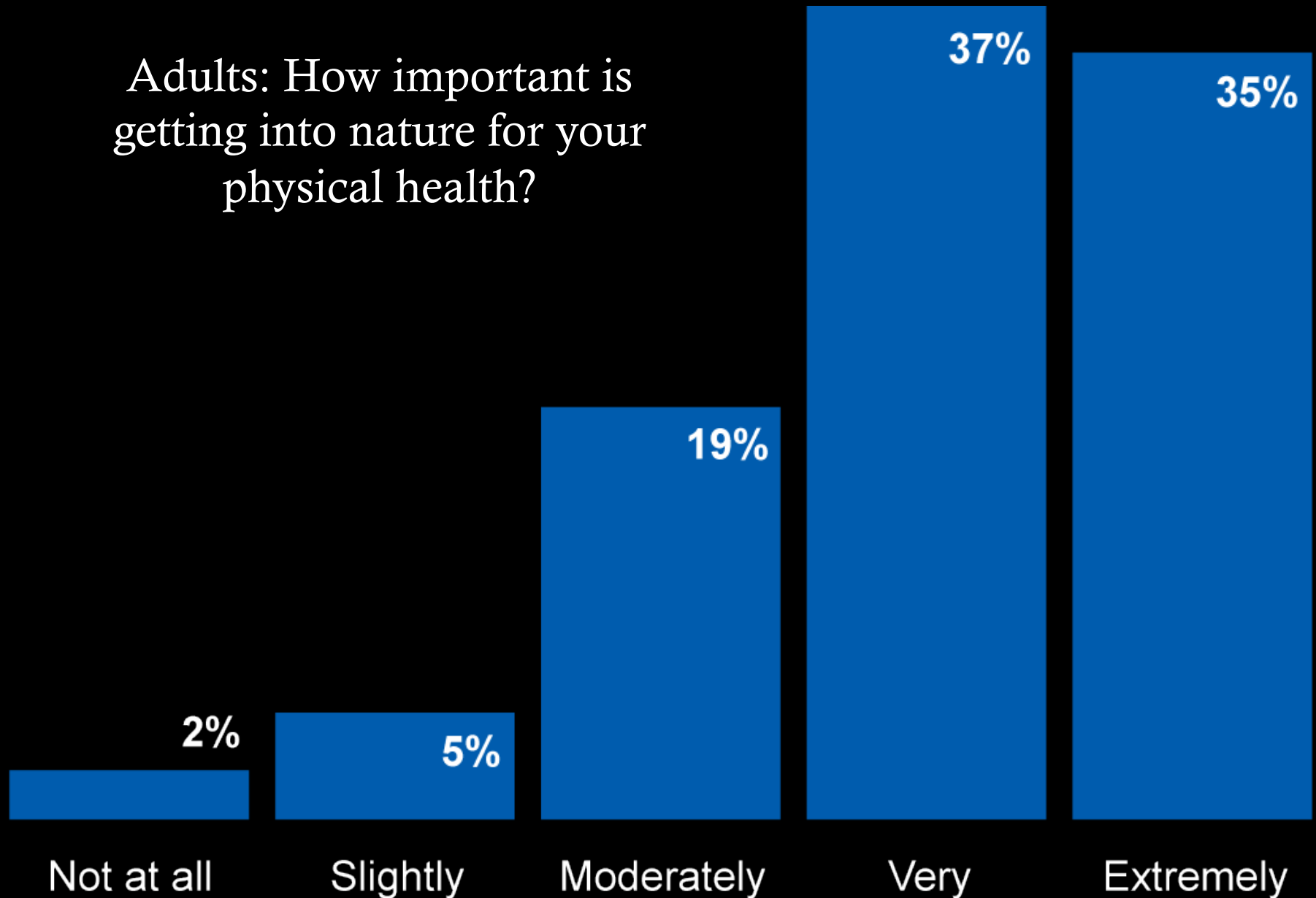
Parents: In a typical week, how much time does your child spend on the following activities?



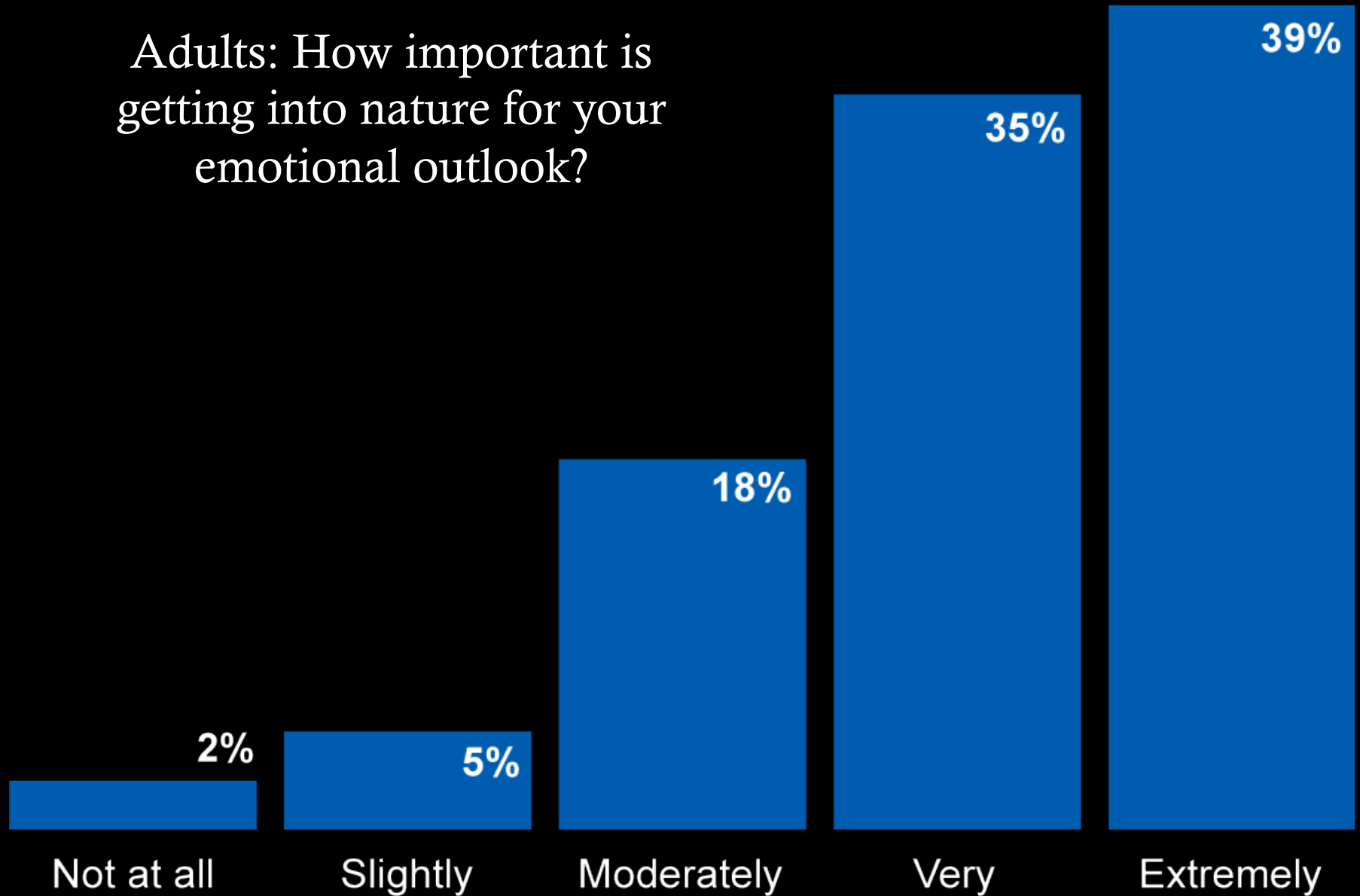
A black and white photograph of a young child, out of focus in the background, holding a broken snail shell in their right hand. The child is looking down at the shell with interest. The shell is dark and has a jagged, broken top. The background is a soft, out-of-focus outdoor setting.

Interest in Nature

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



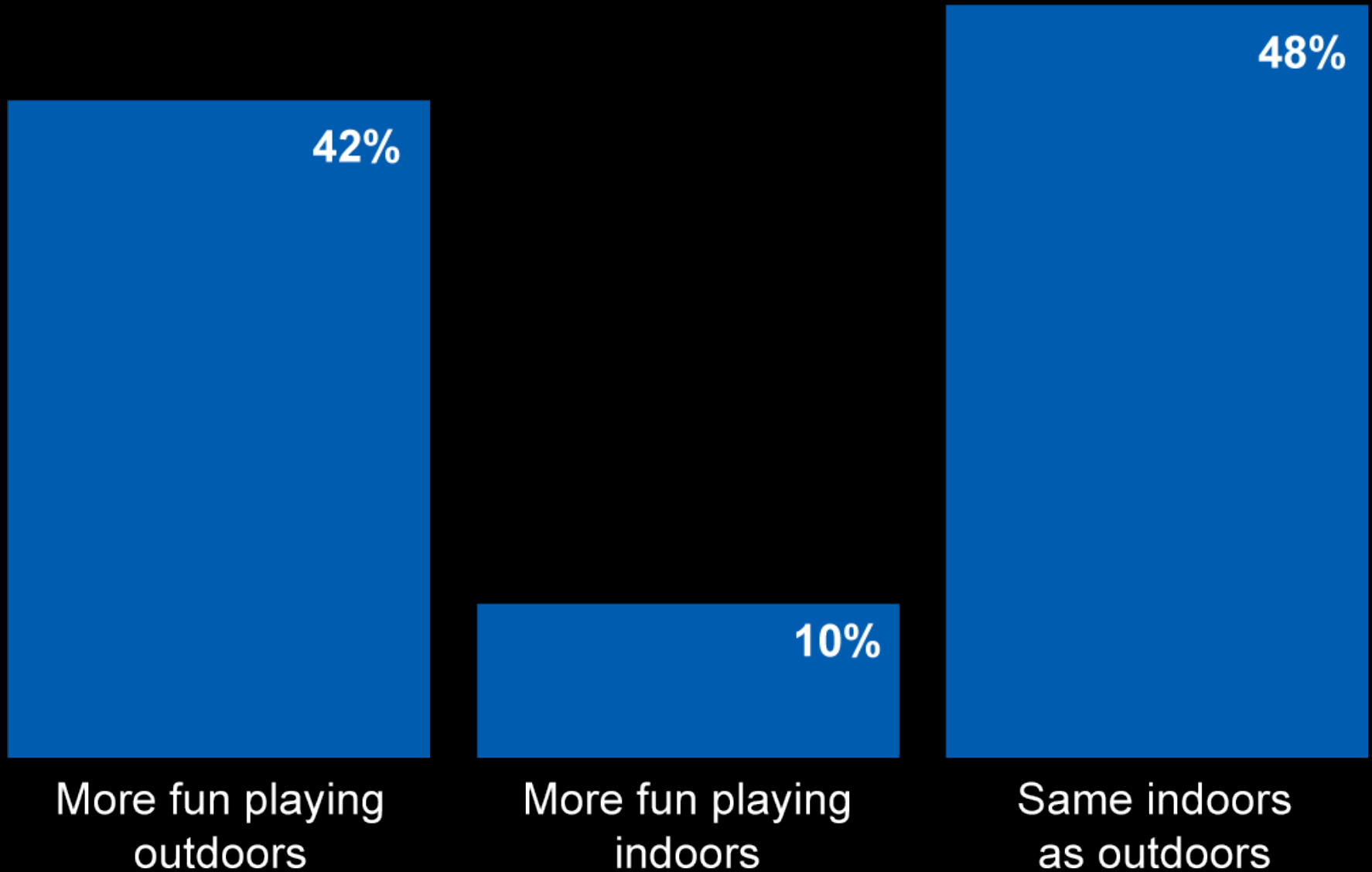
Adults: How important is
getting into nature for your
emotional outlook?



Adults: To what extent do you agree or disagree with the following statements?

	Disagree	Neutral	Agree
An understanding of how nature works is as important to a child's education as reading, writing, and math	3%	10%	87%
Being in nature gives me a sense of peace	3%	11%	86%
Seeing something especially attractive in nature arouses my curiosity	5%	19%	76%
My love of nature is one of my strongest feelings	14%	25%	61%

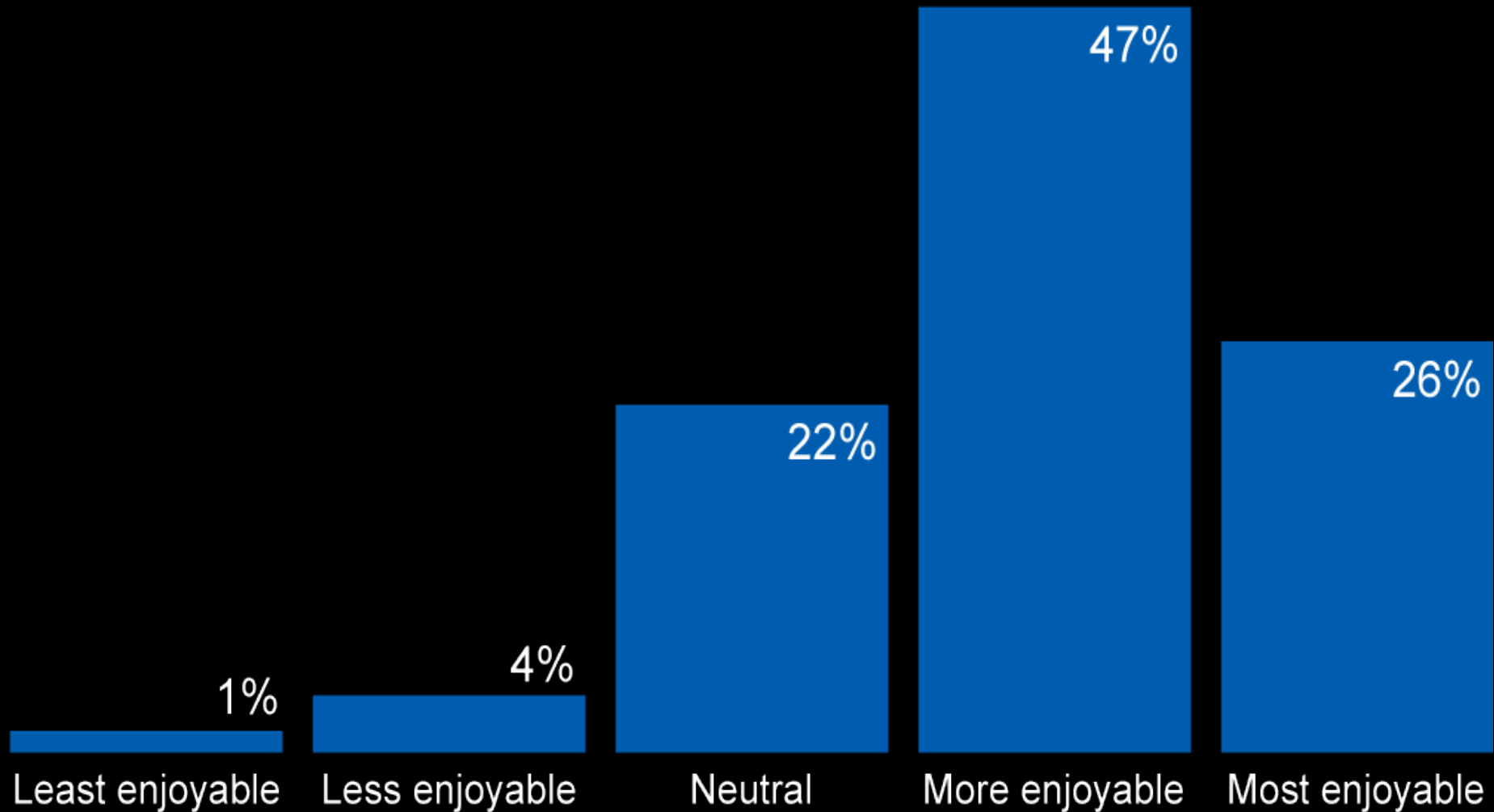
Children: Do you have more fun playing indoors, outdoors, or both?



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

	Disagree	Agree	Don't know
Learning about nature is something I really enjoy doing	8%	92 %	1%
I'd rather explore woods and trees than play on neat-looking grass	28%	70%	2%
I think most insects are boring	79%	21%	0%
I don't enjoy outdoor activities like climbing trees and camping	81%	17%	2%

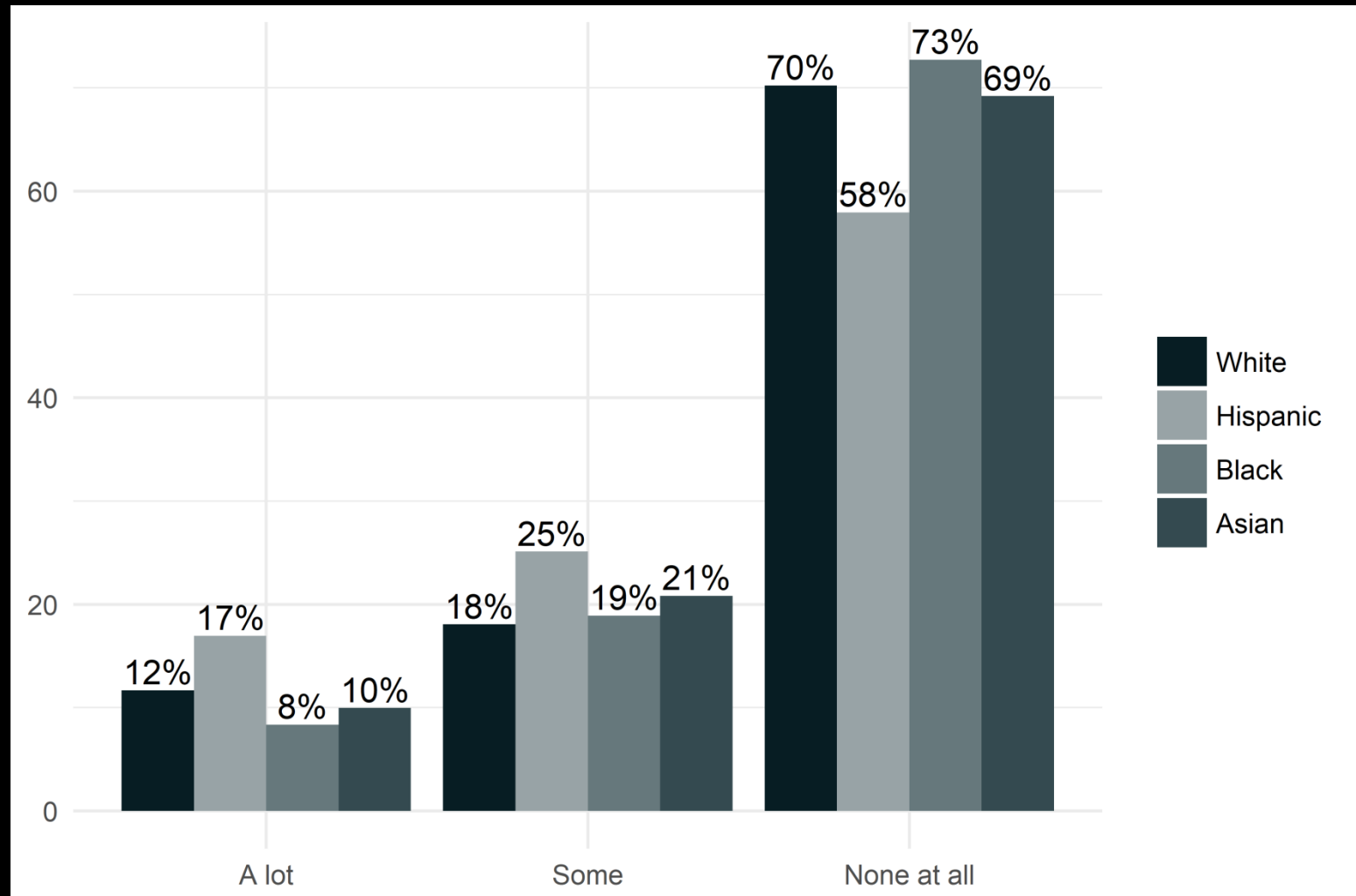
Adults: How do your interests in nature compare with your other interests?



Adults: How would you rate your interest in each of the following activities?

	None at all	Some	A lot
Hunting	68%	20%	12%
Fishing	38%	33%	29%
Feeding / Watching birds / wildlife	21%	42%	37%
Exploring the outdoors	12%	38%	51%

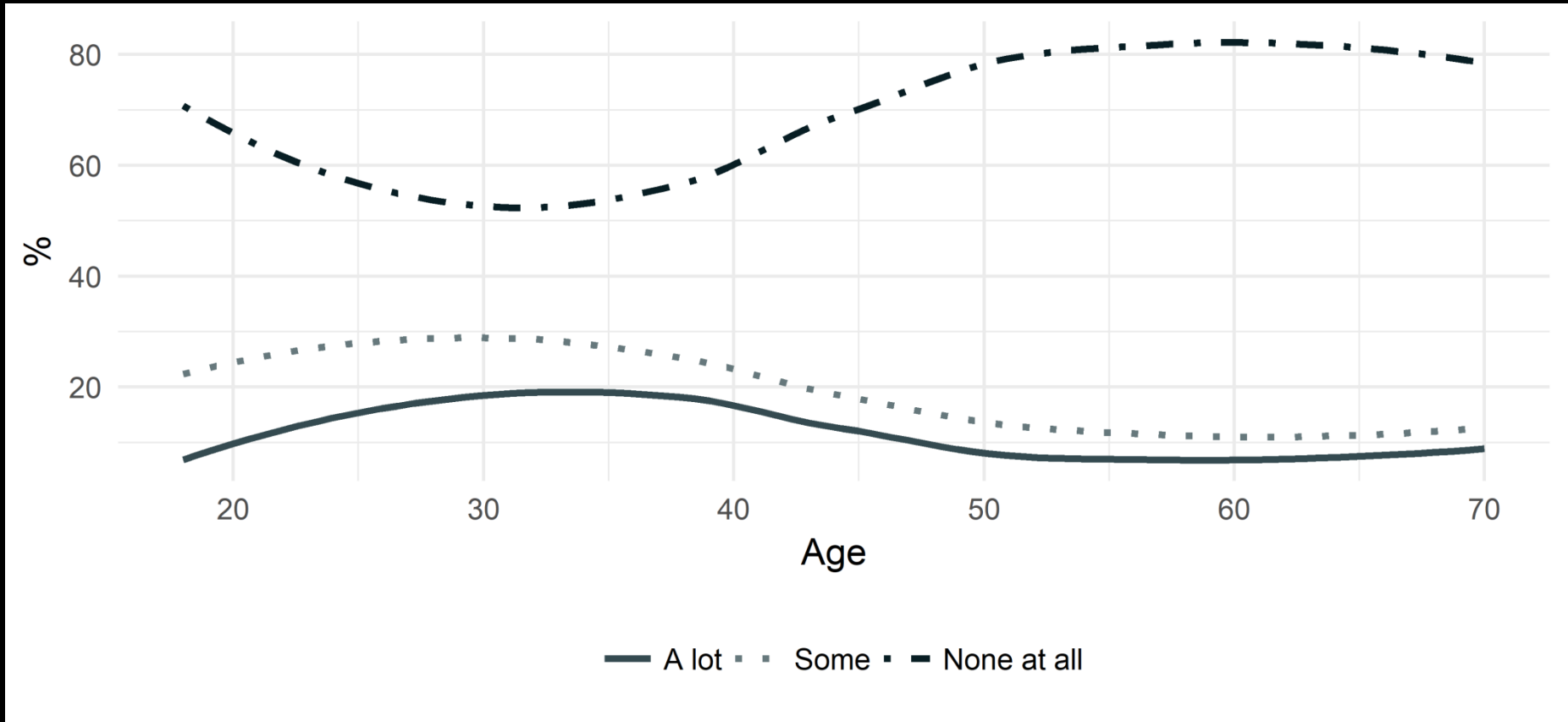
Adults: Interest in hunting, by race and ethnicity



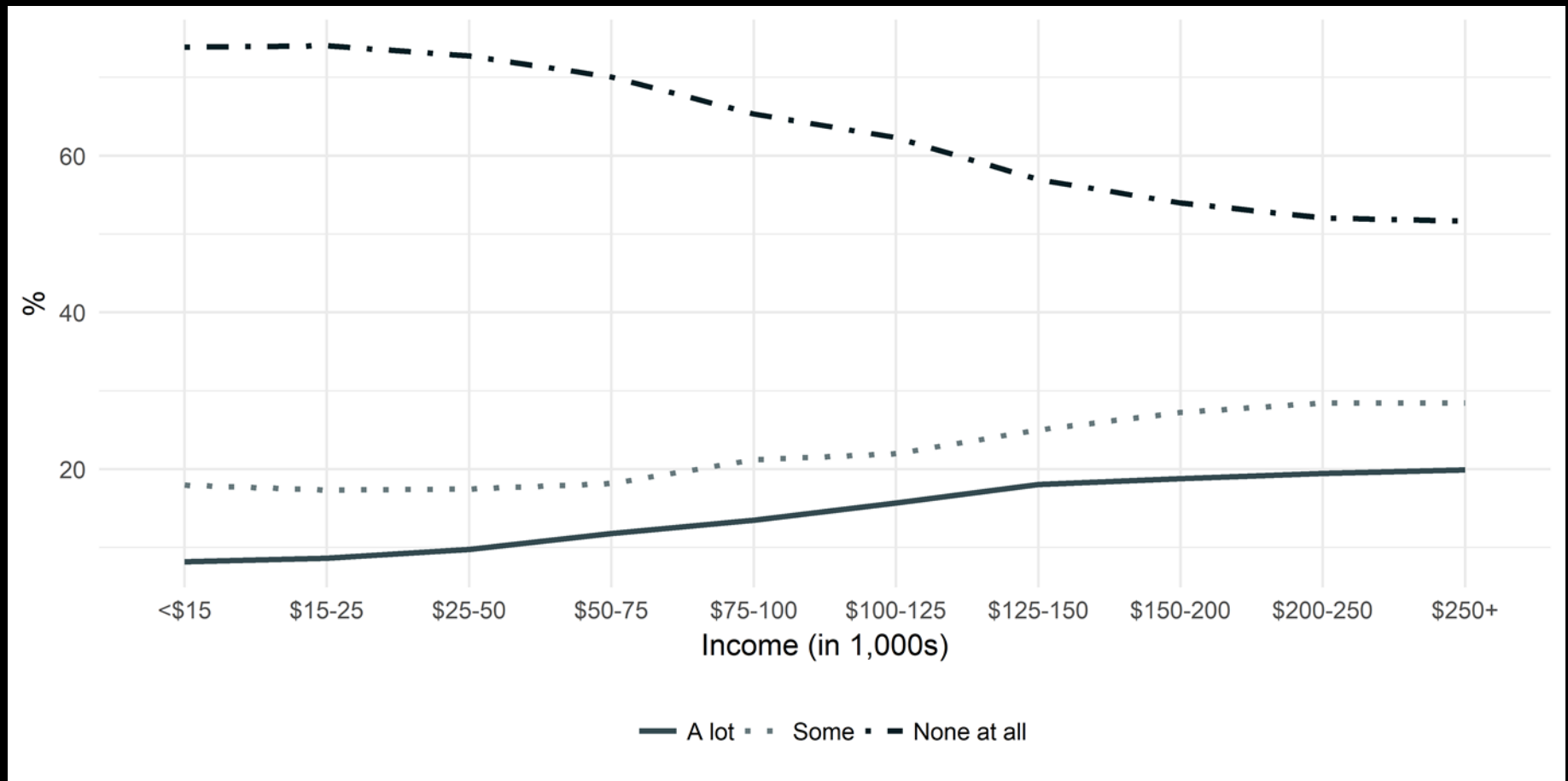
Adults: “A lot” of interest

	Hunting	Fishing	Bird/watch
All	12%	29%	37%
White	12%	28%	39%
Hispanic	17%	34%	41%
Black	8%	26%	30%
Asian	10%	23%	27%
Urban	16%	32%	38%
Suburban	9%	24%	34%
Rural	14%	32%	40%
Men	17%	35%	34%
Women	8%	23%	39%

Adults: Interest in hunting, by age



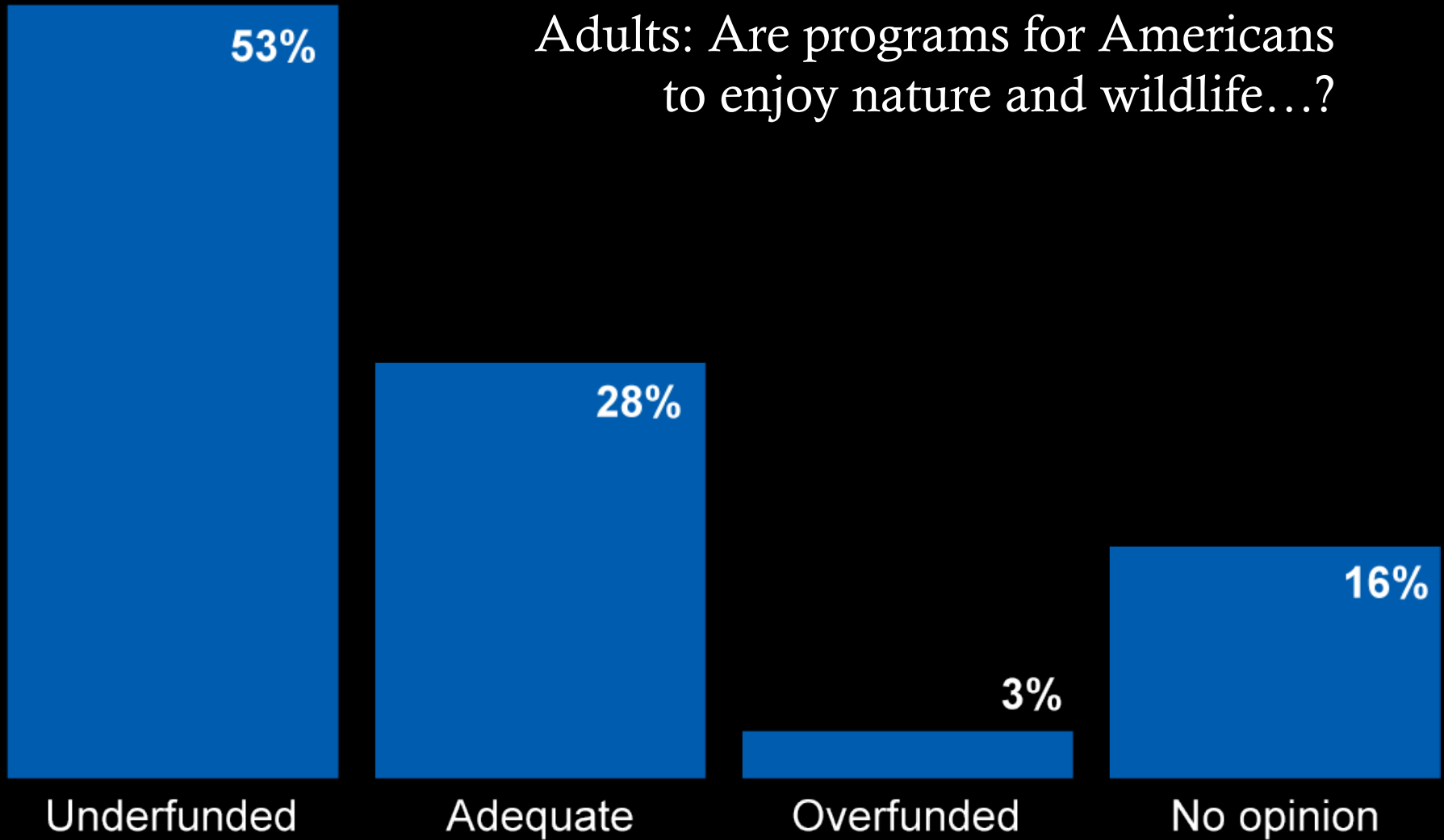
Adults: Interest in hunting, by income

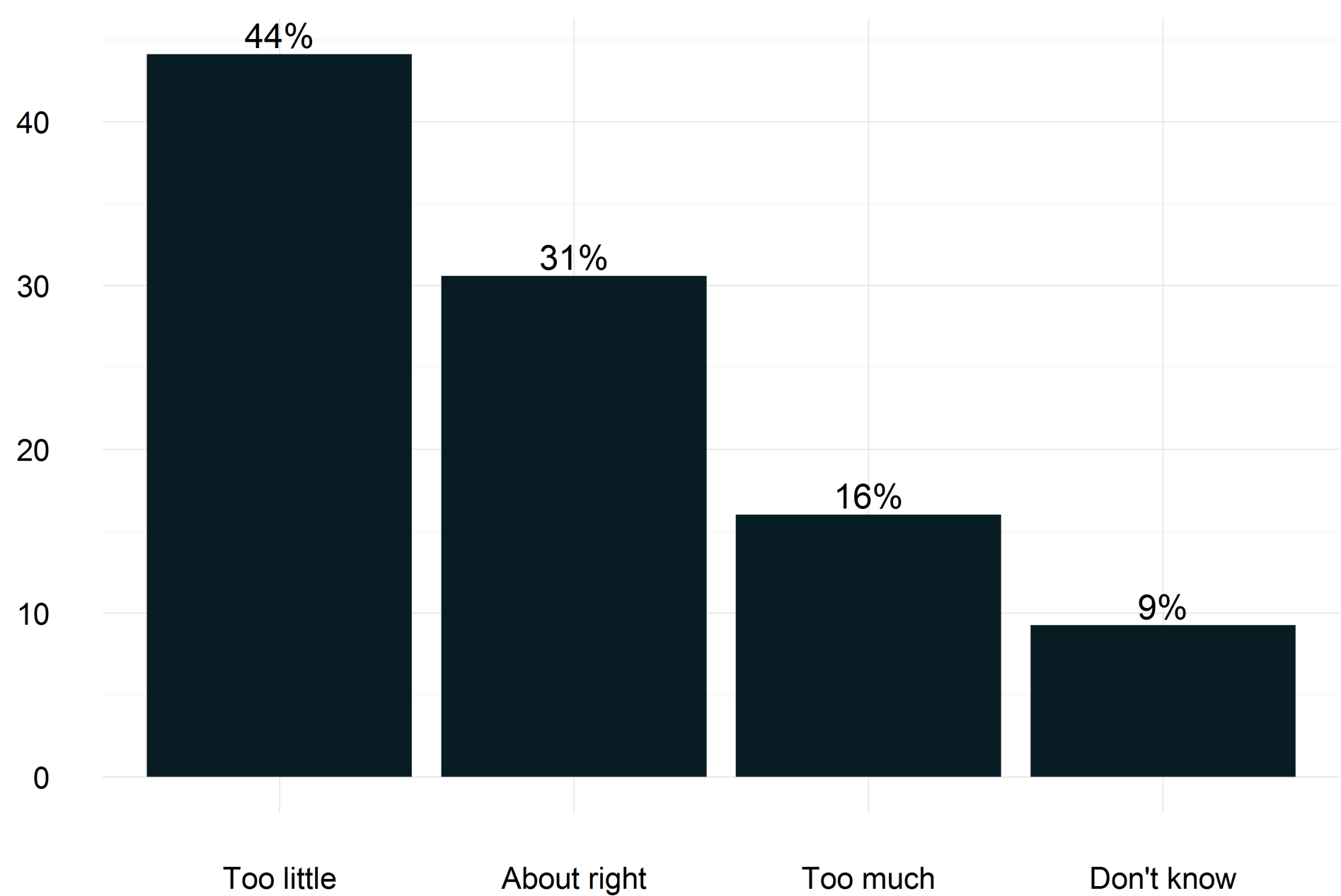


Children: How much do you like each of the following activities?

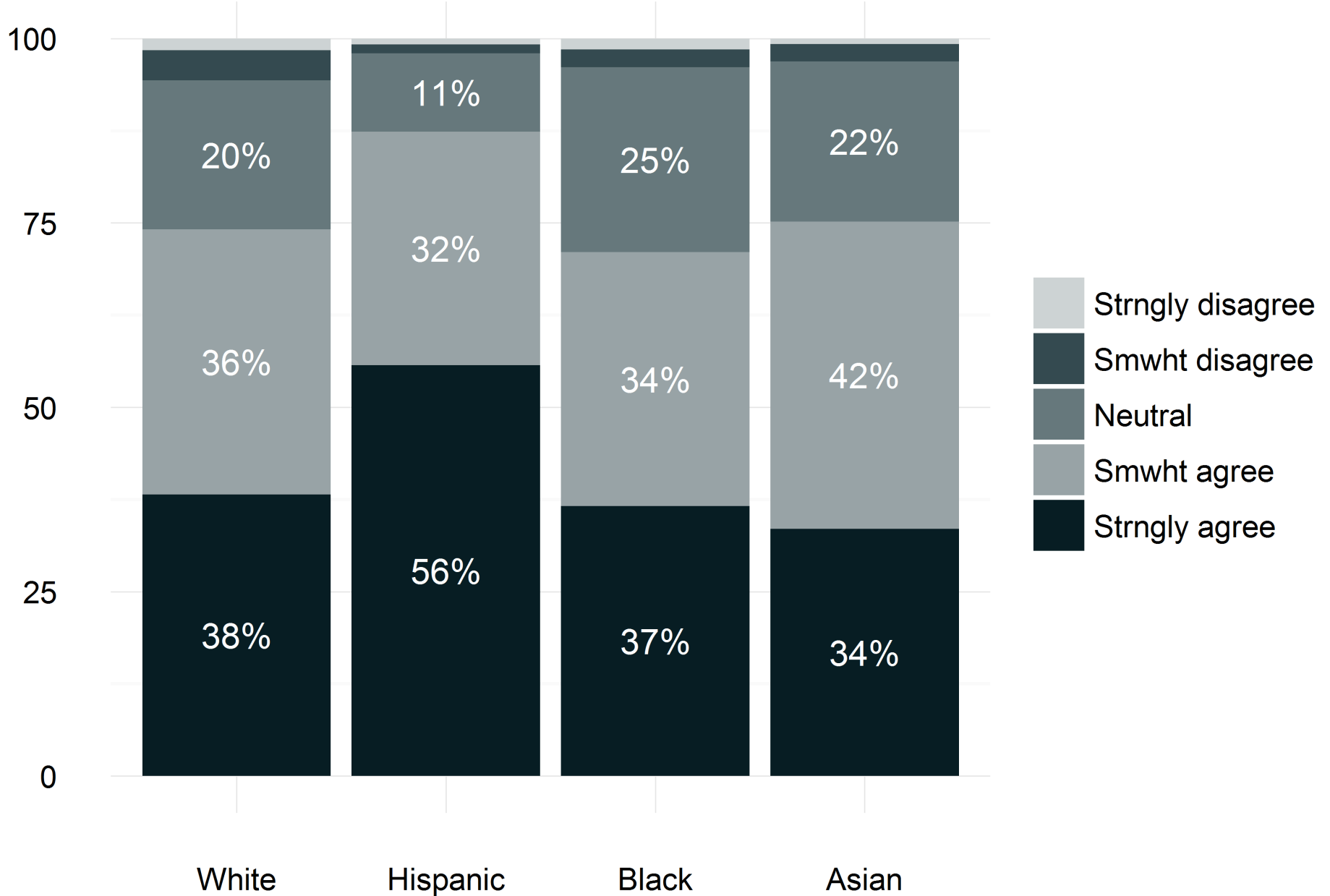
	Not at all	A little	A lot	Don't know
Hunting	36%	11%	11%	42%
Fishing	16%	27%	41%	17%
Feeding/Watching birds/wildlife	13%	34%	47%	6%
Exploring the outdoors	3%	27%	69%	1%

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





Adults: Is spending on improving and protecting the environment...?



Adults: Do we need to increase the number of programs available for Americans to enjoy nature, the outdoors, and wildlife?

Support for Nature-related Programming and Funding

Highest levels of support from:

- Hispanics
- Younger adults
- Higher-income adults
- Urban residents

Dissatisfaction with community =
higher support



Recommendations

1. Redefine connecting with nature







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.

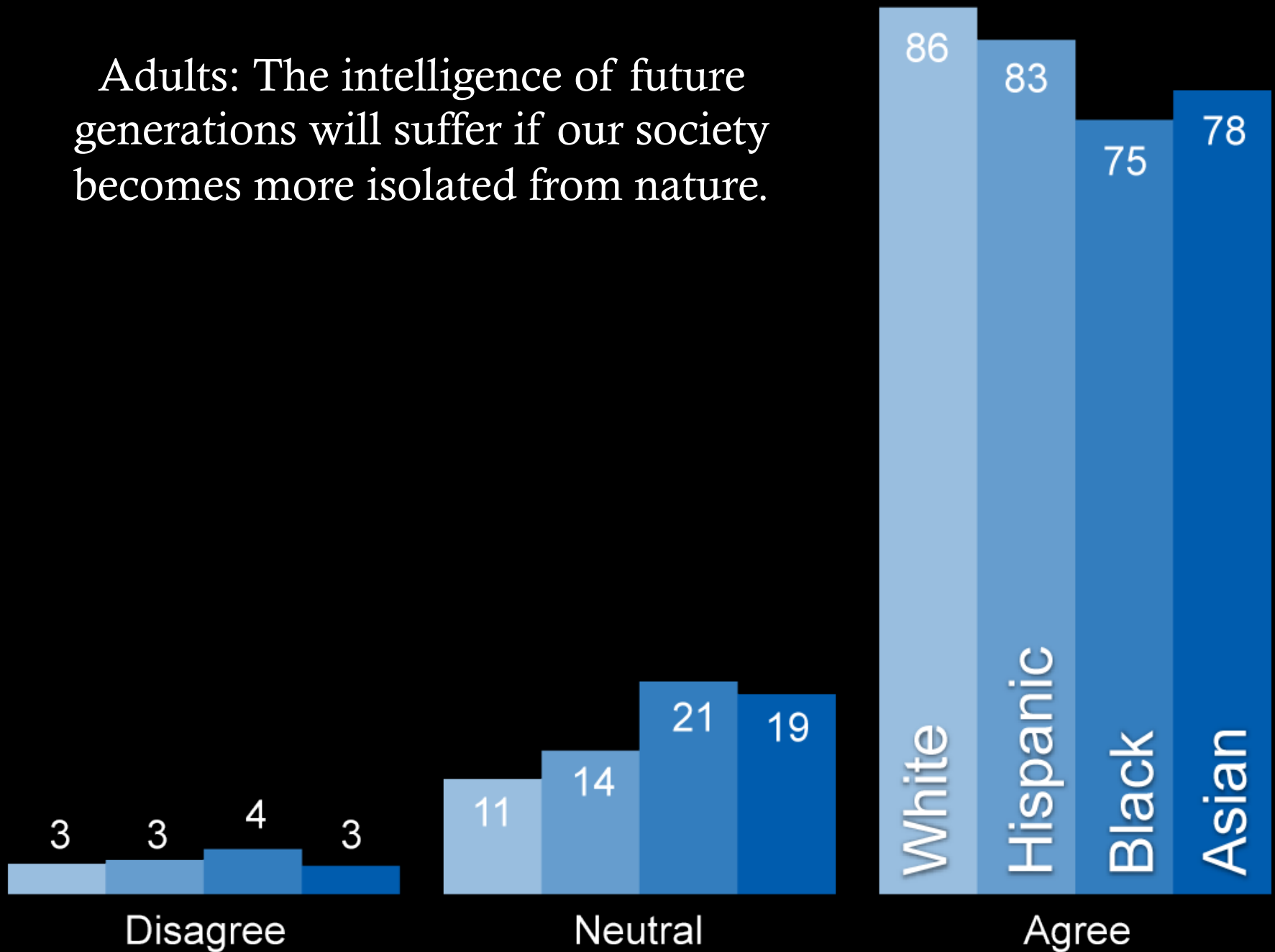
**“I don’t like being in
nature by myself.”**

**51% agreed or
were neutral**

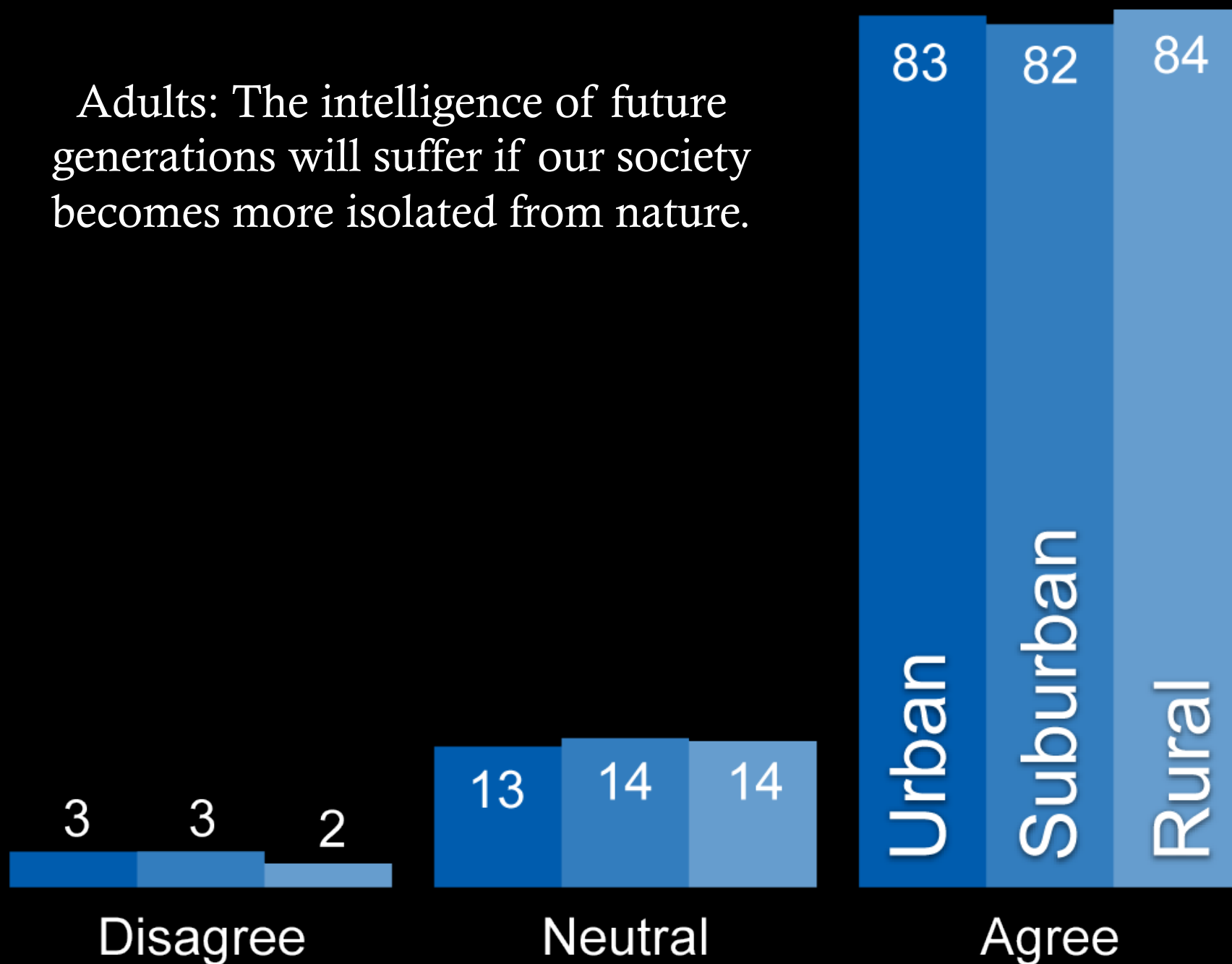
**3. Consider
similarities and
differences**

- **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

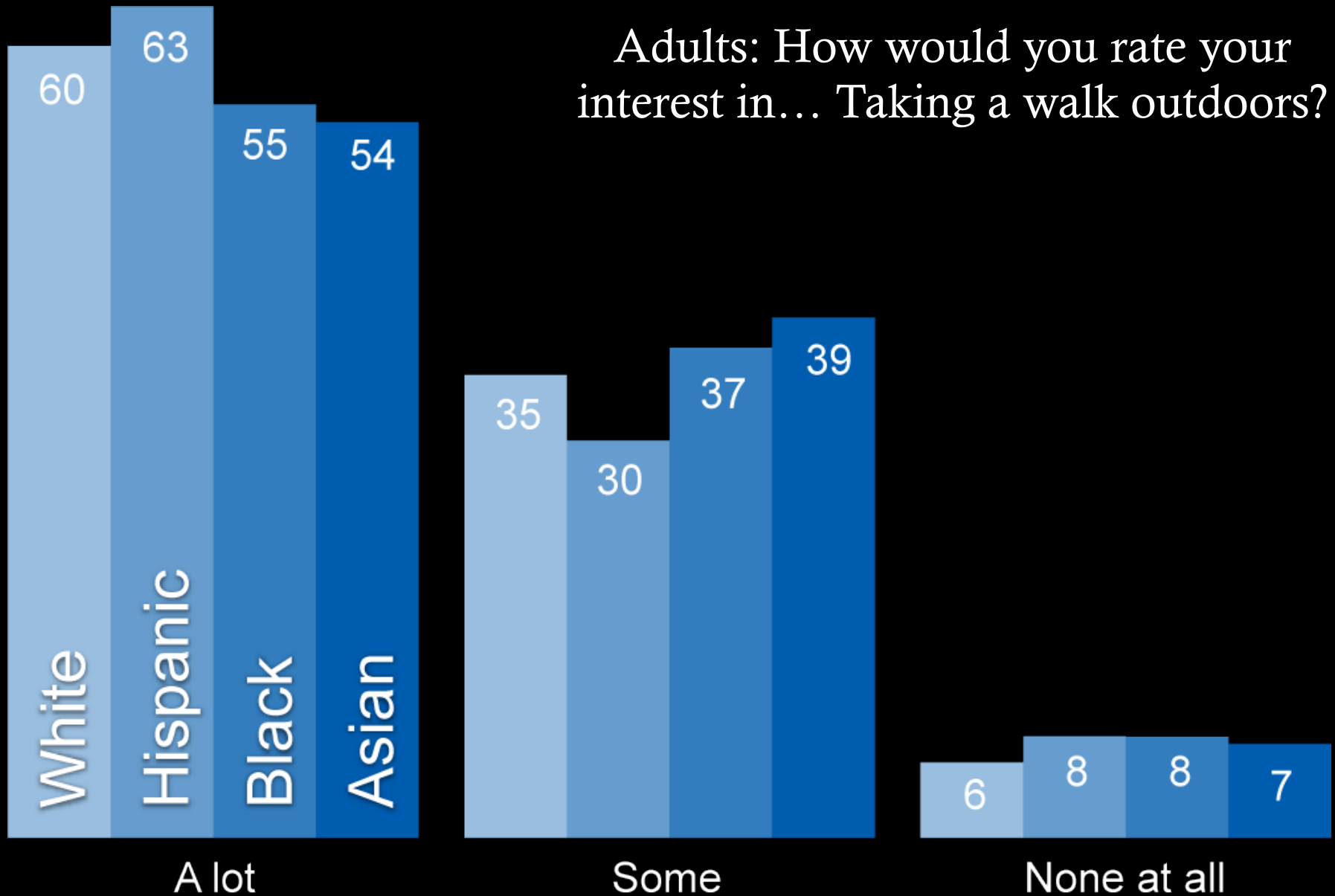
Adults: The intelligence of future generations will suffer if our society becomes more isolated from nature.



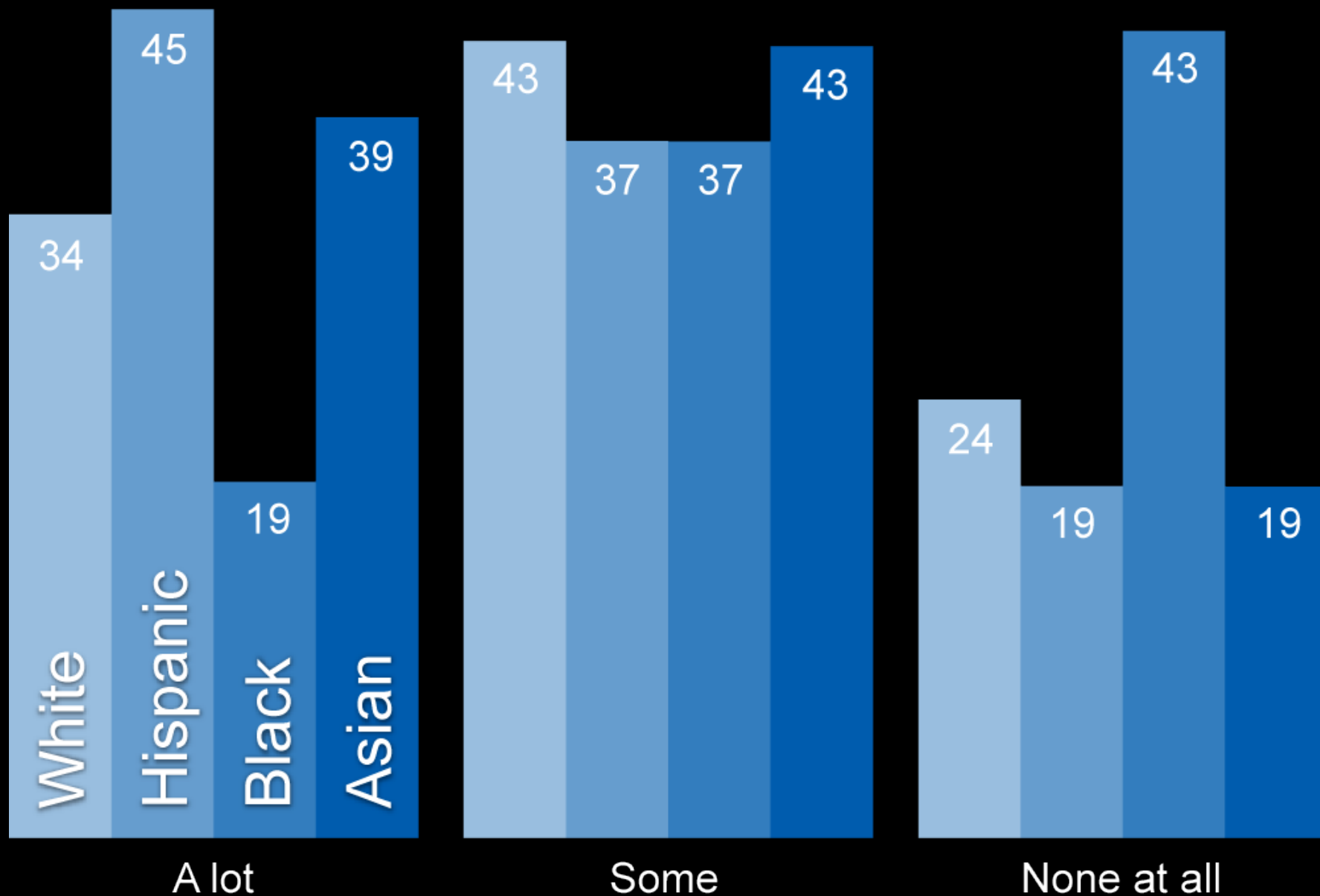
Adults: The intelligence of future generations will suffer if our society becomes more isolated from nature.



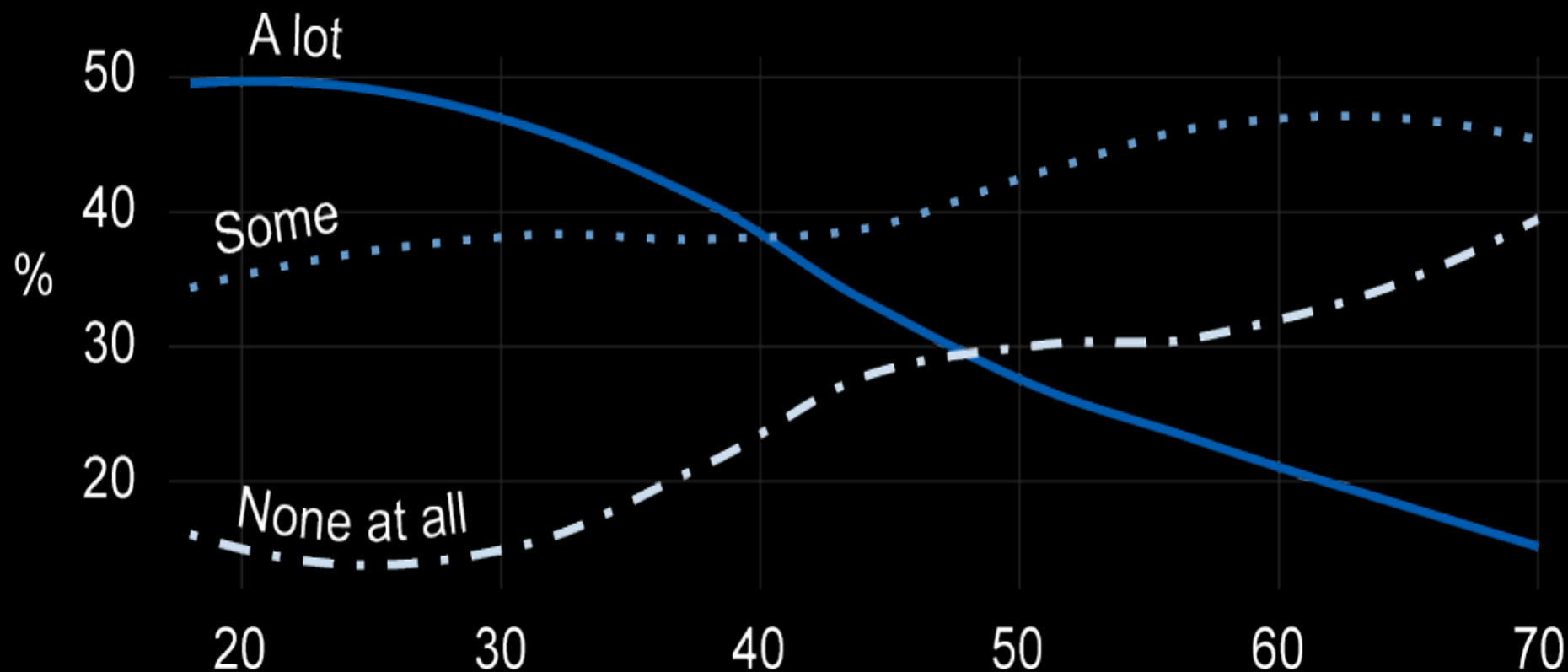
Adults: How would you rate your interest in... Taking a walk outdoors?



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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