The Nature of Americans

A National Initiative to Understand and Connect Americans and Nature

NatureofAmericans.org

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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
Focus groups with adults
15

Online survey of adults
10,156

Interviews with children & survey of parents
771
8–12 year-olds / Parents
771
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...?

- Outdoors oriented: 24%
- Indoors oriented: 40%
- About the same: 37%
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**: 47%
- **Neutral**: 20%
- **Dissatisfied**: 34%

2 hours or less per week
Parents: In a typical week, how much time does your **child** spend on the following activities?
Interest in Nature
Adults: How important is getting into nature for your physical health?

- Not at all: 2%
- Slightly: 5%
- Moderately: 19%
- Very: 37%
- Extremely: 35%
Adults: How important is getting into nature for your emotional outlook?

- Not at all: 2%
- Slightly: 5%
- Moderately: 18%
- Very: 35%
- Extremely: 39%
Adults: To what extent do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>An understanding of how nature works is as important to a child’s education as reading, writing, and math</td>
<td>3%</td>
<td>10%</td>
<td>87%</td>
</tr>
<tr>
<td>Being in nature gives me a sense of peace</td>
<td>3%</td>
<td>11%</td>
<td>86%</td>
</tr>
<tr>
<td>Seeing something especially attractive in nature arouses my curiosity</td>
<td>5%</td>
<td>19%</td>
<td>76%</td>
</tr>
<tr>
<td>My love of nature is one of my strongest feelings</td>
<td>14%</td>
<td>25%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Children: Do you have more fun playing indoors, outdoors, or both?

- More fun playing outdoors: 42%
- More fun playing indoors: 10%
- Same indoors as outdoors: 48%
<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagree</th>
<th>Agree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning about nature is something I really enjoy doing</td>
<td>8%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td>I’d rather explore woods and trees than play on neat-looking grass</td>
<td>28%</td>
<td>70%</td>
<td>2%</td>
</tr>
<tr>
<td>I think most insects are boring</td>
<td>79%</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td>I don’t enjoy outdoor activities like climbing trees and camping</td>
<td>81%</td>
<td>17%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Adults: How do your interests in nature compare with your other interests?

- Least enjoyable: 1%
- Less enjoyable: 4%
- Neutral: 22%
- More enjoyable: 47%
- Most enjoyable: 26%
Adults: How would you rate your interest in each of the following activities?

<table>
<thead>
<tr>
<th>Activity</th>
<th>None at all</th>
<th>Some</th>
<th>A lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunting</td>
<td>68%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Fishing</td>
<td>38%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Feeding / Watching birds / wildlife</td>
<td>21%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Exploring the outdoors</td>
<td>12%</td>
<td>38%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Adults: Interest in hunting, by race and ethnicity
## Adults: “A lot” of interest

<table>
<thead>
<tr>
<th></th>
<th>Hunting</th>
<th>Fishing</th>
<th>Bird/watch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All</strong></td>
<td>12%</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>12%</td>
<td>28%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>17%</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>8%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Asian</strong></td>
<td>10%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>16%</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Suburban</strong></td>
<td>9%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>14%</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>17%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>8%</td>
<td>23%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Adults: Interest in hunting, by age
Adults: Interest in hunting, by income

- **A lot**
- **Some**
- **None at all**
Children: How much do you like each of the following activities?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not at all</th>
<th>A little</th>
<th>A lot</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunting</td>
<td>36%</td>
<td>11%</td>
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<td>Fishing</td>
<td>16%</td>
<td>27%</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>Feeding/Watching birds/wildlife</td>
<td>13%</td>
<td>34%</td>
<td>47%</td>
<td>6%</td>
</tr>
<tr>
<td>Exploring the outdoors</td>
<td>3%</td>
<td>27%</td>
<td>69%</td>
<td>1%</td>
</tr>
</tbody>
</table>
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
1. Redefine connecting with nature
2. Be social
“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?

- A lot: White 45, Hispanic 19, Black 39, Asian 43
- Some: White 37, Hispanic 37, Black 43, Asian 43
- None at all: White 24, Hispanic 19, Black 19, Asian 19
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: 86%
- Certain smells and sounds of nature bring to mind some of my happiest memories: 79%
- Being in nature helps give meaning and purpose to my life: 70%

Strongly disagree | Neutral | Strongly agree
5. Claim a seat at the table
Human flourishing