

NATURE IS EVERYONE'S BUSINESS.



We are a nation of conservationists. Whether urban or rural, eastern or western, red or blue, we value America's lands, waters, wildlife and way of life. Polls show that the vast majority of Americans think that conservation is essential to the economy and that conserving natural resources is patriotic.

74% of voters oppose cuts to programs that safeguard land, air, and water.

CONSERVATION...



DELIVERS STRONG RETURNS ON INVESTMENTS

Investing in natural resources, such as clean water, is a return on investment of **4 to 1 nationally**, and as high as **11 to 1 in individual states**.



LOWERS U.S. HEALTH CARE COSTS BY IMPROVING HEALTH

Green space can help reduce the annual cost of **cardiovascular disease** (\$330 billion), **diabetes** (\$327 billion), and **depression** (\$210 billion).



ATTRACTS BUSINESSES AND SKILLED WORKERS

Businesses and workers migrate to areas with more public lands and natural amenities. **85% of Americans say that high-quality parks and recreation opportunities are important** in choosing where to live.



DRIVES LOCAL JOB CREATION AND CONSUMER SPENDING

Local public parks and recreation agencies generate **\$154 billion in economic activity** annually.



AVOIDS COSTS FOR CITIES AND PRIVATE UTILITIES

Cities and utilities can save 10-fold in treating drinking water and more than **\$23.2 billion in coastal storm protection annually**.



FOSTERS WORKING FARMS AND RANCHES

Conservation easements protected **5 million acres** (an area the size of Massachusetts) of farms and ranches, and the livelihoods they support, from development.

LEARN MORE

The Coalition for Our Natural Interest | OurNaturalInterest.org

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