

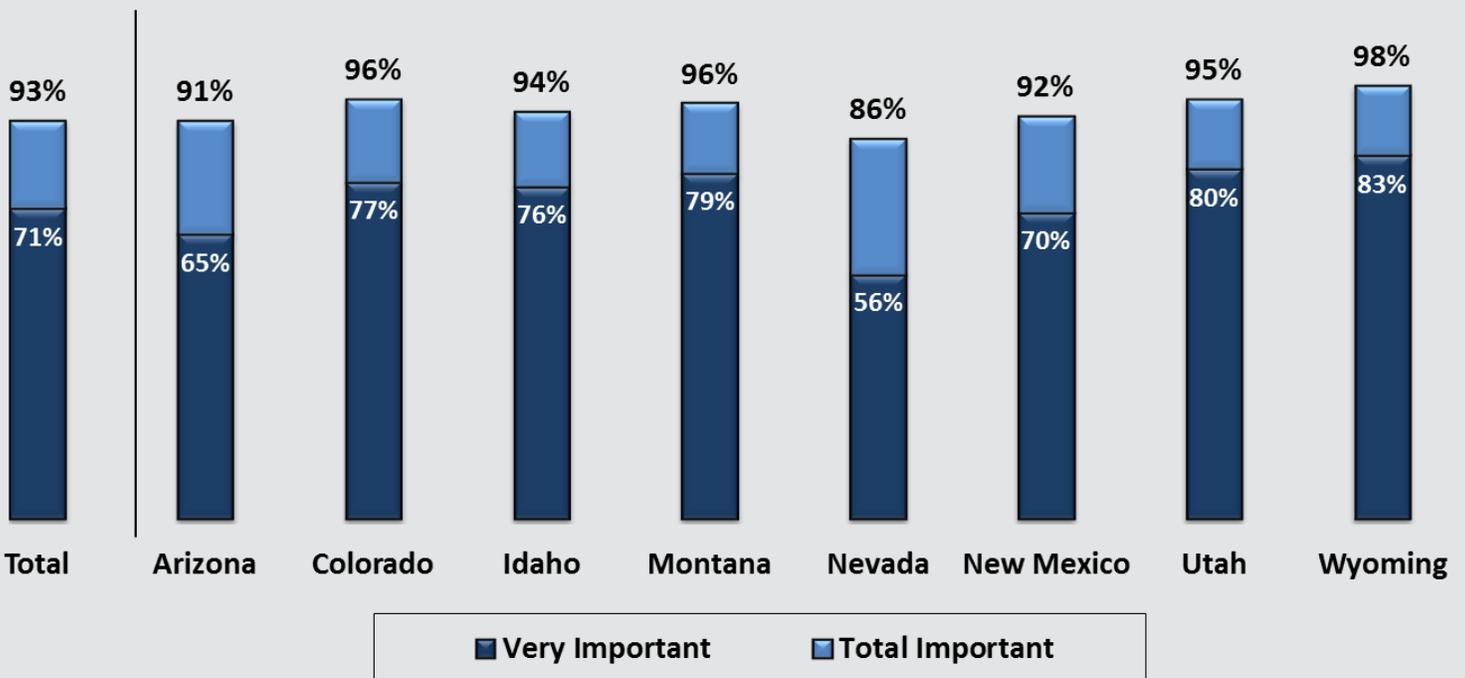
Economic Value of Public Lands

Western voters overwhelmingly say that public lands and the outdoor recreation opportunities are important to the economic future of these states.

Fully 71% of voters in these states say that the outdoor recreation opportunity is very important to the economic future of their state, and 93% say it is at least somewhat important.

The outdoor recreation economy is seen as especially important in Wyoming (83% very important), Utah (80%), Montana (79%), Colorado (77%) and Idaho (76%). Still, in every single state in the West more than 85% of voters view the outdoor recreation economy as at least somewhat important to their state's economic future.

Importance of Outdoor Recreation to Economic Future of West – By State

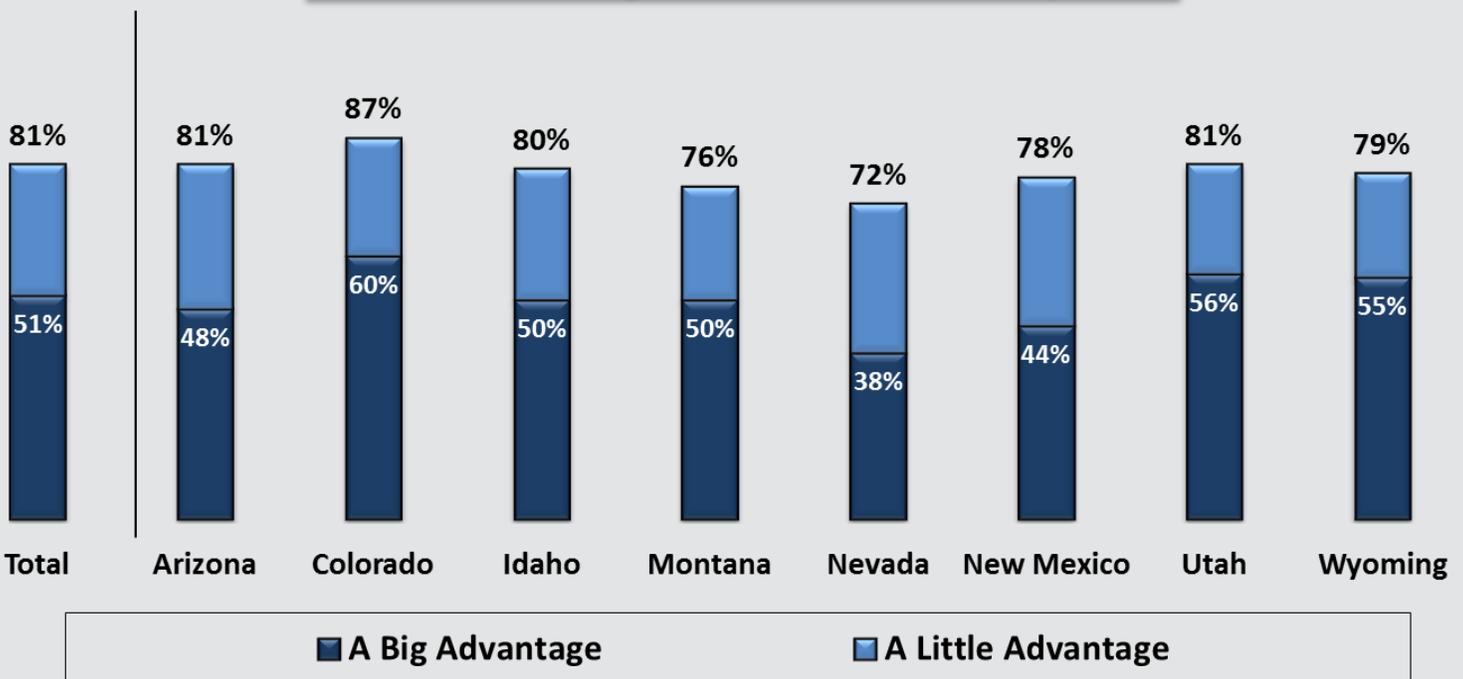


Voters also state that, when it comes to attracting well-paying jobs and innovative companies, the presence of public lands coupled with the opportunities for outdoor recreation gives the West a distinct advantage over other parts of the country.

More than half (51%) of voters say that public lands and outdoor recreation give their state a big advantage over other parts of the country, and 81% say it gives their home state at least some type of an advantage.

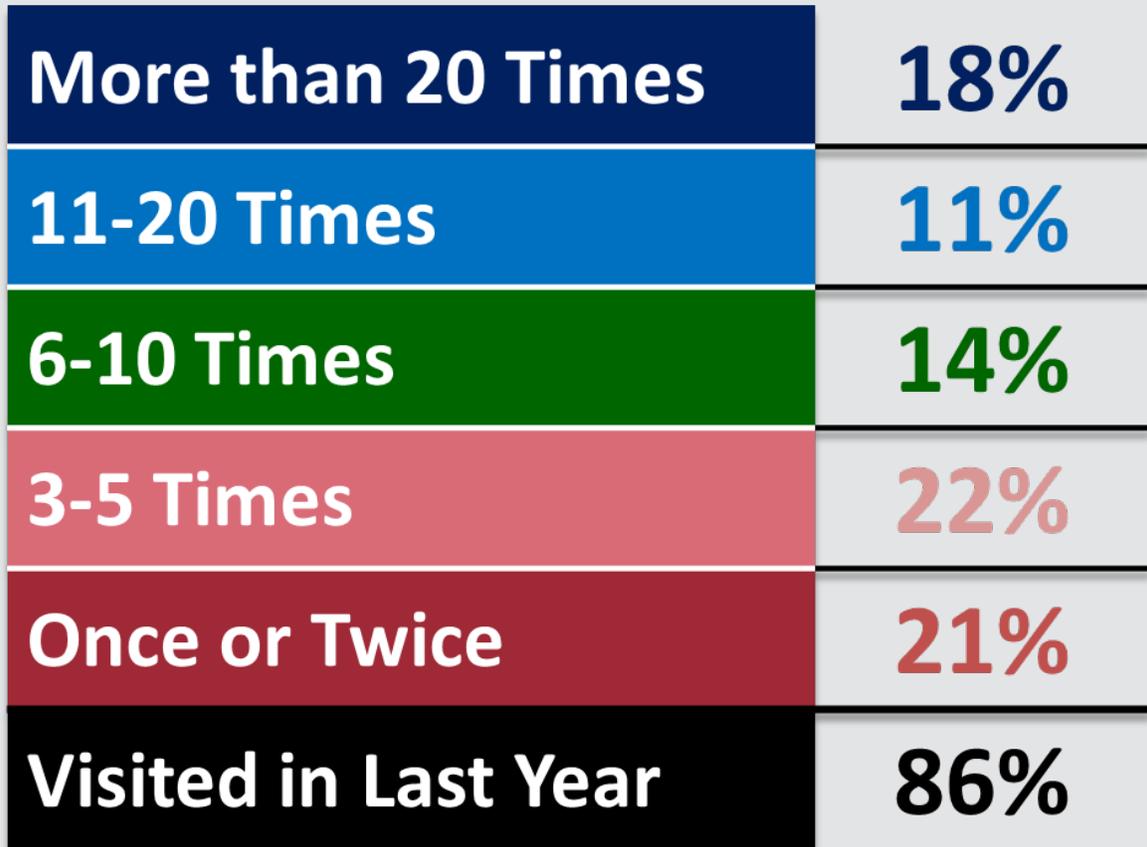
Colorado voters (60% big advantage) are the most confident in the edge that public lands and outdoor recreation give their state, followed by Utah (56%) and Wyoming (55%). However, in all eight Western states, north of 70% of voters say that the presence of public lands and the outdoor lifestyle these lands contribute to give states in the West an economic advantage over the rest of the country.

Economic Advantages Due to Public Lands – By State



Voters in the West do not just perceive outdoor recreation as an economic advantage, they also take full advantage of getting outdoors themselves.

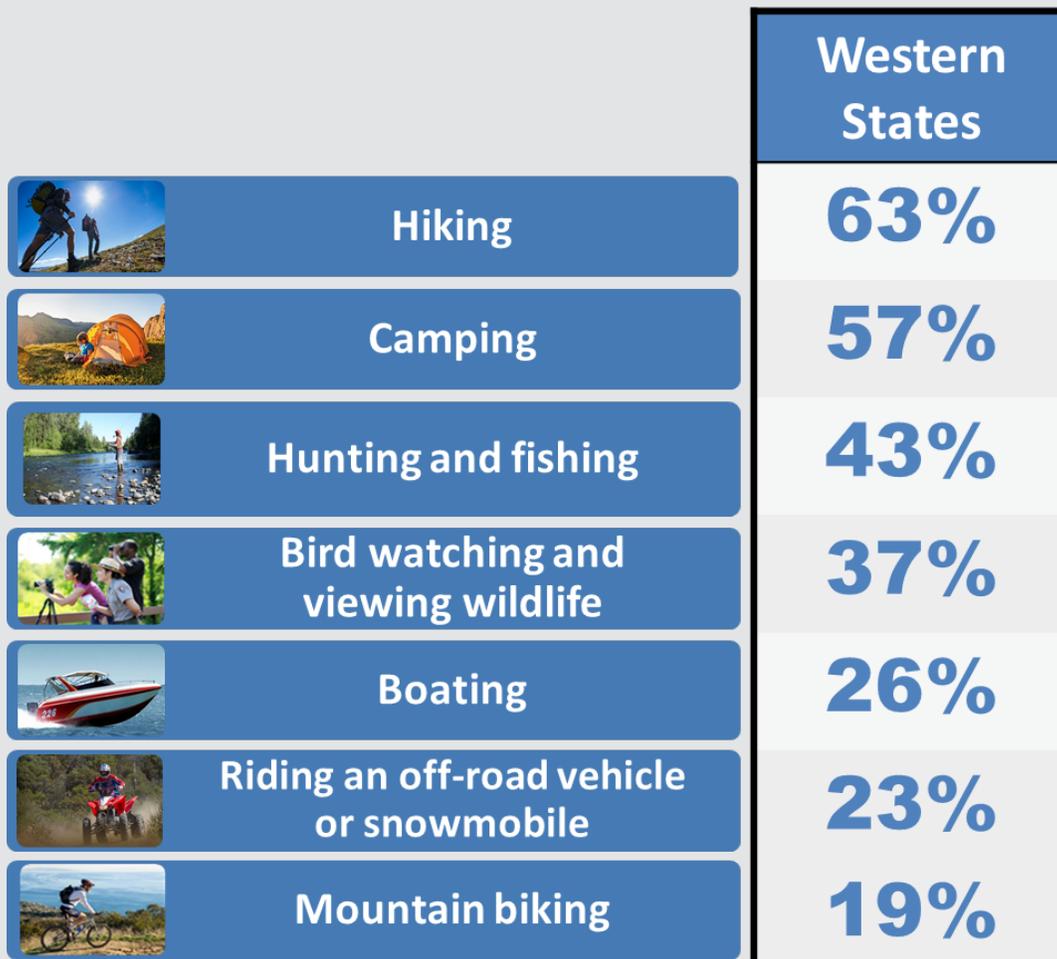
Overall, 86% of voters in the West have visited public lands in the last year, with 43% visiting six or more times. Wyoming (93% visited), Montana (92%) and Idaho (90% visited) voters are most likely to have spent time visiting public lands in the last year.



Voters in these states also plan to visit national parks in the year to come, with 76% saying they plan to visit a national park sometime in 2018. Montana voters (86% yes, visit) are the most likely to be planning a visit to a national park, but more than 70% of voters in each state say they intend to visit a national park in 2018.

Three-quarters (74%) of Western state voters consider themselves to be outdoor recreation enthusiasts, including more than 80% of voters in Wyoming (87%), Montana (87%), and Idaho (84%). More than two-thirds of voters in each of the Western states we surveyed classify themselves as outdoor enthusiasts.

When it comes to enjoying the outdoors, significant proportions of voters in these states report being regular hikers (63%) or campers (57%), followed by hunters/anglers (43%), bird watchers (37%) and boaters (26%). A smaller number engage in mechanized sports like riding an off-road vehicle (23%) and mountain biking (19%).



Western voters also tend to have more significant proportions of the electorate identifying as a hunter (31% in the West, compared to 28% nationally in other research) or an angler (37% in the West, compared to 29% nationally). By state, Wyoming (65%) and Montana (64%) are home to the highest number of sportsmen, while voters in Idaho (71%) and Utah (70%) are most likely to be regular campers.