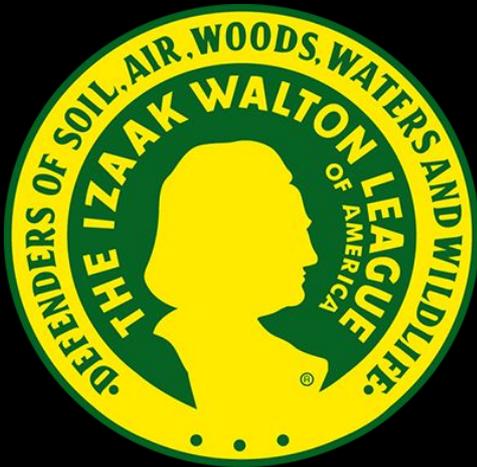


Engaging a New Generation in Conservation

The Izaak Walton League of America
National Convention



DJCase
& associates
Engaging people in conservation

Phil T. Seng
July 18, 2019
Des Moines, Iowa

Phil T. Seng
Vice-president/Partne
r

DJCase
& associates
Engaging people in conservation







The Nature of Americans

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[Take action](#)



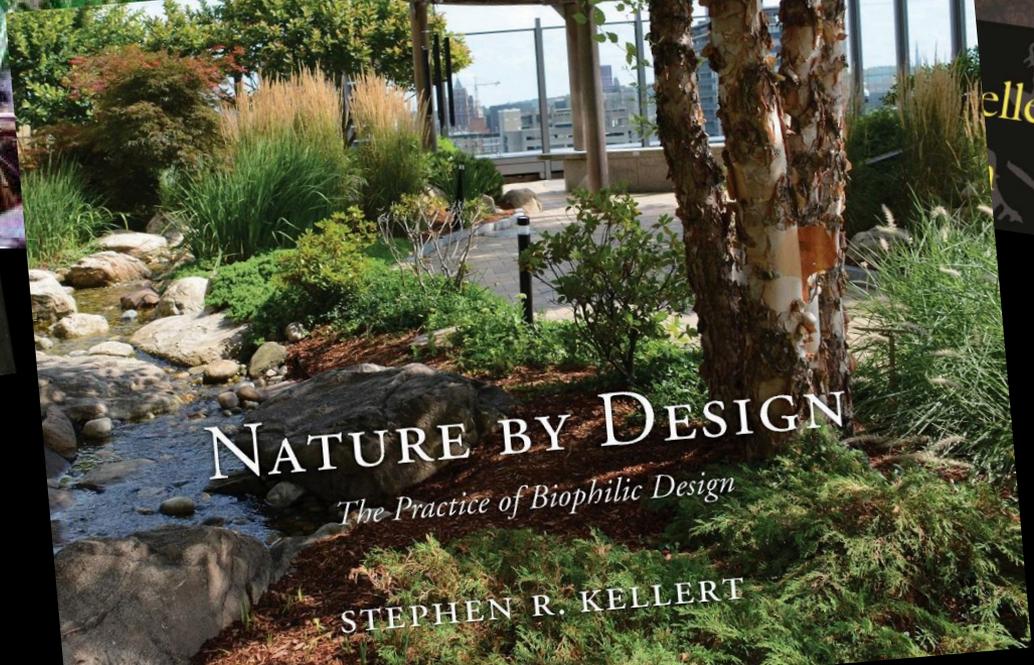
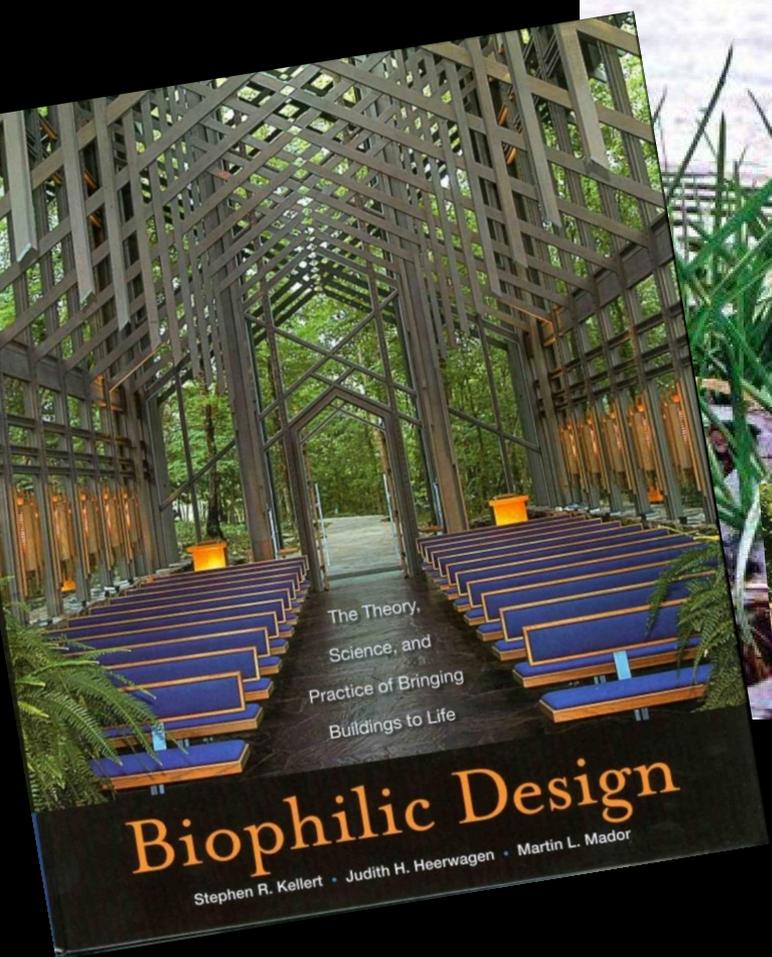
A national initiative to understand
and connect Americans and nature

Stephen R Kellert

birthright

People and Nature in the Modern World

The Biophilia Hypothesis



Kellert

15

Focus groups with adults

Online survey of adults

10,156

771

**Interviews with children &
survey of parents**

8–12 year-olds / Parents

771





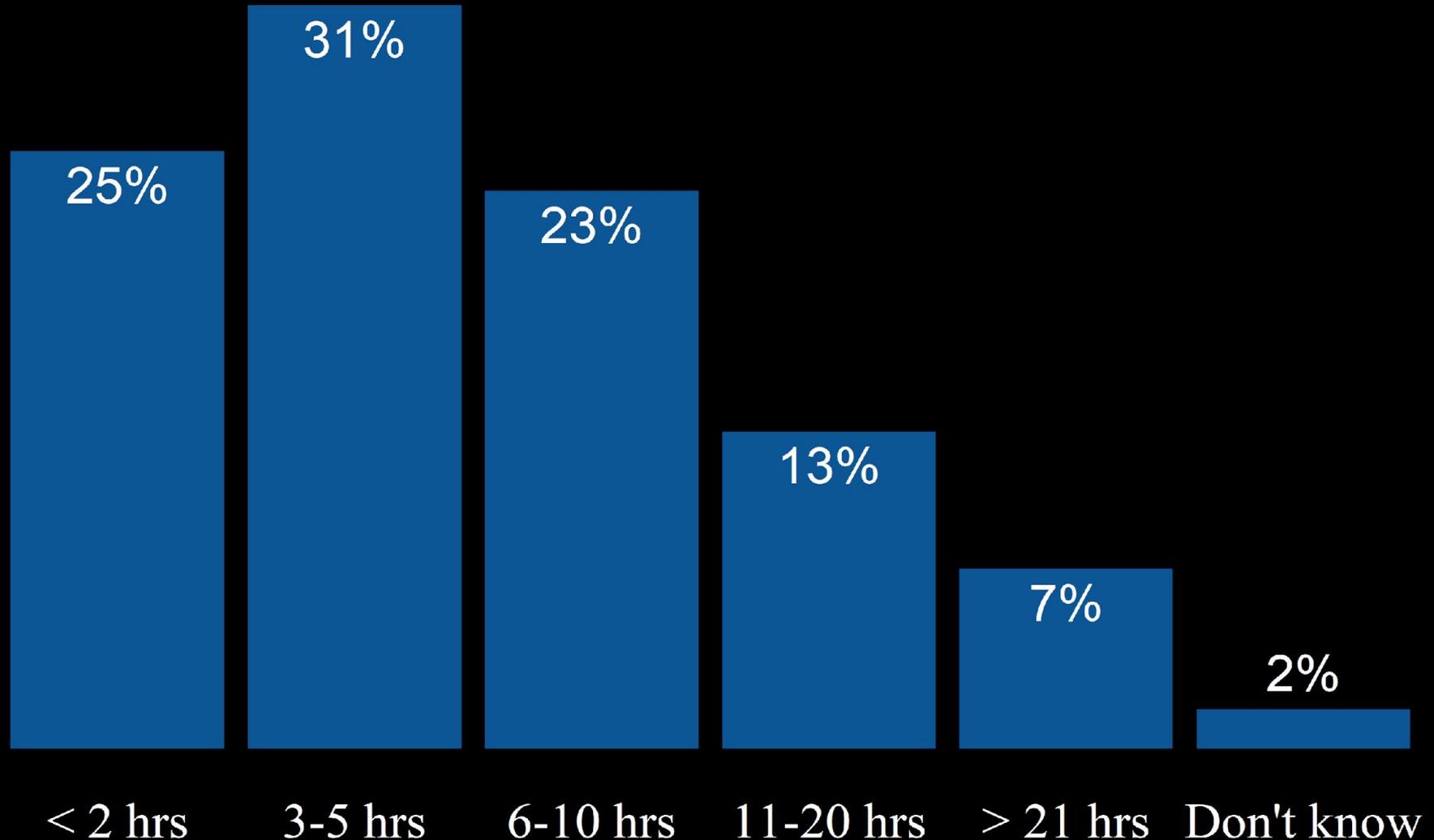
Disconnection

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

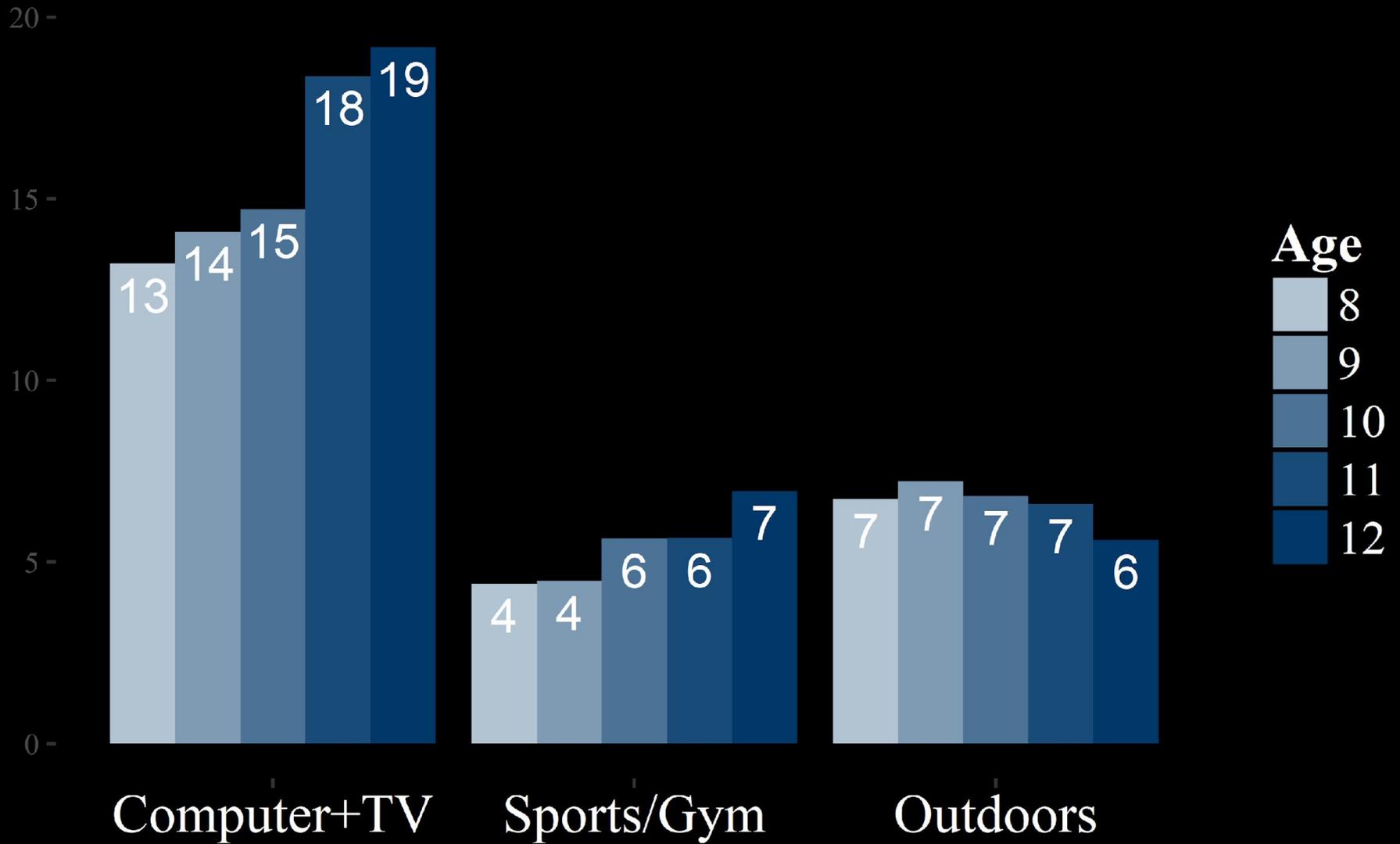


Shifting expectations

“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?

Dissatisfied

Neutral

Satisfied

34%

20%

46%

2 hours or less per week

Technology

“Technology is ruining the kids.”

- Hispanic woman, late 40s, HS degree, middle income



Reasons for Optimism



Child's contact with nature
has contributed to the
improvement
of any ailments:

26% of parents said
yes.

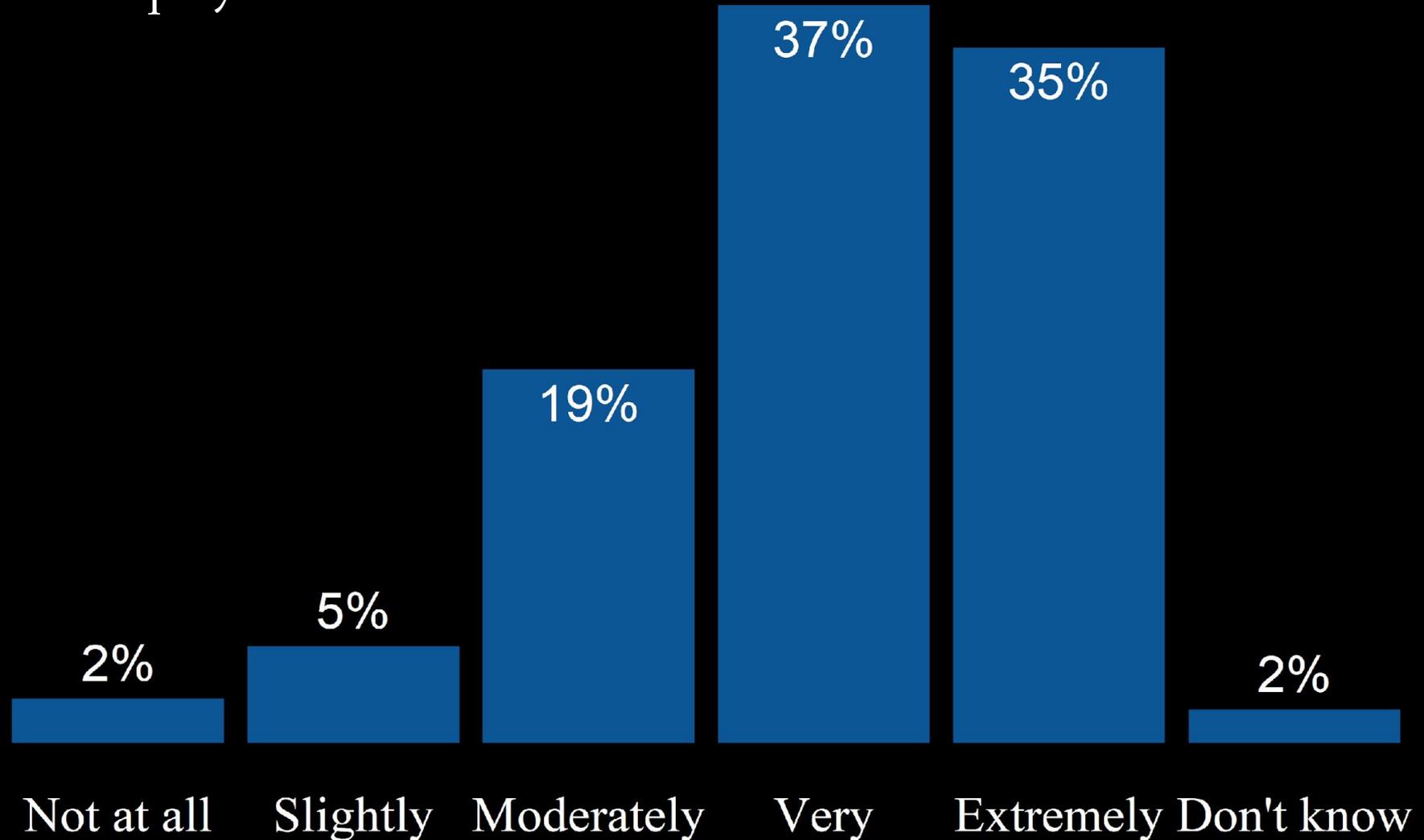
Children: Do you agree or disagree with the following statements?

Disagree Agree

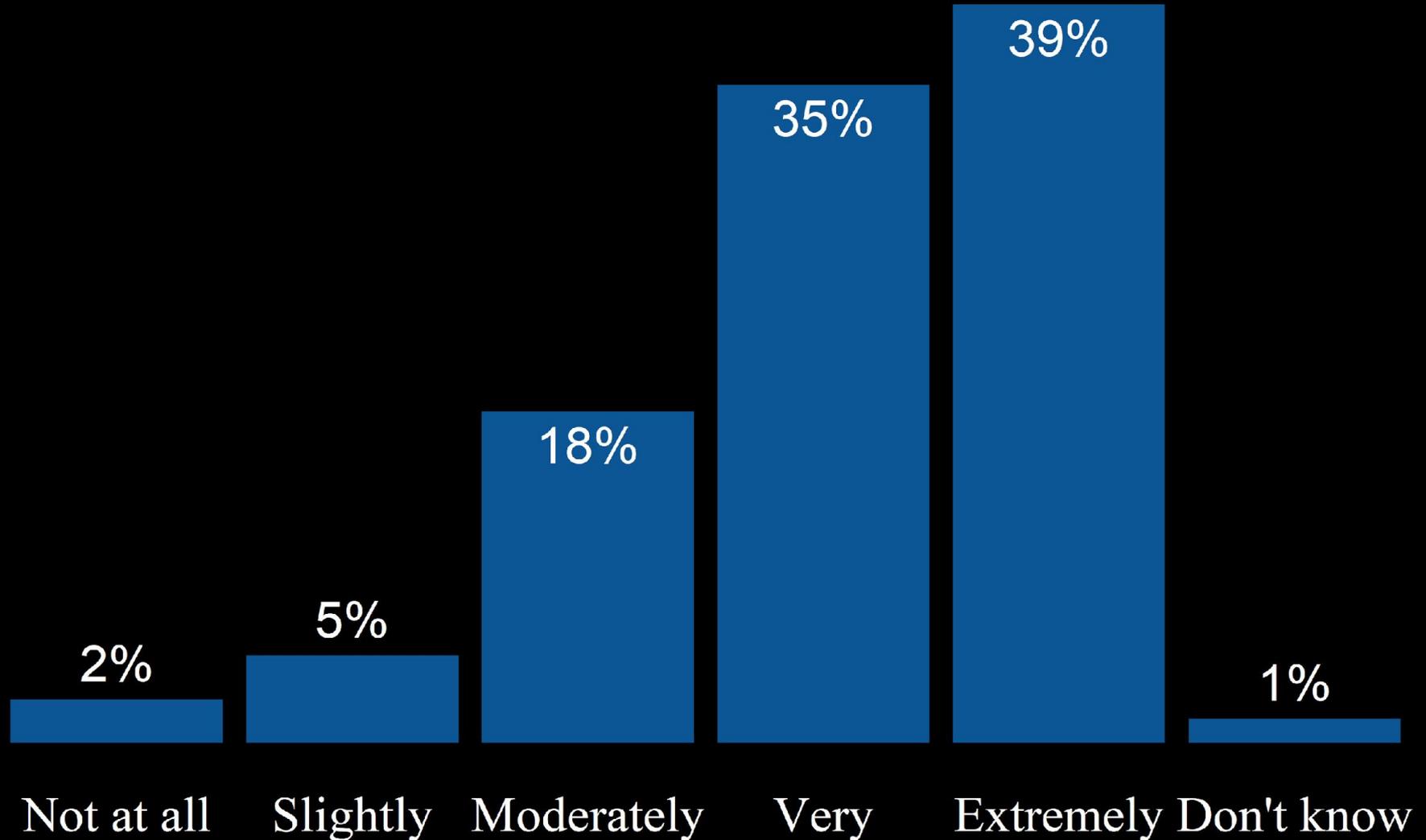
I'd rather explore woods
and trees than play on
neat-looking grass 28% 70%

I don't enjoy outdoor activities
like climbing trees and camping 81% 17%

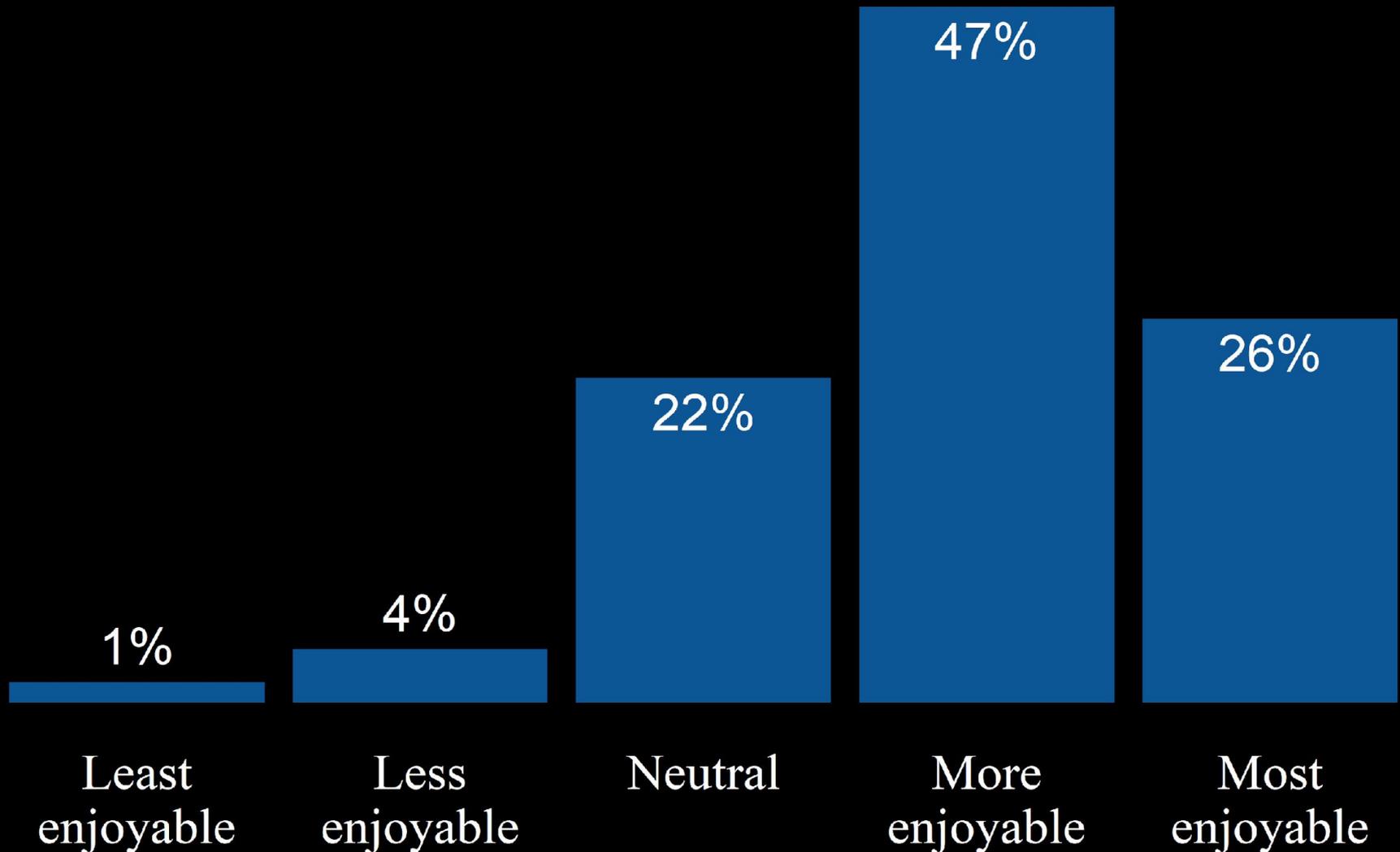
Adults: How important is getting into nature for your physical health?



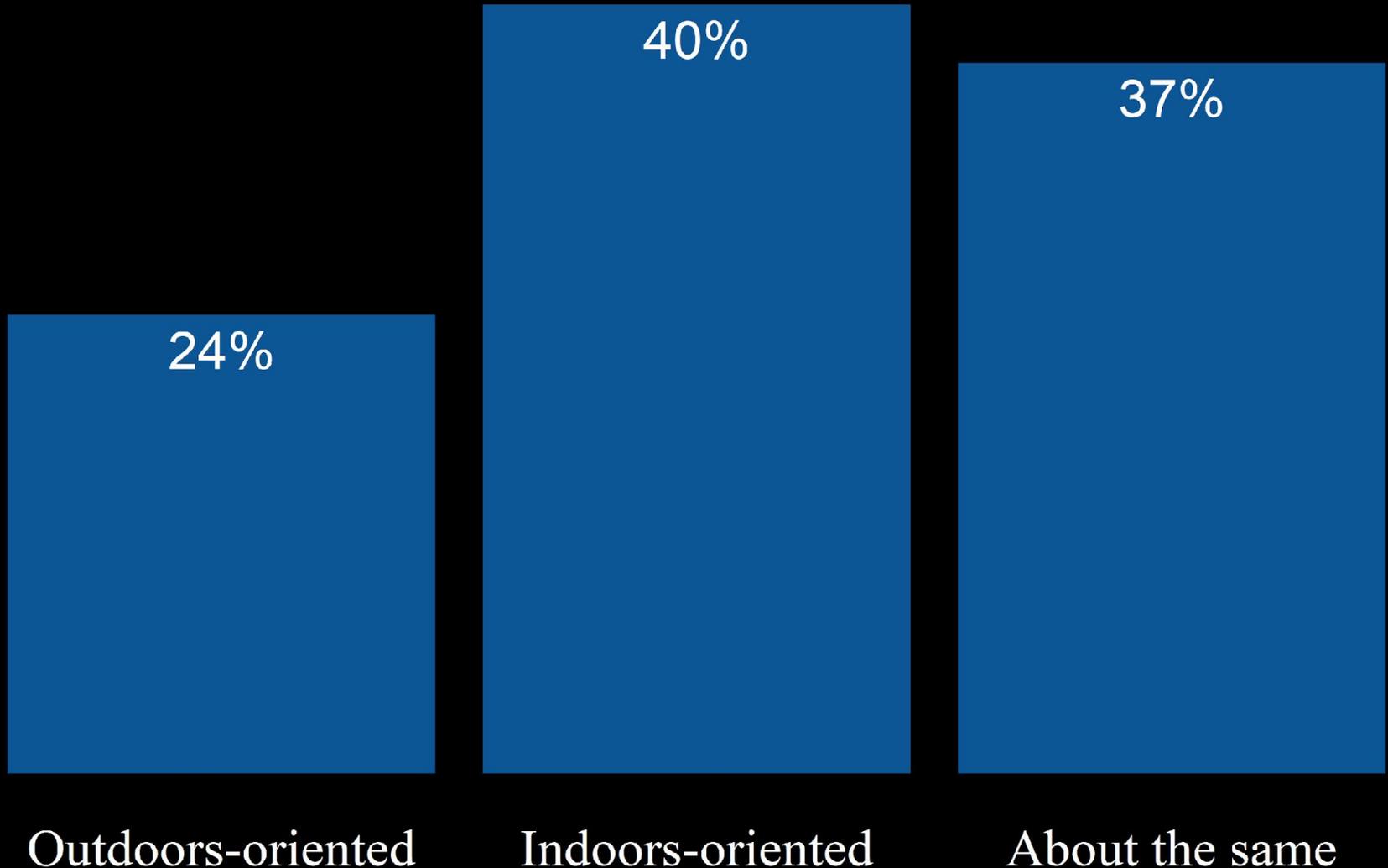
Adults: How important is getting into nature for your emotional outlook?



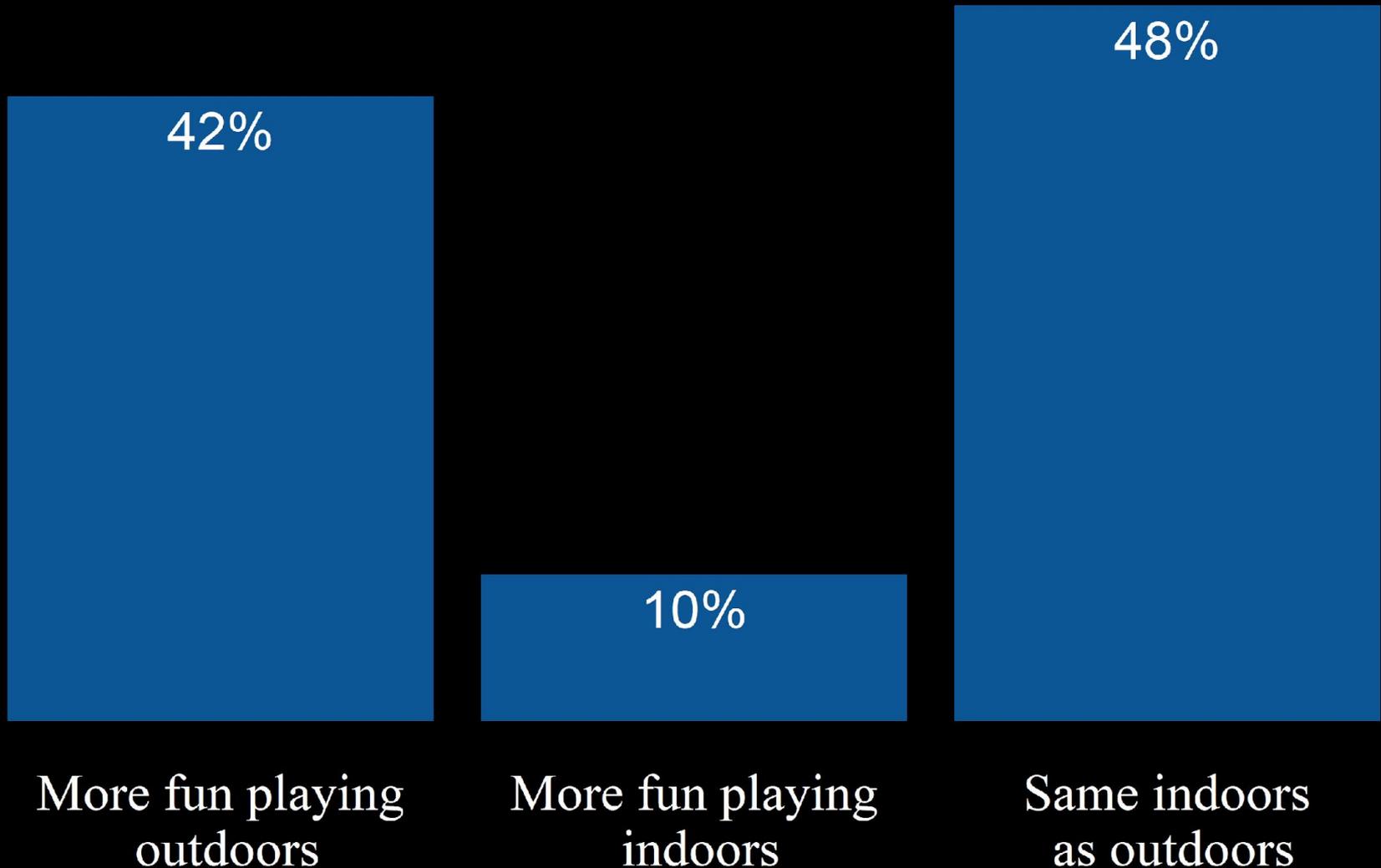
Adults: How do your interests in nature compare with your other interests?



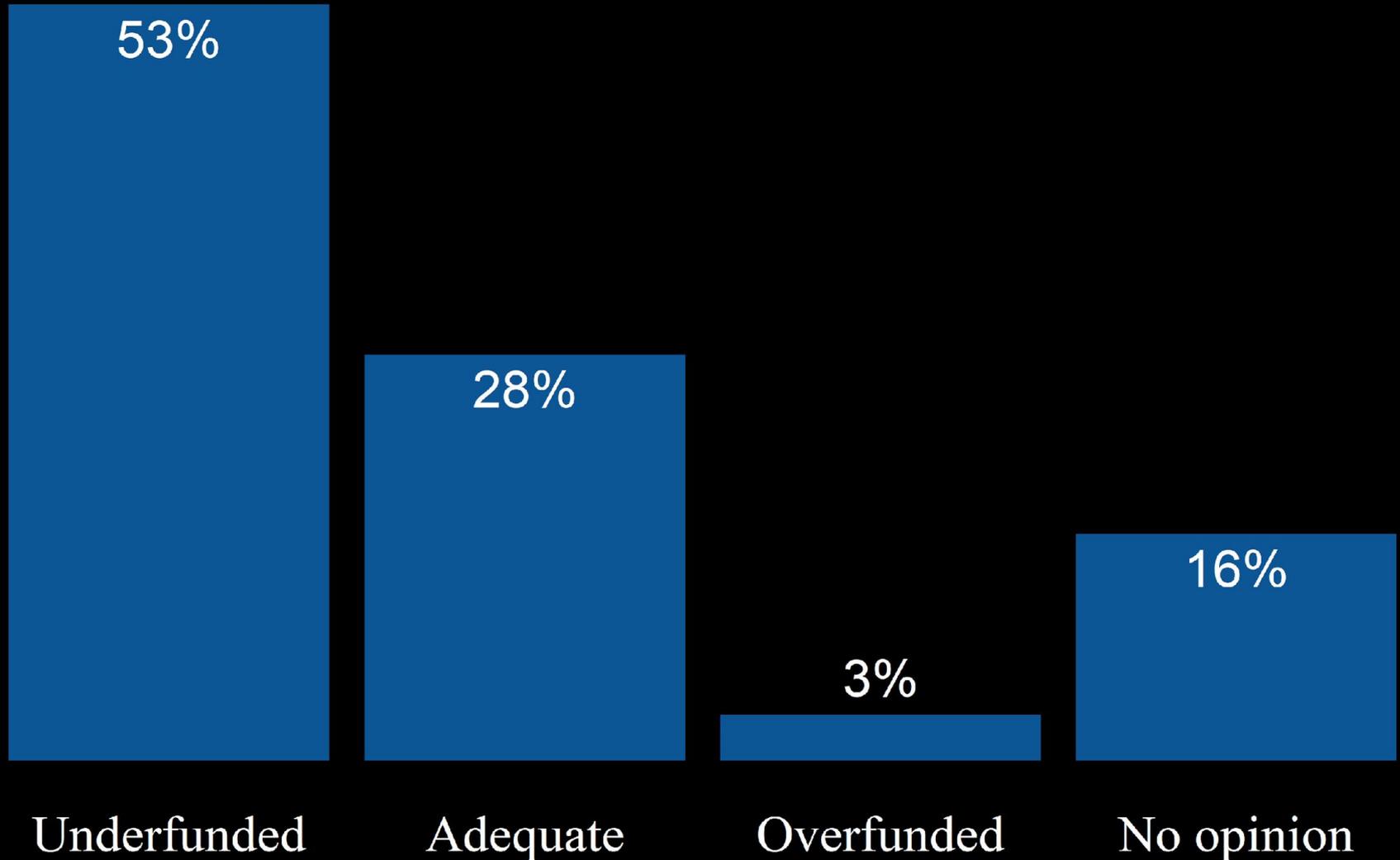
Adults: Would you say your pastimes, hobbies, and recreational interests are more...?



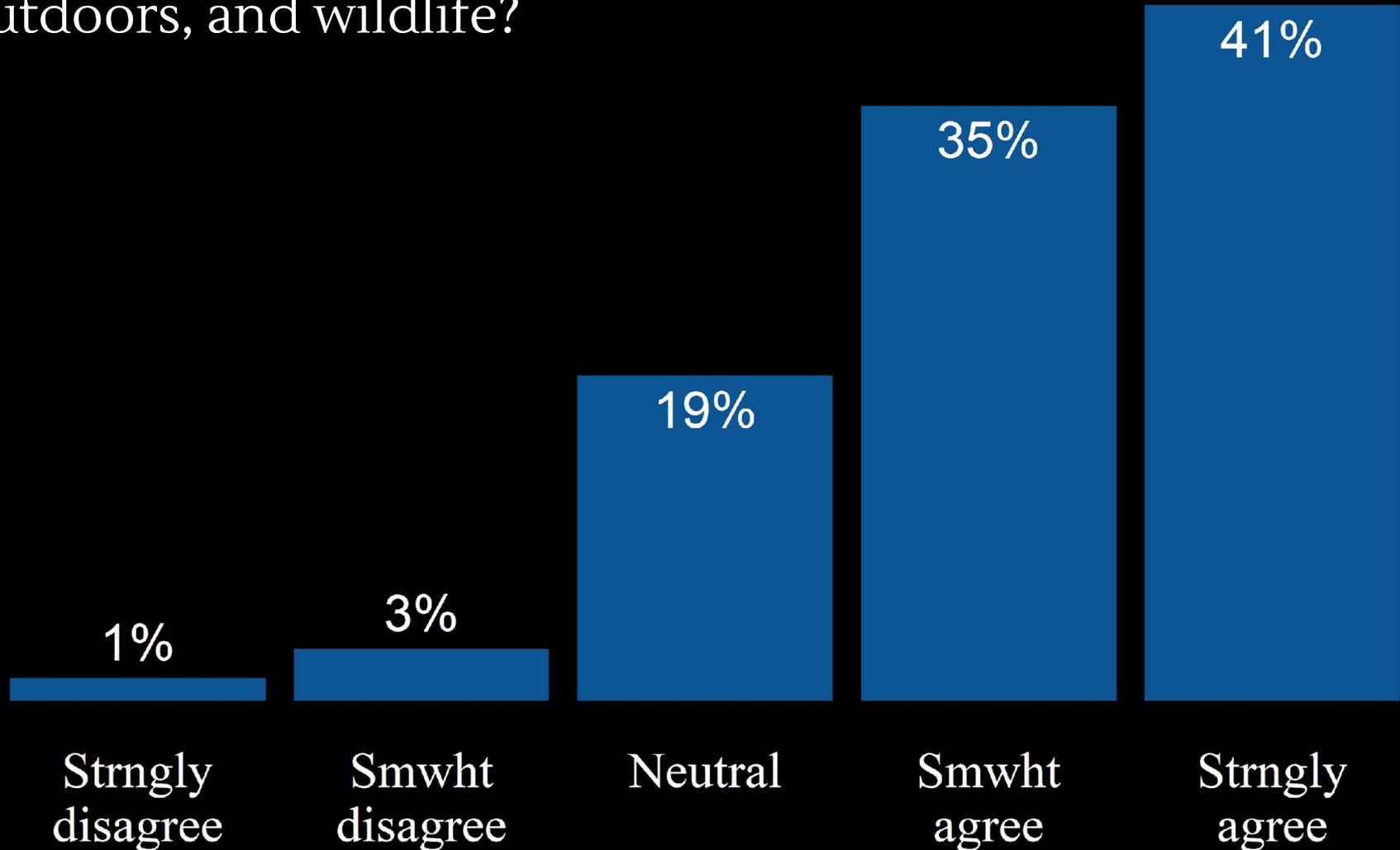
Children: Do you have more fun playing indoors, outdoors, or both?



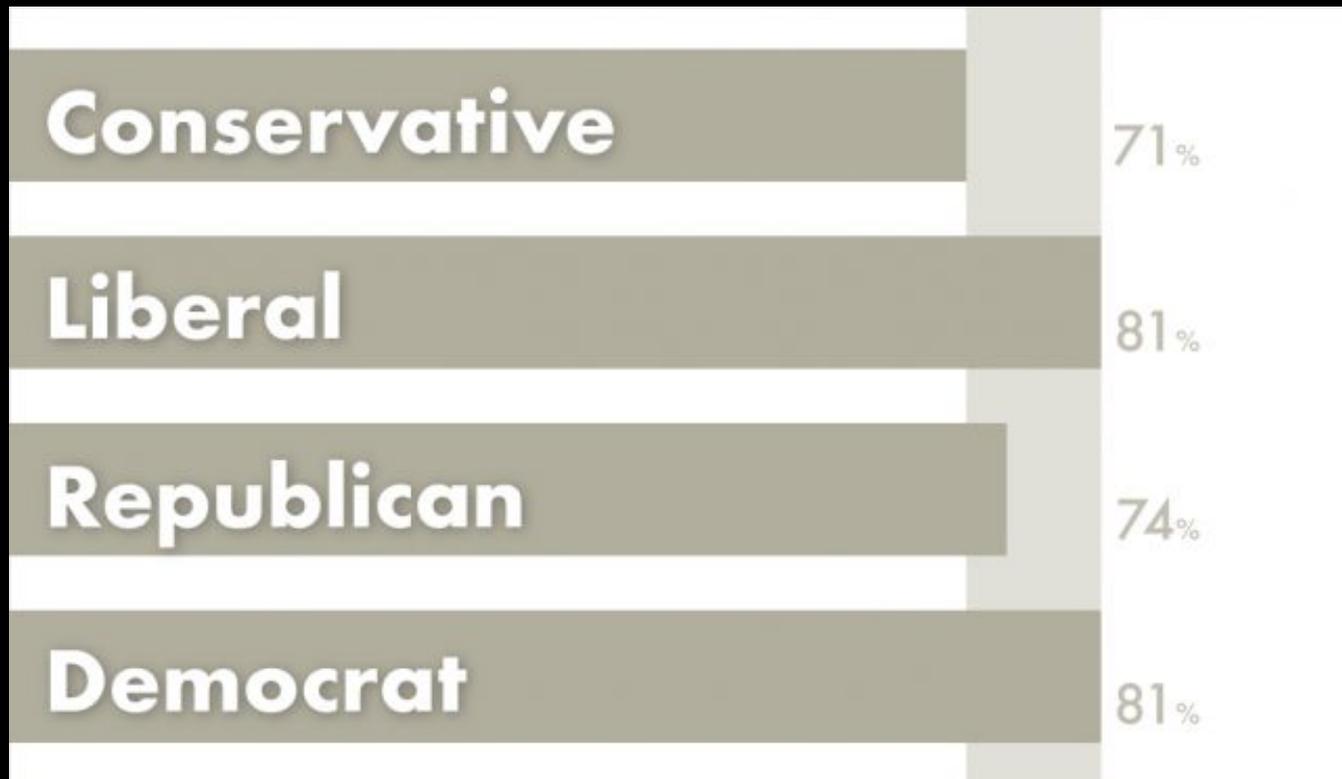
Adults: Are programs for
Americans
to enjoy nature and wildlife ?



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



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



% Agree

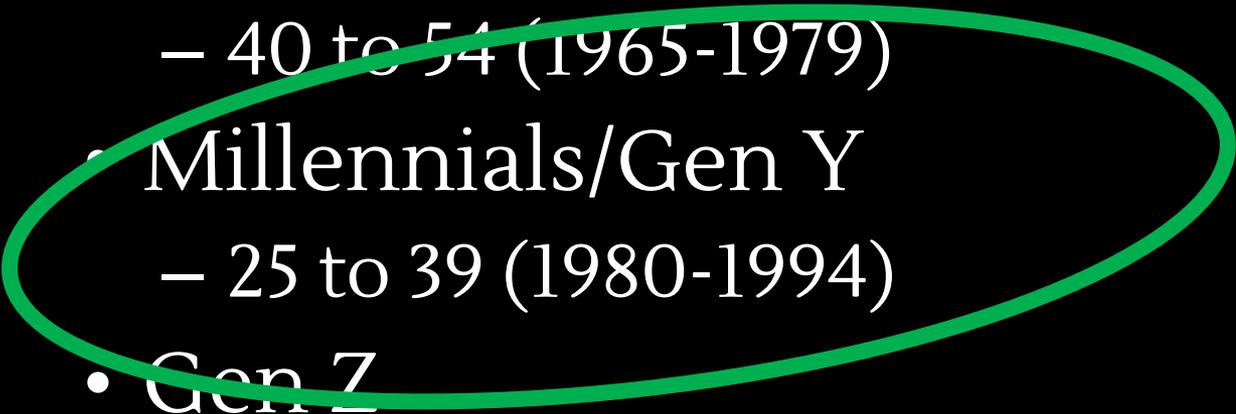


The United Nature of Americans © Edwin



Generational

Generations

- Silent/Greatest Generation
 - 75 (born before 1946)
 - Baby Boomers
 - 55 to 75 (1946-1964)
 - Gen X
 - 40 to 54 (1965-1979)
 - Millennials/Gen Y
 - 25 to 39 (1980-1994)
 - Gen Z
 - 18 To 24 (1995-2001?)
- 

Millennials

Millennials

- Urban
- Racially and ethnically diverse
- Educated
- Social and environmental issues
- Plugged in
- Authenticity is important
- Quality is important (less is more)
- Value experiences
- Don't like to be labelled.



Adults: Describe your interests in nature compared to your other interests.

	Would you say things of nature are...?					Total
	Your MOST enjoyable interests	Among your MORE ENJOYABLE interests	Neither more/less enjoyable than other interests	Among your LESS ENJOYABLE interests	Your LEAST enjoyable interests	
Gen Z (18-24)	22%	54%	19%	4%	1%	767
Millennials (25-39)	40%	41%	14%	3%	1%	1,756
Gen X (40-54)	26%	43%	26%	4%	2%	1,397
Boomers (55-75)	14%	53%	29%	4%	2%	1,486
Silent Gen (>75)	10%	60%	28%	2%	1%	144
Total	26%	47%	22%	4%	1%	5,550

Focus on Millennials: 40% of young adults 25 to 39 years old described their interests in nature as their “most enjoyable interests,” the highest of any generation, with nearly all other Millennials (41%) saying nature was among their “more enjoyable interests.”

Adults: Would you say your interests in nature are more than, less than, or the same as your parents (or those who raised you)?

	More	Less	Same	Don't know	Total
Gen Z (18-24)	46%	20%	30%	4%	767
Millennials (25-39)	56%	14%	26%	4%	1,756
Gen X (40-54)	44%	15%	34%	8%	1,397
Boomers (55-75)	43%	14%	34%	9%	1,486
Silent Gen (>75)	42%	14%	33%	12%	144
Total	48%	15%	31%	6%	5,550

Focus on Millennials: Though pluralities of all generations indicated their interests in nature were more than their parents', a majority of Millennials (56%, or the largest percentage across all generations) indicated such is the case.

Adults: As time goes on, do you find your interests in nature growing, declining or remaining unchanged?

	Growing	Declining	Unchanged	Total
Gen Z (18-24)	69%	7%	24%	767
Millennials (25-39)	70%	8%	22%	1,756
Gen X (40-54)	50%	8%	42%	1,397
Boomers (55-75)	38%	8%	54%	1,486
Silent Gen (>75)	24%	13%	63%	144
Total	55%	8%	37%	5,550

Focus on Gen Z & Millennials: Adults 18 to 39 years old were most likely to describe their interests in nature as “growing,” half of Gen X’ers saying their nature interests were growing, and majorities of Boomers and the Silent Gen responding

Adults: We need to increase the number of programs available for Americans to enjoy nature, the outdoors, and wildlife.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Gen Z (18-24)	47%	39%	12%	2%	0%	767
Millennials (25-39)	52%	33%	12%	1%	1%	1,756
Gen X (40-54)	39%	34%	22%	3%	2%	1,397
Boomers (55-75)	29%	36%	28%	5%	2%	1,486
Silent Gen (>75)	19%	40%	32%	7%	3%	144
Total	41%	35%	19%	3%	1%	5,550

Focus on Millennials: Millennials and Gen Z'ers—expressed clear agreement on increasing the number of programs available for Americans to enjoy nature; agreement shared by older adults, but not so strongly as younger respondents.

Adults: (Disagree/Agree)—Being in nature helps give meaning and purpose to my life.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
Gen Z (18-24)	2%	5%	21%	40%	32%	767
Millennials (25-39)	2%	4%	16%	33%	45%	1,756
Gen X (40-54)	4%	6%	24%	35%	31%	1,397
Boomers (55-75)	3%	6%	25%	40%	25%	1,486
Silent Gen (>75)	1%	8%	26%	47%	17%	144
Total	3%	5%	21%	37%	34%	5,550

Focus on Millennials: Millennials aged 25 to 39—represent a deep pool of potential support/talent for non-government and government conservation agencies challenged by a complex cultural landscape.

Adults: How would you rate your interest in belonging to nature organizations?

	A lot	Some	None	Total
Gen Z (18-24)	16%	40%	44%	767
Millennials (25-39)	26%	41%	34%	1,756
Gen X (40-54)	13%	31%	56%	1,397
Boomers (55-75)	6%	24%	69%	1,486
Silent Gen (>75)	3%	17%	79%	144
Total	15%	33%	52%	5,550

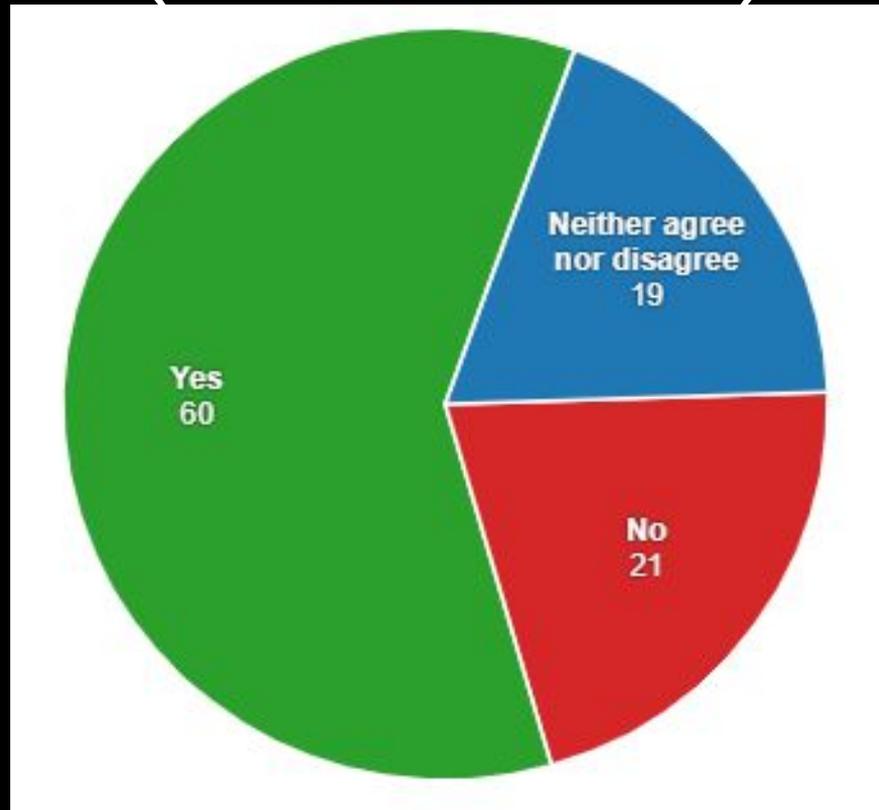
Focus on Millennials: Significantly more than any other generation, Millennials expressed “a lot” of interest in belonging to nature organizations.

Millennials – Where to Find Them?

When you begin an information search, what is your starting point? (Millennials)

	Always	Most Often	Some-Times	Rarely	Never
Library online databases	19.5%	20.7%	32.9%	17.1%	9.8%
Library (in person)	12.2%	13.4%	36.6%	22%	15.9%
Google	69.5%	25.6%	3.7%	0%	1.2%
Other search engine	26.8%	26.8%	24.4%	12.2%	9.8%
Government websites	4.9%	28%	36.6%	19.5%	11%
Company websites	12.2%	23.2%	30.5%	25.6%	8.5%
Other online sites such as Hoovers	2.4%	4.9%	22%	30.5%	40.2%

Is social media an important source of news and current affairs? (Millennials)



Source: Cassandra Report by Noise|The Intelligence Group

Millennial Outdoor Consumers Top Activities

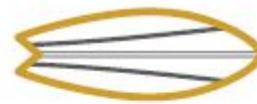
TRADITIONAL



RUNNING / JOGGING
(OUTDOORS)



PARTICIPATING IN A RUNNING RACE
(E.G., 5K, 10K, MARATHON, TRIATHLON)



SURFING



SNOWBOARDING

NON-TRADITIONAL



YOGA
(INDOORS)



PLAYING TEAM SPORTS
(OUTDOORS)



OUTDOOR YOGA
(ON A BEACH, IN A PARK)



PARTICIPATING IN AN OBSTACLE
RACE (E.G. TOUGH MUDDER)

Source: 2014 outdoor consumer
segmentation

Shift in Community Types

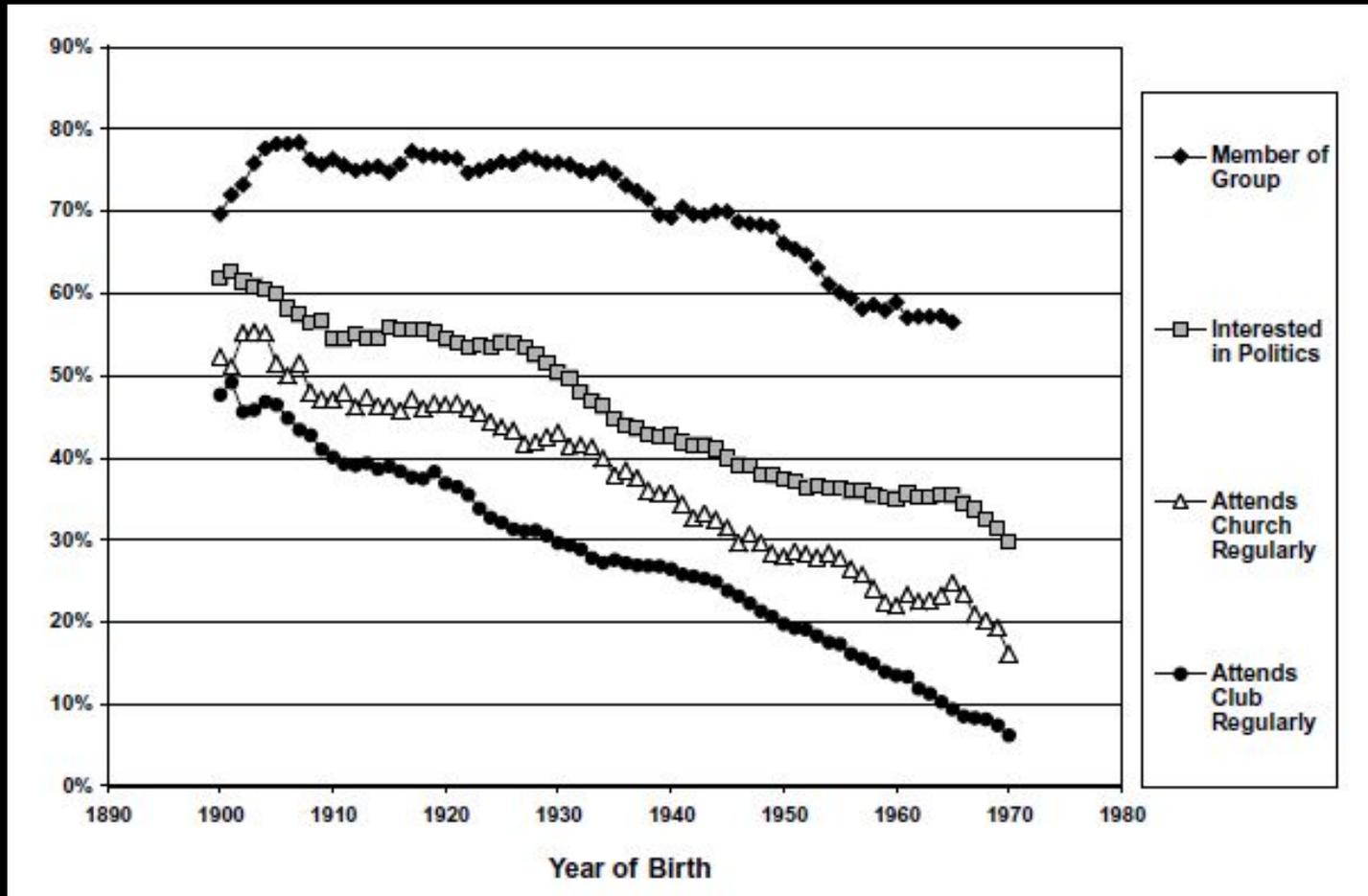
Communities of Place

- Neighborhood / Association
- Town Council
- Civic groups (Elks, Eagles)

Communities of Interest

- Microsoft Excel users group
- '65 Mustang owners FB group
- Deer Hunting ListServ

Trends in Civic Engagement



Source: Bowling Alone: The Collapse and Revival of American Community, Robert D Putnam

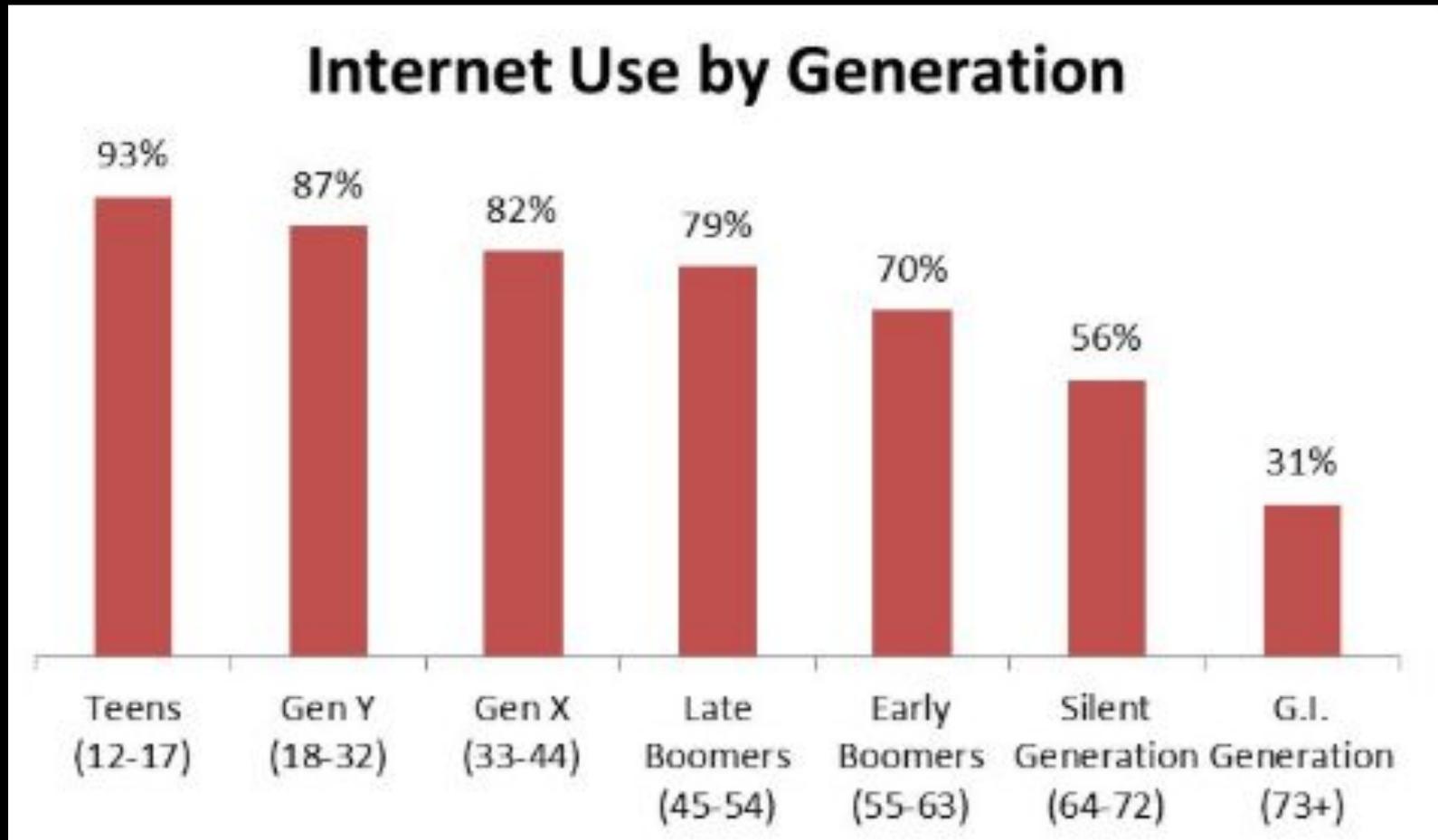
Participation Trends

Table 1: Trends in political and community participation

	<i>Relative change 1973-74 to 1993-94</i>
served as an officer of some club or organization	-42%
worked for a political party	-42%
served on a committee for some local organization	-39%
attended a public meeting on town or school affairs	-35%
attended a political rally or speech	-34%
<i>participated in at least one of these twelve activities</i>	-25%
made a speech	-24%
wrote congressman or senator	-23%
signed a petition	-22%
was a member of some "better government" group	-19%
held or ran for political office	-16%
wrote a letter to the paper	-14%
wrote an article for a magazine or newspaper	-10%

Source: Roper Social and Political Trends surveys, 1973-1994

Internet Usage by Generation



Source: [Generation Difference in Online Activities](#), Pew Research



Recommendation

S

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.

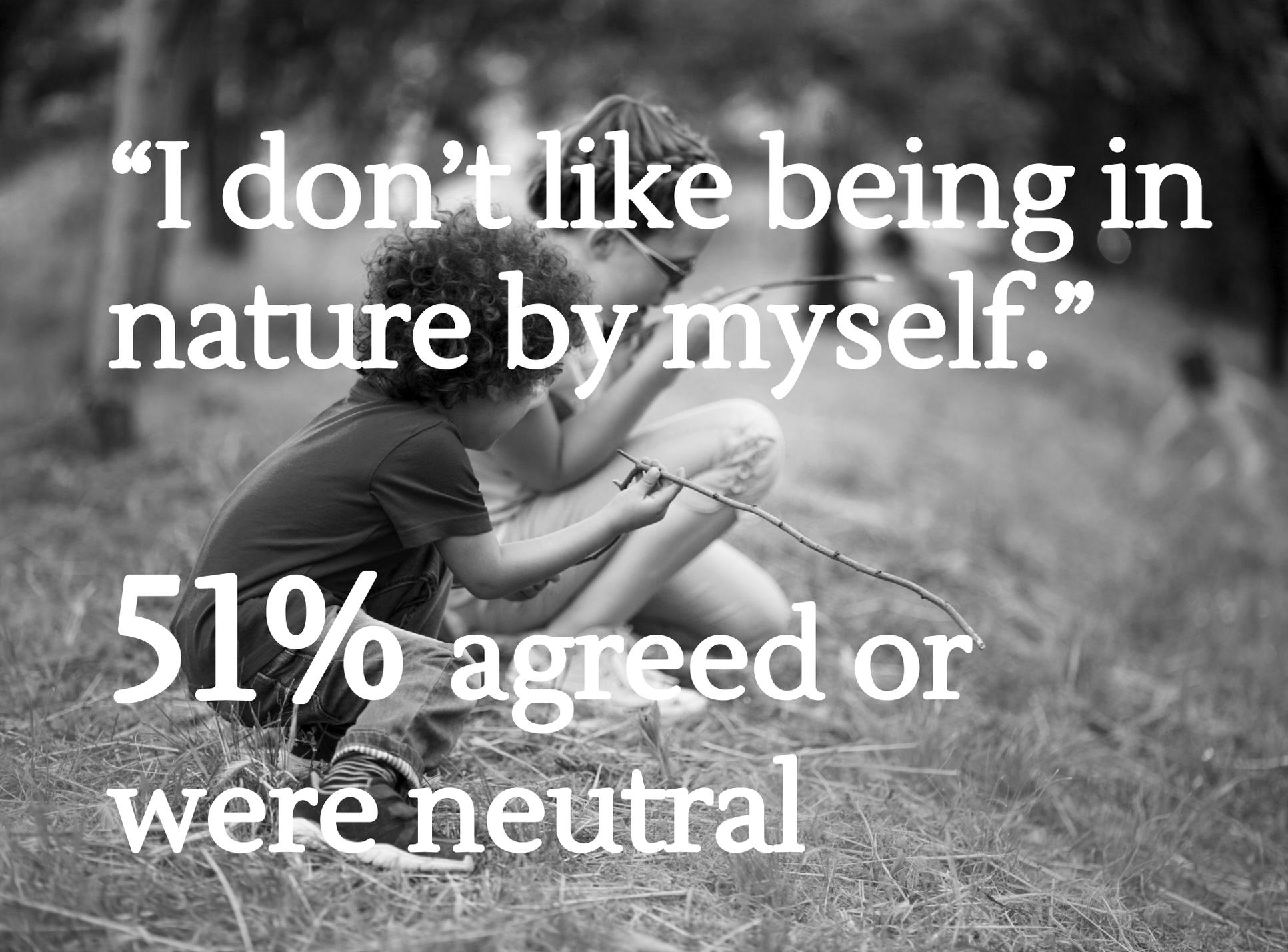
– White woman, late 50s, HS degree, middle income







2. Be social



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

51% agreed or were neutral

3. Seek to engage the
Millennial
Generation.

Teen spends spring break picking up trash on Miami Beach



Plogging Can Help You and the Planet Get in Better Shape



with
lrunchclub to clean up
run in on #earthday.



Zebco is Fishing for Millennials





Conclusio







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National Convention - July 18, 2019



Questions?