

Understanding and supporting the work of land trusts

Coloradans value the benefits of land, water and wildlife conservation. They understand the role conservation plays in quality of life. And they feel that conservation helps protect Colorado for the future.

Land trusts are connected to all of these things.



96% of Coloradans have a favorable opinion of land trusts once they hear a quick explanation of land trusts' work.



More than half say that actions related to conserving the land are extremely important responsibilities for land trusts to undertake.

Important land trust activities

- Conserving wildlife habitat
- Restoring forest health
- Conserving lands along streams and rivers
- Conserving mountain areas
- Conserving lands that have rare or important plant life
- Conserving historic lands
- Conserving native prairies and grasslands

85-91%

87%

Believe in protecting the land from climate change and ensuring that future generations can continue enjoying it as they have.

Most compelling reasons to support land trusts



90%
Clean water



88%
Growing population



88%
Outdoor way of life

88%

Believe in safeguarding and restoring natural areas statewide so they are conserved for all Coloradans.

Two-thirds of Coloradans continued or increased their outdoor activities at parks or in nature during the pandemic.

65%

Top five activities:

1. Hiking
2. Walking to the local park
3. Visiting a park or recreation area for a family gathering or picnic
4. Camping
5. Outdoor photography



Despite their increased activity in nature, over the last two years, just over one-third of Coloradans have helped a wildlife or conservation nonprofit by donating money and/or time.

36%



Support conservation.
Meet your local land trust.
www.keepitco.org



Dec. 2020 survey of 424 registered Colorado voters who live in counties served by a land trust.