



Nature is Our \$100 Billion Asset

BENEFITS OF CONSERVATION



Provides clean drinking water through watershed conservation



Supports working farms and forests



Provides and improves recreation areas in communities statewide



Protects, restores, and enhances public and private lands and waters



Improves fish and wildlife habitat

KENTUCKY'S ECONOMY

AGRICULTURE INDUSTRY



\$49.6 BILLION in economic impact

\$10.3 BILLION in wages annually

69,425 FARMS covering more than 12 million acres, almost half of the state

FOREST INDUSTRY



\$18.6 BILLION in economic impact

\$3.9 BILLION in wages annually

57,000 jobs

OUTDOOR RECREATION



\$13.8 BILLION in economic impact

97,000 direct jobs

968,000 people age 16 or older fished in 2022, taking some 7.5 million fishing trips and spending \$2.5 billion

435,000 people hunted, taking a total of 3.7 million trips and spending \$2.3 billion

Kentuckians Support Conservation

Regardless of political affiliation, geography, or background, the message is clear from voters across the state – we need more conservation funding, and we need it now.

93% of Kentucky voters agree that investing in conservation helps support jobs in Kentucky's tourism, farming, and forestry industries and helps support our economy

Nearly nine-in-ten

Kentucky voters support dedicating a portion of the EXISTING sporting goods sales tax to fund conservation efforts. Fully 87 percent of state voters indicate support for "dedicating a portion of the existing Kentucky sales tax generated from the sale of outdoor recreation and sporting equipment" to conservation purposes. Our survey also asked about other options, including issuing bonds (57% supportive) and increasing deed and mortgage recording fees (44% supportive).



Four-in-five voters

support "dedicating additional public funding for land, water and wildlife conservation in Kentucky" when asked separately about that, representing a substantial 19-point increase from when this question was first asked in 2011

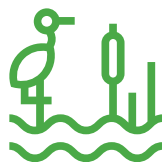
96% of voters say it is either extremely or very important to protect sources of drinking water



79% of voters say it is extremely or very important to protect working farmland



86% of voters say it is extremely or very important to protect natural areas along rivers and streams to help prevent flooding



79% of voters say it is extremely or very important to protect fish and wildlife habitat

Kentucky voters are nearly unanimous in agreeing that we owe it to future generations to conserve natural areas and think it will be more costly to restore them in the future if we don't do so now. 96 percent of voters agree with the statement "we owe it to our children and grandchildren to continue the legacy of protecting Kentucky's natural areas, water, and wildlife so that future generations can enjoy them the same way we do."