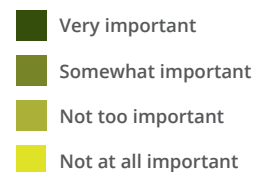
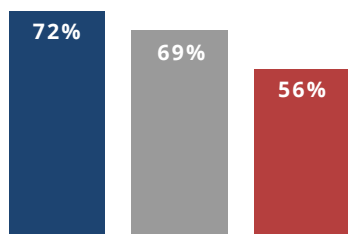


The environment matters. A political candidate's views on the environment play an important role in determining who we cast our vote for.

How important is a presidential candidate's view on the environment in determining your vote in 2020?



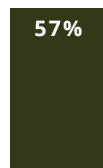
We are unified. Protecting public lands and water spans the political divide.



In your mind, how urgent is it to protect public lands and water?
Showing % very urgent.

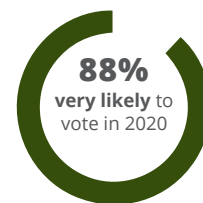
Liberal Moderate Conservative

Voting habits of the outdoor community: We are more likely to vote in 2020, but collectively we still vote less than we think we do.

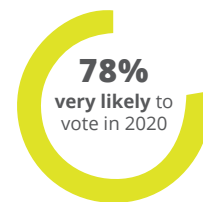


More likely to participate in 2020 than 2016

Less likely to participate in 2020 than 2016



GENERAL POPULATION
Self-reported



OUTDOOR COMMUNITY
Self-reported

24.6 MILLION
OUTDOOR COMMUNITY
MEMBERS MAY
NOT VOTE IN 2020



WE VOTE WITH OUR DOLLARS.
80% PREFER BRANDS
that publicly share positions on
environmental or social issues.



WHAT CAN YOUR BRAND DO?
GET OUT
THE VOTE!

LEAD WITH YOUR VALUES

- **Go public.** Publicly disclose organizations and causes you support.
- **Straight from the source.** Have your CEO deliver a public statement.
- **Facts matter.** Support your stance with relevant research.
- **Be transparent.** Provide customers with accessible ways to stay informed on issues important to you.

USE YOUR BRAND PLATFORM TO GET OUT THE VOTE

- **Use social media.**
Share content empowering your community—customers, friends, family, co-workers—to vote.
- **Make a plan to vote.**
Protect Our Winters makes it easy for you to check your registration and help you vote by mail.
- **Link to resources** to learn about candidates and the issues. The League of Conservation scorecard shows elected officials' history on voting for or against the environment.

Who was polled? We polled 1,000 self identified outdoor recreationists.*

*Person indicated they participated in one or more outdoor recreation activities from hiking, to birdwatching, to climbing, to skiing, to everything in between.