

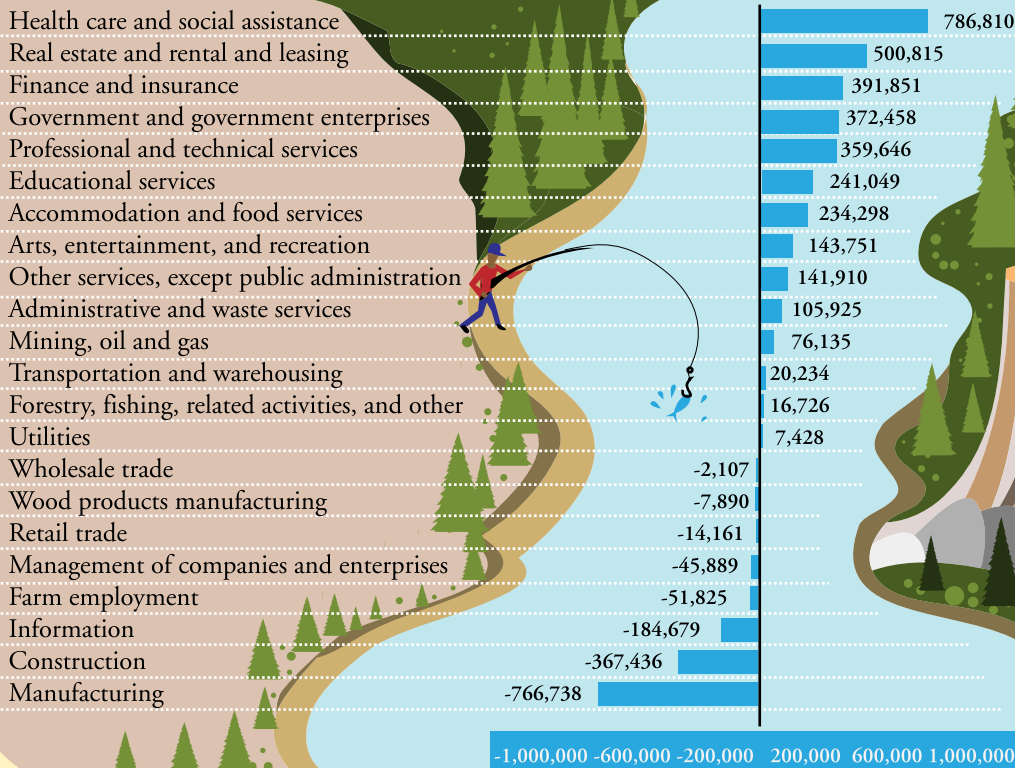
# GO WEST, ENTREPRENEUR

The American West has spent the past four decades outpacing the rest of the U.S. in several important economic measures. Embracing the new economy, which is shifting toward service industries, not to mention the unparalleled quality of life offered by the region's bounty of protected public lands, make the West the best place for America's most innovative people and companies.

## Changing and growing economy

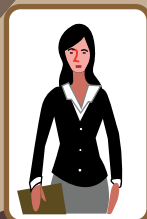
The rise of the West can be attributed in part to the region's success in developing and attracting a diverse services economy.

## CHANGE IN EMPLOYMENT IN THE WEST BY INDUSTRY, 2001 TO 2010



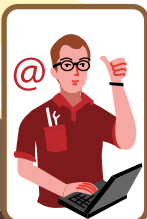
## HIGH-WAGE SERVICES, AVERAGE EARNINGS PER JOB, 2010

Not only are services jobs growing, many of them pay well



**\$97,808**

Management of Companies and Enterprises



**\$96,216**

Information



**\$95,565**

Utilities



**\$84,061**

Professional, Scientific, and Technical Services



**\$79,906**

Finance and Insurance



**\$65,500**

Wholesale Trade

## Attracting talent through attractive surroundings

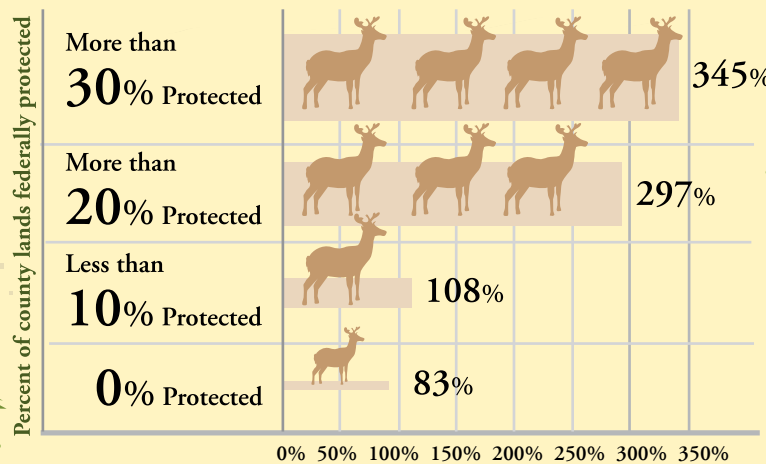
As the Western economy shifts from reliance on extracting and processing natural materials businesses are no longer necessarily bound by geography. Economists say entrepreneurs are increasingly choosing to locate in Western states

thanks in part to the prevalence and accessibility of public lands, replete with wild rivers, forests, and mountains and outstanding recreational opportunities; in other words—quality of life—which offers a competitive advantage in attracting top talent.

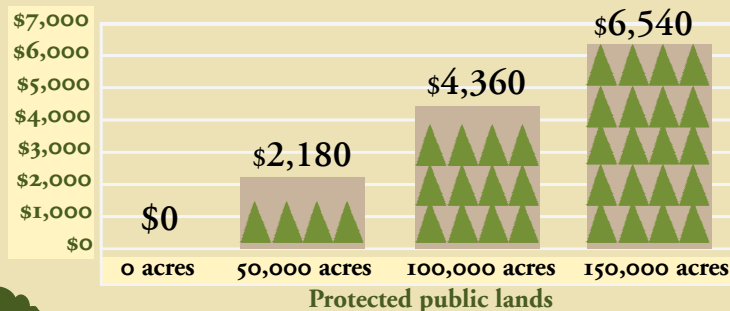
## West is best—for your wallet, too

The more protected public lands, the higher per-capita income becomes. On average, western non-metro counties have a per capita income that is **\$436 higher** for every 10,000 acres of federal protected lands within their boundaries.

## PERCENT CHANGE IN EMPLOYMENT, WESTERN NON-METRO COUNTIES, 1970-2010



## AVERAGE INCREASE IN PER CAPITA INCOME FROM PROTECTED PUBLIC ACREAGE, NON-METRO WEST, 2010



HEADWATERS ECONOMICS

<http://headwaterseconomics.org/land/west-is-best-value-of-public-lands/>