

Wildlife Watching in the U.S.: The Economic Impacts on National and State Economies in 2011

Addendum to the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Report 2011-2



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Survey of Fishing, Hunting, and
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This report is intended to complement the National and State reports from the 2011 National Survey of fishing, Hunting, and Wildlife-Associated Recreation. The conclusions are the authors and do not represent official positions of the U.S. Fish and Wildlife Service.

Introduction

Wildlife watching remains one of the most popular types of outdoor recreation in the United States. Thirty percent of the U.S. population 16 years of age and older enjoyed closely observing, feeding, and photographing wildlife (wildlife watching) in 2011. Of those 72 million individuals, 96 percent wildlife watched around their homes, and 31 percent took trips away from home to wildlife watch.

In addition to contributing significantly to people’s enjoyment of the outdoors, wildlife watching has a substantial impact on the nation’s economies. The \$54.9 billion spent in 2011 on wildlife equipment and trips contributed substantially to federal, state and local tax revenues, jobs, earnings, and economic output.

This report presents estimates of the national and state economic impacts of wildlife watching. Estimates were derived using data from the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (National Survey). The following topics are addressed: (1) national participation in wildlife watching; (2) expenditures associated with participation in wildlife watching; (3) estimates of the total economic activity generated by those expenditures; (4) total employment and



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Table 1. Summary of National Economic Impacts of Wildlife Watching: 2011

Wildlife Watchers	71,776,000
Total Expenditures ⁽¹⁾	\$54,890,272,000
Total Industrial Output ⁽²⁾	\$142,147,057,177
Jobs	1,379,282
Salaries and Wages	\$53,036,586,430
State and Local Tax Revenues	\$10,277,128,026
Federal Tax Revenues	\$10,818,805,399

(1) Retail sales

(2) Total multiplier effect

employment income associated with those expenditures; and (5) estimates of associated state, local, and federal tax revenues. Two other reports have used the 2011 National Survey to address the national and state economic impacts of hunting and fishing¹.

The National Survey collected information on fishing, hunting, and wildlife-watching participation and expenditures in 2011. National and state reports are accessible on the following U.S. Census Bureau website: <http://www.census.gov/prod/www/fishing.html>

¹ See Hunting in America: An Economic Force for Conservation, Association of Fish and Wildlife Agencies and Sportfishing in America: An Economic Force for Conservation, American Sportfishing Association.

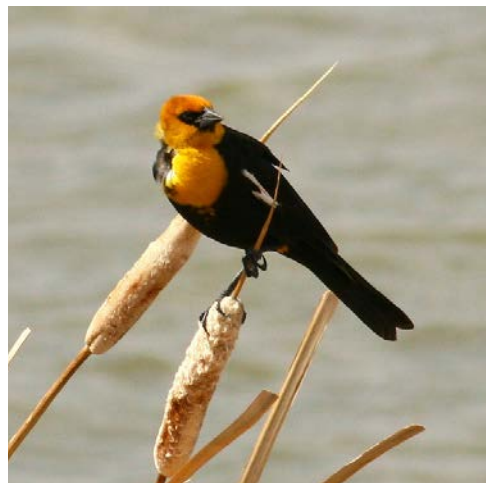
Participation in Wildlife Watching

Table 2 shows the number of resident and nonresident wildlife watchers by state in 2011. The 72 million people who wildlife watched are further categorized as around-the-home and away-from-home participants. Of the 72 million people who wildlife watched, 68.6 million did so within one mile of their homes. These 68.6 million recreationists are referred to as around-the-home participants². The 22.5 million wildlife watchers who took trips or outings of at least one mile from home to engage in their activities are referred to as away-from-home participants.

² Their activities include one or more of the following; (1) closely observing or trying to identify birds or other wildlife; (2) photographing wildlife; (3) feeding birds or other wildlife on a regular basis; (4) maintaining natural areas of at least one-quarter acre for which benefit to wildlife is the primary purpose; (5) maintaining plantings (shrubs, agricultural crops, etc.) for which benefit to wildlife is the primary concern; or (6) visiting public parks within one mile of home for the primary purpose of observing, feeding, or photographing wildlife.



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Inside The Numbers

Nearly a third of all Americans 16 years of age and older, or 72 million, participated in wildlife watching in 2011

The 72 million wildlife watches is nearly equal to the total attendance of all Major League baseball games in the 2011 season.

Expenditures on Wildlife-watching totaled \$54.9 billion – more than twice that spent on spectator sports such as football, baseball in 2011.

Table 2. Number of Wildlife Watchers by State: 2011

(Population 16 years and older)

State	Wildlife Watchers
Alabama	1,114,000
Alaska	640,000
Arizona	1,566,000
Arkansas	852,000
California	6,733,000
Colorado	1,782,000
Connecticut	1,178,000
Delaware	243,000
Florida	4,308,000
Georgia	2,393,000
Hawaii	358,000
Idaho	558,000
Illinois	3,019,000
Indiana	1,719,000
Iowa	837,000
Kansas	792,000
Kentucky	1,319,000
Louisiana	1,010,000
Maine	838,000
Maryland	1,362,000
Massachusetts	1,828,000
Michigan	3,199,000
Minnesota	1,577,000
Mississippi	781,000
Missouri	1,716,000
Montana	402,000
Nebraska	384,000
Nevada	643,000
New Hampshire	630,000
New Jersey	1,875,000
New Mexico	566,000
New York	4,239,000
North Carolina	2,432,000
North Dakota	NA
Ohio	3,197,000
Oklahoma	1,263,000
Oregon	1,440,000
Pennsylvania	3,598,000
Rhode Island	308,000
South Carolina	1,103,000
South Dakota	384,000
Tennessee	1,955,000
Texas	4,376,000
Utah	717,000
Vermont	370,000
Virginia	2,509,000
Washington	2,168,000
West Virginia	850,000
Wisconsin	2,359,000
Wyoming	518,000
U.S.	71,776,000

Figure 1. Wildlife Expenditures by Major Category: 2011

(Total Expenditures: \$54.9 billion)

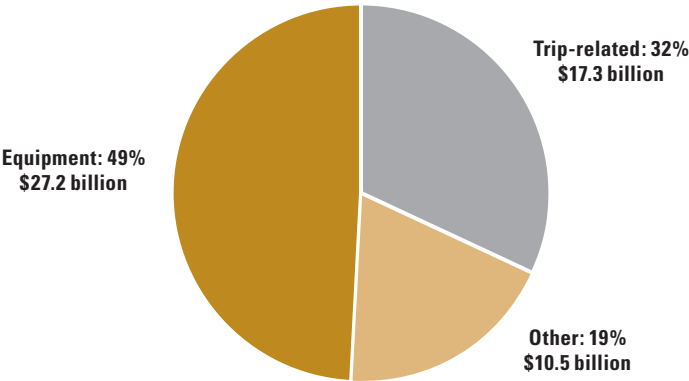
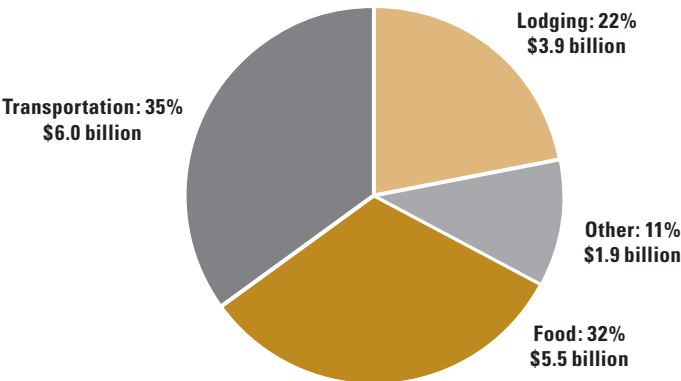


Figure 2. Trip Expenditures for Wildlife Watching: 2011

(Total Trip Expenditures: \$17.3 billion)



Economic Impact Quick Facts

Expenditures rippled through the economy generating \$142 billion in total industry input and 1.4 million jobs

The 1,379,282 million jobs supported by wildlife watchers in 2011 were almost twice the number of people who worked for the United Postal Service in the U.S.

The Economic Impacts of Wildlife Watching

Spending associated with wildlife watching generates a substantial amount of economic activity across the United States. Table 3 shows wildlife-watching expenditures by category for 2011. Table 4 shows the top ten states in wildlife expenditures. Participants spent \$54.9 billion in 2011 on a wide variety of goods and services.

Trip-related expenditures by away-from-home participants include expenses for food, lodging, and transportation. Both around-the-home and away-from-home participants also buy equipment and related goods for the primary purpose of engaging in wildlife watching such as binoculars, cameras, wild bird food, memberships in wildlife organizations, camping equipment, motor homes, campers, and off-the-road vehicles.

To help place the \$54.9 billion on wildlife-watching expenditures into context, this total would rank 44th on the 2011 Fortune 500 list (2011 revenue), just ahead of Dow Chemical and MetLife and just behind Microsoft (at \$62.5 billion). http://money.cnn.com/magazines/fortune/fortune500/2011/full_list/

These direct expenditures are only part of the total picture. Businesses and industries that supply the local retailers where the purchases are made also benefit from wildlife-watching expenditures. For example, a family may decide to purchase a pair of binoculars to use primarily for bird watching on an upcoming vacation. Part of the total purchase price will go to the local retailer such as a sporting goods store. The sporting goods store in turn pays a wholesaler that in turn pays the manufacturer of the binoculars. The manufacturer then spends a portion of this income to pay businesses supplying the manufacturer.

In this fashion, each dollar of local retail expenditures can affect a variety of businesses at the local, regional, and national level. Consequently, consumer

spending associated with wildlife watching has a substantial impact on economic activity, employment, and household income across the nation.

Methods

The 2011 National Survey contains estimates of annual travel and equipment expenditures by wildlife-watching participants. These expenditures were used in conjunction with an economic modeling method known as input-output analysis³ to estimate total industry output, employment, and employment income associated with these expenditures.

Direct Expenditures

Total direct expenditures by participants were \$54.9 billion in 2011. Trip-related expenditures accounted for about \$17.3 billion (32 percent of total expenditures). Food and drink accounted for 32 percent of total trip-related expenditures and transportation and lodging accounted for 35 and 23 percent, respectively. Other trip-related expenditures, such as land use fees, rentals, and boating costs, accounted for about 11% of trip-related expenditures.

Equipment and other expenditures accounted for \$37.6 billion (69 percent of total expenditures). Special equipment such as off-the-road vehicles, tent trailers, motor homes, pick-up trucks, and boats accounted for 26 percent of total expenditures. Packaged and bulk wild bird food accounted for 7 percent of total expenditures. Photographic equipment such as cameras accounted for 5 percent; film and developing accounted for 1 percent.

³ The estimates of total economic activity, employment, employment income and federal, state and local taxes in this report were derived using IMPLAN, a regional input-output model and software system. For additional information, see IMPLAN LCC (<http://implan.com/>) and Miller and Blair for further information on Input-Output analysis.



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Table 3. Wildlife Watching Expenditures by Category: 2011

<i>Category</i>	<i>Expenditures</i>	<i>Percent of Category Expenditures</i>	<i>Percent of Total Expenditures</i>
Trip-related Expenditures			
Food	\$5,465,019,000	31.6%	10.0%
Lodging	\$3,884,420,000	22.5%	7.1%
Public Transportation	\$2,521,247,000	14.6%	4.6%
Private Transportation	\$3,485,613,000	20.2%	6.4%
Guide fees, pack trip or package fees	\$775,074,000	4.5%	1.4%
Public Land use fees	\$239,021,000	1.4%	0.4%
Private land Use Fees	\$113,207,000	0.7%	0.2%
Equipment Rental	\$141,017,000	0.8%	0.3%
Boating Costs	\$547,875,000	3.2%	1.0%
Heating and cooking fuel	\$102,182,000	0.6%	0.2%
Total Trip-related	\$17,274,675,000	100.0%	31.5%
Equipment			
<i>Wildlife-Watching equipment</i>			
Binoculars, spotting scopes	\$918,567,000	8.1%	1.7%
Cameras, video cameras, special lenses, and other photographic equipment	\$2,799,579,000	24.7%	5.1%
Film and Developing	\$528,057,000	4.7%	1.0%
Commercially prepared and packaged wild bird food	\$3,133,968,000	27.7%	5.7%
Other bulk foods used to feed wild birds	\$934,194,000	8.3%	1.7%
Feed for other wildlife	\$1,012,964,000	8.9%	1.8%
Nest Boxes, bird houses, feeders, baths	\$969,708,000	8.6%	1.8%
Day packs, carrying cases and special clothing	\$855,196,000	7.6%	1.6%
Other wildlife-watching equipment (such as field guides and maps)	\$170,946,000	1.5%	0.3%
Wildlife-watching equipment, total	\$11,323,179,000	100.0%	20.6%
<i>Auxiliary equipment</i>			
Tents, Tarps	\$289,781,000	18.6%	0.5%
Frame packs and backpacking equipment	\$216,231,000	13.9%	0.4%
Other camping equipment	\$294,173,000	18.9%	0.5%
Other auxiliary equipment (such as blinds)	\$755,188,000	48.6%	1.4%
Auxiliary equipment, total	\$1,555,374,000	100.0%	2.8%
<i>Special equipment</i>			
Off-the-road vehicle	\$6,475,469,000	45.4%	11.8%
Travel or tent trailer, pickup, camper, van, motor home, recreational vehicle	\$5,868,982,000	41.1%	10.7%
Boats, boat accessories	\$1,703,305,000	11.9%	3.1%
Cabins and other	\$217,988,000	1.5%	0.4%
Special equipment, total	\$14,272,368,000	100.0%	26.0%
Other items			
Magazines, books	\$420,395,000	4.0%	0.8%
Land leasing and ownership	\$5,676,794,000	54.2%	10.3%
Membership dues and contributions	\$2,163,568,000	20.7%	3.9%
Plantings	\$2,203,920,000	21.1%	4.0%
Other, total	\$10,464,677,000	100.0%	19.1%
National Total, All Items	\$54,890,272,000		100.0 %

Total Industry Output

The direct expenditures of \$54.9 billion in 2011 generated \$142.1 billion in total industrial output (also known as the multiplier or ripple effect) across the United States. The total industrial output includes the direct, indirect, and induced effects⁴ of wildlife-watching expenditures. The 2.59 ratio of total industrial output to direct expenditures, means that for each \$1 of direct spending associated with wildlife watching, an additional \$1.59 of economic activity is generated. Major sectors affected include retail trade with \$33.5 billion (23.6 percent) of output, manufacturing at \$27.2 billion (19.1 percent), and accommodation and food services, with \$11.1 billion (7.8 percent).

Employment and Income

The total industrial output of \$142.1 billion resulted in 1,379,282 jobs (full and part time) with total income of \$53.0 billion. With respect to employment, major industrial sectors affected include retail trade with over 470,335 jobs (34.1 percent); accommodation and food services with 150,342 jobs (10.9 percent); real estate and rental with 88,274 jobs (6.4 percent); and arts, entertainment, and recreation with 71,723 jobs (5.2 percent).

The retail trade sector accounted for the largest portion of income at \$15.2 billion (28.7 percent); manufacturing accounted for \$6.0 billion (11.3 percent); and accommodation and food services at \$3.4 billion (6.5 percent). Table 5 summarizes economic impacts by major business sector.

⁴ Direct effects are production changes associated with the immediate effects of changes in final demand (in this case, changes in wildlife-associated expenditures); indirect effects are production changes in those industries which supply the inputs to industries directly affected by final demand; induced effects are changes in regional household spending patterns caused by changes in regional employment generated from the direct and indirect effects. See Taylor et al. 1993, Appendix E, p. E-1.

Table 4. Top Ten States Ranked by Economic Output: 2011

<i>Rank</i>	<i>State</i>	<i>Economic Output</i>	<i>Wildlife Watchers</i>
1	New York	\$4,151,793,000	4,239,000
2	California	\$3,777,674,000	6,733,000
3	Washington	\$3,173,373,000	2,168,000
4	Florida	\$3,041,333,000	4,308,000
5	Alaska	\$2,058,996,580	640,000
6	Texas	\$1,823,759,000	4,376,000
7	Georgia	\$1,802,424,000	2,393,000
8	Oregon	\$1,697,223,000	1,440,000
9	Wisconsin	\$1,488,857,000	2,359,000
10	Colorado	\$1,432,082,000	1,782,000



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Table 5. National Economic Impacts of Wildlife Watching by Major North American Industrial Classification (NAIC) Sector: 2011

<i>Sector</i>	<i>Industrial Output</i>	<i>Sector as percent of total</i>	<i>Employment</i>	<i>Sector as percent of total</i>	<i>Salaries, wages and Business Owner's Income</i>	<i>Sector as percent of total</i>
Agriculture, Forestry, Fishing and Hunting	\$1,563,617,629	1.1%	17,931	1.3%	\$477,329,278	0.9%
Mining	\$852,882,343	0.6%	5,517	0.4%	\$159,109,759	0.3%
Utilities	\$1,847,911,743	1.3%	4,138	0.3%	\$583,402,451	1.1%
Construction	\$1,563,617,629	1.1%	15,172	1.1%	\$424,292,691	0.8%
Manufacturing	\$27,150,087,921	19.1%	63,447	4.6%	\$5,993,134,267	11.3%
Wholesale Trade	\$4,406,558,772	3.1%	28,965	2.1%	\$2,174,500,044	4.1%
Transportation and Warehousing	\$5,543,735,230	3.9%	70,343	5.1%	\$2,810,939,081	5.3%
Retail Trade	\$33,546,705,494	23.6%	470,335	34.1%	\$15,221,500,305	28.7%
Information	\$5,543,735,230	3.9%	27,586	2.0%	\$1,644,134,179	3.1%
Finance and Insurance	\$9,239,558,717	6.5%	37,241	2.7%	\$3,288,268,359	6.2%
Real Estate Rental and Leasing	\$11,513,911,631	8.1%	88,274	6.4%	\$2,651,829,322	5.0%
Professional, Scientific and Technical Services	\$5,685,882,287	4.0%	52,413	3.8%	\$3,129,158,599	5.9%
Management of Companies	\$2,558,647,029	1.8%	15,172	1.1%	\$2,227,536,630	4.2%
Administrative and Waste Services	\$3,127,235,258	2.2%	70,343	5.1%	\$1,697,170,766	3.2%
Educational Services	\$1,137,176,457	0.8%	17,931	1.3%	\$318,219,519	0.6%
Health and Social Services	\$4,975,147,001	3.5%	84,136	6.1%	\$2,863,975,667	5.4%
Arts, Entertainment and Recreation	\$2,985,088,201	2.1%	71,723	5.2%	\$1,485,024,420	2.8%
Accommodation and Food Services	\$11,087,470,460	7.8%	150,342	10.9%	\$3,447,378,118	6.5%
Other Services	\$3,411,529,372	2.4%	70,343	5.1%	\$1,856,280,525	3.5%
Government and Non-NAICs	\$4,406,558,772	3.1%	17,931	1.3%	\$583,402,451	1.1%
Total	\$142,147,057,177	100.0%	1,379,282,000	100.0%	\$53,036,586,430	100.0%

Impact of Wildlife Watching Expenditures

\$10.8 billion in federal tax revenues, and \$10.2 billion in state and local tax revenues



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Federal and State Taxes

Wildlife-watching expenditures generate taxes at both the state and federal level in a number of ways. Direct and indirect expenditures generate state sales tax (except in those states without sales tax). Employment income is taxed at both the state (with the exception of states which do not tax income) and federal levels. Additionally, tax revenue is generated through taxes on corporate profits and excise taxes such as fuel taxes. Based on total industrial output and associated employment that result from wildlife-watching, 2011 tax revenue at the federal level was \$10.8 billion, and tax revenue at the state and local levels was \$10.3 billion.

State Impacts

Table 6 shows the economic impacts of wildlife-watching expenditures by state for 2011. Totals for the United States are shown at the bottom of Table 6. State totals do not add up to United States totals because state impact figures show only those impacts which occur within

the state. For example, a Bozeman, Montana sporting goods store may carry a brand of fishing tackle that is manufactured in Burlington, Vermont. When an angler purchases the fishing tackle, only a portion of the money is kept by the retailer in Montana. Part of the total selling price goes to the Vermont manufacturer. This transaction between the sporting goods store and the manufacturer (or wholesaler, depending on the situation) will not appear in the Montana state totals. However, the U.S. totals capture these interstate impacts.

Table 6. Economic Impact of Wildlife Watching by State in 2011

<i>State</i>	<i>Expenditures⁽¹⁾</i>	<i>Total Multiplier Effect⁽²⁾</i>	<i>Jobs</i>	<i>Salaries and Wages</i>	<i>State and Local Tax Revenues</i>	<i>Federal Tax Revenues</i>
Alabama	\$734,204,000	\$1,337,607,738	18,513	\$500,676,304	\$103,558,967	\$99,922,934
Alaska	\$2,058,996,580	\$3,368,780,475	40,493	\$1,553,658,942	\$311,271,218	\$254,559,696
Arizona	\$935,879,000	\$1,596,262,256	18,728	\$623,664,259	\$133,611,118	\$126,287,964
Arkansas	\$216,073,000	\$326,790,800	4,586	\$116,418,502	\$29,001,941	\$23,172,913
California	\$3,777,674,000	\$7,335,913,459	76,941	\$3,018,306,584	\$647,645,341	\$617,700,656
Colorado	\$1,432,082,000	\$2,650,114,899	31,157	\$1,114,213,845	\$228,240,368	\$228,244,417
Connecticut	\$934,703,000	\$1,623,177,206	15,961	\$654,844,506	\$118,313,266	\$145,270,697
Delaware	\$169,787,000	\$280,425,899	3,315	\$119,052,667	\$26,987,225	\$23,612,521
Florida	\$3,041,333,000	\$5,423,619,174	60,984	\$2,189,951,245	\$436,326,174	\$464,074,516
Georgia	\$1,802,424,000	\$3,386,449,739	36,368	\$1,301,920,392	\$248,569,140	\$257,771,203
Hawaii	\$668,502,000	\$1,126,527,932	12,909	\$449,877,882	\$89,392,831	\$85,801,852
Idaho	\$432,040,000	\$725,484,650	10,439	\$260,520,419	\$57,620,076	\$50,228,086
Illinois	\$1,306,258,000	\$2,600,538,263	25,549	\$997,736,867	\$214,609,276	\$215,426,760
Indiana	\$751,344,000	\$1,397,093,617	18,434	\$530,993,674	\$111,969,867	\$102,987,956
Iowa	\$711,168,000	\$1,210,439,129	16,441	\$424,377,547	\$95,385,779	\$82,746,995
Kansas	\$208,415,000	\$371,671,631	5,307	\$135,755,798	\$29,293,659	\$26,252,620
Kentucky	\$773,221,000	\$1,279,475,411	19,275	\$516,729,643	\$111,085,444	\$97,800,734
Louisiana	\$542,752,000	\$997,958,826	14,246	\$367,042,428	\$67,319,157	\$61,627,403
Maine	\$798,854,000	\$1,295,149,853	17,812	\$495,327,193	\$103,636,915	\$90,514,820
Maryland	\$483,421,000	\$909,888,028	10,807	\$392,055,656	\$88,438,659	\$80,520,761
Massachusetts	\$1,277,898,000	\$2,319,939,675	24,355	\$979,560,664	\$208,295,703	\$209,041,658
Michigan	\$1,220,817,000	\$2,160,928,476	24,775	\$831,328,644	\$188,967,886	\$167,783,326
Minnesota	\$621,289,000	\$1,156,452,536	13,855	\$427,449,866	\$87,049,598	\$89,589,028
Mississippi	\$342,421,000	\$535,732,295	7,391	\$180,957,586	\$42,843,933	\$33,152,278
Missouri	\$940,816,000	\$1,800,712,259	21,763	\$643,733,119	\$139,738,701	\$129,423,776
Montana	\$400,796,000	\$664,098,149	11,102	\$245,218,783	\$52,799,037	\$51,906,749
Nebraska	\$513,255,000	\$917,723,993	11,450	\$347,374,850	\$78,599,856	\$66,366,754
Nevada	\$682,029,000	\$1,094,087,667	12,491	\$418,774,955	\$93,408,700	\$97,459,452
New Hampshire	\$281,190,000	\$454,884,554	5,663	\$172,983,128	\$35,718,943	\$37,814,436
New Jersey	\$986,277,000	\$1,758,541,631	16,769	\$684,319,933	\$140,560,789	\$154,752,981
New Mexico	\$327,119,000	\$557,874,463	8,151	\$211,540,928	\$49,111,736	\$36,988,935
New York	\$4,151,793,000	\$7,507,779,472	79,921	\$3,051,051,895	\$721,683,009	\$624,469,161
North Carolina	\$929,663,000	\$1,674,095,198	20,636	\$628,627,734	\$144,742,084	\$129,762,265
North Dakota	\$130,184,000	\$206,086,891	2,950	\$72,830,440	\$15,814,811	\$14,357,992
Ohio	\$738,805,000	\$1,379,777,256	16,275	\$503,677,242	\$113,420,714	\$95,208,719
Oklahoma	\$474,662,000	\$863,767,996	13,167	\$297,847,830	\$58,496,559	\$56,865,284
Oregon	\$1,697,223,000	\$3,121,531,880	41,243	\$1,264,990,530	\$284,493,082	\$274,511,570
Pennsylvania	\$1,270,888,000	\$2,444,885,524	26,579	\$912,761,463	\$185,533,170	\$188,494,228
Rhode Island	\$200,480,000	\$302,850,456	3,679	\$114,349,135	\$27,504,511	\$24,058,109
South Carolina	\$467,254,000	\$824,033,220	11,194	\$300,154,146	\$63,879,265	\$57,360,269
South Dakota	\$166,995,000	\$230,992,366	3,749	\$80,476,958	\$15,595,298	\$15,410,434
Tennessee	\$942,573,000	\$1,767,482,300	23,256	\$670,860,077	\$131,825,603	\$134,167,350
Texas	\$1,823,759,000	\$13,830,501,882	146,024	\$5,088,942,848	\$1,073,745,789	\$1,054,082,569
Utah	\$585,404,000	\$1,070,956,389	14,958	\$428,091,442	\$89,525,631	\$79,882,617
Vermont	\$288,507,000	\$473,910,583	7,960	\$189,856,400	\$39,593,056	\$36,007,004
Virginia	\$958,607,000	\$1,730,743,274	23,616	\$689,396,553	\$122,809,236	\$135,396,663
Washington	\$3,173,373,000	\$5,549,730,265	63,327	\$2,132,888,979	\$448,488,469	\$453,532,429
West Virginia	\$325,817,122	\$494,302,602	7,721	\$184,411,508	\$38,887,302	\$35,193,978
Wisconsin	\$1,488,857,000	\$2,631,408,933	36,462	\$974,552,606	\$235,999,781	\$193,894,294
Wyoming	\$350,257,000	\$556,070,251	8,232	\$197,738,723	\$46,872,106	\$42,621,222
U.S.	\$54,890,272,000	\$142,147,057,177	1,379,282	\$53,036,586,430	\$10,277,128,026	\$10,818,805,399

(1) Retail Sales (2) Industry Output or Ripple Effect

Summary

Wildlife-watching in the U.S. has significant economic impacts at the local, state, and national levels. In 2011, expenditures on wildlife watching generated \$142.0 billion in economic output, 1.4 million jobs, and \$21.1 billion in state, local, and federal tax revenues. Wildlife watching's continued popularity gives evidence to the importance that people attach to diverse, accessible, and robust fish and wildlife populations.

The magnitude of its economic impacts proves that wildlife watching is a major force, driving billions in spending around the country. These economic impacts can be the life-blood of a local economy. Rural areas can attract thousands of wildlife watchers each year, generating millions of dollars.



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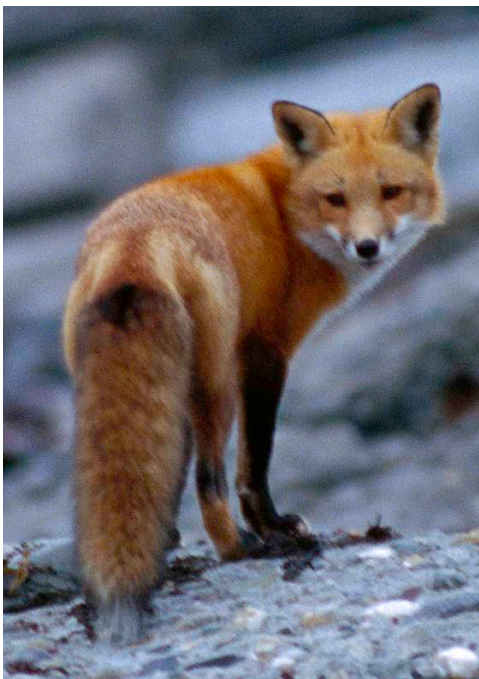
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