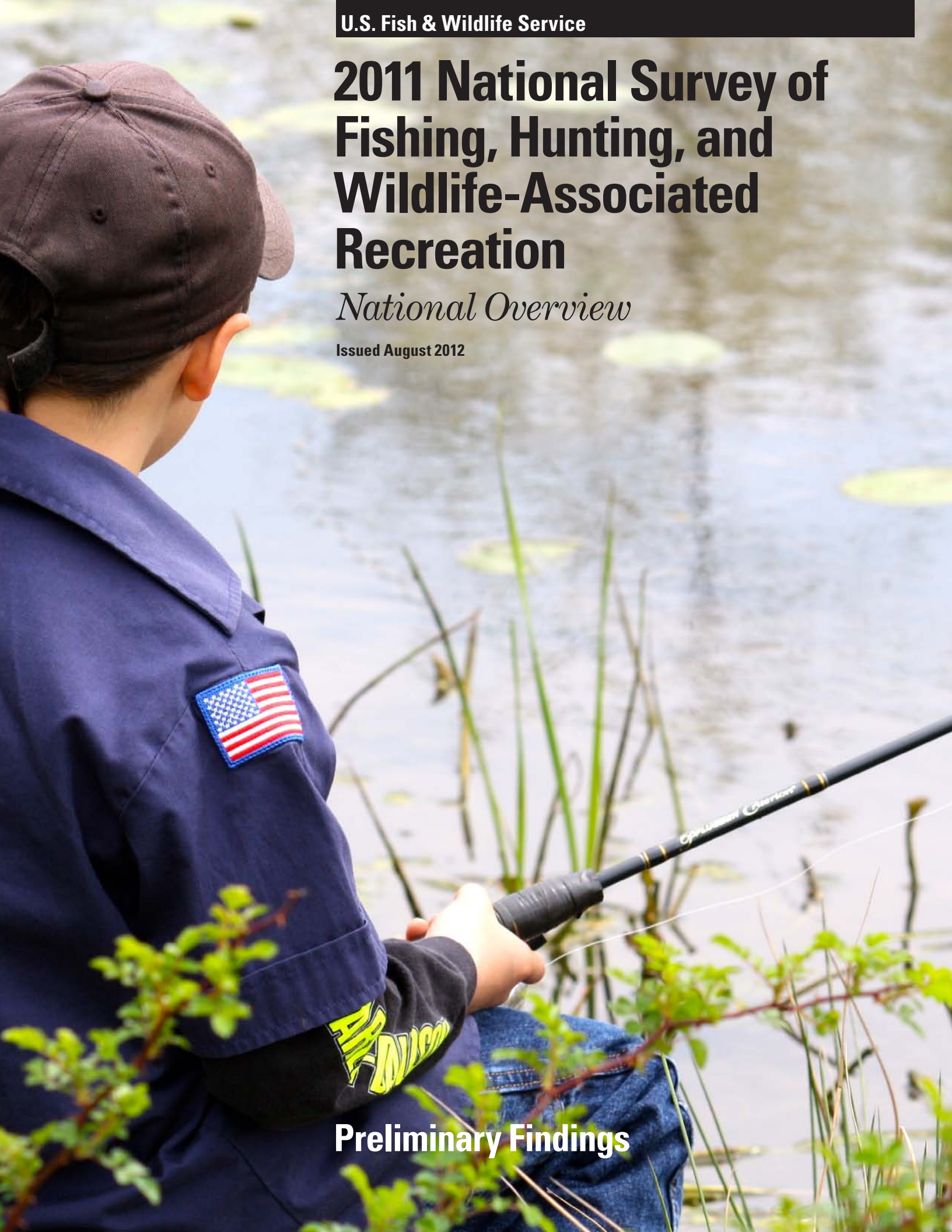
U.S. Fish & Wildlife Service

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

National Overview

Issued August 2012



Preliminary Findings

Director's Message

From its monumental mountains and bountiful lands, to the great lakes and roving rivers, America the Beautiful is truly graced with an outdoors cherished more and more each day. The evidence is found in the *2011 National Survey of Fishing, Hunting, and Wildlife Recreation*.

This report demonstrates the value of Fish and Wildlife-Related Recreation to the American people by providing information on participation and expenditures for fishing, hunting and wildlife watching.

Wildlife-associated recreation not only sustains our spirit and connects us to each other and the natural world, but also provides significant financial support for wildlife conservation in our nation's economy. According to preliminary information from the latest national survey, 90 million people, 38 percent of all Americans 16 years and older, participated in wildlife-related recreation in 2011 and spent $145 billion dollars. This spending supports thousands of jobs in industries and businesses connected to fishing, hunting and the observance of wildlife.

The National Survey is conducted every five years at the request of the State fish and wildlife agencies to measure the importance of wildlife-based recreation to the American people. The 2011 Survey represents the 12th in a series since 1955. Developed in collaboration with the States, the Association of Fish and Wildlife Agencies, and national conservation organizations, the Survey has become one of the most important sources of information on fish and wildlife recreation in the country.

It is an honor to present these findings to you in this unprecedented year as we celebrate the 75th anniversary of the Wildlife Sport Fish and Restoration Program – a celebration of partnerships to benefit fish and wildlife, and provide Americans access to the Great Outdoors through a self-imposed investment paid by manufacturers and users of gear purchased by anglers, boaters, and shooters and managed by Federal and State fish and wildlife agencies.

I express many thanks to the men and women who took time to participate in the survey as well as to the State fish and wildlife agencies for their financial support through the Multistate Conservation Grant Programs. Without this support, the 2011 Survey would not have been possible.

I would also like to express my sincere gratitude for the countless number of dedicated Americans who continue to enjoy and support wildlife conservation each and every day. I am grateful to the tremendous partnership successes that help to lay the groundwork for the future of conservation across our beloved nation.

Daniel Ashe
Director, U.S. Fish and Wildlife Service

U.S. Fish & Wildlife Service

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Preliminary Findings

Preface

Preliminary information from the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR) is provided in this report. The final National Report will be available in November 2012.

The Survey is a partnership effort with state agencies and national conservation organizations and has become one of the most important sources of information on fish and wildlife-related recreation in the United States. The Survey collects information on participation and expenditures for hunting, fishing, and wildlife-watching activities such as observing, feeding, and photographing wildlife.

The advance release of preliminary survey results is an effort to make the data available as soon as possible. Please note that the data are subject to revision.

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Foreword

The 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation is the twelfth in a series of surveys that have been conducted every five years since 1955. The purpose of the Survey is to collect and report information on the number of people who fished, hunted, and wildlife watched, the extent of their activity, and the money they spent on their activities in 2011.

The Survey is conducted at the request of State wildlife management agencies through the Association of Fish and Wildlife Agencies, and is coordinated by the U.S. Fish and Wildlife Service. Funding comes from the Multistate Conservation Grant Programs authorized by the Wildlife and Sport Fish Restoration Programs Improvement Act of 2000. The Survey was developed with assistance from representatives of State agencies, national conservation organizations, and related industries.

Results are based on data collected by the U.S. Census Bureau. The Census Bureau contacted 48,627 households for interviews. Samples of 16,371 potential anglers and hunters and 13,861 potential wildlife watchers were selected from those households to be interviewed in detail about their participation and expenditures. The Census Bureau conducted detailed interviews in three different waves, which began in April and September of 2011 and January of 2012. Interviews were completed in May 2012.

The survey methodology used in 2011 was similar to that used for the 2006, 2001, 1996, and 1991 Surveys, so the estimates are comparable.

An outlier analysis was done on the special equipment and land ownership expenditure data. A purchase was flagged it if was over $60,000. If the item was reported by more than one household member or double-reported by a respondent, it was deleted. Also, if the respondent's income level was not high enough to support such a purchase it was assumed the respondent gave us the total value of their recreation equipment instead of the amount spent that year, and the amount was deleted. Twenty-six expenditure items were deleted.

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Preliminary Report

In 2011 90.1 million Americans, 38% of the U.S. population 16 years old and older, enjoyed some form of fishing, hunting or wildlife-associated recreation. Outdoor recreation is a huge contributor to our nation's economy. Expenditures by hunters, anglers and wildlife-recreationists were $145.0 billion. This equates to 1% of gross domestic product; meaning one out of every one hundred dollars of all goods and services produced in the U.S. is due to wildlife-related recreation.

Almost 37.4 million Americans participated in fishing, hunting or both sports in 2011. These sportsmen and women spent $43.2 billion on equipment, $32.2 billion on trips, and $14.6 billion on licenses and fees, membership dues and contributions, land leasing and ownership, and plantings for hunting. On average, each sportsperson spent $2,407 in 2011.

Although the Survey focuses on collecting information on people 16 years of age and older who participated in wildlife-related recreation in 2011, it does include some information on 6 to 15-year-olds. Data available from the FHWAR Survey screen reveals 1.8 million 6 to 15 year olds hunted, 8.5 million fished, and 11.7 million watched wildlife.

The Survey measures the number of people who participated in wildlife-related recreation in 2011 and is not intended to reflect the total number of wildlife-related recreationists in the U.S. Many individuals can be considered hunters and anglers even though they did not participate in 2011.

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Fishing

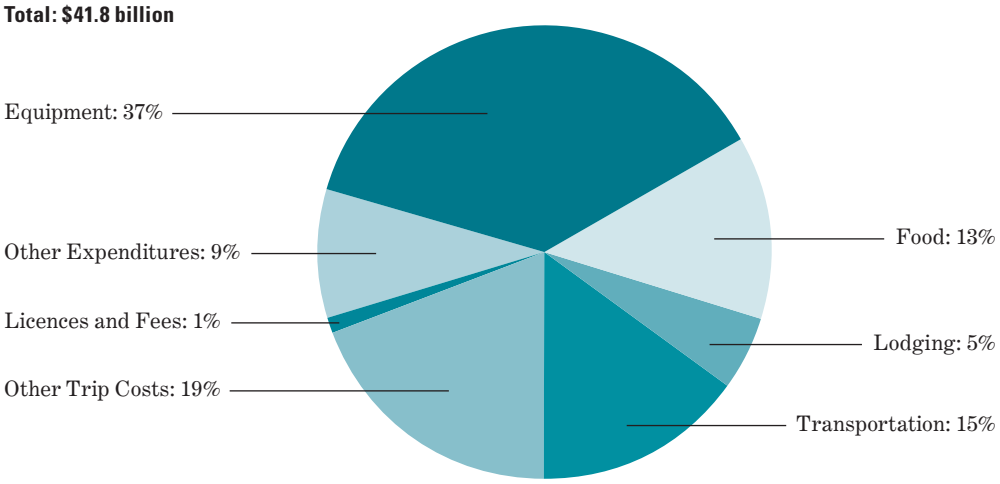
As one of the most popular outdoor recreational activities in the United States, fishing attracted 33.1 million individuals 16 years old and older in 2011. These anglers spent an average of 17 days fishing. Freshwater, excluding Great Lakes, fishing was the most popular type of fishing with 27.1 million anglers devoting 443 million days to the sport. Great Lakes and saltwater fishing were also popular with 1.7 million and 8.9 million anglers, respectively.

Anglers spent $41.8 billion on trips, equipment, licenses, and other items to support their fishing activities in 2011. The average expenditure per angler was $1,261. Trip-related spending on food, lodging, transportation and other trip costs totaled $21.8 billion, which is 52% of all angler spending. Spending on equipment was $15.5 billion and comprised 37% of spending. Magazines, membership dues and contributions, licenses, and other fishing expenditures accounted for 11% at $4.5 billion.

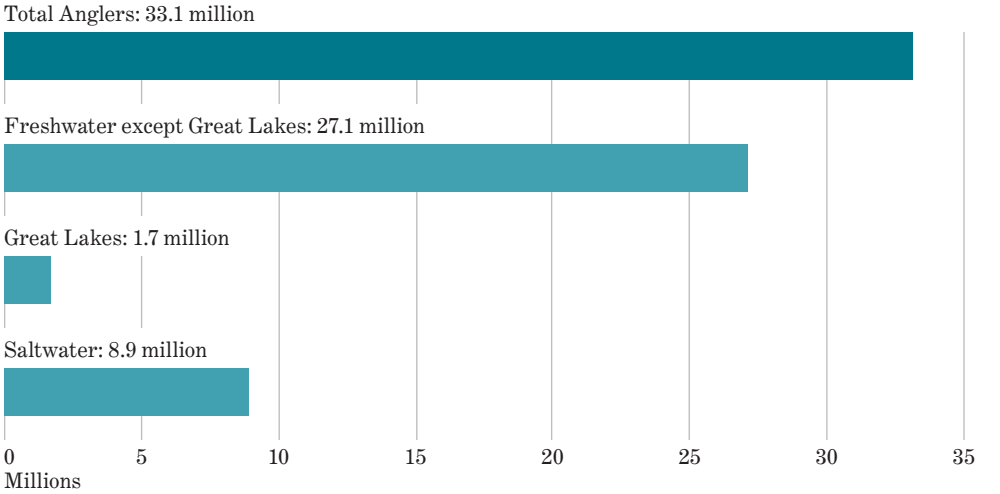
Comparing results from the 2011 FHWAR Survey with those of the 2006 Survey reveals the number of anglers increased 11%. The biggest increase was by Great Lakes anglers, a 17% increase in participation. The increases for saltwater and non-Great Lakes freshwater angling participation were 15% and 8%, respectively.

While participation in fishing increased from 2006 to 2011, total fishing-related expenditures declined 11%. Expenditures for fishing equipment such as rods, reels, poles, and tackle did not decline, however. All pre-2011 expenditures in this report were adjusted to be in 2011 dollars.

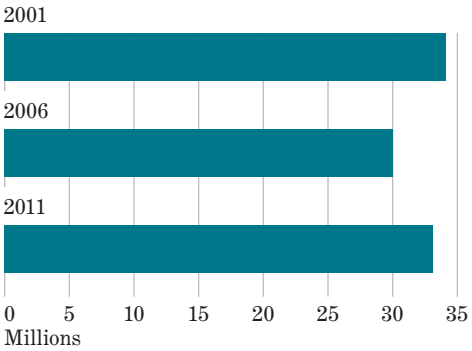
Fishing Expenditures: 2011



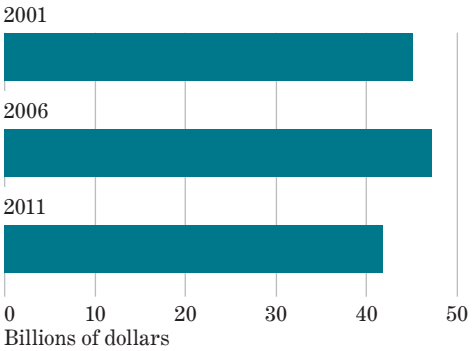
Total Anglers and Anglers by Water Type: 2011



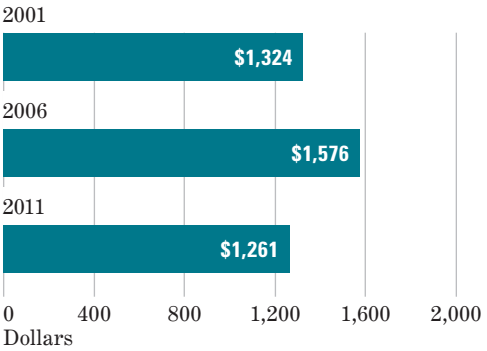
Anglers: 2001–2011



Angler Expenditures: 2001–2011



Average Angler Expenditures: 2001–2011



Comparing the 2001 and 2011 Survey estimates reveals no statistically significant change[1] in the number of anglers. Overall spending declined 7%. The category of spending that experienced the greatest decrease (–44%) was special equipment, which are big-ticket items such as boats and recreational vehicles. Expenditures for fishing equipment did not change, similar to the 2006–2011 trend.

Hunting

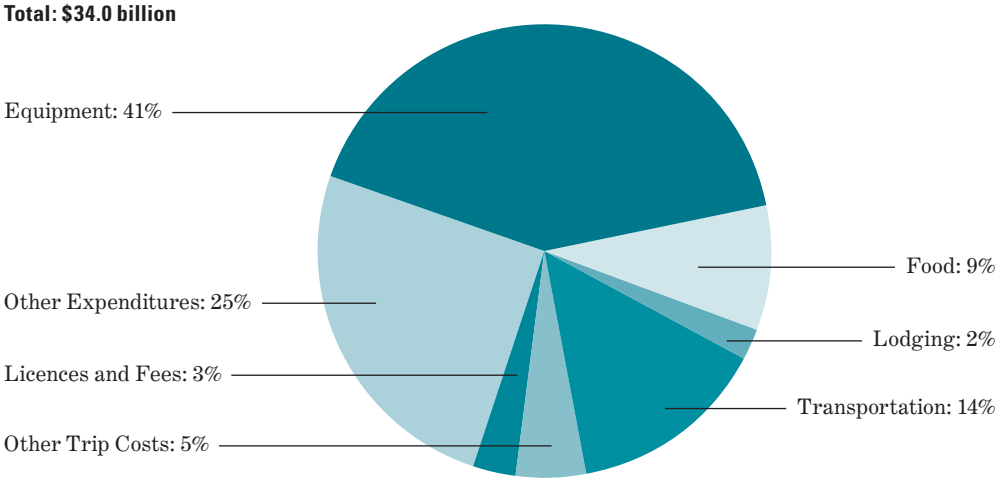
In 2011 13.7 million people, 6% of the U.S. population 16 years old and older, went hunting. Hunters in the U.S. spent an average of 21 days pursuing wild game. Big game like elk, deer and wild turkey attracted 11.6 million hunters (85%) who spent 212 million days afield. Over 4.5 million (33%) pursued small game including squirrels, rabbits, quails, and pheasants on 51 million days. Migratory birds, such as geese, ducks and doves, attracted 2.6 million hunters (19%) who spent 23 million days hunting. Hunting for other animals such as coyotes, groundhogs and raccoons attracted 2.2 million hunters (16%) who spent 34 million days afield.

Hunters spent $34.0 billion on trips, equipment, licenses, and other items to support their hunting activities in 2011. The average expenditure per hunter was $2,484. Total trip-related expenditures comprised 31% of all spending at $10.4 billion. Other expenditures, such as licenses, stamps, land leasing and ownership, and plantings totaled

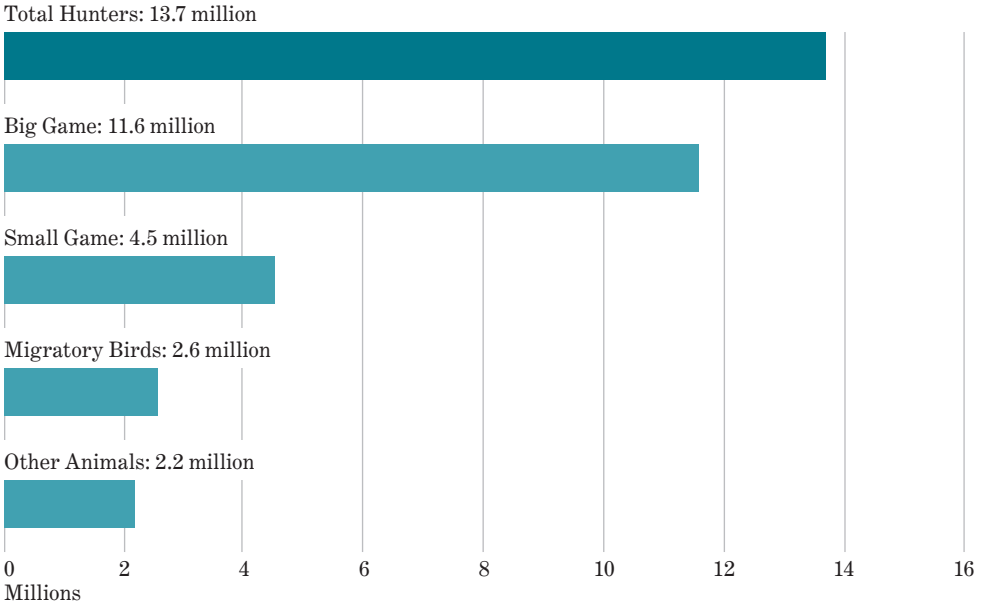
[1] Changes are judged to be significant if they are at the 95% level. This means that for 95% of all possible samples, the estimate for one survey year cannot be shown to be different from the estimate for the other survey year. Approximate standard errors were used.

Hunting Expenditures: 2011

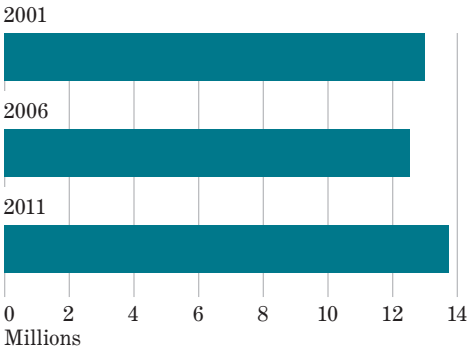
Total: $34.0 billion



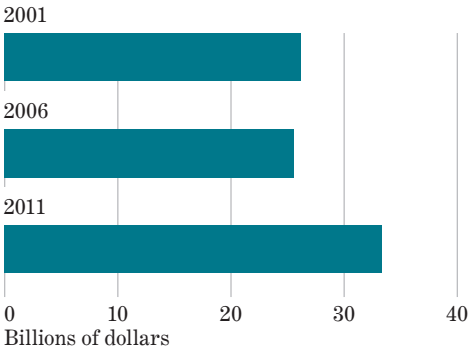
Total Hunters and Type of Hunting: 2011



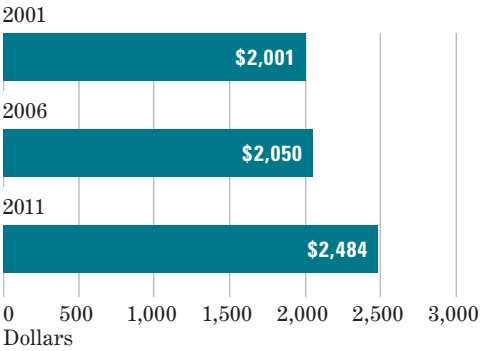
Hunters: 2001–2011



Hunter Expenditures: 2001–2011



Average Hunter Expenditures: 2001–2011



$9.6 billion, 28% of all spending. Spending on equipment such as guns, camping equipment, and 4-wheel drives comprised 41% of spending with $14.0 billion.

Overall hunting participation increased 9% from 2006 to 2011. The numbers of big game hunters rose 8%, migratory bird hunters increased 13%, and hunters seeking other animals increased by 92%. The number of small game hunters declined 6%, which is not statistically significant.

Total hunting-related spending increased between 2006 and 2011. There was a 30% increase over the five-year period. Purchases of hunting equipment such as guns, decoys, and ammunition increased 29%. The category with the biggest increase was land leasing and ownership with 50%. Trip-related spending was up 39%.

The 10-year comparison of the 2001 and 2011 Surveys shows an increase in both the number of hunters and their expenditures. Overall participation was up 5% over the time period. Big game hunting increased 6%. Small game and migratory bird hunting had declines of 17% and 13%, respectively. Other animal hunting increased 107%. Total hunting expenditures increased 27%. Expenditures for hunting equipment, such as firearms, ammunition, and archery equipment, increased 33%.

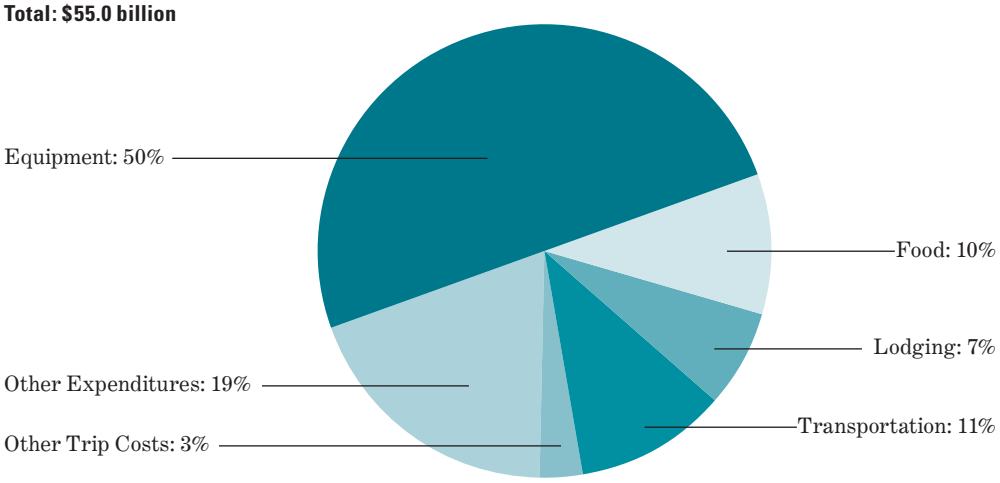
Wildlife Watching

Wildlife watching is a favorite pastime for millions in the U.S. Nearly 71.8 million people 16 years old and older fed, photographed, and observed wildlife in 2011. They spent $55.0 billion on their activities. The Survey defines wildlife watching as participants either taking a "special interest" in wildlife around their homes or taking a trip for the "primary purpose" of wildlife watching. Wildlife-watching activities such as incidentally observing wildlife while gardening are not included.

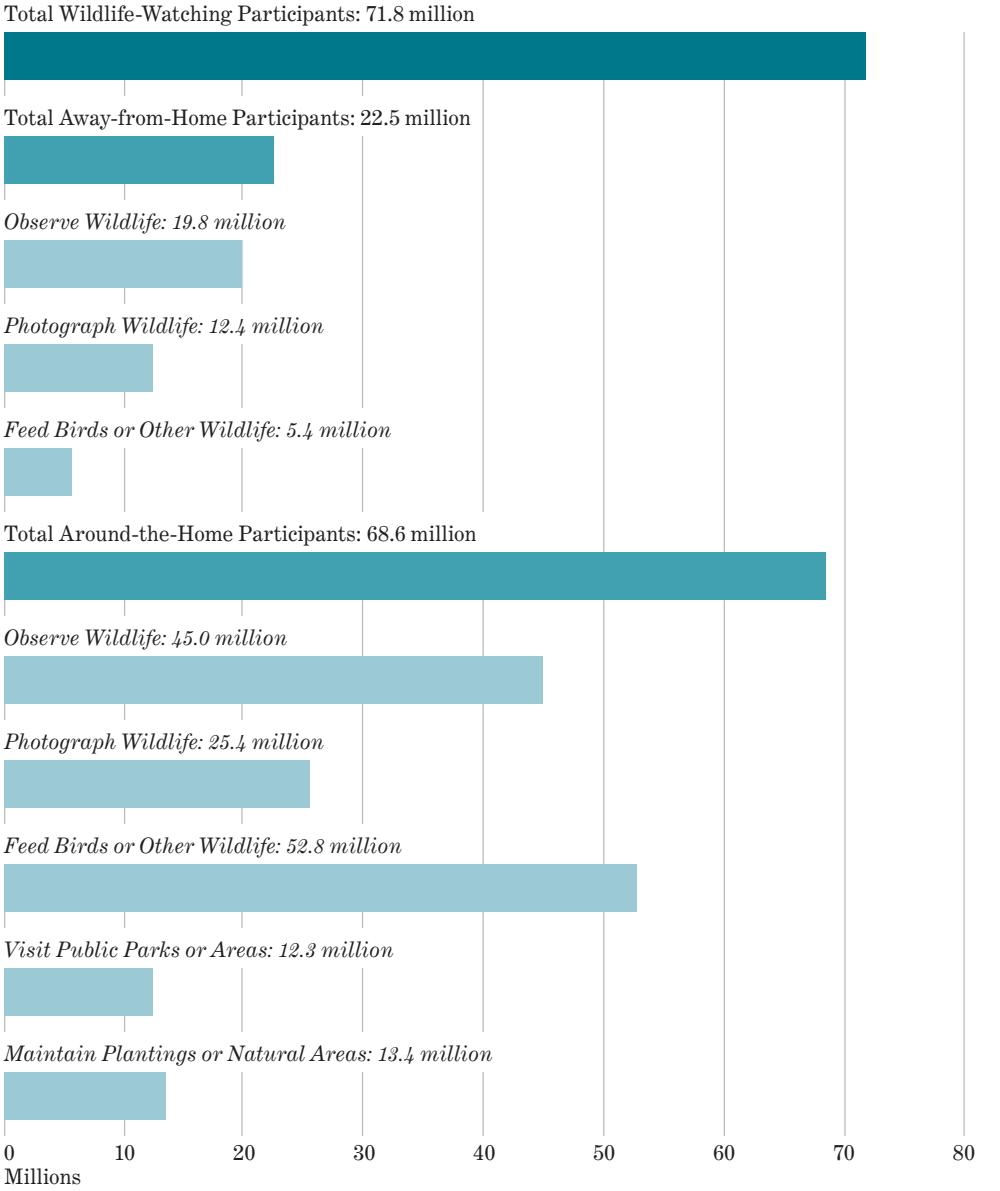
Of the 71.8 million people who engaged in wildlife watching in 2011, 22.5 million (31%) participated by taking trips away from home and 68.6 million (96%) participated around their home. Away-from-home participants are defined as those who travel a mile or more from home to engage in wildlife watching, and around-the-home participants are those who wildlife watch less than a mile of home.

Wildlife Watching Expenditures: 2011

Total: $55.0 billion



Total Wildlife Watchers and Type of Participants: 2011



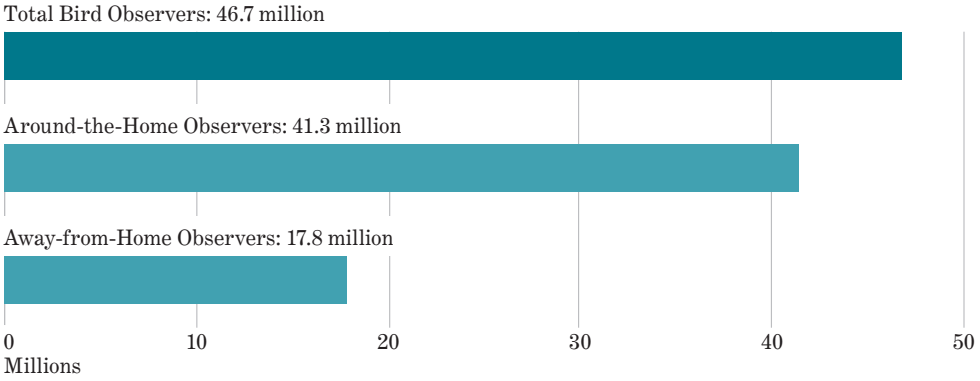
Nearly all people who wildlife watched did so around the home. For the 68.6 million around-the-home participants, feeding wildlife was the most popular activity. Over 52.8 million individuals, 74% of all wildlife watchers, fed wildlife around their home. Over 45.0 million people (63%) observed wildlife and 25.4 million (35%) photographed wildlife around their home. Over 12.3 million (17%) visited parks or natural areas to view wildlife and 13.4 million (19%) maintained plantings or natural areas for the benefit of wildlife within a mile of their home.

About a third of all wildlife watchers took trips a mile or more from home to observe, photograph, or feed wildlife. Observing wildlife was the most popular activity, with 19.8 million participants, 88% of all away-from-home wildlife watchers. Almost 12.4 million people (55%) photographed fish and wildlife away from home; 5.4 million (24%) enjoyed feeding wildlife while on trips.

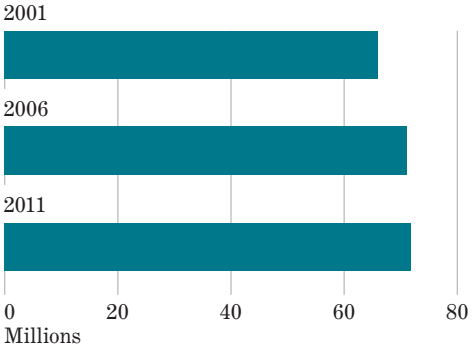
Comparing the 2011 Survey with the two previous surveys shows no significant change from 2006 to 2011 and a 9% increase from 2001 to 2011 in overall wildlife-watching participation. From 2006 to 2011 there was no change in the number of participants for either around-the-home or away-from-home wildlife watching. From 2001 to 2011 the number of around-the-home participants increased by 9% while there was no significant change in the number of away-from-home participants.

Overall expenditures pursuant to wildlife watching increased 7% from 2006 to 2011 and 13% from 2001 to 2011. The amount of trip-related expenditures from 2006 to 2011 increased 20% and 67% from 2001 to 2011. From 2006 to 2011 spending for wildlife-watching and special equipment did not change significantly.

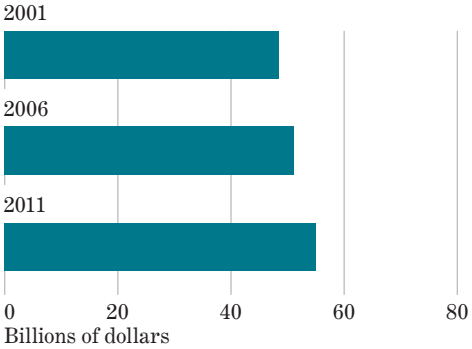
Bird Observers: 2011



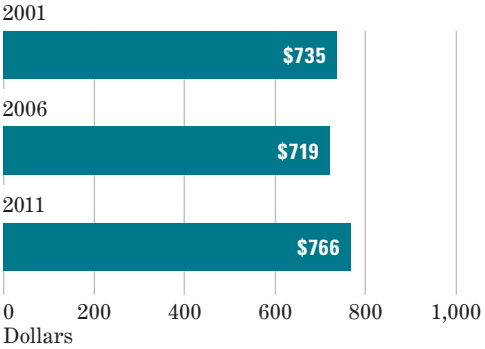
Wildlife Watchers: 2001–2011



Wildlife Watcher Expenditures: 2001–2011



Average Wildlife Watcher Expenditures: 2001–2011



Summary

With more than 90.1 million Americans 16 years of age and older participating in 2011, wildlife-related recreation is clearly an important leisure activity in the U.S. An average of nearly four out of ten people you meet will participate in some type of wildlife recreation. By comparison, there were 36 million recreational runners in 2009.

Wildlife recreation is not only an important leisure activity but it is also a catalyst for economic growth. Hunters, anglers and wildlife watchers spent $145.0 billion on wildlife-related recreation in 2011. This spending contributed to local economies throughout the country, which added to employment, raised economic output, and generated tax revenue.

The next report of preliminary findings will contain State data and will be available in August of 2012. This and future Survey reports will also be available on our web page at http://wsfrprograms.fws.gov/home.html.

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Table 1. Anglers and Hunters 16 Years Old and Older, Days of Participation, and Trips by Type of Fishing and Hunting: 2011

	Participants		*Days of participation*		*Trips*	
Type of fishing and hunting	*Number*	*Percent*	*Number*	*Percent*	*Number*	*Percent*
Total Sportspersons	**37,397**	**100**	**835,725**	**100**	**711,645**	**100**
Fishing						
Total, all fishing	**33,112**	**100**	**553,841**	**100**	**455,005**	**100**
Total, all freshwater	27,547	83	455,862	82	368,805	81
Freshwater, except Great Lakes	27,060	82	443,223	80	353,620	78
Great Lakes	1,665	5	19,661	4	15,185	3
Saltwater	8,889	27	99,474	18	86,200	19
Hunting						
Total, all hunting	**13,674**	**100**	**281,884**	**100**	**256,640**	**100**
Big game	11,570	85	212,116	75	167,320	65
Small game	4,506	33	50,884	18	43,135	17
Migratory bird	2,583	19	23,263	8	21,315	8
Other animals	2,168	16	34,434	12	24,869	10

Note: Detail does not add to total because of multiple responses.

Table 2. Summary of Expenditures for Fishing and Hunting: 2011
(Population 16 years old and older.)

	Expenditures		*Spenders*		
Expenditure Item	*Amount (thousands of dollars)*	*Average per sportsperson (dollars)*[1]	*Number (thousands)*	*Percent of sportspersons*	*Average per spender (dollars)*[1]
Total, all items	**90,002,368**	**2,407**	**35,990**	**96**	**2,501**
Trip-Related Expenditures					
Total trip-related	**32,210,653**	**861**	**33,507**	**90**	**961**
Food and lodging, total	11,592,622	310	29,048	78	399
Food	8,653,068	231	28,773	77	301
Lodging	2,939,554	79	7,422	20	396
Transportation, total	11,029,451	295	29,691	79	371
Public	1,107,975	30	2,760	7	401
Private	9,921,476	265	28,843	77	344
Other trip costs[2]	9,588,580	256	26,804	72	358
Equipment Expenditures					
Fishing equipment	6,179,132	165	21,920	59	282
Hunting equipment	8,182,297	219	11,585	31	706
Auxiliary equipment[3]	3,736,648	100	11,198	30	334
Special equipment[4]	25,129,326	672	3,990	11	6,298
Other Expenditures					
Magazines, books, DVDs	319,781	9	6,053	16	53
Membership dues and contributions	1,122,787	30	5,394	14	208
Land leasing and ownership	10,832,158	290	2,935	8	3,691
Licenses, stamps, tags, and permits	1,586,985	42	24,099	64	66
Plantings (for hunting)	702,601	19	1,273	3	552

1 Average expenditures are annual estimates.
2 Other trip costs include guide fees, pack trip or package fees, public and private land use fees, equipment rental, boating costs (which include launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel), bait, ice, and heating and cooking fuel.
3 Auxiliary equipment includes camping equipment, binoculars, special fishing and hunting clothing, processing and taxidermy costs, foul weather gear, boots, waders, field glasses, telescopes, and electronic equipment such as a GPS device.
4 Special equipment includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.
Note: Detail does not add to total because of multiple responses. Detail in subsequent Preliminary Tables may not add to totals shown here because of nonresponse to individual questions.

Table 3. Expenditures for Fishing: 2011
(Population 16 years old and older.)

Expenditure Item	Expenditures: Amount (thousands of dollars)	Expenditures: Average per angler (dollars)[1]	Spenders: Number (thousands)	Spenders: Percent of anglers	Spenders: Average per spender (dollars)[1]
Total, all items	**41,769,129**	**1,261**	**30,289**	**91**	**1,379**
Trip-Related Expenditures					
Total trip-related	**21,789,465**	**658**	**29,309**	**89**	**743**
Food and lodging, total	7,711,318	233	25,158	76	307
Food	5,435,208	164	24,891	75	218
Lodging	2,276,110	69	5,983	18	380
Transportation, total	6,261,536	189	25,293	76	248
Public	803,771	24	2,222	7	362
Private	5,457,766	165	24,504	74	223
Other trip costs, total	7,816,610	236	25,143	76	311
Guide fees, pack trip or package fees	1,102,375	33	2,946	9	374
Public land use fees	237,887	7	4,190	13	57
Private land use fees	243,705	7	1,744	5	140
Equipment rental	245,547	7	1,872	6	131
Boating costs[2]	3,815,819	115	7,929	24	481
Bait	1,497,445	45	19,717	60	76
Ice	509,494	15	13,400	40	38
Heating and cooking fuel	164,337	5	3,810	12	43
Equipment Expenditures					
Fishing equipment, total	**6,141,895**	**185**	**21,527**	**65**	**285**
Rods, reels, poles, and rodmaking components	2,366,774	71	10,651	32	222
Lines and leaders	593,398	18	13,756	42	43
Artificial lures, flies, baits, and dressing for flies or lines	1,169,092	35	15,560	47	75
Hooks, sinkers, swivels, and other items attached to a line except lures and baits	628,600	19	16,496	50	38
Tackle boxes	141,789	4	4,271	13	33
Creels, stringers, fish bags, landing nets, and gaff hooks	131,515	4	3,655	11	36
Minnow traps, seines, and bait containers	81,008	2	3,172	10	26
Depth finders, fish finders, and other electronic fishing devices	469,849	14	938	3	501
Ice fishing equipment	241,328	7	637	2	379
Other fishing equipment	318,542	10	4,228	13	75
Auxiliary equipment, total	**1,106,865**	**33**	**4,420**	**13**	**250**
Camping equipment	385,633	12	1,976	6	195
Binoculars, field glasses, telescopes, etc.	85,522	3	410	1	208
Special fishing clothing, rubber boots, waders, and foul weather gear	318,382	10	2,472	7	129
Processing and taxidermy costs	82,766	2	188	1	440
Other	234,562	7	720	2	326
Special equipment[3]	**8,257,673**	**249**	**2,296**	**7**	**3,596**
Other Expenditures					
Magazines, books, DVDs	108,308	3	2,483	8	44
Membership dues and contributions	321,990	10	1,728	5	186
Land leasing and ownership	3,442,243	104	924	3	3,724
Licenses, stamps, tags, and permits, total	600,690	18	17,166	52	35
Licenses	551,824	17	16,233	49	34
Stamps, tags, and permits	48,867	1	3,726	11	13

1 Average expenditures are annual estimates.
2 Boating costs include launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.
3 Special equipment includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.
Note: Detail does not add to total because of multiple responses.

Table 4. Expenditures for Hunting: 2011
(Population 16 years old and older.)

Expenditure Item	Expenditures: Amount (thousands of dollars)	Expenditures: Average per hunter (dollars)[1]	Spenders: Number (thousands)	Spenders: Percent of hunters	Spenders: Average per spender (dollars)[1]
Total, all items	**33,962,667**	**2,484**	**13,364**	**98**	**2,541**
Trip-Related Expenditures					
Total trip-related	**10,421,189**	**762**	**11,914**	**87**	**875**
Food and lodging, total	3,881,304	284	10,289	75	377
Food	3,217,859	235	10,253	75	314
Lodging	663,444	49	1,881	14	353
Transportation, total	4,767,915	349	10,990	80	434
Public	304,204	22	648	5	469
Private	4,463,711	326	10,885	80	410
Other trip costs, total	1,771,970	130	4,581	34	387
Guide fees, pack trip or package fees	493,913	36	1,024	7	482
Public land use fees	40,447	3	709	5	57
Private land use fees	755,087	55	1,193	9	633
Equipment rental	62,747	5	490	4	128
Boating costs[2]	213,817	16	519	4	412
Heating and cooking fuel	205,959	15	2,817	21	73
Equipment Expenditures					
Hunting equipment, total	**7,738,324**	**566**	**10,400**	**76**	**744**
Firearms	3,050,322	223	3,007	22	1,015
Rifles	1,429,097	105	1,695	12	843
Shotguns	914,619	67	1,213	9	754
Muzzleloaders, primitive firearms	122,035	9	370	3	330
Pistols, handguns	584,570	43	901	7	649
Bows, arrows, archery equipment	934,847	68	2,829	21	331
Telescopic sights	530,655	39	1,748	13	304
Decoys and game calls	301,995	22	2,738	20	110
Ammunition	1,298,456	95	8,828	65	147
Hand loading equipment	199,019	15	1,262	9	158
Hunting dogs and associated costs	951,110	70	1,007	7	945
Other	471,920	35	3,125	23	151
Auxiliary equipment, total	**1,844,880**	**135**	**5,101**	**37**	**362**
Camping equipment	159,853	12	570	4	280
Binoculars, field glasses, telescopes, etc.	287,186	21	1,210	9	237
Special hunting clothing, rubber boots, waders, and foul weather gear	570,308	42	3,082	23	185
Processing and taxidermy costs	672,759	49	2,055	15	327
Other	154,774	11	619	5	250
Special equipment[3]	**4,389,286**	**321**	**613**	**4**	**7,159**
Other Expenditures					
Magazines, books, DVDs	107,272	8	1,934	14	55
Membership dues and contributions	382,817	28	1,885	14	203
Land leasing and ownership	7,389,915	540	2,279	17	3,242
Licenses, stamps, tags, and permits, total	986,385	72	10,214	75	97
Licenses	786,227	57	9,746	71	81
Federal duck stamps	33,094	2	2,206	16	15
Stamps, tags, and permits	167,064	12	3,554	26	47
Plantings	702,601	51	1,273	9	552

1 Average expenditures are annual estimates.
2 Boating costs include launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.
3 Special equipment includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.
Note: Detail does not add to total because of multiple responses.

Table 5. Wildlife-Watching Participants by Type of Activity: 2011
(Population 16 years old and older. Numbers in thousands.)

Activity	*Number*	*Percent*
Total participants	**71,776**	**100**
Away from home	22,496	31
Observe wildlife	19,808	28
Photograph wildlife	12,354	17
Feed wildlife	5,399	8
Around the home	68,598	96
Observe wildlife	45,046	63
Photograph wildlife	25,370	35
Feed wildlife	52,817	74
Visit parks or natural areas[1]	12,311	17
Maintain plantings or natural areas	13,399	19

1 Includes visits only to parks or natural areas within one mile of home.
Note: Detail does not add to total because of multiple responses.

Table 6. Away-From-Home Wildlife Watchers by Wildlife Observed, Photographed, or Fed and Place in the U.S.: 2011
(Population 16 years old and older. Numbers in thousands.)

			Participation by place					
	Total participants		*Total*		*In state of residence*		*In other states*	
Wildlife observed, photographed, or fed	*Number*	*Percent*	*Number*	*Percent*	*Number*	*Percent*	*Number*	*Percent*
Total, all wildlife	**22,496**	**100**	**22,496**	**100**	**18,529**	**82**	**6769**	**30**
Total birds	18,924	84	18,924	100	16,037	85	6257	33
Songbirds (cardinals, robins, etc.)	12,120	54	12,120	100	10,616	88	3356	28
Birds of prey (hawks, eagles, etc.)	12,890	57	12,890	100	10,990	85	3917	30
Waterfowl (ducks, geese, etc.)	13,333	59	13,333	100	11,081	83	4231	32
Other water birds (shorebirds, herons, cranes, etc.)	10,606	47	10,606	100	8,509	80	3483	33
Other birds (pheasants, turkeys, road runners, etc.)	6,857	30	6,857	100	5,770	84	1790	26
Total land mammals	13,653	61	13,653	100	11,743	86	4180	31
Large land mammals (deer, bear, etc.)	10,369	46	10,369	100	8,702	84	3045	29
Small land mammals (squirrel, prairie dog, etc.)	10,299	46	10,299	100	8,758	85	3299	32
Fish (salmon, shark, etc.)	6,358	28	6,358	100	4,964	78	2075	33
Marine mammals (whales, dolphins, etc.)	4,008	18	4,008	100	2,325	58	1864	47
Other wildlife (turtles, butterflies, etc.)	10,113	45	10,113	100	8,602	85	2865	28

Note: Detail does not add to total because of multiple responses. Column showing percent of total participants is based on the "Total, all wildlife" Numbers. Participation by place percent columns are based on the total Numbers of participants for each type of wildlife.

Table 7. Wild Bird Observers and Days of Observation: 2011
(Population 16 years old and older. Numbers in thousands.)

Observers and days of observation	*Number*	*Percent*
Observers		
Total bird observers	**46,741**	**100**
Around-the-home observers	41,346	88
Away-from-home observers	17,818	38
Days		
Total days observing birds	**5,161,909**	**100**
Around the home	4,923,873	95
Away from home	238,036	5

Note: Detail does not add to total because of multiple responses.

Table 8. Expenditures for Wildlife Watching: 2011
(Population 16 years old and older.)

Expenditure Item	Expenditures (thousands of dollars)	Spenders: Number (thousands)	Spenders: Percent of wildlife-watching participants[1]	Spenders: Average per spender (dollars)[2]
Total, all items[3]	**54,961,547**	**55,980**	**78**	**982**
Trip-Related Expenditures				
Total trip-related	**17,274,675**	**19,905**	**88**	**868**
Food and lodging, total	9,349,439	17,017	76	549
Food	5,465,019	16,740	74	326
Lodging	3,884,420	6,851	30	567
Transportation, total	6,006,860	18,647	83	322
Public	2,521,247	3,029	13	832
Private	3,485,613	17,768	79	196
Other trip costs, total	1,918,376	9,359	42	205
Guide fees, pack trip or package fees	775,074	2,037	9	380
Public land use fees	239,021	6,212	28	38
Private land use fees	113,207	1,093	5	104
Equipment rental	141,017	1,485	7	95
Boating costs[4]	547,875	1,366	6	401
Heating and cooking fuel	102,182	2,302	10	44
Equipment and Other Expenses				
Total	**37,686,872**	**52,584**	**73**	**717**
Wildlife-watching equipment, total	11,323,179	47,951	67	236
Binoculars, spotting scopes	918,567	5,057	7	182
Cameras, video cameras, special lenses, and other photographic equipment	2,799,579	8,307	12	337
Film and photo processing	528,057	5,742	8	92
Bird food, total	4,068,161	36,956	51	110
Commercially prepared and packaged wild bird food	3,133,968	34,263	48	91
Other bulk foods used to feed wild birds	934,194	13,271	18	70
Feed for other wildlife	1,012,964	9,987	14	101
Nest boxes, bird houses, feeders, baths	969,708	19,181	27	51
Day packs, carrying cases, and special clothing	855,196	6,483	9	132
Other wildlife-watching equipment (such as field guides and maps)	170,946	4,847	7	35
Auxiliary equipment, total	1,555,374	6,445	9	241
Tents, tarps	289,781	2,964	4	98
Frame packs and backpacking equipment	216,231	1,976	3	109
Other camping equipment	294,173	2,472	3	119
Other auxiliary equipment (such as blinds and GPS devices)	755,188	2,008	3	376
Special equipment, total	14,343,643	2,219	3	6,465
Off-the-road vehicle	6,475,469	486	1	13,326
Travel or tent trailer, pickup, camper, van, motor home, house trailer, recreational vehicle (RV)	5,868,982	518	1	11,331
Boats, boat accessories	1,703,305	1,175	2	1,449
Cabins	...	...	...	...
Other	289,263	246	(Z)	1,175
Magazines, books, DVDs	420,395	8,480	12	50
Land leasing and ownership	5,676,794	1,233	2	4,603
Membership dues and contributions	2,163,568	10,756	15	201
Plantings	2,203,920	8,818	12	250

… Sample size too small (less than 10) to report data reliably. (Z) Less than 0.5 percent.

1 Percent of wildlife-watching participants column is based on away-from-home participants for trip-related expenditures. For equipment and other expenditures the percent of wildlife-watching participants is based on total participants.

2 Average expenditures are annual estimates.

3 Information on trip-related expenditures was collected for away-from-home participants only. Equipment and other expenditures are based on information collected from both away-from-home and around-the-home participants.

4 Boating costs include launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 9. Comparison of Wildlife-Related Recreation Participation: 2006 and 2011
(U.S. population 16 years old and older. Number in thousands.)

	2006		*2011*		
Type of Participation	*Number*	*Percent*	*Number*	*Percent*	*2006–2011 % Change**
Total Sportspersons	**33,916**	**100**	**37,397**	**100**	**10%**
Anglers, Total	**29,952**	**100**	**33,112**	**100**	**11%**
All freshwater	25,431	85	27,547	83	8%
Freshwater, except GL	25,035	84	27,060	82	8%
Great Lakes	1,420	5	1,665	5	17%
Saltwater	7,717	26	8,889	27	15%
Hunters, Total	**12,510**	**100**	**13,674**	**100**	**9%**
Big game	10,682	85	11,570	85	8%
Small game	4,797	38	4,506	33	–6%
Migratory bird	2,293	18	2,583	19	13%
Other animal	1,128	9	2,168	16	92%
Wildlife-Watching Participants, Total	**71,132**	**100**	**71,776**	**100**	**1%**
Around-the-Home	67,756	95	68,598	96	1%
Away-from-Home	22,977	32	22,496	31	–2%

Note: Detail does not add to total because of multiple responses and nonresponse.
**Not tested for significance level. Standard errors were not available at the time of printing.*

Table 10. Comparison of Wildlife-Related Recreation Participation: 2001 and 2011
(U.S. population 16 years old and older. Number in thousands.)

	2001		*2011*		
Type of Participation	*Number*	*Percent*	*Number*	*Percent*	*2001–2011 % Change**
Total Sportspersons	**37,805**	**100**	**37,397**	**100**	**–1%**
Anglers, Total	**34,067**	**100**	**33,112**	**100**	**–3%**
All freshwater	28,439	83	27,547	83	–3%
Freshwater, except GL	27,913	82	27,060	82	–3%
Great Lakes	1,847	5	1,665	5	–10%
Saltwater	9,051	26	8,889	27	–2%
Hunters, Total	**13,034**	**100**	**13,674**	**100**	**5%**
Big game	10,911	84	11,570	85	6%
Small game	5,434	42	4,506	33	–17%
Migratory bird	2,956	23	2,583	19	–13%
Other animal	1,047	8	2,168	16	107%
Wildlife-Watching Participants, Total	**66,105**	**100**	**71,776**	**100**	**9%**
Around-the-Home	62,928	95	68,598	96	9%
Away-from-Home	21,823	33	22,496	31	3%

Note: Detail does not add to total because of multiple responses and nonresponse.
**Not tested for significance level. Standard errors were not available at the time of printing.*

Table 11. Comparision of Wildlife-Related Recreation Expenditures, 2006 and 2011
(U.S. population 16 years old and older. Dollars in thousands.)

Activity and Type of Expenditure	*2006*		*2011*		*2006–2011*
	Dollars	*Percent*	*Dollars*	*Percent*	*% Change**
Total Sportsperson	**85,848,030**	**100**	**89,299,767**	**100**	**4%**
Fishing, Total	**47,052,459**	**100**	**41,769,129**	**100**	**–11%**
Trip-Related	20,023,987	41	21,789,465	52	9%
Equipment	21,008,254	51	15,506,433	37	–26%
Fishing equipment	5,972,289	14	6,141,895	15	3%
Auxiliary equipment	872,189	3	1,106,865	3	27%
Special equipment	14,163,776	34	8,257,673	20	–42%
Other	6,020,218	9	4,473,231	11	–26%
Hunting, Total	**25,640,335**	**100**	**33,260,066**	**100**	**30%**
Trip-Related	7,480,048	25	10,421,189	31	39%
Equipment	12,019,281	55	13,972,490	42	16%
Hunting equipment	6,010,320	27	7,738,324	23	29%
Auxiliary equipment	1,489,842	6	1,844,880	6	24%
Special equipment	4,519,119	22	4,389,286	13	–3%
Other	6,141,006	20	8,866,389	27	44%
Wildlife Watching, Total	**51,133,555**	**100**	**54,961,547**	**100**	**7%**
Trip-Related	14,420,170	32	17,274,675	31	20%
Equipment	25,954,939	57	27,222,196	50	5%
Wildlife-Watching equipment	11,054,094	28	11,323,179	21	2%
Auxiliary equipment	1,157,027	3	1,555,374	3	34%
Special equipment	13,743,818	26	14,343,643	26	4%
Other	10,758,446	11	10,464,677	19	–3%

Note: 2011's expenditures do not include plantings for hunting, since that item was not asked in 2006.
**Not tested for significance level. Standard errors were not available at the time of printing.*
Note: 2006 estimates in 2011 dollars.

Table 12. Comparison of Wildlife-Related Recreation Expenditures: 2001 and 2011
(U.S. population 16 years old and older. Dollars in thousands.)

Activity and Type of Expenditure	*2001*		*2011*		*2001–2011*
	Dollars	*Percent*	*Dollars*	*Percent*	*% Change**
Total Sportsperson	**89,212,543**	**100**	**89,299,767**	**100**	**0%**
Fishing, Total	**45,427,422**	**100**	**41,769,129**	**100**	**–8%**
Trip-Related	18,684,876	41	21,789,465	52	17%
Equipment	21,626,728	48	15,506,433	37	–28%
Fishing equipment	5,886,975	13	6,141,895	15	4%
Auxiliary equipment	919,262	2	1,106,865	3	20%
Special equipment	14,820,490	33	8,257,673	20	–44%
Other	5,115,817	11	4,473,231	11	–13%
Hunting, Total	**26,276,913**	**100**	**33,260,066**	**100**	**27%**
Trip-Related	6,696,252	25	10,421,189	31	56%
Equipment	13,209,829	50	13,972,490	42	6%
Hunting equipment	5,815,705	22	7,738,324	23	33%
Auxiliary equipment	1,533,502	6	1,844,880	6	20%
Special equipment	5,860,623	22	4,389,286	13	–25%
Other	6,370,831	24	8,866,389	27	39%
Wildlife Watching, Total	**48,974,477**	**100**	**54,961,547**	**100**	**12%**
Trip-Related	10,406,261	21	17,274,675	31	66%
Equipment	30,010,533	61	27,222,196	50	–9%
Wildlife-Watching equipment	9,375,556	19	11,323,179	21	21%
Auxiliary equipment	913,973	2	1,555,374	3	70%
Special equipment	19,721,004	40	14,343,643	26	–27%
Other	8,557,685	17	10,464,677	19	22%

Note: 2011's expenditures do not include plantings for hunting, since that item was not asked in 2001.
**Not tested for significance level. Standard errors were not available at the time of printing.*
Note: 2001 estimates in 2011 dollars.

U.S. Department of the Interior
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