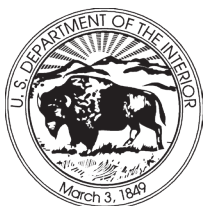


# 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation





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**U.S. Department of the Interior**  
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The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities. The mission of the Department's U.S. Fish and Wildlife Service is working with others to conserve, protect, and enhance fish, wildlife, and their habitats for the continuing benefit of the American people. The Service is responsible for national programs of vital importance to our natural resources, including administration of the Wildlife and Sport Fish Restoration Programs. These two programs provide financial assistance to the States for projects to enhance and protect fish and wildlife resources and to assure their availability to the public for recreational purposes. Multistate grants from these programs fund the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

### **Suggested Citation**

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# Foreword

When I was growing up, it was taken as a matter of faith that kids belonged outside. I grew up with 4 brothers, and during those long, hot Atlanta summers, it was common for our mom to holler, “You boys get outside, and don’t come back ‘til it’s dark.” It never occurred to me or my brothers to do anything else in our spare time but explore the world around us. The truth is, we had little else to do. But those experiences – waking up on frosty mornings and starting the campfire, scanning trees for a shot at a scampering gray squirrel in the dawn light, scouring creek beds for crawdads and other fishing bait, or simply of the fun we had tramping through the forest – shaped who I am, and drew me to a career in conservation.

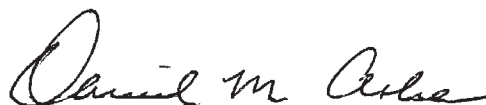
That’s why I’m excited by this 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. This report, the 12th in a series that began in 1955, documents a significant resurgence in the number of people embracing America’s Great Outdoors. Hunting participation has increased by 9 percent, while angling participation grew by 11 percent. Nearly 38 percent of Americans participated in wildlife-related recreation, an increase of 2.6 million participants from the 2006 Survey.

In addition, wildlife-related recreation is a major driver of the nation’s economy. The 2011 Survey estimates that Americans spent \$145 billion on related gear, trips, licenses, land acquisition or leases, and other purchases, representing about one percent of the nation’s gross domestic product. This spending creates thousands of jobs, supports countless local communities and provides vital funding for conservation.

This year marks the 75th anniversary of the Wildlife and Sport Fish Restoration Program, a cornerstone of wildlife conservation in the United States. Through excise taxes on firearms, ammunition, archery and angling equipment, the U.S. Fish and Wildlife Service has distributed over \$14 billion for State and territorial wildlife conservation programs.

This report would not have been possible without the combined efforts of state wildlife agencies – which provided financial support through the Multi-State Conservation Grant Programs – the Association of Fish and Wildlife Agencies and a number of major national conservation organizations. We also owe our gratitude to the thousands of survey respondents from households across America. Because of you, this Survey is the nation’s definitive wildlife-related recreation database and information source concerning participation and purchases associated with hunting, fishing and other forms of wildlife-associated recreation nationwide.

The Fish and Wildlife Service is dedicated to connecting people and families with nature. We are proud to celebrate the good news in this report, and we look forward to continuing progress as we work with the States, and all our partners and the public to help keep recreational fishing, hunting, and wildlife watching growing and going strong.



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

# Survey Background and Method

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (Survey) has been conducted since 1955 and is one of the oldest and most comprehensive continuing recreation surveys. The Survey collects information on the number of anglers, hunters, and wildlife watchers, how often they participate, and how much they spend on their activities in the United States.

Preparations for the 2011 Survey began in 2008 when the Association of Fish and Wildlife Agencies (AFWA) asked the Fish and Wildlife Service to coordinate the twelfth National Survey of wildlife-related recreation. Funding came from the Multistate Conservation Grant Programs, authorized by Wildlife and Sport Fish Restoration Acts, as amended.

Four regional technical committees were set up under the auspices of AFWA to ensure that State fish and wildlife agencies had an opportunity to participate in all phases of survey planning and design. The committees were made up of agency representatives.

We consulted with State and Federal agencies and nongovernmental organizations such as the American Sportfishing Association and National Shooting Sports Foundation to determine survey content. Other sportspersons' organizations and conservation

groups, industry representatives, and researchers also provided valuable advice.

Data collection for the Survey was carried out in two phases by the U.S. Census Bureau. The first phase was the screen which began in April 2011. During the screening phase, the Census Bureau interviewed a sample of 48,600 households nationwide, to determine who in the household had fished, hunted, or wildlife watched in 2010, and who had engaged or planned to engage in those activities in 2011. In most cases, one adult household member provided information for all members. The screen primarily covered 2010 activities while the next, more in-depth phase covered 2011 activities. For more information on the 2010 data, refer to Appendix B.

The second phase of data collection consisted of three detailed interview waves. The first wave began in April 2011 concurrent with the screen, the second in September 2011, and the last in January 2012. Interviews were conducted with samples of likely anglers, hunters, and wildlife watchers who were identified in the initial screening phase. Interviews were conducted primarily by telephone, with in-person interviews for respondents who could not be reached by phone. Respondents in the second survey phase were limited to those who were

at least 16 years old. Each respondent provided information pertaining only to his or her activities and expenditures. Sample sizes were designed to provide statistically reliable results at the state level. Altogether, interviews were completed for 11,330 anglers and hunters and 9,329 wildlife watchers. More detailed information on sampling procedures and response rates is found in Appendix D.

## Comparability With Previous Surveys

The 2011 Survey's questions and methodology were similar to those used in the 2006, 2001, 1996, and 1991 Surveys. Therefore, the estimates are comparable.

The methodology for these Surveys differs significantly from the 1955 to 1985 Surveys, so these estimates are not directly comparable to those of earlier surveys. Changes in methodology included reducing the recall period over which respondents had to report their activities and expenditures. Previous Surveys used a 12-month recall period which resulted in greater reporting bias. Research found that the amount of activity and expenditures reported in 12-month recall surveys was overestimated in comparison with that reported using shorter recall periods.





A green-toned illustration depicting various outdoor activities in a forest setting. In the top left, a person sits on a log drinking from a can, with a small dog nearby. In the top right, a person stands holding a rifle, with a dog standing beside them. On the left, a person is shown archery. In the bottom left, two people are in a canoe on a body of water. In the center, two people are using binoculars. In the bottom right, a person is fishing. The background features rolling hills, mountains, trees, and butterflies. A dark horizontal band with the word 'Highlights' in a white script font is positioned across the middle of the image.

# *Highlights*

# Introduction

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation reports results from interviews with U.S. residents about their fishing, hunting, and wildlife watching. This report focuses on 2011 participation and expenditures of persons 16 years of age and older.

However, in addition to 2011 numbers, we also provide trend information in the Highlights sections and Appendix C of the report. The 2011 numbers reported can be compared with those in the 1991, 1996, 2001, and 2006 Survey reports because they used similar methodologies. However, the 2011 estimates should not be directly compared with results from Surveys conducted earlier than 1991 because of changes in methodology to improve accuracy.

The report also provides information on participation in wildlife-related recreation in 2010, particularly of persons 6 to 15 years of age. The 2010 information is provided in Appendix B. Information about the scope and coverage of the 2011 Survey can be found in Appendix D. The remainder of this section defines important terms used in the Survey.

## Wildlife-Related Recreation

Wildlife-related recreation is fishing, hunting, and wildlife-watching activities. These categories are not mutually exclusive because many individuals participated in more than one activity. Wildlife-related recreation is reported in two major categories: (1) fishing and hunting, and (2) wildlife watching, which includes observing, photographing, and feeding fish or wildlife.

## Fishing and Hunting

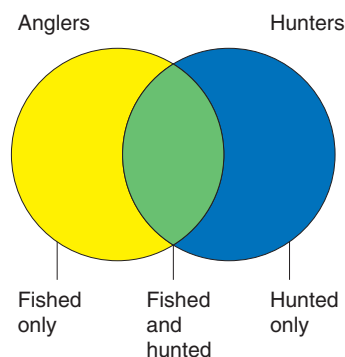
This Survey reports information about residents of the United States who fished or hunted in 2011, regardless of whether they were licensed. The fishing and hunting sections report information for three groups: (1) sportspersons, (2) anglers, and (3) hunters.

### Sportspersons

Sportspersons are those who fished or hunted. Individuals who fished or hunted commercially in 2011 are reported as sportspersons *only* if they also fished or hunted for recreation. The sportspersons group is composed of the three subgroups shown in the diagram below: (1) those that fished and hunted, (2) those that only fished, and (3) those that only hunted.

The total number of sportspersons is equal to the sum of people who only fished, only hunted, and both hunted and fished. It is not the sum of all anglers and all hunters because those people who both fished and hunted are included in both the angler and hunter population and would be incorrectly counted twice.

### Sportspersons



## Anglers

Anglers are sportspersons who only fished plus those who fished and hunted. Anglers include not only licensed hook and line anglers, but also those who have no license and those who use special methods such as fishing with spears. Three types of fishing are reported: (1) freshwater, excluding the Great Lakes, (2) Great Lakes, and (3) saltwater. Since many anglers participated in more than one type of fishing, the total number of anglers is less than the sum of the three types of fishing.

## Hunters

Hunters are sportspersons who only hunted plus those who hunted and fished. Hunters include not only licensed hunters using rifles and shotguns, but also those who have no license and those who engage in hunting with archery equipment, muzzleloaders, other primitive firearms, or pistols or handguns.

Four types of hunting are reported: (1) big game, (2) small game, (3) migratory bird, and (4) other animals. Since many hunters participated in more than one type of hunting, the sum of hunters for big game, small game, migratory bird, and other animals exceeds the total number of hunters.

## Wildlife Watchers

Since 1980, the National Survey has included information on wildlife-watching activities in addition to fishing and hunting. However, unlike the 1980 and 1985 Surveys, the National Surveys since 1991 have collected data only for those activities where the *primary* purpose was wildlife

watching (observing, photographing, or feeding wildlife).

The 2011 Survey uses a strict definition of wildlife watching. Participants must either take a “special interest” in wildlife around their homes or take a trip for the “primary purpose” of wildlife watching. Secondary wildlife watching, such as incidentally observing wildlife while pleasure driving, is not included.

Two types of wildlife-watching activity are reported: (1) away-from-home (formerly nonresidential) activities and (2) around-the-home (formerly residential) activities. Because some people participated in more than one type of wildlife watching, the sum of participants in each type will be greater than the total number of wildlife watchers. Only those engaged in activities whose

*primary* purpose was wildlife watching are included in the Survey. The two types of wildlife-watching activity are defined below.

### **Away-From-Home**

This group includes persons who took trips or outings of at least 1 mile from home for the primary purpose of observing, feeding, or photographing fish and wildlife. Trips to fish or hunt or scout and trips to zoos, circuses, aquariums, and museums are not considered wildlife-watching activities.

### **Around-The-Home**

This group includes those who participated within 1 mile of home and involves one or more of the following: (1) closely observing or trying to identify birds or other wildlife; (2) photo-

graphing wildlife; (3) feeding birds or other wildlife; (4) maintaining natural areas of at least 1/4 acre where benefit to wildlife is the primary concern; (5) maintaining plantings (shrubs, agricultural crops, etc.) where benefit to wildlife is the primary concern; or (6) visiting parks and natural areas within 1 mile of home for the primary purpose of observing, feeding, or photographing wildlife.

# Summary

The 2011 Survey revealed that over 90 million U.S. residents 16 years old and older participated in wildlife-related recreation. During that year, 33.1 million people fished, 13.7 million hunted, and 71.8 million participated in at least one type of wildlife-watching activity including observing, feeding, or photographing fish and other wildlife in the United States.

The focus of the National Survey is to estimate participation and expenditures of persons 16 years old and older in a single year. These estimates are based on data collected in the detailed phase of the 2011 Survey. They are comparable to the estimates of the 1991, 1996, 2001, and 2006 Surveys but not to earlier Surveys because of changes in methodology. A complete explanation is in Appendix C.

While the focus of the Survey is to estimate wildlife-related recreationists 16 years and older and their associated expenditures in a single year, information collected in the Survey screen can be used to estimate the number of anglers and hunters who were active over a five-year window of time. Because many do not participate every year, the following estimates may be more representative of the number of individuals considered to be anglers and hunters in the United States: 49.5 million individuals fished and 19.7 million hunted over the five-year period from 2007 to 2011.

The Survey screen also provides some information about 6- to 15-year olds' participation which was calculated by using data from the Survey screen. Assuming their proportions of participation were the same in 2011 as in 2010, the following estimates were calculated: Of the 6- to 15-year-olds in the U.S., 1.8 million hunted, 8.5 million fished, and 11.7 million wildlife

watched in 2011. More information about this age group is provided in Appendix B. For the rest of this report all information pertains to participants 16 years old and older, unless otherwise indicated.

There was a considerable overlap in activities among anglers, hunters, and wildlife watchers. In 2011, 69 percent of hunters also fished, and 28 percent of anglers hunted. In addition, 51 percent of anglers and 57 percent of hunters wildlife watched, while 29 percent of all wildlife watchers reported hunting and/or fishing during the year. Wildlife recreationists' avidity also is reflected in the \$144.7 billion they

spent in 2011 on their activities, which equated to 1 percent of the Gross Domestic Product. Of the total amount spent, \$49.5 billion was trip-related, \$70.4 billion was spent on equipment, and \$25.1 billion was spent on other items such as licenses and land leasing and ownership.

Sportspersons spent a total of \$89.8 billion in 2011—\$41.8 billion on fishing, \$33.7 billion on hunting, and \$14.3 billion on items used for both hunting and fishing. Wildlife watchers spent \$54.9 billion on their activities around the home and on trips away from home.

## Total Wildlife-Related Recreation

Participants . . . . .	90.1 million
Expenditures . . . . .	\$144.7 billion

### Sportspersons

Total participants* . . . . .	37.4 million
Anglers . . . . .	33.1 million
Hunters . . . . .	13.7 million

Total days . . . . .	836 million
Fishing . . . . .	554 million
Hunting . . . . .	282 million

Total expenditures . . . . .	\$89.8 billion
Fishing . . . . .	41.8 billion
Hunting . . . . .	33.7 billion
Unspecified . . . . .	14.3 billion

### Wildlife-watchers

Total participants** . . . . .	71.8 million
Around the home . . . . .	68.6 million
Away from home . . . . .	22.5 million

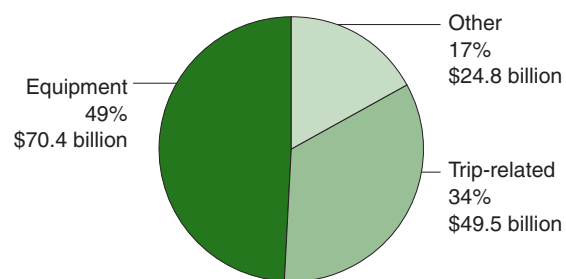
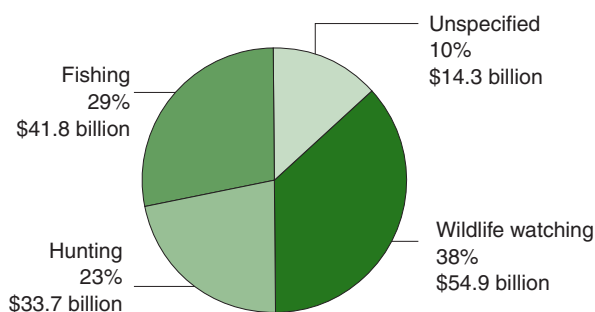
Total expenditures . . . . .	\$54.9 billion
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\* 9.4 million both fished and hunted.

\*\* 19.3 million wildlife watched both around the home and away from home.

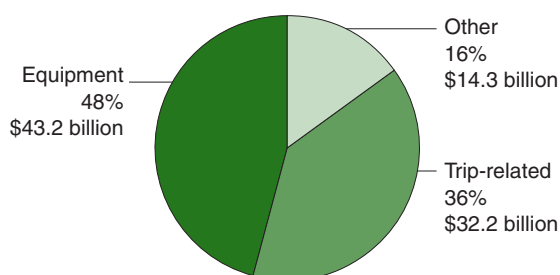
## Expenditures for Wildlife-Related Recreation

(Total expenditures: \$144.7 billion)



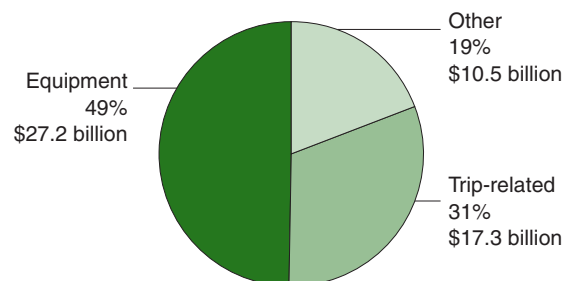
## Expenditures by Sportspersons

(Total expenditures: \$89.8 billion)



## Expenditures by Wildlife-Watching Participants

(Total expenditures: \$54.9 billion)



## Fishing and Hunting

In 2011, 37.4 million U.S. residents 16 years old and older went fishing and/or hunting. This includes 33.1 million who fished and 13.7 million who hunted—9.4 million both fished and hunted.

In 2011, expenditures by sportspersons totaled \$89.8 billion. Trip-related expenditures, including those for food, lodging, and transportation, were \$32.2 billion—36 percent of all fishing and hunting expenditures. Total equipment expenditures amounted to \$43.2 billion, 48 percent of the total. Other expenditures—magazines, membership dues, contributions, land leasing and ownership, and licenses, stamps, tags, and permits—accounted for \$14.3 billion, or 16 percent of all sportspersons' expenditures.

## Wildlife-Watching Recreation

Observing, feeding, or photographing wildlife was enjoyed by 71.8 million people 16 years old and older in 2011. Of this group, 22.5 million people took trips away from home for the purpose of enjoying wildlife, while 68.6 million stayed within a mile of home to participate in wildlife-watching activities.

In 2011, wildlife watchers spent \$54.9 billion. Trip-related expenses, including food, lodging, and transportation, totaled \$17.3 billion, 31 percent of all expenditures. A total of \$27.2 billion was spent on equipment, 49 percent of all wildlife-watching expenses. The remaining \$10.5 billion, 19 percent of the total, was spent on magazines, membership dues and contributions made to conservation or wildlife-related organizations, land leasing and owning, and plantings.

## 2006 and 2011 Comparison

A five-year comparison of estimates from 2006 to 2011 shows a 3 percent increase in the total number of people, 16 years of age and older, participating in wildlife recreation activities in the United States. The increase was primarily among those who fished and hunted.

Sportspersons rose from 33.9 million in 2006 to 37.4 million in 2011, and expenditures rose from \$85.5 billion (in 2011 dollars) in 2006 to \$89.8 billion in 2011.

In 2011, 33.1 million fished and 13.7 million hunted compared with 30.0 million who fished and 12.5 million who hunted in 2006. Although overall expenditures on fishing declined, expenditures for fishing equipment and trips were stable in 2011 compared to 2006. Expenditures for hunting



equipment (firearms, ammunition, archery equipment, etc.) increased by 17 percent and for trips by 40 percent. The increase in sportspersons' expenditures was largely due to trip-related expenses, which went up 18 percent.

Equipment expenditures went down 5 percent. From 2006 to 2011 the number of wildlife watchers and their expenditures did not change significantly.

### 2006–2011 Wildlife-Associated Recreation Comparison of Participants

(Numbers in thousands)

	2006		2011	
	Number	Percent	Number	Percent
<b>Total wildlife-related recreationists</b> . . . . .	<b>87,465</b>	<b>100</b>	<b>90,108</b>	<b>100</b>
<b>Total sportspersons</b> . . . . .	<b>33,916</b>	<b>39</b>	<b>37,397</b>	<b>42</b>
Anglers . . . . .	29,952	34	33,112	37
Hunters . . . . .	12,510	14	13,674	15
<b>Total wildlife-watching participants</b> . . . . .	<b>71,132</b>	<b>81</b>	<b>71,776</b>	<b>80</b>
Around the home . . . . .	67,756	77	68,598	76
Away from home . . . . .	22,977	26	22,496	25

### 2006–2011 Wildlife-Associated Recreation Comparison of Expenditures

(Numbers in billions of 2011 dollars)

	2006		2011	
	Number	Percent	Number	Percent
<b>Total, wildlife-related recreation expenditures</b> . . .	<b>136.4</b>	<b>100</b>	<b>144.7</b>	<b>100</b>
<b>Total, fishing and hunting expenditures</b> . . . . .	<b>85.5</b>	<b>100</b>	<b>89.8</b>	<b>100</b>
<b>Fishing expenditures, total</b> . . . . .	<b>47.0</b>	<b>100</b>	<b>41.8</b>	<b>100</b>
Trip-related . . . . .	19.9	42	21.8	52
Equipment, total . . . . .	20.9	45	15.5	37
Fishing equipment . . . . .	5.9	13	6.1	15
Auxiliary equipment . . . . .	0.9	2	1.1	3
Special equipment . . . . .	14.1	30	8.3	20
Other . . . . .	6.2	13	4.5	11
<b>Hunting expenditures, total</b> . . . . .	<b>25.5</b>	<b>100</b>	<b>33.7</b>	<b>100</b>
Trip-related . . . . .	7.5	29	10.4	31
Equipment, total . . . . .	12.0	47	14.0	41
Hunting equipment . . . . .	6.0	24	7.7	23
Auxiliary equipment . . . . .	1.5	6	1.8	5
Special equipment . . . . .	4.5	17	4.4	13
Other . . . . .	6.1	24	9.3	28
<b>Wildlife-watching expenditures, total</b> . . . . .	<b>50.9</b>	<b>100</b>	<b>54.9</b>	<b>100</b>
Trip-related . . . . .	14.4	28	17.3	31
Equipment, total . . . . .	25.9	51	27.2	49
Wildlife-watching equipment . . . . .	11.0	22	11.3	21
Auxiliary equipment . . . . .	1.2	2	1.6	3
Special equipment . . . . .	13.7	27	14.3	26
Other . . . . .	10.7	21	10.5	19



A green-toned illustration depicting various outdoor activities in a forest setting. In the top left, a person sits on a log drinking from a can while a small dog sits beside them. In the top right, a person stands holding a rifle, with a dog standing nearby. On the left, a person is shown archery. In the bottom left, two people are in a canoe on a body of water. In the center, two people are using binoculars. On the right, a person is fishing. The background features rolling hills, mountains, trees, and butterflies. A dark horizontal band with the word 'Fishing' in a white serif font is positioned across the middle of the image.

# *Fishing*

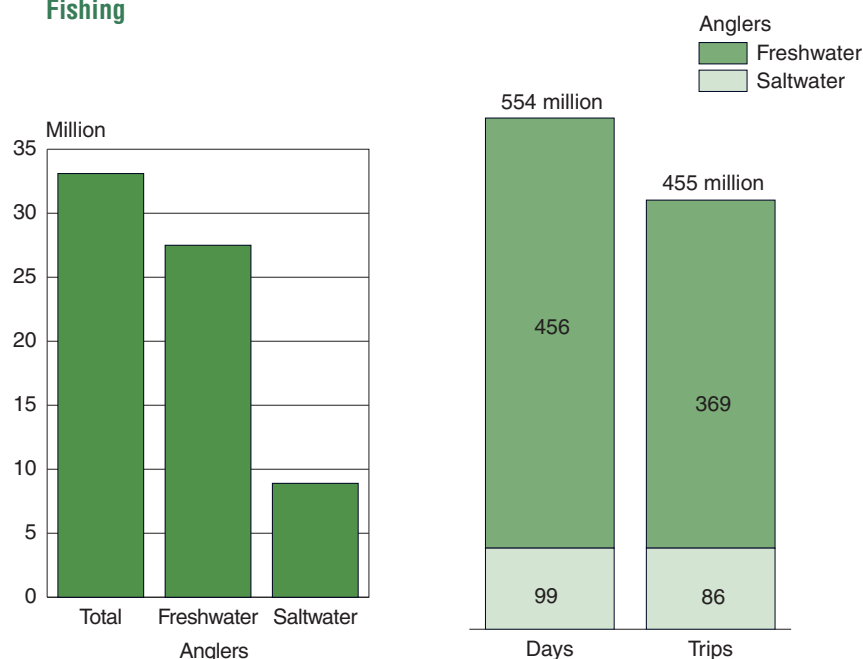
# Fishing Highlights

In 2011, 33.1 million U.S. residents 16 years old and older enjoyed a variety of fishing opportunities throughout the United States. Anglers fished 554 million days and took 455 million fishing trips. They spent \$41.8 billion

in fishing-related expenses during the year. Freshwater anglers numbered 27.5 million. They fished 456 million days and took 369 million trips to freshwater in 2011. Freshwater anglers spent \$25.7 billion on freshwater fishing trips and

equipment. Saltwater fishing attracted 8.9 million anglers who enjoyed 86 million trips on 99 million days. They spent \$10.3 billion on their trips and equipment.

## Fishing



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

## Total Fishing

<b>Anglers</b> . . . . .	<b>33.1 million</b>
Freshwater . . . . .	27.5 million
Saltwater . . . . .	8.9 million
<b>Days</b> . . . . .	<b>553.8 million</b>
Freshwater . . . . .	455.9 million
Saltwater . . . . .	99.5 million
<b>Trips</b> . . . . .	<b>455.0 million</b>
Freshwater . . . . .	368.8 million
Saltwater . . . . .	86.2 million
<b>Expenditures</b> . . . . .	<b>\$41.8 billion</b>
Freshwater* . . . . .	25.7 billion
Saltwater* . . . . .	10.3 billion
Nonspecific . . . . .	5.8 billion

\* Only includes trip-related and equipment expenditures.

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

Source: Tables 1, 12, 13, and 16.

## Fishing Expenditures

Anglers spent \$41.8 billion in 2011 including \$21.8 billion on travel-related items—52 percent of all fishing expenditures. Food and lodging accounted for \$7.7 billion, 35 percent of all trip-related costs. Spending on transportation totaled \$6.3 billion, 29 percent of trip-related expenditures. Other trip expenditures such as land use fees, guide fees, equipment rental, boating expenses, and bait cost anglers \$7.8 billion—36 percent of all trip expenses.

Fishing equipment expenditures totaled \$15.5 billion, 37 percent of all fishing expenditures. Anglers spent \$6.1 billion on fishing equipment such as rods, reels, tackle boxes, depth finders, and artificial lures and flies. This amounted to 40 percent of all equipment expenditures. Auxiliary equipment expenditures, which include camping equipment, binoculars, and special fishing clothing, totaled \$1.1 billion—7 percent of equipment costs. Expenditures for special equipment such as boats, vans, and cabins were \$8.3 billion—53 percent of all equipment costs.

Anglers also spent a considerable amount on other fishing-related items, such as land leasing and ownership, membership dues, contributions, licenses, stamps, and permits. Land leasing and ownership spending totaled \$3.4 billion, which is 8 percent of all expenditures. Expenditures on magazines, books, DVDs, membership dues and contributions, licenses, stamps, tags, and permits were \$1.1 billion.

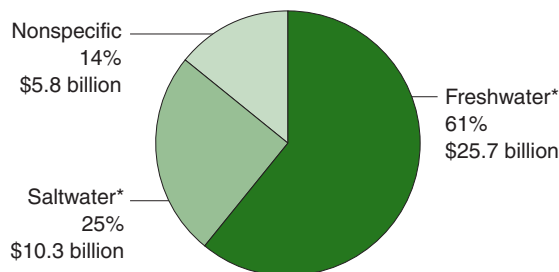
## Total Fishing Expenditures

<b>Total fishing expenditures</b> .....	<b>\$41.8 billion</b>
<b>Total trip-related expenditures</b> .....	<b>\$21.8 billion</b>
Food and lodging .....	7.7 billion
Transportation .....	6.3 billion
Other trip costs .....	7.8 billion
<b>Total equipment expenditures</b> .....	<b>\$15.5 billion</b>
Fishing equipment .....	6.1 billion
Auxiliary equipment .....	1.1 billion
Special equipment .....	8.3 billion
<b>Total other fishing expenditures</b> .....	<b>\$4.5 billion</b>
Magazines, books, DVDs .....	0.1 billion
Membership dues and contributions .....	0.3 billion
Land leasing and ownership .....	3.4 billion
Licenses, stamps, tags, and permits .....	0.6 billion

Source: Table 12.

## Fishing Expenditures by Type of Fishing

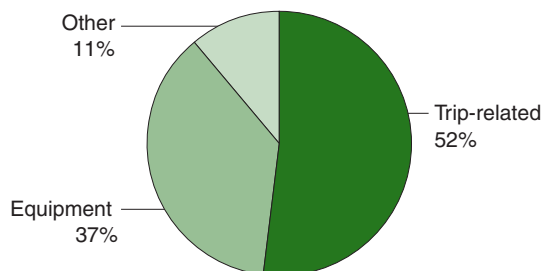
(Total expenditures: \$41.8 billion)



\* Only includes trip-related and equipment expenditures.

## Percent of Total Fishing Expenditures

(Total expenditures: \$41.8 billion)



## Freshwater Fishing

<b>Anglers</b> .....	<b>27.5 million</b>
Freshwater except Great Lakes .....	27.1 million
Great Lakes .....	1.7 million
<b>Days</b> .....	<b>455.9 million</b>
Freshwater except Great Lakes .....	443.2 million
Great Lakes .....	19.7 million
<b>Trips</b> .....	<b>368.8 million</b>
Freshwater except Great Lakes .....	353.6 million
Great Lakes .....	15.2 million
<b>Trip and equipment expenditures</b> .....	<b>\$25.7 billion</b>
Freshwater except Great Lakes .....	23.8 billion
Great Lakes .....	1.9 billion

Note: Detail does not add to total because of multiple response and nonresponse.  
Source: Tables 1, 13, 14, and 15.

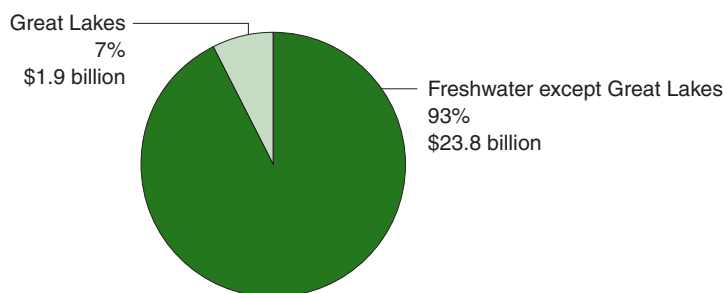
## Freshwater Fishing Highlights

Freshwater fishing was the most popular type of fishing. In 2011, 27.5 million Americans fished 456 million days and took 369 million trips. Their expenditures for trips and equipment totaled \$25.7 billion for the year. Freshwater fishing can be separated into Great Lakes and freshwater other than the Great Lakes.

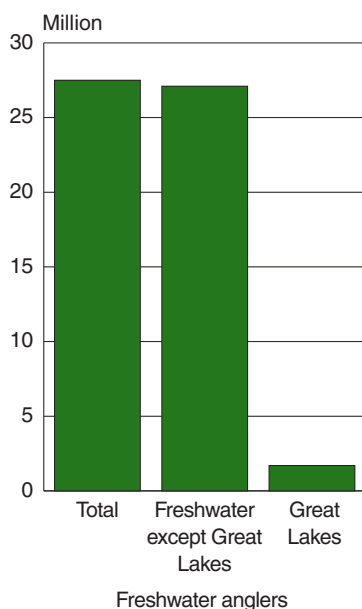
There were 27.1 million anglers who fished for 443 million days on 354 million trips to freshwater other than the Great Lakes. Trip and equipment expenditures for non-Great Lakes freshwater fishing totaled \$23.8 billion for an average of \$879 per angler for the year. Food and lodging comprised \$5.0 billion, 37 percent of total expenditures. Transportation costs were \$4.5 billion or 33 percent of trip costs. Other trip expenses, which include guide fees, equipment rental, and bait were \$4.0 billion for 30 percent.

### Freshwater Fishing Trip and Equipment Expenditures

(Total expenditures: \$25.7 billion)



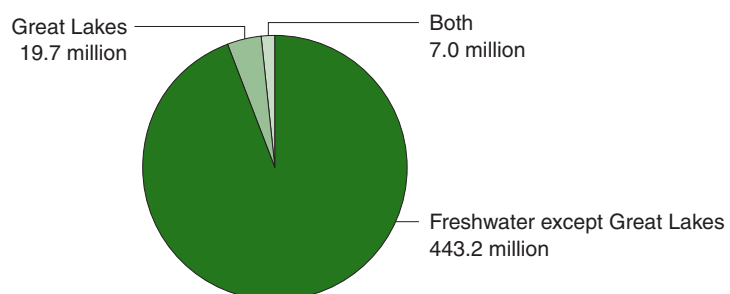
## Freshwater Fishing



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

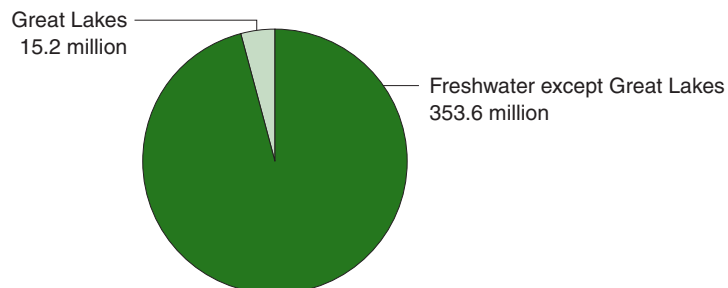
## Days

(Total: 455.9 million)



## Trips

(Total: 368.8 million)



## Freshwater Fishing Expenditures

Anglers spent over \$10.4 billion on equipment for non-Great Lakes freshwater fishing. Expenditures for fishing equipment, such as rods and reels, tackle boxes, depth finders, and artificial lures and flies, totaled \$4.0 billion. Expenditures for auxiliary equipment such as binoculars and camping equipment were \$560 million. Expenditures for special equipment such as boats, vans, and cabins accounted for \$5.9 billion.

There were 1.7 million people who fished almost 20 million days on 15 million trips to the Great Lakes in 2011. Their Great Lakes-related expenditures totaled \$1.9 billion for an average of \$1,121 per angler for the year. Trip-

related expenditures totaled \$1.1 billion. Of these expenditures, \$374 million was spent on food and lodging, 34 percent of trip costs; \$252 million was spent on transportation, 23 percent of trip costs; and \$465 million, or 43 percent, was spent on other items such as guide fees, equipment rental, and bait. Equipment expenditures totaled \$777 million. Of this \$777 million, \$223 million was for fishing equipment (rods, reels, etc.), \$83 million was for auxiliary equipment (camping equipment, binoculars, etc.) and \$471 million was for special equipment (boats, vans, etc.).

## Saltwater Fishing Highlights

In 2011, 8.9 million anglers enjoyed saltwater fishing on 86 million trips

totaling 99 million days. Overall, they spent \$10.3 billion during the year on trips and equipment. Of their expenditures, trip-related costs garnered the largest portion, \$7.3 billion. Food and lodging cost \$2.4 billion, 32 percent of trip expenditures; transportation costs totaled \$1.5 billion, 21 percent of trip costs; and other trip costs such as equipment rental, bait, and guide fees were \$3.4 billion.

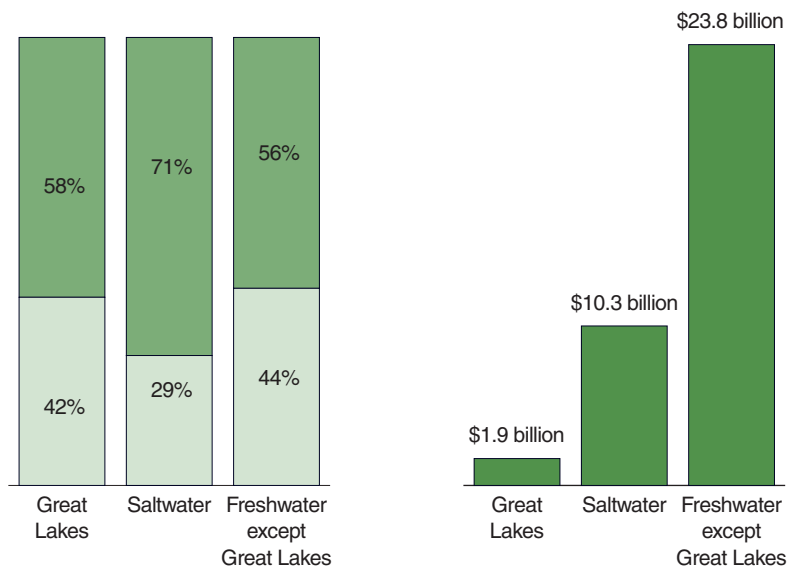
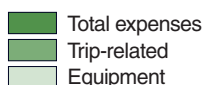
Anglers spent a total of \$2.9 billion on equipment for saltwater fishing. Of the \$2.9 billion, \$1.4 billion was for fishing equipment (rods, reels, etc.), \$217 million for auxiliary equipment (camping equipment, binoculars, etc.), and \$1.3 billion for special equipment (boats, vans, etc.).

### Saltwater Fishing

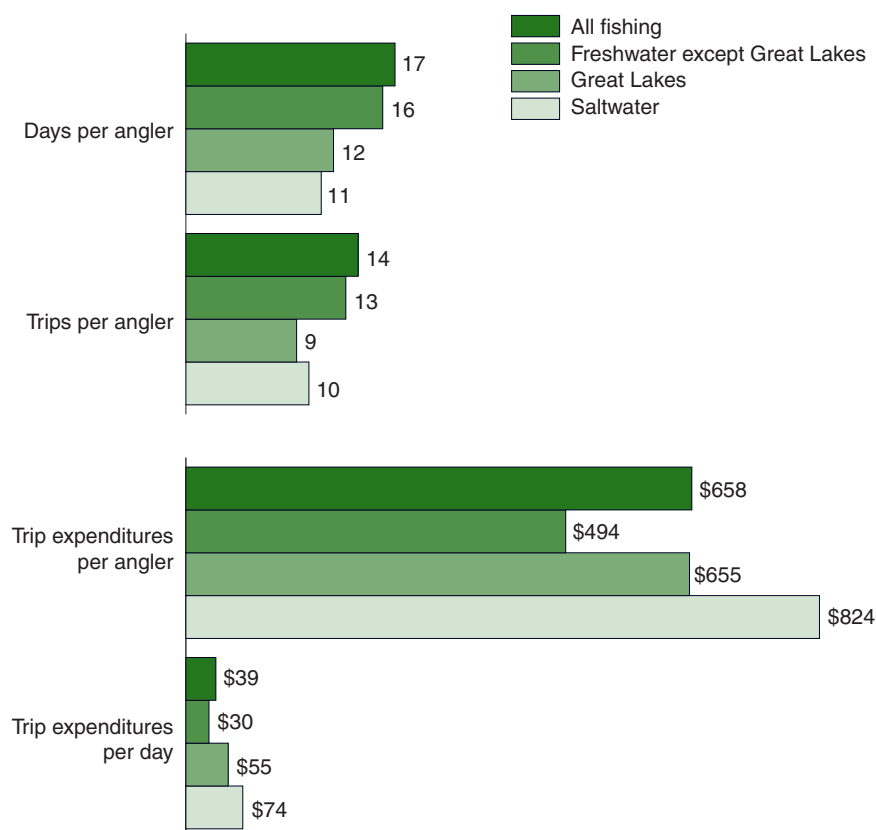
Anglers . . . . .	8.9 million
Days . . . . .	99.5 million
Trips . . . . .	86.2 million
Trips and equipment expenditures . . . . .	\$10.3 billion

Source: Tables 1 and 16.

### Comparative Trip and Equipment Expenditures



### Comparative Fishing by Type of Fishing



### Comparative Fishing Highlights

In 2011, anglers spent an average of 17 days fishing and took an average of 14 fishing trips. Freshwater, non-Great Lakes anglers averaged 16 days fishing and 13 trips while Great Lakes anglers averaged 12 days fishing and 9 trips. Saltwater anglers fished fewer days on average, 11, and averaged 10 trips.

Overall, anglers spent an average of \$1,262 on fishing-related expenses in 2011. They averaged \$658 per angler for their trip-related costs, a daily average of \$39. Freshwater anglers, excluding the Great Lakes, averaged \$494 per participant for their trips in 2011, equaling \$30 per day. Great Lakes anglers spent an average of \$655 on trip-related expenses, \$55 per day. Saltwater anglers experienced the highest average expenditure amount at \$824, an average of \$74 per day.

### Fishing for Selected Fish

The most popular fish species among the 27.1 million anglers who fished freshwater, other than the Great Lakes, was black bass. More than 10.6 million participants spent 171 million days fishing for black bass. Panfish were sought by 7.3 million anglers on 97 million days. Trout fishing attracted 7.2 million anglers on 76 million days. Catfish and bullheads drew 7.0 million anglers on 96 million days. Over 6.1 million anglers fished for crappie on 102 million days. Nearly 4.4 million anglers fished for white bass and striped bass on 61 million days. Freshwater anglers also commonly fished for walleye, northern pike, sauger, salmon, and steelhead.

In 2011, 1.7 million anglers fished the Great Lakes. Walleye and sauger, the most commonly sought fish for these waters, attracted 584 thousand anglers, fishing nearly 6 million days. Black bass attracted 559 thousand anglers who fished for them 5 million days. Perch, another popular fish, was fished for by 497 thousand anglers for 6 million days. Salmon drew 379 thousand anglers for almost 3 million days of fishing. Great Lakes anglers also commonly fished for northern

### Selected Fish by Type of Fishing

(In millions)

Type of fishing	Anglers	Days
<b>Freshwater except Great Lakes, total</b>	<b>27.1</b>	<b>443</b>
Black bass	10.6	171
Panfish	7.3	97
Trout	7.2	76
Catfish/bullhead	7.0	96
Crappie	6.1	102
White bass, striped bass, and striped bass hybrids	4.4	61
<b>Great Lakes, total</b>	<b>1.7</b>	<b>20</b>
Walleye, sauger	0.6	6
Black bass	0.6	5
Perch	0.5	6
Salmon	0.4	5
Northern pike, pickerel, muskie, muskie hybrids	*0.2	*2
Lake trout	*0.2	*4
<b>Saltwater, total</b>	<b>8.9</b>	<b>99</b>
Striped bass	2.1	18
Flatfish (flounder, halibut)	2.0	22
Red drum (redfish)	1.5	21
Sea trout (weakfish)	1.1	15
Bluefish	1.0	10
Salmon	0.7	4

\* Estimate based on a sample size of 10–29.

Source: Tables 3, 4, and 5.



pike, pickerel, and muskie, as well as steelhead and lake trout.

Among the nearly 8.9 million salt-water anglers, 2.1 million fished for striped bass for 18 million days. Two million anglers fished for flatfish, which includes flounder and halibut, on 22 million days. Also popular were red drum (redfish) and sea trout (weakfish) with 1.5 million and 1.1 million anglers who fished for 21 million and 15 million days, respectively. Other prominent saltwater species sought were mackerel with 650 thousand anglers, tuna with 564 thousand anglers, and mahi mahi (dolphinfish) with 538 thousand anglers.

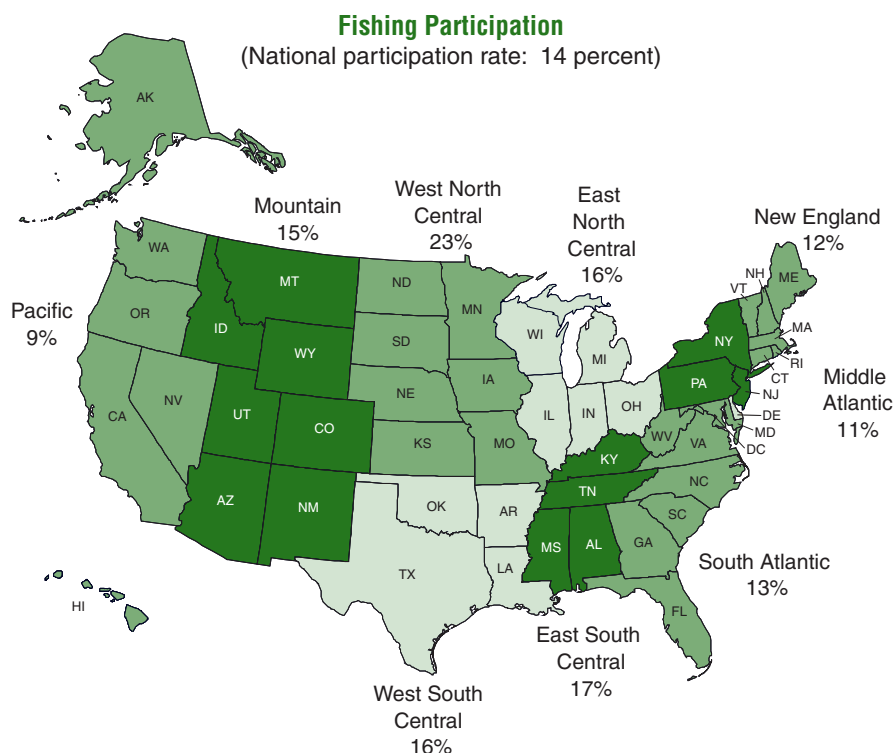
### Participation by Geographic Region

In 2011, 239 million people 16 years old and older lived in the United States and 1 in 7 of these U.S. residents went fishing. While the national participation rate was 14 percent, the regional rates ranged from 9 percent in the Pacific to 23 percent in the West North Central Region. The West North Central, East North Central, East South Central, West South Central, and Mountain Regions all reported participation rates above the national rate. The Middle Atlantic, South Atlantic, New England, and Pacific Regions fell below the national rate.

### Fishing in State of Residence and in Other States

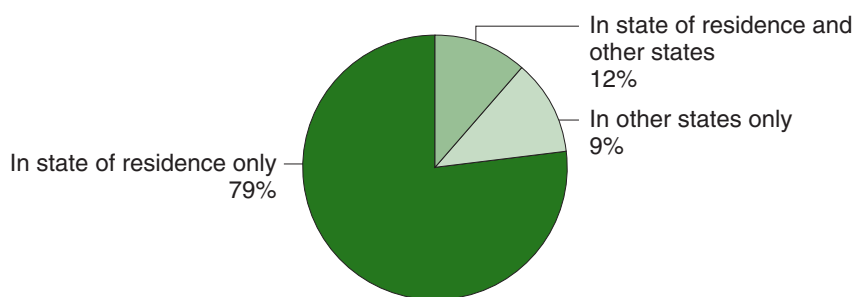
A large majority of the 33.1 million anglers who fished in 2011 did so within their home state. Approximately 30.0 million participants, 91 percent of all anglers, fished in their resident state. Nearly 7.0 million, 21 percent, fished out-of-state. Percentages do not add to 100 because those anglers who fished both in-state and out-of-state were included in both categories.

Of the 27.1 million non-Great Lakes anglers, 92 percent, 24.9 million, fished within their resident state. Over 4.5 million, 17 percent, of these freshwater anglers fished out-of-state. Ninety-two percent, 1.5 million, of all Great Lakes anglers enjoyed fishing



### Percent of All Fishing in State of Residence and in Other States

(Total: 33.1 million participants)



within their home state in 2011. Thirteen percent, 224 thousand, of all Great Lakes anglers fished out-of-state.

Of the three different types of fishing, saltwater fishing had both the highest percentage of anglers fishing outside their resident state, 31 percent, and the lowest percentage fishing within their resident state, 74 percent. Nonresident saltwater anglers numbered 2.8 million and resident anglers 6.6 million.

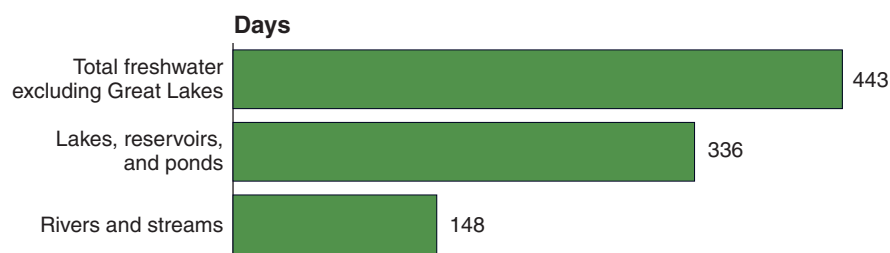
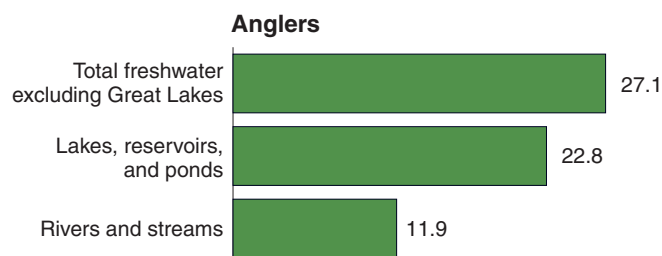
### Fishing in State of Residence and in Other States

(In millions)

	In state	Out of state
<b>Total anglers . . . . .</b>	<b>30.0</b>	<b>7.0</b>
Freshwater except		
Great Lakes . . . . .	24.9	4.5
Great Lakes . . . . .	1.5	0.2
Saltwater . . . . .	6.6	2.8

Source: Table 2.

## Types of Freshwater Fished, Excluding Great Lakes (In millions)



## Types of Freshwater Fished, Excluding Great Lakes

Excluding the Great Lakes, 84 percent or 22.8 million of all freshwater anglers fished in reservoirs, lakes, and ponds. 44 percent or 11.9 million fished in rivers and streams. They spent 336 million days fishing in lakes, reservoirs, and ponds and 148 million days fishing in rivers and streams.

## Great Lakes Anglers

Great Lakes fishing includes not only the Great Lakes, but also their tributaries—bodies of water that connect the Great Lakes, and the St. Lawrence River south of the bridge at Cornwall. The most popular of the Lakes among anglers was Lake Erie, attracting 38 percent of all Great Lakes anglers. They averaged 13 days of fishing in Lake Erie during 2011. Lake Michigan ranked second in popularity, hosting 25 percent of Great Lakes anglers with an average of 6 days per angler. Lake Huron attracted 16 percent of Great Lakes anglers for an average of 17 days per angler. Lake Superior drew 9 percent, as did Lake Ontario, of all Great Lakes fishing in 2011. Anglers fished an average of 15 days in Lake Ontario and 10 days in Lake Superior. The tributaries to the lakes drew 10 percent, 159 thousand anglers, who averaged 8 days of fishing there.

## Great Lakes Fishing

	Anglers (thousands)	Percentage of all Great Lakes Anglers
<b>Total, all Great Lakes</b> . . . . .	<b>1,665</b>	<b>100</b>
Lake Erie . . . . .	639	38
Lake Michigan . . . . .	413	25
Lake Huron . . . . .	*262	*16
Tributaries to the Great Lakes . . . . .	*159	*10
Lake Superior . . . . .	*147	*9
Lake Ontario . . . . .	*143	*9
St. Lawrence . . . . .	...	...
Lake St. Clair . . . . .	...	...

\* Estimate based on a sample of 10–29.

... Sample size too small to report data reliably.

Source: Table 26.

## Sex and Age of Anglers

Although more men than women fished in 2011, a substantial number of women, 8.9 million, fished. Approximately 21 percent of all males 16 years old and older went fishing, while 7 percent of all females fished. Of the 33.1 million anglers who fished in the United States, 73 percent, 24.2 million, were male and 27 percent were female.

Of the age categories, 7.4 million anglers were 45 to 54 years old. They composed 22 percent of all anglers and had a participation rate of 16 percent. The 25- to 34-year-old age group accounted for 6.1 million anglers, 19 percent of all anglers. They had 15 percent participation. Six million anglers, 18 percent of all anglers, were 35 to 44 years old. Their participation rate was 15 percent of the U.S. population in that age group. The 5.9 million 55- to 64-year-olds who fished comprised 18 percent of all anglers and had a participation rate of 15 percent. The 2.7 million anglers 18 to 24 years old made up 8 percent of the angler population, and had a participation rate of 10 percent. Anglers 75 and older numbered 1.0 million, 3 percent of all anglers, and had a participation rate of 7 percent. The 16- and 17-year-olds added 942 thousand individuals to the angler population. They made up 3 percent of all anglers, and had a 12 percent participation rate.

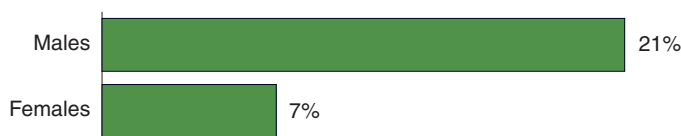
### Anglers by Sex and Age

**Total, both sexes . . . 33.1 million**  
 Male . . . . . 24.2 million  
 Female . . . . . 8.9 million

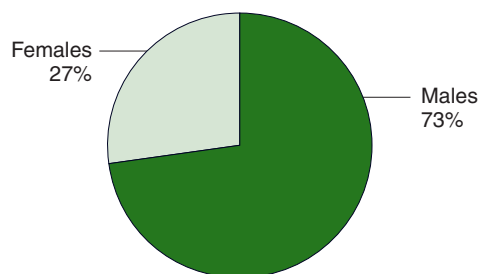
**Total, all ages . . . . . 33.1 million**  
 16 and 17 . . . . . 0.9 million  
 18 to 24 . . . . . 2.7 million  
 25 to 34 . . . . . 6.1 million  
 35 to 44 . . . . . 6.0 million  
 45 to 54 . . . . . 7.4 million  
 55 to 64 . . . . . 5.9 million  
 65 and older . . . . . 4.1 million

Source: Table 9.

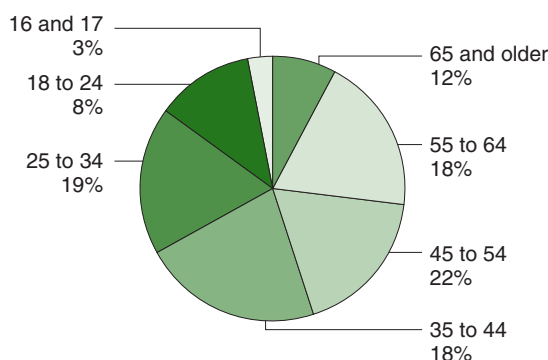
### Percent of Males and Females Who Fished in the United States



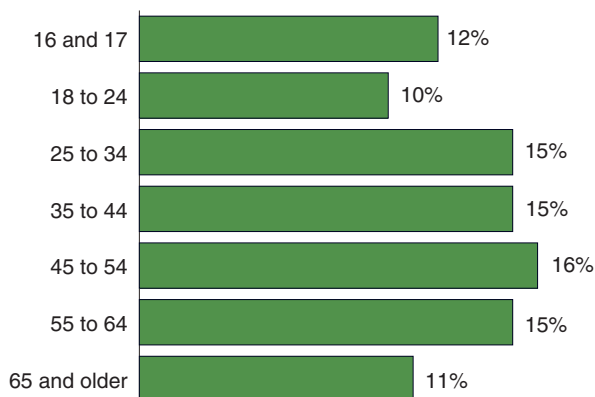
### Percent of Anglers by Sex



### Percent of Anglers by Age

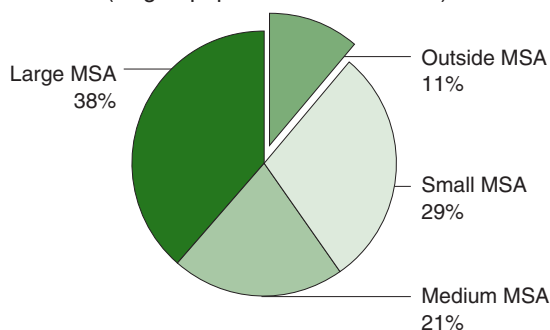


### Percent of U.S. Population Who Fished by Age



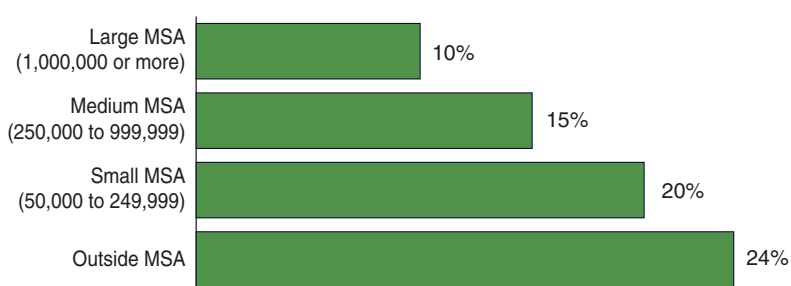
### Percent of Anglers by Residence

(Angler population: 33.1 million)

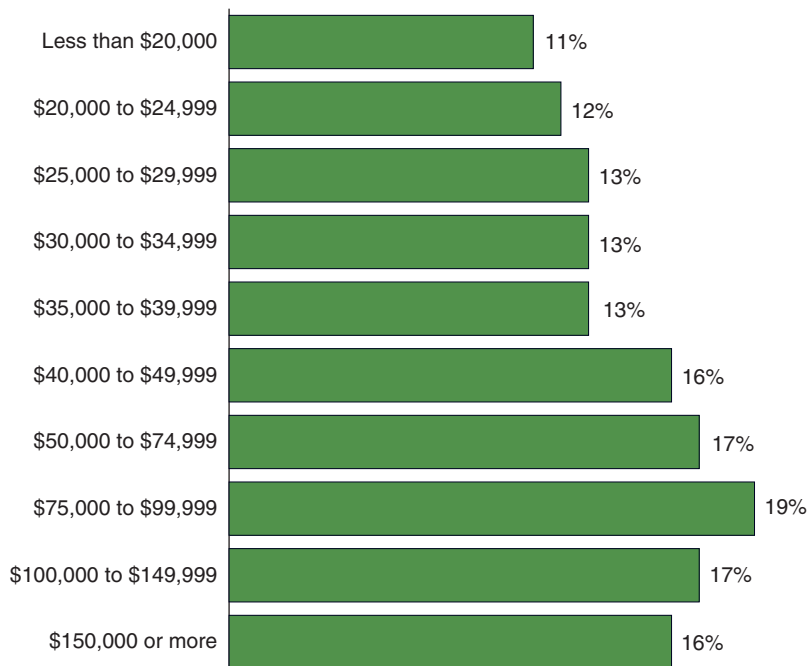


### Percent of U.S. Population Who Fished by Residence

(Total U.S. population that fished: 14 percent)



### Percent of U.S. Population Who Fished by Household Income



### Metropolitan and Nonmetropolitan Anglers

While residents of metropolitan statistical areas (MSA)<sup>1</sup> had lower participation rates in fishing than non-MSA residents, they still accounted for the majority of anglers. Thirteen percent of all MSA residents fished in 2011, but they composed 89 percent of all anglers. By comparison, non-MSA residents composed 11 percent of all anglers, but their participation rate was almost twice as high at 24 percent.

Larger MSAs had lower participation rates in fishing than smaller MSAs but composed more of the angler population. Large MSAs with populations of 1,000,000 or more had the lowest participation rate at 10 percent, but they made up 38 percent of all anglers. Medium MSAs with a population of 250,000 to 999,999 had a 15 percent participation rate and made up 21 percent of all anglers. Those MSAs with a population from 50,000 to 249,999 had a participation rate of 20 percent and composed 29 percent of all anglers.

### Household Income of Anglers

The participation rate in fishing tended to increase as household income increased. The participation rate is the percent of each income group that fished. The rate of those who reported incomes of \$75,000 to \$99,999 was the highest at 19 percent. Those with incomes of \$50,000 to \$74,999 and \$100,000 to \$149,999 had a slightly lower rate of 17 percent. Generally, the participation rate declined as income decreased with exception of those with incomes of \$150,000 or more which had the same participation rate, 16 percent, as those with incomes of \$40,000 to \$49,999. Those with incomes of \$25,000 to \$39,999 had a 13 percent participation rate. Those with incomes under \$20,000 had the lowest participation rate at 11 percent.

<sup>1</sup> See Appendix A for definition of metropolitan statistical area.

The majority of anglers had household incomes of \$50,000 or more. Among anglers who reported income, 60 percent were from households with incomes of \$50,000 or more and 40 percent were from households with incomes less than \$50,000.

### Education, Race and Ethnicity

People of all educational backgrounds had similar participation rates. Those with 11 years of education or less had a participation rate of 12 percent. Those with 12 years of education had a participation rate of 13 percent. Those with 1 to 4 years of college had the highest participation rate at 15 percent. The second highest participation rate, 14 percent, was held by those with 5 years or more of college.

While the highest participation rate is among those with 1 to 4 years of college, participants with 12 years of education made up the largest share of anglers. Thirty-two percent, 10.5 million anglers, had 12 years of education.

#### Anglers by Education, Race, and Ethnicity

(In millions)

**Total anglers** . . . . . **33.1**

#### Education

11 years or less . . . . .	3.7
12 years . . . . .	10.5
1 to 3 years of college . . . .	8.5
4 years of college . . . . .	6.3
5 years or more of college .	4.1

#### Race

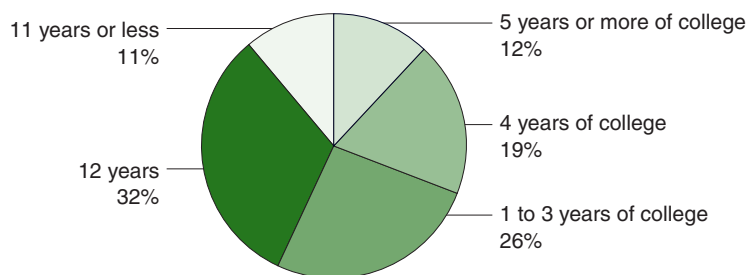
White . . . . .	28.6
African American . . . . .	2.3
Asian American . . . . .	0.7
Other . . . . .	1.5

#### Ethnicity

Hispanic . . . . .	1.7
Non-Hispanic . . . . .	31.4

Source: Table 9.

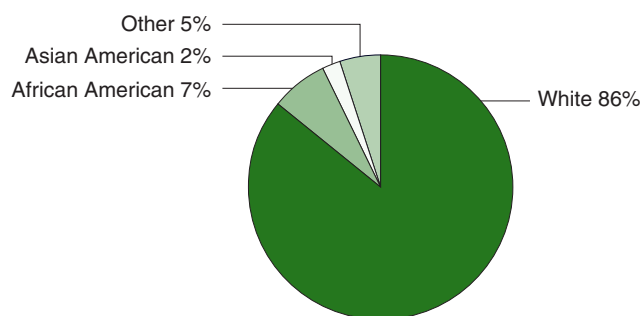
#### Percent of Anglers by Education



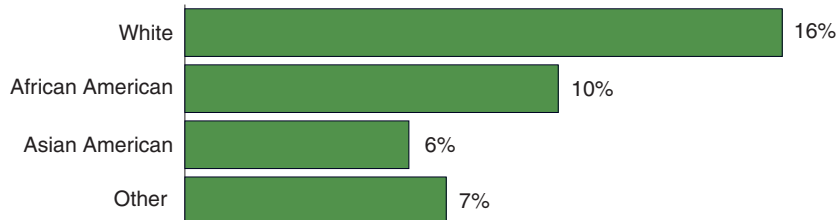
#### Percent of U.S. Population Who Fished by Education



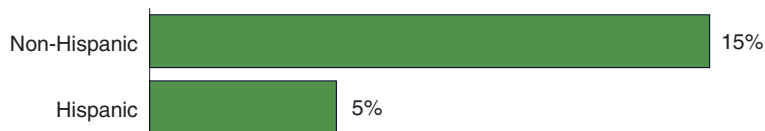
#### Percent of Anglers by Race



#### Percent of U.S. Population Who Fished by Race



#### Percent of U.S. Population Who Fished by Ethnicity



Fishing was most popular among Whites and African Americans. Whites participated at a 16 percent rate and African Americans participated at a 10 percent rate. Other races, which include Native Americans, Pacific Islanders, and those of mixed race, participated at a 7 percent rate. Asian Americans participated at a 6 percent rate. Of all anglers, 86 percent were White, 7 percent were African American, 5 percent were other races, and 2 percent were Asian Americans.

### 2001–2011 Comparison of Fishing Activity

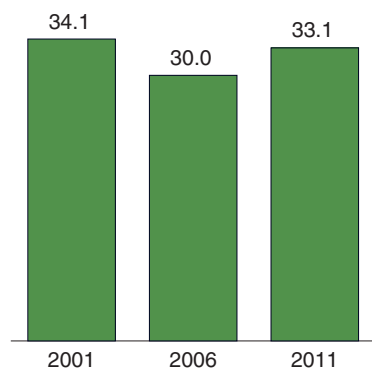
In 2011 the number of people fishing was 11 percent higher than in 2006.

Specifically, participation in freshwater, except Great Lakes, and saltwater fishing were up significantly, 8 and 15 percent, respectively. The number of Great Lakes anglers did not undergo a significant change. Days fishing, however, did not have statistically significant changes for any type of fishing, which means average days per freshwater, except Great Lakes, and Great Lakes anglers were slightly down. Expenditures for trip-related items and equipment decreased 11 percent overall, primarily due to a 41 percent drop in big-ticket special equipment such as cabins and boats.

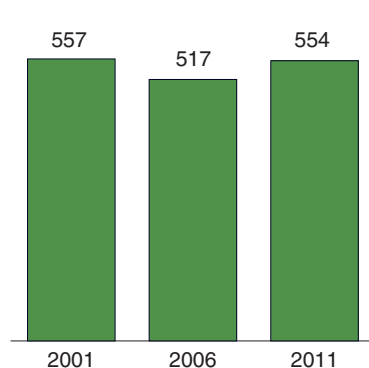
Comparing fishing in 2011 to that in 2001, there was no significant differ-

ence in either the number of participants or days for any type of fishing. The drop in fishing from 2001 to 2006 was reversed across the board by the increase from 2006 to 2011. Total expenditures also did not change significantly, although when expenditures are broken down into its two components, trip-related and equipment items, there were differences. Anglers spent significantly more in 2011 for trip-related expenses and less for equipment purchases, particularly the big-ticket items.

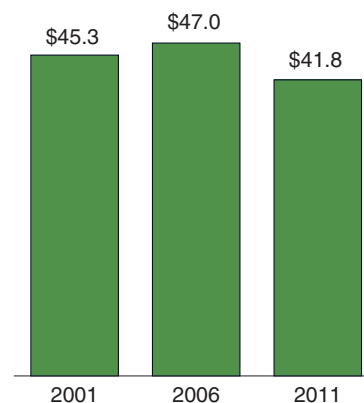
**Number of Anglers**  
(Millions)



**Days of Fishing**  
(Millions)



**Fishing Expenditures**  
(Billions of 2011 dollars)





## 2001–2011 Fishing Participants, Days, and Expenditures

(U.S. population 16 years old and older. Numbers in thousands)

	2001		2011		2001–2011 percent change
	Number	Percent	Number	Percent	
<b>Anglers, total</b> . . . . .	<b>34,071</b>	<b>100</b>	<b>33,112</b>	<b>100</b>	<b>NS<sub>-3</sub></b>
All freshwater . . . . .	28,439	83	27,547	83	<b>NS<sub>-3</sub></b>
Freshwater, except Great Lakes . . . . .	27,913	82	27,060	82	<b>NS<sub>-3</sub></b>
Great Lakes . . . . .	1,847	5	1,665	5	<b>NS<sub>-10</sub></b>
Saltwater . . . . .	9,051	27	8,889	27	<b>NS<sub>-2</sub></b>
<b>Days, total</b> . . . . .	<b>557,394</b>	<b>100</b>	<b>553,841</b>	<b>100</b>	<b>NS<sub>-1</sub></b>
All freshwater . . . . .	466,984	84	455,862	82	<b>NS<sub>-2</sub></b>
Freshwater, except Great Lakes . . . . .	443,247	80	443,223	80	<b>0</b>
Great Lakes . . . . .	23,138	4	19,661	4	<b>NS<sub>-15</sub></b>
Saltwater . . . . .	90,838	16	99,474	18	<b>NS<sub>10</sub></b>
<b>Fishing, total (2011 dollars)</b> . . . . .	<b>\$45,257,393</b>	<b>100</b>	<b>\$41,788,936</b>	<b>100</b>	<b>NS<sub>-8</sub></b>
Trip-related . . . . .	18,614,941	41	21,789,465	52	<b>17</b>
Equipment, total . . . . .	21,545,781	48	15,506,433	37	<b>-28</b>
Fishing equipment . . . . .	5,864,914	13	6,141,895	15	<b>NS<sub>5</sub></b>
Auxiliary equipment. . . . .	915,822	2	1,106,865	3	<b>NS<sub>21</sub></b>
Special equipment. . . . .	14,765,019	33	8,257,673	20	<b>-44</b>
Other . . . . .	5,096,669	11	4,493,037	11	<b>NS<sub>-12</sub></b>

<sup>NS</sup> Not different from zero at the 5 percent level of significance.

## 2006–2011 Fishing Participants, Days, and Expenditures

(U.S. population 16 years old and older. Numbers in thousands)

	2006		2011		2006–2011 percent change
	Number	Percent	Number	Percent	
<b>Anglers, total</b> . . . . .	<b>29,952</b>	<b>100</b>	<b>33,112</b>	<b>100</b>	<b>11</b>
All freshwater . . . . .	25,431	85	27,547	83	<b>8</b>
Freshwater, except Great Lakes . . . . .	25,035	84	27,060	82	<b>8</b>
Great Lakes . . . . .	1,420	5	1,665	5	<b>NS<sub>17</sub></b>
Saltwater . . . . .	7,717	26	8,889	27	<b>15</b>
<b>Days, total</b> . . . . .	<b>516,781</b>	<b>100</b>	<b>553,841</b>	<b>100</b>	<b>NS<sub>7</sub></b>
All freshwater . . . . .	433,337	84	455,862	82	<b>NS<sub>5</sub></b>
Freshwater, except Great Lakes . . . . .	419,942	81	443,223	80	<b>NS<sub>6</sub></b>
Great Lakes . . . . .	18,016	3	19,661	4	<b>NS<sub>9</sub></b>
Saltwater . . . . .	85,663	17	99,474	18	<b>NS<sub>16</sub></b>
<b>Fishing, total (2011 dollars)</b> . . . . .	<b>\$47,036,454</b>	<b>100</b>	<b>\$41,788,936</b>	<b>100</b>	<b>NS<sub>-11</sub></b>
Trip-related . . . . .	19,948,340	29	21,789,465	52	<b>NS<sub>9</sub></b>
Equipment, total . . . . .	20,928,889	47	15,506,433	37	<b>-26</b>
Fishing equipment . . . . .	5,949,727	23	6,141,895	15	<b>NS<sub>3</sub></b>
Auxiliary equipment. . . . .	868,894	6	1,106,865	3	<b>NS<sub>27</sub></b>
Special equipment . . . . .	14,110,268	18	8,257,673	20	<b>-41</b>
Other . . . . .	6,159,225	24	4,493,037	11	<b>-27</b>

<sup>NS</sup> Not different from zero at the 5 percent level of significance.



The background is a monochromatic green illustration depicting a variety of outdoor recreation. In the upper left, a person sits on a log, looking through binoculars, with a small dog beside them. To the right, a person stands holding a rifle, with a large dog on a leash. In the center, a person uses a bow and arrow. Below them, two people are in a canoe on a body of water, one rowing and the other fishing. In the middle ground, two people use binoculars. To the right, a person stands in a stream, holding a large fish. The landscape is filled with stylized trees, mountains, and butterflies. A small house is visible on a hill in the lower right.

# *Hunting*

# Hunting Highlights

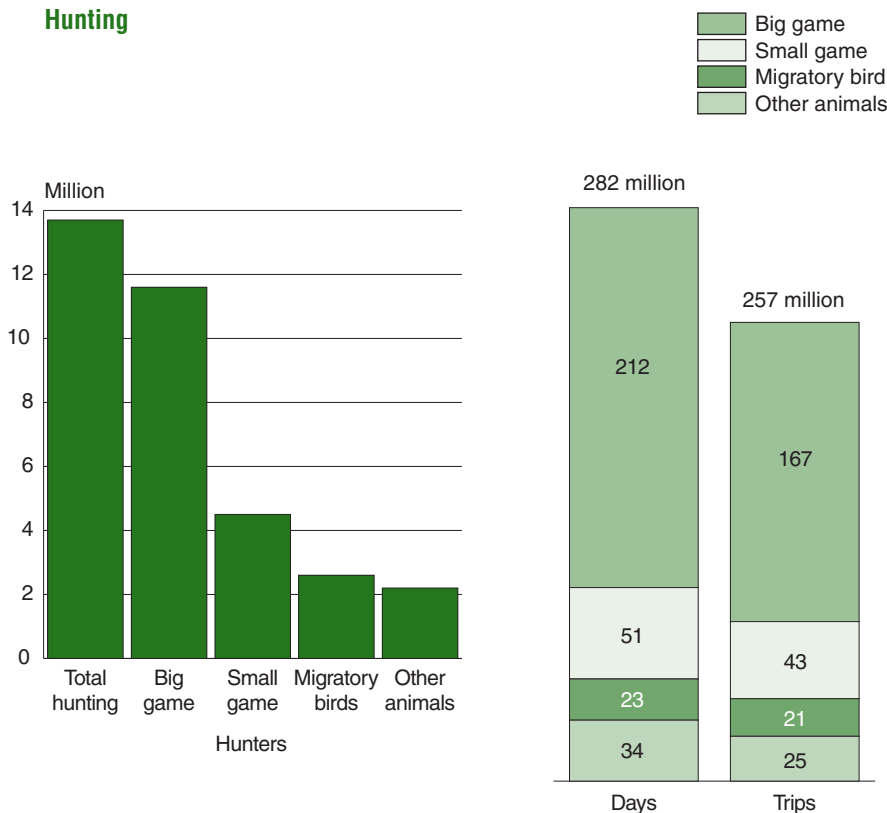
In 2011, 13.7 million people 16 years old and older enjoyed hunting a variety of animals within the United States. They hunted 282 million days and took 257 million trips. Hunting expenditures totaled \$33.7 billion.

Big game hunting was the most popular type of hunting. Almost 11.6 million hunters pursued big game such as

deer and elk on 212 million days. Big game-related expenditures for trips and equipment totaled \$16.9 billion. There were 4.5 million hunters of small game including squirrels and rabbits. They hunted small game on 51 million days and spent \$2.6 billion on small game hunting trips and equipment. Migratory bird hunters numbered 2.6 million. They spent 23 million days hunting

birds such as waterfowl and doves. Migratory bird-related trip and equipment expenditures totaled \$1.8 billion. Nearly 2.2 million hunters sought other animals such as raccoons and feral pigs on 34 million days, and their expenditures for trips and equipment were \$858 million.

## Hunting



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

## Total Hunting

<b>Hunters . . . . .</b>	<b>13.7 million</b>
Big game . . . . .	11.6 million
Small game . . . . .	4.5 million
Migratory birds . . . . .	2.6 million
Other animals . . . . .	2.2 million
<b>Days . . . . .</b>	<b>282 million</b>
Big game . . . . .	212 million
Small game . . . . .	51 million
Migratory birds . . . . .	23 million
Other animals . . . . .	34 million
<b>Trips . . . . .</b>	<b>257 million</b>
Big game . . . . .	167 million
Small game . . . . .	43 million
Migratory birds . . . . .	21 million
Other animals . . . . .	25 million
<b>Expenditures . . . . .</b>	<b>\$33.7 billion</b>
Big game . . . . .	16.9 billion
Small game . . . . .	2.6 billion
Migratory birds . . . . .	1.8 billion
Other animals . . . . .	0.9 billion
Nonspecific . . . . .	11.9 billion

Source: Tables 1 and 17–21.

## Hunting Expenditures

Of the \$33.7 billion spent by hunters in 2011, 31 percent, \$10.4 billion, was spent on trip-related expenses. Food and lodging totaled \$3.9 billion, 37 percent of all trip-related expenses. Transportation spending was \$4.8 billion, 46 percent of trip expenditures. Other trip expenses such as guide fees, land use fees, and equipment rental were \$1.8 billion or 17 percent of all trip-related expenses.

Total equipment expenditures for hunting were \$14.0 billion in 2011, 41 percent of all hunting expenses. Hunting equipment, such as guns and rifles, telescopic sights, and ammunition, composed \$7.7 billion, or 55 percent of all equipment costs. Expenditures for auxiliary equipment, including camping equipment, binoculars, and special hunting clothing, accounted for \$1.8 billion or 13 percent of all equipment expenses. Special equipment, such as campers or all-terrain vehicles, amounted to \$4.4 billion or 31 percent of all equipment expenditures.

Land leasing and ownership for hunting was a large expenditure category. Hunters spent \$7.1 billion on land leasing and ownership, which was 21 percent of all hunting-related expenditures. Expenditures for magazines, books, DVDs, membership dues, contributions, licenses, tags, and permits totaled \$1.5 billion or 4 percent. Expenditures for plantings, \$703 million, was 2 percent of all hunting expenditures.

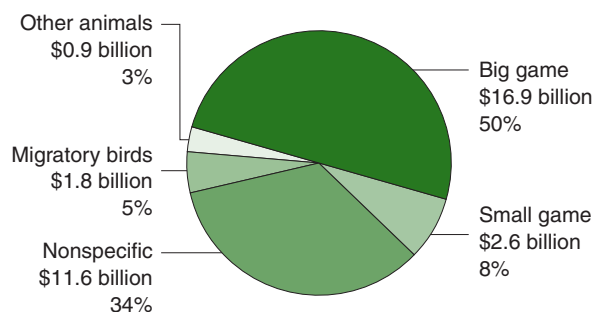
## Total Hunting Expenditures

<b>Total hunting expenditures</b> .....	<b>\$33.7 billion</b>
<b>Total trip-related expenditures</b> .....	<b>\$10.4 billion</b>
Food and lodging .....	3.9 billion
Transportation .....	4.8 billion
Other trip costs .....	1.8 billion
<b>Total equipment expenditures</b> .....	<b>\$14.0 billion</b>
Hunting equipment .....	7.7 billion
Auxiliary equipment .....	1.8 billion
Special equipment .....	4.4 billion
<b>Total other hunting expenditures</b> .....	<b>\$9.3 billion</b>
Magazines, books, DVDs .....	0.1 billion
Membership dues and contributions .....	0.4 billion
Land leasing and ownership .....	7.1 billion
Licenses, stamps, tags, and permits .....	1.0 billion
Plantings .....	0.7 billion

Source: Table 17.

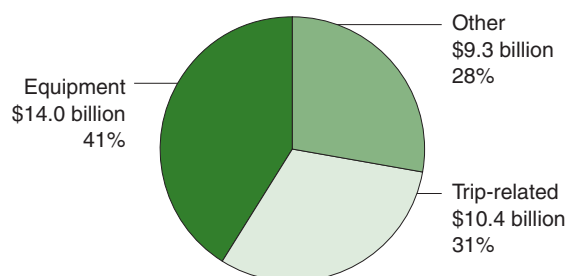
## Hunting Expenditures by Type of Hunting

(Total expenditures: \$33.7 billion)



## Percent of Total Hunting Expenditures

(Total expenditures: \$33.7 billion)



## Big Game Hunting

In 2011, a majority of hunters, 11.6 million, devoted 212 million days to hunting big game including deer, elk, bear, and wild turkey. They took 167 million trips and spent an average of 18 days hunting big game.

Trip and equipment expenditures for big game hunting totaled \$16.9 billion. Trip-related expenses were \$7.3 billion. Of that amount, food and lodging accounted for \$2.6 billion or 37 percent of all trip-related costs. Transportation costs were \$3.4 billion, 46 percent of trip costs. Other trip-related expenses amounted to \$1.2 billion or 17 percent of trip costs.

Fifty-seven percent of big game-related expenditures were on equipment, which totaled \$9.6 billion. Hunting equipment, which includes firearms, ammunition, bows, and arrows, accounted for \$3.9 billion or 41 percent of all equipment. Purchases of auxiliary equipment such as tents and binoculars totaled \$1.5 billion (16 percent). Special equipment such as campers and all-terrain vehicles accounted for \$4.1 billion (43 percent).

## Small Game Hunting

Small game such as rabbits, squirrels, pheasants, quail, and grouse was also popular with hunters. Just over 4.5 million hunters pursued small game for a total of 51 million days. They took 43

million trips and averaged 11 days in the field hunting small game. These hunters spent \$2.6 billion on trips and equipment for small game hunting. Trip expenditures totaled \$1.6 billion. Spending on food and lodging was \$658 million or 42 percent of trip expenditures. Transportation costs totaled \$686 million or 43 percent of small game trip expenses. Other trip-related expenditures were \$233 million or 15 percent of all trip costs.

Equipment expenditures for small game hunting were \$984 million. For the pursuit of small game, hunters spent \$854 million on hunting equipment (firearms, ammunition, etc.) and \$85 million on auxiliary equipment, 87 and 9 percent of equipment expenditures, respectively.

### Big Game

Hunters . . . . .	11.6 million
Days . . . . .	212 million
Trips . . . . .	167 million
Trips and equipment expenditures . . . . .	\$16.9 billion

Source: Tables 1 and 18.

### Small Game

Hunters . . . . .	4.5 million
Days . . . . .	51 million
Trips . . . . .	43 million
Trips and equipment expenditures . . . . .	\$2.6 billion

Source: Tables 1 and 19.

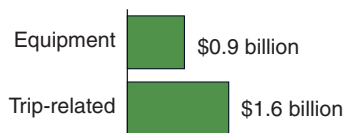
### Big Game Trip and Equipment Expenditures

(Total expenditures: \$16.9 billion)



### Small Game Trip and Equipment Expenditures

(Total expenditures: \$2.6 billion)



## Migratory Bird Hunting

In 2011, 2.6 million migratory bird hunters devoted 23 million days on 21 million trips for hunting birds such as doves, ducks, and geese. Hunters averaged 9 days pursuing migratory birds for the year.

Migratory bird-related spending for trips and equipment was \$1.8 billion in 2011. Of this amount, \$942 million was spent on hunting trips. An estimated \$316 million or 34 percent of all trip expenditures were on food and lodging, and \$390 million (41 percent) were on transportation. Other trip expenses were \$235 million (25 percent) of the total trip-related expenditures for migratory bird hunters.

Equipment purchases for migratory bird hunting totaled \$866 million in 2011. Of this amount, \$767 million was spent on hunting equipment (firearms, ammunition, etc.) and \$59 million on auxiliary equipment, 89 and 7 percent of total equipment purchases, respectively.

### Migratory Birds

Hunters . . . . .	2.6 million
Days . . . . .	23 million
Trips . . . . .	21 million
Trips and equipment expenditures . . . . .	\$1.8 billion

Source: Tables 1 and 20.

### Other Animals

Hunters . . . . .	2.2 million
Days . . . . .	34 million
Trips . . . . .	25 million
Trips and equipment expenditures . . . . .	\$0.9 billion

Source: Tables 1 and 21.

## Hunting Other Animals

Nearly 2.2 million hunters reported spending 34 million days on 25 million trips pursuing other animals such as groundhogs, feral pigs, raccoons, foxes, and coyotes. They averaged 16 days of hunting.

These hunters spent \$858 million in 2011 on trips and equipment for the pursuit of other animals. Trip-related costs totaled \$653 million. Of that, food and lodging were \$259 million or 40 percent of all trip costs; transportation was \$324 million, 50 percent of trip expenses; and other trip expenses were \$70 million, 11 percent of all trip costs.

Equipment expenditures for hunting other animals totaled \$205 million. For the pursuit of other animals, hunters spent \$189 million on hunting equipment (firearms, ammunition, etc.) and \$6 million on auxiliary equipment, 92 and 3 percent of total equipment expenditures, respectively.

## Comparative Hunting Highlights

In 2011 big game hunters pursued big game an average of 18 days on 14 trips. Small game hunters pursued small game an average of 11 days on 10 trips. Migratory bird hunters hunted migratory birds an average of 9 days on 8 trips. Individuals hunting other animals did so an average of 16 days on 11 trips.

Average spending on trips and equipment was about twice as high for big game hunting than for any other type of hunting. For hunting big game, participants spent an average of \$1,457 for the year. By comparison, spending on small game hunting by participants averaged \$568, spending on migratory bird hunting by participants averaged \$700, and spending on other animal hunting averaged \$396.

During 2011 trip expenditures for all hunting averaged \$762 per hunter, a daily average of \$37. In pursuit of big game, hunters averaged trip expenditures of \$627, which was \$34 per day. Hunters spent an average of \$350 while

### Migratory Bird Trip and Equipment Expenditures

(Total expenditures: \$1.8 billion)



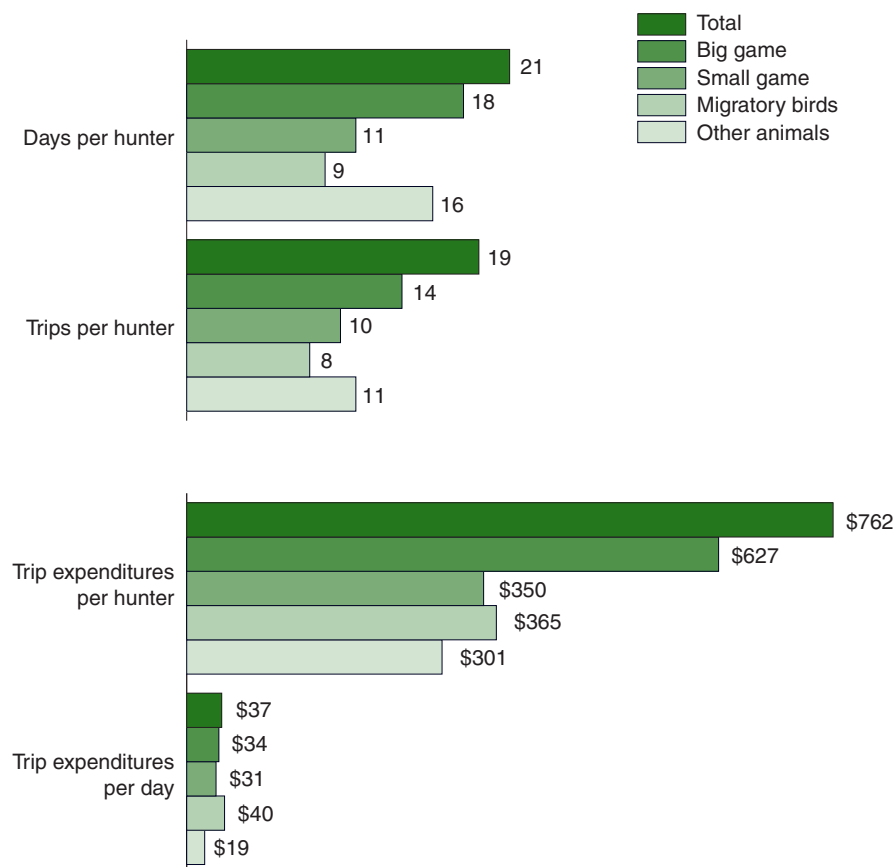
### Trip and Equipment Expenditures for Hunting Other Animals

(Total expenditures: \$0.9 billion)





### Comparative Hunting by Type of Hunting



seeking small game (\$31 per day) and spent an average of \$365 (\$40 per day) while pursuing migratory birds. Hunters averaged \$301 (\$19 per day) while pursuing other animals.

### Hunting for Selected Game

Among big game species, deer was the most popular animal pursued, attracting 10.9 million hunters for 168 million days. Wild turkey attracted 3.1 million hunters for 33 million days, while elk drew 867 thousand for 8 million days, and bear was hunted by 526 thousand for 5 million days. Moose was pursued by 106 thousand hunters for 1 million days. In addition, 305 thousand hunters spent 5 million days hunting other big game animals.

Among small game species, squirrels were the most popular quarry with 1.7 million small game hunters who hunted them 21 million days in 2011. Rabbits were hunted by 1.5 million participants for 17 million days, and pheasants attracted 1.5 million hunters for 10 million days. Quail was flushed by 841 thousand hunters on 9 million days, while grouse and prairie chicken were pursued by 812 thousand hunters on 8 million days. In addition, 299 thousand hunters spent 3 million days hunting other small game animals.

Among those hunting migratory birds, 1.4 million pursued ducks for 15 million days. There were 1.3 million hunters who pursued doves on 7 million days. On 9 million days, 781 thousand hunters hunted geese in 2011. Other migratory bird species attracted 227 thousand people who hunted for 2 million days.

### Selected Game by Type of Hunting

(In millions)

Type of hunting	Hunters	Days
<b>Big game, total</b>	<b>11.6</b>	<b>212</b>
Deer	10.9	168
Wild turkey	3.1	33
Elk	0.9	8
Bear	0.5	5
<b>Small game, total</b>	<b>4.5</b>	<b>51</b>
Squirrel	1.7	21
Rabbit and hare	1.5	17
Pheasant	1.5	10
Quail	0.8	9
Grouse/prairie chicken	0.8	8
<b>Migratory birds, total</b>	<b>2.6</b>	<b>23</b>
Ducks	1.4	15
Doves	1.3	7
Geese	0.8	9

Source: Table 7.

## Participation by Geographic Region

Regionally, participation rates in hunting ranged from 3 percent in the Pacific Region to 11 percent in the East South Central Region. The East North Central, West North Central, and West South Central Regions also had participation rates above the national average of 6 percent. Regions with participation rates below the national rate were New England, Middle Atlantic, South Atlantic, and Pacific. The rate in the Mountain Region was equal to the average at 6 percent.

## Hunting in State of Residence and in Other States

A large majority of participants, 94 percent or 12.9 million, hunted within their resident state in 2011. Only 1.9 million, 14 percent, hunted in another state. Percentages do not add to 100 because those who hunted both in state and out of state were included in both categories.

The overall resident/nonresident pattern is relatively constant across all types of hunting. Eleven million big game hunters, 95 percent of all big game hunters, hunted within their state of residence, while 11 percent, 1.3 million

people, traveled to another state to hunt big game. Four million small game hunters, 90 percent of all small game hunters, pursued game in their resident state. An estimated 708 thousand small game hunters, 16 percent ventured across state lines to hunt small game. Over 2.4 million migratory bird hunters, 94 percent of all migratory bird hunters, hunted within their resident state. Eleven percent or 284 thousand hunted out of state. Among sportspersons who hunted other animals, 92 percent, 2 million, hunted in state and 10 percent, 224 thousand participants, hunted out of state.

### Hunting in State of Residence and in Other States

(In millions)

	In state	Out of state
<b>All hunters</b> . . . . .	<b>12.9</b>	<b>1.9</b>
Big game . . . . .	11.0	1.3
Small game . . . . .	4.0	0.7
Migratory birds . . . . .	2.4	0.3
Other animals . . . . .	2.0	0.2

Source: Table 6.

