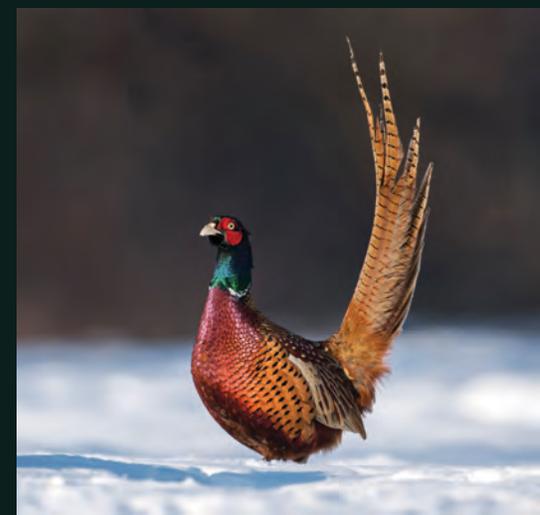




HUNTING IN AMERICA

An Economic Force for Conservation

2018 EDITION



HUNTING IN AMERICA

Hunting is a grand tradition in America, loved and practiced by millions of people each year. Despite stereotypical images of hunters, the truth is that hunting is enjoyed by men, women and youth who hail from various social, cultural and ethnic backgrounds. Urban dwellers and suburbanites can be found hunting just like people who live in rural areas where most hunting takes place. It is an activity that is enjoyed by high and low-income people alike. In fact, in deer camps and duck blinds across this country, hunting often erases many of the lines that divide people from varied social and political classes. In those special places, people can simply unite in their passion for the outdoors.

But the benefits of recreational hunting extend far beyond the fun and challenge the sport presents to hunters. Hunting also benefits wildlife and natural resources management. Sportsman spending provides an essential funding source for conservation efforts that improve habitat for game as well as non-game species. At the same time, the billions of dollars generated by hunting supports businesses and provides thousands of jobs. Thus the impact of the activity ripples throughout our economy, creating a truly astonishing economic force.



FUN FACT

HUNTER SPENDING
GENERATES
MORE THAN

 **\$185** 
MILLION

PER DAY FOR THE
U.S. ECONOMY

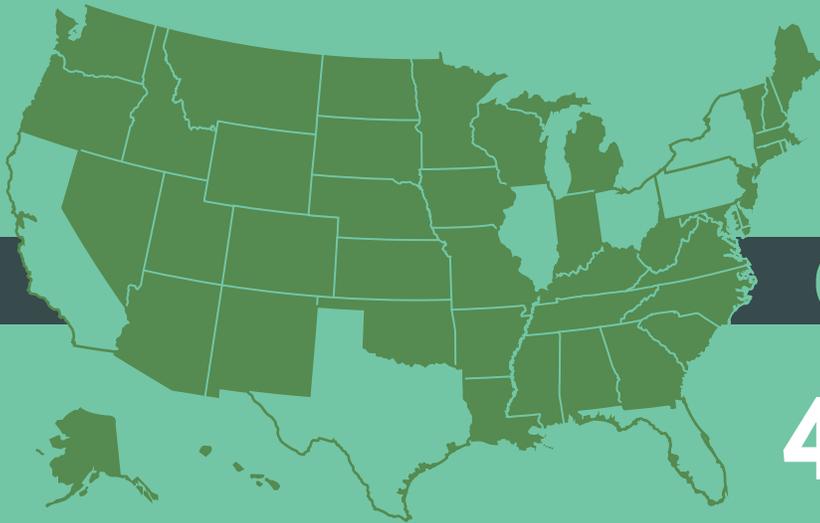


HUNTING PARTICIPATION

With more people living in cities and suburbia than ever before, the perception by many Americans is that hunting is an activity enjoyed by a relatively small number of people. That couldn't be further from the truth.

In fact, hunting was enjoyed by **NEARLY 11.5 MILLION PARTICIPANTS IN 2016, 7.9 MILLION OF THEM DEER HUNTERS.** Led by interest in our nation's most abundant deer species, the white-tailed deer, deer hunting is king in the hunting world. To put that in perspective, more people went deer hunting in 2016 than went snowboarding.¹

Other popular forms of hunting include waterfowl (or migratory) bird hunting to the tune of **2.6 MILLION ACTIVE HUNTERS,** upland bird hunting enjoyed by **1.9 MILLION HUNTERS,** turkey hunting, predator hunting, small game hunting and more. In 2016, Americans took **147 MILLION HUNTING TRIPS FOR 184 MILLION COMBINED DAYS AFIELD.**



DID YOU KNOW?

U.S. HUNTERS

**OUTNUMBER
THE POPULATIONS OF
43 STATES!²**



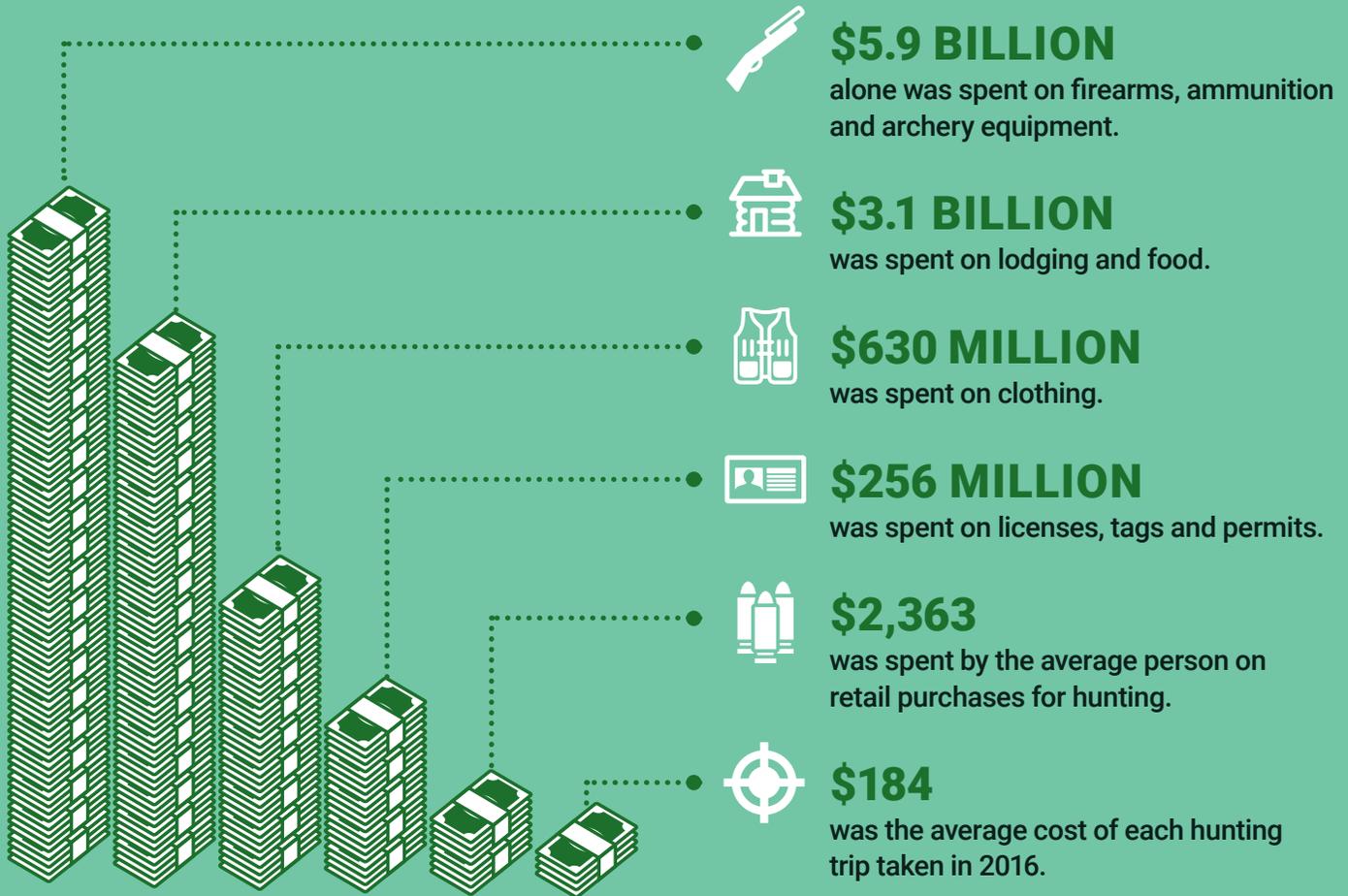
HUNTING SPENDING

With so many hunters taking so many trips to the fields and forests, it should be no surprise that they spend a lot of money to make these trips fun, comfortable and successful.

In 2016, hunters spent **\$7.1 BILLION ON EQUIPMENT ALONE.** This includes expenditures on firearms, ammunition, archery gear, optics, calls, decoys and more. In addition, they spent **\$3.2 BILLION ON TRAVEL** to and from their hunting destinations. In total, hunters spent **\$27.1 BILLION TO ENJOY THE SPORT THEY LOVE.**

¹ Outdoor Industry Association's 2017 Outdoor Participation Report: https://outdoorindustry.org/wp-content/uploads/2017/05/2017-Outdoor-Recreation-Participation-Report_FINAL.pdf
² United States Census Bureau: <https://www.census.gov/data/tables/2016/demo/popest/state-total.html>

OTHER KEY SPENDING HIGHLIGHTS INCLUDE:



PERSPECTIVE

IF THE HUNTING INDUSTRY WERE A SINGLE COMPANY, IT WOULD

RANK 104

★ ★ ★

ON THE

FORTUNE 500³

DEER HUNTERS SPENT

\$15.7 BILLION

IN 2016, ALMOST TWICE THE AMOUNT AMERICANS SPEND ANNUALLY ON GREETING CARDS⁴

MIGRATORY BIRD HUNTERS SPENT

\$2.9 BILLION

WHICH IS MORE THAN THE COMBINED BOX OFFICE REVENUE FOR THE TOP FIVE MOVIES IN 2016⁵

\$6.3 BILLION

SPENT BY HUNTERS ON FOOD, LODGING AND TRANSPORTATION IN 2016 WAS

50 PERCENT

MORE THAN HYATT'S ANNUAL REVENUES⁶

³ The Fortune 500 List, 2016: <http://fortune.com/fortune500/2016/list>

⁴ Greeting Card Association, Greeting Card Industry Key Facts: <https://www.greetingcard.org/wp-content/uploads/2016/07/About-Greeting-Cards-General-Facts.pdf>

⁵ Box Office Mojo: <http://www.boxofficemojo.com/yearly/chart/?yr=2016>

⁶ MarketWatch.com: <https://www.marketwatch.com/investing/stock/h/financials>

NATIONAL ECONOMIC IMPACT

When a hunter buys ammunition, a hunting license, or a camouflage coat; pays for gas; buys a meal on the way to a hunt; or gets a hotel room during a trip, the value of the money spent doesn't stop there.

That money goes to the store who sold it and has a multiplier effect when employees are paid wages, suppliers are paid for goods provided, etc. When these multiplier effects are factored in, the value of the \$27.1 billion spent nationally by hunters goes much further and reflects a much larger value. In fact, when looking at the contribution to our country's gross domestic product, the value approaches \$36 billion dollars. That alone is higher than the GDPs of at least 107 countries.⁷

These dollars also generate tax revenues and support jobs. On the tax revenue side, hunter dollars generate \$5.3 billion federally and \$3.4 billion in state and local taxes. It also supports as many as 525,000 jobs both in and out of the outdoor industry to the tune of \$21.5 billion in salaries and wages. The jobs supported can be found in the retail, manufacturing, energy and hospitality sectors.



.....
SPOTLIGHT
.....
**525,000
JOBS**
supported by hunting
is more than
**3x THE NUMBER OF
JOBS IN THE OIL AND GAS
EXTRACTION INDUSTRY**
in 2016⁸
.....

BY THE NUMBERS:

The **\$5.3 BILLION** in federal taxes collected from hunting purchases could have provided social security benefits to nearly **325,000** retired workers in 2016.⁹

Hunters contributed **\$23.8 MILLION** a day in state, local and federal taxes—money that supports the operation of wildlife agencies and conservation efforts.

Spending by hunters generates **\$3.4 BILLION** in state and local taxes, which could pay the salaries of over **48,300** registered nurses or **53,700** police officers.¹⁰

⁷ The World Bank: <http://databank.worldbank.org/data/download/GDP.pdf>

⁸ U.S. Bureau of Labor Statistics: <https://www.bls.gov/iag/tgs/iag211.htm#workforce>

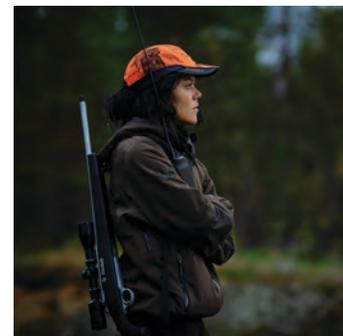
⁹ Center on Budget Policy and Priorities: <https://www.cbpp.org/research/social-security/social-security-benefits-are-modest>

¹⁰ Bureau of Labor Statistics: <https://www.bls.gov/ooh/>

ECONOMIC IMPACT BY HUNTING OPPORTUNITY

It's easy to see how the economic activity generated from **all hunting** benefits the American worker and wildlife conservation, but what are the contributions of **different types** of hunting?

Deer hunting, as noted earlier, is the most popular type of hunting in America. In 2016 alone, deer hunting contributed \$20.9 billion to our nation's GDP and supported over 305,400 jobs. Those jobs put \$12.4 billion in wages into circulation. Spending on deer hunting also accounted for \$3.1 billion in federal and \$1.9 billion in state and local tax revenues.



Waterfowlers contributed \$4 billion to the GDP, and supported 56,900 jobs paying out over \$2.4 billion in salaries and wages. There were \$590 million in federal tax revenues generated and \$399 million in state and local taxes.

Another popular type of hunting, upland bird shooting, added \$2.4 billion to the GDP and supported 38,200 jobs that paid \$1.4 billion in salaries and wages. Federal tax revenues generated from this sport were nearly \$351.8 million and state and local tax revenues were \$220.9 million.

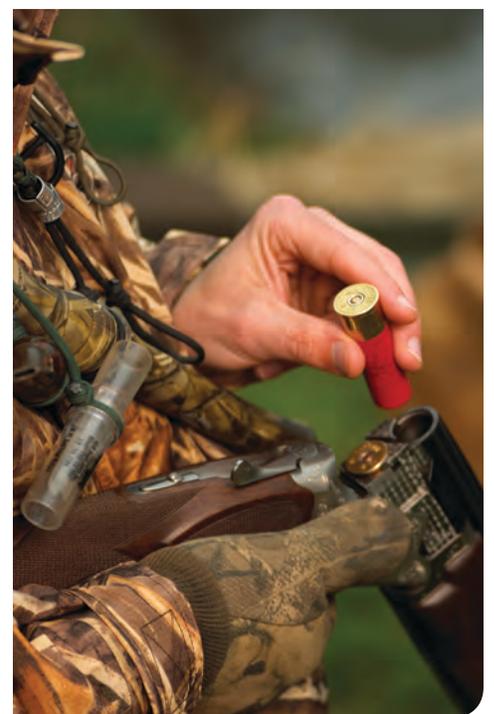


CONSERVATION

One of the greatest stories behind hunting and the money spent on this sport is the profound impact they have on conservation efforts in this country.

Hunter spending supports the overwhelming financial burden of conservation work—and in some cases—nearly all of that burden. Next to the dollars spent on licenses, permits and tags, which by law can only be used to fund the efforts of state wildlife management agencies, the biggest economic vehicle in place to support wildlife conservation is the Federal Aid in Wildlife Restoration Act.

Commonly known as the **Pittman-Robertson Act**, the bill was enacted at the behest of sportsmen to **impose an excise tax on the sale of firearms and ammunition**. The act was later amended to provide an excise tax on archery equipment too. Funds raised through the taxes are then distributed among the states to support wildlife agency programs, pay for conservation projects and support hunter education. To date, **more than \$12 billion dollars have been distributed through the Federal Aid in Wildlife Restoration Act**. Hunting licenses purchases, excise taxes and membership dues and contributions paid by hunters and shooters generate over **\$1.8 billion each year for wildlife conservation in the United States**.



HUNTERS AND DAYS OF HUNTING BY SPECIES IN 2016

REGION	NUMBER OF HUNTERS			
	ALL HUNTING	DEER HUNTING	MIGRATORY BIRD HUNTING	UPLAND GAMEBIRD
New England	273,000	182,000	— *	55,000 ^
Middle Atlantic	1,001,000	787,000	— *	— *
East North Central	2,871,000	2,481,000	634,000 ^	— *
West North Central	1,565,000	953,000	285,000 ^	504,000
South Atlantic	1,623,000	1,132,000	103,000 ^	— *
East South Central	1,365,000 ^	1,002,000 ^	— *	— *
West South Central	1,700,000	746,000	604,000 ^	315,000 ^
Mountain	1,121,000	482,000 ^	396,000 ^	207,000 ^
Pacific	791,000	375,000 ^	— *	— *
UNITED STATES†	11,453,000	7,905,000	2,618,000	1,919,000

* Missing values may not mean zero hunters. Sample sizes were too small to accurately estimate the number of hunters (N < 10).

^ Small sample size used to create this estimate (N = 10 to 30), use results with caution.

† Regional hunter totals will sum to more than the national total due to rounding and participants that hunted in multiple regions.

DAYS OF HUNTING

REGION	ALL HUNTING	DEER HUNTING	MIGRATORY BIRD HUNTING	UPLAND GAMEBIRD
New England	3,611,000	1,886,000	— *	227,000 ^
Middle Atlantic	12,548,000	9,071,000	— *	— *
East North Central	59,462,000	40,809,000	5,372,000 ^	— *
West North Central	20,732,000	9,135,000	3,250,000 ^	5,755,000
South Atlantic	16,674,000	11,858,000	940,000 ^	— *
East South Central	37,459,000 ^	22,796,000 ^	— *	— *
West South Central	17,459,000	11,406,000	2,736,000 ^	1,352,000 ^
Mountain	10,659,000	5,584,000 ^	1,506,000 ^	936,000 ^
Pacific	6,071,000	2,498,000 ^	— *	— *
UNITED STATES†	184,021,000	115,042,000	15,621,000	12,983,000

* Missing values may not mean zero hunters. Sample sizes were too small to accurately estimate the number of hunters (N < 10).

^ Small sample size used to create this estimate (N = 10 to 30), use results with caution.

† Regional hunting days will sum to more than the national total due to rounding and different survey methodologies used for collecting regional and national hunting days.

ECONOMIC CONTRIBUTION FROM DEER HUNTING IN 2016

REGION	RETAIL SALES	TOTAL MULTIPLIER OR RIPPLE EFFECT	VALUE ADDED (GDP)	SALARIES AND WAGES	JOBS	STATE AND LOCAL TAX REVENUES	FEDERAL TAX REVENUES
New England	\$258,900,000	\$438,700,000	\$234,300,000	\$138,700,000	2,600	\$23,000,000	\$36,200,000
Middle Atlantic	\$2,080,000,000	\$3,597,200,000	\$1,789,500,000	\$1,091,000,000	18,500	\$192,400,000	\$273,500,000
East North Central	\$3,802,500,000	\$7,033,600,000	\$3,803,200,000	\$2,226,300,000	56,100	\$414,100,000	\$543,500,000
West North Central	\$881,700,000	\$1,559,800,000	\$827,400,000	\$478,200,000	12,600	\$79,900,000	\$115,900,000
South Atlantic	\$1,585,400,000	\$2,949,200,000	\$1,673,000,000	\$967,600,000	28,100	\$141,600,000	\$242,300,000
East South Central	\$1,711,500,000	\$2,901,100,000	\$1,894,800,000	\$1,190,100,000	65,000	\$125,300,000	\$269,100,000
West South Central	\$3,830,200,000	\$6,872,500,000	\$3,774,200,000	\$2,294,800,000	75,600	\$342,000,000	\$552,100,000
Mountain	\$1,163,300,000	\$1,996,500,000	\$925,900,000	\$589,600,000	16,200	\$99,100,000	\$139,600,000
Pacific	\$375,300,000	\$689,300,000	\$387,200,000	\$232,800,000	4,700	\$44,400,000	\$58,600,000
UNITED STATES	\$15,721,800,000	\$39,773,800,000	\$20,858,900,000	\$12,446,900,000	305,400	\$1,945,800,000	\$3,078,300,000

ECONOMIC CONTRIBUTION FROM MIGRATORY BIRD HUNTING IN 2016

REGION	RETAIL SALES	TOTAL MULTIPLIER OR RIPPLE EFFECT	VALUE ADDED (GDP)	SALARIES AND WAGES	JOBS	STATE AND LOCAL TAX REVENUES	FEDERAL TAX REVENUES
East North Central	\$490,200,000	\$835,800,000	\$444,500,000	\$239,500,000	6,400	\$49,900,000	\$61,800,000
West North Central	\$550,300,000	\$956,800,000	\$513,000,000	\$280,400,000	7,200	\$55,100,000	\$70,500,000
West South Central	\$847,400,000	\$1,582,100,000	\$935,000,000	\$612,100,000	21,400	\$87,000,000	\$142,500,000
Mountain	\$572,800,000	\$1,048,600,000	\$551,700,000	\$350,500,000	8,300	\$60,400,000	\$82,400,000
Pacific	\$214,100,000	\$414,100,000	\$235,000,000	\$148,400,000	3,300	\$25,300,000	\$36,100,000
UNITED STATES	\$2,923,600,000	\$7,276,200,000	\$3,964,200,000	\$2,416,500,000	56,900	\$399,000,000	\$590,000,000

ECONOMIC CONTRIBUTION FROM UPLAND GAMEBIRD* HUNTING IN 2016

REGION	RETAIL SALES	TOTAL MULTIPLIER OR RIPPLE EFFECT	VALUE ADDED (GDP)	SALARIES AND WAGES	JOBS	STATE AND LOCAL TAX REVENUES	FEDERAL TAX REVENUES
New England	\$96,100,000	\$166,100,000	\$103,900,000	\$51,900,000	1,300	\$10,400,000	\$14,800,000
West North Central	\$787,300,000	\$1,336,600,000	\$752,100,000	\$370,800,000	9,200	\$69,800,000	\$97,400,000
West South Central	\$293,700,000	\$543,200,000	\$361,300,000	\$268,300,000	13,600	\$23,500,000	\$58,700,000
Mountain	\$74,100,000	\$134,200,000	\$69,700,000	\$44,000,000	1,100	\$7,300,000	\$10,400,000
UNITED STATES	\$1,800,600,000	\$4,262,300,000	\$2,408,600,000	\$1,414,500,000	38,200	\$220,900,000	\$351,800,000

*QUAIL, GROUSE, PHEASANT

U.S. HUNTING-RELATED EXPENDITURES IN 2016	HUNTING (ALL TYPES)	DEER HUNTING	MIGRATORY BIRD HUNTING	UPLAND GAME HUNTING
Food, drink & refreshments	\$2,506,900,000	\$1,270,500,000	\$313,100,000	\$313,900,000
Lodging (motels, cabins, lodges, campgrounds, etc.)	\$607,100,000	\$153,100,000	\$215,300,000	\$65,000,000
Airplane fare	\$118,900,000	\$70,800,000	\$4,700,000	\$15,800,000
Public transportation, including trains, buses, taxis, etc.	\$74,200,000	\$33,000,000	\$31,200,000	\$2,300,000
Transportation by private vehicle	\$2,991,400,000	\$1,475,600,000	\$447,700,000	\$215,700,000
Guide fees, pack trip or package fees	\$658,400,000	\$434,600,000	\$31,400,000	\$81,900,000
Public land use or access fees	\$18,600,000	\$3,500,000	\$10,400,000	\$1,000,000
Private land use or access fees (except leases)	\$1,813,900,000	\$1,110,300,000	\$132,900,000	\$177,400,000
Heating & cooking fuel	\$103,300,000	\$67,000,000	\$6,700,000	\$3,500,000
Equipment rental such as boats, hunting or camping equipment, etc.	\$204,600,000	\$194,000,000	\$1,000,000	\$2,500,000
Boat fuel	\$15,100,000	\$200,000	\$7,200,000	\$1,800,000
Boat launching fees	\$2,200,000	\$100,000	\$1,100,000	\$200,000
Boat mooring, storage, maintenance, insurance, etc.	\$81,800,000	—	\$81,800,000	—
Rifles	\$1,190,100,000	\$766,500,000	\$22,000,000	\$22,600,000
Shotguns	\$553,100,000	\$92,400,000	\$214,900,000	\$5,200,000
Muzzleloaders & other primitive firearms	\$110,000,000	\$95,300,000	—	—
Handguns	\$1,060,600,000	\$586,100,000	\$80,300,000	\$59,400,000
Bows, arrows & archery equipment	\$1,613,700,000	\$1,423,400,000	—	\$1,200,000
Telescopic sights	\$220,300,000	\$123,100,000	—	—
Decoys & game calls	\$204,300,000	\$55,700,000	\$55,400,000	\$400,000
Ammunition	\$1,413,800,000	\$510,700,000	\$533,900,000	\$62,100,000
Handloading equipment & components	\$228,900,000	\$134,000,000	\$9,700,000	\$51,400,000
Hunting dogs & associated costs	\$448,600,000	\$52,200,000	\$157,500,000	\$132,200,000
Other hunting equipment (cases, knives, etc.)	\$340,500,000	\$180,400,000	\$30,100,000	\$9,900,000
Camping equipment	\$567,400,000	\$411,400,000	\$18,400,000	\$25,300,000
Binoculars, field glasses, telescopes, etc.	\$187,500,000	\$122,200,000	\$1,500,000	\$2,900,000
Special hunting clothes, foul weather gear, boots, waders, etc.	\$629,900,000	\$307,100,000	\$133,800,000	\$30,100,000
Processing & taxidermy costs	\$684,900,000	\$480,700,000	—	\$200,000
Books and magazines devoted to hunting	\$193,900,000	\$102,900,000	\$36,200,000	\$9,900,000
Dues or contributions	\$209,500,000	\$78,000,000	\$43,200,000	\$33,400,000
Other support items (such as snowshoes, skis, equipment repair, etc.)	\$118,100,000	\$65,400,000	\$13,300,000	\$5,900,000
Bass boat	—	—	—	—
Other motor boat	\$800,000	\$100,000	\$400,000	—
Canoe or other non-motor boat	\$800,000	\$100,000	\$400,000	—
Boat motor, trailer, hitch, or accessories	\$200,000	\$80,000	—	\$24,000
Pick-up, camper, van, travel tent trailer, motor home, house trailer	\$3,274,500,000	\$2,427,600,000	\$28,300,000	\$14,100,000
Cabin	—	—	—	—
Off-road vehicle: trail bike, 4x4 vehicle, 4-wheeler, snowmobile, etc.	\$852,800,000	\$693,600,000	\$67,600,000	\$70,900,000
Other special equipment (ice chests, airplane, etc.)	\$47,900,000	\$21,900,000	\$9,400,000	—
Land owned primarily for hunting, 2016 expenses and payments	\$1,547,900,000	\$596,000,000	\$91,400,000	\$325,600,000
Land leased primarily for hunting, 2016 expenses and payments	\$1,350,700,000	\$1,111,500,000	\$24,700,000	\$10,200,000
Licenses	\$556,300,000	\$331,700,000	\$46,400,000	\$32,500,000
Tags, permits and other similar fees	\$90,400,000	\$44,200,000	\$14,900,000	\$8,500,000
Plantings related to hunting	\$165,400,000	\$94,700,000	\$5,500,000	\$5,700,000
TOTAL	\$27,059,000,000	\$15,721,800,000	\$2,923,600,000	\$1,800,600,000

Report citation: Southwick Associates. Hunting in America: An Economic Force.

Methodology: Data was obtained from the U.S. Fish and Wildlife Service's 2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation. Impacts were developed using IMPLAN™ from IMPLAN of Huntersville, NC.

The expenditures reported here may be higher than those reported by the USFWS. This is due to expenditures made by an individual for both fishing and hunting. In such cases, the USFWS reports these separately and not as part of their hunting-only estimates. In this report, such expenditures are pro-rated into hunting and fishing portions based on the individual's total days of hunting and fishing, and then assigned to each activity as appropriate. Either approach, the USFWS's or the method used here, is acceptable.

2018 Edition.

FOR MORE INSIGHTS, GO TO WWW.NSSF.ORG/RESEARCH



NATIONAL SHOOTING SPORTS FOUNDATION

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The National Shooting Sports Foundation (NSSF) is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 10,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, log on to www.nssf.org, or contact Director, Research & Market Development, Jim Curcuruto, jcurcuruto@nssf.org.



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