



National Survey of
Fishing,
Hunting,
& Wildlife-Associated
Recreation

2022 Final Report

Georgia



Report prepared for:

Georgia Department of Natural Resources

Report prepared by:

NORC at the University of Chicago

For more information, please visit:

<https://www.norc.org/research/projects/survey-of-fishing-hunting-and-wildlife-recreation.html>



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Project Overview

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation 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.

In coordination with AFWA and the U.S. Fish and Wildlife Service, NORC at the University of Chicago administered the 2022 National Survey. To establish a sustainable model moving forward, the survey underwent a major methodological redesign, including:

- A mixed-mode approach where interviews were conducted via web, telephone, and self-administered paper questionnaires sent through the mail instead of costly in-person interviewing.
- A blended sample design that primarily used AmeriSpeak®, NORC's probability-based panel, and an address-based sample (ABS) to provide full rural coverage, reduce avidity bias, and reduce nonresponse bias.
- The inclusion of sample from nonprobability online panels to provide a cost-effective approach for state-level data. NORC employed our TrueNorth capability to combine probability and nonprobability samples to create reliable estimates that meet the state-level precision requirements.
- A streamlined questionnaire to focus on key estimates and reduce respondent burden.

Data collection for the Survey was carried out in two phases by NORC at the University of Chicago. The first phase consisted of a screening interview, conducted January through April 2022. NORC interviewed a sample of 42,340 households nationwide. Through these interviews, one adult household member provided information for up to four adults age 16 and older and up to four children ages 6 to 15 in the household. This interview covered 2021 participation in fishing, hunting, wildlife watching and other outdoor recreation activities, as well as expectations for participation in 2022. In total, data was collected for about 97,415 household members.

The second phase of data collection covered 2022 activities in detail and consisted of three detailed interview waves. The first wave was conducted May through August 2022. The second wave was conducted September through December 2022. The final wave was conducted January through March 2023. Interviews were conducted with samples of likely anglers, hunters, and wildlife watchers who were identified in the initial screening phase. Interviews were conducted via the web, telephone, and self-administered questionnaire. 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 national level. During the second phase, 105,698 completed any survey, including 24,720 who completed the angler survey, 11,655 who completed the hunter survey, 58,704 who completed the wildlife watching survey, and 10,619 who did not participate in any of the three activities and were not asked detailed questions about them.

Question Updates

In consultation with AFWA, NORC redesigned the survey instruments for 2022 to address concerns about survey bias, reduce omitting events from survey reports, and reduce the length of the survey instruments with special attention to items AFWA/FWS specifically requested be addressed. This process included cognitive and debriefing interviews and a pilot test to improve data quality and reduce respondent burden.

Wildlife Watching Question Changes

As in previous rounds, the 2022 FHWAR Wildlife Watching questionnaire asked respondents about six separate activities constituting around-the-home wildlife watching: observing wildlife, photographing wildlife, feeding wildlife, maintaining natural areas, maintaining plantings, and visiting parks or natural areas. In the 2022 survey, these detailed activities were also asked about at the end of the Fishing and Hunting questionnaires to match around-the-home wildlife-watching questions on the Wildlife Watching questionnaire. In previous rounds, there was only a single yes/no question about wildlife watching on the Fishing and Hunting questionnaires. In addition, the question asking about photographing wildlife was edited to clarify that cell phone pictures of wildlife count as a form of wildlife photography. Lastly, around-the-home wildlife-watching questions were asked first then away-from-home wildlife watching and associated expenditures. Switching this order seemed to aid in better recall and resulted in less confusion.

Question Order

For the screener, NORC rearranged the order of the sections so that respondents were asked about wildlife watching first, followed by fishing, then hunting. This was done so that respondents would be first presented with questions on activities the general population is more likely to have participated in. Since fewer people have hunted, these questions were moved later in the questionnaire.

Question Grouping

The Screener questionnaire was reworked to simply ask if a household member had engaged in an activity. Respondents were asked to report on activities for their entire household, selecting one person at a time then cycling through all types of activities.

Removed Questions

AFWA/ FWS requested that certain questions be reviewed before the 2022 administration to reduce the survey length and respondent burden. Questions about 2022 hunting, fishing, and wildlife-watching activity were removed from the screener questionnaire knowing that few would have

participated in these activities already at that early point of 2022. Instead, the first four months of the year were asked about in the Wave 1 questionnaire. Fishing questions were reworked to not explicitly ask about fishing in the Great Lakes. Instead, fishing in the Great Lakes was included through freshwater fishing questions. Instead of asking for the number of days one fished for shellfish and finfish, the 2022 questionnaires asked what kind of saltwater fishing was done in each coastal state in which one reported fishing, including fishing for finfish, shellfish, or both, to shorten the survey. The Wave 3 fishing questionnaire did not ask specifically about bass boats when asking about large purchases made in 2022. Instead, they were included in the “motorboat” category. The hunting questionnaire removed species-specific questions and asked instead about four broad categories: big game, small game, migratory birds, and other animals.

Sampling and Weighting Strategy

Sampling Overview

NORC used three sampling sources for the 2022 FHWAR project. An address-based sample (ABS) and AmeriSpeak®, NORC's probability-based panel, were used throughout the project while opt-in panels were incorporated in Wave 3.

Screeners sample included ABS and AmeriSpeak®. The ABS sample was developed from the United State Postal Service's Delivery Sequence File (DSF), which allowed for oversampling counties with high hunting participation identified by hunting license lists. The sample was stratified by state.

Individuals identified through the screener phase were contacted in the remaining three waves. Supplemental ABS and AmeriSpeak® samples were incorporated in later waves to improve the precision of the results. Nonprobability, online panels were used in Wave 3 as a cost-effective approach for state-level data collection for the 23 coastal states and states who purchased state-level data.

Weighting Overview

NORC weighted data after the screener and Wave 3. Weights accounted for probability of selection, nonresponse, and population characteristics across the various sample sources.

- **ABS Weighting**

- Base weights: Inverse of the probability of selection of the sampled household
- Nonresponse weights: Used county-level hunting license data and market data used to predict hunting and fishing participation
- Population weights: Based on Census Division using age, sex, education, race, ethnicity, and urbanicity

- **AmeriSpeak Weighting**

- Base weights: Used the AmeriSpeak® panel weight and the probability of selection of the sampled panelist
- Nonresponse weights: Used AmeriSpeak® panel profile data and market data
- Population weights: Based on Census Division using age, sex, education, race, ethnicity, and urbanicity

- **Opt-in Panel Weighting**

- Base and Nonresponse weights: Not calculated due to the nonprobability nature of the panels
- Population weights: Calculated within each opt-in state/rest of Census Division using age, sex, education, race, ethnicity, and urbanicity, and within each Census Division by sex using 2022 hunting, fishing and wildlife watching participation

The three combined data sources were raked within each opt-in state/rest of Census Division using age, sex, education, race, ethnicity, and urbanicity and within each opt-in state/rest of Census Division by age. Small area modeling was used to generate the 2022 hunting, fishing, and wildlife watching participation estimates and refine estimates of the number of anglers in coastal states and the ratio of freshwater and saltwater anglers in coastal states using 2011 FHWAR data.

Georgia Highlights



Wildlife Related Recreation

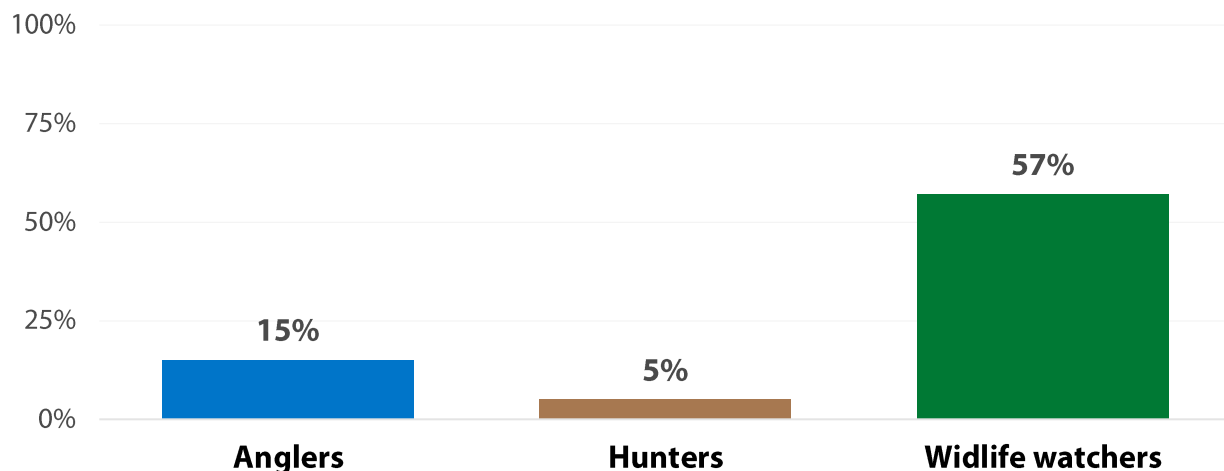
2022 Participation in Georgia by Residents and Nonresidents

In 2022, 4.8 million¹ Georgia residents age 16 and older participated in wildlife associated recreation activities in their state. Among these participants, 1.2 million fished, 404,000 hunted, and 4.7 million participated in wildlife watching activities, such as observing, feeding, and photographing wildlife. The sum of anglers, hunters, and wildlife watchers exceeds the total number of participants in wildlife-related recreation because many individuals engaged in more than one wildlife-related activity.

Overall, 15% of the Georgia population age 16 and older fished, 5% hunted, and 57% participated in wildlife watching in 2022.

4.8 million Georgia residents age 16+ participated in wildlife associated recreation activities in 2022.

Percent Georgia residents age 16 and older



¹ Numbers are reported rounded to the hundreds' place (e.g., 4,190 becomes 4,200) place thousands' place (e.g., 516,136 becomes 516,000), hundred thousands' place (e.g., 1,553,013 becomes 1.6 million), ten millions' place (e.g., 99,352,033 becomes 99 million) or hundred millions' place (e.g., 12,533,867,266 becomes 12.5 billion).

When considering activities by both residents and nonresidents age 16 and older, there were 1.7 million anglers, 599,000 hunters, and 7.5 million wildlife watchers.

Of the total anglers, 1.2 million were Georgia state residents while 516,000 were nonresidents. Of the total hunters, 404,000 were Georgia residents while 195,000 were nonresidents.

Among the total wildlife watchers, 4.7 million Georgia state residents observed wildlife around the home and 1.9 million Georgia state residents observed wildlife away from home. Many individuals did both. Another 2.8 million were nonresidents who were observing wildlife while on trips away from home.

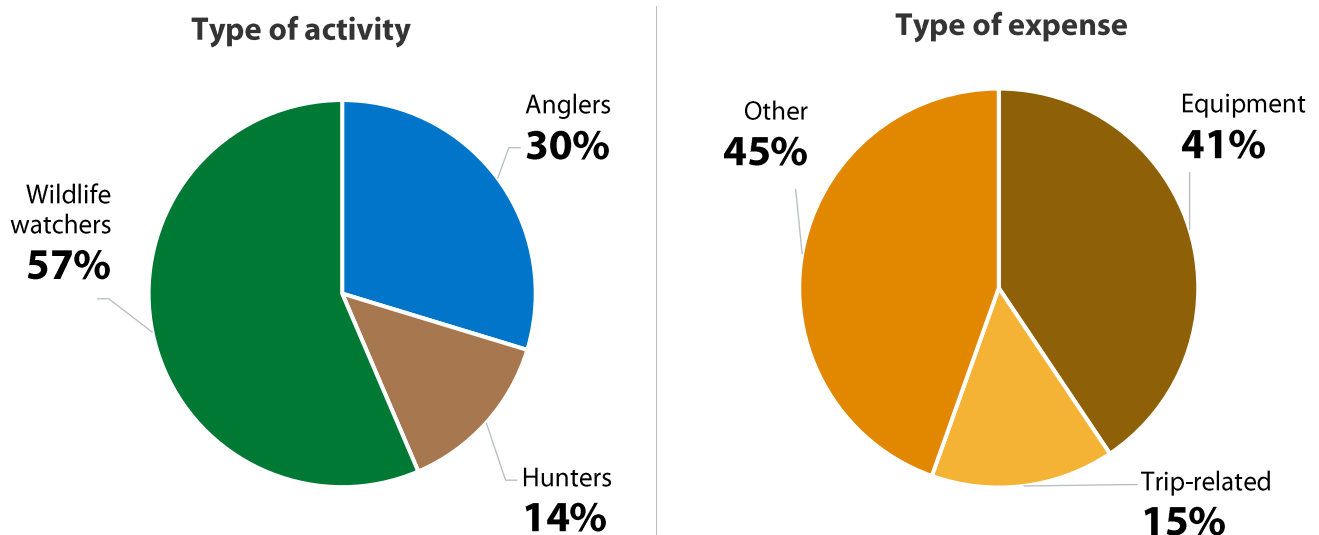
2022 Expenditures in Georgia by Residents and Nonresidents

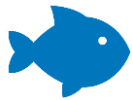
In total, state residents and nonresidents spent \$18.8 billion on wildlife associated recreation in Georgia in 2022. Anglers spent \$5.6 billion, hunters spent \$2.6 billion, and wildlife watchers spent \$10.6 billion.

Among these total expenditures, \$7.7 billion was spent on equipment costs; \$2.8 billion on trip-related costs, such as food, lodging, and transportation; and \$8.4 billion on other costs, such as licenses, dues, and owning or leasing land.

Overall, state residents and nonresidents spent \$18.8 billion on wildlife associated recreation in Georgia in 2022.

Percent total 2022 expenditures





Anglers

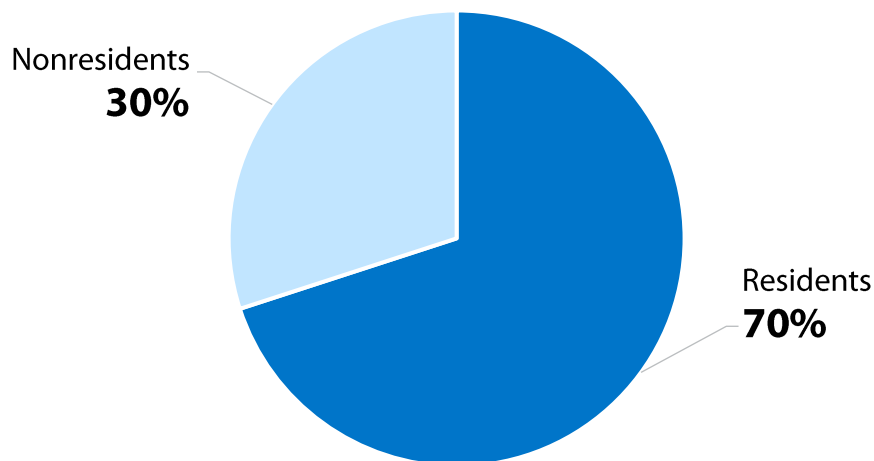
2022 Participation in Georgia by Residents and Nonresidents

Overall, 1.7 million state residents and nonresidents age 16 and older fished in Georgia in 2022, accounting for 15.6 million fishing trips and 20.8 million days spent fishing.

Of these anglers, 1.2 million were Georgia state residents while 516,000 were nonresidents.

Overall, 1.7 million state residents and nonresidents age 16 and older fished in Georgia in 2022.

Percent anglers in Georgia age 16 and older



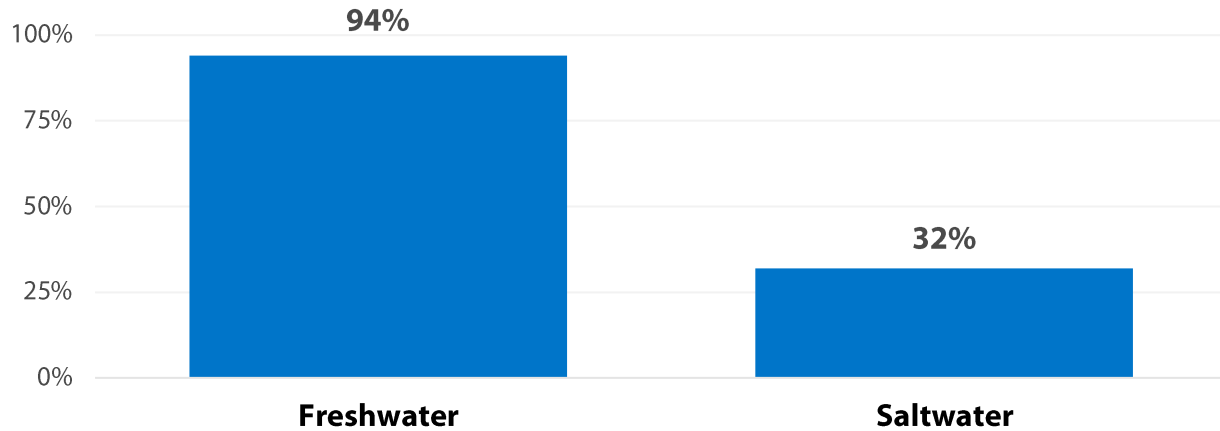
Ninety-four percent (1.6 million) of these participants freshwater fished, accounting for 81% of the total fishing trips and 85% of the total fishing days in Georgia.

Another 32% (561,000) saltwater fished, making up 19% of all fishing trips and 15% of all fishing days.

The sum of freshwater and saltwater fishing exceeds the total number of anglers because many individuals engaged in more than one type of fishing.

Overall, 1.7 million state residents and nonresidents age 16 and older fished in Georgia in 2022.

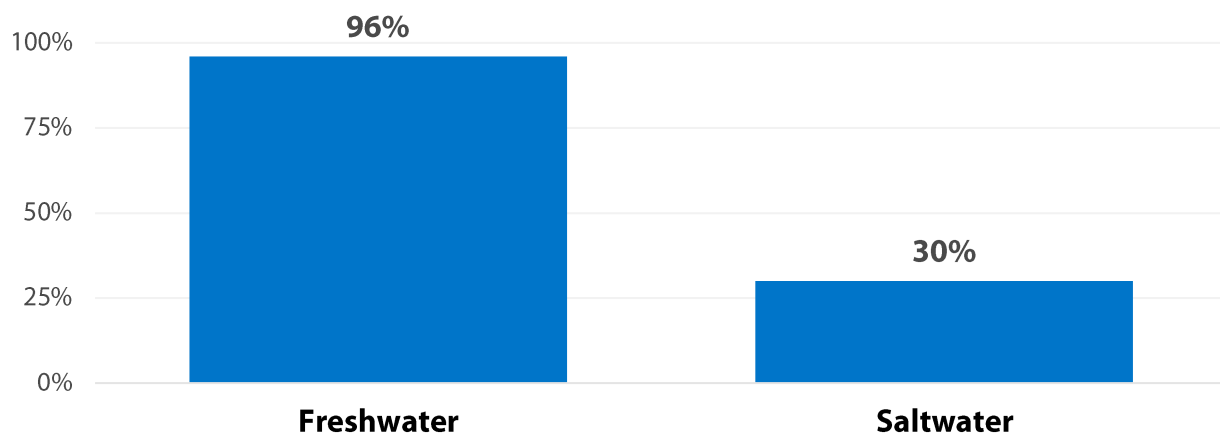
Percent anglers in Georgia age 16 and older



And among just Georgia residents, 1.2 million did any freshwater fishing in their state and 364,000 did any saltwater fishing. Many residents did both types.

1.2 million state residents age 16 and older fished in Georgia in 2022.

Percent Georgia resident anglers in Georgia age 16 and older



The following demographics refer to participation among Georgia residents only, and cover any type of recreational fishing.

Among Georgia residents, 13% of those living in an urban area and 21% of those living in a rural area fished in 2022.

In terms of the age breakdown, 12% of Georgia residents age 16 to 34 fished in 2022, along with 15% of those 35 to 54 and 16% of those age 55 and older.

With regard to gender, 21% of Georgia resident men fished in 2022, as did 9% of Georgia resident women.

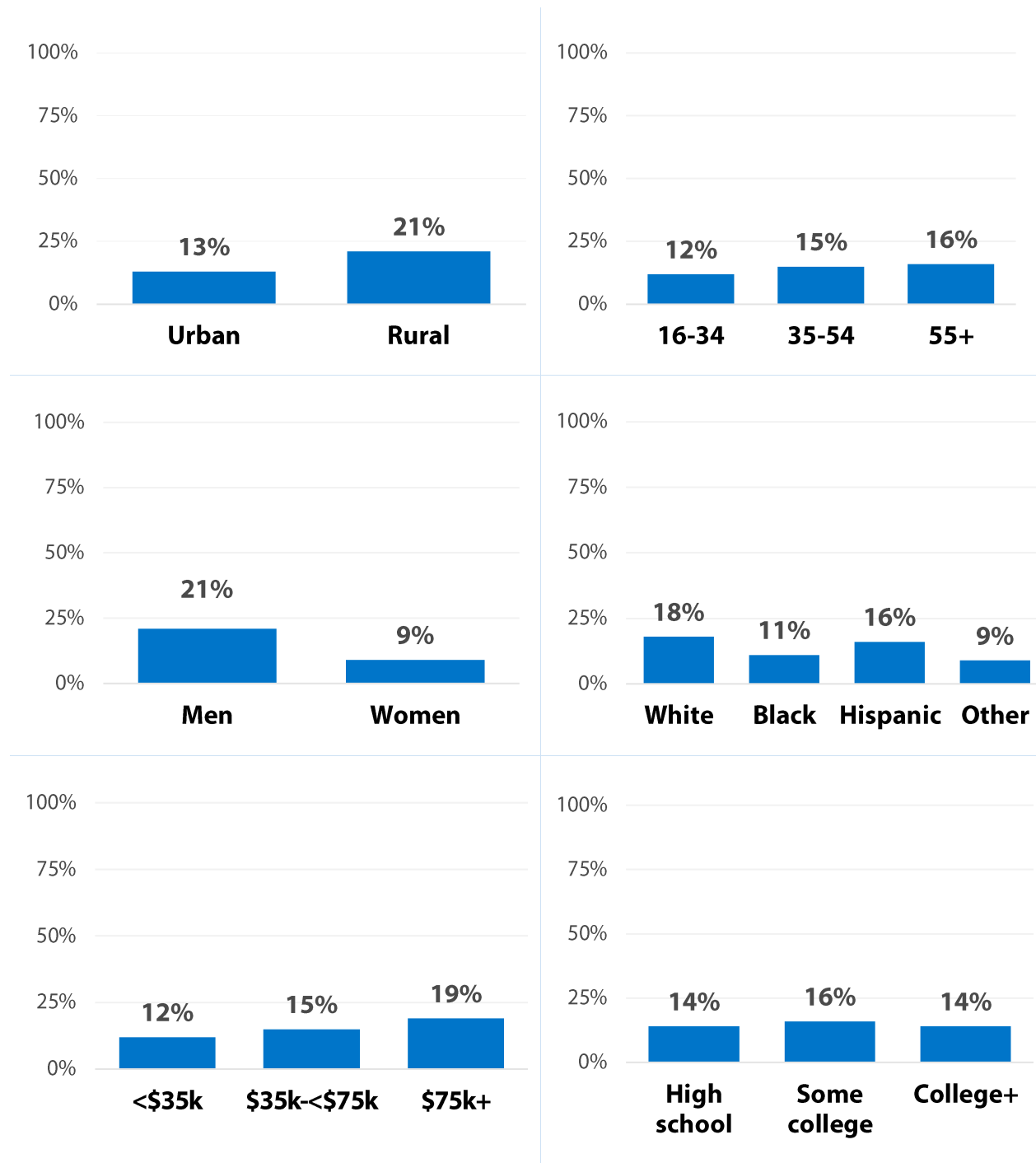
The participation rate by race and ethnicity was 18% of white Georgia residents, 11% of Black residents, 16% of Hispanic residents, and 9% of residents of another race fished in 2022.

Among Georgia' residents making less than \$35,000 a year, 12% fished. As did 15% of those making between \$35,000 and \$74,999, and 19% of those making \$75,000 or more.

When looking at fishing by educational levels, 14% of Georgia residents with a high school education or less fished in 2022, along with 16% of those with some college education, and 14% of those with a college degree or higher.

Demographics among Georgia resident anglers.

Percent Georgia residents age 16 and older who fished

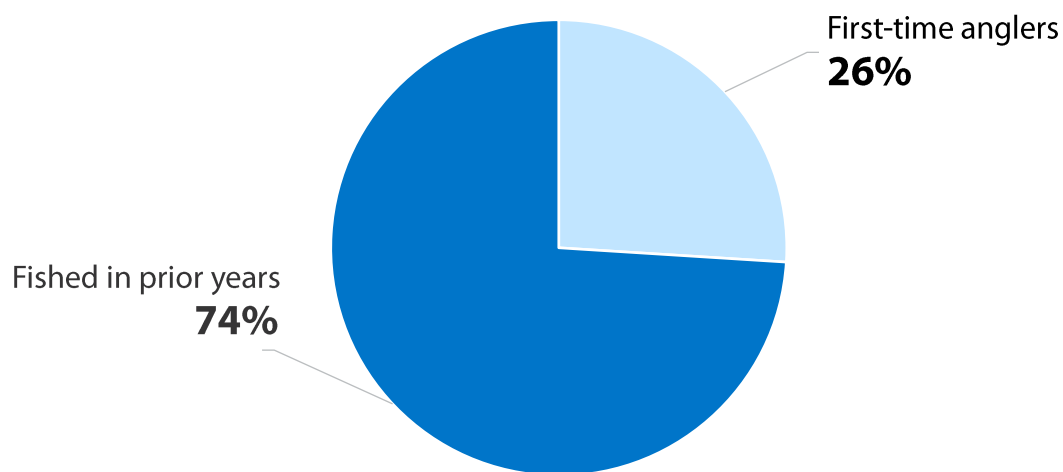


2021 Participation in Georgia by 6- to 15-Year-Old Residents

While the focus of the 2022 FHWAR Survey is on the wildlife associated recreation activities and participation of those age 16 and older, the Screener portion of the survey, which was conducted in early 2022, provides information about fishing by 6- to 15-year-olds in 2021. The following calculations capture the 2021 participation of Georgia residents, although the activities could have happened anywhere in the United States.

Overall, 304,000 Georgia state residents age 6 to 15 fished in 2021, including 80,000 who fished for the first time.

Percent Georgia resident anglers age 6 to 15

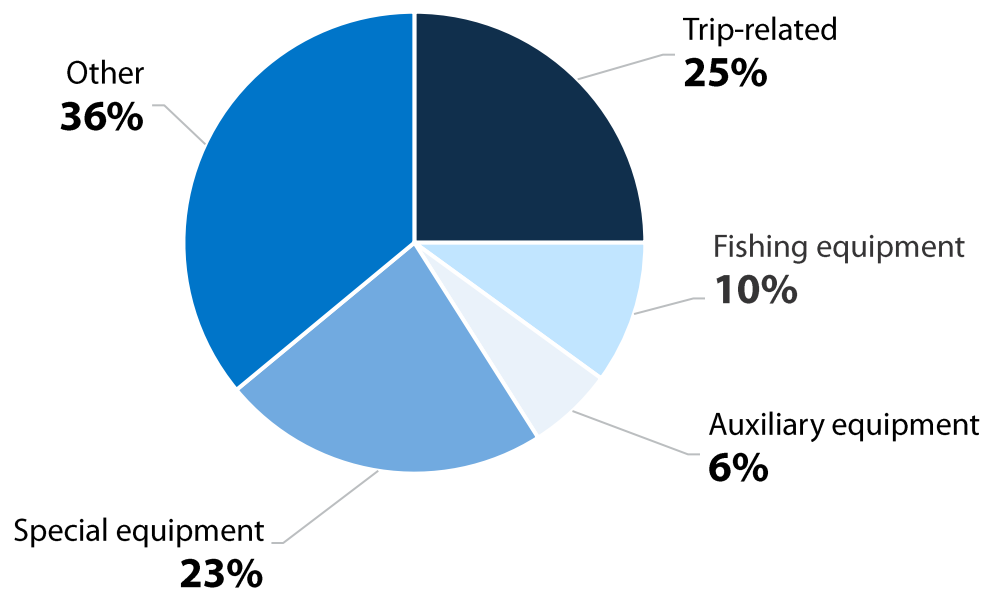


2022 Expenditures in Georgia by Residents and Nonresidents

Overall, anglers in Georgia spent \$5.6 billion in 2022. Of this total, \$1.4 billion was spent on trip-related expenses such as food, lodging, and transportation. An additional \$2.1 billion was spent on equipment, including \$538 million on fishing equipment, \$314 million on auxiliary equipment for fishing such as camping equipment or clothing, and \$1.3 billion on special equipment for fishing such as boats or other vehicles. Finally, anglers spent \$2.0 billion on other expenditures such as licenses, permits, or land for fishing.

Overall, anglers in Georgia spent \$5.6 billion in 2022.

Percent total angler expenditures



The average expenditures per angler were \$3,200 in total, including \$800 on trip related costs, \$1,200 on equipment, and \$1,100 on other costs.



Hunters

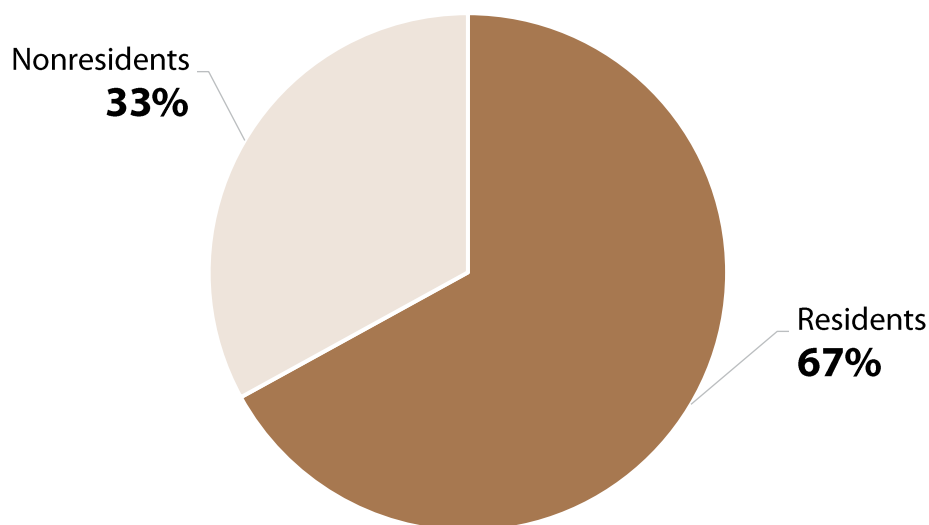
2022 Participation in Georgia by Residents and Nonresidents

Overall, 599,000 state residents and nonresidents age 16 and older hunted in Georgia in 2022, accounting for 6.1 million hunting trips and 7.5 million days spent hunting.

Of the total hunters, 404,000 were Georgia residents while 195,000 were nonresidents.

Overall, 599,000 state residents and nonresidents age 16 and older hunted in Georgia in 2022.

Percent hunters in Georgia age 16 and older



Seventy-nine percent (475,000) of these participants hunted big game, accounting for 54% of the total hunting trips and 61% of the total hunting days in Georgia.

Another 39% (232,000) hunted small game, accounting for 20% of all hunting trips and 18% of all hunting days.

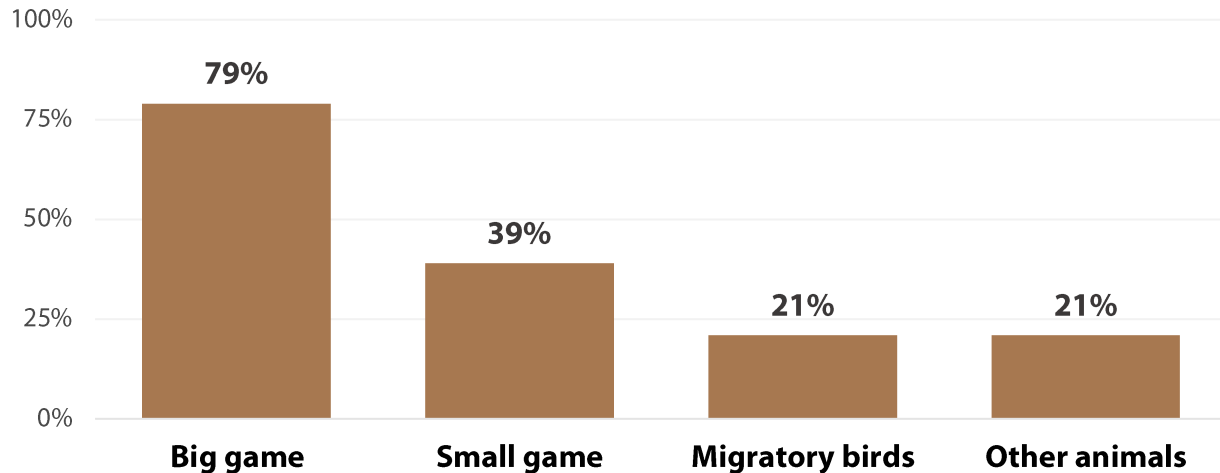
Twenty-one percent (128,000) hunted migratory birds, making up 10% of all hunting trips and 10% of all hunting days.

And 21% (125,000) hunted other animals, accounting for 16% of all hunting trips and 10% of all hunting days.

The sum of big game, small game, migratory bird, and other animal hunting exceeds the total number of hunters because many individuals engaged in more than one type of hunting.

Overall, 599,000 state residents and nonresidents age 16 and older hunted in Georgia in 2022.

Percent hunters in Georgia age 16 and older



The following demographics refer to participation among Georgia residents only, and cover any type of recreational hunting.

Among Georgia residents, 4% of those living in an urban area and 8% of those living in a rural area did any hunting in 2022.

In terms of the age breakdown, 4% of Georgia residents age 16 to 34 hunted in 2022, along with 5% of those 35 to 54 and 6% of those age 55 and older.

With regard to gender, 8% of Georgia resident men hunted in 2022, as did 2% of Georgia resident women.

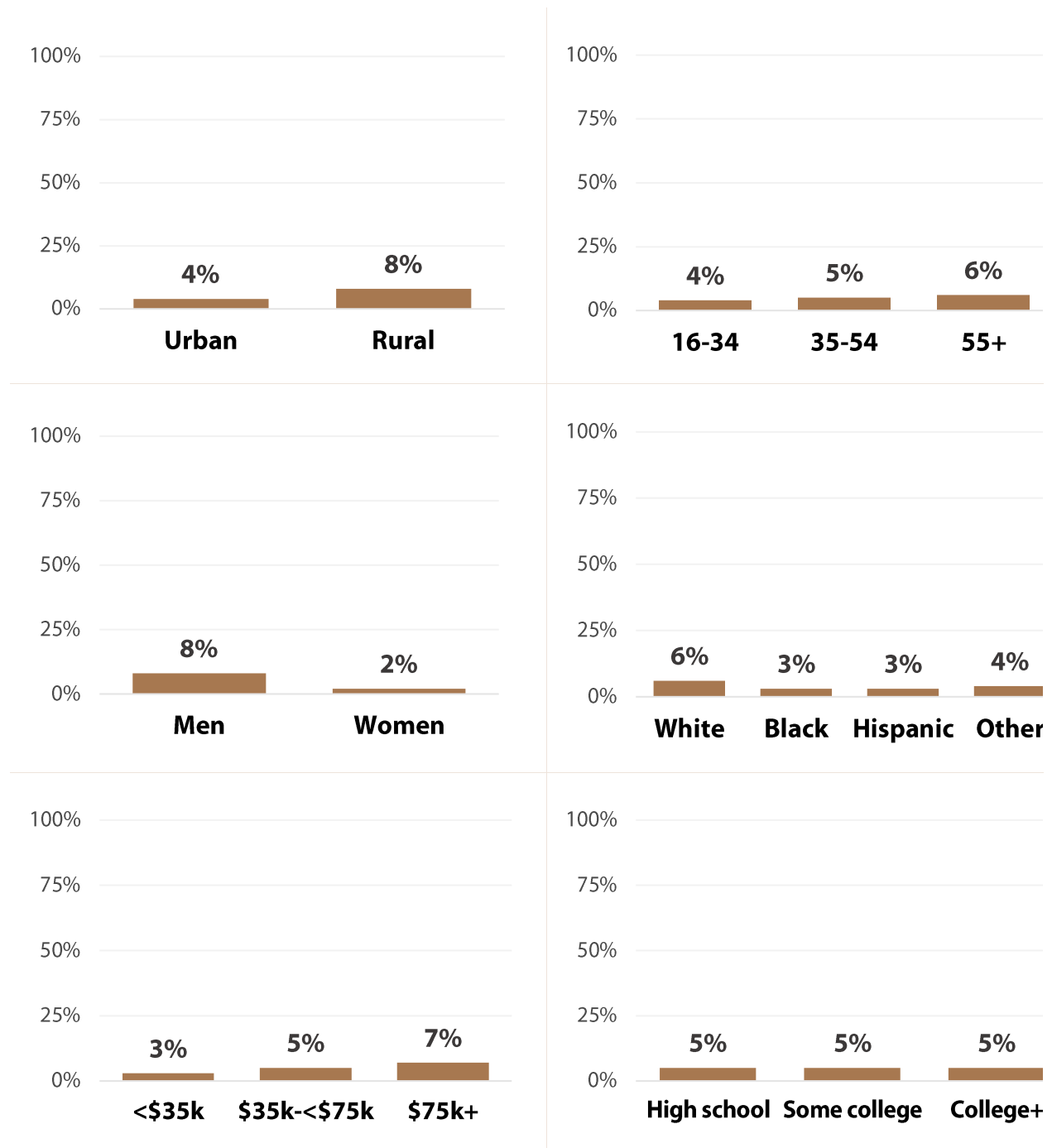
The participation rate by race and ethnicity was 6% of white Georgia residents, 3% of Black residents, 3% of Hispanic residents, and 4% of residents of another race hunted in 2022.

Among Georgia' residents making less than \$35,000 a year, 3% hunted. As did 5% of those making between \$35,000 and \$74,999, and 7% of those making \$75,000 or more.

When looking at hunting by educational levels, 5% of Georgia residents with a high school education or less hunted in 2022, along with 5% of those with some college education, and 5% of those with a college degree or higher.

Demographics among Georgia resident hunters.

Percent Georgia residents age 16 and older who hunted

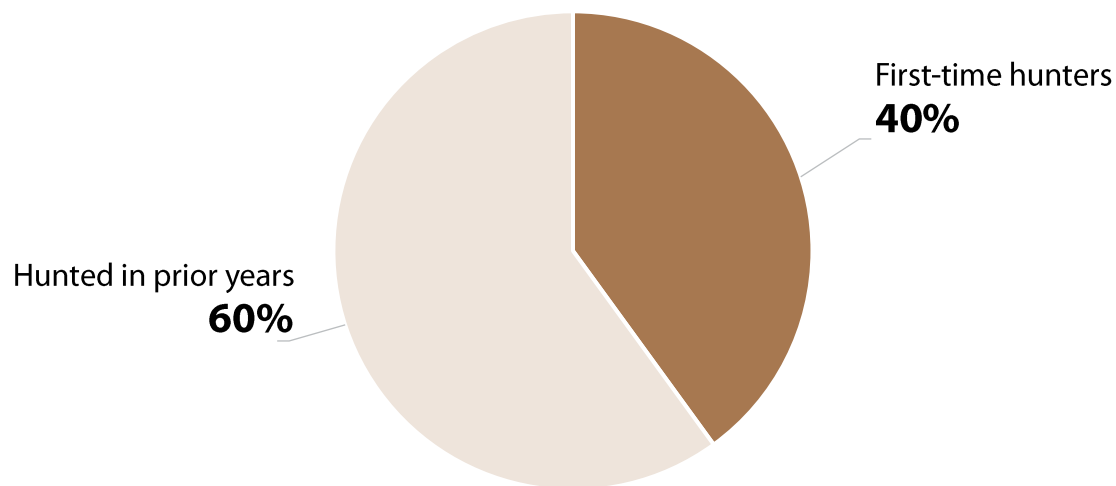


2021 Participation in Georgia by 6- to 15-Year-Old Residents

Based on the Screener portion of the survey, 63,000 Georgia residents age 6 to 15 hunted in 2021, with 25,000 doing so for the first time. These activities could have happened anywhere in the United States.

Overall, 63,000 Georgia residents age 6 to 15 hunted in 2021 including 25,000 who hunted for the first time.

Percent of Georgia resident hunters age 6-15

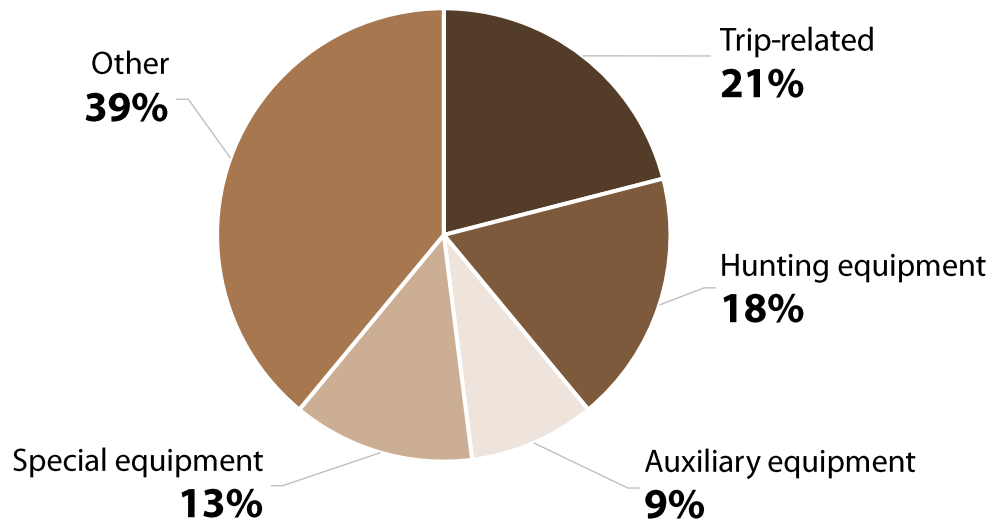


2022 Expenditures in Georgia by Residents and Nonresidents

Overall, hunters in Georgia spent \$2.6 billion in 2022. Of this total, \$541 million was spent on trip-related expenses such as food, lodging, and transportation. An additional \$1.0 billion was spent on equipment, including \$474 million on hunting equipment, \$228 million on auxiliary equipment for hunting such as camping equipment or clothing, and \$341 million on special equipment for hunting such as boats or other vehicles. Finally, hunters spent \$1.0 billion on other expenditures such as licenses, permits, or land for hunting.

Overall, hunters in Georgia spent \$2.6 billion in 2022.

Percent total hunter expenditures



The average expenditures per hunter were \$4,300 in total, including \$900 on trip related costs, \$1,700 on equipment, and \$1,700 on other costs.



Wildlife Watchers

2022 Participation in Georgia by Residents and Nonresidents

Overall, 7.5 million state residents and nonresidents age 16 and older watched wildlife in Georgia in 2022, accounting for 25.3 million wildlife watching trips and 344 million days spent wildlife watching.

Among the total wildlife watchers, 4.7 million Georgia state residents observed wildlife around the home and 1.9 million Georgia state residents observed wildlife away from home. Many individuals did both. Another 2.8 million were nonresidents who were observing wildlife while on trips away from home.

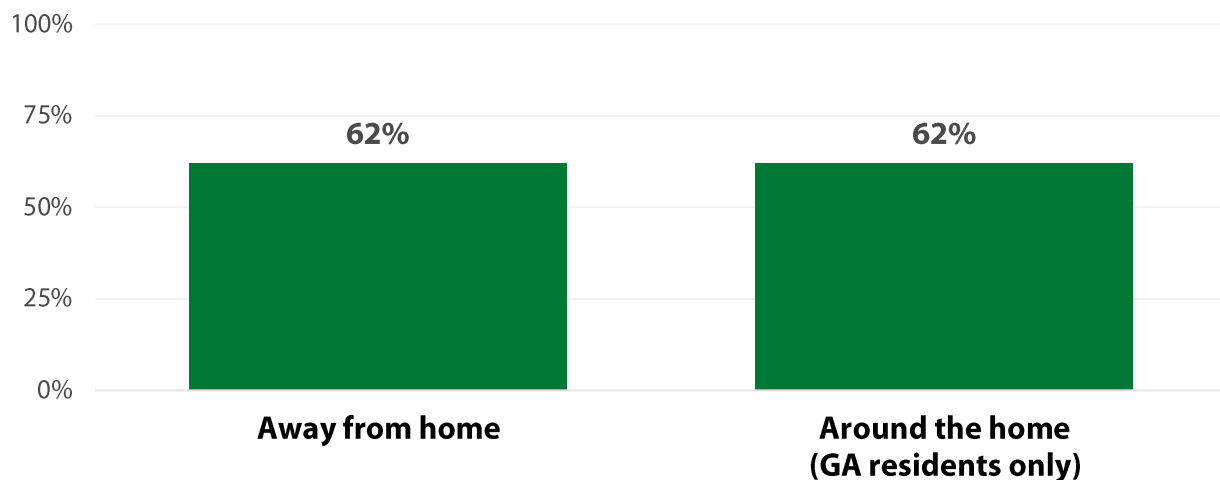
Sixty-two percent (4.7 million) of these resident and nonresident participants were observing wildlife away from home, accounting for 13% of the total wildlife watching days in Georgia.

And 62% (4.7 million) of these participants were observing wildlife around the home, making up 87% of the total wildlife watching days in Georgia.

The sum of around the home and away from home exceeds the total number of wildlife watchers because many individuals engaged in more than one type.

Overall, 7.5 million state residents and nonresidents age 16 and older watched wildlife in Georgia in 2022.

Percent wildlife watchers in Georgia age 16 and older



The following demographics refer to participation among Georgia residents only, and cover any type of wildlife watching, both around the home and away from home.

Among Georgia residents, 55% of those living in an urban area and 64% of those living in a rural area watched wildlife in 2022.

In terms of the age breakdown, 57% of Georgia residents age 16 to 34 watched wildlife in 2022, along with 57% of those 35 to 54 and 57% of those age 55 and older.

With regard to gender, 64% of Georgia resident men watched wildlife in 2022, as did 50% of Georgia resident women.

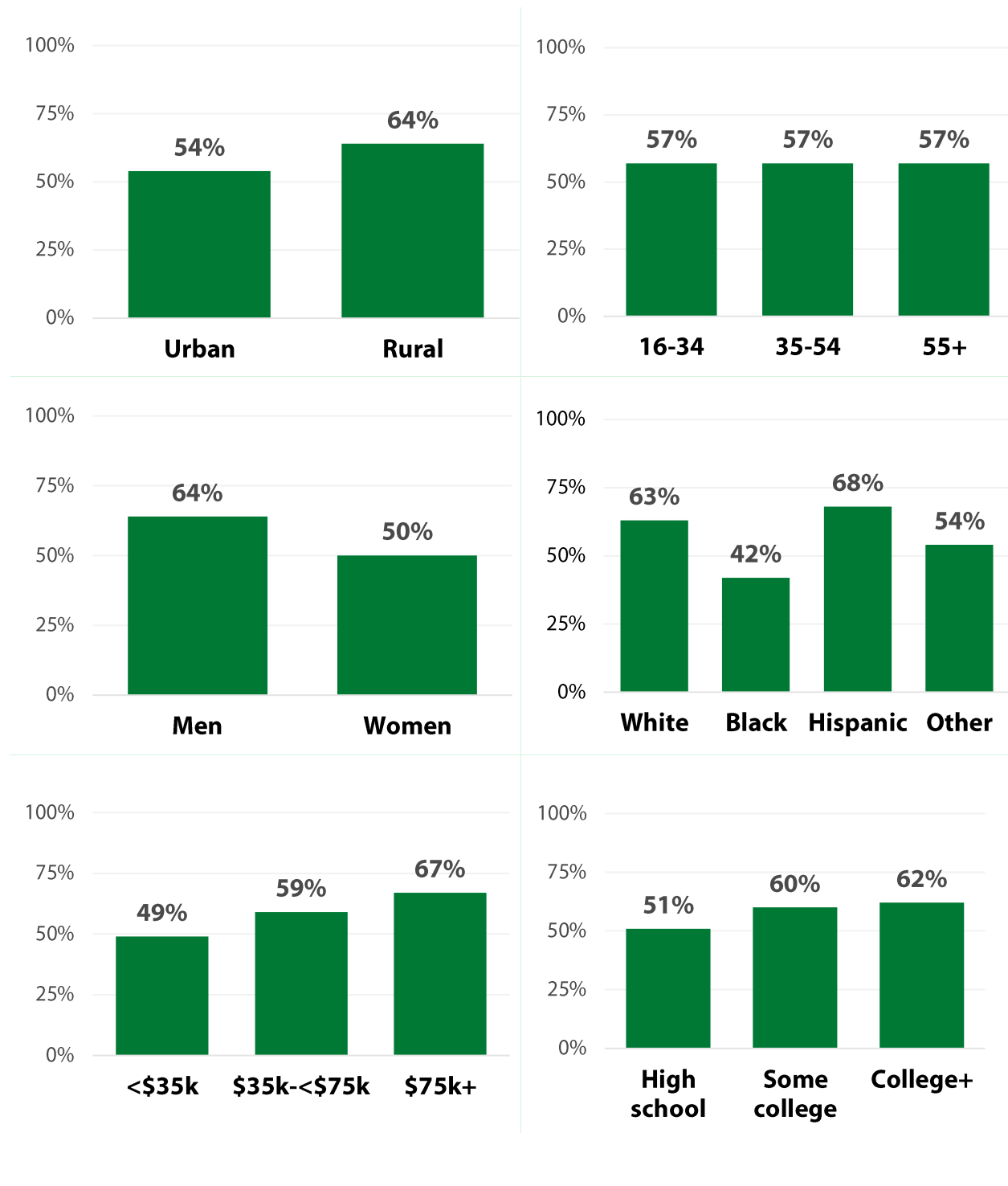
The participation rate by race and ethnicity was 64% of white Georgia residents, 43% of Black residents, 69% of Hispanic residents, and 54% of residents of another race watched wildlife in 2022.

Among Georgia residents making less than \$35,000 a year, 49% watched wildlife. As did 59% of those making between \$35,000 and \$74,999, and 67% of those making \$75,000 or more.

When looking at wildlife-watching by educational levels, 51% of Georgia residents with a high school education or less watched wildlife in 2022, along with 60% of those with some college education, and 62% of those with a college degree or higher.

Demographics among Georgia resident wildlife watchers.

Percent Georgia residents age 16 and older who watched wildlife

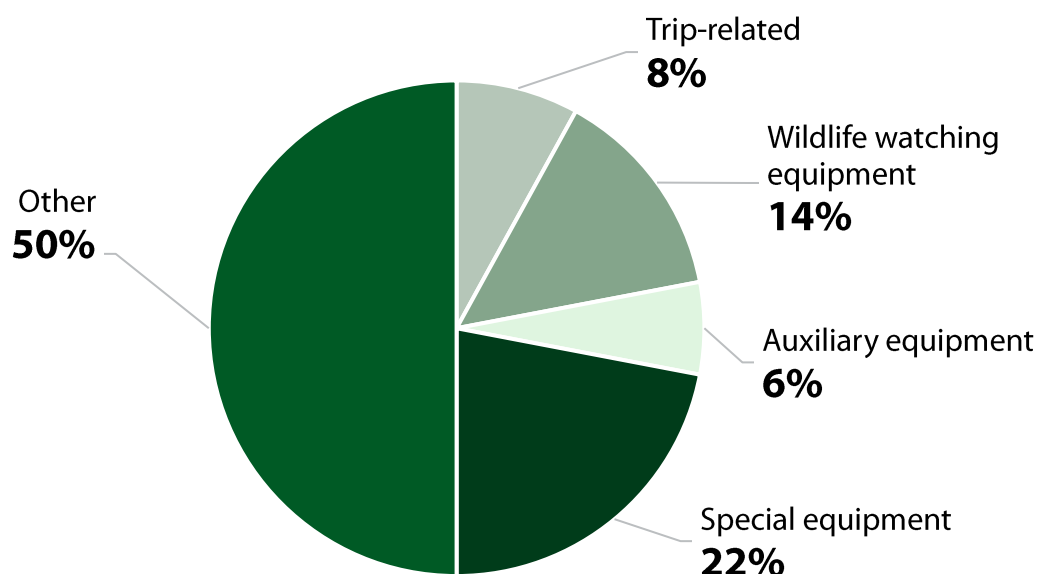


2022 Expenditures in Georgia by Residents and Nonresidents

Overall, wildlife watchers in Georgia spent \$10.6 billion in 2022. Of this total, \$815 million was spent on trip-related expenses such as food, lodging, and transportation. An additional \$4.5 billion was spent on equipment, including \$1.5 billion on wildlife watching equipment, \$609 million on auxiliary equipment for wildlife watching such as camping equipment or clothing, and \$2.4 billion on special equipment for wildlife watching such as boats or other vehicles. Finally, wildlife watchers spent \$5.4 billion on other expenditures such as dues or land for wildlife watching.

Overall, wildlife watchers in Georgia spent \$10.6 billion in 2022.

Percent total wildlife watcher expenditures



The average expenditures per wildlife watcher were \$1,400 in total, including \$100 on trip related costs, \$600 on equipment, and \$700 on other costs.

Other Outdoor Recreation Activities

2021 Participation in Georgia by Residents

In addition to fishing, hunting, and wildlife watching, the 2022 FHWAR Survey asked about participation in other outdoor recreation activities including recreational target shooting and archery (unrelated to hunting), and motorized boating. The following findings were part of the Screener portion of the survey, which was conducted in early 2022, and provides information about each activity by Georgia residents age 6 and older in 2021. These numbers capture participation anywhere in the United States for each activity.

Overall, 1.6 million Georgia residents participated in recreational target shooting in 2021. Of these participants, 140,000 were age 6 to 15; 459,000 were age 16 to 34; 514,000 were age 35 to 54; and 485,000 were age 55 or older.

Additionally, 596,000 Georgia residents participated in recreational archery in 2021. 124,000 were age 6 to 15; 162,000 were age 16 to 34; 182,000 were age 35 to 54; and 119,000 were age 55 or older.

And 1.5 million Georgia residents used a motorized boat in 2021, including 207,000 age 6 to 15; 331,000 age 16 to 34; 445,000 age 35 to 54; and 457,000 age 55 or older.

Participation in other outdoor activities among Georgia residents in 2021.

Percent of Georgia residents

