



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

2022 Final Report

# Kentucky



Report prepared for:

# Kentucky Department of Fish and Wildlife 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 the Association of Fish and Wildlife Agencies (AFWA) and the U.S. Fish and Wildlife Service (FWS), 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 screening interviews, 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. Those interviews covered 2021 participation in fishing, hunting, wildlife watching and other outdoor recreation activities, as well as expectations for participation in 2022. In total, data were 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, following by fishing, then hunting. This was done so that respondents would be 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.

## Kentucky Sample

The Kentucky-level data collection included a sample of 11,221 Kentucky addresses as part of the ABS sample. In total, Wave 3 data were collected from 4,107 Kentucky residents, including 1,470 ABS completes, 190 AmeriSpeak completes, and 2,447 online panel completes. Specifically, the completes by sample by activity are as follows:

	ABS	AmeriSpeak	Online Panel
Fishing	421	60	592
Hunting	210	30	253
Wildlife Watching	786	97	1273

## 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: Used the AmeriSpeak® panel weight and the probability of selection of the sampled panelist
- 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: Inverse of the probability of selection of the sampled household
- 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.

# Kentucky Highlights

## Wildlife-Related Recreation

### 2022 Participation in Kentucky by Residents and Nonresidents

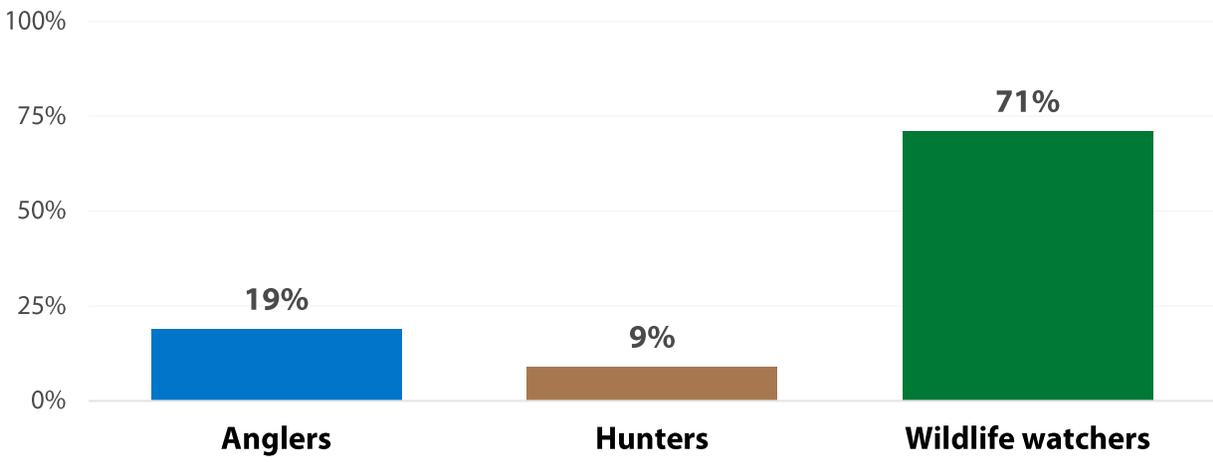
In 2022, 2.5 million<sup>1</sup> Kentucky residents age 16 and older participated in wildlife-associated recreation activities in their state. Among these participants, 660,000 fished, 316,000 hunted, and 2.5 million participated in wildlife watching activities, such as observing, feeding, and photographing 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, 19% of the Kentucky population age 16 and older fished, 9% hunted, and 71% participated in wildlife watching in 2022.

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### 2.5 million Kentucky residents age 16+ participated in wildlife-associated recreation activities in 2022.

Percent Kentucky residents age 16 and older



<sup>1</sup> Numbers are reported rounded to the hundreds' place (e.g., 4,190 becomes 4,200), 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 968,000 anglers, 435,000 hunters, and 4.3 million wildlife watchers.

Of the total anglers, 660,000 were Kentucky state residents while 308,000 were nonresidents. Of the total hunters, 316,000 were Kentucky residents while 119,000 were nonresidents.

Among the total wildlife watchers, 2.4 million Kentucky state residents observed wildlife around the home and 1.0 million Kentucky state residents observed wildlife away from home. Many individuals did both. Another 1.8 million were nonresidents who were observing wildlife while on trips away from home.

## 2022 Expenditures in Kentucky by Residents and Nonresidents

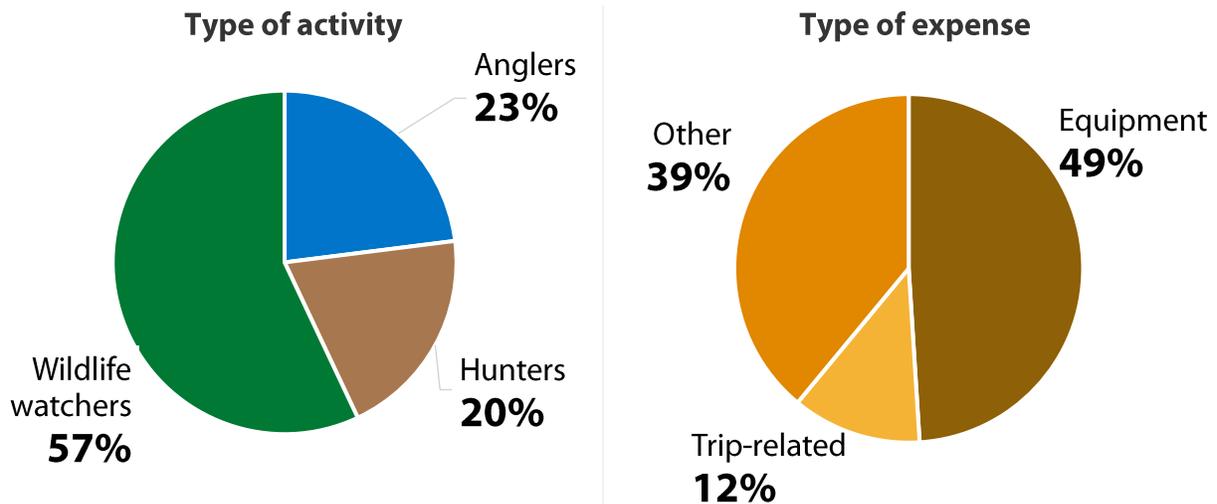
In total, state residents and nonresidents spent \$11.2 billion on wildlife-associated recreation in Kentucky in 2022. Anglers spent \$2.5 billion, hunters spent \$2.3 billion, and wildlife watchers spent \$6.4 billion.

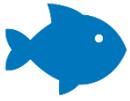
Among these total expenditures, \$5.5 billion was spent on equipment costs; \$1.3 billion on trip-related costs, such as food, lodging, and transportation; and \$4.4 billion on other costs, such as licenses, dues, and owning or leasing land.

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### Overall, state residents and nonresidents spent \$11.2 billion on wildlife-associated recreation in Kentucky in 2022.

Percent total 2022 expenditures





## Anglers

### 2022 Participation in Kentucky by Residents and Nonresidents

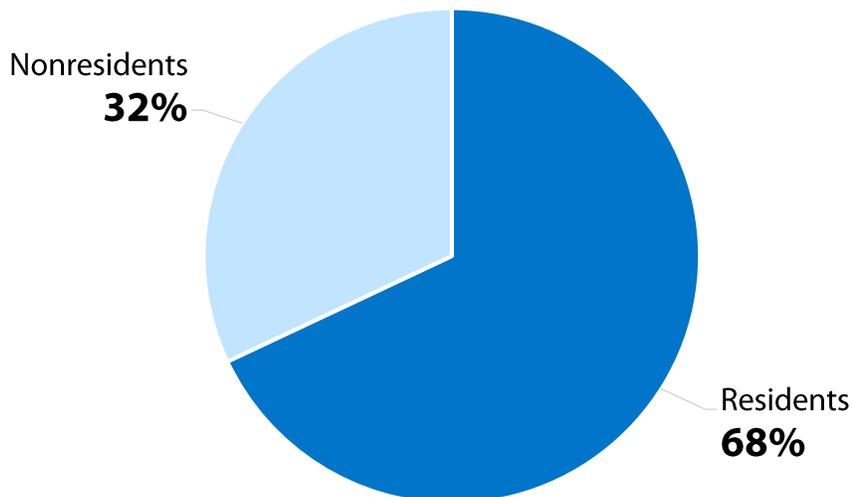
Overall, 968,000 state residents and nonresidents age 16 and older fished in Kentucky in 2022, accounting for 7.5 million fishing trips and 13.1 million days spent fishing.

Of these anglers, 660,000 were Kentucky state residents while 308,000 were nonresidents.

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### Overall, 968,000 state residents and nonresidents age 16 and older fished in Kentucky in 2022.

Percent anglers in Kentucky age 16 and older



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

Among Kentucky residents, 16% of those living in an urban area and 23% of those living in a rural area fished in 2022.

In terms of the age breakdown, 19% of Kentucky residents age 16 to 34 fished in 2022, along with 21% of those 35 to 54 and 18% of those age 55 and older.

With regard to gender, 26% of Kentucky resident men fished in 2022, as did 12% of Kentucky resident women.

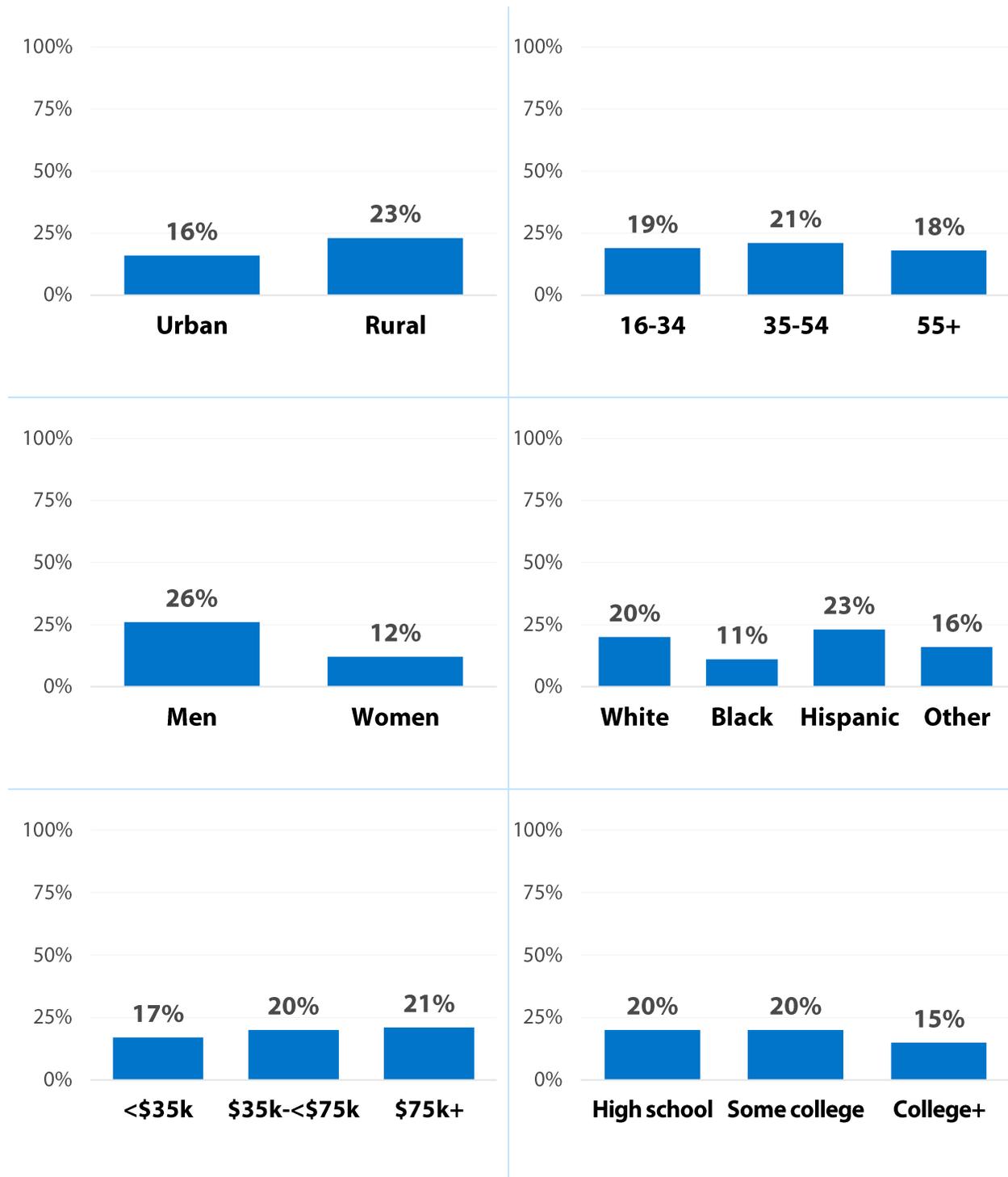
The participation rate by race and ethnicity was 20% of Kentucky's White residents, 11% of Black residents, 23% of Hispanic residents, and 16% of residents of another race fished in 2022.

Among Kentucky residents making less than \$35,000 a year, 17% fished, as did 20% of those making between \$35,000 and \$74,999, and 21% of those making \$75,000 or more.

When looking at fishing by educational levels, 20% of Kentucky residents with a high school education or less fished in 2022, along with 20% of those with some college education, and 15% of those with a college degree or higher.

## Demographics among Kentucky resident anglers.

Percent Kentucky residents age 16 and older who fished



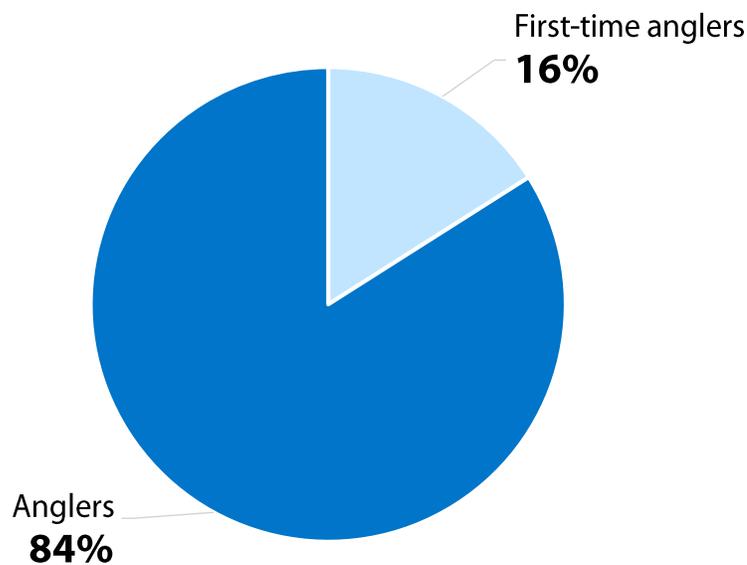
## 2021 Participation in Kentucky by 6- to 15-Year-Old Residents

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 Kentucky residents, although the activities could have happened anywhere in the United States.

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**Overall, 174,000 Kentucky state residents age 6 to 15 fished in 2021, including 28,000 who fished for the first time.**

Percent Kentucky resident anglers age 6 to 15



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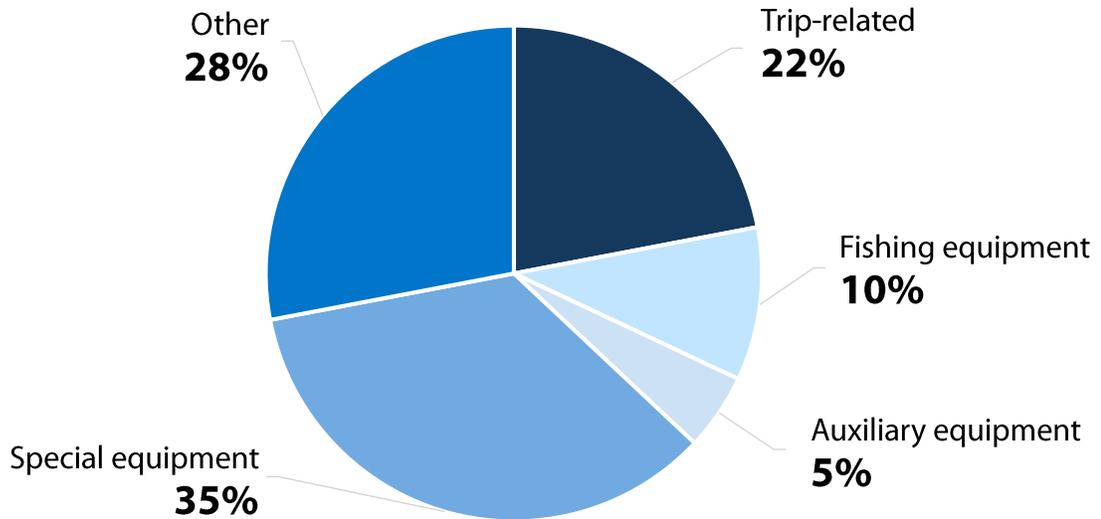
## 2022 Expenditures in Kentucky by Residents and Nonresidents

Overall, anglers in Kentucky spent \$2.5 billion in 2022. Of this total, \$551 million was spent on trip-related expenses such as food, lodging, and transportation. An additional \$1.3 billion was spent on equipment, including \$254 million on fishing equipment, \$117 million on auxiliary equipment for fishing such as camping equipment or clothing, and \$897 million on special equipment for fishing such as boats or other vehicles. Finally, anglers spent \$718 million on other expenditures such as licenses, permits, or land for fishing.

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**Overall, anglers in Kentucky spent \$2.5 billion in 2022.**

Percent total angler expenditures



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The average expenditures per angler were \$2,600 in total, including \$600 on trip related costs, \$1,300 on equipment, and \$700 on other costs.



## Hunters

### 2022 Participation in Kentucky by Residents and Nonresidents

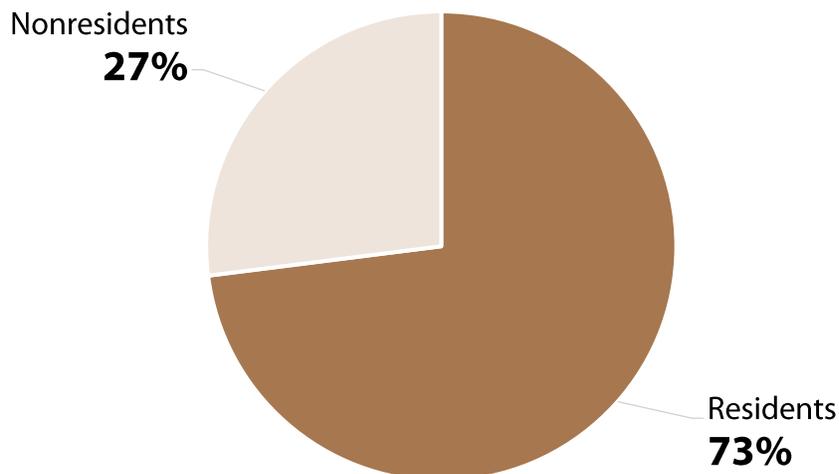
Overall, 435,000 state residents and nonresidents age 16 and older hunted in Kentucky in 2022, accounting for 3.7 million hunting trips and 4.9 million days spent hunting.

Of the total hunters, 316,000 were Kentucky residents while 119,000 were nonresidents.

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### Overall, 435,000 state residents and nonresidents age 16 and older hunted in Kentucky in 2022.

Percent hunters in Kentucky age 16 and older



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Seventy-four percent (323,000) of these participants hunted big game, accounting for 54% of the total hunting trips and 60% of the total hunting days in Kentucky.

Another 43% (187,000) hunted small game, accounting for 25% of all hunting trips and 25% of all hunting days.

Seventeen percent (74,000) hunted migratory birds, making up 10% of all hunting trips and 8% of all hunting days.

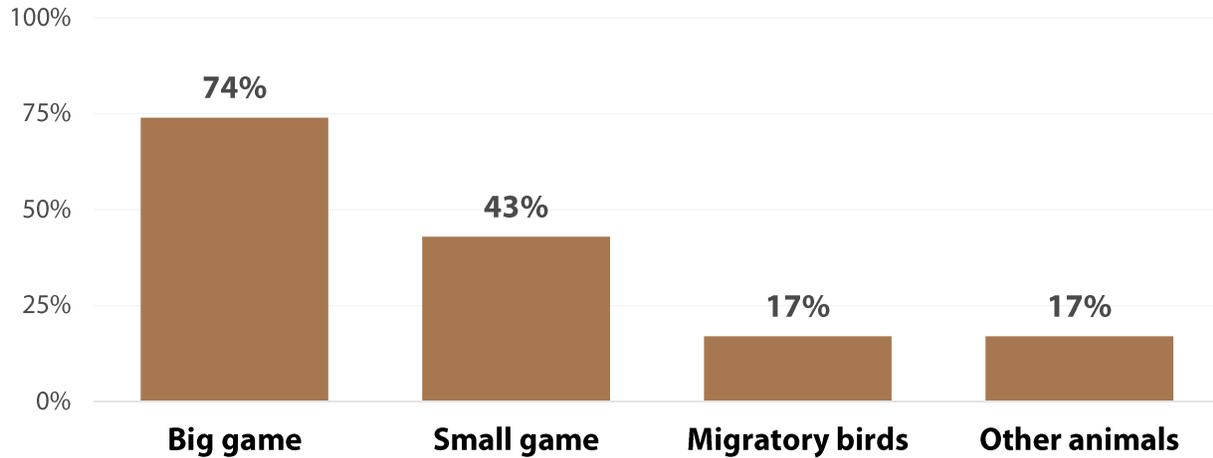
17% (73,000) hunted other animals, accounting for 11% of all hunting trips and 7% of all hunting days.

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.

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## Overall, 435,000 state residents and nonresidents age 16 and older hunted in Kentucky in 2022.

Percent hunters in Kentucky age 16 and older



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

Among Kentucky residents, 7% of those living in an urban area and 11% of those living in a rural area did any hunting in 2022.

In terms of the age breakdown, 10% of Kentucky residents age 16 to 34 hunted in 2022, along with 9% of those 35 to 54, and 8% of those age 55 and older.

With regard to gender, 15% of Kentucky resident men hunted in 2022, as did 3% of Kentucky resident women.

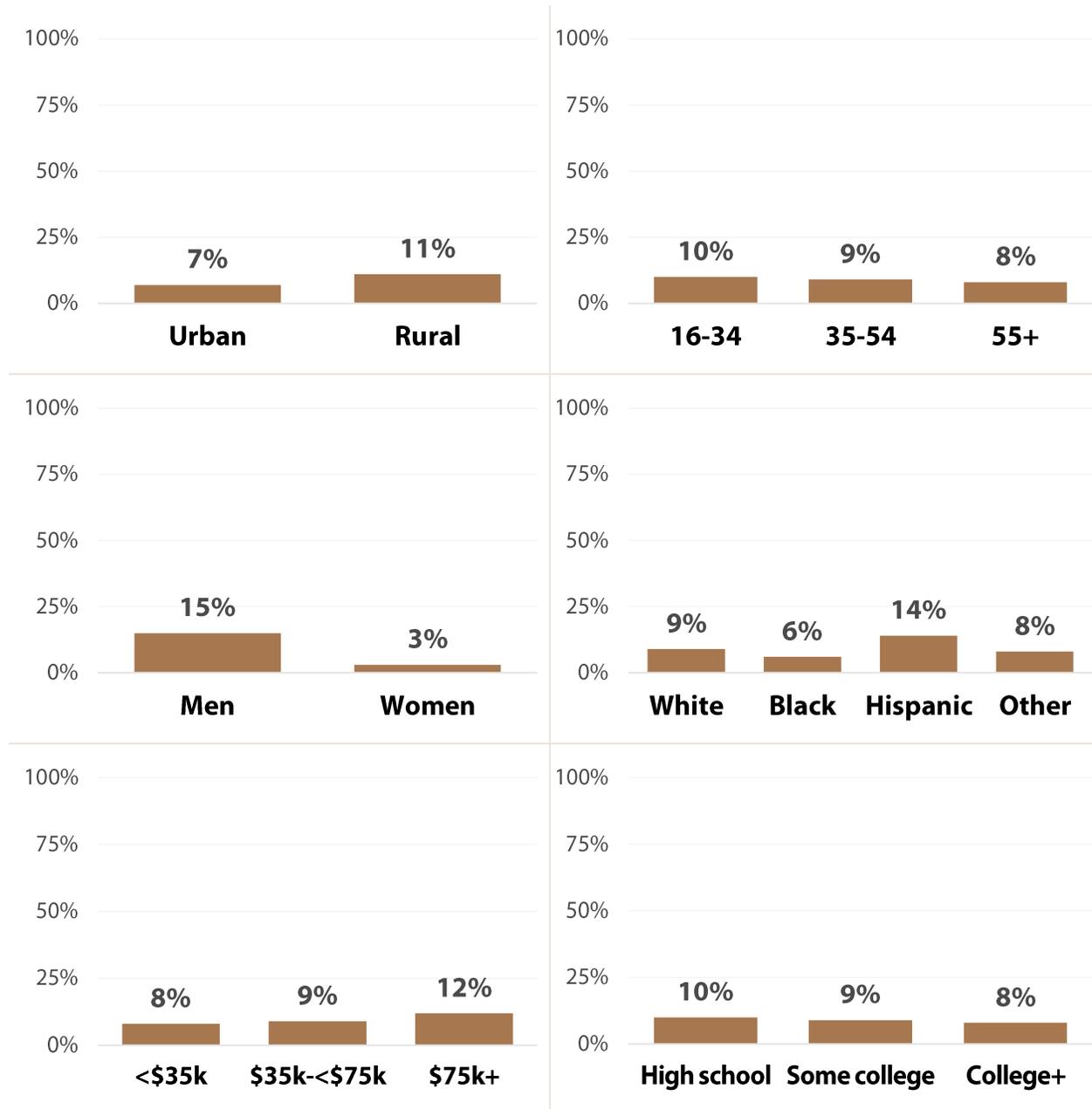
The participation rate by race and ethnicity was 9% of Kentucky's White residents, 6% of Black residents, 14% of Hispanic residents, and 8% of residents of another race hunted in 2022.

Among Kentucky residents making less than \$35,000 a year, 8% hunted, as did 9% of those making between \$35,000 and \$74,999, and 12% of those making \$75,000 or more.

When looking at hunting by educational levels, 10% of Kentucky residents with a high school education or less hunted in 2022, along with 9% of those with some college education, and 8% of those with a college degree or higher.

## Demographics among Kentucky resident hunters.

Percent Kentucky residents age 16 and older who hunted in 2022



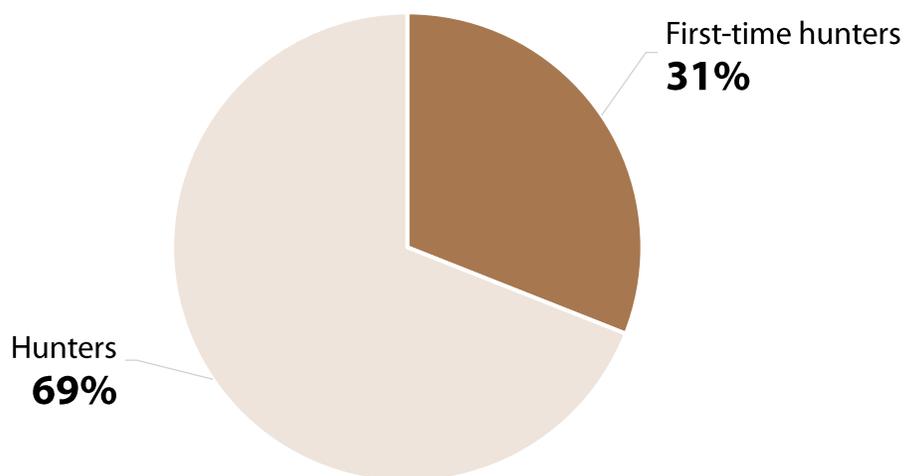
## 2021 Participation in Kentucky by 6- to 15-Year-Old Residents

Based on the screener portion of the survey, 54,000 Kentucky residents age 6 to 15 hunted in 2021, with 17,000 doing so for the first time. These activities could have happened anywhere in the United States.

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### Overall, 54,000 Kentucky residents age 6 to 15 hunted in 2021 including 17,000 who hunted for the first time.

Percent of Kentucky resident hunters age 6-15



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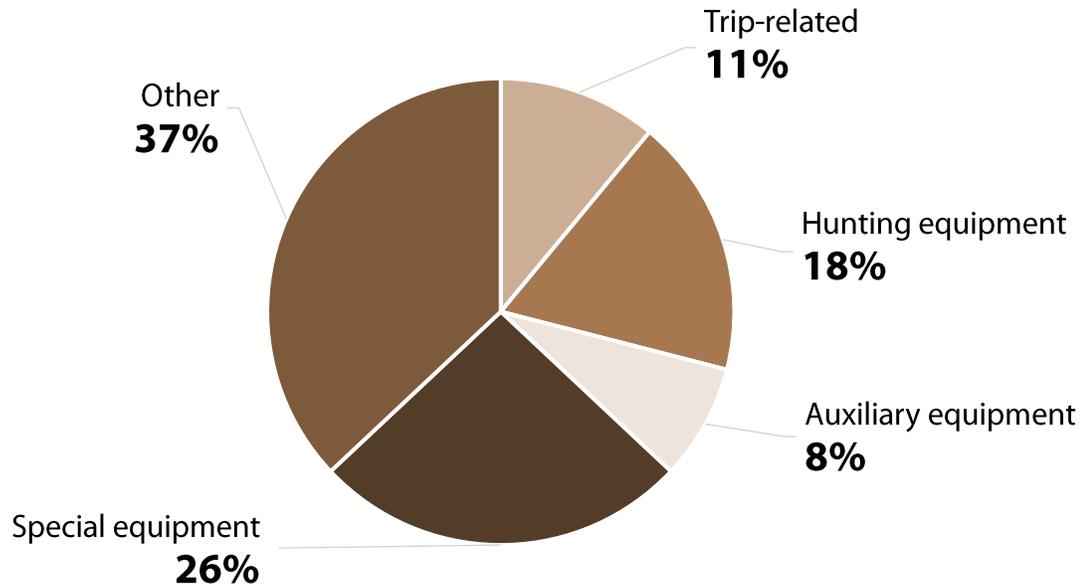
## 2022 Expenditures in Kentucky by Residents and Nonresidents

Overall, hunters in Kentucky spent \$2.3 billion in 2022. Of this total, \$254 million was spent on trip-related expenses such as food, lodging, and transportation. An additional \$1.2 billion was spent on equipment, including \$411 million on hunting equipment, \$172 million on auxiliary equipment for hunting such as camping equipment or clothing, and \$592 million on special equipment for hunting such as boats or other vehicles. Finally, hunters spent \$824 million on other expenditures such as licenses, permits, or land for hunting.

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**Overall, hunters in Kentucky spent \$2.3 billion in 2022.**

Percent total hunter expenditures



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The average expenditures per hunter was \$5,200 in total, including \$600 on trip related costs, \$2,700 on equipment, and \$1,900 on other costs.



## Wildlife Watchers

### 2022 Participation in Kentucky by Residents and Nonresidents

Overall, 4.3 million state residents and nonresidents age 16 and older watched wildlife in Kentucky in 2022, accounting for 20.0 million wildlife watching trips and 204 million days spent wildlife watching.

Among the total wildlife watchers, 2.4 million Kentucky state residents observed wildlife around the home and 1.0 million Kentucky state residents observed wildlife away from home. Many individuals did both. Another 1.8 million were nonresidents who were observing wildlife while on trips away from home.

Sixty-six percent (2.8 million) of these resident and nonresident participants were observing wildlife away from home, accounting for 17% of the total wildlife watching days in Kentucky.

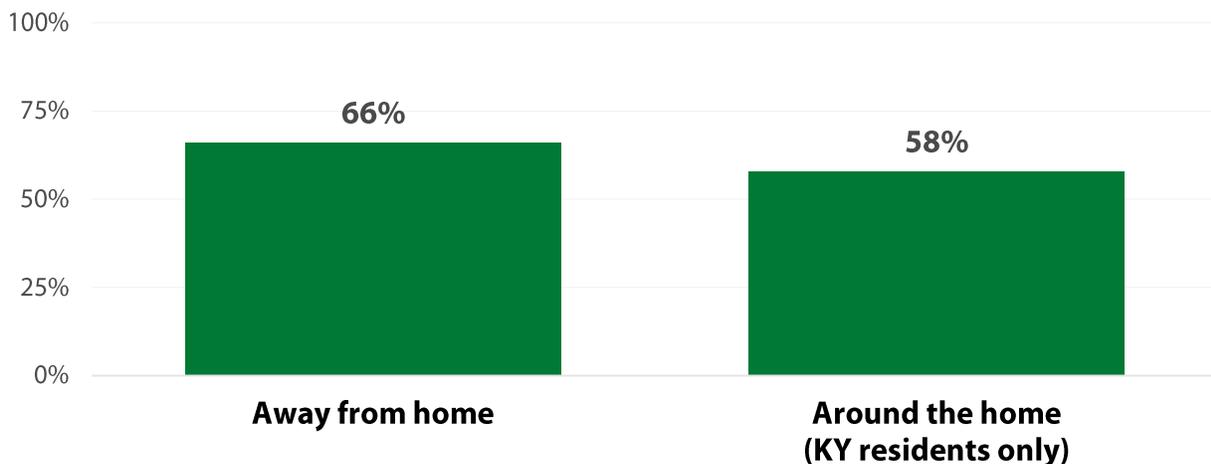
58% (2.4 million) of these participants were observing wildlife around the home, making up 83% of the total wildlife watching days in Kentucky.

The sum of around the home and away from home exceeds the total number of wildlife watchers because many individuals engaged in both types of wildlife watching.

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### Overall, 4.3 million state residents and nonresidents age 16 and older watched wildlife in Kentucky in 2022.

Percent wildlife watchers in Kentucky age 16 and older



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

Among Kentucky residents, 69% of those living in an urban area and 73% of those living in a rural area watched wildlife in 2022.

In terms of the age breakdown, 62% of Kentucky residents age 16 to 34 watched wildlife in 2022, along with 72% of those 35 to 54 and 76% of those age 55 and older.

With regard to gender, 74% of Kentucky resident men watched wildlife in 2022, as did 68% of Kentucky resident women.

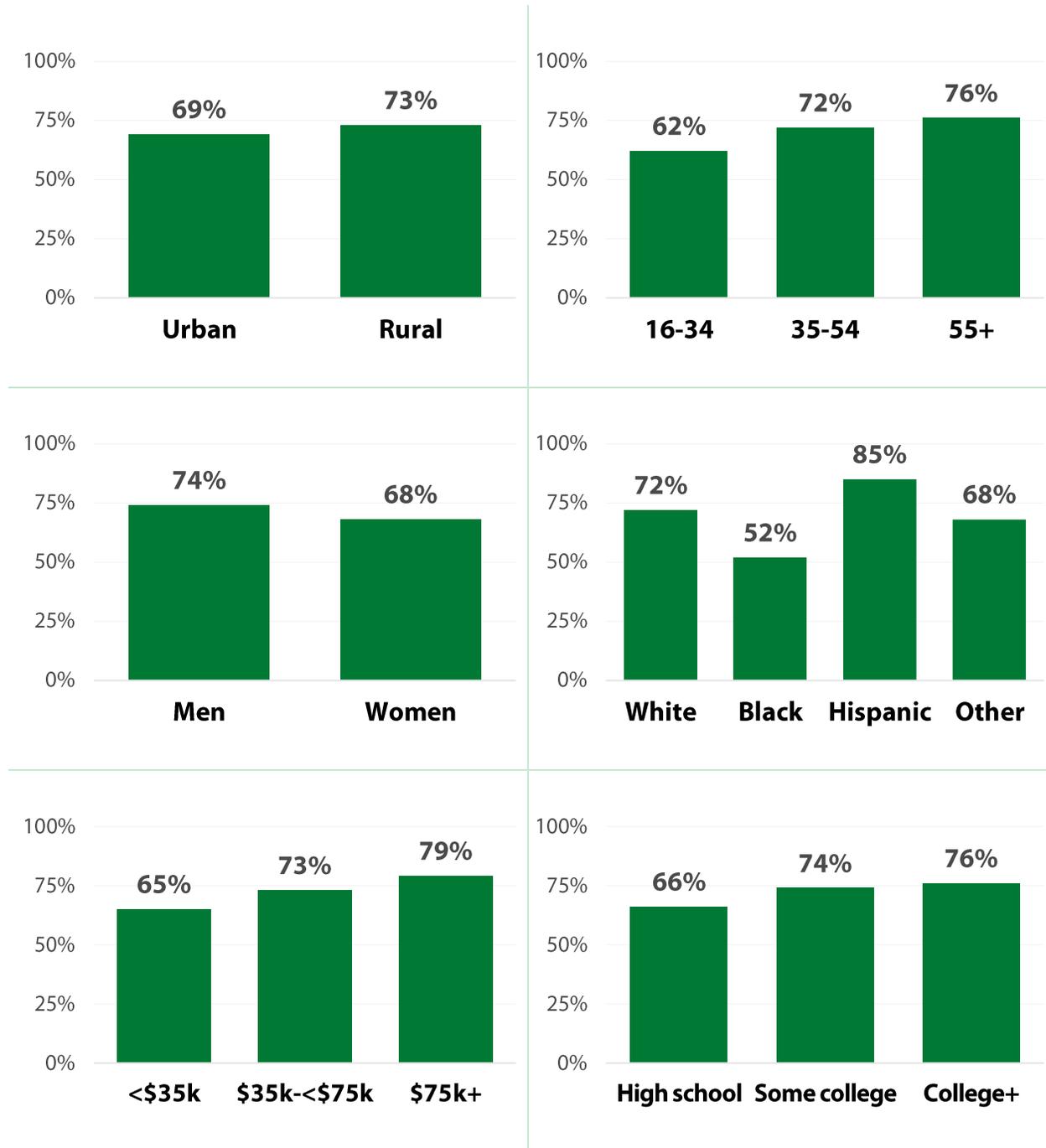
The participation rate by race and ethnicity was 72% of Kentucky's White residents, 52% of Black residents, 85% of Hispanic residents, and 68% of residents of another race watched wildlife in 2022.

Among Kentucky residents making less than \$35,000 a year, 65% watched wildlife. As did 73% of those making between \$35,000 and \$74,999, and 79% of those making \$75,000 or more.

When looking at wildlife-watching by educational levels, 66% of Kentucky residents with a high school education or less watched wildlife in 2022, along with 74% of those with some college education, and 76% of those with a college degree or higher.

## Demographics among Kentucky resident wildlife watchers.

Percent Kentucky residents age 16 and older who watched wildlife



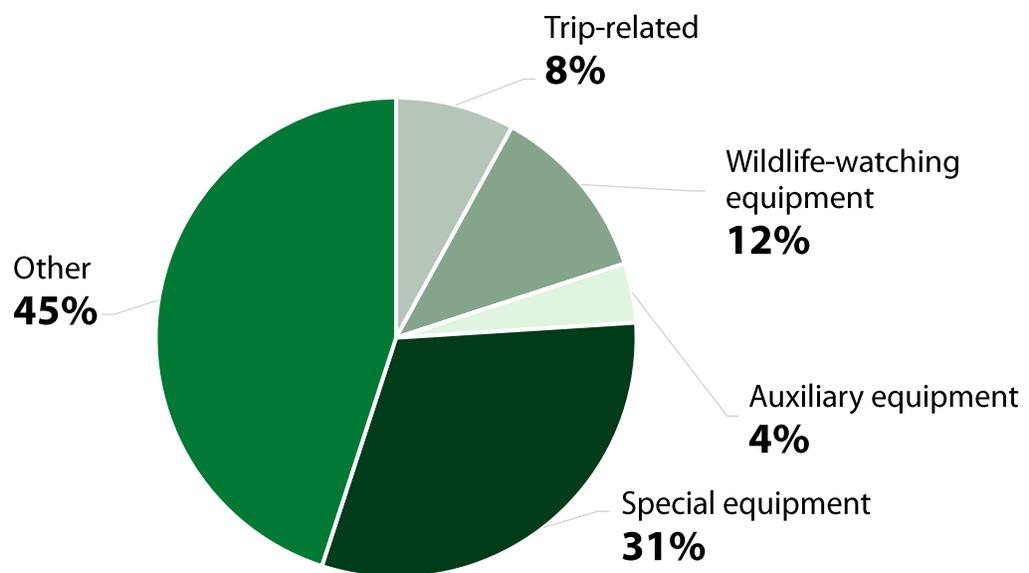
## 2022 Expenditures in Kentucky by Residents and Nonresidents

Overall, wildlife watchers in Kentucky spent \$6.4 billion in 2022. Of this total, \$526 million was spent on trip-related expenses such as food, lodging, and transportation. An additional \$3.0 billion was spent on equipment, including \$749 million on wildlife watching equipment, \$262 million on auxiliary equipment for wildlife watching such as camping equipment or clothing, and \$2.0 billion on special equipment for wildlife watching such as boats or other vehicles. Finally, wildlife watchers spent \$2.9 billion on other expenditures such as dues or land for wildlife watching.

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### Overall, wildlife watchers in Kentucky spent \$6.4 billion in 2022.

Percent total wildlife watcher expenditures



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The average expenditures per wildlife watcher were \$1,500 in total, including \$100 on trip related costs, \$700 on equipment, and \$700 on other costs.

## Other Outdoor Recreation Activities

### 2021 Participation in Kentucky 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 Kentucky residents age 6 and older in 2021. These numbers capture participation anywhere in the United States for each activity.

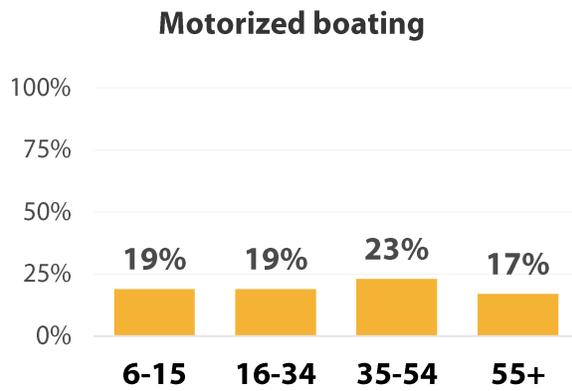
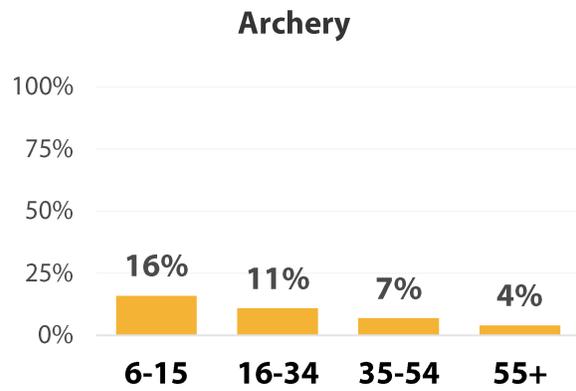
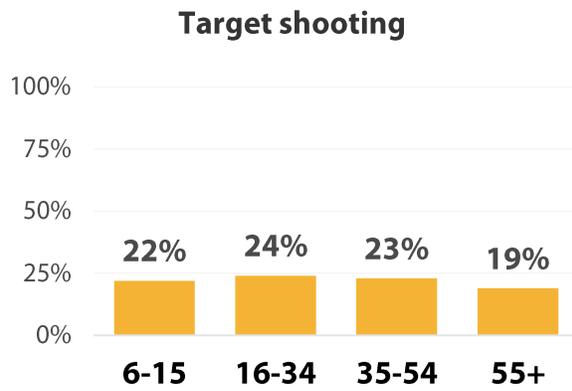
Overall, 901,000 Kentucky residents (22%) participated in recreational target shooting in 2021. Of these participants, 128,000 were age 6 to 15; 250,000 were age 16 to 34; 251,000 were age 35 to 54; and 258,000 were age 55 or older.

Additionally, 339,000 Kentucky residents (8%) participated in recreational archery in 2021. 92,000 were age 6 to 15; 115,000 were age 16 to 34; 74,000 were age 35 to 54; and 49,000 were age 55 or older.

772,000 Kentucky residents (19%) used a motorized boat in 2021, including 107,000 age 6 to 15; 198,000 age 16 to 34; 241,000 age 35 to 54; and 220,000 age 55 or older.

## Participation in other outdoor activities among Kentucky residents in 2021.

Percent of Kentucky residents



## Kentucky Specific Questions

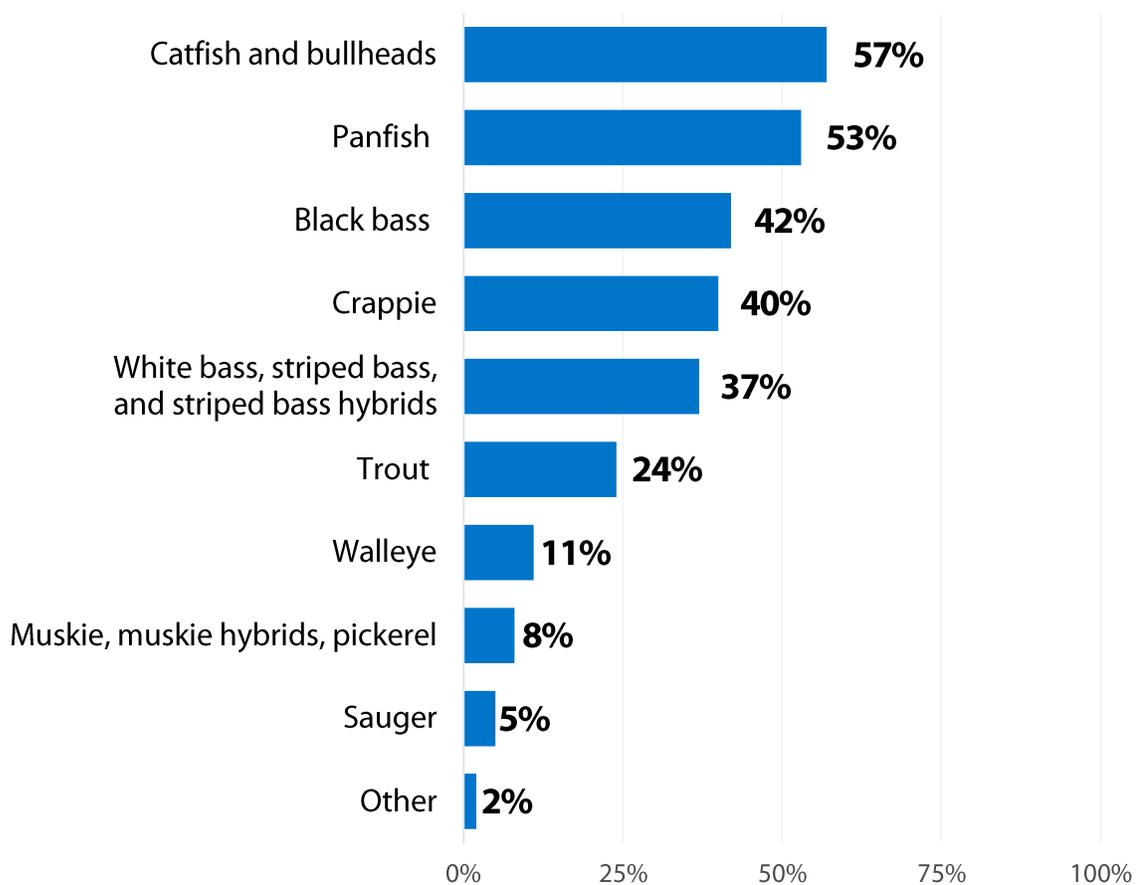
In addition to the data from the national questionnaires, NORC provided states with the opportunity to collect state-level data through Wave 3 of the 2022 FHWAR survey. Doing so allowed state agencies to collect detailed, reliable information about fishing, hunting and wildlife watching activities in their state. The following calculations capture the findings of these tailored state questions asked of Kentucky state residents.

### Anglers

Among Kentucky residents who fished at any point in 2022, more than half fished for catfish and bullheads, and panfish, while about 4 in 10 fished for black bass, crappie, and white bass, striped bass, and striped bass hybrids.

### Did you fish in Kentucky for any of the following kinds of fish?

Percent Kentucky residents age 16 and older who fished in 2022



Regarding the kinds of fishing access that anglers used, 51% spent at least half their time fishing on public waters, including 28% who spent all their time on public waters. Twenty-six percent did not fish at all on public waters.

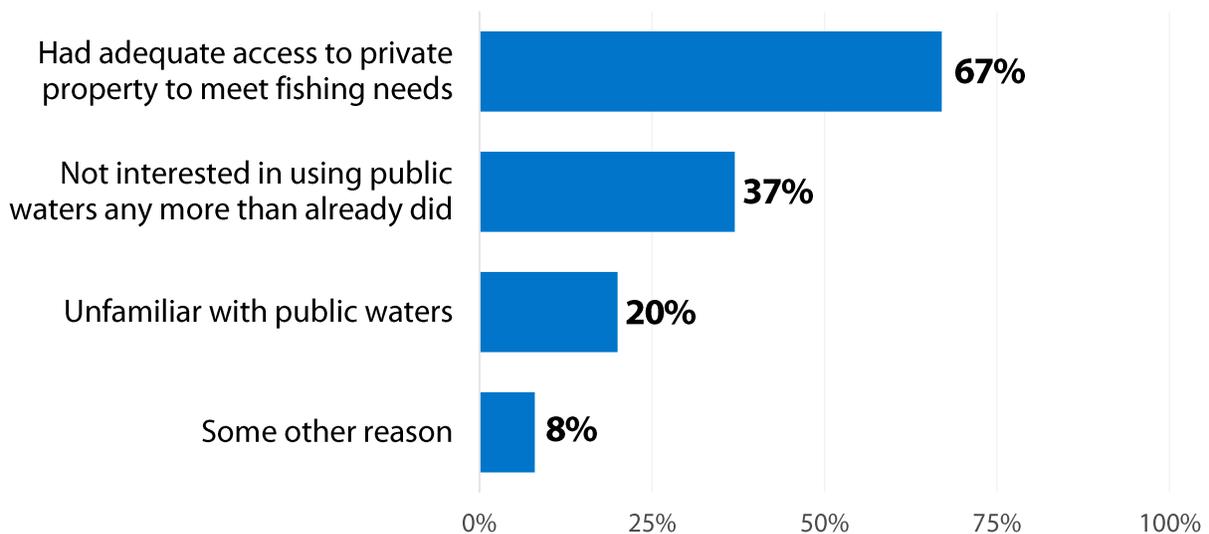
Twenty-nine percent, meanwhile, spent at least half their time fishing on private waters. Thirty-eight percent did not fish at all on private water.

Among those who spent at least some time on private water, the most common reason was that they had adequate access to private property to meet their fishing needs.

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## Which of the following factors prevented you from fishing more on Kentucky public waters than you did in 2022?

Percent Kentucky residents age 16 and older who spent anytime fishing on private land in 2022



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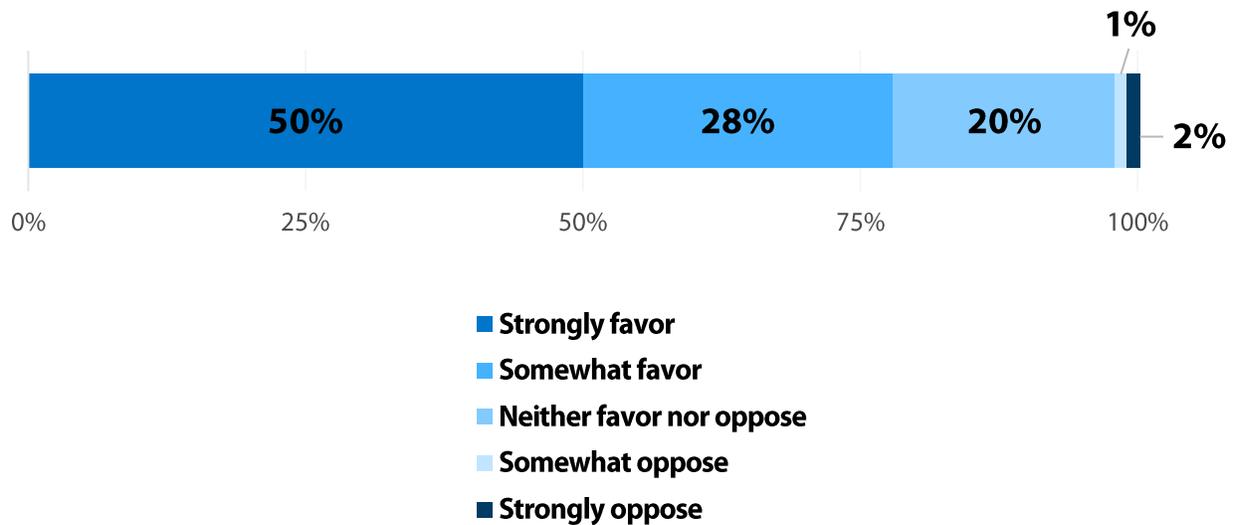
Kentucky anglers are largely in favor of using state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs. Seventy-eight percent are in favor

of using state tax dollars to help fund the Kentucky Department of Fish and Wildlife Resources, including 50% who strongly favor doing so.

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## Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs?

Percent Kentucky residents age 16 and older who fished in 2022

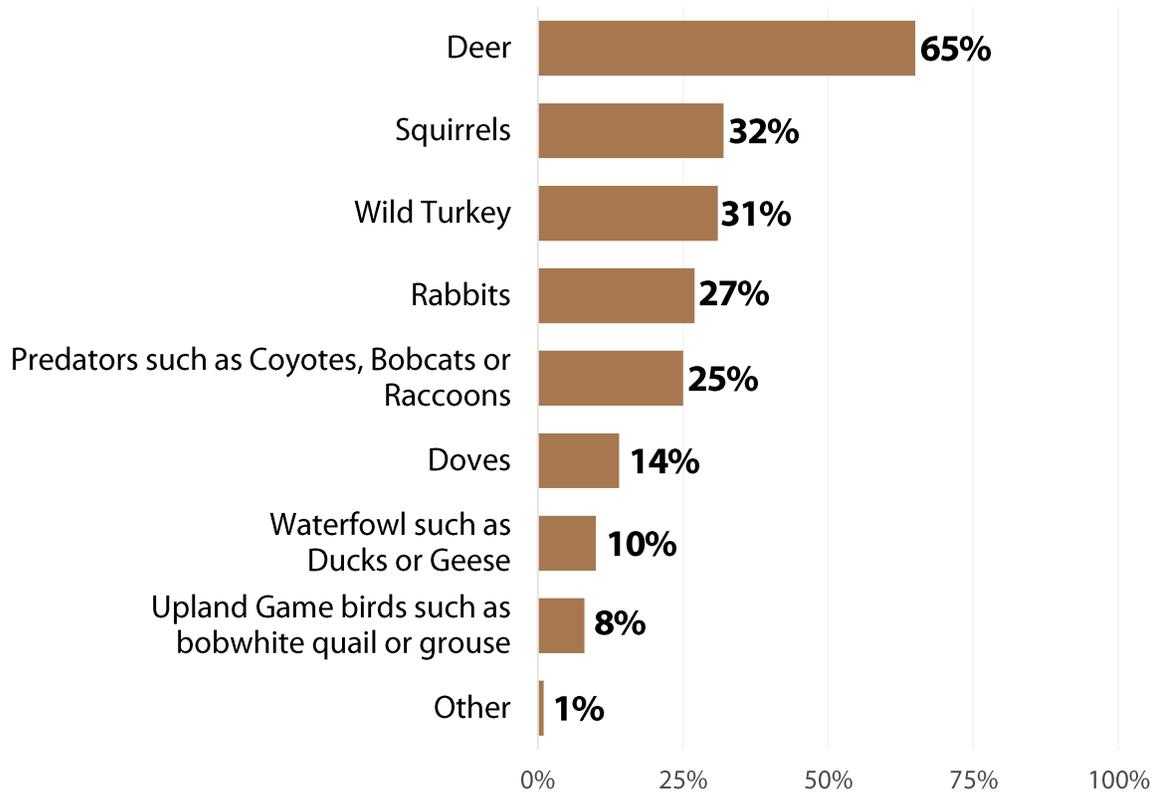


## Hunters

Among Kentucky residents who hunted at any point in 2022, nearly two-thirds hunted for deer, while about a third hunted for squirrels and wild turkey.

### Did you hunt in Kentucky for any of the following kinds of animals?

Percent Kentucky residents age 16 and older who hunted in 2022



Regarding the kinds of land that hunters used, 25% spent at least half their time hunting on public lands or waters, including 11% who spent all their time on public land. About half, 53%, did not hunt at all on public land.

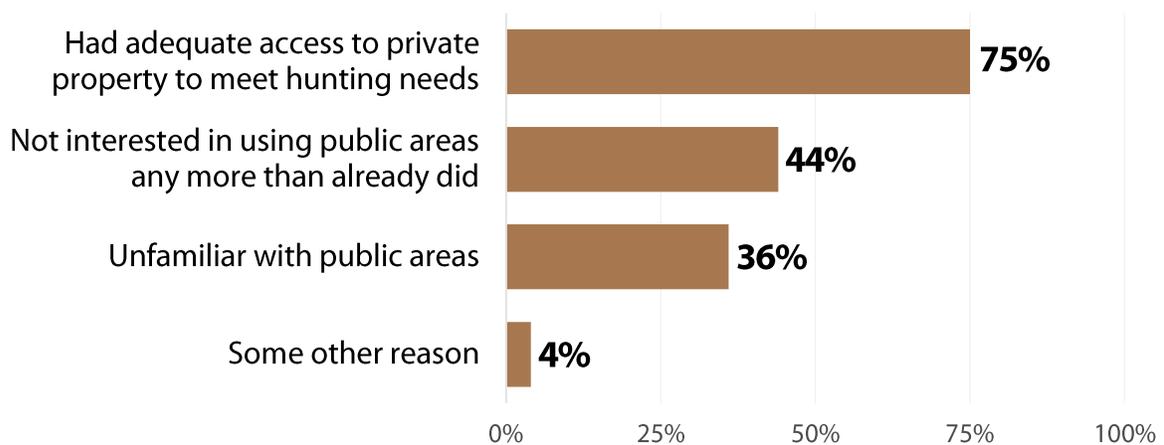
Fifty-nine percent, meanwhile, spent at least half their time hunting on private land. Twenty-two percent did not hunt at all on private land.

Among those who spent at least some time on private land, the most common reason was that they had adequate access to private property to meet their hunting needs.

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### Which of the following factors prevented you from hunting more on Kentucky public lands and waters than you did in 2022?

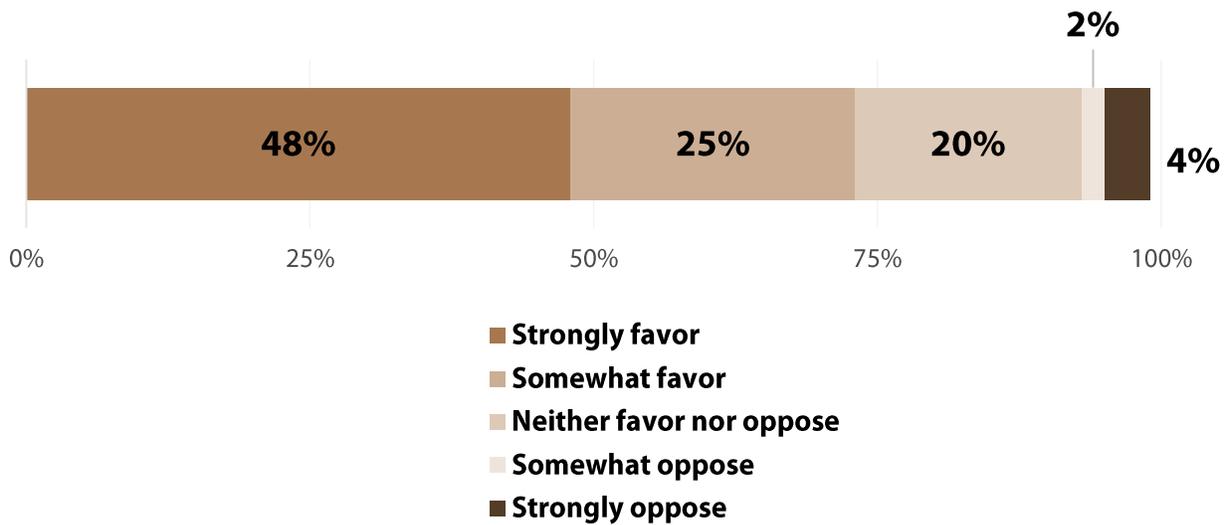
Percent Kentucky residents age 16 and older who spent anytime hunting on private land in 2022



Kentucky hunters are largely in favor of using state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs. Seventy-three percent are in favor of using state tax dollars to help fund the Kentucky Department of Fish and Wildlife Resources, including 48% who strongly favor doing so.

### **Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs?**

Percent Kentucky residents age 16 and older who hunted in 2022

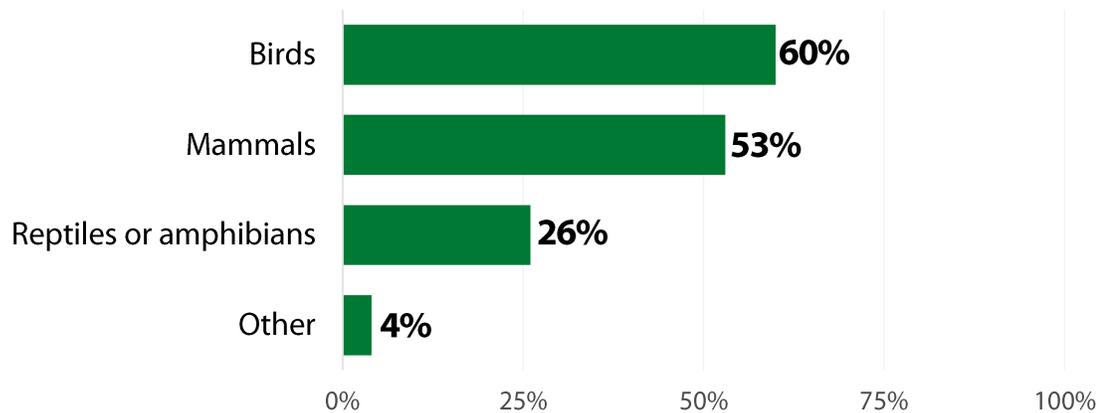


## Wildlife Watchers

Among Kentucky residents who watched wildlife at any point in 2022, more than half watched birds and mammals.

### Did you watch wildlife in Kentucky away from home for any of the following kinds of animals?

Percent Kentucky residents age 16 and older who watched wildlife in 2022



Regarding the kinds of land that wildlife watchers used away from home, 50% spent at least half their time watching wildlife on public lands or waters, including 24% who spent all their time on public land. Twenty percent did not watch wildlife at all on public land.

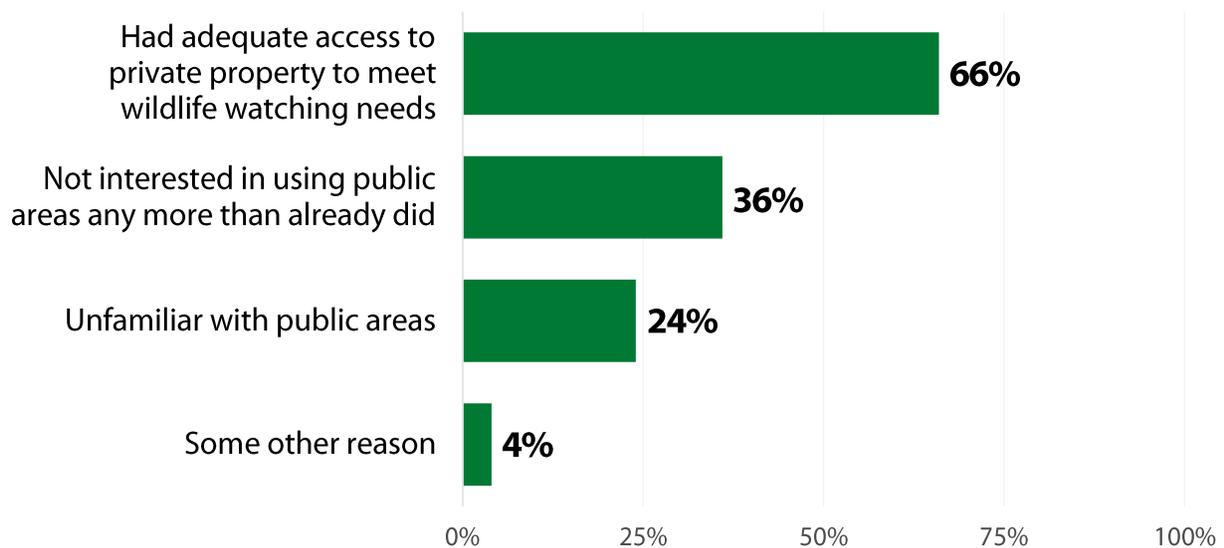
Sixty percent, meanwhile, spent at least half their time watching wildlife on private land. Just 8% did not watch wildlife at all on private land.

Among those who spent at least some time on private land, the most common reason was that they had adequate access to private property to meet their wildlife watching needs.

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### **Which of the following factors prevented you from watching wildlife away from home more on Kentucky public lands and waters than you did in 2022?**

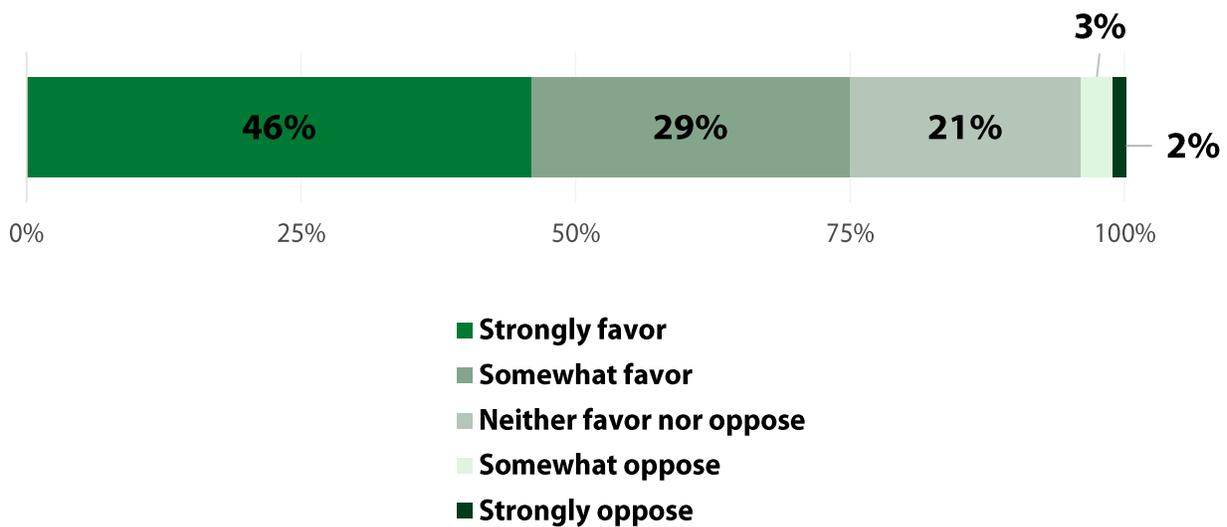
Percent Kentucky residents age 16 and older who spent anytime watching wildlife on private land in 2022



Kentucky wildlife watchers are largely in favor of using state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs. Seventy-four percent are in favor of using state tax dollars to help fund the Kentucky Department of Fish and Wildlife Resources, including 46% who strongly favor doing so.

### **Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help the Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs?**

Percent Kentucky residents age 16 and older who watched wildlife in 2022



# Appendix 1: Detailed Estimates for Kentucky Residents

## Kentucky Resident Participants by Activity and Demographics

	Anglers	Hunters	Wildlife Watchers
Urban	319,660	147,846	1,390,273
Rural	340,306	167,454	1,074,676
16-34	195,412	107,582	651,314
35-54	229,127	96,042	793,819
55+	235,028	111,924	1,017,143
Men	436,174	253,867	1,240,950
Women	220,573	60,436	1,209,039
White	570,875	267,344	2,092,225
Black	27,291	14,457	127,592
Hispanic	25,457	15,919	94,279
Other	36,592	17,829	152,324
<\$35k	285,008	125,926	1,091,308
\$35k-\$75k	211,321	95,248	767,329
\$75k+	155,713	90,244	575,393
High school	324,697	154,039	1,061,379
Some college	196,879	90,305	723,280
College+	133,807	68,047	667,754

## Number of Kentucky Residents – State Questions, Anglers

KY1. Last year (from January 1 through December 31, 2022), did you fish in Kentucky for any of the following kinds of fish? Please do not include what you caught unintentionally.	
Crappie	285,601
Panfish (bluegill, sunfish, rock bass, perch, etc.)	381,937
White bass, striped bass, and striped bass hybrids	266,504
Black bass (largemouth, smallmouth, spotted or Kentucky bass)	302,793
Catfish and bullheads	411,405
Walleye	77,378
Sauger	34,284
Muskie, muskie hybrids, and pickerel	54,895
Trout (rainbow, brown, brook, and cutthroat)	171,736
Other, please specify	16,544

KY2. Last year (from January 1 through December 31, 2022), what percentage of your time spent fishing in Kentucky was on public waters of any kind versus ponds or lakes on private land?	
At least half their time on public waters	365,282
All their time on public waters	202,642
At least half their time on private waters	207,796
All their time on private waters	90,780

KY3. Which of the following factors prevented you from fishing more on Kentucky public waters than you did in 2022?	
You had adequate access to private property to meet your fishing needs	330,090
You are unfamiliar with public waters	99,504
You are not interested in using public waters any more than you did	181,195
Some other reason	39,048

KY4. Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs? [Among anglers]	
Strongly favor	360,412
Somewhat favor	198,863
Neither favor nor oppose	142,138
Somewhat oppose	5,205
Strongly oppose	12,973

## Number of Kentucky Residents – State Questions, Hunters

KY5. Last year (from January 1 through December 31, 2022), did you hunt in Kentucky for any of the following kinds of animals?	
Deer	226,985
Wild Turkey	109,283
Squirrels	110,885
Rabbits	94,396
Doves	47,326
Waterfowl such as Ducks or Geese	35,108
Predators such as Coyotes, Bobcats or Raccoons	87,591
Upland Game birds such as bobwhite quail or grouse	28,983
Other, please specify:	3,598

KY6. Last year (from January 1 through December 31, 2022), what percentage of your time spent hunting in Kentucky was on public lands or waters of any kind versus private lands or waters?	
At least half their time on public lands or waters	86,083
All their time on public land or waters	38,145
At least half their time on private land or waters	207,239
All their time on private land or waters	143,621

KY7. Which of the following factors prevented you from hunting more on Kentucky public lands and waters than you did in 2022?	
You had adequate access to private property to meet your hunting needs	215,729

KY7. Which of the following factors prevented you from hunting more on Kentucky public lands and waters than you did in 2022?	
You are unfamiliar with public areas	102,424
You are not interested in using public areas any more than you did	125,114
Some other reason	11,618

KY8. Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs? [Among hunters]	
Strongly favor	169,149
Somewhat favor	86,363
Neither favor nor oppose	70,272
Somewhat oppose	5,688
Strongly oppose	15,528

## Number of Kentucky Residents – State Questions, Wildlife Watchers

KY9. Last year (from January 1 through December 31, 2022), did you watch wildlife in Kentucky away from your home for any of the following kinds of animals? Please do not include what you saw unintentionally.

Mammals	638,157
Birds	723,577
Reptiles or amphibians	320,072
Other, please specify:	45,996

KY10. Last year (from January 1 through December 31, 2022), what percentage of your time spent in Kentucky watching wildlife away from your home was on public lands or waters of any kind versus private lands or waters?

At least half their time on public lands or waters	603,212
All their time on public land or waters	288,054
At least half their time on private land or waters	383,138
All their time on private land or waters	92,455

KY11. Which of the following factors prevented you from watching wildlife away from your home more on Kentucky public lands and waters than you did in 2022?

You had adequate access to private property to meet your wildlife watching needs	571,609
You are unfamiliar with public areas	207,231
You are not interested in using public areas any more than you did	309,395
Some other reason	34,593

KY12. Do you favor, oppose, or neither favor nor oppose the use of state tax dollars to help Kentucky Department of Fish and Wildlife Resources meet its future conservation funding needs? [Among those who observed wildlife more than a mile from their home]

Strongly favor	552,901
Somewhat favor	350,443
Neither favor nor oppose	257,237
Somewhat oppose	31,560
Strongly oppose	21,754