



Hunting and Fishing: Bright Stars of the American Economy

A force as big as all outdoors.

Boat registration: \$60

Gas: \$115

Meals: \$165

Motel: \$69.95 x 5 nights

Goin' fishing!
I'll need a few items...

Fishing license: \$30

New boat and trailer:
\$52,000

Hunters and
Anglers:

A \$76 billion economic force.

It's opening day!
Better gear up...

GPS and walkie-talkies:
\$295

Two weeks' groceries:
\$300

Gas: \$75

ATV: \$6,000

Hunting license: \$50



Boat winterization: \$300

Polarized sunglasses: \$90

New rod and reel: \$295

Trolling motor:
\$280

Flowers for my wife for
letting me go fishing: \$45

Fish finder: \$360

A dollar here. A hundred dollars there. It adds up to more than you might think. America's 34 million hunters and anglers are an economic powerhouse, driving the economy. They're passionate about their pastimes. And they spend passionately too. Multiply individual spending by those many millions of people, and you're talking a major force in our economy, through booms as well as recessions. They directly support 1.6 million jobs. They spend more than a billion dollars just on licenses, stamps, tags and permits. And they generate \$25 billion a year in federal, state and local taxes. By any measure, hunters and anglers are among the most prominent and influential of all demographic groups.



New boots and coat: \$325

Property tax: \$4,200

Cabin: \$25,000

Taxidermy (with any luck):
\$250

Chain saw: \$189

New rifle: \$785

Hunting land : \$115,000

34 million people spend

\$208 million
a day.

\$1.5 billion
per week.



No mortgage crunch here.

SPORTSMEN'S PROPERTY INVESTMENTS INCREASING

Annually hunters and anglers spend \$9 billion to lease and purchase land for their sports. That's enough to purchase 27,000 new homes, or rural acreage larger than the states of Rhode Island and Delaware—combined.

Without hunters and anglers, our economy would be a lot smaller. \$76 billion smaller, in fact. That's how much they spend each year on their passion for the outdoors. If a single corporation grossed as much as hunters and anglers spend, it would be among America's 20 largest, ahead of Target, Costco and AT&T. But hunters' and anglers' influence goes even further. They create an economic "ripple effect" of \$192 billion a year. They keep people working: not just in typical hunting and fishing jobs, but also in gas stations, retail, restaurants and hotels throughout every state and congressional district of the USA.

There are other numbers, too. For instance, Americans spend more time hunting and fishing each year than days spent running the Federal government (737 million days vs. 486 million).

Together, hunters and anglers are a significant voting bloc. In fact, their voting potential was 31% of all votes cast in the 2004 presidential election. Eighty percent of sportsmen are "likely voters," far more than the national average. They can change the tide of elections. And, as you might guess, they tend to favor pro-sporting candidates.

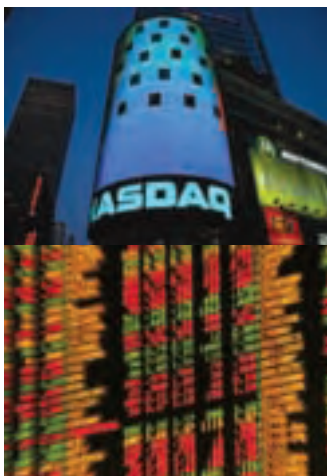


Top gun.

1.6 MILLION JOBS VS. 623,314

Hunters and anglers support twice as many jobs as the combined civilian payrolls of the Army, Marine Corps, Navy and Air Force.

ing \$8.6 million an hour.



Higher earnings than high-tech.

\$76 BILLION VS. \$73.6 BILLION

Spending by hunters and anglers is more than the revenues of Microsoft, Google, eBay and Yahoo—combined (76 billion vs. 73.6 billion).



The outdoor nation.

\$76 BILLION GDP

If the \$76 billion that sportsmen spend on hunting and fishing were the Gross Domestic Product of a country, sportsmen as a nation would rank 57 out of 181 countries.



Breaking news.

34 MILLION VS. 27 MILLION

More people hunt and fish than watch the nightly newscasts of the three major networks—ABC, CBS, and NBC.

Racing ahead.

34 MILLION VS. 15 MILLION

Hunting and fishing Americans outnumber motor-sport fans by more than 2 to 1. In fact, they could fill every NASCAR track 13 times over.



The economic impact of

Lots of bang.
Even more
bucks.



Puppy love.

\$493 MILLION LAVISHED ON HUNTING DOGS

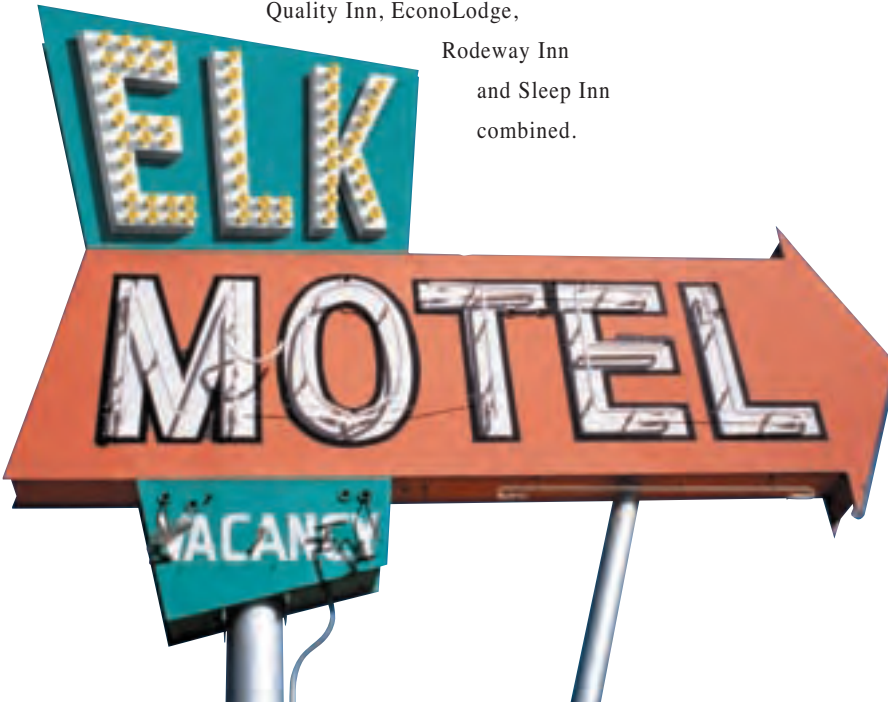
Hunters value their canine companions. So much, in fact, that they spend almost half a billion dollars a year just on their dogs.

Sleep on it.

\$614 MILLION VS. \$482 MILLION

On lodging alone, hunters spend more than the annual revenues of Comfort Inn, Comfort Suites, Quality Inn, EconoLodge,

Rodeway Inn
and Sleep Inn
combined.



Public service paychecks.

527,900 POLICE OFFICERS. 454,000 FIREFIGHTERS. OR 476,870 TEACHERS

That's how many average salaries you could pay with the \$4.2 billion that hunters contribute in state and local taxes each year.



12.5 million hunters.



Super-sized spending.

\$23 BILLION VS. \$20 BILLION

Hunters spend more on their activity than the total revenues of McDonald's.

Add up the populations of America's two largest cities, New York and Los Angeles. Roughly, that's 12 million people—a pretty enormous number. But it's still less than the number of people who hunt.

More people hunt than play tennis. More people hunt than ski. And they spend more time doing it, too.

The average hunter spends 18 blissful days engaged in his passion each year. With 12.5 million individuals, that's 220 million days spent in the woods, fields and wetlands each year.

Of course, the bigger story isn't the time they spend. It's the money. At \$1,992 per hunter per year, that's \$24.9 billion pumped into our economy. And where do those billions go? Well, \$2.1 billion goes just into food and drinks consumed on hunting trips. That's enough to feed 360,000 soldiers for a year. Another \$56 million goes towards boat fuel alone, plus \$30 million for boat trailers, motors and accessories. Bow hunters alone spend \$674 million just on their bows and arrows.

All this spending adds up to support close to 600,000 jobs—more than the number of people employed by McDonald's corporation.



- Guns & rifles: **\$2.4 billion**
- Binoculars, field glasses, telescopes: **\$203 million**
- Decoys & game calls: **\$187 million**
- Hunting apparel: **\$459 million**
- Ammunition: **\$696 million**



Buying power for fire power.

HUNTERS SPEND \$5.3 BILLION ON EQUIPMENT ALONE

30 million anglers.

Casting
benefits
throughout the
economy.

**JOBS
SUPPORTED**



Home Depot
289,000 jobs



United Parcel Service
407,000 jobs



U.S. Postal Service
803,000 jobs

Making big fish look small.

1 MILLION VS. 803,000

The sportfishing industry supports more jobs than the U.S. Postal Service, and more than many other of our nation's largest employers.

Quick: Guess what American anglers spend \$1.1 billion a year on. No, it's not their equipment. (That costs \$5.3 billion.) Not food (\$4.3 billion). Not even lodging (\$2 billion).

Nope. That \$1.1 billion is what anglers spend just on bait. That's twice what ski enthusiasts spend on all of their pricey gear (a mere \$615 million).

Obviously, sportfishing is one of America's favorite outdoor pastimes – outranking football, basketball, baseball and tennis. One in every six Americans 16 and older goes fishing. One quarter of all men do. And, perhaps surprisingly, some eight percent of all women.

Besides spending lots of money, anglers spend an average of 17 days a year on the water. That's in stark contrast to the 13 days the average American spends on vacation. And during those 17 days, they're supporting not just bait stands and boat makers, but gas stations, local motels, grocery and convenience stores, and of course, sporting goods retailers.



10 times the net.

\$42 BILLION VS. \$4 BILLION

Recreational fishing, the tide that is always rising.
Sportfishing pulls in 10 times the revenues of
U.S. commercial seafood landings.

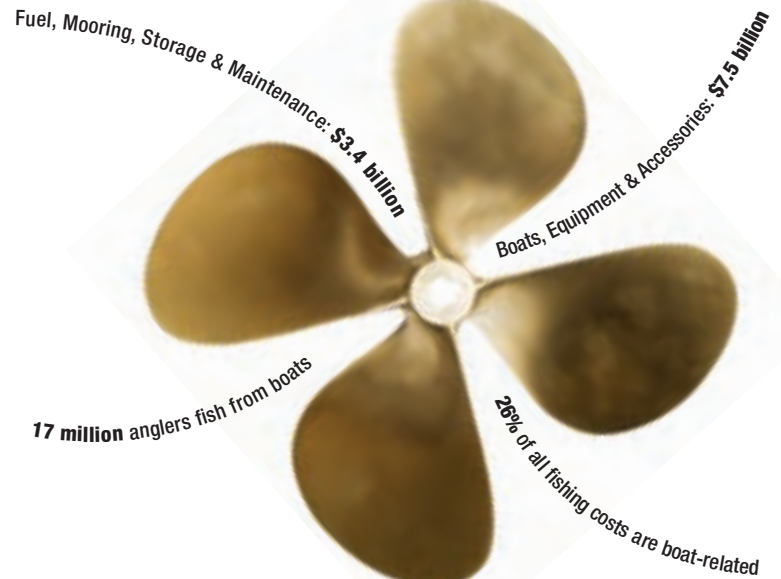




Sportfishing
1,031,697 jobs

Leaving a wide wake.

\$10 BILLION SPENT ON BOATING



Hooks over slices.

30 MILLION VS. 24 MILLION

6 million more
 Americans would
 rather wet a line
 than sink a putt.



The "reel" vacation destination.

30 MILLION VS. 16 MILLION

Every year, more people go fishing than go to Orlando's Disney World—the world's number one resort.

A cold truth.

Just guess how much
 sportsmen spend on
 ice every year. No,
 it's more. More than
 that, too. Ready?
 It's \$378 million.
 And that's a hard fact.



The original
green
movement.

A shore thing.

\$570 MILLION A YEAR

Thanks to fuel taxes, the Federal Sport Fish Restoration and Boating Fund now receives \$570 million a year from boaters, used mostly for coastal wetlands and fisheries conservation.



Spawn of a new era.

1.4 BILLION FISH RESTORED

Federal excise taxes and state license revenues generated by hunters and anglers allow states to own and manage 15.4 million acres of habitat, leading to dramatic increases in native fish populations.

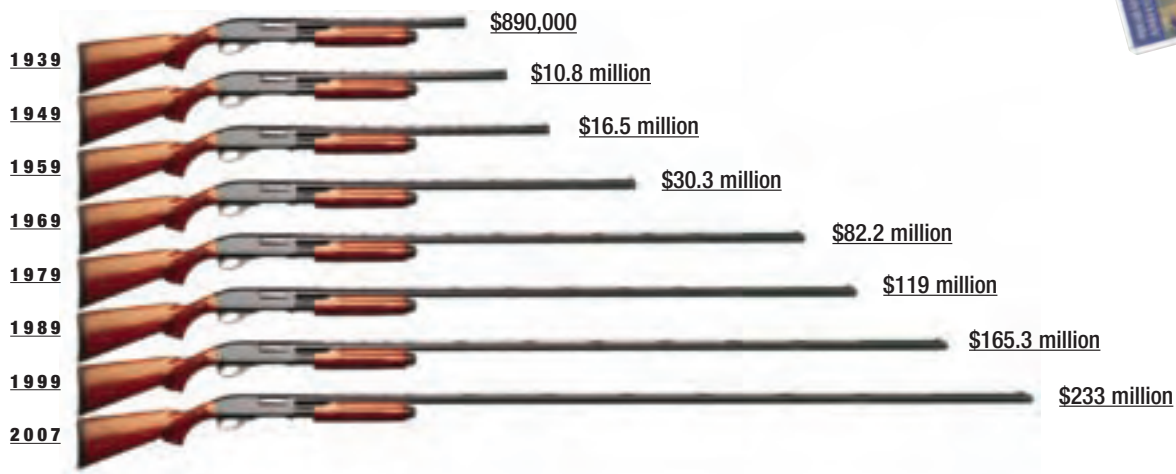


Hunters and anglers pay billions to benefit

Hunters and anglers have historically been — and continue to be — the largest contributors to government wildlife conservation programs. Through excise taxes and license revenues, they have contributed more than \$10 billion dollars to conservation, and annually provide more than 80% of the funding for most state fish and wildlife agencies.

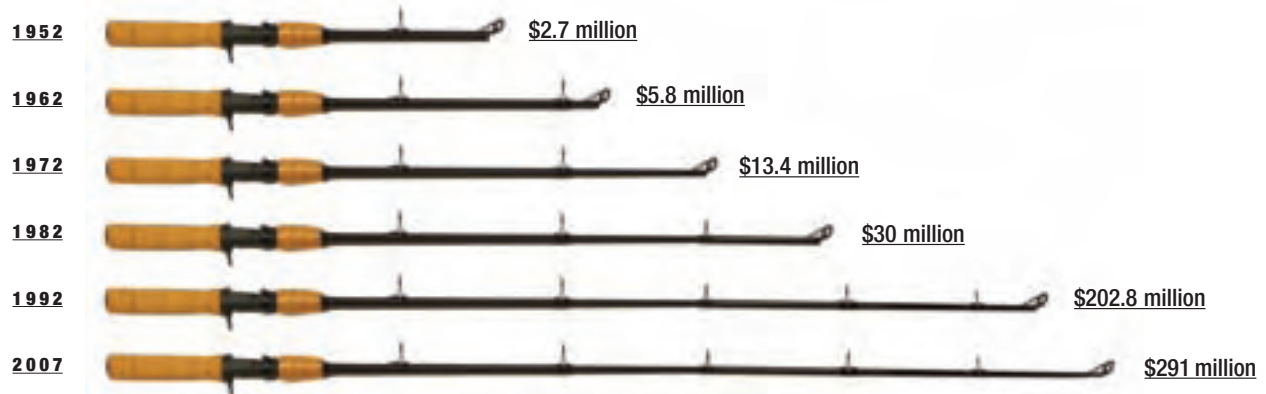
More bang for the bucks.

Every year, hunters and shooters pay millions in Federal excise taxes:
\$5.3 billion since 1939.



Quite a catch.

Anglers' and boaters' contributions to conservation also grow year by year. Total to date: \$5.4 billion in Federal excise taxes.



wildlife for everyone.



Delivering habitats.

Through Federal Duck Stamp purchases hunters have generated more than \$700 million, all of which goes into the National Wildlife Refuge System. This money has been used to purchase more than 5 million acres of land, offering some of the best public outdoor recreation and wildlife watching opportunities in the country.

Success stories.

\$6.6 BILLION FOR WILDLIFE RESTORATION



Over the years, Federal excise taxes and state license revenue have helped bring back dozens of species, including ducks, wild turkeys and white-tailed deer. Fewer than 100,000 wild turkeys remained in the nation in 1900, and today there are 7 million.

American sportsmen know that their passion for the outdoors must be matched with active participation in the political process. Lawmakers and regulators make decisions every day that affect sportsmen. Hunters and anglers pay attention, and take those decisions into account when they vote.

And there are even more hunters and anglers than the licensed sportsmen cited in this report. Including those who don't require licenses, there are an estimated 18.6 million hunters (1.6 million under 16). And an estimated 44.4 million people (8.4 million under 16) who fish.

Turning out to vote

SPORTSMEN HIT THEIR TARGETS AT THE POLLS



8 in 10

vote their
sport

8 in 10 sportsmen state that a candidate's position on sportsmen's issues is important in determining whom they will vote for.

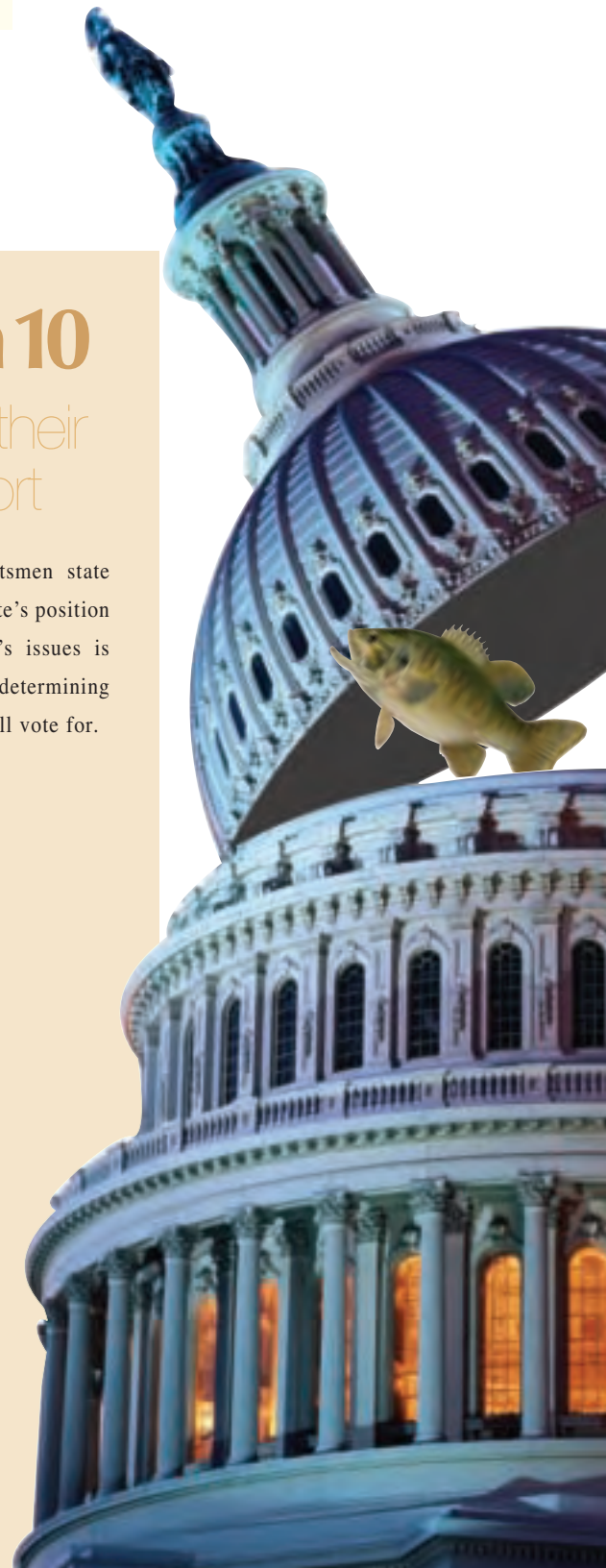
80%

likely voters

A huge majority of all sportsmen consider themselves "likely voters." Approximately 20% of the entire population of major swing states – Pennsylvania, Ohio, and Florida – hold either a hunting or fishing license, or both.

Nearly
1/3
of all voters

It is estimated that there are 40 million sportsmen of voting age in the United States – nearly a third of the entire vote. Nearly 8 in 10 hunters always vote in presidential elections, while 6 in 10 always vote in non-presidential elections.



Attitudes towards hunting and fishing.

IT'S AS AMERICAN AS MOM AND APPLE PIE



Polls show that the American public has an overwhelmingly positive attitude toward hunting and fishing. Americans understand that hunting and fishing serve multiple needs – sustenance, recreation and conservation.

The fact is, hunting and fishing have been part of the American culture since before our nation began. So it's no wonder that these timeless pursuits are perceived more favorably.

95%
support
legal fishing

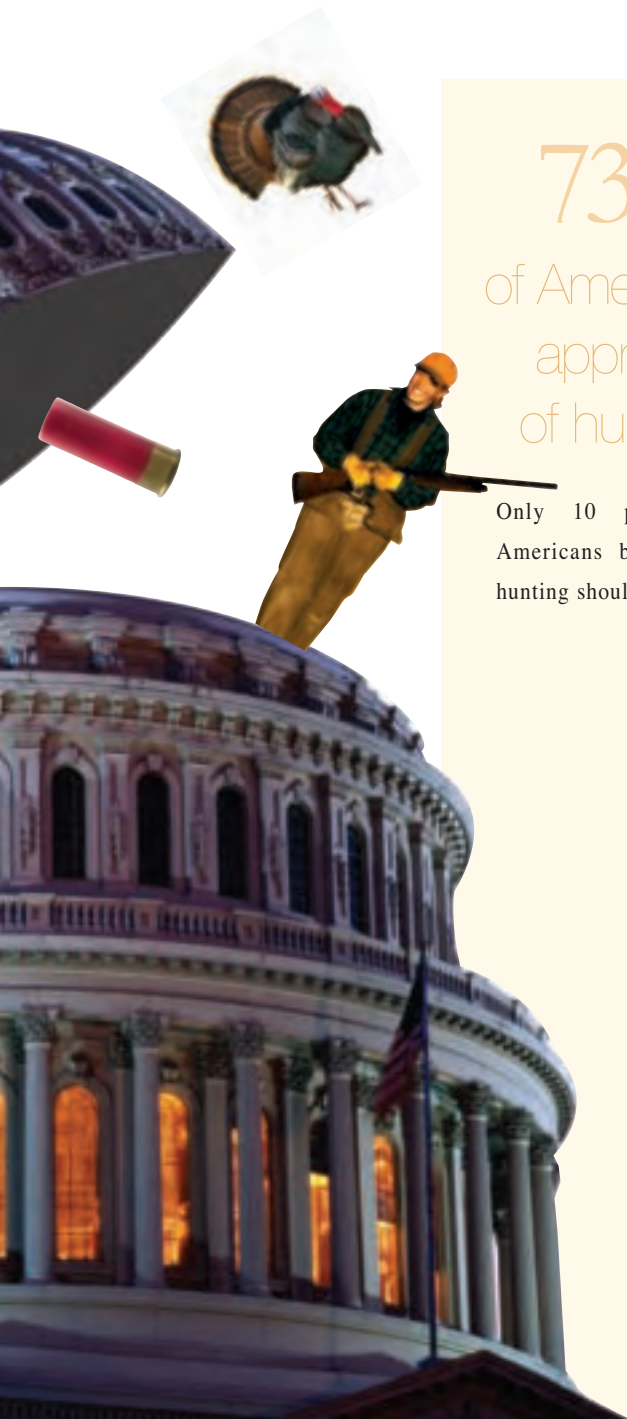
Only three percent of respondents thought fishing should be illegal.

73%
of Americans
approve
of hunting

Only 10 percent of Americans believe that hunting should be illegal.

Only
3%
of
Americans
live the
animal rights
philosophy

The vast majority of Americans support the consumptive use of wildlife, provided that wildlife does not experience undue pain and suffering.



Stating the facts.

The Lone
Star state
pulls rank.

You've seen the national economic impact of hunting and fishing. Now, here's how the states stack up. Every single state makes a contribution through revenue, taxes and jobs, but these are the states where hunting and fishing truly drive the economy.



Sportsmen pump more jobs into
Texas than all of Exxon-Mobil.

106,000 VS. 82,000



Florida squeezes more than
three times the revenue from
angling than from oranges.

\$4.4 BILLION VS. \$1.2 BILLION

OF HUNTERS & ANGLERS

#1 Texas 2.6 million

#2 Florida 2.0 million

#3 California 1.7 million

#4 Ohio 1.48 million

#5 Pennsylvania 1.41 million

OF HUNTERS

#1 Texas 979,000

#2 Pennsylvania 933,000

#3 Michigan 721,000

#4 Wisconsin 649,000

#5 Missouri 540,000

OF ANGLERS

#1 Texas 2.3 million

#2 Florida 1.88 million

#3 California 1.57 million

#4 Ohio 1.14 million

#5 Minnesota 1.1 million

Texas at the top of the pack.

SPENDING	JOBS SUPPORTED	STATE TAX REVENUE	FEDERAL TAX REVENUE
Texas \$6.6 billion	Texas 106,000	Texas \$654 million	Texas \$793 million
Florida \$4.8 billion	Florida 85,000	Florida \$484 million	Florida \$608 million
California \$3.6 billion	Wisconsin 57,000	California \$452 million	California \$473 million
Pennsylvania \$3.5 billion	Minnesota 55,000	Minnesota \$415 million	Minnesota \$430 million
Minnesota \$3.4 billion	California 53,000	Wisconsin \$400 million	Pennsylvania \$411 million

Tracking the trophy.

SPENDING	JOBS SUPPORTED	STATE TAX REVENUE	FEDERAL TAX REVENUE
Texas \$2.3 billion	Texas 47,000	Texas \$262 million	Texas \$310 million
Pennsylvania \$1.7 billion	Pennsylvania 28,000	Pennsylvania \$214 million	Pennsylvania \$229 million
Wisconsin \$1.4 billion	Wisconsin 25,000	Wisconsin \$197 million	Michigan \$161 million
Michigan \$1.3 billion	Missouri 24,500	Michigan \$153 million	Wisconsin \$154 million
Missouri \$1.2 billion	Michigan 19,500	Missouri \$147 million	Missouri \$150 million

Angling for the top spot.

SPENDING	JOBS SUPPORTED	STATE TAX REVENUE	FEDERAL TAX REVENUE
Florida \$4.4 billion	Florida 75,000	Florida \$441 million	Florida \$550 million
Texas \$4.2 billion	Texas 59,000	Texas \$392 million	Texas \$482 million
Minnesota \$2.8 billion	Minnesota 43,000	Minnesota \$339 million	California \$348 million
California \$2.6 billion	California 40,000	California \$329 million	Minnesota \$344 million
Michigan \$2 billion	Wisconsin 31,000	Michigan \$225 million	Michigan \$245 million



Congressional Sportsmen's Foundation

110 North Carolina Avenue, SE ~ Washington, DC 20003

202-543-6850 ~ www.sportsmenslink.org

This report was produced by the Congressional Sportsmen's Foundation. CSF is the most respected and trusted hunting and fishing organization in the political arena. With support from every major hunting and fishing organization, CSF is the leader in promoting sportsmen's issues with elected officials. CSF works directly with the bi-partisan, bi-cameral Congressional Sportsmen's Caucus in the U.S. Congress, as well as affiliated state sportsmen's caucuses in state legislatures around the country. **www.sportsmenslink.org**



IN PARTNERSHIP WITH

The National Shooting Sports Foundation is the trade association for the shooting, hunting and firearms industry, whose purpose is to provide trusted leadership in addressing industry challenges and to deliver programs and services to meet the identified needs of their members. NSSF concentrates efforts on measurably advancing participation in and understanding

of hunting and the shooting sports; reaffirming and strengthening their members' commitment to the safe and responsible use of their products, and promoting a political climate supportive of America's traditional firearms rights. **www.nssf.org**



For over 30 years, SCI's mission has been to protect and expand the freedom to hunt, instituting sustainable use conservation worldwide while protecting hunting heritage. To that end, SCI is involved at all levels of government – from state and local to national and international. SCI chapters in the U.S., with the assistance of the Government Affairs Department, get involved with state legislative and regulatory issues, with federal plans that affect management, conservation and hunting access on public lands, as well as national legislative issues. **www.scifirstforhunters.org**



National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry. NMMA's nearly 1,700 member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers in North America. The association is dedicated to industry growth through programs in public policy, market research and data, product quality assurance and marketing communications, and provides leadership necessary to unite the industry in pursuit of its primary goal: To make boating the #1 choice in recreation. Visit **NMMA.org** for more information.



The Alliance of Automobile Manufacturers represents the common interests of its members and provides a forum to enable them to advance public policies that meet consumer and societal needs for clean, safe, efficient, and affordable personal transportation. **www.autoalliance.org**



CSF also gratefully acknowledges the following for their contributions:

American Sportfishing Association

Association of Fish and Wildlife Agencies

U.S. Fish and Wildlife Service

InterMedia Outdoors

Fountain and Associates

Patrick O'Malley

Southwick and Associates

The statistics on participation of hunters and anglers and their economic impacts that are used in this report come from the following sources:

2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, American Sportfishing Association, Association of Fish and Wildlife Agencies, U.S. Department of Interior, Fish and Wildlife Service and U.S. Department of Commerce, U.S. Census Bureau

Comparisons and statistics sources include: Bureau of Labor, Census Bureau, Choice Hotels Annual Report, Congressional Budget Office, Department of Education, Department of Labor, Economic Research Associates, Federal Election Commission, Fortune Magazine, ISC Motorsports, National Association of Sporting Goods, National Marine Fisheries, National Shooting Sports Foundation, NY University Graduate School of Public Service, Responsive Management Institute, Southwick and Associates, State of the News Media, The Washington Post, U.S. Army, U.S. Department of Agriculture, U.S. Fish and Wildlife Service; Division of Federal Aid, World Tourism Organization.

For specific citations on a statistics, please contact: Melinda Gable, Congressional Sportsmen's Foundation, 202-543-6850 ext. 15