

Hunting is an important contributor to Wisconsin's economy and an historical and culturally significant pastime for a number of individuals from around the world.

KEY POINTS

- The National Survey of Fishing, Hunting, and Wildlife Data (US Census Bureau & USFWS) is conducted every 5 years and measures the economic impact of hunting – the last survey was conducted in 2011.

2011 Data Shows:

- Wisconsin is ranked second among all states in the number of resident and non-resident hunters.
- All hunting-related expenditures in Wisconsin totaled \$2.5 billion in 2011.
- 88% of hunters participated in deer hunting – this made it the most popular form of hunting in the state by a wide margin.

2011 National Survey of Fishing, Hunting, and Wildlife Data (US Census Bureau & USFWS)

- The national survey estimates listed below are widely used by other organizations and media outlets – data from 2011 is used due to the fact that this survey is only conducted every five years.
- In 2011, 763,000 residents (accounting for 85% of the hunters in Wisconsin) and 131,000 nonresidents hunted in Wisconsin (accounting for 15% of Wisconsin's hunters).
- All hunting-related expenditures in Wisconsin totaled \$2.5 billion in 2011.
- Trip-related expenses, such as food and lodging, transportation and other trip expenses totaled \$358 million — 14% of total expenditures.
- Hunters spent \$1.5 billion on hunting equipment — 58% of all hunting expenditures.
- For all types of hunting in 2011, the average expenditure per hunter was \$2,833.
- Considering only trip-related expenditures for all types of hunting in 2011, the average trip-related expenditure per hunter was \$400. (See table 20 in the Wisconsin report)

Deer Hunting in Wisconsin (2011)

- In 2011, 88% of hunters participated in deer hunting – this made it the most popular form of hunting by a wide margin. (See pp. 9–10 of the Wisconsin report)
- In 2011, deer and other big game hunters spent \$1.6 billion on trips and trip-related equipment. (See table 18 in the Wisconsin report.)

Wisconsin is ranked second among all states in the number of resident and non-resident hunters. (See Rank Among States, below.)

Top 10 States Ranked by Non-Resident Hunters

Rank	State	Number of Hunters	2011 Retail Sales
1	South Dakota	143,531	\$405,440,166
2	Wisconsin	131,137	313,886,596
3	Colorado	115,491	195,925,340
4	Kansas	112,408	116,442,906
5	Virginia	106,010	135,714,544
6	Missouri	99,646	140,567,785
7	Georgia	98,169	174,006,756
8	Idaho	84,613	301,249,528
9	New York	84,151	114,921,425
10	North Carolina	76,383	\$47,735,700

Top 10 States Ranked by Resident Hunters

Rank	State	Number of Resident Hunters	2011 Retail Sales By Resident
1	Texas	1,079,869	\$ 1,946,850,446
2	Wisconsin	763,384	2,251,833,862
3	New York	739,260	2,137,567,880
4	Pennsylvania	698,988	881,787,890
5	Ohio	515,723	793,798,774
6	Michigan	501,421	2,303,119,552
7	Alabama	491,593	1,114,811,944
8	Missouri	476,833	844,434,657
9	Illinois	458,984	1,254,796,442
10	Minnesota	456,695	\$ 670,323,496

2011 Hunters and Hunting Expenditures in Wisconsin (Wisconsin resident and nonresident hunters 16 years old and older)

	Hunters	Days of Hunting
Residents	763,000	10,100,000
Nonresidents	<u>131,000</u>	<u>2,100,000</u>
	895,000	12,200,000

2011 Hunting Expenditures in Wisconsin (Wisconsin resident and nonresident hunters 16 years old and older)

	Expenditures
Trip-related	\$358,000,000
Hunting Equipment	137,000,000
Auxiliary and Special Equipment	<u>1,300,000,000</u>
equipment subtotal	1,500,000,000
Other	<u>722,000,000</u>
	\$2,500,000,000

2011 Hunting by Type of Game (Wisconsin resident and nonresident hunters 16 years old and older)

Type of Game	Number of Hunters	Percent of Hunters
Deer	785,000	88%
Wild turkey	230,000	26%
Small game (all)	219,000	24%
Migratory birds (all)	<u>105,000</u>	<u>12%</u>
	895,000	100%

- To the department's knowledge, there is no more thorough, accurate, and regularly updated source of hunting expenditure information than that found in the US Census Bureau & USFWS' data.
- Expenditure information as reported by hunters is gathered in carefully controlled surveys with the US Census Bureau & USFWS' methods and assumptions made available for review.

*Data is from the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, conducted by the U.S. Census Bureau for the U.S. Fish and Wildlife Service.

***Background on the national survey is available at http://wsfrprograms.fws.gov/Subpages/NationalSurvey/2011_Survey.htm.)**

***The national survey provides summary reports for the U.S. as a whole and for each state individually at <http://www.census.gov/prod/www/fishing.html>. Hunting information is included, even though the URL just says “...fishing.html”.**

***The 2011 Wisconsin report is available at <http://www.census.gov/prod/2013pubs/fhw11-wi.pdf>.**

Moving Forward

- **New hunter recruitment and retention is important in Wisconsin and plays a key role in continued economic benefits experienced statewide through hunting and outdoor activity.**
- **In 2014, the department offered a hunter development grant program to encourage novel ideas and pilots for recruiting new hunters, and received proposals from three Hmong groups, one tribal nation, many traditional hunting groups, the Aldo Leopold Foundation and a few universities.**
- **Most proposals focused on developing new hunters from novice adults and families (these were identified as priorities in the grant program). The proposals also included evaluations of success that involve long-term monitoring of new hunters to truly evaluate what works and what doesn't. We will follow participants over time to monitor license buying habits and learn how to become more successful as a result.**
- **Through innovation and further coordination with partners and stakeholders, the department will continue to focus on hunter recruitment and retention – hunting remains an important part of Wisconsin's economy.**