U.S. Fish & Wildlife Service

2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Wisconsin

FHW/11-WI (RV)
Revised February 2014

2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Wisconsin

U.S. Department of the Interior
Sally Jewell,
Secretary

U.S. Fish and Wildlife Service
Dan Ashe,
Director

U.S. Department of Commerce
Penny Pritzker,
Secretary

Economics and Statistics Administration
Mark Doms,
Under Secretary for Economic Affairs

U.S. CENSUS BUREAU
John H. Thompson,
Director

Economics and Statistics Administration
Mark Doms,
Under Secretary for Economic Affairs

U.S. CENSUS BUREAU
John H. Thompson,
Director

U.S. Department of the Interior
Sally Jewell,
Secretary

U.S. Fish and Wildlife Service
Dan Ashe,
Director

Wildlife and Sport Fish Restoration
Hannibal Bolton,
Assistant Director

The U.S. Department of the Interior protects and manages the Nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its trust responsibilities or special commitments to American Indians, Alaska Natives, and affiliated Island Communities. The mission of the Department's U.S. Fish and Wildlife Service is working with others to conserve, protect, and enhance fish, wildlife, and their habitats for the continuing benefit of the American people. The Service is responsible for national programs of vital importance to our natural resources, including administration of the Wildlife and Sport Fish Restoration Programs. These two programs provide financial assistance to the States for projects to enhance and protect fish and wildlife resources and to assure their availability to the public for recreational purposes. Multistate grants from these programs fund the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

Suggested Citation

U.S. Department of the Interior, U.S. Fish and Wildlife Service, and U.S. Department of Commerce, U.S. Census Bureau. 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

Contents

List of Tables

Fishing and Hunting

Wildlife Watching

National Tables

Foreword

When I was growing up, it was taken as a matter of faith that kids belonged outside. I grew up with 4 brothers, and during those long, hot Atlanta summers, it was common for our mom to holler, "You boys get outside, and don't come back 'til it's dark." It never occurred to me or my brothers to do anything else in our spare time but explore the world around us. The truth is, we had little else to do. But those experiences – waking up on frosty mornings and starting the campfire, scanning trees for a shot at a scampering gray squirrel in the dawn light, scouring creek beds for crawdads and other fishing bait, or simply of the fun we had tramping through the forest – shaped who I am, and drew me to a career in conservation.

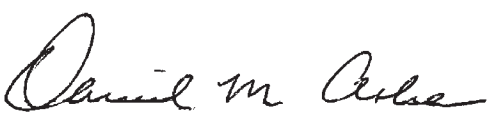
That's why I'm excited by this 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. This report, the 12th in a series that began in 1955, documents a significant resurgence in the number of people embracing America's Great Outdoors. Hunting participation has increased by 9 percent, while angling participation grew by 11 percent. Nearly 38 percent of Americans participated in wildlife-related recreation, an increase of 2.6 million participants from the 2006 Survey.

In addition, wildlife-related recreation is a major driver of the nation's economy. The 2011 Survey estimates that Americans spent $145 billion on related gear, trips, licenses, land acquisition or leases, and other purchases, representing about one percent of the nation's gross domestic product. This spending creates thousands of jobs, supports countless local communities and provides vital funding for conservation.

This year marks the 75th anniversary of the Wildlife and Sport Fish Restoration Program, a cornerstone of wildlife conservation in the United States. Through excise taxes on firearms, ammunition, archery and angling equipment, the U.S. Fish and Wildlife Service has distributed over $14 billion for State and territorial wildlife conservation programs.

This report would not have been possible without the combined efforts of state wildlife agencies – which provided financial support through the Multi-State Conservation Grant Programs – the Association of Fish and Wildlife Agencies and a number of major national conservation organizations. We also owe our gratitude to the thousands of survey respondents from households across America. Because of you, this Survey is the nation's definitive wildlife-related recreation database and information source concerning participation and purchases associated with hunting, fishing and other forms of wildlife-associated recreation nationwide.

The Fish and Wildlife Service is dedicated to connecting people and families with nature. We are proud to celebrate the good news in this report, and we look forward to continuing progress as we work with the States, and all our partners and the public to help keep recreational fishing, hunting, and wildlife watching growing and going strong.



Dan Ashe
Director, U.S. Fish and Wildlife Service

Survey Background and Method

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

Preparations for the 2011 Survey began in 2008 when the Association of Fish and Wildlife Agencies (AFWA) asked the Fish and Wildlife Service to coordinate the twelfth National Survey of wildlife-related recreation. Funding came from the Multistate Conservation Grant Programs, authorized by Wildlife and Sport Fish Restoration Acts, as amended.

Four regional technical committees were set up under the auspices of AFWA to ensure that State fish and wildlife agencies had an opportunity to participate in all phases of survey planning and design. The committees were made up of agency representatives.

We consulted with State and Federal agencies and nongovernmental organizations such as the American Sportfishing Association and National Shooting Sports Foundation to determine survey content. Other sportspersons' organizations and conservation groups, industry representatives, and researchers also provided valuable advice.

Data collection for the Survey was carried out in two phases by the U.S. Census Bureau. The first phase was the screen which began in April 2011. During the screening phase, the Census Bureau interviewed a sample of 48,600 households nationwide, to determine who in the household had fished, hunted, or wildlife watched in 2010, and who had engaged or planned to engage in those activities in 2011. In most cases, one adult household member provided information for all members. The screen primarily covered 2010 activities while the next, more in-depth phase covered 2011 activities. For more information on the 2010 data, refer to Appendix B.

The second phase of data collection consisted of three detailed interview waves. The first wave began in April 2011 concurrent with the screen, the second in September 2011, and the last in January 2012. Interviews were conducted with samples of likely anglers, hunters, and wildlife watchers who were identified in the initial screening phase. Interviews were conducted primarily by telephone, with in-person interviews for respondents who could not be reached by phone. 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 state level. Altogether, interviews were completed for 11,330 anglers and hunters and 9,329 wildlife watchers. More detailed information on sampling procedures and response rates is found in Appendix D.

Comparability With Previous Surveys

The 2011 Survey's questions and methodology were similar to those used in the 2006, 2001, 1996, and 1991 Surveys. Therefore, the estimates are comparable.

The methodology for these Surveys differs significantly from the 1955 to 1985 Surveys, so these estimates are not directly comparable to those of earlier surveys. Changes in methodology included reducing the recall period over which respondents had to report their activities and expenditures. Previous Surveys used a 12-month recall period which resulted in greater reporting bias. Research found that the amount of activity and expenditures reported in 12-month recall surveys was overestimated in comparison with that reported using shorter recall periods.

Highlights

Introduction

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation reports results from interviews with U.S. residents about their fishing, hunting, and wildlife watching. This report focuses on 2011 participation and expenditures of persons 16 years of age and older.

The Survey is a snapshot of one year. The information it collected tells us how many people participated and how much they spent on their activities in the State in 2011. It does not tell us how many anglers, hunters, and wildlife watchers there were because many do not participate every year. For example, based on information collected in the Survey's household screen phase, we can estimate that about 51 percent more anglers and 44 percent more hunters participated nationally in at least 1 of the 5 years prior to the screen survey year 2010.

In addition to 2011 estimates, we also provide trend information in the Highlights section and Appendix C of the report. The 2011 numbers reported can be compared with those in the 1991, 1996, 2001, and 2006 Survey reports because they used similar methodologies. The 2011 estimates should not be directly compared with results from Surveys conducted prior to 1991 because of changes in methodology to improve accuracy.

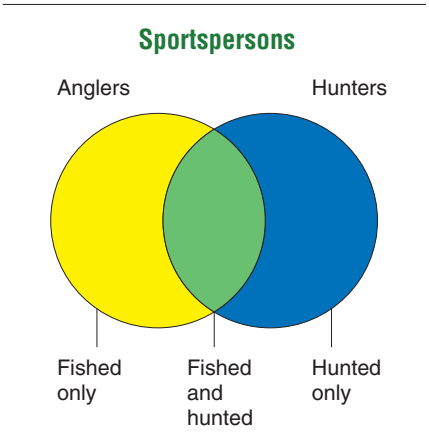
The report also provides information on participation in wildlife recreation in 2010, particularly of persons 6 to 15 years of age. The 2010 information is provided in Appendix B. Information about the Survey's scope and coverage is in Appendix D. The remainder of this section defines important terms used in the Survey.

This report does not provide information about the State's wildlife resources. That, and additional information on wildlife-related recreation, may be obtained from State fish and wildlife agencies. The Association of Fish and Wildlife Agencies can provide the addresses and telephone numbers of those agencies. The Association's website is www.fishwildlife.org.

Additionally, this report does not provide information about the State's number of licensed anglers and hunters. Historical license data can be found at wsfrprograms.fws.gov.

Wildlife-Related Recreation

Wildlife-related recreation is fishing, hunting, and wildlife-watching activities. These categories are not mutually exclusive because many individuals participated in more than one activity. Wildlife-related recreation is reported in two major categories: (1) fishing and hunting, and (2) wildlife watching, which includes observing, photographing, and feeding fish or wildlife.



Fishing and Hunting

This Survey reports information about residents of the United States who fished or hunted in 2011, regardless of whether they were licensed. The fishing and hunting sections report information for three groups: (1) sportspersons, (2) anglers, and (3) hunters.

Sportspersons

Sportspersons are those who fished or hunted. Individuals who fished or hunted commercially in 2011 are reported as sportspersons *only* if they also fished or hunted for recreation. The sportspersons group is composed of the three subgroups shown in the diagram below: (1) those that fished and hunted, (2) those that only fished, and (3) those that only hunted.

The total number of sportspersons is equal to the sum of people who only fished, only hunted, and both hunted and fished. It is not the sum of all anglers and all hunters because those people who both fished and hunted are included in both the angler and hunter population and would be incorrectly counted twice.

Anglers

Anglers are sportspersons who only fished plus those who fished and hunted. Anglers include not only licensed hook and line anglers, but also those who have no license and those who use special methods such as fishing with spears. Three types of fishing are reported: (1) freshwater, excluding the Great Lakes, (2) Great Lakes, and (3) saltwater. Since many anglers participated in more than one type of fishing, the total number of anglers is less than the sum of the three types of fishing.

Hunters

Hunters are sportspersons who only hunted plus those who hunted and fished. Hunters include not only licensed hunters using rifles and shotguns, but also those who have no license and those who engage in hunting with archery equipment, muzzleloaders, other primitive firearms, or pistols or handguns.

Four types of hunting are reported: (1) big game, (2) small game, (3) migratory bird, and (4) other animals. Since many hunters participated in more than one type of hunting, the sum of hunters for big game, small game, migratory bird, and other animals exceeds the total number of hunters.

Wildlife Watchers

Since 1980, the National Survey has included information on wildlife-watching activities in addition to fishing and hunting. However, unlike the 1980 and 1985 Surveys, the National Surveys since 1991 have collected data only for those activities where the *primary* purpose was wildlife watching (observing, photographing, or feeding wildlife).

The 2011 Survey uses a strict definition of wildlife watching. Participants must either take a "special interest" in wildlife around their homes or take a trip for the "primary purpose" of wildlife watching. Secondary wildlife watching, such as incidentally observing wildlife while pleasure driving, is not included.

Two types of wildlife-watching activity are reported: (1) away-from-home (formerly nonresidential) activities and (2) around-the-home (formerly residential) activities. Because some people participated in more than one type of wildlife watching, the sum of participants in each type will be greater than the total number of wildlife watchers. Only those engaged in activities whose *primary* purpose was wildlife watching are included in the Survey. The two types of wildlife-watching activity are defined below.

Away-From-Home

This group includes persons who took trips or outings of at least 1 mile from home for the primary purpose of observing, feeding, or photographing fish and wildlife. Trips to fish or hunt or scout and trips to zoos, circuses, aquariums, and museums are not considered wildlife-watching activities.

Around-The-Home

This group includes those who participated within 1 mile of home and involves one or more of the following: (1) closely observing or trying to identify birds or other wildlife; (2) photographing wildlife; (3) feeding birds or other wildlife; (4) maintaining natural areas of at least 1/4 acre where benefit to wildlife is the primary concern; (5) maintaining plantings (shrubs, agricultural crops, etc.) where benefit to wildlife is the primary concern; or (6) visiting parks and natural areas within 1 mile of home for the primary purpose of observing, feeding, or photographing wildlife.

2011 Wisconsin Summary

Activities in Wisconsin by Residents and Nonresidents

Fishing

Anglers	**1,247,000**
Days of fishing	21,284,000
Average days per angler	17
Total expenditures	$1,418,591,000
Trip-related	$607,467,000
Equipment and other	$811,124,000
Average per angler	$1,129
Average trip expenditure per day	$29

Hunting

Hunters	**895,000**
Days of hunting	12,177,000
Average days per hunter	14
Total expenditures	$2,544,591,000
Trip-related	$358,080,000
Equipment and other	$2,186,511,000
Average per hunter	$2,833
Average trip expenditure per day	$29

Wildlife Watching

Total wildlife-watching participants	**2,359,000**
Away-from-home participants	499,000
Around-the-home participants	2,076,000
Days of participation away from home	6,080,000
Average days of participation away from home	12
Total expenditures	$1,488,857,000
Trip-related	$234,760,000
Equipment and other	$1,254,096,000
Average per participant	$619
Average trip expenditure per day	$39

Activities by Wisconsin Residents Both Inside and Outside Wisconsin

Fishing

Anglers	**938,000**
Days of fishing	15,320,000
Average days per angler	16
Total expenditures	$1,091,412,000
Trip-related	$513,974,000
Equipment and other	$577,438,000
Average per angler	$1,163
Average trip expenditure per day	$34

Hunting

Hunters	**763,000**
Days of hunting	10,219,000
Average days per hunter	13
Total expenditures	$2,262,062,000
Trip-related	$296,114,000
Equipment and other	$1,965,948,000
Average per hunter	$2,963
Average trip expenditure per day	$29

Wildlife Watching

Total wildlife-watching participants	**2,152,000**
Away-from-home participants	453,000
Around-the-home participants	2,076,000
Days of participation away from home	5,773,000
Average days of participation away from home	13
Total expenditures	$1,491,409,000
Trip-related	$268,866,000
Equipment and other	$1,222,544,000
Average per participant	$693
Average trip expenditure per day	$47

Wildlife-Related Recreation

Participation in Wisconsin

The 2011 Survey found that 3.5 million Wisconsin residents and nonresidents 16 years old and older fished, hunted, or wildlife watched in Wisconsin. Of the total number of participants, 1.2 million fished, 895 thousand hunted, and 2.4 million participated in wildlife-watching activities, which includes 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 of the individuals engaged in more than one wildlife-related activity.

Participation in 2011 by 6- to 15-Year-Old Wisconsin Residents

The focus of the National Survey is on the activity of participants 16 years old and older. However, the activity of 6- to 15-year-olds can be calculated using the screening data covering the year 2010. It is assumed for estimation purposes that the proportion of 6- to 15-year-old participants to participants 16 years old and older remained the same in 2010 and 2011. Based on this assumption, in addition to the 938 thousand resident anglers 16 years old or older in Wisconsin, there were 235 thousand resident anglers 6 to 15 years old. Also, there were 763 thousand Wisconsinites 16 years old and older and 123 thousand Wisconsinites 6 to 15 years old who hunted. Finally, there were 2.2 million Wisconsinites 16 years old and older and 403 thousand Wisconsinites 6 to 15 years old who wildlife watched. Information on 2010 data for 6- to 15-year-olds is provided in Appendix B.

Expenditures in Wisconsin

In 2011, state residents and nonresidents spent $5.5 billion on wildlife recreation in Wisconsin. Of that total, trip-related expenditures were $1.2 billion and equipment expenditures totaled $3.1 billion. The remaining $1.2 billion was spent on licenses, contributions, land ownership and leasing, and other items.

Participants in Wildlife-Related Recreation in Wisconsin: 2011

(U.S. residents 16 years old and older)

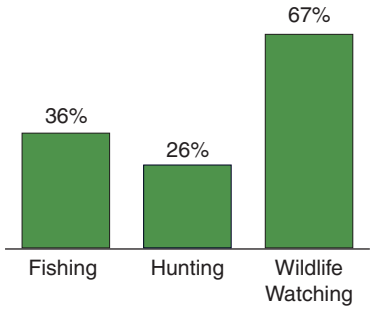
Total	**3.5 million**
Sportspersons	
Total	**1.6 million**
Anglers	1.2 million
Hunters	895 thousand
Wildlife Watchers	
Total	**2.4 million**
Away from home	499 thousand
Around the home	2.1 million

Note: Detail does not add to total because of multiple responses.

Source: Tables 1 and 24.

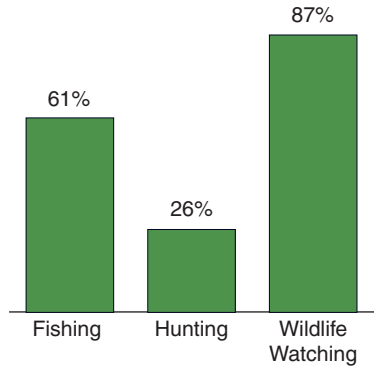
Percent of Total Participants by Activity

(Total: 3.5 million participants)



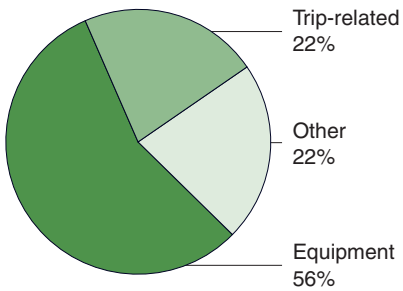
Percent of Total Residential Participants 6 to 15 Years Old by Activity: 2010

(Total: 483 thousand participants)



Wildlife-Related Recreation Expenditures in Wisconsin

(Total: $5.5 billion)



Sportspersons

In 2011, 1.6 million state resident and nonresident sportspersons 16 years old and older fished or hunted in Wisconsin. This group was comprised of 1.2 million anglers (80 percent of all sportspersons) and 895 thousand hunters (58 percent of all sportspersons). Among the 1.6 million sportspersons who fished or hunted in the state, 659 thousand (42 percent) fished but did not hunt in Wisconsin. Another 307 thousand (20 percent) hunted but did not fish there. The remaining 588 thousand (38 percent) fished and hunted in Wisconsin in 2011.

Sportspersons' Participation in Wisconsin

(State residents and nonresidents 16 years old and older)

Sportspersons (fished or hunted)	**1.6 million**
Anglers	**1.2 million**
Fished only	659 thousand
Fished and hunted	588 thousand
Hunters	**895 thousand**
Hunted only	307 thousand
Hunted and fished	588 thousand

Note: Detail does not add to total because of multiple responses.

Source: Table 1.

Anglers

Participants and Days of Fishing

In 2011, 1.2 million state residents and nonresidents 16 years old and older fished in Wisconsin. Of this total, 910 thousand anglers (73 percent) were state residents and 337 thousand anglers (27 percent) were nonresidents. Anglers fished a total of 21.3 million days in Wisconsin—an average of 17 days per angler. State residents fished 14.6 million days—68 percent of all fishing days in Wisconsin. Nonresidents fished 6.7 million days in Wisconsin—32 percent of all fishing days in the state.

A large majority of Wisconsin residents who fished anywhere in the United States did so in their resident state. There were 938 thousand Wisconsin residents 16 years old and older who fished in the United States in 2011 for a total of 15.3 million days. An estimated 97 percent of all Wisconsin residents who fished did so in their home state. Of all fishing days by Wisconsin residents, 95 percent or 14.6 million were in their home state. For further details about fishing in Wisconsin, see Table 3.

Anglers in Wisconsin

(State residents and nonresidents 16 years old and older)

Anglers	**1.2 million**
Residents	910 thousand
Nonresidents	337 thousand
Days of fishing	**21.3 million**
Residents	14.6 million
Nonresidents	6.7 million

Source: Table 3.

In State/Out of State

(State residents 16 years old and older)

Wisconsin anglers	**938 thousand**
In Wisconsin	910 thousand
In other states	159 thousand
Days of fishing	**15.3 million**
In Wisconsin	14.6 million
In other states	744 thousand

Note: Detail does not add to total because of multiple responses.

Source: Table 3.

Fishing Expenditures in Wisconsin

All fishing-related expenditures in Wisconsin totaled $1.4 billion in 2011. Trip-related expenditures, including food and lodging, transportation, and other expenses totaled $607 million—43 percent of all fishing expenditures. Expenditures for food and lodging were $232 million and transportation expenditures were $221 million. Other trip expenses, such as equipment rental, bait, and cooking fuel, totaled $154 million. Each angler spent an average of $487 on trip-related costs during 2011.

Anglers spent $480 million on equipment in Wisconsin in 2011, 34 percent of all fishing expenditures. Fishing equipment (rods, reels, lines, etc.) spending totaled $94 million—20 percent of the equipment total. Auxiliary equipment expenditures (tents, special fishing clothing, etc.) and special equipment expenditures (boats, vans, etc.) amounted to $386 million—80 percent of the equipment total. Expenditures classified as special and auxiliary equipment are on items that were purchased for fishing but could be used in activities other than fishing.

The purchase of other items, such as magazines, membership dues, licenses, permits, stamps, and land leasing and ownership, amounted to $331 million—23 percent of all fishing expenditures. For more details about fishing expenditures in Wisconsin, see Tables 19 and 21 through 23.

Fishing Expenditures in Wisconsin

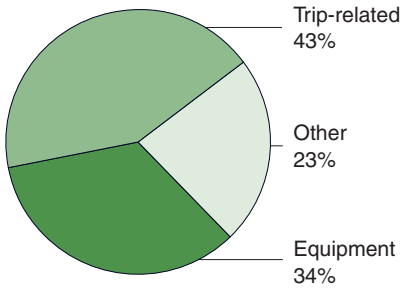
(State residents and nonresidents 16 years old and older)

Total	**$1.4 billion**
Trip-related	$607 million
Equipment	$480 million
Fishing	$94 million
Auxiliary and special	$386 million
Other	$331 million

Source: Table 19.

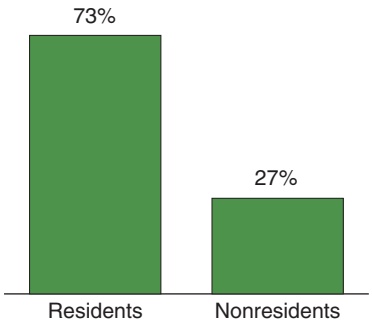
Fishing Expenditures in Wisconsin

(Total: $1.4 billion)

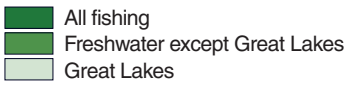


Percent of Anglers by Residence

(Total: 1.2 million participants)

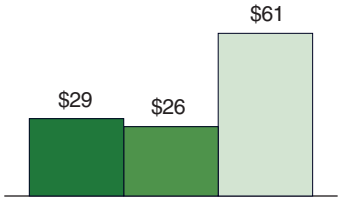


Comparative Fishing Expenditures by Type of Fishing



Trip expenditures per angler:

Trip expenditures per day:



Hunters

Participants and Days of Hunting

In 2011, there were 895 thousand residents and nonresidents 16 years old and older who hunted in Wisconsin. Resident hunters numbered 763 thousand, accounting for 85 percent of the hunters in Wisconsin. There were 131 thousand nonresidents who hunted in Wisconsin—15 percent of the State's hunters. Residents and nonresidents hunted 12.2 million days in 2011, an average of 14 days per hunter. Residents hunted 10.1 million days in Wisconsin or 83 percent of all hunting days, while nonresidents spent 2.1 million days in Wisconsin or 17 percent of all hunting days.

There were 763 thousand Wisconsin residents 16 years old and older who hunted in the United States in 2011 for a total of 10.2 million days. An estimated 100 percent of all Wisconsin residents who hunted did so in their home state. Of all hunting days by Wisconsin residents, 99 percent or 10.1 million were spent pursuing game in their home state. For further information on hunting activities by Wisconsin residents, see Table 3.

Hunters in Wisconsin

(State residents and nonresidents 16 years old and older)

Hunters	**895 thousand**
Residents	763 thousand
Nonresidents	131 thousand
Days of hunting	**12.2 million**
Residents	10.1 million
Nonresidents	2.1 million

Source: Table 3.

In State/Out of State

(State residents 16 years old and older)

Wisconsin hunters	**763 thousand**
In Wisconsin	763 thousand
In other states	...
Days of hunting	**10.2 million**
In Wisconsin	10.1 million
In other states	...

… Sample size too small (less than 10) to report data reliably.

Source: Table 3.

Hunting Expenditures in Wisconsin

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 percent of total expenditures. Expenditures for food and lodging were $161 million and transportation expenditures were $156 million. Other trip expenses, such as equipment rental, totaled $41 million for the year. The average trip-related expenditure per hunter was $400.

Hunters spent $1.5 billion on equipment—58 percent of all hunting expenditures. Hunting equipment (guns, ammunition, etc.) totaled $137 million and made up 9 percent of all equipment costs. Hunters spent $1.3 billion on auxiliary equipment (tents, special hunting clothes, etc.) and special equipment (boats, vans, etc.), accounting for 91 percent of total equipment expenditures for hunting. Expenditures classified as special and auxiliary equipment are on items that were purchased for hunting but could be used in activities other than hunting.

The purchase of other items, such as magazines, membership dues, licenses, permits, and land leasing, and ownership, cost hunters $722 million—28 percent of all hunting expenditures. For more details on hunting expenditures in Wisconsin, see Tables 20 through 23.

Hunting Expenditures in Wisconsin

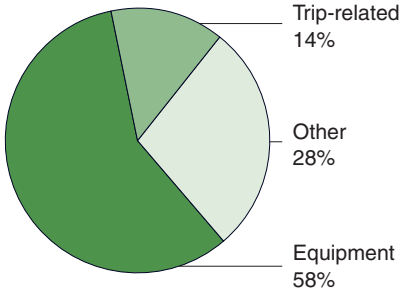
(State residents and nonresidents 16 years old and older)

Total	**$2.5 billion**
Trip-related	$358 million
Equipment	$1.5 billion
Hunting	$137 million
Auxiliary and special	$1.3 billion
Other	$722 million

Source: Table 20.

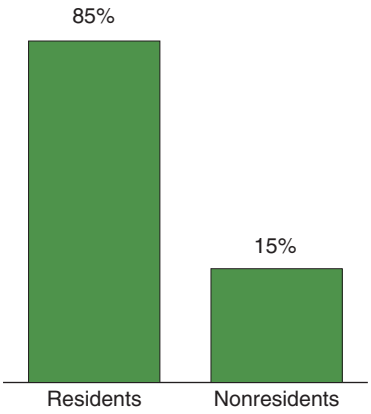
Hunting Expenditures in Wisconsin

(Total: $2.5 billion)

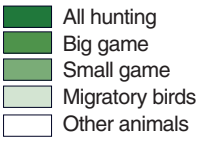


Percent of Hunters by Residence

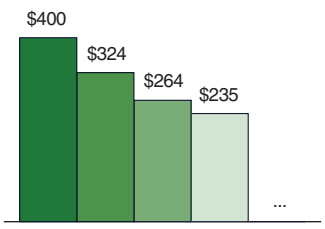
(Total: 895 thousand participants)



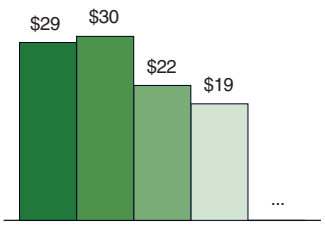
Comparative Hunting Expenditures by Type of Hunting



Trip expenditures per hunter:



Trip expenditures per day:



... Sample size too small (less than 10) to report data reliably.

Wildlife Watchers

Participants and Days of Activity

In 2011, 2.4 million U.S. residents 16 years old and older fed, observed, or photographed wildlife in Wisconsin. Most of them, 88 percent (2.1 million), enjoyed their activities close to home and are called "around-the-home" participants. Those persons who enjoyed wildlife at least one mile from home are called "away-from-home" participants. People participating in away-from-home activities in Wisconsin in 2011 numbered 499 thousand—21 percent of all wildlife watchers in Wisconsin. Of the 499 thousand, 282 thousand were state residents and 217 thousand were nonresidents.

Wildlife-Watching Participants in Wisconsin

(State residents and nonresidents 16 years old and older)

Total	**2.4 million**
Around the home	2.1 million
Away from home	499 thousand

Note: Detail does not add to total because of multiple responses.

Source: Table 24.

Away-From-Home Wildlife-Watching Participation in Wisconsin

(State residents and nonresidents 16 years old and older)

Participants, total	**499 thousand**
Observe wildlife	490 thousand
Photograph wildlife	328 thousand
Feed wildlife	105 thousand
Days, total	**6.1 million**
Observe wildlife	5.6 million
Photograph wildlife	863 thousand
Feed wildlife	510 thousand

Note: Detail does not add to total because of multiple responses.

Source: Table 25.

Around-The-Home Wildlife-Watching Participation in Wisconsin

(State residents 16 years old and older)

Total	**2.1 million**
Feed wildlife	1.7 million
Observe wildlife	1.5 million
Photograph wildlife	835 thousand
Maintain natural areas	304 thousand
Maintain plantings	300 thousand
Visit parks and natural areas	226 thousand

Note: Detail does not add to total because of multiple responses.

Source: Table 27.

Wisconsinites 16 years old and older who enjoyed away-from-home wildlife watching within their state totaled 282 thousand. Of this group, 277 thousand participants observed wildlife and 192 thousand photographed wildlife. Since some individuals engaged in more than one of the away-from-home activities during the year, the sum of wildlife observers, feeders, and photographers exceeds the total number away-from-home participants.

Wisconsinites spent 5.0 million days engaged in away-from-home wildlife-watching activities in their state. They spent 4.8 million days observing and 484 thousand days photographing wildlife. For further details about away-from-home activities, see Table 25.

Wisconsin residents also took an active interest in wildlife around their homes. In 2011, 2.1 million state residents enjoyed observing, feeding, and photographing wildlife within one mile of their homes. Among this around-the-home group, 1.7 million fed, 1.5 million observed, and 835 thousand photographed wildlife around their homes. Another 304 thousand participants maintained natural areas of one-quarter acre or more for wildlife; 300 thousand participants maintained plantings for the benefit of wildlife; and 226 thousand participants visited parks or natural areas within a mile of home because of the wildlife. Summing the number of participants in these six activities results in an estimate that exceeds the total number of around-the-home participants because many people participated in more than one type of around-the-home activity. In addition, 18 percent of Wisconsinite around-the-home wildlife watchers also enjoyed wildlife away from home. For further details about Wisconsin residents participating in around-the-home wildlife-watching activities, see Table 27.

Wild Bird Observers

Bird watching attracted many wildlife enthusiasts in Wisconsin. In 2011, 1.7 million people observed birds around the home and on trips in the state. A majority, 84 percent (1.4 million), observed wild birds around the home while 26 percent (435 thousand) took trips away from home to watch birds.

Wild Bird Observers in Wisconsin

(State residents and nonresidents 16 years old and older)

Participants, total	**1.7 million**
Around the home	1.4 million
Away from home	435 thousand
Days, total	**160.1 million**
Around the home	155.9 million
Away from home	4.2 million

Note: Detail does not add to total because of multiple responses.

Source: Table 29.

Wildlife-Watching Expenditures in Wisconsin

Wildlife watchers spent $1.5 billion on wildlife-watching activities in Wisconsin in 2011. Trip-related expenditures, including food and lodging ($144 million), transportation ($82 million), and other trip expenses ($8 million), such as equipment rental, amounted to $235 million. This summation comprised 16 percent of all wildlife-watching expenditures by participants. The average of the trip-related expenditures for away-from-home participants was $471 per person in 2011.

Wildlife-watching participants spent nearly $1.1 billion on equipment—73 percent of all their expenditures. Specifically, wildlife-watching equipment (binoculars, special clothing, etc.) expenditures totaled $419 million, 39 percent of the equipment total. Auxiliary equipment expenditures (tents, backpacking equipment, etc.) and special equipment expenditures (campers, trucks, etc.) amounted to $661 million—61 percent of all equipment costs. Expenditures classified as special and auxiliary equipment are on items that were purchased for wildlife-watching recreation but could be used in activities other than wildlife watching.

Other items purchased by wildlife-watching participants, such as magazines, membership dues and contributions, land leasing and ownership, and plantings, totaled $173 million—12 percent of all wildlife-watching expenditures. For more details about wildlife-watching expenditures in Wisconsin, see Table 31.

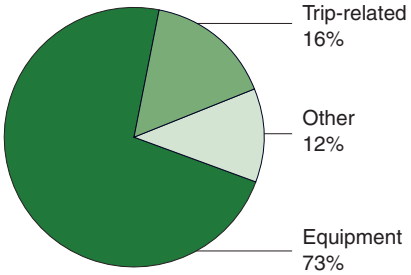
Wildlife-Watching Expenditures in Wisconsin

(State residents and nonresidents 16 years old and older)

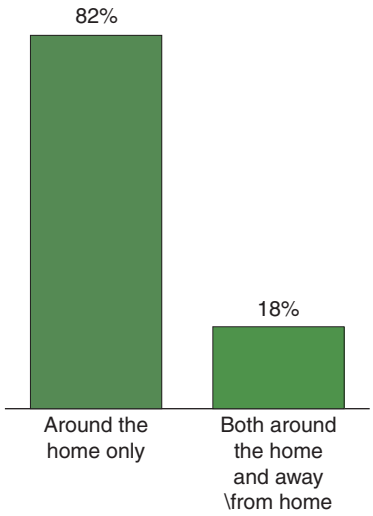
Total	**$1.5 billion**
Trip-related	$235 million
Equipment	$1.1 billion
Wildlife watching	$419 million
Auxiliary and special	$661 million
Other	$173 million

Source: Table 31.

Wildlife-Watching Expenditures in Wisconsin
(Total: $1.5 billion)



Away-From-Home Activity by Around-The-Home Participants
(Total: 2.1 million participants)



2001–2011 Comparison

Comparing the estimates from the 2001, 2006, and 2011 Surveys gives a perspective on the state of wildlife-related recreation in the early twenty-first century in Wisconsin. Only the most general recreation comparisons are presented here.

The best way to compare estimates from surveys is not to compare the estimates themselves but to compare the confidence intervals around the estimates. A 90-percent confidence interval around the estimate gives the range of estimates that 90 percent of all possible representative samples would supply. If the 90-percent confidence intervals of the two surveys' estimates overlap, it is not possible to say the two estimates are statistically different.

The state resident estimates cover the participation and expenditure activity of Wisconsin residents anywhere in the United States. The in-state estimates cover the participation, day, and expenditure activity if U.S. residents in Wisconsin.

The expenditure estimates were made comparable by adjusting the estimates for inflation—all estimates are in 2011 dollars.

Wisconsin 2001 and 2011 Comparison

(Numbers in thousands. Expenditures in 2011 dollars)

	2001	2011	Percent change
Fishing			
Anglers in state	1,412	1,247	[NS]–12
Days in state	22,042	21,284	[NS]–3
In-state expenditures by U.S. anglers	$1,276,664	$1,418,591	[NS]11
State resident anglers	981	938	[NS]–4
Total expenditures by state residents	$1,072,669	$1,091,412	[NS]2
Hunting			
Hunters in state	660	895	36
Days in state	9,653	12,177	[NS]26
In-state expenditures by U.S. hunters	$1,017,367	$2,544,591	150
State resident hunters	591	763	29
Total expenditures by state residents	$805,783	$2,262,062	181
Away-From-Home Wildlife Watching			
Participants in state	1,000	499	–50
Days in state	16,499	6,080	–63
State resident participants	769	453	–41
Around-The-Home Wildlife Watching			
Total participants	2,076	2,076	0
Observers	1,521	1,477	[NS]–3
Feeders	1,822	1,673	[NS]–8
Wildlife-Watching Expenditures			
In-state expenditures by U.S. wildlife watchers	$1,665,919	$1,488,857	[NS]–11
Total expenditures by state residents	$1,545,844	$1,491,409	[NS]–4

[NS] Not different from zero at the 10 percent level of significance

Wisconsin 2006 and 2011 Comparison

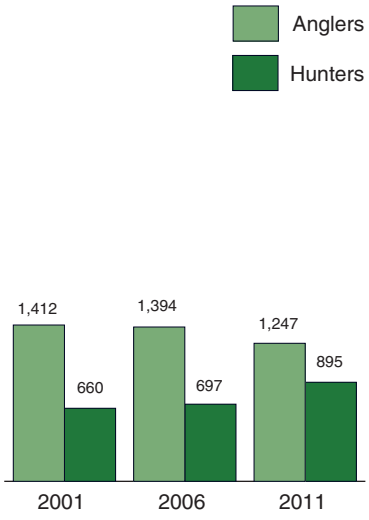
(Numbers in thousands. Expenditures in 2011 dollars)

	2006	2011	Percent change
Fishing			
Anglers in state	1,394	1,247	[NS]–11
Days in state	20,823	21,284	[NS]2
In-state expenditures by U.S. anglers	$1,837,710	$1,418,591	[NS]–23
State resident anglers	1,025	938	[NS]–8
Total expenditures by state residents	$1,331,547	$1,091,412	[NS]–18
Hunting			
Hunters in state	697	895	[NS]28
Days in state	10,059	12,177	[NS]21
In-state expenditures by U.S. hunters	$1,464,032	$2,544,591	74
State resident hunters	652	763	[NS]17
Total expenditures by state residents	$1,483,036	$2,262,062	[NS]52
Away-From-Home Wildlife Watching			
Participants in state	685	499	[NS]–27
Days in state	5,547	6,080	[NS]10
State resident participants	424	453	[NS]7
Around-The-Home Wildlife Watching			
Total participants	1,703	2,076	22
Observers	1,059	1,477	39
Feeders	1,534	1,673	[NS]9
Wildlife-Watching Expenditures			
In-state expenditures by U.S. wildlife watchers	$830,901	$1,488,857	79
Total expenditures by state residents	$718,858	$1,491,409	[NS]107

[NS] Not different from zero at the 10 percent level of significance

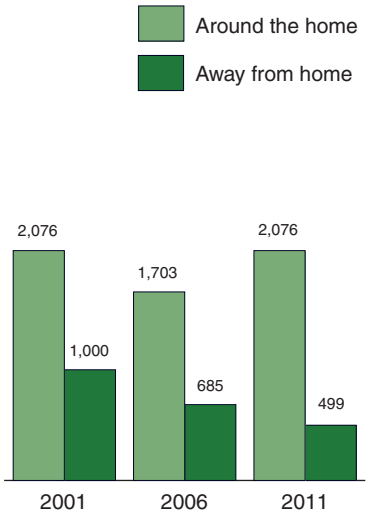
Number of People Who Hunted and Fished in Wisconsin: 2001–2011

(In thousands)



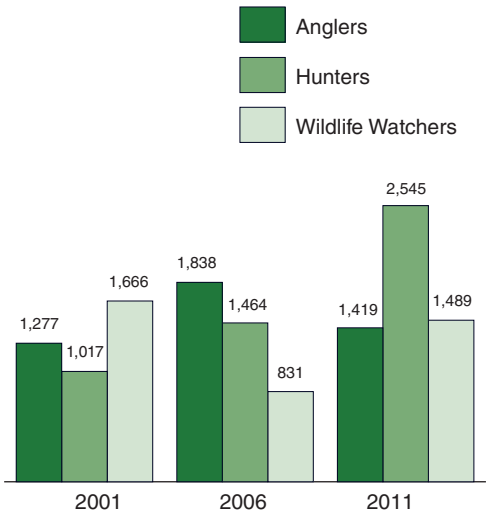
Number of People Who Wildlife Watched in Wisconsin: 2001–2011

(In thousands)



Total Expenditures by Participants in Wisconsin

(In millions of 2011 dollars)



Tables

Guide to Statistical Tables

Purpose and Coverage of Tables

The statistical tables of this report were designed to meet a wide range of needs for those interested in wildlife-related recreation. Special terms used in these tables are defined in Appendix A.

The tables are based on responses to the 2011 Survey, which was designed to collect data about participation in wildlife-related recreation. To have taken part in the Survey, a respondent must have been a U.S. resident (a resident of one of the 50 states or the District of Columbia). No one residing outside the United States (including U.S. citizens) was eligible for interviewing. Therefore, reported state and national totals do not include participation by those who were not U.S. residents or who were U.S. citizens residing outside the United States.

Comparability With Previous Surveys

The numbers reported can be compared with those in the 1991, 1996, 2001, and 2006 Survey Reports. The methodology used in 2011 was similar to that used in those Surveys. These results should not be directly compared to results from Surveys earlier than 1991 since there were major changes in methodology. These changes were made to improve accuracy in the information provided.

Coverage of an Individual Table

Since the Survey covers many activities in various places by participants of different ages, all table titles, headnotes, stubs, and footnotes are designed to identify and articulate each item being reported in the table. For example, the title of Table 2 shows that data about anglers and hunters, their days of participation, and their number of trips are reported by type of activity. By contrast, the title of Table 7 indicates that it contains data on freshwater anglers and the days they fished for different species.

Percentages Reported in the Tables

Percentages are reported in the tables for the convenience of the user. When exclusive groups are being reported, the base of a percentage is apparent from its context because the percents add to 100 percent (plus or minus a rounding error). For example, Table 2 reports the number of trips taken by big game hunters, those taken by small game hunters, those taken by migratory bird hunters, and those taken by hunters pursuing other animals. These comprise 100 percent because they are exclusive categories.

Percents should not add to 100 when nonexclusive groups are being reported. Using Table 2 as an example again, note that adding the percentages associated with the total number of big game hunters, total small game hunters, total migratory bird hunters, and total hunters of other animals will not yield total hunters because respondents could hunt for more than one type of game.

When the base of the percentage is not apparent in context, it is identified in a footnote. For example, Table 15 reports two percentages with different bases: one base being the number of total participants at the head of the column and the other base being the total population who are described by the row category. Footnotes are used to clarify the bases of the reported percentages.

Footnotes to the Tables

Footnotes are used to clarify the information or items that are being reported in a table. Symbols in the body of a table indicate important footnotes. The following symbols are used in the tables to refer to the same footnote each time they appear:

* Estimate based on a sample size of 10–29.

... Sample size too small to report data reliably.

Z Less than 0.5 percent.

X Not applicable.

NA Not available.

Estimates based upon fewer than ten responses are regarded as being based on a sample size that is too small for reliable reporting. An estimate based upon at least 10 but fewer than 30 responses is treated as an estimate based on a small sample size. Other footnotes appear, as necessary, to qualify or clarify the estimates reported in the tables. In addition, these two important footnotes appear frequently:

- Detail does not add to total because of multiple responses.
- Detail does not add to total because of multiple responses and nonresponse.

"Multiple responses" is a term used to reflect the fact that individuals or their characteristics fall into more than one category. Using Table 5 as an example, those who fished in saltwater and freshwater appear in both of these totals. Yet each angler is represented only once in the "Total, all fishing" row. Similarly, in Table 12, those who hunt for big game and small game are counted only once as a hunter in the "Total, all hunting" row. Therefore, totals will be smaller than the sum of subcategories when multiple responses exist.

"Nonresponse" exists because the Survey questions were answered voluntarily, and some respondents did not or could not answer all the questions.

Table 1. Fishing and Hunting in Wisconsin by Resident and Nonresident Sportspersons: 2011

(Population 16 years old and older. Numbers in thousands)

Sportspersons	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent of sportspersons	Number	Percent of resident sportspersons	Number	Percent of nonresident sportspersons
Total sportspersons (fished or hunted)	**1,554**	**100**	**1,185**	**100**	**368**	**100**
Total anglers	**1,247**	**80**	**910**	**77**	**337**	**91**
Fished only	659	42	422	36	237	64
Fished and hunted	588	38	488	41	...	...
Total hunters	**895**	**58**	**763**	**64**	***131**	***36**
Hunted only	*307	*20	*275	*23	...	...
Hunted and fished	588	38	488	41	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses.

Table 2. Anglers and Hunters, Days of Participation, and Trips in Wisconsin by Type of Fishing and Hunting: 2011

(Population 16 years old and older. Numbers in thousands)

Type of fishing and hunting	Participants		Days of participation		Trips	
	Number	Percent	Number	Percent	Number	Percent
FISHING						
Total, all fishing	**1,247**	**100**	**21,284**	**100**	**14,771**	**100**
Total, all freshwater	1,147	92	21,197	100	14,771	100
Freshwater, except Great Lakes	1,107	89	19,950	94	13,891	94
Great Lakes	*178	*14	*1,246	*6	*879	*6
Saltwater	(X)	(X)	(X)	(X)	(X)	(X)
HUNTING						
Total, all hunting	**895**	**100**	**12,177**	**100**	**8,365**	**100**
Big game	785	88	8,575	70	4,806	57
Small game	*219	*24	*2,640	*22	*2,037	*24
Migratory birds	*105	*12	*1,276	*10	*955	*11
Other animals	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably. (X) Not applicable.

Note: Detail does not add to total because of multiple responses.

Table 3. Anglers and Hunters, Trips, and Days of Participation: 2011

(Population 16 years old and older. Numbers in thousands)

Anglers and hunters, trips and days of participation	Activity in Wisconsin						Activity by Wisconsin residents in United States					
	Total, state residents and nonresidents		State residents		Nonresidents		Total, in state of residence and in other states		In state of residence		In other states	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
FISHING												
Total anglers	1,247	100	910	73	337	27	938	100	910	97	*159	*17
Total trips	14,771	100	10,331	70	4,440	30	10,735	100	10,331	96	*405	*4
Total days of fishing	21,284	100	14,576	68	6,708	32	15,320	100	14,576	95	*744	*5
Average days of fishing	17	(X)	16	(X)	20	(X)	16	(X)	16	(X)	*5	(X)
HUNTING												
Total hunters	895	100	763	85	*131	*15	763	100	763	100	...	...
Total trips	8,365	100	6,524	78	*1,841	*22	6,564	100	6,524	99	...	...
Total days of hunting	12,177	100	10,085	83	*2,092	*17	10,219	100	10,085	99	...	...
Average days of hunting	14	(X)	13	(X)	*16	(X)	13	(X)	13	(X)	...	(X)

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably. (X) Not applicable.

Note: Detail does not add to total because of multiple responses.

Table 4. Wisconsin Resident Anglers and Hunters by Place Fished or Hunted: 2011

(Population 16 years old and older. Numbers in thousands)

Place fished or hunted	Anglers		Hunters	
	Number	Percent	Number	Percent
Total, all places	**938**	**100**	**763**	**100**
In-state only	779	83	741	97
In-state and other states	*131	*14	...	...
In other states only	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 5. Wisconsin Resident Anglers and Hunters, Days of Participation, and Trips in the United States by Type of Fishing and Hunting: 2011

(Population 16 years old and older. Numbers in thousands)

Type of fishing and hunting	Participants		Days of participation		Trips	
	Number	Percent	Number	Percent	Number	Percent
FISHING						
Total, all fishing	**938**	**100**	**15,320**	**100**	**10,735**	**100**
Total, all freshwater	850	91	14,988	98	10,678	99
Freshwater, except Great Lakes	836	89	14,158	92	9,844	92
Great Lakes	*138	*15	*977	*6	*835	*8
Saltwater	...	...	...	...	...	...
HUNTING						
Total, all hunting	**763**	**100**	**10,219**	**100**	**6,564**	**100**
Big game	725	95	8,239	81	4,614	70
Small game	*132	*17	*938	*9	*430	*7
Migratory birds	*104	*14	*1,274	*12	*954	*15
Other animals	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses.

Table 6. Freshwater Anglers, Trips, Days of Fishing, and Type of Water Fished: 2011

(Population 16 years old and older. Numbers in thousands)

Anglers, trips, and days of fishing	Activity in Wisconsin					
	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
Total anglers	**1,107**	**100**	**808**	**73**	**299**	**27**
Total trips	**13,891**	**100**	**9,496**	**68**	**4,395**	**32**
Total days of fishing	**19,950**	**100**	**13,514**	**68**	**6,436**	**32**
Average days of fishing	18	(X)	17	(X)	22	(X)
ANGLERS						
Total, all types of water	**1,107**	**100**	**808**	**73**	**299**	**27**
Ponds, lakes, or reservoirs	1,047	100	757	72	289	28
Rivers or streams	383	100	354	92	...	...
DAYS						
Total, all types of water	**19,950**	**100**	**13,514**	**68**	**6,436**	**32**
Ponds, lakes, or reservoirs	16,552	100	10,865	66	5,686	34
Rivers or streams	3,873	100	3,569	92	...	...

… Sample size too small (less than 10) to report data reliably. (X) Not applicable.

Note: Detail does not add to total because of multiple responses.

Table 7. Freshwater Anglers and Days of Fishing in Wisconsin by Type of Fish: 2011

(Population 16 years old and older. Numbers in thousands)

Anglers and days of fishing	Activity in Wisconsin						
	Total, state residents and nonresidents			State residents		Nonresidents	
	Number	Percent of total types	Percent of anglers/days	Number	Percent of anglers/days	Number	Percent of anglers/days
ANGLERS							
Total, all types of fish	**1,107**	**100**	**100**	**808**	**73**	**299**	**27**
Crappie	333	30	100	218	65	...	...
Panfish	825	75	100	656	80	*169	*20
White bass, striped bass, striped bass hybrids	*93	*8	*100	...	...	...	...
Black bass	355	32	100	*275	*77	*80	*23
Catfish, bullheads	*133	*12	*100	...	...	...	...
Walleye, sauger	493	45	100	339	69	*155	*31
Northern pike, pickerel, muskie, muskie hybrids	282	25	100	*179	*64	*102	*36
Steelhead	...	...	...	...	...	...	...
Trout	*87	*8	*100	...	...	...	...
Salmon	...	...	...	...	...	...	...
Anything[1]	...	...	...	...	...	...	...
Other freshwater fish	...	...	...	...	...	...	...
DAYS							
Total, all types of fish	**19,950**	**100**	**100**	**13,514**	**68**	**6,436**	**32**
Crappie	9,592	48	100	5,218	54	...	...
Panfish	14,168	71	100	9,044	64	*5,124	*36
White bass, striped bass, striped bass hybrids	*761	*4	*100	...	...	...	...
Black bass	5,675	28	100	*4,820	*85	*856	*15
Catfish, bullheads	*2,788	*14	*100	...	...	...	...
Walleye, sauger	4,756	24	100	3,397	71	*1,359	*29
Northern pike, pickerel, muskie, muskie hybrids	5,491	28	100	*4,397	*80	*1,094	*20
Steelhead	...	...	...	...	...	...	...
Trout	*625	*3	*100	...	...	...	...
Salmon	...	...	...	...	...	...	...
Anything[1]	...	...	...	...	...	...	...
Other freshwater fish	...	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Respondent fished for no specific species and identified "Anything" from a list of categories of fish.

Note: Detail does not add to total because of multiple responses.

Table 8. Great Lakes Anglers, Trips, and Days of Fishing in Wisconsin: 2011

(Population 16 years old and older. Numbers in thousands)

Anglers, trips, and days of fishing	Activity in Wisconsin					
	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
Total anglers	***178**	***100**	***138**	***77**	***40**	***23**
Total trips	***879**	***100**	***835**	***95**	***45**	***5**
Total days	***1,246**	***100**	***977**	***78**	***269**	***22**
Average days of fishing	*7	(X)	*7	(X)	*7	(X)

* Estimate based on a sample size of 10–29. (X) Not applicable.

Table 9. Great Lakes Anglers and Days of Fishing in Wisconsin by Type of Fish: 2011

(Population 16 years old and older. Numbers in thousands)

Anglers and days of fishing	Activity in Wisconsin						
	Total, state residents and nonresidents			State residents		Nonresidents	
	Number	Percent of total types	Percent of anglers/days	Number	Percent of anglers/days	Number	Percent of anglers/days
ANGLERS							
Total, all types of fish	***178**	***100**	***100**	***138**	***77**	***40**	***23**
Perch	...	...	...	...	...	...	...
Black bass	...	...	...	...	...	...	...
Walleye, sauger	...	...	...	...	...	...	...
Northern pike, pickerel, muskie, muskie hybrids	*76	*43	*100	...	...	...	...
Salmon	...	...	...	...	...	...	...
Steelhead	...	...	...	...	...	...	...
Lake trout	...	...	...	...	...	...	...
Other trout	...	...	...	...	...	...	...
Anything[1]	...	...	...	...	...	...	...
Other Great Lakes fish	...	...	...	...	...	...	...
DAYS							
Total, all types of fish	***1,246**	***100**	***100**	***977**	***78**	***269**	***22**
Perch	...	...	...	...	...	...	...
Black bass	...	...	...	...	...	...	...
Walleye, sauger	...	...	...	...	...	...	...
Northern pike, pickerel, muskie, muskie hybrids	*733	*59	*100	...	...	...	...
Salmon	...	...	...	...	...	...	...
Steelhead	...	...	...	...	...	...	...
Lake trout	...	...	...	...	...	...	...
Other trout	...	...	...	...	...	...	...
Anything[1]	...	...	...	...	...	...	...
Other Great Lakes fish	...	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Respondent fished for no specific species and identified "Anything" from a list of categories of fish.

Table 10. Saltwater Anglers, Trips, and Days of Fishing in Wisconsin: 2011

This table does not apply to this state.

Table 11. Saltwater Anglers and Days of Fishing in Wisconsin by Type of Fish: 2011

This table does not apply to this state.

Table 12. Hunters, Trips, and Days of Hunting in Wisconsin by Type of Hunting: 2011

(Population 16 years old and older. Numbers in thousands)

Hunters, trips, and days of hunting	Activity in Wisconsin					
	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
HUNTERS						
Total, all hunting	**895**	**100**	**763**	**85**	***131**	***15**
Big game	785	100	725	92	*60	*8
Small game	*219	*100	*132	*60	...	...
Migratory birds	*105	*100	*104	*99	...	...
Other animals	...	...	...	...	...	...
TRIPS						
Total, all hunting	**8,365**	**100**	**6,524**	**78**	***1,841**	***22**
Big game	4,806	100	4,573	95	*233	*5
Small game	*2,037	*100	*430	*21	...	...
Migratory birds	*955	*100	*954	*100	...	...
Other animals	...	...	...	...	...	...
DAYS						
Total, all hunting	**12,177**	**100**	**10,085**	**83**	***2,092**	***17**
Big game	8,575	100	8,106	95	*469	*5
Small game	*2,640	*100	*938	*36	...	...
Migratory birds	*1,276	*100	*1,274	*100	...	...
Other animals	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses.

Table 13. Hunters and Days of Hunting in Wisconsin by Type of Game: 2011

(Population 16 years old and older. Numbers in thousands)

Type of game	Hunters, state residents and nonresidents		Days of hunting	
	Number	Percent	Number	Percent
Total, all types of game	**895**	**100**	**12,177**	**100**
Big game, total	**785**	**88**	**8,575**	**70**
Deer	785	88	8,086	66
Elk	...	...	...	...
Bear	...	...	...	...
Wild turkey	*230	*26	*596	*5
Other big game	...	...	...	...
Small game, total	***219**	***24**	***2,640**	***22**
Rabbit, hare	...	...	...	...
Quail	...	...	...	...
Grouse/prairie chicken	*111	*12	*875	*7
Squirrel	...	...	...	...
Pheasant	...	...	...	...
Other small game	...	...	...	...
Migratory birds, total	***105**	***12**	***1,276**	***10**
Waterfowl	...	...	...	...
Geese	...	...	...	...
Ducks	...	...	...	...
Doves	...	...	...	...
Other migratory birds	...	...	...	...
Other animals, total[1]	**...**	**...**	**...**	**...**

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Includes groundhog, raccoon, fox, coyote, crow, prairie dog, etc.

Note: Detail does not add to total because of multiple responses.

Table 14. Hunters and Days of Hunting in Wisconsin by Type of Land: 2011

(Population 16 years old and older. Numbers in thousands)

Hunters and days of hunting	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
HUNTERS						
Total, all types of land	**895**	**100**	**763**	**100**	***131**	***100**
Public land, total	***273**	***31**	***260**	***34**	**...**	**...**
Public land only	...	...	...	...	...	...
Public and private land	*209	*23	*205	*27	...	...
Private land, total	**812**	**91**	**698**	**91**	***114**	***87**
Private land only	603	67	493	65	...	...
Private and public land	*209	*23	*205	*27	...	...
DAYS						
Total, all types of land	**12,177**	**100**	**10,085**	**100**	***2,092**	***100**
Public land[1]	*2,754	*23	*2,626	*26	...	...
Private land[2]	9,858	81	7,852	78	*2,006	*96

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Days of hunting on public land includes both days spent solely on public land and those spent on public and private land.

[2] Days of hunting on private land includes both days spent solely on private land and those spent on private and public land.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 15. Selected Characteristics of Wisconsin Resident Anglers and Hunters: 2011

(Population 16 years old and older. Numbers in thousands)

Characteristic	Population		Sportspersons (fished or hunted)			Anglers			Hunters		
	Number	Percent	Number	Percent who participated	Percent of sportspersons	Number	Percent who participated	Percent of anglers	Number	Percent who participated	Percent of hunters
Total persons	**4,460**	**100**	**1,198**	**27**	**100**	**938**	**21**	**100**	**763**	**17**	**100**
Population Density of Residence											
Urban	2,972	67	595	20	50	445	15	47	*440	*15	*58
Rural	1,488	33	603	41	50	493	33	53	323	22	42
Population Size of Residence											
Metropolitan Statistical Area (MSA)	4,143	93	1,113	27	93	863	21	92	713	17	93
1,000,000 or more	1,120	25	...	...	...	...	...	...	...	...	...
250,000 to 999,999	962	22	*396	*41	*33	*368	*38	*39	*241	*25	*32
50,000 to 249,999	2,061	46	643	31	54	432	21	46	440	21	58
Outside MSA	316	7	*85	*27	*7	*75	*24	*8	*51	*16	*7
Sex											
Male	2,132	48	853	40	71	644	30	69	597	28	78
Female	2,328	52	*345	*15	*29	*294	*13	*31	...	...	...
Age											
16 to 17 years	*196	*4	...	...	...	...	...	...	...	...	...
18 to 24 years	436	10	...	...	...	...	...	...	...	...	...
25 to 34 years	420	9	...	...	...	...	...	...	...	...	...
35 to 44 years	566	13	*163	*29	*14	*112	*20	*12	*126	*22	*16
45 to 54 years	1,082	24	326	30	27	*232	*21	*25	*237	*22	*31
55 to 64 years	999	22	*214	*21	*18	*183	*18	*20	*137	*14	*18
65 years and older	761	17	*193	*25	*16	*179	*24	*19	...	...	...
65 to 74 years	465	10	*183	*39	*15	...	...	...	...	...	...
75 and older	296	7	...	...	...	...	...	...	...	...	...
Ethnicity											
Hispanic	...	...	...	...	...	...	...	...	...	...	...
Non-Hispanic	4,397	99	1,178	27	98	918	21	98	763	17	100
Race											
White	4,072	91	1,182	29	99	923	23	98	758	19	99
African American	*200	*4	...	...	...	...	...	...	...	...	...
All others	*188	*4	...	...	...	...	...	...	...	...	...
Annual Household Income											
Less than $20,000	315	7	...	...	...	...	...	...	...	...	...
$20,000 to $29,999	508	11	*280	*55	*23	...	...	...	...	...	...
$30,000 to $39,999	330	7	*83	*25	*7	*64	*19	*7	...	...	...
$40,000 to $49,999	214	5	*74	*35	*6	*74	*35	*8	...	...	...
$50,000 to $74,999	581	13	*212	*36	*18	*135	*23	*14	*161	*28	*21
$75,000 to $99,999	586	13	*197	*34	*16	*77	*13	*8	*169	*29	*22
$100,000 to $149,999	642	14	*167	*26	*14	*139	*22	*15	*113	*18	*15
$150,000 or more	*256	*6	...	...	...	...	...	...	...	...	...
Not reported	1,027	23	*101	*10	*8	*90	*9	*10	...	...	...
Education											
11 years or less	351	8	*132	*38	*11	...	...	...	...	...	...
12 years	1,659	37	427	26	36	*296	*18	*32	*234	*14	*31
1 to 3 years of college	875	20	*252	*29	*21	*188	*21	*20	*169	*19	*22
4 years or more of college	1,574	35	387	25	32	382	24	41	*276	*18	*36

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses. Percent who participated columns show the percent of each row's population who participated in the activity named by the column (the percent of those living in urban areas who fished, etc.). Remaining percent columns show the percent of each column's participants who are described by the row heading (the percent of anglers who lived in urban areas, etc.).

Table 16. Summary of Expenditures in Wisconsin by State Residents and Nonresidents Combined for Fishing and Hunting: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per sportsperson (dollars)[1]
FISHING AND HUNTING				
Total	**4,033,338**	**1,655**	**2,437**	**2,580**
Food and lodging	392,827	1,113	353	253
Transportation	376,927	1,261	299	243
Other trip costs[2]	195,793	1,035	189	126
Equipment (fishing, hunting)	232,200	939	247	148
Auxiliary equipment[3]	81,296	415	196	46
Special equipment[4]	*1,687,072	*203	*8,311	*1,079
Magazines, books, and DVDs	*5,727	*170	*34	*3
Membership dues and contributions	*30,322	*199	*152	*20
Other[5]	1,031,174	1,392	741	663
FISHING				
Total	**1,418,591**	**1,289**	**1,101**	**1,129**
Food and lodging	232,140	850	273	186
Transportation	220,905	913	242	177
Other trip costs[2]	154,422	936	165	124
Fishing equipment	93,996	653	144	75
Auxiliary equipment[3]	...	...	...	...
Special equipment[4]	*380,740	*69	*5,542	...
Magazines, books, and DVDs	...	...	...	...
Membership dues and contributions	...	...	...	...
Other[5]	326,637	991	330	261
HUNTING				
Total	**2,544,591**	**937**	**2,716**	**2,833**
Food and lodging	160,687	542	296	180
Transportation	156,022	696	224	174
Other trip costs[2]	*41,371	*283	*146	*46
Hunting equipment	137,004	596	230	150
Auxiliary equipment[3]	*64,793	*329	*197	*65
Special equipment[4]	...	...	...	...
Magazines, books, and DVDs	*3,253	*108	*30	*3
Membership dues and contributions	...	...	...	...
Other[5]	704,537	868	812	787
UNSPECIFIED[6]				
Total	***61,505**	***174**	***353**	***39**

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes boating costs, equipment rental, guide fees, access fees, heating and cooking fuel, and ice and bait (for fishing only).

[3] Includes sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special fishing and hunting clothing, foul weather gear, boots and waders, maintenance and repair of equipment, processing and taxidermy costs, and electronic equipment such as a GPS device.

[4] Includes big-ticket items bought primarily for hunting and fishing including boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[5] Includes land leasing and ownership, licenses, stamps, tags, permits, and plantings (for hunting only).

[6] Respondent could not specify whether expenditure was primarily for either fishing or hunting.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 17. Summary of Fishing Trip and Equipment Expenditures in Wisconsin by State Residents and Nonresidents Combined by Type of Fishing: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per angler (dollars)[1]
ALL FISHING				
Total	**1,087,739**	**1,142**	**952**	**864**
Food and lodging	232,140	850	273	186
Transportation	220,905	913	242	177
Other trip costs	154,422	936	165	124
Equipment	480,273	681	706	377
ALL FRESHWATER				
Total	**1,078,412**	**1,119**	**964**	**857**
Food and lodging	232,140	850	273	186
Transportation	214,142	913	235	172
Other trip costs	154,422	936	165	124
Equipment	477,708	628	761	375
FRESHWATER, EXCEPT GREAT LAKES				
Total	**992,015**	**1,079**	**919**	**787**
Food and lodging	208,288	781	267	167
Transportation	192,651	857	225	155
Other trip costs	123,887	885	140	99
Equipment	467,189	628	744	367
GREAT LAKES				
Total	***86,398**	***142**	***608**	***69**
Food and lodging	*23,852	*137	*175	*19
Transportation	*21,491	*117	*183	*17
Other trip costs	*30,536	*121	*253	*24
Equipment	...	...	...	...
SALTWATER				
Total	**...**	**...**	**...**	**...**
Food and lodging	...	...	...	...
Transportation	...	...	...	...
Other trip costs	...	...	...	...
Equipment	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

Note: Detail does not add to total because of multiple responses and nonresponse. See Table 19 for detailed listing of expenditure items.

Table 18. Summary of Hunting Trip and Equipment Expenditures in Wisconsin by State Residents and Nonresidents Combined by Type of Hunting: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per type of hunter (dollars)[1]
ALL HUNTING				
Total	**1,822,600**	**883**	**2,063**	**2,027**
Food and lodging	160,687	542	296	180
Transportation	156,022	696	224	174
Other trip costs	*41,371	*283	*146	*46
Equipment	1,464,520	627	2,335	1,627
BIG GAME				
Total	**1,657,728**	**760**	**2,182**	**1,846**
Food and lodging	127,165	451	282	142
Transportation	101,978	592	172	114
Other trip costs	*25,007	*222	*113	*28
Equipment	1,403,579	516	2,722	1,561
SMALL GAME				
Total	***88,109**	***181**	***486**	***295**
Food and lodging	*22,483	*138	*163	*75
Transportation	*34,762	*158	*220	*117
Other trip costs	...	...	...	...
Equipment	...	...	...	...
MIGRATORY BIRDS				
Total	***44,488**	***105**	***423**	***371**
Food and lodging	...	...	...	...
Transportation	...	...	...	...
Other trip costs	...	...	...	...
Equipment	...	...	...	...
OTHER ANIMALS				
Total	**...**	**...**	**...**	**...**
Food and lodging	...	...	...	...
Transportation	...	...	...	...
Other trip costs	...	...	...	...
Equipment	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

Note: Detail does not add to total because of multiple responses and nonresponse. See Table 20 for detailed listing of expenditure items.

Table 19. Expenditures in Wisconsin by State Residents and Nonresidents Combined for Fishing: 2011

(Population 16 years old and older)

Expenditure item	Expenditures		Spenders		
	Amount (thousands of dollars)	Average per angler (dollars)[1]	Number (thousands)	Percent of anglers	Average per spender (dollars)[1]
Total, all items	**1,418,591**	**1,129**	**1,289**	**103**	**1,101**
TRIP-RELATED EXPENDITURES					
Total trip-related	**607,467**	**487**	**1,050**	**84**	**579**
Food and lodging, total	**232,140**	**186**	**850**	**68**	**273**
Food	199,061	160	850	68	234
Lodging	*33,078	*27	*256	*20	*129
Transportation	220,905	177	913	73	242
Other trip costs, total	**154,422**	**124**	**936**	**75**	**165**
Privilege and other fees[2]	*20,332	*16	*266	*21	*76
Boating costs[3]	71,504	57	406	33	176
Bait	48,292	39	826	66	58
Ice	8,234	7	376	30	22
Heating and cooking fuel	*6,060	*5	*225	*18	*27
EQUIPMENT AND OTHER EXPENDITURES PRIMARILY FOR FISHING					
Fishing equipment, total	**93,996**	**75**	**653**	**52**	**144**
Reels, rods, and rod-making components	*28,546	*23	*274	*22	*104
Lines, hooks, sinkers, etc.	18,923	15	455	36	42
Artificial lures and flies	25,062	20	478	38	52
Creels, stringers, fish bags, landing nets, and gaff hooks	...	...	...	...	...
Minnow seines, traps, and bait containers	...	...	...	...	...
Other fishing equipment[4]	*17,144	*14	*217	*17	*79
Auxiliary equipment[5]	...	...	...	...	...
Special equipment[6]	*380,740	...	*69	*6	*5,542
Other fishing costs[7]	330,851	265	991	79	334

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes boat or equipment rental and fees for guides, pack trip (party and charter boats, etc.), public land use, and private land use.

[3] Includes boat launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.

[4] Includes electronic fishing devices (depth finders, fish finders, etc.), tackle boxes, ice fishing equipment, and other fishing equipment.

[5] Includes sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special fishing clothing, foul weather gear, boots and waders, maintenance and repair of equipment, processing and taxidermy costs, and electronic equipment such as a GPS device.

[6] Includes big-ticket items bought primarily for fishing including boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[7] Includes magazines, books, and DVDs, membership dues and contributions, land leasing and ownership, and licenses, stamps, tags, and permits.

Note: Detail does not add to total because of multiple responses and nonresponse. Percent of anglers may be greater than 100 because spenders who did not fish in this state are included.

Table 20. Expenditures in Wisconsin by State Residents and Nonresidents Combined for Hunting: 2011

(Population 16 years old and older)

Expenditure item	Expenditures		Spenders		
	Amount (thousands of dollars)	Average per hunter (dollars)[1]	Number (thousands)	Percent of hunters	Average per spender (dollars)[1]
Total, all items	**2,544,591**	**2,833**	**937**	**105**	**2,716**
TRIP-RELATED EXPENDITURES					
Total trip-related	**358,080**	**400**	**798**	**89**	**449**
Food and lodging, total	**160,687**	**180**	**542**	**61**	**296**
Food	137,019	153	542	61	253
Lodging	*23,668	*26	*126	*14	*188
Transportation	156,022	174	696	78	224
Other trip costs, total	***41,371**	***46**	***283**	***32**	***146**
Privilege and other fees[2]	*22,698	*25	*141	*16	*162
Boating costs[3]	...	...	...	...	...
Heating and cooking fuel	*16,175	*18	*143	*16	*113
EQUIPMENT AND OTHER EXPENDITURES PRIMARILY FOR HUNTING					
Hunting equipment, total	**137,004**	**150**	**596**	**67**	**230**
Firearms	...	...	...	...	...
Ammunition	43,587	49	539	60	81
Other hunting equipment[4]	*77,783	*87	*269	*30	*290
Auxiliary equipment[5]	*64,793	*65	*329	*37	*197
Special equipment[6]	...	...	...	...	...
Other hunting costs[7]	721,991	806	889	99	812

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes guide fees, pack trip and package fees, public and private land use access fees, and rental of equipment such as boats and hunting or camping equipment.

[3] Boating costs include launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.

[4] Includes telescopic sights, decoys and game calls, handloading equipment and components, hunting dogs and associated costs, hunting knives, bows, arrows, archery equipment, and other hunting equipment.

[5] Includes sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special hunting clothing, foul weather gear, boots and waders, maintenance and repair of equipment, processing and taxidermy costs, and electronic equipment such as a GPS device.

[6] Includes big-ticket items bought primarily for hunting including boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[7] Includes magazines, books, and DVDs, membership dues and contributions, land leasing and ownership, and licenses, stamps, tags, and permits.

Note: Detail does not add to total because of multiple responses and nonresponse. Percent of hunters may be greater than 100 because spenders who did not hunt in this state are included.

Table 21. Trip and Equipment Expenditures in Wisconsin for Fishing and Hunting by Wisconsin Residents and Nonresidents: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per sportsperson (dollars)[1]
STATE RESIDENTS AND NONRESIDENTS				
Trip and equipment expenditures for fishing and hunting, total	**2,966,115**	**1,546**	**1,918**	**3,316**
Trip and equipment expenditures for fishing, total	**1,092,848**	**1,169**	**935**	**864**
Food and lodging	232,140	850	273	186
Transportation	220,905	913	242	177
Boating costs[2]	71,504	406	176	57
Other trip costs[3]	82,918	878	94	67
Equipment	485,381	707	687	377
Trip and equipment expenditures for hunting, total	**1,826,144**	**898**	**2,033**	**2,027**
Food and lodging	160,687	542	296	180
Transportation	156,022	696	224	174
Boating costs[2]	...	...	...	...
Other trip costs[3]	*38,873	*269	*145	*43
Equipment	1,468,064	642	2,286	1,627
Unspecified equipment[4]	**...**	**...**	**...**	**...**
STATE RESIDENTS				
Trip and equipment expenditures for fishing and hunting, total	**2,669,358**	**1,141**	**2,340**	**3,497**
Trip and equipment expenditures for fishing, total	**881,768**	**832**	**1,060**	**963**
Food and lodging	165,012	590	280	181
Transportation	126,450	633	200	139
Boating costs[2]	59,778	232	257	66
Other trip costs[3]	65,166	656	99	72
Equipment	465,361	604	770	506
Trip and equipment expenditures for hunting, total	**1,745,060**	**733**	**2,380**	**2,286**
Food and lodging	126,822	411	309	166
Transportation	121,954	576	212	160
Boating costs[2]	...	...	...	...
Other trip costs[3]	*38,241	*256	*149	*50
Equipment	1,455,545	606	2,404	1,906
Unspecified equipment[4]	**...**	**...**	**...**	**...**
NONRESIDENTS				
Trip and equipment expenditures for fishing and hunting, total	**296,757**	**405**	**732**	**2,263**
Trip and equipment expenditures for fishing, total	**211,080**	**337**	**626**	**597**
Food and lodging	67,128	261	258	199
Transportation	94,454	280	338	280
Boating costs[2]	*11,726	*174	*67	*35
Other trip costs[3]	17,752	222	80	53
Equipment	*20,020	*103	*195	*29
Trip and equipment expenditures for hunting, total	***81,084**	***165**	***491**	***523**
Food and lodging	*33,865	*131	*258	*258
Transportation	*34,068	*120	*285	*260
Boating costs[2]	...	...	...	...
Other trip costs[3]	...	...	...	...
Equipment	*12,519	*37	*340	...
Unspecified equipment[4]	**...**	**...**	**...**	**...**

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes boat launching, mooring, storage, maintenance, insurance, pumpout fees, and fuel.

[3] Includes equipment rental, guide and access fees, ice and bait for fishing, and heating and cooking oil.

[4] Respondent could not specify whether item was for hunting or fishing.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 22. Summary of Wisconsin Residents' Fishing and Hunting Expenditures Both Inside and Outside Wisconsin: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per sportsperson (dollars)[1]
FISHING AND HUNTING				
Total	**3,415,396**	**1,198**	**2,851**	**2,851**
Food and lodging	368,659	834	442	308
Transportation	270,951	964	281	226
Other trip costs[2]	170,477	789	216	142
Equipment (fishing, hunting)	238,380	866	275	199
Auxiliary equipment[3]	66,637	383	174	56
Special equipment[4]	*1,675,593	*198	*8,447	*1,399
Magazines, books, and DVDs	*5,001	*143	*35	*4
Membership dues and contributions	*39,202	*206	*190	*33
Other[5]	580,496	1,055	550	485
FISHING				
Total	**1,091,412**	**938**	**1,163**	**1,163**
Food and lodging	238,815	618	386	255
Transportation	145,470	645	225	155
Other trip costs[2]	129,689	694	187	138
Fishing equipment	93,058	586	159	99
Auxiliary equipment[3]	...	...	...	...
Special equipment[4]	*371,247	*70	*5,326	*396
Magazines, books, and DVDs	...	...	...	...
Membership dues and contributions	...	...	...	...
Other[5]	98,882	689	143	105
HUNTING				
Total	**2,262,062**	**759**	**2,982**	**2,963**
Food and lodging	129,845	421	309	170
Transportation	125,481	576	218	164
Other trip costs[2]	*40,788	*270	*151	*53
Hunting equipment	144,120	595	242	189
Auxiliary equipment[3]	*59,866	*321	*186	*78
Special equipment[4]	...	...	...	...
Magazines, books, and DVDs	*2,848	*107	*27	*4
Membership dues and contributions	...	...	...	...
Other[5]	481,614	739	652	631
UNSPECIFIED[6]				
Total	***56,623**	***174**	***326**	***47**

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes boating costs, equipment rental, guide fees, access fees, heating and cooking fuel, and ice and bait (for fishing only).

[3] Includes sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special fishing and hunting clothing, foul weather gear, boots and waders, maintenance and repair of equipment, processing and taxidermy costs, and electronic equipment such as a GPS device.

[4] Includes big-ticket items bought primarily for hunting and fishing including boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[5] Includes land leasing and ownership, licenses, stamps, tags, and permits, and plantings (for hunting only).

[6] Respondent could not specify whether expenditure was primarily for fishing or hunting.

Note: Detail does not add to total because of multiple responses and nonresponse. See Tables 19–20 for a detailed listing of expenditure items.

Table 23. In-State and Out-of-State Expenditures by Wisconsin Residents for Fishing and Hunting: 2011

(State population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per sportsperson (dollars)[1]
IN WISCONSIN				
Expenditures for fishing and hunting, total	**3,270,568**	**1,185**	**2,759**	**2,105**
Trip-related expenditures	705,921	1,079	654	454
Equipment (fishing and hunting)	223,518	830	269	144
Auxiliary equipment[2]	64,418	378	170	41
Special equipment[3]	*1,675,501	*194	*8,645	*1,078
Other[4]	601,210	1,053	571	387
Expenditures for fishing, total	**976,170**	**910**	**1,073**	**783**
Trip-related expenditures	416,406	749	556	334
Fishing equipment	88,141	564	156	71
Auxiliary equipment[2]	...	...	...	...
Special equipment[3]	...	...	...	...
Other[4]	99,511	677	147	80
Expenditures for hunting, total	**2,232,766**	**759**	**2,943**	**2,496**
Trip-related expenditures	289,515	667	434	324
Hunting equipment	134,176	576	233	150
Auxiliary equipment[2]	*58,456	*321	*182	*65
Special equipment[3]	...	...	...	...
Other[4]	487,897	745	655	545
Unspecified expenditures for fishing and hunting, total[5]	***56,333**	***169**	***334**	***36**
OUT OF STATE				
Expenditures for fishing and hunting, total	***144,827**	***908**	***160**	***93**
Trip-related expenditures	*104,166	*167	*623	*67
Equipment (fishing and hunting)	...	...	...	...
Auxiliary equipment[2]	...	...	...	...
Special equipment[3]	...	...	...	...
Other[4]	*23,489	*540	*44	*15
Expenditures for fishing, total	***115,242**	***630**	***183**	***92**
Trip-related expenditures	*97,567	*149	*653	*78
Fishing equipment	...	...	...	...
Auxiliary equipment[2]	...	...	...	...
Special equipment[3]	...	...	...	...
Other[4]	...	...	...	...
Expenditures for hunting, total	***29,677**	***627**	***47**	***33**
Trip-related expenditures	...	...	...	...
Hunting equipment	...	...	...	...
Auxiliary equipment[2]	...	...	...	...
Special equipment[3]	...	...	...	...
Other[4]	...	...	...	...
Unspecified expenditures for fishing and hunting, total[5]	**...**	**...**	**...**	**...**

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Auxiliary equipment includes sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special fishing and hunting clothing, foul weather gear, boots and waders, maintenance and repair of equipment, processing and taxidermy costs, and electronic equipment such as a GPS device.

[3] Special equipment includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[4] Other equipment includes expenditures for magazines, books, DVDs, membership dues and contributions, land leasing and ownership, licenses, stamps, tags, and permits, and plantings.

[5] Respondent could not specify whether expenditure was primarily for either fishing or hunting.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 24. Wildlife Watching in Wisconsin by State Residents and Nonresidents Combined: 2011

(Population 16 years old and older. Numbers in thousands)

Participants	Number	Percent
Total participants	**2,359**	**100**
Away from home	499	21
Observe wildlife	490	21
Photograph wildlife	*328	*14
Feed wildlife	*105	*4
Around the home	2,076	88
Observe wildlife	1,477	63
Photograph wildlife	835	35
Feed wildlife	1,673	71
Visit parks or natural areas[1]	*226	*10
Maintain plantings or natural areas	*431	*18

* Estimate based on a sample size of 10–29.

[1] Includes visits only to parks or natural areas within one mile of home.

Note: Detail does not add to total because of multiple responses.

Table 25. Participants, Trips, and Days of Participation in Away-From-Home Wildlife Watching in Wisconsin: 2011

(Population 16 years old and older. Numbers in thousands)

Participants, trips, and days of participation	Activity in Wisconsin					
	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
PARTICIPANTS						
Total participants	**499**	**100**	***282**	***100**	***217**	***100**
Observe wildlife	490	98	*277	*98	*213	*98
Photograph wildlife	*328	*66	*192	*68	*137	*63
Feed wildlife	*105	*21	...	...	...	...
TRIPS						
Total Trips	**7,191**	**100**	***6,663**	***100**	***528**	***100**
Average days per trip	1	(X)	*1	(X)	*2	(X)
DAYS						
Total days	**6,080**	**100**	***4,999**	***100**	***1,082**	***100**
Observing wildlife	5,609	92	*4,793	*96	*816	*75
Photographing wildlife	*863	*14	*484	*10	*379	*35
Feeding wildlife	*510	*8	...	...	...	...
Average days per participant	**12**	**(X)**	***18**	**(X)**	***5**	**(X)**
Observing wildlife	11	(X)	*17	(X)	*4	(X)
Photographing wildlife	*3	(X)	*3	(X)	*3	(X)
Feeding wildlife	*5	(X)	...	(X)	...	(X)

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably. (X) Not applicable.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 26. Away-From-Home Wildlife-Watching Participants by Wildlife Observed, Photographed, or Fed in Wisconsin: 2011

(Population 16 years old and older. Numbers in thousands)

Wildlife observed, photographed, or fed	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
Total all wildlife	**499**	**100**	***282**	***56**	***217**	***44**
Total birds	**439**	**100**	***245**	***56**	***194**	***44**
Songbirds (cardinals, robins, warblers, etc.)	357	100	*163	*46	*194	*54
Birds of prey (hawks, owls, eagles, etc.)	*316	*100	*189	*60	*127	*40
Waterfowl (ducks, geese, swans, etc.)	*281	*100	*177	*63	*103	*37
Other water birds (shorebirds, herons, cranes, etc.)	*215	*100	*134	*63	...	...
Other birds (pheasants, turkeys, road runners, etc.)	*124	*100	...	...	...	...
Total land mammals	***291**	***100**	***121**	***42**	***170**	***58**
Large land mammals (bears, bison, elk, etc.)	*186	*100	...	...	...	...
Small land mammals (prairie dogs, squirrels, etc.)	*264	*100	...	...	*153	*58
Fish (salmon, sharks, etc.)	...	...	...	...	...	...
Marine mammals (whales, dolphins, etc.)	...	...	...	...	...	...
Other wildlife (butterflies, turtles, etc.)	*211	*100	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses.

Table 27. Participation in Wildlife-Watching Activities Around the Home in Wisconsin: 2011

(State population 16 years old and older. Numbers in thousands)

Around the home	Participants	
	Number	Percent
Total around-the-home participants	**2,076**	**100**
Observe wildlife	1,477	71
Visit parks and natural areas[1]	*226	*11
Photograph wildlife	835	40
Feed wildlife	1,673	81
Maintain natural areas	*304	*15
Maintain plantings	*300	*14
Participants Observing Wildlife		
Total, all wildlife	**1,477**	**100**
Birds	1,416	96
Land mammals	1,231	83
Large mammals	1,012	69
Small mammals	1,072	73
Amphibians or reptiles	*323	*22
Insects or spiders	391	26
Fish and other wildlife	*372	*25
Total, 1 day or more	**1,477**	**100**
1 to 10 days	*349	*24
11 to 50 days	*278	*19
51 to 200 days	*450	*30
201 days or more	*386	*26
Participants Visiting Parks or Natural Areas[1]		
Total, 1 day or more	***226**	***100**
1 to 5 days	...	...
6 to 10 days	...	...
11 days or more	...	...
Participants Photographing Wildlife		
Total, 1 day or more	**835**	**100**
1 to 3 days	*228	*27
4 to 10 days	*326	*39
11 or more days	*276	*33
Participants Feeding Wildlife		
Total, all wildlife	**1,673**	**100**
Wild birds	1,526	91
Other wildlife	*304	*18

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Includes visits only to parks or natural areas within one mile of home.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 28. Wisconsin Residents Participating in Wildlife Watching in the United States: 2011

(State population 16 years old and older. Numbers in thousands)

Participants	Number	Percent of participants	Percent of population
Total participants	**2,152**	**100**	**48**
Away from home	453	21	10
Around the home	2,076	96	47
Observe wildlife	1,477	69	33
Photograph wildlife	835	39	19
Feed wild birds or other wildlife	1,673	78	38
Maintain plantings or natural areas	*431	*20	*10
Visit parks or natural areas[1]	*226	*10	*5

* Estimate based on a sample size of 10–29.

[1] Includes visits only to parks or natural areas within one mile of home.

Note: Detail does not add to total because of multiple responses. The column showing percent of participants is based on total participants. The column showing percent of population is based on the state population 16 years old and older, including those who did not participate in wildlife watching.

Table 29. Wild Bird Observers and Days of Observation in Wisconsin by State Residents and Nonresidents: 2011

(Population 16 years old and older. Numbers in thousands)

Observers and days of observation	Total, state residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent
OBSERVERS						
Total bird observers	**1,678**	**100**	**1,488**	**100**	***190**	***100**
Around-the-home observers	1,416	84	1,416	95	(X)	(X)
Away-from-home observers	435	26	*245	*16	*190	*100
DAYS						
Total days observing birds	**160,074**	**100**	**159,282**	**100**	***792**	***100**
Around the home	155,881	97	155,881	98	(X)	(X)
Away from home	4,193	3	*3,401	*2	*792	*100

* Estimate based on a sample size of 10–29. (X) Not applicable.

Note: Detail does not add to total because of multiple responses.

Table 30. Selected Characteristics of Wisconsin Residents Participating in Wildlife Watching: 2011

(State population 16 years old and older. Numbers in thousands)

Characteristic	Population		Participants								
			Total			Away from home			Around the home		
	Number	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent
Total persons	**4,460**	**100**	**2,152**	**48**	**100**	**453**	**10**	**100**	**2,076**	**47**	**100**
Population Density of Residence											
Urban	2,972	67	1,397	47	65	*358	*12	*79	1,320	44	64
Rural	1,488	33	756	51	35	*95	*6	*21	756	51	36
Population Size of Residence											
Metropolitan Statistical Area (MSA)	4,143	93	2,068	50	96	*397	*10	*88	1,992	48	96
1,000,000 or more	1,120	25	*526	*47	*24	...	...	...	*486	*43	*23
250,000 to 999,999	962	22	*586	*61	*27	...	...	...	*581	*60	*28
50,000 to 249,999	2,061	46	956	46	44	*249	*12	*55	925	45	45
Outside MSA	316	7	*84	*27	*4	...	...	...	*84	*27	*4
Sex											
Male	2,132	48	1,008	47	47	*190	*9	*42	953	45	46
Female	2,328	52	1,144	49	53	*263	*11	*58	1,124	48	54
Age											
16 to 17 years	*196	*4	...	...	...	...	...	...	...	...	...
18 to 24 years	436	10	...	...	...	...	...	...	...	...	...
25 to 34 years	420	9	...	...	...	...	...	...	...	...	...
35 to 44 years	566	13	*202	*36	*9	...	...	...	*161	*29	*8
45 to 54 years	1,082	24	*480	*44	*22	...	...	...	*475	*44	*23
55 to 64 years	999	22	553	55	26	*123	*12	*27	522	52	25
65 years and older	761	17	*389	*51	*18	...	...	...	*389	*51	*19
65 to 74 years	465	10	*273	*59	*13	...	...	...	*273	*59	*13
75 and older	296	7	*115	*39	*5	...	...	...	*115	*39	*6
Ethnicity											
Hispanic	...	...	...	...	...	...	...	...	...	...	...
Non-Hispanic	4,397	99	2,106	48	98	*406	*9	*90	2,050	47	99
Race											
White	4,072	91	2,102	52	98	*438	*11	*97	2,026	50	98
African American	*200	*4	...	...	...	...	...	...	...	...	...
All others	*188	*4	...	...	...	...	...	...	...	...	...
Annual Household Income											
Less than $20,000	315	7	...	...	...	...	...	...	...	...	...
$20,000 to $29,999	508	11	*300	*59	*14	...	...	...	*300	*59	*14
$30,000 to $39,999	330	7	*121	*37	*6	...	...	...	*121	*37	*6
$40,000 to $49,999	214	5	...	...	...	...	...	...	...	...	...
$50,000 to $74,999	581	13	*287	*49	*13	...	...	...	*267	*46	*13
$75,000 to $99,999	586	13	*443	*75	*21	...	...	...	*443	*75	*21
$100,000 to $149,999	642	14	*421	*66	*20	...	...	...	*406	*63	*20
$150,000 or more	*256	*6	...	...	...	...	...	...	...	...	...
Not reported	1,027	23	*315	*31	*15	...	...	...	*295	*29	*14
Education											
11 years or less	351	8	...	...	...	...	...	...	...	...	...
12 years	1,659	37	755	46	35	*150	*9	*33	735	44	35
1 to 3 years of college	875	20	*418	*48	*19	...	...	...	*418	*48	*20
4 years or more of college	1,574	35	882	56	41	*176	*11	*39	826	52	40

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses and nonresponse. Percent who participated columns show the percent of each row's population who participated in the activity named by the column (the percent of those living in urban areas who participated, etc.). Percent columns show the percent of each column's participants who are described by the row heading (the percent of those who participated who live in urban areas, etc.).

Table 31. Expenditures in Wisconsin by State Residents and Nonresidents Combined for Wildlife Watching: 2011

(Population 16 years old and older)

Expenditure item	Expenditures (thousands of dollars)	Average per participant (dollars)[1]	Spenders		
			Number (thousands)	Percent of wildlife-watching participants[2]	Average per spender (dollars)[1]
Total, all items	**1,488,857**	**619**	**2,127**	**90**	**700**
TRIP EXPENDITURES					
Total, trip-related	**234,760**	**471**	**461**	**92**	**510**
Food and lodging	144,379	289	366	73	395
Food	116,873	234	366	73	320
Lodging	*27,507	*55	*211	*42	*131
Transportation	81,894	164	433	87	189
Other trip costs[3]	*8,488	*17	*158	*32	*54
EQUIPMENT AND OTHER EXPENDITURES					
Total	**1,254,096**	**519**	**1,914**	**81**	**655**
Wildlife-watching equipment, total	**419,478**	**169**	**1,724**	**73**	**243**
Binoculars, spotting scopes	...	...	...	...	...
Film and photo processing	*10,036	*3	*170	*7	*59
Cameras, special lenses, video cameras, and other photographic equipment, including memory cards	*100,540	*40	*306	*13	*329
Day packs, carrying cases, and special clothing	...	...	...	...	...
Bird food	166,716	67	1,302	55	128
Food for other wildlife	*8,479	*4	*132	*6	*64
Nest boxes, bird houses, bird feeders, and bird baths	30,846	12	570	24	54
Other equipment (including field guides)	...	...	...	...	...
Auxiliary equipment[4]	...	...	...	...	...
Special equipment[5]	...	...	...	...	...
Magazines, books, and DVDs	*14,011	*6	*311	*13	*45
Membership dues and contributions	*77,170	*33	*301	*13	*257
Land leasing and ownership	...	...	...	...	...
Plantings	*24,740	*10	*280	*12	*89

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Percent of wildlife-watching participants column for trip-related expenditures is based on away-from-home participation. For equipment and other expenditures, the percent of wildlife-watching participants column is based on total wildlife-watching participants.

[3] Includes equipment rental and fees for guides, pack trips, public land use and private land use, boat fuel, other boating costs, and heating and cooking fuel.

[4] Includes tents, tarps, frame packs and other backpacking equipment, other camping equipment, and other auxiliary equipment.

[5] Includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 32. Trip and Equipment Expenditures in Wisconsin for Wildlife Watching by Wisconsin Residents and Nonresidents: 2011

(Population 16 years old and older)

Expenditure item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per participant (dollars)[1]
STATE RESIDENTS AND NONRESIDENTS				
Total	**1,315,392**	**1,972**	**667**	**546**
Food and lodging	144,379	366	395	289
Transportation	81,894	433	189	164
Other trip costs[2]	*8,488	*158	*54	*17
Equipment[3]	1,080,632	1,747	619	446
STATE RESIDENTS				
Total	**1,212,185**	**1,622**	**747**	**566**
Food and lodging	*105,335	*160	*658	*374
Transportation	*61,953	*239	*260	*220
Other trip costs[2]	...	...	...	...
Equipment[3]	1,039,940	1,592	653	486
NONRESIDENTS				
Total	**103,207**	**350**	**295**	***347**
Food and lodging	*39,045	*206	*190	*180
Transportation	*19,941	*194	*103	*92
Other trip costs[2]	...	...	...	...
Equipment[3]	*40,692	*155	*262	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Includes equipment rental and fees for guides, pack trips, public land use, private land use, boat fuel, other boating costs, and heating and cooking fuel.

[3] Includes wildlife-watching auxiliary and special equipment.

Note: Detail does not add to total because of multiple responses and nonresponse. See Table 33 for detailed listed of expenditure items.

Table 33. Wildlife-Watching Expenditures Both Inside and Outside Wisconsin by Wisconsin Residents: 2011

(State population 16 years old and older)

Expenditure item	Expenditures (thousands of dollars)	Average per participant (dollars)[1]	Spenders		
			Number (thousands)	Percent of wildlife-watching participants[2]	Average per spender (dollars)[1]
Total, all items	**1,491,409**	**693**	**1,784**	**83**	**836**
TRIP EXPENDITURES					
Total, trip-related	***268,866**	***593**	***327**	***72**	***823**
Food and lodging	*123,550	*273	*186	*41	*663
Food	*109,225	*241	*186	*41	*586
Lodging	...	...	...	...	...
Transportation	*137,797	*304	*322	*71	*428
Other trip costs[3]	...	...	...	...	...
EQUIPMENT AND OTHER EXPENDITURES					
Total	**1,222,544**	**568**	**1,754**	**81**	**697**
Wildlife-watching equipment, total	**399,035**	**185**	**1,594**	**74**	**250**
Binoculars, spotting scopes	...	...	...	...	...
Film and photo processing	*6,553	*3	*154	*7	*42
Cameras, special lenses, video cameras, and other photographic equipment, including memory cards	*96,819	*45	*280	*13	*346
Day packs, carrying cases, and special clothing	...	...	...	...	...
Bird food	162,171	75	1,244	58	130
Food for other wildlife	*6,186	*3	*126	*6	*49
Nest boxes, bird houses, bird feeders, and bird baths	27,420	13	534	25	51
Other equipment	...	...	...	...	...
Auxiliary equipment[4]	...	...	...	...	...
Special equipment[5]	...	...	...	...	...
Magazines, books, and DVDs	*14,062	*7	*303	*14	*46
Membership dues and contributions	*79,856	*37	*297	*14	*269
Land leasing and ownership	...	...	...	...	...
Plantings	*24,740	*11	*280	*13	*89

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Percent of wildlife-watching participants column for trip-related expenditures is based on away-from-home participation. For equipment and other expenditures, the percent of wildlife-watching participants column is based on total wildlife-watching participants.

[3] Includes equipment rental and fees for guides, pack trips, public land use and private land use, boat fuel, other boating costs, and heating and cooking fuel.

[4] Includes tents, tarps, frame packs and other backpacking equipment, other camping equipment, and other auxiliary equipment.

[5] Includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 34. In-State and Out-of-State Expenditures by Wisconsin Residents for Wildlife Watching: 2011

(State population 16 years old and older)

Expenditure Item	Amount (thousands of dollars)	Spenders (thousands)	Average per spender (dollars)[1]	Average per participant (dollars)[1]
IN WISCONSIN				
Expenditures for wildlife watching, total[2]	**1,383,148**	**1,663**	**832**	**646**
Trip-related expenditures[3]	*172,245	*243	*707	*612
Wildlife-watching equipment[4]	392,633	1,578	249	183
Auxiliary equipment[5]	...	...	...	...
Special equipment[6]	...	...	...	...
Other[7]	170,963	547	313	80
OUT OF STATE				
Expenditures for wildlife watching, total[2]	***105,284**	***190**	***556**	**...**
Trip-related expenditures[3]	...	...	...	...
Wildlife-watching equipment[4]	...	...	...	...
Auxiliary equipment[5]	...	...	...	...
Special equipment[6]	...	...	...	...
Other[7]	...	...	...	...

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably.

[1] Average expenditures are annual estimates.

[2] Information on trip-related expenditures was collected for away-from-home participants only. Equipment and other expenditures are based on information collected from both away-from-home and around-the-home participants.

[3] Includes equipment rental and fees for guides, pack trips, public land use and private land use, boat fuel, other boating costs, and heating and cooking fuel.

[4] Includes binoculars, spotting scopes, cameras, special lenses, videocameras, other photography equipment, memory cards, film and photo processing, commercially prepared and packaged wild bird food, other bulk food used to feed wild birds, food used to feed other wildlife, nest boxes, bird houses, feeders, baths, and other wildlife-watching equipment.

[5] Includes tents, tarps, frame packs and other backpacking equipment, other camping equipment, and other auxiliary equipment.

[6] Includes boats, campers, cabins, trail bikes, dune buggies, 4 x 4 vehicles, ATVs, 4-wheelers, snowmobiles, pickups, vans, travel and tent trailers, motor homes, house trailers, recreational vehicles (RVs) and other special equipment.

[7] Includes magazines, books, DVDs, membership dues and contributions, and land leasing and ownership.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 35. Participation of Wisconsin Resident Wildlife-Watching Participants in Fishing and Hunting: 2011

(State population 16 years old and older. Numbers in thousands)

Participants	Total wildlife watchers		Wildife-watching activity			
			Away from home		Around the home	
	Number	Percent	Number	Percent	Number	Percent
Total participants	**2,152**	**100**	**453**	**100**	**2,076**	**100**
Wildlife-watching participants who:						
Did not fish or hunt	1,301	60	*229	*51	1,276	61
Fished or hunted	851	40	*224	*49	800	39
Fished	652	30	*109	*24	605	29
Hunted	587	27	*192	*42	549	26

* Estimate based on a sample size of 10–29.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 36. Participation of Wisconsin Resident Sportspersons in Wildlife-Watching Activities: 2011

(State population 16 years old and older. Numbers in thousands)

Sportspersons	Sportspersons		Anglers		Hunters	
	Number	Percent	Number	Percent	Number	Percent
Total sportspersons	**1,198**	**100**	**938**	**100**	**763**	**100**
Sportspersons who:						
Did not engage in wildlife-watching activities	346	29	286	31	*176	*23
Engaged in wildlife-watching activities	851	71	652	69	587	77
Away from home	*224	*19	*109	*12	*192	*25
Around the home	800	67	605	64	549	72

* Estimate based on a sample size of 10–29.

Note: Detail does not add to total because of multiple responses and nonresponse.

Table 37. Participation in Wildlife-Related Recreation by State Residents Both Inside and Outside Their Resident State: 2011

(Population 16 years old and older. Numbers in thousands)

Participant's state of residence	Population	Total participants		Sportspersons		Wildlife-watching participants	
		Number	Percent of population	Number	Percent of population	Number	Percent of population
United States, total	**239,313**	**90,108**	**38**	**37,397**	**16**	**71,776**	**30**
Alabama	3,664	1,490	41	744	20	1,079	29
Alaska	526	337	64	235	45	247	47
Arizona	5,084	1,660	33	721	14	1,281	25
Arkansas	2,238	1,119	50	572	26	828	37
California	28,562	7,360	26	1,898	7	6,475	23
Colorado	3,946	1,854	47	727	18	1,456	37
Connecticut	2,781	1,204	43	347	12	1,093	39
Delaware	699	260	37	101	14	209	30
Florida	14,855	4,652	31	2,068	14	3,598	24
Georgia	7,459	2,752	37	981	13	2,206	30
Hawaii	995	222	22	108	11	161	16
Idaho	1,172	638	54	331	28	464	40
Illinois	9,988	3,493	35	1,487	15	2,784	28
Indiana	4,965	2,131	43	842	17	1,681	34
Iowa	2,363	1,097	46	586	25	780	33
Kansas	2,163	1,011	47	453	21	776	36
Kentucky	3,376	1,470	44	643	19	1,221	36
Louisiana	3,449	1,380	40	802	23	840	24
Maine	1,066	520	49	233	22	401	38
Maryland	4,480	1,396	31	426	9	1,224	27
Massachusetts	5,320	1,779	33	464	9	1,530	29
Michigan	7,787	3,709	48	1,636	21	3,067	39
Minnesota	4,133	2,107	51	1,400	34	1,498	36
Mississippi	2,220	1,017	46	700	32	630	28
Missouri	4,667	2,105	45	1,001	21	1,645	35
Montana	777	334	43	223	29	258	33
Nebraska	1,387	499	36	258	19	362	26
Nevada	2,024	594	29	171	8	504	25
New Hampshire	1,066	470	44	168	16	388	36
New Jersey	6,852	2,057	30	709	10	1,708	25
New Mexico	1,551	592	38	252	16	486	31
New York	15,503	5,143	33	1,980	13	4,081	26
North Carolina	7,264	2,717	37	1,394	19	2,124	29
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	8,999	4,078	45	1,603	18	3,155	35
Oklahoma	2,828	1,549	55	770	27	1,233	44
Oregon	3,061	1,396	46	444	15	1,239	40
Pennsylvania	10,036	4,063	40	1,277	13	3,329	33
Rhode Island	848	309	36	94	11	270	32
South Carolina	3,555	1,299	37	615	17	944	27
South Dakota	631	371	59	190	30	267	42
Tennessee	4,945	2,121	43	923	19	1,733	35
Texas	18,681	5,888	32	2,711	15	4,263	23
Utah	2,036	784	39	406	20	558	27
Vermont	512	316	62	134	26	273	53
Virginia	6,136	2,580	42	842	14	2,212	36
Washington	5,293	2,311	44	968	18	1,932	37
West Virginia	1,464	868	59	322	22	751	51
Wisconsin	4,460	2,499	56	1,198	27	2,152	48
Wyoming	424	250	59	145	34	182	43

(NA) Not available.

Note: Detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia, as described in Appendix D.

Table 38. Anglers and Hunters by Sportsperson's State of Residence: 2011

(Population 16 years old and older. Numbers in thousands)

Sportsperson's state of residence	Population	Fished or hunted		Fished only		Hunted only		Fished and hunted	
		Number	Percent of population	Number	Percent of population	Number	Percent of population	Number	Percent of population
United States, total	**239,313**	**37,397**	**16**	**23,714**	**10**	**4,285**	**2**	**9,389**	**4**
Alabama	3,664	744	20	252	7	*228	*6	264	7
Alaska	526	235	45	129	25	*24	*5	82	16
Arizona	5,084	721	14	462	9	*135	*3	*124	*2
Arkansas	2,238	572	26	252	11	*105	*5	214	10
California	28,562	1,898	7	1,431	5	198	1	269	1
Colorado	3,946	727	18	567	14	*60	*2	99	3
Connecticut	2,781	347	12	265	10	...	...	76	3
Delaware	699	101	14	78	11	*9	*1	*14	*2
Florida	14,855	2,068	14	1,731	12	*78	*1	252	2
Georgia	7,459	981	13	672	9	*138	*2	171	2
Hawaii	995	108	11	85	9	...	...	*21	*2
Idaho	1,172	331	28	169	14	...	...	*119	*10
Illinois	9,988	1,487	15	976	10	*252	*3	260	3
Indiana	4,965	842	17	465	9	*56	*1	322	6
Iowa	2,363	586	25	369	16	*64	*3	152	6
Kansas	2,163	453	21	275	13	*18	*1	159	7
Kentucky	3,376	643	19	327	10	*151	*4	165	5
Louisiana	3,449	802	23	511	15	*69	*2	222	6
Maine	1,066	233	22	92	9	*37	*3	104	10
Maryland	4,480	426	9	337	8	...	...	*72	*2
Massachusetts	5,320	464	9	398	7	...	...	59	1
Michigan	7,787	1,636	21	1,128	14	*170	*2	337	4
Minnesota	4,133	1,400	34	925	22	*71	*2	403	10
Mississippi	2,220	700	32	263	12	*96	*4	340	15
Missouri	4,667	1,001	21	507	11	132	3	363	8
Montana	777	223	29	114	15	*30	*4	78	10
Nebraska	1,387	258	19	143	10	*61	*4	54	4
Nevada	2,024	171	8	122	6	*15	*1	*34	*2
New Hampshire	1,066	168	16	125	12	...	...	*39	*4
New Jersey	6,852	709	10	593	9	*30	*(Z)	86	1
New Mexico	1,551	252	16	185	12	*21	*1	*47	*3
New York	15,503	1,980	13	1,241	8	*172	*1	567	4
North Carolina	7,264	1,394	19	1,077	15	*88	*1	230	3
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	8,999	1,603	18	1,075	12	*168	*2	360	4
Oklahoma	2,828	770	27	551	19	...	...	*193	*7
Oregon	3,061	444	15	263	9	*58	*2	*123	*4
Pennsylvania	10,036	1,277	13	574	6	269	3	434	4
Rhode Island	848	94	11	77	9	...	...	16	2
South Carolina	3,555	615	17	377	11	*42	*1	196	6
South Dakota	631	190	30	*58	*9	*27	*4	106	17
Tennessee	4,945	923	19	637	13	*91	*2	196	4
Texas	18,681	2,711	15	1,631	9	*356	*2	724	4
Utah	2,036	406	20	245	12	*55	*3	106	5
Vermont	512	134	26	64	12	30	6	41	8
Virginia	6,136	842	14	488	8	135	2	219	4
Washington	5,293	968	18	749	14	*54	*1	165	3
West Virginia	1,464	322	22	111	8	*83	*6	128	9
Wisconsin	4,460	1,198	27	434	10	*260	*6	504	11
Wyoming	424	145	34	69	16	*30	*7	46	11

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably. (NA) Not available. (Z) Less than 0.5 percent.

Note: U.S. totals include responses from participants residing in the District of Columbia, as described in Appendix D.

Table 39. Participation in Wildlife-Related Recreation in Each State by Both Residents and Nonresidents of the State: 2011

(Population 16 years old and older. Numbers in thousands)

State where activity took place	Total participants		Sportspersons		Wildlife-watching participants	
	Number	Percent	Number	Percent	Number	Percent
United States, total	**90,108**	**100**	**37,397**	**42**	**71,776**	**80**
Alabama	1,732	100	948	55	1,114	64
Alaska	1,014	100	563	55	640	63
Arizona	2,136	100	786	37	1,566	73
Arkansas	1,323	100	696	53	852	64
California	7,849	100	1,820	23	6,733	86
Colorado	2,315	100	919	40	1,782	77
Connecticut	1,361	100	350	26	1,178	87
Delaware	344	100	177	52	243	71
Florida	6,354	100	3,152	50	4,308	68
Georgia	3,058	100	1,059	35	2,393	78
Hawaii	465	100	158	34	358	77
Idaho	838	100	534	64	558	67
Illinois	3,799	100	1,309	34	3,019	79
Indiana	2,308	100	867	38	1,719	74
Iowa	1,255	100	598	48	837	67
Kansas	1,156	100	527	46	792	69
Kentucky	1,710	100	713	42	1,319	77
Louisiana	1,709	100	904	53	1,010	59
Maine	1,117	100	413	37	838	75
Maryland	1,613	100	445	28	1,362	84
Massachusetts	2,199	100	538	24	1,828	83
Michigan	4,397	100	1,938	44	3,199	73
Minnesota	2,518	100	1,649	65	1,577	63
Mississippi	1,350	100	782	58	781	58
Missouri	2,494	100	1,277	51	1,716	69
Montana	570	100	335	59	402	71
Nebraska	558	100	289	52	384	69
Nevada	734	100	163	22	643	88
New Hampshire	786	100	247	31	630	80
New Jersey	2,438	100	794	33	1,875	77
New Mexico	783	100	304	39	566	72
New York	5,536	100	2,109	38	4,239	77
North Carolina	3,497	100	1,631	47	2,432	70
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	4,344	100	1,561	36	3,197	74
Oklahoma	1,727	100	779	45	1,263	73
Oregon	1,786	100	703	39	1,440	81
Pennsylvania	4,564	100	1,424	31	3,598	79
Rhode Island	402	100	179	45	308	77
South Carolina	1,729	100	847	49	1,103	64
South Dakota	662	100	430	65	384	58
Tennessee	2,584	100	994	38	1,955	76
Texas	6,305	100	2,713	43	4,376	69
Utah	1,015	100	493	49	717	71
Vermont	512	100	254	50	370	72
Virginia	3,269	100	1,068	33	2,509	77
Washington	2,756	100	1,005	36	2,168	79
West Virginia	1,176	100	447	38	850	72
Wisconsin	3,500	100	1,554	44	2,359	67
Wyoming	775	100	390	50	518	67

* Estimate based on a sample size of 10–29. (NA) Not available.

Note: Detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia, as described in Appendix D.

Table 40. Anglers and Hunters by State Where Fishing or Hunting Took Place: 2011

(Population 16 years old and older. Numbers in thousands)

State where fishing or hunting took place	Anglers						Hunters					
	Total anglers, residents and nonresidents		State residents		Nonresidents		Total hunters, residents and nonresidents		State residents		Nonresidents	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
United States, total	**33,112**	**100**	**30,037**	**91**	**6,964**	**21**	**13,674**	**100**	**12,890**	**94**	**1,942**	**14**
Alabama	683	100	473	69	210	31	535	100	492	92	*44	*8
Alaska	538	100	211	39	327	61	125	100	104	83	...	...
Arizona	637	100	533	84	*104	*16	269	100	225	83	*45	*17
Arkansas	555	100	458	83	*97	*17	363	100	316	87	...	...
California	1,674	100	1,576	94	98	6	394	100	377	96	...	...
Colorado	767	100	593	77	175	23	259	100	144	55	*115	*45
Connecticut	342	100	277	81	*65	*19	50	100	46	93	...	...
Delaware	166	100	59	36	*107	*64	23	100	19	84	...	...
Florida	3,092	100	1,895	61	1,197	39	242	100	215	89	...	...
Georgia	829	100	764	92	*65	*8	392	100	293	75	*98	*25
Hawaii	157	100	104	66	...	...	*23	*100	*23	*100	...	...
Idaho	447	100	238	53	208	47	246	100	*162	*66	*85	*34
Illinois	1,044	100	955	92	*88	*8	512	100	459	90	...	...
Indiana	801	100	720	90	*81	*10	392	100	377	96	...	...
Iowa	473	100	416	88	*58	*12	253	100	200	79	...	...
Kansas	400	100	372	93	*28	*7	283	100	170	60	*112	*40
Kentucky	554	100	451	81	*103	*19	347	100	316	91	...	...
Louisiana	825	100	700	85	*125	*15	277	100	253	91	...	...
Maine	341	100	193	56	149	44	181	100	141	78	*40	*22
Maryland	426	100	347	81	80	19	88	100	*69	*78	*19	*22
Massachusetts	532	100	377	71	155	29	56	100	52	93	...	...
Michigan	1,744	100	1,397	80	347	20	529	100	501	95	...	...
Minnesota	1,562	100	1,303	83	259	17	477	100	457	96	...	...
Mississippi	651	100	600	92	...	...	483	100	436	90	...	...
Missouri	1,071	100	827	77	244	23	576	100	477	83	*100	*17
Montana	267	100	185	69	82	31	150	100	104	70	*46	*30
Nebraska	207	100	177	85	...	...	128	100	110	86	...	...
Nevada	147	100	114	78	...	...	43	100	39	91	...	...
New Hampshire	228	100	153	67	75	33	56	100	42	74	*14	*26
New Jersey	766	100	509	66	*257	*34	94	100	93	99	...	...
New Mexico	278	100	213	77	*65	*23	69	100	64	93	...	...
New York	1,882	100	1,585	84	297	16	823	100	739	90	*84	*10
North Carolina	1,525	100	1,196	78	329	22	335	100	259	77	*76	*23
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	1,342	100	1,257	94	*85	*6	553	100	516	93	*37	*7
Oklahoma	729	100	680	93	*49	*7	244	100	219	90	...	...
Oregon	638	100	373	59	264	41	196	100	181	92	...	...
Pennsylvania	1,101	100	891	81	210	19	775	100	699	90	*76	*10
Rhode Island	175	100	79	45	96	55	20	100	15	77	...	...
South Carolina	744	100	561	75	*182	*25	254	100	180	71	*74	*29
South Dakota	268	100	156	58	*112	*42	270	100	127	47	144	53
Tennessee	826	100	709	86	*117	*14	375	100	276	74	...	...
Texas	2,246	100	2,133	95	*114	*5	1,147	100	1,080	94	*67	*6
Utah	414	100	343	83	*70	*17	193	100	158	82	*35	*18
Vermont	207	100	95	46	112	54	90	100	66	74	...	...
Virginia	833	100	649	78	184	22	432	100	326	75	*106	*25
Washington	938	100	835	89	*103	*11	219	100	200	92	...	...
West Virginia	305	100	222	73	*84	*27	247	100	184	74	...	...
Wisconsin	1,247	100	910	73	337	27	895	100	763	85	*131	*15
Wyoming	303	100	110	36	*193	*64	140	100	76	54	*64	*46

* Estimate based on a sample size of 10–29. … Sample size too small (less than 10) to report data reliably. (NA) Not available.

Note: For the U.S. row, detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia, as described in Appendix D.

Appendix A

Appendix A. Definitions

Annual household income—Total 2011 income of household members before taxes and other deductions.

Around-the-home wildlife watching—Activity within 1 mile of home with one of six primary purposes: (1) taking special interest in or trying to identify birds or other wildlife; (2) photographing wildlife; (3) feeding birds or other wildlife; (4) maintaining natural areas of at least one-quarter acre for the benefit of wildlife; (5) maintaining plantings (such as shrubs and agricultural crops) for the benefit of wildlife; and (6) visiting parks and natural areas to observe, photograph, or feed wildlife.

Auxiliary equipment—Equipment owned primarily for wildlife-associated recreation. For the sportspersons section, these include sleeping bags, packs, duffel bags, tents, binoculars and field glasses, special fishing and hunting clothing, foul weather gear, boots and waders, maintenance and repair of equipment, and processing and taxidermy costs. For the wildlife-watching section, these include tents, tarps, frame packs, backpacking and other camping equipment, and blinds. For both sportspersons and wildlife watchers, it also includes electronic auxiliary equipment such as Global Positioning Systems.

Away-from-home wildlife watching—Trips or outings at least 1 mile from home for the primary purpose of observing, photographing, or feeding wildlife. Trips to zoos, circuses, aquariums, and museums are not included.

Big game—Bear, deer, elk, moose, wild turkey, and similar large animals that are hunted.

Census Divisions

East North Central
Illinois
Indiana
Michigan
Ohio
Wisconsin

East South Central
Alabama
Kentucky
Mississippi
Tennessee

Middle Atlantic
New Jersey
New York
Pennsylvania

Mountain
Arizona
Colorado
Idaho
Montana
Nevada
New Mexico
Utah
Wyoming

New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Pacific
Alaska
California
Hawaii
Oregon
Washington

South Atlantic
Delaware
District of Columbia
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
West Virginia

West North Central
Kansas
Iowa
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

West South Central
Arkansas
Louisiana
Oklahoma
Texas

Day—Any part of a day spent participating in a given activity. For example, if someone hunted two hours one day and three hours another day, it would be reported as two days of hunting. If someone hunted two hours in the morning and three hours in the afternoon of the same day, it would be considered one day of hunting.

Education—The highest completed grade of school or year of college.

Expenditures—Money spent in 2011 for wildlife-related recreation trips in the United States, wildlife-related recreational equipment purchased in the United States, and other items. The "other items" were books, magazines, and DVDs; membership dues and contributions, land leasing or owning; hunting and fishing licenses; and plantings, all for the purpose of wildlife-related recreation. Expenditures included both money spent by participants for themselves and the value of gifts they received.

Fishing—The sport of catching or attempting to catch fish with a hook and line, bow and arrow, or spear; it also includes catching or gathering shellfish (clams, crabs, etc.); and the noncommercial seining or netting of fish, unless the fish are for use as bait. For example, seining for smelt is fishing, but seining for bait minnows is not included as fishing.

Fishing equipment—Items owned primarily for fishing:

- Rods, reels, poles, and rodmaking components
- Lines and leaders
- Artificial lures, flies, baits, and dressing for flies or lines
- Hooks, sinkers, swivels, and other items attached to a line, except lures and baits
- Tackle boxes
- Creels, stringers, fish bags, landing nets, and gaff hooks
- Minnow traps, seines, and bait containers
- Depth finders, fish finders, and other electronic fishing devices
- Ice fishing equipment
- Other fishing equipment

Freshwater—Reservoirs, lakes, ponds, and the nontidal portions of rivers and streams.

Great Lakes fishing—Fishing in Lakes Superior, Michigan, Huron, St. Clair, Erie, and Ontario, their connecting waters such as the St. Mary's River system, Detroit River, St. Clair River, and the Niagara River, and the St. Lawrence River south of the bridge at Cornwall, New York. Great Lakes fishing includes fishing in tributaries of the Great Lakes for smelt, steelhead, and salmon.

Home—The starting point of a wildlife-related recreational trip. It may be a permanent residence or a temporary or seasonal residence such as a cabin.

Hunting—The sport of shooting or attempting to shoot wildlife with firearms or archery equipment.

Hunting equipment—Items owned primarily for hunting:

- Rifles, shotguns, muzzleloaders, and handguns
- Archery equipment
- Telescopic sights
- Decoys and game calls
- Ammunition
- Hand loading equipment
- Hunting dogs and associated costs
- Other hunting equipment

Land leasing and owning—Leasing or owning land either singly or in cooperation with others for the primary purpose of fishing, hunting, or wildlife watching on it.

Maintain natural areas—To set aside 1/4 acre or more of natural environment, such as wood lots or open fields, for the primary purpose of benefiting wildlife.

Maintain plantings—To introduce or encourage the growth of food and cover plants for the primary purpose of benefiting wildlife.

Metropolitan Statistical Area (MSA)—A Metropolitan Statistical Area is a grouping of one or more counties or equivalent entities that contain at least one urbanized area of 50,000 or more inhabitants. The "Outside MSA" classification include census-defined Micropolitan Statistical Areas (or Micro areas). A Micro area is defined as a grouping of one or more counties or equivalent entities that contain at least one urban cluster of at least 10,000 but less than 50,000 inhabitants. Refer to <www.census.gov /population/metro/about/>, for a more detailed definition of the Metropolitan Statistical Area.

Migratory birds—Birds that regularly migrate from one region or climate to another such as ducks, geese, and doves and other birds that may be hunted.

Multiple responses—The term used to reflect the fact that individuals or their characteristics fall into more than one reporting category. An example of a big game hunter who hunted for deer and elk demonstrates the effect of multiple responses. In this case, adding the number of deer hunters (one) and elk hunters (one) would overstate the number of big game hunters (one) because deer and elk hunters are not mutually exclusive categories. In contrast, for example, total participants is the sum of male and female participants, because "male" and "female" are mutually exclusive categories.

Nonresidents—Individuals who do not live in the State being reported. For example, a person living in Texas who watches whales in California is a nonresidential wildlife-watcher in California.

Nonresponse—A term used to reflect the fact that some Survey respondents provide incomplete sets of information. For example, a Survey respondent may have been unable to identify the primary type of hunting for which a gun was bought. Total hunting expenditure estimates will include the gun purchase, but it will not appear as spending for big game or any other type of hunting. Nonresponses result in reported totals that are greater than the sum of their parts.

Observe—To take special interest in or try to identify birds, fish or other wildlife.

Other animals—Coyotes, crows, foxes, groundhogs, prairie dogs, raccoons, alligators, and similar animals that can be legally hunted and are not classified as big game, small game, or migratory birds. They may be classified as unprotected or predatory animals by the State in which they are hunted. Feral pigs are classified as "other animals" in all States except Hawaii, where they are considered big game.

Participants—Individuals who engage in fishing, hunting, or a wildlife-watching activity. Unless otherwise stated, a person has to have hunted, fished, or wildlife watched in 2011 to be considered a participant.

Plantings—See "Maintain plantings."

Primary purpose—The principal motivation for an activity, trip, or expenditure.

Private land—Land owned by a business, nongovernmental organization, private individual, or a group of individuals such as an association or club.

Public land—Land that is owned by local governments (such as county parks and municipal watersheds),

State governments (such as State parks and wildlife management areas), or the federal government (such as National Forests, Recreational Areas, and Wildlife Refuges).

Residents—Individuals who lived in the State being reported. For example, a person who lives in California and watches whales in California is a residential wildlife watcher in California.

Rural—All territory, population, and housing units located outside of urbanized areas and urban clusters, as determined by the U.S. Census Bureau.

Saltwater—Oceans, tidal bays and sounds, and the tidal portions of rivers and streams.

Screening interviews—The first Survey contact with a sample household. Screening interviews are conducted with a household representative to identify respondents who are eligible for in-depth interviews. Screening interviews gather data such as age and sex about individuals in the households. Further information on screening interviews is available on page vii in the "Survey Background and Method" section of this report.

Small game—Grouse, pheasants, quail, rabbits, squirrels, and similar small animals for which States have small game seasons and bag limits.

Special equipment—Big-ticket equipment items that are owned primarily for wildlife-related recreation:

- Bass boats
- Other types of motor boats
- Canoes and other types of nonmotor boats
- Boat motors, boat trailer/hitches, and other boat accessories
- Pickups, campers, vans, travel or tent trailers, motor homes, house trailers, recreational vehicles (RVs)
- Cabins
- Off-the-road vehicles such as trail bikes, all terrain vehicles (ATVs), dune buggies, four-wheelers, 4x4 vehicles, and snowmobiles
- Other special equipment

Spenders—Individuals who spent money on fishing, hunting, or wildlife-watching activities or equipment and also participated in those activities.

Sportspersons—Individuals who engaged in fishing, hunting, or both.

Trip—An outing involving fishing, hunting, or wildlife watching. A trip may begin from an individual's principal residence or from another place, such as a vacation home or the home of a relative. A trip may last an hour, a day, or many days.

Type of fishing—There are three types of fishing: (1) freshwater except Great Lakes, (2) Great Lakes, and (3) saltwater.

Type of hunting—There are four types of hunting: (1) big game, (2) small game, (3) migratory bird, and (4) other animal.

Unspecified expenditure—An item that was purchased for use in both fishing and hunting, rather than primarily one or the other. Auxiliary equipment, special equipment, magazines and books, and membership dues and contributions are the items for which a purchase could be categorized as "unspecified."

Urban—All territory, population, and housing units located within boundaries that encompass densely settled territory, consisting of core census block groups or blocks that have a population density of at least 1,000 people per square mile and surrounding census blocks that have an overall density of at least 500 people per square mile. Under certain conditions, less densely settled territory may be included, as determined by the Census Bureau.

Visit parks or natural areas—A visit to places accessible to the public and that are owned or leased by a governmental entity, nongovernmental organization, business, or a private individual or group such as an association or club.

Wildlife—Animals such as birds, fish, insects, mammals, amphibians, and reptiles that are living in natural or wild environments. Wildlife does not include animals living in aquariums, zoos, and other artificial surroundings or domestic animals such as farm animals or pets.

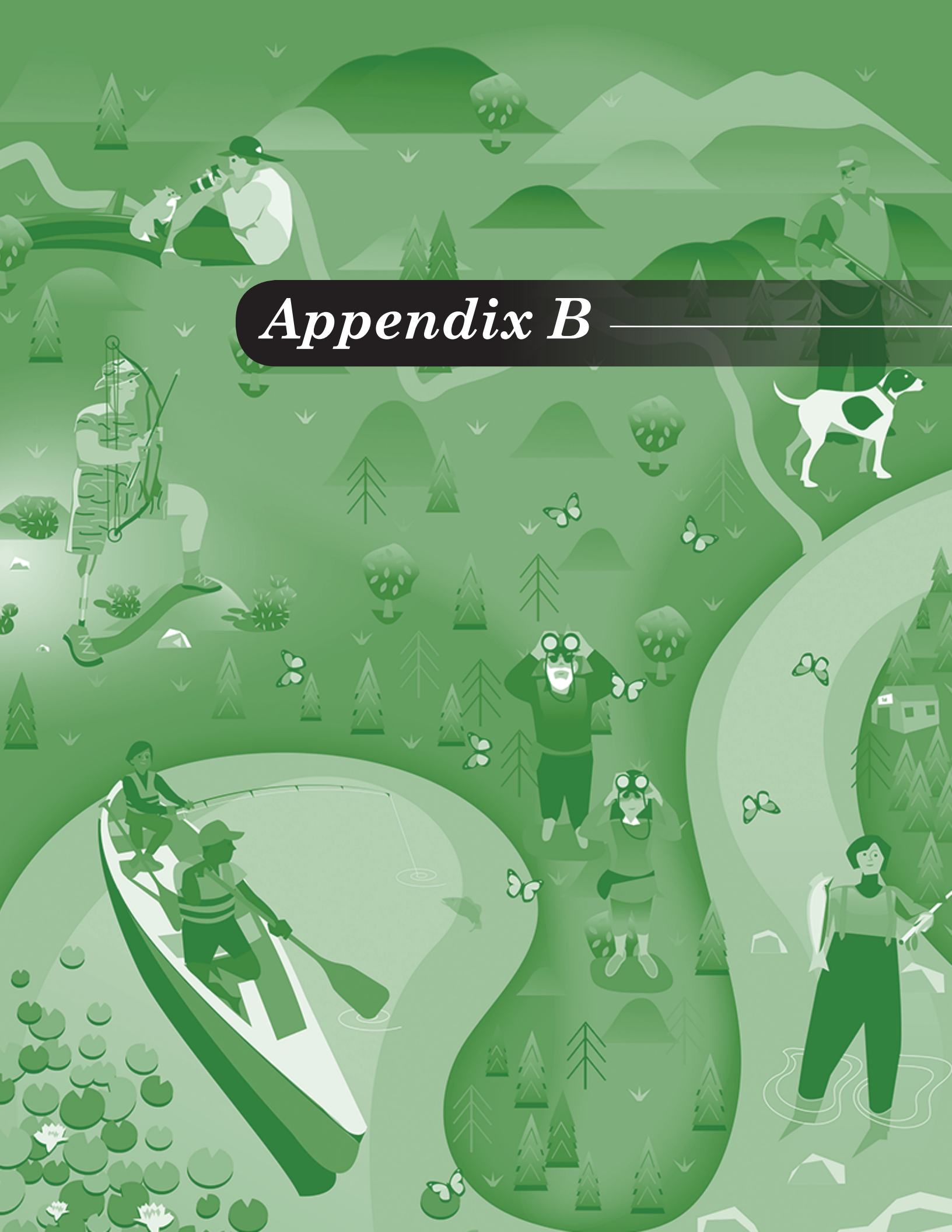
Wildlife observed, photographed, or fed—Examples of species that wildlife watchers observe, photograph, and/or feed are (1) *Wild birds*—songbirds such as cardinals, robins, warblers, jays, buntings, and sparrows; birds of prey such as hawks, owls, eagles, and falcons; waterfowl such as ducks, geese, and swans; other water birds such as shorebirds, herons, pelicans, and cranes; and other birds such as pheasants, turkeys, road runners, and woodpeckers; (2) *Land mammals*—large land mammals such as bears, bison, deer, moose, and elk; small land mammals such as squirrels, foxes, prairie dogs, and rabbits; (3) *Fish* such as salmon, sharks, and groupers; (4) *Marine mammals* such as whales, dolphins, and manatees; and (5) *Other wildlife* such as butterflies, turtles, spiders, and snakes.

Wildlife-related recreation—Recreational fishing, hunting, and wildlife watching.

Wildlife watching—There are six types of wildlife watching: (1) closely observing, (2) photographing, (3) feeding, (4) visiting parks or natural areas, (5) maintaining plantings, and (6) maintaining natural areas. These activities must be the primary purpose of the trip or the around-the-home undertaking.

Wildlife-watching equipment—Items owned primarily for observing, photographing, or feeding wildlife:

- Binoculars and spotting scopes
- Cameras, video cameras, special lenses, and other photographic equipment
- Film and developing
- Commercially prepared and packaged wild bird food
- Other bulk food used to feed wild birds
- Food for other wildlife
- Nest boxes, bird houses, feeders, and baths
- Day packs, carrying cases, and special clothing
- Other items such as field guides and maps



Appendix B

Appendix B. 2010 Participation of 6- to 15-Year-Olds: Data From Screening Interviews

The 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation was carried out in two phases. The first (or screening) phase began in April 2011. The main purpose of this phase was to collect information about all persons 16 years old and older in order to develop a sample of potential sportspersons and wildlife watchers for the second (or detailed) phase. However, information was also collected on the number of persons 6 to 15 years old who participated in wildlife-related recreation activities in 2010.

It is important to emphasize that the information reported from the 2011 screen relates to activity only up to and including 2010. Also, these data are reported by one household respondent speaking for all household members rather than the actual participants. In addition, these data are based on long-term recall (at least a 12-month recall), which has been found in Survey research (see *Investigation of Possible Recall/Reference Period Bias in National Surveys of Fishing, Hunting and Wildlife-Associated Recreation, December 1989, Westat, Inc.*) to add bias to the resulting estimates. In many cases, longer recall periods result in overestimating participation and expenditures for wildlife-related recreation.

Tables B-1 through B-4 report data on 6- to 15-year-old participants in 2010. Detailed expenditures and recreational activity data were not gathered for the 6- to 15-year-old participants.

Because of differences in methodologies of the screening and the detailed phases of the 2011 Survey, the estimates of the two phases are not comparable. Only participants 16 years old and older were eligible for the detailed phase. The screening phase covered activity for 2010 or earlier; the detailed phase has estimates for only 2011. The detailed phase was a series of interviews of the actual participants conducted at 4- and 8-month intervals. The screening phase was a single interview of one household respondent who reported household events with one year or more recall. The shorter recall period of the detailed phase enabled better data accuracy.

Table B-1. Wisconsin Residents 6 to 15 Years Old Participating in Fishing and Hunting Both Inside and Outside Wisconsin: 2010

(Population 6 to 15 years old. Numbers in thousands)

Sportspersons	Sportspersons 6 to 15 years old		
	Number	Percent of sportspersons	Percent of population
Total sportspersons	**353**	**100**	**50**
Total anglers	**295**	**84**	**42**
Fished only	*226	*64	*32
Fished and hunted	...	...	...
Total hunters	***127**	***36**	***18**
Hunted only	...	...	...
Hunted and fished	...	...	...

* Estimate based on a sample size of 10–29. ... Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses. Column showing percent of sportspersons is based on the "Total sportspersons" row. Column showing percent of population is based on the state population 6 to 15 years old, including those who did not fish or hunt. Data reported on this table are from screening interviews in which one adult household member responded for household members 6 to 15 years old. The screening interview required the respondent to recall 12 months worth of activity. Includes state residents who fished or hunted only in other countries.

Table B-2. Selected Characteristics of Wisconsin Resident Anglers and Hunters 6 to 15 Years Old: 2010

(Population 6 to 15 years old. Numbers in thousands)

Characteristic	Population		Sportspersons (fished or hunted)			Anglers			Hunters		
	Number	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent
Total persons	**707**	**100**	**353**	**50**	**100**	**295**	**42**	**100**	***127**	***18**	***100**
Population Density of Residence											
Urban	401	57	*172	*43	*49	*123	*31	*42	...	...	...
Rural	306	43	*180	*59	*51	*172	*56	*58	...	...	...
Population Size of Residence											
Metropolitan Statistical Area (MSA)	667	94	342	51	97	284	43	96	*127	*19	*100
1,000,000 or more	...	...	...	...	...	...	...	...	...	...	...
250,000 to 999,999	*136	*19	...	...	...	...	...	...	...	...	...
50,000 to 249,999	428	61	*236	*55	*67	*178	*42	*60	...	...	...
Outside MSA	...	...	...	...	...	...	...	...	...	...	...
Age											
6 to 8 years	*114	*16	...	...	...	...	...	...	...	...	...
9 to 11 years	*194	*27	*105	*54	*30	*105	*54	*35	...	...	...
12 to 15 years	399	56	*210	*52	*59	*152	*38	*51	...	...	...
Sex											
Male	380	54	*212	*56	*60	*204	*54	*69	...	...	...
Female	328	46	*141	*43	*40	*91	*28	*31	...	...	...
Ethnicity											
Hispanic	...	...	...	...	...	...	...	...	...	...	...
Non-Hispanic	707	100	353	50	100	295	42	100	*127	*18	*100
Race											
White	586	83	338	58	96	280	48	95	*127	*22	*100
African American	...	...	...	...	...	...	...	...	...	...	...
All others	...	...	...	...	...	...	...	...	...	...	...
Annual Household Income											
Less than $20,000	...	...	...	...	...	...	...	...	...	...	...
$20,000 to $29,999	...	...	...	...	...	...	...	...	...	...	...
$30,000 to $39,999	...	...	...	...	...	...	...	...	...	...	...
$40,000 to $49,999	...	...	...	...	...	...	...	...	...	...	...
$50,000 to $74,999	*169	*24	...	...	...	...	...	...	...	...	...
$75,000 to $99,999	*110	*16	...	...	...	...	...	...	...	...	...
$100,000 or more	*167	*24	*87	*52	*25	*79	*47	*27	...	...	...
Not reported	*137	*19	...	...	...	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. ... Sample size too small (less than 10) to report data reliably.

Note: Percent who participated columns show the percent of each row's population who participated in the activity named by the column (the percent of those living in urban areas who wildlife watched, etc.). Remaining percent columns show the percent of each column's participants who are described by the row heading (the percent of wildlife watchers who lived in urban areas, etc.). Data reported on this table are from screening interviews in which one adult household member responded for household members 6 to 15 years old. The screening interview required the respondent to recall 12 months worth of activity. Includes state residents who wildlife watched only in other countries.

Table B-3. Wisconsin Residents 6 to 15 Years Old Participating in Wildlife Watching Both Inside and Outside Wisconsin: 2010

(Population 6 to 15 years old. Numbers in thousands)

Participants	Number	Percent of participants	Percent of population
Total participants	**419**	**100**	**59**
Away from home	*135	*32	*19
Around the home	419	100	59
Observe wildlife	360	86	51
Photograph wildlife	*98	*23	*14
Feed wild birds or other wildlife	*201	*48	*28
Maintain plantings or natural areas	...	...	...

* Estimate based on a sample size of 10–29. ... Sample size too small (less than 10) to report data reliably.

Note: Detail does not add to total because of multiple responses. The column showing percent of participation is based on total participants. The column showing percent of population is based on the state population 6 to 15 years old, including those who did not participate in wildlife watching. Data reported on this table are from screening interviews in which one adult household member responded for all household members 6 to 15 years old. The screening interview required the respondent to recall 12 months worth of activity. Includes persons who wildlife watched only in other countries.

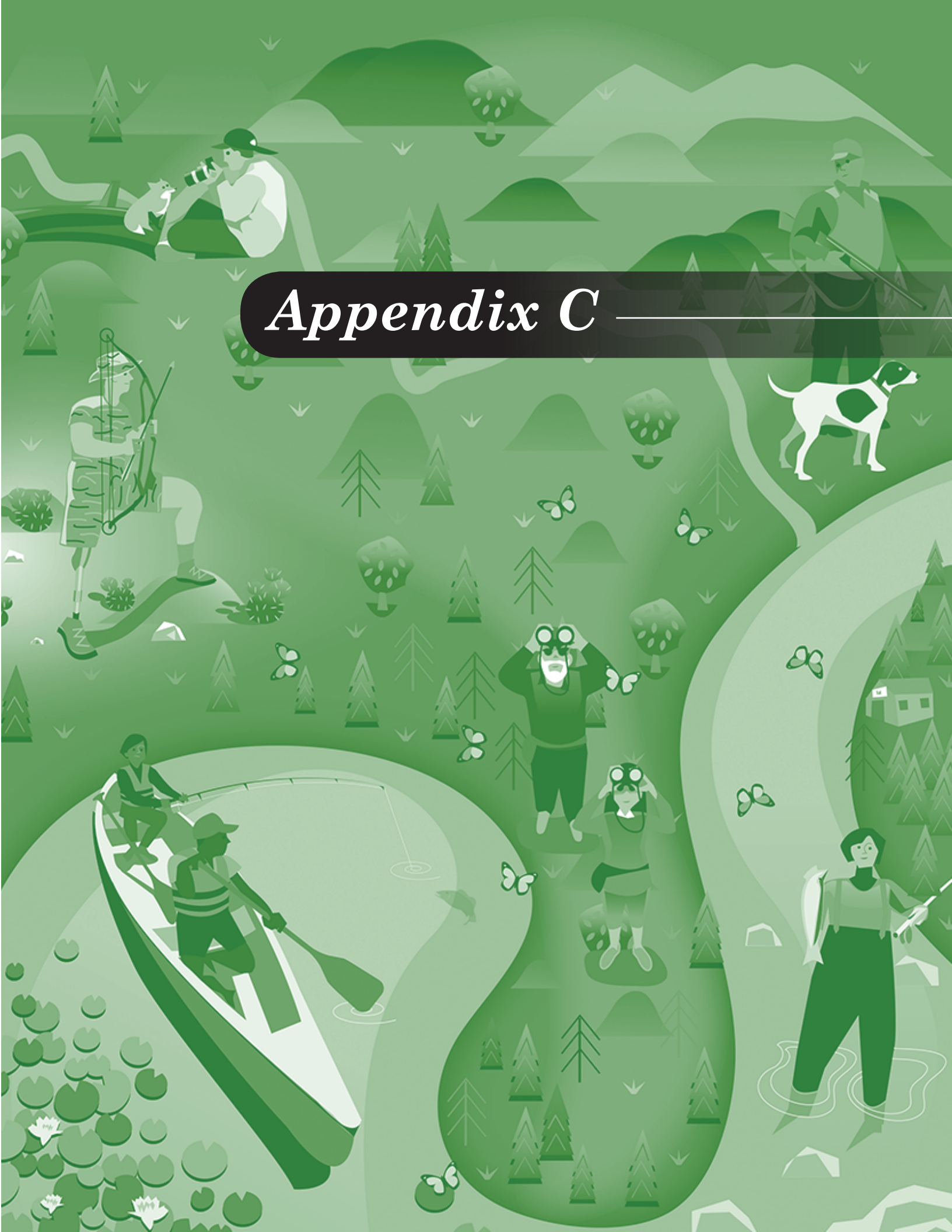
Table B-4. Selected Characteristics of Wisconsin Resident Wildlife Watchers 6 to 15 Years Old: 2010

(Population 6 to 15 years old. Numbers in thousands)

Characteristic	Population		Total wildlife watchers			Away from Home			Around the home		
	Number	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent	Number	Percent who participated	Percent
Total persons	**707**	**100**	**419**	**59**	**100**	***135**	***19**	***100**	**419**	**59**	**100**
Population Density of Residence											
Urban	401	57	*237	*59	*57	*61	*15	*45	*237	*59	*57
Rural	306	43	*182	*59	*43	*75	*24	*55	*182	*59	*43
Population Size of Residence											
Metropolitan Statistical Area (MSA)	667	94	419	63	100	*135	*20	*100	419	63	100
1,000,000 or more	...	...	...	...	...	...	...	...	...	...	...
250,000 to 999,999	*136	*19	*102	*75	*24	...	...	...	*102	*75	*24
50,000 to 249,999	428	61	*248	*58	*59	*57	*13	*42	*248	*58	*59
Outside MSA	...	...	...	...	...	...	...	...	...	...	...
Age											
6 to 8 years	*114	*16	...	...	...	...	...	...	...	...	...
9 to 11 years	*194	*27	*145	*74	*35	...	...	...	*145	*74	*35
12 to 15 years	399	56	*246	*62	*59	...	...	...	*246	*62	*59
Sex											
Male	380	54	*220	*58	*52	...	...	...	*220	*58	*52
Female	328	46	*199	*61	*48	*58	*18	*43	*199	*61	*48
Ethnicity											
Hispanic	...	...	...	...	...	...	...	...	...	...	...
Non-Hispanic	707	100	419	59	100	*135	*19	*100	419	59	100
Race											
White	586	83	372	63	89	*116	*20	*86	372	63	89
African American	...	...	...	...	...	...	...	...	...	...	...
All others	...	...	...	...	...	...	...	...	...	...	...
Annual Household Income											
Less than $20,000	...	...	...	...	...	...	...	...	...	...	...
$20,000 to $29,999	...	...	...	...	...	...	...	...	...	...	...
$30,000 to $39,999	...	...	...	...	...	...	...	...	...	...	...
$40,000 to $49,999	...	...	...	...	...	...	...	...	...	...	...
$50,000 to $74,999	*169	*24	*139	*83	*33	...	...	...	*139	*83	*33
$75,000 to $99,999	*110	*16	...	...	...	...	...	...	...	...	...
$100,000 or more	*167	*24	*104	*62	*25	...	...	...	*104	*62	*25
Not reported	*137	*19	...	...	...	...	...	...	...	...	...

* Estimate based on a sample size of 10–29. ... Sample size too small (less than 10) to report data reliably.

Note: Percent who participated columns show the percent of each row's population who participated in the activity named by the column (the percent of those living in urban areas who fished, etc.). Remaining percent columns show the percent of each column's participants who are described by the row heading (the percent of anglers who lived in urban areas, etc.). Data reported on this table are from screening interviews in which one adult household member responded for household members 6 to 15 years old. The screening interview required the respondent to recall 12 months worth of activity. Includes state residents who fished or hunted only in other countries.



Appendix C

Appendix C. Significant Methodological Changes From Previous Surveys and Regional Trends

This appendix provides a description of data collection changes and national and regional trend information based on the 1991, 1996, 2001, 2006, and 2011 Surveys. Since these five surveys used similar methodologies, their published information is directly comparable.

Significant Methodological Differences

The most significant design differences in the five Surveys are as follows:

1. The 1991 Survey data was collected by interviewers filling out paper questionnaires. The data entries were keyed in a separate operation after the interview. The 1996, 2001, 2006, and 2011 Survey data were collected by the use of computer-assisted interviews. The questionnaires were programmed into computers, and the interviewer keyed in the responses at the time of the interview.

2. The 1991 Survey screening phase was conducted in January and February of 1991, when a household member of the sample households was interviewed on behalf of the entire household. The screening interviews for the 1996, 2001, and 2006 Surveys were conducted April through June of their survey years in conjunction with the first wave of the detailed interviews. The 2011 Survey also conducted screening interviews and the first detailed interviews April through June of 2011, but furthermore had an additional screening and detailed effort from February 2012 to the end of May 2012. The April–June 2011 screening effort had a high noncontact rate because of poor results using sample telephone numbers obtained from a private firm. Census went back to the noncontacted component of the original sample in February-May 2012 and interviewed a subsample, requiring annual recall for those respondents. The Wave 3 screen sample was 12,484 of the total 48,600 household screen sample. A modification of the 2011 sampling scheme was to oversample counties that had relatively high proportions of hunting license purchases.

The screening interviews for all five Surveys consisted primarily of demographic questions and wildlife-related recreation questions concerning activity in the previous year (1990, 1995, etc.) and intentions for recreating in the survey year.

In the 1991 Survey, an attempt was made to contact every sample person in all three detailed interview waves. In 1996, 2001, 2006, and 2011 respondents who were interviewed in the first detailed interview wave were not contacted again until the third wave (unless they were part of the other subsample, i.e., a respondent in both the sportsperson and wildlife watching subsamples could be in the first and third wave of sportsperson interviewing and the second and third wave of wildlife watching interviewing). Also, all interviews in the second wave were conducted only by telephone. In-person interviews were only conducted in the first and third waves. The 2011 wave 3 screen phase was composed of both telephone and in-person interviews.

Section I. Important Instrument Changes in the 1996 Survey

1. The 1991 Survey collected information on all wildlife-related recreation purchases made by participants without reference to where the purchase was made. The 1996 Survey asked in which state the purchase was made.

2. In 1991, respondents were asked what kind of fishing they did, i.e., Great Lakes, other freshwater, or saltwater, and then were asked in what states they fished. In 1996, respondents were asked in which states they fished and then were asked what kind of fishing they did. This method had the advantage of not asking about, for example, saltwater fishing when they only fished in a noncoastal state.

3. In 1991, respondents were asked how many days they "actually" hunted or fished for a particular type of game or fish and then how many days they "chiefly" hunted or fished for the same type of game or fish rather than another type of game or fish. To get total days of hunting or fishing for a particular type of game or fish, the "actually" day response was used, while to get the sum of all days of hunting or fishing, the "chiefly" days were summed. In 1996, respondents were asked their total days of hunting or fishing in the country and each state, then how many days they hunted or fished for a particular type of game or fish.

4. Trip-related and equipment expenditure categories were not the same for all Surveys. "Guide fee" and "Pack trip or package fee" were two separate trip-related expenditure items in 1991, while they were combined into one category in the 1996 Survey. "Boating costs" was added to the 1996 hunting and wildlife-watching trip-related expenditure sections. "Heating and cooking fuel" was added to all of the trip-related expenditure sections. "Spearfishing equipment"

was moved from a separate category to the "other" list. "Rods" and "Reels" were two separate categories in 1991 but were combined in 1996. "Lines, hooks, sinkers, etc." was one category in 1991 but split into "Lines" and "Hooks, sinkers, etc." in 1996. "Food used to feed other wildlife" was added to the wildlife-watching equipment section, "Boats" and "Cabins" were added to the wildlife-watching special equipment section, and "Land leasing and ownership" was added to the wildlife-watching expenditures section.

5. Questions asking sportspersons if they participated as much as they wanted were added in 1996. If the sportspersons said no, they were asked why not.

6. The 1991 Survey included questions about participation in organized fishing competitions; anglers using bows and arrows, nets or seines, or spearfishing; hunters using pistols or handguns and target shooting in preparation for hunting. These questions were not asked in 1996.

7. The 1996 Survey included questions about catch and release fishing and persons with disabilities participating in wildlife-related recreation. These questions were not part of the 1991 Survey.

8. The 1991 Survey included questions about average distance traveled to recreation sites. These questions were not included in the 1996 Survey.

9. The 1996 Survey included questions about the last trip the respondent took. Included were questions about the type of trip, where the activity took place, and the distance and direction to the site visited. These questions were not asked in 1991.

10. The 1991 Survey collected data on hunting, fishing, and wildlife watching by U.S. residents in Canada. The 1996 Survey collected data on fishing and wildlife-watching by U.S. residents in Canada.

Section II. Important Instrument Changes in the 2001 Survey

1. The 1991 and 1996 single race category "Asian or Pacific Islander" was changed to two categories "Asian" and "Native Hawaiian or Other Pacific Islander." In 1991 and 1996, the respondent was required to pick only one category, while in 2001 the respondent could pick any combination of categories. The next question stipulated that the respondent could only be identified with one category and then asked what that category was.

2. The 1991 and 1996 land leasing and ownership sections asked the respondent to combine the two types of land use into one and give total acreage and expenditures. In 2001, the two types of land use were explored separately.

3. The 1991 and 1996 wildlife-watching sections included questions on birdwatching for around-the-home participants only. The 2001 Survey added a question on birdwatching for away-from-home participants. Also, questions on the use of birding life lists and how many species the respondent can identify were added.

4. "Recreational vehicles" was added to the sportspersons and wildlife-watchers special equipment section. "House trailer" was added to the sportspersons special equipment section.

5. Total personal income was asked in the detailed phase of the 1996 Survey. This was changed to total household income in the 2001 Survey.

6. A question was added to the trip-related expenditures section to ascertain how much of the total was spent in the respondent's state of residence when the respondent participated in hunting, fishing, or wildlife watching out-of-state.

7. Boating questions were added to the fishing section. The respondent was asked about the extent of boat usage for the three types of fishing.

8. The 1996 Survey included questions about the months around-the-home wildlife watchers fed birds. These questions were not repeated in the 2001 Survey.

9. The contingent valuation sections of the three types of wildlife-related recreation were altered, using an open-ended question format instead of 1996's dichotomous choice format.

Section III. Important Instrument Changes in the 2006 Survey

1. A series of boating questions was added. The new questions dealt with anglers using motorboats and/or nonmotorboats, length of boat used most often, distance to boat launch used most often, needed improvements to facilities at the launch, whether or not the respondent completed a boating safety course, who the boater fished with most often, and the source and type of information the boater used for his or her fishing.

2. Questions regarding catch and release fishing were added. They were whether or not the respondent caught and released fish and, if so, the percent of fish released.

3. The proportion of hunting done with a rifle or shotgun, as contrasted with muzzleloader or archery equipment, was asked.

4. In the contingent valuation section, where the value of wildlife-related recreation was determined, two quality-variable questions were added: the average length of certain fish caught and whether a deer, elk, or moose was killed. Plus the economic evaluation bid questions were rephrased, from "What is the most your [species] hunting in [State name] could have cost you per trip last year before you would NOT have gone [species] hunting at all in 2001, not even one trip, because it would have been too expensive?", for the hunters, for example, to "What is the cost that would have prevented you from taking even one such trip in 2006? In other words, if the trip cost was below this amount, you would have gone [species] hunting in [State name], but if the trip cost was above this amount, you would not have gone."

5. Questions concerning hunting, fishing, or wildlife watching in other countries were taken out of the Survey.

6. Questions about the reasons for not going hunting or fishing, or not going as much as expected, were deleted.

7. Disability of participants questions were taken out.

8. Determination of the types of sites for wildlife watching was discontinued.

9. The birding questions regarding the use of birding life lists and the ability to identify birds based on their sight or sounds were deleted.

10. Public transportation costs were divided into two sections, "public transportation by airplane" and "other public transportation, including trains, buses, and car rentals, etc.".

Section IV. Important Instrument Changes in the 2011 Survey

1. The series of boating questions added in 2006 was deleted.

2. Questions about target shooting and the usage of a shooting range in preparation for hunting were added. The types of weapon used at the shooting range were quantified.

3. Questions about plantings expenditures for the purpose of hunting were added.

4. "Feral pig" was recategorized from big game to other animals for all states except Hawaii.

5. "Ptarmigan" was included as its own small game category, instead of lumped in "other."

6. In previous Surveys, "Moose" was included as its own category only for Alaska. For 2011, "Moose" was included as its own big game category, instead of lumped in "other," for all fifty states.

7. In previous Surveys, "Wolf" was included as its own category only for Alaska. For 2011, "Wolf" was included as its own other animal category, instead of lumped in "other," for all fifty states.

8. The household income categories were modified. The top categories were changed from "$100,000 or more" to "$100,000 to $149,999" and "$150,000 or more."

9. The "Steelhead" category was deleted from the saltwater fish species section, with the idea that it would be included in "other."

10. The 2006 around-the-home wildlife-watching category that quantified visitors of "public parks or areas" was rewritten to wildlife watching at "parks or natural areas." This change was to make clear that respondents should include recreating at quasi-governmental and private areas.

11. The 2006 wildlife watching equipment category "Film and developing" was rewritten to "Film and photo processing."

Regional Trends

This trends section covers the period from 1991 to 2011. The 1991, 1996, 2001, 2006, and 2011 Surveys used similar methodologies, making all published information for the five Surveys directly comparable.

Table C-1a. Comparison of Wildlife-Related Recreation in the United States: 1991–1996

(U.S. population 16 years old and older. Numbers in thousands. All expenditures in 2011 dollars. 1996 expenditures categories made comparable to 1991)

Participants, days, and expenditures	1991 (number)	1996 (number)	1991–1996 percent change
Hunting			
Hunters, total	14,063	13,975	[NS]–1
Hunting days, total	235,806	256,676	[NS]9
Hunting expenditures, total	$20,399,152	$29,259,999	43
Fishing			
Anglers, total	35,578	35,246	[NS]–1
Fishing days, total	511,329	625,893	22
Fishing expenditures, total	$39,669,337	$54,224,581	37
Wildlife Watching			
Wildlife watchers, total	76,111	62,868	–17
Around the home	73,904	60,751	–18
Away from home	29,999	23,652	–21
Wildlife-watching days, away from home	342,406	313,790	[NS]–8
Wildlife-watching expenditures, total	$30,574,499	$36,924,875	21

[NS] Not different from zero at the 5 percent level of significance.

Table C-1b. Comparison of Wildlife-Related Recreation in the United States: 1996–2001

(U.S. population 16 years old and older. Numbers in thousands. All expenditures in 2011 dollars. 1996 and 2001 expenditures categories made comparable to 1991)

Participants, days, and expenditures	1996 (number)	2001 (number)	1996–2001 percent change
Hunting			
Hunters, total	13,975	13,034	–7
Hunting days, total	256,676	228,368	–11
Hunting expenditures, total	$29,259,999	$25,993,960	[NS]–11
Fishing			
Anglers, total	35,246	34,071	–3
Fishing days, total	625,893	557,394	–11
Fishing expenditures, total	$54,224,581	$45,076,739	–17
Wildlife Watching			
Wildlife watchers, total	62,868	66,105	5
Around the home	60,751	62,928	4
Away from home	23,652	21,823	–8
Wildlife-watching days, away from home	313,790	372,006	19
Wildlife-watching expenditures, total	$36,924,875	$42,904,872	16

[NS] Not different from zero at the 5 percent level of significance.

Table C-1c. Comparison of Wildlife-Related Recreation in the United States: 2001–2006

(U.S. population 16 years old and older. Numbers in thousands. All expenditures in 2011 dollars. 2001 and 2006 expenditures categories made comparable to 1991)

Participants, days, and expenditures	2001 (number)	2006 (number)	2001–2006 percent change
Hunting			
Hunters, total	13,034	12,510	[NS]–4
Hunting days, total	228,368	219,925	[NS]–4
Hunting expenditures, total	$25,993,960	$25,265,523	[NS]–3
Fishing			
Anglers, total	34,071	29,952	–12
Fishing days, total	557,394	516,781	–7
Fishing expenditures, total	$45,076,739	$46,909,364	[NS]4
Wildlife Watching			
Wildlife watchers, total	66,105	71,132	8
Around the home	62,928	67,756	8
Away from home	21,823	22,977	[NS]5
Wildlife-watching days, away from home	372,006	352,070	[NS]–5
Wildlife-watching expenditures, total	$42,904,872	$40,023,078	[NS]–7

[NS] Not different from zero at the 5 percent level of significance.

Table C-1d. Comparison of Wildlife-Related Recreation in the United States: 2006–2011

(U.S. population 16 years old and older. Numbers in thousands. All expenditures in 2011 dollars. 2006 and 2011 expenditures categories made comparable to 1991)

Participants, days, and expenditures	2006 (number)	2011 (number)	2006–2011 percent change
Hunting			
Hunters, total	12,510	13,674	9
Hunting days, total	219,925	281,884	28
Hunting expenditures, total	$25,265,523	$32,579,640	29
Fishing			
Anglers, total	29,952	33,112	11
Fishing days, total	516,781	553,841	[NS]7
Fishing expenditures, total	$46,909,364	$41,624,599	[NS]–11
Wildlife Watching			
Wildlife watchers, total	71,132	71,776	[NS]1
Around the home	67,756	68,598	[NS]1
Away from home	22,977	22,496	[NS]–2
Wildlife-watching days, away from home	352,070	335,625	[NS]–5
Wildlife-watching expenditures, total	$40,023,078	$43,636,608	[NS]9

[NS] Not different from zero at the 5 percent level of significance.

Table C-1e. Comparison of Wildlife-Related Recreation in the United States: 1991–2011

(U.S. population 16 years old and older. Numbers in thousands. All expenditures in 2011 dollars. 2011 expenditures categories made comparable to 1991)

Participants, days, and expenditures	1991 (number)	2011 (number)	1991–2011 percent change
Hunting			
Hunters, total	14,063	13,674	[NS]–3
Hunting days, total	235,806	281,884	20
Hunting expenditures, total	$20,399,152	$32,579,640	60
Fishing			
Anglers, total	35,578	33,112	–7
Fishing days, total	511,329	553,841	8
Fishing expenditures, total	$39,669,337	$41,624,599	[NS]5
Wildlife Watching			
Wildlife watchers, total	76,111	71,776	–6
Around the home	73,904	68,598	–7
Away from home	29,999	22,496	–25
Wildlife-watching days, away from home	342,406	335,625	[NS]–2
Wildlife-watching expenditures, total	$30,574,499	$43,636,608	43

[NS] Not different from zero at the 5 percent level of significance.

Table C-2. Anglers and Hunters by Census Division: 1991, 1996, 2001, 2006, and 2011

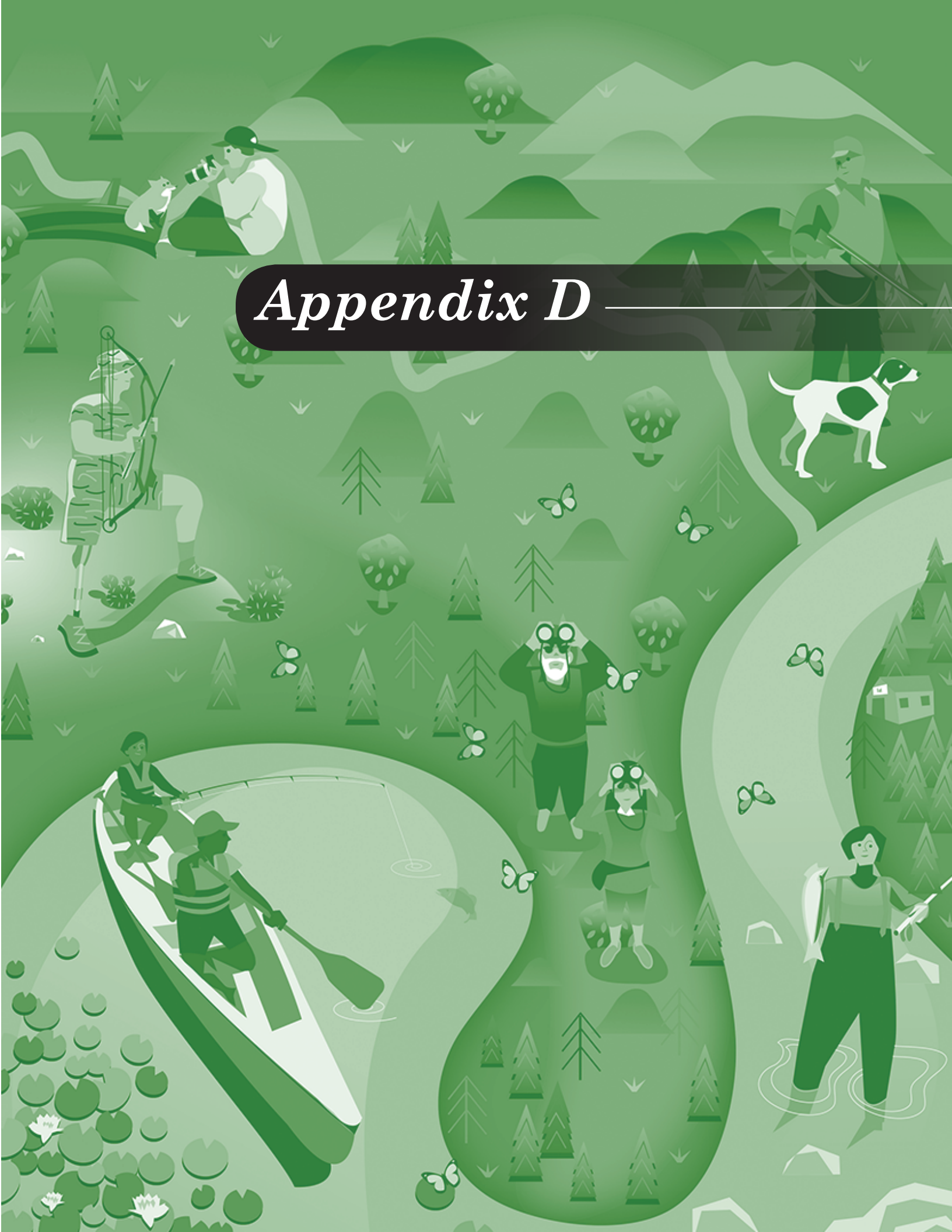
(U.S. population 16 years old and older. Numbers in thousands)

Area and sportsperson	1991		1996		2001		2006		2011	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
UNITED STATES										
Total population	189,964	100	201,472	100	212,298	100	229,245	100	239,313	100
Sportspersons	39,979	21	39,694	20	37,805	18	33,916	15	37,397	16
Anglers	35,578	19	35,246	17	34,067	16	29,952	13	33,112	14
Hunters	14,063	7	13,975	7	13,034	6	12,510	5	13,674	6
New England										
Total population	10,180	100	10,306	100	10,575	100	11,233	100	11,593	100
Sportspersons	1,658	16	1,673	16	1,504	14	1,353	12	1,441	12
Anglers	1,545	15	1,520	15	1,402	13	1,246	11	1,355	12
Hunters	444	4	465	5	386	4	374	3	420	4
Middle Atlantic										
Total population	29,216	100	29,371	100	29,806	100	31,518	100	32,392	100
Sportspersons	4,508	15	4,192	14	3,810	13	3,214	10	3,966	12
Anglers	3,871	13	3,627	12	3,250	11	2,550	8	3,496	11
Hunters	1,746	6	1,453	5	1,633	5	1,520	5	1,558	5
East North Central										
Total population	32,188	100	33,121	100	34,082	100	35,609	100	36,199	100
Sportspersons	7,202	22	6,912	21	6,400	19	5,975	17	6,766	19
Anglers	6,264	19	6,006	18	5,655	17	5,190	15	5,861	16
Hunters	2,789	9	2,712	8	2,421	7	2,376	7	2,688	7
West North Central										
Total population	13,504	100	13,875	100	14,430	100	15,458	100	15,860	100
Sportspersons	4,143	31	3,977	29	4,239	29	3,836	25	3,980	25
Anglers	3,647	27	3,416	25	3,836	27	3,284	21	3,591	23
Hunters	1,709	13	1,917	14	1,710	12	1,779	12	1,661	10
South Atlantic										
Total population	33,682	100	36,776	100	39,286	100	43,965	100	46,417	100
Sportspersons	6,996	21	7,282	20	6,957	18	6,633	15	6,749	15
Anglers	6,441	19	6,636	18	6,451	16	6,116	14	6,163	13
Hunters	2,083	6	2,050	6	1,875	5	1,884	4	1,870	4
East South Central										
Total population	11,667	100	12,459	100	12,976	100	13,722	100	14,206	100
Sportspersons	2,984	26	2,907	23	2,865	22	2,689	20	3,010	21
Anglers	2,635	23	2,514	20	2,543	20	2,436	18	2,444	17
Hunters	1,279	11	1,301	10	1,164	9	1,101	8	1,531	11
West South Central										
Total population	19,926	100	21,811	100	23,337	100	25,407	100	27,195	100
Sportspersons	5,125	26	5,093	23	4,924	21	4,499	18	4,855	18
Anglers	4,592	23	4,616	21	4,375	19	3,952	16	4,298	16
Hunters	1,843	9	1,812	8	1,988	9	1,810	7	1,909	7
Mountain										
Total population	10,092	100	11,966	100	13,308	100	15,651	100	17,013	100
Sportspersons	2,488	25	2,761	23	2,757	21	2,372	15	2,976	17
Anglers	2,079	21	2,411	20	2,443	18	2,084	13	2,586	15
Hunters	1,069	11	1,061	9	1,020	8	868	6	1,043	6
Pacific										
Total population	29,508	100	31,787	100	34,498	100	36,681	100	38,438	100
Sportspersons	4,875	17	4,897	15	4,349	13	3,345	9	3,654	10
Anglers	4,505	15	4,501	14	4,111	12	3,094	8	3,319	9
Hunters	1,101	4	1,203	4	837	2	798	2	996	3

Table C-3. Wildlife-Watching Participants by Census Division: 1991, 1996, 2001, 2006, and 2011

(U.S. population 16 years old and older. Numbers in thousands)

Area and wildlife watcher	1991		1996		2001		2006		2011	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
UNITED STATES										
Total population	189,964	100	201,472	100	212,298	100	229,245	100	239,313	100
Total wildlife watchers	76,111	40	62,868	31	66,105	31	71,132	31	71,776	30
Away from home	29,999	16	23,652	12	21,823	10	22,977	10	22,496	9
Around the home	73,904	39	60,751	30	62,928	30	67,756	30	68,598	29
New England										
Total population	10,180	100	10,306	100	10,575	100	11,233	100	11,593	100
Total wildlife watchers	4,598	45	3,710	36	3,875	37	4,489	40	3,954	34
Away from home	1,856	18	1,443	14	1,155	11	1,340	12	1,187	10
Around the home	4,544	45	3,586	35	3,765	36	4,310	38	3,858	33
Middle Atlantic										
Total population	29,216	100	29,371	100	29,806	100	31,518	100	32,392	100
Total wildlife watchers	10,556	36	8,185	28	8,740	29	8,723	28	9,118	28
Away from home	4,166	14	2,960	10	2,849	10	2,729	9	2,561	8
Around the home	10,282	35	8,023	27	8,452	28	8,451	27	8,744	27
East North Central										
Total population	32,188	100	33,121	100	34,082	100	35,609	100	36,199	100
Total wildlife watchers	14,511	45	11,731	35	11,631	34	12,215	34	12,840	35
Away from home	5,572	17	4,501	14	3,571	10	3,792	11	3,168	9
Around the home	14,175	44	11,297	34	11,196	33	11,845	33	12,492	35
West North Central										
Total population	13,504	100	13,875	100	14,430	100	15,458	100	15,860	100
Total wildlife watchers	6,924	51	5,089	37	6,206	43	6,741	44	5,479	35
Away from home	2,654	20	1,927	14	2,059	14	2,163	14	1,783	11
Around the home	6,722	50	4,900	35	5,938	41	6,447	42	5,201	33
South Atlantic										
Total population	33,682	100	36,776	100	39,286	100	43,965	100	46,417	100
Total wildlife watchers	13,047	39	11,252	31	11,395	29	12,862	29	13,315	29
Away from home	4,450	13	3,992	11	3,469	9	3,208	7	4,393	9
Around the home	12,813	38	10,964	30	10,911	28	12,432	28	12,767	28
East South Central										
Total population	11,667	100	12,459	100	12,976	100	13,722	100	14,206	100
Total wildlife watchers	4,864	42	3,904	31	4,514	35	4,931	36	4,663	33
Away from home	1,592	14	1,118	9	1,086	8	1,758	13	1,456	10
Around the home	4,765	41	3,795	30	4,390	34	4,683	34	4,394	31
West South Central										
Total population	19,926	100	21,811	100	23,337	100	25,407	100	27,195	100
Total wildlife watchers	7,035	35	5,933	27	5,747	25	6,764	27	7,164	26
Away from home	2,459	12	2,096	10	1,822	8	2,127	8	1,728	6
Around the home	6,817	34	5,773	26	5,490	24	6,319	25	7,087	26
Mountain										
Total population	10,092	100	11,966	100	13,308	100	15,651	100	17,013	100
Total wildlife watchers	4,437	44	4,099	34	4,619	35	4,968	32	5,189	30
Away from home	2,215	22	1,967	16	2,019	15	2,004	13	2,230	13
Around the home	4,145	41	3,855	32	4,282	32	4,605	29	4,716	28
Pacific										
Total population	29,508	100	31,787	100	34,498	100	36,681	100	38,438	100
Total wildlife watchers	10,139	34	8,966	28	9,377	27	9,439	26	10,054	26
Away from home	5,035	17	3,648	11	3,793	11	3,856	11	3,990	10
Around the home	9,641	33	8,558	27	8,504	25	8,664	24	9,337	24



Appendix D

Appendix D. Sample Design and Statistical Accuracy

This appendix is presented in two parts. The first part is the U.S. Census Bureau Source and Accuracy Statement. This statement describes the sampling design for the 2011 Survey and highlights the steps taken to produce estimates from the completed questionnaires. The statement explains the use of standard errors and confidence intervals. It also provides comprehensive information about errors characteristic of surveys and formulas and parameters to calculate an approximate standard error or confidence interval for each number published in this report. The second part, Tables D-1 through D-9, reports estimates and approximate standard errors for selected measures of participation and expenditures for wildlife-related recreation.

Source and Accuracy Statement for the Wisconsin State Report of the *2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*

SOURCE OF DATA

The estimates in this report are based on data collected in the *2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* (FHWAR) conducted by the Census Bureau and sponsored by the U.S. Fish and Wildlife Service.

The eligible universe for the FHWAR is the civilian noninstitutionalized and nonbarrack military population living in the United States. The institutionalized population, which is excluded from the population universe, is composed primarily of the population in correctional institutions and nursing homes (98 percent of the 4 million institutionalized people in Census 2010).

The 2011 FHWAR was designed to provide state-level estimates of the number of participants in recreational hunting and fishing and in wildlife watching activities (e.g., wildlife observation). Information was collected on the number of participants, where and how often they participated, the type of wildlife encountered, and the amounts of money spent on wildlife-related recreation.

The survey was conducted in two stages: an initial screening of households to identify likely sportspersons and wildlife-watching participants and a series of follow-up interviews of selected persons to collect detailed data about their wildlife-related recreation during 2011.

SAMPLE DESIGN

The 2011 FHWAR sample was selected from the Census Bureau's master address file (MAF).

The FHWAR is a multistage probability sample, with coverage in all 50 states and the District of Columbia.[1] In the first stage of the sampling process, primary sampling units (PSUs) are selected for sample. The PSUs are defined to correspond to the Office of Management and Budget definitions of Core Based Statistical Area definitions and to improve efficiency in field operations. The United States is divided into 2,025 PSUs. These PSUs are grouped into 824 strata. Within each stratum, a single PSU is chosen for the sample, with its probability of selection proportional to its population as of the 2000 decennial census. This PSU represents the entire stratum from which it was selected. In the case of strata consisting of only one PSU, the PSU is chosen with certainty.

Within the selected PSUs, the FHWAR sample was selected from the MAF.

FHWAR Screening Sample

The total screening sample in Wisconsin consisted of **415** households. Interviewing for the screen was conducted during April, May, and June 2011. Due to a high noncontact rate, an additional personal visit screening interview, for a subsample of noncontact cases, occurred again in February, March, April, or May 2012. Of all housing units in sample, about **365** were determined to be eligible for interview. Interviewers obtained interviews at **288** of these units for a Wisconsin response rate of **79** percent.[2] Wisconsin's weighted response rate was **82** percent. The interviewers asked screening questions for all household members 6 years old and older. Noninterviews occur when the occupants are not found at home after repeated calls or are unavailable for some other reason.

Data for the FHWAR sportspersons sample and wildlife-watchers sample were collected in three waves.[3] The first wave started in April 2011, the second in September 2011, and the third in January 2012. In the sportspersons sample, all persons who hunted or fished in 2011 by the time of the screening interview were interviewed in the first wave. The remaining sportspersons in sample were interviewed in the second wave. The reference period was the preceding 4 months for waves 1 and 2. In wave 3, the reference period was either 4, 8, or 12 months depending on when the sample person was first interviewed.

[1] The sample size in the District of Columbia (D.C.) is not of sufficient size to produce reliable estimates for only D.C. The sample responses from D.C. are included in the U.S. totals for complete coverage of the U.S. (excluding Puerto Rico and the U.S. Virgin Islands).

[2] Response rates are calculated by using APPOR's RR2 formula.

[3] The sample cases selected due to high noncontact rates were only interviewed once. They received a screener and if they had some form of participation a detailed questionnaire. These participants did not get three waves of interviewing. The reference period for these sampled cases was between 13 and 16 months.

Detailed Samples

Two independent detailed samples were chosen from the FHWAR screening sample. One consisted of sportspersons (people who hunt or fish) and the other of wildlife watchers (people who observe, photograph, or feed wildlife).

A. Sportspersons

The Census Bureau selected the detailed samples based on information reported during the screening phase. Based on information collected from the household respondent, every person 16 years old and older in the FHWAR screening sample was assigned to a sportspersons stratum. The criteria for the strata included time devoted to hunting or fishing in previous years, participation in hunting or fishing in 2011 by the time of the screening interview, and intentions to participate in hunting and fishing activities during the remainder of 2011.[4] The four sportspersons categories were:

1. *Active*—a person who had already participated in hunting or fishing in 2011 at the time of the screener interview.
2. *Likely*—a person who had not participated in 2011 at the time of the screener, but had participated in 2010 OR was likely to participate in 2011.
3. *Inactive*—a person who had not participated in 2010 or 2011 AND was somewhat unlikely to participate in 2011.
4. *Nonparticipant*—a person who had not participated in 2010 or 2011 AND was very unlikely to participate in 2011.

Due to the high noncontact rates in wave 1, all persons in the active, likely, and inactive groups were selected with certainty.

Active sportspersons were given the detailed interview twice—at the time of the screening interview (in April, May, or June 2011) and again in January or February 2012.[5] Likely sportspersons and inactive sportspersons were also interviewed twice—first in September or October 2011, then in January or February 2012. Persons in the nonparticipant group were not eligible for a detailed interview. About **220** persons were designated for interviews in Wisconsin. The detailed sportspersons sample sizes varied by state to get reliable state-level estimates. During each interview period, about **29** percent of the designated persons were not found at home or were unavailable for some other reason. Overall, about **156** detailed sportspersons interviews were completed at a response rate of **71** percent.

B. Wildlife Watchers

The wildlife-watching detailed sample was also selected based on information reported during the screening phase. Based on information collected from the household respondent, every person 16 years old and older was assigned to a stratum. The criteria for the strata included time devoted to wildlife watching activities in previous years, participation in wildlife watching activities in 2011 by the time of the screening interview, and intentions to participate in wildlife watching activities during the remainder of 2011.[6] The five wildlife-watching categories were:

1. *Active*—a person who had already participated in 2011 at the time of the screening interview.
2. *Avid*—a person who had not yet participated in 2011, but in 2010 had taken trips to participate in wildlife-watching activities for 21 or more days or had spent $300 or more.
3. *Average*—a person who had not yet participated in 2011, but in 2010 had taken trips to wildlife watch for less than 21 days and had spent less than $300 OR had not participated in wildlife-watching activities but was very likely to in the remainder of 2011.
4. *Infrequent*—a person who had not participated in 2010 or 2011, but was somewhat likely or somewhat unlikely to participate in the remainder of 2011.
5. *Nonparticipant*—a person who had not participated in 2010 or 2011 AND was very unlikely to participate during the remainder of 2011.

Persons were selected for the detailed sample based on these groupings, but persons in the nonparticipant group were not eligible for a detailed interview.

A subsample of each of the other groups was selected to receive a detailed interview with the chance of selection diminishing as the likelihood of participation diminished. Wildlife-watching participants were given the detailed interview twice.[7] Some received their first detailed interview at the same time as the screening interview (in April, May, or June 2011). The rest received their first detailed interview in September or October 2011. All wildlife-watching participants received their second interview in January or February 2012. Some respondents were given the screener and detailed interview in February, March, April, or May 2012. About **175** persons were designated for interviews in Wisconsin. The detailed wildlife-watching sample sizes varied by state to get reliable state-level estimates. During each interview period, about **24** percent of the designated persons were not found at home or were unavailable for some other reason. Overall, about **133** detailed wildlife watcher interviews were completed at a response rate of **76** percent.

ESTIMATION PROCEDURE

Several stages of adjustments were used to derive the final 2011 FHWAR person weights. A brief description of the major components of the weights is given below. All statistics for the population 6 to 15 years of age were derived from the screening interview. Statistics for the population 16 years old and older come from both the screening and detailed interviews. Estimates that come from the screening sample are presented in Appendix B.

[4] The sample cases selected due to high noncontact rates were not assigned a sportsperson stratum.

[5] The sample cases selected due to high noncontact rates were given the detailed sportsperson interview once.

[6] The sample cases selected due to high noncontact rates were not assigned a wildlife watcher stratum. Wildlife-watching participants in these cases were then subsampled into the detailed questionnaire.

[7] The sample cases selected due to high noncontact rates were given the detailed wildlife-watching interview once.

A. Screening Sample

Every interviewed person in the screening sample received a screening weight that was the product of the following factors:

1. *Base Weight*. The base weight is the inverse of the household's probability of selection.
2. *Household Noninterview Adjustment*. The noninterview adjustment inflates the weight assigned to interviewed households to account for households eligible for interview but for which no interview was obtained.
3. *First-Stage Adjustment*. The 824 areas designated for our samples were selected from 2,025 such areas of the United States. Some sample areas represent only themselves and are referred to as self-representing. The remaining areas represent other areas similar in selected characteristics and are thus designated non-self-representing. The first-stage factor reduces the component of variation arising from sampling the non-self-representing areas.
4. *Second-Stage Adjustment*. This adjustment brings the estimates of the total population into agreement with census-based estimates of the civilian noninstitutionalized and nonbarrack military populations for each state.

B. Sportspersons Sample

Every interviewed person in the sportspersons detailed sample received a weight that was the product of the following factors:

1. *Screening Weight*. This is the person's final weight from the screening sample.
2. *Sportspersons Stratum Adjustment*. This factor inflates the weights of persons selected for the detailed sample to account for the subsampling done within each sportsperson stratum.
3. *Sportspersons Noninterview Adjustment*. This factor adjusts the weights of the interviewed sportspersons to account for sportspersons selected for the detailed sample for whom no interview was obtained. A person was considered a noninterview if he or she was not interviewed in the third wave of interviewing.
4. *Sportspersons Ratio Adjustment Factor*. This is a ratio adjustment of the detailed sample to the screening sample within the sportspersons sampling strata. This adjustment brings the population estimates of persons aged 16 years old and older from the detailed sample into agreement with the same estimates from the screening sample, which was a much larger sample.

C. Wildlife-Watchers Sample

Every interviewed person in the wildlife-watchers detailed sample received a weight that was the product of the following factors:

1. *Screening Weight*. This is the person's final weight from the screening sample.
2. *Wildlife-Watchers Stratum Adjustment*. This factor inflates the weights of persons selected for the detailed sample to account for the subsampling done within each wildlife watcher stratum.
3. *Wildlife-Watchers Noninterview Adjustment*. This factor adjusts the weights of the interviewed wildlife-watching participants to account for wildlife watchers selected for the detailed sample for whom no interview was obtained. A person was considered a noninterview if he or she was not interviewed in the third wave of interviewing.
4. *Wildlife-Watchers Ratio Adjustment Factor*. This is a ratio adjustment of the detailed sample to the screening sample within the wildlife-watchers sampling strata. This adjustment brings the population estimates of persons aged 16 years old and older from the detailed sample into agreement with the same estimates from the screening sample, which was a much larger sample.

ACCURACY OF THE ESTIMATES

A sample survey estimate has two types of error: sampling and nonsampling. The accuracy of an estimate depends on both types of error. The nature of the sampling error is known given the survey design; the full extent of the nonsampling error is unknown.

NONSAMPLING ERROR

For a given estimator, the difference between the estimate that would result if the sample were to include the entire population and the true population value being estimated is known as nonsampling error. There are several sources of nonsampling error that may occur during the development or execution of the survey. It can occur because of circumstances created by the interviewer, the respondent, the survey instrument, or the way the data are collected and processed. For example, errors could occur because:

- The interviewer records the wrong answer, the respondent provides incorrect information, the respondent estimates the requested information, or an unclear survey question is misunderstood by the respondent (measurement error).
- Some individuals who should have been included in the survey frame were missed (coverage error).
- Responses are not collected from all those in the sample or the respondent is unwilling to provide information (nonresponse error).
- Values are estimated imprecisely for missing data (imputation error).
- Forms may be lost; data may be incorrectly keyed, coded, or recoded, etc. (processing error).

The Census Bureau employs quality control procedures throughout the production process, including the overall design of surveys, the wording

of questions, and the review of the work of interviewers and coders to minimize these errors. Two types of nonsampling error that can be examined to a limited extent are nonresponse and undercoverage.

Nonresponse. The effect of nonresponse cannot be measured directly, but one indication of its potential effect is the nonresponse rate. For the FHWAR screener interview in Wisconsin, the household-level nonresponse rate was **21** percent. The person-level nonresponse rate for the detailed sportsperson interview in Wisconsin was an additional **29** percent and for the wildlife watchers it was **24** percent. Since the screener nonresponse rate is a household-level rate and the detailed interview nonresponse rate is a person-level rate, we cannot combine these rates to derive an overall nonresponse rate. Since it is unlikely the nonresponding households to the FHWAR have the same number of persons as the households successfully interviewed, combining these rates would result in an overestimate of the "true" person-level overall nonresponse rate for the detailed interviews.

Coverage. Overall screener undercoverage is estimated to be about 13 percent. Ratio estimation to independent population controls, as described previously, partially corrects for the bias due to survey undercoverage. However, biases exist in the estimates to the extent that missed persons in missed households or missed persons in interviewed households have different characteristics from those of interviewed persons in the same age group.

Comparability of Data. Data obtained from the 2011 FHWAR and other sources are not entirely comparable. This results from differences in interviewer training and experience and in differing survey processes. This is an example of nonsampling variability not reflected in the standard errors. Therefore, caution should be used when comparing results from different sources. (See Appendix C.)

A Nonsampling Error Warning. Since the full extent of the nonsampling error is unknown, one should be particularly careful when interpreting results based on small differences between estimates. The Census Bureau recommends that data users incorporate information about nonsampling errors into their analyses, as nonsampling error could impact the conclusions drawn from the results. Caution should also be used when interpreting results based on a relatively small number of cases. Summary measures (such as medians and percentage distributions) probably do not reveal useful information when computed on a subpopulation smaller than 90,000 for screener data, 100,000 for the detailed sportsperson data, and 235,000 for the wildlife-watchers data.

SAMPLING ERROR

Since the FHWAR estimates come from a sample, they may differ from figures from an enumeration of the entire population using the same questionnaires, instructions, and enumerators. For a given estimator, the difference between an estimate based on a sample and the estimate that would result if the sample were to include the entire population is known as sampling error. Standard errors, as calculated by methods described in "Standard Errors and Their Use," are primarily measures of the magnitude of sampling error. However, they may include some nonsampling error.

Standard Errors and Their Use. The sample estimate and its standard error enable one to construct a confidence interval. A confidence interval is a range that has a known probability of including the average result of all possible samples. For example, if all possible samples were surveyed under essentially the same general conditions and using the same sample design, and if an estimate and its standard error were calculated from each sample, then approximately 95 percent of the intervals from 1.96 standard errors below the estimate to 1.96 standard errors above the estimate would include the average result of all possible samples. A particular confidence interval may or may not contain the average estimate derived from all possible samples. However, one can say with specified confidence that the interval includes the average estimate calculated from all possible samples. Standard errors may also be used to perform hypothesis testing, a procedure for distinguishing between population parameters using sample estimates. The most common type of hypothesis is that the population parameters are different. An example would be comparing the proportion of anglers to the proportion of hunters. Tests may be performed at various levels of significance. A significance level is the probability of concluding that the characteristics are different when, in fact, they are the same. For example, to conclude that two characteristics are different at the 0.05 level of significance, the absolute value of the estimated difference between characteristics must be greater than or equal to 1.96 times the standard error of the difference. This report uses 95-percent confidence intervals and 0.05 level of significance to determine statistical validity. Consult standard statistical textbooks for alternative criteria.

Estimating Standard Errors. The Census Bureau uses replication methods to estimate the standard errors of FHWAR estimates. These methods primarily measure the magnitude of sampling error. However, they do measure some effects of nonsampling error as well. They do not measure systematic biases in the data associated with nonsampling error. Bias is the average over all possible samples of the differences between the sample estimates and the true value.

Generalized Variance Parameters. While it is possible to compute and present an estimate of the standard error based on the survey data for each estimate in a report, there are a number of reasons why this is not done. A presentation of the individual standard errors would be of limited use, since one could not possibly predict all of the combinations of results that may be of interest to data users. Additionally, data users have access to FHWAR microdata files, and it is impossible to compute in advance the standard error for every estimate one might obtain from those data sets. Moreover, variance estimates are based on sample data and have variances of their own. Therefore, some methods of stabilizing these estimates of variance, for example, by generalizing or averaging over time, may be used to improve their reliability. Experience has shown that certain groups of estimates have similar relationships between their variances and expected values. Modeling or generalizing may provide more stable variance estimates by taking advantage of these similarities. The generalized variance function is a simple model that expresses the variance as a function of the expected value of the survey estimate. The parameters of the

generalized variance function are estimated using direct replicate variances. These generalized variance parameters provide a relatively easy method to obtain approximate standard errors for numerous characteristics. Table D-2 provide the generalized variance parameters for FHWAR data. Methods for using the parameters to calculate standard errors of various estimates are given in the next sections.

Standard Errors of Estimated Numbers. The approximate standard error, s_x, of an estimated number shown in this report can be obtained using the following formulas. Formula (1) is used to calculate the standard errors of levels of sportspersons, anglers, and wildlife watchers.

$$s_x = \sqrt{ax^2 + bx} \tag{1}$$

Here, x is the size of the estimate and a and b are the parameters in the tables associated with the particular characteristic.

Formula (2) is used for standard errors of aggregates, i.e., trips, days, and expenditures.

$$s_x = \sqrt{ax^2 + bx + \frac{cx^2}{y}} \tag{2}$$

Here, x is again the size of the estimate; y is the base of the estimate; and a, b, and c are the parameters in the tables associated with the particular characteristic.

Illustration of the Computation of the Standard Error of an Estimated Number

Suppose there were an estimated 37,397,000 persons age 16 years old and older who either fished or hunted in the United States in 2011. Using formula (1) with the parameters a = –0.000070 and b = 16,823 from table D-2, the approximate standard error of the estimated number of 37,397,000 sportspersons age 16 years old and older is

$$s_x = \sqrt{-0.000070 * 37{,}397{,}000^2 + 16{,}823 * 37{,}397{,}000} = 728{,}857$$

The 95-percent confidence interval for the estimated number of sportspersons 16 years old and older is from 35,968,000 to 38,826,000, i.e., 37,397,000 ± 1.96 x 728,857. Therefore, a conclusion that the average estimate derived from all possible samples lies within a range computed in this way would be correct for roughly 95 percent of all possible samples.

Suppose there were an estimated 13,674,000 hunters age 16 years old and older who engaged in 281,884,000 days of participation in 2011. Using formula (2) with the parameters a = –0.000284, b = –127,863, and c = 46,699 from table D-2, the approximate standard error on 281,884,000 estimated days on an estimated base of 13,674,000 hunters is

$$s_x = \sqrt{-0.000284 * 281{,}884{,}000^2 - 127{,}863 * 281{,}884{,}000 + \frac{46{,}699 * 281{,}884{,}000^2}{13{,}674{,}000}} = 14{,}586{,}000$$

The 95-percent confidence interval on the estimate of 281,884,000 days is from 253,295,000 to 310,473,000, i.e., 281,884,000 ± 1.96 x 14,586,000. Again, a conclusion that the average estimate derived from all possible samples lies within a range computed in this way would be correct for roughly 95 percent of all possible samples.

Standard Errors of Estimated Percentages. The reliability of an estimated percentage, computed using sample data for both numerator and denominator, depends on the size of the percentage and its base. Estimated percentages are relatively more reliable than the corresponding estimates of the numerators of the percentages, particularly if the percentages are 50 percent or more. When the numerator and the denominator of the percentage are in different categories, use the parameter in the tables indicated by the numerator.

The approximate standard error, $s_{x,p}$, can be obtained by use of the formula

$$s_{x,p} = \sqrt{\frac{bp(100 - p)}{x}} \tag{3}$$

Here, x is the total number of sportspersons, hunters, etc., which is the base of the percentage; p is the percentage; and b is the parameter in the tables associated with the characteristic in the numerator of the percentage.

Illustration of the Computation of the Standard Error of an Estimated Percentage

Suppose there were an estimated 13,674,000 hunters age 16 years old and older of whom 18.9 percent hunted migratory birds. From table D-2, the appropriate b parameter is 15,798. Using formula (3), the approximate standard error on the estimate of 18.9 percent is

$$s_{x,p} = \sqrt{\frac{15{,}798 * 18.9 * (100 - 18.9)}{13{,}674{,}000}} = 1.33$$

Consequently, the 95-percent confidence interval for the estimate percentage of migratory bird hunters 16 years old and older is from 16.3 percent to 21.5 percent, i.e., 18.9 ± 1.96 x 1.33.

Standard Error of a Difference. The standard error of the difference between two sample estimates is approximately equal to

$$s_{x-y} = \sqrt{s_x^2 + s_y^2} \tag{4}$$

where s_x and s_y are the standard errors of the estimates x and y. The estimates can be numbers, percentages, ratios, etc. This will represent the actual standard error quite accurately for the difference between estimates of the same characteristic in two different areas, or for the difference between separate and uncorrelated characteristics in the same area. However, if there is a high positive (negative) correlation between the two characteristics, the formula will overestimate (underestimate) the true standard error.

Illustration of the Computation of the Standard Error of a Difference

Suppose there were an estimated 13,608,000 females in the age range of 18-24 of whom 726,000 or 5.3 percent were sportspersons. Similarly, suppose there were an estimated 12,909,000 males in the same age range of whom 2,160,000 or 16.7 percent were sportspersons. The apparent difference between the percentage of female and male sportspersons is 11.4 percent. Using formula (3) and the appropriate *b* parameter from table D-2, the approximate standard errors of 5.3 percent and 16.7 percent are 0.79 and 1.35, respectively. Using formula (4), the approximate standard error of the estimated difference of 11.4 percent is

$$s_{x-y} = \sqrt{0.79^2 + 1.35^2} = 1.56$$

The 95-percent confidence interval on the difference between 18- to 24-year-old female and male sportspersons is from 8.3 to 14.5, i.e., 11.4 ± 1.96 x 1.56. Since the interval does not contain zero, we can conclude with 95 percent confidence that the percentage of 18- to 24-year-old female sportspersons is less than the percentage of 18- to 24-year-old male sportspersons.

Standard Errors of Estimated Averages. Certain mean values for sportspersons, anglers, etc., shown in the report were calculated as the ratio of two numbers. For example, average days per angler is calculated as:

$$\frac{x}{y} = \frac{total\ \ days}{total\ \ anglers}$$

Standard errors for these averages may be approximated by the use of formula (5) below.

$$s_{x/y} = \frac{x}{y}\sqrt{\left[\frac{s_x}{x}\right]^2 + \left[\frac{s_y}{y}\right]^2 - 2r\frac{s_x s_y}{xy}} \tag{5}$$

In formula (5), r represents the correlation coefficient between the numerator and the denominator of the estimate. In the above formula, use 0.7 as an estimate of r.

Illustration of the Computation of the Standard Error of an Estimated Average

Suppose that the estimated number of the average days per angler age 16 years old and older for all fishing was 16.7 days. Using formulas (1) and (2) above, we compute the standard error on total days, 553,841,000, and total anglers, 33,112,000, to be 20,329,124 and 693,033, respectively. The approximate standard error on the estimated average of 16.7 days is

$$s_{x/y} = \frac{553{,}841{,}000}{33{,}112{,}000}\sqrt{\left[\frac{20{,}329{,}124}{553{,}841{,}000}\right]^2 + \left[\frac{693{,}033}{33{,}112{,}000}\right]^2 - 2 * 0.7\frac{20{,}329{,}124 * 693{,}033}{553{,}841{,}000 * 33{,}112{,}000}} = 0.45$$

Therefore, the 95-percent confidence interval on the estimated average of 16.7 days is from 15.8 to 17.6, i.e., 16.7 ± 1.96 x 0.45.

Table D–1. Approximate Standard Errors of Resident Anglers, Days of Fishing by State Residents, and Expenditures for Fishing by State Residents

(Numbers in thousands)

State	Participation		Spenders		Days		Expenditures in dollars	
	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error
Alabama	516	57	504	57	10,176	1,516	353,352	89,051
Alaska	211	16	210	16	3,121	702	283,792	81,203
Arizona	586	71	576	71	5,283	1,014	800,892	234,202
Arkansas	467	73	429	70	15,141	4,103	427,997	192,997
California	1,700	127	1,668	126	25,662	4,251	2,407,827	534,480
Colorado	666	56	660	56	8,726	1,330	587,110	134,300
Connecticut	340	36	335	36	5,713	979	501,922	143,300
Delaware	92	9	84	9	1,681	774	53,904	21,099
Florida	1,991	137	1,866	134	49,500	9,419	3,767,291	740,646
Georgia	844	86	796	84	9,061	1,162	708,539	271,868
Hawaii	107	10	99	10	1,739	297	183,067	60,275
Idaho	289	51	258	49	2,424	688	214,435	98,860
Illinois	1,236	135	1,189	133	15,614	1,664	1,438,080	272,550
Indiana	786	82	757	81	21,542	6,448	649,164	199,166
Iowa	522	45	506	44	6,909	1,283	400,613	139,248
Kansas	434	47	382	45	4,694	1,260	271,039	97,386
Kentucky	492	68	459	66	10,245	2,494	748,710	204,830
Louisiana	733	86	642	82	18,351	6,126	614,348	223,976
Maine	197	23	191	23	2,915	646	175,364	54,699
Maryland	410	43	388	41	5,676	1,121	675,969	200,533
Massachusetts	457	31	436	31	9,166	1,823	464,082	103,476
Michigan	1,465	155	1,379	151	26,744	4,434	2,270,407	690,623
Minnesota	1,328	131	1,301	130	24,903	3,462	2,152,446	566,142
Mississippi	603	81	557	79	8,700	1,493	492,876	196,856
Missouri	870	66	814	64	14,448	1,854	504,652	101,573
Montana	192	27	189	27	3,263	909	385,305	169,026
Nebraska	197	20	193	20	2,924	684	177,859	59,964
Nevada	156	18	154	17	2,044	336	180,624	44,049
New Hampshire	164	21	159	20	4,155	1,448	251,615	94,985
New Jersey	679	54	633	53	9,578	1,856	1,208,259	233,487
New Mexico	232	28	224	28	3,868	646	383,861	89,540
New York	1,809	164	1,699	159	29,112	6,898	1,998,582	806,095
North Carolina	1,307	100	1,196	96	23,491	3,757	1,475,942	312,448
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	1,435	132	1,287	126	19,116	2,906	2,084,348	790,163
Oklahoma	744	89	678	86	8,661	1,585	789,216	272,608
Oregon	386	48	386	48	4,673	897	424,004	78,075
Pennsylvania	1,008	129	849	119	9,926	2,581	401,294	104,696
Rhode Island	93	7	87	7	1,764	416	96,538	28,169
South Carolina	574	67	545	66	11,459	2,626	878,388	385,347
South Dakota	164	27	164	27	3,649	933	185,669	70,106
Tennessee	833	83	799	82	17,834	5,611	1,393,250	371,233
Texas	2,355	251	2,079	238	34,735	12,578	1,711,265	451,117
Utah	351	34	342	34	5,612	991	381,829	105,114
Vermont	105	12	103	12	1,885	466	64,264	34,423
Virginia	707	61	663	59	10,342	3,032	888,554	202,725
Washington	914	73	893	72	17,818	5,660	1,190,626	328,230
West Virginia	239	27	237	27	4,767	1,239	443,057	193,337
Wisconsin	938	99	938	99	15,320	2,946	1,058,160	292,733
Wyoming	115	13	113	13	2,170	400	115,501	29,110

(NA) Not available.

Note: Detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia.

Table D–2. Approximate Standard Errors of Resident Hunters, Days of Hunting by State Residents, and Expenditures for Hunting by State Residents

(Numbers in thousands)

State	Participation		Spenders		Days		Expenditures in dollars	
	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error
Alabama	492	53	455	51	10,393	1,625	839,960	224,100
Alaska	106	11	106	11	1,071	220	365,926	121,954
Arizona	259	43	259	43	3,157	1,199	383,974	138,536
Arkansas	320	73	316	73	10,689	2,707	947,623	448,460
California	467	51	451	50	8,036	1,562	1,067,043	287,163
Colorado	160	24	160	24	1,806	552	288,719	97,414
Connecticut	82	13	82	13	1,348	602	366,741	166,007
Delaware	23	3	21	3	451	262	60,848	30,161
Florida	329	42	320	41	6,636	1,892	939,600	277,470
Georgia	309	45	303	44	7,992	2,731	752,267	345,361
Hawaii	23	4	23	4	786	328	55,666	23,851
Idaho	162	27	162	27	2,009	1,012	182,948	88,148
Illinois	512	100	507	99	7,786	1,648	1,265,876	374,926
Indiana	377	63	368	62	10,902	3,530	209,736	75,017
Iowa	216	31	211	31	4,158	1,495	424,907	160,555
Kansas	177	30	176	30	4,144	1,671	296,342	116,392
Kentucky	316	52	312	51	11,959	3,404	768,353	262,787
Louisiana	291	36	270	35	6,672	2,441	657,110	250,820
Maine	141	21	134	20	2,410	422	163,222	63,693
Maryland	88	19	88	19	1,418	448	278,697	121,312
Massachusetts	66	11	66	11	1,402	406	128,540	47,031
Michigan	507	84	507	84	11,217	2,251	2,398,864	730,996
Minnesota	475	53	468	52	7,944	1,943	1,072,204	336,451
Mississippi	436	70	436	70	8,755	2,087	815,823	331,464
Missouri	495	54	475	53	9,437	1,219	772,614	225,991
Montana	108	20	107	20	2,158	444	496,374	185,967
Nebraska	115	16	115	16	1,576	376	543,421	206,253
Nevada	49	10	49	10	893	229	141,828	60,308
New Hampshire	44	6	43	6	1,330	691	47,328	21,720
New Jersey	115	15	110	15	2,921	1,033	222,544	67,231
New Mexico	68	8	67	8	911	479	125,291	53,414
New York	739	89	733	89	17,741	4,707	1,490,461	706,094
North Carolina	317	53	295	51	8,133	1,840	635,322	209,378
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	528	78	519	77	8,966	1,833	715,707	358,642
Oklahoma	219	40	169	35	5,201	2,147	340,188	182,827
Oregon	181	32	178	32	2,264	512	219,069	51,869
Pennsylvania	703	91	687	90	17,826	5,097	942,880	262,999
Rhode Island	17	2	17	2	311	112	26,131	10,110
South Carolina	238	36	238	36	4,239	1,073	418,461	189,013
South Dakota	133	28	133	28	2,880	1,009	245,326	94,842
Tennessee	286	32	278	31	9,595	4,531	386,714	142,545
Texas	1,080	148	1,036	145	19,848	7,946	1,696,128	601,706
Utah	161	25	161	25	2,618	609	363,040	110,650
Vermont	71	10	69	10	1,614	474	301,144	181,982
Virginia	354	63	352	63	10,306	3,522	887,041	241,384
Washington	218	25	218	25	2,756	903	482,244	160,283
West Virginia	211	23	211	23	3,254	686	446,272	167,171
Wisconsin	763	94	759	94	10,219	2,142	2,258,882	665,515
Wyoming	76	12	76	12	1,170	199	149,128	39,991

(NA) Not available.

Note: Detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia.

Table D–3. Approximate Standard Errors of Resident Away-From-Home Participants, Days of Away-From-Home Participants by State Residents, and Trip-Related Expenditures for Away-From-Home Activities by State Residents

(Numbers in thousands)

State	Participation		Spenders		Days		Expenditures in dollars	
	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error	Estimate	Standard error
Alabama	340	63	171	46	1,526	710	93,185	55,424
Alaska	118	14	100	13	1,781	530	51,579	20,299
Arizona	534	57	489	54	9,488	2,322	433,685	132,310
Arkansas	120	32	102	29	1,354	613	24,866	15,765
California	2,675	226	2,382	215	28,143	4,396	2,331,567	573,878
Colorado	621	79	594	78	5,702	1,569	506,713	190,036
Connecticut	385	47	348	45	9,821	2,190	494,628	115,287
Delaware	71	8	64	8	1,622	476	95,861	31,598
Florida	1,363	161	1,239	154	11,434	2,060	1,206,226	382,981
Georgia	1,008	147	980	146	34,530	22,650	1,605,397	844,468
Hawaii	103	14	90	13	2,824	967	51,761	19,174
Idaho	220	41	207	40	3,610	1,889	81,801	42,573
Illinois	652	86	455	73	6,149	1,873	526,970	203,522
Indiana	477	66	408	61	3,483	827	404,132	192,082
Iowa	215	40	192	38	3,248	1,272	227,914	48,811
Kansas	168	35	135	32	1,157	338	48,036	16,183
Kentucky	298	45	272	43	2,686	1,010	93,567	39,353
Louisiana	221	34	192	32	4,993	2,286	442,317	278,361
Maine	110	20	91	18	4,792	2,262	49,014	18,927
Maryland	392	35	351	33	4,498	1,142	293,681	95,705
Massachusetts	453	48	404	45	9,269	1,970	272,223	60,839
Michigan	855	134	806	131	9,981	3,136	390,960	137,694
Minnesota	483	98	362	86	7,522	2,719	468,161	186,975
Mississippi	135	38	110	35	4,364	2,072	68,752	23,862
Missouri	622	85	605	84	9,364	2,829	427,866	132,714
Montana	96	16	78	15	1,409	473	143,443	54,829
Nebraska	150	26	146	26	2,564	1,099	145,444	77,436
Nevada	191	43	165	41	2,522	612	173,529	62,184
New Hampshire	89	14	84	14	1,357	323	59,358	14,898
New Jersey	564	53	476	49	8,083	1,859	576,828	189,985
New Mexico	200	29	166	26	4,589	1,403	131,576	47,280
New York	1,263	210	1,136	200	25,120	7,037	1,514,114	647,118
North Carolina	505	115	456	109	8,750	3,254	615,949	230,280
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	730	78	695	76	7,285	1,832	188,675	64,962
Oklahoma	411	43	394	42	3,128	767	120,334	59,569
Oregon	401	50	377	48	6,515	2,090	507,648	186,210
Pennsylvania	734	158	493	131	7,801	2,708	86,767	33,193
Rhode Island	66	9	65	9	988	312	88,059	30,587
South Carolina	219	58	198	55	3,138	1,278	145,758	55,107
South Dakota	108	13	92	12	1,151	493	35,834	13,244
Tennessee	682	147	630	142	6,346	2,031	306,802	78,400
Texas	977	158	879	150	10,885	4,487	335,013	117,313
Utah	263	35	252	34	2,985	579	129,357	44,742
Vermont	85	16	65	14	2,042	539	24,749	6,911
Virginia	553	83	518	81	4,854	1,049	354,336	110,249
Washington	693	122	659	119	12,377	3,413	415,979	121,660
West Virginia	255	77	251	76	3,337	1,742	132487	81,458
Wisconsin	453	85	327	74	5,737	2,848	268,866	156,056
Wyoming	104	11	95	11	1,276	413	51,858	18,170

(NA) Not available.

Note: Detail does not add to total because of multiple responses. U.S. totals include responses from participants residing in the District of Columbia.

Table D–4. Parameters a and b for Calculating Approximate Standard Errors of Sportspersons, Anglers, Hunters, and Wildlife-Watching Participants

(These parameters are to be used only to calculate estimates of standard errors for characteristics developed from the screening sample)

State	6 years old and older		6 to 15 years old only	
	a	b	a	b
United States, total	**–0.000043**	**12,272**	**–0.000387**	**15,783**
Alabama	–0.001517	6,503	–0.009621	5,974
Alaska	–0.001275	795	–0.010120	986
Arizona	–0.000765	4,622	–0.003646	3,484
Arkansas	–0.001766	4,647	–0.014655	5,761
California	–0.000236	7,936	–0.002632	13,492
Colorado	–0.000805	3,719	–0.006685	4,508
Connecticut	–0.000429	1,384	–0.004817	2,149
Delaware	–0.000758	614	–0.009410	1,051
Florida	–0.000354	6,040	–0.004700	10,400
Georgia	–0.000756	6,717	–0.003496	4,981
Hawaii	–0.000603	694	–0.007618	1,184
Idaho	–0.001708	2,389	–0.017208	3,904
Illinois	–0.000633	7,425	–0.005382	9,348
Indiana	–0.000849	4,951	–0.012557	10,925
Iowa	–0.000988	2,714	–0.008723	3,356
Kansas	–0.001014	2,584	–0.009102	3,499
Kentucky	–0.001476	5,802	–0.009316	5,165
Louisiana	–0.000840	3,418	–0.014093	8,744
Maine	–0.001824	2,210	–0.016808	2,441
Maryland	–0.000570	2,976	–0.008290	6,120
Massachusetts	–0.000394	2,406	–0.003000	2,365
Michigan	–0.001153	10,458	–0.009872	12,626
Minnesota	–0.001905	9,166	–0.015878	10,749
Mississippi	–0.001191	3,137	–0.012208	5,053
Missouri	–0.000858	4,672	–0.004859	3,768
Montana	–0.001690	1,418	–0.015626	1,816
Nebraska	–0.001546	2,519	–0.015670	3,805
Nevada	–0.000431	1,029	–0.007455	2,739
New Hampshire	–0.000920	1,125	–0.015100	2,356
New Jersey	–0.000359	2,868	–0.003386	3,831
New Mexico	–0.000706	1,294	–0.006025	1,703
New York	–0.000416	7,444	–0.005818	13,956
North Carolina	–0.000905	7,706	–0.008882	11,091
North Dakota	(NA)	(NA)	(NA)	(NA)
Ohio	–0.000807	8,454	–0.006870	10,159
Oklahoma	–0.001132	3,772	–0.008501	4,297
Oregon	–0.001359	4,806	–0.010991	5,226
Pennsylvania	–0.000593	6,843	–0.005995	9,017
Rhode Island	–0.000308	300	–0.003287	405
South Carolina	–0.000739	3,060	–0.005611	3,303
South Dakota	–0.001620	1,194	–0.034414	3,643
Tennessee	–0.000730	4,204	–0.003532	2,887
Texas	–0.000807	18,178	–0.004712	18,120
Utah	–0.001050	2,638	–0.008515	4,056
Vermont	–0.001401	811	–0.014942	1,003
Virginia	–0.000533	3,805	–0.004771	4,816
Washington	–0.000640	3,938	–0.006644	5,691
West Virginia	–0.001618	2,714	–0.015297	3,266
Wisconsin	–0.002449	12,656	–0.016762	11,855
Wyoming	–0.002057	1,013	–0.029622	2,038

(NA) Not available.

Table D–5. Parameters a and b for Calculating Approximate Standard Errors for Levels for the Detailed Sportspersons Sample

State	Sportspersons and anglers 16 years old and older		Hunters 16 years old and older	
	a	b	a	b
United States, total	**–0.000070**	**16,823**	**–0.000066**	**15,798**
Alabama	–0.002013	7,375	–0.001789	6,556
Alaska	–0.003854	2,028	–0.002828	1,488
Arizona	–0.001928	9,801	–0.001483	7,539
Arkansas	–0.006403	14,328	–0.008765	19,615
California	–0.000352	10,066	–0.000199	5,673
Colorado	–0.001432	5,651	–0.000959	3,784
Connecticut	–0.001549	4,309	–0.000814	2,264
Delaware	–0.001485	1,038	–0.000692	484
Florida	–0.000737	10,943	–0.000364	5,407
Georgia	–0.001334	9,948	–0.000897	6,692
Hawaii	–0.001157	1,151	–0.000846	842
Idaho	–0.010247	12,009	–0.004564	5,348
Illinois	–0.001679	16,769	–0.002058	20,557
Indiana	–0.002038	10,118	–0.002294	11,391
Iowa	–0.002068	4,887	–0.002076	4,905
Kansas	–0.002932	6,342	–0.002590	5,602
Kentucky	–0.003245	10,954	–0.002763	9,328
Louisiana	–0.003723	12,838	–0.001421	4,899
Maine	–0.003040	3,241	–0.003340	3,561
Maryland	–0.001084	4,855	–0.000949	4,252
Massachusetts	–0.000437	2,325	–0.000367	1,950
Michigan	–0.002590	20,167	–0.001899	14,792
Minnesota	–0.004611	19,060	–0.001598	6,606
Mississippi	–0.006731	14,944	–0.006339	14,075
Missouri	–0.001315	6,139	–0.001437	6,706
Montana	–0.006507	5,056	–0.005775	4,488
Nebraska	–0.001667	2,313	–0.001801	2,498
Nevada	–0.001056	2,136	–0.001108	2,241
New Hampshire	–0.002879	3,070	–0.000896	956
New Jersey	–0.000704	4,827	–0.000287	1,967
New Mexico	–0.002617	4,059	–0.000648	1,006
New York	–0.001079	16,730	–0.000725	11,247
North Carolina	–0.001281	9,305	–0.001279	9,290
North Dakota	(NA)	(NA)	(NA)	(NA)
Ohio	–0.001605	14,444	–0.001351	12,159
Oklahoma	–0.005114	14,461	–0.002771	7,836
Oregon	–0.002276	6,968	–0.001995	6,108
Pennsylvania	–0.001820	18,266	–0.001269	12,740
Rhode Island	–0.000764	649	–0.000291	247
South Carolina	–0.002655	9,438	–0.001677	5,961
South Dakota	–0.009550	6,028	–0.011761	7,424
Tennessee	–0.002018	9,981	–0.000754	3,728
Texas	–0.001644	30,704	–0.001150	21,490
Utah	–0.001969	4,009	–0.002043	4,159
Vermont	–0.003247	1,662	–0.003046	1,559
Virginia	–0.000965	5,920	–0.001933	11,864
Washington	–0.001320	6,986	–0.000561	2,971
West Virginia	–0.002455	3,594	–0.001928	2,822
Wisconsin	–0.002985	13,311	–0.003141	14,006
Wyoming	–0.004945	2,095	–0.005055	2,141

(NA) Not available.

Table D–6. Parameters a, b, and c for Calculating Approximate Standard Errors for Expenditures for the Detailed Sportspersons Sample

State	Sportspersons and anglers 16 years old and older			Hunters 16 years old and older		
	a	b	c	a	b	c
United States, total	**0.001159**	**–575,615**	**45,670**	**0.001923**	**–978,460**	**44,416**
Alabama	0.021918	–163,227	21,197	0.026237	–310,700	20,618
Alaska	0.068721	–3,823	2,765	0.086885	–80,157	2,587
Arizona	0.072204	–64,996	7,713	0.112668	32,711	4,512
Arkansas	0.190512	–51,366	5,554	0.208269	3,305	4,958
California	0.041958	323,332	11,979	0.056429	1,177,647	6,717
Colorado	0.038767	15,704	8,931	0.080446	–49,174	5,370
Connecticut	0.062963	–54,211	6,250	0.156423	–403,680	4,065
Delaware	0.138101	–7,091	1,280	0.206480	–291	823
Florida	0.031125	129,668	13,980	0.044416	–273,423	13,786
Georgia	0.133758	–35,054	10,761	0.180457	–30,025	9,196
Hawaii	0.099271	–1,810	905	0.154210	–1,865	677
Idaho	0.197816	–5,230	3,806	0.216778	170,971	2,339
Illinois	0.016086	–95,430	23,661	0.059422	–369,151	14,496
Indiana	0.084408	56,304	7,293	0.113115	42,035	5,378
Iowa	0.110741	–6,756	5,107	0.110417	–42,038	6,849
Kansas	0.119262	–8,287	3,770	0.130458	–38,144	4,212
Kentucky	0.032291	–262,907	19,693	0.050336	–549,944	21,014
Louisiana	0.125543	72,794	4,657	0.123353	–129,712	6,086
Maine	0.073133	–64,912	4,685	0.133009	–24,957	2,602
Maryland	0.069557	–8,036	7,163	0.119862	–92,688	6,155
Massachusetts	0.041124	13,503	3,733	0.092555	–231	2,727
Michigan	0.071988	–130,103	28,404	0.026267	–153,883	33,794
Minnesota	0.056048	–43,079	17,112	0.064508	–189,054	15,975
Mississippi	0.143495	–50,131	8,984	0.146486	14,053	8,097
Missouri	0.027623	–7,268	10,503	0.066759	–24,068	8,944
Montana	0.178611	–16,817	2,622	0.105263	–209,610	3,801
Nebraska	0.100459	–1,618	2,551	0.119872	–19,296	2,785
Nevada	0.040428	–34,230	2,962	0.141457	–114,260	1,968
New Hampshire	0.127497	6,106	2,383	0.176749	14,447	1,443
New Jersey	0.027546	11,544	6,195	0.036515	–45,032	6,045
New Mexico	0.036052	–17,835	4,123	0.147509	–35,750	2,313
New York	0.152342	–343,859	17,854	0.209665	–176,671	10,911
North Carolina	0.029116	–209,241	18,945	0.064157	–163,564	13,190
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	0.128010	–37,131	20,232	0.216544	–1,019,186	18,675
Oklahoma	0.098427	–170,608	14,307	0.276027	126,332	2,101
Oregon	0.010568	7,416	9,002	0.011236	96,792	7,900
Pennsylvania	0.039841	–43,889	24,057	0.037830	–316,859	27,692
Rhode Island	0.077596	–203.9579	657	0.110230	–39,344	696
South Carolina	0.180012	–120,717	6,857	0.181351	–87,421	5,445
South Dakota	0.114248	–43,160	4,683	0.102506	–203,831	6,355
Tennessee	0.051884	–61,213	15,306	0.073335	–522,076	17,760
Texas	0.049244	–64,415	42,177	0.077228	–819,919	50,873
Utah	0.063366	–20,537	4,266	0.066238	–2,994	4,293
Vermont	0.271264	–10,725	1,629	0.339375	–128,675	1,810
Virginia	0.034590	–93,405	11,648	0.037134	–222,277	13,083
Washington	0.067952	22,119	7,169	0.080042	–119,224	6,687
West Virginia	0.173583	–44,746	4,014	0.117366	–52,107	4,868
Wisconsin	0.045614	–215,022	29,192	0.057107	164,685	22,483
Wyoming	0.037366	–31,308	2,986	0.032006	–10,196	3,038

(NA) Not available.

Table D–7. Parameters a, b, and c for Calculating Approximate Standard Errors for Days or Trips for the Detailed Sportspersons Sample

State	Sportspersons and anglers 16 years old and older			Hunters 16 years old and older		
	a	b	c	a	b	c
United States, total	**0.000068**	**–160,414**	**51,951**	**–0.000284**	**–127,863**	**46,699**
Alabama	–0.006409	–33,141	16,434	–0.001309	–24,163	13,815
Alaska	0.040044	–1,378	2,306	0.014819	–3,686	3,262
Arizona	0.010858	–12,760	16,639	0.094988	–10,415	13,604
Arkansas	0.029081	–47,335	22,178	–0.069327	–298,461	51,645
California	0.018455	62,656	11,126	0.002617	35,822	14,331
Colorado	0.012264	–4,831	7,675	0.057492	–4,094	6,123
Connecticut	0.010321	–20,427	7,687	0.178663	1,319	1,609
Delaware	0.202009	–718	940	0.322859	–120	316
Florida	0.030335	–13,138	12,228	0.050279	–17,145	11,045
Georgia	–0.016400	–22,749	29,830	0.034924	–19,534	26,050
Hawaii	0.011790	–1,565	1,950	0.134936	–560	912
Idaho	0.044270	113	10,482	0.221214	–2,323	5,468
Illinois	–0.005565	–7,990	21,553	–0.015684	–60,913	34,960
Indiana	0.079426	–2,044	8,077	0.088709	7,770	5,819
Iowa	0.012302	–22,937	13,314	0.074986	–46,595	14,146
Kansas	0.061820	–2,259	4,674	0.158439	10,639	277
Kentucky	0.023655	–6,641	17,832	0.015712	–15,751	21,050
Louisiana	0.105459	53,216	2,251	0.124945	55,464	167
Maine	0.026901	–3,659	4,612	–0.011197	–41,449	8,337
Maryland	0.023534	–8,872	6,975	0.039987	–4,806	5,572
Massachusetts	0.032450	–2,312	3,371	0.038816	–2,548	3,080
Michigan	0.006455	–21,327	31,990	–0.023017	–23,908	33,169
Minnesota	0.000310	–20,823	26,365	0.008351	–106,597	30,823
Mississippi	0.001714	–39,317	19,444	0.020445	–27,887	17,239
Missouri	0.004697	–8,884	10,776	–0.002402	9,637	8,938
Montana	0.055324	–1,581	4,356	–0.059715	–48,367	13,442
Nebraska	0.037329	–2,510	3,593	0.034127	–72	2,640
Nevada	0.005007	–8,090	4,055	0.008052	600	2,787
New Hampshire	0.112057	177	1,530	0.259509	1,299	402
New Jersey	0.030384	–392	4,901	0.103886	9	2,432
New Mexico	–0.011244	–8,297	9,568	0.230217	–2,553	3,300
New York	0.046461	–16,384	18,549	0.060195	14,380	6,931
North Carolina	0.013151	–7,442	16,655	–0.007341	–5,733	18,773
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	0.008805	44,579	17,178	–0.000533	–55,316	25,603
Oklahoma	0.010053	17,862	15,896	0.135080	27,988	6,568
Oregon	0.017087	–5,837	8,095	0.009877	–8,838	8,179
Pennsylvania	0.050758	–16,535	18,668	0.056836	–15,548	18,131
Rhode Island	0.046582	–1,416	914	0.102558	–994	499
South Carolina	0.039217	–3,630	7,815	0.020949	–8,305	10,720
South Dakota	–0.000329	–9,205	11,194	0.070309	–4,221	7,158
Tennessee	0.084448	–9,998	12,576	0.203468	–3,342	5,689
Texas	0.114686	–85,855	44,518	0.128279	–71,291	38,430
Utah	0.009602	–5,402	7,922	0.007556	–7,585	7,951
Vermont	0.042093	–2,395	2,132	0.067655	–2,349	1,435
Virginia	0.079698	778	4,363	0.112100	9,122	1,340
Washington	0.095993	–3,056	4,652	0.084185	–13,640	6,129
West Virginia	0.042905	–11,238	6,458	0.012519	–13,442	7,608
Wisconsin	0.014256	–12,514	22,081	0.021117	–19,455	18,855
Wyoming	–0.003362	–3,606	4,480	–0.030790	–4,007	4,809

(NA) Not available.

Table D–8. Parameters a and b for Calculating Approximate Standard Errors for Levels of Wildlife-Watching Participants for the Detailed Wildlife-Watching Sample

State	Away–from–home participants		Wildlife–watching participants[1]	
	a	b	a	b
United States, total	**–0.000134**	**32,078**	**–0.000119**	**28,477**
Alabama	–0.003523	12,908	–0.009869	36,163
Alaska	–0.004221	2,221	–0.005350	2,815
Arizona	–0.001319	6,703	–0.001925	9,787
Arkansas	–0.003939	8,814	–0.003938	8,814
California	–0.000739	21,116	–0.000937	26,764
Colorado	–0.003019	11,913	–0.003309	13,057
Connecticut	–0.002392	6,653	–0.002609	7,256
Delaware	–0.001438	1,005	–0.002547	1,780
Florida	–0.001411	20,956	–0.001591	23,634
Georgia	–0.003335	24,875	–0.007832	58,421
Hawaii	–0.002051	2,041	–0.001805	1,797
Idaho	–0.007948	9,315	–0.008539	10,006
Illinois	–0.001219	12,172	–0.001994	19,916
Indiana	–0.002020	10,030	–0.006775	33,637
Iowa	–0.003386	8,000	–0.003220	7,607
Kansas	–0.003728	8,064	–0.003222	6,969
Kentucky	–0.002201	7,431	–0.005428	18,327
Louisiana	–0.001619	5,582	–0.009544	32,914
Maine	–0.003739	3,986	–0.006455	6,881
Maryland	–0.000762	3,414	–0.001982	8,879
Massachusetts	–0.001036	5,512	–0.001839	9,783
Michigan	–0.003032	23,610	–0.003331	25,940
Minnesota	–0.005468	22,603	–0.006274	25,934
Mississippi	–0.005131	11,393	–0.005454	12,110
Missouri	–0.002842	13,264	–0.003139	14,653
Montana	–0.004110	3,194	–0.004772	3,708
Nebraska	–0.003608	5,004	–0.004078	5,656
Nevada	–0.005369	10,865	–0.004111	8,319
New Hampshire	–0.002275	2,425	–0.002428	2,589
New Jersey	–0.000795	5,449	–0.001272	8,715
New Mexico	–0.003021	4,686	–0.004748	7,364
New York	–0.002450	37,975	–0.002910	45,114
North Carolina	–0.003857	28,014	–0.004098	29,769
North Dakota	(NA)	(NA)	(NA)	(NA)
Ohio	–0.001006	9,055	–0.003043	27,382
Oklahoma	–0.001850	5,230	–0.005081	14,367
Oregon	–0.002304	7,055	–0.004554	13,942
Pennsylvania	–0.003639	36,519	–0.004874	48,914
Rhode Island	–0.001580	1,340	–0.001829	1,552
South Carolina	–0.004536	16,126	–0.004877	17,337
South Dakota	–0.002833	1,788	–0.013684	8,638
Tennessee	–0.007450	36,840	–0.004097	20,260
Texas	–0.001436	26,817	–0.001909	35,657
Utah	–0.002560	5,211	–0.002329	4,741
Vermont	–0.007044	3,605	–0.006399	3,275
Virginia	–0.002247	13,787	–0.002743	16,828
Washington	–0.004645	24,585	–0.003371	17,846
West Virginia	–0.019113	27,981	–0.015998	23,421
Wisconsin	–0.004020	17,926	–0.005124	22,851
Wyoming	–0.003576	1,515	–0.004694	1,988

(NA) Not available

[1] Use these parameters for total wildlife-watching participants and around-the-home participants.

Table D–9. Parameters a, b, and c for Calculating Approximate Standard Errors for Expenditures and Days or Trips for Wildlife-Watching Sample

State	Expenditures			Days or trips		
	a	b	c	a	b	c
United States, total	**0.001308**	**–1,548,024**	**112,362**	**0.002307**	**826,023**	**54,100**
Alabama	0.292431	–9,893	10,505	–0.079778	174,629	61,748
Alaska	0.108738	–34,916	4,682	0.016446	–58,833	12,421
Arizona	0.077675	–4,716	7,536	–0.027772	286,426	30,687
Arkansas	0.313406	–11,247	9,078	0.062790	–194,867	34,370
California	0.048430	–43,155	28,990	0.006079	–38,139	52,624
Colorado	0.124349	–14,729	9,702	0.026976	183,987	10,254
Connecticut	0.007486	–436,089	16,607	–0.024420	125,914	23,606
Delaware	0.061895	–18,947	3,005	–0.074027	13,351	10,785
Florida	0.083730	104,408	21,053	0.007541	–194,343	57,112
Georgia	0.249488	–25,092	26,678	0.050793	–3,332,773	479,805
Hawaii	0.120445	–32,991	1,567	0.083382	–9,149	3,825
Idaho	0.223371	–147,314	10,203	–0.062345	–258,027	89,698
Illinois	0.107605	–13,356	18,919	0.044699	–354,008	68,862
Indiana	0.193872	–322,885	13,396	–0.040883	–166,121	69,136
Iowa	0.021305	94,648	4,636	0.079467	–75,095	20,869
Kansas	0.072491	6,025	5,519	–0.013518	–72,502	27,154
Kentucky	0.157856	–96,510	5,459	0.029898	–95,012	43,749
Louisiana	0.362140	107,638	6,464	0.246426	368,942	–24,469
Maine	0.094142	–35,394	5,069	0.150679	–50,401	9,088
Maryland	0.095353	39,360	3,760	–0.020442	–46,263	37,328
Massachusetts	0.014009	–163,624	14,762	–0.020104	–59,530	32,483
Michigan	0.072396	489	41,625	0.046186	1,002,661	–40,953
Minnesota	0.096860	–27,052	22,699	0.018847	–405,415	80,062
Mississippi	0.040018	23,616	8,811	–0.060202	–43,904	39,904
Missouri	0.077023	–29,229	11,649	0.021741	–290,522	62,546
Montana	0.102248	27,322	3,406	–0.004215	–16,717	12,349
Nebraska	0.250670	–146,886	4,935	0.027770	347,687	3,046
Nevada	0.100312	–90,487	4,723	–0.038534	–44,832	21,999
New Hampshire	0.024368	–13,607	3,264	0.043269	9,164	578
New Jersey	0.089631	–120,587	9,071	–0.020528	–231,435	57,548
New Mexico	0.110251	1,905	3,130	0.021449	197,267	5,813
New York	0.122911	–1,425,885	68,948	0.006340	–44,103	93,311
North Carolina	0.017031	–326,265	56,212	–0.058093	–593,772	133,445
North Dakota	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Ohio	0.080684	–39,489	26,461	0.001012	–1,543	45,574
Oklahoma	0.235454	57,625	3,593	0.014729	–152,377	38,659
Oregon	0.099298	–158,238	13,407	0.010117	–157,164	46,869
Pennsylvania	0.084612	–12,972	30,509	–0.007189	–465,695	137,527
Rhode Island	0.097369	–15,709	1,525	–0.006225	65,378	2,641
South Carolina	0.063035	–24,816	15,855	0.022948	–180,925	43,937
South Dakota	0.071413	123,949	5,679	0.089793	–8,087	10,884
Tennessee	0.031635	–32,698	21,276	0.086824	–18,925	12,703
Texas	0.072728	–140,319	44,225	0.058100	–1,079,923	206,159
Utah	0.085970	–75,950	8,631	–0.041299	–141,530	33,231
Vermont	0.038545	–10,496	2,590	–0.014657	6,845	6,875
Virginia	0.077984	46,506	9,684	–0.013749	–12,650	34,877
Washington	0.046435	–44,547	25,839	–0.074088	–88,929	109,017
West Virginia	0.369202	18,732	2,180	0.243904	–8,874	7,939
Wisconsin	0.256246	–223,513	26,643	–0.019357	–228,892	138,515
Wyoming	0.098137	502	2,339	0.039285	–9,043	7,534

(NA) Not available.

U.S. Department of the Interior
U.S. Fish & Wildlife Service

http://wsfrprograms.fws.gov

Revised February 2014