

INDUSTRY INTELLIGENCE REPORTSSM

HELPING OUR MEMBERS MAKE INFORMED DECISIONS

2016 Edition

A Profile of Today's Hunter

Benefits of Hunters and Hunting

There are many benefits of hunting to individuals. Fresh air, piece of mind, sense of self reliance, providing of sustainable organic food, enjoying nature, and spending quality time with family and friends are just a few.

There are also many benefits of hunting to America. In pursuing their passion, hunters create a huge economic engine, providing the financial support to create thousands of jobs, spending billions of dollars on everything from firearms and ammunition to camouflage apparel and hunting cabins, generating state and local taxes, as well as providing excise taxes that keep the world's greatest conservation model moving forward.

According to the US Fish and Wildlife Service (USFWS), the average number of certified paid hunting license holders per year over the past 10 years (2005 – 2014) is 14,749,637. Although this figure has held steady over the past decade, it is vital for the firearms and ammunition industry to work together with state department of fish and game agencies to recruit new and retain existing hunters.

The National Shooting Sports Foundation (NSSF) is providing this report to its membership as a way of summarizing the financial contributions and economic impacts of America's hunters. After reviewing the data within this report, please work with your staff to identify ways that your company can contribute to recruitment and retention efforts. Should you require additional information, please visit www.nssf.org/research. NSSF's recruitment & retention and research staff members will be glad to provide you with any assistance needed for your future efforts.

NSSF.ORG



THE ECONOMICS OF HUNTING: ANNUAL EXPENDITURES

1. LICENSE FEES: The gross cost to hunters for licenses, tags, permits and stamps fees represent the largest portion of the sportsman's contribution to conservation.

Source: U.S. Fish and Wildlife Service - National Hunting License Report

Most recent year available (2014)	\$825.0 Million
Historical (1965-2014)*	\$21.3 Billion*

*Figures as reported, not adjusted for inflation.

2. EXCISE TAXES COLLECTED: Excise taxes are paid by the manufacturers of firearms, ammunition and other hunting products. After these taxes are collected, the funds are apportioned to the states under the Federal Aid Program governed by the Pittman-Robertson Wildlife Restoration Act.

State agencies gain access to these funds through grants that help restore wildlife and habitat, acquire land and educate hunters. The following amounts were paid in excise taxes:

Federal Excise Tax Receipts: 2011 Calendar Year

Calendar Year 2011	HANDGUNS	LONG GUNS	AMMUNITION	TOTAL
1st Quarter (Jan. 1 - Mar. 31)	\$37,122,430.01	\$33,716,614.60	\$39,351,337.90	\$110,190,382.51
2nd Quarter (Apr. 1 - Jun. 30)	\$34,595,415.21	\$36,098,225.56	\$40,534,898.37	\$111,228,539.14
3rd Quarter (Jul. 1 - Sept 30)	\$32,082,580.88	\$40,449,622.34	\$44,225,090.60	\$116,757,293.82
4th Quarter (Oct 1 - Dec. 31)	\$36,045,025.89	\$43,536,493.83	\$41,777,892.54	\$121,359,412.26
Total 2011 Collections	\$139,845,451.99	\$153,800,956.33	\$165,889,219.41	\$459,535,627.70

Federal Excise Tax Receipts: 2012 Calendar Year

Calendar Year 2012	HANDGUNS	LONG GUNS	AMMUNITION	TOTAL
1st Quarter (Jan. 1 - Mar. 31)	\$49,939,582.74	\$48,595,163.35	\$47,087,585.44	\$145,622,331.53
2nd Quarter (Apr. 1 - Jun. 30)	\$52,506,190.04	\$57,563,816.99	\$49,792,059.45	\$159,862,066.48
3rd Quarter (Jul. 1 - Sept 30)	\$46,722,961.24	\$62,843,730.14	\$53,841,032.43	\$163,407,723.81
4th Quarter (Oct 1 - Dec. 31)	\$51,392,785.58	\$66,676,399.30	\$56,954,577.38	\$175,023,762.26
Total 2012 Collections	\$200,561,519.60	\$235,679,109.78	\$207,675,254.70	\$643,915,884.08

Federal Excise Tax Receipts: 2013 Calendar Year

Calendar Year 2013	HANDGUNS	LONG GUNS	AMMUNITION	TOTAL
1st Quarter (Jan. 1 - Mar. 31)	\$55,705,257.69	\$75,217,713.89	\$68,187,507.30	\$199,110,478.88
2nd Quarter (Apr. 1 - Jun. 30)	\$64,605,922.45	\$82,489,884.18	\$77,154,456.94	\$224,250,263.57
3rd Quarter (Jul. 1 - Sept 30)	\$62,403,619.07	\$83,595,190.86	\$80,835,580.95	\$226,834,390.88
4th Quarter (Oct 1 - Dec. 31)	\$57,435,759.13	\$67,065,027.82	\$89,000,607.80	\$213,501,394.75
Total 2013 Collections	\$240,150,558.34	\$308,367,816.75	\$315,178,152.99	\$863,696,528.08

Federal Excise Tax Receipts: 2014 Calendar Year

Calendar Year 2014	HANDGUNS	LONG GUNS	AMMUNITION	TOTAL
1st Quarter (Jan. 1 - Mar. 31)	\$59,238,546.85	\$61,458,583.66	\$80,290,598.53	\$200,987,729.04
2nd Quarter (Apr. 1 - Jun. 30)	\$50,294,297.31	\$48,721,170.55	\$74,507,366.51	\$173,522,834.37
3rd Quarter (Jul. 1 - Sept 30)	\$39,180,177.45	\$50,314,876.31	\$79,452,195.64	\$168,947,249.40
4th Quarter (Oct 1 - Dec. 31)	\$44,622,496.21	\$50,014,577.92	\$63,497,571.64	\$158,134,645.77
Total 2014 Collections	\$193,335,517.82	\$210,509,208.44	\$297,747,732.32	\$701,592,458.58

Federal Excise Tax Receipts: 2015 Calendar Year

Calendar Year 2015	HANDGUNS	LONG GUNS	AMMUNITION	TOTAL
1st Quarter (Jan. 1 - Mar. 31)	\$56,371,265.05	\$54,163,823.18	\$66,692,938.64	\$177,228,026.87
2nd Quarter (Apr. 1 - Jun. 30)	\$56,576,929.68	\$52,548,421.36	\$67,249,034.47	\$176,374,385.51
3rd Quarter (Jul. 1 - Sept 30)	\$46,959,711.63	\$56,831,391.25	\$66,982,095.03	\$170,773,197.91
4th Quarter (Oct 1 - Dec. 31)	\$58,867,666.01	\$61,270,505.73	\$68,886,977.93	\$189,025,149.67
Total 2015 Collections	\$218,775,572.37	\$224,814,141.52	\$269,811,046.07	\$713,400,759.96

Source: Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau

FACT: State fish and game agencies that are responsible for wildlife conservation obtain more than three quarters of their revenue from license fees and excise tax receipts.

Source: An Evaluation of Fish and Wildlife Funding from WI DNR

FACT: From 1939-2015, the USFWS Wildlife Restoration program has provided funds for state wildlife agencies totaling more than \$10.1 Billion.

Source: U.S. Fish and Wildlife Service (USFWS)

THE ECONOMICS OF HUNTING: ANNUAL EXPENDITURES

3. HUNTING EXPENDITURES:

\$22.9 Billion spent by hunters in 2006* **\$38.3 Billion** spent by hunters in 2011**

PERCENTAGE OF TOTAL HUNTING EXPENDITURES	In 2006*	In 2011*
EQUIPMENT EXPENDITURES	(47%)	(48%)
Total Equipment Expenditures:	\$10.7 Billion	\$18.3 Billion
Hunting equipment:(Firearms, telescopic sights, ammunition)	\$5.4 billion	\$7.7 billion
Auxiliary equipment:(Camping equipment, binoculars, special hunting apparel) .	\$1.3 billion	\$2.0 billion
Special equipment: (Campers, all-terrain vehicles, cabins, etc.).....	\$4.0 billion	\$8.6 billion
TRIP-RELATED EXPENDITURES	(29%)	(27%)
Total Equipment Expenditures:	\$6.7 Billion	\$10.4 Billion
Food & lodging:	\$2.8 billion	\$3.9 billion
Transportation:	\$2.7 billion	\$4.9 billion
Other trip costs: (Including guide fees, land-use fees and equipment rentals) ..	\$1.2 billion	\$1.6 billion
OTHER EXPENDITURES	(24%)	(25%)
Total Equipment Expenditures:	\$5.5 Billion	\$9.4 Billion
Land leasing and ownership:.....	\$4.4 billion	\$8.1 billion
License, stamps, tags, permits:	\$0.7 billion	\$0.8 billion
Membership dues and contributions:	\$0.3 billion	\$0.4 billion
Magazines, books:.....	\$0.1 billion	\$0.1 billion

4. TAX REVENUES FROM HUNTING ACTIVITIES	\$9.1 Billion	\$11.8 Billion
Federal Tax Revenues:	\$4.9 billion	\$6.4 billion
State & Local Tax Revenues:.....	\$4.1 billion	\$5.4 billion

5. EMPLOYMENT:

Jobs supported by the expenditures and activities of hunters	592,944 jobs	680,937 jobs
Salaries, wages and business owner income produced	\$20.9 billion	\$26.4 billion

	In 2006*	In 2011*
TOTAL MULTIPLIER EFFECT OF HUNTING	\$66 BILLION	\$86.9 BILLION

AVERAGE ANNUAL EXPENDITURES PER HUNTER (U.S. TOTAL)

Big Game	\$1,580.00 ***	\$2,100.00 ^
Small Game.....	\$820.00 ***	\$1,070.00 ^
Migratory Bird	\$1,160.00 ***	\$629.00 ^

Sources:

* Hunting in America, An Economic Engine and Conservation Powerhouse (with 2006 data)

** Hunting in America, An Economic Force for Conservation (with 2011 data)

*** NSSF® – The Modern Hunter Report 2008 Edition, Section C

^ NSSF® Report, America's Hunters – A Detailed Look at Demographics and Expenditures 2013 Edition

LICENSE SALES BY STATE: 2014 DATA (2016 CALCULATION YEAR)

STATE	Paid License Holders*	Resident Licenses, Tags, Permits and Stamps	Nonresident Licenses, Tags, Permits and Stamps	Total License, Tags, Permits & Stamps**	Gross Cost
Alabama ***	565,139	567,703	36,340	604,043	\$11,836,586.00
Alaska	106,916	320,848	41,891	362,739	\$8,003,375.00
Arizona	215,444	408,682	37,720	446,402	\$17,235,706.00
Arkansas	328,542	395,700	125,398	521,098	\$16,235,592.00
California	287,147	1,014,445	20,906	1,035,351	\$24,240,864.00
Colorado	284,773	439,560	105,656	545,216	\$53,835,940.00
Connecticut	42,924	126,934	4,397	131,331	\$2,639,366.00
Delaware	17,369	51,268	7,031	58,299	\$1,115,011.00
Florida	181,040	336,794	17,132	353,926	\$6,749,094.00
Georgia ***	604,863	1,299,513	156,913	1,456,426	\$13,059,987.00
Hawaii	11,113	11,554	648	12,202	\$166,210.00
Idaho	266,007	858,462	223,506	1,081,968	\$21,246,258.00
Illinois	319,588	1,434,829	128,880	1,563,709	\$33,839,806.00
Indiana	280,952	408,435	17,914	426,349	\$11,722,915.00
Iowa	217,282	545,908	55,600	601,508	\$16,185,849.00
Kansas	245,647	363,793	156,439	520,232	\$19,133,441.00
Kentucky	356,500	520,032	97,097	617,129	\$17,236,301.00
Louisiana	386,310	624,691	52,891	677,582	\$10,142,678.00
Maine	168,890	224,221	35,633	259,854	\$8,163,831.00
Maryland	129,376	103,933	25,443	129,376	\$7,061,276.00
Massachusetts	59,669	238,539	15,186	253,725	\$2,372,184.00
Michigan	767,896	1,847,080	37,644	1,884,724	\$27,928,675.00
Minnesota	572,203	1,443,705	42,657	1,486,362	\$30,376,271.00
Mississippi	307,747	340,995	92,095	433,090	\$12,192,722.00
Missouri	502,652	1,751,259	76,494	1,827,753	\$21,067,768.00
Montana	239,542	846,534	143,548	990,082	\$30,671,262.00
Nebraska	174,493	335,101	82,588	417,689	\$12,620,423.00
Nevada	66,950	121,417	25,214	146,631	\$7,129,981.00
New Hampshire	61,556	188,003	31,738	219,741	\$4,062,376.00
New Jersey	75,006	286,986	79,639	366,625	\$7,892,740.00
New Mexico	99,328	212,572	141,188	353,760	\$15,681,992.00
New York	544,229	1,023,639	48,167	1,071,806	\$15,266,035.00
North Carolina	570,495	336,394	26,942	363,336	\$9,029,600.00
North Dakota	145,538	396,428	147,072	543,500	\$9,065,500.00
Ohio	404,081	995,674	103,001	1,098,675	\$23,397,644.00
Oklahoma	421,681	293,678	18,895	312,573	\$9,321,041.00
Oregon	259,000	1,207,181	46,775	1,253,956	\$24,965,471.00
Pennsylvania	980,613	2,559,162	105,211	2,664,373	\$37,098,180.00
Rhode Island	8,978	7,469	1,509	8,978	\$526,112.00
South Carolina	212,461	376,666	57,377	434,043	\$8,151,485.00
South Dakota	221,979	281,236	119,468	400,704	\$20,608,230.00
Tennessee	734,733	744,567	41,194	785,761	\$17,936,537.00
Texas	1,132,099	1,537,950	73,392	1,611,342	\$43,089,088.00
Utah	217,471	348,648	37,755	386,403	\$14,983,238.00
Vermont	74,219	162,806	15,937	178,743	\$3,858,833.00
Virginia	282,132	799,238	44,185	843,423	\$27,098,108.00
Washington	182,251	664,818	9,378	674,196	\$16,470,521.00
West Virginia	222,686	574,973	144,132	719,105	\$9,757,128.00
Wisconsin	719,110	2,789,770	151,469	2,941,239	\$37,297,741.00
Wyoming	132,141	169,575	79,903	249,478	\$25,165,640.00
State-Level Total:	15,408,761	32,939,368	3,387,188	36,326,556	\$824,932,612.00

Source: U.S. Fish and Wildlife Service - National Hunting License Report

* A paid license holder is one individual regardless of the number of licenses purchased.

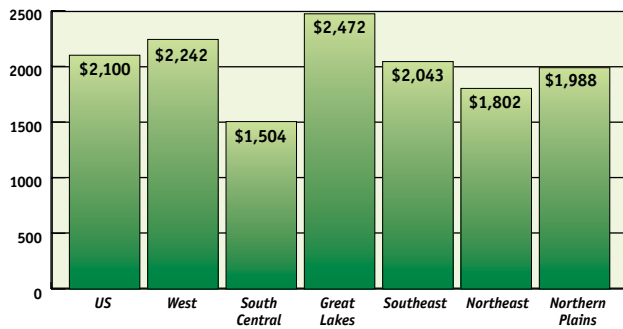
** Persons who hunted in multiple states are counted in each state where they hunted.

*** The states of AL & GA offered a combination or free hunting license to all registered boat owners or fishing license purchasers. The substantial jump in certified hunting license sales may not accurately reflect the number of hunters in the state and may be overstated. Use caution with AL & GA figures.

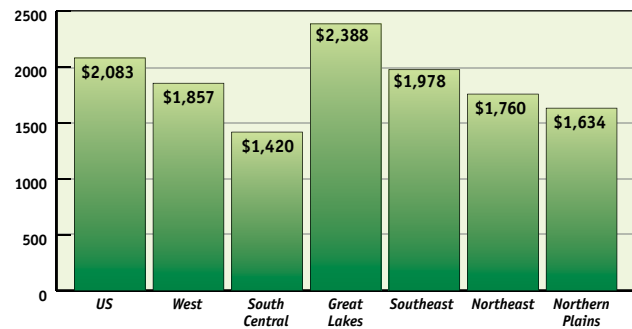
AVERAGE ANNUAL EXPENDITURES PER HUNTER (BY GAME/REGION)

BIG-GAME HUNTING

Average Annual Expenditure Per **Hunter**, by Region - All Big-Game Hunting

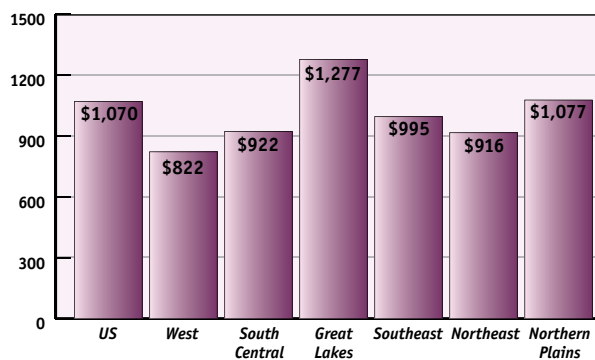


Average Annual Expenditure Per **Spender**, by Region - All-Big Game Hunting

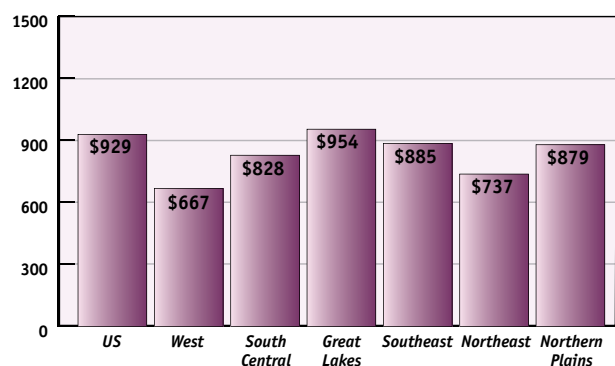


SMALL-GAME HUNTING

Average Annual Expenditure Per **Hunter**, by Region - All Small-Game Hunting

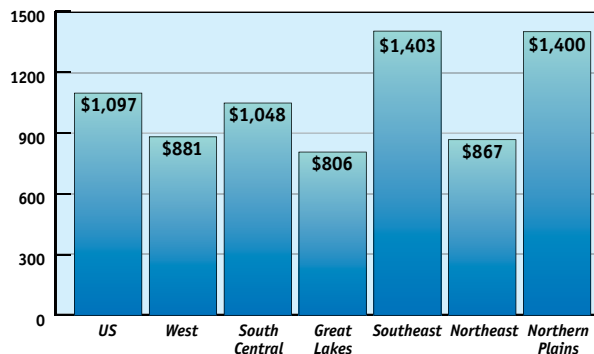


Average Annual Expenditure Per **Spender**, by Region - All Small-Game Hunting

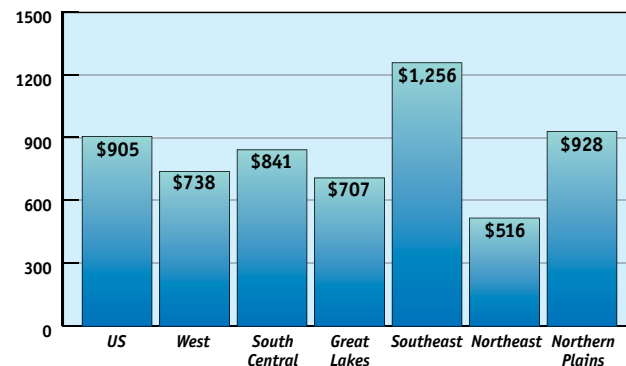


MIGRATORY-BIRD HUNTING

Average Annual Expenditure Per **Hunter**, by Region - All Migratory-Bird Hunting



Average Annual Expenditure Per **Spender**, by Region - All Migratory-Bird Hunting



Source: Source: NSSF Report, America's Hunters - A detailed look at demographics and expenditures 2013 Edition

* Sample size too small for reliable results.

25-YEAR HISTORY PAID-HUNTING LICENSE HOLDERS & DOLLAR

YEAR	Paid Hunting License Holders (USFWS)	Increase / Decrease from Previous Year	% Change in Paid License Holders from Previous Year	Gross Cost to Paid Hunting License Holders (USFWS)	% Change in Gross Cost \$ Value from Previous Year	Inflation-adjusted Gross Cost to Paid-Hunting License Holders In 2014 Dollars	% Change in Inflation-adjusted Gross Cost \$ Value from Previous Year	Average Gross Cost \$ Value Per License Holder	Average Adjusted Gross Cost \$ Value Per License Holder
1990	15,797,290	-163,518	-1.0%	\$422,074,445	8.4%	\$764,500,504	4.5%	\$26.72	\$48.39
1991	15,718,845	-78,445	-0.5%	\$438,411,287	3.9%	\$762,024,482	-0.3%	\$27.89	\$48.48
1992	15,746,706	27,861	0.2%	\$481,043,950	9.7%	\$811,692,235	6.5%	\$30.55	\$51.55
1993	15,627,763	-118,943	-0.8%	\$501,487,869	4.2%	\$821,593,302	1.2%	\$32.09	\$52.57
1994	15,343,300	-284,463	-1.8%	\$502,453,491	0.2%	\$802,623,682	-2.3%	\$32.75	\$52.31
1995	15,232,793	-110,507	-0.7%	\$532,580,412	6.0%	\$827,302,864	3.1%	\$34.96	\$54.31
1996	15,144,303	-88,490	-0.6%	\$542,752,199	1.9%	\$818,922,783	-1.0%	\$35.84	\$54.07
1997	14,906,826	-237,477	-1.6%	\$565,213,741	4.1%	\$833,684,986	1.8%	\$37.92	\$55.93
1998	14,888,663	-18,163	-0.1%	\$561,844,286	-0.6%	\$816,004,717	-2.1%	\$37.74	\$54.81
1999	15,144,608	255,945	1.7%	\$688,018,976	22.5%	\$977,664,228	19.8%	\$45.43	\$64.56
2000	15,044,324	-100,284	-0.7%	\$612,698,063	-10.9%	\$842,321,072	-13.8%	\$40.73	\$55.99
2001	14,990,570	-53,754	-0.4%	\$642,069,055	4.8%	\$858,761,920	2.0%	\$42.83	\$57.29
2002	14,966,406	-24,164	-0.2%	\$656,978,444	2.3%	\$864,538,349	0.7%	\$43.90	\$57.77
2003	14,679,041	-287,365	-1.9%	\$679,824,467	3.5%	\$874,668,071	1.2%	\$46.31	\$59.59
2004	14,726,427	47,386	0.3%	\$703,794,135	3.5%	\$882,019,102	0.8%	\$47.79	\$59.89
2005	14,575,484	-150,943	-1.0%	\$723,712,681	2.8%	\$877,259,832	-0.5%	\$49.65	\$60.19
2006	14,623,598	48,114	0.3%	\$753,569,299	4.1%	\$884,905,663	0.9%	\$51.53	\$60.51
2007	14,452,464	-171,134	-1.2%	\$764,322,544	1.4%	\$872,677,324	-1.4%	\$52.89	\$60.38
2008	14,447,187	-5,277	0.0%	\$776,859,347	1.6%	\$854,194,202	-2.1%	\$53.77	\$59.13
2009	14,973,528	526,341	3.6%	\$783,933,373	0.9%	\$865,050,089	1.3%	\$52.35	\$57.77
2010	14,956,278	-17,250	-0.1%	\$795,441,568	1.5%	\$863,583,919	-0.2%	\$53.18	\$57.74
2011	14,629,726	-326,552	-2.2%	\$789,971,893	-0.7%	\$831,402,229	-3.7%	\$54.00	\$56.83
2012	14,591,734	-37,992	-0.3%	\$806,356,592	2.1%	\$831,439,995	0.0%	\$55.26	\$56.98
2013	14,837,609	245,875	1.7%	\$820,865,071	1.8%	\$834,181,044	0.3%	\$55.32	\$56.22
2014	15,408,761	571,152	3.8%	\$824,968,930	0.5%	\$824,968,930	-1.1%	\$53.54	\$53.54
25-YR Avg.	15,018,169	-22,082	-0.1%	\$654,849,845	3.2%	\$843,919,421	0.6%	\$43.80	\$56.27
20-YR Avg.	14,861,017	3,273	0.0%	\$701,288,754	2.7%	\$856,777,566	0.3%	\$47.25	\$57.67
15-YR Avg.	14,793,542	17,610	0.1%	\$742,357,697	1.3%	\$857,464,783	-1.1%	\$50.20	\$57.99
10-YR Avg.	14,749,637	68,233	0.5%	\$784,000,130	1.6%	\$853,966,323	-0.7%	\$53.15	\$57.93
5-YR Avg.	14,884,822	87,047	0.6%	\$807,520,811	1.0%	\$837,115,223	-0.9%	\$54.26	\$56.26

GROSS COST CONTRIBUTED BY PAID HUNTING LICENSE HOLDERS

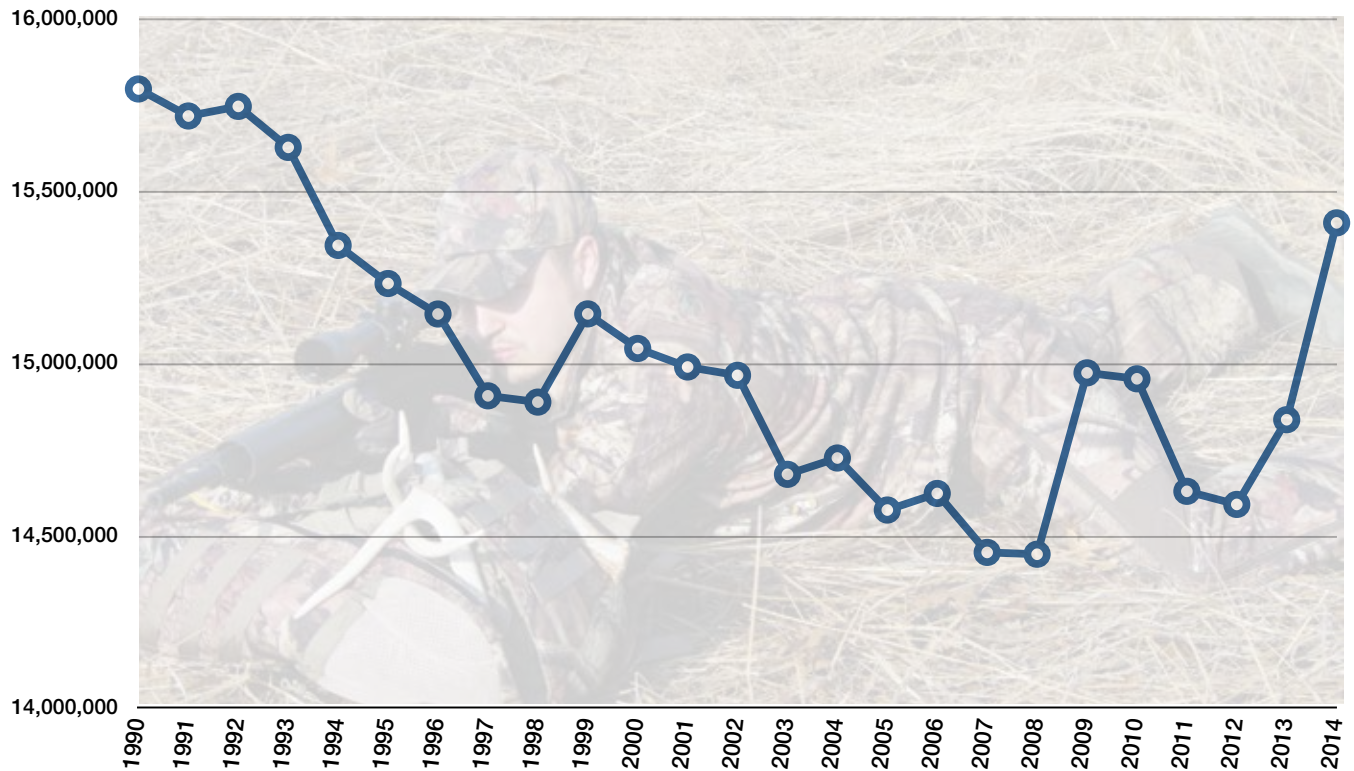
FORTY-YEAR HISTORY	1974	1984	1994	2004	2014
Certified Paid Hunting License Holders	16,420,249	16,257,678	15,343,300	14,726,427	15,408,761
Resident Licenses, Tags, Permits & Stamps	23,810,183	26,808,592	29,675,420	33,111,202	32,939,368
Non-Resident Licenses, Tags, Permits & Stamps	1,328,326	1,662,364	1,949,741	3,020,395	3,387,188
Total Licenses, Tags, Permits & Stamps	25,138,509	28,470,956	31,625,161	36,131,597	36,326,556
Gross Cost Contributed by Hunters (as reported)	\$143,741,785	292,354,271	502,453,491	\$703,794,135	\$824,968,930
Cost in 2014 Dollars (adjusted for inflation)	\$690,240,471	\$666,128,784	\$802,623,682	\$882,019,102	\$824,968,930

Source: U.S. Fish and Wildlife Service (Note that "Calculation Year" is the year the report was produced. The "license data" is for that of two years prior to the calculation year.)

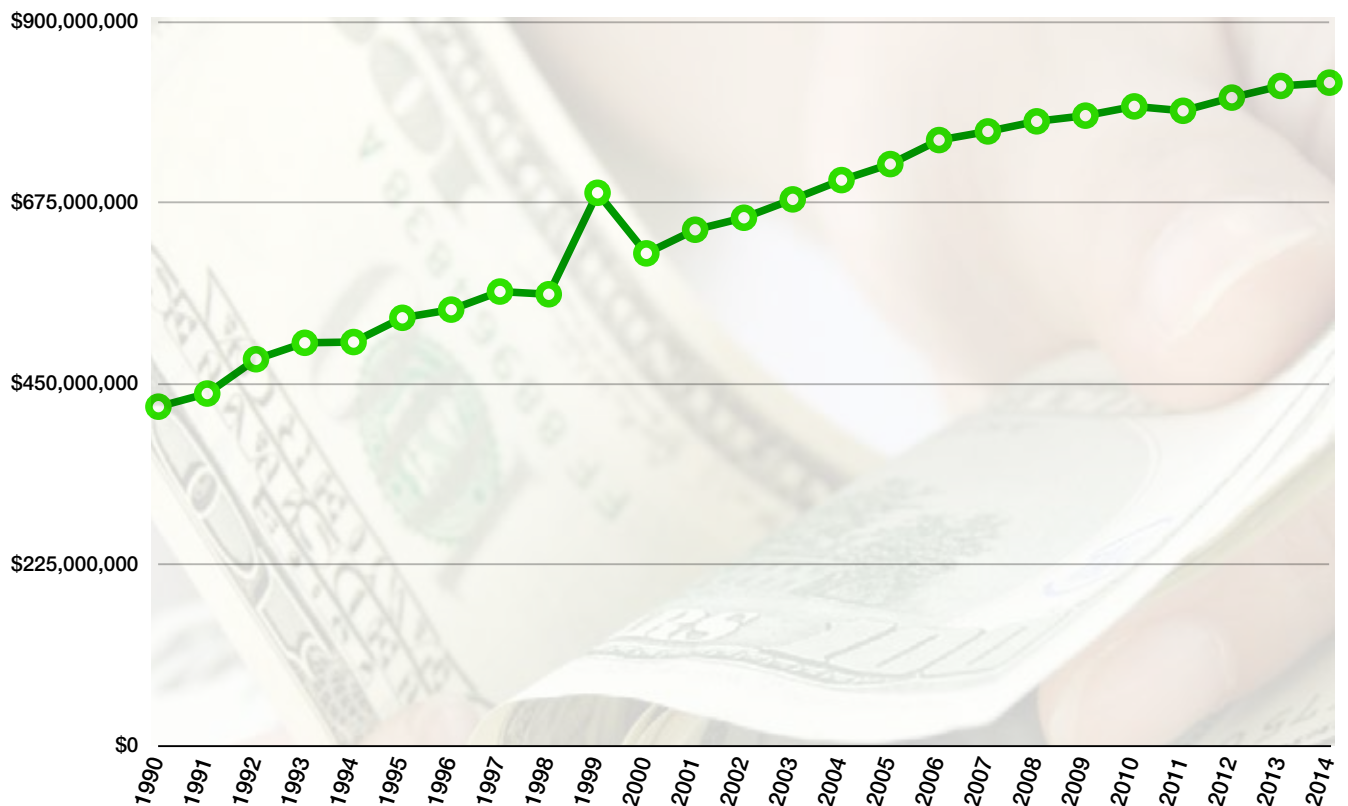
Inflation calculations: <http://www.usinflationcalculator.com/> (Based on U.S. government CPI data published July 15, 2016.)

Note: A paid-license holder is one individual regardless of the number of licenses purchased. Person who hunted in multiple states are counted in each state where they hunted.

CERTIFIED PAID-HUNTING LICENSE HOLDERS 1990 - 2014



GROSS COST TO PAID-HUNTING LICENSE HOLDERS 1990 - 2014



PAID-HUNTING LICENSE HOLDERS BY STATE (20 YEARS)

STATE	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
AL	274,072	269,097	266,386	273,506	272,525	271,865	278,052	273,638	270,229	267,354	259,241
AK	90,669	95,260	101,306	95,364	95,745	97,508	93,377	97,537	99,121	98,084	99,954
AZ	183,903	179,731	180,733	190,037	198,025	196,659	191,653	183,478	181,467	182,044	196,706
AR	321,860	323,990	319,402	330,689	412,114	395,304	400,555	402,493	386,559	378,162	375,737
CA	354,555	343,838	328,824	316,815	309,236	317,063	316,549	320,092	315,588	305,962	299,303
CO	295,895	349,491	352,823	362,927	328,879	337,475	298,292	300,574	309,801	318,971	312,151
CT	67,716	65,596	63,883	62,556	61,608	60,345	59,309	57,720	54,926	54,130	52,207
DE	21,463	21,607	21,988	21,675	21,357	21,383	20,918	21,488	20,066	18,480	19,472
FL	184,242	183,808	205,939	181,177	179,344	177,116	181,635	181,857	176,320	175,067	161,273
GA	350,346	339,416	342,110	331,705	332,635	330,151	335,149	338,045	331,795	314,569	314,569
HI	10,486	10,534	10,074	9,613	9,346	9,255	8,867	9,032	8,388	8,211	7,775
ID	235,408	234,905	234,401	227,984	250,243	249,188	246,844	246,284	245,358	250,648	254,678
IL	324,794	328,278	320,657	305,663	308,662	310,062	297,641	300,883	293,994	330,360	336,203
IN	335,438	297,330	287,443	300,755	300,732	292,694	282,781	285,573	232,819	250,573	282,261
IA	263,690	266,855	271,695	273,628	275,780	266,880	259,898	257,899	269,014	286,607	280,398
KS	187,110	172,387	178,203	200,119	209,734	209,626	204,475	188,310	195,874	202,274	198,368
KY	288,770	281,746	271,364	278,635	280,991	346,970	355,134	349,951	347,379	350,544	343,456
LA	266,609	267,347	266,746	271,207	271,541	278,521	270,907	272,912	268,793	277,108	280,167
ME	203,669	202,235	196,822	201,140	207,004	208,666	198,923	197,908	201,136	205,600	199,102
MD	150,992	143,756	140,859	142,909	135,436	133,810	136,416	128,569	123,699	120,914	122,371
MA	99,397	61,993	83,443	75,070	74,241	68,866	62,024	68,488	56,662	69,500	59,016
MI	934,430	964,531	952,584	957,264	920,473	897,916	887,235	870,432	863,946	832,835	789,244
MN	576,187	572,895	555,630	538,684	555,926	578,230	580,338	585,104	573,424	571,581	571,547
MS	246,389	241,393	242,854	247,285	250,035	252,039	249,706	249,591	235,447	234,797	236,067
MO	450,881	456,132	515,379	500,128	505,662	503,609	518,923	539,062	542,477	492,500	479,959
MT	295,151	290,775	284,697	277,711	280,382	283,815	279,727	227,365	232,276	232,869	231,936
NE	185,329	191,006	189,364	180,684	186,452	184,903	177,757	174,927	176,502	165,952	170,785
NV	55,427	55,832	55,380	57,563	59,501	60,345	61,341	61,455	60,805	58,722	60,385
NH	81,458	83,292	81,477	81,354	78,328	76,258	73,281	67,586	63,975	62,587	60,737
NJ	112,515	108,315	105,931	105,202	89,460	86,685	86,156	82,814	81,501	86,588	82,566
NM	113,716	97,766	106,909	115,557	103,990	109,168	111,896	111,188	109,948	103,968	105,966
NY	721,706	724,019	709,054	693,516	698,844	695,622	694,815	696,679	641,572	627,749	573,970
NC	367,619	367,722	353,606	384,273	399,043	404,562	425,830	433,135	433,542	438,172	427,608
ND	106,653	112,822	116,914	110,819	116,664	123,473	131,375	141,816	146,010	147,240	148,919
OH	539,457	538,623	528,703	535,033	519,996	448,950	422,180	426,856	425,992	442,214	431,815
OK	268,714	272,961	275,424	286,117	296,548	306,185	327,120	330,336	331,672	341,260	341,213
OR	307,253	317,715	317,072	318,027	318,133	310,739	303,635	297,944	295,422	283,327	279,140
PA	1,138,343	1,112,964	1,091,568	1,066,032	1,071,955	1,028,297	1,034,804	1,048,731	1,017,802	1,018,664	1,006,293
RI	13,352	13,082	13,196	12,675	11,704	11,484	12,285	10,750	10,691	9,302	8,940
SC	217,351	219,049	223,123	224,207	263,045	258,706	277,691	279,203	211,605	210,136	220,126
SD	210,130	217,394	214,133	184,837	204,599	228,209	217,007	216,152	207,973	232,053	243,123
TN	599,935	585,304	600,117	595,605	613,654	631,580	626,978	725,110	727,525	730,495	775,511
TX	1,064,803	1,040,938	942,359	975,943	978,837	983,485	1,020,674	1,027,908	1,039,327	1,073,847	1,039,709
UT	166,838	212,829	191,745	196,818	190,092	171,710	167,393	159,678	154,884	153,501	148,849
VT	100,810	96,318	94,247	97,000	103,629	101,687	96,093	92,138	90,110	86,512	81,265
VA	352,778	340,397	331,559	323,459	317,939	315,070	315,402	314,748	304,605	317,484	317,239
WA	305,502	252,933	235,477	219,483	286,188	214,969	213,276	198,162	194,308	193,046	197,135
WV	279,891	277,978	279,245	276,053	282,195	276,566	276,242	288,098	262,835	254,222	238,355
WI	784,003	813,111	739,345	742,669	769,420	773,239	763,063	689,099	716,200	722,803	713,610
WY	125,088	127,007	114,633	131,491	136,736	147,416	138,948	137,608	137,677	136,839	139,064
TOTAL	15,232,793	15,144,303	14,906,826	14,888,663	15,144,608	15,044,324	14,990,570	14,966,406	14,679,041	14,726,427	14,575,484

Source: U.S. Fish and Wildlife Service

*** The states of AL & GA offered a combination or free hunting license to all registered boat owners or fishing license purchasers. The substantial jump in certified hunting license sales may not accurately reflect the number of hunters in the state and may be overstated. Use caution with AL & GA figures.

PAID-HUNTING LICENSE HOLDERS BY STATE (20 YEARS)

STATE	2006	2007	2008	2009	2010	2011	2012	2013	2014	20-Year Average	2014 vs. 2013	2014 vs. 20-yr Avg.
AL *	255,923	264,640	264,710	540,098	527,713	530,127	507,403	507,926	565,139	346,982	11.26%	62.87%
AK	96,979	96,979	97,858	101,750	106,653	101,547	107,260	107,131	106,916	99,350	-0.20%	7.62%
AZ	202,976	202,976	201,627	191,834	194,727	195,664	195,213	200,092	215,444	193,249	7.67%	11.48%
AR	354,042	380,931	381,521	390,932	385,275	390,554	382,212	326,779	328,542	368,383	0.54%	-10.82%
CA	295,163	300,615	296,623	293,263	289,609	281,472	283,539	283,539	287,147	306,940	1.27%	-6.45%
CO	306,179	306,179	294,186	294,186	288,086	286,363	280,302	281,201	284,773	309,437	1.27%	-7.97%
CT	48,857	48,857	49,493	50,066	46,582	44,178	41,294	42,535	42,924	53,739	0.91%	-20.13%
DE	19,681	19,890	18,746	19,271	18,691	18,184	16,860	16,786	17,369	19,769	3.47%	-12.14%
FL	167,524	170,282	170,554	176,539	176,034	176,616	176,288	175,349	181,040	177,900	3.25%	1.76%
GA *	390,892	273,272	302,190	307,436	324,561	363,575	367,385	395,219	604,863	349,494	53.05%	73.07%
HI	8,741	6,856	7,407	9,002	9,677	9,815	7,240	10,537	11,113	9,098	5.47%	22.14%
ID	255,077	255,077	256,664	254,195	252,573	248,728	252,865	258,547	266,007	248,784	2.89%	6.92%
IL	328,975	328,975	301,688	333,061	328,995	321,739	321,858	320,765	319,588	318,142	-0.37%	0.45%
IN	265,709	265,709	264,323	272,282	279,214	273,929	274,048	278,322	280,952	280,144	0.94%	0.29%
IA	291,424	290,171	271,434	264,699	256,896	227,408	222,695	219,798	217,282	261,708	-1.14%	-16.98%
KS	209,170	208,992	214,107	214,107	235,021	226,553	245,365	239,335	245,647	209,239	2.64%	17.40%
KY	347,848	347,848	339,483	328,321	336,463	330,238	326,976	340,902	356,500	327,476	4.58%	8.86%
LA	269,471	293,224	304,661	314,846	325,446	345,525	358,153	370,528	386,310	298,001	4.26%	29.63%
ME	195,568	195,568	196,160	193,436	191,280	189,120	175,196	165,781	168,890	194,660	1.88%	-13.24%
MD	118,708	123,994	120,630	121,982	119,969	120,321	118,997	124,187	129,376	128,895	4.18%	0.37%
MA	57,193	59,158	57,153	59,470	57,346	57,641	61,204	56,797	59,669	65,217	5.06%	-8.51%
MI	814,643	802,299	790,789	795,535	786,880	761,269	753,376	763,618	767,896	845,360	0.56%	-9.16%
MN	578,244	578,244	579,060	581,828	576,723	579,910	578,371	592,125	572,203	573,813	-3.36%	-0.28%
MS	225,150	231,865	238,036	232,546	226,940	220,266	219,716	218,161	307,747	240,302	41.06%	28.07%
MO	487,442	483,911	480,883	485,413	491,357	486,608	487,024	496,583	502,652	495,329	1.22%	1.48%
MT	240,613	240,613	243,751	245,550	243,570	235,621	222,977	229,317	239,542	252,913	4.46%	-5.29%
NE	171,419	171,419	177,939	175,944	175,874	177,623	180,517	175,591	174,493	178,224	-0.63%	-2.09%
NV	64,031	64,031	65,047	63,709	64,635	64,334	65,461	65,606	66,950	61,528	2.05%	8.81%
NH	61,076	61,076	59,768	59,154	59,420	59,301	56,411	59,068	61,556	67,358	4.21%	-8.61%
NJ	80,246	80,246	76,398	79,539	77,584	77,607	75,699	74,067	75,006	86,206	1.27%	-12.99%
NM	96,160	94,243	100,346	102,463	96,424	97,893	95,927	97,103	99,328	103,498	2.29%	-4.03%
NY	611,644	594,992	597,006	676,669	592,216	581,401	576,815	535,915	544,229	639,422	1.55%	-14.89%
NC	440,896	460,577	475,375	494,005	505,530	521,717	528,636	545,032	570,495	448,869	4.67%	27.10%
ND	152,691	156,713	163,174	156,906	154,047	156,052	149,138	148,793	145,538	139,288	-2.19%	4.49%
OH	420,621	400,736	395,567	408,142	413,710	405,866	400,954	404,997	404,081	445,725	-0.23%	-9.34%
OK	345,020	362,806	356,257	379,884	386,374	381,049	400,809	419,445	421,681	341,544	0.53%	23.46%
OR	279,937	279,937	279,893	283,749	282,812	260,949	256,321	264,102	259,000	289,755	-1.93%	-10.61%
PA	981,124	943,222	925,885	927,655	970,217	968,735	964,714	969,633	980,613	1,013,363	1.13%	-3.23%
RI	9,075	9,075	9,075	8,858	8,798	8,605	8,551	8,624	8,978	10,355	4.10%	-13.30%
SC	199,540	205,059	204,445	223,008	234,457	173,942	204,837	206,397	212,461	223,419	2.94%	-4.90%
SD	239,419	248,495	259,159	256,191	251,655	253,512	246,315	244,182	221,979	229,826	-9.09%	-3.41%
TN	780,053	667,606	671,120	700,621	698,993	530,547	566,507	727,229	734,733	664,461	1.03%	10.58%
TX	1,005,226	1,012,446	1,020,779	1,024,520	1,020,227	1,036,946	1,020,105	1,060,455	1,132,099	1,026,032	6.76%	10.34%
UT	157,217	157,217	165,033	207,232	212,378	211,863	206,666	207,331	217,471	182,837	4.89%	18.94%
VT	83,708	84,044	84,044	83,681	82,307	80,650	74,966	72,930	74,219	88,018	1.77%	-15.68%
VA	309,942	318,993	307,995	307,642	304,206	300,764	292,863	276,660	282,132	312,594	1.98%	-9.74%
WA	197,215	197,260	209,050	196,276	194,272	188,081	180,411	180,829	182,251	211,806	0.79%	-13.95%
WV	237,343	237,343	229,115	234,192	233,349	221,806	214,286	220,811	222,686	252,131	0.85%	-11.68%
WI	721,851	721,851	721,399	716,504	718,261	704,357	704,372	717,381	719,110	733,582	0.24%	-1.97%
WY	145,952	145,952	149,581	135,336	142,251	143,155	136,636	133,568	132,141	136,854	-1.07%	-3.44%
TOTAL	14,623,598	14,452,464	14,447,187	14,973,528	14,956,278	14,629,726	14,591,734	14,837,609	15,408,761	14,861,017	3.85%	3.69%

Source: U.S. Fish and Wildlife Service

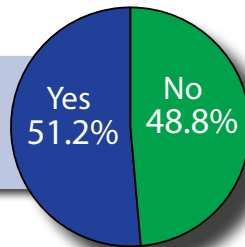
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HunterSurvey is an industry monitoring service using an online panel of active hunters and target shooters. The information is provided by Southwick Associates, Inc. Note: The information contained in this report does not represent total industry performance. Results are based on what is captured via HunterSurvey.com and ShooterSurvey.com.



Below is a summary of 2015 year-end data:

Q: Did you purchase any hunting/shooting items in the past year?
(2015/n=26,267)



In the past year, survey respondents reported purchasing:
(2015/n=13,969)



Ammunition	72.1%
Shooting accessories	45.0%
Hunting accessories	39.9%
Firearms	36.0%
Firearm accessories	33.1%
Clothing and apparel	33.0%
Firearm storage	29.8%
Optics	25.9%

Responses are multiple selection and can total over 100%

Hunting apparel purchases in 2015:
(2015/n=4,149)



Gloves	29.0%
Boots	25.4%
Head gear	22.4%
Hunting Socks	18.8%
Undergarments or thermal underwear	16.7%

Responses are multiple selection and can total over 100%



These were reported as the top seven species hunted in 2014 by survey respondents:
(2015/n=8,331)

Whitetail deer	46.0%
Small Game (rabbit, squirrel)	23.1%
Turkey	20.7%
Predator	15.5%
Waterfowl (ducks, geese)	13.7%
Upland game birds (quail, pheasant, grouse, chukar, woodcock)	12.1%
Hog (including javelina)	10.2%
Dove	10.2%

Responses are multiple selection and can total over 100%



Of people who reported buying Hunting Gear and Supplies in 2015, they purchased:
(2015/n=4,911)

Hunting knives/multitools	25.6%
Odor eliminator	18.6%
Game calls	18.6%
Trail cameras/game cameras	17.2%
Cover scents	14.4%
Lighting	9.8%
Tree stands, ladders, towers	8.4%
Blinds	7.8%

Responses are multiple selection and can total over 100%

ITEMIZED EXPENDITURES: HUNTERS VS. AVID HUNTERS

(Avid hunters are defined as the most active hunters in terms of days hunted annually—the top 10 percent of participants in terms of days hunted per year.)

All Hunters			All Avid Hunters	
Total Hunters	13,674,385		1,431,561	
Total Days Hunted	283,391,521		112,083,414	
Average Days Hunted	20.7		78.3	
# Of Observations	2,691		269	

SPENDING	Total Spending	All Hunters Average	Total Spending	All Avid Hunters Average
Food	\$3,217,859,258	\$235	\$662,386,029	\$463
Lodging	\$663,444,365	\$49	\$143,251,071	\$100
Airfare	\$218,137,147	\$16	\$85,371,663	\$60
Public Transportation	\$86,067,317	\$6	\$10,434,929	\$7
Private Transportation	\$4,463,710,581	\$326	\$1,102,676,540	\$770
Guide Fees	\$493,913,274	\$36	\$140,960,899	\$98
Public Land Use	\$40,446,957	\$3	\$8,447,845	\$6
Private Land Use	\$755,087,337	\$55	\$210,135,935	\$147
Heating & Cooking Fuel	\$205,959,227	\$15	\$42,590,715	\$30
Equipment Rental	\$62,746,502	\$5	\$17,105,517	\$12
Boat Fuel	\$170,950,162	\$13	\$116,818,702	\$82
Boat Launching	\$7,818,245	\$1	\$3,929,028	\$3
Boat Mooring	\$35,048,358	\$3	\$7,634,834	\$5
Rifles	\$1,429,096,923	\$105	\$316,725,146	\$221
Shotguns	\$914,619,338	\$67	\$279,274,884	\$195
Muzzleloader	\$122,035,039	\$9	\$44,537,163	\$31
Pistols	\$584,570,206	\$43	\$79,679,255	\$56
Bows	\$934,847,001	\$68	\$177,045,295	\$124
Telescopic Sights	\$530,655,355	\$39	\$90,150,218	\$63
Decoys & Game Calls	\$301,994,782	\$22	\$118,920,873	\$83
Ammunition	\$1,298,455,782	\$95	\$292,048,836	\$204
Handloading Supplies	\$199,019,356	\$15	\$42,908,430	\$30
Hunting Dogs	\$951,109,925	\$70	\$383,899,608	\$268
Other Equipment	\$471,919,976	\$35	\$62,433,247	\$44
Camping Equipment	\$159,853,173	\$12	\$16,525,582	\$12
Binoculars	\$287,186,282	\$21	\$68,813,622	\$48
Hunting Clothes	\$570,307,929	\$42	\$117,974,680	\$82
Processing & Taxidermy	\$672,758,995	\$49	\$103,668,484	\$72
Hunting Books/Magazines	\$107,271,644	\$8	\$20,872,346	\$15
Dues & Contributions	\$382,816,789	\$28	\$99,627,212	\$70
Equipment Repair	\$154,774,016	\$11	\$60,122,495	\$42
Bass Boats	\$0	\$0	\$0	\$0
Other Motorboats	\$422,243	\$0	\$88,804	\$0
Canoes	\$0	\$0	\$0	\$0
Boat Accessories	\$20,526,965	\$2	\$7,112,042	\$5
Trucks, Vans, RV's, Etc	\$2,356,584,918	\$172	\$140,382,395	\$98
Cabins	\$75,388,494	\$6	\$0	\$0
Off Road Vehicles	\$1,832,728,870	\$134	\$74,878,147	\$52
Other Special Equipment	\$103,634,188	\$8	\$2,972,531	\$2
Licenses, Tags, Permits	\$807,495,880	\$59	\$136,055,954	\$95
Land Purchases	\$6,011,621,849	\$440	\$749,415,179	\$523
Land Leases	\$1,117,643,179	\$82	\$245,525,614	\$172
Plantings	\$702,600,625	\$51	\$270,542,513	\$189
Total	\$33,523,128,454	\$2,452	\$6,553,944,257	\$4,578

SPENDERS	Number of Spenders	Spender Average	Number of Spenders	Spender Average
Food	10,253,229	\$314	1,227,774	\$540
Lodging	1,881,161	\$353	252,283	\$568
Airfare	542,535	\$402	74,931	\$1,139
Public Transportation	457,770	\$188	57,715	\$181
Private Transportation	10,885,386	\$410	1,295,580	\$851
Guide Fees	1,024,359	\$482	262,926	\$536
Public Land Use	709,319	\$57	130,121	\$65
Private Land Use	1,193,238	\$633	214,997	\$977
Heating & Cooking Fuel	2,817,352	\$73	271,294	\$157
Equipment Rental	490,045	\$128	65,254	\$262
Boat Fuel	503,818	\$339	82,366	\$1,418
Boat Launching	145,574	\$54	31,372	\$125
Boat Mooring	112,361	\$312	21,335	\$358
Rifles	1,618,226	\$883	256,919	\$1,233
Shotguns	1,199,731	\$762	229,367	\$1,218
Muzzleloader	360,807	\$338	143,676	\$310
Pistols	896,263	\$652	87,491	\$911
Bows	2,827,472	\$331	669,010	\$265
Telescopic Sights	1,723,185	\$308	281,830	\$320
Decoys & Game Calls	2,657,872	\$114	515,551	\$231
Ammunition	8,799,341	\$148	1,087,357	\$269
Handloading Supplies	1,181,468	\$168	284,953	\$151
Hunting Dogs	970,979	\$980	254,604	\$1,508
Other Equipment	3,122,810	\$151	386,933	\$161
Camping Equipment	570,442	\$280	38,604	\$428
Binoculars	1,209,291	\$237	177,686	\$387
Hunting Clothes	3,079,235	\$185	461,496	\$256
Processing & Taxidermy	2,053,532	\$328	306,688	\$338
Hunting Books/Magazines	1,915,570	\$56	293,454	\$71
Dues & Contributions	1,864,512	\$205	245,814	\$405
Equipment Repair	618,531	\$250	78,940	\$762
Bass Boats	0	\$0	0	\$0
Other Motorboats	2,849	\$148	592	\$150
Canoes	0	\$0	0	\$0
Boat Accessories	33,522	\$612	20,308	\$350
Trucks, Vans, RV's, Etc	208,981	\$11,277	25,453	\$5,515
Cabins	5,682	\$13,267	0	\$0
Off Road Vehicles	242,029	\$7,572	10,988	\$6,815
Other Special Equipment	147,068	\$705	6,672	\$446
Licenses, Tags, Permits	9,981,458	\$81	1,213,771	\$112
Land Purchases	1,055,264	\$5,697	157,034	\$4,772
Land Leases	1,136,064	\$984	266,444	\$921
Plantings	1,160,981	\$605	306,065	\$884
Total	13,349,280	\$2,511	1,420,231	\$4,615

Source: NSSF Report, America's Hunters - A detailed look at demographics and expenditures 2013 Edition and USFWS 2011 National Survey.

ECONOMIC CONTRIBUTIONS FROM ALL HUNTING ACTIVITIES IN 2011

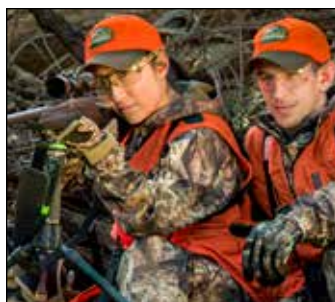
State	Retail Sales	Total Multiplier Effect	Salaries & Wages	Jobs	State & Local Taxes	Federal Taxes
Alaska	\$439,326,408	\$599,394,621	\$195,786,614	5,950	\$53,998,861	\$40,221,116
Alabama	\$1,189,125,204	\$1,809,967,081	\$613,175,542	27,257	\$104,412,563	\$128,554,235
Arkansas	\$1,034,162,738	\$1,507,898,618	\$500,305,183	17,592	\$112,772,887	\$115,790,116
Arizona	\$341,668,296	\$592,269,728	\$208,088,736	5,715	\$42,474,173	\$46,806,825
California	\$1,141,737,383	\$2,169,417,247	\$758,501,918	20,640	\$153,291,677	\$174,421,916
Colorado	\$465,114,406	\$762,750,827	\$291,973,454	8,355	\$51,352,632	\$68,371,147
Connecticut	\$305,666,045	\$468,982,069	\$142,099,320	4,128	\$36,035,072	\$41,178,619
Delaware	\$40,943,866	\$61,704,617	\$23,136,398	549	\$4,819,625	\$5,100,564
Florida	\$965,096,389	\$1,604,506,506	\$482,598,709	14,673	\$94,639,788	\$125,126,365
Georgia	\$977,169,692	\$1,665,955,113	\$600,193,419	23,996	\$106,552,804	\$145,048,655
Hawaii	\$52,713,340	\$73,001,767	\$23,514,889	774	\$6,025,027	\$5,099,046
Iowa	\$448,853,497	\$673,938,299	\$227,965,683	6,975	\$47,852,640	\$52,111,319
Idaho	\$471,243,529	\$670,687,016	\$212,603,577	8,009	\$47,711,230	\$51,252,055
Illinois	\$1,324,341,410	\$2,200,453,978	\$698,887,510	18,049	\$158,380,239	\$180,372,476
Indiana	\$229,913,491	\$352,295,622	\$110,612,210	3,765	\$26,498,117	\$27,484,462
Kansas	\$404,795,400	\$616,391,516	\$236,222,287	6,200	\$47,135,477	\$50,986,788
Kentucky	\$1,038,943,809	\$1,531,808,339	\$486,794,744	22,944	\$97,857,604	\$114,520,681
Louisiana	\$710,426,665	\$1,057,110,645	\$329,613,923	10,080	\$72,130,602	\$70,940,810
Massachusetts	\$150,982,784	\$247,659,781	\$78,102,194	1,888	\$15,227,411	\$18,979,332
Maryland	\$265,625,600	\$400,837,085	\$127,954,484	4,498	\$32,387,060	\$34,780,701
Maine	\$213,219,154	\$362,870,579	\$119,871,379	3,664	\$28,074,112	\$28,006,447
Michigan	\$2,361,806,575	\$3,950,671,177	\$1,202,811,230	34,473	\$289,120,831	\$307,741,126
Minnesota	\$733,229,489	\$1,259,270,783	\$417,868,357	12,439	\$93,744,726	\$106,029,695
Missouri	\$985,002,441	\$1,598,321,167	\$540,932,011	18,053	\$107,620,783	\$126,352,931
Mississippi	\$1,293,954,215	\$1,775,390,945	\$497,748,606	22,511	\$111,962,004	\$112,297,307
Montana	\$633,572,345	\$911,459,795	\$281,270,023	11,140	\$64,819,239	\$71,158,716
North Carolina	\$649,548,175	\$1,009,772,925	\$317,739,003	9,376	\$71,549,105	\$76,527,560
North Dakota	\$147,595,292	\$199,452,218	\$69,554,245	2,254	\$18,809,128	\$15,177,285
Nebraska	\$562,145,198	\$847,935,693	\$262,356,966	8,856	\$59,518,903	\$63,090,525
New Hampshire	\$60,440,355	\$97,264,571	\$34,494,405	923	\$7,551,752	\$8,402,869
New Jersey	\$116,095,966	\$200,960,974	\$70,326,693	1,519	\$13,492,573	\$17,300,219
New Mexico	\$145,772,931	\$211,985,432	\$72,201,507	2,208	\$16,069,090	\$15,693,172
Nevada	\$219,512,540	\$335,728,458	\$112,681,197	3,058	\$21,690,940	\$26,941,653
New York	\$2,252,489,306	\$3,644,690,291	\$1,178,786,626	23,697	\$289,887,302	\$287,485,940
Ohio	\$853,801,721	\$1,404,942,870	\$490,289,685	20,471	\$97,437,823	\$111,472,383
Oklahoma	\$680,712,580	\$941,062,966	\$254,285,204	12,090	\$65,987,436	\$72,982,908
Oregon	\$248,240,140	\$420,760,134	\$132,197,830	3,726	\$27,084,273	\$32,065,677
Pennsylvania	\$985,541,569	\$1,624,075,030	\$529,067,694	15,211	\$121,054,741	\$136,668,469
Rhode Island	\$18,503,090	\$30,766,082	\$11,458,525	290	\$2,241,343	\$2,607,804
South Carolina	\$658,420,897	\$988,688,714	\$301,861,172	20,011	\$49,939,385	\$73,630,962
South Dakota	\$723,236,029	\$972,014,097	\$302,183,278	11,034	\$62,113,252	\$72,731,738
Tennessee	\$505,208,456	\$835,585,578	\$281,406,658	8,847	\$54,841,175	\$64,885,376
Texas	\$2,118,800,404	\$3,650,779,399	\$1,140,972,709	36,170	\$218,876,666	\$279,321,294
Utah	\$549,531,262	\$924,661,164	\$309,947,917	12,471	\$62,483,367	\$70,199,557
Virginia	\$976,807,941	\$1,506,211,310	\$525,896,157	20,492	\$102,601,082	\$132,134,525
Vermont	\$294,712,917	\$433,502,242	\$140,855,725	4,394	\$33,909,231	\$34,040,462
Washington	\$369,565,921	\$613,583,221	\$211,083,317	5,612	\$39,653,073	\$50,647,408
Wisconsin	\$2,565,720,458	\$3,952,110,380	\$1,026,590,029	34,180	\$228,393,941	\$262,835,667
West Virginia	\$421,819,113	\$552,085,233	\$153,805,141	5,377	\$35,544,522	\$35,579,954
Wyoming	\$301,218,745	\$404,063,167	\$151,501,066	4,934	\$24,254,951	\$35,476,413
United States*	\$38,302,225,753	\$86,940,074,957	\$26,424,987,133	680,937	\$5,354,133,154	\$6,397,701,088

* The U.S. impacts are greater than the sum of the state-level results due to the effects of commerce between states. North Dakota has expressed concerns regarding its estimates from the 2011 National Survey. Use with caution. Definitions: Retail Sales – the dollars spent by hunters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of hunters' spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve hunters or support businesses who directly serve hunters; Jobs – the number of positions supported in businesses directly and indirectly serving hunters; Tax Revenues – government receipts received from businesses and individuals who directly and indirectly serve hunters.

HUNTER & AVID HUNTER DEMOGRAPHICS (BY REGION)/UNITED STATES

(Avid hunters are defined as the most active hunters in terms of days hunted annually—the top 10 percent of participants in terms of days hunted per year.)

AVERAGE AGE										
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game	Avid Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	47.3	47.0	47.1	47.4	52.7	47.8	46.2	49.4*	**	48.2*
South Central	45.8	45.8	41.6	44.4	42.3	44.3	40.4*	52.6*	33.5*	39.0*
Great Lakes	43.6	45.8	44.2	38.9	36.4	43.2	41.8	43.4*	**	**
Southeast	43.6	43.6	46.7	40.6	42.2	44.0	43.1	55.3*	**	**
Northeast	47.7	43.5	48.8	43.3	52.7	43.7	44.7	47.4	44.9*	46.4*
Northern Plains	45.0	47.6	45.1	41.4	41.1	43.5	42.6	53.3*	**	**
U.S. Hunter Avg	45.3	45.2	45.4	42.7	43.5	43.7	42.7	49.5	41.3	39.8



GENDER (% male)										
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game	Avid Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	90.9%	91.2%	90.0%	92.7%	93.5%	92.1%	98.1%	99.0%*	**	79.6%*
South Central	88.7%	86.2%	9.1%	99.6%	90.0%	97.1%	96.3%	100.0%*	100.0%*	86.7%*
Great Lakes	88.5%	86.9%	94.4%	82.6%	97.0%	95.2%	96.0%	100.0%*	**	**
Southeast	86.5%	85.5%	96.0%	85.0%	95.3%	99.5%	94.8%	100.0%*	**	**
Northeast	91.0%	91.0%	97.8%	86.4%	95.0%	91.0%	89.9%	93.1%	100.0%*	64.4%*
Northern Plains	92.3%	91.4%	93.9%	95.6%	89.7%	97.7%	93.5%	99.3%*	**	**
U.S. Hunter Avg	89.3%	88.3%	94.3%	91.1%	93.2%	95.0%	95.0%	98.7%	97.2%	87.6%

HIGHER EDUCATION (% with four or more years of college)										
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game	Avid Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	33.7%	29.3%	40.4%	38.3%	23.5%	40.2%	22.4%	45.6%*	**	**
South Central	36.5%	29.6%	32.3%	47.7%	36.3%	23.9%	7.3%*	54.3%*	11.5%*	15.1%*
Great Lakes	27.0%	25.5%	30.1%	22.7%	9.4%	12.0%	13.7%	58.2%*	**	**
Southeast	21.8%	20.5%	23.8%	41.9%	23.1%	9.2%	11.9%	**	**	**
Northeast	20.8%	19.3%	20.4%	23.4%	11.9%	44.0%	49.8%	15.0%	30.3%*	**
Northern Plains	33.6%	32.4%	37.6%	34.5%	30.1%	34.3%	40.1%	25.0%*	**	**
U.S. Hunter Avg	27.1%	24.5%	28.6%	36.9%	23.3%	23.9%	22.3%	22.5%	15.9%	6.0%



RACE (% Non-Caucasian)										
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game	Avid Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	7.9%	7.7%	11.5%	10.4%	7.6%	9.2%	11.8%	8.4%*	**	**
South Central	8.1%	9.9%	6.1%	2.8%	2.7%	8.0%	5.3%*	13.2%*	**	**
Great Lakes	0.8%	0.9%	1.2%	2.5%	0.0%	0.0%	2.1%	0.0%*	**	**
Southeast	8.3%	7.9%	10.4%	1.6%	8.9%	4.4%	6.5%	12.5%*	**	**
Northeast	2.4%	2.0%	5.6%	0.1%	6.8%	1.3%	0.8%	1.7%	**	4.8%*
Northern Plains	1.5%	1.4%	2.0%	3.1%	3.1%	0.0%	1.7%	0.0%*	**	**
U.S. Hunter Avg	4.9%	4.9%	5.5%	3.4%	4.4%	3.6%	2.9%	5.2%	**	1.5%

AVERAGE HOUSEHOLD INCOME										
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game	Avid Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	\$69,481	\$70,014	\$73,131	\$64,006	\$87,025	\$69,066	\$73,665	\$54,984	**	\$64,973*
South Central	\$66,147	\$62,280	\$69,177	\$75,488	\$59,772	\$61,728	\$56,312*	\$79,680*	\$59,380*	\$81,367*
Great Lakes	\$61,420	\$60,107	\$62,407	\$65,175	\$61,334	\$61,550	\$65,558	\$69,848*	**	**
Southeast	\$53,248	\$53,000	\$48,086	\$59,972	\$53,771	\$56,382	\$65,811	\$36,195*	**	**
Northeast	\$64,188	\$64,043	\$66,329	\$76,952	\$71,120	\$83,046	\$85,677	\$55,486	\$62,556*	\$54,022*
Northern Plains	\$69,560	\$69,692	\$70,989	\$65,409	\$70,639	\$74,227	\$75,895	\$68,380*	**	**
U.S. Hunter Avg	\$62,536	\$61,402	\$64,217	\$67,564	\$64,887	\$67,832	\$65,856	\$58,578	\$66,091	\$67,111



Sources: NSSF® Report, America's Hunters – A Detailed Look at Demographics and Expenditures 2013 Edition and USFWS 2011 National Survey.

* Sample size is small. Use data with caution.

** Sample size too small to report results.

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HUNTER DEMOGRAPHICS (BY SPECIES)/UNITED STATES

BIG GAME		All Big Game	Deer	Elk	Bear	Turkey	Moose	Goat **	Wild Pig *	Other Big Game
	# of Observations (n value)	2,245	2,044	265	129	532	50	6	22	85
	Total # of Hunters	11,569,563	10,851,220	866,770	526,237	3,115,361	105,509	**	19,207	285,886
	Total Days	213,117,386	167,657,720	7,714,792	4,823,813	33,341,035	1,139,120	**	589,402	4,270,917
	Average Days	18.4	15.5	8.9	9.2	10.7	10.8	**	30.7	14.9
	Average age	45.2	45.2	47	47.6	43.6	49.3	**	36.9	45.7
	Average household income	\$61,402	\$61,556	\$67,575	\$70,075	\$60,983	\$70,060	**	\$48,863	\$67,151
	Gender (% male)	88.3%	88.1%	92.0%	96.7%	89.3%	96.0%	**	97.7%	98.2%
	Marital Status (% married)	71.7%	71.5%	77.8%	74.7%	69.5%	75.8%	**	43.2%	77.6%
	Race (% non-white)	4.9%	4.6%	5.5%	4.2%	3.0%	5.9%	**	89.9%	5.5%
	Education (%)									
	8 years or less	2.0%	1.8%	0.1%	0.9%	1.7%	0.0%	**	0.0%	0.0%
	9-11 years	10.2%	9.9%	7.3%	5.7%	11.4%	8.0%	**	12.5%	11.2%
	12 years	38.5%	38.4%	46.1%	65.1%	38.9%	37.8%	**	48.2%	46.5%
	1-3 years college	24.8%	25.2%	21.9%	10.9%	29.2%	28.2%	**	12.5%	12.8%
	4 years college or more	24.5%	24.6%	24.6%	17.5%	18.9%	26.0%	**	26.9%	29.5%

SMALL GAME		All Small Game	Rabbit	Quail	Grouse	Squirrel	Pheasant	Ptarmigan *	Other Small Game
	# of Observations (n value)	938	327	163	143	337	351	12	78
	Total # of Hunters	4,506,221	1,544,509	841,372	812,167	1,691,008	1,474,251	31,896	298,903
	Total Days	51,089,313	16,892,762	9,419,139	7,540,789	20,542,122	9,670,327	232,575	3,493,289
	Average Days	11.3	10.9	11.2	9.3	12.1	6.6	7.3	11.7
	Average age	45.4	43.8	43.1	50	43.7	44.1	49.4	48.8
	Average household income	\$64,217	\$53,929	\$70,915	\$72,617	\$54,941	\$73,250	\$64,258	\$65,495
	Gender (% male)	94.3%	95.6%	93.7%	93.0%	94.4%	95.5%	67.3%	94.8%
	Marital Status (% married)	69.4%	65.2%	66.5%	74.4%	63.5%	71.5%	86.6%	78.4%
	Race (% non-white)	5.5%	9.5%	11.1%	2.0%	7.8%	4.8%	0.0%	3.0%
	Education (%)								
	8 years or less	0.8%	1.3%	0.5%	0.6%	2.0%	0.6%	0.0%	0.0%
	9-11 years	7.9%	11.9%	8.6%	1.8%	11.6%	3.1%	9.2%	9.4%
	12 years	35.0%	48.0%	21.1%	33.2%	45.2%	26.3%	27.9%	32.0%
	1-3 years college	27.7%	24.3%	32.9%	37.3%	20.7%	26.7%	31.3%	16.3%
	4 years college or more	28.6%	14.4%	36.9%	27.1%	20.5%	43.3%	31.7%	42.3%

MIGRATORY BIRDS		All Migratory Bird	Geese	Ducks	Dove	Other Migratory Bird
	# of Observations (n value)	485	184	272	207	53
	Total # of Hunters	2,583,279	781,448	1,370,874	1,270,712	227,196
	Total Days	23,336,111	8,684,439	15,295,169	7,040,904	1,576,235
	Average Days	9	11.1	11.2	5.5	6.9
	Average age	42.7	40.9	41.3	43.7	41.5
	Average household income	\$67,564	\$65,283	\$67,155	\$68,332	\$60,962
	Gender (% male)	91.1%	93.4%	91.0%	97.9%	76.3%
	Marital Status (% married)	66.3%	61.7%	62.5%	63.7%	64.6%
	Race (% non-white)	3.4%	1.4%	2.5%	5.0%	0.4%
	Education (%)					
	8 years or less	0.4%	0.0%	0.0%	0.7%	0.0%
	9-11 years	7.0%	2.8%	5.5%	9.5%	1.2%
	12 years	25.4%	28.3%	27.2%	21.6%	22.7%
	1-3 years college	30.4%	40.6%	34.0%	26.8%	38.8%
	4 years college or more	36.9%	28.3%	33.3%	41.4%	37.3%

OTHER ANIMALS		All Other Animals	Woodchuck	Raccoon	Fox	Coyote	Wolf **	Mongoose **	Other Animals
	# of Observations (n value)	376	46	64	31	197	9	1	140
	Total # of Hunters	2,168,065	195,216	325,497	174,110	1,048,674	**	**	878,466
	Total Days	34,525,211	-	-	-	-	-	-	-
	Average Days	15.9	-	-	-	-	-	-	-
	Average age	43.5	41.4	43.3	45.6	42.7	**	**	44.5
	Average household income	\$64,887	\$60,505	\$57,241	\$72,873	\$67,224	**	**	\$63,858
	Gender (% male)	93.2%	79.2%	98.1%	98.3%	97.4%	**	**	90.4%
	Marital Status (% married)	71.8%	71.8%	69.6%	77.3%	73.5%	**	**	69.6%
	Race (% non-white)	4.4%	0.0%	20.5%	8.4%	0.9%	**	**	3.9%
	Education (%)								
	8 years or less	1.0%	2.3%	6.7%	2.6%	0.4%	**	**	0.5%
	9-11 years	9.8%	10.0%	5.9%	1.8%	2.1%	**	**	17.4%
	12 years	33.6%	55.3%	45.1%	62.6%	35.0%	**	**	28.6%
	1-3 years college	32.3%	28.3%	34.2%	28.9%	44.4%	**	**	20.1%
	4 years college or more	23.3%	4.2%	8.1%	4.2%	18.0%	**	**	33.4%

Source: NSSF® Report, America's Hunters -A Detailed Look at Demographics and Expenditures 2013 Edition

*Sample size is small. Use with caution.

**Sample size is too small to report results

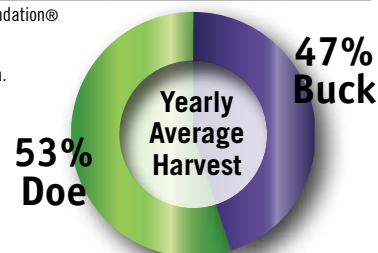
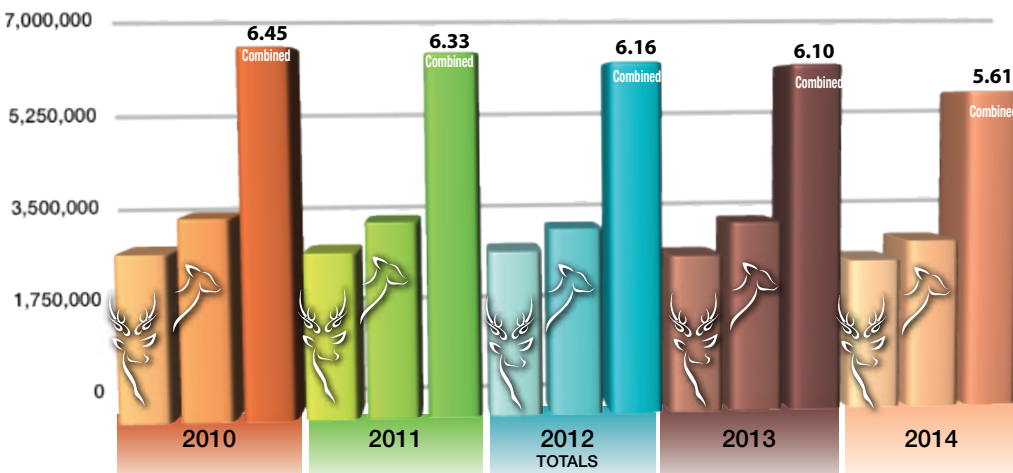
ESTIMATED WHITETAIL DEER HARVEST DATA

State	2010 Buck	2010 Doe	2010 Total	2011 Buck	2011 Doe	2011 Total	2012 Buck	2012 Doe	2012 Total	2013 Buck	2013 Doe	2013 Total	2014 Buck	2014 Doe	2014 Total
Alabama	129,000	208,000	337,000	130,500	206,500	337,000	122,400	144,300	266,700	98,400	171,560	269,960	98,712	171,288	270,000
Arizona	5,910	194	6,104	5,445	100	5,545	5,019	0	5,019	4,960	0	4,960	4,761	0	4,761
Arkansas	82,973	103,192	186,165	85,285	116,531	201,816	96,956	116,531	213,487	91,132	122,067	213,199	89,617	118,458	208,075
Connecticut	5,299	6,813	12,112	62,556	6,641	69,197	6,442	6,979	13,421	5,280	7,269	12,549	4,894	6,500	11,394
Delaware	3,993	10,190	14,183	3,948	9,611	13,559	3,703	9,599	13,302	4,144	10,119	14,263	4,067	10,172	14,239
Florida	102,862	75,683	178,545	88,912	47,276	136,188	89,025	53,300	142,325	65,357	37,269	102,626	64,223	38,255	102,478
Georgia	155,255	308,747	464,002	133,520	277,961	411,481	130,115	255,294	385,409	137,025	316,927	453,952	149,498	262,570	412,068
Idaho*	13,665	5,441	19,106	13,500	5,000	18,500	15,820	8,650	24,470	14,328	6,364	20,692	14,549	6,671	21,221
Illinois	69,139	113,131	182,270	70,513	110,938	181,451	69,681	111,130	180,811	57,769	90,845	148,614	60,721	84,999	145,720
Indiana	53,007	80,997	134,004	50,717	78,301	129,018	45,936	90,312	136,248	46,240	79,395	125,635	45,686	74,387	120,073
Iowa	48,749	78,345	127,094	46,212	75,195	121,407	47,927	67,681	115,608	39,447	59,953	99,400	44,540	57,053	101,593
Kansas	43,047	42,806	85,853	45,025	49,788	94,813	43,321	48,036	91,357	41,236	48,424	89,660	42,178	51,761	93,939
Kentucky	59,170	51,206	110,376	65,932	53,731	119,663	64,183	67,212	131,395	67,760	76,649	144,409	66,080	72,818	138,898
Louisiana	84,425	69,075	153,500	73,425	60,075	133,500	87,210	65,790	153,000	93,072	73,128	166,200	82,541	57,359	139,900
Maine	12,230	5,204	17,434	13,056	6,100	19,156	15,385	6,118	21,503	16,736	8,035	24,771	15,986	6,325	22,311
Maryland	32,062	63,821	95,883	33,104	62,268	95,372	30,493	57,048	87,541	32,114	63,749	95,863	28,281	58,602	86,883
Massachusetts	5,703	5,090	10,793	6,190	4,943	11,133	6,402	4,606	11,008	6,519	4,925	11,444	6,419	4,747	11,166
Michigan	212,341	205,509	417,850	212,791	203,930	416,721	222,640	191,364	414,004	203,057	175,737	378,794	178,228	144,139	322,367
Minnesota	88,000	78,500	166,500	85,500	107,000	192,500	97,136	89,498	186,634	87,865	84,916	172,781	81,036	58,406	139,442
Mississippi	142,671	179,616	322,287	127,416	144,859	272,275	123,000	147,000	270,000	108,664	152,061	260,725	104,665	145,328	249,993
Missouri	104,607	170,592	275,199	114,031	174,563	288,594	120,549	189,380	309,929	104,815	147,109	251,924	114,250	142,503	256,753
Nebraska	37,967	39,198	77,165	37,160	39,283	76,443	26,309	24,974	51,283	24,401	15,213	39,614	25,082	17,730	42,812
New Hampshire	6,015	3,744	9,759	6,548	4,561	11,109	6,659	4,953	11,612	7,171	5,369	12,540	6,743	4,653	11,396
New Jersey	19,925	35,479	55,404	18,575	31,533	50,108	17,752	32,190	49,942	18,511	33,083	51,594	17,412	35,292	52,704
New York	106,960	123,140	230,100	110,002	118,357	228,359	118,993	123,964	242,957	114,716	128,851	243,567	108,604	130,068	238,672
North Carolina	80,430	94,727	175,157	80,014	93,539	173,553	80,883	86,366	167,249	86,558	101,572	188,130	73,439	80,190	153,629
North Dakota	30,900	38,400	69,300	22,688	29,823	52,511	24,727	19,280	44,007	18,645	15,148	33,793	18,266	12,902	31,168
Ohio	86,017	153,458	239,475	81,721	138,027	219,748	81,149	137,761	218,910	70,100	120,503	190,603	68,515	107,286	175,801
Oklahoma	63,314	46,000	109,314	66,320	46,543	112,863	62,394	45,454	107,848	52,197	35,812	88,009	51,775	45,490	97,265
Pennsylvania	122,930	193,310	316,240	127,540	208,660	336,200	133,860	209,250	343,110	134,280	218,640	352,920	119,260	184,713	303,973
Rhode Island	1,394	1,104	2,498	1,039	1,379	2,418	1,067	1,154	2,221	1,020	1,482	2,502	922	1,242	2,164
South Carolina	116,755	105,894	222,649	108,907	117,551	226,458	116,673	101,181	217,854	114,482	111,324	225,806	99,946	103,006	202,952
South Dakota	36,377	44,068	80,445	38,960	46,200	85,160	29,286	31,782	61,068	25,199	23,548	48,747	26,704	14,453	41,157
Tennessee	79,859	82,950	162,809	85,676	82,026	167,702	88,549	88,410	176,959	94,596	73,898	168,494	95,470	69,405	164,875
Texas	357,378	330,698	688,076	309,207	265,601	574,808	304,035	242,325	546,360	330,535	295,042	625,577	325,008	265,104	590,112
Vermont	8,430	7,051	15,481	7,374	4,758	12,132	8,073	5,684	13,757	8,831	5,276	14,107	7,954	5,634	13,588
Virginia	95,831	126,243	222,074	98,874	134,114	232,988	96,853	118,345	215,198	106,349	137,973	244,322	88,311	103,807	192,118
West Virginia	58,416	47,637	106,053	78,081	65,615	143,696	71,628	59,788	131,416	74,528	75,446	149,974	51,205	52,922	104,127
Wisconsin	148,378	185,211	333,589	150,839	193,954	344,793	165,457	199,830	365,287	143,738	198,893	342,631	143,397	158,689	302,086
Wyoming*	8,154	6,496	14,650	8,300	6,300	14,600	8,153	8,013	16,166	8,202	6,936	15,139	8,218	7,083	15,302
TOTALS	2,919,538	3,526,960	6,446,498	2,905,403	3,429,135	6,334,538	2,885,843	3,270,532	6,156,375	2,759,980	3,340,510	6,100,490	2,637,164	2,972,010	5,609,174

Sources: Quality Deer Management Association Whitetail Reports, State Department of Natural Resources, ERS.USA.gov, and the National Shooting Sports Foundation®

* Harvest figures posted in italic type are 3-year average estimates

Estimated average deer weight being 140 lbs with 40 percent usable meat when butchered shows the nearly 5.61 million deer harvested in 2014 equate to 342 million pounds of meat or approximately 1.4 billion meals. At \$6 per pound, the 2014 whitetail harvest has an estimated economic impact of \$2.06 billion.



Fact:

The average annual deer harvest provides more than 342 million pounds of quality meat equating to 1.4 billion meals annually. At \$6 per pound, the 2014 venison harvest provided an economic impact of \$2.06 billion dollars.

NSSF HUNTING LICENSE SALES INDEX



PRODUCED BY
SOUTHWICK ASSOCIATES, INC.



ON BEHALF OF THE
NATIONAL SHOOTING SPORTS FOUNDATION

LICENSE SALES TRENDS: JANUARY – DECEMBER 2015

-0.1% = Change in the number of licenses sold through the fourth quarter of 2015 compared to 2014
(January-December 2015 vs. January- December 2014)

States used to gauge license sales:

Florida	Indiana	Kansas	Louisiana	Minnesota
North Carolina	New Jersey	New York	Oregon	Pennsylvania
Tennessee	Texas	Utah		

Discussion

- 1) License sales were down slightly in the fourth quarter of 2015, making overall license sales for the year virtually unchanged compared to 2014.
- 2) Overall sales were slightly down in the Southeast and Western regions but up slightly in the Midwest region. The Northeast region was basically unchanged from 2014.
- 3) Of the thirteen states included in this report, three showed license sales increases through the fourth quarter of 2015, primarily in the Midwest region, three were basically unchanged and seven experienced very slight decreases.

Notes and Considerations

- 1) The NSSF license sales index is designed as a timely indicator of hunting license sales. It is not an exact measure of all hunting license sales nationally.
- 2) The states reported in this index were selected on their ability to provide license sales information on a regular basis. Plus, states were selected on a regional basis to capture any potential variation in license sales by region. As more states are able to provide necessary data, the number of reporting states will be increased.
- 3) Results are based on a weighted average of trends among participating states. States with larger hunter populations have a greater impact on the results than smaller states.
- 4) Due to confidentiality considerations extended to participating states, license sales trends are not available on a per-state basis.
- 5) A number of influences cause license sales to increase or decrease on a monthly basis, including economic, social, climatic and other factors.

NSSF® HUNTING LICENSE SALES INDEX

Time Period	13 Reporting States % Change Over Same Time Period Previous Year	Compare to ➤	USFWS - National Hunting License Reports License Sales % Change Year Over Year	National License Report Period
2009 Q1	1.9%	➤	3.6% 2009 Full Year	2009 Full Year
2009 Q1-Q2	7.6%			
2009 Q1-Q3	2.9%			
2009 Full Year	3.5%			
2010 Q1	-2.7%	➤	-0.1% 2010 Full Year	2010 Full Year
2010 Q1-Q2	-2.8%			
2010 Q1-Q3	-0.1%			
2010 Full Year	-1.1%			
2011 Q1	-3.1%	➤	-2.2% 2011 Full Year	2011 Full Year
2011 Q1-Q2	2.9%			
2011 Q1-Q3	-0.1%			
2011 Full Year	-0.9%			
2012 Q1	36.2% *	➤	-0.3% 2012 Full Year	2012 Full Year
2012 Q1-Q2	9.7%			
2012 Q1-Q3	7.2%			
2012 Full Year	3.6%			
2013 Q1	-2.0%	➤	1.7% 2013 Full Year	2013 Full Year
2013 Q1-Q2	3.8%			
2013 Q1-Q3	0.0%			
2013 Full Year	0.5%			
2014 Q1	-2.0%	➤	3.8% 2014 Full Year	2014 Full Year
2014 Q1-Q2	0.9%			
2014 Q1-Q3	-3.6%			
2014 Full Year	0.1%			
2015 Q1	-0.7%	Full year 2015 license data will be available approximately Spring of 2017		
2015 Q1-Q2	0.0%			
2015 Q1-Q3	3.3%			
2015 Full Year	-0.1%			

Sources: Hunting License Index produced by Southwick Associates on behalf of the National Shooting Sports Foundation

Notes:

- 1) The NSSF license sales index is designed as a timely indicator of hunting license sales. It is not an exact measure of all hunting license sales nationally.
- 2) The 13 states reported in this index (Florida, Indiana, Kansas, Louisiana, Minnesota, North Carolina, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Texas, and Utah) were selected on their ability to provide license sales information on a regular basis. Plus, states were selected on a regional basis to capture any potential variation in license sales by region. As more states are able to provide necessary data, the number of reporting states will be increased.
- 3) Results are based on a weighted average of trends among participating states. States with larger hunter populations have a greater impact on the results than smaller states.
- 4) Due to confidentiality considerations extended to participating states, license sales trends are not available on a per-state basis.
- 5) A number of influences cause license sales to increase or decrease on a monthly basis, including economic, social, climatic and other factors.

** License sales increase is attributable to the warm, dry weather across most of the U.S., allowing more hunting activity than experienced in the same quarter of 2011 when weather was not favorable. Many of the sales may have represented hunters shifting their license purchases from the second quarter to the first. Since a smaller percentage of licenses are sold in the first quarter, small fluctuations in the actual numbers can translate into larger percentage changes. Sales were down in the big months of Oct and Nov, and the overall change for the year was 3.6%."

STATES REPORTING



ABOUT NSSF®

The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports.

Formed in 1961, NSSF's membership consists of manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, log on to nssf.org

SOURCES

LICENSE DATA	U.S. Fish and Wildlife Service (USFWS), National Hunting License Reports wsfrprograms.fws.gov
EXCISE TAX DATA	Alcohol and Tobacco Tax & Trade Bureau (TTB), Reports of Firearms & Ammunition Excise Tax Collections ttb.gov/tax_audit/tax_collections.shtml
HUNTING PARTICIPATION & HUNTING EXPENDITURES	U.S. Fish & Wildlife Service, 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation nssf.org/PDF/research/USFW_NationalSurvey2011.pdf
MULTIPLIER EFFECT OF HUNTING	Hunting in America – An Economic Force for Conservation - produced by Southwick Associates, funded by the National Shooting Sports Foundation (NSSF) and produced in partnership with the Association of Fish and Wildlife Agencies (AFWA) nssf.org/research/researchreports.cfm#item11
HUNTER DEMOGRAPHICS:	NSSF® Report, America's Hunters – A Detailed Look at Demographics and Expenditures 2013 Edition (formerly NSSF - The Modern Hunter Report) - produced by Southwick Associates nssf.org/research/researchreports.cfm#item11
ECONOMIC CONTRIBUTIONS	Hunting in America – An Economic Force for Conservation - produced by Southwick Associates, funded by the National Shooting Sports Foundation (NSSF) and produced in partnership with the Association of Fish and Wildlife Agencies (AFWA) nssf.org/research/researchreports.cfm#item11
ITEMIZED EXPENDITURES	NSSF® Report, America's Hunters – A Detailed Look at Demographics and Expenditures 2013 Edition (formerly NSSF - The Modern Hunter Report) - produced by Southwick Associates nssf.org/research/researchreports.cfm#item11



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