

# Survey Says: Your Voice Matters

## How States Can Make the Most of the National Survey's Valuable Insights and Data

Since 1955, the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation has provided essential snapshots of how Americans connect with nature. Conducted every five years as a collaboration between the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies, the Survey — along with its in-depth addenda reports — reveals trends in participation, spending, and engagement in outdoor activities. It also helps state and federal agencies, industry leaders, and conservation groups make key decisions about funding, planning, and outreach.

Participation in the Survey ensures that critical programs — from fish and wildlife conservation initiatives to funding for outdoor pursuits — are backed by accurate, actionable data.

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### How the Survey Supports Your Work

#### Informed Planning & Policy

- Guides state and federal fish and wildlife agencies in managing resources and setting participation goals.
- Supports comprehensive outdoor activity planning at both state and federal levels.

#### Economic Impact & Funding

- Determines funding levels for federal grants supporting freshwater and saltwater resources.
- Enables estimates of the contribution of outdoor pursuits to jobs and income in state and national economies.
- Helps economic development offices and tourism bureaus plan for growth.

#### Environmental Importance

- Enables assessment of the economic impact of environmental disasters and resource damage.
- Provides data for evaluating the monetary value of natural resources.

#### Outdoor Engagement & R3 Initiatives

- Helps agencies and organizations better understand participation in fishing, hunting, target shooting, and outdoor activities.
- Establishes benchmarks to track growth and refine recruitment, retention, and reactivation efforts.

#### Industry & Consumer Insights

- Helps businesses in firearms, archery, tackle, and marine industries understand consumer spending.
- Informs advertising and product development based on demographic and geographic trends.



### State of the Science

Comprehensive data strengthens the case for funding, informs policy, and supports the outdoor pursuits and fish and wildlife conservation efforts that matter most to the people in your state. By using Survey data, you'll be able to help shape the future of outdoor activities and conservation for generations to come.



Scan the QR code at left to read the National Survey.

