

# State-Level Estimates for the 2027 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation



NORC partnered with 15 states to provide actionable state-level insights in 2022, and they found the following benefits:



**Data-driven policy and program development:** Reliable data can be used to effectively allocate resources and tailor programs.

“State-level estimates of participation and expenditures, as well as economic impact figures derived from them, are critical in our work. We consider them essential for communicating the importance of our conservation and recreation programs for both Kentuckians and our visitors, and appreciate NORC’s help in producing reliable and timely estimates for us in tandem with the National Survey effort.” – *Rich Storm, Commissioner, Kentucky Department of Fish & Wildlife Resources*

“As state fish and wildlife agencies invest in R3 activities and other outreach programs designed to get people outdoors and engaged in conservation, having up-to-date, reliable estimates of participation, effort, and the economic benefits of fish- and wildlife-related recreation is extremely valuable. We use the results from the National Survey when communicating the importance of these activities to diverse audiences, which helps garner support for our agency’s efforts.” – *Michael Schiavone, Assistant Director, Division of Fish and Wildlife, New York State Department of Environmental Conservation*



**Economic impact analysis:** Precise expenditure data allows state agencies to quantify their contributions to the state economy.

“DWR relies on this data partly to support our state legislative work... that data also provides our agency with a truer picture of outdoor activities in Virginia and enhances our ability to perform more granular analysis going forward, including but not limited to areas of human dimensions, economic impacts, outreach targets and buyer personas, and tourism. The more states participate in requesting/receiving their specific data, the greater value and impacts it could have, and these same opportunities could apply to not just the individual states but the AFWA regions as well.” – *Darin Moore, Deputy Director of the Virginia Department of Wildlife Resources*

“These data are critical in discussions with lawmakers and interest groups about the importance of fishing, hunting, and wildlife-associated recreation... I get asked frequently about the number of people that hunted or fished in Minnesota, and having an accurate estimate to point to is a helpful resource for policymakers looking for the data.” – *Adam Landon, Conservation Social Scientist, Minnesota Department of Natural Resources*

“Understanding participation rates and the associated economic impacts of fish- and wildlife-related recreation helps us articulate the relevance of fish and wildlife conservation to legislators and the public. Further, it demonstrates that appropriations to state fish and wildlife agencies to do the critical work of conserving natural resources and providing sustainable opportunities yield a significant return on investment back to our economy and our state tax revenue.”  
– *Nate Pamplin, Director of External Affairs, Washington Department of Fish & Wildlife*

The Association of Fish & Wildlife Agencies and the U.S. Fish & Wildlife Service have partnered with NORC at the University of Chicago to conduct the 2027 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, which provides detailed, reliable, and actionable estimates of fishing, hunting, and wildlife-watching participation and expenditures in the United States.

## Data for Local Impact

The National Survey is designed to collect data at the state level to provide cost-effective estimates that are customized to your state's goals. By opting in for increased sampling to obtain state-level data via the 2027 National Survey, your agency will be equipped with these estimates for both residents and non-residents on anglers, hunters, and wildlife watchers in your state, by activity:

- Number of **participants**
- Number of **days** spent participating
- **Trip-related expenditures**

These estimates can be used by your agency to underscore and elevate the importance of the hunting, fishing, and wildlife-watching industries to local economies throughout your state. Highlighting the economic contributions of these activities emphasizes their critical role in funding and supporting broader conservation efforts that ensure the sustainability of natural resources for future generations.

### Partner with us to develop a study that fits the needs of your state.

All participating states will receive a final dataset weighted to be representative of your state population. Not a seasoned data user? No problem! All states will also receive a formatted report with state-level estimates, detailed analyses, charts, and tables of participation rates, days, and expenditures, as well as a slide deck that highlights key information and results.

### All participating states have the option to purchase their own state-specific questions, in addition to those in the National Survey questionnaire, to increase utility.

Because the state surveys use interviews from the National Survey to minimize costs, pricing depends on the number of National Survey interviews collected in your state and the additional interviews needed to obtain reliable state-level estimates. In 2022, prices ranged from \$70,000 to \$250,000, and some states used federal grants to help pay for the survey. NORC will tailor a design that meets your state's research goals and budget.

Contact us for more information and to discuss how we can tailor options for your state. Conversations will take place through the summer with the goal of finalizing plans by fall 2025.

## Examples of How States Are Using the Data



The **Kentucky Department of Fish & Wildlife Resources** published a [public report](#) that included results of its tailored questions designed to help it better understand barriers to outdoor recreation in the state.



The **New Hampshire Fish and Game Department** highlighted the participation and expenditure findings in a [presentation](#) at a 2024 New Hampshire Fish and Game Commission meeting.



The **Washington Department of Fish & Wildlife** created a comprehensive [public report](#) that details the participation and expenditure results as well as the economic benefits of outdoor recreation.



The **Arkansas Game and Fish Commission** [reported](#) on the demographics of anglers, hunters, and wildlife-watchers.

"While the 2022 results are valuable on their own, we expect their value to only increase as NORC continues to gather more data in 2027 and in other states. These additional survey data will allow for comparisons in participation patterns year-to-year and state-to-state when differences in licensing rules make such comparisons with other data types difficult." – *Braeden Van Deynze, Natural Resource Economist, Washington Department of Fish & Wildlife*



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