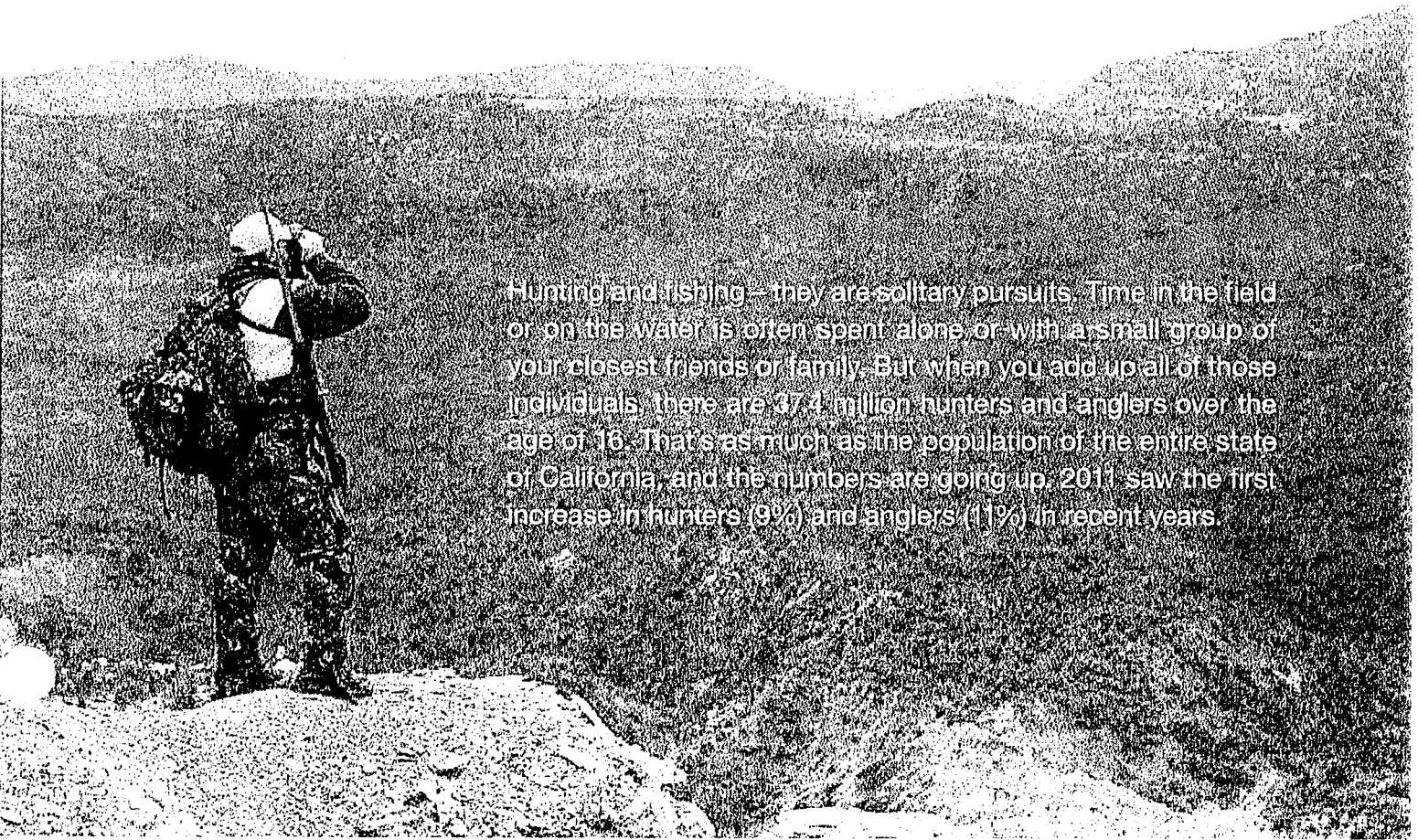


# AMERICA'S SPORTING HERITAGE: Fueling the American Economy

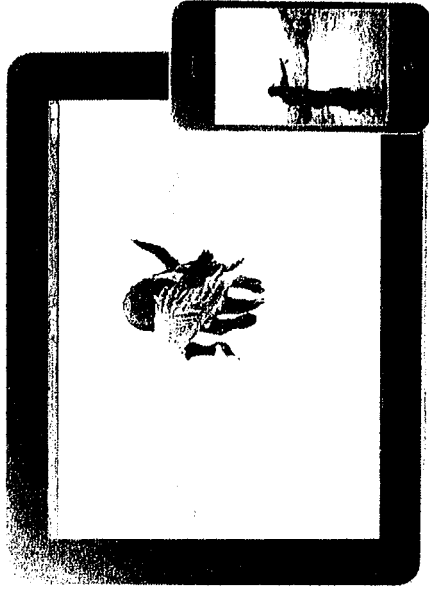


Hunting and fishing — they are solitary pursuits. Time in the field or on the water is often spent alone or with a small group of your closest friends or family. But when you add up all of those individuals, there are 37.4 million hunters and anglers over the age of 16. That's as much as the population of the entire state of California, and the numbers are going up. 2011 saw the first increase in hunters (9%) and anglers (11%) in recent years.

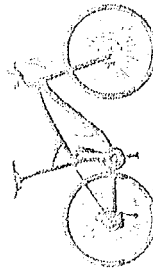
**THE FACTS:** Sportsmen and women are an economic powerhouse, fueling the American economy. The \$90 billion spent in 2011 would land them at #24 on the Fortune 500 list, above well-known companies like Kroger, Procter & Gamble and Costco. From boats to shotguns to land purchased for a place to hunt or fish, every single sportsman spent on average \$2,407.

(Hunters)  
**\$33.9  
BILLION**

The \$33.9 billion spent by hunters is comparable to the total 2011 revenues for Amazon.com



**SPORTSMEN SPEND \$90 BILLION ANNUALLY.** That's more than the combined 2011 global revenues for Apple's iPhone and iPad.



Hunters spent \$1 billion on guns, ammunition and other equipment in 2011. That's the same as the sales of bicycles in the United States.

The number of sportsmen is more than the combined 2011 populations of the New York, Los Angeles and Atlanta metropolitan areas.

Hunters spend more on their special equipment in 2011 than more than the global revenues for Starbucks that year.



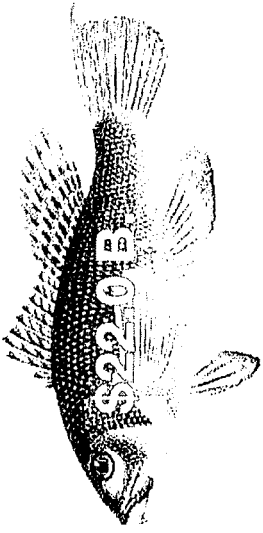
Sportsmen bankroll conservation. Excise taxes on fishing, hunting and shooting equipment as well as fees for licenses and stamps are all dedicated toward fish and wildlife agencies.

Add sportsmen's generous support of conservation organizations and you're looking at

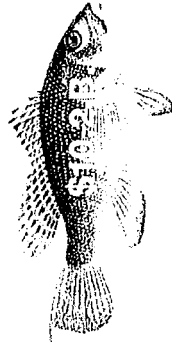
**\$3 BILLION A YEAR.**



2012 marks the 75th Anniversary of the Wildlife and Sport Fish Restoration program, the visionary effort to direct excise taxes on hunting and fishing equipment toward conservation. Without sportsmen and the sporting industries stepping up to the plate, our outdoor world would be a very different place.



Anglers spent \$22 billion on fishing trip related expenses, twice the total movie box office receipts for 2011.





Congressional Sportsmen's Foundation  
 110 North Carolina Avenue, SE Washington, DC 20003

For a copy of these reports visit [www.sportsmenslink.org](http://www.sportsmenslink.org)  
 or call Cole Henry at 202-543-6850 x19.

Hunting and fishing participation and spending data from the  
 2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation,  
 U.S. Fish and Wildlife Service.

Comparisons to other industries – Apple, Inc.; Bureau of Economic Analysis;  
 Fortune Magazine; League reports for Professional sports; NASCAR;  
 National Bicycle Dealers Association; Starbucks Corp.;  
 The Numbers; Nash Information Services; Themed Entertainment Association;  
 U.S. Census Bureau

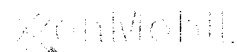


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# Michigan sportsmen & women

**1,938,000 hunters & anglers spent \$4.8 billion in 2011**

1.9 million people (residents and non-residents) hunted or fished in Michigan in 2011, more than the combined populations of Detroit, Grand Rapids, Lansing, Ann Arbor, and Flint (1.9 million vs. 1.1 million combined population).

There are more resident sportsmen and women in Michigan than the number of people who attended Detroit Lions and Detroit Pistons home games last year (1.64 million vs. 985,578 combined attendance).

Sportsmen and women spent \$4.83 billion on hunting and fishing in Michigan in 2011 - that is more than the combined revenues for dairy products, corn, and soybeans, the state's three highest grossing agricultural commodities that year (\$4.83 billion vs. 4.47 billion).

Hunters and anglers support more jobs in Michigan than the combined number of people employed by the University of Michigan-Ann Arbor, Detroit Receiving Hospital, and Delphi Thermal Systems, three of the state's largest employers (72,462 vs. 50,716).

Spending by sportsmen and women in Michigan generated \$576 million in state and local tax revenue in 2011 - that is enough to support the average salaries of 10,948 police and sheriff's patrol officers.

**SPORTSMEN  
BENEFIT  
THE  
STATE  
ECONOMY**

**Every single state makes a contribution.  
Here are the facts on Michigan's anglers and hunters.**

SEGMENT	PARTICIPANTS	DAYS	SPENDING	JOBS
Total Sportsmen *	1,938,000	39.2 million	\$4.8 billion	72,462
Total Anglers *	1,744,200	28.2 million	\$2.5 billion	37,989
Total Hunters *	528,900	11 million	\$2.3 billion	34,473

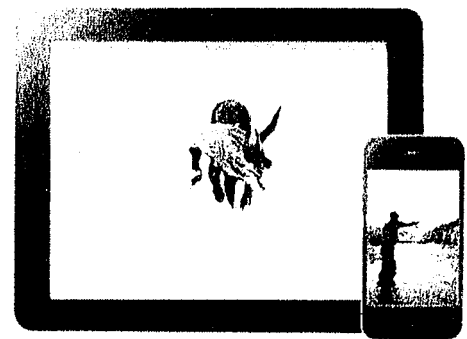
\*Data includes both residents and non-residents age 16 and up, and is a snapshot of participation and spending for 2011. Total Sportsmen does not equal the sum of Anglers and Hunters as some individuals both hunt and fish.

**Michigan Sportsmen & Women Support**

- Spending per Day **\$13.2 million**
- Salaries and Wages **\$2.65 billion**
- Federal Taxes **\$643 million**
- State and Local Taxes **\$576 million**
- Ripple Effect **\$8.2 billion**

# AN OUTDOOR NATION

Sportsmen and women spent \$90 billion in 2011, that's more than the combined global sales of Apple's iPhone® and iPad® the same year.



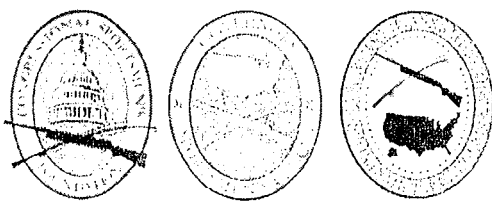
## NATIONAL STATISTICS

PARTICIPANTS	SPENDING	JOBS	SALARIES / WAGES	TOTAL TAXES
<b>Sportsmen:</b> 37.4 million *	\$90.0 billion **	1.5 million	\$61.7 billion	\$26.7 billion
<b>Anglers:</b> 33.1 million	\$47.7 billion	828,000	\$35.3 billion	\$14.9 billion
<b>Hunters:</b> 13.7 million	\$38.3 billion	681,000	\$26.4 billion	\$11.8 billion

## MICHIGAN STATISTICS & NATIONAL RANK

1,938,000 #4	\$4.8 billion #3	72,462 #2	\$2.65 billion #3	\$1.2 billion #3
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\* Total Sportsmen are participants age 16 and up, does not equal the sum of Anglers and Hunters as some individuals both hunt and fish.  
 \*\* Total angling and hunting expenditures do not add to Total Sportsmen spending due to expenditures not categorized specifically for either pursuit.



Since 1989 the Congressional Sportsmen's Foundation (CSF) has maintained a singleness of purpose that has guided the organization to become the most respected and trusted sportsmen's organization in the political arena. CSF's mission is to work with Congress, governors, and state legislatures to protect and advance hunting, angling, recreational shooting, and trapping. The unique and collective force of the Congressional Sportsmen's Caucus (CSC), the Governors Sportsmen's Caucus (GSC) and the National Assembly of Sportsmen's Caucuses (NASC), working closely with CSF, and with the support of major hunting, recreational fishing and shooting, and trapping organizations, serves as an unprecedented network of pro-sportsmen legislators that advance the interests of America's hunters and anglers.

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 Congressional Sportsmen's Foundation 110 North Carolina Avenue, SE Washington, DC 20003

Sources: Hunting in America: An Economic Force for Conservation, National Shooting Sports Foundation; Fishing in America: An Economic Force for Conservation, American Sportfishing Association; 2011 National Survey of Fishing, Hunting and Wildlife Associated Recreation, US Fish & Wildlife Service. Specific sources for state comparisons available on request, 202-543-6850.