



American Sportfishing Association

Leading the Way for Sportfishing's Future

SPORTFISHING in America



AN ECONOMIC FORCE FOR CONSERVATION



JANUARY 2013



WHAT IS THE AMERICAN SPORTFISHING ASSOCIATION?

The American Sportfishing Association (ASA) is the sportfishing industry's trade association committed to representing the interests of the entire sportfishing community.

We give the industry a unified voice, speaking out on behalf of sportfishing and boating industries, state and federal natural resource agencies, conservation organizations, angler advocacy groups and outdoor journalists when emerging laws and policies could significantly affect sportfishing business or sportfishing itself.

ASA invests in long-term ventures to ensure the industry will remain strong and prosperous, as well as safeguard and promote the enduring social, economic and conservation values of sportfishing in America.

ASA also gives America's 60 million anglers a voice in policy decisions that affect their ability to sustainably fish on our nation's waterways through KeepAmericaFishing™, our angler advocacy campaign.

ASA also represents the interests of America's nearly 60 million anglers who generated \$48 billion in retail sales with a \$115 billion impact on the nation's economy creating employment for more than 828,000 people in 2011.

This is Sportfishing in America

DRIVE PAST ANY LAKE, river or beach and odds are you will see people, even entire families, gathered along the shore or in boats fishing. Fishing is, after all, one of America's most enduring pastimes; something in which people of all ages can participate and an activity that millions of families and friends enjoy each year as a way to have fun together and spend time in the outdoors.

But fishing is more than just the thrill of the catch or a peaceful – and sometimes adventurous – escape. It's the foundation of an industry that supports more than 800,000 jobs involved in the manufacture, sale or provision of angling products and services, such as hotels, tackle retailers, boat builders, restaurants and more.

The U.S. Fish & Wildlife Service's (USFWS) *2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation* identifies fishing as one of the most popular outdoor recreational activities in the United States.

As many as 33 million people aged 16 or older participate in the activity, and spend \$48 billion annually on equipment, licenses, trips and other fishing-related items or events.

These funds help create and support more than 828,000 jobs in the United States at a time when many industries are still coping with a challenging economic climate. In some rural areas, the dollars brought in through recreational fishing help support entire communities.



Anglers support more than **828,000 JOBS** in the U.S.



Even more important are the vital conservation benefits fishing generates for our nation's waters and fish. Since the passage of the 1950 Federal Aid in Sport Fish Restoration Act, anglers have paid a federal excise tax on fishing tackle. In 1985 those taxes were expanded to include the federal excise tax on motorboat fuel in what is now known as the Sport Fish Restoration and Boating Trust Fund.

These tax revenues are distributed annually to state fish and wildlife agencies to help fund projects and programs that directly benefit fish, habitat and, ultimately, anglers and other recreational water enthusiasts.

In 2010 alone, the excise tax on sportfishing tackle amounted to \$390 million. Along with the \$657 million contributed by anglers through fishing license fees and \$403 million in private donations, anglers generated \$1.45 billion for fisheries conservation efforts.



SO HOW MANY ANGLERS ARE THERE?

Fishing is enjoyed by people of all ages. No one is ever too young or too old to enjoy a day on the water enjoying nature and catching fish. Based on the U.S. Fish and Wildlife Service's (USFWS) 2011 survey, there are 33 million anglers in the United States over the age of 16. Previous surveys by the USFWS indicated there was one youth angler (under 16 years of age) for every 2.5 adults over 16 years of age who fished.

If this ratio still holds, there are 13 million youths who fished in 2011, for a total of approximately 46 million anglers. Recent examinations of state fishing license records indicate many anglers will not buy a license every year.

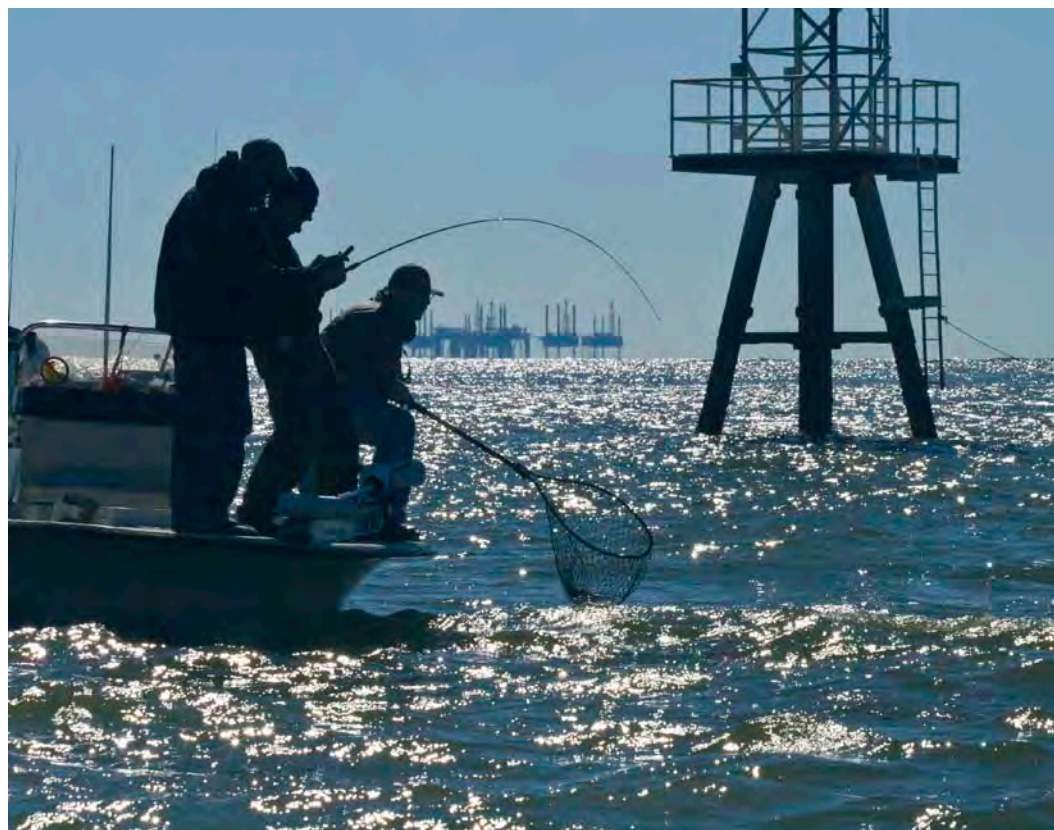
Possibly one-third to one-half of people who consider themselves anglers may not be able to fish in a given year due to a variety of reasons.

Overall, ASA estimates approximately 60 million Americans may consider themselves to be anglers, regardless of buying a license in any one given year.

The Economic Benefits of Sportfishing

NEAR THE SANTEE-COOPER LAKES in South Carolina, Strawberry Reservoir in Utah, Lake Okeechobee in Florida, the White River in Arkansas and countless other lakes, rivers and seaside areas across the U.S., there are many communities that depend on the dollars from recreational anglers and related tourism for many of their citizen's livelihoods.

From direct product and service providers such as marinas, fishing guides and tackle shops to the businesses that help anglers enjoy their experience on the water such as restaurants, gas stations and hotels, the \$1,441 spent annually by the average American angler in 2011 supported jobs that generated \$35 billion in salaries and wages. Examine anglers' expenditures and you'll find that over half went to purchase food, lodging, transportation and other travel items. The money spent by companies and employees supporting anglers created an economic multiplier effect with a \$115 billion impact on the nation's economy in 2011.



Economic Contributions by Type of Fishing

	All Fishing	Freshwater	Saltwater	Great Lakes
Anglers	33,111,674	27,059,745	8,888,832	1,664,824
Expenditures/Retail Sales	\$47,697,532,293	\$30,601,946,954	\$13,416,585,025	\$2,971,195,133
Total Multiplier Effect (Economic Output)	\$114,531,945,219	\$73,323,352,261	\$32,279,006,619	\$7,227,424,732
Salaries and Wages	\$35,259,134,752	\$22,195,330,849	\$9,922,342,619	\$2,205,174,067
Jobs	828,133	518,270	243,226	49,298
Contribution to Gross Domestic Product (GDP)	\$61,721,729,003	\$39,202,948,762	\$17,446,689,683	\$3,797,932,801
Federal, State and Local Taxes	\$14,955,905,485	\$9,530,277,934	\$4,242,361,691	\$918,163,495

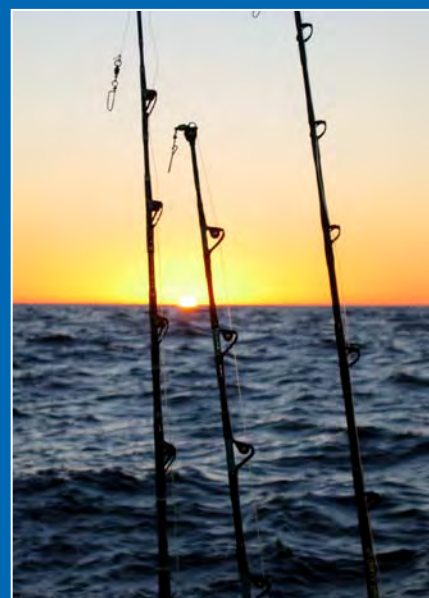
Top 10 States Ranked by Angler Expenditures

Rank	State	Total Expenditures	Number of Anglers
1.	Florida	\$4,953,493,028	3,091,952
2.	New York	\$2,696,583,564	1,882,280
3.	Michigan	\$2,465,535,795	1,744,206
4.	Minnesota	\$2,440,230,389	1,561,881
5.	California	\$2,393,961,476	1,673,633
6.	Texas	\$2,014,497,308	2,246,367
7.	Ohio	\$1,903,619,503	1,341,657
8.	North Carolina	\$1,655,538,064	1,524,578
9.	Wisconsin	\$1,459,883,024	1,246,775
10.	Virginia	\$1,407,011,422	832,641

Top 10 States: Non-Resident Fishing Destinations Ranked by Number of Visiting Anglers

Rank	State	Number of Non-Resident Anglers	Total Non-Resident Expenditures
1.	Florida	1,197,279	\$898,283,876
2.	Michigan	347,029	\$326,337,857
3.	Wisconsin	336,753	\$445,006,874
4.	North Carolina	328,810	\$260,296,738
5.	Alaska	327,418	\$361,768,322
6.	New York	297,070	\$282,573,249
7.	Oregon	264,424	\$241,771,577
8.	Minnesota	259,324	\$364,108,877
9.	New Jersey	256,950	\$106,323,764
10.	Missouri	244,290	\$205,686,074

Angler numbers
grew
11 PERCENT
since 2006



U.S. FISHING FACTS

- There are approximately 60 million anglers in the U.S. of which 46 million are estimated to fish in a given year.
- Anglers generate \$48 billion in retail sales.
- Recreational fishing has a \$115 billion impact on the nation's economy.
- Recreational fishing generates \$15 billion in state and federal taxes.
- More than 828,000 jobs are supported through recreational fishing.
- One of every four anglers fishes in saltwater.
- Fishing tackle sales grew over 16 percent in the past five years.
- Since 2006, angler numbers grew 11 percent.



DID YOU KNOW

- Recreational fishing – both fresh and saltwater combined – ranks higher than bowling or playing basketball, softball or soccer, according to data from the National Sporting Goods Association.
- More Americans fish than play golf (21 million) and tennis (13 million) combined.
- If fishing were a company, the amount spent by anglers to support fishing-related retail sales would rank number 51 on the Fortune 500™ list.
- Fishing generated more revenue (\$48 billion) than Lockheed Martin (\$47 billion), Intel (\$44 billion), Chrysler (\$42 billion) or Google (\$38 billion).
- The economic activity generated by sportfishing is greater than the economies, measured in Gross State Product, of 17 states.
- At more than 46 million anglers in 2011, more than twice the number of people fished in 2011 than attended every NFL game combined.

Thank an Angler!

THANK AMERICA'S ANGLERS if you enjoy clean, healthy lakes, rivers and oceans teeming with a dynamic variety of fish and shorebird species, since it's their dollars that provide the bulk of the funding for our nation's fisheries conservation and environmental success.

In fact, you would be hard pressed to find any group of people in the country who contributes more: nearly \$1.5 billion annually. And angler numbers are growing – 11 percent overall in the five years since the last national survey. In fact, accounting for regional variations, some angling demographics actually increased by a larger percentage, including Great Lakes anglers, whose numbers grew by 17 percent and saltwater anglers, whose numbers increased by 15 percent.

This growing legion of anglers is the economic engine that helps keep fisheries conservation moving successfully forward through the purchase of fishing licenses, which go directly toward the operations of state fish and wildlife agencies, and through the federal excise tax on fishing tackle as part of the long-running Sport Fish Restoration and Boating Trust Fund.



License sales in 2010 amounted to \$657 million, while the excise taxes collected on the sale of fishing gear, boats and boat fuel added another \$390 million in support of conservation efforts carried out in each state. It's a model that virtually powers itself.

In addition, anglers donate over \$400 million more each year to various conservation and fishing organizations. Without fish and good habitat, there would be no anglers, and without

anglers – men, women and children – there would be few fish and little quality habitat.

The year 2012 marked the 75th anniversary of our nation's system of conservation funding – a model that is envied throughout the world – that directs excise taxes on fishing and hunting gear toward state-based conservation. The Sport Fish Restoration and Boating Trust Fund has resulted in robust fish and wildlife populations and quality habitat that is the legacy of the sportfishing industry and sportsmen and women alike.

Number of Anglers and Days of Fishing by State in 2011*

	Total Anglers†	Non-Resident Anglers	Total Fishing Days††	Total Non-Resident Fishing Days	Freshwater Anglers	Freshwater Fishing Days	Saltwater Anglers	Saltwater Fishing Days	Great Lakes Anglers	Great Lakes Fishing Days
Alaska	537,927	327,418	4,360,282	1,287,096	301,976	2,995,374	333,747	1,446,457	-	-
Alabama	682,625	209,661	10,878,339	973,788	597,773	9,745,750	133,676	1,490,312	-	-
Arkansas	554,861	96,667	15,661,592	606,738	554,861	15,661,592	-	-	-	-
Arizona	636,966	104,385	4,825,183	684,382	636,966	4,825,183	-	-	-	-
California	1,673,633	97,967	23,753,676	486,605	1,352,402	17,382,021	775,329	7,192,655	-	-
Colorado	767,365	174,817	8,433,019	942,862	767,365	8,433,019	-	-	-	-
Connecticut	341,995	65,349	4,704,820	309,996	243,285	3,518,120	164,864	1,291,469	-	-
Delaware	165,935	106,807	2,051,866	723,793	54,724	654,925	138,392	1,338,609	-	-
Florida	3,091,952	1,197,279	57,593,836	9,543,924	1,214,263	25,729,028	2,397,610	36,347,826	-	-
Georgia	828,869	64,872	8,728,549	272,829	762,738	8,106,020	139,294	727,593	-	-
Hawaii	156,720	53,103	1,881,789	176,750	10,113	84,643	155,126	1,793,516	-	-
Iowa	473,307	57,522	5,977,722	187,449	473,307	5,977,722	-	-	-	-
Idaho	446,718	208,418	5,506,803	3,341,667	446,718	5,506,803	-	-	-	-
Illinois	1,043,780	88,333	13,343,239	396,939	936,501	12,312,455	-	-	69,300	147,545
Indiana	800,749	80,583	20,774,883	536,779	716,309	19,324,014	-	-	26,691	113,863
Kansas	400,291	28,059	4,163,391	74,984	400,291	4,163,391	-	-	-	-
Kentucky	554,163	102,860	10,245,109	859,669	554,163	10,245,109	-	-	-	-
Louisiana	824,949	125,028	18,079,467	493,704	719,933	16,665,476	195,798	1,532,519	-	-
Massachusetts	531,707	154,583	8,367,439	778,903	294,264	4,499,001	323,077	4,048,841	-	-
Maryland	426,065	79,509	4,710,872	550,468	227,210	3,159,998	223,921	1,533,112	-	-
Maine	341,154	148,635	3,873,441	976,016	283,268	3,223,132	133,226	755,746	-	-
Michigan	1,744,206	347,029	28,177,222	2,163,703	1,360,860	20,961,114	-	-	649,639	10,987,320
Minnesota	1,561,881	259,324	21,702,319	1,743,039	1,413,210	20,768,202	-	-	45,578	206,745
Missouri	1,071,487	244,290	14,865,153	1,602,573	1,071,487	14,865,153	-	-	-	-
Mississippi	650,905	50,986	9,175,753	674,787	609,386	7,751,207	120,161	2,293,475	-	-
Montana	267,213	82,129	2,449,880	358,495	267,213	2,449,880	-	-	-	-
North Carolina	1,524,578	328,810	23,471,581	1,532,266	1,053,713	15,763,631	632,341	4,503,751	-	-
North Dakota**	-	-	-	-	-	-	-	-	-	-
Nebraska	206,967	30,209	2,594,636	102,110	206,967	2,594,636	-	-	-	-
New Hampshire	228,087	75,412	4,369,752	499,357	208,913	3,606,384	49,171	730,144	-	-
New Jersey	766,085	256,950	9,454,230	1,367,089	258,108	2,679,638	603,966	7,019,976	-	-
New Mexico	278,016	65,264	3,899,329	277,548	278,016	3,899,329	-	-	-	-
Nevada	146,541	32,139	1,400,222	104,879	146,541	1,400,222	-	-	-	-
New York	1,882,280	297,070	29,874,128	2,070,604	1,212,213	19,199,694	800,811	7,683,521	331,774	4,484,574
Ohio	1,341,657	84,998	16,873,802	609,419	1,160,578	14,039,907	-	-	343,626	2,160,773
Oklahoma	729,191	49,102	8,499,045	555,566	729,191	8,499,045	-	-	-	-
Oregon	637,746	264,424	5,658,437	1,262,784	516,149	5,201,489	176,521	607,738	-	-
Pennsylvania	1,101,173	210,020	10,136,323	1,772,198	874,082	8,906,314	-	-	119,742	387,356
Rhode Island	174,882	96,061	2,079,990	500,635	41,983	738,755	151,138	1,430,260	-	-
South Carolina	743,818	182,404	11,188,820	702,047	537,136	9,221,130	305,063	2,318,090	-	-
South Dakota	267,862	111,687	4,068,780	543,548	267,862	4,068,780	-	-	-	-
Tennessee	826,293	116,875	16,956,832	915,811	826,293	16,956,832	-	-	-	-
Texas	2,246,367	113,748	30,667,265	1,095,014	1,757,691	22,616,480	750,759	8,157,241	-	-
Utah	413,568	70,130	5,979,364	606,114	413,568	5,979,364	-	-	-	-
Virginia	832,641	184,089	10,520,649	1,153,474	551,316	7,903,627	428,584	2,771,687	-	-
Vermont	207,014	112,395	2,215,244	463,883	207,014	2,215,244	-	-	-	-
Washington	938,053	102,562	13,448,784	341,327	743,336	10,939,821	401,377	2,699,664	-	-
Wisconsin	1,246,775	336,753	21,283,610	6,707,662	1,106,738	19,950,280	-	-	178,268	1,246,411
West Virginia	305,122	83,501	4,521,064	249,664	305,122	4,521,064	-	-	-	-
Wyoming	302,758	193,076	5,340,231	3,331,254	302,758	5,340,231	-	-	-	-
United States	33,111,674	6,963,989	553,841,086	57,528,963	27,059,745	443,222,665	8,888,832	99,473,902	1,664,824	19,660,829

* These numbers only report the number of anglers 16 years and older. Detailed data were not available for anglers 6–15 years of age. ** North Dakota has expressed concerns regarding their estimated number of anglers. Please refer to license data for alternate estimates. † Includes resident and non-resident anglers. †† Includes resident and non-resident fishing days. Source: 2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, U.S. Fish and Wildlife Service.

Economic Impact of Sportfishing by State, All Types of Fishing in 2011

	Retail Sales	Total Multiplier or Ripple Effect	Salaries and Wages	Jobs	Federal Tax Revenues	State and Local Tax Revenues
Alaska†	\$718,452,401	\$1,073,716,980	\$358,679,292	9,992	\$73,987,017	\$86,459,590
Alabama	\$736,194,840	\$1,103,378,857	\$320,214,191	10,489	\$70,240,159	\$61,184,997
Arkansas	\$517,364,731	\$740,783,174	\$232,560,542	7,801	\$51,806,775	\$50,109,458
Arizona	\$893,418,656	\$1,514,085,259	\$490,946,268	12,505	\$108,821,355	\$89,281,673
California	\$2,393,961,476	\$4,580,356,969	\$1,573,094,107	35,748	\$365,552,269	\$334,401,009
Colorado	\$857,405,955	\$1,350,633,849	\$430,026,121	10,338	\$102,804,411	\$83,185,649
Connecticut	\$446,137,179	\$762,966,357	\$273,332,655	6,625	\$68,287,470	\$53,723,252
Delaware	\$109,167,791	\$149,140,677	\$42,741,504	1,319	\$11,259,350	\$11,951,595
Florida	\$4,953,493,028	\$8,663,464,085	\$2,702,670,214	80,211	\$685,323,663	\$516,516,023
Georgia	\$1,306,650,305	\$2,104,417,872	\$622,480,242	15,644	\$147,791,801	\$109,281,377
Hawaii	\$239,713,712	\$331,199,373	\$106,579,841	3,007	\$21,788,329	\$22,394,047
Iowa	\$330,071,230	\$486,330,879	\$146,685,016	4,574	\$33,646,934	\$29,792,679
Idaho	\$548,392,876	\$756,524,527	\$229,664,505	7,252	\$54,084,065	\$49,541,983
Illinois	\$1,020,000,407	\$1,731,374,441	\$548,144,825	13,548	\$136,903,628	\$118,506,781
Indiana	\$693,739,202	\$1,056,572,919	\$325,000,798	10,293	\$78,919,648	\$76,365,973
Kansas	\$224,448,862	\$321,315,860	\$103,609,537	3,131	\$24,807,182	\$21,997,805
Kentucky	\$862,888,495	\$1,254,442,696	\$361,029,199	12,059	\$82,294,089	\$69,516,147
Louisiana	\$958,784,822	\$1,452,463,864	\$453,441,513	13,265	\$93,009,897	\$93,390,154
Massachusetts	\$475,486,261	\$829,874,861	\$303,259,366	7,213	\$72,009,674	\$55,746,533
Maryland	\$549,436,134	\$844,266,915	\$258,791,438	6,209	\$61,010,190	\$51,680,339
Maine	\$395,692,015	\$614,401,445	\$201,165,974	6,723	\$44,501,743	\$42,878,034
Michigan	\$2,465,535,795	\$4,270,036,038	\$1,447,918,090	37,989	\$335,597,718	\$287,082,977
Minnesota	\$2,440,230,389	\$4,199,672,948	\$1,311,490,021	35,462	\$319,557,705	\$264,335,621
Missouri	\$692,954,973	\$1,126,041,058	\$361,357,550	10,842	\$84,547,273	\$73,509,816
Mississippi	\$902,096,726	\$1,242,395,964	\$349,050,297	11,073	\$73,449,699	\$74,823,920
Montana	\$349,913,031	\$499,332,328	\$147,910,383	5,375	\$38,361,371	\$36,895,735
North Carolina	\$1,655,538,064	\$2,710,255,374	\$899,667,215	25,712	\$203,218,395	\$177,290,388
North Dakota††	\$74,100,683	\$105,958,178	\$34,859,486	1,210	\$7,626,233	\$9,436,565
Nebraska	\$217,640,644	\$335,635,429	\$106,275,569	3,230	\$23,561,091	\$21,225,298
New Hampshire	\$210,095,175	\$332,818,486	\$114,048,866	3,614	\$27,758,574	\$23,905,031
New Jersey	\$1,146,551,669	\$1,866,013,788	\$583,147,807	15,386	\$158,769,630	\$137,228,333
New Mexico	\$433,283,763	\$607,518,472	\$186,044,225	5,487	\$40,433,851	\$42,284,888
Nevada	\$189,689,911	\$279,450,004	\$92,700,327	2,268	\$21,025,417	\$16,507,952
New York	\$2,696,583,564	\$4,475,253,164	\$1,526,230,881	32,317	\$356,339,771	\$332,964,752
Ohio	\$1,903,619,503	\$2,925,344,790	\$789,311,723	26,354	\$208,530,370	\$203,191,366
Oklahoma	\$821,069,868	\$1,161,687,253	\$301,144,447	11,342	\$84,503,409	\$77,341,322
Oregon	\$680,636,132	\$1,172,481,577	\$382,802,979	11,043	\$91,781,493	\$72,381,359
Pennsylvania	\$502,996,175	\$853,281,964	\$303,917,251	9,587	\$72,812,786	\$59,880,258
Rhode Island	\$135,428,891	\$207,341,447	\$73,301,720	2,056	\$17,264,447	\$15,484,543
South Carolina	\$865,561,873	\$1,328,324,440	\$431,065,953	19,994	\$104,618,601	\$74,244,785
South Dakota	\$313,888,605	\$421,892,121	\$126,326,966	3,747	\$28,801,493	\$25,108,727
Tennessee	\$1,279,223,286	\$2,051,674,603	\$690,098,985	17,542	\$149,376,195	\$112,094,480
Texas	\$2,014,497,308	\$3,608,911,137	\$1,144,653,689	29,824	\$260,143,658	\$195,917,234
Utah	\$489,764,385	\$799,945,482	\$253,475,908	7,207	\$56,338,487	\$49,702,967
Virginia	\$1,407,011,422	\$2,138,776,268	\$642,302,699	18,672	\$164,573,465	\$139,406,127
Vermont	\$147,111,097	\$225,001,690	\$73,224,447	2,420	\$17,139,314	\$15,966,003
Washington	\$1,186,275,897	\$1,956,335,653	\$625,222,636	16,211	\$150,271,880	\$119,631,627
Wisconsin	\$1,459,883,024	\$2,267,459,700	\$667,112,559	21,542	\$166,477,700	\$148,668,219
West Virginia	\$448,099,697	\$626,474,347	\$199,013,407	7,208	\$45,426,838	\$45,289,085
Wyoming	\$476,766,960	\$664,347,694	\$238,166,287	9,008	\$54,828,250	\$28,364,285
United States†††	\$47,697,532,293	\$114,531,945,219	\$35,259,134,752	828,133	\$8,224,085,681	\$6,731,819,804

† The Alaska Department of Fish and Game (ADFG) has expressed concern regarding the expenditure estimates from the USFWS National Survey. Readers may wish to defer to economic statistics produced by the ADFG. †† North Dakota has expressed concerns regarding their estimated number of anglers. Please refer to license data for alternate estimates. † includes resident and non-resident anglers. ††† The sum of the states is about one percent less than the U.S. total. The difference comes from anglers unable to assign some expenditures to any specific state. For example, an online purchase that is then used in multiple states.

Economic Impact of Freshwater Fishing by State in 2011

	Retail Sales	Total Multiplier or Ripple Effect	Salaries and Wages	Jobs	Federal Tax Revenues	State and Local Tax Revenues
Alaska†	\$390,455,542	\$580,993,450	\$188,878,215	5,261	\$38,988,480	\$48,168,228
Alabama	\$514,154,996	\$776,012,671	\$231,866,667	7,845	\$51,356,071	\$47,232,865
Arkansas	\$507,855,831	\$725,249,570	\$222,334,267	7,549	\$49,830,096	\$49,462,412
Arizona	\$862,298,181	\$1,456,854,992	\$464,810,603	12,007	\$103,458,290	\$86,916,175
California	\$1,417,629,003	\$2,704,701,141	\$921,946,336	21,515	\$213,770,199	\$198,127,762
Colorado	\$836,049,866	\$1,314,006,542	\$408,940,231	9,942	\$98,445,119	\$81,477,253
Connecticut	\$168,308,427	\$285,969,244	\$101,365,735	2,437	\$25,817,247	\$22,305,922
Delaware	\$12,759,486	\$18,206,232	\$6,146,028	173	\$1,366,397	\$1,347,706
Florida	\$977,018,002	\$1,689,575,866	\$520,689,055	14,040	\$129,932,870	\$97,608,385
Georgia	\$993,650,535	\$1,607,081,758	\$487,200,968	12,536	\$116,498,117	\$87,783,143
Hawaii	\$22,549,618	\$26,394,773	\$7,654,418	202	\$1,555,053	\$1,511,733
Iowa	\$323,260,844	\$475,156,512	\$140,198,334	4,427	\$32,357,375	\$29,249,470
Idaho	\$515,737,238	\$705,277,170	\$198,543,657	6,556	\$47,820,014	\$47,230,834
Illinois	\$933,451,515	\$1,572,737,782	\$489,634,660	12,359	\$123,703,047	\$108,596,388
Indiana	\$663,443,749	\$1,008,810,558	\$305,769,530	9,805	\$74,639,593	\$73,766,433
Kansas	\$217,603,874	\$310,007,835	\$96,152,266	2,949	\$23,345,989	\$21,514,041
Kentucky	\$854,326,602	\$1,240,022,840	\$351,612,169	11,852	\$80,542,340	\$68,902,310
Louisiana	\$603,081,322	\$912,819,899	\$286,114,887	8,363	\$58,543,402	\$58,539,594
Massachusetts	\$146,228,713	\$248,215,828	\$86,510,958	2,127	\$21,027,310	\$17,769,876
Maryland	\$406,854,404	\$609,146,140	\$175,756,757	4,020	\$41,246,734	\$34,308,875
Maine	\$273,456,161	\$423,408,882	\$133,834,888	4,530	\$29,995,120	\$30,603,293
Michigan	\$1,141,036,276	\$1,940,341,027	\$619,087,513	17,156	\$151,007,274	\$139,166,532
Minnesota	\$2,320,146,413	\$3,979,217,295	\$1,221,563,596	33,209	\$298,670,300	\$250,000,060
Missouri	\$669,761,464	\$1,085,076,122	\$340,945,086	10,344	\$80,313,790	\$71,249,964
Mississippi	\$458,656,309	\$628,772,461	\$176,510,964	5,637	\$37,179,379	\$38,483,041
Montana	\$304,116,923	\$429,227,798	\$121,015,027	4,550	\$31,965,362	\$31,747,501
North Carolina	\$749,934,465	\$1,217,456,822	\$401,839,252	11,193	\$90,604,288	\$80,734,150
North Dakota††	\$72,738,103	\$103,821,939	\$33,397,440	1,172	\$7,332,526	\$9,298,340
Nebraska	\$210,607,924	\$323,918,163	\$100,219,885	3,076	\$22,334,717	\$20,600,233
New Hampshire	\$111,642,050	\$176,596,227	\$59,201,639	2,107	\$14,556,731	\$13,038,996
New Jersey	\$262,822,407	\$408,936,065	\$115,583,385	3,241	\$34,755,733	\$32,470,409
New Mexico	\$424,936,372	\$594,033,549	\$177,278,250	5,302	\$38,739,719	\$41,732,726
Nevada	\$182,050,470	\$266,826,141	\$85,889,466	2,152	\$19,585,371	\$15,930,980
New York	\$839,301,301	\$1,391,576,734	\$458,897,320	9,296	\$109,158,992	\$108,124,836
Ohio	\$1,391,620,187	\$2,119,747,271	\$557,269,663	18,811	\$149,620,126	\$148,527,683
Oklahoma	\$807,515,605	\$1,139,429,364	\$289,927,606	11,087	\$82,215,304	\$76,125,399
Oregon	\$500,852,664	\$869,271,534	\$275,042,949	8,324	\$66,820,783	\$53,955,770
Pennsylvania	\$416,652,083	\$699,865,663	\$242,733,277	8,037	\$58,514,838	\$49,157,022
Rhode Island	\$25,085,633	\$36,474,752	\$12,371,219	353	\$2,940,532	\$2,761,925
South Carolina	\$586,834,001	\$897,282,708	\$290,463,989	9,147	\$71,195,126	\$52,216,395
South Dakota	\$306,541,212	\$410,560,590	\$118,778,351	3,558	\$27,307,291	\$24,780,875
Tennessee	\$1,260,605,320	\$2,016,625,907	\$668,289,864	17,075	\$145,112,186	\$111,056,978
Texas	\$851,982,068	\$1,523,351,447	\$473,541,236	12,363	\$109,709,319	\$87,191,653
Utah	\$473,976,891	\$771,520,958	\$239,040,209	6,858	\$53,393,817	\$48,109,528
Virginia	\$864,064,448	\$1,295,588,707	\$385,885,573	11,496	\$101,313,898	\$86,658,382
Vermont	\$143,159,827	\$218,407,554	\$69,206,280	2,334	\$16,321,636	\$15,667,826
Washington	\$795,510,532	\$1,305,274,510	\$404,765,504	10,617	\$97,314,507	\$79,136,421
Wisconsin	\$1,302,884,529	\$2,005,402,272	\$565,658,587	18,696	\$143,422,987	\$132,312,905
West Virginia	\$442,571,467	\$617,811,663	\$193,105,034	7,063	\$44,293,906	\$44,918,702
Wyoming	\$458,137,962	\$637,595,532	\$219,406,253	8,623	\$50,788,226	\$27,681,561
United States†††	\$30,601,946,954	\$73,323,352,261	\$22,195,330,849	518,270	\$5,203,555,134	\$4,326,722,800

† The Alaska Department of Fish and Game (ADFG) has expressed concern regarding the expenditure estimates from the USFWS National Survey. Readers may wish to defer to economic statistics produced by the ADFG. †† North Dakota has expressed concerns regarding their estimated number of anglers. Please refer to license data for alternate estimates. † Includes resident and non-resident anglers. ††† Small sample size (N = 10 to 30). Use results with caution.

Economic Impact of Saltwater Fishing by State in 2011

	Retail Sales	Total Multiplier or Ripple Effect	Salaries and Wages	Jobs	Federal Tax Revenues	State and Local Tax Revenues
Alaska†	\$311,177,096	\$466,252,320	\$152,337,216	4,433	\$31,697,538	\$37,115,124
Alabama	\$214,726,406	\$315,069,227	\$80,304,577	2,469	\$17,369,339	\$13,487,212
California	\$912,235,607	\$1,747,276,278	\$577,058,036	13,118	\$136,555,869	\$129,364,106
Connecticut	\$271,891,817	\$466,370,051	\$165,692,344	4,098	\$41,070,915	\$30,924,256
Delaware	\$94,590,653	\$127,988,831	\$34,608,759	1,108	\$9,515,007	\$10,475,916
Florida	\$3,929,115,544	\$6,882,928,390	\$2,128,186,840	65,212	\$544,013,771	\$416,193,512
Georgia	\$305,666,072	\$483,602,702	\$126,750,273	2,916	\$29,633,102	\$20,969,298
Hawaii	\$216,771,862	\$304,176,449	\$98,508,995	2,799	\$20,158,621	\$20,855,905
Louisiana	\$347,327,388	\$525,289,616	\$158,364,227	4,715	\$32,886,617	\$34,333,181
Massachusetts	\$318,845,787	\$562,140,196	\$204,708,079	4,883	\$48,461,966	\$36,975,236
Maryland	\$133,088,741	\$218,824,482	\$74,609,468	2,017	\$17,929,654	\$16,321,873
Maine	\$114,313,954	\$177,376,020	\$58,820,997	1,998	\$12,846,727	\$11,623,291
Mississippi	\$432,212,327	\$595,877,028	\$162,505,447	5,179	\$34,355,118	\$35,410,551
North Carolina	\$893,331,115	\$1,470,948,574	\$484,129,047	14,242	\$109,926,749	\$95,589,405
New Hampshire	\$94,020,755	\$148,441,418	\$49,740,602	1,404	\$12,128,037	\$10,585,712
New Jersey	\$877,537,326	\$1,445,381,080	\$460,135,873	12,031	\$122,387,262	\$104,220,972
New York	\$1,194,493,042	\$1,964,723,139	\$668,641,794	15,371	\$156,054,231	\$144,539,079
Oregon	\$159,652,843	\$266,684,168	\$85,095,404	2,281	\$20,211,625	\$16,519,806
Rhode Island	\$108,549,235	\$167,786,994	\$58,942,571	1,670	\$13,901,720	\$12,589,140
South Carolina	\$268,108,559	\$413,203,002	\$131,247,177	10,615	\$31,432,323	\$21,173,825
Texas	\$1,134,814,020	\$2,032,731,533	\$639,017,620	16,819	\$144,213,917	\$107,129,706
Virginia	\$531,253,307	\$823,163,178	\$244,056,471	6,944	\$60,725,533	\$51,846,802
Washington	\$359,774,539	\$594,762,381	\$185,140,688	4,966	\$45,412,088	\$38,873,569
United States††	\$13,416,585,025	\$32,279,006,619	\$9,922,342,619	243,226	\$2,320,704,050	\$1,921,657,641

† The Alaska Department of Fish and Game (ADFG) has expressed concern regarding the expenditure estimates from the USFWS National Survey. Readers may wish to defer to economic statistics produced by the ADFG.

†† Small sample size (N = 10 to 30). Use results with caution.

††† Includes impacts from purchases made in inland states for saltwater fishing.

Economic Impact of Great Lakes Fishing by State in 2011

	Retail Sales	Total Multiplier or Ripple Effect	Salaries and Wages	Jobs	Federal Tax Revenues	State and Local Tax Revenues
Illinois†	\$58,496,056	\$105,389,187	\$34,388,935	786	\$7,937,752	\$6,632,357
Indiana†	\$18,918,669	\$27,872,459	\$7,114,508	213	\$1,848,465	\$1,677,907
Michigan	\$1,272,352,928	\$2,231,549,094	\$774,938,502	19,805	\$173,310,482	\$142,872,247
Minnesota†	\$85,158,787	\$154,284,123	\$51,378,186	1,494	\$12,731,265	\$11,031,513
New York	\$612,789,066	\$1,029,998,139	\$340,811,049	6,787	\$79,185,366	\$74,954,828
Ohio	\$486,482,882	\$759,942,999	\$207,718,420	7,048	\$54,068,658	\$52,021,856
Pennsylvania†	\$55,208,013	\$95,433,266	\$31,861,877	891	\$7,925,634	\$7,315,635
Wisconsin	\$114,344,635	\$185,460,010	\$56,867,409	1,883	\$13,810,484	\$12,540,282
United States††	\$2,971,195,133	\$7,227,424,732	\$2,205,174,067	49,298	\$509,320,381	\$408,843,114

† Small sample size (N = 10 to 30). Use results with caution.

†† Includes impacts from purchases made in inland states for Great Lakes fishing.

U.S. Angler Expenditures by Category in 2011

	All Anglers	Non-Residents
Travel Expenditures	\$21,789,464,736	\$5,046,171,594
Food	\$5,435,208,401	\$1,167,075,187
Lodging	\$2,276,110,085	\$948,887,420
Airfare	\$622,043,680	\$306,590,480
Public transportation	\$181,726,928	\$152,377,596
Private transportation	\$5,457,765,693	\$1,106,909,980
Boat fuel	\$2,209,006,533	\$232,069,910
Guides	\$1,102,375,347	\$628,563,276
Public land use fees	\$237,886,684	\$24,443,922
Private land use fees	\$243,705,059	\$39,845,900
Boat launching	\$159,626,613	\$12,984,120
Boat mooring	\$1,447,185,966	\$81,558,389
Equipment rental	\$245,547,365	\$78,882,616
Bait (live, cut, prepared)	\$1,497,444,900	\$155,960,368
Ice	\$509,494,150	\$91,775,505
Heating and cooking fuel	\$164,337,331	\$18,246,927
Fishing Equipment Expenditures	\$6,141,895,285	\$625,615,511
Rods, reels and components	\$2,366,773,897	\$308,271,684
Lines and leaders	\$593,397,572	\$63,736,755
Lures, flies and artificial bait	\$1,169,092,498	\$105,364,698
Hooks, sinkers and other terminal tackle	\$628,600,283	\$44,797,654
Tackle boxes	\$141,788,645	\$6,698,559
Creels, stringers and landing nets	\$131,514,992	\$8,067,437
Bait buckets and minnow traps	\$81,007,729	\$2,844,077
Depth finder, fish finders and other electronics	\$469,849,315	\$50,772,714
Ice fishing equipment	\$241,328,298	\$6,238,598
Other fishing equipment	\$318,542,055	\$28,823,336
Auxiliary Purchases for Fishing	\$1,014,370,726	\$97,843,446
Camping gear	\$483,399,663	\$25,446,307
Binoculars	\$107,278,051	\$21,511,474
Special fishing clothing and foul weather gear	\$423,693,011	\$50,885,665
Special Equipment Purchased for Fishing	\$13,683,810,379	\$1,077,927,233
Bass boats	\$1,037,787,838	\$2,549,720
Other motorized boats	\$2,453,520,343	\$348,601,670
Canoes and non-motorized boats	\$202,356,326	\$8,777,092
Boat motors, trailers and hitches	\$1,219,780,914	\$367,972,106
Pick-ups, campers and motor homes	\$7,070,365,952	\$342,572,041
Cabins	\$370,332,556	\$841,730
4x4 and off-road vehicles	\$1,141,003,365	\$1,569,724
Other special equipment	\$188,663,084	\$5,043,150
Other Miscellaneous Fishing Expenses	\$5,067,991,167	\$886,524,370
Taxidermy and processing	\$96,356,764	\$15,510,372
Books and magazines	\$156,328,178	\$14,440,416
Dues and contributions	\$403,431,618	\$35,088,538
Fishing licenses	\$630,986,633	\$168,739,291
Tags, permits and other special licenses	\$76,818,548	\$10,567,576
Land purchased for fishing	\$3,143,920,672	\$302,709,448
Land leased for fishing	\$298,322,266	\$122,813,926
Other miscellaneous fishing expenditures	\$261,826,488	\$216,654,803
TOTAL	\$47,697,532,293	\$7,734,082,154

The American Sportfishing Association (ASA) is the sportfishing industry's trade association committed to representing the interests of the entire sportfishing community. We give the industry a unified voice, speaking out on behalf of sportfishing and boating industries, state and federal natural resource agencies, conservation organizations, angler advocacy groups and outdoor journalists when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. ASA invests in long-term ventures to ensure the industry will remain strong and prosperous, as well as safeguard and promote the enduring social, economic and conservation values of sportfishing in America. ASA also gives America's 60 million anglers a voice in policy decisions that affect their ability to sustainably fish on our nation's waterways through KeepAmericaFishing,[™] our angler advocacy campaign. ASA also represents the interests of America's nearly 60 million anglers who generated \$48 billion in retail sales with a \$115 billion impact on the nation's economy creating employment for more than 828,000 people in 2011.

This publication was funded by Multistate Conservation Grant VA F12AP00137, VA M-26-R awarded by the Wildlife and Sport Fish Restoration Programs of the U.S. Fish and Wildlife Service, jointly managed with the Association of Fish and Wildlife Agencies.



AMERICAN SPORTFISHING ASSOCIATION

1001 North Fairfax Street, Suite 501, Alexandria VA 22314. www.ASAfishing.org.

QUESTIONS AND INQUIRIES

Rob Southwick, Southwick Associates, rob@southwickassociates.com

RESEARCH, AUTHORSHIP AND EDITING

Southwick Associates: Tom Allen, Rob Southwick and Doug Howlett
American Sportfishing Association: Edited by Mary Jane Williamson

LAYOUT AND DESIGN

Havit Advertising

PHOTO CREDITS

Doug Howlett; Marc Gorelnik; Doug Olander; Rob Southwick; bagraphix/123RF.com; CharlesWilliams/123RF.com; FabienMONTEIL/123RF.com; HONGQI_ZHANG/123RF.com; kzenon/123RF.com; max5128/123RF.com; mmorell/123RF.com; RobertMobley/123RF.com; and wajan/123RF.com.

REPORT CITATION

Southwick Associates. *Sportfishing in America: An Economic Force for Conservation*. Produced for the American Sportfishing Association (ASA) under a U.S. Fish and Wildlife Service (USFWS) Sport Fish Restoration grant (F12AP00137, VA M-26-R) awarded by the Association of Fish and Wildlife Agencies (AFWA), 2012.

Data sources for "U.S. Fishing Facts" and "Quick Fishing Facts:" U.S. Department of the Interior, U.S. Department of Commerce, *Fortune* magazine, National Sporting Goods Association, ESPN and Southwick Associates.

Methodology: Data were obtained from the U.S. Fish and Wildlife Service's 2011 *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*. Impacts were developed using the IMPLAN from MIG, Inc. of Stillwater, Minn.

Special notes include:

- For some expenditures, the state where the purchase was made was not identified. These were assigned to the angler's state of residence.
- The estimates of anglers and angler days do not exactly match numbers reported by the USFWS. The sum of the state-level numbers are reported here, whereas the USFWS calculated a single number at the national level. Either method is appropriate.
- The expenditures reported here may be higher than those reported by the USFWS. This is due to expenditures made by an individual for both fishing and hunting. In such cases, the USFWS reports these separately and not part of their fishing-only estimates. In this report, such expenditures are pro-rated into hunting and fishing portions based on the individual's total days of hunting and fishing, and then assigned to each activity as appropriate. Using either approach, the USFWS's or the method used here, the results are accurate and acceptable.
- The results can be combined with the hunting impacts reported in the hunting economics publication from the National Shooting Sports Foundation to gain a comprehensive picture of the returns from all sportsmen and women.