



Wisconsin sportsmen & women

1,554,000 hunters & anglers spent \$4.03 billion in 2011

**SPORTSMEN
BENEFIT
THE
STATE
ECONOMY**

1.55 million people (resident and non-resident) hunted or fished in Wisconsin in 2011, almost the same as the number of people that live in the Milwaukee-Waukesha-West Allis Metropolitan Area, the state's largest metro area (1.55 million vs. 1.56 million).

There are two times more resident sportsmen and women in Wisconsin than the total home attendance for the Green Bay Packers in 2011 (1.2 million vs. 564,097).

Sportsmen and women spent \$4.03 billion on hunting and fishing in Wisconsin in 2011, almost twice the combined receipts for corn, the state's second highest grossing agricultural commodity that year (\$4.03 billion vs \$2.1 billion).

Hunters and anglers support more jobs in Wisconsin than the University of Wisconsin-Madison, Menard's, and Kohl's Corp. the state's three largest employers (55,722 vs. 29,964).

Sportsmen and women in Wisconsin generated \$377 million in state and local taxes in 2011 - that is enough to support the average salaries of more than 7,200 policemen in the state.

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

| SEGMENT | PARTICIPANTS | DAYS | SPENDING | JOBS |
|-------------------|--------------|--------------|----------------|--------|
| Total Sportsmen * | 1,554,000 | 24.5 million | \$4.03 billion | 55,722 |
| Total Anglers * | 1,246,800 | 21.3 million | \$1.5 billion | 21,542 |
| Total Hunters * | 894,500 | 3.2 million | \$2.5 billion | 34,180 |

*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.

**Wisconsin
Sportsmen & Women
Support**

Spending per Day
\$11 million

Salaries and Wages
\$1.7 billion

Federal Taxes
\$429 million

State and Local Taxes
\$377 million

Ripple Effect
\$6.22 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 |
|----------------------------------|-------------------|-------------|------------------|----------------|
| Sportsmen: 37.4 million * | \$90.0 billion ** | 1.5 million | \$61.7 billion | \$26.7 billion |
| Anglers: 33.1 million | \$47.7 billion | 828,000 | \$35.3 billion | \$14.9 billion |
| Hunters: 13.7 million | \$38.3 billion | 681,000 | \$26.4 billion | \$11.8 billion |

WISCONSIN STATISTICS & NATIONAL RANK

| | | | | |
|--------------|-------------------|-----------|------------------|------------------|
| 1,554,000 #9 | \$4.03 billion #5 | 55,722 #6 | \$1.7 billion #7 | \$806 million #6 |
|--------------|-------------------|-----------|------------------|------------------|

* 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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For more information visit www.sportsmenslink.org or call Sara Leonard at 202-543-6850 x11.

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.