

Hunters and Anglers...

Conserving the Outdoors - Influencing the Economy

Spending Power

- Spending by hunters and anglers is more than the revenues of Microsoft, Google, eBay and Yahoo – combined (\$76 Billion vs \$73.6 Billion)

Stability Power

- 76% own home / 64% Married
- 39% more likely to own investment real estate
- 78% participate in political activities each year
- 65% will rather wait than buy something on credit
- 37% more likely to make 20+ investment transactions each year

The Power of the Outdoors. The Power of Nature.

Engagement Power

- Hunting and Fishing Americans outnumber Motor Sports fans by more than 2 to 1. In fact, they could fill every NASCAR track 13 times over.
- More people go out on a Hunt than play a round of Golf.
- More people participate in a day of Fishing than play a game of Tennis.
- More people Hunt and Fish than watch the nightly newscasts of the three major networks – ABC, CBS and NBC.

Outdoor Enthusiasts Are Stronger Than Ever Before!

Growing Trends & Facts in the Outdoor Affinity Market

- 87.5 million U.S. residents participated in wildlife-related recreation
- 30 million people fished & 12.5 million hunted
- Retail product sales totaled \$42 billion for fishing & 23 billion for hunting
- National fishing & hunting licensing revenue increased 7% & 8% in 2008
- Anglers (fresh/salt) spent \$42 billion on fishing trips & equipment
- The average angler spent \$982 in 2006 for fishing related activities
- Wildlife recreationists spent \$122.3 billion in outdoor activities
 - \$37.4 billion spent on trip-related activities
 - \$64 billion spent on equipment
 - \$20.7 billion spent on licenses/land leasing & ownership

