NSSF Industry Intelligence REPORTS

HELPING OUR MEMBERS MAKE INFORMED DECISIONS

Vol. 1 No. 8 /2005

A Profile of Today's Hunter

Social and Economic Highlights

Produced by the NSSF Research & Information Services

Hunters Continue to Spend More in Pursuit of their Sport

The most recent numbers released from the U.S. Fish and Wildlife Service show an increase in the total quantity of hunting licenses, permits and stamps of 1.4% over the last year's numbers.

While the data shows the total number of certified paid license holders has remained steady at just under 15 million; hunters spent 3.2% more, a total of $679.8 million, on licenses, permits and stamps.

This increase in dollars is coming from fewer hunters meaning sportsmen are spending more per hunter than ever before. In fact, their contributions have considerably outpaced the rate of inflation.

This edition condenses the findings of the latest studies examining hunters and hunting in America. It examines the social, political and economic necessity of hunting in today's world.

KEY FINDINGS

- *The average annual expenditure by hunters has increased by 11% over the last 10 years. The average expenditure per hunter is $1,638.*
- *Purchases made by hunters create a ripple effect benefiting many layers of the economy – with a total multiplier effect adding up to $67.5 billion.*
- *The latest numbers indicate that 14.7 million hunters purchased over 34 million licenses, tags, permits and stamps, generating nearly $680 million.*
- *According to the Consumer Price Index, contributions from hunters have outpaced the rate of inflation by 38%.*
- *A survey of state wildlife agencies shows that some states are implementing programs and actions that increase hunting license sales. These include expanding youth hunting opportunities, access programs and marketing efforts.*
- *Purchases of non-resident hunting licenses, tags, permits and stamps grew 41% over the last 10 years indicating greater mobility of hunters.*
- *An invitation from a friend would persuade nearly three-fourths of hunters to hunt/shoot more often.*
- *More than half of all active hunters also target shoot; while four in 10 hunt with their handgun.*
- *Nearly eight in 10 hunters always vote in presidential elections while 6 in ten always vote in non-presidential elections.*
- *The average age of hunters in the U.S. is 41.5 with an average household income of $53,542*
- *Non-traditional groups, such as females, African Americans and Hispanics, provide the hunting industry with an untapped resource of new hunters.*

Editor's Note: The Statistics presented in this issue are based on a compilation of research sources. For more information on these sources please see back cover.

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The Economics of Hunting

ANNUAL EXPENDITURES

1: LICENSE FEES

Licenses, Tags, Permits & Stamps = $679.8 Million

These fees represent the largest portion of the sportsman's contribution to conservation.

2: EXCISE TAX COLLECTION

Excise taxes are paid by the manufacturers of guns and ammunition and other hunting products.

After these taxes are collected, they are apportioned to the states by the Federal Aid Program governed by the Pittman-Robertson Wildlife Restoration Act.

State agencies gain access to these funds through grants that help restore wildlife and the habitat, acquire land and educate hunters. In 2004 the following amounts were paid in each category:

$103.7 Million = long guns
$68.8 Million = ammunition
$45.9 Million = hand guns

3: EQUIPMENT EXPENDITURES

$21 Billion in retail sales annually (excluding license fees, land expenses and payments).

Average Annual Expenditures Per Hunter: (U.S. Total):

Big Game: $1,360.24
Small Game: $611.20
Migratory Birds: $982.73

Average Annual Equipment Expenditures Per Hunter:

Big Game: $249.51
Small Game: $198.55
Migratory Birds: $327.63

Percentages of Total Hunting Expenditures:

Equipment: 50%
Trip-related: 26%
- **Transportation (14%)**
- **Food (10%)**
- **Lodging (2%)**

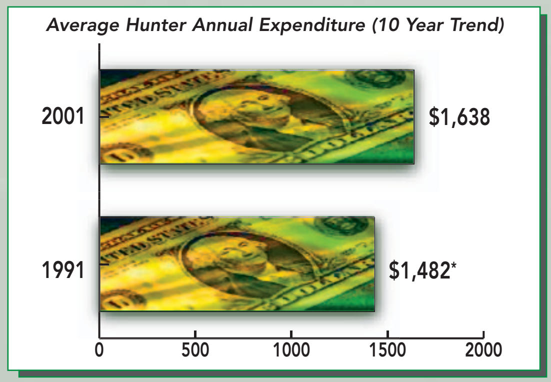
Other: 24%

4: TRIP-RELATED EXPENDITURES:

$5.4 Billion

Food and Lodging: $2.4 Billion
Transportation: $1.8 Billion
Other (guidefees, land use, rentals): $1.2 Billion

Average annual expenditures per hunter have increased by 11% over the last 10 years:



**Adjusted for inflation*

5: TAXES

$4.2 Billion

Federal Income Taxes: $2.9 Billion
State Income Taxes: $267.6 Million
Sales and Motor Fuel Taxes: $955.4 Million

6: EMPLOYMENT

575,000 jobs - supported by the expenditures and activities of hunters throughout all types of industries.

Salaries & Wages: $16.8 Billion

Hunters have an enormous impact on state and national economies. Each purchase made by a hunter sets off a chain reaction of economic benefits that ripple through many layers and industries. From manufacturers and suppliers to retailers, ranges, gunsmiths, firearm trainers, outfitters and gun clubs to countless non-industry related products and services; the total multiplier effect of hunting on the U.S. economy **$67.5 Billion**.

Source: Economic Importance of Hunting in America (IAFWA / Southwick Associates)

TOTAL MULTIPLIER EFFECT OF HUNTING $67.5 BILLION

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State-Level Data: Hunting License Holders

Year-Over-Year	*2002*	*2003*	*VARIANCE*
Certified Paid Hunting License Holders	14,966,406	14,740,188	-1.5%
Resident Licenses, Tags, Permits & Stamps	31,340,988	31,813,810	+1.5%
Non-resident License, Tags, Permits & Stamps	2,846,854	2,859,612	+0.4%
Total Licenses, Tags, Permits & Stamps	**34,187,842**	**34,673,422**	**+1.4%**
Gross Cost Contributed by Hunters	**$658,993,797**	**$679,824,466**	**+3.2%**

State Licenses Sales

State	Paid License Holders*	Resident Licenses, Tags, Permits and Stamps	Non-Resident Licenses, Tags, Permits and Stamps	Total Licenses, Tags, Permits & Stamps**	Gross Cost
AK	99,121	185,367	37,848	223,215	$8,373,590.84
AL	270,229	255,022	44,202	299,224	$9,077,910.50
AR	386,559	361,702	76,406	438,108	$12,153,851.00
AZ	181,467	362,036	34,263	396,299	$10,486,835.00
CA	315,588	843,357	15,334	858,691	$16,342,858.00
CO	309,801	388,842	165,057	553,899	$52,287,530.00
CT	54,926	127,832	6,462	134,294	$2,300,724.00
DE	20,066	28,682	3,165	31,847	$633,008.00
FL	176,320	313,151	8,028	321,179	$4,717,719.00
GA	331,795	870,755	83,371	954,126	$13,091,634.00
HI	8,388	8,584	316	8,900	$285,880.00
IA	269,014	768,276	103,638	871,914	$17,578,690.00
ID	245,358	727,210	96,883	824,093	$20,321,479.88
IL	293,994	1,057,549	44,510	1,102,059	$16,016,031.00
IN	232,819	421,894	14,312	436,206	$14,943,634.00
KS	195,874	397,044	71,902	468,946	$12,087,277.00
KY	347,379	608,399	58,296	666,695	$12,649,252.00
LA	268,793	561,943	34,614	596,557	$10,010,776.00
MA	56,662	204,885	5,465	210,350	$1,931,205.00
MD	123,699	264,537	29,384	293,921	$5,379,334.00
ME	201,136	217,930	47,675	265,605	$7,127,981.00
MI	863,946	2,225,367	40,864	2,266,231	$27,557,693.00
MN	573,424	1,379,563	34,196	1,413,759	$27,543,644.00
MO	542,477	1,175,640	54,396	1,230,036	$19,013,206.50
MS	235,447	234,717	43,971	278,688	$9,450,722.00
MT	232,276	856,605	122,824	979,429	$24,653,681.00
NC	433,542	470,217	23,728	493,945	$9,713,265.00
ND	146,010	425,646	178,026	603,672	$8,517,645.00
NE	176,502	345,550	51,519	397,069	$9,303,513.00
NH	63,975	188,686	37,566	226,252	$3,793,753.00
NJ	81,501	266,914	136,649	403,563	$7,048,188.00
NM	109,948	284,052	54,516	338,568	$13,401,961.00
NV	60,805	75,909	14,085	89,994	$3,200,053.00
NY	641,572	1,373,531	80,698	1,454,229	$20,709,350.00
OH	425,992	1,108,893	19,949	1,128,842	$17,247,929.00
OK	331,672	313,181	15,812	328,993	$7,705,971.50
OR	295,422	1,314,350	66,817	1,381,167	$18,506,490.00
PA	1,017,802	2,660,174	131,249	2,791,423	$39,773,564.00
RI	10,691	30,995	2,881	33,876	$476,179.00
SC	272,752	200,487	58,856	259,343	$7,282,978.00
SD	207,973	244,101	104,602	348,703	$15,365,201.00
TN	727,525	946,477	37,513	983,990	$13,505,126.00
TX	1,039,327	1,225,481	65,235	1,290,716	$28,126,610.00
UT	154,884	226,437	11,636	238,073	$10,750,245.00
VA	304,605	763,282	50,598	813,880	$11,198,884.00
VT	90,110	164,924	21,865	186,789	$3,418,595.00
WA	194,308	871,538	12,078	883,616	$12,197,388.51
WI	716,200	2,584,071	133,806	2,717,877	$32,848,828.00
WV	262,835	729,189	196,988	926,177	$10,642,616.00
WY	137,677	152,836	75,558	228,394	$19,073,987.00
Total:	**14,740,188**	**31,813,810**	**2,859,612**	**34,673,422**	**$679,824,466.73**

Source: U.S. Fish & Wildlife Service - National Hunting License Report

* A paid License holder is one individual regardless of the number of Licenses purchased. ** Persons who hunted in more than one state are counted in each state where they hunted.

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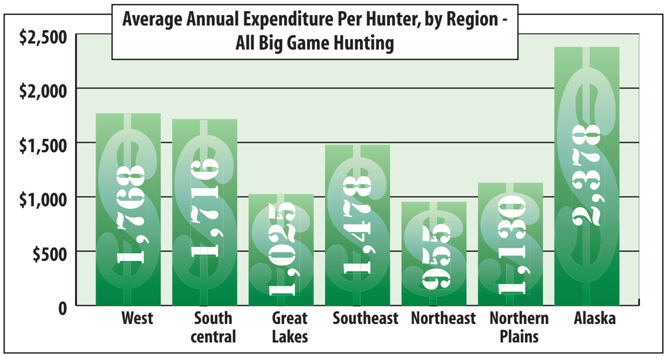
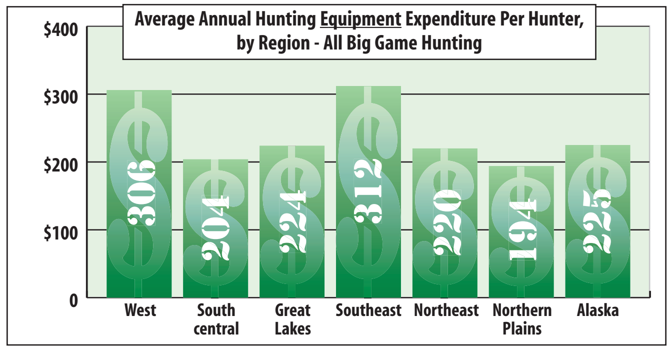
Average Annual Expenditures Per Hunter

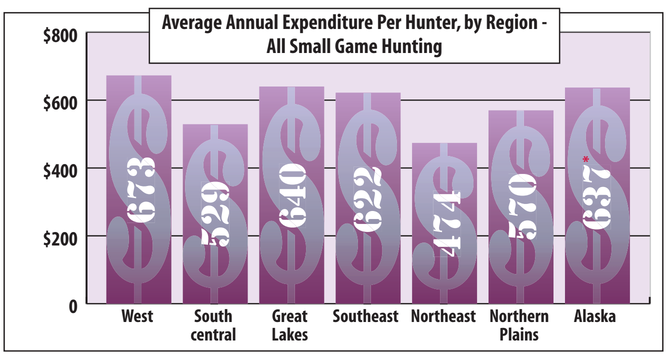
(By Game/Region)

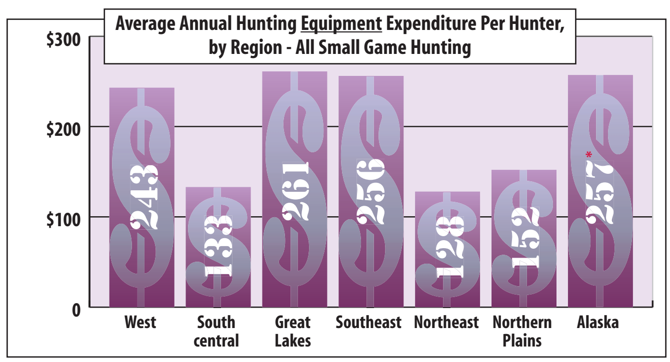
BIG GAME HUNTING



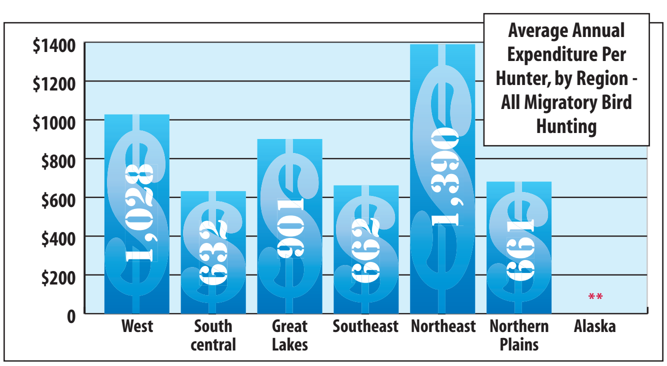


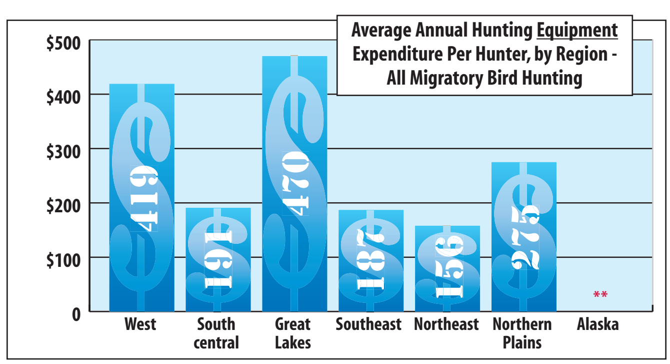
SMALL GAME HUNTING





MIGRATORY BIRD HUNTING





Source: Today's Hunter – A Statistical Profile of America's Hunter
"Hunting equipment" above is comprised of rifles, shotguns, muzzleloaders, pistols, archery equipment, scopes, decoys, dogs and other equipment.
**Data based on small sample size and should be used with caution.*
***Sample size is too small for reliable results.*

TODAY'S HUNTER

TODAY'S HUNTER – the most comprehensive overview of hunting in America. Order your full copy for itemized expenditures and a complete set of data and statistics on participation and demographics! (470 pages). Call (203) 426-1320.

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$ Greater Dollars from Fewer Hunters

Gross cost to Hunters for Licenses Outpaces Rate of Inflation

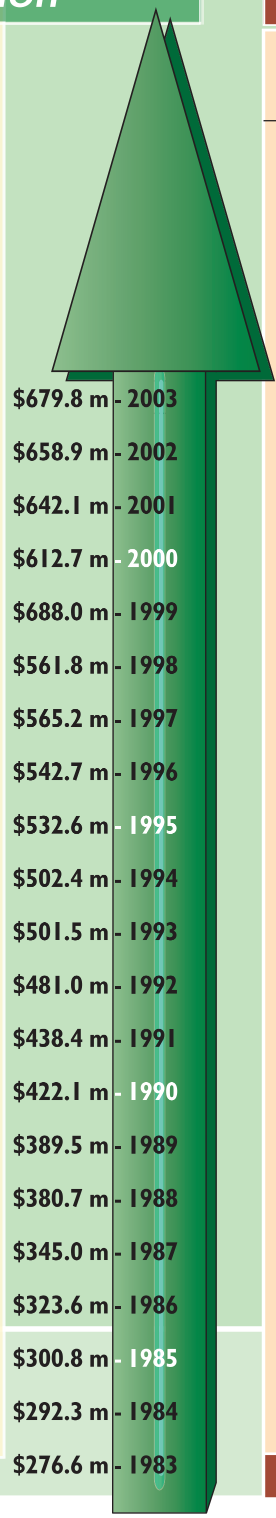
Over the past two decades, the gross cost to hunters for licenses has outpaced the rate of inflation.

According to the Consumer Price Index (CPI) Calculator, what cost **$259 million** in 1982 would cost **$493 million** in 2003. Yet hunters paid a total of **$679 million** outpacing the rate of inflation by **38%**.

During the same period, the number of license sales has declined by 10%.

This means sportsmen are spending more per hunter in pursuit of their sport.

More than ever before – greater dollars are being spent from fewer hunters who remain a social and economic necessity.



20 Year Trends

Year	Paid Hunting License Holders	Increase/ Decrease	% Change	Total Gross Cost to Hunters	% Change
1982	16,748,541			$259,184,730	
1983	16,372,904	(375,637)	-2.3%	$276,605,841	6.3%
1984	16,257,678	(115,226)	-0.7%	$292,354,271	5.4%
1985	15,879,572	(378,106)	-2.4%	$300,766,328	2.8%
1986	15,773,190	(106,382)	-0.7%	$323,595,095	7.1%
1987	15,812,528	39,338	0.2%	$345,022,827	6.2%
1988	15,918,522	105,994	0.7%	$380,747,726	9.4%
1989	15,960,808	42,286	0.3%	$389,464,856	2.2%
1990	15,797,290	(163,518)	-1.0%	$422,074,445	7.7%
1991	15,718,845	(78,445)	-0.5%	$438,411,287	3.7%
1992	15,746,706	27,861	0.2%	$481,043,950	8.9%
1993	15,627,763	(118,943)	-0.8%	$501,487,869	4.1%
1994	15,343,300	(284,463)	-1.9%	$502,453,491	0.2%
1995	15,232,793	(110,507)	-0.7%	$532,580,412	5.7%
1996	15,144,303	(88,490)	-0.6%	$542,752,199	1.9%
1997	14,906,826	(237,477)	-1.6%	$565,213,741	4.0%
1998	14,888,663	(18,163)	-0.1%	$561,844,286	-0.6%
1999	15,144,608	255,945	1.7%	$688,018,976	18.3%
2000	15,044,324	(100,284)	-0.7%	$612,698,063	-12.3%
2001	14,990,570	(53,754)	-0.4%	$642,069,055	4.6%
2002	14,966,406	(24,164)	-0.2%	$658,993,797	2.6%
2003	14,740,188	(226,218)	-1.5%	$679,824,466	3.1%
				$10.4 Billion	

Certified Paid Hunting License

STATE	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
AL	288,427	286,198	283,389	280,362	293,436	282,805	280,622	265,106	271,890	274,551
AK	90,094	92,481	90,957	103,322	84,717	85,232	83,291	83,505	94,750	93,418
AZ	186,977	194,548	196,301	197,630	188,211	183,595	170,264	165,179	158,742	164,518
AR	337,345	300,241	295,745	300,257	320,410	294,765	353,803	349,166	298,219	312,555
CA	523,390	509,106	493,677	488,316	463,074	463,543	422,909	390,655	382,713	372,038
CO	358,823	310,378	310,898	304,498	315,434	325,761	340,911	327,979	326,962	301,910
CT	82,085	80,797	85,205	86,819	85,663	87,433	87,722	90,709	88,803	73,305
DE	27,247	27,160	27,997	25,666	27,698	25,767	25,603	25,005	24,669	24,226
FL	257,739	254,802	257,467	248,542	234,954	238,581	233,770	221,638	204,994	198,015
GA	370,655	371,203	386,095	397,145	414,456	411,791	418,001	361,984	355,475	364,353
HI	11,443	11,548	11,425	12,331	12,061	13,001	12,077	13,226	9,921	10,090
ID	249,928	406,705	249,974	238,288	247,635	227,689	238,730	241,476	236,780	246,372
IL	329,240	332,877	325,142	314,891	320,682	328,369	333,473	329,734	342,893	326,194
IN	338,994	320,894	305,100	282,571	291,876	298,165	303,140	317,486	321,616	339,066
IA	276,216	267,399	243,852	235,522	243,279	260,998	259,083	271,663	266,010	275,489
KS	254,599	248,880	199,646	202,714	210,068	208,947	189,926	188,314	196,116	185,032
KY	314,773	307,621	305,956	308,069	323,418	322,064	323,473	327,083	317,687	312,637
LA	413,332	392,263	396,490	369,216	326,377	311,959	288,534	272,202	279,021	274,881
ME	241,733	219,226	210,078	206,464	203,376	205,467	220,263	214,518	208,518	211,196
MD	174,318	171,383	171,214	175,488	176,125	177,213	164,943	141,917	157,356	158,765
MA	117,800	108,740	113,769	110,457	96,695	125,703	111,876	116,300	112,516	111,971
MI	890,519	912,119	900,266	925,332	926,328	913,194	938,503	1,148,163	1,156,422	1,171,721
MN	484,148	463,329	450,556	499,200	507,247	517,442	551,377	540,277	521,268	545,085
MS	303,572	293,906	295,800	291,920	294,808	299,109	302,186	292,027	292,265	300,802
MO	482,367	483,836	477,458	507,557	496,718	541,105	554,514	557,855	547,324	549,670
MT	236,487	248,427	254,255	250,376	262,802	261,780	256,238	255,333	259,335	265,727
NE	173,926	173,634	146,709	153,116	157,071	165,963	169,199	169,888	168,311	169,933
NV	55,063	57,109	56,214	59,055	59,737	60,971	157,896	53,706	52,836	51,649
NH	82,740	85,144	89,990	95,669	94,957	97,005	93,942	90,078	96,019	84,996
NJ	131,086	135,649	132,978	131,905	131,937	130,114	128,338	125,715	125,124	121,277
NM	149,466	137,621	143,656	151,907	148,686	145,024	147,494	138,761	136,558	92,934
NY	791,568	807,542	803,112	789,203	773,283	763,272	757,897	737,112	728,217	771,196
NC	351,030	410,523	334,169	329,633	327,542	338,238	335,557	331,083	373,145	359,391
ND	96,232	95,121	95,818	97,585	101,591	101,379	86,795	91,102	90,409	97,968
OH	491,935	464,782	472,426	466,390	461,820	462,316	497,766	491,494	499,904	533,185
OK	312,721	377,331	269,008	232,630	254,920	253,319	252,085	247,019	259,541	275,311
OR	378,254	356,925	353,554	355,729	350,402	346,914	348,694	347,819	327,304	319,025
PA	1,313,191	1,271,634	1,222,108	1,167,837	1,173,841	1,180,175	1,174,424	1,168,137	1,170,119	1,170,602
RI	12,810	12,935	13,310	13,956	13,245	13,318	13,372	12,782	13,352	12,875
SC	207,648	200,371	201,602	201,899	177,268	185,807	196,764	190,621	196,690	205,997
SD	167,703	174,542	164,347	167,819	145,541	161,727	149,713	145,823	147,977	164,855
TN	541,617	551,890	592,693	584,273	603,846	582,038	598,616	600,413	587,802	602,465
TX	1,050,496	986,707	1,100,550	1,130,630	1,190,075	1,202,781	1,189,077	1,138,011	1,105,389	1,045,858
UT	251,808	232,545	230,075	217,881	224,096	236,710	231,125	230,268	233,596	233,436
VT	117,261	133,989	143,441	117,705	109,877	113,320	113,554	109,938	110,864	107,162
VA	462,009	457,159	457,990	459,582	477,188	517,008	412,013	439,738	397,243	380,544
WA	311,155	307,704	298,193	271,016	267,713	264,535	259,176	268,653	276,409	265,668
WV	336,676	328,432	319,659	311,696	317,404	306,486	306,463	272,985	265,122	281,506
WI	756,761	710,986	722,498	734,984	737,019	737,306	729,668	741,188	771,553	773,759
WY	187,497	171,336	176,760	168,137	145,921	141,318	145,948	146,456	153,093	162,067
TOTAL	**16,372,904**	**16,257,678**	**15,879,572**	**15,773,190**	**15,812,528**	**15,918,522**	**15,960,808**	**15,797,290**	**15,718,842**	**15,747,246**

Holders By State (20-Years)

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	20 YR % CHANGE
276,897	276,235	274,072	269,097	266,386	273,506	272,525	271,865	278,052	273,638	270,229	-6.3%
90,276	89,956	90,669	95,260	101,306	95,364	95,745	97,508	93,377	97,537	99,121	10.0%
173,695	182,408	183,903	179,731	180,733	190,037	198,025	196,659	191,653	183,478	181,467	-2.9%
312,785	313,007	321,860	323,990	319,402	330,689	412,114	395,304	400,555	402,493	386,559	14.6%
367,373	363,397	354,555	343,838	328,824	316,815	309,236	317,063	316,549	320,092	315,588	-39.7%
313,346	301,710	295,895	349,491	352,823	362,927	328,879	337,475	298,292	300,574	309,801	-13.7%
73,389	67,013	67,716	65,596	63,883	62,556	61,608	60,345	59,309	57,720	54,926	-33.1%
23,848	23,811	21,463	21,607	21,988	21,675	21,357	21,383	20,918	21,488	20,066	-26.4%
191,904	189,650	184,242	183,808	205,939	181,177	179,344	177,116	181,635	181,857	176,320	-31.6%
351,234	347,795	350,346	339,416	342,110	331,705	332,635	330,151	335,149	338,045	331,795	-10.5%
10,124	10,673	10,486	10,534	10,074	9,613	9,346	9,255	8,867	9,032	8,388	-26.7%
253,206	247,113	235,408	234,905	234,401	227,984	250,243	249,188	246,844	246,284	245,358	-1.8%
323,271	323,991	324,794	328,278	320,657	305,663	308,662	310,062	297,641	300,883	293,994	-10.7%
330,849	332,150	335,438	297,330	287,443	300,755	300,732	292,694	282,781	285,573	232,819	-31.3%
247,494	232,303	263,690	266,855	271,695	273,628	275,780	266,880	259,898	257,899	269,014	-2.6%
179,515	193,172	187,110	172,387	178,203	200,119	209,734	209,626	204,475	188,310	195,874	-23.1%
307,549	291,009	288,770	281,746	271,364	278,635	280,991	346,970	355,134	349,951	347,379	10.4%
274,440	267,324	266,609	267,347	266,746	271,207	271,541	278,521	270,907	272,912	268,793	-35.0%
214,135	206,801	203,669	202,235	196,822	201,140	207,004	208,666	198,923	197,908	201,136	-16.8%
158,528	149,291	150,992	143,756	140,859	142,909	135,436	133,810	136,416	128,569	123,699	-29.0%
100,762	100,762	99,397	61,993	83,443	75,070	74,241	68,866	62,024	68,488	56,662	-51.9%
1,140,700	1,126,826	934,430	964,531	952,584	957,264	920,473	897,916	887,235	870,432	863,946	-3.0%
564,203	563,602	576,187	572,895	555,630	538,684	555,926	578,230	580,338	585,104	573,424	18.4%
265,198	252,513	246,389	241,393	242,854	247,285	250,035	252,039	249,706	249,591	235,447	-22.4%
455,362	441,855	450,881	456,132	515,379	500,128	505,662	503,609	518,923	539,062	542,477	12.5%
268,286	272,032	295,151	290,775	284,697	277,711	280,382	283,815	279,727	227,365	232,276	-1.8%
170,059	170,225	185,329	191,006	189,364	180,684	186,452	184,903	177,757	174,927	176,502	1.5%
51,530	52,641	55,427	55,832	55,380	57,563	59,501	60,345	61,341	61,455	60,805	10.4%
84,037	81,827	81,458	83,292	81,477	81,354	78,328	76,258	73,281	67,586	63,975	-22.7%
118,736	115,187	112,515	108,315	105,931	105,202	89,460	86,685	86,156	82,814	81,501	-37.8%
112,779	112,232	113,716	97,766	106,909	115,557	103,990	109,168	111,896	111,188	109,948	-26.4%
758,377	750,062	721,706	724,019	709,054	693,516	698,844	695,622	694,815	696,679	641,572	-18.9%
357,760	350,497	367,619	367,722	353,606	384,273	399,043	404,562	425,830	433,135	433,542	23.5%
109,908	109,735	106,653	112,822	116,914	110,819	116,664	123,473	131,375	141,816	146,010	51.7%
527,336	534,168	539,457	538,623	528,703	535,033	519,996	448,950	422,180	426,856	425,992	-13.4%
273,695	282,136	268,714	272,961	275,424	286,117	296,548	306,185	327,120	330,336	331,672	6.1%
315,643	302,649	307,253	317,715	317,072	318,027	318,133	310,739	303,635	297,944	295,422	-21.9%
1,173,428	1,149,426	1,138,343	1,112,964	1,091,568	1,066,032	1,071,955	1,028,297	1,034,804	1,048,731	1,017,802	-22.5%
13,938	13,329	13,352	13,082	13,196	12,675	11,704	11,484	12,285	10,750	10,691	-16.5%
208,553	214,086	217,351	219,049	223,123	224,207	263,045	258,706	277,691	279,203	272,752	31.4%
179,870	187,730	210,130	217,394	214,133	184,837	204,599	228,209	217,007	216,152	207,973	24.0%
571,756	591,839	599,935	585,304	600,117	595,605	613,654	631,580	626,978	725,110	727,525	34.3%
1,081,582	1,072,347	1,064,803	1,040,938	942,359	975,943	978,837	983,485	1,020,674	1,027,908	1,039,327	-1.1%
204,814	164,107	166,838	212,829	191,745	196,818	190,092	171,710	167,393	159,678	154,884	-38.5%
108,580	103,942	100,810	96,318	94,247	97,000	103,629	101,687	96,093	92,138	90,110	-23.2%
370,898	356,653	352,778	340,397	331,559	323,459	317,939	315,070	315,402	314,748	304,605	-34.1%
280,981	270,286	305,502	252,933	235,477	219,483	286,188	214,969	213,276	198,162	194,308	-37.6%
282,507	282,507	279,891	277,978	279,245	276,053	282,195	276,566	276,242	288,098	262,835	-21.9%
798,843	773,261	784,003	813,111	739,345	742,669	769,420	773,239	763,063	689,099	716,200	-5.4%
203,784	136,029	125,088	127,007	114,633	131,491	136,736	147,416	138,948	137,608	137,677	-26.6%
15,627,763	**15,343,300**	**15,232,793**	**15,144,303**	**14,906,826**	**14,888,663**	**15,144,608**	**15,044,324**	**14,990,570**	**14,966,406**	**14,740,188**	**-10.0%**

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Resident versus Non-Resident Trends

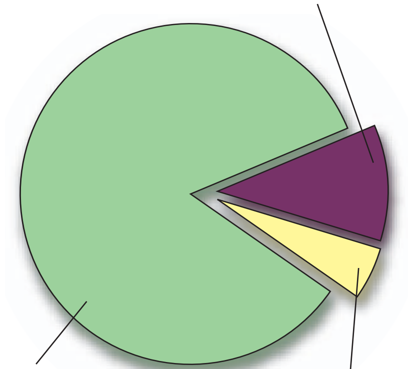
Non-resident Purchases Five Times Greater in the Last 10 Years

Purchases of non-resident hunting licenses, tags, permits and stamps grew 41% over the last decade indicating the mobility of hunters. The chart below highlights the quantity of resident and non-resident purchases of licenses, tags, permits and stamps by state.

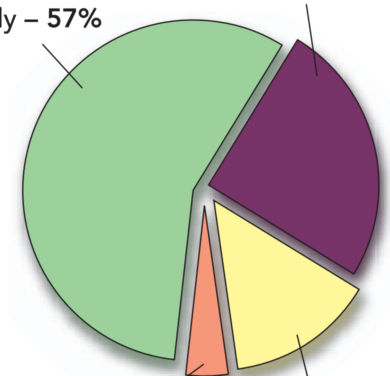
In 1993, non-resident purchases made up approximately 7% of total purchases while in 2003, non-resident purchases accounted for 9% of total sales activity.

STATE	TYPE	1993	2003	10-Year Trend % (1993 -vs- 2003)
AL	Resident	257,679	255,022	-1.0%
	Non-Resident	40,182	44,202	10.0%
AK	Resident	166,900	185,367	11.1%
	Non-Resident	34,423	37,848	9.9%
AZ	Resident	335,239	362,036	8.0%
	Non-Resident	23,168	34,263	47.9%
AR	Resident	324,015	361,702	11.6%
	Non-Resident	29,309	76,406	160.7%
CA	Resident	731,786	843,357	15.2%
	Non-Resident	3,853	15,334	298.0%
CO	Resident	412,033	388,842	-5.6%
	Non-Resident	178,985	165,057	-7.8%
CT	Resident	143,860	127,832	-11.1%
	Non-Resident	4,659	6,462	38.7%
DE	Resident	34,874	28,682	-17.8%
	Non-Resident	4,398	3,165	-28.0%
FL	Resident	336,742	313,151	-7.0%
	Non-Resident	3,073	8,028	161.2%
GA	Resident	955,392	870,755	-8.9%
	Non-Resident	34,941	83,371	138.6%
HI	Resident	10,350	8,584	-17.1%
	Non-Resident	145	316	117.9%
ID	Resident	616,336	727,210	18.0%
	Non-Resident	80,215	96,883	20.8%
IL	Resident	916,215	1,057,549	15.4%
	Non-Resident	14,723	44,510	202.3%
IN	Resident	656,655	421,894	-35.8%
	Non-Resident	14,503	14,312	-1.3%
IA	Resident	662,627	768,276	15.9%
	Non-Resident	83,776	103,638	23.7%
KS	Resident	148,389	397,044	167.6%
	Non-Resident	31,126	71,902	131.0%
KY	Resident	511,413	608,399	19.0%
	Non-Resident	16,414	58,296	255.2%
LA	Resident	540,384	561,943	4.0%
	Non-Resident	16,873	34,614	105.1%
ME	Resident	183,218	217,930	18.9%
	Non-Resident	41,839	47,675	13.9%
MD	Resident	209,067	264,537	26.5%
	Non-Resident	30,103	29,384	-2.4%
MA	Resident	261,038	204,885	-21.5%
	Non-Resident	7,347	5,465	-25.6%
MI	Resident	2,115,157	2,225,367	5.2%
	Non-Resident	34,864	40,864	17.2%
MN	Resident	1,054,594	1,379,563	30.8%
	Non-Resident	13,797	34,196	147.9%
MS	Resident	277,539	234,717	-15.4%
	Non-Resident	48,156	43,971	-8.7%
MO	Resident	1,026,593	1,175,640	14.5%
	Non-Resident	33,106	54,396	64.3%
MT	Resident	716,879	856,605	19.5%
	Non-Resident	109,864	122,824	11.8%
NE	Resident	319,758	345,550	8.1%
	Non-Resident	51,086	51,519	0.8%
NV	Resident	47,416	75,909	60.1%
	Non-Resident	4,114	14,085	242.4%
NH	Resident	119,865	188,686	57.4%
	Non-Resident	21,618	37,566	73.8%
NJ	Resident	312,438	266,914	-14.6%
	Non-Resident	13,933	136,649	880.8%
NM	Resident	141,837	284,052	100.3%
	Non-Resident	17,366	54,516	213.9%
NY	Resident	1,484,858	1,373,531	-7.5%
	Non-Resident	88,156	80,698	-8.5%
NC	Resident	447,754	470,217	5.0%
	Non-Resident	8,004	23,728	196.5%
ND	Resident	424,190	425,646	0.3%
	Non-Resident	62,205	178,026	186.2%
OH	Resident	1,145,318	1,108,893	-3.2%
	Non-Resident	9,468	19,949	110.7%
OK	Resident	329,160	313,181	-4.9%
	Non-Resident	9,234	15,812	71.2%
OR	Resident	1,051,703	1,314,350	25.0%
	Non-Resident	26,723	66,817	150.0%
PA	Resident	2,295,172	2,660,174	15.9%
	Non-Resident	129,575	131,249	1.3%
RI	Resident	31,420	30,995	-1.4%
	Non-Resident	2,703	2,881	6.6%
SC	Resident	221,164	200,487	-9.3%
	Non-Resident	45,420	58,856	29.6%
SD	Resident	417,761	244,101	-41.6%
	Non-Resident	59,445	104,602	76.0%
TN	Resident	868,616	946,477	9.0%
	Non-Resident	31,369	37,513	19.6%
TX	Resident	1,453,541	1,225,481	-15.7%
	Non-Resident	45,165	65,235	44.4%
UT	Resident	452,791	226,437	-50.0%
	Non-Resident	29,292	11,636	-60.3%
VT	Resident	132,203	164,924	24.8%
	Non-Resident	27,415	21,865	-20.2%
VA	Resident	848,074	763,282	-10.0%
	Non-Resident	39,030	50,598	29.6%
WA	Resident	688,317	871,538	26.6%
	Non-Resident	6,924	12,078	74.4%
WV	Resident	645,298	729,189	13.0%
	Non-Resident	179,632	196,988	9.7%
WI	Resident	1,817,589	2,584,071	42.2%
	Non-Resident	47,843	133,806	179.7%
WY	Resident	228,671	152,836	-33.2%
	Non-Resident	135,093	75,558	-44.1%
TOTAL	Resident	29,529,888	31,813,810	7.7%
TOTAL	Non-Resident	2,024,655	2,859,612	41.2%
		31,554,543	34,673,422	

Percent of All Hunting – in State of Residence and Other States

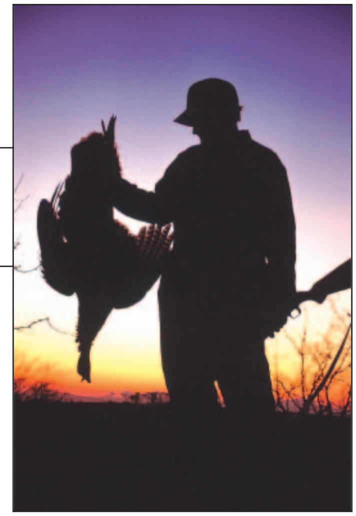


Percent of Hunting on Public and Private Lands



Source: USFWS

Agency Survey Explores Growth Opportunities for States



Highlights Programs & Actions to Increase Hunting Participation

At the start of 2005, the National Shooting Sports Foundation conducted a survey of several state wildlife agencies whose state had shown a significant increase (15% or higher) in the number of hunting licenses sold during the past decade (1993-2003).

In some cases the state's data collection process may have changed during this time along with a natural increase in local game population. However, the survey also highlighted several programs and actions these agencies have been implementing also attributing to the increase.

Among the findings were...

1. Expanded education and "how-to" programs in schools and camps. Programs emphasize the benefits of hunting and safety.
2. Established special seasons for youth hunters and newcomers to attract young people and families. Hosted special hunts for targeted audiences.
3. Implemented an automated licensing system whereby license sales are recorded in a database. Installed an online application /credit card process for both residents and non-residents.
4. Eased complicated (deer & turkey) hunting regulations, making it easier for more hunters to participate.
5. Promoted state's plentiful wildlife populations, thus increasing both resident and non-resident hunting as well as inter-state traffic. Developed marketing programs to increase participation.
6. Developed hunting access programs. Worked with both public and private land owners to provide more access and expand commercial hunting operations.
7. Created a program whereby private land is leased (long-term) by the agency for public hunting access. This program expanded the number of acres available for public hunting and increased sales.
8. Tourism and visitor industry aggressively promoted hunting and fishing, increasing both resident and non-resident activity.
9. Implemented a bonus system whereby unsuccessful deer and big-game tag applicants kept their license in order to get bonus point for the year.
10. Implemented efforts to maintain healthy wildlife populations, resulting in higher numbers of hunters.

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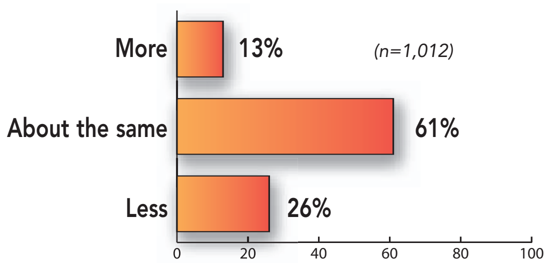
Hunting Trends Summary

Survey Provides Updated Look at Hunter's Participation & Attitude Trends

Below is a summary of the results of a 2005 nationwide survey of hunters. To qualify for the survey, a respondent had to have hunted in 2004 as well as one additional year between 2000-2003. This survey is conducted every five years by the National Shooting Sports Foundation® to monitor hunters' participation and constraints to their hunting experience as well as to determine hunters' opinion and attitudes toward hunting and shooting sports.

GENERAL PARTICIPATION

In terms of the number of days, did you hunt more, about the same or less in 2004 than you did in the previous years?

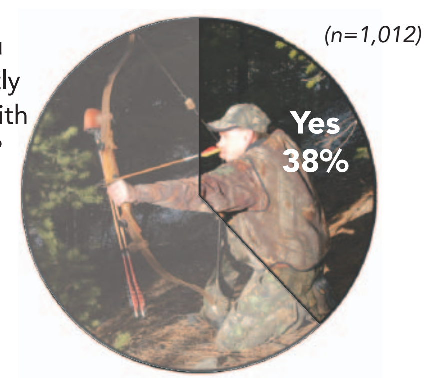


Which of the following species have you hunted in the past 5 years?

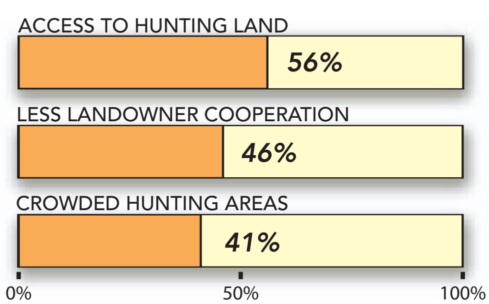
Deer	91%
Turkey	42%
Pheasant	34%
Rabbit	33%
Ducks	31%
Squirrel	31%
Dove	27%
Coyote	25%
Quail	25%
Grouse	25%
Geese	23%
Elk	19%
Bear	14%
Crow	11%
Woodchuck	8%
Moose	4%

(n=1,012) Multiple responses allowed

Do you currently hunt with a bow?



CONSTRAINTS TO HUNTING PARTICIPATION



Why hunters may have hunted less in 2004	
Lack of time / get out less	32%
Health /Age	24%
Work obligations	16%
Other reason	12%
Family obligations	8%
Weather	4%
Hard to find a place to hunt	4%
Using other equipment	3%
Less game to hunt	3%
No one to go with	1%

What would persuade you to go hunting or shooting more often? *(n=1,012)*

- A call from a friend/invitation to go....................73%
- Invitation for a free shooting clinic at a nearby club..35%
- A chance to try a new shooting event 31%
- TV programs about hunting/shooting................29%
- Chance to win a prize in a shooting event.........24%
- Reading articles related to hunting or shooting 20%

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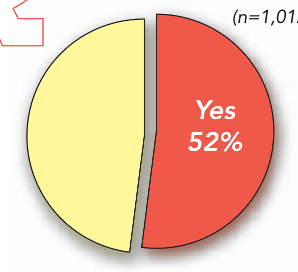
TARGET SHOOTING

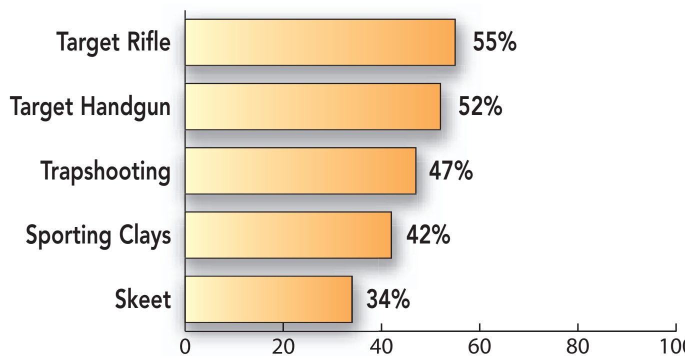
Q: Other than for hunting, do you currently do any shotgun, rifle or handgun target shooting?

(n=1,012)



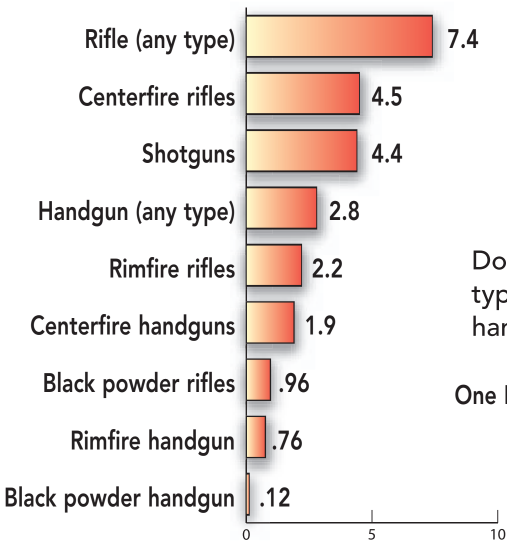
Over half of all active hunters also participate in target shooting.

Types of target shooting they participate in...

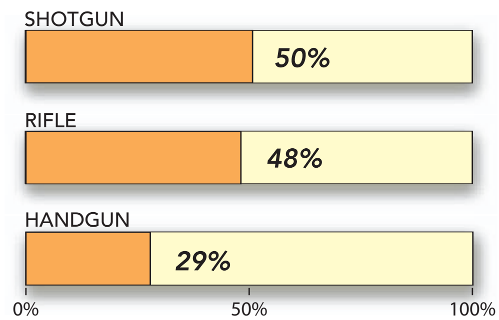


FIREARMS USED & PURCHASED

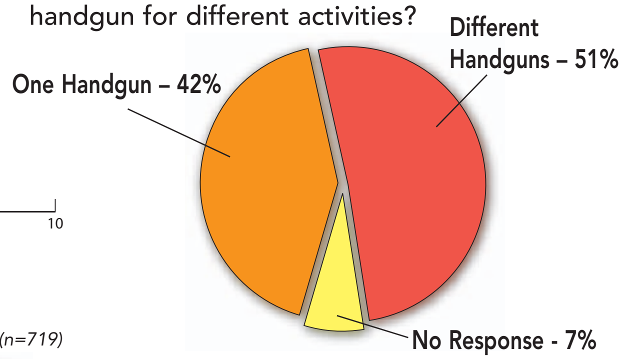
Mean number of firearms owned of the following types: (n=1,012)



Percent who purchased the following firearm in the **past 5 years**: (n=1,012)

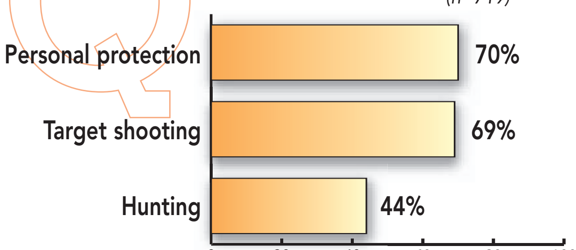


Do you have one handgun for all types of activities or a different handgun for different activities? (n=719)



Half of all active hunters surveyed purchased a shotgun in the past 5 years. The average number of shotguns owned is 4.4.

Q: Do you use your handgun for... (n=719)



Today's hunter is equipped with several types of firearms. This cross-correlation is important to the growth of all industry shooting disciplines.

In addition to personal protection and target shooting nearly half of all active hunters surveyed use their handgun to hunt.

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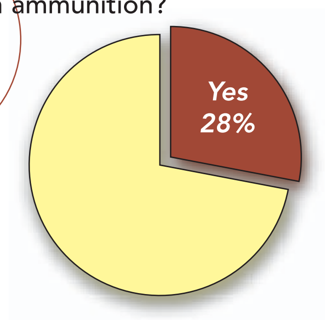
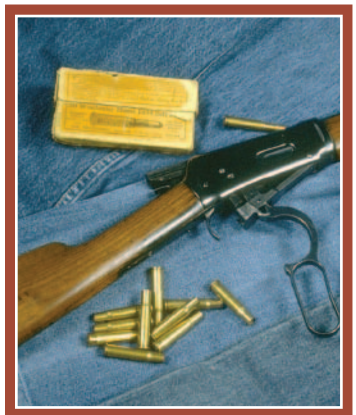
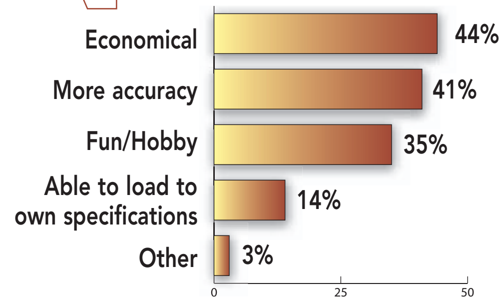
AMMUNITION (RELOADING TRENDS)

Do you currently reload your own ammunition?
(n=1,012)





If yes, why do you reload your own ammunition?
(n=278)



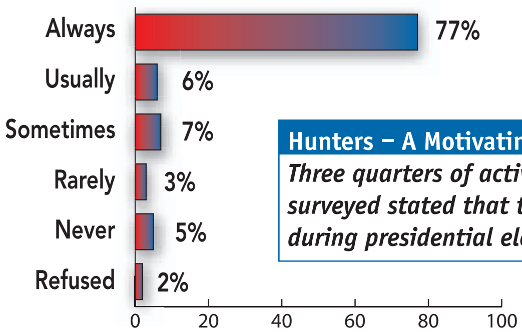
Mean number of shotshells reloaded annually
2,487
(of those reloading shotshells)

Mean number of centerfire rifle cartridges reloaded annually
1,042
(of those reloading centerfire rifle cartridge)

VOTING BEHAVIOR & VOTING ISSUES

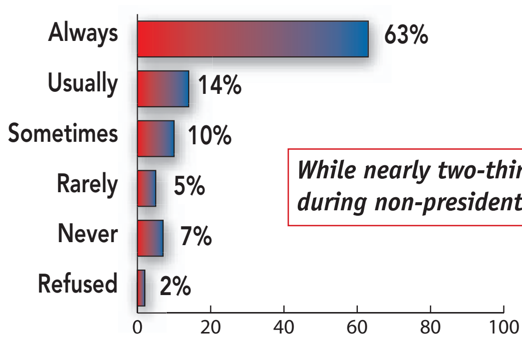
During election years, would you say you vote...
(n=1,012)

During presidential election years:



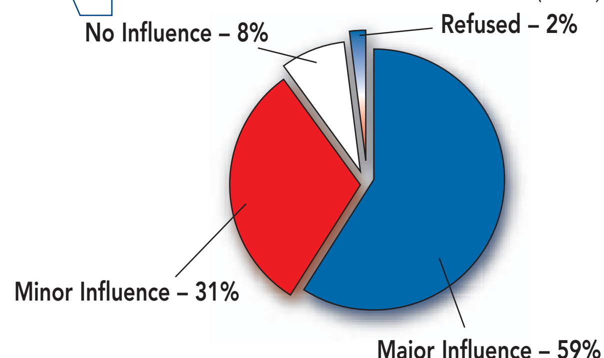
Hunters – A Motivating Political Force
Three quarters of active hunters surveyed stated that they ALWAYS vote during presidential elections...

During non-presidential election years:



While nearly two-thirds always vote during non-presidential elections.

How much of an influence do hunter's rights issues have on your voting behavior?
(n=298)



In your opinion, what are the most important sportsmen's issues?
(n=298)

Ensuring gun rights/2nd Amendment	55%
Improving hunting access to public land	26%
Ensuring hunter's rights	24%
Improving hunting access to private land	20%
Limiting habitat loss	6%
Passing on the heritage	4%
Anti-hunting sentiment	3%
Protecting wetlands	3%
Other	8%

HUNTING STUDY

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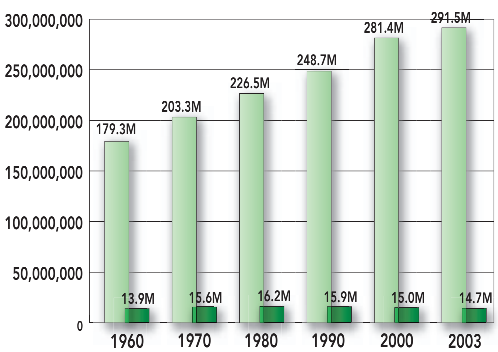
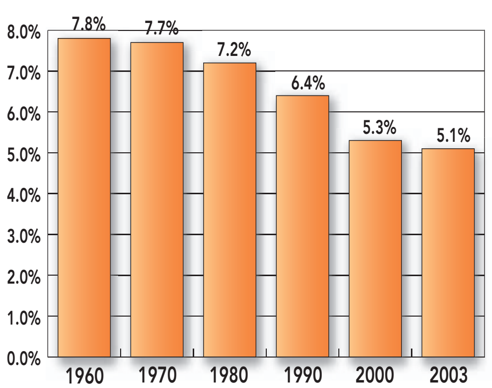
Vol. 1 No. 8/2005

Hunting Participation Trends

Hunting License Holders in relation to U.S. Population Trends



Hunting License Holders as a Percentage of the U.S. Population



State-by-State Participation

State	2004 Population	State Participants: Hunting (with firearms)	(% of Population)	State Participants: Hunting (with bow)	(% of Population)
California	35,979,311	739,000	2.1%	131,000	0.4%
Texas	22,508,240	1,348,000	6.0%	228,000	1.0%
New York	19,254,372	690,000	3.6%	251,000	1.3%
Florida	17,342,822	322,000	1.9%	104,000	0.6%
Illinois	12,725,117	388,000	3.0%	113,000	0.9%
Pennsylvania	12,392,109	1,035,000	8.4%	324,000	2.6%
Ohio	11,459,952	529,000	4.6%	289,000	2.5%
Michigan	10,121,382	860,000	8.5%	428,000	4.2%
Georgia	8,836,148	319,000	3.6%	94,000	1.1%
New Jersey	8,707,156	140,000	1.6%	74,000	0.8%
North Carolina	8,517,110	310,000	3.6%	63,000	0.7%
Virginia	7,480,156	365,000	4.9%	76,000	1.0%
Massachusetts	6,457,204	97,000	1.5%	42,000	0.7%
Indiana	6,230,346	263,000	4.2%	94,000	1.5%
Washington	6,204,912	347,000	5.6%	93,000	1.5%
Tennessee	5,888,107	352,000	6.0%	69,000	1.2%
Missouri	5,737,314	601,000	10.5%	201,000	3.5%
Arizona	5,719,160	211,000	3.7%	44,000	0.8%
Maryland	5,574,702	238,000	4.3%	69,000	1.2%
Wisconsin	5,505,083	749,000	13.6%	231,000	4.2%
Minnesota	5,101,284	566,000	11.1%	99,000	1.9%
Colorado	4,625,293	283,000	6.1%	22,000	0.5%
Alabama	4,517,136	380,000	8.4%	50,000	1.1%
Louisiana	4,505,312	410,000	9.1%	72,000	1.6%
South Carolina	4,188,493	169,000	4.0%	37,000	0.9%
Kentucky	4,140,891	334,000	8.1%	102,000	2.5%
Oregon	3,602,559	374,000	10.4%	64,000	1.8%
Oklahoma	3,530,711	355,000	10.1%	130,000	3.7%
Connecticut	3,507,246	52,000	1.5%	23,000	0.7%
Iowa	2,949,245	155,000	5.3%	50,000	1.7%
Mississippi	2,892,228	309,000	10.7%	72,000	2.5%
Arkansas	2,741,511	308,000	11.2%	82,000	3.0%
Kansas	2,733,795	231,000	8.4%	31,000	1.1%
Utah	2,387,580	185,000	7.7%	37,000	1.5%
Nevada	2,315,504	49,000	2.1%	4,000	0.2%
New Mexico	1,892,304	121,000	6.4%	8,000	0.4%
West Virginia	1,811,363	329,000	18.2%	111,000	6.1%
Nebraska	1,748,000	174,000	10.0%	23,000	1.3%
Idaho	1,388,573	141,000	10.2%	32,000	2.3%
Maine	1,315,211	145,000	11.0%	7,000	0.5%
New Hampshire	1,303,425	57,000	4.4%	11,000	0.8%
Hawaii	1,272,696	N/A	N/A	N/A	N/A
Rhode Island	1,084,664	9,000	0.8%	9,000	0.8%
Montana	922,368	161,000	17.5%	10,000	1.1%
Delaware	827,856	45,000	5.4%	5,000	0.6%
South Dakota	767,184	88,000	11.5%	9,000	1.2%
Alaska	655,899	N/A	N/A	N/A	N/A
North Dakota	631,440	102,000	16.2%	19,000	3.0%
Vermont	622,165	74,000	11.9%	22,000	3.5%
D.C.	560,725	16,000	2.9%	N/A	N/A
Wyoming	503,630	110,000	21.8%	29,000	5.8%
Total	**293,686,994**	**15,635,000**	**5.3%**	**4,188,000**	**1.4%**

Source: American Sports Data, SUPERSTUDY (2004).

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Hunter Demographics

HUNTER AVERAGE AGE

	All Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	42.2	42.2	42.2	39.2	42.9
South central	40.9	41.2	39.6	38.9	40.7
Great Lakes	41.2	41.3	41.0	41.8	37.6
Southeast	40.9	40.3	41.1	39.6	38.2
Northeast	43.0	42.8	41.2	43.3	45.2
Northern Plains	41.7	42.0	39.5	37.7	39.3
Alaska	43.7	43.7	40.1 *	**	**
U.S. Hunter Avg	***41.5***	***41.5***	***40.6***	***39.6***	***40.8***

HUNTER GENDER (% Male)

	All Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	92.0	91.0	93.9	97.2	98.7
South central	90.1	90.2	92.2	93.4	100.0
Great Lakes	92.1	91.7	95.0	97.3	100.0
Southeast	91.5	91.5	95.8	95.7	92.5
Northeast	92.2	92.6	94.2	98.7	96.8
Northern Plains	90.1	89.1	94.4	94.3	91.0
Alaska	88.5	88.4	88.4 *	**	**
U.S. Hunter Avg	***90.9***	***91.0***	***94.1***	***95.3***	***96.0***

HUNTER EDUCATION (% with 4 or more yrs of college)

	All Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	24.7	20.9	24.9	34.7	30.4
South central	28.3	26.0	24.9	36.8	31.1
Great Lakes	19.5	18.0	21.5	24.6	6.3
Southeast	19.8	19.0	20.1	27.1	15.1
Northeast	20.0	18.2	24.8	27.7	28.6
Northern Plains	29.2	24.4	34.6	34.1	20.6
Alaska	22.1	21.1	30.2 *	**	**
U.S. Hunter Avg	***22.1***	***20.2***	***24.6***	***30.7***	***21.3***

HUNTER RACE (% Non-White)

	All Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	9.5	8.3	12.5	7.8	14.3
South central	6.7	6.9	9.2	3.6	9.3
Great Lakes	1.4	1.3	2.3	2.8	0.0
Southeast	6.8	5.3	10.7	3.5	10.9
Northeast	1.9	1.5	2.3	0.0	0.0
Northern Plains	2.5	3.1	1.8	0.9	1.3
Alaska	13.0	12.3	5.5 *	**	**
U.S. Hunter Avg	***4.3***	***3.8***	***5.6***	***3.3***	***4.3***

HUNTER AVERAGE HOUSEHOLD INCOME

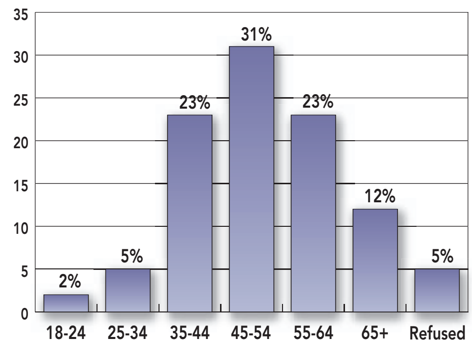
	All Hunters	Big Game	Small Game	Migratory Birds	Other Game
West	$59,453	$57,373	$61,336	$69,829	$64,244
South central	$57,069	$56,111	$53,809	$63,945	$47,149
Great Lakes	$52,307	$51,161	$54,260	$64,818	$51,432
Southeast	$49,672	$50,390	$47,075	$53,438	$45,321
Northeast	$52,603	$52,137	$52,945	$61,349	$63,701
Northern Plains	$59,373	$56,242	$62,893	$62,168	$53,583
Alaska	$62,184	$60,872	$60,545 *	**	**
U.S. Hunter Avg	***$53,542***	***$52,857***	***$54,393***	***$61,506***	***$54,324***

** Data are based on a small sample size/use with caution (n=30-39).*
*** Sample size is too small to be reliable.*

Source: Participation and Expenditure Patterns of African-American, Hispanic and Female Hunters & Anglers.

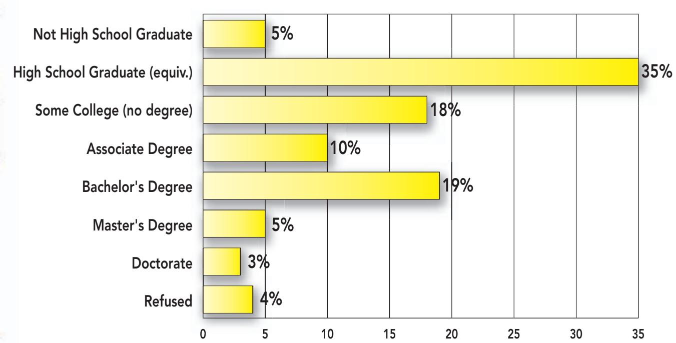
Age Group Breakout:

(n=1,009)



Education Breakout:

(n=1,012)



GROWTH OPPORTUNITIES

According to U.S. Census projections, Hispanic and African American populations are growing at a faster rate than the rest of America. These two groups, along with females, are under-represented in the sport of hunting.

The participation rates of African-Americans, Hispanics and females are much lower than the total population. Currently 5% of the total U.S. population hunt, while only 2% of Hispanics, 1% of African-Americans, and 1% of females hunt.

Programs, like STEP OUTSIDE® and the NRA's Women on Target Program® provide opportunities for these groups to try hunting and other shooting sports.

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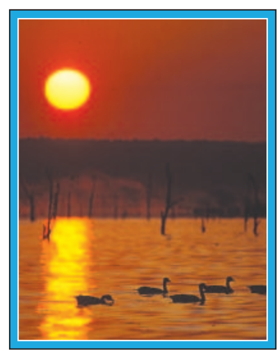
Hunter Demographics (by Species)

BIG GAME HUNTING	Deer	Elk	Bear	Turkey	Moose	Other
Total # Hunters	10,189,952	906,770	359,579	2,470,842	64,907	455,611
Total # Days Hunted	133,456,948	6,403,273	3,333,737	23,164,932	639,152	4,086,558
Avg # Days Hunted Annually	13.1	7.1	9.3	9.4	9.8	9.0
Average Age	41.4	43.3	42.9	42.5	46.0	40.9
Race (% Non-White)	3.6	6.3	4.9	1.9	12.2	4.7
Education (% w/ 4 or + yrs coll.)	19.7	26.0	18.0	22.2	19.7	27.6
Gender (% Male)	91.3	91.2	94.7	93.2	89.9	94.8
Average Household Income	$52,387	$59,772	$56,925	$56,405	$58,325	$58,075
Marital Status (% Married)	71.6	75.1	73.9	74.3	74.4	68.6

SMALL GAME HUNTING	Rabbit	Quail	Grouse	Squirrel	Pheasant	Other
Total # Hunters	2,060,218	988,158	1,005,582	2,084,451	1,704,079	473,950
Total # Days Hunted	22,768,356	7,925,999	9,169,337	22,333,473	12,769,233	5,136,748
Avg # Days Hunted Annually	11.1	8.0	9.1	10.7	7.5	10.8
Average Age	40.4	41.8	41.8	38.8	40.4	41.7
Race (% Non-White)	8.0	5.9	2.9	6.1	2.4	0.8
Education (% w/ 4 or + yrs college)	16.3	33.7	29.9	13.9	31.6	38.1
Gender (% Male)	93.8	94.6	93.9	94.3	94.6	95.5
Average Household Income	$48,678	$62,966	$59,894	$47,524	$62,194	$64,014
Marital Status (% Married)	65.6	74.5	72.9	61.9	70.3	68.4

MIGRATORY BIRD HUNTING	Geese	Ducks	Dove	Other
Total # Hunters	991,016	1,577,790	1,441,889	206,348
Total # Days Hunted	10,507,671	18,290,218	9,040,896	1,521,886
Avg # Days Hunted Annually	10.6	11.6	6.3	7.4
Average Age	39.3	39.0	39.0	43.8
Race (% Non-White)	2.9	3.2	2.8	3.8
Education (% w/ 4 or + yrs college)	28.6	33.4	31.6	33.2
Gender (% Male)	97.0	95.6	93.9	97.7
Average Household Income	$60,612	$62,616	$60,291	$65,289
Marital Status (% Married)	70.3	71.3	73.0	73.5



OTHER GAME HUNTING, in 2001	Woodchuck	Raccoon	Fox	Coyote	Other
Total # Hunters	275,962	248,724	131,253	504,222	121,970
Total # Days Hunted	N/A	N/A	N/A	N/A	N/A
Avg # Days Hunted Annually	N/A	N/A	N/A	N/A	N/A
Average Age	44.6	36.6	38.0	39.0	43.9
Race (% Non-White)	0.2	8.5	0.0	2.2	10.0
Education (% w/ 4 or + yrs college)	23.6	13.0	10.0	15.8	40.0
Gender (% Male)	96.6	90.2	95.9	97.2	96.1
Average Household Income	$60,473	$41,115	$53,846	$55,153	$48,880
Marital Status (% Married)	67.5	57.4	66.4	69.9	67.9

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