

New Jersey “Sound Bites”: Hunting, Fishing and Watchable-Wildlife Facts

Economic Impacts:

	<u>Hunting</u>	<u>Fishing</u>	<u>W. Wildlife</u>	<u>TOTAL:</u>
Retail Sales	\$173.8M	\$1.025B	\$719.6M	\$1.918B
Output	\$333.3M	\$2.03B	\$1.44B	\$3.803B
Jobs	3,774	21,910	16,921	42,605
Income	\$95.5M	\$566.1M	\$433.0M	\$1.095B
State Tax Dollars	\$11.0M	\$69.5M	\$50.5M	\$131.0M
# of Sportsmen (res)	84,000	699,000	1,561,422	
(non-res)	*	360,000	106,074 (est)	477,000 (est)
(total)	95,000	1,059,000	1,667,000	1,864,000
State Residents (16+)				6,129,000

Sportfishing (6 soundbites):

- 1) New Jersey anglers could fill Giants Stadium nearly 14 times (1,059,000 anglers, Giants stadium capacity = 77,152).
- 2) Sportfishing annually produces 17 times more income (salaries, wages and business profits) for New Jersey than the state’s annual blueberry harvest.
- 3) The total annual expenditures made in New Jersey for sportfishing is enough to fly the entire cities of Newark and Jersey City round trip to Los Angeles – four times! (Source: Continental’s advertised rates of \$460 round trip airfare; population estimates from the U.S. Census Bureau).
- 4) Nearly one of every nine state residents fished in 1996.
- 5) Fishermen outnumber the population of Newark four to one (population estimate for Newark of 258,751 from the U.S. Census Bureau).
- 6) Retail sales generated by New Jersey anglers are nearly twice as large as the sales value of the state’s entire commercial fish and shellfish harvest (\$173 million versus \$94 million; source – National Marine Fisheries Service).

Hunting (6 soundbites):

7) State tax revenues generated by New Jersey hunters could purchase 7,333 internet-ready computers for local schools (\$11 million in tax revenues; Gateway computers fully loaded for \$1,500).

8) The total economic activity generated by hunting activities in New Jersey annually equals the total toll collections of the New Jersey Turnpike Authority (\$333.3 million from hunting, \$336.3 million in toll collections annually (source: NJ Turnpike Authority Statement of Revenues and Expenses).

9) The annual state tax revenues from hunting could pay the annual tuition for 2,444 residents to Rutgers University (source: Princeton Review).

10) If every dollar spent on hunting was laid end to end, it would reach from Cape May to Patterson fifty one times! (Cape May to Patterson = 163 miles, 1 mile = 10,344.5 dollar bills, one dollar = 6.125 inches.)

11) New Jersey hunters outnumber the population of Trenton (Trenton = 84,000, hunters = 95,000; source: U.S. Census Bureau).

12) Hunter's annual expenditures in New Jersey is enough to sell out every New Jersey Nets home game for the next four years (source: official Nets web page arena information).

Watchable Wildlife (6 soundbites):

13) Watchable wildlife recreation in New Jersey supports 70 percent more jobs than General Mills, one of the nation's largest food producers and a member of the Fortune 500.

14) The salaries and wages generated by New Jersey watchable wildlife participants is enough to lease 18,380 new Saab 900 SE's, or one for every student of Montclair State University and Farleigh-Dickinson University combined! (per Saab ads, USA TODAY; and university information from Information Please Almanac).

15) In 1996, three times more people participated in watchable wildlife recreation in New Jersey than attended all home games for the New York Jets (1,667,000 for watchable wildlife, 549,836 for all regular season Jets games).

16) Nearly one of every four state residents participated in watchable wildlife recreation in 1996.

17) The state tax revenues generated by watchable wildlife recreation in New Jersey is enough to fund the annual tuition for over 11,000 state residents to Rutgers University (source: Princeton Review).

18) Watchable wildlife recreation in New Jersey generates enough jobs to employ every resident of Morristown (source: U.S. Census Bureau).

All Outdoor Activities (fishing, hunting and w.wildlife; 2 sound bites):

19) Outdoor recreation in New Jersey supports more jobs than employed by New Jersey's Campbell Soup Company, one of the nation's top food companies and a member of the Fortune 500 (40,650 employees at Campbell's versus 42,600 for fishing, hunting and watchable wildlife recreation; 1996 figures).

20) More is spent annually in New Jersey for hunting, sportfishing and watchable wildlife recreation than the total box office receipts of Titanic *nationally* – the top grossing film in U.S. history! (\$1.918 billion in New Jersey for outdoor recreation, and \$587.1 million total U.S. earnings for Titanic as of 6/30/98).