

ECONOMIC IMPACT: WILDLIFE WATCHING

WILDLIFE WATCHING ANNUAL EXPENDITURES



\$9.8 BILLION

annual expenditures



\$9.5 BILLION

retail sales



\$213 MILLION

trip-related expenses

BIRD WATCHING

Over half of the U.S. population 16 years old and older enjoyed wildlife watching in 2022.

In Oklahoma, more than 773,000 people enjoy watching birds.



HOW WE ARE FUNDED

The Oklahoma Department of Wildlife Conservation does not receive any state or local tax dollars. License sales and federal Wildlife and Sportfish Restoration Program grant revenues are the main funding sources.

WILDLIFE WATCHING PARTICIPATION

2.9 million people participated in wildlife watching activities in Oklahoma.



WILDLIFE WATCHING IS FOR EVERYONE

61% of urban Oklahomans participated in wildlife watching while 71% of rural Oklahomans participated.