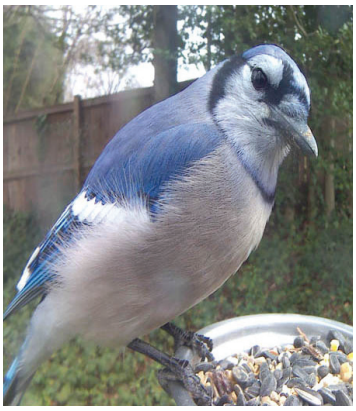
RACHEL CARSON COUNCIL

Birding Fact Sheet

USFWS

Millions of Americans are enjoying the great outdoors by gazing up and observing birds in an era when technology frequently keeps us glued to screens. **96 million Americans participate in birdwatching,** according to Birding in the United States: A Demographic and Economic Analysis, an Addendum to the 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. Birdwatching remains a popular pastime and a major economic force. If birders in the U.S. created their own country, its population would be greater than a majority of nations worldwide. Current data reveals that **96 million people *(or 3 out of 10 Americans)* engaged in birding.** This represents **37% of the population aged 16 and older!** Advances in technologies are a major driver of these numbers since most people can now photograph, record, and identify birds via their cell phone making birding more accessible than in years past.

FUN FACT: The average birder is 49 years old and is equally likely to be male or female.



Bluejay. Ross Feldner

Backyard birding is an easy way to start with **95% of birders (91 million people) who watch from the comfort of their homes.** Added to the backyard birders are the **44% (43 million people) who traveled to see birds a mile or more from home.** Whether people are watching birds in their backyard, community parks, or traveling long distances to observe them it's obvious how popular this pastime is.

$22 billion in federal taxes

$90 billion in labor income

$9 billion in state taxes

$7 billion in county taxes

$93 billion for gear

$14 billion for trip-related expenses

WHO ARE AMERICA'S BIRDERS?

Just as the birds of America are a diverse group of species, so are the birders who enjoy them. Birding may be the reason someone ventures out into nature or a reason to learn photography. Like other outdoor pursuits, it is a gateway to the outdoors and brings people together in a meaningful way as they connect with nature.

HEALTH BENEFITS OF BIRDWATCHING

Birding can bring positive lasting impacts to the mood and wellbeing for people of all ages and abilities. Observing birds can serve as a source of therapy, education, and immense satisfaction. In 2022, Americans were so passionate about birding that they collectively dedicated **7.5 billion days** to the activity, with backyard birders averaging **67 days** and those venturing away from home averaging **34 days.**

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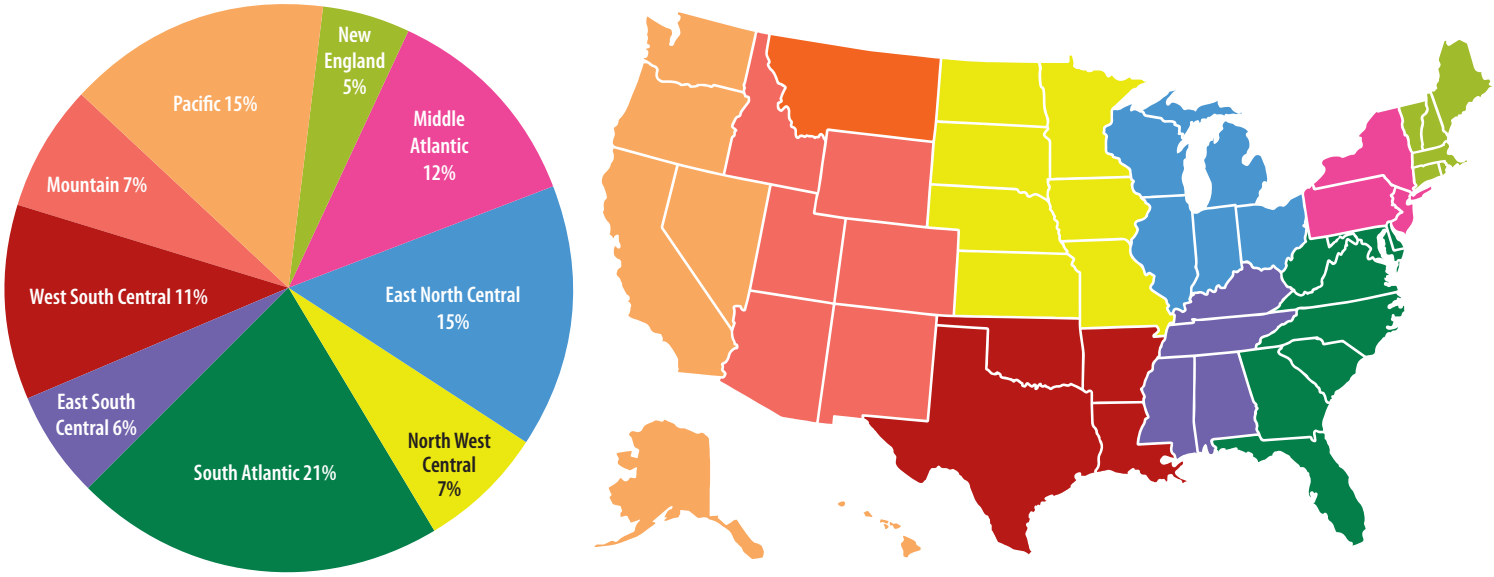


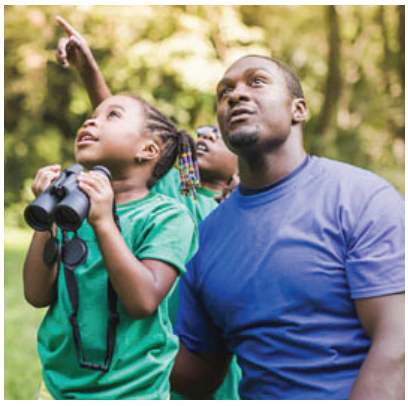
Regional Distribution of Birders by Region of Residence

BIRDING'S INSPIRATIONS

Taking a moment to enjoy birds outside can serve as a refuge from the hustle and bustle of everyday life, replacing stress with instances of wonder and admiration. From the exhilaration of hearing a new bird song to the pleasure of watching a familiar one return to your home, birds provide us with excitement that brings us back for more! This relationship frequently inspires a greater sense of stewardship, prompting individuals to protect the habitats that allow these experiences and cultivating a stronger commitment to conservation.

Birdwatching offers a bridge to nature that unites people from all walks of life. As more and more people become active birders, so does the opportunity to make conservation efforts more inclusive and impactful. With advances in technology like birding apps and cell phone cameras, identifying and appreciating birds has become easier than ever.

FUN FACT: Birding's accessibility is a significant factor in its popularity. Unlike many outdoor activities, birding generally doesn't require permits, licenses, or expensive gear.



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BIRDS ARE EVERYWHERE!

From urban parks to suburban neighborhoods, forests, beaches, mountains, or rural landscapes you'll see birds. From watching cardinals through your window as they visit your backyard feeder to seeking out rare warblers in remote wilderness areas, birding can be as simple or adventurous as you wish. **Join a local bird walk, hang a feeder in your backyard, plan a road trip to watch the spectacle of bird migration.** Next time you notice a flash of winged color or hear the singing of a songbird, take a moment to connect to the world of birds. ***Let that moment inspire you—to learn about and explore our shared world.***

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Blackburnian Warbler

Sources: USFWS, Wikipedia.

MORE INFORMATION
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