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*A SPECIAL GROUP OF BIRDERS—
THE 365ers*

A RECREATION Research Report in the IRIS Series¹

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¹ The Internet Research Information Series (IRIS) is an internet accessible science report series covering outdoor recreation statistics (RECSTATS), wilderness research (WILDERNESS) and other human-dimension and demographics research (DEMOSTATS) related to natural resources. This research is a collaborative effort between the USDA Forest Service's Southern Research Station and its Forestry Sciences Laboratory in Athens, Georgia; the University of Georgia in Athens; and the University of Tennessee in Knoxville, Tennessee.

<http://warnell.forestry.uga.edu/nrrt/nsre/IrisReports.html>

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A SPECIAL GROUP OF BIRDERS--THE 365vers

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The latest estimates from the National Survey on Recreation and the Environment indicate that over 35 percent of people 16 or older in America participate at some level in birding outdoors (at or away from home). This amounts to almost 82 million people who average almost 100 days of birding *per year*. These birding statistics are from the latest data from the National Survey on Recreation and the Environment (NSRE 2004-2007). In comparison to the 1999-2000 NSRE survey period, the estimated number of people birding has grown by over 8 million.

Different Levels of Participation

Of course, not everyone puts in 100 or more days of birding per year. **Table 1** shows that one-third of birders participate just 1 to 6 days per year, on average. Actually, only a little more than 28 percent participate in birding on over 100 days per year. One of the reasons the average number of days per person per year is that high is because there is a sizeable percentage of birders who participate every day of the year, 365, Tuesdays included.

The researchers with the NSRE project in Athens, Georgia affectionately refer to this most active birding group as the "**365vers**". The *365vers* represent only about 16 percent of birders. But, they account for over 59 percent of the days of birding, summed over all birders. A day of birding means any amount of time spent in watching, identifying, or photographing wild birds during a single day.

The 365vers

This category of extremely active birders is an interesting group. Two-thirds of them are female, well over 80 percent are non-Hispanic White in race, 53 percent are over 55 (actually over 1/3 are over 65), over 1/2 have never spent time in college, about 1/3 have annual incomes under \$25,000, and somewhat more of them than the national population are rural (**Table 2**).

Percentages of this group who participate in various other outdoor activities (in addition to their 100% participation in birding) are as follows:

Walking for pleasure	89%
Gardening or landscaping	87%
Viewing or photographing natural scenery	83%
Viewing or photographing flowers, trees, etc.	83%
Viewing or photographing wildlife other than birds	78%
Attending family gatherings outdoors	66%
Visiting nature centers and other nature sites	59%

The NSRE study includes questions about participation in about 80 different outdoor activities. Birding is just one activity included, and those listed above are just a few about which survey respondents are asked. Among the activities not listed above, there are a number in which *less*

than 2 percent of the 365vers participate. These include scuba diving, windsurfing, surfing, ice fishing, snowshoeing, cross-country skiing, orienteering, and bird hunting. We guess this group of devoted birders is much too busy studying birds, gardening, viewing nature in all its forms and enjoying those outdoor family picnic spreads.

Table 1.--Percent of birders by annual number of days of participation, 2004-2007

Annual birding days	Percent	Cumulative Percent
1-6	33.8	33.8
7-30	26.5	60.3
31-60	6.9	67.2
61-100	4.7	71.8
101-200	6.3	78.2
201-300	4.4	82.6
301-364	1.2	83.8
365	16.2	100.0

Table 2.—Percent of each group of birders by demographic characteristic, 2004-2007.

Demographic	Stratum	Non-Birders (0 days)	Least Active Group (1-6 days)	Moderately Active Group (7-60 days)	Birding Enthusiasts (61-364)	365vers (365 days)
Gender	Male	49.0	50.1	47.9	41.6	34.0
	Female	51.0	49.9	52.1	58.4	66.0
Race/ethnicity	White, non-Hispanic	63.5	68.3	80.3	84.7	82.3
	Black, non-Hispanic	15.9	13.3	6.3	5.8	6.7
	American Indian, non-Hispanic	0.6	1.0	0.7	1.4	1.7
	Asian or Pacific Islander, non-Hispanic	4.3	3.9	2.3	1.6	0.6
	Hispanic	15.6	13.5	10.4	6.5	8.6
Age	16-19	12.4	8.2	3.4	1.8	1.8
	20-24	7.7	5.1	5.0	3.0	2.4
	25-34	18.1	14.9	14.0	7.1	9.4
	35-44	16.2	22.4	19.9	16.2	15.1
	45-54	15.0	21.7	25.0	21.0	18.6
	55-64	11.3	13.1	16.8	20.3	18.9
	65+	19.3	14.7	15.9	30.7	33.9
Education	Less than high school	27.2	16.1	12.3	13.7	21.0
	High school graduate	28.4	23.8	23.5	27.0	30.0
	Some college	25.0	29.3	31.3	30.0	28.7
	Bachelor's degree	13.0	19.3	18.8	17.8	12.6
	Post-graduate degree	6.4	11.5	14.0	11.5	7.7
Annual family income	<\$15,000	17.4	14.0	10.7	13.5	19.9
	\$15,000-\$24,999	12.4	9.6	9.9	9.8	12.1
	\$25,000-\$49,999	27.9	26.8	24.9	27.2	28.2
	\$50,000-\$74,999	18.6	20.6	21.1	19.8	17.8
	\$75,000-\$99,999	10.5	11.2	13.7	12.9	8.0
	\$100,000-\$149,999	8.0	11.0	12.1	10.4	8.2
	\$150,000+	5.2	6.8	7.6	6.4	5.8
Place of residence	Non-metro resident	17.5	14.3	16.5	20.8	22.9
	Metro area resident	82.5	85.7	83.5	79.2	77.1