

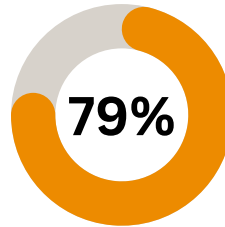
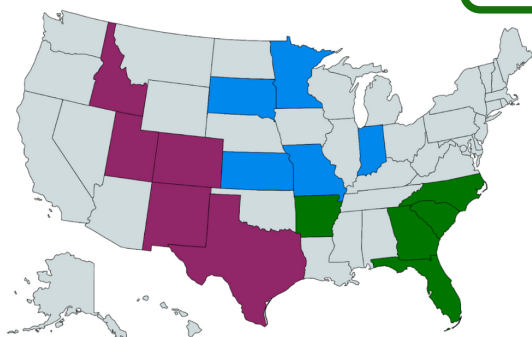
R2R Breakout Session

Understanding wildlife viewers and their potential to support conservation

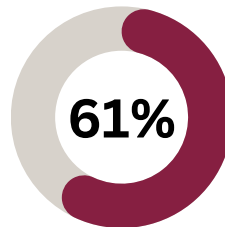
More than **1 in 2 Americans** participate in **wildlife viewing** (feeding, observing, or photographing wildlife, or traveling to natural areas to view wildlife). In collaboration with the Wildlife Viewing and Nature Tourism Group researchers at the Dayer Human Dimensions Lab in Virginia Tech conducted a nationwide survey of wildlife viewers to better understand them and their relationships with state agencies. The results are very informative for species working groups. For example, we highlight how wildlife viewers can be **donors to conservation** and their interest in participating in **conservation behaviors**.

Want to learn more? Scan the QR code for links to the National & Regional Results of the Wildlife Viewer Survey and additional reports from over a dozen states.

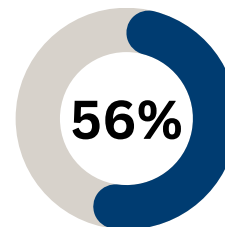
Survey results and reports available now at the National level and 15 states!



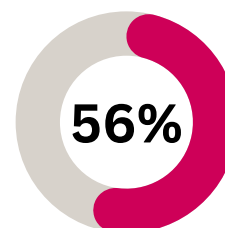
of wildlife viewers view wild birds



*are **beginner** or **novice** wildlife viewers*



*of wildlife viewers **feed wild birds***



*are likely to **donate money** to conservation*



*are likely to **collect data on wildlife** or habitat to contribute to science or management*

Questions?
Contact Emily Sinkular: sinkular@vt.edu