

The background of the slide is a photograph of a sunset or sunrise over a body of water. The sky is a deep orange, and the water reflects the light. In the foreground, the silhouettes of several people are visible, looking out towards the horizon. Bare tree branches are also visible in the upper corners of the frame.

Understanding birding and birders

Joel Jorgensen

Nongame Bird Program Mgr, Nebraska Game and Parks Commission

















Understanding birders and birding

- Who birders are
- What birders want
- Where birders go



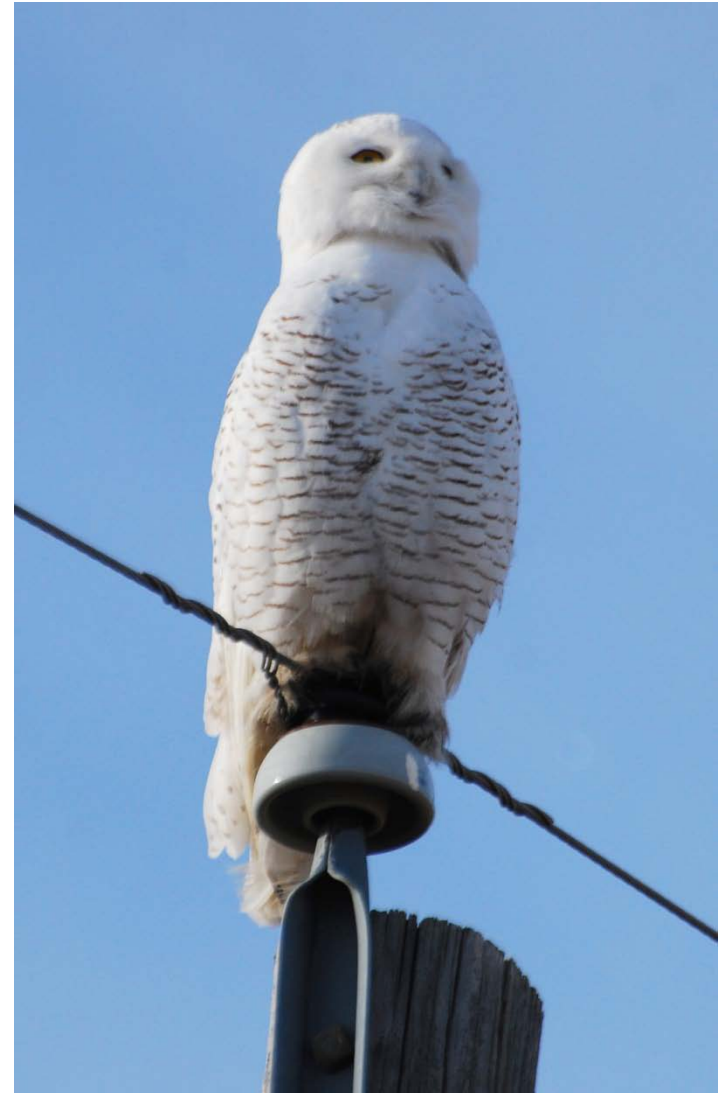
Understanding birders and birding

- **Who birders are**
- What birders want
- Where birders go



Human's observing, watching and appreciating birds

- Wide-range of activities
- Highly-nuanced
- Highly-individualized





What's the difference?



Terminology

- Birdwatcher: An individual that casually observes and appreciates birds, but invests limited time and effort in the activity.
- Birder: An individual that actively observes and appreciates birds and actively invests time and effort in the activity. These individuals generally view the activity as part of their identity.

Birders

- Enjoy the experience
- Often interested in the goal
- The goal are bird species



Age				
Less than 35 years	6.3	4.2	3.4	49.5
35-44 years	20.2	9.6	4.4	16.0
45-54 years	30.2	23.2	15.3	13.4
55-64 years	18.3	28.6	36.0	8.6
65-74 years	20.2	23.5	26.8	6.5
75 years or older	4.9	10.9	14.1	5.9
Marital Status ^a				
Married	69.6	70.4	72.6	57.3
Single	15.1	16.8	15.8	23.9
Widow	6.2	4.9	3.8	6.8
Divorced or separated	9.1	7.9	7.8	12.0
Level of Education ^b				
Didn't graduate from high school	0.5	0.8	0.5	15.9
High school graduate	4.0	2.7	2.7	33.1
Some college	12.4	7.7	8.1	17.6
A degree from a 2-year college	6.2	4.6	3.7	7.8
College graduate	34.4	34.0	21.4	17.0
Graduate or advanced degree	42.5	50.2	63.6	8.6
Annual Household Income				
Less than \$20,000	2.8	2.8	1.5	22.6
\$20,000-39,999	19.8	14.0	6.7	24.6
\$40,000-59,999	23.6	17.2	14.9	18.1
\$60,000-79,999	16.6	18.9	15.4	12.8
\$80,000-99,999	10.1	15.8	14.4	8.0
\$100,000 or more	27.1	31.3	47.2	13.8

American Birding Assoc. Survey - 2009

Age	%
Less than 35 years	3.4
35-44 years	4.4
45-54 years	15.3
55-64 years	36.0
65-74 years	26.8
75 years or older	14.1

American Birding Assoc. Survey - 2009

Level of Education ^b	%
Didn't graduate from high school	0.5
High school graduate	2.7
Some college	8.1
A degree from a 2-year college	3.7
College graduate	21.4
Graduate or advanced degree	63.6

American Birding Assoc. Survey - 2009

%

Annual Household Income

1.5

Less than \$20,000

6.7

\$20,000-39,999

14.9

\$40,000-59,999

15.4

\$60,000-79,999

14.4

\$80,000-99,999

47.2

\$100,000 or more

American Birding Assoc. Survey - 2009

- Average # of birding trips – **36**
- Average # of days birding – **49**
- Average pairs of binoculars – **3**
- % traveled to see a rare bird – **59%**
- Travel out-of-state to bird – **4.4/5.0**

Understanding birders and birding

- Who birders are
- **What birders want**
- Where birders go



Birders

- Enjoy the experience
- Often interested in the goal
- The goal are bird species



Birders want birds.....surprise!



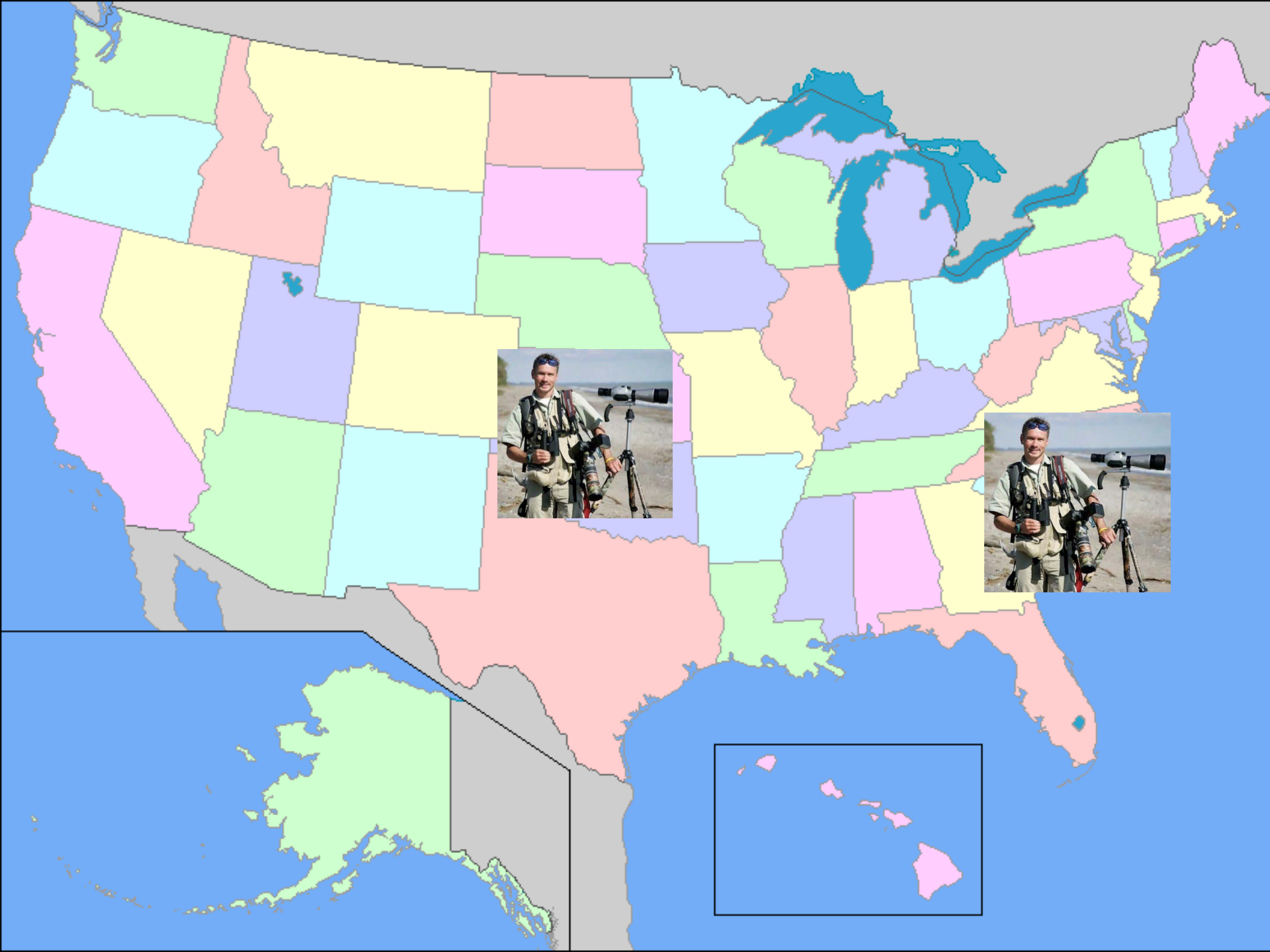
What's the difference?



Harris's Sparrow

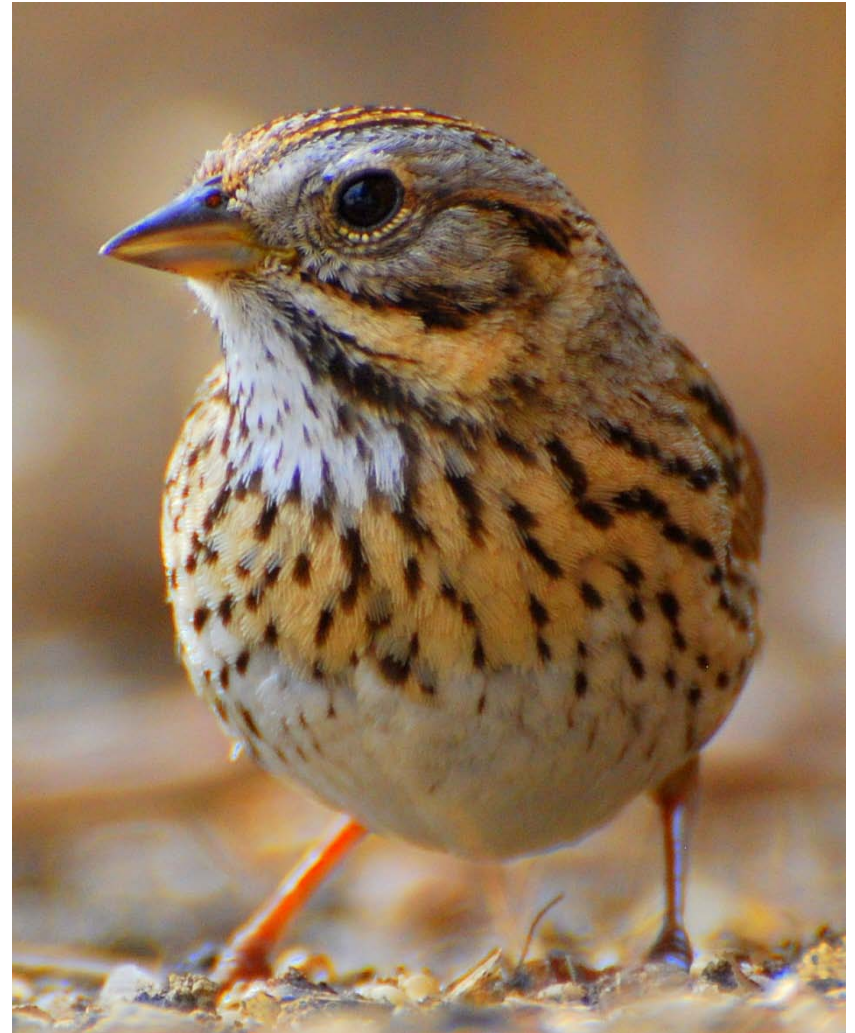


Harris's Sparrow

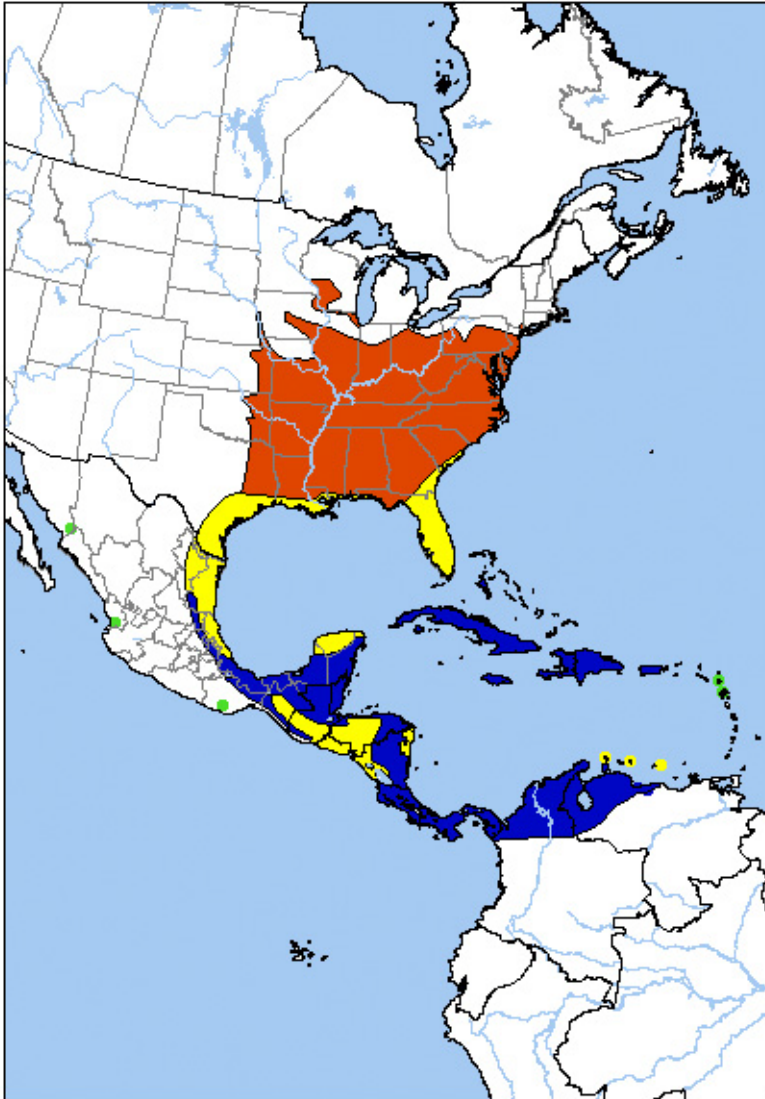


Good birds – in the eye of the birder

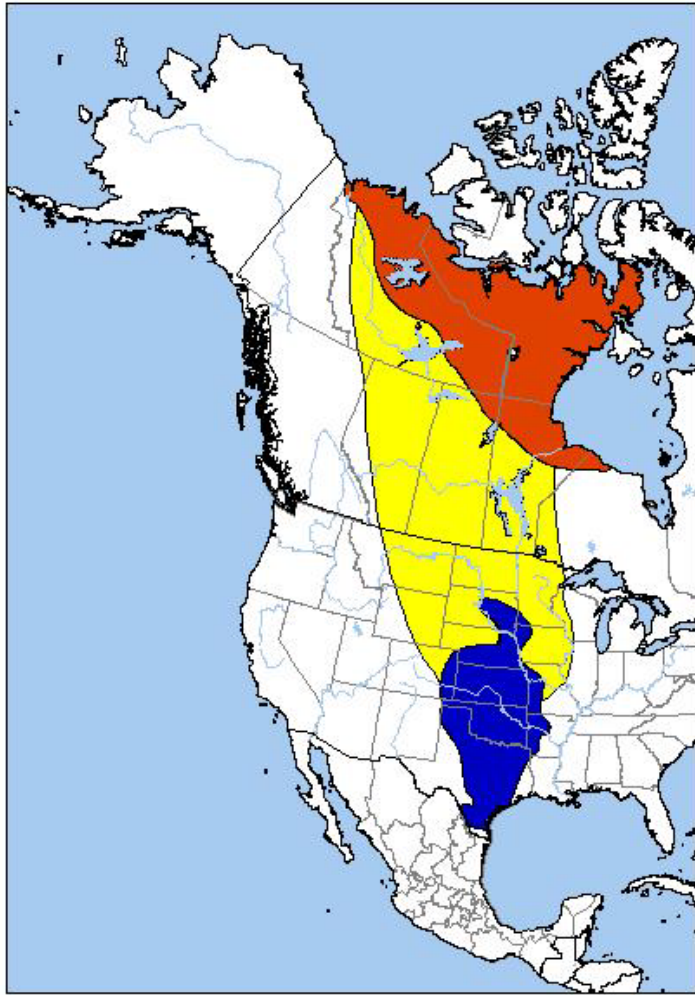
- Local Specialties
- Regional Specialties
- U.S. Specialties



Local Specialty



Regional Specialty



750 0 750 Kilometers



Map created September 2007

U.S. Specialty



What's the difference?



What's the difference?



Common Redpoll



Hoary Redpoll

Rarity

What's the difference?



What's the difference?



Pectoral Sandpiper



Sharp-tailed Sandpiper

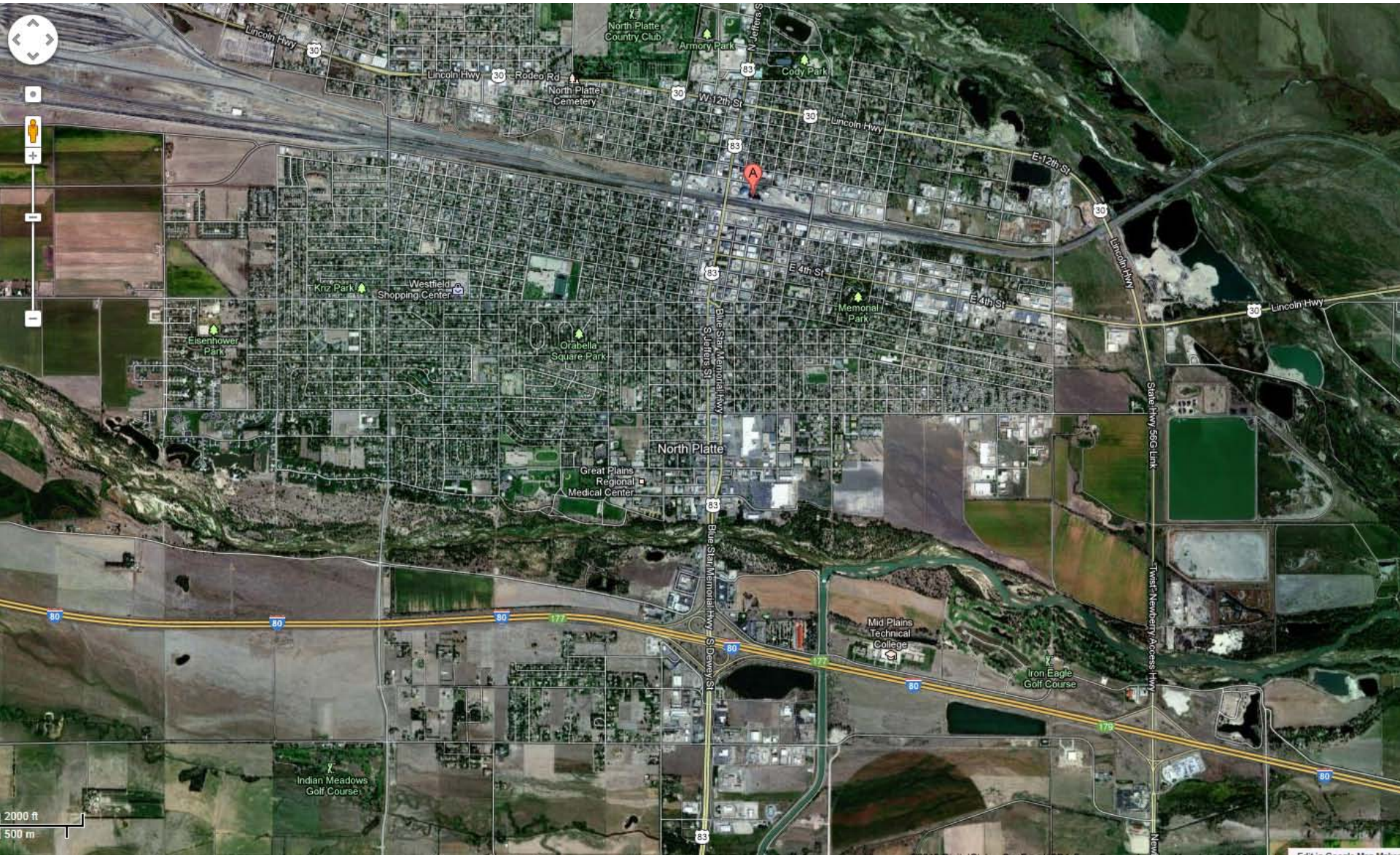
Rarity

Understanding birders and birding

- Who birders are
- What birders want
- **Where birders go**



Places birders go....



Places birders go....



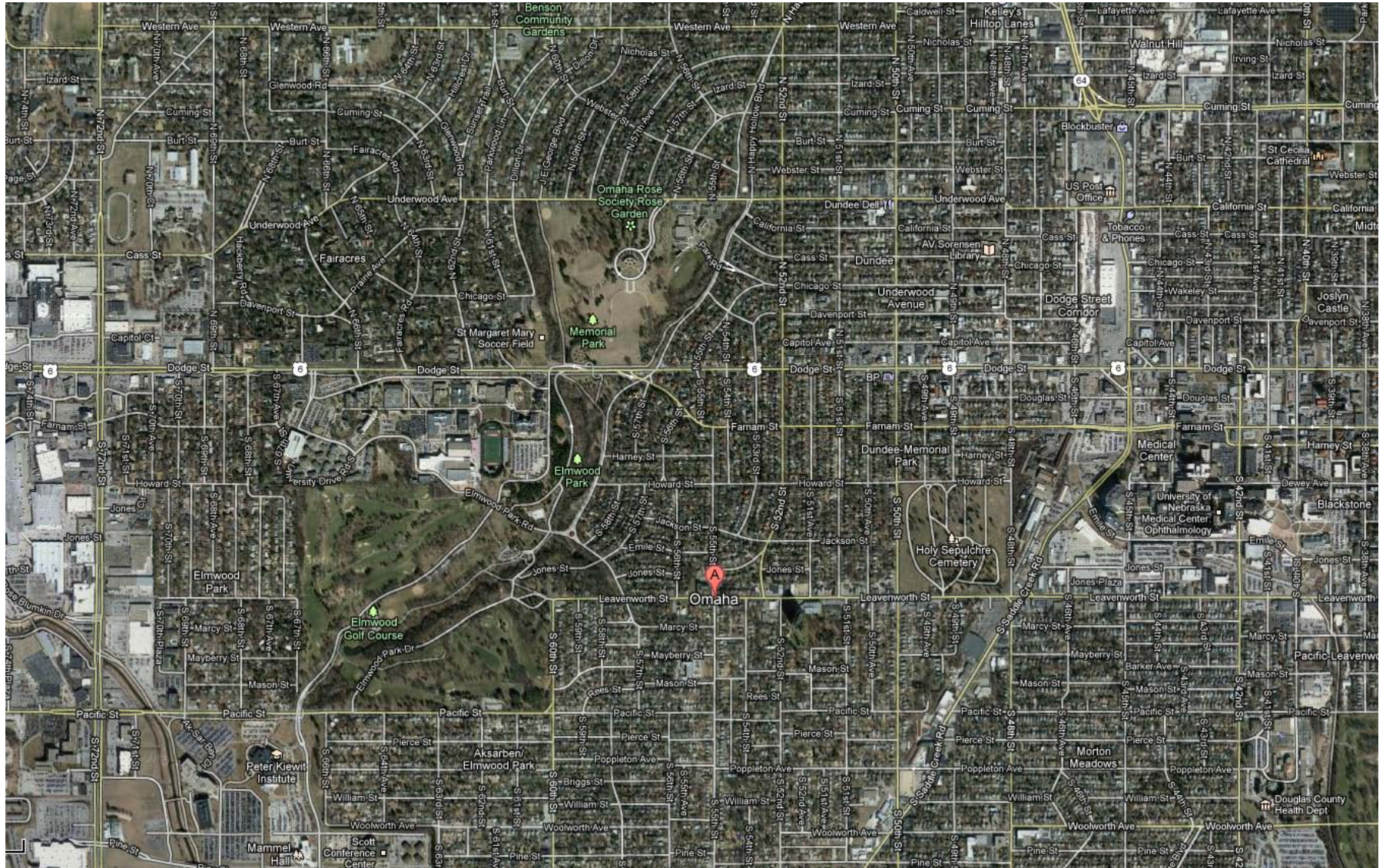
Places birders go...



What's the difference?



Places birders go.....



Places birders go.....



All about the birds.....



Places birders go....



Migrant Trap

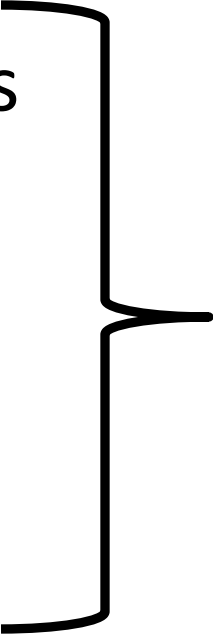


Places birders go

- Sewage lagoons

- Cemeteries

- Migrant Traps



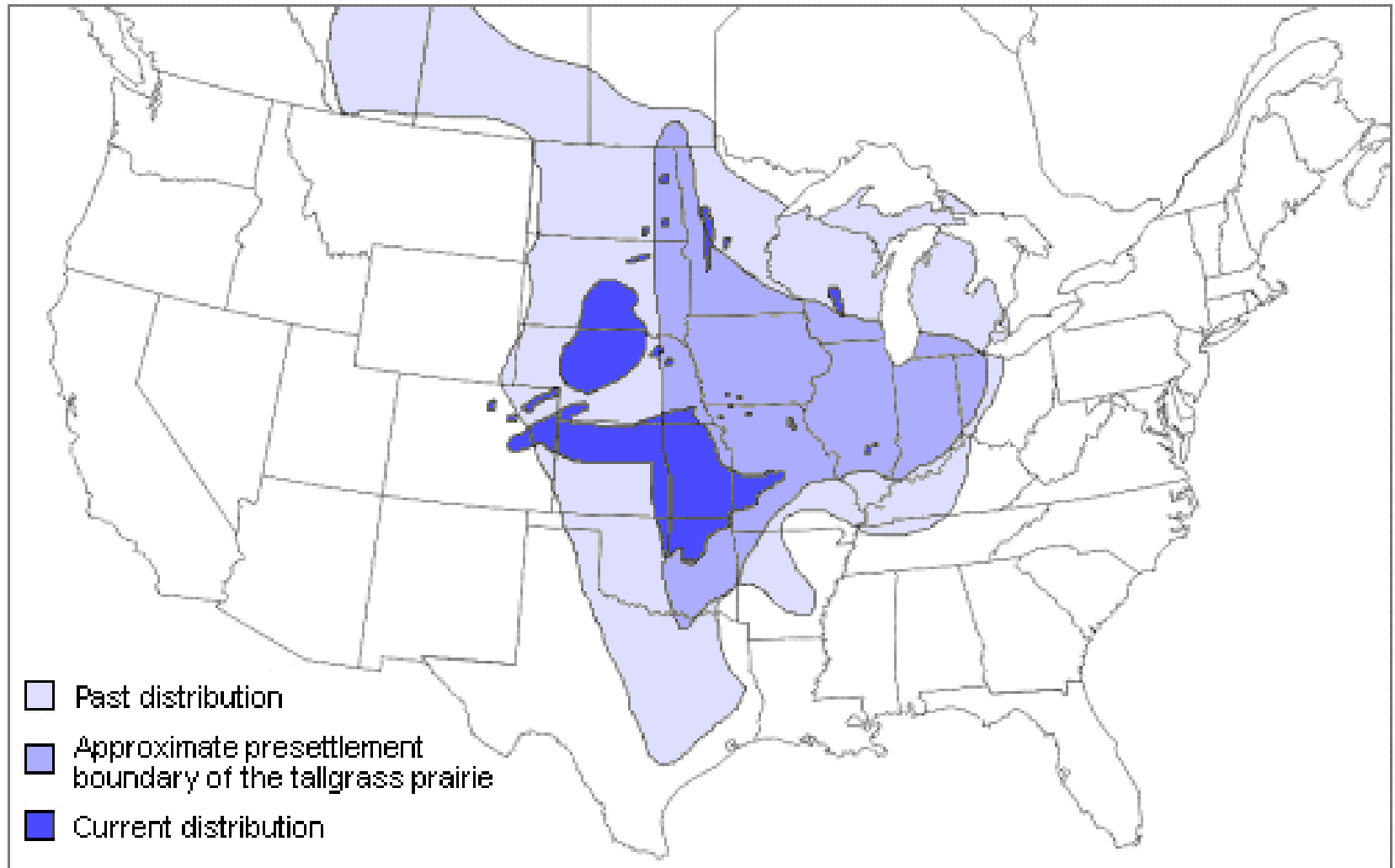
Not so much
about the
experience in
nature

Nebraska has good things to offer to birders





Greater Prairie-Chicken range



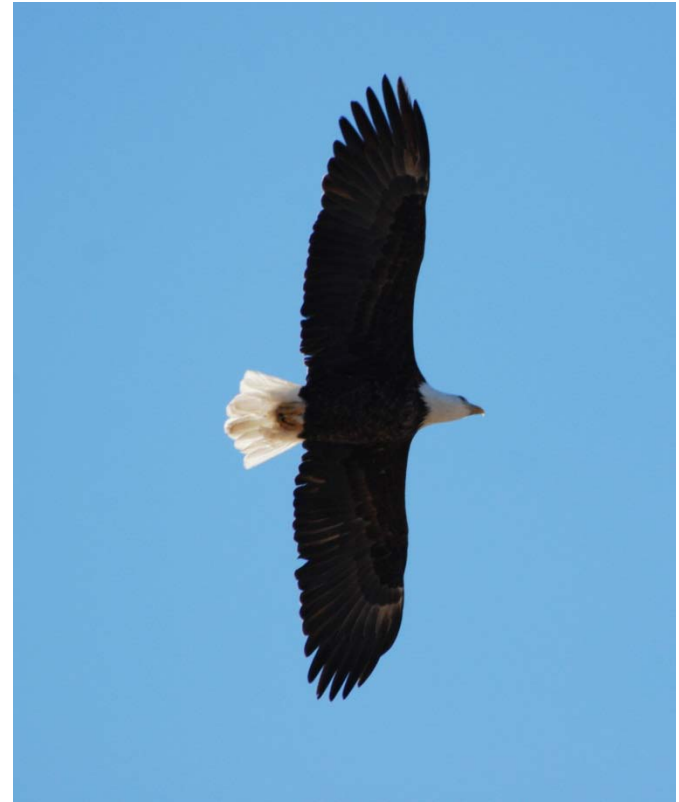


Sandhill Crane spectacle & Specialty



Birders

- Enjoy the experience
- Often interested in the goal
- The goal are bird species









Understanding birders and birding

- **Who birders are**

Older, educated, well-off and committed

- **What birders want**

Good birds – specialties and rarities

- **Where birders go**

Some odd places

Take Home Message

Birders are an odd and diverse group of people and there is a need to understand birders and birding to effectively market your birding amenities to this group.



Resources

- Nebraska Ornithologists' Union
- Nebirds – internet discussion group
- Nebraska Birding Trails
- Nebraska Birding Facebook page
- American Birding Association
 - Demographic data
- Watch “The Big Year”