

## National Survey Methodology

Bellwether Research & Consulting conducted this national survey of hunters and anglers on behalf of the **National Wildlife Federation**. The survey was administered between June 8<sup>th</sup> and June 20<sup>th</sup>, 2004. A total of 752 telephone interviews were completed; 500 interviews were completed with respondents randomly selected from a national list of those with current fishing licenses and 252 interviews were completed with respondents randomly selected from a national list of those with current hunting licenses. Sampling error for a survey of 752 respondents is  $\pm 3.6$  percent at a 95 percent confidence level.

The proportion of hunters to anglers was designed to correspond with the most recent (2001) National Survey of Fishing, Hunting and Wildlife Associated Recreation conducted by the U.S. Fish and Wildlife Service and collected by the U.S. Census Bureau. This survey, conducted since 1955, is one of the oldest and most comprehensive continuing recreation surveys. According to this survey, 18 percent of the U.S. population fished or hunted; 12 percent fished only, 2 percent hunted only and 4 percent fished and hunted. Correspondingly, two-thirds of our interviews were conducted among those from the angling license list and one-third of our interviews were conducted among those from the hunting license list. Of course, a respondent with an angling license may also, in fact, have a valid hunting license and vice versa.

Respondents were further screened to include only those who said they consider hunting of fishing to be a “very important” or “somewhat” important part of their lifestyle. Those who said it was “not important” were terminated. Only respondents who said they are currently registered to vote were included in this survey.

According to the 2001 U.S. Fish and Wildlife Service Survey, 74 percent of anglers are male and 91 percent of hunters are male. The National Wildlife Federation national survey was 91 percent male.

The number of interviews obtained by state is proportional to that state’s contribution to the national hunter-angler population. As many as six attempts were made to contact every sampled telephone number. Calls were staggered over times of day and days of the week to increase the chance of making contact.