

Wisconsin Survey Methodology

Bellwether Research & Consulting conducted this national survey of hunters and anglers on behalf of the **Wisconsin Wildlife Federation** and the **National Wildlife Federation**. The survey was administered between June 8th and June 20th, 2004. A total of 303 telephone interviews were completed; 146 interviews were completed with respondents randomly selected from a Wisconsin list of those with current fishing licenses and 157 interviews were completed with respondents randomly selected from a Wisconsin list of those with current hunting licenses. Sampling error for a survey of 303 respondents is ± 5.7 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.

Respondents were further screened to include only those who said they consider hunting or 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.

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.