



National Survey of Hunters and Anglers

Conducted for
**The National Wildlife
Federation**

By
Bellwether Research & Consulting
June, 2004



National Survey of Hunters and Anglers



Wisconsin's Hunting and Fishing Heritage

- **Number of Wisconsin state residents that hunted in Wisconsin: 660,000**
- **Number of state residents that fished in Wisconsin: 1,412,000**
- **Number of resident sportsmen in Wisconsin: 1.6 million**

SOURCE: 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, U.S. Fish and Wildlife Service.

Economic Impact

- **Economic impact from resident and nonresident fishing in Wisconsin: \$1 billion**
- **Economic impact from resident and nonresident hunting in Wisconsin: \$801 million**

SOURCE: 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, U.S. Fish and Wildlife Service.

Methodology

- A Total of 303 telephone interviews were completed: 157 with respondents randomly selected from a list of current Wisconsin fishing license holders and 146 with respondents randomly selected from a list of current Wisconsin hunting license holders.
- All respondents are self-identified registered voters.
- All said hunting or fishing is an “important” part of their lifestyle.
- Interviewing was conducted June 10 – June 20, 2004
- Sampling error for all data reported is +/- 3.6% at a 95% confidence level.

Wisconsin Profile of Hunter –Angler voters vs. the 2000 electorate

Hunters – Anglers

- 94% Male
- 72% Conservative
- 35% Republican
- 27% Independent**
- 20% Democrat

• 2000 Voters

- 48% Male
- 29% Conservative
- 35% Republican
- 26% Independent
- 39% Democrat

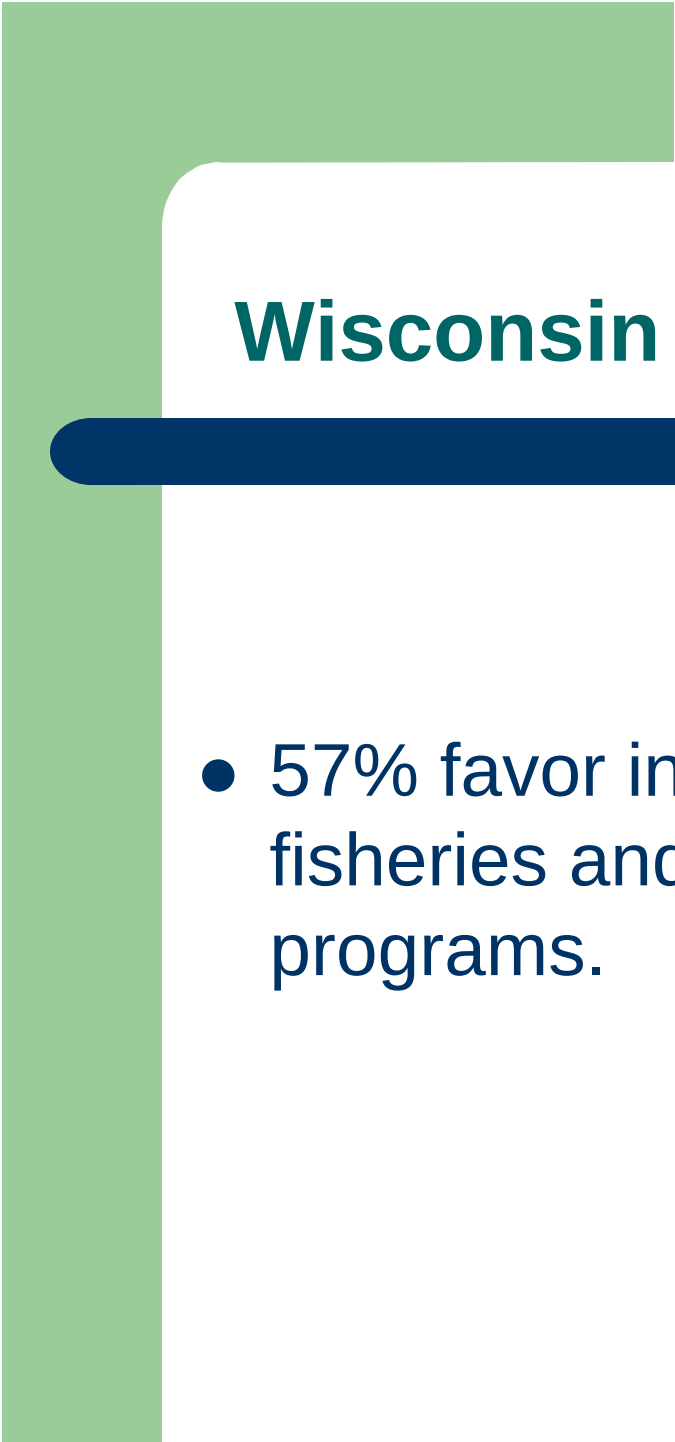
Wisconsin Profile (continued)

- The typical hunter/angler described to us by these results is a 51 year old married man with children.
- He is likely to be a Republican, or lean Republican and in matters of politics and government is a conservative (72%)

Importance of hunting and fishing

- 70% consider hunting or fishing to be a “very” important part of their lifestyle.
- 83% say wildlife and conservation issues will be very (30%) or somewhat (53%) important in deciding their vote for president

Wisconsin Fishing License Revenues



- 57% favor increase in fees if used for wildlife, fisheries and law enforcement conservation programs.

Wisconsin – Appointment of DNR Secretary

- 79% favor appointment by Natural Resource Board

Wisconsin - Stewardship Fund

- 71% oppose legislative proposal to cut Stewardship Fund by 75%

Wisconsin - Culling

- 61% oppose culling exception

Wisconsin Hunters and Anglers on how to approach mercury clean-up

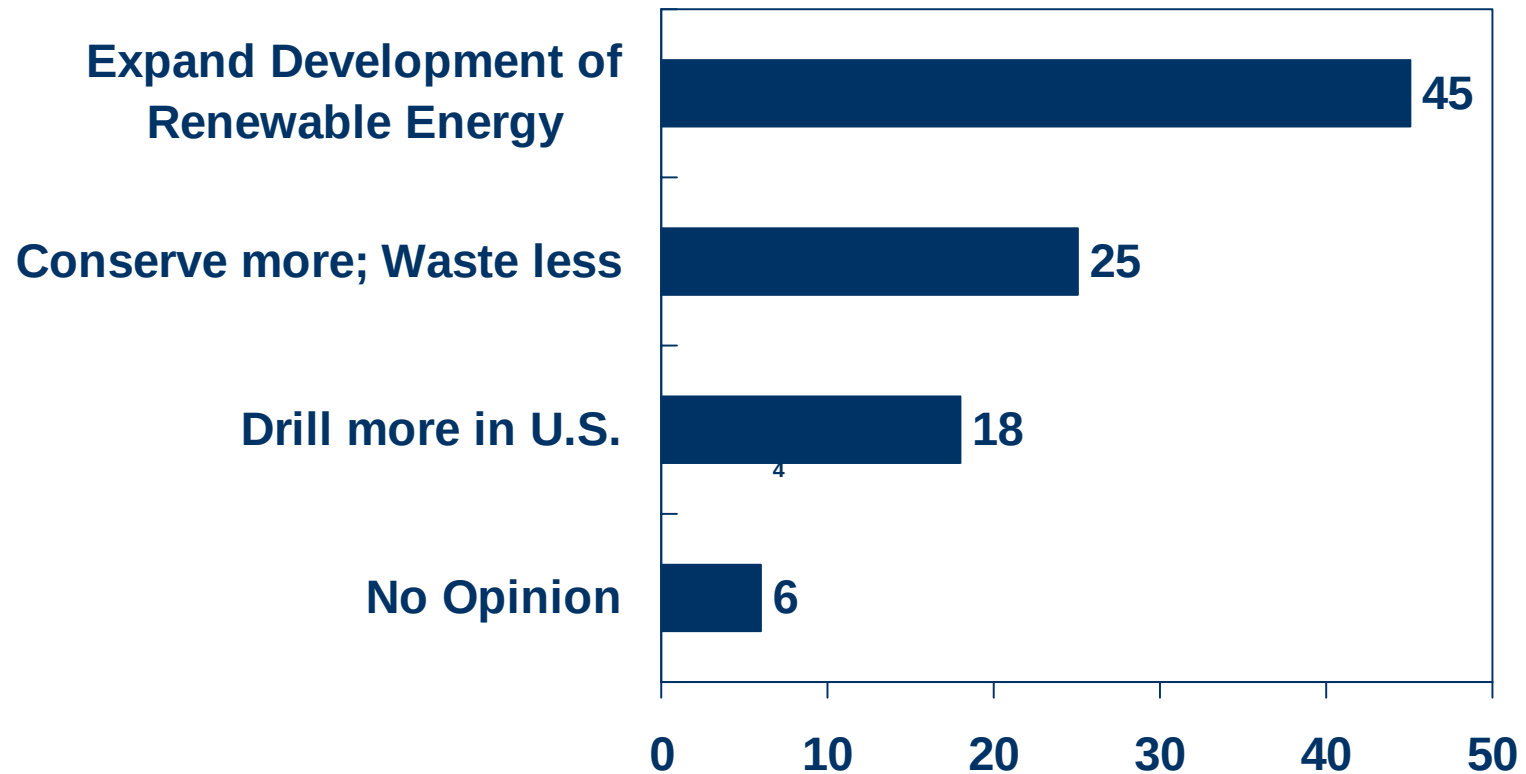
72%

Some people say that existing technology could remove almost all of the mercury pollution from coal-fired power plants, and that they should be required to do so by the end of a decade because mercury poses a risk to people, particularly pregnant women and children, and to wildlife.

22%

Other people say that the technology to eliminate mercury pollution from coal-fired power plants is not yet widely available, making it too expensive and causing higher energy costs for businesses and households, so industry should be given up to two decades to meet this pollution reduction target.

Wisconsin Hunters and Anglers on the best way to address America's energy needs



Wisconsin Hunters and Anglers on Wetlands

73%

Some people say that natural wetlands should not be filled or drained in most cases, even if developers replace them with manmade wetlands, because manmade wetlands do not replicate all the important functions of natural wetlands.

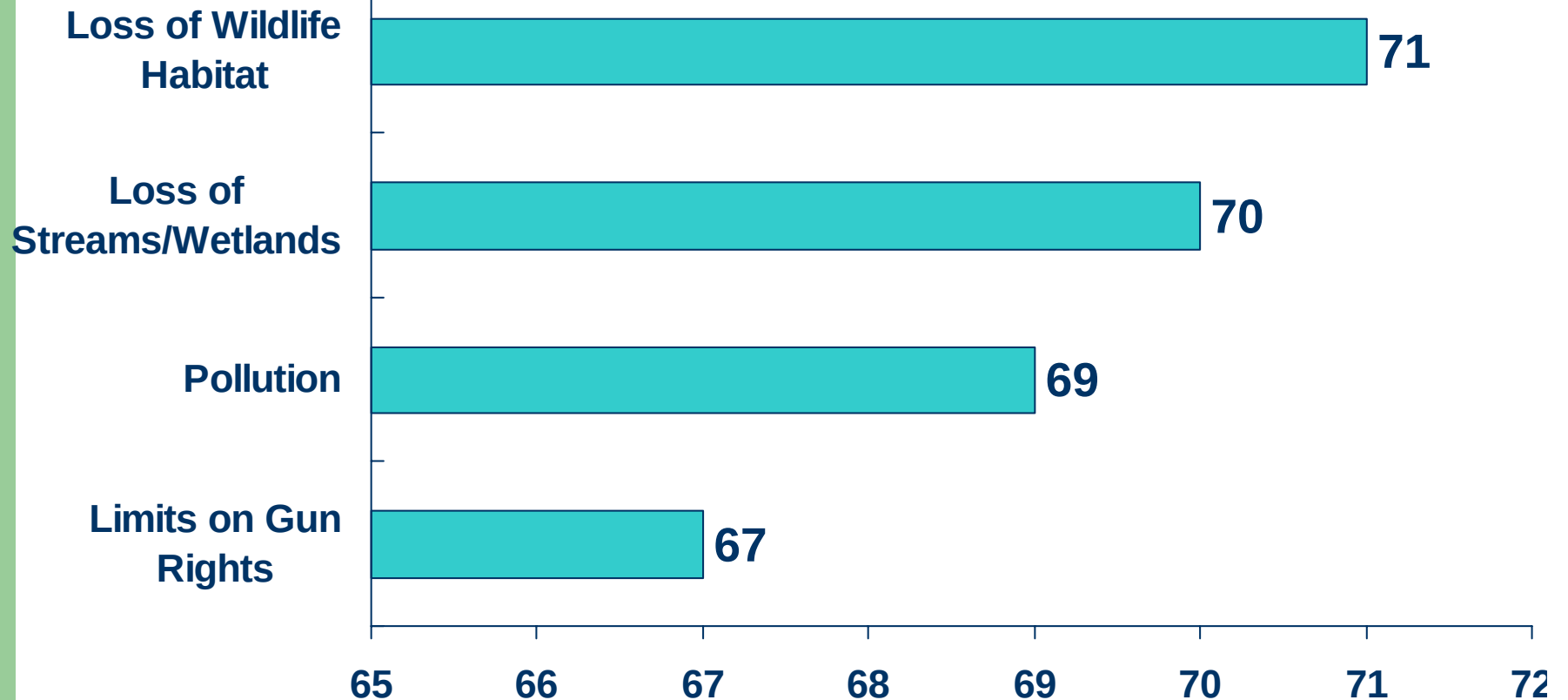
22%

Other people say natural wetlands can be filled or drained as long as developers are required to create new wetlands to replace those that are destroyed.

Top issues nationally impacting hunting and fishing

0 to 10 scale

% 7-10



Support among hunters and anglers across the nation for Bush Administration conservation policies

Expanded Partners for Fish & Wildlife Program.

87

More than doubled funding for Forest Legacy Program.

78

Full funding for FL Everglades Restoration-largest conservation effort in history.

75

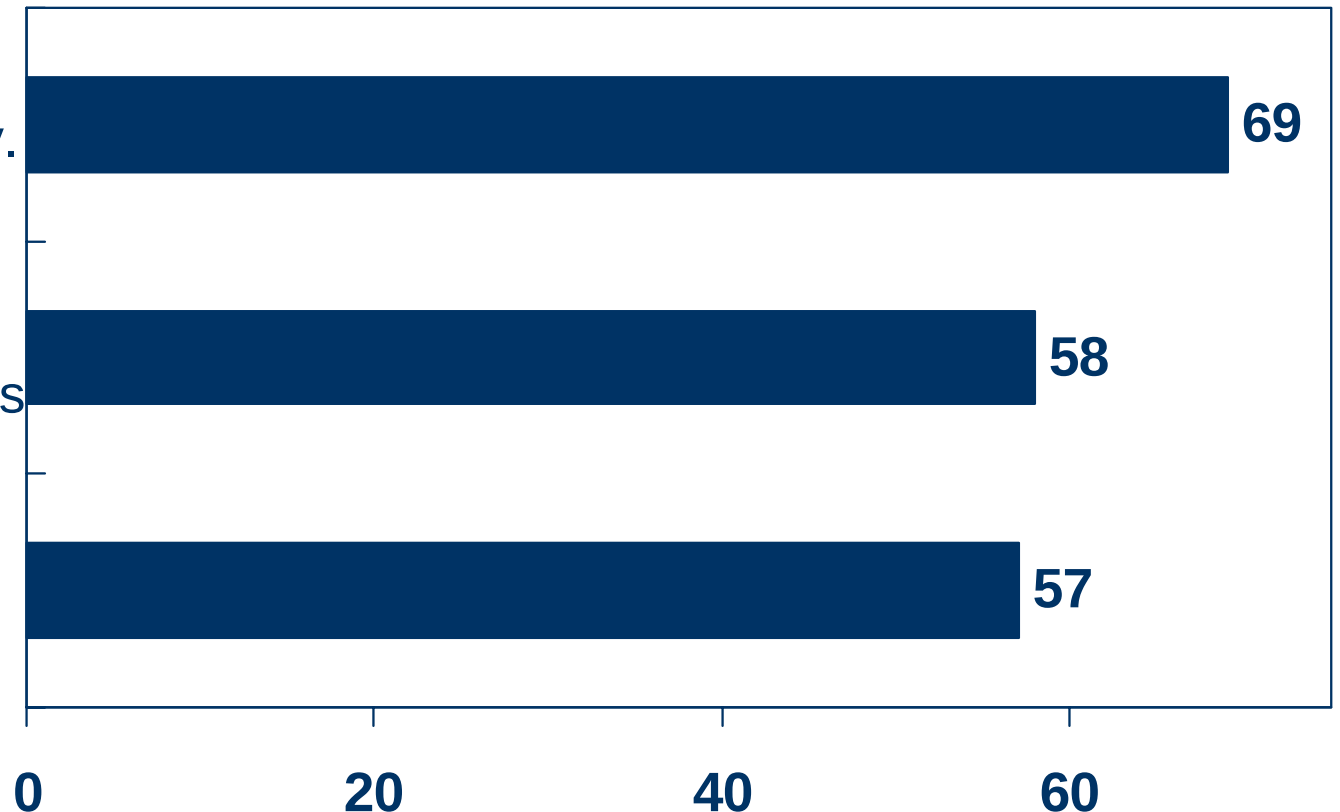
65 70 75 80 85 90

Opposition to key Bush Administration policies by hunters and anglers across the nation

Flexibility for coal-fired power plants to reduce mercury.

New Clean Water Act Guidelines-eliminate Wetlands protections.

Clean Water Act exemptions to expedite oil/gas development.



Wisconsin hunters and anglers on key Bush Administration policies

FAVOR

- **81 % Partners for Fish and Wildlife Program**
- **75% Forest Legacy Program**
- **65 % Florida Everglades restoration**

Wisconsin hunters and anglers on key Bush Administration policies

OPPOSE

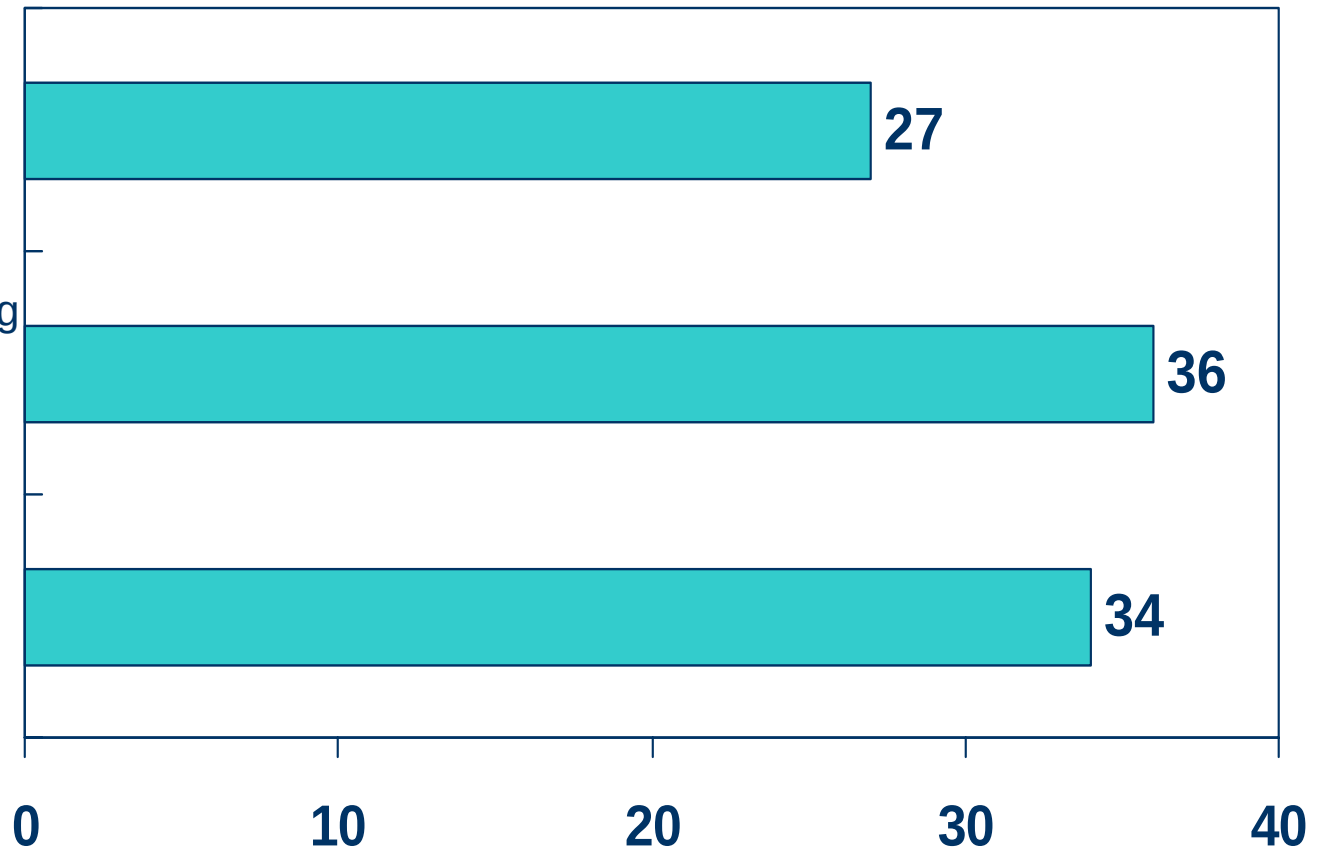
- **67% - current mercury proposal**
- **65 % - expediting oil and gas development on prime wildlife habitat on public lands**
- **64% - new Clean Water Act guidelines that will eliminate protections for up to 20 million acres of wetlands.**

Global Warming's impact on hunting and fishing conditions

Global warming is already beginning to impact hunting and fishing conditions.

Global warming will impact hunting/fishing conditions in future generations.

Global warming will have little or no impact on hunting and fishing conditions and concern about it is overblown.



Global Warming: Reduce Emissions

“The U.S. should reduce its emissions of greenhouse gases like Carbon Dioxide that contribute to global warming and threaten fish and wildlife habitat.”

75%
Agree



21%
Disagree

4% Don't Know

Global Warming: Support for Renewable Energy

“Addressing global warming is a high priority. We can improve our environment & strengthen the economy by investing in clean, renewable energy technologies that create jobs while reducing greenhouse gas pollution.”

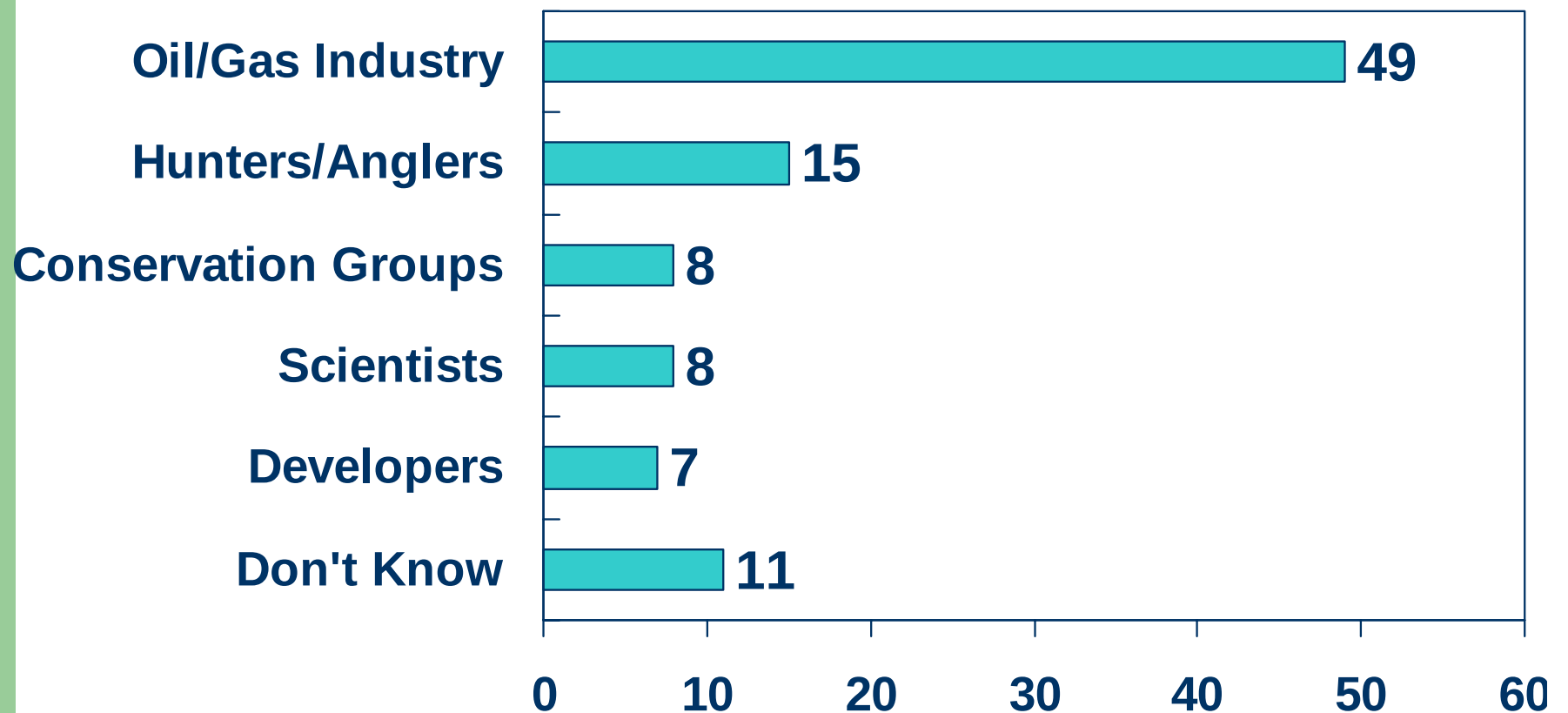
74%
Agree



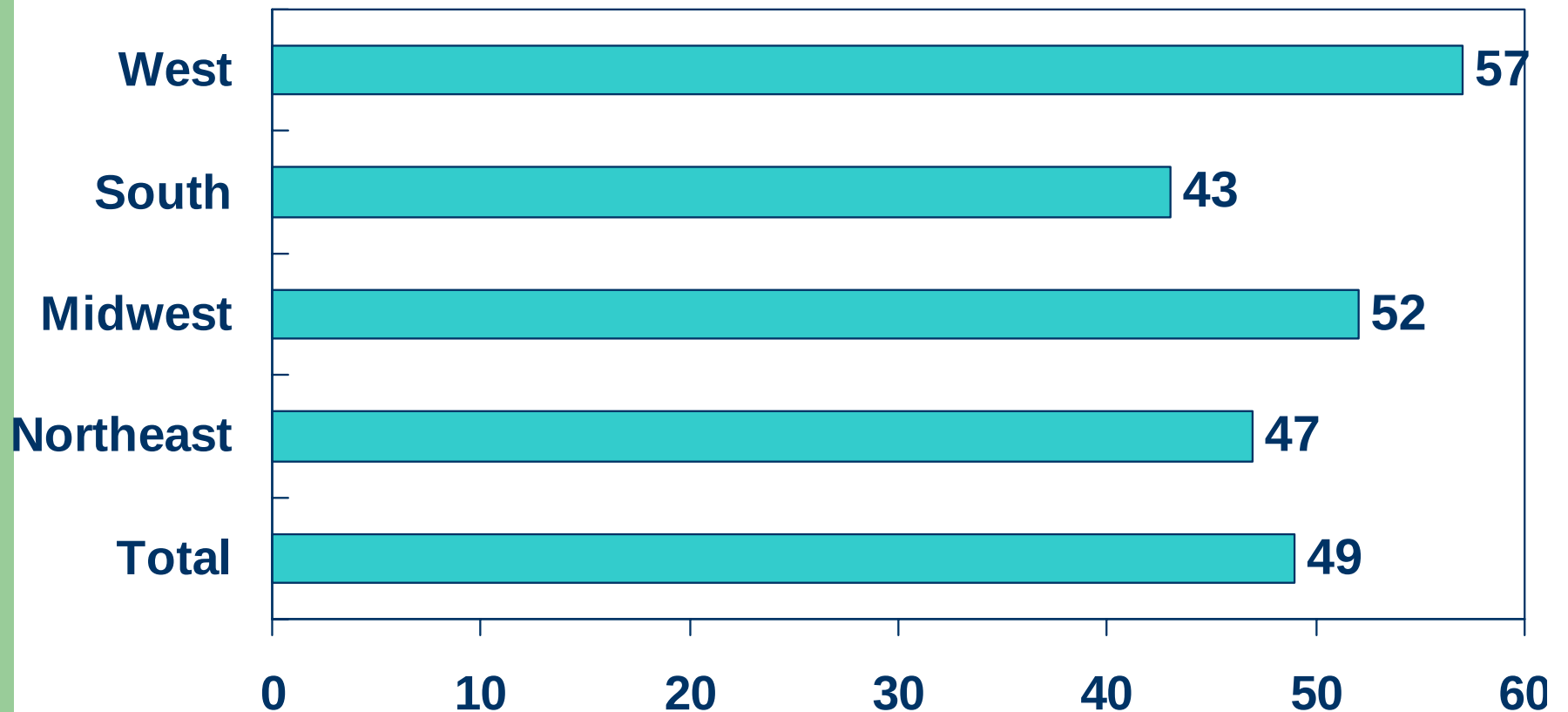
23%
Disagree

3% Don't Know

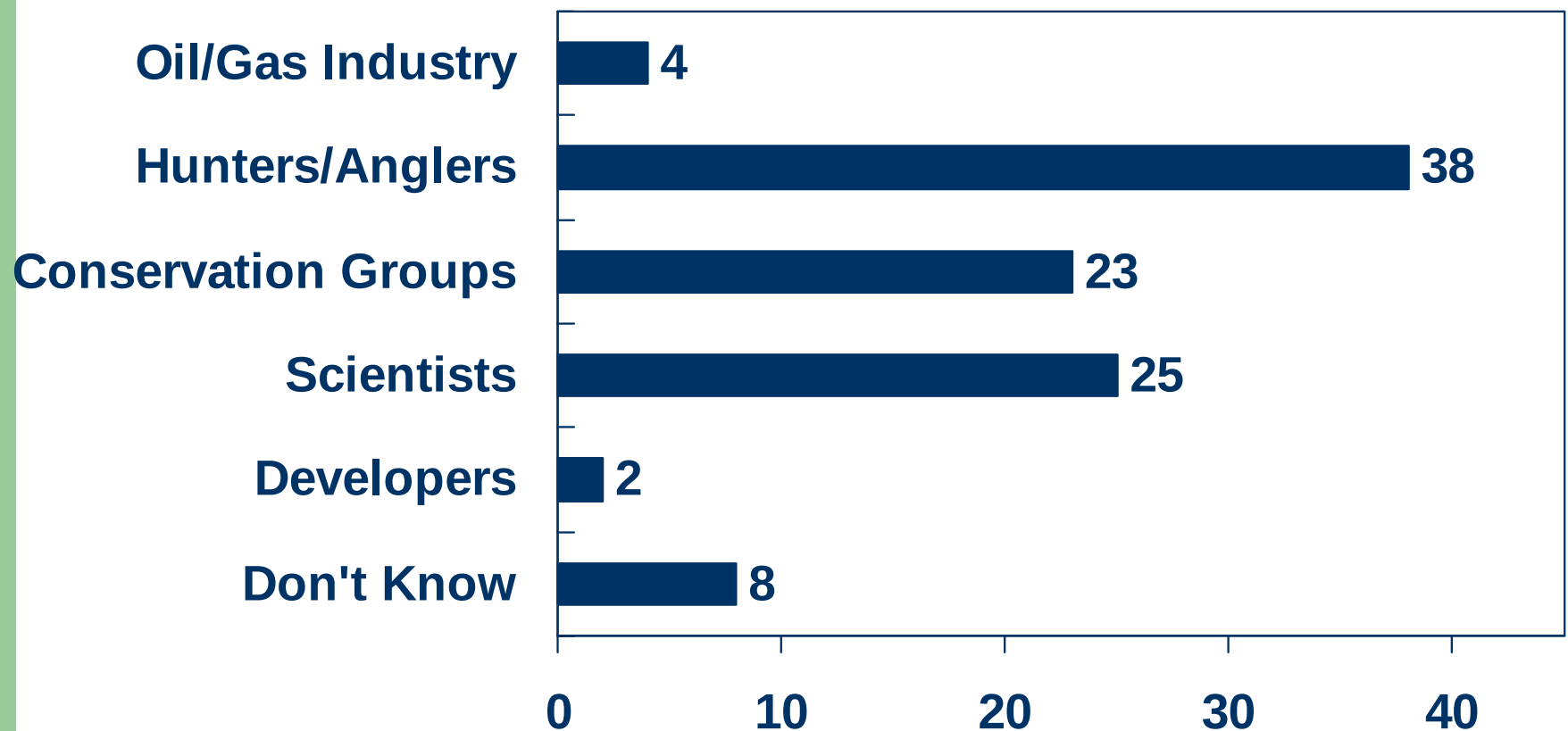
Who has “most say” with Bush Administration on conservation or hunting/fishing issues



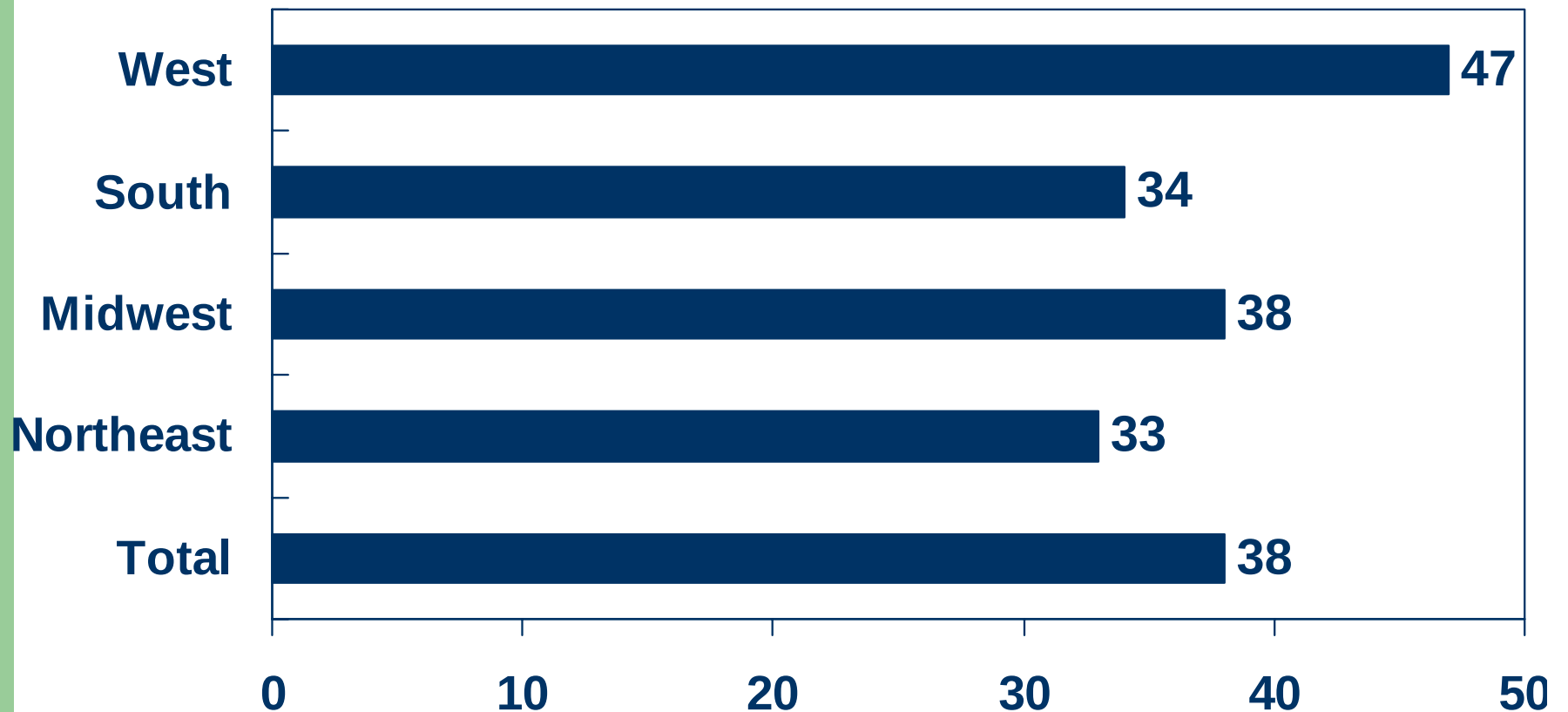
Oil & Gas Industry has “most say” with Administration: By Region



Who *Should* have “most say” with Bush Administration on conservation or hunting/fishing issues



Hunters-Anglers *should* have “most say” with Administration: By Region



CALL TO ACTION

- Strengthen current mercury proposal to protect people and wildlife.
- Withdraw Clean Water Act guidelines that put at risk up to 20 million acres of wetlands.
- Protect prime wildlife habitat on public lands from irresponsible oil and gas development.

QUESTIONS?

