



SAMPLE

Media Usage Statistics for Anglers, Hunters, and Shooters

First Quarter 2015

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NEW FEATURES FOR 2015 on Page 3



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NEW FEATURES FOR 2015!

We have some new and improved features found in the 2015 Southwick Associates Media Monitor. We've made these improvements based on requests from clients. If you have additional ideas of items to include or ways to present the data in our SAMM reports, please let us know!

- We've combined the hunter/shooter report and the angler report into one report! Results are still separated and categorized by activity, but all of the information is in one place. No more flipping back and forth between reports!
- Television programs are listed independent of the networks where they were watched. This improves reporting of programs watched without requiring a respondent to remember which network they were on when they viewed the program.
- Websites are now listed so respondents can select whether they visited a site rather than recall and write in responses.
- Social media sites are now included with websites as there is so much cross over and this allows someone to respond if they don't understand the difference between websites and social media.

NEW DETAILS!

We now ask more in-depth questions about why people choose to consume their outdoor media of choice. These questions will change quarterly. This will help keep our panel members engaged by asking them what they'd like to see in the survey AND give us the opportunity for you, the subscriber, to include questions of your own in our quarterly SAMM survey! This quarter we asked panelists to rank attributes of outdoor magazines and television programs. The results of our digging deeper questions are on page 21 for magazines and page 29 for television programs. Subscribers can email donna@southwickassociates.com with questions that you would like to see asked.

INTRODUCTION AND BACKGROUND

This report presents the results of a quarterly online consumer panel survey that tracks hunter, angler and shooters' media consumption preferences. The purpose of the Media Monitor is to measure use of outdoor media - namely magazine, television, and internet (social media) in the fishing, hunting and shooting communities and to match sportsmen's purchasing preferences to specific media programs and titles.

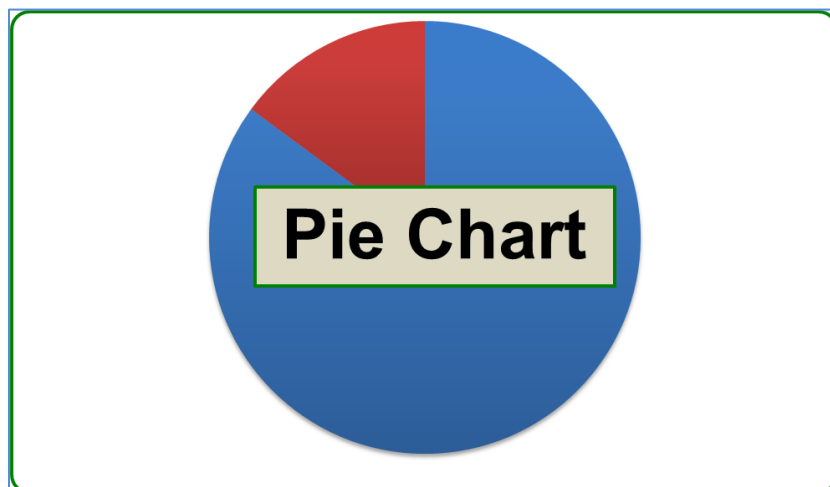
Methods

The survey tool was distributed via email invitation on April 17, 2015 to X individuals registered to participate in AnglerSurvey.com®, ShooterSurvey.com® and HunterSurvey.com®. The survey remained open until May 10, 2015. The focus of this survey was the first quarter (January 1 through March 31) of 2015. All questions asked of participants reflected that time period. A total of X responses were collected, for a X% response rate. Of those total responses, X were paired with previous response data from HunterSurvey.com®/ShooterSurvey.com®/AnglerSurvey.com® to match hunting, shooting, and fishing activities and purchases in the last year with media consumption habits.

This survey will continue to run quarterly. The next round of survey invitations will be distributed via email on or about July 15, 2015.

SURVEY STATISTICS

Number of Invitations Sent	
Number of Observations (completed surveys)	
Response Rate	
Number of Useable Observations paired with Angler/Hunter/ShooterSurvey Participants	
Number of Participants Who Reported Hunting in the last 12 months	
Number of Participants Who Reported Shooting in the last 12 months	
Number of Participants Who Reported Hunting &/or Shooting in the last 12 months	
Number of Participants Who Reported Freshwater Fishing in the last 12 months	
Number of Participants Who Reported Saltwater Fishing in the last 12 months	
Number of Participants Who Reported Hunting &/or Shooting in the last 12 months	



Reliability

To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. anglers, shooters and hunters based on their activities, avidity, age, income, geography and more. Data from random-based surveys are used for weighting purposes. A series of proprietary variables are included in each survey and matched with results from known sources to gauge reliability.

All surveys have variation, meaning the survey results will be within a certain percentage range of the truth. The level of variation around any survey estimate is driven in part by the number of people responding to that question. Results based on fewer responses typically have a higher margin of error. Readers should use all results of any survey with caution, keeping an eye on the sample size and methods used. The confidence limits for the major results reported with the Southwick Media Monitor include:

RELIABILITY OF RESPONSES REGARDING TYPES OF MEDIA USED TO ACCESS OUTDOOR (FISHING, HUNTING, SHOOTING) INFORMATION – JANUARY – MARCH 2015 HUNTER/SHOOTERS

Rank:	Media	Results	Sample Size	Lower Limit	Upper Limit

RELIABILITY OF RESPONSES REGARDING TYPES OF MEDIA USED TO ACCESS OUTDOOR (FISHING, HUNTING, SHOOTING) INFORMATION – JANUARY – MARCH 2015 ANGLERS

Rank:	Media	Results	Sample Size	Lower Limit	Upper Limit

[AnglerSurvey.com](#)®, [ShooterSurvey.com](#)® and [HunterSurvey.com](#)®

Every other month, Southwick Associates, Inc. surveys over 5,000 anglers, hunters and shooters to track activities afield, purchases, top brands, where products are sold, and more. The results are available from Southwick Associates via subscriptions or custom reports. Southwick Associates can also assist in statistically assessing optimal product prices, which combination of product features are in greater demand by customers, and other research designed to boost your sales and profits. For more information, email info@southwickassociates.com.

Frequently Asked Questions (Questions linked to Appendix A):

[What is the purpose of Southwick Associates' market monitoring services?](#)

[What do the results report? What are the limitations?](#)

[How precise are the SAMM results?](#)

[Why do you report sample sizes? How do I interpret these numbers?](#)

[What survey methods are used?](#)

[How are panelists recruited to participate?](#)

[Are online surveys less accurate than other surveys?](#)

[How reliable are internet-based surveys?](#)

[Who is Southwick Associates?](#)

Permissible Uses of This Information:

Paying clients of this information are permitted to use this information as follows:

1. First 10 pages (unedited; unaltered segments)
2. Specific information related to those media properties owned by the paying organization. Percentages, overall ranking, ranking within niche or category.
3. Comparisons to other competitors in a percentage fashion:

Permitted Examples:

“XYZ Hunting Magazine was ranked the #1 magazine, out of over 300, in readership among Hunter Survey respondents. (Southwick Associates 2015 Q1 survey)”

“ABC Hunting show was the #1 ranked show for purchasers of archery equipment. (Southwick Associates 2015 Q1 Survey)”

“23.6% of all respondents who hunted in the last year watched ABC Hunting Show from January through March 2015.”

NOT Permitted Examples:

Specific information (percentage, etc.) relating to competitive media properties. No company may simply reproduce these pages even if they are ranked at or near the top, nor may they cut and paste specific information comparing their actual numbers to those of other media properties.

CUSTOM REPORT OPTIONS

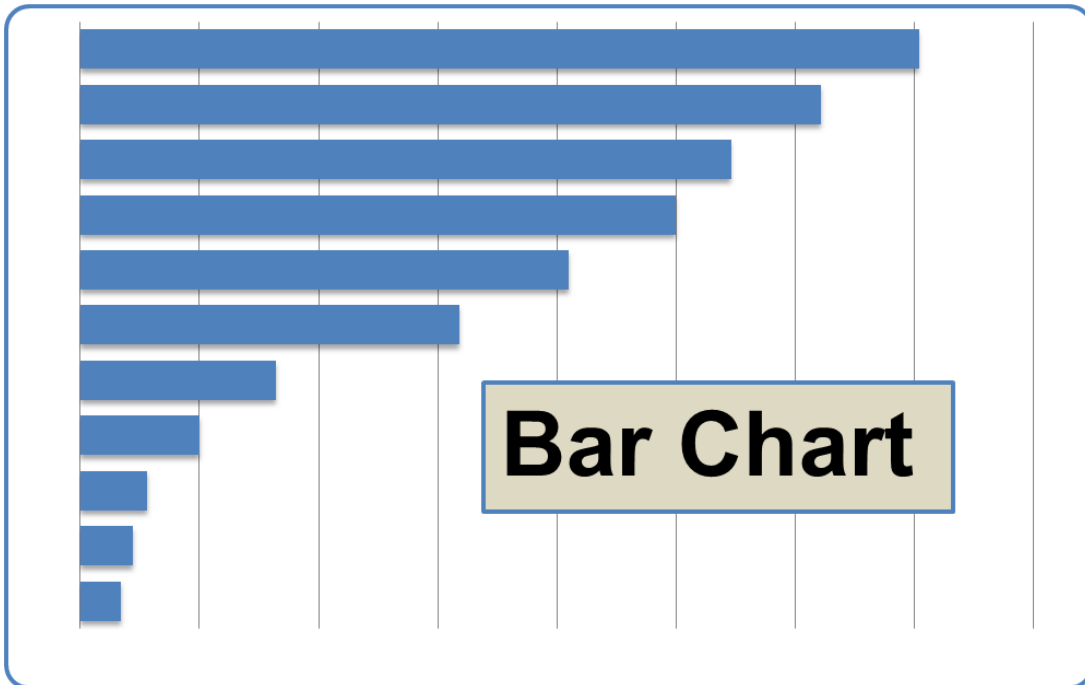
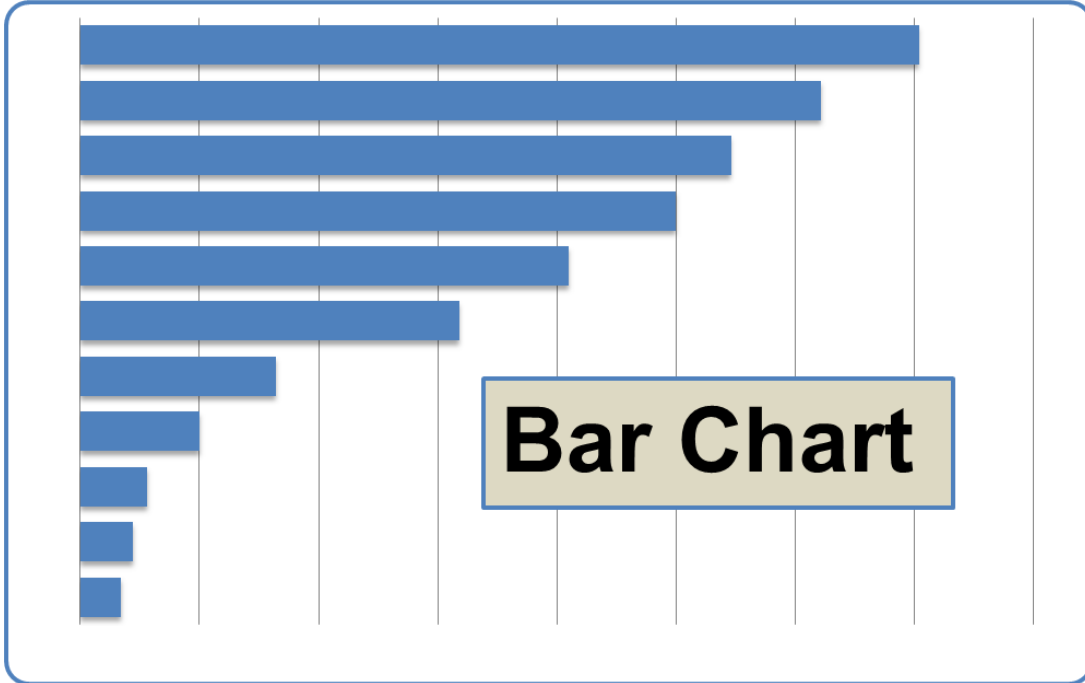
Custom report options could include basic descriptive tables or cross-tabulations of:

- Demographic break-outs: gender, age, income, education, state or region
- Hunting activity break-outs: deer, turkey, waterfowl, small game, coyote, predator/predator calling, upland game birds, varmint, dove, elk
- Shooting activity break-outs: handgun, rifle or shotgun shooting; also competitive shooting
- Fishing activity break-outs: freshwater species, saltwater species, places fished from (canoe, kayak, land/pier/dock/wading, powerboat, boat (non-power))
- Hunting/Shooting equipment purchase sub-categories:
 - **Firearm** (rifle, shotgun, muzzleloader, handgun, crossbow, air rifle)
 - **Ammunition** (rifle, shotgun, handgun)
 - **Bowhunting or Archery Equipment** (bow, arrow, fletching, broad head, release & tab, peep site, silencer, stabilizer, arm guard, quiver, rest, target, string, bow case, sight, bow stand)
 - **Decoys and Game Calls** (waterfowl, turkey, big game)
 - **Optics** (scope, scope accessories, binocular, spotting scope, range finder, sighting-in device, optics accessories)
 - **Hunting Apparel** (blaze orange, camouflage, shooting vests, boots, head gear, under garments, gloves, coveralls, hunting socks, chest waders, chaps)
 - **Hunting Accessories** (bipod/shooting stick, GPS, 2-way radio, lighting, gun case/sleeve, game cleaning, gun safe, knives, scent, tree stand, trail camera)
 - **Shooting Accessories** (bench/rest, target, safety equipment, clay, trap, rifle sling, gun cleaning supplies, holster/ammo belt, lens cleaning kit, recoil pad, choke tube, magazine)
- Angler equipment purchase sub-categories:
 - **Fishing Rods**
 - **Fishing Reels**
 - **Fishing Combos**
 - **Fishing Line** (monofilament, super-line or braid, fluorocarbon)
 - **Fishing Lures** (hard bait, soft bait, spinner bait, dough bait, jig)
 - **Terminal Tackle** (bobbers, hooks, leaders, rigs, sinkers, swivels)
 - **Fly-Fishing Gear** (fly rod, fly reels, rod and reel combo, fly rod case, flies, fly leader and tippet, fly line, fly tying tool and vise (with breakouts by type of tool), fly tying material, fly vest, pack bag, fly fishing chest wader, fly fishing wading boot, fly fishing rain jacket)
 - **Fishing Electronics** (fish finder or sonar, GPS or radio, underwater camera)
 - **Fishing Apparel** (footwear, hats or headgear, raingear, clothing, waders, gloves, life jacket or vest, fishing vest)
 - **Other Fishing Equipment** (tackle box, bait buckets or aerators, cast nets, hook sharpeners/removers/pliers, knives, landing nets, scales/grips/measuring devices, stringers, trolling motor)

PRICING: go to www.southwickassociates.com for details.

MEDIA USAGE OF HUNTERS AND SHOOTERS

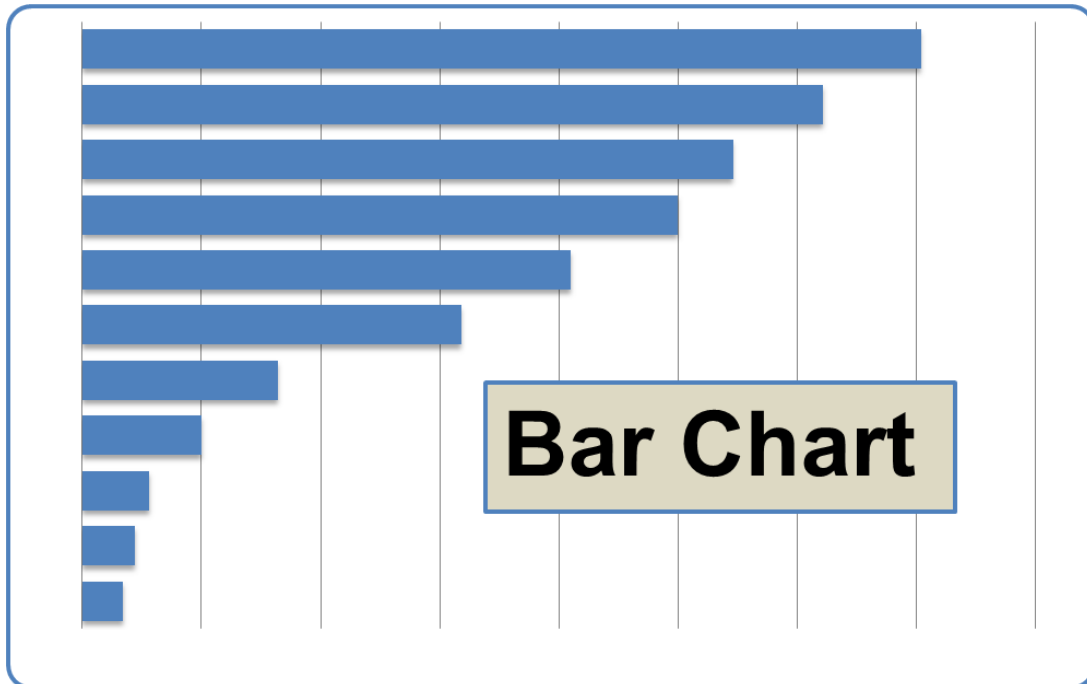
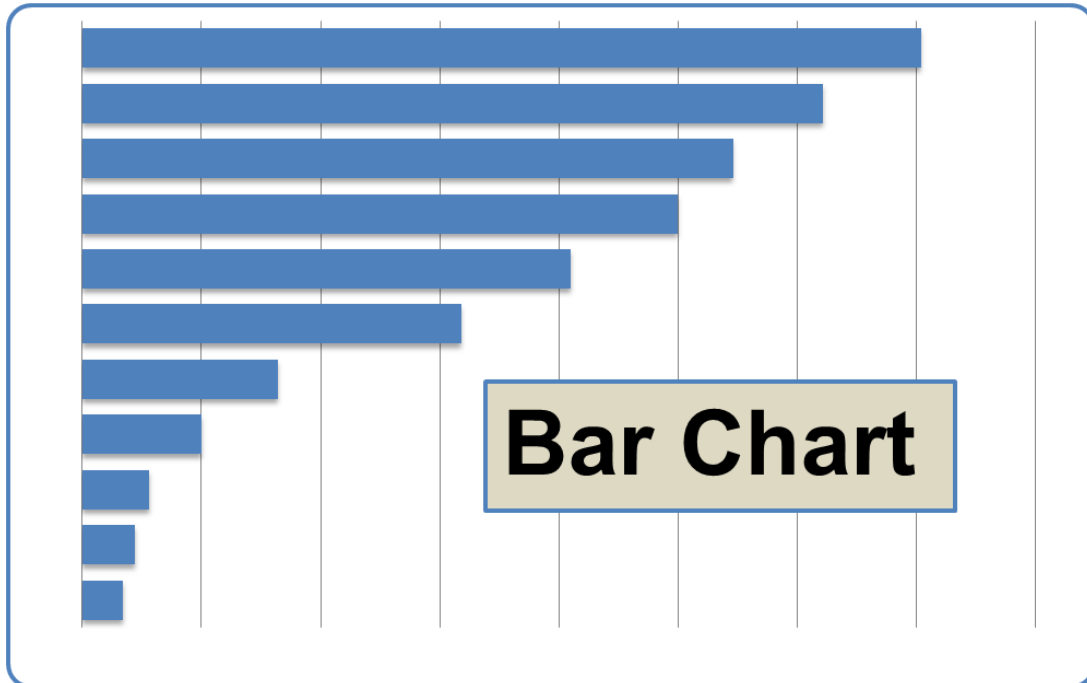
The majority of hunting and/or shooting respondents (X%) read magazines as a source of hunting, shooting and fishing information and entertainment.



Note: social media sites were listed and available for selection in Q1 2015. Prior to that, respondents were asked whether they used social media. Those who did not understand what "social media" is may not have selected this option.

MEDIA USAGE OF ANGLERS

Like hunters and shooters, the majority of angling respondents (X%) read magazines as a source of hunting, fishing, and shooting information.

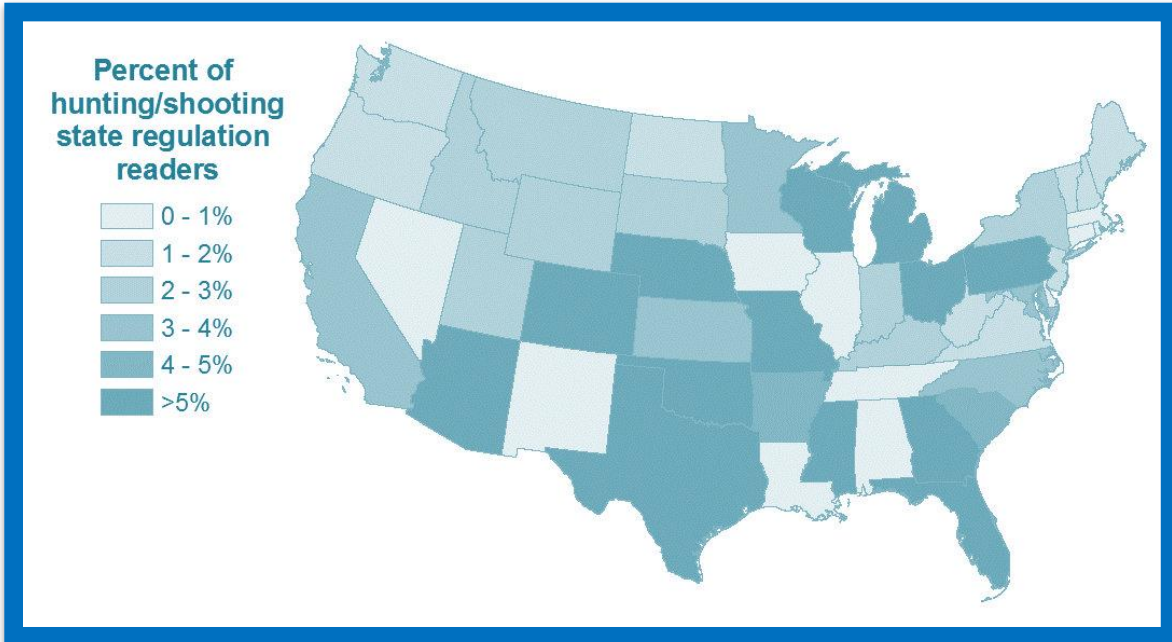


Note: social media sites were listed and available for selection in Q1 2015. Prior to that, respondents were asked whether they used social media. Those who did not understand what "social media" is may not have selected this option.

STATE REGULATION GUIDES BY HUNTERS AND SHOOTERS

Note: The Media Monitor asks whether an individual read a state regulation guide in the last three months, and then presents a list of states to select all that apply. More than one state can be selected.

PERCENT OF HUNTERS AND/OR SHOOTERS WHO REFERENCED STATE REGULATION GUIDES FOR HUNTING, SHOOTING OR FISHING BY STATE (N=X)



TOP 15 STATE FISHING, SHOOTING, AND/OR HUNTING REGULATION GUIDES READ BY HUNTERS AND/OR SHOOTERS

State of Regulation Guide	% of State Regulation Readers**	% of All HS Respondents Who Hunted or Shot*
Total		

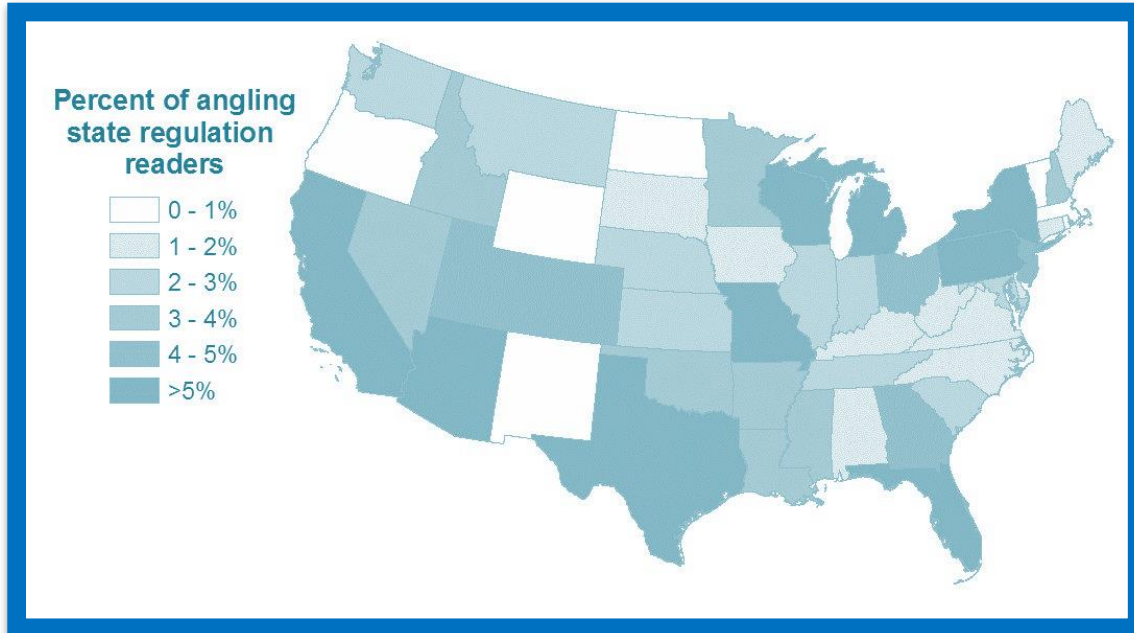
*Respondents to HunterSurvey/ShooterSurvey who reported hunting and/or shooting at least once in the last year.

**Percent of all hunter/shooter respondents who claimed to have read a state regulation guide in the last three months.

STATE REGULATION GUIDES BY ANGLERS

Note: The Media Monitor asks whether an individual read a state regulation guide in the last three months, and then presents a list of states to select all that apply. More than one state can be selected.

PERCENT OF ANGLERS WHO REFERENCED STATE REGULATION GUIDES FOR HUNTING, SHOOTING OR FISHING BY STATE (N=X)



TOP 15 STATE FISHING, SHOOTING, AND/OR HUNTING REGULATION GUIDES READ BY ANGLERS

State of Regulation Guide	% of State Regulation Readers**	% of All AS Respondents Who Fished*
Total number of respondents		

*Respondents to AnglerSurvey who reported fishing at least once in the last year.

**Percent of all angler respondents who claimed to have read a state regulation guide in the last three months.

MAGAZINES BY HUNTING, SHOOTING, AND ANGLING ACTIVITY

Note: The Media Monitor asks whether an individual read a magazine by providing a list of hunting, shooting, fishing, and boating magazines (see Appendix B for list presented). This means that a person could have selected a title without necessarily purchasing it.

Below is an example of how to interpret this table:

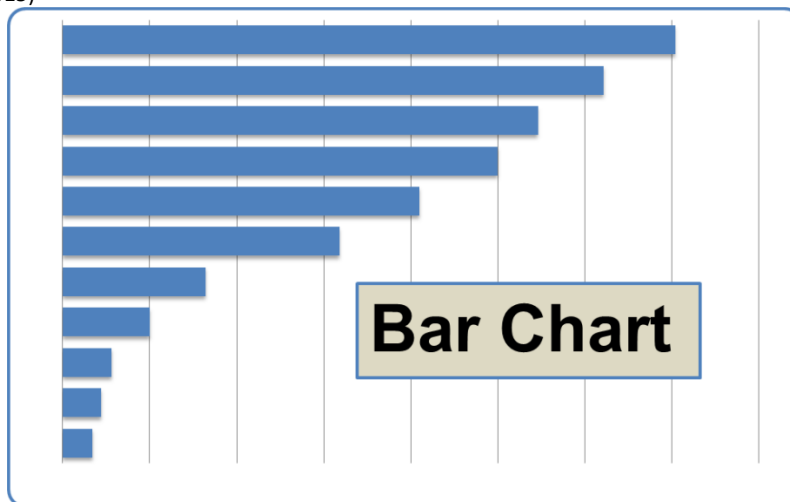
- ☞ "X" has a statistically higher ($\alpha=X$) readership among HunterSurvey/ShooterSurvey respondents that hunted in the last year than "X" ($X.0\% \pm X$), but "X" did not have a statistically different in readership from "X" ($X\% \pm X$).

TOP 15 RANKED MAGAZINES BY PERCENT OF HUNTERS* PERCENT OF HUNTERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Magazine Title	% of HS Respondents Who Hunted*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 – March 2015)



HUNTERS BY ACTIVITY & MAGAZINE TITLE				
Magazine Title	% of HS Respondents Who Hunted*	% of HS Respondents Who Hunted Deer**	% of HS Respondents Who Hunted Turkey**	% of HS Respondents Who Hunted Waterfowl**
Total number of respondents	N=	N=	N=	N=

Responses are multiple selection and can total over 100%
 * Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 – March 2015)
 **Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting deer, turkey or waterfowl at least once in the last twelve months (April 2014 – March 2015).

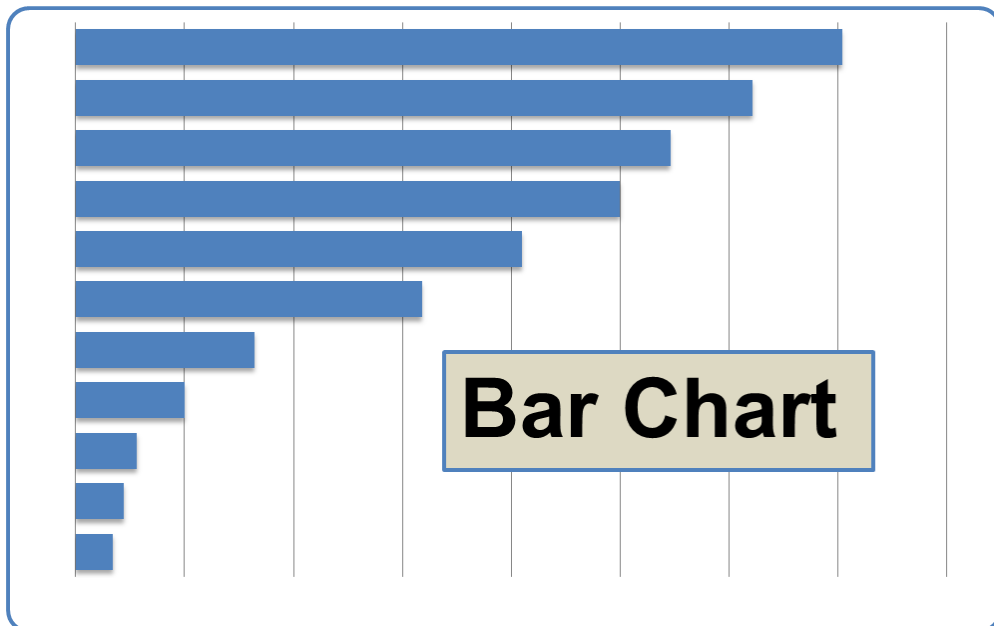
Below is an example of how to interpret this table:

- ☞ "X" (X% ± X) has a statistically higher ($\alpha=.X$) readership among HunterSurvey/ShooterSurvey respondents that shot in the last year than "X" (X% ± X).

TOP 15 RANKED MAGAZINES BY PERCENT OF SHOOTERS*
PERCENT OF SHOOTERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Magazine Title	% of HS Respondents Who Shot*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%
 * Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 – March 2015).



SHOOTERS BY ACTIVITY & MAGAZINE TITLE				
Magazine Title	% of HS Respondents Who Shot*	% of HS Respondents Who Shot Rifle**	% of HS Respondents Who Shot Handgun**	% of HS Respondents Who Shot Shotgun**
Total number of responses	N=	N=	N=	N=

Responses are multiple selection and can total over 100%

* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 – March 2015).

**Individuals who responded to HunterSurvey, ShooterSurvey and reported rifle shooting, handgun shooting, or shotgun shooting at least once in the last twelve months (April 2014 – March 2015).

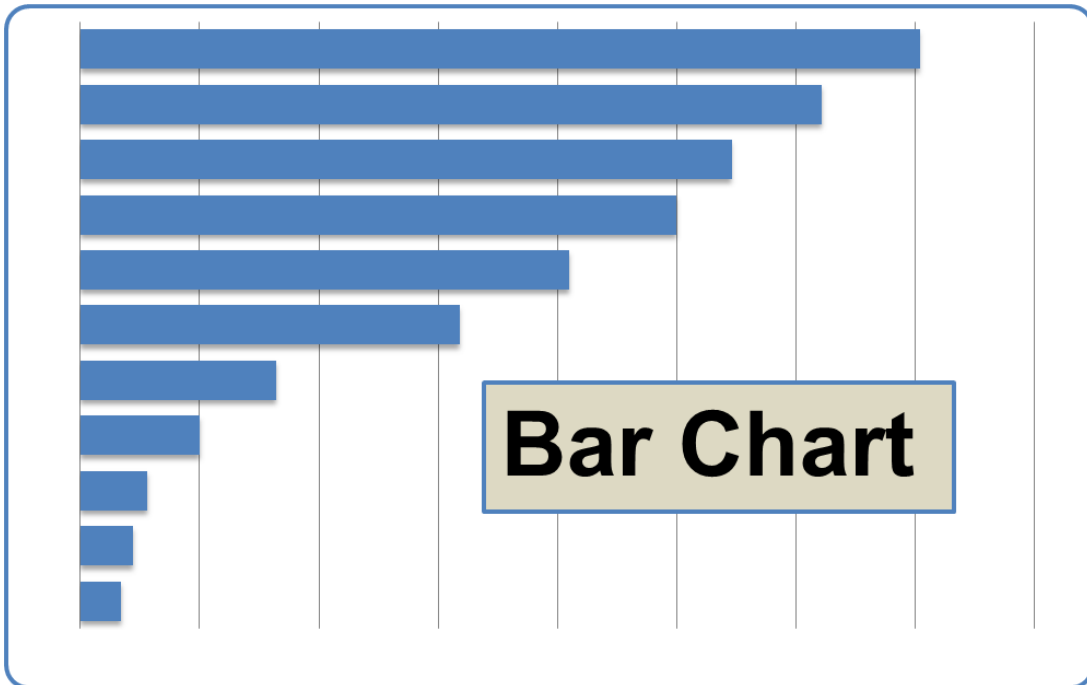
TOP 15 RANKED MAGAZINES BY PERCENT OF ANGLERS*

PERCENT OF ANGLERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Magazine Title	% of HS Respondents Who Hunted*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%

* Individuals who responded to Angler Survey and reported fishing at least once in the last twelve months (April 2014 – March 2015)



HUNTERS BY ACTIVITY & MAGAZINE TITLE		% of AS Respondents Who Freshwater Fished**	% of AS Respondents Who Saltwater Fished**
Magazine Title	% of AS Respondents Who Fished*		
Total number of respondents	N=	N=	N=7

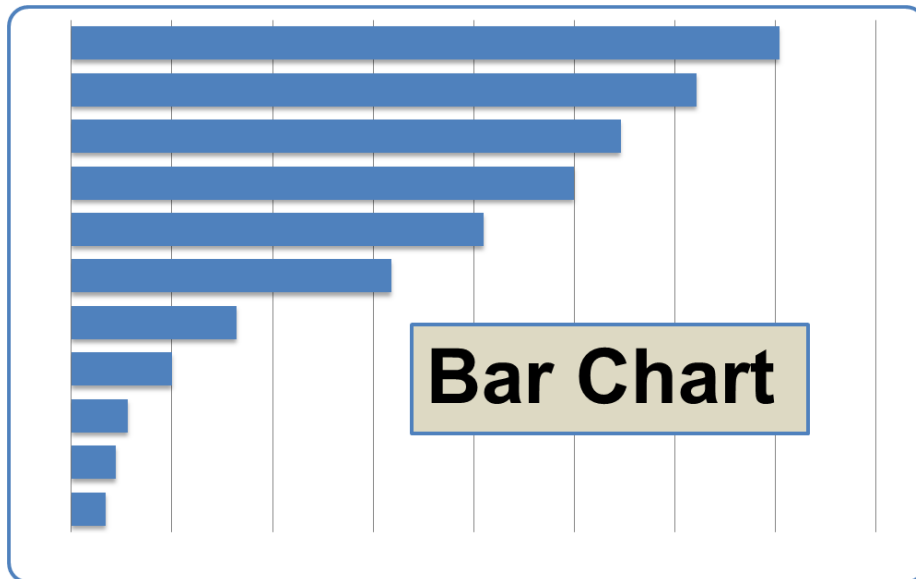
Responses are multiple selection and can total over 100%

* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (April 2014 – March 2015)

** Individuals who responded to AnglerSurvey and reported freshwater or saltwater fishing at least once in the last twelve months (April 2014 – March 2015).

MAGAZINE “DIGGING DEEPER” QUESTION:

IN GENERAL, HOW IMPORTANT ARE THE FOLLOWING ATTRIBUTES TO YOU WHEN DECIDING WHICH OUTDOOR MAGAZINE TO READ?
 RESPONDENTS WERE ASKED TO RANK THE IMPORTANCE OF DIFFERENT ATTRIBUTES OF OUTDOOR MAGAZINES THEY READ WITH 1 BEING THE LOWEST AND 5 THE HIGHEST. PROVIDED WITH THE DISTRIBUTIONS ARE THE MEAN SCORES FOR EACH ATTRIBUTE.



Outdoor magazines that focus on X, are X, and have X are attributes that rank highest among hunters, shooters, and anglers.

HUNTERS

Attribute	1	2	3	4	5	Mean	Total
It was available to me (in an office, waiting room, friend’s house, etc)							
It's relatable							
Topics are current							
The amount of articles within the magazine							
Variety of topics							
Amount of images							
The articles are in-depth							
Easily available							
Focuses on local species							
Shows harvest/catch photos							

SHOOTERS

Attribute	1	2	3	4	5	Mean	Total
It was available to me (in an office, waiting room, friend's house, etc)							
It's relatable							
Topics are current							
The amount of articles within the magazine							
Variety of topics							
Amount of images							
The articles are in-depth							
Easily available							
Focuses on local species							
Shows harvest/catch photos							

ANGLERS

Attribute	1	2	3	4	5	Mean	Total
It was available to me (in an office, waiting room, friend's house, etc)							
It's relatable							
Topics are current							
The amount of articles within the magazine							
Variety of topics							
Amount of images							
The articles are in-depth							
Easily available							
Focuses on local species							
Shows harvest/catch photos							

Are you interested in learning more about what readers or subscribers to a specific magazine think? Let us know!

TELEVISION PROGRAMS BY HUNTING, SHOOTING, AND ANGLING ACTIVITY

Note: The Media Monitor asks whether an individual viewed a program by providing a list of programs (see Appendix C for list presented). Respondents are asked whether they viewed a program in the last three months.

Below is an example of how to interpret this table:

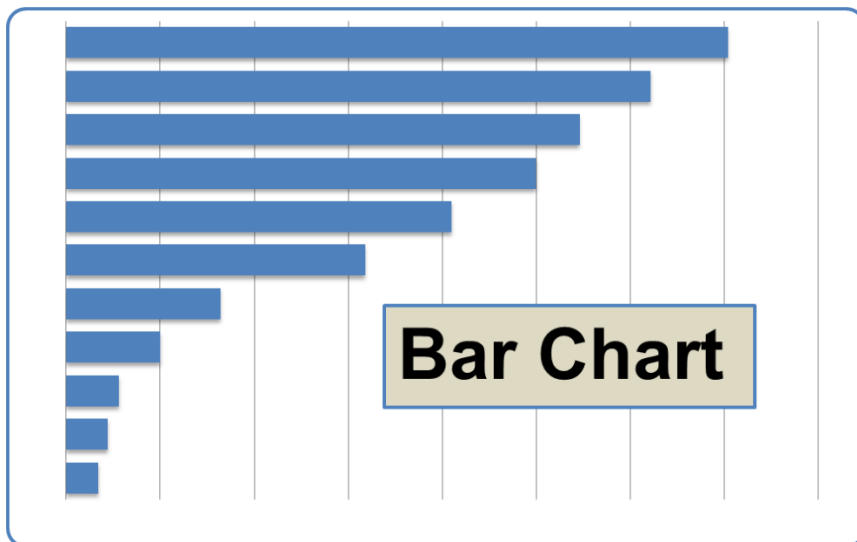
- “X” (X% ± X) does not have a statistically different viewership among HunterSurvey/ShooterSurvey respondents from “X” (X% ± X).

TOP 15 RANKED TELEVISION PROGRAMS BY PERCENT OF HUNTERS PERCENT OF HUNTERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Program (Network)	% of HS Respondents Who Hunted*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 – March 2015)



Below is an example of how to interpret this table:

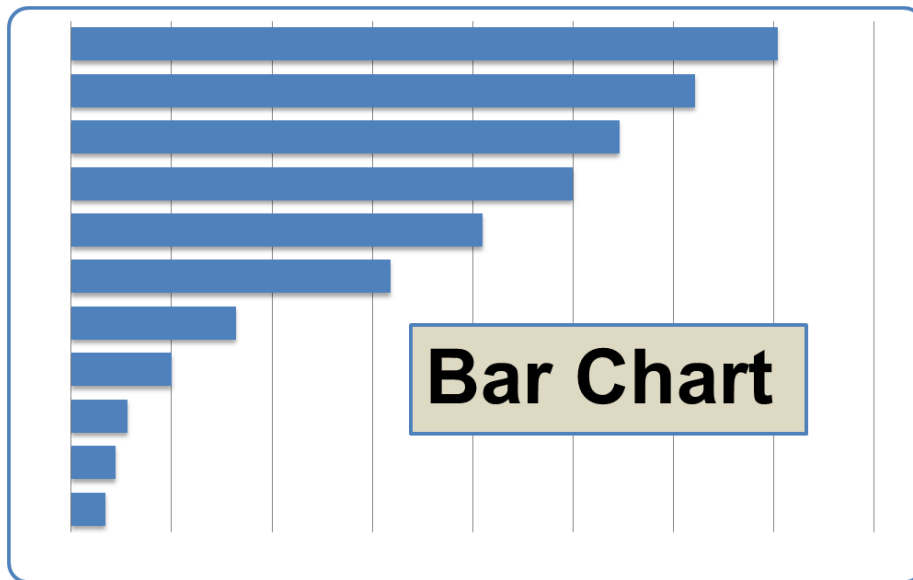
☞ “X” (X% ± X) on does not have a statistically higher viewership than “X” (X% ± X).

TOP 15 RANKED TELEVISION PROGRAMS BY PERCENT OF SHOOTERS*
PERCENT OF HUNTERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Program (Network)	% of HS Respondents Who Shot*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%

* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 - March 2015).



Below is an example of how to interpret this table:

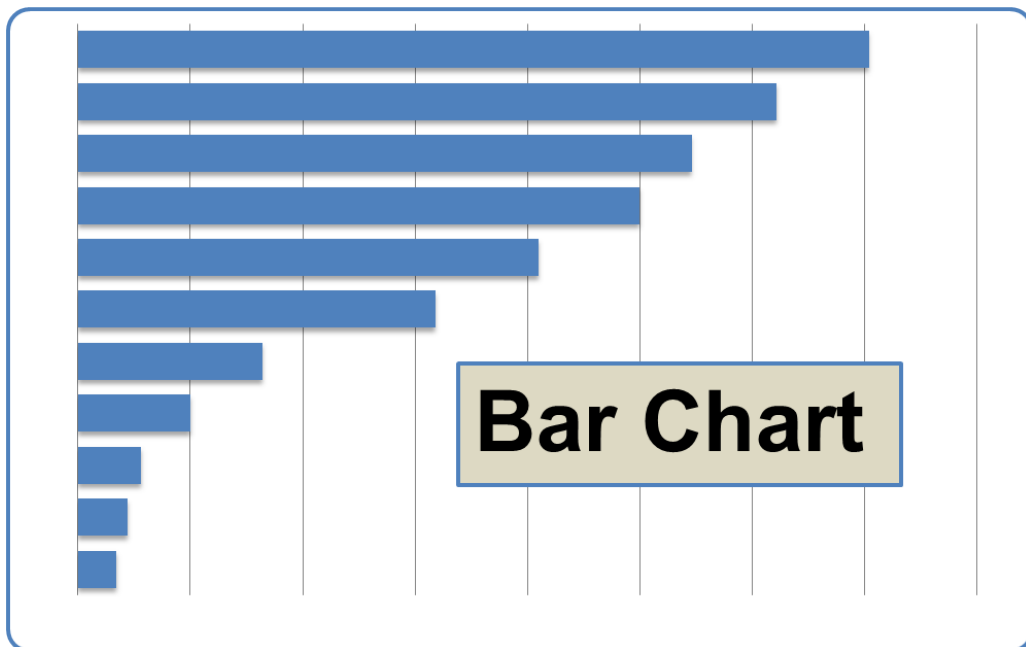
🔗 “X” (X% ± X does not have a statistically higher viewership than “X” (X% ± X).

TOP 15 RANKED TELEVISION PROGRAMS BY PERCENT OF ANGLERS*
PERCENT OF ANGLERS WITH UPPER AND LOWER 95% CONFIDENCE LEVELS (CL)

Program (Network)	% of AS Respondents Who fished*	Lower CL	Upper CL

Responses are multiple selection and can total over 100%

* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (April 2014 - March 2015).



Below is an example of how to interpret this table.

☞ X (X%) of individuals who reported freshwater fishing in the last year watched "X" in the last three months.

PERCENT OF ANGLERS BY ANGLING ACTIVITY AND TELEVISION PROGRAM

THE PROGRAMS LISTED HAVE 5% OR MORE SHOOTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

ANGLER BY ACTIVITY & TELEVISION PROGRAM			
Program (Network)	% of HS Respondents Who Fished*	% of HS Respondents Who Freshwater Fished**	% of HS Respondents Who Saltwater Fished**
Total number of responses	N=	N=	N=

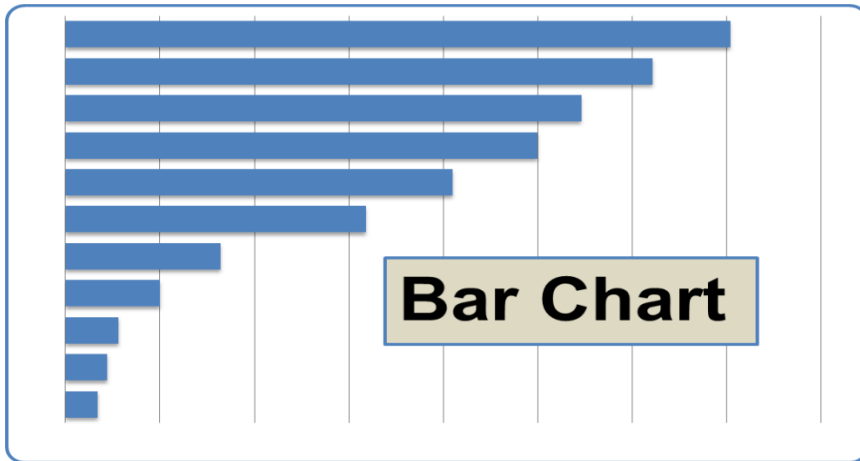
Responses are multiple selection and can total over 100%

* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (April 2014 - March 2015).

**Individuals who responded to AnglerSurvey and reported freshwater or saltwater fishing at least once in the last twelve months (April 2014 - March 2015).

TELEVISION “DIGGING DEEPER” QUESTION:

IN GENERAL, HOW IMPORTANT ARE THE FOLLOWING ATTRIBUTES IN CHOOSING YOUR OUTDOOR TV PROGRAM?
 RESPONDENTS WERE ASKED TO RANK THE IMPORTANCE OF DIFFERENT ATTRIBUTES OF OUTDOOR TELEVISION SHOWS THEY WATCH WITH 1 BEING THE LOWEST AND 5 THE HIGHEST. PROVIDED WITH THE DISTRIBUTIONS ARE THE MEAN SCORES FOR EACH ATTRIBUTE.



Outdoor programming that X and X out-ranks other program attributes among hunters, shooters, and anglers.

HUNTERS

Attribute	1	2	3	4	5	Mean	Total

SHOOTERS

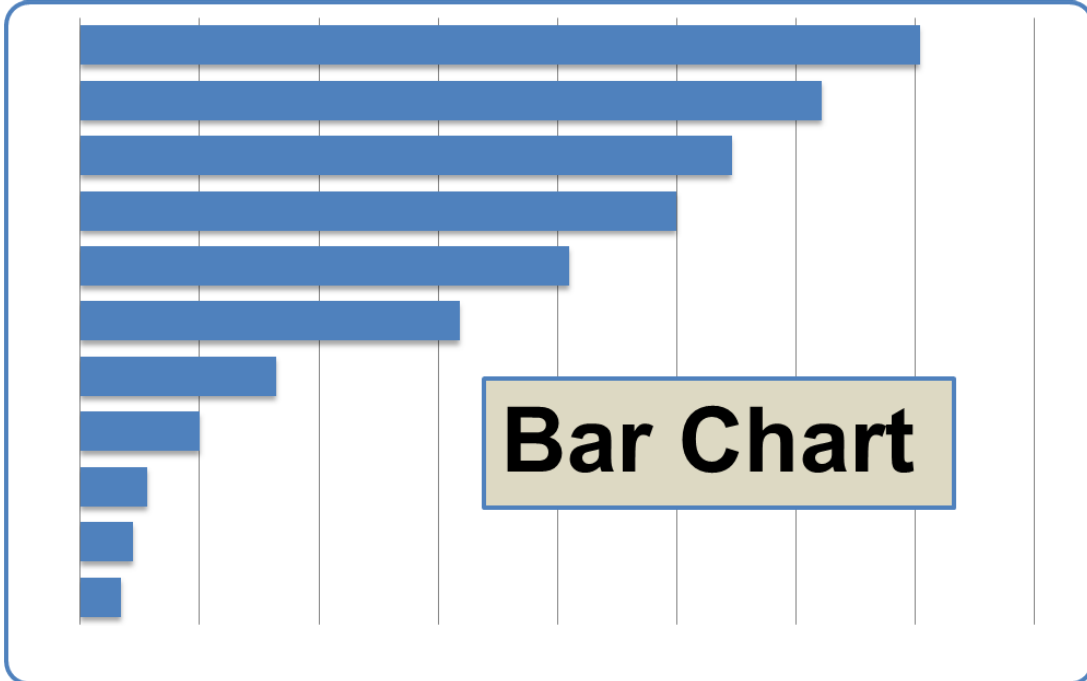
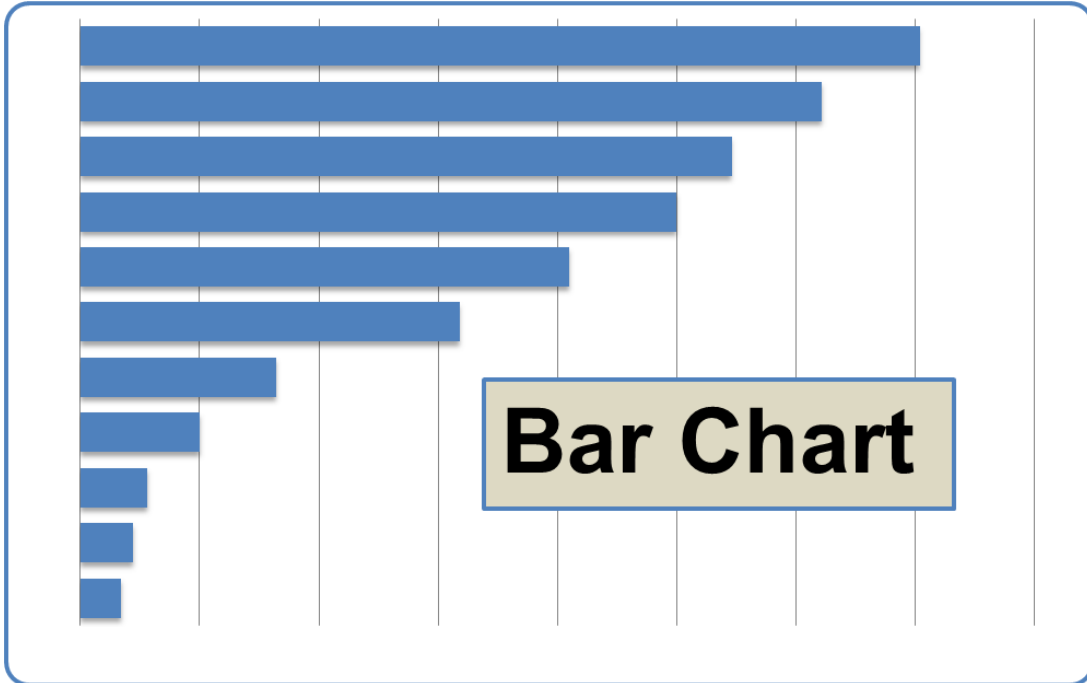
Attribute	1	2	3	4	5	Mean	Total

ANGLERS

Attribute	1	2	3	4	5	Mean	Total

Are you interested in learning more about what outdoor program viewers like to see? Would you like to know what viewers of a specific program think? Let us know!

WEBSITES BY ACTIVITY



Note: The Media Monitor asks an individual to select from a list any of the fishing/hunting/shooting related websites they have accessed in the last three months. The list of websites has been compiled from previous Media Monitor survey respondents in past quarters (See Appendix D for the list of websites given to individuals).

Below is an example of how to interpret this table:

- ☞ X percent of hunters (X%) who hunted X in the last year visited X's website for fishing, shooting and/or hunting entertainment, information, or gear from January to March 2015.

PERCENT OF HUNTERS* BY HUNTING ACTIVITY AND WEBSITE
RESPONDENTS WERE ASKED TO LIST THE TOP THREE WEBSITES ACCESSED FOR FISHING, SHOOTING, AND/OR HUNTING INFORMATION IN THE LAST QUARTER. THE WEBSITES BELOW WERE LISTED BY 1% OR MORE HUNTERS. A FULL LIST OF WEBSITES OFFERED AS OPTIONS IS LOCATED IN APPENDIX D.
SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

WEBSITE NAME (http address)	% of HS Respondents Who Hunted*	% of HS Respondents Who Hunted Deer**	% of HS Respondents Who Hunted Turkey**	% of HS Respondents Who Hunted Waterfowl**
FACEBOOK (FACEBOOK.COM)				
YOUTUBE (YOUTUBE.COM)				
GOOGLE+				
TWITTER				

WEBSITE NAME (http address)	% of HS Respondents Who Hunted*	% of HS Respondents Who Hunted Deer**	% of HS Respondents Who Hunted Turkey**	% of HS Respondents Who Hunted Waterfowl**
Total number of responses	N=	N=	N=	N=

Responses are multiple selection and can total over 100%

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 – March 2015).

**Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting deer, turkey, or waterfowl at least once in the last twelve months (April 2014 – March 2015).

Below is an example of how to interpret this table:

- ☞ X (X%) of individuals who shot X in the last year accessed X's website for hunting/shooting/fishing information, entertainment, or gear in the last three months.

PERCENT OF SHOOTERS* BY SHOOTING ACTIVITY AND WEBSITE

RESPONDENTS WERE ASKED TO LIST THE TOP THREE WEBSITES ACCESSED FOR FISHING, SHOOTING, AND/OR HUNTING INFORMATION IN THE LAST QUARTER. THE WEBSITES BELOW WERE LISTED BY 1% OR MORE SHOOTERS. A FULL LIST OF WEBSITES OFFERED AS OPTIONS IS LOCATED IN APPENDIX D. SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

WEBSITE NAME (http address)	% of HS Respondents Who Shot*	% of HS Respondents Who Shot Rifle**	% of HS Respondents Who Shot Handgun**	% of HS Respondents Who Shot Shotgun**
FACEBOOK (FACEBOOK.COM)				
YOUTUBE (YOUTUBE.COM)				
GOOGLE+				
TWITTER				

WEBSITE NAME (http address)	% of HS Respondents Who Shot*	% of HS Respondents Who Shot Rifle**	% of HS Respondents Who Shot Handgun**	% of HS Respondents Who Shot Shotgun**
Total number of responses	N=	N=	N=	N=

Responses are multiple selection and can total over 100%
 * Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 - March 2015).
 ** Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting rifle, handgun, or shotgun at least once in the last twelve months (April 2014 - March 2015).

Below is an example of how to interpret this table:

☞ X percent (X%) of individuals who X fished in the last year accessed X's website for hunting/shooting/fishing information, entertainment, or gear in the last three months.

PERCENT OF ANGLERS* BY ANGLING ACTIVITY AND WEBSITE

RESPONDENTS WERE ASKED TO LIST THE TOP THREE WEBSITES ACCESSED FOR FISHING, SHOOTING, AND/OR HUNTING INFORMATION IN THE LAST QUARTER. THE WEBSITES BELOW WERE LISTED BY 1% OR MORE ANGLERS. A FULL LIST OF WEBSITES OFFERED AS OPTIONS IS LOCATED IN APPENDIX D.

SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

WEBSITE NAME (http address)	% of AS Respondents Who Fished*	% of AS Respondents Who Freshwater Fished**	% of AS Respondents Who Saltwater Fished**
FACEBOOK (FACEBOOK.COM)			
YOUTUBE (YOUTUBE.COM)			
GOOGLE+			
TWITTER			

WEBSITE NAME (http address)	% of AS Respondents Who Fished*	% of AS Respondents Who Freshwater Fished**	% of AS Respondents Who Saltwater Fished**
Total number of responses	N=	N=	N=

Responses are multiple selection and can total over 100%

* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (April 2014 - March 2015).

**Individuals who responded to AnglerSurvey and reported freshwater or saltwater fishing at least once in the last twelve months (April 2014 - March 2015).

WHEN CONSIDERING A PURCHASE MADE IN THE LAST THREE MONTHS, DID YOU RELY ON ONLINE CUSTOMER REVIEWS AND RECOMMENDATIONS?

	% of Hunters*	% of Shooters*	% of Anglers*
Yes, always			
Sometimes, depending on the purchase			
Rarely			
Never			
I did not make any purchases in the last three months			
Total number of responses	N=	N=	N=

* Individuals who responded to AnglerSurvey, HunterSurvey, or ShooterSurvey and reported fishing, hunting, or shooting at least once in the last twelve months (April 2014 - March 2015).

IN THE LAST THREE MONTHS, HAVE YOU EVER POSTED COMMENTS OR INFORMATION TO A WEBSITE, EITHER AS PART OF AN ONLINE DISCUSSION, PRODUCT REVIEW OR SIMILAR?

	% of Hunters*	% of Shooters*	% of Anglers*
Yes			
No			
I don't recall			
Total number of responses	N=	N=	N=

* Individuals who responded to AnglerSurvey, HunterSurvey, or ShooterSurvey and reported fishing, hunting, or shooting at least once in the last twelve months (April 2014 - March 2015).

HUNTERS WHO PURCHASED EQUIPMENT BY MEDIA TYPE

A FULL LIST OF EQUIPMENT BREAKOUTS CAN BE FOUND IN APPENDIX E.

Below is an example of how to interpret this table:

☞ X percent (X%) of hunters purchased X in the last year and read "X" sometime from January to March 2015.

PERCENT OF HUNTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED AND MAGAZINE TITLE
MAGAZINES LISTED HAVE 2% OR MORE HUNTER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.**

HUNTERS WHO READ MAGAZINES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted
% of HS Respondents Who Hunted								

HUNTERS WHO READ MAGAZINES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT

Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted

HUNTERS WHO READ MAGAZINES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 - March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

Below is an example of how to interpret this table:

🔗 X percent (X%) of hunters purchased X in the last year and watched “X” at least once from January to March 2015.

PERCENT OF HUNTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED AND TELEVISION PROGRAM**

THE PROGRAMS LISTED HAVE 5% OR MORE HUNTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

HUNTERS WHO WATCHED TELEVISION AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted
% of HS Respondents Who Hunted								

HUNTERS WHO WATCHED TELEVISION AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 - March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

Below is an example of how to interpret this table:

☞ X percent (X%) of hunters purchased X in the last year and visited X’s website in the last three months.

PERCENT OF HUNTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED AND WEBSITE**
 THE WEBSITES LISTED HAVE 1% OR MORE HUNTER USERS. A LIST OF WEBSITES IS LOCATED IN APPENDIX D.
 SOCIAL MEDIA SITES ARE HIGHLIGHTED

HUNTERS WHO VISITED WEBSITES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted
Magazine Title								
% of HS Respondents Who Hunted								
FACEBOOK (FACEBOOK.COM)								
YOUTUBE (YOUTUBE.COM)								
GOOGLE+								

HUNTERS WHO VISITED WEBSITES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Hunted
TWITTER								

* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (April 2014 - March 2015).
 **Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

SHOOTERS WHO PURCHASED EQUIPMENT BY MEDIA TYPE

A FULL LIST OF EQUIPMENT BREAKOUTS CAN BE FOUND IN APPENDIX E.

Below is an example of how to interpret this table:

☞ X percent (X%) of shooters purchased X in the last year and read "X" in the last three months.

PERCENT OF SHOOTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED** AND MAGAZINE TITLE

MAGAZINES LISTED HAVE 2% OR MORE SHOOTER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.

Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot
% of HS Respondents Who Shot								

SHOOTERS WHO READ MAGAZINES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot

SHOOTERS WHO READ MAGAZINES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot

* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 - March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

Below is an example of how to interpret this table:

☞ X percent (X%) of shooters purchased X in the last year and watched "X" in the last three months.

PERCENT OF SHOOTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED AND TELEVISION PROGRAM**
 THE PROGRAMS LISTED HAVE 5% OR MORE SHOOTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

SHOOTERS WHO WATCHED TELEVISION AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot
% of HS Respondents Who Shot								

SHOOTERS WHO WATCHED TELEVISION AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot

* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 - March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

Below is an example of how to interpret this table:

👁️ X percent (X%) of shooters purchasing X in the last year visited X for fishing, shooting and/or hunting entertainment or information in the last three months.

PERCENT OF SHOOTERS* BY HUNTING/SHOOTING EQUIPMENT PURCHASED AND WEBSITE**
 THE WEBSITES LISTED HAVE 1% OR MORE SHOOTER USERS. A LIST OF WEBSITES IS LOCATED IN APPENDIX D.
SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

SHOOTERS WHO VISITED WEBSITES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT Magazine Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot
% of HS Respondents Who Shot								
FACEBOOK (FACEBOOK.COM)								
YOUTUBE (YOUTUBE.COM)								
GOOGLE+								

SHOOTERS WHO VISITED WEBSITES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel Purchasers	Hunting Accessories Purchases	Shooting Accessories Purchases	% of HS Respondents Who Shot
Magazine Title								
TWITTER								

* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (April 2014 - March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 - March 2015).

FRESHWATER ANGLERS WHO PURCHASED EQUIPMENT BY MEDIA TYPE

A FULL LIST OF EQUIPMENT BREAKOUTS CAN BE FOUND IN APPENDIX E.

Below is an example of how to interpret this table:

☞ X percent (X%) of freshwater anglers purchased X in the last year and read "X" in the last three months.

PERCENT OF FRESHWATER ANGLERS* BY ANGLING EQUIPMENT PURCHASED** AND MAGAZINE TITLE

MAGAZINES LISTED HAVE 2% OR MORE FRESHWATER ANGLER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.

FRESHWATER ANGLERS WHO READ MAGAZINES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
% of AS Respondents Who Freshwater Fished									

FRESHWATER ANGLERS WHO READ MAGAZINES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	

* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (April 2014 – March 2015).
**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

Below is an example of how to interpret this table:

🦁 X percent (X%) of freshwater anglers purchased X in the last year and watched “X” in the last three months.

PERCENT OF FRESHWATER ANGLERS* BY ANGLING EQUIPMENT PURCHASED AND TELEVISION PROGRAM**
 THE PROGRAMS LISTED HAVE 5% OR MORE FRESHWATER ANGLER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

FRESHWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
% of AS Respondents Who Freshwater Fished									

FRESHWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	

* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (April 2014 – March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

Below is an example of how to interpret this table:

☞ X percent (X%) of freshwater anglers purchasing X in the last year and visited X’s website for fishing, shooting and/or hunting entertainment, information, or gear in the last three months.

PERCENT OF FRESHWATER ANGLERS* BY ANGLING EQUIPMENT PURCHASED AND WEBSITE**

THE WEBSITES LISTED HAVE 1% OR MORE FRESHWATER ANGLER USERS. A LIST OF WEBSITES IS LOCATED IN APPENDIX D.

SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

FRESHWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
% of AS Respondents Who Freshwater Fished									
FACEBOOK (FACEBOOK.COM)									
YOUTUBE (YOUTUBE.COM)									
GOOGLE+									

FRESHWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
TWITTER									

* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (April 2014 – March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

SALTWATER ANGLERS WHO PURCHASED EQUIPMENT BY MEDIA TYPE

A FULL LIST OF EQUIPMENT BREAKOUTS CAN BE FOUND IN APPENDIX E.

Below is an example of how to interpret this table:

☞ X (X%) of saltwater anglers purchased X in the last year and read “X” in the last three months.

PERCENT OF SALTWATER ANGLER* BY ANGLING EQUIPMENT PURCHASED AND MAGAZINE TITLE**
MAGAZINES LISTED HAVE 2% OR MORE SALTWATER ANGLER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.

SALTWATER ANGLERS WHO READ MAGAZINES AND PURCHASED ANGLING EQUIPMENT									
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	% of AS Respondents Who Saltwater Fished

SALTWATER ANGLERS WHO READ MAGAZINES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Saltwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	

* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (April 2014 – March 2015).
**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

Below is an example of how to interpret this table:

☞ X percent (X%) of saltwater anglers purchased X in the last year and watched “X” in the last three months.

PERCENT OF SALTWATER ANGLERS* BY ANGLING EQUIPMENT PURCHASED AND TELEVISION PROGRAM**

THE PROGRAMS LISTED HAVE 5% OR MORE SALTWATER ANGLER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

SALTWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchasers	Fly Fishing Purchasers	Fishing Apparel Purchasers	% of AS Respondents Who Saltwater Fished

SALTWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Saltwater Fished
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	

* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (April 2014 – March 2015).

**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

Below is an example of how to interpret this table:

- ☞ X percent (X%) of saltwater anglers purchasing X in the last year visited X website for fishing, shooting and/or hunting entertainment or information in the last three months.

PERCENT OF SALTWATER ANGLERS* BY ANGLING EQUIPMENT PURCHASED AND WEBSITE**

THE WEBSITES LISTED HAVE 1% OR MORE SALTWATER ANGLER USERS. A LIST OF WEBSITES IS LOCATED IN APPENDIX D.

SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

SALTWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									
Magazine Title	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	% of AS Respondents Who Saltwater Fished
% of AS Respondents Who Saltwater Fished									
FACEBOOK (FACEBOOK.COM)									
YOUTUBE (YOUTUBE.COM)									
GOOGLE+									

* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (April 2014 – March 2015).
**Equipment was reported purchased in the last twelve months (April 2014 – March 2015).

APPENDIX A: FREQUENTLY ASKED QUESTIONS (FAQS)

What is the purpose of Southwick Associates' market monitoring services?

HunterSurvey, ShooterSurvey, and AnglerSurvey were created in 2007 to help outdoor businesses and the conservation community better understand trends regarding hunting, fishing and outdoor-related spending and activities. These surveys were designed to provide greater detail on a frequent basis across all types of activities and retail sectors. Private companies use the results to identify their market share, better understand their competitors, learn where consumers are shopping for specific types of products, the prices paid, and more. Others in the outdoor community use these market monitoring services to gain a better understanding of sportsmen and women's preferences, demand shifts, and needs.

Southwick Associates Media Monitor (SAMM), developed in 2010, measures use of outdoor media - namely magazine, television, and internet (social media) in the fishing, hunting and shooting communities, and matches sportsmen's purchasing preferences to specific media programs and titles. SAMM tells us:

- Which media properties have larger audiences,
- The type of hunter, angler and shooter using specific media properties, and
- The purchasing habits of each property's audience.

SAMM is also intended to help manufacturers understand which television programs, magazines and websites reach a greater number of sportsmen interested in their products. SAMM also helps companies better understand the size and interests of specific audiences and monitor audience size trends. ***In short, SAMM helps companies make better informed decisions about their advertising investments.***

What do the results report? What are the limitations?

For the **HunterSurvey, ShooterSurvey and AnglerSurvey**, the results report the percentage of retail transactions. For example, if Brand X is reported to have 15% of the market, this means 15% of all reported transactions purchased Brand X. The results do not report the percentage of sportsmen who bought that product. Some customers may have purchased the same item from several different brands. Also, the results do not report the percent of total dollars commanded by that brand due to price differences across the brands. Southwick Associates can produce custom reports if these other market measures are needed.

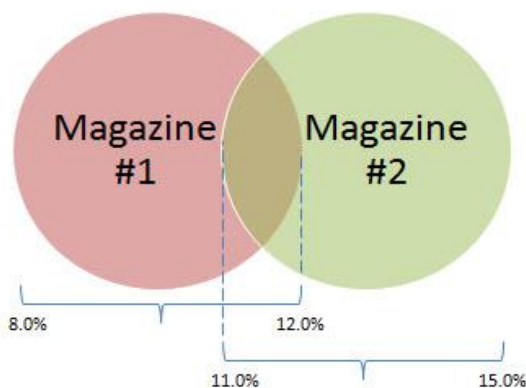
SAMM reports the estimated percentage of hunters, anglers and shooters who watched a specific show or read a specific magazine in the previous 3 months. The major outdoor networks are covered as are the major national and regional publications. Most state and local publications, outdoor television programs appearing only on local stations and many lesser-used websites are not monitored, but could be by utilizing additional customized research.

1. *How precise are the SAMM results?*

Southwick Associates' Market Monitoring Services are based on a series of monthly and quarterly surveys of anglers, hunters and shooters nationwide. Like all surveys that are based on a sample, there is a margin of error associated with the reported results. The user needs to ***be aware of this*** when interpreting the results of this or any survey.

Typically, the margin of error is reported at a specified level of confidence and allows the reader to better understand the results. For example, if the margin of error is "plus or minus 2% at the 95% confidence level," we can be 95% certain that the stated result reflects the true population give or take 2%. To illustrate this point, if two magazines are reported to have

10.0% and 13.0% of the market, we first “draw a range” around each estimate extending 2% in either direction. See the picture below. For the first magazine, the range would be 2% above or below the estimate of 10.0%, which reaches from 8.0% to 12.0%. The interpretation is: “If the survey is conducted over and over, 95% of the time we will find this magazine’s audience to be between 8.0% and 12.0%.” The second magazine’s audience will range between 11.0% and 15.0% 95% of the time. As shown in the picture below, the range for the two properties overlap:



When the ranges overlap, the survey cannot detect a distinct difference in the market shares and the first magazine may in reality have a larger audience than the second. If the two ranges do not overlap, you can be 95% certain that magazine #2 truly has a higher readership. The converse is also true: even when the reported ranges do not overlap there is a 5% chance that the margin of error in the sample is even larger. The margin of error for different types of media used by hunters and shooters in the first quarter of 2015 is presented on page 5.

Southwick Associates makes all possible efforts to report results as accurately as possible. The best interpretations compare the relative differences between the properties ranked and not necessarily the absolute percentages reported for each title or media property.

Why do you report sample sizes? How do I interpret these numbers?

The variation around any survey number is driven in part by the number of people who answered that question. Results based on fewer responses will have greater variation. Readers should use all results of any survey with caution, keeping an eye on the sample size and methods used. As with all surveys, it is important for the reader to use the results with caution, and combine the results with other available information to better understand the market.

What survey methods are used?

These services are based on monthly online panel surveys of anglers, hunters and shooters. The use of survey panels significantly reduces costs by avoiding the need to contact many households to find one active outdoor enthusiast. Our panelists respond out of their own interest and **are not paid** to participate which would risk attracting individuals who are **not active** in the outdoors. The panels permit cost-effective sample sizes that are much larger than possible with phone or mail surveys. As of early 2012, we regularly received close to 9,000 responses to the bimonthly surveys, providing us the ability to report reliable results for many smaller sectors of the outdoor product and media markets.

How are panelists recruited to participate?

Panelists are recruited via an ongoing series of press releases promoting survey results. Each release promotes the survey name (www.HunterSurvey.com, www.ShooterSurvey.com, and www.AnglerSurvey.com). In addition, a series of links are placed on various web sites carefully chosen to represent the wide range of fishing, hunting and shooting activities and interests found in the U.S. We minimize the number of links on commercial websites and increase the number of links on non-advertising website, especially state fish and wildlife agencies sites. To reduce any sourcing bias, results are weighted based on a number of characteristics, as described next.

SAMM's respondents are primarily active, knowledgeable sportsmen and women. The audience is generally not novices or entry-level participants, or lapsed or occasional participants. Media properties targeting these segments are generally not well represented in SAMM results. We are also not in position to fairly rate state resource agency websites based on their high rates of driving traffic to the SAMM survey websites. SAMM compares, rates and assesses the websites, shows and magazines that are commercial in nature rather than non-profit or regulatory.

Are online surveys less accurate than other surveys?

In any survey, especially internet surveys, it is common for respondents to not accurately represent the total population of people you want to study. For example, if someone tried to rank people's favorite soft drinks by surveying people exiting one grocery store, the results would be skewed towards those brands carried by that store. Brands not carried in that store would be rated as poor sellers even though they may be very popular at a near-by store. To overcome biases common to all survey types – including online, phone, mail and in-person surveys – our survey responses are weighted, or adjusted, to reflect the true population of U.S. sportsmen. Characteristics such as sportsmen activities, avidity, age, income, geography and more are used to adjust, or weight, our raw survey data. These adjustment data are obtained from a number of scientific random-based survey sources, including the U.S. Fish and Wildlife Service's National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, a \$12 million dollar survey conducted by the U.S. Census Bureau and the U.S. Fish and Wildlife Service. We also use a random household survey conducted by Southwick Associates, Inc., which is the primary source for sportsmen's expenditures and shooters' weighting data. Every survey asks questions that also appear in the weighting sources to help ensure the weighted results closely align with those from the scientific sources. We developed our proprietary weighting

system in 2005 and have been continually refining it since.

How reliable are internet-based surveys?

All surveys – phone, mail, in-person or online – have some level of bias. None are perfect. Like tools in a tool box, you need to choose the best tool, or survey method, for the job. Online surveys are naturally biased to a degree towards people who are more inclined than others to use the internet. Though efforts are made to minimize this error using the weighting process described in the previous questions, we advise some caution when comparing data regarding the percentage of sales taking place online. Based on tests at Southwick Associates, internet-based sales may be slightly overestimated by 5% to 10%. Weighting efforts successfully account for much of any undue variation in the data. All other results have proven accurate when compared to other data sources such as wholesaler and manufacturer records, the major surveys described earlier and other sources.

Who is Southwick Associates?

For over 25 years, Southwick Associates has been a leader in the field of fish and wildlife statistics and economics. We have worked directly with nearly all state fish and wildlife agencies and major sportsmen-related conservation groups to help advance a greater understanding of how anglers and hunters' expenditures support not just conservation, but also economies. We provide greater insights into outdoor recreation, how to improve outdoor-related business, and enhance sportsmen and women's individual experiences. Southwick Associates works directly with many top outdoor-related companies on customized projects, the results which are kept confidential. We are a major information resource for associations including the National Shooting Sports Foundation, the American Sportfishing Association, Outdoor Industries Association, and the Association of Fish and Wildlife Agencies. We help non-government organizations such as the Recreational Boating and Fishing Foundation, the Theodore Roosevelt Conservation Partnership, Strippers Forever, National Archery in the Schools

program and many more with various tasks such as monitoring market trends, conducting economic and market research, implementing economic development research, evaluating recruitment and retention efforts, and identifying optimal membership development strategies. We also help individual companies understand their place in the market, gain customer feedback on proposed new products and features, refine pricing strategies, and expand sales and profitability. The new media monitor (SAMM) also enables us to act as a marketing and advertising

advisor to media companies, manufacturers, retailers and advertising agencies. On the international front, Southwick Associates has organized projects to quantify the economic returns from sportfishing tourism to various Latin American countries and identify how to increase business, and has helped the U.S. alligator industry open doors into Russia and China. Timely and dependable, Southwick Associates provides the outdoor community with the intelligence needed to improve participation and success.

APPENDIX B: FULL LIST OF MAGAZINE TITLES

Boating Titles

BOAT US MAGAZINE
BOATING
BOATING WORLD

Fishing Titles

AMERICAN ANGLER
BASS ANGLER MAGAZINE
BASS TIMES
BASS WEST
BASSIN'
BASSMASTER (B.A.S.S.)
COASTAL ANGLER
CRAPPIE WORLD
FLORIDA SPORTFISHING
FLY ROD & REEL
FLY TYER
FLYFISH JOURNAL
FLYFISHERMAN
IN-FISHERMAN
NORTH AMERICAN FISHERMAN
ON THE WATER
SALMON TROUT STEELHEADER
SALTWATER SPORTSMAN
SPORTFISHING
TROUT UNLIMITED

Guns/Shooting Titles

AMERICAN HANDGUNNER
AMERICAN RIFLEMAN
AMERICA'S FIRST FREEDOM
COMBAT HANDGUNS
CONCEALED CARRY
DOUBLE GUN JOURNAL
DRAKE
GUN DIGEST
GUN TESTS
GUNHUNTER
GUNS
GUNS & AMMO
GUNS & WEAPONS OF LAW ENFORCEMENT
HANDGUNS
HANDLOADER
RIFLE
RIFLESHOOTER
SHOOTING ILLUSTRATED

SHOOTING TIMES
SHOTGUN NEWS
SPORTING CLAYS

Hunting/Trapping Titles

AMERICAN HUNTER
BEAR HUNTING
BOWHUNTER
BOWHUNTING
BOWHUNTING WORLD
BUCKMASTERS RACK
BUCKMASTERS WHITETAIL
BUGLE
DEER & DEER HUNTING
DELTA WATERFOWL
DUCKS UNLIMITED
EASTMANS HUNTING JOURNAL
GUN DOG
NORTH AMERICAN WHITETAIL
PETERSEN'S BOWHUNTING
PETERSEN'S HUNTING
PHEASANTS FOREVER
PREDATOR XTREME
SPORTS AFIELD
TRAPPER & PREDATOR CALLER
TURKEY CALL
TURKEY COUNTRY
WHITETAIL JOURNAL

Outdoor Titles (with Combined Hunting/Shooting)

ALABAMA OUTDOOR NEWS
FIELD & STREAM
FLORIDA SPORTSMAN
FLW OUTDOORS
FUR-FISH-GAME
GEORGIA OUTDOOR NEWS
LOUISIANA SPORTSMAN
MIDWEST OUTDOORS
MISSISSIPPI SPORTSMAN
NEW YORK OUTDOOR NEWS
OUTDOOR LIFE
PENNSYLVANIA OUTDOOR NEWS
WESTERN OUTDOOR NEWS
WISCONSIN OUTDOOR NEWS
WOODS 'N WATER

**Need information about readers of a
specific magazine? Let us know!**

APPENDIX C: FULL LIST OF TELEVISION PROGRAMS

Fishing Properties

50 PLACES TO FISH BEFORE YOU DIE
BABE WINKLEMAN
BASS 2 BILLFISH
BILL DANCE OUTDOORS
BILL DANCE SALTWATER
CRAPPIE MASTERS TV
FISHING UNIVERSITY
FISHING WITH ROLAND MARTIN
GEORGE POVERMOMO'S WORLD OF SALTWATER FISHING
HANK PARKER'S OUTDOOR MAGAZINE
LINDNER'S FISHING EDGE
MAJOR LEAGUE FISHING
NORTH AMERICAN FISHERMAN
SALTWATER EXPERIENCE
SWEETWATER
THE HUNT FOR BIG FISH
TIMMY HORTON OUTDOORS
WHEELS AND REELS
ZONA'S AWESOME FISHING SHOW

Shooting/Outdoors Properties

3-GUN NATION
GUN IT WITH BENNY SPIES
NRA ALL ACCESS
SHOOTING GALLERY
SHOOTING USA
THE BEST DEFENSE
THE CHOICE WITH RALPH & VICKI
THE GUNFATHER
THE RELUCTANT OUTDOORSMAN
WARDENS

Hunting Properties

ADDICTED TO THE OUTDOORS
AVIAN X
BONE COLLECTOR
BOW MADNESS
BOWHUNTER TV
BOWHUNTING ADDICTION
BUCKMASTERS CLASSICS
CABELA'S AMERICAN ARCHER
DRIVEN WITH PAT & NICOLE
EASTMANS' HUNTING TV
EASTON BOWHUNTING
EXTREME ANGLER
HEARTLAND BOWHUNTER
HUNTING THE COUNTRY
LONG RANGE PURSUIT
MAJOR LEAGUE BOWHUNTER
MATHEWS TV W/DAVE WATSON
MOSSY OAK'S TURKEY THUGS
REALTREE OUTDOORS
REALTREE'S MONSTER BUCKS
RMEF TEAM ELK
TECOMATE WHITETAIL NATION
TED NUGENT SPIRIT OF THE WILD
THE BASS PROS
THE HIT LIST
THE WILD OUTDOORS
TRACKS ACROSS AFRICA
WESTERN EXTREME
WILDGAME NATION
WINCHESTER WORLD OF WHITETAIL

Which television properties are of specific interest to you? We will include them in the next survey.

APPENDIX D: FULL LIST OF WEBSITES/SOCIAL MEDIA SITES/FORUMS

Informational Sites/Organizations

2COOLFISHING (2COOLFISHING.COM)
AMERICAN BASS (AMERICANBASS.COM)
AMERICAN RIFLEMAN (AMERICANRIFLEMAN.ORG)
BASS ANGLERS SPORTSMAN SOCIETY (B.A.S.S.)
(BASSMASTER.COM, BASSRESOURCE.COM)
BASS FAN (BASSFAN.COM)
BLOODY DECKS (BLOODYDECKS.COM)
BOWHUNT OR DIE (BOWHUNTING.COM)
BUCKMASTERS (BUCKMASTERS.COM)
DEER & DEER HUNTING (DEER AND
DEERHUNTING.COM)
DUCKS UNLIMITED (DUCKS.ORG, DU.ORG)
FIELD & STREAM (FIELDANDSTREAM.COM)
FISH HOUND (FISHHOUND.COM)
FISHING LEAGUE WORLDWIDE (FLWOUTDOORS.COM)
FLORIDA SPORTSMAN (FLORIDASPORTSMAN.COM)
IN-FISHERMAN (IN-FISHERMAN.COM)
LAKE LINK (LAKE-LINK.COM)
NATIONAL RIFLE ASSOCIATION (NRA) (NRA.ORG)
NATIONAL SHOOTING SPORTS FOUNDATION (NSSF)
(NSSF.ORG)
NATIONAL WILD TURKEY FEDERATION (NWTF)
(NWTF.ORG)
NORTH AMERICAN FISHING CLUB (FISHINGCLUB.COM)
(NAFC.COM)(FISHING.SCOUT.COM)
NORTH AMERICAN HUNTING CLUB (NAHC)
(HUNTINGCLUB.COM)(HUNTING.SCOUT.COM)
OUTDOOR LIFE (OUTDOORLIFE.COM)
SCOUT LOOK WEATHER (SCOUTLOOKWEATHER.COM)
TACKLE TOUR (TACKLETOUR.COM)
THE FISHING WIRE (THEFISHINGWIRE.COM)
ULTIMATE BASS RESOURCE
(ULTIMATEBASSRESOURCE.COM)
WIDE OPEN SPACES (WIDEOPENSACES.COM)
WIRED 2 FISH (WIRED2FISH.COM)

Retailers/Outfitters

ACADEMY SPORTS & OUTDOORS (ACADEMY.COM)
AR-15 COM (AR-15.COM)
BASS BOAT CENTRAL (BASSBOATCENTRAL.COM)
BASS PRO SHOPS (BASSPRO.COM)
BROWNELLS (BROWNELLS.COM)
CABELA'S (CABELAS.COM)
CHEAPER THAN DIRT (CHEAPERHANDIRT.COM)
GANDER MOUNTAIN (GANDERMOUNTAIN.COM)
GUNBROKER (GUNBROKER.COM)
GUNS & AMMO (GUNSANDAMMO.COM)
GUNS AMERICA (GUNSAMERICA.COM)
MIDWAY USA (MIDWAYUSA.COM)
ORVIS (ORVIS.COM)
SPORTSMAN'S GUIDE (SPORTSMANSGUIDE.COM)
TACKLE WAREHOUSE (TACKLEWAREHOUSE.COM)
TURNER'S OUTDOORSMAN (TURNERS.COM)

Social Media

FACEBOOK (FACEBOOK.COM)
GOOGLE+
TWITTER
YOUTUBE (YOUTUBE.COM)

Forums

ICE FISHING ICESHANTY.COM (ICESHANTY.COM)
MYHUNTING FORUM (MYHUNTINGFORUM.COM)
NORTH AMERICAN FLY FISHING FORUM
(THEFLYFISHINGFORUM.COM)
REFUGE (REFUGEFORUMS.COM)
TEXAS FISHING FORUM (TEXASFISHINGFORUM.COM)
TEXAS HUNTING FORUM (TEXASHUNTINGFORUM.COM)

State Fish & Wildlife Sites

FISH/WILDLIFE AGENCY FOR MY STATE OF RESIDENCE
FISH/WILDLIFE AGENCY FOR A STATE OTHER THAN MY
STATE OF RESIDENCE

Want to delve deeper into what information hunters, shooters and anglers are seeking your website? We'll add your site to the next survey.

APPENDIX E: ITEMS IN EACH PURCHASE CATEGORY

Firearms

Rifles
Shotguns
Muzzleloaders
Handguns
Air Rifles

Ammunition

Rifle Ammunition
Shotgun Ammunition
Handgun Ammunition
Air Rifle Pellets

Optics

Binoculars
Rangefinder
Scope
Spotting Scope
Boresighters
Night Vision
Scope Mount

Hunting Apparel

Shirts
Pants
Jackets
Boots
Vests
Headgear
Gloves
Undergarments
Coveralls
Socks
Waders
Backpacks

Shooting Accessories

Ear Protection
Shooting Glasses
Clays/Clay Pigeons
Targets
Target Throwing Devices
Holsters/Ammunition Belts
Benches and Rests

Hunting Accessories

GPS
Radios
Food Plot Seed
Game Cleaning Supplies
Game Feeders
Game Feed
Lure Scents
Odor Eliminators
Cover Scents
Tree Stands
Hunting Knives
Blinds
Trail Cameras
Game Coolers
Lighting Devices
Game Calls
Decoys

Archery

Bows
Crossbows
Arrows
Broadheads
Arm guards
Bow Cases
Bow Stands
Fletching
Peepsights
Quivers
Releases
Rests
Sights
Silencers
Stabilizers
Strings
Archery Targets
Nocks

Lures

Jigs
Spinner Bait
Hard Bait
Soft Bait
Dough Bait

Tackle

Hooks
Rigs
Sinkers
Leader
Swivels
Bobbers

Fly Fishing

Fly Rods
Fly Reels
Fly Combos
Fly Line
Flies
Fly Leader
Fly Tippet
Fly Rod Cases
Fly Tying Materials
Fly Line Backing
Fly Boxes
Fly Hooks
Fly Nets
Sun Gloves
Fly Tying Tools
Floatant
Strike Indicators
Fly Fishing Apparel
Fly Fishing Books

Fishing Apparel

Footwear
Headgear
Rain Gear
Clothing
Waders
Gloves
Life Jackets
Fishing Vests
Packs