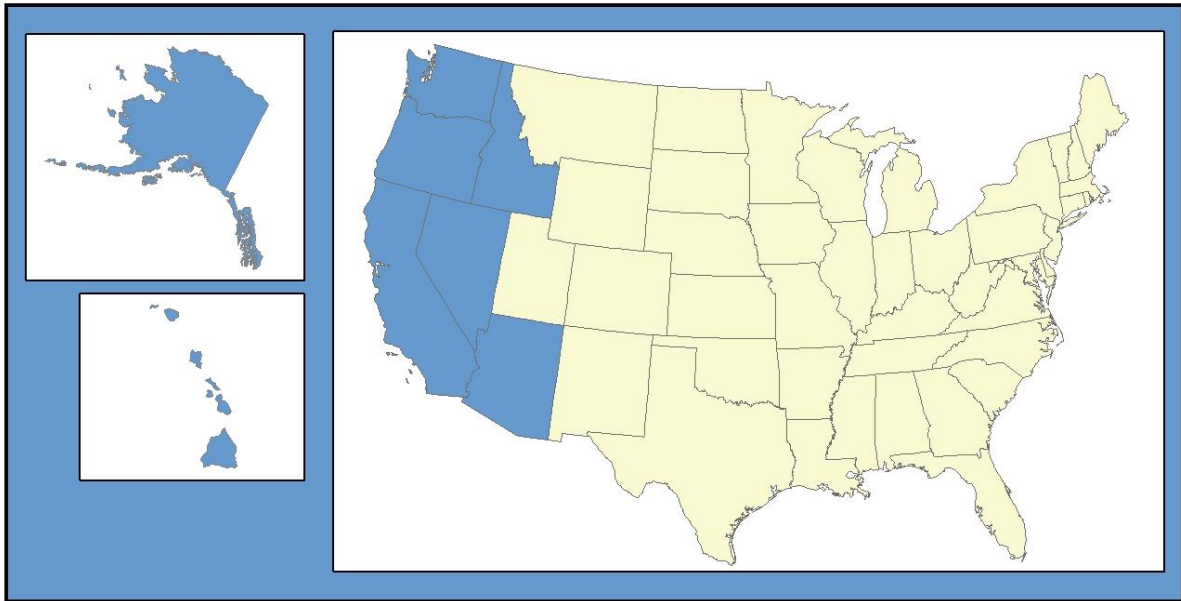


# Angler, Hunter and Shooter Participation, Purchases and Media Usage in the Western Region

2015



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## *Introduction and Background*

This report presents the regional results of the bi-monthly AnglerSurvey.com® and HunterSurvey.com® online consumer panel surveys. These panels, composed of anglers, hunters and shooters across the U.S. who volunteered to participate, is designed to help industry track bi-monthly changes in angler participation, purchases and media usage. This specific report is designed to provide resource agencies and selected media companies with insights that might help them better understand the constituents and customers.

To overcome biases common to online surveys, end results are weighted to reflect the true population of U.S. anglers and hunters. The weighting process is conducted for each bi-monthly period to ensure each survey reflects the general angler and hunter population as accurately as possible. This approach allows for market insights otherwise not feasible to produce. As with all surveys, some level of bias is still expected. Please use the results combined with your best professional judgment.

**States with small sample sizes (fewer than 30 responses) for a given question have been omitted from state breakouts, but remain included in the regional total.**

## Angler Demographics

### Age of Respondents by State in 2015 \*

	AZ	CA	OR	WA	West Region
18 to 24	0.0%	8.8%	0.0%	14.5%	8.5%
25 to 34	57.2%	17.0%	5.8%	2.6%	20.8%
35 to 44	7.5%	15.6%	9.6%	12.7%	13.9%
45 to 54	13.2%	31.6%	30.5%	34.7%	28.8%
55 to 64	8.7%	15.0%	34.4%	19.9%	15.4%
65 and older	13.4%	12.0%	19.8%	15.6%	12.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents to provide an accurate distribution, but were included in the "West Region" total.

### Household Income by State in 2015 \*

	AZ	CA	OR	WA	West Region
Under \$10,000	0.0%	4.0%	0.0%	2.8%	3.2%
\$10,000 to \$19,999	4.6%	3.5%	8.7%	7.8%	4.5%
\$20,000 to \$29,999	5.1%	7.7%	11.3%	21.8%	9.7%
\$30,000 to \$39,999	6.7%	9.4%	23.8%	12.9%	12.3%
\$40,000 to \$49,999	1.4%	1.8%	10.2%	1.5%	2.3%
\$50,000 to \$74,999	1.5%	6.1%	10.5%	8.0%	6.4%
\$75,000 to \$99,999	29.5%	22.8%	20.5%	22.6%	21.9%
\$100,000 to \$149,999	35.8%	26.3%	12.3%	18.3%	24.8%
\$150,000 to \$199,999	14.3%	10.6%	0.0%	4.3%	9.0%
\$200,000 or more	1.1%	8.0%	2.7%	0.0%	5.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents to provide an accurate distribution, but were included in the "West Region" total.

### Education Level by State in 2015 \*

	AZ	CA	OR	WA	West Region
11 years or less	0.0%	.6%	1.1%	0.0%	.5%
12 years	7.8%	14.4%	23.8%	16.1%	16.5%
1-3 years of college	31.2%	45.8%	46.7%	40.6%	41.2%
4 or more years of college	61.0%	39.1%	28.4%	43.3%	41.8%
I prefer not to say	0.0%	.6%	1.1%	0.0%	.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents to provide an accurate distribution, but were included in the "West Region" total.

## Angler Participation

### Freshwater/Saltwater Participation by State in 2015 \*

	AZ	CA	OR	WA	West Region
Freshwater Only	74.9%	24.0%	65.2%	68.2%	38.4%
Saltwater Only	0.0%	35.0%	16.5%	13.9%	28.2%
Both Freshwater and Saltwater	25.1%	41.0%	18.3%	17.9%	33.4%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents who fished to provide an accurate distribution, but were included in the "West Region" total.

### Fishing Methods Used by Freshwater Anglers by State in 2015 \*

	AZ	CA	OR	WA	West Region
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc, including all types of dough baits and other commercially prepared baits)	40.4%	38.0%	44.5%	33.9%	36.9%
Fly fishing	6.8%	17.1%	28.2%	13.7%	17.9%
Fishing with live bait	61.3%	40.8%	19.4%	40.2%	42.0%
Fishing with artificial lures, except flies (includes hard baits, soft baits, jigs and spinners)	96.7%	88.0%	69.8%	75.0%	83.6%
Did not use bait (bowfishing, spearfishing, noodling)	20.0%	1.3%	0.0%	0.0%	3.4%
Other non-conventional baits (including bread, corn, etc)	8.7%	.6%	.6%	7.3%	2.6%
Other	0.0%	.3%	0.0%	1.4%	.3%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents who freshwater fished to provide an accurate distribution, but were included in the "West Region" total.

### Fishing Methods Used by Saltwater Anglers by State in 2015 \*

	CA	West Region
Fishing with dead bait (liver, fish eggs, cut fish, dead shrimp, etc, including all types of dough baits and other commercially prepared baits)	54.5%	57.3%
Fly fishing	2.3%	3.1%
Fishing with live bait	71.5%	68.7%
Fishing with artificial lures, except flies (includes hard baits, soft baits, jigs and spinners)	91.1%	85.2%
Did not use bait (bowfishing, spearfishing, noodling)	1.1%	.9%
Other non-conventional baits (including bread, corn, etc)	0.0%	3.0%

\*Alaska, Arizona, Hawaii, Idaho, Nevada, Oregon, and Washington had too few Angler Survey respondents who saltwater fished to provide an accurate distribution, but were included in the "West Region" total.

## Angler Purchases

### Types of Fishing Equipment Purchased by Anglers by State in 2015 \*

	AZ	CA	OR	WA	West Region
Reel (not fly fishing)	73.3%	42.4%	23.6%	31.5%	41.7%
Rod (not fly fishing)	40.8%	34.9%	32.3%	27.0%	33.7%
Rod/reel accessories and parts (blanks, building and repair equipment, holders, cover, frame, seats, spools, etc )	.8%	19.7%	3.7%	11.9%	16.6%
Combo (rod/reel)	2.6%	7.6%	7.0%	22.0%	8.3%
Lures and baits (hard, soft, spinner, dough, jig, live bait - not fly fishing)	26.1%	81.5%	61.0%	60.1%	72.7%
Fishing line (not fly fishing)	47.0%	67.5%	51.3%	43.5%	61.1%
Terminal tackle (hook, sinker, swivel, rig, bobber, leader)	49.1%	78.4%	60.7%	64.7%	71.0%
Fly fishing tackle and accessories	2.4%	6.7%	24.3%	16.2%	9.3%
Fishing electronics (GPS, sonar, fish finders)	2.4%	6.3%	4.7%	3.7%	5.5%
Ice fishing equipment	0.0%	0.0%	.7%	2.2%	.7%
Fishing apparel	6.0%	34.3%	18.2%	13.6%	27.7%
Other fishing equipment (trolling motor, tackle box, landing nets, bait buckets, aerators, cast nets, scales, grips, measuring devices, knives, hook sharpeners, removers, pliers, stringers)	4.4%	34.3%	22.9%	41.6%	30.0%

\*Alaska, Hawaii, Idaho, and Nevada had too few Angler Survey respondents who fished to provide an accurate distribution, but were included in the "West Region" total.

### Angler Special Topic Questions

The results of the bi-monthly angler general interest and conservation questions are presented below. These questions vary each survey and cover topics of trends, special interest, current legal, environmental, or conservation issues.

#### Number of days you typically freshwater fish in a year

	AZ	CA	OR	WA	WE Region
I don't typically freshwater fish	2.8%	10.8%	0.0%	4.3%	9.5%
1-5 days	4.6%	13.7%	11.6%	9.8%	11.1%
6-10 days	66.7%	16.6%	8.2%	12.7%	20.1%
11-20 days	2.6%	20.0%	29.1%	11.8%	17.7%
21-35 days	10.4%	15.1%	11.0%	36.1%	16.2%
36-50 days	6.6%	9.7%	20.2%	15.1%	11.9%
More than 50 days	6.3%	14.2%	19.9%	10.3%	13.5%

\*Alaska, Hawaii, Idaho and Nevada had too few Angler Survey respondents who fished to provide an accurate distribution, but were included in the "West Region" total.

#### Number of days you saltwater fish in a typical year

	AZ	CA	OR	WA	WE Region
I don't typically saltwater fish	76.8%	9.3%	44.8%	25.4%	23.8%
1-5 days	1.4%	11.8%	28.9%	34.1%	14.1%
6-10 days	18.8%	18.9%	7.0%	10.2%	16.8%
11-20 days	.2%	21.2%	3.7%	10.8%	15.1%
21-35 days	0.0%	16.2%	7.5%	15.3%	12.7%
36-50 days	2.8%	11.2%	6.9%	2.9%	8.3%
More than 50 days	0.0%	11.4%	1.1%	1.3%	9.3%

\*Alaska, Hawaii, Idaho and Nevada had too few Angler Survey respondents who fished to provide an accurate distribution, but were included in the "West Region" total.

## Hunter/Shooter Demographics

### Age of Respondents by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
18 to 24	0.0%	6.4%	0.0%	0.0%	12.8%	0.0%	3.3%	0.0%
25 to 34	22.0%	11.0%	23.6%	24.3%	35.1%	42.5%	29.8%	24.3%
35 to 44	24.3%	13.0%	10.2%	18.4%	11.5%	7.3%	12.6%	18.4%
45 to 54	35.3%	29.4%	36.8%	20.3%	19.4%	27.6%	28.0%	20.3%
55 to 64	9.0%	20.4%	14.5%	15.2%	10.2%	12.0%	13.2%	15.2%
65 and older	9.5%	19.8%	15.0%	21.8%	11.1%	10.6%	13.2%	21.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Hawaii had too few Hunter Survey respondents to provide an accurate distribution, but was included in the "West Region" total.

### Household Income by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
Under \$10,000	5.5%	1.9%	7.0%	7.2%	4.8%	5.1%	1.1%	4.7%
\$10,000 to \$19,999	1.2%	1.9%	2.7%	4.1%	2.5%	7.0%	6.0%	4.2%
\$20,000 to \$29,999	10.3%	2.2%	9.9%	13.7%	19.2%	13.0%	10.9%	10.7%
\$30,000 to \$39,999	28.6%	8.9%	4.2%	8.4%	10.1%	11.0%	16.2%	10.1%
\$40,000 to \$49,999	5.0%	12.2%	8.6%	10.5%	7.5%	10.3%	14.3%	10.4%
\$50,000 to \$74,999	8.3%	23.9%	17.4%	36.8%	18.3%	24.7%	23.4%	22.6%
\$75,000 to \$99,999	13.0%	16.1%	15.4%	10.0%	25.1%	13.6%	11.4%	14.0%
\$100,000 to \$149,999	14.0%	22.1%	20.4%	5.4%	9.2%	12.3%	12.3%	15.3%
\$150,000 to \$199,999	6.3%	4.0%	8.5%	1.9%	2.9%	2.4%	3.3%	4.8%
\$200,000 or more	7.8%	6.8%	5.9%	1.9%	.4%	.6%	1.1%	3.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Hawaii had too few Hunter Survey respondents to provide an accurate distribution, but was included in the "West Region" total.

### Education Level by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
11 years or less	0.0%	.6%	.1%	1.4%	0.0%	3.3%	1.1%	1.2%
12 years	13.0%	9.8%	11.3%	14.7%	19.2%	27.7%	14.2%	15.9%
1-3 years of college	56.6%	47.3%	46.2%	30.2%	34.2%	34.1%	38.8%	40.0%
4 or more years of college	30.4%	42.3%	42.4%	53.7%	46.6%	34.9%	45.9%	43.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Hawaii had too few Hunter Survey respondents to provide an accurate distribution, but was included in the "West Region" total.

## Hunter Participation

### Species Sought by Hunters by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	WE Region
Whitetail deer	0.0%	20.4%	3.6%	31.3%	2.0%	3.8%	22.8%	13.6%
Mule deer, Blacktail, Sitka	21.0%	20.0%	30.0%	61.5%	49.2%	44.6%	40.2%	40.2%
North American non-native deer (axis, fallow)	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%
Elk	0.0%	9.6%	7.2%	54.0%	34.4%	38.4%	32.7%	29.2%
Antelope	0.0%	.7%	.3%	2.0%	5.2%	1.3%	.3%	1.0%
Bison/Buffalo	0.0%	.5%	.5%	.5%	0.0%	0.0%	0.0%	.2%
Moose	59.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%
Caribou	32.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.2%
Sheep, goat	0.0%	.7%	.8%	0.0%	1.9%	0.0%	3.1%	1.1%
Bear	40.1%	4.8%	2.6%	39.4%	1.3%	13.5%	15.9%	15.0%
Turkey	9.3%	14.5%	17.5%	29.5%	1.3%	8.0%	18.9%	15.8%
Alligator	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.1%
Hog (including javelina)	0.0%	23.6%	23.4%	0.0%	2.7%	.7%	.4%	7.5%
Waterfowl (ducks, geese)	11.9%	8.4%	25.2%	5.8%	20.0%	28.4%	29.3%	21.8%
Small game (rabbit, squirrel)	14.8%	43.1%	29.9%	14.5%	22.4%	18.5%	30.1%	25.3%
Dove	2.0%	34.7%	24.8%	27.6%	21.7%	11.2%	11.6%	18.9%
Upland game birds (quail, pheasant, grouse, chukar, woodcock)	2.0%	21.0%	23.3%	42.9%	51.0%	25.2%	12.9%	24.6%
Predator/predator calling (including coyotes)	12.2%	32.6%	15.7%	32.3%	40.0%	26.4%	34.7%	27.8%
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)	4.8%	17.8%	8.4%	29.1%	20.6%	14.6%	8.7%	14.5%
African game	0.0%	2.8%	.7%	0.0%	1.3%	0.0%	.3%	.5%

Hawaii had too few Hunter Survey respondents who hunted to provide an accurate distribution, but were included in the "West Region" total.

### Percent of Hunters Who Hunted Out-of-State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	WE Region
Yes	2.0%	16.6%	8.8%	12.3%	8.0%	6.8%	17.2%	11.3%
No	98.0%	83.4%	91.2%	87.7%	92.0%	93.2%	82.8%	88.7%

\* Hawaii had too few Hunter Survey respondents who hunted to provide an accurate distribution, but were included in the "West Region" total.



## Shooter Participation

### Types of Shooting Activities of Shooters by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
Rifle (plinking, benchrest, tactical, cowboy, etc)	87.7%	84.0%	67.7%	90.0%	79.0%	85.4%	76.3%	78.5%
Handgun (plinking, silhouette, tactical, benchrest, cowboy, etc)	92.7%	85.1%	75.2%	80.3%	80.5%	70.5%	76.2%	76.9%
Bow or Archery	32.7%	17.8%	13.0%	27.8%	32.2%	29.9%	26.0%	23.6%
Air rifle	39.6%	17.3%	17.9%	39.2%	22.2%	10.7%	20.5%	20.2%
Shotgun	16.8%	54.8%	45.8%	42.6%	55.9%	47.0%	36.7%	44.2%
Crossbow	24.1%	1.1%	4.1%	0.0%	1.0%	.4%	5.6%	3.8%
Muzzleloader	6.9%	7.9%	7.8%	6.1%	12.9%	3.6%	14.4%	8.1%
Other	.9%	1.8%	1.8%	.5%	1.3%	.4%	4.3%	1.8%

\*Hawaii had too few Hunter Survey respondents who shot to provide an accurate distribution, but was included in the "West Region" total.

### Percent of Shooters Who Competitively Shot by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
Yes	8.2%	9.4%	11.6%	7.5%	3.7%	9.3%	14.3%	10.5%
No	91.8%	90.6%	88.4%	92.5%	96.3%	90.7%	85.7%	89.5%

\* Hawaii had too few Hunter Survey respondents who shot to provide an accurate distribution, but was included in the "West Region" total.

## Hunter/Shooter Purchases

### Types of Hunting/Shooting Equipment Purchased by Hunters/Shooters by State in 2015\*

	AK	AZ	CA	ID	NV	OR	WA	West Region
Firearms	47.6%	46.9%	45.8%	42.4%	44.4%	50.1%	42.2%	45.8%
Ammunition	88.2%	80.9%	81.9%	74.6%	89.9%	90.0%	81.3%	83.2%
Archery	39.6%	15.5%	21.7%	19.2%	42.3%	19.8%	33.6%	24.7%
Blackpowder	5.5%	7.0%	15.6%	9.1%	13.7%	8.0%	13.6%	11.5%
Optics	65.0%	46.8%	41.0%	25.2%	47.2%	28.4%	42.3%	38.8%
Hand loading equipment	30.8%	35.5%	34.8%	43.6%	41.2%	28.1%	47.5%	37.4%
Clothing and apparel	37.5%	40.7%	37.4%	35.1%	65.8%	51.0%	43.2%	43.0%
Hunting accessories	62.7%	38.9%	37.1%	43.4%	61.4%	37.3%	50.5%	43.0%
Shooting accessories	76.4%	73.6%	57.2%	54.6%	53.5%	58.8%	68.3%	61.8%
Firearm accessories	62.1%	47.2%	51.3%	22.0%	38.3%	38.9%	56.5%	45.7%
Firearm Storage	67.1%	51.2%	53.4%	26.9%	45.3%	36.9%	49.6%	45.8%

\*Hawaii had too few Hunter Survey respondents who shot to provide an accurate distribution, but was included in the "West Region" total.

## Hunter/Shooter Special Topic Questions

The results of the bi-monthly hunter/shooter general interest and conservation questions are presented below. These questions vary each survey and cover topics of trends, special interest, current legal, environmental, or conservation issues.

### Do you have any military experience?

	AK	AZ	CA	ID	NV	OR	WA	WE Region
No, I have no military experience	61.3%	67.6%	69.1%	77.4%	64.6%	83.3%	74.5%	73.0%
Yes, I am currently in active military or as a reservist	4.5%	0.0%	.6%	0.0%	0.0%	0.0%	0.0%	.8%
I was formerly active, but I am no longer active	34.1%	32.4%	30.2%	22.6%	35.4%	16.7%	25.5%	26.1%

\*Hawaii had too few Hunter Survey respondents who hunted to provide an accurate distribution, but were included in the "West Region" total.

### Did you buy a hunting license this year?

	AZ	CA	ID	NV	OR	WA	WE Region
Yes	61.0%	46.8%	70.2%	67.2%	78.7%	54.1%	61.2%
No	24.9%	38.7%	29.8%	28.4%	20.3%	36.1%	30.9%
I plan to	2.3%	11.4%	0.0%	3.1%	0.0%	9.4%	5.1%
I have a lifetime license	11.8%	3.0%	0.0%	1.4%	.9%	.4%	2.7%

\*Alaska and Hawaii had too few Hunter Survey respondents who hunted to provide an accurate distribution, but were included in the "West Region" total.

### Where did you purchase your license?

	AZ	CA	ID	OR	WA	WE Region
Internet	35.7%	46.9%	2.6%	3.3%	33.8%	24.7%
Bait/Tackle Shop or Other Local Shop	11.6%	33.3%	43.3%	21.2%	33.6%	30.5%
Other Retailer	39.7%	12.1%	32.4%	72.7%	29.7%	36.2%
Government office	9.7%	7.6%	21.7%	2.7%	3.0%	8.3%
Other	3.3%	0.0%	0.0%	0.0%	0.0%	.3%

\*Alaska, Nevada, and Hawaii had too few Hunter Survey respondents who hunted to provide an accurate distribution, but were included in the "West Region" total.

## Media Used by Anglers, Hunters and Shooters

### Percent of Western Region Anglers, Hunters and Shooters Used Media for Fishing/Hunting/Shooting Information and Entertainment in 2015

	Anglers	Hunters/Shooters
Books	11.5%	30.7%
Magazines	54.0%	64.1%
Newspaper	15.5%	25.0%
State regulation guides	29.1%	51.6%
Television	38.5%	9.0%
Radio	5.2%	23.1%
Internet / Social media / Smart phones	76.7%	39.6%
Other	0.9%	66.5%
Did not use any media related to fishing, hunting or shooting in the last three months	4.5%	3.9%
Books	11.5%	5.5%

#### Top 10 MAGAZINES Anglers Oct-Dec 2015

	West Region
FIELD AND STREAM	13.1%
AMERICAN RIFLEMAN	11.0%
WESTERN OUTDOOR NEWS	10.2%
BASSMASTER or BASS	10.2%
NORTH AMERICAN FISHERMAN	10.0%
OUTDOOR LIFE	8.5%
AMERICAN HUNTER	7.2%
SALTWATER SPORTSMAN	5.7%
IN FISHERMAN	5.3%
GUNS AND AMMO	4.7%

#### Top 10 MAGAZINES Hunters/Shooters Oct-Dec 2015

	West Region
AMERICAN RIFLEMAN	31.4%
FIELD AND STREAM	24.9%
GUNS AND AMMO	17.7%
AMERICAN HUNTER	17.2%
OUTDOOR LIFE	14.0%
BUGLE	7.2%
HANDLOADER	6.9%
HANDGUNS	6.6%
DUCKS UNLIMITED	5.7%
GUNS	5.6%

#### Top 10 TELEVISION PROGRAMS Anglers Oct-Dec 2015

	West Region
DUCK DYNASTY	16.4%
ALASKAN BUSH PEOPLE	14.1%
THE SCOTT MARTIN CHALLENGE	13.9%
WILD WEST ALASKA	13.2%
IN FISHERMAN	13.2%
BASSMASTERS	13.2%
JIM SHOCKEYS HUNTING ADVENTURES	11.3%
CRUSH WITH LEE AND TIFFANY	11.1%
SHOOTING USA	10.5%
SWAMP PEOPLE	10.4%

#### Top 10 TELEVISION PROGRAMS Hunters/Shooters Oct-Dec 2015

	West Region
DUCK DYNASTY	16.3%
SHOOTING USA	14.9%
JIM SHOCKEYS HUNTING ADVENTURES	13.5%
AMERICAN RIFLEMAN	13.4%
ALASKAN BUSH PEOPLE	11.6%
EASTMANS HUNTING TV	10.5%
LONG RANGE PURSUIT	9.9%
MEATEATER	9.3%
WILD WEST ALASKA	9.2%
THE BEST DEFENSE	9.1%