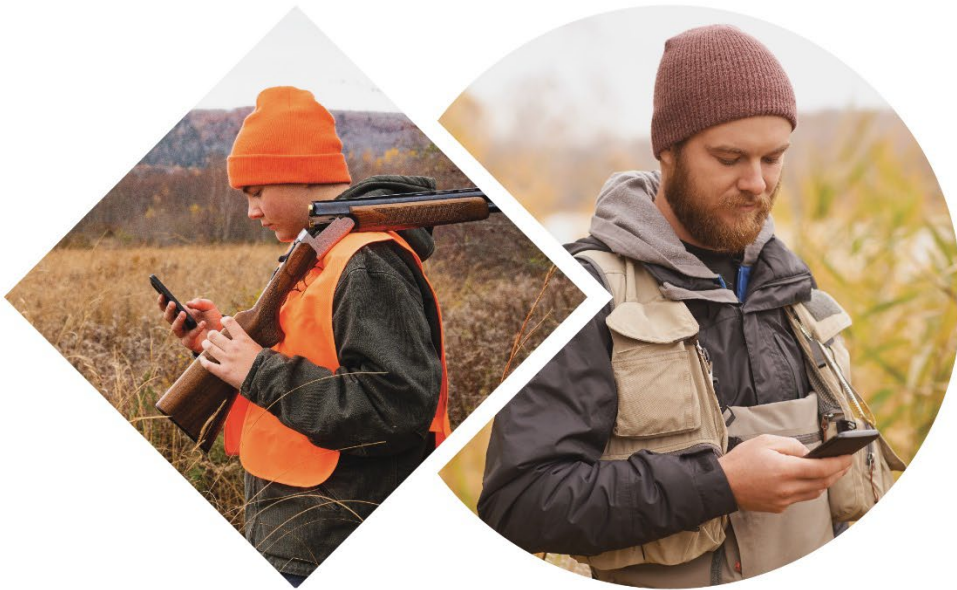


# SAMPLE



## Southwick Associates **Media Monitor**

Media Usage Statistics for Anglers | Hunters | Shooters



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**For any questions, or suggestions for improvement, please contact Nancy Bacon**  
**[nancy@southwickassociates.com](mailto:nancy@southwickassociates.com)**).

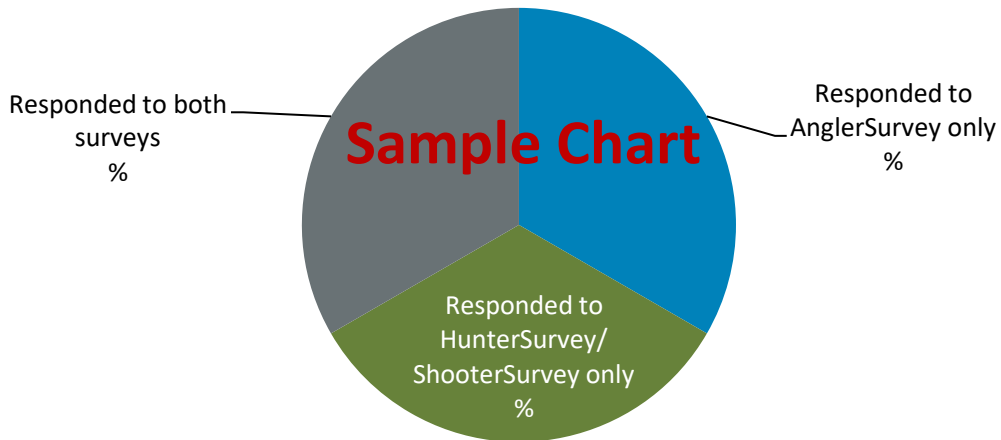
## INTRODUCTION AND METHODS

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, podcasts, and the 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 January 9, 2024 to 24,934 individuals registered to participate in AnglerSurvey.com®, ShooterSurvey.com® and HunterSurvey.com®. The survey remained open until January 26th, 2024. The focus of this survey was the fourth quarter (October 1st through December 31st) of 2023. All questions asked of participants reflected that time. A total of 1,580 responses were collected, for a 6.3% response rate. The responses 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. Of the total number of responses, 1,432 responses were able to be weighted and used in this report. This survey will continue to run quarterly. The next round of survey invitations will be distributed via email in April 2024.

## Distribution of SAMM Respondents (N=)



### SURVEY STATISTICS

Number of Invitations Sent	
Number of Observations (completed surveys)	
Response Rate	
Number of Useable Complete 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 Freshwater &/or Saltwater Fishing 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 – OCTOBER THROUGH DECEMBER 2023 HUNTER/SHOOTERS**

Rank:	Media	Results	Sample Size	Lower Limit	Upper Limit
	Books	%	N=	%	%
	Internet / Social media / Smart phones				
	Magazines				
	Newspaper				
	Other				
	Podcasts				
	Radio				
	State regulation guides				
	Streaming services				
	Television				

**RELIABILITY OF RESPONSES REGARDING TYPES OF MEDIA USED TO ACCESS OUTDOOR (FISHING, HUNTING, SHOOTING) INFORMATION – OCTOBER THROUGH DECEMBER 2023 ANGLERS**

Rank:	Media	Results	Sample Size	Lower Limit	Upper Limit
	Books	%	N=	%	%
	Internet / Social media / Smart phones				
	Magazines				
	Newspaper				
	Other				
	Podcasts				
	Radio				
	State regulation guides				
	Streaming services				
	Television				

## *AnglerSurvey.com®, ShooterSurvey.com® and HunterSurvey.com®*

At the end of every quarter, Southwick Associates, Inc. surveys 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](mailto: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 2023 Q1 survey)”

“ABC Hunting show was the #1 ranked show for purchasers of archery equipment. (Southwick Associates 2023 Q1 survey)”

“23.6% of all respondents who hunted in the last year watched ABC Hunting Show from January through March 2023”.

#### **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:

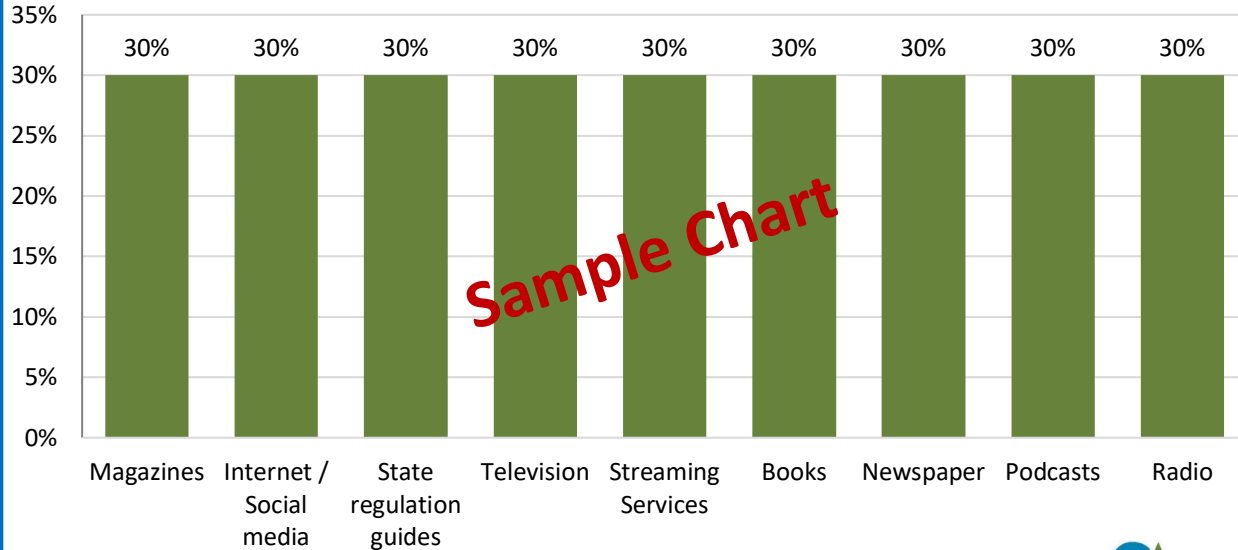
- Demographic break-outs: gender, age, income, education, state, or region
- Shooting activity break-outs: handgun, rifle, or shotgun shooting; also, competitive shooting
- Fishing activity break-outs: freshwater species, saltwater species, places fished from (canoe, kayak, land/pier/dock/wading, powerboat, 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, crossbow, crossbow bolt)
  - **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 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:** Please contact Nancy Bacon at [nancy@southwickassociates.com](mailto:nancy@southwickassociates.com) for details.



**MEDIA USAGE OF HUNTERS AND SHOOTERS**

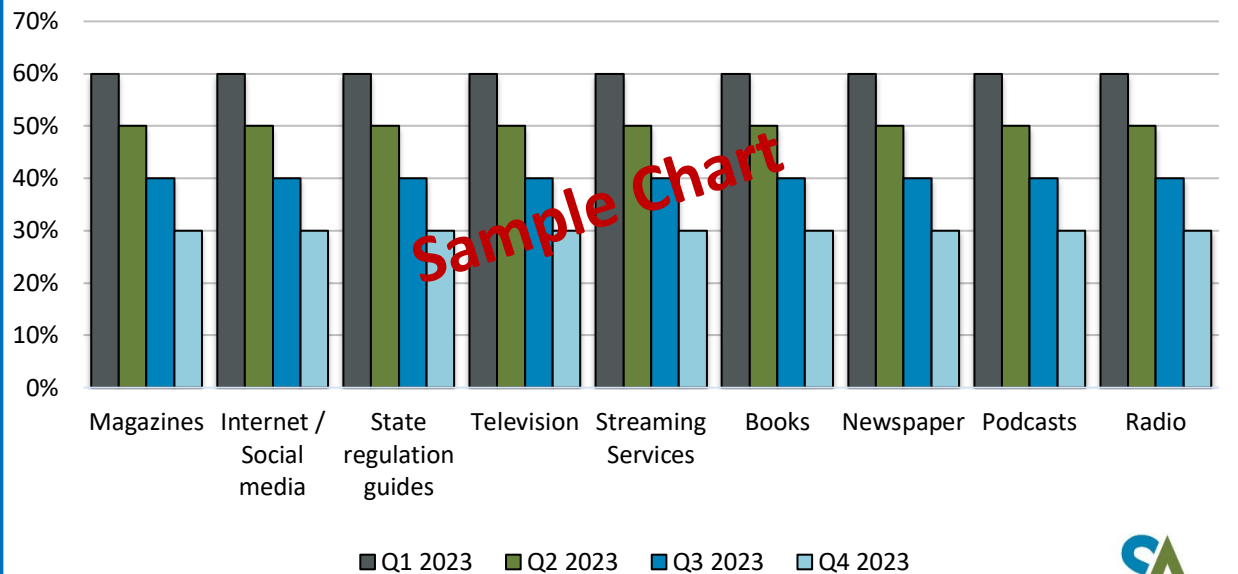
**Hunters' and Shooters' Preferred Outdoor Media\*  
October - December 2023**



\*by HunterSurvey/ShooterSurvey respondents who hunted or shot during the past year or who regularly hunt or shoot



**Hunters' and Shooters' Preferred Outdoor Media\*  
by Quarter**

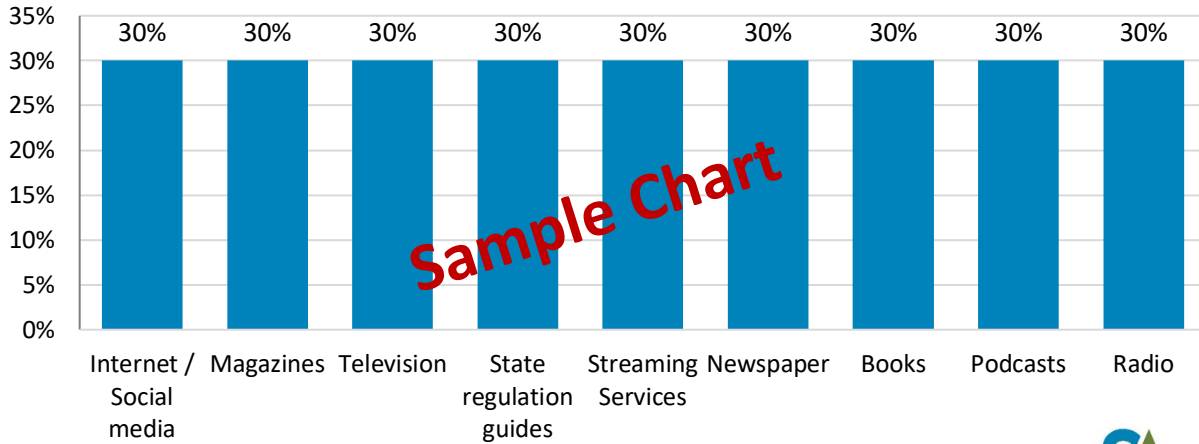


\*by HunterSurvey respondents who hunted or shot during the past year or regularly hunt or shoot



## MEDIA USAGE OF ANGLERS

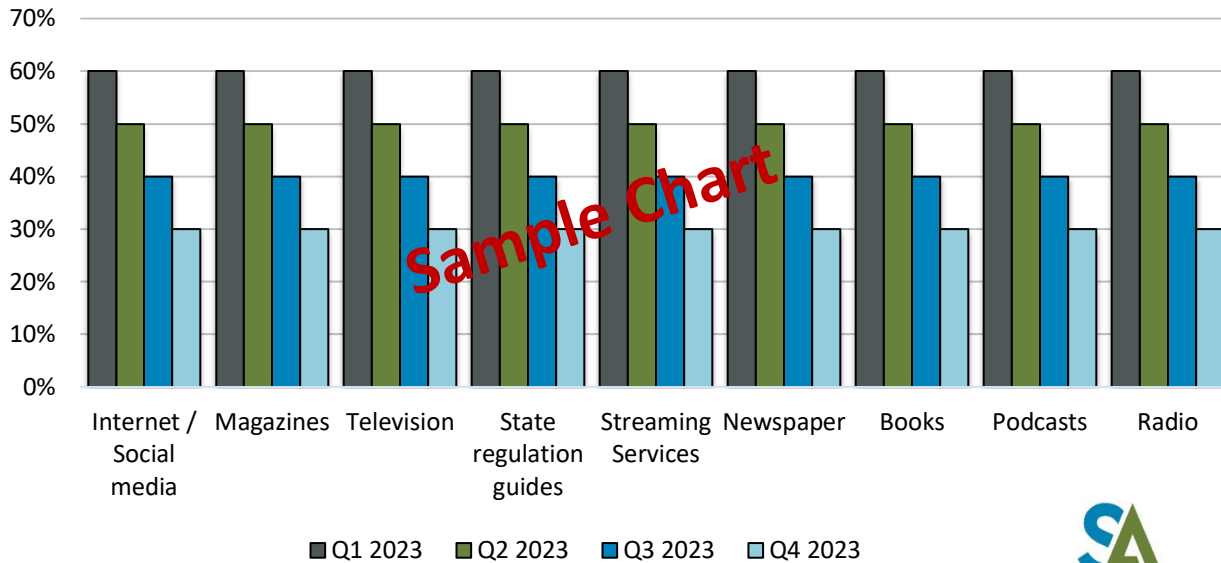
### Anglers' Preferred Outdoor Media\* October - December 2023



\*by AnglerSurvey respondents who fished during the past year or who regularly fish



### Anglers' Preferred Outdoor Media\* by Quarter



\*by AnglerSurvey respondents who fished during the past year or regularly fish

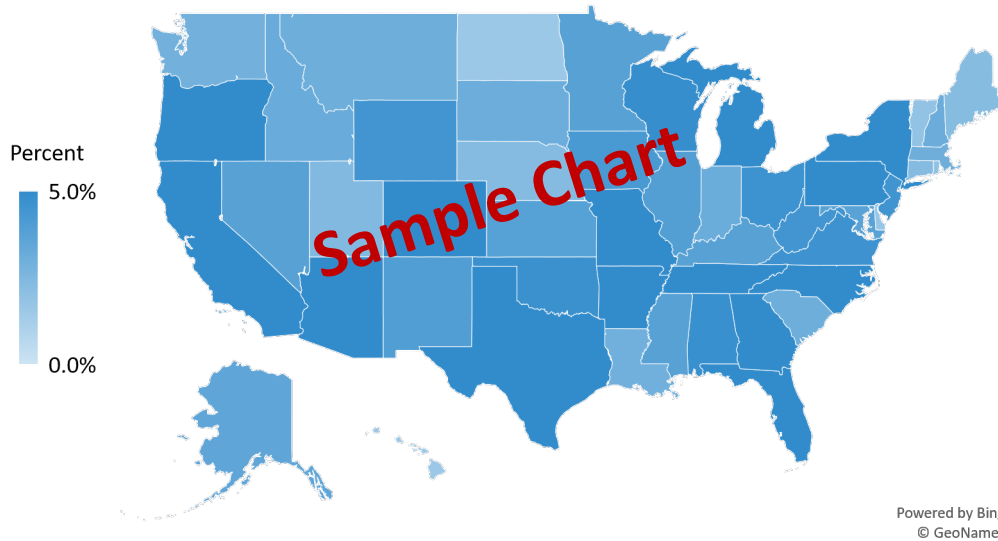


## STATE REGULATION GUIDES BY HUNTERS AND SHOOTERS

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=).

#### Percent of Hunting/Shooting State Regulation Readers



### 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*
State 1	%	%
State 2		
State 3		
State 4		
State 5		
State 6		
State 7		
State 8		
State 9		
State 10		
State 11		
State 12		
State 13		
State 14		
State 15		
Total	N=	N=

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

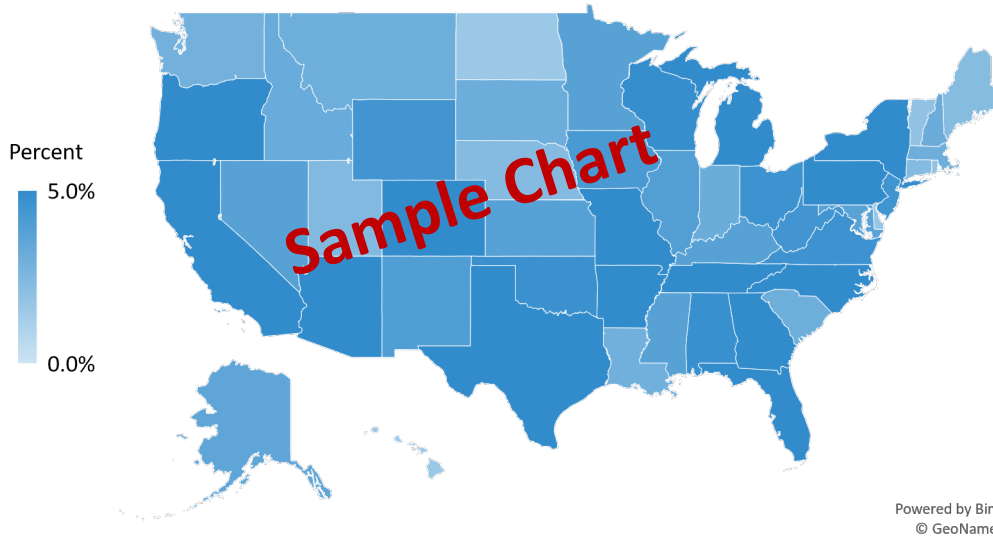
\*\*Percent of all hunter/shooter respondents who claimed to have read a state regulation guide in the last three months.

## 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=)

#### Percent of Angling State Regulation Readers



### 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*
State 1	%	%
State 2		
State 3		
State 4		
State 5		
State 6		
State 7		
State 8		
State 9		
State 10		
State 11		
State 12		
State 13		
State 14		
State 15		
Total	N=	N=

\*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:

- “TITLE 1” (X% ± X%) has a statistically higher ( $\alpha=.XX$ ) readership among HunterSurvey/ ShooterSurvey respondents that hunted in the last year than “TITLE 10” (X% ± X%).

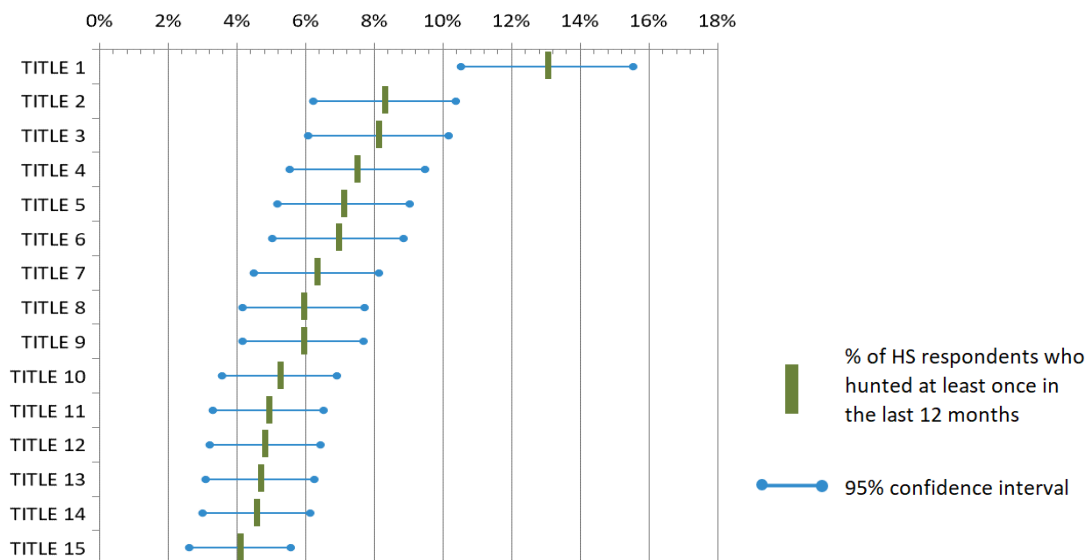
### TOP 15 RANKED MAGAZINES BY PERCENT OF HUNTERS\*

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

Magazine Title	% of HS Respondents Who Hunt*	Lower CL	Upper CL
TITLE 1	%	%	%
TITLE 2			
TITLE 3			
TITLE 4			
TITLE 5			
TITLE 6			
TITLE 7			
TITLE 8			
TITLE 9			
TITLE 10			
TITLE 11			
TITLE 12			
TITLE 13			
TITLE 14			
TITLE 15			

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 (January 2023 - December 2023).



Below is an example of how to interpret this table:

- ☞ X percent (X%) of responding hunters of any kind read "MAGAZINE TITLE" in the last three months, and X% of responding deer hunters read this magazine.

**PERCENT OF HUNTERS\* BY HUNTING ACTIVITY AND MAGAZINE TITLE**

**MAGAZINES LISTED HAVE MORE THAN 1.5% HUNTER READERSHIP. A FULL LIST OF TITLES IS IN APPENDIX B.**

HUNTERS BY ACTIVITY & 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**
Magazine Title		%	%	%	%
MAGAZINE TITLE					
MAGAZINE TITLE					
MAGAZINE TITLE					
MAGAZINE TITLE					
MAGAZINE TITLE					
MAGAZINE TITLE					
MAGAZINE TITLE					
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MAGAZINE TITLE					
MAGAZINE TITLE					
Total		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 (January 2023 – December 2023) \*\*Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting deer, turkey or waterfowl at least once in the last twelve months (January 2023 – December 2023).

Below is an example of how to interpret this table:

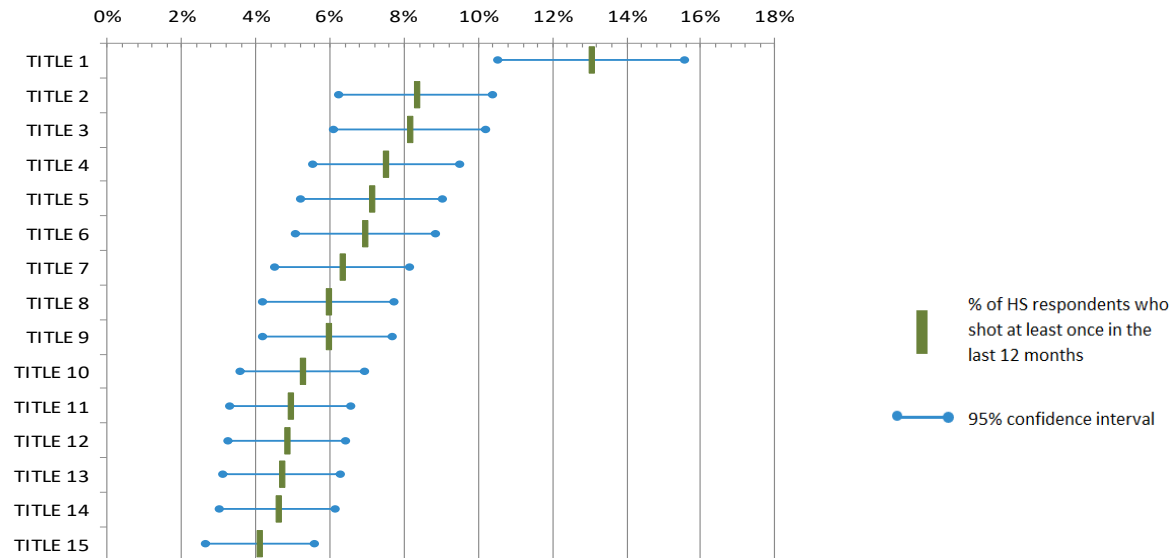
☞ "Title 1" (XX.X% ± X.X) has a statistically higher ( $\alpha=.XX$ ) readership among HunterSurvey/ ShooterSurvey respondents who hunted in the last year than "Title 5" (X.X% ± X.X).

**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
TITLE 1	%	%	%
TITLE 2			
TITLE 3			
TITLE 4			
TITLE 5			
TITLE 6			
TITLE 7			
TITLE 8			
TITLE 9			
TITLE 10			
TITLE 11			
TITLE 12			
TITLE 13			
TITLE 14			
TITLE 15			

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 (January 2023 - December 2023).



Below is an example of how to interpret this table:

X percent (X%) of respondents who shot a shotgun at least once in the last year read “MAGAZINE TITLE” at least once in the last three months.

**PERCENT OF SHOOTERS\* BY SHOOTING ACTIVITY AND MAGAZINE TITLE**

**MAGAZINES LISTED HAVE MORE THAN 1.5% SHOOTER READERSHIP. A FULL LIST OF TITLES IS IN APPENDIX B.**

<b>SHOOTERS BY ACTIVITY &amp; MAGAZINE TITLE</b>				
<b>Magazine Title</b>	<b>% of HS Respondents Who Shot*</b>	<b>% of HS Respondents Who Shot Rifle**</b>	<b>% of HS Respondents Who Shot Handgun**</b>	<b>% of HS Respondents Who Shot Shotgun**</b>
MAGAZINE TITLE	%	%	%	%
MAGAZINE TITLE				
MAGAZINE TITLE				
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MAGAZINE TITLE				
MAGAZINE TITLE				
<b>Total number of responses</b>	<b>N=</b>	<b>N=</b>	<b>N=</b>	<b>N=</b>

*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. \*\*Individuals who responded to HunterSurvey, ShooterSurvey and reported rifle shooting, handgun shooting, or shotgun shooting at least once in the last twelve months (January 2023 – December 2023).*



Below is an example of how to interpret this table:

☞ "TITLE 1" ( $X\% \pm X$ ) has a statistically higher ( $\alpha=.XX$ ) readership among anglers that fished in the last year than "TITLE 8" ( $X\% \pm X$ ).

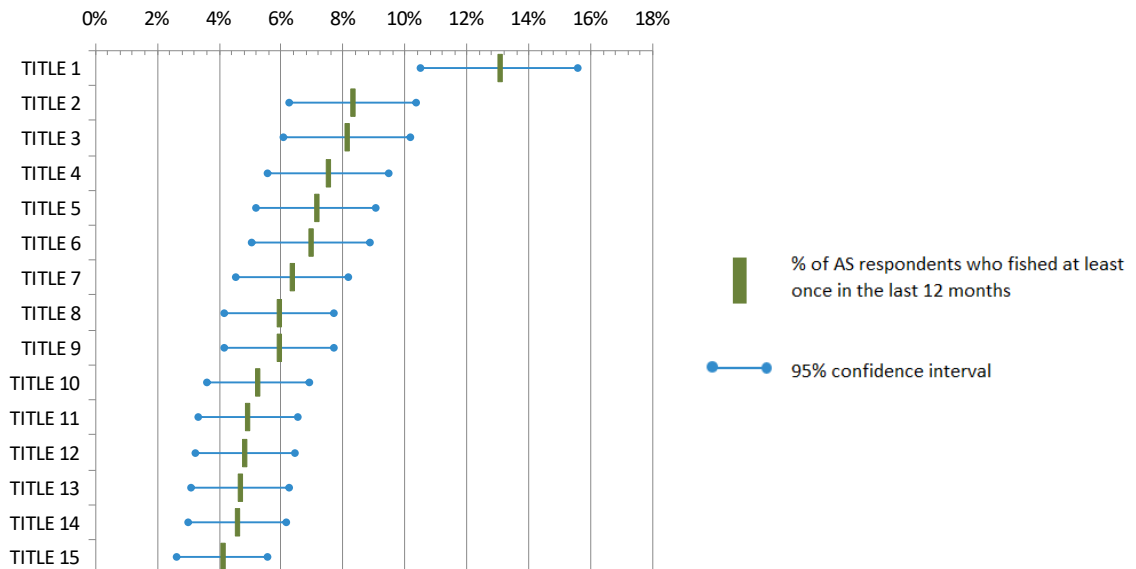
**TOP 15 RANKED MAGAZINES BY PERCENT OF ANGLERS\***

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

Magazine Title	% of AS Respondents Who Fished*	Lower CL	Upper CL
TITLE 1	%	%	%
TITLE 2			
TITLE 3			
TITLE 4			
TITLE 5			
TITLE 6			
TITLE 7			
TITLE 8			
TITLE 9			
TITLE 10			
TITLE 11			
TITLE 12			
TITLE 13			
TITLE 14			
TITLE 15			

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 (January 2023 - December 2023)





## TELEVISION NETWORKS AVAILABLE AND VIEWED BY HUNTING, SHOOTING, AND ANGLING ACTIVITY OF RESPONDENT

Those who said that they viewed outdoor television in the last 3 months were asked which networks were available to view in their homes with their current television package and which channels they recently viewed.

Below is an example of how to interpret this table:

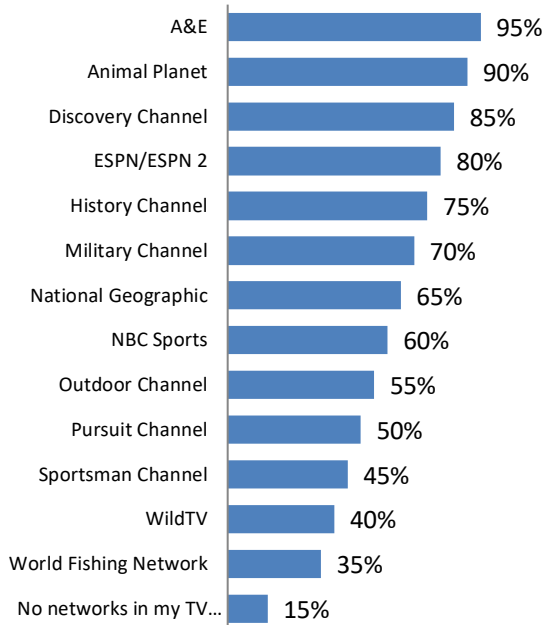
- Of those hunters and shooters who watched outdoor television in the last 3 months, X% had the “Outdoor Channel” available as a network in their home package and X% viewed the network for hunting/shooting/fishing entertainment.

### NETWORKS AVAILABLE IN SUBSCRIPTION PACKAGE VERSUS THOSE VIEWED FOR OUTDOOR PROGRAMMING. \*REPORTED AS PERCENT OF HUNTER/SHOOTERS AND ANGLERS WHO VIEWED OUTDOOR PROGRAMMING

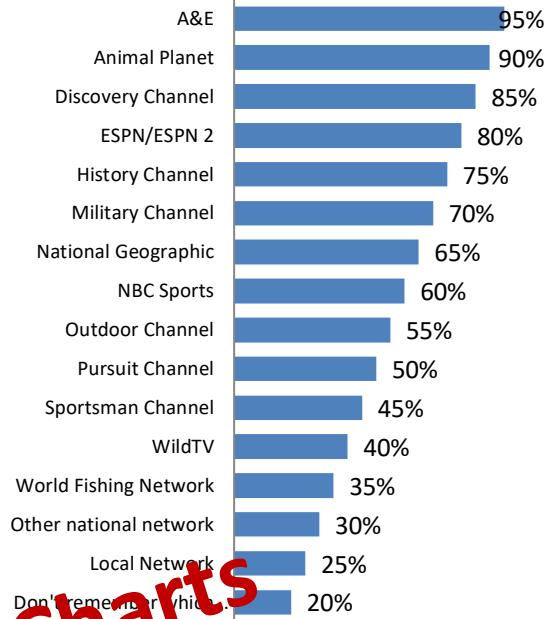
Network	Hunters/Shooters		Anglers	
	Networks in package	Networks viewed	Networks in package	Networks viewed
A&E	%	%	%	%
Animal Planet				
Bally Sports Sun/Bally Sports Florida				
Discovery Channel				
ESPN/ESPN 2				
History Channel				
Military Channel				
National Geographic				
NBC Sports				
Outdoor Channel				
Pursuit Channel				
Sportsman Channel				
WildTV				
World Fishing Network				
Other National Network				
Local Network				
Don't remember which network				
No networks in my TV package				
Total number of respondents	N=	N=	N=	N=

\*Networks could have been viewed away from home, resulting in a higher percentage of sportsmen who viewed a network but did not have it available in their home.

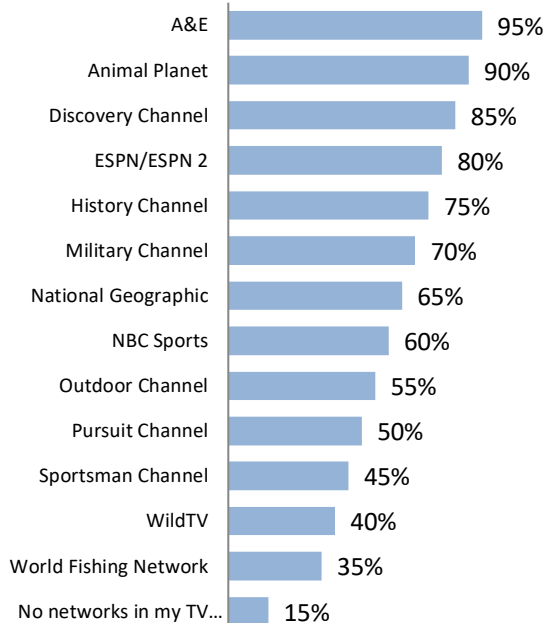
### Television Networks Available to Hunters/Shooters Oct - Dec 2023



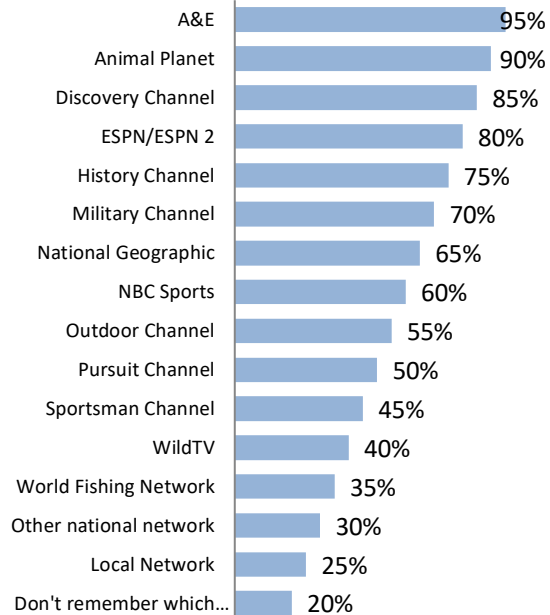
### Television Networks Viewed by Hunters/Shooters Oct - Dec 2023



### Television Networks Available to Anglers Oct - Dec 2023



### Television Networks Viewed by Anglers Oct - Dec 2023



\*Networks could have been viewed away from home, resulting in a higher percentage of sportsmen who viewed a network but did not have it available in their home.

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.

## TELEVISION PROGRAMS BY HUNTING, SHOOTING, AND ANGLING ACTIVITY

Below is an example of how to interpret this table:

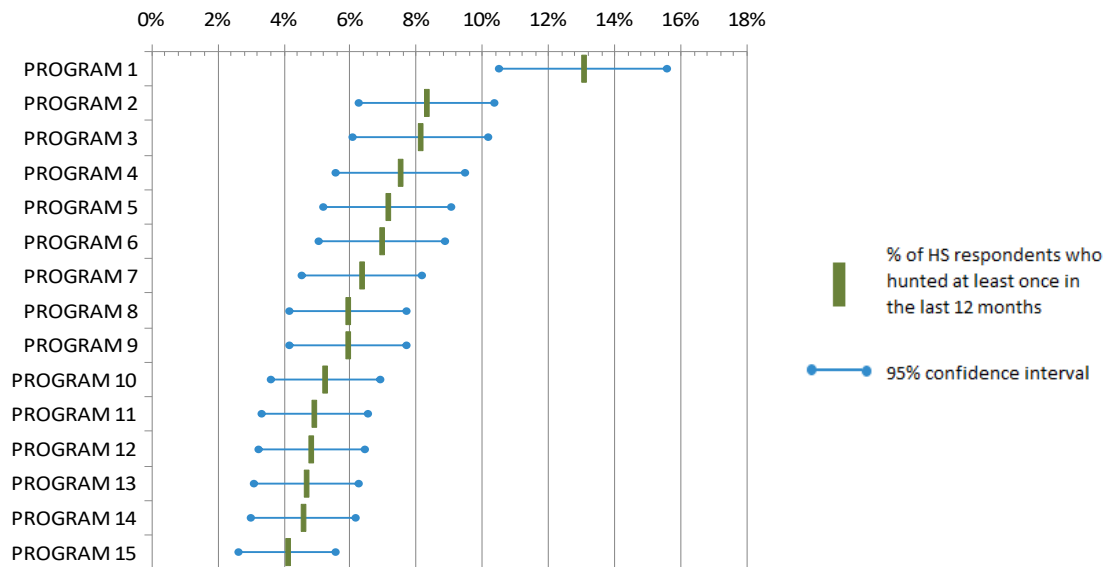
☞ “PROGRAM 2” (X% ± X) does not have a statistically higher viewership among hunting respondents than “PROGRAM 3” (X% ± X).

### TOP 15 RANKED TELEVISION PROGRAMS BY PERCENT OF HUNTERS

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

Program	% of HS Respondents Who Hunt*	Lower CL	Upper CL
PROGRAM 1	%	%	%
PROGRAM 2			
PROGRAM 3			
PROGRAM 4			
PROGRAM 5			
PROGRAM 6			
PROGRAM 7			
PROGRAM 8			
PROGRAM 9			
PROGRAM 10			
PROGRAM 11			
PROGRAM 12			
PROGRAM 13			
PROGRAM 14			
PROGRAM 15			

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 (January 2023 - December 2023).



Below is an example of how to interpret this table:

☞ X percent (X.X%) of responding deer hunters watched “TELEVISION PROGRAM” in the last three months.

**PERCENT OF HUNTERS\* BY HUNTING ACTIVITY AND TELEVISION PROGRAM**

**THE PROGRAMS LISTED HAVE 3.0% OR MORE HUNTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.**

HUNTERS BY ACTIVITY & TELEVISION PROGRAM	% of HS Respondents Who Hunted*	% of HS Respondents Who Hunted Deer**	% of HS Respondents Who Hunted Turkey**	% of HS Respondents Who Hunted Waterfowl**
TELEVISION PROGRAM	%	%	%	%
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
TELEVISION PROGRAM				
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 (January 2023 – December 2023). \*\*Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting deer, turkey or waterfowl at least once in the last twelve months (January 2023 – December 2023).*

Below is an example of how to interpret this table:

☞ “PROGRAM 1” (X.X% ± X.X) does not have a significantly higher viewership than “PROGRAM 5” (X.X% ± X.X).

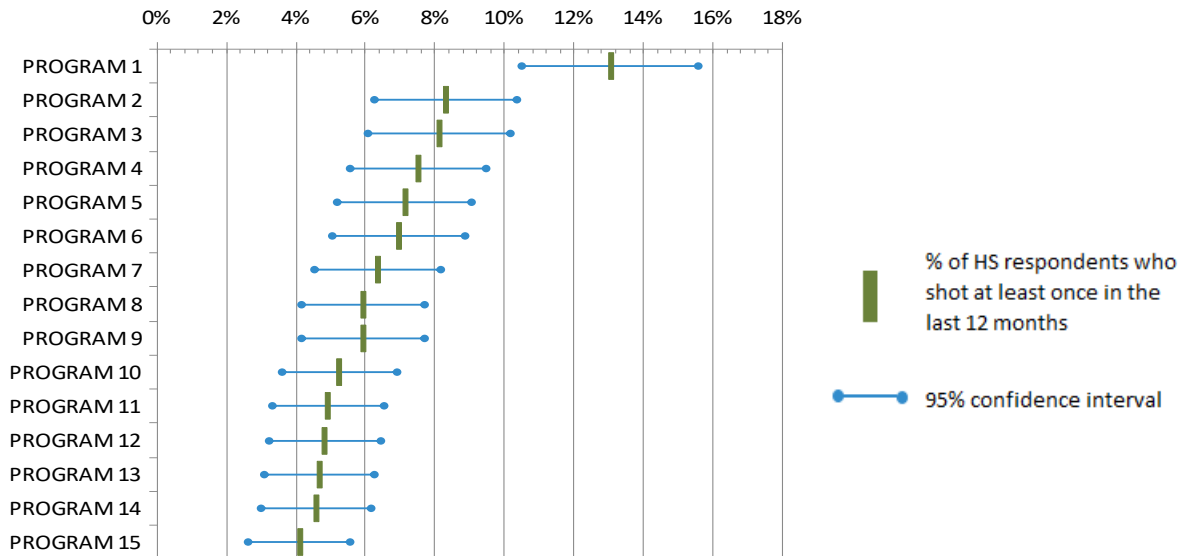
**TOP 15 RANKED TELEVISION PROGRAMS BY PERCENT OF SHOOTERS\***

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

Program	% of HS Respondents Who Shot*	Lower CL	Upper CL
PROGRAM 1	%	%	%
PROGRAM 2			
PROGRAM 3			
PROGRAM 4			
PROGRAM 5			
PROGRAM 6			
PROGRAM 7			
PROGRAM 8			
PROGRAM 9			
PROGRAM 10			
PROGRAM 11			
PROGRAM 12			
PROGRAM 13			
PROGRAM 14			
PROGRAM 15			

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 (January 2023 - December 2023).







Below is an example of how to interpret this table:

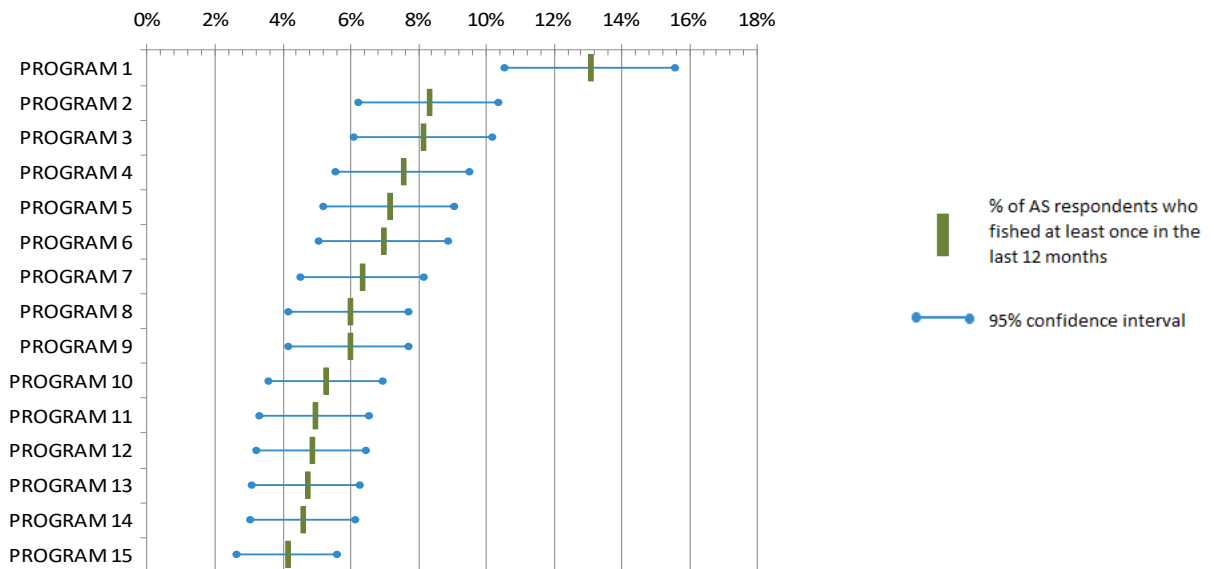
☞ “PROGRAM 1” (X.X% ± X.X) has a statistically higher viewership than “PROGRAM 2” (X.X% ± X.X).

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

Program	% of AS Respondents Who fished*	Lower CL	Upper CL
PROGRAM 1	%	%	%
PROGRAM 2			
PROGRAM 3			
PROGRAM 4			
PROGRAM 5			
PROGRAM 6			
PROGRAM 7			
PROGRAM 8			
PROGRAM 9			
PROGRAM 10			
PROGRAM 11			
PROGRAM 12			
PROGRAM 13			
PROGRAM 14			
PROGRAM 15			

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 (January 2023 - December 2023).







## MEDIA “DIGGING DEEPER” QUESTIONS

**How often do you watch YouTube for hunting/fishing/shooting?**

Watching Frequency	Hunters	Shooters	Anglers
Rarely, less than once a month	%	%	%
Once or twice a month			
About once a week			
More than once a week			
I don't know			
Total*	N=	N=	N=

**What type of videos related to hunting/fishing/shooting do you watch?**

Video Type	Hunters	Shooters	Anglers
Non-professionals (home videos) hunting/fishing/shooting	%	%	%
How-to videos			
Product reviews			
Professionals hunting/fishing/shooting			
TV programs (complete or partial episodes)			
Informational/political/talk show style			
Comedy/blooper videos			
Fish and Wildlife agency produced videos			
Competitions			
Other			
I don't know			
Total*	N=	N=	N=

**Of the magazines you read in the last 3 months, which is your preferred outdoor magazine to read?**

Magazines	Hunters
TITLE 1	%
TITLE 2	
TITLE 3	
TITLE 4	
TITLE 5	
Total*	N=

Magazines	Shooters
TITLE 1	%
TITLE 2	
TITLE 3	
TITLE 4	
TITLE 5	
Total*	N=

Magazines	Anglers
TITLE 1	%
TITLE 2	
TITLE 3	
TITLE 4	
TITLE 5	
Total*	N=

**Do you subscribe to the magazine described above?**

	Hunters	Shooters	Anglers
Yes	%	%	%
No			
Total	N=	N=	N=

**When you read your favorite magazine, is it typically print or digital format?**

	Hunters	Shooters	Anglers
Print	%	%	%
Digital			
Both print and digital			
I have no preference			
Total	N=	N=	N=

## STREAMING SERVICES BY HUNTING, SHOOTING, AND ANGLING ACTIVITY

This section explores understand how sportspeople are using streaming services to access outdoor content. Streaming was broken down into three “levels”: devices, platforms, and channels. Devices are the hardware used to stream content, platforms are the software that allows access to many types of content (e.g. Netflix, YouTube TV), and channels another type of software that shows programs typically from one production group. All choices presented to respondents are presented in the tables below.

Below is an example of how to interpret this table:

- ☞ XX percent (X.X%) of all respondents who target shot at least once in the last year have used a Smart TV to stream outdoor content in the past three months.

### DEVICES USED TO STREAM CONTENT BY HUNTERS, SHOOTERS, AND ANGLERS

Type of Device	Hunters *	Shooters*	Anglers**
Amazon Fire TV	%	%	%
Apple TV			
Google Chromecast			
Mobile phone or Tablet			
Roku			
Smart TV ( LG, Samsung, Vizio)			
Video Game Console (Playstation, XBOX, Nintendo, etc )			
Web Browser			
Other			
Total	N=	N=	N=

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting or shooting at least once in the last twelve months (January 2023 - December 2023). \*\* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

- ☞ XX percent (X.X%) of all respondents who used a device to stream outdoor content and fished at least once in the last year used a “device” most often to stream outdoor content during the past three months.

### DEVICE USED MOST OFTEN TO STREAM CONTENT BY HUNTERS, SHOOTERS, AND ANGLERS

Type of Device	Hunters *	Shooters*	Anglers**
Amazon Fire TV	%	%	%
Apple TV			
Google Chromecast			
Mobile phone or Tablet			
Roku			
Smart TV ( LG, Samsung, Vizio)			
Web Browser			
Other - Write In			
Total	N=	N=	N=

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting or shooting at least once in the last twelve months (January 2023 - December 2023). \*\* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

XX percent (X.X%) of all respondents who hunted at least once in the last year streamed outdoor content on YouTube TV in the past three months.

**PERCENT OF HUNTERS, SHOOTERS, AND ANGLERS USING STREAMING PLATFORMS**

Platform Name	Hunters *	Shooters*	Anglers**
Amazon Prime Video	%	%	%
Fubo			
Hulu			
Netflix			
Other - Write In			
Sling TV			
VUDU			
YouTube TV			
Total	N=	N=	N=

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting, or shooting at least once in the last twelve months (January 2023 - December 2023). \*\* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ X percent (X%) of all responding hunters stream MeatEater.

**PERCENT OF HUNTERS, SHOOTERS, AND ANGLERS VIEWING STREAMING CHANNELS**

Channel Name	Hunters *	Shooters*	Anglers**
Bowhunting.com			
Carbon TV			
Deer & Deer Hunting TV			
Did not watch any outdoor-related streaming channels			
ESPN			
Field & Stream			
FishFlicks TV			
Hunt Channel TV			
MeatEater			
MyOutdoor TV (MOTV)			
Other - Write In			
Outdoor Action TV			
Outdoor Adventure Network (OAN)			
Outdoor America			
Outdoor Channel			
Outdoor Life			
Outdoors.com			
Outside TV+			
Pursuit Up TV			
Sport Fishing			
Sportsman Channel			
Waypoint TV			
Wild TV			
Women's Outdoor Network			
World Fishing Network			
<b>Total</b>	<b>N=</b>	<b>N=</b>	<b>N=</b>

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting or shooting at least once in the last twelve months (January 2023 - December 2023). \*\* Individuals who responded to AnglerSurvey and reported fishing at least once in the last twelve months (January 2023 - December 2023).





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\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (January 2023 - December 2023).

\*\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting deer, turkey, or waterfowl at least once in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

- ☞ XX percent (XX%) of responding handgun shooters accessed WEBSITE NAME for hunting/shooting/fishing information, entertainment, or gear in the last three months.

**PERCENT OF SHOOTERS\* BY SHOOTING ACTIVITY AND WEBSITE**

THE WEBSITES BELOW WERE ACCESSED BY 2% OR MORE SHOOTERS. A FULL LIST OF WEBSITES OFFERED AS OPTIONS IS LOCATED IN APPENDIX D.

**SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.**

<b>WEBSITE NAME (http address)</b>	<b>% of HS Respondents Who Shot*</b>	<b>% of HS Respondents Who Shot Rifle**</b>	<b>% of HS Respondents Who Shot Handgun**</b>	<b>% of HS Respondents Who Shot Shotgun**</b>
WEBSITE NAME (WITH ADDRESS)	%	%	%	%
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
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WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
WEBSITE NAME (WITH ADDRESS)				
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 (January 2023 - December 2023). \*\*Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting rifle, handgun, or shotgun at least once in the last twelve months (January 2023 - December 2023).



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

*\*Responses are multiple selection and can total over 100%*

## SOCIAL MEDIA QUESTIONS: WHO ARE THE INFLUENCERS?

Beginning in 2018, the Southwick Associates Media Monitor began asking about influencers whose accounts users have followed or accessed in the past three months within and across four different social media platforms: Facebook, Instagram, Twitter, and YouTube. The results are presented here. A complete list of profiles can be found in Appendix G.

### FACEBOOK INFLUENCERS

Hunters	
Total % of Hunters Who Use Facebook	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFLUENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Shooters	
Total % of Shooters Who Use Facebook	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFLUENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Freshwater Anglers	
Total % of Freshwater Anglers Who Use Facebook	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFLUENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Saltwater Anglers	
Total % of Saltwater Anglers Who Use Facebook	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFLUENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

## TWITTER INFLUENCERS

Hunters	
Total % of Hunters Who Use Twitter	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Shooters	
Total % of Shooters Who Use Twitter	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Freshwater Anglers	
Total % of Freshwater Anglers Who Use Twitter	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Saltwater Anglers	
Total % of Saltwater Anglers Who Use Twitter	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

## YOUTUBE INFLUENCERS

Hunters	
Total % of Hunters Who Use YouTube	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Shooters	
Total % of Shooters Who Use YouTube	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Freshwater Anglers	
Total % of Freshwater Anglers Who Use YouTube	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Saltwater Anglers	
Total % of Saltwater Anglers Who Use YouTube	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	



## INSTAGRAM INFLUENCERS

Hunters	
Total % of Hunters Who Use Instagram	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Shooters	
Total % of Shooters Who Use Instagram	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Freshwater Anglers	
Total % of Freshwater Anglers Who Use Instagram	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

Saltwater Anglers	
Total % of Saltwater Anglers Who Use Instagram	%
INFLUENCER 1	
INFLUENCER 2	
INFLUENCER 3	
INFULENCER 4	
INFLUENCER 5	
INFLUENCER 6	
INFLUENCER 7	
INFLUENCER 8	
INFLUENCER 9	
INFLUENCER 10	
INFLUENCER 11	
INFLUENCER 12	
INFLUENCER 13	
INFLUENCER 14	
INFLUENCER 15	

## PODCASTS

Beginning in 2018, the Southwick Associates Media Monitor began asking about podcast listenership. The podcasts below were accessed by hunters and/or shooters within the past three months. A full list of podcasts offered as options is located in appendix F.

Below is an example of how to interpret this table:

👉 XX percent (XX%) of hunters/shooters who listened to podcasts listened to "PODCAST" in the last three months.

## HUNTERS AND SHOOTERS WHO LISTENED TO PODCASTS

### HOW DID YOU ACCESS PODCASTS?

How Hunters/Shooters Accessed Podcasts <i>(Multiple Selection)</i>	% of Hunters/ Shooters Who Listened to Podcasts
% of Hunters/shooters who Listened to Podcasts	%
An app on my smartphone	
Downloaded directly from podcast webpage	
Google Play	
iTunes	
Spotify	
Other - Write In	

### WHICH PODCASTS HAVE YOU LISTENED TO IN THE PAST 3 MONTHS?

Top 15 Podcasts That Hunters/Shooters Accessed	% of Hunters/ Shooters Who Listened to Podcasts
PODCAST 1	%
PODCAST 2	
PODCAST 3	
PODCAST 4	
PODCAST 5	
PODCAST 6	
PODCAST 7	
PODCAST 8	
PODCAST 9	
PODCAST 10	
PODCAST 11	
PODCAST 12	
PODCAST 13	
PODCAST 14	
PODCAST 15	

Beginning in 2018, the Southwick Associates Media Monitor began asking about podcast listenership. The podcasts below were accessed by anglers within the past three months. A full list of podcasts offered as options is in appendix F.

Below is an example of how to interpret this table:

☞ XX percent (X.X%) of all anglers who listened to podcasts accessed them through Spotify.

## ANGLERS WHO LISTENED TO PODCASTS

### HOW DID YOU ACCESS PODCASTS?

How Anglers Accessed Podcasts <i>(Multiple Selection)</i>	% of Anglers Who Listened to Podcasts
% of Anglers who Listened to Podcasts	%
An app on my smartphone	
Downloaded directly from podcast webpage	
Google Play	
iTunes	
Spotify	
Other - Write In	

### WHICH PODCASTS HAVE YOU LISTENED TO IN THE PAST 3 MONTHS?

Top 15 Podcasts That Anglers Accessed	% of Anglers Who Listened to Podcasts
PODCAST 1	%
PODCAST 2	
PODCAST 3	
PODCAST 4	
PODCAST 5	
PODCAST 6	
PODCAST 7	
PODCAST 8	
PODCAST 9	
PODCAST 10	
PODCAST 11	
PODCAST 12	
PODCAST 13	
PODCAST 14	
PODCAST 15	

## 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:

XX (XX%) of responding hunters who made at least one archery purchase in the last year read “MAGAZINE TITLE” sometime in the past three months.

**PERCENT OF HUNTERS\* BY HUNTING/SHOOTING EQUIPMENT PURCHASED\*\* AND MAGAZINE TITLE  
MAGAZINES LISTED HAVE MORE THAN 2.5% HUNTER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.  
\*\*\*REPORTED AS A PERCENT OF HUNTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT**

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	%	%	%	%	%	%	%	N=
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
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MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								

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
MAGAZINE TITLE								
MAGAZINE TITLE								

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX (XX%) percent of hunters who purchased firearms in the last year watched “TELEVISION PROGRAM” at least once in the past three months.

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

THE PROGRAMS LISTED HAVE 3.0% OR MORE HUNTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.

\*\*\*REPORTED AS A PERCENT OF RESPONDING HUNTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT

HUNTERS WHO WATCHED TELEVISION AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT								
Program 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	%	%	%	%	%	%	%	N=
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
TELEVISION PROGRAM								
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TELEVISION PROGRAM								
TELEVISION PROGRAM								

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting and equipment purchase at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX percent (XX%) of responding hunters who purchased optics equipment in the last year visited WEBSITE at least once in the last three months.

**PERCENT OF HUNTERS\* BY HUNTING/SHOOTING EQUIPMENT PURCHASED\*\* AND WEBSITE**

THE WEBSITES LISTED HAVE MORE THAN 3.0% HUNTER USERS. A LIST OF WEBSITES IS IN APPENDIX D.

\*\*\*REPORTED AS A PERCENT OF RESPONDING HUNTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT

**SOCIAL MEDIA SITES ARE HIGHLIGHTED**

HUNTERS WHO VISITED WEBSITES AND PURCHASED HUNTING &/OR SHOOTING EQUIPMENT	Website Title	Firearms Purchasers	Ammunition Purchasers	Optics Purchasers	Archery Purchasers	Hunting Apparel	Hunting Accessories	Shooting Accessories	% of HS Respondents Who Hunted
						Purchasers	Purchases	Purchases	%
	% of HS Respondents Who Hunted	%	%	%	%	%	%	%	N=
	WEBSITE TITLE (AND ADDRESS)								
	WEBSITE TITLE (AND ADDRESS)								
	WEBSITE TITLE (AND ADDRESS)								
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	WEBSITE TITLE (AND ADDRESS)								
	WEBSITE TITLE (AND ADDRESS)								

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported hunting at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

## 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:

☞ XX (XX%) percent of responding shooters who purchased ammunition in the past year read “MAGAZINE TITLE” in the past three months.

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

MAGAZINES LISTED HAVE 2.0% OR MORE SHOOTER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.

\*\*\*REPORTED AS A PERCENT OF RESPONDING SHOOTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT

SHOOTERS WHO READ MAGAZINES 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								N=
% of HS Respondents Who Shot								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
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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
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								
MAGAZINE TITLE								

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX percent (XX%) of responding shooters who purchased hunting accessories in the last year watched “PROGRAM TITLE” in the last three months.

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

**THE PROGRAMS LISTED HAVE 2.5% OR MORE SHOOTER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.**

**\*\*\*REPORTED AS A PERCENT OF RESPONDING SHOOTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT**

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

\* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

- XX percent (XX%) of shooters who purchased hunting accessories in the last year visited WEBSITE TITLE for fishing, shooting and/or hunting entertainment or information in the past three months.

**PERCENT OF SHOOTERS\* BY HUNTING/SHOOTING EQUIPMENT PURCHASED\*\* AND WEBSITE**

THE WEBSITES LISTED HAVE 4% OR MORE SHOOTER USERS. A LIST OF WEBSITES IS IN APPENDIX D.

\*\*\*REPORTED AS A PERCENT OF SHOOTERS WHO PURCHASED EACH TYPE OF HUNTING &/OR SHOOTING EQUIPMENT  
 SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

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
Website Title	%	%	%	%	%	%	%	N=
% of HS Respondents Who Shot	%	%	%	%	%	%	%	N=
WEBSITE TITLE (WITH ADDRESS)								
WEBSITE TITLE (WITH ADDRESS)								
WEBSITE TITLE (WITH ADDRESS)								
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\* Individuals who responded to HunterSurvey, ShooterSurvey and reported shooting at least once in the last twelve months (January 2023 - December 2023).  
\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

## 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:

XX percent (XX%) of freshwater anglers who purchased fly fishing gear in the last year read "MAGAZINE TITLE" in the last three months.

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

**MAGAZINES LISTED HAVE 1.5% OR MORE FRESHWATER ANGLER READERSHIP. A FULL LIST OF MAGAZINE TITLES IS IN APPENDIX B.**

**\*\*\*REPORTED AS A PERCENT OF RESPONDING FRESHWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT**

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

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	
MAGAZINE TITLE									
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\* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX percent (XX%) of responding freshwater anglers who purchased rod/reel combos in the last year watched “TELEVISION PROGRAM” in the last three months.

**PERCENT OF FRESHWATER ANGLERS\* BY ANGLING EQUIPMENT PURCHASED\*\* AND TELEVISION PROGRAM**

**THE PROGRAMS LISTED HAVE 3.0% OR MORE FRESHWATER ANGLER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.**

**\*\*\*REPORTED AS A PERCENT OF RESPONDING FRESHWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT**

FRESHWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT Television Program	Reel	Rod	Rod/Reel	Lure	Line	Tackle	Fly Fishing	Fishing	% of AS
	Purchasers	Purchasers	Combo Purchasers	Purchasers	Purchasers	Purchases	Purchases	Apparel Purchases	Respondents Who Freshwater Fished
% of AS Respondents Who Freshwater Fished	%	%	%	%	%	%	%	%	N=
TELEVISION PROGRAM									
TELEVISION PROGRAM									
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<b>FRESHWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT Television Program</b>	<b>Reel Purchasers</b>	<b>Rod Purchasers</b>	<b>Rod/Reel Combo Purchasers</b>	<b>Lure Purchasers</b>	<b>Line Purchasers</b>	<b>Tackle Purchases</b>	<b>Fly Fishing Purchases</b>	<b>Fishing Apparel Purchases</b>	<b>% of AS Respondents Who Freshwater Fished</b>
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									

\* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX percent (XX%) of freshwater anglers who purchased rods in the last year accessed WEBSITE for outdoor-related information, entertainment and/or gear in the last three months.

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

**THE WEBSITES LISTED HAVE 3.0% OR MORE FRESHWATER ANGLER USERS. A LIST OF WEBSITES IS IN APPENDIX D.**

**\*\*\*REPORTED AS A PERCENT OF FRESHWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT**

**SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.**

FRESHWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT	Website									% of AS Respondents Who Freshwater Fished
	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	%	N=
% of AS Respondents Who Freshwater Fished	%	%	%	%	%	%	%	%	%	
WEBSITE (WITH ADDRESS)										
WEBSITE (WITH ADDRESS)										
WEBSITE (WITH ADDRESS)										
WEBSITE (WITH ADDRESS)										
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FRESHWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Freshwater Fished
Website	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
WEBSITE (WITH ADDRESS)									
WEBSITE (WITH ADDRESS)									
WEBSITE (WITH ADDRESS)									

\* Individuals who responded to AnglerSurvey and reported freshwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

## 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:

☞ XX percent (XX%) of saltwater anglers who purchased reels in the last year read “MAGAZINE TITLE” 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.

\*\*\*REPORTED AS A PERCENT OF RESPONDING SALTWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT

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 Purchasers	Fly Fishing Purchasers	Fishing Apparel Purchases	
% of AS Respondents Who Saltwater Fished	%	%	%	%	%	%	%	%	N=
MAGAZINE TITLE									
MAGAZINE TITLE									
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MAGAZINE TITLE									

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	
MAGAZINE TITLE									
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MAGAZINE TITLE									

\* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

☞ XX percent (XX%) of responding anglers who purchased a reel in the last year watched “TELEVISION PROGRAM” in the last three months.

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

**THE PROGRAMS LISTED HAVE 2.0% OR MORE SALTWATER ANGLER VIEWERSHIP. A FULL LIST OF TELEVISION PROGRAMS IS IN APPENDIX C.**

**\*\*\*REPORTED AS A PERCENT OF SALTWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT**

<b>SALTWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT</b>										<b>% of AS Respondents Who Saltwater Fished</b>
<b>Television Program</b>	<b>Reel Purchasers</b>	<b>Rod Purchasers</b>	<b>Rod/Reel Combo Purchasers</b>	<b>Lure Purchasers</b>	<b>Line Purchasers</b>	<b>Tackle Purchases</b>	<b>Fly Fishing Purchases</b>	<b>Fishing Apparel Purchases</b>		
<b>% of AS Respondents Who Saltwater Fished</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>N=</b>
TELEVISION PROGRAM										
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SALTWATER ANGLERS WATCHED TELEVISION AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Saltwater Fished
Television Program	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									
TELEVISION PROGRAM									

\* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

Below is an example of how to interpret this table:

- ☞ XX percent (XX%) of reporting saltwater anglers that purchased apparel in the past year visited “WEBSITE’ for fishing, shooting and/or hunting entertainment or information in the first quarter of 2023.

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

THE WEBSITES LISTED HAVE 1.5% OR MORE SALTWATER ANGLER USERS. A LIST OF WEBSITES IS IN APPENDIX D.

\*\*\*REPORTED AS A PERCENT OF RESPONDING SALTWATER ANGLERS WHO PURCHASED EACH TYPE OF ANGLING EQUIPMENT

SOCIAL MEDIA SITES HAVE BEEN HIGHLIGHTED.

SALTWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Saltwater Fished
Website	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	%	%	%	%	%	%	%	%	N=
WEBSITE									
WEBSITE									
WEBSITE									
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SALTWATER ANGLERS WHO USED WEBSITES AND PURCHASED ANGLING EQUIPMENT									% of AS Respondents Who Saltwater Fished
Website	Reel Purchasers	Rod Purchasers	Rod/Reel Combo Purchasers	Lure Purchasers	Line Purchasers	Tackle Purchases	Fly Fishing Purchases	Fishing Apparel Purchases	
WEBSITE									
WEBSITE									
WEBSITE									
WEBSITE									
WEBSITE									
WEBSITE									
WEBSITE									

\* Individuals who responded to AnglerSurvey and reported saltwater fishing at least once in the last twelve months (January 2023 - December 2023).

\*\*Equipment was reported purchased in the last twelve months (January 2023 - December 2023).

## 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 the use of outdoor media - namely magazines, television, and the 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.

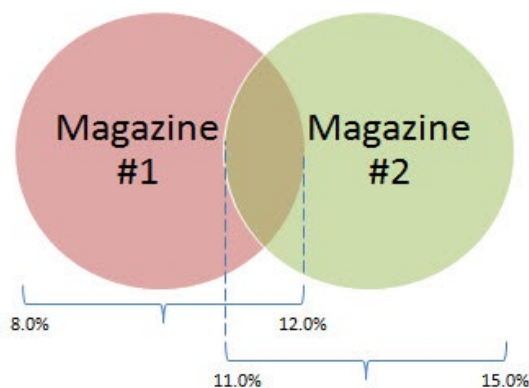
**SAMM reports** the estimated percentage of hunters, anglers and shooters who watched a specific show or read a specific magazine in the previous 3 months. The major outdoor networks are covered as are the major national and regional publications. Most state and local publications, outdoor television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

### *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 second quarter of 2015 is presented on page 5.

Southwick Associates makes all 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](http://www.HunterSurvey.com), [www.ShooterSurvey.com](http://www.ShooterSurvey.com), and [www.AnglerSurvey.com](http://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 several 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 several 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 more than 30 years, Southwick Associates has been a leader in the field of fish and wildlife market and economic research. We have worked directly with state fish and wildlife agencies and major sportsmen-related conservation groups to help advance a greater understanding of how anglers and hunters' expenditures support conservation and economies. We provide insights about outdoor recreation, how to improve outdoor-related business, and how to enhance sportsmen and women's individual experiences. Southwick Associates works directly with many top outdoor-related companies on custom 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

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Recreational Boating and Fishing Foundation, the Theodore Roosevelt Conservation Partnership, Stripers 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 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

### Bowhunting/Archery Titles

BOWHUNTING  
BOWHUNTER  
PETERSEN'S BOWHUNTING  
BOWHUNTING WORLD

### Fishing Titles

AMERICAN ANGLER  
BASS ANGLER MAGAZINE  
BASS TIMES  
BASSMASTER or BASS  
COASTAL ANGLER  
FLORIDA SPORTFISHING  
FLY TYER  
FLYFISH JOURNAL  
FLYFISHERMAN  
IN-FISHERMAN  
ON THE WATER  
SALMON TROUT STEELHEADER  
SALT WATER SPORTSMAN  
SPORTFISHING  
THE FISHERMAN  
TROUT UNLIMITED

### Guns/Shooting Titles

AMERICAN HANDGUNNER  
AMERICAN RIFLEMAN  
AMERICA'S FIRST FREEDOM  
COMBAT HANDGUNS  
CONCEALED CARRY  
DOUBLE GUN JOURNAL  
DRAKE  
GUN DIGEST  
GUNHUNTER  
GUNS  
GUNS AND AMMO  
HANDGUNS  
HANDLOADER  
RIFLE  
RIFLESHOOTER

SHOOTING ILLUSTRATED  
SHOOTING TIMES  
SHOTGUN NEWS  
SHOTGUN SPORTS MAGAZINE

### Hunting/Trapping Titles

AMERICAN HUNTER  
BEAR HUNTING  
BUCKMASTERS RACK  
BUCKMASTERS WHITETAIL  
BUGLE  
DEER AND DEER HUNTING  
DELTA WATERFOWL  
DUCKS UNLIMITED  
EASTMAN'S HUNTING JOURNAL  
GUN DOG  
JAKE'S COUNTRY MAGAZINE  
NORTH AMERICAN WHITETAIL  
PETERSEN'S HUNTING  
PHEASANTS FOREVER  
PREDATOR XTREME  
SPORTS AFIELD  
TRAPPER AND PREDATOR CALLER  
TURKEY COUNTRY  
WHITETAIL JOURNAL

### Outdoor Titles (with combined Hunting/Shooting)

ALABAMA OUTDOOR NEWS  
THE BACKWOODSMAN  
FIELD AND STREAM  
FLORIDA SPORTSMAN  
FLW BASS FISHING  
FUR FISH GAME  
GEORGIA OUTDOOR NEWS  
LOUISIANA SPORTSMAN  
MIDWEST OUTDOORS  
MISSISSIPPI SPORTSMAN  
NEW YORK OUTDOOR NEWS  
OUTDOOR LIFE  
OUTDOOR NEWS  
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

A FISHING STORY WITH RONNIE GREEN  
ADDICTED TO THE OUTDOORS  
ADDICTIVE FISHING  
ADRENALINE  
ADVENTURE BOWHUNTER  
ALASKA FISHING PARADISE  
ALASKA: THE LAST FRONTIER  
ALASKAN BUSH PEOPLE  
AMERICAN ARCHER  
AMERICAN RIFLEMAN  
AMERICANA OUTDOORS  
ARCHERS CHOICE WITH RALPH AND VICKI  
AVIAN X  
BASS 2 BILLFISH  
BASSMASTERS  
BEARDED BUCK  
BECOME 1  
BEYOND THE HUNT  
BIG WATER ADVENTURES  
BILL DANCE OUTDOORS  
BILL DANCE SALTWATER  
BONE COLLECTOR  
BOW LIFE  
BOW MADNESS  
BOWHUNTER TV  
BROTHERHOOD OUTDOORS  
BUCCANEERS AND BONES  
BUCK COMMANDER: PROTECTED BY UNDER ARMOUR  
BUCKMASTERS CLASSICS  
BUCKS OF TECOMATE  
CABELAS AMERICAN ARCHER  
CABELAS COLLEGIATE BASS FISHING SERIES  
CANADA IN THE ROUGH  
CANADIAN WHITETAIL TV  
COMMANDER LIFE  
COYOTE COUNTRY  
CRAPPIE MASTERS TV  
CRUSH WITH LEE AND TIFFANY  
DEADLIEST CATCH  
DEER + DEER HUNTING  
DESTINATION WHITETAIL  
DOG SOLDIER  
DOMINANT BUCKS  
DRAKE'S MIGRATION NATION  
DRIVEN WITH PAT AND NICOLE  
DROPPED  
DRURY'S THIRTEEN  
DUCK DYNASTY  
DUCKS UNLIMITED  
EASTMANS HUNTING TV  
EASTON BOWHUNTING  
EVERYTHING EICHLER  
EXCALIBURS HUNTIN' THE BACKWOODS  
EXTREME ANGLER  
EXTREME OUTER LIMITS  
FACTS OF FISHING  
FISHING 411  
FISHING UNIVERSITY  
FISHING WITH ROLAND MARTIN  
FLORIDA SPORTSMAN PROJECT DREAMBOAT  
FLORIDA SPORTSMAN WATERMEN  
FLYING WILD ALASKA  
FOR LOVE OR LIKES  
FRESH TRACKS WITH RANDY NEWBERG  
GEORGE POVEROMOS WORLD OF SALTWATER FISHING  
GRACE, CAMO, AND LACE  
GREG ZIPADELLI'S DROP ZONE  
GUIDE TO THE OUTDOORS  
GUN DOG TV  
GUN STORIES PRESENTED BY MIDWAYUSA  
GUNDOG TV  
GUNNY TIME WITH R LEE ERMEY  
GUNS & AMMO PRESENTED BY BROWNELLS  
GUNS AND GEAR  
HANDGUNS AND DEFENSIVE WEAPONS  
HANK PARKERS OUTDOOR MAGAZINE  
HEADHUNTERS  
HEARTLAND BOWHUNTER  
HEARTLAND WATERFOWL  
HOLLYWOOD HUNTER  
HOLLYWOOD WEAPONS  
HOOK N LOOK  
HUNT MASTERS  
IFA REDFISH TOURS  
IN FISHERMAN  
INSIDE OUTDOORS TV  
INTO THE BLUE  
JARRET EDWARDS OUTDOORS  
JIM SHOCKEYS HUNTING ADVENTURES  
JIMMY HOUSTON OUTDOORS  
LAKE COMMANDOS  
LEUPOLDS PIGMAN THE SERIES  
LIFE AT TABLE MOUNTAIN  
LINDNERS ANGLING EDGE  
LINDNERS FISHING EDGE  
LIVE2HUNT WITH CODY & KELSY  
LIVIN' THE DREAM WITH CAPTAIN JIMMY NELSON  
LONG RANGE PURSUIT  
LONGSHOT TV  
MADE FOR THE OUTDOORS  
MAJOR LEAGUE BOWHUNTER  
MAJOR LEAGUE FISHING  
MAJOR LEAGUE FISHING'S ALL ANGLES  
McMILLAN  
MEATEATER  
NICK'S WILD RIDE  
NIGHT CREW  
NORTH AMERICAN WHITETAIL  
NRA ALL ACCESS  
ON THE WATER WITH HANK PARKER  
PREDATOR NATION  
PREDATOR PURSUIT  
PRIMOS TRUTH ABOUT HUNTING  
RAISED HUNTING  
RAM OUTDOORSMAN  
REALTREE OUTDOORS  
REALTREES MONSTER BUCKS  
RED ARROW  
REEL BRAGGING RIGHTS  
RELENTLESS PURSUIT  
RIVER MONSTERS  
ROGER RAGLIN OUTDOORS  
SALTWATER EXPERIENCE  
SASQUATCH MOUNTAIN MAN  
SAVAGE OUTDOORS  
SEASONS ON THE FLY  
SHOOTING GALLERY  
SHOOTING USA  
SKULL BOUND TV  
SNOWTRAX TELEVISION  
SPEARLIFE  
STEVES OUTDOOR ADVENTURES TV  
STRIKE KING'S FISH HARD  
SWAMP PEOPLE  
SWEETWATER

TEAM FITZGERALD VINTAGE COUNTRY  
LIFESTYLE  
TECOMATE WHITETAIL NATION  
TED NUGENT SPIRIT OF THE WILD  
TERRITORIES WILD WITH TOM  
MIRANDA  
THE BASS PROS  
THE BEST DEFENSE  
THE FLUSH  
THE FOWL LIFE WITH CHAD BELDING  
THE GUNFATHER  
THE HUNT  
THE LINDSEY WAY  
THE MUDBUMS  
THE MUSKY HUNTER  
THE ONE  
THE SCOTT MARTIN CHALLENGE  
THE SEAHUNTER  
THE SPORTING CHEF  
THE WESTERN HUNTER  
THE WILD OUTDOORS  
TIMMY HORTON OUTDOORS  
TRACKS ACROSS AFRICA  
TRAILING THE HUNTER'S MOON  
TRAINED ASSASSINS  
TREV GOWDYS MONSTER FISH  
TROPHY HUNTERS TV  
TRUE MAGNUM TV  
TURKEY CALL  
TWO CONCHS SPORTFISHING  
ULTIMATE MATCH FISHING  
UNCHARTED  
VIRAL OUTDOORS  
WARDENS  
WATERFOWL OBSESSION  
WESTERN EXTREME  
WHITETAIL FIX  
WHITETAIL FREAKS  
WHITETAIL PROPERTIES  
WICKED TUNA  
WILDFED  
WINCHESTER DEADLY PASSION  
WINCHESTER WORLD OF WHITETAIL  
XTREME BASS ANGLER  
ZONAS AWESOME FISHING SHOW



## Appendix D: Full List of Websites/social media sites/forums

### Informational Sites/Organizations

AMERICAN BASS (AMERICANBASS.COM)  
AMERICAN RIFLEMAN (AMERICANRIFLEMAN.ORG)  
BASS ANGLERS SPORTSMAN SOCIETY (B.A.S.S.)  
(BASSMASTER.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)  
FIELD & STREAM (FIELDANDSTREAM.COM)  
LUCKY TACKLE BOX (LUCKYTACKLEBOX.COM)  
FISHING LEAGUE WORLDWIDE (FLWFISHING.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)  
OUTDOOR LIFE (OUTDOORLIFE.COM)  
SCOUT LOOK WEATHER (SCOUTLOOKWEATHER.COM)  
TACKLE TOUR (TACKLETOUR.COM)  
THE FISHING WIRE (THEFISHINGWIRE.COM)  
BASS RESOURCE (BASSRESOURCE.COM)  
WIDE OPEN SPACES (WIDESPACES.COM)  
WIRED 2 FISH (WIRED2FISH.COM)

### Retailers/Outfitters

ACADEMY SPORTS & OUTDOORS (ACADEMY.COM)  
AR-15 (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 OUTDOORS (GANDEROUTDOORS.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)

### Social Media

FACEBOOK  
INSTAGRAM  
PINTEREST  
TWITTER  
YOUTUBE

### Forums

DUCK HUNTER'S REFUGE (REFUGEFORUMS.COM)  
ICE FISHING ICESHANTY.COM (ICESHANTY.COM)  
MYHUNTING FORUM (MYHUNTINGFORUM.COM)  
NORTH AMERICAN FLY FISHING FORUM  
(THEFLYFISHINGFORUM.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 on 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  
Crossbow bolts  
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

## Appendix F: Full list of Podcasts

Anchored	Ike Live
AR-15 Podcast	MeatEater
Armed Squirrels Project	Modern Combat and Survival
Bass Edge's THE EDGE	Modern Self Protection
Bass Talk Live	Nine Fingers Chronicles
Bear Arms Show	Reloading Podcast
Big Fish	Talking Lead
Black Man With a Gun	The HP Outdoors Waterfowl Podcast
Firearms Cafe	The Hunt Backcountry
Firearms Nation Podcast	The Itinerant Angler
Fish Bait Radio	The Orvis Double Barrel Podcast
Fish Nerds Fishing Podcast	The Orvis Fly-Fishing Guide
Fishing Florida Radio Show	The Rich Hunting Outdoors
Fly Fishing Consultant	The Turkey Hunter Podcast with Andy Gagliano
Gun Funny	This Week in Guns
Handgun Radio	We Like Shooting
Handgun World	Wild Game Hunting Podcast
Hunt Talk Radio	Wired to Hunt

\*We are constantly working to expand our list of titles to present as answer options. An “other, please describe” option was offered here as a tool for crowdsourcing titles.

## Appendix G: Full list of Social Media Influencers

### FACEBOOK

Andy Morgan  
Cameron Hanes  
Chris Brackett  
Colion Noir  
Dana Loesch  
Don & Kandi Kisky  
Eva Shockey  
Field Hudnall  
Gerald Swindle  
Gregg Ritz  
Hank Parker  
Jase Robertson  
Jay Gregory  
Jep Robertson  
Jim Shockey  
Kendall Jones  
Kevin VanDam  
Lee & Tiffany Lakosky  
Mark Drury  
Matt Drury  
Melissa Bachman  
Michael Waddell  
Nate Hosie  
Nick Mundt  
Pat & Nicole Reeve  
Phil Robertson  
Ralph & Vicki Cianciarulo  
Randy Birdsong  
Randy Newberg  
Rick Clunn  
Shawn Luchtel  
Steven Rinella  
Taylor Drury  
Ted Nugent  
Terry Drury  
Tim Horton  
Tim Kennedy  
Tony Vandemore  
Travis "T-Bone" Turner  
Will Primos  
Willie Robertson

### TWITTER

April Vokey @AprilVokey  
Brandon Palaniuk  
@BrandonPalaniuk

Cameron Hanes  
@CameronHanes  
Charlie Moore  
@MadFisherman18  
Chris Lane @ChrisLaneFish  
Colion Noir @MrColionNoir  
Dana Loesch @DLoesch  
Dave Maynard  
@TerminalAngler  
Dave Mercer  
@FactsofFishing  
David Walker  
@davidwalkerfish  
Don and Kandy Kisky  
@whitetailfreaks  
Drury Outdoors  
@DruryOutdoors  
Edwin Evers @edwinevers2  
Eva Shockey @EvaShockey  
Heartland Bowhunter  
@TeamHBT  
Jeff Foxworthy  
@Foxoutdoors  
Jim Shockey @JimShockey\_  
John Crews @crewsmisile  
Kendall Jones @kendalljones  
Kevin VanDam  
@Kevin\_Vandam  
Mark Zona @ZTrain1  
Matt Staser @averagehunter  
Michael Waddell  
@boogerbottom  
Mike Iaconelli  
@mike\_iaconelli  
Randy Howell  
@theRandyHowell  
Rich Lindgren @HellaBass  
Skeet Reese @SkeetReese1  
Steven Rinella  
@stevenrinella  
Ted Nugent @TedNugent  
Travis T-Bone Turner  
@tboneoutdoors  
Willie Robertson  
@williebosshog

### YOUTUBE

22Plinkster  
Addictive Fishing  
Andy's Fishing Wild Cook  
Born and Raised Outdoors  
Bowmar Bowhunting  
Brendan Miller  
BlacktipH  
Captain Quinn  
Catfish and Carp  
Colion Noir  
Dana Loesch - The Dana  
Show  
Daniel Mann  
Darcizzle Offshore  
Deer Meat for Dinner  
DemolitionRanch  
Fishing with Rod  
Fly Tying with Davie McPhail  
Forgotten Weapons  
Hickock45  
Iraqveteran8668  
Joe Rogan  
Joey Antonelli  
John Dudley –  
NockonArchery  
Keith Warren  
Landshark Outdoors  
Lindner Media/Angling Edge  
Melissa Bachman  
Military Arms Channel  
Milliken Fishing  
PigmanTV  
Randy Newberg  
Sean's Outdoor Adventures  
Solo HNTR  
Sootch00  
Tactical BASSIN'  
Ted's HoldOver  
Tim Wells  
Underwater Ally Productions

**INSTAGRAM**

Andy Morgan  
Cameron Hanes  
Chris Brackett  
Colion Noir  
Dana Loesch  
David Blanton  
Don & Kandi Kisky  
Eva Shockey  
Field Hudnall  
Gerald Swindle  
Gregg Ritz  
Hank Parker  
Jase Robertson  
Jay Gregory

Jep Robertson  
Jim Shockey  
Jordan Shipley  
Kendall Jones  
Kevin VanDam  
Matt Drury  
Melissa Bachman  
Michael Hunsucker  
Michael Waddell  
Nate Hosie  
Nick Mundt  
Pat & Nicole Reeve (Driven  
Hunter)  
Phil Robertson  
Ralph & Vicki Cianciarulo

Randy Birdsong  
Rick Clunn  
Rob Chapman  
(robfishestheworld)  
Shawn Luchtel  
Steven Rinella  
Taylor Drury  
Ted Nugent  
Tim Horton  
Tony Vandemore  
Travis "T-Bone" Turner  
Trout Unlimited  
Willie Robertson

\*We are constantly working to expand our list of influencers to present as answer options. An "other, please describe" option was offered here as a tool for crowdsourcing social media influencers. For results of the written-in responses, please contact [nancy@southwickassociates.com](mailto:nancy@southwickassociates.com).