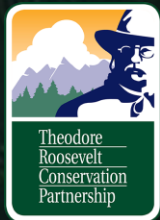


KEY FINDINGS FROM A SURVEY OF HUNTERS AND ANGLERS

April 2022





METHODOLOGY

New Bridge Strategy conducted a survey among N=603 sportsmen and sportswomen throughout the country from March 29, 2022, to April 5, 2022. Interviews were conducted online and via telephone (both cell phones and landlines.) Interviews were distributed proportionally by state. Quotas were set for key demographic sub-groups, such as gender and age, that reflect the hunting and fishing population.

The margin of error is +4.0% for the overall sample. The margin of error will vary for sub-groups.

The survey was preceded by an online focus group called a “qualboard” among 30 sportsmen and sportswomen who are registered to vote in key states around the country.



KEY DEMOGRAPHICS



Gender

<i>Male</i>	62%
<i>Female</i>	38%



Age

<i>18-34</i>	25%
<i>35-44</i>	22%
<i>45-54</i>	15%
<i>55-64</i>	19%
<i>65+</i>	19%



Party

<i>Republican</i>	39%
<i>Independent</i>	34%
<i>Democrat</i>	27%



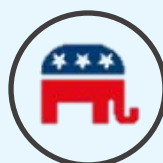
Region

<i>Northeast</i>	17%
<i>Midwest</i>	28%
<i>South</i>	37%
<i>West</i>	19%



Community

<i>Urban</i>	20%
<i>Suburban</i>	29%
<i>Small Town</i>	18%
<i>Rural</i>	33%



Ethnicity

<i>White</i>	79%
<i>Total Non-White</i>	21%

An aerial photograph of a river with multiple meanders flowing through a verdant, forested landscape. The river is a deep blue, contrasting with the bright green of the surrounding land. The text "KEY FINDINGS" is superimposed in the center of the image in a large, white, sans-serif font.

KEY FINDINGS

CONSERVATION STRATEGIES ARE WIDELY EMBRACED BY SPORTSMEN AND SPORTSWOMEN AS A WAY TO ADDRESS CLIMATE CHANGE'S IMPACT ON WILDLIFE



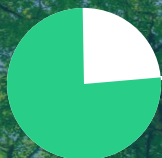
86%

Restoring wetlands and coastal areas which help store carbon, while also acting as natural defenses to absorb rain during storms, provide wildlife habitat, and help filter pollutants from rivers and streams



84%

Restoring forests, prairies, and grasslands, which help store carbon, while also providing wildlife habitat and helping filter pollutants from rivers and streams



76%

Setting a national goal of conserving and restoring 30 percent of land and inland waters in America and 30 percent of its ocean areas by the year 2030



76%

Provide financial incentives that encourage farmers to adopt regenerative practices and verify that they are taking those actions, such as no-till farming or planting cover crops. Those actions help store carbon in the soil while also reducing erosion, helping water quality, and enhancing or creating wildlife habitat

% TOTAL SUPPORT



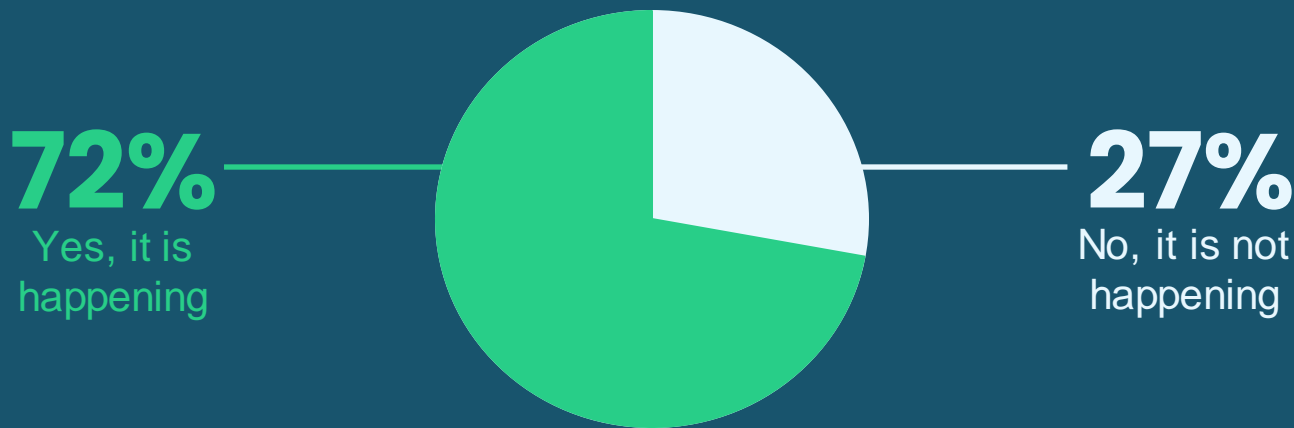
MORE THAN TWO-THIRDS OF HUNTERS AND ANGLERS ACROSS PARTY LINES SUPPORT EACH ONE OF THESE CONSERVATION STRATEGIES.

<i>% TOTAL SUPPORT</i>	GOP	IND	DEM
Restoring wetlands and coastal areas, which help store carbon, while also acting as natural defenses to absorb rain during storms, provide wildlife habitat, and help filter pollutants from rivers and streams	82%	86%	91%
Restoring forests, prairies, and grasslands, which help store carbon, while also providing wildlife habitat and helping filter pollutants from rivers and streams	78%	87%	87%
Setting a national goal of conserving and restoring 30 percent of land and inland waters in America and 30 percent of its ocean areas by the year 2030	73%	70%	89%
Provide financial incentives that encourage farmers to adopt regenerative practices and verify that they are taking those actions, such as no-till farming or planting cover crops. Those actions help store carbon in the soil while also reducing erosion, helping water quality, and enhancing or creating wildlife habitat	71%	76%	85%



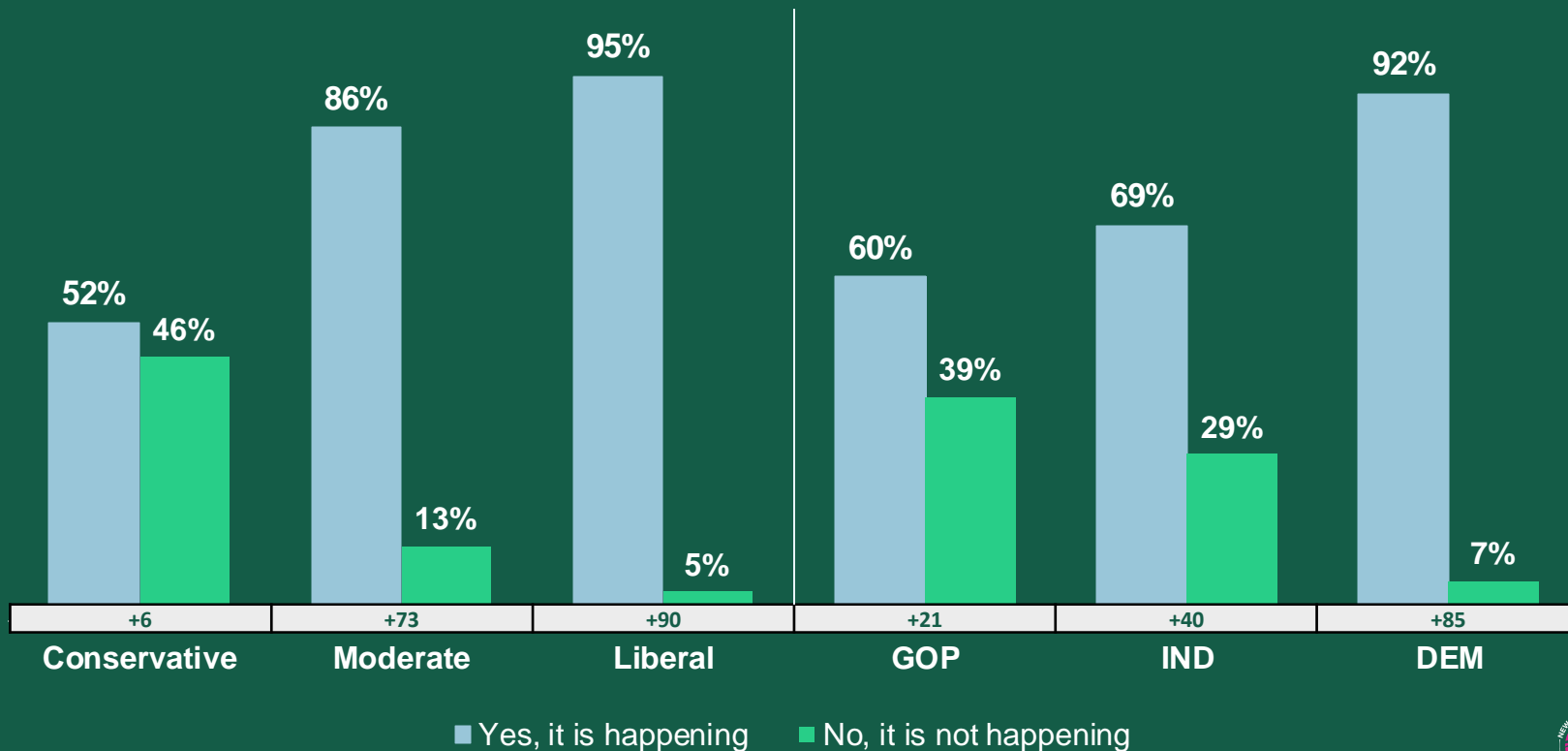
ALMOST THREE-QUARTERS OF SPORTSMEN AND SPORTSWOMEN SAY THAT CLIMATE CHANGE IS HAPPENING.

Do you think climate change, sometimes referred to as “global warming,” is happening or not?



REGARDLESS OF IDEOLOGY OR PARTY AFFILIATION, MORE HUNTERS AND ANGLERS SAY THAT CLIMATE CHANGE IS HAPPENING THAN NOT.

Do you think climate change, sometimes referred to as “global warming,” is happening or not?



OVER THE LAST DECADE, NEARLY HALF OF SPORTSMEN AND SPORTSWOMEN REPORT SEEING MORE “WEIRD” WEATHER AND DECLINING POPULATIONS OF FISH OR WILDLIFE.

	Increase	Decrease	No change
Weird or variable weather	49%	6%	39%
Declining populations of fish or wildlife	48%	15%	30%
Increased numbers of fleas and ticks and related diseases	43%	6%	34%
Rivers, streams, or lakes hurt by drought	42%	6%	39%
Different fish species in waters or fish moving out of traditional areas	42%	7%	34%
Fish being affected by higher water temperatures	39%	7%	34%
Frequency of fire or smoke from wildfires	37%	6%	35%
Migration of certain game changing	35%	9%	35%
Animal behaviors that are different than in the past	34%	5%	43%
Natural disasters like floods or fires affecting your ability to hunt or fish in areas you traditionally visit	30%	6%	46%

The following are things that some hunters or fishermen have indicated they are seeing more of when they go hunting or fishing. Not everyone will have had the same experiences, so please indicate whether you personally have seen an increase in that particular item, a decrease in it, or no change over the last five to ten years. If you don't have any experience at all with one, then please indicate that instead.

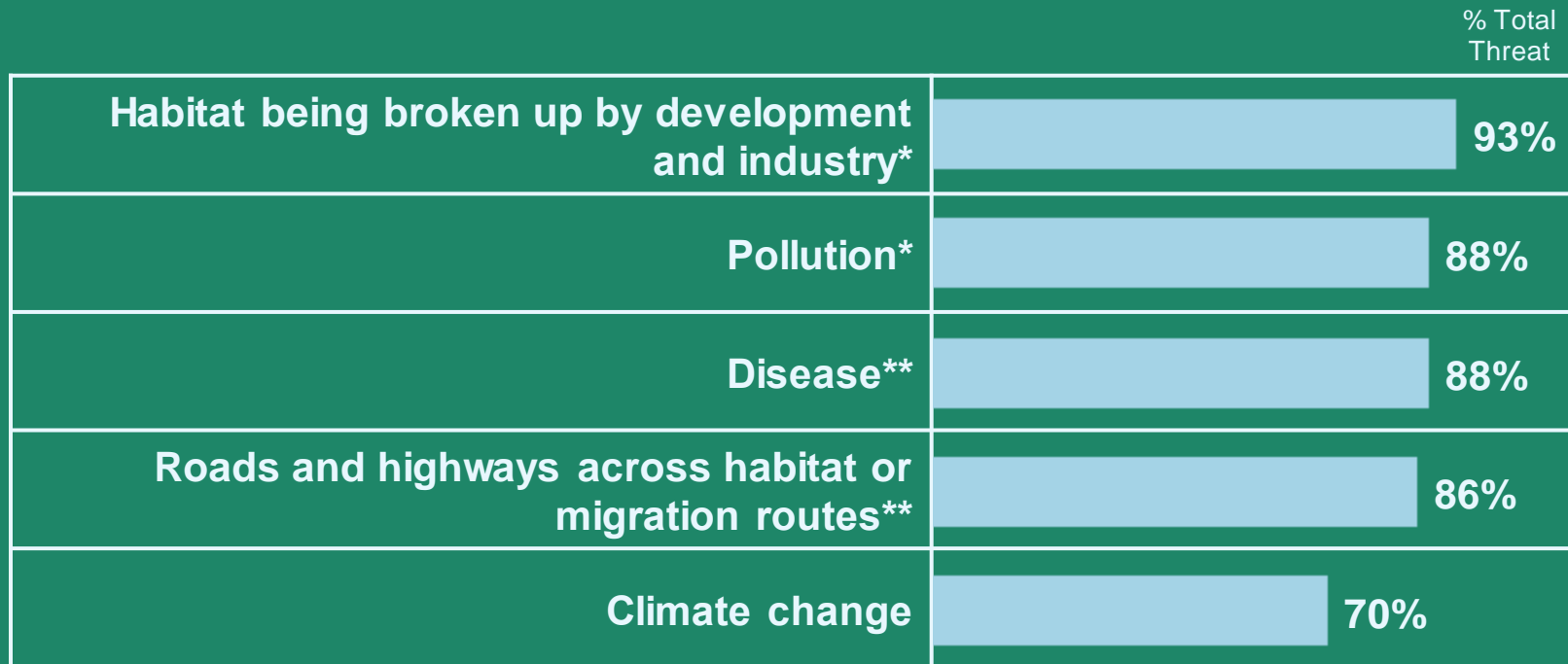


A MAJORITY OF SPORTSMEN AND SPORTSWOMEN THINK CLIMATE CHANGE WILL AFFECT THEIR ABILITY TO HUNT OR FISH OR THEIR FAMILY IN THE NEXT 20 YEARS, BUT FEW SEE IT IMPACTING EITHER ONE RIGHT NOW.

Would you say climate change...	Affect ability to hunt/fish	Affect your family
Now	19%	23%
Next 5 years	14%	9%
Next 20 years	19%	18%
Next generation	18%	22%
No effect	29%	25%



HUNTERS AND ANGLERS PERCEIVE A NUMBER OF THREATS TO WILDLIFE, ALTHOUGH CLIMATE CHANGE RANKS SOMEWHAT LOWER.



Now, thinking about some problems which may or may not affect fish and wildlife. I would like to read you some things which might affect wildlife negatively and please indicate for each one whether you think that is a major threat, a minor threat or not a threat to wildlife in your state...

*Phones Sample A, N=486 **Phones Sample B, N=482





THAT IS MOSTLY DUE TO CLIMATE CHANGE BEING MORE PARTISAN THAN OTHER POTENTIAL THREATS TO WILDLIFE.

<i>% Major Threat</i>	GOP	IND	DEM
Habitat being broken up by development and industry*	63%	65%	67%
Pollution*	52%	60%	69%
Roads and highways across habitat or migration routes**	45%	40%	51%
Disease**	36%	38%	47%
Climate change	24%	35%	68%

Now, thinking about some problems which may or may not affect fish and wildlife. I would like to read you some things which might affect wildlife negatively and please indicate for each one whether you think that is a major threat, a minor threat or not a threat to wildlife in your state...

*Phones Sample A, N=486 **Phones Sample B, N=482



NOTABLY, IN THE QUALITATIVE RESEARCH, SPORTSMEN AND SPORTSWOMEN WERE MORE LIKELY TO VIEW REGULATIONS AND TECHNOLOGY AS THE GREATEST THREATS BOTH TO HABITAT AND TO HUNTING AND FISHING.

*“**Land and regulations.** It seems when there is something good, some organization or **government regulation wants to take it away.**”*

– Male, Age 45-54, Suburban Idaho, Both Angler & Hunter

*“As far as my step kids, they aren't interested in fishing at all. And definitely not hunting. They both love to be inside **on their phones, watching tv or movies, or playing other games.** We can get them to participate for a bit but then **they are bored.**”*

– Female, Age 35-44, Suburban Iowa, Angler Only

*“I think the next generation of hunters and fishers will have some challenges, if we don't continue to practice conservation, and have a push to maintain the environment. **Their opportunity to fish could be difficult.**”*

– Male, Age 55-64, Suburban Indiana, Angler Only

*“I see there being **more fees and less areas** to use for fishing and hunting.”*

– Male, Age 35-44, Suburban Indiana, Both Angler & Hunter