

How the Survey was Conducted

Nature of the Sample: HBO Real Sports/Marist Poll of 1,095 National Adults

This survey of 1,095 adults was conducted October 1st through October 9th, 2015 by The Marist Poll sponsored in partnership with HBO Real Sports and The Marist College Center for Sports Communication. Adults 18 years of age and older residing in the continental United States were interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.0 percentage points. There are 277 gun owners and 414 gun owning households. The results for these subsets are statistically significant within ± 5.9 percentage points and ± 4.8 percentage points, respectively. There are 123 hunters and 252 hunters or adults who are interested in hunting. The results for these subsets are statistically significant within ± 8.8 percentage points and ± 6.2 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
Gun owners		25%
Household with Gun Owner		38%
Hunters		11%
Hunter or Interested in Hunting		23%
Gender	Men	49%
	Women	51%
Age	Under 45	47%
	45 or older	53%
Age	18 to 29	22%
	30 to 44	26%
	45 to 59	27%
	60 or older	26%
Race	White	62%
	African American	11%
	Latino	14%
	Other	12%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	48%
	\$50,000 or more	52%
Education	Not college graduate	59%
	College graduate	41%
Interview Type	Landline	40%
	Cell phone	60%

HBO Real Sports/Marist Poll National Adults: Interviews conducted October 1st through October 9th, 2015, n=1095 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults				
		Do you generally favor or oppose the hunting of animals for sport? [Do you <favor/oppose> that strongly or do you <favor/oppose> that somewhat?]				
		Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		20%	21%	23%	33%	4%
Gun owners		38%	19%	21%	19%	3%
HH with Gun Owner		35%	22%	21%	19%	3%
Hunters		69%	11%	9%	11%	0%
Hunter or Interested in Hunting		58%	21%	13%	7%	1%
Region	Northeast	17%	20%	23%	35%	4%
	Midwest	24%	18%	19%	32%	6%
	South	20%	22%	22%	33%	3%
	West	17%	21%	27%	32%	4%
Household Income	Less than \$50,000	19%	18%	20%	39%	4%
	\$50,000 or more	22%	23%	24%	28%	3%
Education	Not college graduate	21%	18%	23%	33%	5%
	College graduate	18%	24%	23%	32%	2%
Age	Under 45	17%	21%	26%	32%	4%
	45 or older	23%	20%	19%	34%	4%
Age	18 to 29	16%	19%	30%	33%	2%
	30 to 44	18%	23%	23%	31%	5%
	45 to 59	25%	19%	19%	33%	4%
	60 or older	20%	21%	20%	34%	4%
Race	White	25%	22%	22%	27%	4%
	African American	8%	13%	32%	47%	1%
	Latino	15%	23%	19%	42%	2%
Gender	Men	25%	22%	24%	26%	3%
	Women	15%	20%	22%	39%	5%
Interview Type	Landline	19%	20%	23%	33%	5%
	Cell phone	20%	21%	23%	33%	3%

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HBO Real Sports/Marist Poll National Tables

		National Adults	
		Have you, yourself gone hunting within the last year or two?	
		Yes, have hunted	No, have not hunted
		Row %	Row %
National Adults		11%	89%
Gun owners		29%	71%
HH with Gun Owner		25%	75%
Region	Northeast	10%	90%
	Midwest	10%	90%
	South	13%	87%
	West	12%	88%
Household Income	Less than \$50,000	9%	91%
	\$50,000 or more	15%	85%
Education	Not college graduate	12%	88%
	College graduate	10%	90%
Age	Under 45	15%	85%
	45 or older	8%	92%
Age	18 to 29	16%	84%
	30 to 44	14%	86%
	45 to 59	11%	89%
	60 or older	5%	95%
Race	White	13%	87%
	African American	7%	93%
	Latino	15%	85%
Gender	Men	18%	82%
	Women	5%	95%
Interview Type	Landline	7%	93%
	Cell phone	14%	86%

HBO Real Sports/Marist Poll National Adults: Interviews conducted October 1st through October 9th, 2015, n=1095 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		Regardless of whether or not you hunt, is hunting for sport something you are very interested in doing, interested in doing, not very interested in doing or not interested in doing at all?			
		Very interested in doing	Interested in doing	Not very interested in doing	Not interested in doing at all
		Row %	Row %	Row %	Row %
National Adults		7%	13%	15%	65%
Gun owners		16%	25%	17%	42%
HH with Gun Owner		15%	21%	17%	47%
Region	Northeast	8%	10%	14%	67%
	Midwest	7%	14%	14%	65%
	South	8%	15%	15%	62%
	West	4%	12%	16%	68%
Household Income	Less than \$50,000	6%	13%	16%	65%
	\$50,000 or more	8%	13%	15%	63%
Education	Not college graduate	7%	16%	15%	62%
	College graduate	6%	10%	14%	69%
Age	Under 45	9%	14%	18%	58%
	45 or older	5%	12%	12%	71%
Age	18 to 29	9%	16%	21%	55%
	30 to 44	10%	13%	16%	61%
	45 to 59	6%	15%	13%	67%
	60 or older	4%	10%	12%	74%
Race	White	8%	14%	15%	63%
	African American	6%	10%	9%	74%
	Latino	8%	16%	13%	63%
Gender	Men	12%	18%	20%	50%
	Women	3%	8%	10%	79%
Interview Type	Landline	4%	10%	14%	72%
	Cell phone	9%	15%	15%	60%

HBO Real Sports/Marist Poll National Adults: Interviews conducted October 1st through October 9th, 2015, n=1095 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		Do you think hunting animals for sport is wrong and should be prohibited by law, is something you personally disapprove of but don't feel it should be illegal, or it is acceptable to hunt animals for sport?			
		Disapprove, but don't			
		Wrong, should be prohibited by law	think it should be illegal	Acceptable	Unsure
		Row %	Row %	Row %	Row %
National Adults		26%	33%	37%	3%
Gun owners		16%	27%	54%	3%
HH with Gun Owner		17%	28%	52%	3%
Hunters		12%	14%	71%	3%
Hunter or Interested in Hunting		8%	15%	73%	3%
Region	Northeast	28%	33%	36%	3%
	Midwest	30%	30%	38%	3%
	South	24%	33%	40%	3%
	West	25%	39%	34%	3%
Household Income	Less than \$50,000	33%	31%	33%	3%
	\$50,000 or more	22%	35%	42%	2%
Education	Not college graduate	28%	33%	36%	4%
	College graduate	23%	36%	39%	2%
Age	Under 45	28%	33%	36%	4%
	45 or older	25%	34%	39%	2%
Age	18 to 29	27%	37%	34%	2%
	30 to 44	29%	29%	37%	5%
	45 to 59	27%	32%	39%	2%
	60 or older	23%	36%	39%	2%
Race	White	20%	32%	45%	3%
	African American	43%	35%	21%	1%
	Latino	36%	35%	27%	2%
Gender	Men	20%	33%	45%	2%
	Women	32%	34%	30%	4%
Interview Type	Landline	27%	33%	37%	3%
	Cell phone	26%	34%	38%	3%

HBO Real Sports/Marist Poll National Adults: Interviews conducted October 1st through October 9th, 2015, n=1095 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		What about big game hunting, do you think hunting big game such as lions and elephants for sport is wrong and should be prohibited by law, is something you personally disapprove of but don't feel it should be illegal, or it is acceptable to hunt big game for sport?			
		Disapprove, but don't			
		Wrong, should be prohibited by law	think it should be illegal	Acceptable	Unsure
		Row %	Row %	Row %	Row %
National Adults		62%	24%	11%	4%
Gun owners		48%	27%	20%	5%
HH with Gun Owner		51%	27%	18%	5%
Hunters		34%	31%	28%	7%
Hunter or Interested in Hunting		37%	30%	28%	5%
Region	Northeast	68%	23%	8%	1%
	Midwest	61%	21%	13%	4%
	South	59%	23%	11%	6%
	West	62%	26%	10%	2%
Household Income	Less than \$50,000	64%	23%	9%	4%
	\$50,000 or more	61%	24%	13%	2%
Education	Not college graduate	57%	27%	11%	5%
	College graduate	68%	19%	10%	3%
Age	Under 45	62%	24%	10%	4%
	45 or older	62%	23%	11%	4%
Age	18 to 29	68%	23%	6%	3%
	30 to 44	57%	25%	14%	5%
	45 to 59	64%	24%	10%	3%
	60 or older	59%	23%	12%	5%
Race	White	58%	24%	12%	5%
	African American	73%	15%	10%	2%
	Latino	66%	26%	8%	0%
Gender	Men	55%	26%	15%	4%
	Women	68%	21%	7%	4%
Interview Type	Landline	60%	24%	10%	5%
	Cell phone	63%	23%	11%	3%

HBO Real Sports/Marist Poll National Adults: Interviews conducted October 1st through October 9th, 2015, n=1095 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		Have you heard a great deal, a good amount, a little or nothing at all about Minnesota dentist Walter Palmer's hunt in Africa that resulted in the killing of Cecil the lion?			
		A great deal	A good amount	A little	Nothing at all
		Row %	Row %	Row %	Row %
National Adults		34%	22%	25%	18%
Gun owners		41%	24%	20%	15%
HH with Gun Owner		40%	24%	22%	15%
Hunters		40%	26%	20%	14%
Hunter or Interested in Hunting		37%	24%	23%	16%
Region	Northeast	39%	20%	24%	16%
	Midwest	32%	23%	25%	20%
	South	36%	19%	25%	20%
	West	30%	27%	27%	16%
Household Income	Less than \$50,000	30%	21%	23%	26%
	\$50,000 or more	41%	24%	26%	10%
Education	Not college graduate	28%	21%	26%	25%
	College graduate	44%	24%	25%	8%
Age	Under 45	30%	22%	27%	21%
	45 or older	39%	22%	23%	16%
Age	18 to 29	25%	22%	23%	30%
	30 to 44	33%	22%	31%	14%
	45 to 59	39%	21%	22%	18%
	60 or older	38%	23%	25%	14%
Race	White	37%	22%	26%	14%
	African American	31%	15%	23%	31%
	Latino	36%	22%	20%	22%
Gender	Men	35%	20%	27%	18%
	Women	33%	24%	24%	19%
Interview Type	Landline	38%	21%	24%	17%
	Cell phone	32%	22%	26%	19%

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HBO Real Sports/Marist Poll National Tables

		National Adults			
		Minnesota dentist Walter Palmer says he did not know until after the hunt that Cecil, the lion he killed, was a local favorite and collared as part of a study. He says he relied on local professional guides to ensure a legal hunt. Do you think the dentist did something illegal, something unethical, but not illegal, or did nothing wrong?			
		Did something unethical, but not			
		Did something illegal	illegal	Did nothing wrong	Unsure
		Row %	Row %	Row %	Row %
National Adults		32%	41%	22%	5%
Gun owners		25%	39%	32%	4%
HH with Gun Owner		25%	40%	30%	4%
Hunters		24%	29%	42%	5%
Hunter or Interested in Hunting		24%	33%	38%	6%
Region	Northeast	33%	41%	21%	5%
	Midwest	30%	38%	26%	6%
	South	30%	40%	25%	5%
	West	34%	47%	16%	3%
Household Income	Less than \$50,000	36%	41%	17%	6%
	\$50,000 or more	28%	42%	27%	3%
Education	Not college graduate	31%	42%	22%	5%
	College graduate	34%	41%	22%	3%
Age	Under 45	36%	42%	19%	4%
	45 or older	28%	41%	25%	6%
Age	18 to 29	43%	43%	10%	3%
	30 to 44	30%	40%	26%	4%
	45 to 59	29%	42%	23%	5%
	60 or older	26%	40%	27%	7%
Race	White	28%	43%	24%	5%
	African American	42%	31%	24%	2%
	Latino	38%	42%	16%	3%
Gender	Men	30%	37%	27%	5%
	Women	33%	45%	17%	5%
Interview Type	Landline	28%	43%	23%	6%
	Cell phone	34%	40%	22%	4%

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HBO Real Sports/Marist Poll National Tables

		National Adults who Oppose Big Game Hunting		
		<p>It is reported that Minnesota dentist Walter Palmer paid about \$50,000 to go on a big game hunt. If you learned that the money paid for hunting big game, such as lions and elephants, was used for conservation efforts and saved the lives of animals that otherwise would have died, would it change your opinion about big game hunting a great deal, some, or not at all?</p>		
		A great deal	Some	Not at all
		Row %	Row %	Row %
National Adults who Oppose Big Game Hunting		10%	29%	61%
Gun owners		11%	33%	56%
HH with Gun Owner		10%	32%	58%
Hunters		6%	33%	61%
Hunter or Interested in Hunting		14%	34%	52%
Region	Northeast	12%	29%	59%
	Midwest	8%	32%	60%
	South	12%	28%	60%
	West	7%	28%	64%
Household Income	Less than \$50,000	13%	29%	58%
	\$50,000 or more	8%	28%	64%
Education	Not college graduate	12%	31%	57%
	College graduate	7%	26%	67%
Age	Under 45	9%	32%	59%
	45 or older	11%	26%	63%
Age	18 to 29	12%	33%	55%
	30 to 44	6%	30%	63%
	45 to 59	10%	23%	67%
	60 or older	13%	30%	58%
Race	White	8%	31%	60%
	African American	11%	20%	69%
	Latino	15%	25%	60%
Gender	Men	12%	29%	58%
	Women	8%	29%	63%
Interview Type	Landline	11%	31%	58%
	Cell phone	10%	28%	63%

HBO Real Sports/Marist Poll National Adults who Oppose Big Game Hunting: Interviews conducted October 1st through October 9th, 2015, n=921 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.