

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 who Oppose Big Game Hunting		
		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?		
		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.