

2006 Non-Attendee Survey

Summary of Results

- The bulk of SCI members who do not attend the Convention break into almost equal groups of 35% holding membership for three to five years, 33% members for six to ten years, and 30% holding membership for over ten years. 63% of respondents are over 50 years of age; 35% are between 30 and 50 years of age.
- The top three publications that Non-attendees indicate they read regularly to keep informed are:
 1. Safari Magazine 86%
 2. NR'S American Hunter 40%
 3. Peterson's hunting 20%

Other magazines indicated include:

African Hunter
African Sporting Gazette
Big Game Adventures
Bowhunter Magazine
Eastman's Hunting Journal
North American Whitetail
Double Gun Journal
Gray's Sporting Journal
Shooting Sportsman
Sporting Classics
Texas Trophy Hunters
The Hunting Report

- Top cable television hunting shows attendees watch:
 1. Expedition Safari 42%
 2. North American Hunter 31%
 3. Benelli's American Safari 27%

Other cable shows indicated include:

American Archer
Dangerous Game
Jim Zumbo Outdoors
Jim Shockey's Adventures
Dangerous Game
Jack Brittingham
Outdoor Adventures
Primo's Truth About Hunting

Real Tree Adventures
Ted Nugent's Spirit of the Wild
Tracks Across Africa
Under Wild Skies

- Forty percent of non-attendees participating in this study plan to attend the SCI Convention January 24-27, 2007.
- When non-attendees were asked to rate 2010 Convention sites that may entice them to attend, Las Vegas received the highest number of "most desired" responses (32%). Reno (27%) and San Antonio (17%) followed second and third respectively.
- The top reasons SCI members have not attended the Convention:
 1. Scheduling Conflicts 44%
 2. Cost 36%
 3. Location 26%

Comment Summary: Survey respondents who cited 'Other, Please Specify' generally stated that hunting and other scheduling conflicts were the reasons for not attending a convention.

- Non-attendees indicate that the top methods of receiving information that would encourage them to register for the Convention are:
 1. E-Mail 59%
 2. By mail 35%
 3. Publications 25%
- Forty-five percent of Non-attendees rate "dates of the show" as "very important" when deciding whether to attend the Convention. "Location of show (Reno)" (42%) and "registration information and cost" (41%) rated second and third respectively.
- On average, non-attendees spend \$16,191.81 annually on safaris, adventure travel and related hunting activities.
- The top three interests that non-attendees most often indicate would attract them to attend the Convention are:
 1. Hunting Services 88%
 2. Firearms 61%
 3. Taxidermy 31%
- 61% of non-attendees say they do attend and/or purchase items at chapter banquets and fundraisers.

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- Non-attendees were asked to list who, in varying capacities, they would like to see invited to the Convention. Following are their first choices:
Bill O'Reilly, Rush Limbaugh or Sean Hannity, media personality
George Bush (Sr. or W.) or any Republican that supports hunting, political figure
Any good comedian or Tom Selleck, Celebrity
A country and western group or performer, Musician
Ted Nugent, Other
- Survey respondents indicated they also attend the following conventions and tradeshow:

Dallas Safari Club
SHOT Show
RMEF
ATA
NWTF
NRA
Harrisburg, PA
FNAWS