

**HUNTING FOR TOMORROW FOUNDATION**

**Alberta Public Opinion Survey**

**Report**

**May 02, 2001**

**Banister Research & Consulting Inc.**

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## **SUMMARY OF FINDINGS**

On behalf of the Hunting for Tomorrow Foundation Banister Research & Consulting Inc. conducted a telephone survey of 900 Alberta residents on the subject of hunting and hunters in Alberta. Key findings of the public opinion survey were as follows:

**Wildlife Perceptions:** Habitat destruction or conservation, pollution and poaching issues were the three wildlife issues of greatest top-of-mind concern among Albertans. However, about one-third of respondents either did not have a concern about Alberta's wildlife (19%) or could not think of any concerns at the time (9%).

Forestry and oil and gas activities were seen to have the greatest impact on Alberta wildlife, while hunting activities were seen as moderately impacting Alberta wildlife. Wildlife issues are of interest to the majority of respondents, as 95% reported being very or somewhat interested in wildlife issues in Alberta. Only 5% stated that they were not at all interested in wildlife issues.

**Hunting Perceptions:** When specifically thinking about hunting activities in Alberta, 26% of respondents did not have any specific concerns and an additional 3% did not know. Poaching, government regulations on hunting and issues related to over-hunting were the most frequently mentioned concerns in terms of legal hunting in Alberta. Interestingly, habitat destruction was only mentioned by 6% of respondents as a concern related to hunting activities but was top-of-mind among 25% of respondents in terms of general wildlife concerns. These results are consistent with respondents' perceptions that hunting activities moderately impact Alberta's wildlife.

**Attitude Toward Hunting:** Most respondents (70%) reported having either a very or somewhat favourable attitude toward hunting in Alberta, primarily because they felt hunting helped to control wildlife populations. The main reasons that 28% of respondents had a somewhat or very unfavourable attitude toward hunting in Alberta was that they simply did

not believe it was necessary to hunt or that they did not condone hunting activities in general.

When specifically asked about hunting in Alberta, there was a high level of agreement in terms of the concerns about poaching in the province. Most agreed that they were concerned about the amount of poaching in Alberta (74% agreed and only 8% disagreed). Furthermore, 39% of respondents disagreed that the laws against poaching were adequately enforced, while 30% agreed with the level of enforcement. However, there was a substantial proportion of respondents (18%) that did not provide a level of agreement. This may be due to limited knowledge or awareness of the laws against poaching in Alberta.

Consistent with respondents' remarks that hunting may help to control wildlife populations, most respondents agreed that hunting was a useful and effective wildlife management tool (72% agreed) and most respondents supported regulated hunting to help control the number of animals that may cause problems for residents (72% agreed). Likewise, 60% of respondents agreed that hunting was an important element in maintaining wildlife populations (25% did not agree).

Similar to respondents' perception that hunting activity moderately impacts Alberta's wildlife, less than half of all respondents (45%) disagreed that hunting had a negative impact on the quality and quantity of wildlife habitat (35% agreed hunting negatively impacted habitat and 16% were neutral). Additionally, most respondents agreed that hunting was an important part of Alberta's culture and heritage (62% agreed, 25% disagreed and 11% were neutral).

When asked specifically about hunters in Alberta, most respondents agreed that hunters follow the laws and regulations that govern hunting (67%, only 12% disagreed) and that hunters are ethical and responsible in terms of their hunting activities (68% and only 12% disagreed).

While 59% of respondents agreed that hunters through their license fees, donations and volunteer efforts contribute to the support of wildlife conservation, a substantial proportion (17%) did not know. This may be a result of limited knowledge or awareness of hunters' contributions to wildlife conservation.

Over half of all respondents (59%) agreed that hunters and their related activities contribute to Alberta's economy, while one-quarter (24%) disagreed and 12% were neutral.

**Support Towards Types of Hunting:** When assessing the different types of hunting, there was moderate support in terms of subsistence and recreational hunting (54% and 40% respectively, to some extent supported this type of hunting). However, there was very little support among respondents in terms of trophy hunting as most (89%) provided a low rating in terms of supporting this type of hunting activity.

**Participation in Hunting:** About one-third of respondents (34%) indicated that they had participated in hunting activities in the past (66% had not). Most respondents who have never hunted stated that they either have no desire to participate or do not believe in hunting.

About one-third (30%) of those respondents who have hunted in the past reported that they currently participate in hunting activities. This results in about 10% of all respondents who reported that they are currently participating in hunting activities. Of those who no longer participate in hunting, most said that they have lost interest in participating or that they have become too busy to once again take up the activity.

When evaluating the most valued aspects of hunting by hunters, reconnecting with nature or being in the outdoors was perceived as the most valuable benefit or experience of. The social attributes as well as hunting as a source of meat were also seen as valuable experiences or aspects gained while hunting.

**Likelihood and Interest in Hunting Activities:** Most respondents (87%) reported that they were not very (7%) or not at all (80%) likely to participate in any hunting activities in the next 12 months. Thirteen percent (13%) of respondents said they were either somewhat or very likely to hunt in the next 12 months. This is similar to the proportion that said they currently participate in hunting activities (10%).

When asked their level of interest in hunting in the future, most (78%) respondents were not very (8%) or not at all (70%) interested in hunting. However, 22% of respondents said that they were either very or somewhat interested in hunting in the future. As a higher proportion of respondents have an interest in hunting (22%) than those who reported that they currently participate in hunting (10%), there may be an opportunity to increase the number of hunters in the province. This is further substantiated by the results that most respondents who have not hunted in the past but have an interest in hunting said they would participate in a hunting activity at least once in order to achieve the experience.

**Support Toward Youth Hunting:** When questioned about youth between 12 and 17 years of age legally and safely participating in hunting activities, 57% of respondents did not support youth hunting. However, 29% did support youth participating in hunting activities and 13% said it would depend on the circumstances such as whether the youth was supervised by an adult or had taken a hunting safety course.

**Information and Communication Needs:** Finally, most respondents stated that they felt partly (55%), mostly (19%) or completely (2%) informed about hunting activities in Alberta. About one-quarter (24%) said they were not at all informed about hunting activities. Many respondents stated that they generally learn about information regarding hunting and hunters in Alberta through word of mouth. Newspaper, television and outdoor magazines followed this as a source of information. While over half of all respondents (59%) did not want any information on hunting in Alberta, government regulations and poaching were the most frequently mentioned topics on which respondents would like more information. Newspaper, television and direct mail were seen to be the most effective way to provide residents with information about hunting and hunters. Radio and the Internet were also seen as effective ways to provide information.

**Summary:** Overall, when assessing public opinion toward hunting and hunters in Alberta, most Albertans expressed a positive attitude toward hunting activities. In particular, the following respondent subgroups appear to have a much more positive attitude or acceptance of hunting and hunters:

- those who reside in medium urban and rural areas;

- males
- respondents who generally are in favour of hunting in Alberta;
- respondents who have participated in hunting activities;
- those who were very or somewhat interested in wildlife issues;
- respondents who were very or somewhat likely to hunt in the next 12 months;
- those who were very or somewhat interested in hunting in the future;
- respondents who had a household member who has participated in hunting activities;
- those respondents who support youth hunting; and
- respondents who stated that they felt mostly or completely informed about hunting issues in Alberta.

An opportunity exists to increase overall awareness of hunting activities as well as increase the number of hunters actively participating in hunting. When developing communication strategies particular attention should be given to those subgroups that report a likeliness and interest in participating in hunting activities.

## **1.0 PROJECT BACKGROUND**

Hunting for Tomorrow Foundation (HFTF) is a coalition comprised of several groups of conservation organizations and federal and provincial government agencies. The Foundation was formed in 1999 to address the concerns about Alberta's declining hunter population and the effect that a decline would have on wildlife conservation.

The goals of the Foundation are to increase the number of people participating in hunting, to maintain and enhance hunting opportunities, and to increase public acceptance of hunting as a traditional outdoor activity that improves awareness of the environment and as a wildlife management tool. Based on these goals, the Foundation has formed several Working Groups including the Communications Working Group. In support of the Foundation's mission statement to increase the level of public understanding, involvement and support of hunting, the HFTF Communications Working Group commissioned Banister Research & Consulting Inc. to establish benchmark information of public perceptions and attitudes toward hunting and hunters in Alberta. Furthermore, the objectives of the Group were to measure the depth of public knowledge on the role that hunting plays in wildlife management and the conservation effort in the province. Specific project objectives included:

- 1) To measure residents' overall perceptions and concerns regarding wildlife issues in Alberta.
- 2) To determine residents' perceptions and knowledge regarding legal hunting in Alberta, including residents' general attitude toward hunters.
- 3) To gauge residents' degree of support in terms of subsistence, recreational and trophy hunting.
- 4) To measure residents' past and future hunting activities, as well as evaluate the experiences gained through hunting.
- 5) To assess the degree in which residents are interested in participating in hunting activities.
- 6) To identify residents' information and communication needs in terms of hunting activities in Alberta.

This report outlines the results of the telephone survey of 900 Alberta residents 18 years of age or older.

## **2.0 METHODOLOGY**

All components of the project were designed and executed in close consultation with the Hunting for Tomorrow Foundation Communications Working Group. The survey was conducted based on the following work program:

- Task 1: Project Orientation and Questionnaire Design
- Task 2: Sampling and Data Collection
- Task 3: Analysis and Reporting

A detailed description of each task of the project is outlined in the remainder of this section.

### **Task 1: Project Orientation and Questionnaire Design**

**Project Orientation** -- At the outset of the project, Banister Research met with representatives of the HFTF Communications Working Group to finalize the details of the study. The study objectives, the work plan, timing of the research activities, and roles and responsibilities of the members of the project team were reviewed and established.

All background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team completely familiarized itself with the objectives of the Foundation ensuring a full understanding of the issues and concerns related to hunting activities in Alberta. The results of this task was an agreement on the research methodology, a detailed work plan and project initiation.

**Questionnaire Design** -- Following the initial meeting, a survey instrument for the HFTF public opinion survey was drafted. Once representatives of the Communications Working

Group reviewed the draft instrument, necessary revisions were made and Banister Research conducted 12 pretest interviews with a random sample of respondents. The pretest was used to assess interview length and flow patterns and to identify any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. Following the pretest, the questionnaire was finalized in consultation with the Communications Working Group. A copy of the final questionnaire is provided in Appendix A.

## **Task 2: Sampling and Data Collection**

**Sampling** – Banister Research completed a total of 900 telephone interviews with Alberta residents 18 years of age or older and who have lived in Alberta for six months or longer. To ensure the survey sample of 900 provided sufficient accuracy at a regional level 300 interviews were conducted within “large urban”, “medium urban” and “rural” areas. Quotas within each area were established proportionate to current population statistics. Appendix B outlines the regional areas and associated quotas.

Alberta-wide results provide a margin of error no greater than  $\pm 3.3\%$  at the 95% confidence level or 19 times out of 20, while regional results provide a margin of error of  $\pm 5.7\%$  at the 95% confidence level.

The sampling involved randomly dialing phone numbers from the most recent telephone directory for Alberta. Quotas were established to ensure equal proportions of male and female respondents. To randomly select respondents at the household level, the adult having the next birthday was interviewed. To maximize the representativeness of the sample, a maximum of six call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were at a different time on the following day.

**Data Collection** -- Telephone interviews were conducted from April 5 to April 22, 2001. At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing System (CATI). Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the system allowed interviewers to directly enter verbatim responses to open-ended questions. Throughout the process, Banister Research maintained respondent confidentiality.

Based on the outcome of all call attempts, there was a 31% response rate. A summary of the outcome of call attempts, including the calculation used for response and refusal rates is provided in Appendix B.

### **Task 3: Analysis and Reporting**

**Progress Report** – While data was being collected, Banister Research provided either a written or verbal progress report to the HFTF Communications Working Group. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to the Communications Working Group.

**Data Analysis** -- After the interviews were completed and verified the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulations, whereby the frequency and percentage distribution of the results for each question were broken down on the basis of key respondent characteristics or responses.

For the analysis, weights were assigned to the regional data to ensure that their representation in the Alberta-wide sample was proportionate to their representation in the province of Alberta population. The weighting factors used can be found in Appendix B.

An electronic copy of the tabulations of the weighted Alberta-wide results, as well as the unweighted tabulations within each region were provided to the HFTF.

It is important to note that, as with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities, prison and households without a phone are not represented in the survey sample. A profile of the characteristics of respondents is provided in Appendix C.

This report provides a detailed description of the survey findings based on Alberta-wide weighted results. Regional specific results are based on unweighted results.

## **3.0 SURVEY FINDINGS**

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”.

For ease of reference, survey results pertaining to each regional area (large urban, medium urban and rural) have been presented in Appendix D of this report (closed-ended questions only).

### **3.1 General Wildlife Perceptions**

To begin the interview respondents were asked, as a resident of Alberta, what were the three wildlife issues or situations that concern them the most. As shown in Table 1, on the following page, a diverse list of concerns was communicated. However, about 19% of respondents stated that they had no specific concerns about Alberta’s wildlife and 9% said they could not think of any concerns at the time (or did not know).

Habitat destruction or conservation was the most frequently mentioned wildlife concern (25%). An additional 8% also mentioned that they were concerned about the impact of urban areas on wildlife habitat. Concern regarding pollution, including both water and air pollution (14%) was the second most frequently mentioned concern. This was followed by concerns related to poaching with about 10% of the respondents commenting that they were concerned about poaching in Alberta.

**Table 1**

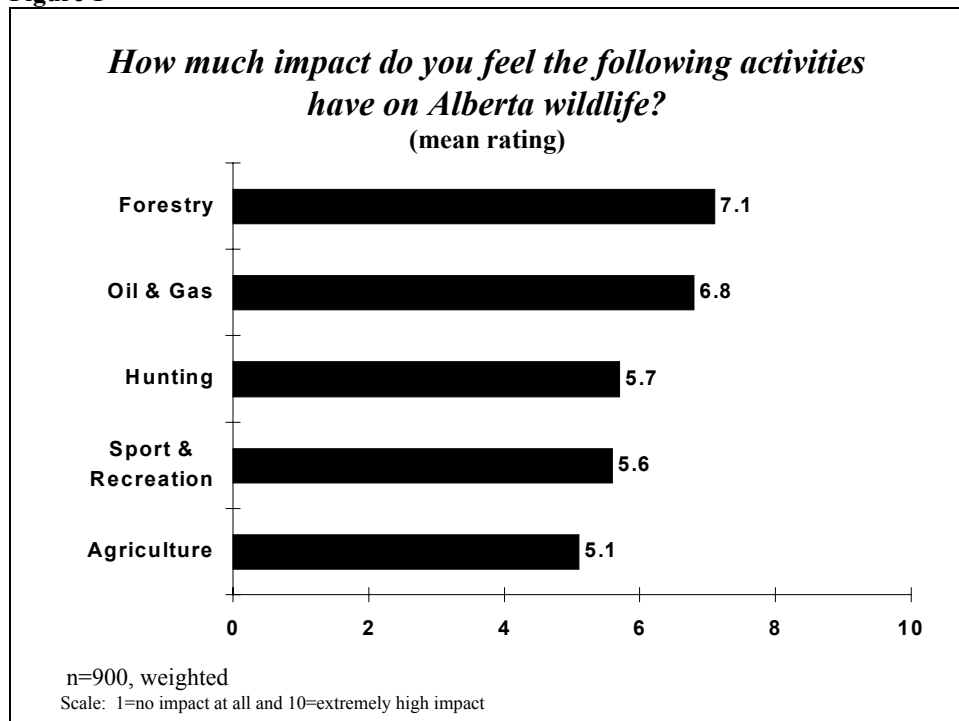
<i>As a resident of Alberta what are the three wildlife issues or situations that concern you the most?</i>	
	<b>Percent of Respondents* (n=900, weighted)</b>
Habitat destruction or conservation	25
Pollution in general (including water and air)	14
Poaching	10
Endangered species	9
Protection of animals/wildlife	9
Impact of urban areas on wildlife habitat	8
Forest management / logging (clear cutting, mills)	7
Over fishing	6
Hunting in general	6
Animal over-population	4
Over hunting	4
Government regulations on hunting	4
Wildlife management/control (e.g. attacks/problem animals)	3
Low water levels for animals/wetlands	2
Impact of tourism (particularly on national parks)	2
Wildlife getting hit on roads/highways	2
Industrial or agricultural pollution	2
First Nations hunting and trapping	2
Other (1% or less per mention)	14
None / no concerns	19
Don't know	9

\*Multiple mentions.

Next, respondents were asked to rate on a scale of 1 to 10, where 1 means “no impact at all” and 10 means “extremely high impact”, how much impact they felt that various activities had on Alberta wildlife. As depicted in Figure 1, forestry (mean=7.1) was perceived as having the highest impact on wildlife. Only 8% of respondents gave a low rating of 1, 2 or 3; 40% gave a rating of between 4 and 7; 48% gave a rating of 8, 9 or 10; and 4% did not know.

Oil and gas related activities followed closely behind forestry activities with a mean rating of 6.8. Next was hunting activities (mean=5.7), followed by sport and recreational activities (mean=5.6) and agricultural activities (mean=5.1).

**Figure 1**



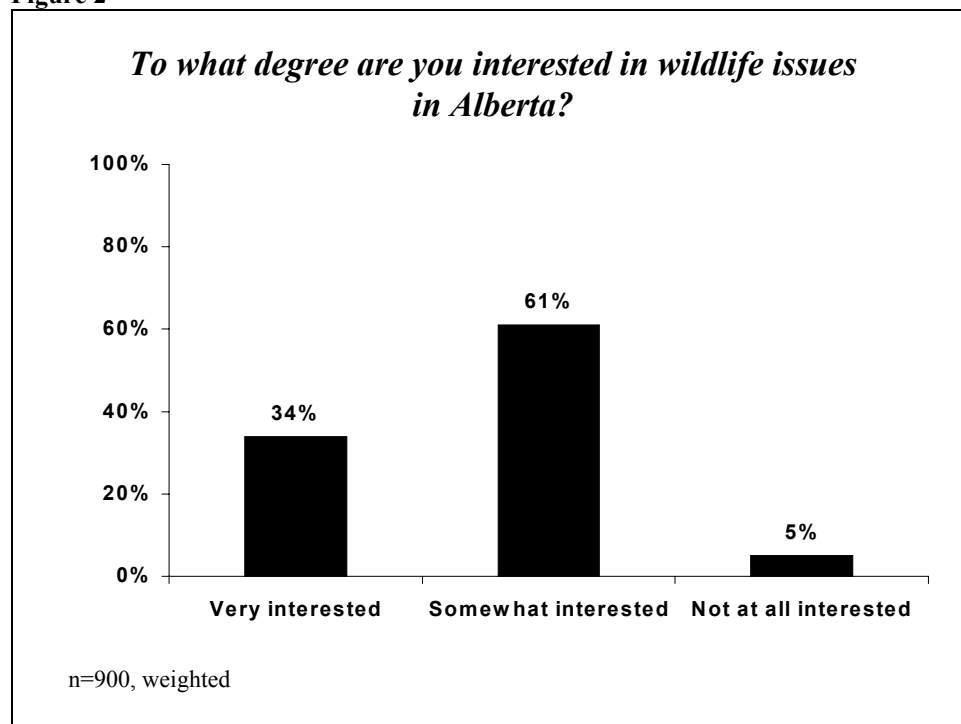
Respondent subgroups with somewhat higher ratings regarding the impact hunting activities have on Alberta wildlife included:

- **females** (mean=6.2 versus males, mean=5.2)

- respondents who generally were **unfavourable toward hunting** in Alberta (mean=7.2 versus those who generally were favourable toward hunting, mean=5.1);
- respondents who **have participated in hunting** (mean=6.3 versus non-hunters, mean=4.6); and
- respondents who **do not support youth hunting** (mean=6.3 versus those who do support youth hunting, mean=4.6).

Next, respondents were asked to state whether they were very, somewhat or not at all interested in wildlife issues in Alberta. As shown in Figure 2, the majority of respondents (95%) were to some degree interested in wildlife issues, as 34% said they were very interested and 61% said they were somewhat interested. Only 5% of respondents stated that they were not at all interested in wildlife issues in Alberta.

**Figure 2**



The following respondents were significantly more likely to be very interested in wildlife issues in Alberta:

- those who **have participated in hunting** (46% versus 29% of non-hunters);
- respondents who reported being **very or somewhat interested in hunting** in the future (47% versus 31% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (46% versus 33% of those who do not);
- those who feel **completely or mostly informed about hunting** issues (54% versus 16%-35% of those who feel less informed); and
- respondents between the age of **45 and 64 years** (44% versus 25%-32% of younger age groups).

### **3.2 General Hunting Perceptions**

Next, respondents were asked several questions related to legal hunting in Alberta. It was explained to respondents that for the purpose of this study legal hunting is defined as individuals who have a valid Alberta hunting license for the purpose of hunting game birds and big game animals.

First, respondents were asked to state their most urgent concerns, if any, regarding legal hunting in Alberta. As shown in Table 2, on the following page, when specifically thinking about hunting in Alberta, 26% of respondents said that they had no specific concerns and 3% did not know. Poaching (16%), government regulations on hunting (14%) and over hunting (13%) were the most frequently mentioned concerns in terms of legal hunting in Alberta. This was followed by concerns about safety, the protection of wildlife, endangered species and habitat destruction.

Interestingly, when questioned about concerns related to wildlife issues, habitat was the most frequently mentioned concern, however it was not as top-of-mind when associated with hunting activities.

**Table 2**

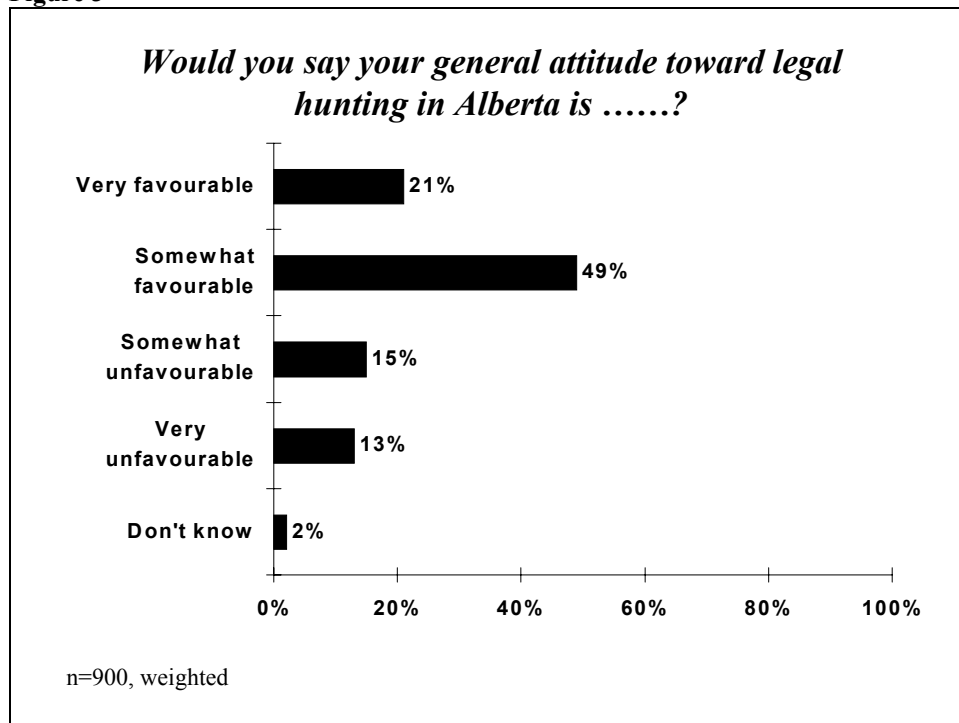
<i>When specifically thinking about hunting in Alberta, what are your most urgent concerns, if any?</i>	
	<b>Percent of Respondents* (n=900, weighted)</b>
Poaching	16
Government regulations on hunting (tags, bag limits, licenses, etc.)	14
Over hunting	13
Safety issues – guns / responsible for actions	9
Protection of animals/wildlife	8
Endangered species	7
Habitat destruction	6
Sport or trophy hunting (not using the meat)	5
First Nations hunting and trapping	5
Habitat conservation	4
Do not believe in killing animals	3
Too many hunters	3
Other (1% or less per mention)	10
None / no concerns	26
Don't know	3

\*Multiple mentions.

### 3.2.1 Attitude Toward Hunting

Next, respondents were asked whether they felt that their general attitude toward legal hunting in Alberta was very favourable, somewhat favourable, somewhat unfavourable or very unfavourable. About seven in every 10 respondents (70%) indicated that they felt, to some degree, favourable toward legal hunting in Alberta (21% said very favourable and 49% said somewhat favourable). About one-third (28%) of respondents reported being either somewhat (15%) or very (13%) unfavourable toward hunting in Alberta. Two percent (2%) of respondents said they did not know or did not comment on their general attitude toward legal hunting in Alberta. See Figure 3 below.

Figure 3



The following respondent subgroups were significantly more likely to state that their general attitude toward legal hunting in Alberta was very favourable:

- respondents who **reside in medium urban or rural areas** (25%-29% versus 14% of those residing in large urban areas);
- **males** (27% versus 14% of females);

- respondents who reported being **very interested in wildlife issues** (30% versus 16% of those somewhat or not at all interested in wildlife issues);
- those who **have participated in hunting** (39% versus 11% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (67% versus 14% of those not very or not at all likely to hunt);
- respondents who reported being **very or somewhat interested in hunting** in the future (55% versus 11% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (52% versus 16% of those who do not);
- respondents who **support youth hunting** (43% versus 9% who do not support youth hunting);
- those who feel **completely or mostly informed about hunting** issues (42% versus 13%-16% of those who feel less informed); and
- respondents between the age of **45 and 64 years** (26% versus 14%-20% of other age groups).

Respondents were further probed as to why they felt either favourable or unfavourable toward legal hunting in Alberta. Of the respondents who indicated that they felt either very or somewhat favourable (n=632), 36% commented that they felt that hunting was beneficial in terms of controlling wildlife populations. Seventeen percent (17%) of respondents were in favour of hunting simply because they believed hunting was a controlled, regulated and legal activity. Fifteen percent (15%) also mentioned that, to some degree, they had a favourable attitude toward hunting because it was a source of food, while 10% said it was because they or one of their family members have participated in hunting activities.

As most of these respondents did not have a completely favourable attitude toward legal hunting, there were a number of negative statements as well. For example, some respondents reported that they do not support trophy hunting and generally do not believe in hunting, particularly of big game animals. See Table 3 on the next page.

**Table 3**

<i>What is the main reason you feel FAVOURABLE toward legal hunting in Alberta?</i>	
	<b>Percent of Respondents* (n=632, weighted)</b>
Hunting controls wildlife populations	36
Hunting is controlled, regulated and legal	17
Source of food	15
Have hunted in the past/family member hunts	10
Do not support trophy hunting	7
Simply have no issues with hunting / generally in favour (no specific reason)	5
Hunting is an enjoyable activity/recreational	5
Does not interfere with nature/char of life	3
Hunting is a good hobby/sport	3
It's a tradition/part of heritage	3
It's inevitable, so it should be regulated or controlled	2
Do not really believe in hunting/too much hunting of big game animals	2
Other (1% or less per mention)	7
Don't know	5

\*Multiple mentions.

Of the respondents who felt either somewhat or very unfavourable (n=253) toward legal hunting in Alberta, 25% commented they felt it was not necessary for people to hunt and therefore did not agree with hunting in general. Additionally, about one-quarter of respondents (24%) stated that they did not believe in killing for enjoyment and that hunting was a cruel activity. This was followed by 14% who stated that they did not support trophy hunting and 12% who said it was not necessary to hunt as a source of meat. Table 4 on the following page provides a complete list of reasons why respondents felt very or somewhat unfavourable toward hunting in Alberta.

**Table 4**

<i>What is the main reason you feel UNFAVOURABLE toward legal hunting in Alberta?</i>	
	<b>Percent of Respondents* (n=253, weighted)</b>
No need to hunt/unnecessary/do not agree with hunting in general	25
Killing for enjoyment is cruel/do not believe in killing	24
Do not support trophy hunting	14
Hunting is not a necessary food source	12
Detrimental effects on animal populations/leads to extinction	8
Animals are too important/concern about animal populations	7
Destroys habitat/need to preserve habitat	4
Uneducated hunters (careless)	3
Concern about poaching	3
Hunting is for food	3
Against guns	2
Hunting controls the wildlife populations	2
Too many hunters from outside of the country	2
Other (1% or less per mention)	5
Don't know	4

\*Multiple mentions.

Next, respondents were asked to what extent they agreed or disagreed with a series of statements regarding legal hunting in Alberta. The results are provided in Table 5.

Agreement was highest in terms of poaching as approximately three-quarters of respondents (74%) agreed that they were “concerned about the amount of poaching in the province” and only 30% of respondents agreed that the “laws against poaching were adequately enforced in Alberta”. Thirty-nine percent (39%) of respondents disagreed that the laws against poaching were adequately enforced, while 14% were neutral. A substantial proportion of respondents (18%) were uncertain in terms of their agreement. This may be due to a lack of knowledge or awareness regarding hunting laws and regulations.

Most respondents (72%) agreed that “hunting can be a useful and effective wildlife management tool”, while 62% agreed that hunting was “an important element in maintaining wildlife populations”. Additionally, 72% agreed that they “support regulated hunting to help control the number of animals that may be causing problems for farmers, ranchers and city residents”.

About three in every 5 respondents (about 62%) agreed that hunting was “an important part of Alberta’s culture and heritage”.

About one-third (35%) of respondents agreed that hunting “had a negative impact on the quality and quantity of wildlife habitat”, while almost half (45%) disagreed that hunting negatively impacted wildlife habitat. Sixteen percent (16%) of respondents were neutral and 4% did not know.

**Table 5**

<b>Level of Agreement with Selected Statements Regarding <u>Legal Hunting</u> in Alberta</b>				
<b>Statement</b>	<b>Percent of Respondents (n=900, weighted)</b>			
	<b>Strongly Moderately Agree</b>	<b>Neutral</b>	<b>Strongly Moderately Disagree</b>	<b>Don’t know</b>
I am concerned about the amount of poaching in the province.	74	10	8	9
I believe that hunting can be a useful and effective wildlife management tool.	72	10	17	1
I support regulated hunting to help control the number of animals that may be causing problems for farmers, ranchers and city residents.	72	11	17	1
Hunting is an important part of Alberta’s culture and heritage.	62	11	25	2
Hunting is an important element in maintaining wildlife populations.	60	13	25	2
Hunting has a negative impact on the quality and quantity of wildlife habitat.	35	16	45	4
The laws against poaching are adequately enforced in Alberta.	30	14	39	18

The following respondents were significantly more likely to strongly agree with the following statements:

*“I am concerned about the amount of poaching in the province”*

- respondents who reported being **very interested in wildlife issues** (54% versus 39% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **unfavourable toward hunting** in Alberta (55% versus 40% of those who said they were favourable toward hunting);
- respondents who **support youth hunting** (48% versus 40 who do not support youth hunting); and
- younger respondents **18 to 64 years** (45%-50% versus 31% of older respondents).

*“I believe that hunting can be a useful and effective wildlife management tool”*

- respondents who **reside in medium urban or rural areas** (36%-37% versus 22% of those residing in large urban areas);
- **males** (34% versus 23% of females);
- respondents who reported being **very interested in wildlife issues** (34% versus 26% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (38% versus 7% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (50% versus 18% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (64% versus 23% of those not very or not at all likely to hunt);
- respondents who reported being **very or somewhat interested in hunting** in the future (55% versus 21% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (52% versus 25% of those who do not);
- respondents who **support youth hunting** (49% versus 18% who do not support youth hunting);
- those who feel **completely or mostly informed about hunting** issues (47% versus 13%-28% of those who feel less informed);

- respondents **with children** residing in their household (33%-36% versus 25% of those without children); and
- respondents with a **high school or college education** (29%-34% versus 21% of those with university education).

*"I support regulated hunting to help control the number of animals that may be causing problems for farmers, ranchers and city residents"*

- respondents who **reside in medium urban or rural areas** (35%-42% versus 23% of those residing in large urban areas);
- respondents who generally were **favourable toward hunting** in Alberta (39% versus 11% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (46% versus 23% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (60% versus 26% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (52% versus 25% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (58% versus 27% of those who do not);
- respondents who **support youth hunting** (42% versus 25% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (46% versus 24%-28% of those who feel less informed).

*"Hunting is an important part of Alberta's culture and heritage"*

- respondents who **reside in medium urban or rural areas** (29%-33% versus 19% of those residing in large urban areas);
- **males** (31% versus 18% of females);
- respondents who reported being **very interested in wildlife issues** (30% versus 21% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (32% versus 8% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (45% versus 14% of non-hunters);

- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (62% versus 21% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (54% versus 15% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (51% versus 21% of those who do not);
- respondents who **support youth hunting** (40% versus 17% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (44% versus 14%-22% of those who feel less informed).

*“Hunting is an important element in maintaining wildlife populations”*

- respondents who **reside in medium urban or rural areas** (29%-34% versus 16% of those residing in large urban areas);
- **males** (28% versus 19% of females);
- respondents who reported being **very interested in wildlife issues** (30% versus 20% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (32% versus 5% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (40% versus 15% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (58% versus 19% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (45% versus 18% of those not very or not at all interested); and
- respondents who have a **household member who participates in hunting** (40% versus 21% of those who do not);
- respondents who **support youth hunting** (37% versus 22% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (41% versus 12%-22% of those who feel less informed).

*“Hunting has a negative impact on the quality and quantity of wildlife habitat”*

- respondents who **reside in medium urban or large urban areas** (12%-15% versus 7% of those residing in rural areas);
- **females** (16% versus 8% of males);
- respondents who reported being **very interested in wildlife issues** (17% versus 9% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **unfavourable toward hunting** in Alberta (33% versus 4% of those who said they were favourable toward hunting);
- **non-hunters** (16% versus 4% of those who have participated in hunting);
- respondents **not at all likely to hunt** in the next 12 months (14% versus 2%-3% of those who are to some extent likely to hunt);
- respondents who reported being **not at all interested in hunting** in the future (16% versus 2%-5% of those with some degree of interest in hunting);
- respondents who **do not have a household member who participates in hunting** (14% versus 1% of those who do); and
- respondents who **do not support youth hunting** (18% versus 3% who do support youth hunting).

*“The laws against poaching are adequately enforced in Alberta”*

- respondents who **reside in medium urban or rural areas** (5%-10% versus 3% of those residing in large urban areas);
- **males** (8% versus 4% of females);
- respondents who generally were **favourable toward hunting** in Alberta (7% versus 2% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (11% versus 3% of non-hunters);
- respondents who said they were **to some extent likely to hunt** in the next 12 months (14% versus 4% of those not at all likely to hunt);
- respondents who reported being **very or somewhat interested in hunting** in the future (13% versus 4% of those not very or not at all interested); and

- respondents who **support youth hunting** (13% versus 3% who do not support youth hunting).

Next, respondents were asked to what extent they agreed or disagreed with a series of statements regarding hunters in Alberta. The results are provided in Table 6.

Most respondents (68%) agreed that “most hunters are ethical and responsible in terms of their hunting activities”. Additionally, most respondents (67%) also agreed that “most hunters follow the laws and regulations that govern hunting in Alberta”.

About 3 in every 5 respondents (59%) agreed that “hunters through their license fees, donations and volunteer efforts contribute to the support of wildlife conservation”. However, a substantial proportion (17%) was unsure of their agreement. This may be a result of having limited knowledge or awareness about the contributions made by hunters in terms of wildlife conservation.

Just over half (56%) of all respondents agreed that “hunters and their related activities contribute to Alberta’s economy”, while 24% disagreed, 12% were neutral and 8% did not know.

**Table 6**

<b>Level of Agreement with Selected Statements Regarding <u>Hunters</u> in Alberta</b>				
<b>Statement</b>	<b>Percent of Respondents (n=900, weighted)</b>			
	<b>Strongly Moderately Agree</b>	<b>Neutral</b>	<b>Strongly Moderately Disagree</b>	<b>Don't know</b>
Most hunters are ethical and responsible in terms of their hunting activities.	68	13	12	8
Most hunters follow the laws and regulations that govern hunting in Alberta.	67	11	12	10
Hunters through their license fees, donations and volunteer efforts contribute to the support of wildlife conservation.	59	12	12	17
Hunters and their related activities contribute to Alberta's economy.	56	12	24	8

The following subgroups were significantly more likely to strongly agree with the following statements:

*“Most hunters follow the laws and regulations that govern hunting in Alberta”*

- respondents who **reside in medium urban or rural areas** (19%-22% versus 14% of those residing in large urban areas);
- **males** (22% versus 13% of females);
- respondents who generally were **favourable toward hunting** in Alberta (22% versus 6% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (27% versus 13% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (39% versus 14% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (33% versus 13% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (34% versus 15% of those who do not);

- respondents who **support youth hunting** (29% versus 12% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (29% versus 9%-17% of those who feel less informed).

*“Most hunters are ethical and responsible in terms of their hunting activities”*

- respondents who **reside in medium urban or rural areas** (20%-24% versus 12% of those residing in large urban areas);
- **males** (20% versus 14% of females);
- respondents who reported being **very interested in wildlife issues** (21% versus 15% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (22% versus 5% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (27% versus 12% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (39% versus 13% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (31% versus 13% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (29% versus 15% of those who do not);
- respondents who **support youth hunting** (29% versus 11% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (29% versus 10%-15% of those who feel less informed).

*“Hunters through their licensing fees, donations and volunteer efforts contribute to the support of wildlife conservation”*

- respondents who **reside in medium urban or rural areas** (22%-25% versus 17% of those residing in large urban areas);
- **males** (27% versus 13% of females);

- respondents who reported being **very interested in wildlife issues** (29% versus 15% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (25% versus 8% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (36% versus 12% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (56% versus 14% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (45% versus 13% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (39% versus 17% of those who do not);
- respondents who **support youth hunting** (36% versus 12% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (42% versus 8%-17% of those who feel less informed).

*“Hunters and their related activities contribute to Alberta’s economy”*

- respondents who **reside in medium urban or rural areas** (19% versus 13% of those residing in large urban areas);
- **males** (23% versus 9% of females);
- respondents who have **resided in Alberta 10 years or more** (17% versus 6% of those living in Alberta less time);
- respondents who reported being **very interested in wildlife issues** (25% versus 11% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (20% versus 4% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (30% versus 9% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (44% versus 11% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (37% versus 10% of those not very or not at all interested);

- respondents who have a **household member who participates in hunting** (28% versus 14% of those who do not);
- respondents who **support youth hunting** (30% versus 8% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (32% versus 5%-15% of those who feel less informed).

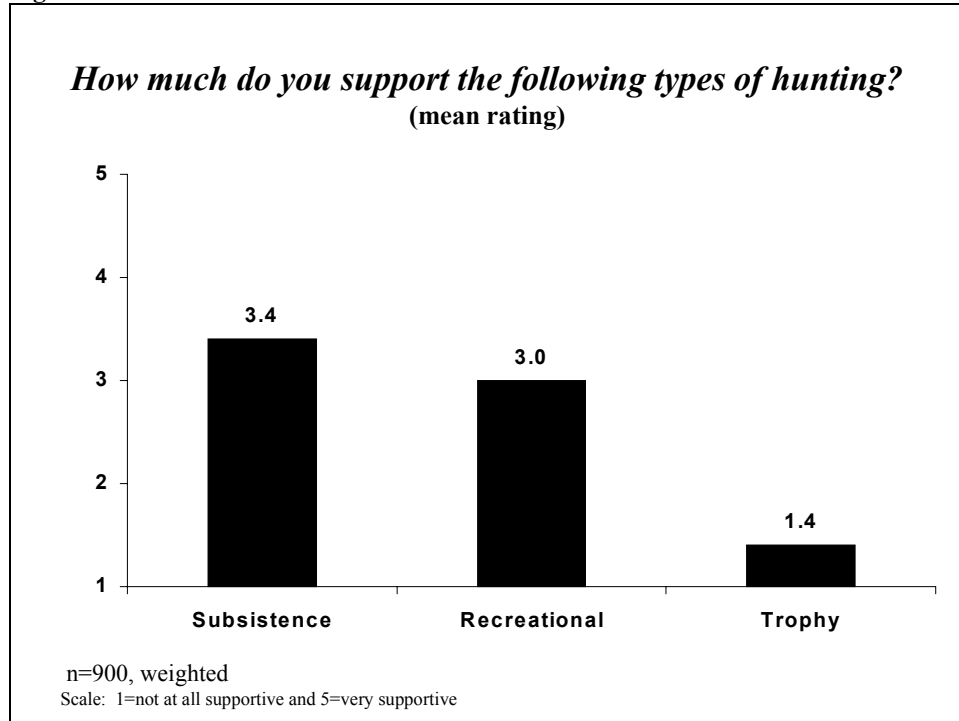
### 3.2.2 Support Toward Types of Hunting

Next, using a scale of 1 to 5, where 1 means “not at all supportive” and 5 means “very supportive”, respondents were asked to what extent they support different types of hunting. As shown in Figure 4, there was moderate support in terms of subsistence hunting, or hunting as a main source of a family’s food supply (mean=3.4). Just over half (54%) of respondents to some degree supported subsistence hunting, while 30% to some extent did not and 14% were neutral.

There was also moderate support with respect to recreational hunting, or hunting primarily for recreational activity that may supplement a family’s food supply (mean=3.0). Forty percent (40%) of respondents, to some degree, stated that they were supportive of recreational hunting, while 36% were to some extent opposed to recreational hunting and 23% were neutral.

As shown in Figure 4, on the next page, there was very little support in regard to trophy hunting or selectively hunting animals to acquire their horns, antlers or hides (mean=1.4). The majority of respondents (89%) to some extent were not supportive of trophy hunting. Only 5% to some degree supported trophy hunting and 5% of respondents were neutral.

Figure 4



Respondent subgroups significantly more likely to be very supportive of subsistence hunting included:

- respondents who **reside in medium urban or rural areas** (38%-40% versus 29% of those residing in large urban areas);
- respondents who generally were **favourable toward hunting** in Alberta (36% versus 27% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (43% versus 28% of non-hunters); and
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (52% versus 30% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (47% versus 30% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (50% versus 31% of those who do not);

- respondents who **support youth hunting** (39% versus 30% who do not support youth hunting); and
- **younger respondents** 64 years of age or younger (34%-36% versus 18% of older respondents).

Respondent subgroups significantly more likely to be very supportive of recreational hunting included:

- respondents who **reside rural areas** (23% versus 15% of those residing in large urban areas);
- **males** (23% versus 13% of females);
- respondents who generally were **favourable toward hunting** in Alberta (24% versus 4% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (33% versus 10% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (42% versus 14% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (37% versus 13% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (31% versus 16% of those who do not);
- respondents who **support youth hunting** (31% versus 11% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (26% versus 9%-18% of those who feel less informed).

Respondent subgroups significantly more likely to be very supportive of trophy hunting included:

- those who **have participated in hunting** (6% versus 1% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (8% versus 2% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (7% versus 2% of those not very or not at all interested);

- respondents who have a **household member who participates in hunting** (8% versus 2% of those who do not);
- respondents who **support youth hunting** (5% versus 2% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (5% versus 2% of those who feel less informed).

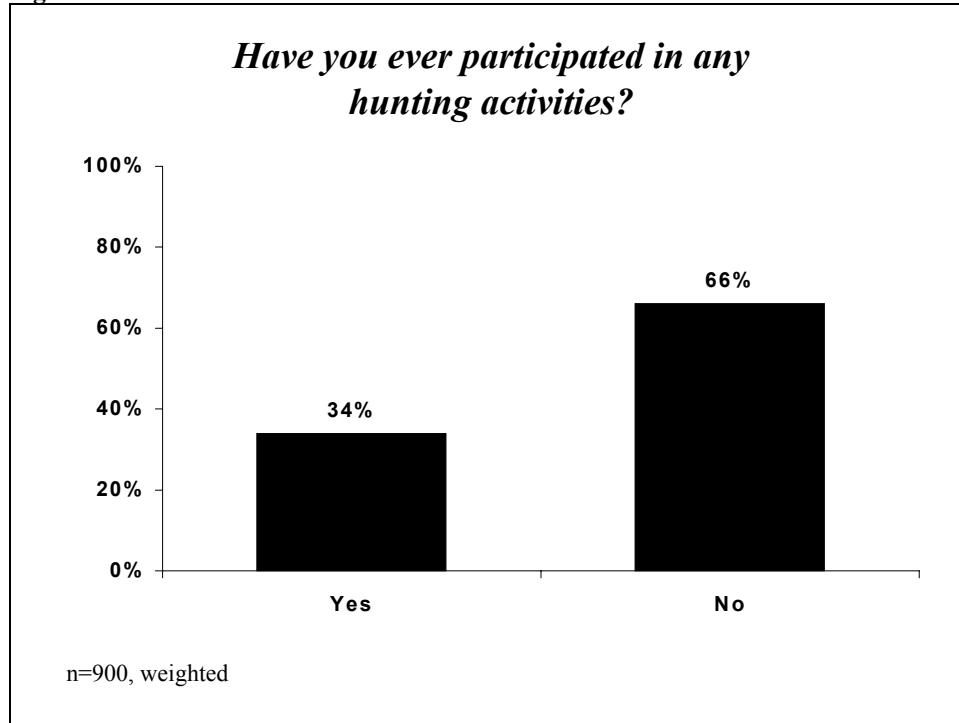
### **3.3 Hunting Frequency and Interest**

Next, respondents were reminded that for the purpose of this study legal hunting was defined as legally hunting game birds or big game animals and asked several questions related to their hunting experience and interest in hunting.

#### **3.3.1 Participation in Hunting**

First, respondents were asked if they have ever participated in any hunting activities. As shown in Figure 5, on the following page, 66% of respondents have not hunted in the past, while 34% have participated in hunting activities.

Figure 5



Respondent subgroups significantly more likely to have hunted include the following:

- respondents who **reside in medium urban or rural areas** (38%-44% versus 27% of those residing in large urban areas);
- **males** (52% versus 16% of females);
- respondents who reported being **very interested in wildlife issues** (45% versus 28% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (44% versus 11% of those who said they were unfavourable toward hunting);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (90% versus 25% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (80% versus 21% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (58% versus 31% of those who do not);

- respondents who **support youth hunting** (58% versus 19% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (63% versus 16%-31% of those who feel less informed).

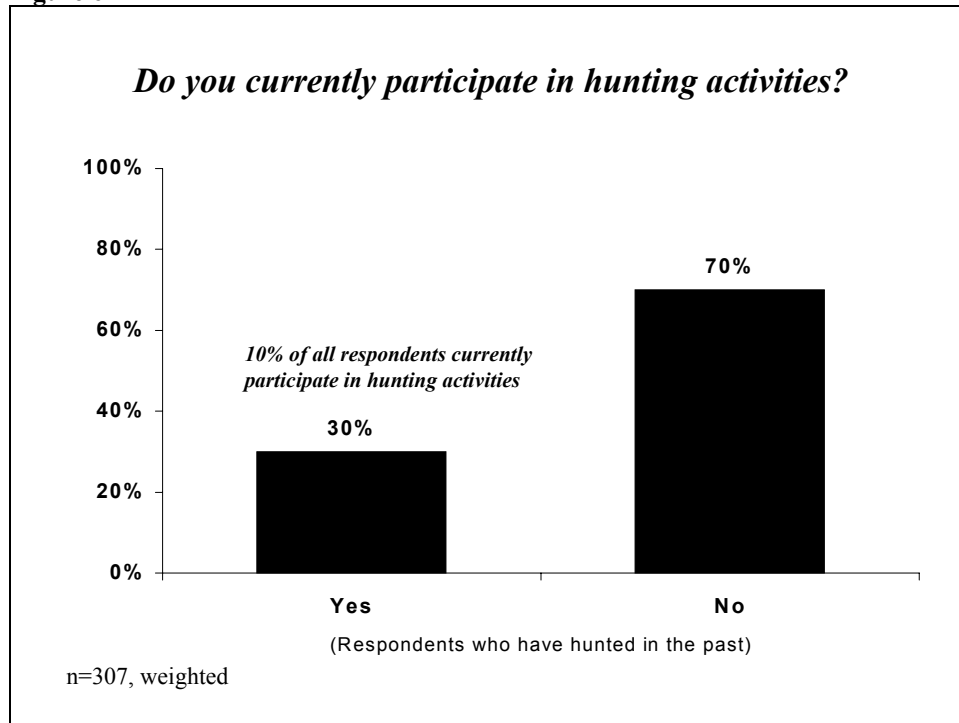
Of those respondents who have not participated in a hunting activity in the past (n=593), 66% said they have not hunted simply because they have no desire to participate in hunting and 17% stated that they were against killing animals. Nine percent (9%) of respondents commented that they have not participated in any hunting activities because they have never had the opportunity. Table 7 provides a list of reasons why respondents have not hunted in the past.

**Table 7**

<i>What is the main reason you have not participated in a hunting activity?</i>	
	<b>Percent of Respondents* (n=593, weighted)</b>
No desire to hunt	66
Don't believe in killing animals / cruel	17
Never had the opportunity	9
Don't need it as a food source/no reason to hunt	2
Against guns	1
Other (less than 1% per mention)	3

Next, respondents who have participated in hunting in the past (n=307) were asked several questions about their hunting patterns and experiences. First, hunters were asked if they currently participate in hunting activities. As shown in Figure 6 below, about one-third (30%) of respondents who indicated they have hunted in the past reported that they currently participate in hunting activities. This results in about 10% of all respondents who reported that they currently participate in hunting activities.

**Figure 6**



The following provides a profile of respondents who reported that they currently participate in hunting activities. Due to the small sample size (n=93), the following profile provides a qualitative analysis of the hunters.

- 30% of those residing in rural areas, 12% residing in medium urban areas and 58% residing in large urban areas;
- 83% male and 17% female;

- 13% who have lived in Alberta 5 years or less, 2% who lived in Alberta between 6-10 years, and 85% lived in Alberta 11 years or longer;
- 62% reported being very interested in wildlife issues in Alberta, 34% were somewhat interested and 3% were not at all interested;
- 97% stated that they have a favourable attitude toward hunting, while 2% (or 2 respondents) are unfavourable toward hunting;
- 91% were very or somewhat likely to hunt in the next 12 months and 9% were not very or not at all likely to hunt in the next 12 months;
- 97% were very or somewhat interested in hunting in the future and 3% were not very interested in hunting;
- 47% have a household member who participates in hunting activities and 53% do not;
- 66% support youth hunting and 34% do not support youth hunting;
- 71% stated that they were very or somewhat informed about hunting activities, 26% felt partly informed and 3% said they felt not at all informed;
- 16% were 18-24 years old, 46% were 25-44 years, 30% were 45-64 years old and 3% were 65 years of age or older;
- 55% do not have children residing in their household, 31% had children under 13 years of age and 24% had children between 13 and 18 years of age in their household;
- 44% have a high school education or less, 34% have either some or have graduated from college, and 19% have either some or have graduated from university;
- 26% were single, 68% were married and 5% were either widowed, separated or divorced; and
- 3% earned less than \$20,000 annually, 9% earned \$20,000 to less than \$30,000, 8% earned \$30,000 to less than \$40,000, 29% earned \$40,000 to less than \$60,000 and 37% earned \$60,000 or more.

Of those respondents who have hunted in the past but are not currently participating in any hunting activities (n=214), 22% simply stated that they have lost interest in hunting and therefore no longer actively participate in hunting, while 20% said they are too busy to participate. Table 8 provides a list of reason why past hunters currently do not participate in hunting activities.

**Table 8**

<i>What is the main reason you have hunted in the past but are not currently participating in any hunting activities?</i>	
	<b>Percent of Respondents* (n=214, weighted)</b>
Lost interest/no longer want to hunt	22
Too busy/no time	20
Don't agree with hunting anymore	8
Too old to hunt	7
No longer live at home/or on farm (so doesn't hunt now)	6
Don't need to hunt anymore for food	6
Hunted as a youth with adults, but now not interested	5
Too expensive / license too expensive	3
Spouse/family do not like wild meat	3
Gun laws/regulations for gun registration	2
No license	2
Other (1% or less per mention)	11
Don't know	6

\*Multiple mentions.

Hunters (n=307) were asked to think about their past hunting experiences and questioned as to what aspects of hunting they valued the most. As shown in Table 9, most respondents (74%) who have hunted said that they enjoyed reconnecting with nature or being outdoors. Almost half (45%) remarked that they enjoyed the social aspects of hunting such as being with family and friends, while 32% mentioned hunting as a source of meat and 16% simply enjoyed the “thrill” of hunting.

**Table 9**

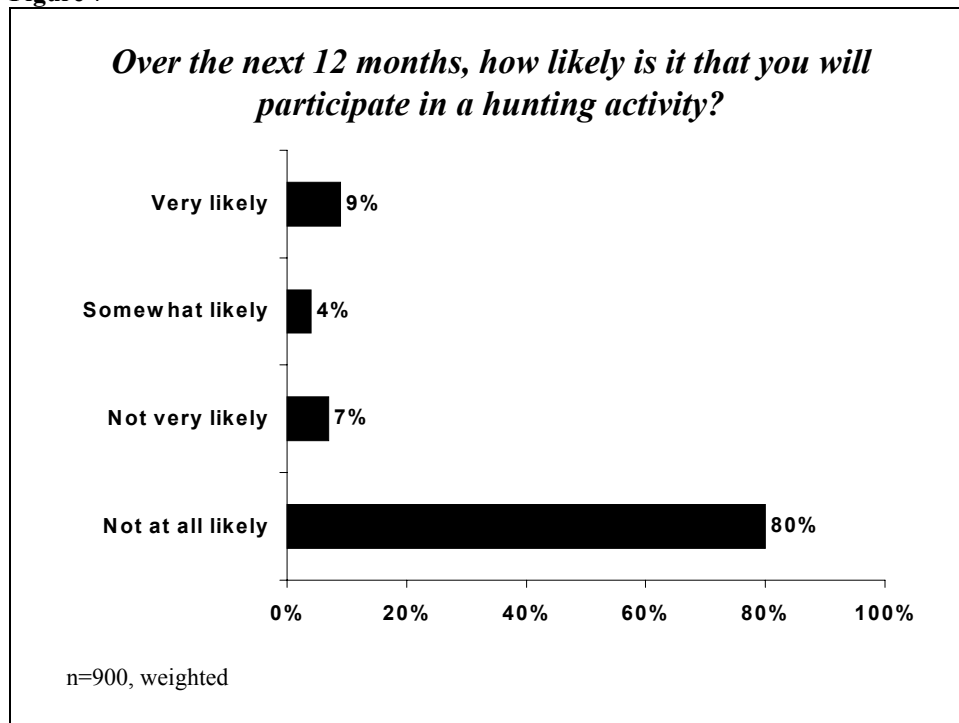
<i>Thinking about your past hunting experiences, what aspect of hunting do you value the most?</i>	
	<b>Percent of Respondents* (n=307, weighted)</b>
Reconnect with nature / being in the outdoors	74
Social aspects / being with friends and relatives	45
As a source of meat	32
Thrill of the hunt	16
The responsibility of handling a gun/learning about guns and gun safety	3
Enjoy the sport or challenge of hunting	3
Trophy animal / hunting	1
Recreation and travel experience	1
Exercise	1
Contributing to controlling wildlife populations	1
Other (less than 1% per mention)	5
Don't know	1

\*Multiple mentions.

### 3.3.2 Likelihood and Interest in Participating in Hunting Activities

Next, all respondents were asked how likely they were to participate in a hunting activity in the next 12 months. As shown in Figure 7, the majority of respondents (80%) stated that they were not at all likely to hunt in the next 12 months, while an additional 7% were not very likely to hunt. About 13% of respondents said that they were either very likely (9%) or somewhat likely (4%) to participate in a hunting activity in the next 12 months. This is consistent with the earlier report of about 10% of all respondents who stated that they currently participate in hunting (see Figure 6).

Figure 7



The following respondent subgroups were significantly more likely to state that they were very likely to participate in hunting in the next 12 months:

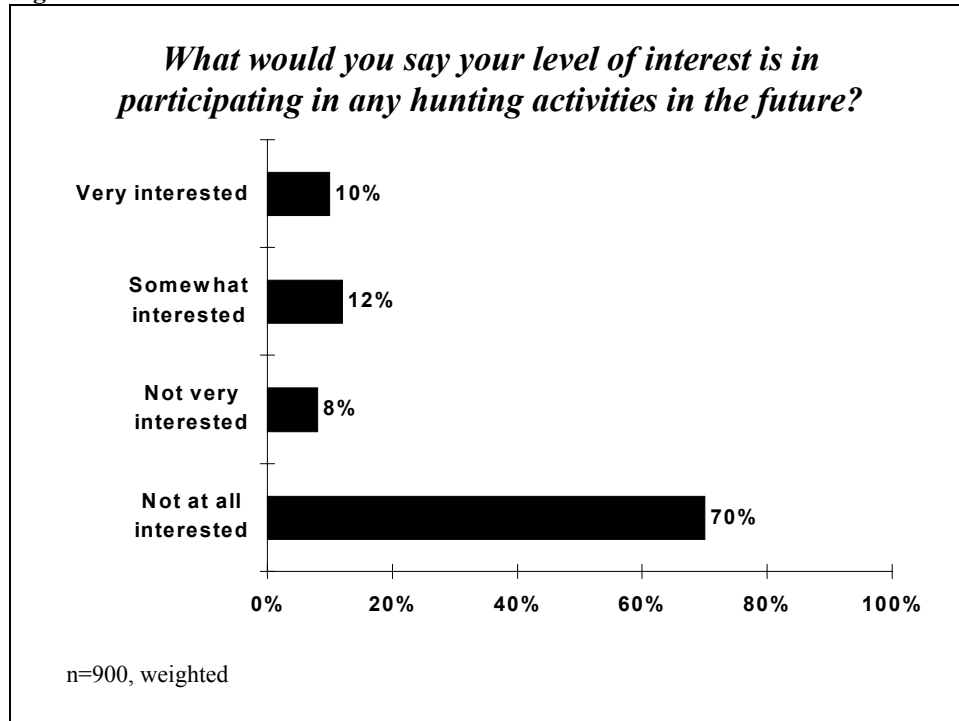
- respondents who **reside in medium urban or rural areas** (12%-15% versus 5% of those residing in large urban areas);

- **males** (14% versus 3% of females);
- respondents who reported being **very interested in wildlife issues** (17% versus 5% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (12% versus 1% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (25% versus 1% of non-hunters);
- respondents who have a **household member who participates in hunting** (38% versus 5% of those who do not);
- respondents who **support youth hunting** (22% versus 2% who do not support youth hunting); and
- those who feel **completely or mostly informed about hunting** issues (29% versus 2%-4% of those who feel less informed).

As shown in Figure 8 (on the next page), 70% of respondents stated that they were not at all interested in participating in any hunting activities in the future and an additional 8% were not very interested in hunting. However, about one-quarter (22%) of respondents said that they were either somewhat (12%) or very (10%) interested in participating in hunting in the future.

Compared with the proportion of respondents who report that they currently hunt (about 10%), as well as the proportion who anticipate hunting in the next 12 months (about 13%), there is a higher proportion of respondents interested in hunting (22%). These results may indicate an opportunity to increase the number of hunters in Alberta.

Figure 8



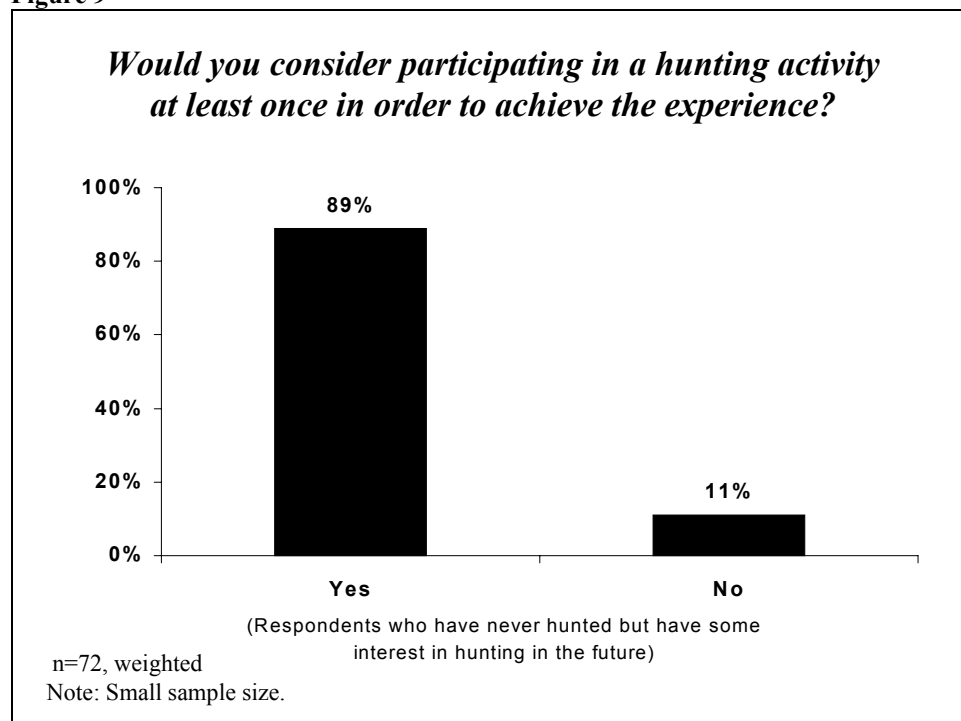
The following respondent subgroups were significantly more likely to say they were very interested in participating in hunting activities in the future:

- respondents who **reside in medium urban or rural areas** (12%-17% versus 5% of those residing in large urban areas);
- **males** (16% versus 4% of females);
- respondents who reported being **very interested in wildlife issues** (19% versus 4% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (14% versus 1% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (27% versus 2% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (71% versus 1% of those not very or not at all likely to hunt);
- respondents who have a **household member who participates in hunting** (42% versus 6% of those who do not);

- respondents who **support youth hunting** (24% versus 3% who do not support youth hunting);
- those who feel **completely or mostly informed about hunting** issues (33% versus 3%-4% of those who feel less informed); and
- and those with a **high school or college education** (12%-13% versus 5% of those with a university education).

Respondents who have never participated in hunting and who indicated some degree of interest in hunting in the future (n=72) were asked if they had the opportunity in a safe and legal environment would they consider hunting at least once in order to achieve the experience. As shown in Figure 9 below, 89% (or 64 respondents) have not hunted but who have some interest in hunting said they would participate in hunting at least once. Only 11% (or eight respondents) said they would not participate in a hunting activity.

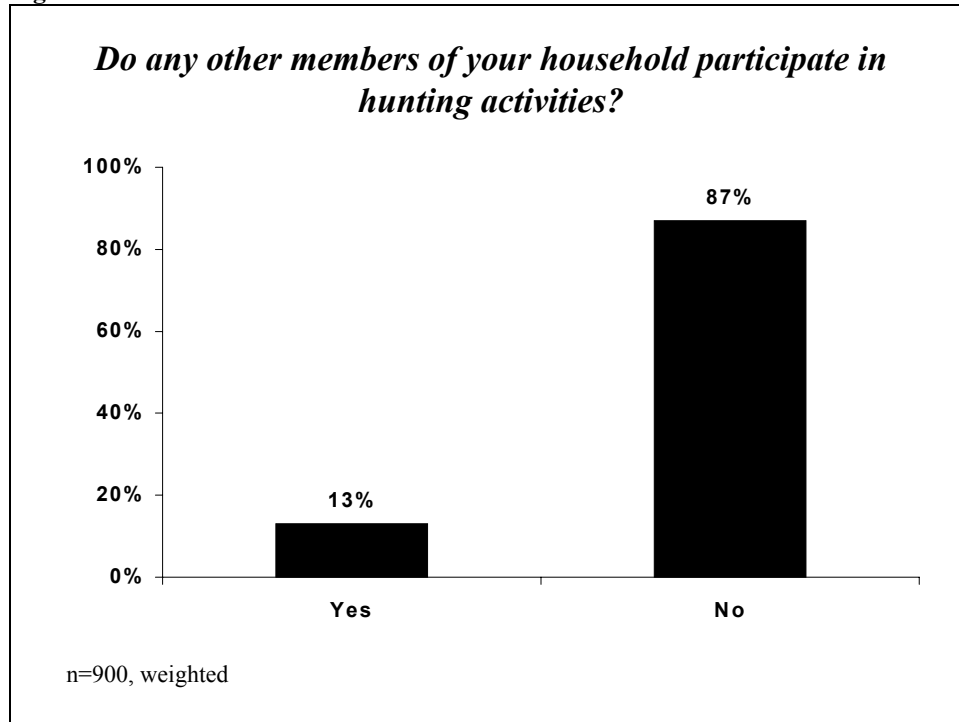
**Figure 9**



### 3.3.3 Household Members Who Hunt

As shown in Figure 10 below, the majority of respondents (87%) reported that no other members of their household participate in hunting activities. Thirteen percent (13%) did state that other household members participate in hunting activities.

Figure 10



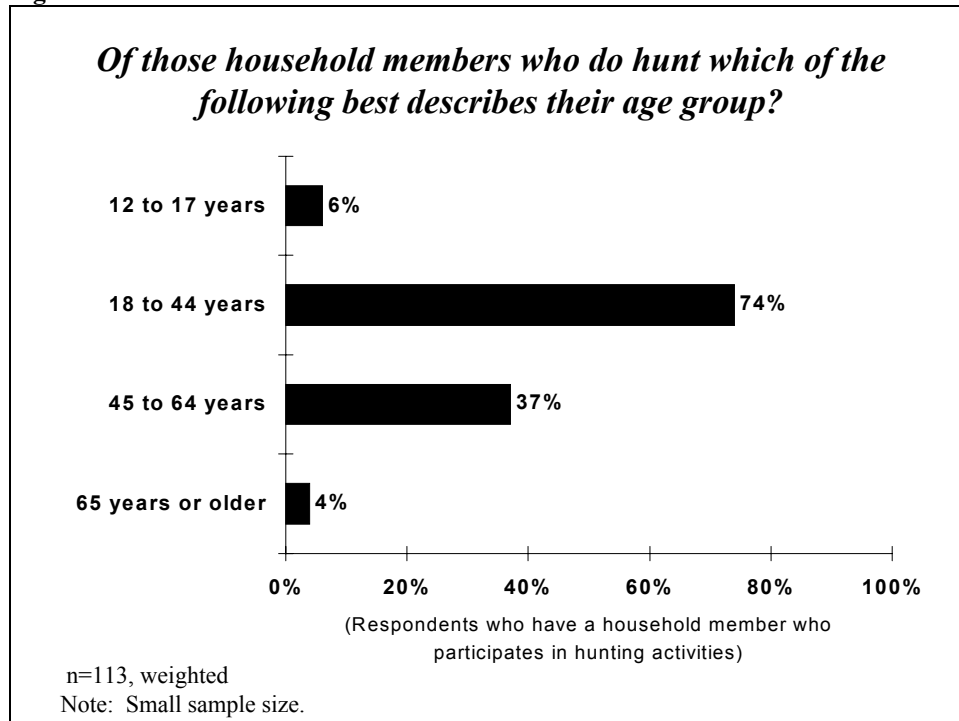
The following respondent subgroups were significantly more likely to report other household members who participate in hunting activities:

- respondents who **reside in medium urban or rural areas** (16%-18% versus 9% of those residing in large urban areas);
- **females** (15% versus 10% of males);
- respondents who reported being **very interested in wildlife issues** (17% versus 11% of those somewhat or not at all interested in wildlife issues);
- respondents who generally were **favourable toward hunting** in Alberta (17% versus 4% of those who said they were unfavourable toward hunting);
- those who **have participated in hunting** (21% versus 8% of non-hunters);

- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (43% versus 8% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (33% versus 7% of those not very or not at all interested);
- respondents who **support youth hunting** (21% versus 7% who do not support youth hunting);
- those who feel **completely or mostly informed about hunting** issues (23% versus 5%-12% of those who feel less informed); and
- **younger respondents** between 18 and 24 years of age (21% versus 5%-12% of older respondents).

Figure 11 illustrates the household composition of those respondents who reported that other members of their household participate in hunting.

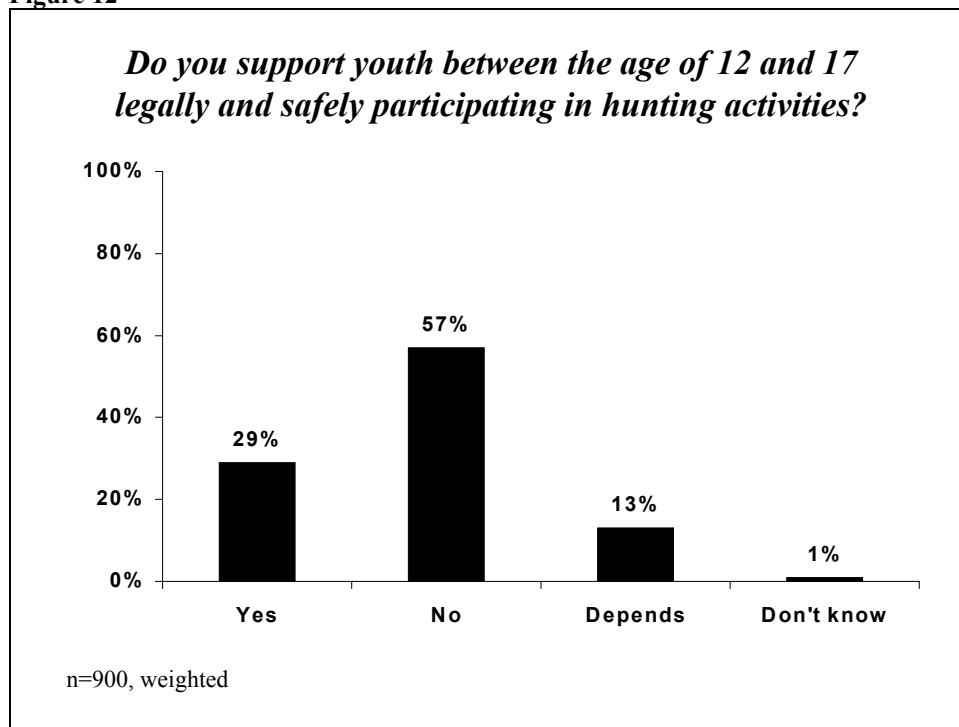
**Figure 11**



### 3.3.4 Support Toward Youth Hunting

It was explained to respondents that Albertans 12 years of age or older may legally obtain a hunting license and asked if they support youth between 12 and 17 years of age legally and safely participating in hunting activities. Over half of all respondents (57%) stated that they do not support youth hunting, while 29% supported youth participating in hunting and 13% said it would depend on the situation. See Figure 12 below.

**Figure 12**



Respondent subgroups significantly more likely to support youth hunting include:

- respondents who **reside rural areas** (35% versus 25%-29% of those residing in medium or large urban areas);
- **males** (43% versus 16% of females);
- respondents who generally were **favourable toward hunting** in Alberta (38% versus 7% of those who said they were unfavourable toward hunting);

- those who **have participated in hunting** (50% versus 18% of non-hunters);
- respondents who said they were **very or somewhat likely to hunt** in the next 12 months (66% versus 23% of those not very or not at all likely to hunt);
- respondents who reported that they were **very or somewhat interested in hunting** in the future (59% versus 21% of those not very or not at all interested);
- respondents who have a **household member who participates in hunting** (49% versus 26% of those who do not);
- those who feel **completely or mostly informed about hunting** issues (48% versus 12%-29% of those who feel less informed).

Table 10 provides a list of reason articulated by those respondents who said their support of youth hunting would “depend” (n=114).

**Table 10**

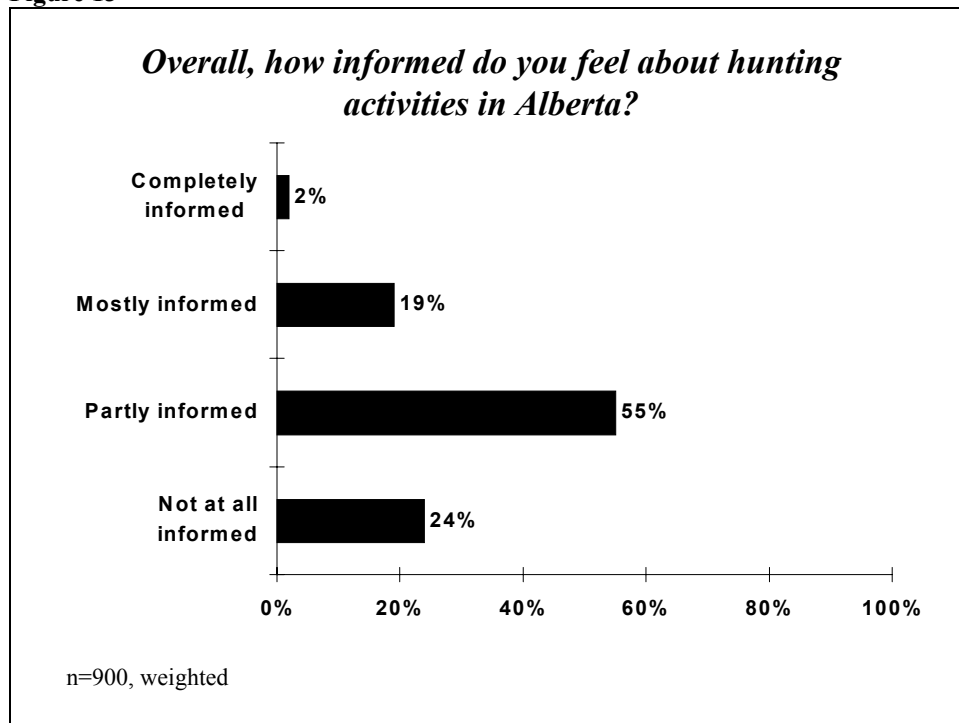
<i>Albertans 12 years of age or older may legally obtain a hunting license. In your opinion do you support youth between the age of 12 and 17 legally and safely participating in hunting activities?</i>	
<b>(Those who said “depends”)</b>	
	<b>Percent of Respondents* (n=114, weighted)</b>
Should be accompanied by adult/supervised by responsible adult	61
Need to take a hunting and safety course	20
16 and older would be ok (not under 16)	9
Only if for food and not sport	2
Depends on maturity of youth	2
Only if they live in rural areas	2
Only for small game animals (not big game)	1
Other (less than 1% per mention)	3

\*Multiple mentions.

### 3.4 Information and Communication Needs

Respondents were asked a series of questions regarding their information needs as they pertain to hunting activities in Alberta. First, respondents were probed as to how informed they felt about hunting activities. As shown in Figure 13 below, about three-quarters (76%) of respondents felt, to some degree, informed about hunting in Alberta, with 55% stating they felt partly informed and 21% stating they felt mostly or completely informed. One-quarter of respondents said they were not at all informed about hunting activities in Alberta.

Figure 13



Respondent subgroups significantly more likely to state that they were not at all informed about hunting in Alberta include:

- **females** (31% versus 16% of females);
- respondents **residing in Alberta for 5 years of less** (33% versus 23% of those living in Alberta longer);

- respondents who reported being **somewhat or not at all interested in wildlife issues** (31% versus 11% of those very interested in wildlife issues);
- respondents who generally were **unfavourable toward hunting** in Alberta (29% versus 21% of those who said they were favourable toward hunting);
- those who **have not participated in hunting** (30% versus 11% of hunters);
- respondents who said they were **not at all likely to hunt** in the next 12 months (28% versus 1% of those to some extent likely to hunt);
- respondents who reported that they are **not at all interested in hunting** in the future (30% versus 4% of those who were to some degree interested);
- respondents who **do not have a household member who participates in hunting** (26% versus 10% of those who do); and
- respondents who **do not support youth hunting** (30% versus 10% who do support youth hunting).

Respondents were probed as to where they usually learn about information regarding hunting and hunters in Alberta. As shown in Table 11, over half (56%) mentioned that they learn about hunting activities through friends and relatives or word of mouth. Newspaper, television and outdoor magazines were also major sources of information (40%, 36% and 15% respectively). Seven percent (7%) of respondents stated that they did not hear any information about hunting in Alberta.

**Table 11**

<i>From what source, if any, do you usually learn about information regarding hunting and hunters in Alberta?</i>	
	<b>Percent of Respondents* (n=900, weighted)</b>
Word of mouth	56
Newspaper	40
Television / news	36
Outdoor magazines	15
Radio	11
Brochures (regulations/licenses)	7
Internet / web sites	3
Direct mail to your home	1
Sportsman / trade shows	1
Special interest groups	1
Other (less than 1% per mention)	5
Do not hear any information	7
Don't know	1

\*Multiple mentions.

Next, respondents were asked which topics, if any, they would like more information about regarding hunting and hunters in Alberta. As shown in Table 12, most respondents (59%) did not want any information about hunting activities in Alberta. An additional 7% could not think of any topic, for a total of 66% who did not mention any topic.

The remaining respondents wanted information pertaining to government regulations (13% of all respondents), such as information on hunting regulations and rules, draws, tag limits, animals that can be hunted, seasons, etc. Six percent (6%) requested information on poaching such as the extent of poaching, statistics, penalties and prevention. Location of animals being hunted (4%) and protection of wildlife (3%) was also mentioned frequently. A list of the topic areas provided by respondents is presented in Table 12.

**Table 12**

<i>Which topics, if any would you like more information about regarding hunting and hunters in Alberta?</i>	
	<b>Percent of Respondents* (n=900, weighted)</b>
Government regulations on hunting	13
Poaching	6
Location of animals species being hunted	4
Protection of animals/wildlife	3
Hunting issues/benefits of hunting	2
Endangered species	2
Number of hunters per year (and impact on wildlife, e.g. number killed)	2
Animal over-population	1
Over hunting	1
Habitat destruction or conservation	1
First Nations hunting and trapping	1
Other (less than 1% per mention)	5
Do not want any information	59
Don't know	7

\*Multiple mentions.

And finally, of the respondents who wanted more information regarding hunting activities in Alberta (n=372), most felt that the newspaper (83%), television (79%) or direct mail (78%) would be an effective way of receiving information. Radio (67%), Internet web site (50%) and mall displays (48%) followed this. Trade shows (41%) were seen as the least effective way of getting information.

**Figure 14**

