



A Hunting We Will Go! 2008 Hunting Activity

2008 has proven to be another very busy year for Alberta hunting activity, as hunter numbers have increased by 13% over the past 3 years. Here are a few of the highlights:

Number of Hunters:

Years					
2008	2007	2006	2005	2004	2003
113,000	110,000	105,000	100,000	100,000	95,000

Of this number, approximately 90% were resident hunters, 3% were non-resident Canadians and 7% were non-resident aliens.

Anglers/Hunters and WiN Card Activity:

	2008	2007	Increase
Anglers	249,000	240,000	9,000
Hunters	113,000	110,000	3,000
New WiN Cards (Hunting and/or Fishing)	73,000	71,000	2,000
WiN Renewals	80,000	23,000	57,000

- Hunters represent ~ 3% of the Alberta population
- 23% of hunters are 40-49 years of age
- 20% of hunters are 30-39 and 20% are 50-59
- 67% of hunters buy a Wildlife Certificate every year or 3 out of 4 years
- 13% are occasional or buy 2 out of every 4 years
- 20% are new hunters (someone that hadn't purchased a Wildlife certificate since 1993 or not at all).
- Youth hunters (13-19) represent 2.5 %

Average Age of Hunters:

	Female	Male	Youth Female	Youth Male
2007	41	44	15	16
2008	44	40	15	16

Male/Female Hunter Numbers:

	2004		2005		2006		2007		2008	
	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>
Adult	5,004	89,148	5,105	89,205	5,601	93,582	6,161	97,336	6,652	99,001
Youth	424	5,154	458	5,035	511	5,156	638	5,628	742	6,056
Total	5,428	94,302	5,563	94,240	6,112	98,738	6,799	102,964	7,394	105,057

Number of Hunting Licences Sold:

There were 420,000 hunting related licenses sold in 2008, which is an increase of 16% over the past 3 years. The following is a comparison over the past 6 years:

Years					
2008	2007	2006	2005	2004	2003
420,000	404,000	381,000	361,000	361,000	344,000

Draw Applications and Sales:

Total Draw applicants increased again, following the same upward trend:

2008	2007	2006	2005	2004	2003	2002
237,000	221,000	213,000	205,000	196,000	187,000	179,000

38% of the draw applications were done online, 35% were at vendors and 26% over the phone.

	2005	2006	2007	2008
Drawn	64,217	63,254	64,539	65,442
Sold	55,988	55,571	54,940	58,271

Bowhunting Permits:

Bowhunting permits increased by 1658.

	2008	2007
Resident	14,947	13,266
Non-Resident	229	185
Non-Resident Alien	1,341	1,408
Total	16,517	14,859

Species Highlights:

- There were 6,505 applications for the Resident Bison Special License draw, of which 100 were drawn. As of the end of February, approximately 70 licenses had been purchased.
- Black bear and whitetail deer sales increased, while mule deer licenses decreased slightly.
- In 2008, 885 partner licenses were sold, compared to 938 in 2007. (The most common partner licenses utilized was antlered moose).

Game Bird, Waterfowl and Pheasant License Numbers:

Pheasants	2007	2008
Resident	6,229	6,473
Non-Resident	454	437
Non-Resident Alien	146	133

Game Birds/Waterfowl			
		2007	2008
Resident	Game Bird	41,289	41,970
Non-Resident	Game Bird	1,309	1,219
	Game Bird – 3 Day	126	124
Non-Resident Alien	Game Bird	-	-
	Game Bird - 3 Day	-	-
	Game Bird - 6 Day	3,979	3,303
	Upland Game Bird	608	518

- The popularity of Code 999 increased in 2008.

2008	2007	2006	2005
51,466	46,694	39,821	40,872

System (RELM) Highlights:

- Licence Issuer (Vendors) commissions exceeded \$1.9 million
- First year of web licence sales!

Record sales year for licences sold!

Almost 670,000 licences and 150,000 WiN transactions were processed. This is 80,000 more transactions than in 2007, resulting in a record sales year.

The busiest day of the year was June 26th when over 30,000 transactions were processed on the last day for Hunting Draw applications. This was an increase from the 21,000 transactions processed on June 22, 2007.

First Year Web Licence Sales:

Over 125,000 transactions were sold through the Web in the first eight months:

	Transactions	Web as % of total sales
New WiN	5,114	7.4%
WiN Renewal	12,469	16.3%
Fishing	8,771	4.3%
Draw Applications	91,159	38.5%
Hunting	7,583	1.9%
Total	125,096	

There was a surprisingly high usage of the Web for Draw Applications. IVR phone in Draw Applications were reduced from 110,000 in 2007 to 62,000 in 2008. The high numbers of Web participation is attributed to the advertisement in the Draw book, which was mailed out to 75,000 Albertans.

On an overall basis, Web sales (excluding Draws) accounted for about 4% of the market. It is expected that Web sales will increase as the public becomes more familiar with its availability and use. In the USA, licence sales on mature Websites average about 10% of total sales.

This website has had over 115,000 registered users since its inception in September 2005. On the last day of the Draw (June 26), over 14,000 Draw Applications were processed through the Website.

Many other provinces are looking at Alberta as an example of an excellent licensing system for hunting and fishing. We are indeed fortunate to live in a province where wildlife populations are healthy and this provides for abundant hunting opportunities. For more information about hunting numbers, contact Licensing and Revenue Services, Alberta Fish and Wildlife Division, (780) 427-5185. All data provided in this document is courtesy of Alberta Fish and Wildlife Division.

If you are interested in more information about hunting programs and what the various organizations are doing to promote hunting opportunities in Alberta, please contact *Hunting For Tomorrow*. Your involvement and support in this regard is certainly appreciated.

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