Lapsed Hunters in Pennsylvania: Results from the 2011 Survey

Pennsylvania Game Commission
Bureau of Information and Education
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Definition of Lapsed Hunters

- Bought a License in PALS in 2009-10, but did not for the 2010-11 season
- Five thousand resident and non-resident lapsed hunters were sampled
- First questionnaire was sent in April 2011, followed by a reminder postcard two weeks later, and a second copy of the questionnaire was mailed in May 2011
  - 42.1% response rate
  - 1,968 surveys were used in the analysis
Churn Rate

- Total Licenses sold:
  - 948,287 in 2009-10
  - 929,522 in 2010-11
    - Represents a 1.98% decrease in licenses
- Hunters who purchased in 2009-10 but not for 2010-11: 169,543
  - 17.8% of total 2009-10 licenses
- Hunters who purchased in 2010-11 but not for the previous year: 143,781
  - 15.4% of total 2010-11 licenses
Hunter Age at Date of Purchase
Hunting Base Licenses With 213 Privilege Code Only

Age of Hunter at Time of Purchase

Quantity Sold
Which hunters are lapsing in Pennsylvania?

- 84% were resident hunters
  - Nonresident hunters were from 38 states
  - 2.2% from New Jersey; 2.0% from New York and Ohio; and 1.6% from Maryland
    - All other states were less than 1%
- Average age:
  - Residents: 43.6 years
  - Non-residents: 47.3 years
Lapsed Hunters

- Gender
  - 85% male, 15% female (residents)
  - 96% male, 4% female (non-residents)
- Employment status (residents only)
  - 54% full-time
  - 5.5% part-time
  - 18% retired
  - 2.5% unemployed receiving benefits
  - 5% unemployed not receiving benefits
  - 15% students
Future License Purchase

- **Residents**
  - 14% planned to purchase for remaining 2010-11 seasons (would include spring turkey)
  - For 2011-12: 39% planned to purchase, 13% did not, and 48% were uncertain

- **Nonresidents**
  - 11% planned to purchase for 2010-11
  - For 2011-12: 29% planned to purchase, 19% did not, and 52% were uncertain
Pennsylvania Hunter Identity

- Do you still consider yourself a Pennsylvania hunter? (residents only)
  - 83% said they still considered themselves PA hunters
  - 5.4% said they did not consider themselves PA hunters
  - 11.5% used to consider themselves PA hunters, but not anymore

- Development of a personal/cultural identity is necessary for long-term commitment and participation in hunting (NSSF Best Practices)
### Likert scales

**Question 5:** Please indicate the level of influence each of the following reasons had on your decision not to buy a hunting license in Pennsylvania this year:

<table>
<thead>
<tr>
<th>Did not Influence</th>
<th>Moderately Influenced</th>
<th>Strongly Influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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<td></td>
<td>4</td>
<td>5</td>
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</tbody>
</table>

**Question 6:** Using the scale below, please indicate how much the following factors would encourage you to start hunting again in Pennsylvania:

<table>
<thead>
<tr>
<th>Will not Encourage</th>
<th>Moderately Encourage</th>
<th>Strongly Encourage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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<td></td>
<td>4</td>
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</tbody>
</table>
Factors that influenced their decision not to buy a PA hunting license this year
### Frequencies (%)—All Respondents

<table>
<thead>
<tr>
<th></th>
<th>Did not Influence</th>
<th>Moderately Influenced</th>
<th>Strongly Influenced</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Cost of basic license</td>
<td>54.1</td>
<td>7.4</td>
<td>16.4</td>
</tr>
<tr>
<td>Cost of additional licenses</td>
<td>54.6</td>
<td>7.2</td>
<td>14.0</td>
</tr>
<tr>
<td>Not enough game</td>
<td>46.0</td>
<td>9.0</td>
<td>13.7</td>
</tr>
<tr>
<td>Amount of personal free time</td>
<td>48.4</td>
<td>7.1</td>
<td>17.0</td>
</tr>
<tr>
<td>Family obligations</td>
<td>60.1</td>
<td>8.3</td>
<td>14.0</td>
</tr>
<tr>
<td>Work obligations</td>
<td>58.3</td>
<td>6.8</td>
<td>13.2</td>
</tr>
<tr>
<td>Not enough access</td>
<td>64.8</td>
<td>6.8</td>
<td>11.7</td>
</tr>
<tr>
<td>Not enough places to hunt</td>
<td>57.8</td>
<td>7.4</td>
<td>13.6</td>
</tr>
<tr>
<td>Not enough trophy game</td>
<td>63.3</td>
<td>8.9</td>
<td>10.7</td>
</tr>
</tbody>
</table>
Influencing factors: Young hunters

- Junior Hunters (up to & including age 16, n=75)
  - Amount of personal free time (2.24)
  - Loss of interest (2.18)
  - Not enough game (2.07)
  - Cost of basic license (1.81)
  - Cost of additional licenses (1.80)

- Post-Junior Hunters (17-19 years old, n=107)
  - Amount of personal free time (2.75)
  - Not enough game (2.43)
  - Cost of basic license (2.11)
  - Work obligations (2.09)
  - Cost of additional licenses (2.08)
  - Loss of interest (2.02)
Influencing factors: Young adults

- Young adult (20-34 years old, n=259)
  - Amount of personal free time (2.95)
  - Work obligations (2.58)
  - Current employment situation (2.42)
  - Cost of additional licenses (2.38)
  - Cost of basic license (2.37)
  - Personal financial situation (2.33)
  - Not enough game (2.27)
  - Family obligations (2.19)
Influencing factors: Adults

- Adult (35-49, n=373)
  - Not enough game (2.64)
  - Amount of personal free time (2.56)
  - Cost of additional licenses (2.36)
  - Cost of basic license (2.35)
  - Work obligations (2.32)
  - Not enough places to hunt (2.23)
  - Family obligations (2.22)
  - Personal financial situation (2.05)
  - Not enough access (2.01)
Influencing factors: Adults

- Middle adult (50-64, n=389)
  - Not enough game (2.67)
  - Not enough places to hunt (2.26)
  - Cost of additional licenses (2.25)
  - Amount of personal free time (2.21)
  - Cost of basic license (2.19)
  - Not enough access (2.14)
  - Work obligations (2.08)
  - Not enough trophy game (2.05)
Influencing factors: Seniors

- Senior (65-91, n=151)
  - Not enough game (2.61)
  - Health problems (2.39)
  - Increasing age/losing confidence (2.06)
  - Not enough places to hunt (2.00)
  - Loss of interest (1.89)
  - Not enough trophy game (1.88)
  - Not enough access (1.77)
  - Cost of basic license (1.75)
  - Cost of additional licenses (1.75)
Factors that would encourage lapsed hunters to start hunting again in PA
Encouraging factors: Young hunters

- Junior Hunters (up to & including age 16, n=78)
  - Having more personal time to hunt (2.85)
  - Having higher game populations (2.78)
  - Invitation by a friend to go hunting (2.56)
  - Longer hunting seasons (2.55)
  - Opportunity to hunt on Sunday (2.54)

- Post-Junior Hunters (17-19 years old, n=104)
  - Having more personal time to hunt (3.21)
  - Having higher game populations (3.09)
  - Longer hunting seasons (2.72)
  - Opportunity to hunt on Sunday (2.66)
  - Invitation by a friend to go hunting (2.59)
Encouraging factors: Young Adults

- Young Adult (20-34, n=261)
  - Having more personal time to hunt (3.51)
  - Having higher game populations (2.98)
  - Opportunity to hunt on Sunday (2.83)
  - Longer hunting seasons (2.71)
  - Invitation by a friend to go hunting (2.56)
  - Being asked by my child to take them hunting (2.49)
  - Hunting offered as part of vacation (2.46)
Encouraging factors: Adults

- Adult (35-49, n=371)
  - Having higher game populations (3.14)
  - Opportunity to hunt on Sunday (3.09)
  - Having more personal time to hunt (3.06)
  - Being asked by my child (or grandchild) to take them hunting (3.03)
  - Longer hunting seasons (2.56)
  - Invitation by a friend to go hunting (2.48)
  - Hunting was offered as part of vacation (2.28)
Encouraging factors: Adults

- Middle adult (50-64, n=390)
  - Having higher game populations (3.18)
  - Being asked by my child (or grandchild) to take them hunting (2.96)
  - Having more personal time to hunt (2.73)
  - Opportunity to hunt on Sunday (2.63)
  - Invitation by a friend to go hunting (2.51)
  - Longer hunting seasons (2.33)
  - Hunting was offered as part of vacation (1.98)
Encouraging factors: Seniors

- Senior (65-91, n=151)
  - Having higher game populations (3.08)
  - Being asked by my child (or grandchild) to take them hunting (2.53)
  - Invitation by a friend to go hunting (2.51)
  - Opportunity to hunt on Sunday (2.22)
  - Having more personal time to hunt (2.09)
  - Longer hunting seasons (2.00)
Summary

- Who is lapsing?
- Why do they lapse?
  - reasons that hunters lapse vary by age, residence status but common themes emerged (not enough time, not enough game, access, cost of license, other commitments)
- Important to remember that no reason for lapsing was cited by a majority of hunters
- What would encourage them to hunt again?
  - Not one factor was chosen by the majority of hunters
    - More game (need to determine which species)?
    - More time (Can PGC do anything about this)?
    - Perceived value of the cost of license
Questions?