

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

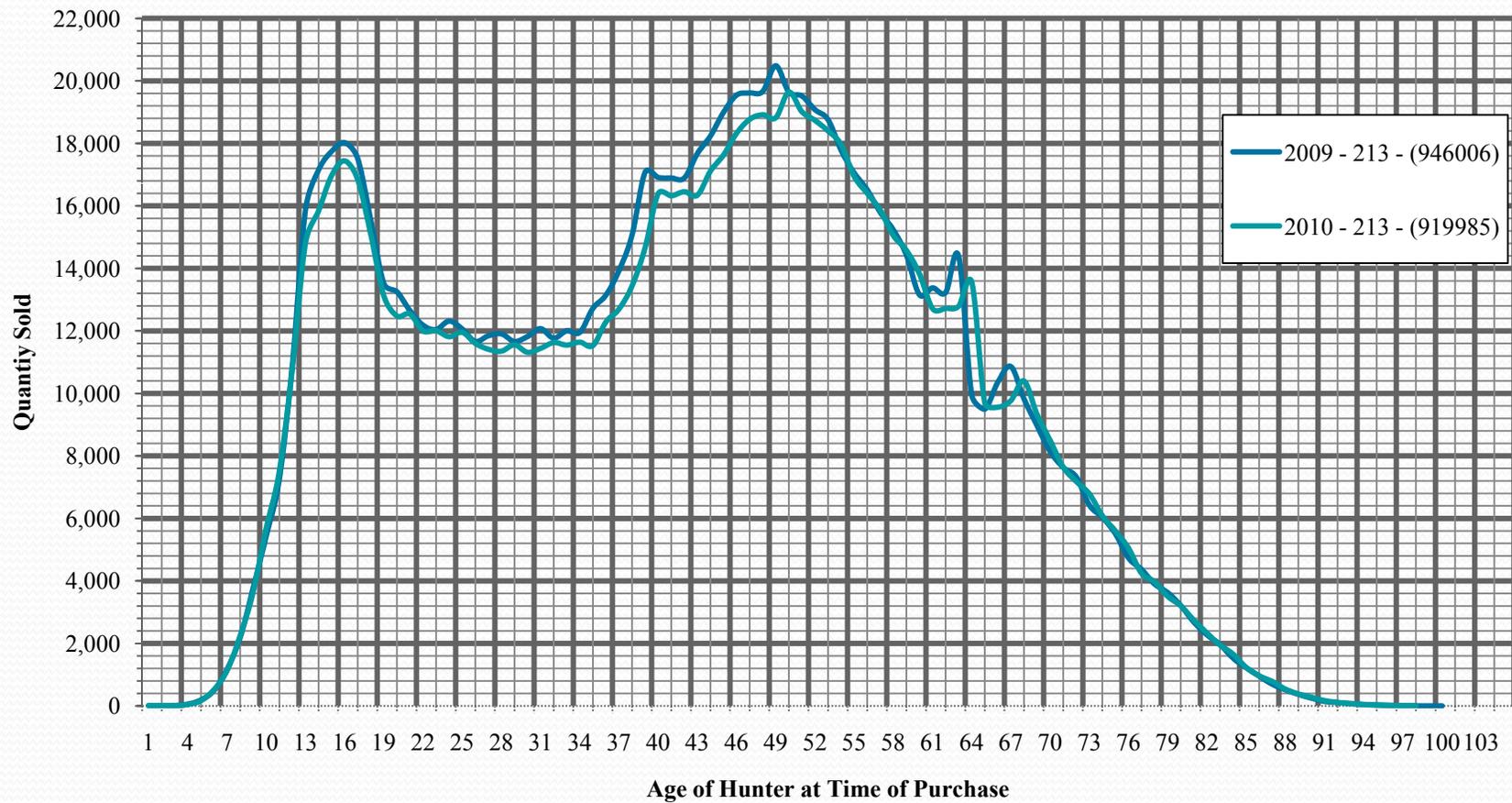
- Bought a License in PALS in 2009-10, but did not for the 2010-11 season
- Five thousand resident and non-resident lapsed hunters were sampled
- First questionnaire was sent in April 2011, followed by a reminder postcard two weeks later, and a second copy of the questionnaire was mailed in May 2011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



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

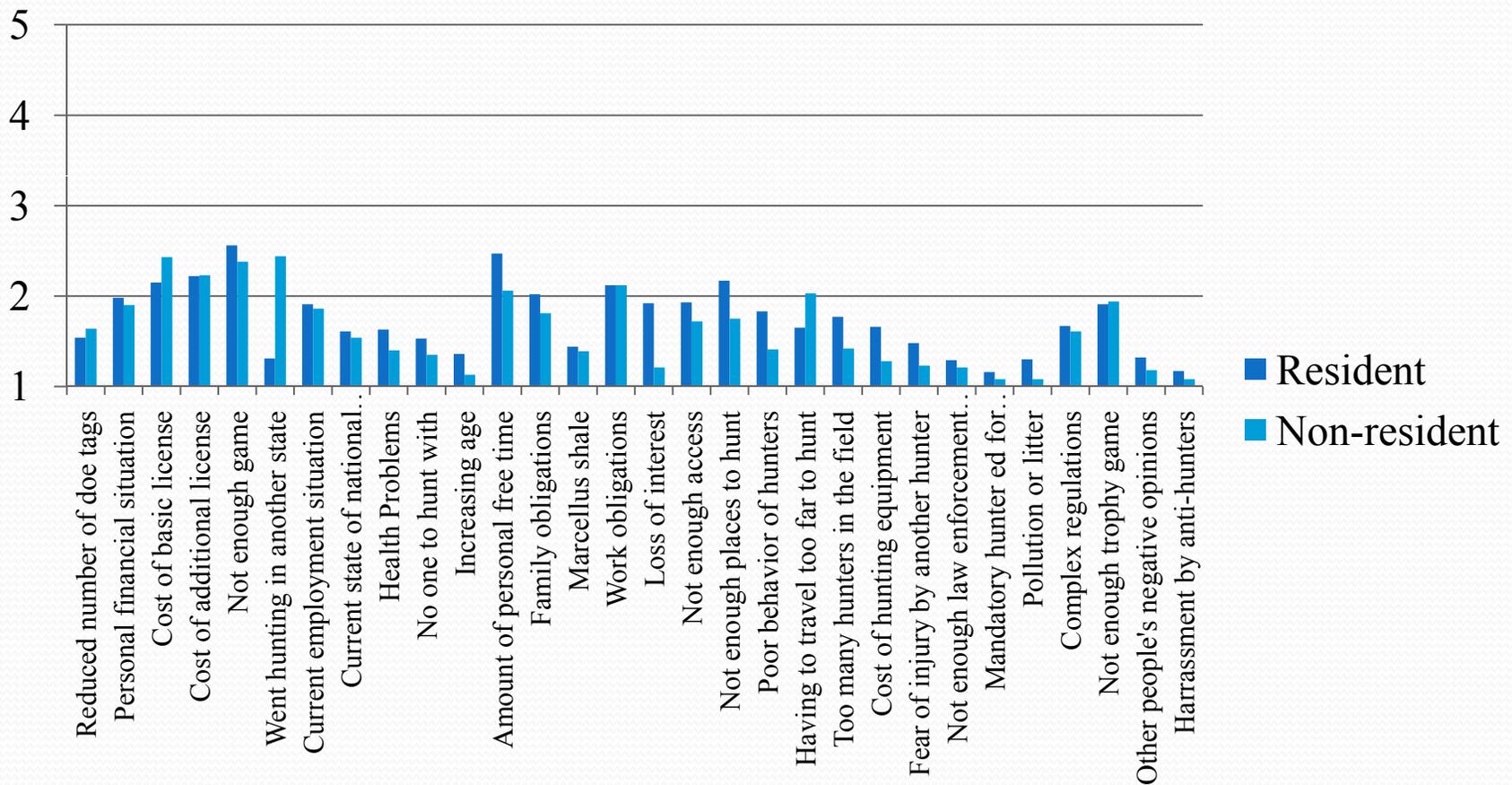
Question 5: Please indicate the level of influence each of the following reasons had on your decision not to buy a hunting license in Pennsylvania this year:

Did not Influence		Moderately Influenced		Strongly Influenced
1	2	3	4	5

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

Will not Encourage		Moderately Encourage		Strongly Encourage
1	2	3	4	5

Factors that influenced their decision not to buy a PA hunting license this year



Frequencies (%)—All Respondents

	Did not Influence		Moderately Influenced	Strongly Influenced	
	1	2	3	4	5
Cost of basic license	54.1	7.4	16.4	9.4	12.8
Cost of additional licenses	54.6	7.2	14.0	9.8	14.3
Not enough game	46.0	9.0	13.7	8.2	23.1
Amount of personal free time	48.4	7.1	17.0	11.0	16.5
Family obligations	60.1	8.3	14.0	7.5	10.1
Work obligations	58.3	6.8	13.2	7.8	13.9
Not enough access	64.8	6.8	11.7	7.3	9.5
Not enough places to hunt	57.8	7.4	13.6	9.5	11.7
Not enough trophy game	63.3	8.9	10.7	6.8	10.4

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)



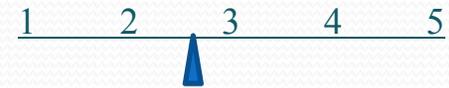
Influencing factors: Adults

- 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)

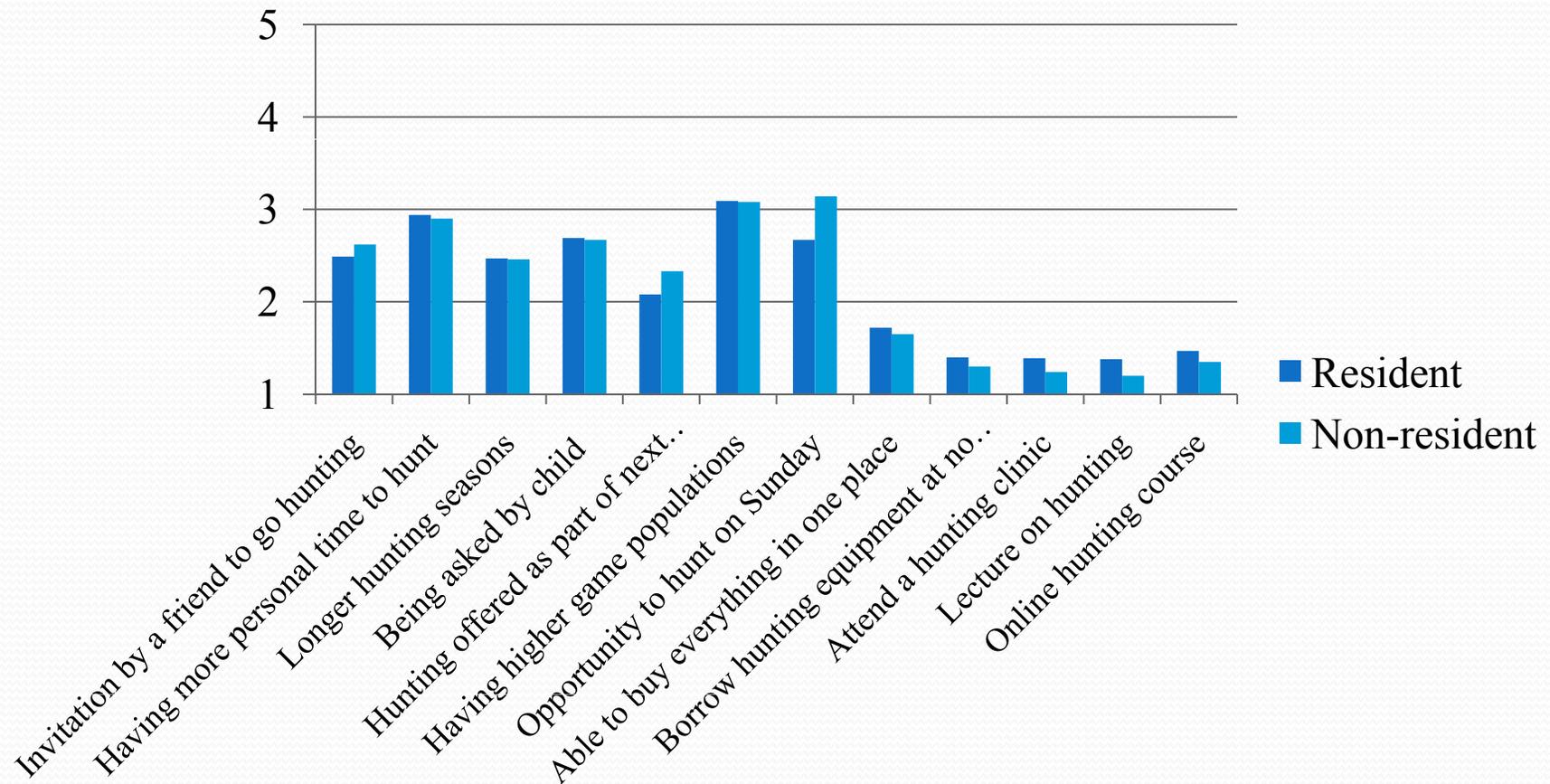


Influencing factors: Seniors

- 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?