

SASKATCHEWAN ENVIRONMENT MARKET RESEARCH STRATEGY

Saskatchewan Environment has developed a Market Research Strategy to obtain long term, unbiased public feedback on a number of current issues related to Fish and Wildlife programs. This process involves conducting numerous public surveys, and will provide Fish and Wildlife managers with a valuable tool for making better-informed decisions regarding:

- C **policy development**
- C **strategic planning**
- C **economics**
- C **marketing**
- C **communications**
- C **client services**

The Fish and Wildlife branch of Saskatchewan Environment has recently completed two public surveys. The questions and responses are provided for your reference.

LANDOWNER SURVEY

A telephone survey of 381 randomly selected Saskatchewan landowners was conducted in December 2001. A survey with a sample of this size has a precision (range of error factor) of + or - 4.3 percent at a confidence level of 95 percent (19 times of out 20). Questions and responses to this survey, are as follows:

Question: Do you allow hunters to hunt on your land?

Response: 89% indicated yes
 11% indicated no

Question: In the last twelve months, have you posted any signs to control public access to your land?

Response: 24% indicated yes
 76% indicated no

Question: What signs would you have posted?

Response: 11% no hunting
 8% no trespassing
 4% hunting with permission only
 1% hunting on foot only/cattle at large/vehicles restricted
 76% no response

Question: What reasons did you have to post your land?

Response: 7% to protect livestock
3% because of problems in the past
11% to protect wildlife and property and other safety reasons
79% no response

Question: Which of the following incentives do you feel might encourage you to retain wildlife habitat on your land?

Response: 57% tax incentives for landowners
43% some form of monetary payments to landowners
32% provide free big game licences to landowners
29% to allow landowners to charge hunters an access fee
25% have seasons open only to landowners
NOTE: some respondents identified multiple incentives.

Question: Is there any incentive that would convince you to retain wildlife habitat on your land?

Response: 18% indicated A no/not really@
82% had no response

Question: Do you have any other ideas for incentives that might convince yourself or others to conserve wildlife?

Response: 1% indicated A no/not really@
99% had no response

Question: Do you believe that hunters should be required by law to obtain written or verbal permission of the landowner before hunting on their property?

Response: 83% stated that some form of permission should be required
16% stated that permission should not be required
1% had no comment

Question: If Ayes@ to the above question, should the legal requirement call for written permission or is verbal permission acceptable?

Response: 33% cited A written@ permission as being desirable
49% indicated that A verbal@ permission would be sufficient
18% did not express an opinion

Question: Would you support giving hunters the opportunity to hunt on Sundays?

Response: 34% of landowners surveyed, supported Sunday hunting
62% did not support Sunday hunting
4% did not respond

Question: Why do you support Sunday hunting?

The most common responses in support of Sunday hunting, were:

- some people have only the weekends to hunt
- everything else is done/open on Sundays
- ease the pressure on Saturday hunting
- would get more youngsters out hunting
- there are too many deer
- hunting is like any other sport

Question: Why do you not support Sunday hunting?

The two most common responses against Sunday hunting, were

- Sunday is a day of rest
- should not kill animals on Sunday
- give wildlife a day of rest
- it's a religious issue

Question: Which of the following would best describe your farming operation?

Response:	10%	livestock operation
	37%	grain farming
	53%	mixed farming

Question: Which of the following activities have you engaged in over the past three years?

Response:	37%	hunting
	9%	trapping
	2%	outfitting
	45%	angling
	7%	neither/no response

Question: Which category would best describe your age?

Response:	3%	under 30 years
	10%	30 - 39 years
	26%	40 - 49 years
	23%	50 - 59 years
	21%	60 - 70 years
	17%	over 70 years

Question: What are the first 3-digits of your postal code:

Response: 16% S0A
10% S0C
3% S0E
12% S0G
11% S0H
4% S0J
16% S0K
6% S0L
6% S0M
11% S0N
1% S7H
1% S7K
3% S3N, S4A, S4N, S4P, S4S, S4X,
S6J, S6V, S7J, S7L, S7M, S9A,
S9X, S0S, (all under 1% each)

Question: Where do you live?

Response: 75% on your farm
11% urban area of less than 1000 people
7% urban area of between 1000 - 5000 people
2% urban area of between 5000 - 10000 people
5% urban area of over 10000 people

Those surveyed, by gender, were:

85% Male
15% Female

***** END OF LANDOWNER SURVEY *****

HUNTER SURVEY

A mailout survey of 1,900 randomly selected Saskatchewan resident hunters, was conducted in January 2002. 664 responses were received, resulting in a 35% response rate. A survey with a sample of this size, has a precision (range of error factor) of + or - 4.3 percent, at a confidence level of 95% (19 times out of 20). Questions and responses to this survey are as follows:

Question: If you were required to report your annual game bird and big game harvest as a condition for obtaining any hunting licence in future years, would you do so willingly?

Response: 53% yes
31% no
16% were either undecided, or did not respond

Question: Do you support the use of bait for hunting bear?

Response: 59% yes
26% no
15% were undecided

Question: Do you support the use of bait for hunting deer?

Response: 34% yes
57% no
9% were undecided

Question: In the past 3 years, have you baited for deer while hunting?

Response: 12% yes
88% no

Question: During the past decade, in many of the special draw seasons; archery, muzzleloader, and rifle, hunters are given the opportunity to hunt at the same time. Are you satisfied with the hunting opportunities that these overlapping seasons provide for you as a hunter?

Response: 56% were not affected by the overlapping seasons
19% were satisfied
14% were not satisfied
11% were undecided

Question: Prior to stating the question, current required dress regulations were described. The question was: **Would you support a relaxing of these hunter dress regulations?**

Response: 57% did not want dress code regulations relaxed
38% were in favor of relaxing the dress code regulations
5% were undecided

Question: **If the hunting dress code were to be relaxed, which of the following dress codes would you prefer?**

5% eliminate dress code entirely
8% the only requirement is a colored hat
11% the only requirement is a colored jacket or vest
44% a complete colored outer suit and a colored hat required
10% a complete colored outer suit and no hat required
8% no response
14% other requirements were identified
- patterned camoflaue blaze orange,
- colored outer suit and hat,
- no white,
- blaze hat and partial vest/jacket
- broken flourescent, orange and black
- leave as is
- shotgun/muzzleloader should wear whatever they want
- complete colored outer suit blaze orange and hat

Question: **Would you support a change that would allow landowners to charge hunters an access fee to hunt on their property?**

Response: 71% no
15% yes
14% were undecided

Question: **Should the requirement permission be written, or verbal?**

Response: Of those that support access fees,
60% indicated that permission should be verbal
38% indicated that permission should be written
2% did not respond

Question: **Would you support a mandatory requirement that hunters must obtain the written or verbal permission of landowners before hunting on their property?**

Response: 56% yes
35% no
9% were either undecided, or did not respond

Question: **Are you in favor of Sunday hunting for:**

Waterfowl?	47% in favor	33% oppose	20% undecided
Upland game birds?	49% in favor	35% oppose	16% undecided
Big game?	49% in favor	42% oppose	9% undecided

Question: Have you ever applied for a Saskatchewan Big Game Draw licence?

Response: 75% yes
25% no

Question: The current Priority Pool System was fully described prior to asking the question: Are you satisfied with the pool priority system of the Big Game Draw as outlined?

Response: 65% yes
23% no
12% undecided

When asked what hunters would recommend as an alternative, the following comments were given:

- C first time applicants should go to B pool, instead of A pool
- C limit hunters to two species in any one year
- C have an either elk/moose tag
- C unlimited pools
- C first time applicants should be in C pool
- C add a few more pools
- C only one pool to draw from
- C eliminate pools and have draws made on a seniority basis
- C larger number of applicants on the forms
- C no need to apply every year to maintain your pool status

Question: Currently up to four hunters can apply together on a Big Game Draw application. Is this number sufficient for your hunting purposes?

Response: 79% yes
13% no
8% undecided

Question: If ~~no~~ to the above question, how many applicants should be allowed on each application?

Response: 9% up to five applicants per draw application
58% up to six applicants per draw application
9% up to seven applicants per draw application
24% other or no response

Question: Are you satisfied with:

* the price you pay to purchase a hunting licence?
64% satisfied 36% unsatisfied

* the length of hunting seasons?
79% satisfied 21% unsatisfied

* the size of bag limits?
88% satisfied 12% unsatisfied

* the number of hunting regulations?
77% satisfied 23% unsatisfied

Question: How useful do you find the following information contained in the Saskatchewan Hunters=and Trappers=Guide:

- * trapping information**
69% useful 31% not useful
- * season dates**
96% useful 4% not useful
- * zone maps**
91% useful 9% not useful
- * summary of regulations**
93% useful 7% not useful
- * licence fees**
90% useful 10% not useful
- * how to tag an animal**
87% useful 13% not useful
- * how to apply for the Big Game Draw**
88% useful 12% not useful
- * what's new for the year**
94% useful 6% not useful
- * Wildlife Cooperative Awards**
78% useful 22% not useful

Question: In the Saskatchewan Hunters=and Trappers=Guide:

- * is the information on hunting seasons clearly presented?**
91% yes 9% no
- * is the information on hunting regulations clearly presented?**
88% yes 12% no
- * is the information on quotas and bag limits clearly presented?**
92% yes 8% no
- * does the foldout zone map clearly illustrate Wildlife Management Zones?**
84% yes 16% no
- * are licence and other licence information clearly presented?**
95% yes 5% no

Question: Is there any information that does not currently appear in the guide that you would like to see included in future guides?

Response: The most frequent responses were:

- * hunting and rifle laws
- * more information on gun control laws
- * more emphasis on obtaining permission from landowners
- * identification of the most common infractions from previous seasons
- * previous season species hunted, hunter numbers and success rates
- * more information about aboriginal hunting
- * zone map should show all roads and highways
- * pictures of trophy bucks
- * list of outfitters in each zone
- * names of people that poach
- * food bank contact numbers
- * more information on trapping
- * clearer zone boundaries

Question: Should hunting and sport related businesses be allowed to advertise in the Hunting Guide:

Response: 44% of the hunters would support advertising in the guide
34% oppose advertising in the guide
22% undecided

Question: Has waterfowl outfitting ever had an impact on the quality of your hunts?

Response: 63% have never been affected
3% have been affected in a positive way
14% have been affected in a negative way
20% were undecided

Question: Has big game outfitting ever had an impact on the quality of your hunts?

Response: 51% have never been affected
5% have been affected in a positive way
25% have been affected in a negative way
19% were undecided

Question: Currently there is a moratorium on the number of waterfowl outfitters in the Province of Saskatchewan. Saskatchewan Environment has had a number of requests to remove that moratorium. Would you support lifting the moratorium to allow the licensing of additional waterfowl outfitters in the Province?

Response: 43% oppose lifting the moratorium
40% were undecided
17% were in favor of lifting the moratorium

Question: Would you be in favor of having fixed opening dates for hunting seasons, where for example, the white-tailed deer rifle-hunting season would be open every year on November 15th. (or whatever fixed date is selected)?

Response: 43% in favor
38% undecided
19% against

Question: Which of the following categories do you fit into?

10% under 20 years
9% 20 - 29 years
17% 30 - 39 years
26% 40 - 49 years
19% 50 - 59 years
13% 60 - 70 years
4% over 70 years
2% no responses

Of all those surveyed:

94% male
6% female

***** END OF HUNTER SURVEY *****