

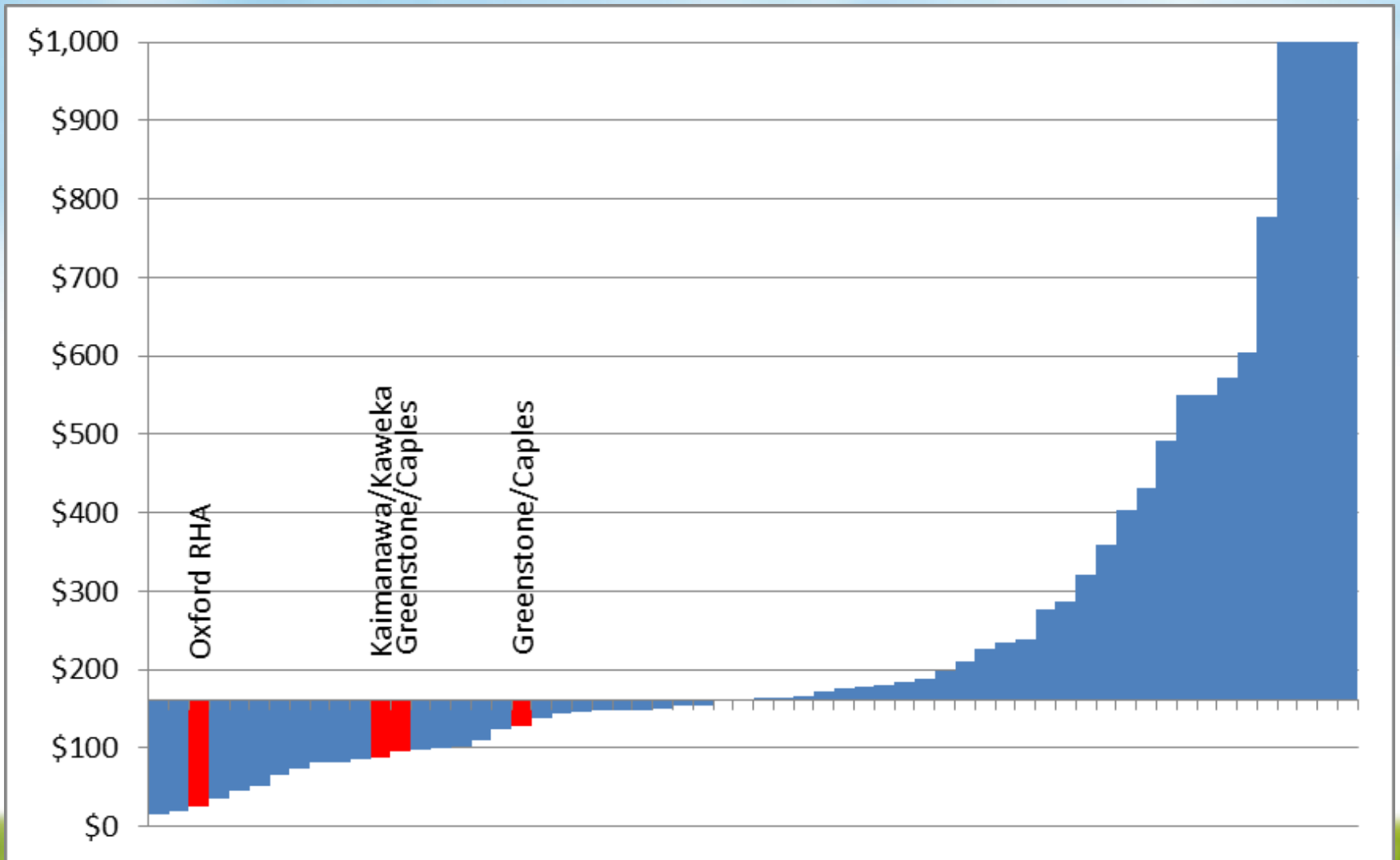
Big Game Hunter Surveys



Geoff Kerr, Lincoln University

Presentation to NZ Deerstalkers' Association, Masterton, 14 July 2012

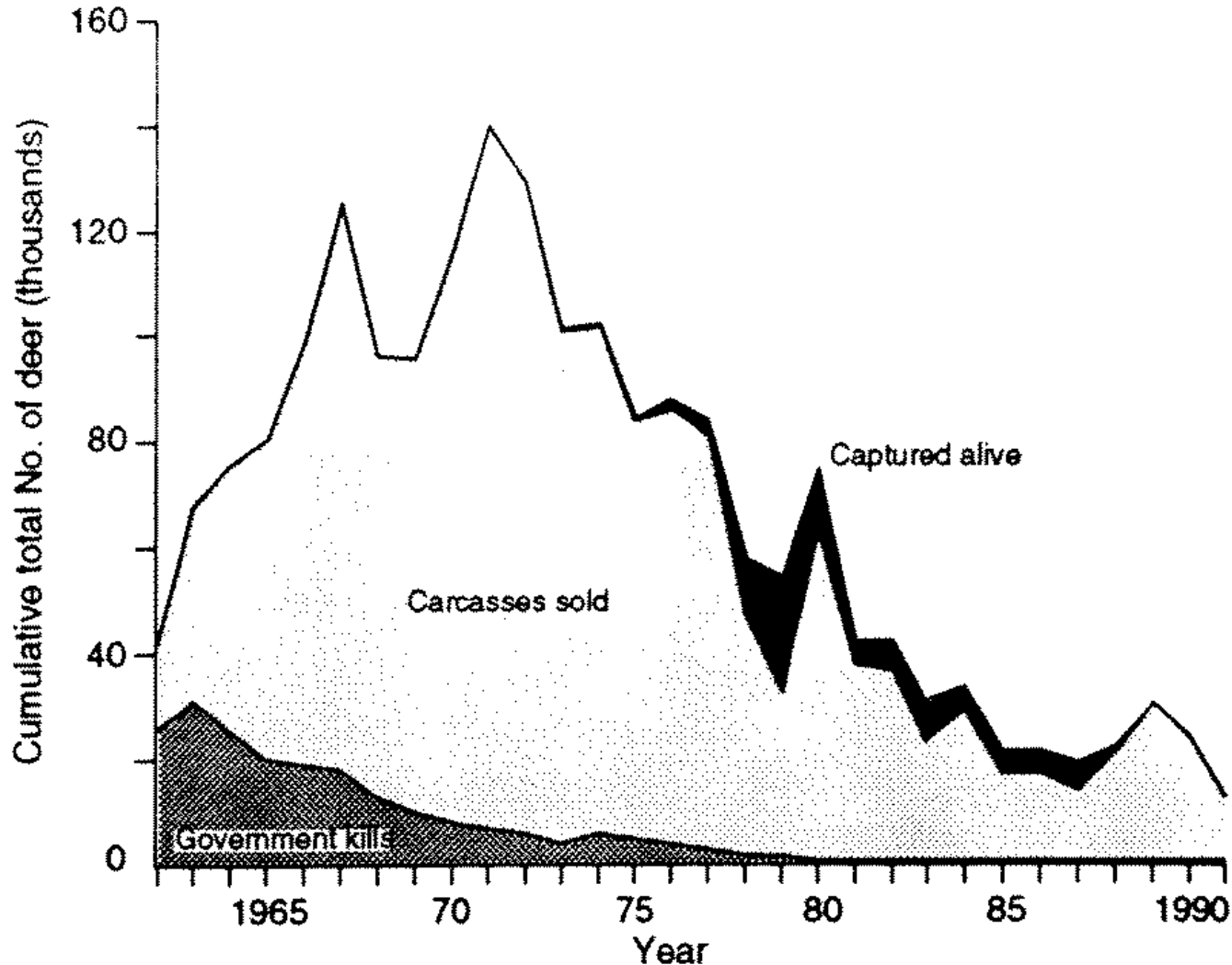
Individual deer hunter benefits per trip relative to the median (\$161.28), December 2009 NZ dollars



Kerr & Woods (2010). *New Zealand Game Hunting Values: a benefit transfer study*. Land, Environment and People Report No. 23, Lincoln University.

Non-recreational harvests

Nugent, G. (1992) The Conservation Role of Commercial Deer Hunting. Forest Research Institute Contract Report FEW 92/3



Significance of Recreation?

For hunters, for conservation

	1988 (Nugent)	2011
Number of big game hunters	50,000	?
Recreational deer harvest	42,600	?
Commercial deer harvest	30,400	7,000 ◆
Total deer harvest	73,000	?
Recreational share	58%	?
Recreational big game harvest	156,600	?

◆ G. Ottmann, *pers. comm.*

Hunters

- How many?
- How much effort?
- Where?
- When?
- Harvest?
- Behaviours?
- What do they want?
 - Heterogenous



Research programme

- Three internet surveys
 1. Demographics, motivations, recruitment to activity survey
 - May 2011 – November 2011
 2. Monthly activity, motivations, outcomes, satisfaction, spending, harvest
 - June 2011 – August 2012
 3. Hunter preferences
 - Late 2012
- Convenience sample unavoidable
 - NZDA survey soon

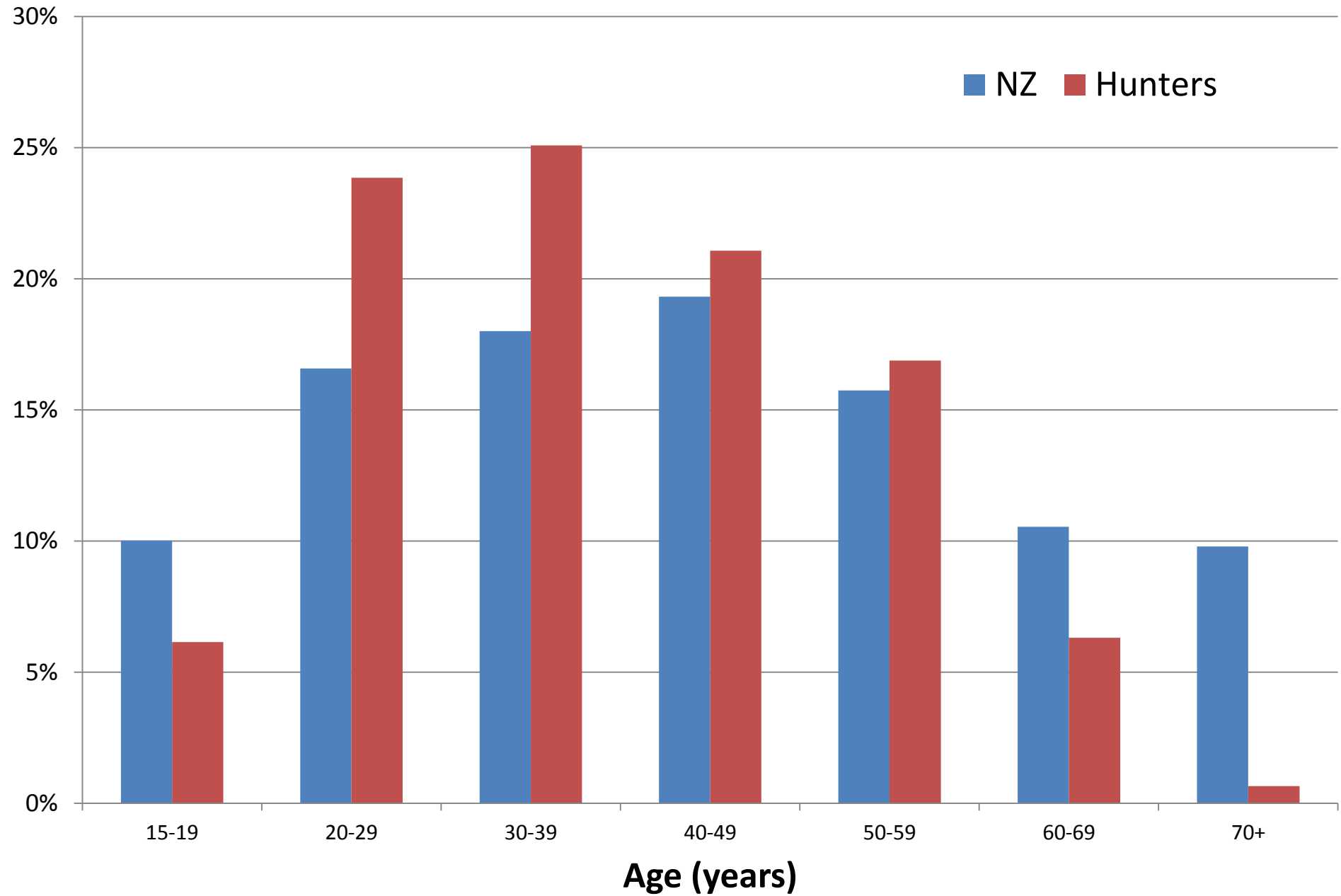
Key findings to date

Number of big game hunters: 22,000 to 50,000

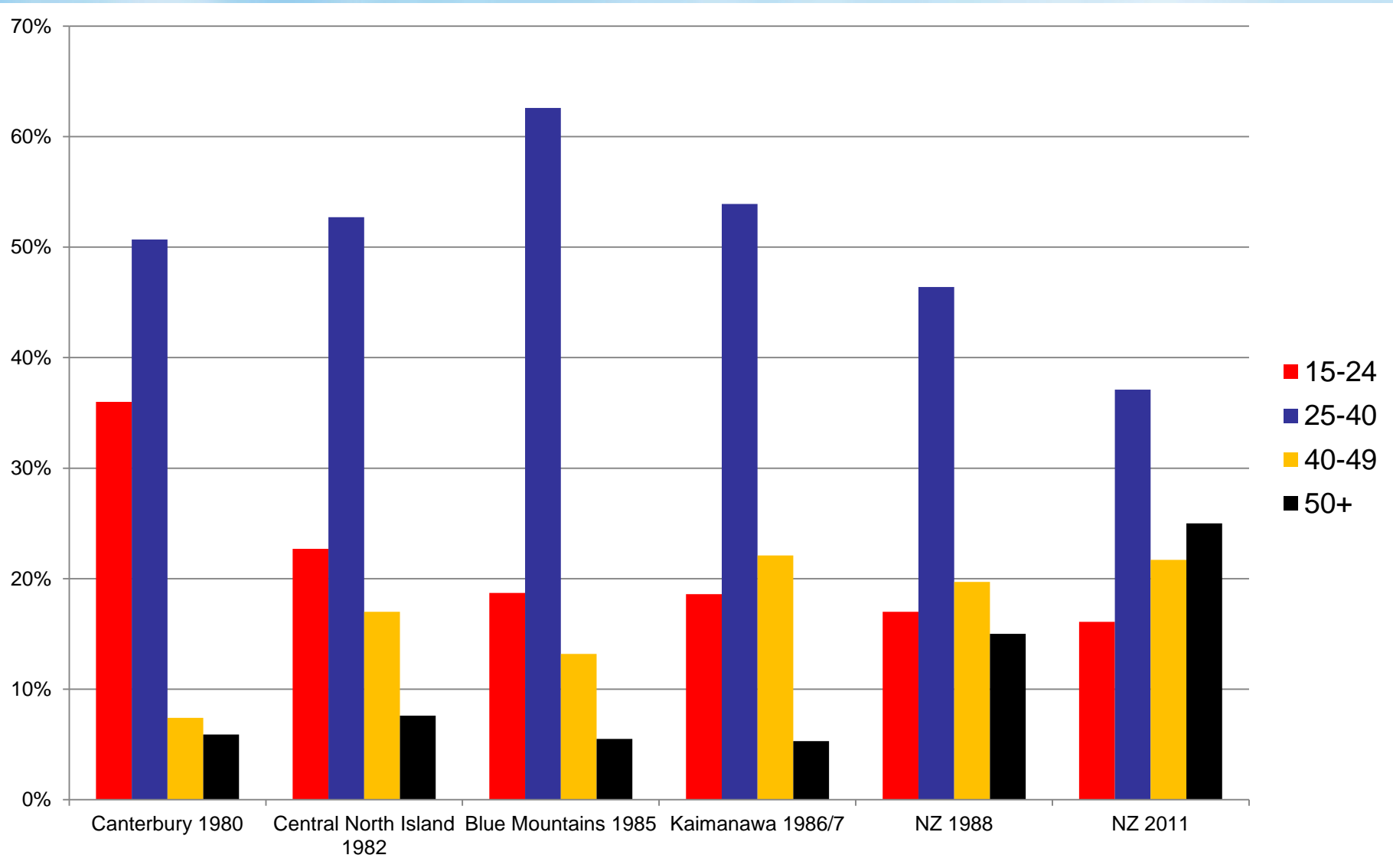
(Based on proportion of sample in NZDA: depends on assumptions & estimation error)

Annual	Monthly recall	Annual recall	Nugent 1988 (Annual recall)
Number of trips	17	15	n.a.
Number of days hunted	38	30	20
Reported number of deer killed per hunter	7.0 ~ 8.0	3.9 ~ 5.1	2.3 ~ 3.2
Reported number of big game killed per hunter (includes goats)	n.a.	18 ~ 25	10 ~ 13
% of hunters who did not kill any deer	n.a.	30%	39%
Reported number of deer killed (total)	225,000 (30,000 hunters)	136,000 (30,000 hunters)	133,000 (adjusted = 55,000)

Age distributions: Males 15 years plus

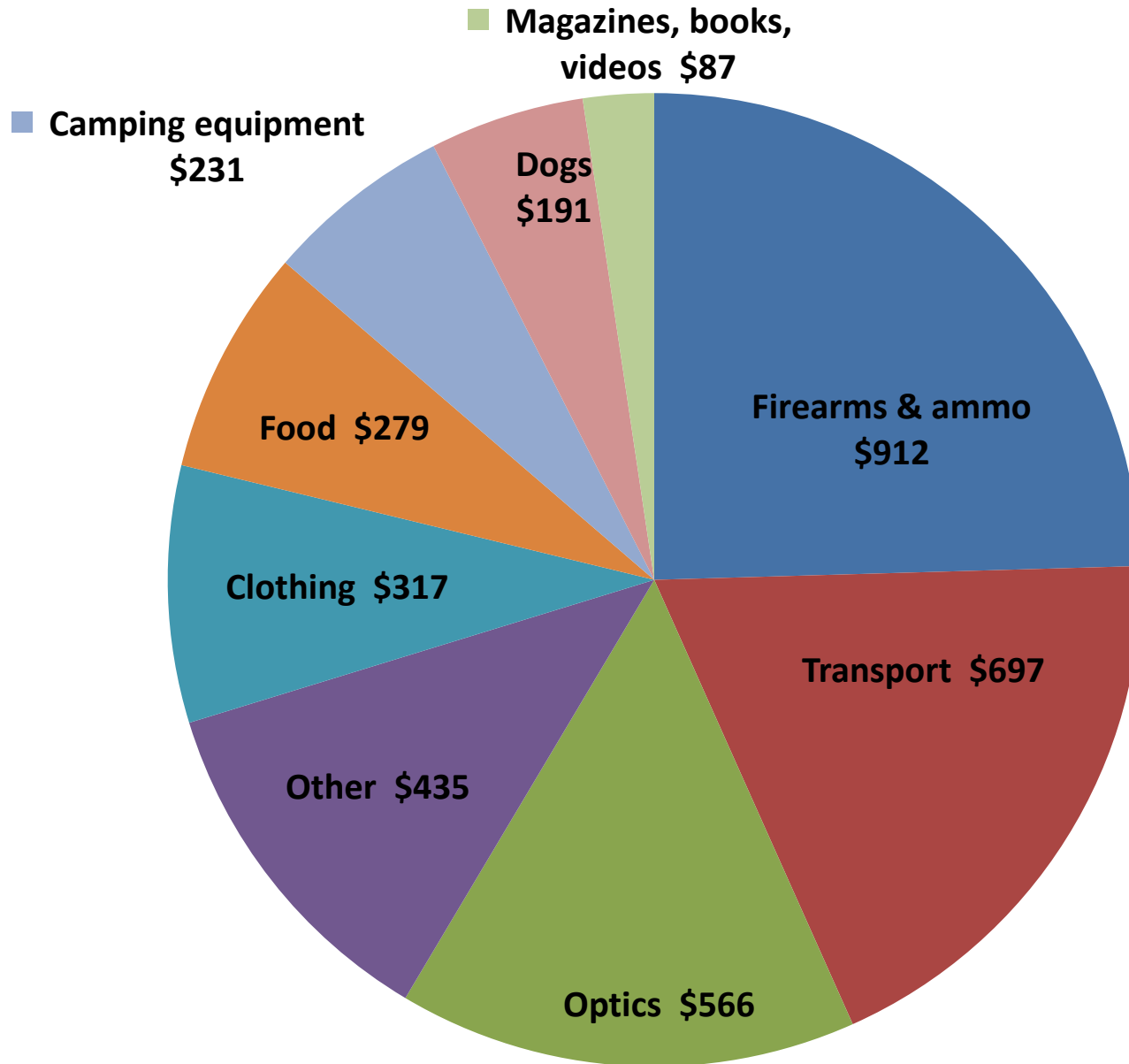


Hunters are ageing

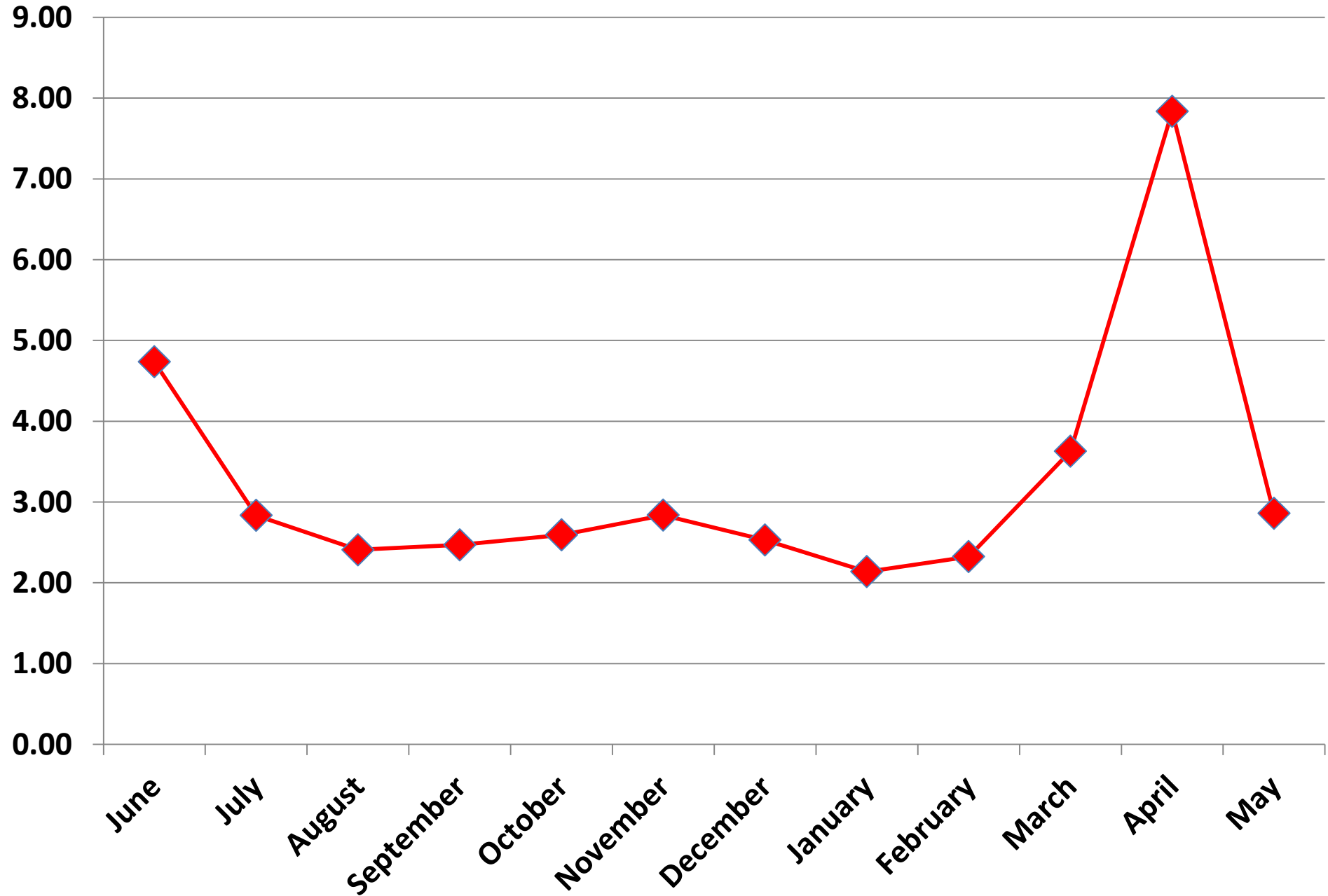


Kerr (2011). Who are the hunters? *Rod & Rifle* 32(6): 29.

Average Annual Spend = \$3714 ± \$250



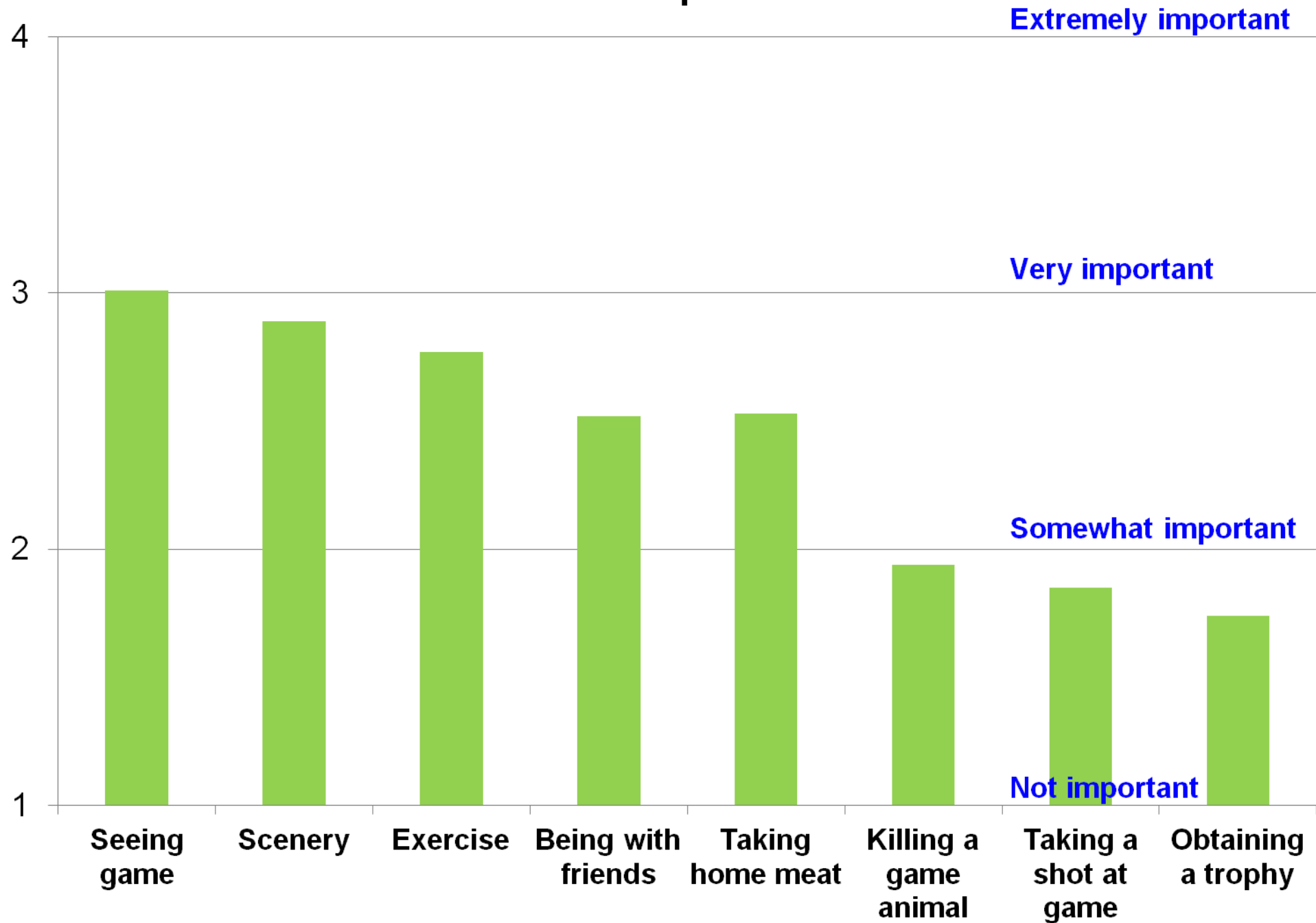
Average days hunted per respondent



Hunt Attributes

Mean (SE) median	Target Reds 2670 trips	Target Tahr 290 trips	Target Pigs 1514 trips
Days/hunt	2.19 2	3.16 2	1.90 1
Hunters/trip	2.07 2	2.61 2	2.22 2
Km (1 way)	138 80	274 200	112 70
Hours (1 way)	3.30 1.5	5.70 3	2.86 1.33
Personal trip cost (\$)	\$119 \$50	\$273 \$100	\$92 \$50
Made a kill	40%	56%	46%
Kills/trip	Red .42 Pigs .15 Fallow .05	Tahr 1.18 Cham .10 Red .15 Fallow .07	Pigs .52 Red .25 Fallow .07
Land tenure	Private 23% Public 60% Both 17%	Private 10% Public 71% Both 19%	Private 39% Public 39% Both 23%

Relative importance



Trip Satisfaction

- Seeing and killing game both play very small, but significant, roles in satisfaction
- Seeing game is 5.3 times more important to satisfaction than each animal killed
- Consistent with stated motivations

Primary Hunt Motivations

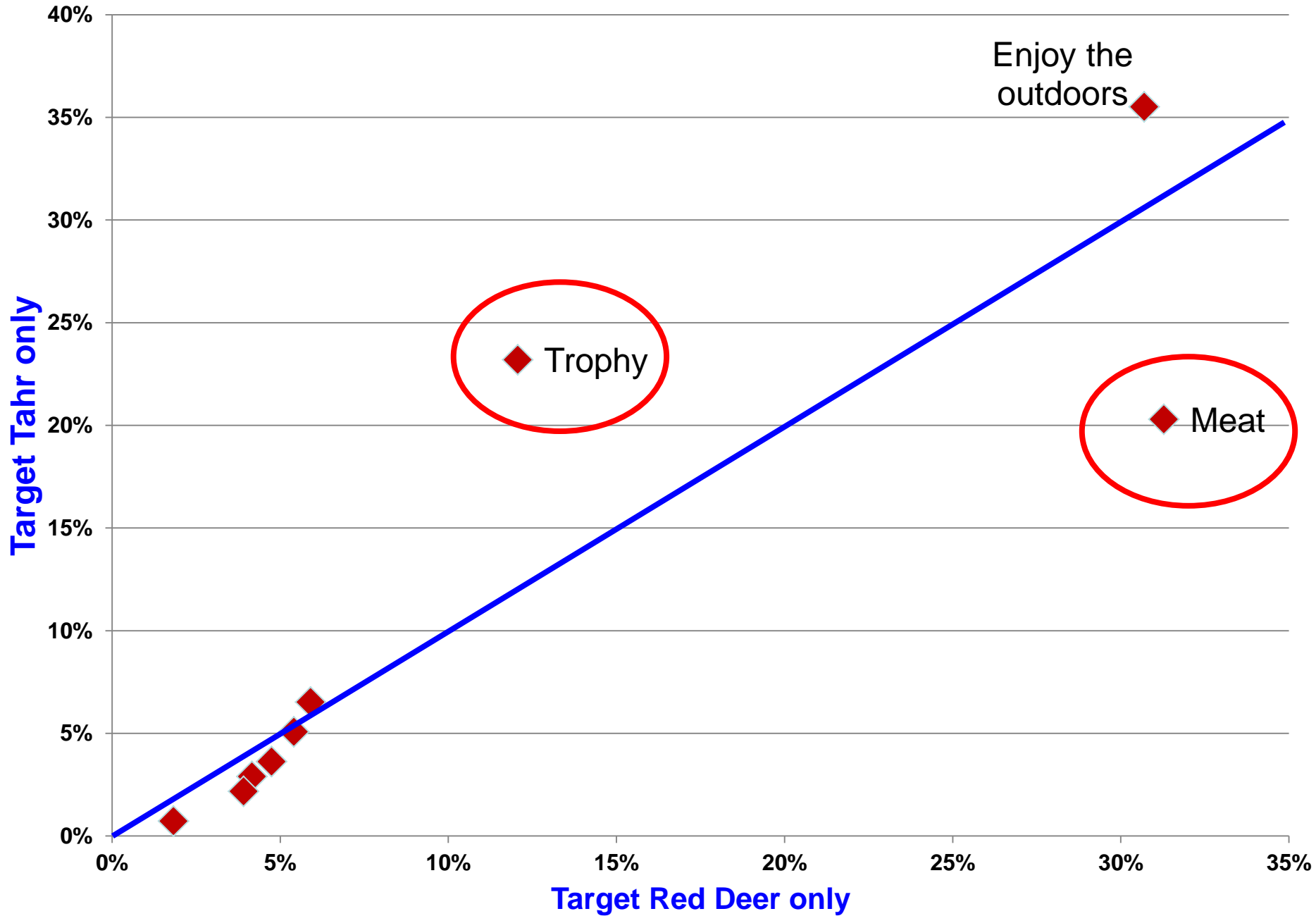


Photo: Graham Nugent

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