



1. In previous public opinion surveys, cost was identified as one of the factors deterring people from hunting. The reality is that the costs of hunting are favorable when compared against the costs of other popular entertainment or recreational activities.
2. The average hunter buys three big game licenses, at a cost of \$155.00 per year (which includes the 5-year WIN card, a Wildlife Certificate, three general licenses and (if required) a bow hunting permit).
3. The average time spent hunting Whitetail deer is 9.5 days in Alberta. With the liberal hunting seasons, there are over 100 days of hunting opportunities, depending on licenses purchased.
4. The average cost to purchase a game bird hunting license is \$10.80 and to hunt Migratory Game birds is an additional \$17.00. For a Wildlife Certificate, WIN card, Upland Game Bird license, and Federal Migratory Game Bird Hunting stamp the approximate cost is \$65.00
5. The average time spent hunting ducks and geese is 4.5 days in Alberta and the season affords three-and-a-half months of hunting opportunity for birds.
6. Equipment choices vary upon individual preferences, similar to campers choosing between a tent, camper, fifth-wheel or motor home.
7. The average daily expenditure by hunters (according to the "Importance of Nature to Canadians: The Economic Significance of Nature-related Activities") is \$41.00 per day. This includes hunting equipment (46.5%), transportation (20.2%), license fees and ammunition (16.5%), food (12.1%), and accommodation (4.7%).
8. Compare the following recreational activities:
 - The average round of **golf** is \$50.00 for 4 hours of recreational activity.
 - The average cost of a **movie** is \$20.00 for 2 hours of entertainment.
 - It is not unusual for the average **camping** costs to exceed \$25.00 per day, with a range of amenities.
 - The average cost for **Internet service** (based on the two main providers in Alberta) is \$37.00 per month.
 - The average cost to attend a **NHL hockey game** is \$100.00 for 2.5 hours of entertainment.

THESE COSTS DO NOT INCLUDE EQUIPMENT, TRANSPORTATION, FOOD, AND ACCOMMODATION AS THE HUNTING NUMBERS DO.

9. **Youth** have identified that some of their preferred recreational purchases are DVD's, CD's or Game Systems. While these can be considered of good value, on an hourly basis broken down over time, hunting is a good value activity for youth in Alberta. In Alberta, youth have a special opportunity to purchase some licenses at a reduced rate. Starting at \$8.25 a Youth could hunt game birds and a Youth Whitetail or Mule Deer license may be added for \$8.25 each. Furthermore, hunting requires physical activity, which promotes fitness.
10. The licenses are a fixed cost, therefore the greater the amount of time spent hunting, the higher the value for your initial cost. License fees have remained stable since 1996 (with a small increase in 2008) while other recreational activities continue to increase in price.
11. Though license sales, hunters contributed over \$40 million during a 15-year period to manage wildlife populations and their habitat.
12. Wildlife is a shared resource and a common heritage. All Albertans and visiting tourists benefit when hunters invest in wildlife programs. For more information about the benefits of hunting contact Hunting For Tomorrow.

Alberta Conservation Association

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 Resource Development

Fish and Wildlife Division

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Hunting For Tomorrow

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