



ANGLING PREFERENCE SURVEY

KEY FINDINGS TO INFORM FUTURE STRATEGIES



MAY 17, 2023

APPROACH

The findings shown in this report are based on over 7,600 online responses between **March 29th and May 1st, 2023**.

The Angling Preference survey was deployed by Travel Alberta and leveraged the Alberta Conservation Association's (ACA) robust email list of fishermen and hunters (over 120,000 subscribers) as well as advertising on social media platforms to over 73,000 ACA followers across Instagram, Twitter, LinkedIn, and Facebook).

To thank respondents for their time, the ACA arranged an angling vacation package including top-of-the-line gear from The Fishin' Hole worth over \$1,100 and one-night free accommodation at central Alberta's only fishing lodge - the Lazy M Lodge right in Raven River territory. ACA was responsible for selecting the winner of the prize. No personal information was shared by respondents with Travel Alberta when participating in the survey.

Total Responses	n=7,671
Alberta Residents	n=7,390
Edmonton and area	n=2,107
Calgary and area	n=1,886
Central Alberta	n=1,218
Northern Alberta	n=1,106
Southern Alberta	n=848
Canadian Rockies	n=142
Other	n=83
Canadian Residents	n=156
British Columbia	n=70
Ontario	n=23
Saskatchewan	n=28
Quebec	n=10
Manitoba	n=9
Nova Scotia	n=5
Newfoundland	n=2
New Brunswick	n=1
Northwest Territories	n=1
Yukon	n=1
Other (please specify)	n=5
International Residents	n=59
United States	n=51
United Kingdom	n=2
Germany	n=1
Italy	n=1
Nepal	n=1
Norway	n=1
South Africa	n=1
Switzerland	n=1

KEY OBSERVATIONS

ANGLERS LOVE TO FISH IN ALBERTA

- 85% of respondents reported having a positive experience on their most recent fishing trip in Alberta.
- Respondents plan to increase their frequency of angling outings in Alberta in the next year. Further, approximately 75% of these outings are planned with immediate family.

THE BEST FISHINGS SPOTS ARE ALSO THE CLOSEST TO HOME

- Respondents were most likely to favour fishing locations close to their place of residence.
- The most popular fishing locations tended to be in proximity to major urban centres.
- While 95% of respondents plan to fish in Alberta in the next year, more than half of the respondents have no intention of fishing outside of the province.

CONSIDERABLE AWARENESS OF STOCKED LAKES AND PONDS, NOT A STRONG PREFERENCE FOR FISHING THEM

- A majority of respondents were aware of Alberta's stocked lakes and ponds but generally did not show a strong preference for fishing them.
- Residents in Calgary feel they do not have as many stocked lakes and ponds within a reasonable distance as those who live in other parts of the province.

RAINBOW TROUT AND WALLEYE ARE THE MOST SOUGHT-AFTER FISH SPECIES

- Across most regions of residence and watersheds, Rainbow Trout, Walleye, and Northern Pike were generally the most preferred species. However, rankings of other species varied with geography.
- Anglers indicated a strong preference for trout species including Brown Trout, Lake Trout, Cutthroat Trout, Brook Trout, Bull Trout, and Tiger Trout.
- Yellow Perch, Lake Whitefish, Burbot, and Arctic Grayling were also popular choices.

NON-RESIDENTS HAVE A POSITIVE PERCEPTION BUT LACK AWARENESS

- When compared to other Canadian provinces, non-Albertan residents are more likely to consider Alberta a relatively good fishing destination.
- Despite positive perceptions, they expressed a lack of knowledge of Alberta's fish species and where to find them.

FREQUENCY OF ANGLING OUTINGS

In the past 12 months, how many times have you gone fishing in Alberta?

6.5 times

All Alberta Residents

4.3 times

Non-Alberta Residents

6.4 times

Edmonton & Calgary

6.7 times

Central, South, North, Rockies

Thinking of the next 12 months, how many times do you anticipate going fishing in Alberta?

8.2 times

All Alberta Residents

5.5 times

Non-Alberta Residents

8.1 times

Edmonton & Calgary

8.4 times

Central, South, North, Rockies

Thinking of the next 12 months, how many times do you anticipate going fishing with immediate family (spouse/partner and/or children)?

6.4 times

All Alberta Residents

4.9 times

Non-Alberta Residents

6.1 times

Edmonton & Calgary

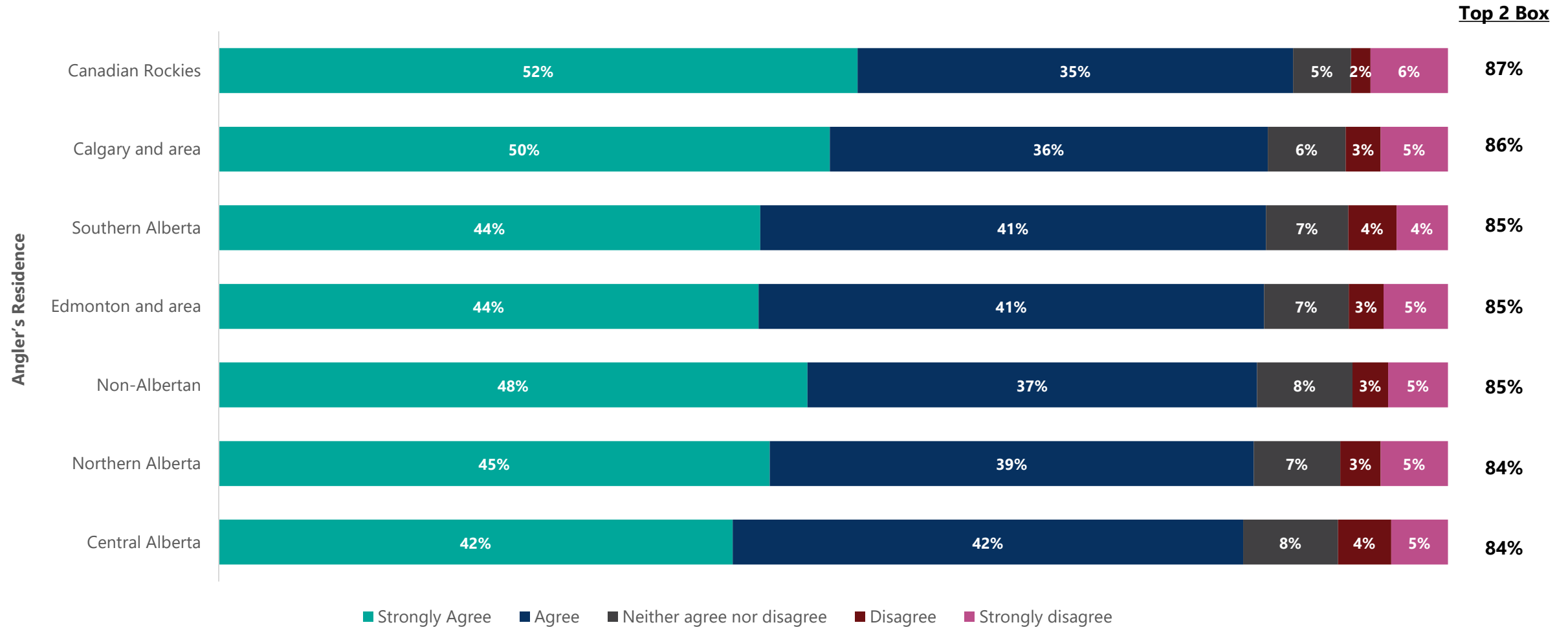
6.9 times

Central, South, North, Rockies

ANGLERS HAVE A VERY POSITIVE IMPRESSION REGARDING THEIR MOST RECENT FISHING TRIP IN ALBERTA

I enjoyed my most recent fishing trip in Alberta.

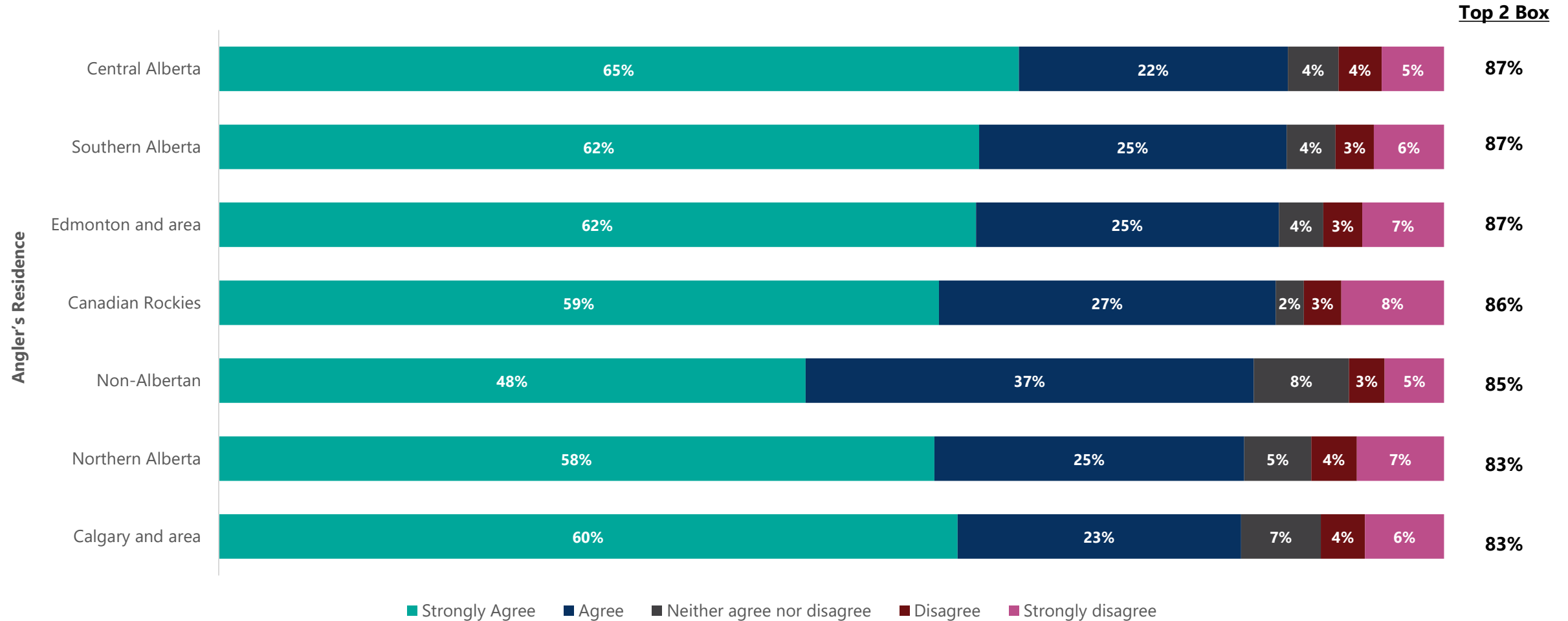
(Edmonton and area (n=2,107), Calgary and area (n=1,886), Central Alberta (n=1,218), Northern Alberta (n=1,106), Southern Alberta (n=848), Canadian Rockies (n=142), Non-Albertan Residents (n=215))



ALBERTA IS THE TOP FISHING DESTINATION ACROSS ALL GROUPS

Alberta is where I fish most often.

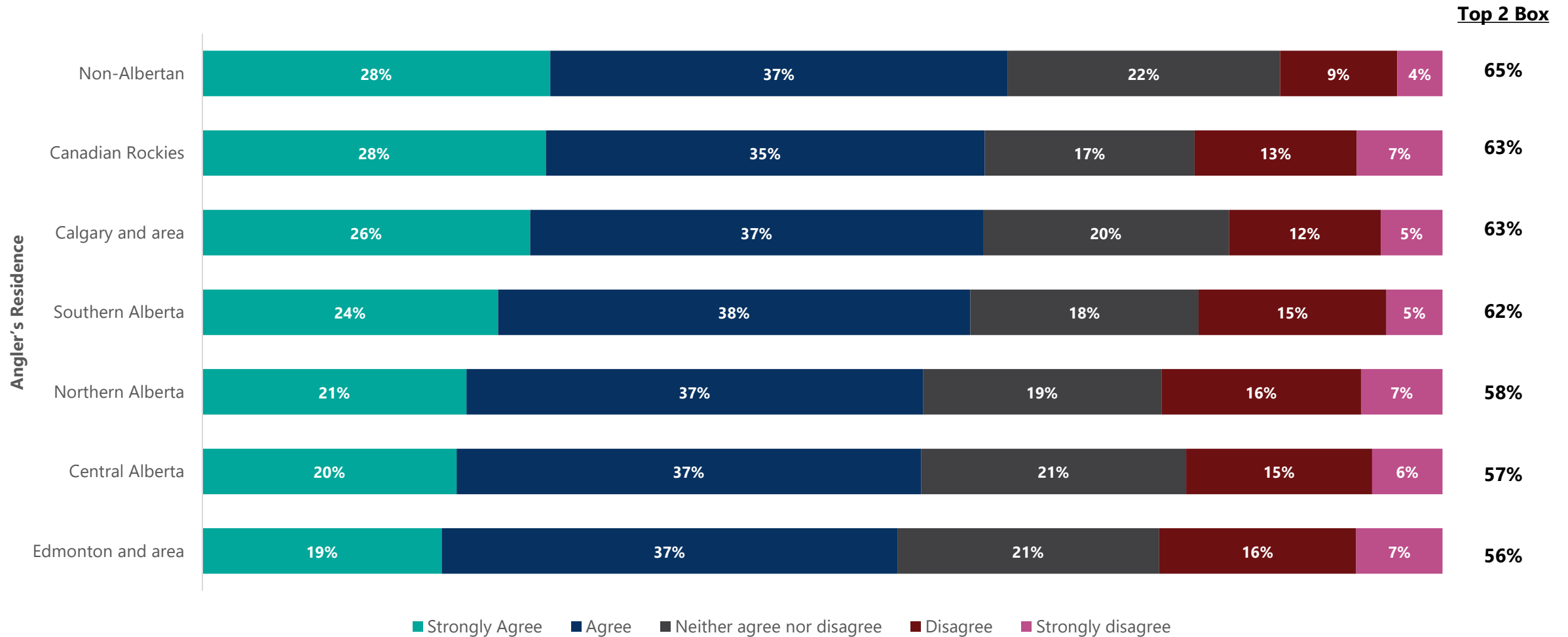
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ALBERTA IS PERCEIVED AS A RELATIVELY GOOD FISHING DESTINATION, PARTICULARLY BY NON-RESIDENTS

Relative to other destinations in Canada, Alberta is an excellent place to go fishing.

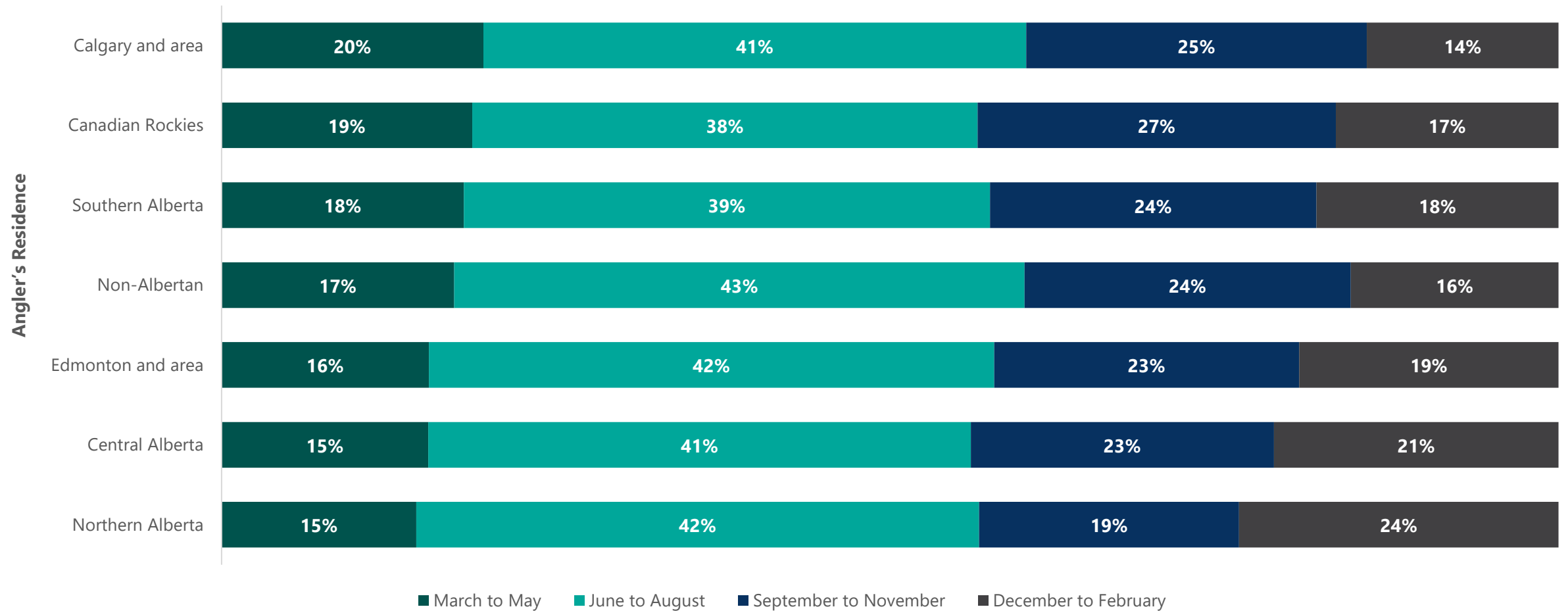
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DESPITE PEAKING IN SUMMER, ANGLING IN ALBERTA IS POPULAR YEAR-ROUND

During which periods of the year do you actively go fishing? (please select all that apply)

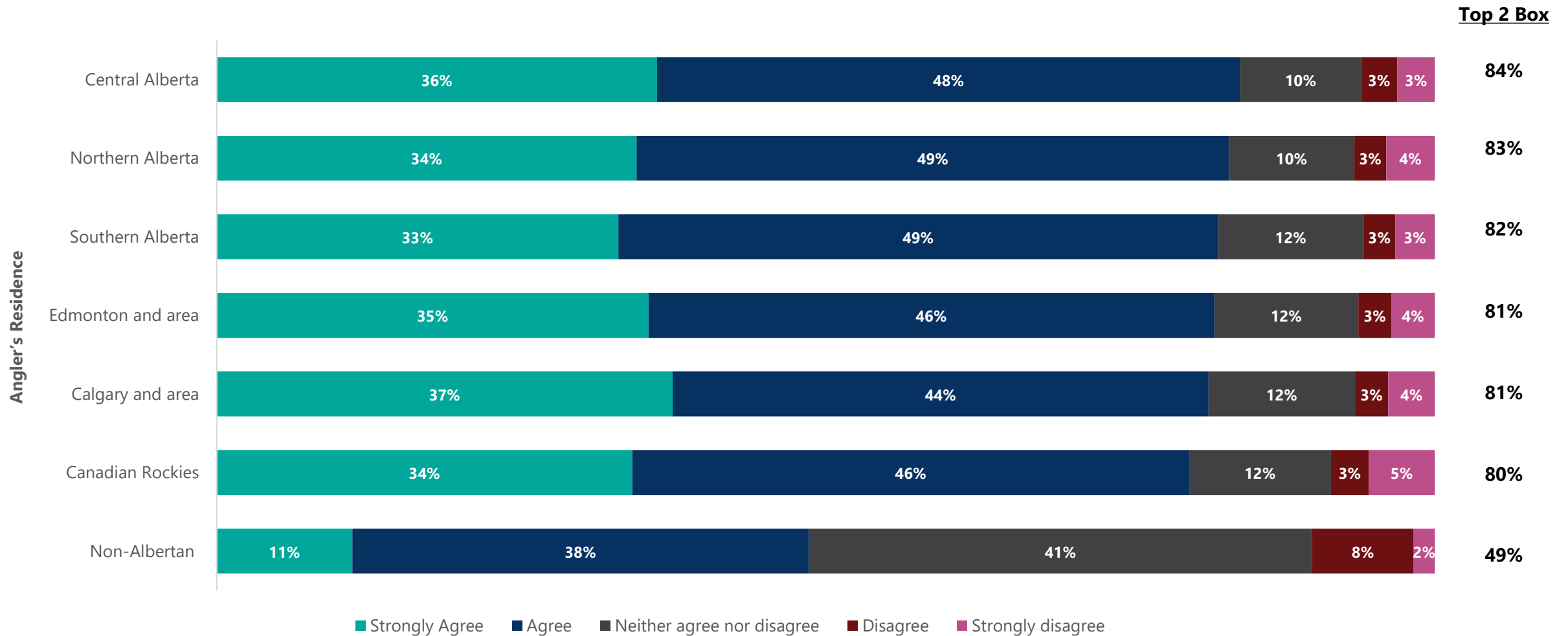
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ALBERTA IS PERCEIVED AS HAVING A HIGH VARIETY OF FISH FOR SPORT FISHERS, DESPITE SOME ROOM FOR IMPROVEMENT AMONG NON-ALBERTANS

Alberta has many different species of fish that I personally enjoy trying to catch

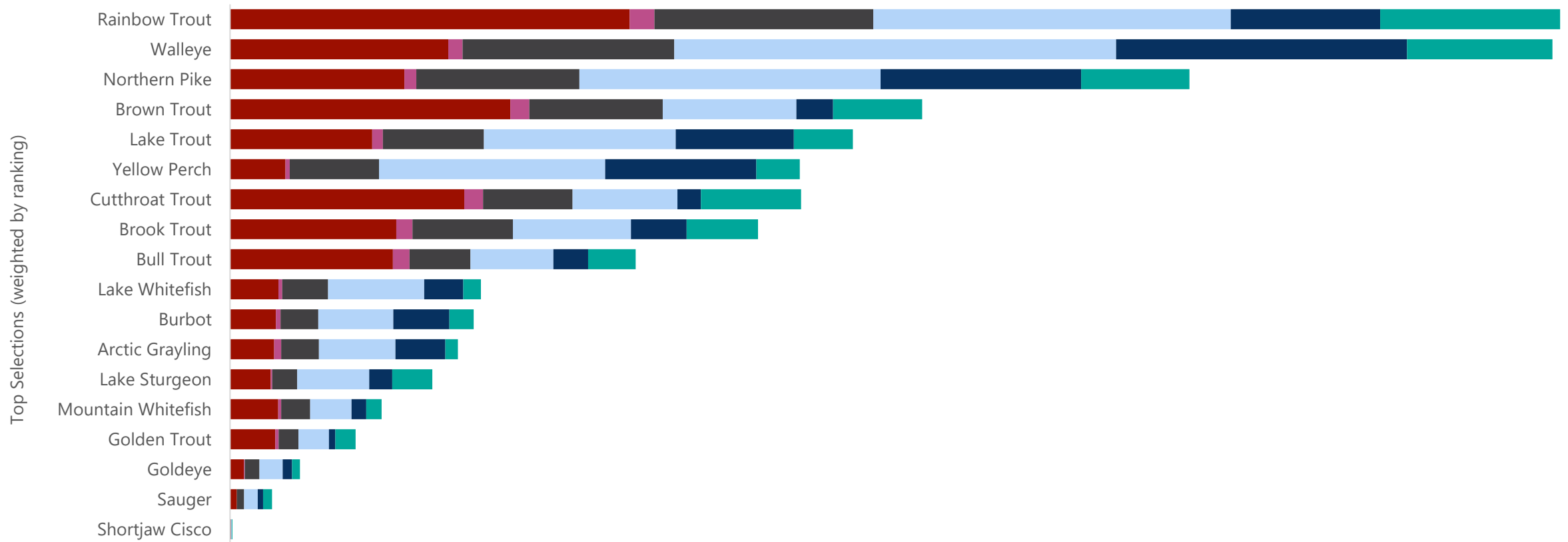
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RAINBOW TROUT AND WALLEYE ARE THE TOP CHOICES FOR ANGLERS IN ALBERTA

Considering the list of common fish in Alberta below, please choose the top five species that you consider most desirable to catch. Of the five chosen, please rank from most desirable to least desirable.

(Edmonton and area (n=2,107), Calgary and area (n=1,886), Central Alberta (n=1,218), Northern Alberta (n=1,106), Southern Alberta (n=848), Canadian Rockies (n=142), Non-Albertan Residents (n=215))



Angler's residence: ■ Calgary and area ■ Canadian Rockies ■ Central Alberta ■ Edmonton and area ■ Northern Alberta ■ Southern Alberta

RAINBOW TROUT WAS THE TOP CHOICE AMONGST ALBERTANS RESIDING IN NEARLY EVERY REGION

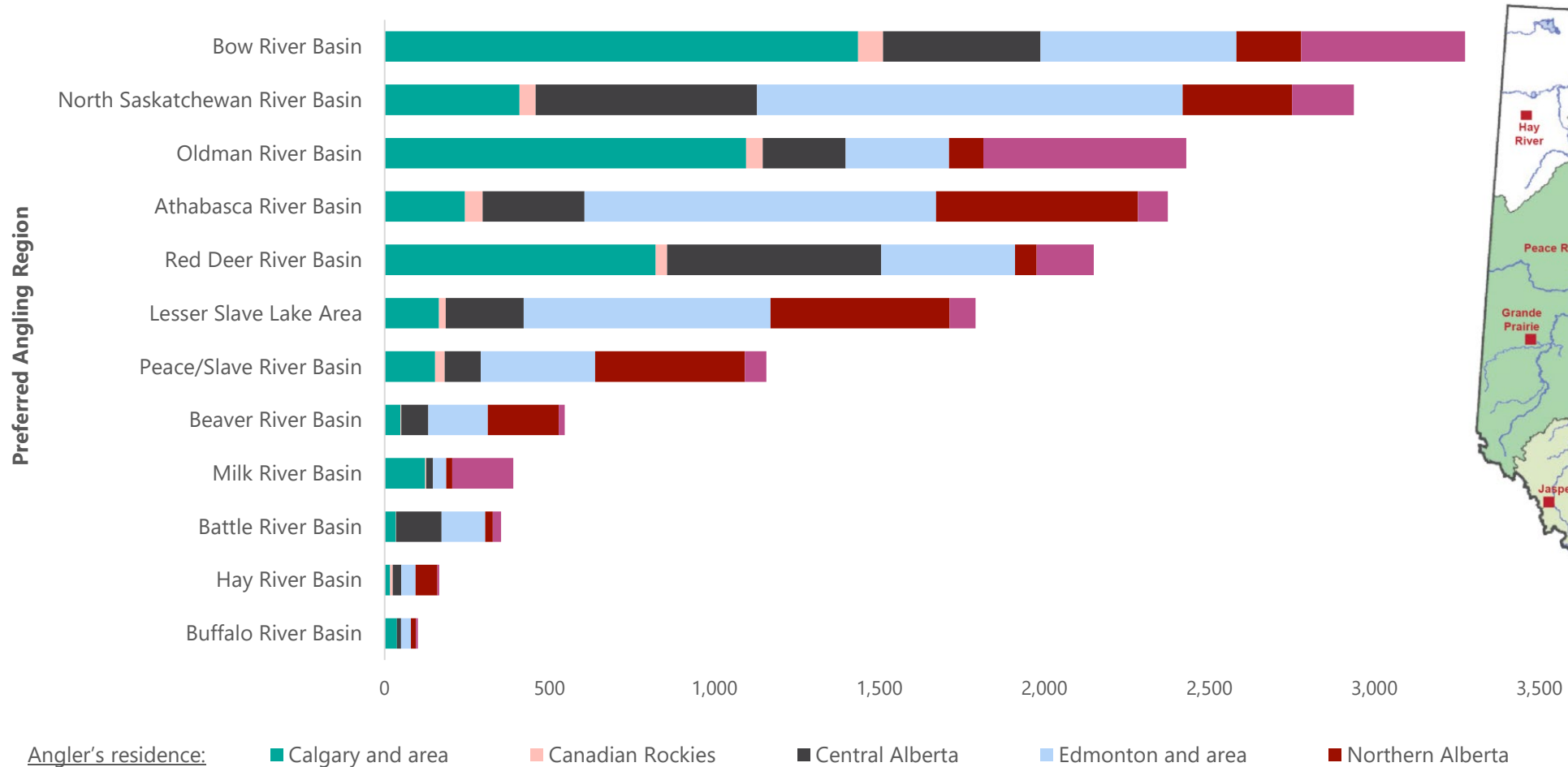
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Angler's Residence	Calgary and area	Canadian Rockies	Central Alberta	Edmonton and area	Northern Alberta	Southern Alberta
Top Selections	Rainbow trout (14%)	Rainbow trout (15%)	Rainbow trout (14%)	Rainbow trout (14%)	Northern pike (16%)	Rainbow trout (14%)
	Northern pike (11%)	Lake trout (10%)	Northern pike (13%)	Northern pike (13%)	Rainbow trout (14%)	Northern pike (13%)
	Brown trout (10%)	Brown trout (10%)	Walleye (12%)	Yellow perch (12%)	Yellow perch (13%)	Walleye (10%)
	Cutthroat trout (9%)	Brook trout (10%)	Yellow perch (12%)	Walleye (12%)	Walleye (11%)	Brook trout (8%)
	Walleye (9%)	Northern pike (9%)	Lake trout (9%)	Lake trout (9%)	Lake trout (8%)	Brown trout (8%)

BASINS NEAR URBAN CENTERS WERE THE MOST POPULAR

There are many places in Alberta that anglers can enjoy across the province. Considering the map of Alberta's watersheds (above), select the top 3 regions that you think anglers would enjoy the most.

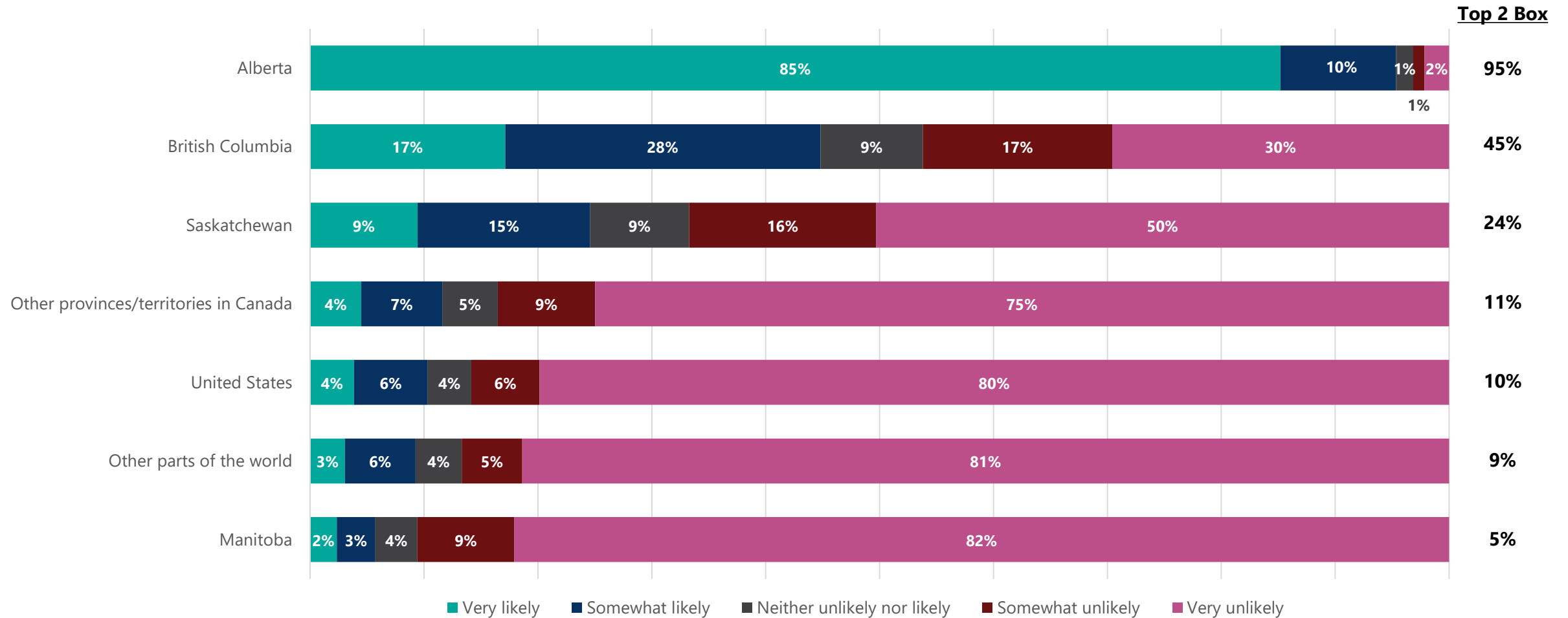
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MOST RESPONDENTS PLAN TO FISH IN ALBERTA OR NEARBY IN THE NEXT YEAR

In the next 12 months, how likely or unlikely are you to go fishing in the following destinations?

(Edmonton and area (n=2,107), Calgary and area (n=1,886), Central Alberta (n=1,218), Northern Alberta (n=1,106), Southern Alberta (n=848), Canadian Rockies (n=142), Non-Albertan Residents (n=215))

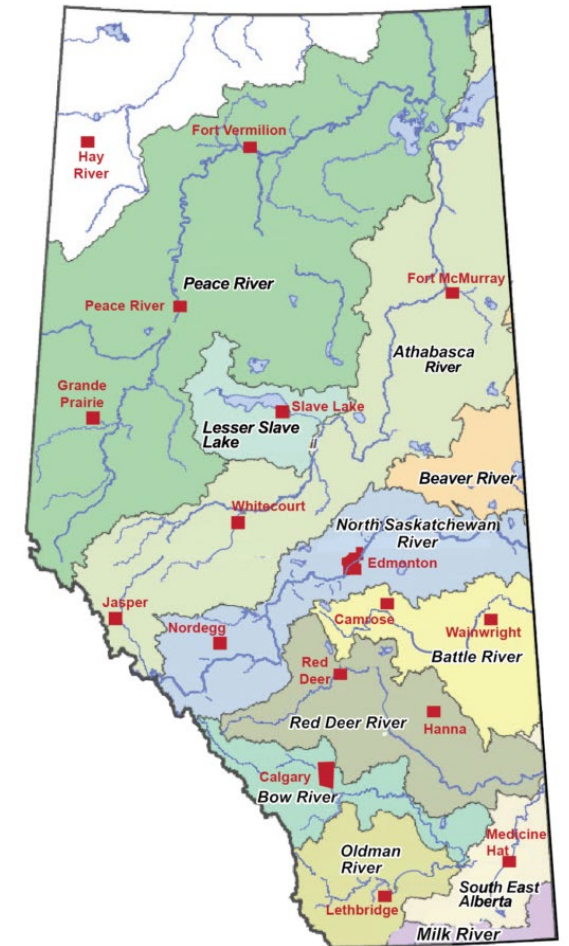


RESPONDENTS GENERALLY FAVOUR LOCATIONS TO FISH NEAR THEIR RESIDENCE

There are many places in Alberta that anglers can enjoy across the province. Considering the map of Alberta's watersheds (above), select the top 3 regions that you think anglers would enjoy the most.

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Angler's Residence	Calgary and area	Canadian Rockies	Central Alberta	Edmonton and area	Northern Alberta	Southern Alberta
Top Selections	Bow River Basin (31%)	Bow River Basin (23%)	North Saskatchewan River Basin (22%)	North Saskatchewan River Basin (25%)	Athabasca River Basin (23%)	Oldman River Basin (32%)
	Oldman River Basin (24%)	Athabasca River Basin (16%)	Red Deer River Basin (22%)	Athabasca River Basin (21%)	Lesser Slave Lake Area (21%)	Bow River Basin (26%)
	Red Deer River Basin (18%)	Oldman River Basin (15%)	Bow River Basin (16%)	Lesser Slave Lake Area (14%)	Peace/Slave River Basin (17%)	North Saskatchewan River Basin (10%)
	North Saskatchewan River Basin (9%)	North Saskatchewan River Basin (15%)	Athabasca River Basin (10%)	Bow River Basin (11%)	North Saskatchewan River Basin (8%)	Milk River Basin (9%)
	Athabasca River Basin (5%)	Red Deer River Basin (10%)	Oldman River Basin (8%)	Red Deer River Basin (8%)	Beaver River Basin (7%)	Red Deer River Basin (9%)



TOP CHOICE OF SPECIES VARIES BY PREFERRED WATERSHED

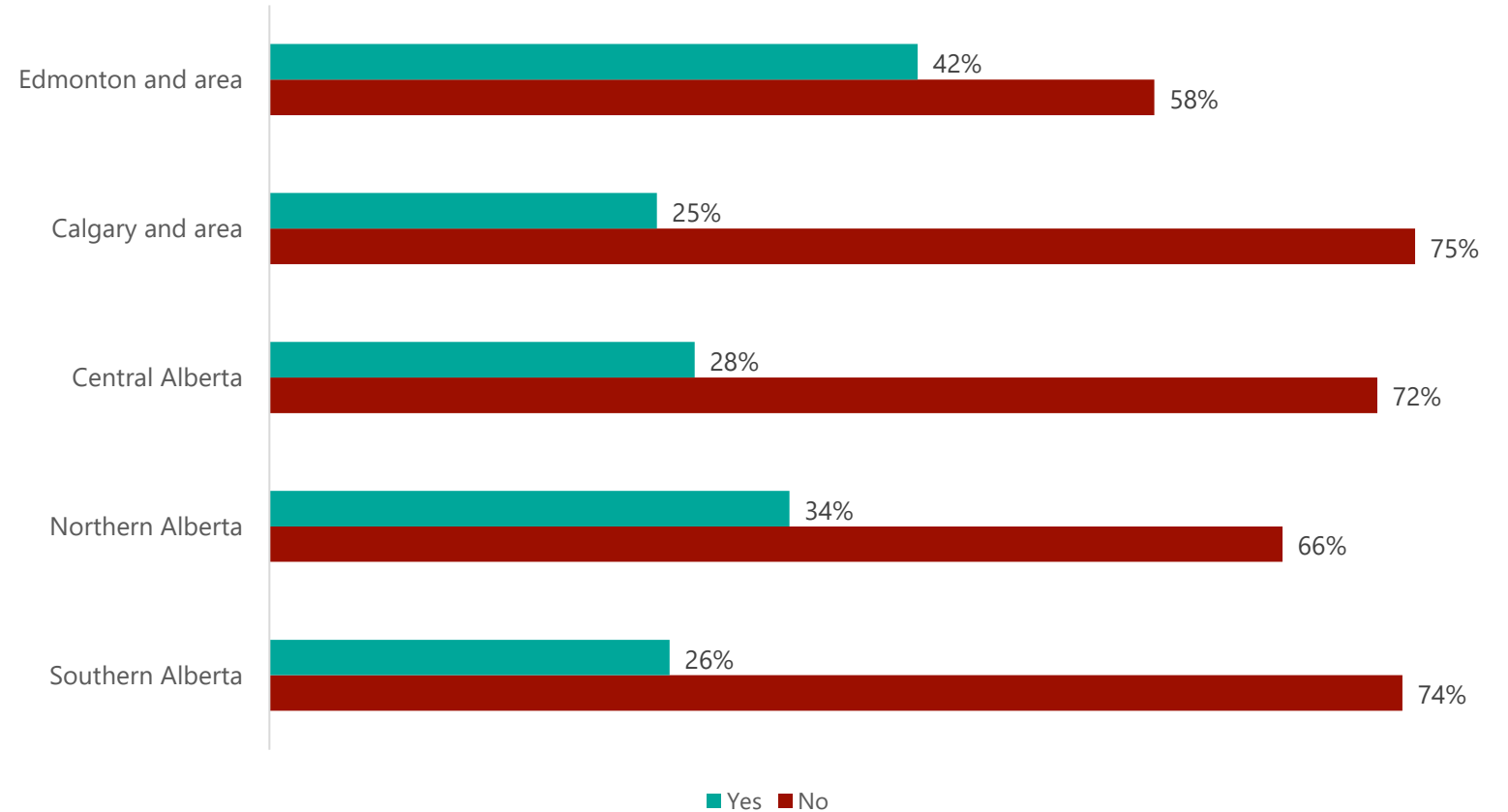
Top three ranked species preferences indicated by respondents, filtered by preferred watershed.

(Bow River Basin (n=3,296), North Saskatchewan River Basin (n=2,967), Oldman River Basin (n=2,443), Athabasca River Basin (n=2,401), Red Deer River Basin (n=2,176), Lesser Slave Lake Area (n=1,814), Peace/Slave River Basin(), Beaver River Basin(), Milk River Basin(), Battle River Basin(), Hay River Basin(), Buffalo River Basin())

Preferred Watershed	Top Species Preferences		
	1 st	2 nd	3 rd
Bow River Basin	Rainbow Trout (18%)	Brown Trout (12%)	Walleye (12%)
North Saskatchewan River Basin	Walleye (17%)	Rainbow Trout (15%)	Northern Pike (13%)
Oldman River Basin	Rainbow Trout (18%)	Brown Trout (13%)	Cutthroat Trout (13%)
Athabasca River Basin	Walleye (20%)	Rainbow Trout (14%)	Northern Pike (14%)
Red Deer River Basin	Rainbow Trout (18%)	Walleye (13%)	Brown Trout (12%)
Lesser Slave Lake Area	Walleye (24%)	Northern Pike (15%)	Rainbow Trout (13%)
Peace/Slave River Basin	Walleye (20%)	Rainbow Trout (15%)	Northern Pike (13%)
Beaver River Basin	Walleye (25%)	Northern Pike (18%)	Yellow Perch (14%)
Milk River Basin	Rainbow Trout (19%)	Walleye (13%)	Northern Pike (9%)
Battle River Basin	Walleye (18%)	Northern Pike (16%)	Rainbow Trout (16%)
Hay River Basin	Walleye (18%)	Rainbow Trout (14%)	Northern Pike (11%)
Buffalo River Basin	Walleye (16%)	Rainbow Trout (13%)	Northern Pike (12%)



APPROXIMATELY 1/3 OF RESPONDENTS PLAN TO PURCHASE AN ALBERTA SPECIAL WALLEYE LICENSE THIS YEAR



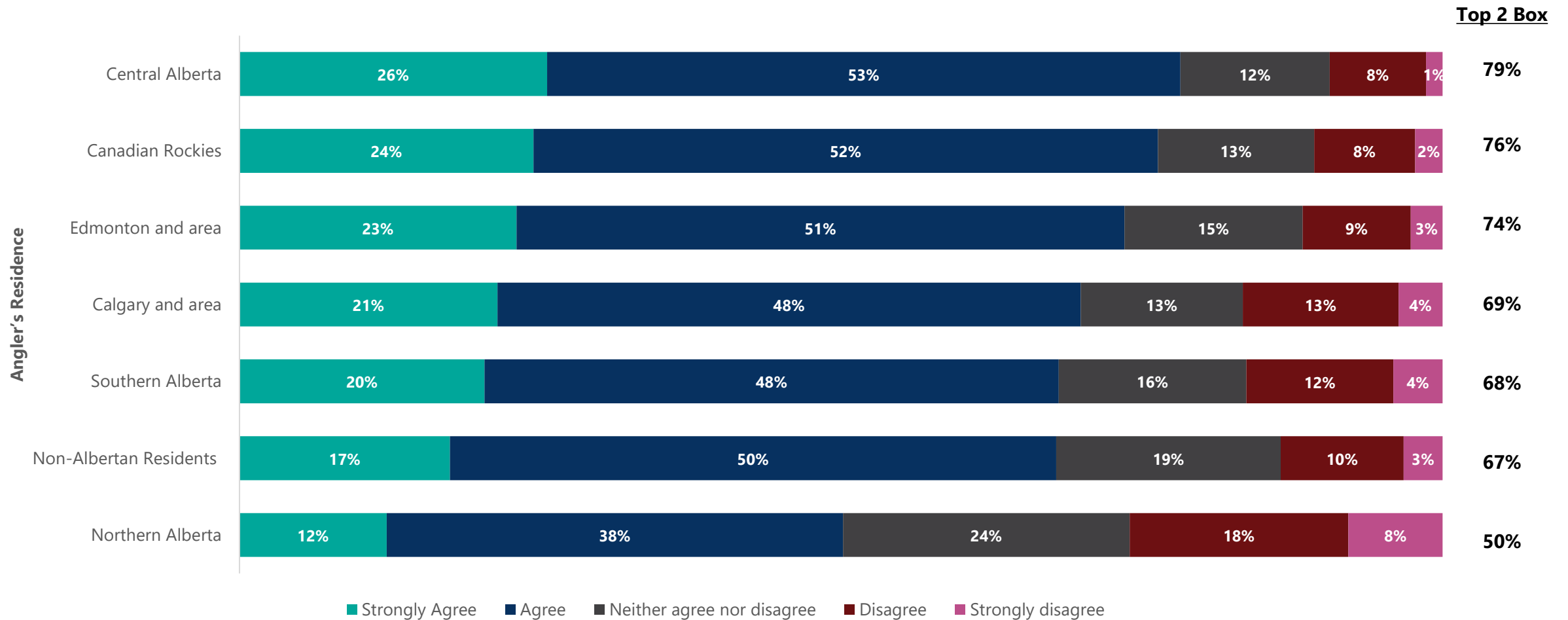
Looking forward to the upcoming summer angling season, will you be looking to purchase an Alberta Special Walleye License?

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GENERALLY HIGH AWARENESS OF STOCKED LAKES ACROSS ALBERTA AMONGST ALBERTANS

I am aware of the locations of stocked lakes and ponds in Alberta.

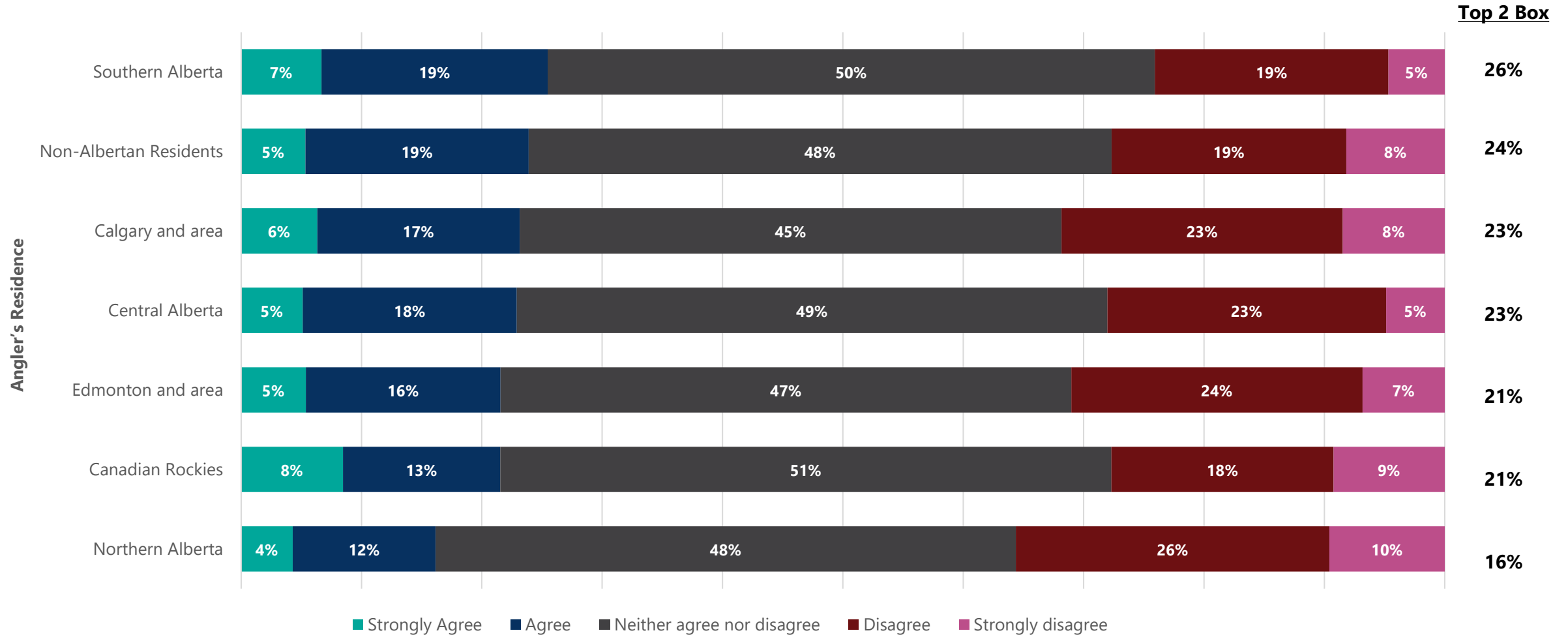
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RESPONDENTS DID NOT INDICATE A STRONG PREFERENCE FOR STOCKED LAKES AND PONDS

When I go fishing in Alberta, I prefer to visit stocked lakes and ponds.

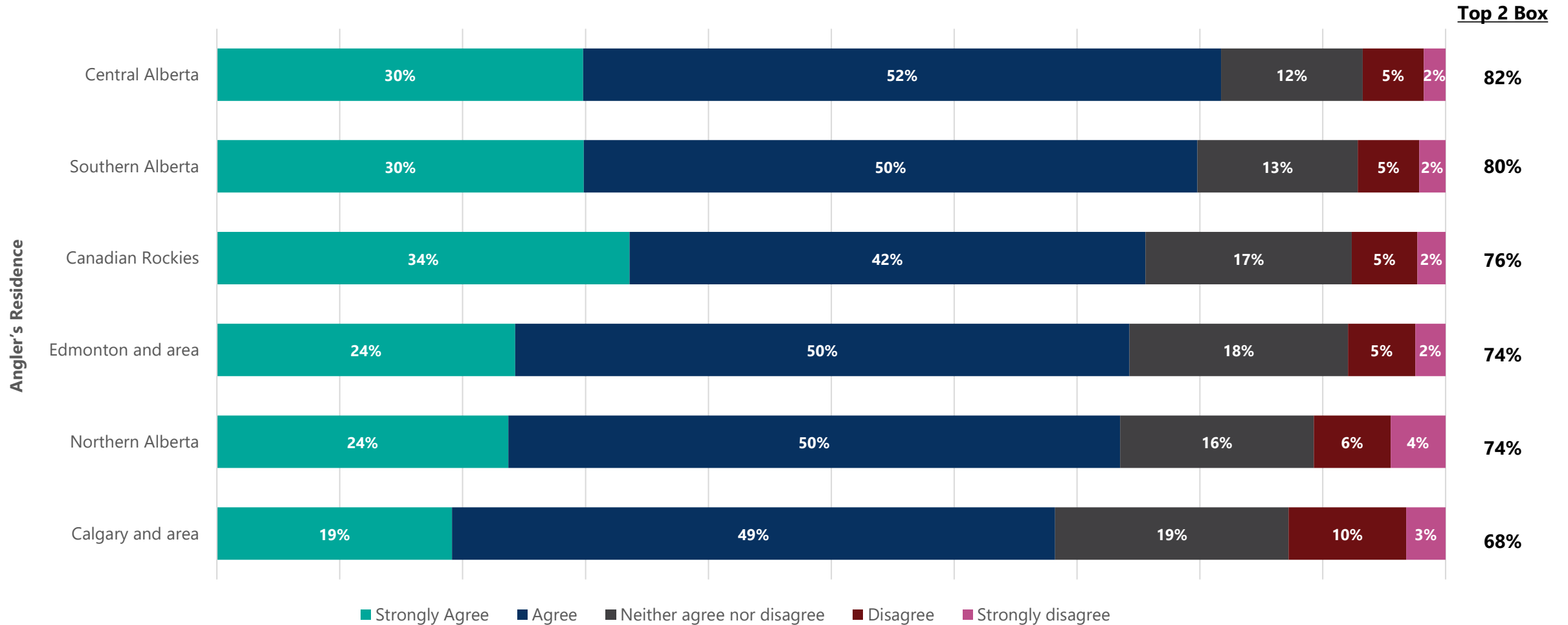
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ANGLERS IN CALGARY PERCEIVED REDUCED PROXIMITY TO STOCKED LAKES AND PONDS

There are stocked lakes and ponds within a reasonable distance of my residence.

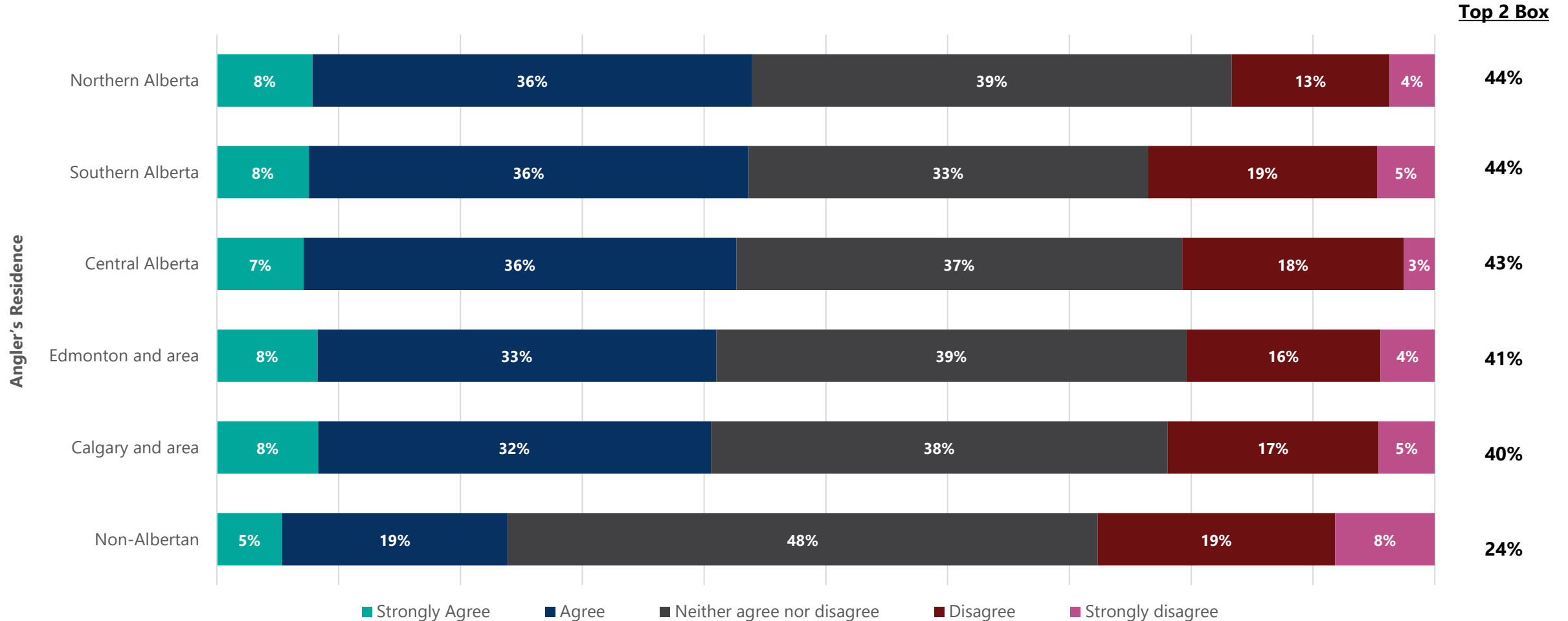
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RESPONDENTS ARE SPLIT ON THE ABUNDANCE AND QUALITY OF FISH IN STOCKED LAKES AND PONDS

In my experience fishing in stocked lakes and ponds in Alberta, there is an abundance of high-quality fish.

(Edmonton and area (n=2,107), Calgary and area (n=1,886), Central Alberta (n=1,218), Northern Alberta (n=1,106), Southern Alberta (n=848), Canadian Rockies (n=142), Non-Albertan Residents (n=215))





THANK YOU