

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Angler Recruitment and Retention Trends in Alberta

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Introduction

Since 1985, the number of licensed anglers in Canada has declined by 31% despite a 30% increase in the population over the same time frame. Anglers are also much older than they used to be, with the mean age of Canadian anglers increasing from 41 in 1975 to 50 in 2010, suggesting that decreased popularity is primarily due to poor recruitment of young anglers. Alberta trends mirror those observed nationally. Since 1985, the number of licensed anglers in the province has declined by 27%, while the population has grown by 38%. In 2010, the average age of Alberta anglers was 45. Recent licence sales data suggest the precipitous declines in anglers observed in the 1990s and early 2000s may be over, but fundamental questions remain. What are the current rates of angler recruitment and retention in Alberta, and how have these rates changed through time? Do angler retention and recruitment rates vary by sex and age? What factors influence yearly angler licence sales? Answering these questions is essential for credible forecasting of future angler participation rates and for developing and evaluating angler recruitment and retention initiatives. Alberta Conservation Association continues to work with the provincial government to assess factors that influence recruitment and retention of anglers in Alberta.