

Recreational Hunters, Fishers
and Divers in
North Canterbury:
Outdoor Enthusiasms
in Social Contexts

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Report No.8



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Reviewed by:

A handwritten signature in blue ink that reads "S Vallance". The signature is written in a cursive style with a large initial 'S'.

Dr Suzanne Vallance

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Executive Summary

This report discusses recent Lincoln University-based research on recreational hunters, fishers and divers and how they negotiate time away from work, and particularly from family responsibilities, to participate in their outdoor ‘enthusiasms’.

Self-completed questionnaires were mailed to the membership of the New Zealand Deerstalkers’ Association, North Canterbury Branch, and to a random sample of Fish and Game North Canterbury (full season) licence holders. The questions included: the age of first involvement in their preferred outdoor recreational activity; identifying those who were responsible for socialising them into that activity; their motivations for involvement; the work and family contexts of decision making about recreational trips away from home; the financial costs associated with pursuit of the activity; attitudes to clubs and club membership; and opinions about the future ‘health’ of their recreational activities. Socio-demographic data were also collected.

In the case of both sub-groups – NZDA and Fish & Game – the response rate was higher than would normally be the case for self-completed questionnaires. The data were coded and cleaned and analysed using SPSS and tests of statistical significance were conducted on some, but not all, of the cross-tabulations.

Respondents were overwhelmingly ‘male’ and were introduced to their preferred recreational activity at a very young age, with ‘Father’ being the most important agent of socialisation in the case of both sub-groups. Almost all NZDA respondents and most Fish & Game respondents indicated that their activity involved overnight or longer trips away from home. Inspection of types of recreational activity revealed, however, that almost one-third of duck and game-bird shooters and salmon fishers did not need to take overnight trips away from home to pursue the activity.

Respondents reported that arranging trips in the context of their work and family commitments was ‘easy’ or ‘very easy’, and possible reasons for this response are explored. Motivators for respondents’ involvement in their preferred activity include ‘Being in wild places/natural environments’, ‘Catching/gathering food’ and ‘Spending quality time with friends/mates’. Some differences in the ranking of motivators were found between the two respondent sub-groups.

When presented with scenarios which describe how decisions about expenditure on recreation are made, respondents indicated that they had either accumulated the financial resources they needed to pursue their activity, viewed themselves as being at a life-stage where they could afford to be ‘self-indulgent’ or believed that their recreational expenditure was a ‘priority’. The inconsistency between these and other data in the report are noted.

While by definition all NZDA respondents belonged to a club, only 5.4 percent of the Fish & Game respondents did so. Fish & Game members who did not belong to clubs were presented with a list of twelve possible reasons as to why this might be the case. ‘I like to do my own thing’, and ‘I have friends I hunt/fish with’, were the reasons most frequently selected.

More than four-fifths of all respondents indicated that the future of their preferred activity was ‘under threat’ in New Zealand, with ‘Loss of habitat’ and ‘Problems of gaining access to suitable sites’ being the most frequently selected explanations.

The report discusses the implications of the research for SPARC in its activity promotion work, noting particularly that decisions about activity involvement are commonly located in the social contexts of work and family. The methodological weaknesses of the research are noted and possible areas of future enquiry are explored. The researchers express their gratitude to SPARC for funding the research and to various other parties, including the respondents themselves and key people in the NZDA North Canterbury and Fish and Game North Canterbury, who made the research possible.

Introduction

Rationale for the Study

This study is concerned with the way recreational hunters, fishers and divers, most of whom are male, negotiate time away from work and particularly from family responsibilities to participate in their ‘enthusiasms’. This, and an earlier study (Gidlow and Cushman, 2008), were triggered by concerns raised in the academic literature, mainly by feminist leisure researchers who claimed that ‘men see leisure as a right’ (Rosemary Deem, 1996). Despite the ‘academic’ origin of our interest in recreational fishers, divers and hunters, our research has practical significance, and this became the basis of our application to SPARC, the aim being ‘To improve activity promotion by demonstrating the salience of key social contexts within which people’s ‘individual’ decision about activity involvement are made.’ Elaborating on this aim, we see our findings as informing activity promotion by:

- (i.) demonstrating the importance of socialisation into the values and skills associated with outdoor recreational pursuits such as recreational hunting, shooting and fly-fishing;
- (ii.) showing that social contexts – work and family – are important facilitating or constraining environments within which ‘individual’ decisions about activity involvement are made¹;
- (iii.) establishing that in the case of trips-based outdoor recreational pursuits, these often require significant time commitments on the part of their practitioners both to pursue the activity and learn the related skills and techniques such as fly-casting, fly-tying, diving protocols and diving safety, shooting accuracy and firearm safety. As a corollary, they also require or assume time sacrifices on the part of other family members. From an activities promotion perspective, these ‘sacrifices’ should not be ignored;
- (iv.) encouraging the identification of activity types or variations of activity types which can be less time-intensive, as a way of encouraging first-step participation. Our data suggest that, in almost one-third of cases, duck and game-bird shooting and salmon fishing are engaged in by North Cantabrians without the need to take trips away from home.

Background

In mid-2006, one of the authors – Bob Gidlow – conducted an in-depth study of 28 male recreational hunters, fly-fishers and divers in Sydney, New South Wales and Christchurch, North Canterbury (Gidlow and Cushman, 2008). Funding was sought from SPARC to extend the study, but still using an in-depth, qualitative research approach. Initially, the aim of this follow-up study was to focus on male outdoor enthusiasts in rural Canterbury so as to provide a point of comparison with the highly urbanised Sydney and Christchurch samples in the earlier study. SPARC kindly awarded a grant of \$11,624.00 (plus GST) in late-January 2007. The aim and methodology was subsequently modified, with SPARC approval (September 2007), in order to adopt a more quantitative approach – one which would enable us to recruit a larger and more ‘representative’ sample of outdoor recreationists while still facilitating a rural-urban comparison.

¹ The rationale for recognising the importance of this outcome can be found in Gidlow and Ross, 1998.

The questionnaire for the current study (see Appendix 1) was modelled closely on the ‘themes’ explored in the earlier study, and the central focus is still on the social contexts - work, and particularly, family - of outdoor recreational pursuits and again with an emphasis on men², but this time by default rather than explicit design.

The list of outdoor recreationists from which the samples were drawn came from two sources. The New Zealand Deerstalkers’ Association, North Canterbury Branch (henceforth ‘NZDA’), kindly agreed to participate and Bob Gidlow attended a monthly meeting of the branch to explain the study and seek the support of members. The Regional Manager, Fish and Game New Zealand, North Canterbury Region (henceforth ‘F & G’), willingly agreed to make a mailing list of licence-holders available once he was satisfied as to the legitimacy of the proposed research. In the reporting of data which follows, these two sub-groups – F&G and NZDA – are sometimes combined and sometimes considered separately.

The one recreational pursuit not covered exhaustively in the current study but included in the previous one, is recreational diving. Although some hunters, fishers and shooters also dive, and the relevant question in the questionnaire allows for this possibility, the current SPARC-supported study is a study of men who are primarily focused on deerstalking (which includes tar, goats and pigs), duck and game-bird shooting, and fishing (fly-, threadline and/or salmon), as their major outdoor recreational pursuits.

Methodological Cautions

The results presented in this report rely on the accuracy of recollections of the (overwhelmingly) male recreationists themselves. The views of their partners, for example, are not included. It is quite possible that men under-report the frequency and duration of their recreational trips away from home, for example, or exaggerate the extent to which they ‘consult’ with partners/family members when planning/organising these trips. We recognise this weakness and are keen to conduct a further study in which the wives/partners of men/women involved in trips-based recreation are canvassed. (Conducting such research will depend upon the availability of further funding.) In the meantime, we can only state the obvious – there is almost no research literature on the work and family contexts of trip-based outdoor recreational pursuits. We see the current study as an initial step towards correcting for this absence.

Two additional methodological issues need to be mentioned. First, while the response rates for both sub-groups was high *relative to the type of methodology employed* (see below), we cannot say whether those who chose not to respond to the request to participate did so for reasons related, or unconnected, to the research questions. It is possible that men who felt threatened by questions relating to, for example, ‘consultation’ with work and family colleagues, were less likely to return completed questionnaires. Second, in terms of our ability to generalise the results beyond North Canterbury, patterns of recreational hunting, fishing and shooting will vary from region to region, because of the geographical distribution of relevant wild-life and natural resources and the distance of such resources from urban settlements where most outdoor recreationists live and work. There is nothing about the way deer-stalking and licence-holding are organised in the North Canterbury region, however, that

2 Fish & Game licence holders are overwhelmingly male, as are New Zealand Deerstalkers Association (NZDA) members. Nevertheless, unlike the earlier (2008) study referred to above, no attempt was made to select an exclusively male sample.

would lead us to expect that outdoor recreationists from other regions would respond any differently to the central questions – those related to the social contexts of ‘individual’ recreational choices – raised in this study.

Research Process

Sampling

The small size of the NZDA North Canterbury branch’s membership meant that sampling was unnecessary. Of the 222 members at the time of study, some of whom were overseas at the time, 213 were sent questionnaires. In the case of Fish & Game licence holders, at the time of study there were approximately 10,000 freshwater anglers and 1700 game-bird hunters/shooters in the North Canterbury region, holding full season as distinct from day licences. From the combined total of season licence holders, we took a random sample of 711 – a number which did not stretch our budget for postage and stationery yet was large enough to facilitate tests of statistical significance in the case of the relationships between the central variables in which we were interested.

Questionnaire Administration

In the case of both sub-groups, administering the self-completed, mailed, questionnaires involved a three step mail-out process. First, an initial letter was sent, together with a copy of the questionnaire and a Freepost, addressed, return envelope. Second, a reminder letter was sent out, approximately 10 days after the initial mail-out. Third, a final reminder letter was sent to those in the sample who had not returned completed questionnaires. This letter was accompanied by another copy of the questionnaire and, again, a Freepost return envelope. (Copies of all three letters are included in Appendix 2.)

In the case of the NZDA respondents, who received the first mail-out letter in mid-October 2007, the third letter was mailed out approximately 10-14 days after the second mail-out. In the case of the Fish & Game respondents, however, who only received their first letters in mid-November following a slight delay in finalising the sample, it was decided to postpone the third mail-out until January 2008 on the grounds that respondents were likely to be otherwise engaged in mid-December in the run-up to Christmas.

The process of using a three step mail-out in relation to self-administered, postal questionnaires is a standard one and it is common for the response rate of mailed, self-completed questionnaires to be in the order of 25-35 percent (Chiu and Brennan, 1990:13).

Of the Fish & Game sample of 711 respondents, 338 had returned completed questionnaires by late April, 2008. In the case of a further 66 respondents, the contact details were no longer accurate and our letters were ‘returned to sender’³. This means that the effective response rate for the Fish & Game sub-group was 52.4 percent.

In the case of the NZDA respondents, for whom contact details were far more up-to-date, only one of the 213 questionnaires mailed out was ‘returned to sender’. Between 26th October 2007 and 12th December 2007, 131 questionnaires were returned, giving an effective response rate for this sub-group of 61.8 percent.

3 No blame should be attached to Fish & Game for this. Many licence holders, e.g., students, are highly mobile and, unlike club members, they have no reason to keep Fish & Game informed of changes of address.

In both cases, therefore, the response rate was higher than one would expect of a self-completed, mailed, questionnaire (Chiu and Brennan, 1990; Yu and Cooper, 1983). The use of the three step mail-out technique gave us the best chance of ensuring a good response rate but almost certainly the enthusiasm which participants have for their outdoor recreational pursuits is largely responsible for these comparatively high response rates. It is also not surprising that the response rate for the NZDA sub-sample was the higher of the two, given that these respondents were club members by choice, not simply licence holders by necessity.

Report Presentation

For this report, we have made only minimal use of statistical tests, preferring to rely mainly on simple frequency distributions and percentages. In other publications, such tests are likely to be reported. In the interests of brevity, we have also chosen not to report every possible relationship between the variables on which we collected information. If SPARC would like us to provide more detailed analyses of particular statistical relationships in which it has an interest, such as those between different activity types (e.g., fly-fishing, deerstalking, game-bird shooting) and social context factors, we are happy to comply.

Major Implications

We are pleased that SPARC has shown interest in outdoor recreation, consistent with its current initiative of conducting an outdoor recreation review. We were aware when we begin this research, however, that it would want the results to have significance wider than simply detailing the nature of men's 'huntin', shootin' and fishin' interests.

The single most important finding from our study is the importance and role of family members and close male friends, but particularly fathers, in the socialising of boys into a love of outdoor recreational activities and familiarity with the technical skills required to pursue them. While it is possible for men to learn to fly-fish in middle-age, for example, in most cases men are introduced to these activities when they are young – sometimes very young, as our data show. And while one-day events such as 'Take a kid fishing'⁴ are a useful introduction to outdoor activities, without constant reinforcement and modelling from close family and friends, it is unlikely these will develop into permanent enthusiasms.

Following on from this finding, what implication does an absence of such modelling hold for the socialisation of today's youngsters into outdoor recreational activities? Parents may be pre-occupied with other concerns, such as personal career development and/or managing multiple earner households. In the case of sole-parent families and serial marital relationships, constant male figures – such as fathers, uncles and cousins – may be missing from young peoples' lives. The experience of 'time-famine' (Pine and Gilmour, 1999) may mean that family members cannot put the time aside for the sorts of recreational activities which, because they are often trips-based⁵, are time intensive.

Club membership, and particularly taking on a role of responsibility in a club such as that of president, secretary, newsletter editor, trips organiser, is another important way in which continuity of outdoor recreational activities is assured. After all, clubs act as pressure groups on behalf of their recreational interests, provide opportunities to learn new skills, help find

4 The Christchurch City Council hosts such an initiative with the active support and involvement of recreational fishers. See the following website for details: <http://bethere.co.nz/community/2008/1136-take-a-kid-fishing>

5 Nevertheless, recreational fishing can often be conducted in the sea, lakes and rivers close to home, so it is important not to over-emphasise the time intensity of these types of outdoor recreational activity.

recreational companions and trip partners and mentor younger members. Yet many recreationists do not belong to clubs. In our sample of Fish & Game licence holders, for example, only 5.4 percent indicated that they belonged to a club or clubs associated with their major recreational activity. In the eyes of some, belonging to clubs and attending club meetings, and particularly standing for office, represents time away from direct involvement in the activities which clubs represent. Our data provide some insight into the benefits of club membership which are identified by our respondents, information which SPARC might wish to build upon in relation to its promotional work with sporting and recreational clubs and societies. Of course, continuity of an activity through club membership and office holding is only one way - a formal way - in which continuity is assured. And in relation to the 'greying' of clubs and societies, it may be the case that a younger generation *is* involved in outdoor recreational activities but is not yet ready to put collective interests before personal satisfactions. Alternatively, young people may be caught up in what has been termed an 'experiential economy', based on the commercial provision of facilities and resources, where the emphasis is on 'grazing' (Pine and Gilmour, 1999), rather than serious and ongoing commitment to an outdoor recreational pursuit and its associated skills development. Our data do not allow us to address this question directly because young people and their priorities and preoccupations were not a specific focus, but we see merit in extending the study at a later date to encompass them.

Chapter 1

Demographic Information

In this opening discussion, we aim to provide a ‘picture’ of our respondents. Who are they? In terms of activity promotion, it is very helpful to know if outdoor recreationists are drawn from a narrow or wide ‘demographic’.

We gathered information on standard socio-demographic variables – sex, age, education, employment, status, occupation, residential location and income – and will report on each⁶.

1.1 Sex

Whereas the earlier (2006) study of outdoor recreationists in Sydney and Christchurch concentrated on male perceptions and their reported behaviour and experience (Gidlow and Cushman, 2008), the sampling frame adopted for the current study was not intentionally sex-specific. Given that recreational hunting and fishing (and to a lesser extent, recreational diving) are ‘gendered’ leisure pursuits⁷, it was nevertheless inevitable that the sample and the responses would be largely comprised of men. Almost 98 percent of the Fish & Game licence-holders and 98.5 percent of NZDA members who responded, were men. One consequence of this sex distribution is that later questions - for example, about how the respondents were introduced to their preferred outdoor recreational activity (see Table 9) - almost exclusively concern the behaviour of ‘boys’ and ‘men’.

1.2 Age

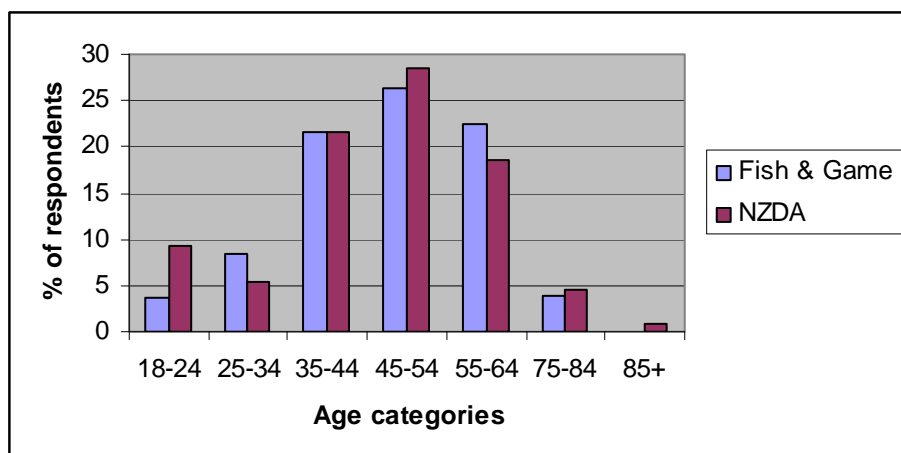
Table 1
Age of Respondents

Age	Frequency	Percent
18-24	24	5.2
25-34	35	7.6
35-44	99	21.5
45-54	124	26.9
55-64	98	21.3
65-74	61	13.2
75-84	19	4.1
85+	1	0.2

⁶ We did not collect data on the ethnic origins/ethnic claims of respondents.

⁷ Jamie McCarthy, a Timaru schoolgirl, was the NZDA’s ‘Young Deerstalker of the Year’ 2006 (McCarthy, 2006). The publicity she received is indicative of the break from a (gendered) tradition. Fish and Game New Zealand (<http://www.fishandgame.org.nz/Site/BOW/default.aspx>), and a number of outdoor recreational clubs and societies such as the Canterbury Fly-Fishing Club (<http://www.cantafly.com/joomla/>) seek to reach women and girls and provide learning and participation environments where they will feel comfortable.

Figure 1
Age of Respondents: Fish & Game (n=331) and NZDA (n=130)



Almost half of all respondents – 48.4 percent (see Table 1) – were aged between 35 and 54. Closer inspection of the data for the two sub-groups (see Figure 1), did not reveal any striking differences. Exactly half of the NZDA respondents and almost half the Fish & Game respondents – 47.8 percent – were drawn from that same age range. Based on discussions at a club meeting which one of us attended and which concerned the difficulty of recruiting younger men to hunting and membership of hunting clubs, we had expected the NZDA respondents to be older. The similar age profiles of the two sub-groups were thus a surprise.

1.3 Education

Table 2
Educational Attainment of Respondent: (n=469)

Qualification	Frequency (ALL)	Percent (ALL)	Percent (F&G)	Percent (NZDA)
None	53	11.3	13	6.9
High-School	101	21.5	21	22.9
Vocational or trade	149	31.8	31.1	33.6
College/University diploma	66	14.1	13.6	15.3
Bachelors degree or higher	100	21.3	21.3	21.4

Almost one-third (31.8%) of respondents claimed to have a vocational or trade qualification, while another one-fifth (21.3%) indicated that they held a bachelors degree or higher. Scrutiny of the data for the two sub-samples showed few differences, although the Fish & Game respondents were twice as likely to lack any educational qualification.

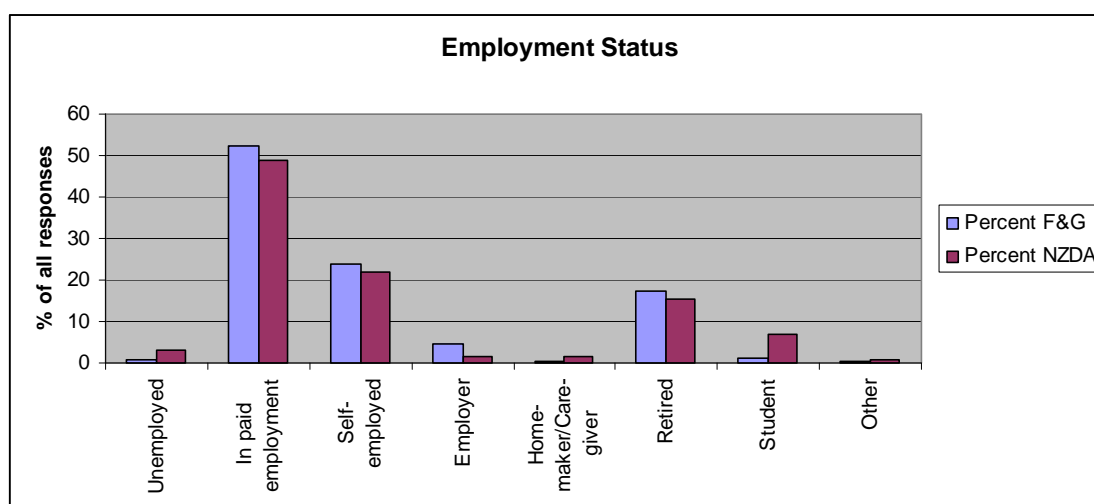
1.4 Employment Status

Table 3
Employment Status of Respondent (n=468)

	Unemployed	Paid employment, full- or part-time	Self-employed	Employer	Home-maker or Care-giver	Retired	Student	Other
Frequency (ALL)	6	240	109	17	3	78	13	2
Percent (ALL)	1.3	51.3	23.3	3.6	0.6	16.7	2.8	0.4

Almost three-quarters of respondents – 74.6 percent (see Table 3) – were either in paid employment, full or part-time, or self-employed.

Figure 2
Employment Status of Respondent: Fish & Game (n=337) and NZDA (n=131) Sub-Samples



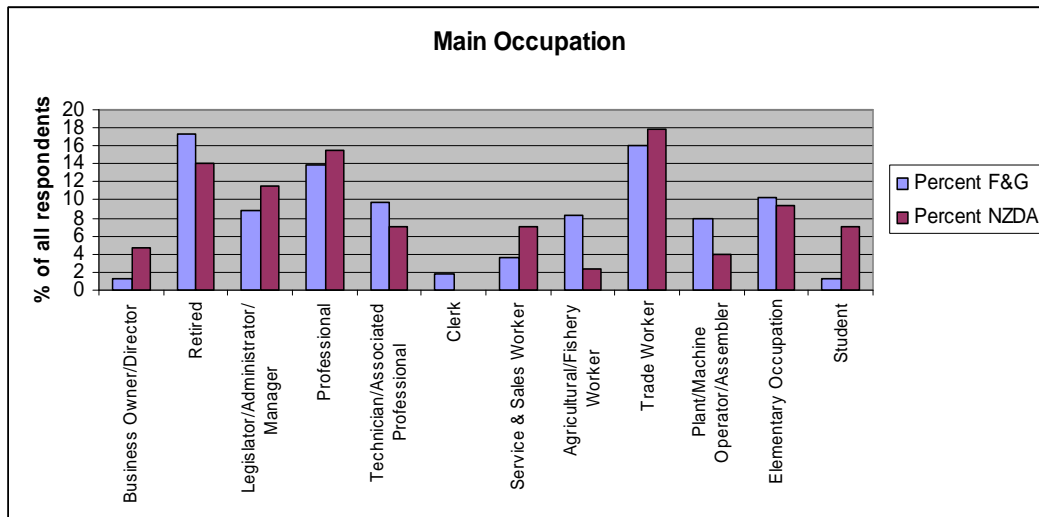
The biggest differences between the two sub-samples (see Figure 2) are in the proportions of unemployed (Fish & Game, 0.6%; NZDA, 3.1%) and students (Fish & Game, 1.2%; NZDA, 6.9%). However, the total responses for these categories are very small in both cases, so it would not be meaningful to draw wider inferences from these specific data.

Also noteworthy are (i) the low percentage of home-makers or care-givers (probably reflecting the male-bias of the samples), and (ii) the high percentage of ‘retired’ respondents (which is consistent with claims that recreational clubs/societies are experiencing a ‘greying’ of membership)⁸.

⁸ In future analyses, we hope to use census data for North Canterbury to compare our respondents’ socio-demographic profiles with those of the wider population to answer questions such as whether any ‘greying’ of club membership is simply indicative of the ‘greying’ of the wider population.

1.5 Occupation

Figure 3
Respondent's Main Occupation at the Present Time:
Fish & Game (n=330) and NZDA (n=129) Sub-Samples



Approximately 30 percent of the occupations reported by both Fish & Game and NZDA respondents (see Figure 3) correspond to the occupational categories ‘Retired’ and ‘Professional’ adopted from the 2006 Census classification of occupations. ‘Agriculture/fishery workers’ are more highly represented among the Fish & Game sample, which possibly links to the higher representation of this group in rural residential locations (see Table 4), compared with the NZDA respondents. Other differences between the two sub-samples are based on such small numbers that it would be inappropriate to comment further. Certainly the occupational profile of the two sub-samples is reasonably similar overall, except for the difference in the proportion of agricultural and fishery workers referred to above.

1.6 Residential Location

Slightly more than half the respondents live in suburban Christchurch (see Table 4). Fish & Game respondents are almost twice as likely as NZDA members to live in ‘North Canterbury rural’ or ‘rural town’ locations. One might have expected deerstalkers to have closer residential ties to the ‘outdoors’ but, on the other hand, the NZDA branch from which the sample was obtained is a Christchurch one, and probably predisposes the members to be drawn from urban and suburban Christchurch.

Table 4
Residential Location of Respondent
(n=465)

Location	Frequency (ALL)	Percent (ALL)	Percent (F&G)	Percent (NZDA)
Central Christchurch	11	2.4	1.8	3.8
Suburban Christchurch	250	53.8	50.6	61.8
Christchurch fringe	68	14.6	14.7	14.5
N. Canterbury rural town	58	12.5	14.4	7.6
N. Canterbury rural	43	9.2	10.2	6.9
S. Canterbury rural town	6	1.3	1.5	.8
S. Canterbury rural	7	1.5	1.5	1.5
Other*	22	4.7	5.4	3.1

* Respondents who live out of the Canterbury province, e.g., in the North Island or overseas.

To investigate what significance, if any, respondents' location held for their outdoor recreational involvement, 'location' was dichotomised into 'urban/rural' and cross-tabulated against a number of other variables. The relationship with 'approximate number of trips per year' was statistically significant⁹. Whereas 'rural' respondents were evenly spread across the three categories of trip frequency (see Table 5), almost half the 'urban' respondents were located in the most frequent trip category, suggesting perhaps that 'rural' respondents were closer to the recreational resource and had less need of trips away.

Table 5
'Urban'-'Rural' Location and Frequency of Recreational Trips

Location	1-2 Trips per year (%)	3-4 Trips per year (%)	5 + Trips Per Year (%)
'Urban'	16.2	34.1	49.6
'Rural'	32	34	34

However, the relationship between the urban-rural location of respondents and 'average number of nights away per trip' was not significant and neither was that with the person or group 'most responsible for introducing you to that activity'. Except for one instance (out of 11 possible), respondents living in rural/non-city locations were no more likely to have been introduced to their preferred activity by particular individuals or groups – e.g., their 'father', 'mother' or 'other relative' than were urban/city dwellers. The exception was 'family friend', with those living in rural locations almost twice as likely (15.8%) to indicate that a family friend was responsible for introducing them to the activity as urban/city dwellers (8.8%).

1.7 Income

Table 6 presents respondents' estimates of their total household income.

⁹ $\chi^2=13.067$, $df=2$, $p=.001$

Table 6
Estimated Total Household Income before Tax
(n=443)

NZ (\$)	Frequency	Percent	Cumulative %
Less than \$40,000	93	21	21
40,001-60,000	86	19.4	40.4
60,001-80,000	78	17.6	58
80,001-110,000	88	19.9	77.9
110,01-150,000+	98	22.1	100

The data are evenly spread over the range of income categories, i.e., there is representation of individuals at all income levels. When household income was cross-tabulated with the frequency of overnight trips, to see if the level of income made a difference to the ability to afford trips, the relationship was not statistically significant. This suggests that the costs of involvement in these recreational activities do not make them exclusive to those with high household incomes¹⁰.

¹⁰ See also Section 6.2 for tables and figures related to the estimated costs associated with respondents' outdoor recreational activities.

Chapter 2

Recreational Activity Preferences

Having developed a ‘picture’ of the socio-demographic profile of our respondents, we turn briefly to establishing their recreational activity preferences. It should be noted that the format of the relevant question (see Question 1 in the attached questionnaire [Appendix 1]) asks respondents to indicate their ‘major’ recreational activity. It is quite possible that our respondents pursue a number of outdoor activities – possibly overlapping¹¹ – but we did not pursue this in the current research. ‘Blokes’ major recreational activities (see Table 7), are all well represented. Even respondents for whom recreational diving is the major interest have a presence in the sample, despite the fact that the sourcing of the samples closely represented fishing and hunting interests.

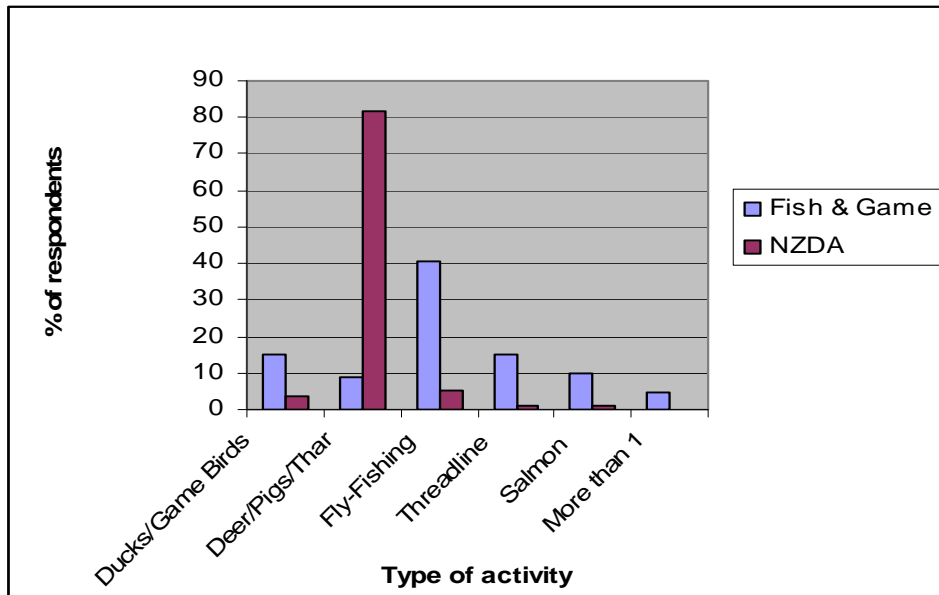
Table 7
Preferred Recreational Activity

Activity	Frequency (ALL)	Percent (ALL)
Recreational Fishing (Fly-fishing)	149	31.2
Recreational Hunting (Deer/pigs/thar mainly)	137	28.7
Recreational Hunting (Ducks and/or Game birds mainly)	75	11.9
Recreational Fishing (Threadline/Lure)	53	11.1
Recreational Fishing (Salmon)	36	7.5
Recreational Diving	30	6.3
More than one of these	15	3.1
None of these	1	.2

An examination of sub-sample data (see Figure 4), shows that, as one would expect, recreational hunting of deer, thar and pigs (81.5%) is the overwhelming preference of NZDA members. Among Fish & Game licence-holders, fly-fishing (40.8%) is the most popular activity, followed by duck- and game-bird shooting (14.9%), threadline fishing (14.9%) and salmon fishing (10.1%).

¹¹ This represents an interesting potential research focus in its own right.

Figure 4
Preferred Recreational Activity: Fish & Game (n=348) and NZDA (n=130) Sub-Samples



Data on age of first involvement in the preferred activity (see Chapter 3, Table 8) show that this started early in most respondents' lives.

Chapter 3

Getting Started: Becoming an Outdoor Recreationist

New Zealand is one of the most highly urbanised societies in the world yet has a rich history of skills-based outdoor recreational activity (Devlin, Corbett and Peebles, 1995). In this chapter we explore when and how our respondents first became involved in their preferred activities.

Our data (see Table 8) indicate that involvement begins at an early age and that the uptake of 'new' outdoor recreational pursuits in middle-age is comparatively rare/unusual.

Table 8
Age of First Involvement in the Recreational Activity

Age*	Frequency	Percent	Cumulative %
1-4 Years	13	2.9	2.9
5-12 Years	182	40.7	43.6
13-17 Years	99	22.1	65.8
18-25 Years	69	15.4	81.2
26-35 Years	42	9.4	90.6
36 Years and above	42	9.4	100

*Post-coded categories based on respondents' actual reported ages.

Separate inspection of Fish & Game and NZDA data does not modify the overall picture which emerges. Almost half (47.6%) of Fish & Game respondents and one-third (33.4%) of NZDA members indicated that by age 12, they had been introduced to their current outdoor recreation activity.

A strong socialisation effect is at work in childhood involving members of the respondents' families, and those close to these families, as first agents of introduction (see Table 9). Combined with our knowledge of the highly gendered nature of the sample, these data highlight in particular the roles of fathers and other relatives (probably male) in socialising young boys into these outdoor recreational activities.

Table 9
Person(s) or Group Most Responsible for Introducing Respondent to Preferred Activity
(n=471)

Person/Group	Frequency of mentions	Percent*
Father	193	41
Other relative	106	22.5
Self-taught	97	20.6
Other friend	57	12.1
Family friend	51	10.8
Schoolmate	41	8.7
Work colleague	36	7.6
Club/Association	22	4.7
Other	19	4
Mother	10	2.1
College friend	9	1.9
School teacher	4	.8
TOTAL MENTIONS	645	

*Respondents could indicate more than one agent from the list presented. Therefore, percentages are not cumulative.

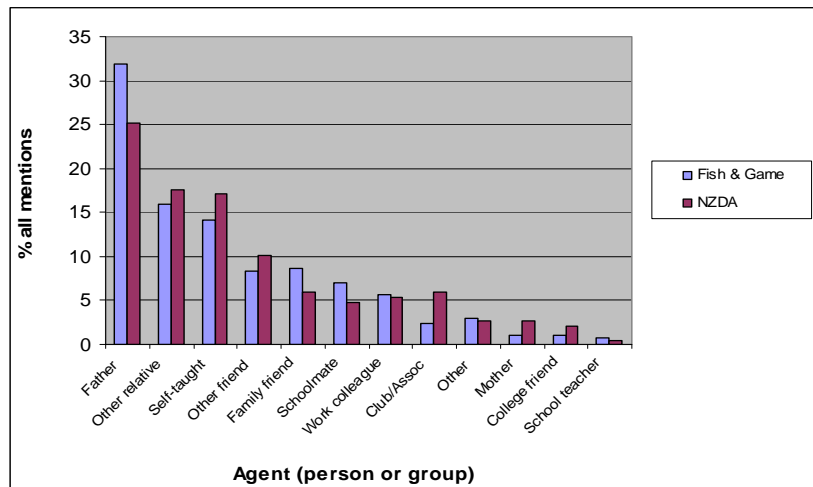
The most frequently reported early influences on recreational hunting, diving or fishing were ‘Father’ (mentioned by 41% of respondents), ‘Other relative’ (22.5%) and ‘Self-taught’ (20.6%)¹². The importance of ‘family’ to the socialisation of men into ‘blokes’ and outdoor recreation is shown by the fact that ‘Father’ and ‘Other Relative’ account for 63.5 percent of all mentions (645) of possible agents. ‘Friends’¹³ (33.5%) are also very important. Equally noteworthy, however, given the importance of ‘family’, is the insignificant contribution made by ‘Mother’ to the socialisation of our respondents. While the category ‘Other relative’ does not identify the sex of the relative, given this response to ‘Mother’, these data strongly suggest that men – usually but not exclusively fathers – socialise young men/boys into these outdoor recreational activities.

Another way of inspecting the data, and one which confirms the importance of ‘family’ and ‘friends’ as agents of socialisation of men into ‘blokes’ outdoor recreational activity, is to consider the distribution of *all* mentions (645) of possible agents. ‘Family’ (‘Father, ‘Mother’ and /or ‘Family friend’) (see Figure 5), accounts for almost half the total mentions (48.9% and 45.4% respectively) among Fish & Game and NZDA respondents, while ‘Friends’ accounts for another quarter of all mentions (25.1% and 23% respectively).

12 Inspection of the Fish & Game and NZDA data separately does not change this order.

13 Combining ‘Family friend’, ‘School mate’, ‘College friend’, ‘Other friend’.

Figure 5
Person(s) or Group Who First Introduced Respondents to Preferred Activity:
Fish & Game (n=340) and NZDA (131) (All Mentions)

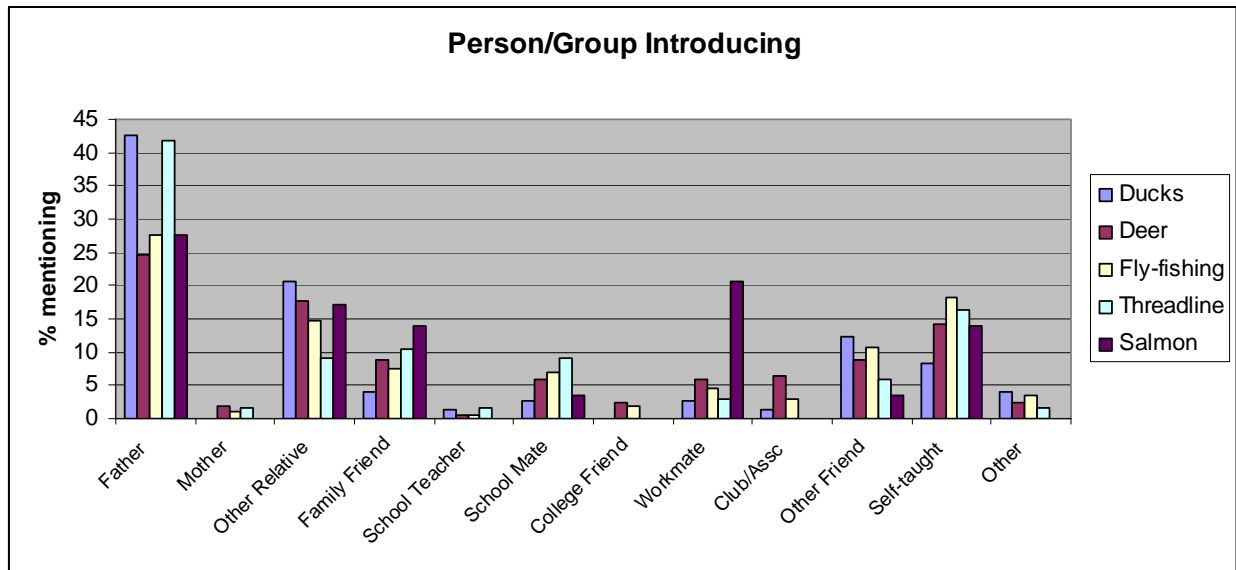


Are there differences between sub-samples – Fish & Game and NZDA – in terms of agents of socialisation into the activity? The data in Figure 5 suggest that any differences are minor. ‘Fathers’ are mentioned as the agent most responsible for introducing both Fish & Game and NZDA respondents to their preferred activity. ‘Other Relative’ and ‘Self-taught’ are the second and third most mentioned agents for both sub-samples.

Again, when inspecting *all* mentions, clubs/associations figure poorly as socialising agents (3.4% of all mentions). This is what one might expect given the data in Table 8 which demonstrated the importance of childhood rather than adulthood as the age when most respondents were being socialised into the activity. It should be noted, however, that the NZDA respondents, i.e., those who are already club members, are more than twice as likely (5.9%) to mention the socialising role of clubs/associations as Fish & Game respondents (2.4%).

Figure 6 provides analysis of the person(s) or group introducing the respondent to their preferred activity according to activity type. While ‘Father’ continues to be important, and is the modal response for all activity types, it is particularly significant in the case of duck and game bird hunters and threadline fishers.

Figure 6
First Introduction by Type of Preferred Activity



Chapter 4

The Trips-Based Nature of Much Outdoor Recreation

In this chapter we seek to establish the importance of trips away from home by respondents in pursuit of their preferred recreational activities. We are interested in whether such trips are central to the activity and their frequency and duration.

Taking overnight (or longer) trips away from home is significant for respondents (see Table 10) with almost 90 percent indicating that their recreational activity involves overnight stays.

Table 10
Does Your Recreational Activity Involve Overnight Trips Away from Home?
(n=463)

	Frequency (ALL)	Percent (ALL)	Percent (F&G)	Percent (NZDA)
Yes	408	88.1	85	96.1
No	55	11.9	15	3.9

Almost all NZDA respondents indicated that their activity involves such trips. Even Fish & Game licence-holders, whose preferred outdoor recreational interests are much more varied (see Figure 4), report a high incidence of overnight (or longer) trips away from home in pursuit of their outdoor recreational interests. These results establish the appropriateness of later questions relating to pre-trip and trip behaviour and the importance of social contexts when considering men's recreational behaviour in the outdoors. At the same time, and with relevance to SPARC's activity-promotion commitments, the data reveal that activity types differ in the extent to which they are necessarily trips-based. Almost 30 percent of duck and game-bird shooters and 28 percent of salmon fishers in the combined samples reported that their recreational activities did not involve overnight (or longer) trips away from home. As one might expect, deer hunters were the least likely to report that their activities could be accomplished without trips away from home, with only 2.2 percent indicating this possibility.

Turning to the *frequency* (Table 11) of trips, more than half (55.1%) of all respondents indicated that they took, on average, approximately 3-4 trips or less per year (Table 11). Cumulatively, only one-quarter of all respondents took seven or more trips per year.

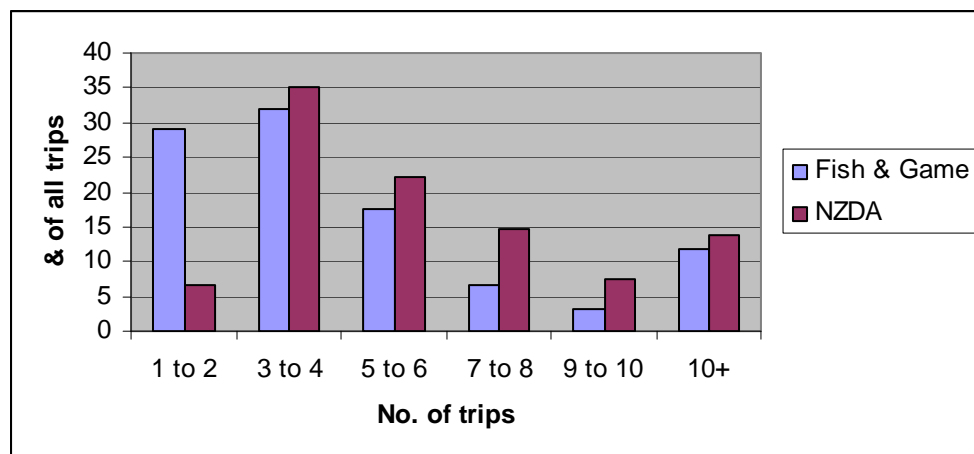
Table 11
Number of Trips (Approximate) Away From Home per Year
(n=408)

Number of Trips	Frequency	Percent	Cumulative %
1 - 2	91	22.3	22.3
3 - 4	134	32.8	55.1
5 - 6	77	18.9	74
7 - 8	37	9.1	83.1
9 - 10	18	4.4	87.5
More than 10	51	12.5	100

An inspection of data in the two sub-samples (see Figure 7), shows that over three-quarters (78.3%) of Fish & Game respondents take, on average, six trips or less per year, and compared with the NZDA members, are much more likely to take only 1 or 2 trips. NZDA members are more highly represented than F & G licence-holders among those who take frequent trips – defined as nine trips or more per year. More than one-fifth of NZDA members are frequent trip-takers, using this definition.

The impact of trip behaviour on family life will, of course depend on whether the trips are spread throughout the year or are highly seasonal. Recreational sea-fishing, for example can take place all year round in a way that fly-fishing in freshwater lakes and streams and deer-hunting cannot.

Figure 7
(Approximate) Number of Trips per Year: Fish & Game and NZDA Sub-Samples

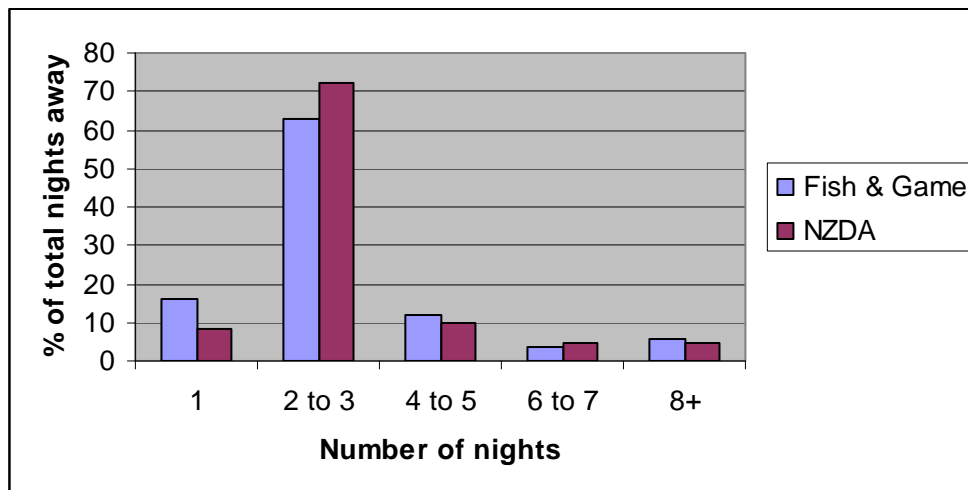


With regard to the *duration* of trips (see Table 12), the majority of respondents – almost 80 percent – estimated that they spent no more than 2-3 nights away from home per trip. Inspecting and comparing the data from the two sub-samples (Figure 8), the biggest difference between them is in the proportion of ‘one-nighters’ – a frequency twice as likely (16%) to be reported by Fish & Game as by NZDA (8.1%) respondents. Again, the difference in reporting is understandable given the remote and therefore distant locations where much hunting activity takes place.

Table 12
Number of Nights (Approximate) Away From Home per Trip
(n=386)

Number of Nights	Frequency	Percent	Cumulative%
1	52	13.5	13.5
2 - 3	254	65.8	79.3
4 - 5	43	11.1	90.4
6 - 7	16	4.1	94.6
8 or more	21	5.4	100
TOTAL	386	100	

Figure 8
(Approximate) Number of Night Away Per Trip: Fish & Game and NZDA Sub-Samples



So far in this chapter, the two sub-samples have been compared without recognising that the Fish & Game sample is composed of a number of distinct activity types (see Figure 4) and without recognising that different activity types will display associated differences in the frequency and duration of trips away from home. To explore these relationships, four activity types – recreational hunting; recreational fly-fishing; threadline/salmon fishing; and diving – were cross-tabulated against the three categories of 1 to 2, 3 to 4 and 5 or more trips away from home per year. The relationship was statistically significant¹⁴. The activity of recreational hunting was significantly more likely to be associated with frequent trips: almost half (49.7%) the ‘recreational hunters’ took five or more trips per year compared with less than one-third (30.3%) of threadline/salmon fishers.

The relationship between the revised recreational activity variable and the *duration* of trips – the number of nights away on average – was not, by comparison, statistically significant. The modal number of nights in the case of all activity types was 2-3¹⁵. Some differences between activity types were nevertheless apparent. Threadline and salmon fishers were twice as likely

¹⁴ $\chi^2=15.131$, $df=6$, $p=.019$

¹⁵ These results are consistent with other data which suggest the relative ease of taking time away from work – see especially Table 13.

as hunters to spend only one night away, while almost one-quarter of fly-fishers reported that they spent four or more nights away.

Chapter 5

Work and Family Contexts of Trips for Recreational Purposes

Having established the importance of trips away from home (and sometimes from work) to the outdoor recreational activities covered in this research, we now consider the work and family contexts in which decisions about trips are located. Our introductory comments indicated that exploring these contexts is central to this research and to recreational activity promotion. We begin with a brief consideration of work contexts but the bulk of the discussion is concerned with family contexts.

5.1 Work Contexts

5.1.1 Difficulty of Arranging Trips in Work Contexts

In terms of paid work (see Table 13), more than two-thirds (68.9%) of respondents reported that their paid work responsibilities made it easy/very easy for them to arrange trips away in association with their favoured outdoor recreational activity. In contrast, only a small proportion (16.4%) indicated that their paid work made such trips difficult/very difficult to arrange. Those on ‘high’ household incomes were more likely to indicate that it was ‘easy’ to arrange trips in terms of their paid work commitments compared with those on ‘low’ incomes (see Table 14), but this difference was not statistically significant.

Table 13
Difficulty of Arranging Trips Away in Terms of Paid Work*
(n=405)

‘Very Easy’	Frequency	Percent	Cumulative % 1-3
1	116	28.6	28.6
2	86	21.2	49.9
3	77	19	68.9
4	60	14.8	Cumulative % 5-7
5	31	7.7	7.7
6	25	6.2	13.9
7	10	2.5	16.4
‘Very Difficult’			
TOTAL	405	100	

*This question used a 7 pt Likert scale

Table 14
Ease of Arranging Trips by Estimated Total Household Income
(n=443)

	Household Income 'Low' ¹⁶	Household Income 'Medium'	Household Income 'High'
'Easy' ¹⁷	65.1%	65.8%	73.5%
'Neither easy or difficult'	12.1	17.8	12.9
'Difficult'	22.8	16.4	13.6
TOTAL	100	100	100

These findings are in keeping with the data on the approximate length of trips (Table 12), where it appeared that most respondents spent no more than 2-3 nights on average away from home. If weekend nights are included in trips, this results in minimum interference with paid work commitments on the part of most male outdoor recreationists¹⁸.

In response to an open-ended question about what made arranging trips in a work context 'easy' or 'difficult', respondents gave a number of reasons (see Table 15).

Table 15
Reasons Given For Paid Work Response in Table 14*

Reason	Frequency	Percent
'Difficult' because:		
Work demands	67	18.9
Relationship priorities	11	3.1
'Easy' because:		
No permanent work demands (e.g., 'retired' or 'student')	58	16.3
Flexible work arrangements	127	35.8
Timing of recreational activity	46	13
'Balance'	31	8.7
Other	15	4.2
TOTAL	355	100

* Responses to an open-ended, post-coded, question.

5.2 Family Contexts

5.2.1 Difficulty of Arranging Trips in Family Contexts

Table 16 shows that almost three-quarters (76.3%) of respondents indicated that it was 'easy' or 'very easy' to arrange trips in the context of family commitments. Only 11.4 percent indicated it was 'difficult' or 'very difficult'. Again, these data are consistent with those for

16 'Low' =<\$40,000; 'Medium'=\$40,001-\$80,000; 'High'=> \$80,001.

17 The left-hand column is based on collapsing Categories 1-3 and 5-7 of a 7 pt Likert scale.

18 The relationship between estimated total household income and 'ease or difficulty of arranging trips away' (in terms of paid work commitments responsibilities) was not statistically significant.

the approximate number of nights away from home associated with the recreational activity (Table 12)¹⁹.

Table 16
Difficulty of Arranging Trips Away in Terms of Family*
(n=409)

‘Very Easy’	Frequency	Percent	Cumulative% 1-3
1	137	33.5	33.5
2	106	25.9	59.4
3	69	16.9	76.3
4	50	12.2	Cumulative% 5-7
5	32	7.8	7.8
6	14	3.4	11.2
7	1	0.2	11.4
‘Very Difficult’			
TOTAL	409	100	

*This question used a 7 pt Likert scale

In response to an open-ended question about what made arranging trips in a family context ‘easy’ or ‘difficult’, respondents gave a number of reasons (see Table 17).

19 Of course, it might also be the case that respondents, who are overwhelmingly male, underestimate the number and duration of trips and/or the impact which their absence has on work and family commitments. See the report’s conclusion for a brief discussion of relevant future research directions, including studies of spousal perceptions of the family impacts of trips-based outdoor recreation.

Table 17
Reasons Given For ‘Family’ Response in Table 16*

Reason	Frequency	Percent
‘Difficult’ because:		
Competing commitments – Family and/or Relationships (e.g., pets; young family)	44	12.6
Competing commitments – Family and Work	11	3.2
Competing commitments – Non-Family (e.g., church; volunteering) and Work	4	1.1
‘Easy’ because:		
Live alone or no family	56	16.1
Scheduling/balancing/juggling	29	8.3
Understanding family/Material benefits	86	24.7
No kids/Older kids (left home)/High School kids	50	14.4
Wife/Kids/Relatives as trip companions	66	19
Others (including ‘finance’; ‘wife retired’)	2	.6
TOTAL	348	100

* Responses to open-ended, post-coded, questions.

Of the responses which relate to the ‘ease’ of arranging trips – 289 out of the total of 348 responses – 53 percent (152) concern ‘Understanding family/Material benefits to family’ and ‘Wife/kids/relatives as trip companions’. These data affirm the importance of considering the family context in researching and promoting recreational activities and they also suggest an interesting area of future research on trips-based enthusiasms – the role of family members as trip companions.

5.2.2 Household Composition and Support

Four-fifths (82%) of respondents indicated that they share a home with a spouse or partner. Placed alongside the data in Table 10 relating to whether respondents take trips away from home in connection with their preferred recreational activity, this information lends further credibility to the current research because it indicates the importance of social contexts – in this instance, work and family commitments – to decisions about taking overnight (or longer) trips away from home. Questions relating to ‘How?’, ‘When?’, ‘How frequently?’ and ‘For how long?’ are not made in isolation. We expected that domestic commitments would impact upon the duration of trips and we cross-tabulated the relevant variables. One quarter (26%) of respondents who did not share a home with a wife or partner went on trips involving an average of four or more nights away compared with one-fifth (19.7%) of those did share a home, but the difference was not found to be statistically significant. It would thus appear that our attention should turn to whether and how trips are negotiated/justified in their social contexts.

Table 18
Supportiveness of Partner/Spouse re Respondent’s Recreational Activity*
(n=379)

‘Extremely Unsupportive’	Frequency	Percent	Cumulative % 1-3
1	38	10	10
2	12	3.2	13.2
3	13	3.4	16.6
4	32	8.4	Cumulative% 5-7
5	47	12.4	12.4
6	88	23.2	35.6
7	149	39.3	74.9
‘Extremely Supportive’			

*This question used a 7 pt Likert scale

Regarding the level of support received from their spouses/partners for their recreational activity (see Table 18), almost three-quarters (74.9%) see their partners as ‘supportive’ or ‘extremely supportive’. It would appear that in pursuing their preferred outdoor recreational interests, the respondents in this study do not see themselves as going against the wishes of their partners.

One consideration which bears upon spousal support is responsibility towards children living in the home. More than one-third (39%) of respondents have a child or children living with them (see Table 19), while two-thirds indicated that they have had children living with them in the past. In the case of those who *do* have children currently living with them – 178 respondents – in four-fifths of cases these respondents have either one or two children (see Table 20).

Table 19
Children Currently Living with Respondent?
(n=463)

	Frequency	Percent
Yes	178	39.1
No	282	60.9

Table 20
Number of Children Currently Living with Respondent

Number of Children	Frequency	Percent	Cumulative %
1	65	36.51	36.51
2	78	43.8	80.31
3	30	16.8	97.11
4	3	1.7	98.81
5	2	1.1	100
TOTAL	178	100	

In order to assess whether responsibilities for children constrain men's outdoor recreational pursuits, respondents were asked the question: 'Has the presence, now or in the past, of children in the home, affected your recreational involvement?' Slightly more than half of all respondents gave an affirmative response²⁰. When sub-sample data were scrutinised, differences appear. Half (52.4%) of Fish & Game respondents indicate that the presence of children, now or in the past, has affected their recreational involvement, compared with more than two-thirds (67.7%) of NZDA members. Again, intuitively, this is consistent with the information in Figure 8 about differences between sub-samples in the number of nights away per trip.

The relationship between the frequency of trips and whether the respondent currently has children living with them was statistically significant (see Table 21)²¹. The modal response for the number of trips taken in the case of those with children at home was 3-4, whereas for those who were without children at home the modal response was five or more.

Table 21
Number of Trips per Annum by Presence of Children In the Home:
Average Number of Trips (%)

Do you currently have children living with you?	1-2 trips	3-4 trips	5 or more trips	TOTAL
Yes	18.75	41.8	39.4	100
No	25.2	26.1	48.6	100

The relationship between the average number of nights away per trip and whether the respondent currently has children living with them was also statistically significant²², i.e., those without children at home were more likely to spend four or more nights away than those with children, although the modal number of nights away was 2-3 nights for both groups²³.

20 The relationship between the frequency of trips and: (i) whether the respondent currently has children living with him/her; (ii) the number of children currently living in the respondent's home, was not statistically significant.

21 $\chi^2=12.617$, $df=2$, $p=.002$

22 $\chi^2=6.876$, $df=2$, $p=.032$.

23 The table in which these data are reported is not presented here.

5.3 Work and Family Contexts Combined

In this section we report on our attempt to put the two contexts – work and family – together to see whether one is more significant to our respondents than the other.

Respondents were presented with a list of 13 possible circumstances which may limit their ability to arrange trips away (see Table 22).

Table 22
Circumstances Which May Limit Ability to Arrange Trips Away*

	(%) Limiting	(%) Neutral	(%) Not Limiting
Paid work commitments	27.7	7.4	64.9
Hours of work	21.2	9.7	69.1
Availability of trip companions	21.1	10.1	68.8
Jobs around home and garden	19	15.6	65.4
Commitments to joint activities with spouse/partner	18	17.3	64.7
Other commitments	17.9	5.0	77.1
Commitments involving children	17.1	6.6	76.3
Financial cost of trips away	14.5	11.8	73.7
Other sporting/recreational commitments	11.9	8.8	79.3
Coordinating with spouse/partner's paid work commitments	10.9	6.9	82.2
Coordinating with spouse/partner's sport or recreational commitments	8.3	9.3	82.4
Study or school commitments	4.4	1.8	93.8
Commitments to extended family	3.9	3.8	92.3

*This table is based on collapsing Categories 1-3 and 5-7 of a 7 pt Likert scale.

The responses are interesting in two respects. First, the ‘weighting’ of the percentages in the left- and right-hand columns (‘Limiting’ vs ‘Not Limiting’) strongly suggests that respondents do not feel greatly constrained in their ability to arrange trips away. Second, no single factor which may limit the ability to arrange trips away stands out. ‘Paid work commitments’²⁴, ‘hours of work’ and ‘the (un)availability of trip companions’, are the ‘strongest’ but only the first of these is reported by more than one-fifth of respondents.

When asked an open-ended question, those who did not take overnight trips (n=52) gave a number of explanations (see Table 23). ‘Proximity to home’ was mentioned by almost half of

²⁴ These results reinforce those reported in Table 13 and which suggested that for most respondents, paid work commitments did not make it difficult to arrange trips away.

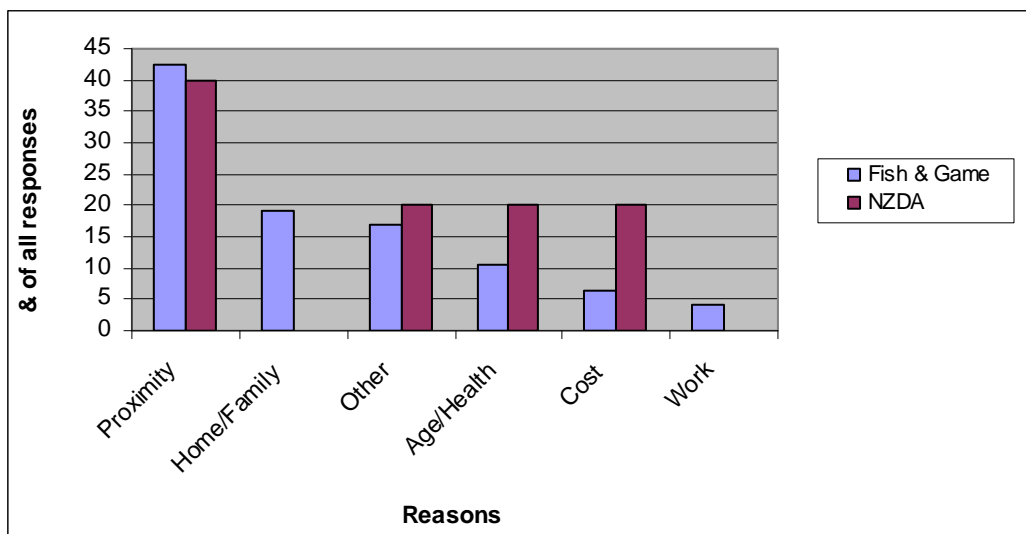
all respondents. Of the two sub-samples (see Figure 9), Fish and Game respondents were more likely to give this explanation, but the differences were small. In the case of other possible reasons for not taking trips, however (see Figure 9), there are marked differences between the samples, with ‘age/health’ and ‘cost’ being important to NZDA respondents, and ‘home/family commitments’ registering among Fish & Game respondents but not at all among NZDA members.

Table 23
Reasons for Not Taking Overnight Trips Away from Home*
(n=52)

Reason	Frequency	Percent
Proximity to Home	22	42.3
Home/Family Commitments	9	17.3
Other (No place to stay; no one to go with; no desire)	9	17.3
Age/health	6	11.5
Cost	4	7.7
Work	2	3.8

* Responses to an open-ended, post-coded, question.

Figure 9
Reasons for not taking Trips Away From Home: Fish & Game/NZDA



While the number of cases is small, and we should be cautious in making extrapolations, the reasons given by NZDA respondents which relate to cost and age/health make sense, given the remote, rugged, mountainous, places where much recreational hunting activity takes place and the strenuousness of the activity.

Chapter 6

Motivating and Resourcing Outdoor Recreational Activity

In this chapter we consider what motivates our respondents to engage in their preferred recreational activities and what it costs them, financially, to pursue these activities.

6.1 Motivation

Presented with a check-list of sixteen items (Table 24), respondents were asked to identify possible motivations or reasons for their involvement in their preferred outdoor recreational activity. The most commonly reported reasons were ‘Being in natural environments’ (77.4%), ‘Catching food’ (60.8%), ‘Spending quality time with friends/mates’ (59.6%) and ‘Experiencing new places’ (59%).

Table 24
Motivation for Participation in Chosen Recreational Activity
(n=468)

Motivator	Number mentioning	Percent*
Being in wild places/ natural environments	362	77.4
Catching/gathering food	284	60.8
Spending quality time with friends/mates	279	59.6
Experiencing new places	276	59
Finding solitude and quiet time	272	58.1
Leaving work pressures behind	263	56.2
Observing nature	250	53.4
Demonstrating skill	217	46.4
Revisiting familiar places	192	41
Spending quality time with family members	186	39.7
Catching /shooting a trophy animal or fish	169	36.1
Testing self physically	150	32.1
Learning new skills	147	31.4
Learning new appreciations of nature	146	31.2
Leaving family obligations behind	47	10
Other	32	6.8

*Respondents could indicate more than one agent from the list presented.

Respondents were least likely to identify ‘Leaving family obligations behind’ (10%) as their motivation for involvement in the activity. When respondents were asked to rank their first three motivations out of the list of 16 items, ‘Being in wild places/ natural environments’ was

ranked first by almost 27 percent of respondents, ‘Catching/gathering food’ by almost 15 percent and ‘Spending quality time with family members’ by 10 percent of respondents. When ‘weightings’ were applied to ensure that respondents’ second and third choices were acknowledged (see Table 25), ‘Wild places’ and ‘catching food’ retained their ranking, while ‘To spend quality time with friends/mates’ replaced ‘To spend quality time with family members’, as the third most frequently cited motivator.

Table 25
‘Weighted’ Ranking of Possible Motivators for Participating in Chosen Activity

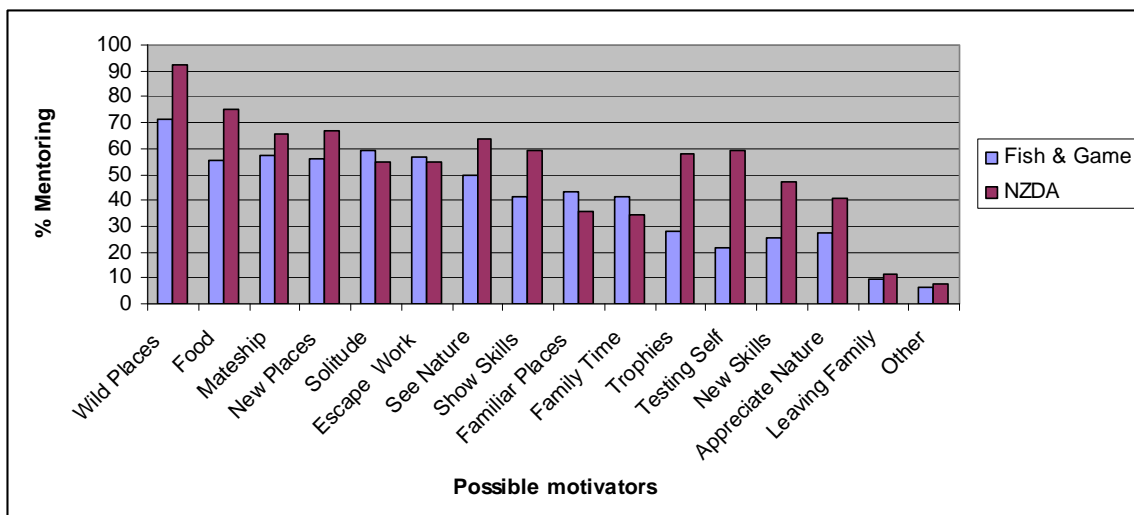
Motivator	Points Frequency*	Percent	Cumulative %
Being in wild places/ natural environments**	546	22.8	22.8
Catching/gathering food**	316	13.2	36
Spending quality time with friends/mates**	285	11.9	47.9
TOTAL	2398		

* Each of the 16 reasons in Table 25 was awarded 3 points if ranked first, 2 points if ranked second and 1 point if ranked third. The N of respondents in each ranking was multiplied by 1, 2 or 3, the row totals aggregated, and the percentage of each ‘reason’ as a proportion of the aggregated total was calculated. Thus, ‘Being in wild places’ gained a total of 546 points out of an aggregate total (for the 16 possible reasons) of 2398.

**Of the 16 possible motivators, only these 3 reached a 10% threshold.

When the Fish & Game and NZDA data are compared (see Figure 10), ‘Being in wild places/ natural environments’ continues to receive most frequent mention. While, however, this is the only (possible) motivator mentioned by 60 percent or more of Fish & Game respondents, a number of additional motivators meet or exceed this threshold in the case of the NZDA sub-group: ‘Catching/gathering food’, ‘Spending quality time with friends/mates’, ‘Experiencing new places’ and ‘Observing/seeing nature’. Again, apart from the category ‘Other’, ‘Leaving family obligations behind’ receives the least mentions in both sub-samples, further suggesting that the men involved in ‘blokes’ leisure, whether hunting or fishing, do not necessarily see their activities as a way of escaping from home and family responsibilities.

Figure 10
Motivators for Participation in Preferred Recreational Activity: Fish & Game/NZDA



We wondered what impact the age of the respondent had on their identification of motivators for their preferred recreational activity. Unfortunately we did not have sufficient responses to conduct tests of statistical significance with respect to all eight age categories, so these were collapsed into two – ‘44 and Under’ and ‘45 and Over’. This recoded variable was then cross-tabulated against the list of possible motivators for respondents’ involvement in their preferred recreational activity. In the case of eight of the 16 possible reasons, age provided a statistically significant ($p < .050$) differentiation²⁵.

Those respondents aged under 44 were significantly more likely to agree to each of the following as motivators for their recreational activity (see Table 26).

Table 26
Relationship between Respondent’s Age and Motivators for Participation

	Age 44 and Under (Percentage agreeing)	Age 45 and over (Percentage agreeing)
To catch/gather food	69.4	56.5
To test yourself physically	43	26.5
To experience new places	68.4	54.2
To leave work pressures behind	63.3	52.5
To leave family obligations behind	14.6	7.7
To catch/shoot a trophy animal/fish	45.6	31.3
To learn new skills	42.4	25.8
To learn new appreciations of nature	37.3	28.1

The emphasis on ‘learning new skills’ and ‘testing yourself physically’ makes sense in relation to this age-group. That ‘leaving work pressures behind’, along with ‘leaving family obligations behind’, is also more significant for this group may reflect the fact that the older age group includes retired respondents – those with more time on their hands and few if any dependent children. We would need to provide finer discrimination between age categories – dependent on accessing a much larger sample – in order to speak with confidence about the role of age in shaping recreational motivations.

6.2 Resourcing

To consider the financial costs associated with respondents’ preferred outdoor recreational activity, they were asked questions about the costs of ‘gear’/hardware, transport, food, accommodation and fees.

6.2.1 Cost of Gear/Hardware

From Figure 11 and Table 27, it can be seen that almost 60 percent of respondents indicate that they spend between \$100-\$750 per year on gear associated with their recreational interest, but over one-quarter (28.3%) estimate that they spend \$1,000 or more. The fact that

²⁵ The following reasons were not statistically significant in relation to the age categories: ‘To be in wild places/natural environments’; ‘To demonstrate skills in stalking animals/fish in natural environments’; ‘Revisiting familiar places’; ‘To spend quality time with friends/mates’; ‘To observe nature’; ‘To find solitude and quiet time’; ‘To spend quality time with family members’; ‘Other motivators’ (unspecified).

more than 10 percent spend \$2,000 or more suggests that for some men involved in the outdoors, the claim made by one of the respondents in our earlier study (Gidlow and Cushman, 2008) that ‘You can never have enough gear’, certainly applies.

Figure 11
Average Cost of Gear/Hardware per Year
(n=449)

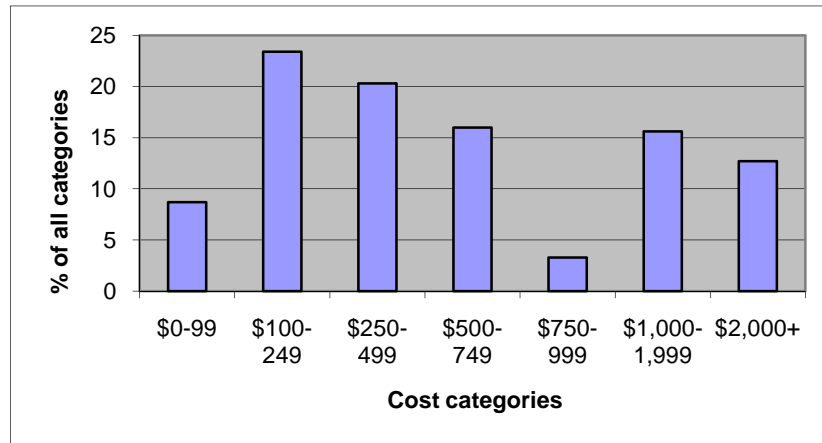


Table 27
Average Cost of Gear/Hardware per Year*

Average Cost*	0-99	100-249	250-499	500-749	750-999	1,000-1,999	2,000+
Cumulative %	8.7	32.1	52.3	68.4	71.7	87.3	100

* Post-coded categories based on respondents' actual dollar estimates

6.2.2 Transport

The data relating to costs associated with transport (see Figure 12 and Table 28) are interesting. Almost two-thirds (64.4%) of respondents report spending \$500-\$749 or less on transport but almost one-third (31.9%) spend upwards of \$1,000. Expenditure relates to the number of trips, the distances involved and hence the cost of fuel, but it also relates to the use of expensive, hired, transport, notably helicopters, to reach favoured back-country fishing and hunting spots. It is *these* expenditures which may distinguish the respondents at the ‘high end’ of expenditure.

Figure 12
Average Cost of Transport per Year
(n=436)

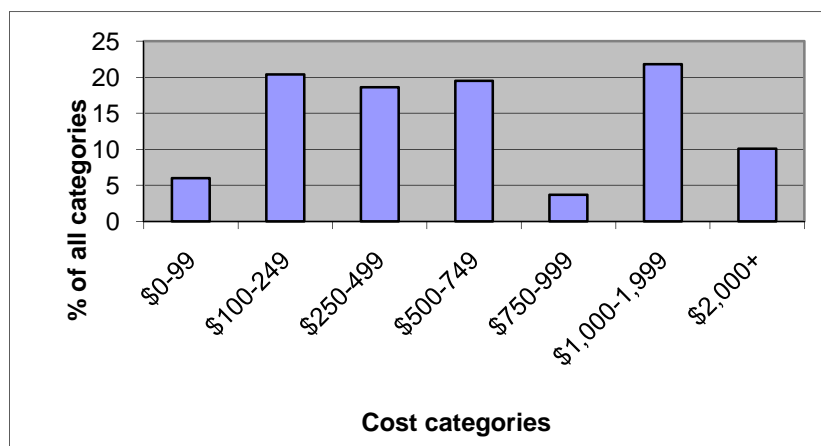


Table 28
Average Cost of Transport per Year (Cumulative %)

Average Cost*	0-99	100-249	250-499	500-749	750-999	1,000-1,999	2,000+
Cumulative %	6	26.4	45	64.4	68.1	89.9	100

* Post-coded categories based on respondents' actual dollar estimates

6.2.3 Food

In terms of expenditure on food associated with trips away from home (Table 29), almost two-thirds (63%) spend \$350-\$499 or less, but as with transport – and possibly consisting of the same respondents – there is a group which has a distinctly higher expenditure profile (Figure 13).

Figure 13
Average Cost of Food per Year
(n=408)

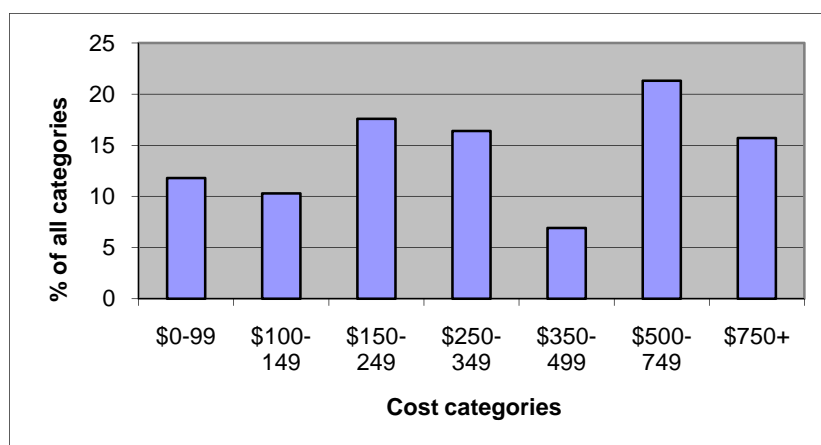


Table 29
Average Cost of Food per Year (Cumulative %)

Average Cost*	0-99	100-149	150-249	250-349	350-499	500-749	750+
Cumulative %	11.8	22.1	39.7	56.1	63	84.3	100

* Post-coded categories based on respondents' actual dollar estimates

6.2.4 Accommodation

More than half (56.5%) of respondents spent less than \$150 per year on accommodation (see Figure 14 and Table 30). This suggests that our respondents made use of cheap forms of accommodation such as camping, huts, club accommodation, cabins, staying at friends' baches/cribs and making use of other accommodation such as motels, on a group basis. While specific data on types of accommodation were not collected, our earlier study (Gidlow and Cushman, 2008) showed that respondents seldom sought 'flash' accommodation and in some cases explicitly referred to saving money on accommodation in order to make it available for other expenditure priorities, notably the purchase of 'gear'.

Figure 14
Average Cost of Accommodation per Year
(n=375)

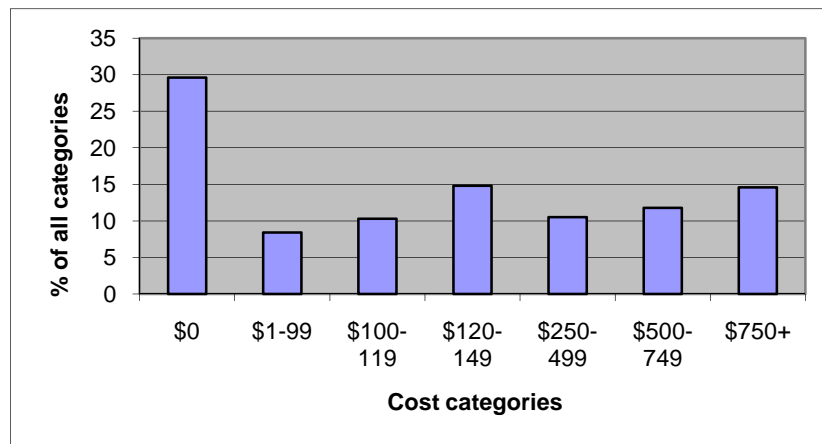


Table 30
Average Cost of Accommodation per Year

Average Cost*	0	1-99	100-149	150-249	250-499	500-749	750+
Cumulative %	29.6	38	48.3	63.1	73.6	85.4	100

* Post-coded categories based on respondents' actual dollar estimates.

6.2.5 Fees

The low cost of belonging to clubs/associations in New Zealand is revealed in Figure 15 and Table 31, with almost 60 percent paying less than \$119 annually. Indeed, historically, part of creating a colony where 'Jack was as good as his Master' was to escape the crippling fees associated with certain types of recreational fishing and other activities in the 'Old Country'.

Figure 15
Average Cost of Fees per Year
(n=423)



Table 31
Average Cost of Fees per Year*

Average Cost*	0-74	75-99	100-119	120-149	150-249	250+
Cumulative %	10.2	35	59.1	69.7	86.1	100

* Post-coded categories based on respondents' actual dollar estimates.

In keeping with the central focus of this research – the contexts in which decisions relating to outdoor recreation are made – respondents were asked to consider a number of scenarios which describe how decisions on recreational expenditure might be reached. These scenarios ranged from one where the recreationist puts him/herself first ('My recreation is a priority for me') to ones where others' priorities are acknowledged (e.g., 'The needs of the family come first').

The results (see Table 32), based on the use of a 7-point Likert scale, contradict other data which indicated that respondents were sensitive to family priorities in the way they planned and executed their outdoor recreations activities. In terms of the frequency of agreement with each scenario, respondents had either accumulated the resource they needed to pursue their activity, saw themselves as being able to be 'self-indulgent' by virtue of their life-stage or believed that their recreational expenditure was 'a priority'.

Table 32
Scenarios Which Describe How Decisions about Expenditure
on Recreation are Reached*

	n=	% Agree	% Neutral	% Disagree
I've got most of the gear; I need very little	459	79.1	9.4	11.5
My stage of life means I can afford to be self-indulgent	445	60.4	12	27.6
My recreation is a priority for me	438	51	17	32
Needs of the family come first	398	47.7	12.1	40.2
'Small stuff' I buy; 'Big stuff' I consult	420	45.2	11.7	43.1
I juggle a number of financial commitments	422	38.2	15.8	46
I use cash jobs and bonuses, not the family budget	413	19.6	6.6	73.8
My wife/partner and I work it out together	407	18.1	10.4	71.5
I sneak expenditure on my recreation	406	15.3	5.6	79.1
My wife tells me what I can afford	415	11.4	7.6	81

*This table is based on collapsing Categories 1-3 and 5-7 of a 7 pt Likert scale.

Chapter 7

Clubs and Club Membership

In the context of wider concerns which have been expressed about clubs²⁶ and particularly about the readiness of people to give up their time to help run clubs and societies, we were keen to see if we could document respondents' involvement and their views on reasons for joining and not joining clubs. We hoped the results might be of some value to SPARC, in terms of its mandate to improve participation, as well as to Fish & Game and NZDA as the participating organisations. The fact that our overall sample included some definite club members – the NZDA respondents – but also a sub-sample (Fish & Game) not recruited on the basis of club membership, ensured that our data would reflect a broad canvas of club-related attitudes and behaviours.

7.1 General

Respondents were asked to consider 12 possible reasons for belonging to a club or clubs (see Table 33) and in each case, indicate whether it was a reason to belong. (Multiple responses were possible.) The most frequently selected reasons for belonging to a club included 'To keep me informed about my recreational interests' (82.1%), 'Bringing people with shared interests together' (77.7%) and 'To help promote the activity' (67.9%).

Table 33
Possible Reasons for Belonging to Clubs (n=184)

Possible Reason: Clubs	Frequency (ALL)	Percent (ALL)	Percent (F&G)	Percent (NZDA)
Keep me informed re my recreational interest	151	82.1	60	91.5
Bring together people with shared interests	143	77.7	76.4	78.3
Help promote and lobby for the activity	125	67.9	40	79.8
Help me find trip partners	97	52.7	49.1	54.3
Offer a way to 'put something back'	92	50	40	54.3
Promote friendship	88	47.8	56.4	44.2
Provide an opportunity to develop an interest	78	42.4	29.1	48.1
Promote ways of keeping members safe in the outdoors	77	41.8	27.3	48.1
Teach needed skills	53	28.8	32.7	27.1
Offer leadership opportunities	43	23.4	9.1	29.5
Other	30	16.4	7.3	20.3
Offer discounts on gear, etc.	30	16.3	16.4	16.3

Respondents were less inclined to identify 'discounts on gear' (16.3%) as a reason to belong to clubs. When the data for Fish & Game and NZDA were separated, 'Bringing people with shared interests together' came to the fore for the Fish & Game licence-holders as a reason for joining clubs. More than 90 percent of Deerstalkers indicated 'To keep informed about

²⁶ See e.g. 'Help wanted: Is time running out for volunteers', *Your Weekend, The Press*, 27 Dec 2008.

recreational interests’, as a reason for joining clubs, and over 80 percent of them agreed with their second and third ranked reasons – ‘Helping promote the activity’ and ‘Bringing shared interests together’, respectively.

Respondents were then asked to select and rank the ‘top 2-3’ of the possible reasons they had identified. Table 34 shows that of the possible reasons ranked first, ‘...keep me informed re my recreational interests’ and ‘...help promote and lobby for the activity’ were the most frequently mentioned.

Table 34
Possible Reasons Ranked First (‘Top 3’ of 12)

Clubs	Frequency (ALL)	Percent (ALL)
...keep me informed re my recreational interest	34	22.7
...help promote and lobby for the activity	32	21.3
...teach needed skills	21	14

To ensure that the contribution of second and third choices to respondents’ ranking is acknowledged, weightings were applied to the 12 possible reasons. Table 35 shows the results/rankings when this method was adopted. ‘...keep me informed’ and ‘...help promote and lobby’ continue to rank first and second, but ‘...teach needed skills’ drops to fourth place behind ‘...bring together people with shared interests’. Of the 12 possible reasons for joining a club or clubs, however, these 4 account for two-thirds (67.1%) of the weighted percentage scores for ranking the ‘Top 3’.

Table 35
‘Weighted’ Ranking of Possible Reasons for Joining a Club
(n=184)

Clubs...	Points Frequency*	Percent
...keep me informed re my recreational interests	221	25.5
...help promote and lobby for the activity	168	19.4
...bring together people with shared interests	113	13
...teach needed skills	80	9.2
...are good ways to meet possible trip partners	70	8.1
...promote friendship	57	6.6
... ‘Other’	46	5.3
...offer ways to ‘put something back’	45	5.2
...promote ways of keeping people safe in natural environments	32	3.7
...provide opportunities for people to develop an interest	24	2.7
...offer discounts on gear, etc.	10	1.2
...offer leadership opportunities to members	1	0.1
TOTAL	512	

* Each of the 5 reasons was awarded 3 points if ranked first, 2 points if ranked second and 1 point if ranked third. The N of respondents in each ranking was multiplied by 1, 2 or 3, the row totals aggregated, and the percentage of each ‘reason’ as a proportion of the aggregated total was calculated.

7.2 Club Membership

By definition, NZDA members belonged to a club. Of the sample of Fish and Game licence holders, 52 out of the 337 (5.4%) indicated that they belonged to a club or clubs associated with their major recreational activity.

The following tables – 36 to 40 – relate to the NZDA respondents and those Fish and Game respondents who indicated that they did belong to clubs. A later table – Table 41 – contains responses to one question directed at non-club members.

7.2.1 Club Members Only

Table 36
Frequency²⁷ of Attending Club Meetings*
(n=180)

Very Infrequent	Frequency	Percent	Cumulative %
1	46	25.6	25.6
2	26	14.4	40
3	20	11.1	51.1
4	16	8.9	60
5	10	5.6	65.6
6	31	17.2	82.8
7	31	17.2	100
Very Frequent			

*This question used a 7 pt Likert Scale.

Slightly more than 50 percent of respondents indicated that they attended club meetings infrequently/very infrequently (see Table 36) while 40 percent were frequent/very frequent attendees. Explanations of their patterns of attendance are summarised in Table 37. (Multiple responses were possible.) A ‘sense of responsibility/obligation’ was the response given most often by frequent attendees, while ‘inconvenience’ dominated responses of infrequent attendees.

Table 37
Explanations Given for Frequency of Club Attendance in Table 36*
(n=150)

	Frequency	Percent
Frequent attendees:		
Sense of responsibility/obligation	33	63.5
Attraction (e.g., social aspect)	6	11.5
Convenience	7	13.5
Other	6	11.5
TOTAL RESPONSES	52	100
Infrequent attendees:		
Inconvenience	64	65.3
Lack of personal benefit	19	19.4
Poor health	4	4.1
Other	11	11.2
TOTAL RESPONSES	98	100

* Response categories were open-ended and responses were post-coded.

Almost half the respondents indicated that they had held positions of responsibility in a club or clubs (see Table 38), which, if they are reporting accurately, would suggest a strong sense

²⁷ ‘Frequency’ is based on respondents’ perceptions: no external definition of frequency was applied.

of civic duty. (The question did not relate solely to responsibilities in recreation-oriented clubs and organisations, however.)

Table 38
Have You Held Positions of Responsibility in a Club or Clubs?
(n=178)

	Frequency	Percent
Yes	81	45.5
No	97	54.5

Table 39 provides information on the positions of responsibility held.

Table 39
Positions of Responsibility Held in Clubs

Position of Responsibility Held	Frequency of Mentions	Percent*
Committee member	36	41.4
President/Vice-President/Club captain	30	34.5
Trip organiser	25	28.7
Treasurer	17	19.5
Contact for new members	15	17.2
Secretary	15	17.2
Other**: 1	15	28.8
Other**: 2	2	2.9

*Respondents could indicate more than one position and more than one club, so percentages are not cumulative.

** These include 'librarian', 'newsletter editor', 'search & rescue organiser', 'range convenor', 'rifle-range officer'.

In an open-ended question, respondents were asked how they would go about increasing membership of a fishing, hunting (or diving) club. (Multiple responses were possible.) When responses were grouped, those relating to 'promotion' of the club were the only or primary suggestion of more than two-thirds of respondents, with 'local organisation' mentioned by more than one-third (see Table 40). When all the suggestions were weighted to ensure that second and third choices were not discounted, 'promotion' gained 48.1 percent of the total points and 'local organisation' gained 32.4 percent. (Unfortunately, the format of the questionnaire – self-completion – did not provide an opportunity for the researchers to probe what respondents had in mind when they advocated steps such as 'promotion' and 'local organisation', so the data are not particularly useful.)

Table 40
How would you go about Increasing Club Membership?*

	Promotion	Legislation	National organisations	Local organisations	Do nothing	Other	TOTAL
First or only suggestion	69 (55.2%)	9 (7.2%)	3 (2.4%)	36 (28.8%)	4 (3.2%)	4 (3.2%)	125 (100%)
Second suggestion	3 (7.7%)	10 (33.3%)	7 (51.3%)	18 (46.2%)	0	1 (2.6%)	39
Third suggestion	4 (50%)	0	1 (12.5%)	2 (25%)	0	1 (12.5%)	8

* Responses to open-ended, post-coded, questions.

7.2.2 Non-Club Members

Those Fish & Game respondents who indicated that they did not belong to a club or association –accounting for 94.6 percent of this sub-sample – were presented with 12 possible reasons for not belonging and asked to indicate which one or ones applied to their situation. (Multiple responses were possible.) Table 41 ranks the possible reasons in order of frequency of mentions²⁸, with ‘Like to do my own thing’ and ‘I have friends I hunt/fish with’ each being mentioned by more than half of respondents.

The popularity of these particular responses illustrates two essential characteristics of the outdoor, and overwhelmingly ‘male’, recreational activities that are the focus of this research. On the one hand, they cater to the ‘Man alone’ situation and on the other they are also the occasion for mateship and camaraderie²⁹. In-depth interviews conducted with a sample of Sydney and North Canterbury fly-fishermen and hunters, (Gidlow and Cushman, 2008), illustrated how both facets of the activity were commonly combined, particularly in the case of fly-fishing. Men on trips would spend time alone fishing during the day, then come together for shared meals and socialising in the late-afternoon and evenings.

²⁸ Respondents were not themselves asked to rank these possible explanations.

²⁹ Putnam’s evocative title, *Bowling Alone*, draws attention to the collective requirements (and rewards) of much recreational activity. See Putnam (2,000).

Table 41
Possible Reasons for Not Belonging to a Club*
(n=286)

Possible Reason	Frequency	Percent
Like to 'do my own thing'	179	62.8
I have friends I hunt/fish with	144	50.3
Too busy to put time in	71	24.9
Clubs can be too 'political'	45	15.7
Can't make meeting times	42	14.7
Rather spend fee on gear/trips	42	14.7
D.K. of clubs which meet my interests	30	10.5
Probably boring	25	8.7
Other	23	8
Clubs encourage over-use of the resource	10	3.5
Had bad experiences at previous meetings	8	2.8
Clubs can't teach me anything	6	2.1

* This question was asked of those who had previously indicated that they did not belong to a club. Respondents could indicate more than one reason.

Chapter 8

The Future of the Recreational Activity

Earlier research (Gidlow and Cushman, 2008) indicated that recreational fly-fishermen, hunters and divers in Sydney N.S.W. and in North Canterbury were concerned about the future of the activity (including the implications of environmental changes) for the participation of the “next generation” of would-be enthusiasts. That research was based on qualitative interviews with a small number of recreationists. We now sought the opportunity to raise questions about the future of the activity with a broader, random, sample of enthusiasts.

When asked directly whether the future of their preferred activity in New Zealand was ‘under threat’ (see Table 42), more than four-fifths of all respondents, and of both sub-samples, agreed.

Table 42
Is the Future of the Activity in New Zealand ‘Under Threat’?*
(n=445)

	Frequency (ALL)	Percent (ALL)	Percent (F&G)	Percent (NZDA)
Yes	365	82	80.2	86.6
No	80	18	19.8	13.4

Given the significance of being in wild places/natural environments as a motivation for respondents’ involvement in outdoor recreation (Tables 24, 25 and Figure 10), one would expect that the ‘threat’ would likely concern destruction or interference with these recreational contexts. In the event, however, when presented with a list of nine possible threats (Table 43), respondents indicated by their responses that they saw a number of broad threats to the activity. While environmental challenges such as loss of habitat, and concomitant degradation of the resource base, ranked highly, other threats included problems of gaining access and even threats coming from within the community of recreational participants itself, such as the ‘cowboy behaviour’ of some participants.

Table 43
If ‘Under Threat’, Consider These Possible Reasons*

	Agree	Neutral	Disagree
Loss of habitat	66.4	11.4	22.2
Problems of gaining access to suitable sites	63.4	13.9	22.7
Decrease in fish/game numbers	55.3	14.8	29.9
The activity has become over-commercialised	49.8	14.9	35.3
‘Cowboy’ behaviour of some	47.3	15.4	37.3
Less free time to pursue the activity	35.6	20.7	43.7
Low interest among young people	27.1	18.9	54
Over-regulation of the activity	26.1	17.3	56.6
Financial costs of the activity	24.7	18.6	56.7

*This table is based on collapsing Categories 1-3 and 5-7 of a 7 pt Likert scale.

Respondents were also provided with an opportunity to indicate other reasons *they* identified as threatening the future of their preferred activity (see Table 44). The fact that almost half (46.3%) the total sample volunteered additional comments suggests that these outdoor recreationists take the future of their activities seriously. ‘Competing uses of the resource’ was mentioned most frequently, but it is not clear from this whether the respondents were concerned about competing recreational and/or non-recreational uses.

Table 44
Other Reasons Why the Future of the Activity May Be ‘Under Threat’*
(n=224)

Possible Reasons	Frequency	Percent
Competing uses of the resource	57	25.4
Didymo	41	18.3
Contaminants	38	17
Legal/Policy (including eradication of game and firearms controls)	27	12.1
Environmental lobbying	25	11.2
Public access difficulties	20	8.9
Negative public image of the activity/participants	10	4.5
Other	6	2.7

* Responses to open-ended, post-coded, question.

In light of answers to the ‘threat’ question, it is not surprising that when respondents were asked what needed to be done to ensure the future health of their preferred recreational activity (Table 45), ‘careful management of the resource’ was by far the most common response.

Table 45
What Is a Good Way to Ensure the Future ‘Health’ of the Activity in New Zealand?*

Possible Ways	Frequency	Percent
Careful management of the resource	224	61.5
Educate the public/Increase public awareness	43	11.8
Improving public access	29	8
Statutory recognition	22	6
Stop using poisons	13	3.6
Licence	12	3.3
Other policy	12	3.3
Other	9	2.5
TOTAL		100

* Responses to open-ended, post-coded, question.

Chapter 9

Conclusion

We will not attempt to summarise our findings as these are readily apparent in the brief chapters which constitute this report, but we will recap the major implications of our research, discuss a number of methodological issues and indicate possible future research directions.

Our research highlighted the importance of family contexts for transmitting skills and enthusiasm for the outdoor recreational activities in which our respondents were involved. As these were ‘mens’ activities, fathers figured prominently as agents of socialisation³⁰. We also noted the young age at which most respondents first became involved in the activities. With regard to club membership, we explained that our project included data on the perceived benefits of membership and we speculated that SPARC might be able to use these data to promote greater club-membership and -office holding and hence to continuity in the institutional aspects of activity management.

Given the high proportion of males among our respondents and the linkage we make between recreational hunting, fishing and diving and ‘blokes’ leisure, the impression may be given that our respondents are ‘traditional’ males with ‘patriarchal’ attitudes towards the division of gender roles – including those relating to recreation. We would regret such an impression. None of our questions directly address gender roles. Furthermore, on the basis of our personal contacts and the earlier Sydney and Christchurch interviews (Gidlow and Cushman, 2008), we are aware that many different kinds of males – not all of them ‘blokey’ and not all of them averse to women’s participation – feel passionate about their outdoor recreational activities.

Undertaking the research and analysing the data which contributed to this report was an exciting but at times frustrating experience. As often happens in social research, additional questions surfaced which we would love to have explored but which we lacked time or resources to answer. There were also frustrations arising from the inability of the method – the use of self-completed questionnaires – to provide more than a ‘once-over-lightly’ coverage of certain issues or clarify the answers to some of our questions. Better question design could help address some of these issues but certainly not all of them.

Among the responses which our method did not allow us to clarify, but which were important in their context, we note the following:

- What did respondents think (page 42) would be involved in the ‘careful management of the resource’ as part of ensuring the future ‘health’ of their preferred recreational activities?
- When respondents mentioned ‘competing uses of the resource’ as a threat to the future ‘health’ of their recreational activity (page 42), were they talking only about competing recreational interests or also about competition between recreational and other uses of the resource?

30 One might expect a totally different socialisation pattern for ‘women’s’ activities, such as netball. The division of parental roles in the socialisation of young people into activities which are more gender neutral, such as swimming, would make an interesting project.

- Why is there a contradiction in our data (page 31) regarding the way respondents appear to prioritise their outdoor recreational activity for expenditure yet appear to be sensitive to family priorities in the way they plan those activities?

Among questions which further analysis of our data may be able to answer, we note the following:

- With respect to research on ‘high end’ outdoor recreation enthusiasts (page 28-29), given the apparent ‘U-curve’ for expenditures on gear/hardware, transport and food (Figures 11, 12 and 13), are these the ‘same’ high end users in the case of all three expenditure categories, and if so, what are their other socio-demographic characteristics such as their levels of income and occupation?

Among the further research which is prompted by our own study we would prioritise:

- Focusing on the partners of outdoor recreationists (Referred to on page x). There are two respects in which this is an important focus.

First, it would provide an opportunity to compare the perceptions of male outdoor recreationists and their partners about whether and how trips away from home are negotiated. In the case of our respondents, are their perceptions of having ‘negotiated’ their trips away accurate or self-serving? What do their partners feel about their time away from home? How do they occupy themselves? Do they want more shared recreational activity with their recreating partners or are they content or even keen to pursue their own interests? And/or do they feel that they carry an unfair burden of responsibility for childcare and other domestic activity?

In this context, and reflecting on our earlier research in Sydney and Christchurch, and commenting on our respondents’ ‘confessions’ that theirs were ‘selfish’ enthusiasms, we noted that these confessions did not ‘...result in respondents dropping their enthusiasms in favour of activities which are more directly family-orientated. It may have led them to be more considerate of others’ needs, and therefore more open to changing the frequency, timing and duration of trips ... but their right to continue with a ‘selfish’ form of recreation was not open to negotiation.’ We also noted that ‘This finding is consistent with data on continuities and discontinuities in leisure participation between males and females across the life-cycle, where women surrender, suspend or modify their recreational involvement during key phases of the family life-cycle (Thompson, 1998:188-194) – notably when their children are young – while males continue their previous interests.’ (Gidlow and Cushman, 2008: 172).

Second, it would provide an opportunity to gauge the importance of family members as ‘partners’ in outdoor recreational activities – something we did not enquire about directly but which was indicated by the data in Table 17 (page 20). Family members may have roles in hunting, fly-fishing and diving ‘in the field’ as equal partners or as assistants and helpers. They may also have roles in the division of labour associated with processing the meat or fish (unless ‘catch and return’ prevails) into consumable forms.

- Studying female recreational hunters, fishers and divers. In light of the low proportion of women in our random sample (page 1), what leads some women to be ‘different’? Speculatively, in the case of some women it may be that their parents modelled gender neutrality when socialising their children – girls as well as boys – into recreational activities. For other women, involvement may come from a commitment that nothing should be out of reach of women or be considered ‘unwomanly’. In the case of women

from rural and particularly farming backgrounds, accustomed to the presence and use of firearms, recreational hunting may be an extension of a way of life.

- Focusing on younger outdoor recreationists (Referred to on page *xii*). Given a wider context of young people ‘grazing’ multiple leisure and recreational activities in a highly commercialised, recreational economy (Pine and Gilmour, 1999), what brings some young people – again predominantly male – into activities which are time-consuming to learn and practice?³¹
- Multiple outdoor recreational activities (Referred to on page 7). For reasons of simplicity in administering a self-completed questionnaire, we asked respondents to concentrate their minds on their ‘major’ recreational activity. Thus we did not gather data on other recreational or related interests they might be pursuing, including ones such as Search and Rescue, which also involve time away from family, home and work. (Anecdotally, we are aware from our earlier research (Gidlow and Cushman, 2008) that those who love to spend time in the ‘back country’ are frequently multi-recreationists, adapting their activities to weather, season and even to the opportunities which present themselves ‘on the day’.)
- The role of age in modifying recreational motivations (Referred to on page 27). In promoting recreational activities, SPARC and other agencies needs to be informed about what age group is being targeted and therefore what motivators, appropriate to that age group, are being presented.

To explore these, and related, issues, investigators will need to embrace research methods additional or complementary to, self-completed questionnaires. This is particularly the case with further studies of family dynamics, where ‘rich’ data from a limited number of recreationists and their partners, possibly interviewed separately and possibly observed by one or more researchers preceding and during trip-times, will shed a great deal more light on the ‘negotiating’ aspects of trips-based recreational activities.³²

Nevertheless, despite some weaknesses in the use of self-completed questionnaire method – some of which it shares with all ‘cross-sectional’ methods – we are pleased with the low financial cost of the method and its ability to gain information on respondent attitudes and perceptions. We are also delighted with the high response rate (‘high’ for a self-completed questionnaire survey), which we attribute largely to the enthusiasm of our respondents for their activities – and which we acknowledge at the beginning of the report.

We believe that the research results justify our concern that the social context of outdoor recreational enthusiasms – contexts within which motivations and resources are turned into tangible behaviour – could become an important, continuing, focus of research on recreational activities. The fact that our research raises questions in this regard, and does not solely provide answers, is consistent with the need for this to be a continuing research focus.

31 Stebbins’ (2006) discussion of serious leisure is relevant to those outdoor recreationists who devote themselves to learning, practicing and communicating their enthusiasms and whose identities are linked to the enthusiasm. A ‘grazing’ culture is inimical to the development of serious leisure involvement.

32 There is an irony here in that we began our research using in-depth ‘qualitative’ interviews of a limited number of recreational fly-fishers, hunters and divers in Sydney and Christchurch (Gidlow and Cushman, 2008), then adopted the self-completed questionnaire method in order to ensure a greater representativeness of findings and are now recommending a ‘return’ to a more qualitative approach to gather data on the dynamics of family-decision making!

In this respect, we hope that SPARC will continue to recognise the importance of social context in outdoor recreation participation – particularly the implications these contexts have for activity promotion – and that it will also be willing to fund research applying some of the approach and findings of this research to other leisure, sporting and recreational activities – not all of them rurally located or necessarily trips based.

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Appendix 1

Postal Questionnaire Used in this Study

Note: For reasons of space, only the questionnaire sent to Fish & Game respondents is reproduced here. The questionnaire sent to NZDA respondents differs only in that it included coverage of the items included in Appendix 3 and some other (common) questions appeared in a different order.

Code:

Recreational Fishers, Hunters and Divers in North Canterbury

If you are a recreational fisher, hunter and/or diver, please help us to learn more about your involvement by answering the following questions. Please follow the directions carefully and answer each of the questions as accurately and truthfully as you can. There are no 'right' and 'wrong' answers to most questions and whatever your level of involvement, your responses are just as valuable as those of every other person who completes the survey. (There is space at the end of the questionnaire for any additional comments you would like to make.) We believe that the questionnaire will be interesting to complete and we hope you will agree.

The survey is organised into two sections: (1) Your involvement in recreational fly-fishing, hunting and/or diving; (2) Your demographic profile.

Section 1 Your Involvement

1. Of the six options below, which is your *major recreational* activity?

[Please do not select an activity in which you consider yourself to be **professionally** involved.]

My major *recreational* activity is:

(Please tick ✓ one box)

- ₁ a. Recreational hunting (Ducks and/or Game Birds mainly)
- ₂ b. Recreational hunting (Deer/Pigs/Thar mainly)
- ₃ c. Recreational fly-fishing
- ₄ c. Recreational 'threadline'/lure fishing
- ₅ c. Recreational salmon fishing
- ₆ d. Diving

If you have no *recreational involvement* in any of these activities, please tick this box and return the questionnaire in the envelope provided. (The return of your questionnaire is still very important to us.)

If you consider yourself to be professionally involved in one of the above activities, then in the box below please: (i) indicate what that activity is and then (ii) explain how you define 'professional involvement' (e.g., it could be something like, 'I earn one-quarter or more of my net income from guiding/deer-culling/providing meat for pet-food processors'.) Then proceed to Question 2.

My professional activity is:	I define 'professional involvement' as:
-------------------------------------	--

2. The history of involvement in your major recreational activity

2a. How old were you when you first became involved in the activity selected in Question 1?

Please specify your age at that time in years: _____

2b. Who was most responsible for introducing you to that activity?

(Please tick ✓ one or more of the following boxes)

- ₁ Father ₆ Schoolmate
₂ Mother ₇ College Friend ₁₁ I am Self-Taught
₃ Other Relative ₈ Work colleague ₁₂ Other (please specify below):
₄ Family Friend ₉ Club/Association
₅ School Teacher ₁₀ Other Friend
- _____

3. Trips away from home

3a. Does your recreational activity involve you taking overnight (or longer) trips away from home?

(Please tick ✓ one box)

- ₁ Yes (Please go to Question 3b.)
₂ No

If 'No', please indicate in the box below the reason(s) why you do *not* take overnight trips away from home in connection with your recreational activity. Then go to Question 5 (over the page).

3b. If 'Yes' (you do go on overnight trips): On average (i) how many overnight trips would you make per year and (ii) how many nights away from home would be involved in each trip?

(Please tick ✓ one box in each of the two columns below.)

(Approx.) No. of Trips per Year	(Approx.) No. of Nights Away per Trip
<input type="checkbox"/> ₁ 1-2	<input type="checkbox"/> ₁ 1
<input type="checkbox"/> ₂ 3-4	<input type="checkbox"/> ₂ 2-3
<input type="checkbox"/> ₃ 5-6	<input type="checkbox"/> ₃ 4-5
<input type="checkbox"/> ₄ 7-8	<input type="checkbox"/> ₄ 6-7
<input type="checkbox"/> ₅ 9-10	<input type="checkbox"/> ₅ 8 or more
<input type="checkbox"/> ₆ More than 10	

Your other recreational or sporting commitments	1 - 2 - 3 - 4 - 5 - 6 - 7
Coordinating with your wife/partner's sport or recreational commitments	1 - 2 - 3 - 4 - 5 - 6 - 7
Jobs to be done around the home and garden	1 - 2 - 3 - 4 - 5 - 6 - 7
Your commitments to joint activities with spouse/partner	1 - 2 - 3 - 4 - 5 - 6 - 7
Your study or school commitments	1 - 2 - 3 - 4 - 5 - 6 - 7
Your paid work commitments	1 - 2 - 3 - 4 - 5 - 6 - 7
Your hours of work	1 - 2 - 3 - 4 - 5 - 6 - 7
Coordinating with your wife/partner's paid work commitments	1 - 2 - 3 - 4 - 5 - 6 - 7
Other commitments (Please specify here)	1 - 2 - 3 - 4 - 5 - 6 - 7

5. Family

5a. Are you sharing a home with a wife or partner?

(Please tick ✓ one box)

Yes **No** → If No: Please go to Question 5b.
↓

If 'Yes': Is your wife/partner supportive of your recreational activity?

(Please circle the relevant number on the scale below.)

**Extremely
unsupportive**

**Extremely
supportive**

1 - 2 - 3 - 4 - 5 - 6 - 7

Can you explain this response please.

5b. Children

(i) Do you *currently* have children living with you?

Yes **No** (Please tick ✓ one box)

(ii) Have you *previously* had children living with you?

Yes **No** (Please tick ✓ one box)

If you ticked 'No' to *both* these questions (i.e., you don't have children living with you, now or in the past), please go to Question 6 (next page).

(iii) If you indicated 'Yes' to *either* (i) or (ii) in 5b, then: Has the presence of children now, or in the past, affected your involvement in your recreational activity?

Yes No (Please tick ✓ one box)

Why do you give this response?

(iv) If you currently have a child/children living with you, what are their ages? _____ : _____ : _____

(In the case of all the remaining questions, as with the previous ones, please remember that 'recreational activity' refers to the activity you ticked ✓ in response to Question 1.)

6. What *motivates* you to participate in your recreational activity?

Below are possible *motivations/reasons* for involvement in recreational activities. Please tick *any* boxes in the middle column which apply to your situation. Then, *and only if you tick more than one box*, rank your 'Top 2 or 3' in the right-hand column, putting '1' beside your major motivation, then '2', then, if still relevant, '3'.

Possible motivations/reasons for involvement in recreational activity	Tick (✓)	Rank 'Top 2 or 3' only
To catch/gather food (kai) for the pot or freezer	<input type="checkbox"/>	
To demonstrate skills involved in stalking an animal/fish in its natural environment	<input type="checkbox"/>	
To test yourself physically	<input type="checkbox"/>	
To experience new places	<input type="checkbox"/>	
To leave work pressures behind	<input type="checkbox"/>	
To be in wild places/natural environments	<input type="checkbox"/>	
To revisit familiar places	<input type="checkbox"/>	
To leave family obligations behind	<input type="checkbox"/>	
To spend quality time with friends/mates	<input type="checkbox"/>	
To observe nature	<input type="checkbox"/>	
To catch/shoot a trophy animal/fish	<input type="checkbox"/>	

To find solitude and quiet time	<input type="checkbox"/>	
To learn new skills	<input type="checkbox"/>	
To spend quality time with family members	<input type="checkbox"/>	
To learn new appreciations of nature	<input type="checkbox"/>	
Other (please specify here):	<input type="checkbox"/>	

(Have you remembered to rank the top 2 or 3 motivations in the right-hand column above?)

7. Club membership

7a. Do you belong to a club (or clubs) associated with your recreational activity?

(Please tick ✓ one box)

Yes (If Yes: Please go to Question 7b.) **No**

If 'No': Please indicate which of the following (if any) apply.

Some possible reasons for <i>not</i> belonging to a club(s)	Tick (✓) as appropriate
I can't normally make club meeting times	<input type="checkbox"/>
The content of club meetings is probably boring	<input type="checkbox"/>
Clubs can't teach me anything	<input type="checkbox"/>
I already have friends to hunt/fish with	<input type="checkbox"/>
I'd rather spend a club membership fee on gear or trips	<input type="checkbox"/>
Clubs can be too 'political'	<input type="checkbox"/>
Clubs encourage over-use of the hunting or fishing resource	<input type="checkbox"/>
I'm too busy to put time into a club	<input type="checkbox"/>
I've had bad experiences at previous club meetings	<input type="checkbox"/>
I like to 'do my own thing'	<input type="checkbox"/>
I don't know of any clubs which meet my (recreational) interests	<input type="checkbox"/>
Other reasons for not belonging to a club (please specify):	<input type="checkbox"/>

If you don't belong to a club or clubs, please go to Question 8a (over the page).

7b. Attendance at club meetings and club-sponsored events

How frequent is your attendance at club meetings and club-sponsored events:

(Please circle the relevant number on the scale.)

Very **Very**
Infrequent **Frequent**
 1 - 2 - 3 - 4 - 5 - 6 - 7

Can you explain this response please.

Have you held positions of responsibility in a club or clubs?

Yes **No** If No: Please go to Question 7c (next page).

If 'Yes' (i.e., you *have* held positions of responsibility), please show which position(s) you have held by ticking ✓ *one or more* of the following:

- ₁ President ₅ Secretary
 ₂ Trip organiser ₆ Other (please specify): _____
 ₃ Treasurer
 ₄ Contact for new members ₇ Other (please specify): _____

7c. Why do you belong to a club (or clubs)?

Below are a number of possibilities. Please tick *any* boxes which apply to your situation. Then, *and only if you tick more than one box*, rank your 'Top 2 or 3' (putting '1' beside your major reason, then '2', then, if relevant, '3').

Possible reasons for belonging to clubs	Tick (✓)	Rank 'Top 2 or 3' only
Clubs teach skills which I need	<input type="checkbox"/>	
Clubs keep me informed of things which affect my recreational interest	<input type="checkbox"/>	
Clubs are a good way to meet possible trip partners	<input type="checkbox"/>	
Clubs promote friendship	<input type="checkbox"/>	
Clubs offer a way to 'put something back'	<input type="checkbox"/>	
Clubs offer discounts on gear, books, travel, accommodation, etc.	<input type="checkbox"/>	
Clubs help promote the activity, e.g., by lobbying politicians	<input type="checkbox"/>	

Clubs provide opportunities for people to develop an interest	<input type="checkbox"/>	
Clubs offer leadership opportunities to members	<input type="checkbox"/>	
Clubs promote ways of keeping members safe in natural environments	<input type="checkbox"/>	
Clubs bring together people with shared interests	<input type="checkbox"/>	
Other (Please specify):	<input type="checkbox"/>	

(Have you remembered to rank the top 2 or 3 reasons for belonging to a club or clubs, on the right-hand column above?)

How would you go about increasing the membership of a fly-fishing/hunting (or diving) club?

8. Financing your recreational activity

8a. Estimating the financial cost of your recreational activity

Recreational activities commonly involve expenditure on 'gear' (updating and/or replacing), licences and trips (e.g., petrol plus food and accommodation).

Looking back over the past <u>3</u> years, on average, how much would you have spent on each of the following, per year?*	Approximate Amounts (\$) (per year)
Gear/hardware (E.g., rods; rifles; clothing; ammo; bivvie/camping gear; flies; fly-lines; reels; knives; packs; boots; waders; landing nets; cammo gear.)	
Transport (E.g., total fuel cost; hire cost of vehicles, helicopters, charter boats)	
Food and drink on trips (include alcohol here)	
Accommodation costs on trips (E.g., motels, club huts)	
Fees (E.g., licence fee; club/association fees)	

*Please *exclude* expenditure on things also used by other family members (e.g., camping gear used for family holidays)

12. What is your highest educational qualification? (Tick ✓ one box only)

- 1 No qualification
- 2 High-School qualification
- 3 Vocational or trade qualification
- 4 College/University diploma
- 5 Bachelors degree/Higher degree

13. How would you describe your main employment status? (Tick ✓ one box only)

- 1 Unemployed
- 2 In paid employment (full- or part-time)
- 3 Self-employed
- 4 Employer
- 5 Home-maker/Care-giver
- 6 Retired
- 7 Student
- 8 Other (Please specify): _____

14. What is your main occupation at the present time?

(Please be as specific as possible, e.g., ‘self-employed gas-fitter’; ‘retired office manager’; ‘carer of my own children’):

15. In total, who currently lives in the same household as you? (Please tick ✓ all that apply)

- 1 I live on my own
- 2 My spouse or partner
- 3 My and/or my partner’s son(s) and/or daughter(s)
- 4 My and/or my partner’s mother and/or father
- 5 My and/or my partner’s sister(s) and/or brother(s)
- 6 My flatmates
- 7 Other (Please specify): _____

16. Where do you live? (Tick ✓ one box only)

- 1 Central Christchurch (Within the ‘4 Avenues’)
- 2 Suburban Christchurch (e.g., Bishopdale; Redcliffs)
- 3 Christchurch Fringe (e.g., Rolleston; Lincoln)
- 4 North Canterbury Rural Town (e.g., Oxford, Leeston, Methven.)
- 5 North Canterbury Rural (e.g., on farm/forestry block)
- 6 Other (please specify) _____

17. Household Income

Please tick the box which most closely fits your total household income before tax

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> 1 Less than \$10,000 | <input type="checkbox"/> 5 \$40,001-\$50,000 | <input type="checkbox"/> 9 \$80,001-\$90,000 | <input type="checkbox"/> 13 \$120,001-\$130,000 |
| <input type="checkbox"/> 2 \$10,001-\$20,000 | <input type="checkbox"/> 6 \$50,001-\$60,000 | <input type="checkbox"/> 10 \$90,001-\$100,000 | <input type="checkbox"/> 14 \$130,001-\$140,000 |
| <input type="checkbox"/> 3 \$20,001-\$30,000 | <input type="checkbox"/> 7 \$60,001-\$70,000 | <input type="checkbox"/> 11 \$100,001-\$110,000 | <input type="checkbox"/> 15 \$140,001-\$150,000 |
| <input type="checkbox"/> 4 \$30,001-\$40,000 | <input type="checkbox"/> 8 \$70,001-\$80,000 | <input type="checkbox"/> 12 \$110,001-\$120,000 | <input type="checkbox"/> 16 More than \$150,000 |

That completes our questions. Thank you.

Opportunity to comment further.

Use the space below (but only if you wish), to provide us with a fuller picture of how you *manage your recreational activity* in respect of the issues raised in this questionnaire.

Thank you very much for your assistance with this research.

Remember, the information you have given is anonymous and confidential. Please also remember to check that you have completed all questions that apply, then post your completed questionnaire in the stamped-addressed envelope provided.

Appendix 2
Copies of Letters Accompanying Mail-Outs

Initial Letterpage 65
First Follow-Up Letterpage 66
Second (final) Follow-Up Letter.....page 67

Initial letter

14th November 2007

Dear Licence Holder

Questionnaire Survey of Recreational Fly-Fishers and Hunters in North Canterbury

We are conducting a survey of season licence holders in North Canterbury in conjunction with Fish and Game New Zealand, North Canterbury Region, NZDA (North Canterbury) and SPARC Aotearoa (Sport and Recreation New Zealand). *If you are aged 18 years or older*, you can assist us greatly by taking 15-20 minutes to complete this questionnaire and then posting it back to us in the stamped-addressed envelope provided. (If you are a recreational diver, we'd like to know about that also.)

Please note that there are no 'right' or 'wrong' answers for many of the questions. We are interested in your *experiences* and your *opinions* about your preferred outdoor recreational activity. No personal, identifying, details will be included in the discussion of results and all data will be presented in aggregate form.

Members who return completed questionnaires will be eligible to win an annual individual fishing or game-bird licence or annual adult individual membership of the N. Z. Deerstalkers' Association. (The draw will be supervised by a J.P. and the winner will then choose one of these.) Although the questionnaire is coded, *this is purely for administrative purposes.* (To help us send reminder letters to those who do not return a completed questionnaire and to contact the 'winner' of the draw.)

If the response rate is high, we expect to provide a summary of the results in a future issue of *Fish and Game New Zealand*.

This research has been approved by the Human Ethics Committee of Lincoln University.

By completing this survey, you are consenting to your response being used for this research project.

If you have questions you would like answered before you complete the questionnaire, please feel free to contact us. Our contact details are given at the top of the page.



Bob Gidlow
Senior Lecturer



Grant Cushman
Professor of Parks, Recreation and Tourism

First follow-up letter

30th November 2007

Dear Fish and Game (North Canterbury) Member

Re: Questionnaire Survey

In the last 10-12 days you should have received a letter from us in which we invited you to complete a questionnaire and return it in the 'Freepost' envelope provided. If you have returned the completed questionnaire, we would like to thank you for your prompt action. If you are yet to return it, please accept this gentle reminder that your completion of the questionnaire is very important to our study. Indeed, we can only do justice to the range of views held by Fish and Game members in North Canterbury in our reports to Fish and Game, the NZ Deerstalkers' Association and SPARC Aotearoa (Sport and Recreation New Zealand), if most members return completed questionnaires.

As we pointed out in the original letter, there are no 'right' or 'wrong' answers for most of the questions and no identifying details will be included in the discussion of results, which will be presented in aggregate form.

If the questionnaire has been mislaid, or if you prefer to complete the survey in electronic form (e.g., we can e-mail you a copy in 'Word'), please do not hesitate to contact Bob Gidlow at the e-mail address or phone number given at the top right-hand corner of this letter.

Members who return completed questionnaires will be eligible to win an annual individual fishing or game-bird licence (Fish and Game) or an annual adult individual membership of the N. Z. Deerstalkers' Association.



Grant Cushman
Professor
Parks, Recreation and Tourism



Bob Gidlow
Senior Lecturer



Stephen Espiner
Senior Lecturer

Second (final) follow-up letter

25th January 2008

Dear Fish and Game (North Canterbury) Member

Re: Questionnaire Survey

We apologise for making one final approach to you in relation to the above survey but we thought that in case you mislaid the original copy of the questionnaire or the Christmas 'rush' interrupted your ability to complete it, we would have one more 'go' by sending you another copy of the questionnaire – one which is worded to allow for the fact that some but not all recreational fishers are fly-fishers!

The questionnaire takes about 15 minutes to complete (depending on how expressive you want to be), and we enclose a pre-paid envelope for returning it to us.


The response rate to our survey of Fish and Game licence holders is currently hovering at 40 percent. We would dearly love to push that figure up to 50 percent (or better) in order that we can do justice to the range of views held by Fish and Game members in North Canterbury.

As we pointed out in the original and reminder letters we sent you, there are no 'right' or 'wrong' answers for most of the questions and no identifying details will be included in the discussion of results, which will be presented in aggregate form.

If you have any comments about the survey, they can be included on the final page of the questionnaire. If you have any questions about the survey, please contact Bob Gidlow via the telephone number or e-mail address given at the top RHS of this letter.

A reminder that members who return completed questionnaires will be eligible to win an annual individual fishing or game-bird licence (Fish and Game) or an annual adult individual membership of the N. Z. Deerstalkers' Association. (The draw for the former will be made in late-February.)

Thanks for considering our request. Whether or not you respond, we wish you 'tight lines' in 2008.



Grant Cushman
Professor
Parks, Recreation and Tourism



Bob Gidlow
Senior Lecturer



Stephen Espiner
Senior Lecturer

Appendix 3

NZDA: Hunting and Club Night Activity Preferences

Two items were included at the request of the NZDA North Canterbury branch, for its in-house research³³. The first dealt with members' hunting preferences while the second concerned what kinds of activities on club nights would be of most interest/value to members.

Table 46
Types of Preferred Hunting Trips
(NZDA Sub-Sample Only) (n=116)

Preferred hunting activity	Ranked First (Number of respondents)	Percent
Red Deer	69	59.5
Thar	27	23.3
Chamois	9	7.8
Wallaby	6	5.2
Other Deer	3	2.6
Rabbit	2	1.7

Table 46 provides the results to the first of these. Members were asked to rank six possible types of hunting trip in order of preference, 1 - 6. Trips focusing on red deer were the first preference of more than two-thirds of respondents, while thar were the first preference of just over a quarter of respondents and chamois, in terms of first preference, was a distant third. Rabbits were the least likely to be the preferred animal hunted, with only 2 of 116 NZDA respondents (1.7%) indicating that these were their first hunting preference.

In order to provide some representation for respondents' 2nd-6th preferences, a method of proportional representation was also used to interpret the results to this question (see Figure 16). The method involves 'weighting' the preferences by multiplying first choices by 6, second choices by 5, third choices by 3, etc³⁴ When all of the results are weighted in this way, the rankings between the 'top two' hunting preferences become less distinct and chamois become a close, rather than a distant, third preference.

³³ These items appeared only in the NZDA questionnaire.

³⁴ Following this multiplication, the total 'points' for each type of hunting preference are aggregated and expressed as a percentage of the cumulative total points of all 6 hunting preferences.

Figure 16
Types of Preferred Hunting Trips: ‘Weighted’ Ranking,
(NZDA Sub-Sample Only)

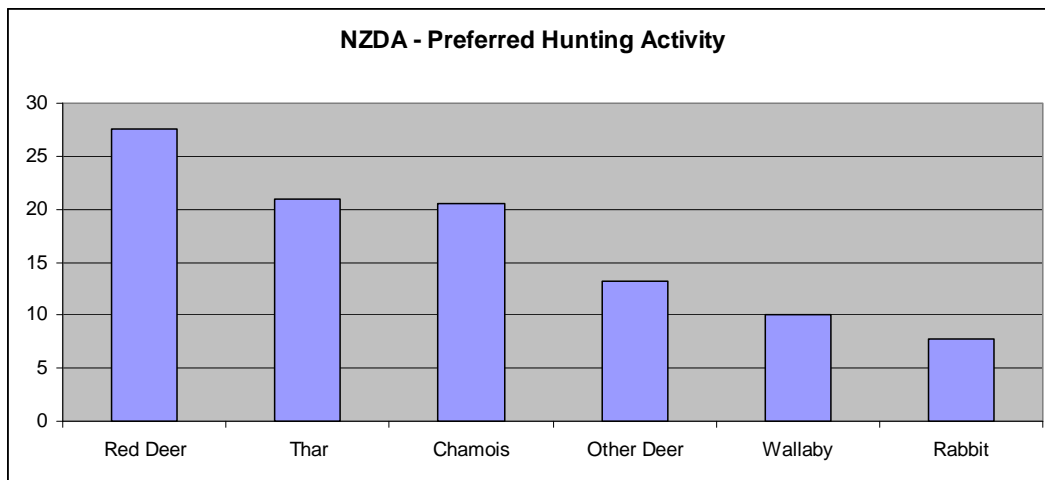


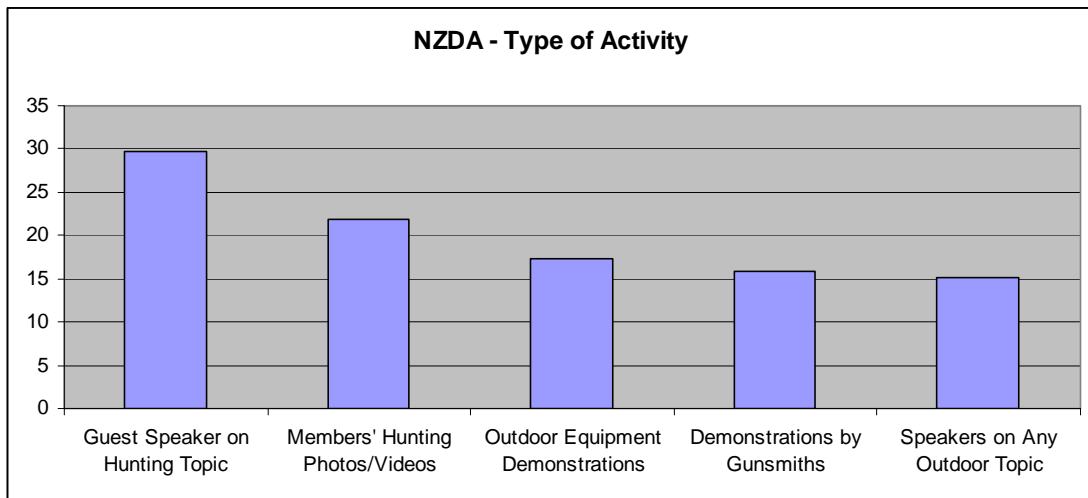
Table 47 and Figure 17 provide answers to the second question asked specifically of NZDA members: What kinds of activities provided by the Club committee on club nights would be of most interest/value to members? The data are analysed and presented in these two tables in exactly the same way as in Tables 46 and Figure 16, with the ‘first rankings’ presented in Table 47 and the ‘weighted’ rankings in Figure 17.

‘Guest speakers on a hunting topic’ was the most favoured type of club-night activity (see Table 47), with slightly over half of respondents choosing this as their first preference. Members’ hunting photos/videos was the preferred form of entertainment of just under one quarter of respondents. Outdoor equipment demonstrations were the least popular, with only 5 of 115 NZDA members indicating that this was their first preference club-night activity.

Table 47
Type of Club-Night Activity Preferred
(NZDA Sub-Sample Only) (n=115)

Type of Entertainment	Ranked First (Number of respondents)	Percent
Guest speakers on a hunting topic	62	53.9
Members’ hunting photos/videos	27	23.5
Speakers on any outdoor topic	13	11.3
Demonstrations by gunsmiths	8	7
Outdoor equipment demonstrations	5	4.3

Figure 17
Type of Club-Night Activity Preferred: ‘Weighted’ Ranking,
(NZDA Sub-Sample Only)



When responses are ‘weighted’ (Figure 17), ‘Guest speakers on a hunting topic’ remains the highest ranked preferred club-night activity, but the percentage difference between this and the second ranked preference – ‘Members’ hunting photos/videos’ – is reduced. ‘Speakers on any outdoor topic’ drops to the fifth, last, preference, being replaced by ‘Outdoor equipment demonstrations’ as the third preference.