Long-Term Trends in Public Attitudes Toward Hunting in Sweden: Coupled to Venison?

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Today
"Ungulates are back"
What happened?

Photo. Eric Andersson
The last 150 yrs; A Conservation Success

- Feeding type
  - Non-native
  - Native, but expanding beyond historic range
A Successful Combination
How we did it! – 2001-2014

• Proportional national survey, mail, mixed mode (from 2012), four contacts, aged 16-65 years

• Three central questions, four response options
  • “What is your general attitude toward hunting?” (from Norling et al., 1981).
  • “How do you feel about hunting game mammals such as moose and deer for recreation and sport?”
  • “How do you feel about hunting game mammals such as moose and deer for recreation and meat?”

• Compared to Kellert’s original questions (1980) two more adaptations were made from 1997 and onwards (Heberlein & Willebrand, 1998);
  • “moose, deer and roe deer” was used as the most popular large game animals corresponding to deer in the US
  • the order of the second and third questions was reversed so that the motive “recreation and sport” appeared before “recreation and meat”.
How we did it! – 2001-2014 (2)

<table>
<thead>
<tr>
<th>Year</th>
<th>Effective Sample</th>
<th>Returned surveys</th>
<th>Response rate</th>
<th>Usable surveys for analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>1,037</td>
<td>771</td>
<td>74.3%</td>
<td>747</td>
</tr>
<tr>
<td>2008</td>
<td>1,182</td>
<td>715</td>
<td>60.4%</td>
<td>671</td>
</tr>
<tr>
<td>2009</td>
<td>1,034</td>
<td>491</td>
<td>47.5%</td>
<td>482</td>
</tr>
<tr>
<td>2010</td>
<td>1,171</td>
<td>634</td>
<td>54.1%</td>
<td>587</td>
</tr>
<tr>
<td>2011</td>
<td>2,350</td>
<td>1,241</td>
<td>52.8%</td>
<td>1,180</td>
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<tr>
<td>2012</td>
<td>1,229</td>
<td>545</td>
<td>44.3%</td>
<td>522</td>
</tr>
<tr>
<td>2014</td>
<td>1,047</td>
<td>400</td>
<td>38.2%</td>
<td>374</td>
</tr>
</tbody>
</table>
The Simple Picture
No change

- General Support
- Meat & Recreation
- Recreation & Sport
The More Intriguing Picture
Venison: A Utilitarian Buffer?

- General support
- Recreation & Sport
- Meat & Recreation

SUPPORT (%) vs. YEAR OF BIRTH

YEAR OF BIRTH:
- 1930
- 1940
- 1950
- 1960
- 1970
- 1980
- 1990
- 2000

SUPPORT (%):
- 0
- 25
- 50
- 75
- 100
The last 150 yrs a Conservation Success
Access to Venison: A Way to Acceptance?

Friend 45%
Friend 48%
Friend 49%
Friend 51%
Friend 43%
Friend 30%
Household 41%
Household 40%

Rest 10%
Rest/Store 10%
Store 22%
Store 11%
Store 14%
Store 14%
Store 16%
Store 37%
Conclusions

• IF hunting is to be sustained in modern societies, it is important to maintain a visible utilitarian component - \textit{meat}?

• Facilitating the transfer and trade of meat from wild and abundant species - \textit{direct experience}?

• Future research should address the role of increased abundance of wildlife on the support for conservation and hunting - \textit{hunting solving problems for the benefit of the wider society}?