

Michigan Residents' Attitudes Toward Hunting, Fishing, and Wildlife Conservation



Credit: Ally Hochstetler

Study conducted for the
Michigan Wildlife Council

2025



MICHIGAN RESIDENTS' ATTITUDES TOWARD HUNTING, FISHING, AND WILDLIFE CONSERVATION

2025

Responsive Management

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EXECUTIVE SUMMARY

This study, the latest in a series of five, was conducted for the Michigan Wildlife Council (MWC, sometimes simply referred to as the Council) to determine Michigan residents' participation in and attitudes toward hunting, fishing, and trapping, as well as their understanding of and support for the state's management of wildlife and natural resources. The study entailed a scientific, multimodal survey of Michigan residents, aged 18 or older.

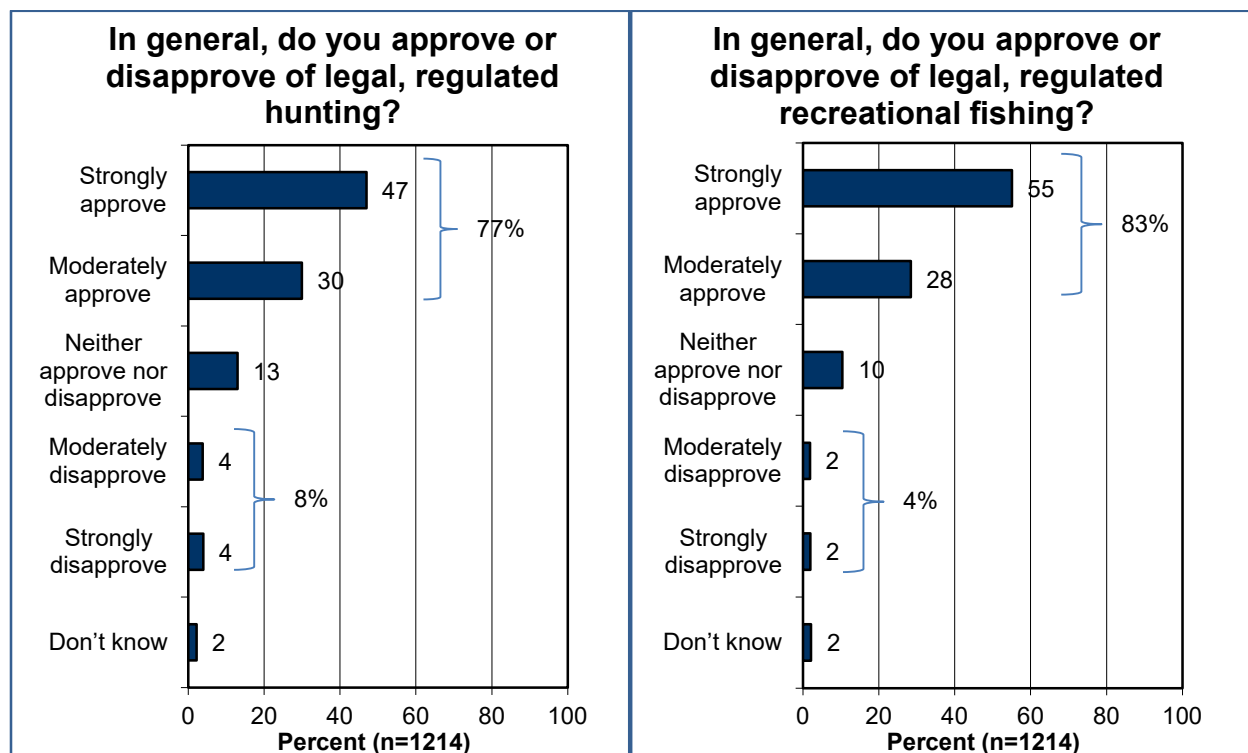
The telephone and online questionnaires were developed cooperatively by the MWC, GÜD Marketing, and Responsive Management. There were slight differences between the telephone and online versions of the survey to accommodate each survey mode, but otherwise the surveys were identical.

For both survey modes, the statewide sample of Michigan's adult general population was provided by MSG, a firm that specializes in providing scientifically valid samples for survey research. Screener questions at the outset of both modes of the survey ensured that each respondent was at least 18 years old and a resident of Michigan.

The survey was conducted in December 2024. Responsive Management obtained 1,214 completed questionnaires. The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management.

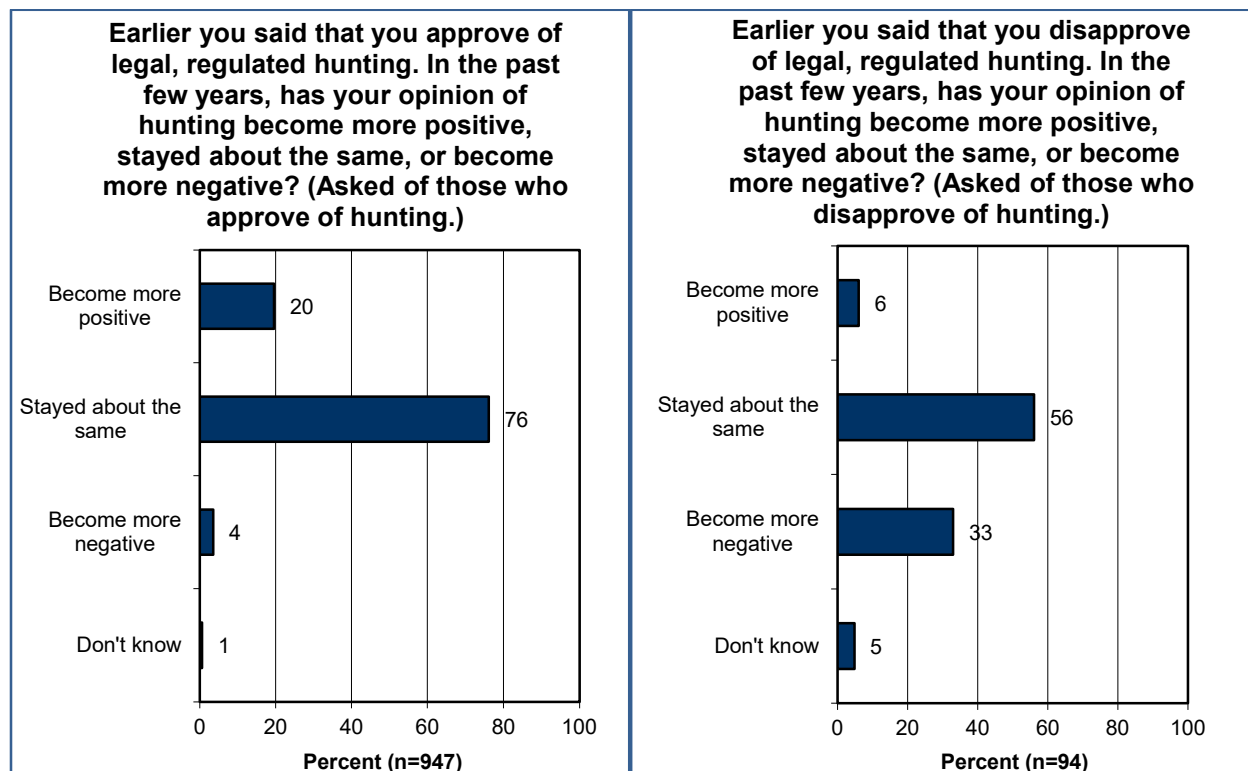
ATTITUDES TOWARD HUNTING, FISHING, AND TRAPPING

Three quarters of Michigan residents (77%) approve of legal, regulated hunting, and 83% approve of legal, regulated recreational fishing (graphs shown). Trapping has lower approval: 46% approve of legal, regulated trapping, but 26% disapprove (graph not shown).



In general, approval of all three activities is highest in the Northern/UP Region. Meanwhile, approval is lowest in the Southeast Region.

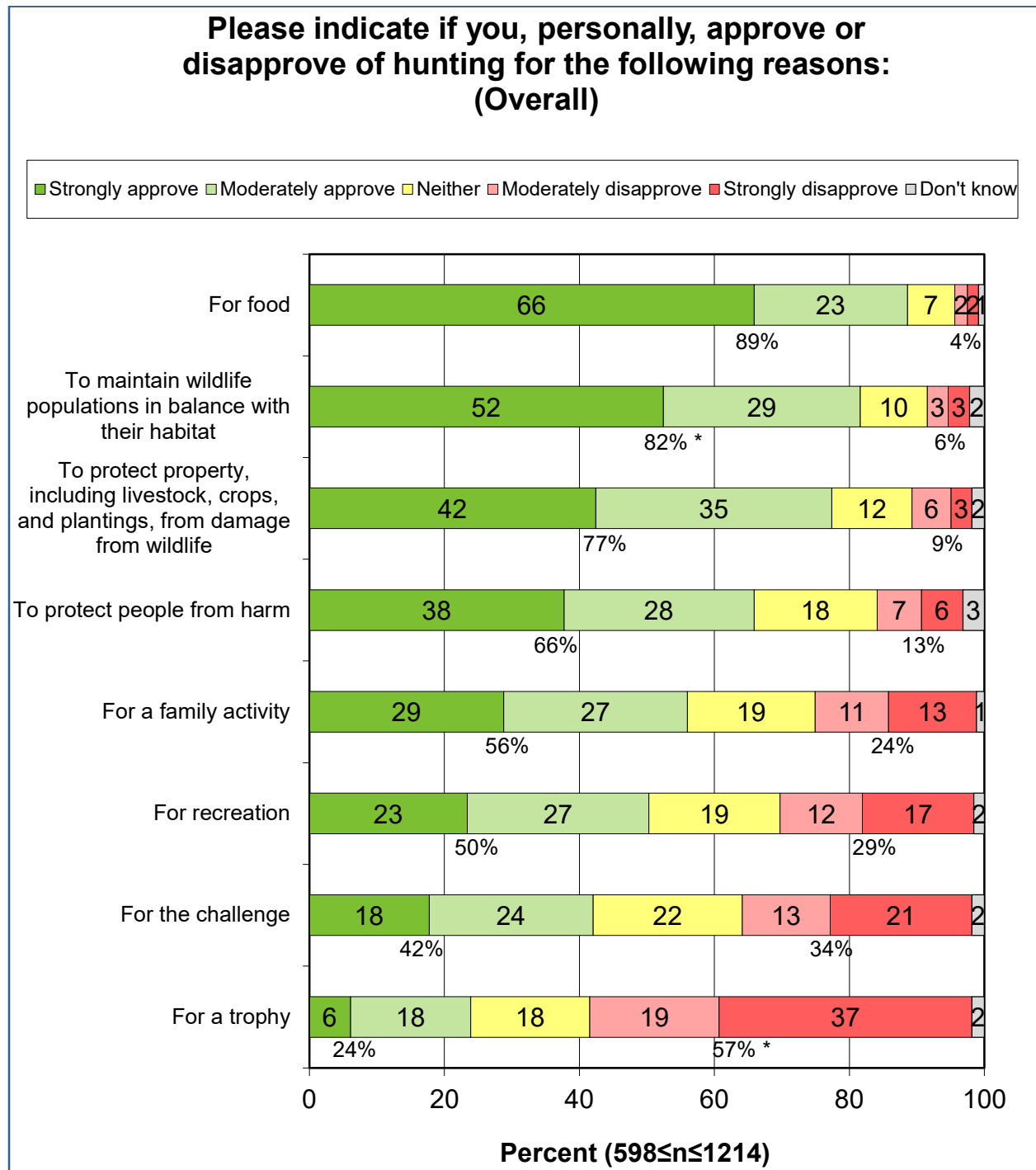
The survey then asked about *changes* in approval of hunting. Most people's opinions are remaining about the same. Otherwise, among those who were approving to start, a greater percentage are becoming more positive than becoming more negative, while the opposite is going on among those who were disapproving to start—they have a greater percentage becoming more negative than becoming more positive. (The body of the report also shows the change in opinion among those who were neutral to start—the majority of whose opinion remains unchanged.)



In follow-up, the survey asked residents to indicate what they had seen or heard that made them more positive. Those who had become more positive most commonly indicated that they saw the need for certain wildlife populations (primarily deer) to be reduced. Secondly, they perceive that hunting provides food. On the other hand, those who had become more negative indicated that they simply do not like the killing of animals or they do not like hunting that is for a trophy or that is for recreation/fun. Third in the ranking of response categories is the poor behavior of some hunters. The body of the report shows the full listing of reasons given in these open-ended questions.

Regarding whether residents perceive hunting as a wildlife management tool, 77% agree that it is, while only 7% disagree that hunting is a wildlife management tool in Michigan. Agreement is highest in the Northern/UP Region and lowest in the Southeast Region.

The survey explored eight possible reasons for hunting, asking Michigan residents if they approved or disapproved of each. Hunting for food has the highest approval. Also with high approval is the ecological reason of hunting to maintain wildlife populations in balance with their habitat. These two reasons have a majority *strongly* approving. At the bottom, hunting for a trophy has the lowest approval and the highest disapproval. (These graphs use a stoplight motif with green indicating approval and red indicating disapproval. The sums of *strongly* and *moderately* are shown below each bar, calculated on unrounded numbers.)



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Another series of questions in the survey explored opinions on various potential benefits that hunting and fishing—the activities themselves—might provide to the state of Michigan. For five of the six questions, the opinion that the Council wants to encourage is on the agreement side; for one question, the Council would want to encourage disagreement.

Each question presented a statement and asked if residents agreed or disagreed with it. They are as follows:

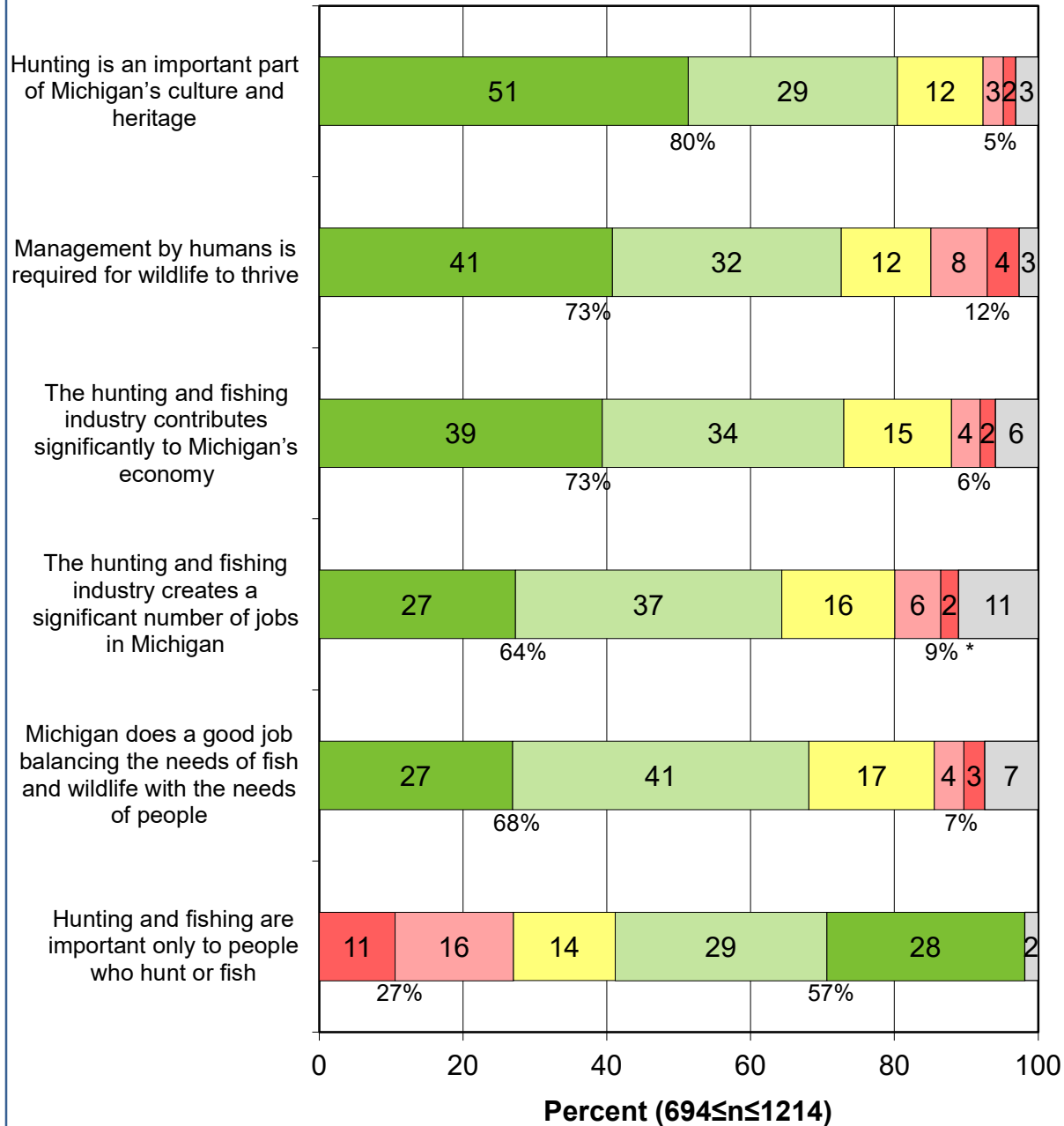
- Hunting is an important part of Michigan’s culture and heritage.
- Management by humans is required for wildlife to thrive.
- The hunting and fishing industry contributes significantly to Michigan’s economy.
- The hunting and fishing industry creates a significant number of jobs in Michigan.
- Michigan does a good job balancing the needs of fish and wildlife with the needs of people.
- Hunting and fishing are important only to people who hunt or fish.
[For this statement, disagreement is the positive side—the Council wants to encourage people to realize that hunting and fishing are important to more than just hunters and anglers.]

The highest agreement is that hunting is an important part of Michigan’s culture and heritage, with 80% agreeing overall; this statement has the highest agreement in every region, as well. Two other statements have relatively high agreement: that management by humans is required for wildlife to thrive and that hunting and fishing contribute significantly to the economy. These are the two next highest in agreement in each region, but the order switches around on these two statements from region to region.

Because this graph requires a full page for presentation, it is shown on the following page. The graph uses a stoplight motif with green indicating agreement and red indicating disagreement (except for the last statement, in which disagreement is the desired response). The sums of *strongly* and *moderately* are shown below each bar, calculated on unrounded numbers.

Percent of respondents who [agree / disagree] with each of the following statements: (Overall)

■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know

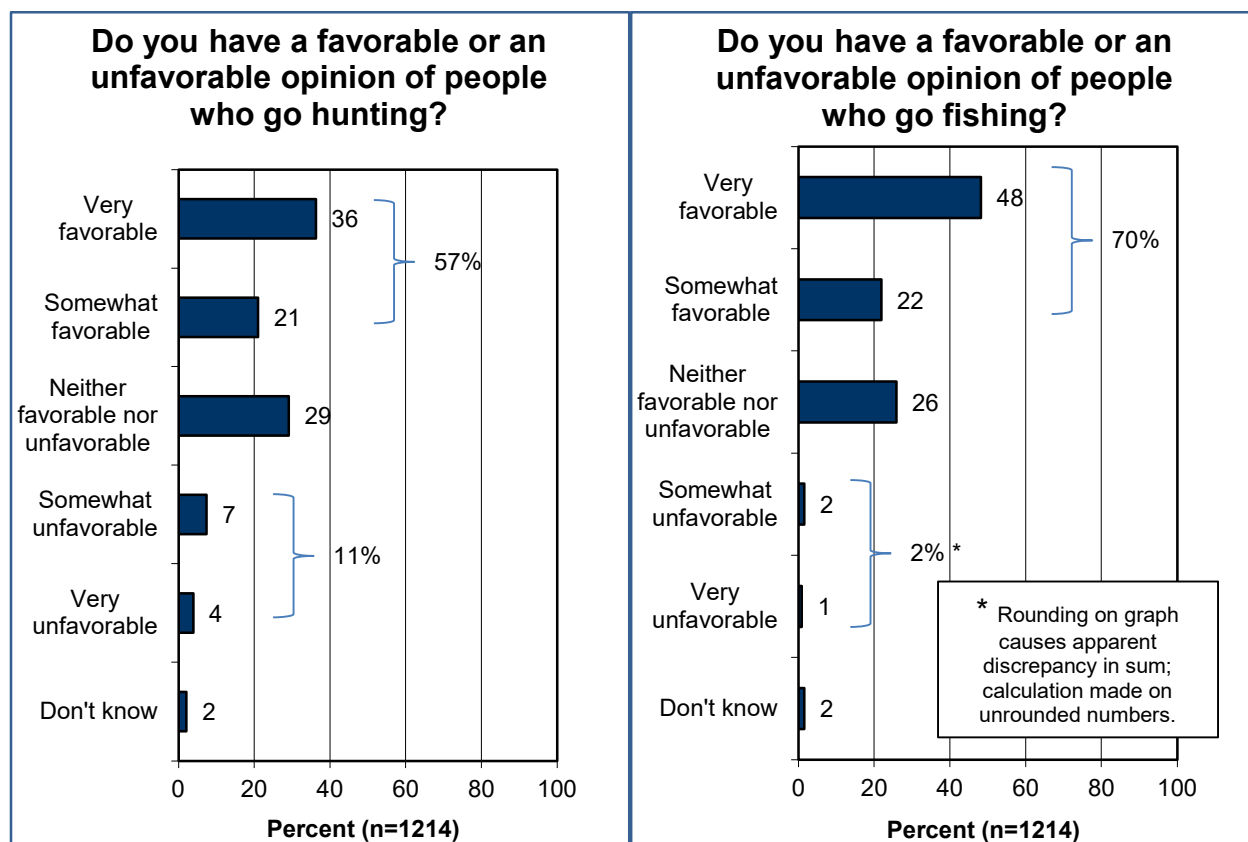


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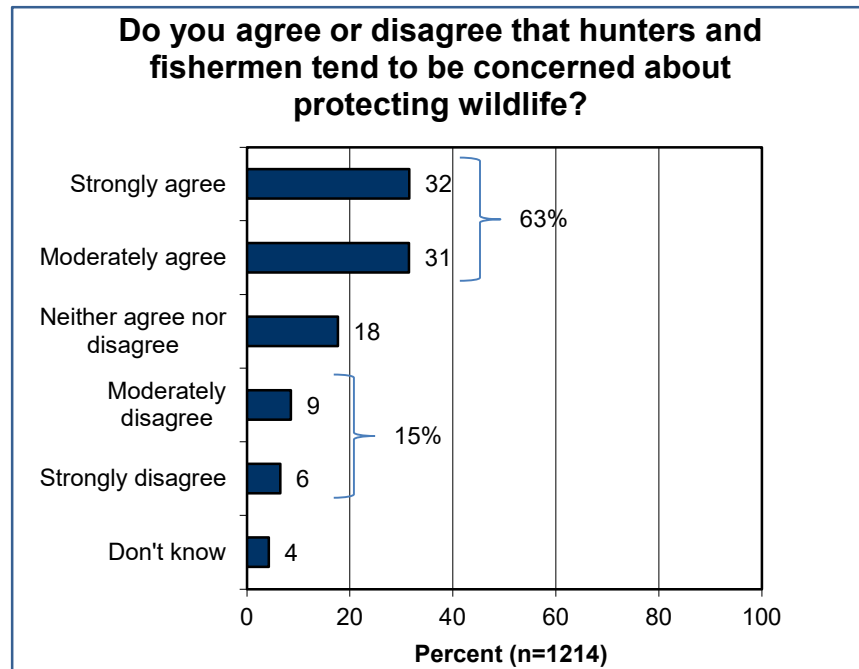
Almost a fifth of Michigan residents (17%) incorrectly think that hunting as practiced today leads to the extinction of species in Michigan. Fortunately, the majority (63%) do not. Meanwhile, a fifth of residents (20%) think that recreational fishing leads to the extinction of fish species, while 57% do not think that this is so. (On both questions, the remainder neither agree nor disagree or say that they don't know.)

PERCEPTIONS OF HUNTERS AND ANGLERS

The majority of Michigan residents (57%) have a favorable opinion of hunters, far exceeding the percentage with an unfavorable opinion (11%). Opinion regarding anglers is much better, with 70% having a favorable opinion, compared to only 2% having an unfavorable opinion. (The graphs are shown below regarding hunting and fishing.) Opinion is quite evenly split regarding trappers: 33% have a favorable opinion and 29% have an unfavorable opinion (graph not shown). Regionally, the most favorable opinion on all three is among residents of the Northern/UP Region.

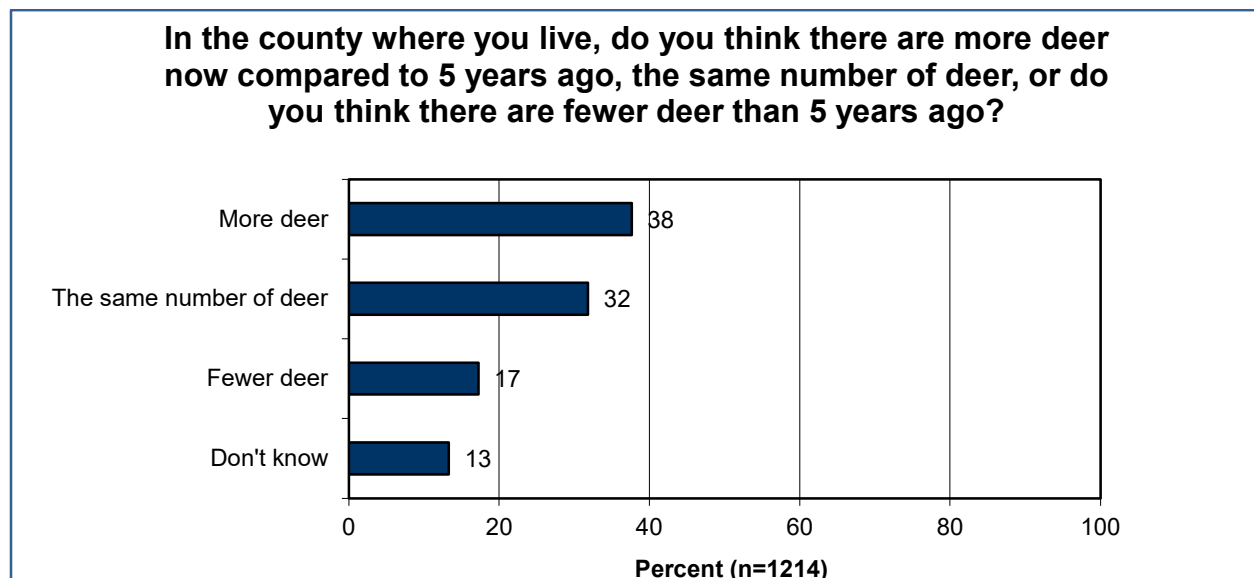


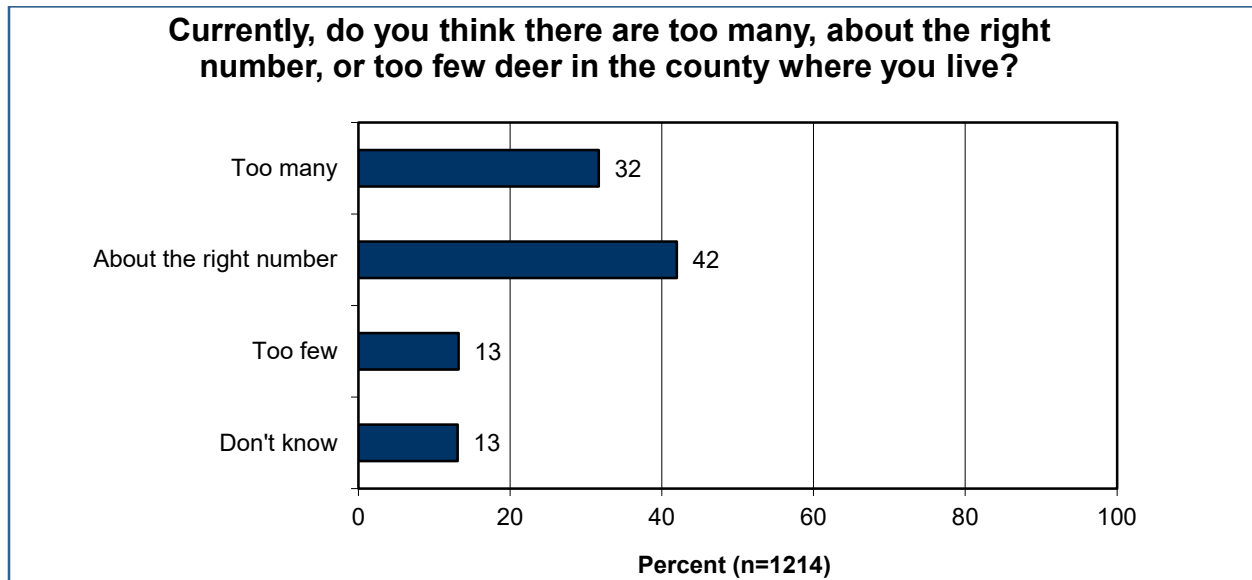
Another question that delved into opinions on hunters and anglers asked residents if they agreed or disagreed that hunters and fishermen are concerned about protecting wildlife. Almost two thirds of residents (63%) agree that this is so, but 15% disagree. The highest agreement occurs in the Northern/UP Region, and the lowest agreement is in the Southeast Region.



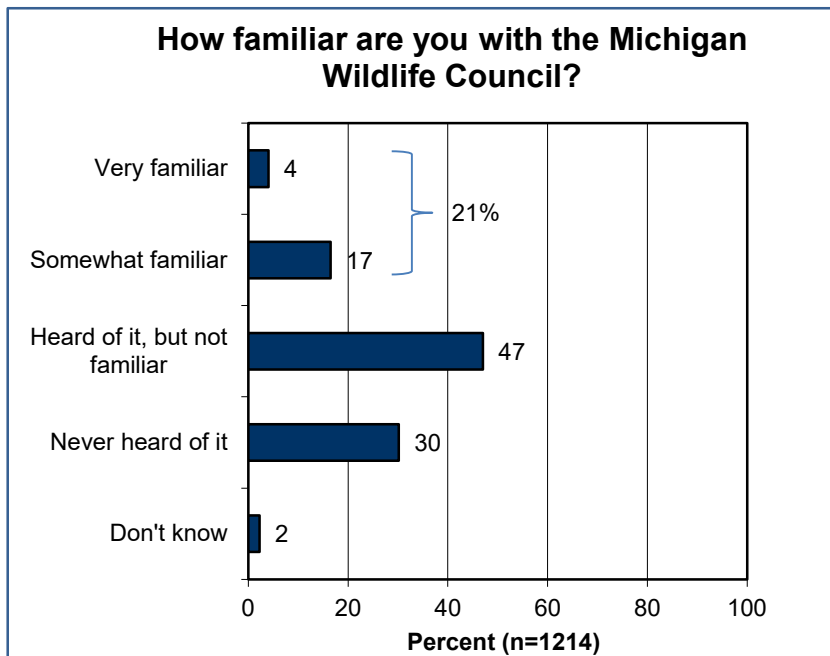
PERCEPTIONS OF THE DEER POPULATION

Related to wildlife management is the perception residents have regarding the size of the deer population. Two questions focused on this aspect. In the first, more than a third of Michigan residents think that there are more deer now where they live than compared to 5 years previous, which is a greater proportion than think that there are fewer deer (see graph below). Also, about a third think that there are too many deer, again greater than the proportion who think that there are too few deer (see graph on next page). Central Region residents are the most likely to think that there are more deer and to think that there are too many deer.





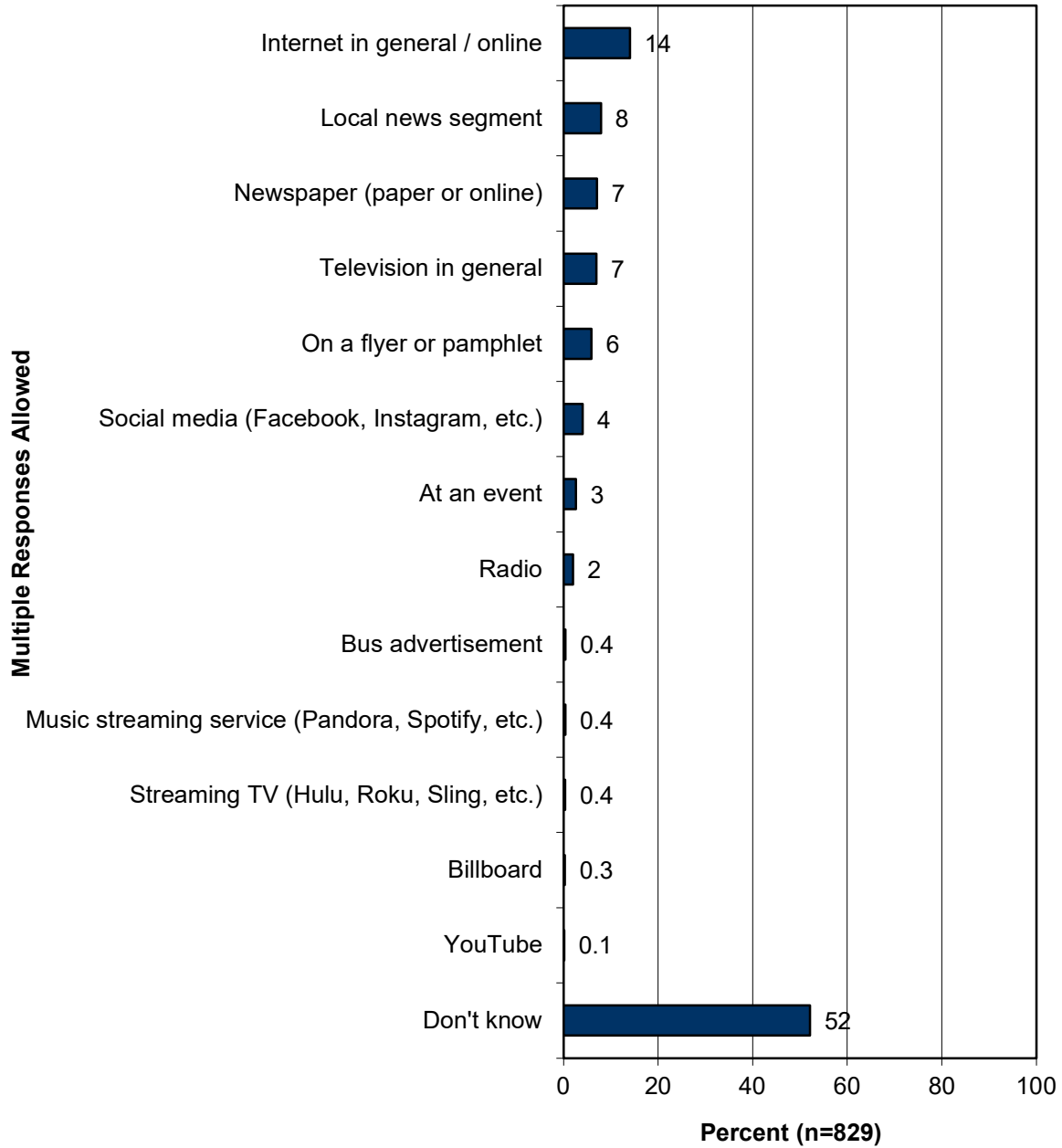
AWARENESS OF THE MICHIGAN WILDLIFE COUNCIL



About a fifth of Michigan residents (21%) are *very* or *somewhat* familiar with the Council. Familiarity is highest among residents of the Northern/UP Region, although all regions are not far from one another on this question: familiarity ranges from 19% to 25% in the regions.

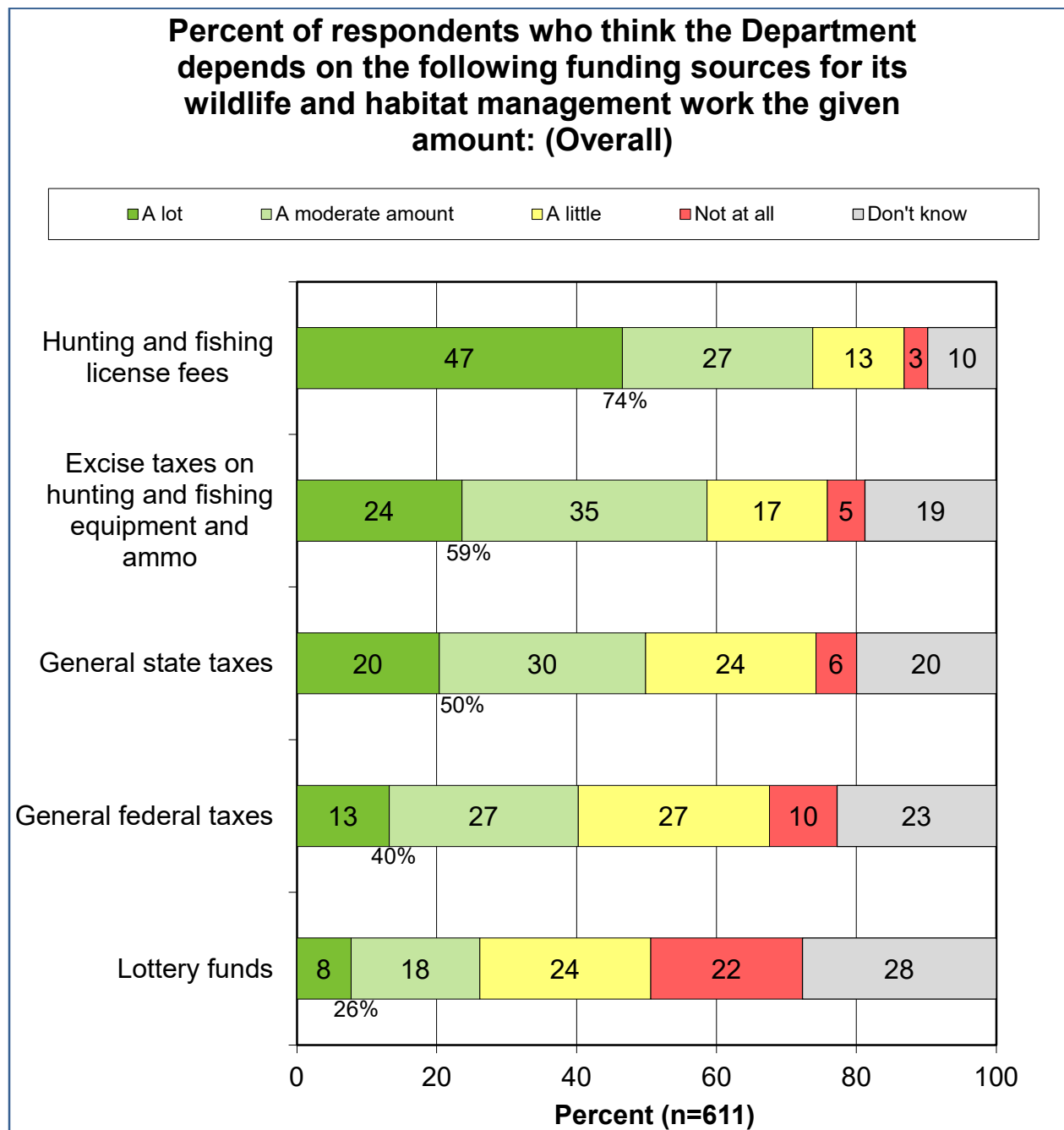
The internet is the most common source from which residents learned of the Council. (The graph lists only the sources on which Council information is provided. Those sources on the overall graph that have percentages of less than 0.5% are shown to one decimal place so that they do not round to 0.)

How did you become aware of the Michigan Wildlife Council? (Asked of those who were aware of the Council or had heard of it.)

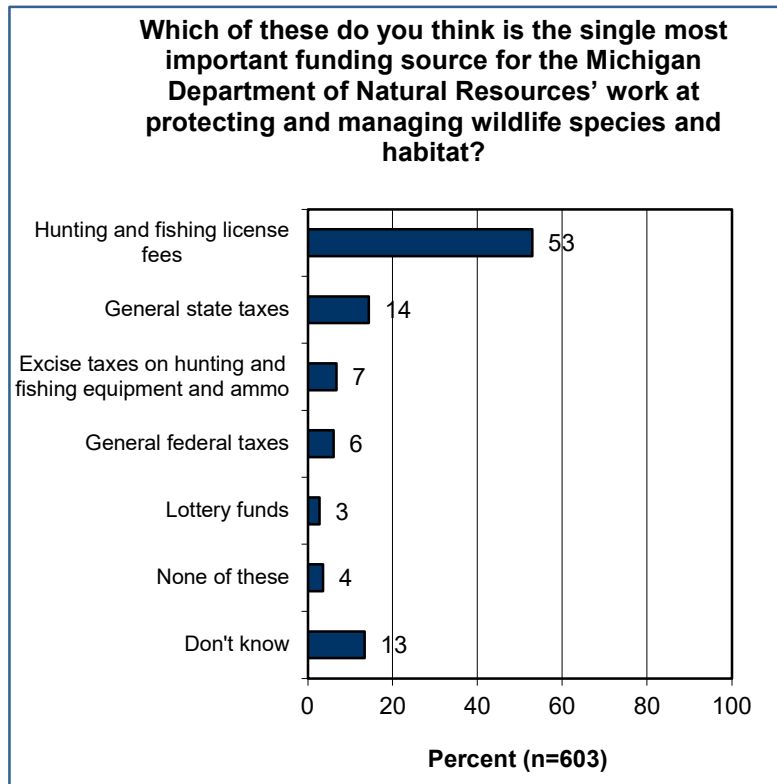


OPINIONS ON AND KNOWLEDGE OF DEPARTMENT FUNDING

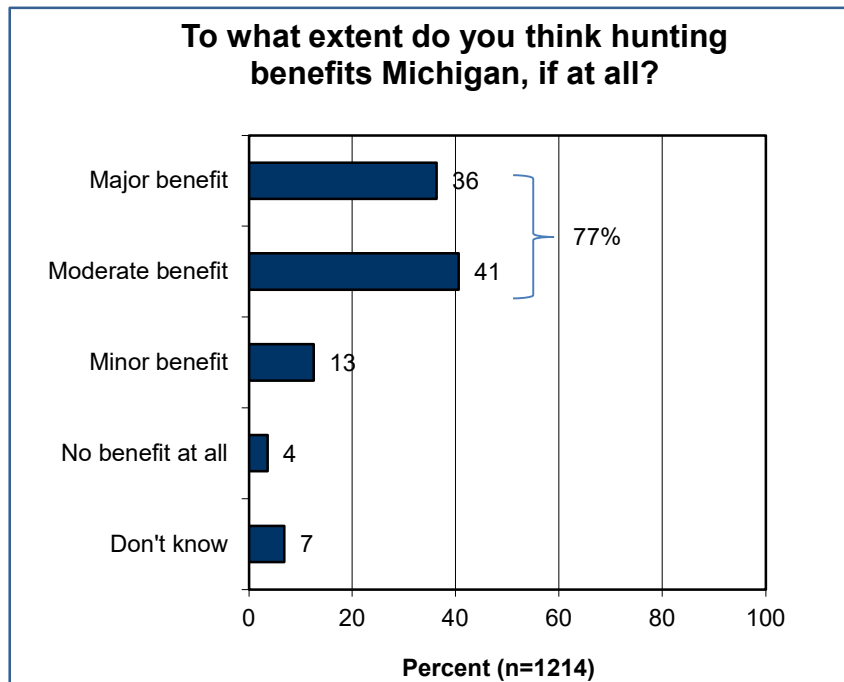
The survey presented five funding sources for the Michigan Department of Natural Resources (hereinafter referred to as the Department) and asked residents to indicate how much the Department depends on each for its wildlife and habitat management work. Hunting and fishing licenses top the ranking: nearly half (47%) recognize licenses as being depended on *a lot*, and 74% say that they are depended on *a lot* or *a moderate amount*. Excise taxes are also high on the list, with 59% saying they are depended on *a lot* or *a moderate amount*.



Looking at this topic in a different way, the survey asked residents to indicate which single funding source was the *most important* to the Department. More than half of residents recognize the importance of hunting and fishing license fees, with 53% saying that those fees are the single most important funding source for the work that the Department undertakes. Note that many residents have an incorrect view of this, such as the 14% who say general state taxes, which do not make up an important funding source. Another 13% simply do not know.

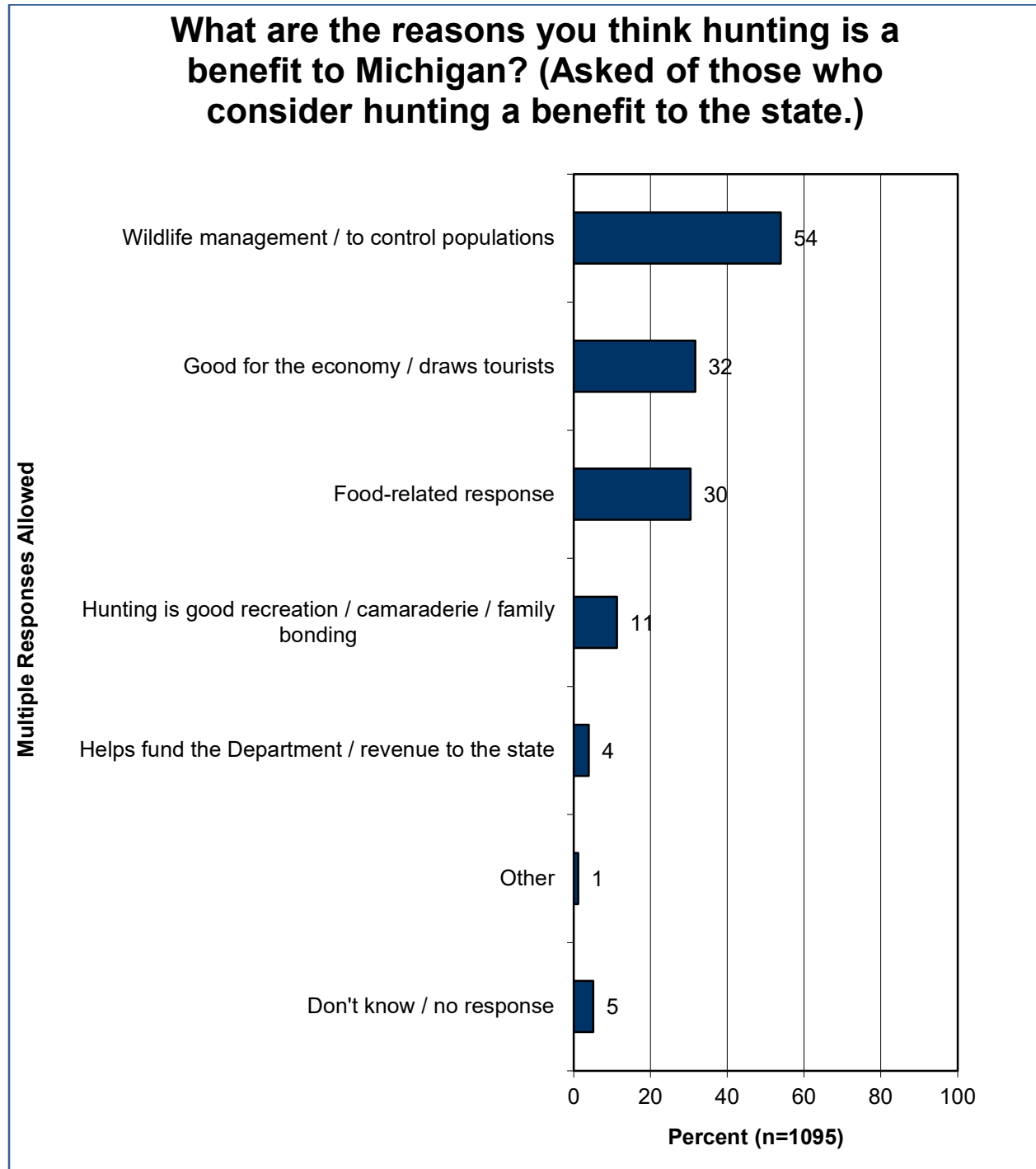


PERCEIVED BENEFITS THAT HUNTING PROVIDES



More than three quarters of Michigan residents (77%) recognize the benefit that hunting provides to the state, saying that hunting provides a *major* or *moderate* benefit. Residents of the Southeast Region have a markedly lower percentage saying that hunting provides a *major* or *minor* benefit compared to residents of the other regions.

In follow-up, the survey asked an open-ended question exploring the reasons people think hunting is a benefit to the state. The use of hunting for wildlife management is the top reason. Two other response categories were important: that hunting is good for the economy and that hunting provides food.



PERCEPTIONS OF CREDIBILITY

The survey asked about the credibility of two entities: the Department and the Council. In the first question, the overwhelming majority of Michigan residents (80%) think the Department is *very* or *somewhat* credible, including half (50%) saying it is *very* credible. Meanwhile, a little more than two thirds (68%) think of the Council as *very* or *somewhat* credible, with about a third (36%) saying it is *very* credible. Regionally, residents of the Southeast Region have a markedly lower percentage than residents of the other regions thinking the Department is *very* or *somewhat* credible. There is not as much variation in the regions regarding the credibility of the Council.

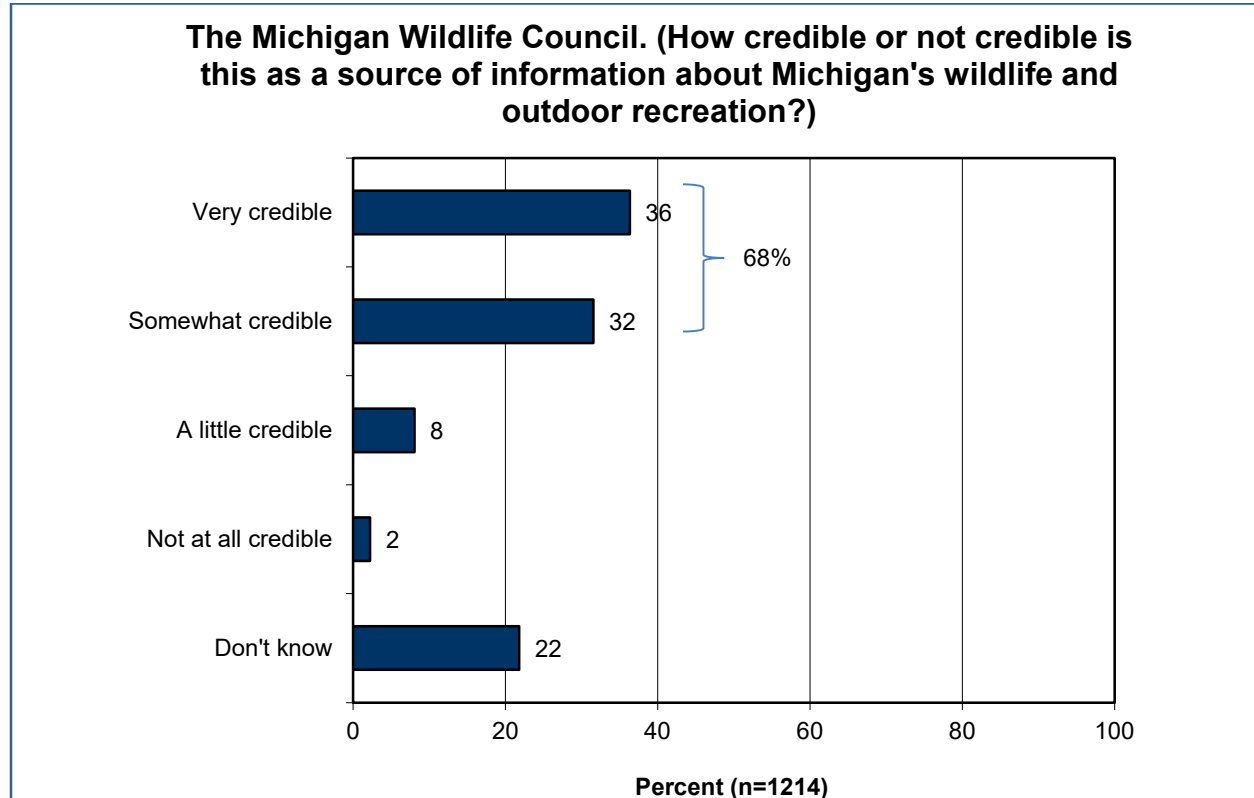
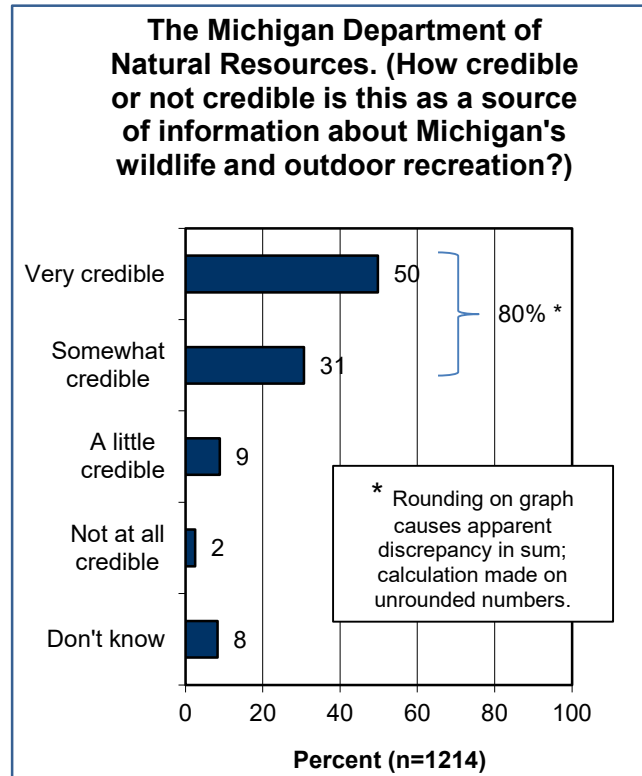


TABLE OF CONTENTS

Introduction and Methodology	1
Background	1
Questionnaire Design	2
Survey Sample	2
Multimodal Survey Administration	3
Data Analysis	5
Sampling Error	5
Presentation of Results	6
Attitudes Toward Hunting, Fishing, and Trapping	9
Perceptions of Hunters and Anglers	50
Perceptions of the Deer Population	62
Awareness of the Michigan Wildlife Council	67
Opinions on and Knowledge of Department Funding	72
Perceived Benefits That Hunting Provides	81
Perceptions of Credibility.....	85
Participation in Hunting and Fishing.....	87
Background Information: Demographic Characteristics, Voting Registration, and Visiting the Upper Peninsula.....	88
Trends	102
About Responsive Management.....	109

INTRODUCTION AND METHODOLOGY

This study, the latest in a series of five, was conducted for the Michigan Wildlife Council (MWC, sometimes simply referred to as the Council) to determine Michigan residents' participation in and attitudes toward hunting, fishing, and trapping, as well as their understanding of and support for the state's management of wildlife and natural resources. The study entailed a scientific, multimodal survey of Michigan residents, aged 18 or older.

This latest survey is the fifth conducted by Responsive Management and the second to be conducted in a multimodal format (i.e., surveys were conducted by telephone and online). Prior to Responsive Management's involvement, the previous surveys in 2015, 2017, 2018, and 2019 were conducted online using a panel sample. The surveys in 2021 through 2023 used telephone. In the past two years, the use of both survey modes increased the reach of the survey to include those who might otherwise be difficult to reach by telephone and who would not be included in a panel sample.

BACKGROUND

The Michigan Wildlife Council was created to educate the general public about the benefits of hunting and fishing and the essential role that outdoor recreationists play in wildlife conservation. Extensive research was conducted in 2015 to establish a baseline of knowledge and attitudes toward hunting and fishing by the Michigan public to identify information gaps, to determine a target audience for messaging, and to inform the creation of a public education campaign.

This project had the following stated objectives:

1. Provide an understanding of public attitudes, perceptions, and interest in hunting, fishing, and trapping, and the use of Michigan's natural resources.
2. Increase public awareness and understanding of:
 - a) the myriad ways hunter and angler dollars directly and indirectly benefit both game and nongame wildlife species and their respective habitats for the enjoyment of all citizens of and visitors to the State of Michigan,
 - b) the significant contribution hunting, fishing, and trapping represent to the state's economic health on a local, regional, and statewide basis through both direct and indirect commerce and employment related to these activities,
 - c) the intangible contributions hunting and fishing traditions make to the quality of life for families and communities, and how they sustain the natural resource heritage that is an indelible part of Michigan's history, and
 - d) how the management, conservation, and protection of Michigan's natural resources are funded.
3. Increase the non-hunting/fishing public's understanding of the benefits and privileges associated with hunting, fishing, and trapping.

The initial 2015 survey provided data and insights to inform subsequent communications efforts undertaken by the MWC. Statewide surveys were conducted in subsequent years to collect data and measure progress relating to current awareness, interest in, and perceptions of the beneficial role played by hunters, anglers, and trappers in the conservation and

management of Michigan's natural resources, particularly among the non-hunter and non-angler public in Michigan.

For this latest survey, specific aspects of the research methodology are discussed below.

QUESTIONNAIRE DESIGN

The telephone and online questionnaires were developed cooperatively by the MWC, Güd Marketing, and Responsive Management, based primarily on the previous surveys developed by the MWC and Güd Marketing (Responsive Management is a consultant to Güd Marketing on this project). There were slight differences between the telephone and online versions of the survey to accommodate each survey mode, but otherwise the surveys were identical.

The telephone survey was computer coded for Responsive Management's computer-assisted telephone interviewing system. An important aspect of this system is that the computer controls which questions are asked, but each telephone survey was administered by a live interviewer.

The online survey was coded in an online survey platform. This survey was administered to both the online sample and to cell phone respondents who did not respond via phone call and were sent a text. Note that the online survey was closed, meaning it was available only to respondents who were specifically selected for the survey.

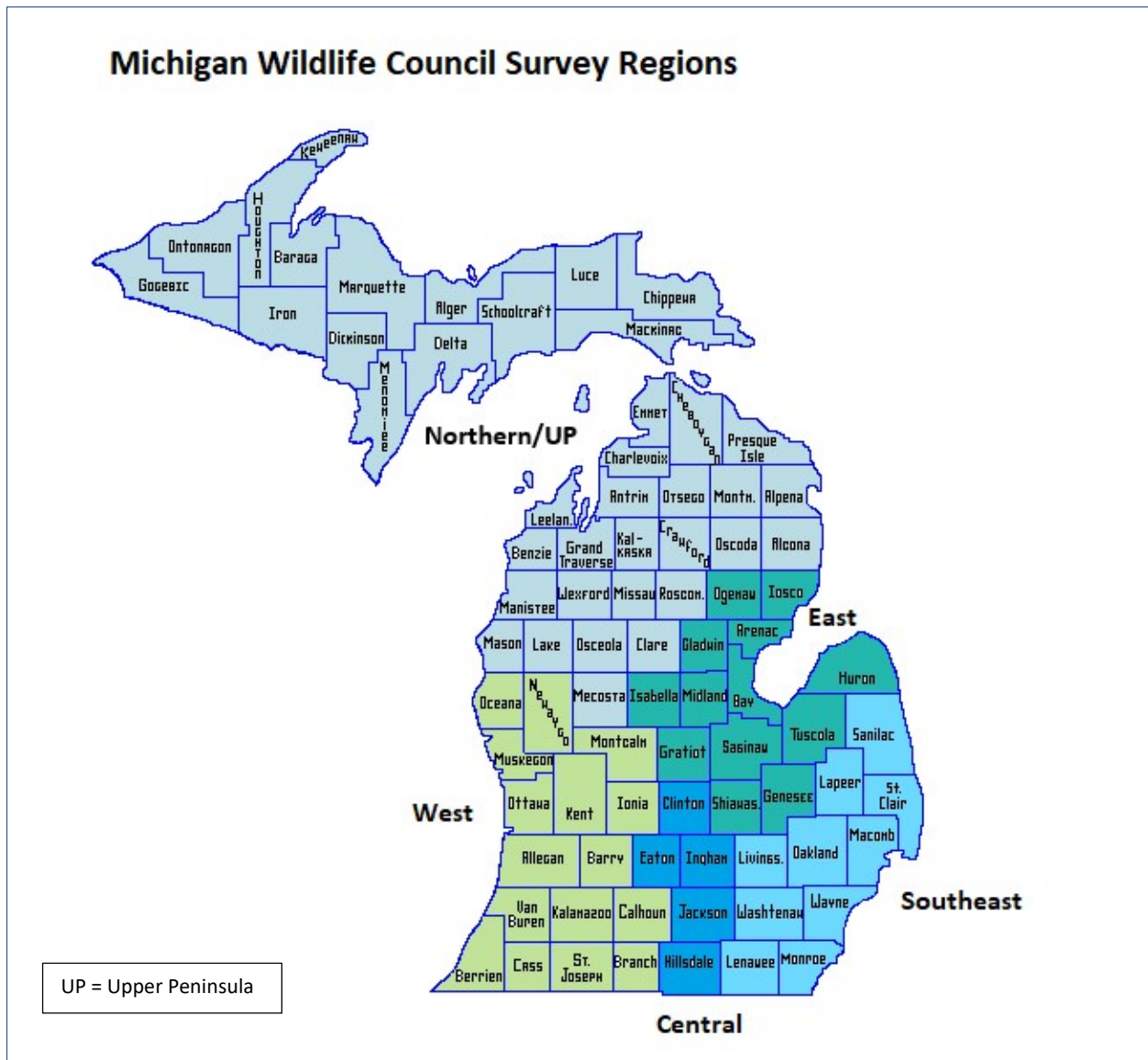
For both the online and telephone surveys, the survey instrument was programmed to automatically skip questions that did not apply and to substitute phrases in the survey based upon previous responses, as necessary, for the logic and flow of the surveys.

Responsive Management conducted pre-tests of both versions of the questionnaire to ensure proper wording, flow, and logic in the survey. Both the telephone and online versions produced data that could be exported directly into Responsive Management's data analyses programs.

SURVEY SAMPLE

For both survey modes, the statewide sample of Michigan's adult general population was provided by MSG, a firm that specializes in providing scientifically valid samples for survey research. Screener questions at the outset of both modes of the survey ensured that each respondent was at least 18 years old and a resident of Michigan.

The sample was stratified by five regions determined by the MWC, which are made up of specified counties as shown in the map that follows. For the telephone portion of the survey, a probability-based sampling process ensured that each resident in a region had an equal chance of being contacted by telephone. The sample was pulled proportional to the population in the five regions so that the statewide sample was fully representative of the adult Michigan population. The statewide results are reported both overall and regionally.



MULTIMODAL SURVEY ADMINISTRATION

As previously stated, this is the second year that a multimodal survey was administered, which entailed a scientific, probability-based survey by telephone and an online survey. The addition of an online survey component allowed for a larger sample size of Michigan residents and increased statistical confidence in the resulting data within each survey region.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the highest industry standards of the American Association for Public Opinion Research. Methods of instruction included lecture and role-playing. The Survey Center managers conducted conference call briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions

on the survey questionnaire. Additionally, Survey Center managers monitored the interviews in real time and provided feedback to the interviewers.

Telephone surveys were conducted Monday through Friday from 12:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted at the time of initial contact, or a callback time was set that was more convenient for the respondent.

Those with a cellular number who could not be reached after five attempts were sent a text message inviting them to take the survey. The text provided a link to the survey. Examples of the text and the landing page from the link are shown.

Text Invitations to Take the Survey

Greetings, John. I'm Adam w/ Responsive Management. Michigan Wildlife Council would like your feedback on wildlife and natural resources! Please consider taking this survey: [LINK](#)

Hey, Jay! I'm Adam with Responsive Management. Michigan Wildlife Council would like to hear from you about wildlife and natural resources! Please take this survey! [LINK](#)

Hi, Jackie!! Adam here for Responsive Management. Michigan Wildlife Council would like your opinions on wildlife and natural resources! Please consider participating in this survey: [LINK](#)

Landing Page With Survey Introduction

This scientific survey is being conducted on behalf of the Michigan Wildlife Council. The purpose of the survey is to better understand public interest in, knowledge of, and opinions on Michigan's wildlife and natural resources.

Thank you for your time and willingness to participate.

Please click "Next" below to begin the survey.

For the online portion of the survey, Responsive Management coded the survey in an online platform, and the online survey was administered by MSG (with the exception of the text-to-online invitation shown above).

For both the online and telephone versions of the survey, the questionnaire was programmed to branch in the survey based on previous responses to ensure the integrity and consistency of the data collection. The survey questionnaire also contained error checkers and computation statements to ensure quality and consistent data.

After the surveys were obtained, the Survey Center managers and statisticians checked each completed survey to ensure clarity and completeness and to filter out any invalid respondents. These include online surveys that were completed in an unrealistically brief timeframe, which suggests that respondents were clicking through responses without reading and evaluating the questions, or "straight-lining" of responses, which is when respondents select (for example) the

first or same response options throughout the survey. All completed surveys of questionable quality were removed prior to data analysis.

The survey was conducted in December 2024. Responsive Management obtained 1,214 completed questionnaires.

DATA ANALYSIS

The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. Results were weighted by age and gender within each region, then the results were weighted by the regional populations and the percentage of Black residents at the statewide level to match their proper proportions in the statewide analysis. Finally, results were weighted by the percentages of those who ever hunted or fished.

The data analyses also include an examination of trends, comparing the results of this survey to the previous multimodal survey conducted in 2024. The other surveys in previous years were not multimodal and so were not included in the trends comparison.

SAMPLING ERROR

Throughout this report, findings of the statewide survey are reported at a 95% confidence interval. For the entire sample of adult Michigan residents, the sampling error is at most plus or minus 2.81 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 2.81 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,214 and a population size of 7,787,387 adult Michigan residents.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25) - .25}{N_s}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

PRESENTATION OF RESULTS

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Single response questions: Some questions allow only a single response.
- Multiple response questions: Other questions allow respondents to give more than one response or choose all that apply. Questions that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Open-ended questions are those in which no answer set is presented to the respondents; rather, they respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Scaled questions: Some closed-ended questions (but not all) are in a scale, such as those that range from strongly approve to strongly disapprove.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly approve” and “moderately approve” are summed to determine the total percentage of approval).

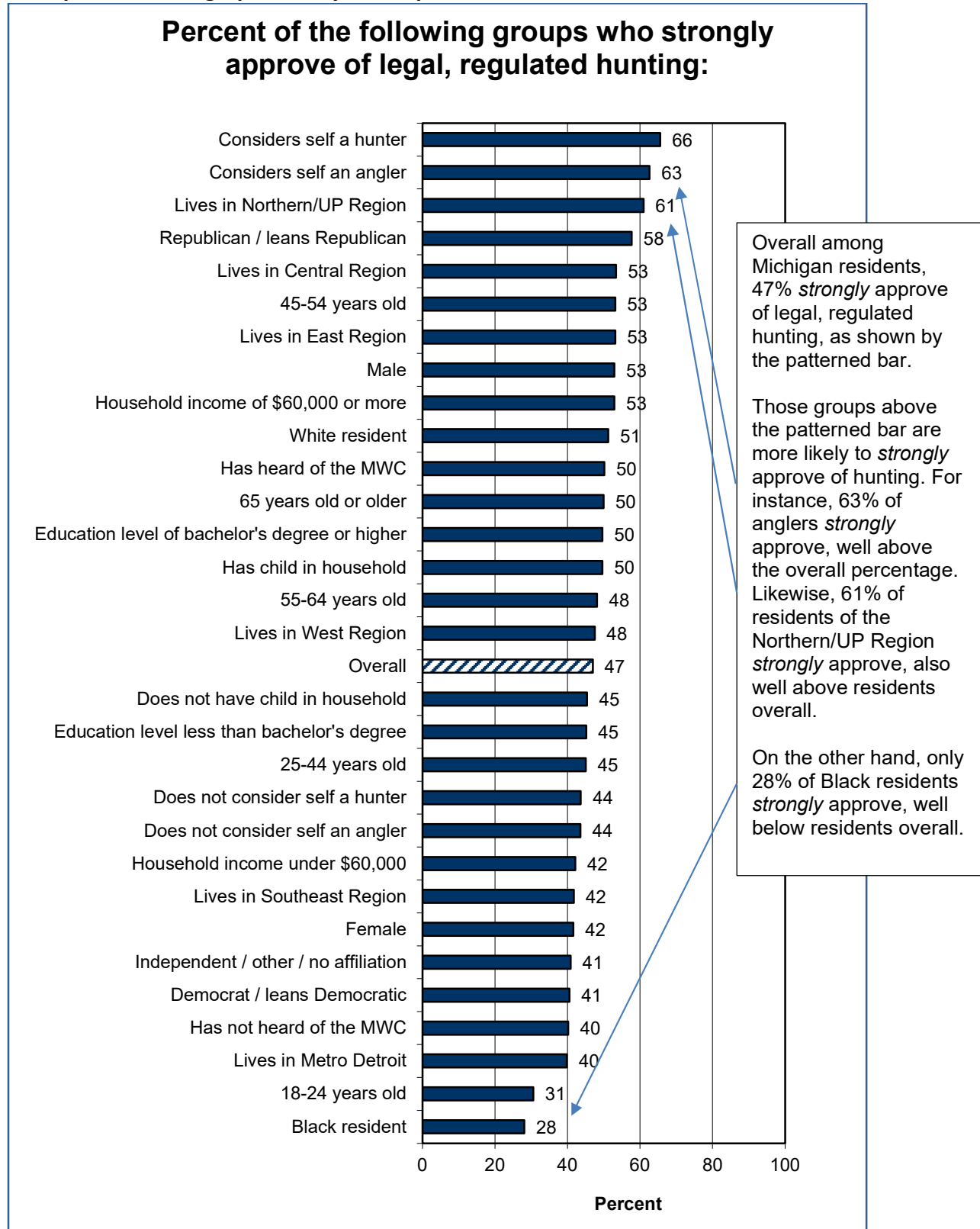
For this project, the analysts produced special graphs that have many demographic and participatory characteristics on a single graph, as shown in the example on the following page. These demographic analyses graphs show how various groups responded to a given question. The example shows the percentage of Michigan residents who *strongly* approve of legal, regulated hunting (although used as an example, it shows actual data from this survey).

Overall, 47% of residents *strongly* approve of legal, regulated hunting, as shown by the patterned bar. Those groups above the patterned bar have a higher rate of *strong* approval than residents overall. For instance, the demographic analyses graph shows that 63% of anglers *strongly* approve of hunting, substantially above the overall rate. (This means that 37% of anglers do not *strongly* approve.) On the other hand, those groups below the overall bar are less likely to *strongly* approve of hunting. For example, only 28% of Black residents *strongly* approve of hunting, the lowest rate among the groups included in the demographic analyses.

When one group is above the overall bar, its counterpart or one of its counterparts typically will be below the overall bar. For instance, males in the example are above the overall bar, and females are below the overall bar.

Finally, if a group is close to the overall bar (for instance, those who do not have children in the household), then the group should not be considered markedly different from residents overall. A rule of thumb is that the difference should be 5 percentage points or more for the difference to be noteworthy.

Example of a Demographic Analyses Graph



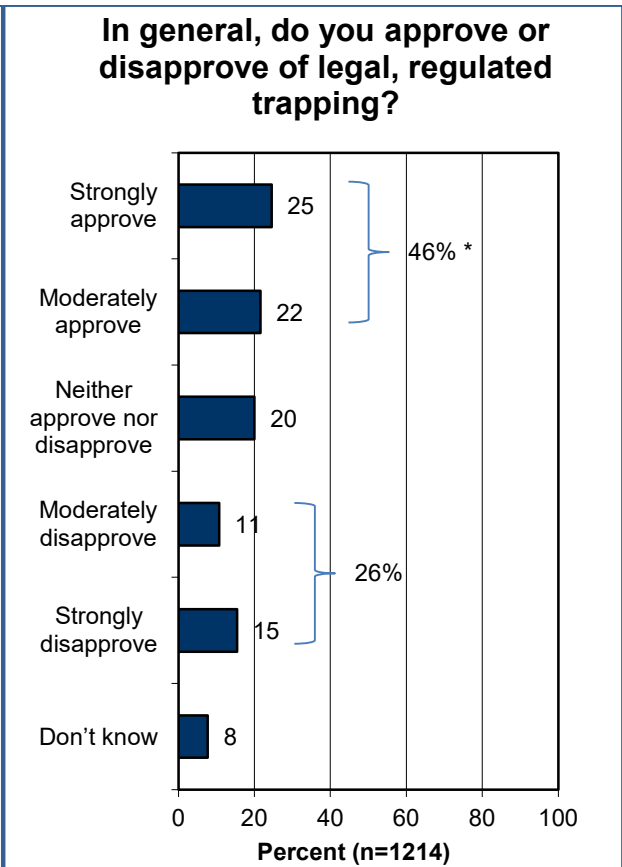
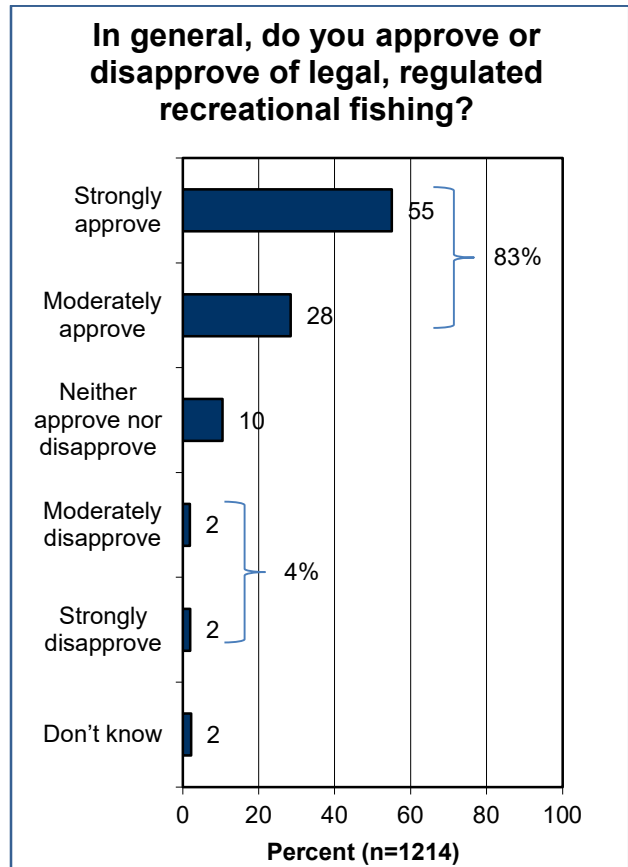
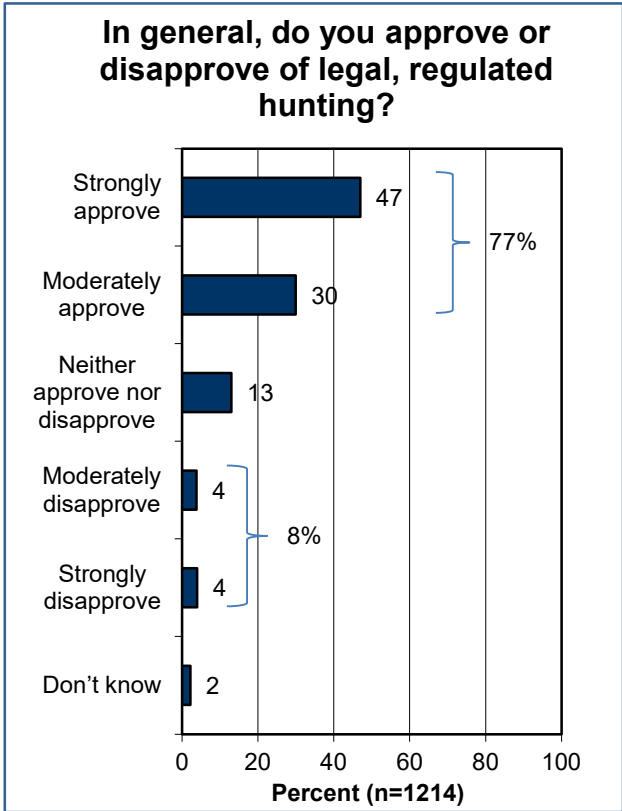
The tabulation below shows the characteristics that were included in these demographic analyses graphs.

Variable	Characteristic
Gender	Male
	Female
Age	18-24 years old
	25-44 years old
	45-54 years old
	55-64 years old
	65 years old or older
Region of Residence (a thumbnail map is included on each of these graphs showing the regions; Metro Detroit is incorporated into the Southeast Region)	Lives in Northern/UP Region (UP = Upper Peninsula)
	Lives in West Region
	Lives in Central Region
	Lives in East Region
	Lives in Southeast Region
	Lives in Metro Detroit (not included on map; it comprises Macomb, Oakland, and Wayne Counties)
Hunters	Considers self a hunter
	Does not consider self a hunter
Anglers	Considers self an angler
	Does not consider self an angler
Race/ethnicity	White resident
	Black resident
Income	Household income under \$60,000
	Household income of \$60,000 or more
Education	Education level less than bachelor's degree
	Education level of bachelor's degree or higher
Children in household	Has child in household
	Does not have child in household
Political affiliation	Republican / leans Republican
	Democrat / leans Democratic
	Independent / other / no affiliation
Awareness of the MWC	Has heard of the MWC
	Has not heard of the MWC

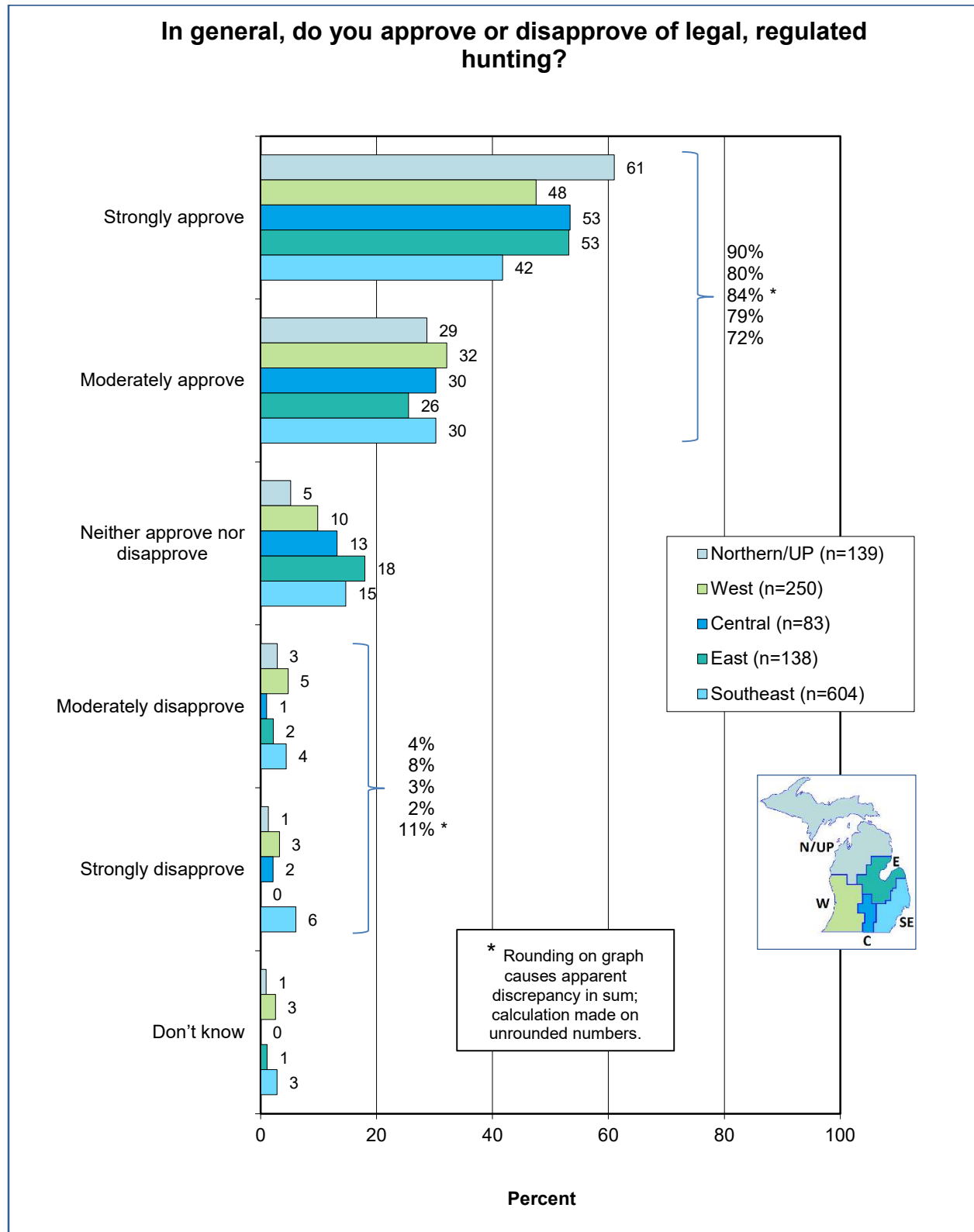
ATTITUDES TOWARD HUNTING, FISHING, AND TRAPPING

Three quarters of Michigan residents (77%) approve of legal, regulated hunting, and a higher percentage (83%) approve of legal, regulated recreational fishing. Trapping, on the other hand, has less than half approving: 46% approve of legal, regulated trapping.

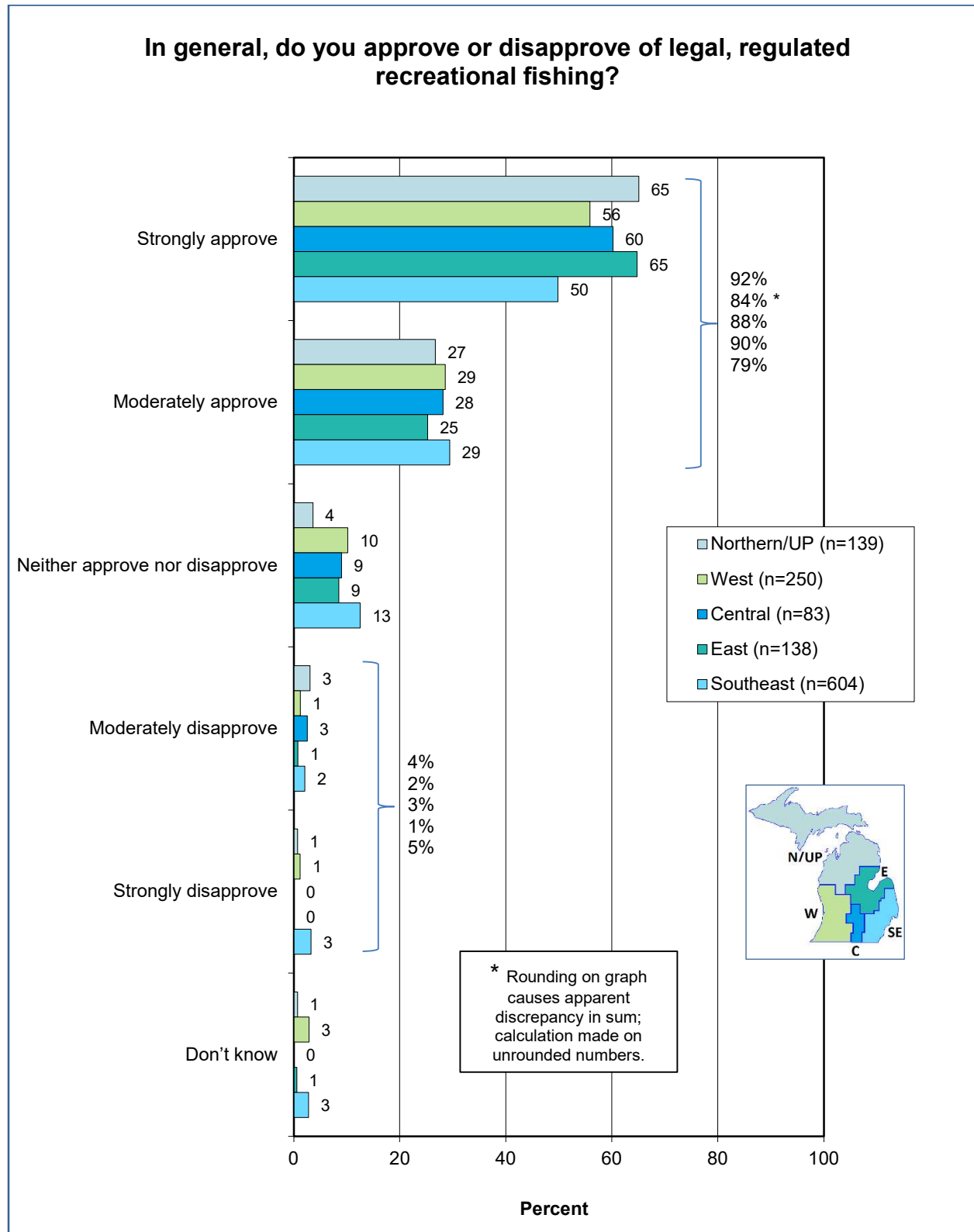
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.



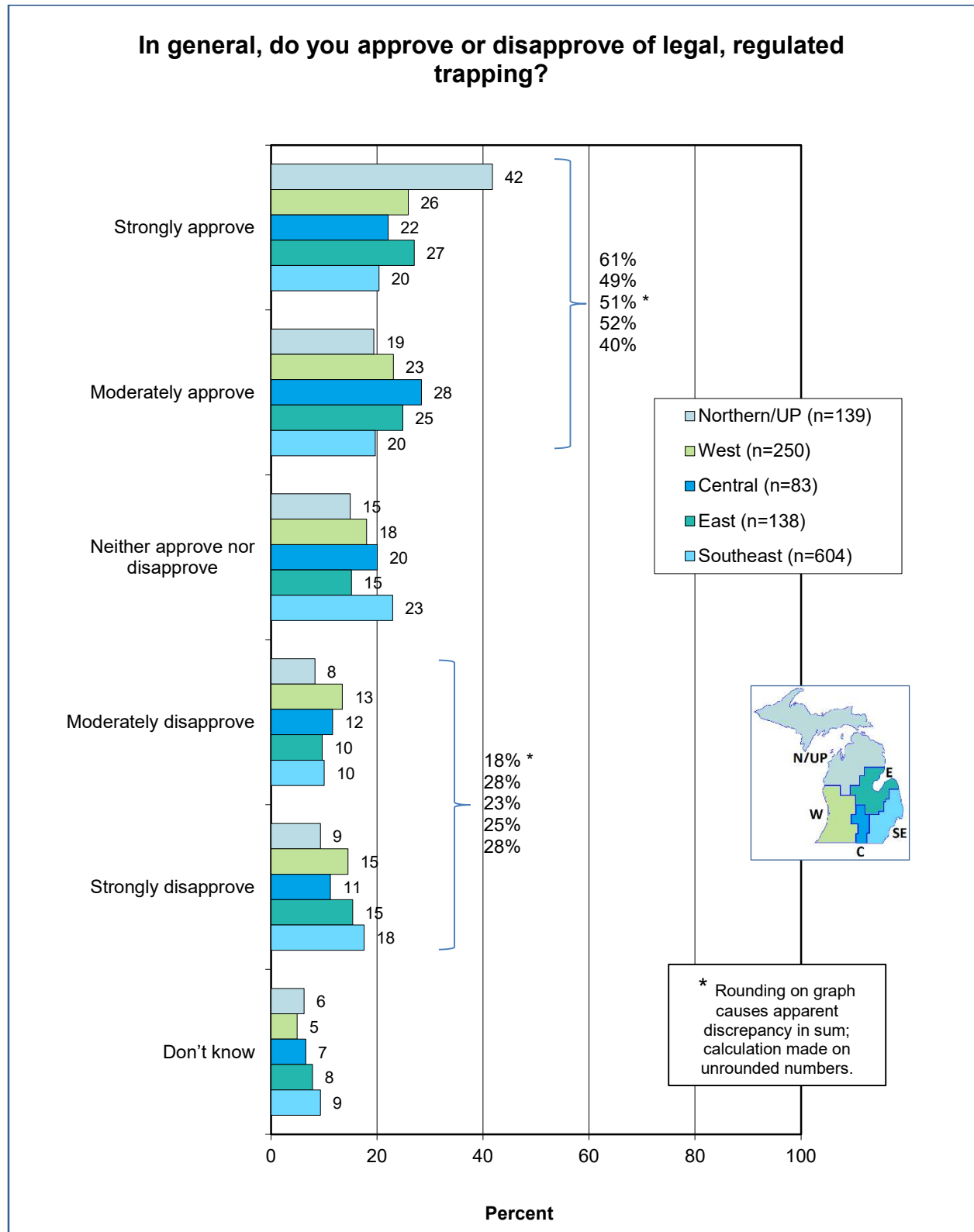
Approval of hunting is markedly higher in the Northern/UP Region. Approval is lowest in the Southeast Region.



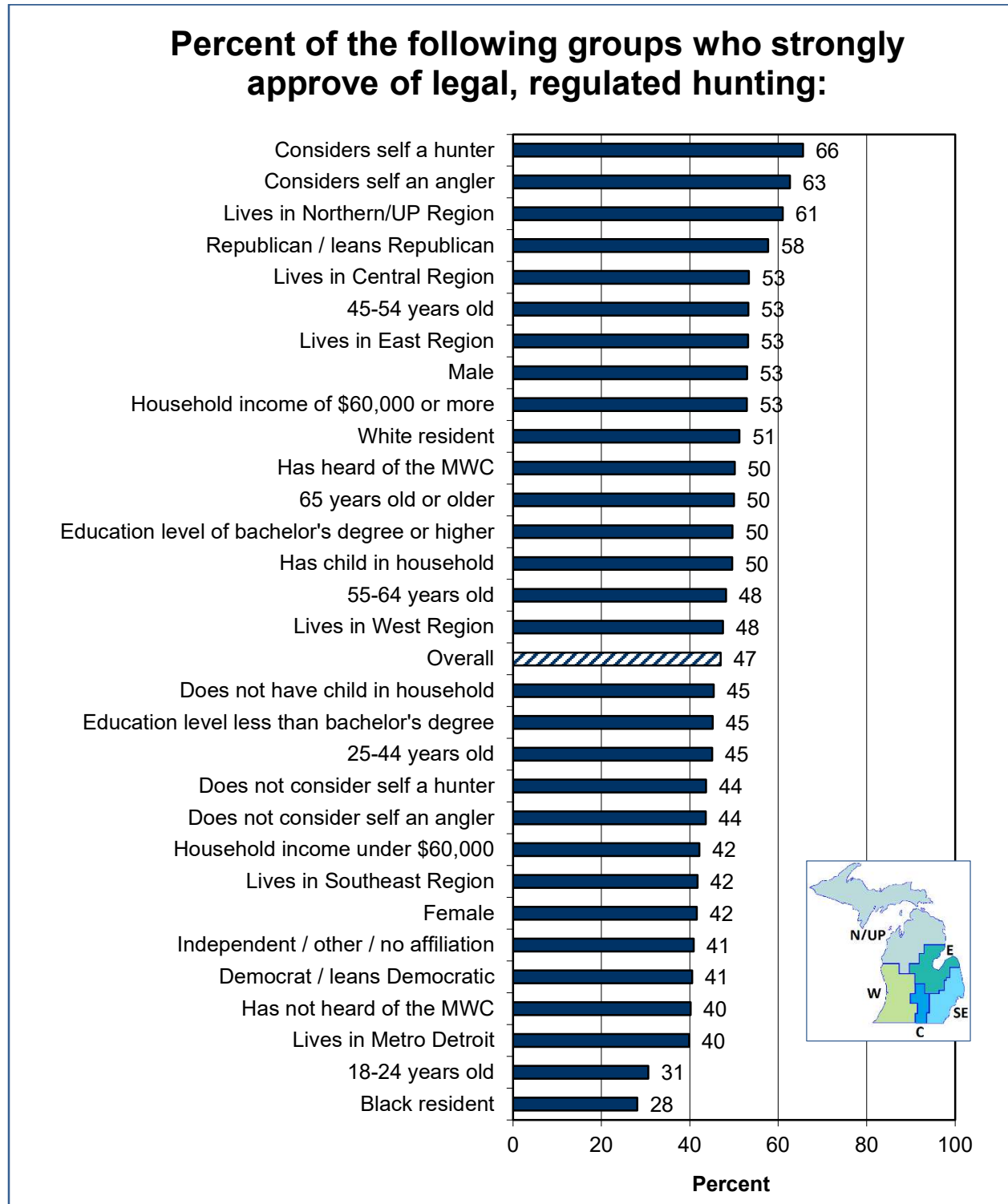
Approval of fishing is markedly higher in the Northern/UP Region and the East Region. Meanwhile, approval is lowest in the Southeast Region.



A strong majority of residents in the Northern/UP Region approve of trapping—the highest rate of approval. On the other hand, the Southeast Region has the lowest approval.

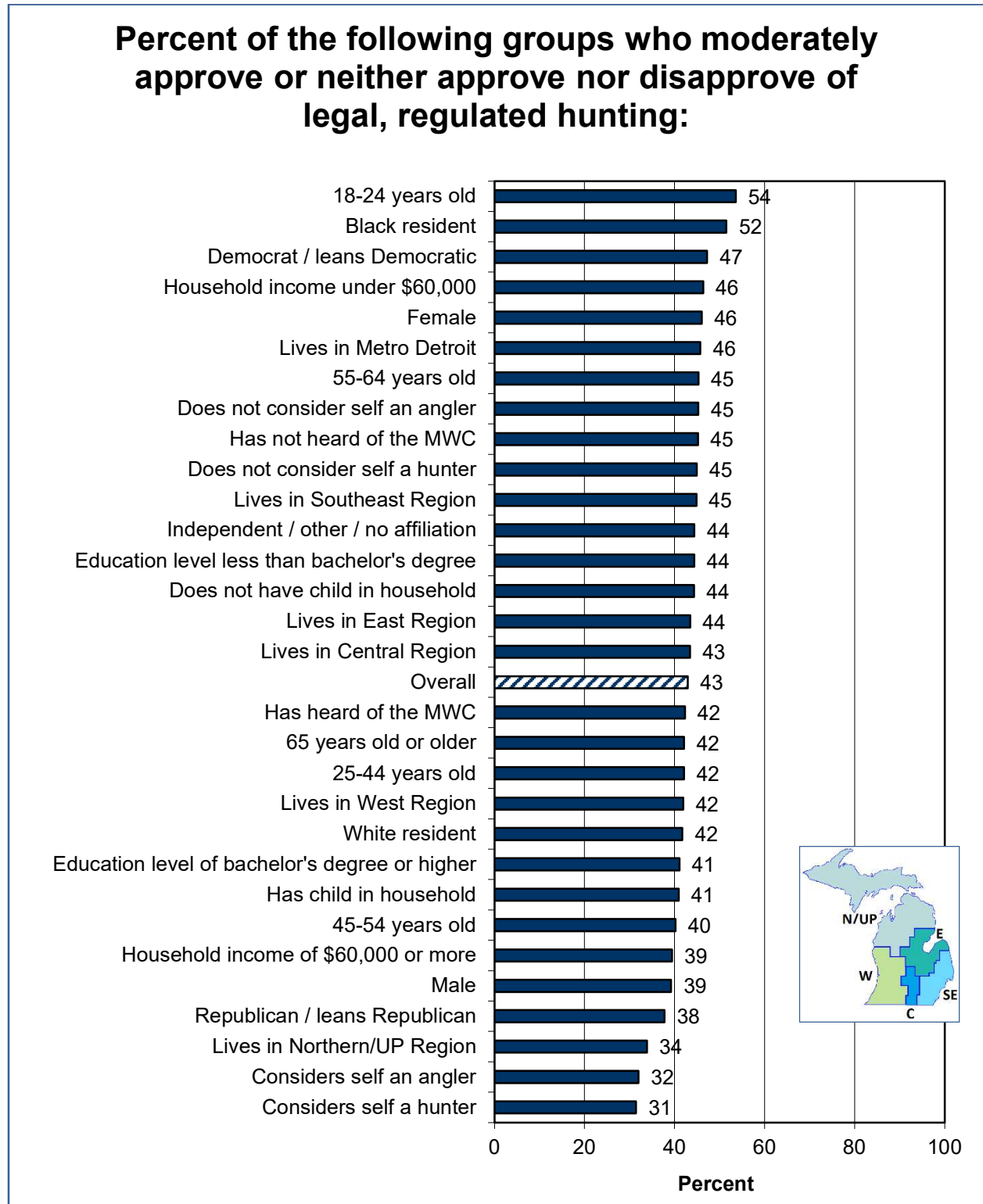


In addition to hunters, *strong* approval of hunting is particularly high among anglers and those living in the Northern/UP Region. Also with relatively high *strong* approval, compared to Michigan residents overall, are Republicans/those leaning Republican. (Note that this graph was used in the explanation of how to read these types of graphs.)



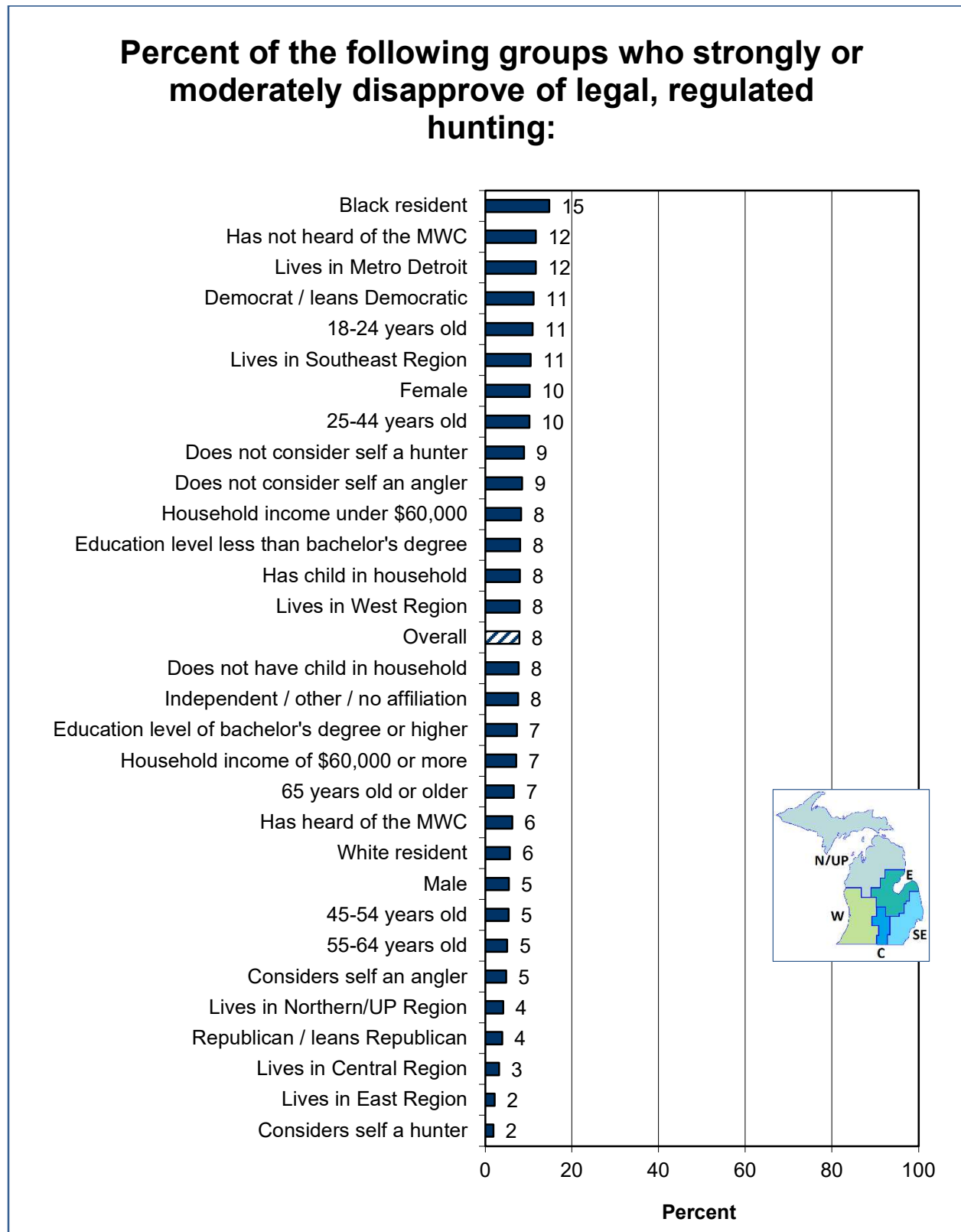
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

In that middle ground regarding approval of hunting are those who responded with either *moderately* approve or *neither*. This group is considered to be a prime target market for efforts to encourage more robust approval of hunting. Topping this list are young residents and Black residents.



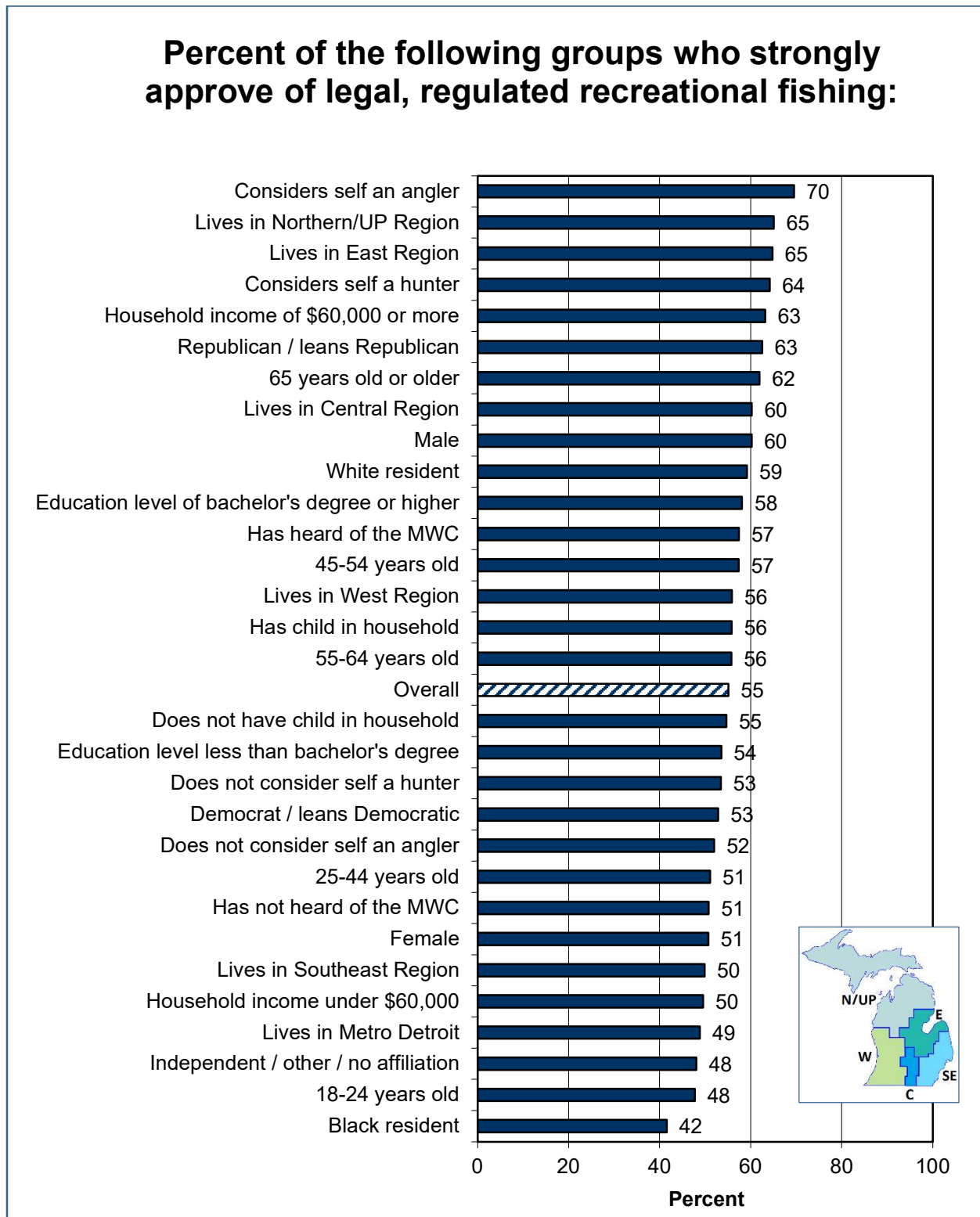
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Disapproval of hunting is markedly higher among Black residents compared to residents overall.



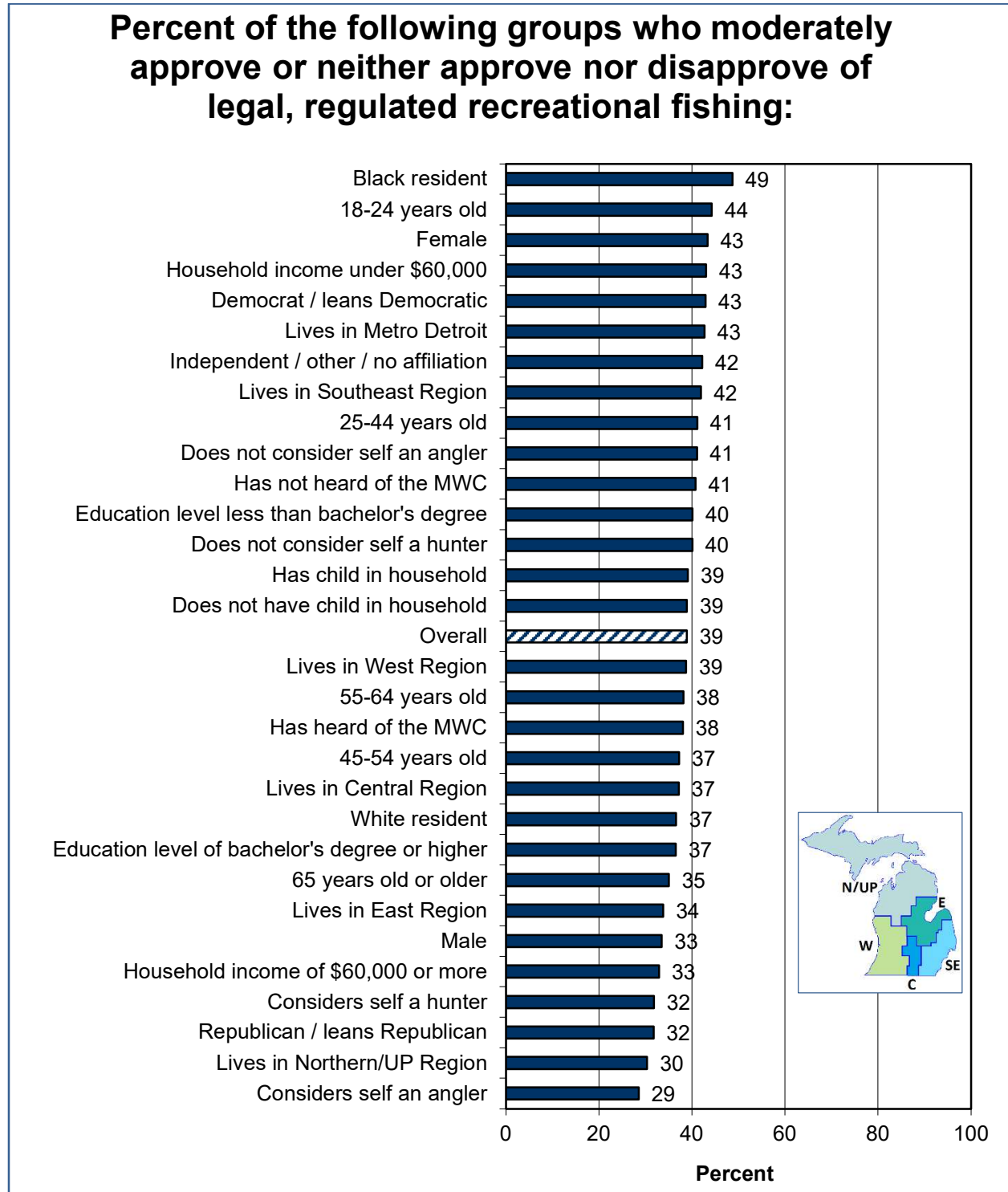
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Strong approval of legal, recreational fishing is highest among (in addition to anglers) residents of the Northern/UP and East Regions, hunters, those in the higher income category, Republicans/those leaning Republican, and those 65 years old and older.



See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

As was done regarding hunting, the demographic analyses for approval of fishing looked at the group in the middle of approval: they *moderately* approved or neither approved nor disapproved. Black residents and young residents are at the top of this middle-of-approval group. (Note: not enough residents disapproved of fishing for the demographic analyses to be run on them.)

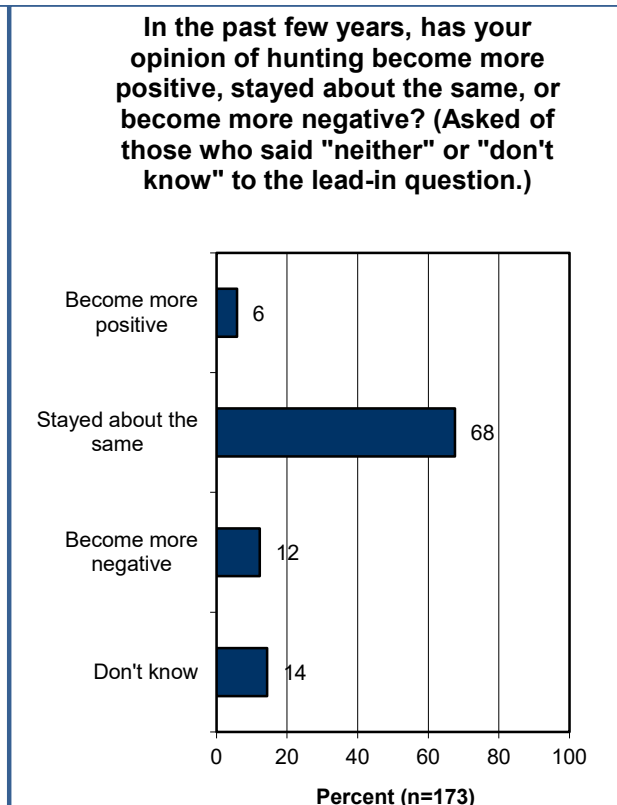
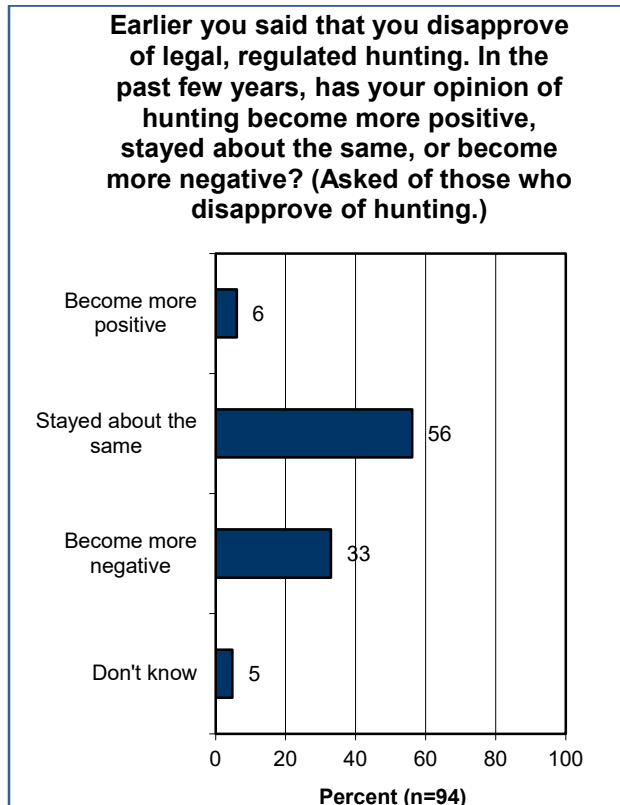
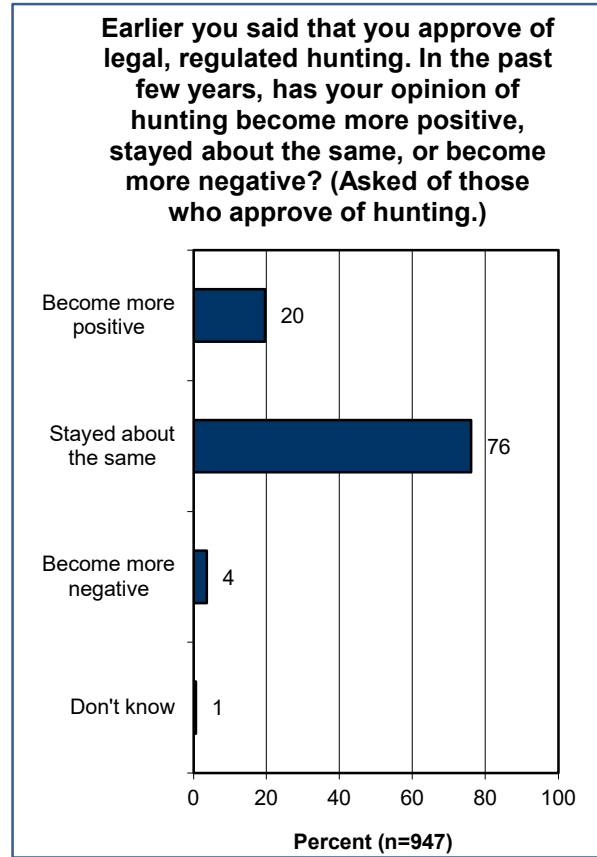


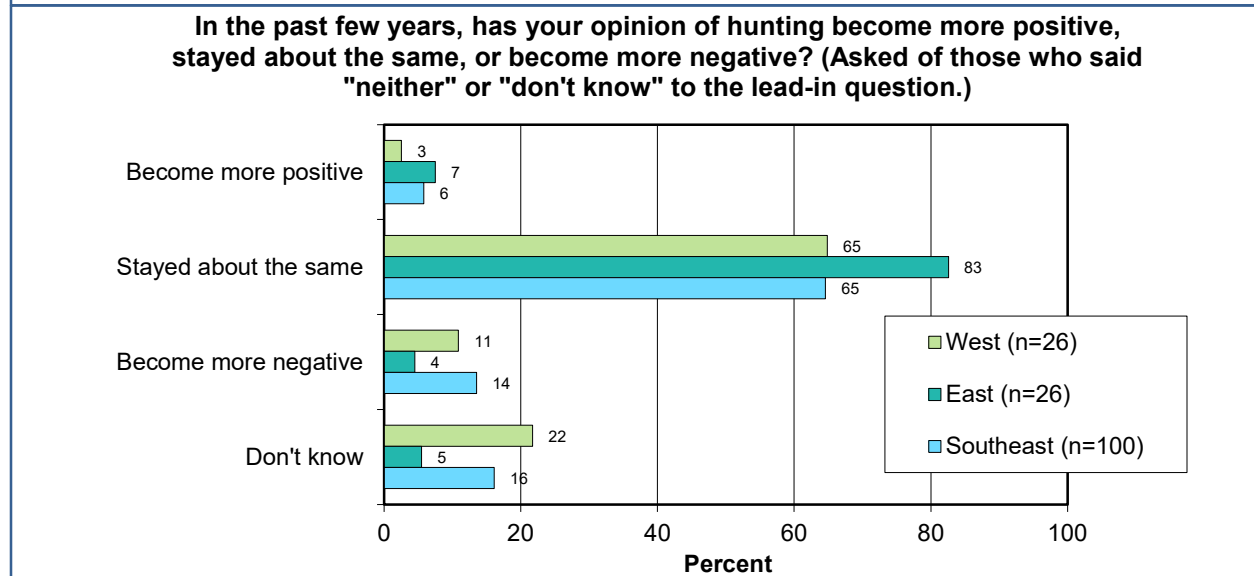
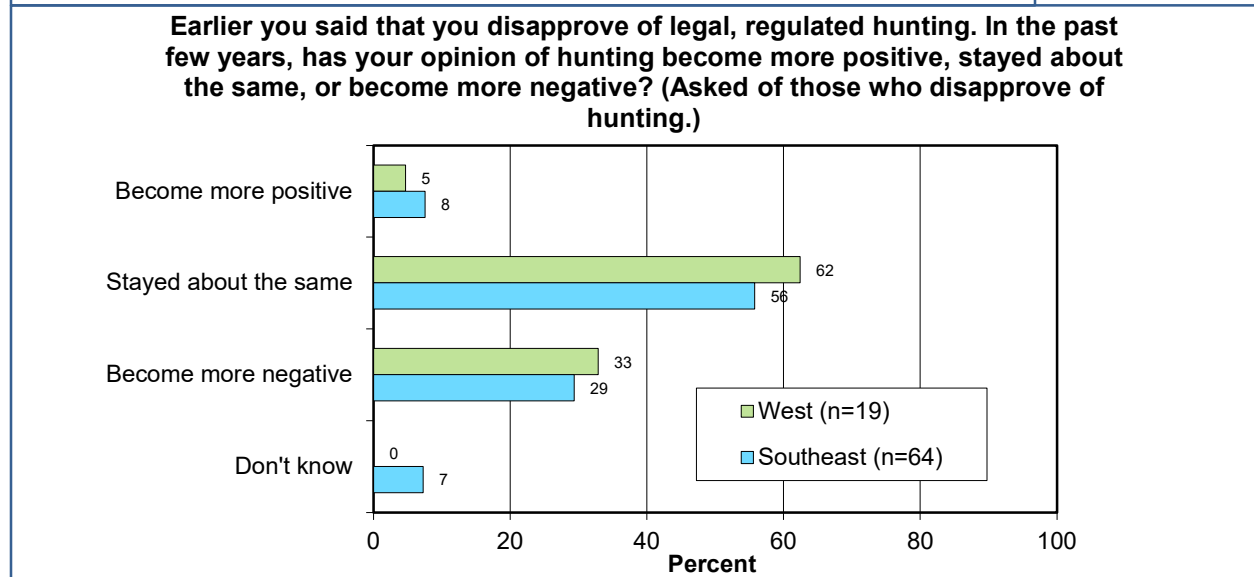
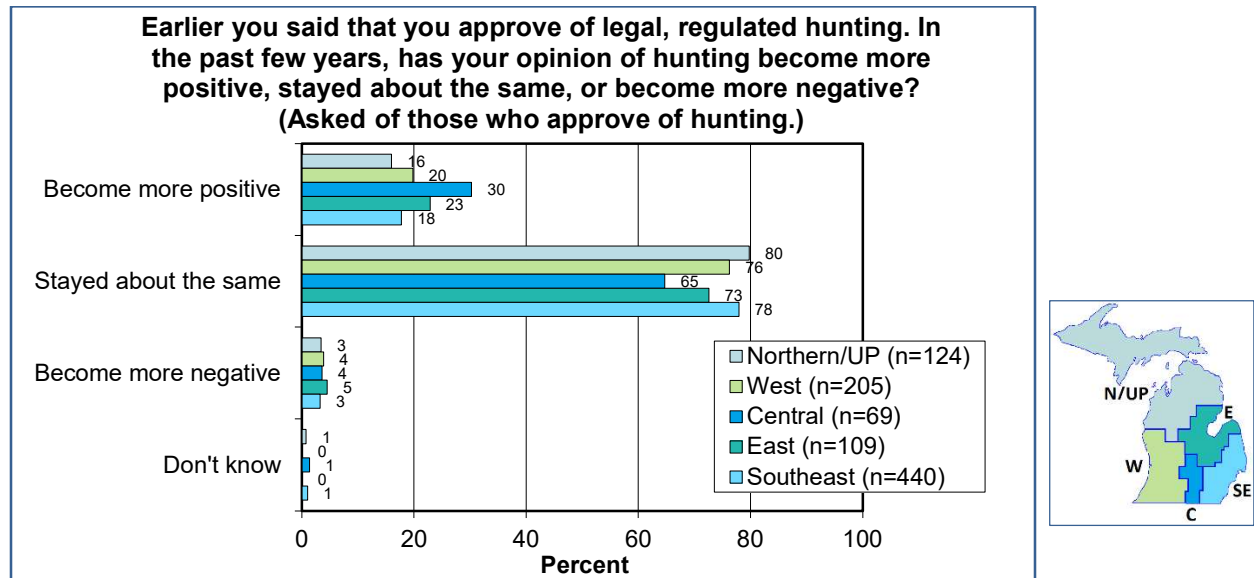
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The survey then asked about *changes* in approval of hunting, asking if opinions had become more positive, stayed the same, or become more negative. Furthermore, the sample was divided into those who approved, those who disapproved, and those who had responded with *neither* or *don't know* on the lead-in question.

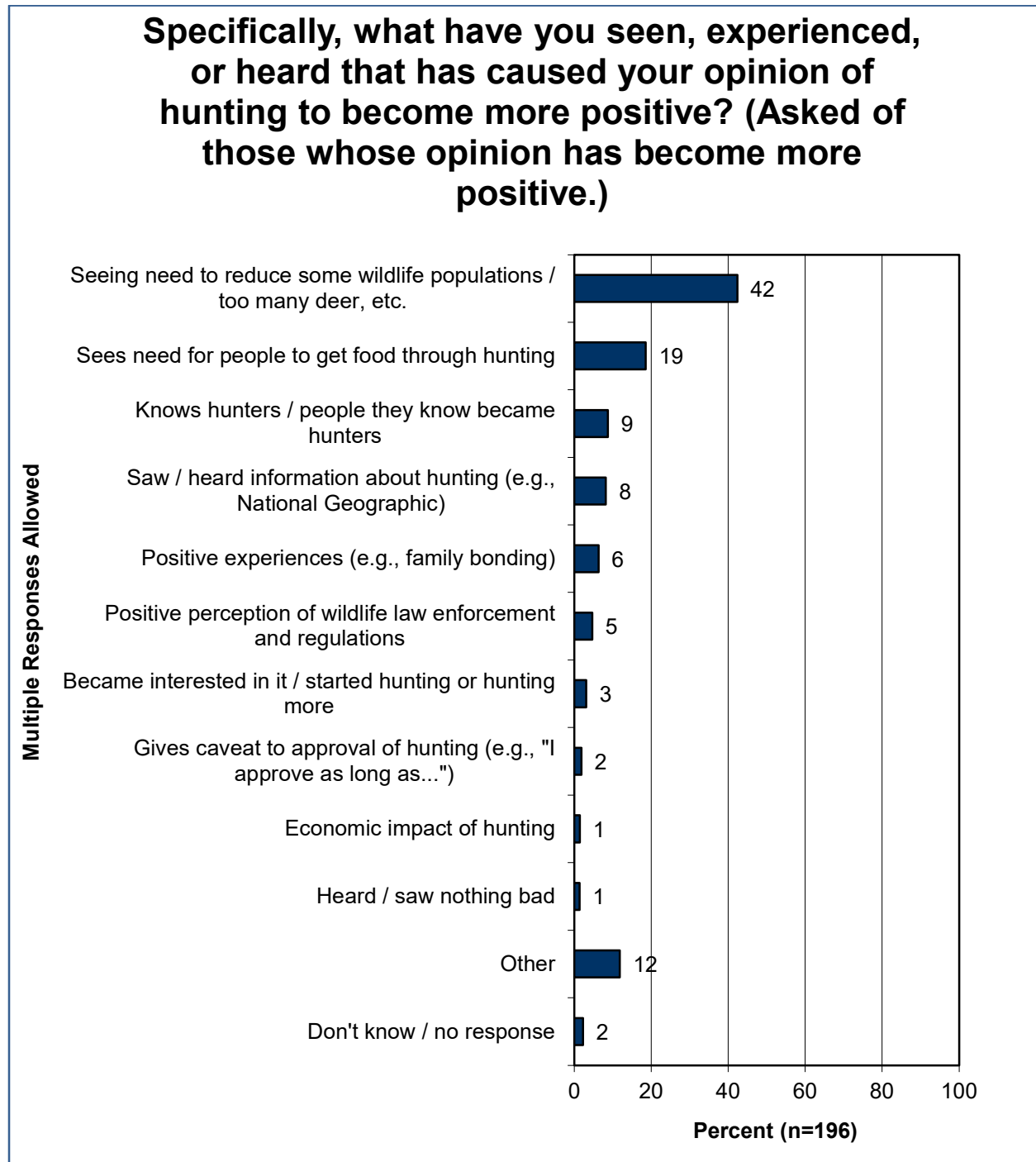
On all three questions, most people's opinions are remaining about the same. Otherwise, among those who were approving to start, a greater percentage are becoming more positive than becoming more negative, while the opposite is going on among those who were disapproving to start—they have a greater percentage becoming more negative than becoming more positive.

Regional graphs appear on the next page. Some of the regions had samples sizes that were too small to be shown.



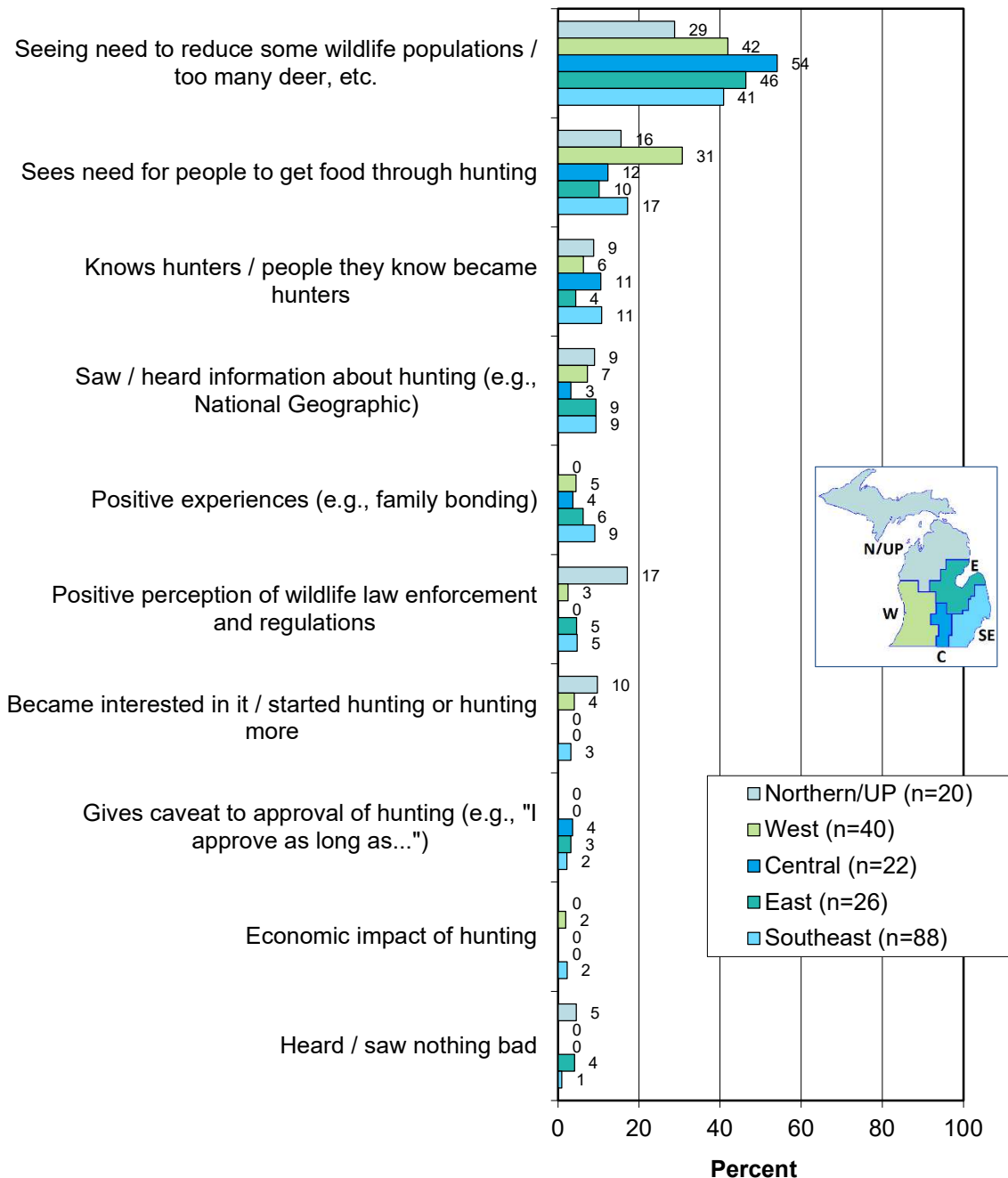


In follow-up to the previous questions, the survey asked residents, in an open-ended manner, to indicate what they had seen or heard that made them more positive or more negative. Those who had become more positive most commonly indicated that they saw the need for certain wildlife populations (primarily deer) to be reduced, which made them more positive about hunting. Secondly, they perceive that hunting provides food, which made them more positive. The regional graph follows on the next page.

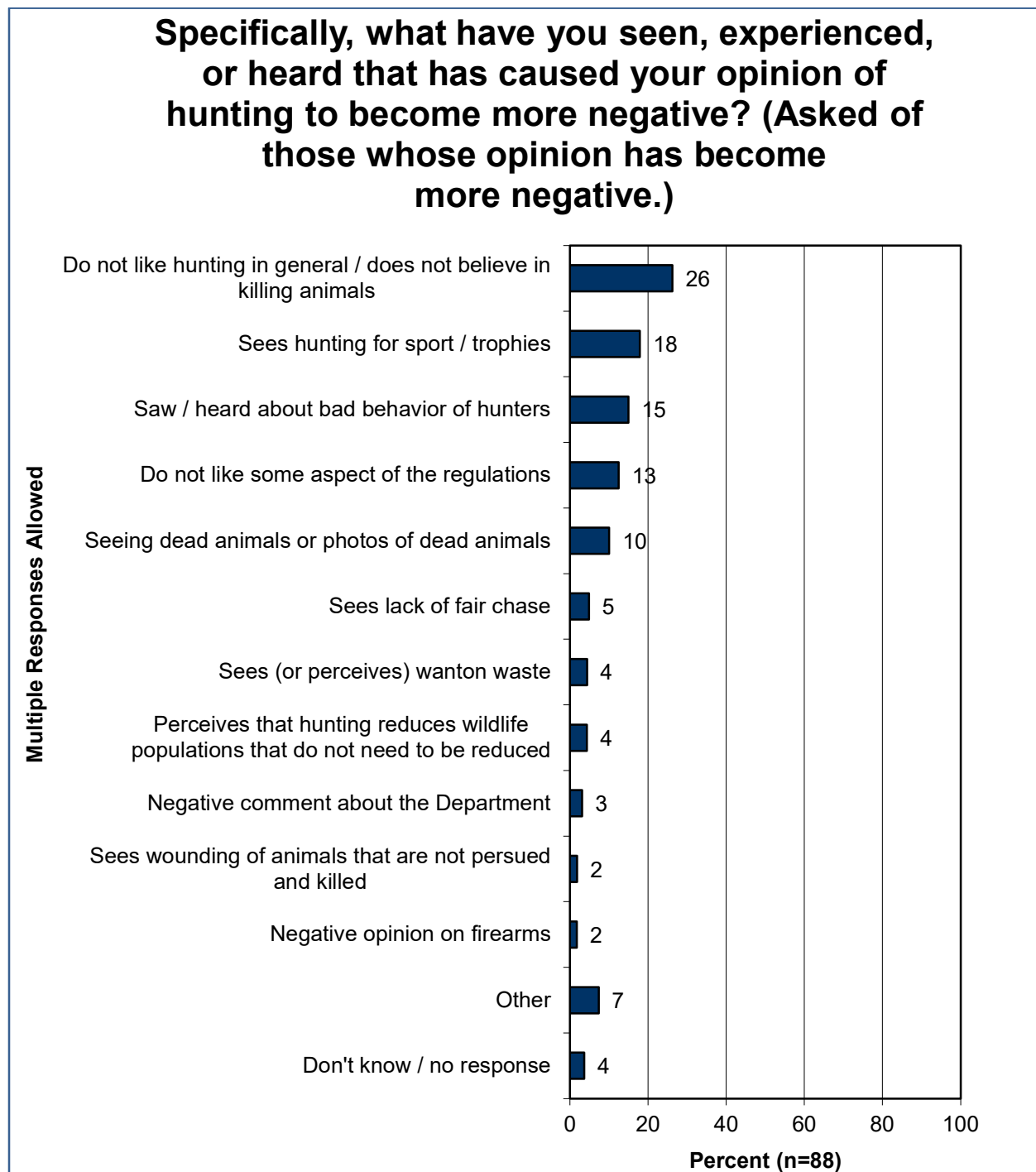


Specifically, what have you seen, experienced, or heard that has caused your opinion of hunting to become more positive? (Asked of those whose opinion has become more positive.)

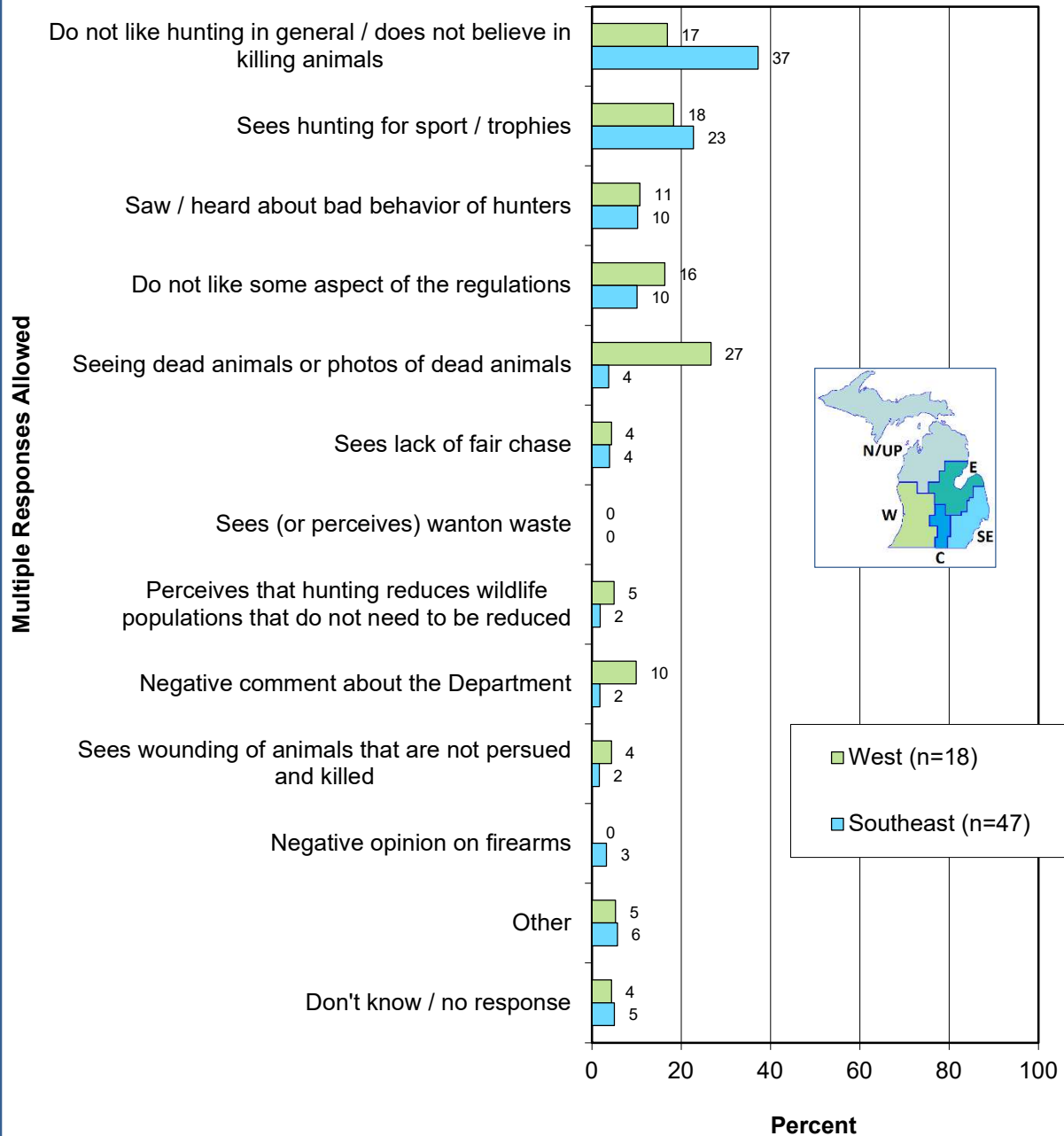
Multiple Responses Allowed



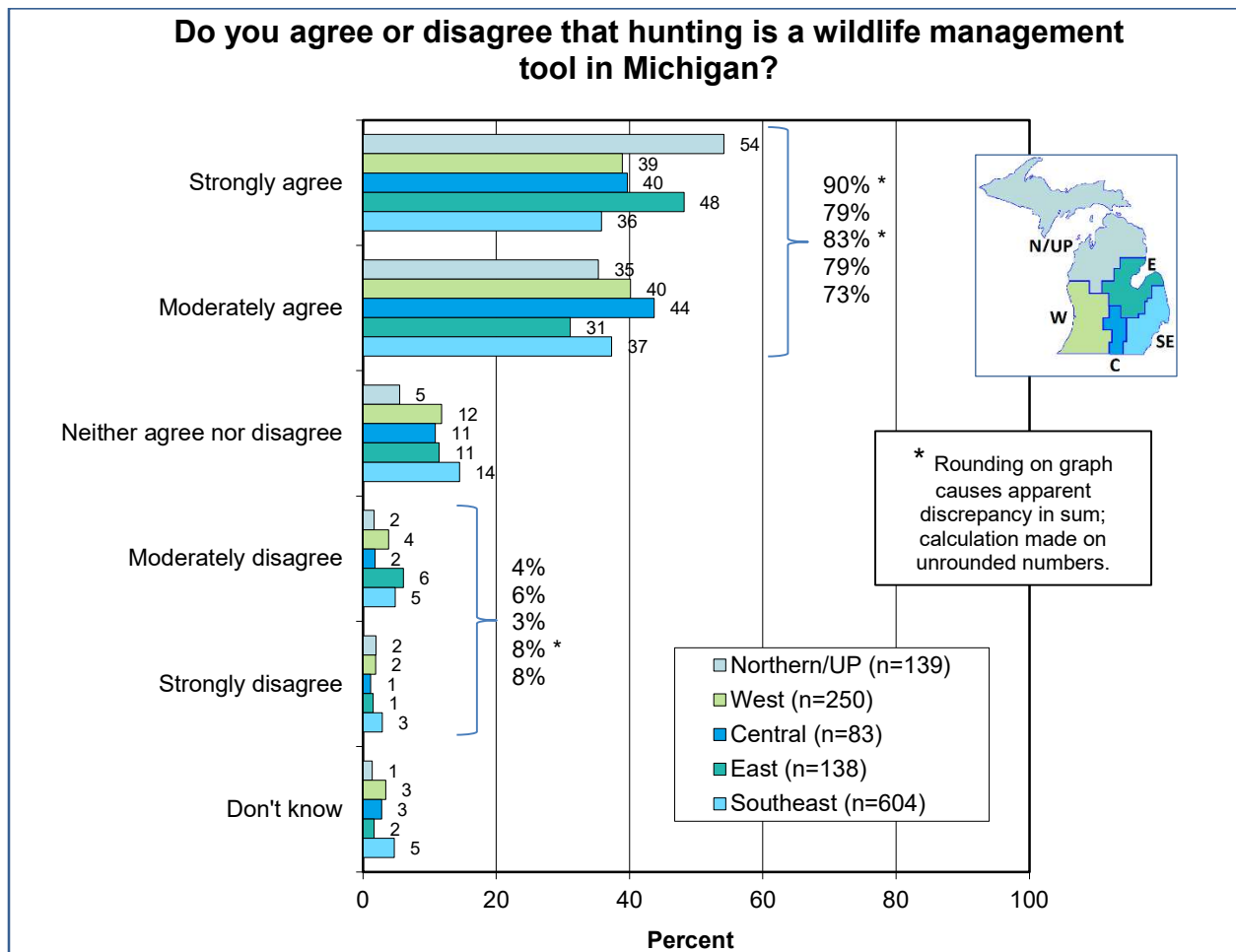
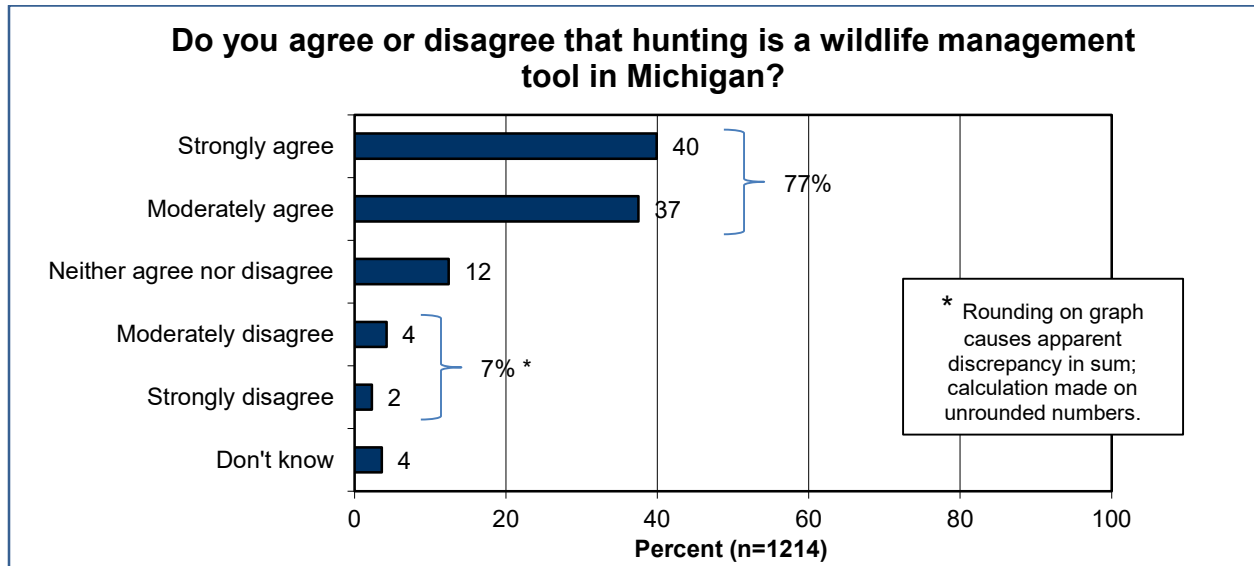
Similarly, a follow-up open-ended question asked why residents had become more negative about hunting. Most commonly, they indicated that they simply do not like the killing of animals. Right below that response category was specifically not liking hunting for a trophy or for recreation/fun—in short, only supporting hunting that they feel is necessary, such as for food. Third in the ranking of response categories is the poor behavior of some hunters. The regional graph follows on the next page; because so few received the question, some regions did not have a large enough sample to be shown.



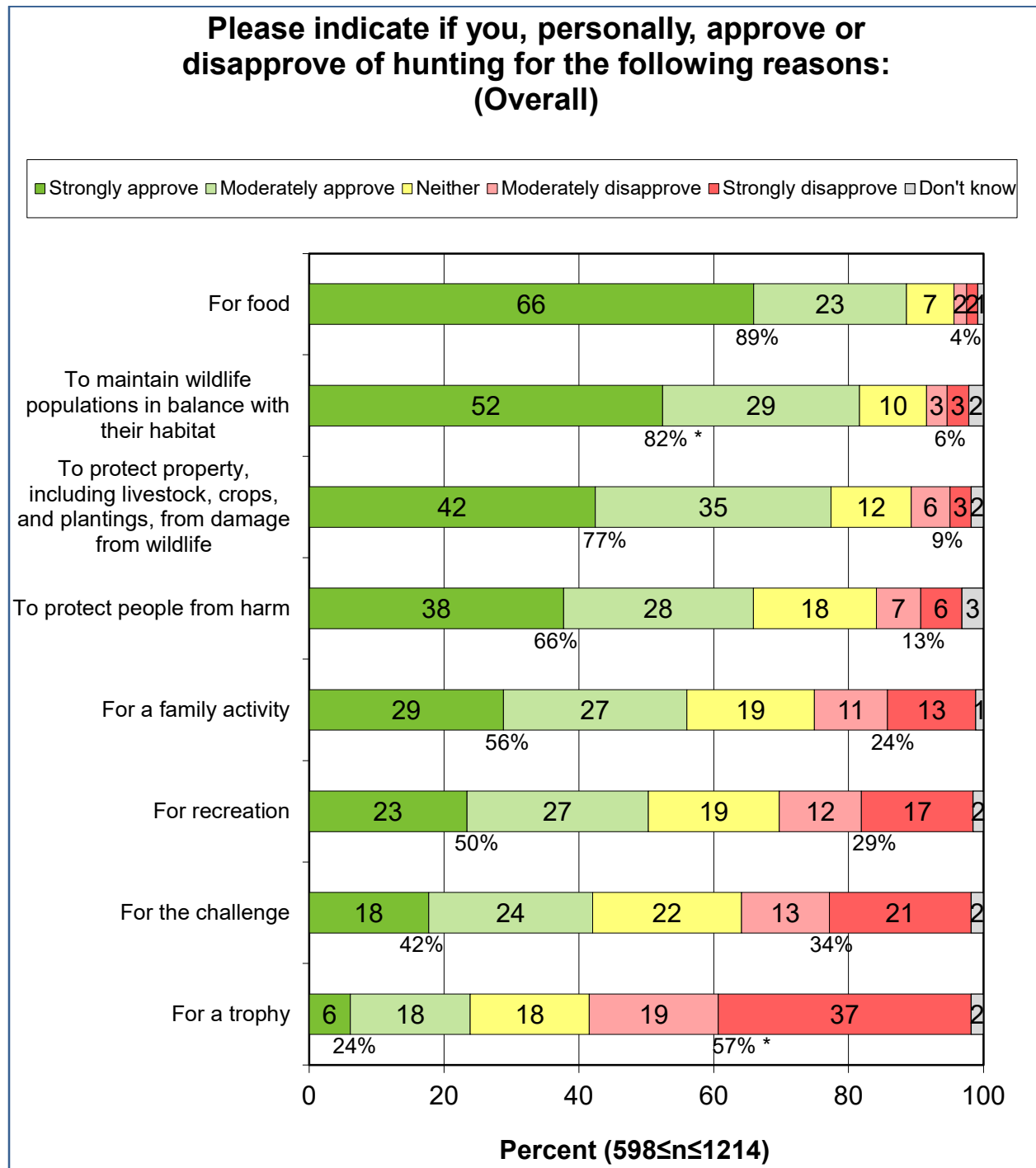
Specifically, what have you seen, experienced, or heard that has caused your opinion of hunting to become more negative? (Asked of those whose opinion has become more negative.)



The percentage who agree (77%) is more than 10 times the percentage who disagree (7%) that hunting is a wildlife management tool in Michigan. Agreement is highest in the Northern/UP Region and lowest in the Southeast Region.

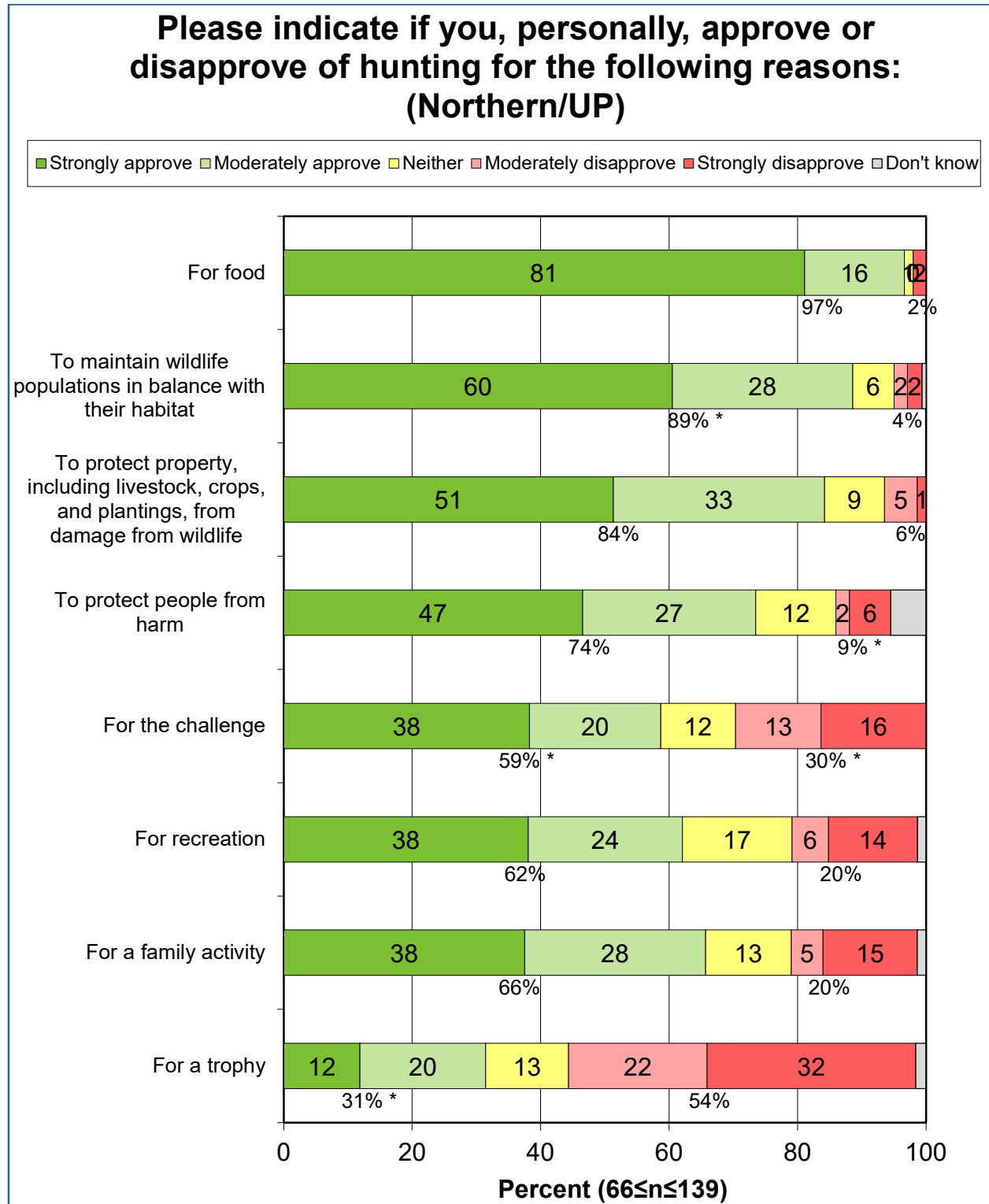


The survey explored eight possible reasons for hunting, asking Michigan residents if they approved or disapproved of each. Hunting for food has the highest approval. Also with high approval is the ecological reason of hunting to maintain wildlife populations in balance with their habitat. These two reasons have a majority *strongly* approving. At the bottom, hunting for a trophy has the lowest approval and the highest disapproval. (These graphs use a stoplight motif with green indicating approval and red indicating disapproval. The sums of *strongly* and *moderately* are shown below each bar, calculated on unrounded numbers.)



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

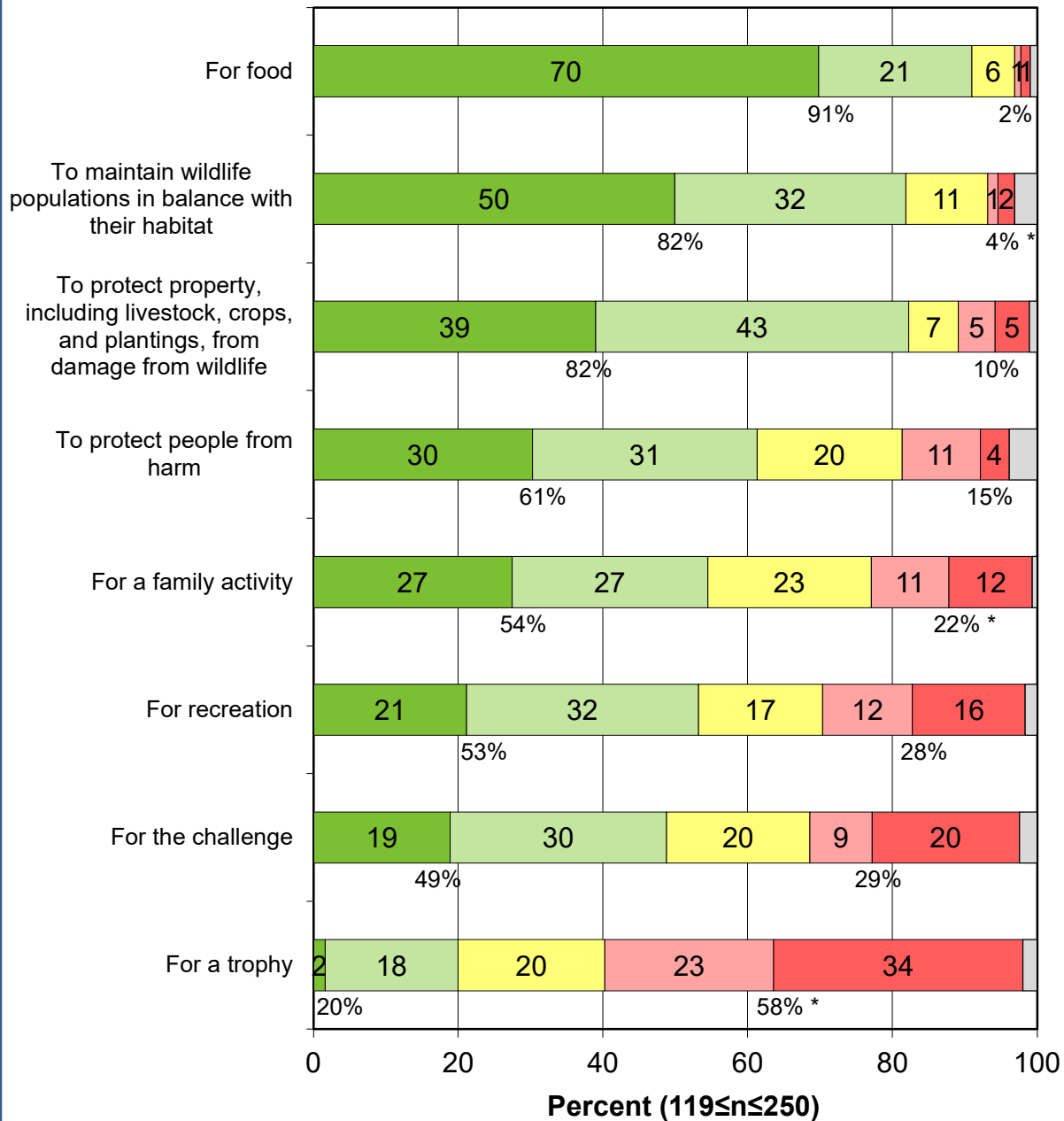
Regional graphs are presented on the following pages. In every region, hunting for food and hunting to maintain wildlife in balance with their habitat were the reasons with the highest approval. In general, approval for the various reasons is highest in the Northern/UP Region. (The *don't know* values are not shown for better legibility.)



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Please indicate if you, personally, approve or disapprove of hunting for the following reasons: (West)

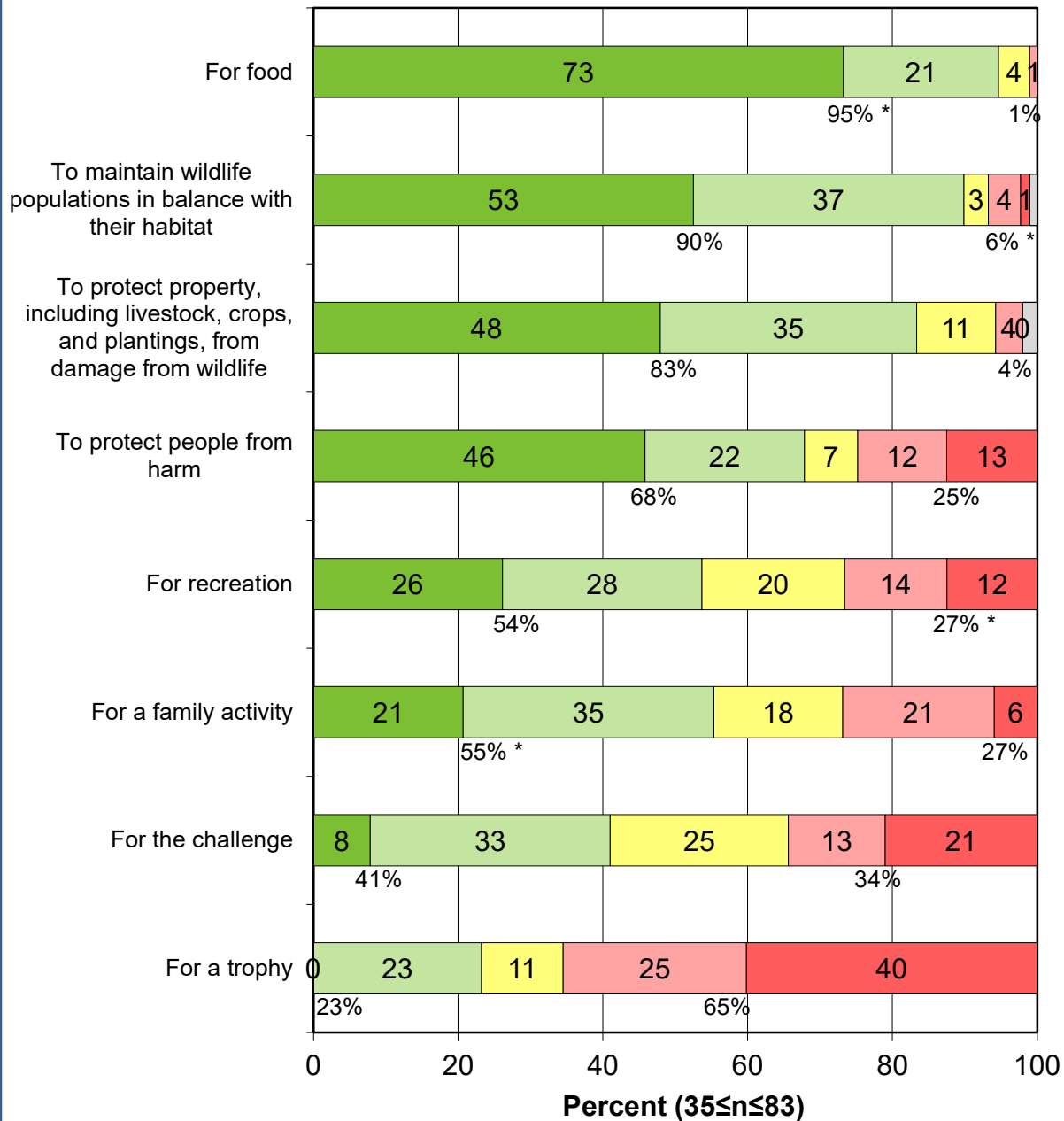
■ Strongly approve
 ■ Moderately approve
 ■ Neither
 ■ Moderately disapprove
 ■ Strongly disapprove
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Please indicate if you, personally, approve or disapprove of hunting for the following reasons: (Central)

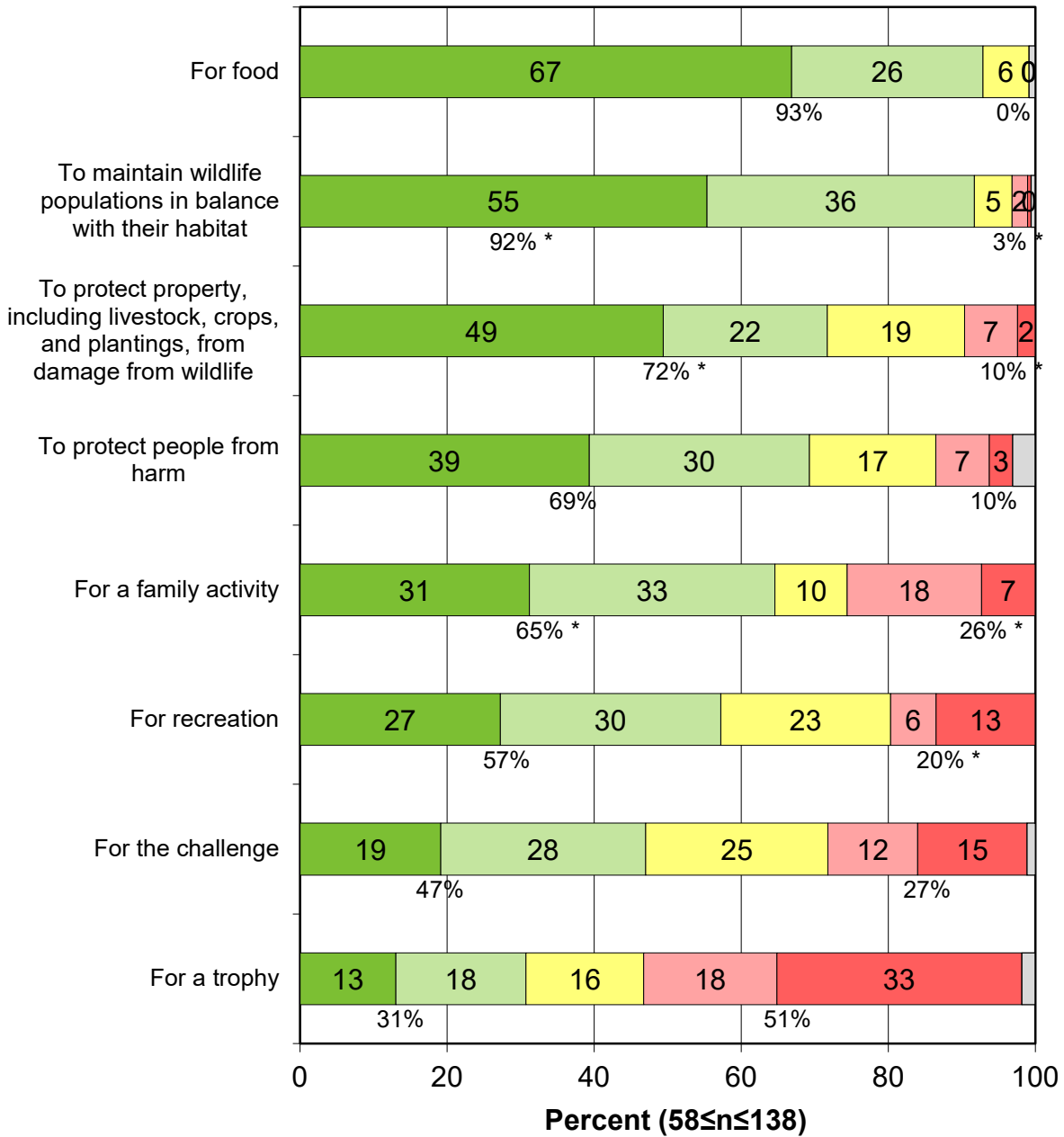
■ Strongly approve
 ■ Moderately approve
 ■ Neither
 ■ Moderately disapprove
 ■ Strongly disapprove
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Please indicate if you, personally, approve or disapprove of hunting for the following reasons: (East)

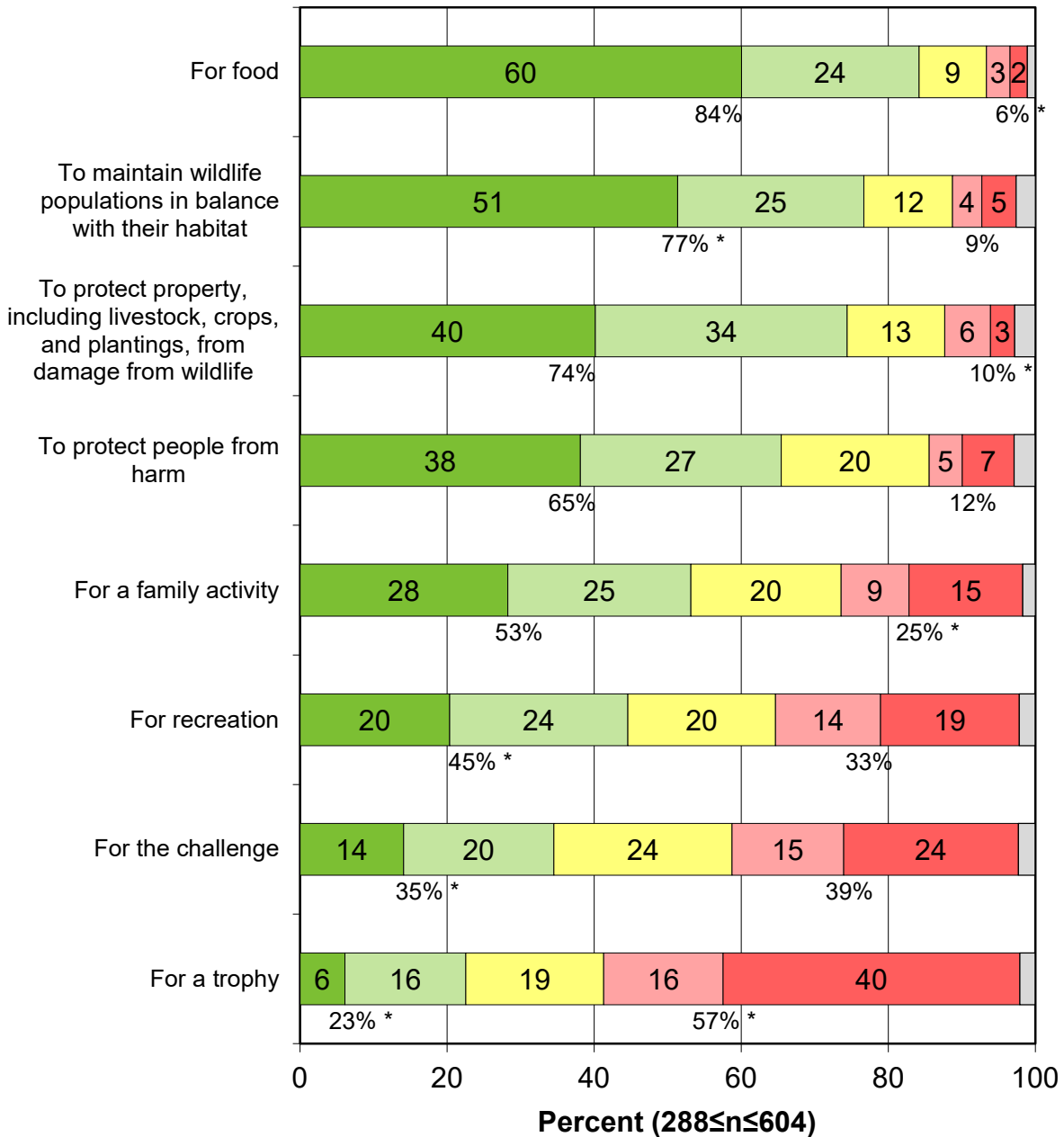
■ Strongly approve
 ■ Moderately approve
 ■ Neither
 ■ Moderately disapprove
 ■ Strongly disapprove
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Please indicate if you, personally, approve or disapprove of hunting for the following reasons: (Southeast)

■ Strongly approve
 ■ Moderately approve
 ■ Neither
 ■ Moderately disapprove
 ■ Strongly disapprove
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Another series of questions in the survey explored opinions on various potential benefits that hunting and fishing—the activities themselves—might provide to the state of Michigan. For five of the six questions, the opinion that the Council wants to encourage is on the agreement side; for one question, the Council would want to encourage disagreement.

Each question presented a statement and asked if residents agreed or disagreed with it. They are as follows:

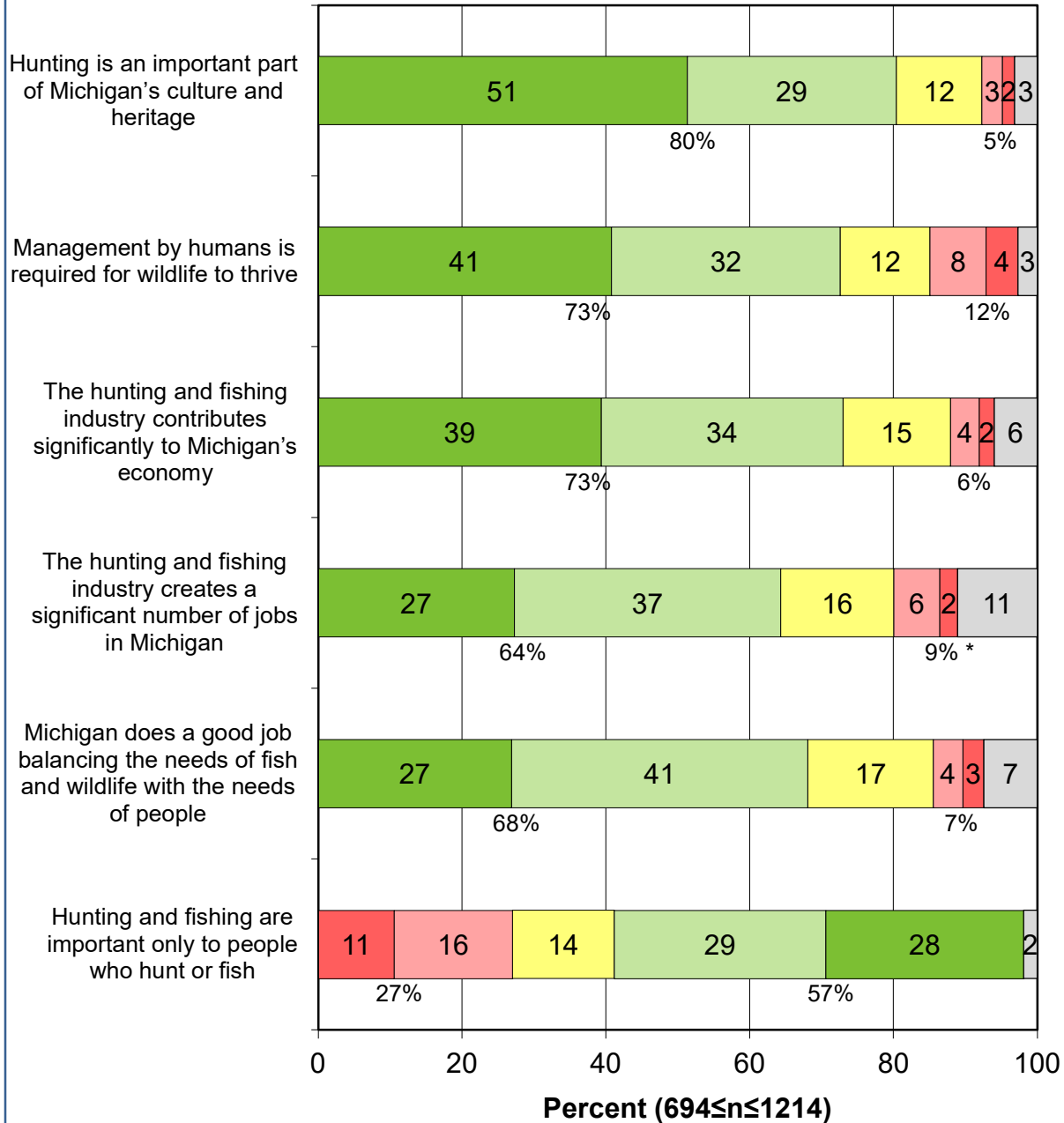
- Hunting is an important part of Michigan's culture and heritage.
- Management by humans is required for wildlife to thrive.
- The hunting and fishing industry contributes significantly to Michigan's economy.
- The hunting and fishing industry creates a significant number of jobs in Michigan.
- Michigan does a good job balancing the needs of fish and wildlife with the needs of people.
- Hunting and fishing are important only to people who hunt or fish.
[For this statement, disagreement is the positive side—the Council wants to encourage people to realize that hunting and fishing are important to more than just hunters and anglers.]

The highest agreement is that hunting is an important part of Michigan's culture and heritage, with 80% agreeing overall; this statement has the highest agreement in every region, as well. Two other statements have relatively high agreement: that management by humans is required for wildlife to thrive and that hunting and fishing contribute significantly to the economy. These are the two next highest in agreement in each region, but the order switches around on these two statements from region to region.

As these graphs require a full page for presentation, they begin on the following page. Following the overall graph are the five regional graphs. (These graphs use a stoplight motif with green indicating agreement and red indicating disagreement, except for the last statement, in which disagreement is the desired response. The sums of *strongly* and *moderately* are shown below each bar, calculated on unrounded numbers.)

Percent of respondents who [agree / disagree] with each of the following statements: (Overall)

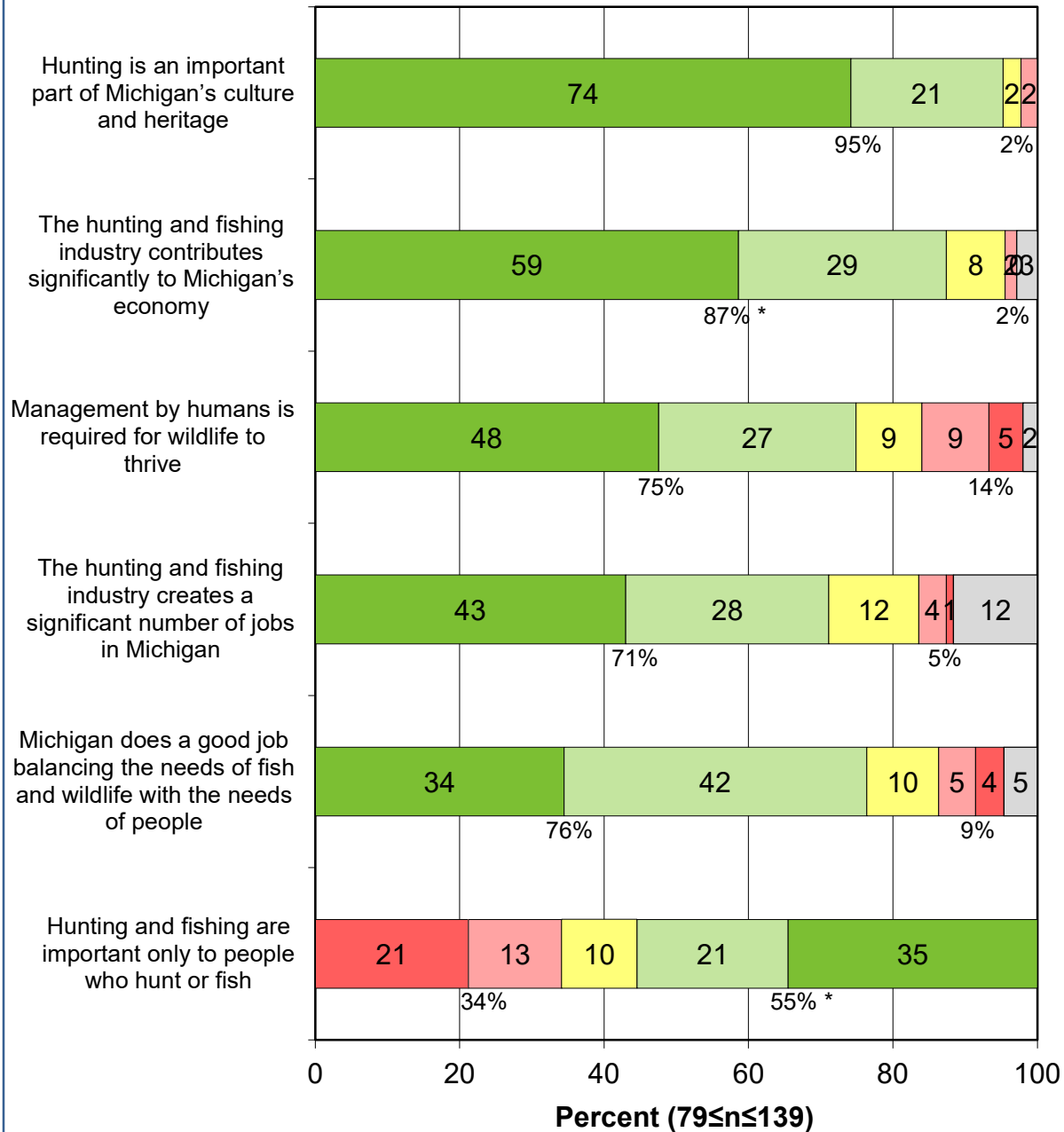
■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who [agree / disagree] with each of the following statements: (Northern/UP)

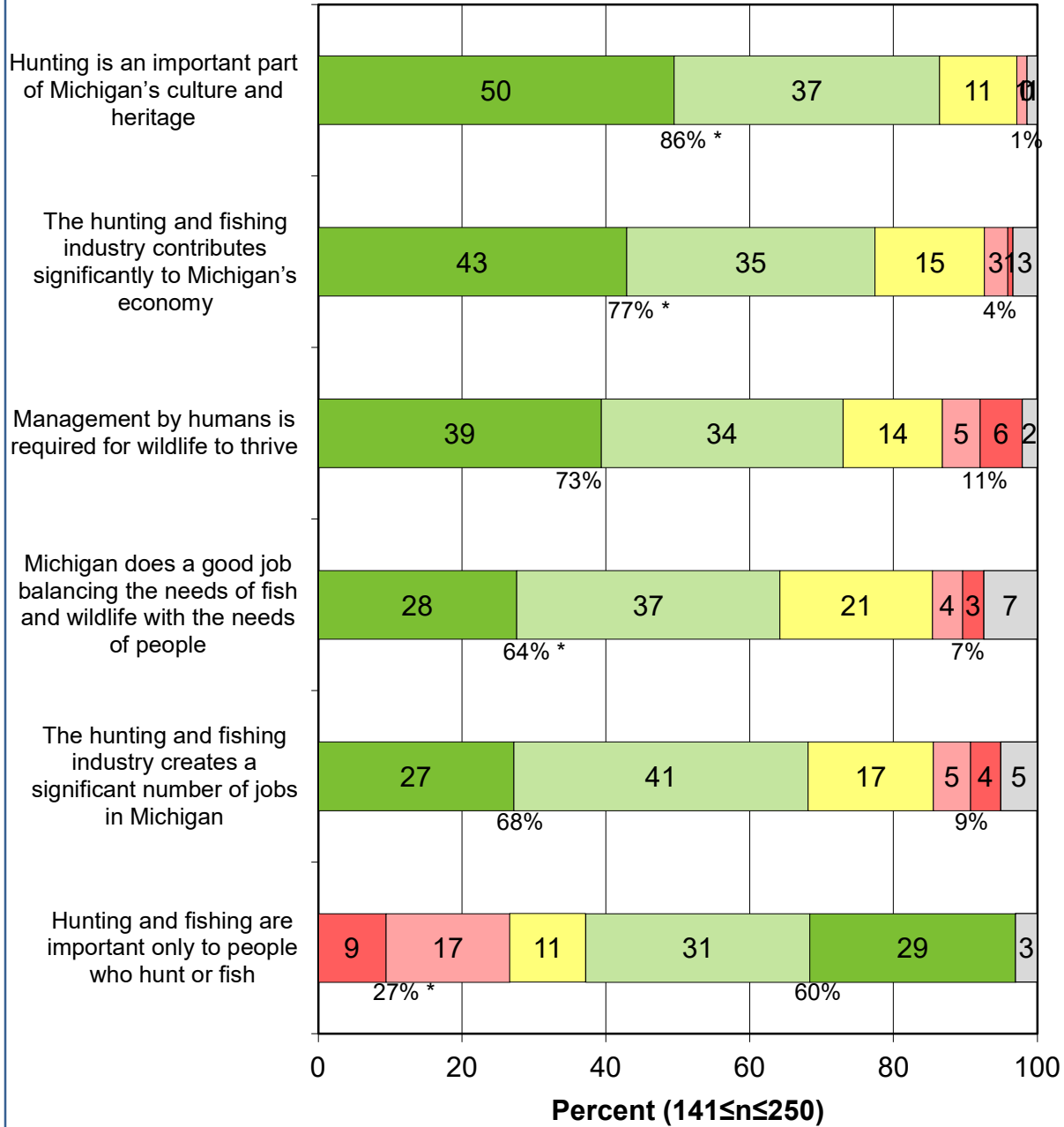
■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who [agree / disagree] with each of the following statements: (West)

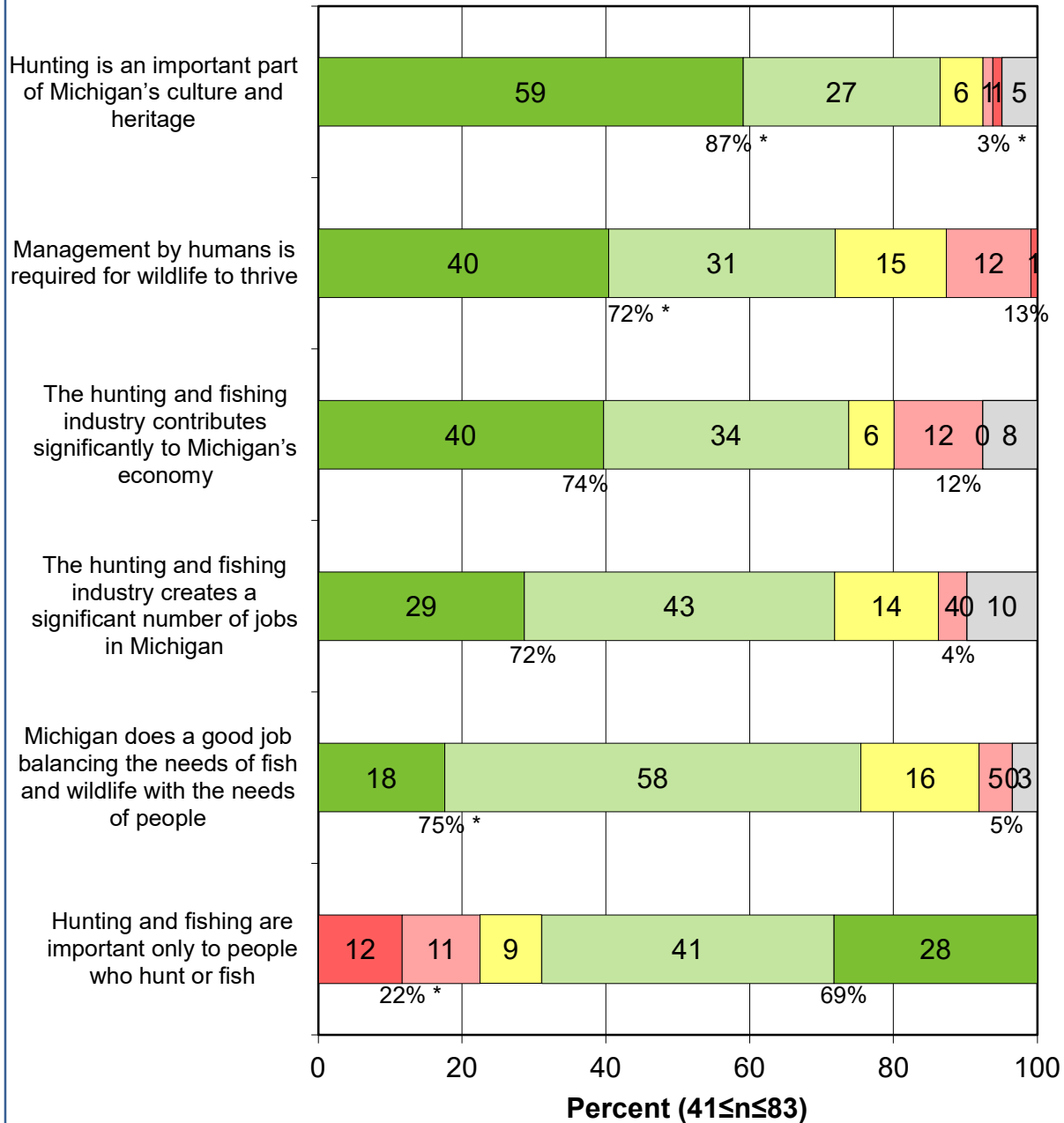
■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who [agree / disagree] with each of the following statements: (Central)

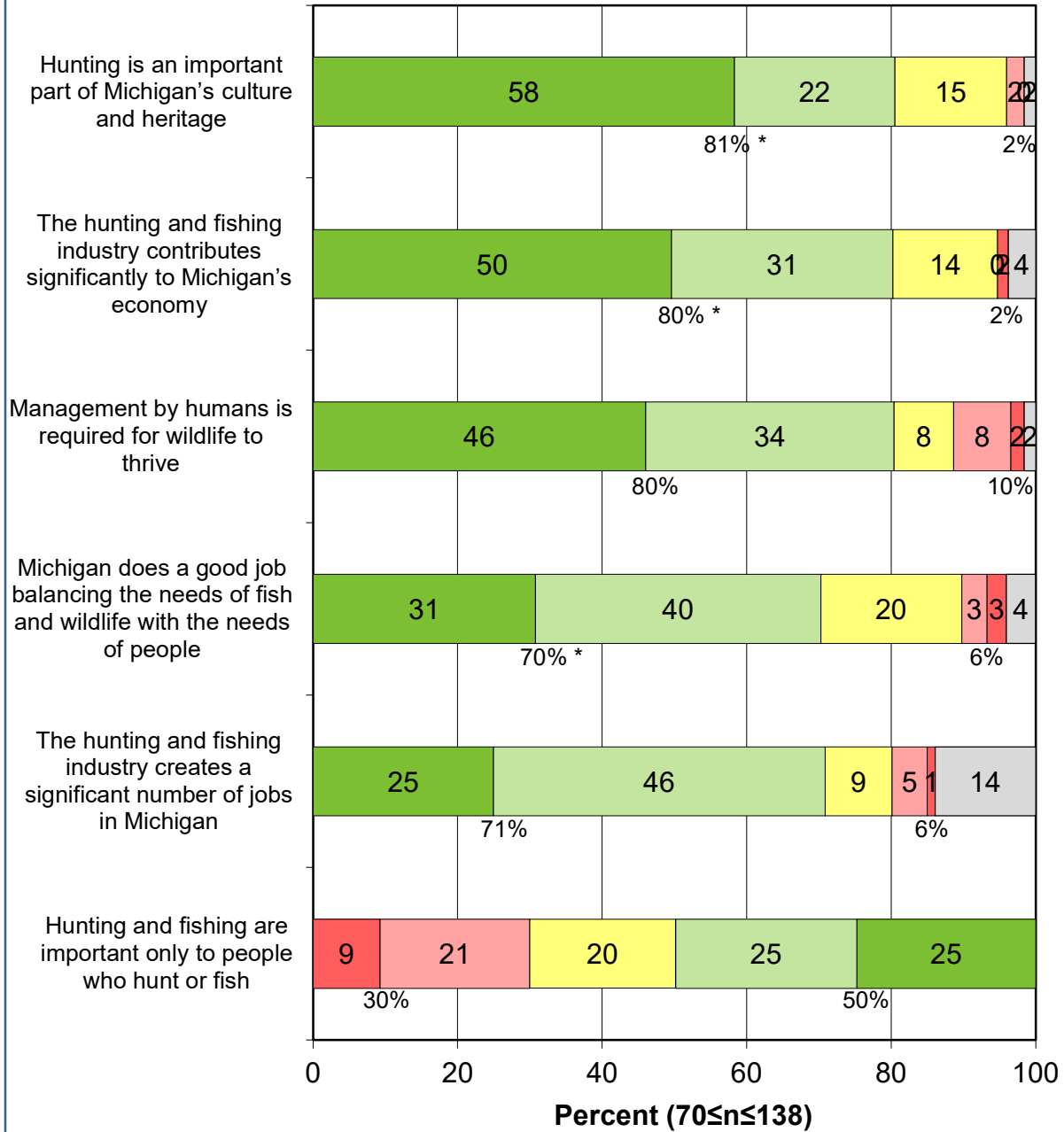
■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who [agree / disagree] with each of the following statements: (East)

■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

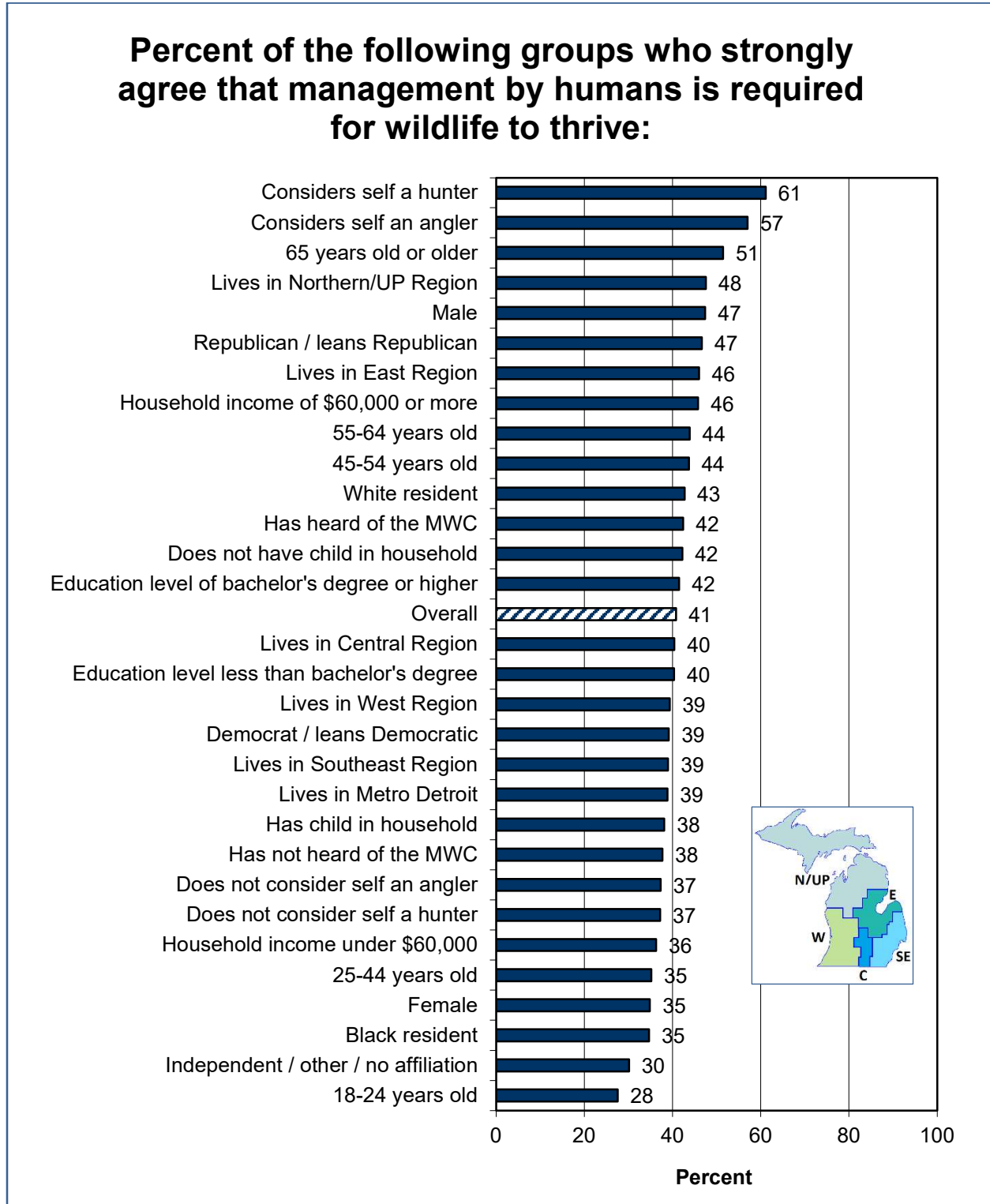
Percent of respondents who [agree / disagree] with each of the following statements: (Southeast)

■ Strongly agree
 ■ Moderately agree
 ■ Neither
 ■ Moderately disagree
 ■ Strongly disagree
 ■ Don't know



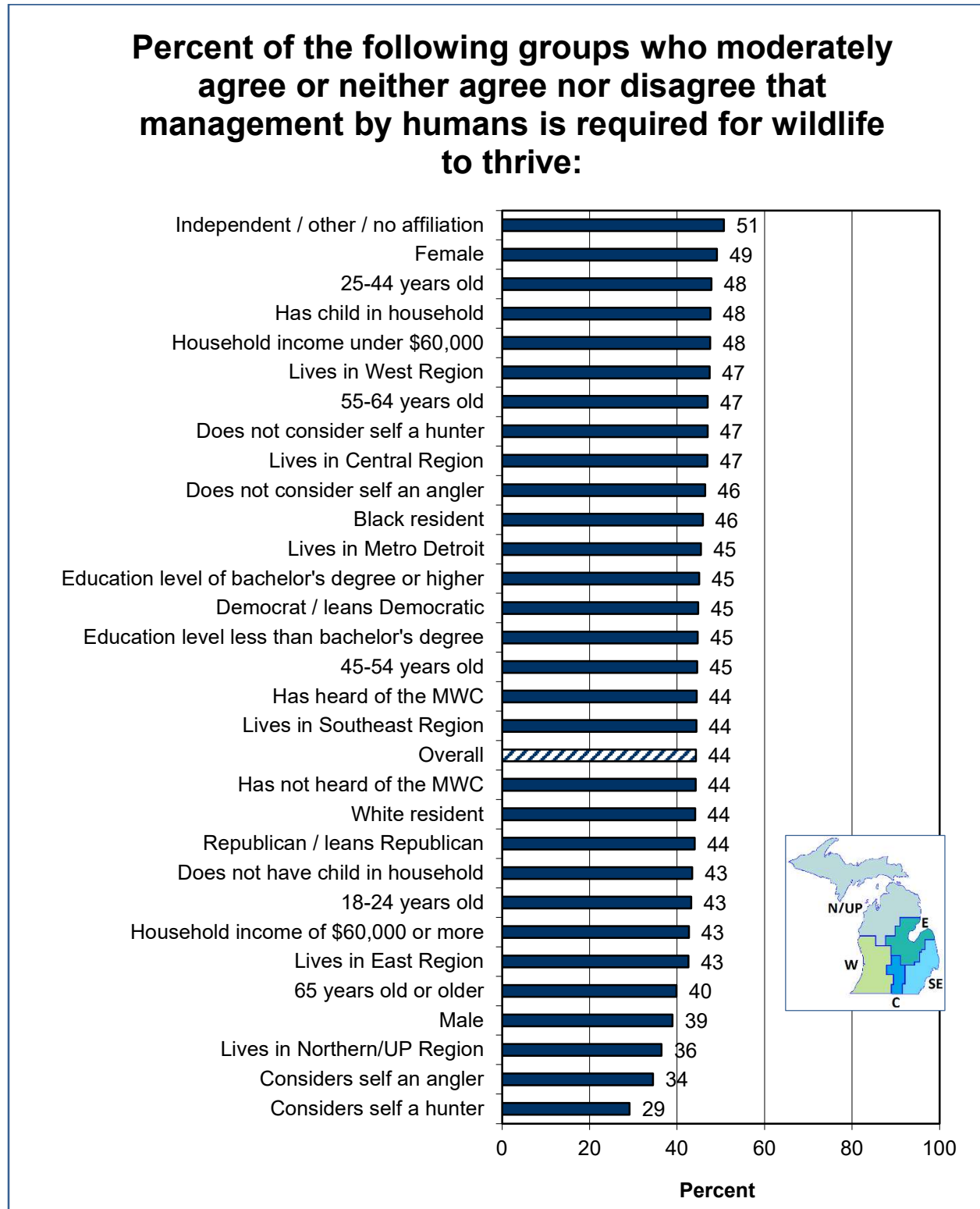
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Demographic analyses were run of several of the questions in the previous series. *Strong* agreement that management by humans is required for wildlife to thrive is relatively high among hunters and anglers, residents 65 years old and older, residents of the Northern/UP Region, males, and Republicans/those leaning Republican.



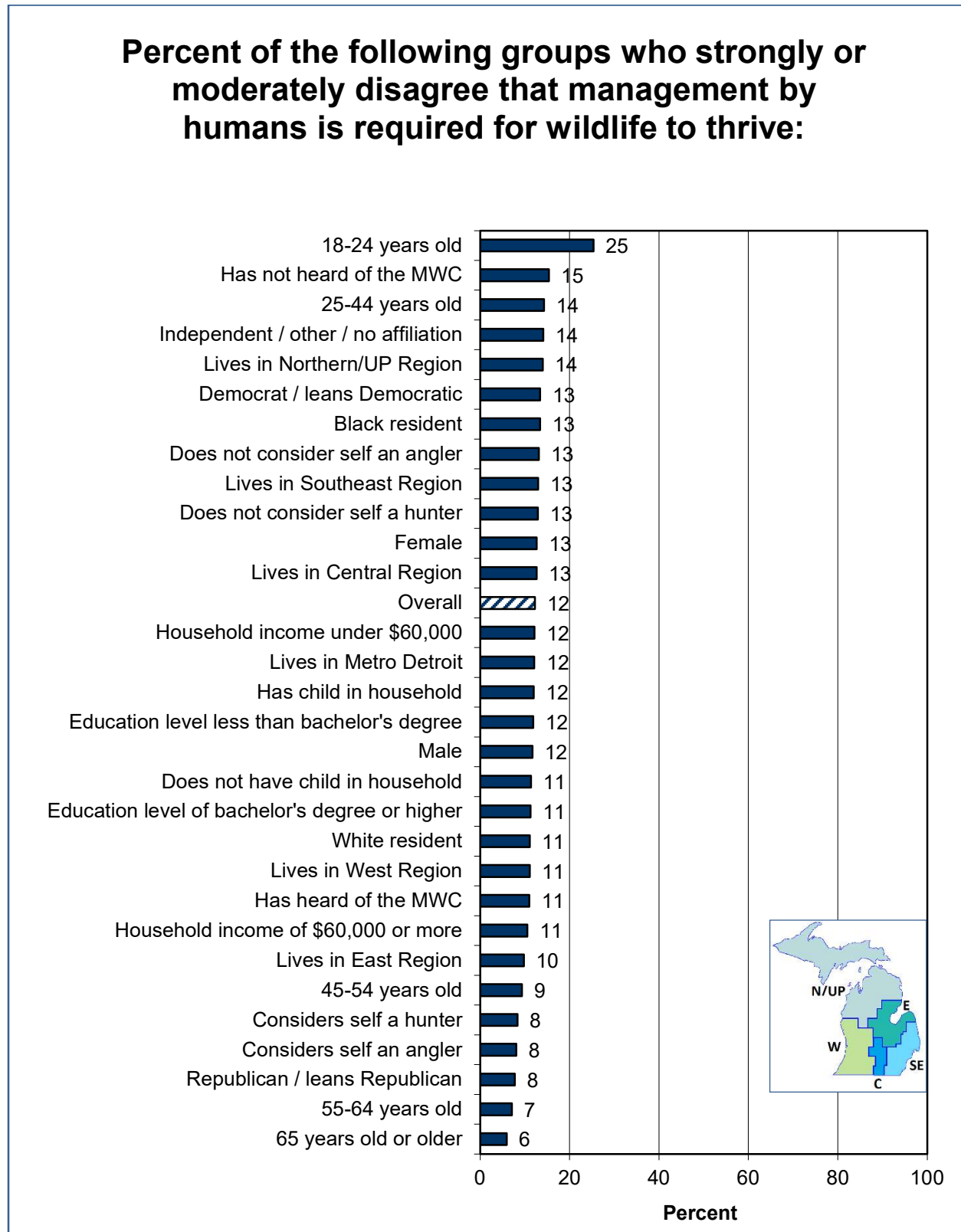
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

At the top of the graph of those in the middle ground of only *moderately* agreeing or giving the neither response regarding wildlife thriving through management are Independents/those with no political affiliation and females.



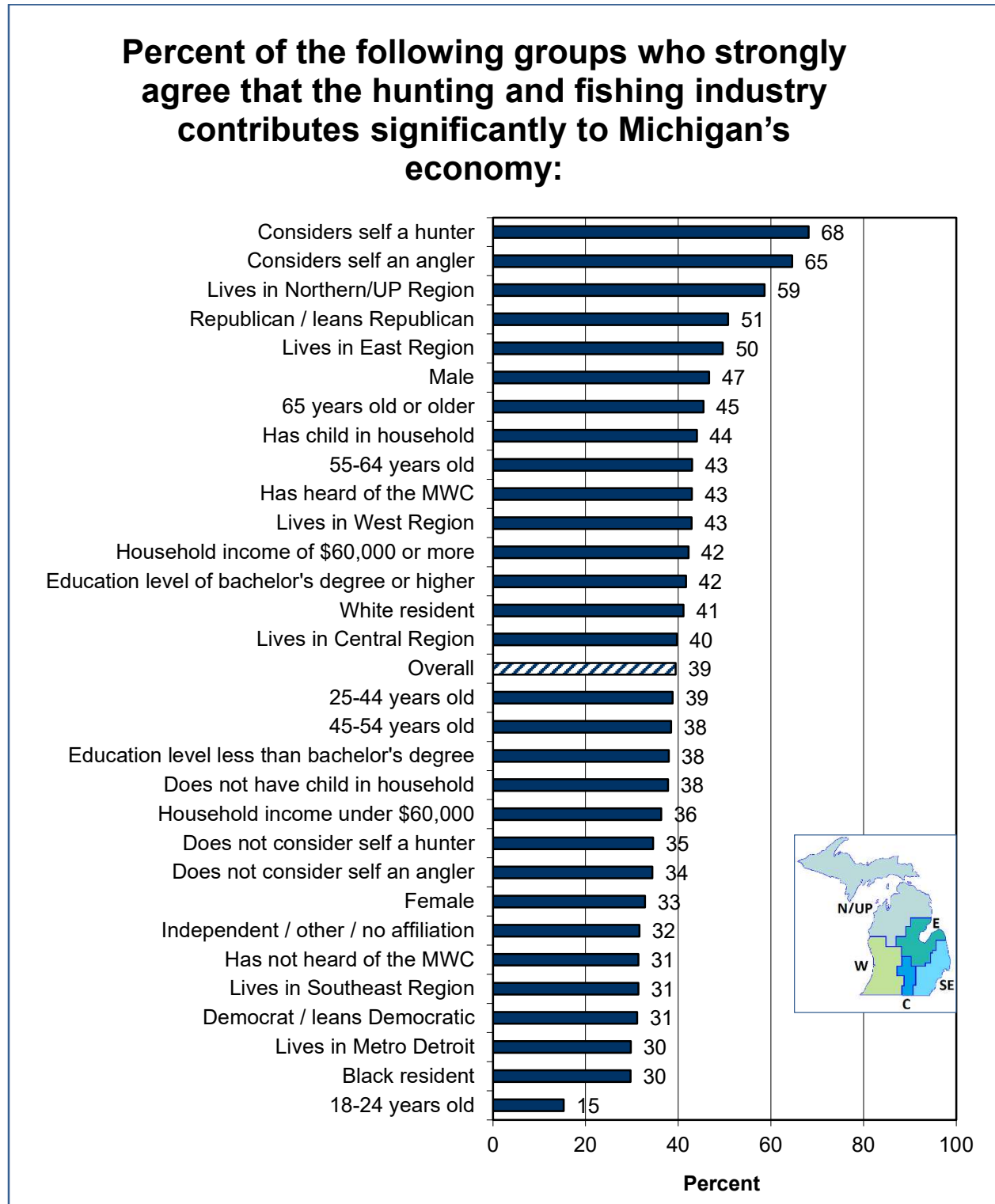
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Disagreement that management by humans is required for wildlife to thrive is markedly higher among young residents than residents overall.



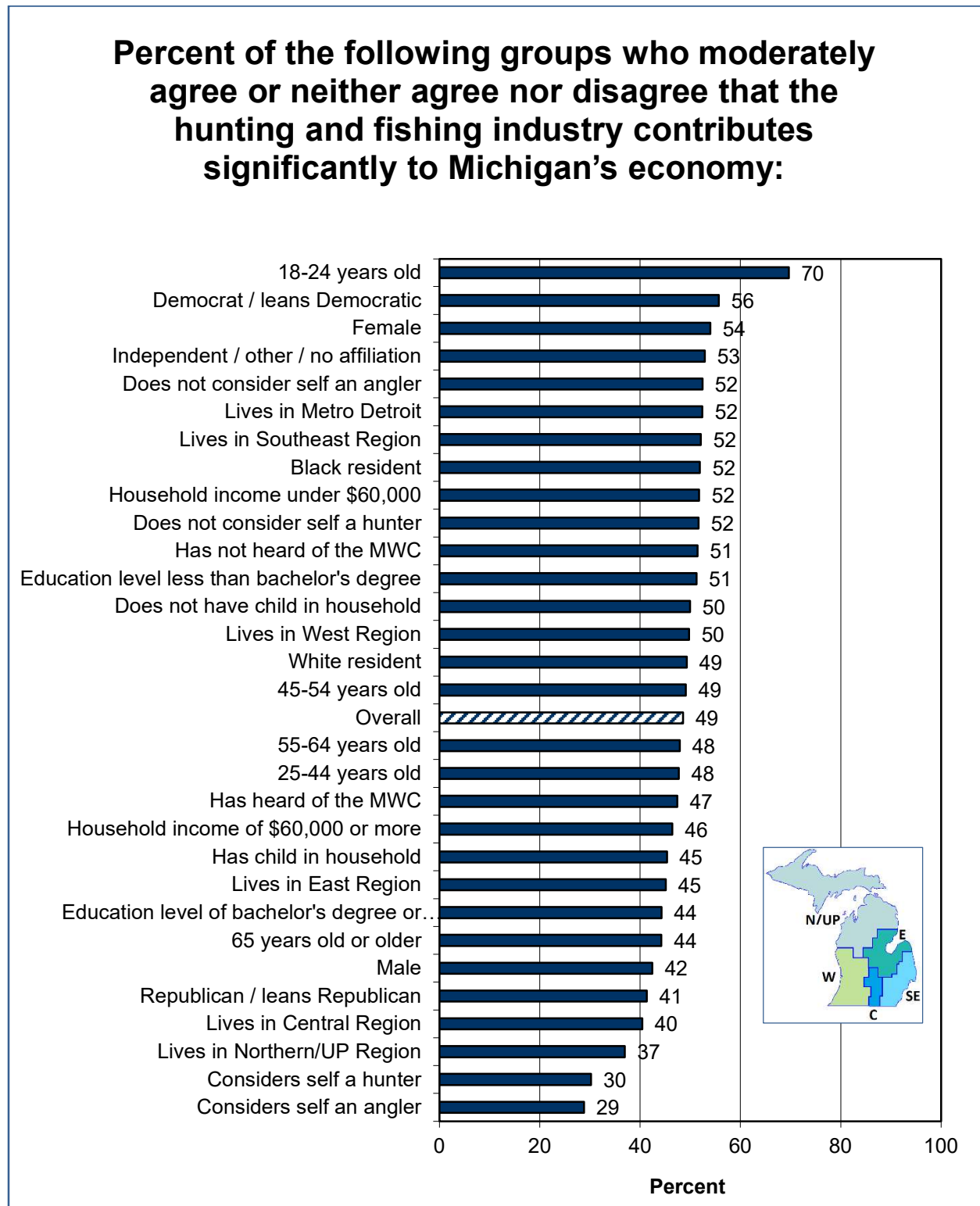
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Agreement that the hunting and fishing industry contributes significantly to Michigan's economy is high, relative to residents overall, among hunters and anglers, those living in the Northern/UP or East Regions, Republicans/those leaning Republican, males, and older residents.



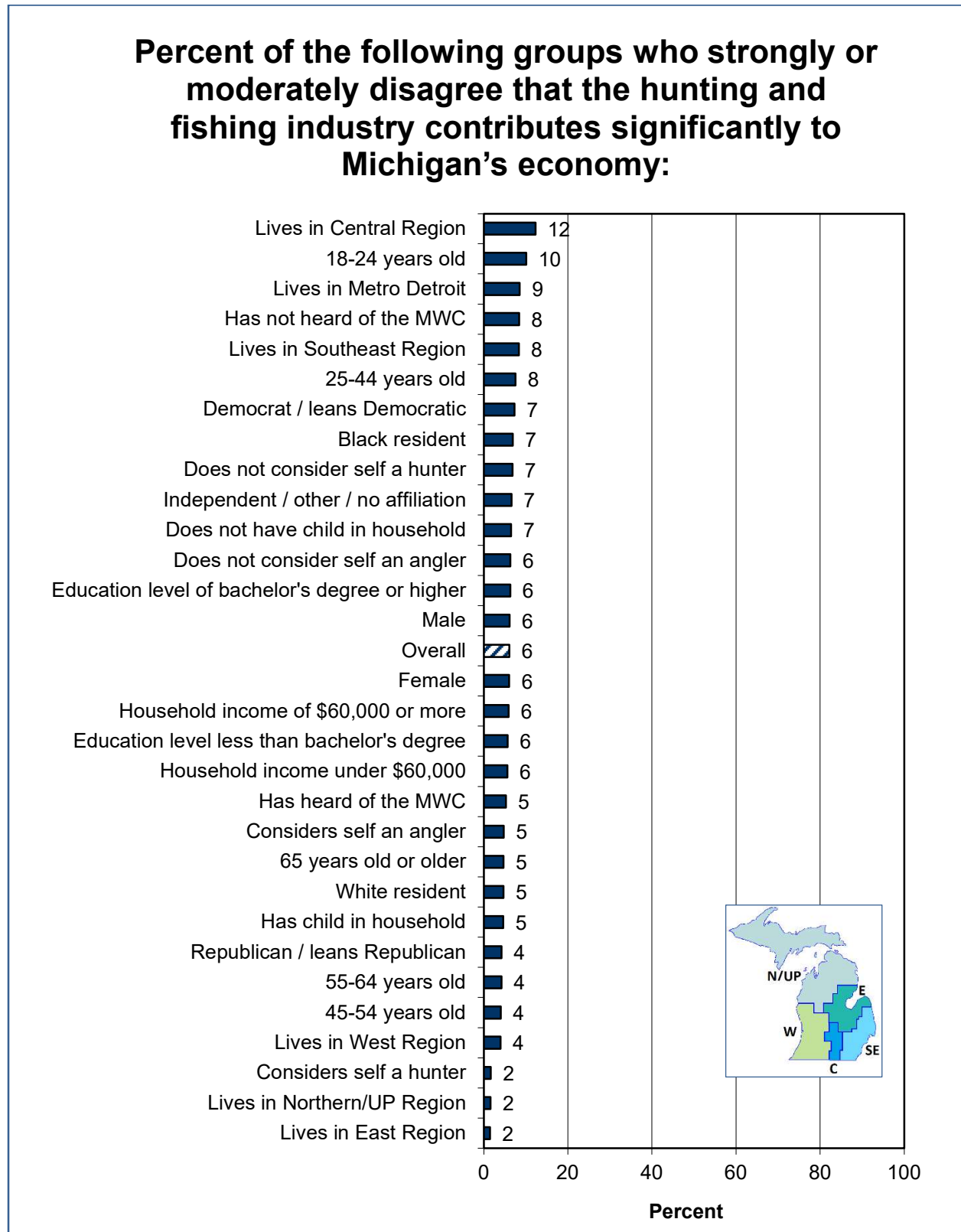
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

At the top of the graph of those in the middle ground of only *moderately* agreeing or giving the neither response regarding whether the hunting and fishing industry contributes to Michigan's economy are young residents, Democrats/those leaning Democratic, and females.



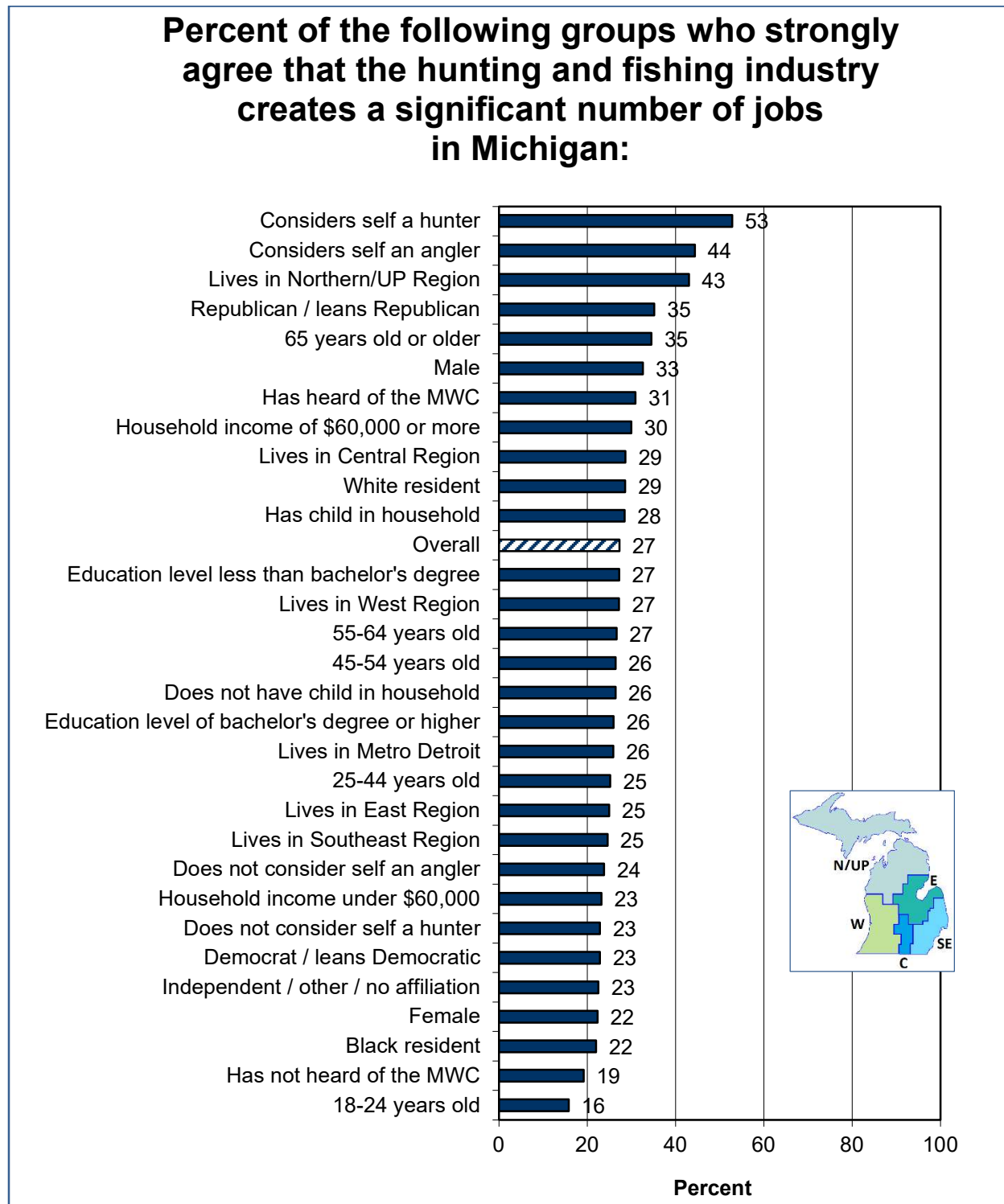
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

There is relatively high disagreement that the hunting and fishing industry contributes significantly to Michigan's economy among residents of the Central Region.



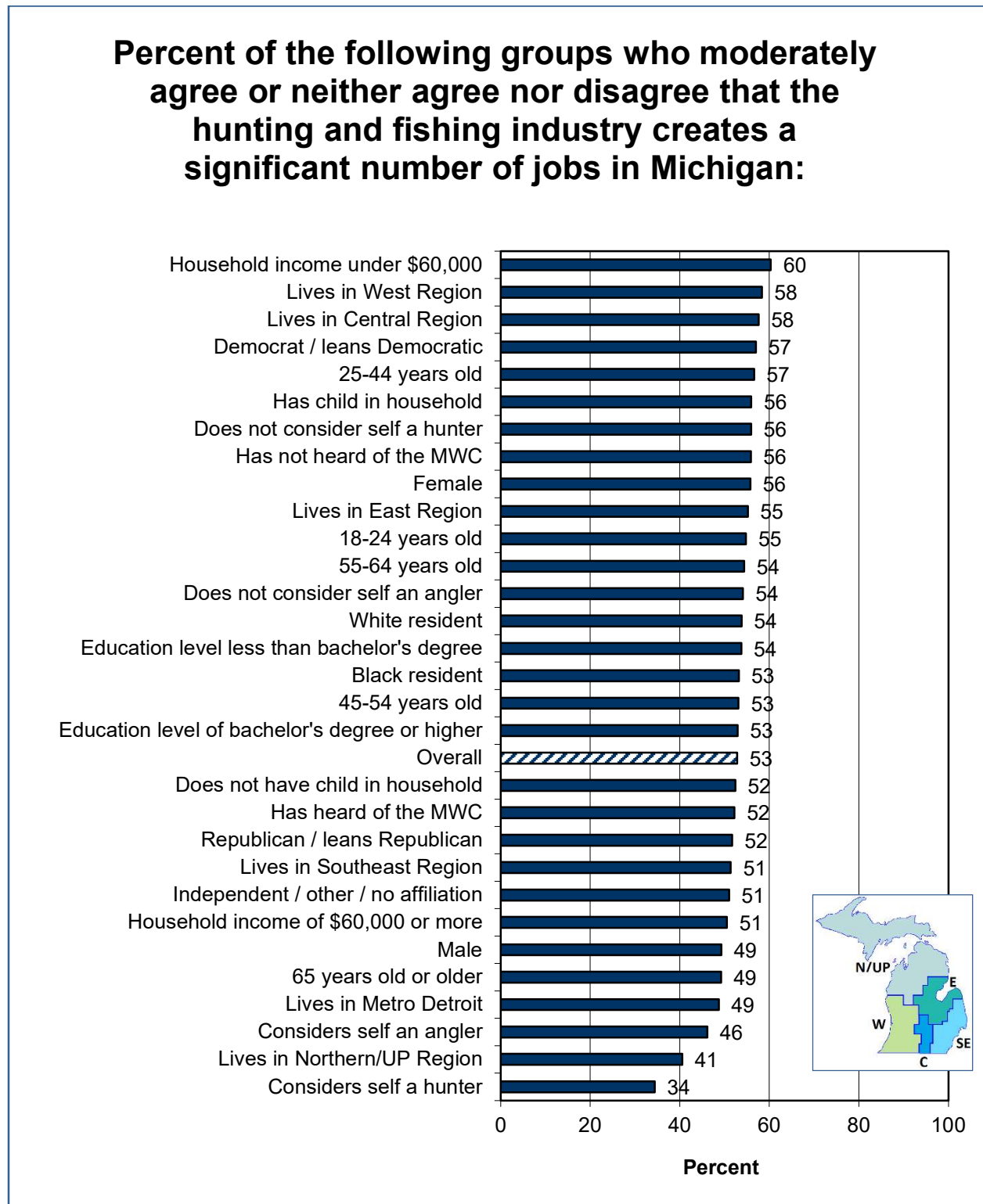
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The last of the questions for which demographic analyses were run is about the statement that the hunting and fishing industry creates a significant number of jobs in the state. Those who particularly agree with this are hunters and anglers, residents of the Northern/UP Region, Republicans/those leaning Republican, and residents 65 years old and older.



See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

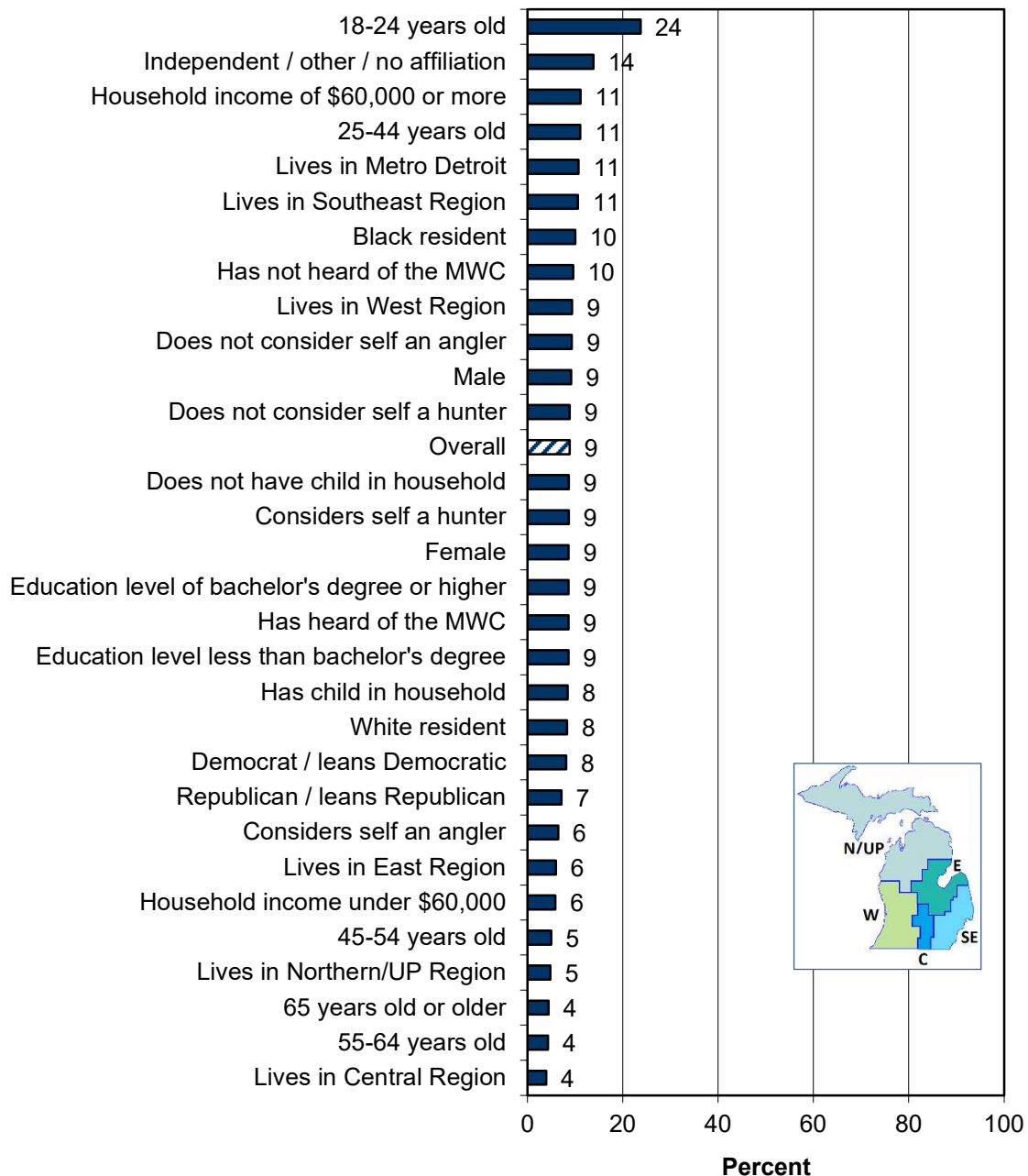
Those with a markedly higher percentage in that middle-of-the-road opinion regarding the creation of jobs are those in the lower income category and residents of the West or Central Regions.



See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

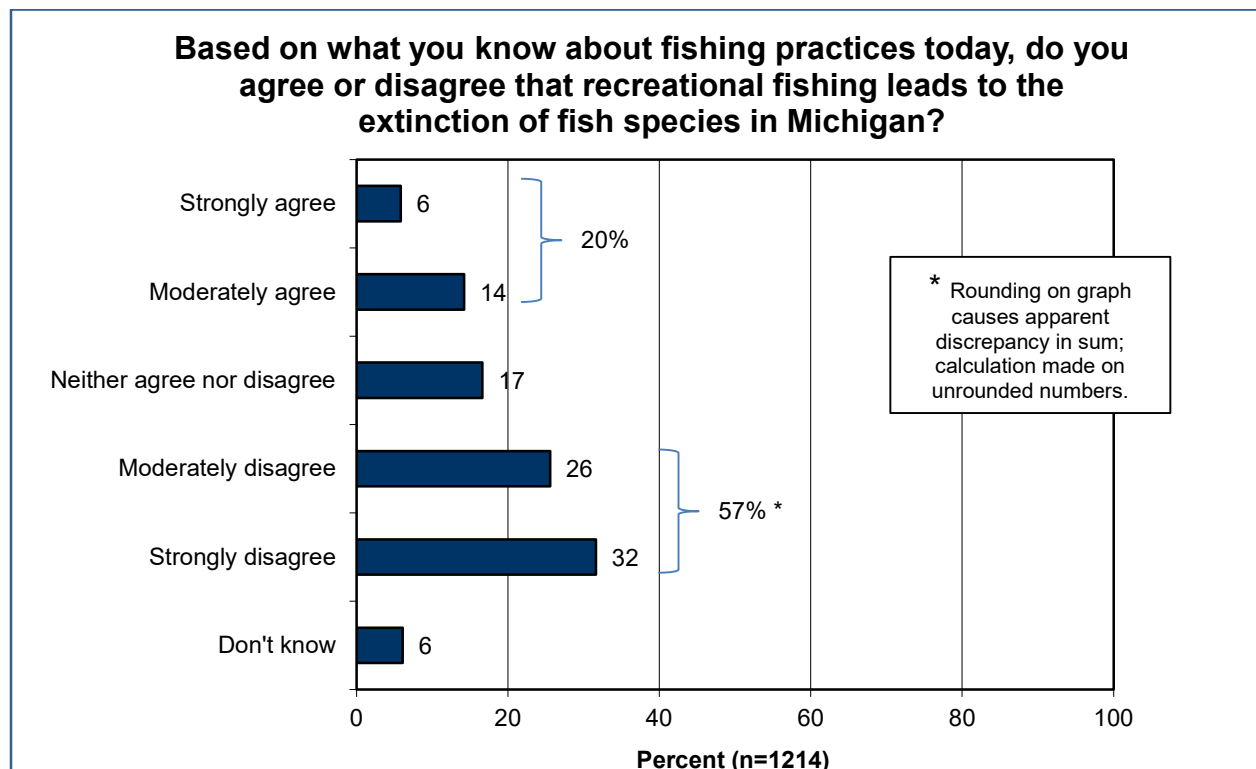
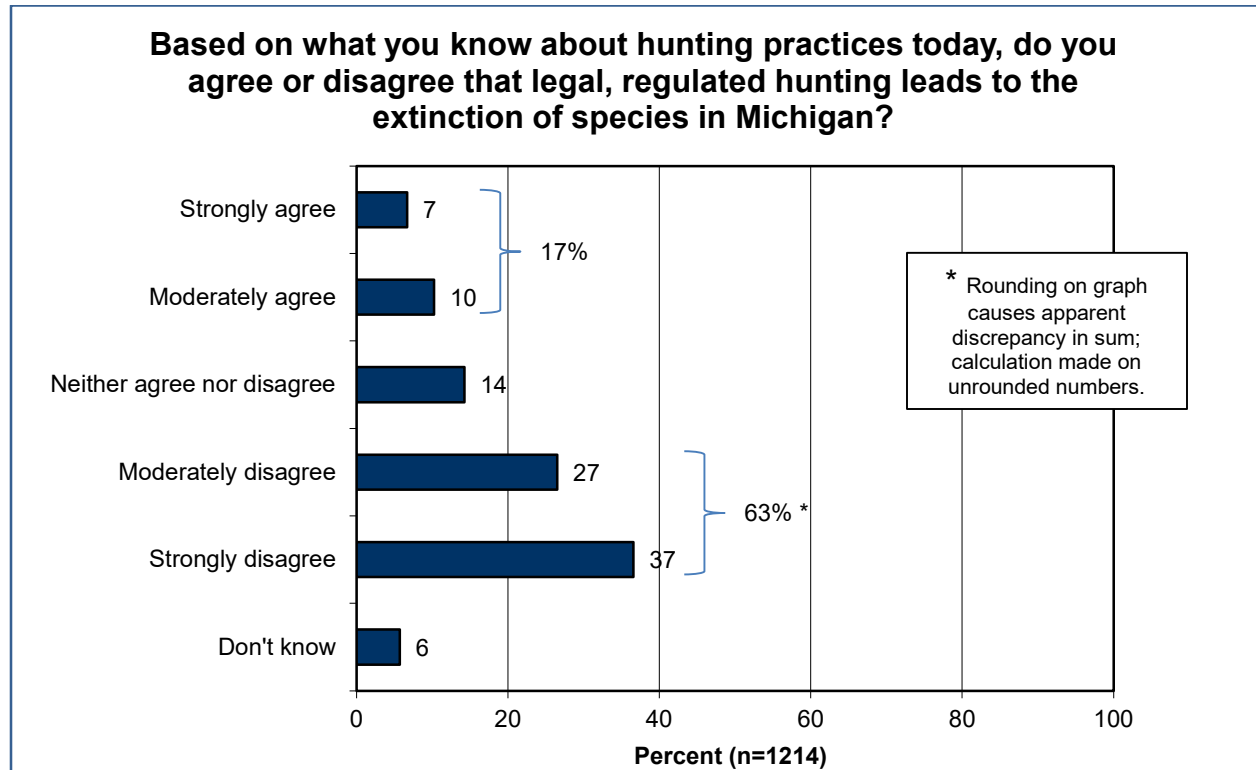
With one exception, there is little difference among the groups regarding disagreeing that the hunting and fishing industry creates a significant number of jobs in Michigan; young residents are the exception.

Percent of the following groups who strongly or moderately disagree that the hunting and fishing industry creates a significant number of jobs in Michigan:

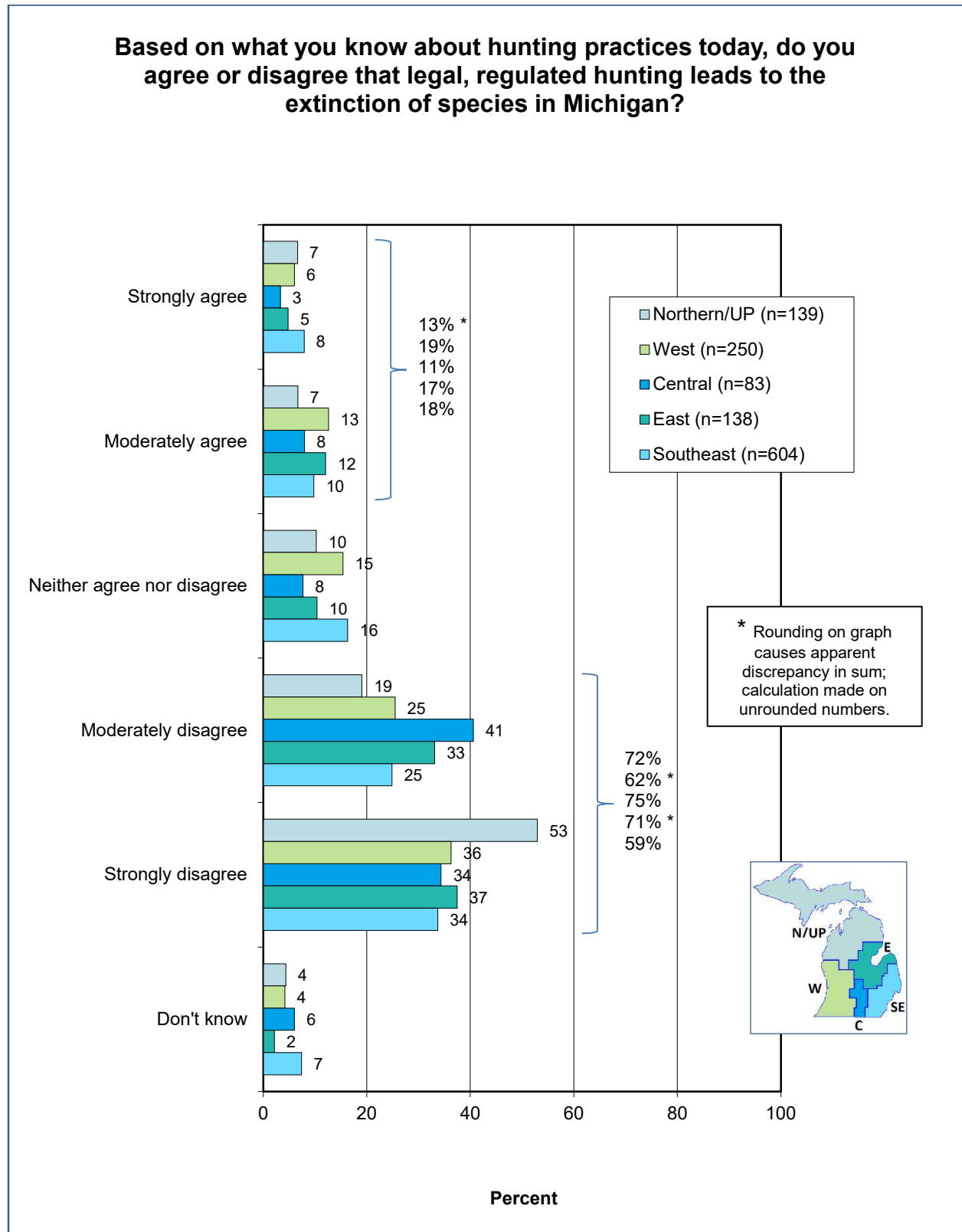


See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

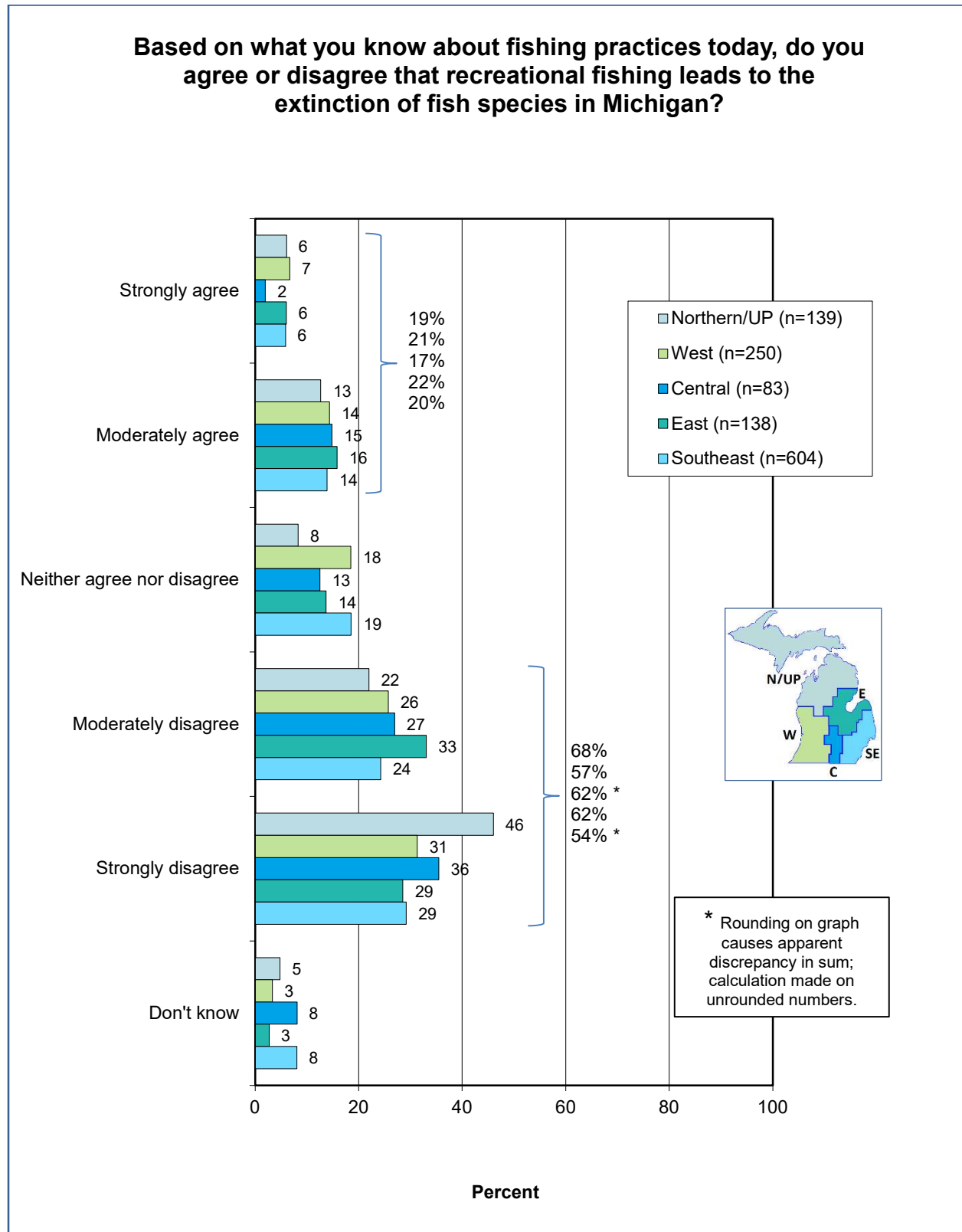
Almost a fifth of Michigan residents (17%) incorrectly think that hunting as practiced today leads to the extinction of species in Michigan, and a fifth of residents (20%) think that recreational fishing does the same.



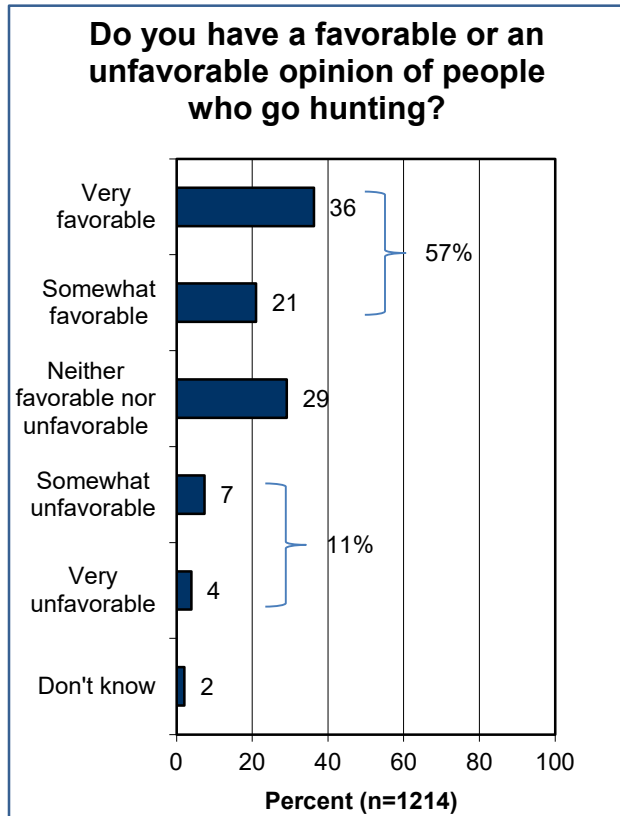
Disagreement that legal, regulated hunting leads to the extinction of species in Michigan is markedly lower in the West and Southeast Regions than in the other regions.



Regarding fishing, disagreement that recreational fishing leads to the extinction of species in Michigan is markedly lower in the West and Southeast Regions than in the other regions.

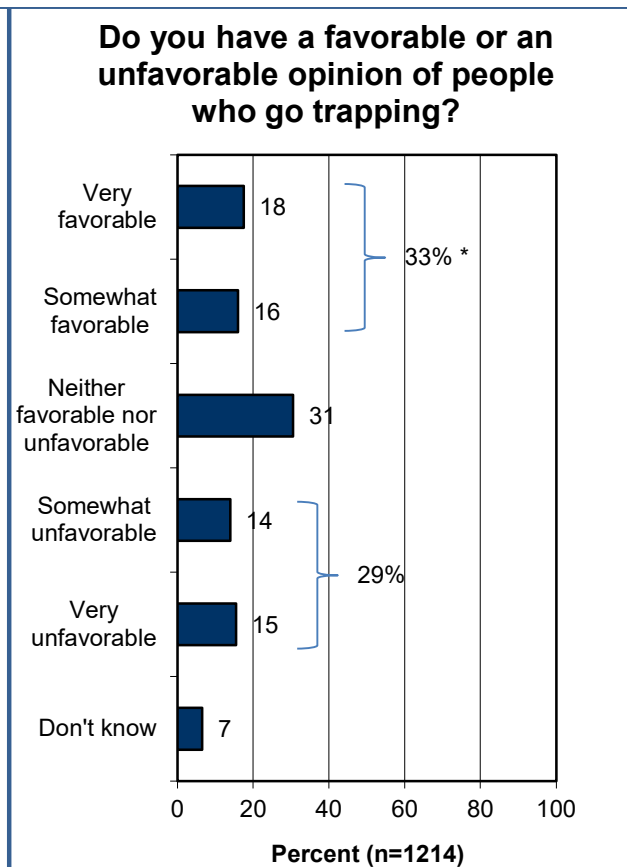
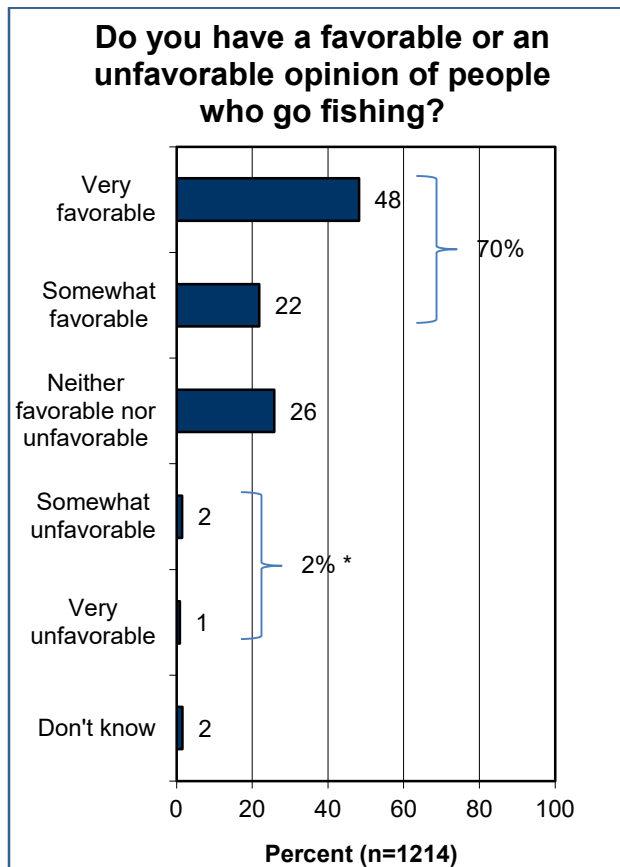


PERCEPTIONS OF HUNTERS AND ANGLERS

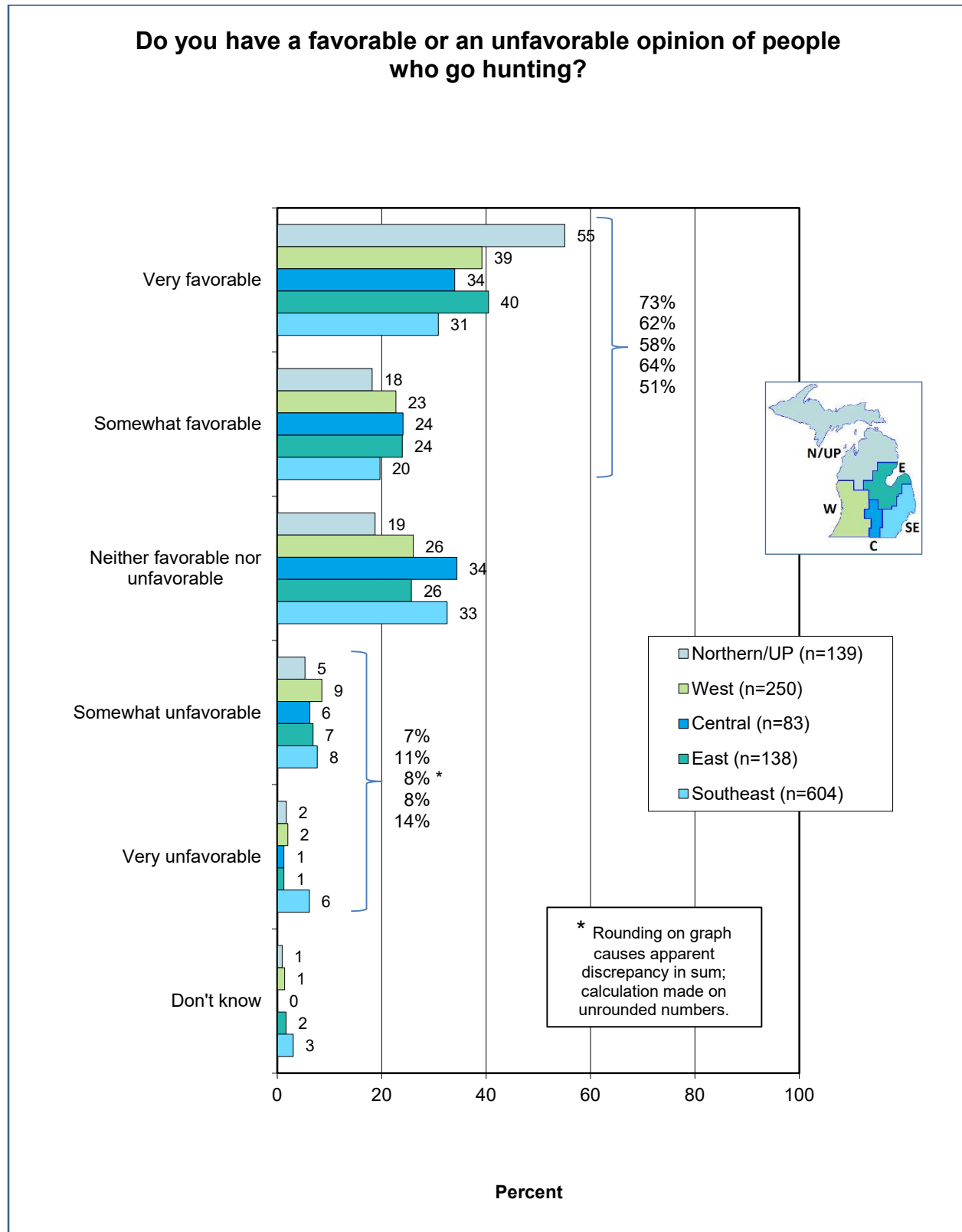


The majority of Michigan residents (57%) have a favorable opinion of hunters, far exceeding the percentage with an unfavorable opinion (11%). Opinion regarding anglers is much better, with 70% having a favorable opinion, compared to only 2% having an unfavorable opinion. Opinion is quite evenly split regarding trappers: 33% have a favorable opinion and 29% have an unfavorable opinion.

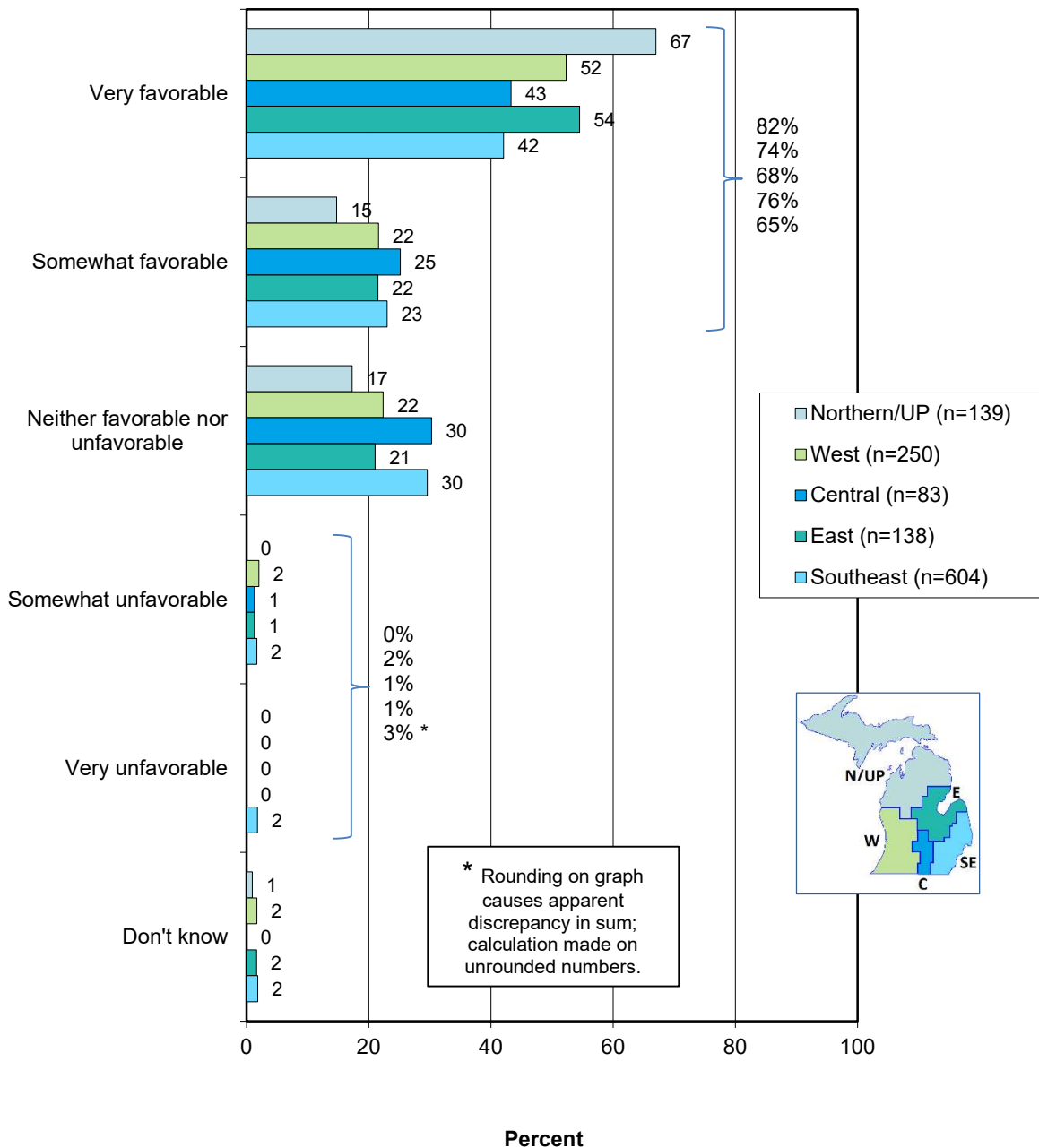
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.



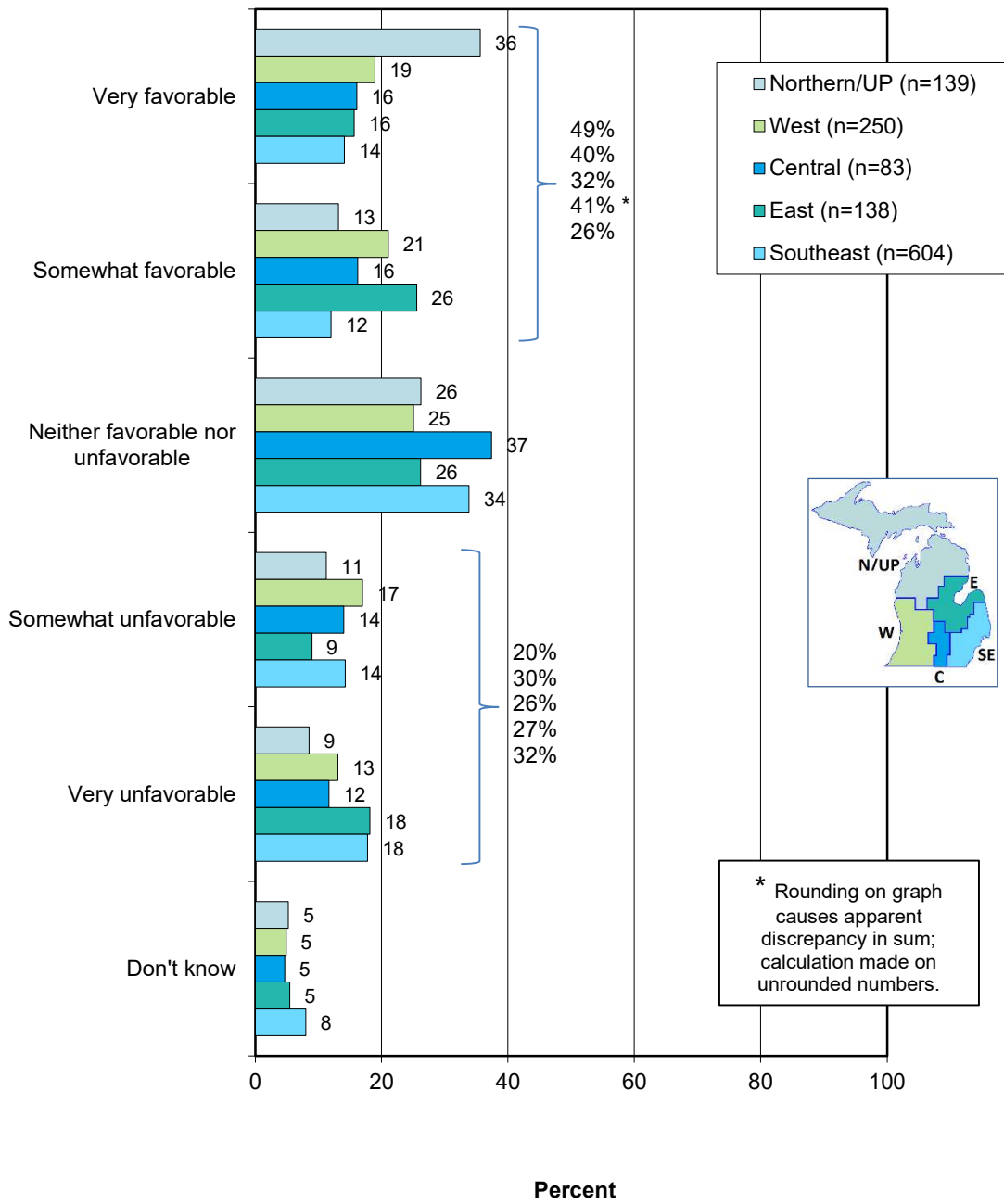
In the regional graphs that follow, the most favorable opinion on all three is among residents of the Northern/UP Region.



Do you have a favorable or an unfavorable opinion of people who go fishing?

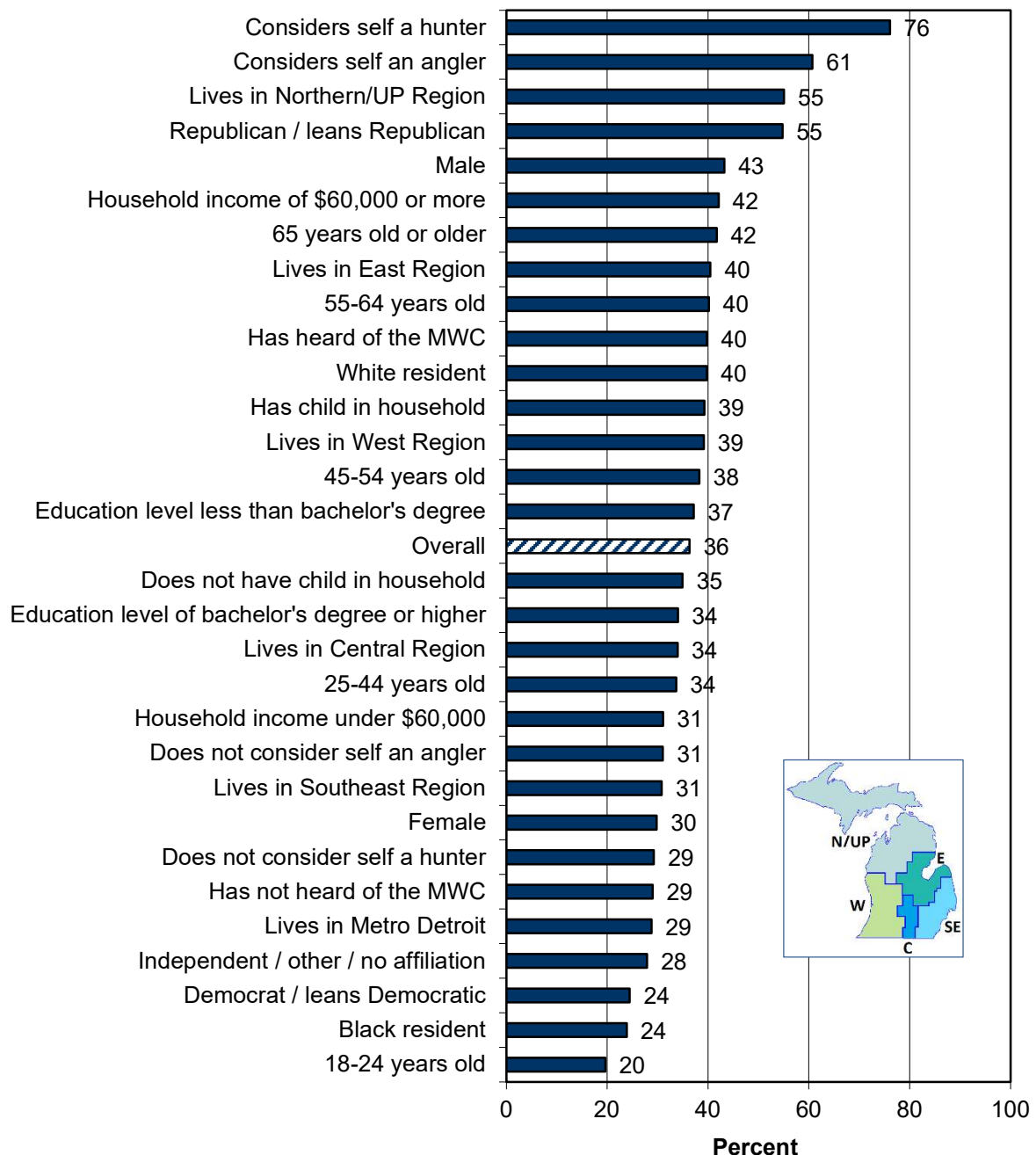


Do you have a favorable or an unfavorable opinion of people who go trapping?



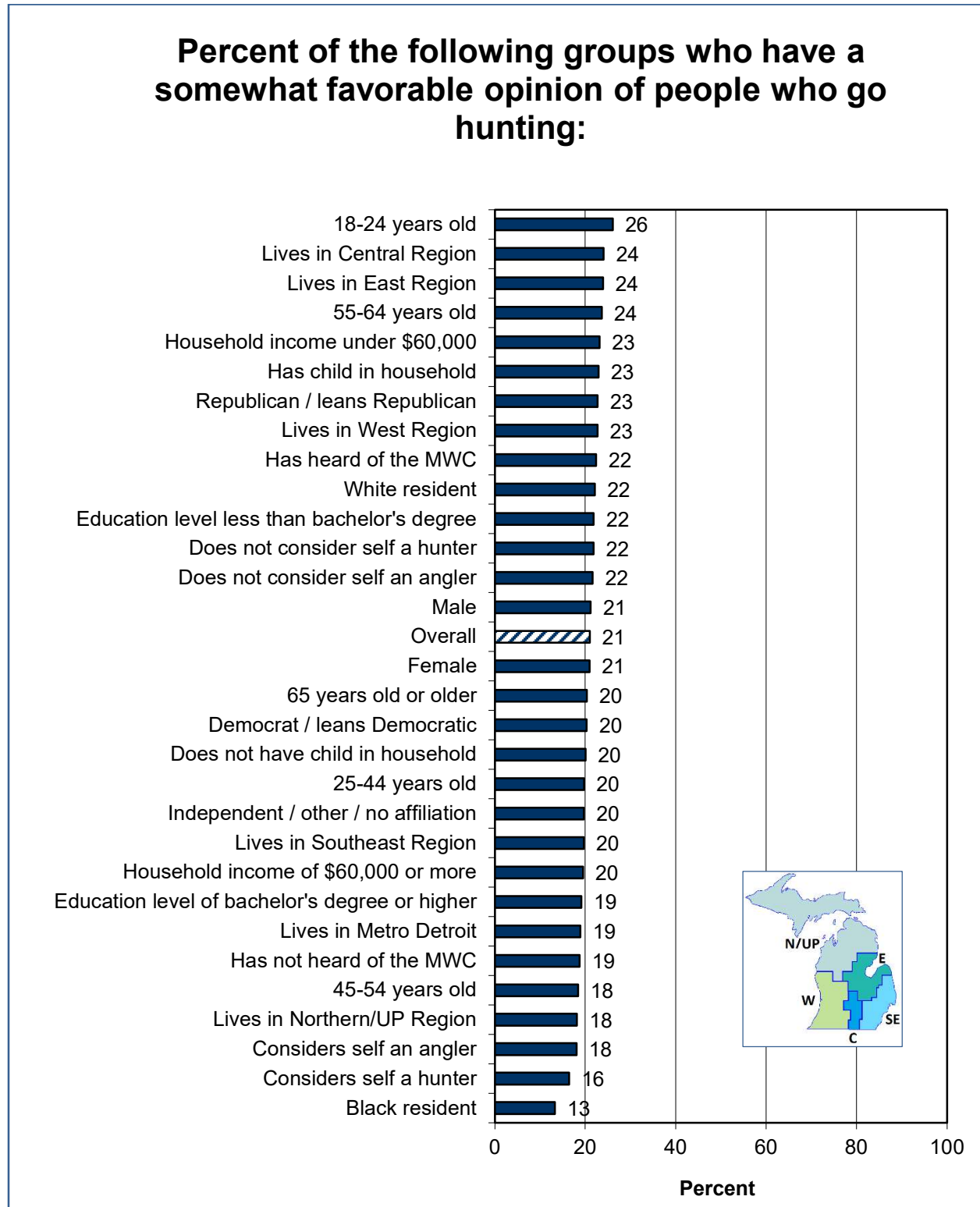
Opinion of hunters is markedly better among hunters themselves, anglers, residents of the Northern/UP Region, and Republicans/those leaning Republican, when compared to residents overall. Also with a better opinion than residents overall are males, those in the higher income category, and older residents.

Percent of the following groups who have a very favorable opinion of people who go hunting:



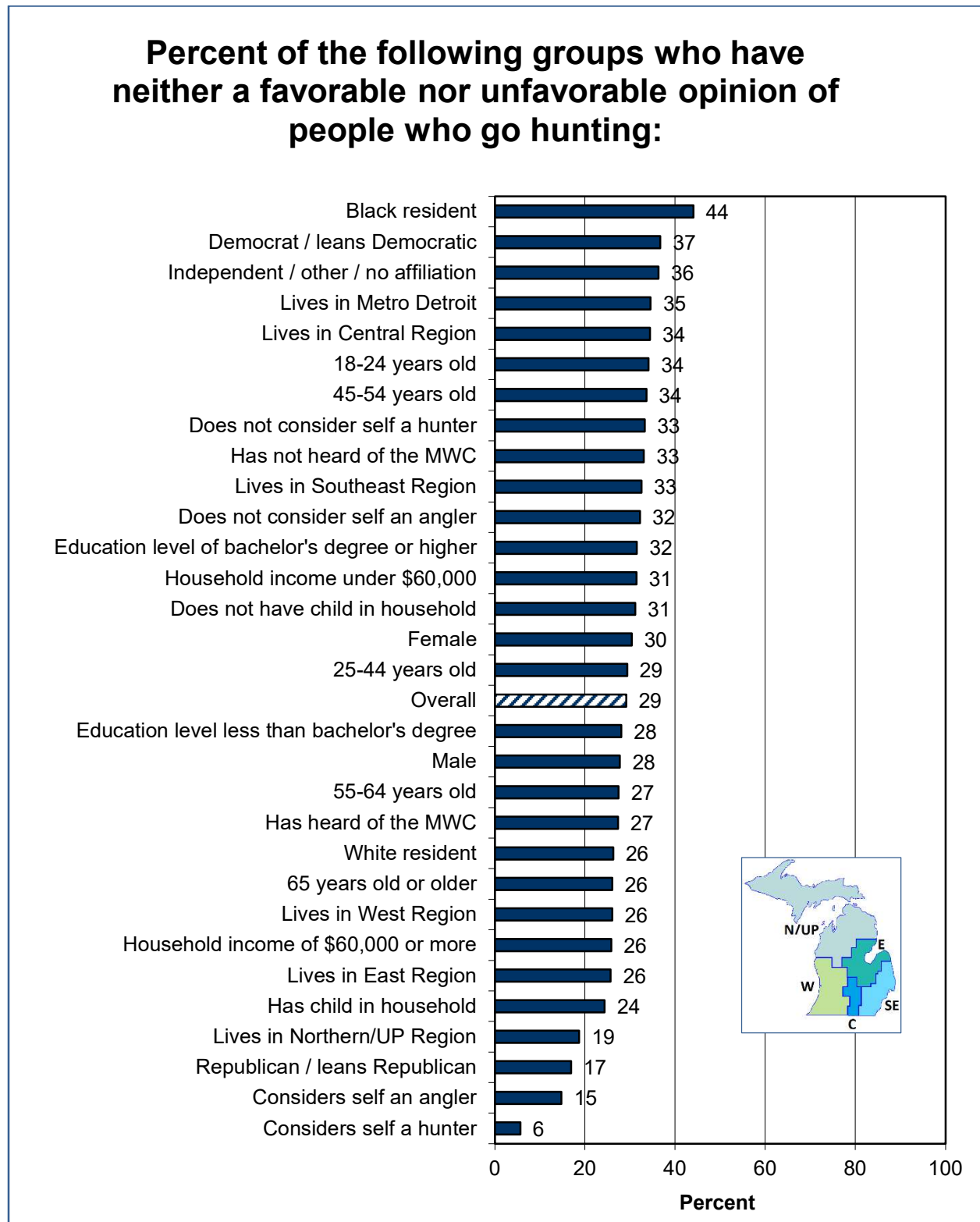
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Young people make up the only group with a markedly higher percentage having a somewhat favorable opinion—a group for which outreach could move them to a better opinion. Otherwise, all groups are quite similar.



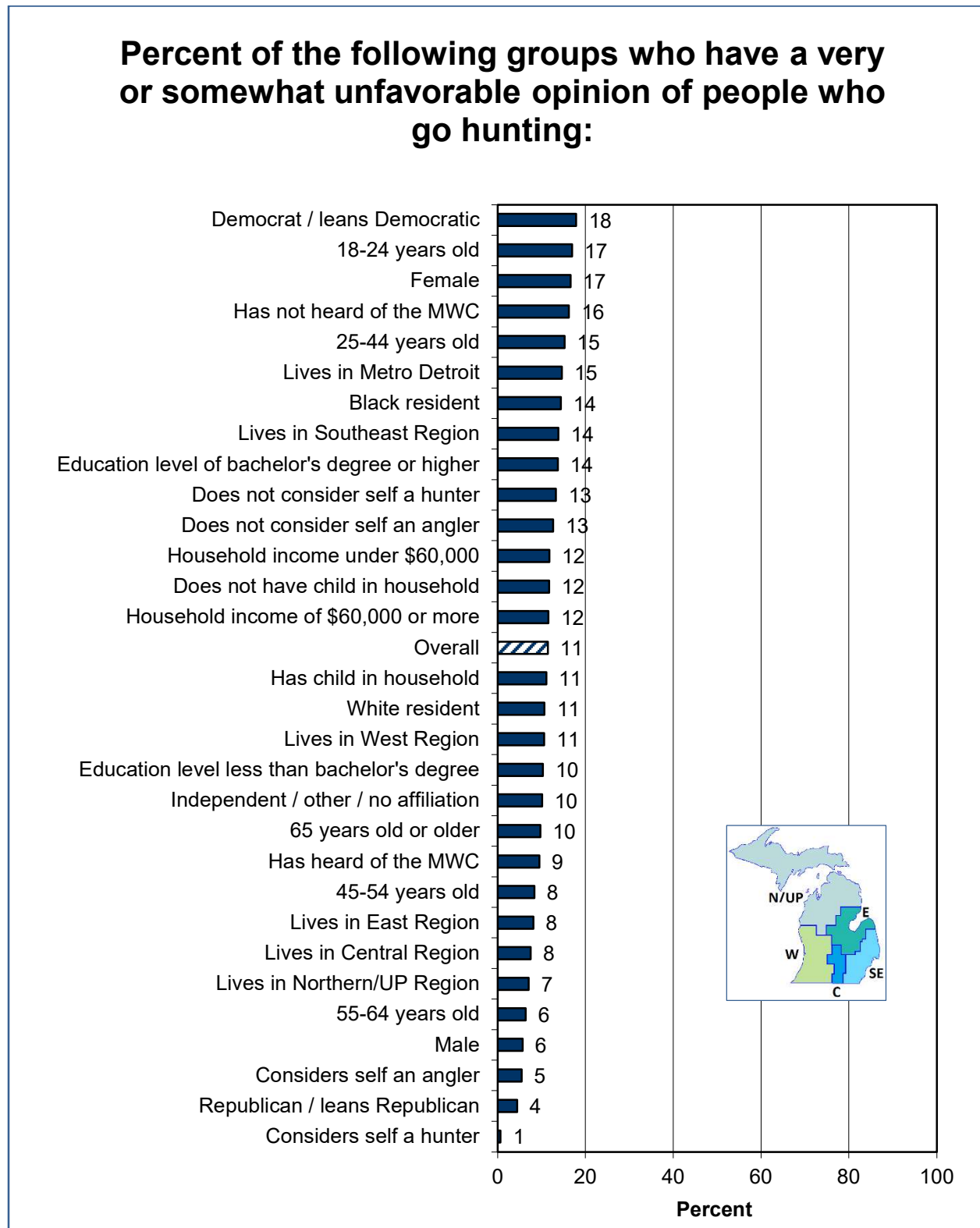
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Black residents, Democrats/those leaning Democratic, and Independents/those with no political affiliation are markedly more likely to give a *neither* response regarding favorable or unfavorable opinions of hunters, compared to residents overall.



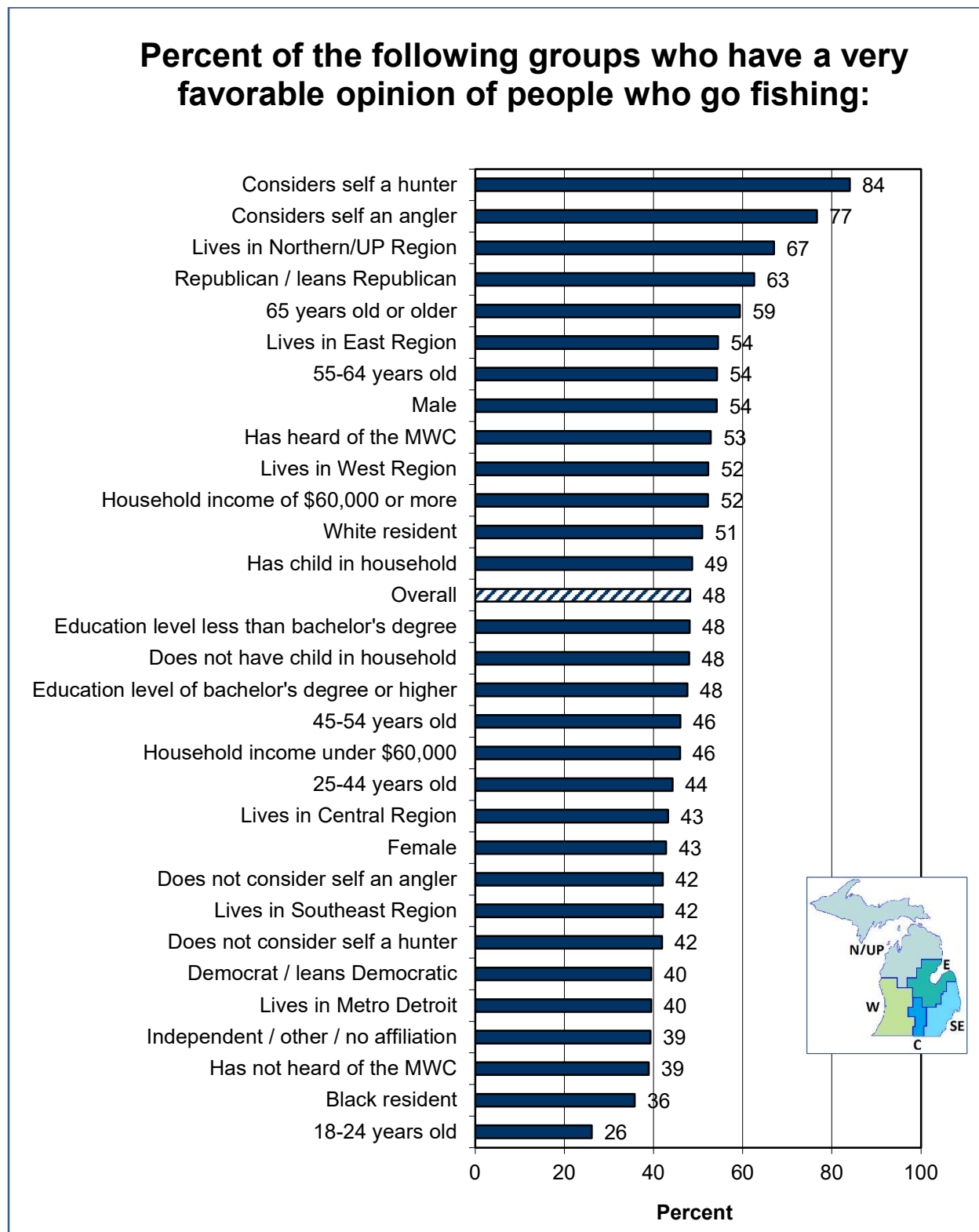
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Finally regarding hunting, Democrats/those leaning Democratic, young residents, females, and those who had not heard of the Council are markedly more likely to have an unfavorable opinion of hunters than are residents overall.



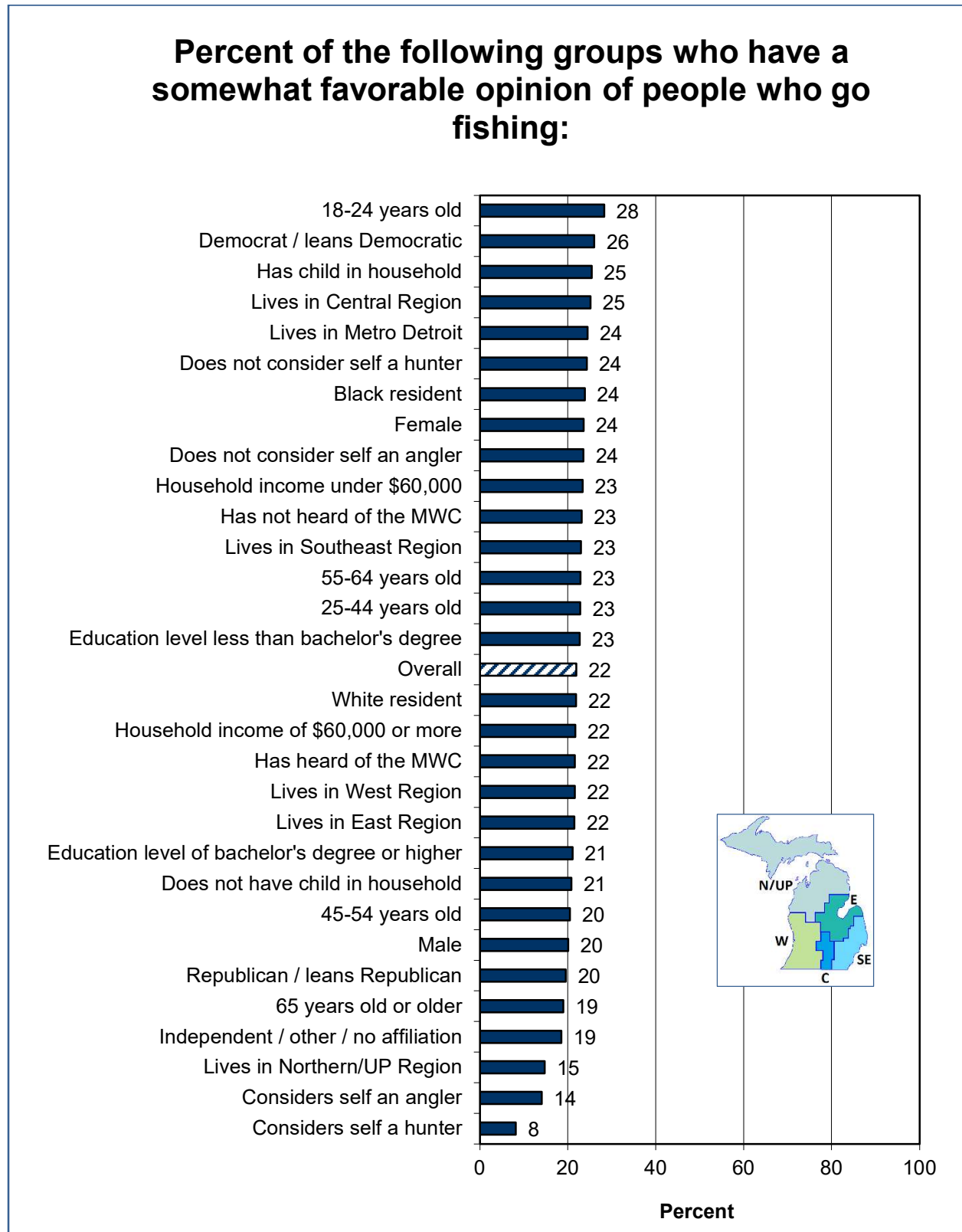
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The groups that are markedly more likely to have a very favorable opinion of anglers, compared to residents overall, are hunters and anglers, residents of the Northern/UP Region, Republicans/those leaning Republican, and residents 65 years old or older.



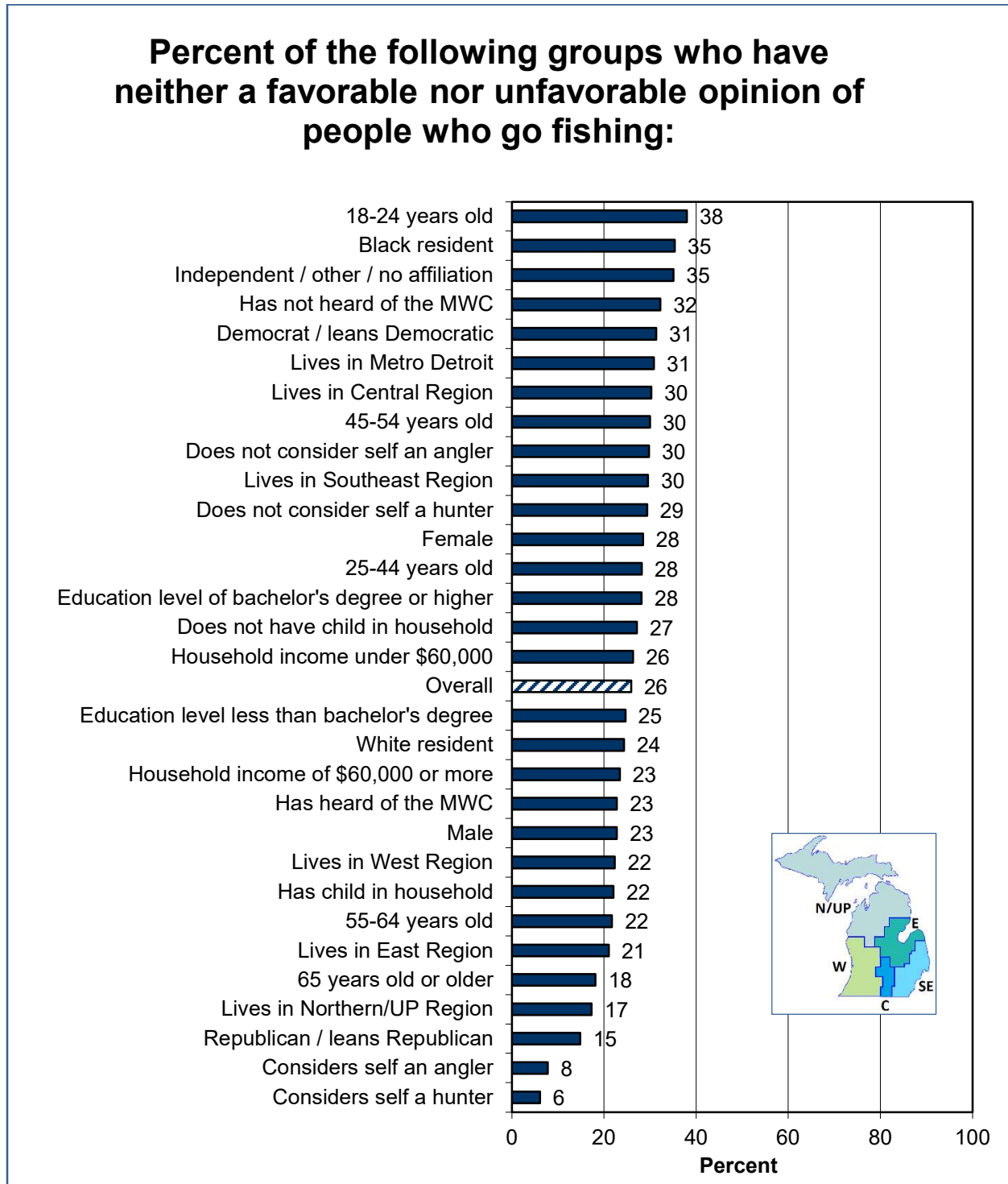
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Young residents make up the only group that has a markedly higher percentage, compared to residents overall, of having a *somewhat* favorable opinion of anglers.



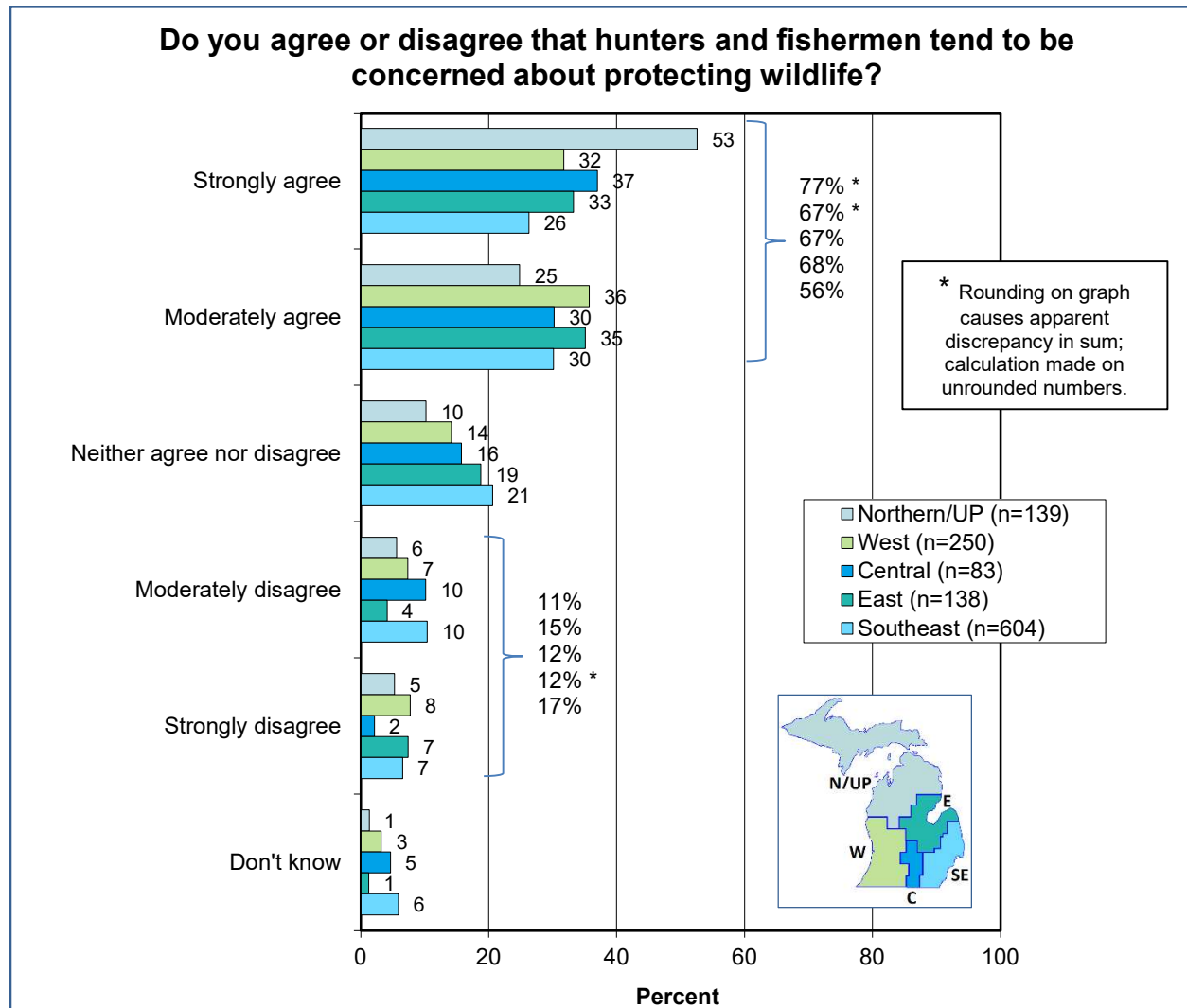
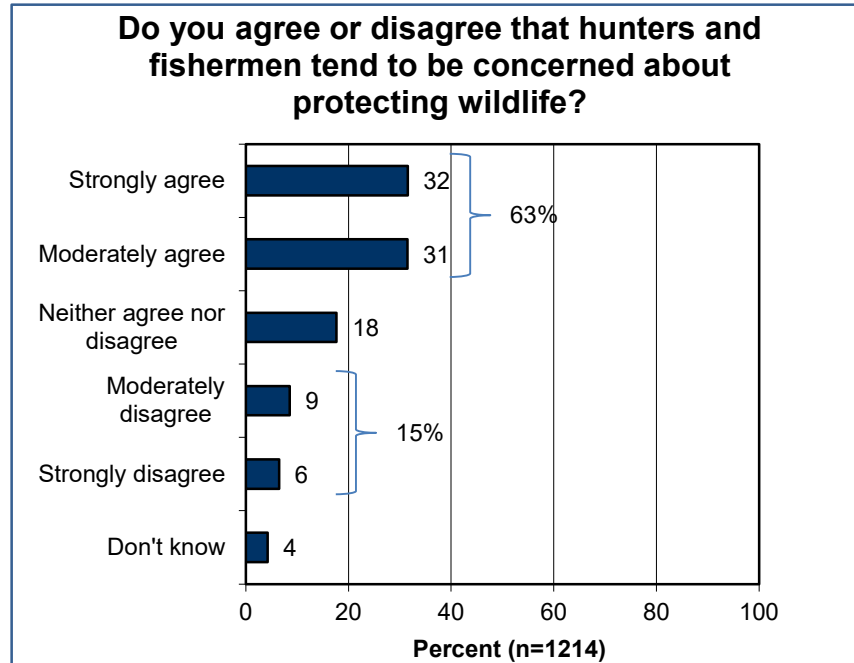
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The groups that are markedly more likely to give a neutral response regarding opinion of anglers, relative to residents overall, are young people, Black residents, those who politically have no affiliation, and those who have not heard of the Council. (Not enough had an unfavorable opinion of people who go fishing for the demographic analyses to be run.)



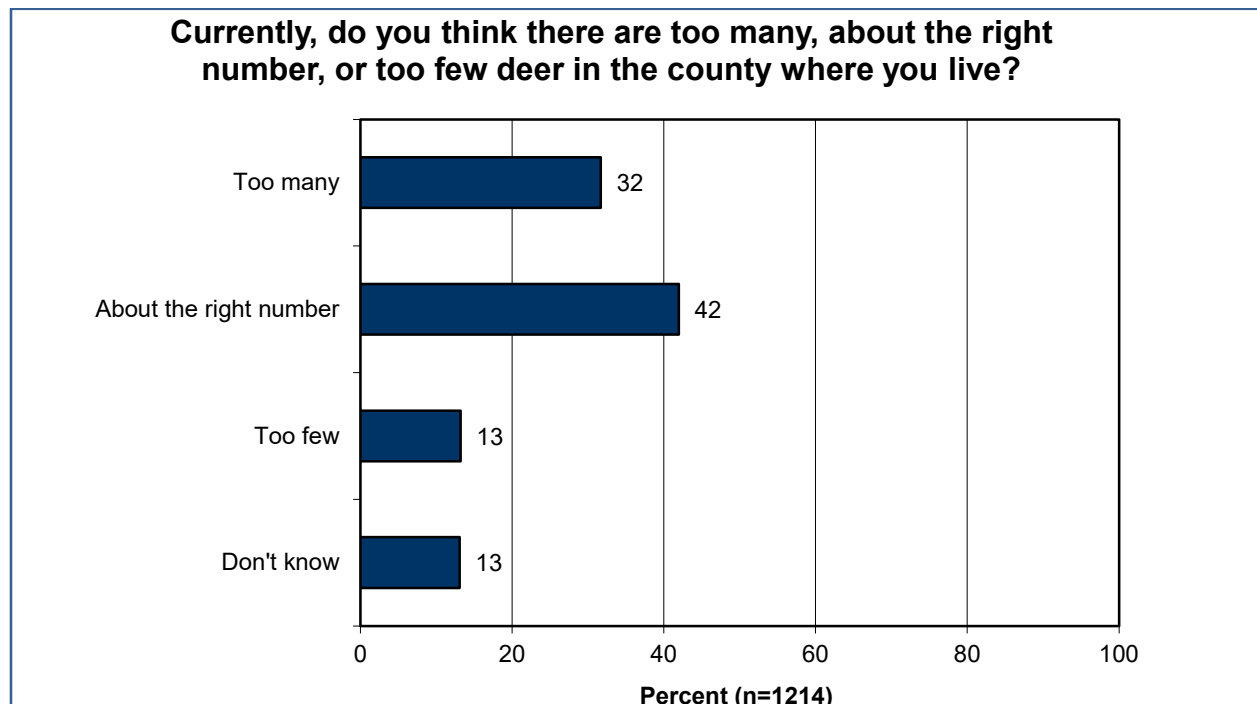
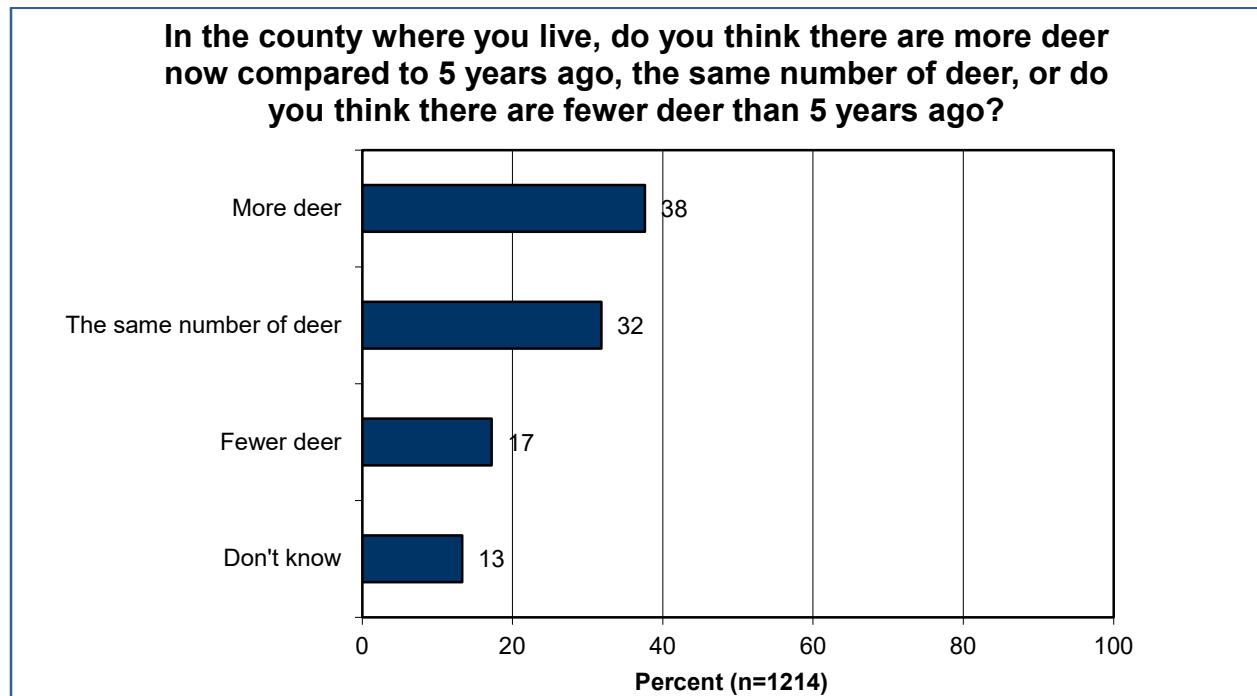
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Another question that delved into opinions on hunters and anglers asked residents if they agreed or disagreed that hunters and fishermen are concerned about protecting wildlife. Almost two thirds of residents (63%) agree that this is so, but 15% disagree. The highest agreement occurs in the Northern/UP Region, and the lowest agreement is in the Southeast Region.

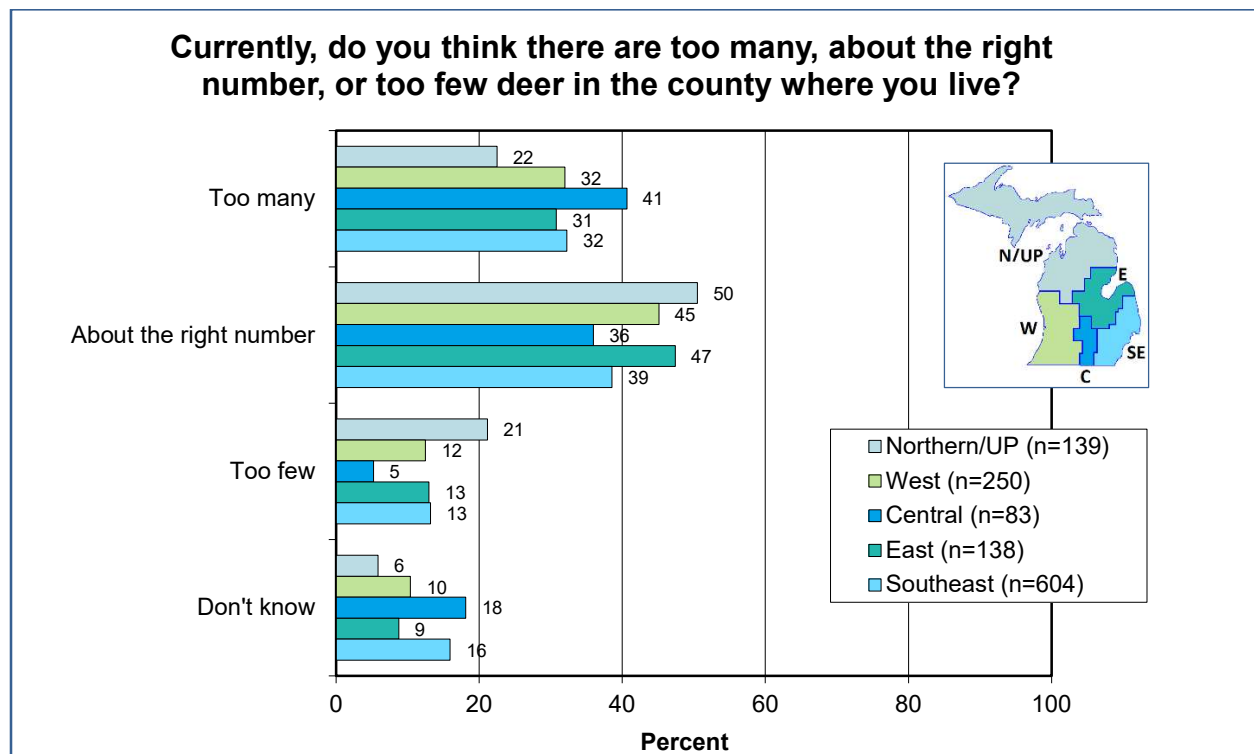
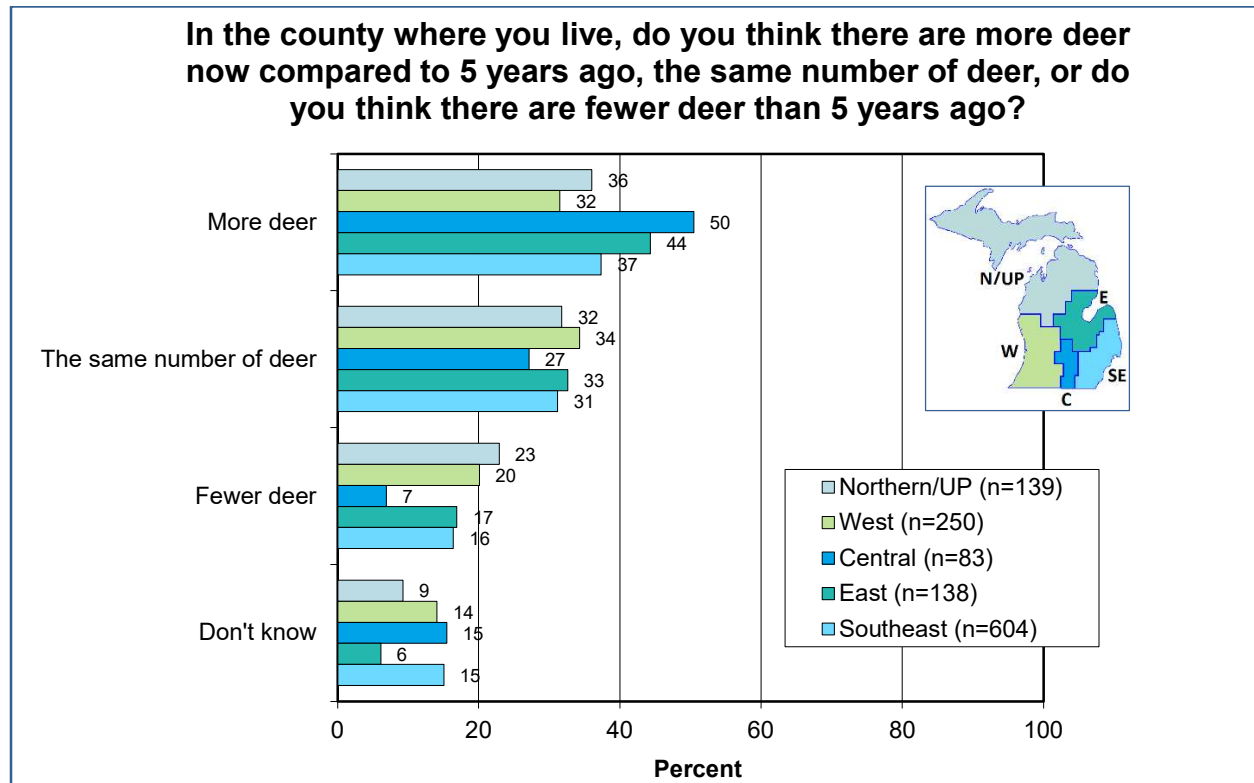


PERCEPTIONS OF THE DEER POPULATION

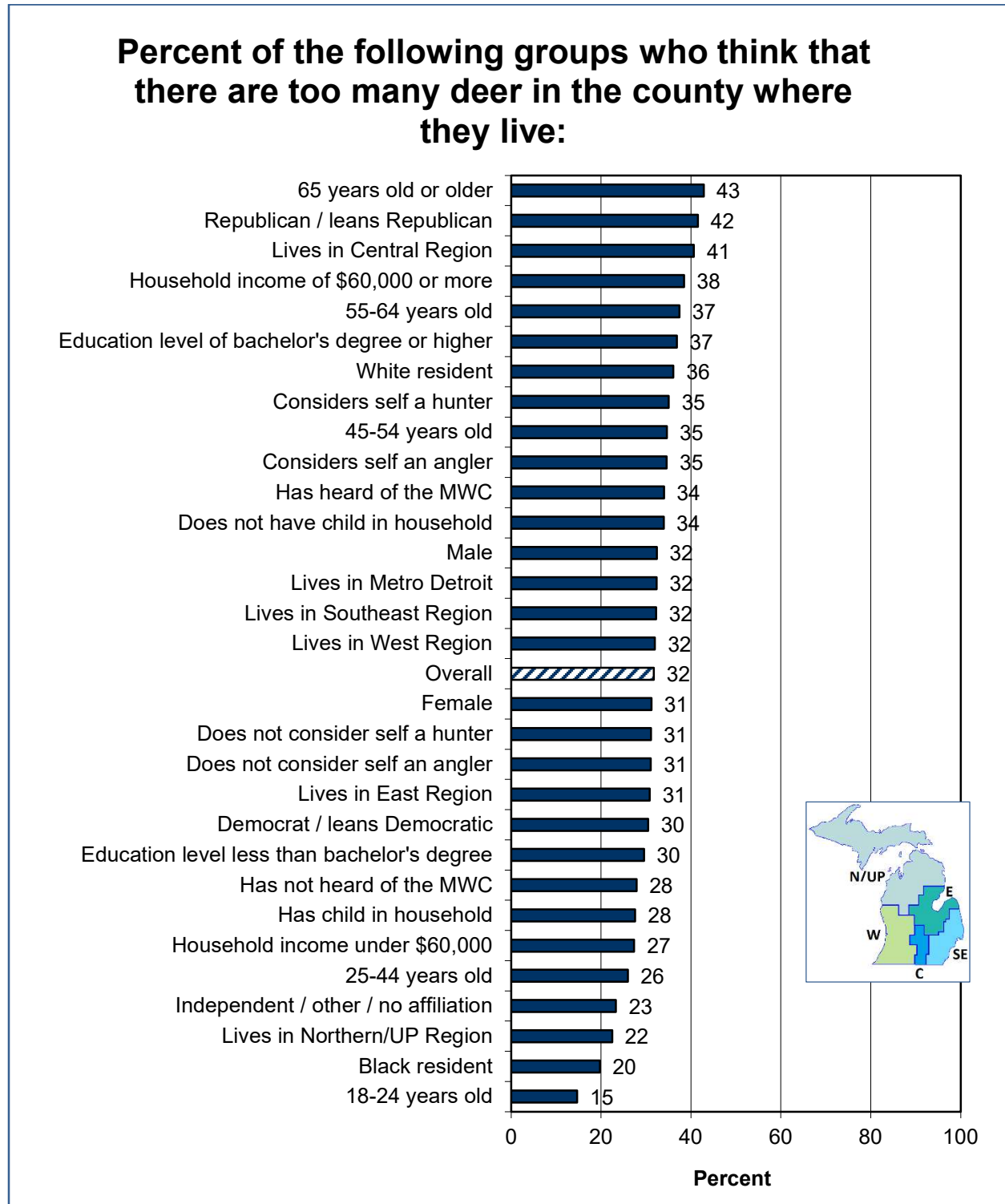
Related to wildlife management is the perception residents have regarding the size of the deer population. Two questions focused on this aspect. In the first, more than a third of Michigan residents think that there are more deer now where they live than compared to 5 years previous, which is a greater proportion than think that there are fewer deer. Also, about a third think that there are too many deer, again greater than the proportion who think that there are too few deer.



Central Region residents are the most likely to think that there are more deer and to think that there are too many deer.

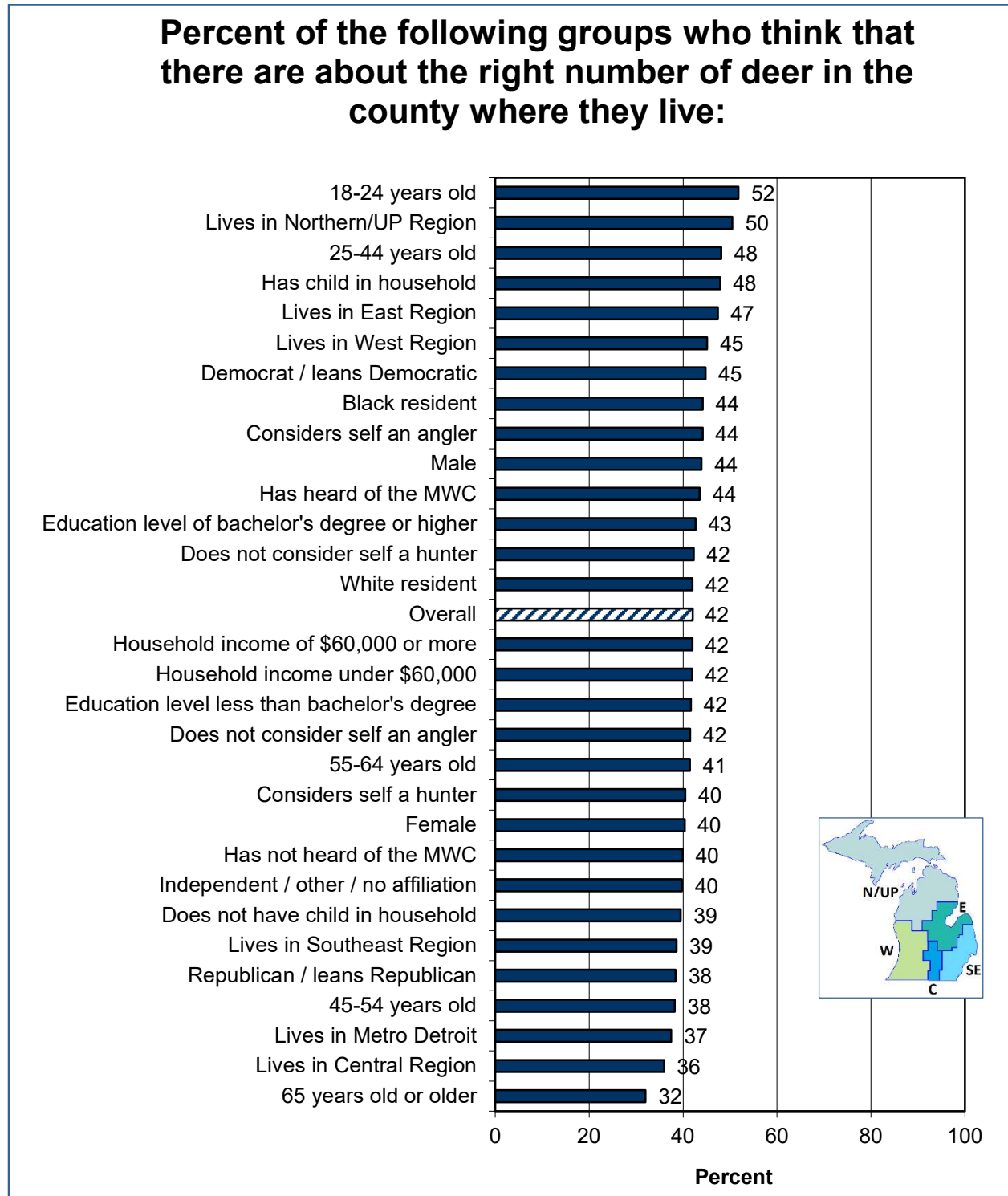


Demographic analyses were run on the perceptions of deer where people live. Those most likely to think that there are too many deer in the county where they live are older residents, Republicans/those leaning Republican, Central Region residents, and those in the higher income category.



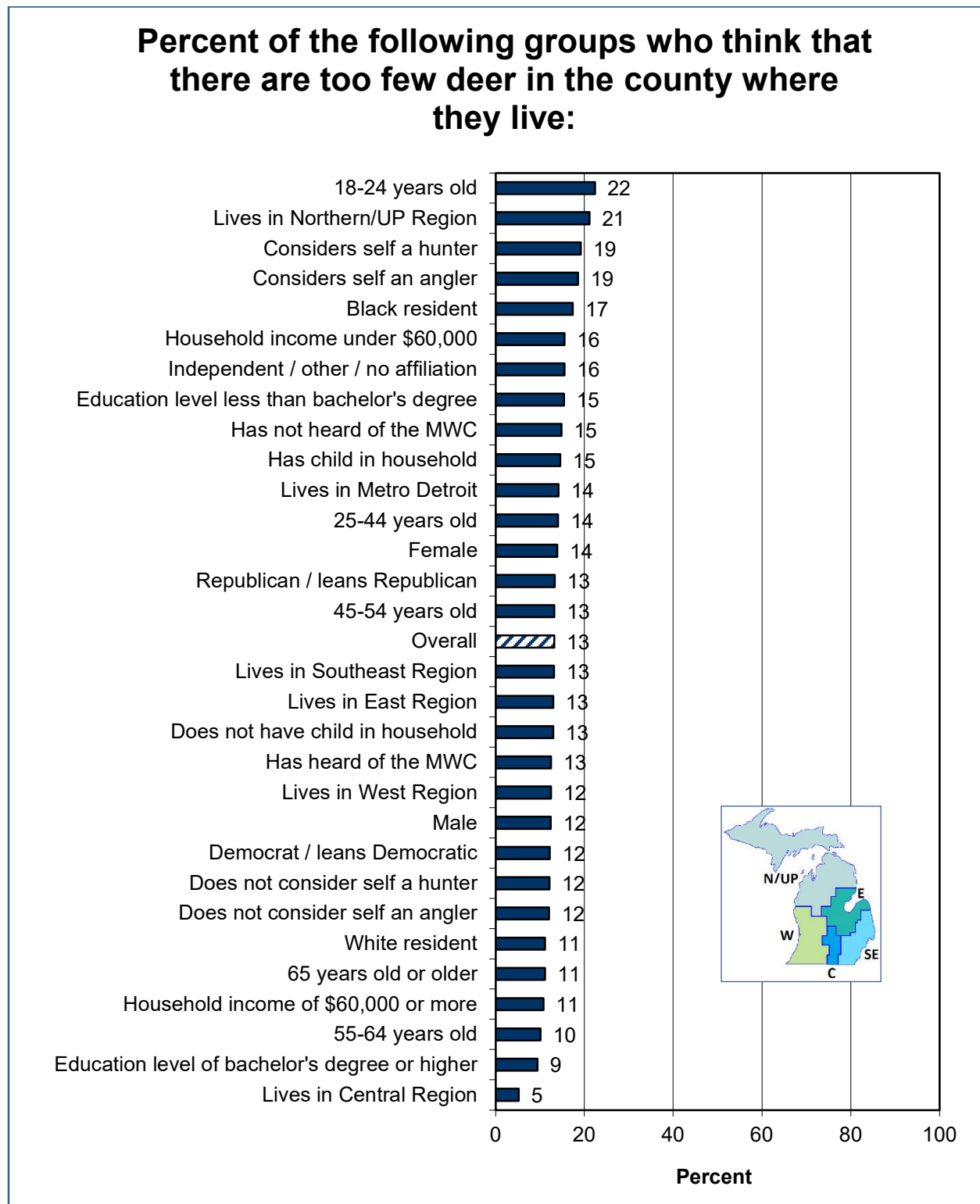
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The groups most likely to say that there are about the right number of deer in their county are young residents, those living in the Northern/UP Region, those in the middle age bracket, and those with children in the household.



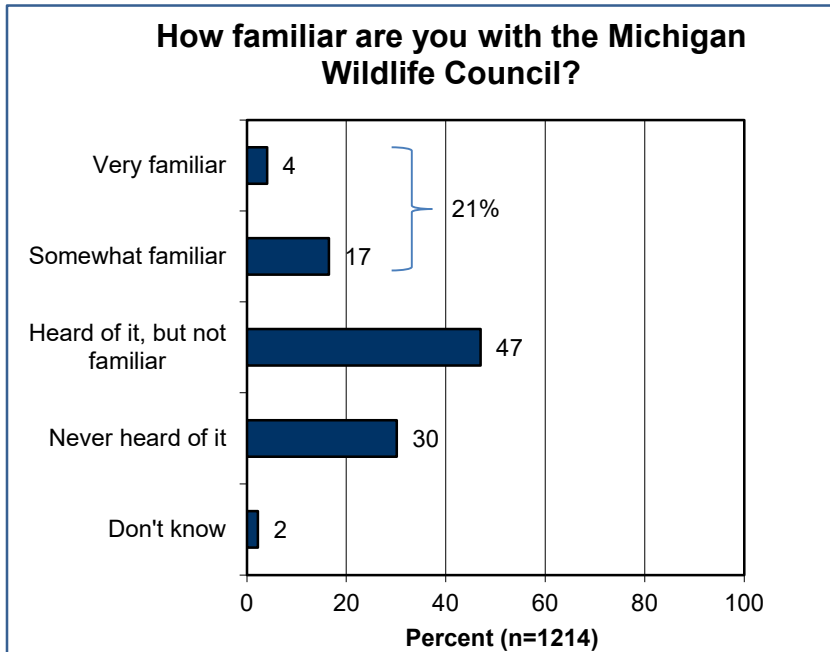
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

Finally, those groups most likely to think that there are too few deer in their county are young residents, those living in the Northern/UP Region, and hunters and anglers.

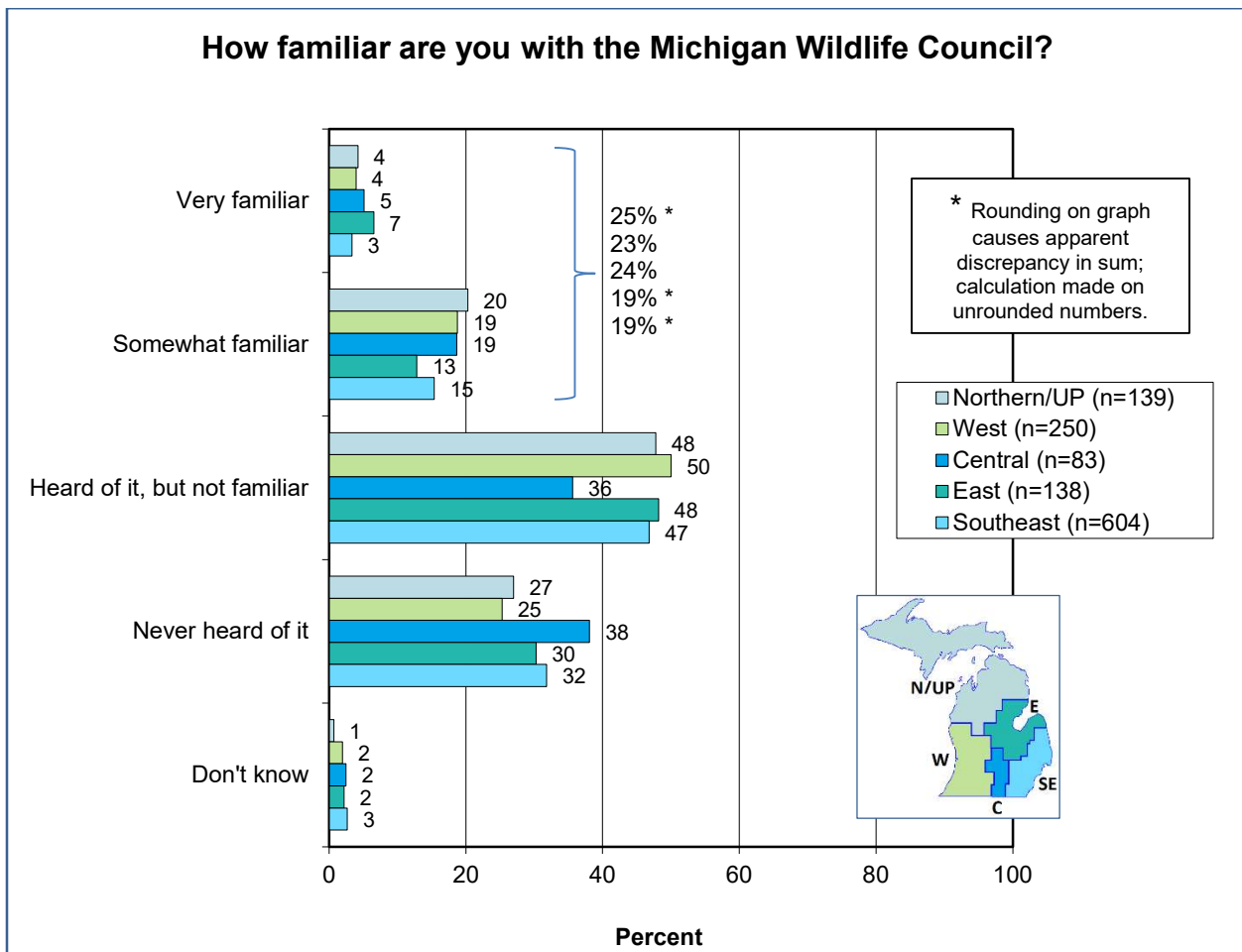


See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

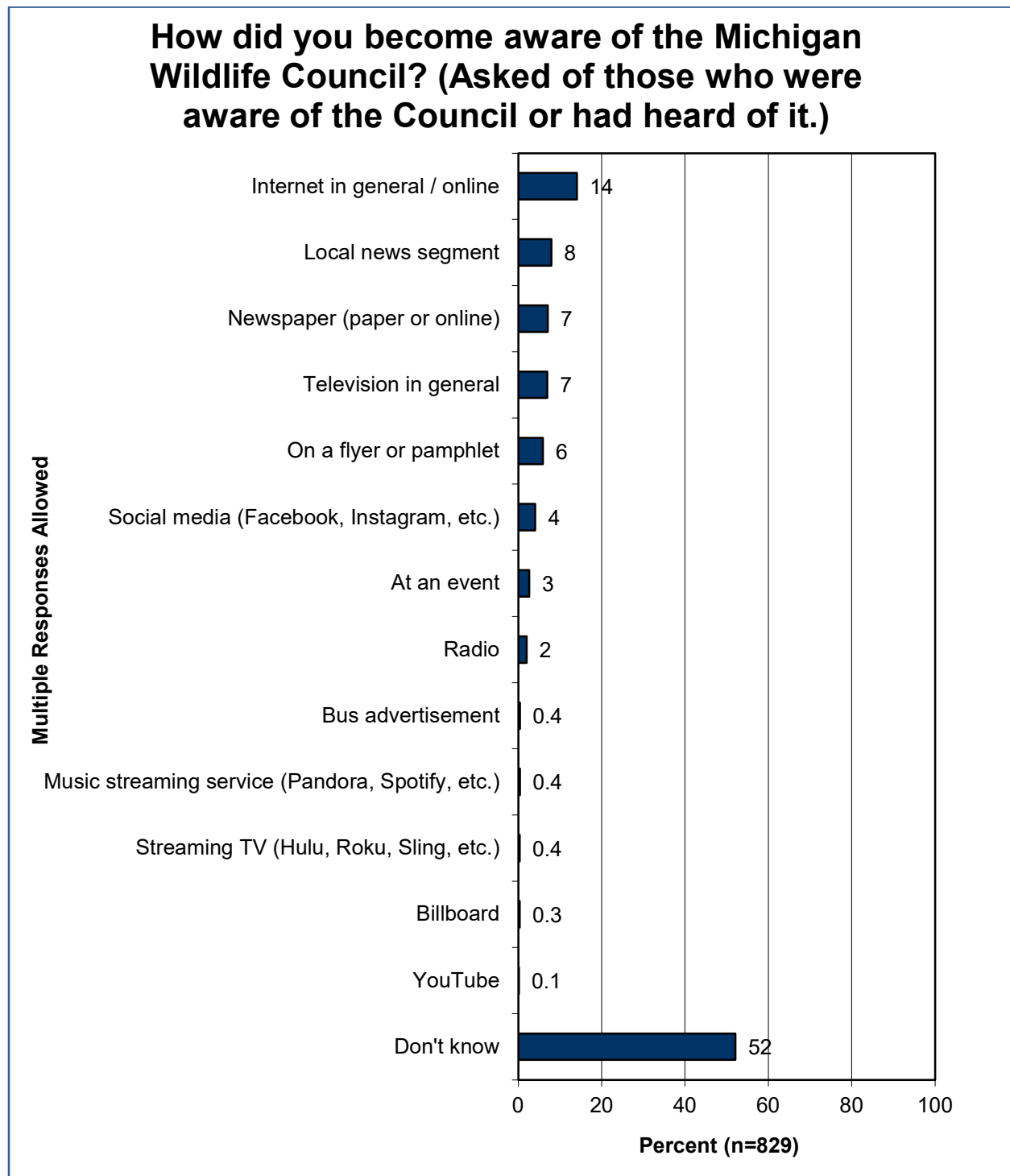
AWARENESS OF THE MICHIGAN WILDLIFE COUNCIL



About a fifth of Michigan residents (21%) are *very* or *somewhat* familiar with the Council. Familiarity is highest among residents of the Northern/UP Region, although all regions are not far from one another on this question: familiarity ranges from 19% to 25% in the regions.

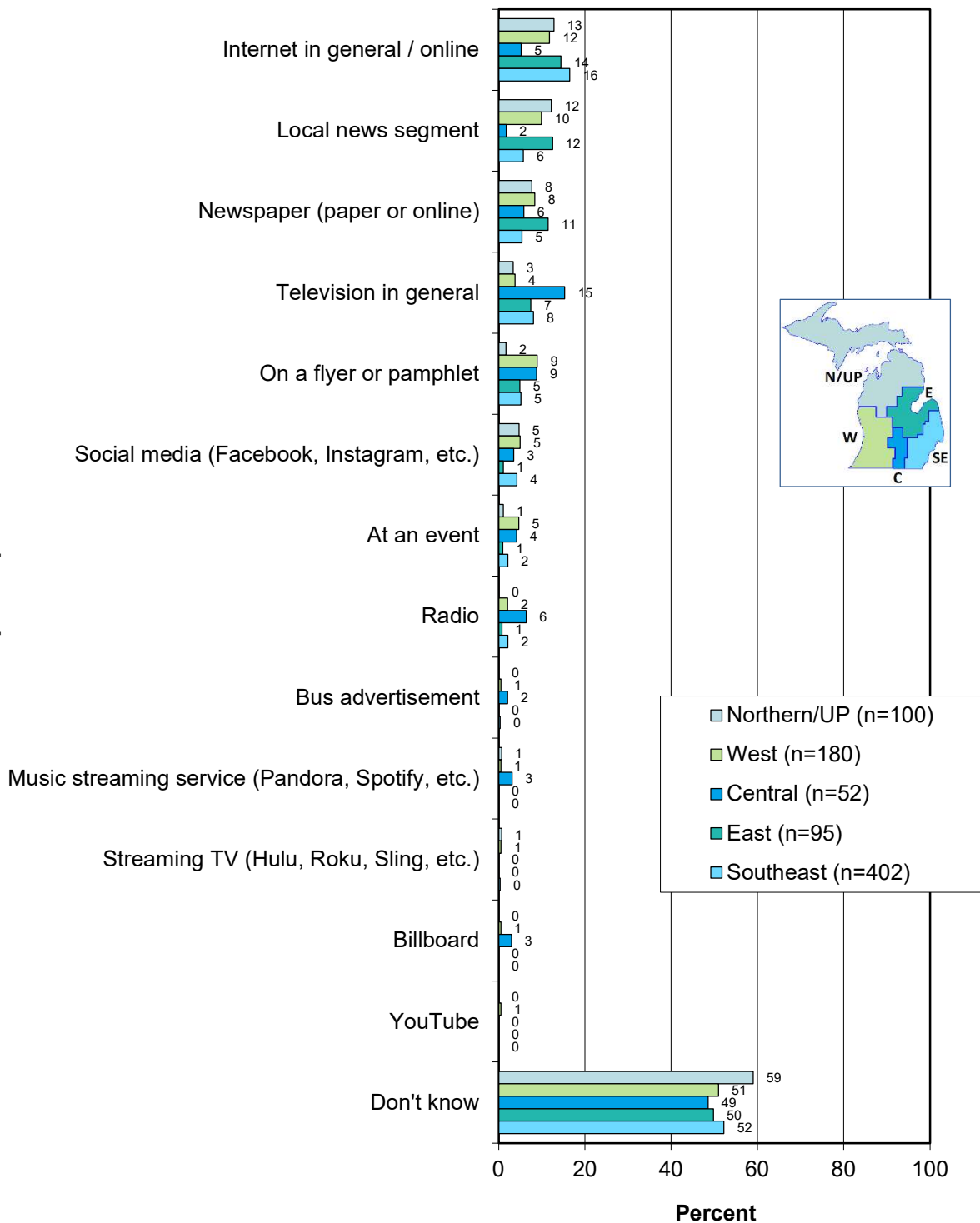


The internet is the most common source from which residents learned of the Council. (The graph lists only the sources on which Council information is provided. Those sources on the overall graph that have percentages of less than 0.5% are shown to one decimal place so that they do not round to 0.) Because some people may have heard of the Council from friends or family, there is a relatively large *don't know* percentage, as these people would not have had their source listed in the answer set. The regional graph appears on the next page.

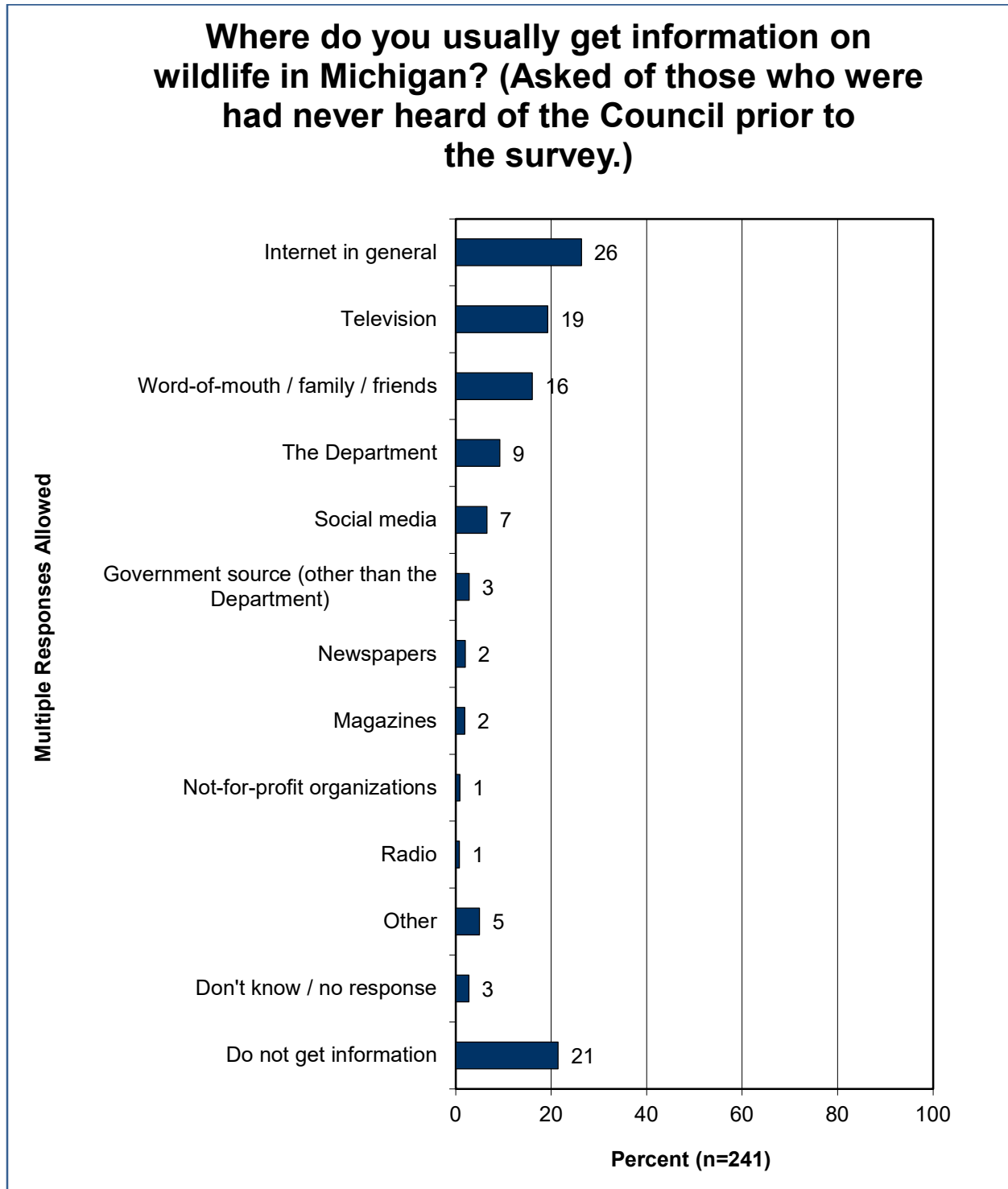


How did you become aware of the Michigan Wildlife Council? (Asked of those who were aware of the Council or had heard of it.)

Multiple Responses Allowed

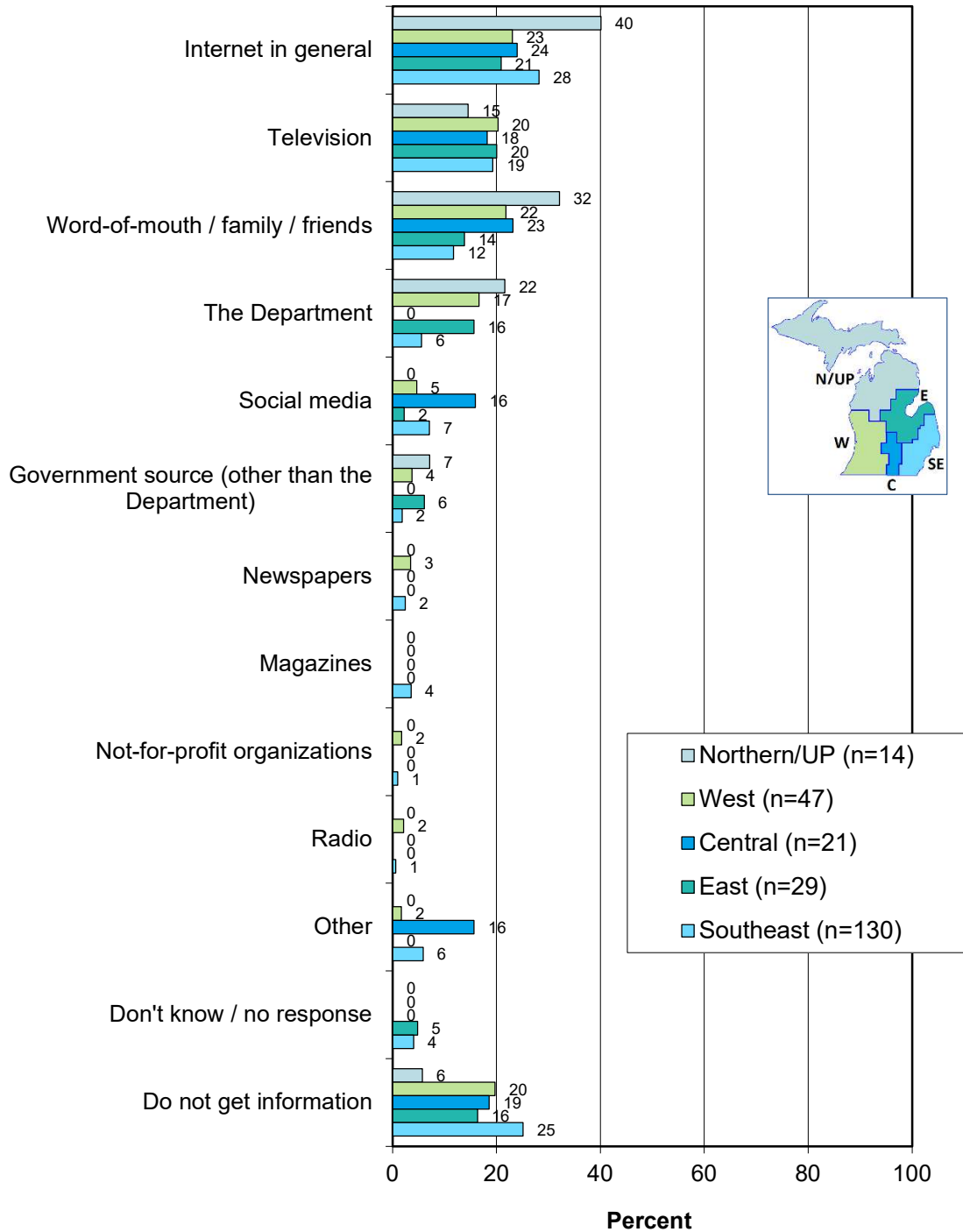


Finally in this section, those who had not heard of the Council prior to the survey were asked about their sources of information about wildlife in Michigan. The internet in general and television are the most common sources of information. Third on the list is simply word-of-mouth. Regional results appear on the next page.



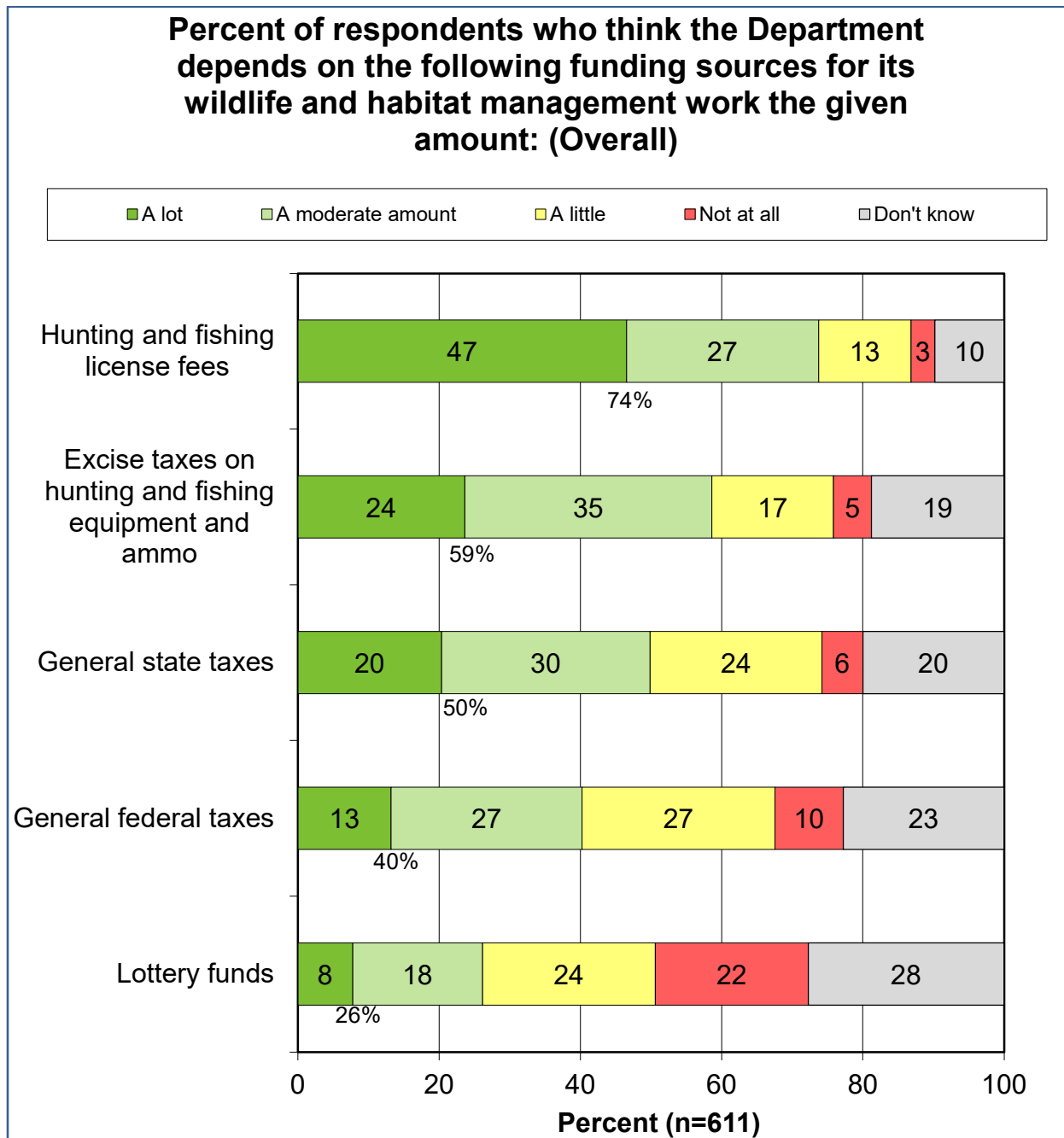
Where do you usually get information on wildlife in Michigan? (Asked of those who were had never heard of the Council prior to the survey.)

Multiple Responses Allowed

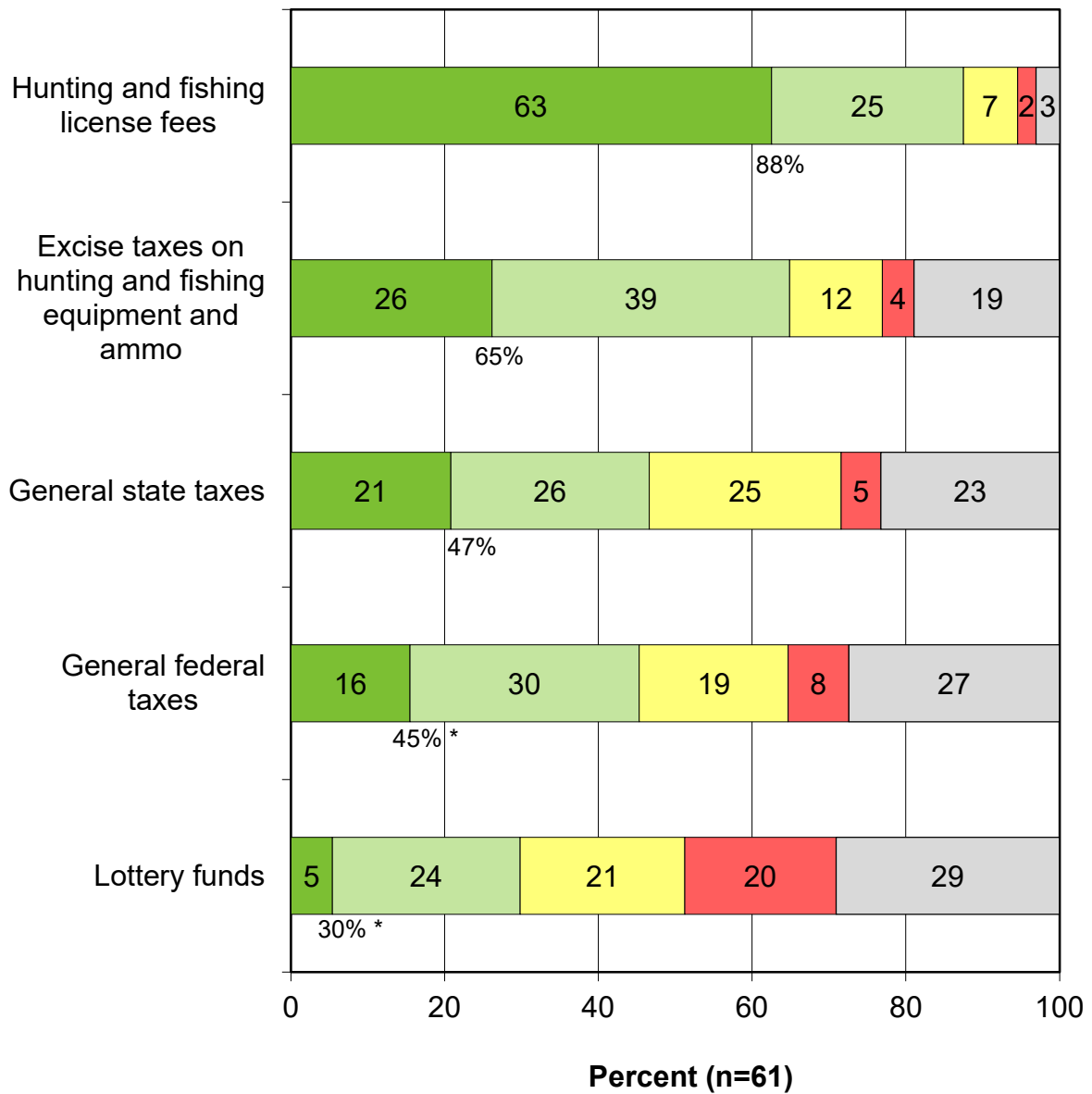


OPINIONS ON AND KNOWLEDGE OF DEPARTMENT FUNDING

The survey presented five funding sources for the Michigan Department of Natural Resources (hereinafter referred to as the Department) and asked residents to indicate how much the Department depends on each for its wildlife and habitat management work. Hunting and fishing licenses top the ranking: nearly half (47%) recognize licenses as being depended on *a lot*, and 74% say that they are depended on *a lot* or *a moderate amount*. Excise taxes are also high on the list, with 59% saying they are depended on *a lot* or *a moderate amount*. The region graphs are also presented, which show results similar to the overall results.



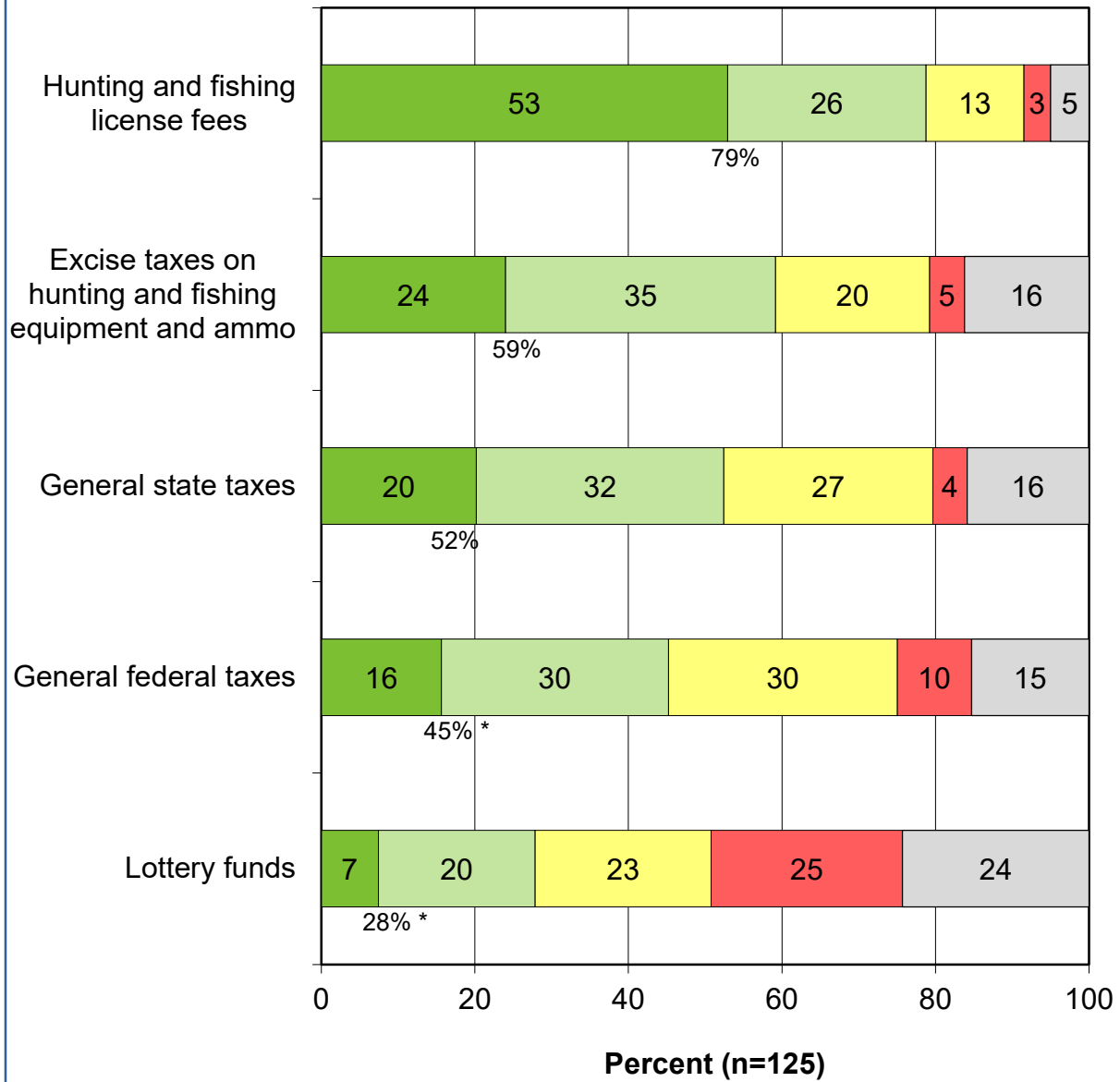
Percent of respondents who think the Department depends on the following funding sources for its wildlife and habitat management work the given amount: (Northern/UP)



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

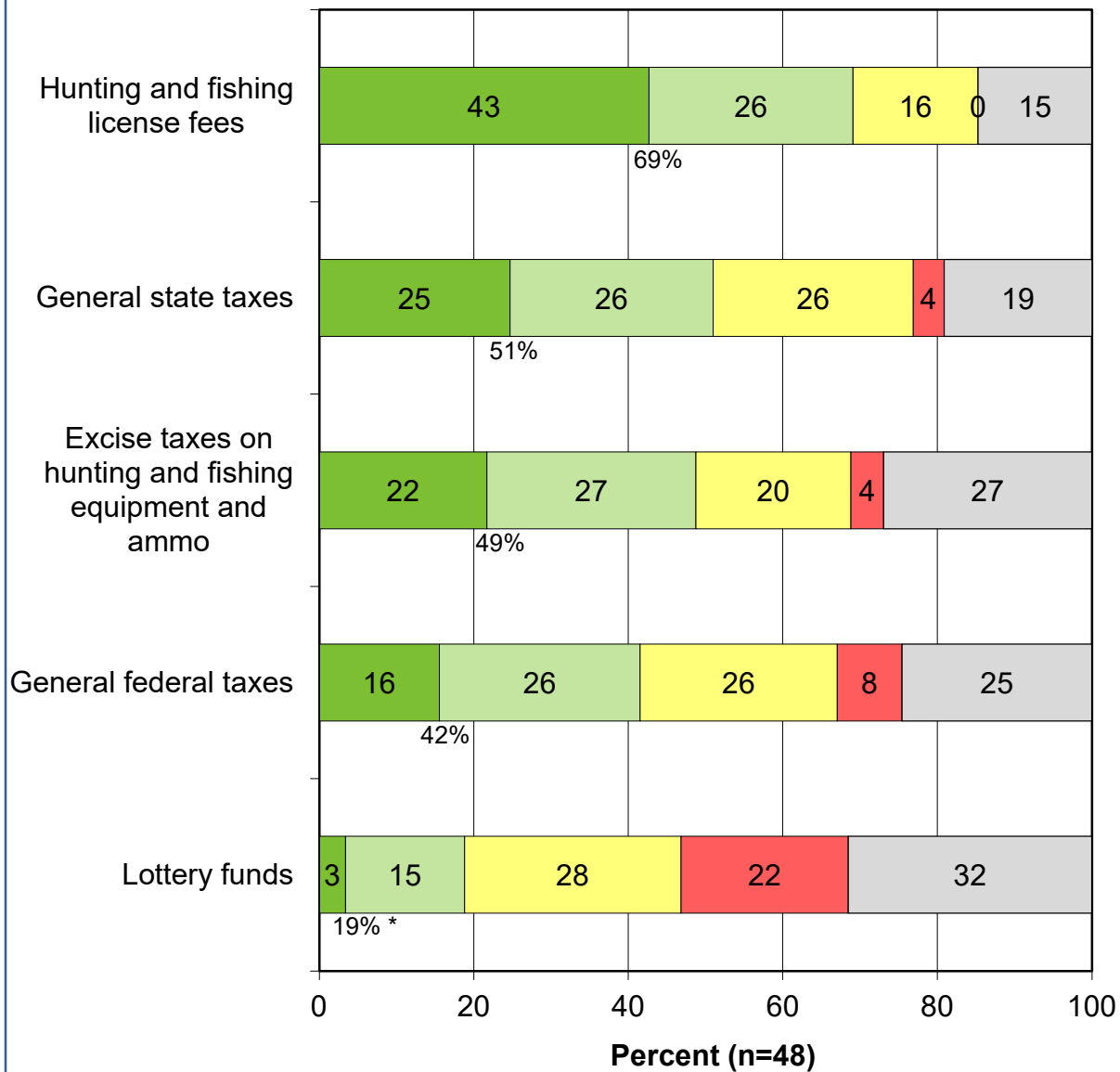
Percent of respondents who think the Department depends on the following funding sources for its wildlife and habitat management work the given amount: (West)

■ A lot
 ■ A moderate amount
 ■ A little
 ■ Not at all
 ■ Don't know



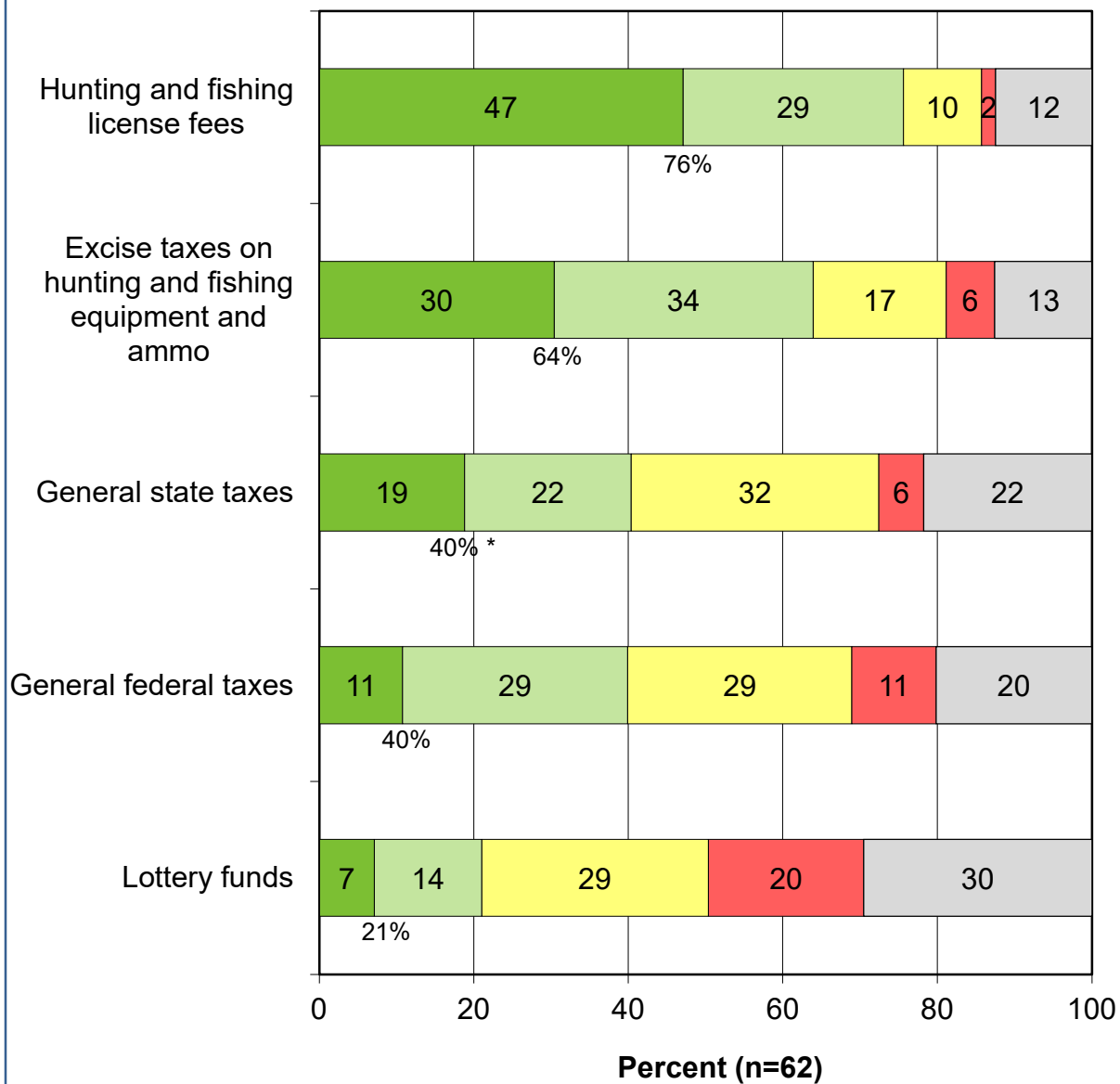
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who think the Department depends on the following funding sources for its wildlife and habitat management work the given amount: (Central)



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

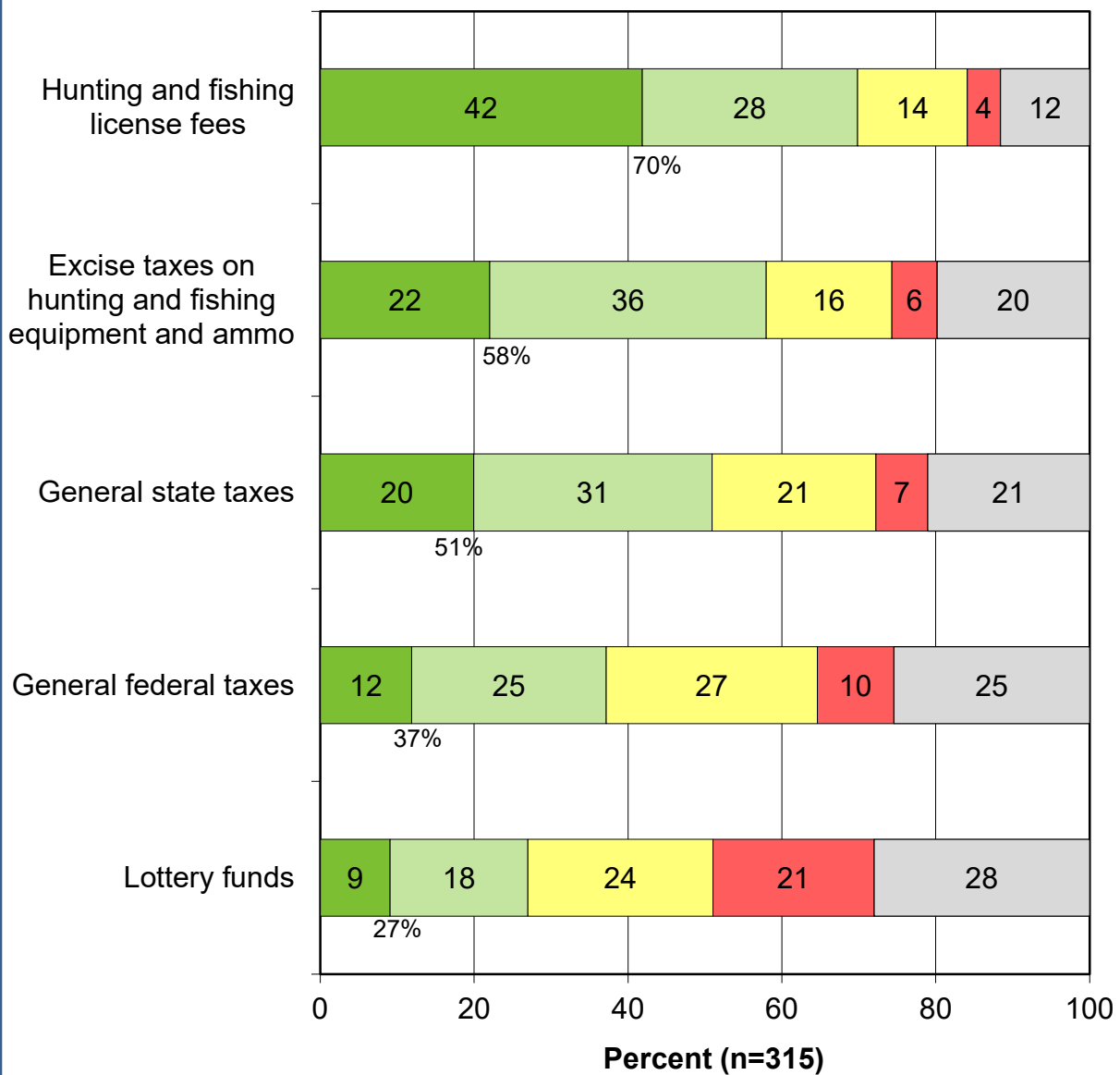
Percent of respondents who think the Department depends on the following funding sources for its wildlife and habitat management work the given amount: (East)



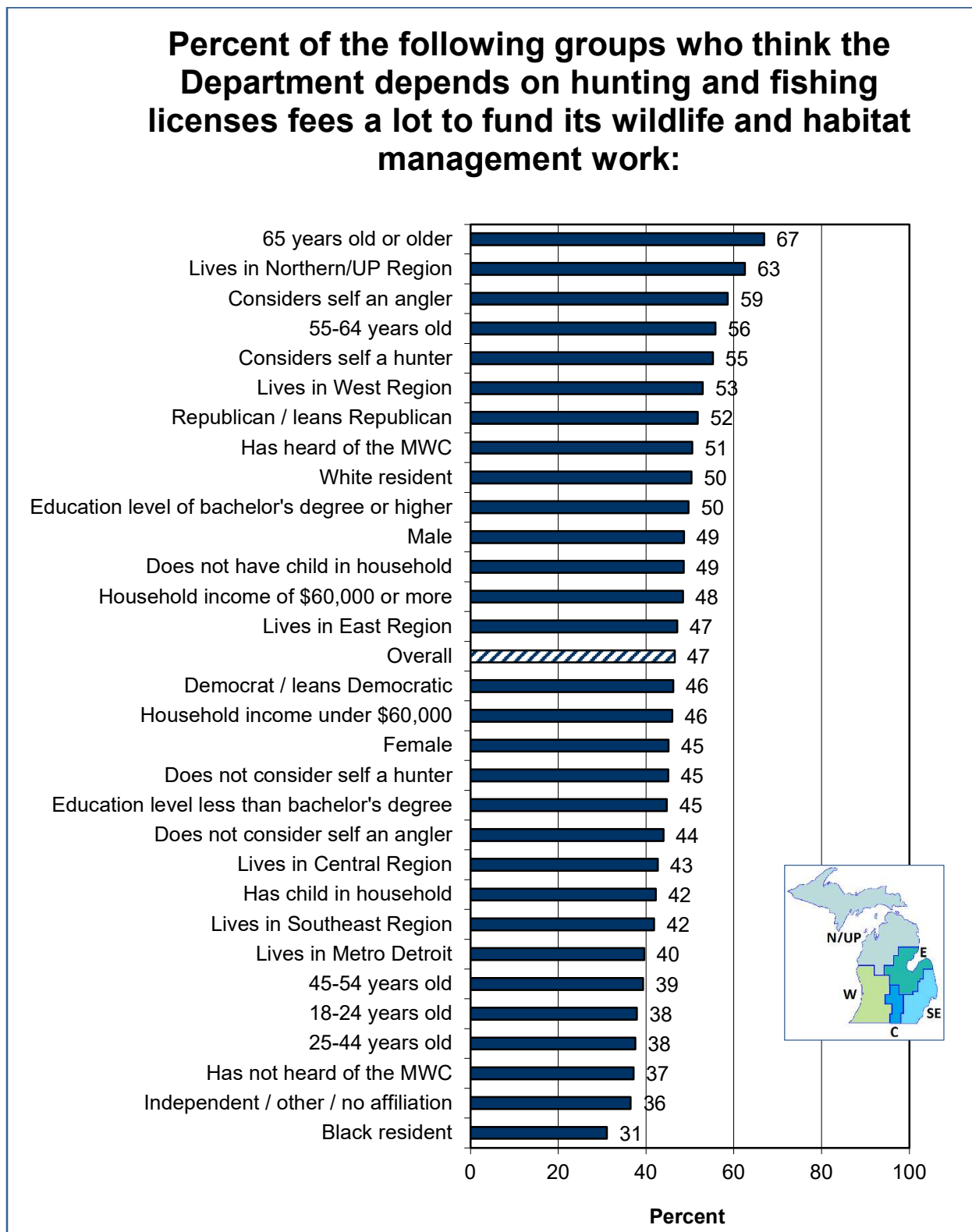
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Percent of respondents who think the Department depends on the following funding sources for its wildlife and habitat management work the given amount: (Southeast)

■ A lot
 ■ A moderate amount
 ■ A little
 ■ Not at all
 ■ Don't know

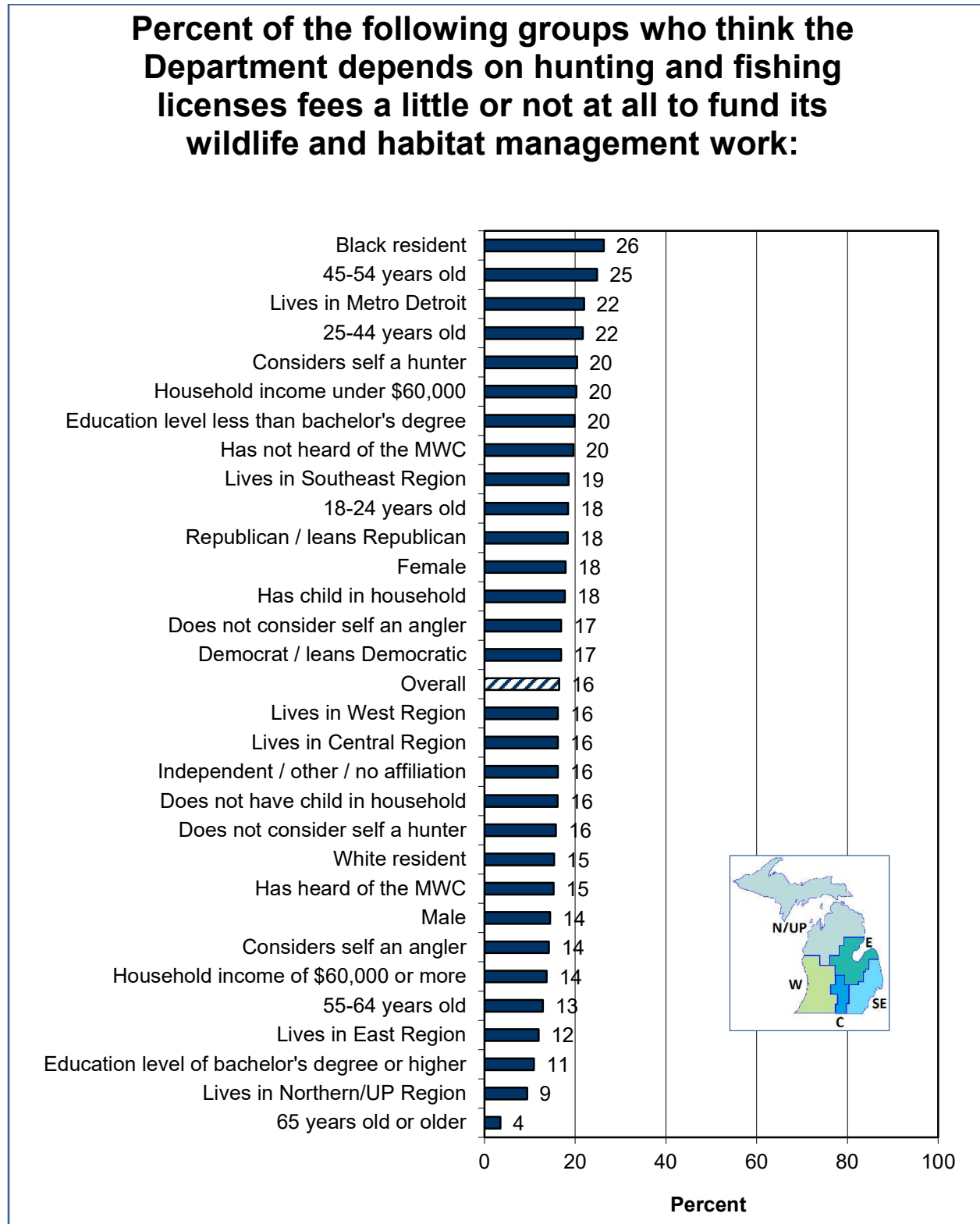


The groups that are the most likely to know that the Department depends on hunting and fishing license fees *a lot* to fund its work are residents 55 years old or older, residents of the Northern/UP Region, and anglers and hunters.



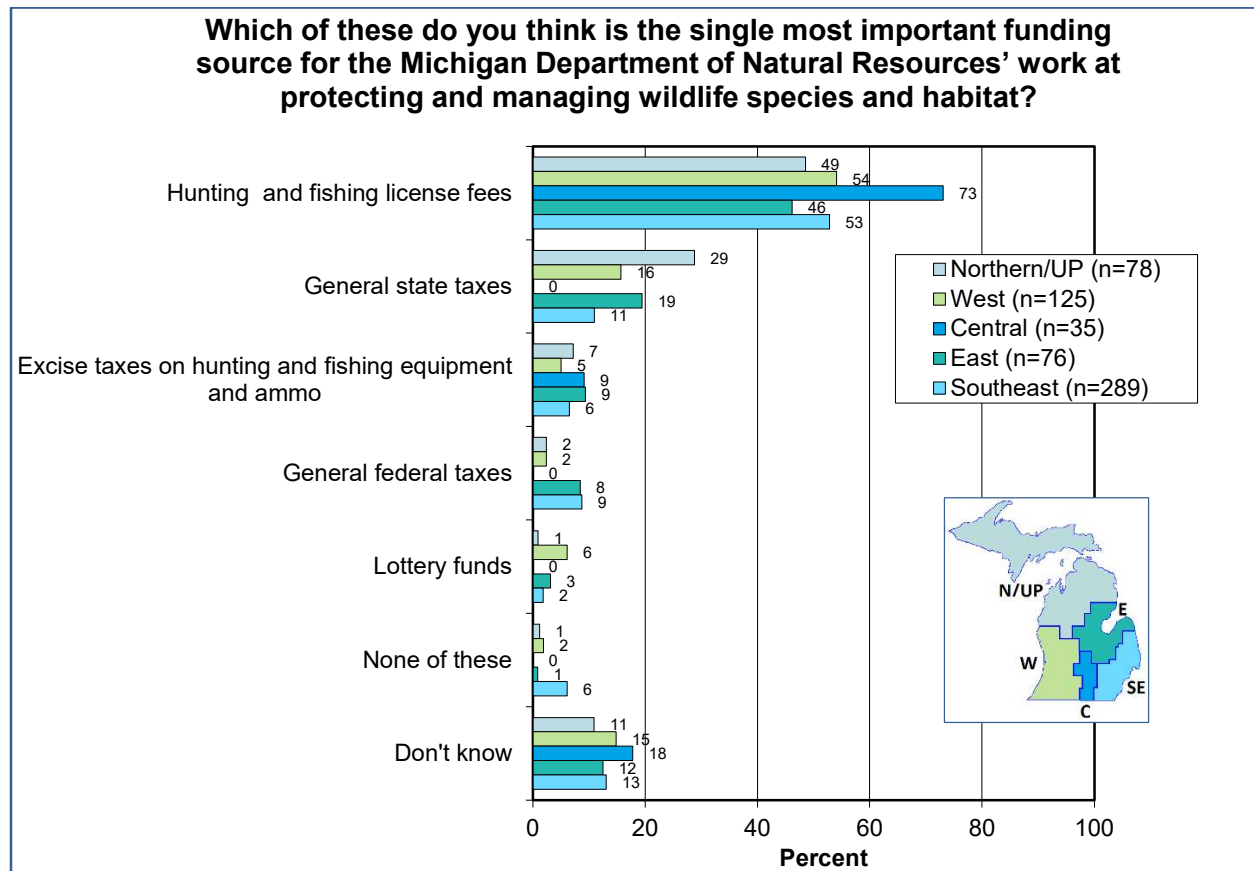
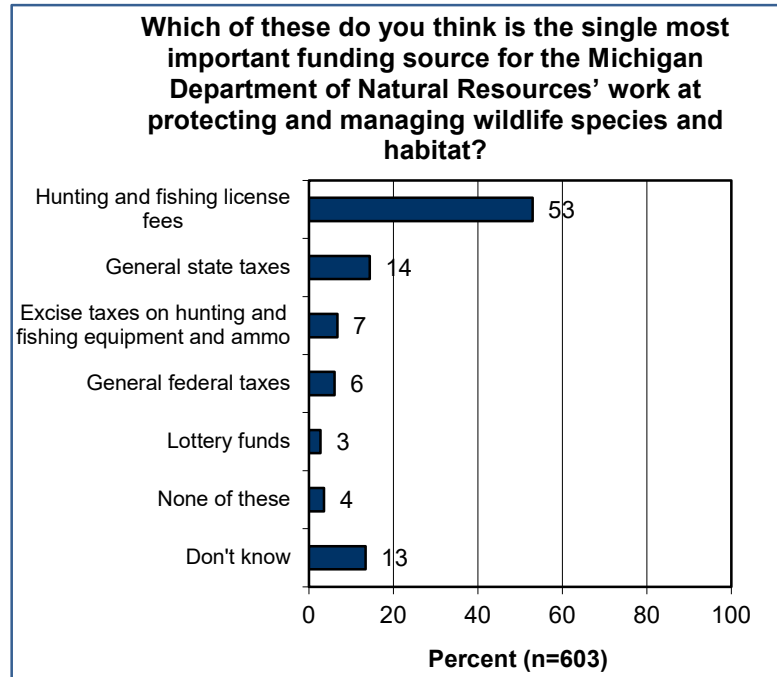
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

The groups least knowledgeable about the importance of hunting and fishing license fees to the work of the Department are Black residents, those who are 25 to 54 years old, and residents of the Metro Detroit area.

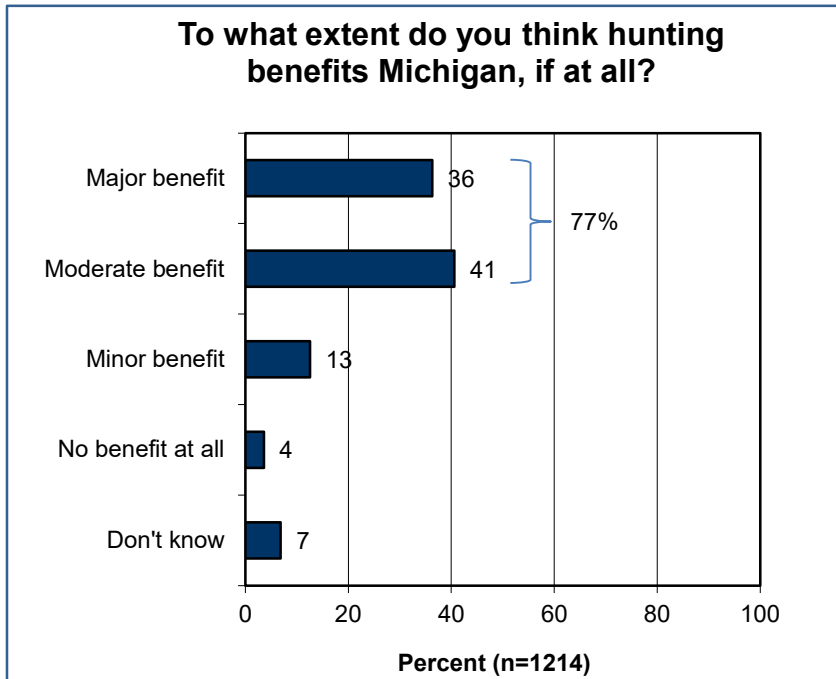


See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

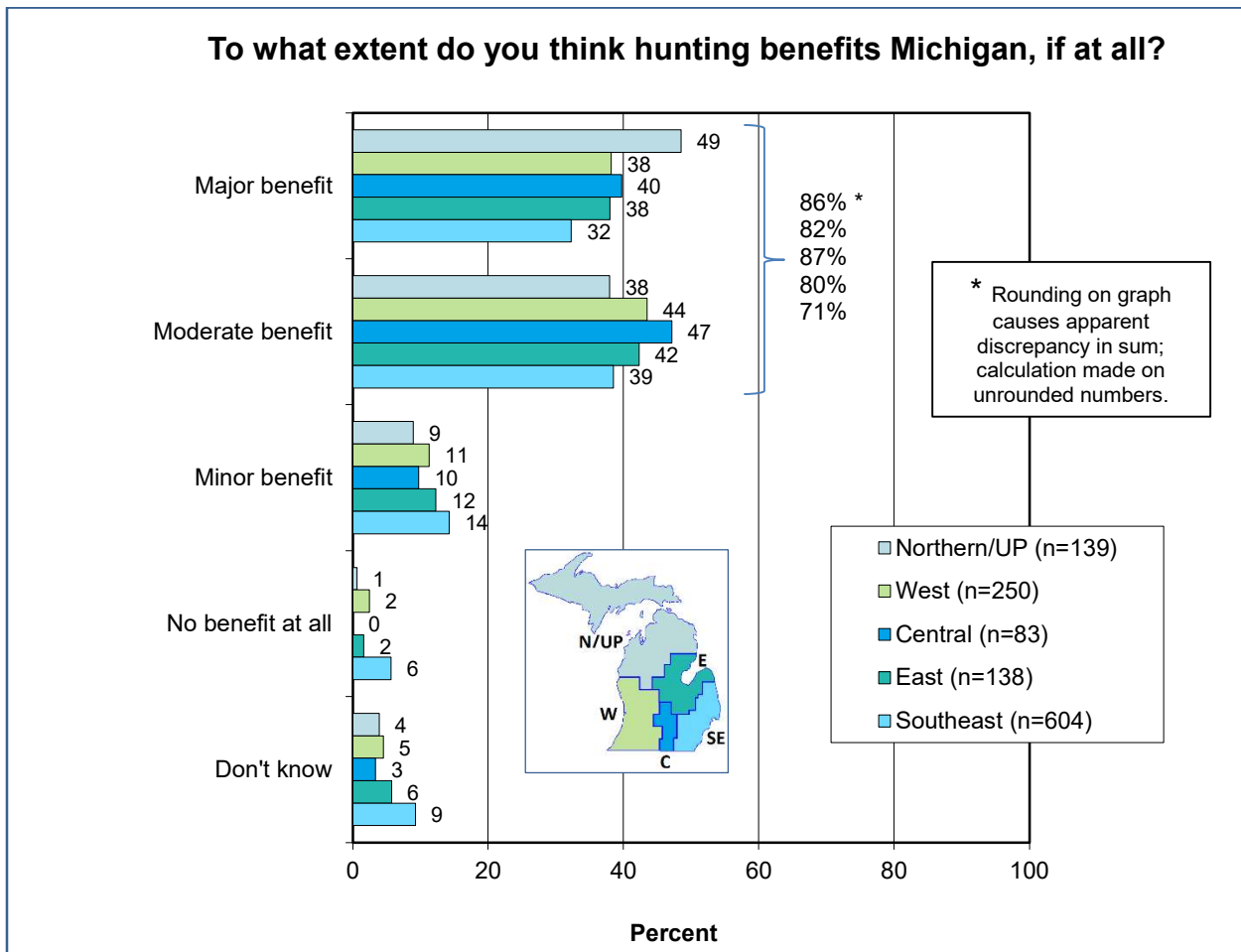
The previous series of questions about funding were asked of a random half of the entire sample. The other half was asked a funding question that examined the topic in a different way. In this question, the survey asked residents to indicate which single funding source was the *most important* to the Department. More than half of residents recognize the importance of hunting and fishing license fees, with 53% saying that those fees are the single most important funding source for the work that the Department undertakes. Note that many residents have an incorrect view of this, such as the 14% who say general state taxes, which do not make up an important funding source. Another 13% simply do not know. In the regions, residents of the Central Region have the highest percentage naming license fees as the most important funding source.



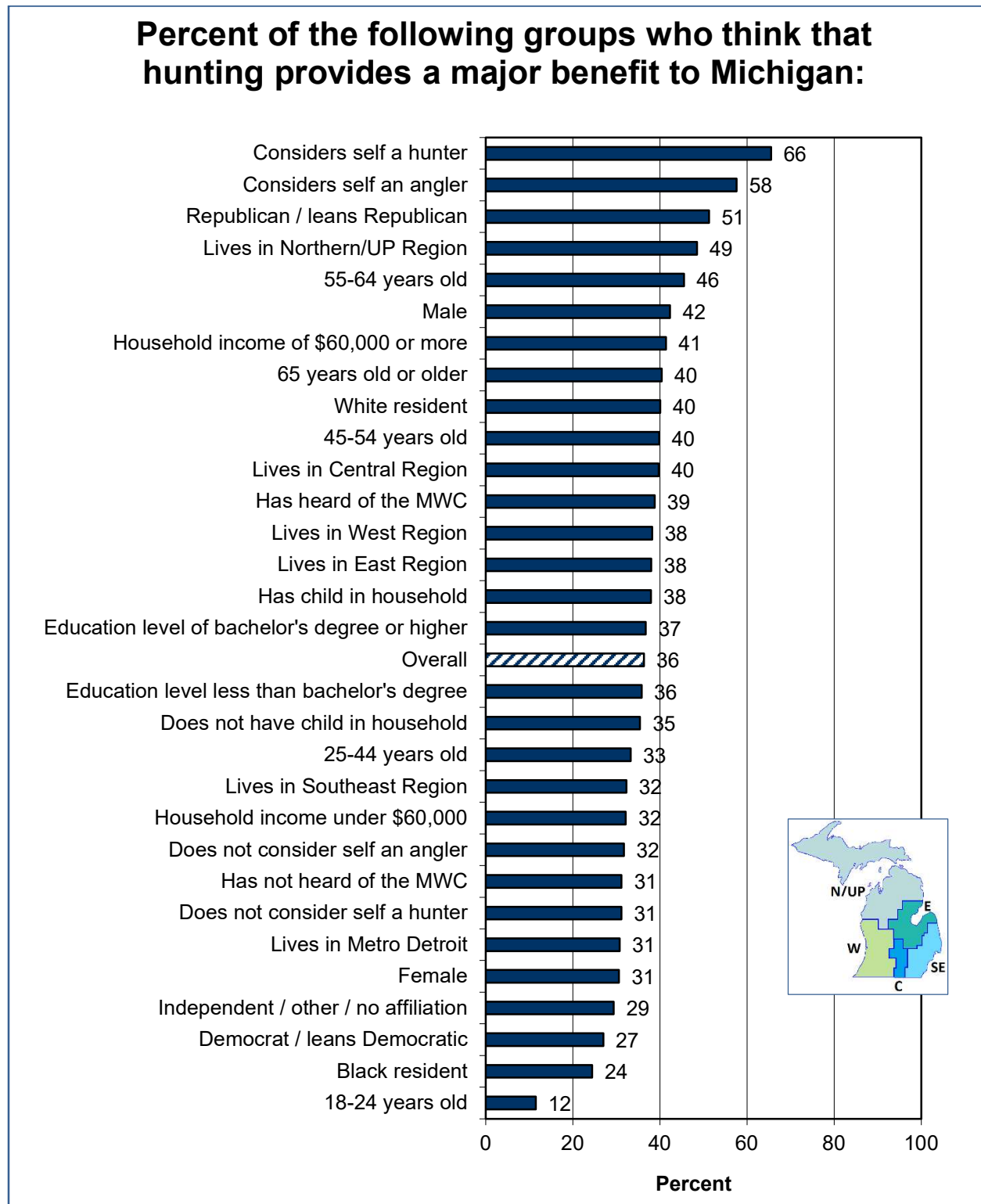
PERCEIVED BENEFITS THAT HUNTING PROVIDES



More than three quarters of Michigan residents (77%) recognize the benefit that hunting provides to the state, saying that hunting provides a *major* or *moderate* benefit. Residents of the Southeast Region have a markedly lower percentage saying that hunting provides a *major* or *minor* benefit compared to residents of the other regions.

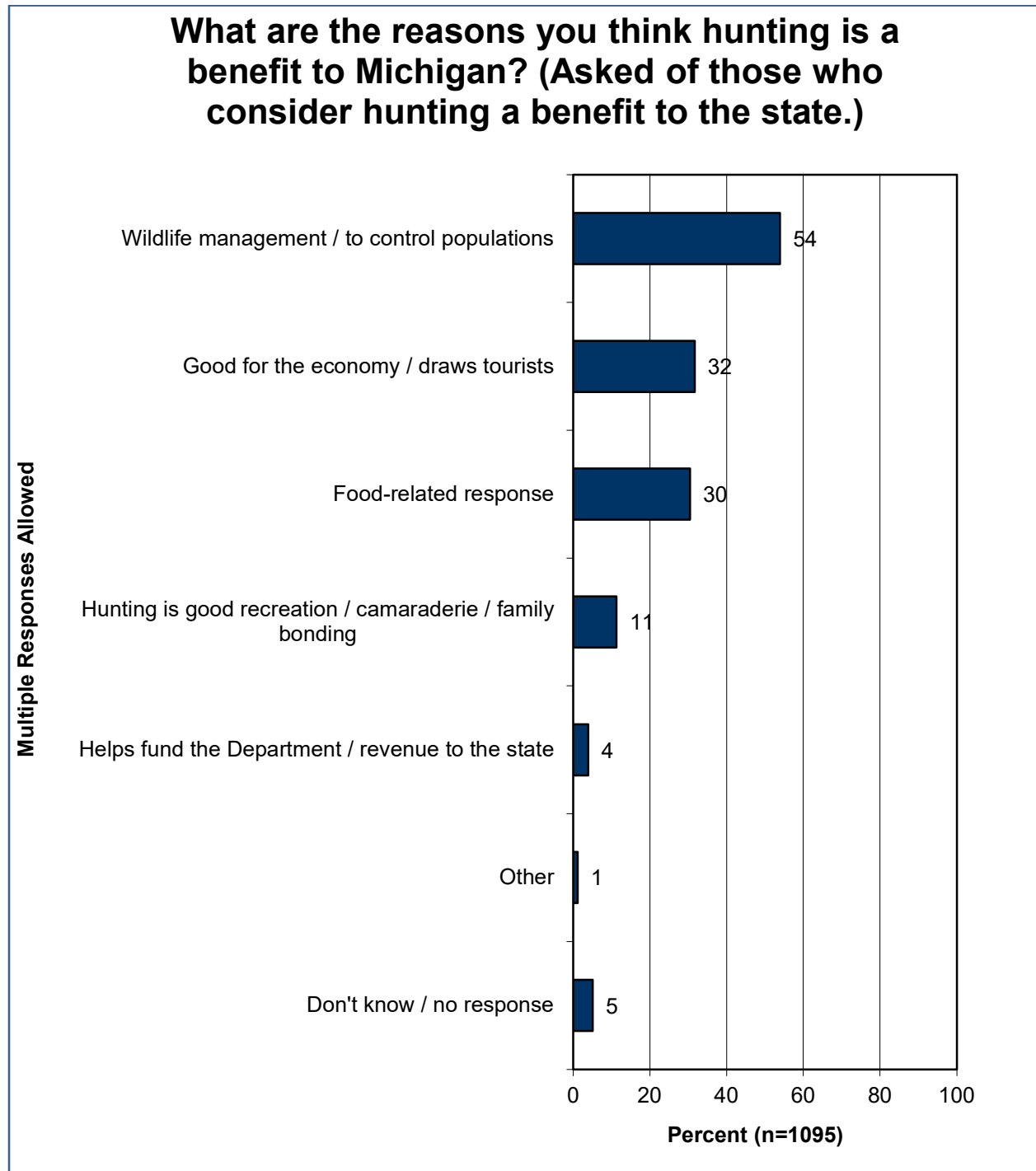


The demographic analyses were run on those thinking that hunting provides a *major* benefit to the state. Those most likely to think this are hunters and anglers, Republicans/those leaning Republican, residents of the Northern/UP Region, and those 55 to 64 years old.



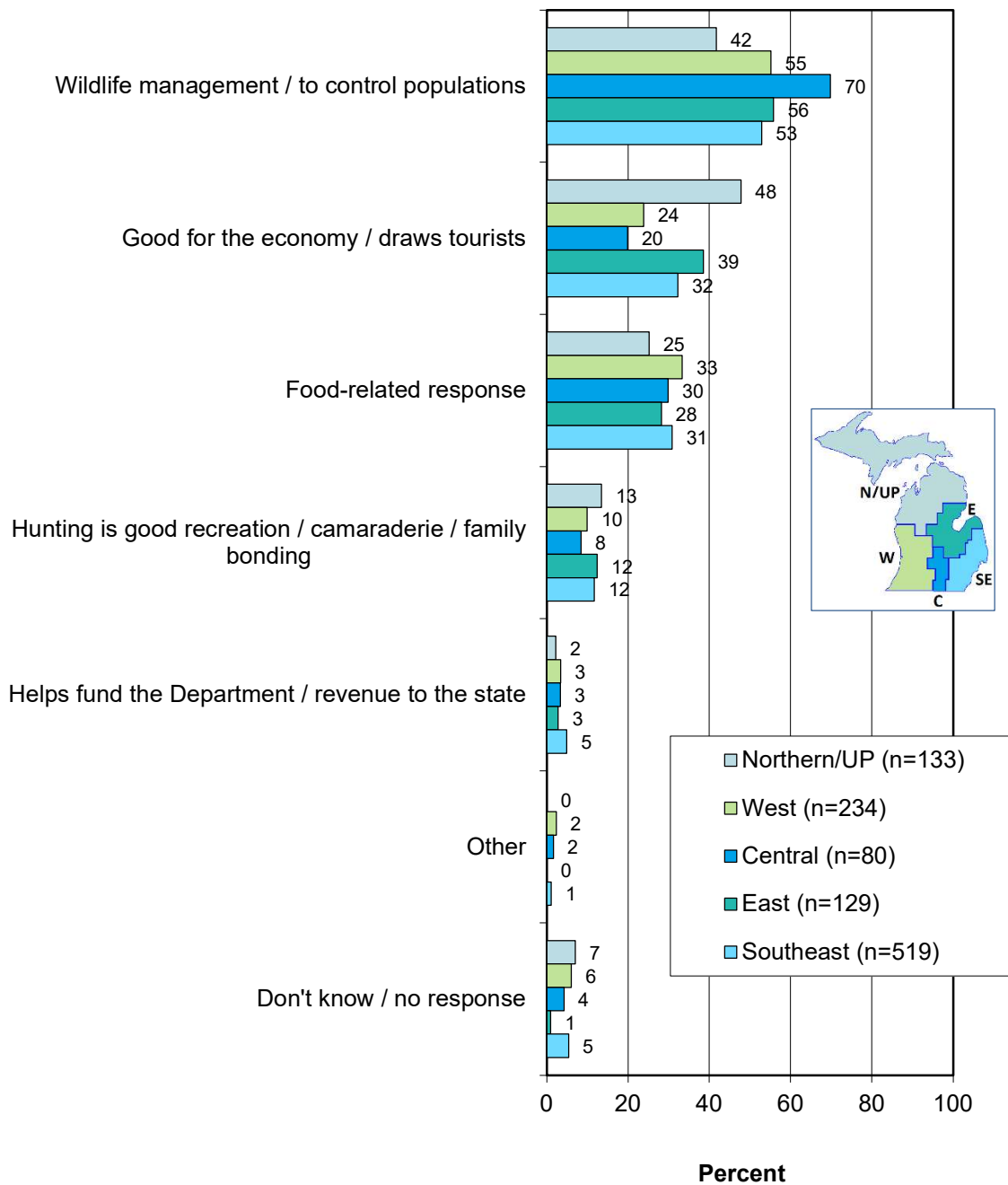
See pages 6-8 for an explanation of how to interpret these demographic analyses graphs.

In follow-up, the survey asked an open-ended question exploring the reasons people think hunting is a benefit to the state. The use of hunting for wildlife management is the top reason. Two other response categories were important: that hunting is good for the economy and that hunting provides food. Regionally (on the following page), residents of the Central Region are the most likely to say that wildlife management is a benefit (Central Region residents were also the most likely to say that there were too many deer where they live.)



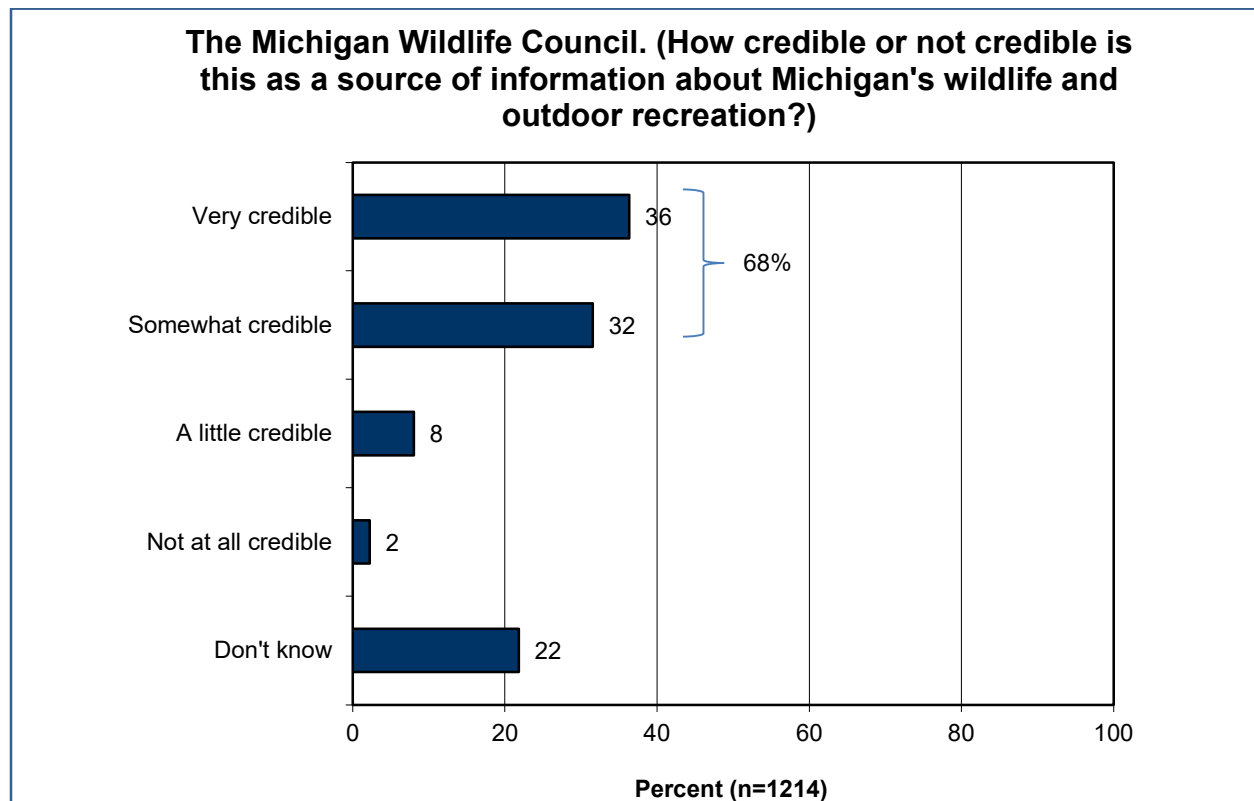
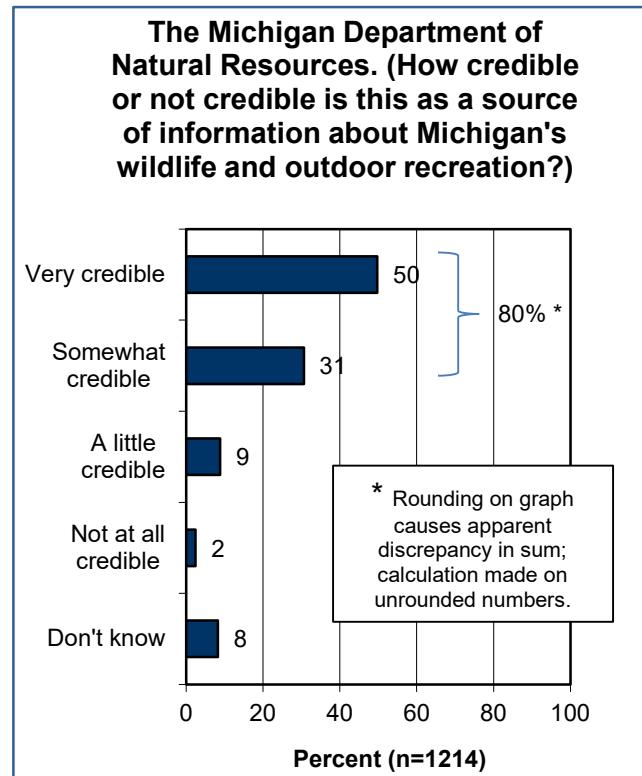
What are the reasons you think hunting is a benefit to Michigan? (Asked of those who consider hunting a benefit to the state.)

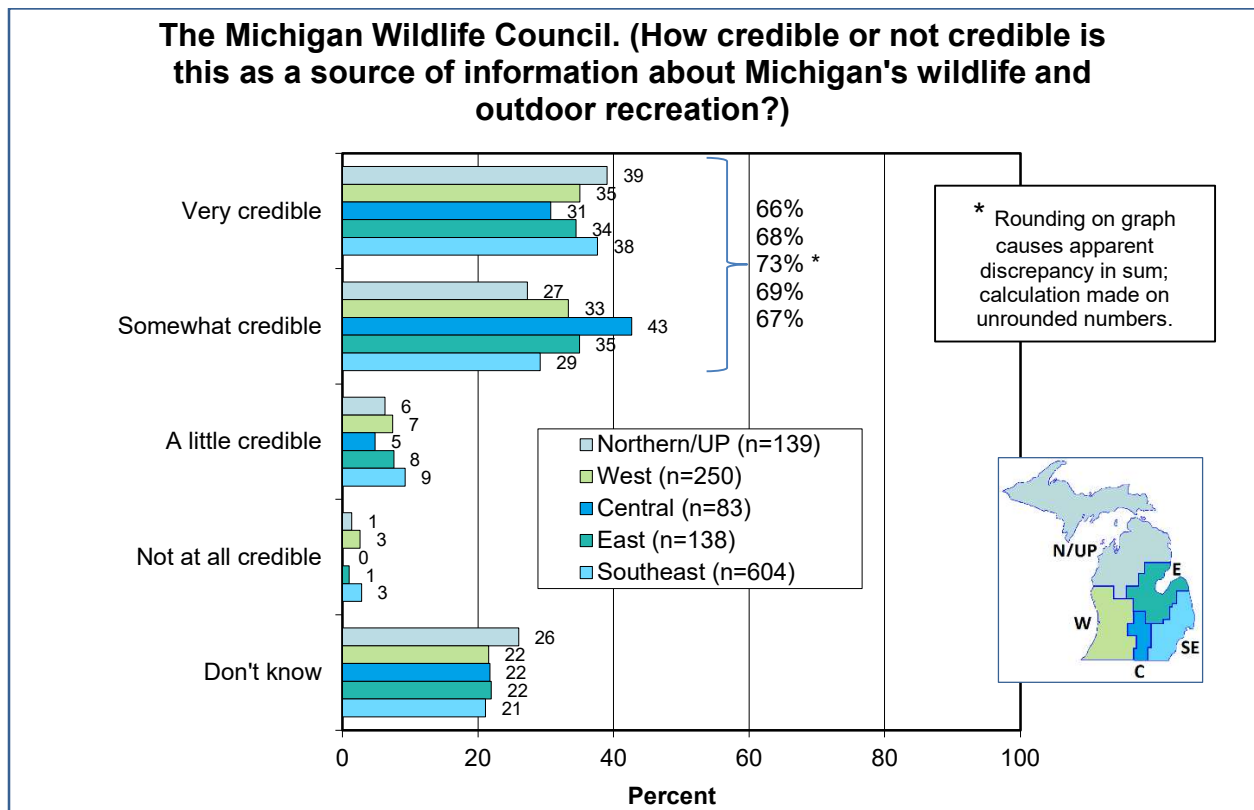
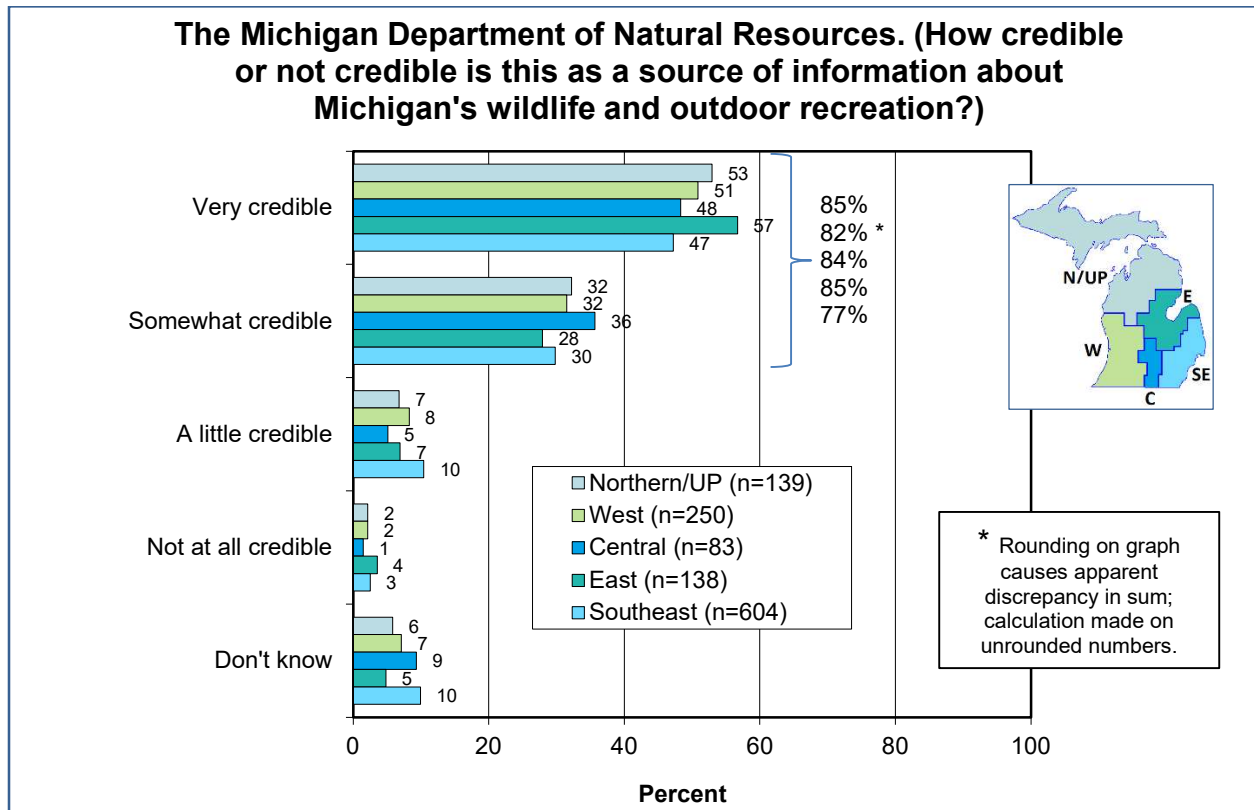
Multiple Responses Allowed



PERCEPTIONS OF CREDIBILITY

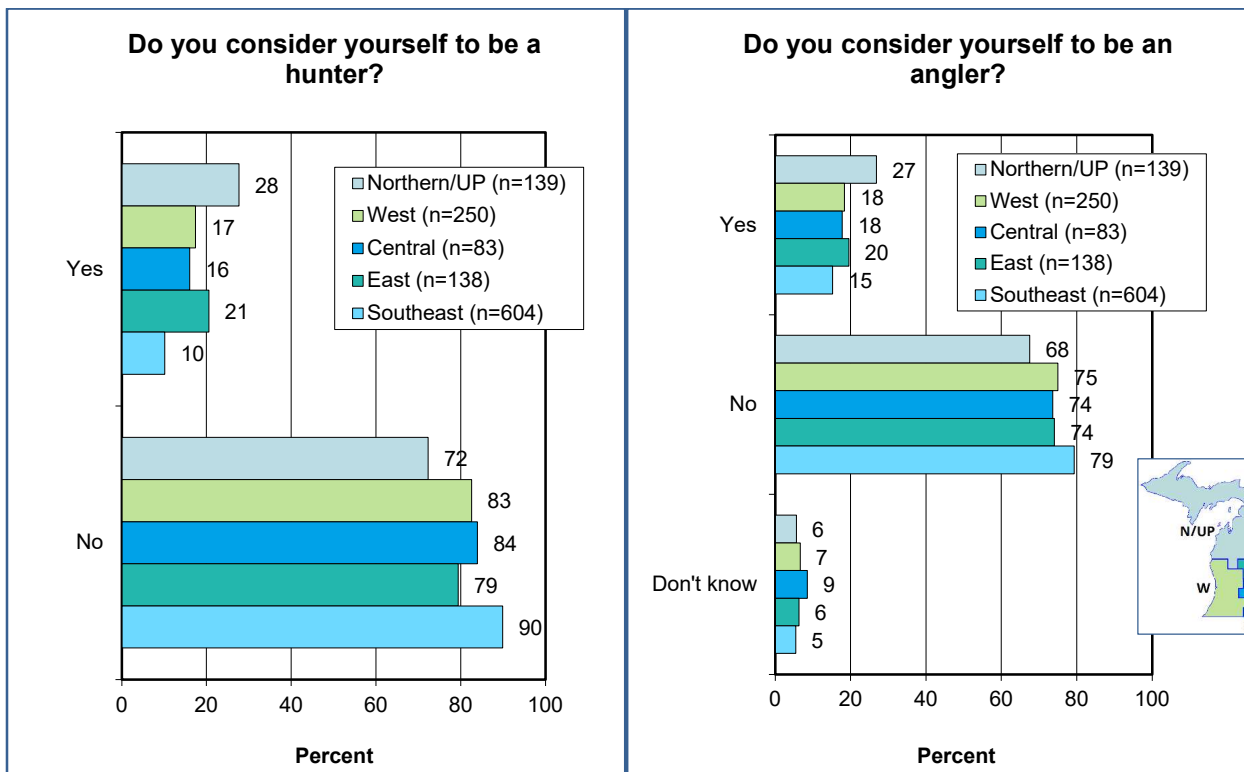
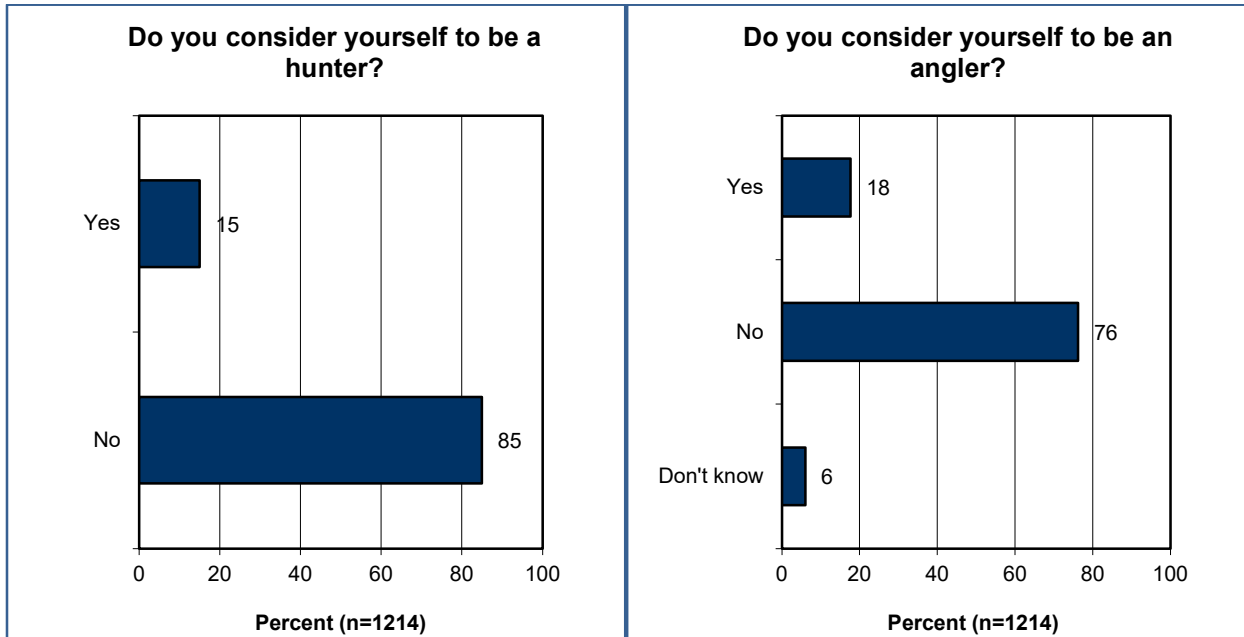
The survey asked about the credibility of two entities: the Department and the Council. In the first question, the overwhelming majority of Michigan residents (80%) think the Department is *very* or *somewhat* credible, including half (50%) saying it is *very* credible. Meanwhile, a little more than two thirds (68%) think of the Council as *very* or *somewhat* credible, with about a third (36%) saying it is *very* credible (note that *don't know* responses are higher regarding the Council compared to the Department). Regionally (as shown on the next page), residents of the Southeast Region have a markedly lower percentage than residents of the other regions thinking the Department is *very* or *somewhat* credible. There is not as much variation in the regions regarding the credibility of the Council.





PARTICIPATION IN HUNTING AND FISHING

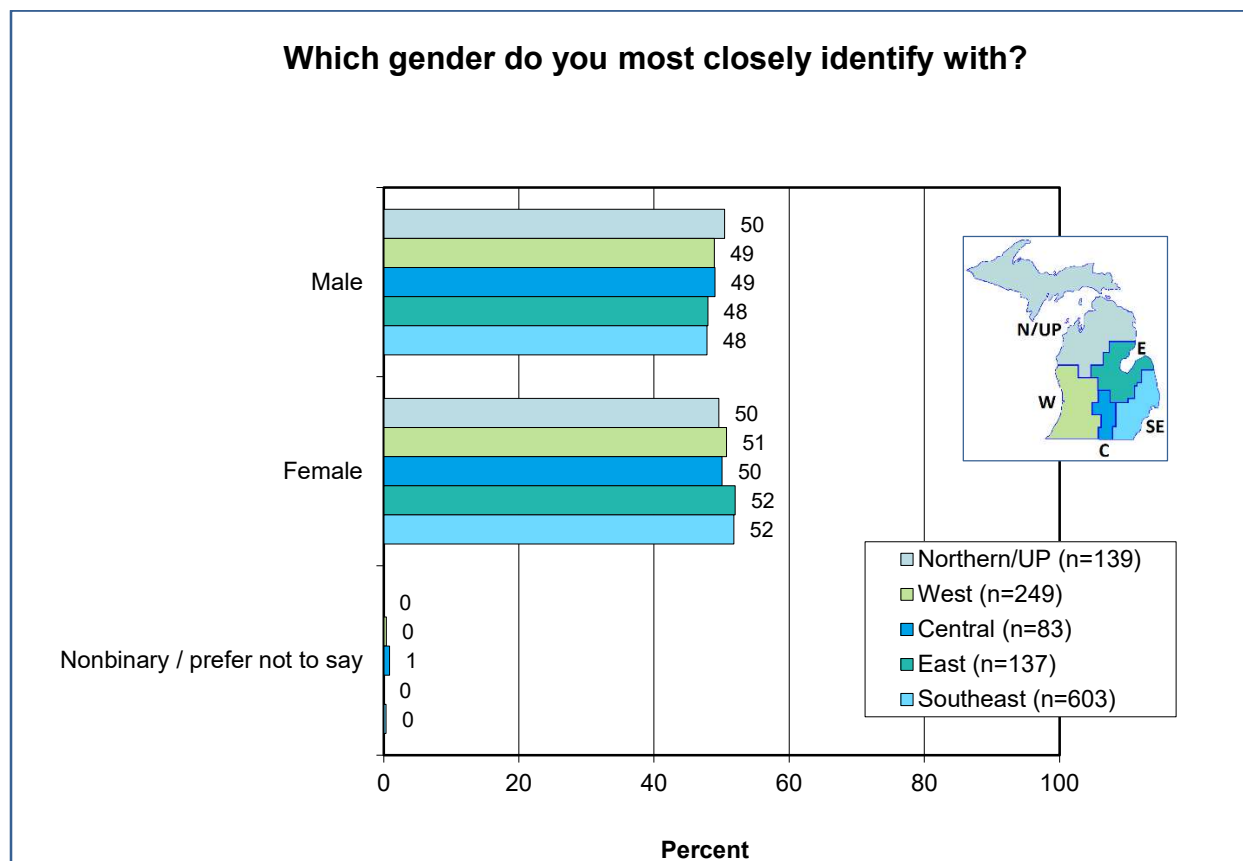
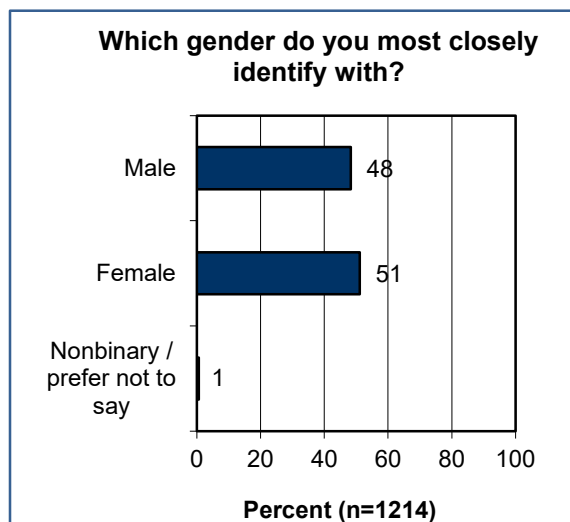
The survey asked whether residents consider themselves to be hunters and anglers. Similar percentages consider themselves to be hunters and anglers: 15% consider themselves a hunter, and 18% consider themselves an angler. Those in the Southeast Region are the least likely to consider themselves a hunter or an angler.

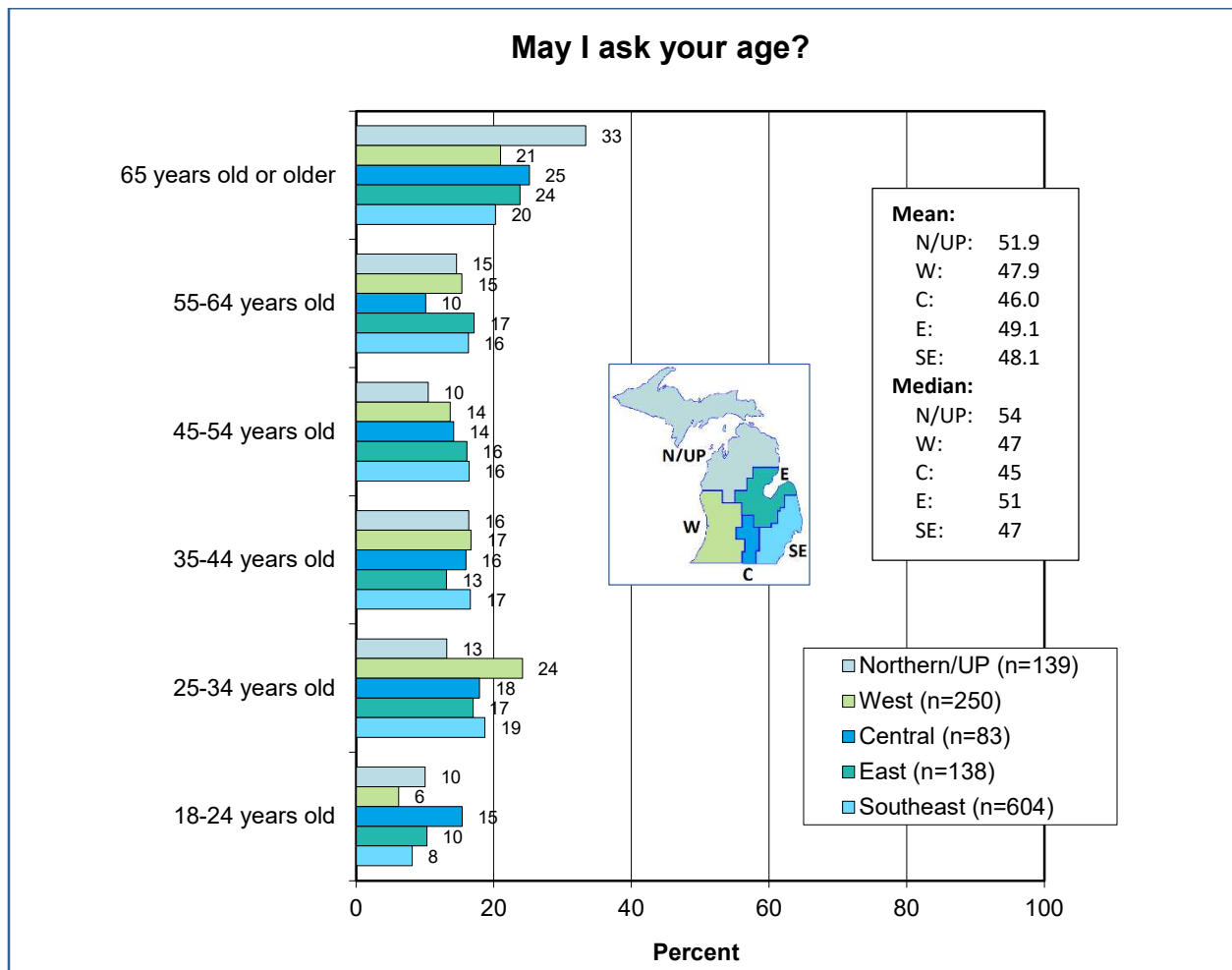
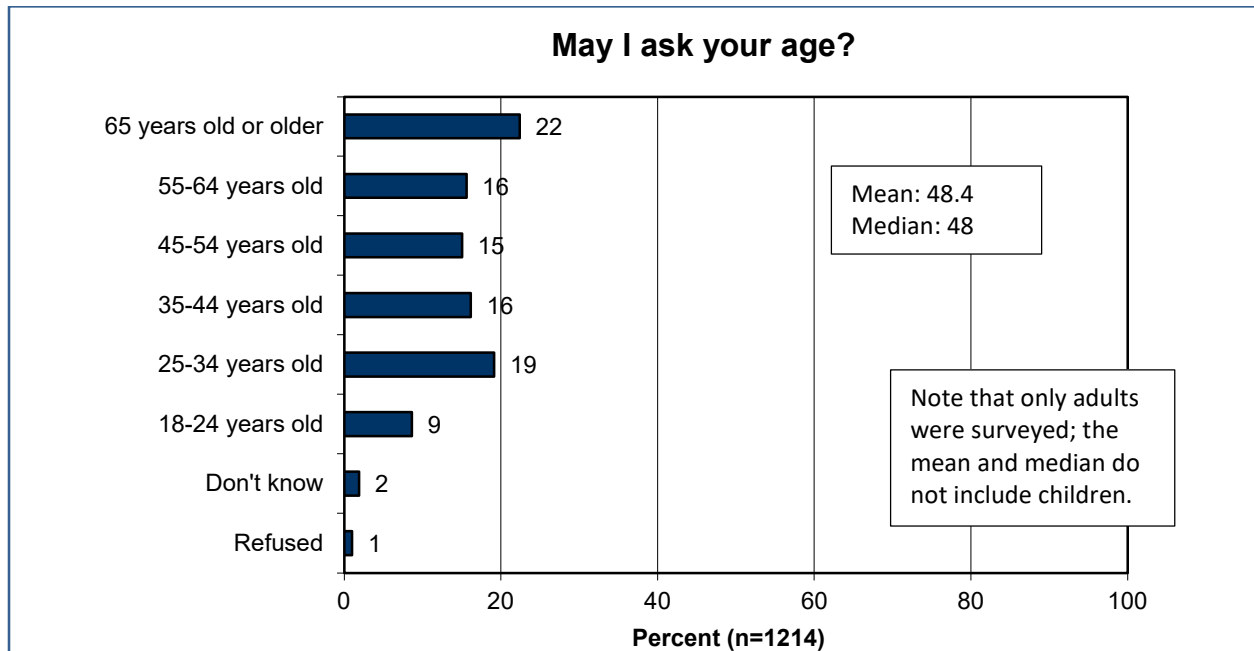


BACKGROUND INFORMATION: DEMOGRAPHIC CHARACTERISTICS, VOTING REGISTRATION, AND VISITING THE UPPER PENINSULA

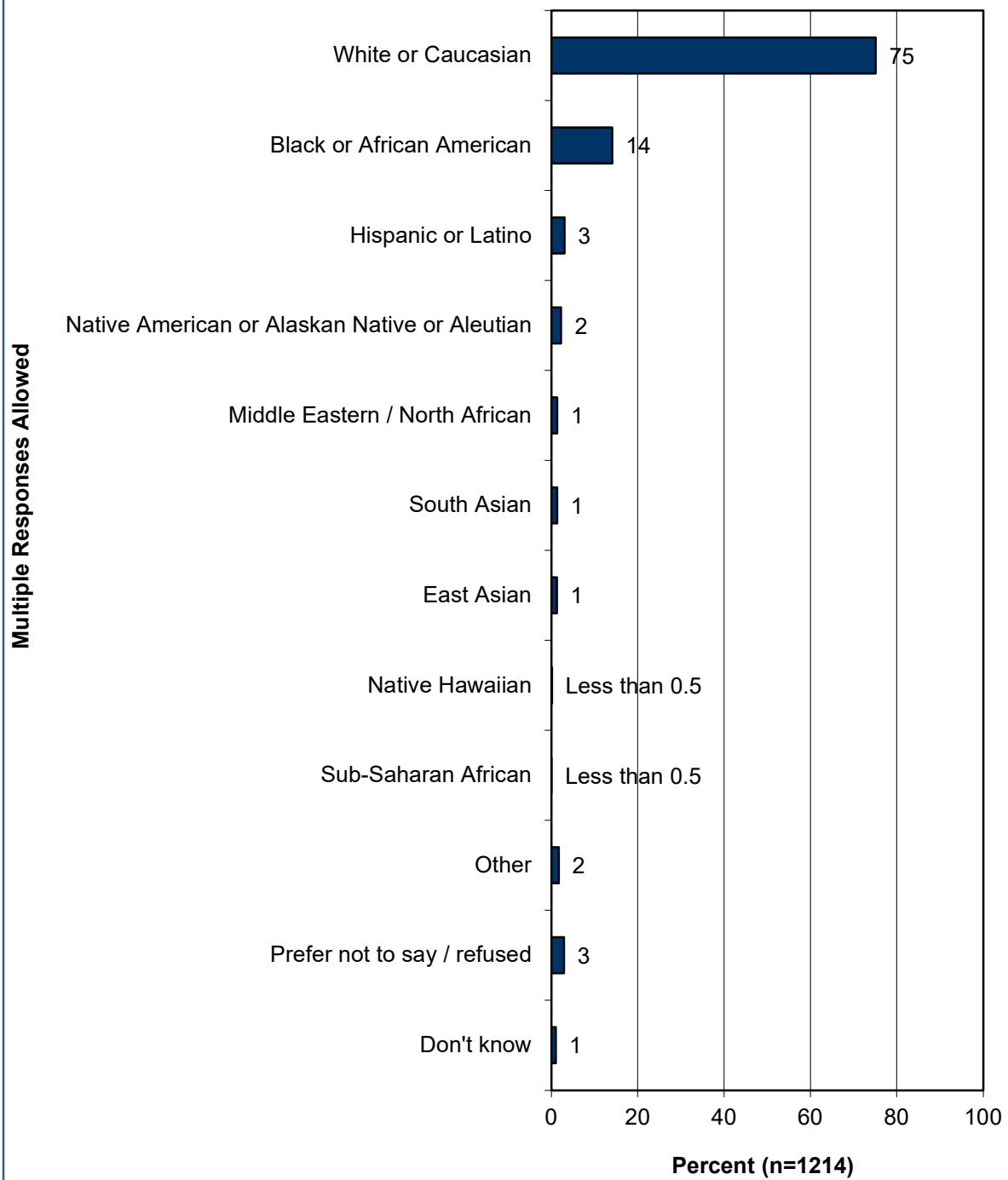
Background information was obtained primarily for crosstabulations and further analyses. Three types of information were obtained: demographic information, political information, and one question about recreating in Northern Michigan or the Upper Peninsula. Note that some graphs exclude the *don't know* responses for better legibility. The demographic information obtained were:

- Gender.
- Age.
- Ethnicity.
- Number of people and children in the household.
- County of residence.
- Level of education.
- Household income.



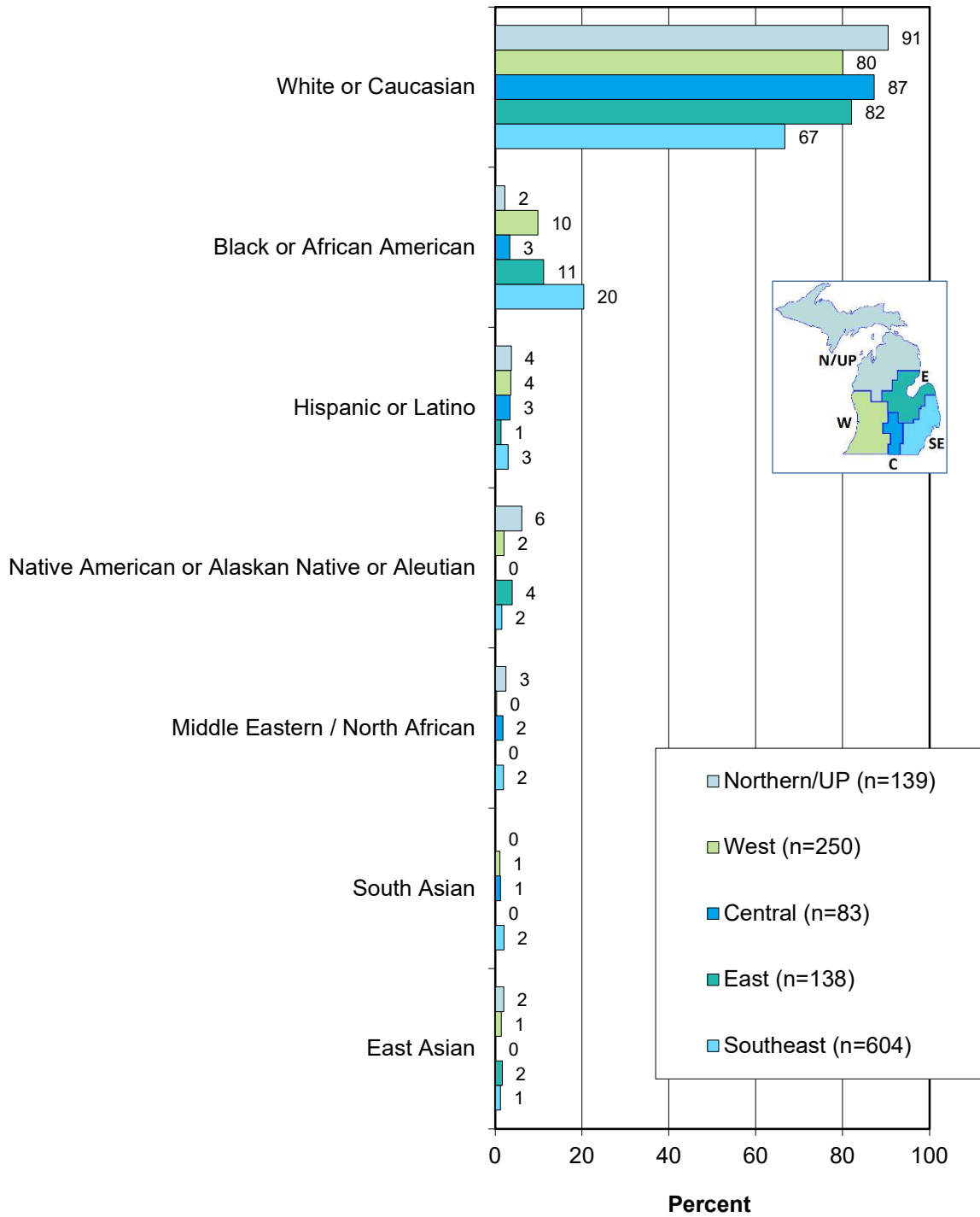


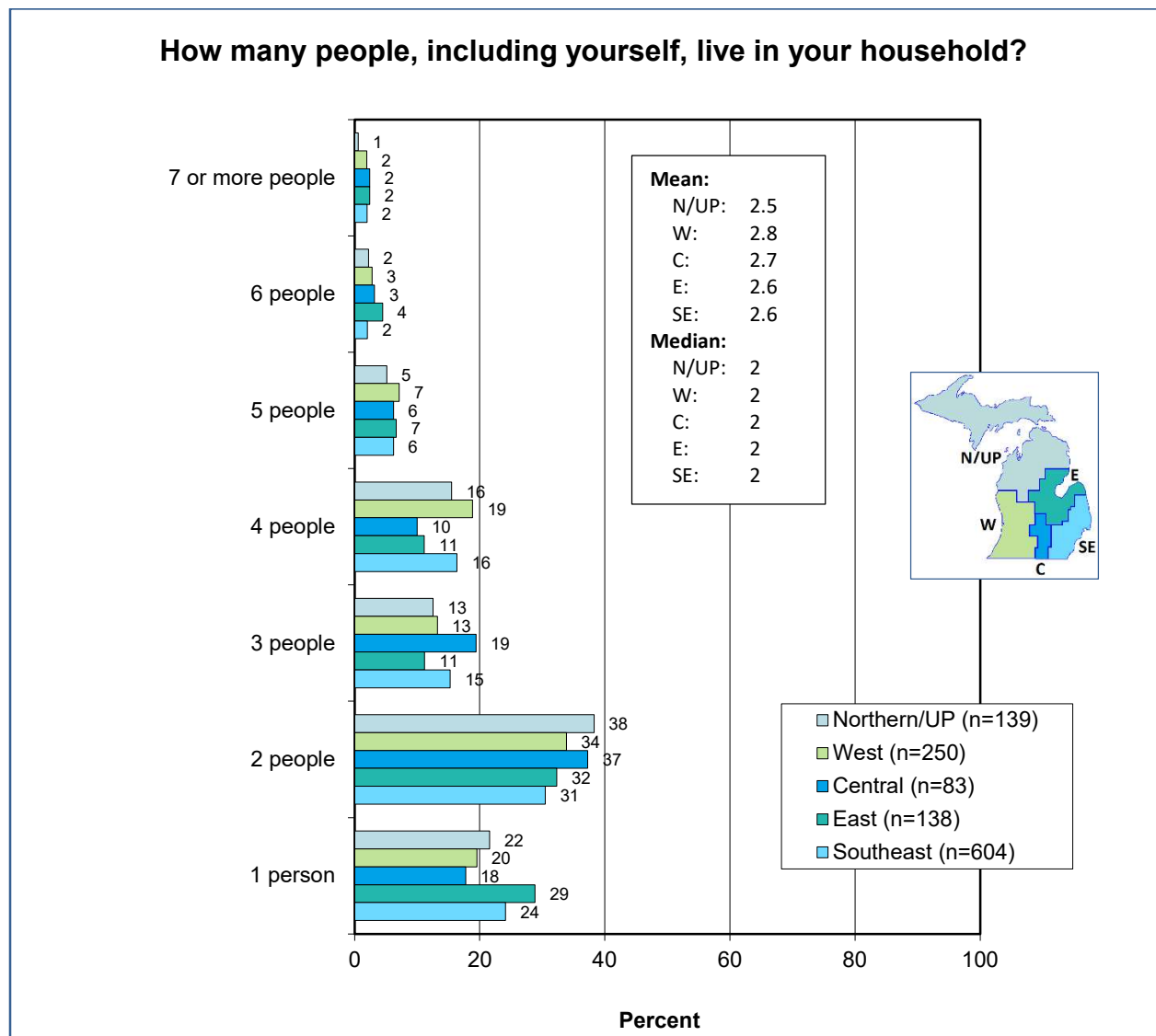
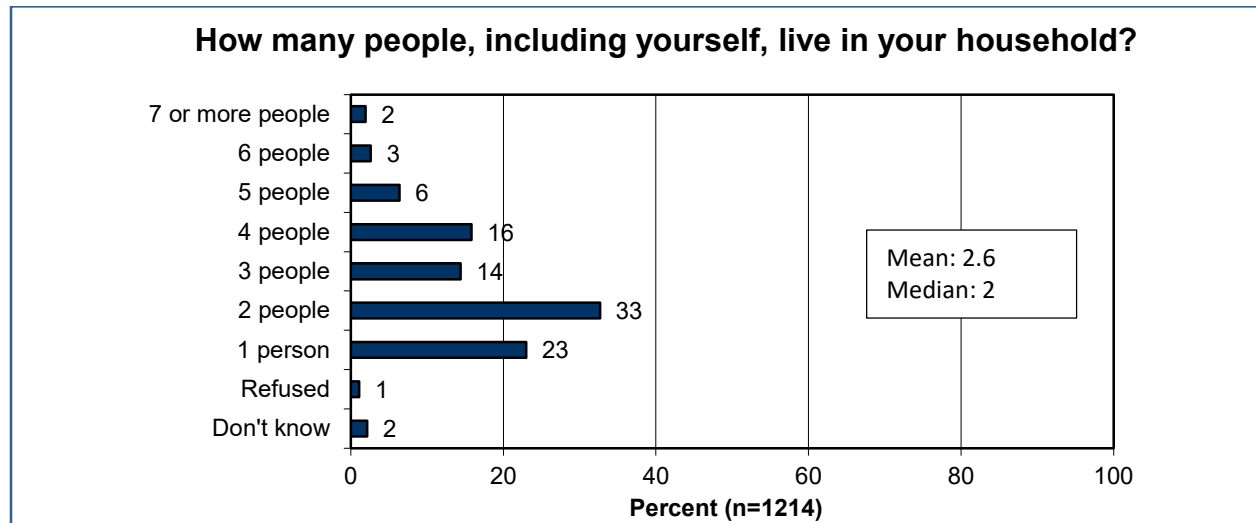
What races or ethnic backgrounds do you consider yourself?

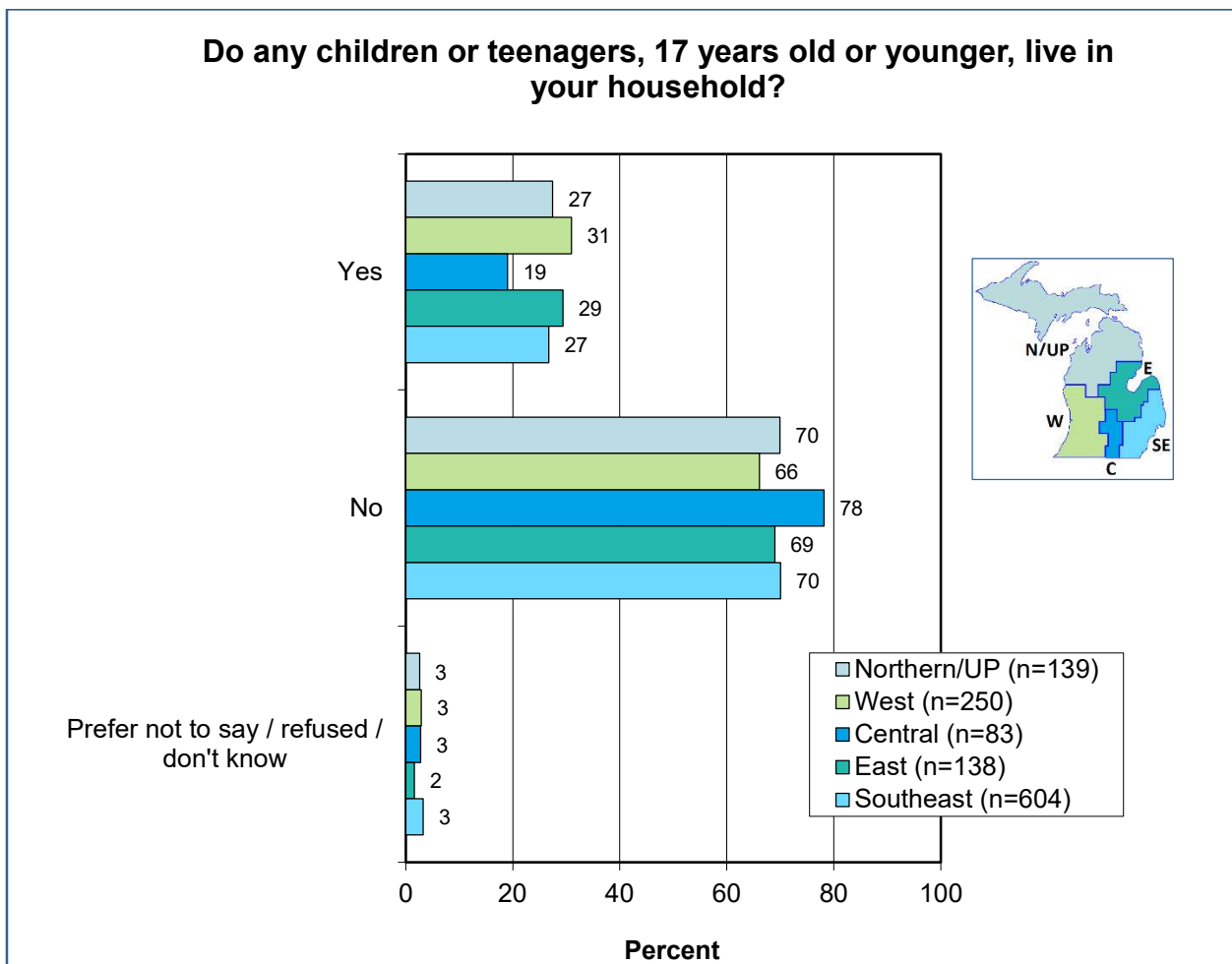
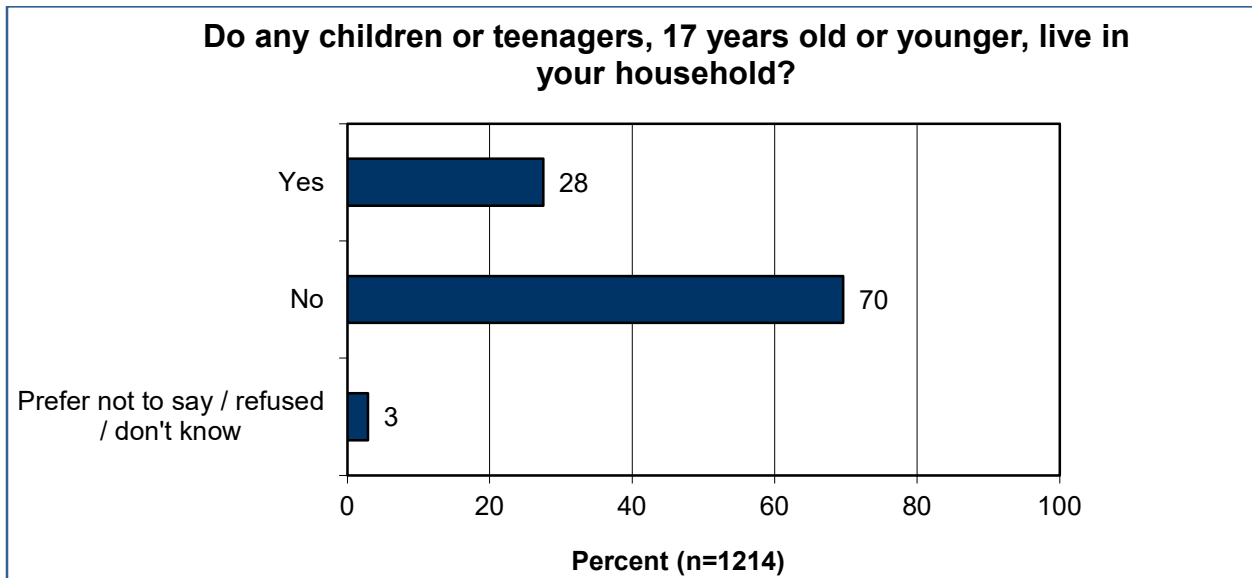


What races or ethnic backgrounds do you consider yourself?

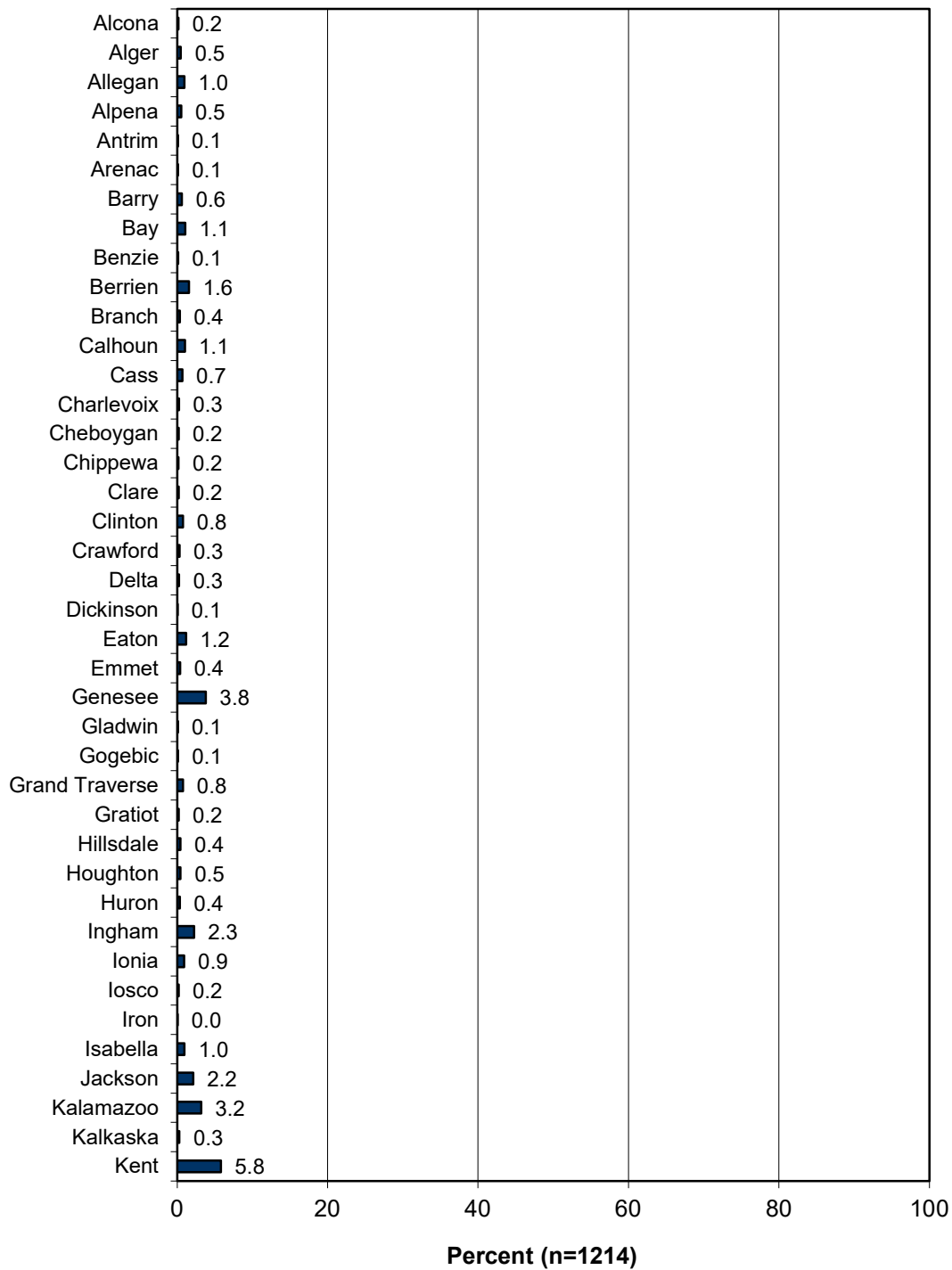
Multiple Responses Allowed

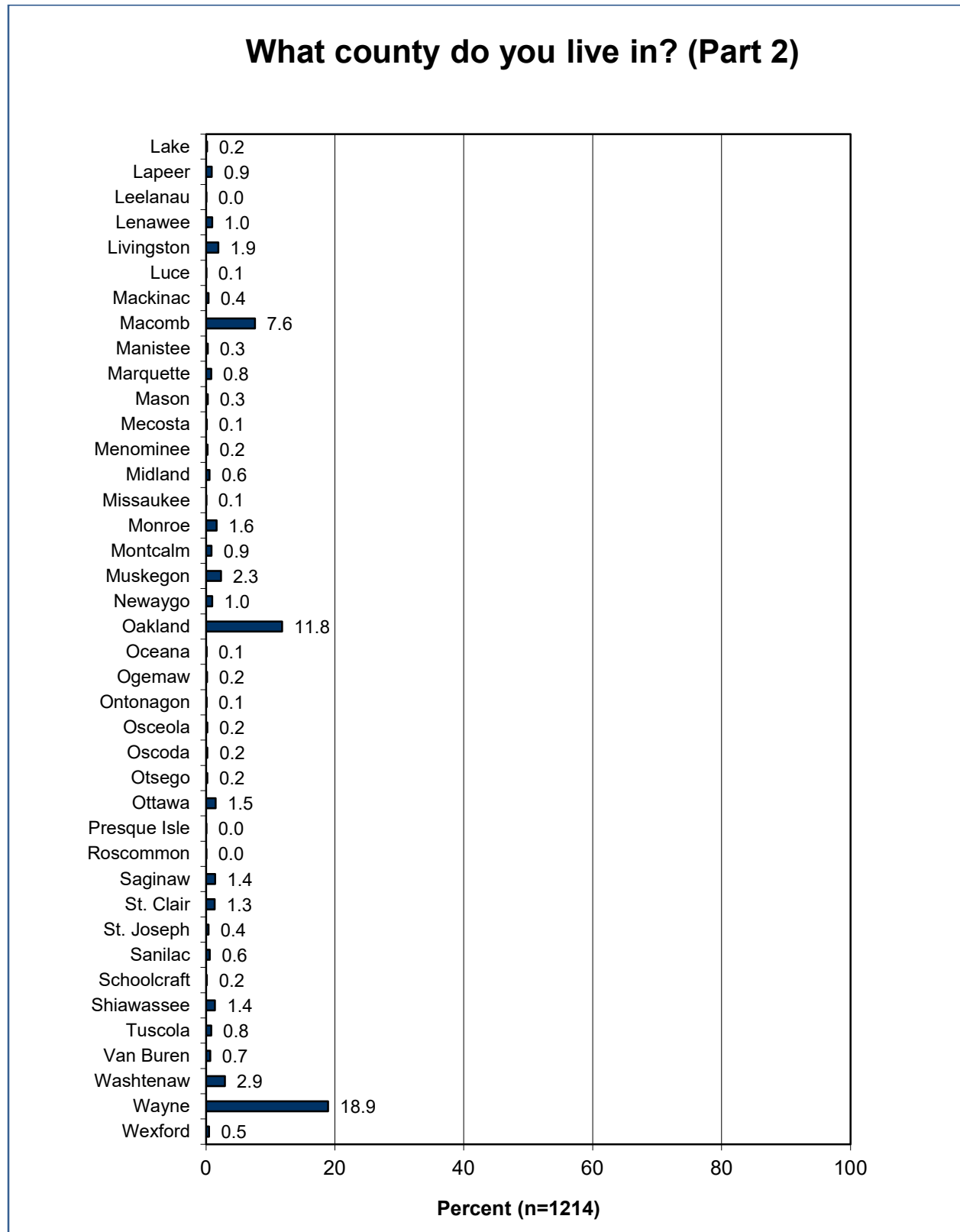


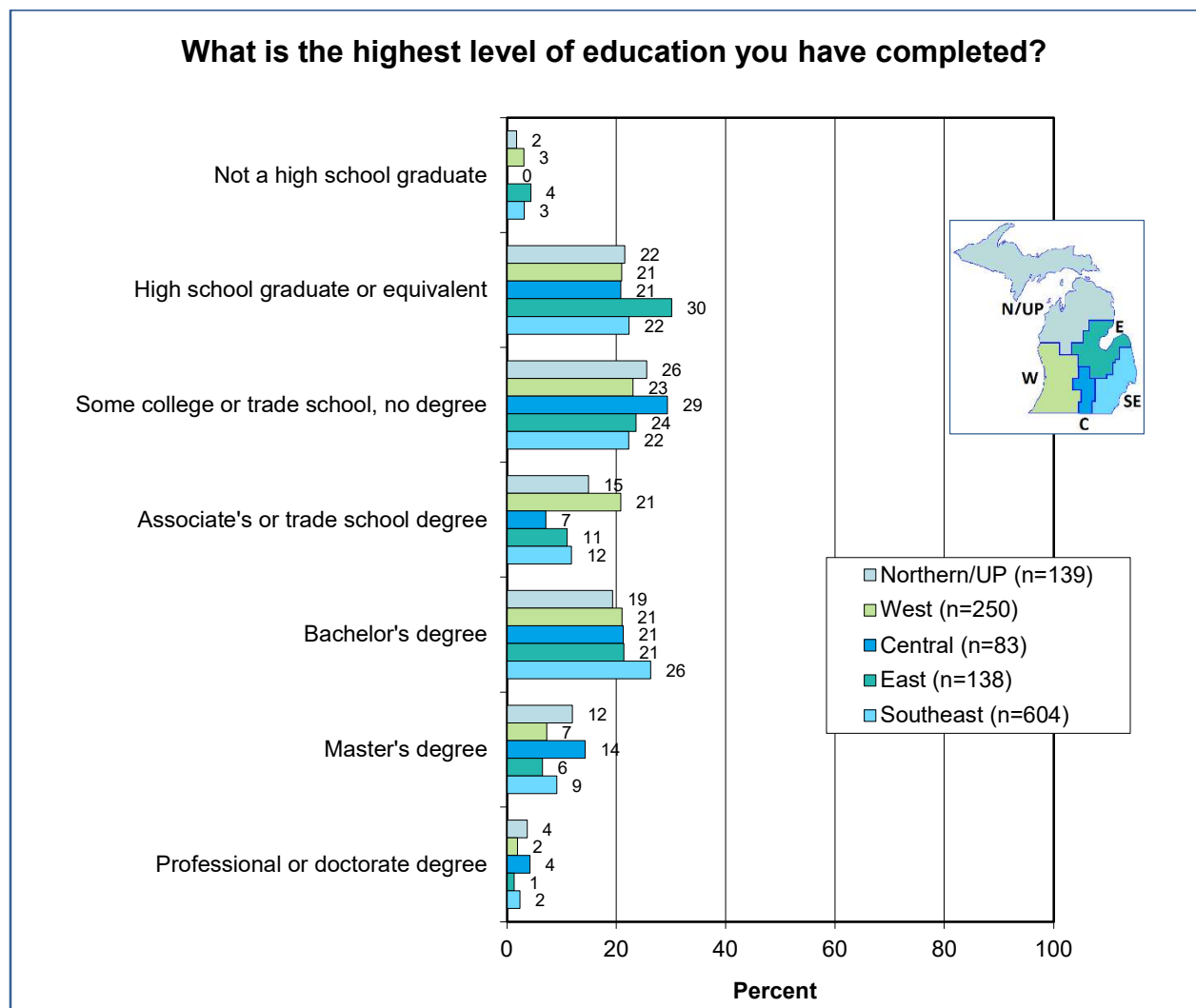
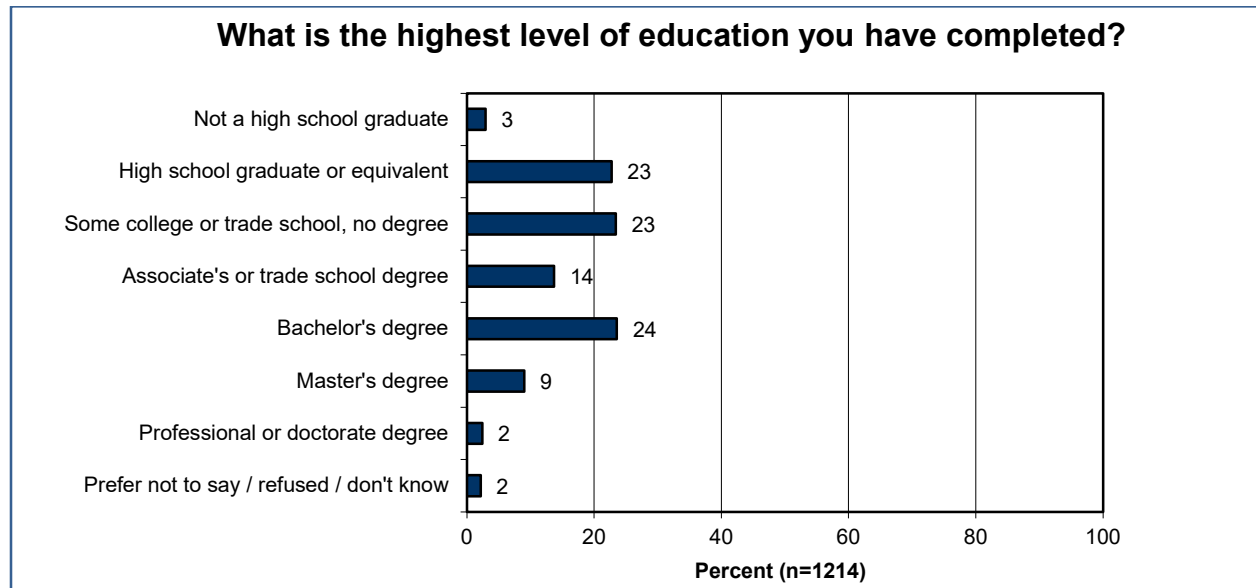




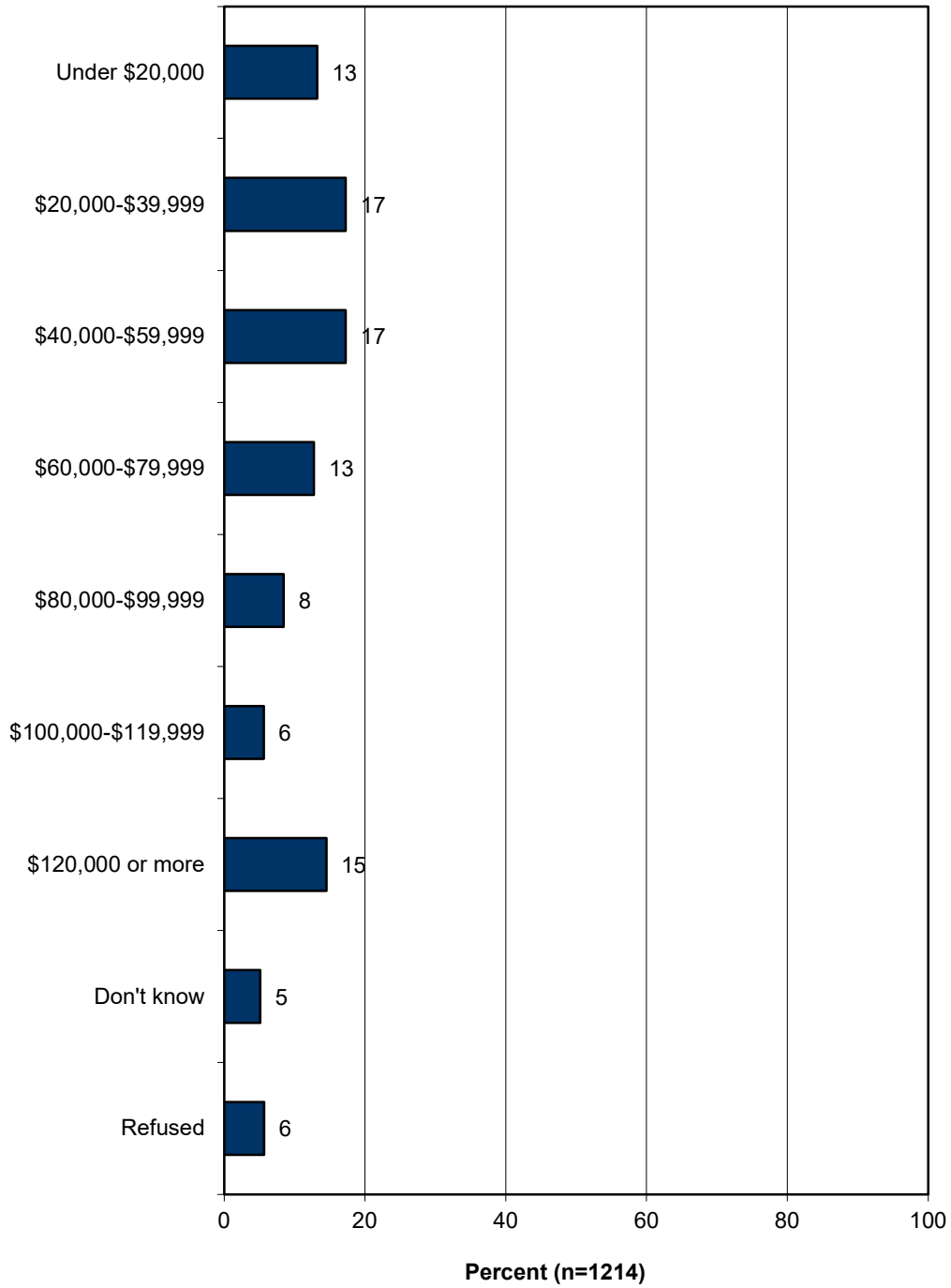
What county do you live in? (Part 1)



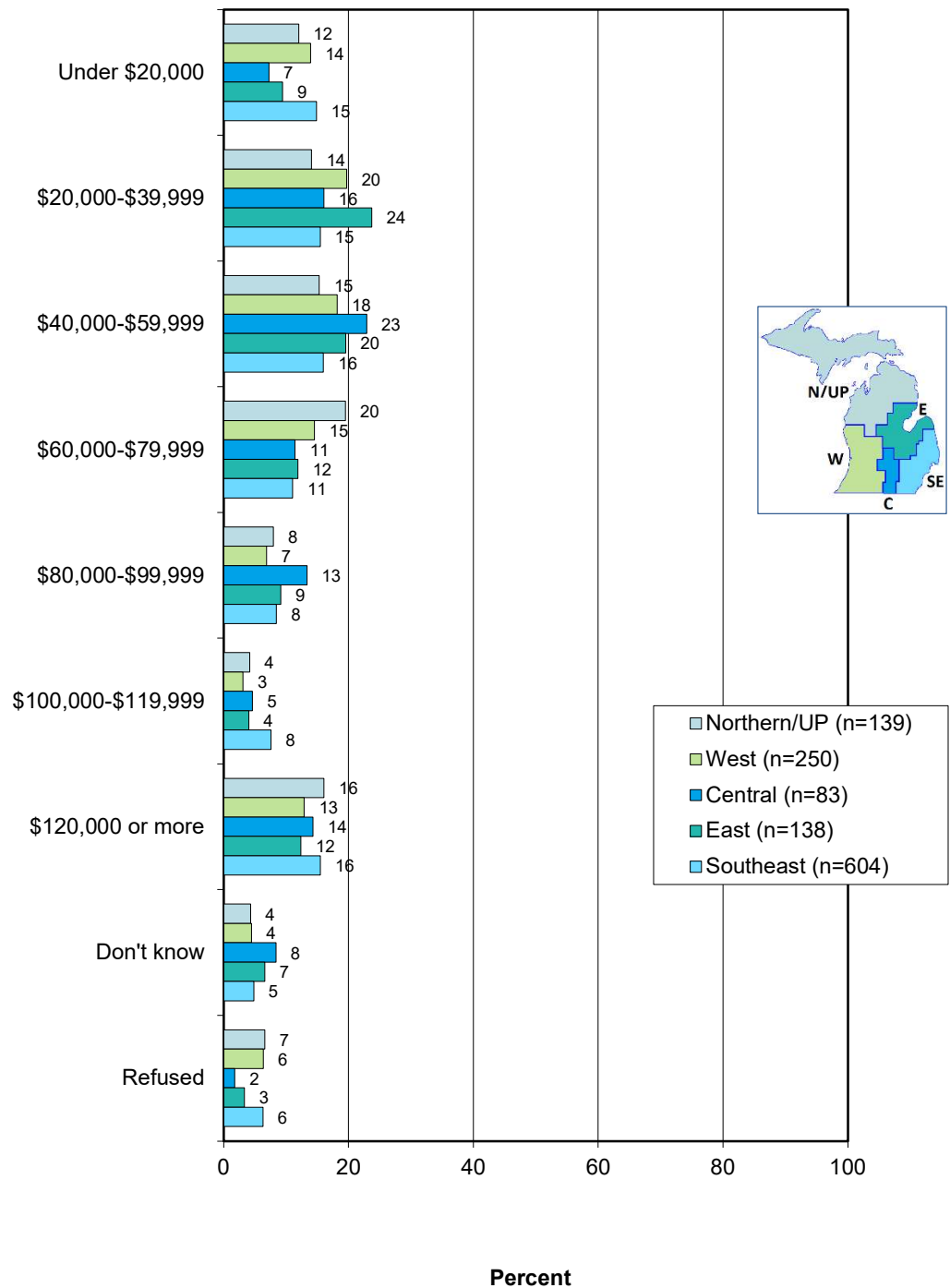




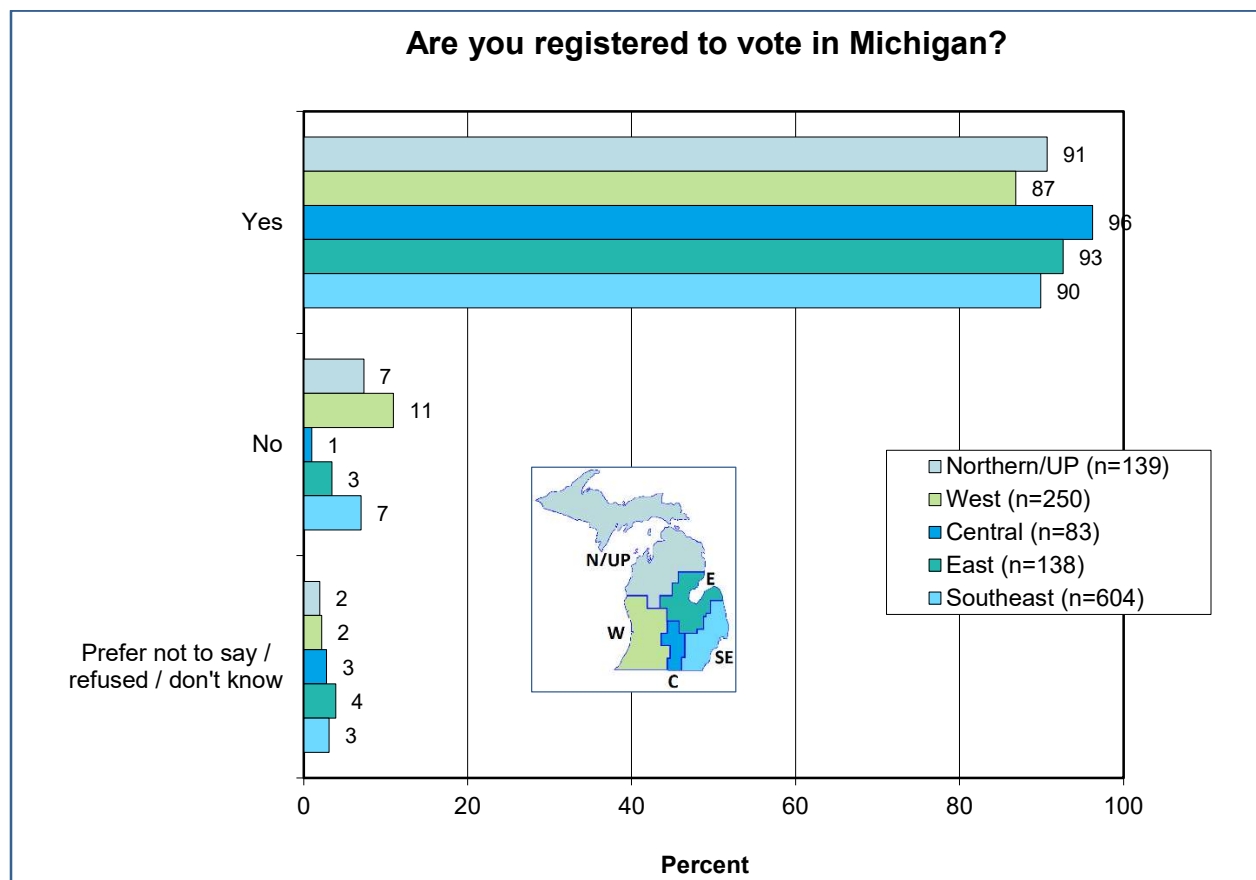
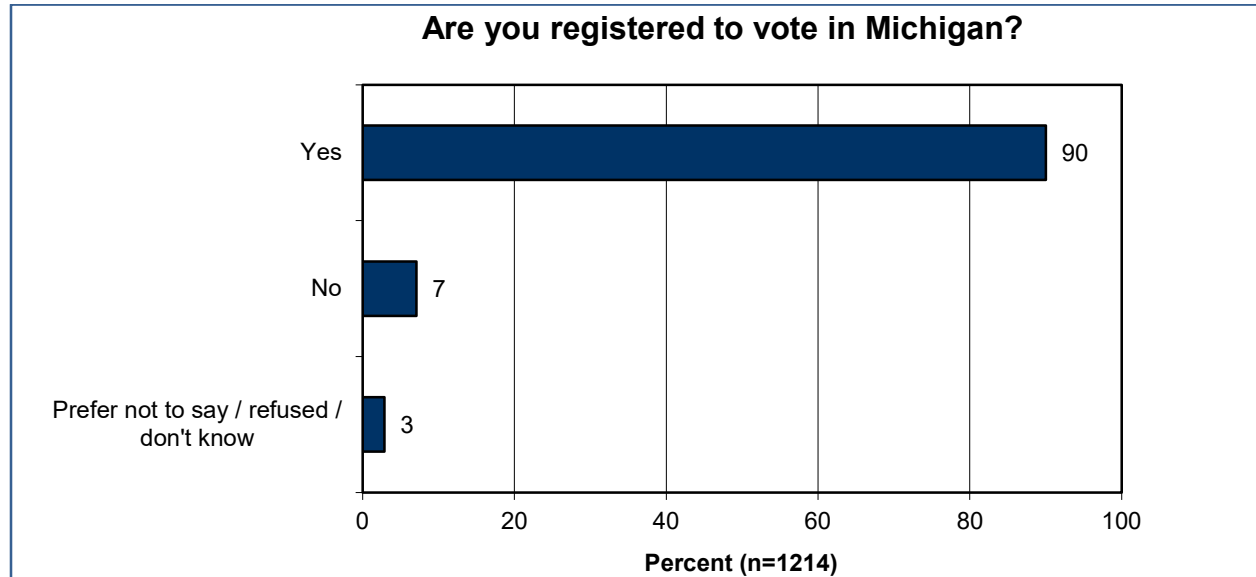
Which of these categories best describes your total household income before taxes last year?

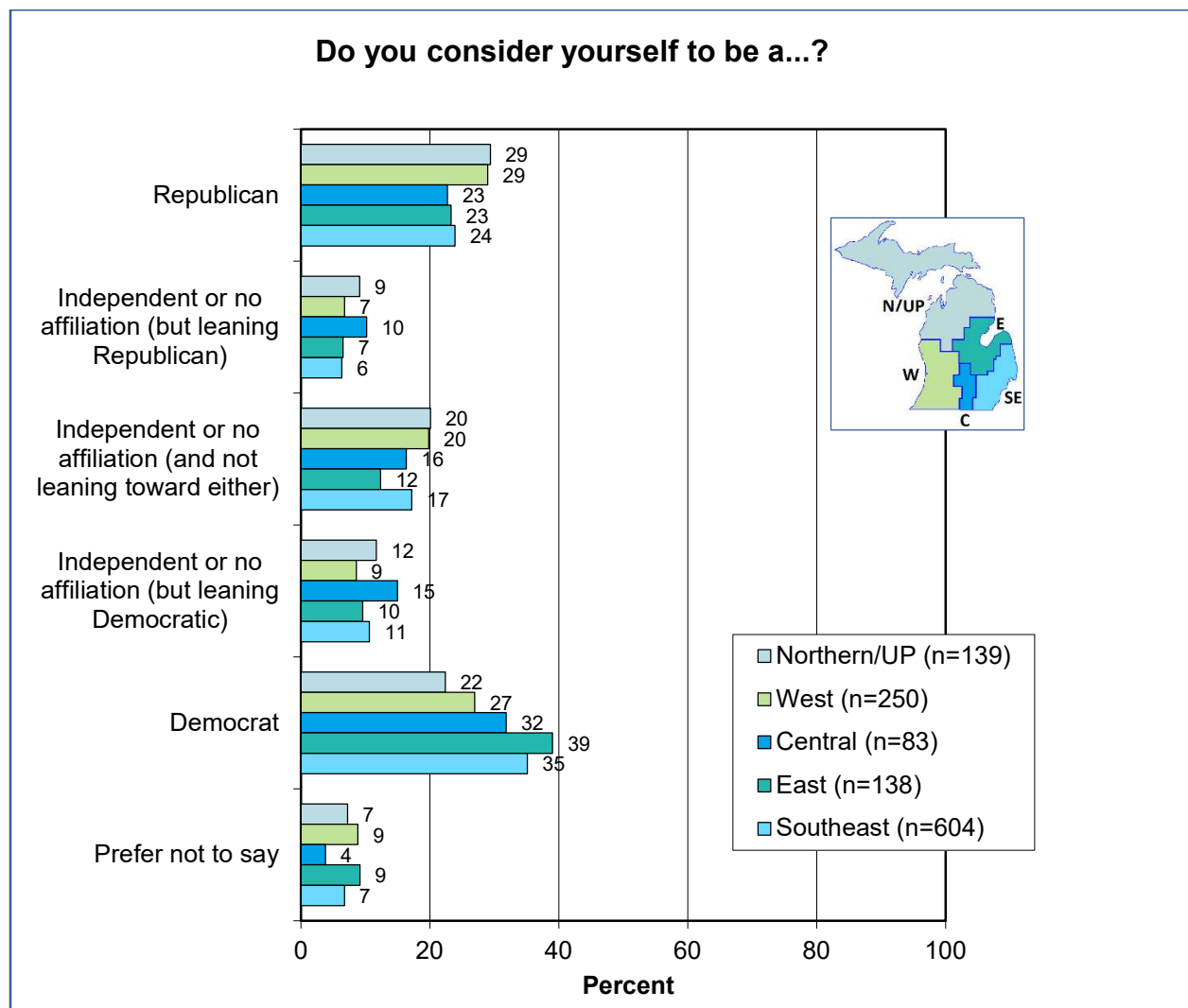
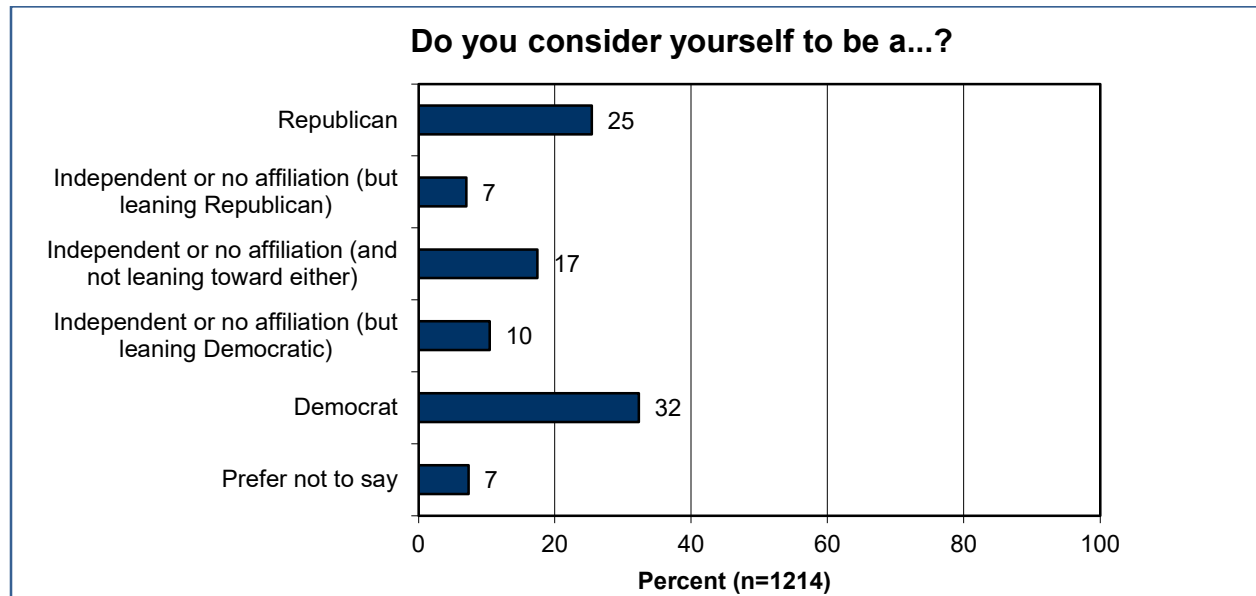


Which of these categories best describes your total household income before taxes last year?

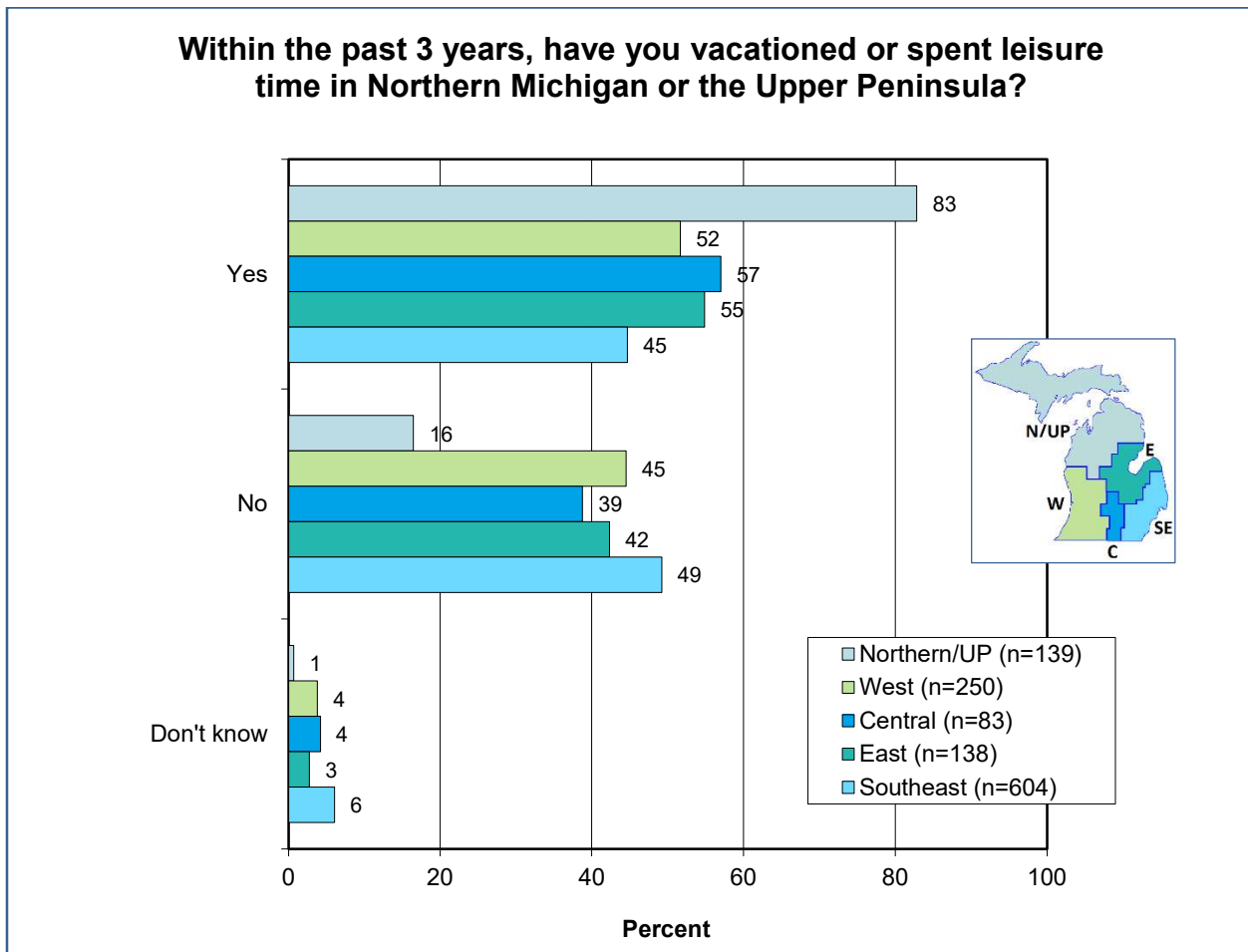
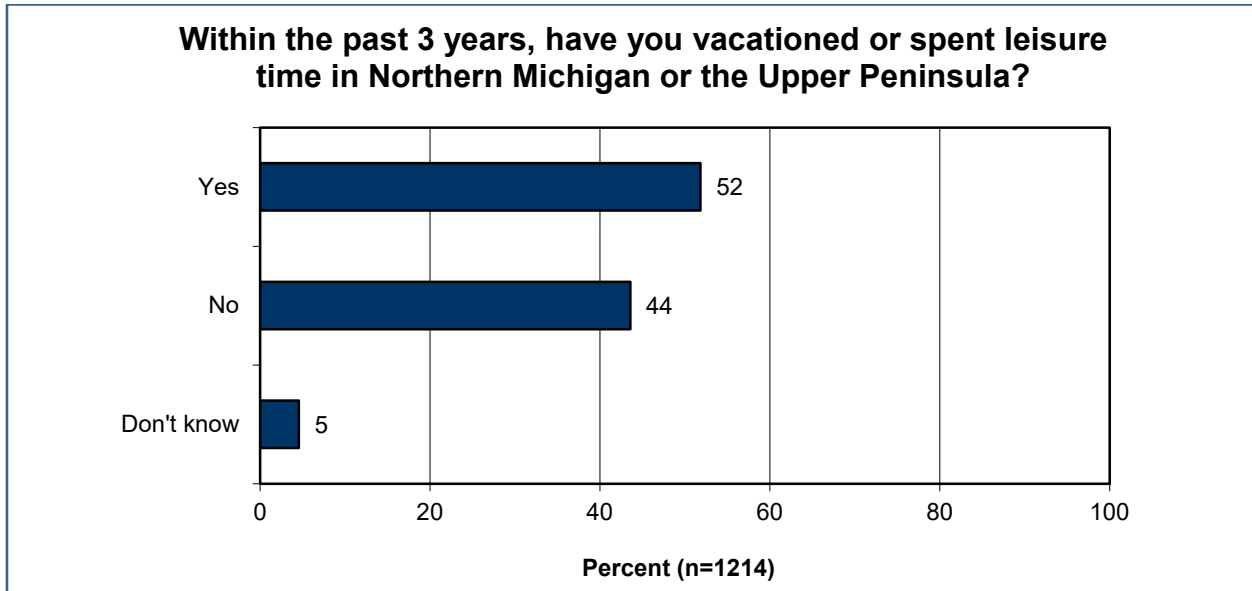


One question in the survey asked about being registered to vote, and two questions asked about political affiliation. The two affiliation questions asked about being a Democrat, a Republican, or an Independent, with a follow-up question of those who indicated being Independent or having no affiliation that asked about their leaning—both questions are shown on one graph. Michigan voters are fairly evenly split.





About half of Michigan residents have spent leisure time in Northern Michigan or the Upper Peninsula within the past 3 years.

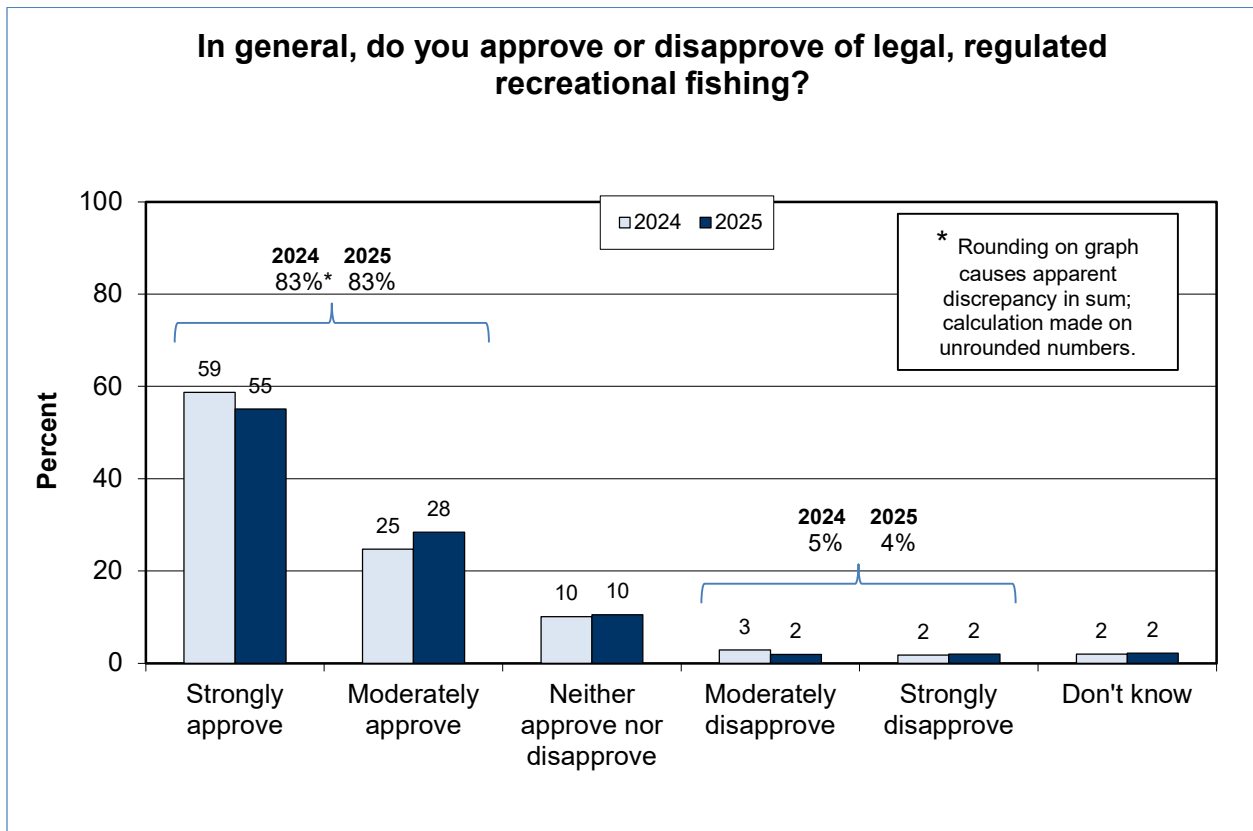
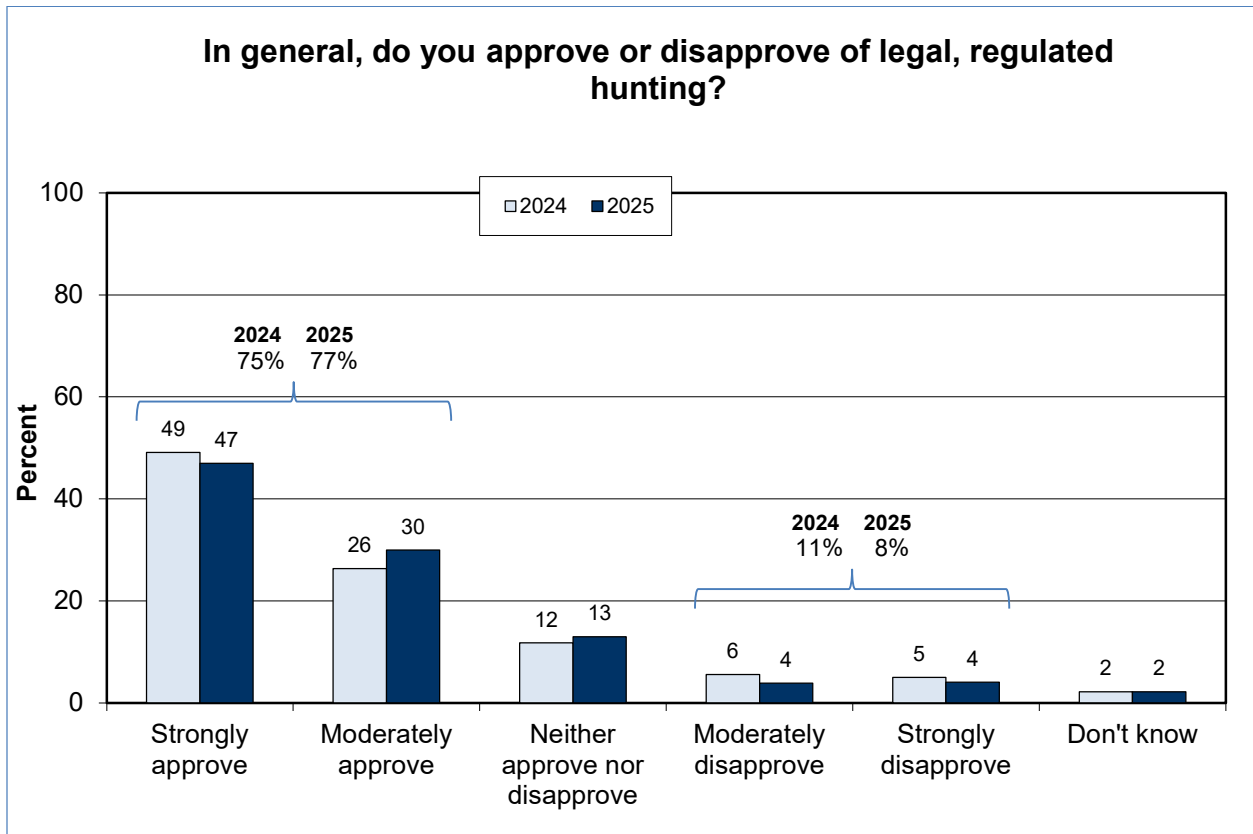


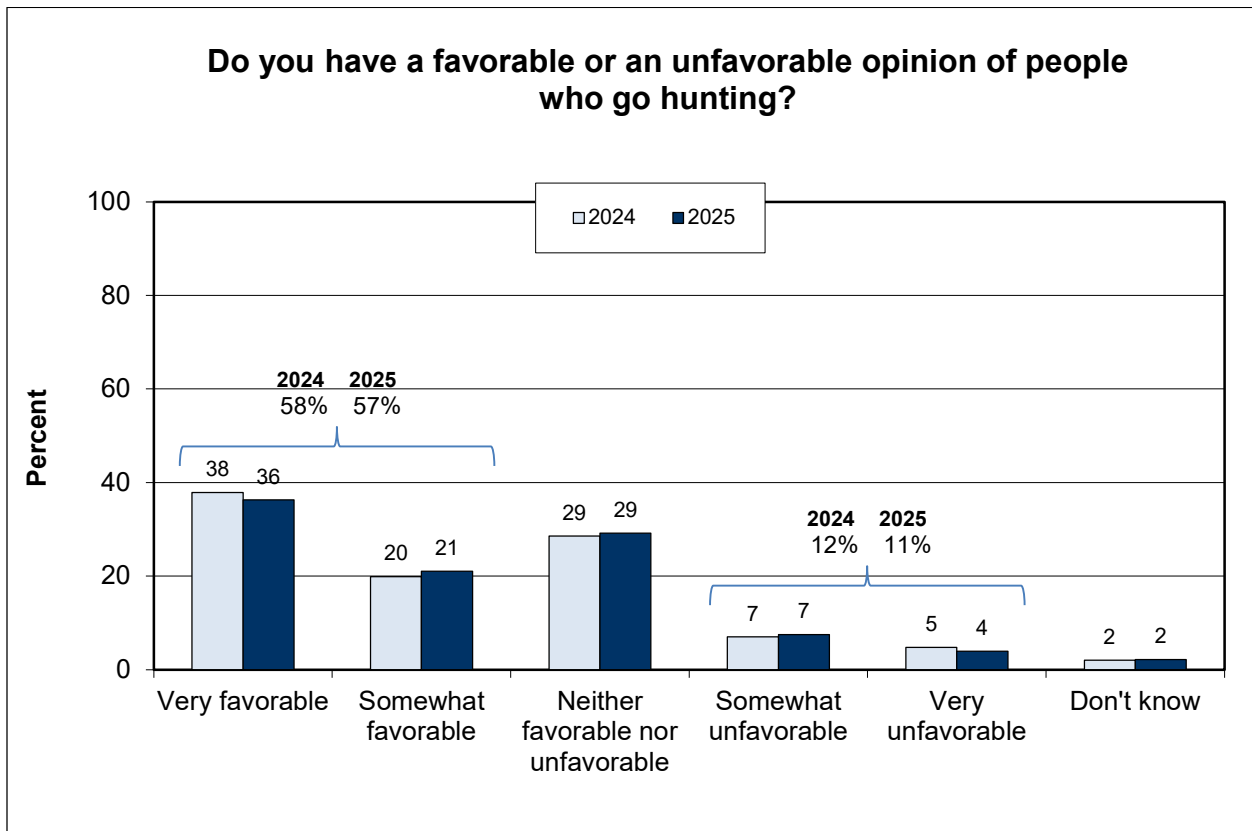
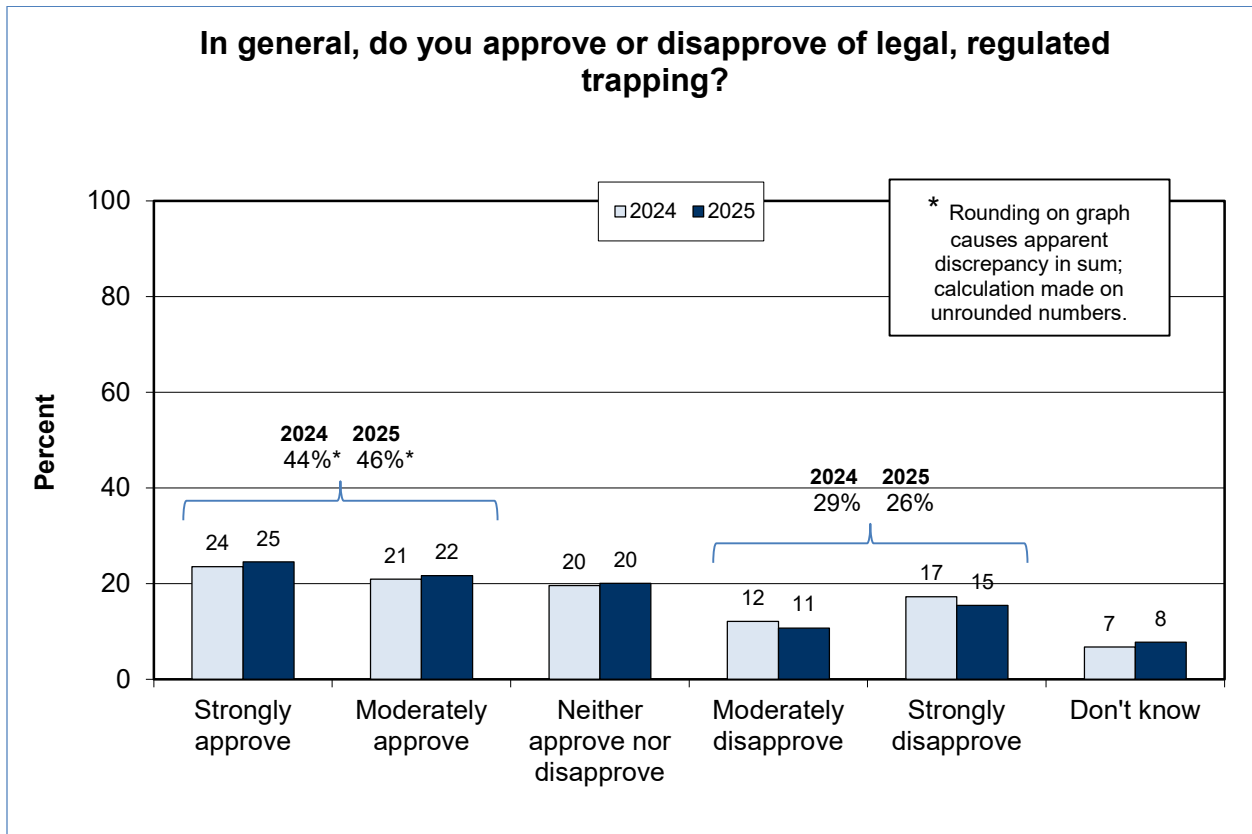
TRENDS

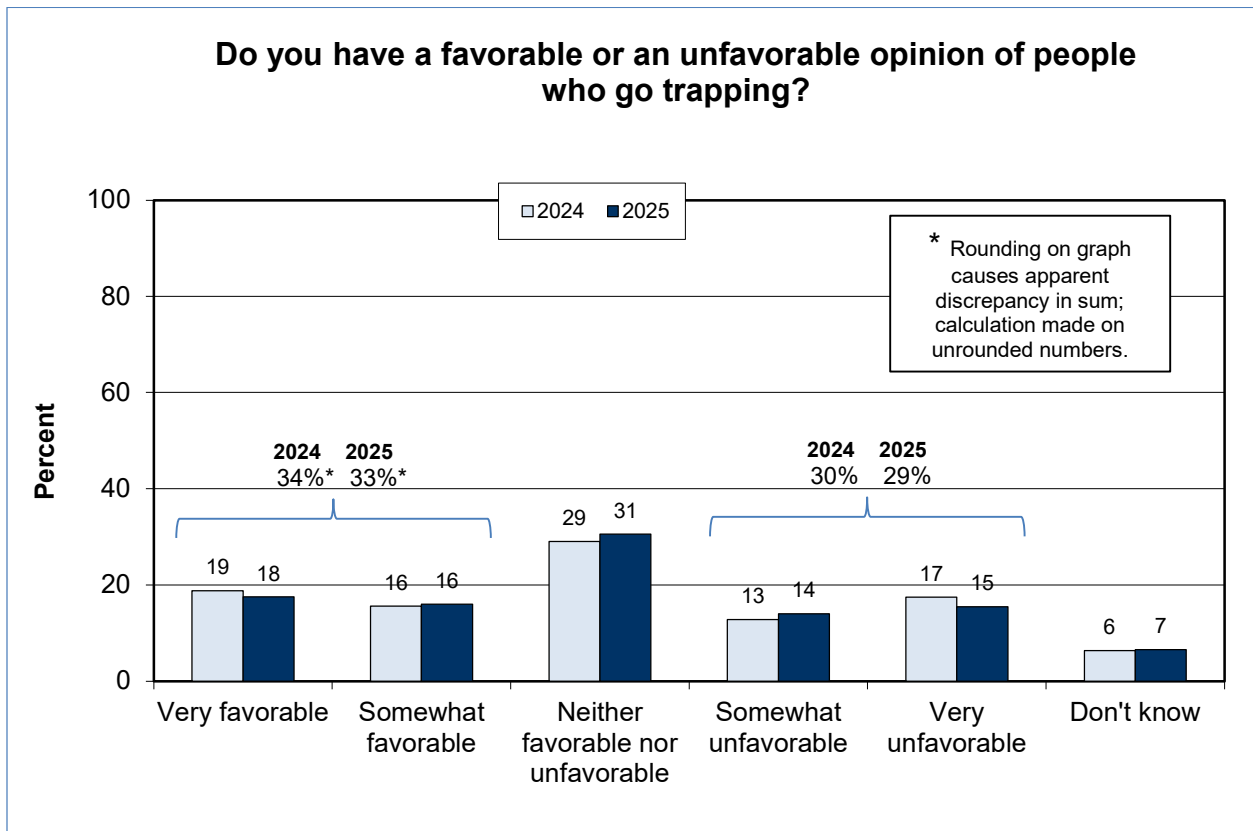
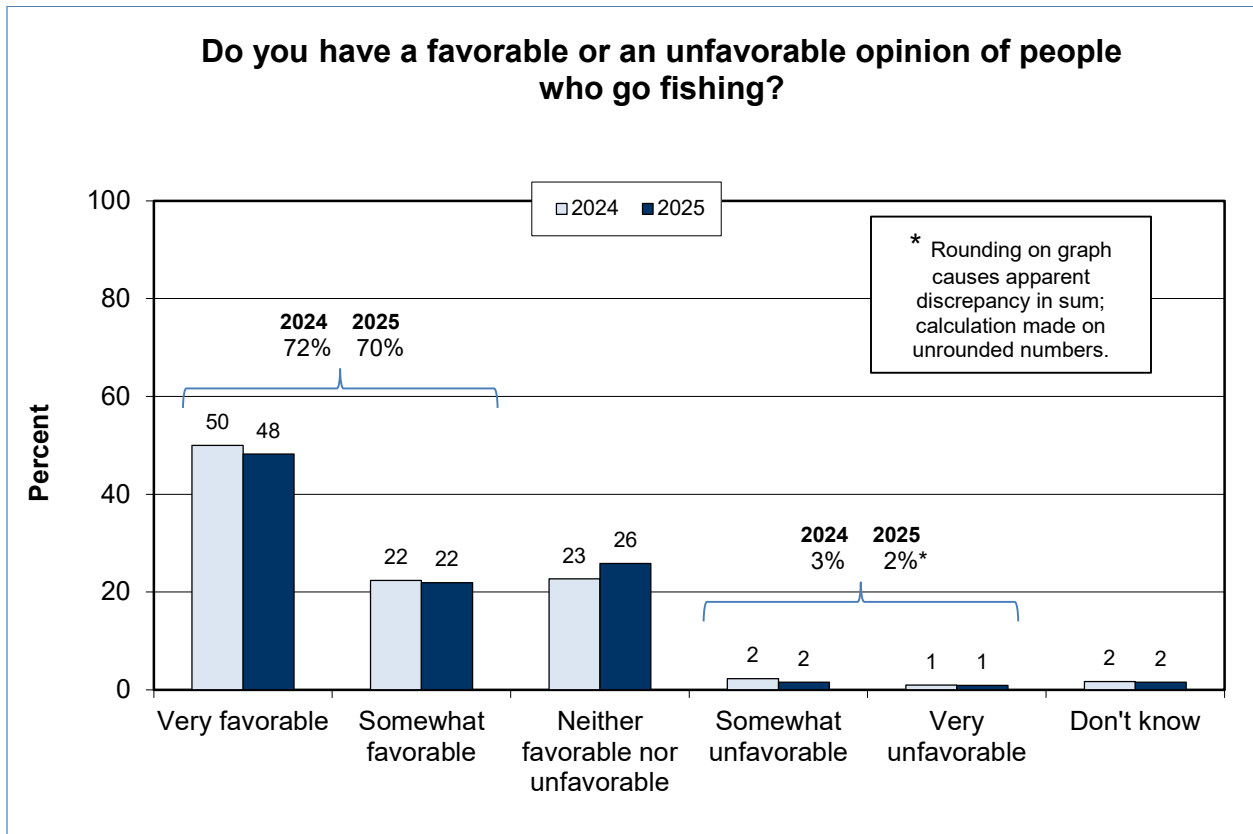
The 2024 survey was multimodal, a methodological change over the surveys conducted previous to that, which were conducted solely by telephone from 2021 to 2023. This latest survey (conducted in late 2024 but shown on the graphs as 2025 to match the report year) was also multimodal, using identical methods as the 2024 survey. For this reason, the trends show the current data compared to the 2024 data.

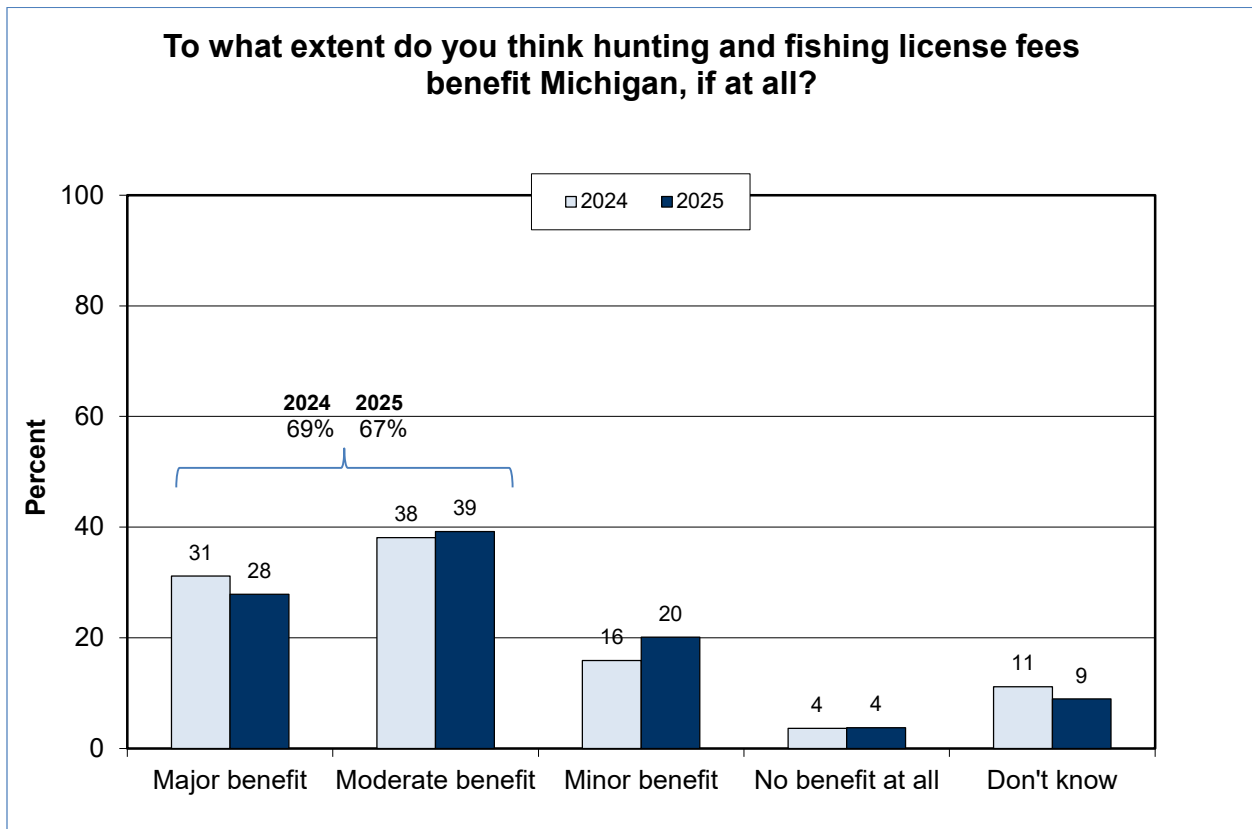
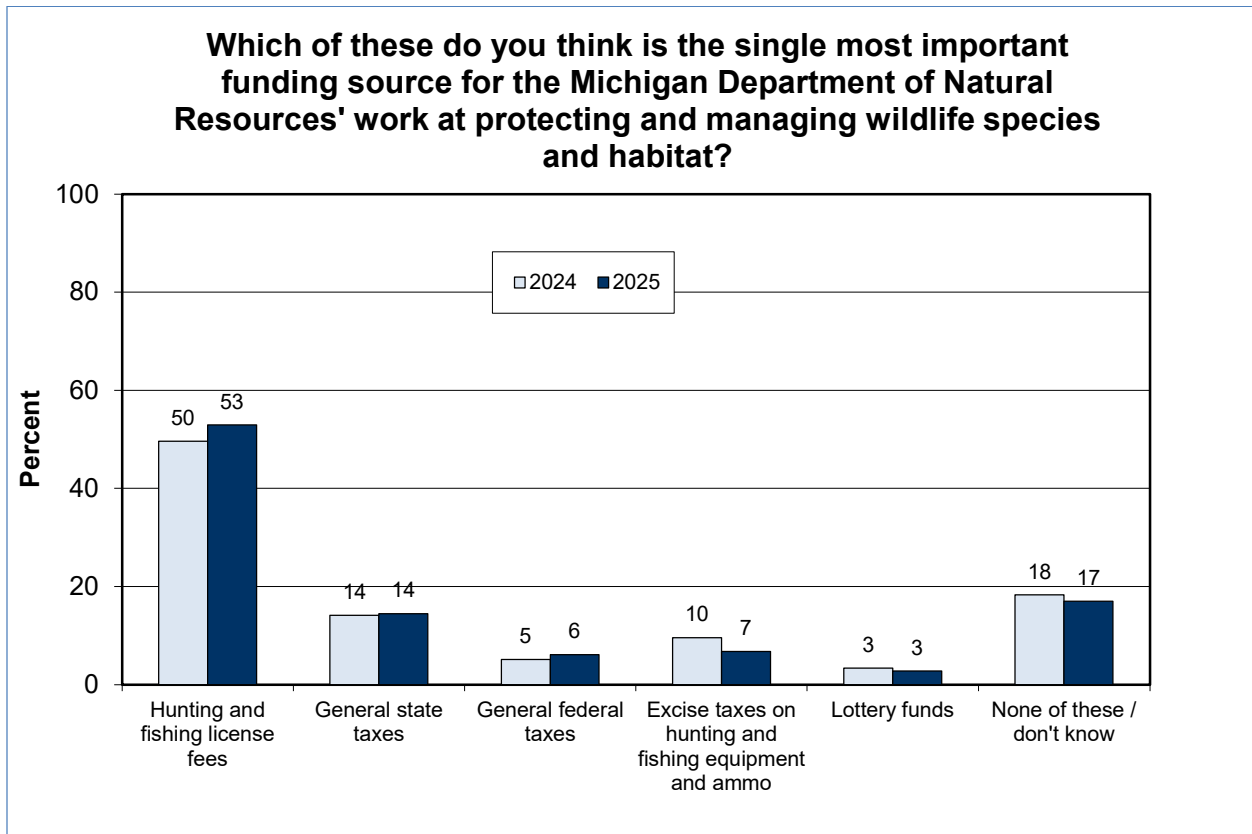
To summarize the findings of the trends comparison:

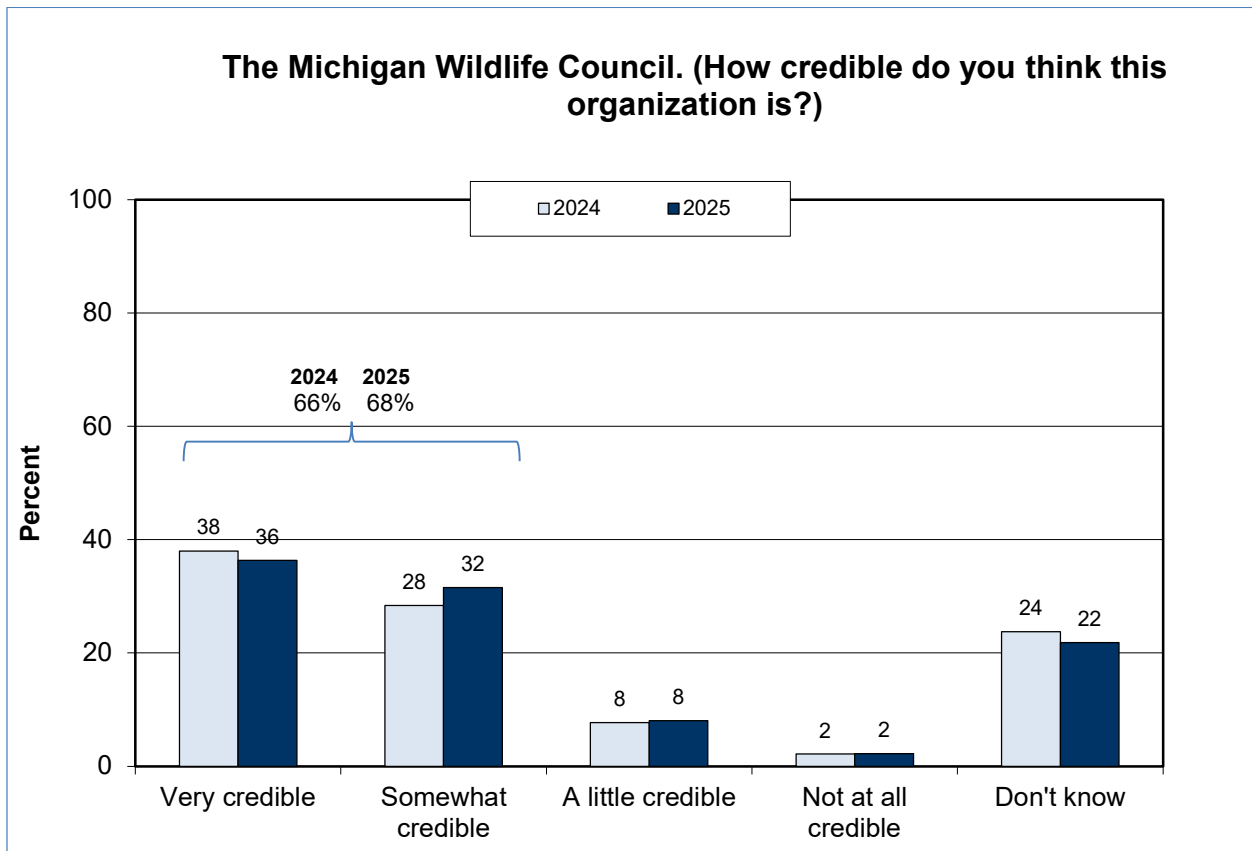
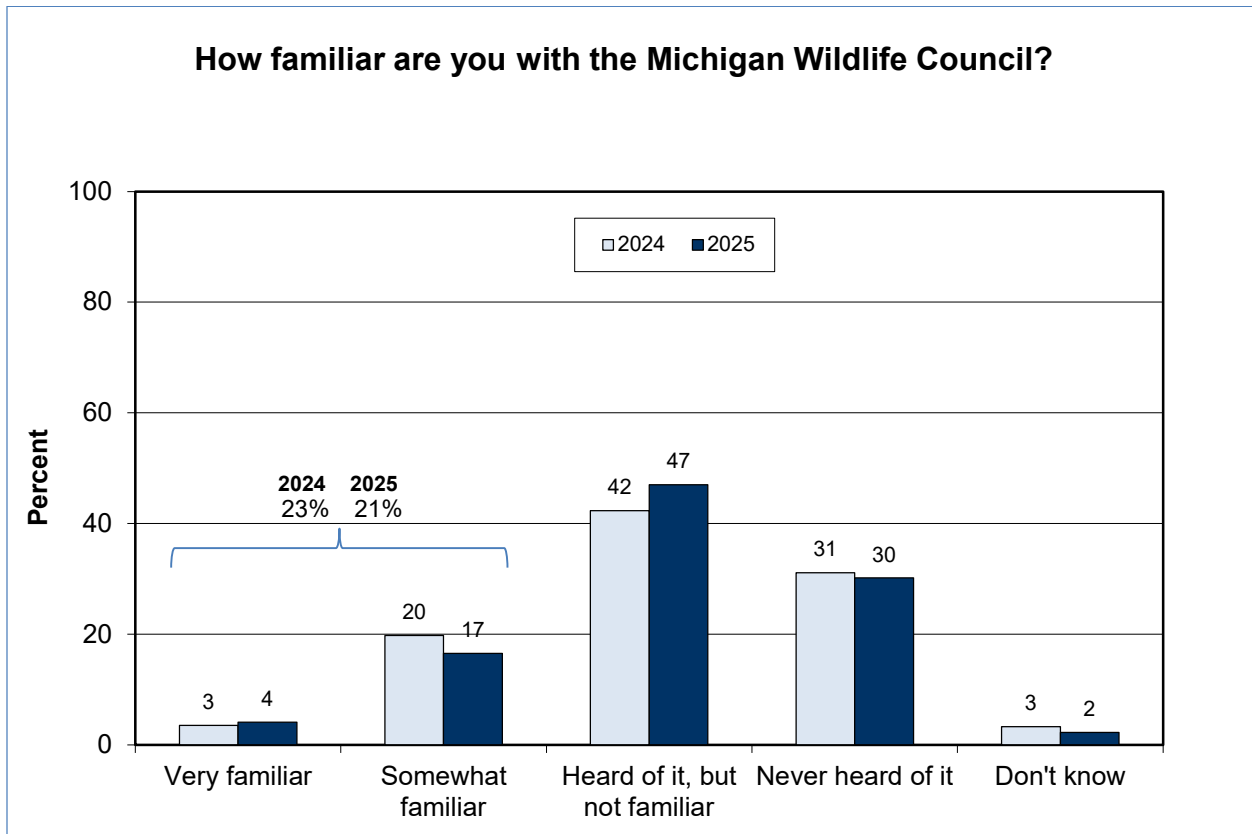
- Approval of hunting remained largely unchanged from 2024 to 2025. Likewise, approval of fishing is nearly the same across the two surveys. Finally, approval of trapping also saw no marked change.
- Favorable opinions of those who hunt, fish, and trap did not fluctuate markedly—no more than 2 percentage points.
- The knowledge of funding question shows no marked change—while there is a slight rise in knowledge of hunting and fishing licenses and a slight drop in knowledge of excise taxes, both the changes are very close to the margin of error.
- There was almost no change in the percentage who think that hunting and fishing license fees are a benefit for Michigan.
- Familiarity with the Michigan Wildlife Council also did not markedly change between the two surveys.
- Credibility ratings of the Council are quite similar in the two surveys, with just a very slight rise in the overall percentage giving a rating of *very* or *somewhat* credible.
- Agreement that hunting is a management tool remained largely unchanged in overall agreement and overall disagreement. However, there is a slight drop in *strongly* agree and a commensurate gain in *moderately* agree.
- There has been almost no change in the percentage who think that legal, regulated hunting leads to the extinction of species.

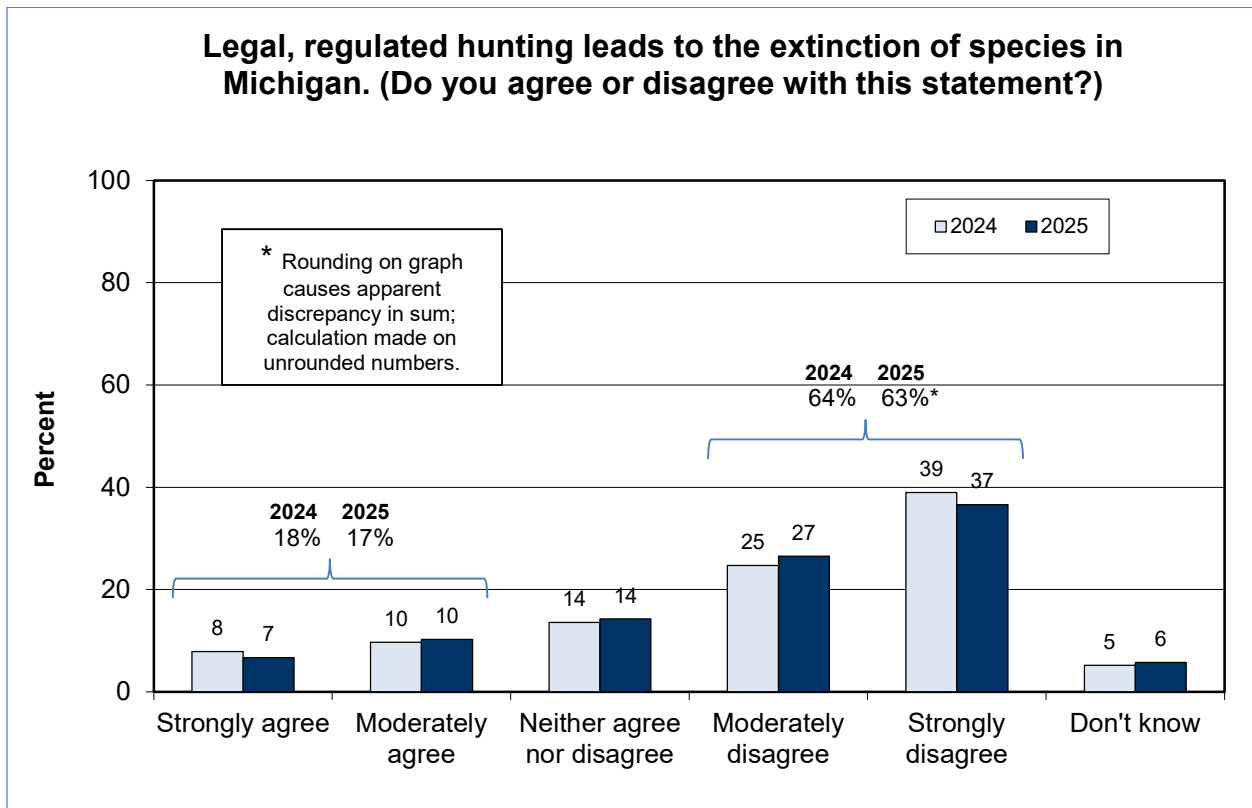
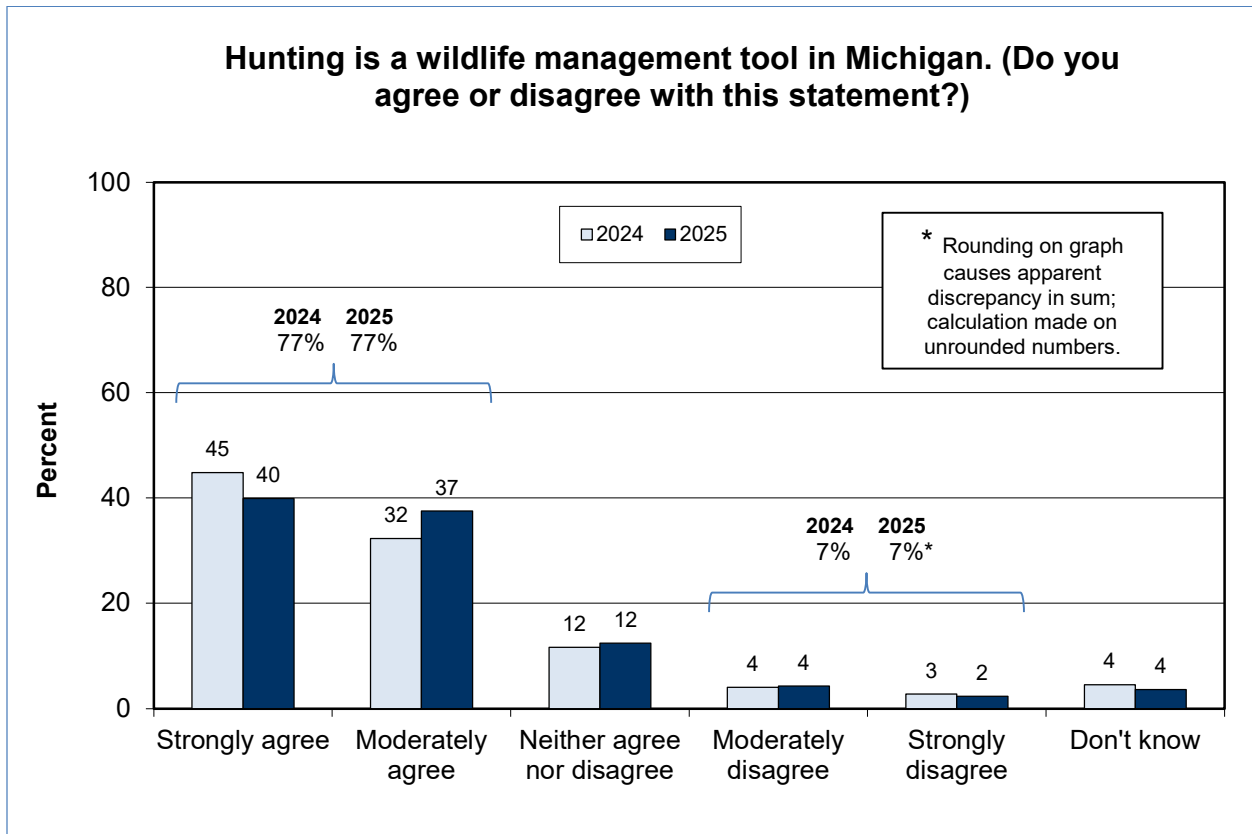












ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Focusing only on natural resource and outdoor recreation issues, Responsive Management has conducted telephone, mail, and online surveys, as well as multimodal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of human dimensions research measuring how people relate to the natural world for more than 30 years. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 human dimensions projects *only* on natural resource and outdoor recreation issues.

Responsive Management has conducted research for every state fish and wildlife agency and every federal natural resource agency, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, Bureau of Land Management, U.S. Coast Guard, and the National Marine Fisheries Service. Additionally, we have also provided research for all the major conservation NGOs including the Archery Trade Association, the American Sportfishing Association, the Association of Fish and Wildlife Agencies, Dallas Safari Club, Ducks Unlimited, Environmental Defense Fund, the Izaak Walton League of America, the National Rifle Association, the National Shooting Sports Foundation, the National Wildlife Federation, the Recreational Boating and Fishing Foundation, the Rocky Mountain Elk Foundation, Safari Club International, the Sierra Club, Trout Unlimited, and the Wildlife Management Institute.

Other nonprofit and NGO clients include the American Museum of Natural History, the BoatUS Foundation, the National Association of Conservation Law Enforcement Chiefs, the National Association of State Boating Law Administrators, and the Ocean Conservancy. As well, Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Clemson University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Commonwealth University, Virginia Tech, West Virginia University, Yale University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, National Public Radio, and on the front pages of *The Washington Post* and *USA Today*.

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