

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

Mark Damian Duda
Responsive Management
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Every year, thanks to **hunting**:



Over 450K Michigan families are fed from hunter-donated venison.

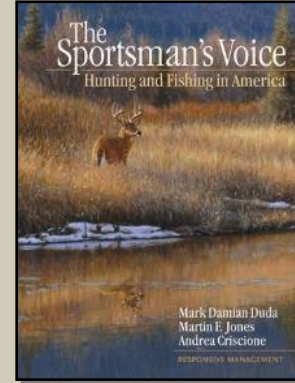


Crucial population **management** happens thanks to hunters.



About Responsive Management

- Research firm specializing in natural resource and outdoor recreation issues
- More than 1,200 projects over 35 years
- Research in 50 states and 15 countries
- Research conducted for every state fish and wildlife agency and federal resource agency
- Research for all major NGOs, including RBFF, NSSF, ASA, ATA, Ducks Unlimited, Trout Unlimited, Sierra Club, The Nature Conservancy, and more
- Research for industry leaders, such as Winchester Ammunition, Vista Outdoor (Bushnell, Primos, Federal Premium, etc.), Trijicon, Yamaha Motor, and more
- Data collection for the nation's top universities: Auburn University, Clemson University, Colorado State University, Duke University, Michigan State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of Florida, University of Southern California, Virginia Commonwealth University, Virginia Tech, West Virginia University, Yale University, and many more



Presentation Overview

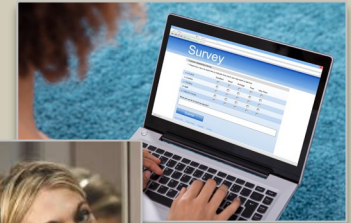
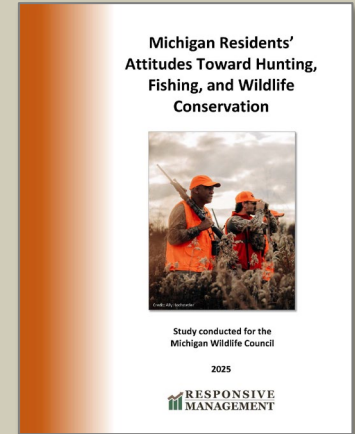


- Study Methodology
- Attitudes Toward Hunting
 - Michigan Versus Nationwide Approval
- Changes in Approval of Hunting
- Attitudes Toward Fishing
- Attitudes Toward Trapping
- Favorability of Hunters, Anglers, and Trappers
- Beliefs About Hunting and Fishing
- Why Stick With Responsive Management?

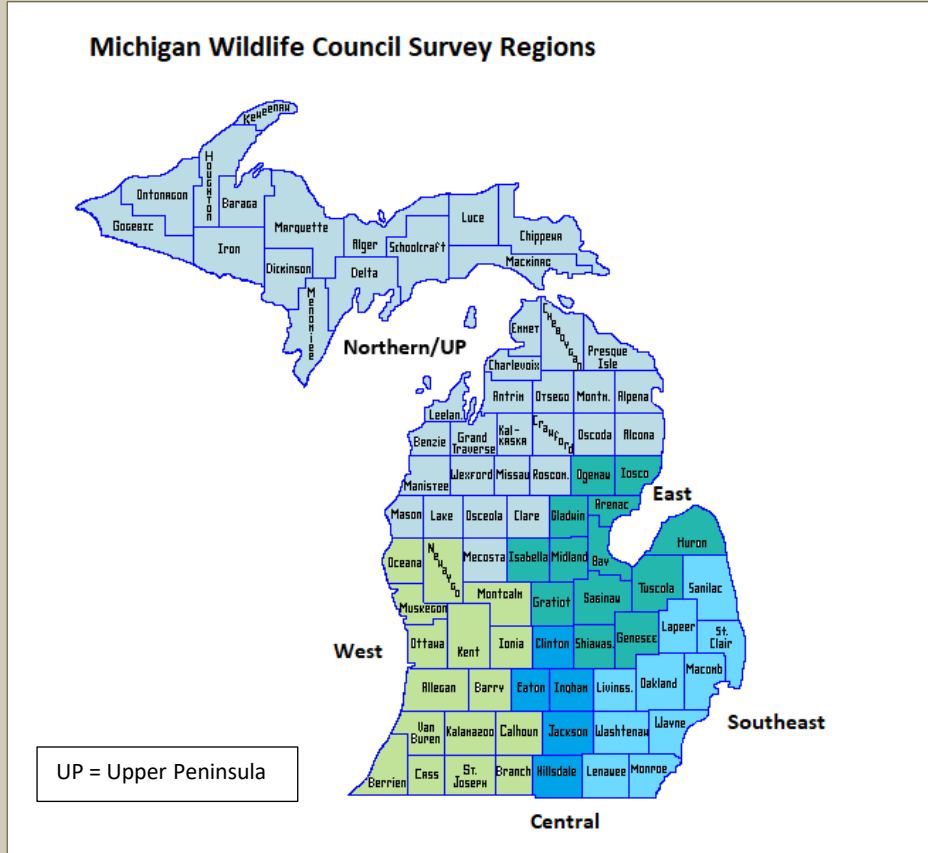
Study Methodology

Study Methodology

- Trend study 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
- Survey questionnaire developed cooperatively by Michigan Wildlife Council, GÜD Marketing, and Responsive Management
- Scientific, multimodal survey of Michigan residents, age 18 or older (landline and cellular interviews combined with interviews online and by text message)
- Statewide sample of Michigan adult general population (n = 1,214)
- Sampling error: +/- 2.81 percentage points
- Survey conducted December 2024
- Trends analysis with previous survey that used the multimodal approach



- Sampling based on five regions determined by the MWC
- Results reported both statewide and regionally



Recent Examples of Telephone Methodological Accuracy

Nov 8, 2024

Virginia Commonwealth Poll by VCU Wilder School proves prescient in predicting tight race



“The methodology, analysis, and leadership of the Wilder School’s Commonwealth Poll is exceptional and unmatched. It has a proven track record that consistently and accurately captures the opinions and perspectives of Virginians on a wide range of issues, including voter preferences in one of the most unpredictable elections in U.S. history.”

– Susan T. Gooden, Ph.D.
Dean of the L. Douglas Wilder School of Government and Public Affairs

Virginia presidential results



Democrats **held** this seat

CANDIDATE	VOTES	PCT.
Joe Biden DEM ✓	2,413,568	54.4%
Donald Trump* GOP	1,962,430	44.2%

100% of expected vote in

(10.2% margin)



 Kamala Harris ✓ Democratic	51.8%	2,335,395 260,310 ahead
 Donald Trump Republican	46.1%	2,075,085

(5.7% margin)

Virginia governor results

CANDIDATE	PCT.
Youngkin GOP ✓	50.6% 1,663,596
McAuliffe DEM	48.7% 1,600,116

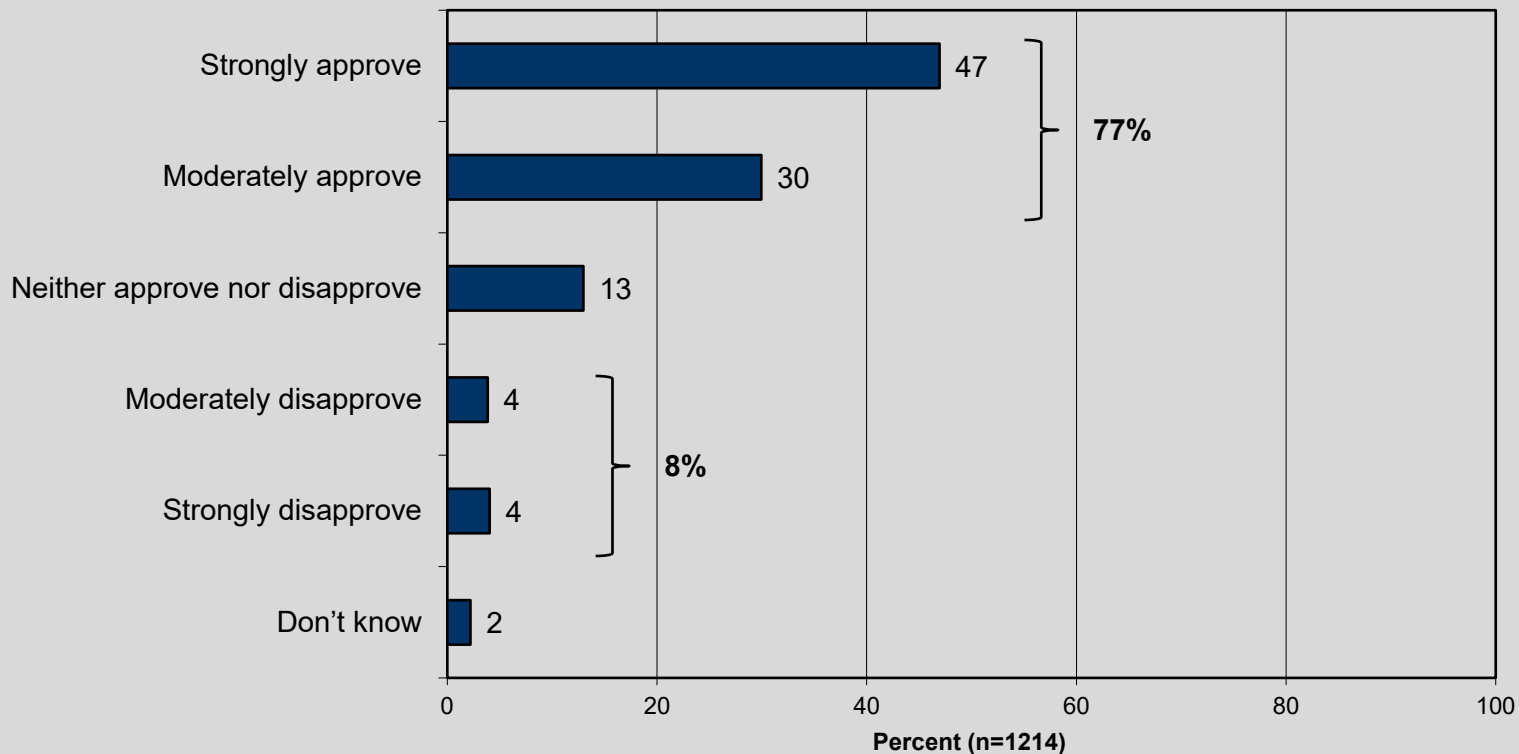
100% of expected vote in

(1.9% margin)

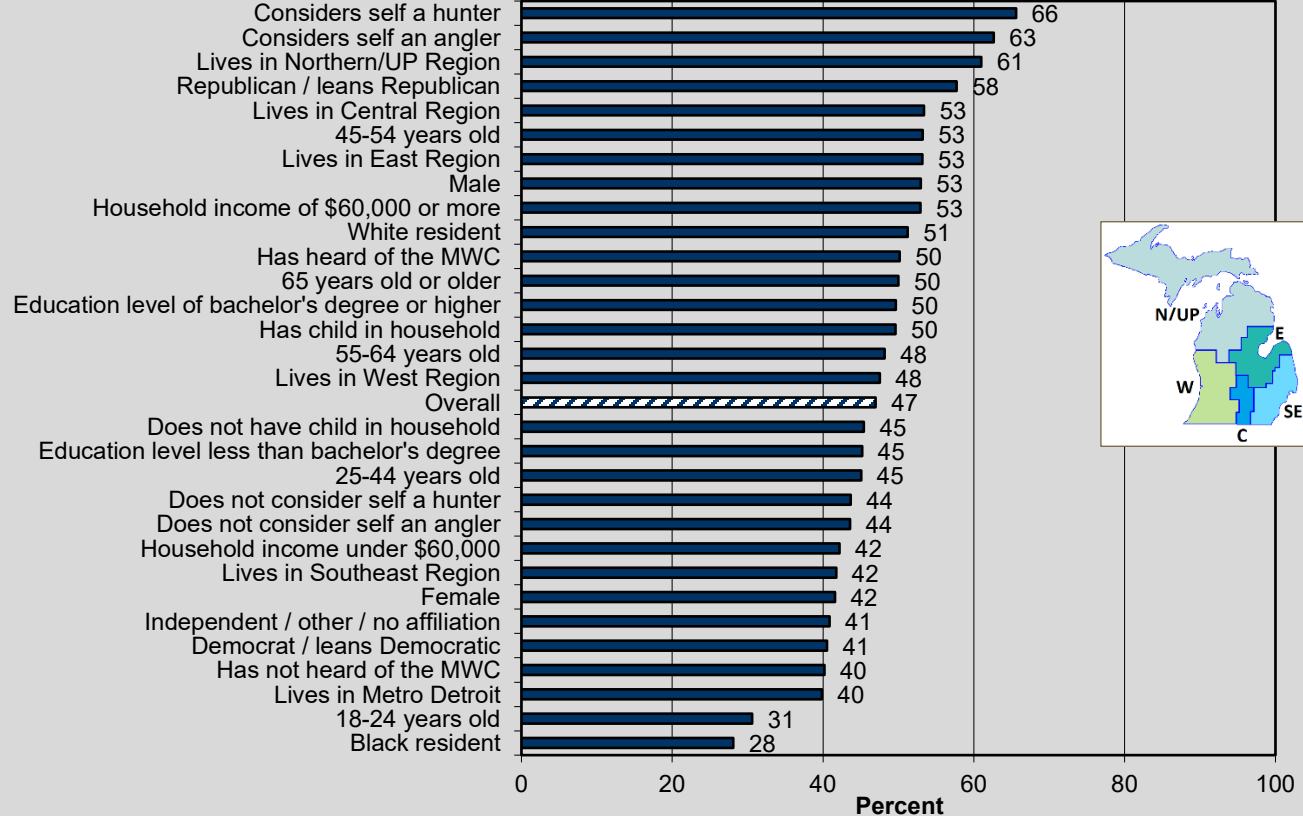


Attitudes Toward Hunting

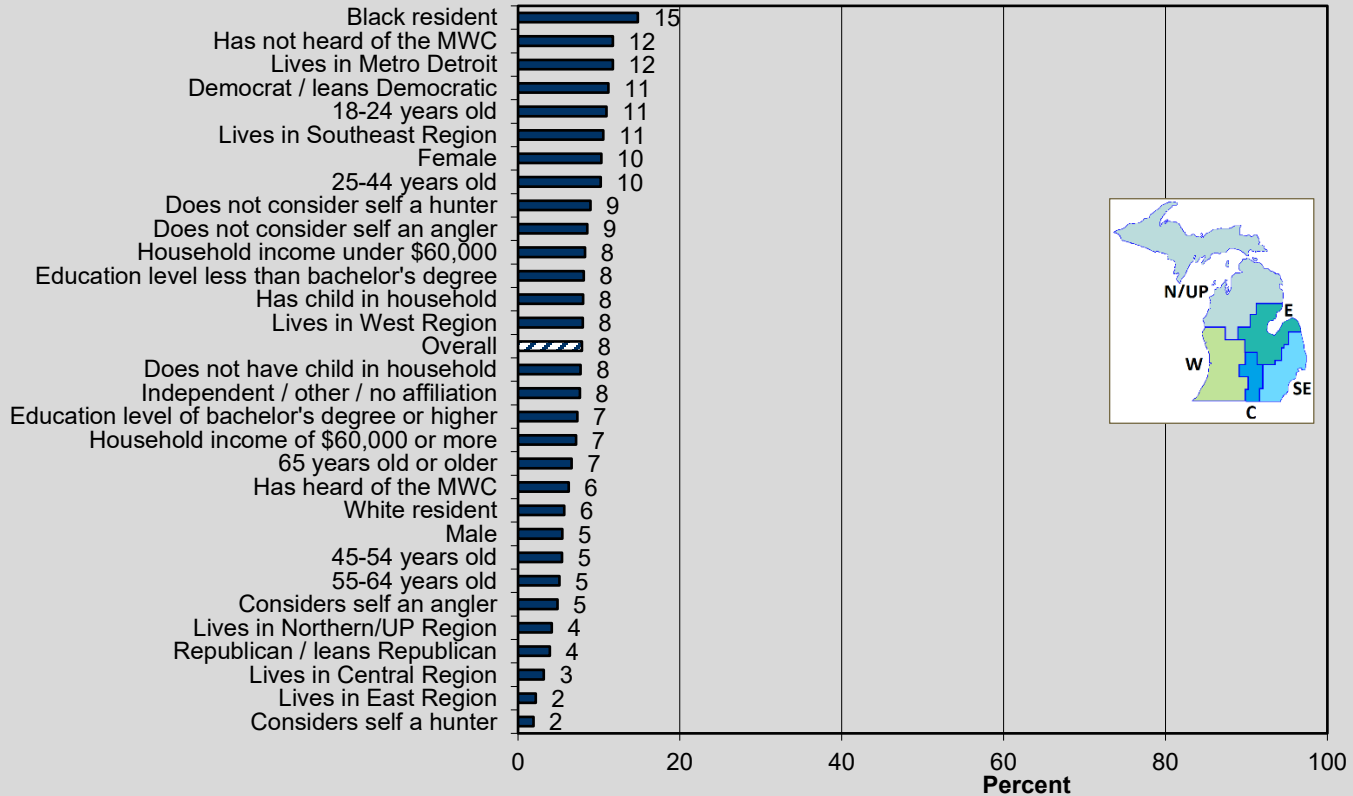
In general, do you approve or disapprove of legal, regulated hunting?



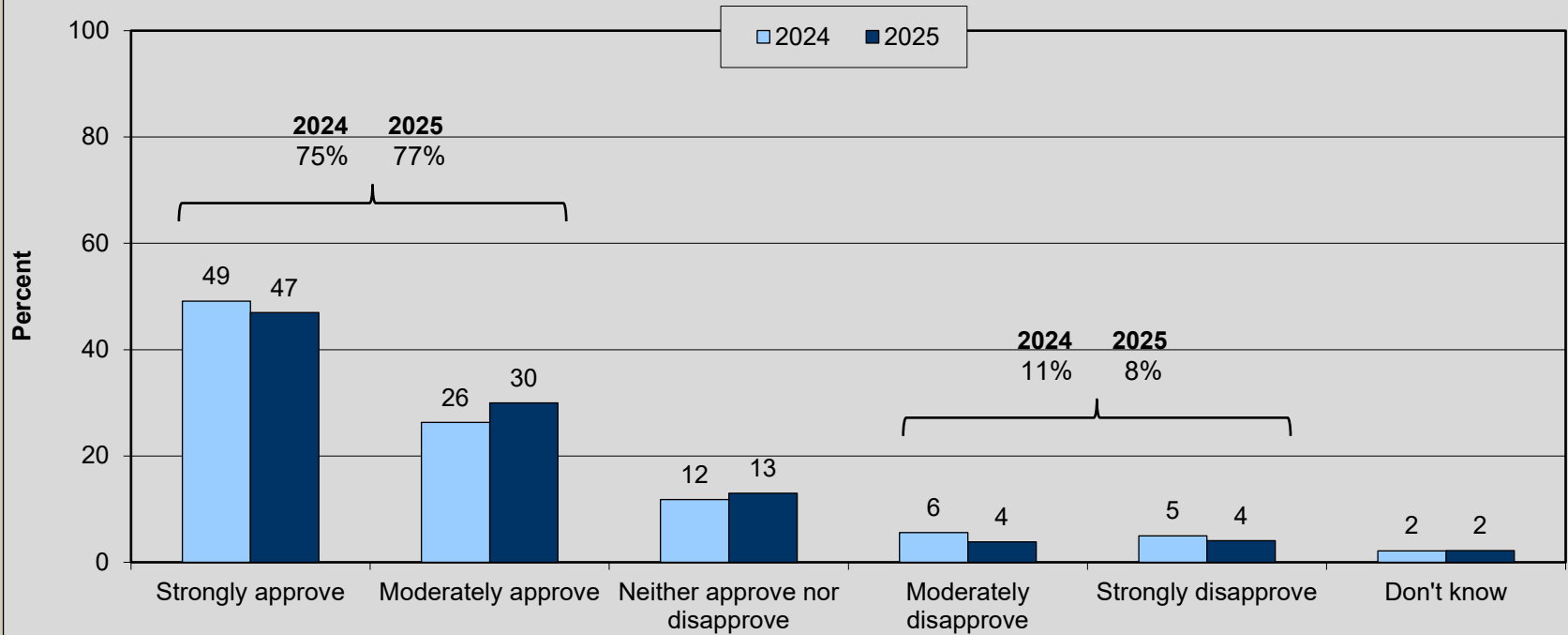
Percent of the following groups who strongly approve of legal, regulated hunting:



Percent of the following groups who strongly or moderately disapprove of legal, regulated hunting:



In general, do you approve or disapprove of legal, regulated hunting?

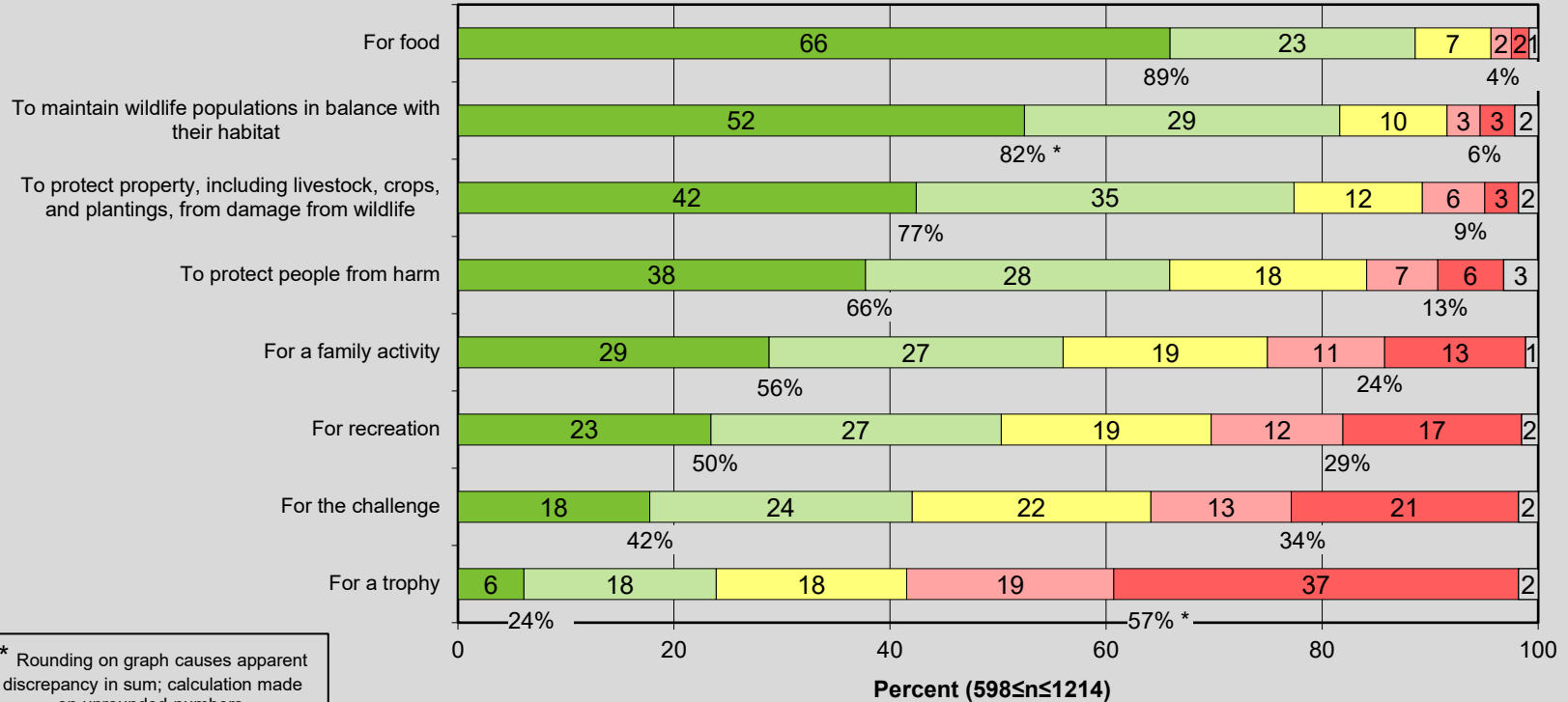


Approval of Hunting: Notable Trends Among Key Groups

	Hunting approval (%)		Difference (2025-2024)
	2024	2025	
18 - 24 years old	60	68	+8
25 - 44 years old	69	74	+5
Female	69	73	+4

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

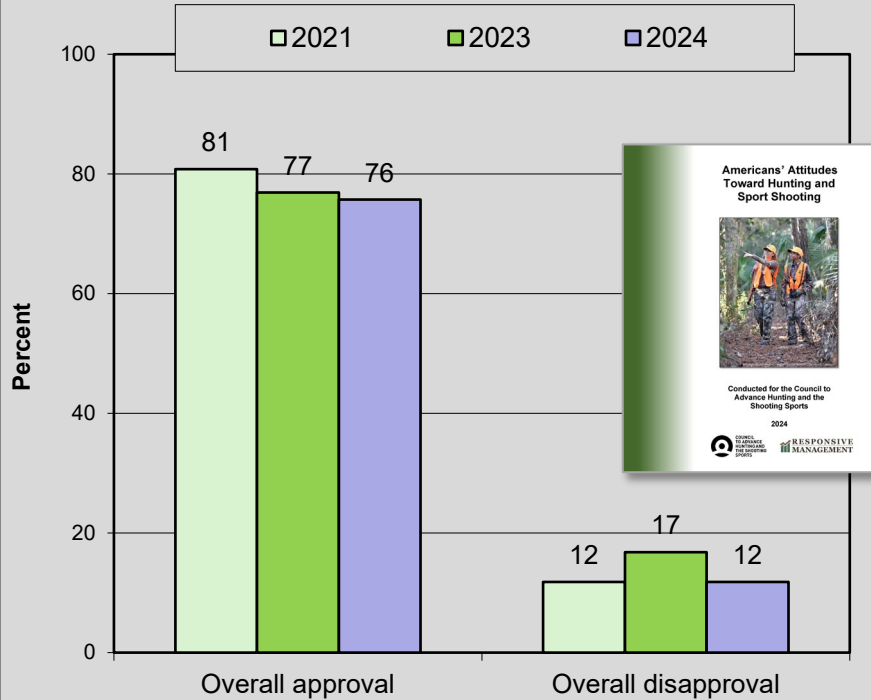
■ Strongly approve
 ■ Moderately approve
 ■ Neither
 ■ Moderately disapprove
 ■ Strongly disapprove
 ■ Don't know



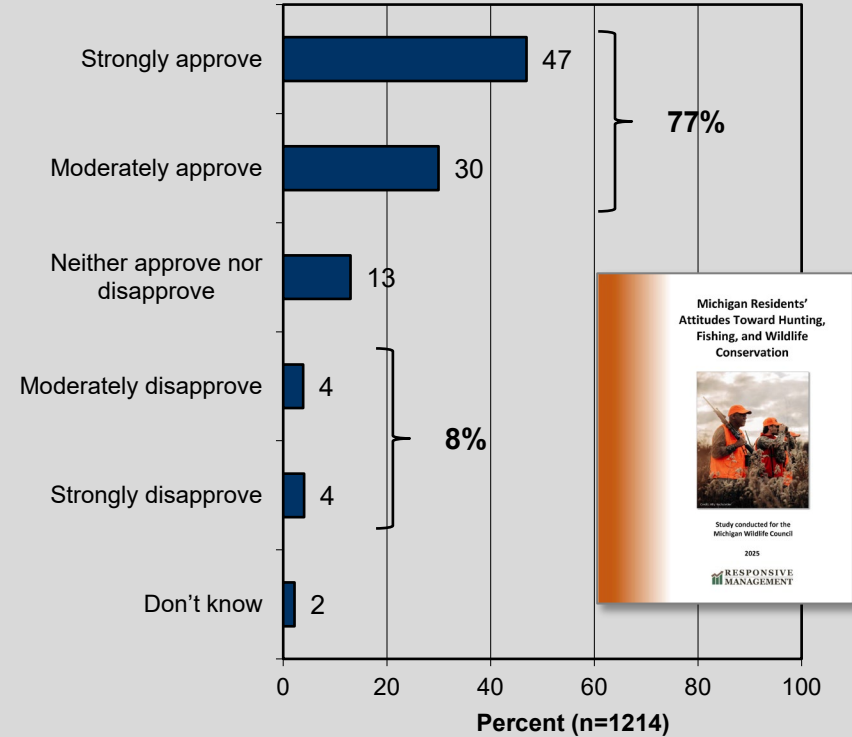
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Attitudes Toward Hunting: Michigan Versus Nationwide Approval

Do you approve or disapprove of legal hunting? (U.S. residents)

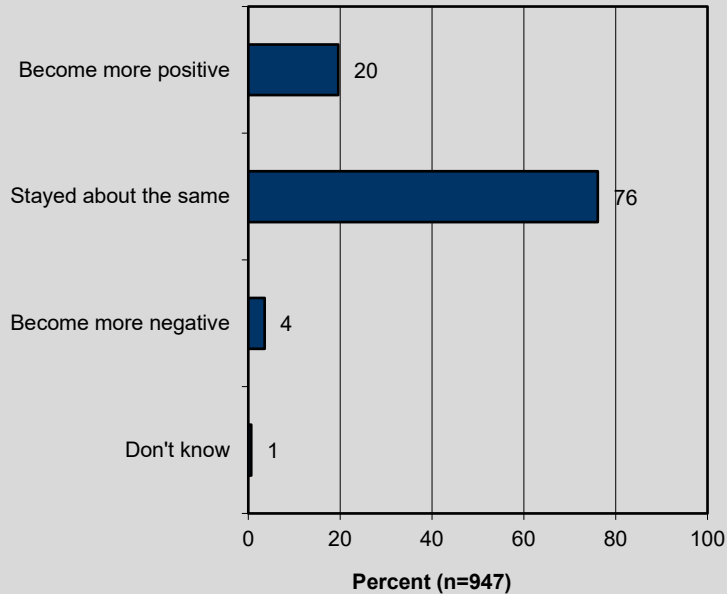


In general, do you approve or disapprove of legal, regulated hunting? (Michigan residents)

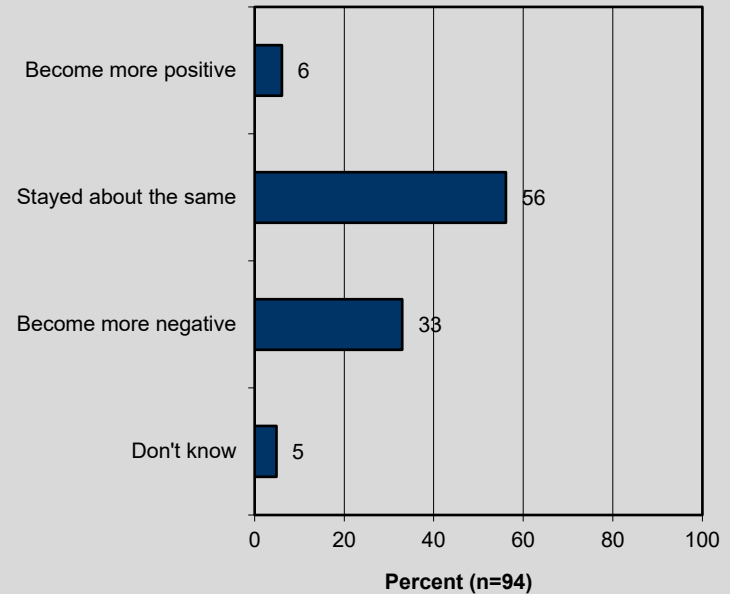


Changes in Approval of Hunting

Earlier you said that you approve of legal, regulated hunting. In the past few years, has your opinion of hunting become more positive, stayed about the same, or become more negative? (Asked of those who approve of hunting.)

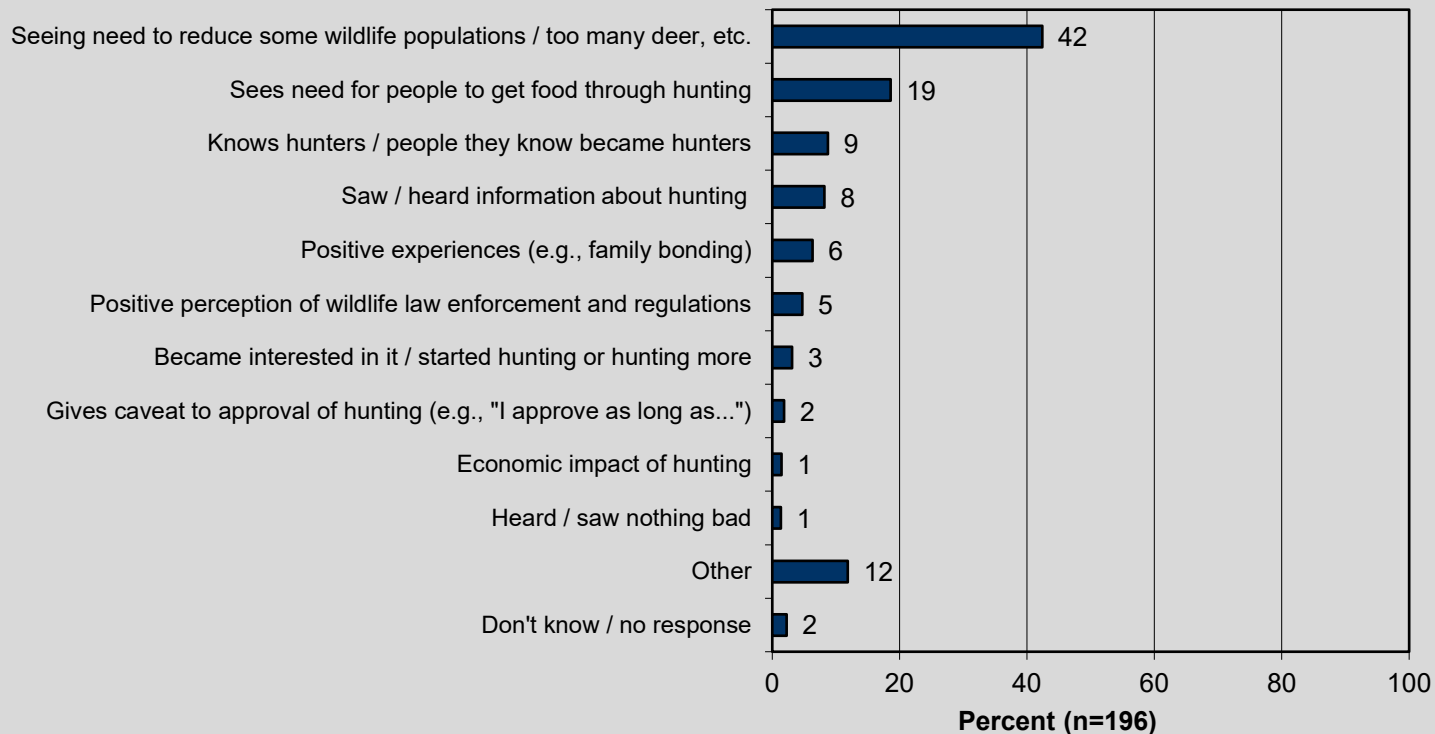


Earlier you said that you disapprove of legal, regulated hunting. In the past few years, has your opinion of hunting become more positive, stayed about the same, or become more negative? (Asked of those who disapprove of hunting.)



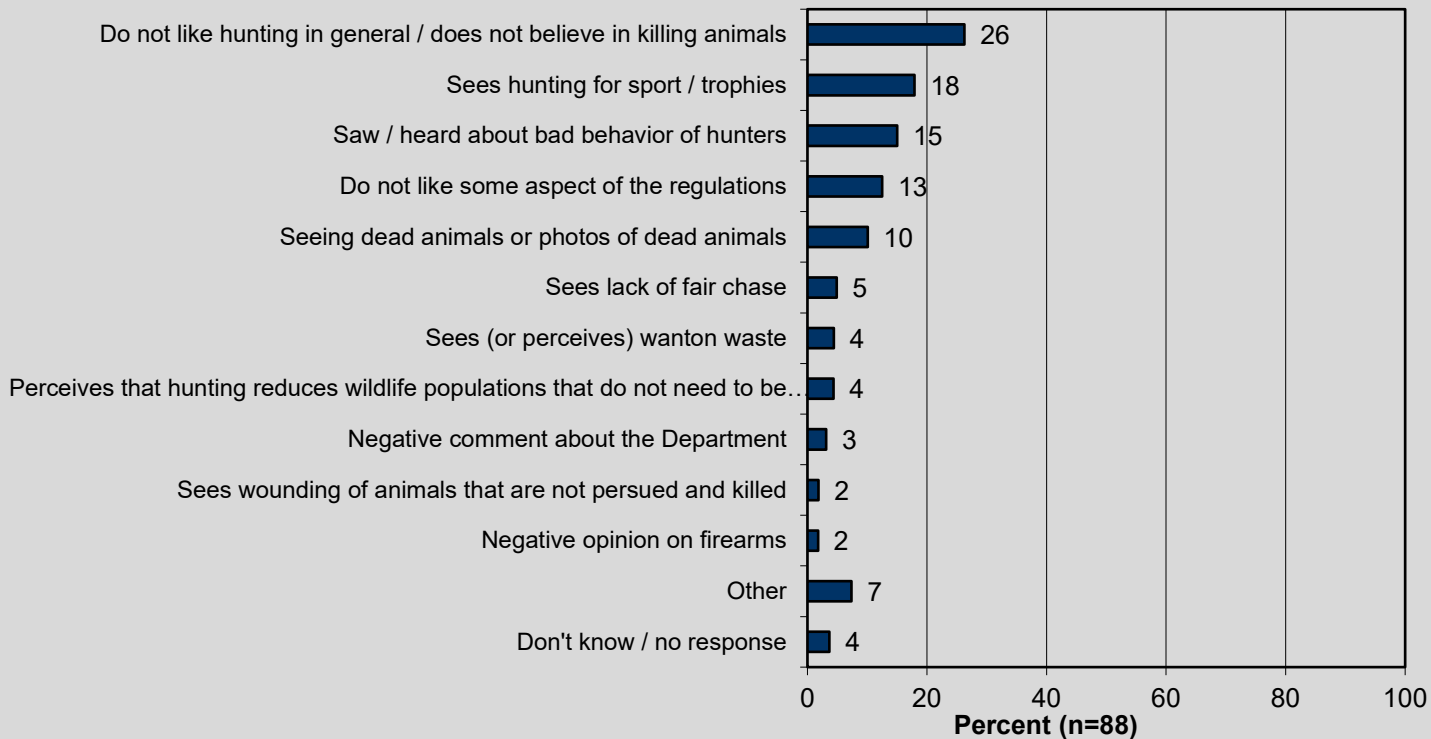
Specifically, what have you seen, experienced, or heard that has caused your opinion of hunting to become more positive? (Asked of those whose opinion has become more positive.)

Multiple Responses Allowed



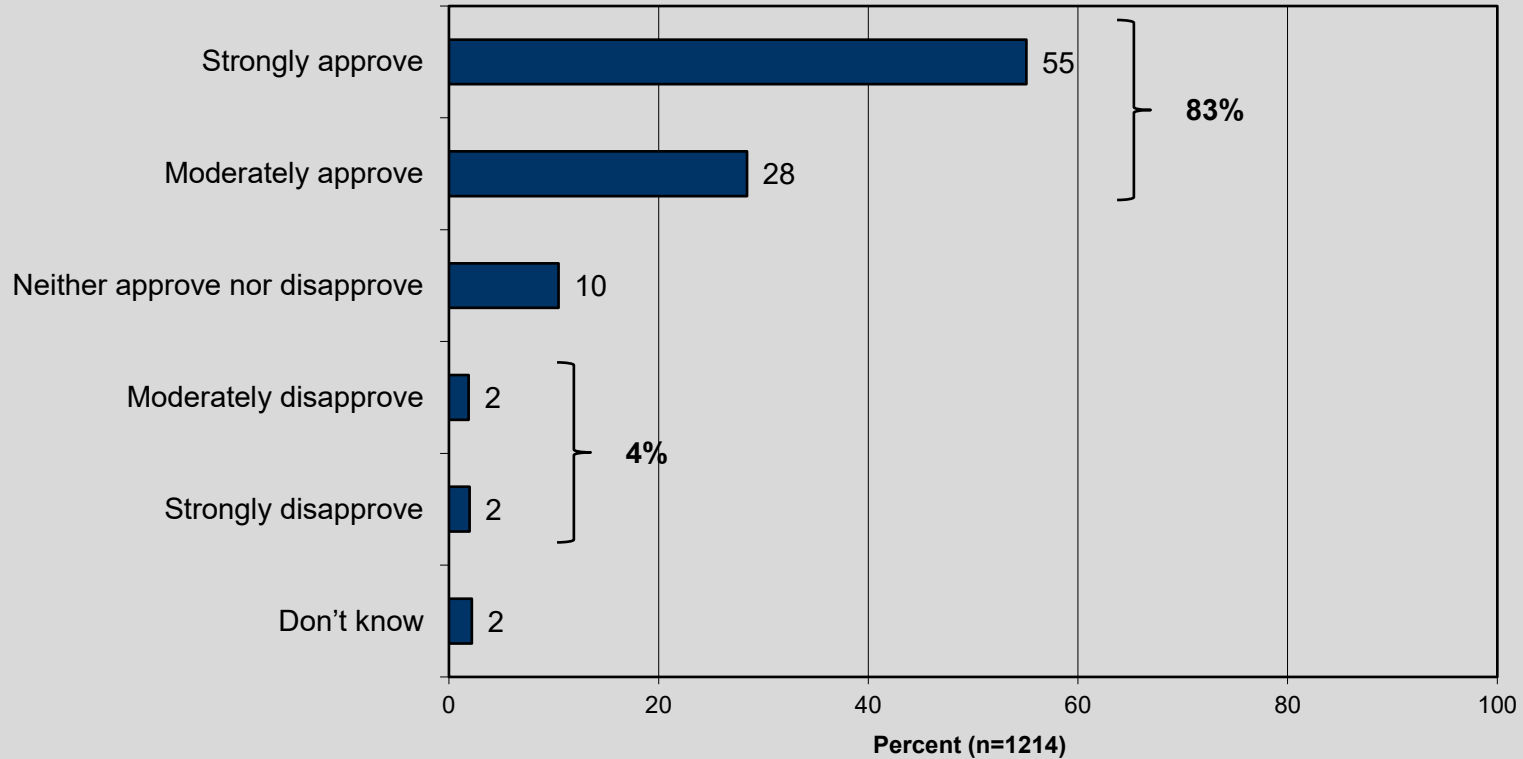
Specifically, what have you seen, experienced, or heard that has caused your opinion of hunting to become more negative? (Asked of those whose opinion has become more negative.)

Multiple Responses Allowed

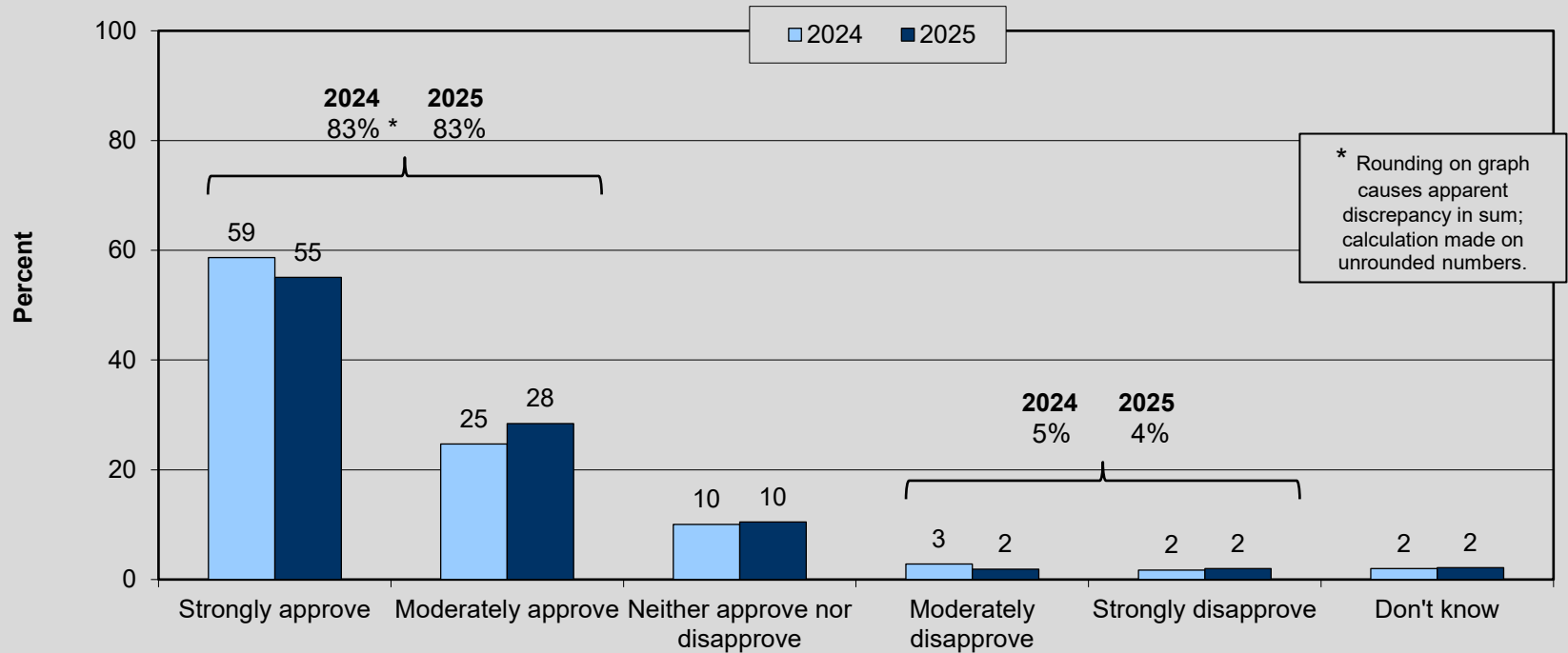


Attitudes Toward Fishing

In general, do you approve or disapprove of legal, regulated recreational fishing?



In general, do you approve or disapprove of legal, regulated recreational fishing?



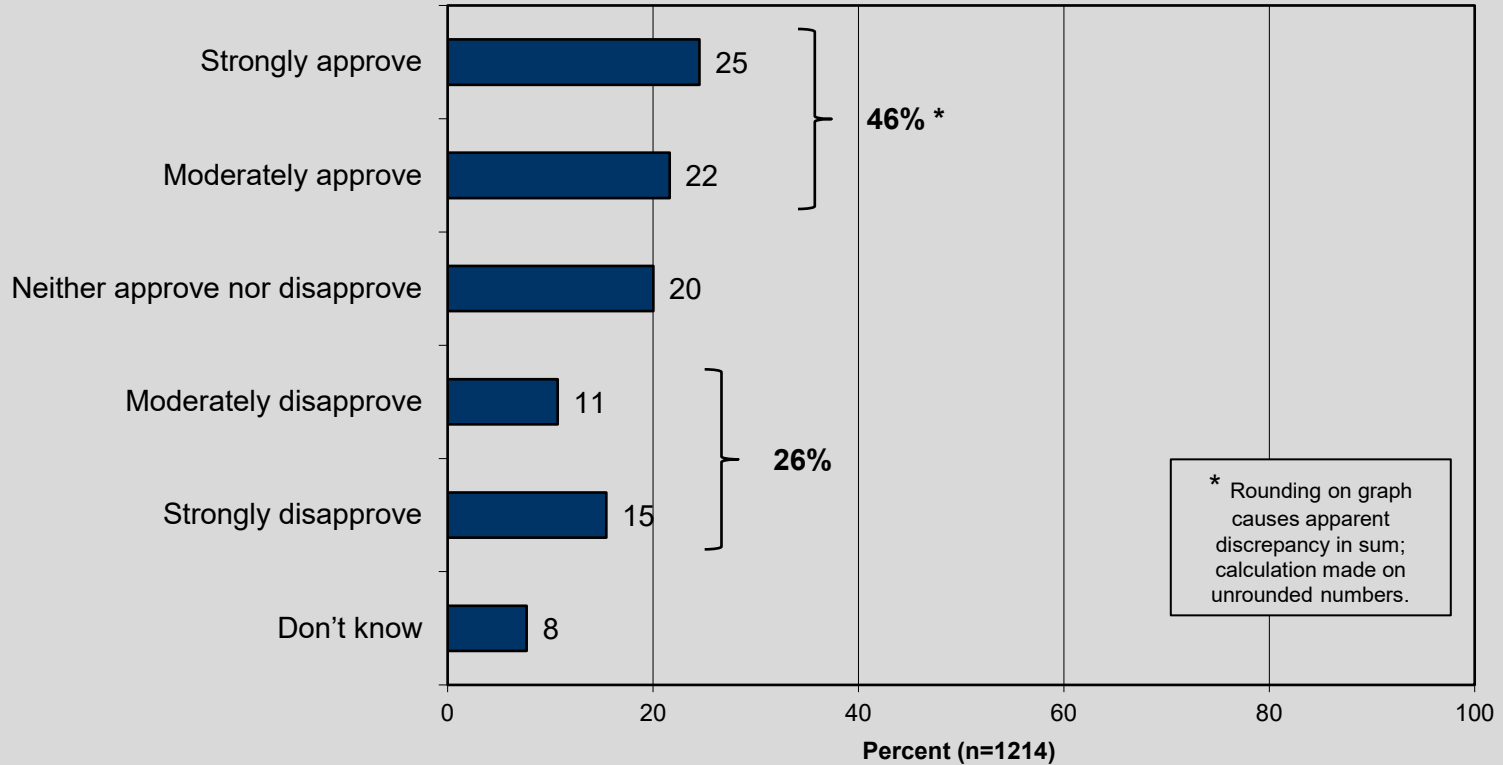
Approval of Fishing: Notable Trends Among Key Groups

	Fishing approval (%)		Difference (2025-2024)
	2024	2025	
18 - 24 years old	73	82	+9
25 - 44 years old	78	80	+3 *
Female	80	82	+2

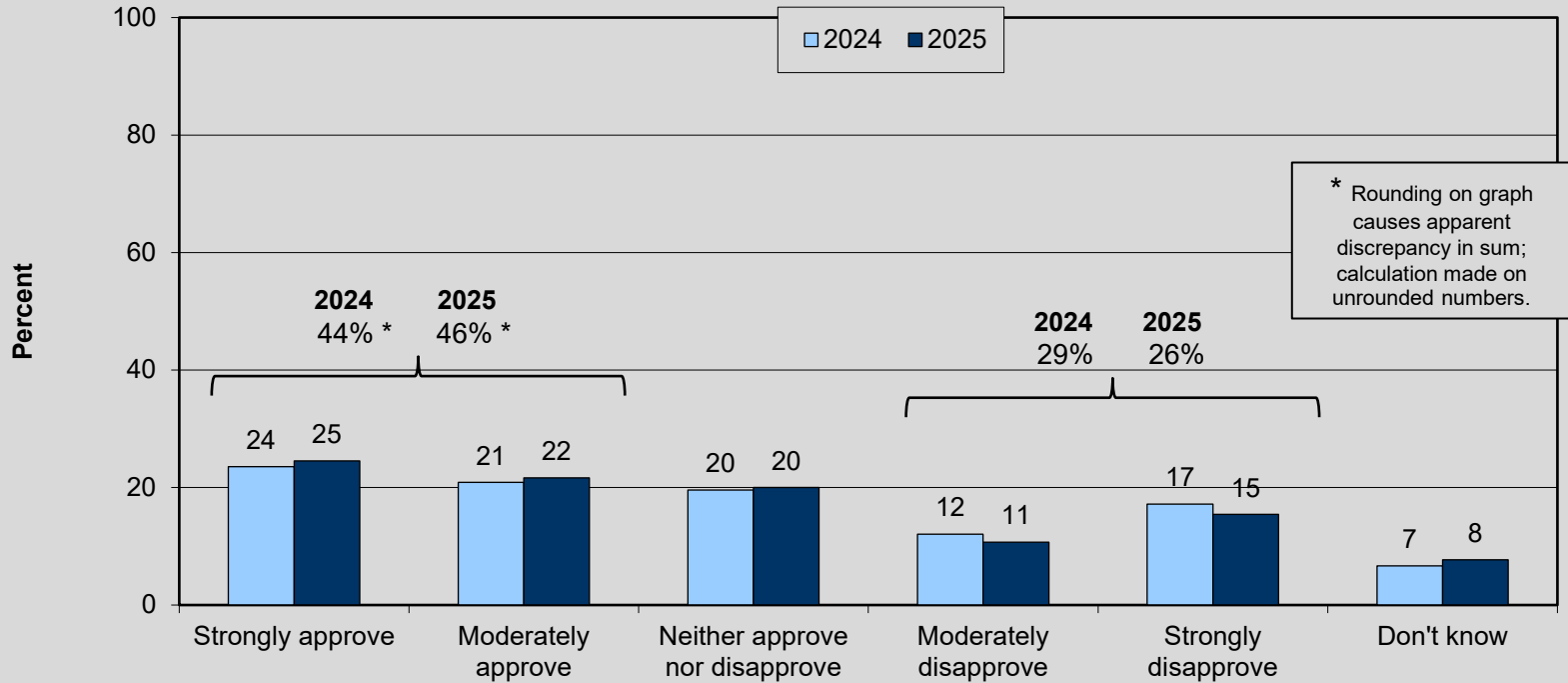
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Attitudes Toward Trapping

In general, do you approve or disapprove of legal, regulated trapping?

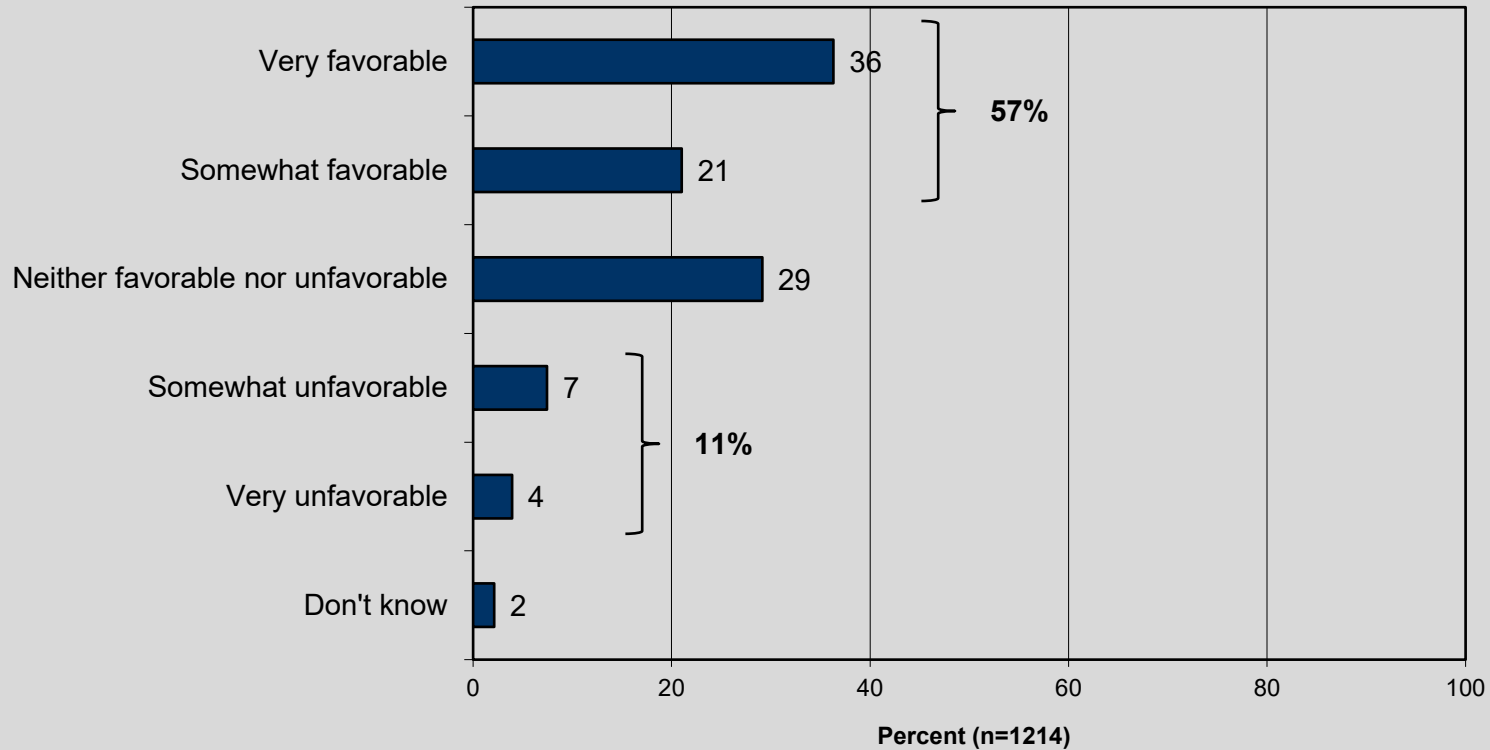


In general, do you approve or disapprove of legal, regulated trapping?

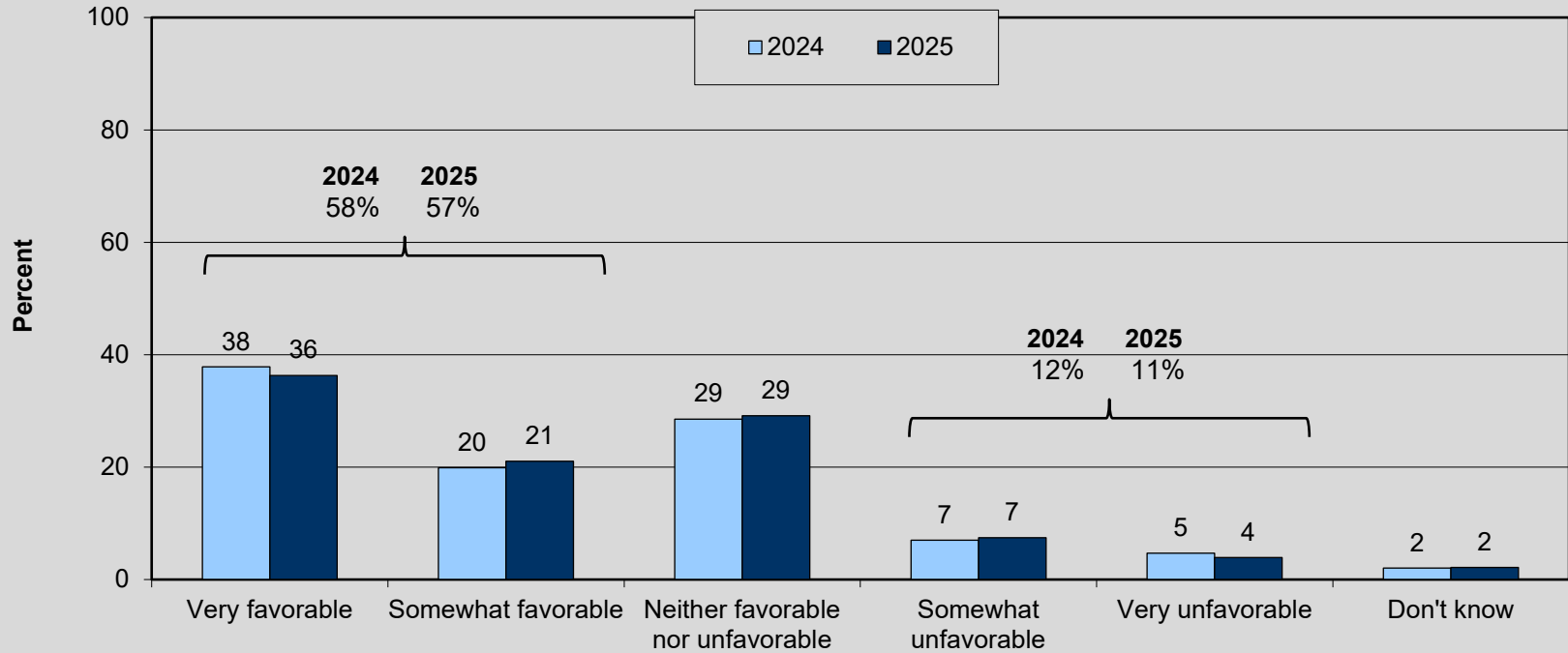


Favorability of Hunters, Anglers, and Trappers

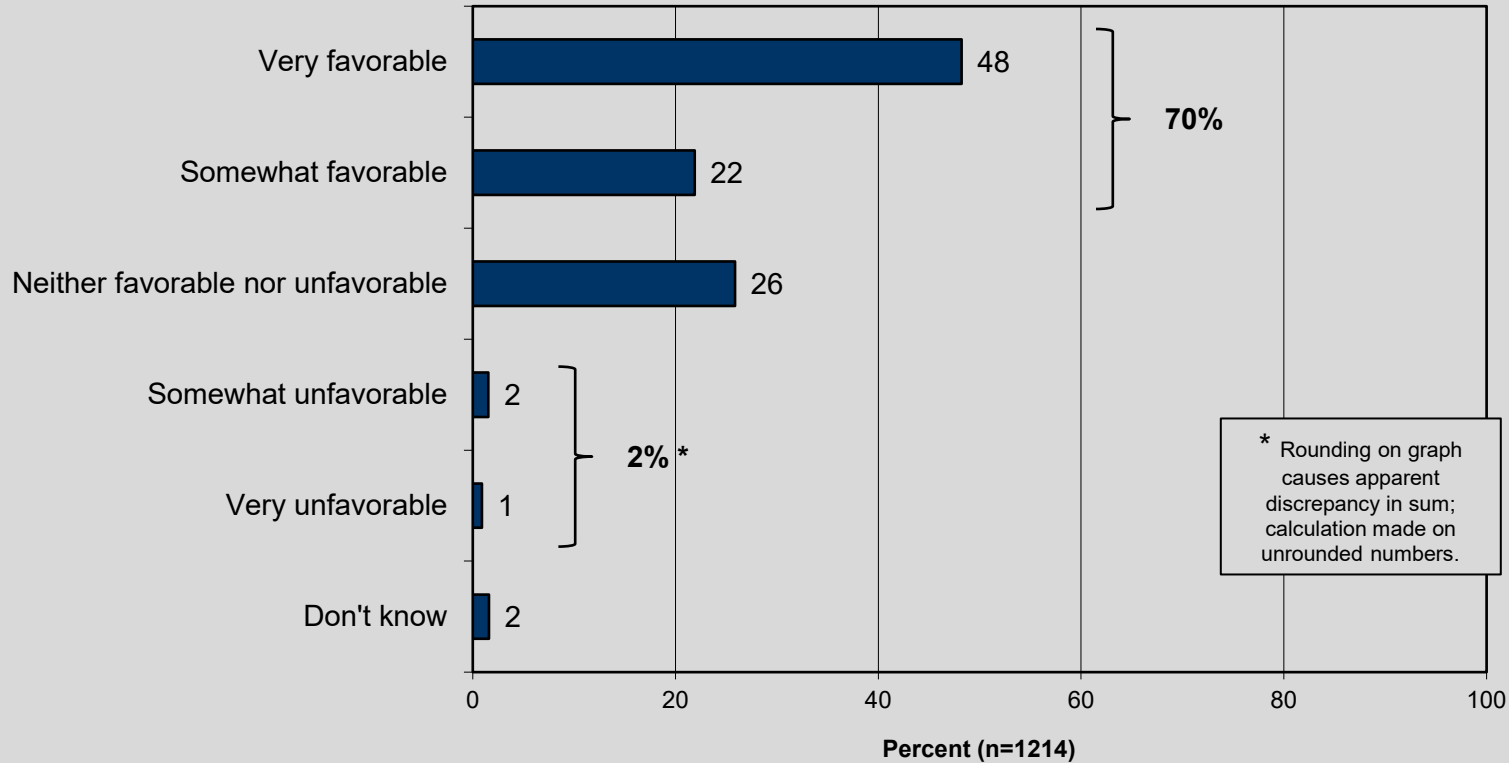
Do you have a favorable or an unfavorable opinion of people who go hunting?



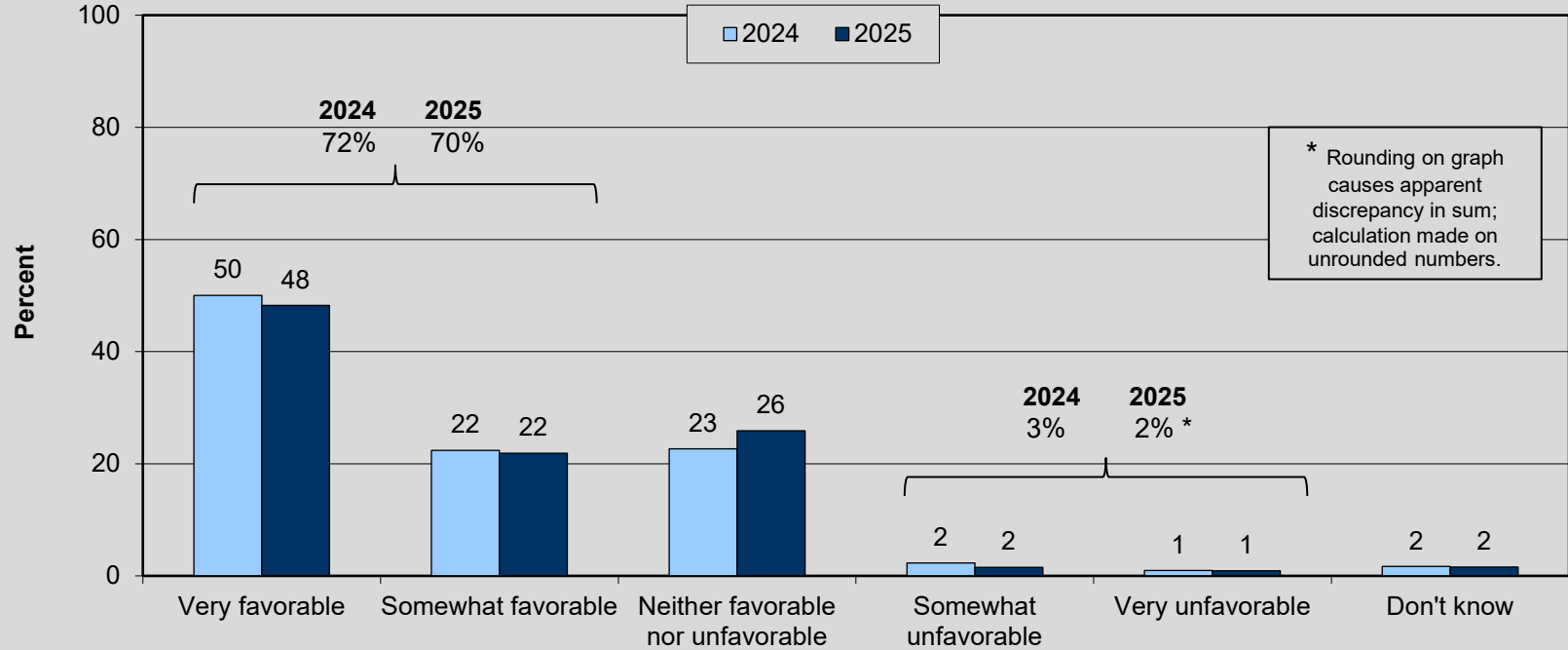
Do you have a favorable or an unfavorable opinion of people who go hunting?



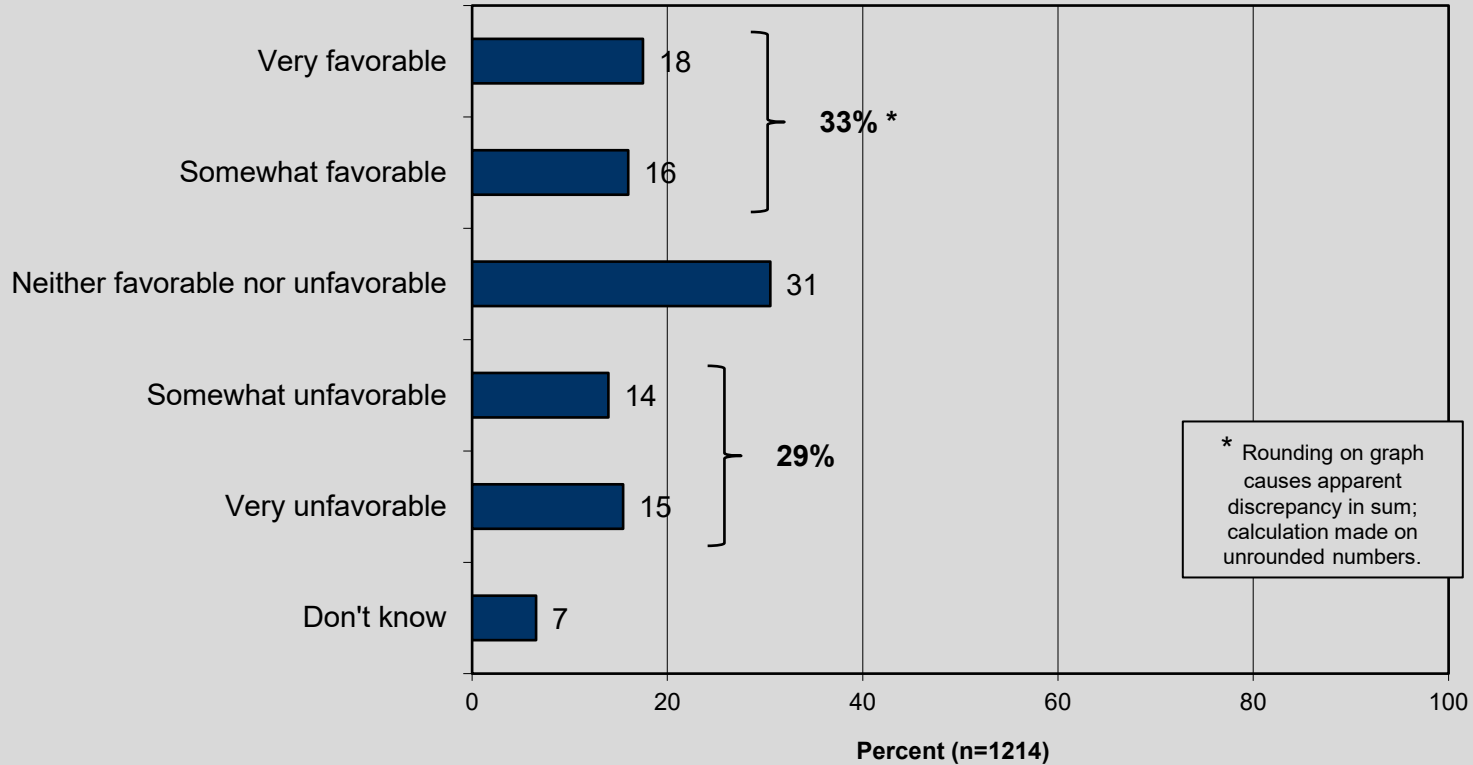
Do you have a favorable or an unfavorable opinion of people who go fishing?



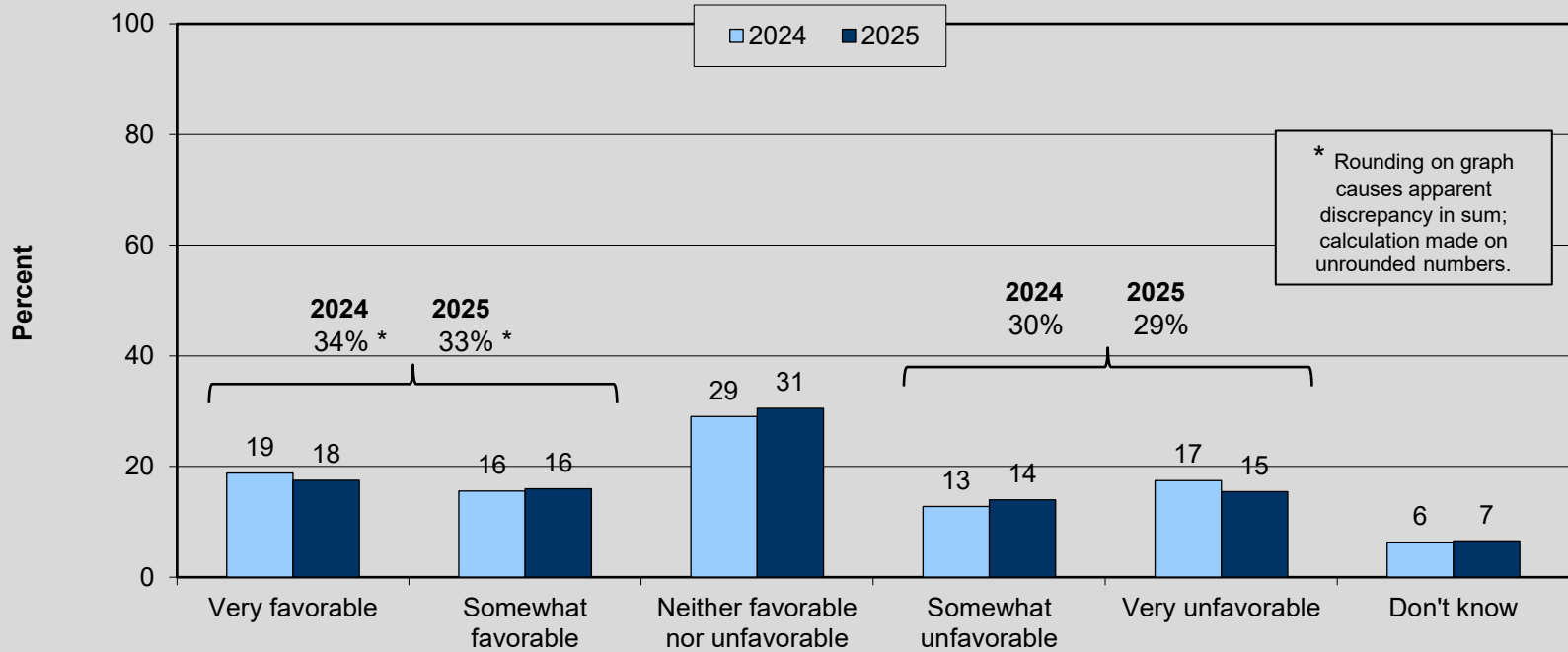
Do you have a favorable or an unfavorable opinion of people who go fishing?



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

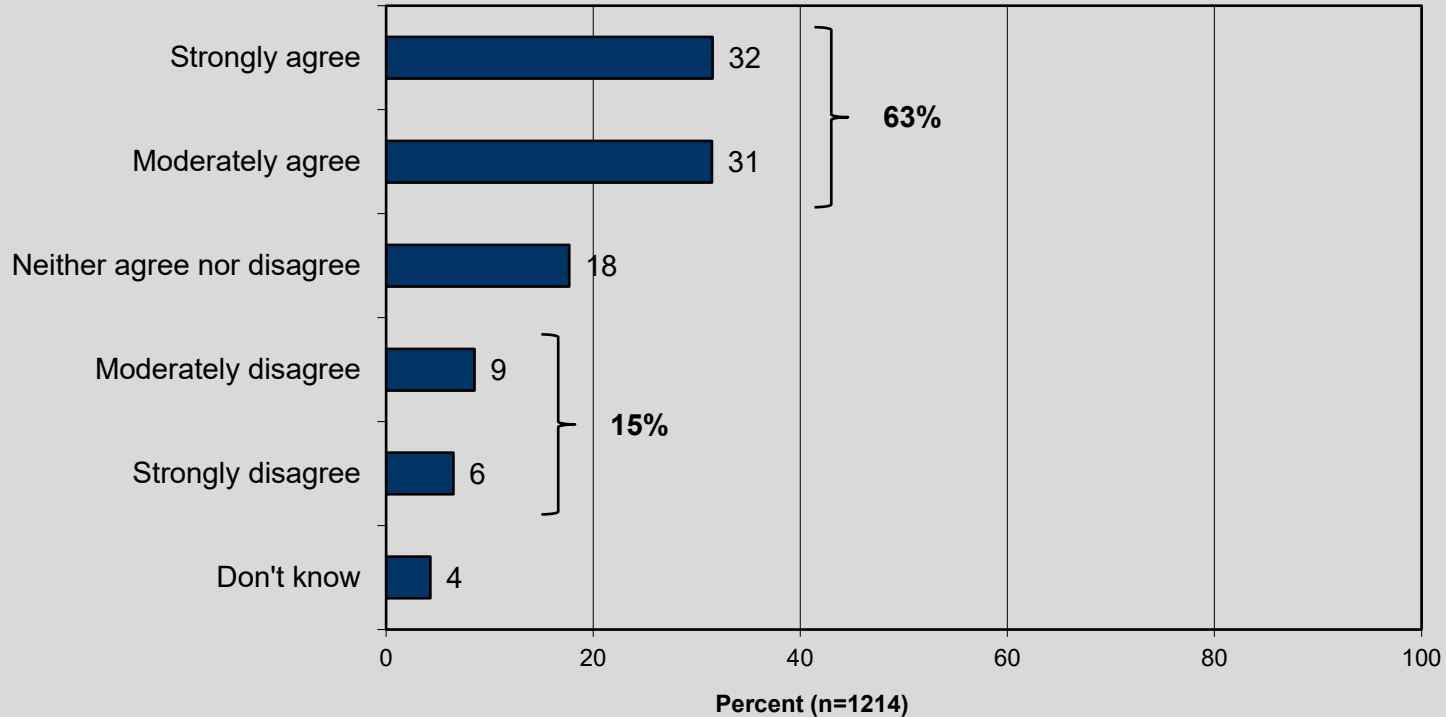


Do you have a favorable or an unfavorable opinion of people who go trapping?

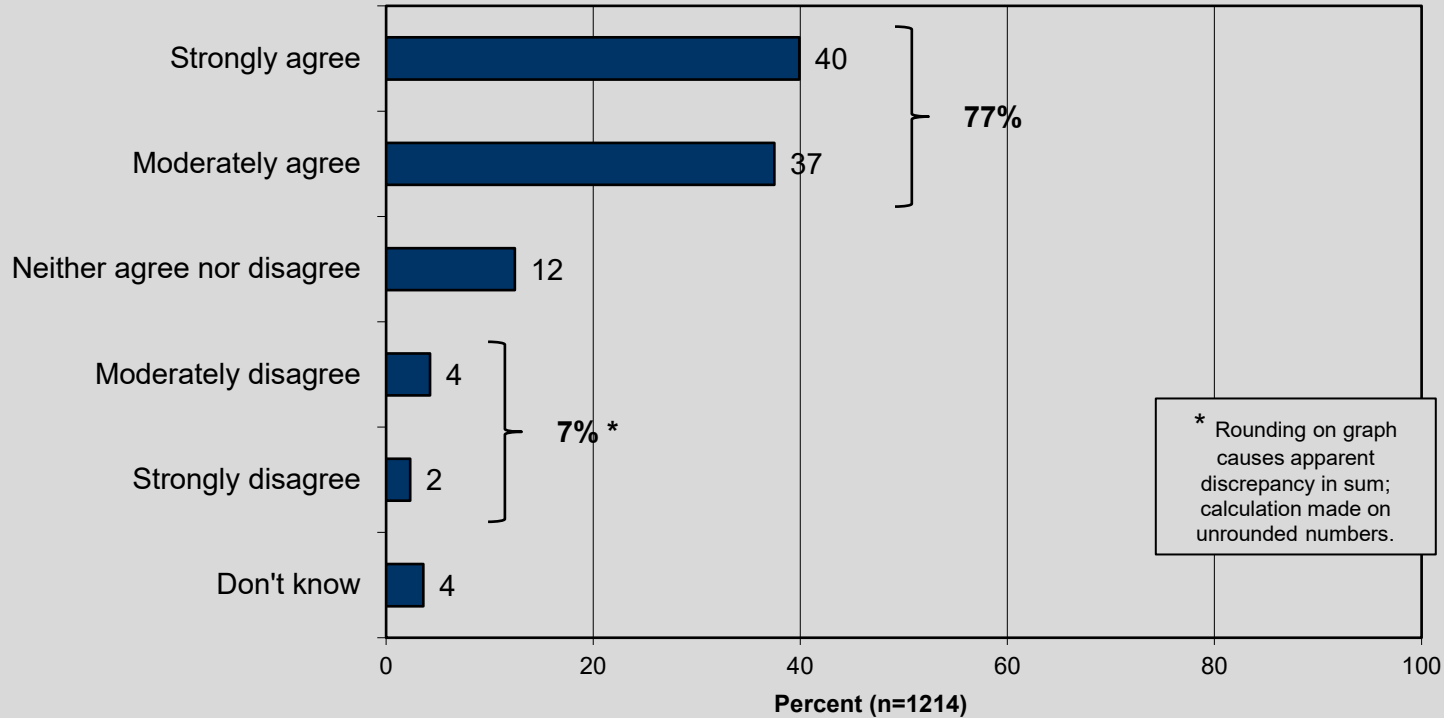


Beliefs About Hunting and Fishing

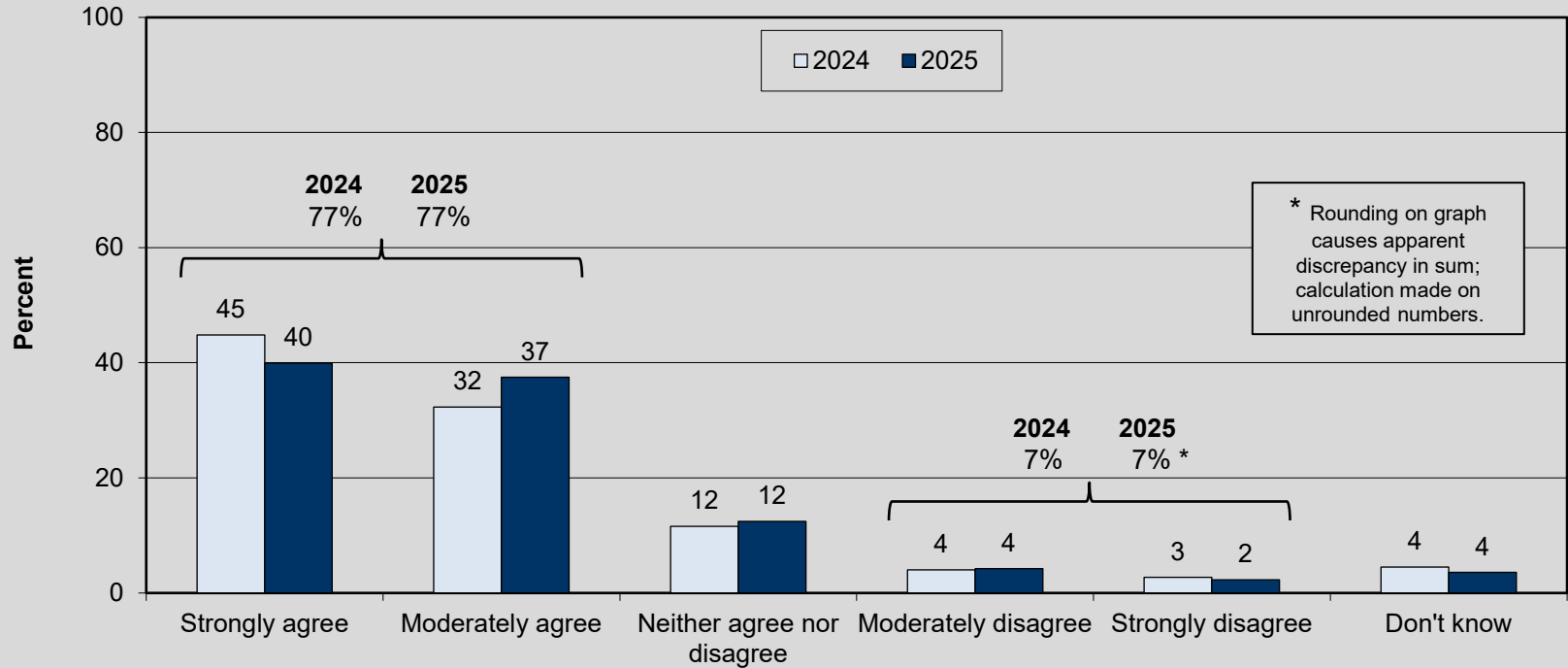
Do you agree or disagree that hunters and fishermen tend to be concerned about protecting wildlife?



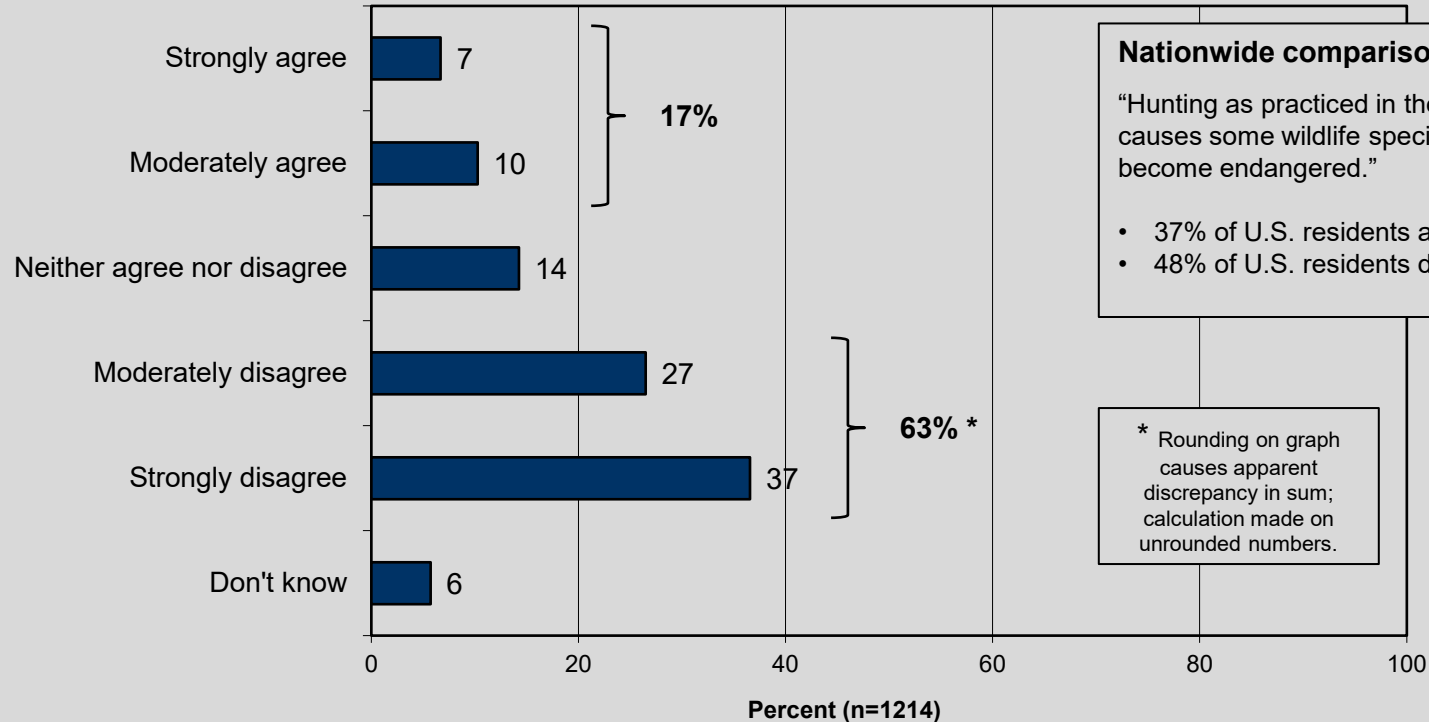
Do you agree or disagree that hunting is a wildlife management tool in Michigan?



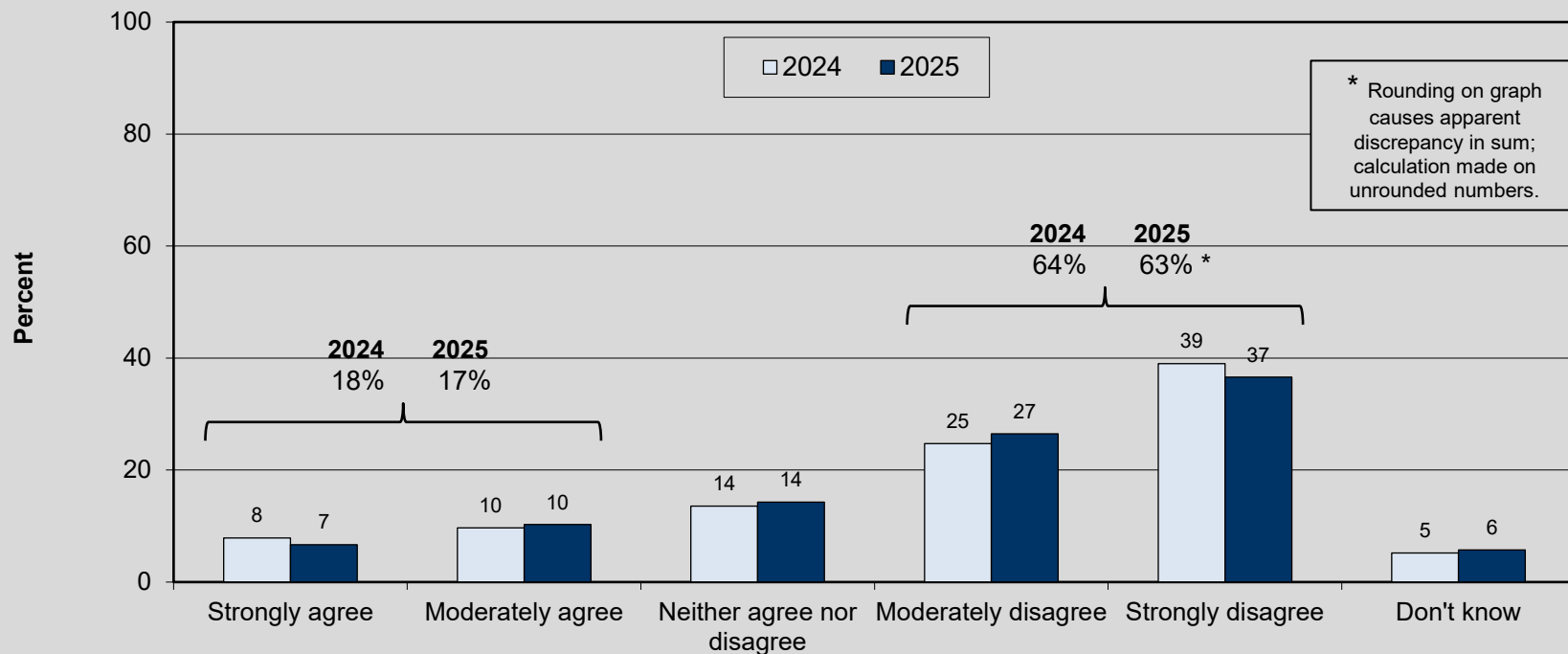
Hunting is a wildlife management tool in Michigan. (Do you agree or disagree with this statement?)



Based on what you know about hunting practices today, do you agree or disagree that legal, regulated hunting leads to the extinction of species in Michigan?

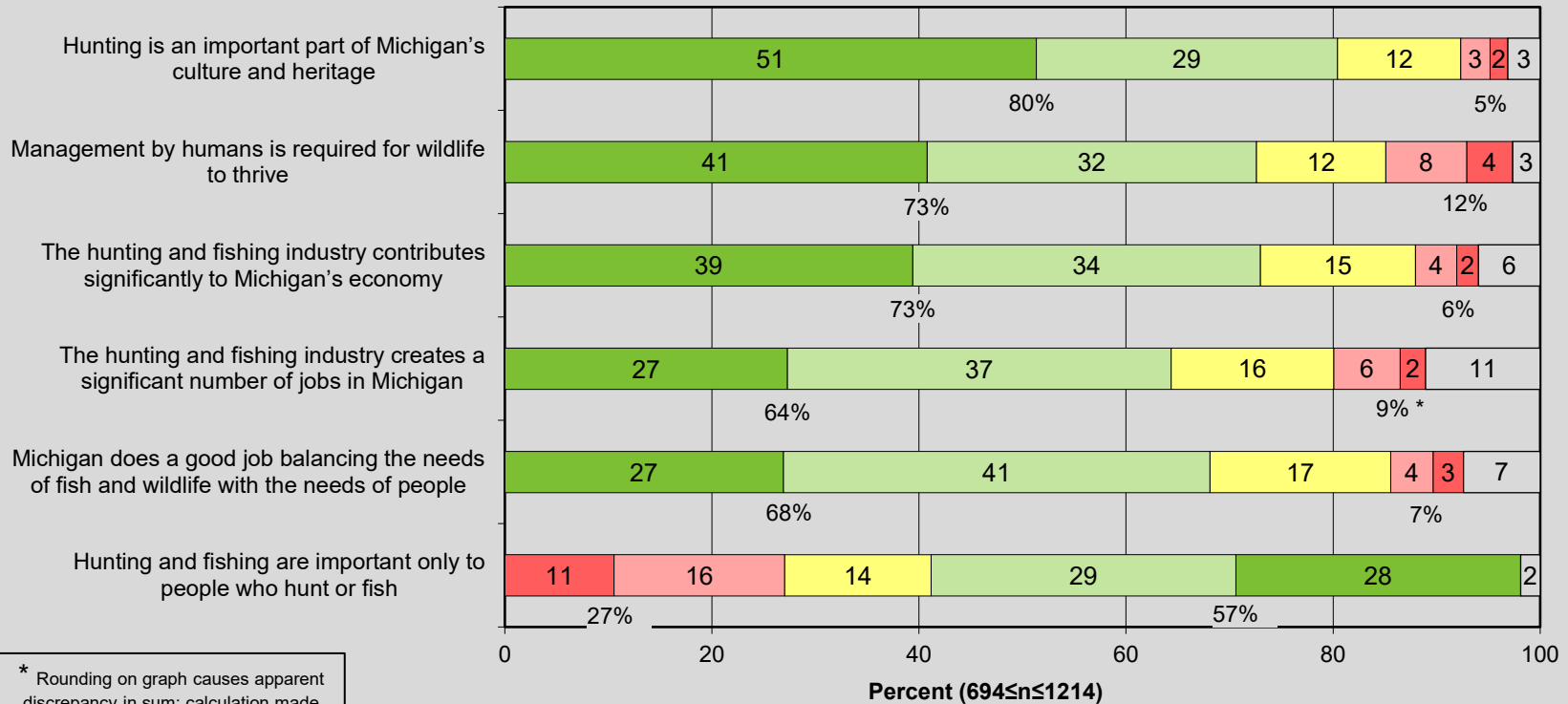


Legal, regulated hunting leads to the extinction of species in Michigan. (Do you agree or disagree with this statement?)



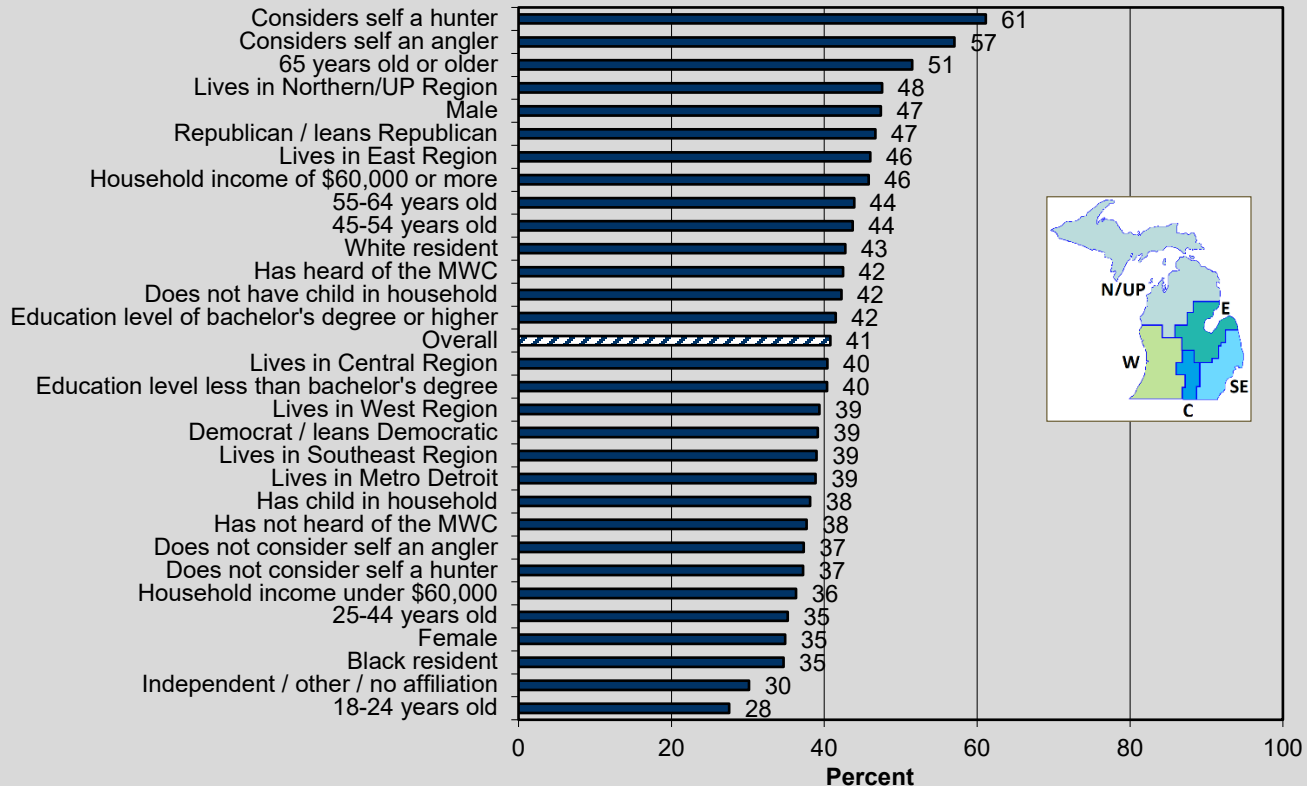
Percent of respondents who [agree / disagree] with each of the following statements: (Overall)

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

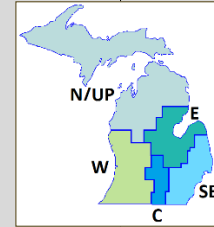
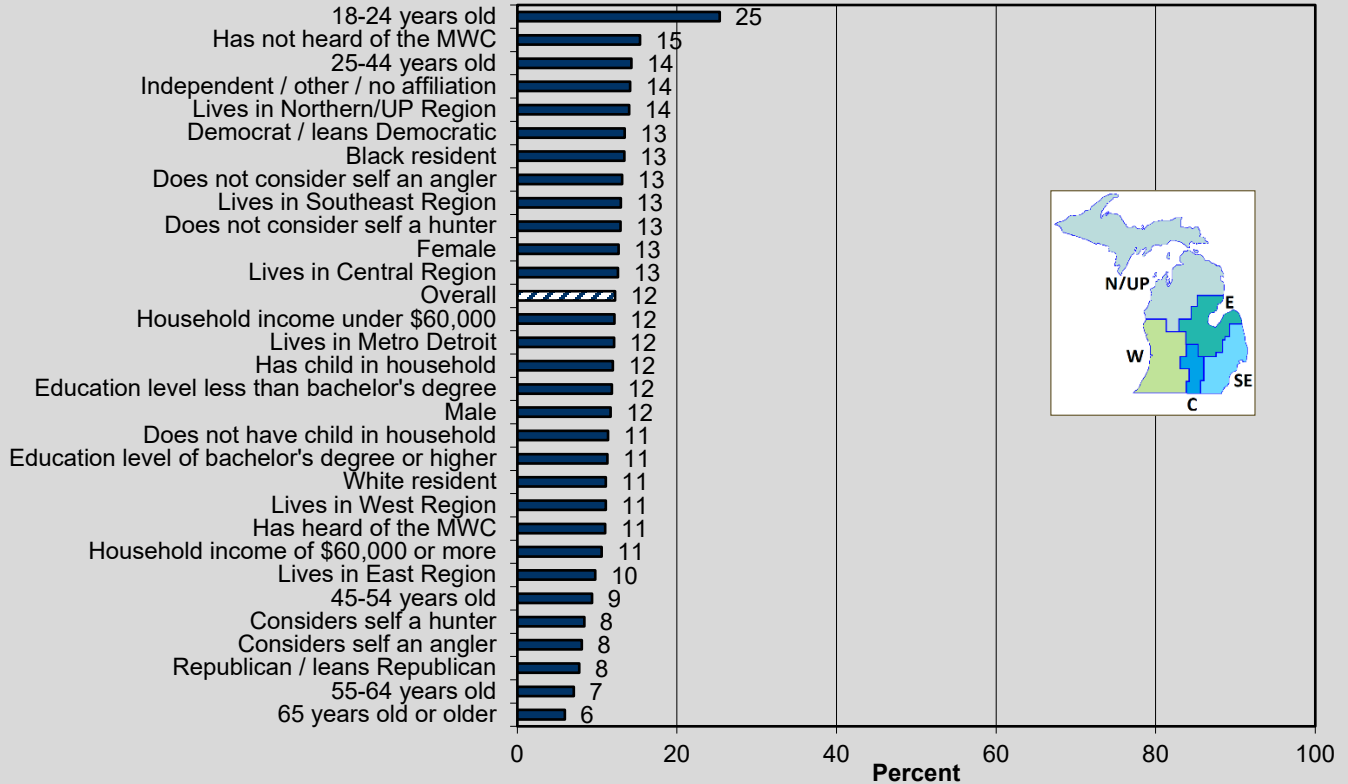


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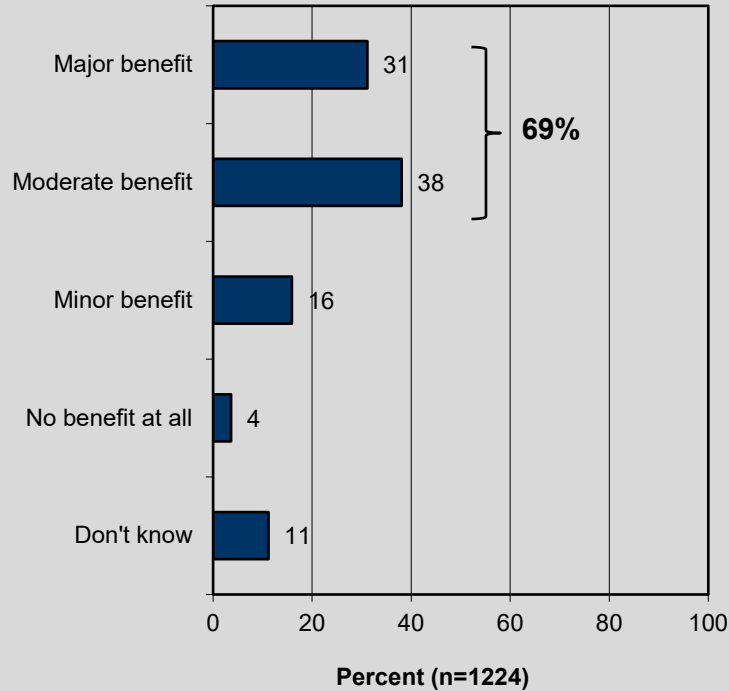
Percent of the following groups who strongly agree that management by humans is required for wildlife to thrive:



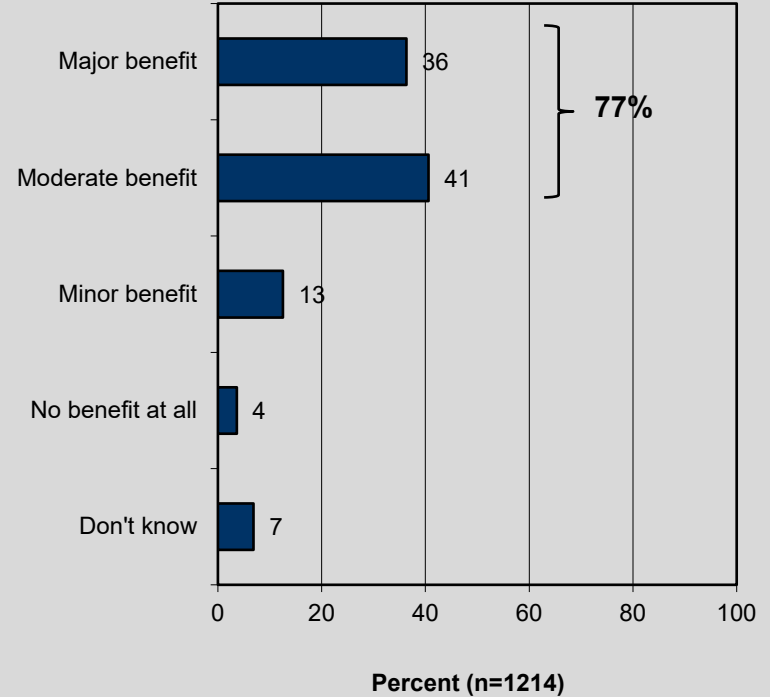
Percent of the following groups who strongly or moderately disagree that management by humans is required for wildlife to thrive:



To what extent do you think hunting and fishing license fees benefit Michigan, if at all? (2023)

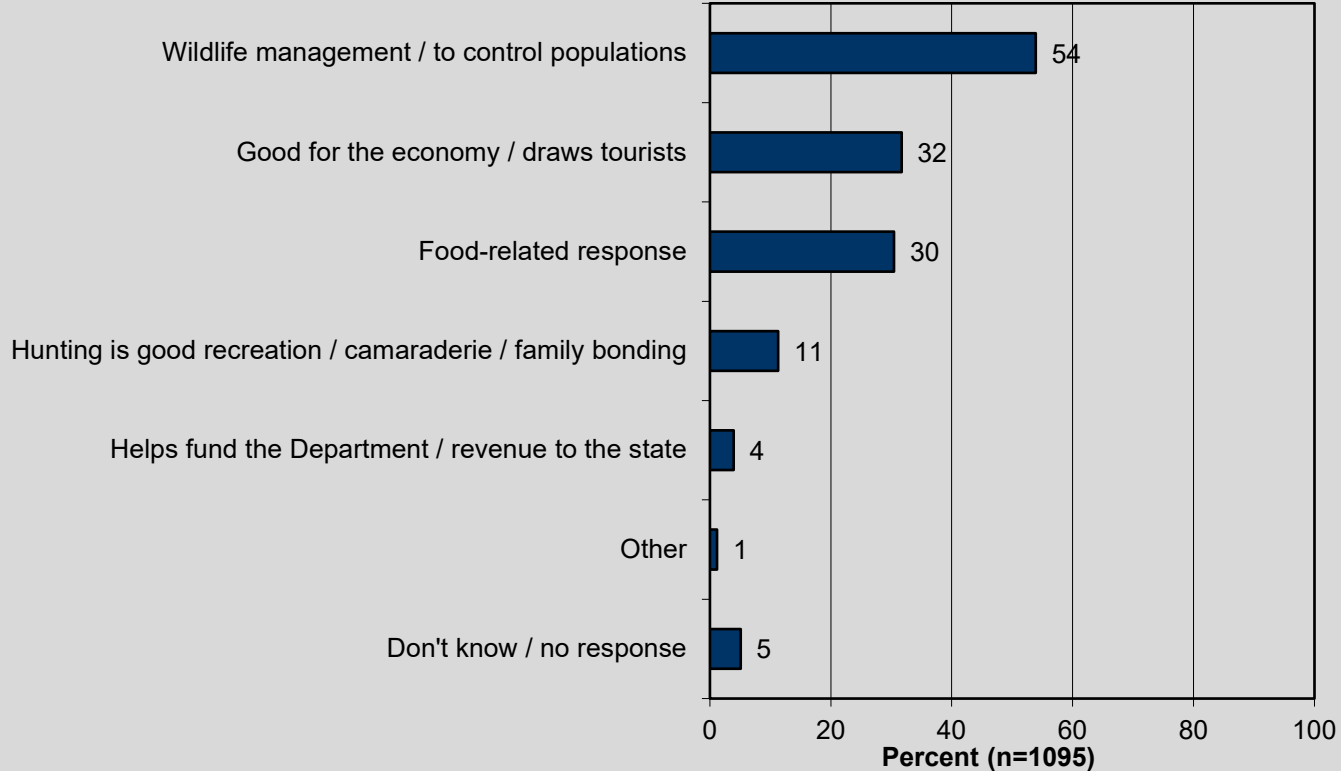


To what extent do you think hunting benefits Michigan, if at all? (2024)



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

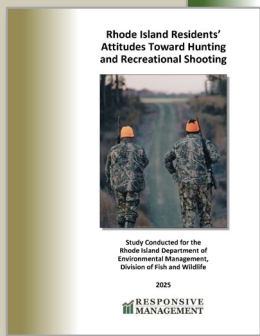
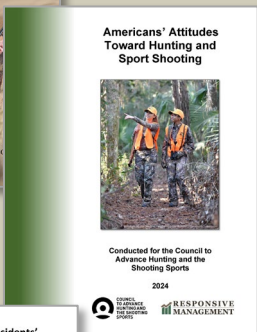
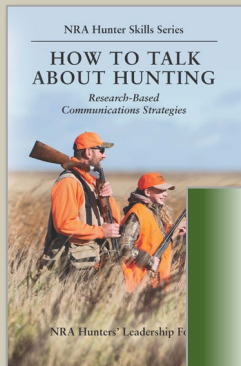
Multiple Responses Allowed



Why Stick With Responsive Management?

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- ✓ Vetted approach (review by Chase & Chase Consulting)
- ✓ Continuity in methodology and approach
- ✓ Respected independent third-party firm
- ✓ 35 years of experience in the field
- ✓ National recognition of Michigan's success



Questions?



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