

**MICHIGAN WILDLIFE COUNCIL  
SEMIANNUAL REPORT TO THE LEGISLATURE  
Public Act 451 of 1994, Section 43532b(18)(b)**

Approved by the chair of the Michigan Wildlife Council (MWC) on April 10, 2026.

The following is the semiannual report to be submitted to the Legislature documenting activities of the MWC for the first half of fiscal year 2026.

As mandated by 2013 PA 246, the mission of the MWC is to develop and implement, in conjunction with a third-party marketing or advertising agency, a comprehensive media-based public information program to promote the essential role sportsmen and sportswomen play in furthering conservation through wildlife management and to educate the public about hunting, fishing and the taking of game. This includes helping the public understand that hunting and fishing are:

- Necessary for conservation and funding the management of Michigan's natural resources.
- A valued and integral part of the cultural heritage of this state.
- An important part of the state's economy.

The work of the MWC is funded by a \$1 surcharge on all Michigan base hunting and fishing licenses.

The MWC has contracted with Fusion92 to develop and implement the organization's marketing campaign through this reporting period. A baseline survey of Michigan's residents conducted in 2015 was used as a foundation for the marketing campaign in terms of identifying the appropriate audience, determining the language that would connect most effectively with that audience and determining the tactics that would prove to be the most effective to reach that audience. Each year since that initial survey, a subsequent survey has been used to measure changes in attitudes, opinions and understanding of the value hunters and anglers bring to conservation efforts in Michigan. Those findings help the council refine messaging and tactics for the following year.

The annual study was conducted again in late November and December of 2025 by Responsive Management, an independent research firm specializing in natural resource and outdoor recreation issues in 50 states and 15 countries around the world. The study was tuned to determine Michigan residents' participation in and attitudes toward hunting, fishing and the taking of game, as well as their understanding of and support for the state's management of wildlife and natural resources. Survey questions were developed cooperatively by the MWC, Fusion92 and Responsive Management.

Responsive Management reports that the latest survey results highlight the effectiveness of the work of the MWC and make clear that the investment from Michigan's hunters and anglers is paying off. In addition to confirming the strong levels of support for hunting and fishing among Michigan residents, the survey also revealed widespread public recognition of the conservation benefits tied to these activities. For example, 75% of residents agree that hunting is an important wildlife management tool, and 64% agree that hunters and anglers are concerned about protecting wildlife.

Crosstabulations of the results show that the Council's outreach efforts are making a measurable difference. Among residents who saw or heard messages from the Michigan Wildlife Council in the previous 6 months, approval of legal, regulated hunting rose to 82%, compared to 70% among those who had not seen the messages. Similarly, approval of fishing reached 91% among those familiar with Council messaging, compared to 79% among those not aware of the messages. Both of these differences are statistically significant ( $p \leq 0.05$ ).

The first half of FY25 began with the wrap up of the summer-fall 2025 campaign "Protecting Michigan's Legacy" on November 15. This campaign was built on research completed by Responsive Management in December of 2024 and earlier work to understand the perceptions the people of Michigan have about hunting, fishing and trapping. The core audience remained similar to past campaigns, focusing on Michigan cities and suburbs with a demographic age between 18-44. Fusion92 also recommended an extended reach to "Outdoor Enthusiasts" who enjoy nature-based activities, but do not hunt, fish or trap. A third audience was also identified as hunters, anglers and trappers that might share the message of the MWC with friends, colleagues and others.

The campaign was developed around the following general statement: "License fees from hunting and fishing contribute over \$63 million to Michigan wildlife conservation. These quiet conservationists play a crucial role in monitoring and maintaining fish and wildlife populations, ensuring a healthy balance in nature and protecting Michigan's Legacy".

The campaign objective to improve perceptions of the benefits of hunting and fishing among those aged 18-44 in urban and suburban areas was realized through advertising placements on Meta (Facebook, Instagram), YouTube, Snapchat, and streaming service placements on Paramount+, Hulu, and Peacock, Weather Channel, Local 4, and Pitchfork.

The Meta performance was very strong, delivering over 20.1 million impressions at a cost per thousand of \$2.27, which is less than half of the industry benchmark. The performance between the two targeting groups (adults 18-44 and Outdoor Enthusiasts) was close regarding cost per thousand impressions, but Outdoor Enthusiasts engaged with Meta ads at a higher rate, leading to a higher click-through-rate and lower cost per click overall.

YouTube advertisements resonated with users, with video units returning a 76.01% video completion rate (6.01% above industry benchmarks) and a \$0.02 cost per completed video, showing users were engaged throughout the video ad.

Snapchat was a strong driver of both awareness and traffic, producing over 3.1 million impressions at a cost per thousand of \$6.00 (\$1.50 less than industry benchmarks). Snapchat also generated 4,881 clicks at a cost per click of \$3.80. Performance between the two targeting groups (Adults 18-44 and Outdoor Enthusiasts) was nearly identical with Adults 18-44 performing marginally better with a higher click-through-rate and lower cost per thousand impressions.

Streaming services video ads performed exactly as intended with the forced video view resulting in a 97.20% video completion rate and over 2.8 million video completions. The cost per completed video of \$0.03 came in at the industry benchmark. Ads targeting Outdoor Enthusiasts performed worse compared to the general Adults 18-44 targeting group, with Outdoor Enthusiasts returning a lower video completion rate and higher cost per thousand and cost per completed video.

The campaign effort targeting Michigan's hunting and fishing community through media placements with Mike Avery radio, personal and supported engagements by Council members at hunting and fishing events around the state, and organic social media content were more difficult to develop reliable analytics on but were believed to be highly effective and tactics Fusion92 would continue to recommend.

Additional information on the MWC can be found by visiting the [MWC website](#).

Current Council members include:

Jason Garvon (chair), Brimley  
Damion Frasier, Chesaning  
Beth Gruden, Perrinton  
Franklin Hayes, Detroit  
Dawn Levey, Elsie  
Daniel Ulfing, Redford  
Daniel Cooke, Milford  
Jon Spieles (treasurer, Department of Natural Resources director's designee)

The MWC appreciates the Legislature's continued support and the opportunity to report on the first half of fiscal year 2026 activities.

Respectfully,



Jason Garvon, Chair

In compliance with Section 43532b(18)(b) of PA 451 of 1994, the MWC provides the following summary of Fiscal Year 2026 expenditures for the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

**Fiscal Year 2025/2026 Expenditures for the Michigan Wildlife Council**  
(October 1, 2025 through March 31, 2026)

<b>Expenditure Description</b>	<b>Amount</b>
Research/Marketing/Creative/Media	\$145,900
Administrative	\$600
<b>Total Expenditures</b>	<b>\$146,500</b>