

MICHIGAN 2018 STATEWIDE SURVEY FINDINGS

PARTICIPATION IN HUNTING

In order to best match the survey respondents to the actual population of Michigan, a cap on the number of hunters allowed to complete the survey was implemented in 2017 and continued in the 2018 survey. Therefore, the number of respondents who consider themselves to be hunters dropped significantly between the 2015 and 2017 surveys and remains consistent between the 2017 and 2018 surveys. The cap on hunters, set at 15 percent, also resulted in a dip in the number of respondents who had been hunting even if they did not consider themselves to be hunters.

In both 2017 and 2018, just over 4 in 10 respondents had been hunting in their lifetime. But fewer than half of those who had been hunting (40 percent) considered themselves to be hunters.

<i>Questions about hunting participation . . .</i>	Yes %	No %
2015 Been hunting	47	53
2017 Been hunting	43	57
2018 Been hunting	43	57

	Yes (%)	No (%)	
2015 If answered “yes” to “been hunting,” do you consider yourself to be a hunter?	51	49	
2017 If answered “yes” to “been hunting,” do you consider yourself to be a hunter?	41	59	
2018 If answered “yes” to “been hunting,” do you consider yourself to be a hunter?	40	60	

About one-third of people (35 percent) who had been hunting had done so within the previous 12 months. Most respondents (44 percent) who had been hunting had not gone within the past five years. Most of those who have not been hunting did not have the opportunity, and are unlikely to hunt in the future.

If answered “yes” to “been hunting,” when was the last time you hunted?	Yes %	No %
2015 Within past 12 months	40	
2017 Within past 12 months	35	
2018 Within past 12 months	35	
2015 1 to 3 years	19	
2017 1 to 3 years	14	
2018 1 to 3 years	11	
2015 3 to 5 years	8	
2017 3 to 5 years	9	
2018 3 to 5 years	10	
2015 More than 5 years	33	
2017 More than 5 years	42	
2018 More than 5 years	44	

Of the respondents who had not been hunting previously, most (63 percent) indicated they had not had an opportunity to go hunting. In every survey year, more than 6 in 10 of respondents who had not been hunting indicated they did not have an opportunity to go hunting. In 2018, respondents indicating they were “very unlikely” to go hunting in the future jumped significantly, from 51 percent in 2015 and 2017 to 60 percent in 2018.

<i>Questions about hunting participation . . .</i>	Yes %	No %	
2015 If answered “no” to “been hunting,” did you have the opportunity to hunt?		Yes (%)	No (%)
		33	67
2017 If answered “no” to “been hunting,” did you have the opportunity to hunt?		Yes (%)	No (%)
		40	60
2018 If answered “no” to “been hunting,” did you have the opportunity to hunt?		Yes (%)	No (%)
		37	63

If answered “no” to “been hunting,” how likely are you to go hunting in the future?		%
2015 Very likely		4
2017 Very likely		3
2018 Very likely		3
2015 Somewhat likely		14
2017 Somewhat likely		14
2018 Somewhat likely		12
2015 Neither likely nor unlikely		15
2017 Neither likely nor unlikely		15
2018 Neither likely nor unlikely		12
2015 Somewhat unlikely		15
2017 Somewhat unlikely		17
2018 Somewhat unlikely		13
2015 Very unlikely		51
2017 Very unlikely		51
2018 Very unlikely		60

PARTICIPATION IN FISHING

Twice as many Michiganders have been fishing, 88 percent, than have been hunting in their lifetime (43 percent). Reported participation was similar in all three surveys. There was a slight dip in respondents who consider themselves to be anglers (33 percent falling to 29 percent) between 2015 and 2017, likely due to the cap on hunters, as a significant portion of hunters also consider themselves to be anglers.

And, again as found for hunting, most of those who have not been fishing have not done so because they have not had the opportunity, and they are unlikely to go in the future.

<i>Questions about fishing participation . . .</i>	Yes %	No %
2015 Been fishing	89	11
2017 Been fishing	90	10
2018 Been fishing	88	12

2015 If answered “yes” to “been fishing,” do you consider yourself to be a fisherman or an angler?	Yes (%)	No (%)	
	33	67	
2017 If answered “yes” to “been fishing,” do you consider yourself to be a fisherman or an angler?	Yes (%)	No (%)	
	29	71	
2018 If answered “yes” to “been fishing,” do you consider yourself to be a fisherman or an angler?	Yes (%)	No (%)	
	29	71	

If answered “yes” to “been fishing,” when was the last time you fished?	%	
2015 Within past 12 months	41	
2017 Within past 12 months	37	
2018 Within past 12 months	36	
2015 1 to 3 years	20	
2017 1 to 3 years	14	
2018 1 to 3 years	16	
2015 3 to 5 years	10	
2017 3 to 5 years	11	
2018 3 to 5 years	11	
2015 More than 5 years	29	
2017 More than 5 years	38	

2018 More than 5 years	38		
<i>Questions about fishing participation . . .</i>	Yes %	No %	
2015 If answered “no” to “been fishing,” did you have the opportunity to fish?		Yes (%)	No (%)
		36	64
2017 If answered “no” to “been fishing,” did you have the opportunity to fish?		Yes (%)	No (%)
		40	60
2018 If answered “no” to “been fishing,” did you have the opportunity to fish?		Yes (%)	No (%)
		37	63

If answered “no” to “been fishing,” how likely are you to go fishing in the future?		%
2015 Very likely		4
2017 Very likely		5
2018 Very likely		4
2015 Somewhat likely		11
2017 Somewhat likely		15
2018 Somewhat likely		10
2015 Neither likely nor unlikely		20
2017 Neither likely nor unlikely		9
2018 Neither likely not unlikely		8
2015 Somewhat unlikely		16
2017 Somewhat unlikely		22
2018 Somewhat unlikely		9
2015 Very unlikely		48
2017 Very unlikely		49
2018 Very unlikely		68

ATTITUDES RELATED TO WILDLIFE AND WILDLIFE MANAGEMENT

The first battery of questions incorporated an existing array of statements used to segment respondents by the values they hold related to wildlife, the environment, hunting and so on. Unsurprisingly, between surveys there is little change in the Michigan population's underlying values related to wildlife.

- Most Michigan residents continue to have some interest in wildlife – two-thirds (66 percent) disagree that they are “not that interested in wildlife.”
- Seven in 10 Michigan residents believe that people who want to hunt should be able to hunt. Only 7 percent disagree with this sentiment.

<i>D1. Below are statements that represent a variety of ways people feel about wildlife and the natural environment. Please indicate the extent to which you disagree or agree with each of the following statements:</i>	Strongly + Moderately Agree %	Neither %	Strongly + Moderately Disagree %
2015 Humans should manage wildlife populations so that humans benefit	48	33	19
2017 Humans should manage wildlife populations so that humans benefit	46	35	19
2018 Humans should manage wildlife populations so that humans benefit	52	31	18
2015 I view all living things as part of one big family	52	31	16
2017 I view all living things as part of one big family	51	32	18
2018 I view all living things as part of one big family	53	30	17
2015 Hunting does not respect the lives of animals	27	27	45
2017 Hunting does not respect the lives of animals	23	29	48
2018 Hunting does not respect the lives of animals	23	31	47
2015 I feel a strong emotional bond with animals	54	30	15
2017 I feel a strong emotional bond with animals	55	29	16
2018 I feel a strong emotional bond with animals	53	30	17
2015 The needs of humans should take priority over wildlife protection	43	33	25
2017 The needs of humans should take priority over wildlife protection	38	34	28
2018 The needs of humans should take priority over wildlife protection	39	32	29

<i>D1. Below are statements that represent a variety of ways people feel about wildlife and the natural environment. Please indicate the extent to which you disagree or agree with each of the following statements:</i>	Strongly + Moderately Agree %	Neither %	Strongly + Moderately Disagree %
2015 I care about animals as much as I do other people	54	24	22
2017 I care about animals as much as I do other people	53	24	23
2018 I care about animals as much as I do other people	50	23	28
2015 Wildlife are on earth primarily for people to use	30	29	41
2017 Wildlife are on earth primarily for people to use	27	32	42
2018 Wildlife are on earth primarily for people to use	24	31	45
2015 Hunting is cruel and inhumane to animals	22	29	49
2017 Hunting is cruel and inhumane to animals	21	30	50
2018 Hunting is cruel and inhumane to animals	20	33	47
2015 Animals should have rights similar to the rights of humans	35	33	33
2017 Animals should have rights similar to the rights of humans	33	32	34
2018 Animals should have rights similar to the rights of humans	34	29	37
2015 I value the sense of companionship I receive from animals	73	21	6
2017 I value the sense of companionship I receive from animals	74	21	5
2018 I value the sense of companionship I receive from animals	71	22	7
2015 Wildlife are like my family and I want to protect them	40	40	21
2017 Wildlife are like my family and I want to protect them	44	38	19
2018 Wildlife are like my family and I want to protect them	41	36	23

<i>D1. Below are statements that represent a variety of ways people feel about wildlife and the natural environment. Please indicate the extent to which you disagree or agree with each of the following statements:</i>	Strongly + Moderately Agree %	Neither %	Strongly + Moderately Disagree %
2015 People who want to hunt should be provided the opportunity to do so	75	19	6
2017 People who want to hunt should be provided the opportunity to do so	74	19	7
2018 People who want to hunt should be provided the opportunity to do so	71	22	7
2015 If I were around wildlife in the outdoors I would be uncomfortable	18	20	62
2017 If I were around wildlife in the outdoors I would be uncomfortable	15	19	67
2018 If I were around wildlife in the outdoors I would be uncomfortable	16	18	66
2015 I am not really that interested in wildlife	15	19	66
2017 I am not really that interested in wildlife	12	20	68
2018 I am not really that interested in wildlife	13	20	66

Based on this battery of questions, people can be segmented according to their wildlife value orientations. The definitions of these groups are as follows:

- **Utilitarian:** High scores for utilitarian, low scores for mutualism. This type is characterized by a view of human mastery over wildlife and a prioritization of human well-being over wildlife. Utilitarians believe that wildlife should be managed for human benefit.
- **Mutualist:** High scores for mutualism and low scores for utilitarian. This type views wildlife as capable of relationships of trust with humans. Mutualists believe that humans and wildlife are meant to co-exist or live in harmony, and that wildlife therefore deserves rights similar to the rights of humans.
- **Pluralist:** High scores on both utilitarian and mutualism scales. This type possesses both value orientations. Expression of one or the other orientation is situational.
- **Distanced:** Low scores on both utilitarian and mutualism scales. This type lacks a well-formed wildlife value orientation, indicating less interest in wildlife-related issues.

Michigan’s population falls into these segments in the following proportions, almost evenly divided into quadrants. The “wildlife values” segmentation of Michigan’s population is very similar across the years.

	% In Segment
2015 Utilitarian	27
2017 Utilitarian	25
2018 Utilitarian	25
2015 Mutualist	27
2017 Mutualist	27
2018 Mutualist	28
2015 Pluralist	24
2017 Pluralist	25
2018 Pluralist	22
2015 Distanced	22
2017 Distanced	23
2018 Distanced	25

IMPORTANCE OF WILDLIFE MANAGEMENT

The second battery of questions gauged Michigan residents’ beliefs about the importance of different aspects of wildlife management. Survey results show that all aspects of wildlife management are considered important.

Different aspects of wildlife management are shown in rank order of “very important” in the following table. Two activities – ensuring that hunting is done legally and responsibly and maintaining wildlife habitats – are significantly less likely to be viewed as “very important” in 2018 compared to 2017. Meanwhile, ensuring that fishing is done legally and responsibly has grown in importance since the baseline survey in 2015.

<i>In general, how important do you believe the following wildlife management services are to Michigan . . .</i>	% Saying “Very Important”	% Saying “Very Important or Important”
2015 Ensuring hunting is done legally and responsibly	60	91
2017 Ensuring hunting is done legally and responsibly	64	93
2018 Ensuring hunting is done legally and responsibly	57	92
2015 Keeping species from becoming endangered or extinct	61	88
2017 Keeping species from becoming endangered or extinct	62	89
2018 Keeping species from becoming endangered or extinct	57	90
2015 Keeping wildlife healthy and disease free	54	90
2017 Keeping wildlife healthy and disease free	56	91
2018 Keeping wildlife healthy and disease free	54	91
2015 Ensuring fishing is done legally and responsibly	53	84
2017 Ensuring fishing is done legally and responsibly	54	86
2018 Ensuring fishing is done legally and responsibly	52	89
2015 Maintaining wildlife habitats	51	88
2017 Maintaining wildlife habitats	52	89
2018 Maintaining wildlife habitats	47	87
2015 Preventing wildlife from threatening people and property	38	77
2017 Preventing wildlife from threatening people and property	33	76
2018 Preventing wildlife from threatening people and property	34	76

KNOWLEDGE AND ATTITUDES ABOUT WILDLIFE, MANAGEMENT, HUNTING AND FISHING

This array of questions provides important insight into the lack of knowledge and lack of understanding about wildlife management, funding, and the financial contribution of hunters, anglers and trappers to the management and preservation of wildlife in Michigan.

Two statements showed important changes between surveys:

- **There was a statistically significant increase in disagreement with the statement “Wildlife does not require management by humans to thrive.” In 2015, just 39 percent of the population disagreed with the statement that wildlife does NOT require management by humans. In 2018, after messaging via the campaign, 52 percent of Michigan’s population disagreed with that statement.**

This question measures a key message of the Michigan Wildlife Council campaign, that wildlife management is essential to Michigan’s wildlife and outdoor places. The 2015 baseline survey and focus groups clearly showed that many people believed that wildlife and other natural resources “take care of themselves” and do not require any assistance by humans.

- The 2017 survey showed a significant increase in belief by the Michigan public that “Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes.” In 2015, 61 percent believed this statement to be true; by 2017, 72 percent of respondents believed it.

It is likely that the 2016 Michigan Wildlife Council campaign’s emphasis on the necessity of wildlife management activities and the role of the Michigan Department of Natural Resources in the work without discussing the funding mechanisms of those activities played a role in the increase in belief that tax dollars are funding the work.

The actual largest funding source for natural resources is hunting, fishing and trapping license fees. This information was the core of the message that was delivered in the Spring/Summer 2018 campaign, just prior to the September 2018 survey. Fewer people agreed that tax dollars fund the work in 2018 than in the year prior (68 percent in 2018 vs. 72 percent in 2017), indicating that knowledge is moving in the right direction, but the decrease was not statistically significant after four months of messaging.

Positive shifts in knowledge were also seen in a few other statements:

- Significant increase in the belief that “Protecting wildlife and their habitat is a job for the government,” up from 49 percent in 2015 to 54 percent in 2018.
- 91 percent of Michiganders now agree with the statement that “One must have a license to hunt,” up 3 percent from 2015.

	Strongly Agree (%)	Moderately Agree (%)	Neither (%)	Moderately Disagree (%)	Strongly Disagree (%)
2015 One must have a license to hunt	56	32	9	2	<1
2017 One must have a license to hunt	56	31	9	2	1
2018 One must have a license to hunt	54	37	7	2	1
2015 Protecting wildlife and their habitat is a job for the government	15	34	34	14	3
2017 Protecting wildlife and their habitat is a job for the government	15	32	34	14	4
2018 Protecting wildlife and their habitat is a job for the government	14	40	31	13	3
2015 Hunting is an important part of Michigan's culture and heritage	33	44	19	4	1
2017 Hunting is an important part of Michigan's culture and heritage	33	43	19	4	1
2018 Hunting is an important part of Michigan's culture and heritage	28	46	20	5	2
*2015 Hunters and fishermen provide the primary source of funding to protect wildlife and their habitat in Michigan	18	42	33	6	1
*2017 The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses	16	41	35	7	1
*2018 The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses	15	42	36	6	1
2015 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	19	42	31	6	1
2017 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	22	50	22	5	1
2018 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	17	51	25	5	1
2015 The hunting and fishing industry creates a significant number of jobs in Michigan	21	41	30	7	1
2017 The hunting and fishing industry creates a significant number of jobs in Michigan	22	43	28	6	1
2018 The hunting and fishing industry creates a significant number of jobs in Michigan	18	47	30	5	1

*Wording change between the 2015 and subsequent surveys

	Strongly Agree (%)	Moderately Agree (%)	Neither (%)	Moderately Disagree (%)	Strongly Disagree (%)
2015 Hunting and fishing are important only to people who hunt or fish	10	18	26	35	11
2017 Hunting and fishing are important only to people who hunt or fish	8	18	24	39	11
2018 Hunting and fishing are important only to people who hunt or fish	9	19	23	40	9
2015 Wildlife does not require management by humans to thrive	10	18	33	30	9
2017 Wildlife does not require management by humans to thrive	6	18	27	37	11
2018 Wildlife does not require management by humans to thrive	6	14	28	39	13
2015 The hunting and fishing industry contributes significantly to Michigan's economy	27	43	27	3	1
2017 The hunting and fishing industry contributes significantly to Michigan's economy	28	43	24	4	1
2018 The hunting and fishing industry contributes significantly to Michigan's economy	24	48	24	4	1
*2015 Hunters and fishermen provide significant funding for public trails, wildlife viewing areas and other outdoor areas in Michigan	22	43	33	3	<1
*2017 Hunters and fishermen provide funding for wildlife viewing areas and other recreational activities in Michigan	21	44	31	4	1
*2018 Hunters and fishermen provide funding for wildlife viewing areas and other recreational activities in Michigan	19	45	31	4	1

*Wording change between the 2015 and subsequent surveys

AFFILIATION WITH HUNTERS AND ANGLERS

Most people in Michigan continue to know someone who hunts or fishes.

<i>Does someone in your household, a member of your family or a close friend hunt or fish?</i>	%
2015 Yes	76
2017 Yes	72
2018 Yes	71
2015 No	24
2017 No	28
2018 No	30

Among those who do know someone, most are close friends or family members, though quite a few have household members who either hunt or fish. The numbers show a significant overlap between hunting and fishing.

<i>Please indicate who hunts or fishes and in what activities they participate . . .</i>	Hunt %	Fish %	None %
2015 Someone in my household	33	54	38
2017 Someone in my household	29	54	43
2018 Someone in my household	26	48	47
2015 Family member	60	78	12
2017 Family member	65	77	11
2018 Family member	59	77	14
2015 Close friend	62	69	21
2017 Close friend	64	73	19
2018 Close friend	63	70	21
2015 Acquaintance	61	67	25
2017 Acquaintance	66	71	21
2018 Acquaintance	65	67	24

Data from respondents on the perceived stance of their social circle on hunting and fishing in 2015 were collected during the statewide creative testing survey fielded in December 2015 rather than the 2015 baseline survey fielded in July of that year.

Michiganders largely believe that others in their social circle support both hunting and fishing (65 percent), while one in five (22 percent) believes their friends and family do not have an opinion on hunting and fishing.

<i>Thinking about people in your social circle, would you say most of them . . .</i>	%
2015 Support both hunting and fishing	42
2017 Support both hunting and fishing	71
2018 Support both hunting and fishing	65
2015 Completely oppose both hunting and fishing	6
2017 Completely oppose both hunting and fishing	3
2018 Completely oppose both hunting and fishing	2
2015 Support hunting only	2
2017 Support hunting only	1
2018 Support hunting only	1
2015 Support fishing only	8
2017 Support fishing only	8
2018 Support fishing only	9
2015 Do not have an opinion on hunting or fishing	43
2017 Do not have an opinion on hunting or fishing	18
2018 Do not have an opinion on hunting or fishing	22

APPROVAL OF HUNTING, FISHING AND TRAPPING

Approval of hunting, fishing and trapping is consistent between surveys. In particular, the numbers between 2017 and 2018, when the number of hunters was capped, are very consistent for all three activities. Approval of all three activities continues to be in line with national levels. Approval of fishing is highest, while approval for trapping is lowest.

<i>In general, do you approve or disapprove of legal, regulated (hunting, recreational fishing, trapping) . . .</i>	Strongly Approve %	Moderately Approve %	Neither %	Moderately Disapprove %	Strongly Disapprove %
2015 Hunting	47	34	12	5	2
2017 Hunting	43	36	13	4	4
2018 Hunting	44	36	13	5	3
2015 Fishing	55	30	13	2	1
2017 Fishing	52	32	13	2	2
2018 Fishing	54	28	13	3	1
2015 Trapping	22	25	26	12	15
2017 Trapping	23	23	27	13	14
2018 Trapping	22	23	28	13	15

Approval of hunting continues to be driven primarily by respondents acknowledging its role in controlling the wildlife population (42 percent) and as a source of food for people (26 percent). Fewer people noted that hunting is a tradition (6 percent) or sport (7 percent) or that they enjoy participating in it (2 percent).

Those who are neutral or disapproving of hunting continue to emphasize their concerns with hunting being done humanely and responsibly.

Open-Ended (Coded) Comments Providing Explanation to Approval/Disapproval of Hunting

Approve of Hunting	%	Neutral	%	Disapprove of Hunting	%
2015 Helps control wildlife populations	43	2015 OK, if regulated/ within guidelines	8	2015 Killing is wrong	4
2017 Helps control wildlife populations	44	2017 OK, if regulated/ within guidelines	6	2017 Killing is wrong	2
2018 Helps control wildlife populations	42	2018 OK, if regulated/ within guidelines	8	2018 Killing is wrong	1
2015 Hunting is a good source of food	32	2015 OK, if done responsibly/humanely	4	2015 Shouldn't be for fun/sport	3
2017 Hunting is a good source of food	31	2017 OK, if done responsibly/humanely	2	2017 Shouldn't be for fun/sport	6
2018 Hunting is a good source of food	26	2018 OK, if done responsibly/humanely	2	2018 Shouldn't be for fun/sport	4
2015 Lifestyle/way of life/tradition/culture	7	2015 OK, if regulated so not extinct	1	2015 Hunting is cruel/inhumane	3
2017 Lifestyle/way of life/tradition/culture	8	2017 OK, if regulated so not extinct	2	2017 Hunting is cruel/inhumane	3
2018 Lifestyle/way of life/tradition/culture	6	2018 OK, if regulated so not extinct	2	2018 Hunting is cruel/inhumane	2
2015 Sport or hobby	7	2015 OK, if all parts of animal are used	1	2015 Irresponsible practices	1
2017 Sport or hobby	5	2017 OK, if all parts of animal are used	1	2017 Irresponsible practices	<1
2018 Sport or hobby	7	2018 OK, if all parts of animal are used	<1	2018 Irresponsible practices	1
2015 It's fun/People enjoy it	6	2015 OK, if done safely	<1	2015 Pointless/Unnecessary	1
2017 It's fun/People enjoy it	5	2017 OK, if done safely	1	2017 Pointless/Unnecessary	1
2018 It's fun/People enjoy it	2	2018 OK, if done safely	1	2018 Pointless/Unnecessary	1

Overall, the Michigan public considers obtaining food to be the most acceptable motivation for someone to hunt, with 86 percent approving of the activity for that reason. Approval of hunting for food shifted significantly from being strongly approved (49 percent in 2018 vs. 57 percent in 2017) of to being moderately approved much more often. High approval also exists for hunting to maintain the balance of wildlife populations and their habitat (80 percent), to protect people from harm (77 percent) and to protect property from damage by wildlife (78 percent).

Reasons focused only on the sport of hunting continue to garner low approvals overall.

<i>To what level do you approve or disapprove of the following motivations for legal, regulated hunting:</i>	Strongly Approve %	Moderately Approve %	Neither %	Moderately Disapprove %	Strongly Disapprove %
2015 For food	60	28	9	2	1
2017 For food	57	30	7	3	3
2018 For food	49	37	12	2	1
2015 To maintain wildlife populations in balance with their habitat	47	35	14	2	2
2017 To maintain wildlife populations in balance with their habitat	45	34	15	3	2
2018 To maintain wildlife populations in balance with their habitat	42	38	17	2	2
2015 To protect people from harm	42	35	19	3	1
2017 To protect people from harm	41	38	14	5	2
2018 To protect people from harm	38	39	17	4	2
2015 To protect property, including livestock, crops and plantings, from damage by wildlife	37	42	17	3	1
2017 To protect property, including livestock, crops and plantings, from damage by wildlife	37	41	17	4	2
2018 To protect property, including livestock, crops and plantings, from damage by wildlife	34	44	16	5	2
2015 For a family activity	18	30	29	12	11
2017 For a family activity	18	26	30	13	13
2018 For a family activity	15	30	31	11	13
2015 For recreation	17	27	26	14	16
2017 For recreation	17	27	24	13	20
2018 For recreation	14	29	27	14	17

<i>To what level do you approve or disapprove of the following motivations for legal, regulated hunting:</i>	Strongly Approve %	Moderately Approve %	Neither %	Moderately Disapprove %	Strongly Disapprove %
2015 For the challenge	13	23	27	18	19
2017 For the challenge	12	22	28	14	25
2018 For the challenge	10	18	31	18	22
2015 For a trophy	7	13	24	25	32
2017 For a trophy	6	11	25	21	38
2018 For a trophy	5	11	21	25	39

FAVORABILITY OF HUNTERS, ANGLERS AND TRAPPERS

Views on hunters, anglers and trappers did not change significantly between surveys, and the favorability of the people who hunt, fish and trap continues to lag behind approval of the activities themselves.

Trappers are viewed least favorably, with 38 percent of Michiganders holding an unfavorable view, while only 12 percent view hunters unfavorably and 4 percent view anglers unfavorably. Between one-quarter and one-third of respondents were neutral, with neither a positive nor negative view of hunters, trappers and anglers.

<i>Please indicate your view of the people who engage in the following activities . . .</i>	Very Favorable %	Moderately Favorable %	Neither %	Somewhat Unfavorable %	Very Unfavorable %
2015 Hunting	29	33	28	7	3
2017 Hunting	31	29	28	8	5
2018 Hunting	27	32	30	7	5
2015 Fishing	39	37	22	2	<1
2017 Fishing	40	32	26	1	1
2018 Fishing	39	34	23	2	2
2015 Trapping	13	16	36	19	16
2017 Trapping	14	18	33	18	17
2018 Trapping	11	18	33	21	17

Perceptions of hunters and anglers remained steady between surveys. Less than 10 percent of respondents viewed hunters or anglers as not responsible or not rule abiding, while about six in 10 viewed both hunters and anglers as responsible and rule abiding.

<i>Thinking about your knowledge of hunting and fishing, please indicate your level of agreement with each statement:</i>	Strongly Agree %	Agree %	Neither %	Disagree %	Strongly Disagree %
2015 Hunters are generally responsible people	18	44	30	7	2
2017 Hunters are generally responsible people	17	46	29	5	3
2018 Hunters are generally responsible people	15	49	28	5	2
2015 Hunters generally follow the regulations and guidelines for hunting	17	48	25	8	2
2017 Hunters generally follow the regulations and guidelines for hunting	16	50	25	7	2
2018 Hunters generally follow the regulations and guidelines for hunting	12	52	27	6	2
2015 People who fish are generally responsible people	20	46	30	3	<1
2017 People who fish are generally responsible people	19	48	29	3	1
2018 People who fish are generally responsible people	15	52	29	2	2
2015 People who fish generally follow the regulations and guidelines for fishing	18	49	28	5	<1
2017 People who fish generally follow the regulations and guidelines for fishing	15	53	27	5	1
2018 People who fish generally follow the regulations and guidelines for fishing	13	53	28	5	2

A majority of Michiganders also believe that hunters and anglers are concerned about protecting wildlife (59 percent) and the environment (58 percent). Few (15 percent) believe that legal, regulated hunting leads to the extinction of a species, but together with the 27 percent who are not sure, that is 42 percent of the state not convinced that legal hunting does not lead to the extinction of a species.

<i>Thinking about your knowledge of hunting and fishing, please indicate your level of agreement with each statement:</i>	Strongly Agree %	Agree %	Neither %	Disagree %	Strongly Disagree %
2015 Hunters and fishermen tend to be concerned about protecting the environment	18	36	33	10	3
2017 Hunters and fishermen tend to be concerned about protecting the environment	17	38	32	10	3
2018 Hunters and fishermen tend to be concerned about protecting the environment	16	42	29	9	4
2015 Hunters and fishermen tend to be concerned about protecting wildlife	17	38	29	13	3
2017 Hunters and fishermen tend to be concerned about protecting wildlife	16	40	29	12	3
2018 Hunters and fishermen tend to be concerned about protecting wildlife	17	42	29	9	4
2015 Legal, regulated hunting leads to the extinction of a species	6	13	26	35	21
2017 Legal, regulated hunting leads to the extinction of a species	6	11	27	38	19
2018 Legal, regulated hunting leads to the extinction of a species	5	10	27	40	19
2015 Too many fish are caught in Michigan	4	12	49	27	8
2017 Too many fish are caught in Michigan	2	9	52	30	7
2018 Too many fish are caught in Michigan	3	11	54	27	5

A follow-up question was asked in 2017 and 2018 to uncover why close to one in five Michiganders who responded to the 2015 survey believed that hunting leads to extinction of a species. The most frequently selected response in 2018 was that hunters accidentally hurt or kill animals other than those they are hunting (40 percent), that there are too few regulations (33 percent) or that the regulations were not created to benefit wildlife.

<i>You mentioned that you agree with the statement "legal, regulated hunting leads to the extinction of a species." From the list below, please choose the reason(s) that best explains why you feel this way.</i>	Agree %
2017 Hunting has caused extinction of a species before.	37
2018 Hunting has caused extinction of a species before.	29
2017 Regulations are not strong enough to prevent extinction of a species.	33
2018 Regulations are not strong enough to prevent extinction of a species.	34
2017 Hunters accidentally hurt or kill animals other than those they are hunting.	31
2018 Hunters accidentally hurt or kill animals other than those they are hunting.	40
2017 Hunters do not follow the rules.	28
2018 Hunters do not follow the rules.	26
2017 Too few regulations in place.	24
2018 Too few regulations in place.	33
2017 Occasionally, the purpose of a legal hunting season is to eliminate a species.	22
2018 Occasionally, the purpose of a legal hunting season is to eliminate a species.	20
2017 Regulations are not created to benefit wildlife.	22
2018 Regulations are not created to benefit wildlife.	32
2017 Hunting causes an imbalance in the ecosystem and food chain.	21
2018 Hunting causes an imbalance in the ecosystem and food chain.	23

KNOWLEDGE OF WILDLIFE MANAGEMENT

In 2015, most Michiganders readily agreed that both state tax dollars and hunting and fishing license fees funded work related to natural resources and wildlife. In 2017, a new question was added to provide more nuanced data on people’s funding-source beliefs.

A strong majority of Michiganders (67 percent) believe that hunting and fishing license fees fund wildlife management work, while 50 percent also believe state tax dollars are a funding source. Fewer people in 2018 indicated that license fees funded the work than in 2017 (67 percent in 2018 vs. 72 percent in 2017) despite the Michigan Wildlife Council’s campaign focus on delivering information on wildlife management funding via license fees in spring and summer 2018.

Between one-quarter and one-third of the population say that donations, grants and federal taxes are used to fund the work. Most respondents chose more than one option as a funding source, indicating a strong inclination by the general population to believe that the funding mechanism is diverse.

<i>To the best of your knowledge, how is Michigan's wildlife management work funded? Check all that apply</i>	%
2017 Hunting and fishing license fees	72
2018 Hunting and fishing license fees	67
2017 State taxes	51
2018 State taxes	50
2017 Donations	32
2018 Donations	33
2017 Grants	28
2018 Grants	22
2017 Volunteer work	28
2018 Volunteer work	27
2017 Federal taxes	24
2018 Federal taxes	21
2017 Not sure	21
2018 Not sure	25
2017 Lottery	7
2018 Lottery	8

Additionally, a question was added to better illuminate current knowledge of wildlife management tactics. Messaging about the importance of wildlife management was a major theme in 2017, and this question captures Michiganders’ knowledge about the tactics of management. Respondents were asked to indicate which activities from a list were wildlife population control methods used in Michigan.

The regulations governing hunting and fishing were most often identified as wildlife population control methods for Michigan. Wildlife surveying, population tracking, endangered species protection, and disease tracking and prevention efforts were all recognized by a majority of respondents as population control methods.

Fewer than half of Michiganders believed habitat creation and improvements or natural selection to be control methods. Similarly, only 45 percent of respondents viewed fish stocking as a population control method, and only 33 percent viewed selective culling as being one, likely due to respondents being unfamiliar with the terminology of “stocking” and “culling” in this context.

<i>To the best of your knowledge, wildlife populations are controlled in Michigan through: Check all that apply.</i>	%
2017 Hunting regulations	74
2018 Hunting regulations	73
2017 Fishing regulations	69
2018 Fishing regulations	66
2017 Wildlife surveying and population tracking	62
2018 Wildlife surveying and population tracking	61
2017 Endangered species protections	57
2018 Endangered species protections	54
2017 Disease tracking and prevention efforts	50
2018 Disease tracking and prevention efforts	51
2017 Habitat creation and improvement	45
2018 Habitat creation and improvement	41
2017 Fish stocking	45
2018 Fish stocking	46
2017 Natural selection	39
2018 Natural selection	37
2017 Selective culling	33
2018 Selective culling	31
2017 None of the above	8
2018 None of the above	10

REGULATION OF HUNTING AND FISHING

Most Michiganders are willing to admit that they are “not at all knowledgeable” about hunting or fishing regulations (38 percent and 37 percent in 2018 and 2017, respectively). Even with a majority of respondents (60 percent) claiming little or no knowledge of the regulations, about half of the people of Michigan are satisfied with the current state of hunting and fishing regulations, similar to the 2015 numbers.

<i>How knowledgeable are you on the current hunting/fishing regulations in Michigan?</i>	Hunting %	Fishing %
2017 Extremely knowledgeable	5	7
2018 Extremely knowledgeable	8	9
2017 Moderately knowledgeable	15	16
2018 Moderately knowledgeable	15	15
2017 Somewhat knowledgeable	20	16
2018 Somewhat knowledgeable	17	16
2017 Slightly knowledgeable	21	24
2018 Slightly knowledgeable	22	22
2017 Not at all knowledgeable	37	37
2018 Not at all knowledgeable	38	38

Also similarly, about one-quarter of the population wants the activities to be legal but is not sure if the current regulations are good enough or should be more or less strict. Very few would like to see either hunting or fishing made illegal.

<i>Thinking about (hunting, fishing), would you say hunting/fishing in Michigan should be:</i>	Hunting %	Fishing %
2015 Legal, with less strict regulations than now	11	14
2017 Legal, with less strict regulations than now	8	12
2018 Legal, with less strict regulations than now	9	11
2015 Legal, with the same level of regulations as now	47	56
2017 Legal, with the same level of regulations as now	47	52
2018 Legal, with the same level of regulations as now	44	48
2015 Legal, with more strict regulations than now	15	9
2017 Legal, with more strict regulations than now	14	9
2018 Legal, with more strict regulations than now	17	11

<i>Thinking about (hunting, fishing), would you say hunting/fishing in Michigan should be:</i>	Hunting %	Fishing %
2015 Legal, but I'm unclear about current regulations	24	20
2017 Legal, but I'm unclear about current regulations	26	25
2018 Legal, but I'm unclear about current regulations	28	28
2015 Illegal	3	1
2017 Illegal	4	2
2018 Illegal	3	2

MEANINGFUL MESSAGES ABOUT HUNTING AND FISHING

The most meaningful message remains “Wildlife management ensures wildlife will be around for future generations.” However, respondents were much less likely to rank it most meaningful in 2018 than in 2015. Only 1 in 4 (25 percent) said it was most meaningful in 2018, still the highest meaningful ranking but considerably lower than the 37 percent who viewed it to be most meaningful just three years prior.

Statements about hunters and anglers funding work via their license fees were far more likely to be meaningful in 2018 than in 2015. Twice as many people ranked the message of hunters and anglers as the largest funders of wildlife protection as their most meaningful in 2018 vs. 2015 (still a relatively small percentage overall at 10 percent but a significant increase over time). Similarly, twice as many said the fact that hunters and anglers are the largest funders of habitat preservation and restoration work was the most meaningful statement to them in 2018 vs. 2015. Again, the increase was from 4 percent to 8 percent, so overall it represents a small but growing number of respondents.

Collectively, the four statements discussing funding for natural resources coming from hunters and anglers and their licenses fees were the most meaningful message to 41 percent of respondents in 2018. In 2015, those four statements ranked first for only 29 percent of respondents.

<i>Rank the following statements with 1 being the most meaningful and 5 being the least meaningful to you:</i>	1st Choice %	2nd Choice %	3rd Choice %	Combined 1st, 2nd, 3rd %
2015 Wildlife management ensures wildlife will be around for future generations	37	12	9	58
2017 Wildlife management ensures wildlife will be around for future generations	32	11	13	56
2018 Wildlife management ensures wildlife will be around for future generations	25	14	13	52
2015 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	12	17	15	44
2017 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	14	17	15	46
2018 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	13	16	18	47

<i>Rank the following statements with 1 being the most meaningful and 5 being the least meaningful to you:</i>	1st Choice %	2nd Choice %	3rd Choice %	Combined 1st, 2nd, 3rd %
2015 Keeps wildlife populations from becoming too large	14	20	11	45
2017 Keeps wildlife populations from becoming too large	13	15	11	39
2018 Keeps wildlife populations from becoming too large	14	13	12	39
2015 Generates more than \$5 billion in revenue for Michigan every year	10	12	12	34
2017 Generates more than \$5 billion in revenue for Michigan every year	9	14	11	34
2018 Generates more than \$5 billion in revenue for Michigan every year	11	12	10	33
2015 Supports more than 70,000 jobs in Michigan	10	14	13	37
2017 Supports more than 70,000 jobs in Michigan	11	14	11	36
2018 Supports more than 70,000 jobs in Michigan	8	12	11	31
2015 Hunters and fishermen are the largest funders of wildlife protection in Michigan	5	8	13	26
2017 Hunters and fishermen are the largest funders of wildlife protection in Michigan	8	8	12	28
2018 Hunters and fishermen are the largest funders of wildlife protection in Michigan	10	9	9	28
2015 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	4	8	14	26
2017 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	6	9	12	27
2018 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	8	9	11	28
2015 Hunting and fishing license purchases help fund trails, wildlife viewing areas and other outdoor areas	8	9	14	31
2017 Hunting and fishing license purchases help fund trails, wildlife viewing areas and other outdoor areas	8	12	15	35
2018 Hunting and fishing license purchases help fund trails, wildlife viewing areas and other outdoor areas	10	14	18	42

CRECIBILITY

The Michigan Wildlife Council is familiar to 10 percent of the state. Given the emphasis on the message rather than building strong awareness of the council, it is not surprising that about 6 in 10 say they are not familiar with the Michigan Wildlife Council.

<i>How familiar are you with the Michigan Wildlife Council?</i>	Extremely Familiar %	Moderately Familiar %	Somewhat Familiar %	Slightly Familiar %	Not at All Familiar %
2017 Michigan Wildlife Council	2	4	13	19	62
2018 Michigan Wildlife Council	4	6	11	18	62

Even with low familiarity for the Michigan Wildlife Council, very few Michiganders, only 13 percent, say it is not a credible source of information about wildlife, hunting and outdoor recreation. The Michigan Department of Natural Resources (DNR) continues to have the highest credibility rating of all tested entities, with 68 percent saying it is a credible source.

<i>How credible are the following sources of information on wildlife, hunting and outdoor recreation in Michigan?</i>	5 – Very Credible %	4 %	3 %	2 %	1 - Not at All Credible %
2017 Michigan Department of Natural Resources (DNR)	32	34	23	10	2
2018 Michigan Department of Natural Resources (DNR)	31	37	22	7	2
2017 Michigan Natural Resources Commission (NRC)	15	36	34	12	3
2018 Michigan Natural Resources Commission (NRC)	17	34	37	11	2
2017 Michigan Wildlife Council	16	35	35	12	3
2018 Michigan Wildlife Council	15	31	40	10	3
2017 U.S. Humane Society	17	29	32	18	5
2018 U.S. Humane Society	15	31	35	15	5
2017 Local sportsmen’s groups	11	25	37	22	6
2018 Local sportsmen’s groups	9	23	40	20	8
2017 Local environmental groups	8	25	41	22	4
2018 Local environmental groups	9	29	40	18	4

CAMPAIGN RECALL

About 1 in 6 Michiganders recalls seeing, hearing or reading something about wildlife, wildlife management, hunting or fishing in the past 12 months. People most often recalled seeing information about wildlife and management work on TV (56 percent), during a local news segment (38 percent) or via the newspaper (27 percent). An increasing number of people recalled the information coming via social media (25 percent vs. 16 percent), radio (20 percent vs. 13 percent) and billboards (15 percent vs. 7 percent) compared to 2017 recall.

	Yes %	No %
2017 Do you recall seeing or hearing a campaign about wildlife and/or wildlife management in Michigan in the past 12 months?	15	85
2018 Do you recall seeing or hearing a campaign about wildlife and/or wildlife management in Michigan in the past 12 months?	17	83
2017 Do you recall seeing or hearing a campaign about hunting and fishing in Michigan in the past 12 months?	16	85
2018 Do you recall seeing or hearing a campaign about hunting and fishing in Michigan in the past 12 months?	17	83
2017 Have you read any articles or seen any interviews about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months?	16	84
2018 Have you read any articles or seen any interviews about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months?	19	81
YES: Where did you see a story about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months? Check all that apply.		
2017 Television	44	
2018 Television	56	
2017 Local news segment	31	
2018 Local news segment	38	
2017 Newspaper	31	
2018 Newspaper	27	
2017 Website	19	
2018 Website	21	
2017 Social media	16	
2018 Social media	25	

YES: Where did you see a story about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months? Check all that apply.		
2017 Online newspaper	14	
2018 Online newspaper	13	
2017 Radio	13	
2018 Radio	20	
2017 Billboard	7	
2018 Billboard	15	
2017 Online TV (Hulu, Roku, Sling, etc.)	7	
2018 Online TV (Hulu, Roku, Sling, etc.)	12	

About 1 in 8 people recalled the Michigan Wildlife Council’s “Here. For Generations.” campaign without any additional information or visuals. Television was by far the most remembered source for recall of the campaign, with almost two-thirds of people who recalled the campaign without assistance saying they recall from that medium. Three tactics were far more likely to be recalled in 2018 vs. 2017, including radio (28 percent vs. 19 percent), social media (22 percent vs. 13 percent) and online TV (15 percent vs. 6 percent).

	Yes %	No %
<i>2017 Do you recall seeing or hearing any advertising from the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?</i>	11	90
2018 Do you recall seeing or hearing any advertising from the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?	13	87
<i>Where did you recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign? Check all that apply.</i>	Yes %	
2017 Television	62	
2018 Television	64	
2017 Radio	19	
2018 Radio	28	
2017 Billboard	16	
2018 Billboard	17	
2017 Local news segment	13	
2018 Local news segment	19	

<i>Where did you recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign?</i> <i>Check all that apply.</i>	Yes %	
2017 Social media	13	
2018 Social media	22	
2017 Newspaper	8	
2018 Newspaper	8	
2017 Online TV (Hulu, Roku, Sling, etc.)	6	
2018 Online TV (Hulu, Roku, Sling, etc.)	15	
2017 Website	5	
2018 Website	8	
2017 Online ad	5	
2018 Online ad	8	



Next, all respondents were asked to watch the 30-second video and view billboards from 2018 to gauge their recall of each advertising type. Following the ads, respondents who indicated they were not familiar with the Michigan Wildlife Council’s “Here. For Generations.” campaign initially were asked the question again, having seen a video and four billboard examples.

About 1 in 8 respondents recognized the more current TV ad that was being used for advertising just before this survey. And 1 in 7 recalled seeing a billboard from the previous 12 months. Following the ads, 1 in 8 Michiganders recalled the campaign.

Combining both aided and unaided recall yields a statewide recall of “Here. For Generations.” was close to 1 in 4 (23 percent) for 2018.

The Michigan Wildlife Council was modeled after a similar initiative started in Colorado in 1999. While the efforts of Michigan and Colorado are in different stages, the Colorado campaign offers the most direct comparison to Michigan’s newly launched “Here. For Generations.” campaign. Recall of messaging related to hunting and fishing in Colorado in 2016 was 25 percent, similar to recall for the Michigan Wildlife Council’s campaign just two years into messaging.

		Yes %	No %
ASKED IN 2017	<p><i>Do you recall having seen this television ad within the past 12 months?</i></p>  <p>Year 1 TV ad</p>	11	89
ASKED IN 2017	<p><i>Do you recall having seen this television ad within the past 12 months?</i></p>  <p>Year 2 TV ad</p>	16	85
ASKED IN 2018	<p><i>Do you recall having seen this television ad within the past 12 months?</i></p>  <p>2018 TV ad</p>	13	87

		Yes %	No %
ASKED IN 2017	<p><i>Have you seen any of the following or similar billboard ads in the past 12 months?</i></p> 	14	86
ASKED IN 2018	<p><i>Have you seen any of the following or similar billboard ads in the past 12 months?</i></p> 	14	86
ASKED IN 2017	Do you now recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months? (2017)	14	86
ASKED IN 2018	Do you now recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months? (2018)	12	88

TARGET AUDIENCE FINDINGS

The next section of this report provides a detailed analysis of findings from the Michigan Wildlife Council's target audiences – moderate approvers of hunting and people who are neutral on the topic of hunting. Furthermore, this analysis looks at those audience groups within the priority geographic areas of Southeast and West Michigan.

Moderate approvers and neutrals were selected as the target audience for the council's campaign for several reasons after the 2015 research, including:

- Moderate approvers are inclined to support hunting as a group. However, they are not very knowledgeable about the topic. Their lack of deep understanding concerning the benefits of hunting, fishing and trapping to Michigan leaves them susceptible to misconceptions on the subject.
- People who are neutral, neither approving nor disapproving of hunting in Michigan, typically have little to no personal exposure to hunting.
- As participation in hunting declines, both nationally and in Michigan, building support for and understanding of its importance among the nonhunting public becomes increasingly important. Combined, these two groups – moderate approvers and neutrals – make up close to half of the population of Michigan.

Among moderate approvers in 2015, 49 percent resided in Southeast Michigan and 24 percent in West Michigan. For neutrals toward hunting, 57 percent lived in Southeast Michigan and 13 percent in West Michigan in 2015.

The population of neutrals in West Michigan is too small (n=19) to report with confidence that the data are representative of all neutrals in West Michigan and are therefore not included in this report. Moderate approvers of hunting in West Michigan are reported in the following section; however, the sample size is small enough (n=51) that year-over-year changes that may appear large enough to be statistically significant (i.e., a 10 percentage point increase or decrease) are not mathematically significant. Only those highlighted in yellow meet the threshold for significance. Occasionally in this section, an asterisk (*) will appear in place of a number because the number of respondents is too low to report the data with confidence that it represents the population it is intended to.

The "Here. For Generations." campaign was created and messaged to appeal to moderate approvers and neutrals toward hunting after the 2015 research. Additionally, advertising dollars and vehicles (e.g., TV, billboards, radio, social media, etc.) were predominately placed in Southeast Michigan and Greater Grand Rapids, the primary population center of West Michigan.

A complete look at the demographics of the moderate approvers and neutrals toward hunting appears at the end of this section.

HUNTING AND FISHING PARTICIPATION

The majority of moderate approvers and neutrals have not participated in hunting, have not been given an opportunity to hunt, and are unlikely to hunt in the future. The number of moderate approvers of hunting who consider themselves to be hunters dropped significantly (42 percent to 30 percent) between the 2015 and 2017 survey due to the cap on the number of hunters allowed to complete the survey implemented in 2017. The number of hunters remained consistent between the 2017 and 2018 surveys, both of which included the cap on hunters.

<i>Questions about hunting participation...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Been Hunting: Yes	39	34	38	36	31
2017 Been Hunting: Yes	37	30	38	22	18
2018 Been Hunting: Yes	38	33	46	24	16
2015 Been Hunting: No	61	66	62	64	69
2017 Been Hunting: No	63	70	62	78	82
2018 Been Hunting: No	62	67	54	76	84

2015 I consider myself a hunter: YES	42	47	30	30	*
2017 I consider myself a hunter: YES	30	22	20	26	*
2018 I consider myself a hunter: YES	31	33	19	20	*

2015 If haven't been hunting, YES, had the opportunity to go	37	36	30	24	28
2017 If haven't been hunting, YES, had the opportunity to go	42	39	41	25	24
2018 If haven't been hunting, YES, had the opportunity to go	40	35	46	39	28
2015 If haven't been hunting, NO, did not have the opportunity to go	63	64	70	76	72
2017 If haven't been hunting, NO, did not have the opportunity to go	59	61	59	75	76
2018 If haven't been hunting, NO, did not have the opportunity to go	60	65	54	61	72

Overall moderate approvers of hunting and those who are neutral toward it who had not been hunting were more likely to say they were unlikely to ever go hunting in 2018 vs. 2017 and 2015.

<i>Questions about hunting participation...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Likely to go hunting in the future	16	15	17	15	10
2017 Likely to go hunting in the future	16	14	19	16	13
2018 Likely to go hunting in the future	10	13	8	16	12
2015 Neither likely nor unlikely to go hunting in the future	18	19	19	22	25
2017 Neither likely nor unlikely to go hunting in the future	14	14	13	19	18
2018 Neither likely nor unlikely to go hunting in the future	11	10	13	18	18
2015 Unlikely to go hunting in the future	67	66	64	64	66
2017 Unlikely to go hunting in the future	69	72	68	65	70
2018 Unlikely to go hunting in the future	79	77	79	66	70

On the other hand, the vast majority of moderate approvers and even neutrals have been fishing at some point in their lives. Even though they have been fishing, most do not consider themselves to be anglers, and those who have not been fishing before say they are unlikely to go fishing in the future.

<i>Questions about fishing participation...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Been Fishing: Yes	88	82	88	86	82
2017 Been Fishing: Yes	91	90	91	86	86
2018 Been Fishing: Yes	89	89	92	78	70
2015 Been Fishing: No	13	18	12	14	18
2017 Been Fishing: No	9	10	9	15	14
2018 Been Fishing: No	11	12	8	22	30

2015 Likely to go fishing in the future	19	*	*	19	*
2017 Likely to go fishing in the future	23	*	*	38	*
2018 Likely to go fishing in the future	15	*	*	22	*
2015 Neither likely nor unlikely to go fishing in the future	23	*	*	17	*
2017 Neither likely nor unlikely to go fishing in the future	9	*	*	19	*
2018 Neither likely nor unlikely to go fishing in the future	6	*	*	11	*
2015 Unlikely to go fishing in the future	58	*	*	64	*
2017 Unlikely to go fishing in the future	67	*	*	44	*
2018 Unlikely to go fishing in the future	79	*	*	67	*

2015 I consider myself an angler: YES	27	28	18	15	18
2017 I consider myself an angler: YES	18	17	17	14	18
2018 I consider myself an angler: YES	21	19	22	17	6
2015 I consider myself an angler: NO	74	72	82	85	82
2017 I consider myself an angler: NO	81	83	84	86	83
2018 I consider myself an angler: NO	79	81	78	83	94

KNOWLEDGE AND ATTITUDES

Respondents were segmented into four wildlife values segments based on their answers to a series of questions derived from Colorado State University’s ongoing value orientation research and modified for use in this survey.

Moderate approvers in 2018 divide almost equally among the four categories with a slight favoring of mutualism, *belief that humans and wildlife are meant to co-exist or live in harmony, thus wildlife deserves rights similar to rights of humans.*

Those who are neutral toward hunting remain most likely to be Distanced, lacking a wildlife value belief system.

<i>Percent of people who fall into each of the four values-related segments</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Utilitarian <i>Believe wildlife should be managed for human benefit.</i>	22	23	21	19	23
2017 Utilitarian <i>Believe wildlife should be managed for human benefit.</i>	26	29	29	26	28
2018 Utilitarian <i>Believe wildlife should be managed for human benefit.</i>	25	23	18	20	23
2015 Mutualist <i>Believe the humans and wildlife are meant to co-exist or live in harmony, thus wildlife deserves rights similar to rights of humans.</i>	31	31	35	25	21
2017 Mutualist <i>Believe the humans and wildlife are meant to co-exist or live in harmony, thus wildlife deserves rights similar to rights of humans</i>	28	22	31	19	16
2018 Mutualist <i>Believe the humans and wildlife are meant to co-exist or live in harmony, thus wildlife deserves rights similar to rights of humans</i>	31	23	43	27	24
2015 Pluralist <i>Combine beliefs of the Utilitarian and the Mutualist; therefore expression of one or the other is situational.</i>	26	23	24	26	26
2017 Pluralist <i>Combine beliefs of the Utilitarian and the Mutualist; therefore expression of one or the other is situational.</i>	24	27	22	27	28
2018 Pluralist <i>Combine beliefs of the Utilitarian and the Mutualist; therefore expression of one or the other is situational.</i>	24	31	27	30	25
2015 Distanced <i>Lacks a well-formed wildlife value orientation, indicating less interest in wildlife-related issues.</i>	21	24	20	30	30
2017 Distanced <i>Lacks a well-formed wildlife value orientation, indicating less interest in wildlife-related issues.</i>	22	22	19	29	28
2018 Distanced <i>Lacks a well-formed wildlife value orientation, indicating less interest in wildlife-related issues.</i>	21	23	13	24	28

Wildlife management services continue to be viewed as important by all people of Michigan. Respondents who are neutral about the topic of hunting had significant increases in viewing various wildlife management activities as important in 2017; those gains were maintained or improved upon in 2018.

- Statewide neutrals increased their belief that “Keeping species from becoming endangered or extinct” was important from 76 percent in both 2015 and 2017 to 83 percent in 2018.
- Similarly, the importance of “ensuring fishing is done legally and responsibly” went from 64 percent to 75 percent among neutrals statewide between 2015 and 2017, and from 75 percent to 83 percent between 2017 and 2018.

While neutrals continue to view wildlife management services as less important than moderate approvers, the increases in importance seen in 2017 and 2018 among neutrals bring their attitudes much closer to the beliefs of moderate approvers on most management activities.

Statewide moderate approvers in Michigan still view all wildlife management activities as important, with insignificant variation in the level of importance on particular activities between 2018 and previous years. However, there are increases and decreases in importance among West Michigan moderate approvers. Moderate approvers in West Michigan viewed four of the six listed management activities as more important than they did in 2017, and two of the activities – keeping wildlife healthy and ensuring legal hunting – were also more important than in 2015.

<i>In general, how important do you believe the following wildlife management services are to Michigan...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
<i>% Important</i>					
2015 Keeping species from becoming endangered or extinct	92	88	95	76	78
2017 Keeping species from becoming endangered or extinct	90	91	84	76	82
2018 Keeping species from becoming endangered or extinct	92	93	92	83	80
2015 Ensuring hunting is done legally and responsibly	91	91	92	74	74
2017 Ensuring hunting is done legally and responsibly	92	93	87	85	91
2018 Ensuring hunting is done legally and responsibly	93	93	99	88	86
2015 Maintaining wildlife habitats	91	87	92	72	70
2017 Maintaining wildlife habitats	91	89	87	79	83
2018 Maintaining wildlife habitats	88	86	93	77	74

<i>In general, how important do you believe the following wildlife management services are to Michigan...</i>	Statewide Moderately Approve of Hunting	Southeast MI Moderately Approve of Hunting	West MI Moderately Approve of Hunting	Statewide Neither Approve nor Disapprove of Hunting	Southeast Neither Approve nor Disapprove of Hunting
<i>% Important</i>	%	%	%	%	%
2015 Keeping wildlife healthy and disease free	89	89	88	79	83
2017 Keeping wildlife healthy and disease free	90	91	88	84	82
2018 Keeping wildlife healthy and disease free	91	90	96	86	83
2015 Ensuring fishing is done legally and responsibly	83	79	89	64	71
2017 Ensuring fishing is done legally and responsibly	84	87	81	75	77
2018 Ensuring fishing is done legally and responsibly	89	89	91	83	82
2015 Preventing wildlife from threatening people and property	75	73	72	63	63
2017 Preventing wildlife from threatening people and property	74	77	69	76	80
2018 Preventing wildlife from threatening people and property	73	76	68	76	79

More than half of moderate approvers statewide now disagree that “wildlife do not need to be managed by humans to thrive.” This is a significant increase from the baseline measurement done in 2015, where only 38 percent of moderate approvers disagreed while now 56 percent do. This message of the necessity of wildlife management is key to the Michigan Wildlife Council’s overall success and was the central message of advertising during calendar year 2017 and a component of the messaging in 2018. Increases for moderate approvers in Southeast and West Michigan were also significant, increasing by at least 20 percentage points between 2015 and 2018.

In 2018, moderate approvers statewide were more likely to agree that protecting wildlife is a job for the government than they had in 2015 (55 percent vs. 48 percent), while moderate approvers in both Southeast and West Michigan were even more likely to agree (59 percent). West Michigan moderate approvers of hunting had several positive shifts between 2015 and 2018, including:

- An increased belief that hunting and fishing contribute significantly to the Michigan economy (80 percent vs. 71 percent)
- That hunters and fishermen provide funding for wildlife viewing areas (72 percent vs. 60 percent)
- Disagreement that hunting and fishing matter only to people who participate (55 percent vs. 48 percent)
- Hunting and fishing licenses largely fund wildlife and habitat protection (63 percent vs. 53 percent)

In 2018, West Michigan moderate approvers of hunting are more likely, by about 10 percentage points, to agree with statements about hunters and anglers’ important roles in wildlife management than moderate approvers overall and in Southeast Michigan.

A majority of moderate approvers (68 percent) and neutrals (55 percent) believe their tax dollars fund wildlife management, while only slightly more than a third of neutrals agree that hunting and fishing licenses fund the work (36 percent) and only 54 percent of moderate approvers of hunting agree.

Respondents who are neutral toward hunting continue to be less informed or knowledgeable across all questions when compared to moderate approvers. However, neutrals statewide were more likely in 2018 than previous years to agree that hunters and fisherman fund wildlife viewing areas (45 percent vs. 35 percent in 2015 statewide) and that protecting wildlife is a job for the government (49 percent vs. 31 percent). Neutrals toward hunting in Southeast Michigan were far less likely to agree that hunting is an important part of Michigan’s culture in 2018 compared to previous survey years (39 percent vs. 56 percent in 2015).

Gains made by neutrals statewide and in Southeast Michigan in disagreeing that wildlife management by humans is not needed in 2017 did not carry through to 2018. The 2015 baseline survey showed that only about 1 in 5 (~20 percent) neutrals disagreed with the statement that wildlife management was not needed, but that number grew to 30 percent in 2017. However, it fell back to 18 percent in the 2018 survey, showing that the gains in knowledge did not stick with the neutral audience.

<i>Please indicate your level of agreement with the following statements:</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Hunters and fishermen provide funding for wildlife viewing areas and other recreational areas in Michigan.	62	61	60	35	38
2017 Hunters and fishermen provide funding for wildlife viewing areas and other recreational areas in Michigan.	61	58	67	39	35
2018 Hunters and fishermen provide funding for wildlife viewing areas and other recreational areas in Michigan.	63	60	72	45	44
2015 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	61	58	66	39	45
2017 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	71	72	66	54	52
2018 Everyone in Michigan pays to protect our natural resources, including wildlife, through taxes	68	66	72	55	60
2015 The hunting and fishing industry creates a significant number of jobs in Michigan	61	63	57	34	37
2017 The hunting and fishing industry creates a significant number of jobs in Michigan	65	61	61	36	36
2018 The hunting and fishing industry creates a significant number of jobs in Michigan	65	63	70	38	36

<i>Please indicate your level of agreement with the following statements:</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.	55	50	53	34	29
2017 The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.	55	53	50	30	34
2018 The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.	54	51	63	36	36
2015 Protecting wildlife and their habitat is a job for the government	48	50	48	31	30
2017 Protecting wildlife and their habitat is a job for the government	49	51	48	42	44
2018 Protecting wildlife and their habitat is a job for the government	55	59	59	49	43
2015 Wildlife does not require management by humans to thrive % DISAGREE	38	38	39	19	22
2017 Wildlife does not require management by humans to thrive % DISAGREE	48	48	43	30	32
2018 Wildlife does not require management by humans to thrive % DISAGREE	56	58	59	18	16
2015 Hunting and fishing are important only to people who hunt or fish % DISAGREE	46	43	48	24	21
2017 Hunting and fishing are important only to people who hunt or fish % DISAGREE	50	46	46	32	30
2018 Hunting and fishing are important only to people who hunt or fish % DISAGREE	50	49	55	29	26
2015 One must have a license to hunt	89	89	88	70	73
2017 One must have a license to hunt	88	88	83	74	82
2018 One must have a license to hunt	91	90	94	82	79

<i>Please indicate your level of agreement with the following statements:</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Hunting is an important part of Michigan's culture and heritage	76	73	73	50	56
2017 Hunting is an important part of Michigan's culture and heritage	79	75	81	50	51
2018 Hunting is an important part of Michigan's culture and heritage	75	71	79	49	39
2015 The hunting and fishing industry contributes significantly to Michigan's economy	69	65	71	50	55
2017 The hunting and fishing industry contributes significantly to Michigan's economy	69	69	70	47	52
2018 The hunting and fishing industry contributes significantly to Michigan's economy	73	70	80	45	42

KNOWLEDGE OF WILDLIFE MANAGEMENT

The top answer for both moderate approvers and neutrals on funding source continued to be hunting and fishing license fees (68 percent, 45 percent), while second place for both groups went to state taxes (50 percent, 43 percent). Curiously, that is a fall in belief by moderate approvers that wildlife management is funded by license fees in 2018 compared to 2017 (68 percent vs. 74 percent), when there was none or minimal messages about funding being delivered. Likewise, neutrals were significantly more likely to believe that state taxes fund the work in 2018 after the Michigan Wildlife Council campaign began focusing on messages related to license dollars as the primary funding mechanism compared to 2017 (43 percent vs. 24 percent).

One in 4 moderate approvers and 4 in 10 neutrals indicated they were not sure how wildlife management work is funded in Michigan. Moderate approvers were significantly more likely to say they were unsure in 2018 vs. 2017 about what funds the work (25 percent vs. 17 percent).

Moderate approvers in West Michigan were less likely to say that donations and grants fund the work than in 2017, while moderates in Southeast Michigan thought grants and federal taxes were less likely to be funding sources in 2018 compared to 2017. However, moderate approvers in Southeast Michigan were more likely to believe donations and volunteer work play a factor in funding wildlife management than last year. Neutrals statewide were also more likely to believe volunteer work and federal taxes were part of the funding equation in 2018 than 2017.

<i>To the best of your knowledge, how is Michigan's wildlife management work funded? Check all that apply.</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Hunting and fishing license fees	74	72	78	44	39
2018 Hunting and fishing license fees	68	69	66	45	39
2017 State taxes	52	50	47	24	18
2018 State taxes	50	49	56	43	39
2017 Donations	30	25	38	18	17
2018 Donations	31	35	28	18	16
2017 Grants	31	34	28	17	17
2018 Grants	20	19	11	15	15
2017 Volunteer work	27	23	30	12	8
2018 Volunteer work	27	28	32	18	20
2017 Federal taxes	24	29	21	9	11
2018 Federal taxes	19	19	20	21	14
2017 Not sure	17	18	16	44	49
2018 Not sure	25	24	25	41	46
2017 Lottery	7	7	7	3	3
2018 Lottery	6	5	2	7	9

Neutrals toward hunting continue to express their limited knowledge on topics related to wildlife when asked to indicate which activities were done in Michigan to control wildlife populations. However, one management activity saw a significant increase in identification by neutrals statewide and in Southeast Michigan – wildlife surveying and population tracking. Now more than half of all neutrals believe it to be used in Michigan. Only one other activity – hunting regulations – was identified by a majority (55 percent) of neutrals as occurring, while 48 percent indicated fishing regulations.

Moderate approvers were far more likely to identify a range of actions as part of the management of wildlife populations. A majority of moderate approvers continued to identify that endangered species protections (57 percent), wildlife surveying and population tracking (58 percent), fishing regulations (67 percent) and hunting regulations (73 percent) were all done in Michigan. Less well-known terminology and potentially negative connotations likely impacted belief that fish stocking, selective culling and natural selection were used to manage Michigan wildlife populations.

Moderate approvers in West Michigan were significantly less likely to say that disease tracking and prevention efforts were used to control wildlife populations in 2018 than in 2017. Respondents may have less belief that disease tracking and prevention are done given the increased presence and news coverage related to chronic wasting disease in the west and central part of the state in late 2107 and throughout 2018.

<i>To the best of your knowledge, wildlife populations are controlled in Michigan through: Check all that apply.</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Hunting regulations	74	74	80	53	49
2018 Hunting regulations	73	72	72	55	55
2017 Fishing regulations	70	65	77	47	38
2018 Fishing regulations	67	66	62	48	53
2017 Wildlife surveying and population tracking	63	60	67	35	30
2018 Wildlife surveying and population tracking	58	58	53	51	60
2017 Endangered species protections	57	56	66	44	35
2018 Endangered species protections	57	55	54	41	46
2017 Disease tracking and prevention efforts	50	41	61	26	22
2018 Disease tracking and prevention efforts	48	46	41	34	27

<i>To the best of your knowledge, wildlife populations are controlled in Michigan through: Check all that apply.</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Habitat creation and improvement	43	41	47	26	24
2018 Habitat creation and improvement	38	40	29	28	27
2017 Fish stocking	41	36	52	21	16
2018 Fish stocking	47	47	41	23	21
2017 Natural selection	39	42	40	21	20
2018 Natural selection	34	33	29	25	29
2017 Selective culling	30	24	37	19	21
2018 Selective culling	28	33	22	17	23
2017 None of the above	5	4	5	14	16
2018 None of the above	9	9	10	18	15

AFFILIATION WITH HUNTERS AND ANGLERS

Moderate approval of hunting continues to show a higher likelihood to knowing someone who hunts or fishes (66 percent) than those who are neutral toward hunting (56 percent). Affiliation with a hunter or angler is lower in Southeast Michigan for both moderate approvers (60 percent) and neutrals (51 percent) than the statewide and West Michigan numbers.

<i>Does someone in your household, a member of your family or a close friend hunt or fish?</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 YES, know someone who hunts or fishes	75	73	69	55	46
2017 YES, know someone who hunts or fishes	70	62	76	59	54
2018 YES, know someone who hunts or fishes	66	60	63	56	51

Household participation in hunting remains fairly low. Moderate approvers were significantly more likely to say they have close friends and acquaintances who hunt than neutrals.

<i>Please indicate who hunts or fishes and in what activities they participate ...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Someone in my household hunts	27	24	24	23	26
2017 Someone in my household hunts	22	17	27	24	21
2018 Someone in my household hunts	22	18	23	19	9
2015 Family member(s) hunt	56	52	58	44	37
2017 Family member(s) hunt	61	57	62	54	37
2018 Family member(s) hunt	58	52	61	42	41
2015 Close friend(s) hunt	51	42	54	64	61
2017 Close friend(s) hunt	60	62	62	40	37
2018 Close friend(s) hunt	58	60	57	53	48
2015 Acquaintance(s) hunt	55	42	60	49	35
2017 Acquaintance(s) hunt	64	60	70	48	37
2018 Acquaintance(s) hunt	65	60	57	51	48

Both moderate approvers and neutrals were more likely to say they know people who fish than hunt.

<i>Please indicate who hunts or fishes and in what activities they participate ...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Someone in my household fishes	51	48	53	45	48
2017 Someone in my household fishes	48	43	61	43	50
2018 Someone in my household fishes	45	48	32	35	29
2015 Family member(s) fishes	80	78	79	78	66
2017 Family member(s) fishes	69	67	74	86	89
2018 Family member(s) fishes	78	75	79	57	43
2015 Close friend(s) fishes	59	51	58	67	61
2017 Close friend(s) fishes	68	71	69	66	75
2018 Close friend(s) fishes	64	65	59	72	64
2015 Acquaintance(s) fishes	62	55	67	60	51
2017 Acquaintance(s) fishes	69	66	79	64	60
2018 Acquaintance(s) fishes	67	65	59	60	62

Moderate approvers of hunting are likely to perceive their social circle as either supporting both hunting and fishing (61 percent) or not having an opinion on either activity (23 percent). In West Michigan, moderate approvers are significantly more likely to say their social circle approves of both activities than in Southeast Michigan (72 percent vs. 51 percent), likely due to the higher prevalence of hunters and/or anglers living in the same household as respondents in West Michigan.

Those who are neutral toward hunting are likely to perceive their social circle as also not holding opinions on hunting and fishing (49 percent) or to support both activities (41 percent).

<i>For respondents who do not know anyone who hunts or fishes: Thinking about people in your social circle, would you say most of them ...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Support both hunting and fishing	41	N/A	N/A	30	N/A
2017 Support both hunting and fishing	69	59	70	45	36
2018 Support both hunting and fishing	61	51	72	41	31
2015 Completely oppose both hunting and fishing	5	N/A	N/A	2	N/A
2017 Completely oppose both hunting and fishing	3	5	0	2	3
2018 Completely oppose both hunting and fishing	2	1	7	0	0
2015 Support hunting only	2	N/A	N/A	5	N/A
2017 Support hunting only	0	0	2	3	3
2018 Support hunting only	2	1	1	2	1
2015 Support fishing only	10	N/A	N/A	4	N/A
2017 Support fishing only	8	12	8	12	13
2018 Support fishing only	12	16	6	8	12
2015 Do not have an opinion on hunting or fishing	15	N/A	N/A	59	N/A
2017 Do not have an opinion on hunting or fishing	19	25	20	39	45
2018 Do not have an opinion on hunting or fishing	23	30	14	49	56

APPROVAL FOR FISHING AND TRAPPING

Moderate approvers of hunting are likely to moderately approve of legal, recreational fishing as well (56 percent) or to strongly approve of fishing (36 percent). Moderate approvers in West Michigan significantly decreased their strong support for fishing, from 38 percent in 2017 to 21 percent in 2018, with the difference going to moderately approving of fishing (73 percent).

Moderate approvers in Southeast Michigan were more likely to strongly approve of fishing in 2018 than in 2017 (43 percent vs. 31 percent). Those neutral about hunting were most often also neutral toward fishing (68 percent), with 30 percent approving of fishing.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Fishing: Strongly approve	30	34	31	11	12
2017 Fishing: Strongly approve	31	31	38	11	14
2018 Fishing: Strongly approve	36	43	21	5	9
2015 Fishing: Moderately approve	57	54	59	31	41
2017 Fishing: Moderately approve	60	56	55	25	30
2018 Fishing: Moderately approve	56	48	73	25	22
2015 Fishing: Neither approve/disapprove	10	10	10	58	48
2017 Fishing: Neither approve/disapprove	7	10	7	63	54
2018 Fishing: Neither approve/disapprove	6	6	5	68	68
2015 Fishing: Moderately disapprove	2	3	0	0	0
2017 Fishing: Moderately disapprove	1	2	0	1	0
2018 Fishing: Moderately disapprove	2	3	1	2	1
2015 Fishing: Strongly disapprove	0	0	0	0	0
2017 Fishing: Strongly disapprove	1	1	0	1	2
2018 Fishing: Strongly disapprove	0	0	0	1	0

Neutrals about hunting are most often neutral toward trapping (53 percent), with 36 percent disapproving. Moderate approvers statewide are split almost evenly, with one-third approving of trapping, one-third without an opinion and one-third disapproving of the activity. West Michigan moderate approvers of hunting are more likely to be moderate approvers of trapping (41 percent), while Southeast Michigan moderate approvers were most often neutral about trapping (38 percent).

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Trapping: Strongly approve	6	9	4	4	4
2017 Trapping: Strongly approve	4	2	8	3	3
2018 Trapping: Strongly approve	3	2	2	1	1
2015 Trapping: Moderately approve	33	32	29	7	6
2017 Trapping: Moderately approve	33	30	31	8	9
2018 Trapping: Moderately approve	30	26	41	9	8
2015 Trapping: Neither approve/disapprove	30	29	30	54	54
2017 Trapping: Neither approve/disapprove	36	38	43	56	56
2018 Trapping: Neither approve/disapprove	35	38	21	53	58
2015 Trapping: Moderately disapprove	17	20	17	19	13
2017 Trapping: Moderately disapprove	17	20	11	17	19
2018 Trapping: Moderately disapprove	18	19	20	23	22
2015 Trapping: Strongly disapprove	14	10	21	17	23
2017 Trapping: Strongly disapprove	10	10	8	17	14
2018 Trapping: Strongly disapprove	15	14	16	13	11

A majority of both moderate approvers and neutrals continue to support hunting for food, balanced populations and the protection of people and property. Reasons to hunt that revolve around the activity as a “sport” – for example, hunting as a family activity or for recreation – are generally supported by fewer than 4 in 10 moderate approvers and neutrals.

<i>To what level do you approve or disapprove of the following motivations for legal, regulated hunting: % Agree</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 For food	94	92	94	62	67
2017 For food	93	92	95	69	66
2018 For food	92	91	94	67	67

<i>To what level do you approve or disapprove of the following motivations for legal, regulated hunting:</i>	Statewide Moderately Approve of Hunting	Southeast MI Moderately Approve of Hunting	West MI Moderately Approve of Hunting	Statewide Neither Approve nor Disapprove of Hunting	Southeast Neither Approve nor Disapprove of Hunting
<i>% Agree</i>	%	%	%	%	%
2015 To maintain wildlife populations in balance with their habitat	89	89	87	51	56
2017 To maintain wildlife populations in balance with their habitat	86	83	87	55	55
2018 To maintain wildlife populations in balance with their habitat	84	85	82	50	47
2015 To protect property, including livestock, crops and plantings, from damage by wildlife	82	81	81	50	53
2017 To protect property, including livestock, crops and plantings, from damage by wildlife	80	74	83	62	62
2018 To protect property, including livestock, crops and plantings, from damage by wildlife	79	78	84	61	60
2015 To protect people from harm	79	81	75	61	64
2017 To protect people from harm	82	81	79	71	74
2018 To protect people from harm	77	82	74	68	70
2015 For a family activity	40	39	43	18	22
2017 For a family activity	38	36	34	22	25
2018 For a family activity	39	37	36	21	21
2015 For recreation	36	39	32	19	25
2017 For recreation	37	36	38	21	17
2018 For recreation	34	39	37	25	27
2015 For the challenge	29	28	30	13	20
2017 For the challenge	25	19	30	14	17
2018 For the challenge	19	16	31	12	18
2015 For a trophy	14	17	8	12	16
2017 For a trophy	13	14	12	9	8
2018 For a trophy	11	11	9	11	12

REGULATION OF HUNTING AND FISHING

About 7 in 10 moderate approvers and neutrals in Michigan say they know little to nothing about hunting regulations in the state. One in 5 moderate approvers and neutrals say they are somewhat knowledgeable about hunting regulations.

<i>How knowledgeable are you on the current hunting regulations in Michigan?</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Extremely knowledgeable	2	2	1	3	3
2018 Extremely knowledgeable	3	3	2	3	1
2017 Moderately knowledgeable	12	10	14	8	7
2018 Moderately knowledgeable	10	10	7	8	11
2017 Somewhat knowledgeable	19	17	15	18	17
2018 Somewhat knowledgeable	19	15	23	19	14
2017 Slightly knowledgeable	25	23	25	16	13
2018 Slightly knowledgeable	25	26	25	17	14
2017 Not at all knowledgeable	43	48	46	55	60
2018 Not at all knowledgeable	43	46	43	53	60

Despite the limited knowledge of regulations, 4 in 10 moderate approvers are OK with current regulations, while about one-third believe hunting should be legal but are not sure if the current regulations are good enough, too strict or too lenient. Unlike previous years, neutrals are significantly less likely to be OK with current regulations (27 percent in 2018 vs. 41 percent in 2015) and more likely to favor stricter regulations than they had previously (27 percent in 2018 vs. 14 percent in 2015). However, most neutrals still say hunting should be legal, but they are unclear about current regulations (36 percent).

<i>Thinking about HUNTING, would you say hunting in Michigan should be:</i> % Agree	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Legal, with less strict regulations than now	8	8	8	4	2
2017 Legal, with less strict regulations than now	7	5	9	8	5
2018 Legal, with less strict regulations than now	7	4	8	8	4
2015 Legal, with the same level of regulations as now	47	45	44	41	42
2017 Legal, with the same level of regulations as now	47	45	45	34	42
2018 Legal, with the same level of regulations as now	40	44	34	27	32
2015 Legal, with more strict regulations than now	19	20	20	14	13
2017 Legal, with more strict regulations than now	16	20	15	21	12
2018 Legal, with more strict regulations than now	19	17	26	27	22
2015 Legal, but I'm unclear about current regulations	26	27	28	39	40
2017 Legal, but I'm unclear about current regulations	30	30	30	36	39
2018 Legal, but I'm unclear about current regulations	34	35	32	36	39
2015 Illegal	0	0	0	2	2
2017 Illegal	1	1	1	1	2
2018 Illegal	0	0	0	3	3

Knowledge on and perspectives of fishing regulation are very similar to hunting. Most moderate approvers and neutrals – about 7 in 10 – do not know much.

<i>How knowledgeable are you on the current fishing regulations in Michigan?</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Extremely knowledgeable	2	2	3	3	6
2018 Extremely knowledgeable	4	6	4	3	0
2017 Moderately knowledgeable	11	11	12	7	8
2018 Moderately knowledgeable	12	11	16	5	6
2017 Somewhat knowledgeable	16	15	11	20	17
2018 Somewhat knowledgeable	16	13	8	20	14
2017 Slightly knowledgeable	30	25	31	17	17
2018 Slightly knowledgeable	27	26	24	14	12
2017 Not at all knowledgeable	41	47	43	53	52
2018 Not at all knowledgeable	41	44	48	58	68

As with hunting, even though most people have very limited knowledge of regulations, close to half of moderate approvers of hunting believe the current fishing regulations are enough (47 percent), while a third of respondents (33 percent) believe fishing should be legal but are unclear about current regulations. Neutrals are more likely to say they are unclear about regulations (40 percent) and then that current regulations are enough (28 percent). One in 5 neutral believes that fishing regulations need to be more strict than they currently are. Neutrals in 2015 were far more likely to say they were OK with current regulations (47 percent in 2015 vs. 28 percent in 2018), possibly indicating that this audience is growing more interested or more concerned about conservation topics such as fishing regulations.

<i>Thinking about FISHING, would you say fishing in Michigan should be:</i> % Agree	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Legal, with less strict regulations than now	13	14	10	10	13
2017 Legal, with less strict regulations than now	11	9	9	13	8
2018 Legal, with less strict regulations than now	10	11	6	9	3
2015 Legal, with the same level of regulations as now	54	52	55	47	49
2017 Legal, with the same level of regulations as now	52	53	56	43	47
2018 Legal, with the same level of regulations as now	47	45	43	28	30
2015 Legal, with more strict regulations than now	11	12	10	12	13
2017 Legal, with more strict regulations than now	8	9	6	8	6
2018 Legal, with more strict regulations than now	9	9	10	21	25
2015 Legal, but I'm unclear about current regulations	22	21	25	28	21
2017 Legal, but I'm unclear about current regulations	29	29	29	36	39
2018 Legal, but I'm unclear about current regulations	33	34	38	40	42
2015 Illegal	1	1	0	3	4
2017 Illegal	0	1	0	0	0
2018 Illegal	1	1	2	1	0

FAVORABILITY TOWARD HUNTERS, ANGLERS AND TRAPPERS

Overall, people are more favorably disposed toward the activity of hunting than the people who hunt. Moderate approvers of hunting continue to be split between neutrality (37 percent) and viewing hunters somewhat favorably (44 percent), as in previous years. Interestingly, 1 in 10 moderate approvers of hunting views hunters very favorably.

Respondents who are neutral about approving or disapproving of hunting are also largely neutral when it comes to an opinion on hunters (59 percent), particularly those living in Southeast Michigan (72 percent).

<i>Please indicate your view about the people who engage in the following activities...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Hunting: Very favorable	13	14	11	5	3
2017 Hunting: Very favorable	14	14	10	7	3
2018 Hunting: Very favorable	10	8	6	12	5
2015 Hunting: Somewhat favorable	42	40	38	21	28
2017 Hunting: Somewhat favorable	40	32	45	21	24
2018 Hunting: Somewhat favorable	44	41	46	16	15
2015 Hunting: Neither favorable nor unfavorable	35	35	42	62	56
2017 Hunting: Neither favorable nor unfavorable	34	40	31	59	61
2018 Hunting: Neither favorable nor unfavorable	37	41	41	59	72
2015 Hunting: Somewhat unfavorable	9	11	8	12	12
2017 Hunting: Somewhat unfavorable	10	12	14	10	9
2018 Hunting: Somewhat unfavorable	7	7	7	11	7
2015 Hunting: Very unfavorable	1	1	1	1	2
2017 Hunting: Very unfavorable	2	3	0	3	3
2018 Hunting: Very unfavorable	3	4	0	3	1

Views on anglers are generally more favorable than on hunters. Three-quarters of moderate approvers are favorable toward anglers, while 43 percent of neutrals are favorable toward anglers. However, more than half of neutrals toward hunting are also neutral toward anglers (54 percent), while close to 1 in 4 (23 percent) moderate approvers of hunting is neutral toward anglers.

<i>Please indicate your view about the people who engage in the following activities...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Fishing: Very favorable	24	28	23	20	20
2017 Fishing: Very favorable	24	27	19	21	17
2018 Fishing: Very favorable	26	25	22	19	12
2015 Fishing: Somewhat favorable	52	52	50	29	32
2017 Fishing: Somewhat favorable	47	44	49	25	32
2018 Fishing: Somewhat favorable	50	49	53	24	25
2015 Fishing: Neither favorable nor unfavorable	23	20	24	48	43
2017 Fishing: Neither favorable nor unfavorable	28	28	31	53	49
2018 Fishing: Neither favorable nor unfavorable	23	26	25	54	58
2015 Fishing: Somewhat unfavorable	1	0	4	2	3
2017 Fishing: Somewhat unfavorable	1	0	1	1	2
2018 Fishing: Somewhat unfavorable	1	0	1	2	5
2015 Fishing: Very unfavorable	0	1	0	1	2
2017 Fishing: Very unfavorable	0	1	0	0	0
2018 Fishing: Very unfavorable	1	1	0	1	0

Trappers continue to be viewed least favorably, with only 1 in 5 moderate approvers of hunting viewing trappers favorably and only 12 percent of neutrals expressing a favorable opinion of trappers. Close to half of moderate approvers (44 percent) hold an unfavorable view of trappers, while 35 percent are neutral.

<i>Please indicate your view about the people who engage in the following activities...</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Trapping: Very favorable	6	6	3	3	3
2017 Trapping: Very favorable	5	6	2	6	4
2018 Trapping: Very favorable	4	3	4	4	3
2015 Trapping: Somewhat favorable	16	17	9	7	13
2017 Trapping: Somewhat favorable	17	14	23	8	7
2018 Trapping: Somewhat favorable	17	14	20	8	6
2015 Trapping: Neither favorable nor unfavorable	33	31	33	52	46
2017 Trapping: Neither favorable nor unfavorable	35	33	40	45	50
2018 Trapping: Neither favorable nor unfavorable	35	39	34	44	53
2015 Trapping: Somewhat unfavorable	27	27	34	21	20
2017 Trapping: Somewhat unfavorable	24	27	17	23	18
2018 Trapping: Somewhat unfavorable	24	27	23	25	25
2015 Trapping: Very unfavorable	19	19	22	17	18
2017 Trapping: Very unfavorable	19	21	18	19	20
2018 Trapping: Very unfavorable	20	17	20	18	14

MEANINGFUL MESSAGES ABOUT HUNTING AND FISHING

The “future generations” message continues to resonate as the most meaningful for moderate approvers and neutrals across the state. However, between 2015 and 2018, the preference for the “future generations” message has declined for both groups and significantly for moderate approvers. The decline in meaningfulness is particularly strong in Southeast Michigan among moderate approvers, where 40 percent had ranked the “future generations” message as most meaningful in 2015 and in 2018 only 24 percent did so.

The message about “70,000 jobs” also experienced a decline in meaningfulness. In 2015, 12 percent of moderate approvers said the message was most meaningful to them, but in 2018 only half as many – 6 percent – found it to be the most meaningful. Similarly, in 2017 close to 1 in 5 neutrals found the jobs message to be the most meaningful, but in 2018 only 9 percent felt similarly.

The message “hunting and fishing license purchases fund activities to protect Michigan’s lakes and forests” saw the most significant increase in meaningfulness to moderate approvers (18 percent in 2018 vs. 7 percent in 2015). Additionally, the meaningfulness of the message quadrupled among Southeast moderate approvers (20 percent vs. 5 percent in 2015). The message about hunters and anglers being the largest funders of wildlife protection was three times as meaningful to moderate approvers statewide, in Southeast and in West Michigan when compared to 2017.

<i>Rank the following statements with 1 being the most meaningful and 5 being the least meaningful to you – FIRST Choice</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Wildlife management ensures wildlife will be around for future generations	40	40	43	27	27
2017 Wildlife management ensures wildlife will be around for future generations	31	31	26	26	23
2018 Wildlife management ensures wildlife will be around for future generations	24	24	33	24	29
2015 Keeps wildlife populations from becoming too large	16	16	13	16	20
2017 Keeps wildlife populations from becoming too large	14	14	13	9	10
2018 Keeps wildlife populations from becoming too large	14	15	8	10	9
2015 Supports more than 70,000 jobs in Michigan	12	10	10	13	11
2017 Supports more than 70,000 jobs in Michigan	11	13	13	19	21
2018 Supports more than 70,000 jobs in Michigan	6	10	4	9	14
2015 Generates more than \$5 billion in revenue for Michigan every year	10	13	10	12	6
2017 Generates more than \$5 billion in revenue for Michigan every year	8	11	10	9	8
2018 Generates more than \$5 billion in revenue for Michigan every year	10	10	8	16	18

<i>Rank the following statements with 1 being the most meaningful and 5 being the least meaningful to you – FIRST Choice</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	7	5	8	11	15
2017 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	15	15	18	14	19
2018 Hunting and fishing license purchases fund activities to protect Michigan's lakes and forests	18	20	12	11	12
2015 Hunters and fishermen are the largest funders of wildlife protection in Michigan	5	7	3	5	6
2017 Hunters and fishermen are the largest funders of wildlife protection in Michigan	4	3	5	8	8
2018 Hunters and fishermen are the largest funders of wildlife protection in Michigan	12	9	16	8	3
2015 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	4	5	2	6	7
2017 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	7	6	5	7	7
2018 Hunters and fishermen are the largest funders of habitat preservation and restoration work in Michigan	7	8	4	8	6
2015 Hunting and fishing license purchases help fund trails, wildlife viewing areas and other outdoor areas	8	5	11	10	8
2017 Hunting and fishing license purchases help fund trails, wildlife viewing areas and other outdoor areas	10	8	10	9	4
2018 Hunting and fishing licenses purchases help fund trails, wildlife viewing areas and other outdoor areas	8	4	16	16	10

CREDIBILITY

About one-third of moderate approvers and one-quarter of neutrals are at least slightly familiar with the Michigan Wildlife Council following the two years of the council’s “Here. For Generations.” campaign.

<i>How familiar are you with the Michigan Wildlife Council?</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Extremely familiar	0	1	0	1	1
2018 Extremely familiar	2	3	4	1	0
2017 Moderately familiar	5	6	3	4	3
2018 Moderately familiar	4	4	3	3	4
2017 Somewhat familiar	10	10	5	9	13
2018 Somewhat familiar	8	10	9	12	10
2017 Slightly familiar	17	17	18	10	11
2018 Slightly familiar	21	22	13	14	10
2017 Not at all familiar	68	66	74	77	73
2018 Not at all familiar	65	62	72	71	77

Despite the limited familiarity with the Michigan Wildlife Council, about half of moderate approvers view the council as a credible source of information, while a third of neutrals say it is a credible source. Only about 1 in 10 moderate approvers viewed the Michigan Wildlife Council as not credible, with 4 in 10 neutral on its credibility. Neutrals are also most likely to be neutral on the credibility of the council (42 percent). The Michigan DNR remains the most credible source of information. Both the Michigan NRC and local environmental groups have gained in credibility among moderate approvers.

<i>How credible are the following sources of information on wildlife, hunting and outdoor recreation in Michigan?</i> <i>% Credible</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Michigan Department of Natural Resources (DNR)	69	65	65	52	46
2018 Michigan Department of Natural Resources (DNR)	70	69	75	50	54
2017 Michigan Natural Resources Commission (NRC)	48	44	41	41	40
2018 Michigan Natural Resources Commission (NRC)	56	58	59	32	33
2017 Michigan Wildlife Council	49	54	50	37	33
2018 Michigan Wildlife Council	48	49	54	35	31
2017 U.S. Humane Society	47	47	49	39	36
2018 U.S. Humane Society	48	47	52	46	48
2017 Local sportsmen's groups	27	24	22	17	13
2018 Local sportsmen's groups	25	23	31	15	15
2017 Local environmental groups	36	32	34	25	21
2018 Local environmental groups	42	40	52	28	24

CAMPAIGN RECALL

Moderate approvers of hunting were twice as likely to recall seeing a campaign about wildlife, wildlife management or hunting and fishing as those who are neutral toward hunting. Moderate approvers in Southeast Michigan were also more likely to recall a campaign than moderate approvers in West Michigan, which is logical given the campaign paid media spend and frequency were greater in 2018 there.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 YES: Do you recall seeing or hearing a campaign about wildlife and/or wildlife management in Michigan in the past 12 months?	14	11	21	7	6
2018 YES: Do you recall seeing or hearing a campaign about wildlife and/or wildlife management in Michigan in the past 12 months?	17	21	13	7	6
2017 YES: Do you recall seeing or hearing a campaign about hunting and fishing in Michigan in the past 12 months?	13	13	16	5	6
2018 YES: Do you recall seeing or hearing a campaign about hunting and fishing in Michigan in the past 12 months?	16	15	12	6	7
2017 YES: Have you read any articles or seen any interviews about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months?	14	14	13	11	15
2018 YES: Have you read any articles or seen any interviews about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months?	15	15	14	7	10

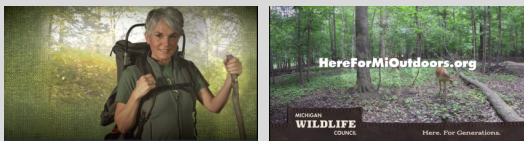
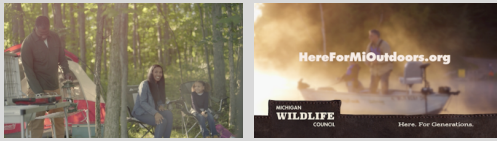

<i>YES: Where did you see or hear a story about wildlife management, species restoration or other work being performed to benefit Michigan's wildlife and natural resources in the past 12 months?</i>	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2017 Television	48	*	*	*	*
2018 Television	57	*	*	*	*
2017 Local news segment	31	*	*	*	*
2018 Local news segment	28	*	*	*	*
2017 Newspaper	34	*	*	*	*
2018 Newspaper	26	*	*	*	*
2017 Website	17	*	*	*	*
2018 Website	15	*	*	*	*
2017 Social media	17	*	*	*	*
2018 Social media	23	*	*	*	*
2017 Online newspaper	16	*	*	*	*
2018 Online newspaper	12	*	*	*	*
2017 Radio	19	*	*	*	*
2018 Radio	22	*	*	*	*
2017 Billboard	4	*	*	*	*
2018 Billboard	19	*	*	*	*
2017 Online TV (Hulu, Roku, Sling, etc.)	2	*	*	*	*
2018 Online TV (Hulu, Roku, Sling, etc.)	14	*	*	*	*

About 1 in 10 moderate approvers recalls the Michigan Wildlife Council’s “Here. For Generations.” campaign without any additional information or visuals. Neutrals were just as likely to recall the council’s campaign without assistance as moderate approvers in 2018.

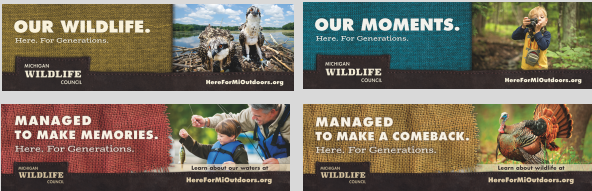

Television was by far the most remembered source of recall for the campaign, with 7 in 10 of those who recalled the campaign without assistance claiming to recall it from TV.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
<i>2017 Do you recall seeing or hearing any advertising from the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?</i>	Yes 9%	Yes 9%	Yes 13%	Yes 4%	Yes 3%
2018 Do you recall seeing or hearing any advertising from the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?	Yes 9%	Yes 10%	Yes 10%	Yes 9%	Yes 9%
<i>Where did you recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign? Check all that apply.</i>	Yes %				
2017 Television	71	*	*	*	*
2018 Television	70	*	*	*	*
2017 Radio	31	*	*	*	*
2018 Radio	23	*	*	*	*
2017 Billboard	20	*	*	*	*
2018 Billboard	11	*	*	*	*
2017 Local news segment	19	*	*	*	*
2018 Local news segment	11	*	*	*	*
2017 Social media	14	*	*	*	*
2018 Social media	26	*	*	*	*
2017 Newspaper	12	*	*	*	*
2018 Newspaper	3	*	*	*	*
2017 Online TV (Hulu, Roku, Sling, etc.)	13	*	*	*	*
2018 Online TV (Hulu, Roku, Sling, etc.)	8	*	*	*	*
2017 Website	0	*	*	*	*
2018 Website	3	*	*	*	*
2017 Online ad	6	*	*	*	*
2018 Online ad	3	*	*	*	*

About 1 in 10 moderate and neutral approvers recalled seeing the 2018 video spot in the past year, a slight decline from 2017. However, the 2018 survey was conducted slightly later in the year (September) rather than during July, as the previous surveys, which is the peak campaign paid media run.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
<p>2017 Do you recall having seen this television ad within the past 12 months?</p>  <p>2016 TV ad</p>	<p>Yes 12</p>	<p>Yes 11</p>	<p>Yes 16</p>	<p>Yes 8</p>	<p>Yes 5</p>
	<p>No 88</p>	<p>No 90</p>	<p>No 84</p>	<p>No 92</p>	<p>No 95</p>
<p>2017 Do you recall having seen this television ad within the past 12 months?</p>  <p>2017 TV ad</p>	<p>Yes 15</p>	<p>Yes 14</p>	<p>Yes 23</p>	<p>Yes 11</p>	<p>Yes 10</p>
	<p>No 85</p>	<p>No 86</p>	<p>No 77</p>	<p>No 90</p>	<p>No 90</p>
<p>2018 Do you recall having seen this television ad within the past 12 months?</p>  <p>2018 TV ad</p>	<p>Yes 9</p>	<p>Yes 9</p>	<p>Yes 12</p>	<p>Yes 10</p>	<p>Yes 13</p>
	<p>No 91</p>	<p>No 91</p>	<p>No 88</p>	<p>No 90</p>	<p>No 87</p>

Recall of billboards was down slightly for moderate approvers year over year. Aided recall of the “Here. For Generations.” campaign was down significantly among moderate approvers statewide (7 percent in 2018 vs. 16 percent in 2017), driven primarily by much lower recall among West Michigan moderate approvers (3 percent vs. 23 percent). The falls in aided recall of the campaign resulted in a significant decrease in overall (aided plus unaided) recall among moderate approvers statewide and in West Michigan. Neutrals were more likely to recall the campaign in 2018 than in 2017.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
<p>2017 Have you seen any of the following or similar billboard ads in the past 12 months?</p> 	<p>Yes 14</p>	<p>Yes 11</p>	<p>Yes 17</p>	<p>Yes 12</p>	<p>Yes 10</p>
	<p>No 86</p>	<p>No 89</p>	<p>No 83</p>	<p>No 88</p>	<p>No 90</p>
<p>2018 Have you seen any of the following or similar billboard ads in the past 12 months?</p> 	<p>Yes 10</p>	<p>Yes 11</p>	<p>Yes 9</p>	<p>Yes 11</p>	<p>Yes 9</p>
	<p>No 90</p>	<p>No 89</p>	<p>No 91</p>	<p>No 89</p>	<p>No 91</p>
<p>2017 Do you now recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?</p>	<p>16</p>	<p>12</p>	<p>23</p>	<p>7</p>	<p>4</p>
<p>2018 Do you now recall seeing or hearing the Michigan Wildlife Council's "Here. For Generations." campaign in the past 12 months?</p>	<p>7</p>	<p>11</p>	<p>3</p>	<p>7</p>	<p>7</p>
<p>2017 – Unaided + Aided Campaign Recall</p>	<p>25</p>	<p>21</p>	<p>32</p>	<p>10</p>	<p>6</p>
<p>2018 – Unaided + Aided Campaign Recall</p>	<p>16</p>	<p>20</p>	<p>13</p>	<p>16</p>	<p>15</p>

PROFILE OF MODERATE APPROVERS AND NEUTRALS

The following table profiles the key demographics of the target audience of moderate approvers and neutrals toward hunting.

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Male	44	44	51	42	46
2017 Male	47	47	43	40	39
2018 Male	45	47	43	36	33
2015 Female	56	56	49	58	54
2017 Female	53	53	57	60	61
2018 Female	55	53	57	64	67
2015 Age: 18–34	41	45	37	44	39
2017 Age: 18–34	31	29	36	36	34
2018 Age: 18–34	31	29	48	33	33
2015 Age: 35–54	35	31	39	32	26
2017 Age: 35–54	32	35	26	37	44
2018 Age: 35–54	30	29	30	29	32
2015 Age: 55+	24	24	24	25	35
2017 Age: 55+	37	36	39	27	23
2018 Age: 55+	39	42	22	38	35
<i>2015 Mean age in years</i>	<i>41</i>	<i>40</i>	<i>41</i>	<i>40</i>	<i>43</i>
<i>2017 Mean age in years</i>	<i>46</i>	<i>46</i>	<i>46</i>	<i>43</i>	<i>44</i>
<i>2018 Mean age in years</i>	<i>47</i>	<i>48</i>	<i>42</i>	<i>46</i>	<i>46</i>

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 White	78	69	83	71	66
2017 White	76	65	83	64	55
2018 White	74	66	83	61	50
2015 Asian	4	5	1	7	13
2017 Asian	3	6	3	5	1
2018 Asian	2	3	2	9	12
2015 Native American	0	0	0	1	0
2017 Native American	1	1	0	0	0
2018 Native American	1	3	0	0	0
2015 African-American	13	20	12	18	20
2017 African-American	13	21	6	24	37
2018 African-American	17	23	3	27	34
2015 Hispanic/Latino	5	6	4	4	2
2017 Hispanic/Latino	6	6	9	7	7
2018 Hispanic/Latino	7	6	12	3	4

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Currently reside: Urban	26	24	36	22	31
2017 Currently Reside: Urban	25	26	25	25	29
2018 Currently Reside: Urban	21	22	27	32	28
2015 Currently reside: Suburban	50	67	36	56	59
2017 Currently reside: Suburban	51	62	46	48	57
2018 Currently reside: Suburban	58	68	55	54	63
2015 Currently reside: Rural	24	9	27	21	11
2017 Currently reside: Rural	23	11	30	26	14
2018 Currently reside: Rural	20	10	18	12	9
2015 Currently reside: Farm	1	0	1	1	0
2017 Currently reside: Farm	1	1	0	1	0
2018 Currently reside: Farm	0	0	0	1	0

2015 Grew up in: Urban	28	31	32	30	47
2017 Grew up in: Urban	26	32	20	39	50
2018 Grew up in: Urban	25	29	20	32	40
2015 Grew up in: Suburban	47	59	36	44	41
2017 Grew up in: Suburban	44	50	41	39	43
2018 Grew up in: Suburban	51	55	48	51	58
2015 Grew up in: Rural	22	9	27	22	8
2017 Grew up in: Rural	24	16	32	20	4
2018 Grew up in: Rural	20	14	25	11	3
2015 Grew up in: Farm	3	1	5	4	4
2017 Grew up in: Farm	5	2	7	3	3
2018 Grew up in: Farm	4	2	8	6	0

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Yes, spent leisure time in northern Michigan	79	76	77	67	65
2017 Yes, spent leisure time in northern Michigan	76	72	75	56	45
2018 Yes, spent leisure time in northern Michigan	82	79	78	54	52
2015 No, have not spent leisure time in northern Michigan	22	25	24	33	35
2017 No, have not spent leisure time in northern Michigan	24	28	25	45	55
2018 No, have not spent leisure time in northern Michigan	18	21	22	46	48
2015 Registered voter: Yes	87	87	86	86	88
2017 Registered voter: Yes	92	93	93	82	89
2018 Registered voter: Yes	93	92	88	79	84
2015 Registered voter: No	13	13	14	15	12
2017 Registered voter: No	8	7	7	18	11
2018 Registered voter: No	7	8	12	21	16
2015 Republican	24	24	19	15	11
2017 Republican	25	28	29	11	11
2018 Republican	24	25	15	16	21
2015 Democrat	41	43	45	44	46
2017 Democrat	37	40	21	55	58
2018 Democrat	45	46	57	38	31
2015 Independent	33	32	32	39	41
2017 Independent	37	30	48	34	31
2018 Independent	30	29	26	44	49

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Married	48	42	46	45	45
2017 Married	48	52	45	44	40
2018 Married	48	46	44	47	46
2015 Not married, living with someone	12	13	13	8	12
2017 Not married, living with someone	9	8	12	8	8
2018 Not married, living with someone	10	8	15	10	11
2015 Single	29	35	27	36	29
2017 Single	28	30	23	42	45
2018 Single	28	34	25	32	33
2015 Divorced/widowed/separated	12	10	14	11	14
2017 Divorced/widowed/separated	15	10	20	7	7
2018 Divorced/widowed/separated	13	12	16	12	10

	Statewide Moderately Approve of Hunting %	Southeast MI Moderately Approve of Hunting %	West MI Moderately Approve of Hunting %	Statewide Neither Approve nor Disapprove of Hunting %	Southeast Neither Approve nor Disapprove of Hunting %
2015 Southeast Michigan	45	100	0	51	100
2017 Southeast Michigan	49	100	0	57	100
2018 Southeast Michigan	53	100	0	53	100
2015 Flint/Saginaw/Bay City	10	0	0	7	0
2017 Flint/Saginaw/Bay City	13	0	0	14	0
2018 Flint/Saginaw/Bay City	11	0	0	14	0
2015 Grand Rapids/Kalamazoo/Battle Creek	26	0	100	34	0
2017 Grand Rapids/Kalamazoo/Battle Creek	24	0	100	13	0
2018 Grand Rapids/Kalamazoo/Battle Creek	18	0	100	19	0
2015 Central Michigan	8	0	0	6	0
2017 Central Michigan	7	0	0	4	0
2018 Central Michigan	8	0	0	8	0
2015 Northern Michigan/U.P.	11	0	0	3	0
2017 Northern Michigan/U.P.	8	0	0	12	0
2018 Northern Michigan/U.P.	10	0	0	7	0