

## STUDY PERFORMANCE REPORT

State: Michigan

Project No.: F-80-R-2

Study No.: 508

Title: A profile of Michigan anglers: preferences, market segments and expenditures.

Period Covered: October 1, 2000 - September 30, 2001

**Study Objective:** (1) Summarize recent survey information on the preferences and activities of Michigan resident anglers; (2) Develop market segments for Michigan anglers; (3) Estimate fishing trip-related expenditures by Michigan anglers; and (4) Use the survey data to produce information that can enhance the design of future angler survey efforts.

**Summary:** This study was amended in 2000-01 to extend the study two years. During 2000-01 a research associate was hired and substantial progress has been made. Jobs 1 and 2 have been completed. The project is on-track for completion of jobs 3 to 5 in 2001-02.

**Job 1. Title: Code and analyze as yet uncoded survey data.**

**Findings:** Job completed. Jobs 4 and 5 will use the outcomes from this job.

**Job 2 Title: Tabulate summaries and crosstabs for all the survey data.**

**Findings:** This job is complete. Jobs 4 and 5 will use the outcomes from this job.

**Job 3 Title: Identify potential market segmenting variables.**

**Findings:** Previous studies have been reviewed to identify potential segmenting variables that are available in the current data set. Key segmenting variables will include species targeted and water bodies fished at. No barriers are currently foreseen that would prevent this job from being completed in 2001-2002 as scheduled in the 2000 amendment.

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Date: September 30, 2001