

STUDY PERFORMANCE REPORT

State: Michigan

Project No.: F-80-R-3

Study No.: 508

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

Period Covered: October 1, 2001 - September 30, 2002

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 2002-03 to extend Jobs 4 and 5 into 2002-03. Jobs 1 to 3 are complete. The project is on-track for completion of Jobs 4 to 6 in 2002-03.

Findings: Jobs 3, 4, 5, and 6 were scheduled for 2001-02, and progress is reported below.

Job 3 Title: Identify potential market segmenting variables.—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. Meetings with some basin team members have helped define other potential segments. Reporting on outcomes of this task has begun and will be completed in 2002-3 as a part of Job 6 tasks and products for 2002-3.

Job 4 Title: Program statistical routines and estimate models for the market segments.—The software and statistical routines for this job (Limdep and Gauss) are in place and have been learned. Estimation continues. The study schedule was amended to extend this job into 2002-2003. No barriers to the completion of this job in 2002-03 are foreseen. Reporting on outcomes of this will be completed in 2002-3 as a part of Job 6 tasks and products for 2002-3.

Job 5 Title: Relate angler expenditures to market segments.—This job is underway but remains incomplete. The study schedule was amended to extend this job into 2002-2003. No barriers to the completion of this job in 2002-03 are foreseen.

Job 6 Title: Prepare reports and publish findings.—This report was prepared.

Prepared by: Frank Lupi

Date: September 30, 2002