

STUDY PERFORMANCE REPORT

State: Michigan

Project No.: F-80-R-1

Study No.: 508

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

Period Covered: October 1, 1999 - September 30, 2000

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. The project requires a graduate student assistant. In 1999, individuals from several different departments at Michigan State University were interviewed for the position. However, a suitable candidate was not identified. Difficulties finding an adequately qualified research assistant were partly due to the limited number of available graduate assistants when the initial funding was received. Finally, the study will be extended one year to accommodate editing and finishing of the final report by Research Administration in 2003-04.

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

Findings: During the reporting period, progress on this job was limited because a suitable research assistant was not available.

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

Findings: During the reporting period, progress on this job was limited because a suitable research assistant was not available.

Job 3 Title: Identify potential market segmenting variables.

Findings: A review of the literature on recreational market segments, as well as a review of related literature on the economics and human dimensions of recreational fishing, was initiated. Studies have been collected to determine key market segmenting variables found to be effective in previous studies. Progress in linking the previous studies to the variables that are available in the current data set was limited because a suitable research assistant was not available.

Job 4 Title: Program statistical routines and estimate the Multinomial Probit models for the market segments.

Findings: No progress was made on this job in 1999-00. The study schedule was amended to reflect a more appropriate timing for this job, which is scheduled for 2001-02 in the amended study.

Job 5 Title: Relate angler expenditures to market segments.

Findings: No progress was made on this job in 1999-00. The study schedule was amended to reflect a more appropriate timing for this job, which is scheduled for 2001-02 in the amended study.

Job 6 Title: Prepare reports and publish findings.

Findings: This report was prepared on schedule.

Prepared by: Frank Lupi
Date: September 30, 2000