

STUDY PERFORMANCE REPORT

State: Michigan

Project No.: F-81-R-3

Study No.: 697

Title: Fisheries Stewardship and Heritage Outreach/Research (SHOR) Initiative: A Five Year Plan for Baseline and Longitudinal Research on Angling Involvement and Associated Fisheries and Aquatic Stewardship Activities in Michigan

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

Study Objectives: 1) Develop an annual, baseline reporting system to track demographic segments represented (and not represented) in the Michigan angling and fisheries stewardship populations, by using the computerized point-of-sale license database and other statewide databases. 2) Examine Michigan angler/stewardship population dynamics, including recruitment rates, retention rates, and other population parameters, using descriptive and analytical techniques commonly employed in basic fisheries population analysis and demography. 3) Design longitudinal research, using the computerized point-of-sale database, to examine the role of educational program interventions in early angling recruitment retention, and stewardship development, particularly among teenage, pre-license Michigan youth. 4) Evaluate effectiveness of other fisheries and aquatic stewardship communications/outreach tools and/or programs specifically designed for targeted audiences.

Summary: To date we have identified (through MDNR Wildlife Division) parameters and methodologies used in preparing a baseline report to describe hunter recruitment and retention through a license sales database. Working with MDNR Fisheries staff, we have established comparable parameters, such as license types, age, gender, etc., in the fishing license sales database that can be used for creating a baseline report describing angler recruitment and retention. We have acquired data from the angler license sales database, and are currently in the process of sorting, analyzing, and reporting trends in angler recruitment and retention. A summary of this process has been reported to the MDNR Fisheries Research team. Parallel to our initial data sorting, we are identifying and communicating with both state (Michigan Department of Natural Resources and Michigan State University) and national (Ohio Department of Natural Resources, Recreational Boating and Fishing Foundation, etc.) contacts that will serve on a working group to establish population parameters and baseline data which will be monitored.

Findings: Jobs 1, 2, 3, and 4 were scheduled for 2001-02, and progress is reported below.

Job 1. Title: Convene a working group consisting of University faculty, Fisheries Division and Research Institute staff, and others from MDNR and MSU (including demographers and population analysts.)—We have identified potential candidates for such a working group, including: Roger Parsons, Information Systems analyst for MDNR Fisheries (pending departmental restructuring); Gary Towns, chairing the Recreational Fisheries Committee within MDNR Fisheries; and Dr. Frank Lupi, Michigan State University.

On a national level, Ohio State University (working in conjunction the Recreational Boating and Fishing Foundation (RBFF)) may provide ideas and support for a working group in Michigan. Moreover, the RBFF is in the process of convening working groups of several states who are currently doing work similar to Michigan in recruiting and retaining anglers.

Job 2. Title: Decide on population parameters to monitor, and decide on baseline data to gather regarding various types of fisheries and aquatic resource stewards (e.g., age, sex, time in the angling population, type of license purchased, other contact with Fisheries Division and/or MDNR), and determine how these parameters will be monitored using the computerized point-of-sale license database and/or other Fisheries Division “steward” databases.—Variables or parameters identified to be used in fisheries baseline report, include: Total licenses (described yearly, by region, and by license type), gender (described yearly, by region, and by license type), age (by birthdate, and described yearly, by region, and by license type), License Types purchased (described by: Restricted (17+), All Species (17+), Young Angler / Voluntary (12-16 yrs), Senior -Restricted, and Senior -All Species), and finally, regions (described possibly by MDNR Watershed Management Units utilizing GIS technologies).

Angler participation will include the total number of people (both residents and nonresidents) that purchased a license, based on both the database and historic data. However, participation will be more specifically described by Michigan residents (males, females, and both sexes combined) compared against age in each year. Participation will be broken down by 1) all license types, and 2) by each individual license type.

Angler Retention will be described in anglers that purchased licenses during each year shown proportionally by age. Described by males, females, and both sexes combined for: 1) those purchasing during two year periods (e.g. 1997 and 1998; 1998 and 1999; etc.); 2) those purchasing during three consecutive years; and 3) possibly (but not likely), those purchasing across longer consecutive year periods.

Job 3. Title: Decide on report format, as well as production timeline, which coincides with Fisheries Division informational needs.—We are currently in the process of sorting, analyzing, and reporting data retrieved from the point-of-sales angler license database. Formal reporting is expected by the spring of 2003.

Job 4. Title: Produce and distribute information compiled as a Fisheries Division Special Report, and as a brief popular publication.—Anticipated for Winter/Spring 2003