

STUDY PERFORMANCE REPORT

State: Michigan

Project No.: F-81-R-5

Study No.: 230697

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, 2003 to September 30, 2004

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: Working with MDNR Fisheries Division staff, we have identified methods to compile fishing license data from 1995-2003 for analysis for participation, recruitment and retention trends. Working with Roger Parsons, we acquired data from the statewide angler license computerized-point-of-sale database and sorted, analyzed, and graphed trends in angler recruitment and retention. We have the analysis completed and have drafted a baseline report describing angler recruitment and retention, parallel to the report issued in 2001 by the MDNR Wildlife Division describing hunting trends. We have identified parameters, such as license types, age, and gender in the annual fishing license sales database that will be used in future annual tracking reports to monitor angler recruitment and retention. We are identifying and communicating with both state (Michigan Department of Natural Resources, Michigan State University, and Ohio Department of Natural Resources) and national (Recreational Boating and Fishing Foundation, etc.) contacts which are serving on a working group to establish additional population parameters and baseline data which will be monitored. In 2004, substantial progress was made in reporting on study findings to the Fisheries Division Management Team, Division staff, and in meetings sponsored by the Recreational Boating and Fishing Foundation to offer fishing, boating and aquatic stewardship programs targeted at audiences in Southeast Michigan. Finally, we are beginning to draft a longitudinal research strategy using the database and other data sources to examine dynamics of long-term recruitment/retention and the role of educational program interventions.

Findings: Jobs 10 through 16 were scheduled for 2003-04, and progress is reported below.

Job 10. Title: Choose study sites for longitudinal study of angler participation. Preliminary work was done in 2004 in Southeast Michigan, in conjunction with the Southeast Michigan Partnership for Fishing, Boating and Aquatic Stewardship, facilitated with the Recreational Boating and

Fishing Foundation. We analyzed retention and participation data for southeast Michigan zip codes, and participated in educational events where we collected information to allow re-contact of participants and comparison with the angling license database. Main work will proceed on this job in 2005, as reflected in the project amendment already submitted to Fisheries Division.

Job 11. Title: Initiate a longitudinal study to assess the role of educational intervention on angler recruitment, retention and stewardship, by selecting panels of study participants and re-contacting these subjects once during the project year.– This job was not completed in 2003-04, due to the revised project timetable (due to PI's sabbatical and the delayed start of this 5 year project). See amendment submitted.

Job 12. Title: Summarize results.–Planned for 2004-2005, as shown in amendment submitted.

Job 13. Title: Continue year 2 of the longitudinal study by contacting the study panels for a second time, to determine lasting effectiveness of fisheries and aquatic stewardship programs.– Not completed, and planned for 2005-2006, as shown in amendment.

Job 14. Title: Analyze data for first two years of longitudinal study. Write final report. – Not completed, and planned for 2005-2006, as shown in amendment.

Job 15. Title: Prepare and update proposals for continuation of longitudinal research. Not completed, and planned for 2005-2006 as shown in amendment.

Job 16. Title. Publish report. Planned for 2005-2006.

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