MARKETING RESEARCH AND MESSAGING

38,484 total respondents
~29,664 complete responses
Fielded March 22-April 16, 2018
Survey invitation was deployed via all DNR email lists, via DNR Facebook posts and a paid Facebook promotion

Conducted in conjunction with GUD marketing
**MARKETING RESEARCH AND MESSAGING**

View as a likely threat to Michigan’s deer population?

- **Disease**: 74%
- **Harsh Winter Conditions**: 35%
- **Car Collisions**: 34%
- **Limited Food**: 27%
- **Other**: 20%
- **Too Much Hunting**: 18%

80% Concerned about CWD

**MARKETING RESEARCH AND MESSAGING**

How familiar with chronic wasting disease?

- Not At All Familiar: 12%
- Slightly Familiar: 16%
- Somewhat Familiar: 31%
- Moderately Familiar: 33%
- Extremely Familiar: 8%
How much of a threat is CWD to Michigan deer

- Major Threat: 29%
- Moderate Threat: 48%
- Minor Threat: 13%
- Not A Threat: 1%
- Don't Know: 9%
- Don't Know: 1%

Credible CWD Info Sources

- Michigan DNR: 82% Very + Moderately Credible, 11% Not at All Credible
- U.S. Fish and Wildlife Service: 73% Very + Moderately Credible, 12% Not Sure
- Wildlife-Specific Media: 62% Very + Moderately Credible, 27% Somewhat + Slightly Credible
- Conservation/Hunting Groups: 51% Very + Moderately Credible, 32% Somewhat + Slightly Credible
- USGS National…: 56% Very + Moderately Credible, 12% Somewhat + Slightly Credible
- CDC: 53% Very + Moderately Credible, 18% Not Sure
- Michigan Newspapers…: 25% Very + Moderately Credible, 55% Somewhat + Slightly Credible
- CWD Alliance: 40% Very + Moderately Credible, 12% Not Sure
MARKETING RESEARCH AND MESSAGING

Summary and Takeaways

Hunters already believe CWD is a credible threat to Michigan’s deer population.

People are largely familiar with CWD but where and how it impacts them is highly varied.

The DNR is the most credible source of information on CWD. It is unlikely the department can communicate too much about the disease and the management response.

PUBLIC ENGAGEMENT MEETINGS

11 public engagement meetings
Fielded April 10 – May 4, 2018
361 physical surveys
135 online surveys
PUBLIC ENGAGEMENT MEETINGS

Primary question buckets:
Communications and Outreach
Deer Regulation
Hunter Actions
Surveillance
Other Considerations

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers or press</td>
<td>15.3</td>
<td>76</td>
</tr>
<tr>
<td>Stakeholder or public meetings</td>
<td>13.3</td>
<td>66</td>
</tr>
<tr>
<td>Radio</td>
<td>13.3</td>
<td>66</td>
</tr>
<tr>
<td>Social media</td>
<td>12.1</td>
<td>60</td>
</tr>
<tr>
<td>Email</td>
<td>10.3</td>
<td>51</td>
</tr>
</tbody>
</table>
PUBLIC ENGAGEMENT MEETINGS

Deer Regulation

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand the baiting ban</td>
<td>36.3</td>
<td>180</td>
</tr>
<tr>
<td>Liberalize antlerless harvest</td>
<td>18.1</td>
<td>90</td>
</tr>
<tr>
<td>Abolish APRs</td>
<td>14.1</td>
<td>70</td>
</tr>
<tr>
<td>Do not ban baiting</td>
<td>13.1</td>
<td>65</td>
</tr>
<tr>
<td>Increase APRs</td>
<td>11.1</td>
<td>55</td>
</tr>
</tbody>
</table>

PUBLIC ENGAGEMENT MEETINGS

Hunter Actions

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentivize Harvest (e.g., decrease license tag costs)</td>
<td>14.9</td>
<td>74</td>
</tr>
<tr>
<td>Increase carcass collection sites</td>
<td>10.5</td>
<td>52</td>
</tr>
<tr>
<td>Restrict in-state carcass movement</td>
<td>8.9</td>
<td>44</td>
</tr>
</tbody>
</table>
### PUBLIC ENGAGEMENT MEETINGS

#### Surveillance

<table>
<thead>
<tr>
<th>Proposal</th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement mandatory statewide deer check</td>
<td>36.7</td>
<td>182</td>
</tr>
<tr>
<td>Increase locations and hours of check stations</td>
<td>30.0</td>
<td>149</td>
</tr>
<tr>
<td>Partner with processors and taxidermists for surveillance</td>
<td>21.4</td>
<td>106</td>
</tr>
<tr>
<td>Expand self-service deer head drop of locations</td>
<td>19.8</td>
<td>98</td>
</tr>
<tr>
<td>Make testing faster</td>
<td>14.1</td>
<td>70</td>
</tr>
</tbody>
</table>

#### Other Considerations

<table>
<thead>
<tr>
<th>Proposal</th>
<th>%</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ban or restrict POCs or high fence operations</td>
<td>24.4</td>
<td>121</td>
</tr>
<tr>
<td>Sharpshooting</td>
<td>9.9</td>
<td>49</td>
</tr>
<tr>
<td>No sharpshooting</td>
<td>8.5</td>
<td>41</td>
</tr>
</tbody>
</table>
PUBLIC ENGAGEMENT MEETINGS - EVALUATION

Three questions/statements:
My knowledge of CWD increased tonight.
I had an opportunity to share my concerns.
This session was worth my time.

PUBLIC ENGAGEMENT MEETINGS - EVALUATION

My knowledge of CWD increased tonight.
- 81.1% agree
- 6.5% disagree
- 12.4% neither agree/disagree
PUBLIC ENGAGEMENT MEETINGS - EVALUATION

I had an opportunity to share my concerns.
- 65.8% agree
- 8% disagree
- 26.2% neither agree/disagree

PUBLIC ENGAGEMENT MEETINGS - EVALUATION

This session was worth my time.
- 83.1% agree
- 6.5% disagree
- 10.4% neither agree/disagree