



## SURVEYS, MEETINGS, AND ONLINE FEEDBACK

NRC Meeting  
May 9, 2018

## MARKETING RESEARCH AND MESSAGING

38,484 total respondents

~29,664 complete responses

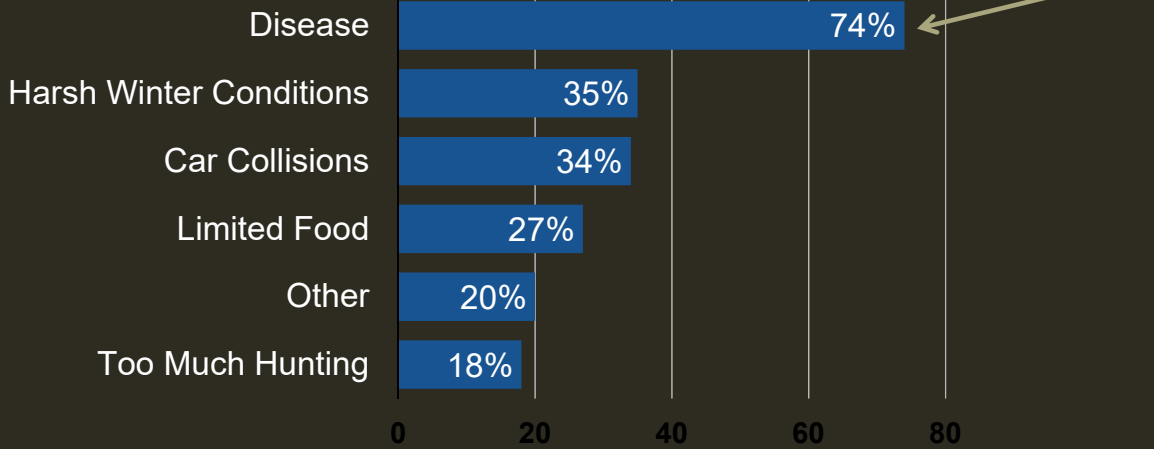
Fielded March 22-April 16, 2018

Survey invitation was deployed via all DNR email lists, via  
DNR Facebook posts and a paid Facebook promotion

*Conducted in conjunction with GUD marketing*

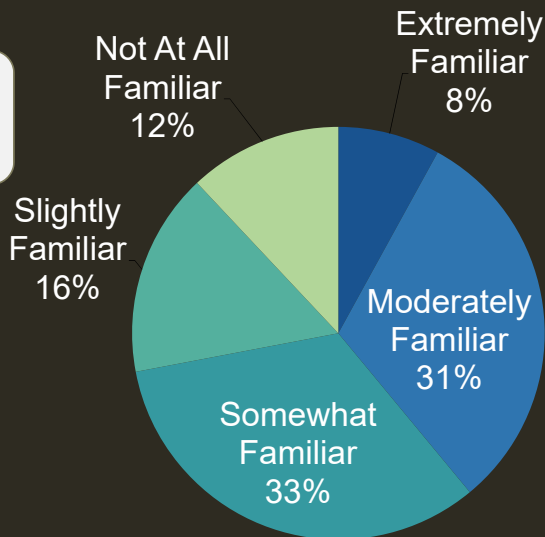
## MARKETING RESEARCH AND MESSAGING

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



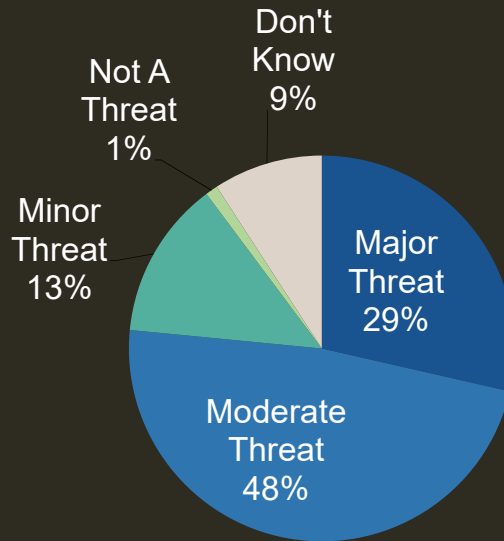
## MARKETING RESEARCH AND MESSAGING

How familiar with chronic wasting disease



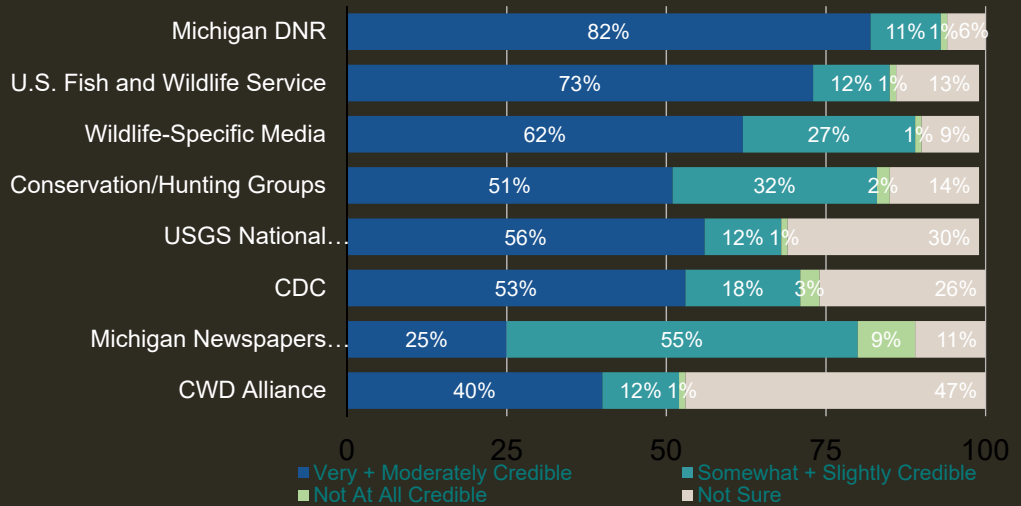
## MARKETING RESEARCH AND MESSAGING

How much of a threat is CWD to Michigan deer



## MARKETING RESEARCH AND MESSAGING

Credible CWD Info Sources



## 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

## PUBLIC ENGAGEMENT MEETINGS

Communications and Outreach

	%	n
<b>Newspapers or press</b>	15.3	76
<b>Stakeholder or public meetings</b>	13.3	66
<b>Radio</b>	13.3	66
<b>Social media</b>	12.1	60
<b>Email</b>	10.3	51

## PUBLIC ENGAGEMENT MEETINGS

### Deer Regulation

	%	n
<b>Expand the baiting ban</b>	36.3	180
<b>Liberalize antlerless harvest</b>	18.1	90
<b>Abolish APRs</b>	14.1	70
<b>Do not ban baiting</b>	13.1	65
<b>Increase APRs</b>	11.1	55

## PUBLIC ENGAGEMENT MEETINGS

### Hunter Actions

	%	n
<b>Incentivize Harvest (e.g., decrease license tag costs)</b>	14.9	74
<b>Increase carcass collection sites</b>	10.5	52
<b>Restrict in-state carcass movement</b>	8.9	44

## PUBLIC ENGAGEMENT MEETINGS

### Surveillance

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

## PUBLIC ENGAGEMENT MEETINGS

### Other Considerations

	%	n
<b>Ban or restrict POCs or high fence operations</b>	24.4	121
<b>Sharpshooting</b>	9.9	49
<b>No sharpshooting</b>	8.5	41

## 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

