

# MICHIGAN WILDLIFE COUNCIL PUBLIC EDUCATION CAMPAIGN

Dec. 9, 2021



## Public Acts 108 and 246 of 2013

- Established the Michigan Wildlife Council, a nine-member, governor-appointed body to oversee public education efforts
- Funded through \$1 from the sale of every base hunting license and all-species fishing license
- Allocated revenue for marketing, education, outreach

# BACKGROUND

## Goals

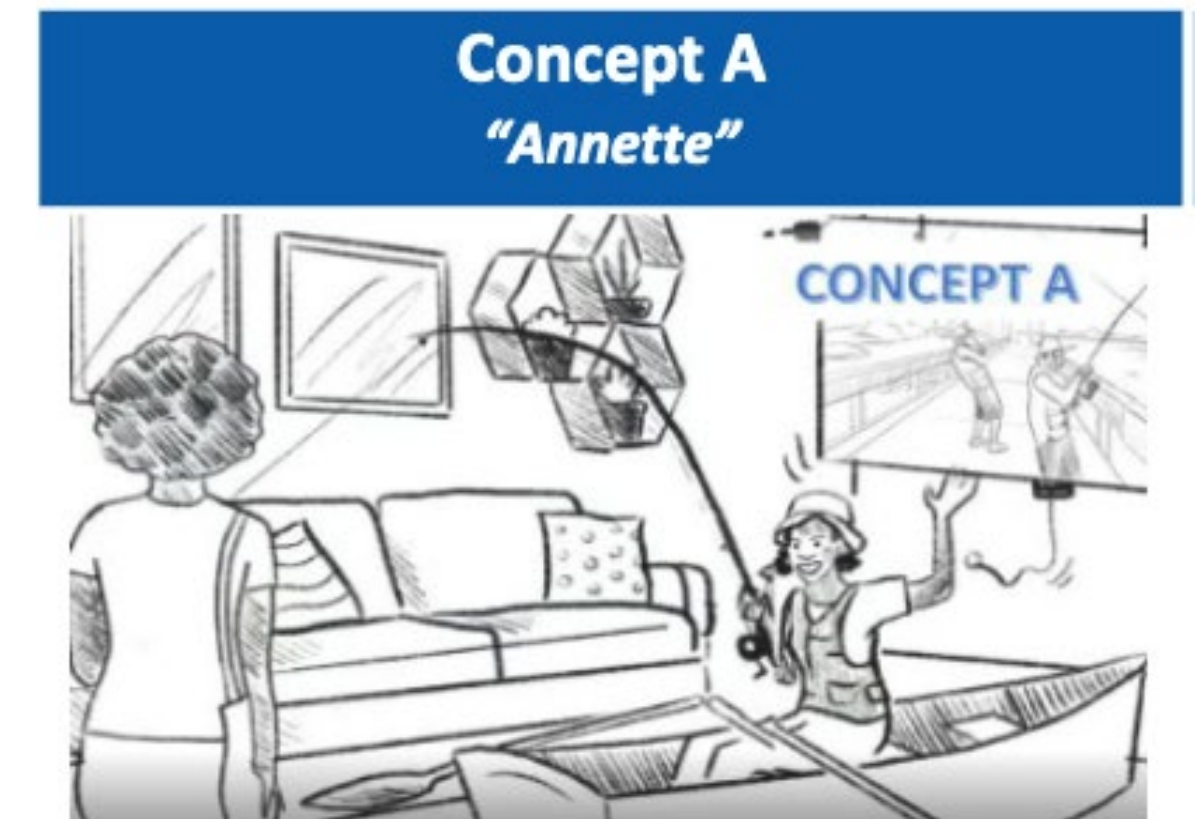
- Promote the essential role sportsmen and sportswomen play in furthering conservation
- Educate the general public about the benefits of hunting, fishing and the taking of game and how these activities are:
  - Necessary for conservation
  - The primary sources of funding for conservation
  - Important drivers of Michigan's economy
  - Valued parts of our cultural heritage

## Data-Driven Approach

Michigan Residents' Attitudes Toward Hunting, Fishing, and Wildlife Conservation

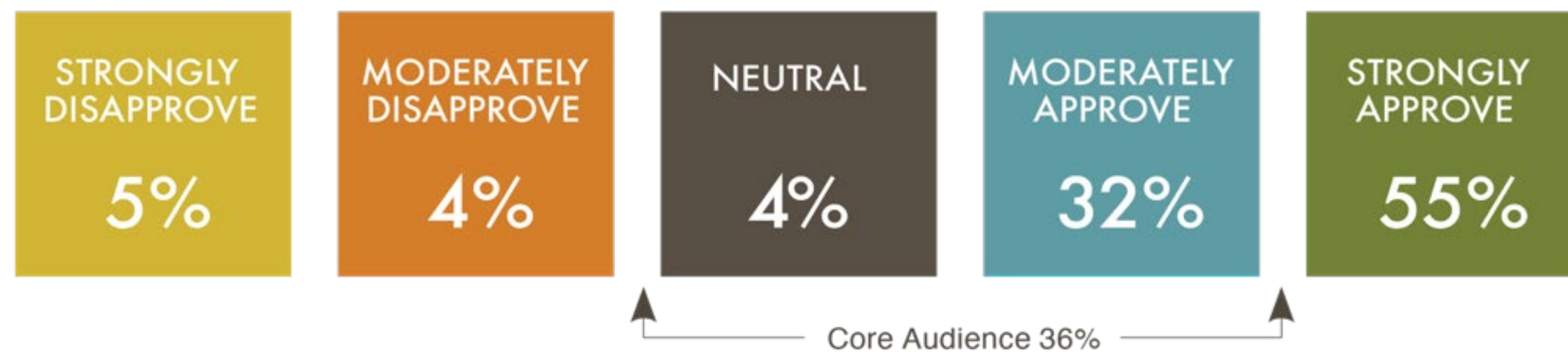
Study conducted for the Michigan Wildlife Council

2021



# HUNTING & FISHING APPROVAL

## Approval of hunting and fishing is high... but it's conditional



- Population control
- Food



- OK if regulated
- OK if done humanely



- Should not be done for sport
- Killing is wrong

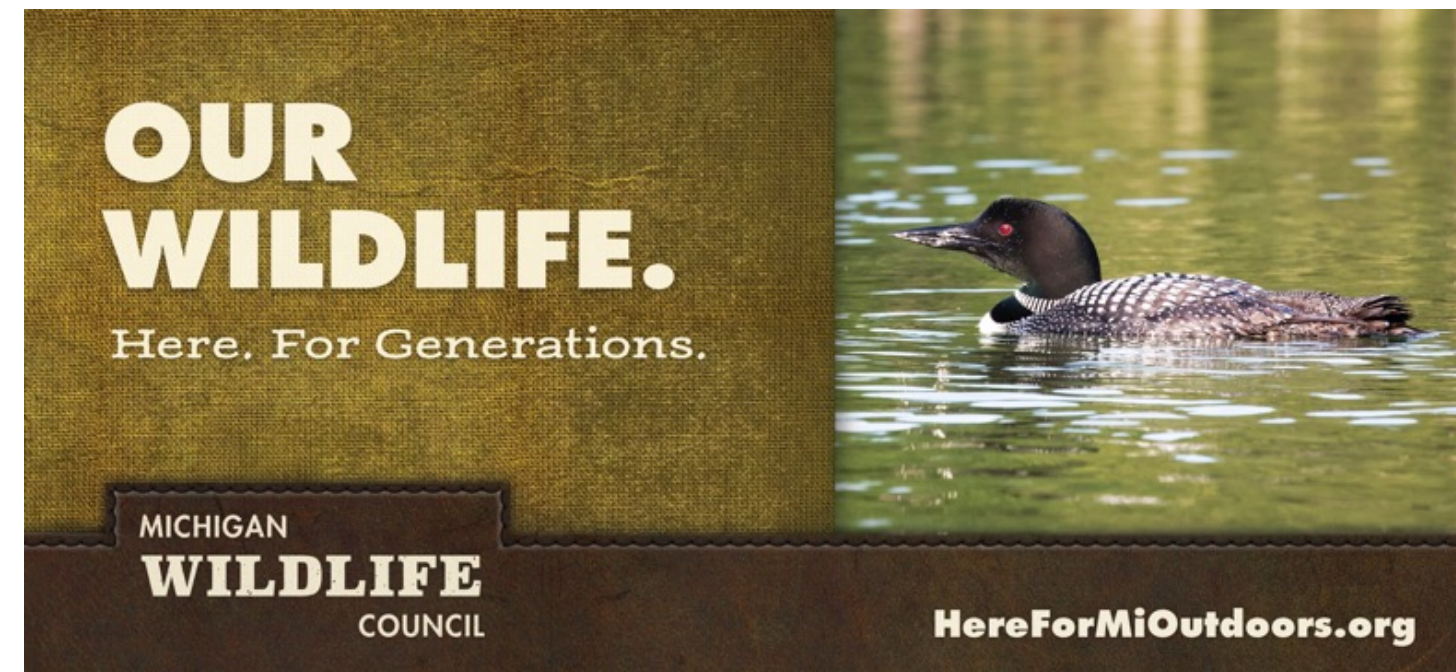
## What do they think about wildlife, hunting, sportsmen?

WHEN WE SAY	THEY HEAR
Wildlife	Nature
Wild	Lions
Hunting	Deer
Sportsmen	Athletes
Fees	Taxes

# Michigan Wildlife Council

## 2016-2020

2016



2017



2018



2019

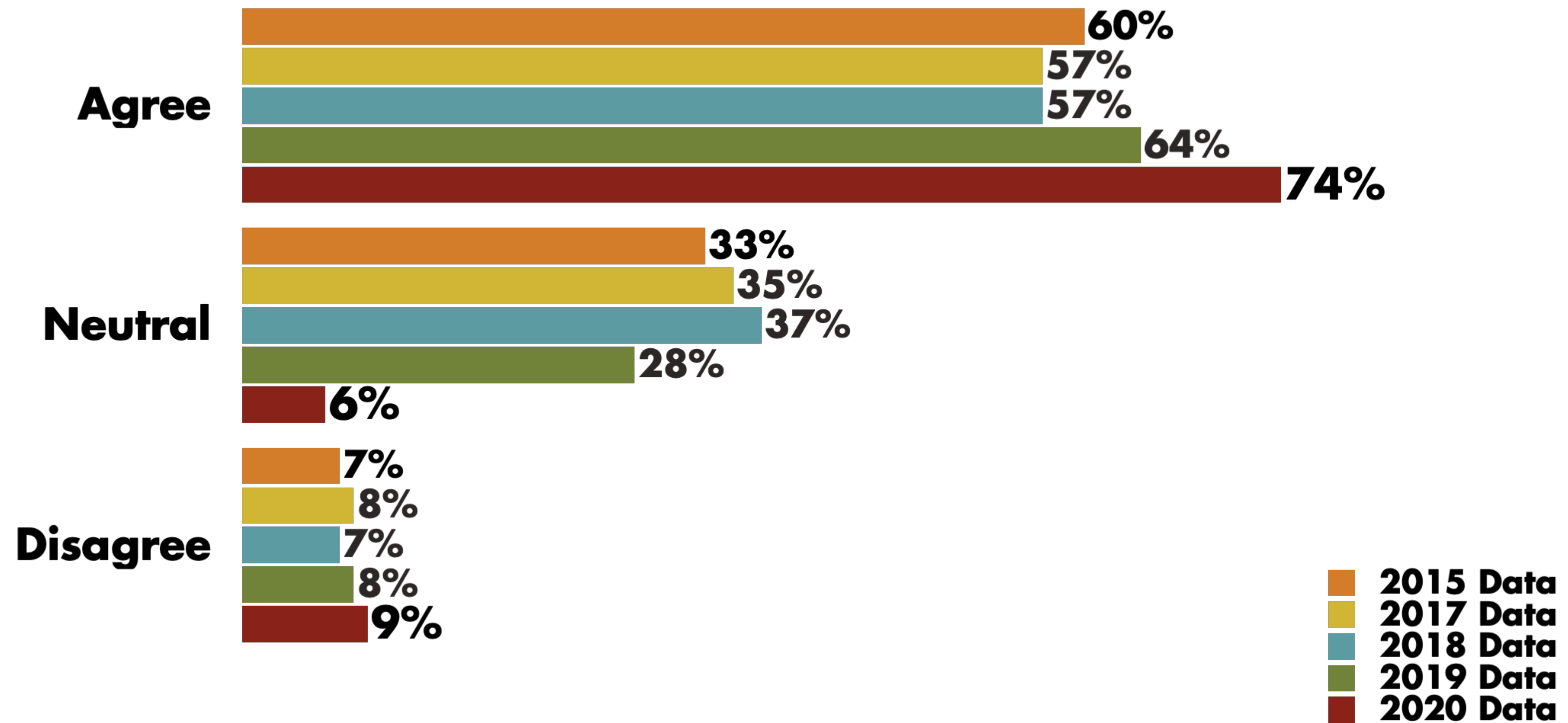


2020



# LICENSES FUND WILDLIFE CONSERVATION

The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.



Q: Now, it would be helpful to know if you agree or disagree with the following statements about wildlife, hunting and fishing in Michigan. - The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.



# IMPORTANCE OF HUNTING AND FISHING

**Continued increased agreement across Michigan on the economic importance of hunting and fishing, as well as significant increases in agreement in their cultural and society value.**

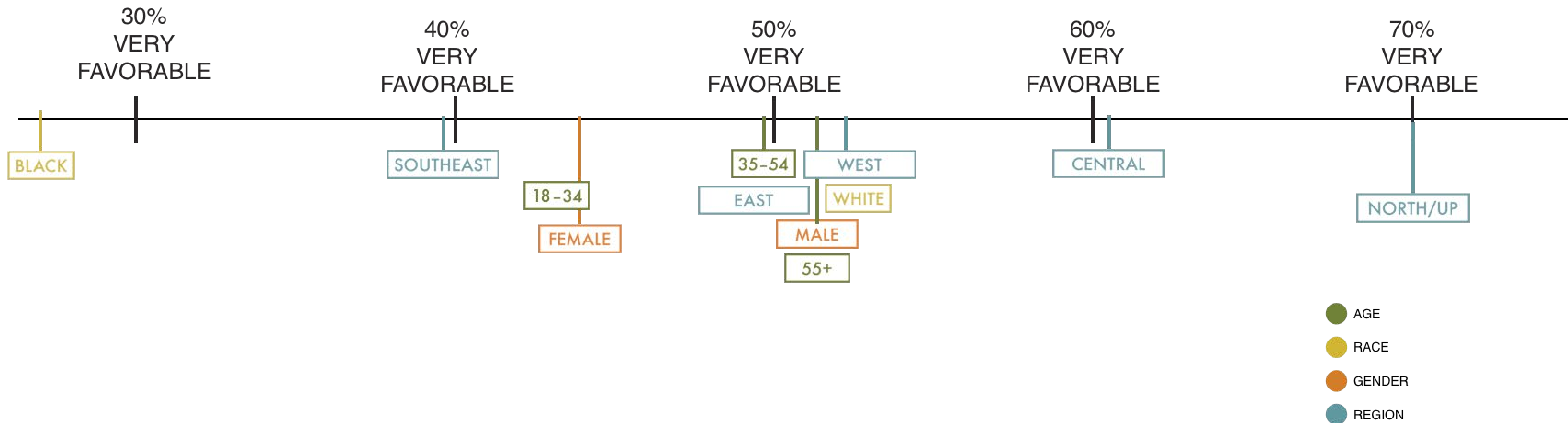
	2015	2019	2020	
The hunting and fishing industry contributes significantly to Michigan's economy.	70%	76%	81%	↑
The hunting and fishing industry creates a significant number of jobs in Michigan.	62%	68%	72%	↑
Hunting is an important part of Michigan's culture and heritage.	76%	83%	90%	↑
Hunting and fishing are important only to people who hunt or fish. <b>(DISAGREEMENT %)</b>	45%	57%	72%	↑

Q: Now, it would be helpful to know if you agree or disagree with the following statements about wildlife, hunting and fishing in Michigan.

# LAGGING AUDIENCES

## Very favorable opinion of people who go hunting

Wide variation in by region and demographic group in holding a very favorable opinion of people who hunt. Key groups — Black Michiganders, those living in Southeast Michigan, young adults and women — are least likely to view hunters favorably.



# POINTS OF CONNECTION



**Black Michiganders**

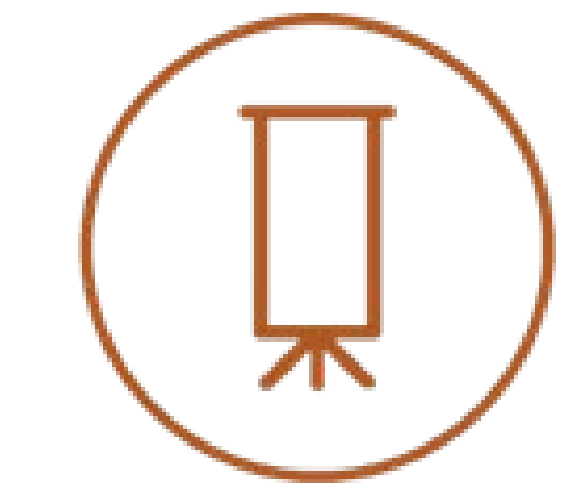


**Young people (18-34)**

**Southeast Michigan**



**Communications Channels**



**Women**

# 2021 CAMPAIGN

- Introduced a new character to help message breakthrough, showcase “people like me”
- A lighter, friendly, approachable tonality
- Had more direct messages about hunting and fishing, when most relevant during “fishing” and “hunting” seasons
- Leveraged the voice of influencers to deliver our messages in a more authentic way



# 2021 CAMPAIGN







# Michigan Wildlife Council 2021 CAMPAIGN

## Elk, sturgeon and osprey — oh my! How Michigan saved wildlife from extinction

Scientific management keeps wildlife populations balanced, restores threatened species

Michigan Wildlife Council  
Published 6:02 a.m. ET Jul. 1, 2021



The bulk of wildlife management projects in Michigan, including those involving elk, are funded through the purchase of hunting and fishing licenses and equipment — not state taxes. Michigan Department Of Natural Resources

MICHIGAN  
Story from **WILDLIFE** COUNCIL

## Brothers thankful for the comeback of the wild turkey in Michigan

Talking turkey: How conservation helped the bird make a comeback in Michigan

Michigan Wildlife Council  
Published 5:02 a.m. ET Nov. 10, 2021



The restoration of the wild turkey is one of Michigan's greatest conservation success stories. Photo Provided By Michigan Wildlife Council

**EXECUTIVE INSIGHTS** SPONSORED BY MICHIGAN WILDLIFE COUNCIL

### CONSERVATION IS A TEAM SPORT

Hunting and fishing contribute \$11.2 billion annually to Michigan's economy. Business, natural resource, government and nonprofit leaders discuss how these activities fund conservation projects — and much more.

**INSIDE:** Hunting and fishing mean big business in Detroit — one expert explains why. PAGE 7

CRAIN'S CONTENT STUDIO DETROIT

**CONSERVATION IS A TEAM SPORT** SPONSORED BY MICHIGAN WILDLIFE COUNCIL

"I'm a city girl. I'm brick-and-mortar and sidewalks. So to put on those waders, get in a little boat and go out to the blind, sit on these little funky seats, and aim that shotgun up at the right time to shoot the ducks down — it was great."  
— State Rep. Leslie Love, D-Detroit

### Hunting, Fishing and Michigan's Economy

<b>\$11.2B</b> Total annual economic contribution	<b>\$3.7B</b> Annual economic impact in Southeast Michigan
<b>\$3.3B</b> Annual salaries and wages to Michigan households	
<b>1.1M</b> Michigan anglers	<b>700,000</b> Michigan hunters

## Fishing is at the center of it all for Detroit Lion All-Pro Frank Ragnow

Watch Lions center Frank Ragnow discuss how fishing is central to conservation in Michigan

Michigan Wildlife Council  
Published 6:01 a.m. ET Aug. 5, 2021



Frank Ragnow talks fishing in Detroit. Photo Provided By Michigan Wildlife Council

MICHIGAN WILDLIFE COUNCIL  
Story from **WILDLIFE** COUNCIL

**Frank Ragnow #77, Center, Detroit Lions**  
Hey guys. I'm Frank right now from the Detroit lines.

### Football player Frank Ragnow shares his winning walleye fish taco recipe

Advertisement

IT'S OFFICIAL!  
**Hunting benefits Michigan.**

**LEARN MORE**

### More from Michigan Wildlife Council

**Wild turkey a great Michigan conservation success story**

**Let's Talk Turkey**

**Let's Talk Turkey: Turkey Facts**

### Virtual roundtable participants



**Mark Griffin**  
President  
Michigan Petroleum Association and Michigan Association of Convenience Stores



**Dean Hall**  
Executive Director  
Michigan Sportsmen Against Hunger



**Shannon Lott**  
Deputy Director  
Michigan Department of Natural Resources



**Leslie Love**  
State Representative,  
10th District  
Michigan House of Representatives



**Jeff Poet**  
Co-Owner  
Jay's Sporting Goods  
Vice-Chair  
Michigan Wildlife Council



**Amy Trotter**  
Executive Director  
Michigan United Conservation Clubs



**Bill Winowlecki**  
Captain  
Watta Bite Charter Fishing  
President  
Michigan Charter Boat Association



**Drew YoungDyke**  
Manager of Sporting Communications  
National Wildlife Federation





# Michigan Wildlife Council 2021 CAMPAIGN



Restaurants

## 2021 Restaurateur of The Year: Chef Maxcel Hardy is a Hometown Hero

The pandemic may have limited service for restaurants, but the Detroit restaurant owner never stopped cooking  
Lyndsay Green and Photographs by Joe Vaughn - February 23, 2021



Michigan Chronicle  
PRESENTS  
MICHIGAN  
**WILDLIFE**  
COUNCIL  
CONSERVATION  
**Kitchen:**  
Chef Max Hardy  
Prepares Venison Chili  
Hosted by **AJ Williams**

REAL TIMES MEDIA

# Michigan Wildlife Council 2021 Campaign



### And You Thought You Were Only Here for Gear!

Your hunting and fishing purchase today helps fund Michigan's vital conservation efforts, including:

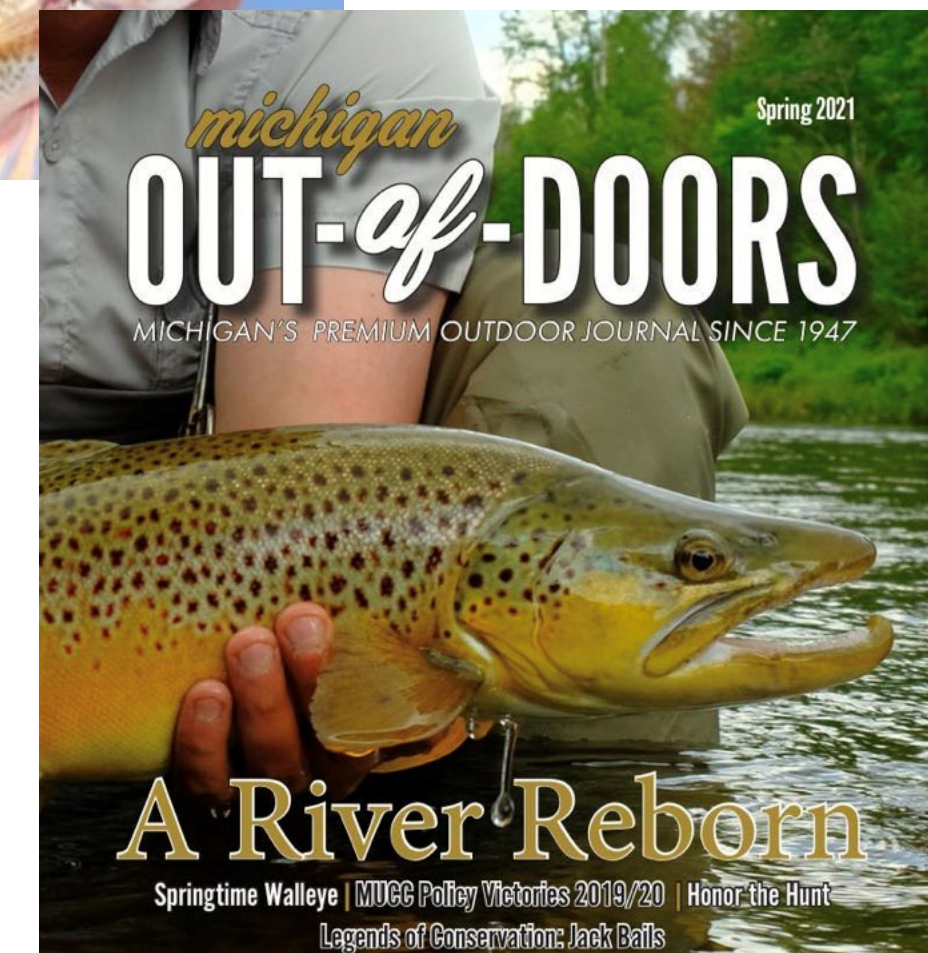
- The protection of millions of acres of habitats
- Population increases of several wildlife and fish species
- Preserving Michigan's wildlife, forests, and beautiful shorelines for future generations

The Michigan Wildlife Council

*The Michigan Wildlife Council is dedicated to increasing public understanding of the important role hunting and fishing play in the conservation and management of the state's natural resources.*

MICHIGAN WILDLIFE COUNCIL  
#HereForMiOutdoors

To learn more, visit [HereForMiOutdoors.org](http://HereForMiOutdoors.org)



# WHAT'S NEXT?

- Wrapping up our 2021 campaign
- Statewide survey in December to continue measuring audience knowledge, campaign performance
- Ensuring our audiences are **more aware, more informed and more engaged** – leading to stronger support of hunting/fishing and the important role hunters and anglers play in conservation

MICHIGAN

**WILDLIFE**

COUNCIL

# Preliminary 2021 Firearm Deer Season Results



Chad Stewart  
Wildlife Division  
December 9, 2021



# Special Thanks

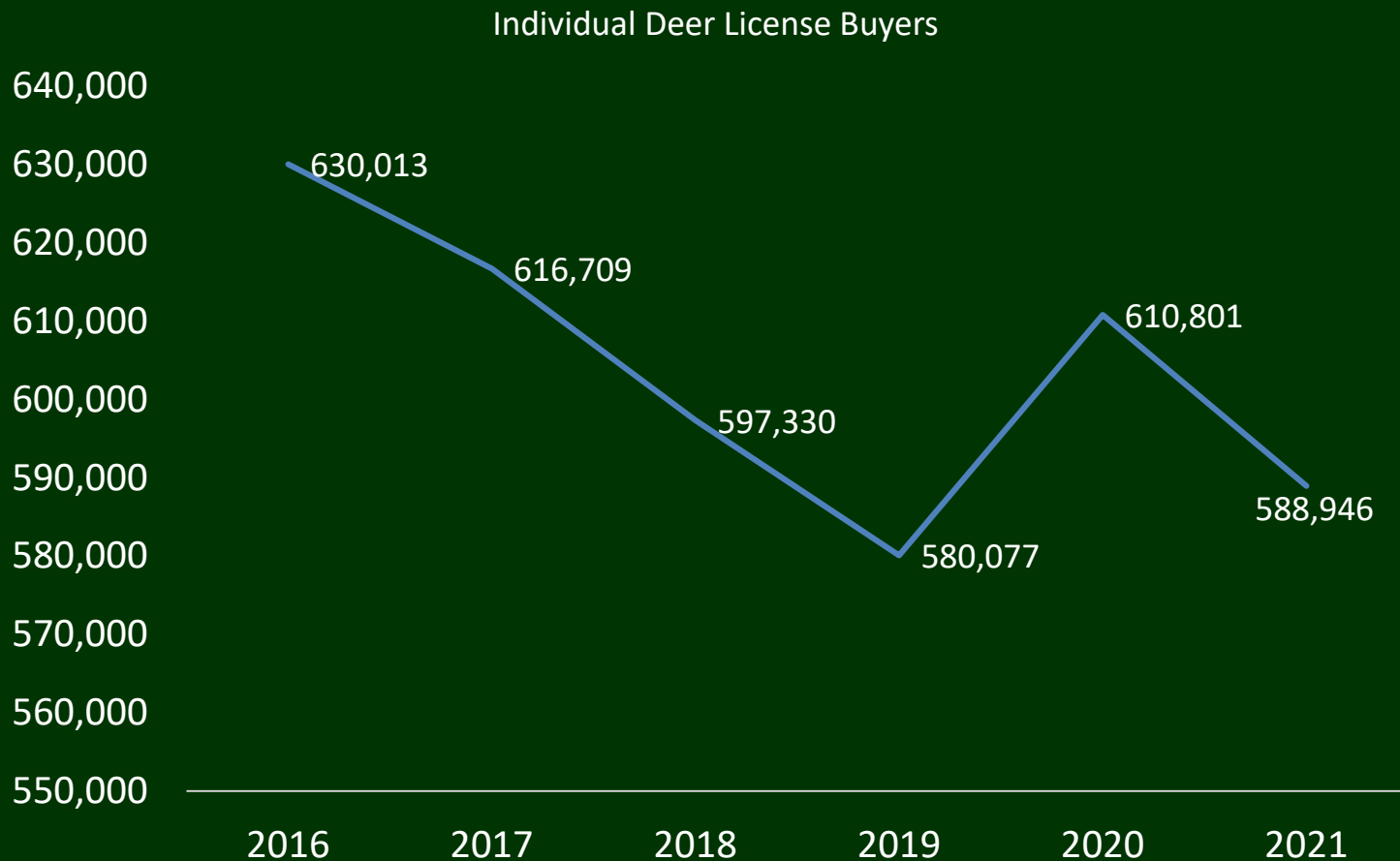
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Melinda Cosgrove, Cameron Dole,  
Brian Frawley, Dustin Isenhoff,  
Sarah Mayhew, and Tom Weston



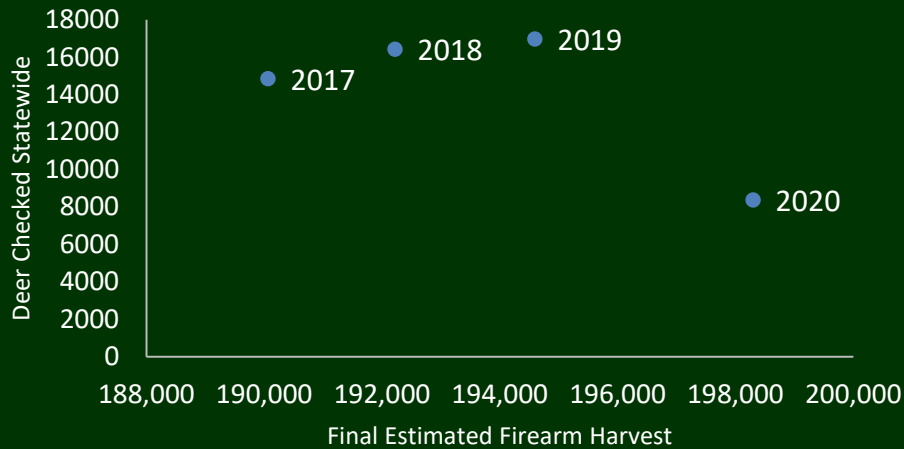
# Evaluation of 2021 Season

- License sales (As of 11/30/2021)
  - Unique deer license buyers down 3.58%

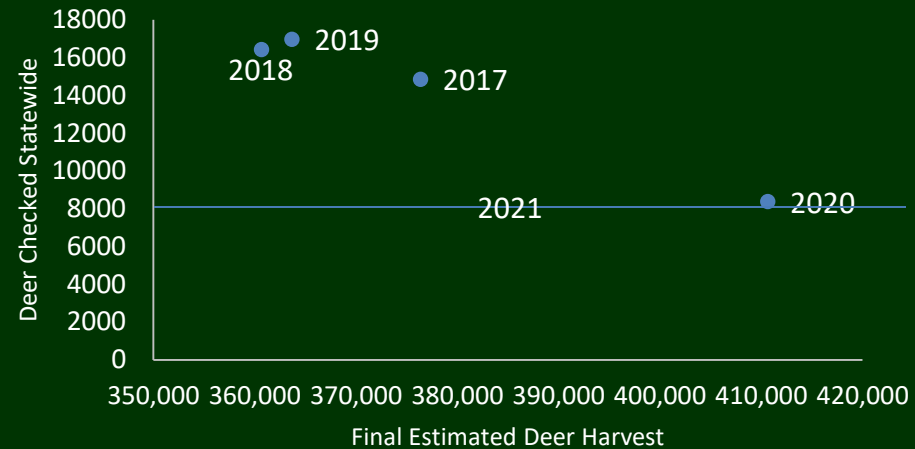


# Historical Deer Check and Harvest

Statewide Firearm Harvest



Statewide Deer Harvest

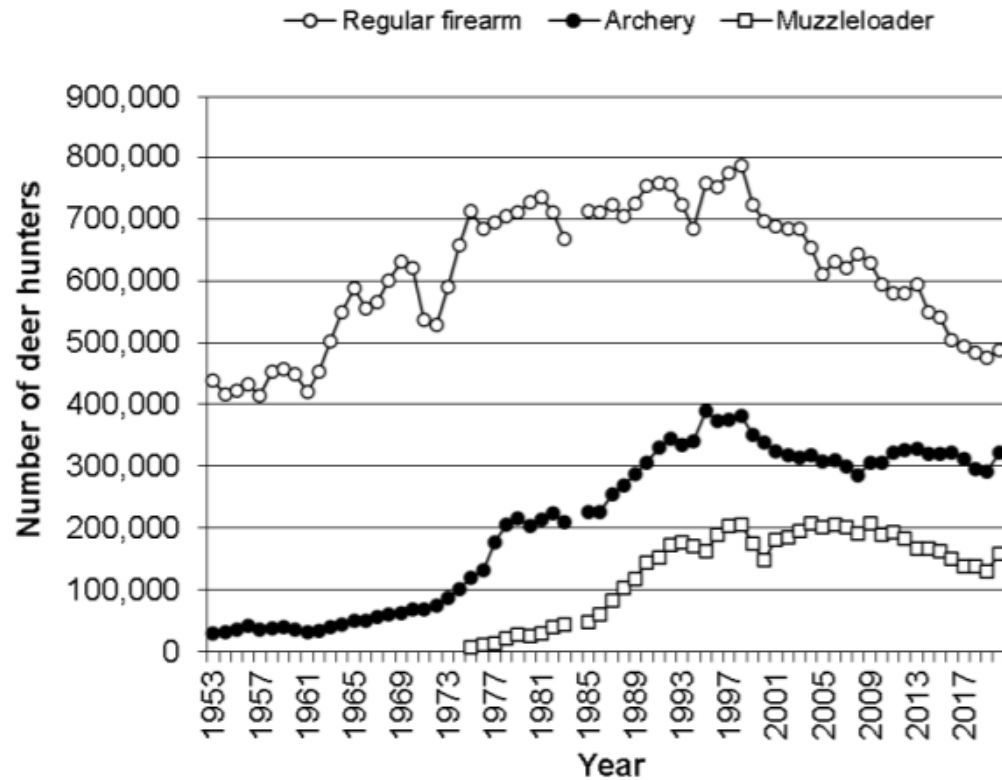


Year	Region of Check Station Location			
	NLP	SELP	SWLP	UP
2017	33	17	21	14
2018	31	19	18	12
2019	29	19	19	13
2020	20	15	12	8
2021	16	11	10	8





# Declining Participation in Firearms

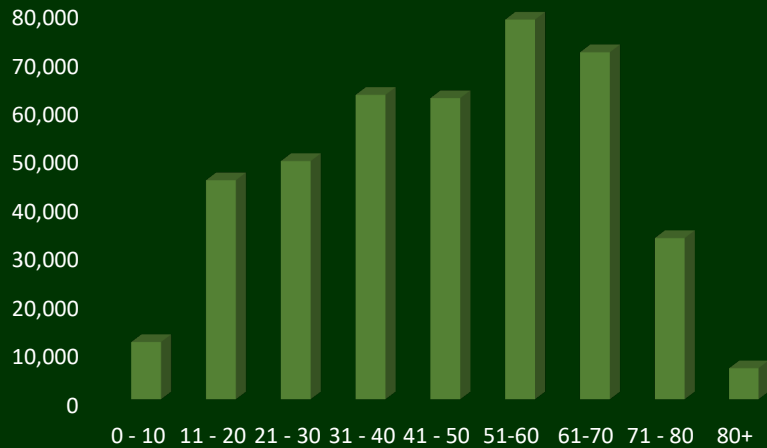


2020 Michigan Deer Harvest Survey Report, Frawley 2020

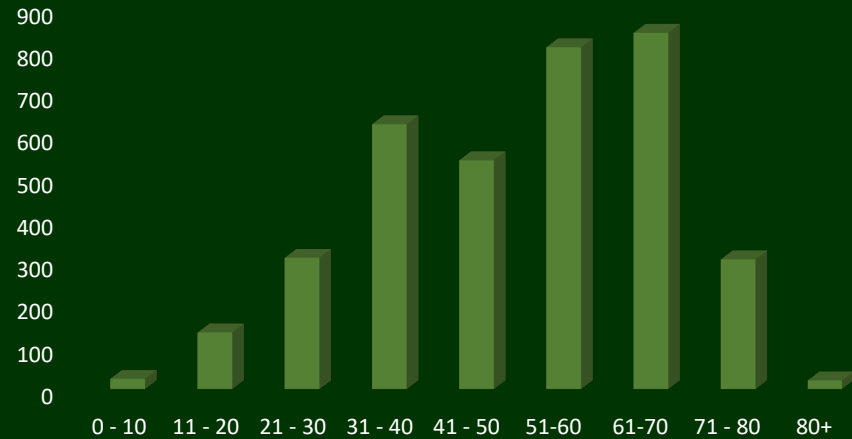


# Harvest Reporting by Age

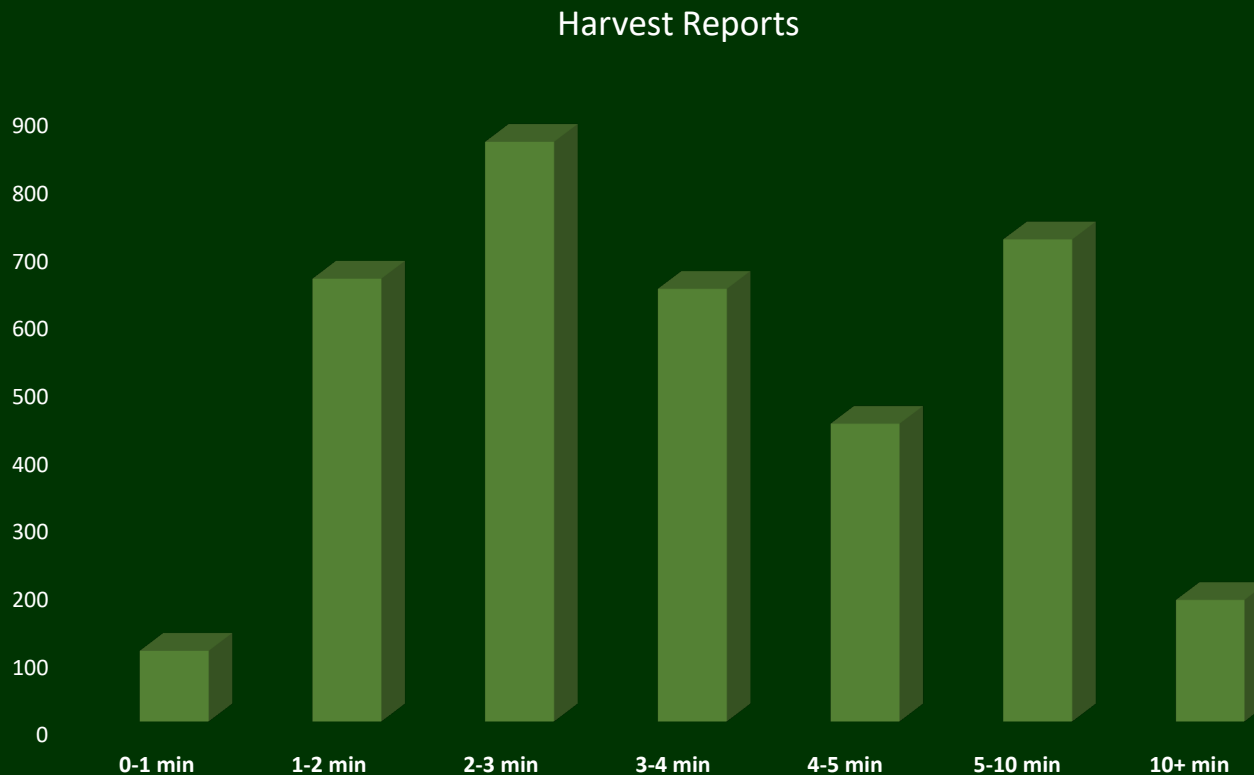
Deer License Buyer



Harvest Reports



# Harvest Report by Time to Complete



# Other states harvests

- Illinois: first weekend firearm harvest up 3,153, about 6.7% from 2020
- Indiana: down 6% from 20-21 as of 12/6
- Wisconsin: Firearms deer harvest down 7.9%, with buck harvest down 1.3% and antlerless harvest down 13.2%
- Minnesota: Firearms deer harvest down about 8%



# CWD Update

- As of December 3, 2021
  - Completed tests on 3,230 deer statewide
    - 2,965 deer from priority surveillance area
    - ~1,600 pending tests not yet accounted for
  - No new counties where CWD has been detected
  - Continued efforts to collect samples outside of traditional check stations
  - Overall, 221 deer overall have tested positive for CWD



# Continued Collection

- Cervid Health Cooperator Program
  - 300 taxidermists contacted via email, letter, phone
  - 27 participating businesses
  - 213 samples submitted to date
  - 13 of 26 taxidermists have submitted at least one sample\*



\*Some taxidermists withholding samples to end of year

# Continued Collection

- Partnerships with MSUE and NDA
  - Staff have attended 3 of 4 scheduled lymph node removal nights
  - Typical attendance <15 individuals
  - Discussions about post deer season events



# TB Update

- As of December 3, 2021
  - Completed tests on 8,821 deer statewide
    - 4,074 deer from priority surveillance areas, including 4-county area and 7 surrounding counties
  - Three confirmed cases thus far in Alpena, but testing for TB takes longer; more suspects awaiting confirmation.
  - Overall, 952 deer overall have tested positive for TB





# Final Firearm Season Estimates

- Mail survey sample of licensed hunters
- All licensed hunters may report online
  - Questionnaire will be at [www.michigan.gov/deer](http://www.michigan.gov/deer)
    - Take Harvest Survey
  - Submit after all 2021 hunting is complete



# Thank You

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[www.michigan.gov/deer](http://www.michigan.gov/deer)

