Michigan’s Hunting and Angling Customers

Natural Resource Commission
Marketing, Partnership, Youth, Outreach Advisory Committee

R.A.M. Center, Roscommon, MI
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Jody Simoes, MOD
Michigan Hunters and Anglers
Unique Customers 2009 - 2014

- All Customers: - 6.4%
- Angling Customers: - 5.0%
- Hunting Customers: - 6.6%
- Nonresident Fish: - 9.5%
- Nonresident Hunt: - 17.1%
Understanding Customers: Example Data Resources

- **USFWS License Reports**
- **MDNR Harvest Surveys and Technical Reports**
- **USFWS HIP and FHWAR Surveys**
- **Michigan Retail Sales System**
- **Academic, Industry and Agency Research** (e.g.)
  - Outdoor Industry Association
  - National Shooting Sports Foundation
  - American Sportfishing Association
  - National Marine Manufacturers Association
Michigan’s Total License Market
Tags and Licenses Sold*

*5 yr. average 2009 -2014

Data Resources
Angler/Hunter Customer Markets*
2009 - 2013

RESIDENTS
Averaging 1.3M Customers
Resident Anglers: 43%
Resident Hunters: 29%
Resident Anglers+ Hunters: 28%

NONRESIDENTS
Averaging 230K Customers
Nonresident Anglers: 84%
Nonresident Hunters: 13%
Nonresident Anglers + Hunters: 3%

*approximate representation, part of a developing analysis of market share
Customer Data Collection:
Developing a Targeted Marketing Approach

- The average camper/hunter/angler doesn’t exist
- User profile research implies a marketing perspective
- Market research used to develop targeted marketing mix
Targeted Marketing Approach: Segmenting, Targeting & Positioning

- Identify and understand characteristics of customers.
- Select customers to serve and focus resources to serve them.
- Tailor marketing efforts (e.g. timing, content, medium).
Model of Consumer Behavior

Consumer Behavior Model (Hawkins Mothersbaugh 2010)
So what happened?
Examining License Purchasing Behavior
Sales of U.S. Fishing Licenses
1980 - 2013

Year Licenses Sold (millions)
1980 31.5 million
1983 -
1986 -
1989 31.5 million
1992 - 11%
1995 -
1998 - 3%
2001 -
2004 -
2007 -
2010 -
2013 -

28 million
27.9 million

US Fishing License Sales
Sales of **Michigan** Fishing Licenses
1980 - 2014

- 1.4 million in 1980
- 2 million in 1983
- 41% decline to 1.2 million in 2013
- 10% decline from 2004 to 2013
# Resident v. Nonresident Angler Demographic Comparisons

<table>
<thead>
<tr>
<th>Description</th>
<th>Esri Tapestry™ Profile Description</th>
<th>Resident Anglers</th>
<th>Nonresident Anglers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Society</strong></td>
<td>affluent, well educated, professional employment, highest income, travel, active</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Upscale Avenues</strong></td>
<td>prosperous, well educated, above-average income</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Metropolis</strong></td>
<td>city families, urban lifestyles, row houses, public transportation, service related jobs</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Solo Acts</strong></td>
<td>city life, single, young, well educated, professionals, urban lifestyles</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Senior Styles</strong></td>
<td>large group, retires, income f/ Soc. Sec. &amp; pensions,</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Scholars and Patriots</strong></td>
<td>young, lower incomes, college and military, low home ownership</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>High Hopes</strong></td>
<td>young, mobile, college educated, couples, single parents, and singles</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Global Roots</strong></td>
<td>ethnically diverse, young, modest income, renters, recent immigrants, mostly with children</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Family Portrait</strong></td>
<td>fastest growing, young families, ethnically diverse, single family homes</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Traditional Living</strong></td>
<td>middle America, settled families, older, neighborhoods, traditional media</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Factories and Farms</strong></td>
<td>lower income, rural living, manufacturing and agriculture employment</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>American Quilt</strong></td>
<td>small towns, rural areas, mobile homes, rural lifestyle</td>
<td>16%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Fishing customers with an out-of-state address

- 9.5%

Nonresident Fishing Customers
Nonresident Licenses
(Restricted and All-Species & 24 and 72 hour)
2004 - 2014

Total Nonresident License Sales

Nonresident 24 and 72 hour

Nonresident Restricted

Nonresident All-Species (Annual)

*Introduction of 72 hour license

- 4%

+ 27%

+ 63%
Nonresident Customers
(Restricted and All Species & 24 and 72 hour)
2004 - 2014

Distinct Customers

Year


Total Distinct Customers
- 9.5%

72 hour

24 hour

Restricted

All Species (Annual)

Nonresident Fishing Customers

2004 - 2014

Distinct Customers

-25,137 customers

+ 27,299 customers
## Nonresident Customer Behavior

Purchasing Behavior / Churn Rate 2009 - 2014

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repeat Customers (purchased in previous year)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>percent</td>
<td>37%</td>
<td>26%</td>
<td>36%</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>New Customers (did not purchase in previous 5 years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>percent</td>
<td>53%</td>
<td>70%</td>
<td>59%</td>
<td>67%</td>
<td>58%</td>
</tr>
</tbody>
</table>
2014 License Purchasing Behavior of Repeat Nonresident Customers

Nonresident Fishing Customers
License Purchasing Behavior of New Nonresident Customers

Nonresident Fishing Customers
Fishing Summary

• Nationally:
  – Long term declines since 1980’s, considerable volatility since 2008

• Michigan
  – Residents
    • 5% decline in customers
    • Lower churn rate
    • Higher propensity to purchase annual licenses
    • Repeat and New customer percentages stable
  – Nonresidents
    • 9.5% decline in customers
    • Higher churn rate
    • Higher propensity to purchase 24 and 72 hour licenses
    • Possible decline in New customers
    • Narrow fishing focus, more catch and release
    • Former Nonresident Restricted license in a longterm decline
Hunting
USFWS National Hunting License Report
Total License, Tags, Permits & Stamps: **State Totals**

- Illinois: -3%
- Indiana: -3%
- MI: -3%
- Ohio: +0.5%
- Wisconsin: -2%

Regional Hunting License Sales
USFWS National Hunting License Report
Total License, Tags, Permits & Stamps: Nonresidents

Regional Nonresident Hunting License Sales
Michigan RSS Data
Resident Hunting Customers

On average ~740,00 resident customers purchase ~1.9M hunting licenses
6.6% decline between 2013 and 2014
Loss of 46,548 resident customers
Michigan RSS Data
Nonresident Hunting Customers

- On average ~28,000 nonresident customers purchase ~35,000 hunting licenses
- 17.1% decline between 2013 and 2014
- Loss of 5,007 nonresident customers
2014 License Purchasing Behavior of Repeat Resident Customers

- Firearm
- Archery
- Firearm + Archery
- Deer Combo

Categories:
- 1 Deer
- Deer Combo
- Hunt/Fish
2014 License Purchasing Behavior of Repeat Nonresident Customers

Nonresident Deer Hunting Customers
2014 Purchasing Behavior: Resident and Nonresident Customers

- Distribution of 3 license groups.
- “1 Deer” licenses purchased relatively late in season.
Deer Summary

• Nationally:
  – Recent, modest sales gains swamped by longterm declines
  – Regional nonresident sales mixed

• Michigan
  – Residents
    • Single deer sales in longterm decline
    • Combo sales relatively stable
    • More likely to repeat
    • Combo and multiple tag holders most likely to repeat
    • Higher proportions of customers purchasing combo tag
    • License purchases made earlier in season
  – Nonresidents
    • Single deer sales fluctuating
    • Combo sales increasing
    • Combo and multiple tag holders somewhat more likely to repeat
    • Higher proportion of customers purchasing Hunt/Fish license and single deer
    • Purchases made later in season
What are we doing?
Market Research and Target Marketing

• Understand characteristics of most volatile license groups (single deer, nonresident single deer, daily fishing)

• Discount on nonresident fishing
• Targeted marketing for nonresident fishing and hunting
• Timed communications to resident hunters and anglers
• Revised message to residents and nonresidents