

**Wisconsin Department of Natural Resources
Bureau of Customer Service & Licensing
2006 Deer Hunting Season
License Sales Report**

Nearly half of the deer hunters hitting the woods on opening morning were carrying a license still warm from the printer. With the elimination of the Hunter's Choice deadline and the October hunt – hunters had no reason to purchase their license early. More than 283,000 (45%) of deer gun licenses were purchased in the eight days preceding the deer gun opener. This is an increase of over 57,000 licenses that were sold in the eight days preceding the 2005 deer gun opener. Better than one in every eight (over 12.5%), were purchased on Friday, the day before the season.

Our 1,400+ ALIS license vendors did an incredible job on the Friday prior to opening day. The licensing system was humming the day before the 2006 season opener - processing over 160 transactions per minute from 3:30-5:30 p.m. - peaking at 192 transactions per minute around 4 p.m. DNR's on-line licensing system has all but erased the memory of theater style ropes and long lines of anxious hunters at DNR offices prior to season openers.

The ALIS system also yields a number of interesting statistics. One of the most exciting numbers we noticed is that 20% of the first time 12-year-old hunters were girls. That bodes well for preserving our hunting heritage in the state.

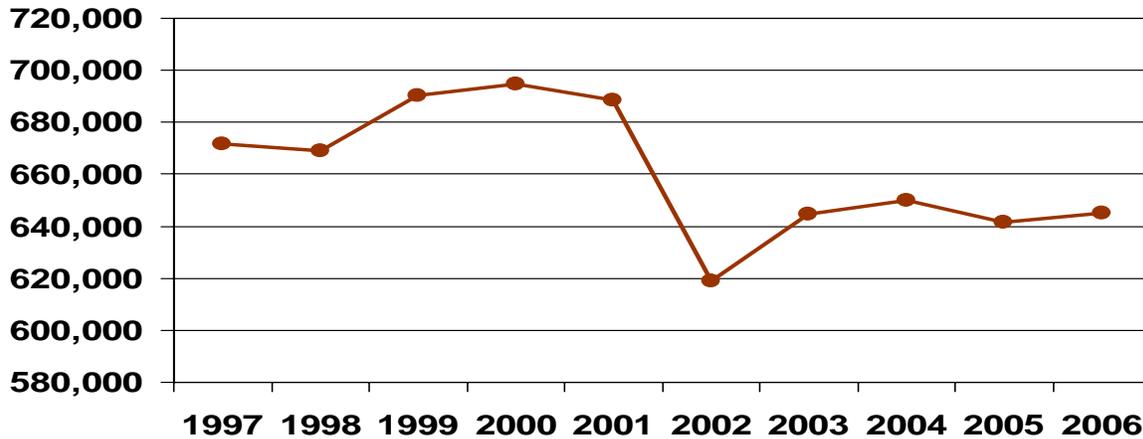
Other statistics of note include:

- Gun deer sales through the close of the season totaled 644,906, up 3,135 from 2005. Of these, 10,822 licenses were issued during the open season.
- Resident hunters totaled 608,995 - up 2,019, representing 94.4% of the total hunters;
- Nonresident hunters totaled 35,911 – up 1,116, representing 5.6% of the total hunters;
- Deer hunting (gun & archery) license sales revenue is up \$1,787,144;
- Hunters from every state in the U.S. and several foreign countries purchased a Wisconsin gun deer license. The highest number of nonresident purchases came from Minnesota (16,349), Illinois (9,062), Michigan (1,150), Florida (1,039), and Iowa (805);
- Female hunters represent 7.8% of the total number of deer hunters but remarkably represent 16% of the hunters under the age of 18;
- 18,800 or 3% of all gun deer licenses were issued via the Internet, continuing to represent the single highest sales location; and
- Brown and Dane counties logged highest sales, with more than 28,000 each;
- Nearly 202,000 antlerless deer tags have been sold this year.
- Deer license and permit sales will continue through the December hunting seasons.

Gun Deer License Sales

Gun deer sales through the close of the season totaled 644,906, up 3,135 from 2005. Of these, 10,822 licenses were issued during the open season. The 10-year history of Gun Deer sales shown below includes Conservation Patron license holders. A complete breakdown by license type is attached.

10-Year History of Gun Deer Sales
(includes Conservation Patron licenses)

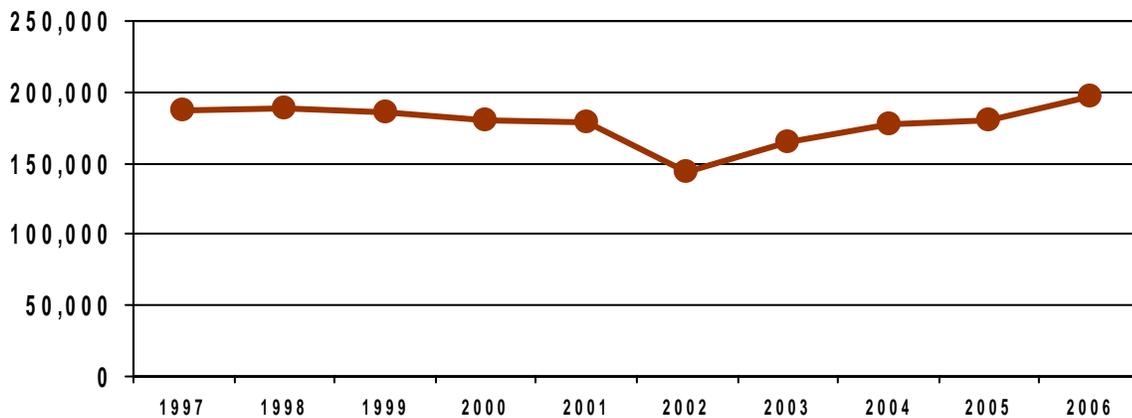


1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
671,706	668,958	690,194	694,712	688,540	618,945	644,818	649,955	641,789	644,906

Archery License Sales

Archery license sales increased by 9.4% percent from 2005 with a total of 196,726 sold in 2006. The 10-year history of Archery sales numbers does not include Conservation Patron licenses.

10-Year History of Archery Sales

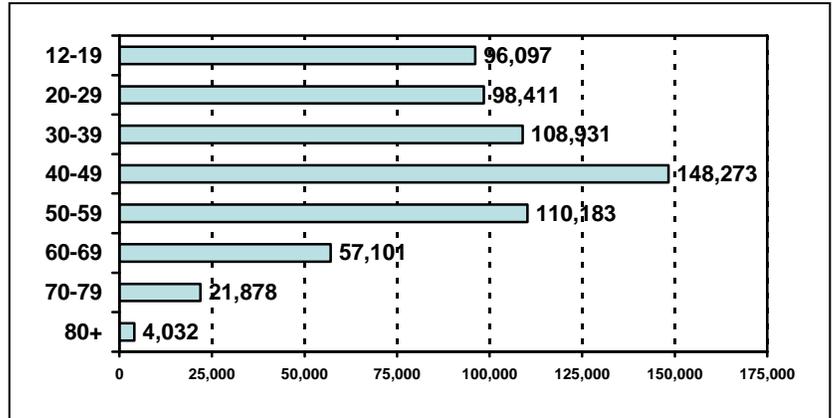


1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
187,759	188,517	185,122	180,559	178,269	144,162	165,122	177,159	179,853	196,726

Who are our deer hunters?

The information that is captured in the licensing database helps us better understand our customers and their buying patterns and helps leverage our ability to expand and shape future services. Of the 644,906 hunters this gun deer season, 94.4% were Wisconsin residents, 75,392 or 11.7% were youth (under the age of 18); and 49,190 or 7.6% were Senior Citizens (65 years of age and older).

Age of WI Deer Gun Hunters



Female hunters represent 7.8% of the total number of deer hunters. A total of 50,098 purchased a patron, sports or gun deer license (number includes residents and nonresidents). A more specific breakdown by gender follows:

Gender of Deer Gun License Purchasers

LICENSE TYPE	MALE	FEMALE	UNKNOWN*	TOTAL
RES JR CONSERVATION PATRON	4,042	212	84	4,338
RESIDENT CONSERVATION PATRON	54,536	911	132	55,579
RESIDENT SPORTS	69,174	2,844	552	72,570
JUNIOR SPORTS LICENSE	2,904	275	59	3,238
RESIDENT JUNIOR GUN DEER	53,669	11,188	1,055	65,912
RESIDENT GUN DEER	367,604	33,668	6,086	407,358
NONRES JR CONSERVATION PATRON	755	31	4	790
NONRESIDENT CONSERVATION PATRON	70	0	0	70
NONRESIDENT MILITARY PATRON	2	0	0	2
NONRESIDENT SPORTS	423	4	10	437
NONRESIDENT JUNIOR SPORTS	2,633	260	24	2,917
NONRESIDENT WI STUDENT SPORTS	15	3	0	18
NONRESIDENT MILITARY SPORTS	9	0	0	9
NONRESIDENT GUN DEER	29,310	682	1,306	31,298
NONRESIDENT MILITARY DEER GUN	107	3	3	113
NONRESIDENT STUDENT GUN DEER	206	17	3	226
NR WI STUDENT JUNIOR GUN DEER	31	0	0	31
TOTAL	585,490	50,098	9,318	644,906

*Data entry required to complete customer records

Youth Hunters

A total of 75,392 gun licenses were issued to youth hunters (ages 12-17) representing 11.7% of deer hunters. There were 4,338 residents and 790 nonresidents who took advantage of the Junior Conservation Patron License. The Junior Sports license was issued to 3,238 residents and 2,917 nonresidents.

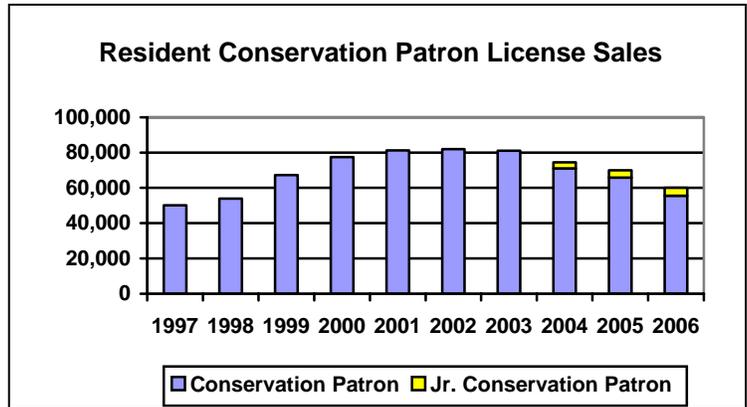
DNR issued 65,912 Junior Gun Deer licenses and 17,265 Junior Archery licenses, which represent an increase of 7.2% and 12.5% respectively.

Conservation Patrons

Resident Conservation Patron license sales continue to decline. A total of 55,579 licenses were sold which is a decrease of 10,109 (15.4%) from 2005. Factors we believe have contributed to this reduction in sales include:

- price increase - this license which was \$110 in 2003 is now \$165;
- availability of the resident Junior Conservation Patron License; and
- hunting in the CWD Disease Eradication Zone does not require a hunting license.

These customers most likely purchased gun and/or archery licenses individually which may contribute significantly to the 9.4% increase in archery sales.



Seventy (70) nonresident Conservation Patron licenses were issued in 2006, up from 53 issued in 2005. Nonresident Junior Conservation Patron licenses increased significantly from 495 sold in 2005, to 790 purchased in 2006.

Internet purchases of resident and nonresident Conservation Patron license continues to increase. A total of 9.4% of Patron licenses were purchased over the internet, up from 6.8% in 2005 and 4.5% in 2004.

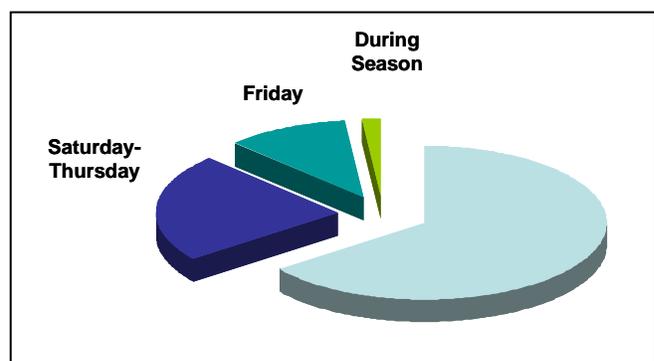
Nonresident Deer Hunters

Hunters continued to come from every state in the country. The highest numbers of nonresident purchases came from Minnesota (16,349), Illinois (9,062), Michigan (1,150), Florida (1,039), Iowa (805), Indiana (613), California (598), and Texas (510). Attached is a breakdown by state identifying where our nonresident hunters reside.

Licensing Highlights

- Although hunters typically have waited to purchase their license, two significant changes implemented this year may have exacerbated this trend. With the elimination of the Hunter's Choice permit program and October gun deer hunt, hunters had no need to purchase their license early.
- As the result of the 2006 Deer Rule changes made after the start of the 2006 license year, over 66,000 antlerless deer carcass tags were produced and mailed to all customers who had purchased their Conservation Patron or archery license prior to the system change. These were mailed to customers in June.

Last Minute Sales Activity



- Customer Service & Licensing staff continue to provide a high level of customer support to address questions and concerns about hunting regulations. The two most commonly asked questions were clarification of Herd Control versus Herd Reduction season structure, and Earn-a-Buck Prequalification.
- Sales statistics continued to be monitored and shared with outdoor writers and others in the media on a weekly basis through mid-November, and then on a daily basis during the week prior to opening day.

Other Licenses & Permits

- One valid tag for antlerless tag valid in any Herd Control or Earn-a-Buck Unit was included with every deer hunting license that was sold. In addition, hunters purchased 201,869 antlerless deer tags. Of these, 125,118 were issued for Herd Control and Earn-a-Buck units. An additional 76,359 antlerless tags were issued for regular deer management units, and 392 to farmers who qualify for free permits. Antlerless permit sales will continue through the remaining deer hunting seasons.

A total of 5,859 CWD permits have been issued to date; 2,741 DEZ Landowner Permits and 3,118 DEZ Hunter Permits.

Where Licenses Were Purchased

Mills Fleet Farm in Appleton continues to be our highest volume over-the-counter retail location for gun deer-related purchases. Mills Fleet Farm store locations hold 14 of the top 17 gun deer sales volume locations. DNR Service Centers account for less than 7% of the total gun deer license sales.

Internet sales continue to be the largest single sales source although gun deer internet sales decreased by 700 licenses from 2005. This most likely was the result of hunters purchasing their licenses during the last week and needing immediate delivery of their license products. Nonresidents used the internet sales option for over 15% of their license purchases.

Top Sales Locations

AGENT NAME	LICENSES
INTERNET SALES	18,825
MILLS FLEET FARM APPLETON	12,047
MILLS FLEET FARM GREEN BAY WEST	7,747
MILLS FLEET FARM STEVENS POINT	7,493
MILLS FLEET FARM GERMANTOWN	7,369
MILLS FLEET FARM GREEN BAY EAST	6,560
MILLS FLEET FARM MARSHFIELD	6,383
MILLS FLEET FARM OSHKOSH	6,153
GANDER MOUNTAIN BROOKFIELD	6,038
MILLS FLEET FARM WAUSAU	6,034
MILLS FLEET FARM FOND DU LAC	5,918
MILLS FLEET FARM HUDSON	5,881
GANDER MOUNTAIN FRANKLIN	5,760
MILLS FLEET FARM MANITOWOC	5,514
GANDER MOUNTAIN MOSINEE	5,415

MILLS FLEET FARM MENOMONIE	5,375
MILLS FLEET FARM WEST BEND	5,333
MILLS FLEET FARM BEAVER DAM	5,258

Among Wisconsin counties (71 of 72 excluding Menominee), the highest numbers of gun deer licenses were sold in: Dane (28,862); Brown (28,408); Washington (23,383); Marathon (23,234); Waukesha (23,025); Outagamie (19,446); and Milwaukee (16,753). Washington county moved up two spots in total sales, surpassing Marathon and Waukesha counties. A breakdown of sales by county is attached.

Customer Service

The Bureau of Customer Service and Licensing is continuing its efforts to improve the service we provide to our customers. Included are:

- **Bilingual Customer Service Representatives** – DNR has hired a Hmong speaking Customer Service Representative in our Milwaukee Office that can be accessed by staff statewide to provide translation services to Hmong speaking customers. In addition, the Madison Call Center will be hiring a Spanish speaking Customer Service Representative in its Call Center.
- **New Automated Telephone System** – An automated call distribution system has been installed in the Madison Call Center. This system will allow us to direct calls to bilingual staff, staff with specific program knowledge, and also to remote locations to maintain our ability to provide prompt service.
- **Toll-Free phone number** – Customers statewide can contact our Call Center in Madison using a toll-free phone number (1-800-282-0367).
- **New Customer Service Business System** – DNR has entered into a contract to begin the design and creation of a new automated licensing system. This system will incorporate multiple systems into the licensing system (e.g., Safety Education, Law Enforcement Citations, Recreational Vehicle Registrations) in our efforts to move towards a single customer record.

Attachments

Prepared by the Bureau of Customer Service & Licensing
November 2006

**DEER GUN LICENSE SALES BY COUNTY OF PURCHASE
THRU LAST DAY OF 9 DAY DEER SEASON EACH YEAR
(Number of Customers Purchasing in Each County)**

County	2000	2001	2002	2003	2004	2005	2006	Percent Change from 2005
ADAMS	3317	3314	2743	2894	2913	2820	2765	-1.95%
ASHLAND	4480	4374	4102	4569	4549	4574	4548	-0.57%
BARRON	12640	12457	11674	11975	12193	12144	12212	0.56%
BAYFIELD	3472	3586	3187	3386	3466	3421	3375	-1.34%
BROWN	28502	28885	26930	28139	28363	28498	28408	-0.32%
BUFFALO	3739	3798	3454	3441	3424	3343	3346	0.09%
BURNETT	6004	5738	5250	5236	5158	5104	5219	2.25%
CALUMET	3128	4155	4621	5213	5620	5903	6592	11.67%
CHIPPEWA	12905	12609	11540	11881	12353	13040	13496	3.50%
CLARK	5705	5956	5470	5527	5742	5584	5560	-0.43%
COLUMBIA	7824	7747	6829	6979	7085	6927	7025	1.41%
CRAWFORD	4268	4401	4084	4295	4416	4328	4433	2.43%
DANE	38458	37164	30416	29887	29989	29597	28862	-2.48%
DODGE	11031	11021	10142	11272	11637	11682	11580	-0.87%
DOOR	4151	4082	3817	3880	3757	3687	3716	0.79%
DOUGLAS	8406	8294	6975	7345	7619	7479	7627	1.98%
DUNN	8300	8231	7829	8334	8654	8577	8638	0.71%
EAU CLAIRE	16226	16207	14857	15482	15370	14397	14647	1.74%
FLORENCE	1892	1820	1661	1740	1701	1539	1639	6.50%
FOND DU LAC	13424	13279	12460	12118	12207	12251	12295	0.36%
FOREST	2837	2833	2587	2625	2643	2490	2492	0.08%
GRANT	9600	9416	7943	8312	8438	8119	8369	3.08%
GREEN	4312	4255	3317	3453	3489	3449	3522	2.12%
GREEN LAKE	3998	4099	3757	3858	3772	3616	3609	-0.19%
IOWA	3874	3943	3086	2863	2816	2742	2685	-2.08%
IRON	1789	1679	1485	1629	1664	1570	1601	1.97%
JACKSON	5143	5355	4969	5163	5309	5214	5249	0.67%
JEFFERSON	7853	7703	6928	7456	7557	7296	7405	1.49%
JUNEAU	5033	4637	3960	4163	4027	3957	4152	4.93%
KENOSHA	8541	8135	6739	7012	6977	7036	7044	0.11%
KEWAUNEE	3162	3143	2997	3006	2800	2769	2757	-0.43%
LA CROSSE	15607	15415	13867	14470	14668	14512	15049	3.70%
LAFAYETTE	1557	1632	1526	1540	1529	1366	1484	8.64%
LANGLADE	6853	7203	6736	7116	7153	7013	7365	5.02%
LINCOLN	7792	7771	6926	7203	6985	6880	6982	1.48%
MANITOWOC	10197	9899	9179	9386	9538	9169	9099	-0.76%
MARATHON	22848	23233	21548	22733	22977	23035	23234	0.86%
MARINETTE	10733	10690	10040	10351	9955	9617	9657	0.42%
MARQUETTE	3568	3514	3041	3231	3233	3216	3219	0.09%
MILWAUKEE	26169	24788	20486	21224	19754	17702	16753	-5.36%
MONROE	8766	8824	8005	8589	8859	8692	8901	2.40%
OCONTO	6634	6616	6234	6397	6274	6033	6122	1.48%

**DEER GUN LICENSE SALES BY COUNTY OF PURCHASE
THRU LAST DAY OF 9 DAY DEER SEASON EACH YEAR
(Number of Customers Purchasing in Each County)**

County	2000	2001	2002	2003	2004	2005	2006	Percent Change from 2005
ONEIDA	10023	9878	8930	9466	9345	9108	8983	-1.37%
OUTAGAMIE	23319	22902	21328	21375	21189	20270	19446	-4.07%
OZAUKEE	4381	4225	3376	3459	3518	3380	3275	-3.11%
PEPIN	3692	3571	2399	2527	2413	2316	2189	-5.48%
PIERCE	6271	6297	5454	5082	5287	5245	5235	-0.19%
POLK	10807	10543	9707	10080	10355	10268	10576	3.00%
PORTAGE	11837	11677	10772	11373	11595	11550	11915	3.16%
PRICE	5176	5249	4659	5030	4923	4657	4656	-0.02%
RACINE	12893	12515	10661	10993	11183	10136	10022	-1.12%
RICHLAND	4120	4161	3536	3722	3890	4081	4041	-0.98%
ROCK	17610	17474	14345	15234	15079	14646	14401	-1.67%
RUSK	4569	4453	4135	4315	4362	4314	4369	1.27%
SAUK	11914	12116	10091	10506	10907	10992	13560	23.36%
SAWYER	4692	4845	4643	4872	4900	4684	11114	137.28%
SHAWANO	6296	6421	5919	5964	5888	5799	4654	-19.74%
SHEBOYGAN	11846	11806	10848	11282	11500	11305	5704	-49.54%
ST CROIX	13907	13671	12605	13392	13467	13276	11298	-14.90%
TAYLOR	6562	6505	5900	6057	6114	5559	5766	3.72%
TREMPEALEAU	5118	5106	5759	5784	5851	5938	5925	-0.22%
VERNON	4685	4922	4309	4542	4618	4644	4741	2.09%
VILAS	4539	4533	4032	4073	4119	3889	3988	2.55%
WALWORTH	5420	5438	4416	4765	5009	4901	4912	0.22%
WASHBURN	5566	5605	5232	5455	5511	5196	5286	1.73%
WASHINGTON	23268	23192	21513	22133	22306	21743	23383	7.54%
WAUKESHA	27065	26429	22622	22810	23103	23510	23025	-2.06%
WAUPACA	13424	13602	12792	13422	13285	13245	13128	-0.88%
WAUSHARA	3731	4031	3602	3676	3734	3629	3745	3.20%
WINNEBAGO	16260	15875	14486	14867	15254	15086	14788	-1.98%
WOOD	17856	17527	15485	16192	16640	16046	16279	1.45%
OUT OF STATE	23127	22070	21992	26997	27977	31988	31769	-0.68%
	694712	688540	618945	644818	649955	641789	644906	0.49%

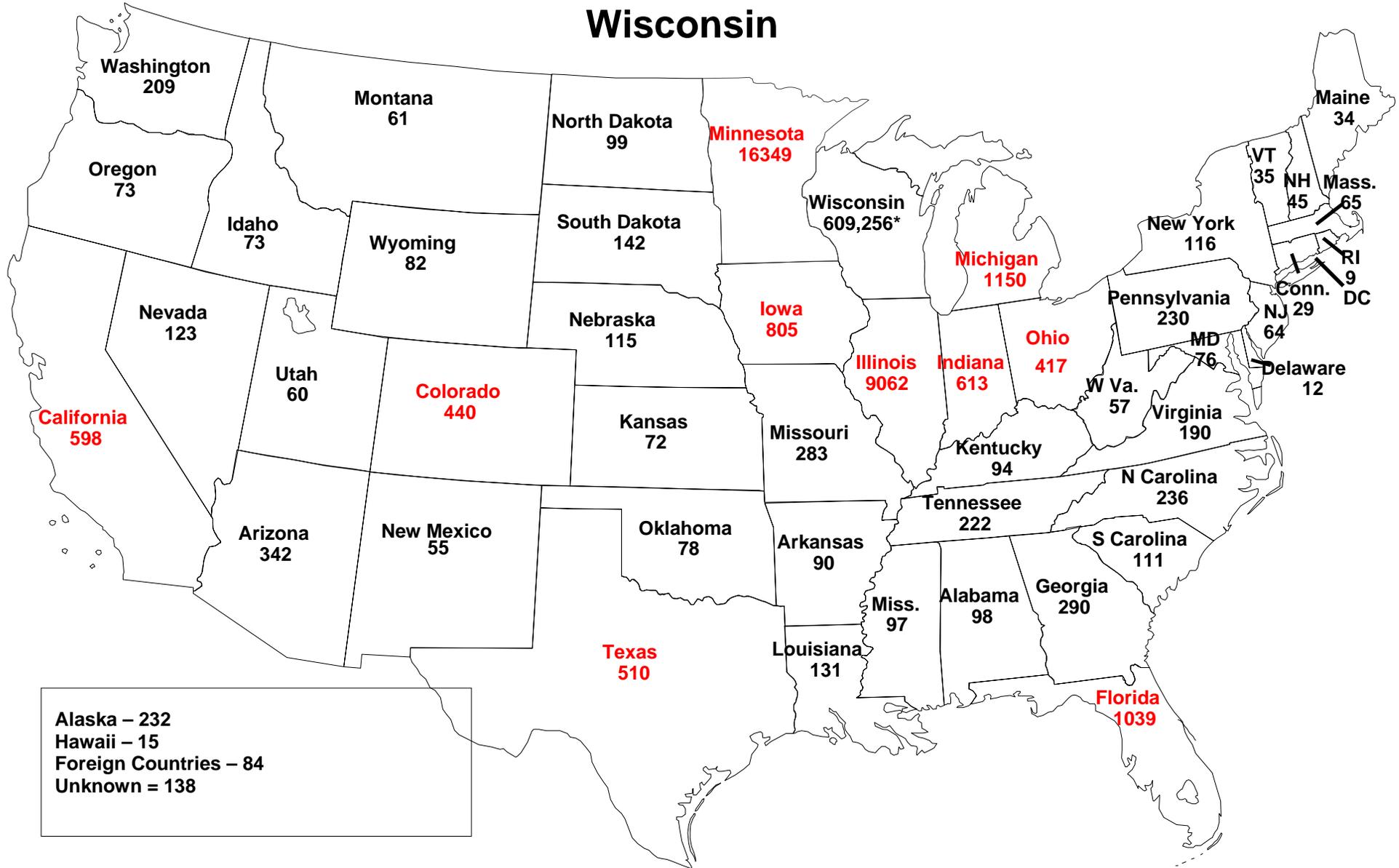
Deer Gun License Sales History

License Type	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Res Conservation Patron	24,566	34,927	43,915	50,043	53,891	67,172	77,415	81,314	81,895	81,076	71,041	65,688	55,579
Res Jr Patron											3,386	4,165	4,338
Resident Sports	115,663	108,820	104,655	95,027	91,720	94,061	92,014	86,134	75,122	72,536	77,961	78,365	72,570
Res Junior Sports**											4,170	3,332	3,238
Resident Gun Deer	504,531	512,799	497,990	495,998	491,062	492,423	483,419	480,078	428,724	455,967	459,175	393,922	407,358
Res Military											81		
Res Jr Gun*											27	61,504	65,912
Resident Gun Deer Totals	644,760	656,546	646,560	641,068	636,673	653,656	652,848	647,526	585,741	609,579	615,841	606,976	608,995
NR Conservation Patron				2	1	21	28	25	38	38	54	53	70
NR Jr Patron											339	495	790
NR Military Patron													2
NR Sports				8	14	130	232	279	277	313	325	384	437
NR Student Sports											10	20	18
NR Junior Sports												2,021	2,917
NR Military Sports											10	15	9
NR Gun Deer	26,016	28,398	30,512	30,628	32,270	36,387	41,604	40,710	32,889	34,888	33,214	31,498	31,298
NR Student Gun											85	170	226
NR Military Deer											77	137	113
NR WI Student Jr Gun												2	31
NR Gun Deer Totals	26,016	28,398	30,512	30,638	32,285	36,538	41,864	41,014	33,204	35,239	34,114	34,795	35,911
Total	670,776	684,944	677,072	671,706	668,958	690,194	694,712	688,540	618,945	644,818	649,955	641,771	644,906

*Prior to 2005, numbers shown were for sales of gun licenses to customers turning 12 during the season.

**Prior to 2005, the same Junior Sports license was issued to both residents and nonresidents.

Residence of 2006 Gun Deer Hunters in Wisconsin



Alaska – 232
 Hawaii – 15
 Foreign Countries – 84
 Unknown = 138

*261 People who bought a NR license used a WI address.