





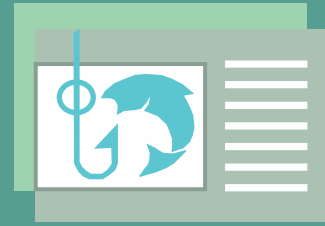
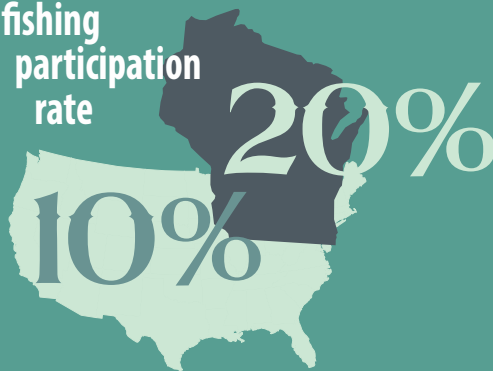
FISH ON... WISCONSIN!

Wisconsin Fishing Facts

What WI anglers want?

- 1 
- 2 
- 3 
- 4 

fishing participation rate



1,337,548

Average number of licenses sold from 2000-2015

Why WI anglers fish?

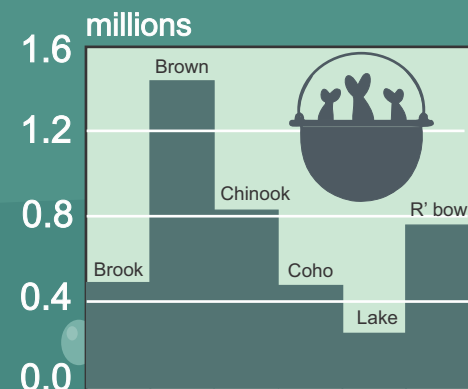


Destination for non-resident anglers



Native species

\$148 million
State and local tax revenue



Salmon and trout stocked in 2016

17

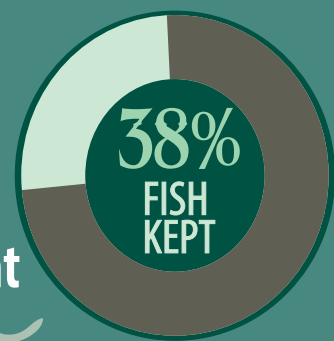
Average number of days Wisconsin anglers fish

13,000 miles of classified trout streams

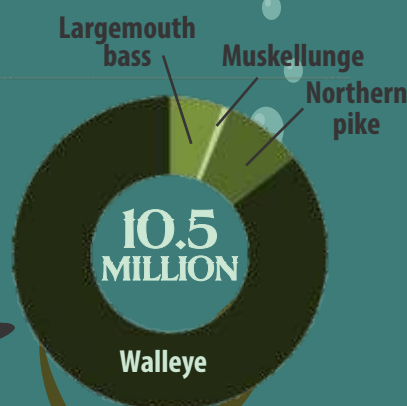
Muskellunge (musky) is the state fish

\$1.4 BILLION
direct expenditures for fishing related equipment

88 million fish caught

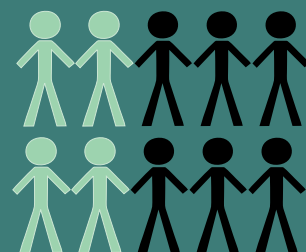


Trout Anglers
188,400
\$1.55 million in revenue



Warmwater fish stocked 2016

40%
Adult WI residents who fish



It's catching.