

2018 Wisconsin Deer License Preliminary Sales Metrics

11/25/2018 midnight

The information in the below chart and graph represent comparative sales numbers to the same day of the week in the previous year, relative to the first day of the gun season. The information is for sales that occurred on or before **11/25/2018 midnight**.

Sales to Date	
Comparison of 2017 Total Season Sales to 2018 Year to Date Sales	
2017 (Total)	2018 (YTD)
824,475	803,772
△	%
-20,703	97.5%

		2018		2017	Change	%
Monday	11/19/2018	793,627	11/20/2017	811,127	-17,500	-2.16%
Tuesday	11/20/2018	795,992	11/21/2017	813,602	-17,610	-2.16%
Wednesday	11/21/2018	799,341	11/22/2017	817,235	-17,894	-2.19%
Thursday	11/22/2018	801,056	11/23/2017	818,997	-17,941	-2.19%
Friday	11/23/2018	802,991	11/24/2017	820,997	-18,006	-2.19%
Saturday	11/24/2018	803,547	11/25/2017	821,653	-18,106	-2.20%
Sunday	11/25/2018	803,772	11/26/2017	821,876	-18,104	-2.20%

	2017 (Total)	2018 (YTD)	Change
Male	737,588	719,843	-17,745
Female	86,887	83,929	-2,958
TOTAL	824,475	803,772	-20,703

Mentored License Sales (Ages 0-11)

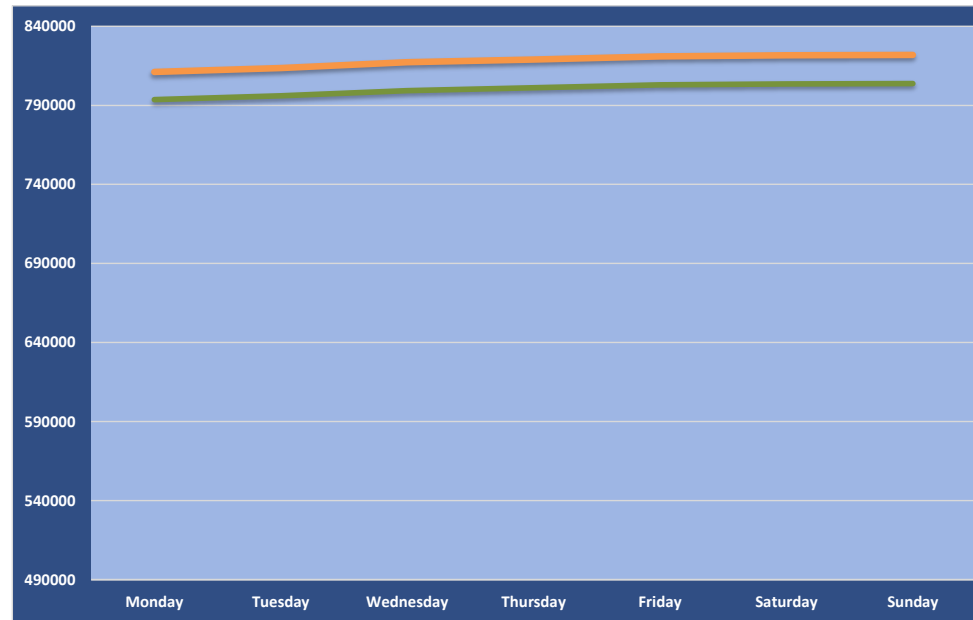
	2017 (Total)	2018 (YTD)	Change
Gun	14,955	15,484	529
Bow	1,215	1,370	155
Xbow	1,800	2,561	761
TOTAL	17,970	19,415	1,445

Sales by License Type

	2017 (Total)	2018 (YTD)	Change
Patron with Gun/Bow/Xbow	53,102	53,664	562
Sports with Gun	47,714	51,467	3,753
Gun	488,826	471,146	-17,680
Bow	152,172	138,600	-13,572
Xbow	82,661	88,895	6,234
TOTAL	824,475	803,772	-20,703

Sales by Residency

	2017 (Total)	2018 (YTD)	Change
Resident	770,583	750,703	-19,880
Nonresident	53,892	53,069	-823
TOTAL	824,475	803,772	-20,703



Note: Plot scale will change as data values change

Agent (in person locations) Sales by County (top 10)

County	Count
BROWN	24,457
DANE	18,603
WASHINGTON	17,963
OUTAGAMIE	16,740
MARATHON	16,143
WOOD	14,050
WAUPACA	13,197
WAUKESHA	12,365
CHIPPEWA	11,987
WINNEBAGO	11,644

Sales by Purchase Channel

Channel	Count
Agent (in person sales)	476,086
Internet	327,686
TOTAL	803,772