

# Conservation Patrons speak out!

SURVEY RESULTS TELL OF FAVORITE OUTDOOR PASTIMES.

Story by Eric Verbeten / Photos DNR File

For everything outdoors, the Conservation Patron license is the one-stop-shop with everything the sportsperson needs to take part in Wisconsin's strong outdoor traditions. Included in the license pack are many of the hunting, fishing and trapping licenses offered by the Department of Natural Resources, along with permit applications for special hunts.

The department sold the first Conservation Patron license in 1992 and today, there are more than 48,000 conservation patrons, both residents and non-residents. A team of DNR researchers recently completed a survey to learn about Conservation Patrons' preferences for outdoor pastimes and activities. These survey results are compared to previous years to learn about trends in outdoor activity and to ensure each DNR program area receives proportional program funding.

A random selection of Conservation Patron customers were mailed a questionnaire asking about the types of outdoor activities they pursued in 2014. Participants identified the different hunting they did and which species they hunted or trapped. Other questions included types of fishing, state property visits and reasons for purchasing the license.

## HIGHLIGHTS



**The top activity was gun deer hunting** with 96 percent of Conservation Patrons reporting they went in 2014. Spring turkey was the next most popular hunt followed by deer hunting with a bow and fall turkey hunting. More than half went small game hunting.



**The second most popular activity in the state was fishing**, with a total of 92 percent reporting they did some kind of fishing. Inland water fishing was the most popular, followed by inland trout fishing and then Great Lakes fishing.

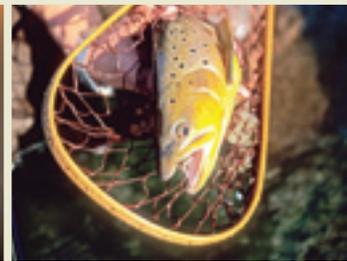


**More than one-fourth of Conservation Patron customers participated in trapping.** Raccoons were the most sought after species, followed by muskrats and coyotes.



**About 70 percent visited state parks, state forests or state recreation areas.**

To see more results, visit [dnr.wi.gov](http://dnr.wi.gov) and search keyword "publications" to find the report in the New Publications section.



## FUN FACTS:

- Conservation Patrons are a loyal group with nearly three-fourths of participants saying they bought their Conservation Patron license the last five years running.
- Convenience remains the number one reason for purchasing the license, followed by the money-saving value and support to resource management. Purchasing the Conservation Patron license saves about \$135 compared to getting each license separately.
- Over the years, a significant number of Conservation Patron customers get their money's worth by taking advantage of the many opportunities included in the package.
- Three-fourths of Conservation Patron license holders use motorized boats; a third did some ATV riding.
- Special thanks to our readers. Almost one-fourth of CP license holders (23 percent) read *Wisconsin Natural Resources* magazine cover to cover and two-thirds (65 percent) say they read most or some of the magazine every issue. An annual subscription is included with the purchase of a Conservation Patron license.

## BECOME A CONSERVATION PATRON TODAY

You can purchase your license online or at any of our 1,100 locations around the state. To learn more, visit [dnr.wi.gov](http://dnr.wi.gov) and search keyword "conservation patron."



Eric Verbeten is a DNR natural resources program coordinator and communications specialist.