





Lure them in, set the hook



Keep them on the line



**Try another lure and entice
them to bite again**

KEEPING THEM ON THE LINE

Wisconsin's First-Time Anglers and Strategies to Keep Them Around

February 24, 2021
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WISCONSIN
DEPARTMENT OF NATURAL RESOURCES

LIKING THE NUMBERS IN 2020



>93%

**Percentage of states showing an increase
in fishing license sales.**

LIKING THE NUMBERS IN 2020



LIKING THE NUMBERS IN 2020



104%

Resident male
FTB license increase
from 2019




103%

Resident female
FTB license increase
from 2019

GETTING TO KNOW THE FIRST-TIME ANGLERS



-  – October
- FTB, Adults (18+), Residents/Nonresidents
- 2,642 responses (30% response)

A COMPREHENSIVE SURVEY

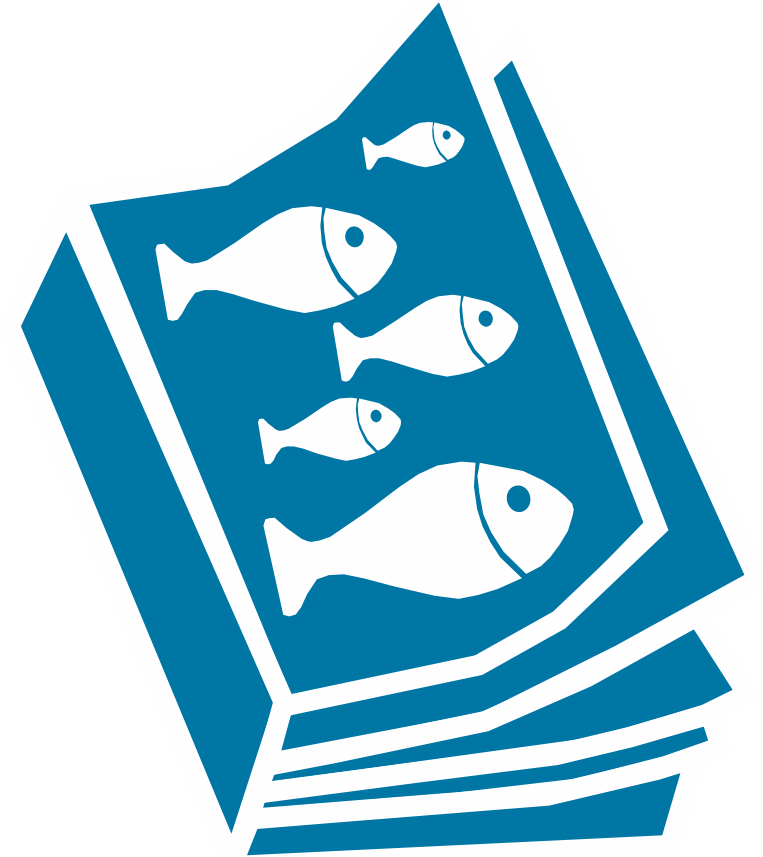
Descriptive work

Statistical summary of FTB motivations, beliefs, preferences and experiences

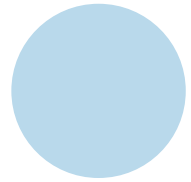
Key takeaways

Results that can be used to generate retention strategies

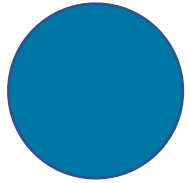
ACTION:



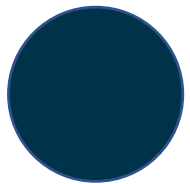
WHO ARE THESE NEWCOMERS?



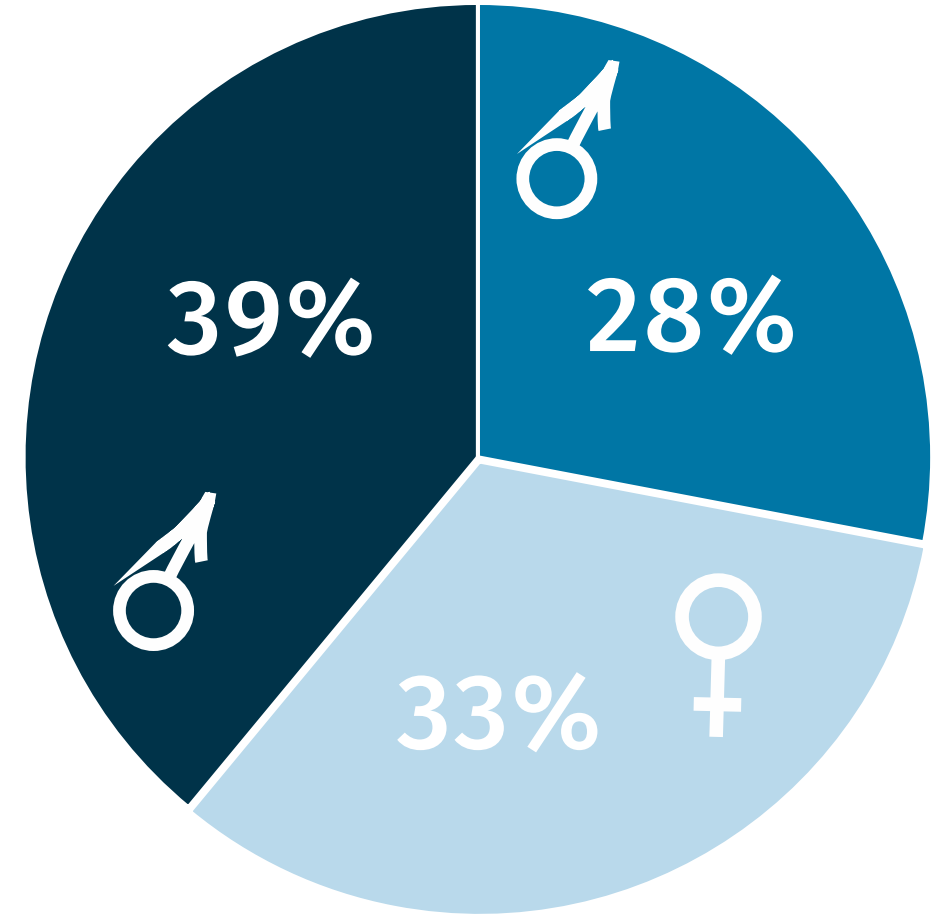
NEW - First fishing license



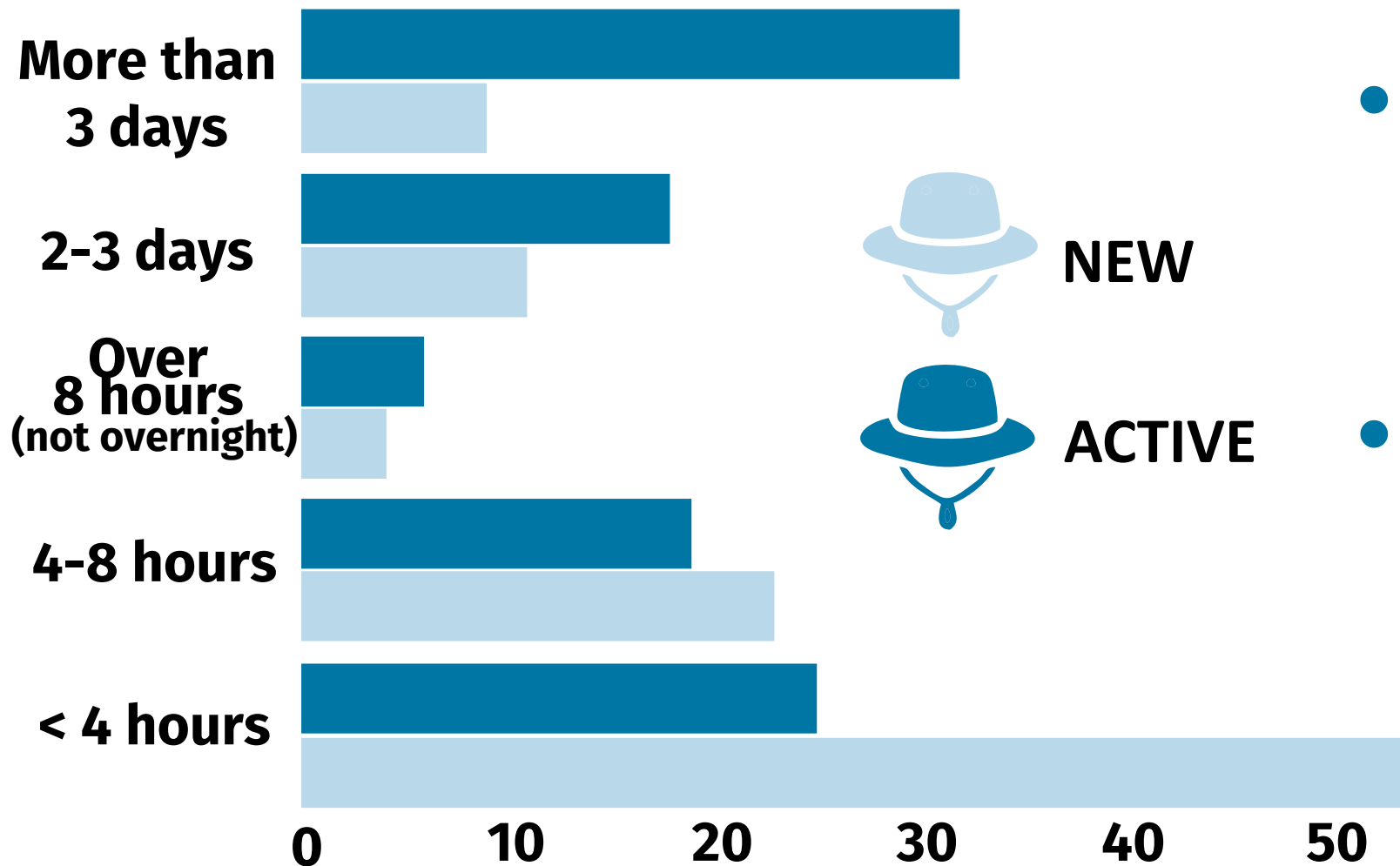
ACTIVE – New to Wisconsin but fished other states



REACTIVATED - Returned to fishing after many years



HOW LONG ARE THEIR FISHING TRIPS?

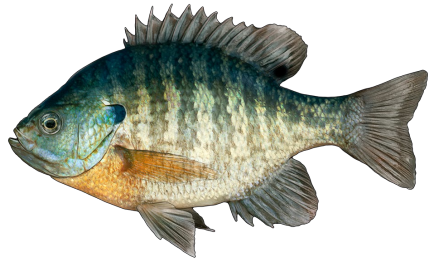
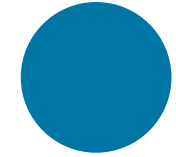


- New anglers – shorter trips
- Active anglers the opposite

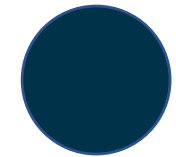
WHAT DO THEY FISH FOR?



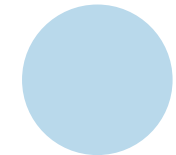
GAMEFISH



PANFISH



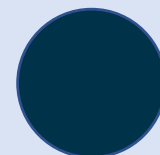
ANYTHING THAT BITES



NEW

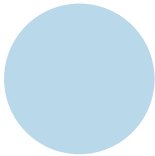
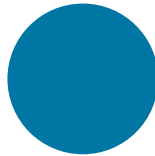
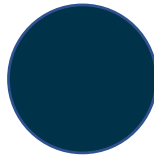
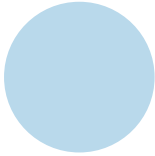



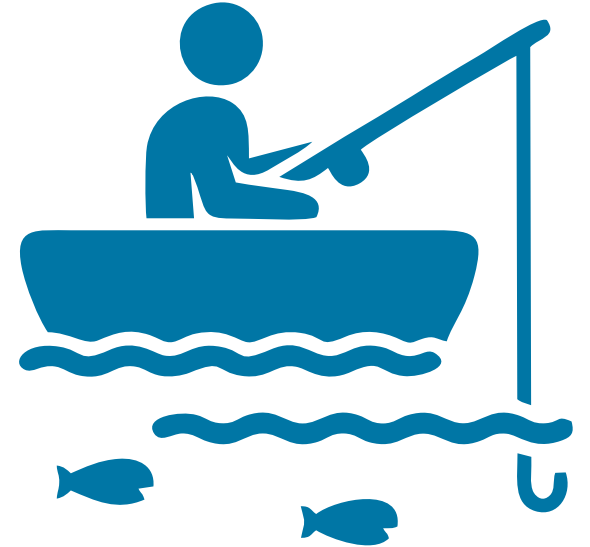
ACTIVE



REACTIVATED

IMPROVING THEIR EXPERIENCE

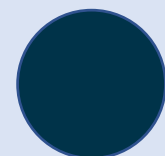
- Where to fish   
- Tips and tricks 
- Family excursion ideas 



NEW



ACTIVE

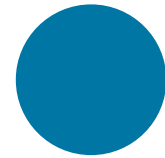
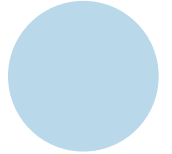


REACTIVATED

IMPROVING THEIR EXPERIENCE



- “How to” information
- Biological/Survey reports



NEW



ACTIVE



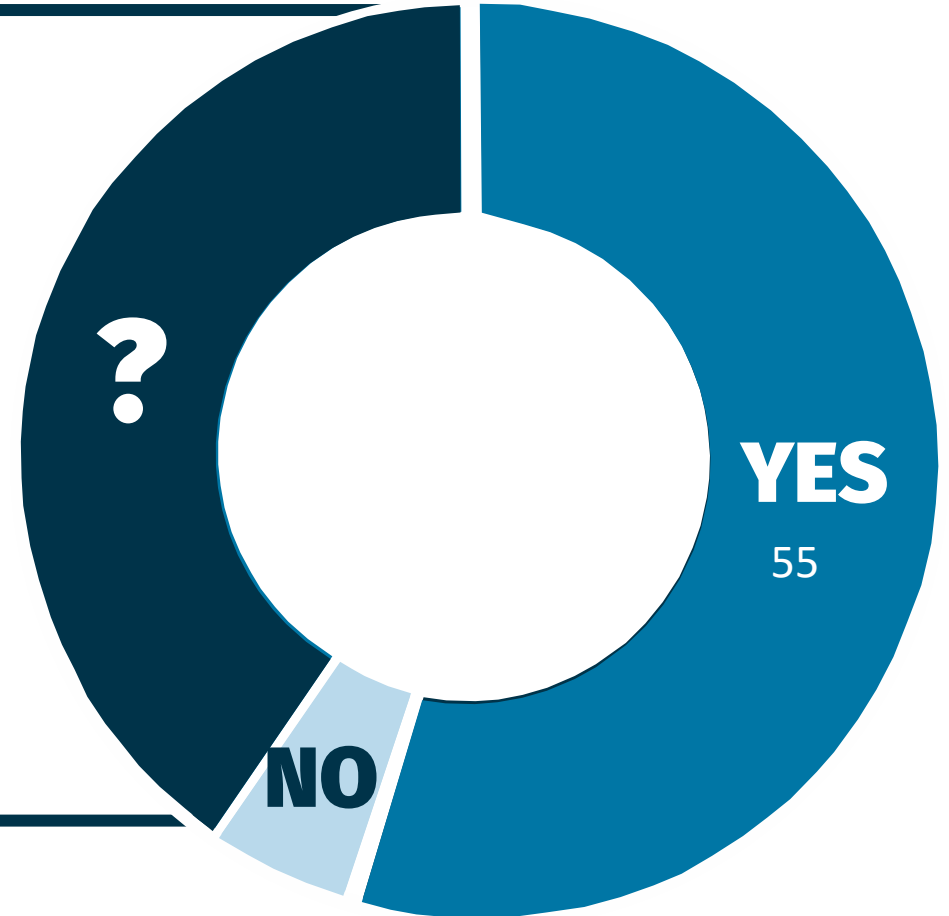
REACTIVATED

BUYING A FISHING LICENSE IN 2021?

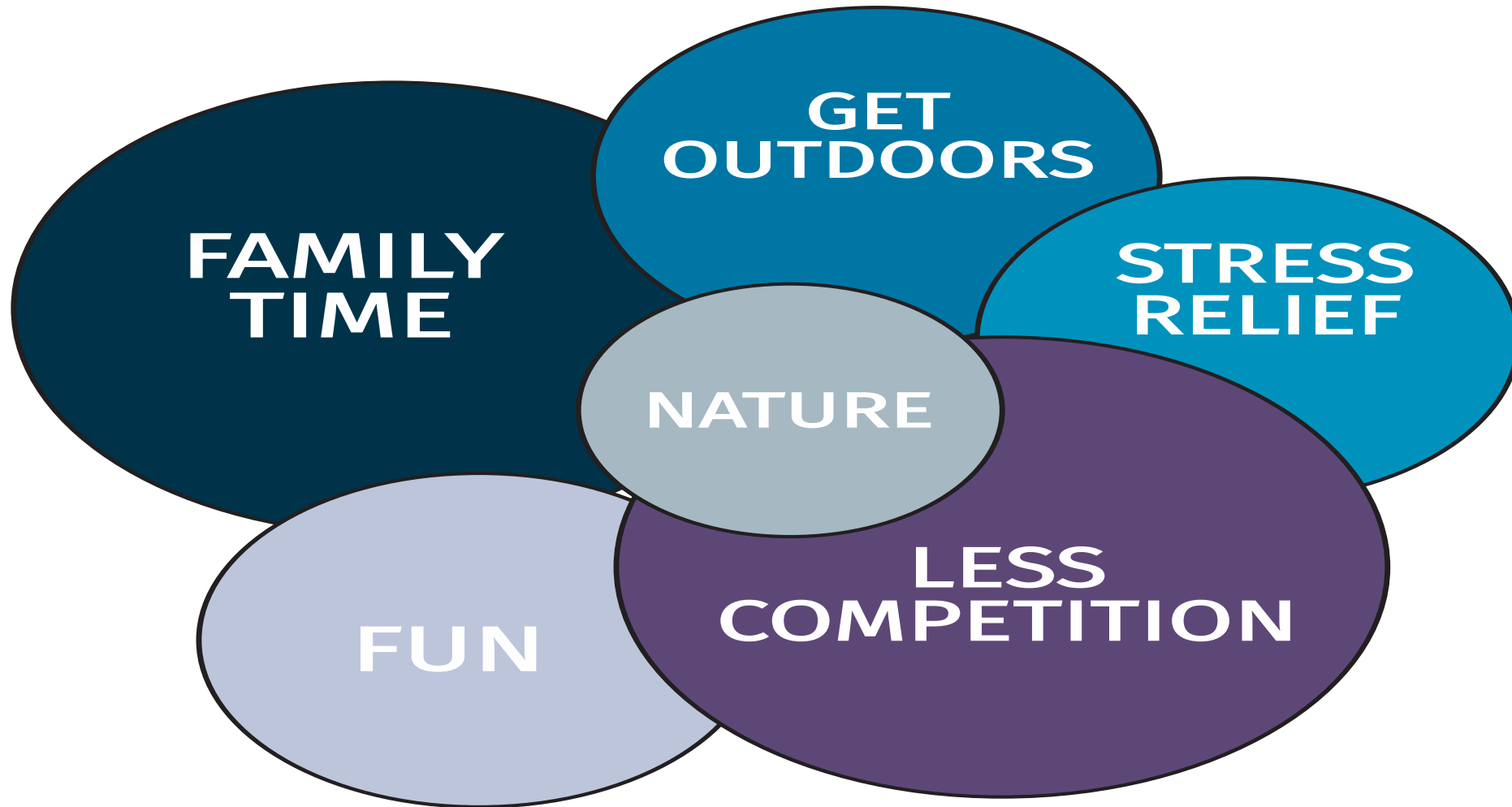
TARGET SEGMENT

40%

UNDECIDED



WHY DID THEY GO FISHING IN 2020?



AN ACT OF APPRECIATION

- **ACTION:** Develop and send bulletin FTB (90K)
- Relax, enjoy outdoors, more fun next year



RETENTION MARKETING



Pitch a tent. Cast a line. You're minutes away from memories.

Sometimes a memorable family trip is about getting back to basics – a tent, s'mores and a fishing rod and reel.



Fishing is a great way to have fun with family and friends. Be sure you're able to start making amazing memories again this year by renewing your fishing license today.



Buy your fishing license and catch memories you'll never release

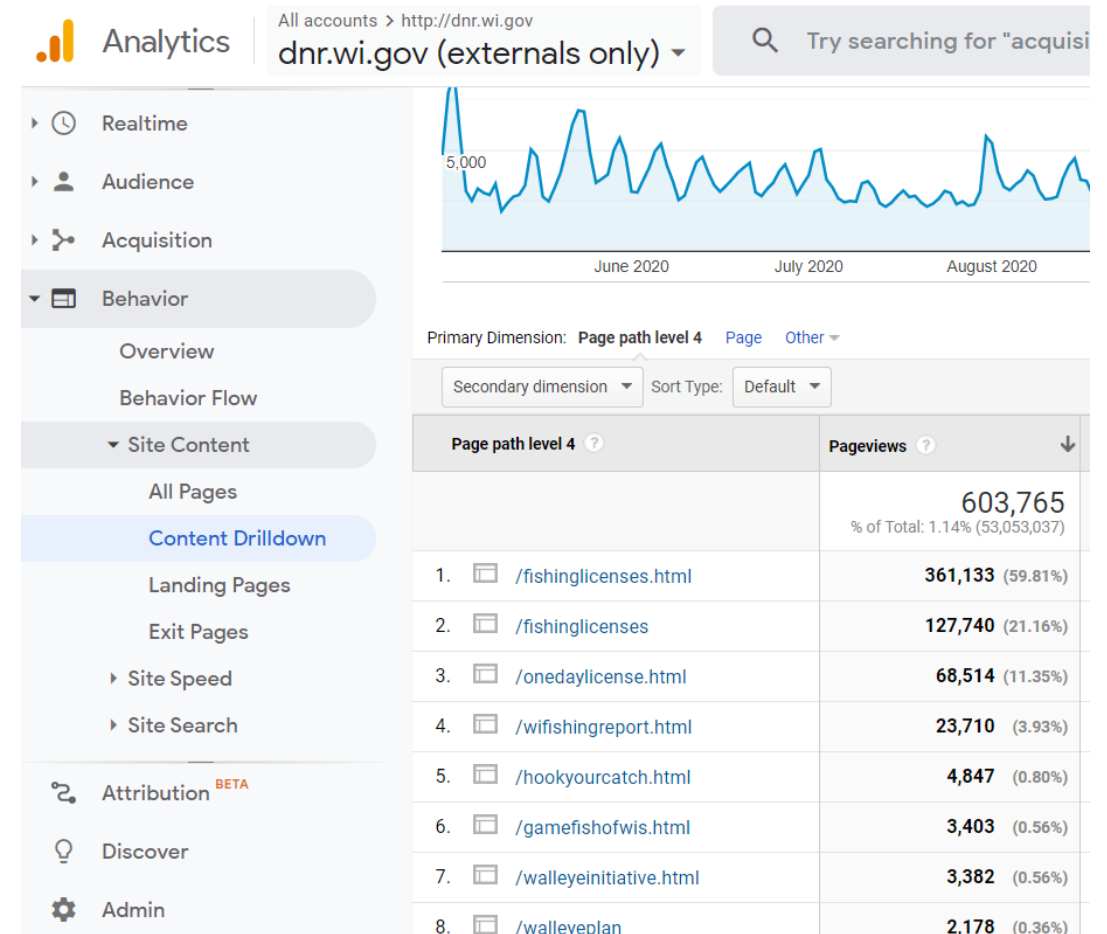


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- **ACTION:** Create multiple bulletins (GovDelivery) March/April
- Fun, family, memories, close to home

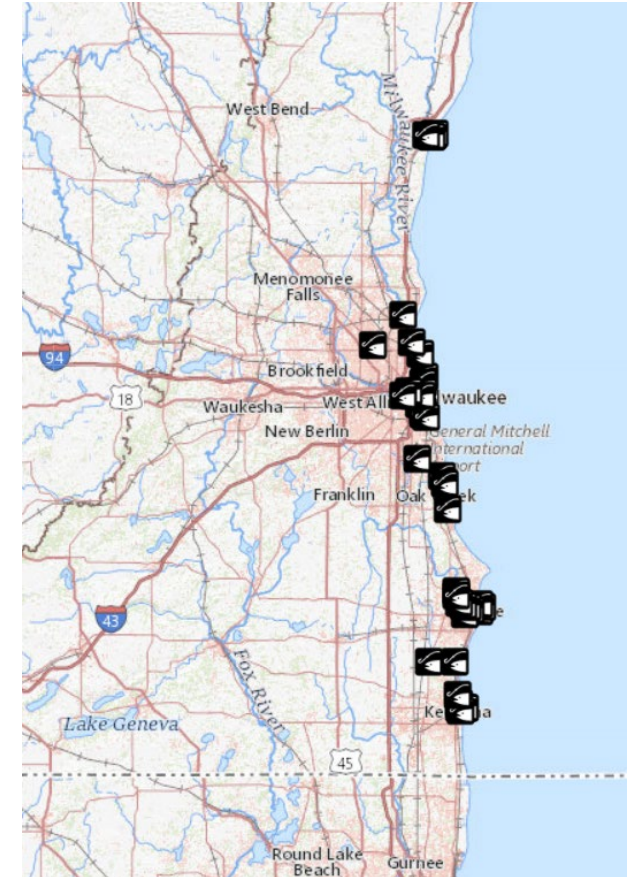
RETENTION MARKETING

- Include value added info (regs, where to fish)
- Link tracking
- Institutionalize



CLOSE TO HOME FISHING

- 50 places within one hour drive
- Miles, species, directions, access type
- Electronic version



CLOSE TO HOME FISHING

CLOSE TO HOME FISHING

Wisconsin's waters are open to fishing. But, please remember...

- 1 you must have a 2020 fishing license (you can easily buy your license online at gowild.wi.gov) and
- 2 all fishing rules and regulations apply.

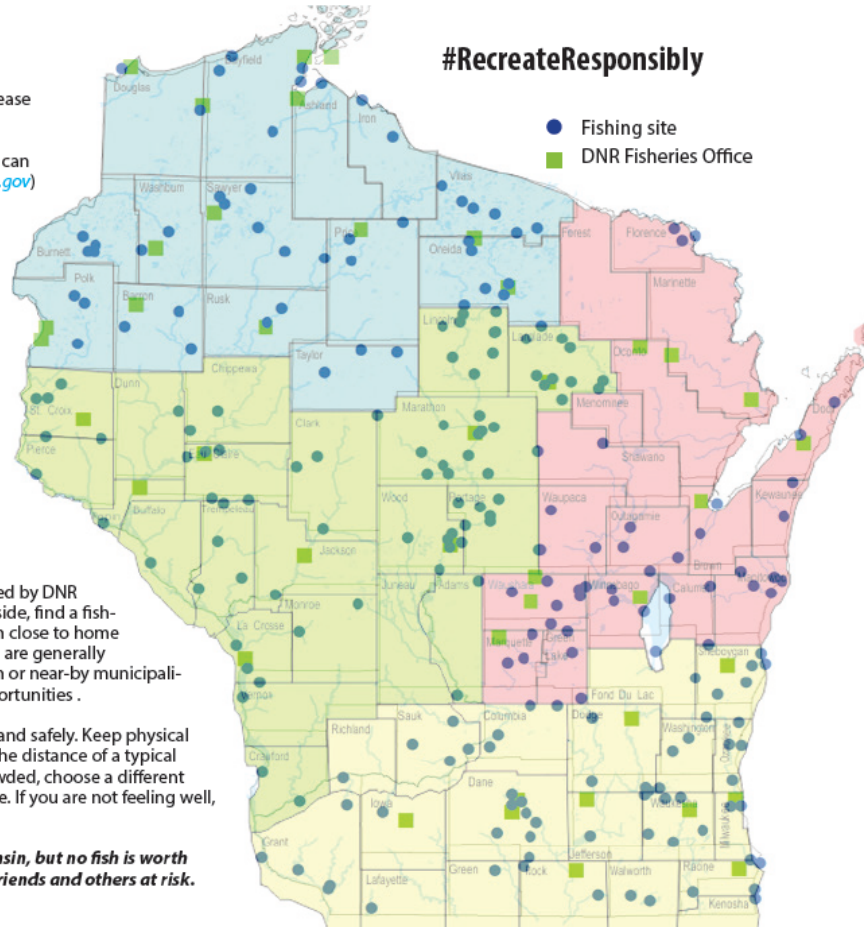
Recent research on strategies for angler recruitment, retention and reactivation found that 53% of anglers do not travel more than 30 minutes from their home.

This is important information because with the current public health emergency situation, it is important that we are not traveling long distances. In the Governor's Safer at Home order, outdoor recreation was identified as essential when performed safely. *Fishing can be a great way to get outdoors and recharge both mentally and physically when done safely.*

The following list of waters has been developed by DNR fisheries biologists to allow people to get outside, find a fishing spot, practice social distancing and remain close to home (somewhat within their community). The sites are generally found within a half hour of a DNR work station or near-by municipality and are focused more on shore fishing opportunities.

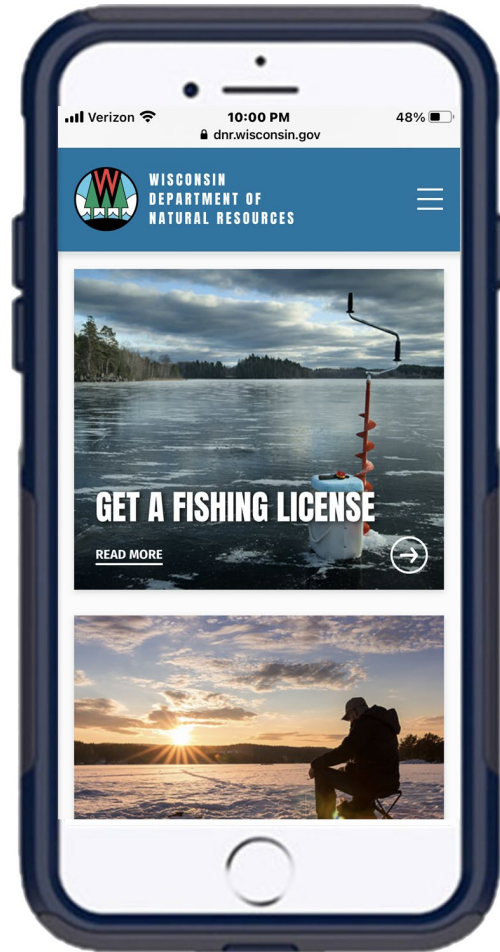
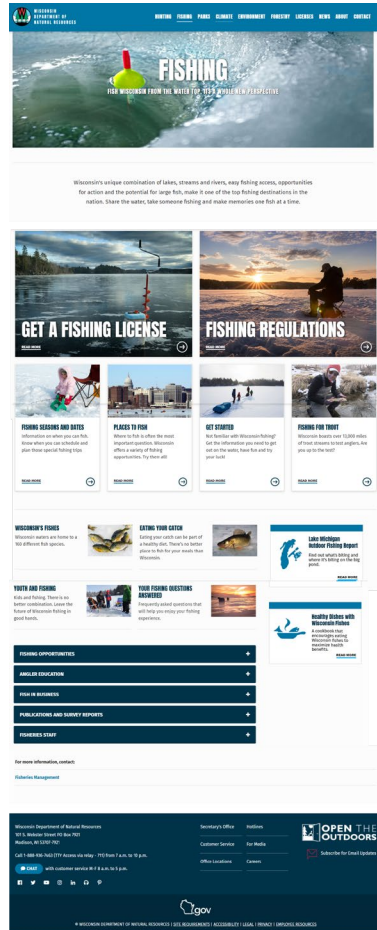
We must rely on everyone to fish responsibly and safely. Keep physical distance from others (6 feet or more – about the distance of a typical fishing rod). If your desired fishing spot is crowded, choose a different fishing location or another time to visit the site. If you are not feeling well, please don't go fishing. Stay home.

Fishing is a time-honored tradition in Wisconsin, but no fish is worth putting your health or the health of family, friends and others at risk.



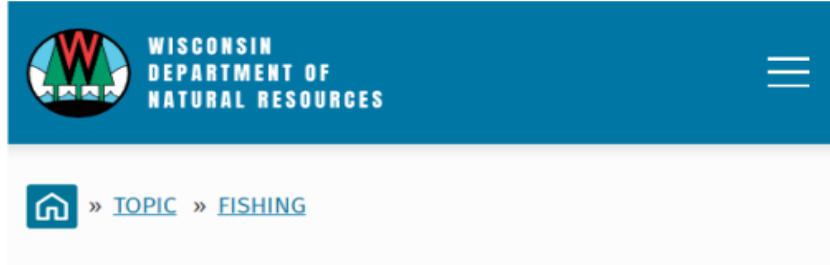
- COVID-19 driven; 2020 safety
- Work with biologist staff
- **ACTION:** Expand and create complimentary e-version

INFORMATION ON THE GO



- Responsive (desktop, tablet, smartphone)
- **ACTION:** Launched mobile site 2020

SURVEY REPORTS



FISHERIES SURVEY REPORTS

FISHING WISCONSIN

Each survey report listed here is a summary document that includes results and observations obtained during a survey conducted by fisheries staff of the Department of Natural Resources (DNR) and subsequent analysis of the data by DNR staff. The reports include a wide range of locations and survey types and may document management recommendations supported by data as well as qualitative observations noted by the survey efforts.

The length and amount of detail varies according to the intensity and duration of survey effort. Reports are arranged alphabetically by survey type within county. Please note: This is not a comprehensive listing of all DNR fisheries reports.

BAYFIELD COUNTY

Fisheries surveys

- [Lake Owen comprehensive survey, 2014 \[PDF\]](#)
- [Middle Eau Claire comprehensive survey, 2014 \[PDF\]](#)
- [Pike Chain of Lakes fishery survey, 2013 \[PDF\]](#)
- [Bony Lake fishery survey, 2007 \[PDF\]](#)

Trout surveys and assessments

- [Biological and social dynamics of the White River brown trout fishery, 2003-2005 \[PDF\]](#)

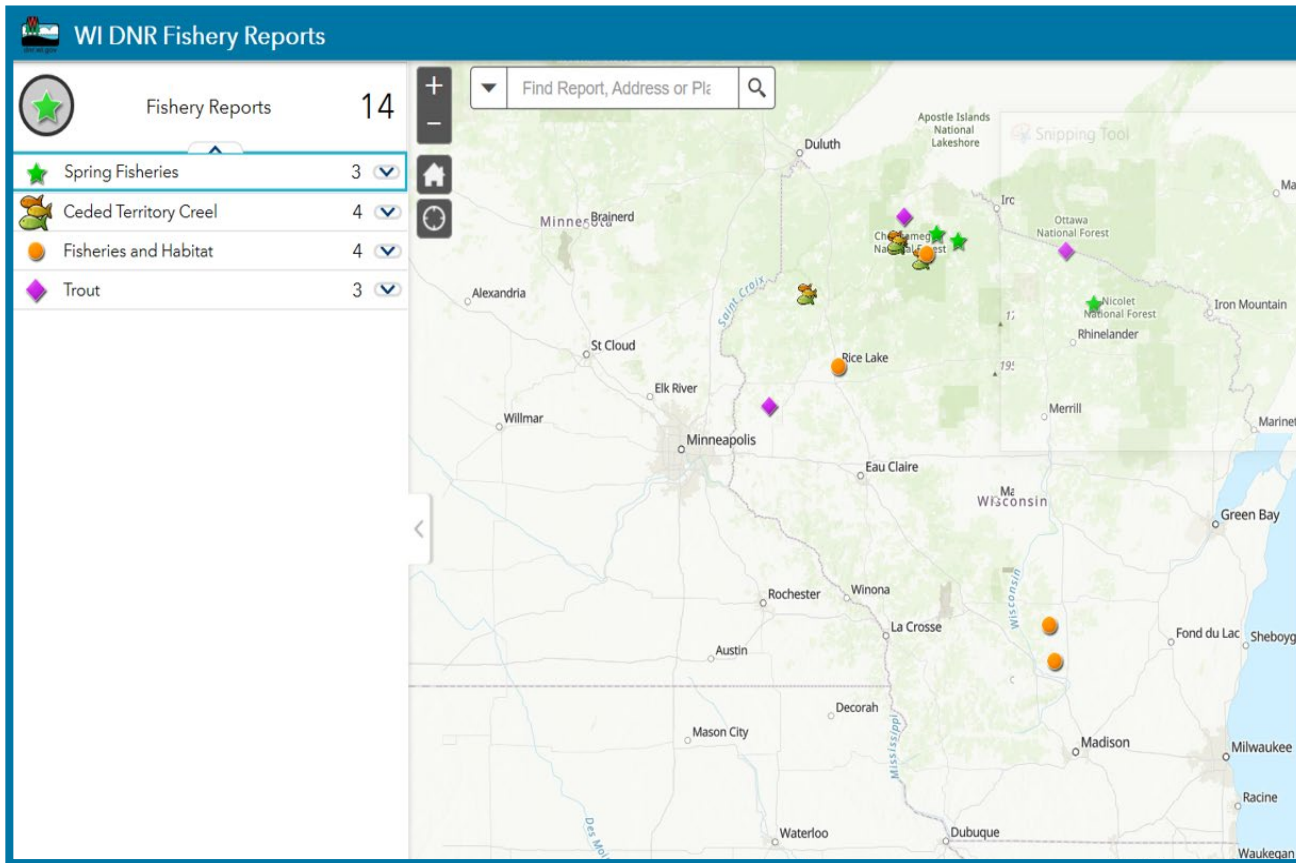
Ceded Territory spring survey reports

- [Upper Eau Claire Lake spring summary 2017 \[PDF\]](#)
- [Diamond Lake spring summary 2015 \[PDF\]](#)
- [White River comprehensive survey 2014 \[PDF\]](#)

Ceded Territory creel survey reports

- [Crystal Lake creel survey, 2018-2019 \[PDF\]](#)
- [Diamond Lake creel survey, 2018-2019 \[PDF\]](#)
- [Upper Eau Claire Lake creel survey 2017-2018 \[PDF\]](#)
- [Middle Eau Claire Lake creel survey 2016-2017 \[PDF\]](#)

SURVEY REPORTS



- Comprehensive pdf list (survey types)
- **ACTION:** Develop visual format with online application

COMBINED RECREATION

- Incorporate multiple activities
- **ACTION:** Work and collaborate with Dept. of Tourism



HITTING THE BUTTON

- Consider the user experience
- **ACTION:** Create accessible, one-stop information



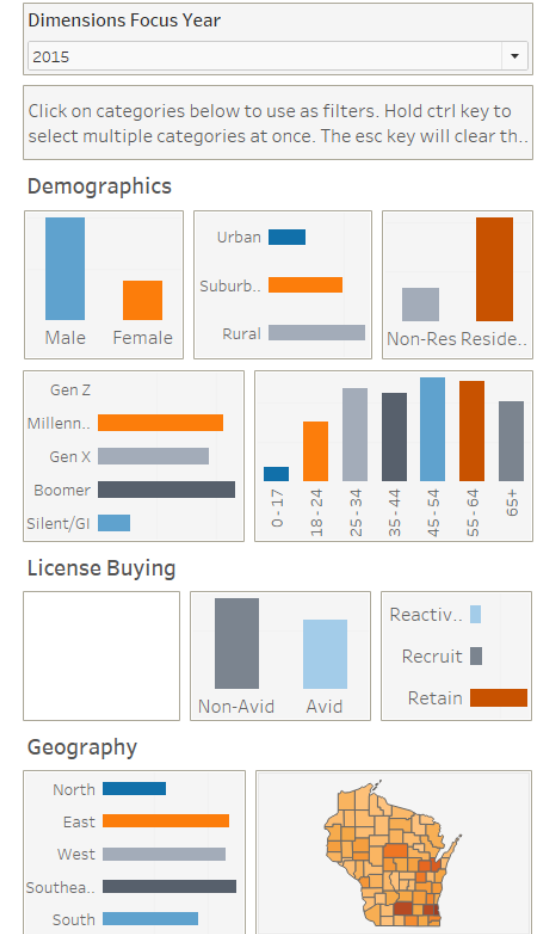
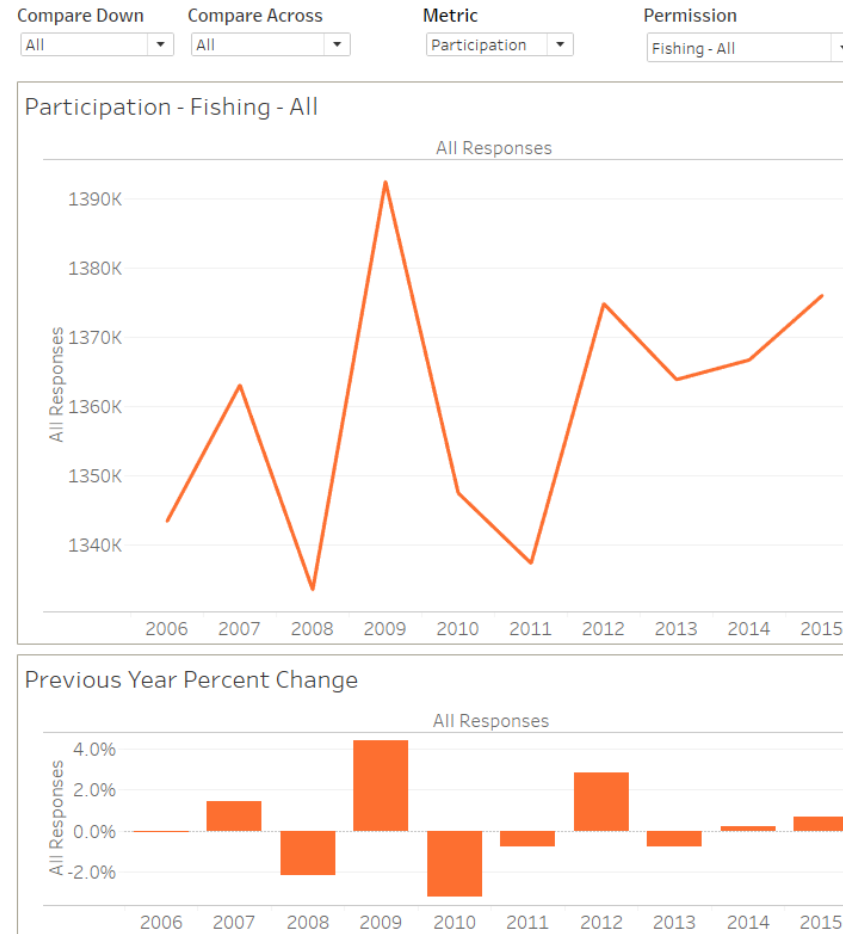
ACCESSIBILITY - THE FISHING HUB



MOVING THE NEEDLE?

- Set performance standards

- **ACTION:**
Update



FISHING FUN IN 2021!



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