

**Leisure License Sales Reflect Popularity of Outdoor Recreational Opportunities in Wood County**

**Leisure Licenses Sold in Wood County**

	1999	2000	2001	2002	2003	2004
Fishing	20,131	22,378	21,983	25,120	24,838	24,711
Hunting*	31,516	31,109	30,303	39,883	42,096	42,716
ATV	2,322	2,661	3,627	3,989	4,468	4,661
Snowmobile	NA	NA	NA	3,736	3,493	3,292
Boat**	10,540	9,578	9,419	9,984	9,753	9,494

\*2002 and after Bonus Deer Permits and Early and exterior Goose Permits became available.

\*\*1999 – by owner residence, 2000 and after by boat location.

**Key Facts**

- In 2004, 84,874 leisure licenses were sold in Wood County. The licenses were purchased primarily by Wisconsin residents and used in or near Wood County.
- ATV numbers have been steadily increasing, while snowmobile numbers have declined since 2002.
- Hunting licenses have increased since 1999, while fishing licenses have leveled off.
- In the five years since 1999, turkey stamp purchases have increased 86%.
- In 2004, out of the 24,711 fishing licenses sold, 1,150 were sold to out-of-state purchasers.

**Why is this Information Important?**

Wood County is full of natural resources for year-round outdoor leisure activities. Utilizing and promoting the lakes, rivers, trails and other natural resources within the county can boost the recreational and economic aspects of our quality of life.

**Leisure License Sales**

Fishing, hunting, boating and all-terrain vehicles (ATV's) – (activities requiring a license issued by the Wisconsin DNR) – represent some of the many outdoor activities enjoyed by Wood County residents throughout the year.

Outdoor enthusiasts can canoe the Wisconsin River, or boat on several lakes. Hunters can track deer, bear, turkey, and other game. Residents can ride snowmobile and ATV's on the county's numerous public access lands and trails. Along with legal licensure, the DNR also provides regulations and safety tips for each of these activities.

The numbers provided here represent licenses sold in Wood County each year. The leisure licenses can be used anywhere in Wisconsin. The numbers are an indicator of the popularity of outdoor recreation in Wood County.

*Source: Wisconsin DNR*