

# **DNR Licenses and Permits Statistical Report**



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**Presented to the Natural  
Resources Commission  
February 2, 2015**

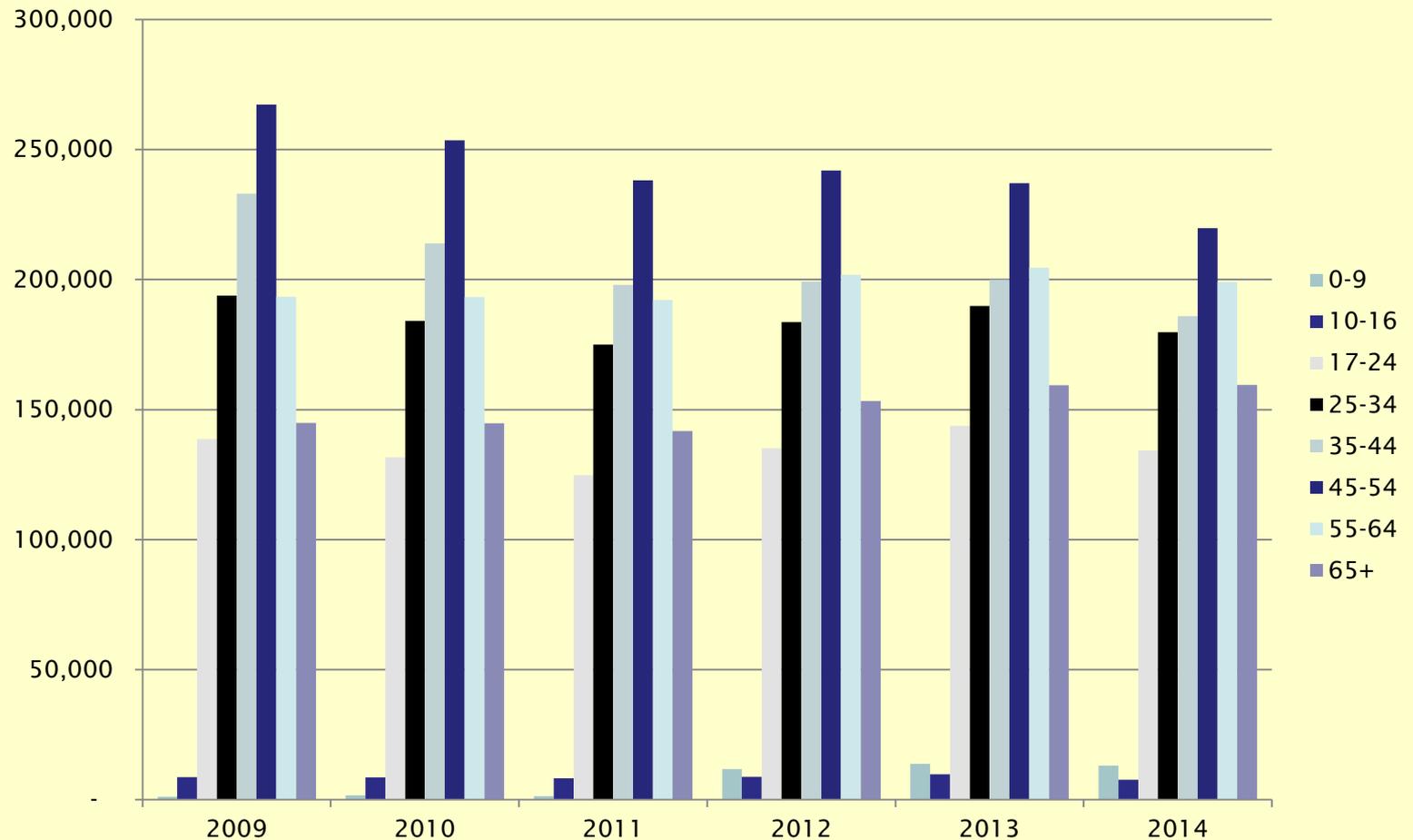
# fishing customers



Blue bar shows license year to end of previous month. Green bar represents entire license year.



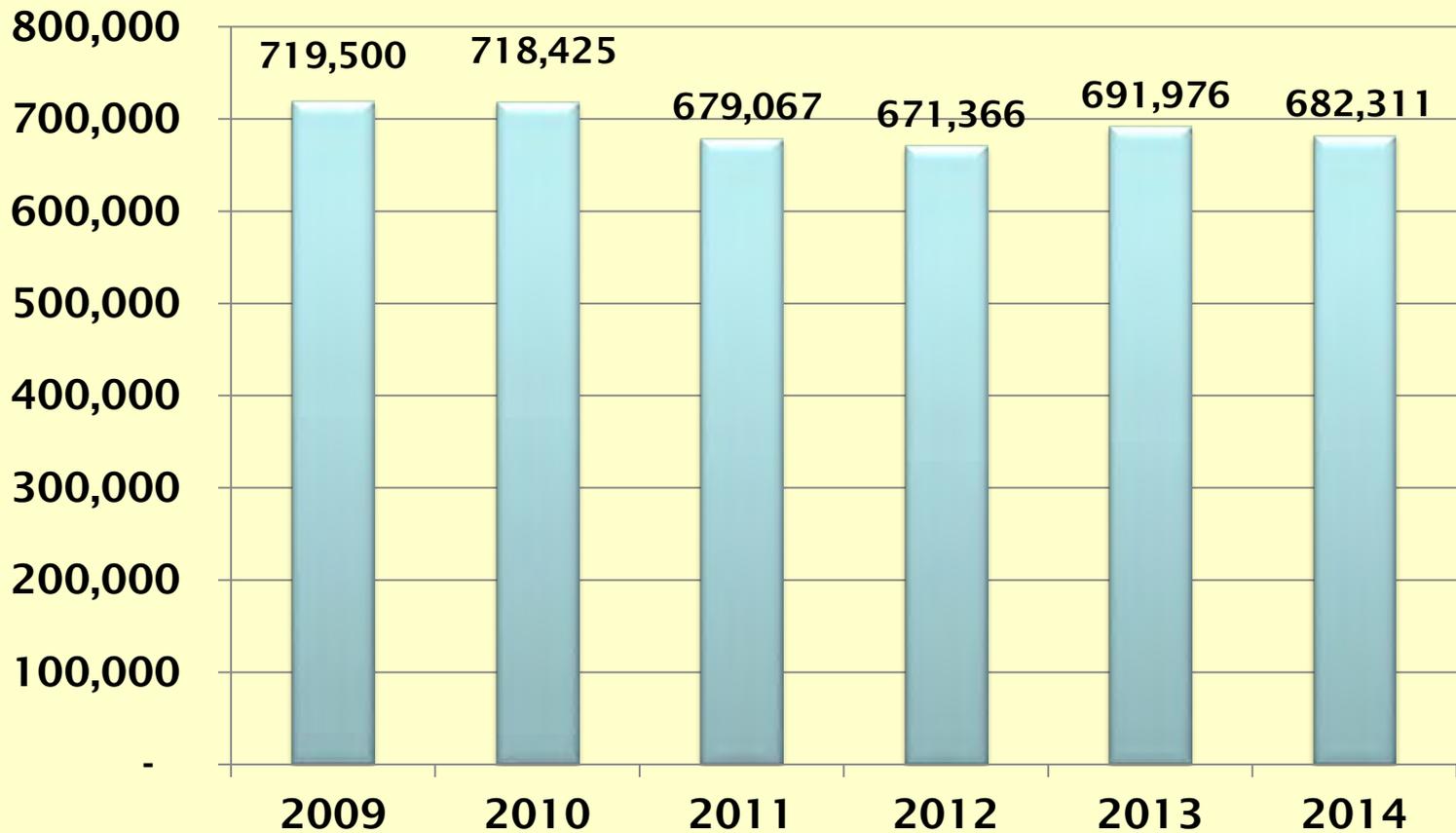
# fishing customers by age



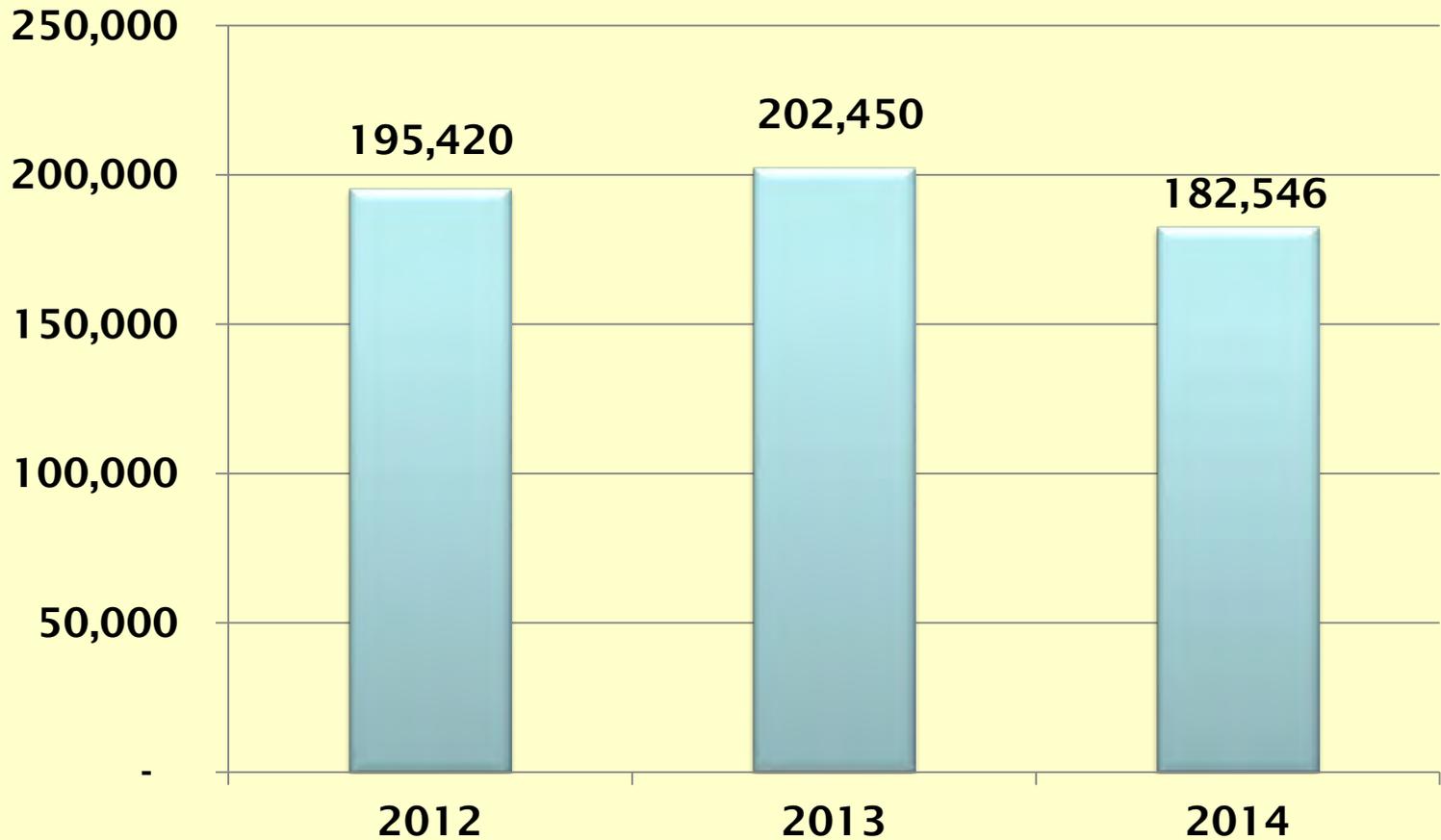
# new fishing customers



# repeat fishing customers



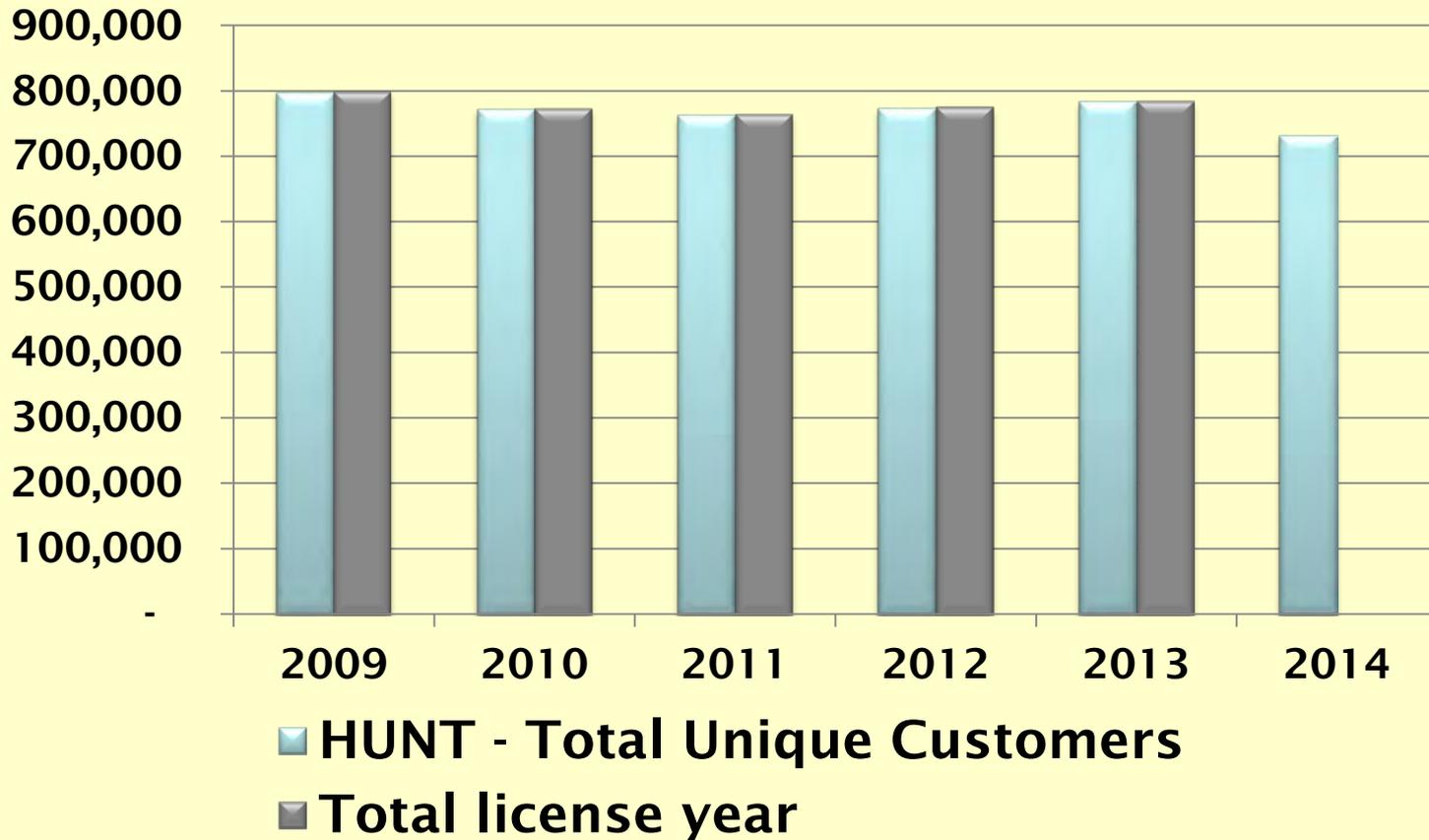
# fishing customers with an out-of-state address



# fishing customers buying short term licenses (1 or 3 day)



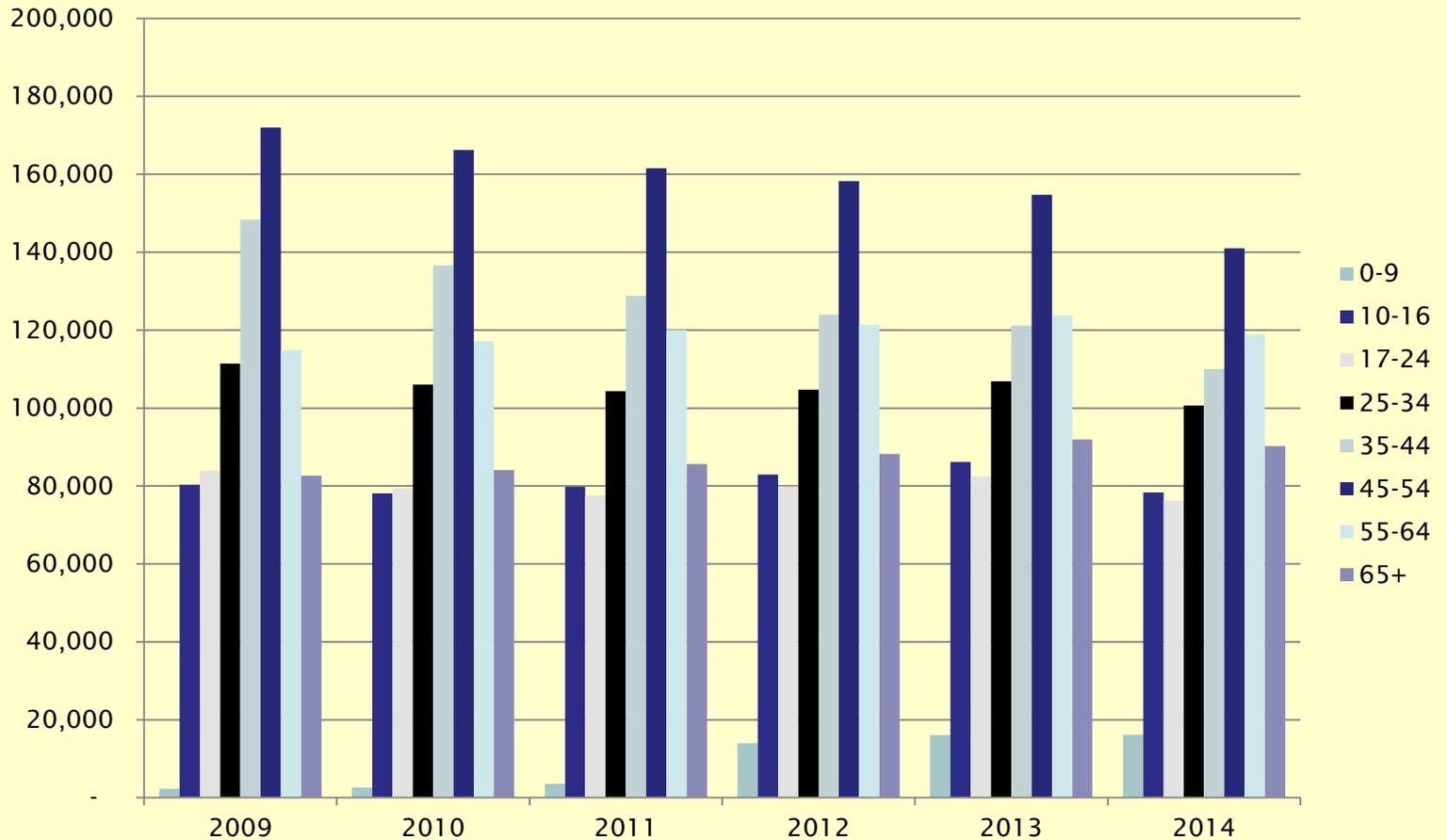
# hunting customers



Hunting customer data for this report is compiled by license year to date (blue bar) which is March 1 through Jan. 31. The green bar represents the entire license year.



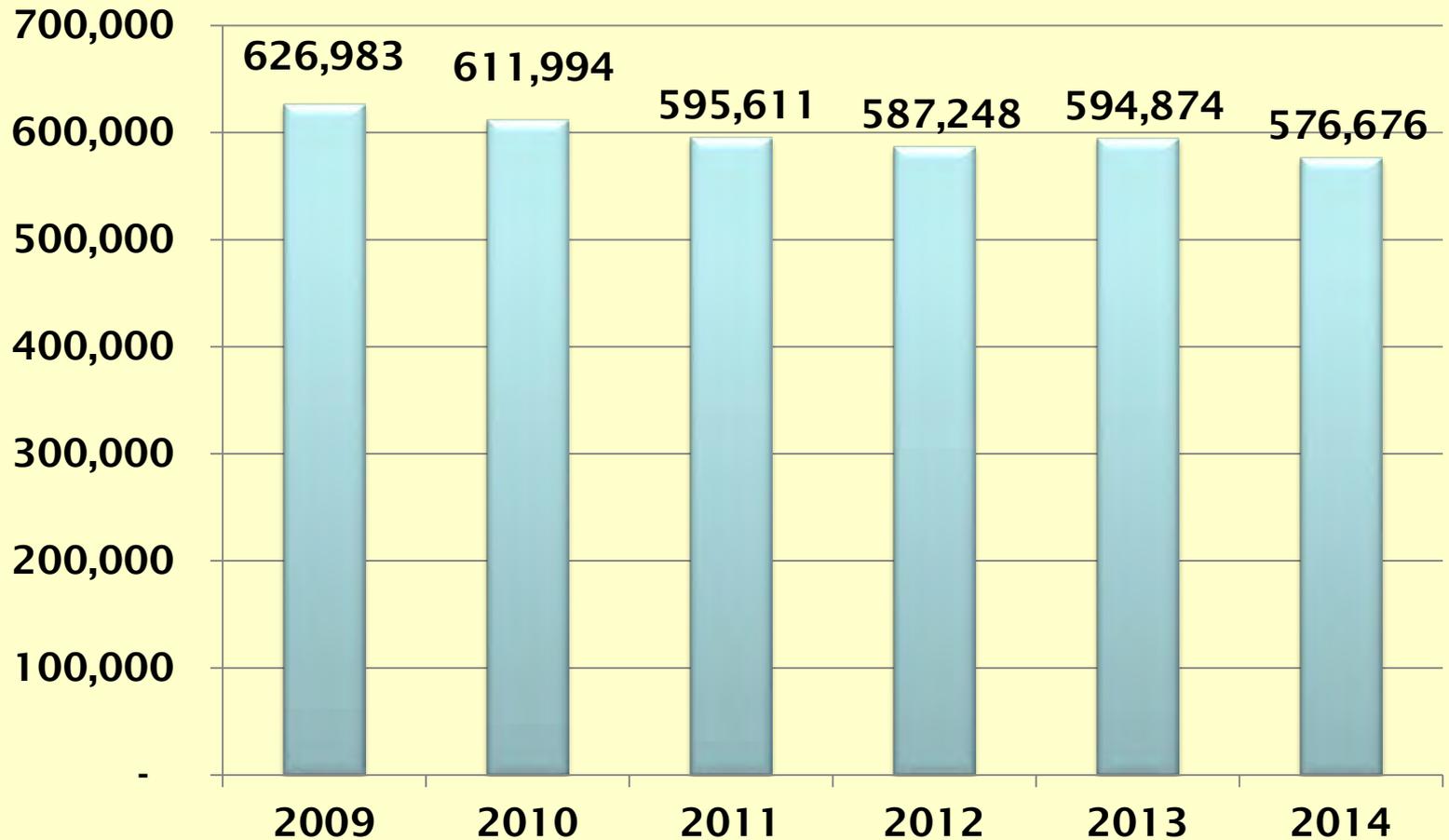
# hunting customers by age



# new hunting customers



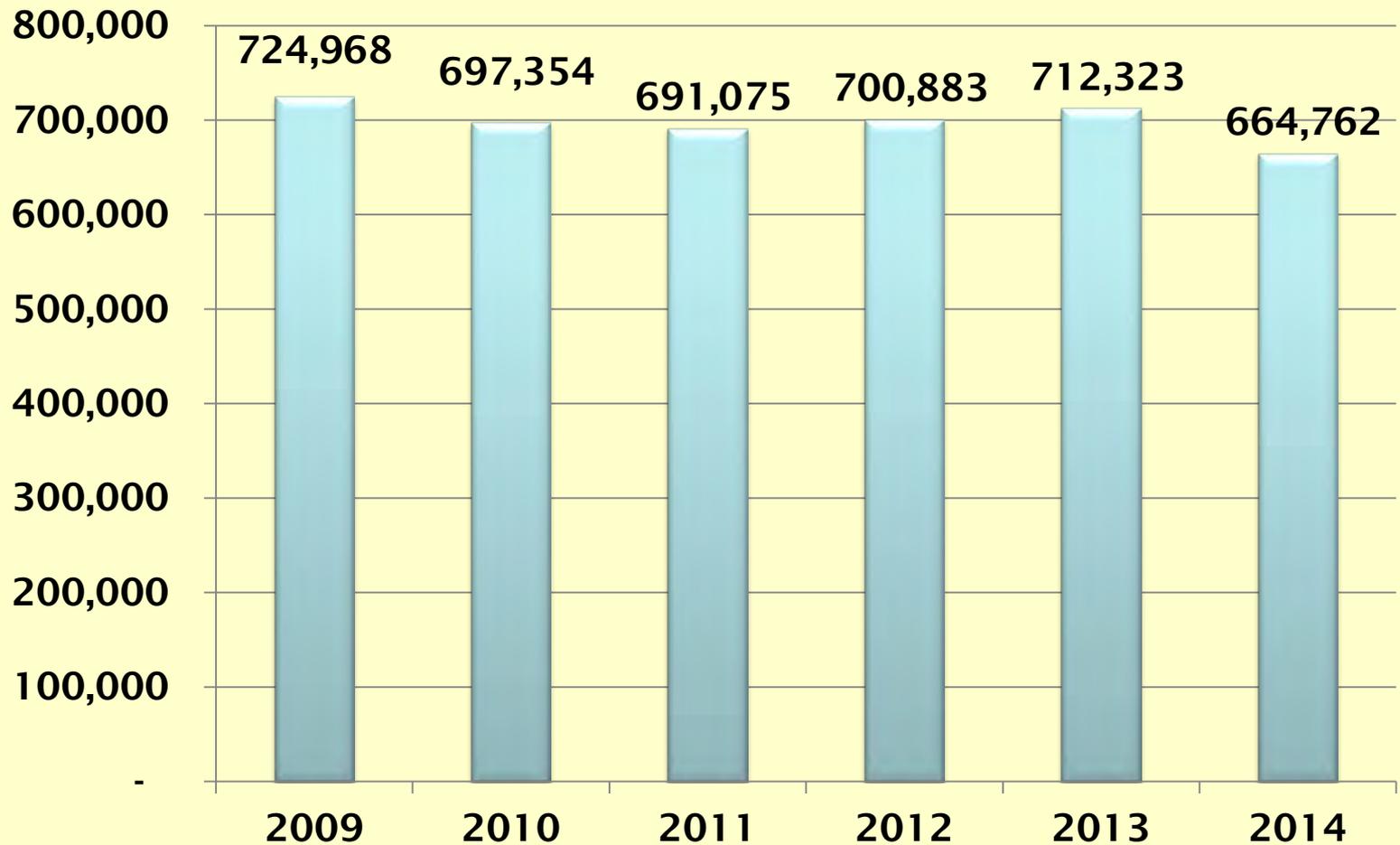
# repeat hunting customers



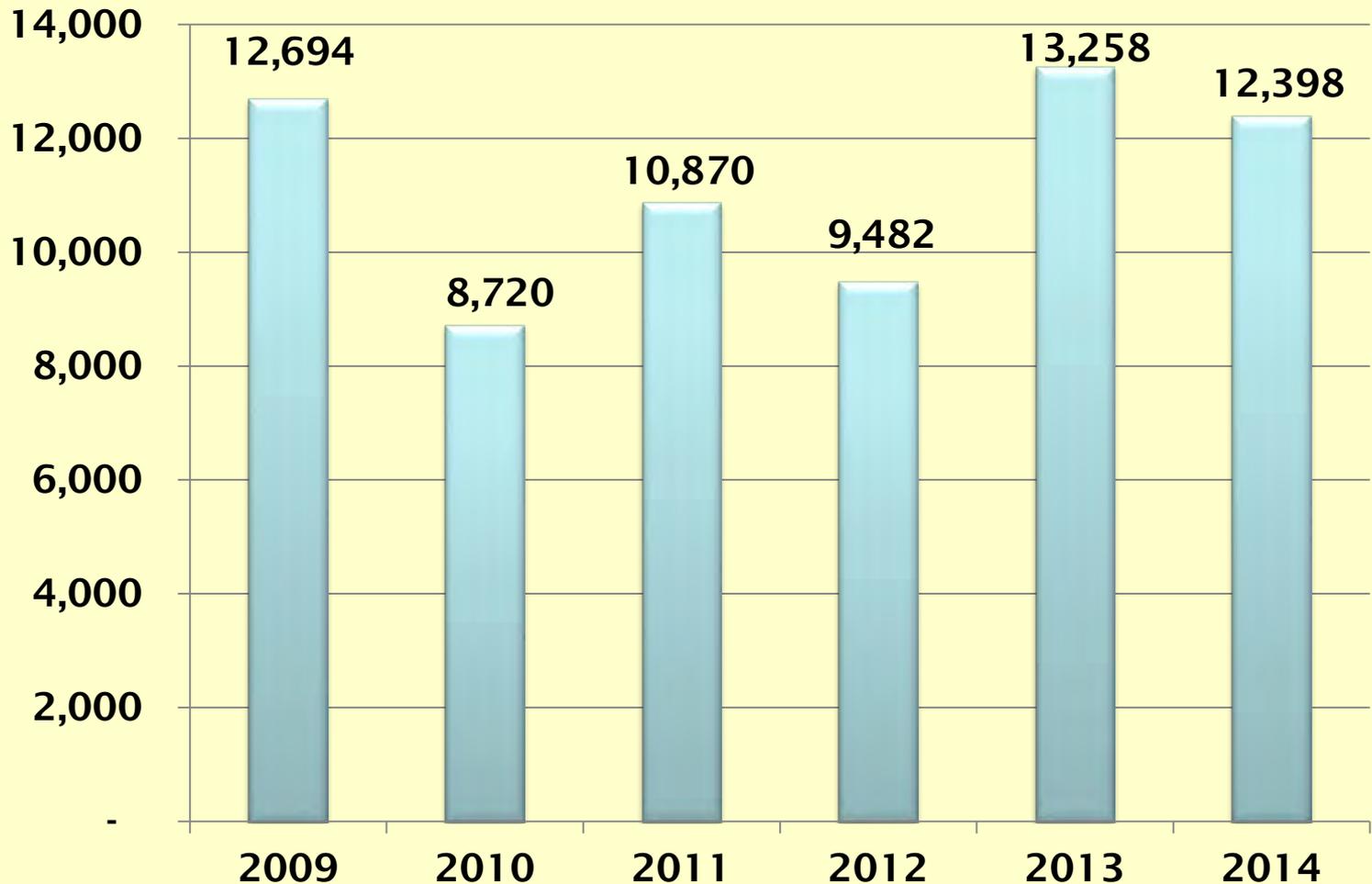
# Nonresident hunting customers



# deer license customers



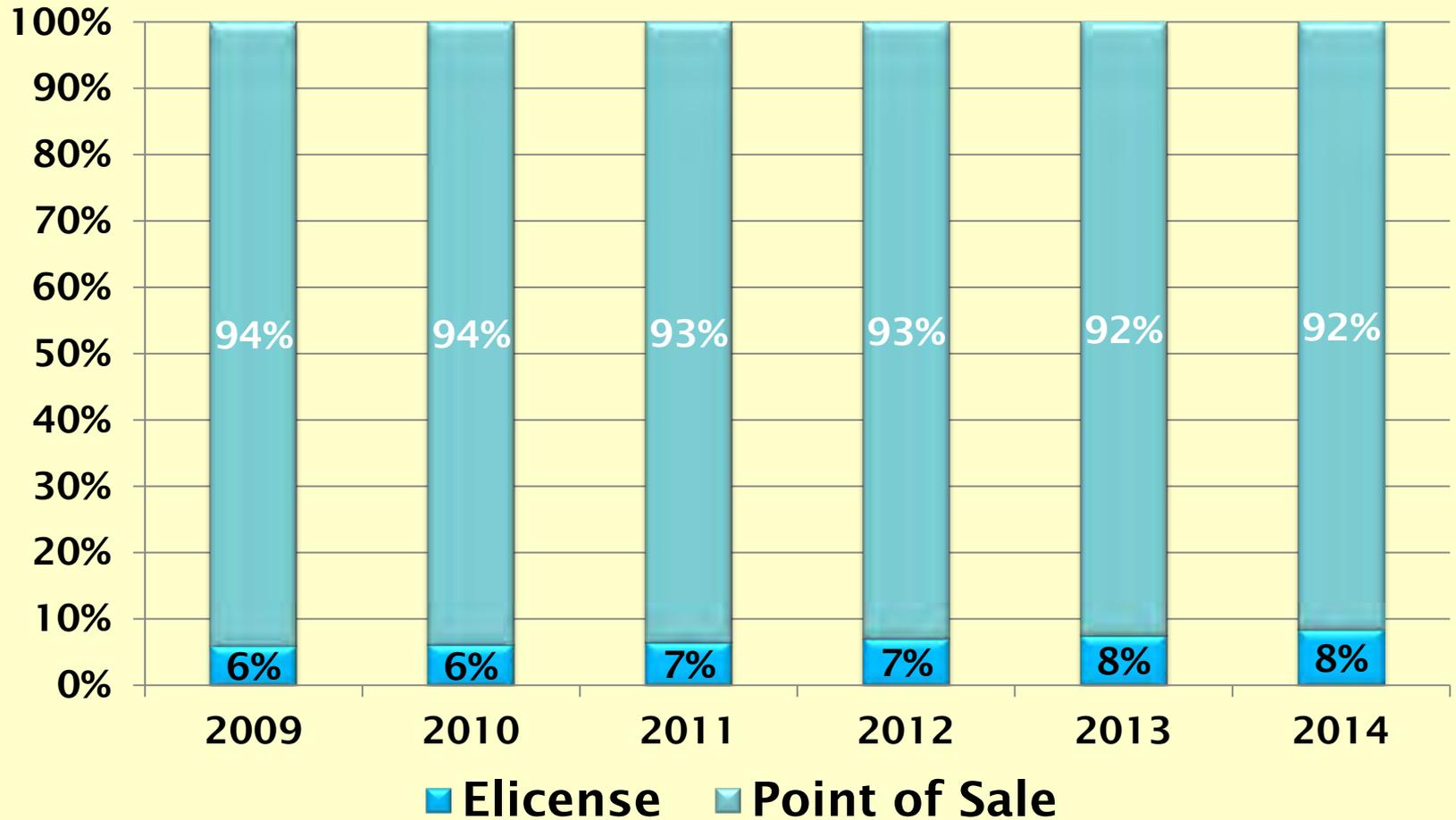
# Pure Michigan hunt applicants



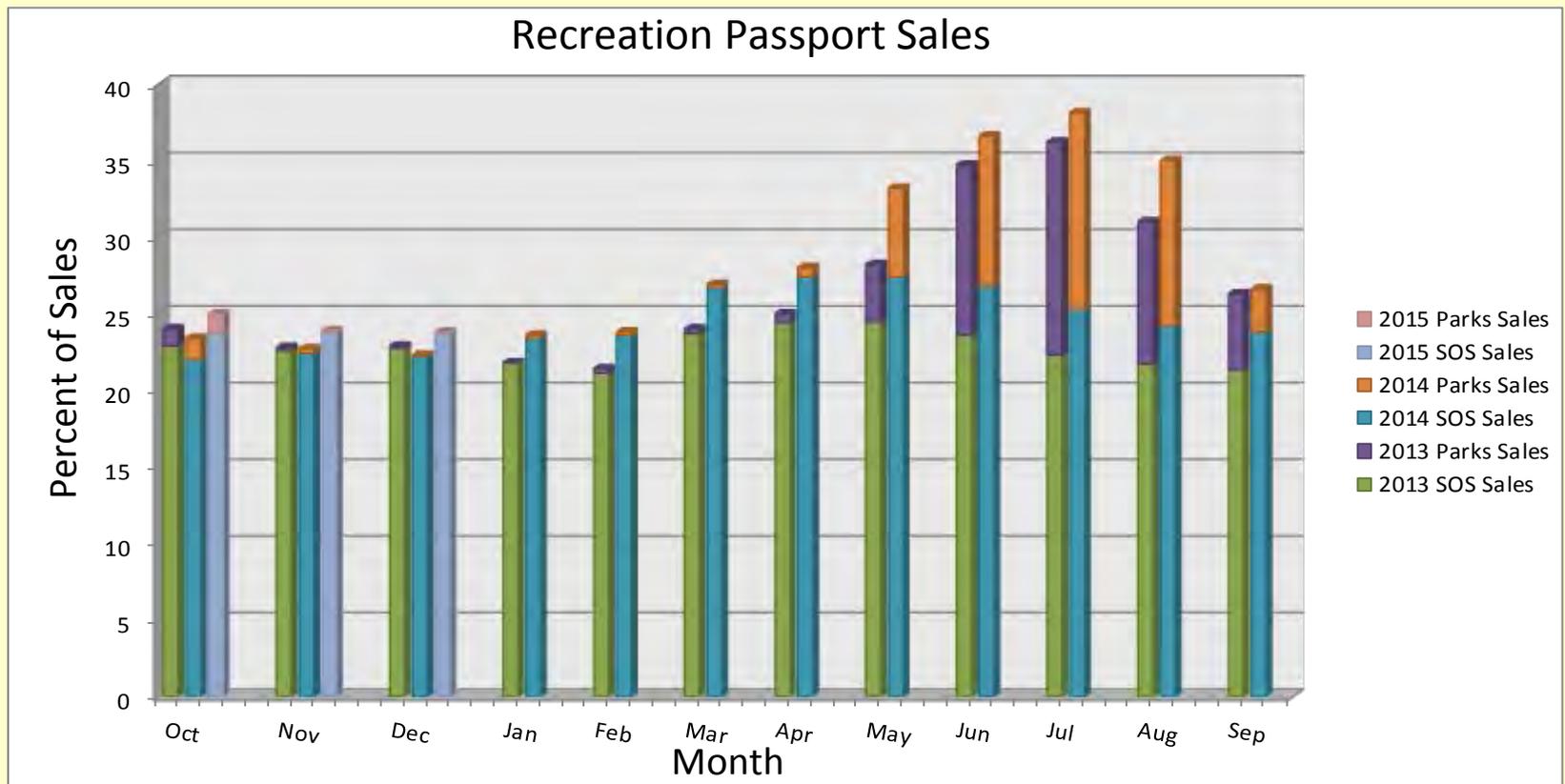
# small game



# License buying method



# Recreation Passport – December



Actual 24.7% for FY 2011

Actual 27.3% for FY 2012

Actual 26.6% for FY2013

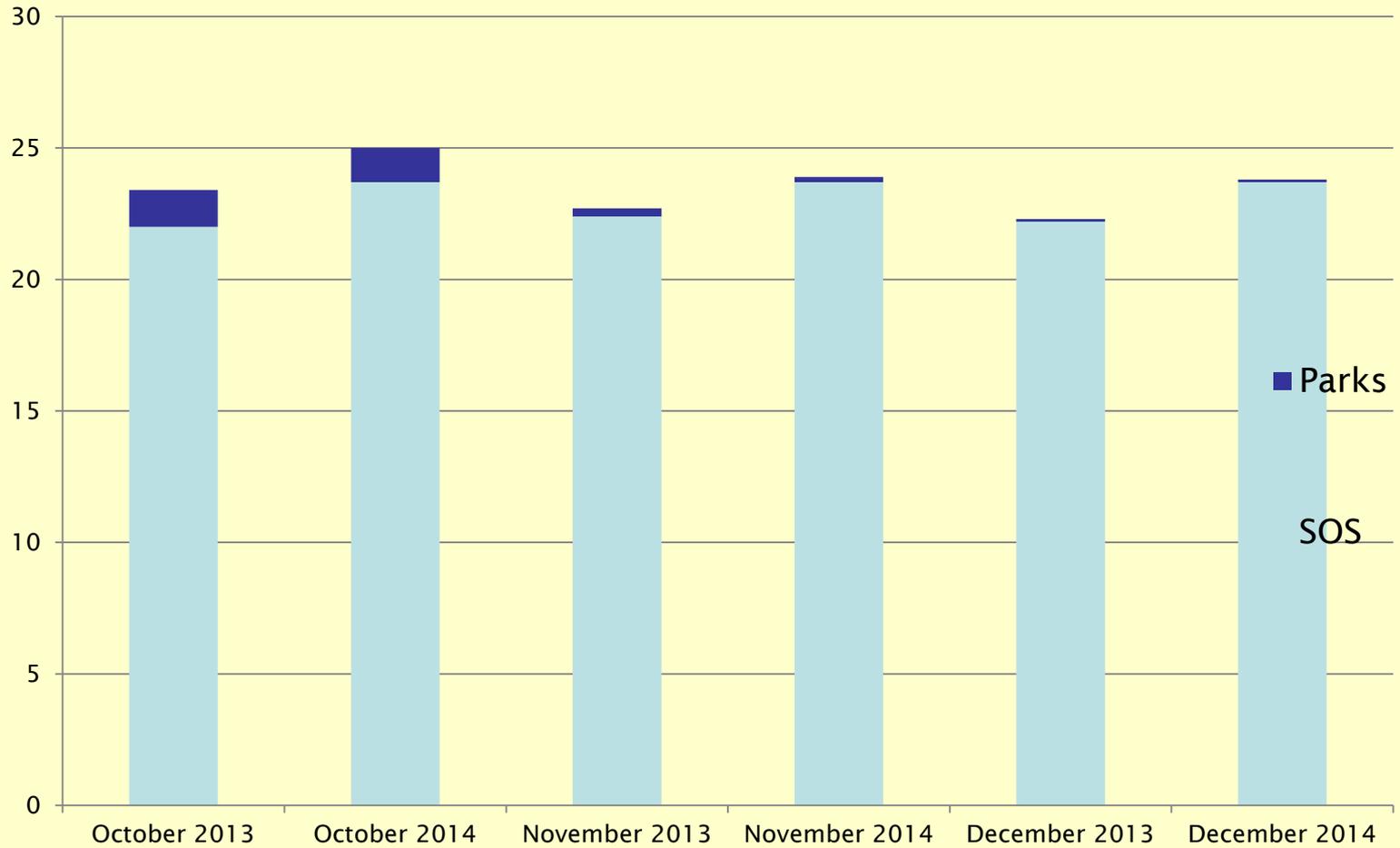
Actual 28.5% of FY2014

December 2013- 22.3%

December 2014- 23.8%



# Percentages Sold at SOS and Parks



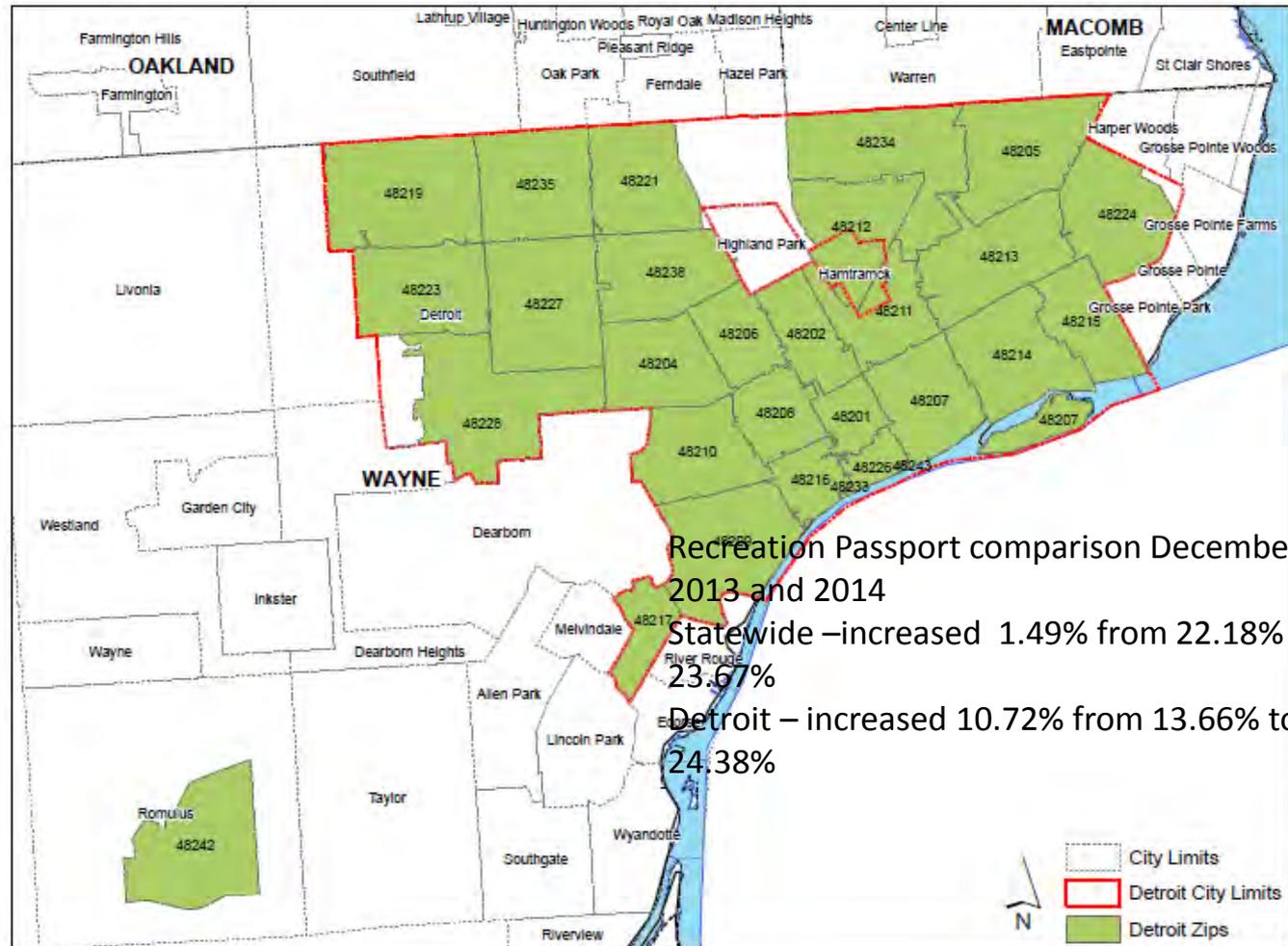
# Recreation Passport Churn Rates

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- December, 2014
  - Lost 14,038 former passport purchasers from 2013 to 2014
  - Gained 16,614 new passport purchasers from 2013 to 2014
    - Net **gain** of 2,576 for December, 2014
    - November, 2014 churn rate was a gain of 2,489



# Recreation Passport – Detroit Sold at Secretary of State Office



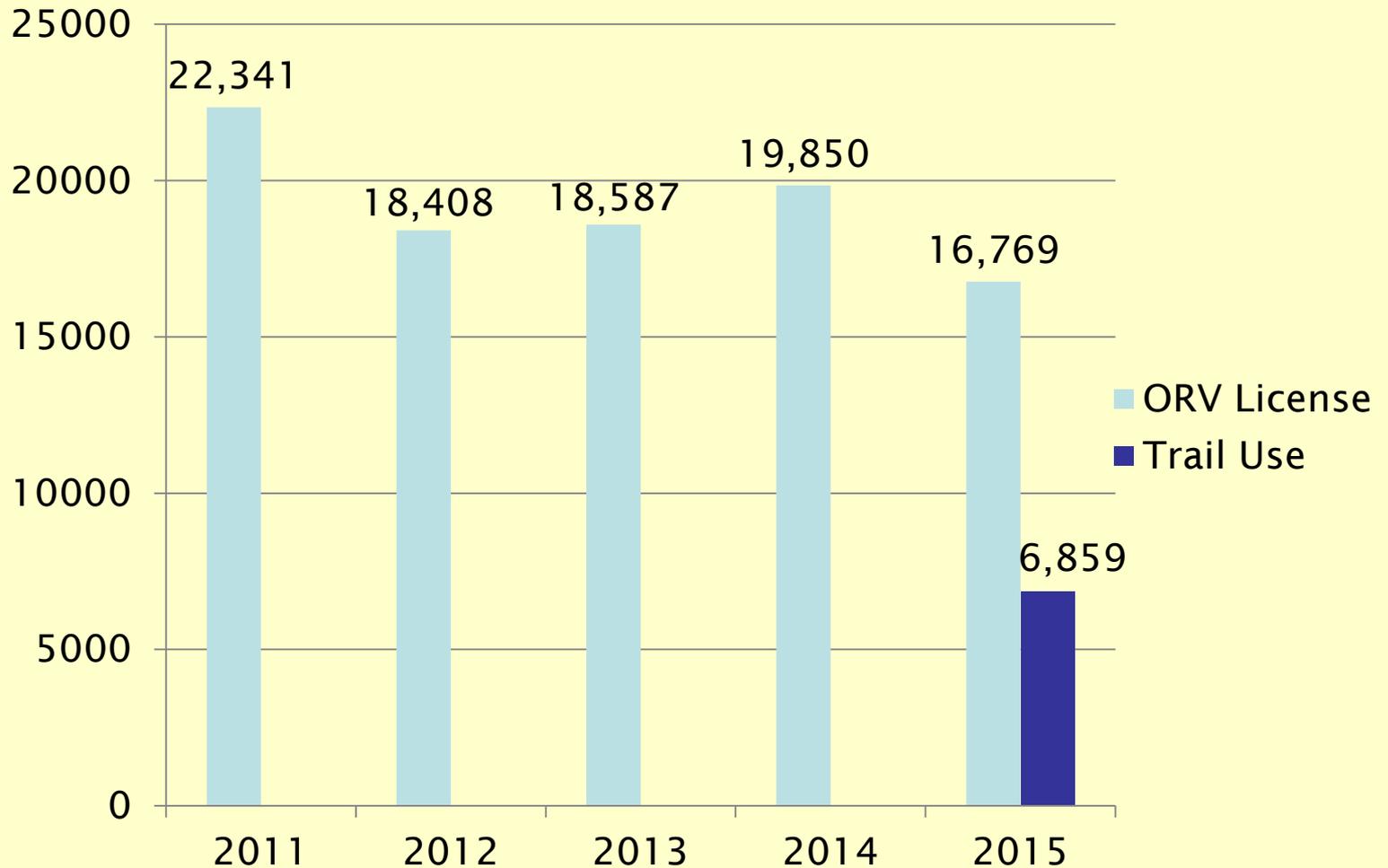
# Total lodging reservation nights – January

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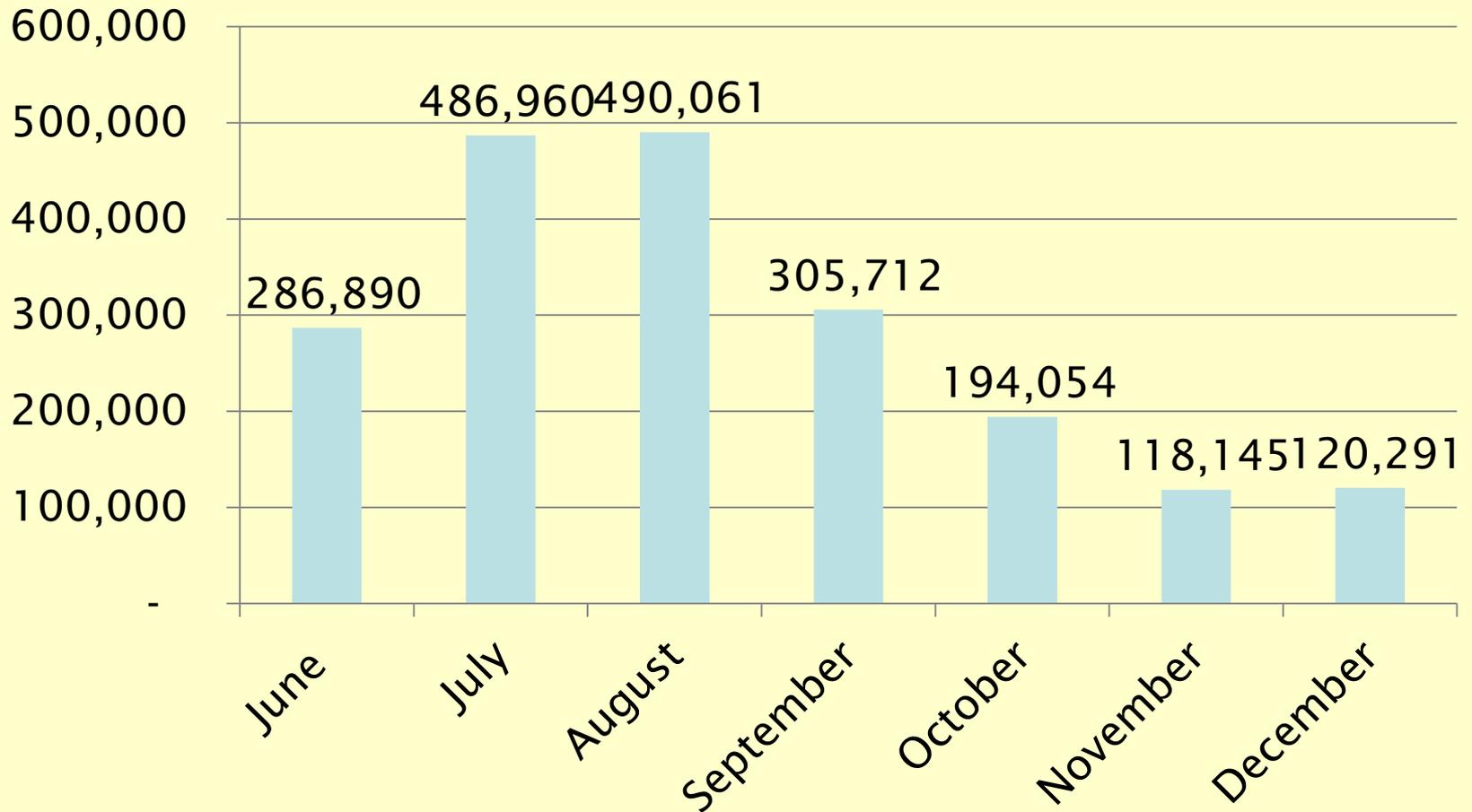
|        | 2013    | 2014    | 2015    | % Change<br>2014 to 2015 |
|--------|---------|---------|---------|--------------------------|
| Nights | 253,818 | 240,579 | 272,238 | 13.16%                   |



# ORV License Sales – Oct to Jan



# Belle Isle Attendance – avg. monthly



Total attendance – 2,002,113



# Snowmobile Permit Sales Sept to Jan

