

**Evaluation Results:
2008 Lapsed Angler Direct Mail Marketing Program**

**The Wisconsin Department of Natural Resources
And the Recreational Boating & Fishing Foundation**

Executive Summary:

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Wisconsin Department of Natural Resources (WDNR) as part of a national effort with thirty state fish and wildlife agencies to implement a new direct mail marketing program targeting resident lapsed anglers to increase fishing license sales.

The program included two separate direct mailings with coinciding local radio and online advertising. On April 28, 2008, 49,924 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On June 10, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 41,322 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 41,322 lapsed anglers, 11,231 purchased a fishing license during the evaluation period for an overall response rate of 27.2%. These 11,231 anglers purchased 11,238 licenses and permits. Details include:

- Priority Tier 1 responded better than Tier 2:
 - Tier 1 (bought a license four years straight before lapsing) = 27.4%
 - Tier 2 (bought a license three years straight before lapsing) = 22.6%

- The top five Tapestry™ segments with the highest response rates were:
 - Tapestry 26 – Midland Crown (mid income, rural) = 30.8%
 - Tapestry 42 – Southern Satellites (below avg. income, rural) = 29.9%
 - Tapestry 50 – Heartland Communities (lower income, small towns) = 29.0%
 - Tapestry 49 – Senior Sun Seekers (lower income, small towns) = 28.9%
 - Tapestry 46 – Rooted Rural (lower income, rural) = 28.7%

The program respondents generated \$221,892 in gross program revenue during the evaluation period. The WDNR and RBFF invested \$90,440 in the program, resulting in net program revenue of \$131,451 and an ROI of 145%. Additionally, an estimated \$84,120 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Wisconsin was a successful first-year effort to encourage lapsed anglers to again buy a license. The results will be used to improve next year's marketing efforts with a goal of increasing the overall return on investment and maximizing license sales.

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Purpose and Introduction:

In 2008, the Recreational Boating and Fishing Foundation (RBFF) partnered with the Wisconsin Department of Natural Resources (WDNR) as part of a national effort with thirty state fish and wildlife agencies to implement a new direct mail marketing program to increase fishing license sales. Designed to identify and target resident lapsed anglers, the program is directed at increasing participation in fishing and generating awareness of the connection between fishing license sales and conservation efforts.

For each participating state, the RBFF Direct Mail Marketing Program begins with an analysis of the state's resident fishing license sales. Each state provides up to five years of their most recent unit-level sales data. The raw data is then processed to create a multi-year sales record for each individual angler. Each record is then appended with additional socioeconomic-based information that provides additional insight into the anglers' characteristics and lifestyle as they relate to recreational fishing. The combined purchase history and lifestyle information becomes the basis for identifying and prioritizing lapsed anglers.

Working together, staff from RBFF and the state fish and wildlife agencies develop an integrated marketing program designed to target lapsed anglers with a message that will encourage them to once again become active anglers. By design, the program includes two separate direct mailings with coinciding local radio and online advertising. The states have flexibility in customizing the types of mailing, message and graphics. In addition, the states may choose to conduct additional local advertising, as well as offer incentives to lapsed anglers who purchase a license during the campaign period.

At the end of the direct mail campaign, the states provide their most recent sales data for an evaluation of the program's effectiveness. This report presents an evaluation of the program's results in Wisconsin.

Program Summary:

The following provides a summary of the main components of Wisconsin's program:

- Target Audience: Approximately 50,000 lapsed anglers
- Implementation:
 - First Mailing:
 - Drop Date: April 28
 - Mail Piece: Postcard
 - Postal Class: First Class
 - Second Mailing:
 - Drop Date: June 10
 - Mail Piece: Postcard
 - Postal Class: First Class
- Incentive: No incentive was offered
- RBFF supported the direct mail effort with the purchase of radio and online advertising (additional details are available in Appendix C):
 - Radio Advertising Dates: 5/5 – 5/25 and 6/9 – 6/29
 - Online Advertising Dates: 5/5 – 6/1 and 6/9 – 7/6
- WDNR did not purchase any additional advertising

Lapsed Anglers in Wisconsin:

For the period covered by this analysis, Wisconsin's license year ended on March 31 of the following calendar year. Records of resident fishing licenses sold for license years 2003 through 2007 were analyzed to identify anglers who purchased any form of fishing privilege (e.g., annual, short-term or combination licenses) in 2006, but did not purchase any form of fishing privilege in 2007. These anglers are referred to as "lapsed anglers". To help prioritize lapsed anglers for the direct mail marketing program, their previous license purchases were examined.

A key finding of RBFF's experiences in working with state agencies to implement integrated marketing programs is that lapsed anglers who have a more frequent purchase history (i.e. are recently lapsed) and a longer purchase history (i.e. have purchased numerous fishing licenses in the past) have the greatest response to marketing (when compared to those lapsed anglers who have a distant purchase history and a shorter purchase history).

Based on their purchase history, the lapsed anglers are classified into priority "tiers." A "tier" reports how frequently an angler bought a license prior to lapsing. Table 1 defines each tier. Approximately thirteen and a half percent of all Wisconsin resident anglers who purchased a license from 2003 to 2007 were classified as having lapsed in 2007. Of those lapsed anglers, 34.6% were in the top two priority tiers (Table 2).

Table 1. Definition of Tiers.

Lapse Tier	Years in which a license was purchased (x):				
	2003	2004	2005	2006	2007
1	x	x	x	x	
2		x	x	x	
3	x		x	x	
4			x	x	
5	x	x		x	
6		x		x	
7				x	

“x” denotes year in which a license was purchased.

Table 2. Anglers in Wisconsin, 2003-2007.

	N	% of Records
Non-lapsed	1,482,594	86.6%
Lapsed	230,288	13.4%
Total Records	1,712,882	100.0%
All Lapsed Anglers:		
Tier	N	Percent
1	59,249	25.7%
2	20,404	8.9%
3	12,759	5.5%
4	28,582	12.4%
5	17,011	7.4%
6	13,424	5.8%
7	78,859	34.2%
TOTAL	230,288	100.0%

Prioritization and Recommendations:

Mailing list recommendations were developed for Wisconsin based on previous RBFF work in other states that showed anglers from the highest ranked tiers and selected Tapestry™ lifestyle segments generate the best response to this form of marketing campaign. People’s preferences are likely to vary based on income, age, urban/rural lifestyle, where they are in life (single, family, empty-nest, retired, etc.) and more. This type of information is not available from the typical statistics provided by a state’s electronic license data base. To gain a better understanding of who is more likely to buy or not buy a license, Tapestry lifestyle data are used.

ESRI of Arlington, VA provides the Tapestry data service. Tapestry is built from Census Bureau data and other sources. From the ESRI website: “The Community Tapestry segmentation system provides an accurate, detailed description of America’s neighborhoods. U.S. residential areas are divided into 65 segments based on demographic variables such as age, income, home value,

occupation, household type, education and other consumer behavior characteristics.” Using the ESRI service, the records in the fishing license database were appended with Tapestry data. The appended data allow us to learn more about the lifestyles of people who purchase fishing licenses and gain a better understanding of who does and does not buy fishing licenses. The results allow state agencies and private businesses to become more focused and cost-effective in their marketing, recruitment and communication efforts.

A detailed analysis of the lapsed anglers suggested that the mailing list be drawn primarily from Tier 1. The full text of this analysis, “Analysis of the Wisconsin Fishing License Data Base and Recommendations Regarding Mail List Contents,” can be found in Appendix B. It was recommended that Wisconsin target Tier 1 lapsed anglers in 20 Tapestry segments. However, based on the program budget and cost estimates, WDNR expanded this slightly to include approximately 50,000 lapsed anglers from Tiers 1 and 2.

Target Audience and Mailing List Development:

Wisconsin’s target audience was approximately 50,000 lapsed anglers. This was made up of lapsed anglers in Tiers 1 and 2 from 23 specified Tapestry segments (see tables in Appendix A).

Records in excess of 50,000 were provided to replace addresses removed after processing the list through the National Change of Address (NCOA) database. As a rule of thumb, enough extra addresses were provided to allow for a 10 to 15 percent loss through NCOA.

The first mailing list delivered to Wisconsin included 62,924 records. The WDNR did not request a control group.

Direct Mail Implementation:

The Wisconsin direct mail program included two postcard mailings. Prior to the first mailing, the Wisconsin list was processed through a National Change-of-Address (NCOA) service to remove bad and unknown addresses. A total of 49,924 lapsed anglers were drawn for the first mailing. Following the first mailing and prior to the second mailing, the list was updated to remove names of people who had purchased a license and names of people whose first mailing was returned as undeliverable.

- First Mailing:
 - Drop Date: April 28
 - Number mailed to: 49,924 (plus 76 seed names)
 - Postal Class: First Class

- Second Mailing:
 - Drop Date: June 10
 - Number mailed to: 37,404 (plus 76 seed names)
 - Postal Class: First Class

Evaluation Methods:

The overall evaluation period under consideration is April 29 through July 11. The period for the first mailing begins the day that the target audience was expected to receive the first mailing (April 29) and ends before the target audience received the second mailing (June 10). The period for the second mailing begins the day that the target audience was expected to receive the second mailing (June 11) and ends 30 days later (July 11).¹

The two key performance measures included in this evaluation are:

1) *Response Rate*

- **Definition:** The total number of unique individuals who respond to the offer divided by the total number of unique individuals to which the offer was made. Response rate will be calculated for the program overall as well as by priority tier, Tapestry, and urbanization. Wisconsin also requested an analysis of the age distribution of their lapsed anglers.
- **Data Source:** The fishing license database – resident fishing license sales.
- **Supporting Information:**
 - Final mailing lists with customer IDs utilized by the states for their first and second mailings.
 - Undeliverable addresses with customer IDs for both the first and second mailings.

2) *Return on Investment (ROI)*

- **Definition:** The revenue generated by the direct mail marketing program (revenue from license sales to the respondents of the direct mail program) minus the expenses associated with the direct mail marketing program (including the cost of the direct mail and radio and online advertisements) divided by these same expenses. Fixed costs are not included.
- **Data Source:** The fishing license database and project expenses:
 - Direct Mail Marketing Program Expenses from the state agency.
 - Radio and Online Advertising Costs from RBFF.
- **Supporting Information:**
 - Current Price Lists for all Fishing License Categories

Several adjustments in the original mailing list need to be taken into account to accurately calculate response. First, anglers who purchased a license prior to the date they received the first mailing were removed. In addition, anglers whose first or second mailing was returned as undeliverable were also removed from the list. The result is referred to as the “final reconciled mailing list” upon which all response rate calculations are based.

Accounting for the number of anglers on the mailing list who bought a license prior to the start of the direct mail program or whose postcards were returned as undeliverable, the size of the final reconciled mailing list is 41,322 for the purpose of calculating the overall response rate (Table 3).

¹ For First Class mail, the evaluation period is considered to begin one day after the drop date. For Standard mail the evaluation period begins three days after the drop date.

Table 3. Additional Mailing List Scrubs.

Mailing List Statistics	#	%
1st List - As Mailed	49,924	
Bought Before 1st Mailing	3,338	6.7%
Returned as Undeliverable	5,420	10.9%
Final Reconciled Mailing List *	41,322	

* Subtracting *Bought Before 1st Mailing* and *Returned as Undeliverable* from *1st List - As Mailed* may not necessarily result in the number in the *Final Reconciled Mailing List* since they are not mutually exclusive.

RESULTS

1. Response Rates:

Overall, of the 41,322 lapsed anglers who were exposed to one or two of the direct mailers, 11,231 or 27.2% purchased a fishing license during the evaluation period. The response to the first mail piece was 18.1%; the second mailing resulted in an additional 9.1% response (Table 4).

Table 4. Overall response rate to the program.

Overall Response To Wisconsin's Direct Mail Effort	#	Response Rate
Final Reconciled Mailing List	41,322	
Response After 1st Mailing	7,469	18.1%
Marginal Response From 2nd Mailing	3,762	9.1%
Cumulative Response After 2nd Mailing	11,231	27.2%

The 27.2% of lapsed anglers who responded to the direct mailing purchased 11,238 licenses and permits (Table 5). Of these, 55% were Resident Annual Fishing licenses and 25.5% were joint husband/wife licenses. Resident Senior licenses made up 10.9% and sport licenses made up 3.2%. Altogether, these license sales generated \$221,891.52 in sales revenue after agent fees were accounted for (Table 11).

Table 5. License Sales

Licenses and Permits Purchased in Response to Wisconsin's Direct Mail Effort			
License Code	Description	#	%
100	RESIDENT ANNUAL FISHING	6,178	55.0%
110	RESIDENT HUSBAND/WIFE FISHING—PRIMARY	1,469	13.1%
111	RESIDENT HUSBAND/WIFE FISHING—SPOUSE	1,391	12.4%
102	RESIDENT SENIOR FISHING	1,227	10.9%
132	RESIDENT SPORTS	358	3.2%
103	RESIDENT DISABLED FISHING	157	1.4%
200	NONRESIDENT ANNUAL FISHING	119	1.1%
130	RESIDENT CONSERVATION PATRON	76	0.7%
105	RESIDENT ARMED FORCES FISHING/SMALL GAME	62	0.6%
210	NONRESIDENT FAMILY FISHING-PRIMARY	49	0.4%
216	NONRESIDENT 4-DAY FISHING	43	0.4%
211	NONRESIDENT FAMILY FISHING-SECONDARY	32	0.3%
104	RESIDENT VETERANS DISABLED FISHING	24	0.2%
217	NONRESIDENT 15-DAY FISHING	17	0.2%
115	2-DAY GREAT LAKES FISHING W/STAMP	10	0.1%
232	NONRESIDENT SPORTS	8	0.1%
218	NONRESIDENT 15-DAY FAMILY FISHING	7	0.1%
600	LDF (Lac du Flambeau) TRIBAL RESIDENT FISHING	5	0.0%
101	RESIDENT JUNIOR FISHING	2	0.0%
615	LDF TRIBAL RESIDENT SENIOR FISHING	2	0.0%
230	NONRESIDENT CONSERVATION PATRON	1	0.0%
610	LDF TRIBAL RES HUSBAND & WIFE FISHING-SECONDARY	1	0.0%
	TOTAL	11,238	100%

The results in Table 6 confirm that lapsed anglers in higher priority tiers are more responsive to marketing efforts. The rate at which lapsed anglers in Tier 1 responded to the program (27.4%) was 21% higher than the Tier 2 rate.

While overall license sales were responsive to the campaign, there may be subsets of lapsed anglers who responded more positively than others. This analysis can be used to better understand who responded to the test campaign and where to focus future marketing efforts. The detailed

segments of lapsed anglers that are examined here include their lifestyle, level of urbanization in their place of residence, and age.

The lifestyle segmentation is based on the tendency for people with similar tastes, lifestyles, and behaviors to cluster into similar neighborhoods and exhibit a comparable response to specific marketing messages. The key is to identify which segments characterize lapsed anglers and which of those are most likely to respond to targeted recruitment efforts. We utilize Community Tapestry, by ESRI, which combines lifestyle demography with spatial geography to classify lapsed anglers based on their street address. Tables 7, 8, 9 and 10 examine these segments to help understand the type of lapsed angler who responded better or worse to the campaign. Additional detailed breakdowns are available in the Appendix A.

Table 7 lists those Tapestry segments that represent a substantial number of lapsed anglers and whose members responded better than the overall response rate of 27.2%. Each of the segments in Table 7 includes at least 1.5% of total lapsed anglers in Wisconsin's reconciled mailing list unless otherwise stated. Several Tapestry segments that are not included in the table had higher than average response rates, but the very small numbers of lapsed anglers in those segments renders them inconsequential for future marketing efforts. The complete list of Tapestry segments and their response rates is included in Appendix A, Table A3.

The top performing segment in Wisconsin was "Midland Crowd" with a 30.8% response rate. The eight segments in Table 7 represent approximately 54% of all lapsed anglers in Wisconsin's reconciled mailing list, making them a significant target group for future marketing efforts. All eight include fishing as a part of their lifestyle – those segments are denoted by the green shaded Tapestry code number in the first column of the table. Overall, this group of Tapestry segments had a 28.3% response rate.

Table 6. Response Rate, by Priority Tier.

Response by Tier		Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
		#	Response Rate	#	Response Rate	#	Response Rate
Tier 1	39,045	7,145	18.3%	3,571	9.1%	10,716	27.4%
Tier 2	2,277	324	14.2%	191	8.4%	515	22.6%

Table 7. Significant* Tapestry Segments with Above-Average Response Rates.

Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
42	Southern Satellites**	Rural	529	118	22.3%	40	7.6%	158	29.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%

* Accounting for at least 1.5% of mail list.

** Just less than 1.5% of mail list but considered worth reporting due to the number of lapsed anglers in Tapestry segment. Tapestry codes highlighted in green indicate they have fishing described in their lifestyle by ESRI.

Table 8 summarizes the Tapestry segments by their quartile performance. The top one-fourth of Tapestry segments had a collective response rate of 30.1%. While this is higher than the Tapestry segments listed in Table 7, it should be noted that this top quartile, while accounting for one-fourth of all Tapestry segments, represents only 9.3% of all lapsed anglers in the program. Additionally, two of the segments in the top quartile, “The Elders” and “Silver and Gold,” had a very small number of anglers in the mailing list making it possible that their high response rates are just a coincidence and may not be experienced again. The second quartile had a response rate only slightly above the average at 28.1%.

Seventeen of the 66 Tapestry segments include fishing as part of their members’ lifestyles. All but three of these segments were targeted in Wisconsin’s direct mail program. These segments are examined as a group in Table 9. Overall, these Tapestry segments exhibited a 28% response rate, slightly better than the 27.2% response rate of the program as a whole. Twelve of these segments had a higher than average response rate. Not surprisingly, for lifestyles that include fishing, ten out of fourteen of these Tapestry segments that were targeted are found in rural or small town areas. This aspect is examined in greater detail next.

As shown in Table 10, when examined by the rural/urban character of their communities, the highest responding groups live in small towns and rural areas. Together these segments account for roughly half of the lapsed anglers targeted in Wisconsin’s program. The groups living in the Urban Outskirts and Suburban areas had a below average response rate. Wisconsin did not target any of the more urban Tapestry segments.

Table 8. Response Rate of Tapestry Segments, by Quartile.

Quartile by Response Rate	# in Reconciled Mail List	% of Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
			#	Response Rate	#	Response Rate	#	Response Rate
1st Quartile	3,831	9.3%	834	21.8%	321	8.4%	1,155	30.1%
2nd Quartile	18,682	45.2%	3,492	18.7%	1,754	9.4%	5,246	28.1%
3rd Quartile	13,170	31.9%	2,258	17.1%	1,179	9.0%	3,437	26.1%
4th Quartile	5,639	13.6%	885	15.7%	508	9.0%	1,393	24.7%

Table 9. Response Rate of Tapestry Segments that Include Fishing as Part of their Lifestyle.

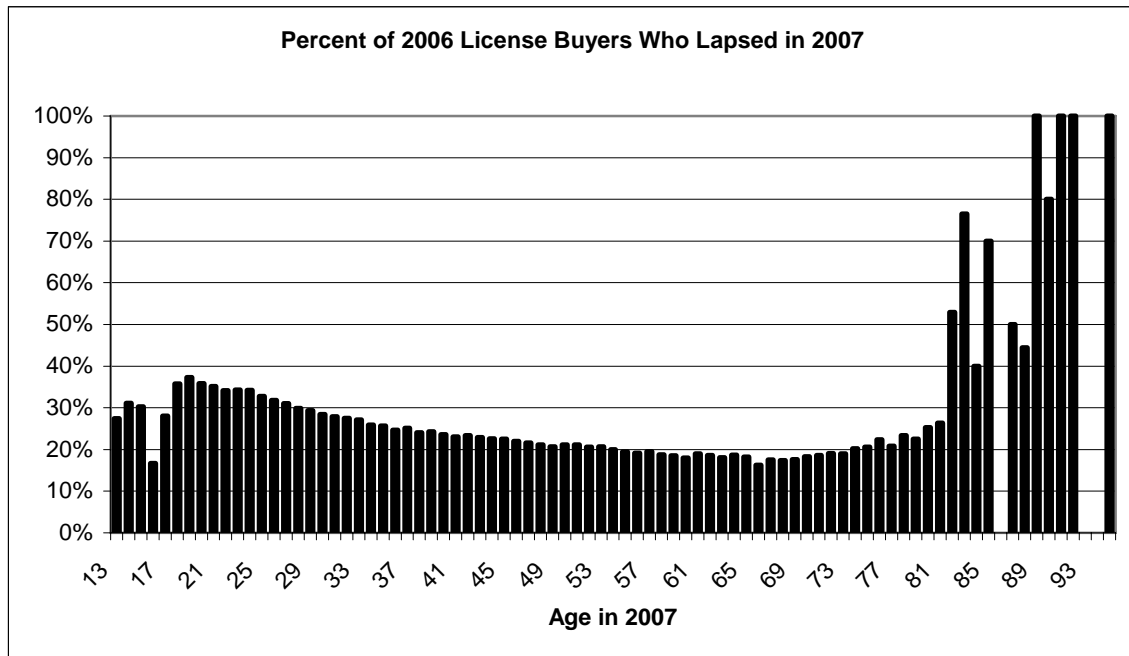
Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
28	Aspiring Young Families	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
56	Rural Bypasses	Rural	-	-	0.0%	-	0.0%	-	0.0%
57	Simple Living	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
SUBTOTAL			26,668	5036	18.9%	2,421	9.1%	7,457	28.0%

Table 10. Response Rate by Level of Urbanization.

Urbanization Group	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
		#	Response Rate	#	Response Rate	#	Response Rate
Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
Urban Outskirts	6,589	1,147	17.4%	547	8.3%	1,694	25.7%
Suburban	12,234	2,019	16.5%	1,148	9.4%	3,167	25.9%
Small Town	2,760	558	20.2%	233	8.4%	791	28.7%
Rural	19,739	3,745	19.0%	1,834	9.3%	5,579	28.3%

Wisconsin also requested an analysis of the rate at which anglers lapse from fishing based on age. Figure 1 shows that the dropout rate first peaks at age 19 where 37% of anglers who purchased a license in 2006 failed to do so in 2007. This steadily declines until age 66 where the dropout rate is only 16% after which point it climbs again. Future marketing efforts may want to take age directly into consideration to target anglers in the early adult years when they have a higher likelihood of lapsing.

Figure 1. Dropout Rate of Anglers by Age.



2. Return on Investment:

For a given use of money in an enterprise, the return on investment (ROI) is a measure of how much net profit (or net revenue in the case of government and non-profit agencies) is realized from that investment. One way to calculate the ROI is to compare the net revenue (profit) to the cost of the investment required to generate the revenue ((total revenue – total cost) / total cost). If an investment breaks even (total revenue is equal to the total cost and there is no profit) then the ROI is zero. If a project generates \$0.50 of net revenue (profit) for every one dollar of investment then the resulting ROI is 50%. If total costs exceed total revenue then the result is a net loss and the ROI is expressed as a negative percentage (e.g., \$0.25 loss for each dollar of investment results in a ROI of -25%).

In Wisconsin, the licenses that were sold during the direct mail program generated total license sales of \$226,870.00 (Table 11). A portion of each license sale is retained by the sales agent and is not realized as revenue by state government. The agent fees associated with license buyers targeted by the direct mail program are estimated to be \$4,978.48. The remaining \$221,891.52 represents the gross program revenue received by the state from the sales of licenses to people who were targeted by the direct mail program.

The costs to implement the program include \$30,174.91 in direct expenditures by the WDNR for printing and postage. The WDNR program did not include any additional costs for advertising or incentives to encourage people to purchase a license. The RBFF spent a total of \$59,865.40 for radio and online advertising in selected Wisconsin media markets. In total, the WDNR and RBFF invested \$90,440.31 in the program. Subtracting this total investment from the state's gross program revenue yields net program revenue (i.e., net profit) of \$131,451.21. Comparing this net revenue to the total investment produces a positive ROI of 145.3%. In other words, for every dollar invested in the program, the state of Wisconsin received \$1.45 of net revenue (profit) above and beyond the cost of the program.

In addition to the revenue generated directly by the license sales, the state of Wisconsin receives funds from the Sport Fish Restoration Program (SFR) administered by the U.S. Fish and Wildlife Service. These funds are allocated to the states according to a formula based in part on the number of resident licensed anglers. While the exact amount varies from year to year depending on available funds and the number of anglers nationwide, it is estimated that the state of Wisconsin received approximately \$7.49 for each licensed angler. Based on that figure, the lapsed anglers who bought licenses during the program are responsible for \$84,120.19 of federal funds provided to the WDNR to support fisheries management and improve boating access. Adding these funds to the net program revenue would bring the ROI for the program up to 238%.

Table 11. ROI

Revenue and Return on Investment Generated from Response to Wisconsin's Direct Mail Marketing Program		
License Sales Revenue		
1st Mailing	\$	153,287.00
2nd Mailing	\$	73,583.00
Total License Sales	\$	226,870.00
Agent Fees		
1st Mailing	\$	3,314.96
2nd Mailing	\$	1,663.52
Total Agent Fees	\$	4,978.48
Gross Program Revenue	\$	221,891.52
Program Costs		
Direct Mail Costs	\$	30,174.91
Advertisement by State Agency	\$	-
Incentives	\$	-
Other State Direct Costs	\$	400.00
RBF Radio and Online Advertising	\$	59,865.40
Total Program Costs	\$	90,440.31
Net Program Revenue	\$	131,451.21
ROI		145.3%
Estimated Additional Revenue		
Sport Fish Restoration Fund	\$	84,120.19

3. Notes and Considerations:

1) Please note that Wisconsin had widespread flooding in early June.

http://en.wikipedia.org/wiki/June_2008_Midwest_floods

Wisconsin Dells, in south central Wisconsin, proclaims itself as the "water-park capital of the world" and attracts 2.5 million visitors per year. Lake Delton, the heart of this tourist area, emptied out due to a dike wall eroding under pressure from flooding in the area. This video is shocking, and sad, http://www.youtube.com/watch?v=L_N6EOmWtN8

2) Viral Hemorrhagic Septicemia (VHS) is a deadly fish virus and an invasive species that is threatening Wisconsin's fish. It was first discovered in Wisconsin waters in spring 2007 and has been detected in the Lake Winnebago system, Lake Michigan and Green Bay. New rules to prevent the spread of VHS now affect all water users, including boaters, anglers, bait harvesters, bait dealers and fish farm owners. In 2008, we increased our outreach efforts and the good news is that anglers and the bait industry are cooperating to slow the spread in Wisconsin.

For more information: <http://dnr.wi.gov/fish/vhs/>

Conclusion and Recommendations:

The 2008 Lapsed Angler Direct Mail Marketing Program in Wisconsin was a successful first-year effort to encourage lapsed anglers to again buy a license. Key findings from the first year's results include:

- 11,231 lapsed anglers returned to fishing in 2008.
- These renewed anglers generated \$131,451.21 of net revenue to the state of Wisconsin over and above the costs of the program for an ROI of 145.3%.
- An estimated additional \$84,120.19 may be generated from the Sport Fish Restoration Program by these renewals.
- The program generated a 27.2% response rate among lapsed anglers who were contacted by direct mail.
- The highest response to the program came from Tier 1 lapsed anglers. Future direct mail efforts should continue to focus on higher ranked tiers if maximum response rates are the goal.
- The highest response to the program came from anglers in nine key Tapestry lifestyle segments. All nine of these segments include fishing as part of their lifestyle. Future efforts similar to this one should continue to focus on those Tapestry segments that responded best, while perhaps exploring other means to reach those segments with lower response rates.

The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the opinions or policies of the U.S. Government. Mention of trade names or commercial products does not constitute their endorsement by the U.S. Government.

Appendices

Appendix A: Detailed Tables

Table A1. Response by Tapestry Segment

Table A2. Response by Size (N) of Tapestry Segment

Table A3. Tapestry Segment by Cumulative Response Rate

Table A4. Response by Tapestry Segment Identified with Fishing as Part of Lifestyle

Table A5. Response by Tapestry Segment - Sorted by Urban-Rural Segments

Appendix B: Analysis of the Wisconsin Fishing License Data Base and Recommendations Regarding Mail List Contents

Appendix C: State Radio and Online Advertising Details

Appendix A: Detailed Tables

Table A1. Response by Tapestry Segment

Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
0	none		-	-	0.0%	-	0.0%	-	0.0%
1	Top Runq	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
2	Suburban Splendor	Suburban	471	61	13.0%	44	9.3%	105	22.3%
3	Connoisseurs	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
4	Boomburbs	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
5	Wealthy Seaboard Suburbs	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
6	Sophisticated Squires	Suburban	2,613	419	16.0%	242	9.3%	661	25.3%
7	Exurbanites	Suburban	1,149	173	15.1%	107	9.3%	280	24.4%
8	Laptops and Lattes	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
9	Urban Chic	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
10	Pleasant-ville	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
11	Pacific Heights	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
12	Up and Coming Families	Suburban	1,789	291	16.3%	181	10.1%	472	26.4%
13	In Style	Suburban	-	-	0.0%	-	0.0%	-	0.0%
14	Prosperous Empty Nesters	Suburban	748	123	16.4%	76	10.2%	199	26.6%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
16	Enterprising Professionals	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
18	Cozy and Comfortable	Suburban	1,916	298	15.6%	205	10.7%	503	26.3%
19	Milk and Cookies	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
20	City Lights	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
21	Urban Villages	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
22	Metropolitans	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
23	Trendsetters	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
24	Main Street, USA	Urban Outskirts	2,654	475	17.9%	218	8.2%	693	26.1%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
27	Metro Renters	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
28	Aspiring Young Families	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
29	Rustbelt Retirees	Suburban	1,186	194	16.4%	98	8.3%	292	24.6%
30	Retirement Communities	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
33	Midlife Junction	Suburban	2,128	399	18.8%	170	8.0%	569	26.7%
34	Family Foundations	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
35	International Marketplace	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
36	Old and Newcomers	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
38	Industrious Urban Fringe	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
39	Young and Restless	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
40	Military Proximity	Suburban	-	-	0.0%	-	0.0%	-	0.0%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
44	Urban Melting Pot	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
45	City Strivers	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
47	Las Casas	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
48	Great Expectations	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
51	Metro City Edge	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
52	Inner City Tenants	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
54	Urban Rows	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
55	College Towns	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
56	Rural Bypasses	Rural	-	-	0.0%	-	0.0%	-	0.0%
57	Simple Living	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
58	NeWest Residents	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
59	Southwestern Families	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
60	City Dimensions	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
61	High Rise Renters	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
62	Modest Income Homes	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
63	Dorms to Diplomas	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
64	City Commons	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
65	Social Security Set	Urban Centers	-	-	0.0%	-	0.0%	-	0.0%
66	Unclassified		-	-	0.0%	-	0.0%	-	0.0%
TAPESTRY TOTAL			41,322	7,469	18.1%	3,762	9.1%	11,231	27.2%

Table A2. Response by Size (N) of Tapestry Segment

Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
24	Main Street, USA	Urban Outskirts	2,654	475	17.9%	218	8.2%	693	26.1%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
6	Sophisticated Squires	Suburban	2,613	419	16.0%	242	9.3%	661	25.3%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
33	Midlife Junction	Suburban	2,128	399	18.8%	170	8.0%	569	26.7%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
18	Cozy and Comfortable	Suburban	1,916	298	15.6%	205	10.7%	503	26.3%
12	Up and Coming Families	Suburban	1,789	291	16.3%	181	10.1%	472	26.4%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
29	Rustbelt Retirees	Suburban	1,186	194	16.4%	98	8.3%	292	24.6%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
7	Exurbanites	Suburban	1,149	173	15.1%	107	9.3%	280	24.4%
14	Prosperous Empty Nesters	Suburban	748	123	16.4%	76	10.2%	199	26.6%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
2	Suburban Splendor	Suburban	471	61	13.0%	44	9.3%	105	22.3%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
TAPESTRY TOTAL			41,322	7,469	18.1%	3,762	9.1%	11,231	27.2%

Table A3. Tapestry Segment by Cumulative Response Rate

Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
33	Midlife Junction	Suburban	2,128	399	18.8%	170	8.0%	569	26.7%
14	Prosperous Empty Nesters	Suburban	748	123	16.4%	76	10.2%	199	26.6%
12	Up and Coming Families	Suburban	1,789	291	16.3%	181	10.1%	472	26.4%
18	Cozy and Comfortable	Suburban	1,916	298	15.6%	205	10.7%	503	26.3%
24	Main Street, USA	Urban Outskirts	2,654	475	17.9%	218	8.2%	693	26.1%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
6	Sophisticated Squires	Suburban	2,613	419	16.0%	242	9.3%	661	25.3%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
29	Rustbelt Retirees	Suburban	1,186	194	16.4%	98	8.3%	292	24.6%
7	Exurbanites	Suburban	1,149	173	15.1%	107	9.3%	280	24.4%
2	Suburban Splendor	Suburban	471	61	13.0%	44	9.3%	105	22.3%
TAPESTRY TOTAL			41,322	7,469	18.1%	3,762	9.1%	11,231	27.2%

Table A4. Response by Tapestry™ Segment Identified with Fishing as Part of Lifestyle									
Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
28	Aspiring Young Families	Metro Cities	-	-	0.0%	-	0.0%	-	0.0%
56	Rural Bypasses	Rural	-	-	0.0%	-	0.0%	-	0.0%
57	Simple Living	Urban Outskirts	-	-	0.0%	-	0.0%	-	0.0%
	<i>Subtotal</i>		26,668	5,036	18.9%	2,421	9.1%	7,457	28.0%
33	Midlife Junction	Suburban	2,128	399	18.8%	170	8.0%	569	26.7%
14	Prosperous Empty Nesters	Suburban	748	123	16.4%	76	10.2%	199	26.6%
12	Up and Coming Families	Suburban	1,789	291	16.3%	181	10.1%	472	26.4%
18	Cozy and Comfortable	Suburban	1,916	298	15.6%	205	10.7%	503	26.3%
24	Main Street, USA	Urban Outskirts	2,654	475	17.9%	218	8.2%	693	26.1%
6	Sophisticated Squires	Suburban	2,613	419	16.0%	242	9.3%	661	25.3%
29	Rustbelt Retirees	Suburban	1,186	194	16.4%	98	8.3%	292	24.6%
7	Exurbanites	Suburban	1,149	173	15.1%	107	9.3%	280	24.4%
2	Suburban Splendor	Suburban	471	61	13.0%	44	9.3%	105	22.3%
			14,654	2,433	16.6%	1,341	9.2%	3,774	25.8%
	TAPESTRY TOTAL		41,322	7,469	18.1%	3,762	9.1%	11,231	27.2%

Table A5. Response by Tapestry Segment - Sorted by Urban-Rural Segments

Tapestry Code	Tapestry Name	Urban/Rural	# in Reconciled Mail List	Response After 1st Mailing		Marginal Response From 2nd Mailing		Cumulative Response After 2nd Mailing	
				#	Response Rate	#	Response Rate	#	Response Rate
17	Green Acres	Rural	6,235	1,105	17.7%	618	9.9%	1,723	27.6%
25	Salt of the Earth	Rural	5,563	1,036	18.6%	525	9.4%	1,561	28.1%
26	Midland Crowd	Rural	1,151	256	22.2%	99	8.6%	355	30.8%
31	Rural Resort Dwellers	Rural	2,644	514	19.4%	237	9.0%	751	28.4%
37	Prairie Living	Rural	2,267	436	19.2%	208	9.2%	644	28.4%
42	Southern Satellites	Rural	529	118	22.3%	40	7.6%	158	29.9%
46	Rooted Rural	Rural	1,350	280	20.7%	107	7.9%	387	28.7%
	<i>Rural</i>		19,739	3,745	19.0%	1,834	9.3%	5,579	28.3%
41	Crossroads	Small Towns	220	38	17.3%	17	7.7%	55	25.0%
49	Senior Sun Seekers	Small Towns	623	121	19.4%	59	9.5%	180	28.9%
50	Heartland Communities	Small Towns	1,917	399	20.8%	157	8.2%	556	29.0%
	<i>Small Towns</i>		2,760	558	20.2%	233	8.4%	791	28.7%
2	Suburban Splendor	Suburban	471	61	13.0%	44	9.3%	105	22.3%
6	Sophisticated Squires	Suburban	2,613	419	16.0%	242	9.3%	661	25.3%
7	Exurbanites	Suburban	1,149	173	15.1%	107	9.3%	280	24.4%
12	Up and Coming Families	Suburban	1,789	291	16.3%	181	10.1%	472	26.4%
14	Prosperous Empty Nesters	Suburban	748	123	16.4%	76	10.2%	199	26.6%
15	Silver and Gold	Suburban	41	12	29.3%	7	17.1%	19	46.3%
18	Cozy and Comfortable	Suburban	1,916	298	15.6%	205	10.7%	503	26.3%
29	Rustbelt Retirees	Suburban	1,186	194	16.4%	98	8.3%	292	24.6%
33	Midlife Junction	Suburban	2,128	399	18.8%	170	8.0%	569	26.7%
43	The Elders	Suburban	34	17	50.0%	4	11.8%	21	61.8%
53	Home Town	Suburban	159	32	20.1%	14	8.8%	46	28.9%
	<i>Suburban</i>		12,234	2,019	16.5%	1,148	9.4%	3,167	25.9%
24	Main Street, USA	Urban Outskirts	2,654	475	17.9%	218	8.2%	693	26.1%
32	Rustbelt Traditions	Urban Outskirts	3,935	672	17.1%	329	8.4%	1,001	25.4%
	<i>Urban Outskirts</i>		6,589	1,147	17.4%	547	8.3%	1,694	25.7%
	<i>Small Town - Rural</i>		22,499	4,303	19.1%	2,067	9.2%	6,370	28.3%
	<i>Urban - Suburban</i>		18,823	3,166	16.8%	1,695	9.0%	4,861	25.8%
	TAPESTRY TOTAL		41,322	7,469	18.1%	3,762	9.1%	11,231	27.2%

**Appendix B:
Analysis of the Wisconsin Fishing License Data Base and
Recommendations Regarding Mail List Contents**

**Prepared by Southwick Associates for the State of Wisconsin and the Recreational
Boating and Fishing Foundation**

March 20, 2008

Years Analyzed: License years 2003-2007, with any angler not buying a license for 2007 being defined as lapsed.

Number of Licenses Sold by Year: On the last page of this report, the annual number of customers (not licenses sold) for each type of license is listed. Do the results look accurate? If not, this could indicate a data problem that must be addressed to ensure a quality mailing effort.

Definitions of Tiers - Tiers will be used to help prioritize which lapsed anglers are included in your mailing, based on the degree to which they have lapsed:

Lapse Tier	Years in which a license was purchased (x):				
	2003	2004	2005	2006	2007
1	x	x	X	X	
2		x	X	X	
3	x		X	X	
4			X	X	
5	x	x		X	
6		x		X	
7				X	

Recommendations – Based on the analysis of your database (a copy of the analysis is attached in EXCEL), the following is a recommendation about who to target with your mailing. The final approach should be developed in consultation with the RBFF.

Based on previous RBFF work in other states that showed anglers from the highest ranked tiers responded better to campaigns, we recommend pulling most of the mail list from Tier 1. However, there are segments within this tier that we think will respond better. Of the 17 segments defined by Tapestry with fishing as part of their lifestyle, 11 of them appear within Tier 1 as having a greater rate of lapsing compared to the average lapsed angler. These 11 segments, of 66 possible segments, represent 25,838 anglers, or 44% of all Tier 1 lapsed anglers. These segments are listed below and are ranked based on which ones have a greater percentage of lapsed anglers in Tier 1 compared to all lapsed anglers combined. We recommend that Wisconsin pay special attention to the Green Acres and Salt of the Earth segments which together account for nearly one-

quarter of Wisconsin’s annual license sales and lapsed anglers(see the tables in cells A84 – S228 on the ‘Tapestry Segments’ page of the accompanying EXCEL file):

Tapestry Code	Tapestry Name	Urban/Rural	#
43	The Elders	Suburban	37
15	Silver and Gold	Suburban	49
49	Senior Sun Seekers	Small Towns	622
31	Rural Resort Dwellers	Rural	3,172
46	Rooted Rural	Rural	1,510
25	Salt of the Earth	Rural	6,614
50	Heartland Communities	Small Towns	2,316
42	Southern Satellites	Rural	505
37	Prairie Living	Rural	2,532
17	Green Acres	Rural	7,213
26	Midland Crowd	Rural	1,268

These segments are mostly rural and small town, and below-average income for the most part. However, 58% of Wisconsin’s annual (non-lapsed) anglers and 61% of its lapsed anglers come from more urbanized areas. We recommend adding some lapsed anglers from additional suburban and metro segments to more accurately reflect this. We also recommend adding some from higher-income segments to help determine which type of person responds best in order to improve future marketing efforts. Wisconsin could consider adding Tier 1 lapsed anglers from these segments:

Tapestry Code	Tapestry Name	Urban/Rural	#
57	Simple Living	Urban Outskirts	1,102
29	Rustbelt Retirees	Suburban	1,252
6	Sophisticated Squires	Suburban	2,835
33	Midlife Junction	Suburban	2,572
32	Rustbelt Traditions	Urban Outskirts	4,731
12	Up and Coming Families	Suburban	2,034
18	Cozy and Comfortable	Suburban	2,094
24	Main Street, USA	Urban Outskirts	3,088
7	Exurbanites	Suburban	1,190

Adding these nine tapestries would bring the total number of anglers in the mailing list to 46,736 or 79% of all Tier 1 lapsed anglers. It is possible these anglers have lapsed from the state database involuntarily, meaning they either moved or encountered life issues that prevent fishing. However, many may have done something different with their free time in the past two years and could be re-engaged. Only test mailings will tell us for sure.

Including all Tier 1 will increase to 59,249 the number of anglers mailed to. However, anglers from the lower-ranked segments may not respond as well and could reduce the overall response rate.

In addition, recognizing that anglers from lower tiers may be intermittent anglers who would otherwise fish if given a slight push, Wisconsin could test this by including some of these anglers in your mailing. We recommend maybe 500 anglers in your mailing are from Tier 2 segments. We recommend including Tier 2 anglers from the same segments listed above. Additionally, Wisconsin may wish to add anglers from Aspiring Young Families (code 28) and Great Expectations (code 48) to any Tier 2 mailing.

Please let us know your final desired mix in your mail list, and the number you intend to mail to in your first mailing, and we will pull the list.

License Code	License Name	2003		2004		2005		2006		2007	
		#	% Customers	#	% Customers	#	% Customers	#	% Customers	#	% Customers
100	RESIDENT ANNUAL FISHING	532,011	52.3%	523,827	51.6%	517,861	51.3%	516,278	51.0%	518,118	50.7%
101	RESIDENT JUNIOR FISHING	37,285	3.7%	35,916	3.5%	33,655	3.3%	34,369	3.4%	34,348	3.4%
102	RESIDENT SENIOR FISHING	67,992	6.7%	73,285	7.2%	77,581	7.7%	84,450	8.3%	90,933	8.9%
103	RESIDENT DISABLED FISHING	9,180	0.9%	10,468	1.0%	11,620	1.2%	12,972	1.3%	12,720	1.2%
104	RESIDENT VETERANS DISABLED FISHING	1,341	0.1%	1,653	0.2%	2,051	0.2%	2,425	0.2%	2,502	0.2%
105	RESIDENT ARMED FORCES FISHING/SMALL GAME	1,620	0.2%	3,068	0.3%	4,110	0.4%	5,178	0.5%	5,981	0.6%
110	RESIDENT HUSBAND/WIFE FISHING—PRIMARY	108,307	10.7%	106,021	10.5%	107,320	10.6%	111,797	11.0%	115,296	11.3%
111	RESIDENT HUSBAND/WIFE FISHING—SPOUSE	105,342	10.4%	103,729	10.2%	104,515	10.3%	109,503	10.8%	112,830	11.0%
129	RES JR CONSERVATION PATRON	-	0.0%	3,384	0.3%	4,164	0.4%	4,338	0.4%	4,391	0.4%
130	RESIDENT CONSERVATION PATRON	81,037	8.0%	71,014	7.0%	65,678	6.5%	55,568	5.5%	52,166	5.1%
132	RESIDENT SPORTS	72,505	7.1%	77,954	7.7%	78,346	7.8%	72,565	7.2%	68,769	6.7%
133	JUNIOR SPORTS	-	0.0%	4,178	0.4%	3,328	0.3%	3,238	0.3%	3,283	0.3%
	TOTAL	1,016,620	100.0%	1,014,497	100.0%	1,010,229	100.0%	1,012,681	100.0%	1,021,337	100.0%

Appendix C: State Radio and Online Advertising Details

Wisconsin Radio Advertising List

Stations	Market	Format
WGLR	LANCASTER	CTY
WGLR FM	LANCASTER	CTY
WPVL	PLATTEVILLE	SPORTS
WBDL FM	REEDSBURG	AC
WNFM FM	REEDSBURG	CTY
WRDB	REEDSBURG	OLDIES
WRCO	RICHLANDCENTER	NOST
WFAW	FT. ATKINSON	AC
WSJY FM	FT. ATKINSON	AC
WJUB	PLYMOUTH	REL
WRJN	RACINE	N/T
WCLB	SHEBOYGAN FALLS	SPORTS
WIXK	NEW RICHMOND	CTY
WAQE FM	RICE LAKE	AC
WKFX FM	RICE LAKE	ROCK
WDKM FM	ADAMS/FRIENDSHIP	CTY
WACD FM	ANTIGO	NOST
WATK	ANTIGO	CTY
WDLB	MARSHFIELD	N/T
WWLJY FM	MARSHFIELD	AC
WIGM	MEDFORD	N/T
WLKD	MINOCQUA	NOST
WMQA FM	MINOCQUA	AC
WCQM FM	PARK FALLS	AC
WNBI	PARK FALLS	AC
WHDG FM	RHINELANDER	CTY
WWLSL FM	RHINELANDER	OLDIES
WOBT	RHINELANDER	SPORTS
WRHN FM	RHINELANDER	AC
WRLO FM	RHINELANDER	CL ROCK
WOSQ FM	SPENCER	CTY
WYTE FM	STEVENS POINT	CTY
WJJQ FM	TOMAHAWK	AC
WBCV FM	WAUSAU	AC
WSAU	WAUSAU	N/T
WKCH FM	WHITEWATER	OLDIES
WFHR	WISCONSIN RAPIDS	N/T
WQBW-FM	MILWAUKEE	CLASSIC ROCK

Wisconsin Radio Advertising List cont.

Stations	Market	Format
KIYX FM	PLATTEVILLE	N/T
WATW	ASHLAND	CHR
WRLS FM	HAYWARD	AC
WNXR FM	IRON RIVER	AC
WJMS	IRONWOOD, MI	CTY
WJBL FM	LADYSMITH	OLDIES
WLDY	LADYSMITH	CTY
WBDK FM	ALGOMA/STURGEON BAY	BTFLMU
WRKU FM	ALGOMA/STURGEON BAY	OLDIES
WHBY	APPLETON	AC
WISS	BERLIN	CTY
WMBE	CHILTON	CTY
WFCL	CLINTONVILLE	AC
KFIZ	FOND DU LAC	N/T
WDUZ	GREEN BAY	SPORTS
WDUZ FM	GREEN BAY	SPORTS
WQTC FM	MANITOWOC	ROCK
WLST FM	MARINETTE	AC
WOCO	OCONTO	CTY
WOCO FM	OCONTO	NOST
WSFQ FM	PESHIGO	OLDIES
WOWN FM	SHAWANO	CTY
WDX	WAUPACA	CTY
WWIS	BLACK RIVER FALLS	NOST
WWIS FM	BLACK RIVER FALLS	AS
WAYY	EAU CLAIRE	N/T
WLFN	LA CROSSE	AS
WCCN	NEILLSVILLE	MOR
WCCN FM	NEILLSVILLE	ROCK
WPRE	PRAIRIE DU CHIEN	OLDIES
WCOW FM	SPARTA	CTY
WVRQ	VIROQUA	OLDIES
WHTL FM	WHITEHALL	CTY
WRPQ	BARABOO	AC
WGEZ	BELOIT	OLDIES
WCLO	JANESVILLE	N/T

Wisconsin Online Advertising List

Market	URL
Wausau-Rhineland	http://www.waausadailyherald.com
Green Bay-Appleton	http://www.wluk.com
Milwaukee	www.todaystmj4.com
Milwaukee	TheMilwaukeeChannel.com
Wisconsin Rapids	http://www.wisconsinrapidstribune.com