

## 2012 Summary of Natural Resource Plate Sales

Total DNR Plates:	37,508 (1.08% of Total Vehicles)
Goldfinch Plates:	24,118 (64% of Total DNR Plates)
Pheasant Plates:	4,751 (13% of Total DNR Plates)
Eagle Plates:	4,690 (13% of Total DNR Plates)
Deer Plate:	2250 (6% of Total DNR Plates)
Trout Plate:	777 (2.1% of Total DNR Plates)
Ducks Unlimited:	922 (2.5% of Total DNR Plates)
Renewals:	34730
New Sales:	3138
% Change in Renewals*:	-1.7%
% Change in New Sales*:	1.8%
% Change in overall plates*:	-1.4%
Number of switches:	112 (50 from current designs to Deer or Trout, 6 to DU plates)
Estimated income to REAP:	\$440,510.00
Estimated income to WDP:	\$533,866.00

\* From 2011 sales

### Overall Plate Data

A total of 37,508 NR plates were renewed or purchased during 2012 which represents 1.08% of all eligible registered vehicles and represents the lowest number of plates since prior to 2006 (Fig. 1). A vast majority of these (34,730) were renewals which were down by 1.7% compared to 2011. Renewals had been pretty steady from 2010 to 2011. Conversely, new sales increased a little by 1.8% after declining almost 10% from 2010 to 2011. These two trends combined into a slight decrease (-1.4%) in overall plate sales.

Story County remains at the top of the list of counties where the NR plate is most popular while Polk County continues to sell the most plates (Table 1 and 2). Nine counties show up on both lists: Bremer, Cerro Gordo, Dallas, Dickinson, Johnson, Pottawattamie, Sioux, Story, and Winneshiek. Ostensibly, these are the counties where the plate is very popular, and which also have the capacity to sell a large number of plates.

### New and Old Plate Designs

The traditional REAP plate, which has been available since the license plates' inception, has been the goldfinch and the wild rose. This design is still by far the most popular and is displayed by 64% of the cars with a Natural Resource plate. In 2011 it was also first in initial (new) sales (it represented 30% of initial sales). This iconic design obviously has established itself as a recognized representation of wildlife conservation in Iowa.

The Eagle and Pheasant Natural Resource plate (NR Plate) designs were introduced in September of 2005 and plate sales showed an immediate 8.3% increase. Within the NR plates, the pheasant design is the second most numerous plate design though the bald eagle is not too far behind and increased in sales.

In its first 9 months the deer design did very well and sold at a higher rate than the pheasant plate in its first year. In 2012 it had the second highest initial sales (22%) and increased by over 428 plates over 2011. There have been deer plates sold in all counties. The counties where the deer plate was most popular (Table 3) are for the most part highly rural and did not alter much from the inaugural year.

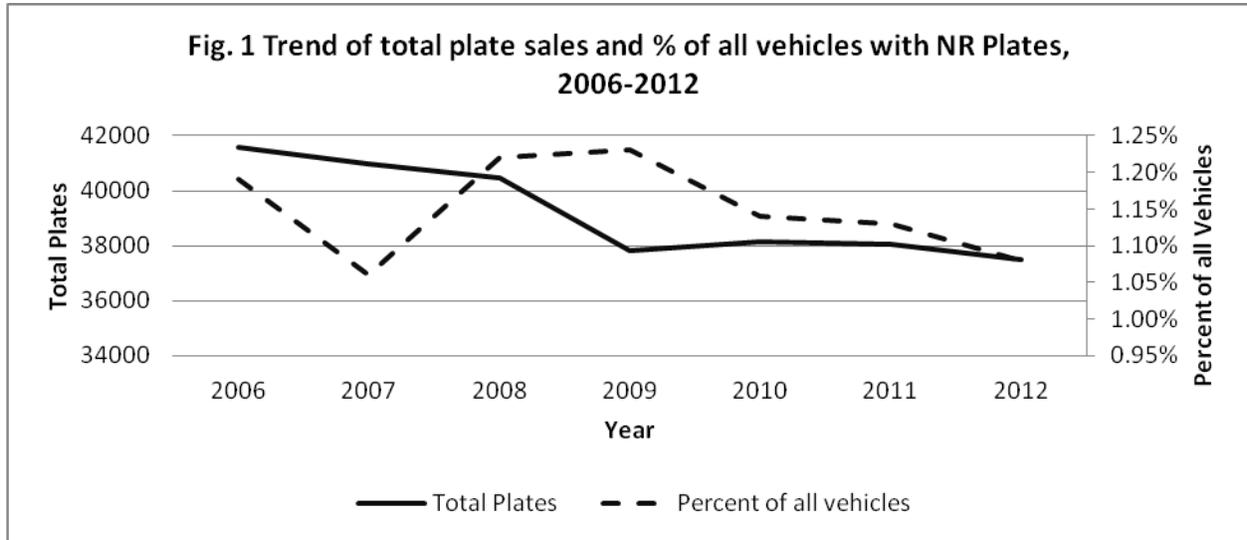
The trout design has continued to have a somewhat narrow appeal with still less than 1000 sold. There are currently 12 counties with no trout plate sales (compared to 13 in 2011) with a majority of those counties being in Western Iowa (Adams, Calhoun, Fremont, Humboldt, Ida, Osceola, Page, Ringgold). The top 4 counties where the trout plate is most popular (Table 3) not surprisingly include the counties in the Northeast corner of the state: Allamakee, Clayton, Fayette, and Winneshiek. It is clear from these data that the trout plate has not sold well among the majority of anglers and is currently only appealing to a select number of

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individuals. The DNR's Urban Trout Stocking program is quite popular among anglers and a partnership with this program may benefit sales in more urban areas.

### Conclusion

In contrast to 2011, 2012 initial sales slightly increased while renewals slightly decreased. This trend resulted in an overall slight decrease from 2011 to 2012 and a fairly significant decrease from 2008/2009. This funding source is significant for both Wildlife Diversity and REAP and additional marketing efforts would be warranted to boost sales. Some areas where additional marketing may help are targeted campaigns in the counties that occur on both top twenty lists and working to widen the appeal of the trout plates.



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### County Level Data

*Tables 1 and 2: County rankings for all DNR plates combined*

Table1. Per capita DNR Sales  
“Most Popular”  
Top 20 counties

County	Per capita DNR Sales
Story	2.09%
Mills	1.86%
Dickinson	1.84%
Winneshiek	1.68%
Pottawattamie	1.58%
Harrison	1.56%
Mitchell	1.54%
Johnson	1.50%
Cerro Gordo	1.48%
Audubon	1.47%
Bremer	1.46%
Worth	1.44%
Winnebago	1.43%
Osceola	1.43%
Hardin	1.42%
Kossuth	1.42%
Poweshiek	1.37%
Dallas	1.35%
Guthrie	1.35%
Sioux	1.34%

Table2. County share of total  
DNR Plate Sales  
Top 20 Counties

County	County Share of DNR Plate Sales
Polk	10.80%
Linn	6.25%
Johnson	4.47%
Story	4.12%
Pottawattamie	4.00%
Black Hawk	3.85%
Scott	3.08%
Dallas	2.52%
Woodbury	2.39%
Dubuque	2.26%
Cerro Gordo	2.06%
Warren	1.75%
Sioux	1.44%
Dickinson	1.28%
Bremer	1.27%
Jasper	1.26%
Marshall	1.24%
Boone	1.23%
Des Moines	1.21%
Winneshiek	1.17%

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*Table 3. The percentage of DNR plates for each design by County.*

<b>County</b>	<b>Goldfinch%</b>	<b>Eagle%</b>	<b>Pheasant%</b>	<b>Deer%</b>	<b>Trout%</b>
Adair	65.5%	12.4%	15.0%	6.2%	0.9%
Adams	48.6%	13.9%	22.2%	13.9%	0.0%
Allamakee	55.2%	14.9%	12.3%	10.4%	7.1%
Appanoose	58.6%	18.1%	11.2%	10.3%	1.7%
Audubon	66.1%	6.3%	19.7%	5.5%	1.6%
Benton	49.8%	16.5%	18.0%	9.0%	3.0%
Black Hawk	67.4%	12.7%	9.3%	3.9%	2.8%
Boone	62.6%	12.3%	14.9%	6.5%	1.9%
Bremer	62.7%	13.7%	10.1%	8.2%	2.9%
Buchanan	54.0%	18.3%	15.9%	9.1%	2.4%
Buena Vista	45.3%	20.6%	13.6%	8.2%	1.3%
Butler	55.5%	16.7%	11.5%	8.4%	1.3%
Calhoun	65.1%	9.4%	16.0%	5.7%	0.0%
Carroll	62.6%	8.3%	19.5%	5.3%	0.7%
Cass	56.9%	14.4%	16.3%	9.6%	0.5%
Cedar	65.5%	9.9%	9.5%	8.6%	3.4%
Cerro Gordo	65.0%	11.8%	14.1%	3.4%	1.9%
Cherokee	64.1%	9.6%	21.2%	2.6%	1.3%
Chickasaw	55.9%	18.4%	15.6%	6.1%	2.8%
Clarke	75.6%	3.3%	3.3%	12.2%	2.2%
Clay	63.0%	7.0%	15.2%	7.8%	3.5%
Clayton	55.4%	20.7%	6.2%	10.7%	7.0%
Clinton	68.7%	15.8%	10.4%	3.2%	1.3%
Crawford	60.9%	9.1%	19.8%	8.1%	2.0%
Dallas	58.1%	13.8%	14.9%	7.5%	2.8%
Davis	61.2%	12.2%	8.2%	16.3%	0.0%
Decatur	61.0%	13.0%	6.5%	18.2%	1.3%
Delaware	58.7%	16.5%	11.3%	8.3%	3.9%
Des Moines	62.5%	12.1%	12.1%	6.6%	1.1%
Dickinson	59.0%	9.8%	19.1%	3.5%	2.7%
Dubuque	70.2%	13.8%	9.6%	3.4%	1.9%
Emmet	44.8%	17.0%	25.5%	9.1%	1.8%
Fayette	60.5%	14.8%	12.8%	5.5%	1.7%
Floyd	55.2%	18.1%	12.1%	5.6%	5.6%
Franklin	55.8%	14.5%	20.6%	3.6%	1.8%
Fremont	54.6%	13.8%	8.5%	17.7%	0.8%
Greene	71.2%	8.2%	10.6%	7.6%	1.8%
Grundy	54.2%	10.3%	20.6%	7.0%	0.0%
Guthrie	56.8%	10.8%	17.4%	13.1%	1.9%
Hamilton	63.7%	11.2%	17.6%	5.2%	0.7%
Hancock	58.4%	12.1%	16.8%	3.5%	2.9%
Hardin	64.3%	13.4%	13.4%	6.3%	1.2%
Harrison	58.1%	11.6%	15.0%	11.6%	2.2%
Henry	62.6%	12.3%	12.3%	8.7%	2.1%
Howard	69.2%	6.0%	16.5%	5.3%	3.0%
Humboldt	59.5%	8.2%	15.2%	8.2%	0.6%
Ida	60.3%	5.1%	19.2%	7.7%	0.0%
Iowa	56.6%	13.2%	12.0%	11.2%	2.3%
Jackson	68.8%	10.4%	14.9%	4.5%	0.0%
Jasper	66.9%	11.0%	13.3%	5.9%	1.3%
Jefferson	73.0%	11.4%	6.5%	6.5%	2.7%
Johnson	74.8%	10.8%	8.6%	3.0%	1.8%
Jones	63.4%	13.4%	9.3%	7.3%	1.6%

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County	Goldfinch%	Eagle%	Pheasant%	Deer%	Trout%
Keokuk	52.3%	15.6%	13.8%	11.9%	1.8%
Kossuth	53.8%	13.3%	16.6%	7.1%	3.3%
Lee	64.6%	12.9%	10.2%	7.7%	1.2%
Linn	70.8%	12.3%	9.3%	3.8%	2.1%
Louisa	64.4%	12.2%	14.4%	7.8%	1.1%
Lucas	53.1%	9.2%	15.3%	20.4%	1.0%
Lyon	60.1%	10.4%	15.5%	8.3%	0.5%
Madison	57.2%	17.3%	12.0%	9.6%	3.4%
Mahaska	64.7%	13.5%	11.1%	6.0%	2.0%
Marion	67.2%	10.7%	9.2%	8.0%	2.1%
Marshall	66.9%	13.3%	12.9%	3.4%	2.6%
Mills	49.4%	17.7%	20.1%	9.3%	1.7%
Mitchell	58.0%	14.8%	15.6%	7.0%	2.9%
Monona	50.0%	19.3%	13.9%	12.0%	2.4%
Monroe	52.1%	5.5%	21.9%	17.8%	2.7%
Montgomery	52.8%	16.6%	17.8%	11.0%	0.6%
Muscatine	66.5%	14.4%	10.2%	3.6%	1.8%
Obrien	61.5%	8.9%	17.8%	8.1%	1.2%
Osceola	44.4%	17.0%	22.2%	11.9%	0.0%
Page	68.9%	14.2%	10.9%	5.5%	0.0%
Palo Alto	56.1%	16.1%	15.5%	5.2%	1.9%
Plymouth	57.3%	10.2%	21.6%	7.2%	1.7%
Pocahontas	47.5%	12.5%	21.7%	1.7%	0.8%
Polk	72.5%	10.4%	9.3%	3.9%	1.9%
Pottawattamie	63.4%	12.9%	14.0%	6.5%	1.9%
Poweshiek	58.4%	12.7%	14.6%	8.6%	5.1%
Ringgold	61.1%	16.7%	13.0%	7.4%	0.0%
Sac	58.4%	11.8%	14.9%	12.4%	1.2%
Scott	71.5%	11.8%	10.1%	3.6%	1.6%
Shelby	65.5%	8.3%	16.1%	6.5%	0.6%
Sioux	62.3%	9.8%	19.3%	5.2%	0.7%
Story	71.9%	8.9%	11.4%	3.2%	2.9%
Tama	62.2%	21.2%	8.1%	7.2%	0.0%
Taylor	68.8%	12.5%	9.4%	9.4%	0.0%
Union	50.6%	15.5%	17.9%	14.9%	1.2%
Van Buren	58.5%	12.2%	9.8%	18.3%	1.2%
Wapello	68.4%	14.9%	7.6%	7.6%	1.5%
Warren	58.0%	16.6%	12.2%	7.3%	2.0%
Washington	57.6%	16.0%	14.2%	9.4%	1.4%
Wayne	60.5%	7.0%	9.3%	23.3%	0.0%
Webster	57.6%	13.5%	17.2%	3.7%	2.3%
Winnebago	45.1%	13.6%	16.9%	4.2%	3.8%
Winneshiek	65.2%	9.6%	13.3%	5.0%	6.2%
Woodbury	63.9%	14.7%	12.3%	6.9%	1.6%
Worth	52.7%	16.0%	18.9%	8.3%	2.4%
Wright	63.6%	14.4%	13.1%	4.2%	1.3%

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Total DNR Plates:	38,059 (1.13% of Total Vehicles)
Goldfinch Plates:	25934 (68% of Total DNR Plates)
Pheasant Plates:	4877 (13% of Total DNR Plates)
Eagle Plates:	4520 (12% of Total DNR Plates)
Deer Plate:	1768 (5% of Total DNR Plates)
Trout Plate:	532 (1.4% of Total DNR Plates)
Ducks Unlimited:	428 (1.1% of Total DNR Plates)
Renewals:	34976
New Sales:	3083
% of New Sales were New Plates:	29%
% Change in Renewals*:	0.71%
% Change in New Sales*:	-10.14%
% Change in overall plates*:	-0.27%
Number of switches:	156 (80 of these switches were from current designs to Deer or Trout)
Estimated income to REAP:	\$457,665.00
Estimated income to WDP:	\$555,470.00

\* From 2010 sales

### Overall Plate Data

A total of 38,059 NR plates were renewed or purchased during 2011 which represents 1.13% of all eligible registered vehicles and is roughly equal to sales from 2010(-102 plates). A vast majority of these (34976) were renewals which were up by 0.7% compared to 2010. The fact that renewals have remained steady, especially following a very small decline from 2009 to 2010 is a positive sign. New sales did fall off by roughly 10% as might be expected after the novelty of the new plate designs has worn off. This translated into a very slight decrease (~0.27%) in overall plate sales; essentially overall plate sales have remained steady.

Story County remains at the top of the list of counties where the NR plate is most popular while Polk County continues to sell the most plates (Table 1 and 2). Eight counties show up on both lists: Bremer, Boone, Cerro Gordo, Dallas, Dickinson, Johnson, Pottawattamie, and Story. Ostensibly, these are the counties where the plate is very popular, and which also have the capacity to sell a large number of plates.

### New and Old Plate Designs

The traditional REAP plate, which has been available since the license plates' inception, has been the goldfinch and the wild rose. This design is still by far the most popular and is displayed by 68% of the cars with a Natural Resource plate. In 2011 it was also first in initial (new) sales (it represented 31% of initial sales). This iconic design obviously has established itself as a recognized representation of wildlife conservation in Iowa.

The Eagle and Pheasant Natural Resource plate (NR Plate) designs were introduced in September of 2005 and plate sales showed an immediate 8.3% increase. Within the NR plates, the pheasant design is the second most numerous plate design though it did decrease slightly from 2010 and the bald eagle is not too far behind and increased in sales.

In its first 9 months the deer design did very well and sold at a higher rate than the pheasant plate in its first year. In the year since, an additional 702 deer plates are on vehicles. There have been deer plates sold in all counties. The counties where the deer plate was most popular (Table 3) are for the most part highly rural and did not alter much from the inaugural year. The highest numbers of deer plates sold were in the more populous counties: Polk, Linn, Pottawattamie, Dallas, and Story.

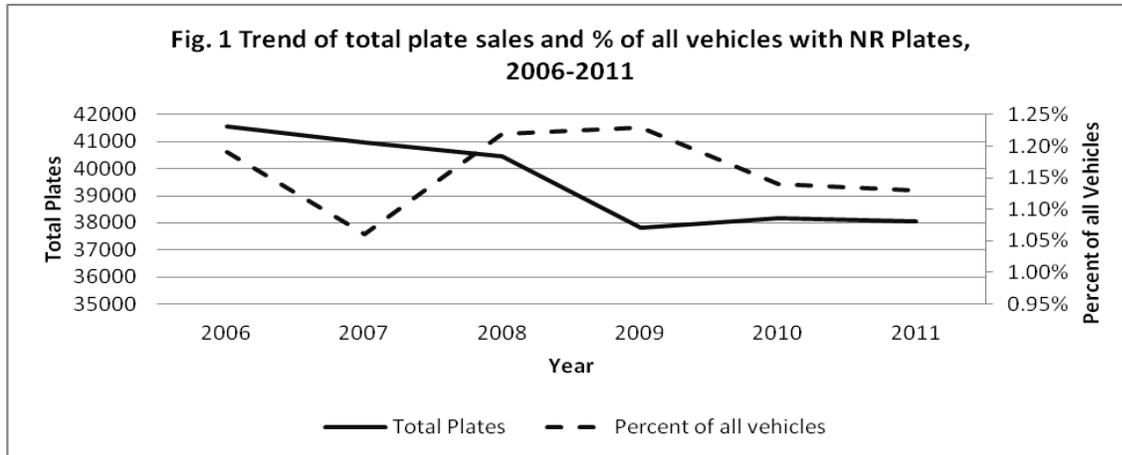
The trout design has continued to have a somewhat narrow appeal but has broken the 500 plate mark. There are still 13 counties with no trout plate sales with a majority of those counties being in Western Iowa (Adams, Calhoun, Fremont, Humboldt, Ida, Osceola, Page, Ringgold, Shelby). The top 10 counties for trout

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plate sales (Table 4) is quite different from the deer list and not surprisingly includes a large percentage of the Northeast Iowa counties where trout occur. Clay County is perhaps the biggest surprise among the top ten. It is clear from these data that the trout plate has not sold well among the majority of anglers and is currently only appealing to a select number of individuals.

#### Conclusion

The introduction of the new designs in 2010 and strong renewals has helped plate sales remain a significant source of funding for REAP and the Wildlife Diversity Program. Some areas where additional marketing may help are targeted campaigns in the counties that occur on both top twenty lists and working to widen the appeal of the trout plates.



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### County Level Data

*Tables 1 and 2: County rankings for all DNR plates combined*

Table 1. Per capita DNR Sales  
"Most Popular"  
Top 20 counties

County	Per capita DNR Sales
Story	2.17%
Mills	1.98%
Dickinson	1.87%
Audubon	1.73%
Winneshiek	1.71%
Johnson	1.63%
Harrison	1.60%
Pottawattamie	1.60%
Mitchell	1.60%
Cerro Gordo	1.52%
Kossuth	1.49%
Bremer	1.49%
Hardin	1.49%
Wright	1.48%
Worth	1.47%
Winnebago	1.43%
Poweshiek	1.43%
Dallas	1.43%
Boone	1.42%
Osceola	1.38%

Table 2. County share of total DNR Plate Sales  
Top 20 Counties

County	County Share of DNR Plate Sales
Polk	10.9%
Linn	6.6%
Johnson	4.6%
Story	4.1%
Pottawattamie	4.0%
Black Hawk	3.9%
Scott	3.2%
Dallas	2.5%
Woodbury	2.3%
Dubuque	2.3%
Cerro Gordo	2.0%
Warren	1.7%
Sioux	1.4%
Marshall	1.3%
Jasper	1.3%
Boone	1.3%
Dickinson	1.2%
Bremer	1.2%
Des Moines	1.2%
Webster	1.1%

*Tables 3 and 4: Top 10 counties with the greatest amount of interest in the new plate designs. Represents the percentage of DNR plates in the county that are the new design.*

Table 3. Deer

County	% of DNR Plates in County that are Deer Plates
Wayne	24.39%
Davis	18.37%
Monroe	17.33%
Van Buren	13.75%
Decatur	12.86%
Clarke	12.50%
Lucas	11.96%
Adams	11.48%
Iowa	10.89%
Taylor	10.53%

Table 4. Trout

County	% of DNR Plates in County that are Trout Plates
Allamakee	5.81%
Winneshiek	4.88%
Clayton	4.17%
Floyd	3.81%
Delaware	3.36%
Mitchell	3.27%
Clay	3.01%
Poweshiek	2.78%
Monroe	2.67%
Clarke	2.50%

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