

RBFF Fishing License Sales Index

Produced for the
Recreational Boating and Fishing Foundation

In cooperation with the
American Sportfishing Association

License Sales Trends: January - March 2010

-10.6% = Change in the number of licenses sold year-to-date compared to the same months last year (January-March 2010 versus January-March 2009).

+0.6% = Change in the number of licenses sold in March 2010 compared to March 2009.

States used to gauge license sales:

Florida	Indiana	Kansas	Louisiana
Minnesota	North Carolina	New Jersey	New York
Oregon	Tennessee	Texas	Utah

Discussion:

- 1) License sales dropped significantly in the first quarter of 2010 compared to the first quarter of 2009. Declines were the greatest in the Southern tier states where record setting winter cold depressed fishing in one of the few areas where fishing is common in January and February.
- 2) Despite the decrease in the first quarter of 2010, few licenses are sold in this period. As a result, the first quarter results will have a small impact on the year-to-date results.
- 3) Sales in March, 2010 actually increased, up 0.6%. It is possible many angler delayed their purchases until weather became more favorable for fishing.
- 4) Of the twelve states included in this report, ten recorded sales decreases in the first quarter of 2010.

Notes and Considerations:

- 1) The RBF-ASA license sales index is designed as a timely indicator of fishing license sales. It is not an exact measure of all fishing license sales nationally.
- 2) The states reported in this index were selected on their ability to provide license sales information on a regular basis. Plus, states were selected on a regional basis to capture potential variation in license sales by region.
- 3) Results are based on a weighted average of trends among participating states. States with larger angler populations have a greater impact on the results than smaller states.
- 4) Due to confidentiality considerations extended to participating states, license sales trends are not available on a per-state basis.
- 5) A number of factors cause license sales to increase or decrease on a monthly basis, including economic, social, weather, and other factors.