

## RBFF Fishing License Sales Index

Produced for the  
**Recreational Boating and Fishing Foundation**

In cooperation with the  
American Sportfishing Association

### License Sales Trends: January - June 2010

**-6.2%** = Change in the number of licenses sold year-to-date compared to the same months last year (January-June 2010 versus January-June 2009).

\* At this point in 2009, sales were up **7.8%** compared to license sales in January-June 2008.

**-5.3%** = When Florida and Louisiana are removed from the index, this is the change in the number of licenses sold year-to-date compared to the same months last year (January-June 2010 versus January-June 2009). Alabama and Mississippi are not part of the license index. At this point in 2009, for just these states sales were up 10.0% compared to sales in January-June 2008.

States used to gauge license sales:

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

Discussion:

- 1) Sales were up in March and April (+6.9% and +11.6% respectively), but fell in the key sales months of May and June (-7.0% and -13.4% respectively). Very few licenses are sold in January and February each year, but sales were down in these months, too (-11.5% and -25.7%).

- 2) The impacts of the Gulf oil spill had major impacts on Louisiana and Florida where sales were up over 20% in April, but experienced double-digit decreases in May and June. Mississippi and Alabama are not included in the index.
- 3) Please note that 2010 sales are being compared to 2009 which was a record year in terms of sales increases. At this point in 2010, sales are ahead of January-June 2008 sales.
- 4) Of the twelve states included in this index, ten recorded sales decreases from January through June, 2010. The two states with increased sales saw growth rates greater than the decrease rates experienced by the other states.
- 5) For coastal states, adjustments were made to account for new Federal marine licensing requirements that went into effect in 2009.

#### Notes and Considerations:

- 1) The RBFF 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 any potential variation in license sales by region. As more states are able to provide necessary data, the number of reporting states will be increased.
- 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.