

RBFF Fishing License Sales Index

Produced for the
Recreational Boating and Fishing Foundation

In cooperation with the
American Sportfishing Association

License Sales Trends: January - September 2010

-3.5% = Change in the number of licenses sold year-to-date compared to the same months last year (January-September 2010 versus January-September 2009).

* At this point in 2009, sales were up 6.5% compared to license sales in January-September 2008. Fishing license sales in 2010 so far are holding higher than 2008 levels.

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 through August. Very few licenses are sold in January and February each year, but sales were down in these months, too (-11.5% and -25.7%). With areas opening after the oil spill in September, and with little tropical storm activity along the U.S. coast, September sales posted a 7.9% increase.
- 2) The impacts of the Gulf oil spill had major impacts on Louisiana and Florida. Sales were ahead of 2009 levels through April, but experienced double-digit decreases in May and June. Louisiana has continued to see double-digit reductions in license sales through September, while Florida have experienced just single digit reductions from July through September. 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-September 2008 sales.

- 4) Of the twelve states included in this index, eight have recorded sales decreases from January through September, 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.