

RBF Fishing License Sales Index

Produced for the
Recreational Boating and Fishing Foundation

In cooperation with the
American Sportfishing Association

License Sales Trends: January - December 2009

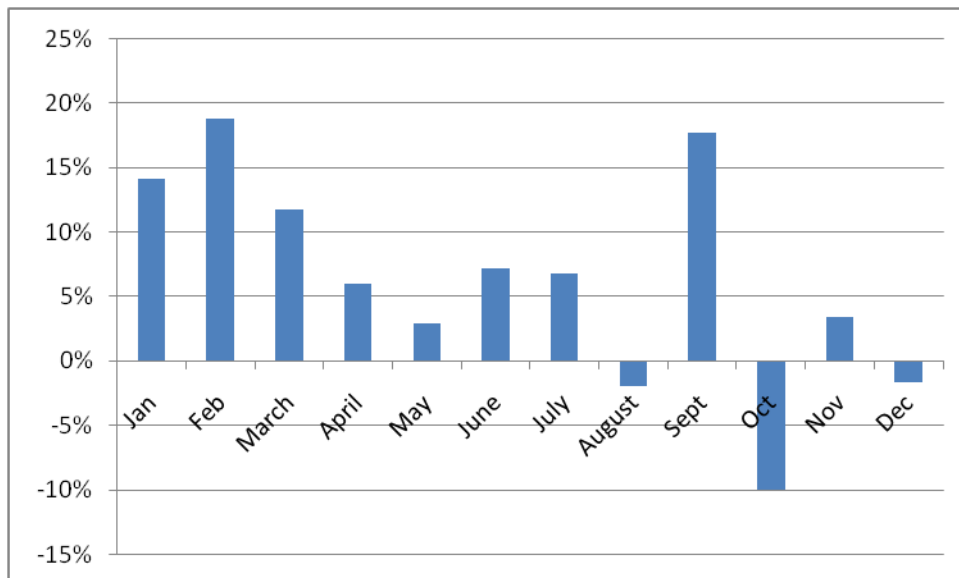
+4.7% = Change in the number of licenses sold year-to-date compared to the same months last year (January-December 2009 versus January-December 2008).

-1.7% = Change in the number of licenses sold in December 2009 compared to December 2008.

States used to gauge license sales:

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

Percentage change in 2009 license sales, by month, compared to 2008 sales:



Discussion:

- 1) License sales increased at a faster rate in the first quarter of 2009 compared to the second quarter. Increases of 20% or more were common in the first quarter. However, a larger volume of sales occur in the second quarter – the peak period for license sales nationally – caused these months to have a greater effect on the year-to-date sales trend than first quarter license sales.
- 2) Despite the decrease in December license sales, few licenses are sold this month. As a result, the December results have a small impact on the year-to-date results.
- 3) Of the twelve states included in this report, eight recorded sales increases in December. For 2009, only two reported annual decreases.
- 4) The reasons behind the 2009 license sales increases can be many: a slow economy may allow people more time to fish, fishing may be a lower cost alternative to other forms of recreation and entertainment, national sportfishing marketing campaigns are having effect, and more.
- 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.