

## RBFF Fishing License Sales Index

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

In cooperation with the  
American Sportfishing Association

### License Sales Trends: January - March 2011

**+2.7%** = Change in the number of licenses sold year-to-date compared to the same months last year (January-March 2011 versus January-March 2010).

States used to gauge license sales:

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

Discussion:

- 1) License sales are up in the first quarter of 2011 compared to the first quarter of 2010. Increases were the greatest in the Southern tier states, where a mild winter increased fishing in one of the few areas where fishing is common in January and February.
- 2) Only a small percentage of the total annual licenses sold are during this period. As a result, the first quarter results will have a small impact on the year-to-date results.
- 3) Midwest and Northeastern states saw significantly lower sales in the first quarter of 2011 as compared to 2010. A cold, wet winter in these areas could be driving down sales, with many anglers delaying license purchases until the weather becomes more favorable for fishing.
- 4) Of the thirteen states included in this report, five recorded sales increases in the first quarter of 2010. Sales increases were driven by big jumps in Louisiana and Florida, possibly representing a continued rebound after last year's oil spill along with reports of great fishing in the area.

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 weighted towards states with larger angler populations who have a greater impact on the results than states with smaller numbers of anglers.
- 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.