

RBFF Fishing License Sales Index

Produced for the
Recreational Boating and Fishing Foundation

In cooperation with the
American Sportfishing Association

License Sales Trends: January - December 2010

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

* 2009 sales were estimated to have been up 4.7% compared to 2008 license sales. Fishing license sales in 2010 remained above 2008 levels.

States used to gauge license sales:

Florida	Indiana	Kansas	Louisiana
Minnesota	New Jersey	North Carolina	New York
Oregon	Pennsylvania	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 and October sales posted 6.7% and 27.2% increases respectively. Sales fell 4.0% in November and increased slightly in December by 1.9%, though these two months represent few license sales.
- 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 saw double-digit reductions in license sales through August, while Florida experienced single digit reductions from July through September. Sales along the Gulf coast appeared to have rebounded significantly starting in September, but not enough to recover to 2009 levels. If

Florida and Louisiana are excluded from the index, the annual decrease would have been -3.6% instead of -3.5%. 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. 2010 sales were ahead of 2008 sales.
- 4) Twelve of the thirteen states included in the index experienced sales decreases in 2010.
- 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.