

# Vermont Fish and Wildlife 2014 License Sales

## PRESENT AND FUTURE TRENDS



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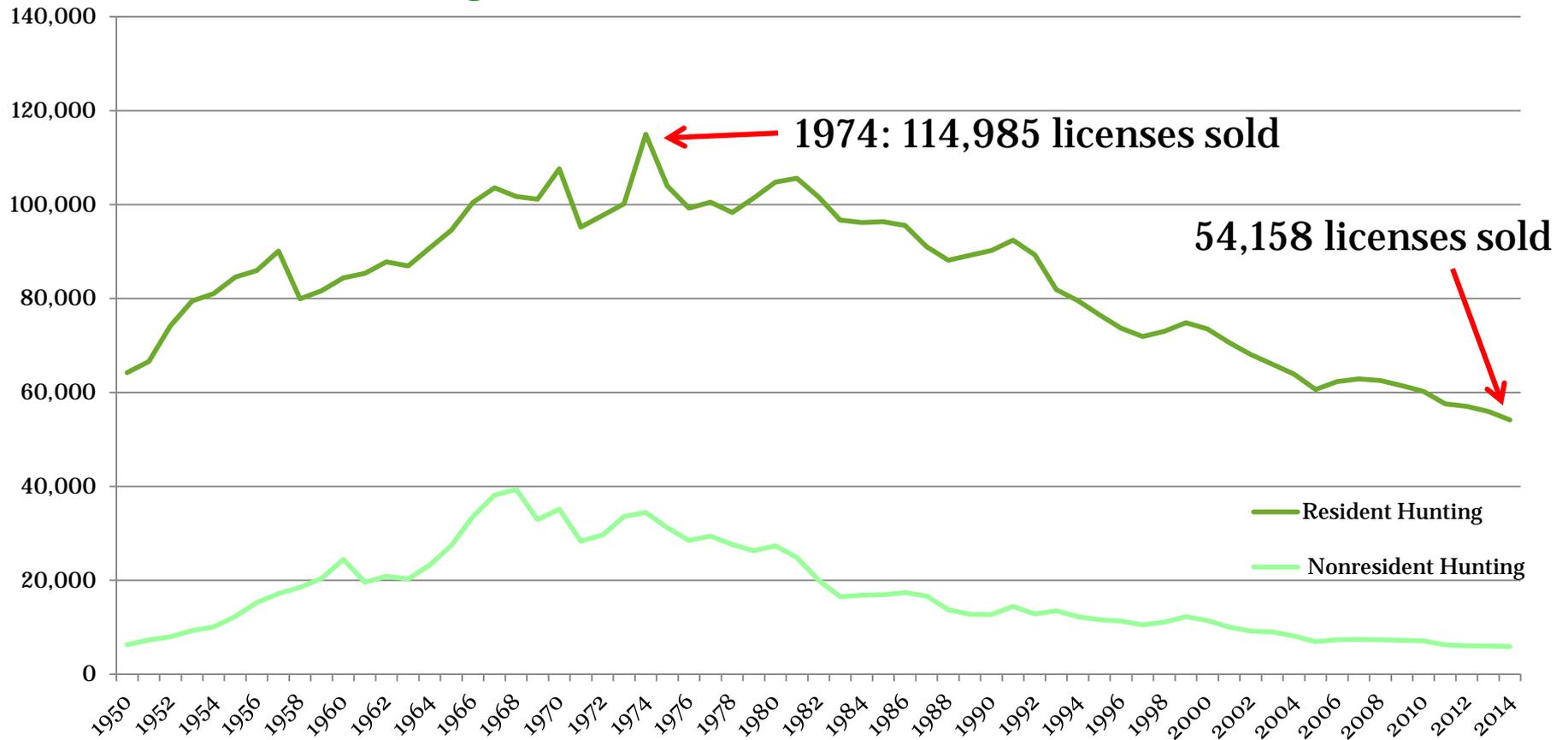
- **Background and Historic License Sales**
- **License Sales and Population**
  - **Quantity of licenses sold and revenues generated**
- **License Sales and Opportunity**
  - **Influence of location and access on license sales**

# Background: Licenses and Permits

- Generate almost \$7 million annually
- Second largest source of revenue for the Department; 1/3 of the overall budget.
- Peak license sales:
  - 1974** 114,985 hunting
  - 1982** 107,110 fishing

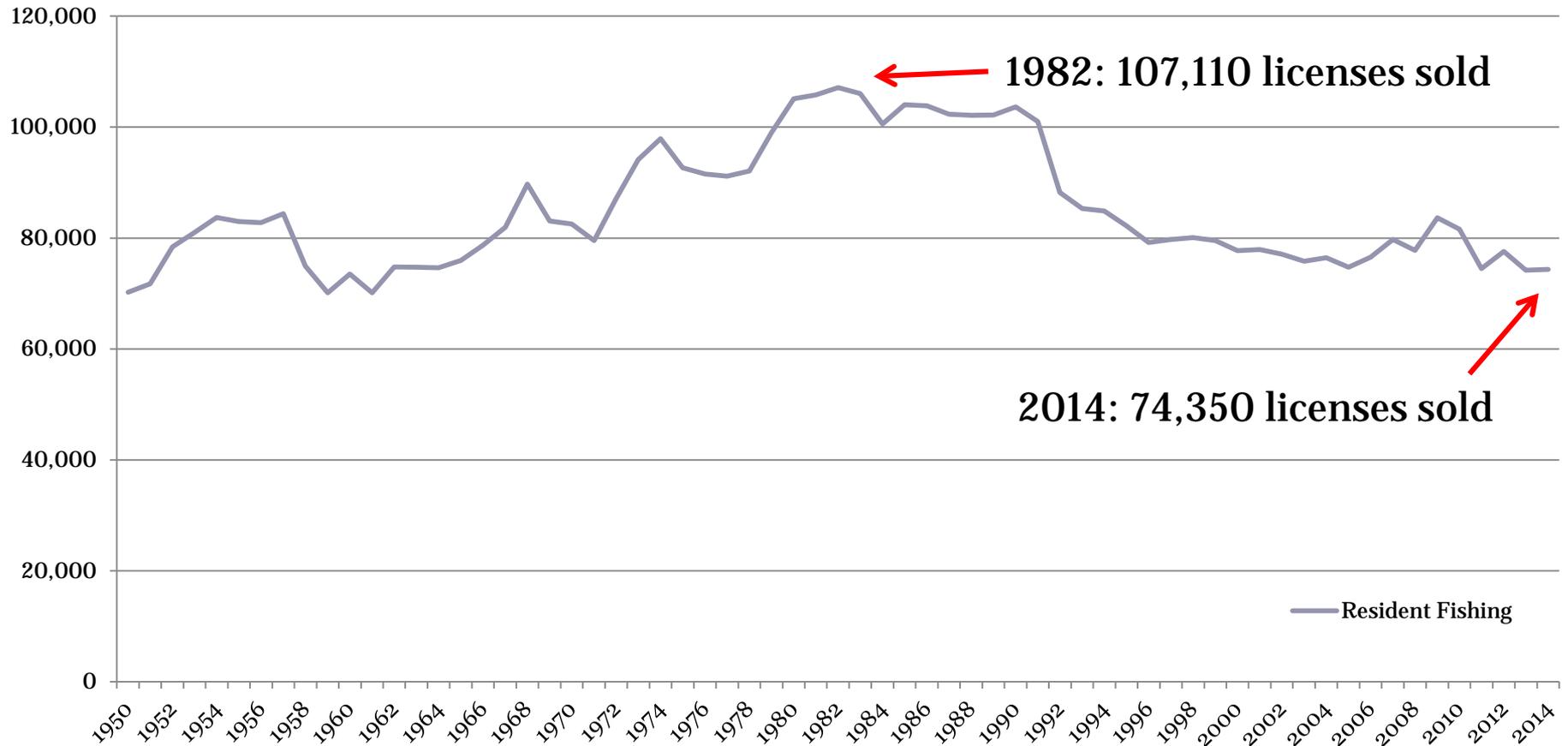
# Historic License Sales

## Annual Hunting and Combination License Sales 1950-2014



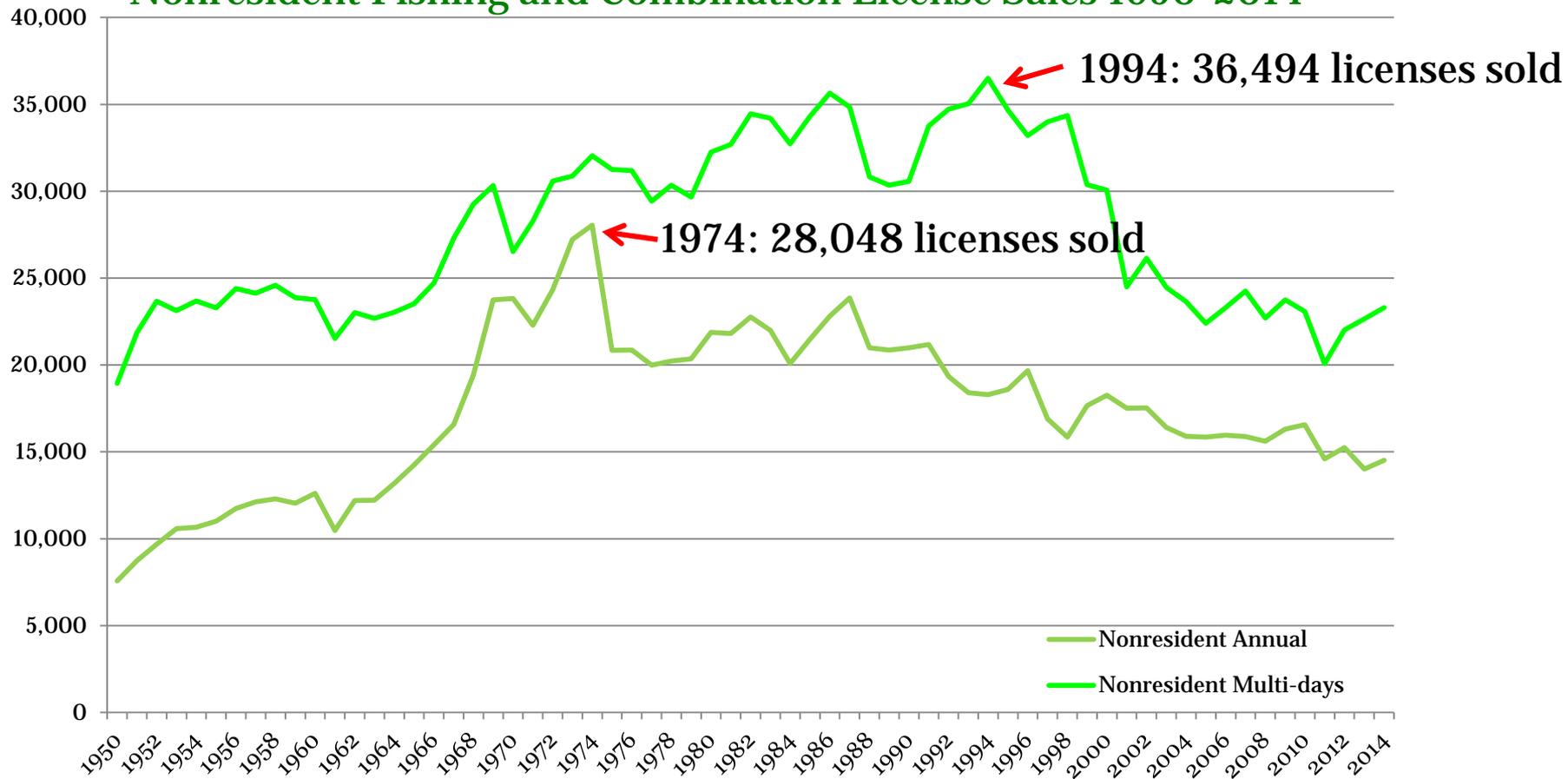
# Historic License Sales

## Annual Resident Fishing and Combination License Sales 1950-2014



# Historic License Sales

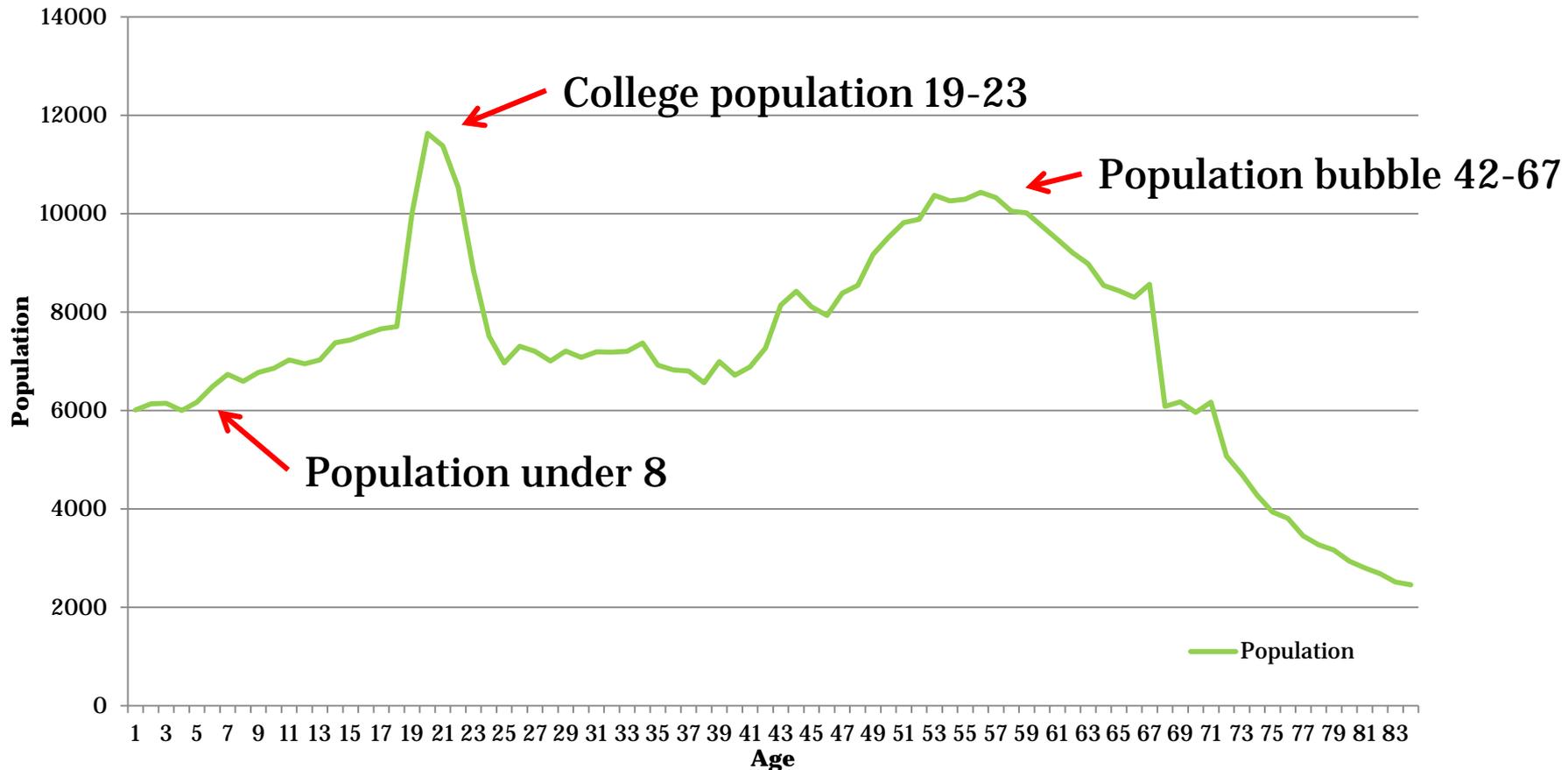
## Nonresident Fishing and Combination License Sales 1950-2014



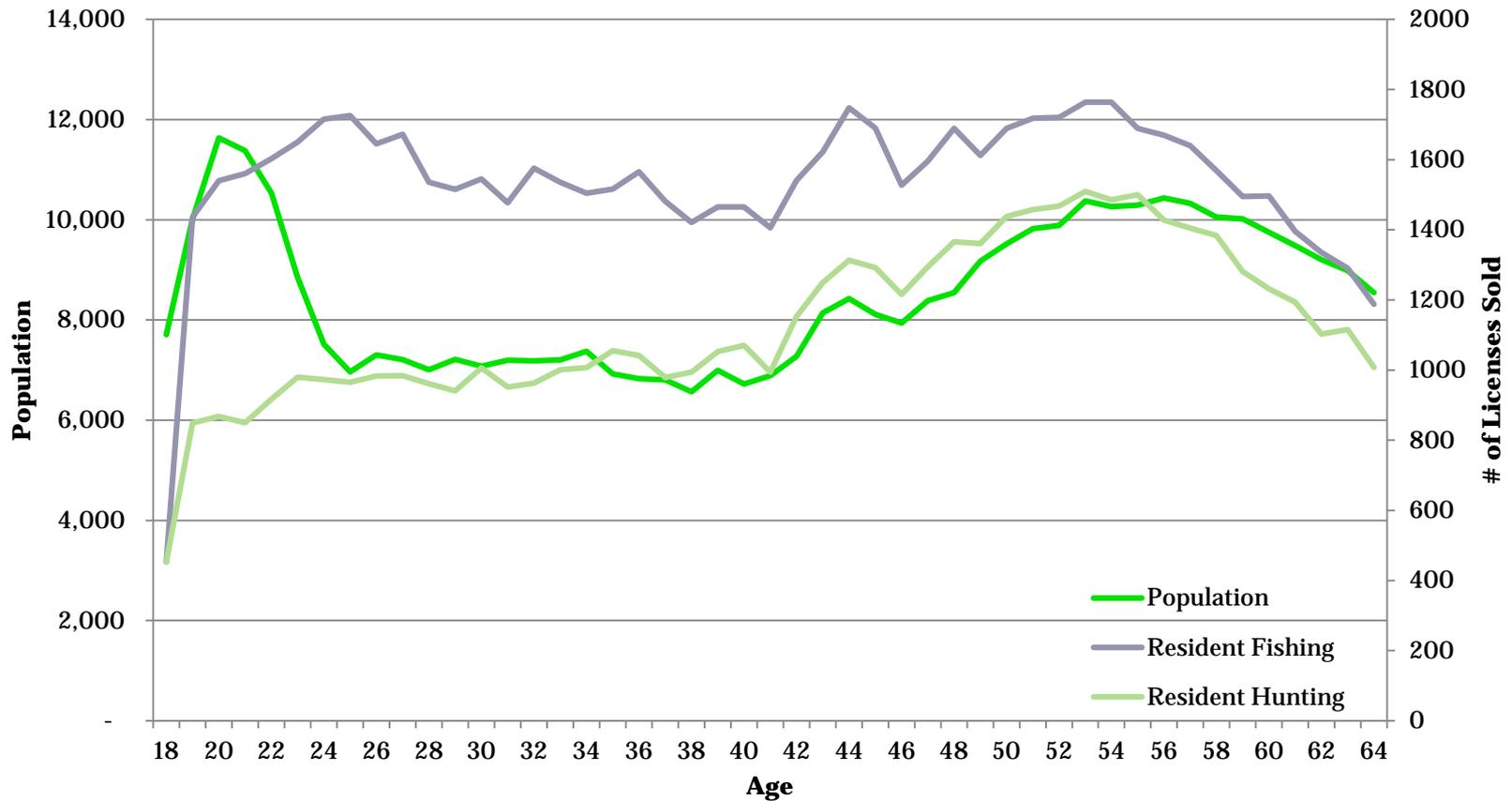
# License Sales and Population



# Vermont's Population in 2014

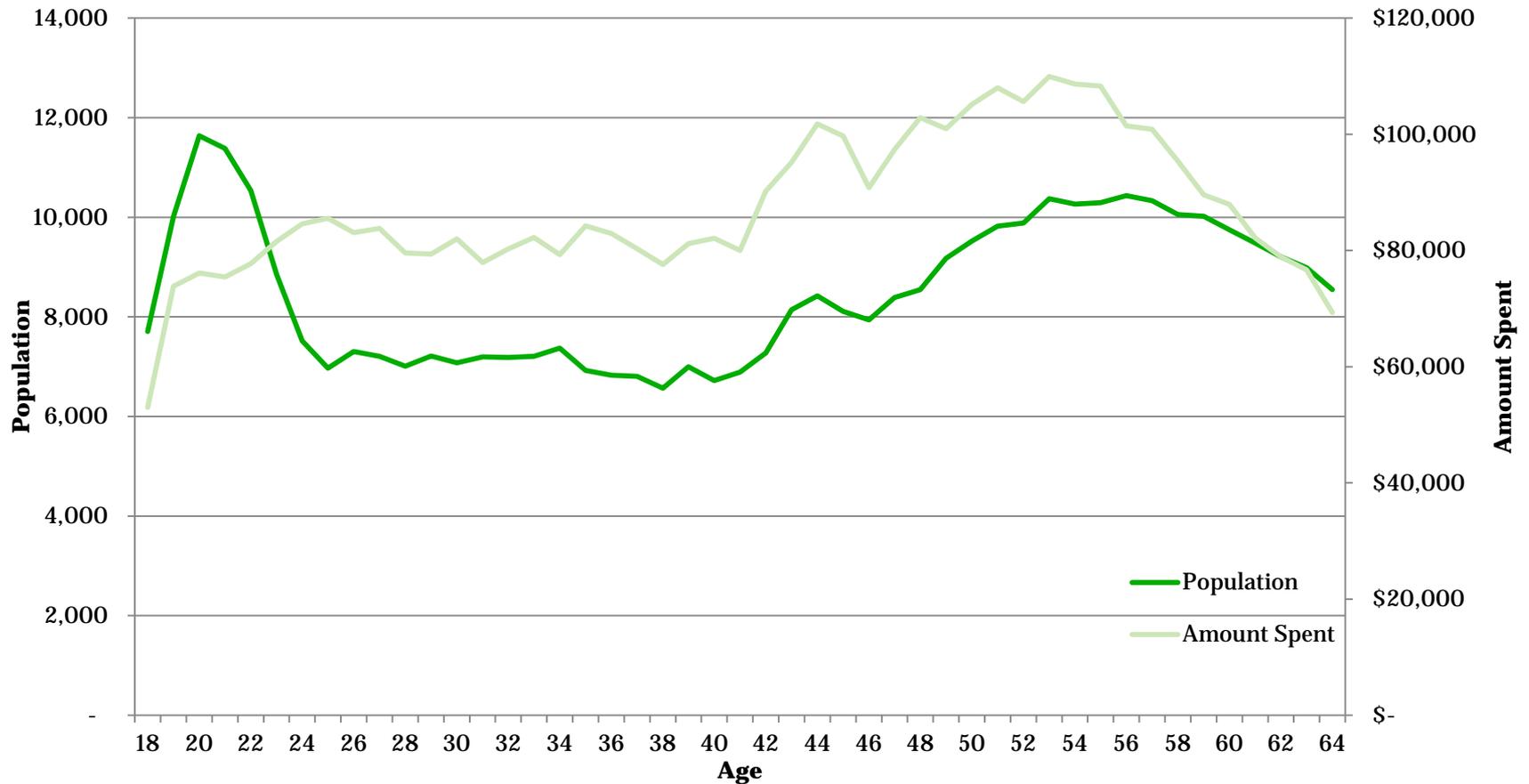


# Population and License Sales



**\*Please note that the left axis is for population and the right axis is for # of licenses sold\***

# Revenues Generated by Age



# Summary

- Majority of license buying population is between **42** and **64 years old**
- Highest concentration in their **mid-50s**
- Hunting license sales are correlated closely with population
- Decline will likely continue based on demographic trends

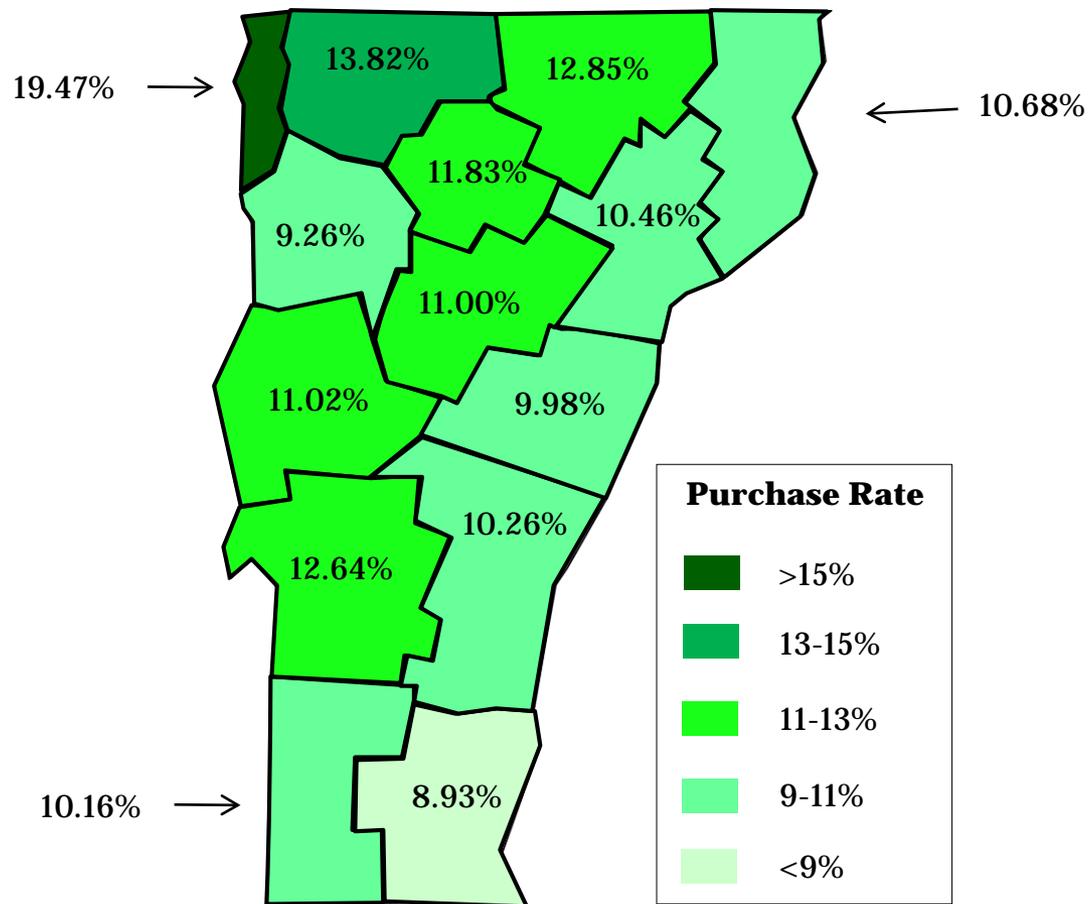
# License Sales and Opportunity



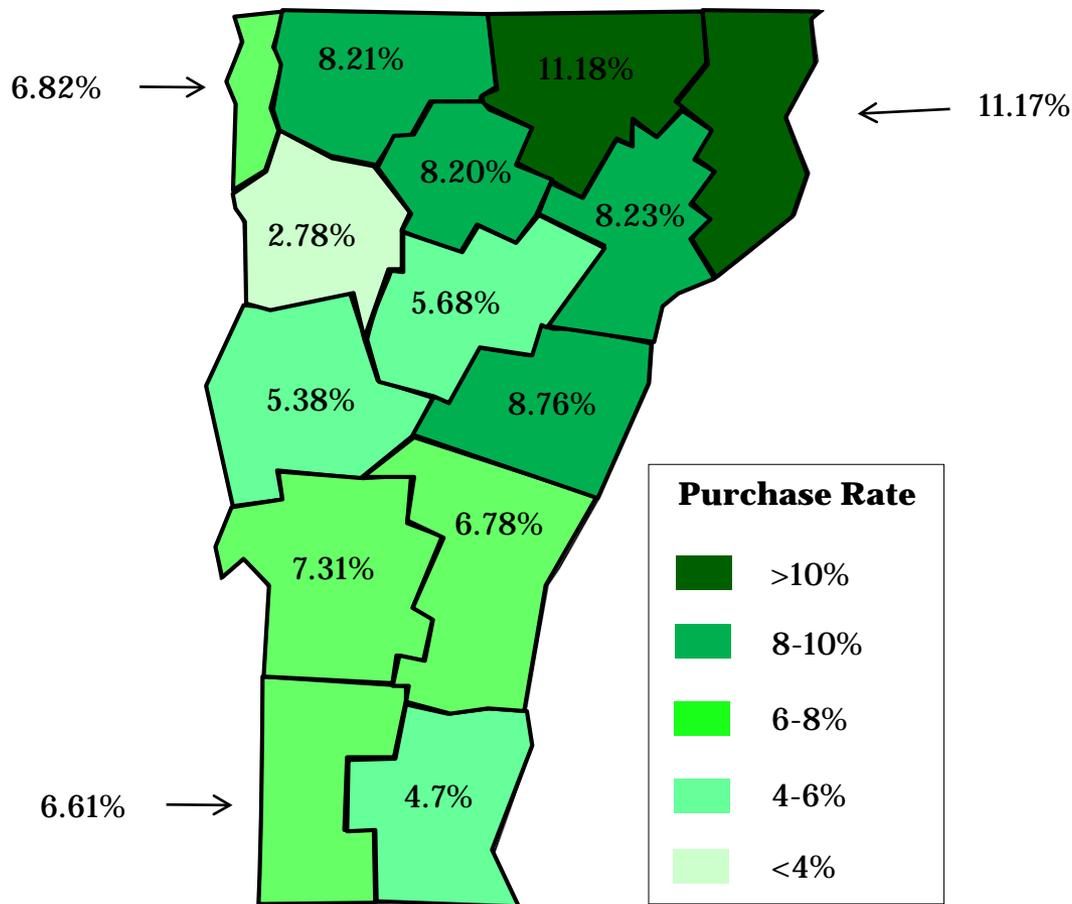
# County

County	Population Age 18-64	Population Density
Addison	23,975	48 people/square mile
Bennington	21,849	54 people/square mile
Caledonia	19,337	48 people/square mile
Chittenden	109,348	296 people/square mile
Essex	3,688	9 people/square mile
Franklin	30,694	76 people/square mile
Grand Isle	4,443	85 people/square mile
Lamoille	16,018	54 people/square mile
Orange	18,153	42 people/square mile
Orleans	16,177	39 people/square mile
Rutland	37,921	65 people/square mile
Washington	37,734	86 people/square mile
Windham	27,321	56 people/square mile
Windsor	34,071	58 people/square mile

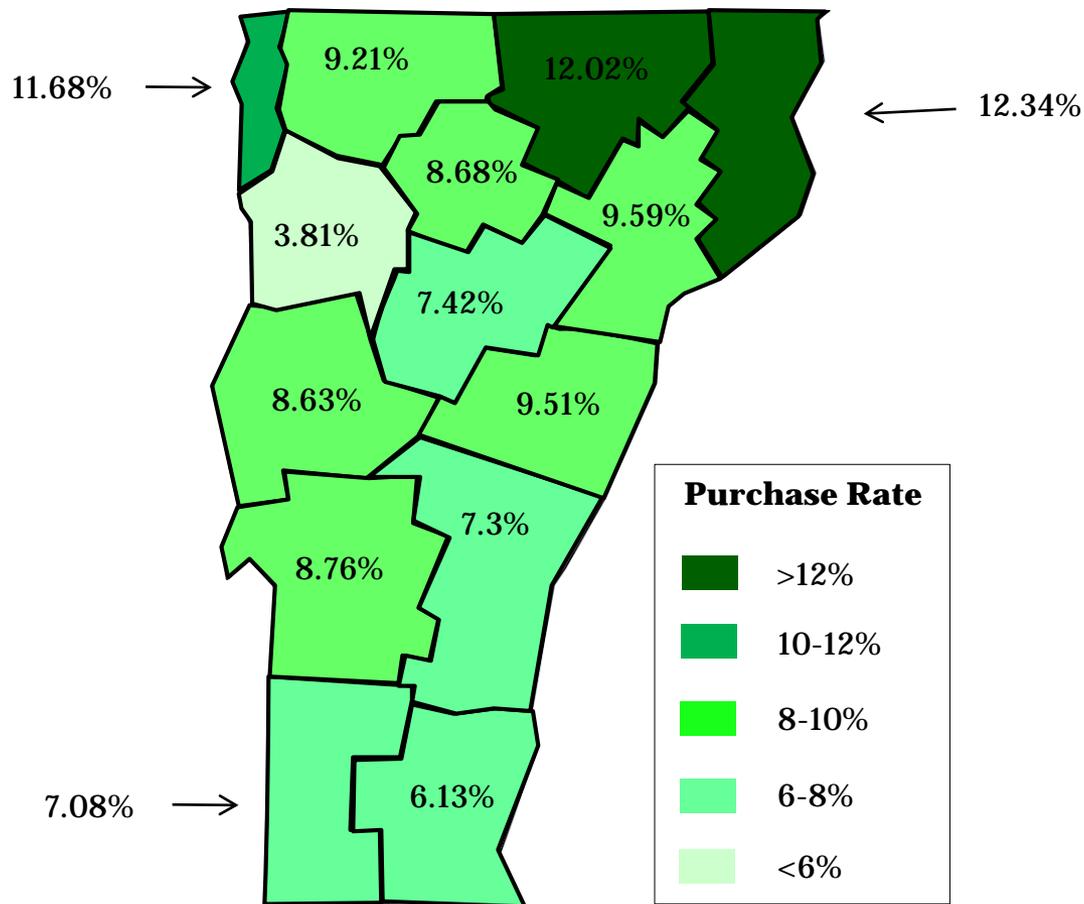
# Resident Fishing - Purchase Rates



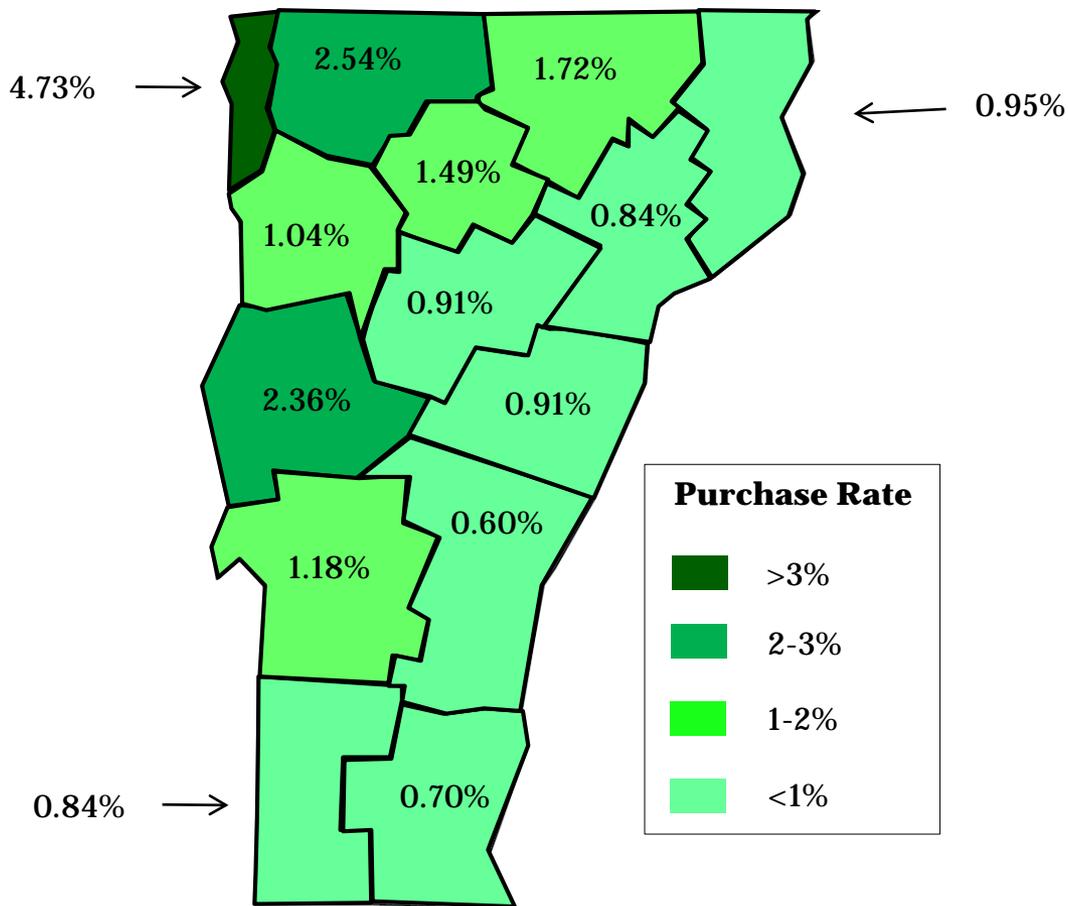
# Resident Hunting - Purchase Rates



# Resident Combination - Purchase Rates

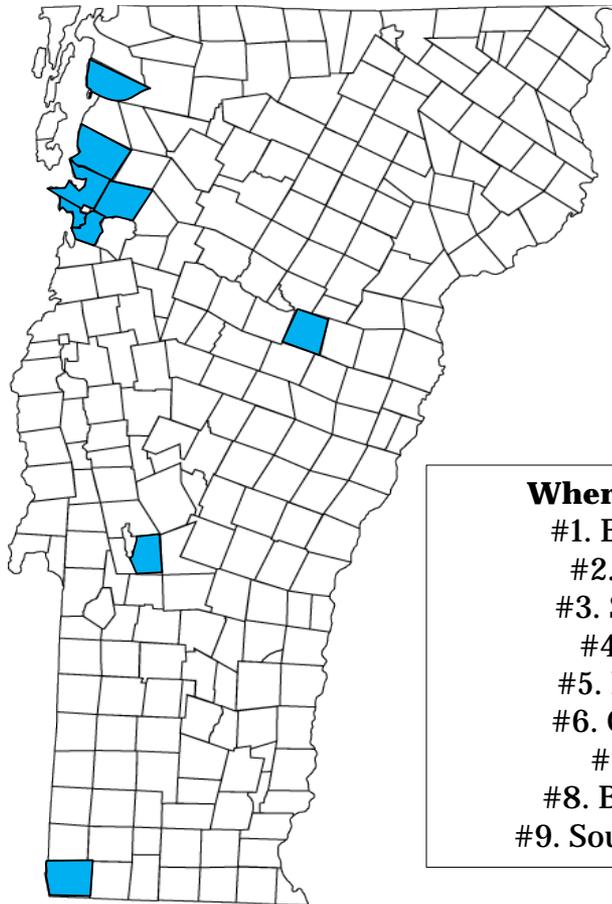


# Waterfowl Stamp- Purchase Rates



# Resident Fishing License Sales by Town

## Top 25% of Sales

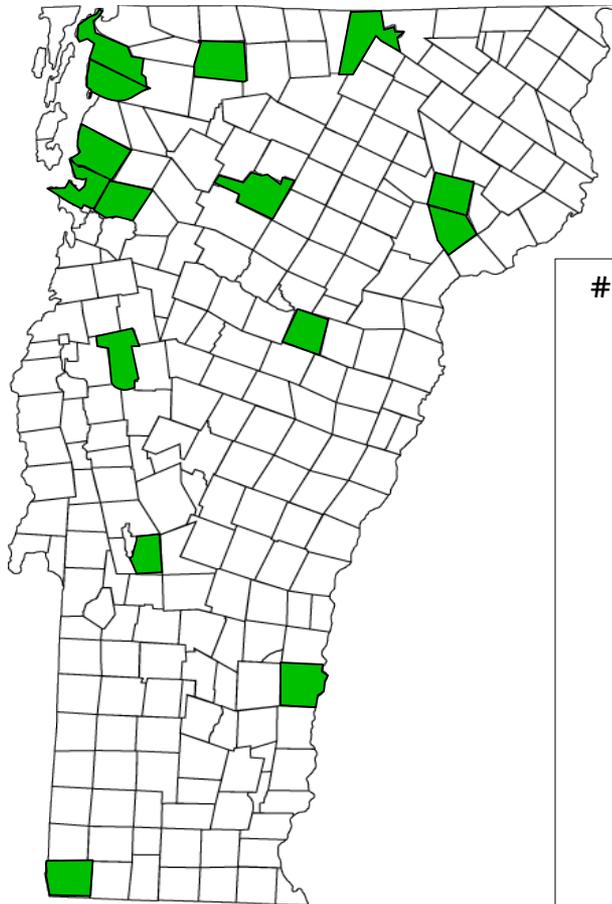


### Where do anglers live?

- #1. Burlington (2,057)
- #2. Rutland (1,452)
- #3. St. Albans (1,439)
- #4. Milton (1,355)
- #5. Essex Jct. (1,296)
- #6. Colchester (1,285)
- #7. Barre (1,145)
- #8. Bennington (1,067)
- #9. South Burlington (938)

# Resident Hunting License Sales by Town

## Top 25% of Sales

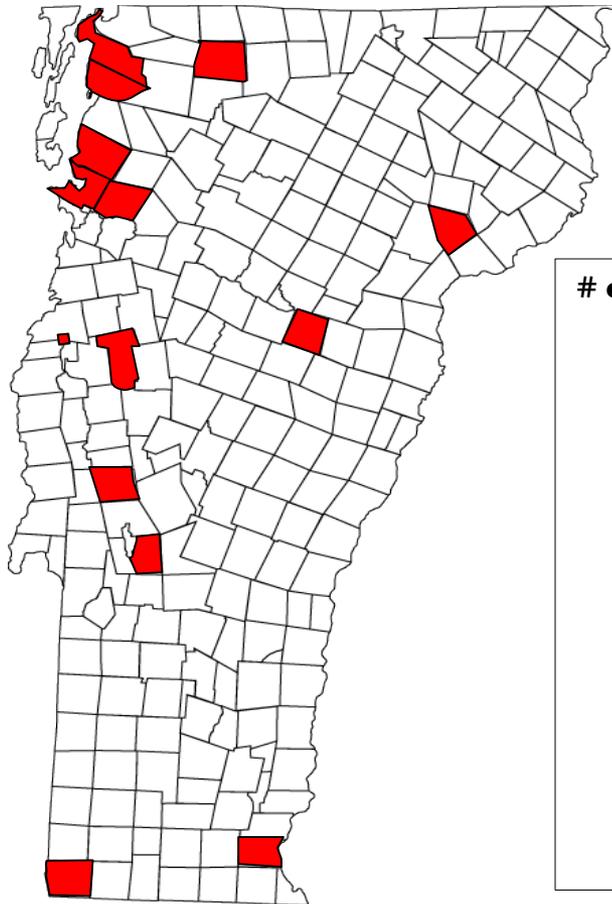


### # of Resident Hunting Licenses Sold by Town

- #1. Rutland (617)
- #2. St. Albans (566)
- #3. Barre (561)
- #4. Bennington (560)
- #5. Milton (541)
- #6. Enosburg Falls (400)
- #7. Colchester (398)
- #8. Swanton (357)
- #9. Essex Jct. (347)
- #10. Newport (343)
- #11. Lyndon (325)
- #12. Bristol (319)
- #13. Springfield (311)
- #14. St. Johnsbury (307)
- #15. Morrisville (290)

# Resident Combination License Sales by Town

## Top 25% of Sales



### # of Resident Combination Licenses

#### Sold by Town

- #1. Milton (822)
- #2. Barre (688)
- #3. St. Albans (671)
- #4. Rutland(653)
- #5. Colchester (595)
- #6. Bennington (539)
- #7. Essex Jct. (504)
- #8. Swanton (479)
- #9. Bristol (425)
- #10. St. Johnsbury (399)
- #11.Brattleboro (397)
- #12. Brandon (386)
- #13. Vergennes (383)
- #14. Enosburg Falls (383)

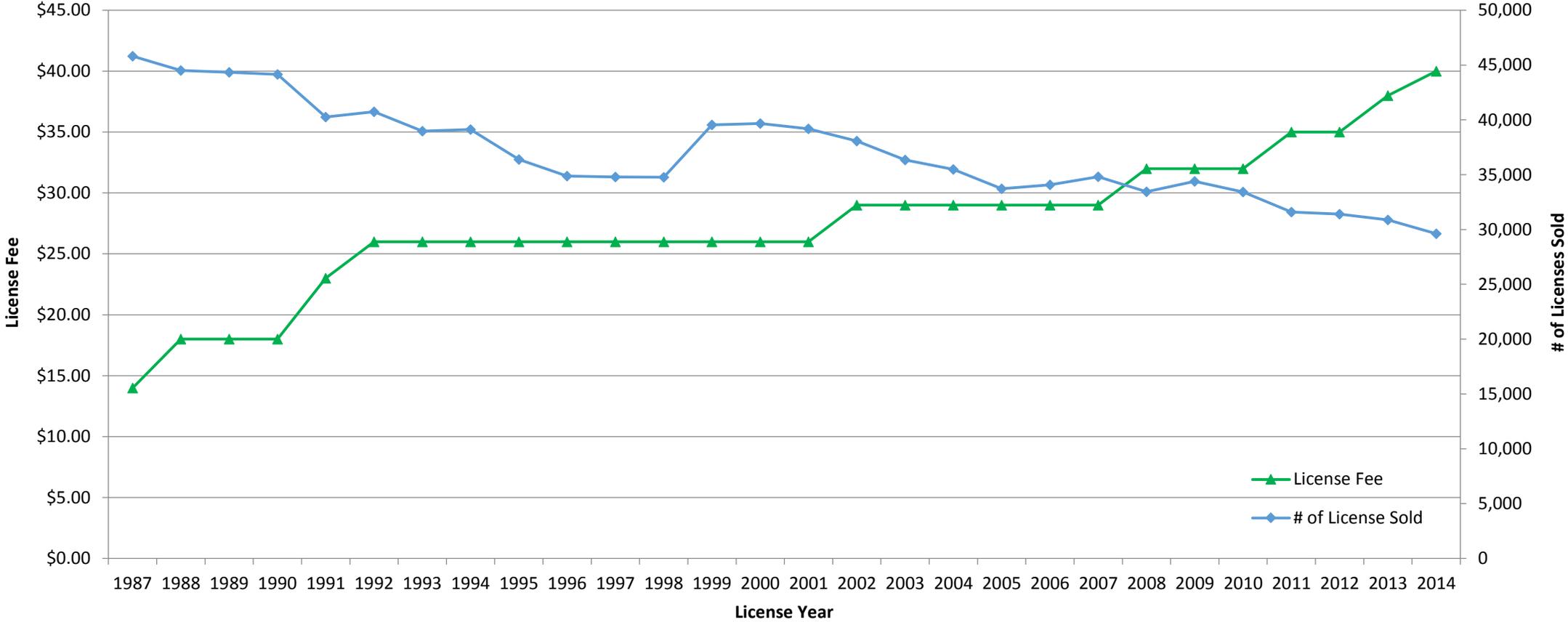
# Summary

- Resident fishing purchase rates trend higher toward northwestern Vermont.
- Resident hunting purchase rates trend higher toward northeastern Vermont.
- Waterfowl stamp purchase rates trend higher toward the Champlain Valley.
- Chittenden and Windham counties have low purchase rates for numerous licenses.

# Price Elasticity for Select F&W Licenses

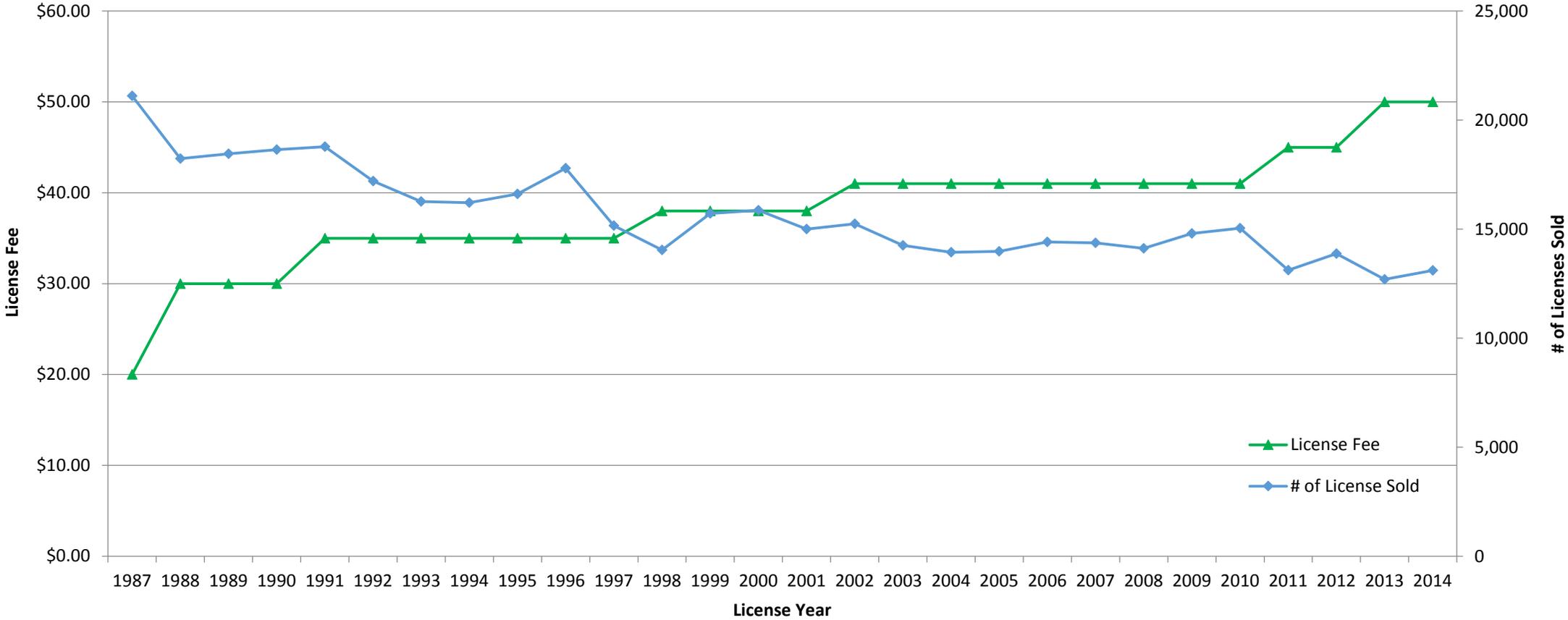


# Resident Combination Licenses



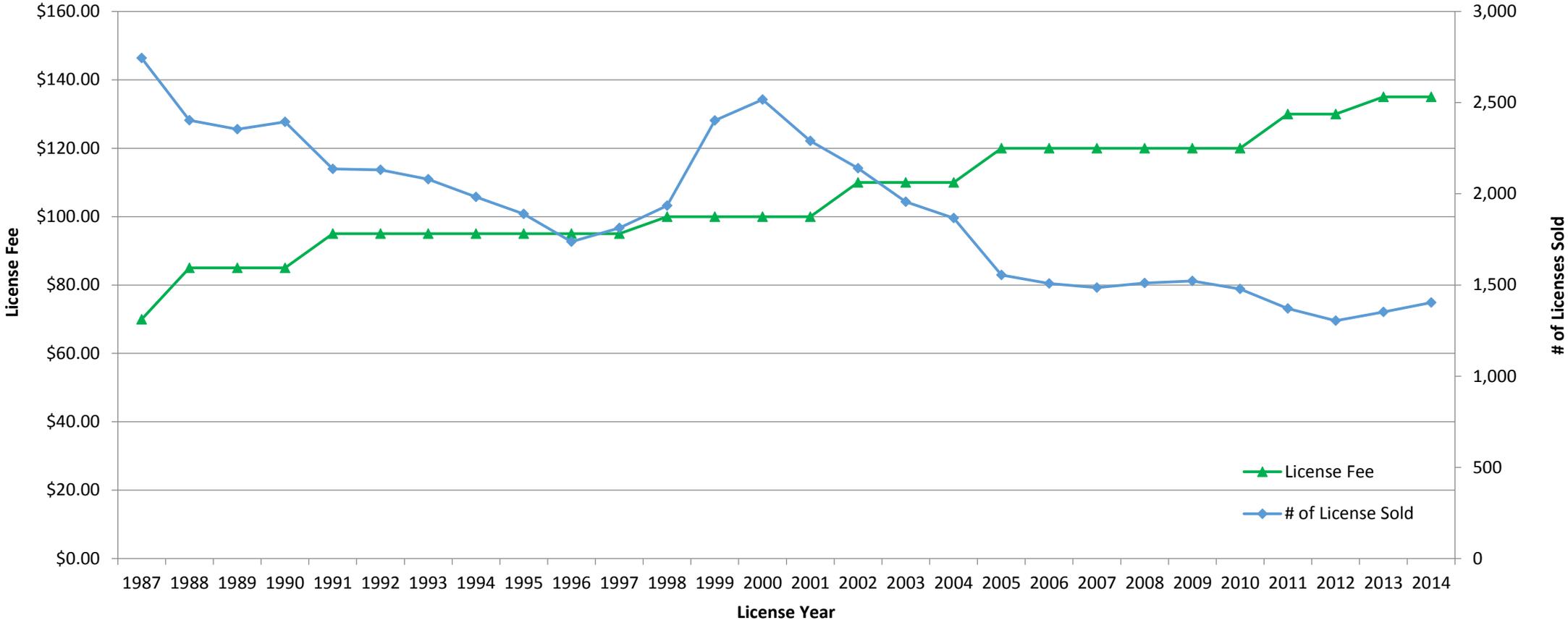
Average year over year change in the number of licenses sold for non-fee years = -0.67%  
 Average year over year change in the number of licenses sold for fee years = -3.55%

# Nonresident Annual Fishing Licenses



Average year over year change in the number of licenses sold for non-fee years = -0.24%  
 Average year over year change in the number of licenses sold for fee years = -5.24%

# Nonresident Combination Licenses



Average year over year change in the number of licenses sold for non-fee years = -1.01%  
 Average year over year change in the number of licenses sold for fee years = -4.93%

**Revenue Analysis of Proposed Change in Permanent License Age**

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	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021
Revenues from Permanent License Sales	\$ 108,850	\$ 117,626	\$ 61,200	\$ -	\$ -	\$ -	\$ -
Revenues from Annual License Sales	\$ -	\$ -	\$ 33,711	\$ 97,443	\$ 154,779	\$ 209,266	\$ 263,429
<b>TOTAL SALES</b>	<b>\$ 108,850</b>	<b>\$ 117,626</b>	<b>\$ 94,911</b>	<b>\$ 97,443</b>	<b>\$ 154,779</b>	<b>\$ 209,266</b>	<b>\$ 263,429</b>

Sold an average of 2,169 permanent licenses annually between 2013-2015.