



► Fish & Wildlife Economics & Business Consulting

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Welcome to the third issue of the **Southwick Newsletter** focusing on fish, wildlife, and outdoor economics and statistics. This newsletter highlights new research, and helps explain how sound data can boost conservation and management efforts. *This is our light summer edition – meaning we are spending more time fishing and hope you are too!*

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More information is available at www.southwickassociates.com.

Articles

- ✚ Using License Databases to Learn More about Hunters and Anglers – More from Texas**

Revenues from hunting license sales is vitally important to wildlife management. With more states using electronic license sales systems (phone sales, retailer POS systems, etc.), new data exists that will help boost license sales and sportsmen recruitment programs. Our March 2004 newsletter examined how frequently Texas hunters bought licenses. This issue takes a different tack by examining who hunts in Texas, and why we want to know.

In cooperation with the Texas Parks and Wildlife Department (TPWD), Southwick Associates took a preliminary look into the Texas license database late last year. Part of the examination involved a *lifestyle analysis* that identifies demographic and socioeconomic trends based on each customer's residential address. Details include consumption habits, general career tracks, and more. For our analysis, we used ESRI's [ACORN/Community Tapestry™](#) service, based in part on Census 2000 data. The results for Texas hunters were revealing.

Traditionally, hunters are stereotyped as living in rural regions. This is partially true in Texas, where "Factory and Farm Communities" contain 19 percent of the State's population, but holds 33 percent of its hunters. However, a full 44 percent of Texas license buyers hail from communities described as "Affluent Families" (32 percent) and "Upscale Households" (12 percent). These communities contain the State's top income earners and are largely suburban and urban. Interestingly, with 44 percent of the State's hunting license buyers, these affluent and upscale communities only represent 32 percent of the State's population. Clearly, hunting is more common within these communities than most other places in Texas.

The future of hunting in Texas lies in part with affluent hunters. Since 2000, the percentage of Texas residents classified as "affluent" has been increasing approximately three

percent and is expected to grow three to four percent annually for the next five years. The “factory and farm” communities are expected to remain stagnant.

What does this mean for Texas? If the State wants to boost license revenues, efforts to reach out to traditional hunting communities may not succeed very well. Better returns may result from promotions targeting affluent communities. Licenses that match their lifestyle, combined with information and services catering to these individuals, may have a better chance boosting hunting participation.

Much more information is possible from analyzing state license databases, such as which specific communities are more apt to buy licenses, which media outlets are likely to reach targeted audiences, which licenses are preferred by rural or urban hunters, and more. By using license databases, efforts to boost participation and revenues can be smarter and have a better chance of success. Call Southwick Associates for help with your state license database.

Factoids: Economic Threats Posed by Aquatic Nuisance Species

Below are highlights of recent information compiled for the U.S. Fish and Wildlife Service about the threats posed by harmful invasive species:

- The impacts of exotic species to the United States economy are equivalent to the annual economic output of Venezuela. (World Bank)
- State fish and wildlife agencies are some of the most impacted government agencies in regard to exotic species. Recognizing their limited budget, the negative impacts from these species can be overwhelming:
 - 53 times greater than all state fish and wildlife agency budgets combined. (The Wildlife Conservation Fund of America)
 - 35 times more than the revenues states have received from the Federal Aid in Sport Fish Restoration program since its 1950 inception. (American Sportfishing Association)
 - Nearly four times more than is spent by anglers in the U.S. annually. (USFWS, Division of Federal Aid)
 - In Utah, at least \$410,730 was spent in 2001-02 to control whirling disease. Utah would need to sell over 22,000 more licenses to make up the budget losses caused by whirling disease. (American Sportfishing Association; Utah DWR)
- Nationally, about 42% (400 of 958) of species that are listed as threatened or endangered under the Endangered Species Act are considered to be at risk primarily because of predation by or competition with non-indigenous species. (Univ. of Maine, 1996)
- For every dollar spent on Endangered Species recovery, nearly two are spent to control the impacts of invasive species (\$63.3 million in 2002 for species recovery). (USFWS)

- Nuclear power plants average \$825,000 of additional costs per year for zebra mussel control in their cooling water intakes. This cost, equal to the utility bill for 634 consumers, must be passed on to the public. (NatureServe.org; Pimentel et al., 1999).
- More information regarding the status and impacts of aquatic nuisance species can be found at www.protectyourwaters.net, hosted by the U.S. Fish and Wildlife Service.

New Report Now Available from www.SouthwickAssociates.com:

Visit the 'Free Reports' section to download this new posting:

- * Potential Economic Contributions of Public Hunting and Wildlife Viewing at the Circle K Ranch
- this 2003 study looks at the economic contributions Kansas may receive if it acquires a local ranch and its water rights, then opened the property for public recreation.

Available from the American Sportfishing Association!

Indices tracking the top factors driving sportfishing participation, plus quarterly fishing license sales indices, are now available from the [American Sportfishing Association](http://www.AmericanSportfishingAssociation.com) (ASA). Produced for the ASA by Southwick Associates, Inc., these indices will be updated quarterly and will be available from the ASA's newsletter and [website](http://www.AmericanSportfishingAssociation.com).

In The Next Issue:

- Gamebird Farms and Hunting Preserves: Preserving Rural America
- The Costs of Losing Hunting and Trapping as Wildlife Management Tools
- Fishing License Sales Trends,
- Economic Harm from Maryland nutria, and more!

Southwick Associates, Inc. specializes in natural resource & environmental economic and statistical research. Our staff is comprised of economic and statistics professionals throughout the U.S. who have in-depth experience measuring the values, benefits and revenues possible from fish, wildlife, and water-related natural resources plus their associated uses. We can help clients better address many legal, legislative and public communication issues through the practical application of reliable and accurate economic information.

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