



AFWA-ASA Data Mining Project

Initial Nevada Findings

August 25, 2006

This analysis, funded by a Sport Fish Restoration multi-state conservation grant awarded jointly to the AFWA and American Sportfishing Association, is designed to help Nevada improve efforts to increase fishing licenses sales and revenues. This report represents the first step, which is an initial review of Nevada’s fishing license data by Southwick Associates, Inc., the grant’s subcontractor. The results are intended to help Nevada understand basic license sales trends, and generate questions for additional investigation. The second step will be a second round of data analysis based on directions provided by Nevada. We encourage Nevada to consider its current or potential future marketing efforts when reviewing this document. The second round of analysis will seek insights supporting those efforts. Southwick Associates, Inc. will be available by phone or email to answer any questions (904-277-9765), rob@southwickassociates.com.

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Section 1: Basic License Sales Information

Tables 1 through 4 present initial information regarding Nevada's 2006 license sales for all buyers. This is a basic look at Nevada's license sales, which mirrors the examinations traditionally available prior to the advent of electronic license systems. For 2006 all license sales have been recorded.

***Table 1. 2006 Licenses Sales, by Type of Licenses Sold
Resident and Non-Resident****

License	Percent
Resident Annual Fishing License	34.0%
Resident Annual Hunt/Fish Combo License	16.4%
Resident 1 Day Fishing Permit	13.9%
Nonresident 1 Day Fishing Permit	7.5%
Resident Annual Senior Fishing License	4.0%
Resident Annual Junior Fishing License	2.9%
Resident 2 Day Fishing Permit	3.4%
Nonresident 2 Day Fishing Permit	2.8%
Resident Annual Sr Hunt/Fish/Combo License	2.5%
Resident Annual Jr Hunt/Fish/Combo License	2.0%
Nonresident 3 Day Fishing Permit	2.0%
Nonresident Annual Fishing License	2.1%
Resident 3 Day Fishing Permit	1.4%
Resident Annual Pre-Adult Hunt/Fish Combo License	0.5%
Resident Native American Hunt/Fish Combo License	0.8%
Nonresident 4 Day Fishing Permit	0.6%
Nonresident 5 Day Fishing Permit	0.5%
Resident Severely Disabled Fishing License	0.3%
Resident Serviceman Fishing	0.4%
Nonresident Annual Junior Fishing License	0.2%
Resident Severely Disabled Hunt/Fish Combo License	0.3%
Resident Disabled Veteran Hunt/Fish Combo License	0.4%
Resident Native American Fishing License	0.3%
Resident 4 Day Fishing Permit	0.2%
Resident 5 Day Fishing Permit	0.1%
Resident Disabled Veteran Fishing License	0.2%
Nonresident 6 Day Fishing Permit	0.1%
Nonresident 7 Day Fishing Permit	0.1%
Nonresident Regular Hunt/Fish Combination	0.2%
Nonresident 10 Day Fishing Permit	0.0%
Nonresident 8 Day Fishing Permit	0.0%
Resident 7 Day Fishing Permit	0.0%
Resident 6 Day Fishing Permit	0.0%

License	Percent
Nonresident 9 Day Fishing Permit	0.0%
Resident 10 Day Fishing Permit	0.0%
Nonresident Pre-Adult Hunt/Fish Combo	0.0%
Resident 8 Day Fishing Permit	0.0%
Resident 9 Day Fishing Permit	0.0%

* = the percentage of licenses sold was too small to round up to 0.0%

Table 2. 2006 Residency License Distribution

	Percent
Non-Resident	12.8%
Resident	87.2%
Total	100.0%

Table 3. 2006 Licenses Sold by Gender

Unable to report this table as 98% of the license records did not report the customers' gender.

Table 4. 2006 Age of License Buyers at Time of Purchase

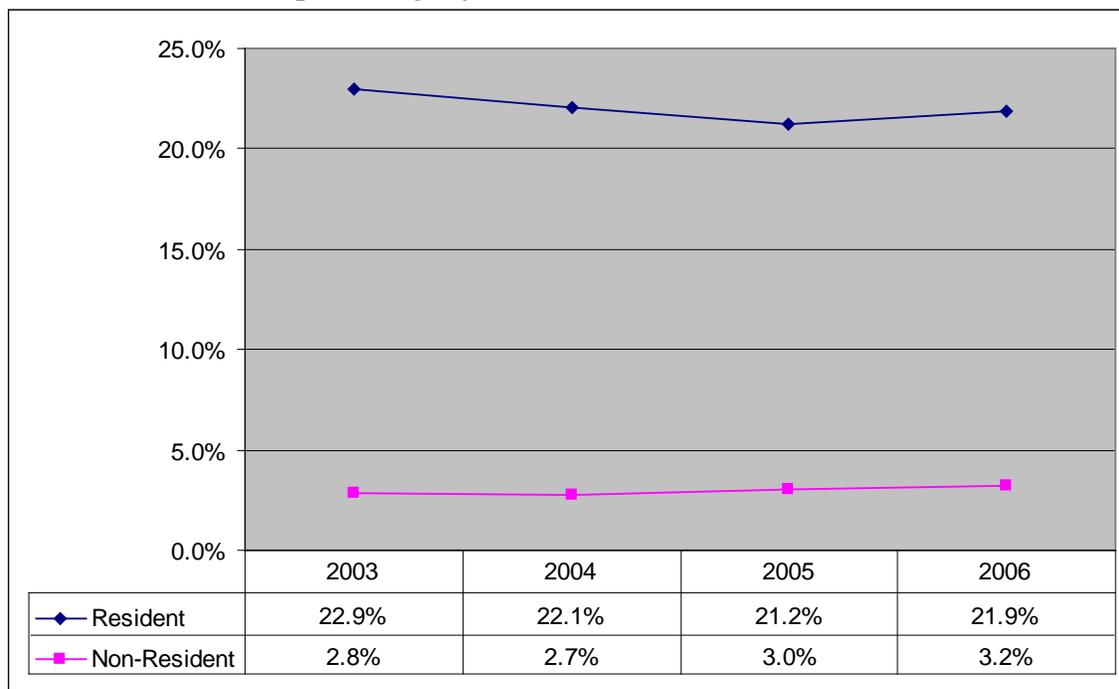
Age	All Buyers	Resident	Non Resident
16 and under	4.7%	5.1%	2.5%
17 to 19	3.9%	4.0%	2.7%
20 to 29	14.6%	14.6%	14.5%
30 to 39	19.6%	19.7%	18.4%
40 to 49	22.7%	22.6%	23.4%
50 to 59	17.4%	17.1%	20.0%
60 to 69	11.0%	10.8%	12.9%
70 and older	6.1%	6.2%	5.6%
Total	100.0%	100.0%	100.0%

Tables 1-4 above give us a general one-year picture of license sales in Nevada, but nothing very detailed, nothing new, and nothing that permits a focused marketing effort. Next, we will go into more detail by looking at multi-year trends.

Section 2: Licenses Sold, 2003-2006

By looking at multiple years of data, we can identify license sales trends. Table 5 trends the number of buyers over the last four years. The total of all years is 100% of sales from 2003 to 2006.

Table 5. License Sales Trends, 2003-2006
(Y axis = the percentage of '03-'06 Customers Found in Each Year)



Annual Licenses show a decrease from 2003 to 2005, then an increase for 2006. Without additional research, we can not deduce if the increase from 2005 to 2006 is reflective of drought/water issues, population growth, or a combination of many factors.

Even though overall sales are relatively flat over the past four years, there must be customer segments experiencing increases at a faster rate while others may increase slower or even decrease. Which segments are these?

Section 3: Lifestyle Analyses

People’s preferences are likely to vary based on income, age, urban/rural lifestyle, where they are in life (single, family, empty-nest, retired, etc.) and more. This type of information is not available from the typical statistics provided by Nevada’s electronic license database. To gain a better understanding of who is more likely to buy or not buy a license, we use TAPESTRY® lifestyle data:

ESRI of Arlington, VA provides the TAPESTRY® data service. TAPESTRY® is built from Census Bureau data and other sources. From the ESRI website: “The Community Tapestry segmentation system provides an accurate, detailed description of America’s neighborhoods. U.S. residential areas are divided into 65 segments based on demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior characteristics.” Using the ESRI service, we appended all of the Nevada license purchasers with TAPESTRY® data. The resulting information explains the lifestyle typical to people who live on the same block or local neighborhood as the license purchaser. The appended data allow us to learn more about the lifestyles of people who purchase fishing licenses and gain a better understanding of who does and does not buy fishing licenses. The results will allow Nevada to better understand the license buying market and to become more focused and cost-effective in its marketing and recruitment programs.

TAPESTRY® divides the public into 12 major groupings called “LifeModes,” each of which has sub-groupings referred herein as “segments.” In all, there are 65 segments available. We give abbreviated descriptions of each LifeMode and segment when first presented, but encourage the reader to review the attached .pdf for more complete descriptions.

Who is Likely to Buy a Fishing License?

Let’s take an initial look at the top license-purchasing LifeMode categories in 2006. The rank is based on the total number of annual license buyers within each LifeMode group in 2006.

**Table 6. Sales by LifeMode Categories, 2006,
Ranked from Largest Purchasers to Least, Residents**

LifeMode Groups	% of State Pop.	% of 2006 Buyers	Cumulative %	Description
Family Portrait	14.3%	19.9%	19.4%	Generally younger families, homeowners
American Quilt	7.4%	18.8%	38.5%	Small towns/rural, modest income, blue-collar or rural nearing retirement, modest or mobile homes
Upscale Avenues	15.9%	14.2%	52.4%	Above average income
High Society	10.6%	12.6%	64.9%	Fastest growing group, highest income, married
Senior Styles	13.6%	10.4%	75.7%	Retirees, average income, depend soc sec & pensions
Global Roots	14.0%	7.2%	82.9%	Ethnically diverse, recent immigrants, want to improve

LifeMode Groups	% of State Pop.	% of 2006 Buyers	Cumulative %	Description
High Hopes	7.7%	5.8%	88.8%	Young, college educated, single or married w/out kids
Traditional Living	5.3%	4.7%	93.6%	Hard working, modest income families, older towns losing kids to newer cities and growth areas
Solo Acts	9.0%	4.4%	98.1%	Young, educated, city life
Metropolis	1.2%	0.9%	99.0%	City families, row houses & public transportation
Factories and Farms	0.3%	0.7%	99.6%	Small towns often in America's breadbasket states, lower income, married, employed in ag & manufac.
Scholars & Patriots	0.7%	0.5%	100.0%	Youthful, lower income, in college or military

The LifeMode groups “Family Portrait” and “American Quilt” comprise of over 38 percent of the license buyers and these groups are more likely to buy a license compared to the average state resident (column #3 compared to column #2), especially the American Quilt group. This group, with a well-above-average likelihood of buying a license and fish compared to other groups, generally live in smaller towns and rural areas, in modest homes or trailers, and are typically employed as skilled laborers. Family Portrait members are the fastest growing segment, and are characterized by youth and family life. This group has nationally about a 30% Hispanic mix, and many own their own homes. These are not typically the recent low-income immigrants which are found in other LifeMode groups. People from wealthier neighborhoods in general show average rates of buying licenses compared to the general population, while people from neighborhoods common to lower incomes and urban settings, plus young singles, show a lower rate of license purchases (and therefore fishing participation).

The LifeMode categories presented in Table 6 provide an initial look at Nevada’s anglers, and there are greater details available. Let’s take a look at the top annual license-purchasers by TAPESTRY® segments from 2003 to 2006. These are ranked based on the total annual license buyers from 2003 to 2006 as discussed above. Table 7 is long and detailed, and summary discussions follow.

Table 7. 2003-2006 License Sales by Segment, Residents ranked by market share (‘% of 2003-2006 Annual License Sales’)

Rank	Tapestry Segment	LifeMode Groups	% of 2003-2006 License Buyers	Cumulative %	% of State Pop.	Description
1	Up and Coming Families	Family Portrait	14.18%	14.18%	10.09%	Fast growing segment, avg age = 32, married with kids, affluent, own home on suburban fringe, little time, fast food.
2	Midland Crowd	American Quilt	9.95%	24.13%	3.01%	Avg age=36, married, ½ with kids, typical income, new housing in rural areas, blue collar, conservative, likes Fords & fishing
3	Crossroads	American Quilt	5.90%	30.03%	3.27%	Married couples/single parents, 32 years, below avg income, smaller towns, mobile homes common, above avg unemployment
4	Exurbanites	High Society	5.31%	35.34%	4.32%	Affluent, likes open space on urban edge, married/empty nesters, golf, kayakers, active in volunteer groups and donate to causes

Rank	Tapestry Segment	LifeMode Groups	% of 2003-2006 License Buyers	Cumulative %	% of State Pop.	Description
5	Milk and Cookies	Family Portrait	5.05%	40.39%	3.79%	Young families but affluent for their age, two incomes, prefer single-family homes, focused on families & future, leisure time = kid time
6	Aspiring Young Families	High Hopes	4.78%	45.16%	6.31%	Young start-up families, married or divorced, typical age=30, 22% with degrees, ½ rent, live in growing metro areas, avg income
7	Cozy and Comfortable	Upscale Avenues	4.44%	49.61%	4.04%	Older suburban areas, middle aged, married, older kids, use computers, above avg income, not really do-it-yourselfers
8	In Style	Upscale Avenues	3.95%	53.56%	5.09%	Suburb living/prefers city lifestyles, married/no kids, age=38, higher income, tech savvy, rock music, health oriented
9	Inner City Tenants	Global Roots	3.49%	57.05%	7.76%	Ethnically diverse, urban, 27 years=avg, single, lower than average income, college is a goal, rents, not outdoorsy.
10	Sophisticated Squires	High Society	3.43%	60.47%	2.46%	Country living on urban fringe, above avg income, 35-54, SUVs, married w/ kids, golf
11	Senior Sun Seekers	Senior Styles	3.38%	63.85%	2.91%	Older, growing segment, many are winter snow-birds & go south, education levels are below avg, over half receive social security.
12	Old and Newcomers	Solo Acts	3.01%	66.87%	5.31%	In transition-starting careers or retiring, renters, more single person and shared households, few families, lower income
13	Enterprising Professionals	Upscale Avenues	2.64%	69.51%	4.55%	Young, highly educated, single or recently married. Above average income, rent, mobile, tech savvy, likes to travel
14	Prosperous Empty Nesters	Senior Styles	2.56%	72.07%	2.14%	½ over 55, kids moved out, above avg income, still working, suburban, physically active, investors
15	Midlife Junction	Traditional Living	2.26%	74.33%	2.07%	Exiting child-rearing, mix married & single, slightly below avg income, 33% live in apts, suburban, conservative, budget-conscious
16	Industrious Urban Fringe	Global Roots	2.20%	76.53%	2.84%	Family is key. Largely hispanic, many foreign born, live on city's edge, avg. income, commonly owns home. Thrifty.
17	Green Acres	Upscale Avenues	2.16%	78.69%	1.01%	Married w/ kids, blue collar baby boomers with college ed., Above average income, suburban fringe, do-it-yourselfers, outdoors
18	Main Street, USA	Traditional Living	2.04%	80.73%	2.67%	Suburbs of smaller metro areas in older homes, avg age= 36, ½ married, slightly above avg income, service/manufacturing
19	Rural Resort Dwellers	American Quilt	2.01%	82.74%	0.58%	Rural non-farm, married/kids moved out, typically older, avg income, boats/fish/hunt
20	Connoisseurs	High Society	1.53%	84.28%	1.17%	Very high incomes, slightly older, slightly older & many still with kids, live in dense city centers, liberal, travel, like to spend
21	Boomburbs	High Society	1.46%	85.74%	1.72%	Younger families with busy upscale lifestyle, two incomes, college ed., homeowners, into computers & tech, CNN, Discovery channel
22	Heartland Communities	Senior Styles	1.39%	87.13%	0.37%	Above avg age, married, modest income, small Midwest towns, hunt/fish/bowl, country music, do-it-yourselfers
23	Young and Restless	Solo Acts	1.38%	88.50%	3.40%	Avg age=29, most are single, educated but income < avg. Renters, women more likely to work, metro areas, tech savvy.

Rank	Tapestry Segment	LifeMode Groups	% of 2003-2006 License Buyers	Cumulative %	% of State Pop.	Description
24	Silver and Gold	Senior Styles	1.22%	89.73%	1.55%	These are the wealthiest & older seniors, commonly live on the outer edge of suburbs, like to travel, active, seek sunshine
25	Rooted Rural	American Quilt	1.20%	90.93%	0.57%	Slightly older, rural, empty-nesters, lower income, less likely to have college experience, trucks, do-it-yourselfers
26	Great Expectations	High Hopes	1.11%	92.04%	1.35%	Young singles & married couples, lower income & growing, many rent, music taste varies: MTV to country, like outdoor sports
27	NeWest Residents	Global Roots	1.10%	93.14%	2.60%	Over 1/2 foreign born, largely hispanic, urban, renters in mid-to-high rise apts. Low education rates but modest (not low) income.
28	Simple Living	Senior Styles	0.73%	93.87%	1.79%	Older, 1/2 single, kids rare, low income, 1/4 didn't finish high school, community is important
29	Suburban Splendor	High Society	0.60%	94.47%	0.50%	Maturing families, very affluent, dual incomes, avg age=40, younger neighborhoods (but not new), like to invest
30	Urban Chic	Upscale Avenues	0.58%	95.05%	0.92%	Professional, urban couples, less than 1/2 with kids, 41 yrs, above avg income, uptown living (highrises) common, prefer city life
31	Social Security Set	Senior Styles	0.58%	95.63%	2.15%	Mostly elderly, most live alone, ethnically diverse, very low income, apartment renters in high-rise urban locations, few recreation \$
32	Retirement Communities	Senior Styles	0.48%	96.11%	1.16%	Retired, 1/2 single, below avg income, 1/2 own single-family homes/others in multi-unit places, live in metro areas, health conscious
33	Metropolitans	Metropolis	0.42%	96.53%	0.56%	City living, older neighborhoods, single or childless couples, educated, slightly above average income, mobile, homeowners
34	Metro City Edge	Metropolis	0.41%	96.93%	0.52%	Many single parent families (1/3 married households), older children at home, below avg education & income, high unemployment
35	Military Proximity	Scholars & Patriots	0.30%	97.24%	0.47%	Young, married, embracing parenthood, second youngest Tapestry segment, 3/4's active duty or work on bases. Above avg education.
36	Rustbelt Traditions	Traditional Living	0.29%	97.53%	0.34%	Older Great lakes industrial cities, avg age = 36, mix of married or single, slightly below avg income, don't move much, forego fads
37	City Dimensions	Global Roots	0.29%	97.81%	0.51%	Young, 2/3's single, many single parents, low income, urban, lack education, renters, frequent moves, dense neighborhoods
38	The Elders	Senior Styles	0.28%	98.09%	1.17%	Oldest Tapestry segment (73 years = avg), 96% white, growing in numbers, senior communities, golf, travel, above avg wealth
39	Prairie Living	Factories and Farms	0.25%	98.34%	0.13%	Midwest small farms mostly, avg age = 40, married, half have kids, typical income, pets, country music, hunts and fish
40	Salt of the Earth	Factories and Farms	0.25%	98.59%	0.07%	Two-thirds are married with kids, blue collar, avg income, Midwestern, often rural, own single family homes, conservative
41	Rustbelt Retirees	Senior Styles	0.21%	98.79%	0.36%	Married/no kids, avg income, Great Lakes & Northeast, own homes, not inclined to move, loyal to community & country, gets involved
42	Family Foundations	Traditional Living	0.18%	98.97%	0.21%	Mostly African-American, slightly older families, active in community, average

Rank	Tapestry Segment	LifeMode Groups	% of 2003-2006 License Buyers	Cumulative %	% of State Pop.	Description
						income, urban.
43	Pleasant-ville	Upscale Avenues	0.17%	99.14%	0.31%	Slightly older, families with kids, above average income, urban/suburban, long commutes common, moves infrequently
44	College Towns	Scholars & Patriots	0.11%	99.25%	0.15%	Avg age=24.3, almost ½ enrolled in college & others on staff, part-time jobs, low income, renters or some in dormitories.
45	Top Rung	High Society	0.10%	99.35%	0.33%	Mature, married, well educated and wealthy. Live in coastal urban areas, travel frequently. Home values near \$1 million.
46	City Commons	Family Portrait	0.09%	99.44%	0.37%	Young, single or single parents in urban areas. Mostly African American. Blue collar, service-oriented employment. Low income, low rent.
47	Wealthy Seaboard Suburbs	High Society	0.09%	99.53%	0.11%	Coastal metro areas, age=40's, white, few kids, high income & high wealth, professionals, travels, seldom moves
48	Home Town	Factories and Farms	0.07%	99.60%	0.03%	Young, tend to remain in hometown, low avg income, some married, 1/3 without diploma, suburban but prefer country lifestyle
49	International Marketplace	Global Roots	0.06%	99.66%	0.19%	Young families, many immigrants, ethnically diverse, common to NY and LA, lower income than urban villages.
50	Modest Income Homes	Metropolis	0.06%	99.72%	0.12%	Mostly young singles & single parents, many grandparents raising kids, low income, low valued homes, 1/2 rent
51	Metro Renters	Solo Acts	0.06%	99.78%	0.10%	Urban, young, educated & single, slightly above avg income & rising, internet savvy, have disposable income, ethnically diverse
52	Urban Villages	Family Portrait	0.06%	99.84%	0.05%	Multicultural areas, young families, in dense urban centers, 40% with no diploma, often hispanic, older single-family homes
53	Las Casas	Global Roots	0.04%	99.88%	0.06%	Newest Western immigrants, young, 62% married (above avg), \$35K income, mostly skilled workers, large household size.
54	Dorms to Diplomas	Scholars & Patriots	0.03%	99.91%	0.08%	College students, youngest Tapestry segment. 3/4's hold part-time jobs. 1/2 live in dorms.
55	Trendsetters	Solo Acts	0.03%	99.94%	0.09%	Young, single, culturally diverse, above average income, educated. Most rent. Live the urban life style.
56	Southwestern Families	Family Portrait	0.02%	99.97%	0.04%	Young hispanic families, not recent immigrants, low income, high unemployment, prefer low-cost homes (2/3's own home)
57	Laptops and Lattes	Solo Acts	0.02%	99.99%	0.11%	Avg age = 38, mostly single, live in urban centers, affluent, cosmopolitan, educated, rents, traveled and tech savvy.
58	Southern Satellites	Factories and Farms	0.01%	100.00%	0.03%	Primarily found in rural South, 37 yrs, most married, some with kids, below avg income, 1/3 without diploma, fishing, NASCAR

The above table gives us a better picture of Nevada's license buyers. The segments highlighted in yellow all show a significantly greater-than-average tendency to buy licenses and comprise of over 44 percent of the license buyers. Young families and married is the common theme seen in these segments. Five of the first six segments are

people in their thirties, have children, average to above average income living in largely suburban neighborhoods. The ethnically diverse neighborhoods do not appear in the top segments.

Where Do We Find Residents More or Less Likely to Buy Licenses?

Table 8 below lists all segments recorded as having bought an annual license in Nevada between 2003 and 2006, for residents only. The fourth column presents the urban-rural areas in which the segments are generally located. The sixth column presents the percentage of buyers of all fishing licenses from 2003 through 2006, based on the real number of licenses sold. This is used to determine the rank and market share. Column six is important as it allows the agency to decide if the trends represented by a specific segment are worth the agency's time to focus on strategies to maintain or boost sales to this segment.

The percentage change in actual licenses sold is in column five. For example, referring to the first row, the total licenses sold to the "Up and Coming Families" segment increased from 2003 to 2006 by 2.42 percent. The last column (column 7) reports how much each segment's share increased or decreased during this time, 7.35 percent. Overall, the rankings do not change much from Table 7, which presents resident + non-resident data, to Table 8 which is based on resident licenses only. This is due to the low number of non-resident license buyers compared to other states.

**Table 8. Resident License Buyers by Segment,
as a Percentage of All Annual Licenses Sold**

1) Rank	2) Tapestry Segment	3) LifeMode Groups	4) Urban Group	5) Net Change in Real Licenses Sold from 2003-2006	6) Percentage Market Share from 2003-2006	7) Percentage Change in Market Share from 2003-2006
1	Up and Coming Families	Family Portrait	Suburban Periphery I	2.42%	14.18%	7.35%
2	Midland Crowd	American Quilt	Rural I	-6.17%	9.95%	-1.65%
3	Crossroads	American Quilt	Small Towns	-6.83%	5.90%	-2.35%
4	Exurbanites	High Society	Suburban Periphery I	-2.24%	5.31%	2.47%
5	Milk and Cookies	Family Portrait	Metro Cities I	-6.34%	5.05%	-1.83%
6	Aspiring Young Families	High Hopes	Metro Cities II	-8.17%	4.78%	-3.75%
7	Cozy and Comfortable	Upscale Avenues	Suburban Periphery II	-11.42%	4.44%	-7.15%
8	In Style	Upscale Avenues	Suburban Periphery I	8.42%	3.95%	13.64%
9	Inner City Tenants	Global Roots	Metro Cities II	-8.15%	3.49%	-3.72%
10	Sophisticated Squires	High Society	Suburban Periphery I	-5.20%	3.43%	-0.63%
11	Senior Sun Seekers	Senior Styles	Small Towns	-5.77%	3.38%	-1.24%
12	Old and Newcomers	Solo Acts	Metro Cities II	-10.08%	3.01%	-5.75%
13	Enterprising Professionals	Upscale Avenues	Metro Cities I	10.58%	2.64%	15.90%
14	Prosperous Empty Nesters	Senior Styles	Suburban Periphery I	-14.51%	2.56%	-10.39%
15	Midlife Junction	Traditional Living	Suburban Periphery II	-6.51%	2.26%	-2.01%

1) Rank	2) Tapestry Segment	3) LifeMode Groups	4) Urban Group	5) Net Change in Real Licenses Sold from 2003-2006	6) Percentage Market Share from 2003-2006	7) Percentage Change in Market Share from 2003-2006
16	Industrious Urban Fringe	Global Roots	Urban Outskirts I	-4.01%	2.20%	0.61%
17	Green Acres	Upscale Avenues	Rural I	-9.08%	2.16%	-4.71%
18	Main Street, USA	Traditional Living	Urban Outskirts I	-8.76%	2.04%	-4.37%
19	Rural Resort Dwellers	American Quilt	Rural I	-2.84%	2.01%	1.84%
20	Connoisseurs	High Society	Metro Cities I	-6.38%	1.53%	-1.88%
21	Boomburbs	High Society	Urban Outskirts I	7.41%	1.46%	12.58%
22	Heartland Communities	Senior Styles	Small Towns	-11.15%	1.39%	-6.87%
23	Young and Restless	Solo Acts	Metro Cities II	-2.69%	1.38%	1.99%
24	Silver and Gold	Senior Styles	Suburban Periphery I	-9.52%	1.22%	-5.17%
25	Rooted Rural	American Quilt	Rural II	-12.17%	1.20%	-7.94%
26	Great Expectations	High Hopes	Urban Outskirts I	-12.96%	1.11%	-8.77%
27	NeWest Residents	Global Roots	Principal Urban Centers II	-6.16%	1.10%	-1.64%
28	Simple Living	Senior Styles	Urban Outskirts II	-5.56%	0.73%	-1.02%
29	Suburban Splendor	High Society	Suburban Periphery I	-8.27%	0.60%	-3.85%
30	Urban Chic	Upscale Avenues	Metro Cities I	-12.79%	0.58%	-8.60%
31	Social Security Set	Senior Styles	Principal Urban Centers II	-12.46%	0.58%	-8.25%
32	Retirement Communities	Senior Styles	Metro Cities II	-13.11%	0.48%	-8.93%
33	Metropolitans	Metropolis	Metro Cities I	-11.56%	0.42%	-7.30%
34	Metro City Edge	Metropolis	Urban Outskirts II	9.03%	0.41%	14.28%
35	Military Proximity	Scholars & Patriots	Suburban Periphery II	4.46%	0.30%	9.49%
36	Rustbelt Traditions	Traditional Living	Urban Outskirts I	-12.92%	0.29%	-8.73%
37	City Dimensions	Global Roots	Metro Cities II	-4.77%	0.29%	-0.19%
38	The Elders	Senior Styles	Suburban Periphery II	-19.88%	0.28%	-16.02%
39	Prairie Living	Factories and Farms	Rural II	72.79%	0.25%	81.11%
40	Salt of the Earth	Factories and Farms	Rural I	-11.65%	0.25%	-7.40%
41	Rustbelt Retirees	Senior Styles	Suburban Periphery II	-0.31%	0.21%	4.49%
42	Family Foundations	Traditional Living	Metro Cities II	-4.36%	0.18%	0.24%
43	Pleasant-ville	Upscale Avenues	Metro Cities I	-7.51%	0.17%	-3.06%
44	College Towns	Scholars & Patriots	Urban Outskirts II	2.26%	0.11%	7.18%
45	Top Rung	High Society	Metro Cities I	-0.65%	0.10%	4.13%
46	City Commons	Family Portrait	Principal Urban Centers II	-16.46%	0.09%	-12.43%
47	Wealthy Seaboard Suburbs	High Society	Metro Cities I	-9.03%	0.09%	-4.65%
48	Home Town	Factories and Farms	Suburban Periphery II	20.20%	0.07%	25.99%
49	International Marketplace	Global Roots	Principal Urban Centers I	-22.52%	0.06%	-18.79%

* Each urbanization group is divided into two categories, I and II. "I" categories are typically more affluent, with higher incomes, than "II" categories.

The top two segments make up over 24 percent of the buyers and the top ten segments over 60 percent. These top segments are largely from the Suburban Periphery urban groups. The LifeMode Groups "Family Portrait" and "American Quilt" represent

the typical groups in the top segments also. These top ten segments need special consideration since they are the bigger part of the State’s annual license revenue stream especially considering their net change in licenses sold has increased since 2003.

Every segment that is a part of the ‘American Quilt’ LifeMode group (small town/rural, married, modest homes and incomes) shows a decrease in the real number of licenses purchased from 2003 to 2006. Most show a decrease in overall marketshare. For the segments buying significant volumes of licenses, only those in the more-suburban and urbanized segments show increases in the number of licenses purchased. This shows either a shrinkage in the more-rural populations or a decreasing rate of fishing participation among these segments. More investigations would be needed to know if there is a shift away from fishing in the rural regions of the state. In the last column, which shows the trends in marketshare held by each segment, we see the only increases of significance are from the suburban and urban areas. This is likely a reflection of Nevada’s rapid growth.

In Table 8 above, we added TAPESTRY® Urban Groups. These describe the level of urbanization where the segments, or neighborhoods, are found. In Table 9, we consolidated the resident data to get a better idea of the rural versus urban differences.

Table 9. License Sales Market Share by Urbanization Group, Residents only

Category	Market Share	% Change in Market Share
Rural	49.36%	-0.44%
Suburban Periphery	22.63%	1.22%
Urban Outskirts	10.27%	0.15%
Small Towns	9.51%	0.06%
Metro Cities	8.15%	-0.84%
Principal Urban Centers	0.09%	-0.02%

Table 9 shows the importance of the suburban and urban areas to Nevada’s fishing license revenue base. The Rural group has the top spot but its share decreased from 2003 to 2006. As also seen in Table 8, the actual, or real, number of buyers from suburban areas is increasing the fastest. There appears to be a gradual shift towards suburban residents as Nevada’s primary source of license sales. Additional data would be needed to know if the overall number of suburban households in Nevada grew at a similar, faster or lower rate. The answer would indicate if fishing is becoming more or less relevant to the general State population. Data were not available regarding changes to the general state population by Tapestry segment, LifeMode or Urban groups over time.

Please note the data in this report is based on the purchaser’s home residence, not where he or she purchased their license. If a trend exists in Nevada for residents to buy their licenses close to their fishing site, that trend cannot be identified in this report.

Let us now take a look at those segments with the fastest growing market share (column 7). These groups have increased their share of annual license sales from 2003 to 2006. Table 10 presents the top 15 segments ranked by who is buying a greater portion of Nevada's licenses.

Table 10. Top 15 Segments Ranked by Fastest Growth in Market Share, 2003-2006

1) Rank	2) Tapestry Segment	3) LifeMode Groups	4) Urban Group	5) Net Change in Real Licenses Sold from 2003-2006	6) Percentage Market Share from 2003-2006	7) Percentage Change in Market Share from 2003-2006
41	Urban Villages	Family Portrait	Principal Urban Centers I	32.86%	0.31%	36.63%
39	Wealthy Seaboard Suburbs	High Society	Metro Cities I	30.99%	0.36%	34.70%
35	Prairie Living	Factories and Farms	Rural II	28.35%	0.45%	31.99%
20	Boomburbs	High Society	Urban Outskirts I	14.04%	1.67%	17.27%
48	Trendsetters	Solo Acts	Principal Urban Centers I	13.12%	0.16%	16.33%
37	Metro City Edge	Metropolis	Urban Outskirts II	11.69%	0.38%	14.85%
34	Pleasant-ville	Upscale Avenues	Metro Cities I	10.95%	0.45%	14.10%
13	Enterprising Professionals	Upscale Avenues	Metro Cities I	10.49%	2.51%	13.62%
8	In Style	Upscale Avenues	Suburban Periphery I	8.70%	3.80%	11.78%
46	International Marketplace	Global Roots	Principal Urban Centers I	6.36%	0.23%	9.37%
40	Military Proximity	Scholars & Patriots	Suburban Periphery II	5.28%	0.32%	8.27%
1	Up and Coming Families	Family Portrait	Suburban Periphery I	3.32%	13.14%	6.25%
29	Suburban Splendor	High Society	Suburban Periphery I	2.48%	0.86%	5.39%
38	Salt of the Earth	Factories and Farms	Rural I	0.00%	0.38%	2.83%
43	Rustbelt Retirees	Senior Styles	Suburban Periphery II	-0.38%	0.29%	2.44%

Many of the segments listed in Table 10 represent very few license buyers. A change in the buying habits of just a few can have large impacts on their reported percentages in columns 5-7. Generally, segments ranked 25 or higher (column 1) are significant enough to merit attention. These are highlighted in yellow. Of the four segments showing the greatest increases in market share, three of them are from the wealthier LifeMode groups (column 3). All four are suburban or urban. This contrasts with the traditional base of rural communities as the primary source of Nevada's license sales. Efforts to promote fishing licenses to wealthier, growing suburban and urban communities may be a logical way to boost license revenues. Adopting license products that provide additional upgraded privileges, such as the sportsmen's licenses found in many states, may generate additional income as well.

It may be worth knowing which segments are shrinking the fastest. Table 11 presents the segments suffering the worst declines.

Table 11. Top 15 Segments Ranked By Shrinking Market Share

1) Rank	2) Tapestry Segment	3) LifeMode Groups	4) Urban Group	5) Net Change in Real Licenses Sold from 2003-2006	6) Percentage Market Share from 2003-2006	7) Percentage Change in Market Share from 2003-2006
44	The Elders	Senior Styles	Suburban Periphery II	-15.93%	0.28%	-13.54%
14	Prosperous Empty Nesters	Senior Styles	Suburban Periphery I	-12.43%	2.47%	-9.94%
22	Heartland Communities	Senior Styles	Small Towns	-12.09%	1.39%	-9.60%
26	Great Expectations	High Hopes	Urban Outskirts I	-11.71%	1.12%	-9.21%
31	Social Security Set	Senior Styles	Principal Urban Centers II	-10.99%	0.53%	-8.47%
32	Retirement Communities	Senior Styles	Metro Cities II	-10.41%	0.50%	-7.87%
7	Cozy and Comfortable	Upscale Avenues	Suburban Periphery II	-10.07%	4.16%	-7.52%
12	Old and Newcomers	Solo Acts	Metro Cities II	-9.69%	2.82%	-7.13%
24	Rooted Rural	American Quilt	Rural II	-8.28%	1.28%	-5.68%
10	Inner City Tenants	Global Roots	Metro Cities II	-7.94%	3.21%	-5.33%
19	Main Street, USA	Traditional Living	Urban Outskirts I	-7.45%	2.05%	-4.83%
25	Silver and Gold	Senior Styles	Suburban Periphery I	-7.14%	1.19%	-4.50%
16	Midlife Junction	Traditional Living	Suburban Periphery II	-7.12%	2.28%	-4.49%
6	Aspiring Young Families	High Hopes	Metro Cities II	-6.90%	4.63%	-4.27%
33	Metropolitans	Metropolis	Metro Cities I	-6.72%	0.49%	-4.07%

This table demonstrates that the worst declines are primarily in the LifeMode group Senior Styles. Even though many are active and have decent income, Seniors are finding other things to do with their time. Additional research would be needed to know why, and may be worthwhile considering the number of people retiring to Nevada. As in Table 10, the top ranked groups in terms of decreasing license purchases are suburban or urban, which means that we cannot describe such communities as generally increasing or decreasing their purchases. We have to dig deeper than that.

Next we will look at how loyal Nevada's anglers are as license purchasers.

Section 4: The “Churn” Issue

Let’s look at the “churn” issue. The “churn” issue refers to the rate of anglers entering and dropping out of the customer base over time. This is measured by watching how often individuals buy licenses of any type. Table 12 reports the percentage who bought a license in one, two, three or four years of the study’s four year time frame.

Table 12. License Purchasing Frequency

License Purchase Frequency	Percentage of Customers, 2003 to 2006
1 of 4 years:	52.9%
2 of 4 years:	19.4%
3 of 4 years:	13.7%
4 of 4 years:	13.9%

It could be argued that over 72 percent of license customers are not loyal customers, having bought licenses in only one or two of the four years studied. These people find other ways to spend their free time in many years. These other activities are the competition to Nevada’s fishing license sales. Encouraging existing anglers to fish more often, or adding greater convenience and simplicity to the license buying and renewal process, could result in increased license revenues.

The next steps are to find out which type of angler is more or less likely to purchase a license frequently or infrequently.

Tables 13 and 14 present purchasing frequencies for specific segments of resident customers.¹

Table 13. Top 15 Segments Likely to Buy Frequently, Residents Only

Rank	Tapestry Segment	Bought 1 or 2 years only, out of 4 years	Bought 3 or 4 years, out of 4 years
1	Up and Coming Families	67.38%	32.62%
2	Midland Crowd	60.38%	25.42%
3	Crossroads	64.63%	14.17%
4	Exurbanites	65.33%	12.65%
5	Milk and Cookies	65.99%	11.88%
6	Aspiring Young Families	71.95%	10.08%
7	Cozy and Comfortable	69.18%	9.85%
10	Sophisticated Squires	64.05%	8.36%

¹ Non-residents are less likely to buy a Nebraska license annually. Their inclusion in this specific analysis could mislead the analysis.

Rank	Tapestry Segment	Bought 1 or 2 years only, out of 4 years	Bought 3 or 4 years, out of 4 years
8	In Style	73.52%	8.04%
11	Senior Sun Seekers	66.78%	7.85%
9	Inner City Tenants	76.04%	6.68%
12	Old and Newcomers	71.96%	6.40%
14	Prosperous Empty Nesters	65.07%	6.15%
17	Green Acres	62.18%	5.37%
15	Midlife Junction	65.52%	5.36%

Not unexpectedly, the top segments in terms of licenses purchased (column 1) are also the most loyal buyers. However, members of each and every segment are much more likely to only buy a license in one or two of the past four years. One out of three license buyers within the top ranked segment, Up and Coming Families, bought a license in three or four of the past four years. This ratio drops significantly starting with the third ranked segment, Crossroads. Rather than spending resources identifying new anglers, license marketing efforts may achieve better success by convincing current anglers - people we already have on information for - to renew their license each year.

Table 14 reviews the segments that are more likely to only buy licenses in one or two outs of the past four years.

Table 14. Top Segments Likely to Buy Licenses Only 1 or 2 of the Past 5 Years, Residents Only

Rank	Tapestry Segment	Bought 1 or 2 years only, out of 4 years	Bought 3 or 4 years, out of 4 years
35	Military Proximity	84.85%	0.42%
57	Laptops and Lattes	80.49%	0.04%
46	City Commons	79.71%	0.16%
27	NeWest Residents	78.58%	1.98%
37	City Dimensions	78.00%	0.52%
31	Social Security Set	76.69%	1.07%
23	Young and Restless	76.55%	2.60%
55	Trendsetters	76.11%	0.06%
9	Inner City Tenants	76.04%	6.68%
13	Enterprising Professionals	75.44%	5.09%
16	Industrious Urban Fringe	74.87%	4.36%
28	Simple Living	74.23%	1.46%
36	Rustbelt Traditions	74.06%	0.58%
43	Pleasant-ville	73.85%	0.35%
34	Metro City Edge	73.57%	0.81%

In Table 14, the rankings indicate that less loyal segments come from cities and suburban segments that are primarily insignificant buyers of license sales. Only three of these segments are ranked higher than #25: Inner City Tenants, Enterprising Professionals, and Industrious Urban Fringe. Efforts to recruit or encourage greater loyalty from these segments may have a lower pay off compared to efforts directed towards segments showing a higher loyalty rate. In general, the rural and suburban segments are more likely to renew their licenses and than urban or young/single segments.

Propensity to Buy a License

Focusing any future mass marketing efforts on segments showing a greater “propensity” to purchase a license may yield greater returns. “Propensity” is a person’s likelihood to purchase a license compared to the likelihood of the average state resident buying a license. Table 15 uses a ratio to determine each segment’s propensity. This ratio is the segment’s “market share of all licenses sold” divided by the “percentage of the Nevada population” held by that segment, and is known as the “Sales to Population” ratio. All segments with a “Sales/Pop Ratio” greater than one are more likely to buy a license compared to the average Nevada resident. Efforts to recruit new anglers or to encourage greater purchasing frequencies would likely have higher success if they targeted the segments with ratios greater than one.

Table 15. Segments with a Greater Propensity to Buy Licenses, Residents Only

Rank	Tapestry Segment	LifeMode Group	% of 2006 Buyers	% of State Population	Sales/Pop Ratio
22	Heartland Communities	Senior Styles	1.30%	0.37%	3.54
19	Rural Resort Dwellers	American Quilt	2.03%	0.58%	3.52
40	Salt of the Earth	Factories and Farms	0.23%	0.07%	3.49
2	Midland Crowd	American Quilt	9.82%	3.01%	3.26
39	Prairie Living	Factories and Farms	0.33%	0.13%	2.60
48	Home Town	Factories and Farms	0.08%	0.03%	2.28
17	Green Acres	Upscale Avenues	2.09%	1.01%	2.06
25	Rooted Rural	American Quilt	1.14%	0.57%	1.99
3	Crossroads	American Quilt	5.85%	3.27%	1.79
1	Up and Coming Families	Family Portrait	14.68%	10.09%	1.46
10	Sophisticated Squires	High Society	3.42%	2.46%	1.39
5	Milk and Cookies	Family Portrait	5.02%	3.79%	1.32
20	Connoisseurs	High Society	1.50%	1.17%	1.29
4	Exurbanites	High Society	5.36%	4.32%	1.24
52	Urban Villages	Family Portrait	0.06%	0.05%	1.16
29	Suburban Splendor	High Society	0.58%	0.50%	1.15
11	Senior Sun Seekers	Senior Styles	3.32%	2.91%	1.14
14	Prosperous Empty Nesters	Senior Styles	2.42%	2.14%	1.13
15	Midlife Junction	Traditional Living	2.21%	2.07%	1.07

Rank	Tapestry Segment	LifeMode Group	% of 2006 Buyers	% of State Population	Sales/Pop Ratio
7	Cozy and Comfortable	Upscale Avenues	4.28%	4.04%	1.06
21	Boomburbs	High Society	1.55%	1.72%	0.90
34	Metro City Edge	Metropolis	0.45%	0.52%	0.86
42	Family Foundations	Traditional Living	0.18%	0.21%	0.85
8	In Style	Upscale Avenues	4.26%	5.09%	0.84
36	Rustbelt Traditions	Traditional Living	0.28%	0.34%	0.84
26	Great Expectations	High Hopes	1.07%	1.35%	0.79
16	Industrious Urban Fringe	Global Roots	2.21%	2.84%	0.78
24	Silver and Gold	Senior Styles	1.19%	1.55%	0.77
44	College Towns	Scholars & Patriots	0.12%	0.15%	0.77
18	Main Street, USA	Traditional Living	2.02%	2.67%	0.76
6	Aspiring Young Families	High Hopes	4.71%	6.31%	0.75
47	Wealthy Seaboard Suburbs	High Society	0.08%	0.11%	0.73
33	Metropolitans	Metropolis	0.41%	0.56%	0.72
35	Military Proximity	Scholars & Patriots	0.32%	0.47%	0.67
13	Enterprising Professionals	Upscale Avenues	2.85%	4.55%	0.63
56	Southwestern Families	Family Portrait	0.03%	0.04%	0.60
30	Urban Chic	Upscale Avenues	0.55%	0.92%	0.60
53	Las Casas	Global Roots	0.03%	0.06%	0.59
37	City Dimensions	Global Roots	0.29%	0.51%	0.58
41	Rustbelt Retirees	Senior Styles	0.21%	0.36%	0.57
51	Metro Renters	Solo Acts	0.06%	0.10%	0.56
43	Pleasant-ville	Upscale Avenues	0.17%	0.31%	0.55
12	Old and Newcomers	Solo Acts	2.91%	5.31%	0.55
58	Southern Satellites	Factories and Farms	0.01%	0.03%	0.48
50	Modest Income Homes	Metropolis	0.06%	0.12%	0.46
9	Inner City Tenants	Global Roots	3.48%	7.76%	0.45
54	Dorms to Diplomas	Scholars & Patriots	0.04%	0.08%	0.44
27	NeWest Residents	Global Roots	1.09%	2.60%	0.42
28	Simple Living	Senior Styles	0.74%	1.79%	0.41
23	Young and Restless	Solo Acts	1.37%	3.40%	0.40
55	Trendsetters	Solo Acts	0.04%	0.09%	0.40
32	Retirement Communities	Senior Styles	0.46%	1.16%	0.39
45	Top Rung	High Society	0.10%	0.33%	0.30
49	International Marketplace	Global Roots	0.06%	0.19%	0.29
31	Social Security Set	Senior Styles	0.55%	2.15%	0.26
46	City Commons	Family Portrait	0.08%	0.37%	0.23
38	The Elders	Senior Styles	0.25%	1.17%	0.21
57	Laptops and Lattes	Solo Acts	0.02%	0.11%	0.18

Rural residents are much more likely to buy a fishing license. Eight of the top 10 segments ranked in table 15 are rural or small town communities. Any new efforts to recruit new anglers or generate additional license revenues may have greater success if



targeted at these segments. The more urbanized or younger or international a community is, the less likely residents will purchase a license.

Section 5: “Upgraders” and “Downgraders”

Current customers moving to higher- or lower-priced license options also drive revenue trends. Table 16 looks at residents who actually bought an annual license in 2003 and one in 2006. Those who bought a license in the intervening years are not considered. The table reports the percentage who a) downgraded to a lower priced license (for example, dropping from combination hunting/fishing license to an annual fishing license), b) dropped out, c) are new customers, d) are steady customers and bought the same license in each year, or e) upgraded to a higher-priced license.

Table 16. Upgrading/Downgrading Trends, Resident, Annual Licenses

Resident Purchasing Behavior, 2003 vs 2006	Percentage of Customers Who Bought a License in Both 2003 and 2006
Dropped Out	35.34%
New	32.28%
Steady	22.54%
Upgraded	5.39%
Downgraded	4.45%

Nearly 40 percent of customers who bought a license in 2003 either downgraded or dropped out in 2006. Over 30 percent were “new” in 2006 meaning they did not buy a license in 2003. Please be cautious interpreting the interpretation of the “new” result: these people may have purchased a license in the intervening or earlier years. Almost 22 percent maintained their license type or upgraded.

Regarding the dropout anglers, this “churn” issue is of concern. Many of these may be people who went fishing “on a whim” at the request of another and do not plan to fish regularly, but could be enticed to go again. Nevada may not have lost these customers permanently, but is currently not deriving revenue from them.

Efforts to boost license revenues can include reducing the percentage of customers downgrading their purchases and by encouraging others to upgrade their purchase (i.e. “Super-size that?”). The latter idea may be better realized by offering additional licenses such as multi-year licenses, or new licenses that provide additional (upgraded) privileges, etc.

Using the TAPESTRY[®] data, we can gain a better understanding of who is more likely to upgrade or downgrade. Table 17 ranks the top 20 segments based on their percentage of license buyers who upgraded their license purchases. Table 17 is also based on purchases made in 2003 and also in 2006 exclusive of licenses purchased in other years.

Table 17. Top 20 Segments Upgrading Their License Purchases, Residents

Rank	Segment	LifeMode Groups	Urban Groups	% Downgraded	% Upgraded	% Market Share, '03-'06	% Upgraded X Market Share Ratio
1	Up and Coming Families	Family Portrait	Suburban Periphery I	5.02%	5.10%	14.09%	0.72%
2	Midland Crowd	American Quilt	Rural I	5.22%	7.27%	9.46%	0.69%
3	Crossroads	American Quilt	Small Towns	4.79%	6.67%	5.78%	0.39%
4	Milk and Cookies	Family Portrait	Metro Cities I	4.96%	5.90%	5.00%	0.29%
5	Exurbanites	High Society	Suburban Periphery I	4.05%	5.43%	5.20%	0.28%
6	Cozy and Comfortable	Upscale Avenues	Suburban Periphery II	4.45%	5.17%	4.46%	0.23%
7	Aspiring Young Families	High Hopes	Metro Cities II	4.14%	4.41%	4.95%	0.22%
8	Senior Sun Seekers	Senior Styles	Small Towns	3.67%	5.93%	3.37%	0.20%
9	In Style	Upscale Avenues	Suburban Periphery I	4.33%	4.57%	4.13%	0.19%
10	Inner City Tenants	Global Roots	Metro Cities II	3.69%	4.51%	3.75%	0.17%
11	Old and Newcomers	Solo Acts	Metro Cities II	4.01%	4.96%	3.11%	0.15%
12	Sophisticated Squires	High Society	Suburban Periphery I	3.97%	4.46%	3.35%	0.15%
13	Prosperous Empty Nesters	Senior Styles	Suburban Periphery I	4.76%	5.52%	2.50%	0.14%
14	Green Acres	Upscale Avenues	Rural I	4.70%	6.42%	2.06%	0.13%
15	Midlife Junction	Traditional Living	Suburban Periphery II	4.63%	5.75%	2.22%	0.13%
16	Rural Resort Dwellers	American Quilt	Rural I	5.23%	6.49%	1.95%	0.13%
17	Enterprising Professionals	Upscale Avenues	Metro Cities I	4.35%	3.93%	2.80%	0.11%
18	Main Street, USA	Traditional Living	Urban Outskirts I	4.46%	4.79%	2.10%	0.10%
19	Industrious Urban Fringe	Global Roots	Urban Outskirts I	3.79%	4.34%	2.30%	0.10%
20	Heartland Communities	Senior Styles	Small Towns	5.47%	7.66%	1.27%	0.10%

Overall, a small percentage of license buyers upgrade or downgrade their licenses each year. As part of any larger marketing effort, steps can be taken to encourage people to upgrade to higher priced licenses, focusing on those individuals with a greater likelihood of upgrading (per the table above). However, encouraging people to upgrade their license purchase maybe should not be the central goal of any marketing effort as very few people actually make such a change. Other messages, such as encouraging lapsed anglers to renew their licenses, would likely provide a greater return on investment.

Conclusion

For 2006, over 87 percent of Nevada's fishing licenses are purchased by residents. Resident license buyers are more likely to be in the 40-49 year old age bracket. Over the past four years, Nevada's license sales decreased, but there was an increase in the most recent year (2005 to 2006). Nearly half of all licenses are purchased by people in rural areas. However, the percentage of sales to people in rural areas has decreased slightly over past few years while the greatest increases have been to people in suburban areas. This trend may reflect overall population trends in Nevada.

The TAPESTRY[®] data helps drill down to the types of neighborhoods buying licenses. With 39 percent of Nevada license buyers, the largest generalized group of license purchasers have modest incomes, come from smaller towns or rural areas, live in smaller homes or trailers, and are typically employed as skilled laborers. The fastest growing source of new license buyers are characterized by youth and family life. This group has nationally about a 30% Hispanic mix, and many own their own homes. These are not typically the recent low-income immigrants which are found in other LifeMode groups. People from wealthier neighborhoods in general show average rates of buying licenses compared to the general population and consume about 27% of licenses sold. People from lower income neighborhoods located in urban areas, plus people from areas dominated by young singles, show lower rates of license purchases (and therefore fishing participation). (Page 6) Table 7 provides greater details on the public segments buying the greatest share of licenses sold. The top license buying segments are commonly young families and/or married, have average incomes and live largely in suburban neighborhoods. The ethnically diverse neighborhoods do not appear in the top license buying segments.

When license buyers are sorted by their level of urbanization (rural, suburban, metro, city center, etc.), rural communities buy the largest share of licenses. But, their share of license sales decreased from 2003 to 2006. The number of buyers from suburban areas is increasing the fastest. There appears to be a gradual shift towards suburban residents as Nevada's primary source of license sales. Also, among the most rapid growing segments in term of license market share are upscale, wealthier neighborhoods. Additional data would be needed to know if the overall number of suburban and wealthier households in Nevada grew at a similar, faster or lower rate. The answer would indicate if fishing is becoming more or less relevant to the general State population. Data were not available regarding changes to the general state population by Tapestry segment, LifeMode or Urban groups over time. Regardless, overall growth is not coming from the traditional rural areas, but is coming from the suburban/urban parts of the state. Efforts to promote fishing licenses to wealthier, growing suburban and urban communities may be a logical way to boost license revenues. Adopting license products that provide additional upgraded privileges, such as the sportsmen's licenses found in many states, may generate additional income as well. (Tables 9 & 10)

License sales to traditional senior citizen segments are decreasing the fastest. This is not saying all seniors are buying fewer licenses, but many of the traditional segments are shrinking in terms of licenses sold (table 11).

Table 12 shows us that 72% of Nevada residents who bought a license in the past four years only bought in one or two of those years. The rate of license renewal is very low for Nevada. These people find other ways to spend their free time. These other activities are the competition to Nevada's fishing license sales. Encouraging existing anglers to fish more often, or adding greater convenience and simplicity to the license buying and renewal process, could result in increased license revenues. Identifying what these people are doing in the years when they do not fish may shed light on the proper messages or marketing programs that will help boost license sales.

Efforts to boost license renewal rates from communities showing lower renewal rates may have a lower return compared to efforts directed towards segments showing higher loyalty, or renewal, rates. In general, the rural and suburban segments are more likely to renew their licenses and than urban or young/single segments.

When looking at the type of person more likely to buy a license, rural residents are much more likely. Table 15 showed us the types of neighborhoods that are more likely to buy licenses. This table compares the percentage of residents from each type of community buying licenses to the percentage of the state population buying licenses. Eight of the top 10 segments ranked in table 15 are rural or small town communities. Any new efforts to recruit new anglers or generate additional license revenues may have greater success if targeted at these segments. The more urbanized or younger or international a community is, the less likely residents will purchase a license. As seen in other tables though, the long-term trend is towards suburban neighborhoods which may mirror a general shift in Nevada's population.

A small percentage of license buyers upgrade or downgrade their licenses each year. As part of any larger marketing effort, steps can be taken to encourage people to upgrade to higher priced licenses, focusing on those individuals with a greater likelihood of upgrading (per the table above). However, encouraging people to upgrade their license purchase maybe should not be the central goal of any marketing effort as very few people actually make such a change. Other messages, such as encouraging lapsed anglers to renew their licenses, would likely provide a greater return on investment.

Efforts to increase license revenues could take one of several directions. Such efforts could include:

- A. Recruit new anglers,
- B. Retain existing anglers,
- C. Encourage anglers to buy licenses more frequently (renew annually), or
- D. Encourage anglers to upgrade their license purchases.

All four of the above strategies to a degree could prove successful in boosting agency revenues. However, recognizing the sheer number of anglers who do not renew their licenses annually, and by having these individuals contact information on hand, Option C (encourage anglers to renew licenses) may potentially be the best avenue for boosting agency revenues. Promotional mailings could target segments that have a higher frequency of license purchases, but only send to individuals within the target segments who have bought only once, twice, even three times in the last five years. Control groups could be established by mailing to people from segments showing higher purchasing frequencies. It is highly advisable for Nevada to conduct a promotional mailing effort as part of a larger marketing effort. Recent efforts in other states have shown a mailing conducted alone, without support of a larger communications effort, does not necessarily boost revenues. Successful marketing campaigns include public messaging and advertising that promotes the benefits of fishing, local fishing locations, and more. The mailing is the mechanism that allows people to initiate an action after having been encouraged to do so via a public campaign.

Closing Notes:

The purpose of this initial analysis is to identify the trends affecting license sales and revenues and help identify strategies that can boost license revenues. We will assist in developing additional analyses and provide interpretations per Nevada's requests and directions. Additional analyses could include:

1. Greater investigations of lapsed anglers;
2. Detailed comparisons of urban, suburban and rural anglers; and
3. Investigate if the dropped annual license buyers have bought a daily license in the last two years instead.

Please note that many more analyses could be made, but to prevent overloading Nevada with information, we wanted to limit this analysis to the basics. We will run any analysis requested by Nevada, assuming the necessary data are available. There are many more questions that could be asked, and discussions that should take place to ensure the data are adequately and properly interpreted.

Next step: we will wait for Nevada's questions and requests for additional analysis, and will remain available for a conference call should Nevada desire to review the results.