

Profiles of Arkansas Resident Fishing and Hunting License Customers 2008-2012

For:
Arkansas Game and Fish Commission

By:
Southwick Associates
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PO Box 6435
Fernandina Beach, FL32035
Tel (904) 277-9765

www.southwickassociates.com

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Profiles of Arkansas Resident Fishing and Hunting License Customers 2008-2012

Introduction

This report analyzes Arkansas resident fishing and hunting license customer over a five year period beginning in 2008 and ending with 2012. The analysis has four main goals:

1. Profile customers by demographic characteristics
2. Identify the churn rate among license holders
3. Identify lag rate between renewals
4. Profile lapsing customers vs. avid customers

Arkansas fishing licenses are good for 365 days from the date of purchase while hunting licenses all expire on the same date, June 30. As a result, the analyses of lapsing and lag periods are handled differently for fishing and hunting. Regarding fishing licenses, the analysis is based on the number of days between licenses and the days that a license was held. For hunting licenses, the defined license years are used for the analysis and lapse and lag periods are based on missed license years. The churn rate analysis is not fundamentally different between anglers and hunters since it is based on the number of licenses purchased over the five year period.

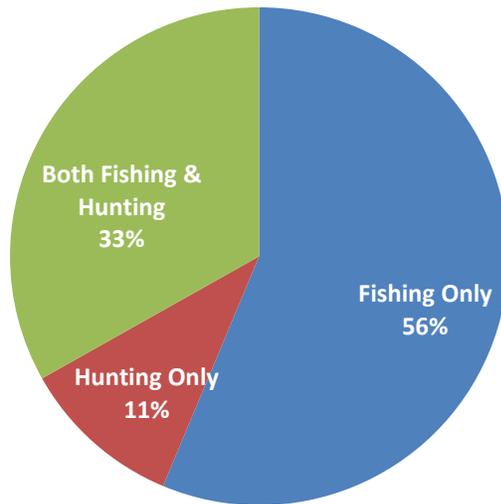
Customer Overview

Just over one million unique Arkansas residents purchased a fishing or hunting license between 2008 and 2012 (Table 1). Of these, 89.5% purchased a fishing license and 43.7% purchased a hunting license. Over one-half purchased fishing licenses only, a third purchased both fishing and hunting licenses, and 10.5% purchased only hunting licenses (Table 1 and Figure 1).

Table 1: 2008-2012 Fishing and Hunting License Customers.

Customer Type	#	%
Fishing	905,523	89.5%
Hunting	442,296	43.7%
<i>Fishing Only</i>	<i>569,883</i>	<i>56.3%</i>
<i>Hunting Only</i>	<i>106,656</i>	<i>10.5%</i>
<i>Both Fishing & Hunting</i>	<i>335,640</i>	<i>33.2%</i>
Total Customers	1,012,179	100.0%

Figure 1: Fishing vs. Hunting, 2008-2012 License Customers



Anglers and Hunters by Age¹

A comparison of the ages of anglers and hunters shows the two groups to be fairly similar in age although anglers were, on average, a little older (Table 2 and Figure 2). The age group with the largest difference between anglers and hunters is those under 18 years of age who made up 9% of hunters but only 5.3% of anglers.²

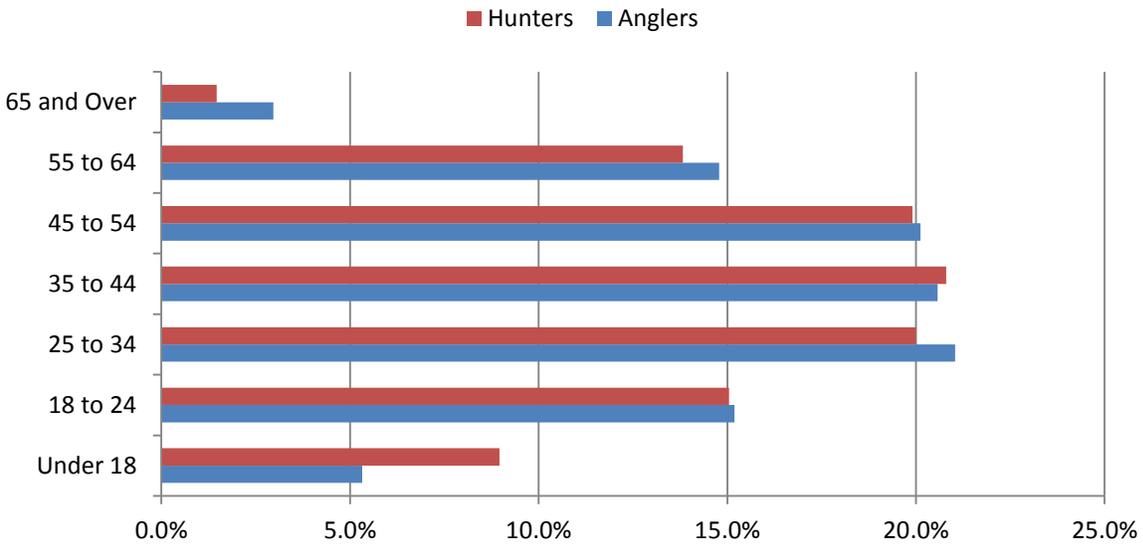
Table 2: Anglers and Hunters by Age.

Age	Anglers		Hunters	
	#	%	#	%
Under 18	48,126	5.3%	39,511	9.0%
18 to 24	137,363	15.2%	66,345	15.0%
25 to 34	190,211	21.0%	88,224	20.0%
35 to 44	186,084	20.6%	91,746	20.8%
45 to 54	181,921	20.1%	87,801	19.9%
55 to 64	133,706	14.8%	60,953	13.8%
65 and Over	26,843	3.0%	6,447	1.5%
Total	904,254	100.0%	441,027	100.0%
<i>Average Age</i>	39.1		37.7	

¹ Age is based on the first license purchased within the five year span of the study. Anglers and hunters 65 and older are only accounted for in this analysis if they purchased one of the daily, annual, or 3-year disabled licenses. Permanent license types are not accounted for due to the fact that these tell us nothing about a hunter or angler's frequency of purchase since licenses only need to be purchased once, rather than renewed on a regular basis.

² Appendix A contains annual breakdowns of hunters and anglers by single year of age and participation rates relative to the general population

Figure 2: Percent of Anglers and Hunters by Age Group.

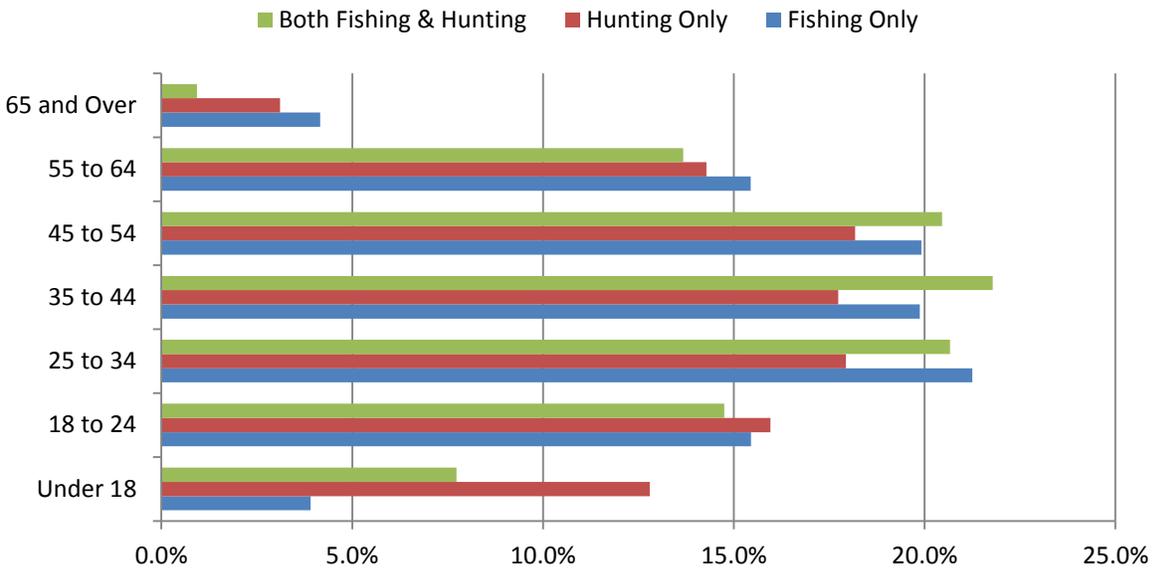


Customers who only fished were older on average (39.9) than those who either only hunted (37.3) or both fished and hunted (37.8) (Table 3, Figure 3). License customers who purchased both hunting and fishing licenses were more likely to be in the age groups between 25 and 54 years of age. Those who only purchased fishing licenses were proportionally more likely to be in the 55 and older age groups.

Table 3: Fishing or Hunting by Age.

Age	Fishing Only		Hunting Only		Both Fishing & Hunting	
	#	%	#	%	#	%
Under 18	22,260	3.9%	13,645	12.8%	25,866	7.7%
18 to 24	88,041	15.4%	17,023	16.0%	49,322	14.8%
25 to 34	121,118	21.3%	19,131	17.9%	69,093	20.7%
35 to 44	113,256	19.9%	18,918	17.7%	72,828	21.8%
45 to 54	113,509	19.9%	19,389	18.2%	68,412	20.5%
55 to 64	87,983	15.4%	15,230	14.3%	45,723	13.7%
65 and Over	23,716	4.2%	3,320	3.1%	3,127	0.9%
Total	569,883	100.0%	106,656	100.0%	334,371	100.0%
<i>Average Age</i>	39.9		37.3		37.8	

Figure 3: Proportion of Customers Fishing or Hunting by Age Group.



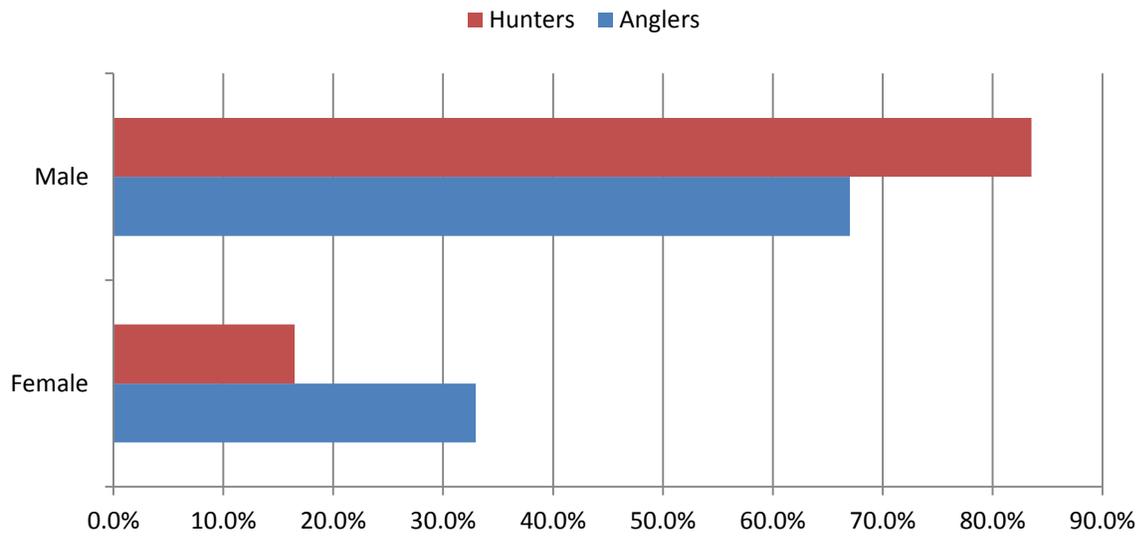
Anglers and Hunters by Gender

Women are twice as likely to purchase fishing licenses as they are to purchase a hunting license. They made up one-third of all fishing license customers between 2008 and 2012, but only 16.5% of hunting license customers (Table 4, Figure 4).

Table 4: Anglers and Hunters by Gender.

Gender	Anglers		Hunters	
	#	%	#	%
Female	297,626	33.0%	72,766	16.5%
Male	605,091	67.0%	369,067	83.5%
Total	902,717	100.0%	441,833	100.0%

Figure 4: Percent of Anglers and Hunters by Gender.

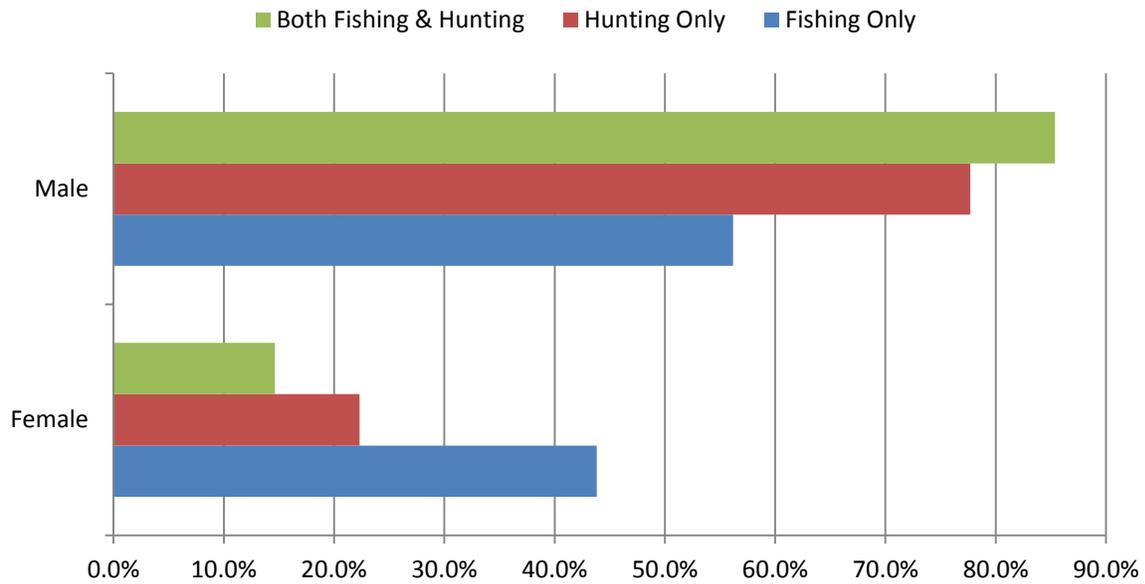


Women made up 43.8% of customers who fished only between 2008 and 2012. Compared to men, they were less likely to both fish and hunt than they were to only hunt (Table 5, Figure 5). However, more women both fished and hunted (49,055) than only hunted (23,711).

Table 5: Fishing or Hunting by Gender.

Gender	Fishing Only		Hunting Only		Both Fishing & Hunting	
	#	%	#	%	#	%
Female	248,571	43.8%	23,711	22.3%	49,055	14.6%
Male	318,634	56.2%	82,610	77.7%	286,457	85.4%
Total	567,205	100.0%	106,321	100.0%	335,512	100.0%

Figure 5: Percent Fishing or Hunting by Gender.



Anglers and Hunters by Urbanization

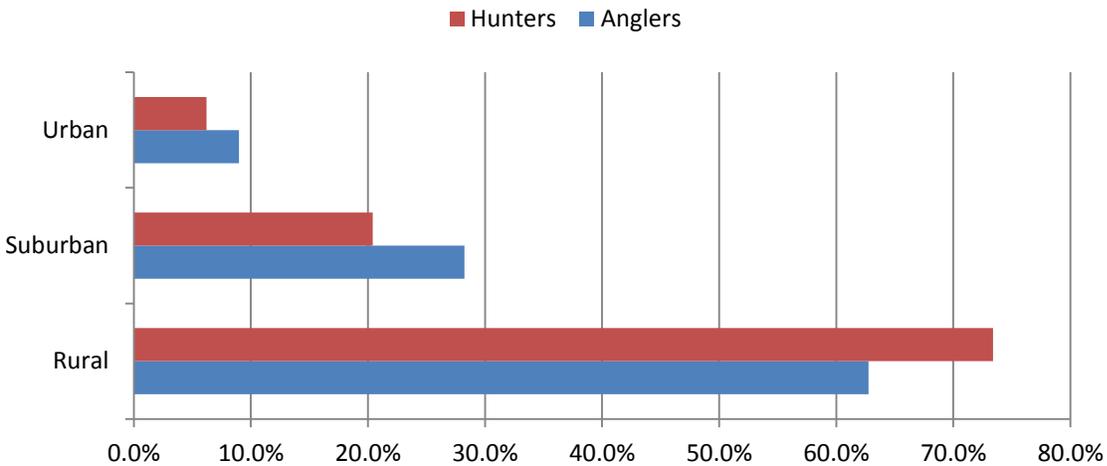
This section breaks down anglers and hunters by rural, suburban, and urban classification based on their address³. Table 6 shows that large majority of anglers and hunters live in rural areas (63% and 73% respectively). Less than ten percent of anglers and only 6% of hunters live in urban neighborhoods. Just over a quarter of anglers and only two in ten hunters live in suburban neighborhoods. This is illustrated in Figure 6.

Table 6: Anglers and Hunters by Urban/Rural Area.

Urban/Rural	Anglers		Hunters	
	#	%	#	%
Rural	566,958	62.8%	323,840	73.4%
Suburban	255,249	28.3%	89,983	20.4%
Urban	81,281	9.0%	27,358	6.2%
Total	903,488	100.0%	441,181	100.0%

³ The classification was made by processing all license records with Address Coder software produced by ESRI. See the appendix for a description of the location categories.

Figure 6: Percent of Anglers and Hunters by Urban/Rural Area.

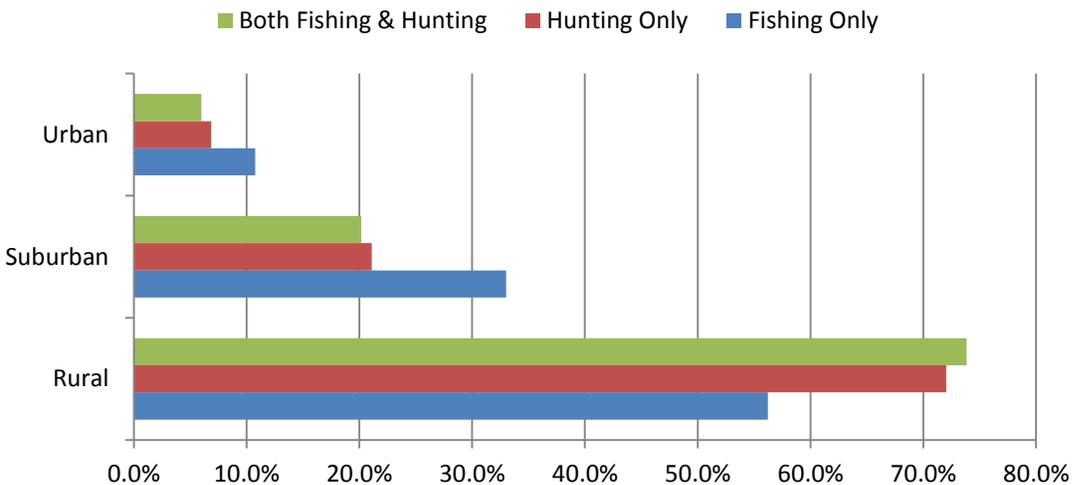


Customers who purchased both fishing and hunting licenses were slightly more rural than those who purchased only hunting licenses (Table 7 and Figure 7). Over one-half of customers who purchased only fishing licenses were in rural neighborhoods.

Table 7: Fishing or Hunting by Urban/Rural Area.

Urban/Rural	Fishing Only		Hunting Only		Both Fishing & Hunting	
	#	%	#	%	#	%
Rural	319,653	56.2%	76,535	72.0%	247,305	73.8%
Suburban	187,687	33.0%	22,421	21.1%	67,562	20.2%
Urban	61,216	10.8%	7,293	6.9%	20,065	6.0%
Total	568,556	100.0%	106,249	100.0%	334,932	100.0%

Figure 7: Percent Fishing or Hunting by Urban/Rural Area.



License Type

Anglers by License Type

Over 99% of anglers purchased the Resident Fisheries Conservation license between 2008 and 2012. Less than one-percent of resident anglers purchased either the 3-Day Trip Fishing License or the 3-Year Disabled Fishing License. Fewer than one-third (30.4%) of anglers also purchased a Trout Permit in addition to their primary fishing license (Table 8).

Table 8: Anglers by License Types Purchased.

License Type	#	%
Res Fisheries Conservation License	900,129	99.4%
Res 3 Day Trip Fishing License	3,858	0.4%
Res 3 Year Disabled Fishing License	4,020	0.4%
Trout Permit - Resident	275,286	30.4%
Total Anglers	905,523	

Note: columns do not sum to 100% because anglers could have purchased more than one license type over the study period.

Fishing License Customer Demographics

Age

There was no clear difference in the ages of trout anglers vs. the general angling population. However, the two younger age groups were slightly less likely to have purchased a trout permit as were those age 65 years and older⁴ (Table 9). Disabled license buyers were much more likely to be in the 45 to 64 age groups compared to all anglers.

Gender

Women were less likely to purchase a trout permit in comparison to their overall participation rate. They made up one-third of all anglers but only 28.5% of trout anglers (Table 10). Disabled fishing license buyers were more likely to be women compared to the overall participation rates of women and men.

Urban/Rural

Anglers who purchased a 3-Day Trip license were much more likely to be suburban or urban than the average anglers (Table 11). Only 45% of these customers were from rural areas vs. 63% of all anglers. Urban and suburban anglers were more likely to have purchased a trout permit in comparison to their overall participation rate. 11.2% of trout permit customers were from urban areas compared to only 9% of anglers overall.

⁴ This refers only to those anglers who were 65 years or older and purchased an annual fishing license during the five year study period.

Table 9: Fishing License by Age.

Age	Res Fisheries Conservation License		Res 3 Day Trip Fishing License		Res 3 Year Disabled Fishing License		Trout Permit - Resident		All Anglers	
	#	%	#	%	#	%	#	%	#	%
Under 18	48,021	5.3%	154	4.0%	10	0.2%	13,631	5.0%	48,126	5.3%
18 to 24	136,906	15.2%	731	19.0%	60	1.5%	40,035	14.6%	137,363	15.2%
25 to 34	189,578	21.1%	938	24.4%	168	4.2%	59,563	21.7%	190,211	21.0%
35 to 44	185,481	20.6%	661	17.2%	396	9.9%	57,231	20.9%	186,084	20.6%
45 to 54	180,957	20.1%	526	13.7%	1,253	31.2%	55,669	20.3%	181,921	20.1%
55 to 64	132,084	14.7%	391	10.2%	2,105	52.5%	40,946	14.9%	133,706	14.8%
65 and Over	26,464	2.9%	449	11.7%	21	0.5%	7,338	2.7%	26,843	3.0%
Total	899,491	100.0%	3,850	100.0%	4,013	100.0%	274,413	100.0%	904,254	100.0%
<i>Average Age</i>	39.1		39.5		52.8		39.2		39.1	

Table 10: Fishing License by Gender.

Gender	Res Fisheries Conservation License		Res 3 Day Trip Fishing License		Res 3 Year Disabled Fishing License		Trout Permit - Resident		All Anglers	
	#	%	#	%	#	%	#	%	#	%
Female	295,644	32.9%	1,340	34.8%	1,717	42.7%	78,216	28.5%	297,626	33.0%
Male	601,685	67.1%	2,512	65.2%	2,303	57.3%	196,490	71.5%	605,091	67.0%
Total	897,329	100.0%	3,852	100.0%	4,020	100.0%	274,706	100.0%	902,717	100.0%

Table 11: Fishing License by Urban/Rural Area.

Urban/Rural	Res Fisheries Conservation License		Res 3 Day Trip Fishing License		Res 3 Year Disabled Fishing License		Trout Permit - Resident		All Anglers	
	#	%	#	%	#	%	#	%	#	%
Rural	564,182	62.8%	1,711	44.5%	2,369	59.4%	164,044	59.7%	566,958	62.8%
Suburban	253,346	28.2%	1,491	38.8%	1,331	33.4%	79,942	29.1%	255,249	28.3%
Urban	80,594	9.0%	640	16.7%	288	7.2%	30,745	11.2%	81,281	9.0%
Total	898,122	100.0%	3,842	100.0%	3,988	100.0%	274,731	100.0%	903,488	100.0%

Hunters by License Type

A large majority of resident hunters (81%) purchased a Sportsman license between 2008 and 2012 (Table 12). Over one-third purchased the Wildlife Conservation license and 20.9% purchased a Waterfowl stamp.

Table 12: Hunters by License Types Purchased.

License Type	#	%
Res Wildlife Conservation License	159,409	36.0%
Res Sportsman License	359,121	81.2%
Res Waterfowl Stamp	92,656	20.9%
Total Hunters	442,296	100.0%

Note: columns do not sum to 100% because hunters could have purchased more than one license type over study period.

Hunting License Customer Demographics

Age

Wildlife Conservation license buyers were a little younger than those purchasing the Sportsman license (Table 13). Hunters age 18 to 24 were especially more likely to purchase the conservation license relative to their overall participation rate. Waterfowl hunters were much younger than the general hunting population with an average age of 33.9 compared to 37.7 for all hunters. Waterfowl hunters were more likely to be in the under 35 year old age groups compared to all hunters.

Gender

Compared to their overall participation rate (16.5%), Wildlife Conservation license buyers were more likely to be women making up 20% of customers purchasing that license. Women were a lot less likely to purchase a Waterfowl stamp compared to their overall participation rate making up 16.5% of all hunters but only 6.2% of waterfowl hunters.

Urban/Rural

Sportsman license customers were even more rural than hunters who purchased the Wildlife Conservation license with (Table 15). 75 percent of Sportsman customers were from rural areas vs. 70% of Wildlife Conservation customers. Similar to trout fishing, waterfowl stamp customers were more likely to be urban or suburban compared to all hunters. Suburban areas accounted for 26% of waterfowl hunters but only 20% of all hunters. Urban areas accounted for 10% of waterfowl hunters vs. only 6% of all hunters.

Table 13: Hunting License Type by Age.

Age	Res Wildlife Conservation License		Res Sportsman License		Res Waterfowl Stamp		Hunter	
	#	%	#	%	#	%	#	%
Under 18	15,346	9.6%	31,380	8.8%	11,613	12.6%	39,511	9.0%
18 to 24	30,193	19.0%	51,056	14.2%	18,939	20.6%	66,345	15.0%
25 to 34	32,701	20.5%	72,108	20.1%	20,464	22.3%	88,224	20.0%
35 to 44	29,727	18.7%	77,406	21.6%	17,631	19.2%	91,746	20.8%
45 to 54	28,364	17.8%	73,315	20.4%	14,016	15.3%	87,801	19.9%
55 to 64	19,765	12.4%	49,500	13.8%	8,531	9.3%	60,953	13.8%
65 and Over	3,133	2.0%	3,850	1.1%	618	0.7%	6,447	1.5%
Total	159,229	100.0%	358,615	100.0%	91,812	100.0%	441,027	100.0%
<i>Average Age</i>	36.4		37.8		33.9		37.7	

Table 14: Hunting License Type by Gender.

Gender	Res Wildlife Conservation License		Res Sportsman License		Res Waterfowl Stamp		Hunter	
	#	%	#	%	#	%	#	%
Female	32,011	20.1%	52,983	14.8%	5,708	6.2%	72,766	16.5%
Male	127,242	79.9%	305,821	85.2%	86,893	93.8%	369,067	83.5%
Total	159,253	100.0%	358,804	100.0%	92,601	100.0%	441,833	100.0%

Table 15: Hunting License by Urban/Rural Area.

Urban/Rural	Res Wildlife Conservation License		Res Sportsman License		Res Waterfowl Stamp		Hunter	
	#	%	#	%	#	%	#	%
Rural	111,735	70.3%	267,604	74.7%	59,228	64.1%	323,840	73.4%
Suburban	36,023	22.7%	69,743	19.5%	23,828	25.8%	89,983	20.4%
Urban	11,281	7.1%	20,890	5.8%	9,347	10.1%	27,358	6.2%
Total	159,039	100.0%	358,237	100.0%	92,403	100.0%	441,181	100.0%

Frequency of License Purchase

This section looks at the number of fishing licenses purchased by anglers and hunting licenses purchased by hunters over the five year study period. Since hunting licenses are based on a fixed license year ending on June 30, frequency was measured by the number of years in which they purchased a hunting license. Fishing licenses are valid for three days, 365 days, or three years from the date of purchase. Therefore, frequency of purchase is measured by the number of licenses purchased because it is possible for an angler to purchase more than one license in a given calendar year and to even have overlapping licenses. A small number of anglers purchased more the five annual licenses due to this overlap.

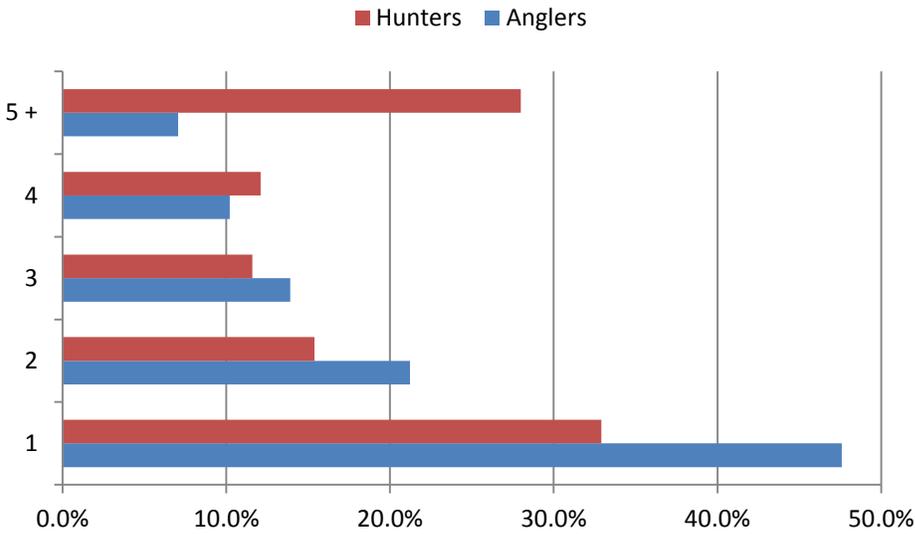
Almost one-half of anglers purchased only one license during the five year period while one-third of hunters purchased only once in five years (Table 16). Only 7% of anglers purchased five or more licenses while 28% of hunters purchased in each of the five years.

Table 16: Anglers and Hunters by Licenses Purchased 2008-2012.

Number of Licenses 2008-2012	Anglers (Fishing Licenses)		Hunters (Hunting Licenses)	
	#	%	#	%
1	430,717	47.6%	144,828	32.9%
2	191,982	21.2%	67,736	15.4%
3	125,868	13.9%	51,033	11.6%
4	92,449	10.2%	53,274	12.1%
5 +	63,881	7.1%	123,152	28.0%
All	904,897	100.0%	440,023	100.0%

Figure 8 illustrates how hunters are more likely to purchase a license either only once during the five years or every year than they are to purchase a license occasionally. On the other hand, the proportion of anglers declines steadily by frequency of purchase.

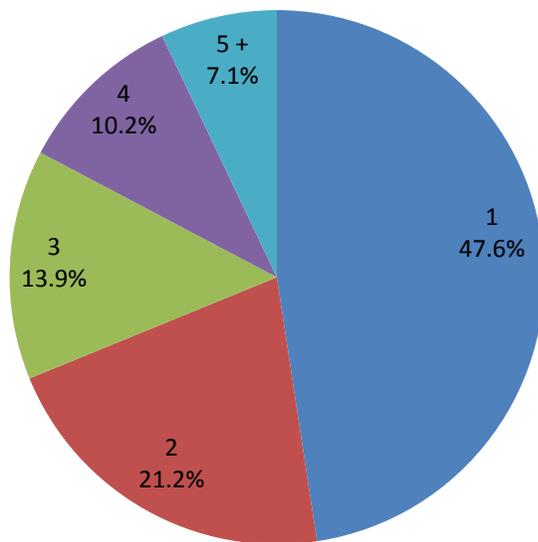
Figure 8: Distribution of Anglers and Hunters by Number of Licenses Purchased 2008-2012.



Angler Frequency

Nearly on-half of all anglers who purchased a license between 2008 and 2012 purchased only once (Figure 9). Approximately one-third purchased two or three licenses during this time. Less than two out of ten anglers purchased four or more licenses during the five year period.

Figure 9: Distribution of Anglers by Number of Licenses Purchased.



Anglers in the 35 to 64 year old age groups had the highest purchase frequency. Within this group, 45 to 54 year olds purchased the most often with 10.8% purchasing five or more licenses and another 12.6% purchasing four licenses. This compares to the 18 to 24 year old age group where only 3.4% purchased five or more licenses during the five year study period (Table 17). Note that the low purchase frequency by anglers 65 and older doesn't account for lifetime license purchases. Even if these were included, however, their purchase frequency would remain low since these licenses only need to be purchased once.

Table 17: Fishing License Purchase Frequency by Age.

Number of Licenses	Under 18		18 to 24		25 to 34		35 to 44	
	#	%	#	%	#	%	#	%
1	28,922	60.1%	76,380	55.6%	92,525	48.6%	80,671	43.4%
2	10,901	22.7%	29,219	21.3%	41,177	21.6%	39,755	21.4%
3	5,147	10.7%	16,777	12.2%	26,946	14.2%	28,239	15.2%
4	2,310	4.8%	10,304	7.5%	18,952	10.0%	22,076	11.9%
5 +	846	1.8%	4,683	3.4%	10,610	5.6%	15,343	8.2%
All Anglers	48,126	100%	137,363	100%	190,210	100%	186,084	100%

Table 17 (Continued): Fishing License Purchase Frequency by Age.

Number of Licenses	45 to 54		55 to 64		65 and Over *	
	#	%	#	%	#	%
1	74,545	41.0%	57,504	43.0%	19,720	73.5%
2	37,604	20.7%	28,849	21.6%	4,366	16.3%
3	27,166	14.9%	19,899	14.9%	1,642	6.1%
4	22,897	12.6%	15,137	11.3%	749	2.8%
5 +	19,707	10.8%	12,316	9.2%	366	1.4%
All Anglers	181,919	100%	133,705	100%	26,843	100%

* Does not include lifetime licenses.

Less than ten percent of women purchased four or more fishing licenses over the five year period compared to 21% of men (Table 18). Over three-quarters of women only purchased a fishing license one or two times during the five years. Still just under two-thirds of men only purchased only one or two licenses during this time.

Table 18: Fishing License Purchase Frequency by Gender.

Number of Licenses	Women		Men	
	#	%	#	%
1	167,164	56.2%	260,799	43.1%
2	66,260	22.3%	125,693	20.8%
3	35,750	12.0%	90,112	14.9%
4	19,809	6.7%	72,631	12.0%
5 +	8,582	2.9%	55,292	9.1%
All Anglers	297,565	100%	604,527	100%

Rural anglers purchase fishing licenses more often than suburban anglers who in turn purchase more frequently than urban anglers. Over one-half of suburban and urban anglers purchased only one fishing license during the five year study period (Table 19). Fewer than 20% of urban anglers purchased four or more fishing licenses during this period compared to 14% of suburban anglers and 13% of urban anglers.

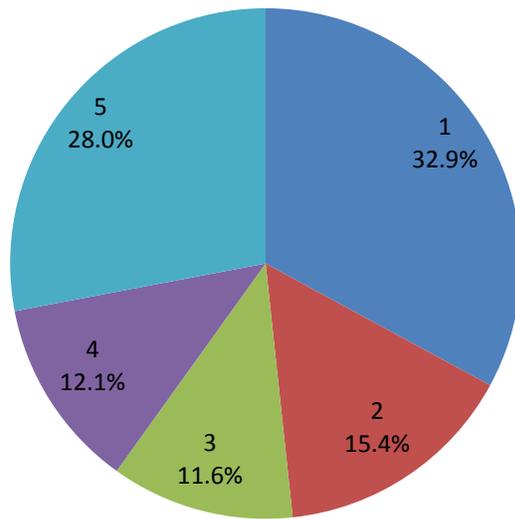
Table 19: Fishing License Purchase Frequency by Urban/Rural Area.

Number of Licenses	Rural		Suburban		Urban	
	#	%	#	%	#	%
1	252,353	44.5%	132,908	52.1%	44,352	54.6%
2	121,152	21.4%	53,825	21.1%	16,643	20.5%
3	83,560	14.7%	32,334	12.7%	9,757	12.0%
4	63,648	11.2%	22,164	8.7%	6,442	7.9%
5 +	45,838	8.1%	13,870	5.4%	4,026	5.0%
All Anglers	566,551	100%	255,101	100%	81,220	100%

Hunter Frequency

Approximately one-third of hunters purchased a hunting license only one year out of the five years covered by this study. In contrast to anglers, however, almost that many (28%) purchased a license in each of the five years. This may be due to the greater investment in the sport by regular hunters compared to anglers. Over one-third purchased a hunting license in two, three, or four of the five years.

Figure 10: Distribution of Hunters by Number of Licenses Purchased.



Similar to anglers, the most frequent hunters are those in the 35 to 54 year old age categories. Over one-third of hunters in these age categories purchased a hunting license in each of the five years (Table 20). Additionally, hunters in this range were more likely to purchase every year than they were to only purchase only one year. These are the only age categories for which this is true. Purchase frequency drops off steeply in the 64 and older group due to the fact that these hunters become eligible to purchase a lifetime hunting license.

Table 20: Hunting License Purchase Frequency by Age.

Years	Under 18		18 to 24		25 to 34		35 to 44	
	#	%	#	%	#	%	#	%
1	18,236	46.3%	25,762	39.0%	28,449	32.4%	25,593	28.0%
2	8,684	22.0%	11,085	16.8%	12,916	14.7%	12,360	13.5%
3	5,334	13.5%	7,739	11.7%	10,201	11.6%	9,884	10.8%
4	3,788	9.6%	7,493	11.3%	10,895	12.4%	11,772	12.9%
5	3,364	8.5%	13,989	21.2%	25,423	28.9%	31,799	34.8%
All Hunters	39,406	100%	66,068	100%	87,884	100%	91,408	100%

Table 20 (continued): Hunting License Purchase Frequency by Age.

Years	45 to 54		55 to 64		65 and Over*	
	#	%	#	%	#	%
1	23,456	26.8%	18,684	30.8%	4,275	67.0%
2	11,460	13.1%	10,082	16.6%	1,033	16.2%
3	9,136	10.4%	8,216	13.5%	473	7.4%
4	10,936	12.5%	8,075	13.3%	292	4.6%
5	32,543	37.2%	15,676	25.8%	304	4.8%
All Hunters	87,531	100%	60,733	100%	6,377	100%

* Does not include lifetime licenses.

Women hunters were much less likely than men to purchase a license every year with only 13.7% of women doing so compared to 30.8% of men (Table 21). Nearly one-half of women purchased in only one year compared to 30% of men.

Table 21: Hunting License Purchase Frequency by Gender.

Years	Women		Men	
	#	%	#	%
1	33,990	46.8%	110,566	30.1%
2	13,256	18.3%	54,472	14.8%
3	8,348	11.5%	42,681	11.6%
4	7,040	9.7%	46,229	12.6%
5	9,924	13.7%	113,218	30.8%
All Hunters	72,558	100%	367,166	100%

Rural hunters purchase licenses more frequently than suburban and urban hunters who purchase with roughly the same frequency (Table 22). Forty-two percent of rural hunters purchased a license in at least four of the five years compared to 35% of suburban and 33% of urban hunters. More than one-half of rural hunters purchased licenses in more than two of the five years while less than one-half of urban and suburban hunters did so.

Table 22: Hunting License Purchase Frequency by Urban/Rural Area.

Years	Rural		Suburban		Urban	
	#	%	#	%	#	%
1	100,882	31.3%	32,940	36.9%	10,467	38.6%
2	48,747	15.1%	14,437	16.2%	4,409	16.3%
3	37,360	11.6%	10,425	11.7%	3,175	11.7%
4	39,914	12.4%	10,259	11.5%	2,997	11.1%
5	95,599	29.6%	21,267	23.8%	6,051	22.3%
All Hunters	322,502	100%	89,328	100%	27,099	100%

Lag Rate

This section looks at the average time lag between licenses for those who purchased more than one license during the five-year study period. For hunters, the lag was measured in missed years between licenses. For example, a hunter who purchased a license for the 2008-2009 season and then skipped 2009-2010 before purchasing a license again for 2010-2011 had a lag of one year between licenses. For anglers, the actual number of days between the expiration of one license before the purchase of another was counted. This was then converted to years to make it comparable to hunters.

The average angler went almost one-half a year without a valid fishing license before renewing (Table 23). This compares to an average of less than two-tenths of a year (0.16) missed by the average hunter who renewed a license. Part of this may be due to greater avidity among hunters than anglers. However, it is also likely that the structure of fishing licenses compared to hunting licenses since an angler can wait until their next fishing trip to purchase a license in order to maximize the value they receive.

Table 23: Lag between Licenses.

	Average Years Between Renewals
Anglers	0.46
Hunters	0.16

Angler Lag Rates

Anglers in the 55 to 64 year old age group were the quickest to renew their licenses with an average lag of just over four months (0.34 years). Anglers in the 18 to 34 year old age groups lapsed for over half a year on average. Anglers under the age of 18 had lower than average lapse rates along with the two older age categories (Table 24).

Table 24: Lag between Fishing Licenses by Age.

Age	Average Years Between Renewals
Under 18	0.40
18 to 24	0.57
25 to 34	0.52
35 to 44	0.48
45 to 54	0.43
55 to 64	0.34
65 and Over	0.40
All Renewing Anglers	0.46

Women had longer average lag periods between fishing licenses than did men (Table 25). Women lapsed for over half a year on average.

Table 25: Lag between Fishing Licenses by Gender.

Gender	Average Years Between Renewals
Women	0.56
Men	0.43
All Renewing Anglers	0.46

Rural anglers renewed their licenses sooner, on average, than did suburban and urban anglers (Table 26). Rural anglers had an average lag of 0.44 years between licenses while urban anglers had a lag of half a year. However, this is a difference of only 21 days.

Table 26: Lag between Fishing Licenses by Urban/Rural Area.

Urban/Rural	Average Years Between Renewals
Rural	0.44
Suburban	0.49
Urban	0.50
All Renewing Anglers	0.46

Anglers who purchased a 3-day license during the five year study period had the longest average lag between licenses at 0.8 years, or 293 days (Table 27). Three-year disabled license customer had the shortest average lag between licenses at only 0.19 years (69 days). Anglers who also purchased a hunting license during the study period or a trout permit also renewed their licenses sooner than the average angler.

Table 27: Lag between Fishing Licenses by License Type.

Types of Licenses Purchased	Average Years Between Renewals
Res Fisheries Conservation License	0.46
Res 3 Day Trip Fishing License	0.80
Res 3 Year Disabled Fishing License	0.19
Trout Permit - Resident	0.41

Also Hunts (Any Hunting License)	0.36
All Renewing Anglers	0.46

Hunter Lag Rates

Hunters 18 to 24 years old and 55 and older had higher than average lag rates between licenses (Table 28). Hunters over 64 years of age skipped a third of a year on average between licenses. Since a hunter either skipped a year or didn't, this translates into one out of every three hunters in this age category lapsing for a year between licenses purchases. Hunters under 18 years of age and those in the 35 to 54 year old age groups had the lowest average lag rate of only 0.14 years (or 14 out of every 100 hunters in these age groups skipped a year before renewing).

Table 28: Lag between Hunting Licenses by Age.

Age	Average Years Between Renewals
Under 18	0.14
18 to 24	0.18
25 to 34	0.15
35 to 44	0.14
45 to 54	0.14
55 to 64	0.20
65 and Over	0.32
All Renewing Hunters	0.16

Women hunters had greater average lags between licenses than men with an average lag rate of 0.2 compared to 0.15 (Table 29).

Table 29: Lag between Hunting Licenses by Gender.

Gender	Average Years Between Renewals
Women	0.20
Men	0.15
All Renewing Hunters	0.16

There was not much difference between the average lag rates of rural, suburban, and urban hunters (Table 30). However, rural hunters did have a slightly lower lag rate of 0.15 years compared to 0.17 and 0.18 years respectively for suburban and urban hunters.

Table 30: Lag between Fishing Licenses by Urban/Rural Area.

Urban/Rural	Average Years Between Renewals
Rural	0.15
Suburban	0.17
Urban	0.18
All Renewing Hunters	0.16

Waterfowl stamp buyers had the lowest lag rate between hunting licenses of 0.11 years between licenses (Table 31). Wildlife Conservation license buyers had a higher than average lag rate of 0.21 years between licenses.

Table 31: Lag between Hunting Licenses by License Type.

Types of Licenses Purchased	Average Years Between Renewals
Res Wildlife Conservation License	0.21
Res Sportsman License	0.14
Res Waterfowl Stamp	0.11
Angler (Any Fishing License)	0.15
All Renewing Hunters	0.16

Lapsed vs. Avid License Customers

This section compares “lapsed” license customers to “avid” license customers in order establish differences between these two groups. A lapsed angler is defined as an angler whose last license expired before 2012 while a lapsed hunter is one who did not purchase a license for the 2012-13 license year after purchasing in one of the preceding four years. An avid angler purchased five or more licenses during the five year period (and was not lapsed) and an avid hunter purchased a license for each of the five years. Note that the lapsed and avid groups are mutually exclusive but do not account for all anglers and hunters who purchased a license between 2008 and 2012.

Lapsed anglers accounted for 37.5% of all the anglers from the five year study period while lapsed hunters accounted for 43.3% of all hunters (Table 32). Only 8.4% of anglers could be considered avid while 27.8% of hunters were avid customers, having purchased in all five years.

Table 32: Lapsed and Avid Anglers and Hunters.

Lapsed/Avid	Anglers		Hunters	
	#	%	#	%
Lapsed	339,676	37.5%	191,450	43.3%
Avid	76,234	8.4%	123,152	27.8%
All Anglers	905,523	100.0%	442,296	100.0%

Lapsed/Avid Anglers

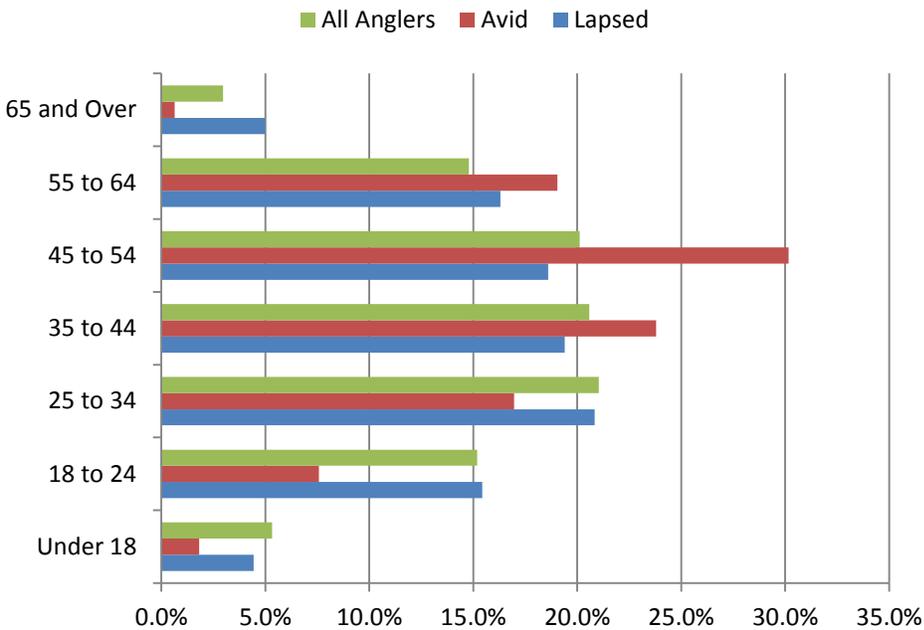
Avid anglers are slightly older than the average angler with an average age of 42.8 compared to 39.1 for all anglers (Table 33). Avid anglers are more likely to be in the 35 to 64 age categories compared to the average angler. This is illustrated clearly in Figure 11.

Table 33: Lapsed and Avid Anglers by Age.

Age	Lapsed		Avid		All Anglers	
	#	%	#	%	#	%
Under 18	15,066	4.4%	1,382	1.8%	48,126	5.3%
18 to 24	52,380	15.4%	5,774	7.6%	137,363	15.2%
25 to 34	70,730	20.8%	12,927	17.0%	190,211	21.0%
35 to 44	65,848	19.4%	18,141	23.8%	186,084	20.6%
45 to 54	63,113	18.6%	22,993	30.2%	181,921	20.1%
55 to 64	55,305	16.3%	14,521	19.1%	133,706	14.8%
65 and Over*	16,907	5.0%	483	0.6%	26,843	3.0%
Total	339,349	100.0%	76,221	100.0%	904,254	100.0%
<i>Average Age</i>	40.1		42.8		39.1	

* Lapsed and Avid rates for anglers 65 and over don't account for the possibility that they may have purchased a lifetime license. However, the inclusion of lifetime licenses would not reveal anything about the lapse rate or avidity of these anglers since they don't need to be renewed once purchased.

Figure 11: Percent Lapsed and Avid Anglers by Age.

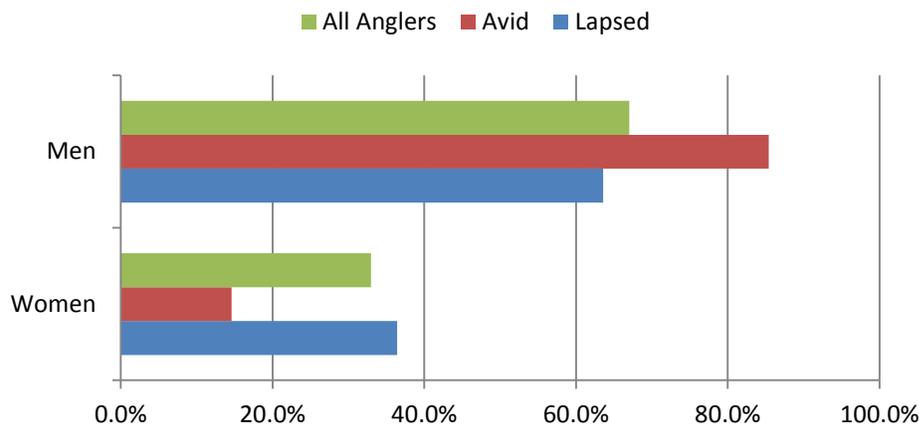


Women are slightly more likely to be lapsed than men, accounting for 36.4% of lapsed anglers compared to 33% of all anglers (Table 34 and Figure 12). Men are much more likely to be avid compared to the general fishing population, accounting for 85.4% of avid anglers.

Table 34: Lapsed and Avid Anglers by Gender.

Gender	Lapsed		Avid		All Anglers	
	#	%	#	%	#	%
Women	122,679	36.4%	11,109	14.6%	297,626	33.0%
Men	214,240	63.6%	65,117	85.4%	605,091	67.0%
Total	336,919	100.0%	76,226	100.0%	902,717	100.0%

Figure 12: Percent Lapsed and Avid Anglers by Gender.



Anglers who purchased a trout permit between 2008 and 2012 are less likely to be lapsed and considerably more likely to be avid than the average anglers (

Table 35). They accounted for 25.6% of lapsed anglers and 43.6% of avid anglers compared to 30.4% of all anglers. Anglers who also purchased a hunting license during the study period were also much more likely to be avid anglers, accounting for 76.7% of avid anglers while only accounting for 37.1% of all anglers.

Table 35: Lapsed and Avid Anglers by Type of License.

Types of Licenses Purchased	Lapsed		Avid		All Anglers	
	#	%	#	%	#	%
Res Fisheries Conservation License	337,377	99.3%	76,233	100.0%	900,129	99.4%
Res 3 Day Trip Fishing License	2,376	0.7%	131	0.2%	3,858	0.4%
Res 3 Year Disabled Fishing License	423	0.1%	177	0.2%	4,020	0.4%
Trout Permit - Resident	86,832	25.6%	33,270	43.6%	275,286	30.4%
Hunter (Any Hunting License)	86,421	25.4%	58,500	76.7%	335,640	37.1%
Total	339,676	100.0%	76,234	100.0%	905,523	100.0%

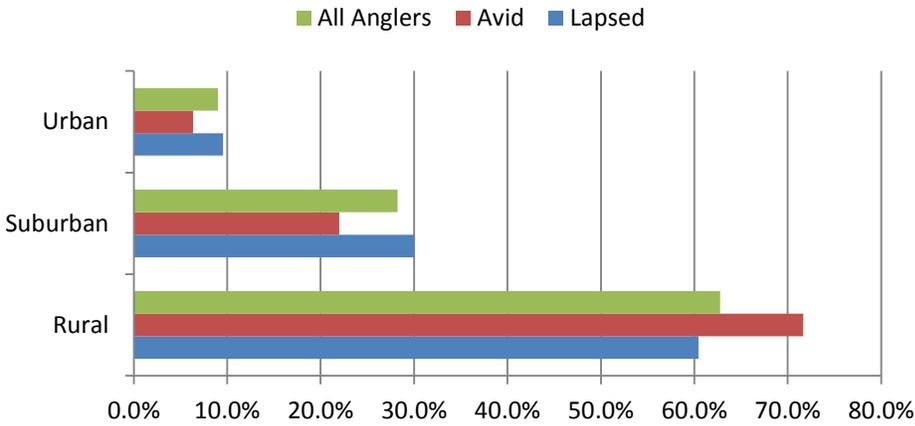
Lapsed anglers are slightly more likely to be from urban or suburban neighborhoods compared to the average angler (

Table 36 and Figure 13). Avid anglers are much more likely to be rural with nearly three-quarters (71.7%) coming from rural areas compared to 62.8% of all anglers.

Table 36: Lapsed and Avid Anglers by Urban/Rural Classification of their Residence.

Urban/Rural	Lapsed		Avid		All Anglers	
	#	%	#	%	#	%
Rural	204,648	60.4%	54,507	71.7%	566,958	62.8%
Suburban	101,544	30.0%	16,726	22.0%	255,249	28.3%
Urban	32,365	9.6%	4,827	6.3%	81,281	9.0%
Total	338,557	100.0%	76,060	100.0%	903,488	100.0%

Figure 13: Percent Lapsed and Avid Anglers by Urban/Rural Classification of their Residence.



Lapsed/Avid Hunters

Both lapsed and avid hunters are slightly older on average than the general hunting (

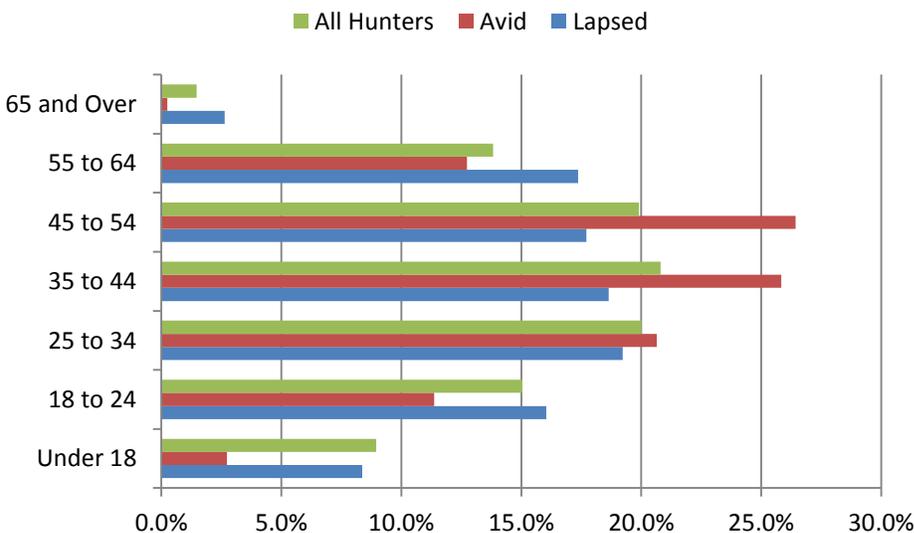
Table 37). Lapsed hunters are more likely to be 55 or older while avid hunters are more likely to be in the 35 to 54 age groups. This is clearly illustrated in Figure 14. Over half of all avid hunters were between 35 and 54 years old.

Table 37: Lapsed and Avid Hunters by Age.

Age	Lapsed		Avid		All Hunters	
	#	%	#	%	#	%
Under 18	15,998	8.4%	3,364	2.7%	39,511	9.0%
18 to 24	30,650	16.0%	13,989	11.4%	66,345	15.0%
25 to 34	36,723	19.2%	25,423	20.7%	88,224	20.0%
35 to 44	35,612	18.6%	31,799	25.8%	91,746	20.8%
45 to 54	33,839	17.7%	32,543	26.4%	87,801	19.9%
55 to 64	33,169	17.4%	15,676	12.7%	60,953	13.8%
65 and Over*	5,034	2.6%	304	0.2%	6,447	1.5%
Total	191,025	100.0%	123,098	100.0%	441,027	100.0%
<i>Average Age</i>	38.7		39.7		37.7	

* Lapsed and Avid rates for hunters 65 and over don't account for the possibility that they may have purchased a lifetime license. However, the inclusion of lifetime licenses would not reveal anything about the lapse rate or avidity of these hunters since they don't need to be renewed once purchased.

Figure 14: Percent Lapsed and Avid Hunters by Age.

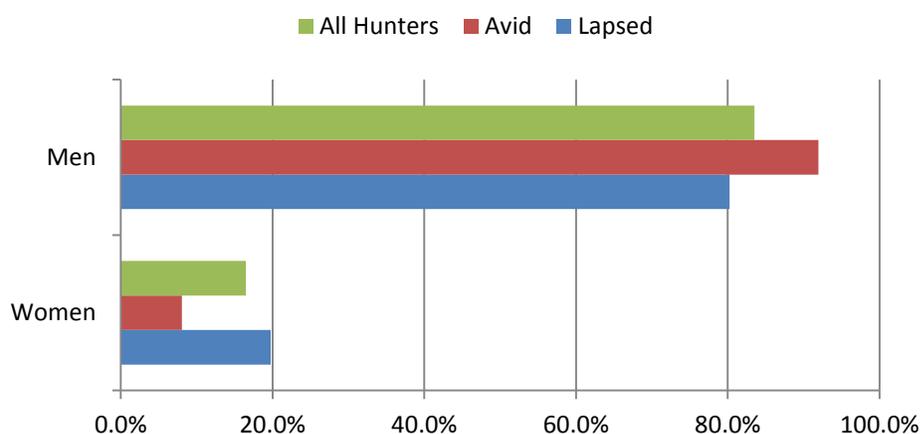


Similar to lapsed anglers, lapsed hunters are more likely to be women compared to the general population while avid hunters are more likely to be men (Table 38 and Figure 15). Women made up 19.8% of lapsed hunters but only 8.1% of avid hunters.

Table 38: Lapsed and Avid Hunters by Gender.

Gender	Lapsed		Avid		All Hunters	
	#	%	#	%	#	%
Women	37,759	19.8%	9,924	8.1%	72,766	16.5%
Men	153,413	80.2%	113,218	91.9%	369,067	83.5%
Total	191,172	100.0%	123,142	100.0%	441,833	100.0%

Figure 15: Percent Lapsed and Avid Hunters by Gender.



Lapsed hunters were more likely to have purchased a Wildlife Conservation license than a Sportsman license compared to the avid hunters or the general hunting population (Table 39). Nearly all avid hunters (97%) purchased a Sportsman license at one time during the five year study period compared to 70.5% of lapsed hunters. Waterfowl hunters are more likely to be avid hunters making up 31% of avid hunters compared to 21% of the general hunting population and only 14% of lapsed hunters. Hunters who also purchased a fishing license were also much more likely to be avid hunters accounting for 90% of avid hunters.

Table 39: Lapsed and Avid Hunters by Type of License.

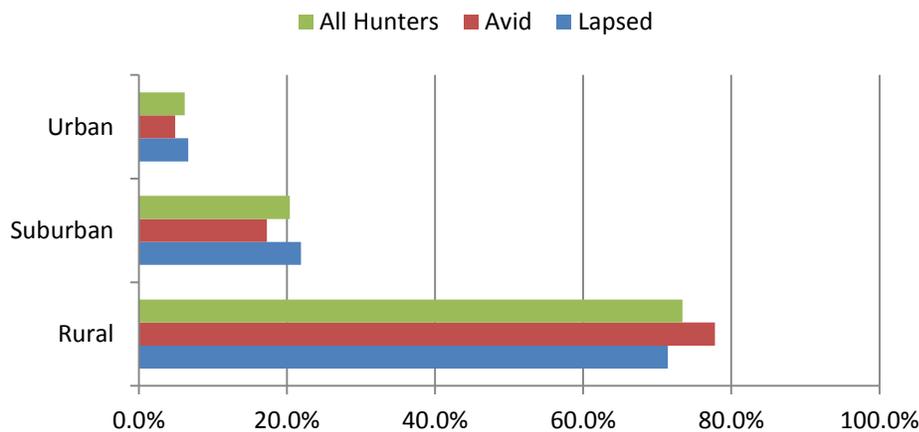
Types of Licenses Purchased	Lapsed		Avid		All Hunters	
	#	%	#	%	#	%
Res Wildlife Conservation License	79,591	41.6%	27,908	22.7%	159,409	36.0%
Res Sportsman License	135,038	70.5%	119,716	97.2%	359,121	81.2%
Res Waterfowl Stamp	27,247	14.2%	38,007	30.9%	92,656	20.9%
Angler (Any Fishing License)	128,118	66.9%	110,998	90.1%	335,640	75.9%
Total	191,450	100.0%	123,152	100.0%	442,296	100.0%

The urban/rural distribution of lapsed vs. avid hunters is not as great as it is for anglers. However, avid hunters are more likely to be rural accounting for 77.8% of avid hunters but only 71.4% of lapsed hunters and 73.4% of all hunters (Table 40 and Figure 16).

Table 40: Lapsed and Avid Hunters by Urban/Rural Classification of their Residence.

Urban/Rural	Lapsed		Avid		All Hunters	
	#	%	#	%	#	%
Rural	136,232	71.4%	95,599	77.8%	323,840	73.4%
Suburban	41,803	21.9%	21,267	17.3%	89,983	20.4%
Urban	12,729	6.7%	6,051	4.9%	27,358	6.2%
Total	190,764	100.0%	122,917	100.0%	441,181	100.0%

Figure 16: Percent Lapsed and Avid Hunters by Urban/Rural Classification of their Residence.



Appendix A: Annual Anglers and Hunters and Participation Rates by Age, 2008-2012.

The analysis presented here examines anglers and hunters by age, individually for each of the five years in the study period to determine if there has been a trend towards older or younger license customers during this period. As seen in Table 41, average ages didn't change drastically over this period. However, anglers were on average slightly younger in 2012 compared to 2008 while hunters were slightly older, both by roughly two-tenths of a year.

Table 41: Average Age of Anglers and Hunters, 2008-2012.

	2008	2009	2010	2011	2012
Anglers	41.2	41.2	41.3	41.3	41.0
Hunters	39.9	40.0	40.1	40.2	40.1

Anglers by Single Year of Age

Table 42 shows anglers by single year of age for each of the five calendar years covered by the study period and the percent of all anglers by age. Note that for anglers 65 and older, this only represents those anglers that purchased one of the annual fishing licenses and those who held lifetime licenses are not included. Additionally, a handful of anglers were 15 years of age the year in which their license became valid but likely turned 16 before it expired.

Table 42 shows generally rising angler numbers for most ages between 2008 and 2012.

Table 42: Anglers by Age, 2008-2012.

Age	2008		2009		2010		2011		2012	
	#	%	#	%	#	%	#	%	#	%
15	25	0.0%	16	0.0%	12	0.0%	18	0.0%	17	0.0%
16	3,414	0.9%	3,539	0.9%	3,687	1.0%	3,605	1.0%	3,930	1.0%
17	5,798	1.6%	5,951	1.6%	6,044	1.6%	5,935	1.7%	6,552	1.7%
18	6,129	1.7%	6,212	1.6%	6,117	1.6%	6,058	1.7%	6,956	1.8%
19	6,334	1.7%	6,517	1.7%	6,582	1.8%	6,158	1.7%	6,877	1.8%
20	6,214	1.7%	6,606	1.7%	6,727	1.8%	6,342	1.8%	6,798	1.8%
21	6,346	1.7%	6,617	1.7%	6,711	1.8%	6,385	1.8%	7,019	1.9%
22	6,504	1.8%	6,829	1.8%	6,888	1.8%	6,673	1.9%	7,323	1.9%
23	6,899	1.9%	7,011	1.8%	6,748	1.8%	6,489	1.8%	7,391	2.0%
24	6,928	1.9%	7,188	1.9%	7,049	1.9%	6,660	1.9%	7,370	1.9%
25	7,174	1.9%	7,188	1.9%	7,306	1.9%	6,817	1.9%	7,333	1.9%
26	7,382	2.0%	7,512	2.0%	7,220	1.9%	7,029	2.0%	7,352	1.9%
27	7,358	2.0%	7,498	2.0%	7,406	2.0%	7,103	2.0%	7,548	2.0%

28	7,712	2.1%	7,546	2.0%	7,671	2.0%	7,197	2.0%	7,586	2.0%
29	7,566	2.1%	8,061	2.1%	7,570	2.0%	7,270	2.0%	7,785	2.1%
30	7,158	1.9%	7,731	2.0%	7,920	2.1%	7,204	2.0%	7,757	2.0%
31	7,713	2.1%	7,432	2.0%	7,649	2.0%	7,597	2.1%	7,695	2.0%
32	7,248	2.0%	7,931	2.1%	7,306	1.9%	7,388	2.1%	8,145	2.2%
33	7,331	2.0%	7,478	2.0%	7,922	2.1%	7,138	2.0%	7,779	2.1%
34	7,451	2.0%	7,424	2.0%	7,435	2.0%	7,579	2.1%	7,459	2.0%
35	7,615	2.1%	7,627	2.0%	7,446	2.0%	7,132	2.0%	7,859	2.1%
36	7,841	2.1%	7,841	2.1%	7,542	2.0%	7,021	2.0%	7,579	2.0%
37	8,251	2.2%	8,065	2.1%	7,795	2.1%	7,235	2.0%	7,502	2.0%
38	8,275	2.2%	8,468	2.2%	7,841	2.1%	7,441	2.1%	7,584	2.0%
39	8,060	2.2%	8,684	2.3%	8,386	2.2%	7,528	2.1%	7,811	2.1%
40	8,061	2.2%	8,212	2.2%	8,390	2.2%	8,033	2.2%	7,944	2.1%
41	7,934	2.2%	8,126	2.1%	8,130	2.2%	8,150	2.3%	8,368	2.2%
42	7,768	2.1%	8,011	2.1%	7,969	2.1%	7,788	2.2%	8,405	2.2%
43	8,258	2.2%	7,940	2.1%	7,958	2.1%	7,514	2.1%	7,982	2.1%
44	9,121	2.5%	8,591	2.3%	7,785	2.1%	7,378	2.1%	7,942	2.1%
45	9,089	2.5%	9,285	2.4%	8,334	2.2%	7,438	2.1%	7,803	2.1%
46	9,171	2.5%	9,262	2.4%	9,073	2.4%	7,875	2.2%	7,862	2.1%
47	8,881	2.4%	9,230	2.4%	9,015	2.4%	8,615	2.4%	8,233	2.2%
48	8,746	2.4%	9,064	2.4%	9,061	2.4%	8,597	2.4%	8,960	2.4%
49	8,555	2.3%	8,993	2.4%	8,764	2.3%	8,605	2.4%	8,935	2.4%
50	8,356	2.3%	8,778	2.3%	8,616	2.3%	8,382	2.3%	8,906	2.4%
51	8,195	2.2%	8,542	2.3%	8,637	2.3%	8,228	2.3%	8,653	2.3%
52	7,950	2.2%	8,415	2.2%	8,336	2.2%	8,094	2.3%	8,503	2.2%
53	7,562	2.1%	8,168	2.2%	8,219	2.2%	7,702	2.1%	8,097	2.1%
54	7,378	2.0%	7,797	2.1%	7,917	2.1%	7,620	2.1%	7,991	2.1%
55	7,157	1.9%	7,640	2.0%	7,543	2.0%	7,420	2.1%	7,883	2.1%
56	6,996	1.9%	7,316	1.9%	7,372	2.0%	7,090	2.0%	7,493	2.0%
57	6,805	1.8%	7,194	1.9%	7,163	1.9%	7,006	2.0%	7,283	1.9%
58	6,502	1.8%	6,775	1.8%	7,019	1.9%	6,738	1.9%	7,128	1.9%

59	6,637	1.8%	6,671	1.8%	6,656	1.8%	6,498	1.8%	6,853	1.8%
60	6,525	1.8%	6,718	1.8%	6,516	1.7%	6,271	1.8%	6,640	1.8%
61	6,862	1.9%	6,532	1.7%	6,448	1.7%	6,025	1.7%	6,333	1.7%
62	6,242	1.7%	6,980	1.8%	6,533	1.7%	6,150	1.7%	6,158	1.6%
63	5,254	1.4%	6,390	1.7%	6,958	1.9%	6,140	1.7%	6,193	1.6%
64	5,384	1.5%	5,118	1.3%	6,188	1.6%	6,296	1.8%	6,050	1.6%
65	2,987	0.8%	2,988	0.8%	2,699	0.7%	3,180	0.9%	3,478	0.9%
66	1,772	0.5%	1,613	0.4%	1,504	0.4%	1,340	0.4%	1,847	0.5%
67	1,125	0.3%	1,256	0.3%	1,088	0.3%	1,054	0.3%	1,100	0.3%
68	950	0.3%	898	0.2%	946	0.3%	781	0.2%	848	0.2%
69	788	0.2%	703	0.2%	658	0.2%	659	0.2%	678	0.2%
70	627	0.2%	572	0.2%	572	0.2%	494	0.1%	611	0.2%
71	458	0.1%	483	0.1%	428	0.1%	396	0.1%	446	0.1%
72	374	0.1%	372	0.1%	384	0.1%	316	0.1%	359	0.1%
73	318	0.1%	307	0.1%	271	0.1%	289	0.1%	265	0.1%
74	235	0.1%	263	0.1%	245	0.1%	215	0.1%	270	0.1%
75	179	0.0%	200	0.1%	192	0.1%	166	0.0%	210	0.1%
76	175	0.0%	176	0.0%	156	0.0%	137	0.0%	146	0.0%
77	143	0.0%	140	0.0%	148	0.0%	100	0.0%	145	0.0%
78	108	0.0%	112	0.0%	98	0.0%	114	0.0%	97	0.0%
79	100	0.0%	81	0.0%	77	0.0%	78	0.0%	103	0.0%
80	74	0.0%	66	0.0%	69	0.0%	57	0.0%	78	0.0%
81	50	0.0%	49	0.0%	52	0.0%	51	0.0%	37	0.0%
82	44	0.0%	51	0.0%	49	0.0%	32	0.0%	45	0.0%
83	34	0.0%	35	0.0%	46	0.0%	36	0.0%	27	0.0%
84	31	0.0%	29	0.0%	24	0.0%	31	0.0%	24	0.0%
85+	91	0.0%	105	0.0%	115	0.0%	90	0.0%	97	0.0%
Total	368,778	100%	379,219	100%	375,401	100%	358,271	100%	378,516	100%

Table 43 shows the participation rates by age relative the general population of Arkansas. This is also shown in Figure 17 for just those anglers aged 16 to 65. After 65 annual participation rates drop off steeply due to the availability of the lifetime license option. Figure 17 shows that angling participation

decreased slightly among older residents over the five year period but that there was no clear trend among younger ones. In general, though, the short time frame makes it difficult to establish any trends.

Table 43: Angling Participation Rates by Age, 2008-2012.⁵

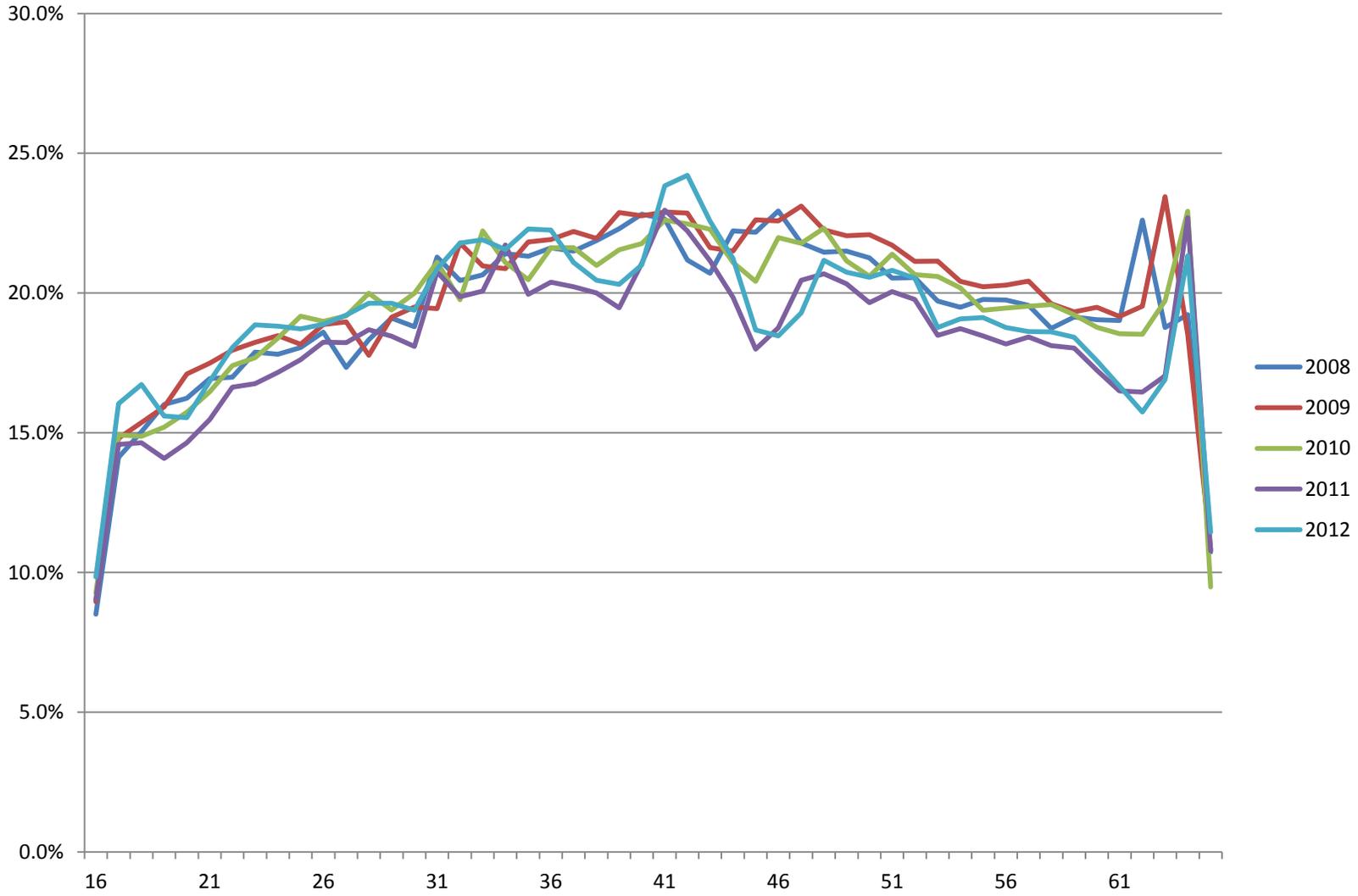
Age	2008	2009	2010	2011	2012
15	0.1%	0.0%	0.0%	0.0%	0.0%
16	8.5%	8.9%	9.3%	9.0%	9.8%
17	14.1%	14.8%	14.9%	14.6%	16.0%
18	15.0%	15.4%	14.9%	14.6%	16.7%
19	16.0%	15.9%	15.2%	14.1%	15.6%
20	16.2%	17.1%	15.7%	14.6%	15.5%
21	16.9%	17.5%	16.5%	15.5%	16.8%
22	17.0%	18.0%	17.4%	16.6%	18.1%
23	17.9%	18.2%	17.7%	16.8%	18.9%
24	17.8%	18.5%	18.4%	17.2%	18.8%
25	18.0%	18.2%	19.2%	17.6%	18.7%
26	18.6%	18.9%	19.0%	18.2%	18.9%
27	17.3%	19.0%	19.2%	18.2%	19.2%
28	18.3%	17.8%	20.0%	18.7%	19.6%
29	19.1%	19.1%	19.4%	18.5%	19.6%
30	18.8%	19.5%	20.0%	18.1%	19.4%
31	21.3%	19.4%	21.1%	20.8%	20.9%
32	20.4%	21.8%	19.8%	19.9%	21.8%
33	20.6%	21.0%	22.2%	20.1%	21.9%
34	21.4%	20.9%	21.1%	21.7%	21.6%
35	21.3%	21.8%	20.5%	20.0%	22.3%
36	21.6%	21.9%	21.6%	20.4%	22.2%
37	21.5%	22.2%	21.6%	20.2%	21.1%
38	21.9%	21.9%	21.0%	20.0%	20.5%
39	22.3%	22.9%	21.5%	19.5%	20.3%
40	22.8%	22.8%	21.8%	21.1%	21.0%
41	22.6%	22.9%	22.6%	23.0%	23.8%
42	21.2%	22.9%	22.5%	22.2%	24.2%
43	20.7%	21.6%	22.3%	21.2%	22.6%
44	22.2%	21.5%	21.1%	19.8%	21.2%
45	22.2%	22.6%	20.4%	18.0%	18.7%
46	22.9%	22.6%	22.0%	18.8%	18.5%
47	21.8%	23.1%	21.8%	20.5%	19.3%
48	21.5%	22.3%	22.3%	20.7%	21.2%
49	21.5%	22.1%	21.2%	20.3%	20.7%
50	21.3%	22.1%	20.6%	19.7%	20.6%
51	20.5%	21.7%	21.4%	20.0%	20.8%

⁵ Anglers as a percent of the general population.

52	20.5%	21.1%	20.7%	19.8%	20.5%
53	19.7%	21.1%	20.6%	18.5%	18.8%
54	19.5%	20.4%	20.2%	18.7%	19.1%
55	19.8%	20.2%	19.4%	18.5%	19.1%
56	19.8%	20.3%	19.5%	18.2%	18.8%
57	19.6%	20.4%	19.5%	18.4%	18.6%
58	18.7%	19.6%	19.6%	18.1%	18.6%
59	19.1%	19.3%	19.2%	18.0%	18.4%
60	19.0%	19.5%	18.8%	17.2%	17.6%
61	19.0%	19.2%	18.5%	16.5%	16.7%
62	22.6%	19.5%	18.5%	16.5%	15.7%
63	18.8%	23.4%	19.7%	17.0%	16.9%
64	19.2%	18.5%	22.9%	22.7%	21.3%
65	10.7%	10.8%	9.5%	10.8%	11.4%
66	7.0%	5.9%	5.3%	4.6%	6.2%
67	4.7%	5.1%	3.9%	3.7%	3.8%
68	4.2%	3.9%	3.7%	3.0%	3.2%
69	3.7%	3.2%	2.8%	2.7%	2.8%
70	3.0%	2.8%	2.5%	2.1%	2.6%
71	2.4%	2.4%	2.0%	1.8%	2.1%
72	2.0%	2.0%	1.9%	1.6%	1.8%
73	1.7%	1.7%	1.5%	1.6%	1.4%
74	1.4%	1.5%	1.3%	1.2%	1.5%
75	1.1%	1.2%	1.1%	0.9%	1.2%
76	1.1%	1.1%	1.0%	0.8%	0.9%
77	0.9%	0.9%	1.0%	0.6%	0.9%
78	0.7%	0.8%	0.7%	0.8%	0.7%
79	0.7%	0.6%	0.6%	0.6%	0.7%
80	0.6%	0.5%	0.5%	0.4%	0.6%
81	0.4%	0.4%	0.4%	0.4%	0.3%
82	0.4%	0.4%	0.4%	0.3%	0.4%
83	0.3%	0.3%	0.4%	0.3%	0.2%
84	0.3%	0.3%	0.2%	0.3%	0.2%
85+	0.2%	0.2%	0.2%	0.2%	0.2%
Total*	16.2%	16.5%	16.2%	15.2%	15.9%

* Population 15 years and older.

Figure 17: Angler Participation by Age, 16 to 65 year olds, 2008-2012.



Hunters by Single Year of Age

Table 44 shows hunters by single year of age for each of the five license years covered by the study period and the percent of all hunters by age. Note that for hunters 65 and older, this only represents those that purchased an annual hunting license and that those who held lifetime licenses are not included.

Additionally, a handful of hunter were 15 years of age the calendar year in which their license became valid but likely turned 16 before it expired.

Table 44 shows generally declining hunter numbers for the younger ages and growing hunter numbers for older ages. However, the change in terms of the percent of all hunters is very small and hard to discern from this table.

Table 44: Hunters by Age, 2008-2012.

Age	2008		2009		2010		2011		2012	
	#	%	#	%	#	%	#	%	#	%
15	242	0.1%	215	0.1%	235	0.1%	178	0.1%	20	0.0%
16	4,665	1.8%	4,656	1.8%	4,767	1.9%	4,695	1.9%	5,045	2.0%
17	5,342	2.1%	4,955	1.9%	5,132	2.0%	5,076	2.0%	5,205	2.1%
18	5,276	2.0%	5,035	2.0%	4,731	1.9%	4,877	2.0%	4,991	2.0%
19	5,056	1.9%	4,871	1.9%	4,825	1.9%	4,565	1.8%	4,813	1.9%
20	4,685	1.8%	4,867	1.9%	4,769	1.9%	4,701	1.9%	4,572	1.8%
21	4,734	1.8%	4,555	1.8%	4,729	1.9%	4,649	1.9%	4,739	1.9%
22	4,795	1.8%	4,566	1.8%	4,470	1.8%	4,665	1.9%	4,700	1.9%
23	4,844	1.9%	4,695	1.8%	4,691	1.9%	4,470	1.8%	4,770	1.9%
24	5,012	1.9%	4,774	1.9%	4,689	1.9%	4,587	1.8%	4,643	1.9%
25	5,109	2.0%	4,927	1.9%	4,706	1.9%	4,698	1.9%	4,647	1.9%
26	5,157	2.0%	5,065	2.0%	4,912	2.0%	4,712	1.9%	4,768	1.9%
27	5,011	1.9%	5,111	2.0%	4,940	2.0%	4,831	1.9%	4,803	1.9%
28	5,330	2.1%	5,007	2.0%	5,094	2.0%	4,926	2.0%	4,858	2.0%
29	5,287	2.0%	5,198	2.0%	4,985	2.0%	4,977	2.0%	5,004	2.0%
30	4,984	1.9%	5,173	2.0%	5,195	2.1%	4,971	2.0%	5,025	2.0%
31	5,398	2.1%	4,853	1.9%	5,086	2.0%	5,138	2.1%	4,959	2.0%
32	5,040	1.9%	5,302	2.1%	4,842	1.9%	5,097	2.1%	5,235	2.1%
33	5,132	2.0%	4,996	2.0%	5,262	2.1%	4,700	1.9%	5,158	2.1%
34	5,357	2.1%	5,109	2.0%	4,907	1.9%	5,242	2.1%	4,804	1.9%
35	5,564	2.1%	5,288	2.1%	5,025	2.0%	4,865	2.0%	5,261	2.1%
36	5,692	2.2%	5,493	2.2%	5,229	2.1%	4,993	2.0%	4,885	2.0%
37	5,921	2.3%	5,578	2.2%	5,425	2.2%	5,209	2.1%	4,992	2.0%
38	5,988	2.3%	5,801	2.3%	5,445	2.2%	5,399	2.2%	5,187	2.1%
39	5,882	2.3%	5,882	2.3%	5,733	2.3%	5,340	2.2%	5,351	2.2%
40	5,951	2.3%	5,713	2.2%	5,802	2.3%	5,644	2.3%	5,425	2.2%
41	5,772	2.2%	5,880	2.3%	5,598	2.2%	5,771	2.3%	5,619	2.3%
42	5,731	2.2%	5,627	2.2%	5,716	2.3%	5,519	2.2%	5,720	2.3%
43	6,061	2.3%	5,611	2.2%	5,515	2.2%	5,668	2.3%	5,546	2.2%
44	6,735	2.6%	5,960	2.3%	5,471	2.2%	5,418	2.2%	5,555	2.2%

45	6,641	2.6%	6,544	2.6%	5,855	2.3%	5,421	2.2%	5,302	2.1%
46	6,551	2.5%	6,450	2.5%	6,448	2.6%	5,726	2.3%	5,339	2.1%
47	6,372	2.5%	6,341	2.5%	6,321	2.5%	6,228	2.5%	5,667	2.3%
48	6,235	2.4%	6,136	2.4%	6,198	2.5%	6,140	2.5%	6,159	2.5%
49	5,994	2.3%	6,070	2.4%	5,997	2.4%	6,066	2.4%	6,060	2.4%
50	5,711	2.2%	5,862	2.3%	5,874	2.3%	5,781	2.3%	5,923	2.4%
51	5,658	2.2%	5,496	2.2%	5,689	2.3%	5,754	2.3%	5,803	2.3%
52	5,437	2.1%	5,515	2.2%	5,381	2.1%	5,611	2.3%	5,570	2.2%
53	5,166	2.0%	5,230	2.1%	5,388	2.1%	5,247	2.1%	5,441	2.2%
54	5,043	1.9%	4,974	2.0%	5,060	2.0%	5,223	2.1%	5,132	2.1%
55	4,969	1.9%	4,909	1.9%	4,884	1.9%	4,968	2.0%	5,136	2.1%
56	4,709	1.8%	4,803	1.9%	4,803	1.9%	4,703	1.9%	4,887	2.0%
57	4,563	1.8%	4,484	1.8%	4,665	1.9%	4,580	1.8%	4,640	1.9%
58	4,414	1.7%	4,396	1.7%	4,376	1.7%	4,438	1.8%	4,512	1.8%
59	4,251	1.6%	4,283	1.7%	4,246	1.7%	4,227	1.7%	4,402	1.8%
60	4,188	1.6%	4,062	1.6%	4,068	1.6%	4,055	1.6%	4,066	1.6%
61	4,318	1.7%	4,016	1.6%	3,936	1.6%	3,828	1.5%	3,917	1.6%
62	3,788	1.5%	4,167	1.6%	3,887	1.5%	3,777	1.5%	3,731	1.5%
63	3,121	1.2%	3,671	1.4%	4,050	1.6%	3,725	1.5%	3,631	1.5%
64	3,249	1.3%	3,019	1.2%	3,575	1.4%	3,794	1.5%	3,534	1.4%
65	1,129	0.4%	1,034	0.4%	987	0.4%	1,177	0.5%	1,321	0.5%
66	600	0.2%	521	0.2%	470	0.2%	482	0.2%	518	0.2%
67	386	0.1%	365	0.1%	353	0.1%	344	0.1%	341	0.1%
68	325	0.1%	270	0.1%	266	0.1%	246	0.1%	252	0.1%
69	221	0.1%	213	0.1%	210	0.1%	196	0.1%	193	0.1%
70	181	0.1%	146	0.1%	173	0.1%	168	0.1%	153	0.1%
71	117	0.0%	135	0.1%	128	0.1%	123	0.0%	147	0.1%
72	105	0.0%	86	0.0%	111	0.0%	93	0.0%	98	0.0%
73	75	0.0%	70	0.0%	63	0.0%	98	0.0%	72	0.0%
74	68	0.0%	63	0.0%	57	0.0%	60	0.0%	90	0.0%
75	42	0.0%	43	0.0%	47	0.0%	52	0.0%	44	0.0%
76	51	0.0%	35	0.0%	37	0.0%	35	0.0%	40	0.0%
77	50	0.0%	35	0.0%	35	0.0%	27	0.0%	29	0.0%
78	28	0.0%	27	0.0%	31	0.0%	31	0.0%	25	0.0%
79	13	0.0%	23	0.0%	23	0.0%	24	0.0%	26	0.0%
80	13	0.0%	11	0.0%	14	0.0%	20	0.0%	18	0.0%
81	15	0.0%	8	0.0%	12	0.0%	13	0.0%	13	0.0%
82	9	0.0%	13	0.0%	9	0.0%	6	0.0%	10	0.0%
83	8	0.0%	5	0.0%	9	0.0%	8	0.0%	7	0.0%
84	2	0.0%	7	0.0%	7	0.0%	4	0.0%	7	0.0%
85+	17	0.0%	12	0.0%	10	0.0%	12	0.0%	13	0.0%
Total	259,586	100%	254,313	100%	251,679	100%	248,092	100%	248,569	100%

Table 45 and Figure 18 show declining hunting participation relative to the general population across almost all ages. The decline has been the largest among those in their mid to late forties with participation falling from 16.4% to 12.5% among 46 year olds. Participation also fell more than average among residents in their early 60's. However, as shown in Table 41, above, the average age of hunters rose slightly during this period.

Table 45: Hunter Participation Rates by Age, 2008-2012.⁶

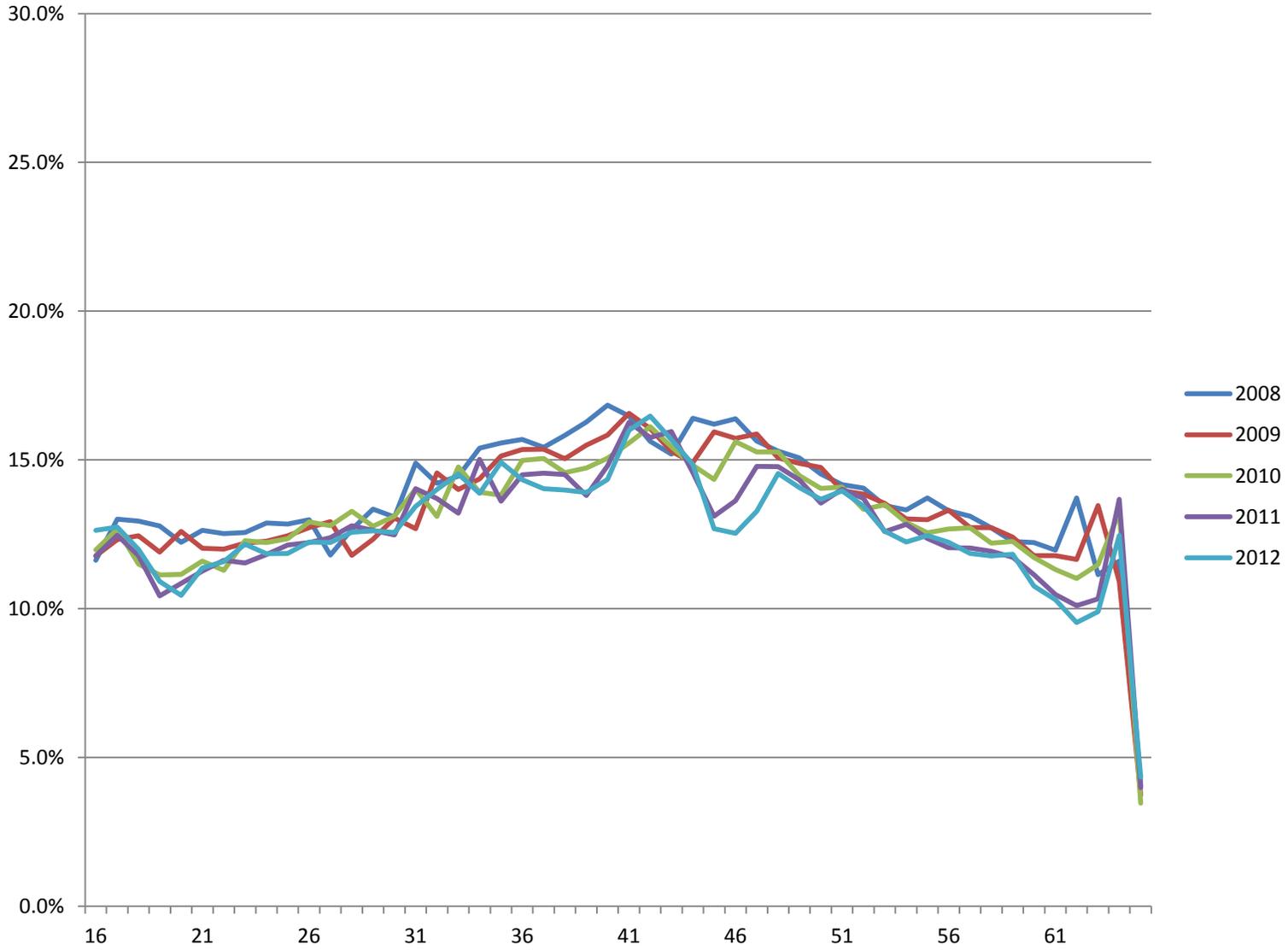
Age	2008	2009	2010	2011	2012
15	0.6%	0.6%	0.6%	0.5%	0.1%
16	11.6%	11.8%	12.0%	11.8%	12.6%
17	13.0%	12.3%	12.7%	12.5%	12.7%
18	12.9%	12.4%	11.5%	11.8%	12.0%
19	12.8%	11.9%	11.1%	10.4%	10.9%
20	12.2%	12.6%	11.2%	10.9%	10.4%
21	12.6%	12.0%	11.6%	11.3%	11.4%
22	12.5%	12.0%	11.3%	11.6%	11.6%
23	12.6%	12.2%	12.3%	11.5%	12.2%
24	12.9%	12.3%	12.2%	11.8%	11.9%
25	12.8%	12.5%	12.3%	12.1%	11.9%
26	13.0%	12.7%	12.9%	12.2%	12.2%
27	11.8%	12.9%	12.8%	12.4%	12.2%
28	12.7%	11.8%	13.3%	12.8%	12.6%
29	13.3%	12.3%	12.8%	12.6%	12.6%
30	13.1%	13.0%	13.1%	12.5%	12.6%
31	14.9%	12.7%	14.0%	14.0%	13.4%
32	14.2%	14.6%	13.1%	13.7%	14.0%
33	14.5%	14.0%	14.8%	13.2%	14.5%
34	15.4%	14.4%	13.9%	15.0%	13.9%
35	15.6%	15.1%	13.8%	13.6%	14.9%
36	15.7%	15.4%	15.0%	14.5%	14.3%
37	15.4%	15.4%	15.1%	14.6%	14.0%
38	15.8%	15.0%	14.6%	14.5%	14.0%
39	16.3%	15.5%	14.7%	13.8%	13.9%
40	16.8%	15.8%	15.1%	14.8%	14.3%
41	16.5%	16.6%	15.6%	16.3%	16.0%
42	15.6%	16.1%	16.1%	15.7%	16.5%
43	15.2%	15.3%	15.4%	16.0%	15.7%
44	16.4%	14.9%	14.8%	14.6%	14.9%
45	16.2%	15.9%	14.3%	13.1%	12.7%
46	16.4%	15.7%	15.6%	13.6%	12.5%
47	15.6%	15.9%	15.3%	14.8%	13.3%

⁶ Hunters as a percent of the general population.

48	15.3%	15.1%	15.3%	14.8%	14.5%
49	15.1%	14.9%	14.5%	14.3%	14.1%
50	14.5%	14.8%	14.0%	13.6%	13.7%
51	14.2%	14.0%	14.1%	14.0%	14.0%
52	14.1%	13.9%	13.3%	13.7%	13.4%
53	13.5%	13.5%	13.5%	12.6%	12.6%
54	13.3%	13.0%	12.9%	12.8%	12.2%
55	13.7%	13.0%	12.6%	12.4%	12.5%
56	13.3%	13.3%	12.7%	12.1%	12.2%
57	13.1%	12.7%	12.7%	12.0%	11.9%
58	12.7%	12.7%	12.2%	11.9%	11.8%
59	12.3%	12.4%	12.3%	11.7%	11.8%
60	12.2%	11.8%	11.7%	11.1%	10.8%
61	12.0%	11.8%	11.3%	10.5%	10.3%
62	13.7%	11.7%	11.0%	10.1%	9.5%
63	11.1%	13.5%	11.5%	10.3%	9.9%
64	11.6%	10.9%	13.2%	13.7%	12.5%
65	4.1%	3.7%	3.5%	4.0%	4.3%
66	2.4%	1.9%	1.7%	1.6%	1.7%
67	1.6%	1.5%	1.3%	1.2%	1.2%
68	1.4%	1.2%	1.1%	1.0%	1.0%
69	1.0%	1.0%	0.9%	0.8%	0.8%
70	0.9%	0.7%	0.8%	0.7%	0.7%
71	0.6%	0.7%	0.6%	0.6%	0.7%
72	0.6%	0.5%	0.5%	0.5%	0.5%
73	0.4%	0.4%	0.3%	0.5%	0.4%
74	0.4%	0.4%	0.3%	0.3%	0.5%
75	0.3%	0.3%	0.3%	0.3%	0.2%
76	0.3%	0.2%	0.2%	0.2%	0.2%
77	0.3%	0.2%	0.2%	0.2%	0.2%
78	0.2%	0.2%	0.2%	0.2%	0.2%
79	0.1%	0.2%	0.2%	0.2%	0.2%
80	0.1%	0.1%	0.1%	0.2%	0.1%
81	0.1%	0.1%	0.1%	0.1%	0.1%
82	0.1%	0.1%	0.1%	0.1%	0.1%
83	0.1%	0.0%	0.1%	0.1%	0.1%
84	0.0%	0.1%	0.1%	0.0%	0.1%
85+	0.0%	0.0%	0.0%	0.0%	0.0%
Total*	11.4%	11.1%	10.8%	10.5%	10.4%

* Population 15 years and older.

Figure 18: Hunter Participation by Age, 16 to 65 year olds, 2008-2012



Appendix B: ESRI Urbanization Group Definitions

The rural/urban classifications used in this report are based on categories appended to individual license records by Address Coder software produced by ESRI. The information is based on the street address of the individual license holders. In the report tables, the eleven rural/urban categories are collapsed into three general types: Urban (categories U1, U2, U3, U4), Suburban (categories U5, U6, U7, U8) and Rural (categories U9, U10, U11).

Tapestry Segmentation includes 65 distinctive market segments to profile the diversity of the American population and two ways to summarize and simplify the differences—LifeMode groups and Urbanization groups. Segments within a LifeMode group share an experience such as being born in the same period or a trait such as affluence. Urbanization groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

Urbanization Group: U1 Principal Urban Centers I *Principal Urban Centers I* represents the most affluent populations of the country's largest metropolitan areas, those with populations of 2.5 million or more. Big-city residents live in apartments instead of single-family homes and take public transportation instead of driving. High population density exemplifies big-city life and its elements such as opportunities for high-paying jobs and paying higher rents and mortgages. Residents are young and just as likely to be single as married. Professional employment is typical, as is diversity. They take frequent vacations to visit family and friends. Foreign travel is important to the foreign-born population in this group. These urbanites embrace the amenities of city life from drinking coffee at the corner Starbucks to visiting museums, going dancing, and dining out. To stay fit, they walk or jog and work out at home or at a fitness club but rarely play team sports. They own the latest in electronics and go online for everything. Because they'd rather go out than stay in, home improvements and furnishings aren't important to them.

Urbanization Group: U2 Principal Urban Centers II *Principal Urban Centers II* represents the aspiring populations of the country's largest cities. This is the youngest (median age of 28.4 years) and most diverse population among the Urbanization groups including many recent arrivals in large "gateway" cities such as New York City, Los Angeles, and Chicago. Although the population density is second only to *Principal Urban Centers I*, it is still significantly lower. The search for affordable housing has moved these residents away from high-rises and into row houses, duplexes, and relatively lower-density buildings; the median home value is \$151,256. Their lifestyle is characterized not only by their locale but also by their youth and nascent socioeconomic status. Their median household income is \$27,935. They are more likely to use public transportation and less likely to own their homes. Families are also more common in *Principal Urban Centers II*. Residents are more likely to buy baby goods and groceries than electronic gadgets.

Urbanization Group: U3 Metro Cities I Upscale homeowners who live in densely populated cities characterize the eight segments in *Metro Cities I*. Their distinction lies in their choice of single-family homes in metropolitan cities. They embrace city living with the benefits of suburban single-family homes. *Metro Cities I* and *Suburban Periphery I* residents have the highest income among the

Urbanization groups. Both their median net worth and median home value are more than twice that of the national level. Most are older than 35 years. Approximately 60 percent of the households are married couples with and without children. These well-educated residents are avid readers, particularly of novels. They are very active financial investors, are health conscious, and enjoy gardening as well as traveling domestically and abroad. They are also world-class shoppers, buying everything from electric tools and small household appliances to women's shoes and clothing.

Urbanization Group: U4 Metro Cities II Ranked third for population density behind *Principal Urban Centers I* and *II*, *Metro Cities II* segments are found in larger cities and densely populated neighborhoods. The eight segments in *Metro Cities II* are neighborhoods in transition that include young starter households and retirees, singleperson households, and families. Most householders rent apartments in multiunit buildings. The young population remains mobile. Many are enrolled in college; most are still trying different jobs. The median household income of this group is \$42,574; however, the disparity of wealth that varies from \$8,892 (*Dorms to Diplomas*) to \$103,158 (*Retirement Communities*) illustrates the wide range of ages and lifestyles in *Metro Cities II*. Consumers in this group look for economy and convenience. They prefer to drive four-door sedans, eat fast food, and shop at convenience stores. Because so many residents rent, few are interested in gardening and home improvement projects.

Urbanization Group: U5 Urban Outskirts I The segments in *Urban Outskirts I* live in higher-density suburban neighborhoods spread across metropolitan areas. Many of these neighborhoods are part of the main hub of social, cultural, and economic activity within the metro area. The proximity of higher-density suburban areas to employment and entertainment venues combines the convenience of access with the advantage of affordable suburban living. The median household income of *Urban Outskirts I* residents is \$57,756, on par with the national median, although the population is slightly younger with a median age of 34 (compared to the national median of 36.9 years). As in established suburban communities, housing is dominated by single-family dwellings but includes rental apartments to accommodate younger households with growing incomes. Owners will tackle do-it-yourself home improvement projects such as simple lighting and bathroom upgrades as well as painting and staining. They also enjoy caring for their lawns and gardens. They walk and swim for exercise; occasionally, they go bowling and fishing and play golf. Televisions are ubiquitous; however, residents are just as likely to read a newspaper or listen to the radio for news and entertainment.

Urbanization Group: U6 Urban Outskirts II The settlement density and housing preferences of *Urban Outskirts II* are similar to *Urban Outskirts I*—high-density suburban neighborhoods in metropolitan areas. However, here the homes are older and the population is younger, with a median age of 31.1 years. Homes can be single-family or multiunit dwellings; nearly half of the housing units were built before 1960. Homes are affordable, with a median home value of \$72,730. Half of the households own their own home, although the younger population is less affluent, with household income approximately half that of the national median. This group includes a variety of household types ranging from the ethnically diverse family households of *Southwestern Families* to the shared and single-person student households found in *College Towns*. They prefer Folger's coffee to Starbucks, current consumption to saving, and shopping at discount retailers instead of patronizing high-end stores.

Urbanization Group: U7 Suburban Periphery I Moving away from the epicenters of city living, peripheral suburban expansion represents lower-density housing development located in metropolitan and micropolitan statistical areas throughout the United States. *Suburban Periphery I* is the largest Urbanization summary group in Tapestry Segmentation, with the most population and households, in addition to the highest annual growth. Married-couple families dominate, approximately half with children, primarily living in their own single-family homes with two cars. They are more likely to employ a lawn and gardening service, hire a professional cleaning service, and invest in home remodeling and improvement projects. This well-educated group not only shares the top rank for current household income with *Metro Cities I* but has also accumulated the most wealth. Because of the suburban location, the median home value is approximately \$100,000 less than that of *Metro Cities I*. To keep up with the latest trends, they are constantly working on home improvement projects and furnishings. They own a variety of securities investments; many track their investments online frequently, and consult with a financial planner. They upgrade to the latest technology including bigscreen TVs, personal computers, and the necessary software and peripherals. Domestic travel is part of their lifestyle. They watch CNN at home.

Urbanization Group: U8 Suburban Periphery II *Suburban Periphery II* incorporates a population density similar to *Suburban Periphery I* but is more likely to be found in urban clusters of smaller cities in metropolitan areas. Housing is still predominantly owner-occupied, single-family homes but is older and closer to employment. Households are a mix, similar to that of the United States as a whole. More than half are married-couple families; one-quarter are singles who live alone. Although the median household income and home value are below the U.S. median, their median net worth is higher. This is the oldest Urbanization summary group in Tapestry Segmentation, with a median age of 41.4 years, and the highest concentration of householders who are older than 65 years. They like to watch a variety of sports, news, or documentary shows on television; occasionally, they will also watch a movie or primetime drama. They prefer to read newspapers instead of magazines but have an equal preference for fiction or nonfiction books. They prefer domestic sedans.

Urbanization Group: U9 Small Towns Small towns represent the ideal in American communities—affordable, close-knit, and apart from the hustle and bustle of city life. The *Small Towns* Urbanization summary group is typical. Active members of their communities, residents participate in public activities, fund-raising, and public meetings. They make a modest living, with a median household income of \$39,244, but their earnings are sufficient to afford a single-family or mobile home. Most of the labor force is employed in manufacturing, construction, or retail sectors; many are already retired. *Heartland Communities* is well settled, but *Small Towns* welcomes the ongoing migration of younger *Crossroads* and older *Senior Sun Seekers*. They are less likely to own a credit card; those who do rarely use it. Technology is not an integral part of life for this group. Many still use a dial-up Internet connection; few will shop online or by phone. Because of their location, satellite TV is preferred, but many households don't subscribe to cable or satellite TV. Favorite pastimes include gardening and lawn care.

Urbanization Group: U10 Rural I Small, nonfarm settlements, some of which are developing in suburban fringe areas, characterize the neighborhoods of *Rural I*. Married-couple families, many with grown

children who have left home, work hard in blue-collar occupations. Some are self-employed with small businesses or farms. Their median age of 40.5 years is slightly older than that of the United States median. Their median household income of \$54,005 enables them to enjoy the comforts of large singlefamily homes with ample land. Do-it-yourselfers, they are proud of their homes and gardens, investing in major home improvement projects and the tools to do the job. Residents of *Rural I* may not be farmers, but they embrace the country lifestyle, from their gardens and pets to their favorite pastimes of hunting and fishing. They drive domestic pickup trucks.

Urbanization Group: U11 Rural II *Rural II* countryside is the extreme opposite of urbanization. Low population density characterizes life in the country with its inconveniences such as the need for multiple vehicles and advantages such as affordable single-family homes with land. Most of the population lives in rural farm areas; the rest live in the country or in small villages and work in mining or manufacturing. Residents are slightly older than the U.S. median, with a median age of 39.8 years; some are already retired. Most are homeowners. Residents of *Rural II* areas are settled; few of them will move. Family and home are central in their lives. Their lifestyles reflect a preference for comfort and practicality—western or work boots to dress shoes, kerosene heaters to espresso/cappuccino makers, recliners to patio furniture, garden tillers to trash compactors.