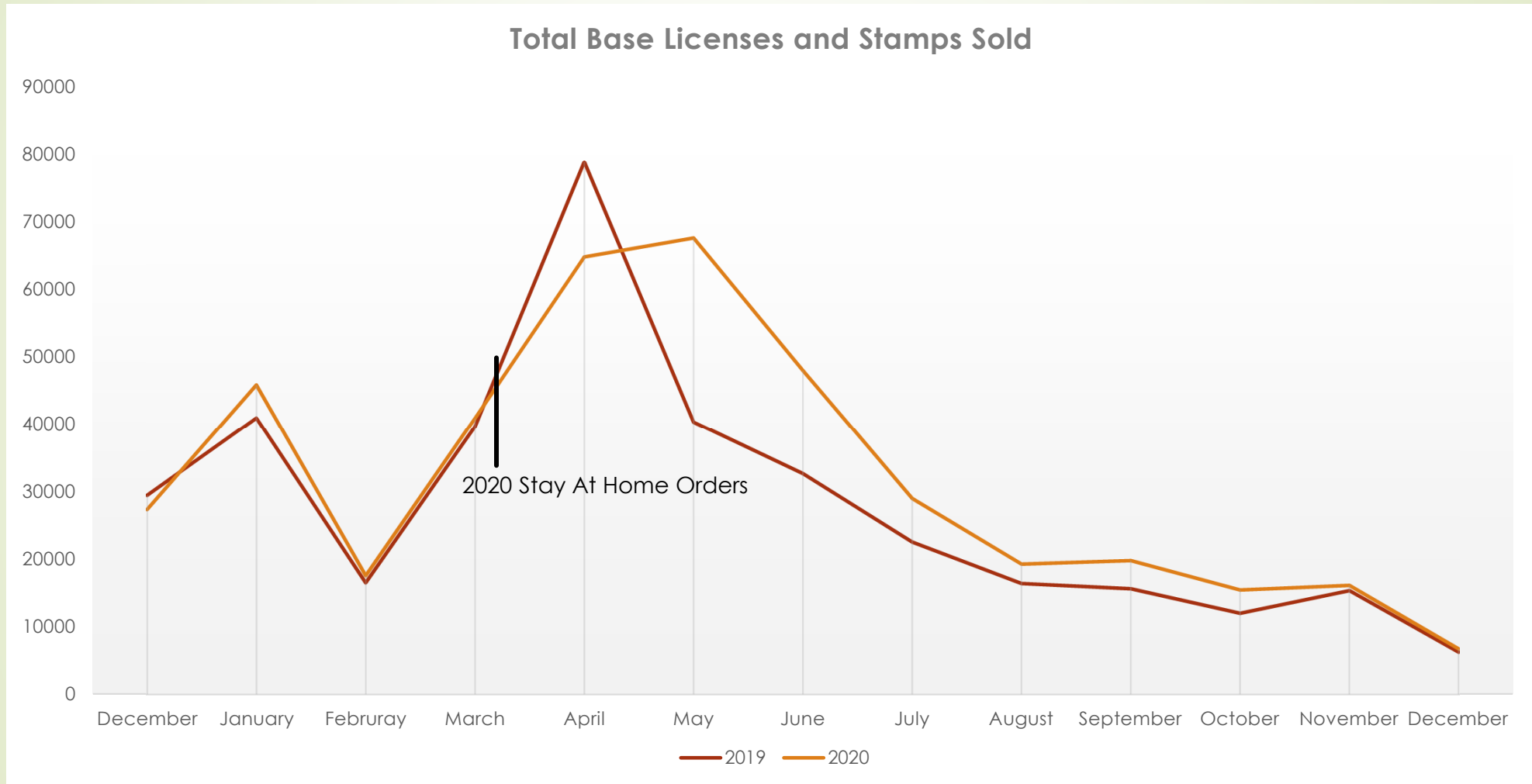


2020 License Sales

A Look at NJDFW's License Sales During Covid

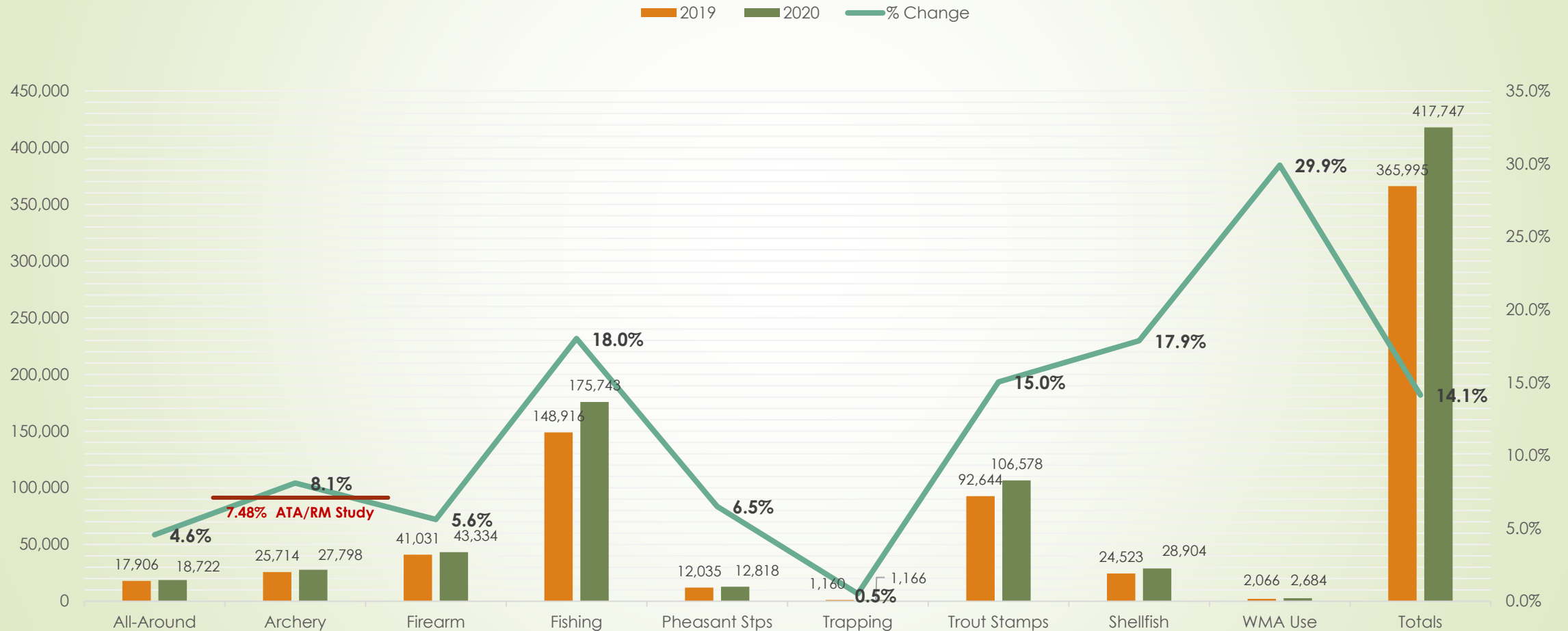


Comparison of Licenses Sold by Month

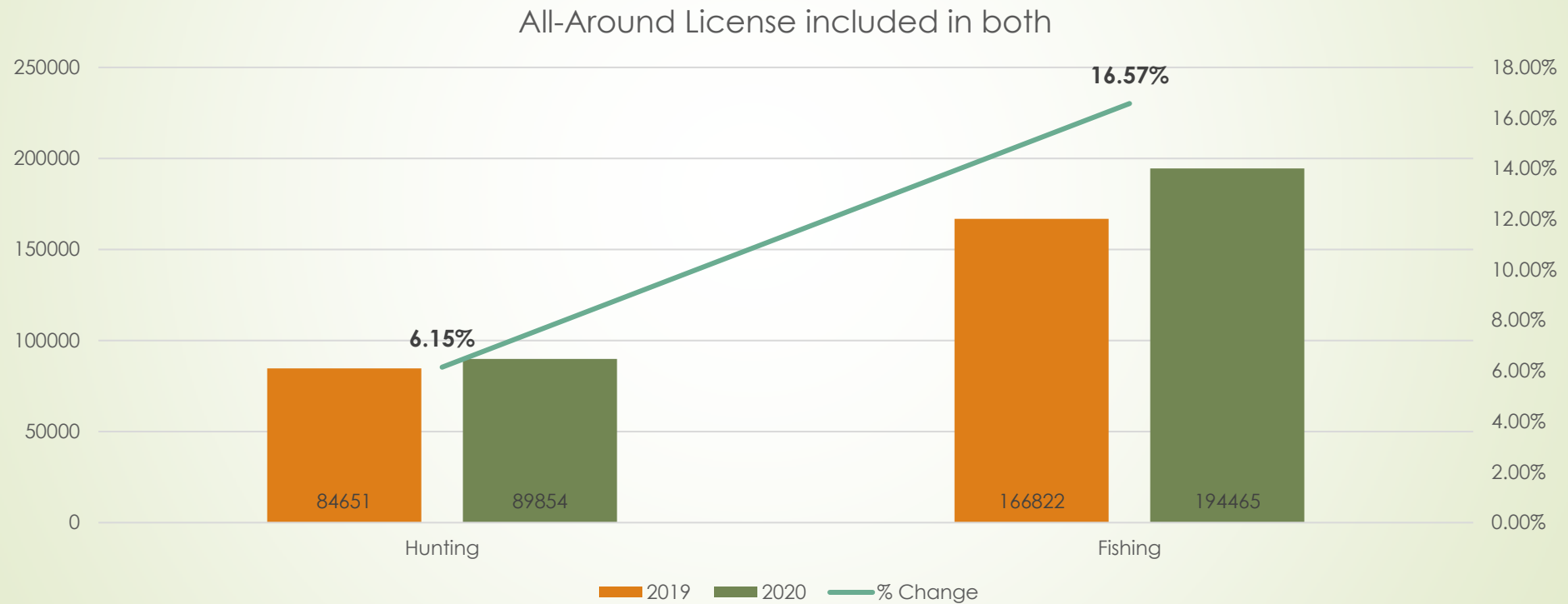


Total Sales Comparisons by License Type

License Sales Comparison for 2020

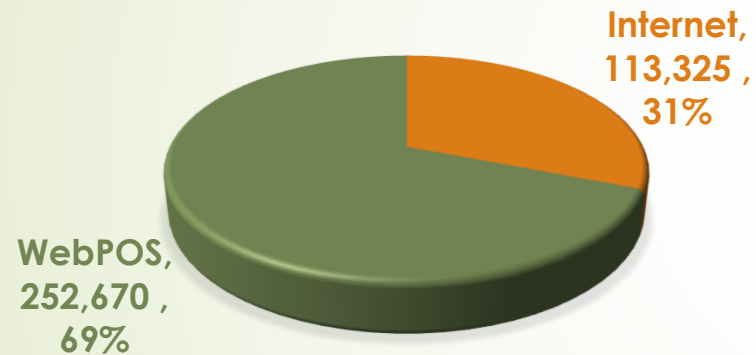


Increases in All Fishing and Hunting Licenses

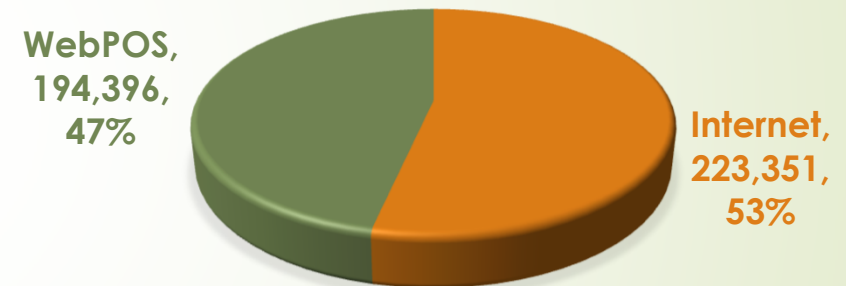


Internet Sales vs Agent Sales

2019 SALES BY VENUE

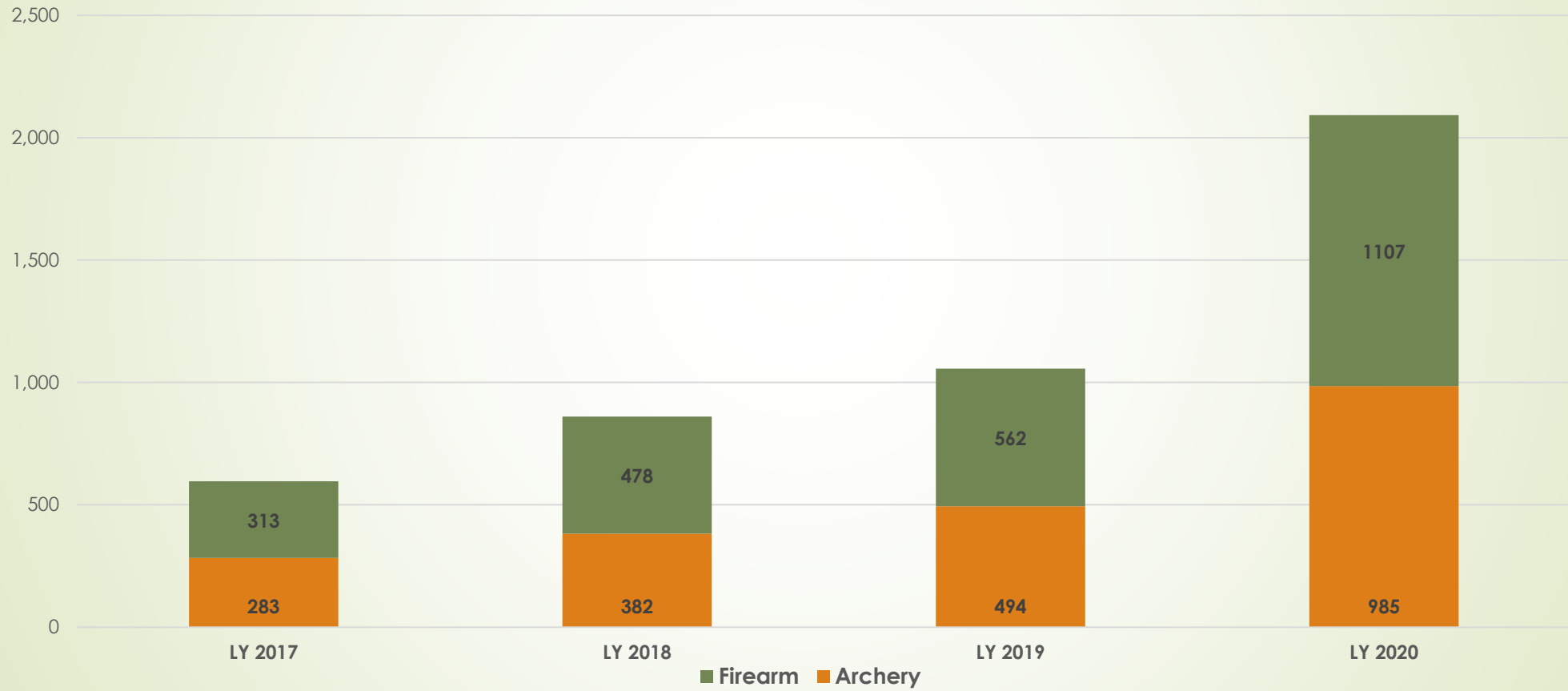


2020 SALES BY VENUE



Apprentice License Sales Over Time

Apprentice Sales by Year
*Feb 1, 2017 Start Date



Summary And Observations

- Sales were elevated for an extended amount of time despite many license agents being closed for a few months in early spring.
- The ability to print all licenses at home was a huge benefit
 - **More than 50% of 2020 license sales were sold via the Internet Sales Site.**
- Total license sales 14.1% increase over 2019
 - Hunting averaged 6.15%
 - Non-consumptive use permits increased by 29.9% (622 additional permits)
 - Fishing Licenses = 18%, including All-Around = 16.57%
- **NJ's Fishing license sales fell in line with the national average.**
 - RBFF's survey of all 50 states showed a **nationwide trend of an 18% increase in fishing license sales** over 2019
- Combination of factors lead to increase. I & E increased efforts, but also remember 2017 Archery Trade Association/Responsive Management Email Marketing Study results reinforced other studies that showed many stop participating due to TIME CONSTRAINTS.
 - 51% of survey respondents answers pointed to time constraints as the limiting factor.