



Idaho

License Restructure

- Team Members

Scott Reinecker – Southwest Region Supervisor

Lance Hebdon – Intergovernmental Policy Coordinator

Sally Rose – Administrative Assistant - Magic Valley

Vicky Runnoe – Conservation Education Supervisor

Dave Parrish – Fishery Program Coordinator

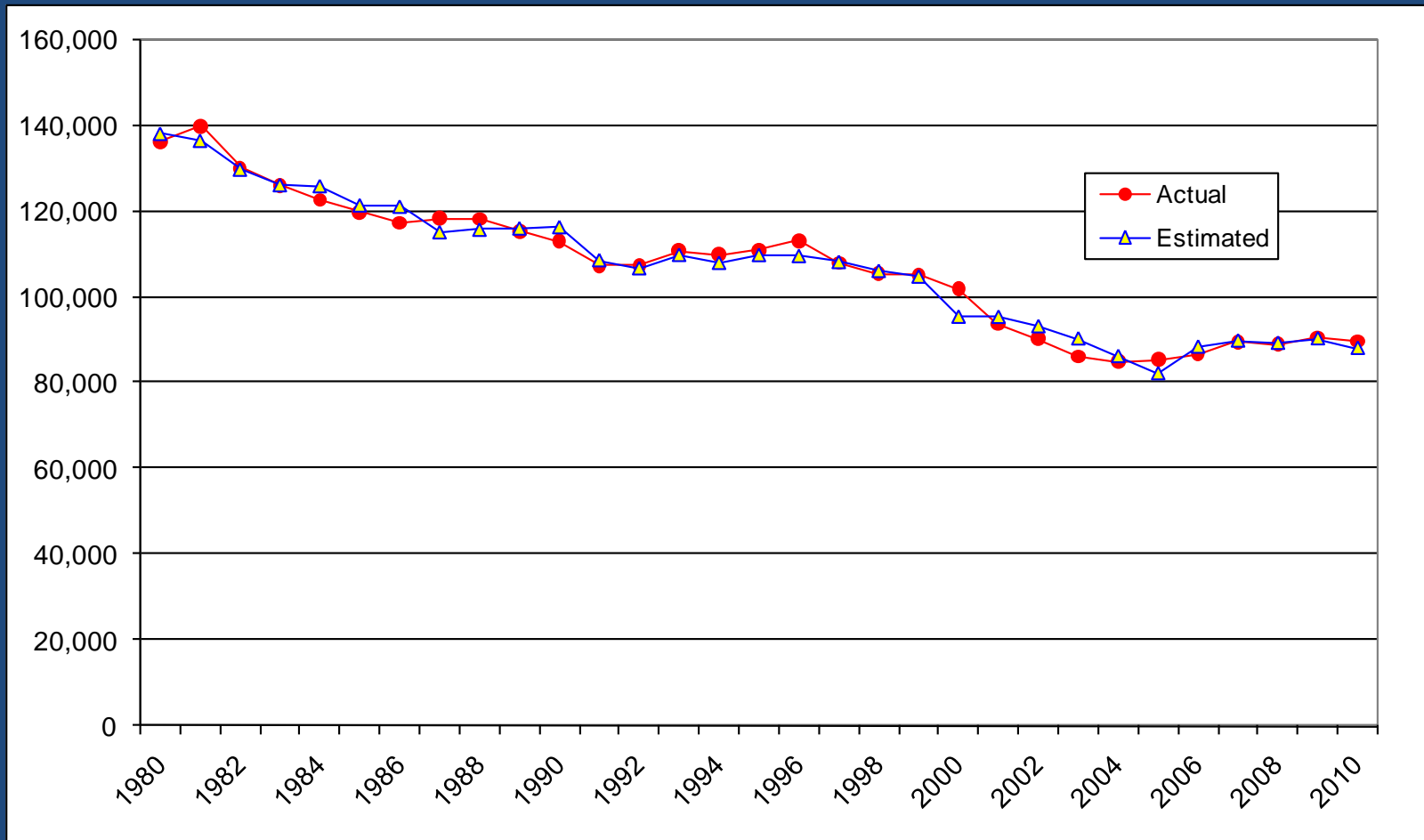
Jon Rachael – Wildlife Game Manager

Virginia Hill – Administrative Assistant - Admin Bureau

Michele Beucler – Planning & Human Dimensions

Southwick Associates Price Sensitivity Analysis

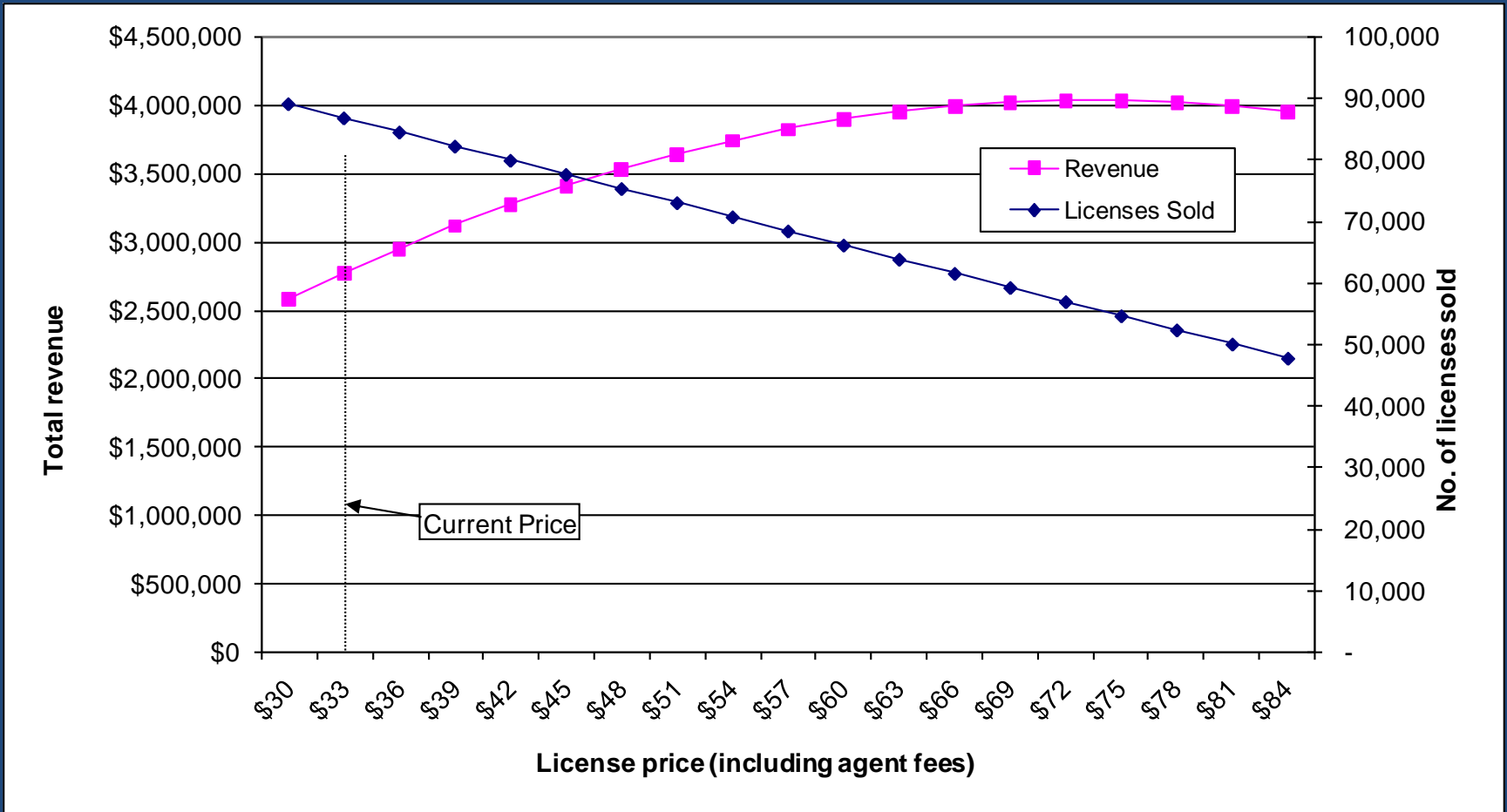
Resident Combination License





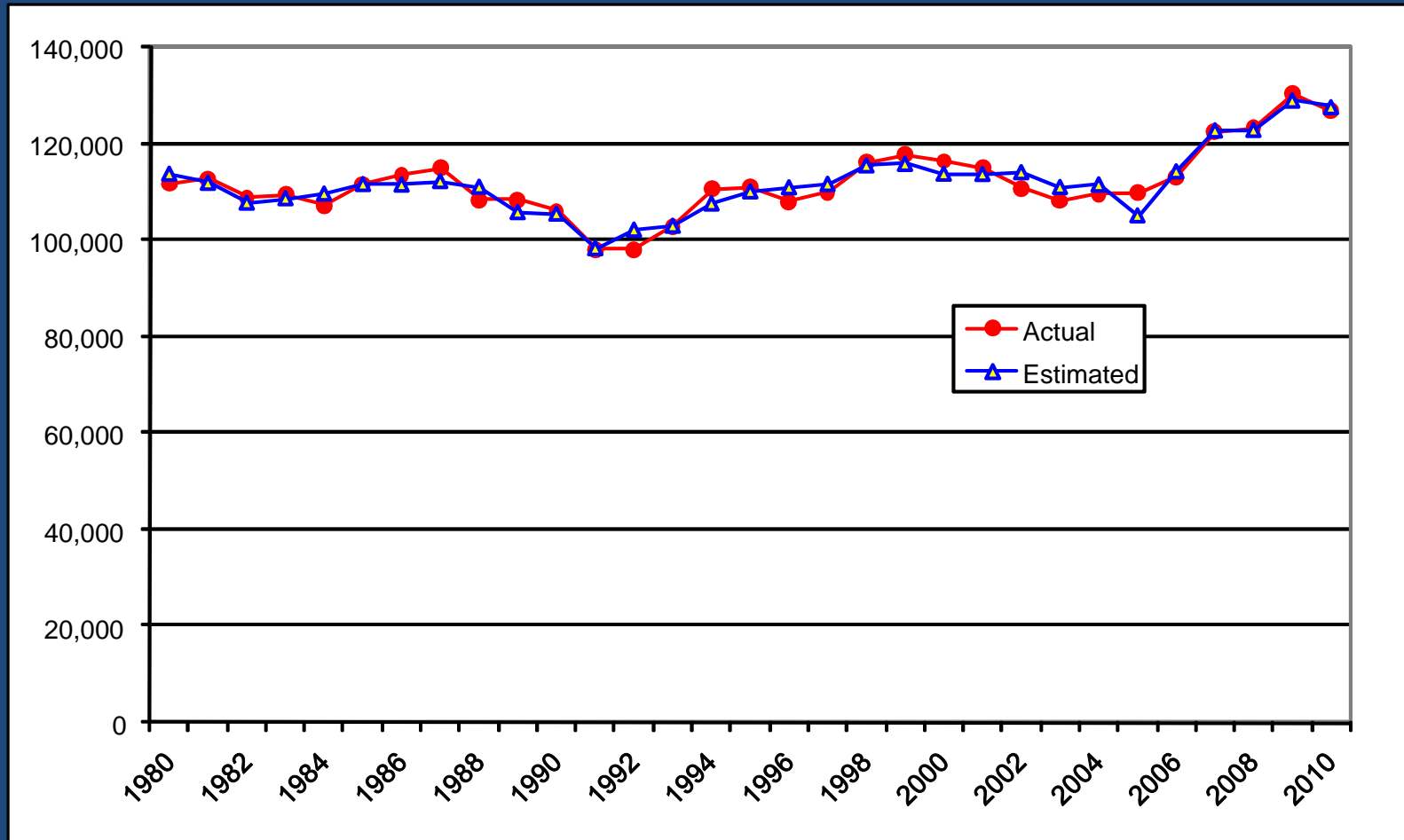
Southwick Associates Price Sensitivity Analysis

Resident Combination License



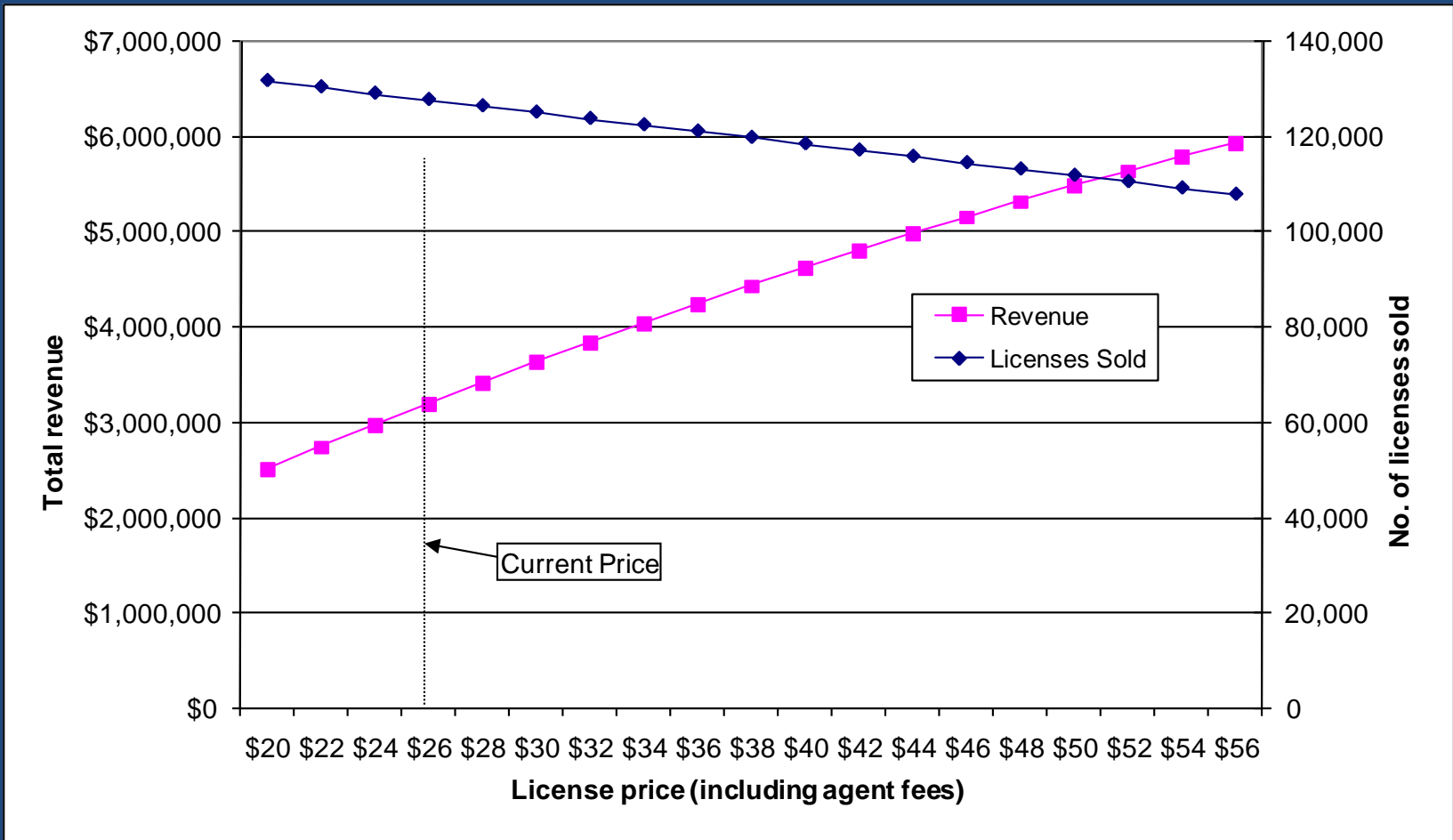
Southwick Associates Price Sensitivity Analysis

Resident Fishing License



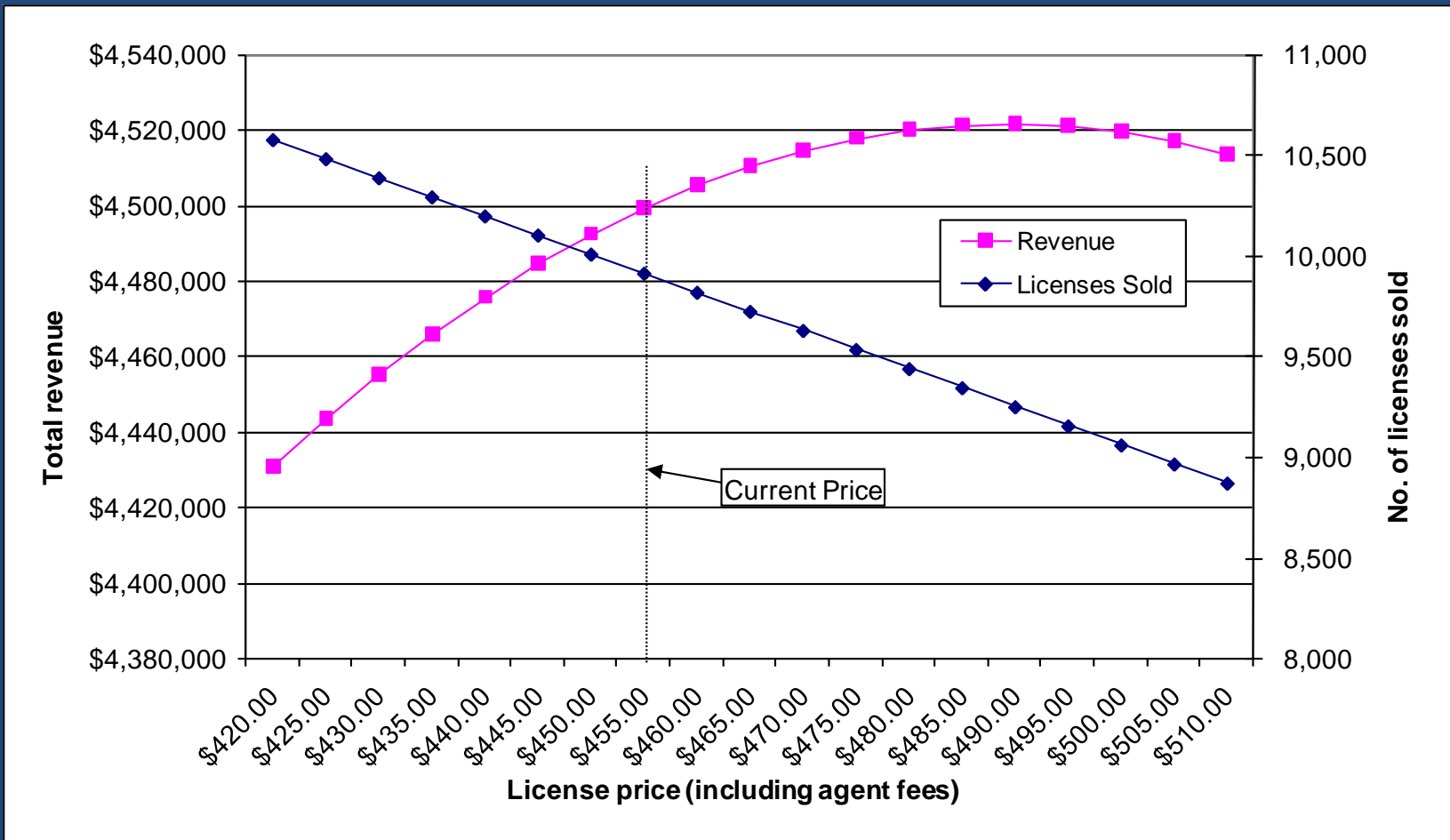
Southwick Associates Price Sensitivity Analysis

Resident Fishing License



Southwick Associates Price Sensitivity Analysis

Nonresident Hunting license and Deer tag



Current Western State Price Comparison

Cost to Hunt for a Resident 2011						
(Includes licenses, tags & vendor fees)						
Rank	Deer		Elk		Antelope	
1	\$29.00	MT	\$37.00	MT	\$27.00	MT
2	\$32.50	ID	\$43.50	ID	\$44.00	CO
3	\$44.00	CO	\$45.20	WA	\$44.00	ID
4	\$45.20	WA	\$59.00	CO	\$50.50	WY
5	\$52.00	NM	\$69.50	WY	\$65.00	NM
6	\$54.00	OR	\$72.00	OR	\$82.00	OR
7	\$71.00	UT	\$81.00	UT	\$86.00	UT
8	\$72.62	CA	\$95.00	NM	\$106.00	NV
9	\$74.50	AZ	\$153.75	AZ	\$117.25	AZ
10	\$76.00	NV	\$171.00	NV	\$183.69	CA
11	\$55.50	WY	\$444.59	CA	NA	WA
Ave.	\$55.12		\$115.59		\$80.54	

Cost to Hunt for a Non-resident 2011						
(Includes licenses, tags & vendor fees)						
Rank	Deer		Elk		Antelope	
1	\$294.00	NM	\$434.00	WA	\$215.00	MT
2	\$338.00	UT	\$463.00	UT	\$294.00	NM
3	\$338.50	WY	\$559.00	CO	\$298.50	WY
4	\$344.00	CO	\$559.00	NM	\$344.00	CO
5	\$384.00	AZ	\$571.50	ID	\$363.00	UT
6	\$395.00	NV	\$603.50	WY	\$455.00	NV
7	\$407.16	CA	\$641.00	OR	\$466.50	ID
8	\$434.00	WA	\$746.25	AZ	\$482.00	OR
9	\$456.50	ID	\$812.00	MT	\$564.08	CA
10	\$516.00	OR	\$1,359.08	CA	\$636.25	AZ
11	\$542.00	MT	\$1,360.00	NV	NA	WA
Ave.	\$404.47		\$737.12		\$411.83	



Next Steps

- Conjoint Analysis
 - A technique used in market research to determine how people value different features that make up a product.
 - Sportsman preferences

- Examples of license structure ideas for the survey
 - Family Packages
 - Pick and choose Sportsman's Package
 - Differential pricing for tags
 - Multi year licenses
 - Nonresident Packages
 - Deer, Elk, and one of the following (Bear, Lion, Wolf)
 - Sportsman's Package

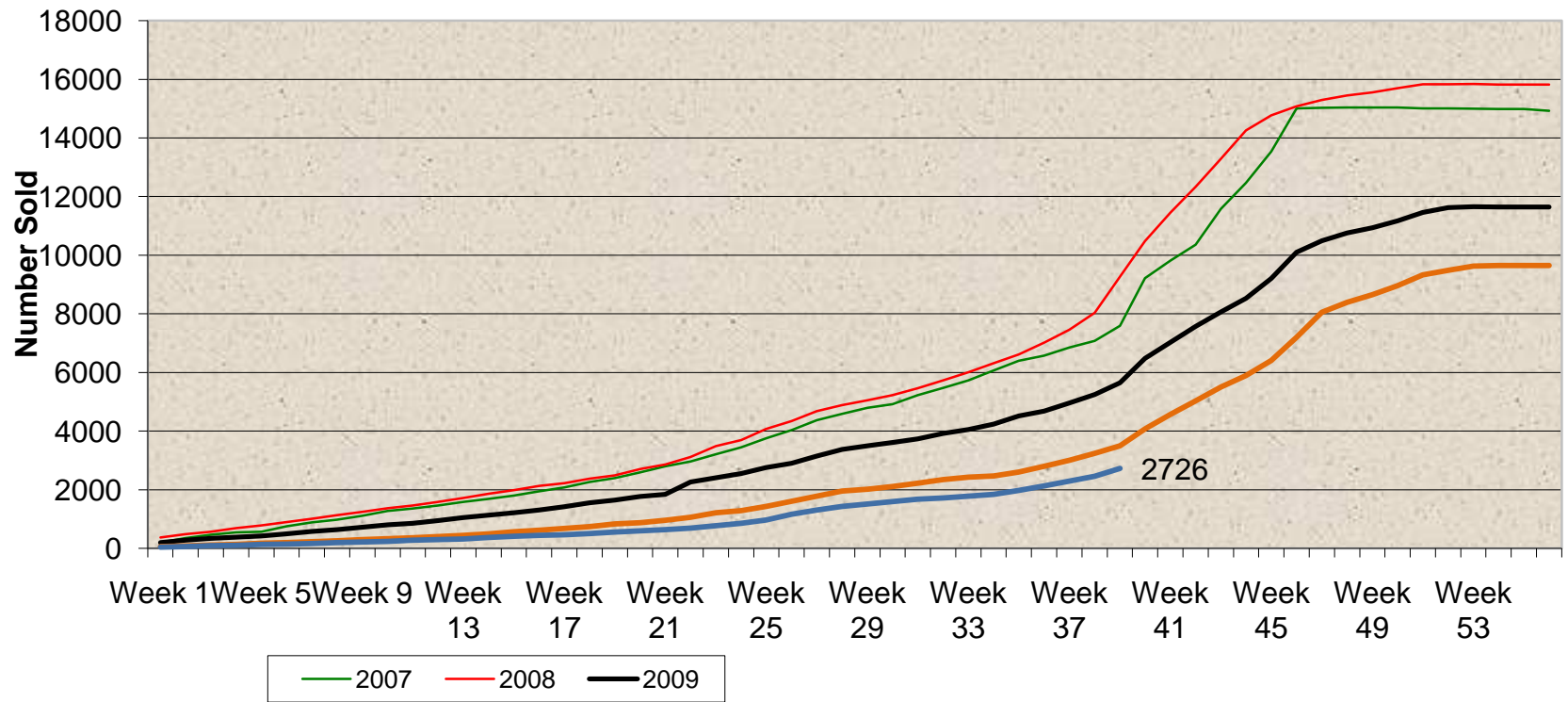
Next Steps

- “Ideation” Session.
- Survey to go out this fall.
- Goal is to have results back in mid winter.
- Provide potential legislative recommendations in July of 2012 for the 2013 legislative session.

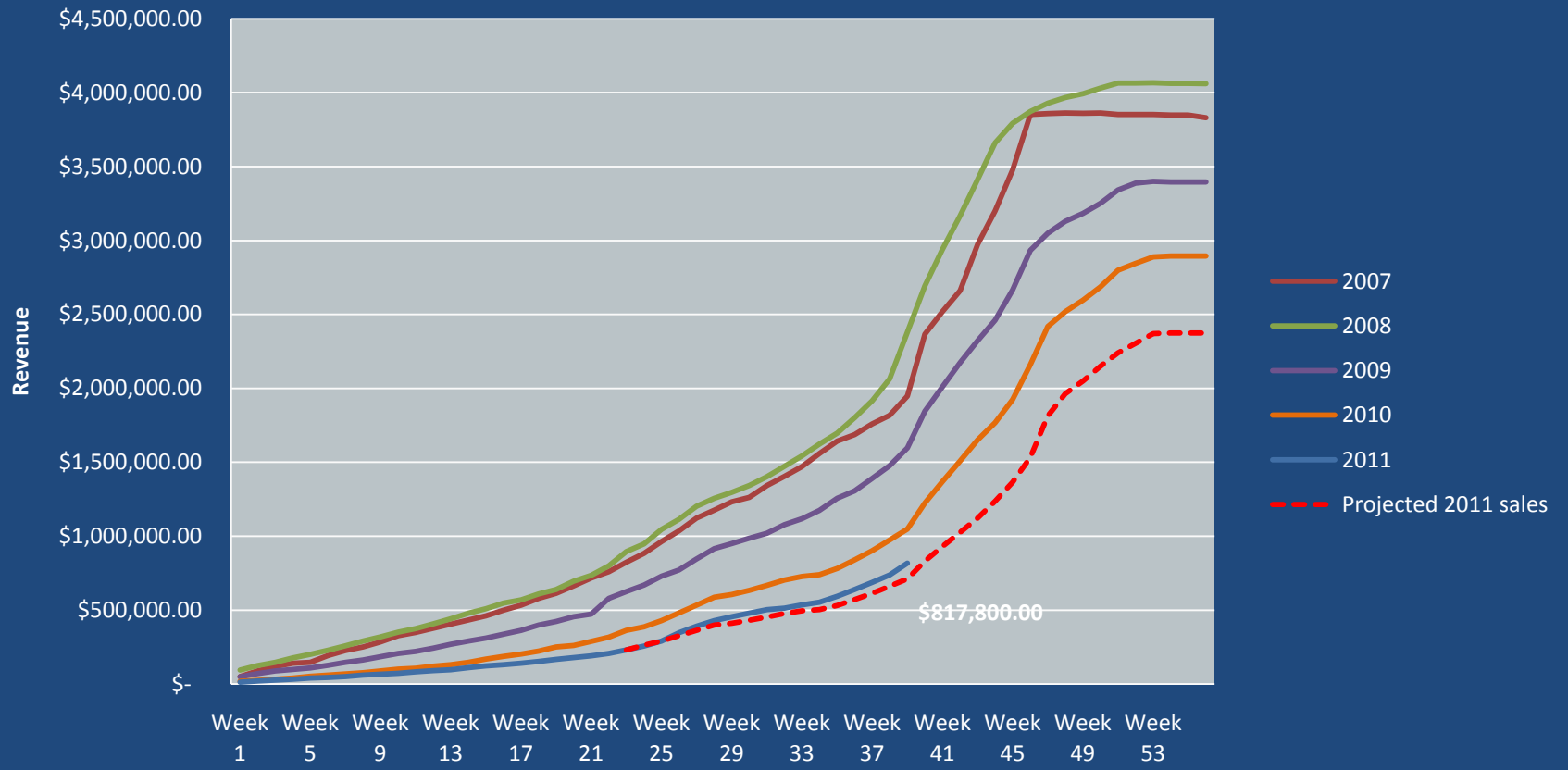
Questions?

- What ideas would you like to see in a license structure change?

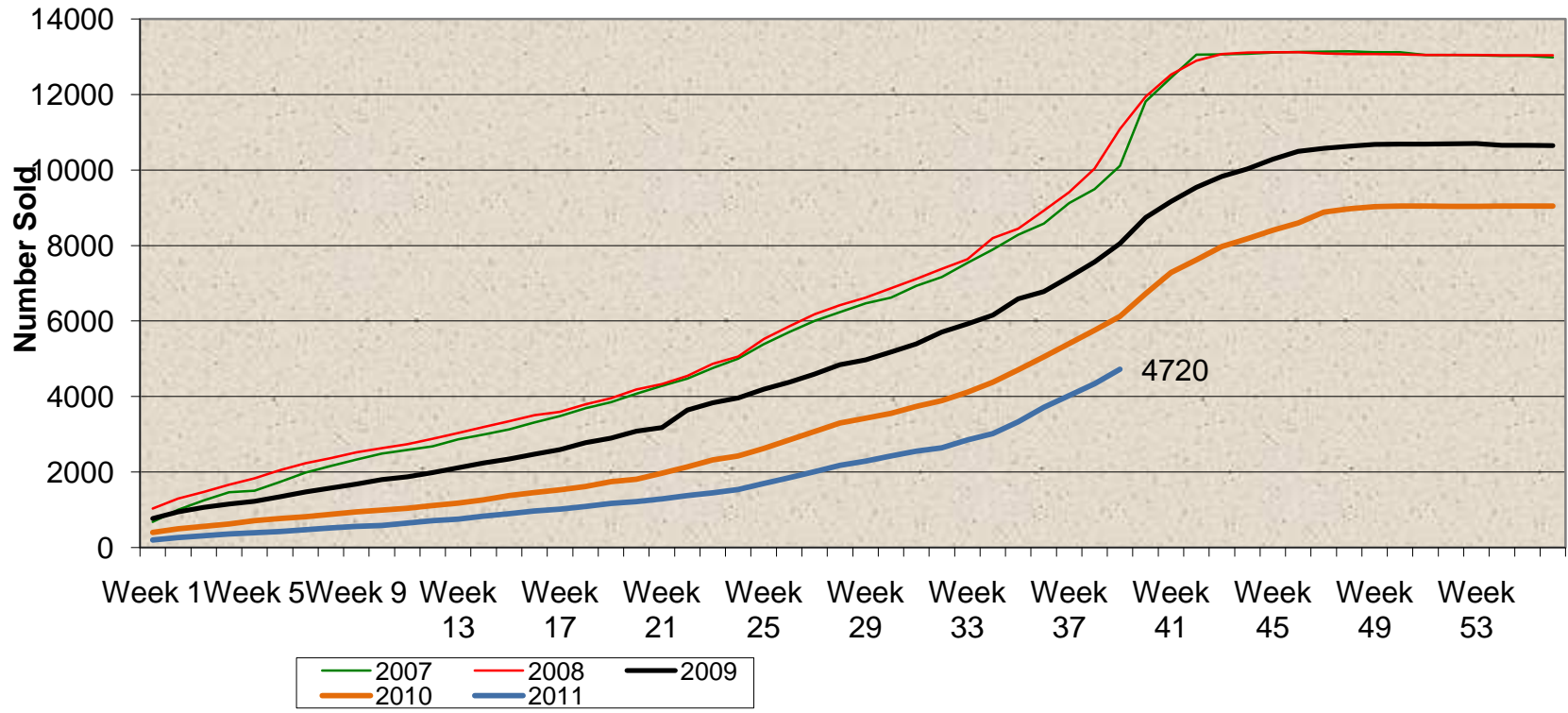
2011 Nonresident Deer Tag Sales



Approximate 2011 Nonresident Deer Tag Revenue



2011 Nonresident Elk Tag Sales



Approximate 2011 Nonresident Elk Tag Revenue

