

# Fish - Sturgeon Report Card

## Customer Participation and Reporting

### From 2013 To 2014

#### Participation View

Years Purchased	Customer Count	Percentage of Total	Reporting Count	Reporting Percentage
1	48,874	65.6%	6,699	13%
2	25,645	34.4%	15,557	30%
<b>Cumulative Total</b>	<b>74,519</b>	<b>100%</b>	<b>22,256</b>	<b>22.2%</b>

#### License Year View

Year	Customer Count	Avid Percentage of Annual (Avid %)	Reporting Count	Reporting Percentage
2014	49,262	52.1%	11,683	23%
2013	50,915	50.4%	10,573	20%

Notes:

- Years Purchased is not consecutive, it is cumulative.
- Cumulative Total is the number of unique customers who purchased that item anytime within the 2 years.
- The avid "every year" purchaser is represented by Years Purchased = 2.
- The License Year View Customer count is provided for comparison to the total customers over 2 years.
- The avid % is the avid 2 year customer count / total customers in 2014.