

# An Overview of Specialty License Plate Sales in Michigan from Fiscal Year 2000-01 through 2020-21

## Total Specialty Plate Sales Fiscal Year (FY) 2000-01 through FY 2020-21

4.5 million Specialty License Plates have been sold since 2001:

- 2.4 million University Plates
- 2.1 million Specialty License Plates

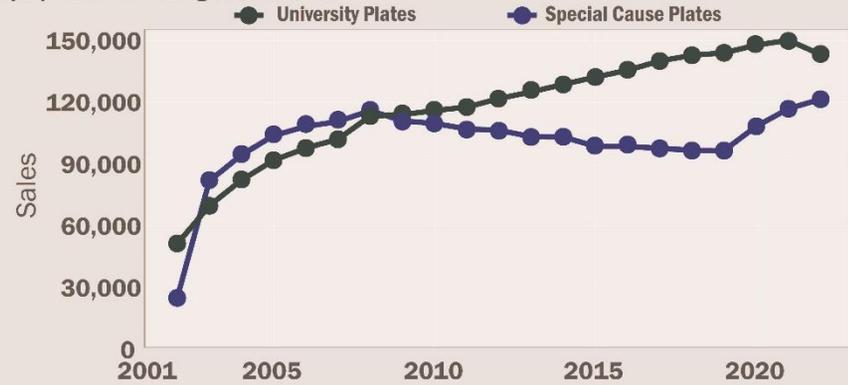
The MSU, UM, USA/Patriotic, Wildlife Habitat, and Lighthouse plates total 65% of all specialty plates

University Plates have sold 117,600 plates on average annually  
Special Cause Plates have sold 100,900 plates on average annually

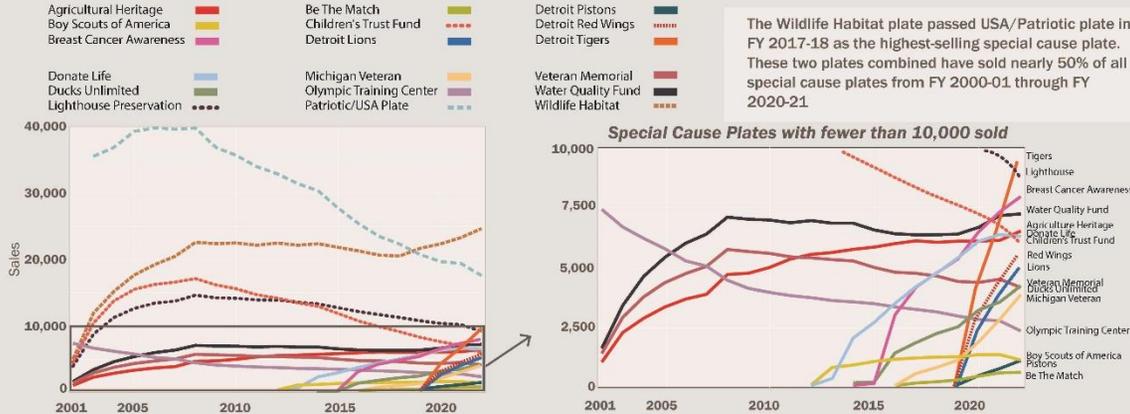
Total Specialty License Plate Sales have increased by 188,300 annually since 2001, an increase of 245.8%

- University Plates have increased by 92,000 plates annually, an increase of 178.8%
- Special Cause Plates have increased by 96,400 plates annually, an increase of 382.5%

From FY 2000-01 through FY 2020-21, University plates have outsold Special Cause plates in all but 6 years (FY 2001-02 through FY 2006-07)  
The first \$10 of University plates revenue is allocated to the University with the remainder going to the Transportation Administration Collection Fund



## Special Cause Plates, FY 2000-01 through FY 2020-21



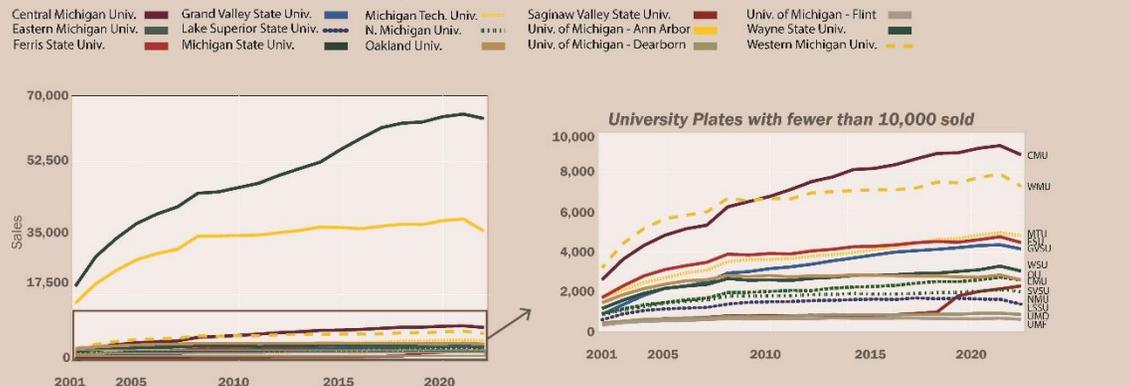
The plates that experienced the largest decline up to FY 2020-21 from the peak sales year: Olympic Training Center, Children's Trust Fund (CTF), and Patriotic/USA

- The Olympic plate has declined 68% from the peak sales in FY 2000-01.
- The CTF plate has declined 65% from the peak sales in FY 2006-07
- The Patriotic/USA plate has declined 56% from the peak sales year of FY 2004-05

All Specialty plates excluding the Wildlife Habitat and USA/Patriotic plates had fewer than 10,000 sold in FY 2021

The Detroit 4 Sports Teams Plates were 5.3% of special cause plates sold in FY 2020-21 with the Tigers the highest seller followed by the Red Wings, Lions, and Pistons.

## University Plate Sales, FY 2000-01 through FY 2020-21



MSU plates are the largest share of University Plates and the share has increased from 38.3% of all University sales to 44.5%

MSU Plates have made up on average 22.2% of the total Specialty plates sold

MSU and U of M plates have made up 68% of all University sales  
No plate outside of MSU or U of M has sold more than 10,000 plates in a given year

MSU, U of M, CMU, and WMU make up 80% of average University sales with the remaining 11 plates making up the remaining 20% of sales

Lake Superior State, Northern Michigan, Oakland, Saginaw Valley State, UM-Flint, and UM-Dearborn each have sold fewer than 2% of all University plate sales

