

National Marine Recreational Bait and Tackle Store 2013 Large Chain Cost & Earnings Survey

All answers are strictly confidential. Please report data for calendar year 2013.

Survey Objective: This survey by NOAA Fisheries collects data on bait and tackle stores that service marine recreational anglers in order to better understand the potential economic impacts of recreational fisheries management actions. Please include cost and earnings data on all of your company's retail establishments located in the United States, and any direct marketing efforts your firm conducts via catalogs or the internet.

OMB Control No. 0648-XXXX. Expiration Date: XX/XX/20XX.

PAPERWORK REDUCTION ACT STATEMENT: Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to: Rita Curtis, NOAA Fisheries Service, F/ST5, 1315 East-West Hwy., Silver Spring, MD 20910. This is a voluntary survey and responses are kept confidential as required by section 402(b) of the Magnuson-Stevens Act and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics, and will not be released for public use except in aggregate statistical form without identification as to its source. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

1. Please check the category that **best** describes your retail business. **(Check only one)**

- Bait and tackle specialty store (carries fishing-related equipment only)
- Sporting goods store (carries fishing-related equipment plus goods for other sports)
- General goods retailer that carries bait, tackle, and/or other related equipment
- Other, please explain: _____

2. What year did your store begin selling **bait, tackle, and other fishing-related gear** to recreational anglers pursuing **saltwater** fisheries?..... _____ (YYYY)

3. How many retail locations did your company own/operate in 2013?..... _____ No. stores

4. Calendar year data are preferred. If it is not available, please report for the fiscal year that includes **at least six months** of data for the **2013 calendar year**. Please indicate below what time period is covered by the data provided in this questionnaire.

- Calendar Year 2013
- Fiscal Year - Beginning data ____ / ____ / ____ Ending date ____ / ____ / ____
MM DD YYYY MM DD YYYY

5. What were your business' **total gross sales of merchandise** in 2013 rounded to the nearest million dollars? This estimate should include both retail store and direct (catalog/internet) sales.

2013: \$ _____ Million, **Total Gross Sales**

6. In 2013, what **percentage** of your **total gross sales** were for **recreational fishing bait, tackle, and other related equipment** (including rods and reels, tackle boxes, accessories, fishing apparel, boat accessories and electronics)?
(Include all such sales whether they were for fishing in fresh or saltwater)..... _____ %

7. What **percentage** of your **gross recreational fishing bait, tackle, and other fishing equipment** dollar sales came from each of the following product categories in 2013? (**Percentages should add to 100**)

- _____ % Bait, alive or dead
- _____ % Fishing rods, reels, and components; Fishing tackle (e.g., lures, flies, prepared rigs, hooks, sinkers, gaffs); Tackle boxes and related storage containers and bags
- _____ % Fishing lines and nets
- _____ % Accessories (e.g., clippers, pliers, knives)
- _____ % Tackle boxes and related storage containers and bags
- _____ % Special fishing apparel (e.g., waders, rain gear, wading boots)
- _____ % Boat accessories and electronics (e.g., depth finders, GPS, anchors, lines)
- _____ % Other, please describe: _____

8. What **percentage** of your **recreational fishing bait and tackle gross sales** in 2013 were for items primarily used in **saltwater or migratory** (e.g., striped bass, salmon) fisheries?..... _____ %

9. What **percentage** of your **gross recreational fishing bait, tackle, and other fishing equipment sales** originated in each of the following regions in 2013?

- _____ % Greater Atlantic (ME, NH, MA, RI, CT, NY, NJ, DE, MD, VA)
- _____ % Southeast Atlantic and Gulf of Mexico (NC, SC, GA, FL, AL, MS, LA, TX)
- _____ % West Coast, Alaska, and Hawaii (CA, OR, WA, AK, HI)
- _____ % All non-coastal states

10. What **percentage** of your total **gross recreational fishing bait, tackle, and other fishing equipment sales** occurred in each fiscal quarter in 2013?

- _____ % January-March, 2013
- _____ % July-September, 2013

_____ % April-June, 2013

_____ % October-December, 2013

11. Please indicate if your store has **catalog** and/or **internet** sales of bait and tackle. If **YES**, what **percentage** of your gross bait, tackle, and fishing equipment sales came from these sources in 2013?

No Yes If **YES**, percentage of gross sales? _____ %

12. How many individuals did the company employ (full time and part time) on **average** in 2013?

Average No. of Employees **Full Time** _____ **Part Time** _____

13. Please report your **total operating expenses** for 2013 as a percentage of **total gross sales**? If expenses were in excess of revenues in 2013, the reported percentage should exceed 100%.

Total expenses as % gross sales = (total gross sales - total expenses) / total gross sales
Example: (\$100,000 - \$80,000) / \$100,000 = 80%

_____ % Total Expenses as a Percentage of Total Gross Sales

14. Please provide your **expenses** for the following categories in 2013 as a **percentage** of your **total operating expenses**. (**Percentages should add to 100**)

- _____ % Inventory
- _____ % Employee payroll and benefits
- _____ % Building rent/mortgage
- _____ % Facility and equipment maintenance/repairs
- _____ % Utility expenses (*electricity, gas, water, phone, internet*)
- _____ % Marketing/Advertising (*website, ad space*)
- _____ % Professional services (*legal, accounting, payroll*)
- _____ % Insurance payments (*excluding employee benefits*)
- _____ % Taxes and licensing fees (*property and excise*)
- _____ % Shipping fees
- _____ % Other: Specify _____

Thank you for completing this survey!

We appreciate your participation in this survey. Please return the questionnaire in the provided postage-paid envelope. Questions about this survey should be directed to Cliff Hutt at cliff.hutt@noaa.gov. If you would like further information on prior studies or economic information related to marine recreational angling, please visit our website at <http://www.st.nmfs.noaa.gov/economics/fisheries/recreational/index>.