

National Marine Recreational Bait and Tackle Store 2013 Cost & Earnings Non-Response Telephone Survey Question List

(Script will be drafted in conjunction with the contractor).

Participation is completely voluntary, and all data will remain confidential.

Survey Objective: This list of questions will make a telephone survey that will collect data on bait and tackle stores that did not respond to the mail survey. Collected data will be used to assess for non-response bias.

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 and tackle
- Hardware store that carries bait and tackle
- Convenience store that carries bait and tackle
- Marina that carries bait and tackle
- Other, please explain: _____

2. Including the store selected for reporting, how many bait and tackle stores does your business own/operate?..... _____ No. stores

Questions from this point on apply only to the store location selected for reporting.

3. In 2013, were your stores total gross sales, of all merchandise whether fishing related or not, greater or less than \$600,000?

Greater than \$600,000

If greater than \$600,000

Were your sales...

Greater or less than \$1,000,000

Less than \$600,000

If less than \$600,000

Were your sales...

Greater or less than \$200,000

4. 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)

Less than 50% 50% or greater

5. What **percentage** of your **recreational fishing bait and tackle gross sales** in 2013 were for items primarily used in **saltwater or anadromous*** (e.g., striped bass, salmon) fisheries? **Anadromous fish are fish that migrate up rivers from the ocean to spawn.*

Less than 50% 50% or greater

6. How many individuals did you employ on **average** in 2013? _____

Thank you for completing this survey!

We appreciate your participation in this survey. Questions about this survey should be directed to Cliff Hutt at cliff.hutt@noaa.gov.

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 15 minutes 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 the 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.