

# National Marine Recreational Bait and Tackle Store 2013 Mid-Atlantic Cost & Earnings Survey

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

**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 see the cover letter accompanying this survey for more details on its purpose, and how the data you provide will be used. Participation in this survey is completely voluntary.

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 30 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 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 and tackle
  - Hardware store that carries bait and tackle
  - Convenience store that carries bait and tackle
  - Marina that carries bait and tackle
2. How many bait and tackle stores did your business own/operate in 2013 including the store selected for reporting as indicated in the cover letter accompanying this survey?..... \_\_\_\_\_ No. stores
3. 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

**If you own or operate multiple stores, please only provide data for the individual store identified in the cover letter that accompanied this survey.**

4. In 2013, which of the following categories best described this store's **total gross sales** of all merchandise whether fishing-related or not? **(Check only one)**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> \$0 - \$49,999        | <input type="checkbox"/> \$400,000 - \$599,999     | <input type="checkbox"/> \$2,500,000 - \$4,999,999 |
| <input type="checkbox"/> \$50,000 - \$99,999   | <input type="checkbox"/> \$600,000 - \$799,999     | <input type="checkbox"/> \$5,000,000 - \$7,499,999 |
| <input type="checkbox"/> \$100,000 - \$199,999 | <input type="checkbox"/> \$800,000 - \$999,999     | <input type="checkbox"/> \$7,500,000 - \$9,999,999 |
| <input type="checkbox"/> \$200,000 - \$399,999 | <input type="checkbox"/> \$1,000,000 - \$2,499,999 | <input type="checkbox"/> \$10,000,000 or more      |

5. 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)..... \_\_\_\_\_ %

6. 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)
- \_\_\_\_\_ % Special fishing apparel (e.g., waders, rain gear, wading boots)
- \_\_\_\_\_ % Boat accessories and electronics (e.g., anchors, lines, depth finders, GPS)
- \_\_\_\_\_ % Other, please describe: \_\_\_\_\_

7. 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) fisheries? \_\_\_\_\_ %  
*\*Anadromous fish are fish that migrate up rivers from the ocean to spawn.*

8. Please indicate if your store sold **live** shrimp or fish as bait in 2013. If **YES**, what **percentage** of your gross bait sales were for live shrimp and fish in 2013?

- No     Yes    ..... If **YES**, percentage of gross bait sales? \_\_\_\_\_ %

9. What **percentage** of your **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 |

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

No     Yes    ..... If **YES**, percentage of gross sales? \_\_\_\_\_ %

11. How many individuals did you employ (full time and part time) on **average** in 2013?

**Average No. of Employees**                      **Full Time** \_\_\_\_\_    **Part Time** \_\_\_\_\_

12. Please report your **total operating and inventory 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

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

- \_\_\_\_\_ %            Inventory
- \_\_\_\_\_ %            Employee payroll and benefits
- \_\_\_\_\_ %            Building rent/mortgage
- \_\_\_\_\_ %            Product inventory
- \_\_\_\_\_ %            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 \_\_\_\_\_

14. In your experience, which of the following saltwater recreational fisheries in your region generated the greatest sales for your business in 2013? (**Check the top three**)

Striped bass/Bluefish                       Red or Black drum

- Atlantic croaker/Spot/Scup
- Tautog/Triggerfish
- Black seabass
- Other: Specify \_\_\_\_\_

- Summer or Winter flounder
- Marlin/Tuna
- Weakfish

15. What year did your store begin selling **bait, tackle, and other related equipment** to recreational anglers pursuing saltwater and anadromous (e.g., striped bass) fisheries? \_\_\_\_\_ (YYYY)

16. In your opinion, how did the following factors affect sales of bait and fishing equipment by your business in 2013?

	Very Negativel y	Somewhat Negativel y	Neutral	Somewhat Positively	Very Positively	N/A
a) Fisheries regulations, other than closures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Fishery seasonal closures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Marine protected areas or reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Other government regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The status of the economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Changes in fishing participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Changes in fish stock status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Changes in operating costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Internet sales of bait and tackle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Fluctuations in customer loyalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Please feel free to use this space to provide any comments you may have.**

**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](mailto: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>.