

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="radio"/> \$0 - \$49,999 | <input type="radio"/> \$400,000 - \$599,999 | <input type="radio"/> \$2,500,000 - \$4,999,999 |
| <input type="radio"/> \$50,000 - \$99,999 | <input type="radio"/> \$600,000 - \$799,999 | <input type="radio"/> \$5,000,000 - \$7,499,999 |
| <input type="radio"/> \$100,000 - \$199,999 | <input type="radio"/> \$800,000 - \$999,999 | <input type="radio"/> \$7,500,000 - \$9,999,999 |
| <input type="radio"/> \$200,000 - \$399,999 | <input type="radio"/> \$1,000,000 - \$2,499,999 | <input type="radio"/> \$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. See question 6 for specific examples.)

_____ % **Recreational Fishing Bait, Tackle, and Related Equipment Sales as a Percentage of Total Gross Sales**

6. What **percentage** of your **gross** recreational fishing bait, tackle, and other related 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., depth finders, GPS, anchors, lines)
- _____ % Spearfishing related equipment (e.g., spear guns, spears)
- _____ % Other (remember to only include items used primarily for fishing)

Please describe: _____

7. What **percentage** of your **recreational fishing bait, tackle, and other related equipment gross sales** in 2013 were for items primarily used in **saltwater** fisheries?

_____ % **Saltwater Fishing Sales as a Percentage of Total Gross Recreational Fishing Related Sales**

8. Please indicate if your store sold **live** bait (examples: shrimp, fish, eels) in 2013. If **YES**, what **percentage** of your gross bait sales were for live bait in 2013?

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

9. What **percentage** of your **recreational fishing bait, tackle, and other related equipment sales** occurred in each 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. Including yourself, 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**?

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
- _____ % 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 Hawaii saltwater recreational fisheries generated the greatest sales for your business in 2013? (**Check the top three**)

- Offshore trolling (tuna, mahi, ono, billfish)
- Reef trolling (papio, barracuda, etc.)
- Deep bottom fishing (opakapaka, onaga, etc.)
- Shallow bottom fishing (moana, ulua, weke-ula)
- Other: Specify _____
- Tuna hand-lining
- Spearfishing
- Casting (bonefish, jacks)
- Kona crabbing

15. What year did your store begin selling **bait, tackle, and other related equipment** to recreational anglers pursuing saltwater fisheries?

_____ (YYYY)

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

	Very Negatively	Somewhat Negatively	Neutral	Somewhat Positively	Very Positively	Don't Know
a. Fisheries regulations, other than closures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fishery seasonal closures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Marine protected areas or reserves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Other government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The status of the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Changes in fishing participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Changes in fish stock status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Changes in operating costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Internet sales of bait and tackle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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. 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>.