

ND ATMOSPHER

National Marine Recreational Bait and Tackle Store 2013 Hawaii **Economic 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. 0648-0695. **Expiration Date:** 05/31/2017.

Paperwork Reduction Act Statement: Public reporting burden for this collection of information is estimated to average 30 minutes pre 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 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.
۱.	Please check the category that best describes your retail business. (<i>Check only one</i>)
	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 Dive / spearfishing specialty store
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?
	Number of 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 / / /
age	e 1 of 4 U.S. Department of Commerce National Oceanic and Atmospheric Administration National Marine Fisheries Service

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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.	related or not? (<i>Check only one</i>)					
	O \$0 - \$49,999	(\$400,000 - \$599,999	\$2,500,000 - \$4,999,999			
	\$50,000 - \$99,999	\$600,000 - \$799,999	O\$5,000,000 - \$7,499,999			
	O \$100,000 - \$199,999	O \$800,000 - \$999,999	O\$7,500,000 - \$9,999,999			
	\$200,000 - \$399,999	O\$1,000,000 - \$2,499,999	O\$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 F	ishing Bait, Tackle, and Related Equipn	nent 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? (<i>Percentages should add to 100</i>)					
	% Bait, alive or dead					
	% Fishing rods, reels, and components; Fishing tackle (e.g., lures, flies, prepared rigs, hooks, sinkers, gaffs);					
	Tackle boxes and re	elated storage containers and bags				
	% Fishing lines and ne	ets				
	% Accessories (e.g., o	clippers, pliers, knives)				
	% Special fishing app	arel (e.g., waders, rain gear, wading boots	s)			
	% Boat accessories and electronics (e.g., depth finders, GPS, anchors, lines)					
	% Spearfishing relate	d equipment (e.g., spear guns, spears)				
	% Other (remember to	o only include items used primarily for fish	ing)			
	Please des	scribe:				
7.	What percentage of your recrea primarily used in saltwater fishe		ated equipment gross sales in 2013 were for items			
	% Saltwater Fishin	g Sales as a Percentage of Total Gross Ro	ecreational Fishing Related Sales			
8.	Please indicate if your store sol sales were for live bait in 2013?	, , ,	n 2013. If YES , what percentage of your gross bait			
	○ No	If YES, percentage of gross bait sale	es? %			

NOAA Fisheries | Hawaii Economic Survey 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? If **YES**, percentage of gross sales? Yes No 11. Including yourself, how many individuals did you employ (full time and part time) on average in 2013? Full Time: _____ Part Time: _____ Average No. of Employees 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) Tuna hand-lining Reef trolling (papio, barracuda, etc.) Spearfishing Deep bottom fishing (opakapaka, onaga, etc.) Casting (bonefish, jacks)

() Other: Specify

Shallow bottom fishing (moana, ulua, weke-ula)

Kona crabbing

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

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	\circ	\circ	0	0	0	\circ
b.	Fishery seasonal closures	\circ	\circ	\circ	0	0	\circ
C.	Marine protected areas or reserves	\circ	\circ	\bigcirc	0	0	\circ
d.	Other government regulations	\circ	\circ	\circ	0	0	\circ
e.	The status of the economy	\circ	\circ	\circ	0	0	\circ
f.	Changes in fishing participation	\circ	\circ	\circ	0	0	\circ
g.	Changes in fish stock status	\circ	\circ	\circ	0	0	\circ
h.	Changes in operating costs	\circ	\circ	\bigcirc	0	0	\circ
i.	Internet sales of bait and tackle	\bigcirc	\circ	\circ	0	0	\circ
j.	Weather	\circ	\circ	\circ	0	0	\circ

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.