

NOAA FISHERIES

Office of Science & Technology

Marine Recreational Bait & Tackle Economic Survey

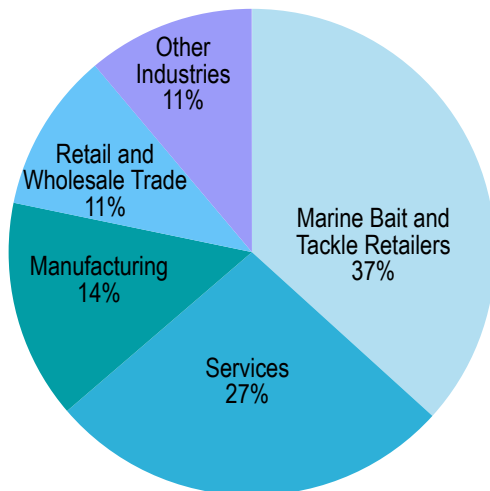
Survey Summary - July 2015

NOAA Fisheries completed the very first national economic survey of independent retail stores that sell marine recreational bait, tackle, and fishing-related equipment to better understand industry contributions to the economy. The survey collected data on the 2013 costs and earnings of independently owned businesses. Surveys were received from **944** of **3,514** stores in 23 U.S. coastal states including Alaska and Hawaii.

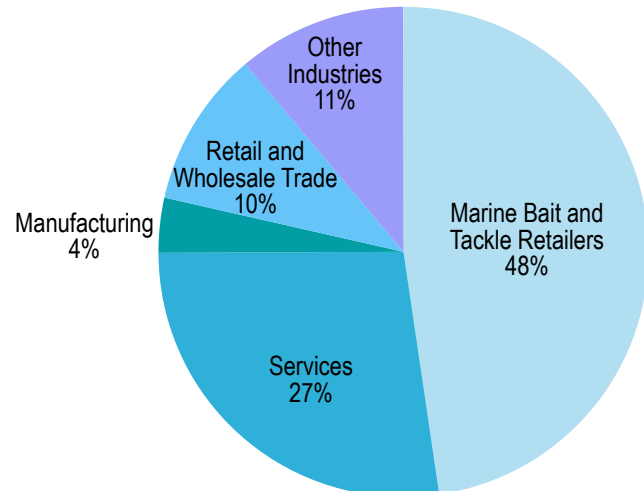
NOAA Fisheries released a final report detailing national and regional findings. Key findings of the report include:

- Independent retailers in coastal communities generated an estimated **\$854 million in total sales** of marine bait, tackle, and related equipment in 2013. These sales supported economic impacts estimated at **\$2.3 billion in total sales output**, nearly **\$796 million in income**, and over **16,000 full and part time jobs** across the U.S. economy.
- In addition to bait and tackle retailers, other top industry sectors supported by bait and tackle sales included the **service** sector, **retail and wholesale trade** sector, and the **manufacturing** sector.

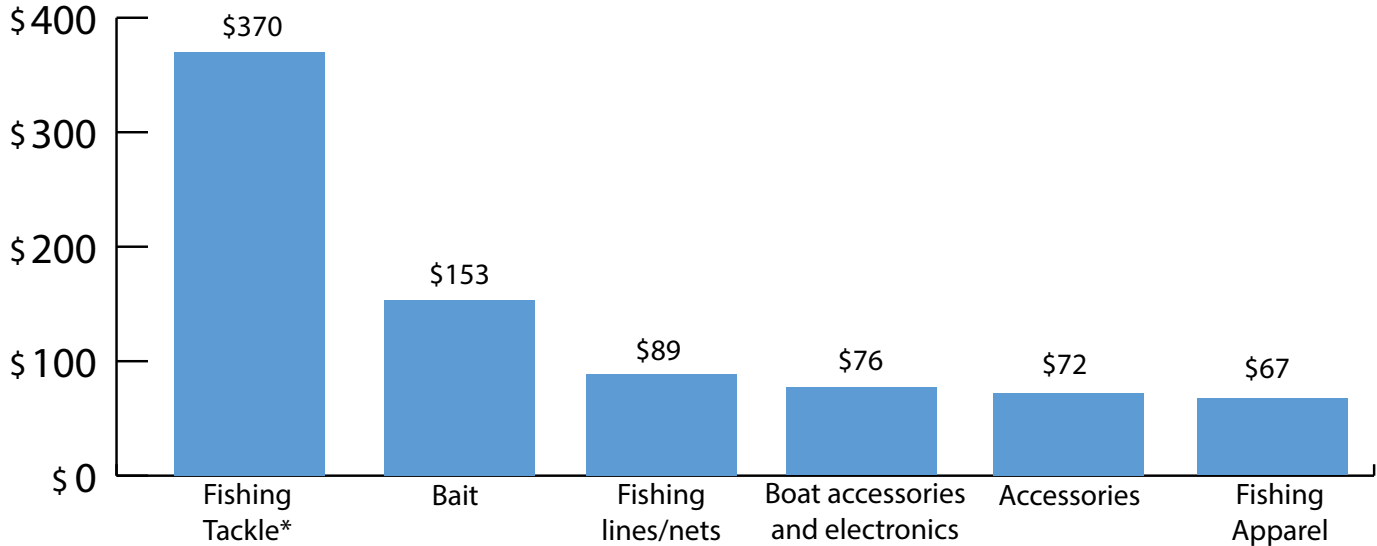
Total Sales Impacts by Sector



Total Jobs by Sector



Total sales of marine recreational fishing bait, tackle, and related equipment by independent retailers in coastal communities in 2013 by merchandise category (\$ millions).



*Tackle includes lures, terminal tackle, rods and reels, fishing rigs, and tackle boxes

Cost and Earnings of Bait and Tackle Retailers

- **Thirty-five percent** of responding stores classified themselves as “**Bait & Tackle**” stores that catered almost exclusively to recreational anglers. The remaining **65%** of “**Other Stores**” consisted of sporting goods stores, general retailers, hardware stores, convenience stores, and marinas.
- **Bait & Tackle** stores reported an average of **\$426,000 in sales** of marine recreational fishing bait and tackle in 2013 representing **54% of their total gross sales**. Inventory and operational costs in 2013 were estimated to be **\$333,000** resulting in an estimated **\$93,000 in average net returns** per store.
- **Other Stores** reported an average of **\$141,000 in sales** of marine recreational fishing bait and tackle in 2013 representing **8% of their total gross sales**. Inventory and operational costs in 2013 were estimated to be **\$111,000** resulting in an estimated **\$30,000 in average net returns** per store.
- Store owner participation in the survey far exceeded the expectations of many of our collaborators, and NOAA Fisheries greatly appreciates the efforts of our external partners in the recreational fishing industry to encourage store owners to participate.

For more information, please visit us at:

www.st.nmfs.noaa.gov/economics/fisheries/recreational/Bait-and-Tackle/bt-survey-2014

