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?

   ______ 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 _____ / _____ / ______

   MM  DD  YYYY  MM  DD  YYYY
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)

- $0 - $49,999
- $50,000 - $99,999
- $100,000 - $199,999
- $200,000 - $399,999
- $400,000 - $599,999
- $600,000 - $799,999
- $800,000 - $999,999
- $1,000,000 - $2,499,999
- $2,500,000 - $4,999,999
- $5,000,000 - $7,499,999
- $7,500,000 - $9,999,999
- $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)
- _____ % 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 or anadromous* fisheries? *Anadromous fish are fish that migrate up rivers from the ocean to spawn.

_______ % 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 North Atlantic saltwater recreational fisheries generated the greatest sales for your business in 2013? (Check the top three)

☐ Striped bass/Bluefish  ☐ Atlantic cod
☐ Atlantic mackerel  ☐ Summer or Winter flounder
☐ Tautog  ☐ Bluefin tuna
☐ Scup  ☐ Bonito
☐ Other: Specify ____________________________
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?

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<th>Factor</th>
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Please feel free to use this space to provide any comments you may have.

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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](http://www.st.nmfs.noaa.gov/economics/fisheries/recreational/index).