



# NOAA FISHERIES

Throughout the United States, marine recreational fishing is economically important to coastal communities. To better understand the economic contributions of bait and tackle stores and potential policy impacts to these coastal communities, NOAA Fisheries is collecting economic data from bait and tackle stores.

## FAQs at a Glance

### Who is conducting the survey?

Funding/Design: NOAA Fisheries;  
Survey distribution: independent firm

### How are businesses selected?

Randomly, from a list compiled by State and Federal marine resource agencies

### Is participation voluntary? Yes!

### How long will the survey take to complete?

About 30 minutes (times may vary)

### Why participate?

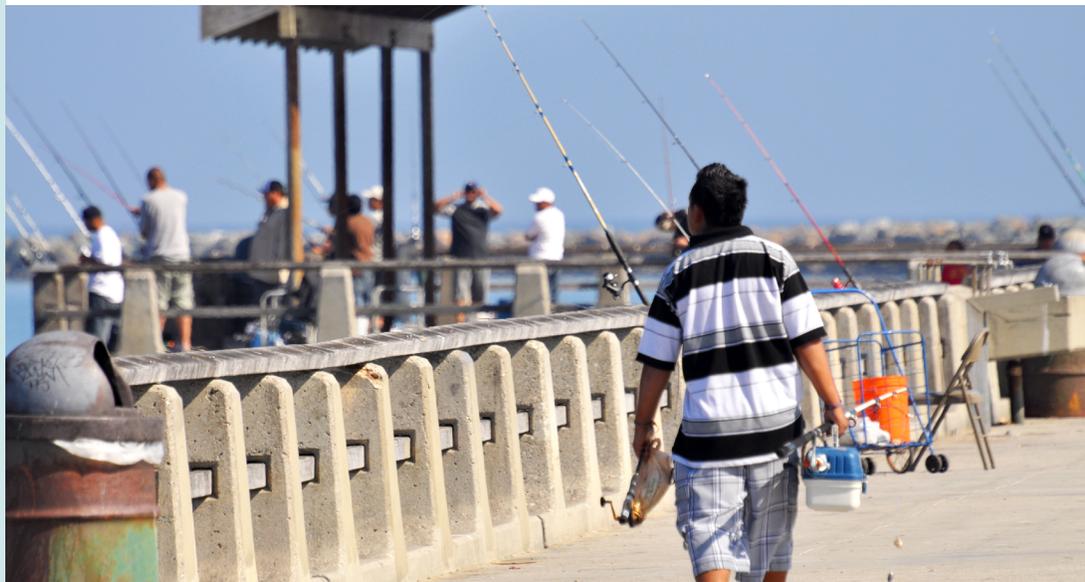
Data you provide will help to better inform management decisions

### Will data be kept confidential?

Yes! (see back page for more details)

# Recreational Bait and Tackle Economic Survey

## Frequently Asked Questions (FAQs) and Answers



### Why are we asking for your help with this survey?

Achieving high quality recreational fisheries involves more than just managing fish. The marine recreational fishing industry is economically important to coastal communities throughout the United States. NOAA Fisheries (also known as the National Marine Fisheries Service or NMFS) recognizes that the decisions we make have impacts on people's lives and livelihoods. Thus, NOAA Fisheries is conducting the **Recreational Bait and Tackle Economic Survey (RBTES)** to better understand the economic contributions of saltwater bait and tackle shop business so we may minimize impacts on coastal communities from changes in fishery regulations and recognize the effects of natural disasters and economic downturns.

### Who is conducting the survey?

NOAA Fisheries funded and designed the survey which will be conducted by an independent research firm. NOAA Fisheries is an agency within the U.S. Department of Commerce's National Oceanic and Atmospheric Administration (NOAA). NOAA's mission is to understand and predict changes in the earth's environment and conserve and manage coastal and marine resources.

### FAQs continued on back page



### How will businesses be selected and is participation voluntary?

This study targets retail stores that sell bait and tackle to marine recreational anglers in coastal communities located in 23 U.S. states on the Atlantic, Gulf of Mexico, and Pacific coasts, including Alaska and Hawaii. Stores will be selected randomly from a list of bait and tackle stores in coastal communities, which is being compiled by State and Federal marine resource agencies. Their participation in this survey will be voluntary and all information you supply will be kept strictly confidential.

### How long will it take to complete the survey?

You, or someone in your shop with a working knowledge of the business, should be able to complete the survey in about 30 minutes.

### Why are stores being asked to provide economic information?

The survey asks for information about your business' costs and revenues, employment, and structure. We understand this is sensitive information that we will take the utmost effort in protecting. Your information, when combined with that from other tackle shops nationwide, will allow us to construct a baseline assessment of the financial health and develop an economic profile of the retail bait and tackle industry.

### How will stores be sure their data is confidential and anonymous?

Information provided by individual bait and tackle stores will not be shared with any public or private entities including the Internal Revenue Service except in aggregate statistical form without identification as to its source. NOAA Fisheries is required by federal law (**section 402(b) of the Magnuson-Stevens Act and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics**) to keep your information anonymous and confidential. We take your privacy seriously. Individual data will be combined with information from other respondents to present an overall view of the economic health of the industry or a particular component of the industry. All economic data will be aggregated into statistical form for all reports. It will not be possible to identify your individual business in any publication.

If you have any questions or concerns about this survey, contact:

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