

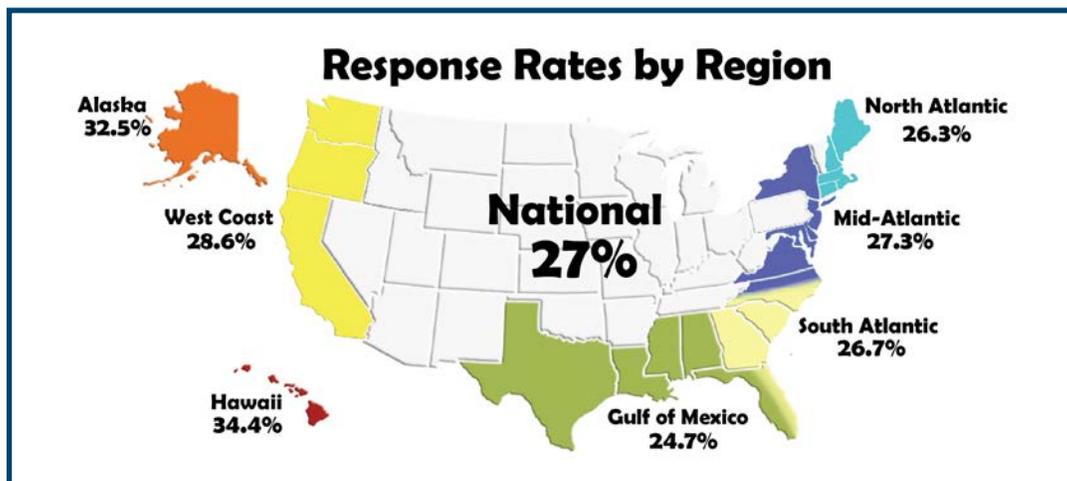


NOAA FISHERIES Science and Technology

2013 Marine Recreational Bait and Tackle Economic Survey

Preliminary Findings Summary - February 25, 2015

In 2014, NOAA initiated an economic survey of saltwater recreational fishing bait and tackle retail stores. The study aims to help NOAA better understand the economic contributions of this industry to the local and national economy. NOAA Fisheries received completed surveys from 944 of 3,498 retail bait and tackle stores in 23 U.S. coastal states. This response rate exceeded the expectations of many of our collaborators, and NOAA Fisheries greatly appreciates the efforts of our external partners in the recreational fishing community to encourage store owners to participate.



NOAA will release the final report in the summer of 2015. This report will provide national and regional information about the economic contributions of retail stores that sell marine recreational fishing bait and tackle equipment. Listed below are some of the survey's preliminary results.

- 34.7% of responding stores described themselves as bait and tackle stores whose primary customers were recreational anglers. This group was followed by sporting goods stores (15.4%), convenience stores (15.1%), marinas (12.4%), general retailers (11.9%), and hardware stores (10.4%).
- 92% of responding stores stated they owned one single store that sold recreational fishing bait and tackle. The average store had been in business for 25 years, 26% had been in business for 10 years or less, and 13% had been in business for over 50 years.
- NOAA asked stores to identify the three regional saltwater fisheries that generated the most bait and tackle sales for their business in 2013. Striped bass and bluefish were the most commonly selected fisheries reported by stores in the North Atlantic (67%) and Mid-Atlantic (72%). Red drum and seatrout were the most commonly selected fisheries reported by stores in the South Atlantic (57%) and Gulf of Mexico (60%). Migratory salmon were the most commonly selected fisheries reported by stores on the West Coast (45%) and in Alaska (57%). Offshore pelagic fisheries for tuna, mahi-mahi, and billfish were the most commonly selected fisheries reported by stores in Hawaii (64%).
- Factors that had a positive effect on bait and tackle sales in 2013 included: the weather (18%), the economy (15%), changes in fishery stock status (13%), and changes in fishing participation (13%).

For more information, please visit us at: www.st.nmfs.noaa.gov/economics/fisheries/recreational/Bait-and-Tackle/bt-survey-2014