Marine Recreational Bait & Tackle Economic Survey

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January 30, 2014

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Overview

• Economic survey of marine bait & tackle stores

• Identified as a data need by industry groups – American Sportfishing Association, Big Rock Sports (wholesaler)

• Response to impacts of red snapper closures
  • ASA study - 1,200 stores losing $10 million in 6 months

• Similar concerns over other closures, marine protected areas
Overview

• Covering all 23 coastal states

• Goal to collect baseline economic data
  • Costs and gross sales, employment
  • Sales & profit margins by bait & tackle categories
  • Fisheries targeted by customers
  • Factors effecting businesses

• Will use data for economic impact analyses
Progress to Date

• Sample frame
  • Fishing license vendors as proxy
  • Lists acquired from all 23 states

• Drafted FAQ sheet, questionnaire, request for proposals

• Planning to use mail and internet surveys

• Received industry feedback at Big Rock Trade Show and from ASA

• Federal Register notice out for comment until Feb 21st (FR 77432)
Project Tasks & Timeline

- RFP to contractors: February 3
- Finalize sample frame: February 15
- Submit PRA package: February 28
- Select contractor: March 3
- Seek industry feedback: February - April
- Finalize survey instruments: April
- Select final sample: May
- Conduct survey: June through August
- Analysis & report: Fall 2014
Bait & Tackle Categories

- Live bait
- Dead bait, fish
- Dead bait, non-fish
- Artificial lures
- Terminal tackle
- Bottom rigs
- Trolling rigs/teasers

- Fishing line
- Rods and reels
- Fish handling hardware
- Accessories
- Tackle boxes
- Fishing apparel
Cost Categories

• Building rent/mortgage
• Employee payroll
• Facility & equipment maintenance
• Utility expenses
• Communications
• Inventory

• Marketing/advertising
• Professional services
• Insurance
• Taxes
• Licensing fees
• Shipping fees
Factors Effecting Business

- Fisheries regulations/closures
- Other government regulations
- Changes in fishing participation
- Fish stock status
- Changes in operating costs
- Internet sales
- Customer loyalty
Issues for discussion

• Best ways to get industry feedback?
• Q1: Are we missing any major business categories?
• Q2: Will businesses give us this data?
• Q4/8: Do any categories need to be modified? Should we include clamming? Spearfishing?
• Q10: Are we missing any major regional fisheries? Would they be better categorized by gear/methods as in HI example?
• Q11: What other issues should we include?
• Q13: Are we missing any? Can some be combined?
Acknowledgements

- ASA – Mike Leonard, Mike Nussman, Gordon Robertson
- Rob Southwick – Southwick Associates
- Gary Zurn – Big Rock Sports
- James Hilger, Jerry Leonard, David Itano – NOAA
- State contacts that provided license vendor lists
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