



**NOAA
FISHERIES**

Office of Science
and Technology

Economics and
Social Analysis
Division

Cost-Earnings of Independent Marine Bait & Tackle Retail Stores

Team: Clifford Hutt¹, Sabrina Lovell²,
& Scott Steinback³



MAFAC 2015

October 14, 2015

¹ECS Federal in support of NMFS

²NMFS Office of Science
and Technology

³Northeast Fisheries
Science Center

Overview

- Economic survey of marine bait & tackle stores
- Identified as a data need by industry groups – American Sportfishing Association, Big Rock Sports, Sportfishing Association of California
- Retailers that sell bait and tackle are lumped into other categories in national census studies
 - Sporting goods, convenience stores, etc.

Who Did We Target?

- Independent stores and small local chains
- Fishing license vendors as proxy sample frame
- Lists acquired from all 23 coastal states + 2 wholesalers
- Concentrating on near coastal counties



Data Collection and Analysis

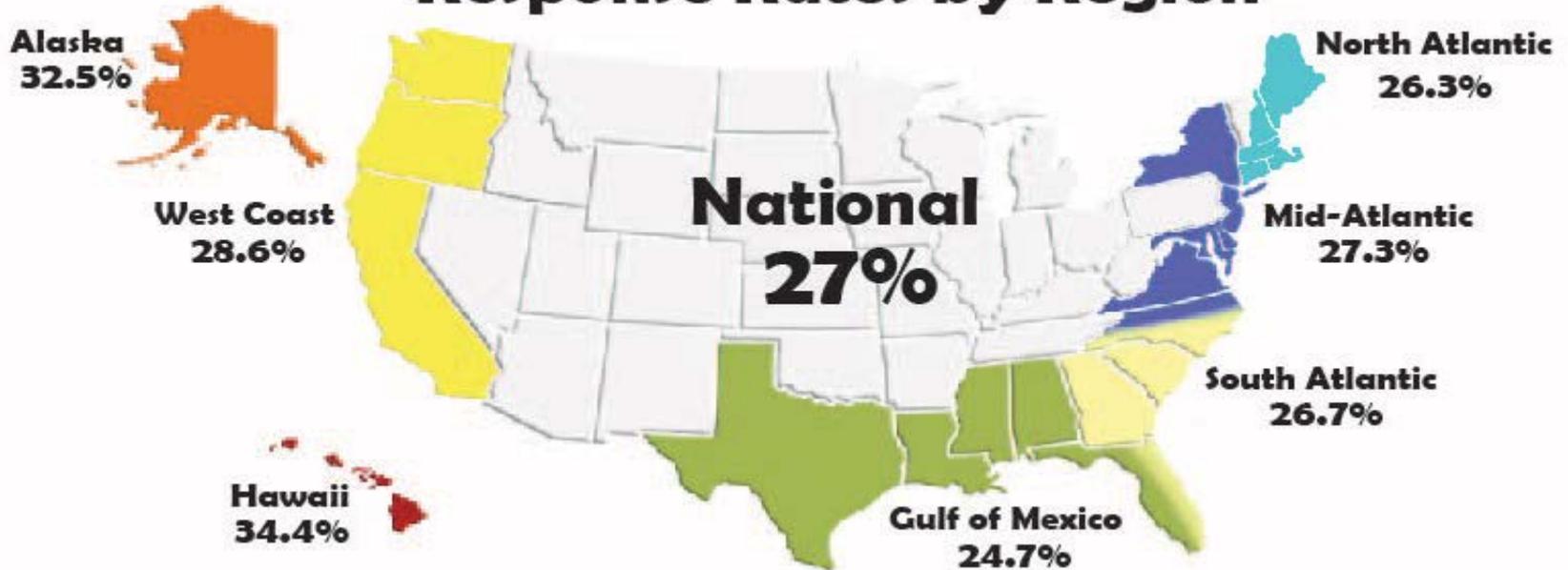
- Goal to collect baseline economic data
 - Gross sales (range), fishing sales & costs (%)
 - Sales by bait & tackle categories (%)
 - Fisheries targeted by customers
 - Collected 2013 data
- Conducted cost-earnings and economic impact analyses
- Conducted analysis by business categories
 - Bait & Tackle vs. Other Stores



Outreach Efforts

- Worked closely with industry to develop and promote study
- Attended industry trade shows to reach out to store owners
 - Big Rock Show in NC, Fred Hall Shows in CA, ASA shows in RI and NJ, and ICAST 2014 in Orlando
- Full page article in July 2014 issue of Fishing Tackle Retailer
 - Called it “the most important survey coastal bait and tackle retailers will ever receive” and a “win-win situation”
- Article on study findings in FTR Sept-Oct 2015 issue

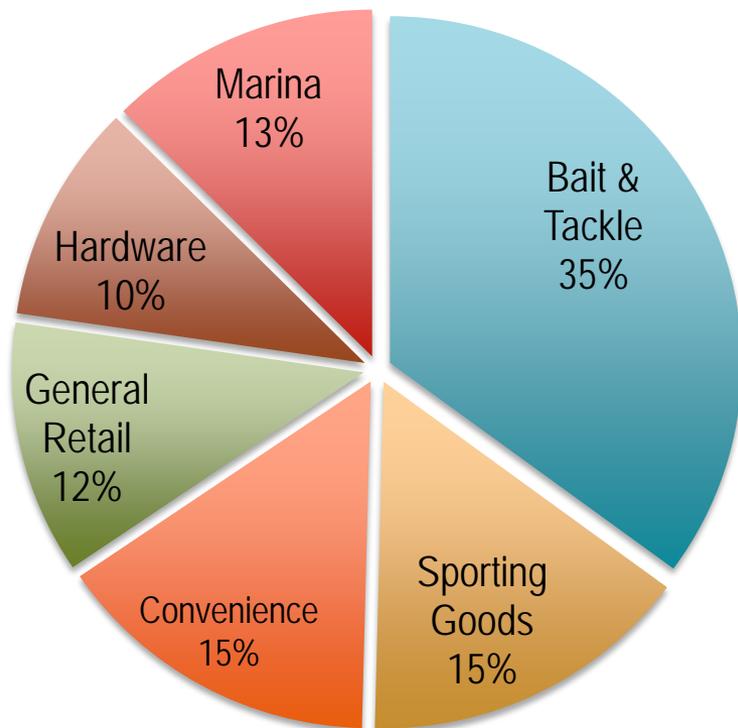
Response Rates by Region



National response rate based on 3,514 eligible stores and 944 returned surveys

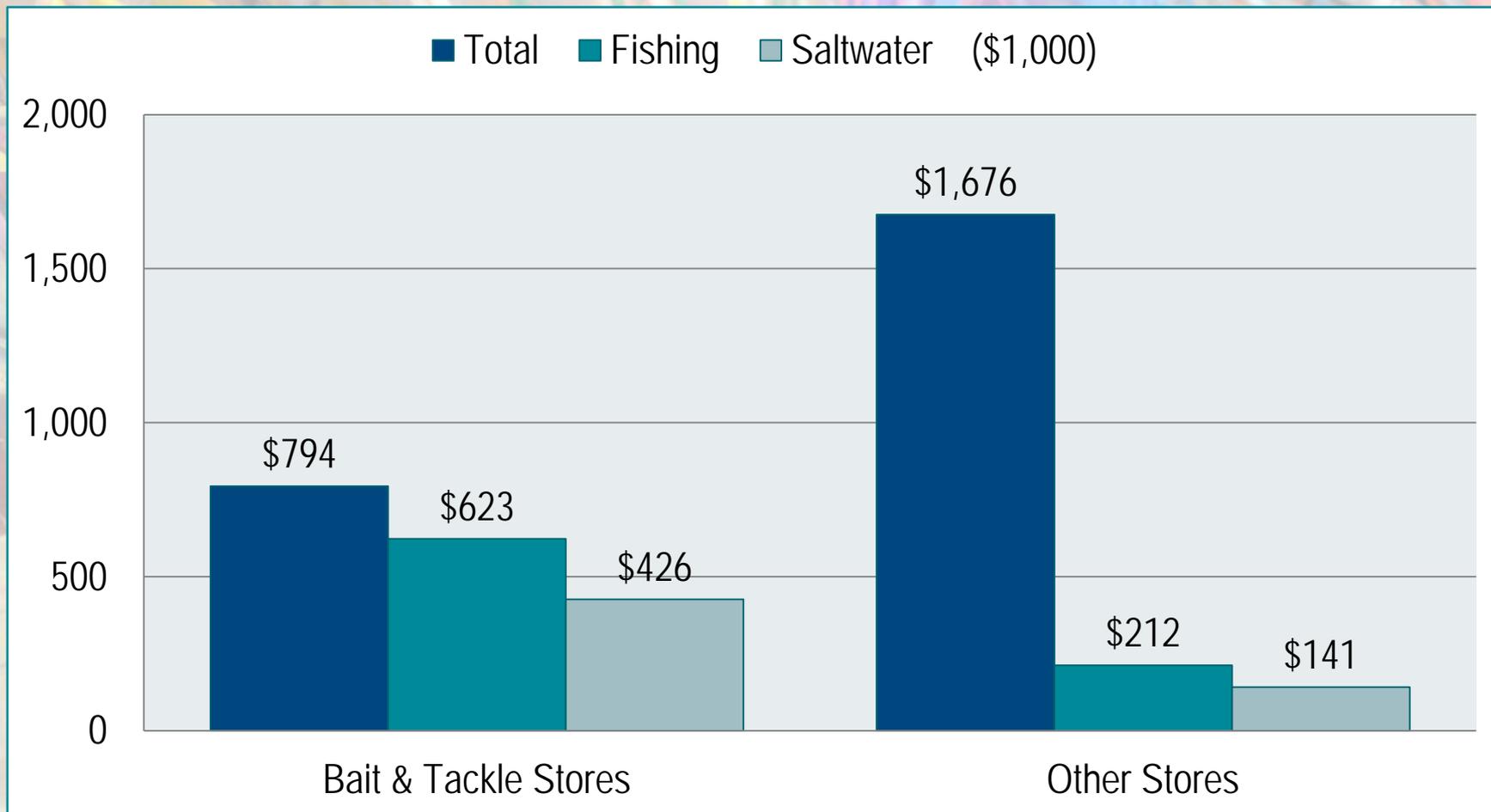
Store Characteristics

Percent Stores by Category

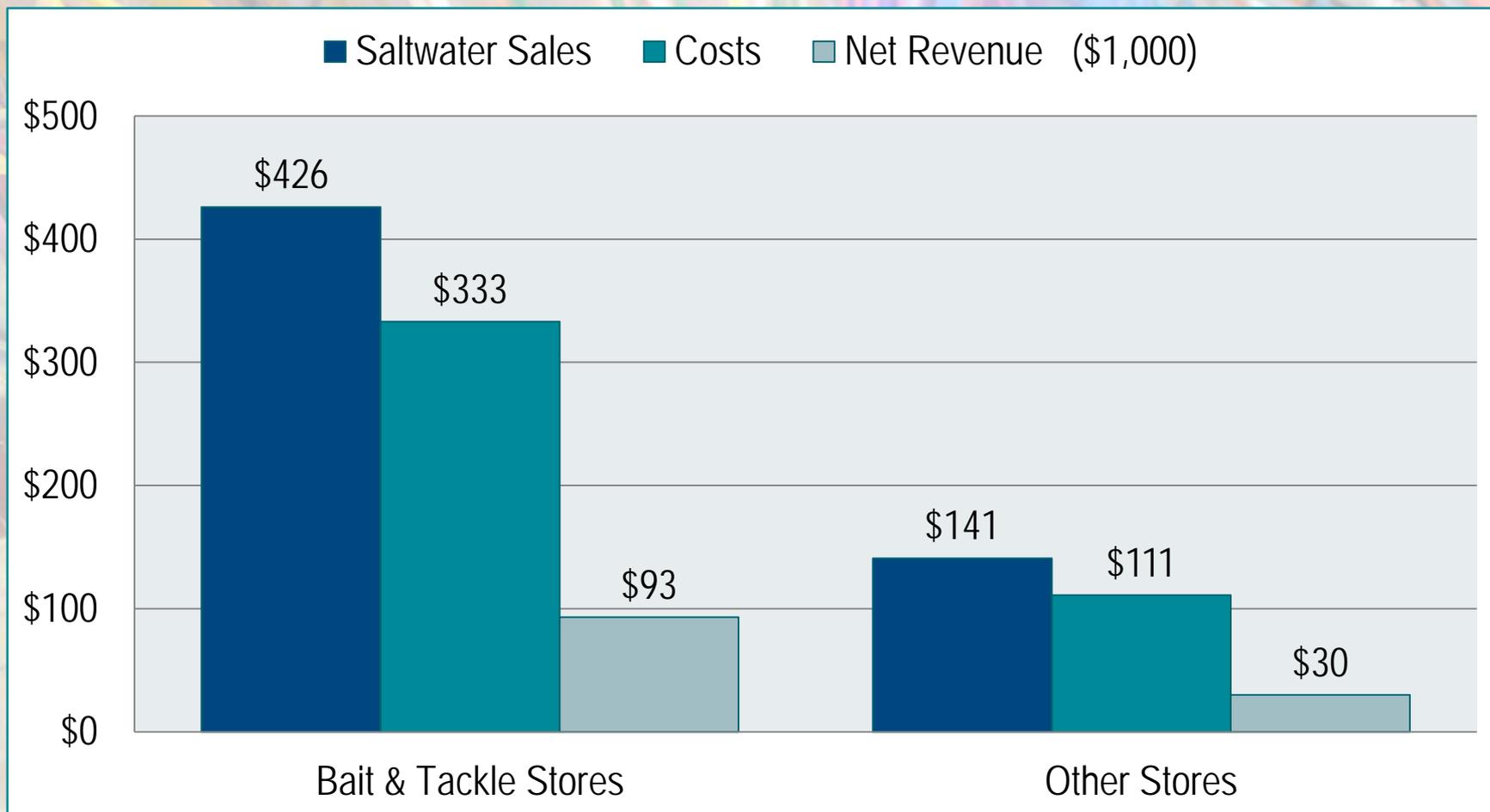


	Bait & Tackle	Other Stores
Years selling marine B&T	25.2	24.9
Full time employees	3.2	6.9
Part time employees	3.7	5.7

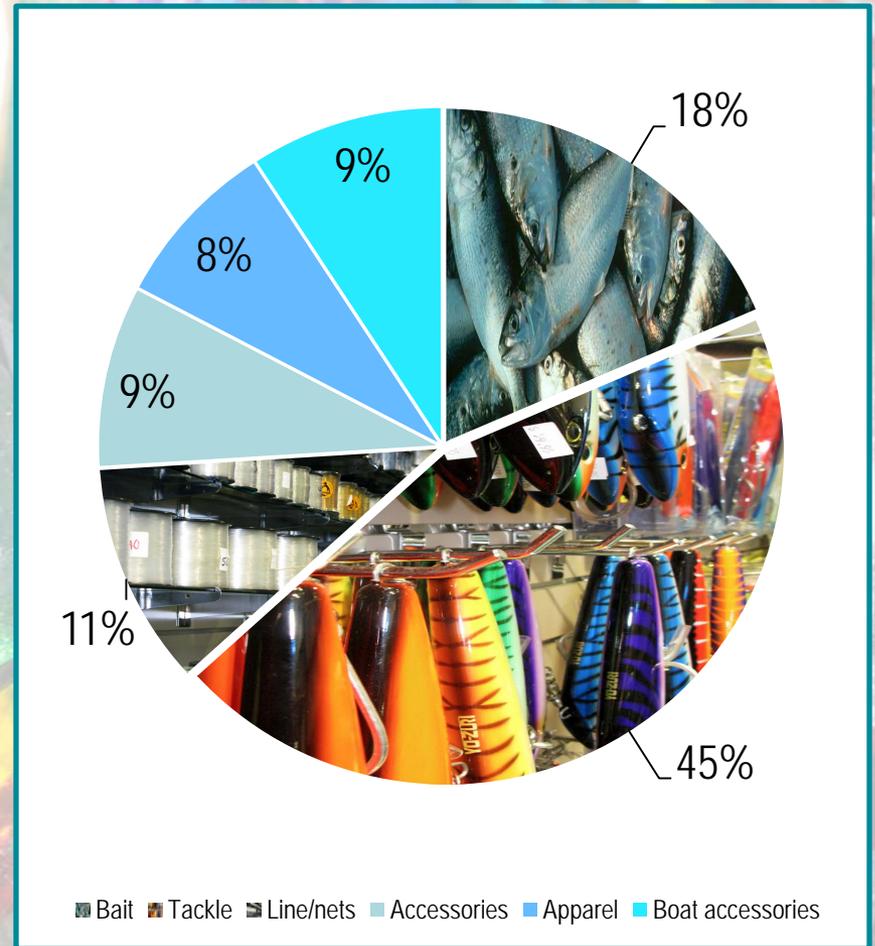
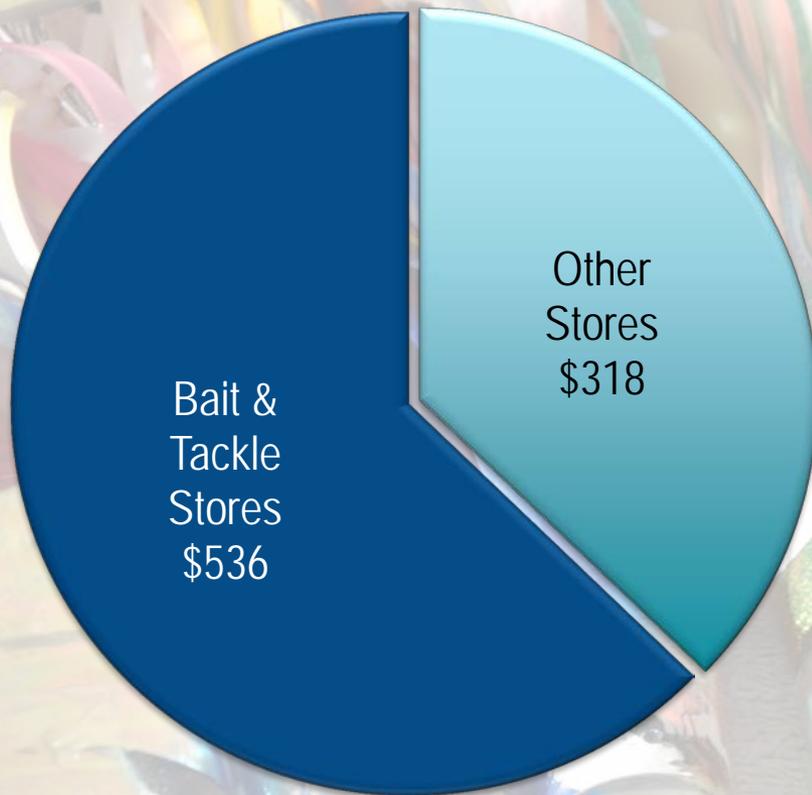
Average U.S. Sales by Store Type



Average Costs and Net Revenues



Nationally - \$854 Million in SW Bait & Tackle Sales, 3,514 retail stores



Economic Impacts Generated by \$854 Million in Sales



\$2.3 billion in total sales output

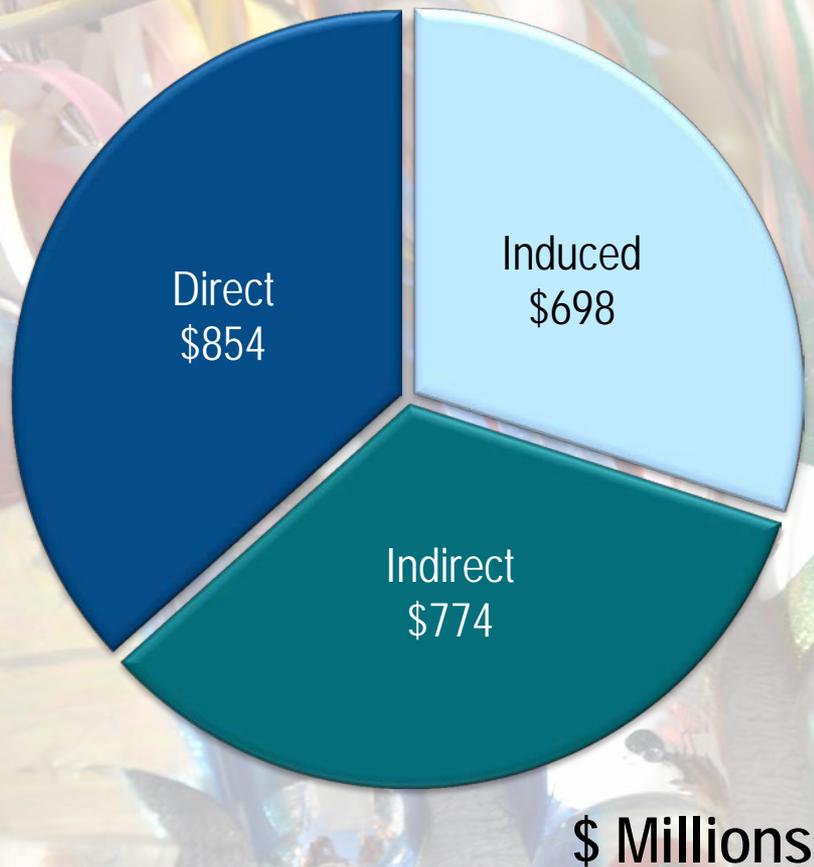


\$796 million in income



16,000 + full & part time jobs

\$2.3 Billion in Total Sales Output



Direct Impacts

- Original sales of bait & tackle

Indirect Impacts

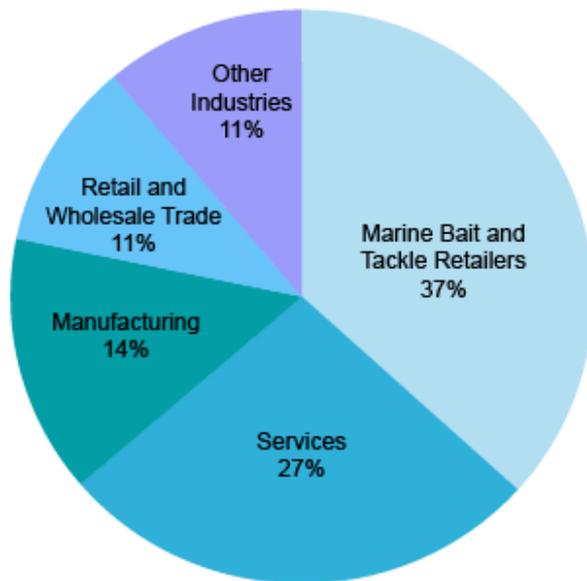
- Sales between bait & tackle retailers and supporting businesses

Induced Impacts

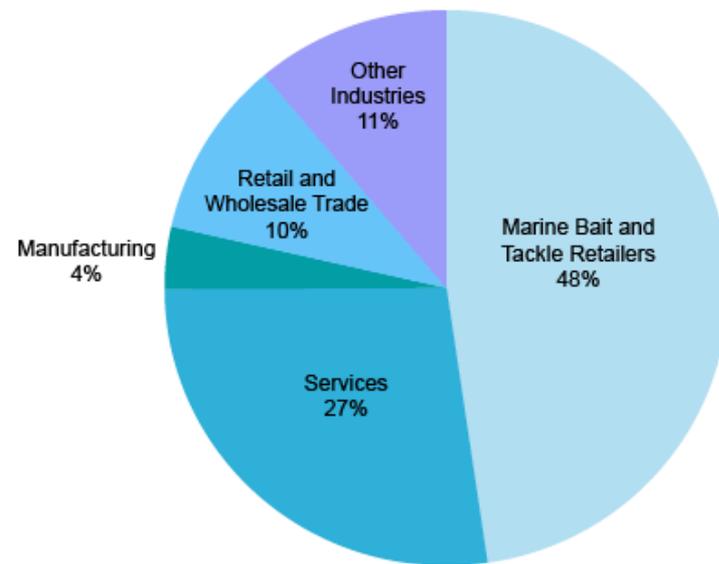
- Household spending of employees

Sales and Job Impacts by Industry Sector

\$2.3 Billion in Sales by Industry



16,000 + Jobs by Industry



Conclusions

- Bait & Tackle stores are an iconic fixture of coastal communities
- Solid cash flow for Bait & Tackle retailers
- Findings will inform federal and state decision-makers on industry impacts
- Final report released in July
- <http://www.st.nmfs.noaa.gov/economics/fisheries/recreational/Bait-and-Tackle/bt-survey-2014>

Contact Info

Clifford Hutt, PhD

ECS Federal in support of
NOAA Fisheries

Office of Science & Technology

Economics and Social
Analysis Division

cliff.hutt@noaa.gov

(301) 427-8210

