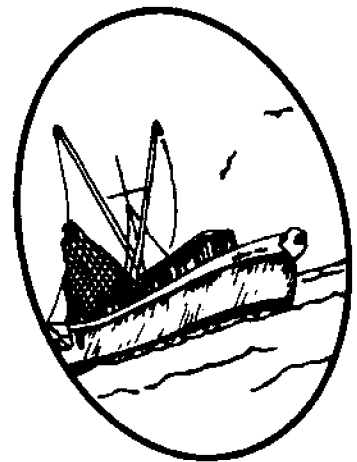
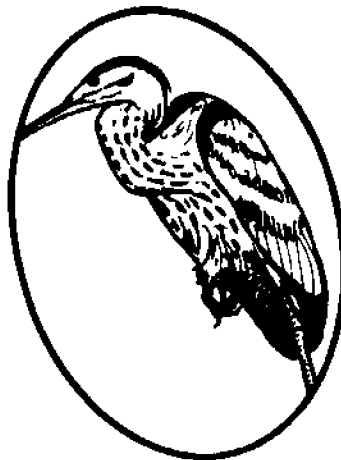
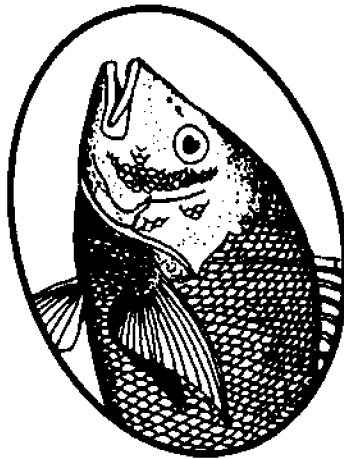
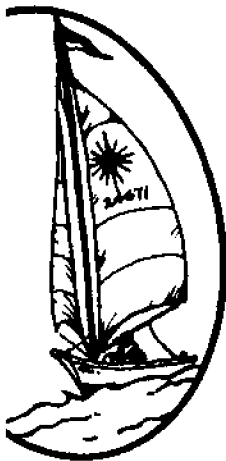


Working Paper 86-3 [LOAN COPY ONLY]

NCU-T-86-00

# Marine Recreational Fishing, Marine Manufacturers and Marinas in North Carolina: An Economic Characterization

Jeffrey C. Johnson and Richard R. Perdue



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Marine Recreational Fishing, Marine Manufacturers and Marinas  
in North Carolina: An Economic Characterization

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Marine Recreational Fishing, Marine Manufacturers and Marinas  
in North Carolina: An Economic Characterization

EXECUTIVE SUMMARY

This report provides economic information on marinas and marine manufacturers in North Carolina. The purpose was to provide economic and descriptive information on firms within this industry and to provide estimates of direct economic impacts to the industry and, as they relate more specifically, to recreational fishing.

An estimated 109 coastal marinas operate in North Carolina, accounting for an estimated 377.8 full-time equivalent (FTE) jobs. Total revenues for 1984 were estimated at \$23,427,000, of which \$3,395,000 was estimated to be the result of tourist or nonresident activities.

Of the 377.8 FTE jobs, 195.5 FTE were attributed to recreational fishing. Over half of the total marina revenues, or \$13,750,000, were credited to recreational fishing activities. Of the \$982,000 in total net income to the state from nonresidents, \$909,500 or 92.6 percent was due to recreational fishing.

Marine manufacturers, boat, boat accessory, boat trailer and tackle manufacturers were estimated to have generated \$218,807,000 in revenues in 1984. Revenues generated from out-of-state business were estimated at \$196,376,000. Of the total estimated expenses for these firms in 1984, \$62,182,650 was paid in wages and salaries. Total employment for the industry was estimated at 3,451 FTE jobs.

Of these jobs, 2,338.5 were estimated to be attributed to recreational fishing. Revenues of \$124,478,600 and wages and salaries of \$28,168,740 also were attributed to recreational fishing activities.

## INTRODUCTION

The economics of recreational fishing in North Carolina is a complex issue. This complexity is largely the result of the state's diverse ecology, one that provides a vast array of alternatives for recreational fishermen. Anglers in North Carolina can fish for freshwater species in the state's numerous rivers and lakes. The Pamlico Sound and other estuarine areas furnish access to a variety of brackish-water species, and the state's offshore waters allow recreational fishermen an even broader spectrum of angling experiences.

Recreational fishing consumers provide opportunities for a wide range of businesses. Purchases of bait, tackle, boats, other equipment and services from marinas, boat yards, boat repair shops, motels, food stores, restaurants, charter boats and boat rental companies create an important economic base for the state's economy. Recreational boat manufacturers, boat equipment manufacturers, tackle manufacturers, boat dealers, marinas and boat yards benefit directly from the expenditures of anglers. Further, these direct benefits generate indirect benefits for other industries within the state, including the purchases of raw materials, equipment, products and services from supporting industries.

There are also induced benefits as a consequence of the expenditures and savings of employees within these manufacturing, service, sales and supporting industries. Thus, the health of recreational fishing in North Carolina has direct and indirect impacts on the state's economy.

Johnson et al. (forthcoming) characterized the social and economic aspects of fishing in the upper sounds of North Carolina. Abbas (1978) characterized the economics of the marine recreational charter boat industry. However, little is known about the economic aspects of the marine recreational manufacturing businesses and coastal marinas and their links to recreational fishing. This report provides baseline information on the economic characteristics of the marine recreational boat manufacturing industry and coastal marina industry in North Carolina. It is important to point out that this is not a report on the economic impacts, per se, of these industries on the state's economy. Rather, we provide information that is amenable to methods for calculating economic impact, such as input-output analysis (see Milon et al., 1983). Impact analysis of this kind is beyond the scope of this report. Nevertheless, the data provided herein can be used to infer the direct, indirect and induced economic effects of the manufacturing and marina sectors of the marine recreational fishing industry on the state's economy.

Similar to Milon and Riddle (1982), we are interested in an economic characterization of the marine manufacturing and coastal marina industries. Furthermore, we examined these industries as they are specifically related to marine recreational fishing.



## TRENDS IN NORTH CAROLINA BOAT REGISTRATIONS

In 1984, there were 198,269 boats registered with the N.C. Wildlife Commission. During the conceptualization of this study, we felt that by examining the trends in the number of these boat registrations we could generalize trends in recreational boating. Unfortunately, this was not the case. Over the last 15 years, the boat registration requirements of the N.C. Wildlife Commission changed yearly basis. Consequently, it was impossible to determine if the observed trends were a function of changes in the registration requirements, changes in recreational boating behavior or a combination of both.

In 1984, the number of boat registrations in North Carolina ranged from 80 in Alleghany County to 12,249 in Wake County (see Appendix B). The mean number of boat registrations by county was 1,983, with a median of 1,169. Distributed not only as a function of boating opportunities but also as a function of population and economy, the density of registrations tends to be higher in the more populated areas of the state, particularly in Mecklenburg and Wake counties (Figure 1). Of the 198,269 boat registrations, 45,926 (23.2 percent) were registered of the 22 coastal counties.

Although the registration system has changed substantially, the growth in boat registrations between 1970 and 1984 was examined. Between 1970 and 1984, the number of registrations grew from 74,225 to 198,269, a growth rate of 167 percent. This growth rate ranged from 51 percent in Tyrrell County to 475 percent in Anson County. Boat registrations in the 22 coastal counties grew by 155 percent as compared to 171 percent for the inland counties. When examined by county, it was clear that much of this growth occurred in the southeastern region of North Carolina, (an area heavily affected by the marine boating opportunities of the State (Figure 2).




A much better picture of recreational boating in North Carolina is provided by the per capita boat registration data reflected in Figures 3 and 4. These data have been corrected for population growth and provide better figures for examining trends in boating behavior. Figure 3 clearly shows the importance of recreational boating in the coastal region. The number of boats owned per 100 people in the coastal region is 7.2, substantially greater than the 2.8 value for the inland region. In Dare County, there are 14.1 registered boats per 100 people. Growth in per capita boat registrations, Figure 4, has occurred primarily in the southeastern region of the state, probably reflecting better transportation routes to that area.




# 1984 BOAT REGISTRATION

Figure 1



LEGEND: REG84

	LESS THAN 1000
	2001 TO 3000
	5000 TO 10,000

	1001 TO 2000
	3001 TO 5000
	OVER 10,000

*PERCENTAGE GROWTH  
IN  
BOAT REGISTRATIONS  
1970 TO 1984*

Figure 2



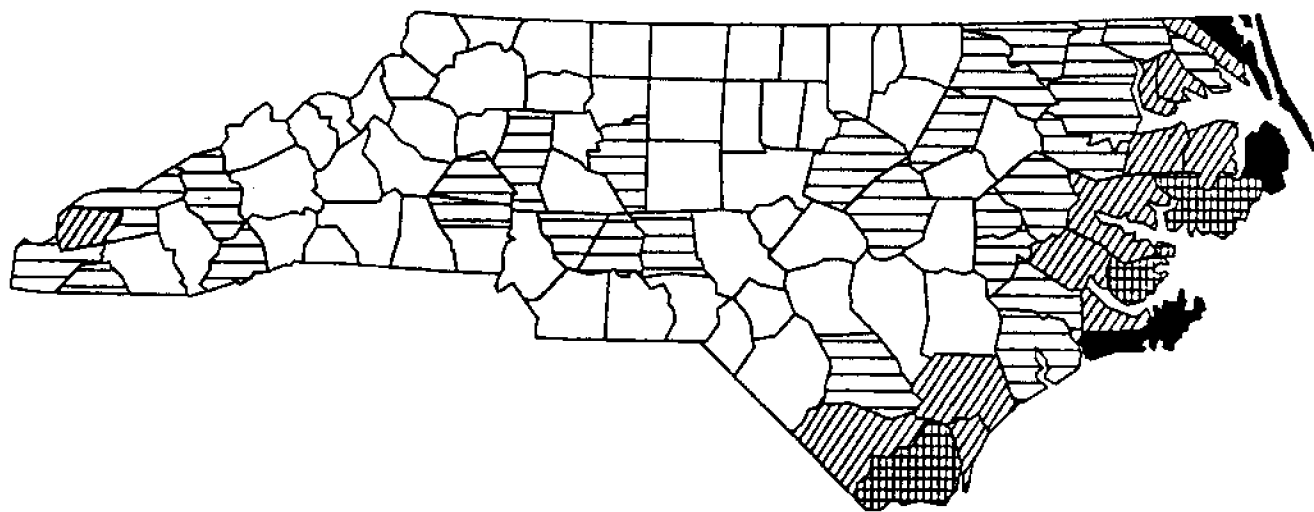
LEGEND: REGGROW

0-100%  
201-300%  
401-500%

101-200%  
301-400%

# PER CAPITA BOAT REGISTRATIONS 1984

Figure 3



LEGEND · PCREG84

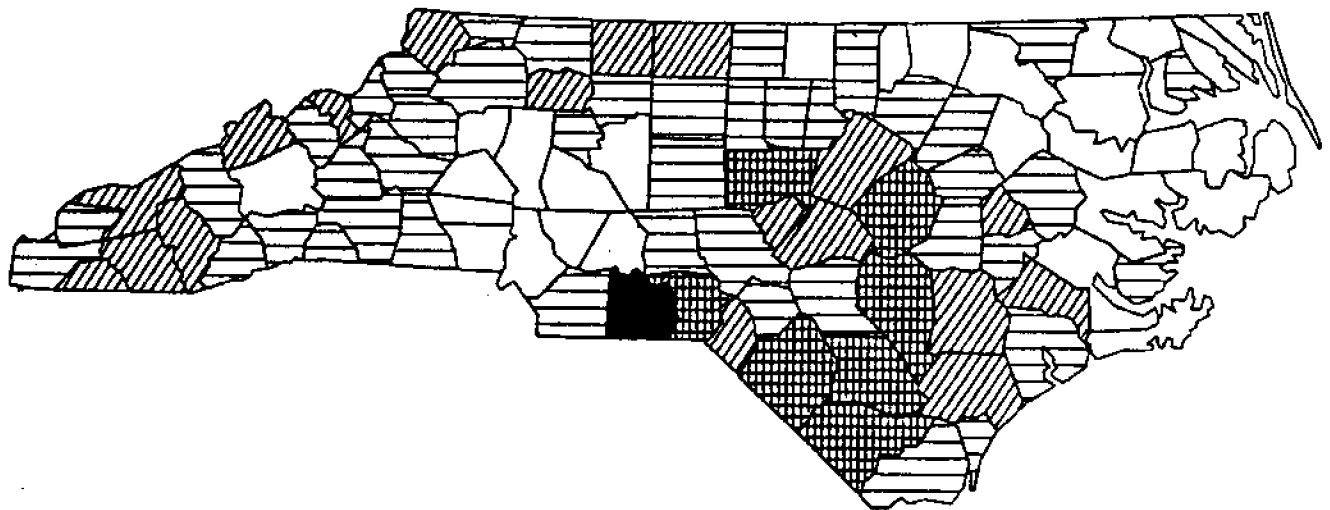
0-3  
9.1-12

3.1-6  
12.1-15

6.1-9

*PERCENTAGE GROWTH  
IN  
PER CAPITA BOAT REGISTRATIONS  
1970 - 1984*

Figure 4



LEGEND: GROPCREG

0-100%  
201-300%  
401-500%

101-200%  
301-400%

## METHODOLOGY

The primary mode of data collection for each of the two major samples involved a mail-out/phone interview technique developed by the authors. In general, the procedure involved the mailing of an interview worksheet and cover letter to each firm in the sample. Firm representatives were contacted, and a phone interview scheduled at a time convenient to the representative. The interview worksheet reflected the types of information of interest to the study, and representatives were asked to fill in the information prior to the phone interview. Phone interviews were conducted and the information was recorded on a separate form by an interviewer.

This format had two distinct advantages. First, firms that had changed addresses or phone numbers could be tracked down, and interview packages could be mailed to them. This allowed for a more complete sampling of firms. Second, this procedure allowed firm representatives the option of mailing in the interview worksheet or being interviewed at their convenience.

### Marinas

For the purpose of this study, a marina was defined as a coastal facility in which the primary business activity was providing boat storage in the form of boat slips, dry stacks or secured moorings for a daily, monthly or yearly fee. To identify these facilities, a list of 129 boat storage businesses in the coastal region, compiled by the N.C. Division of Health Services' Shellfish Sanitation Program, were attained from the UNC Sea Grant Marine Advisory Service. Of these 129 facilities, 109 (84.5 percent) met the above definition of a marina.

The objectives of the marina survey were to (1) to develop a descriptive profile of the marinas on the North Carolina coast and (2) to examine the economic and employment impacts of recreational fishing and boating on the marina industry in North Carolina. To accomplish these objectives, a telephone interview instrument was developed (Appendix A). The telephone instrument was selected in an effort to improve upon the poor response rates attained by previous mailed surveys to marina owners (Milon & Riddle, 1983; Stoll, Jones & Bergstrom, 1985). The questions addressing the descriptive characteristics of the marinas were developed using the guidelines provided in the Coastal Marinas Assessment Handbook (USEPA, 1985).

Several previous marina and recreational boating economic surveys were used to develop the economic and employment impact questions (Crompton & Ditton, 1975; Ditton, Graefe & Lapotka, 1979; Milon & Riddle, 1983; Milon, Mulkey, Riddle & Wilkowskie, 1983; Milon, Wilkowskie & Brinkman, 1983; Stoll et al., 1985). The survey measured North Carolina resident and nonresident related revenues and expenses.

To assess the impacts associated with recreational boating and fishing, the marina owner/manager was asked how many of the boats stored at the marina were used for commercial fishing, charter or headboat fishing and private recreational use. The owner/manager was further asked what

percentage of the private recreational boats were sailboats and what percentage were used primarily for recreational fishing. The impact of recreational boating was measured by multiplying the total impacts by the percentage of boats stored in the marina that were private recreational boats or fishing charter/headboats. Estimates of marine recreational fishing impacts were determined with the use of a conversion factor based on the sum of the percentage of the private recreational boats in the marina that used for sport fishing and the percentage of charter or headboats docked at the marina.

Given that many questions requested specific financial information, a worksheet was developed and sent to each marina two weeks prior to the telephone interview (Appendix A). Included with this worksheet was a cover letter explaining the purpose of the study and indicating the support of the N.C. Marinas Association (Appendix A). Each of the marinas was then contacted and scheduled for a telephone interview. Of the 109 identified marinas, 87 were contacted. The other 22 (20.2 percent) could not be contacted by telephone because they did not have a listed number or we were unable to reach anyone after five calls.

Of the 87 marinas contacted, 61 (70.1 percent) completed at least part of the questionnaire. Many of the respondents declined, however, to provide some or all of the financial information requested. Thus, since a census of the known marinas was conducted, the data do not have any sampling error. However, the potential exists for substantial nonresponse bias.

The data analyses were structured to minimize the impact of this nonresponse bias. After conducting descriptive analyses of the collected data, projections of total impacts were developed using the median data values rather than the more frequently used mean values. Using the information provided by the N.C. Department of Health Services' Division of Shellfish Sanitation, it was possible to examine the survey response rate by marina size (number of slips). The results of these analyses indicated that a significantly higher response rate was attained from the larger marinas. Consequently, using the mean values as the basis of the impact projections would have resulted in overstating the total impacts.

### Manufacturers

The overall methodology for the marine manufacturers survey was similar to that used for marinas. Marine manufacturers were defined as manufacturing firms that produced boats, boat accessories, tackle or boat trailers for the pursuit of saltwater recreational activities. Such firms were identified with the use of lists from the National Marine Manufacturers Association and the U.S. Coast Guard. A combined list of 135 manufacturers was compiled. Firms involved exclusively in the production of commercial products were not interviewed.

The objectives of the manufacturers survey were (1) to develop a descriptive profile of marine manufacturers in North Carolina and (2) to examine the economic and employment impact of marine recreational fishing on marine manufacturers in North Carolina. A telephone interview instrument was developed that was similar to the one for marinas (see Appendix

A). Questions on descriptive and economic characteristics were developed from a review of previous research.

Assessment of impacts associated with marine recreational fishing was obtained by asking company representatives (interviewee) to estimate the percent of their product used for recreational purposes and the percent used for marine recreational fishing. Estimates of direct impacts were based on these percentages.

The interview procedure was similar to that for marinas. A cover letter from the president of Grady-White Boats Inc., explaining the importance of this study, was included with the worksheet (Appendix A). The 135 businesses listed were mailed interview packages. Of these, 35.5 percent were out of business or could not be contacted (e.g., number disconnected with no new number) and 16.3 percent did not meet our definition of a marine manufacturer. Interviews were scheduled for the remaining 65 eligible firms.

Of these, 13.6 percent were new companies or did not build any recreational boats for the year in question. Among the 57 remaining firms, 8.8 percent refused to be interviewed or did not respond, 91.2 percent provided data on descriptive or employment characteristics, and 74.7 percent provided at least the minimum economic information. In most cases, complete economic information was obtained for the medium- and large-sized firms. Smaller firms, although cooperative, had difficulty producing detailed economic information.

In contrast to the marina sample, the sample of manufacturers constitutes an almost complete survey of the known firms. Consequently, an assessment of impacts is essentially free of sampling bias. To address any nonresponse bias, we asked firms that did not respond or refused to respond two questions about the type of product produced and the number of full-time and part-time people employed. The number of FTE positions was used to categorize the firm as either small, medium or large. Impacts were then calculated based on median values within each appropriate category.

## MARINAS

### Marina Characteristics

Coastal marinas in North Carolina tend to be small. Although Table 1 shows that the average amount of submerged land is 2.1 acres, both the median and mode submerged area is 1 acre; 51.8 percent of the marinas have approximately an acre of submerged land. Upland areas tend to be larger with a mean of 5.5 acres and a median of 3 acres. Nevertheless, 25.9 percent of the marinas have only 1 acre of upland area.



Table 1

## Descriptive Characteristics of Surveyed Marinas

Marina Characteristic	range	Descriptive Statistic		
		mean	median	mode
<b>Marina Size</b>				
Acres of upland area	0 - 40	5.5	3	1 (25.9%)
Acres of submerged land	0 - 10	2.1	1	1 (51.8%)
Number of boat slips	0 - 179	43.2	30	20 (6.6%)
Percent full	33 - 100	88.0	100	100 (67.2%)
Number of boat stacks	0 - 400	29.6	0	0 (77.6%)
Percent full	30 - 100	84.1	100	100 (66.7%)
Number of moorings	0 - 12	0.6	0	0 (91.5%)
Percent full	0 - 100	43.4	28.6	**
<b>Water Characteristics (feet)</b>				
Water depth in slip area	3 - 25	6.5	6	6 (28.8%)
Tidal range	0 - 7	2.9	3	3 (22.0%)
<b>Age of Facilities (years)</b>				
Age of the marina	1 - 60	20.6	20	20 (12.1%)
Years since last expansion*	1 - 23	6.1	4	1 (29.4%)
Length of present ownership	1 - 43	11.4	7	1 (15.2%)
<b>Boats in the Marina</b>				
Commercial fishing boats	0 - 20	2.4	0	0 (55.0%)
Charter or headboats	0 - 32	1.8	0	0 (76.7%)
Private recreational boats	0 - 443	55.2	25	**
% sailboats	0 - 100	29.5	12	0 (26.3%)
% recreational fishing boats	0 - 100	59.1	67	100 (22.0%)
% non-resident owners	0 - 100	13.3	2	0 (43.3%)

\*24 of the 58 study marinas (41.4%) had never been expanded.

\*\*no clear mode

The large sound and estuarine coastal region of North Carolina influences the size and character of marinas. The vast majority of submerged lands associated with marinas are dredged basins (73 percent) as opposed to open water (27 percent). Consequently, water depth in the slip areas tends to be shallow with a median depth of 6 feet. In combination with a median tidal range of 3 feet, this makes the majority of slips in the state unusable for deep draft vessels such as large sailboats.

Such depth constraints are evident in the primary types of boats found in coastal marinas. Sailboats, for example, were not found in 26.3 percent of the marinas surveyed. And 22.0 percent of the operators reported that boats in their marinas were used almost exclusively for recreational fishing. Of the 3,457 boats at the surveyed marinas, 144, or 4.2 percent, were commercial fishing boats; 109, or 3.7 percent, were charter/headboats; and the remaining 3,204, or 92.7 percent, were private boats. The total number of boats found in marinas ranged from 4 to 443 boats, illustrating a high degree of variance in what constituted a marina. The mean number of boats was 59.6 and the median 30.5 boats.

Inwater dockage is the primary method of boat storage with a mean of 43.2 boat slips (median 30 boat slips). The largest facility reported 179 slips. Of the marinas surveyed, 67.2 percent reported their slips at full capacity. Boat stacks were less prevalent; 77.6 percent of the surveyed marinas reported no such facilities. Businesses maintaining dry stacks reported up to 400 storage areas on their premises. The large number of marinas without dry stack storage diluted the mean number of boat stacks ( $X = 29.6$ ). Of those marinas with dry stacks, 66.7 percent were reported filled to capacity. A less often used means of water storage was moorings. Approximately 91.5 percent of the marinas reported no moorings at their facility. Even among marinas with moorings, demand for this form of dockage was low. Mean percent of capacity was 43.4 percent (median 28.6 percent).

The vast majority of marinas along the coast are operated for use by the general public (88 percent). The remaining 12 percent are owned by private clubs (8 percent) or condominium or housing unit developments (4 percent). Ownership of marina facilities is dominated by corporations (42 percent) followed by sole proprietorships (28 percent) and partnerships (7 percent). The public ownership of marina facilities constituted 13 percent of the surveyed marinas.

The average age of these facilities was 20.6 years. A median of 20 years of age indicates that many marinas began operation soon after the development and proliferation of low-cost fiberglass recreational boats in the late 1950s and early 1960s.

Table 2 provides information on the types of marina facilities and services. Boat fuel and oil constitute the primary service. It is important to note that 30 percent of the marinas reported charter boats or headboats available for recreational fishermen. This and the fact that 45 percent reported a fishing bait and/or tackle store on the premises indicates the importance of recreational fishing to these marinas. This will become more apparent in the review of economic characteristics.

Table 2  
Marina Facilities and Services

Facility or Service	Percent of Marinas
<u>Services:</u>	
Boat fuel and oil	73.3
Boat launching ramp	55.9
Boat, engine and/or hull repair	53.3
Fishing charter or headboats	30.0
Boat rentals	21.7
Sewage and water pumpout	18.3
Sightseeing or tour boats	16.7
<u>Facilities:</u>	
Bath and/or shower facilities	71.7
Fishing bait and/or tackle store	45.0
Grocery store	30.0
Campground	13.3
Hotel	10.0
Restaurant	10.0

Employment Characteristics

In this section, we examine the employment characteristics of the marinas surveyed. Table 3 provides a breakdown of FTE marina employees by general type. The seasonal nature of recreational boating in North Carolina affects the need for year-round full-time employees. In addition, depending on the types of services provided, marinas tend not to be a labor intensive business. The median number of full-time marina positions was 2.5. Modal values also support this finding; 50 percent of the marinas surveyed had two or less full-time positions. Overall, the number of FTE (52 weeks per year at 40 hours per week) positions ranged from 0.615 to 38.25. The mean number of FTE positions was 4.3. (mode 2.0, median 2.6). Many of the surveyed marinas were small family-operated businesses. Typically the wife operates the business while the husband is employed elsewhere or conducts charter or headboat fishing trips.

Table 3

## FTE Marina Employees by Type

Type of Employee	Full Time			Part Time*		
	mean	median	mode	mean	median	mode
Administrative	1.7	2	2	0.97	0	0
Mechanical	0.6	0	0	0.04	0	0
Sales	0.5	0	0	0.55	0	0
Maintenance	0.4	0	0	0.10	0	0
All Others	0.4	0	0	0.41	0	0
Total	3.8	2.5	1-2**	0.70	0.29	0

\*full time equivalent employees (52 weeks per year at 40 hours per week)

\*\*Of the surveyed marinas, 25% had one full time employee and 25% employed two full time employees.

To learn about growth in employment, contact persons were asked to provide the number of full-time and part-time positions added in the last three years. Of those surveyed, 21 (42.8 percent) had added employees in the last three years. The average number of positions added was 1.04. In total, 51 new positions had been created in the last three years, of which 31, or 60.8 percent, were full-time. Considering the total FTE's for surveyed marinas was 236.6, such growth represents an increase between 20 and 30 percent of the FTE's over the past three years.

#### Economic Characteristics

This section provides a brief discussion of the economic characteristics of the marinas surveyed. These characteristics include such things as storage rates, revenues, expenses, tax payments and assets and liabilities.

Table 4 is a schedule of mean rates for the three types of storage. The most frequently reported storage type was boat slips. Within this type, rates were usually figured as a flat monthly fee that averaged about \$87.70 per month. Overall, flat rates tended to be the most common billing method for each storage type. For dry stacks, the average flat monthly rate was \$57.00. Substantial variance in rates existed between marinas and within marinas. Many marina operators indicated differential fees for local and nonresident boat owners. Fees are negotiated with local residents but firm with nonresidents.

Table 4

## Mean Boat Storage Fees by Type

Type of Storage	Weekly Rate				Monthly Rate				Yearly Rate			
	n	/foot \$	n	flat \$	n	/foot \$	n	flat \$	n	/foot \$	n	Flat \$
Boat Slips	9	2.89	12	33.67	12	2.63	35	87.70	2	22.80	10	533.50
Dry Stacks	0		1	35.00	1	1.00	10	57.00	2	36.00	3	760.00
Moorings	0		2	28.00	0		0		0		0	

Storage fees accounted for about 47.3 percent of the revenues reported by marinas (median 30 percent). Total revenues for the surveyed marinas ranged from \$3,000 to \$3,000,000, demonstrating again the variance in the types of businesses considered marinas (see Table 5). The second most important source of revenue was obtained from the provision of boat oil, fuel, repairs and equipment. These provisions averaged 30.5 percent of the total revenues (median 17.5 percent). Although one marina operator reported that 96 percent of his/her revenues were derived from the sale of fishing bait and tackle, the median value was 0.0 percent. Nevertheless, the sale of bait and tackle ranked third overall, contributing an average of 10.7 percent of the total revenues.

Table 5

## Distribution of Marina Revenues

Revenue Measure	N	Range	Mean	Median
Total Revenue (1,000s of dollars)	34	3 - 3000	369.18	145.0
Sources of Revenue (percent)				
Storage rentals	32	3 - 100	47.3	30.0
Boat fuel, repairs & equipment	32	0 - 92	30.5	17.5
Fishing bait and tackle	30	0 - 96	10.7	0.0
Boat rentals	30	0 - 60	4.5	0.0
Lodging & restaurant	30	0 - 50	2.4	0.0
Revenue from Non-Residents (percent)	44	0 - 99	22.8	7.5

A look at the distribution of revenues among firms reveals that 41.2 percent of the marinas surveyed had total revenues of \$100,000 or less. Marinas with total revenues of \$500,000 or less accounted for 82.4 percent of the marinas surveyed. Marinas with total revenues exceeding \$1,000,000 accounted for 8.8 percent of those surveyed. The total reported revenues for the marinas surveyed were \$12,553,000. Importantly, as with most

service industries, substantial variance probably exists between actual and reported revenues. Thus, the reported revenues listed here should be considered the lower bound of actual economic activity.

To determine revenues injected into the state's economy from outside sources, firms were asked to estimate the percent of revenues obtained from nonresident customers. Table 5 presents the mean, median and range for this estimate. The difference between the mean and median figure indicates a high degree of variance in percent of revenues generated from nonresidents. The average amount of revenue generated was \$62,090 (N = 32). The median value was \$5,500; 18.2 percent of the marinas surveyed reported no revenues. Surveyed marina operators attributed \$2,997,000 of the \$12,553,000 in total revenues to nonresident patronage.

The reported net income after taxes for the surveyed marinas ranged from 0 to \$190,000 (N = 23). The average net income was \$25,900, and the median was \$8,000. These figures indicate low profit margins for the bulk of North Carolina marinas. These figures will be examined more closely when income is analyzed by the size of the firm.

Operating expenses accounted for the primary cost of surveyed marinas (Table 6). This was followed by inventory expenses, wages and salaries. Wages and salaries, as a percent of the total cost of doing business, were relatively low (median 15 percent). This confirms the finding that marina operations are not labor intensive businesses.

Table 6  
Distribution of Marina Expenses

Expense Measure	N	Range	Mean	Median
Total Expenses (1,000s of dollars)	23	0 - 2100	290.91	180.0
Distribution of Expenses (%)				
Operating expenses	22	0 - 100	42.4	35.0
Inventory expenses	22	0 - 79	31.4	27.0
Wages and salaries	21	0 - 75	21.0	15.0
Distribution of Inventory Expenses(%)				
Boat fuel and oil	22	0 - 100	32.1	19.5
Boats, engines, & boat equip.	22	0 - 100	30.8	10.0
Food and groceries	22	0 - 60	6.3	0.0
Fishing bait and tackle	22	0 - 32	6.2	0.0
Payments to Nonresident Firms				
percent of operating expenses	26	0 - 95	18.5	5.0
percent of inventory expenses	10	0 - 90	33.5	20.5
State and Local Tax Payments (1,000s of Dollars)				
	21	0 - 99.5	21.6	10.0

The distribution of inventory expenses is also shown in Table 6. As would be expected, boat fuel and oil account for the largest percent of the total cost of inventories (X = 32.1 percent), followed closely by boats, engines and boat equipment (X = 30.8 percent). Total costs attributed to food and groceries, and fishing bait and tackle were relatively small (X = 6.3 percent, X = 6.2 percent). Half of the marinas reported no expenditures on such items.

To get an idea of the dollar value of these costs, the percentages were used to calculate dollar expenses. For the marinas surveyed, it is estimated that approximately \$6,691,000 was spent on operating the facilities, buying inventories, paying wages and salaries, and other costs. Of this, it is estimated that \$1,790,050 went to the costs of operation, \$3,637,380 went to pay for inventories and \$921,600 went to wages and salaries.

State and local taxes represented another expense category for marinas. The median percent of total costs attributed to taxes among the marinas surveyed was 10.0 percent. Among these tax payments, 54.1 percent went to payroll taxes, 20.6 percent went for sales taxes, 11.0 percent to property taxes, 5.0 percent to inventory taxes, 5.0 percent to franchise taxes, 0.4 percent to boat registration, and 3.7 percent to other state and federal taxes. The total amount of taxes reported for the marinas surveyed was \$323,000.

Another important aspect of these total costs is the amount of money paid to other businesses within the state. To assess this amount, 42 marina contacts were asked to estimate the percent of expenses paid to firms outside the state. Table 6 shows that an average 18.5 percent of operating costs were paid to nonresident firms (median 5.0 percent). The percent of inventory expenses paid to companies outside the state averaged 21.6 percent of the total costs (median 20.5 percent). These numbers indicate that a large percentage of marina expenses are paid to other North Carolina firms. Thus, many of the state's wholesale businesses benefit directly from marina operations. However, approximately \$219,740 was paid to nonresident firms for the costs of operation, and \$622,180 was paid for the purchase of inventories. Although only \$841,920 was paid to nonresident firms from a total of \$6,691,000, these totals represent a substantial leakage of money from the North Carolina economy.

Another important economic characteristic is the value of assets and liabilities. Marinas were asked to provide dollar values on their current assets and fixed asset investments and to estimate the current market values of these fixed assets. Additionally, marinas were asked to provide dollar values of current and long-term liabilities. Table 7 summarizes these values for the marinas surveyed. The average value of current assets including operating cash, inventories and accounts receivable was \$238,600. The value of fixed assets, including land, buildings, equipment and boats was on average \$685,900. Estimates of the current value of these fixed assets were approximately two times that of the median and mean values.

Approximately 35 percent of surveyed marinas were for sale. Thus, the current market value estimates reflected the asking price of these marinas. In many cases, these asking prices appeared to be high, probably with the

expectation of negotiating a reasonable sale price. Many of the marinas were owned by absentee owners who were operating the marinas on a short-term basis. Their primary profit motivation was land investment speculation. This issue made it difficult to get economic data on the marinas.

Table 7

Assets and Liabilities of Coastal Marinas in North Carolina

Asset/Liability Measure	n	range	mean	median
<u>Value of Assets (1,000s of Dollars)</u>				
Current assets	21	0 - 1250	238.6	150.0
Fixed asset investment	20	62 - 5000	685.9	297.5
Current market value of fixed assets	28	75 - 10000	1382.3	700.0
<u>Value of Liabilities (1,000s of Dollars)</u>				
Current liabilities	20	0 - 1270	127.3	34.0
Long-term liabilities	21	0 - 2000	360.6	81.0

Current liabilities, including accounts payable, accrued expenses, notes payable during the coming year, and money slated for mortgage payments and other long-term debts over the next year, ranged from 0 to \$1,270,000. They averaged \$127,000. Long-term liabilities, including mortgages and other notes that cannot be paid during the coming year, ranged from 0 to \$2,000,000, averaging \$360,600.

Tables 8, 9 and 10 elucidate differences in revenues and expenses among marinas of varying size. The number of FTE positions was used to determine marina size. Table 8 provides a breakdown by firm size for this particular sample. It is interesting to note that 47.5 percent of the marinas have two FTE positions or less. Importantly, the data for the smaller marinas may not be as good as that for the medium or larger marinas. Although they were equally willing to participate in the survey, some small marina managers did not know the answers to many of the economic questions. In many cases, these owners are dependent on their accountants for financial management information.



Table 8  
Distribution of Marinas by  
Number of Full Time Equivalent Employees

Number of FTE Employees	Frequency	Percent
Small Marinas (0.61 - 2.00 FTE employees)	29	47.5
Medium Marinas (2.01 - 5.00 FTE employees)	17	27.9
Large Marinas (5.01 or more FTE employees)	15	24.6
Total	61	100.0

Among the smaller marinas, boat storage comprises the single most important source of revenue. In contrast, medium and larger marinas obtain a higher proportion of their income from repairs and from the sale of boat fuel, oil and equipment (Table 9). The sale of fishing bait and tackle seems more important to medium sized marinas than either small or large firms. The revenues attributed to nonresidents seem to be evenly distributed among the three firm types (Table 9).

Table 9  
Distribution of Revenues by Marina Size

Revenue	n	X1	X2	n	X1	X2	n	X1	X2
Total Revenue (1,000s of dollars)	12	60.7	22.5	10	270.6	213.3	12	759.8	377.0
Sources of Revenue (percent)									
Storage rental	13	37.0	100.0	8	33.4	21.5	11	30.5	22.0
Boat fuel, repairs & Equipment	13	17.7	0.0	8	32.1	37.0	11	44.5	39.0
Fishing bait and tackle	13	1.8	0.0	8	28.9	9.0	9	7.3	0.0
Boat rentals	13	6.2	0.0	8	2.9	0.0	9	0.7	0.0
Lodging & restuarant	13	3.8	0.0	8	1.9	0.0	9	0.7	0.0
Revenue from Nonresidents (%)	18	28.3	10.0	11	21.7	5.0	15	17.1	5.0
X1 = mean value X2 = median value									
Income	7	4.6	3.0	6	38.7	11.0	10	33.2	15.0

Table 10 is a breakdown of the distribution of marina expenses by size of firm. Caution should be used in interpreting this table. The disaggregation of the expense data has created rather small values for some of means and medians presented. Substantial differences exist in the expenses of the smaller marinas as compared to the medium and large operations. Although the percent of small marina expenses paid for operations costs were much higher, inventory and wage costs were under par for coastal marinas.

Table 10  
Distribution of Expenses by Marina Size

Expense Measure	n	Small		n	Medium		n	Large	
		X1	X2		X1	X2		X1	X2
Total Expenses (1,000s of dollars)	9	68.7	33.0	5	299.6	340.0	9	508.3	200.0
Distribution of Expenses (percent)									
Operating expenses	7	57.9	50.0	5	49.2	42.0	10	28.2	28.5
Inventory expenses	7	7.1	0.0	5	38.4	40.0	10	44.8	57.5
Wages and salaries	6	14.5	8.5	5	13.6	13.0	10	28.6	19.0
Distribution of Inventory Expenses (%)									
Boat fuel and oil	6	24.7	0.0	4	38.8	40.0	12	33.7	22.0
Boats, engines, & boat equipment	6	20.8	0.0	4	36.3	25.0	12	33.9	15.0
Food and groceries	6	0.0	0.0	4	17.5	5.0	12	5.7	0.0
Fishing bait and tackle	6	0.0	0.0	4	11.3	5.0	12	7.6	0.0
Payments to Nonresident Firms									
percent of operating expenses	8	7.5	0.0	6	17.5	0.0	12	26.3	10.0
percent of inventory expenses	1	25.0	25.0	2	0.5	0.5	7	0.3	0.1
State and Local Tax Payments (1,000s of Dollars)									
	7	6.1	5.0	6	9.5	7.4	8	44.0	42.2

X1 = mean value  
X2 = median value

Estimates of Impacts

This section provides overall estimates of direct economic impacts and an estimated percent of those impacts attributable to recreational fishing. Impacts were estimated with the use of median values for each of the appropriate economic categories. General estimates were obtained by adding the sum of the values for the marinas surveyed for a particular category to the product of the differences between total number of marinas and the number sampled and the categories' median value. Estimates for the impacts attributed to recreational fishing were calculated in a similar fashion.

Table 11 presents the estimated distribution of boats at marinas involved primarily in recreational fishing. Almost half the marinas surveyed reported over 60 percent of their business could be attributed to recreational fishing. The average percent was 51.1 percent. Estimates ranged from 0 to 100 percent. Four of the marinas estimated that 100 percent of their business was due to recreational fishing, and five reported no revenues from sportfishing. Table 12 summarizes these impacts for revenues expenditures and employment.

Table 11  
Estimated Distribution of Boats  
at Marinas Involved in Recreational Fishing

---

Percent Recreational Fishing Boats	Frequency	Percent
0 - 20 percent	16	28.1
21 - 40 percent	8	14.0
41 - 60 percent	8	14.0
61 - 80 percent	7	12.3
81 - 100 percent	18	32.6
Total	57	100.0

---

Mean percent 51.1 percent

Range 0 - 100

4 @ 100

5 @ 0

Median

---

Table 12  
Impacts of Recreational Fishing

Measure of Impact	N	Range	Mean	Mode	Sum**
<u>Measures of Revenue (1,000s of dollars)</u>					
Total revenue	57	0.8 - 1955.0	279.6	97.7	8668.6
Revenue from nonresidents	57	0.0 - 990.0	38.1	0.0*	2173.9
<u>Measures of Expenditures (1,000s of dollars)</u>					
Total expenses	19	1.5 - 1785.0	271.9	110.4	5165.4
Operating expenses	16	0.1 - 446.3	83.4	35.0	1334.2
Inventory expenses	14	0.2 - 1249.5	217.9	106.4	3050.1
<u>Expenses Paid to Nonresident Firms</u>					
Operating expenses	9	0.7 - 84.4	17.8	8.0	160.6
Inventory expenses	10	0.1 - 193.8	55.4	6.0	554.0
<u>Employment (FTE)</u>	48	0.1 - 19.1	2.5	1.2	120.1

\*33 of the 57 marinas did not report any revenue from nonresident fishermen.  
For the 24 marinas reporting such revenues, mean = 90.6K and median = 17.8K.

\*\*Total sums for surveyed marinas that answered question.

An overall estimate of economic impacts would involve all forms of business, including commercial and recreational activities. The following are estimated overall impacts as defined earlier:

* Employment	377.8 FTE
* Total Revenues	\$23,427,000
* Nonresident Revenues	\$ 3,395,000
* Total Expenses	\$22,171,000
* Expenses to Nonresident Firms (Operating)	\$ 541,000
* Expenses to Nonresident Firms (Inventory)	\$ 1,872,000
* Expenses to Nonresident Firms (Total)	\$ 2,413,000
* Net Income to State from Nonresidents	\$ 982,000

The following are adjusted figures, accounting only for contributions of recreational fishing activities:

		percent of total
* Employment	195.5 FTE	(51.7 percent)
* Total Revenues	\$13,750,000	(58.7 percent)
* Nonresident Revenues	\$ 2,563,600	(75.5 percent)
* Total Expenses	\$15,101,400	(68.1 percent)
* Expenses to Nonresident Firms (Operating)	\$ 506,100	(93.5 percent)
* Expenses to Nonresident Firms (Inventory)	\$ 1,148,000	(61.3 percent)
* Expenses to Nonresident Firms (Total)	\$ 1,654,100	(68.5 percent)
* Net Income to State from Nonresident Fishing	\$ 909,500	(92.6 percent)

The data suggests that for nonresident expenditures, recreational fishing accounts for the majority of money brought into the state. Of the \$3,395,000 in total nonresident revenues, \$2,563,600 is attributable to recreational fishing. Furthermore, of the \$982,000 in total net income to the state from nonresidents, \$909,500, or 92.6 percent, is from recreational fishing.

## MARINE MANUFACTURERS

### Characteristics of Manufacturers

North Carolina marine manufacturers, as defined earlier, are dominated by firms engaged in the production of boats. Approximately 75 percent of the firms surveyed were engaged in the manufacture of boats. A known percentage of use was recreational, including sailboats, multiple-use fiberglass powerboats, as well as recreational fishing boats (Table 13). Boat and marine accessories manufacturers account for 11.5 percent of the surveyed firms. The types of products manufactured by these firms ranged from boat upholstery to lead keels for sailboats. A smaller, but extremely important sector of the industry was boat trailer manufacturers. Although they account for only 3.8 percent of the total sample, they represent an important economic force within the overall industry.

Ownership of these companies was primarily in the form of an independent corporation (57.7 percent) or a sole proprietorship (30.8 percent). Partnerships accounted for 7.7 percent of the surveyed firms, and company ownership by a corporate conglomerate, accounted for only 3.8 percent. However, North Carolina is becoming more attractive to larger independent corporations and corporate conglomerates. As a result, more larger manufacturing facilities will be relocated or initiated in the state.

A comparison of the length of company ownership with the age of the manufacturing facility and years since it was last expanded illustrates how much marine manufacturing is growing in North Carolina. The average length of ownership for the firms surveyed was 15.4 years, with a median of 9 years. One company has been controlled by the same owners for 48 years. The age of manufacturing facilities averaged 10.3 years with a median of 8 years. Of the firms surveyed, 41.3 percent had manufacturing facilities less than 5 years old, and 54.2 percent of the companies had expanded their facility within the last five years.

Of those companies expanding or moving here from another state, the primary reasons for choosing North Carolina were related to labor, real estate values, location and tax benefits. One of the more common themes was the state's labor climate. Problems with labor in the Northeast had forced or convinced firms to move operations to or expand existing operations in North Carolina. A few firm representatives said the extra cost of training unskilled labor in North Carolina offset the existing and potential labor problems that might be encountered with skilled workers elsewhere.

North Carolina's central location to both markets and suppliers was another important factor contributing to a firm's decision to relocate. North Carolina's central location on the East Coast makes it an ideal spot to transport manufactured products to dealers and manufacturers in the Midwest, South and Northeast. Conversely, this location is also advantageous for receiving raw materials used in production.

Table 13

## Descriptive Characteristics of Surveyed Manufacturers

Manufacturer Characteristic	Frequency	Percent
<b>Primary Boating and/or Fishing Activity</b>		
Boat manufacturing	39	75.0
Boat accessory manufacturing	6	11.5
Boat trailer manufacturing	2	3.8
Other	5	9.6
total	52	99.6
<b>Company Ownership</b>		
Independent corporation	30	57.7
Sole proprietor	16	30.8
Partnership	4	7.7
Corporate conglomerate	2	3.8
total	51	100.0
<b>Length of Present Company Ownership</b>		
0 to 5 years	17	36.2
6 to 10 years	11	23.4
11 to 15 years	8	17.0
Over 15 years	11	23.4
total	47	100.0
<b>Age of Manufacturing Facility</b>		
0 to 5 years	19	41.3
6 to 10 years	10	21.7
11 to 15 years	8	17.4
Over 15 years	9	19.6
total	46	100.0
<b>Years Since Facility Expansion</b>		
Never been expanded	19	39.6
Expanded within last 5 years	26	54.2
Expanded between 6 and 10 years ago	2	4.2
Expanded more that 10 years ago	1	2.1
total	48	100.1
<b>Percentage of Boating and Fishing Products used for Recreation as Opposed to Commercial uses</b>		
0 to 25 percent	7	13.5
26 to 50 percent	5	9.6
51 to 75 percent	3	5.8
76 to 99 percent	15	28.8
100 percent	22	42.3
total	52	100.0

## Descriptive Characteristics of Surveyed Manufacturers

Manufacturer Characteristic	Frequency	Percent
Percentage of Recreational Users that are Fishermen as Opposed to Nonfishermen		
0 to 25 percent	16	32.7
26 to 50 percent	6	12.2
51 to 75 percent	3	6.1
76 to 99 percent	12	24.5
100 percent	12	24.5
total	49	100.0

To assess the amount of business associated with commercial and recreational customers, a series of questions were asked. Of the firms surveyed, 13.5 percent estimated that less than 25 percent of their business was from recreational consumers. At the other extreme, 42.3 percent of the firms stated that 100 percent of their business was associated with recreation. For this sample, the average percent of business associated with recreational use was 77.7 percent with a median of 98 percent.

Firm representatives were also asked to estimate the amount of recreational activity directly attributable to sportfishing. Of these firms, 44.9 percent estimated that less than 50 percent could be related to recreational fishing and 49 percent estimated that recreational fishing accounted for 76 percent or more of their product use. The average percent attributable to recreational fishing was 58.3 percent (median 75 percent). Almost one quarter of the firms estimated that recreational fishing was responsible for their entire business.

### Employment Characteristics

In contrast to marinas, marine manufacturing is more labor intensive. Table 14 presents the mean and median figures for the occupational categories for full-time and part-time positions. The average number of full-time positions was 72. A median of 9 illustrates the high degree of variance in the number of positions found among the firms surveyed. The small number of part-time positions found ( $\bar{X}=2.06$ ) indicates that long-term, full-time nature of employment in this industry. Among the types of positions, the "other" category was the most important ( $\bar{X}=54.6$ ). This category was primarily occupied by employees involved in the production process.

For the firms surveyed, we estimate the number of FTE positions at 3,386. Of these firms, 31 or 65.3 percent had added new employees in the last three years. The total number of new employees added during this period was 892. Of these hirings, 851 were full-time employees. A good indication of the growth in this industry is the fact that 95.4 percent of



these employees were hired to fill newly created positions.

Table 14

FTE Boating and Fishing Manufacturing Employees by Type

Type of Employee	Full Time			Part Time		
	mean	median	mode	mean	median	mode
Administrative	10.2	2	1	0.04	0	0
Mechanical	2.9	0	0	0.02	0	0
Sales	2.1	0	0	0.04	0	0
Maintenance	2.0	0	0	0.01	0	0
All Others	54.6	5	0	0.30	0	0
Total	72.0	9	3	2.06	0.45	**

\*full time equivalent employees (52 weeks per year at 40 hours per week)  
 \*\*no clear mode

Economic Characteristics

A total of 9,792 boats (N=37) were manufactured by the firms surveyed (Table 15). One manufacturer reported the production of 2,600 boats. The average number of boats produced by the firms surveyed was approximately 265, (median 50). The total retail value of these boats was estimated at \$285,648,000 (N=36). The vast majority of boats were distributed through dealers (median 85 percent). Sales directly to consumers were restricted largely to small and medium-sized manufacturers, particularly those involved in custom boat design and construction.

The second most important sector of the boat manufacturing industry is the manufacture and sale of trailers. The trailer manufacturers surveyed represent all the major firms found in the state. The figures presented constitute the total economic picture for this sector of the industry.

The total number of trailers produced in North Carolina in 1984 was 16,240, with a retail value of approximately \$18,101,000. Trailers are primarily distributed through dealers ( $\bar{X}$ =66.3 percent, median=99.9 percent). A small portion are sold directly to consumers ( $\bar{X}$ =33.3 percent, median=0 percent).

The retail value of boat accessories produced by the firms surveyed was estimated at \$3,844,000 (N=7). As would be expected, accessory manufacturers had more strategies for the distribution of their products. Many of these products are used by boat manufacturers during boat construction. Of the firms surveyed, the average percentage sold to dealers was 35.9 percent, 28.7 percentage sold directly to consumers, 29.7 percent to other manufacturers and 5.5 percent to other retail outlets.

Table 15

## Production of Boating and Fishing Manufacturers in North Carolina

Production Measure	n	range	mean	median	sum
<b>Boats</b>					
Number of Boats Produced	37	0 - 2,600	264.6	50.0	979
Retail Value (1,000s of dollars)	36	0 - 125,000	7934.7	275.0	285,64
Distribution of Sales (%)					
to dealers	36	0 - 100	60.3	85.0	
directly to consumers	35	0 - 100	37.4	15.0	
to other retail outlets	35	0 - 99	3.4	0.0	
to other manufacturers	35	0 - 0	0.0	0.0	
<b>Boat Trailers</b>					
Number of Trailers Produced	3	2 - 11,000	5413.3	5238.0	16,24
Retail Value (1,000s of dollars)	3	1 - 10,600	6033.7	7500.0	18,10
Distribution of Sales (%)					
to dealers	3	0 - 100	66.3	99.0	
directly to consumers	3	0 - 100	33.3	0.0	
to other retail outlets	3	0 - 0	0.0	0.0	
to other manufacturers	3	0 - 1	0.3	0.0	
<b>Boat Accessories</b>					
Retail Value (1,000s of dollars)	7	55 - 1,500	549.1	400.0	3,84
Distribution of Sales (%)					
to dealers	11	0 - 100	35.9	20.0	
directly to consumers	11	0 - 100	28.7	1.0	
to other manufacturers	11	0 - 100	29.9	19.0	
to other retail outlets	11	0 - 50	5.5	0.0	

Table 16 provides a breakdown of boating and fishing manufacturers' revenues and expenses. For the firms surveyed, total revenues reported for 1984 was \$213,107,000 (N=42). Of this, \$191,309,000 estimated to have been generated from nonresident sources (e.g., from customers outside the state). Total revenues averaged \$5,074,000. One firm reported \$100,000,000 in total revenues in 1984. However, the median value of \$442,500 in total revenues indicated a high degree of variability within the sample. A breakdown of revenues, controlling for the size of firm, will be presented in a later section and should provide a more accurate picture of average and median values for revenues and expenses.

Table 16

## Boating and Fishing Manufacturing Revenues and Expenses

Revenue/Expense Measure	n	range	mean	median
<u>Revenues</u>				
Total revenue (1,000s of dollars)	42	1 - 100,000	5074.0	442.5
Revenue from nonresident sources (%)	43	1 - 100	66.8	80.0
<u>Expenses</u>				
Total expenses (1,000s of dollars)	35	1 - 90,000	4896.1	300.0
Distribution of expenses (%)				
wages and salaries	36	0 - 80	31.6	30.0
operating expenses	32	1 - 100	51.8	60.0
State and local taxes (1,000s of dollars)	28	1 - 18,963	1164.6	20.0
Percentage of operating expenses paid to nonresident firms	38	0 - 92	45.5	50.0

Total expenses for these firms averaged \$4,896,100 (median \$300,000). The sum of reported expenses for the firms surveyed was \$171,363,000 (N=35). Comparable means and medians for the distribution of expenses indicate the general representation of the mean percentage. Wages and salaries accounted for about 31.6 percent of the total costs, and operating expenses totaled 51.8 percent.

Although there is general agreement between mean and median values for percentages associated with wages and salaries and operating expenses, this is not the case for actual dollar values. The mean expense for wages and salaries was \$1,370,500, but the median was \$79,800. The total amount paid in salaries and wages for the surveyed firms was \$43,856,000 (N=31). Similarly, the average operating expenses of \$3,802,400 and a median expense of \$162,500 illustrate a high degree of variance in the actual dollar amount of operating costs. The total amount of operating costs for the firms surveyed was \$102,666,000 (N=27). Of this, \$42,538,700 was paid to nonresident firms. Most firms pay about half of their operating expenses to businesses from outside the state.

These firms paid on average \$1,164,600 in state and local taxes. However, the median value of \$20,000 provides a better indication of the actual taxes paid by firms in North Carolina.

Table 17 provides mean and median figures on the value of assets and liabilities for the firms surveyed. Differences between mean and median values again point to the high degree of variance within the sample. Nevertheless, the figure in Table 17 indicates a healthy industry if the ratio of the value of assets to liabilities is any indication.

Table 17  
Assets and Liabilities of Boating  
and Fishing Manufacturers in North Carolina

Asset/Liability Measure	n	range	mean	median
<u>Value of Assets</u> (1,000 of Dollars)				
Current assets	36	1 - 34000	2209.5	200.0
Fixed asset investment	37	0 - 16000	1256.5	150.0
Current market value of fixed assets	35	0 - 25000	1978.0	250.0
<u>Value of Liabilities</u> (1,000s of Dollars)				
Current liabilities	36	0 - 9000	903.5	68.5
Long-term liabilities	37	0 - 5000	323.7	25.0

To get a better understanding of the mean and median figures, a breakdown of both revenues and expenses by company size was performed. Table 19 shows this breakdown for each of the revenues and expenses discussed in Table 17. The classification of companies was based on the total number of FTE positions. Table 18 shows the frequency distribution of small, medium and large manufacturers. Approximately 46.2 percent of the companies surveyed had between 1 and 5 FTE positions, 25 percent had between 5.01 and 25, and 28.8 percent over 25 FTE positions.

Table 18  
Distribution of Boating and Fishing Manufacturers by  
Number of Full-Time Equivalent Employees

Number of FTE Employees	Frequency	Percent
Small Manufacturers (1 - 5 FTE employees)	24	46.2
Medium Manufacturers (5.01 - 25 FTE employees)	13	25.0
Large Manufacturers (over 25 FTE employees)	15	28.8
Total	52	100.0

The mean and median values in Table 19 provide a better picture of the economic characteristics of the various manufacturers. As would be expected, large manufacturers account for a significantly higher degree of revenues than smaller firms. In addition, these larger firms have a higher degree of dependency on out-of-state businesses ( $\bar{X} = 89.05\%$ ). The smaller firms, which generally build small boats specifically designed for the North Carolina marine and estuarine environment, had greater dependency on in-state businesses (revenues from nonresidents  $\bar{X} = 51.9\%$ ).

Table 19

## Distribution of Revenues and Expenses by Boating and Fishing Manufacturer

Revenue Measure	n	Small		Manufacturer Size			Large		
		X1	X2	n	Medium X1	X2	n	X1	X2
<u>Revenues</u>									
Total revenue (1,000s of dollars)	17	177.2	50.0	11	674.5	400.0	14	14476.7	4500.0
Revenue from non- residents (percent)	18	51.9	57.5	11	62.3	70.0	14	89.5	95.0
<u>Expenses</u>									
Total expenses (1,000s of dollars)	16	194.9	104.5	10	472.2	324.0	9	18169.1	6800.0
Distribution of Expenses (%)									
wages and salaries	16	28.3	25.5	9	40.1	33.0	11	29.6	30.0
operating expenses	15	50.1	50.0	8	49.8	60.0	9	59.9	61.0
State and local taxes (1000s of dollars)	11	6.9	2.0	10	24.9	26.0	7	4612.0	709.0
Percentage of operating expenses paid to non- resident firms	16	39.1	40.0	10	29.8	17.5	12	67.3	80.0

X1 = mean value

X2 = median value

In this disaggregation there is clear evidence of a nonresponse bias. Total expense figures have smaller response rates relative to total revenues. These differences affect the magnitude of expenses relative to revenues. This is particularly true for the larger manufacturers who responded more consistently to all economic questions, therefore affecting mean and median figures.

### Estimates of Impacts

Estimates of direct economic impacts were made with the use of median figures for percentages and dollar values. For 1984, 53 firms were used for estimating total direct economic impacts. Of these firms, 28.3 percent were large manufacturers, 24.5 percent were medium-sized and 47.2 percent were small. Total industry revenues and costs were derived through the use of median values for each category of firm presented in Table 19. These median figures were used for cases involving missing values and aggregate estimates for firms not interviewed. But all major manufacturing firms were interviewed in the state. Underestimates of the number of actual marine manufacturers in the state will be found primarily among medium-sized to small firms, particularly small firms that may only operate part-time. However, even if we missed 50 smaller firms (which is highly unlikely), our estimate of total revenues may only be off by \$2.5 million, or by 1.1 percent, of the total. This fact is important in producing an accurate estimate of economic impacts. Many of the smaller firms interviewed were one- or two-man operations, involving the manufacture of one or two boats per year. Although important, these smaller firms, when considered on an individual basis, have little affect on the total figure.

As in the case of marinas, the following overall estimates of direct economic impacts for 1984 involved all forms of manufacturers interviewed, including those engaged in the production of commercial and recreational products. The following are estimated direct economic impacts for 1984:

*Employment	3451 FTE
*Total Revenues	\$218,807,000
*Nonresident Revenues	\$196,376,000
*Total Expenses	\$207,275,500
*Expenses to Nonresident Firms (Operating)	\$ 72,546,400
*Total Expenses for Wages and Salaries	\$ 62,182,650
*Estimated Payments in State and Local Taxes	\$ 14,023,000

Since 1984, some major boat manufacturers have experienced large increases in production and subsequently in revenues. If these known increases are taken into account (known increases for three large companies) and if the estimate is adjusted for the number of firms producing in 1985 (8 additional small firms), the 1985 estimate for total revenues would be approximately \$245,657,000. If we assume a percentage increase for other firms, this figure could be significantly higher.

The estimates of economic impacts attributable to recreational fishing were calculated with the use of the estimated percent of products used for recreational activities and the percent of this that is recreational fishing. Table 20 provides a frequency distribution of the percentage of business associated with recreational fishing.

Table 20

Distribution of Boating and Fishing Manufacturers  
by Percentage of Business Associated with Recreational Fishing

Percent of Business Associated With Recreational Fishing	Frequency	Percent
0 - 20 percent	17	34.7
21 - 40 percent	7	14.3
41 - 60 percent	7	14.3
61 - 80 percent	3	6.1
81 - 100 percent	15	30.6
Total	49	100.0

Table 21  
Impacts of Recreational Fishing

Measure of Impact	N	Range	Mean	Median	Sums
<u>Measures of Revenue (1,000s of dollars)</u>					
Total revenue	40	0 - 60000	3022.8	61.2	123,935.0K
Revenue from nonresidents	38	0 - 57000	2868.9	43.4	109,021.3K
<u>Measures of Expenditures (1,000s of dollars)</u>					
Total expenses	34	0 - 54000	2999.8	85.5	101,991.9K
Operating expenses	27	0 - 37800	2232.4	27.4	60,273.7K
Wages and salaries	31	0 - 16200	873.3	26.6	27,072.9K
Expenses paid to nonresident firms					
Operating expenses	26	0 - 8316	911.7	10.8	23,704.1K
<u>Employment (FTE)</u>	45	0 - 872	45.3	2.4	2,308.5

Table 21 provides information on economic impacts for the firms surveyed. The following are estimates of direct impacts attributed to recreational fishing for the total industry for 1984:

*Employment	2,338.5 FTE	(67.8 percent)
*Total Revenues	\$124,478,600	(56.9 percent)
*Total Expenses	\$114,312,500	(52.2 percent)
*Expenses for Wages and Salaries	\$ 28,168,740	(45.3 percent)

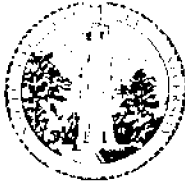
Similar to the estimates for the total industry, these figures above would have also increased for 1985 by a comparable percentage.



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**APPENDIX A**



# North Carolina State University

Department of Recreation  
Resources Administration

School of Forest Resources  
Box 8007, Raleigh 27695-8004

Dear Marina Owner/Manager:

The purpose of this letter is to request your participation in a study which Jeff Johnston of East Carolina University and I are conducting for the North Carolina Sea Grant Program and the North Carolina Sports Fishing Association. The purpose of the study is to examine the economics of recreational fishing and boating in the coastal region of North Carolina. As part of the study, I am examining the economic importance and impact of the marina industry. The information from this component of the study will be used to support, facilitate, and protect the development and operation of North Carolina coastal marinas. This component of the study will also result in the publication of management guidelines which will directly help you in the financial management and operation of your marina. As a small compensation for your participation in this study, I will send you a copy of these management guidelines free of charge.

Your marina has been identified as part of a scientific sample which was carefully selected to represent the North Carolina coastal marina industry. It is very important that you participate in the study so that the information which we collect will be as accurate as possible. Since the purpose of this study is to determine the economic importance and performance of the marina industry, it is necessary to ask you a number of questions concerning the financial aspects of your marina. I realize you consider this information to be very sensitive and private. I assure you that I also consider this information to be very sensitive and private. I will treat any information you provide with complete confidentiality. You have my absolute and legal assurance that the information you provide will not be reported in such a way that it is possible for your competitors or anyone else to determine the finances of your marina. I also assure you that my interest is in supporting the marina industry. To protect both you and the marina industry, I have agreed to allow the executive board of the North Carolina Marinas Association to review a confidential draft of the study report prior to its release to Sea Grant and/or the public.

In order to better protect your information, I will be conducting the study by telephone. My research associate, Ms. Lydia Lavelle, will call you to schedule a time during which she can ask you the necessary questions. This interview should not take more than 20 minutes. For your reference, I am enclosing a worksheet which contains all of the questions which Lydia will ask you. You do not need to return this worksheet to me. I would, however, appreciate it if you would complete this worksheet prior to the telephone interview, so that the information which you provide will be as accurate as possible. If you have any questions or concerns about the study or the specific questions which I am asking, please contact me or Lydia at the telephone number below. It is my hope to complete the telephone interviews during the week of July 29th through August 2nd. Again, Lydia will be calling to schedule a specific time for your interview.

I sincerely thank you in advance for your participation in this study.

Sincerely,

  
Richard R. Perdue

(919) 737-3276

Marina Telephone Interview Instrument  
(do not read material in italics to respondent)

Marina: \_\_\_\_\_ Phone Number (\_\_\_\_) \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_

Time Ended: \_\_\_\_\_

Time Started: \_\_\_\_\_

Length of Interview: \_\_\_\_\_ (minutes)

**Section 1: Marina Description**

First, I would like to ask you some questions about the characteristics of your marina.

1. I have five questions about the size of your marina.

1.1 First, how many acres of upland or dry area does the marina have? \_\_\_\_\_ (1 acre = 44,000 square feet)

1.2 Second, How many acres of submerged land does the marina have? \_\_\_\_\_

1.3 Third, How many boat slips does the marina have? \_\_\_\_\_

Are all of your slips currently rented or full?  yes  no

If no- How many empty slips do you have? \_\_\_\_\_

1.4 Fourth, How many dry stacks does the marina have? \_\_\_\_\_

Are all of your dry stacks currently rented or full?  yes  no

If no- How many empty dry stacks do you have? \_\_\_\_\_

1.5 Fifth, How many moorings does the marina have? \_\_\_\_\_

Are all of your moorings currently rented or full?  yes  no

If no- How many empty moorings do you have? \_\_\_\_\_

2. Of the total number of boats at your marina, how many are commercial fishing boats? \_\_\_\_\_

3. How many of them are either charter or headboats for recreational fishing? \_\_\_\_\_

4. How many of them are privately used recreational boats? \_\_\_\_\_

4.1 Of these recreational boats, what percentage is sail boats? \_\_\_\_\_

4.2 What percentage do you think is used primarily for recreational fishing? \_\_\_\_\_

4.3 Of the people who keep private recreational boats at your marina, approximately what percentage is from out of state -- people who live outside North Carolina for six months or more each year? \_\_\_\_\_ percent

5. Is the marina located in  an open water area or  
 in a dredged basin.

6. What is the tidal range in feet at your marina? \_\_\_\_\_

7. What is the average water depth in the marina slip area? \_\_\_\_\_

8. Is the marina operated for (if more than one, check all that apply):

general public use

for use by a private club, such as a country club, a sportsman club, or a boating club, or

for use by residents of a condominium or housing development

9. How many years ago was the marina originally developed? \_\_\_\_\_ years

Has the marina ever been expanded?  yes  no

If yes, when was it last expanded? \_\_\_\_\_

10. Is your marina a
- sole proprietorship
  - a partnership
  - owned by a corporation, or
  - publicly owned?

*If a sole proprietorship or partnership:*

How long have the present owners owned the marina? \_\_\_\_\_ years

11. I'm going to read a number of services a marina may have. For each service, would you please tell me whether or not you offer that service at your marina.

- | <i>yes</i>               | <i>no</i>                |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | boat launching ramp                       |
| <input type="checkbox"/> | <input type="checkbox"/> | boat fuel and oil                         |
| <input type="checkbox"/> | <input type="checkbox"/> | sewage and water pumpout                  |
| <input type="checkbox"/> | <input type="checkbox"/> | boat, engine, and/or hull repair          |
| <input type="checkbox"/> | <input type="checkbox"/> | recreational fishing charter or headboats |
| <input type="checkbox"/> | <input type="checkbox"/> | sightseeing or tour boats                 |
| <input type="checkbox"/> | <input type="checkbox"/> | boat rentals                              |

- 11.1 Are any of these services offered at your marina by someone else?  *yes*  *no*

*If yes, which ones? (go back and check the stated services)*

13. Now, I'm going to read you a number of additional facilities a marina may have. Again, would you please tell me whether or not you own each type of facility at your marina.

- | <i>yes</i>               | <i>no</i>                |                                 |
|--------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | grocery store                   |
| <input type="checkbox"/> | <input type="checkbox"/> | fishing bait and/or tackle shop |
| <input type="checkbox"/> | <input type="checkbox"/> | hotel                           |
| <input type="checkbox"/> | <input type="checkbox"/> | restaurant                      |
| <input type="checkbox"/> | <input type="checkbox"/> | campground                      |
| <input type="checkbox"/> | <input type="checkbox"/> | bath and/or shower facilities   |

### Section 2: Marina Finances

Now I'm going to ask you some questions about the finances of your marina. I realize you may consider some of these questions very sensitive and private. I would not be asking them if the information was not very important to our understanding of the economic impact and importance of the marina industry to North Carolina. You have my absolute and legal assurance that this information will not be reported in such a way that it is possible for your competitors or anyone else to determine the financial performance of your marina. This is not an audit requiring exact precision and many hours of work. We wish only to know your best estimates and approximations.

1. For each of the following types of employees, I would like to know the number of people you employ at the marina both permanently and either part time or during the summer only. If a person fills more than one type of position, please report that individual only once.

*if the individual reports any part-time or summer only employees, ask, for each type of employee, on the average, how many 40 hour weeks do these summer or part time employees work during the year.*

<u>Number of Employees</u>	
<u>Permanent</u>	<u>Summer or Part-time only 40 hour number weeks</u>

administrative --including for example, facility or store managers shop managers, and book-keepers .....	_____	_____	_____
sales.....	_____	_____	_____
mechanical.....	_____	_____	_____
maintenance and cleaning.....	_____	_____	_____
all others.....	_____	_____	_____

1.1 Have you increased the number of employees at your marina in the last three years?  *yes*  *no*

LC yes, How many new positions have you created in the last three years \_\_\_\_\_ *positions*

How many of these were permanent, year-round positions \_\_\_\_\_

2. Next, I would like to know the marina's rate schedule. *Rate Schedule*  
*(do each of the following questions for all three types of storage)*

	<i>weekly</i>	<i>monthly</i>	<i>permanent</i>
What is the weekly rate per foot for:			
wet slips	_____	_____	_____
What is the monthly rate per foot for:			
dry stacks	_____	_____	_____
What is the rate per foot for permanent use of:			
moorings	_____	_____	_____

3. What was the marina's total revenue for last year? \_\_\_\_\_

3.1 What percentage of this revenue was from?  
    slip, mooring, and dry stack rentals \_\_\_\_\_ *percent*

    boat fuel, repairs, and equipment sales \_\_\_\_\_

    boat rentals \_\_\_\_\_

    fishing bait and tackle \_\_\_\_\_

    lodging and restaurant facilities \_\_\_\_\_

4. Approximately what percentage of your total business is from out of state customers? \_\_\_\_\_ *percent*

5. Now I would like to ask you about your expenses for last year.

5.1 What were your total expenses for last year (including wages and salaries, operating expenses, the costs of goods sold, and any long term debt retirement costs)? \_\_\_\_\_

5.2 What percentage of your expenses were for wages and salaries, including corporate commissions if applicable?  
    \_\_\_\_\_ *percent*

5.3 What percentage of your total expenses were for operating costs -- by operating costs, I mean such expenses as advertising, rentals, maintenance, utilities, operating supplies, insurance, depreciation, and taxes other than income taxes. Do not include the costs of the goods you sold to customers.  
    \_\_\_\_\_ *percent*

5.4 Of your total operating costs, what percentage was paid to firms from outside of North Carolina?  
    \_\_\_\_\_ *percent*

5.5 What percentage of your total expenses was for the costs of the goods you sold at your marina last year?  
    \_\_\_\_\_ *percent*

5.6 Concerning only the costs of the goods you sold at your marina last year, what percentage was for:  
    boat fuel and oil \_\_\_\_\_ *percent*  
    boats, boat engines, and/or boat equipment \_\_\_\_\_  
    fishing bait and/or tackle \_\_\_\_\_  
    food and groceries \_\_\_\_\_

5.7 Again, concerning only the costs of the goods you sold at your marina last year, what percentage of each type of good was paid to firms from outside of North Carolina?

boat fuel and oil \_\_\_\_\_ percent  
boats, boat engines, and/or boat equipment \_\_\_\_\_  
fishing bait and/or tackle \_\_\_\_\_  
food and groceries \_\_\_\_\_

6. What was your net income last year, before income taxes? \_\_\_\_\_
7. What is the approximate value of the current assets of your marina -- including operating cash, inventory and accounts receivable?  
\_\_\_\_\_
8. What is the value of your actual investment in the fixed assets at your marina -- including the land, buildings, equipment, and boats?  
\_\_\_\_\_
- 8.1 What in your opinion, is the current market value of your fixed assets? \_\_\_\_\_
9. What is the approximate value of the current liabilities of your marina -- including any accounts payable, accrued expenses, any notes payable during the coming year, and the money you will pay on mortgage and other long-term debts over the next year?  
\_\_\_\_\_
10. What is the approximate value of the long-term debt of your marina, including mortgage and other notes which you will not completely pay off during the next year?  
\_\_\_\_\_
11. How much did your marina pay for each of the following North Carolina state and local taxes last year?
- inventory and personal property taxes \_\_\_\_\_
- real property taxes \_\_\_\_\_
- payroll taxes \_\_\_\_\_
- sales taxes \_\_\_\_\_
- corporation franchise taxes and fees \_\_\_\_\_
- boat registration fees \_\_\_\_\_
- all other North Carolina state or local taxes \_\_\_\_\_

That concludes the questions that I have.

Do you have any questions or comments that you would like to include in the survey information?

Would you like to receive a copy of a summary of the study's findings?  yes  no  
I sincerely thank you for participating in this survey. If I can be of any further help to you please let me

## Marina Study Worksheet

The following is a list of the questions which I will ask when I call to conduct the telephone survey. You do not need to return this worksheet in the mail. I would, however, appreciate it if you would complete this worksheet so that the information I request during the telephone interview will be as accurate as possible.

### Section 1: Marina Description

1. Marina Size
  - 1.1 How many acres of upland or dry area does the marina have? \_\_\_\_\_ (1 acre = 44,000 square feet)
  - 1.2 How many acres of submerged land does the marina have? \_\_\_\_\_
  - 1.3 How many boat slips does the marina have? \_\_\_\_\_  
Are all of your slips currently rented or full?  yes  no  
*if no* - How many empty slips do you have? \_\_\_\_\_
  - 1.4 How many dry stacks does the marina have? \_\_\_\_\_  
Are all of your dry stacks currently rented or full?  yes  no  
*if no* - How many empty dry stacks do you have? \_\_\_\_\_
  - 1.5 How many moorings does the marina have? \_\_\_\_\_  
Are all of your moorings currently rented or full?  yes  no  
*if no* - How many empty moorings do you have? \_\_\_\_\_
2. Of the total number of boats at your marina, how many are commercial fishing boats? \_\_\_\_\_
3. How many of them are either charter or headboats for recreational fishing? \_\_\_\_\_
4. How many of them are privately used recreational boats? \_\_\_\_\_
  - 4.1 Of these recreational boats, what percentage are sail boats? \_\_\_\_\_
  - 4.2 What percentage do you feel are used primarily for recreational fishing? \_\_\_\_\_
  - 4.3 Of the people who keep private recreational boats at your marina, approximately what percentage is from out of state — people who live outside North Carolina for six months or more each year? \_\_\_\_\_ percent
5. Is the marina located in  an open water area  
 in a dredged basin.
6. What is the tidal range in feet at your marina? \_\_\_\_\_
7. What is the average water depth in the marina slip area? \_\_\_\_\_
8. Is the marina operated for (*if more than one, check all that apply*):  
 general public use  
 for use by a private club, such as a country club, a sportsman club, or a boating club, or  
 for use by residents of a condominium or housing development
9. How many years ago was the marina originally developed? \_\_\_\_\_ years
  - 9.1 Has the marina ever been expanded?  yes  no  
*if yes*, when was it last expanded? \_\_\_\_\_
10. Is your marina a  
 sole proprietorship *if a sole proprietorship or partnership* -  
 a partnership How long have the present owners owned the marina? \_\_\_\_\_ years  
 owned by a corporation  
 publicly owned?



11. For each of the following services, please indicate whether or not you offer that service at your marina.

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <i>yes</i>               | <i>no</i>                |   |
| <input type="checkbox"/> | <input type="checkbox"/> | boat launching ramp                       |
| <input type="checkbox"/> | <input type="checkbox"/> | boat fuel and oil                         |
| <input type="checkbox"/> | <input type="checkbox"/> | sewage and water pumpout                  |
| <input type="checkbox"/> | <input type="checkbox"/> | boat, engine, and/or hull repair          |
| <input type="checkbox"/> | <input type="checkbox"/> | recreational fishing charter or headboats |
| <input type="checkbox"/> | <input type="checkbox"/> | sightseeing or tour boats                 |
| <input type="checkbox"/> | <input type="checkbox"/> | boat rentals                              |

11.1 Are any of these services offered at your marina by someone else?  *yes*  *no*

*if yes*, Which ones \_\_\_\_\_  
 \_\_\_\_\_

12. For each of the following facilities, please indicate whether or not you own each type of facility at your marina.

- |                          |                          |                                 |
|--------------------------|--------------------------|---------------------------------|
| <i>yes</i>               | <i>no</i>                |                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | grocery store                   |
| <input type="checkbox"/> | <input type="checkbox"/> | fishing bait and/or tackle shop |
| <input type="checkbox"/> | <input type="checkbox"/> | hotel                           |
| <input type="checkbox"/> | <input type="checkbox"/> | restaurant                      |
| <input type="checkbox"/> | <input type="checkbox"/> | campground                      |
| <input type="checkbox"/> | <input type="checkbox"/> | bath and/or shower facilities   |

***Section 2: Marina Finances***

I'm going to ask you some questions about the finances of your marina. I realize you may consider some of these questions very sensitive and private. I would not be asking them if the information was not very important to our understanding of the economic impact and importance of the marina industry to North Carolina. You have my absolute and legal assurance that this information will not be reported in such a way that it is possible for your competitors or anyone else to determine the financial performance of your marina. This is not an audit requiring exact precision and many hours of work. We wish only to know your best estimates and approximations.

1. For each of the following types of employees, I would like to know the number of people you employ at the marina both permanently and either part time or during the summer only. If a person fills more than one type of position, please report that individual only once. If you have any part-time or summer only employees, please indicate for each type of employee, how many 40 hour work weeks these individuals worked during the last year.

	<u>Number of Employees</u>	
	<i>Permanent</i>	<i>Summer or Part-time only</i>
	<i>number</i>	<i>40 hour weeks</i>
administrative --including for example, facility or store managers shop managers, and book-keepers .....	_____	_____
sales.....	_____	_____
mechanical.....	_____	_____
maintenance and cleaning.....	_____	_____
all others.....	_____	_____

1.1 Have you increased the number of employees at your marina in the last three years?  yes  no

If yes, How many new positions have you created in the last three years \_\_\_\_\_ positions

How many of these were permanent, year-round positions \_\_\_\_\_

2. What is the marina's rate schedule.

	<i>weekly</i>	<i>Rate Schedule</i> <i>monthly</i>	<i>permanent</i>
wet slips	_____	_____	_____
dry stacks	_____	_____	_____
moorings	_____	_____	_____

3. What was the marina's total revenue for last year? \_\_\_\_\_

3.1 What percentage of this revenue was from?  
slip, mooring, and dry stack rentals \_\_\_\_\_ percent

boat fuel, repairs, and equipment sales \_\_\_\_\_

boat rentals \_\_\_\_\_

fishing bait and tackle \_\_\_\_\_

lodging and restaurant facilities \_\_\_\_\_

4. Approximately what percentage of your total business is from out of state customers? \_\_\_\_\_ percent

5. The following questions are about your expenses for last year.

5.1 What were your total expenses for last year (including wages and salaries, operating expenses, the costs of goods sold, and any long term debt retirement costs)? \_\_\_\_\_

5.2 What percentage of your expenses was for wages and salaries, including corporate commissions if applicable?  
\_\_\_\_\_ percent

5.3 What percentage of your total expenses was for operating costs -- by operating costs, I mean such expenses as advertising, rentals, maintenance, utilities, operating supplies, insurance, depreciation, and taxes other than income taxes. Do not include the costs of the goods you sold to customers.  
\_\_\_\_\_ percent

5.4 Of your total operating costs, what percentage was paid to firms from outside of North Carolina?

\_\_\_\_\_ percent

5.5 What percentage of your total expenses was for the costs of the goods you sold at your marina last year?

\_\_\_\_\_ percent

5.6 Concerning only the costs of the goods you sold at your marina last year, what percentage was for:

- boat fuel and oil \_\_\_\_\_ percent
- boats, boat engines, and/or boat equipment \_\_\_\_\_
- fishing bait and/or tackle \_\_\_\_\_
- food and groceries \_\_\_\_\_

5.7 Again, concerning only the costs of the goods you sold at your marina last year, what percentage of each type of good was paid to firms from outside of North Carolina?

- boat fuel and oil \_\_\_\_\_ percent
- boats, boat engines, and/or boat equipment \_\_\_\_\_
- fishing bait and/or tackle \_\_\_\_\_
- food and groceries \_\_\_\_\_

6. What was your net income last year, before income taxes? \_\_\_\_\_

7. What is the approximate value of the current assets of your marina — including operating cash, inventory and accounts receivable?  
\_\_\_\_\_

8. What is the value of your actual investment in the fixed assets at your marina — including the land, buildings, equipment, and boats?  
\_\_\_\_\_

8.1 What in your opinion, is the current market value of your fixed assets? \_\_\_\_\_

9. What is the approximate value of the current liabilities of your marina — including any accounts payable, accrued expenses, any notes payable during the coming year, and the money you will pay on mortgage and other long-term debts over the next year?  
\_\_\_\_\_

10. What is the approximate value of the long-term debt of your marina, including mortgage and other notes which you will not completely pay off during the next year?  
\_\_\_\_\_

11. How much did your marina pay for each of the following North Carolina local and state taxes last year?

inventory and personal property taxes \_\_\_\_\_

real property taxes \_\_\_\_\_

payroll taxes \_\_\_\_\_

sales taxes \_\_\_\_\_

corporation franchise taxes and fees \_\_\_\_\_

boat registration fees \_\_\_\_\_

all other North Carolina or local taxes \_\_\_\_\_

EAST CAROLINA UNIVERSITY

GREENVILLE, NORTH CAROLINA 27834-4353

INSTITUTE FOR COASTAL  
AND MARINE RESOURCES

(919) 757-6779

Dear Manufacturer:

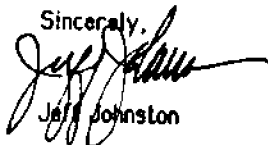
The purpose of this letter is to request your participation in a study which Rick Perdue at North Carolina State University and I are conducting for the North Carolina Sea Grant Program and the North Carolina Sports Fishing Association. The purpose of the study is to examine the economics of recreational fishing and boating in the coastal region of North Carolina. As part of the study, I am examining the economic importance and impact of the boat and fishing tackle manufacturing industry. The information from this component of the study will be used to support, facilitate, and protect the development and operation of boat and fishing tackle manufacturing in North Carolina. This component of the study will also result in the publication of management guidelines which will directly help you in the financial management and operation of your business. As a small compensation for your participation in this study, I will send you a copy of these management guidelines free of charge.

Your manufacturing facility has been identified as part of a scientific sample which was carefully selected to represent the boat and fishing tackle manufacturing industry in North Carolina. It is very important that you participate in the study so that the information which we collect will be as accurate as possible. Since the purpose of this study is to determine the economic importance and performance of the industry, it is necessary to ask you a number of questions concerning the financial aspects of your business. I realize you consider this information to be very sensitive and private. I assure you that I also consider this information to be very sensitive and private. I will treat any information you provide with complete confidentiality. You have my absolute and legal assurance that the information you provide will not be reported in such a way that it is possible for your competitors or anyone else to determine the finances of your business. I also assure you that my interest is in supporting the boat and fishing tackle manufacturing industry. To protect both you and the industry, I have agreed to allow selected representatives of the National Marine Manufacturing Association to review a confidential draft of the study report prior to its release to Sea Grant and/or the public.

In order to better protect your information, I will be conducting the study by telephone. My research associates will call you to schedule a time during which she can ask you the necessary questions. This interview should not take more than 20 minutes. For your reference, I am enclosing a worksheet which contains all of the questions which we will ask you. You do not need to return this worksheet to me. I would, however, appreciate it if you would complete this worksheet prior to the telephone interview, so that the information which you provide will be as accurate as possible. If you have any questions or concerns about the study or the specific questions which I am asking, please contact me at the telephone number below. It is my hope to complete the telephone interviews during the next two weeks. Again, either I or one of my research associates will be calling to schedule a specific time for your interview.

I sincerely thank you in advance for your participation in this study.

Sincerely,



Jeff Johnston

(919) 757-6220



July 24, 1985

Dear Fellow N.C. Marine Manufacturer:

I strongly urge you to lend your full cooperation to the enclosed study. Only with your cooperation can this study be complete and therefore meaningful. The results of this study will be both directly and indirectly beneficial to you and to the entire marine industry in N.C. Only recently I had the occasion to represent the marine industry in trying to get a bill favorably passed by our state legislature. My job would have been made a great deal easier if I had had meaningful data available to me concerning the economic impact of our industry both in the area of sportfishing and in general.

The information you submit to the Sea Grant researchers will be kept in the strictest confidence and will only be printed in summary form. Copies of the final report will be available for scrutiny prior to release and ultimately will be made available to all who participate.

The National Marine Manufacturers Association has already provided the researchers with a great deal of broad information, which coupled with the specific information you provide will be most meaningful and helpful. Thank you in advance for your assistance with this very beneficial study.

Sincerely,

GRADY-WHITE BOATS, INC.

Eddie Smith, Jr.  
President

ECS:jnk

Enclosure

# Manufacturers Telephone Interview Instrument

*(do not read material in italics to respondent)*

Company: \_\_\_\_\_  
Location: \_\_\_\_\_

Phone Number *(\_\_\_\_)* \_\_\_\_\_

Date: \_\_\_\_\_

Time Ended: \_\_\_\_\_

Time Started: \_\_\_\_\_

Length of Interview: \_\_\_\_\_ (minutes)

## Section I: Company Description

First, I would like to ask you some questions about the characteristics of your company.

1. Is the primary boating and/or fishing related activity of the company:

- boat manufacturing  
 boat trailer manufacturing  
 boat accessory manufacturing  
 fishing tackle manufacturing, or  
 something else? \_\_\_\_\_

please specify

2. Does the company produce products other than those which are boating and/or fishing related?  yes  no

*(If no, do not read the boating and/or fishing related component of the following questions)*

3. Is the company owned by a:

- sole proprietor  
 a partnership, or  
 a corporation

*If corporation*, Is this corporation

- an independent corporation, or  
 part of a corporate conglomerate?

*If a sole proprietorship, a partnership, or an independent corporation.*

How long have the present owners owned the company? \_\_\_\_\_ years

4. How many years ago was the boating and/or fishing related component of the company started?

\_\_\_\_\_ years

- 4.1 How many years has the company been producing boating and/or fishing related products in North Carolina?

\_\_\_\_\_ years

*If the boating / fishing activities of the company have existed longer than its tenure in North Carolina:*

How long has the company owned boating and/or fishing related facilities in North Carolina?

\_\_\_\_\_ years

Was the initial boating and/or fishing related development in North Carolina

- an expansion of the company's operation, or  
 a move to North Carolina from another state.

*If a move to North Carolina:* What were the company's reasons for moving to North Carolina?

\_\_\_\_\_

\_\_\_\_\_

4.2 How many years ago was this boating and/or fishing related manufacturing facility originally developed?  
 \_\_\_\_\_ years

Has this facility ever been expanded?  yes  no  
 if yes, when was it last expanded? \_\_\_\_\_

4.3 Does the company own any boating and/or fishing related manufacturing facilities other than those at (the interview site)?  yes  no

if yes, where? \_\_\_\_\_  
 (if in North Carolina, ask for the specific town)

(if the company does not own any boating or fishing related facilities in states other than North Carolina, it is not necessary to read the in North Carolina component of the following questions)

5. Of the boating and/or fishing related products produced in North Carolina by this company, what percentage do you feel is used primarily by recreational users as opposed to commercial users?  
 \_\_\_\_\_ percent

5.1 Of these recreational users, what percentage do you feel is recreational fishermen as compared to non-fishermen?  
 \_\_\_\_\_ percent

Section 2: Company Finances

Now I'm going to ask you some questions about the finances of your company. I realize you may consider some of these questions very sensitive and private. I would not be asking them if the information was not very important to our understanding of the economic impact and importance of the boating and fishing manufacturing industry to North Carolina. You have my absolute and legal assurance that this information will not be reported in such a way that it is possible for your competitors or anyone else to determine the financial performance of your company. This is not an audit requiring exact precision and many hours of work. We wish only to know your best estimates and approximations.

1. For each of the following types of employees, I would like to know the number of people you employ for boating and/or fishing related manufacturing in North Carolina both permanently and either part time or during the summer only. If a person fills more than one type of position, please report that individual only once.

if the individual reports any part-time or summer only employees, ask for each type of employee.  
 How many 40 hour weeks do these summer or part time employees work during the year.

	<u>Number of employees</u>	
	<u>Permanent</u>	<u>Summer or Part-time only</u> 40 hour number weeks

administrative —including for example, facility or store managers, shop managers, and book-keepers .....	_____	_____
sales.....	_____	_____
mechanical.....	_____	_____
maintenance and cleaning.....	_____	_____
all others.....	_____	_____

1.1 Have you increased the number of boating and fishing manufacturing related employees at your company in North Carolina in the last three years?  yes  no

if yes, How many new positions have you created in the last three years \_\_\_\_\_ positions

2. The following questions are about the products which you manufactured in North Carolina last year?

2.1 Did you manufacture any boats in North Carolina last year?  yes  no  
If yes, How many boats did you produce in North Carolina and sell last year? \_\_\_\_\_ boats

What was the retail value of these boats? \_\_\_\_\_ dollars

Of these boats, what percentage was sailboats? \_\_\_\_\_ percent

What percentage of these boat sales was to  
dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.2 Did you manufacture any boat trailers in North Carolina last year?  yes  no  
If yes, How many boat trailers did you produce in North Carolina and sell last year? \_\_\_\_\_ boats

What was the retail value of these boat trailers? \_\_\_\_\_ dollars

Of these boat trailers, what percentage was specifically for sailboats? \_\_\_\_\_ percent

What percentage of these boat trailer sales was to  
dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.3 Did you manufacture any boat accessories in North Carolina last year?  yes  no  
If yes, What was the retail value of these boat accessories? \_\_\_\_\_ dollars

Of these boat accessories, what percentage was specifically for sailboats? \_\_\_\_\_ percent

What percentage of your boat accessories sales was to  
dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.4 Did you manufacture any fishing tackle in North Carolina last year?  yes  no  
If yes, What was the retail value of this fishing tackle? \_\_\_\_\_ dollars

What percentage of your fishing tackle sales was to  
dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

3. What was the company's total revenues for boating and/or fishing related products produced in North Carolina last year?  
\_\_\_\_\_

4. Approximately what percentage of this business was from out of state customers? \_\_\_\_\_ percent

5. Now I would like to ask you about your boating and/or fishing related expenses in North Carolina for last year.

5.1 What were your total boating and/or fishing related expenses in North Carolina for last year (including wages and salaries, corporate commissions, operating expenses, the costs of raw materials and goods sold, and any long term debt retirement)? \_\_\_\_\_



5.2 What percentage of these expenses was for wages and salaries, including corporate commissions if applicable?

\_\_\_\_\_ percent

5.3 What percentage of these expenses was for operating costs — by operating costs, I mean such expenses as advertising, rentals, maintenance, utilities, operating supplies, insurance, depreciation, raw materials and taxes other than income taxes

\_\_\_\_\_ percent

5.4 Of your total operating costs, what percentage was paid to firms from outside of North Carolina?

\_\_\_\_\_ percent

6. What was the company's boating and/or fishing related net income last year, before income taxes?

\_\_\_\_\_

7. What is the approximate value of the current boating and/or fishing related assets of your company — including operating cash, inventory and accounts receivable?

\_\_\_\_\_

8. What is the value of the company's actual boating and/or fishing related fixed assets investment — including the land, buildings, equipment, and boats?

\_\_\_\_\_

What in your opinion, is the current market value of these fixed assets? \_\_\_\_\_

9. What is the approximate value of the boating and/or fishing related current liabilities of your company — including any accounts payable, accrued expenses, any notes payable during the coming year, and the money you will pay on mortgage and other long-term debts over the next year?

\_\_\_\_\_

10. What is the approximate value of the boating and fishing related long-term debt of your company, including mortgage and other notes which you will not completely pay off during the next year?

\_\_\_\_\_

11. How much did the boating and fishing related component of your company pay for each of the following North Carolina local and state taxes last year?

- inventory and personal property taxes \_\_\_\_\_
- real property taxes \_\_\_\_\_
- payroll taxes \_\_\_\_\_
- sales taxes \_\_\_\_\_
- corporation franchise taxes and fees \_\_\_\_\_
- boat registration fees \_\_\_\_\_
- all other North Carolina or local taxes \_\_\_\_\_

That concludes the questions that I have.

Do you have any questions or comments that you would like to include in the survey information?

Would you like to receive a summary of the study's findings?  yes  no

I sincerely thank you for participating in this survey. If I can be of any help to you, please let me know. Again, Thank you.

## Fishing and Boating Manufacturers Study Worksheet

The following is a list of the questions which I will ask when I call to conduct the telephone interview. You do not need to return this worksheet in the mail. I would, however, appreciate it if you would complete this worksheet so that the information I request during the telephone interview will be as accurate as possible.

### *Section 1: Company Description*

1. What is the primary boating and/or fishing related activity of the company?

- boat manufacturing
- boat trailer manufacturing
- boat accessory manufacturing
- fishing tackle manufacturing
- other \_\_\_\_\_  
please specify

2. Does the company produce products other than those which are boating and/or fishing related?  yes  no

3. Is the company owned by a:

- sole proprietor
- a partnership, or
- a corporation?

*If corporation*, Is this corporation  an independent corporation, or  
 part of a corporate conglomerate?

*If a sole proprietorship, a partnership or an independent corporation.*  
How long have the present owners owned the company? \_\_\_\_\_ years

4. How many years ago was the boating and/or fishing related component of the company started?

\_\_\_\_\_ years

4.1 How many years has the company been producing boating and/or fishing related products in North Carolina?

\_\_\_\_\_ years

*If the boating / fishing activities of the company have existed longer than its tenure in North Carolina:*

How long has the company owned boating and/or fishing related facilities in North Carolina?

\_\_\_\_\_ years

Was the initial boating and/or fishing related development in North Carolina

- an expansion of the company's operation, or
- a move to North Carolina from another state.

*If a move to North Carolina*: What were the company's reasons for moving to North Carolina?  
\_\_\_\_\_

4.2 How many years ago was this boating and/or fishing related manufacturing facility originally developed?

\_\_\_\_\_ years

Has this facility ever been expanded?  yes  no

*If yes*, when was it last expanded? \_\_\_\_\_

4.3 Does the company own any boating and/or fishing related manufacturing facilities other than those at this site?  yes  no

*If yes, where?* \_\_\_\_\_

5. Of the boating and/or fishing related products produced in North Carolina by this company, what percentage do you feel is used primarily by recreational users as opposed to commercial users? \_\_\_\_\_ percent

5.1 Of these recreational users, what percentage do you feel is recreational fishermen as compared to non-fishermen? \_\_\_\_\_ percent

Section 2: Company Finances

Now I'm going to ask you some questions about the finances of your company. I realize you may consider some of these questions very sensitive and private. I would not be asking them if the information was not very important to our understanding of the economic impact and importance of the boating and fishing manufacturing industry to North Carolina. You have my absolute and legal assurance that this information will not be reported in such a way that it is possible for your competitors or anyone else to determine the financial performance of your company. This is not an audit requiring exact precision and many hours of work. We wish only to know your best estimates and approximations.

1. For each of the following types of employees, I would like to know the number of people you employ for boating and/or fishing related manufacturing in North Carolina both permanently and either part time or during the summer only. If a person fills more than one type of position, please report that individual only once. If you have any part-time or summer only employees, please indicate, for each type of employee, how many 40 hour work weeks these individuals worked during last year.

	<u>Number of employees</u>	
	<u>Permanent</u>	<u>Summer or Part-time only</u> <u>40 hour</u> <u>number weeks</u>
administrative —including for example, facility or store managers, shop managers, and book-keepers .....	_____	_____
sales.....	_____	_____
mechanical.....	_____	_____
maintenance and cleaning.....	_____	_____
all others.....	_____	_____

1.1 Have you increased the number of boating and fishing manufacturing related employees at your company in North Carolina in the last three years?  yes  no

*If yes.* How many new positions have you created in the last three years \_\_\_\_\_ positions

How many of these were permanent, year-round positions \_\_\_\_\_

2. The following questions are about the products which you manufactured in North Carolina last year?

2.1 Did you manufacture any boats in North Carolina last year?  yes  no

*If yes.* How many boats did you produce in North Carolina and sell last year? \_\_\_\_\_ boats

What was the retail value of these boats? \_\_\_\_\_ dollars

Of these boats, what percentage was sailboats? \_\_\_\_\_ percent

What percentage of these boat sales was to

dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.2 Did you manufacture any boat trailers in North Carolina last year?  yes  no

*If yes.* How many boat trailers did you produce in North Carolina and sell last year? \_\_\_\_\_ boats

What was the retail value of these boat trailers? \_\_\_\_\_ dollars

Of these boat trailers, what percentage was specifically for sailboats? \_\_\_\_\_ percent

What percentage of these boat trailer sales was to

dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.3 Did you manufacture any boat accessories in North Carolina last year?  yes  no

*If yes.* What was the retail value of these boat accessories? \_\_\_\_\_ dollars

Of these boat accessories, what percentage was specifically for sailboats? \_\_\_\_\_ percent

What percentage of your boat accessories sales was to

dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

2.4 Did you manufacture any fishing tackle in North Carolina last year?  yes  no

*If yes.* What was the retail value of this fishing tackle? \_\_\_\_\_ dollars

What percentage of your fishing tackle sales was to

dealers \_\_\_\_\_ percent  
to other manufacturers \_\_\_\_\_  
directly to consumers \_\_\_\_\_  
to other retail outlets \_\_\_\_\_

3. What was the company's total revenues for boating and/or fishing related products produced in North Carolina last year?  
\_\_\_\_\_

4. Approximately what percentage of this business was from out of state customers? \_\_\_\_\_ percent

5. Now I would like to ask you about your boating and/or fishing related expenses in North Carolina for last year.

5.1 What were your total boating and/or fishing related expenses in North Carolina for last year (including wages and salaries, corporate commissions, operating expenses, the costs of raw materials and goods sold, and any long term debt retirement)?

5.2 What percentage of these expenses was for wages and salaries, including corporate commissions if applicable?

\_\_\_\_\_ percent

5.3 What percentage of these expenses was for operating costs -- advertising, rentals, maintenance, utilities, operating supplies, insurance, depreciation, raw materials and taxes other than income taxes

\_\_\_\_\_ percent

5.4 Of your total operating costs, what percentage was paid to firms from outside of North Carolina?

\_\_\_\_\_ percent

6. What was the company's boating and/or fishing related net income last year, before income taxes?

\_\_\_\_\_

7. What is the approximate value of the current boating and/or fishing related assets of your company -- including operating cash, inventory and accounts receivable?

\_\_\_\_\_

8. What is the value of the company's actual boating and/or fishing related fixed assets investment -- including the land, buildings, equipment, and boats?

\_\_\_\_\_

What in your opinion, is the current market value of these fixed assets? \_\_\_\_\_

9. What is the approximate value of the boating and/or fishing related current liabilities of your company -- including any accounts payable, accrued expenses, any notes payable during the coming year, and the money you will pay on mortgage and other long-term debts over the next year?

\_\_\_\_\_

10. What is the approximate value of the boating and fishing related long-term debt of your company, including mortgage and other notes which you will not completely pay off during the next year?

\_\_\_\_\_

11. How much did the boating and fishing related component of your company pay for each of the following North Carolina local and state taxes last year?

inventory and personal property taxes \_\_\_\_\_

real property taxes \_\_\_\_\_

payroll taxes \_\_\_\_\_

sales taxes \_\_\_\_\_

corporation franchise taxes and fees \_\_\_\_\_

boat registration fees \_\_\_\_\_

all other North Carolina or local taxes \_\_\_\_\_

**APPENDIX B**

## APPENDIX B

COUNTY	FIPS	BOATREG 1984	BRGROW %70-84	POPGROW %70-84	/CAPTA BR 84	%GROWTH B/C70-84	'84 POP
Beaufort	13	3417	1.24	.19	.080	.883	42,818
Bertie	15	1175	.55	.04	.055	.488	21,357
Brunswick	19	4113	3.71	.79	.095	1.628	43,429
Camden	29	372	.96	.07	.064	.830	5,835
Carteret	31	5884	1.27	.49	.125	.523	47,120
Chowan	41	955	.53	.20	.074	.272	12,935
Craven	49	4772	1.47	.23	.062	.014	76,807
Currituck	53	1667	1.69	.85	.129	.457	12,877
Dare	55	2300	2.38	1.34	.141	.455	16,372
Gates	73	524	1.06	.08	.057	.907	9,184
Hertford	91	1035	.70	-.03	.043	.747	23,808
Hyde	95	558	.80	.06	.094	.691	5,931
Newhanover	129	7763	1.80	.33	.070	1.111	110,139
Onslow	133	5052	2.00	.17	.042	1.570	120,149
Pamlico	137	1122	1.52	.15	.103	1.198	10,859
Pasquotank	139	1399	.98	.08	.048	.830	28,993
Pender	144	1641	3.77	.31	.069	2.645	23,753
Perquimn	143	783	1.66	.19	.079	1.239	9,935
Tyrrell	177	332	.51	.09	.080	.382	4,157
Washington	187	1062	.93	.02	.074	.883	14,367
TOTCOAST		45926	1.55	.26	.072	1.034	640,825
Alamance	1	2434	1.18	.05	.024	1.079	
Alexander	3	805	1.5	.36	.030	.836	
Alleghany	5	80	2.2	.21	.008	1.637	
Anson	7	592	4.75	.11	.023	4.178	
Ashe	9	153	2.73	.19	.007	2.137	
Avery	11	163	2.20	.18	.011	1.703	
Bladen	17	1141	4.59	.16	.037	3.821	
Buncomb	21	3539	1.27	.14	.021	.992	
Burke	23	2091	1.51	.24	.028	1.028	
Cabarrus	25	2842	.85	.23	.031	.510	
Caldwell	27	1910	1.45	.21	.028	1.028	
Caswell	33	314	1.43	.14	.014	1.129	
Catawba	35	4569	1.15	.22	.041	.757	
Chatham	37	776	4.17	.18	.022	3.372	
Cherokee	39	823	2.03	.22	.041	1.473	
Clay	43	301	3.63	.36	.043	2.395	
Cleveland	45	2170	1.83	.16	.026	1.433	
Columbus	47	3259	4.35	.10	.063	3.845	
Cumberland	51	5115	2.23	.20	.020	1.688	
Davidson	57	3781	1.13	.22	.032	.744	
Davie	59	775	2.54	.45	.028	1.437	
Duplin	61	1109	3.00	.10	.027	2.653	
Durham	63	4388	1.46	.21	.027	1.038	

APPENDIX B (Cont'd)

COUNTY	FIPS	BOATREG 1984	BPGROW %70-84	POPGROW %70-84	/CAPTA BR 84	%GROWTH B/C70-84
Edgecomb	65	1281	.59	.10	.022	.443
Forsyth	67	5507	1.63	.18	.022	1.224
Franklin	69	544	1.94	.18	.017	1.485
Gaston	71	4422	1.10	.13	.026	.859
Graham	75	529	1.74	.09	.074	1.525
Granville	77	838	1.70	.11	.023	1.444
Greene	79	575	2.30	.10	.035	2.001
Guilford	81	7857	1.58	.12	.024	1.292
Halifax	83	2122	.66	.02	.038	.620
Harnett	85	1384	3.76	.25	.022	2.802
Haywood	87	1683	1.68	.13	.036	1.358
Henderson	89	1565	2.49	.52	.024	1.297
Hoke	93	272	2.68	.37	.012	1.685
Iredell	97	3366	1.07	.20	.039	.721
Jackson	99	603	3.05	.26	.022	2.214
Johnston	101	2645	4.19	.22	.035	3.268
Jones	103	519	2.31	.01	.053	2.281
Lee	105	1148	3.48	.29	.029	2.481
Lenoir	107	2642	1.61	.10	.044	1.376
Lincoln	109	1856	1.49	.36	.042	.832
McDowell	111	1009	2.28	.18	.028	1.772
Macon	113	520	3.91	.44	.023	2.402
Madison	115	200	2.57	.07	.012	2.331
Martin	117	1263	.64	.08	.047	.515
Mecklenburg	119	11376	.85	.22	.026	.517
Mitchell	121	153	2.26	.06	.011	2.071
Montgomery	123	773	1.59	.23	.033	1.103
Moore	125	1162	2.81	.38	.021	1.752
Nash	127	3219	1.88	.19	.046	1.423
Northampton	131	886	1.57	-.04	.040	1.671
Orange	135	1377	2.63	.41	.017	1.560
Person	145	614	.70	.16	.020	.462
Pitt	147	3965	2.03	.29	.042	1.367
Polk	149	276	2.25	.21	.019	1.675
Randolph	151	2457	1.74	.26	.026	1.175
Richmond	153	1349	3.65	.14	.030	3.067
Robeson	155	3000	4.33	.24	.028	3.285
Rockingham	157	1789	2.86	.18	.021	2.277
Rowan	159	2954	.96	.13	.019	.740
Rutherford	161	1219	2.20	.19	.022	1.692
Sampson	163	1119	3.68	.12	.022	3.180
Scotland	165	576	3.11	.26	.017	2.278
Stanly	167	2060	.98	.16	.041	.707
Stokes	169	559	3.82	.47	.016	2.270
Surry	171	1014	2.53	.18	.017	1.995
Swain	173	435	2.72	.21	.041	2.075
Trslvan	175	761	2.54	.26	.031	1.800

APPENDIX B (Cont'd)



COUNTY	FIPS	BOATREG 1984	BPGROW %70-84	POPGROW %70-84	/CAPTA BR 84	%GROWTH B/C70-84
Union	179	1634	3.11	.40	.021	1.943
Vance	181	934	.93	.15	.025	.670
Wake	183	12249	3.48	.48	.036	2.030
Warren	185	283	.90	.07	.017	.769
Watuga	189	263	2.21	.46	.008	1.203
Wayne	191	2741	2.23	.15	.028	1.800
Wilkes	193	945	1.93	.22	.016	1.404
Wilson	195	1935	1.60	.12	.030	1.316
Yadkin	197	630	3.14	.19	.022	2.481
Yancy	199	156	2.32	.22	.010	1.723
TOTINLAN		152343	1.71	.21	.028	1.242
TOT NC		198269	1.67	.21	.032	1.202