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1982 CHARTER BOAT OPERATOR STUDY



Prepared by:

**Recreation Resources Center
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University of Wisconsin**

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1982
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Introduction

Sea Grant Institute Advisory Services has undertaken this study to improve the management and marketing of charter fishing services. As part of this effort, Wisconsin's charter fishing boat operators were surveyed in 1982. The data gathered should enable each charter boat operator to compare his or her business with other operations. A copy of the survey is appended.

This report is comprised of three sections. The first presents a description of the charter boat operators who responded to the survey. It specifically focuses on geographical location, years in the business, age, and other occupations that are pursued in addition to charter fishing.

Section two describes industry-wide operating characteristics including: average season length, rate structure, how rates are determined, what kinds of services are provided, and the reasons why customers fish. This section also includes a description of the ports that charter fishing captains utilize, the improvements in these facilities that operators would like to see, and the most important problems that charter boat operators feel they must face.

The final section of this report summarizes the financial characteristics of surveyed operations. Average investment, revenues, and expenses are tabulated, as are the form of business ownership, the people typically involved in the operation, and their duties.

This data was gathered by means of a confidential mail survey. A total of 189 questionnaires were mailed to Lake Michigan and Lake Superior operators during November of 1982. Of these, 107 were returned for a response rate of approximately 57 percent. A Wisconsin Department of Natural Resources sport trolling license listing was used as the basis for this mailing.

How to Read This Report

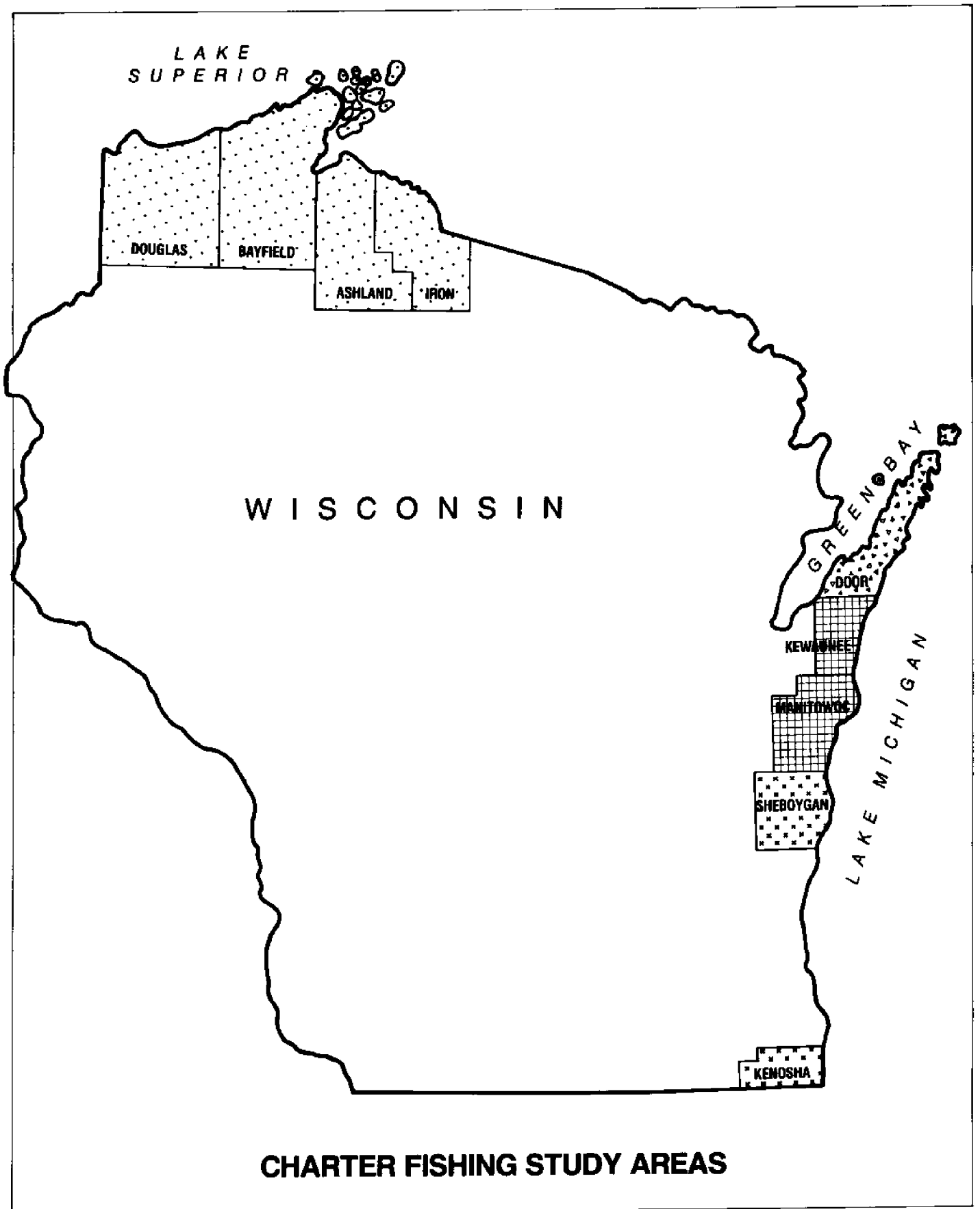
This report has been written to serve as a source document. Accordingly, the data in each of the sections described above is presented for the sample as a whole, and for each of the following geographical areas:

Door County, Kewaunee and Manitowoc, Sheboygan and Kenosha, and Lake Superior. These areas may be located on the accompanying map.

In addition to this presentation by geographical area, comparisons on part-time vs. full-time and years in the business are periodically made.

The significant factors derived from the survey are summarized at the beginning of each section in capsule format. The summary is followed by tabular results of the survey.

For those seeking tabulated data, the most efficient way of obtaining data is to locate the item(s) desired in the List of Tables. Those who seek an overview of significant findings are referred to the Table of Contents.



CHARTER FISHING STUDY AREAS

SECTION I

Description of Charter Boat Operations

- Charter boat operators from four general geographic areas responded to this survey. Approximately 50 percent of the respondents work out of the Sheboygan/Kenosha market, and the majority pursue this activity only part-time. (Table 1.1)
- The operators who responded to this survey have been in business an average of only 4.5 years; the median for these operators is three years. Lake Superior operators have been in business the longest (average 9.2 years), while Kewaunee/Manitowoc operators seem to be the newest participants. (Table 1.2)
- Of those operators who are relatively new to this business, the majority work only part-time.
- Most charter operators do not view this business as a full-time in-season enterprise. Door County captains are exceptions to this, however, which may explain why they view fish populations and customers as so important. (Table 1.3)
- Many of those operators who are not full-time operators apparently wish that they were. This is especially true in the Lake Superior region.
- Not many of the operators in any geographical area operate full-time in the off-season. (Table 1.4)
- Many Door County and Lake Superior captains who are not full-time off-season operators wish that they were.
- More than half of the charter boat operators in the Door County, Kewaunee/Manitowoc, and Sheboygan/Kenosha markets who responded to this survey are younger than 46. The 36-to-45 year old category is clearly the most populous. (Table 1.5)
- No clear age pattern emerges, however, when differentiating operators on a part-time vs. full-time basis. Nearly half of all part-time operators are, however, between the ages of 36 and 45.
- A primary reason for getting into this business is a liking for it. This is uniformly true across all geographical areas. (Table 1.6)
- Kewaunee/Manitowoc-based charter captains seem to be the most uniformly satisfied operators of all. (Table 1.7)
- Job satisfaction does not vary much according to part-time vs. full-time operator status.
- However, satisfaction does seem to decline slightly among those with more years in the business. (Table 1.8)

- For those charter boat captains who are not full-time operators all year, most give it less than 40 percent their total work time, an average of 25.2 percent. (Table 1.9)
- The average time spent by full-time operators is only 57.4 percent.
- Broken down by years spent in this business, longer established operators spent a greater percentage of their time at it. Those with three years or less spent 27.2 percent of their time at it while those four years or more devoted 42.7 percent of their time to the business. (Table 1.10)
- Those charter boat captains who are not full-time operators pursue a variety of additional occupations. Most seem to be involved in professional or proprietary endeavors, although many hold sales and services positions. (Table 1.11)
- Only 38 percent of all surveyed operators belong to charter boat associations. Door County has no association. (Table 1.12)
- Thirty-eight operators said they belonged to charter boat associations. The major benefits they obtained from their memberships were cited as follows: advertising, increased business, tips on fishing and sharing charters. (Table 1.13)
- For the 69 operators who said they did not belong to an association, the major reason cited was that no association existed in their area. (Table 1.14)

Table 1.1

Location of Charter Boat Operations

Responses	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	Total
Part-Time	5* 7.9	20 31.8	33 52.4	5 7.9	63 100.0
Full-Time	7 15.9	14 31.8	21 47.7	2 4.6	44 100.0
All	12 11.2	34 31.8	54 50.5	7 6.5	107 100.0

*Number of charter boats
Percent of total

Table 1.2

Years as a Charter Boat Operator

Years	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
Less than 1	3* 27.3	10 31.3	10 19.2	1 14.3	24 23.5	18 31.0	6 13.6
1	1 9.1	3 9.4	6 11.5	1 14.3	11 10.8	8 13.8	3 6.8
2	1 9.1	5 15.6	3 5.8	1 14.3	10 9.8	6 10.3	4 9.1
3-5	1 9.1	4 12.5	16 30.8	2 28.6	23 22.5	12 20.7	11 25.0
6-9	3 27.3	5 15.6	12 23.1	0 0.0	20 19.6	9 15.5	11 25.0
10-35	2 81.2	5 15.6	5 9.6	2 28.6	14 13.7	5 8.6	9 20.5
All	11 100.0	32 100.0	52 100.0	7 100.0	102 100.0	58 100.0	44 100.0
MEAN (in years)	5.4	3.8	4.3	8.3	4.5	3.5	5.8

*Number of operators
Percent of total

Table 1.3

Full-Time In-Season* Operations

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
No	5 41.7	20 58.8	33 61.1	5 71.4	63 58.9
Yes**	7 58.3	14 41.2	21 38.9	2 28.6	44 41.1
All**	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0
Of no those who wish they were					
	3 60.0	8 44.4	18 52.9	4 80.0	33 53.2

* Although the term "in-season" was not defined in the survey instrument, it has traditionally described the busiest operating months for a particular area (e.g., June, July, August, and September on Lake Michigan).

**Number of operators
Percent of total

Table 1.4

Full-Time Off-Season* Operations

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
No	7 70.0	24 85.7	44 93.6	6 100.0	81 89.0
Yes**	3 30.0	4 14.3	3 6.4	0 --	10 11.0
All**	10 100.0	28 100.0	47 100.0	6 100.0	91 100.0
Of no those who wish they were					
	4 66.7	8 47.1	18 43.9	3 60.0	33 47.8

* Off-season refers to those months which are not "in-season" in which some charter fishing still takes place.

** $\frac{\text{Number of operators}}{\text{Percent of total}}$

Table 1.5

Age of Operators*

Age (in Years)	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part-Time	Full-Time
20-25	1** 8.3	3 8.8	1 1.9	0 --	5 4.7	2 3.2	3 6.8
26-35	6 50.0	7 20.6	11 20.4	1 14.3	25 23.4	11 17.5	14 31.8
36-45	3 25.0	13 38.2	25 46.3	2 28.6	43 40.2	31 49.2	12 27.3
46-55	0 --	10 29.4	11 20.4	2 28.6	23 21.5	15 23.8	8 18.2
56-65	2 16.7	0 --	6 11.1	2 28.6	10 9.4	4 6.4	6 13.6
66+	0 --	1 2.9	0 --	0 --	1 0.9	0 --	1 2.3
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0	63 100.0	44 100.0

* Because this information was gathered by age range, not by exact age, population means could not be computed.

**Number of operators in age group
Percent of total

Table 1.6

Reasons for Getting Into Business

Reasons	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Major Source of Income	4* 33.3	3 8.8	4 7.4	0 --	11 10.3
Secondary Source of Income	0 --	7 20.6	16 29.6	2 28.6	25 23.4
I Like It	5 41.7	8 20.6	17 31.5	2 28.6	31 29.0
Opportunity to Help People Enjoy Fishing	0 --	6 17.7	7 13.0	1 14.3	14 13.1
Other	0 --	3 8.8	0 --	1 14.3	4 3.7
Multiple of the Above Responses	3 25.0	8 23.5	10 18.5	1 14.3	22 20.6
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0

*Number of operators
Percent of total

Table 1.7

Job Satisfaction

Satisfaction	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
Not Satisfied	1* 8.3	0 --	5 9.3	0 --	6 5.6	3 4.8	3 6.8
Partially Satisfied	8 66.7	15 44.1	28 51.9	6 85.7	57 53.3	34 54.0	23 52.3
Satisfied	3 25.0	19 55.9	21 38.9	1 14.3	44 41.1	26 41.3	18 40.9
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0	63 100.0	44 100.0

*Number of operators
Percent of total

Table 1.8

Job Satisfaction by Years in Business

Satisfaction	3 or Less* Years	4 or More Years	All
No	1** 1.9	4 8.2	5 4.9
Partially	50.9	27 55.1	27 52.9
Yes	25 47.2	18 36.7	43 42.2
All	53 100.0	49 100.0	102 100.0

*This 3-or-Less Years vs. 4-or-More Years categorization was based on a three-year sample median.

**Number of operators
Percent of total

Table 1.9

Percent of Time Devoted to Chartering

Percent	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
0-19%	0* --	8 30.8	11 27.5	3 50.0	22 28.2	22 37.9	0 --
20-39%	4 66.7	6 23.1	18 45.0	0 --	28 35.9	20 34.5	8 40.0
40-59%	1 16.7	9 34.6	4 10.0	2 33.3	16 20.5	13 22.4	3 15.0
60-79%	0 --	3 11.5	1 2.5	0 --	4 5.1	2 3.5	2 10.0
80-100%	1 16.7	0 --	6 15.0	1 16.7	8 10.3	1 1.7	7 35.0
All	6 100.0	26 100.0	40 100.0	6 100.0	78 100.0	58 100.0	20 100.0

*Number of responses
Percent of total

Table 1.10 Percent of Time Devoted to Chartering by Years Spent in the Business

Percent	3 or Less Years	4 or More Years	All
0-19%	16* 37.2	5 16.7	21 28.8
20-39%	14 32.6	12 40.0	26 35.6
40-59%	9 20.9	6 20.0	15 20.6
60-79%	2 4.7	1 3.3	3 4.1
80-100%	2 4.7	6 20.0	8 11.0
All	43 100.0	30 100.0	73 100.0

*Number of responses
Percent total

Table 1.11

Occupation If Not Full-Time

Occupation	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Professional/ Technical	0* --	6 23.1	17 39.5	1 16.7	24 29.6
Manager/ Proprietor	2 33.3	5 19.2	4 9.3	0 --	11 13.6
Sales	0 --	3 11.5	7 16.3	0 --	10 12.4
Clerical	0 --	0 --	1 2.3	0 --	1 1.2
Craftsmen/ Foreman	0 --	2 7.7	2 4.7	2 33.3	6 7.4
Operators	0 --	4 15.4	4 9.3	0 --	8 9.9
Farm	1 16.7	1 3.9	0 --	0 --	2 2.5
Services	1 16.7	4 15.4	5 11.6	0 --	10 12.4
Retired	0 --	0 --	2 4.7	2 33.3	4 4.9
Student	1 16.7	1 3.9	0 --	0 --	2 2.5
Unemployed	0 --	0 --	0 --	1 16.7	1 1.2
Other	1 16.7	0 --	1 2.3	0 --	2 2.5
All	6 100.0	26 100.0	43 100.0	6 100.0	81 100.0

*Number of responses
Percent total

Table 1.12

Association Membership

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
No	12* 100.0	11 32.4	42 77.8	4 57.1	69 64.5
Yes	0 --	23 67.7	12 22.2	3 42.9	38 35.5
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0

*Number of Association Membership
Percent of total

Table 1.13

Benefits Derived from Charter Membership

Benefit	Number of Times Mentioned	Percent
Advertising	18	32.7
Increase business	15	27.3
Get tips about fishing	10	18.2
Can share charters	8	14.5
Can obtain pricing information	2	3.6
Can share expenses	2	3.6
Total	55	100.00

Table 1.14 Reasons for Not Belonging to Association

Reason	Number of Times Mentioned	Percent
There is no association	34	49.3
Membership is not beneficial	13	18.8
Want to work alone	9	13.0
Have enough business	7	10.1
No response	6	8.7
Total	69	100.0

SECTION II

Industry-Wide Characteristics

- The charter fishing industry is very seasonal. The average season length reported by operators in four geographical areas ranged from a low of 14.5 weeks (Kewaunee/Manitowoc) to a high of 19.2 weeks (Sheboygan/Kenosha). (Table 2.1)
- On the average, rates seem to be based upon what area competitors are charging; the profit motive stands as the second most important determinant. (Table 2.2)
- There seems to be a good deal of price variation across geographical areas, as shown in the peak season half-day charter rates. These differences are not, however, statistically significant. (Table 2.3)
- There seems to be little difference in the half-day rates that full-time and part-time operators charge.
- More experienced operators seem to charge higher half-day rates, however the difference is not statistically significant. (Table 2.4)
- Price variation also exists in the full day peak season rate structure. Door County operators again have the lowest average rate. There is no significant difference in average rates between part-time and full-time operators, but experience is once again paid more. (Table 2.5)
- Full day rate, peak season, shows experience is once again paid more, however, these differences are not statistically significant. (Table 2.6)
- Off-season geographical rate variation is much more pronounced than is in-season variation. Door County still offers the lowest half-day rates (conclusions about the Lake Superior average rate should be drawn with care, however, due to the limited sample size). (Table 2.7)
- Whereas full-time and part-time operators charge about the same half-day rates during peak season, part-time operators charge more in the off-season. (Table 2.8)
- Except for Lake Superior operators, area averages for peak season and off-season full day rates are roughly the same (once again, the Lake Superior average should be regarded with caution, due to the limited sample size). (Table 2.9)
- In the off-season, part-time operators charge more than do full-time operators and more experienced operators are also paid more.
- As with peak season rates, off-season full day charges are generally higher for experienced operators. (Table 2.10)

- The length of half-day fishing trips varied significantly. The average was 5.1 hours. (Table 2.11)
- This variation was repeated for the full day trip, whose average length was 9.6 hours. (Table 2.12)
- Bait and tackle are provided by operators in all areas, while fish storage and other miscellaneous services are often not provided. Other services were mentioned as follows: make motel reservations, supply refreshments, assist or teach fishing, provide transportation, provide miscellaneous supplies, and carry day licenses. (Table 2.13)
- Approximately 40 percent of all operators have been at their current port four years or less. Variation across geographical areas is considerable. (Table 2.14)
- Operators generally rated the facilities at their home ports favorable, although there was a significant minority of dissenters. (Table 2.15)
- Operators principally want to see docking and fish cleaning improvements made in port facilities. (Table 2.16)
- On the whole, charter boat captains do very little marketing. Door County operators seem to rely on signs, and all operators rely on brochures. Newspapers, the Yellow Pages, direct mail advertising, boat shows, and county/regional directories receive only limited use. Other elements that were mentioned as part of operators' marketing programs included: word of mouth, business cards, magazines, radio, and other. Word of mouth plays a significant role in marketing services. (Table 2.17)
- Most operators felt that local tourism businesses do not fully appreciate or understand the economic importance of chartering. Those operators who felt they were not appreciated occasionally provided extra comment. The two prevailing shortcomings that were mentioned were that: the community is ignorant of potential or that local businesses are uninterested. (Table 2.18)
- The three biggest problems faced by charter boat operators were given as: illegal fishing practice, the weather, or lack of fish. (Table 2.19)
- The Department of Natural Resources was seen as providing the most help for some of these problems. (Table 2.20)

Table 2.1

Season Length

Season Length (in weeks)	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
1-10	1* 10.0	6 18.2	2 3.9	1 14.3	10 9.8
11-12	2 20.0	7 21.2	4 7.7	1 14.3	14 13.7
13-15	0 --	5 15.2	6 11.5	1 14.3	12 11.8
16-18	4 40.0	9 27.3	12 23.1	1 14.3	26 25.5
19-30	3 30.0	6 18.2	28 53.9	3 42.9	40 39.2
All	10 100.0	33 100.0	52 100.0	7 100.0	102 100.0
Average (in weeks)	16.6	14.5	19.2	16.3	17.2

*Number of responses
Percent of total

Table 2.2

Method Used to Determine Rates

Method	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
What I Need to Cover Costs	1* 8.3	1 3.0	4 7.4	1 14.3	7 6.6
What Competitors are Charging	2 16.7	11 33.3	17 31.5	2 28.6	32 30.2
What I Think the Market Will Bear	2 16.7	4 12.1	9 16.7	1 14.3	16 15.1
What I Need to Realize a Profit	2 16.7	11 33.3	12 22.2	0 --	25 23.6
Other	0 --	1 3.0	2 3.7	2 28.6	5 4.7
All of These	0 --	0 --	1 1.9	0 --	1 0.9
Multiple of the Above	5 41.7	5 15.2	9 16.7	1 14.3	20 18.9
All	12 100.0	33 100.0	54 100.0	7 100.0	106 100.0

*Number of responses
Percent of total

Table 2.3

Peak Season - Half-Day Rate
(per person)

Rate	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
\$0-\$29	0* --	1 3.0	2 3.9	3 42.9	6 5.8	5 8.2	1 2.4
\$30-\$39	9 75.0	3 9.1	22 43.1	2 28.6	36 35.0	21 34.4	15 35.7
\$40-\$59	3 25.0	26 78.8	20 39.2	0 --	49 47.6	28 45.9	21 50.0
\$60 +	0 --	3 9.1	7 13.7	2 28.6	12 11.7	7 11.5	5 11.9
All	12 100.0	33 100.0	51 100.0	7 100.0	103 100.0	61 100.0	42 100.0
Average	\$35.00	\$48.72	\$56.47	\$59.86	\$51.72	\$51.44	\$52.12

*Number of responses
Percent of total

Table 2.4 Peak Season - Half-Day Rate by Years in Business (per person)

Rate	Years as an Operator		All
	3 or Less Years	4 or More Years	
\$0-\$29	3* 5.8	3 6.5	6 6.1
\$30-\$39	15 28.9	19 41.3	34 34.7
\$40-\$59	30 57.7	16 34.8	46 46.9
\$60 +	4 7.7	8 17.4	12 12.2
All	52 100.0	46 100.0	98 100.0
Average	\$45.31	\$60.46	\$52.42

*Number of responses
Percent of total

Table 2.5

Peak Season - Full Day Rate
(per person)

Rate	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
\$30-\$59	1* 10.0	2 6.5	14 28.6	5 71.4	22 22.7	17 28.8	5 13.2
\$60-\$69	2 20.0	0 --	8 16.3	0 --	10 10.3	2 3.4	8 21.1
\$70-\$89	6 60.0	16 51.6	19 38.8	0 --	41 42.3	26 44.1	15 39.5
\$90 +	1 10.0	13 41.9	8 16.3	2 28.6	24 24.7	14 23.7	10 26.3
All	10 100.0	31 100.0	49 100.0	7 100.0	97 100.0	59 100.0	38 100.0
Average	\$69.00	\$95.03	\$99.06	\$80.14	\$93.31	\$93.05	\$93.71

*Number of responses
Percent of total

Table 2.6 Peak Season - Full Day
Rate (per person)

Rate	Years as an Operator		All
	3 or Less Years	4 or More Years	
\$30-\$59	12* 23.5	8 19.5	20 21.7
\$60-\$69	4 7.8	6 14.6	10 10.9
\$70-\$89	24 47.1	15 36.6	39 42.4
\$90 +	11 21.6	12 29.3	23 25.0
All	51 100.0	41 100.0	92 100.0
Average	\$81.59	\$111.71	\$95.01

*Number of responses
Percent of total

Table 2.7

Off-Season - Half-Day Rate
(per person)

Rate	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
\$0-\$29	1* 8.3	1 3.9	4 9.3	1 20.0	7 8.1	3 6.0	4 11.1
\$30-\$39	8 66.7	4 15.4	20 46.5	2 40.0	34 39.5	20 40.0	14 38.9
\$40-\$59	3 25.0	18 69.2	14 32.6	0 --	35 40.7	20 40.0	15 41.7
\$60 +	0 --	3 11.5	5 11.6	2 40.0	10 11.6	7 14.0	3 8.3
All	12 100.0	26 100.0	43 100.0	5 100.0	86 100.0	50 100.0	36 100.0
Average	\$32.92	\$49.23	\$51.05	\$70.20	\$49.08	\$53.58	\$42.83

*Number of responses
Percent of total

Table 2.8 Off-Season Half-Day Rate
(per person)

Rate	Years as an Operator		All
	3 or Less Years	4 or More Years	
\$0-\$29	5* 10.9	2 5.6	7 8.5
\$30-\$39	16 34.8	16 44.4	32 39.0
\$40-\$59	21 45.7	12 33.3	33 40.2
\$60 +	4 8.7	6 16.7	10 12.2
All	46 100.0	36 100.0	82 100.0
Average	\$43.72	\$57.36	\$49.71

*Number of responses
Percent of total

Table 2.9

Off-Season - Full Day Rate
(per person)

Rate	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
\$30-\$59	2* 20.0	2 8.0	12 30.0	3 60.0	19 23.8	13 26.5	6 19.4
\$60-\$69	4 40.0	0 --	9 22.5	0 --	13 16.3	6 12.2	7 22.6
\$70-\$89	4 40.0	15 60.0	14 35.0	0 --	33 41.3	20 40.8	13 41.9
\$90 +	0 --	8 32.0	5 12.5	2 40.0	15 18.8	10 20.4	5 16.1
All	10 100.0	25 100.0	40 100.0	5 100.0	80 100.0	49 100.0	31 100.0
Average	\$63.00	\$96.56	\$90.87	\$95.20	\$89.44	\$96.51	\$78.26

*Number of responses
Percent of total

Table 2.10 Full Day Rate - Off-Season
(per person)

Rate	Years as an Operator		All
	3 or Less Years	4 or More Years	
30-\$59	11* 25.0	6 18.8	17 22.4
\$60-69	7 15.9	6 18.8	13 17.1
\$70-\$89	19 43.2	12 37.5	31 40.8
\$90 +	7 15.9	8 25.0	15 19.7
All	44 100.0	32 100.0	76 100.0
Average	\$80.50	\$106.03	\$91.25

*Number of responses
Percent of total

Table 2.11

Hours for Half-Day Trip

Hours	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
4	7* 58.3	2 5.9	0 --	0 --	9 8.5
5	5 41.7	22 64.7	40 75.5	5 71.4	72 67.9
6	0 --	10 29.4	13 24.5	2 28.6	25 23.6
All	12 100.0	34 100.0	53 100.0	7 100.0	106 100.0

*Number of responses
Percent of total

Table 2.12

Hours for Full Day Trip

Hours	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
8	7* 58.3	5 15.2	16 30.8	6 85.7	34 32.7
9	0 --	3 9.1	3 5.8	0 --	6 5.8
10	5 41.7	15 45.5	22 42.3	1 14.3	43 41.4
11	0 --	5 15.2	1 1.9	0 --	6 5.8
12	0 --	5 15.2	10 19.2	0 --	15 14.4
All	12 100.0	33 100.0	52 100.0	7 100.0	104 100.0

*Number of responses
Percent of total

Table 2.13

Services Included in Rates

Service	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Provide Tackle & Bait	12* 100.0	34 100.0	54 100.0	7 100.0	107 100.0
Clean Fish	8 66.7	34 100.0	51 94.4	7 100.0	100 93.5
Store Fish	6 50.0	17 50.0	22 40.7	3 42.9	48 44.9
Other	1 8.3	6 17.7	11 20.4	2 28.6	20 18.7

*Number of responses
Percent of total

Table 2.14

Years at Current Port

Number of Years	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
1	3* 25.0	6 17.7	5 9.3	0 --	14 13.1
2	1 8.3	3 8.8	6 11.1	0 --	10 9.4
3	2 16.7	4 11.8	2 3.7	2 28.6	10 9.4
4	1 8.3	1 2.9	4 7.4	1 14.3	7 6.5
5	0 --	3 8.8	2 3.7	1 14.3	6 5.6
6	0 --	1 2.9	7 13.0	0 --	8 7.5
7	3 25.0	2 5.9	5 9.3	0 --	10 9.4
8	0 --	2 5.9	4 7.4	0 --	6 5.6
9	0 --	3 8.8	3 5.6	0 --	6 5.6
10	0 --	4 11.8	6 11.1	1 14.3	11 10.3
11-35	2 16.7	5 23.5	10 18.5	2 28.6	19 17.8
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0
Average (in years)	5.6	6.1	6.9	10.4	6.7

*Number of responses
Percent of total

Table 2.15 Rating of Facilities and Services at Home Port

Rating	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Excellent	4* 33.3	2 5.9	11 20.4	2 28.6	19 17.8
Very Good	2 16.7	8 23.5	12 22.2	1 14.3	23 21.5
Good	3 25.0	6 17.7	14 25.9	3 42.9	26 24.3
Fair	2 16.7	11 32.4	8 14.8	1 14.3	22 20.6
Poor	1 8.3	7 20.6	9 16.7	0 --	17 15.9
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0

*Number of responses
Percent of total

Table 2.16

Port Improvements Wanted

Improvement	Number of Times Mentioned
Docking	39
Fish cleaning	22
A beacon or lighthouse	8
Better law enforcement	8
Better gas/restaurant hours	7
Better advertising	6
More community involvement	5
Other	29

Table 2.17

Marketing Program

Media Used	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Signs	7* 58.3	10 29.4	19 35.2	2 28.6	38 35.5
Newspapers	5 41.7	10 29.4	16 29.6	1 14.3	32 29.9
Brochures	7 58.3	22 64.7	42 77.8	6 85.7	77 72.0
Yellow Pages	2 16.7	4 11.8	17 31.5	2 28.6	25 23.4
Direct Mail	4 33.3	12 35.3	24 44.4	2 28.6	42 39.3
Boat Shows	2 16.7	9 26.5	22 40.7	2 28.6	35 32.7
County/ Regional Directory	5 41.7	4 11.8	1 1.9	1 14.3	11 10.3
Other	4 33.3	11 32.4	12 22.2	1 14.3	28 26.2
All	12 100.0	34 100.0	54 100.0	7 100.0	107 100.0

*Number of responses
Percent of total

Table 2.18

Charter Fishing Business Appreciation
(do operators feel appreciated)

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
No	6* 60.0	16 51.6	37 71.2	5 71.4	64 64.0
Yes	4 40.0	14 45.2	13 25.0	2 28.6	33 33.0
Don't know	0 --	1 3.2	2 3.9	0 --	3 3.0
All	10 100.0	31 100.0	52 100.0	7 100.0	100 100.0

*Number of responses
Percent of total

Table 2.19 Problem Areas

Problem	Number of Times Mentioned
Illegal fishing practices	27
Weather/climate	23
Lack of fish	22
Beating costs	21
Commercial fishermen	18
The economy	12
Drawing clients	10
Bad laws	7
Other*	30

*Responses coded as "other" did not fall into any of the preceding categories and were generally unique. Examples include: jealousy among captains, short season, poor pole handling ability, equipment failure, decline in alewife populations, sea sickness, business customers, and discourteous boaters.

Table 2.20 Sources of Help

Source	Number of Times Mentioned
State Dept. of Natural Resources	42
The state legislature	15
The coast guard	10
Chambers of commerce	9
Ourselves	6
Tourist information centers	5
Fishing associations	5

SECTION III

Financial Characteristics of Operation

- Door County operators have the highest total average investment while Kewaunee/Manitowoc operators have the lowest. The principal cause for this variation seems to be vessel and truck costs. On the whole, investments were roughly the same for both full-time and part-time operators. (Table 3.1)
- Only three of the 97 operators who responded to this survey had two vessels. The average age of charter vessels varied somewhat across geographical areas. Part-time charter operators tended to have somewhat newer vessels than did full-time operators. However, the average difference was only about one year. (Table 3.2)
- Almost all charter fishing businesses are organized as proprietorships, meaning that they are not organized as a corporation or partnership. (Table 3.3)
- The people involved in the charter boat operations participating in this study included spouses (in about half of all operations), accountants (occasionally), attorney's (almost never), and sometimes an employee. Other family members were often included in Kewaunee/Manitowoc charter operations, but not generally in the operations in other areas. (Table 3.4)
- Total average operating costs were highest for Door County charter captains. This seemed to be due to three factors: higher fuel costs, higher maintenance costs, and higher taxes. Fixed costs such as license, dockage and insurance are similar for full-time and part-time operators, but operating costs are markedly different, as anticipated. (Table 3.5)
- With respect to gross operating income, Lake Superior operators seem to earn less than all other operators, whereas Door County captains do the best (because of the categorical nature of the data, average income could not be calculated). Approximately 80 percent of all part-time operators and 40 percent of all full-time operators earn less than \$10,000 in gross income per year. (Table 3.6)
- Income also seems to vary with years of experience, a point which was made earlier with respect to rate structure. More experienced operators generally earn more. (Table 3.7)
- Lake Superior charter boat captains felt that uncontrollable natural factors such as weather were very important -- perhaps reflecting the harsher Lake Superior environment. (Table 3.8)
- Manageable natural factors such as fish populations were cited as critical to Door County operators. (Table 3.9)

- The affect of economic factors (overhead) was considered less important by this Door County group, in contrast with responses from other areas. (Table 3.10)
- People factors (numbers of customers) were viewed as a very important income determinant by Door County charter boat operators, but were seen as relatively less important by members of other geographical groups. (Table 3.11)
- With respect to business factors (competition), there was very little variation across the four operator groups -- they were uniformly viewed as unimportant. (Table 3.12)
- Other factors that were cited as influencing the ability (or inability) to accomplish income goals included: short season, reputation, services in area, publicity, and fee increases.

Table 3.1

Average Investment

Investment	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
Vessel	24,000	14,000	23,235	22,714	20,412	18,644	23,158
Radio	545	621	626	393	599	623	562
Preservers	263	299	299	248	292	297	285
Flares	50	38	37	71	41	47	33
Grapher	839	829	765	521	774	818	706
Rods, Reels & Downrigger	1,333	1,565	1,790	1,271	1,638	1,716	1,514
Coolers	155	95	155	59	130	134	123
Temperature Probe	94	88	116	56	101	112	83
Truck	2,967	2,307	1,336	714	1,700	1,836	1,492
Other Elec- tronics	1,650	939	1,080	342	1,036	976	1,127
Other	1,222	636	1,015	336	866	927	773
Total Invest- ment	33,632	22,086	27,396	26,254	26,195	25,947	26,597

Table 3.2 Average Age of Vessel

	Mean (in years)
Door County	5.2
Kewaunee/Manitowoc	5.6
Sheboygan/Kenosha	3.7
Superior	3.8
All	4.5
Part-Time Operator	4.1
Full-Time Operator	5.1
All	4.5

Table 3.3 Type of Ownership

Type of Ownership	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Sole Proprietor	6* 75.0	26 86.7	41 78.9	6 85.7	79 81.4
Partnership	2 25.0	2 6.7	7 13.5	0 --	11 11.3
Corporation	0 --	2 6.7	4 7.7	0 --	6 6.2
Non-Owner Runs Business	0 --	0 --	0 --	1 14.3	1 1.0
All	8 100.0	30 100.0	52 100.0	7 100.0	97 100.0

*Number of responses
Percent of total

Table 3.4

People Involved in Operation

Person Involved	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Self	10* 100.0	31 96.9	51 98.1	7 100.0	99 98.0
Spouse	3 30.0	16 50.0	25 48.1	1 14.3	45 44.6
Partners	2 20.0	5 15.6	9 17.3	0 --	16 15.8
Lawyer	0 --	1 3.1	3 5.8	0 --	4 4.0
Accountant	1 10.0	8 25.0	11 21.2	0 --	20 19.8
Employee	2 20.0	8 25.0	22 42.3	1 14.3	33 32.7
Other Family Member	1 10.0	14 43.8	11 21.2	1 14.3	27 26.7

*Number of responses
Percent of total

Table 3.5

Average Operating Costs*

Operating Costs	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part-Time	Full Time
Advertising	567	213	494	121	387	219	648
License	66	70	87	110	81	78	86
Storage	346	204	403	357	333	267	435
Dockage	428	470	628	545	555	537	581
Insurance	543	434	561	490	515	490	553
Mortgage	12,220	36,800	97,840	12,000	65,940	81,530	41,490
Fuel	2,383	1,123	1,402	1,343	1,402	1,065	1,925
Tackle	1,328	559	883	529	799	753	869
Transportation	260	171	450	233	331	308	370
Depreciation	778	1,279	1,501	2,229	1,418	1,486	1,312
Maintenance	1,361	563	650	393	671	573	822
Other Costs	561	604	595	114	560	463	711
Taxes	656	157	191	276	229	182	305
Association Dues	10	165	145	67	145	126	184
Total Costs	11,441	7,494	9,501	7,308	8,888	7,296	11,295

*Operating costs are assumed to include fuel, tackle, maintenance, and transportation

Table 3.6

Gross Income by Category

Gross Income	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All	Part- Time	Full- Time
Less than 1000	0* --	5 15.6	3 5.8	2 28.6	10 9.9	10 16.7	0 --
1,001/5,000	1 10.0	9 28.1	17 32.7	2 28.6	29 28.7	23 38.3	6 14.6
5,001/10,000	3 30.0	5 15.6	14 26.9	3 42.9	25 24.8	15 25.0	10 24.4
10,001/15,000	1 10.0	6 18.8	9 17.3	0 --	16 15.8	8 13.3	8 19.5
15,001 + over	5 50.0	7 21.9	9 17.3	0 --	21 20.8	4 6.7	17 41.5
All	10 100.0	32 100.0	52 100.0	7 100.0	101 100.0	60 100.0	41 100.0

*Number of responses
Percent of total

Table 3.7

Gross Income by Category

Gross Income	Years as an Operator		All
	3 or Less Years	4 or More Years	
Less than \$1,000	8* 16.3	2 4.3	10 10.4
\$1,001 - \$5,000	20 40.8	8 17.0	28 29.2
\$5,001 - \$10,000	11 22.5	13 27.7	24 25.0
\$10,001 - \$15,000	6 12.2	8 17.0	14 14.6
\$15,001 + over	4 8.2	16 34.0	20 20.8
All	49 100.0	47 100.0	96 100.0

*Number of responses
Percent of total

Table 3.8 Affect of Uncontrollable Natural Factors on Income Goals

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Do Not Affect	9* 75.0	25 75.8	34 64.2	3 42.9	71 67.6
Do Affect	3 25.0	8 24.2	19 35.9	4 57.1	34 32.4
All	12 100.0	33 100.0	53 100.0	7 100.0	105 100.0

*Number of responses
Percent of total

Table 3.9 Affect of Manageable Natural Factors on Income Goals

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Do Not Affect	4* 33.3	18 54.6	35 66.0	6 85.7	63 60.0
Do Affect	8 66.7	15 45.5	18 34.0	1 14.3	42 40.0
All	12 100.0	33 100.0	53 100.0	7 100.0	105 100.0

*Number of responses
Percent of total

Table 3.10

Affect of Economic Factors on Income Goals

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Do Not Affect	10* 83.3	20 60.6	29 54.7	4 57.1	63 60.0
Do Affect	2 16.7	13 39.4	24 45.3	3 42.9	42 40.0
All	12 100.0	33 100.0	53 100.0	7 100.0	105 100.0

*Number of responses
Percent of total

Table 3.11

Affect of People Factors on Income Goals

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Do Not Affect	2* 16.7	19 57.6	24 45.3	4 57.1	49 46.7
Do Affect	10 83.3	14 42.4	29 54.7	3 42.9	56 53.3
All	12 100.0	33 100.0	53 100.0	7 100.0	105 100.0

*Number of responses
Percent of total

Table 3.12 Affect of Business Factors on Income Goals

Response	Door	Kewaunee & Manitowoc	Sheboygan & Kenosha	Superior	All
Do Not Affect	10* 83.3	31 93.9	41 77.4	6 85.7	88 83.8
Do Affect	2 16.7	2 6.1	12 22.6	1 14.3	17 16.2
All	12 100.0	33 100.0	53 100.0	7 100.0	105 100.0

*Number of responses
Percent of total

