

A Socio-Economic Survey of the Third Annual Arthur Smith King Mackerel Tournament

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South Carolina Wildlife and Marine Resources Department

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A SOCIO-ECONOMIC SURVEY
OF THE
THIRD ANNUAL
ARTHUR SMITH KING MACKEREL TOURNAMENT

by
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and
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Office of Conservation, Management and Marketing

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Charleston, South Carolina 29412

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CONTENTS

	PAGE
I. INTRODUCTION.....	1
II. METHODOLOGY.....	1
III. RESULTS.....	1
A. Vessel Information.....	1
B. Angler Information.....	1
1. Catagorization of Interviewees.....	1
2. Residence by State and County.....	3
3. Number of Days Spent in Little River Area.....	3
4. Lodging.....	3
5. Distance Traveled to Tournament by Car and by Boat.....	4
6. Persons Accompanying Interviewees to the Tournament.....	4
7. Tournament Rating.....	4
C. Economic Information.....	6
D. Catch Information.....	6
IV. SUMMARY AND CONCLUSIONS.....	6
ACKNOWLEDGEMENTS.....	10
LITERATURE CITED.....	10
APPENDIX FIGURE.....	11

LIST OF TABLES

TABLE	PAGE
1. Distribution of makes of boats used by interviewees (n=378).....	2
2. Distribution of interviewees by catagorization (n=408).....	3
3. Distribution of interviewees by state (n=416) and vessel registration by state (n=459) with an estimate of total tournament participation by state.....	4
4. Distribution of interviewees from South Carolina by county (n=181).....	5
5. Distribution of interviewees from North Carolina by county (n=152).....	5
6. Distribution of accommodations used by interviewees (n=405).....	7
7. Numbers and percentages of interviewees that brought other persons (by catagories) to the tournament with mean number and range of those persons brought to the tournament and an estimate of total number of others brought to the Little River area by interviewees.....	8
8. Interviewees' personal expenditure results.....	9
9. Tournament catch results.....	9

LIST OF FIGURES

FIGURE		PAGE
1.	Length frequency distributions of boats registered in the tournament and boats used by interviewees.....	3
2.	Frequency distribution of boat ages used by interviewees.....	4
3.	Percent frequency distributions of number of days interviewees spent in the Little River area by interviewee catagorization.....	6
4.	Frequency distributions of distances traveled (25 mile intervals) by interviewees to the tournament by car (A), by boat (B), and by a combination of car and boat (C).....	7
5.	Percent frequency distributions of number of family members (A), relatives (B), friends (C) and business associates (D) brought to the tournament by interviewees.....	8
6.	Frequency distributions of number of other tournaments fished by interviewees in South Carolina (A) and elsewhere (B).....	8
7.	Weight frequency distribution (2 lb. intervals) of <u>Scomberomorus cavalla</u> entered in the tournament.....	9

I. INTRODUCTION

The Arthur Smith King Mackerel Tournament is an annual event based at a large marina in Little River, South Carolina, just south of the North Carolina border. Tournament fishing efforts are concentrated on the fall run of king mackerel (*Scomberomorus cavalla*) along the Carolina coast. The tournament has gained considerable notariety in the Carolina's since its sponsor is a national media personality and because of the valuable prizes awarded to winning anglers. Prize monies for the 1979 tournament totaled over \$75,000. During its brief three year history, tournament officials have noted significant increases in participation levels.

We are unaware of reports in the literature dealing with socio-economic surveys of specific saltwater fishing tournaments. In South Carolina previous economic surveys of marine anglers have addressed the artificial reef fishery (Buchanan 1973, Liao and Cupka 1979a), the pier fishery (Hammond and Cupka 1977) and the offshore sport fishery (Liao and Cupka 1979a and b). This paper presents the results of a socio-economic survey of the participants in the Third Annual Arthur Smith King Mackerel Tournament. The authors hope that the material presented herein will prove useful to saltwater tournament organizers, fishery managers and other interested individuals.

II. METHODOLOGY

The Third Annual Arthur Smith King Mackerel Tournament was held October 11-12, 1979. Sea state conditions were less than ideal due to a cold front that passed through the area one day prior to the competition. Interviews were conducted during the weigh-in period (1530-1800 EDT) at the end of each day's competition. Four interviewers intercepted anglers at the weigh-in station or as the boats returned to their docks. Potential interviewees were asked if they had fished in either day's competition. A "no" response terminated the interview. If the answer was positive, the fisherman was asked to complete the interview form (Appendix Figure 1) and return it to the interviewer.

Boats entering the competition were restricted to 18 ft. in length or greater. Number, length and state of registration of boats entered in the tournament were obtained from official registration forms. Numbers and weights of king mackerel entered in the tournament were obtained from official weigh-in forms.

An oversight on the questionnaire form was the omission of a question requesting the number of anglers that fished from the

interviewee's boat. To rectify this and to obtain an estimate of the number of anglers that fished in the competition, we asked a random number of interviewees from different boats (n=59) for the number of anglers that fished from their boat. A mean value of 4.0 anglers/boat (95% confidence limits of 2.6 and 5.4) was obtained and multiplied by the number of boats registered in the tournament. We acknowledge that these limited observations represent only 12% of the number of boats registered in the tournament, but based on our observations, feel that our estimate of 4.0 anglers/boat is reasonably accurate. This result was used as a basis for expansion of participation levels and expenditures.

III. RESULTS

Official registration forms indicated that 461 boats registered for the competition. We multiplied this figure by our estimate of number of anglers per boat (4.0) and projected that 1844 anglers participated in the tournament. A total of 417 interviews were obtained, thus we estimated survey coverage of approximately 23% of the tournament's anglers.

A. VESSEL INFORMATION

Over 50% of the interviewees fished from one of eleven makes of boats (Table 1). The remaining 49% of those polled fished from one of another fifty makes of vessels.

Official registration forms indicated that boats in the tournament ranged from 18 to 54 feet in length. Interviewees fished from boats ranging from 18 to 50 feet in length, 72% of which were between 18 and 25 feet. Length frequency distributions of boats registered in the tournament and those used by the interviewees are comparable (Figure 1). The mean boat length for both distributions was 25 feet.

Almost 60% of the interviewees fished from boats built between 1974 and 1980, while 87.3% fished from 1970-1980 models (Figure 2).

B. ANGLER INFORMATION

1. Catagorization of Interviewees

Most interviewees (90.9%) indicated that they fished both days of the tournament.

When asked to catagorize themselves, a majority (83.9%) of the interviewees indicated they were either an owner/captain of a boat (29.9%), a member of a crew (29.7%) or an invited guest (person invited aboard a private vessel) (24.3%) (Table 2). Interviewees reporting to be either an owner

Table 1. Distribution of makes of boats used by interviewees (n=378).

<u>Rank</u>	<u>Make</u>	<u>Frequency</u>	<u>Frequency %</u>
1	Bertram	32	8.5
2	Mako	28	7.4
	Wellcraft	28	7.4
3	Grady-White	20	5.3
4	Sea Star	16	4.2
5	Hydrasport	14	3.7
6	Chaparrel	11	2.9
	Rabalo	11	2.9
	Silverton	11	2.9
7	Cobia	10	2.7
	Galaxy	10	2.7
8	Chryslercraft	9	2.4
	Cruiser	9	2.4
	Proline	9	2.4
	Trojan	9	2.4
9	Sportcraft	8	2.1
	Stamas	8	2.1
10	Hatteras	7	1.9
	Seacraft	7	1.9
11	North American	6	1.6
	Pacemaker	6	1.6
	Scottie Craft	6	1.6
	Slickcraft	6	1.6
12	Aquasport	5	1.3
	Formula	5	1.3
	Sea Ray	5	1.3
	Topaz	5	1.3
13	Bayliner	4	1.1
	Calypso	4	1.1
	Thunderbird	4	1.1
	Uniflite	4	1.1
	Seasport	4	1.1
	Homemade	4	1.1
14	Carver	3	<1
	Fibra	3	
	Glassmaster	3	
	Manatee	3	
	Penn-Yan	3	
	Rennell	3	
	Sea Bird	3	
15	Apollo	2	
	Aristocraft	2	
	Harkers Island	2	
	Marlin	2	
	Marquis	2	
	Renken	2	
	Sea Ox	2	
	Star Fire	2	
	Thompson	2	
	Uni-Jak	2	
	Winner	2	
16	Angler	1	
	Atlantic	1	
	Double Eagle	1	
	Evinrude	1	
	Glaspar	1	
	Glasscraft	1	
	Handel	1	
	King Kraft	1	
	Mitchell	1	
	Woods	1	

378

Total number of vessel makes = 61.

Table 2. Distribution of interviewees by categorization (n=408).

Categorization	Frequency	Frequency %
Owner/Captain	122	29.9
Crew	121	29.7
Invited Guest	99	24.3
Owner	36	8.8
Captain	15	3.7
Charter Guest	15	3.7

(8.8%), captain (3.7%) or charter guest (person paying for a days fishing aboard a hired boat) (3.7%) comprised only about 16% of those polled.

2. Residence by State and County

Approximately 50% of the interviewees were South Carolina residents, while almost 90% came from either South Carolina or North Carolina. The remainder of the interviewees (10.8%) resided in twelve other states, primarily along the Eastern Seaboard (Table 3). These results agree favorably with the distribution of tournament registered vessels by state (Table 3). An estimate of the number of tournament participants by states is shown in Table 3.

Distributions of interviewees by South Carolina and North Carolina counties are listed in Tables 4 and 5, respectively. Seventy-one percent of South Carolina interviewees resided in one of five counties (Horry, Charleston, Richland, Beaufort and Marion, in order of decreasing frequency) (Table 4). The remaining South Carolina interviewees (28.7%) represented 16 counties.

A total of 52.0% of North Carolina interviewees resided in one of five North Carolina counties (Mecklenburg, Guilford, New Hanover, Cumberland and Gaston, in order of decreasing frequency), while the remaining North Carolina residents represented 26 counties (Table 5).

3. Number of Days Spent in Little River Area

A majority of the interviewees (89.7%) reported they traveled to the Little River area specifically to fish in the tournament. Percent frequency distributions of time spent in the area as a result of the tournament by angler categorization is shown in Figure 3. The mode (number of days corresponding to the greatest frequency) for each distribution was between 3-5 days; the mean number of days spent in the area for all interviewees was 3.8 days.

4. Lodging

A distribution of lodging used by interviewees during the tournament is shown in Table 6. A majority of anglers interviewed (81.0%) lodged either at home (29.6%), motels

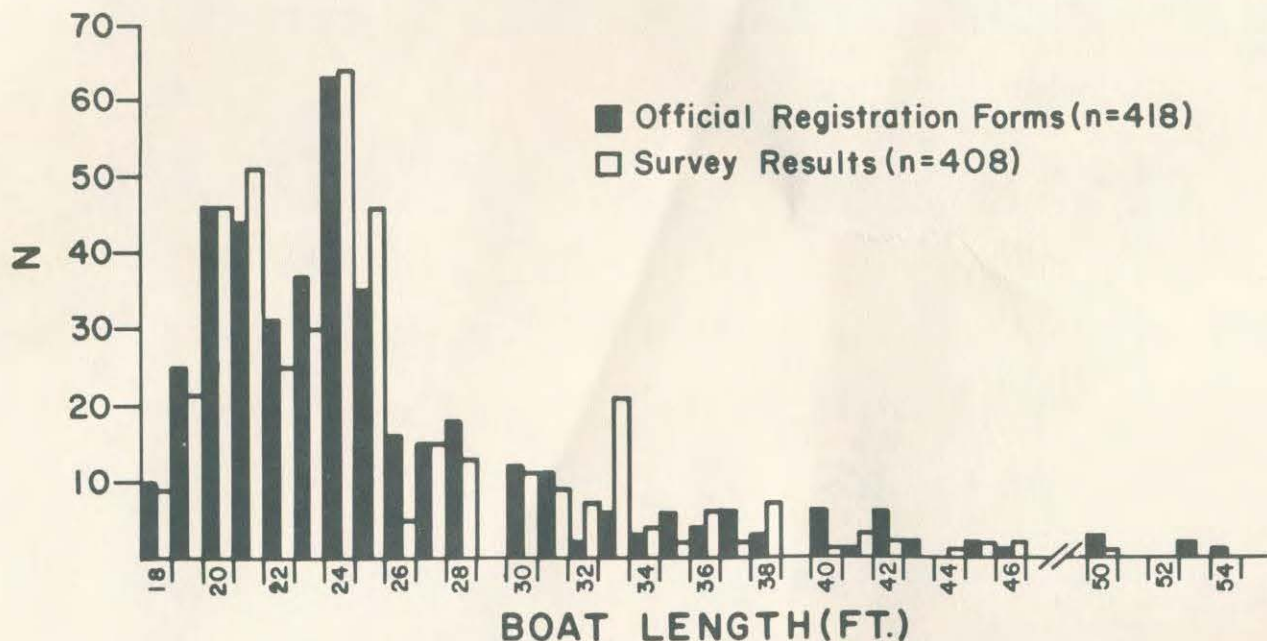


Figure 1. Length Frequency Distributions of Boats Registered in the Tournament and Boats Used by Interviewees.

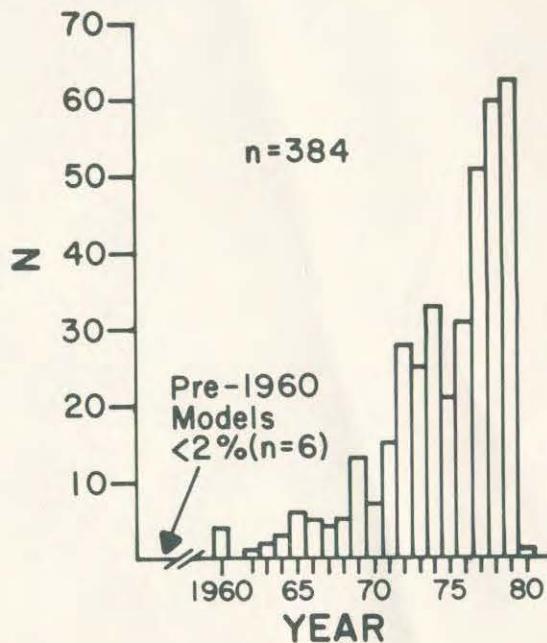


Figure 2. Frequency Distribution of Boat Ages Used By Interviewees

(20.2%), hotels (19.3%) or private beach cottages (11.9%) (Table 6).

5. Distances Traveled to Tournament by Car and by Boat

Most interviewees (85.3%) traveled to the tournament by car; only 6.3% arrived by boat and 8.4% reportedly traveled by a combination of car and boat. Frequency distributions of distances traveled to the tournament by car, by boat and by a combination of these modes of transportation in 25 mile intervals are shown in Figure 4. Thirty-eight percent of the

interviewees that traveled to the competition by car came from within about a 100 mile radius of the Little River area, while 77% came from within a 200 mile radius. Maximum distance traveled by car to the tournament by an interviewee was 1500 miles.

6. Persons Accompanying Interviewees to the Tournament

A majority of anglers interviewed (61.1%, n=257) brought immediate family members, other relatives, friends and/or business associates to the tournament. The number and percentage of interviewees that brought persons of the above categories to the tournament are listed in Table 7. Means and ranges are also included. Figure 5 shows frequency percent distributions of number of family, relatives, friends and business associates brought to the tournament by interviewees.

7. Tournament Rating

Anglers were asked to rate the tournament on a scale of 1 (worst) to 10 (best). The mean rating given by the interviewees (n=412) was 8.4.

A total of 95.8% of the interviewees reported that they planned to fish in the Arthur Smith King Mackerel Tournament next year (1980).

Only 27.1% of those interviewed had participated in other South Carolina saltwater tournaments during 1979, while only 19.9% fished in saltwater tournaments elsewhere during the year. Frequency distributions of the number of other tournaments fished by these anglers are shown in Figure 6.

Table 3. Distribution of interviewees by state (n=416) and vessel registration by state (n=459) with an estimate of total tournament participation by state.

Rank	State	Interview Data		Estimated Participation Freq. % 100 x 1844	Vessel Registration Data	
		Frequency	Frequency %		Frequency	Frequency %
1	South Carolina	207	49.8	918	220	47.9
2	North Carolina	164	39.4	727	203	44.2
3	Virginia	23	5.5	101	16	3.5
4	Georgia	5	1.2	22	10	2.2
5	New Jersey	4	1.0	18		
6	Florida	3	<1	13	3	<1
7	Delaware	2	<1	9	1	<1
	New York	2	<1	9	1	<1
	Tennessee	2	<1	9	3	<1
8	Maryland	1	<1	4	1	<1
	Massachusetts	1	<1	4		
	Pennsylvania	1	<1	4		
	West Virginia	1	<1	4		
	Connecticut				1	<1

Table 4. Distribution of interviewees from South Carolina by county (n=181).

<u>Rank</u>	<u>County</u>	<u>Frequency</u>	<u>Frequency %</u>
1	Horry	55	30.4
2	Charleston	42	23.2
3	Richland (Columbia)	14	7.7
4	Beaufort	9	5.0
	Marion	9	5.0
5	Georgetown	8	4.4
6	Berkeley	7	3.9
7	Darlington	6	3.3
	Florence	6	3.3
8	Greenville	4	2.2
	Lexington	4	2.2
	York	4	2.2
9	Orangeburg	3	1.7
10	Dorchester	2	1.1
	Lancaster	2	1.1
11	Clarendon	1	<1
	Dillon	1	
	Greenwood	1	
	Lee	1	
	Newberry	1	
	Spartanburg	1	

Table 5. Distribution of interviewees from North Carolina by county (n=152).

<u>Rank</u>	<u>County</u>	<u>Frequency</u>	<u>Frequency %</u>
1	Mecklenburg	26	17.1
2	Guilford	22	14.5
3	New Hanover	13	8.6
4	Cumberland	9	5.9
	Gaston	9	5.9
5	Columbus	7	4.6
6	Brunswick	6	3.9
	Forsyth	6	3.9
	Robeson	6	3.9
7	Catawba	5	3.3
	Union	5	3.3
8	Davidson	4	2.6
	Johnston	4	2.6
	Rowan	4	2.6
9	Moore	3	2.0
	Onslow	3	2.0
	Wake	3	2.0
10	Ashe	2	1.3
	Cabarrus	2	1.3
	Stanley	2	1.3
11	Bladon	1	<1
	Carteret	1	
	Cleveland	1	
	Craven	1	
	Durham	1	
	Iredell	1	
	Lee	1	
	Orange	1	
	Pamlico	1	
	Randolph	1	
	Scotland	1	

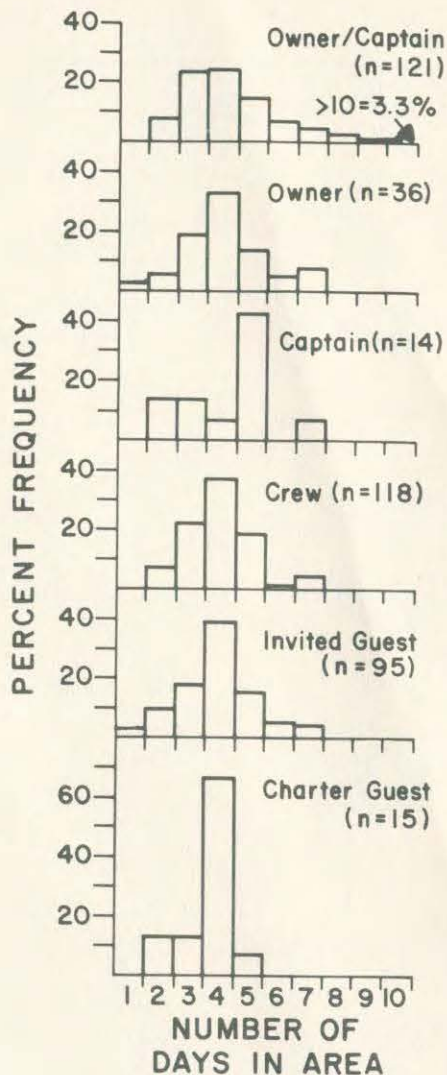


Figure 3. Percent frequency distributions of number of days interviewees spent in the Little River area by interviewee categorization.

C. ECONOMIC INFORMATION

Interviewees were requested to estimate their personal tournament expenditures for 16 individual items. These results are shown in Table 8. Grand total expended by interviewees for all items was \$149,412.

We estimated the total expenditures for all tournament participants by the following method. Based on our estimated survey coverage of 23% of the participants, we projected that tournament anglers spent a grand total of approximately \$650,000 to fish in the competition.

Grand Total of Interviewee Expenditures	Estimated Survey Coverage	Estimated Total Expenditures
\$149,412	.23	= \$650,000

In an effort to estimate additional expenditures made by other members of the interviewee's party (persons accompanying the fisherman to the Little River area, i.e., friends, family members, business associates, relatives; see question 9 on interview form, Appendix Figure 1) we employed a dollar figure (\$202) recently suggested as the average vacation trip expenditure by South Carolina residents traveling in South Carolina (Woodside, Moore and Etzel 1980). We multiplied the percentage of interviewed anglers that brought other individuals to the area (61.6%) by the estimated number of anglers in the tournament (n=1844) and projected that 1136 "parties" were attracted to the Little River area. By multiplying this figure by \$202, we estimated additional expenditures of approximately \$229,000 related to the tournament.

Our use of the \$202 value has several shortcomings in that (1) the Woodside et al. (1980) study was designed to evaluate vacation parties while our study dealt with fishing parties, and (2) the former study focused on South Carolina residents traveling in their home state while nearly 40% of our interviewees were from North Carolina. Nevertheless, we feel that expenditures of non-fishing individuals brought into the Little River area should be included and this figure represents the best (only) estimate available.

D. CATCH INFORMATION

Each boat was permitted to register its 5 largest king mackerel caught during each day of the competition. A total of 340 king mackerel weighing approximately 3,500 lbs. (1588 kg) was weighed-in during both days of the competition (Table 9). Mean specimen weight was 10.3 lbs. (4.7 kg). Only 22.7% (n=106) of the registered vessels weighed-in fish.

A weight frequency distribution (2 lb. intervals) of king mackerel entered in the tournament (Figure 7) suggests four size classes of *S. cavalla* were exploited by tournament anglers.

IV. SUMMARY AND CONCLUSIONS

An estimated 1,844 anglers participated in the Third Annual Arthur Smith King Mackerel Tournament held in Little River, South Carolina on October 11-12, 1979. These anglers spent an estimated

Table 6. Distribution of accommodations used by interviewees (n=405).

Accommodation	Frequency	Frequency %
Home	122	29.6
Motel	82	20.2
Hotel	78	19.3
Private Beach Cottage	48	11.9
Boat	29	7.2
Condominium	17	4.2
Camper/Campground	13	3.2
Rental House, Apartment or Cottage	11	2.7
Motor Home	6	1.5
Trailer	1	<1

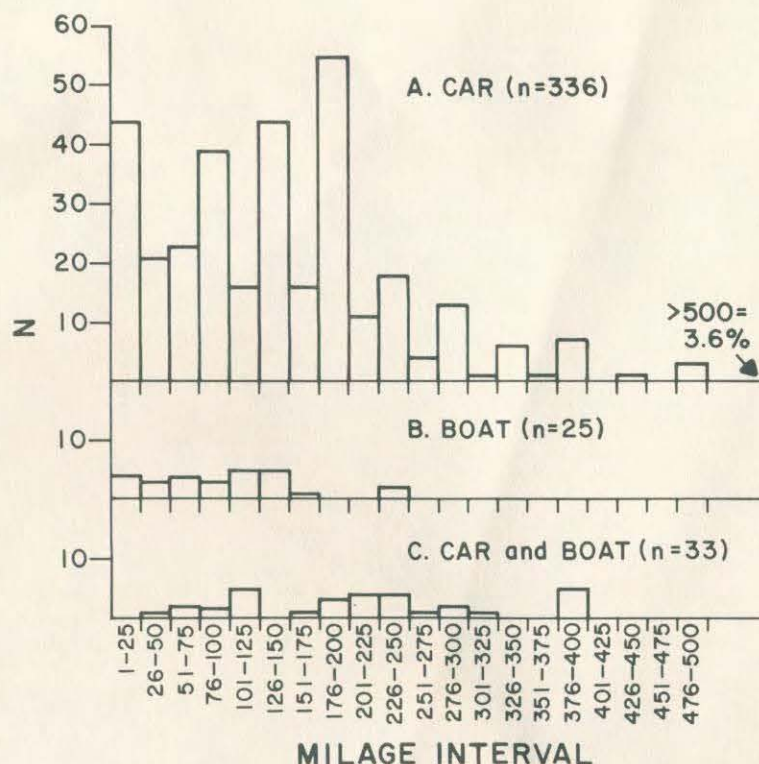


Figure 4. Frequency distributions of distances (25 mile intervals) traveled by interviewees to the tournament by car (A), by boat (B) and by a combination of car and boat (C).

\$650,000 to fish in this competition and brought an additional 4740 individuals (friends, family members, business associates and other relatives) to the Little River area. These individuals had an additional estimated economic impact to the Little River area of \$229,000. Of the 417 anglers interviewed, 49.8% were South Carolina residents, 39.4% were North Carolina residents and 10.8% were residents of one of eleven additional states.

A majority of the interviewees (89.7%) reported they traveled to the Little River area specifically to fish in the tournament. Anglers spent an average of 3.8 days in this area with 62% traveling over 100 miles by car to attend the tournament. Most anglers (81%) lodged at home (29.6%), motels (20.2%), hotels (19.3%) or private beach cottages (11.9%). A total of 340 king mackerel, weighing 3,500 lbs. (1588 kg), were weighed-in by 22.7% of the boats registered in the tournament.

Table 7. Numbers and percentages of interviewees that brought other persons (by categories) to the tournament with mean number and range of those persons brought to the tournament and an estimate of total number of others brought to the Little River area by interviewees.

	Interviewees ^a	Percentage of Interviewees that Brought Others to the Tournament	Mean Number of Others Brought by Interviewees	Range of Others Brought by Interviewees	Estimated No. of Others Brought to the Little River Area by Interviewees ($\frac{\text{col.2} \times \text{col.3} \times 1844}{100}$)
Friends	164	39.3	3.4	1-15	2464
Family Members	134	32.1	2.5	1-10	1480
Business Associates	29	7.0	4.1	1-25	529
Other Relatives	21	5.0	2.9	1-12	267
Totals					4740

a = Some interviewees brought persons from more than one category.

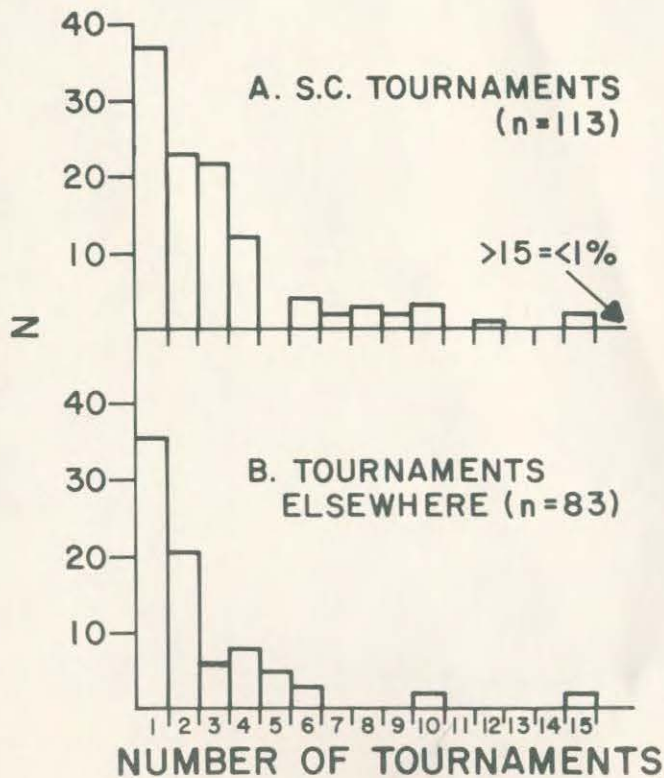


Figure 5. Percent frequency distributions of number of family members (A), relatives (B), friends (C) and business associates (D) brought to the tournament by interviewees.

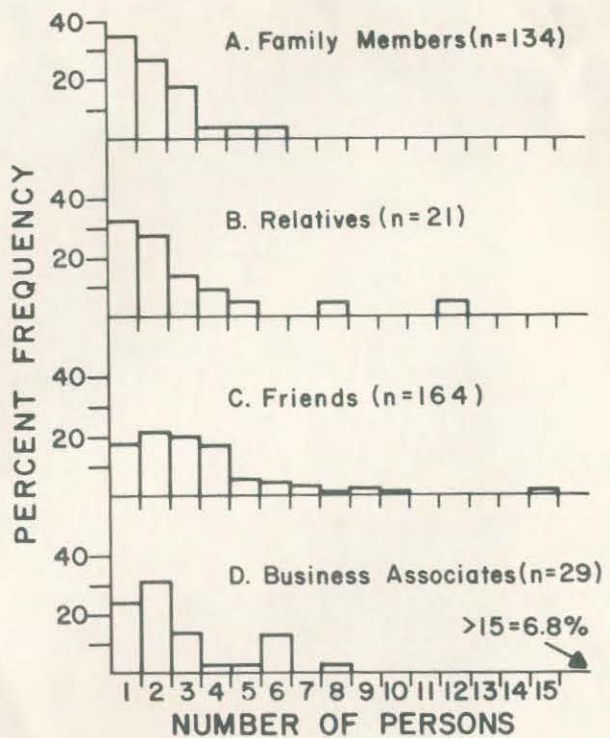


Figure 6. Frequency distributions of number of other tournaments fished by interviewees in South Carolina (A) and elsewhere (B).

Interviewed anglers gave the tournament a high mean enjoyment rating (8.4 out of a possible 10) and 95.8% indicated that they planned to fish the same tournament next year.

Table 8. Interviewees' personal expenditure results.

Item	n	Mean Expenditure (Sum for Expenditure /n)	Minimum Expenditure	Maximum Expenditure	Sum for Expenditure
Boat, Oil & Gas	308	\$ 93.25	\$ 5	\$ 775	\$ 28,720
Car, Oil & Gas	310	34.19	2	290	10,598
Lodging	197	86.94	6	400	17,127
Bait	283	23.37	2	80	6,615
Tackle	231	53.48	3	800	12,354
Restaurant	319	59.96	3	360	19,126
Entertainment	174	75.22	5	1,000	13,088
Groceries	251	35.19	5	200	8,832
Launching Fees	194	32.93	2	500	6,389
Boat Repairs	71	262.76	5	6,000	18,656
Public Transportation	23	37.96	8	250	873
Rental Car	5	81.60	10	300	408
Aircraft Charter	4	67.50	40	100	270
Boat Charter	9	269.44	10	600	2,425
Crew Costs	38	87.39	5	300	3,321
Other	11	55.46	20	200	610
Grand Total for All Expenditures =					\$149,412

Table 9. Tournament catch results.

	Thursday 11 October 1979	Friday 12 October 1979	Totals
Number of fish weighed-in	192	148	340
Total poundage weighed-in	1943	1553	3496
Mean weight	10.1	10.5	10.3
Number of boats that weighed-in fish	78	46	106 ^a

^a = 18 boats caught and weighed-in fish both days.

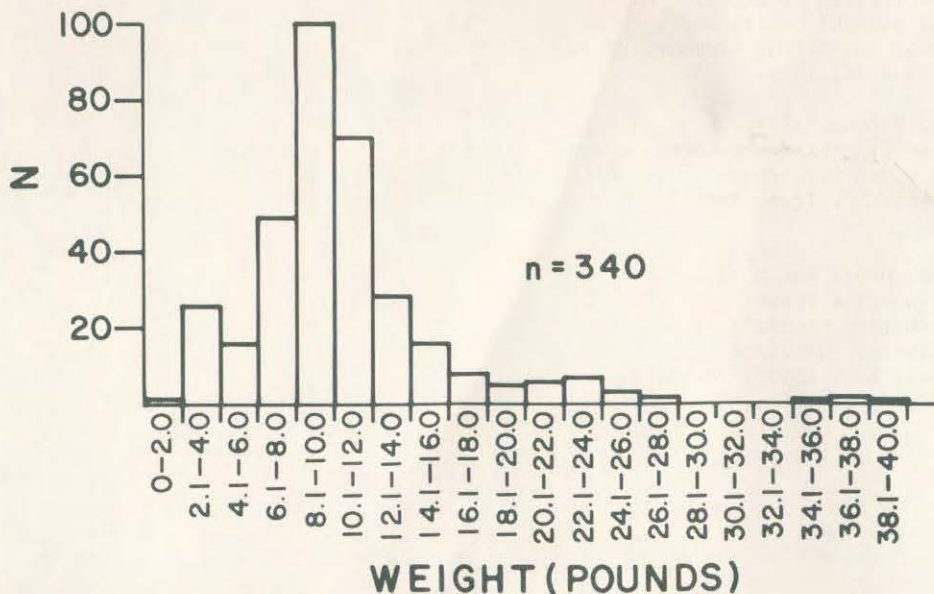


Figure 7. Weight frequency distribution (2 pound intervals) of *Scomberomorus cavalla* entered in the tournament.

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ARTHUR SMITH KING MACKEREL TOURNAMENT

1. How many days did you actually fish in this tournament? _____ days.
2. The boat you fished from was (make) _____ boat length _____ year _____.
3. Are you the boat: owner/capt. _____ owner _____ Captain _____ crew _____
invited guest _____ charter guest _____.
4. What is your county _____ and State _____ of residence?
5. Did you come (1) to South Carolina (if from out-of-state) (2) the Little River area (if
S.C. resident) specifically to fish this tournament? _____ yes _____ no.
6. How many miles did you travel to be able to fish this tournament? by car _____ by boat _____.
7. How many days, in total, will you spend in this area as a result of your fishing this tournament?
_____ days.
8. Where are you staying (sleeping) (boat, home, hotel, etc.) _____.
9. Not including other fishermen on your boat how many people came with you or because you are
here at this tournament? immediate family _____ other relatives _____
friends _____ business associates _____.
10. What do you estimate your personal expenditures were for the following items during this
tournament?

A. Oil and gas for your boat... \$ _____	J. Launching or marine fees... \$ _____
B. Oil and gas for your car.... \$ _____	K. Boat repairs..... \$ _____
C. Lodging..... \$ _____	L. Travel (public transport).. \$ _____
D. Bait..... \$ _____	M. Rental car..... \$ _____
E. Tackle (replacement or new). \$ _____	N. Aircraft charter..... \$ _____
F. Restaurant/coffee shop meals \$ _____	O. Boat Charter..... \$ _____
G. Entertainment..... \$ _____	P. Crew costs (e.g., wages, food)..... \$ _____
H. Groceries..... \$ _____	Q. Other _____
	_____ \$ _____
11. Did you enjoy fishing this tournament? Please rate it from 1 (not at all) to 10
(very much) _____.
12. Do you plan to fish this tournament next year? _____ yes _____ no.
13. How many other saltwater tournaments have you fished in this year in South Carolina
_____ elsewhere _____?

PLEASE WRITE ANY COMMENTS FOR THE ARTHUR SMITH TOURNAMENT COMMITTEE ON THE OTHER SIDE.

Appendix Figure 1. Arthur Smith King Mackerel Tournament Survey Form.