

B.2 Script of Phone Interview with Fish Processors

[IF NOT MANAGER OR OWNER – Ask to speak with the manager or owner]

Hello, my name is _____ and I am calling from the University of Alaska, Fairbanks. I am trying to reach [name on address].

[IF NOT AVAILABLE] → Thank you, I will call back later. When would be a good time to reach [name on address]?

[IF QUALIFIED RESPONDENT IS ON THE PHONE]

QA I am conducting a telephone interview with fish processors in your community to obtain some information on your sales to fishing vessels. This is being done as part of a project being conducted in cooperation with NOAA Fisheries (also known as National Marine Fisheries Service). The information you provide will help us identify the important role that your business activity plays in the regional economy, be used to enhance the fishery management practices of NOAA fisheries, and, thereby, increase the long-run economic benefits to the local business like yours. I have a maximum of ten questions about your sales to fishing vessels. Your answers will be kept confidential and your name will not be revealed to anyone. Do you have about 40 minutes to participate?

- 1 YES [SKIP TO Q1]
- 2 NO [SKIP TO QB]

QB It is very important for our analysis that we obtain information on your sales of goods and services to fishing vessels, which will help us understand how your business and businesses like yours have contributed to the community's economy. You are one of a small group of fish processors we are asking to provide this information, so your response is very important. I want to assure you that your answers will be kept confidential and your name will not be revealed to anyone. If this is not a good time for you to participate in this phone interview, would you like us to schedule a later date and time?

- 1 YES [SKIP TO QC]
- 2 NO [THANK AND TERMINATE]

QC What date and time would be the best for you to participate in the phone interview?

Date: _____ Time: _____

Thanks. We will contact you at the scheduled time.

Q1 To answer this question, you may need to get the record of sales to fishing vessels for 2005 in front of you. Please let me know when you have it and you are ready to answer. [WAIT UNTIL RESPONDENT IS READY] Could you tell me the total amount of sales (in dollar value) to fishing vessels in 2005?

\$ _____

1. If the dollar amount is not zero, SKIP TO NOTE FOR RESPONDENTS.
2. If the dollar amount is zero, THANK AND TERMINATE.

NOTE FOR RESPONDENTS (Say the following to the respondents)

There are 3 vessel classes commonly used to describe vessels in the fishing fleet: Small vessels include all vessels 32 ft or smaller. Medium vessels include all vessels that are larger than 32 ft but equal to or smaller than 90 ft. Large vessels include all vessels larger than 90 ft. These vessels often purchase the following seven types of goods and services from fish processors like you: (a) Fuel and lubricants, (b) Groceries, (c) Fishing gear (nets, hooks, lines, etc.), (d) Vessel mechanical parts (hydraulics, engine parts, drive train, etc.), (e) Vessel equipment (generators, engines, etc.), (f) Repair services (labor, shop time), and (g) Bait. My first question is this.

Q2 What was the total amount in sales you made to small vessels (32 feet or smaller) during 2005?

\$ _____

1. If the dollar amount is not zero, SKIP TO Q2A
2. If the dollar amount is zero, SKIP TO Q3.

Q2A I am going to list the seven types of goods and services I mentioned earlier. For each one, please tell me the total amount you sold to all small vessels during 2005.

(a) Fuel and lubricants \$ _____

(b) Groceries \$ _____

(c) Fishing gear (nets, hooks, lines, etc.) \$ _____

(d) Vessel mechanical parts (hydraulics, engine parts, drive train, etc.)?
\$ _____

(e) Vessel equipment (generators, engines, etc.) \$ _____

(f) Repair services (labor, shop time) \$ _____

(g) Bait \$ _____

Q3 What was the total amount in sales you made to medium vessels (larger than 32 feet but equal to or smaller than 90 feet) during 2005?

\$ _____

1. If the dollar amount is not zero, SKIP TO Q3A
2. If the dollar amount is zero, SKIP TO Q4.

Q3A I am going to list the seven types of goods and services I mentioned earlier. For each one, please tell me the total amount you sold to all medium vessels during 2005.

(a) Fuel, lubricants \$ _____

(b) Groceries \$ _____

(c) Fishing gear (nets, hooks, lines, etc.) \$ _____

(d) Vessel mechanical parts (hydraulics, engine parts, drive train, etc.)
\$ _____

(e) Vessel equipment (generators, engines, etc.) \$ _____

(f) Repair services (labor, shop time) \$ _____

(g) Bait \$ _____

Q4 What was the total amount in sales you made to large vessels (larger than 90 feet) during 2005?

\$ _____

1. If the dollar amount is not zero, SKIP TO Q4A
2. If the dollar amount is zero, SKIP TO CONCLUDE.

Q4A I am going to list the seven types of goods and services I mentioned earlier. For each one, please tell me the total amount you sold to all large vessels during 2005.

(a) Fuel, lubricants \$ _____

(b) Groceries \$ _____

(c) Fishing gear (nets, hooks, lines, etc.) \$ _____

(d) Vessel mechanical parts (hydraulics, engine parts, drive train, etc.)
\$ _____

- (e) Vessel equipment (generators, engines, etc.) \$ _____
- (f) Repair services (labor, shop time) \$ _____
- (g) Bait \$ _____

CONCLUDE

That’s all the questions I have for you. Thank you for your time. We really appreciate your participation. Have a good evening.

QUESTIONS/COMMENTS AND ANSWERS

[If concerned about purpose of the call] This is not a marketing or sales call. We are collecting information on your sales to fishing vessels. I want to assure you that your answers will be kept confidential and your name will not be revealed to anyone.

[If asking about the study sponsor] This survey is being conducted in cooperation with NOAA Fisheries, also known as the National Marine Fisheries Service, a U.S. government agency charged with understanding the effects of federal management actions and policies affecting the nation’s saltwater fisheries.

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