

SCRIPTS FOR PHONE INTERVIEWS

B.1 Script of Phone Interview with Local Businesses

[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 businesses in your community to collect information on sales of goods and services 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 local businesses like yours. I have only a few questions about your sales to fishing vessels. Your answers will be kept confidential and your name will not be revealed to anyone. To answer these questions, you need to have a record of sales to fishing vessels for 2005. Would you be able to spend 15 minutes answering these questions?

- 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 your community's economy. You are one of a small group of business owners 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] What was the total amount of sales (in dollar value) you made to fishing vessels in 2005?

\$ _____

[If the dollar amount is not zero, SKIP TO Q2]

[If the dollar amount is zero, THANK AND TERMINATE.]

Q2 There are 3 vessel classes commonly used to describe vessels in the fishing fleet: Small vessels include all vessels 32 ft and 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. How much did you sell to each of these three vessel classes in 2005?

| Vessel size | Total sales |
|---------------------------------|-------------|
| Small (32 feet or smaller) | \$ |
| Medium (between 32 and 90 feet) | \$ |
| Large (greater than 90 feet) | \$ |

Q3 On purchase invoices that you send to customers, in what city is your billing address located?

1. Same as store location
2. Other Alaska location
3. Out-of-state location
4. N/A

CONCLUDE

That's all the questions I have for you. Thank you for your time. We really appreciate your participation in this survey. 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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