

Alaska Non-Response Telephone Questionnaire

Intro

IF OBVIOUS YOUTH – Ask to speak with an adult

“Hello, my name is _____. I’m calling on behalf of the National Marine Fisheries Service.”

➤ *IF ASKED: NOAA stands for National Oceanic and Atmospheric Administration*

“May I please speak with _____?”

01 YES, RESPONDENT AVAILABLE/TRANSFERRING

➤ Go to Part 2

02 NO, RESPONDENT UNAVAILABLE

➤ Go to Exit.1

03 DK/REFUSED

➤ Schedule callback [1 day out]

➤ Terminate

04 IF LANGUAGE BARRIER

➤ Terminate as 103 language barrier

05 IF OTHER TYPE OF BARRIER

➤ Terminate as 114 physical/mental impairment

EXIT.1

“Thank you, I will call back later. When would be a good time to reach _____?”

➤ SCHEDULE CALLBACK

Part 2 [Only if qualified respondent is on the phone]

“You were recently mailed login instructions for an online questionnaire about recreational fishing in Alaska, which included a small monetary incentive as a token of our appreciation for completing the survey. The survey collects information about your fishing activities and your opinions about saltwater fishing to help the federal government better manage saltwater fisheries in Alaska. As of today, we have not received your completed questionnaire. You are one of a small group of people who have fished in Alaska who we are asking input from, so your response is very important to us. Even if you have not fished in saltwater in Alaska, your input is still needed. If we send you another set of login instructions, could you complete the survey within a week of receiving it?”

1 YES – SEND NEW SURVEY

➤ Skip to Verify Contact Information

- 2 YES – DO NOT NEED ANOTHER SURVEY
 - “Thank you.”
 - *Skip to Part 3*
- 3 SURVEY HAS ALREADY BEEN COMPLETED
 - “Thank you”
 - *Skip to Part 3*
- 4 NO
 - *CONTINUE TO QA*

QA “It is very important for our analysis that we understand how those who haven’t returned the survey compare to those who did, so that we don’t misinterpret the survey results.

Could I take a few minutes to ask you some brief questions that will help us with our work? I’d like to remind you that all of your answers are confidential and your name will not be revealed to anyone.”

- 1 YES
 - *Skip to Evaluate*
- 2 NO
 - *Ask for a more convenient time, otherwise, thank respondent and terminate*

VERIFY CONTACT INFORMATION

“I would like to verify your contact information. What I have is...

NAME _____
STREET ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____
EMAIL _____

Which method of delivery is best?

- ☐ Mail
- ☐ E-mail
- ☐ Text message

Thank you, I will send the login instructions out today.”

If respondent needs new login instructions to be sent to them or if respondent indicates survey has been or will be submitted then go to PART 3.

PART 3

“Receiving your completed questionnaire will be very helpful. Could I take a few minutes to ask you some brief questions to help us with our preliminary results until we receive your completed questionnaire?”

1 NO

- “OK. We look forward to receiving your completed questionnaire”
- Terminate

2 NOT NOW

- “OK. We look forward to receiving your completed questionnaire. Can I try back another time.”
- Schedule callback
- Terminate

3 YES

- Continue with Evaluate

EVALUATE

Q1 During 2025, how many days did you spend saltwater recreational charter fishing in Alaska? *Please count partial days as full days.*

01 [Enter # days fishing]

02 [If ZERO, SKIP TO DEMOGRAPHICS]

98 DON'T KNOW/NOT SURE

99 REFUSED

Q2 During your most recent saltwater charter fishing trip, did you go fishing in Southcentral or Southeast Alaska? *[If requested, “Southeast Alaska typically refers to the area between Yakutat and Ketchikan. Southcentral Alaska extends from the Cook Inlet to Prince William Sound and includes the Kenai Peninsula, Kodiak Island, and other areas.”]*

01 YES – Southcentral Alaska

02 YES – Southeast Alaska

02 NO [SKIP TO DEMOGRAPHICS]

98 DON'T KNOW/NOT SURE

99 REFUSED

Q3 When you were saltwater charter fishing on this trip, what species did you target?

01 PACIFIC HALIBUT

02 KING SALMON

03 SILVER SALMON

04 OTHER SALMON

05 LINGCOD

06 ROCKFISH
07 OTHER
98 DON'T KNOW/NOT SURE
99 REFUSED

DEMOGRAPHICS

Q4 In what year were you born?

01 [Record year] /1907-2008/
98 DON'T KNOW/NOT SURE
99 REFUSED

Q5 Which of the following best describes the highest level of education you have completed? [Interviewer: Read if necessary]

01 Some high school (no diploma) or less
02 High school graduate (including GED)
03 Some college (no degree)
04 Two-year college degree (Associates degree) or technical school
05 Four-year college graduate (bachelor degree)
06 Some graduate work but did not receive a graduate degree
07 Advanced, Professional, or doctoral degree
98 DON'T KNOW
99 REFUSED

Q6 Which of the following categories best describes your household's total annual income before taxes in 2025? [Interviewer: Please read list]

01 Less than \$25,000
02 \$25,000 to \$34,999
03 \$35,000 to \$49,999
04 \$50,000 to \$74,999
05 \$75,000 to \$99,999
06 \$100,000 to \$149,999
07 \$150,000 to \$199,999
08 \$200,000 to \$249,999
09 \$250,000 or more
98 DON'T KNOW
99 REFUSED

If returning survey or sending new instructions ("Yes") in Part 2

- "Thank you. Your assistance today will help with our preliminary analysis. Receiving your completed questionnaire will greatly help to improve our understanding of anglers' Alaska fishing experiences and their preferences for saltwater fishing trips in Alaska."

If not returning survey

- “Those are all the questions I have for you. Do you have any comments that you would like to add? “

01 YES

- *Go to “Other respondent comments”*

02 NO

- *Go to Closing*

98 DON'T KNOW

- *Go to Closing*

99 REFUSED

- *Go to Closing*

Closing:

“Thank you for your time. We really appreciate your participation. Thanks again, and have a good day/evening.”

Record gender of respondent, use voice recognition only.

01 Female

02 Male

Respondent view on Alaska fishing: [Do not prompt respondent for this information.]

Did the respondent indicate any of the following?

01 I DON'T CARE ABOUT SALTWATER CHARTER FISHING IN ALASKA.

02 I DON'T KNOW ABOUT SALTWATER CHARTER FISHING IN ALASKA.

03 RESPONDENT DIDN'T PROVIDE THIS FEEDBACK.

98 DON'T KNOW

99 REFUSED

OTHER RESPONDENT COMMENTS.

Frequently Asked Questions

[Q: “Who sponsors the survey/who is NOAA Fisheries?”

A: This survey is sponsored by NOAA Fisheries, also known as the National Marine Fisheries Service, a U.S. government agency responsible for the stewardship of the nation's living marine resources and their habitat.]

[Q: “What’s the purpose of the call?”

A: This is not a sales call. We are collecting public input for government, industry, and citizen groups to consider when evaluating ways to manage saltwater fish species, like halibut, in Alaska. I want to assure you that your answers will be kept anonymous.])

[Q: “Why did you send money with the survey?”

A: The survey is very important and NOAA Fisheries has found they can get more input for less money by including a small token of their appreciation with the survey.])

[Q: I haven’t saltwater fished in Alaska before.

A: The survey does not require you to have saltwater fished before, in Alaska or anywhere. In fact, we are very interested in hearing from people who do not saltwater fish in Alaska, in addition to those who have.])

[Q: I don’t care about saltwater fishing in Alaska. It is important that we represent your view in the survey. If we only receive surveys from people who care a lot, the survey results would be biased.])

[Q: “Do you have a valid OMB Control Number to undertake this survey?” Yes, this survey has received clearance under the Paperwork Reduction Act. The OMB control number is 0648-0639, which expires __/__/__.)

Public reporting burden for this collection of information is estimated at 10 minutes, including time for reviewing instructions, reviewing existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Russel Dame, NOAA Fisheries, Alaska Fisheries Science Center, Russel.A.Dame@noaa.gov. Only aggregated results from the survey will be released publicly. Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number. OMB Control # 0648-0639. Expiration Date: __/__/__

Privacy Act Statement

Authority: The collection of this information is authorized under 5 U.S.C. § 301, Departmental regulations which authorizes the operations of an executive agency, including the creation, custodianship, maintenance and distribution of records, and 15 U.S.C. 1512, Powers and duties of Department.

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