

Pre-notice Letter

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

Within the next few days you will be receiving a survey from the National Marine Fisheries Service, Social Science Branch (SSB) in Woods Hole, MA. You have been selected at random to receive this survey because you own a commercial fishing vessel.

The survey will ask you a number of questions on your annual fishing costs. We are collecting this information so that NMFS can better understand how changes in fisheries management practices affect commercial fishing vessel owners. This information in turn will help better shape future management policies. Thus, it is important that you complete the survey and return it to SSB. The survey is voluntary, but by completing it and sending it back, you will be helping us understand how fishery management policies affect your industry.

The survey will also be available online at a secured site. You will be given a user ID and password to access the online survey. A self-addressed stamped envelope will also be sent in case you choose to complete the paper survey. We estimate the survey will take about an hour to complete. If you have any questions or concerns related to this survey, you can contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank you in advance for your participation.

Sincerely,
{Signed}

Cover Letter

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

Enclosed you will find a survey from the National Marine Fisheries Service, Social Science Branch (SSB) in Woods Hole, MA. As you may recall, we sent a letter a few days ago letting you know that you have been selected at random to receive this survey because you own a commercial fishing vessel.

The survey will ask you a number of questions on your annual fishing costs. NMFS will be using this information to better understand how fisheries management practices affect commercial fishing vessel owners. This information in turn will help better shape future management policies. Thus, it is important that you complete the survey and return it to SSB. The survey is voluntary, but by completing it and sending it back, you will help us understand how fishery management policies affect commercial fishermen. An online version of the survey is also available for your convenience via {web address}. To complete the online survey, you will need a user ID and a password which is provided with this letter. You will have the option to change the password after you log in.

We attached a \$5 bill with the survey as a token for your assistance in providing this crucial information relevant to our analyses. This money is yours to keep whether you decide to complete the survey or not. We also included a self-addressed stamped envelope in case you decide to complete the paper survey. Answering the questions will take about an hour. If you have any questions or concerns related to this survey, you can contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thank you in advance for your participation.

Sincerely,
{Signed}

UserID for Online Survey: XXXXXXXXXXX

Password: XXXXXXXX

Reminder Cover Letter, Mailing #2

{DATE}

{RESPONDENT NAME}
{RESPONDENT ADDRESS}

Dear {NAME},

You were randomly selected to participate in a survey about your fishing vessel and should have received a survey in the mail a few weeks ago. A number of your fellow commercial fishermen have already returned their surveys, but we have not received your survey yet. We hope you can find the time to complete and return the survey which will provide us with information that we can use to assess how fishery management policies affect commercial fishermen. This information will help better shape future management policies. To get an accurate picture of how fishery management policies affect commercial fishermen, we need as many surveys returned to us as possible.

In case you have misplaced the original, we enclosed a replacement survey. We have also provided the information for completing the online survey via {web address}. Your user ID and password to access the online survey is provided below. As before, we included a self-addressed stamped envelope should you decide to complete the paper survey. We expect answering the questions will take about an hour. If you have any questions or concerns related to this survey, you can feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}.

Thanks once again and please consider taking the time to complete the enclosed survey.

Sincerely,
{Signed}

UserID for Online Survey: XXXXXXXXXXXX

Password: XXXXXXXXX

Postcard

Dear {NAME},

Our records indicate that you have not yet returned the survey we sent on {DATE}. This is a reminder to complete and return the survey as soon as possible. Your information will assist us in assessing how fishery management policies affect you. This information will be very useful in formulating future management policies. If you have already returned the survey, thanks! If not, we encourage you to fill out the survey and return it in the envelope we provided or complete the online survey. The online survey can be accessed via {the web link}. Please contact SSB if you need the user ID and password to access the online version.

If you have any questions or concerns related to this survey, or *if you need a replacement survey*, please feel free to contact {SSB CONTACT} at {NUMBER} or {E-Mail}. You can also download the survey from the web address provided above.

Thank you once again!