



United States Department of Commerce
National Oceanic and Atmospheric Administration
NOAA Fisheries Service
Silver Spring, MD 20910

<Date>
<FULLNAME>
<STREET ADDRESS>
<CITY>, <ST> <ZIPCODE>

Dear <insert name>,

We know marine recreational angling is important to you. It is also important to the NOAA Fisheries Service. We are responsible for ensuring that fish stocks are maintained, that you have fish to catch, and providing access to marine recreational fishing opportunities. This important survey gathers the information necessary to measure the economic importance of your sport. We would like your in estimating the current value of marine recreational fishing.

During the last year, you purchased a fishing license in <insert license frame state>. You are one of a small number of marine recreational anglers selected from all of the anglers who fish in <insert state of license> to participate in this important survey. This survey will ask you about your recent fishing activities and the money you have spent on recreational fishing in the past 12 months. This survey is being conducted in all coastal states across the United States. The information you provide will enable us to understand how marine recreational fishing impacts the economies of coastal communities.

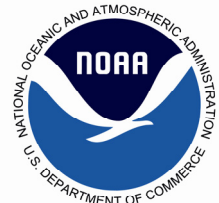
Your responses are completely confidential. We will not match your responses to your name, mailing or email address, or any other personal information. The questionnaire has an identification number for mailing purposes only. This is so that we can check your name off of the mailing list when your questionnaire is returned. In order for the results to truly reflect the spending of a wide range of recreational anglers, it is important that every survey be completed and returned.

The overall results of this research will be made available to fisheries management councils, state agencies, and all interested citizens. Results of 2006 nationwide recreational angler expenditure survey are available at <http://www/st/nmfs.noaa.gov/st5>.

I would be happy to answer any questions you might have. Please write, call, or email me.
My telephone number is (301) 713-2328, ext101.

Thank you for your assistance.
Sincerely,

Sabrina Lovell
Office of Science and Technology
National Marine Fisheries Service
Silver Spring, MD 20910
2011NES@noaa.gov





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<Date>
<FULLNAME>
<STREET ADDRESS>
<CITY>, <ST> <ZIPCODE>

Dear <insert name>,

Last week a questionnaire seeking information on your spending on marine recreational fishing was mailed to you.

If you have already completed and returned it to us, please accept our sincere thanks. If not, please do so at your earliest convenience. Because the survey is being sent to a small sample of recreational anglers, it is extremely important that your survey also be included in the study if the results are to accurately represent the economic contribution of marine recreational angler spending.

If by some chance you did not receive the questionnaire, or it got misplaced, please call me now (301.713.2328, ext. 101) or email me at 2011NES@noaa.gov, and I will get another copy in the mail to you today.

Thank you for your assistance.

Sincerely,

Sabrina Lovell
Office of Science and Technology
National Marine Fisheries Service
Silver Spring, MD 20910
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<Date>
<FULLNAME>
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Dear <insert name>,

About three weeks ago, I wrote to you seeking information on your spending on marine fishing. As of today, we have not yet received your completed questionnaire. If you have already returned your questionnaire, thank you for your cooperation.

Our research unit has undertaken this study because we believe that the economic importance of marine angling should be taken into account when marine recreational conservation and management policies are formulated.

I am writing you again because of the importance each questionnaire has to the value of the overall study. Your name was drawn through a scientific sampling process. In order for the results of this study to be truly representative, it is essential that each person in the sample return his or her questionnaire.

In the event that your questionnaire has been misplaced, a replacement is enclosed.

Your cooperation is greatly appreciated.

Cordially,

Sabrina Lovell
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