

Dear <angler>,

We know recreational fishing is important to you. We would like your help in showing just how important recreational fishing is to coastal economies across the United States. NOAA Fisheries Service, the federal agency responsible for the conservation of our ocean resources, is conducting a survey about the economic importance of saltwater recreational fishing in the United States.

We are inviting anglers who went fishing in Texas during 2016 to participate. Your name was randomly drawn from a list of anglers who have a Texas fishing license. This sample is used to represent all anglers who fish in Texas, so your help is critical. The survey asks about your most recent fishing trip in Texas and related expenses. Information on what anglers spend to go fishing helps us to understand the contribution that saltwater fishing makes to both the Texas and national economies, and allows policy makers to make well informed decisions affecting fishing resources.

This short survey is completely voluntary, confidential, and easy to complete. Please complete it no later than <date>. Click on the link below to get started:

<Included secure, individual link with username and password>

For questions about the survey or if you have technical difficulties while completing the survey please contact [XXX@xxx.com](mailto:XXX@xxx.com).

Thank you for your help and we look forward to receiving your responses.

Sincerely,

Sabrina Lovell  
Office of Science and Technology  
National Marine Fisheries Service  
Silver Spring, MD 20910

## **1<sup>st</sup> Reminder Email**

Recently you should have received an e-mail message from <contractor's company name> regarding a survey about your 2016 fishing trips and trip expenses in Texas. If you have already completed the survey, please accept our sincere thanks. The survey is located on the Internet at the following address:

<Included secure, individual link with username and password>

The survey was sent to a select sample of recreational anglers, so it is important that your answers be included in the study to accurately reflect the fishing community. Please respond by <date>.

You can access the survey from any computer that has Internet access by clicking on the above Internet address or by copying the Internet address into your browser. The web address above includes a password that will enable you to exit the survey and re-enter at a later time. It will also protect any data you have entered if you experience any computer disruptions.

If you have any questions about the survey administration or experience technical difficulties while completing the survey please contact [XXX@xxx.com](mailto:XXX@xxx.com).

Sincerely,

Sabrina Lovell  
Office of Science and Technology  
National Marine Fisheries Service  
Silver Spring, MD 20910

## **2<sup>nd</sup> Email Reminder**

About a week ago, we sent an e-mail message asking you to participate in an Internet survey about your fishing experiences in Texas. If you have already completed your survey, thank you very much for your cooperation.

This survey is a high priority for NOAA Fisheries and for the recreational fishing community who have asked for improved economic information on marine recreational fishing. The survey results will improve our understanding of the contributions of marine recreational fishing to the economies of coastal states and to the nation.

We are writing to you because your personal responses are very important to the validity of the research. In order for the results of this survey to be truly representative of all anglers, it is essential that each angler complete his or her survey questionnaire. We value your privacy. Your answers are strictly voluntary and confidential.

The survey is located on the Internet at the following address:

<Included secure, individual link with username and password>

Your cooperation is greatly appreciated in this study. If you have any questions about the survey administration or experience technical difficulties while completing the survey please send an email to [xxx@xxx.com](mailto:xxx@xxx.com).

Sincerely,

Sabrina Lovell  
Office of Science and Technology  
National Marine Fisheries Service  
Silver Spring, MD 20910