



GALLUP®

<<Date>>

<<State>> Resident -- <<Last Name>> Household
Add 1
Add 2
City, State, Zip

Dear <<State>> <<Resident -- Visitor>>

I am writing to ask for your help in a study that the Gallup Poll is conducting on behalf of the National Oceanic and Atmospheric Administration (NOAA). This survey asks questions about severe weather and outdoor activities. The results will be used to learn more about the environment and help improve the quality of marine and coastal resources.

For this study to be accurate, we need all households who receive this short survey to complete it and send it back. Your address was randomly picked from a list of <<addresses -- licensed anglers>> in <<State>>, and we can't replace you with someone else. Your responses will help all <<residents -- visitors>> of <<State>> have their voices heard.

This survey asks about many outdoor activities. Some people enjoy many of these activities, while others aren't interested in these activities. **It is very important that your household complete the survey, even if no one participates in these activities.**

This survey should be completed by an adult living at this address. We have included a small gift as a way of saying thank you for your help.

This is a voluntary survey, and your responses are confidential and will only be used in combination with answers from other households. If you have any questions or comments about this study, we will be happy to talk to you. Please call 1-888-297-8999.

Thank you very much for your help with this important study. Please return your finished survey to Gallup using the enclosed postage-paid envelope.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Dave Van Voorhees".

Dave Van Voorhees
Chief, Fisheries Statistics Division
NOAA Fisheries Office of Science & Technology

Responses are kept confidential as required by section 402(b) of the Magnuson-Stevens Act and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics, and will not be released for public use except in aggregate statistical form without identification as to its source.

Commonly Asked Questions

- **How did you get my address?**

Your address was randomly selected from <<all addresses -- a list of all licensed anglers>> in <STATE>. You and your household represent many other <<households -- visitors>> in <STATE>.

- **Nobody in my household participates in outdoor recreational activities. Should I still complete the survey?**

Yes. It is important that everyone who receives this short questionnaire complete it and return it. For the results of the study to be accurate, we need basic information about all households who received the survey – regardless of whether they participate in outdoor recreational activities.

- **Why can't you interview another household instead of mine?**

We can't select another household. For the results to be accurate, we need all households who receive this short questionnaire to complete it and send it back.

- **How much time will this survey take?**

On average, it should take less than five minutes to complete, including reviewing instructions, and answering the questions.

- **Who is sponsoring the survey?**

This study is being sponsored by the National Oceanic and Atmospheric Administration (NOAA). NOAA's mission is to understand and predict changes in the Earth's environment and conserve and manage coastal and marine resources to meet our nation's economic, social, and environmental needs.

- **How will the information I provide be used?**

This survey collects information about how outdoor and marine resources in <<STATE>> are used and will help us better manage these resources for the future.

Your answers are completely confidential and will be used only for this study in accordance with the Privacy Act of 1974. Call Gallup, toll-free, at 1-888-297-8999 with questions about this survey.

June 6, 2013

Last week we sent you a survey on behalf of the National Oceanic and Atmospheric Administration. If you have already completed and returned the survey, please accept our sincere thanks. If not, I encourage you to do so today.

Information collected in this study will help us to better understand how people use recreation resources in <<STATE>>. Please know that your answers are completely confidential and will be used only for this study in accordance with the Magnuson-Stevens Act and NOAA Administrative Order 216-100.

If you did not receive the survey or need another copy, please call XXXXXXXX toll-free at 1-XXX-XXX-XXXX.

Sincerely,



Dave Van Voorhees
Chief, Fisheries Statistics Division
NOAA Fisheries, Office of Science and Technology



Weather and Outdoor Activities Survey
7431 College Parkway, Ste A
Fort Myers, FL 33907

<<STATE>> Resident
Add1
Add2
City, St Zip



GALLUP®

<<Date>>

<<State>> Resident -- <<Last Name>> Household
Add 1
Add 2
City, State, Zip

Dear <<State>> <<Resident -- Visitor>>

A few weeks ago we sent a survey to your household on severe weather events and outdoor activities. The Gallup Poll is conducting this study on behalf of NOAA (National Oceanic and Atmospheric Administration). If you have already returned the survey, we thank you. If you have not returned it, we ask you to please complete the enclosed survey and return it in the postage-paid envelope as soon as possible.

Your completed survey will help our understanding of the environment and coastal resources in the state of <<State>>.

Your address was randomly selected from a list of all <<addresses -- licensed anglers>> in <<State>>. For this study to be accurate, we need **all** households who receive this short survey to fill it out and send it back – even if you have not fished or participated in outdoor activities. The survey should be completed by an adult member of the household.

We are very grateful for your help. If you have any questions or comments, we will be happy to talk with you. Please call 1-888-297-8999.

Yours sincerely,

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Dave Van Voorhees
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