



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>,

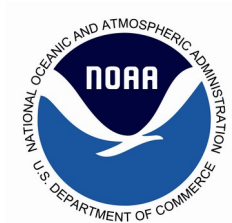
We are writing to ask for your help with a study about the economic importance of marine recreational fishing in the United States. In a few days you will be receiving the 2016 <State> Marine Recreational Fishing Expenditure Survey that is being conducted by NOAA Fisheries as part of this nationwide study. The questionnaire will ask about the money you spent on recreational fishing in <state> .

We are writing to you today because people often like to know ahead of time that they will be receiving a survey. Your responses to the survey are voluntary and will be kept confidential.

I would be happy to answer any questions you might have. Please call me at 301-427-8153 or send an email to XXX@noaa.gov.

Sincerely,

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





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 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 marine recreational fishing in the United States. Please consider taking some time to fill out and send back the enclosed survey.

We are inviting anglers who fish in <state> to participate in this survey. Your name was randomly drawn from a list of anglers who hold a license to fish in <state>. You are one of a few randomly selected anglers that we are inviting to participate in this critical research. The enclosed questionnaire asks about your most recent fishing trip in 2016 in <state> and the money you spent on that trip. This information enables us to understand the contribution of recreational anglers to the economies of coastal states and the nation, and allows policy makers to make more informed decisions for the good of the resource and the sport.

We realize we are asking for sensitive information and as such, have an enormous responsibility to ensure that information is used appropriately and kept secure. Your responses are completely voluntary and confidential. The questionnaire has an identification number for mailing purposes only; we use it to check your survey off the list when it is returned. If you prefer to complete the survey online, please go to the website below and enter your personal master identification number (ID).

Survey Website: [www.XXXX.com](http://www.XXXX.com)

Master ID: < access code>

The overall results of this research will be made available to fisheries management councils, state agencies, and all interested citizens. Results of a similar nationwide recreational angler expenditure survey in 2011 are available at <http://www/st/nmfs.noaa.gov/st5>.

For questions on the survey please email [XXXX](mailto:XXXX) or call XXXXX. Thank you for your assistance and we look forward to receiving your responses.

Sincerely,

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



<Date>

Last week we mailed you a questionnaire asking about your fishing activities and expenses in <state>. If you have already completed and returned the survey to us, please accept our sincere thanks. If you have not had a chance to return it, please do so in the next few days. The survey was sent to a small sample of recreational anglers, so it is important that your survey be included in the study to accurately reflect the fishing community. Even if you only fished once in 2016, your responses are important.

If by some chance you did not receive the questionnaire, or misplaced it, please call XXXX or email XXX, and we will get another copy in the mail to you.

Sincerely,



NOAA Fisheries Service  
Silver Spring, MD 20910





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>,

About three weeks ago, we sent you a survey in the mail that asked about your recreational fishing activities and expenses. As of <date>, we have not yet received your completed survey. If you have already returned your survey, thank you very much for your cooperation. In the event that your survey has been misplaced, a replacement is enclosed.

This survey is a high priority for NOAA Fisheries and for the recreational fishing community who have asked for updated 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 responses are very important to the validity of the overall research. In order for the results of this survey to be truly representative of all anglers, it is essential that each angler return his or her survey questionnaire. Please be assured that we value your privacy. Your answers are strictly voluntary and confidential. If you prefer to complete the survey online, please go to the website below and enter your personal master identification number (ID).

Survey Website: [www.XXXX.com](http://www.XXXX.com)

Master ID: < access code>

Your cooperation is greatly appreciated. If you have any questions about the survey administration or experience technical difficulties while completing the survey online please contact [XXXXX](#).

Cordially,

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

