

**PHASE 1 INVITE EMAIL**

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 marine recreational fishing in the United States.

The survey asks about your fishing related expenses during the past 12 months [or most recent fishing trip] in <state>. This information helps us understand the contribution of recreational anglers to the economies of coastal states and the nation, and allows policy makers to make well informed decisions for the good of the resource and the sport.

This web-based survey can be easily completed online at your convenience. You are one of a small number of recreational anglers who have been selected to participate, so we hope you will take a few minutes to tell us about your fishing activities and the money you have spent on recreational fishing. The survey is completely voluntary, confidential, and easy to complete. Just click on the link below.

[website]

Please complete this survey no later than <date>. If you have any questions about the survey administration or experience technical difficulties while completing the survey please contact [email address].

Thank you for your assistance and I look forward to receiving your responses.

Sincerely,

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

## **PHASE 1 EMAIL REMINDER**

Recently, we sent an e-mail message asking you to participate in an online survey about your fishing experiences [or most recent fishing trip]. 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 online at the following address:

[website]

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 contact [email address].

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

## PHASE 1 EMAIL REMINDER 2

Sender email address: [email address]

Subject: 20XX Marine Recreational Fishing Expenditure Survey

Dear [FIRST\_NAME] [LAST\_NAME],

Recently, we sent an e-mail message asking you to participate in an online survey about your fishing experiences [or most recent fishing trip]. If you have already completed your survey, thank you! If not, **your participation in the survey is important** and so we are writing again to ask for your help. We want to ensure the results are representative of anglers like you. The survey will be open through [date]. The survey is located online at the following address:

[website]

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. You can learn more about why we conduct this study and how the data will be used by visiting: <https://www.fisheries.noaa.gov/national/socioeconomics/marine-recreational-fishing-expenditure-survey>

Your cooperation is greatly appreciated and we value your privacy. Your answers are strictly voluntary and confidential.

[Research company], is helping conduct this study. If you have any questions about the survey administration or experience technical difficulties while completing the survey please contact [email address].

Sabrina Lovell  
Office of Science and Technology  
National Marine Fisheries Service  
Silver Spring, MD 20910  
(301) 427-8153

**PHASE 2 INVITE LETTER**

<Date>  
<FNAME> <LNAME>  
<ADDRESS>  
<CITY>, <ST> <ZIPCODE>



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

Dear <FNAME>,

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

You are one of a few randomly selected anglers that we are inviting to participate in this critical research. The survey asks about your fishing-related expenses during the past 12 months [or most recent fishing trip] in <state>. This information helps us 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 that we have an enormous responsibility to make sure that information is used appropriately and kept secure. Your responses are completely voluntary and confidential. You can complete the survey online by going to the website below and entering your personal access code. Please complete the survey no later than <date>.

Survey Website: [website]

Access code: < MID>

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 2014 are available at:

<https://www.fisheries.noaa.gov/national/socioeconomics/marine-angler-surveys>

For questions about the survey please email [email address] or call [phone number]. Thank you for your assistance and we look forward to receiving your responses.

Sincerely,

A handwritten signature in blue ink that reads "Sabrina Lovell".

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



**PHASE 2 POSTCARD REMINDER**

<Date>

Recently, we mailed you a letter asking for your participation in an online survey about your fishing activities and expenses [or most recent fishing trip] in <state>. If you have already completed the survey, please accept our sincere thanks. If you have not had a chance to complete 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 responses be included in the study to accurately reflect the fishing community.

You can complete the survey online by going to the website below and entering your personal access code.

Survey Website: [website]

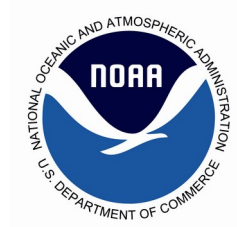
Access code: < MID>

For questions on the survey please email [email address] or call [phone number]. Thank you for your help and we look forward to receiving your responses.

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

**PHASE 3 MAIL SURVEY COVER LETTER:**

<Date>

<FNAME > <LNAME>

<ADDRESS>

<CITY>, <ST> <ZIPCODE>

Dear <insert name>,

Recently, we sent you a letter in the mail asking for your participation in an online survey about your recreational fishing activities and expenses [or most recent fishing trip]. As of <date>, we have not yet heard from you. Because you may have been unable to complete the survey online, we've enclosed a paper version. Once you fill it out, simply place it in the pre-paid reply envelope and drop it in the mail.

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.

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 [email address].

Cordially,

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



**PHASE 3 REMINDER POST CARD:**

<Date>

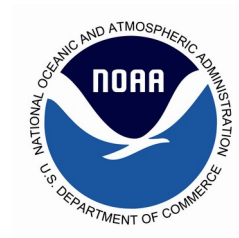
Recently, we mailed you a questionnaire asking about your fishing activities and expenses [or most recent fishing trip] in <state>. If you have already completed and returned the survey to us, please accept our sincere thanks. If you have not had a chance to return it, please do so in the next few days. 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.

If by some chance you did not receive the questionnaire, or misplaced it, please call [phone number] or email [email address], and we will get another copy in the mail to you.

Sincerely,



NOAA Fisheries Service  
Silver Spring, MD 20910



**REMINDER TEXT**

NOAA Fisheries wants to know about your fishing experiences [or most recent fishing trip] to understand how marine fishing affects coastal economies. Click this link to learn more and participate in our survey:

[website]