

Wave 1 Letter

Dear [CITY NAME] Area Resident:

Your household has been selected to participate in an important study by NOAA's National Centers for Coastal Ocean Science. We want to learn what residents in your area value about their communities and living near the coast. The Odum Institute for Research in Social Science at the University of North Carolina at Chapel Hill is assisting us with this research.

We invite **the person in the household aged 18 years or older with the next upcoming birthday** to complete the enclosed survey. It will take only 10 to 15 minutes. We do not ask for your name and your household will not be identified in the survey results. All responses are confidential and will be reported only in combination with those from other households.

We have tried to make participation in the study easy and enjoyable for you. Just complete the survey, place it into the self-addressed stamped envelope, and return by regular postal mail.

Your participation is very important, but voluntary. This research can only be successful with the generous help from people like you. If you have questions about the survey or would like to be notified when the final report of study findings becomes available, please feel free to contact me using the information below.

Theresa L. Goedeke, Ph.D.
Social Scientist
NOAA NOS National Centers for Coastal Ocean Science
1305 East West Hwy
Building SSMC4, Rm 9326
Ph: 240-533-0383
Email: theresa.goedeke@noaa.gov

Thank you in advance for participating in our study. Your contributions are very valuable!

Sincerely,

Theresa L. Goedeke
Social Scientist
Enc.

Reminder Post Card 1

Dear Resident:

One week ago, we mailed a letter asking one member of your household to complete an enclosed survey about the Carolina coast. If your survey has been completed and returned, THANK YOU!

If you have not completed the survey, we ask that **the household resident aged 18 or older who has the next upcoming birthday** please complete the survey and mail it back as soon as possible. Your address is one of only a small number selected to represent your area and we cannot substitute anyone else. Our survey results will not be complete without your participation!

Thank you for your assistance with this important study.

Theresa L. Goedeke, Ph.D.
National Centers for Coastal Ocean Science
Ph: 240-533-0383
Email: theresa.goedeke@noaa.gov

Wave 2 Letter

Dear [CITY NAME] Area Resident:

We recently invited your household's participation in a study to understand the views of residents in your area about their communities and living near the coast. Your voluntary participation in this survey is extremely important! We want to ensure that our results accurately represent all the views held by residents of your area, and that means we need responses from all sampled households. Our results will not be complete without you, and we cannot substitute any other household in your place.

For your convenience, we have enclosed a new survey. If your household has already mailed back a survey, please disregard this one. If not, we invite **the person in the household aged 18 years or older with the next upcoming birthday** to complete the survey. It will take only 10 to 15 minutes. All responses are confidential and will be reported only in combination with others; your household will not be identified and your responses will not be shared with anyone.

After completing the survey, just place it into the self-addressed stamped envelope and return it by regular postal mail to the University of North Carolina at Chapel where the Odum Institute for Research in Social Science is assisting with data collection.

If you have questions about the survey or would like to be notified when the final report of study findings becomes available, please feel free to contact me using the information below.

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Thank you in advance for participating in our survey. Your contributions are very valuable!

Sincerely,

Theresa L. Goedeke
Social Scientist
Enc.

Reminder Post Card 2

Dear Resident:

Recently, we mailed a letter asking one member of your household to complete an enclosed survey about the Carolina coast. If your survey has been completed and returned, THANK YOU!

If you have not completed the survey, we ask that **the household resident aged 18 or older who has the next upcoming birthday** please complete the survey and mail it back as soon as possible. Alternatively, this household member may complete the survey online. To complete the survey online, please use a desktop or laptop computer (not mobile device) to go to the following web address and enter the login code provided below:

Web Address: www.XXX.edu

Login Code: XXXXX

Thank you for your assistance with this important study.

Theresa L. Goedeke, Ph.D.
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