

## EMAIL INVITE

Dear <angler>,

We know recreational fishing is important to you. We would like your help in showing just how important recreational fishing for highly migratory species (HMS) 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.

Your name was randomly drawn from a list of anglers who purchased a 20XX or 20XX Atlantic HMS Angling Permit. This sample is used to represent all anglers who fish for HMS, so your help is critical. The survey asks about your HMS fishing related expenses during the past 12 months [or most recent fishing trip]. Information on what anglers spend to go fishing helps us to understand the contribution that saltwater fishing makes to both local and national economies, and allows policy makers to make well informed decisions affecting fishing resources.

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. 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>

For questions about the survey or if you have technical difficulties while completing the survey please contact [email address].

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

Sincerely,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine Fisheries Service  
Silver Spring, MD 20910  
301-427-8503

## **EMAIL REMINDER**

Recently, we sent an e-mail message asking you to participate in an online survey about your highly migratory species fishing related expenses [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 on the Internet 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 send an email to [email address].

Sincerely,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine Fisheries Service  
Silver Spring, MD 20910  
301-427-8503



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

## PHASE 2 INVITE LETTER

<Date>

<FNAME> <LNAME>

< 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 for highly migratory species (HMS) 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.

Your name was randomly drawn from the list of anglers who purchased a 20XX or 20XX Atlantic HMS Angling Permit from NOAA Fisheries. We are inviting anglers who purchased these permits to participate in this survey. The survey asks about your highly migratory species related fishing expenses during the past 12 months [or most recent fishing trip]. This information helps 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 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 20XX are available at <https://www.fisheries.noaa.gov/national/socioeconomics/marine-angler-surveys>.

For questions about the survey please email [email address] or call 301-427-8503. Thank you for your assistance and we look forward to receiving your responses.

Sincerely,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine Fisheries Service  
Silver Spring, MD 20910



**PHASE 2 POSTCARD REMINDER (non subsample)**

<Date>

Recently, we mailed you a letter asking for your participation in an online survey about your expenses related to fishing for highly migratory species during the past 12 months [or most recent fishing trip]. 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.

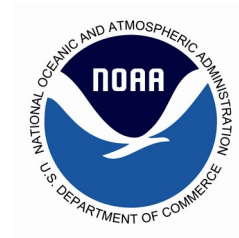
Survey Website: [website]

Access code: < MID>

For questions on the survey please email [email address] or call 301-427-8503. Thank you for your help and we look forward to receiving your responses.

Sincerely,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine 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.

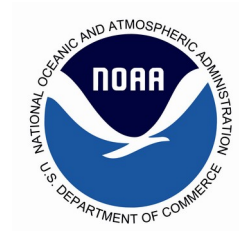
This survey is a high priority for NOAA Fisheries and for the recreational fishing community who have asked for updated economic information on marine recreational fishing. The survey results will improve our understanding of the contributions of marine recreational fishing to the economies of coastal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

Cordially,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine Fisheries Service  
Silver Spring, MD 20910  
301-427-8503



**PHASE 3 REMINDER POST CARD (SUB SAMPLE):**

<Date>

Recently, we mailed you a questionnaire asking about your fishing activities and expenses related to fishing for highly migratory species [or most recent fishing trip]. 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 301-427-8503 or email [email address], and we will get another copy in the mail to you.

Sincerely,

Clifford Hutt  
Atlantic HMS Management Division  
National Marine Fisheries Service  
Silver Spring, MD 20910  
301-427-8503



**REMINDER TEXT**

NOAA Fisheries wants to know about your HMS 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]

*Sabrina G. Lovell*