



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

NOAA Fisheries (the National Marine Fisheries Service) is conducting a study to learn more about saltwater recreational fishing for halibut, salmon, and other fish off Alaska. We are interested in the activities and preferences of anglers like you. With your help, we can provide better information to fishery managers to improve your sport fishing experience and enhance fishery management practices.

You were selected at random from anglers with a 2025 Alaska sport fishing license. Very few anglers were chosen for the study, so your help is critical to its success. Below is a QR code (and the associated URL link) and a unique password to open and access your personal online survey.

The survey asks about your experiences and opinions on saltwater fishing in Alaska.



*Sample QR Code

noaaafsc.gov1.qualtrics.com/ASFS1

Password: INDPASS

Even if you have not fished in saltwater in Alaska, your opinion matters. Although your participation is voluntary, you are one of only a select few from across the country scientifically selected to participate in this study.

The survey takes most people about 30 minutes to complete, sometimes more, sometimes less. Only aggregated results from the survey will be released publicly. To preserve your anonymity, the data files delivered to NOAA from the survey contractor will not connect your personal information (like contact information) to your survey responses. In addition, data will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA.

We realize your time is valuable, so we have included \$1 {\$2} as a small token of our appreciation for your participation.

Thank you for your help, Sincerely,

Russel Dame Project Director
National Oceanic and Atmospheric Administration



Hi _____,

Last week a letter was mailed to you seeking information about your experiences and opinions toward saltwater recreational fishing in Alaska.

If you have already completed and returned the online survey, please accept our sincere thanks. If you have not completed and returned the survey, we ask that you do so today.

It is very important that we hear from you. You are one of a small number of anglers across the country selected to participate in this study. Your response will help shape decisions about federal government actions on this topic. However, to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

Another copy of login instructions is below. Please call IFC Inc., a survey firm hired to assist us, at **1-800-XXX-XXXX** if you have any issues opening or accessing the survey.



*Sample QR Code

<https://noaaafsc.gov1.qualtrics.com/ASFS1> {will be hyperlinked in electronic follow-up}

Password: INDPASS

Thank you for your help.

Russel Dame Project Director
National Oceanic and Atmospheric Administration

Two weeks ago a letter was mailed to you seeking information about your experiences and opinions toward saltwater recreational fishing in Alaska.

If you have already completed and returned the online survey, please accept our sincere thanks. If you have not completed and returned the survey, we ask that you do so today.

It is very important that we hear from you. You are one of a small number of anglers across the country selected to participate in this study. Your response will help shape decisions about federal government actions on this topic. However, to make sure we hear from a true cross-section of all Alaska anglers, we need to hear from you.

Another copy of login instructions is below. Please call IFC Inc., a survey firm hired to assist us, at **1-800-XXX-XXXX** if you have any issues opening or accessing the survey.



*Sample QR Code

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Password: INDPASS

Thank you for your help.

Russel Dame Project Director
National Oceanic and Atmospheric Administration



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345 Dear <Name>

Some time ago, we sent you a letter containing instructions to access an online survey that was seeking input about your recreational fishing experiences in Alaska and your preferences for Alaska saltwater fishing trips. To the best of our knowledge, it's not yet been submitted. We have added another copy of the survey link and password in case you have misplaced the original one we sent and ask that you please complete and return it.



*Sample QR Code

<https://noaaafsc.gov1.qualtrics.com/ASFS1>

Password: INDPASS

It is very important that we hear from you. Although your participation is voluntary, you are one of only a select few from across the country scientifically selected to participate in this study. The information you provide will help improve decisions by fishery managers. The surveys we have received so far represent a variety of experiences and opinions about Alaska saltwater fishing, but your input would greatly improve the representativeness of responses. Moreover, a high participation rate is required to include results from these questionnaires in these decisions, so your input is definitely important.

Even if you have not fished in saltwater in Alaska, your opinion matters. The survey takes most people about 30 minutes to complete, sometimes more, sometimes less. Only aggregated results from the survey will be released publicly. To preserve your anonymity, the data files delivered to NOAA from the survey contractor will not connect your personal information (like contact information) to your survey responses. In addition, data will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA. If you have any questions, please call them toll-free at 1-800-XXX-XXXX.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Russel Dame Project Director
National Oceanic and Atmospheric Administration

