

Marine Recreational Information Program

Fishing Effort Survey (FES)

OMB# 0648-0652

Appendix 1 – Respondent Contact Materials

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Initial Cover Letter



##WAVE_ENTITY_ID##

GALLUP®

<<DATE>>

<<STATE>> Resident
Add 1
Add 2
City, State, Zip

Dear <<STATE>> Resident,

I am writing to ask for your help in a study that the Gallup Poll is conducting on behalf of the National Oceanic and Atmospheric Administration (NOAA). This survey asks questions about severe weather and outdoor activities. The results will be used to learn more about the environment and help improve the quality of marine and coastal resources.

For this study to be accurate, we need all households who receive this short survey to complete it and send it back. Your address was randomly picked from a list of addresses in <<STATE>>, and we can't replace you with someone else. Your responses will help all residents of <<STATE>> have their voices heard.

This survey asks about many outdoor activities. Some people enjoy many of these activities, while others aren't interested in these activities. **It is very important that your household complete the survey, even if no one participates in these activities.**

This survey should be completed by an adult living at this address. We have included a small gift as a way of saying thank you for your help.

This is a voluntary survey, and your responses are confidential and will only be used in combination with answers from other households. If you have any questions or comments about this study, we will be happy to talk to you. Please call 1-888-297-8999 or email galluppoll@gallupmail.com.

Thank you very much for your help with this important study. Please return your finished survey to Gallup using the enclosed postage-paid envelope.

Yours sincerely,

A handwritten signature in black ink, appearing to be "JF", written over a horizontal line.

John Foster
Chief, Recreational Fisheries Statistics Branch
NOAA Fisheries Office of Science & Technology

No personally identifiable information will be collected through this survey. Any public release of survey data will be without identification as to its source or in aggregate statistical form.

Postcard Reminder

##WAVE ENTITY ID##

<<Date>>

Last week we sent your household a <<STATE>> Weather and Outdoor Activities Survey that the Gallup Poll is conducting on behalf of NOAA (National Oceanic and Atmospheric Administration). If you have already completed and returned the survey, please accept our sincere thanks. If not, I hope you will do so today. It should take no more than 5 to 10 minutes to fill out the survey.

The Gallup Poll and NOAA are conducting this study to learn more about the impacts of outdoor activities on natural resources in «STATE». We need to hear from households that do and do not participate in outdoor activities. Your responses are very important to us. Please know that your answers are completely confidential and will be used only for this study in accordance with the Privacy Act of 1974.

If you did not receive the survey or need another copy, please call Gallup toll-free at 1-888-297-8999 or email galluppoll@gallupmail.com.

John Foster

Chief, Recreational Fisheries Statistics Branch NOAA Fisheries Office of Science & Technology

Nonresponse Conversion Letter

##WAVE_ENTITY_ID##



GALLUP®

<<DATE>>

<<STATE>> Resident
Add 1
Add 2
City, State, Zip

Dear <<STATE>> Resident,

A few weeks ago we sent a survey to your household on severe weather events and outdoor activities. The Gallup Poll is conducting this study on behalf of NOAA (National Oceanic and Atmospheric Administration). If you have already returned the survey, we thank you. If you have not returned it, we ask you to please complete the enclosed survey and return it in the postage-paid envelope as soon as possible.

Your completed survey will help our understanding of the environment and coastal resources in the state of <<STATE>>.

Your address was randomly selected from a list of all addresses in <<STATE>>. For this study to be accurate, we need **all** households who receive this short survey to fill it out and send it back – whether or not you participate in outdoor activities. The survey should be completed by an adult member of the household.

We are very grateful for your help. If you have any questions or comments, we will be happy to talk with you. Please call 1-888-297-8999 or email galluppoll@gallupmail.com.

Yours sincerely,

A handwritten signature in black ink, appearing to be "JF", written over a horizontal line.

John Foster
Chief, Recreational Fisheries Statistics Branch
NOAA Fisheries Office of Science & Technology

No personally identifiable information will be collected through this survey. Any public release of survey data will be without identification as to its source or in aggregate statistical form.