

## Survey Research Center Letterhead

Name  
Address

Dear \_\_\_\_\_:

Thank you for agreeing to participate in this important study on fire management in California's forests. You have been chosen for this study as part of a scientific sample of California residents.

Enclosed is the video that our telephone interviewer indicated would be mailed to you. The video/DVD describes two alternative fire prevention actions that could be funded to reduce wildfires in California. An answer sheet to record your answers in, as well as a \$5 gift is enclosed.

Even if you do not live near forestland or have never visited California's forests, **public fire managers are very interested in your views** concerning management of California's forestlands. Public forest managers such as the California Department of Forestry and Fire Protection and USDA Forest Service are interested because reducing the risks of wildfire affects all of us in many ways including our safety, the air quality, recreation opportunities, and the taxes we pay.

It takes approximately 30 minutes to view the video and answer the questions. Please have your answer sheet and pencil/pen with you as you watch the video/DVD. The narrator will prompt you to answer the questions in the answer sheet as you view the video/DVD. When you have answered all of the questions in the answer sheet, please mail the answer sheet in the **enclosed postage paid return envelope**. You may keep the videotape/DVD.

Your responses are strictly anonymous **and will be used only for statistical purposes. You will not be identified in any way and your name or address will not be distributed or sold to any mailing list.** Your opinions will be summarized along with those of others to reflect California citizens' opinions about fire prevention in California's forests.

If you have any questions or concerns about this study, feel free to call me at the Survey Research Center at (XXX) XXX-XXXX or email me at yyy@server.edu

We hope that you enjoy viewing the tape/DVD and we look forward to receiving your answer sheet in the mail.

Sincerely,

Dr. SSS, Director  
Survey Research Center

Enc.: Video/DVD, answer sheet, and \$5 gift.