



**United States Department of the Interior
NATIONAL PARK SERVICE**

MONTH YEAR

Dear «FNAME» «LNAME»:

The National Park Service is conducting a study to determine how best to protect and improve scenic vistas in National Parks and other wilderness areas. We have hired the Virginia Tech University Center for Survey Research to help in this effort.

They will be sending a questionnaire to households across the country to learn more about the public's opinions on this topic. Your household has been scientifically selected to participate in this study. You will be receiving a short questionnaire in the mail from Virginia Tech in the next week or so.

When you receive the questionnaire, please take a few minutes to fill it out and return it in the included pre-paid envelope. The questionnaire should be completed by the male or female head of your household. Your responses are important because they will represent opinions of other households like yours that were not selected for this study.

All information you provide will remain confidential and will be combined with the answers of others. Your opinions are very important to the Park Service's efforts to maintain and enhance park resources.

If you have questions, please feel free to call the Center for Survey Research's toll-free number at 1-800-XXX-XXXX and ask for [CONTACT]. Thank you in advance for your help with this important project.

Sincerely,

XXXXXX XXXXX
National Park Service

P.S. Please look for the small token of appreciation we will be enclosing with the questionnaire as our way of saying thank you for participating.



**United States Department of the Interior
NATIONAL PARK SERVICE**

MONTH YEAR

Dear «FNAME» «LNAME»:

Enclosed is the questionnaire I wrote to you about last week. We need your help to learn what the public thinks about protecting and improving scenic vistas in National Parks and other wilderness areas. Your household is one of a small number across the country selected to provide opinions on this subject.

The questionnaire should be completed by the male or female head of your household. It does not require any special knowledge - we just ask that you consider each question and respond with your own opinion. The questionnaire takes most people about 20 minutes to complete. Also, enclosed please find a small token of appreciation as our way of saying thank you for completing the questionnaire.

All information you provide will remain confidential and will be combined with the answers of others. Please remember that your opinions are very important to the National Park Service's efforts to protect and improve scenic vistas

If you have questions, please feel free to call the Virginia Tech Univeristy Center for Survey Research's toll-free number at 1-800-XXX-XXXX and ask for [CONTACT]. Thank you in advance for your help with this important project.

Sincerely,

XXXXXX XXXXX
National Park Service

Last week a questionnaire was mailed to you seeking your opinions about about protecting and improving scenic vistas in National Parks and other wilderness areas. **If you have already completed and returned the questionnaire, 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 households selected to give your opinions on this matter. Your response will help shape decisions about state government actions and spending on this topic. However, a high rate of participation is required to include public opinion from the questionnaire in these decisions.

If you need another copy of the questionnaire, please call the Virginia Tech University Center for Survey Research at **1-800-XXX-XXXX** and a questionnaire will be mailed to you today.

Thank you for your help.

XXXXX XXXXXX

National Park Service



**United States Department of the Interior
NATIONAL PARK SERVICE**

MONTH YEAR

Dear «FNAME» «LNAME»:

You recently received a survey from the National Park Service asking for your opinions about how best to protect and improve scenic vistas in National Parks and other wilderness areas. Your household was one of a small number across the country selected to provide opinions on this subject. As we understand, you did not complete the survey. As a follow-up, we have enclosed a very short questionnaire about your background. Your responses will help us to understand the overall survey results and how to apply them to important decisions in the future.

The questionnaire should be completed by the male or female head of your household and should take less than five minutes. All information you provide will remain confidential and will be combined with the answers of others. Please remember that your opinions are very important to the National Park Service's efforts to protect and improve park resources.

If you have questions, please feel free to call the Virginia Tech University Center for Survey Research's toll-free number at 1-800-XXX-XXXX and ask for [CONTACT]. Thank you in advance for your help with this important project.

Sincerely,

XXXXX XXXXX
National Park Service

Non-response Survey Telephone Follow-Up

Hello, this is _____ calling from the Virginia Tech University Center for Survey Research. We are conducting a survey for the National Park Service. This is not a sales call.

Your household was one of a small number selected across the country to provide opinions on how best to protect and improve scenic vistas in National Parks and other wilderness areas. As we understand, you did not complete the survey. We are calling again with some very brief follow-up questions regarding your background. Your responses will help us to understand the overall survey results and how to apply them to important decisions in the future. Any answers you provide will be kept strictly confidential. This should take no more than 5 minutes.

1. May we ask you a few questions?

1 Yes

2 No → Thank you for your time. Have a nice day.

2. There are differing opinions about how far we have gone in this country with environmental laws and regulations. At present, do you think our environmental laws and regulations have gone too far, not far enough, or have struck about the right balance?
(Read options)

1 Too far

2 Not far enough

3 About the right balance

4 Don't know

3. Have you ever visited a National Park or Wilderness Area?

1 Yes. → If Yes, approximately how many times? _____ VISITS

2 No

4. What is your gender? (Ask only if necessary)

1 Male

2 Female

5. What is your age?

_____ YEARS

6. Are you of Hispanic, Latino or Spanish origin?
- 1 Yes
 - 2 No
7. What is your race? We have a list of five categories; you may choose more than one. (Read list)
- 1 American Indian or Alaskan Native
 - 2 Asian
 - 3 Black or African American
 - 4 Native Hawaiian or Other Pacific Islander
 - 5 White
8. What is the highest degree or level of school you have completed? (Read list)
- 1 No schooling
 - 2 Some schooling less than grade 12
 - 3 High school graduate
 - 4 Some college
 - 5 Associate's Degree
 - 6 Bachelor's Degree
 - 7 Master's Degree
 - 8 Professional Degree beyond a Bachelor's
 - 9 Doctorate Degree
9. Which of the following income categories best describes your household income last year, before taxes? (Read list)
- | | |
|-----------------------|--------------------------|
| 1 \$10,000 or less | 7 \$60,001 - \$75,000 |
| 2 \$10,001 - \$20,000 | 8 \$75,001 - \$100,000 |
| 3 \$20,001 - \$30,000 | 9 \$100,001 - \$125,000 |
| 4 \$30,001 - \$40,000 | 10 \$125,001 - \$150,000 |
| 5 \$40,001 - \$50,000 | 11 \$150,001 or more |
| 6 \$50,001 - \$60,000 | |
| 7 \$60,001 - \$75,000 | |

Thank you very much for your time, and have a great evening/day