

Appendix 1. Sample Recruitment Letter with Address Blanked Out

# Your Invitation

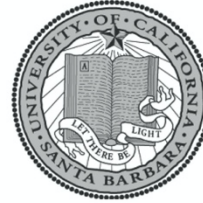
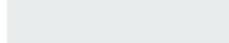
## Public Opinion Research Survey on California's Power System

November 12, 2019

To: Current resident

Current Resident

1 18



Dear fellow Californian,

As you know, there have been a lot of power outages across California over the past month. We hope that you or other members of your household were not harmed by the power outages or fires. We are **inviting you to participate in an online survey** to help understand the views and experiences of Californians about these important recent events. There is a lot of confusion about how people were affected, so your participation will help California officials make informed policy decisions.

Your address was randomly selected from a public list of California addresses, and we would invite anyone age 18 or over in your household to complete the survey. We expect this will take between 8 and 12 minutes. Responses are voluntary and will be kept confidential.

Summaries of our research findings will be made available to the public, the media, and to policymakers in California. Also, as a small token of our appreciation, we will send you a **\$5 digital gift card for completing the survey, redeemable at over 100 online vendors like Amazon or iTunes.**

To answer the survey or to learn more, use your smartphone or computer to visit <http://ucsurvey.com/P7061> and then enter the log-in information below. If you have any questions, or are having trouble accessing the survey, you can email Principal Investigator Matto Mildenerger, the project director at [mildenerger@ucsb.edu](mailto:mildenerger@ucsb.edu).

[ucsurvey.com/P7061](http://ucsurvey.com/P7061)

By taking a few minutes to share your thoughts and you will help us understand what Californians want. The survey is available now. We would appreciate if you would respond by November 27.

We hope you enjoy completing the questionnaire and look forward to receiving your responses. Many thanks,

Matto Mildenerger

Professor of Political Science, University of California Santa Barbara