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March 9, 2012

Mr. Gregory Jaczko
Chairman
U.S. Nuclear Regulatory Commission
Washington, D.C. 20555-0001

Mr. Jaczko:

The main purpose of this letter to you is to be quite forward and to share the following knowledge with you. I have worked in market research for many years, which includes having completed over 50,000 in-person market research survey interviews with these real, live, and mostly wonderful people. There is a "simple test" which you can use when you are talking to each and any of the many people with whom you do talk - regardless of their position. This simple test is a solution for you, and it will enable you to very quickly tell "where people are at" regarding earthquakes and nuclear power plants.

This simple test is to ask each person to define for you the difference between an assumable risk, and a non-assumable risk.

After talking and listening to many people about many subjects, and after the completion of many market research studies, and making use of this principle in the past, I already know the high percentage of the kind of answers that you are going to get. It is an experience that will surprise you.

You and your people have some of the most important jobs in the entire world, and I am encouraging you to do the very best job possible for the people who you serve. One thing is certain about an earthquake - all it takes is once. Undelayed action on 104 nuclear power plants is that important.

PLEASE FORWARD

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