Living in Britain

I am writing to ask for your help with an important new study about people in Britain and how our lives are changing over time. This will be the largest survey of its kind in the world covering a wide range of areas that are important to all of us such as housing, family life, education, health, employment, the environment, attitudes and opinions, and how well people are managing these days. As people of all ages will be interviewed, we can get an understanding of the issues that are most important at different stages in people's lives. The findings will be an incredibly valuable public resource providing independent research to inform government policy-making. I hope you will find the survey both interesting and enjoyable.

We would like to interview all those aged 16 and over in your household, and each person interviewed will receive a £5 gift voucher. The interview will not take very long and we have enclosed one of the £5 gift vouchers as a token of our thanks in advance for taking part.

If you have children aged between 10 and 15, I hope you will allow them to answer our *'Youth Questionnaire'*. This asks about how they spend their time, their friends, school, and hopes for the future. Each child taking part will receive a £3 gift voucher.

This is a high quality academic study being designed by the Institute for Social and Economic Research at the University of Essex. The interviews are being carried out by the National Centre for Social Research (NatCen), an independent organisation with a reputation for high quality research. This is a voluntary study and your answers will be treated in strict confidence in accordance with the Data Protection Act. The findings will not identify you or anyone in your household.

An interviewer from NatCen (_____) will be calling soon to ask you for an interview. They will be carrying an identification card and will be happy to make an appointment if they call at an inconvenient time. Your interviewer should be able to answer most of the questions you may have about the study and the enclosed leaflet gives more information. However, if you have further questions or concerns please do not hesitate to call Sandra Jones or Colette Lo on Freephone 0800 252 853 . They will be happy to help.

I do hope you will be able to help with this important study and that you enjoy taking part. Your help is invaluable and much appreciated.

Yours sincerely

Nick Buck
Institute for Social and Economic Research

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We would like to interview all those aged 16 and over in your household, and each person interviewed will receive a £10 gift voucher. The interview will not take very long and we have enclosed one of the £10 gift vouchers as a token of our thanks in advance for taking part.

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Version B

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We would like to interview all those aged 16 and over in your household. Each person interviewed will receive a £5 gift voucher and if all adults in your household participate this will be increased to £10 each. The interview will not take very long and we have enclosed a £5 gift voucher as a token of our thanks in advance for taking part.

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