Living in Britain

We recently contacted you to ask for your help with the Living in Britain study. An interviewer did attempt to contact you but he or she may not have found you at home or you may have declined to take part. We are contacting you again because your address was selected at random and we cannot replace you with anyone else. Your views will represent those of many others in your area which means your participation is vitally important to ensure the study gives an accurate picture of all types of people and circumstances.

We would like to interview all those aged 16 and over in your household, and each person interviewed will receive a £5 gift voucher. 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.

Living in Britain is 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.

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. 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.

In the near future, an interviewer from NatCen (_____) will call back to ask you for an interview. In the meantime, if you have any questions about the study, 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

Living in Britain

We recently contacted you to ask for your help with the Living in Britain study. An interviewer did attempt to contact you but he or she may not have found you at home or you may have declined to take part. We are contacting you again because your address was selected at random and we cannot replace you with anyone else. Your views will represent those of many others in your area which means your participation is vitally important to ensure the study gives an accurate picture of all types of people and circumstances.

We would like to interview all those aged 16 and over in your household, and each person interviewed will receive a £10 gift voucher. 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.

Living in Britain is 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.

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. 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.

In the near future, an interviewer from NatCen (_____) will call back to ask you for an interview. In the meantime, if you have any questions about the study, 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

Version C

Living in Britain

We recently contacted you to ask for your help with the Living in Britain study. An interviewer did attempt to contact you but he or she may not have found you at home or you may have declined to take part. We are contacting you again because your address was selected at random and we cannot replace you with anyone else. Your views will represent those of many others in your area which means your participation is vitally important to ensure the study gives an accurate picture of all types of people and circumstances.

We would like to interview all those aged 16 and over in your household, and each person interviewed will receive a £5 gift voucher. If all adults in your household participate this will be increased to £10 each. 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.

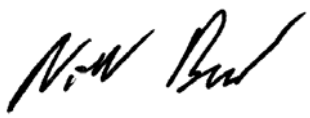
Living in Britain is an important new study about people in Britain and how our lives are changing over time. This will be the largest survey of its kind in the world covering a wide range of areas that are important to all of us such as housing, family life, education, health, employment, the environment, 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.

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. 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.

In the near future, an interviewer from NatCen (_____) will call back to ask you for an interview. In the meantime, if you have any questions about the study, 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

Version C