

Dear Sir or Madam,

Autumn 2002

What Britain Thinks

Your address has been selected for a new study of what people think about various issues affecting Britain today. The study is being carried out in 24 European countries and will help to show how similar or different they are. The questionnaire covers a wide range of topics and no special knowledge is needed to answer any of the questions.

In Britain, the study is paid for by the Economic and Social Research Council. It is being carried out by the National Centre for Social Research, an independent research institute. The addresses are chosen from the Post Office list of addresses by a scientific sampling method to ensure a representative picture of people living in Britain. Everything you tell the interviewer will be treated in confidence. We will not pass on information about you to any other organisation.

Most people who are interviewed find it interesting, and I hope you will enjoy taking part too. We depend upon people's voluntary co-operation to produce research that helps us all to understand what is happening in Britain today. As a way of saying 'thank you' we will give the person taking part a £5 *High Street* gift voucher. If you wish to have any further information about the study, please feel free to contact me on the telephone number at the top of this letter.

An interviewer will visit you shortly to explain more about the study and to arrange a suitable day and time for your interview. They will show you an identification card which includes their photograph and the National Centre logo shown at the top of this letter. When the interviewer calls, he or she will select one person in your household to take part in the study.

Thank you very much for your help.

Yours faithfully,



Jackie Walshe
Operations Department

The interviewer who will be contacting you is: