

Reference: 45102321/10101

24<sup>th</sup> September 2004

The Occupier  
26 The Avenue  
Coxhoe  
Durham  
DH6 4AD

Dear Sir or Madam,

Autumn 2004

## Health, Families and Lifestyles Survey

I would like to ask for your help with an important national study about what people think of various issues affecting Britain today. The study is being carried out by the Operations Centre, on behalf of BMRB Social Research. BMRB Social Research is a well respected research organisation that specialises in large scale surveys.

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The addresses we are contacting to take part in the survey have been chosen from the Post Office list of addresses, by a scientific sampling method to ensure a representative picture of people living in Britain.

The study is being carried out in over twenty European countries to help us understand better how attitudes and lifestyles vary across Europe. The questionnaire covers a wide range of topics so no special knowledge or lifestyle is needed to answer any of the questions.

Most people who are interviewed find the survey 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 health, families and lifestyles in Britain today. As a way of saying 'thank you' we will give the person taking part **£10**, paid in cash.

An interviewer from the Operations Centre 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. When the interviewer calls, he or she will select one person in your household to take part in your study. Everything you tell the interviewer will be treated in confidence. We will not pass on information about you to any other organisation. The study is funded by the Economic and Social Research Council.

If you wish to have any further information about the study, please feel free to contact Tim Hanson on 020 8433 4233 between 9.30am and 5.30pm Monday to Friday. Thank you very much for your help.

Yours faithfully,



Andrew Phelps  
Associate Director  
BMRB Social Research

**kmr**  
group

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Number 275304  
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