

Reference:

The Occupier  
Add2  
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Add4

November 2004

Dear Sir/Madam

**Health, Families and Lifestyles Study**

A few weeks ago, you should have received a letter about this survey from the British Market Research Bureau (BMRB). We know that a lot of these letters did not get through at the time so we are writing to people again to tell them about the survey and to ask for their help. BMRB is a well-respected organisation that specialises in large scale studies.

The study involves well over twenty European countries, co-ordinated by City University in London. Your answers are very important because they will help us understand what people in the UK think about a range of important social issues. They will show us how we compare with countries across Europe, from Poland in the east, Norway in the north and Spain in the south. Most people who take part find it interesting and enjoy the interview.

Your household has been randomly selected from the Post Office's national address list. We only select a small number of households in each area, so it is very important that you take part to ensure that all areas of the UK are represented. **We will give each person who takes part a small 'thank-you' which has now been increased to £15. This will be paid in cash at the time of the interview.**

I hope that you will be able to help us with this important study. An interviewer from The Operations Centre working on behalf of BMRB will call in a few weeks time and can arrange a time convenient to you to carry out the study. They will carry an ID card and can answer any questions that you have.

For further information about the survey you can also contact Carole Maxwell on 020 8433 4064 (between 9.30am and 5pm Monday to Friday), or e-mail [carole.maxwell@bmr.co.uk](mailto:carole.maxwell@bmr.co.uk).

Yours faithfully



Professor Roger Jowell  
Director  
Centre for Comparative Social Studies

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November 2004

Dear Sir/Madam

### **Health, Families and Lifestyles Study**

An interviewer working on behalf of the British Market Research Bureau (BMRB) may have recently contacted you, or someone else in your household, to take part in the Health, Families and Lifestyles Study. BMRB is a well-respected independent research agency that specialises in large-scale studies.

I understand that your household was unable to take part when we last called. I am sorry to trouble you, but I am writing to ask if you would take part when an interviewer calls again in the next few weeks.

The study involves well over twenty European countries, co-ordinated by City University in London. Your answers are very important because they will help us understand what people in the UK think about a range of important social issues. They will show us how we compare with other countries across Europe, from Poland in the east, Norway in the north and Spain in the south. Most people who take part find it interesting and enjoy the interview.

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