

Date: xx/xx/xx

The Occupier(s)  
Address Line 1  
Address Line 2  
Address Line 3  
Postcode  
REFERENCE NUMBER: xxxxx/xxxxx

Dear resident(s),

**Living in England Today – Have your say!**

I am writing to ask for your help with this important study about **what people think about living in England**. This is an opportunity for you to have your say on issues that matter to us as a country.

This study has been running every two years since 2002 and is about topics which affect you or people in your area, such as the impact of the recession, views about family and work, and confidence in the police and courts. No special knowledge is needed to take part; we just want you to be as honest as possible.

The study is being conducted by Ipsos MORI on behalf of the Economic and Social Research Council – the UK's leading funder of economic and social research. The answers you give will be used by policymakers and academics to ensure that they have the best information possible about people's opinions, views and experiences.

We are very keen to represent the views of everyone in England. Your address has been randomly selected for this study to represent thousands in your community. Please pass this letter on to other people in the household, as one person over the age of 15 will be selected at random to take part to ensure we speak to a range of people. Your answers will be treated in strict confidence in accordance with the Data Protection Act and will only be used for statistical purposes. **You will not receive junk mail or sales phone calls as a result of taking part; we are an independent research agency and we are not selling anything.**

One of our interviewers will visit your home shortly to explain more about the study. If you are unable to carry out the interview there and then the interviewer will be happy to arrange a more convenient time. All of our interviewers carry an identification card, which includes their photograph and the Ipsos MORI logo.

**In the meantime and as a token of our appreciation, we have enclosed a £5 voucher which can be spent in a number of different high street shops.**

You can find out more about the study on the leaflet enclosed. Also, if you have any questions, please contact us on the free phone number 0808 238 5438. Thank you in advance for your help.

Yours faithfully

  
Patsy Lam  
Project Manager

The interviewer who will be contacting you is:  
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Dear resident(s),

**Living in Northern Ireland Today– Have your say!**

I am writing to ask for your help with this important study about **what people think about living in Northern Ireland**. This is an opportunity for you to have your say on issues that matter to us as a country.

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