

Speak up for the views of people in England

Dear Sir/Madam

Your household has been selected to take part in **Living in England 2014**. This is an important study which tracks the views and opinions of people on essential issues that affect us all, like health, education, immigration and our place in Europe. It's part of a wider study taking place all across Europe.

No special knowledge is needed to take part, and you don't need a strong opinion – we just want to hear how you see life in this country in 2014.



Why your views matter

Because we talk to so many people across the country, the information we collect is trusted by universities, charities and pressure groups, as well as people in government. It's used to put pressure on decision makers, so they listen to the real views of the public.



What's next?

One of our interviewers will call at your house in the next week or so, to explain more about the study. So you know who they are, they all carry an ID card. We would like to select one person at random from your address, to take part.



Thank you

We've only contacted a handful of people in your area, so we hope you'll join them and take part. As a thank you, there's a voucher below you can use to claim **£5 cash** at any Post Office.

We realise that you're busy, but we'll do everything we can to make taking part as easy as possible for you.

Yours sincerely

Emma Fenn
Project Coordinator, NatCen Social Research



Collect your £5 today!

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Issue date:
Expiry date:



Frequently asked questions

Where can I find out more?

To find out more about the study, visit www.natcen.ac.uk/living, email LivingInEnglandToday@natcen.ac.uk or phone us free on **0800 652 4570**.

Why are you contacting me?

We have chosen your address at random from the Postcode Address File. This is a list of every address in the country. It is held by the Post Office and is available to the public. We've chosen addresses at random to get a truly representative picture – so we need to speak to people from all regions, age groups and walks of life.

Who is carrying out the research?

NatCen Social Research are the UK's leading independent social research agency. We're proud to have been carrying out research on behalf of government, charities and other organisations for over 40 years. We are a non-profit organisation, completely independent of government departments and political parties.

Who funds the study?

The study is funded by the Economic and Social Research Council (ESRC). The ESRC is the UK funding agency addressing economic and social concerns.

Our pledge to you

We respect your wishes

Taking part is voluntary and you do not have to answer any questions you don't want to. You will not receive any junk mail as a result of taking part.

We answer your questions

Your interviewer will be happy to answer any questions you have about the study.

We ensure your safety

All our interviewers carry photographic ID cards and have been checked by the Disclosure and Barring Service.

We guard your privacy

We will treat all the information you give in the strictest confidence in accordance with the Data Protection Act 1998. The results are used for research purposes only.

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Speak up for the views of people in Scotland

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Your household has been selected to take part in **Living in Scotland 2014**. This is an important study which tracks the views and opinions of people on essential issues that affect us all, like health, education, immigration and our place in Europe. It's part of a wider study taking place all across Europe.

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Speak up for the views of people in Northern Ireland

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Who is carrying out the research?

The Central Survey Unit (CSU) is carrying out this research on behalf of NatCen Social Research. CSU is the leading social survey research organisation in Northern Ireland and is one of the main business areas of the Northern Ireland Statistics and Research Agency (NISRA).

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