Do people in the UK think like the rest of Europe?

Dear Sir or Madam,
We would like to invite your household to take part in UK Opinion 2016. The study looks at how the views of people in England, Scotland, Wales and Northern Ireland compare with those of people living in other countries in Europe. We hope we can count on your help with this important research.

We would like to ask your frank opinions on vital issues that affect us all, like health, politics, education and immigration. No special knowledge is needed, and you don’t need a strong opinion – we just want to hear what you think. This is a unique chance to represent the opinions and lives of people like you.

Why your views matter
You are representing the real views and opinions of people living in England, Scotland, Wales and Northern Ireland. The information we collect is used by universities, charities and government to understand the real opinions of the public.

What next?
One of our interviewers will call at your address 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 from your address to take part.

Thank you
As a thank you for taking part, please find enclosed a £10 voucher that can be exchanged for cash at any branch of the Post Office.

We realise you may be busy, so we will do everything we can to make taking part as easy as possible for you.

We look forward to meeting you soon,

Guy Goodwin
Chief Executive, NatCen Social Research
Frequently asked questions

Where can I find out more?
To find out more about the study, visit www.natcen.ac.uk/opinion2016, email opinion2016@natcen.ac.uk or phone us free on 0800 652 2704.

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 UK. 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 is 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 share in the strictest confidence in accordance with the Data Protection Act 1998. The results are used for research purposes only.

Call 0800 652 2704 to arrange a convenient appointment.
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UK Opinion 2016 has already given some vital insights into the attitudes, values and beliefs of people in England, Scotland, Wales and Northern Ireland. It has also shown how these compare with people in other European countries. To see how things are changing we rely on your help.

Social animals

39% of people in the UK meet socially with friends, relatives or colleagues several times a week. But the Portuguese are Europe’s most sociable nation - where 71% of people do the same.
Doctor, doctor...
Only 17% of people living in Ireland have discussed their health with a doctor in the past 12 months, but the UK is not far behind at 31%. Over in Germany, more than 60% have done so.

Fun seekers
It’s not all fun and games for people in the UK – only 12% believe that it is important to seek fun and things that give pleasure. This compares with nearly a quarter of people who believe the same in Hungary.

Lending a hand
People living in the UK are among the most helpful in Europe, with 34% saying they believe it is important to help people and care for others. But this figure is even higher in Spain where nearly half say the same.

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<th>Country</th>
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