Dear Sir or Madam,

We would like to invite your household to take part in UK Opinion 2018. The study explores how the views of people in England, Scotland, Wales and Northern Ireland compare with those of people living in other countries. We hope we can count on your help with this important research.

We would like to ask for your frank opinions on vital issues that affect us all, like health, politics, education, fairness 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 £5 Post Office 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,

Alun Humphrey
National Coordinator, UK Opinion 2018
Frequently asked questions

What is the interview about?
The study is designed to find out what people in the UK think. We will ask you what you think about health, politics, education, fairness, immigration and other topics. The study will be used to understand the opinions of people in the UK and how these have changed over time, and to see how opinions in the UK compare with opinions in other countries in Europe.

What will happen to the information I share?
We will treat all the information you share in the strictest confidence in accordance with the General Data Protection Regulation. Your information will be used for research purposes only and it won’t be possible to identify you from the published results.

We guarantee that you will never receive any junk mail or sales calls as a result of taking part in this study.

Please see the enclosed leaflet for more information about how we protect your privacy.

How did you choose my address?
We have chosen your address at random from the Postcode Address File. This is a list of every address in the UK, held by the Post Office and available to the public. We choose 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 study?
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. NatCen is a non-profit organisation completely independent of government departments and political parties. The study is funded by the Economic and Social Research Council (ESRC). The ESRC is the UK funding agency addressing economic and social concerns.

How do I take part?
An interviewer will call at your address in the next few days. They will have a NatCen ID card. You can also call the number at the bottom of this letter to make an appointment. You do not have to take part but we hope that you will as we rely on the voluntary cooperation of those invited to take part to get a clear picture of public opinion in the UK.

Where can I find out more?
You can ask the interviewer about the study, visit our website: www.natcen.ac.uk/opinion2018, email opinion2018@natcen.ac.uk, or phone us free on 0800 652 2704.
UK Opinion 2018 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.
Does wealth equal health?

Data from UK Opinion shows how health varies depending on circumstances. People who earn more money, or have a better education, live longer, healthier lives. Your answers are helping us to understand why this is, and how this varies across different countries.

Fun seekers

It’s not all fun and games for people in the UK – only 12% believe that it is very 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 very important to help people and care for others. But this figure is even higher in Spain where nearly half say the same.