

Advance letter for LIN sample / one per issued address = 1680 addresses

Dear Resident,

This letter and leaflet are to introduce the **Living in Newham** survey. This is an independent survey being run by a research team from the University of Essex on behalf of the London Borough of Newham. The main aim of the survey is to provide facts and figures about people's standard of living in Newham. The results from this survey will be used in the planning of local services such as health services, education and training, housing and employment and I hope you will agree to take part.

Within the next few weeks, an interviewer will call on you. The interviewer will show you an identification card, explain the survey in more detail and ask to talk to each person in your household aged 16 or over. If you are busy when the interviewer calls, he or she will be happy to call back at a convenient time. Each interview should take approximately 45 minutes to one hour to complete.

The interviewer will have a **£5 gift voucher** to give to each person who is interviewed. We will also enter your name in a free prize draw and you could **win a state of the art laptop computer** by taking part in the survey.

Everyone in the 1,000 households selected to take part in this major new survey will play a vital role. Your address was selected at random from the list of residential addresses in Newham. As the sample is designed to give a representative picture of all sections of the population in Newham, you cannot be replaced by anyone else. This means that your responses will represent the views of many hundreds of people in the area.

I would also like to give you my guarantee of complete confidentiality. Nothing will be published that could identify you as the information you provide will be used for statistical analysis only. We will send you a short report of some findings following the survey

The enclosed leaflet gives some further information about the **Living in Newham** survey. If you have any queries about the survey or our work, please ring Sandra Jones on **Freephone 0800 252 853** or write to the Freepost address above. She will be happy to hear from you and to assist in any way she can.

Yours sincerely,

Professor Nicholas Buck
Director, Living in Newham