

Ref:

Dear

I am writing to ask you and your family to help with Child of the New Century.

This important study follows the lives of thousands of young people born between 2000 and 2001 to understand what it is like growing up in the UK today. It provides information on young people's health, education and what they do for fun. As you know, you are one of those young people who have been chosen out of all of the people in the country of your age.

You and your family have helped us before. We would be really grateful if you could help us again.

**Please read the booklet included with this letter as it explains what we would like you to do and what it will be like.** It will help you decide whether or not you want take part.

Child of the New Century is run by the Institute of Education (IOE), a university in London. The IOE works with a company called Ipsos MORI, which does a lot of surveys with young people and their parents.

If you and your family want to take part, an interviewer from Ipsos MORI will come to your home to do the survey with you and your parent(s). The interviewer can answer any questions you have when they visit.

*Your interviewer is a man/woman called: .....*

Most young people find the activities we ask them to do fun and interesting. If you take part, you will receive a small gift as a thank you.

If you have any questions about the survey please talk to your parent(s) or contact Stephan Tietz at Ipsos MORI. You can email Stephan at [childnc@ipsos.com](mailto:childnc@ipsos.com) or phone him on **Freephone 0808 238 5446** between 9:30 am and 5:30 pm (Monday to Friday). Calls from landlines are free but costs from mobile phones may vary, so please check with your provider.

I hope you will help us again with this important study.



Professor Emla Fitzsimons  
Study Director