



September 4, 2012

«sample»  
«Address»  
«City», «State» «Zip»

Dear «sample»,

We are writing to invite you to participate in the [redacted] Survey. Over the last 60 years, in collaboration with a variety of different organizations, we have interviewed more than 40,000 Americans to learn about their opinions on issues facing all of us. We are hoping very much that we can learn your views this year.

We scientifically selected your household to participate in this study.

We have enclosed \$2 to thank you for reading this letter and considering our invitation.

The University of Michigan and Stanford University have hired researchers at Abt SRBI to interview you. Abt SRBI is one of the country's leading research organizations. Their staff members are professionally trained and wear badges to identify themselves. A copy is shown below.

The process is very easy. A staff member will visit your house at any time that is convenient to you. He or she will ask a few preliminary questions and then will scientifically select one person in your household to be interviewed. We can offer a payment of \$25 to thank the selected adult for their time completing the interview.

All the answers you give us will be kept completely confidential. No one outside of a small group of researchers will ever know that you were interviewed.

People find the experience of being interviewed easy and enjoyable. We are confident that you will too.

Enclosed is a brochure that describes the [redacted] Survey and answers questions that people sometimes ask us about it. You may visit the project website at [redacted]

If you have any questions, please call the [redacted] Survey's toll-free number at [redacted] or email [redacted]

Thank you very much for your time and consideration.

Sincerely,

[redacted]  
Project Director

	<b>Survey</b> conducted for the University of Michigan and Stanford University
	<b>Robert Smith</b>
	ID:
	Issue Date: 08-01-12
	Expiration Date: 12-31-12
	Certified by: [redacted] Project Director, Abt SRBI