



HM TREASURY

department for
education and skills

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August 2006

Dear TITLE SURNAME

Attitudes to money and savings - a major study for DfES & HM Treasury

You may remember being invited to open a new savings account called the Saving Gateway being piloted in your area last year. This account was launched by HM Treasury and Department for Education & Skills (DfES) to help people's savings grow by matching their savings.

We commissioned MORI to conduct a study on money and savings late last year. MORI had a fantastic response which helped ensure that different viewpoints were represented in the results. I am now writing to ask for your help with the next wave of research, for which we have again commissioned MORI and the Institute for Fiscal Studies (IFS) to undertake.

This study will help HM Treasury and DfES to better understand people's views and behaviour in relation to savings and money management and what role the Government can play in the future.

MORI and IFS are completely independent of Government and political parties. Everything you tell them will of course be treated in complete confidence – no personal views or information will be passed to anyone outside the MORI/IFS research team.

A MORI interviewer may contact you by telephone in the next few weeks to arrange a convenient time to conduct a telephone interview with you. I hope that you will take part in this survey and play a role in shaping future Government policies on these important issues. However, if you do not want to take part, please contact Jane Darragh at MORI on 020 7347 3209 or email treasury@mori.com and your name will be taken off the list of people MORI contact. Alternatively you can let the MORI interviewer know when they call you.

If you have any questions relating to this research, please call MORI on 020 7347 3209 or you can email the team at treasury@mori.com

Thank you in advance for your help.

Yours sincerely

Pamela Gibson
Department for Education and Skills