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Dear TITLE SURNAME

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

Earlier this year you kindly took part in a MORI telephone survey on public attitudes towards saving. This study was conducted on behalf of HM Treasury and Department for Education & Skills (DfES).

I am writing to ask for your help with an important follow-up study on money and savings. 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. For example, what is the average household's income, expenditure and debts and from what sources? How much does the average household save and how do they fund this saving? We need to know the answers to these questions in order to design policies that would help more people save. It doesn't matter if you don't have any savings - we still want to talk to you and you will have a chance to give your opinions about saving.

We have commissioned MORI and the Institute for Fiscal Studies (IFS) to carry out this study on our behalf. 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 days to arrange a convenient time to conduct a short telephone survey 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 Gemma Vigor at MORI on 020 7347 3380 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 3380 or you can email the team at treasury@mori.com

Thank you in advance for your help.

Yours sincerely



Neil Dube
DfES