



living
in Australia study

«DATE» «HOUSEHOLDID»

«FIRSTNAME» «LASTNAME»
«ADDRESS1»
«ADDRESS2»
«SUBURB» «STATE» «POSTCODE»

Dear «SalutationFirstName»

Welcome ... to the Living in Australia study for 2007.

What's New? The latest copy of the Newsletter is enclosed. We hope you find it interesting. It contains information on what is new this year and provides our contact details should you wish to get in touch for any reason.

Results The Newsletter also provides details on some of the results from the study so far. The study's data are being widely used by researchers and decision makers, and findings are often quoted in the press.

This year's interview In the next few weeks, one of our Living in Australia interviewers will be contacting you to conduct this year's interviews. If you are busy or unable to take part when the interviewer calls, they will be happy to call back at a time that suits you.

Change of Name As you may know, ACNielsen has recently changed its name to The Nielsen Company – you may also see us referred to simply as 'Nielsen'. In line with this change, Nielsen is introducing a new corporate logo which you will see on the Living in Australia information.

End of Year Gift We were very disappointed in the quality of last year's gift, and to express our sincere apologies we have allocated some additional funds to this year's gift.

Thank you ... for your ongoing participation. Your contribution to the Living in Australia study is very important to us and we hope you enjoy being part of this valuable and influential research.

Yours sincerely

Lorna Hall
Project Director
The Nielsen Company