

University of Illinois
at Urbana-Champaign

350 Commerce West Building
1206 South Sixth Street
Champaign, IL 61820-6980

October 1, 2000

Dear WWII Veteran,

Your generation represents what Tom Brokaw call's America's Greatest Generation. It is the generation of Americans who grew up during the depression and who lived through WWII. I am a Professor at the University of Illinois and with the cooperation of the U.S. Government, the VFW, and the ROTC, my graduate students and I (see the fuzzy photo below) are conducting one of the last and one of the most comprehensive large scale (50 state) surveys of your generation.

There is a tremendous amount that future generations can learn from you. They can learn about your character, your sacrifices, and how your experiences in the depression and during the WWII shaped your habits and behaviors over the years. The results of this survey will be used to write academic articles and a book that will help preserve an understanding of your generation. The costs of the survey are being paid for by myself and the University of Illinois.

Your name was given to us from your local VFW club. The survey is comprehensive, and it covers many aspects of you and your life. If there are parts of it you would rather not fill out, that is fine. Yet the more complete you are, the more complete of a picture we will be able to have of you and your generation. Your responses to the survey will be anonymous and no companies will be given any information. (If you have web access, you can get a little more detail about the project at <http://www.consumerpsychology.com/misc/privateryan.htm>).

While this survey is not short, the time you spend with it will help preserve and document the character of your great generation. When you complete the survey and return it in the enclosed postage-paid envelope, a small donation will be given in your name to the WWII Memorial that is being built in Washington DC. In addition, if you would like a summary of some of the results of this study, please enclose a self-addressed envelope.

Thank you for your time and for all that you've done.



Sincerely,

Dr. Brian Wansink
Professor