You might already know about *Understanding Society* – it's the biggest study of its kind in the world, conducted by researchers from the University of Essex together with NatCen. By taking part, you can help us paint a unique picture of life in the UK.

Our study asks people questions about subjects such as health, caring for others and how you spend your leisure time. Your answers will help us create a lasting record of who we are and what we believe. In the past, studies like this have contributed to changes in the law, helped scientists understand human psychology and helped doctors treat illnesses.

Your point of view is important to us – it helps to ensure that the study represents all types of people across the UK. Because you were specially selected before the study began, we can't replace you with anyone else, so it's especially important to us that you take part.

An interviewer will be in touch with you soon to arrange a convenient time for an interview. The interviewer will be carrying an identification card, with their photograph and NatCen's logo. Your participation is completely voluntary and we really hope you will be able to take part.

As a small thank you for taking part, everyone in the household who is interviewed will be given a gift voucher.

If there are children aged 10-15 in your household, we hope they will be willing to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. Each child will receive a gift voucher as a thank you for completing the questionnaire.

For more information please contact us using the details below.

Yours,

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Nick Buck
Director,
Understanding Society

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Understanding Society covers important subjects such as our health, our opinions, our families and our work. The findings from *Understanding Society* will help us build up a detailed picture about the lives, experiences, behaviours and beliefs of people across the UK in the 21st century and provide an important understanding of diversity within the population. It will help us understand the long term effects of social and economic change in the UK and assist in future decision-making.

Your help in the past was very much appreciated and we would like you and your household to take part in the next stage of the study, which is being carried out by NatCen. An interviewer will be in touch with you to arrange a convenient time for an interview.

As a token of our thanks, your £5 gift voucher for this year's interview is enclosed.

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