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. Studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the facilities are like in your area, whether we are leading a healthy lifestyle. The study will help us paint a unique picture of what Britain looks like today and how it is gradually changing.

Our study asks people questions about subjects such as health, caring for others and how you spend your leisure time. This information will be used to inform policy, provide evidence for discussion in the media and provide a rich resource for social researchers in our universities and colleges.

Your point of view is important to us – it helps to ensure that the study represents all types of people across the UK. Your participation is completely voluntary but we hope you will be able to help us as we rely on the goodwill and voluntary co-operation of those who are selected to take part to make the study a success.

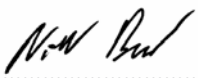
Your interviewer is carrying an identification card with their photograph and NatCen's logo. They will be able to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances.

As a token of thanks, everyone in the household who is interviewed will receive 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 be sent a gift voucher as a thank you for completing the questionnaire.

For more information, please contact us using the details below.

Yours faithfully,



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Professor Nick Buck
Director, *Understanding Society*
Institute for Social and Economic Research
University of Essex

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«FF_Address4»
«FF_Address5»
«FF_PostCode»

«Date» «Serial_number»«ChkL»«FF_personno»/«FF_PID»/<<EBRef>>

Dear «resp_name»,

Last year you kindly agreed to be interviewed for *Understanding Society*, a study conducted by researchers at the University of Essex. You may remember we sent you a short report of some of the findings a few weeks ago.

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. This research can help us understand the long term effects of social and economic change, and be used to inform future decision-making.

Your help in the past was very much appreciated and we would like you to take part in the next stage of the study, which is being carried out by NatCen and should last approximately 30 minutes to an hour, depending on your circumstances. This year, you can request an 'Early Bird Appointment' by contacting your interviewer, (<<IP4IntName>>) on their mobile phone, to arrange your interview at a time that best suits you. Please read the enclosed card for more details.

As a token of our thanks, your <<IncentiveTXT>>.

If your contact details have changed please let us know by calling Freephone **0800 252 853** or emailing **contact@understandingsociety.org.uk**. For more information on the survey visit **www.understandingsociety.org.uk/participants**.

Your participation is completely voluntary but we hope you will find the time to help again with this important study and that you enjoy taking part.

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Last year you kindly agreed to be interviewed for *Understanding Society*, a study conducted by researchers at the University of Essex. You may remember we sent you a short report of some of the findings a few weeks ago. As the study is concerned with how people's lives change over time, we would very much like to interview you again.

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.

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