

«Title» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

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

Dear «resp_name»,

Last year members of your household kindly agreed to be interviewed for *Understanding Society*, a study conducted by researchers at the University of Essex but you were unable to take part. The study is concerned with how households change over time which makes it important to get a complete picture. So we would very much like to interview you this year. Your participation is completely voluntary but we hope you will find the time to help with this important study and that you enjoy taking part.

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 household's 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

Yours,



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Director, *Understanding Society*

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.