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I am writing to ask for your help with an important new study about people in Britain and how our lives are changing over time. This will be the largest survey of its kind in the world covering a wide range of areas that are important to all of us such as housing, family life, education, health, employment, the environment, attitudes and opinions, and how well people are managing these days. As people of all ages will be interviewed, we can get an understanding of the issues that are most important at different stages in people's lives. The findings will be an incredibly valuable public resource providing independent research to inform government policy-making. I hope you and your household will find the survey both interesting and enjoyable.

Your household is being asked to take part as your address was randomly selected, which means that we can't replace your address with another. Having your point of view is important to ensure the study correctly represents all types of people across the UK. Your participation is completely voluntary but we hope you will find the time to be able to help with this important study, and that you enjoy taking part.

As a token of our thanks, your «IncentiveTXT» is enclosed. Anyone else in your household who is interviewed will be sent a «IncentiveTXT» afterwards by NatCen (£3 for children aged 10-15).

The results of *Understanding Society* will help us to understand the world around us and help people make better decisions about how to improve everyone's lives. By talking to one of our interviewers you can take part in shaping the future. Each person's interview should last approximately 30 minutes to an hour depending on your circumstances. Your interviewer («IP4IntName») will be in touch shortly to ask you for an interview.

For more information you can visit [www.understandingsociety.org.uk/participants](http://www.understandingsociety.org.uk/participants) or call the **University of Essex** on **Freephone 0800 252 853**. You can also email us on [contact@understandingsociety.org.uk](mailto:contact@understandingsociety.org.uk)

Yours,



Nick Buck

**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.*