

«ReissueContact»

«LAddress1»

«LAddress2»

«LAddress3»

«LAddress4»

«LAddress5»

«LPostcode»

May 2011

Dear «ReissueContact»

You may have already received a letter about *Understanding Society*, a study being conducted by researchers from the University of Essex together with NatCen.

One of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more. We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and thus paints an accurate picture of what Britain looks like today and how it is gradually changing.

Your participation is completely voluntary but we hope you will be able to help us. The interview will take around 30 minutes to an hour, depending on your circumstances.

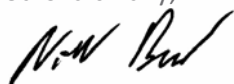
The interviewer who will be contacting you is _____.

If you happen to be busy when the interviewer calls, they will be happy to call back. All our interviewers carry an official identification card which includes their photograph and NatCen's logo.

If you have any questions at all about *Understanding Society* and your involvement in it, please visit our participants' website, www.understandingsociety.org.uk/participants, or call a member of the *Understanding Society* team on Freephone 0808 168 1356.

Thank you in advance for your help – the study can only be a success with the help of people like you.

Yours faithfully,



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Professor Nick Buck

Director, *Understanding Society*

Institute for Social and Economic Research

University of Essex

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.