

Understanding  
Society





## Introducing Understanding Society

*Understanding Society* is the biggest study of its kind in the world, conducted by researchers from the **University of Essex** together with the **National Centre for Social Research**.

The study covers important subjects such as our health, our opinions, our families and our jobs, and will create a lasting record of who we are and what we believe.

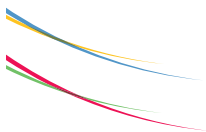
Your household is being asked to take part as your address was randomly selected, which means that we can't replace your address with another. Having your point of view is important to ensure the study correctly represents all types of people across the UK. Your participation is completely voluntary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

As a small thank-you in advance, we have enclosed a £10 gift voucher for you. Anyone else in your household who is interviewed will be given a £10 voucher by the interviewer when they call (£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 will take around 30 minutes but could take up to an hour depending on your circumstances.

For more information visit **[www.understandingsociety.org.uk/participants](http://www.understandingsociety.org.uk/participants)** call the **University of Essex** on **Freephone 0800 252 853**

*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.*



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*Understanding Society* is the biggest study of its kind in the world and will help us build up a detailed picture of life in the UK and how it's changing. We'd really like you and your household to take part and an interviewer will be calling at your home some time in the next few weeks to ask you for an interview.

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

Yours,

**Nick Buck**  
Director,  
Understanding Society

**Your interviewer**  
Understanding Society

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