



«Serial_number»«ChkL»/
«FF_personno»«FF_PID»

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

You may have already heard from your family or other people in your household about Understanding Society. It's the biggest study of its kind in the world and it surveys the same people in each household each year to understand how lives in the UK are changing.

Because you are living with other members of the survey, we would like to invite you to take part. Your participation will help build a better picture of society and will make the survey become more useful.

To say thank you for taking part we will give you a £10 voucher.

3 reasons to help us...

1. **We can't replace you.** You are vital to the long-term success of the study. No-one else can take your place as no-one else has your particular mix of circumstances.
2. **Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers.
3. **Understanding Society gives you a voice on issues that matter.** We want to know about important things in your life, such as how the recession is affecting you or whether you're happy with your job, family or lifestyle. The information you share is used to shape better policy and improve lives.

What happens next?

The interviewer will arrange a convenient time for an interview.

Over 60,000 participants take part in this survey every year but each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline – find their contact details below.

With many thanks,

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

118343/AL/6

I enjoy the time with my interviewer – it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference – it makes me know my time is well spent

Contact us:
Participant helpline (Sandra & Colette):
0800 252 853
Web:
understandingsociety.ac.uk
Email:
contact@understandingsociety.ac.uk
You can also follow us on
Twitter @usociety.

Moving home?
Take us with you.

www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk
FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ



Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

About the study.

Long-term studies like Understanding Society help us find out about how lives in the UK are changing over time. This information is used by academics, policy-makers and researchers working for governments, charities and the voluntary sector in this country and abroad to inform policy making. The strength of Understanding Society is that it talks to the same people each year so we can see how things like the economic situation and the way our society is changing affects your life. The study is your study and is about issues that affect you and everyone in our diverse society. Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at www.understandingsociety.ac.uk/headlines

The interview.

An interviewer will be in touch soon to arrange a convenient time to interview you and other members of your household. The interview will last around an hour. The interviewer will be carrying photo ID. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a voucher as a thank you for completing the questionnaire.

If you have any other questions, please check our online FAQ <https://www.understandingsociety.ac.uk/participants/faq> or phone us, or drop us a line by email or Twitter (see contact details overleaf).

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. The data will be used for statistical analysis only.

Your continuing participation is very important to us. Please let us know if you move by updating your details on the Understanding Society website at www.understandingsociety.ac.uk, alternatively you could call us on Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed).

Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____