

<ff\_address1>  
<ff\_address2>  
<ff\_address3>  
<ff\_address4>  
<ff\_address5>  
<ff\_postcode>

Dear <ff\_forname ff\_surname>,

You may have already received a letter about *Understanding Society*, a study being conducted by researchers from the University of Essex together with NatCen. This is a new study which is built on the strong foundation of <ff\_hhorig>.

Your help in the past on <ff\_hhorig> was very much appreciated and we would like you (and the other members of your household) to take part in the next stage of the study. One of our interviewers has visited your address a number of times in the hope of arranging a time to see you, but so far without success. We hope you do not mind us trying once more. We are persevering in this way, because the study is concerned with how things change – or stay the same – over time and we would therefore like to interview you again. You are a very important part of this study, because of your past help with <ff\_hhorig>.

The results of the study will help us paint a unique picture of life in the UK and how it is changing. 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 their circumstances.

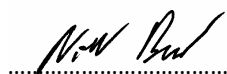
This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

The interviewer who will be calling on 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 the NatCen logo.

For more information visit [www.understandingsociety.org.uk/participants](http://www.understandingsociety.org.uk/participants), or call Shelli Murray at NatCen on 01277 200600.

Thank you in advance for your help.

Yours faithfully,



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