

«Serial\_number»«ChkL»/«FF\_personno»«FF\_PID»

«Title» «resp\_name»

«FF\_Address1»

«FF\_Address2»

«FF\_Address3»

«FF\_Address4»

«FF\_Address5»

«FF\_PostCode»

«Date»

Dear «resp\_name»,

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

We are very grateful for your help with *Understanding Society* last year and with <<ff\_hhorig>> before that. We would very much like you (and the other members of your household) to continue being part of this important and influential study.

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 are very important, especially as you helped us with <<ff\_hhorig>> in the past. Just like <<ff\_hhorig>>, *Understanding Society* is concerned with how things change – or stay the same – over time. The results of the study will help us paint a unique picture of life in Britain today and how it is gradually changing.

Your participation is completely voluntary but we hope you will be able to help us, as we rely on the goodwill and voluntary co-operation of those who are selected to take part to make the study a success. The interview will take around 45 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 your participation in the study, please visit our participants' website, **[www.understandingsociety.org.uk/participants](http://www.understandingsociety.org.uk/participants)**, or call a member of the *Understanding Society* team on Freephone 0808 168 1356.

Please turn over

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

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Nick Buck', is positioned above a horizontal dotted line.

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.*

P3022/W3/RLBHPS/vC