

Understanding
Society





Understanding Society

Last year you kindly agreed to be interviewed for *Living in Britain*, a study conducted by researchers at the University of Essex. You may remember we sent you a short report of some of the initial findings a few months ago under the study's new name, *Understanding Society*.

As the study is concerned with how people's lives change over time, we would very much like to interview you again.

Understanding Society covers important subjects such as our health, our opinions, our families and our work. The findings from *Understanding Society* will help us build up a detailed picture about the lives, experiences, behaviours and beliefs of people across the UK in the 21st century and provide an important understanding of diversity within the population. It will help us understand the long term effects of social and economic change in the UK and assist in future decision-making.

Your help in the past was very much appreciated and we would like you and your household to take part in the next stage of the study, which is being carried out by NatCen. An interviewer will be in touch with you to arrange a convenient time for an interview that should last around half an hour.

As a token of our thanks, your £5 gift voucher for this year's interview is enclosed.

If you have children aged 10 – 15 we hope you will allow them to complete a short self-completion questionnaire about their hobbies, friends, school-life and hopes for the future. Each child will receive a £3 gift voucher as a thank you for completing the questionnaire.

This year, the questionnaire is available on-line at <http://youth.natcen.ac.uk> Details for your child(ren) to use to login and complete their questionnaire can be found on the back of this card. Parents can also access a copy of the questionnaire on-line.

If your household's contact details have changed please let us know by calling Freephone **0800 252 853** or emailing contact@understandingsociety.org.uk For more information on the survey visit www.understandingsociety.org.uk/participants

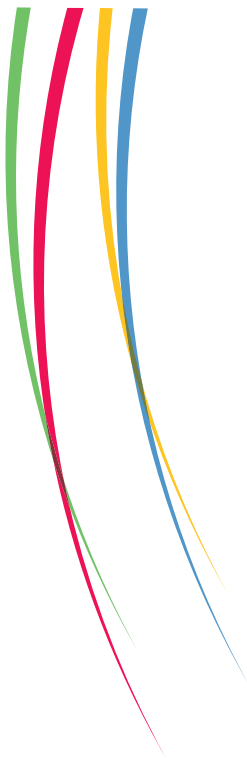
Your participation is completely voluntary but we hope you will find the time to help again with this important study and that you enjoy taking part.

Yours,

Nick Buck

Director,
Understanding Society

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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