



Dear Sir/Madam,

**A chance to influence decision making.**

I would like to enlist your help. The Understanding Society survey helps researchers and policy makers understand the changes in the needs of the country. By taking part, you'll be helping to influence the decisions made by everyone from government ministers to local councillors.

An interviewer will soon be in touch with you to arrange a convenient time to talk to you. The interview will last between 40 minutes and an hour, depending on your circumstances. On the day, the interviewer will be carrying photographic identification.

Your participation is entirely voluntary, but we do hope you'll be able to help. By taking part, your voice is heard. If you have any questions, please call us on **0800 015 0655** or contact us at [understandingsociety@tns-bmrb.co.uk](mailto:understandingsociety@tns-bmrb.co.uk).

With many thanks,

A handwritten signature in black ink, appearing to read "Nick Buck".

**Professor Nick Buck**

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



**We need  
your help**



**We'll arrange  
a time**



**Complete  
the survey**



**Find out more**



**Contact us:**

Participant helpline  
(Sandra & Colette):  
0800 252 853

Web:  
[understandingsociety.ac.uk](http://understandingsociety.ac.uk)

Email:  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

You can also follow us on  
Twitter @usociety.

## Why are you important to us?

You make the survey more complete and useful. Without you, the study is less complete.

You have been specially selected to help us make sure that Understanding Society represents a wide cross section of the population. This way, we can see how factors such as the economy or housing affect lives across the whole of Britain.

Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



## What is the study about?

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met?

The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.

## Why do you interview young people?

Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.

