You may remember that a few months ago you kindly helped us by taking part in the British Election Study, which has been carried out at every general election for over forty years.

We now want to talk again to as many as possible of the people that we interviewed before the election. That is why we can’t go to someone else instead this time, and we are hoping that you will be willing to help us again. It doesn’t matter whether you voted or not in the general election – we want to speak to people from all walks of life, of all ages and with all sorts of interests.

The interview will be of a similar format to last time. Your answers will be treated in strict confidence in accordance with the Data Protection Act. As before, the study is funded by the Economic and Social Research Council and is being conducted by the University of Essex together with the National Centre for Social Research (NatCen), an independent research institute registered as a charity.

If you happen to be busy when the interviewer calls, he or she will be happy to arrange to call back at a more convenient time. All interviewers carry an identification card which includes their photograph and the NatCen logo at the top of this letter.

I do hope you will be able to help us again. Even if you are unsure, please let the interview start and see how you get along, as you will be free to stop at any time. As a way of saying ‘thank you’, I enclose a £5 gift voucher.

Yours faithfully

David Sanders

Professor David Sanders
University of Essex