



Understanding Society Wave 6 Advance letters

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Advance Letter CATI	- Previous-wave non-responding adult
Advance Letter CATI	- Rising 16's

Advance Letter CAPI – Previous wave non-contact household



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

We missed you last year but hope that you can take part in the Understanding Society study this year.

Your £20 voucher

We would really like you to take part this year, so we're offering to give you a £20 voucher to say thank you and let you know we value your contribution. Your voucher will be given to you by your interviewer.

3 reasons to join in again...

1. **We can't replace you.** You are vital to the long-term success of the study. No-one else can take your place as no-one else has your particular mix of circumstances.
2. **Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers.
3. **Understanding Society gives you a voice on issues that matter.** We want to know about important things in your life, such as how the recession is affecting you or whether you're happy with your job, family or lifestyle. The information you share is used to shape better policy and improve lives.

What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview. Our interviewers are fully trained and will make the experience as easy as possible for you.

Over 60,000 participants take part in this survey every year and each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline - find their contact details below.

I do hope you enjoy taking part.

With many thanks,

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

118343/AL/1

I enjoy the time with my interviewer - it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference - it makes me know my time is well spent

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0800 252 853

Web:
understandingsociety.ac.uk

Email:
contact@understandingsociety.ac.uk

You can also follow us on
Twitter @usociety.

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FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ



Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

About the study.

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If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a voucher as a thank you for completing the questionnaire.

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Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____

Mobile: _____

Name: _____

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Advance Letter CAPI – Previous wave refusal household



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University of Essex

118343/AL/2

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Advance Letter CAPI – previous-wave responding adult



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Thank you for taking part in Understanding Society, it means a lot to us that you give your time so generously each year.

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118343/AL/3

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**Advance Letter CAPI – previous-wave non-responding
adult**



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Advance Letter CAPI – rising 16's



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

Over the past few years you may have completed a short Understanding Society questionnaire for 10 to 15 year-olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time.

Your £10 voucher and chance to win an iPad

We would really like you to take part, so we've also enclosed a £10 voucher to say thank you for sharing your views. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.

3 reasons to be part of Understanding Society...

1. **We can't replace you.** Your view is vital to the success of the study. No-one else can take your place as no-one else has your particular mix of circumstances. As you move into adulthood, we're really interested in your experiences during this time.
2. **Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers who are interested in the choices that young people make over their education, employment and relationships. It's only by talking to you and other young people that we can learn about how society is changing from a young person's perspective.
3. **Understanding Society gives you a voice on issues that matter.** Whether it's how you're coping with changes at school, college or work, or what facilities you think are missing from your neighbourhood, Understanding Society is letting people who make decisions about your future get a better understanding of young people.

What happens next?

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Advance Letter CAPI - Genetic



<<Serial_number>><<ChkL>/
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RESP_NAME
FF_ADDRESS1
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Date

<resp_name>

You may have already heard from your family or other people in your household about Understanding Society. It's the biggest study of its kind in the world and it surveys the same people in each household each year to understand how lives in the UK are changing.

Because you are living with other members of the survey, we would like to invite you to take part. Your participation will help build a better picture of society and will make the survey become more useful.

To say thank you for taking part we will give you a £10 voucher.

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If you have any other questions, please check our online FAQ <https://www.understandingsociety.ac.uk/participants/faq> or phone us, or drop us a line by email or Twitter (see contact details overleaf).

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 data will be used for statistical analysis only.

Your continuing participation is very important to us. Please let us know if you move by updating your details on the Understanding Society website at www.understandingsociety.ac.uk, alternatively you could call us on Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed).

Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Advance Letter CATI – Previous wave non-contact household



<<Serial_number>><<ChkL>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

We missed you last year but hope that you can take part in the Understanding Society study this year.

Your £20 voucher

We would really like you to take part this year, so we're offering to give you a £20 voucher to say thank you and let you know we value your contribution. Your voucher will be sent to you after your interview.

3 reasons to join in again...

1. **We can't replace you.** You are vital to the long-term success of the study. No-one else can take your place as no-one else has your particular mix of circumstances.
2. **Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers.
3. **Understanding Society gives you a voice on issues that matter.** We want to know about important things in your life, such as how the recession is affecting you or whether you're happy with your job, family or lifestyle. The information you share is used to shape better policy and improve lives.

What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview. Our interviewers are fully trained and will make the experience as easy as possible for you.

Over 60,000 participants take part in this survey every year and each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline – find their contact details below.

I do hope you enjoy taking part.

With many thanks,

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

118343/CATI/AL/1

I enjoy the time with my interviewer – it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference – it makes me know my time is well spent

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understandingsociety.ac.uk
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You can also follow us on
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contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ



Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

About the study.

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New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Advance Letter CATI – Previous wave refusal household



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

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With many thanks,

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

118343/CATI/AL/2

I enjoy the time with my interviewer - it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference - it makes me know my time is well spent

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Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Advance Letter CATI – previous-wave responding adult



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

Thank you for taking part in Understanding Society, it means a lot to us that you give your time so generously each year.

Your £10 voucher

We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution.

3 reasons to keep helping us...

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Institute for Social and Economic Research
University of Essex

118343/CATI/AL/3

I enjoy the time with my interviewer - it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

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Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

**Advance Letter CATI – previous-wave non-responding
adult**



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

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Professor Nick Buck
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118343/CATI/AL/4

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I've been part of the study since it started and I feel like I'm doing something useful for society at large

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Name: RESP_NAME

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MOVING FROM...

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New Address: _____

Home Phone: _____
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Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

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Advance Letter CATI – rising 16's



<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

RESP_NAME
FF_ADDRESS1
FF_ADDRESS2
FF_ADDRESS3
FF_ADDRESS4
FF_ADDRESS5
FF_POSTCODE

Date

<resp_name>

Over the past few years you may have completed a short Understanding Society questionnaire for 10 to 15 year-olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time.

Your £10 voucher and chance to win an iPad

We would really like you to take part, so we've also enclosed a £10 voucher to say thank you for sharing your views. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.

3 reasons to be part of Understanding Society...

1. **We can't replace you.** Your view is vital to the success of the study. No-one else can take your place as no-one else has your particular mix of circumstances. As you move into adulthood, we're really interested in your experiences during this time.
2. **Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers who are interested in the choices that young people make over their education, employment and relationships. It's only by talking to you and other young people that we can learn about how society is changing from a young person's perspective.
3. **Understanding Society gives you a voice on issues that matter.** Whether it's how you're coping with changes at school, college or work, or what facilities you think are missing from your neighbourhood, Understanding Society is letting people who make decisions about your future get a better understanding of young people.

What happens next?

An interviewer will be in touch soon to arrange a convenient time to interview you. The interview will last around an hour.

If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline - find their contact details below.

I do hope you enjoy taking part.

With many thanks,

Professor Nick Buck
Director, Understanding Society
Institute for Social and Economic Research
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118343/CATI/AL/5

I enjoy the time with my interviewer - it gives me a rare chance to reflect on life

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