

ADVANCE EMAILS

Email A – Respondent last wave

A – Respondent last wave

We can't do without you, <NAME>.

I'd like to thank you again for helping us last year with the Understanding Society study. We can't replace you, so your ongoing support is really valuable to us. By continuing to take part, you're helping researchers to build a more detailed life in Britain today. Understanding Society means to give people like you a voice on issues that matter to them by making sure that different people and their lives are truly represented.

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

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

Email C – Non-respondent last wave, unconditional voucher

C – Non-respondent last wave, unconditional voucher

We can't do without you, <NAME>.

Can you spare some valuable time to help our world-leading study? Understanding Society helps track changes in our lives and needs. By taking part, you'll be helping to influence decisions at a local and national level on issues that matter to you.

You can complete this year's survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

Professor Nick Buck
Director, Understanding Society
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University of Essex

Email C – Non-respondent last wave, conditional
voucher

E – Non-respondent last wave, conditional voucher

We can't do without you, <NAME>.

I would like to ask you again if I can enlist your help. The Understanding Society helps track changes in our lives and needs. By taking part, you'll be helping to influence decisions at a local and national level on issues that matter to you.

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, if you are able to take part this year, we will send you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

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Many thanks,
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Email G – rising 16 v2

G – Rising-16

We can't do without you, <NAME>.

Over the past few years you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time. By taking part, you will help researchers to shine a light on the important changes and decisions you'll be making over the coming years. It's really important that young people's lives, opinions and needs are understood.

As mentioned in my recent letter, you can complete the survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To thank you for your help and to let you know that we value your contribution, if you're able to take part this year we will send you a {£xx} voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

It's your chance to tell us what it's like to be a young person in the UK!

Many thanks,
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Professor Nick Buck
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Institute for Social and Economic Research
University of Essex

Advance letters - CAPI



Understanding Society

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<<FF_personno>><<FF_PID>>

<resp_name>
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<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

<Date>

Dear <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

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<LetterB4>

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FREEPOST RRXX-KEKJ-JGKS

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Name: RESP_NAME

PID: FF_PID

MOVING FROM...

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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.

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<LetterD10>

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Mobile: _____

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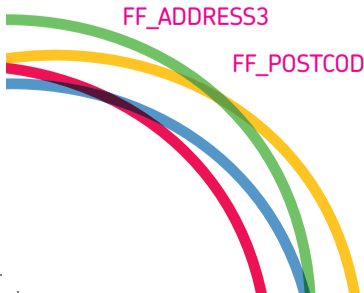
Mobile: _____

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Find out more



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<LetterF16>

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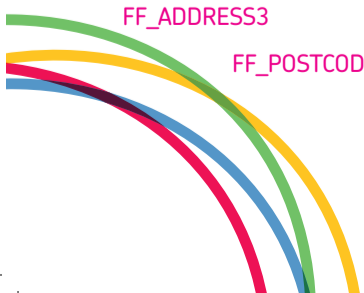
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Dear <NAME>,

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Your £10 voucher

We would really like you to take part, so we've enclosed a £10 voucher to say thank you for sharing your views.

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University of Essex

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<LetterH22>

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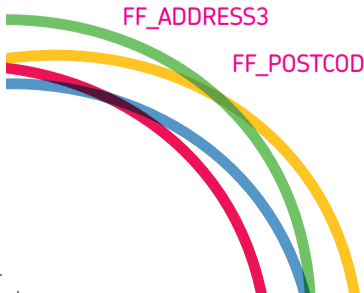
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Dear Sir/Madam,

I am writing to ask for your help with a world-leading study about life in the UK. This is the largest survey of its kind in the world and covers a wide range of issues such as housing, family life, education, health, employment, the environment, health and well-being. Your participation is completely voluntary but we hope you and your household will find the time to take part in this important study, and that you find it both interesting and enjoyable.

Your £10 voucher

We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution. Anyone else in your household who is interviewed will be sent a £10 voucher afterwards.

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<HH_FinalSerialNum>
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www.understandingsociety.ac.uk/Survey

When you've reached the website, you'll be asked to enter your unique username and password:

Username: <USERNAME>

Password: <PASSWORD>

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Have your say online

Enter your username and password

Complete the survey

Here's £10

Find out more

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<LetterA1>

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contact@understandingsociety.ac.uk

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Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ



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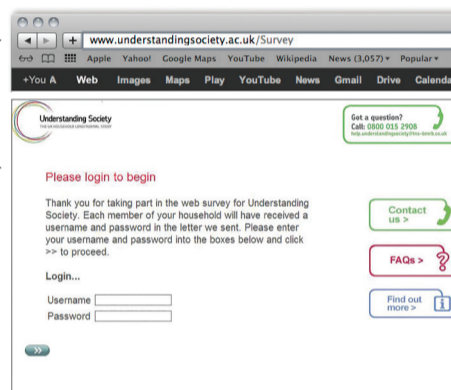
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PID: FF_PID

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FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

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Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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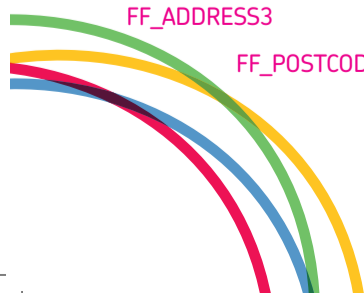
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Understanding Society

<<Serial_number>><<ChkL>>/
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<resp_name>
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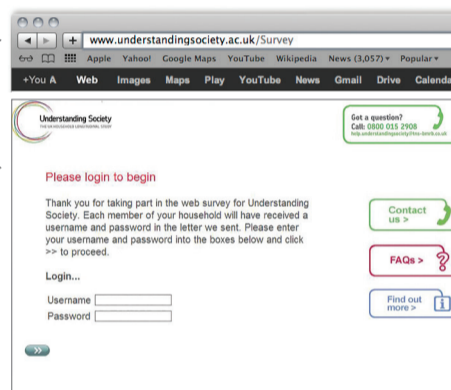
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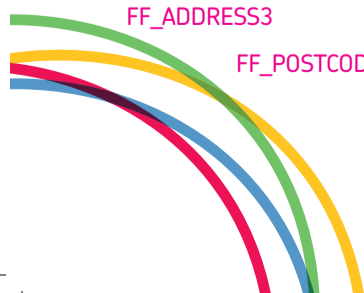
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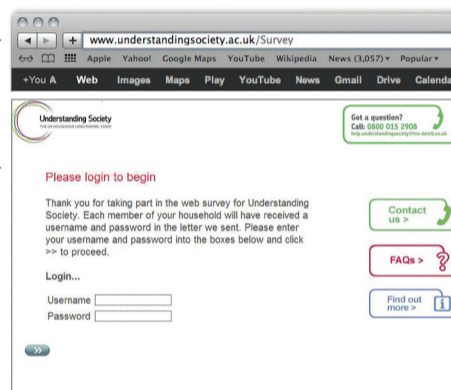
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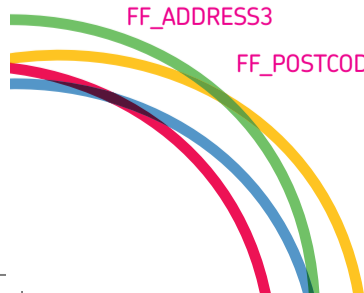
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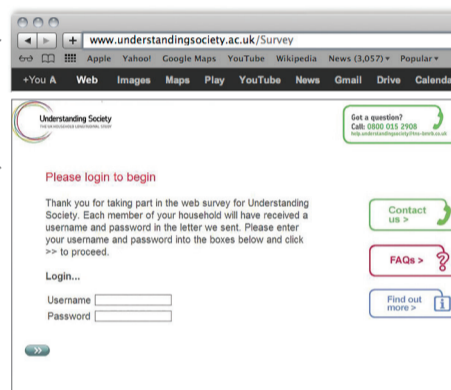
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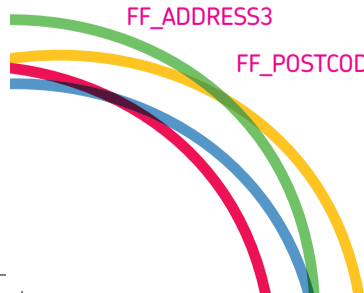
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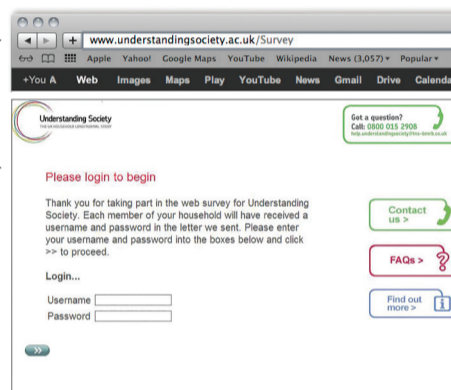
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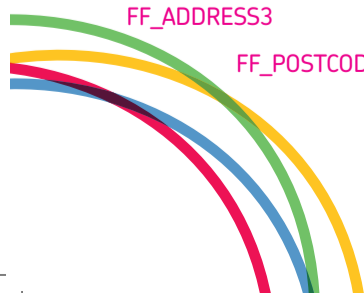
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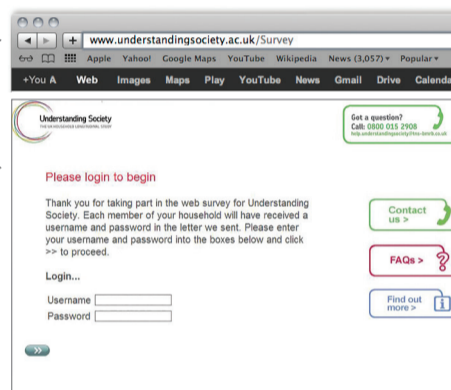
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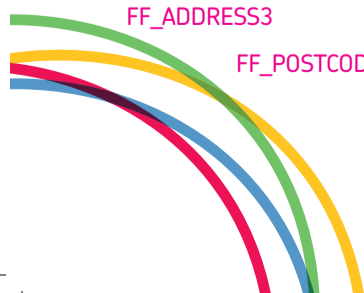
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Name: _____

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Complete the survey

£10 if you take part

Find out more

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<LetterE13>

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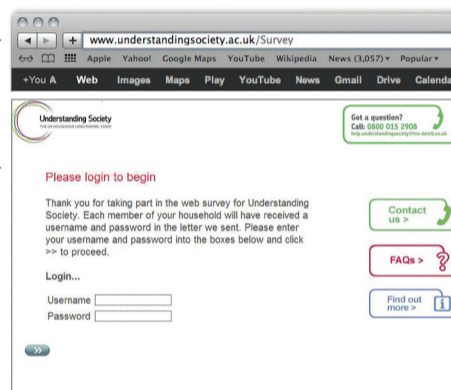
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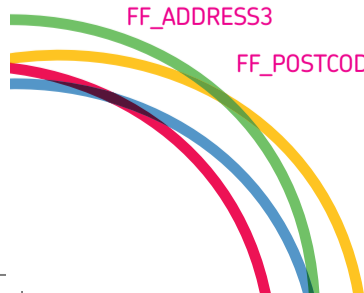
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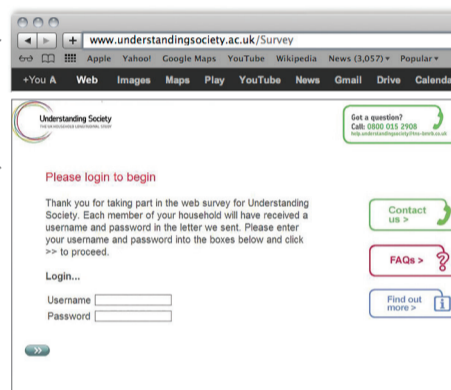
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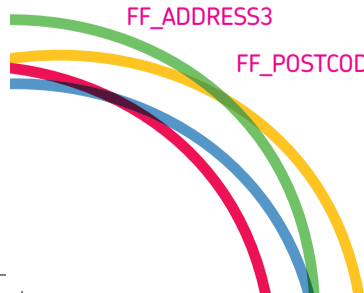
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Understanding Society

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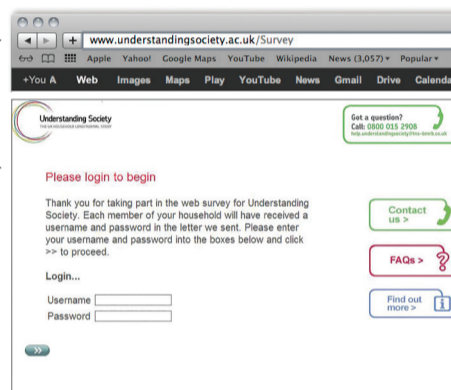
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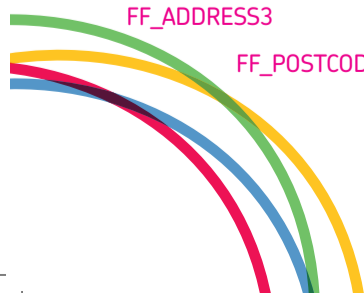
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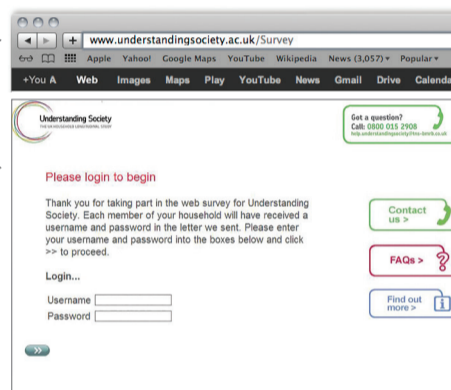
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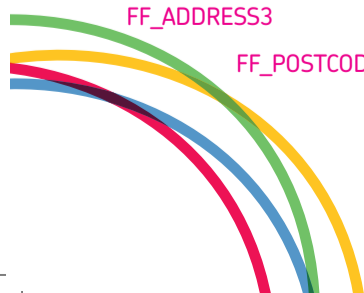
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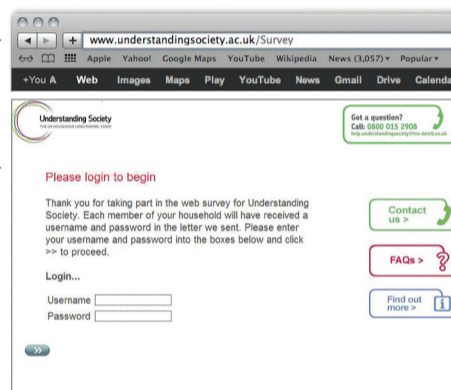
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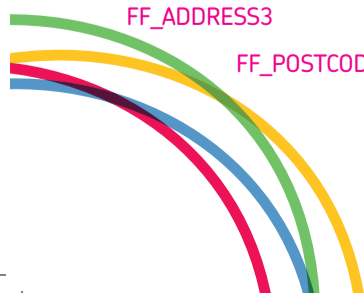
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Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



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.



Completing the Survey online:

To access the survey please type <https://www.understandingsociety.ac.uk/Survey> into the navigation bar on your Internet Browser.

On arrival at the survey homepage please input your username and password into the space provided and press the Next (>>) button.

How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

Do I have to do it all in one go?

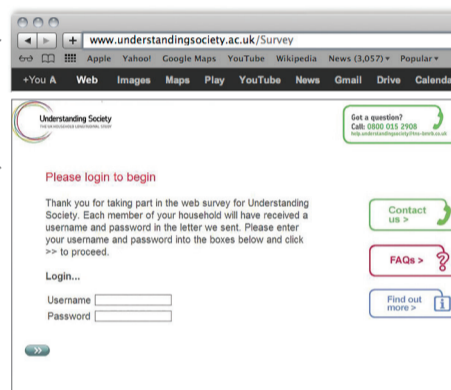
No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

If I exit the survey, will I need to start from the beginning?

No, your answers will be saved and you will be able to continue with the survey at the point where you stopped.

Why isn't there a progress bar?

The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.



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: _____

