



Understanding Society Innovation Panel Wave 8

Advance letters

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Advanced Letters

Face to face advance letter – adult - £10
Face to face advance letter – Rising 16 - £10
Face to face advance letter – adult - £20
Face to face advance letter – rising 16 - £20
Face to face advance letter – adult - £30
Face to face advance letter – rising 16 - £30
Web advance letter – adult - £10
Web advance letter – rising 16 - £10
Web advance letter – adult - £10 + £20
Web advance letter – rising 16 - £10 + £20
Web advance letter – adult - £30
Web advance letter – rising 16 - £30
Generic advance letter
£20 for full household completion
Web – reminder letter
Web – youth questionnaire letter

Face to face advance letter – adult - £10



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<<FF_personno>><<FF_PID>>

<resp_name>
<FF_Address1>
<FF_Address2>
<FF_Address3>
<FF_Address4>
<FF_Address5>
<FF_PostCode>

<Date>

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Your £10 voucher

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With many thanks,

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

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We'll arrange a time

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Here's £10

Find out more

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<125567/Letter 1>

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



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FF_ADDRESS1

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FF_ADDRESS3

FF_POSTCODE

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Home Phone: _____

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Mobile: _____

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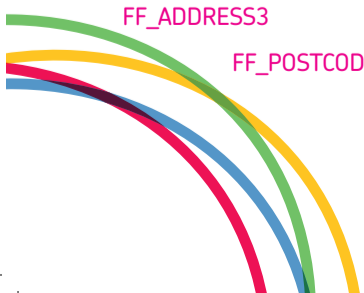
Mobile: _____

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Face to face advance letter – rising 16 - £10



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<125567/Letter 2>

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Face to face advance letter – adult - £20



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Face to face advance letter – rising 16 - £20



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Face to face advance letter – adult - £30



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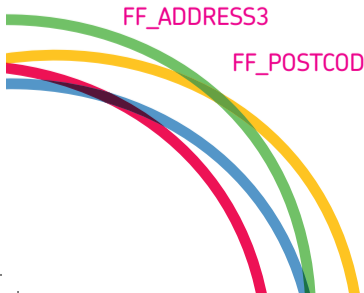
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Face to face advance letter – rising 16 - £30



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Enter your username and password

Complete the survey

Here's £10

Find out more

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< 125567/ Letter 7 >

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



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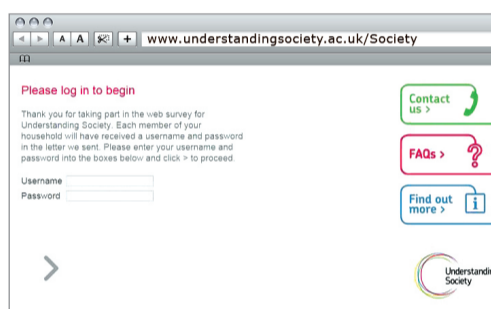
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MOVING FROM...

FF_ADDRESS1

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FF_ADDRESS3

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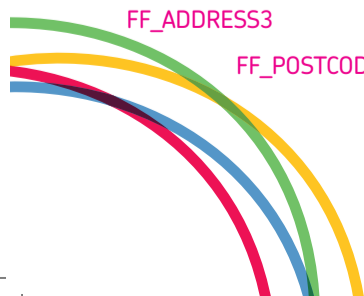
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Web advance letter – rising 16 - £10



Understanding
Society

<<Serial_number>><<ChkL>>/
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<resp_name>
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< 125567/ Letter 8 >

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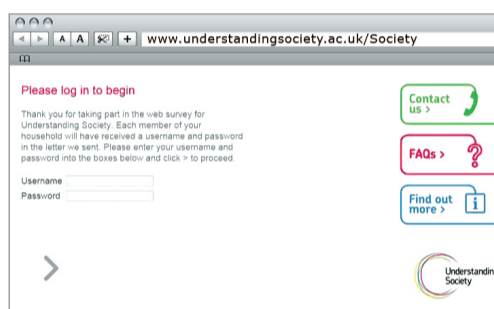
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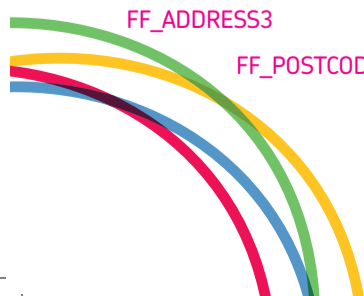
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Web advance letter – adult - £10 + £20



Understanding Society

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< 125567/ Letter 9 >

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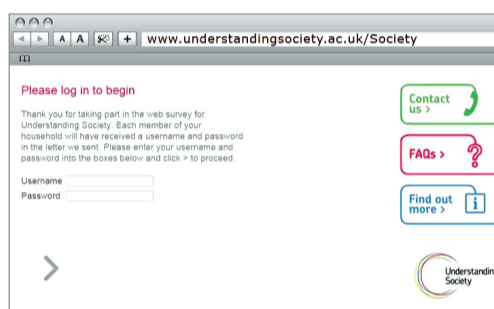
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Web advance letter – rising 16 - £10 + £20



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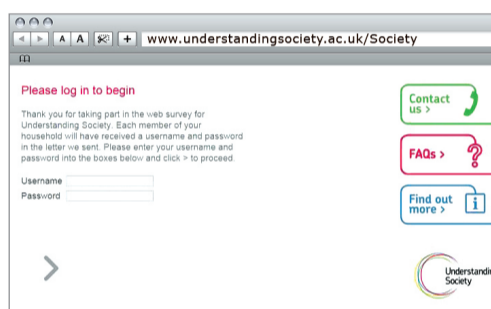
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Web advance letter – adult - £30



Understanding
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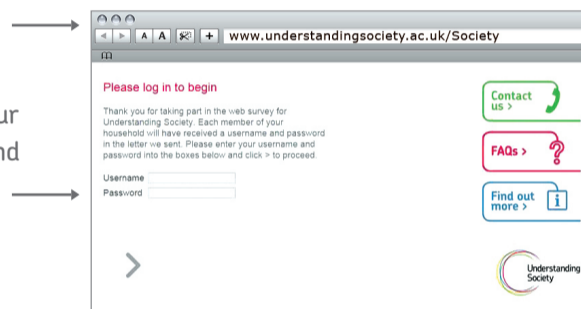
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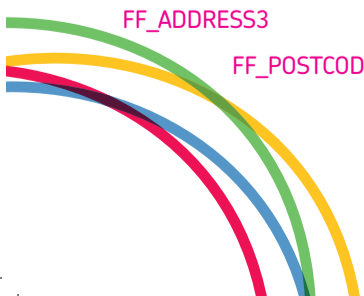
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Web advance letter – rising 16 - £30



Understanding
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3. **Understanding Society gives you a voice on issues that matter.** Whether it's how you're coping with changes at home or work, or what facilities are missing from your neighbourhood, Understanding Society is letting people who make decisions get a better understanding of our lives.

What happens next?

This year the survey is available online at the website shown below, so you can complete it at a time that's best for you. This survey is not optimized for completion on smartphones. We suggest you use a PC, laptop or tablet.

www.understandingsociety.ac.uk/Society

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

Username: <USERNAME>

Password: <PASSWORD>

If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview.

With many thanks,

Professor Nick Buck

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

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.

< 125567/ Letter 12 >

We need
your help



Have your
say online



Enter your
username
and password



Complete
the survey



Here's £30



Find out more



Contact us:

Participant helpline
(Sandra & Colette):
0800 252 853

Web:

understandingsociety.ac.uk

Email:

contact@understandingsociety.ac.uk

You can also follow us on

Twitter @usociety.

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Take us with you.

www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

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



Understanding
Society

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 accurately represents experiences of all types of people. This way, we can see how factors such as the economy or housing affect lives across the whole of the UK.

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 www.understandingsociety.ac.uk/Society 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?

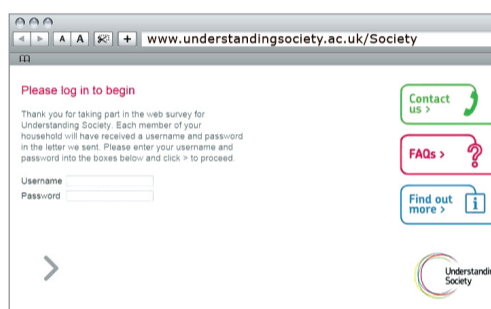
No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

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: _____

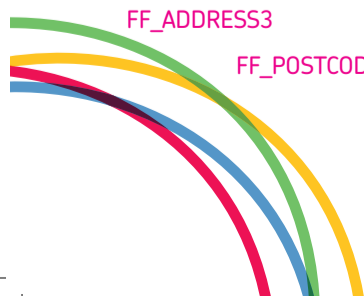
Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Generic advance letter



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 2908** or contact us at 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

Email:

contact@understandingsociety.ac.uk

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Twitter @usociety.

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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.



£20 for full household completion



<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

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

<Date>

Dear <NAME>,

Thank you for taking part in the Understanding Society survey this year.

As promised, please find enclosed your voucher for £20 because all members of your household completed the survey online by the deadline.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Tim Hanson

Contact us:

Participant helpline

(Sandra & Colette):

0800 252 853

Web:

understandingsociety.ac.uk

Email:

contact@understandingsociety.ac.uk

You can also follow us on

Twitter @usociety.

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.

<125567/Letter17>

**Moving home?
Take us with you.**

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contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS

Understanding Society, University of Essex

Wivenhoe Park, Colchester, CO4 3SQ



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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: _____

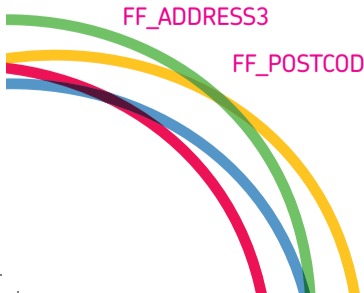
Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Web – reminder letter



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

<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

<Date>

Dear <NAME>,

Your help is still needed

You may remember we contacted you recently asking for your help in this year's Understanding Society survey. There's still time to take part, and by doing so you can help influence decisions on a local and national level. So tell us your thoughts and make your voice heard. If you have already completed the survey then please ignore this message.

The survey is available online at the website shown below, so you can complete it at a time that's best for you.

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>

If you can't complete the survey online, an interviewer will visit you to conduct the survey.

Your participation is entirely voluntary, but we do hope you'll be able to help.

If you have any questions, please call us on 0800 015 2908 or contact us at help.understandingsociety@tns-bmrb.co.uk

Yours faithfully,

Professor Nick Buck

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

We need your help

Have your say online

Enter your username and password

Complete the survey

Find out more

Contact us:

Participant helpline
(Sandra & Colette):
0800 252 853

Web:
understandingsociety.ac.uk

Email:
contact@understandingsociety.ac.uk

You can also follow us on
Twitter @usociety.

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<125567/Letter18>

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Wivenhoe Park, Colchester, CO4 3SQ



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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?

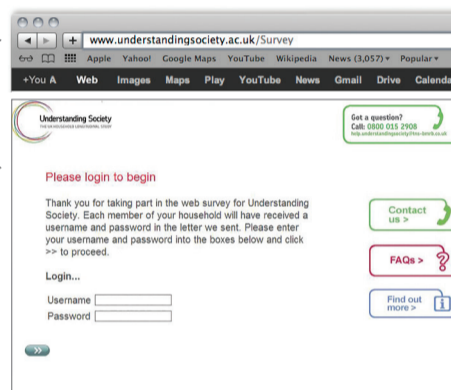
No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

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.



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FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

Mobile: _____

Name: _____

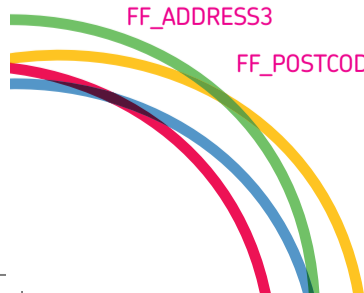
Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Web – youth questionnaire letter



<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

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

<Date>

Dear <NAME>,

Thank you ever so much for your recent participation in Understanding Society. At the end of the interview we mentioned that there is a short self-completion questionnaire that we would like <<Child_name>> to complete.

We would be grateful if you could look through the blank questionnaire and, if you are happy to do so, give it to <<Child_name>>. When <<Child_name>> has completed the questionnaire, they can put it into the envelope enclosed and it can be posted back to us, free of charge.

As you know one of the really important features of the survey is that everyone's answers are completely confidential. This really helps us get responses from people that are completely truthful and accurate and makes the survey one of the best in the world. This applies to all the adults who take part but also all the children, so we ask all parents/guardians to allow their children to complete the questionnaire in private. We hope you understand why this is so important, but if you have any questions, don't hesitate to contact us.

As a token of our appreciation, I have enclosed a £5 voucher for <<Child_name>>.

If you have any questions at all about Understanding Society and your involvement in it, please contact us using the number below. Do also check our special participants' website where you can read some early findings, post comments, send us a message or just find out more information about Understanding Society: www.understandingsociety.ac.uk/participants.

Yours faithfully,

A handwritten signature in black ink that reads "Nick Buck".

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

Contact us:

Participant helpline
(Sandra & Colette):
0800 252 853
Web:
understandingsociety.ac.uk
Email:
contact@understandingsociety.ac.uk
You can also follow us on
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<125567/Letter19>

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contact@understandingsociety.ac.uk
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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: _____

