



Understanding Society

Wave 7

Advanced Letters

CAP1 first adult previous wave responding HH £10

CAP1 first adult previous wave non-contact HH £20

CAP1 first adult previous wave refusal HH £20

CAP1 first rising 16 previous wave responding HH £10

CAP1 first rising 16 previous wave non-contact HH £20

CAP1 first rising 16 previous wave refusal HH £20

CAWI first adult previous wave non-contact HH £20

CAWI first adult previous wave refusal HH £20

CAWI first rising 16 previous wave non-contact HH £20

CAWI first rising 16 previous wave refusal HH £20

CAWI only adult previous wave unproductive HH £10

CAWI only rising 16 previous wave unproductive HH £10

CAWI first adult previous wave responding HH £10

CAWI first rising 16 previous wave responding HH £10

CAP1 first and CAWI first new entrant previous wave unproductive HH £20

CAWI only new entrant previous wave unproductive HH £10

CAWI first new entrant previous wave responding HH £10

CAP1 first web reissue letter

CAPI first adult previous wave responding HH £10



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

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

<Date>

Dear <NAME>,

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Your £10 voucher

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

What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview.

Over 60,000 participants take part in this study every year but each individual matters to us. 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. At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details, either by using this card or using the "Contact us" details below. 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.

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<125325/Letter 1>

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FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
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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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CAPI first rising 16 previous wave non-contact HH £20



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www.understandingsociety.ac.uk/Society

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With many thanks,

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

£20 if you take part

Find out more

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Participant helpline
(Sandra & Colette):
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Web:
understandingsociety.ac.uk
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contact@understandingsociety.ac.uk
You can also follow us on
Twitter @usociety.

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<125325/Letter 7>

Moving home?
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contact@understandingsociety.ac.uk
FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
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Understanding Society

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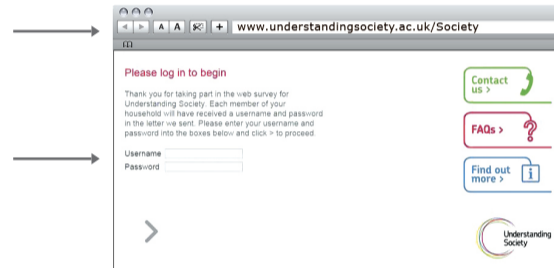
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Name: RESP_NAME

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: _____

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CAWI first adult previous wave refusal HH £20



Understanding Society

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

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

<Date>

Dear <NAME>,

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

Your £20 voucher

We've enclosed a £20 voucher to say thank you for your help and let you know we value your contribution.

What happens next?

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<125325/Letter 8>

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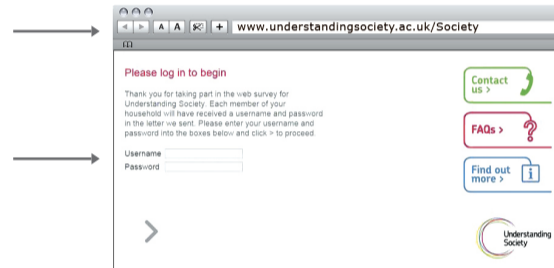
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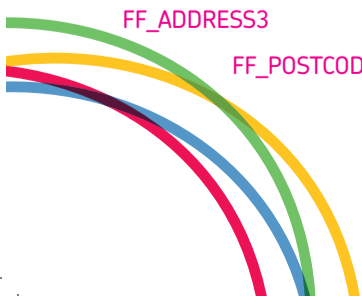
Mobile: _____

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CAWI first rising 16 previous wave non-contact HH £20



Understanding
Society

<<Serial_number>><<ChkL>>/
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<resp_name>
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3 reasons to be part of Understanding Society

- 1. We can't replace you.** No-one else can take your place as no-one else has your mix of circumstances. As you move into adulthood, we're really interested in your experiences during this time.
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< 125325/ Letter 9 >

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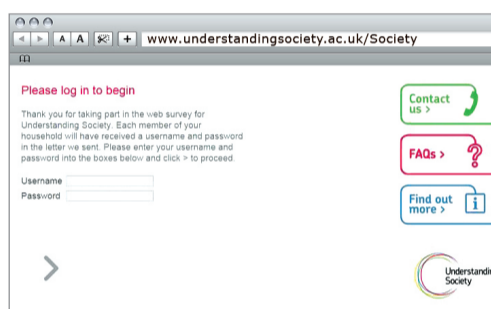
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CAWI first rising 16 previous wave refusal HH £20



Understanding
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< 125325/ Letter 10 >

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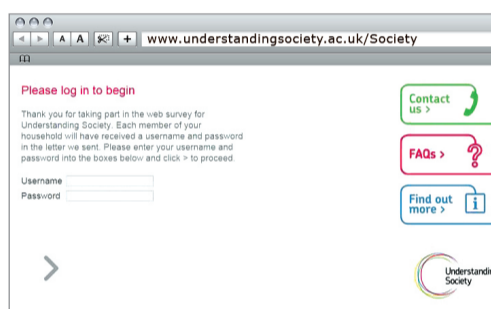
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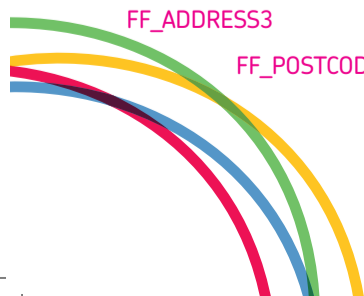
Mobile: _____

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CAWI only adult previous wave unproductive HH £10



<<Serial_number>><<ChkL>>/
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<resp_name>
<FF_Address1>
<FF_Address2>
<FF_Address3>
<FF_Address4>
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<Date>

Dear <NAME>,

We've not been able to talk to you for a couple of years - but we wanted to let you know that you're now able to take part in Understanding Society on-line. We hope that this is a more convenient way for you to help us with this important social study.

Your £10 voucher

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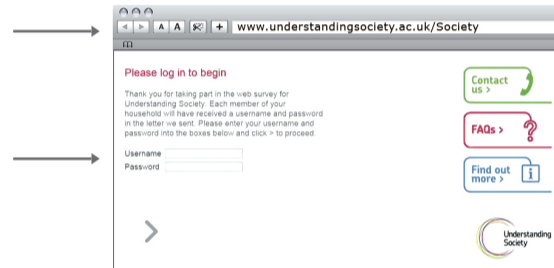
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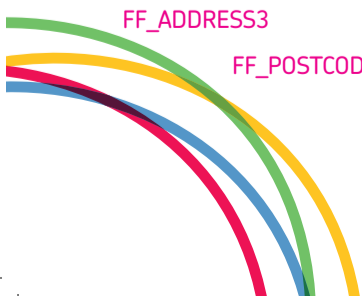
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CAWI only rising 16 previous wave unproductive HH £10



<<Serial_number>><<ChkL>>/
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<resp_name>
<FF_Address1>
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contact@understandingsociety.ac.uk
You can also follow us on
Twitter @usociety.

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<125325/Letter 12>

Moving home? 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



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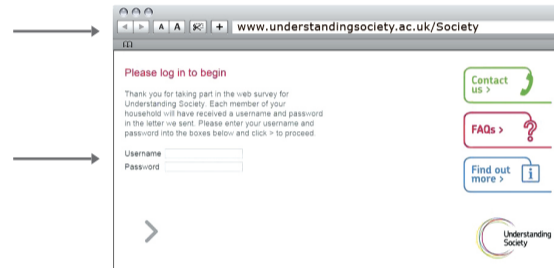
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PID: FF_PID

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: _____

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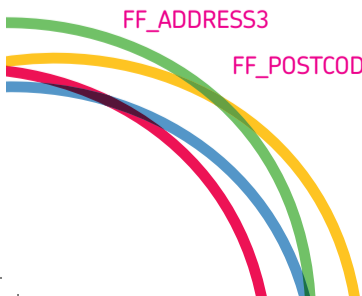
Mobile: _____

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CAWI first adult previous wave responding HH £10



Understanding Society

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

<resp_name>
<FF_Address1>
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<FF_Address3>
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1. We can't replace you. No-one else can take your place as no-one else has your mix of circumstances.
2. Your contribution helps build a more detailed picture of life in the UK. Each year the study becomes more valuable to researchers who are interested in how changes in society are affecting the lives of people in the UK and the choices they make.
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.

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< 125325/ Letter 13 >

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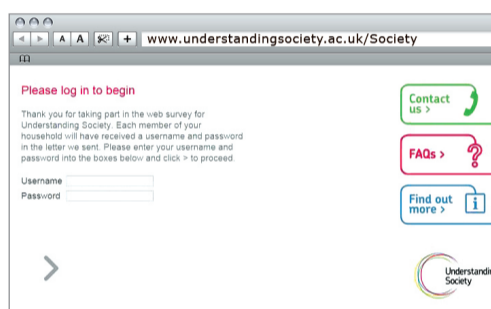
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CAWI first rising 16 previous wave responding HH £10



Understanding
Society

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

<Date>

Dear <NAME>,

You may know that for many years your family have been part of the "Understanding Society" study. We speak to them every year in order to find out how their lives change and what they think about life in the UK today.

As you turn 16, you become one of our specially selected people with whom we would like to speak. So far others in your household may have told us a little bit about you, but now you can have a voice of your own. We hope that you will use this opportunity to tell us and others about what it is like to be young in the UK.

Your £10 voucher and chance to win an iPad

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

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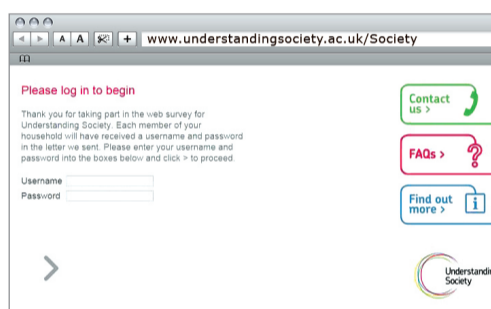
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CAPI first and CAWI first new entrant previous wave unproductive
HH £20



Understanding
Society

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<125325/Letter 15>

We need
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Have your
say online



Enter your
username
and password



Complete
the survey



£20 if you
take part



Find out more



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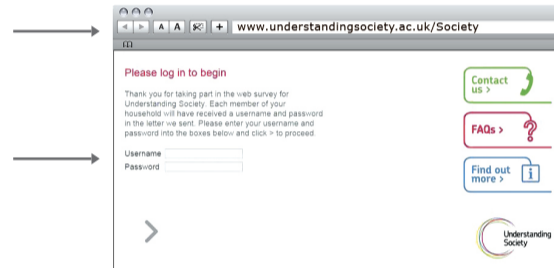
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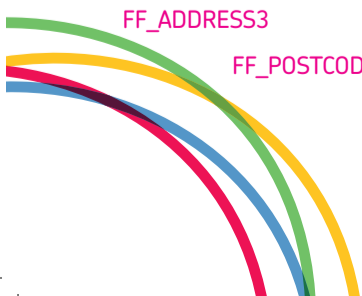
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CAWI only new entrant previous wave unproductive HH £10



Understanding Society

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<125325/Letter 16>

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Enter your username and password



Complete the survey



£10 if you take part



Find out more



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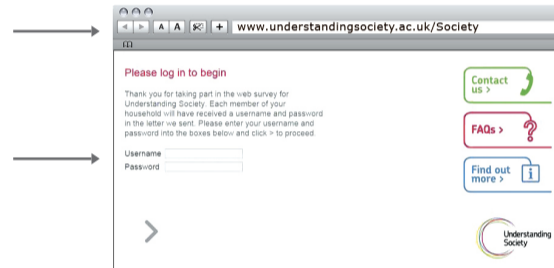
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CAWI first new entrant previous wave responding HH £10



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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?

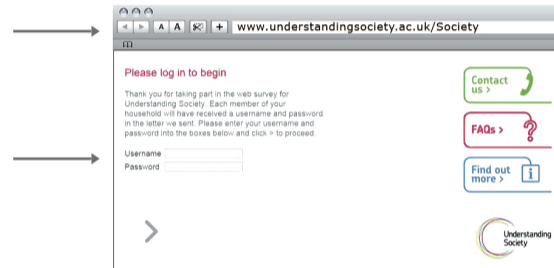
The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.



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: _____

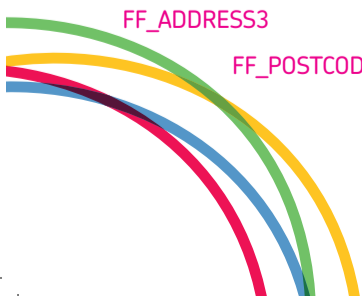
Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



CAPI first web reissue letter



Understanding
Society

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

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

<Date>

Dear <NAME>,

UNIVERSITY OF ESSEX NEEDS YOUR HELP

One of our interviewers has tried to contact you a number of times in the last few weeks hoping to conduct this year's Understanding Society interview with you but so far they have been unsuccessful. We hope you do not mind us trying once more.

MAKE YOUR VOICE HEARD

We are persevering in this way because your views and experiences are very important to us. By taking part, you will help us ensure that the study represents all types of people across the UK, and thus paints an accurate picture of what our society looks like today and how it is gradually changing. To find out more about how what you have told us has been used so far, visit www.understandingsociety.ac.uk/participants

COMPLETE YOUR INTERVIEW ONLINE

This year, there is an opportunity to take part in Understanding Society on-line. We hope that this means that you will be able to complete your interview at a time which is most convenient to you. To access the survey, go to the website below:

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>

Over 60,000 participants take part in this study every year but each individual matters to us. 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. At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details, either by using this card or using the "Contact us" details below. 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.

With many thanks,

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.

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.

<125325/Letter 18>

**Moving home?
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.



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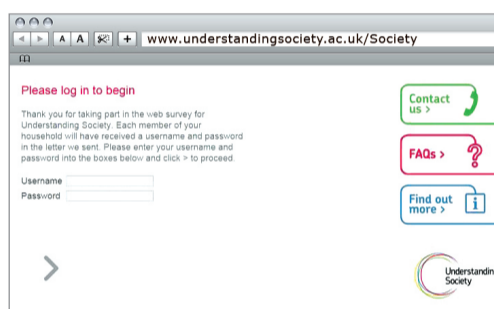
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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

