

IP10 Emails

Letter & Email specification

Emails:

- IP10 - A1 (email 1) - LW productive hh CAWI adult £10 - positive message
- IP10 - A2 (email 2) - LW productive hh CAWI adult £10 negative message
- IP10 - A3 (email 7) - LW productive hh CAWI adult £20 - positive message
- IP10 - A4 (email 107) - LW productive hh CAWI adult £20 - negative message
- IP10 - A5 (Email 3) - LW productive hh CAWI adult £10_£20 - positive message
- IP10 - A6 (email 103) - LW productive hh CAWI adult £10+£20 - negative message
- IP10 - A7 (email 5) - LW productive hh CAWI adult £30 - positive message
- IP10 - A8 (email 105) LW productive hh CAWI adult £30 - negative message
- IP10 - A9 (email 51) - LW unproductive hh CAWI adult £10 - positive message
- IP10 - A10 (email 5101) - LW unproductive hh CAWI adult £10 - negative message
- IP10 - A11 (email 57) - LW unproductive hh CAWI adult £20 - positive message
- IP10 - A12 (email 5107) - LW unproductive hh CAWI adult £20 - negative message
- IP10 - A13 (email 53) - LW unproductive hh CAWI adult £10+£20 - positive message
- IP10 - A14 (Email 5103) - LW unproductive hh CAWI adult £10+£20 - negative message
- IP10 - A15 (email 55) - LW unproductive hh CAWI adult £30 - positive message
- IP10 - A16 (email 5105) - LW unproductive hh CAWI adult £30 - negative message
- IP10 - R1 - LW productive hh CAWI rising-16 £10 - positive message
- IP10 - R2 (email 102) - LW productive hh CAWI rising-16 £10 - negative message
- IP10 - R3 (email 8) - LW productive hh CAWI rising-16 £20 - positive message
- IP10 - R4 (email 108) - LW productive hh CAWI rising-16 £20 - negative message
- IP10 - R5 (Email 4) - LW productive hh CAWI rising 16 £10+£20 - positive message
- IP10 - R6 (email 104) - LW productive hh CAWI rising-16 £10+£20 - negative message
- IP10 - R7 (Email 6) - LW productive hh CAWI Rising 16 £30 - positive message
- IP10 - R8 (email 106) - LW productive hh CAWI Rising 16 £30 - negative message

mode		Longitudinal												Refreshment	
		Last wave responding HH						Last wave non-responding HH						Last wave non-responding HH	
		Adult		R16		new entrant		Adult		R16		new entrant		All adults (16+)	
		Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
CAPI first	£10	Letter A17 (£10uc)	Letter A18 (£10uc)	Letter R17 (£10uc)	Letter R18 (£10uc)	n/a	n/a	Letter A23 (£10c)	Letter A24 (£10c)	Letter R23 (£10c)	Letter R24 (£10c)	n/a	n/a	Letter X1 (£10c)	Letter X2 (£10c)
	£20	Letter A19 (£20uc)	Letter A20 (£20uc)	Letter R19 (£20uc)	Letter R20 (£20uc)			Letter A25 (£20c)	Letter A26 (£20c)	Letter R25 (£20c)	Letter R26 (£20c)				
	£10 rising to £20	n/a						n/a							
	£30	Letter A21 (£30uc)	Letter A22 (£30uc)	Letter R21 (£30uc)	Letter R22 (£30uc)			Letter A27 (£30c)	Letter A28 (£30c)	Letter R27 (£30c)	Letter R28 (£30c)				
Web - first	£10	Letter A1 Email A1 (£10uc)	Letter A2 Email A2 (£10uc)	Letter R1 Email R1 (£10uc)	Letter R2 Email R2 (£10uc)	Letter N1 Email N1 (£10c)	Letter N2 Email N2 (£10c)	Letter A9 Email A9 (£10c)	Letter A10 Email A10 (£10c)	Letter R9 Email R9 (£10c)	Letter R10 Email R10 (£10c)	Letter N3 Email N1 (£10c)	Letter N4 Email N2 (£10c)	n/a	n/a
	£20	Letter A3 Email A3 (£20uc)	Letter A4 Email A4 (£20uc)	Letter R3 Email R3 (£20uc)	Letter R4 Email R4 (£20uc)	Letter N5 Email N3 (£20c)	Letter N6 Email N4 (£20c)	Letter A11 Email A11 (£20c)	Letter A12 Email A12 (£20c)	Letter R11 Email R11 (£20c)	Letter R12 Email R12 (£20c)	Letter N7 Email N3 (£20c)	Letter N8 Email N4 (£20c)		
	£10 rising to £20 with full-HH completion by Sun 4 June	Letter A5 Email A5 (£10uc + £20c)	Letter A6 Email A6 (£10uc + £20c)	Letter R5 Email R5 (£10uc + £20c)	Letter R6 Email R6 (£10uc + £20c)	Letter N9 Email N5 (£10c + £20c)	Letter N10 Email N6 (£10c + £20c)	Letter A13 Email A13 (£10c + £20c)	Letter A14 Email A14 (£10c + £20c)	Letter R13 Email R13 (£10c + £20c)	Letter R14 Email R14 (£10c + £20c)	Letter N11 Email N5 (£10c + £20c)	Letter N12 Email N6 (£10c + £20c)		
	£30	Letter A7 Email A7 (£30uc)	Letter A8 Email A8 (£30uc)	Letter R7 Email R7 (£30uc)	Letter R8 Email R8 (£30uc)	Letter N13 Email N7 (£30c)	Letter N14 Email N8 (£30c)	Letter A15 Email A15 (£30c)	Letter A16 Email A16 (£30c)	Letter R15 Email R15 (£30c)	Letter R16 Email R16 (£30c)	Letter N15 Email N7 (£30c)	Letter N16 Email N8 (£30c)		

mode		Longitudinal												Refreshment	
		Last wave responding HH						Last wave non-responding HH						Last wave non-responding HH	
		Adult		R16		new entrant		Adult		R16		new entrant		All adults (16+)	
		Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
CAPI first	£10	Letter A17 342	Letter A18 345	Letter R17 4	Letter R18 2	n/a	n/a	Letter A23 55	Letter A24 65	Letter R23 0	Letter R24 0	n/a	n/a	Letter X1 480	Letter X2 480
	£20	Letter A19 39	Letter A20 38	Letter R19 0	Letter R20 0			Letter A25 7	Letter A26 4	Letter R25 0	Letter R26 0				
	£10 rising to £20	n/a						n/a							
	£30	Letter A21 43	Letter A22 56	Letter R21 0	Letter R22 1			Letter A27 7	Letter A28 7	Letter R27 0	Letter R28 0				
Web - first	£10	Letter A1 259	Letter A2 248	Letter R1 1	Letter R2 1	Letter N1	Letter N2	Letter A9 48	Letter A10 42	Letter R9 0	Letter R10 0	Letter N3	Letter N4	n/a	n/a
	£20	Letter A3 78	Letter A4 72	Letter R3 1	Letter R4 2	Letter N5	Letter N6	Letter A11 18	Letter A12 13	Letter R11 0	Letter R12 0	Letter N7	Letter N8		
	£10 rising to £20 with full-HH completion by Sun 4 June	Letter A5 200	Letter A6 174	Letter R5 2	Letter R6 3	Letter N9	Letter N10	Letter A13 29	Letter A14 29	Letter R13 0	Letter R14 0	Letter N11	Letter N12		
	£30	Letter A7 293	Letter A8 315	Letter R7 2	Letter R8 6	Letter N13	Letter N14	Letter A15 33	Letter A16 32	Letter R15 0	Letter R16 0	Letter N15	Letter N16		

Advance letters 41 of the 58 **advance** letter types will be used
New entrant letters 16 variants to be used as necessary
Letter X1: refreshment sample, positive ff_hhorig=14 and ff_mailword10=1
Letter X1: refreshment sample, positive ff_hhorig=14 and ff_mailword10=1
Letters X1 and X2 addressed to 'The occupants' (tbc); all other letters to be addressed to the named sample member
Rising 16 letters applicable at IP10: R1-R8, R17-R18, R22 only)

IP10 - A1 (email 1) - LW productive hh CAWI adult £10 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:18:31



1234567890A01
1234567891234

We can't do without you, Mr Phil Westwood.

Can you spare some valuable time to help our world-leading study?

Understanding Society is a wonderful data resource. It is used by academics, students, policy makers and charities such as Age UK and The Children's Society. You are an important part of it. Your participation gives a voice to the experiences of thousands of people like you. The information you have given us previously is very valuable and will become even more valuable if you participate again this year. We need to continue interviewing the same people in order to understand changes in our society.

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



To say thank you for your help, we have sent you a £10 gift-card.



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



Please let us know if you change any of your contact details by filling out our [online form](#).

If you have any questions, please [email](#) our Participant Helpline.

Many thanks,



Professor Michaela Benzeval
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.

IP10 - A2 (email 2) - LW productive hh CAWI adult £10 negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:18:42



1234567890A02
1234567891234

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IP10 - A3 (email 7) - LW productive hh CAWI adult £20 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:18:54



1234567890A03
1234567891234

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IP10 - A4 (email 107) - LW productive hh CAWI adult £20 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:05



1234567890A04
1234567891234

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IP10 - A5 (Email 3) - LW productive hh CAWI adult £10_£20 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:08:30



1234567890A05
1234567891234

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Can you spare some valuable time to help our world-leading study?

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IP10 - A6 (email 103) - LW productive hh CAWI adult £10+£20 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:03:00



1234567890A06
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - A7 (email 5) - LW productive hh CAWI adult £30 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:24



1234567890A07
1234567891234

We can't do without you, Mr Phil Westwood.

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To say thank you for your help, we have sent you a £30 gift-card.



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IP10 - A8 (email 105) LW productive hh CAWI adult £30 - negative
mesasge

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:33



1234567890A08
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - A9 (email 51) - LW unproductive hh CAWI adult £10 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:38



1234567890A09
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - A10 (email 5101) - LW unproductive hh CAWI adult £10 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:45



1234567890A10
1234567891234

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IP10 - A11 (email 57) - LW unproductive hh CAWI adult £20 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:52



1234567890A11
1234567891234

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IP10 - A12 (email 5107) - LW unproductive hh CAWI adult £20 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:19:57



1234567890A12
1234567891234

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IP10 - A13 (email 53) - LW unproductive hh CAWI adult £10+£20 -
positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:23:02



1234567890A13
1234567891234

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IP10 - A14 (Email 5103) - LW unproductive hh CAWI adult £10+£20 -
negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:08:26



1234567890A14
1234567891234

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IP10 - A15 (email 55) - LW unproductive hh CAWI adult £30 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:14



1234567890A15
1234567891234

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If you have any questions, please [email](#) our Participant Helpline.

Many thanks,



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

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IP10 - A16 (email 5105) - LW unproductive hh CAWI adult £30 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:20



1234567890A16
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - R1 - LW productive hh CAWI rising-16 £10 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:27



1234567890\R01
1234567891234

We can't do without you, Mr Phil Westwood.

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.

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IP10 - R2 (email 102) - LW productive hh CAWI rising-16 £10 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:33



1234567890\R02
1234567891234

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IP10 - R3 (email 8) - LW productive hh CAWI rising-16 £20 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:38



1234567890\R03
1234567891234

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IP10 - R4 (email 108) - LW productive hh CAWI rising-16 £20 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:20:47



1234567890\R04
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - R5 (Email 4) - LW productive hh CAWI rising 16 £10+£20 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:22:06



1234567890\R05
1234567891234

We can't do without you, Mr Phil Westwood.

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IP10 - R6 (email 104) - LW productive hh CAWI rising-16 £10+£20 -
negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 27 April 2017 18:04:58



1234567890\R06
1234567891234

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IP10 - R7 (Email 6) - LW productive hh CAWI Rising 16 £30 - positive message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:21:15



1234567890\R07
1234567891234

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IP10 - R8 (email 106) - LW productive hh CAWI Rising 16 £30 - negative message

From: Understanding Society
To: [Westwood, Phil \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 24 April 2017 17:21:13



1234567890\R08
1234567891234

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