

## Email 1 – Adult £10

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

Can you spare some valuable time to help our world-leading 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 picture of 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](#).



To say thank you for your help, we have sent you a £10 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](#) the Participant Liaison Team. 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 2: Rising 16 £10

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](#).



To say thank you for your help, we will send you a £10 voucher. 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.

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](#) the Participant Liaison Team. 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 3: Advance Adult £10 + £20**

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

Can you spare some valuable time to help our world-leading 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 picture of 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](#).



To say thank you for your help, we have sent you a £10 voucher. And, if all members of your household complete the survey online by Sunday 31st May 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](#) the Participant Liaison Team. 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 4: Advance R16 £10 + £20**

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](#).



To say thank you for your help, we will send you a £10 voucher. And, if all members of your household complete the survey online by Sunday 31st May we will send each of you an additional £20 voucher. 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.

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](#) the Participant Liaison Team. 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 5: Advance Adult £30

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

Can you spare some valuable time to help our world-leading 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 picture of 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](#).



To say thank you for your help, we have sent you a £30 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](#) the Participant Liaison Team. 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 6: Advance R16 £30

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](#).



To say thank you for your help, we will send you a £30 voucher. 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.

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](#) the Participant Liaison Team. 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 7: New Entrant £10

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. Other members of your household are already part of Understanding Society.

You can complete the survey online. Just click [here](#).



To say thank you for your help, we will send you a £10 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](#) the Participant Liaison Team. 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 8: New Entrant £10 + £20**

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. Other members of your household are already part of Understanding Society.

You can complete the survey online. Just click [here](#).



To say thank you for your help, we will send you a £10 voucher. And, if all members of your household complete the survey online by Sunday 31st May 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](#) the Participant Liaison Team. 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 9: New Entrant £30**

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. Other members of your household are already part of Understanding Society.

You can complete the survey online. Just click [here](#).



To say thank you for your help, we will send you a £30 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 the Participant Liaison Team. 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 10: Break off**

Dear <NAME>,

You recently started your Understanding Society survey, but did not complete it. Unfortunately the survey can't be the world-class study we want it to be without all your answers to all of the questions, so we do hope you will be able to finish it.

You can still log in to the survey and pick up where you last left it by clicking onto the link below:



I hope that you are able to answer the remaining questions. I am very grateful for all your help on this important study.

If you have any questions at all about Understanding Society, please email us at <[contact\\_email\\_address](#)> or via the participants' website where you can also read some early findings, post comments, or just find out more information about Understanding Society: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants).

If you have experienced technical difficulties at any point during the survey or require technical support accessing the survey, please contact the help-desk on Freephone <[number](#)> or email <[help\\_email\\_address](#)>.

Yours faithfully,

Many thanks,

<sig>

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

## Email 11: Educational information

Dear <NAME>,

Thank you for completing your Understanding Society survey recently.

During that interview, we asked you some questions about earnings of people with different levels of education. Based on information on actual earnings from the UK Labour Force Survey, graphs of the average earnings of 26 to 34 year old men and women working full-time were displayed during the survey. You requested that a copy of these graphs be sent to you. Please click [here](#) to download a copy.

If you have any questions at all about Understanding Society, please email us at [<contact\\_email\\_address>](#) or via the participants' website where you can also read some early findings, post comments, or just find out more information about the study:  
[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)

Yours faithfully,

<sig>

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

## Email 12: Reminder

<TITLE> <NAME>, your help is still needed.

You may remember I emailed 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 at a local and national level on issues that really matter to you. We hope you can take part this year. If you have already completed the survey then please ignore this message.

You can complete the survey online by clicking [here](#).



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

Username: \*\*\*\*\*

Password: \*\*\*\*\*

Many thanks,

<sig>

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

**Email 13: Reminder (plain text)**

<TITLE> <NAME>, your help is still needed.

You may remember I emailed 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 at a local and national level on issues that really matter to you. We hope you can take part this year. If you have already completed the survey then please ignore this message.

You can complete the survey online by clicking here:

<survey\_link>

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

Username: \*\*\*\*\*

Password: \*\*\*\*\*

Many thanks,

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

## Email 14: Transfer to mop up (CAWI)

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

You may remember we contacted you earlier this year asking for your help in this year's Understanding Society survey. Our interviewer has not been able to carry out an interview with you during their visits. We hope you do not mind us trying once more.

We have made the survey available to complete online again at the website shown below between 21st October and 2nd November. We hope that this will make it easier for you to participate in this year's Understanding Society survey at a time which is most convenient to you. Just click [here](#).



An interviewer may also try to contact you by telephone over the next two weeks, in case you cannot complete the survey online.

We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and can paint an accurate picture of what our society looks like today and how it is gradually changing.

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](#) the Participant Liaison Team. 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 15: Transfer top mop up (CAPI)

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

You may remember we contacted you earlier this year asking for your help in this year's Understanding Society survey. Our interviewer has not been able to carry out an interview with you during their visits. We hope you do not mind us trying once more.

You can now take part in this year's Understanding Society survey online. The survey will be available to complete online at the website shown below between 21st October and 2nd November. We hope that this will make it easier for you to participate at a time which is most convenient to you. Just click [here](#).



An interviewer may also try contact you by telephone over the next two weeks, in case you cannot complete the survey online.

We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and can paint an accurate picture of what our society looks like today and how it is gradually changing.

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](#) the Participant Liaison Team. 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 16: Second invite (username and password)**

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

Earlier today we sent you an email asking if you could spare some valuable time to help our world-leading study.

Unfortunately, some people have had some difficulty logging in to take part. I am very sorry if you experienced these problems – this issue has now been corrected. When you've reached the website, you'll be asked to enter your unique username and password:

Username: \*\*\*\*\*

Password: \*\*\*\*\*



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 picture of 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.

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](#) the Participant Liaison Team. 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