

## **IP10 CAPI –first advance letters**

Letter A17 last wave responding household adult £10 – positive message

Letter A18 last wave responding household adult £10 – negative message

Letter A19 last wave responding household adult £20 – positive message

Letter A20 last wave responding household adult £20 – negative message

Letter A21 last wave responding household adult £30 – positive message

Letter A22 last wave responding household adult £30 – negative message

Letter A23 last wave non-responding household adult £10 – positive message

Letter A24 last wave non-responding household adult £10 – negative message

Letter A25 last wave non-responding household adult £20 – positive message

Letter A26 last wave non-responding household adult £20 – negative message

Letter A27 last wave non-responding household adult £30 – positive message

Letter A28 last wave non-responding household adult £30 – negative message

Letter R17 last wave responding household rising16 £10 – positive message

Letter R18 last wave responding household rising 16 £10 – negative message

Letter R22 last wave responding household rising 16 £30 – negative message

IP10 Letter X1 Refreshment sample positive message

IP10 Letter X1 Refreshment sample negative message

Letter A17 last wave responding household adult £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

*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.

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To say thank you for your help and let you know we value your contribution, we've enclosed a £10 gift-card which has already been activated for you, and is ready to use.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 1 (A17)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



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## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

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### Policy makers

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Wivenhoe Park, Colchester. C04 3SQ





Letter A18 last wave responding household adult £10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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With many thanks,

*Michaela Benzeval*

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

Letter 101 (A18)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

(inc STD code)

Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Date of move: \_\_\_\_\_

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Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

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Letter A19 last wave responding household adult £20 – positive message



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Add4  
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Postcode

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With many thanks,

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**Professor Michaela Benzeval** – Director, Understanding Society  
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Letter 3 (A19)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Wivenhoe Park, Colchester. C04 3SQ



Letter A20 last wave responding household adult £20 – negative message



RESP\_Name  
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Add3  
Add4  
Add5  
Postcode

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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 103 (A20)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_



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Wivenhoe Park, Colchester. C04 3SQ



Letter A21 last wave responding household adult £30 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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Institute for Social and Economic Research, University of Essex

Letter 5 (A21)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Letter A22 last wave responding household adult £30 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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With many thanks,

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**Professor Michaela Benzeval** – Director, Understanding Society  
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Letter 105 (A22)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

(inc STD code)

Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Date of move: \_\_\_\_\_

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Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

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Letter A23 last wave non-responding household adult £10 – positive message





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Letter 51 (A23)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

(inc STD code)

Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Date of move: \_\_\_\_\_

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Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

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Letter A24 last wave non-responding household adult £10 – negative message



RESP\_Name  
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Postcode

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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 5101 (A10)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A25 last wave non-responding household adult £20 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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We hope you will help us this year. An interviewer will be in touch with you soon to arrange a convenient time for an interview.

To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £20 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 53 (A25)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



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### Policy makers

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Take us with you.**

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





Letter A26 last wave non-responding household adult £20 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

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

Letter 5103 (A26)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



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It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A27 last wave non-responding household adult £30 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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We hope you will help us this year. An interviewer will be in touch with you soon to arrange a convenient time for an interview.

To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £30 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

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

Letter 55 (A27)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



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There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

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### Charities & think tanks

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### Policy makers

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A28 last wave non-responding household adult £30 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 5105 (A28)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_



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## WHO'S USING THE STUDY?



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter R17 last wave responding household rising16 £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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### Your £10 gift-card and chance to win an iPad

We would really like you to take part, so, to say thank you for sharing your views, we've enclosed a £10 gift-card which has already been activated for you, and is ready to use. 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.

An interviewer will be in touch soon to arrange a convenient time to interview you. The interview will last about 45 minutes to an hour, depending on your situation.

If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find the contact details below.

With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 2 (R17)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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You receive gift cards and the chance to win an iPad

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Understanding  
Society

Letter R18 last wave responding household rising 16 £10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 102 (R18)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter R22 last wave responding household rising 16 £30 – negative message





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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With many thanks,

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

Letter 106 (R22)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the Understanding Society survey



Understanding Society gives you a voice on issues that matter to young people



You receive gift cards and the chance to win an iPad

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



IP10 Letter X1 Refreshment sample positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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. The data are used by academics, students, policy makers and charities such as Age UK and The Children's Society. 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 participation will give a voice to the experiences of thousands of people like you. The information already given to us by other participants has proved to be very valuable and will become even more valuable if you participate too. To find out more about the study, please visit

[www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

Please be assured that all the information you provide is treated confidentially.

To say thank you for your help and let you know we value your contribution, we've enclosed a **£10 gift-card** which has already been activated for you, and is ready to use. Anyone else in your household who is interviewed will be sent a **£10 gift-card** afterwards.

An interviewer will be in touch with you soon to arrange a convenient time for an interview. Each person's interview should last approximately 30 minutes to an hour depending on your circumstances.

Over 60,000 participants take part in this survey every year but each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find their contact details below.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 15 (X1)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

## About the study.

Long-term studies like Understanding Society help us find out about how lives in the UK are changing over time. This information is used by academics, policy-makers and researchers working for governments, charities and the voluntary sector in this country and abroad to inform policy making.

The strength of Understanding Society is that it talks to the same people each year so we can see how things like the economic situation and the way our society is changing affects your life. The study is your study and is about issues that affect you and everyone in our diverse society.

Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at [www.understandingsociety.ac.uk/headlines](http://www.understandingsociety.ac.uk/headlines)

## The interview.

If you're unable to complete your interview online an interviewer will be in touch to arrange a convenient time to interview you and other members of your household.

The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

## Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a gift card as a thank you for completing the questionnaire.

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



IP10 Letter X1 Refreshment sample negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Date

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With many thanks,

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

Letter 115 (X2)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





## IP10 CAWI –first advance letters

Letter A1 last wave responding household adult £10 – positive message

Letter A2 last wave responding household adult £10 – negative message

Letter A3 last wave responding household adult £20 – positive message

Letter A4 last wave responding household adult £20 – negative message

Letter A5 last wave responding household adult £10 + £10 – positive message

Letter A6 last wave responding household adult £10 + £10 – negative message

Letter A7 last wave responding household adult £30 – positive message

Letter A8 last wave responding household adult £30 – negative message

Letter A9 last wave non-responding household adult £10 – positive message

Letter A10 last wave non-responding household adult £10 – negative message

Letter A11 last wave non-responding household adult £20 – positive message

Letter A12 last wave non-responding household adult £20 – negative message

Letter A13 last wave non-responding household adult £10 + £10 – positive message

Letter A14 last wave non-responding household adult £10 +£10 – negative message

Letter A15 last wave non-responding household adult £30 – positive message

Letter A16 last wave non-responding household adult £30 – negative message

R1 last wave responding household rising 16 £10 – positive message

R2 last wave responding household rising 16 £10 – negative message

R3 last wave responding household rising 16 £20 – positive message

R4 last wave responding household rising 16 £20 – negative message

R5 last wave responding household rising 16 £10 = £10 – positive message

R6 last wave responding household rising 16 £10 +£10 – negative message

R7 last wave responding household rising 16 £30– positive message

R8 last wave responding household rising 16 £30 – negative message

Letter A1 last wave responding household adult £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Date

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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To say thank you for your help and let you know we value your contribution, we've enclosed a £10 gift-card which has already been activated for you, and is ready to use.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

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

Letter 7 (A1)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

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## WHO'S USING THE STUDY?



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A2 last wave responding household adult £10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 107 (A2)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A3 last wave responding household adult £20 – positive message





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
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Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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Letter 13 (A3)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A4 last wave responding household adult £20 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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Institute for Social and Economic Research, University of Essex

Letter 113 (A4)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Wivenhoe Park, Colchester. C04 3SQ



Letter A5 last wave responding household adult £10 + £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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.

To say thank you for your help and let you know we value your contribution, we've enclosed a £10 gift-card which has already been activated for you, and is ready to use. And if all members of your household complete the survey online by Sunday 4th June we will send each of you an additional £20 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

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

Letter 9 (A5)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

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### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





Letter A6 last wave responding household adult £30 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 109 (A6)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A7 last wave responding household adult £30 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

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Institute for Social and Economic Research, University of Essex

Letter 11 (A7)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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## Moving home? Take us with you.

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A8 last wave responding household adult £30 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

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Letter 111 (A8)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____



## WHY TAKE PART?



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## WHO'S USING THE STUDY?



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A9 last wave non-responding household adult £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 57 (A9)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A10 last wave non-responding household adult £10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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Letter 5107 (A10)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A11 last wave non-responding household adult £20 – positive message





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
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Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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Letter 513 (A11)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A12 last wave non-responding household adult £20 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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.

To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £20 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 5113 (A12)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A13 last wave non-responding household adult £10 + £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £10 gift-card. And if all members of your household complete the survey online by Sunday 4th June we will send each of you an additional £20 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 59 (A13)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

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[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





Letter A14 last wave non-responding household adult £10 +£10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

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

Letter 5109 (A14)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

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## WHO'S USING THE STUDY?



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### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

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## Moving home? Take us with you.

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A15 last wave non-responding household adult £30 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £30 gift-card which has already been activated for you, and is ready to use.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 511 (A15)

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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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter A16 last wave non-responding household adult £30 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 5111 (A16)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



R1 last wave responding household rising 16 £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

Over the past few years you may have completed a short *Understanding Society* questionnaire for 10 to 15 year-olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time.

*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.

**Your £10 gift-card and chance to win an iPad**

We would really like you to take part, so, to say thank you for sharing your views, we've enclosed a £10 gift-card which has already been activated for you, and is ready to use.

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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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

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

Letter 8 (R1)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Understanding  
Society

R2 last wave responding household rising 16 £10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

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Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

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Letter 108 (R2)

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.

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Take us with you.**

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Understanding  
Society

R3 last wave responding household rising 16 £20 – positive message





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)

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

Username

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.

If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find the contact details below.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is fluid and cursive, with the first name "Michaela" written in a larger, more prominent script than the surname "Benzeval".

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

Letter 14 (R3)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



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## WHO'S USING THE STUDY?



### Academics

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### Charities & think tanks

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### Policy makers

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## Moving home? Take us with you.

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



R4 last wave responding household rising 16 £20 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
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Letter 114 (R4)

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Name: RESP\_Name  
PID: FF\_PID  
MOVING FROM...  
Add1  
Add2  
Add3  
Add4  
Add5  
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: \_\_\_\_\_

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Understanding  
Society

R5 last wave responding household rising 16 £10 = £10 – positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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With many thanks,

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

Letter 10 (R5)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



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## WHO'S USING THE STUDY?



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





R6 last wave responding household rising 16 £10 +£10 – negative message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

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Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

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

Letter 110 (R6)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



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It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



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### Charities & think tanks

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### Policy makers

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**Moving home?  
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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



R7 last wave responding household rising 16 £30– positive message



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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Letter 12 (R7)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



R8 last wave responding household rising 16 £30 – negative message



RESP\_Name  
Add1  
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Add5  
Postcode

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Letter 112 (R8)

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_



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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Understanding  
Society

## **IP10 New entrant advance letters**

Letter N1 new entrant last wave responding hh positive message £10

Letter N2 new entrant last wave responding hh negative message£10

Letter N3 new entrant last wave non responding hh positive message£10

Letter N4 new entrant last wave non responding hh negative message£10

Letter N5 new entrant last wave responding hh positive message £20

Letter N6 new entrant last wave responding hh negative message £20

Letter N7 new entrant last wave non responding hh positive message £20

Letter N8 new entrant last wave non responding hh negative message £20

Letter N9 new entrant last wave responding hh positive message £10 +  
£10

Letter N10 new entrant last wave responding hh negative message£10 +  
£10

Letter N11 new entrant last wave non responding hh positive message£10  
+ £10

Letter N12 new entrant last wave non responding hh negative  
message£10 + £10

Letter N13 new entrant last wave responding hh positive message £30

Letter N14 new entrant last wave responding hh negative message£30

Letter N15 new entrant last wave non responding hh positive message£30

Letter N16 new entrant last wave non responding hh negative  
message£30

Letter N1 new entrant last wave responding hh positive message £10



RESP\_Name  
Add1  
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Add3  
Add4  
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Postcode

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Date

Salutation

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**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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. 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 our Participant Helpline.

With many thanks,

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

Letter 16 (N1)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____
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## Young people in the house?

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## Moving home? Take us with you.

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Wivenhoe Park, Colchester. C04 3SQ



Letter N2 new entrant last wave responding hh negative message£10



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Add2  
Add3  
Add4  
Add5  
Postcode

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Date

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With many thanks,

*Michaela Benzeval*

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

Letter 116 (N2)

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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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Wivenhoe Park, Colchester. C04 3SQ





Letter N3 new entrant last wave non responding hh positive message£10



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Add5  
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**Contact us:**

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Institute for Social and Economic Research, University of Essex

Letter 516 (N3)

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Wivenhoe Park, Colchester. C04 3SQ



Letter N4 new entrant last wave non responding hh negative message£10



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With many thanks,

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

Letter 5116 (N4)

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Letter N5 new entrant last wave responding hh positive message £20



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Letter 17 (N5)

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Letter N6 new entrant last wave responding hh negative message £20



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Letter 117 (N6)

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____
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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N7 new entrant last wave non responding hh positive message £20



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

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

Letter 517 (N7)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N8 new entrant last wave non responding hh negative message £20





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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With many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

Letter 5117 (N8)

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Wivenhoe Park, Colchester. C04 3SQ



Letter N9 new entrant last wave responding hh positive message £10 +  
£10



RESP\_Name  
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Add5  
Postcode

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Date

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With many thanks,

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

Letter 19 (N9)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N10 new entrant last wave responding hh negative message£10 +  
£10



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Add5  
Postcode

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With many thanks,

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

Letter 119 (N10)

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Wivenhoe Park, Colchester. C04 3SQ





Letter N11 new entrant last wave non responding hh positive message£10  
+ £10



RESP\_Name  
Add1  
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Add3  
Add4  
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Postcode

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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 519 (N11)

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## The interview.

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The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

## Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a gift card as a thank you for completing the questionnaire.

## Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N12 new entrant last wave non responding hh negative  
message£10 + £10



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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. The data are used by academics, students, policy makers and charities such as Age UK and The Children's Society. 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 participation will give a voice to the experiences of thousands of people like you. The information already given to us by other participants has proved to be very valuable but will become less valuable if you do not participate too. To find out more about the study, please visit

[www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

Please be assured that all the information you provide is treated confidentially.

To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a **£10 gift-card**. And if all members of your household complete the survey online by Sunday 4th June we will send each of you an additional **£20 gift-card**.

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/Society](http://www.understandingsociety.ac.uk/Society)

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
---------------------------	-------------------------

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. 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 our Participant Helpline.

With many thanks,

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

Letter 5119 (N12)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

## Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

## About the study.

Long-term studies like Understanding Society help us find out about how lives in the UK are changing over time. This information is used by academics, policy-makers and researchers working for governments, charities and the voluntary sector in this country and abroad to inform policy making.

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Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at [www.understandingsociety.ac.uk/headlines](http://www.understandingsociety.ac.uk/headlines)

## The interview.

If you're unable to complete your interview online an interviewer will be in touch to arrange a convenient time to interview you and other members of your household.

The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

## Young people in the house?

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N13 new entrant last wave responding hh positive message £30



RESP\_Name  
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Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)

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

Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 18 (N13)

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.

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Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____



## Why are you important?

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## The interview.

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Wivenhoe Park, Colchester. C04 3SQ



Letter N14 new entrant last wave responding hh negative message£30



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**Contact us:**

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Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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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. 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 our Participant Helpline.

With many thanks,

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

Letter 118 (N14)

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

## Why are you important?

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## The interview.

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Letter N15 new entrant last wave non responding hh positive message£30



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Postcode

**Contact us:**

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

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Username: <b>082adxrv</b>	Password: <b>Greens</b>
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With many thanks,

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

Letter 518 (N15)

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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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP_Name	MOVING TO...
PID: FF_PID	New Address: _____
MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

## Why are you important?

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## The interview.

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The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

## Young people in the house?

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Letter N16 new entrant last wave non responding hh negative  
message£30





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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
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Date

Salutation

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With many thanks,

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

Letter 5118 (N16)

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MOVING FROM...	
Add1	Home Phone: _____
Add2	(inc STD code)
Add3	Postcode: _____
Add4	Mobile: _____
Add5	E-mail address: _____
Postcode	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: _____

## Why are you important?

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



## **IP10 Other letters**

CAWI reminder

Generic letter

Incentive letter £10

Incentive letter £20

Incentive letter £20 bonus

Incentive letter £30

Re-issue letter

Stable contact letter

Tracing letter

Youth self-completion letter

CAWI reminder



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### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

If you have already completed your *Understanding Society* interview online – thank you! We will be sending you your gift card very soon.

If you have yet to complete – doing so has never been easier. Simply follow the instructions below and you can access your personal survey.

Please type the following into your internet browser –

**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: T08zwqva

Password: kapacn

If you are not able to complete the survey online, an interviewer will contact you in the next few weeks to arrange a convenient time for an interview.

Yours sincerely

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 22

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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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

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

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Generic Letter



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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](mailto:understandingsociety@tns-bmrb.co.uk).

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 20

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_



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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Incentive letter £10



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £10 gift-card. Please note the gift card has been activated and is ready to use.

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

Kind regards,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 26

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Incentive letter £20



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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As promised, please find enclosed your £20 gift-card. Please note the gift card has been activated and is ready to use.

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Kind regards,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 27

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Incentive letter £20 bonus





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £20 gift-card because all members of your household completed the survey online by the deadline. Please note the gift card has been activated and is ready to use.

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

Kind regards,

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**Professor Michaela Benzeval** – Director, Understanding Society  
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Letter 21

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Incentive letter £30



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

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Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £30 gift-card. Please note the gift card has been activated and is ready to use.

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact me by emailing [understandingsociety@tns-bmr.co.uk](mailto:understandingsociety@tns-bmr.co.uk) or by calling the Freephone number 0800 015 2908.

Kind regards,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

Letter 28

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ



Re-issue letter



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

### Your help is still needed

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. However, we are still keen to hear from you.

The survey will be available to complete online at the website shown below between XX and YY, so you can complete it at a time that's best for you.

[www.understandingsociety.ac.uk/Society](http://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>

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

We hope that this will make it more convenient for you to take part. By taking part, your voice is heard so I very much hope this will enable you to complete the survey this time.

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

[understandingsociety@tns-bmrb.co.uk](mailto:understandingsociety@tns-bmrb.co.uk).

Yours faithfully,

A handwritten signature in black ink that reads "Michaela Benzeval".

**Professor Michaela Benzeval** – Director, Understanding Society  
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Letter 24

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Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_

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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





Stable contact letter



Date: \_\_\_ / \_\_\_ / \_\_\_\_\_

Dear \_\_\_\_\_,

You may be aware that \_\_\_\_\_ participated in an important research project called *Understanding Society* last year. The study is concerned with how things change over time, and we are hoping to revisit everyone who participated last time, to see how their lives have changed or stayed the same.

Unfortunately, we have been unable to contact the person named above. They gave us your name as a contact in the event of any change in their circumstances, and we would be most grateful if you would let us know their current address and telephone number, wherever they are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us their name, address and telephone number you are not committing them to be interviewed. Taking part is entirely voluntary, though we very much hope to achieve an interview with everybody who has taken part previously, so that our results give an accurate picture of people's experiences. Once we have their new details, an interviewer will contact them and invite them to take part.

If you have any questions about the study, please visit **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you for your help.

Yours sincerely,

.....  
Your Interviewer  
*Understanding Society*

.....  
Professor Michaela Benzeval  
Director, *Understanding Society*

✂-----  
**Please complete this reply slip using BLOCK CAPITALS**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Postcode:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

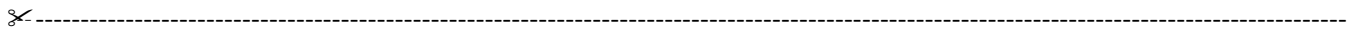
**Serial:**

--	--	--	--	--	--	--	--	--	--

**Person number:**

--	--

Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)**

**Thank you.**

Tracing letter



Date \_\_\_/\_\_\_/\_\_\_\_\_

Dear \_\_\_\_\_

This time last year we interviewed your household for *Understanding Society*. The study is concerned with how things change or stay the same over time – your participation can help us paint a unique picture of what the UK looks like today and how it is gradually changing.

We would very much like to interview you and your household again this year; however, I called today at the address your household was interviewed at last year and found that you now live elsewhere. I spoke to \_\_\_\_\_ who did not wish to give your new address or telephone number without your permission, but did agree to forward this letter to you on our behalf.

We would be most grateful if you would let us know your current address and telephone number, wherever you are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us your name, address and telephone number you are not committing yourself to be interviewed. Once you have confirmed your new details, an interviewer will contact you and invite you to take part. If you are willing, a convenient time for an interview can then be arranged.

The study is being conducted by researchers from the University of Essex, together with TNS BMRB. If you have any questions about the study, or would prefer not to be contacted again, please visit the special participants' website at **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you in advance for your help.

Yours sincerely,

.....  
Your interviewer  
*Understanding Society*

.....  
Professor Michaela Benzeval  
Director, *Understanding Society*

✂-----

**Please complete this reply slip using BLOCK CAPITALS**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Postcode:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

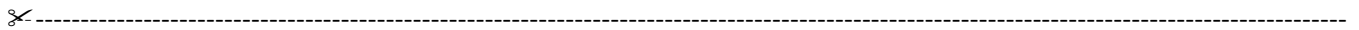
**Serial:**

--	--	--	--	--	--	--	--	--	--

**Person number:**

--	--

Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)**

**Thank you.**

Youth Self-completion letter



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

### Contact us:

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

Dear Michael Smith,

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 gift-card for «Child\_name» which has been activated and is ready to use.

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, send us a message or just find out more information about *Understanding Society*: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants).

Yours faithfully,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

Letter 23

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.

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](http://www.understandingsociety.ac.uk), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: FF\_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: \_\_\_\_\_



## WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the Understanding Society survey



Understanding Society gives you a voice on issues that matter to young people



You receive gift cards and the chance to win an iPad

## WHO'S USING THE STUDY?



### Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



### Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



### Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.

## Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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