

ADVANCE EMAILS

Email A – Respondent last wave

A – Respondent last wave

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

I'd like to thank you again for helping us last year with the Understanding Society study. We can't replace you, so your ongoing support is really valuable to us. By continuing to take part, you're helping researchers to build a more detailed life in Britain today. Understanding Society means to give people like you a voice on issues that matter to them by making sure that different people and their lives are truly represented.

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

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

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

Email C – Non-respondent last wave, unconditional voucher

C – Non-respondent last wave, unconditional voucher

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

Can you spare some valuable time to help our world-leading study? Understanding Society helps track changes in our lives and needs. By taking part, you'll be helping to influence decisions at a local and national level on issues that matter to you.

You can complete this year's survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

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

Email C – Non-respondent last wave, conditional voucher

E – Non-respondent last wave, conditional voucher

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

I would like to ask you again if I can enlist your help. The Understanding Society helps track changes in our lives and needs. By taking part, you'll be helping to influence decisions at a local and national level on issues that matter to you.

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

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, if you are able to take part this year, we will send you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
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University of Essex

Email G – rising 16 v2

G – Rising-16

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

Over the past few years you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time. By taking part, you will help researchers to shine a light on the important changes and decisions you'll be making over the coming years. It's really important that young people's lives, opinions and needs are understood.

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

<BIG FRIENDLY BUTTON "Let's go!">

To thank you for your help and to let you know that we value your contribution, if you're able to take part this year we will send you a {£xx} voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

It's your chance to tell us what it's like to be a young person in the UK!

Many thanks,
<sig>

Professor Nick Buck
Director, Understanding Society
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University of Essex

Advance letters - CAPI



Understanding Society

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<<FF_personno>><<FF_PID>>

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

<Date>

Dear <NAME>,

Thank you for taking part in Understanding Society, it means a lot to us that you give your time so generously each year.

Your £10 voucher

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

What happens next?

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

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<LetterB4>

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FREEPOST RRXX-KEKJ-JGKS

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Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.



Your continuing participation is very important to us. Please let us know if you move by updating your details on the Understanding Society website at www.understandingsociety.ac.uk, alternatively you could call us on Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed).

Name: **RESP_NAME**

PID: **FF_PID**

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

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Mobile: _____

Name: _____

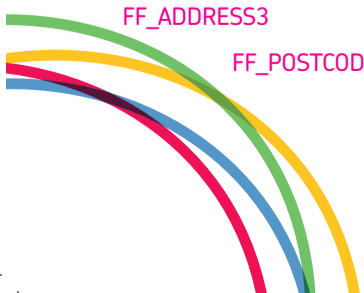
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<LetterD10>

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Understanding Society

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£10 if you take part



Find out more



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<LetterF16>

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Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.



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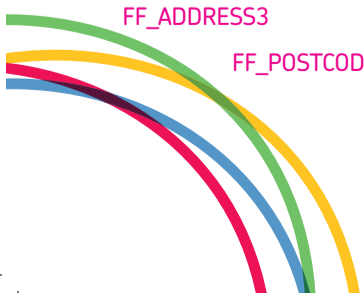
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Dear <NAME>,

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Your £10 voucher

We would really like you to take part, so we've enclosed a £10 voucher to say thank you for sharing your views.

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University of Essex

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<LetterH22>

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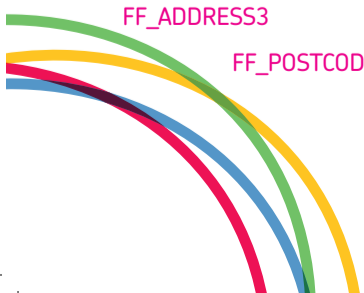
Mobile: _____

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Understanding Society

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Dear Sir/Madam,

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. 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 £10 voucher

We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution. Anyone else in your household who is interviewed will be sent a £10 voucher afterwards.

What happens next?

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.

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<HH_FinalSerialNum>
<Letter code>

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The survey is available online at the website shown below, so you can complete it at a time that's best for you. (Please use a computer, rather than a mobile device.)

www.understandingsociety.ac.uk/Survey

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

Username: <USERNAME>

Password: <PASSWORD>

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Enter your username and password

Complete the survey

Here's £10

Find out more

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<LetterA1>

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contact@understandingsociety.ac.uk
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Understanding Society, University of Essex
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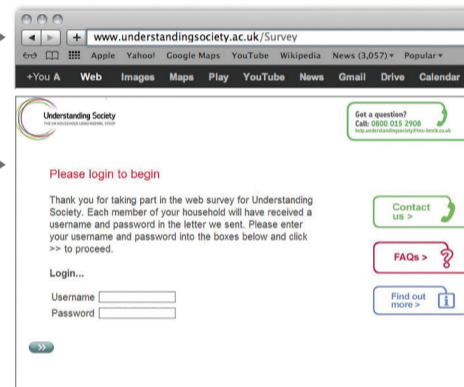
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FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

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(inc STD code)

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Mobile: _____

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<resp_name>
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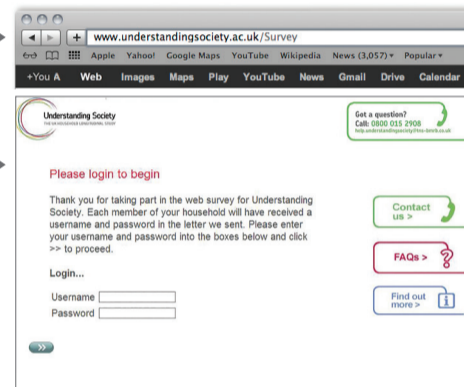
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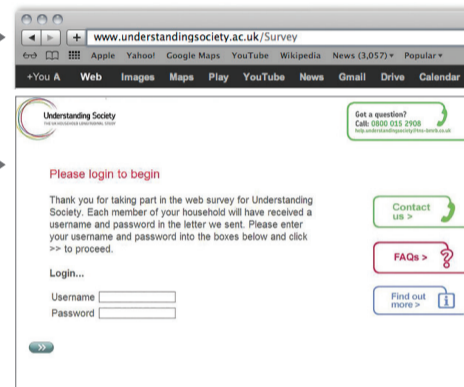
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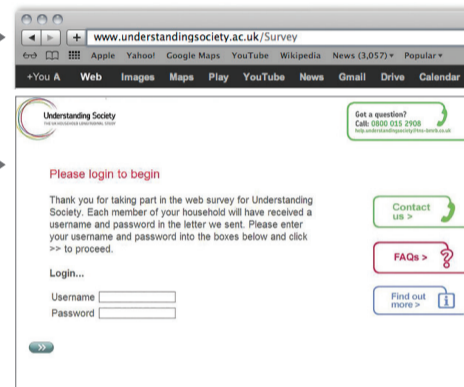
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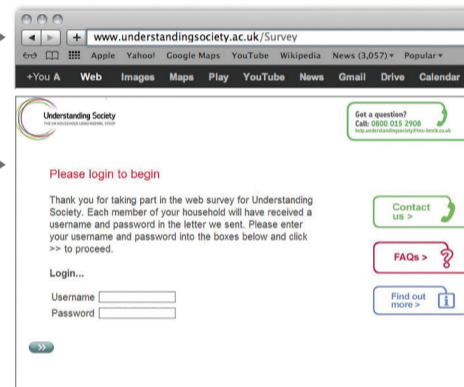
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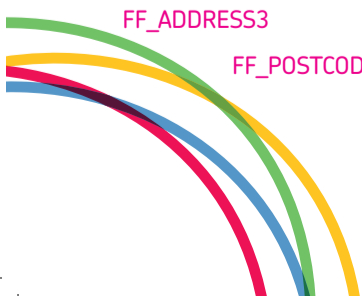
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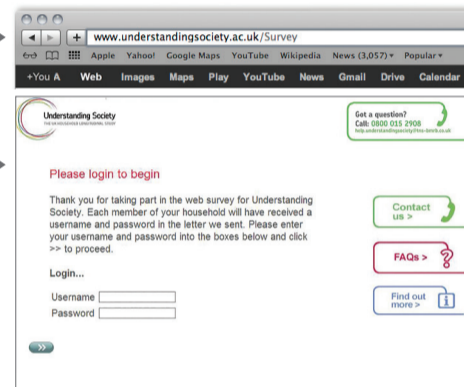
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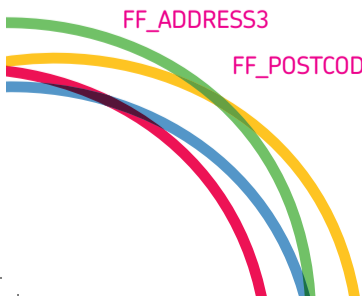
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University of Essex

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- Have your say online**
- Enter your username and password**
- Complete the survey**
- £10 if you take part**
- Find out more**

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<LetterE13>

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contact@understandingsociety.ac.uk
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Wivenhoe Park, Colchester, CO4 3SQ



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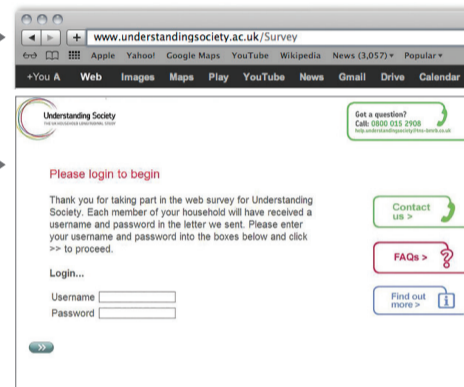
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PID: FF_PID

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FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

FF_POSTCODE

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Postcode: _____

Mobile: _____

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<<Serial_number>><<ChkL>>/
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<resp_name>
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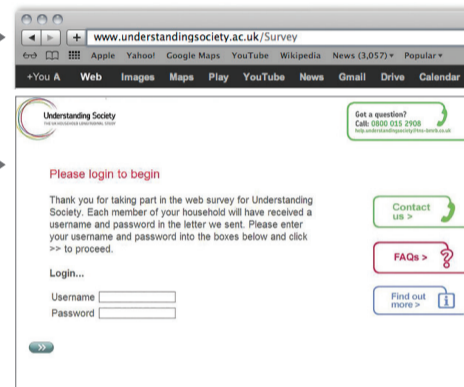
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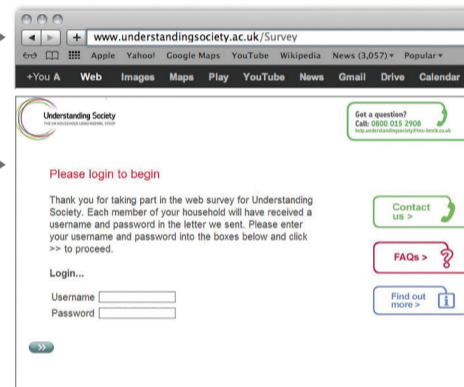
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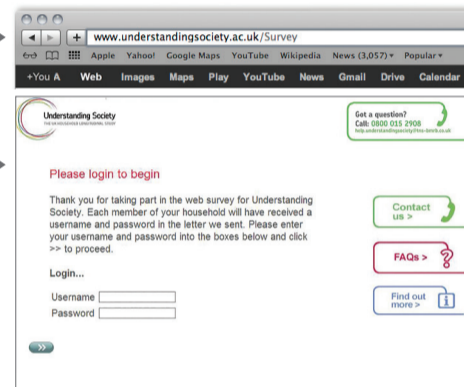
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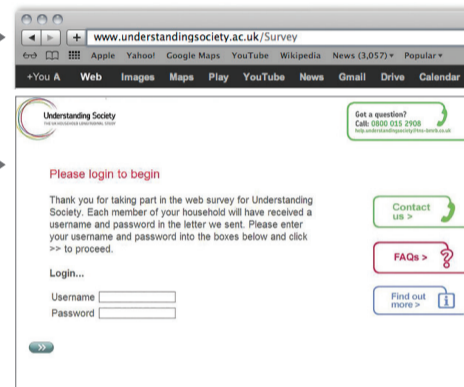
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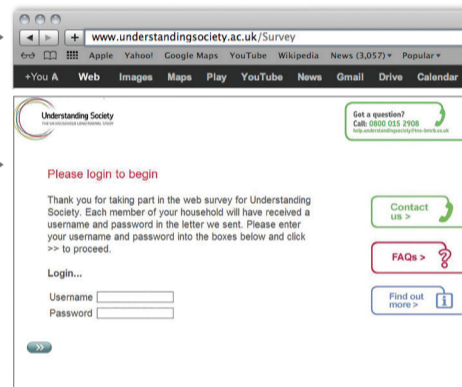
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