



# Understanding Society Innovation Panel Wave 9 Letters

## Understanding Society Innovation Panel Wave 9

### Letters

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IP9 Letter - Letter 17 Household incentive

IP9 Letter - Letter 18 transfer to CAPI

IP9 Letter - Letter 19 Youth self-completion

IP9 Letter - Letter 20 Mop up

IP9 Letter - Letter 21 Advance letter CAWI adult £20

IP9 Letter - Letter 22 Advance letter CAWI R16 £20

IP9 Letter - Letter 23 Advance letter CAWI new entrant £20

IP9 Letter – 1-12 and 14-16 Advanced letter



1234567890/1  
/00203411350051

Firstname Lastname  
Address1  
Address2  
Address3  
Address4  
AB12 3CD

April 2016

Dear Firstname Lastname,

You are an important part of the Understanding Society Study.

**Your £10 voucher**

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

**What happens next?**

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

Over 60,000 participants take part in this study every year but each individual matters to us. Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you. At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details, either by using this card or using the "Contact us" details below. If you have any questions about the study, please don't hesitate to get in touch with Colette Lo from our Participant Helpline.

With many thanks,

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

**We need your help**

**We'll arrange a time**

**Complete the survey**

**Here's £10**

**Find out more**

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132382/Letter1  
00001

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PID: 00203411350051  
MOVING FROM...  
Address1  
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AB12 3CD

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.

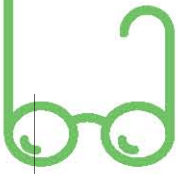
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## Why do you interview young people?

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Name: RESP\_NAME

PID: FF\_PID

MOVING FROM...

FF\_ADDRESS1

FF\_ADDRESS2

FF\_ADDRESS3

FF\_POSTCODE

**Understanding Society**

MOVING TO...

New Address:

Home Phone:  
(inc STD code)

Postcode:

Mobile:

Email address:

Date of move:

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

FREEPOST KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester, CO4 3SQ

Name:

Mobile:

Name:

Mobile:

Name:

Mobile:



Understanding Society

1234567890/1 /00203411350051

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Your £10 voucher and chance to win an iPad

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3 reasons to be part of Understanding Society...

- We can't replace you.** Your view is vital to the success of the study. No-one else can take your place as no-one else has your particular mix of circumstances. As you move into adulthood, we're really interested in your experiences during this time.
- Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable and useful for researchers who are interested in the choices that young people make over their education, employment and relationships. It's only by talking to you and other young people that we can learn about how society is changing from a young person's perspective.
- Understanding Society gives you a voice on issues that matter.** Whether it's how you're coping with changes at school, college or work, or what facilities you think are missing from your neighbourhood, Understanding Society is letting people who make decisions about your future get a better understanding of young people.

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*Michaela Benzeval*

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132382/Letter2 0002

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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.

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132382/Letter3  
00003

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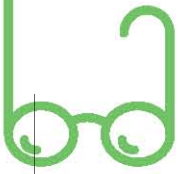


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132382/Letter4 0004

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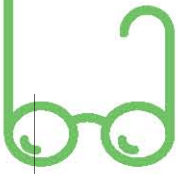
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You can also follow us on  
Twitter @usociety.

132382/Letter6  
00007

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Name: Firstname Lastname

PID: 00203411350051

MOVING FROM...

Address1

Address2

Address3

Address4

AB12 3CD

MOVING TO...

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

\_\_\_\_\_

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

(inc STD code)  
Postcode: \_\_\_\_\_

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

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

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

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

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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.

An interviewer will be in touch soon 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 voucher as a thank you for completing the questionnaire.

If you have any other questions, please check our online FAQ <https://www.understandingsociety.ac.uk/participants/faq> or phone us, or drop us a line by email or Twitter (see contact details overleaf).

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. The data will be used for statistical analysis only.

## Moving home? Take us with you.

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April 2016

Dear Firstname Lastname,  
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**Your £10 voucher**

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

**3 reasons to be part of Understanding Society**

1. We can't replace you. No-one else can take your place as no-one else has your mix of circumstances.
2. Your contribution helps build a more detailed picture of life in the UK. Each year the study becomes more valuable to researchers who are interested in how changes in society are affecting the lives of people in the UK and the choices they make.
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Username: 082adxrv

Password: Greens

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With many thanks,

**Professor Michaela Benzeval**

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

**We need your help**

**Have your say online**

**Enter your username and password**

**Complete the survey**

**Here's £10**

**Find out more**

**Contact us:**

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132382/Letter7  
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### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

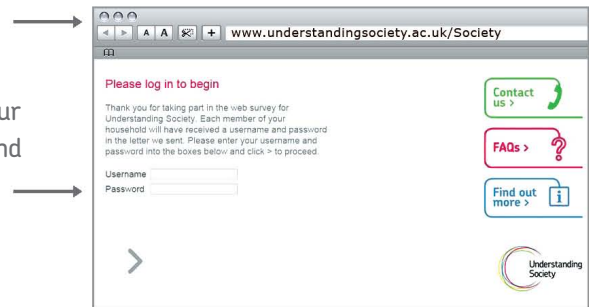
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April 2016

Dear Firstname Lastname,

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

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

**Your £10 voucher and chance to win an ipad**

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132382/Letter8  
00009

We need your help



Have your say online



Enter your username and password



Complete the survey



Here's £10



Find out more



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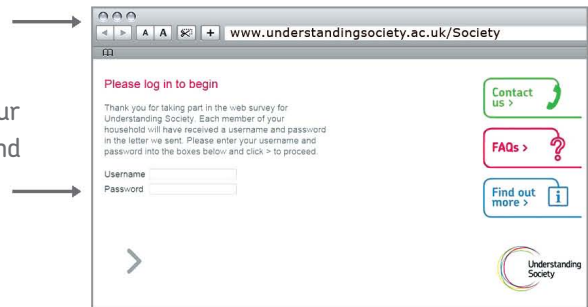
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**Have your say online**

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**Find out more**

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132382/Letter9  
00010

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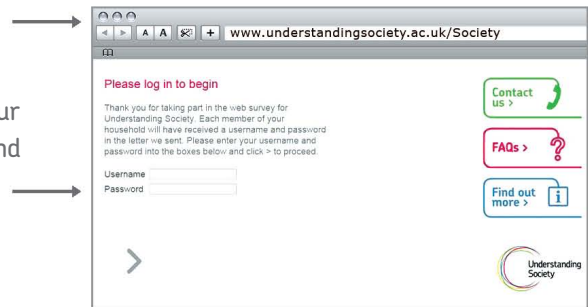
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# Understanding Society

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Find out more



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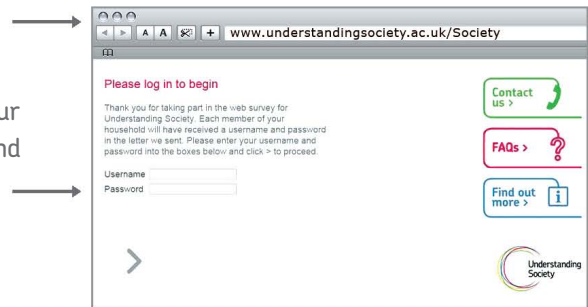
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Username: 082adxrv

Password: Greens

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With many thanks,

**Professor Michaela Benzeval**

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

**We need your help**



**Have your say online**



**Enter your username and password**



**Complete the survey**



**Here's £30**



**Find out more**



**Contact us:**

Participant helpline

(Colette):

0800 252 853

Web:

understandingsociety.ac.uk

Email:

contact@understandingsociety.ac.uk

You can also follow us on

Twitter @usociety.

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132382/Letter11  
00012

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Name: Firstname Lastname

PID: 00203411350051

MOVING FROM...

Address1

Address2

Address3

Address4

AB12 3CD

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: \_\_\_\_\_

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On arrival at the survey homepage please input your username and password into the space provided and press the Next (>) button.

### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

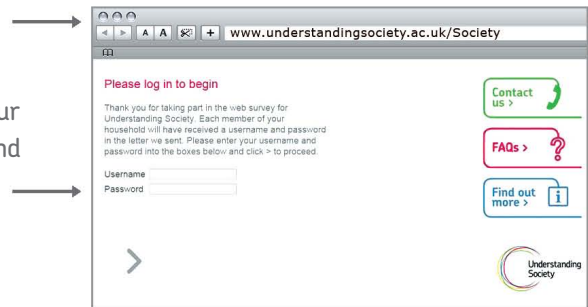
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The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.



## 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, CO4 3SQ





Understanding Society

1234567890/1 /00203411350051

Firstname Lastname  
Address1  
Address2  
Address3  
Address4  
AB12 3CD

April 2016

Dear Firstname Lastname,

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

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

Your £30 voucher and chance to win an iPad

We've enclosed a £30 voucher to say thank you for your help and let you know we value your contribution. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.

3 reasons to be part of Understanding Society

- We can't replace you.** No-one else can take your place as no-one else has your mix of circumstances.
- Your contribution helps build a more detailed picture of life in the UK.** Each year the study becomes more valuable to researchers who are interested in how changes in society are affecting the lives of people in the UK and the choices they make.
- Understanding Society gives you a voice on issues that matter.** Whether it's how you're coping with changes at home or work, or what facilities are missing from your neighbourhood, Understanding Society is letting people who make decisions get a better understanding of our lives.

What happens next?

This year the survey is available online at the website shown below, so you can complete it at a time that's best for you. This survey is not optimized for completion on smartphones. We suggest you use a PC, laptop or tablet.

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Password: Greens

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*Michaela Benzeval*

**Professor Michaela Benzeval**

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

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132382/Letter12 00013

We need your help



Have your say online



Enter your username and password



Complete the survey



Here's £30



Find out more



Contact us:

Participant helpline

(Colette):

0800 252 853

Web:

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

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Address2

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Address4

AB12 3CD

MOVING TO...

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\_\_\_\_\_

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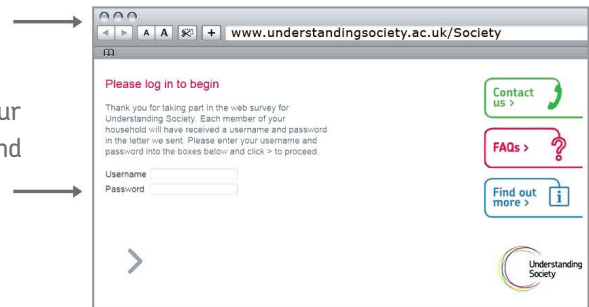
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Understanding Society, University of Essex  
Wivenhoe Park, Colchester, CO4 3SQ





1234567890/1  
/00203411350051

Firstname Lastname  
Address1  
Address2  
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Address4  
AB12 3CD

April 2016

Dear Firstname Lastname,

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**Your £10 voucher**

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

**What happens next?**

The survey is available online at the website shown below, so you can complete it at a time that's best for you.

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Username: 082adxrv

Password: Greens

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Director, Understanding Society  
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132382/Letter14  
00014

- We need your help**
- Have your say online**
- Enter your username and password**
- Complete the survey**
- Here's £10**
- Find out more**

**Contact us:**  
Participant helpline (Colette):  
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Name: Firstname Lastname	MOVING TO...
PID: 00203411350051	New Address: _____
MOVING FROM...	_____
Address1	Home Phone: _____
Address2	(inc STD code)
Address3	Postcode: _____
Address4	Mobile: _____
AB12 3CD	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: \_\_\_\_\_

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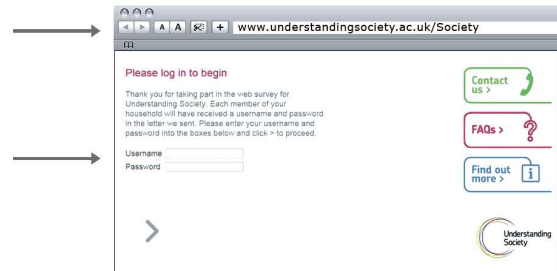
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[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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Firstname Lastname  
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Address2  
Address3  
Address4  
AB12 3CD

April 2016

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**You £10 voucher**

We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution. And, if all members of your household complete the survey online by May 31st we will send each of you an additional £20 voucher.

**What happens next?**

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132382/Letter15  
00015

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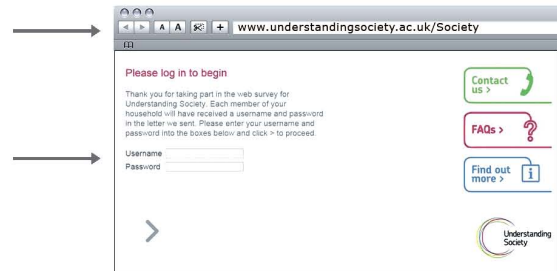
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FREEPOST RRXX-KEKJ-JGKS  
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Wivenhoe Park, Colchester, CO4 3SQ





# Understanding Society

1234567890/1  
/00203411350051

Firstname Lastname  
Address1  
Address2  
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AB12 3CD

April 2016

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**Find out more**

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132382/Letter16  
00016

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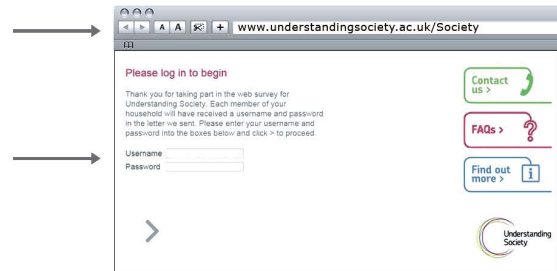
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FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester, CO4 3SQ



IP9 Letter – Letter 13 Generic advance letter



## Understanding Society

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,

*Michaela Benzeval*

**Professor Michaela Benzeval**

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

**We need your help**



**We'll arrange a time**



**Complete the survey**



**Find out more**



**Contact us:**

Participant helpline  
(Colette):

0800 252 853

Web:

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

Email:

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

You can also follow us on

Twitter @usociety.

## Why are you important to us?

You make the survey more complete and useful. Without you, the study is less complete.

You have been specially selected to help us make sure that Understanding Society represents a wide cross section of the population. This way, we can see how factors such as the economy or housing affect lives across the whole of Britain.

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.



## What is the study about?

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met?

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



## Why do you interview young people?

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.





IP9 Letter – Letter 17 Household incentive



<<Serial\_number>><<ChkL>/  
<<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 the Understanding Society survey this year.

As promised, please find enclosed your voucher for £20 because all members of your household completed the survey online by the deadline.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing [help.understandingsociety@tns-bmrb.co.uk](mailto:help.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". The signature is written in a cursive, flowing style.

**Professor Michaela Benzeval**

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IP9 Letter – Letter 18 Transfer to CAPI



Understanding Society

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

<<Serial\_number>><<ChkL>/><<FF\_personno>><<FF\_PID>>

<Date>

Dear <NAME>,  
Your help is still needed

You may remember we contacted you recently asking for your help in this year's Understanding Society survey. There's still time to take part, and by doing so you can help influence decisions on a local and national level. So tell us your thoughts and make your voice heard. If you have already completed the survey then please ignore this message.

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: <USERNAME>

Password: <PASSWORD>

If you can't complete the survey online, an interviewer will visit you to conduct the survey.

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

Yours faithfully,

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

- We need your help**
- Have your say online**
- Enter your username and password**
- Complete the survey**
- Find out more**

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<https://www.understandingsociety.ac.uk/Society> into the navigation bar on your Internet Browser.

On arrival at the survey homepage please input your username and password into the space provided and press the Next (>>) button.

### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

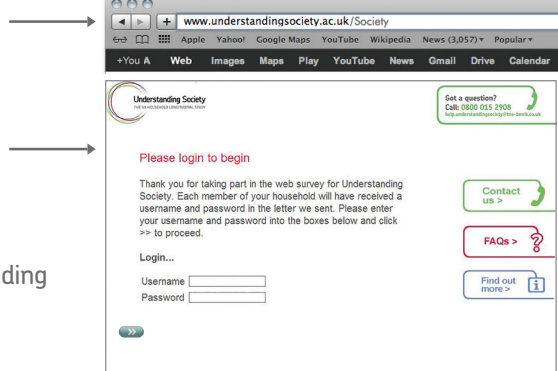
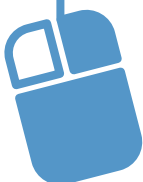
No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

### If I exit the survey, will I need to start from the beginning?

No, your answers will be saved and you will be able to continue with the survey at the point where you stopped.

### Why isn't there a progress bar?

The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.



IP9 Letter – Letter 19 Youth Self-completion





Understanding  
Society

<<Serial\_number>><<ChkL>/  
<<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 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 voucher for <<Child\_name>>.

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, post comments, 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,

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University of Essex

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IP9 Letter – Letter 20 Mop up



Understanding Society

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

<<Serial\_number>><<ChkL>>/  
<<FF\_personno>><<FF\_PID>>

<Date>

Dear <NAME>,  
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 12th and 30th September, 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 [help.understandingsociety@tns-bmrb.co.uk](mailto:help.understandingsociety@tns-bmrb.co.uk).

Yours faithfully,

**Professor Michaela Benzeval**  
Director, Understanding Society  
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- We need your help**
- Have your say online**
- Enter your username and password**
- Complete the survey**
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## Completing the Survey online:

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On arrival at the survey homepage please input your username and password into the space provided and press the Next (>>) button.

### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

### If I exit the survey, will I need to start from the beginning?

No, your answers will be saved and you will be able to continue with the survey at the point where you stopped.

### Why isn't there a progress bar?

The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.

Understanding Society  
Get a question? Call 0800 015 2108

Please login to begin

Thank you for taking part in the web survey for Understanding Society. Each member of your household will have received a username and password in the letter we sent. Please enter your username and password into the boxes below and click >> to proceed.

Login...

Username

Password

>>

Contact us >

FAQs >

Find out more >

IP9 Letter – Letter 21 Advance letter CAWI adult £20





You are an important part of the Understanding Society study.

#### Your £20 voucher

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

#### 3 reasons to be part of Understanding Society

1. We can't replace you. No-one else can take your place as no-one else has your mix of circumstances.
2. Your contribution helps build a more detailed picture of life in the UK. Each year the study becomes more valuable to researchers who are interested in how changes in society are affecting the lives of people in the UK and the choices they make.
3. Understanding Society gives you a voice on issues that matter. Whether it's how you're coping with changes at home or work, or what facilities are missing from your neighbourhood, Understanding Society is letting people who make decisions get a better understanding of our lives.

#### What happens next?

This year the survey is available online at the website shown below, so you can complete it at a time that's best for you. This survey is not optimized for completion on smartphones. We suggest you use a PC, laptop or tablet.

[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:

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.

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

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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**Have your say online** 

**Enter your username and password** 

**Complete the survey** 

**Here's £20** 

**Find out more** 

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Email:  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)  
You can also follow us on  
Twitter @usociety.

## Moving home? Take us with you.

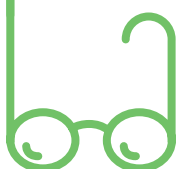
[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)  
FREEPOST RRXX-KEKJ-JGKS  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester, CO4 3SQ

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### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

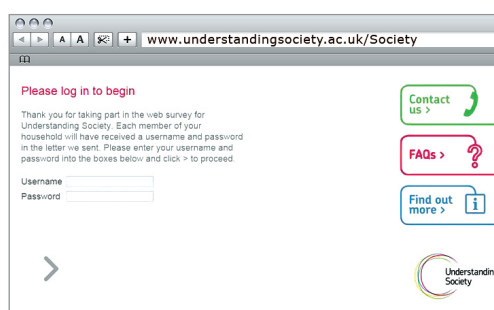
No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

### If I exit the survey, will I need to start from the beginning?

No, your answers will be saved and you will be able to continue with the survey at the point where you stopped.

### Why isn't there a progress bar?

The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.



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

Name: RESP\_NAME

PID: FF\_PID

MOVING FROM...

FF\_ADDRESS1

FF\_ADDRESS2

FF\_ADDRESS3

FF\_POSTCODE

MOVING TO...

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

\_\_\_\_\_

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

(inc STD code)

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

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

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

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

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

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

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

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

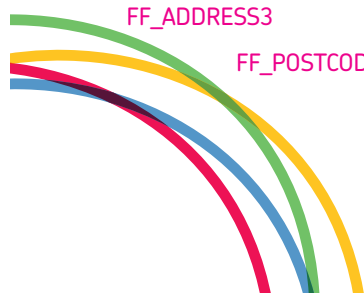
Mobile: \_\_\_\_\_

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

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

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

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



IP9 Letter – Letter 22 Advance letter CAWI R16 £20



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

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

#### Your £20 voucher and chance to win an iPad

We've enclosed a £20 voucher to say thank you for your help and let you know we value your contribution. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.

#### 3 reasons to be part of Understanding Society

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

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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.

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

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.

A series of thick, curved lines in yellow, green, blue, and red that sweep across the top right of the page.

- We need your help**
- Have your say online**
- Enter your username and password**
- Complete the survey**
- Here's £20**
- Find out more**

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FREEPOST RRXX-KEKJ-JGKS

Understanding Society, University of Essex

Wivenhoe Park, Colchester, CO4 3SQ



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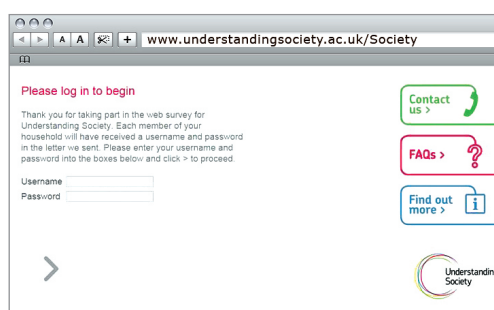
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Name: RESP\_NAME

PID: FF\_PID

MOVING FROM...

FF\_ADDRESS1

FF\_ADDRESS2

FF\_ADDRESS3

FF\_POSTCODE

MOVING TO...

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

\_\_\_\_\_

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

(inc STD code)

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

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

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

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

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: \_\_\_\_\_

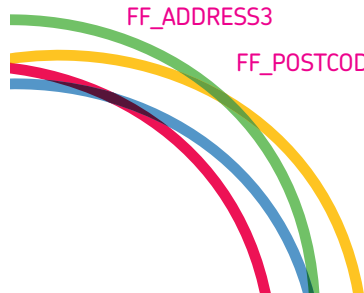
Mobile: \_\_\_\_\_

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

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

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

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



IP9 Letter – Letter 23 Advance letter CAWI new  
entrant £20





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. Other members of your household are already part of Understanding Society. Your participation is completely voluntary but we hope you will find the time to take part in this important study, and that you find it both interesting and enjoyable.

#### Your £20 voucher

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

#### What happens next?

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:

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 Colette Lo from 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

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.

A decorative graphic on the right side of the page consisting of several thick, curved lines in yellow, green, blue, and red that sweep across the top and right edges of the page.

- We need your help**
- Have your say online**
- Enter your username and password**
- Complete the survey**
- Here's £20**
- Find out more**

#### Contact us:

Participant helpline

(Colette):

0800 252 853

Web:

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

Email:

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

You can also follow us on

Twitter @usociety.

## 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, CO4 3SQ

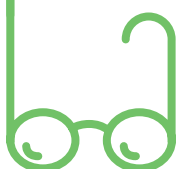


## Why are you important to us?

You make the survey more complete and useful. Without you, the study is less complete.

You have been specially selected to help us make sure that Understanding Society accurately represents experiences of all types of people. This way, we can see how factors such as the economy or housing affect lives across the whole of the UK.

Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



## What is the study about?

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met?

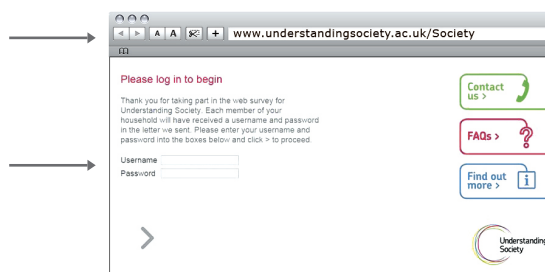
The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.



## Completing the Survey online:

To access the survey please type [www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society) into the navigation bar on your Internet Browser.

On arrival at the survey homepage please input your username and password into the space provided and press the Next (>) button.



### How long will it take?

The survey should take 45 minutes to an hour, depending on your circumstances.

### Do I have to do it all in one go?

No, you can exit the survey at any time. To log back in to complete it, just access the web-site and re-enter your username and password.

### If I exit the survey, will I need to start from the beginning?

No, your answers will be saved and you will be able to continue with the survey at the point where you stopped.

### Why isn't there a progress bar?

The interview is tailored to you and your circumstances. Each person's interview will be different. This means that it is difficult to calculate at any point how long the rest of the survey will be.

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

Name: RESP\_NAME

PID: FF\_PID

MOVING FROM...

FF\_ADDRESS1

FF\_ADDRESS2

FF\_ADDRESS3

FF\_POSTCODE

MOVING TO...

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

\_\_\_\_\_

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

(inc STD code)

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

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

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

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

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

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

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

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

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

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

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

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

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

