IP13 Advance Mailing

- Advance Emails
  - Advance Emails Longer Interview
    - Longer interview version A
    - Longer interview version B
  - Regular emails

- Advance Letters + Leaflet
  - Advance Letter Longer Interview
    - Advance letters longer interview version A
    - Advance letters longer interview version B
  - Regular Letters
  - IP13 Information Leaflet
IP13 Advance Mailing

- Advance Emails
  - Advance Emails Longer Interview
    - Longer interview version A
    - Longer interview version B
  - Regular emails
IP13 Advance Mailing

- Advance Emails
  - Advance Emails Longer Interview

**Longer interview version A**

Email 17 - IP13 CAWI productive Household Adult £15uc - LONGER_A
Email 18 - IP13 CAWI unproductive Household Adult £15c - LONGER_A
Email 19 - IP13 CAWI productive Household Rising 16 £15uc - LONGER_A
Email 20 - IP13 CAWI unproductive Household Rising 16 £15c - LONGER_A
Email 21 - IP13 CAWI productive Adult £15uc+£20c - LONGER_A
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IP13 Advance Mailing

- Advance Emails
  - Regular emails

Email 1 - IP13 CAWI productive Household Adult £10 unconditional – REGULAR
Email 2 - IP13 CAWI unproductive Household Adult £10 conditional – REGULAR
Email 3 - IP13 CAWI productive Household Rising 16 £10uc – REGULAR
Email 4 - IP13 CAWI unproductive Household Rising 16 £10c – REGULAR
Email 5 - IP13 CAWI productive Adult £10uc+£20c – REGULAR
Email 6 - IP13 CAWI unproductive Adult £10c+£20c – REGULAR
Email 7 - IP13 CAWI productive Household Rising 16 £10uc+£20c – REGULAR
Email 8 - IP13 CAWI unproductive Household Rising 16 £10c+£20c – REGULAR
Email 9 - IP13 CAWI productive Household Adult £20uc – REGULAR
Email 10 - IP13 CAWI unproductive Household Adult £20c – REGULAR
Email 11 - IP13 CAWI productive Household Rising 16 £20uc – REGULAR
Email 12 - IP13 CAWI unproductive Household Rising 16 £20c – REGULAR
Email 13 - IP13 CAWI productive Household Adult £30uc – REGULAR
Email 14 - IP13 CAWI unproductive Household Adult £30c – REGULAR
Email 15 - IP13 CAWI productive Household Rising 16 £30uc – REGULAR
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Director, Understanding Society
Institute for Social and Economic Research
University of Essex

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Email 5 - IP13 CAWI productive Adult £10uc+£20c – REGULAR
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Email 6 - IP13 CAWI unproductive Adult £10c+£20c – REGULAR
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Email 7 - IP13 CAWI productive Household Rising 16 £10uc+£20c – REGULAR
We can’t do without you, Mr George Spedding.

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Email 9 - IP13 CAWI productive Household Adult £20uc – REGULAR
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Email 10 - IP13 CAWI unproductive Household Adult £20c – REGULAR
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Email 11 - IP13 CAWI productive Household Rising 16 £20uc – REGULAR
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Email 12 - IP13 CAWI unproductive Household Rising 16 £20c – REGULAR
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Email 13 - IP13 CAWI productive Household Adult £30uc – REGULAR
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Can you spare some valuable time to help our world-leading study?

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

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

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

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Email 14 - IP13 CAWI unproductive Household Adult £30c – REGULAR
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Email 15 – IP13 CAWI productive Household Rising 16 £30uc – REGULAR
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Email 16 - IP13 CAWI unproductive Household Rising 16 £30c - REGULAR
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Understanding Society
IP13

IP13 Advance Mailing

- Advance Letters + Leaflet
  - Advance Letter Longer Interview
    - Advance letters longer interview version A
    - Advance letters longer interview version B
  - Regular Letters
  - IP13 Information Leaflet
IP13 Advance Mailing

- Advance Letters + Leaflet

Advance Letter Longer Interview version A

IP13 CAWI_R3.Letter 17a - IP13 CAWI prod HH Adult £15uc - LONGER A_v1
IP13 CAWI_R3.Letter 18a - IP13 CAWI unpro HH Adult £15c - LONGER A_v1
IP13 CAWI_R3.Letter 19a - IP13 CAWI pr HH Rising 16 £15uc - LONGER A_v1
IP13 CAWI_R3.Letter 20a - IP13 CAWI unpr HH Rising 16 £15c - LONGER A_v1
IP13 CAWI_R3.Letter 21a - IP13 CAWI pr Adult £15uc+£20c - LONGER A_v1
IP13 CAWI_R3.Letter 22a - IP13 CAWI unproductive Household Adult £15c+£20c - LONGER A_v1
IP13 CAWI_R3.Letter 23a - IP13 CAWI pr HH Rising 16 £15uc+£20c - LONGER A_v1
IP13 CAWI_R3.Letter 24a - IP13 CAWI unpr HH Rising 16 £15c+£20c - LONGER A_v1
IP13 CAWI_R3.Letter 25a - IP13 CAWI pr HH Adult £25uc - LONGER A_v1
IP13 CAWI_R3.Letter 26a - IP13 CAWI unpr HH Adult £25c - LONGER A_v1
IP13 CAWI_R3.Letter 27a - IP13 CAWI pr HH Rising 16 £25uc - LONGER A_v1
IP13 CAWI_R3.Letter 28a - IP13 CAWI unpr HH Rising 16 £25c - LONGER A_v1
IP13 CAWI_R3.Letter 29a - IP13 CAWI pr HH Adult £35uc - LONGER A_v1
IP13 CAWI_R3.Letter 30a - IP13 CAWI unpr HH Adult £35c - LONGER A_v1
IP13 CAWI_R3.Letter 31a - IP13 CAWI pr HH Rising 16 £35uc - LONGER A_v1
IP13 CAWI_R3.Letter 32a - IP13 CAWI unpr HH Rising 16 £35c - LONGER A_v1
IP13 CAWI_R3.Letter 33a - IP13 CAWI New Entrant LW pr £15uc - LONGER A_v1
IP13 CAWI_R3.Letter 34a - IP13 CAWI New Entrant LW unpr £15c - LONGER A_v1
IP13 CAWI_R3.Letter 35a - IP13 CAWI New Entrant LW productive £35uc - LONGER A_v1
IP13 CAWI_R3.Letter 36a - IP13 CAWI New Entrant LW unpr £35c - LONGER A_v1
IP13 CAWI_R3.Letter 37a - IP13 CAWI New Entrant LW pr £15uc+£20c - LONGER A
IP13 CAWI_R3.Letter 38a - IP13 CAWI New Entrant LW unpr £10c+£20c - LONGER A_v1
IP13 CAWI_R3.Letter 39a - IP13 CAWI New Entrant LW pr £25uc - LONGER A_v1
IP13 CAWI_R3.Letter 40a - IP13 CAWI New Entrant LW unpr £25c - LONGER A_v1
Understanding Society - every interview matters

Salutation
Thank you for being part of Understanding Society. Every time you’re interviewed it helps us understand more about life in the UK today.

Your Understanding Society interview is going to be different this year.

This year, because of the health risks caused by the coronavirus Covid-19 we have decided to pause face-to-face interviews for the moment. Instead of an interviewer visiting your home, you can complete your Understanding Society survey online.

Thank you for your continuing support for the Study. With best wishes,

Professor Michaela Benzeval – Director, Understanding Society.

Have questions or want more information?

Call our participant helpline on 0800 252 853 or Email us at contact@understandingsociety.ac.uk. We’ll be pleased to hear from you and answer any questions you have.

I thank you for your continuing support for the Study. With best wishes,

Taking part

It’s easy to complete your survey online – and you don’t have to answer all the questions in one go.

1. Visit the website www.understandingsociety.ac.uk/society

2. Enter your user name: username and password: password

3. Answer the questions in your own time.

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks and you can take part over the phone. Unfortunately interviewers cannot do any in-person interviewing until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.

Your continuing participation is very important to us. Please let us know if you move by using the form on the Understanding Society website at www.understandingsociety.ac.uk/participants, 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 TO
New Address:_________________________ Name:_________________________
Home Phone:_______________________ Mobile:_________________________
(inc STD code)____________________ Name:_________________________
Postcode:___________________________ Mobile:_________________________

MOVING FROM
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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:_________________________

Email: contact@understandingsociety.ac.uk
Web: www.understandingsociety.ac.uk
For details of the study’s privacy policy, please see https://www.understandingsociety.ac.uk/participants/gdpr
Understanding Society - every interview matters

Salutation
We missed you last year but hope that you will take part in Understanding Society this year. Your experiences are unique and we can’t replace you with anyone else.

Your Understanding Society interview is going to be different this year.
This year, because of the health risks caused by the coronavirus Covid-19 we have decided to pause face-to-face interviews for the moment. Instead of an interviewer visiting your home, you can complete your Understanding Society survey online.

Thank you for your support
We’re very grateful that you take part in Understanding Society. This year the interview takes about 10 minutes longer. To thank you for your extra effort, we’ve increased the amount that we give to you from £10 to £15. If you’re able to take part this year we will give you a £15 gift card.

Every time you complete your interview you are helping the government, policymakers and university researchers understand more about what real people think, feel and do.

This year it is particularly important that you complete your interview as the government and researchers will be using Understanding Society to understand more about the Covid-19 outbreak and how it impacts the UK.

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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.

Name: RESP_Name
PID: ff_PID

MOVING TO
New Address: ____________________________
Home Phone: ____________________________
(inc STD code)__________________________
Postcode: _______________________________
Mobile: ________________________________
E-mail address: __________________________
Date of move: ___________________________

MOVING FROM
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Name: _________________________________
Mobile: ________________________________

Name: _________________________________
Mobile: ________________________________

Name: _________________________________
Mobile: ________________________________

Name: _________________________________
Mobile: ________________________________

Name: _________________________________
Mobile: ________________________________

For details of the study’s privacy policy, please see https://www.understandingsociety.ac.uk/participants/gdpr
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Understanding Society - every interview matters

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ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Mobile: Mobile:

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Understanding Society

IP13

IP13 Advance Mailing

- Advance Letters + Leaflet

Advance Letter Longer Interview version B

- IP13 CAWI_R3.Letter 17b - IP13 CAWI pr HH Adult £15uc - LONGER B_v1
- IP13 CAWI_R3.Letter 18b - IP13 CAWI unpr HH Adult £15c - LONGER B_v1
- IP13 CAWI_R3.Letter 19b - IP13 CAWI pr HH Rising 16 £15uc - LONGER B_v1
- IP13 CAWI_R3.Letter 20b - IP13 CAWI unpr HH Rising 16 £15c - LONGER B_v1
- IP13 CAWI_R3.Letter 21b - IP13 CAWI pr Adult £15uc+£20c - LONGER B_v1
- IP13 CAWI_R3.Letter 22b - IP13 CAWI unpr HH Adult £15c+£20c - LONGER B_v1
- IP13 CAWI_R3.Letter 23b - IP13 CAWI pr HH Rising 16 £15uc+£20c - LONGER B_v1
- IP13 CAWI_R3.Letter 24b - IP13 CAWI unpr HH Rising 16 £15c+£20c - LONGER B_v1
- IP13 CAWI_R3.Letter 25b - IP13 CAWI pr HH Adult £25uc - LONGER B_v1
- IP13 CAWI_R3.Letter 26b - IP13 CAWI unpr HH Adult £25c - LONGER B_v1
- IP13 CAWI_R3.Letter 27b - IP13 CAWI pr HH Rising 16 £25uc - LONGER B_v1
- IP13 CAWI_R3.Letter 28b - IP13 CAWI unpr HH Rising 16 £25c - LONGER B_v1
- IP13 CAWI_R3.Letter 29b - IP13 CAWI pr Adult £35uc - LONGER B_v1
- IP13 CAWI_R3.Letter 30b - IP13 CAWI unpr HH Adult £35c - LONGER B_v1
- IP13 CAWI_R3.Letter 31b - IP13 CAWI pr HH Rising 16 £35uc - LONGER B_v1
- IP13 CAWI_R3.Letter 32b - IP13 CAWI unpr HH Rising 16 £35c - LONGER B_v1
- IP13 CAWI_R3.Letter 33b - IP13 CAWI NE LW pr £15uc - LONGER B_v1
- IP13 CAWI_R3.Letter 34b - IP13 CAWI NE LW unpr £15c - LONGER B_v1
- IP13 CAWI_R3.Letter 35b - IP13 CAWI NE LW pr £35uc - LONGER B_v1
- IP13 CAWI_R3.Letter 36b - IP13 CAWI NE LW unpr £35c - LONGER B_v1
- IP13 CAWI_R3.Letter 37b - IP13 CAWI NE LW pr £15uc+£20c - LONGER B
- IP13 CAWI_R3.Letter 38b - IP13 CAWI NE LW unpr £10c+£20c - LONGER B_v1
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In the past you might have completed your youth questionnaire. This year you’ll be moving from this paper questionnaire to the adult survey. We’ll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

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2.
3.

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Name: RESP_Name  Name:  
PID: ff_PID  Mobile:  
MOVING TO
New Address:  
Home Phone:  
(inc STD code)  
Postcode:  
Mobile:  
E-mail address:  
Date of move:  
MOVING FROM
ff_Address1  
ff_Address2  
ff_Address3  
ff_Address4  
ff_Address5  
ff_PostCode

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IP13 CAWI_R3.Letter 33b - IP13 CAWI NE LW pr £15uc - LONGER B_v1
Salutation

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Understanding Society

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Postcode: 
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MOVING TO

New Address: __________________________

Home Phone: __________________________

Home Postcode: ________________________

E-mail address: _________________________

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ff_Address1

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IP13 CAWI R3. Letter 39b - IP13 CAWI NE LW pr £25 uc - LONGER B_v1
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Understanding Society - every interview matters
Understanding Society

IP13

IP13 Advance Mailing – Advance Letters + Leaflet

Regular Letters

IP13 CAWI_R3.Letter 1 - IP13 CAWI productive Household Adult £10uc - REGULAR_v1
IP13 CAWI_R3.Letter 2 - IP13 CAWI unproductive Household Adult £10c - REGULAR_v1
IP13 CAWI_R3.Letter 3 - IP13 CAWI productive Household Rising 16 £10uc - REGULAR_v1
IP13 CAWI_R3.Letter 4 - IP13 CAWI unproductive Household Rising 16 £10c - REGULAR_v1
IP13 CAWI_R3.Letter 5 - IP13 CAWI productive Adult £10uc+£20c - REGULAR_v1
IP13 CAWI_R3.Letter 6 - IP13 CAWI unproductive Household Adult £10c+£20c - REGULAR_v1
IP13 CAWI_R3.Letter 7 - IP13 CAWI productive Household Rising 16 £10uc+£20c - REGULAR_v1
IP13 CAWI_R3.Letter 8 - IP13 CAWI unproductive Household Rising 16 £10c+£20c - REGULAR_v1
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IP13 CAWI_R3.Letter 41 - IP13 CAWI NE LW pr £10uc - REGULAR_v1
IP13 CAWI_R3.Letter 42 - IP13 CAWI NE LW pr £10uc+£20c - REGULAR_v1
IP13 CAWI_R3.Letter 43 - IP13 CAWI NE LW pr £20uc - REGULAR_v1
IP13 CAWI_R3.Letter 44 - IP13 CAWI NE LW pr £30uc - REGULAR_v1
IP13 CAWI_R3.Letter 45 - IP13 CAWI NE LW unpr £10c - REGULAR_v1
IP13 CAWI_R3.Letter 46 - IP13 CAWI NE LW unpr £10c+£20c - REGULAR_v1
IP13 CAWI_R3.Letter 47 - IP13 CAWI NE LW unpr £20c - REGULAR_v1
IP13 CAWI_R3.Letter 48 - IP13 CAWI NE LW unpr £30c - REGULAR_v1
Understanding Society - every interview matters

Salutation

Thank you for being part of Understanding Society. Every time you’re interviewed it helps us understand more about life in the UK today.

Your Understanding Society interview is going to be different this year.

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Thank you for your support

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Mobile:

Counter

4031014/9/Letter 1
Salutation
We missed you last year but hope that you will take part in Understanding Society this year. Your experiences are unique and we can’t replace you with anyone else.

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IP13 CAWI_R3.Letter 3 IP13 CAWI productive Household Rising 16 £10uc - REGULAR_v1
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IP13 CAWI R3. Letter 5 - IP13 CAWI productive Adult £10uc+£20c - REGULAR_v1
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Understanding Society - every interview matters

Salutation
We missed you last year but hope that you will take part in Understanding Society this year. Your experiences are unique and we can’t replace you with anyone else.

Your Understanding Society interview is going to be different this year.
This year, because of the health risks caused by the coronavirus Covid-19 we have decided to pause face-to-face interviews for the moment. Instead of an interviewer visiting your home, you can complete your Understanding Society survey online.

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Salutation

We want to hear about your life, your experiences and your views. By taking part in Understanding Society you’re helping make life better for people your age, as well as future generations.

In the past you might have completed your youth questionnaire. This year you’ll be moving from this paper questionnaire to the adult survey. We’ll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

Thank you for your support

We’re really grateful that you’re part of Understanding Society. To say thank you we’ve enclosed a £30 gift card which is activated and ready for you to use. Plus, to welcome you to the adult survey, once you’ve completed your interview we’ll enter you into a prize draw for an iPad.

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Mobile:
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Date of move:

Name:
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Salutation
I am writing to ask for your help with a world-leading study about life in the UK. Other members of your household are already part of Understanding Society.
It is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. Understanding Society is used by university researchers, government departments and charities to understand what real people think, feel and do.
You can find out more about Understanding Society on our website – www.understandingsociety.ac.uk

Thank you for your continuing support for the Study. With best wishes,

Professor Michaela Benzeval – Director, Understanding Society.

Have questions or want more information?

If you have questions or want more information, you can contact us by:
- Phone: 0800 252 853
- Email: contact@understandingsociety.ac.uk

Your continuing participation is very important to us. Please let us know if you move by using the form on the Understanding Society website at www.understandingsociety.ac.uk/participants, 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.

Moving to
Name: __________________________  New Address: __________________________
Home Phone: ____________________  (inc STD code)
Postcode: ________________________
Mobile: __________________________
E-mail address: ___________________
Date of move: ____________________

Your new address
Name: __________________________  Mobile: __________________________
Name: __________________________  Mobile: __________________________
Name: __________________________  Mobile: __________________________
Name: __________________________  Mobile: __________________________
Name: __________________________  Mobile: __________________________

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.
IP13 Information leaflet mailed with letters v1
Keep in touch with Understanding Society
You can visit our website: www.understandingsociety.ac.uk
You can contact our participant liaison team by email: contact@understandingsociety.ac.uk
By Freephone: 0800 252 853
Or write to us:
FREEPOST RRXX-KEKJ-JGKS,
Understanding Society,
University of Essex,
Wivenhoe Park,
Colchester, CO4 3SQ

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Building a picture of the UK one interview at a time

Your annual interview

USOC/W12/leaflet/letter/issued January 2020
Everyone who takes part in Understanding Society is an individual – your life and experiences are unique. There’s no one else in the Study like you and we can’t replace your interview with anyone else’s.

From across the UK, tens of thousands of individuals take part in Understanding Society and together these interviews help us to build an accurate picture of life in the UK today. Through Understanding Society we can see where people’s lives change, what stays the same and the experiences of different generations. It helps us understand which government policies have worked, and which ones haven’t, how families and communities change over time and how social and political opinions develop. Understanding Society plays a key role in medical research, helping us better understand health and treat diseases.

In the last year, information from Understanding Society has been used to look at:

- the links between housing and mental health
- modelling the future pensions needs for the UK
- how happy children are
- measuring poverty in the UK
- over-crowding in housing
- commuting times and changing work patterns
- plan local services for older people
- the gender pay gap
- how families organise paid and domestic work
- young people’s use of social media
- whether flexible working is good for our health

And much, much more. You can find more information about how Understanding Society is being used by looking on our website: www.understandingsociety.ac.uk/participants

Our participants also tell us that their interview is a chance to reflect on their own life; to take stock and see what’s new, or not, each year.

Whatever your reasons for taking part – thank you. Your interview makes a difference.

Understanding Society and confidentiality

We take great care to protect the confidentiality of our participants. Your personal details such as name, address and date of birth are removed from your survey, so that you cannot be identified. Your details are never made available to researchers or other companies who might use them for marketing purposes.

Is my information secure if I do the survey online?

Yes. The information you provide online is secure. You are issued with a unique log-in for the survey. The information you give us is downloaded on to secure servers.

Who checks that Understanding Society keeps information secure?

Understanding Society is compliant with the ISO-27001 data security protocols and procedures, which is an international standard for information security management. We are regularly inspected by an independent auditor as part of our ISO-27001 certification. Our fieldwork partners, NatCen Social Research and Kantar Public, have also achieved ISO-27000 certification.

Is Understanding Society compliant with the GDPR?

Yes. We are compliant with the General Data Protection Regulation

For more information on data security and GDPR go to: www.understandingsociety.ac.uk/participants/data-confidentiality