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



Add1

Add2

Add3

Add4

Add5

Postcode



Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

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Username: 082adxrv	Password: Greens
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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,

Michaela Genzeval

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

Letter 7 (A1)

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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

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.

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



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Add2

Add3

Add4

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Postcode



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With many thanks,

Michaela Genzeval

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Letter 107 (A2)

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Policy makers

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



Add1

Add2

Add3

Add4

Add5

Postcode



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Date

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Letter 13 (A3)

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Policy makers

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



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Add4

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Postcode



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Date

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Letter 113 (A4)

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Policy makers

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



Add1

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Add4

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Postcode



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Date

Salutation

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Username: 082adxrv	Password: Greens
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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. 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.

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Letter 9 (A5)

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Policy makers

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



Add1

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Add3

Add4

Add5

Postcode



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Date

Salutation

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Letter 109 (A6)

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Policy makers

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



Add1

Add2

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Postcode



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Date

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Letter 11 (A7)

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Policy makers

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



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Letter 111 (A8)

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Policy makers

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



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Postcode



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Date

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With many thanks,

Postcode

Michaela Benzeval

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Letter 57 (A9)

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Mobile: ___

Date of move: ___









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



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Postcode



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Postcode

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Letter 5107 (A10)

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Your continuing participation is very important to us. Please let us know if you move by updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a below as we may like to ask them to take part in £5 voucher. Understanding Society in the future. If possible, please provide their mobile number. Name: RESP_Name MOVING TO... PID: FF_PID New Address: Name: MOVING FROM... Mobile: Add1 Home Phone: (inc STD code) Mobile: ____ Add2 Postcode: Add3 Mobile: Add4 Mobile: E-mail address: Name: Add5

Mobile: ___

Date of move: ___









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 contact@understandingsociety.ac.uk

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



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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

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www.understandingsociety.ac.uk/Society

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Username: 082adxrv	Password: Greens
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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.

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,

Michaela Benzeval

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

Letter 513 (A11)

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Policy makers

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



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Michaela Benzeval

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

Letter 5113 (A12)

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Moving home? Take us with you.

www.understandingsociety.ac.uk contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ Letter A13 last wave non-responding household adult £10 + £10 - positive message



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Postcode



Contact us:

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Date

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Username: 082adxrv	Password: Greens
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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.

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With many thanks,

Michaela Genzelal

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

Letter 59 (A13)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ Letter A14 last wave non-responding household adult £10 +£10 - negative message



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EbbA

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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

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Username: 082adxrv	Password: Greens
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Michaela Genzeval

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

Letter 5109 (A14)

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Your continuing participation is very important to us. Please let us know if you move by updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a below as we may like to ask them to take part in Understanding Society in the future. If possible, £5 voucher. please provide their mobile number. Name: RESP_Name MOVING TO... PID: FF_PID New Address: Name: MOVING FROM... Mobile: Home Phone: Add1 Name: (inc STD code) Add2 Mobile: Add3 Postcode: Mobile: Add4 Mobile: E-mail address: Name: Add5 Postcode Date of move: ___ Mobile: ___









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Policy makers

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ Letter A15 last wave non-responding household adult £30 - positive message



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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

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Username: 082adxrv	Password: Greens
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Michaela Genzeval

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

Letter 511 (A15)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ Letter A16 last wave non-responding household adult £30 - negative message



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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

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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 5111 (A16)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ R1 last wave responding household rising 16 £10 – positive message



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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: 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.

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

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Username: 082adxrv	Password: Greens
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Michaela Benzeval

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Letter 8 (R1)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ R2 last wave responding household rising 16 £10 – negative message



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Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

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Username: 082adxrv	Password: Greens
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Letter 108 (R2)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ R3 last wave responding household rising 16 £20 – positive message



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Date

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Username

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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 14 (R3)

Please let us know who will be living with you

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details on the Understanding Society website at 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.		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,
Name: RESP_Name	MOVING TO	please provide their mobile number.
PID: FF_PID	New Address:	Name:
MOVING FROM		Mobile:
Add1	Home Phone:	Name:
Add2	(inc STD code)	Mobile:
Add3	Postcode:	Name:
Add4	Mobile:	Mobile:
Add5	E-mail address:	Name:
Postcode	Date of move:	Mobile:









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Postcode



Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

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Username: 082adxrv	Password: Greens
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With many thanks,

Michaela Benzelal

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

Letter 114 (R4)

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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

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 contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ R5 last wave responding household rising 16 £10 = £10 - positive message



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Add5

Postcode



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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

Letter 10 (R5)

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Name: RESP_Name	MOVING TO	please provide their mobile number.
PID: FF_PID	New Address:	Name:
MOVING FROM		Mobile:
Add1	Home Phone:	Name:
Add2	(inc STD code)	Mobile:
Add3	Postcode:	Name:
Add4	Mobile:	Mobile:
Add5	E-mail address:	Name:
Postcode	Date of move:	Mobile:









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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ R6 last wave responding household rising 16 £10 +£10 – negative message



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Postcode



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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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PID: FF_PID	New Address:	Name:
MOVING FROM		Mobile:
Add1	Home Phone:	Name:
Add2	(inc STD code)	Mobile:
Add3	Postcode:	Name:
Add4	Mobile:	Mobile:
Add5	E-mail address:	Name:
Postcode	Date of move:	Mobile:









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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. CO4 3SQ R7 last wave responding household rising 16 £30- positive message



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Letter 12 (R7)

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FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ R8 last wave responding household rising 16 £30 – negative message



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Letter 112 (R8)

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