

IP11 Letters

- **Advance Letters**
- **Other Letters**
- **Refreshment Sample Letters**

IP11 Advance Letters

IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A2

IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A4

IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A6

IP11 Advance Letters CAPI-first Adult Last Wave Responding Household A3

IP11 Advance Letters CAPI-first Adult Last Wave Responding Household A5

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IP11 Advance Letters CAPI-first Rising16 Last Wave Non-Responding Household R4

IP11 Advance Letters CAPI-first Rising16 Last Wave Non-Responding Household R6

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IP11 Advance Letters CAWI-first Adult Last Wave Non-Responding Household A88

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IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N44

IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N66

IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N88

IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N11

IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N33

IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N55

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IP11 Advance Letters CAWI-first Rising16 Last Wave Non-Responding Household R22

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IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A2



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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Postal_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

413158/Letter A2

Counter

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PID: ff_PID

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ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

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(inc STD code)

Postcode: _____

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E-mail address: _____

Date of move: _____

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Information from the survey showed researchers that **flexible working** helps women maintain their career after having children.

The **Department for Work and Pensions** used the survey to understand what stops people **progressing from low pay jobs**.



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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A4



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413158/Letter A4

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IP11 Advance Letters CAPI-first Adult Last Wave Non-Responding Household A6



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Michaela Benzeval

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413158/Letter A6

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ff_Address2

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Postcode: _____

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IP11 Advance Letters CAPI-first Adult Last Wave Responding Household A1



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Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter A1

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Using your gift card : The Love2Shop card is a cash card. The card is pre-activated and ready to use. The membership fee of £1.50 does not apply to survey members. Please tell the cashier the balance on each card before they start the transaction. Please keep a note of any remaining balance on the card as stores do not have this information. Up to three cards may be used in one transaction. When using multiple cards each card must be processed individually. If a transaction is greater than the card value the difference will need to be paid by another method before the card is swiped.



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IP11 Advance Letters CAPI-first Rising16 Last Wave Non-Responding Household R2



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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With many thanks,

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

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

413158/Letter R2

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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413158/Letter R4

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PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter R6

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PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

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E-mail address: _____

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Michaela Benzeval

Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter R1

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Name: RESP_Name

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MOVING FROM...

ff_Address1

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ff_Address4

ff_Address5

ff_PostCode

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IP11 Advance Letters CAPI-first Rising16 Last Wave Responding Household R5



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ff_Address4
ff_Address5
ff_PostCode

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PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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New Address: _____

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(inc STD code)

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Date of move: _____

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IP11 Advance Letters CAPI-first Rising16 Last-Wave Responding Household R3



RESP_Name
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ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Michaela Benzeval

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413158/Letter R3

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PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

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ff_Address5

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MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

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ff_Address5
ff_PostCode

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Participant helpline: 0800 252 853
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Postal_Date

Salutation

Understanding Society is a world-renowned and important resource. Leading charities, like Citizens Advice, Age UK and the Children's Society, use the data to support their work. So do top universities and the UK government. This helps them to take the lives of real people into account when making decisions.

Your interview

We hope that you will help us this year. The information you share helps us to understand what people think, feel and do. We need to continue interviewing the same people in order to understand changes in our society.

The survey is available online at the website shown below, so you can complete it at a time that's best for you. The questionnaire is designed to be completed on a smartphone, tablet or other device such as a desktop or laptop computer

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 are unable to complete your questionnaire online, an interviewer will be in touch with you to arrange a convenient time for an interview.

Thank you

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, which you can spend at high-street shops like Argos, Marks & Spencer, and WHSmith.

Need to know more?

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With many thanks,

Michaela Benzeval

Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter A22

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PID: ff_PID	New Address: _____
MOVING FROM...	
ff_Address1	Home Phone: _____
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IP11 Advance Letters CAWI-first Adult Last Wave Non-Responding Household A44



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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With many thanks,

Michaela Benzeval

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

413158/Letter A44

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Using your gift card : The Love2Shop card is a cash card. The card is pre-activated and ready to use. The membership fee of £1.50 does not apply to survey members. Please tell the cashier the balance on each card before they start the transaction. Please keep a note of any remaining balance on the card as stores do not have this information. Up to three cards may be used in one transaction. When using multiple cards each card must be processed individually. If a transaction is greater than the card value the difference will need to be paid by another method before the card is swiped.



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

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

IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N22



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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How to take part

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With many thanks,

Michaela Benzeval

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

413158/Letter N22

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAWI-first Adult Last Wave Responding Household A77



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Web: www.understandingsociety.ac.uk/participants
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Your interview

We hope that you will help us this year. The information you share helps us to understand what people think, feel and do. We need to continue interviewing the same people in order to understand changes in our society.

The survey is available online at the website shown below, so you can complete it at a time that's best for you. The questionnaire is designed to be completed on a smartphone, tablet or other device such as a desktop or laptop computer

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 are unable to complete your questionnaire online, an interviewer will be in touch with you to arrange a convenient time for an interview.

Thank you

To say thank you for taking part, we've enclosed a £10 gift-card, which you can spend at high-street shops like Argos, Marks & Spencer, and WHSmith. If all members of your household complete the survey online by 11 June 2018 we will send each of you an additional £20 gift-card.

Need to know more?

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With many thanks,

Michaela Benzeval

Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter A77

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

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

Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____

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IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N44



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Web: www.understandingsociety.ac.uk/participants
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Michaela Benzeval

Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter N44

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Mobile: _____

Name: _____

Mobile: _____

Name: _____

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IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N66



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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413158/Letter N66

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

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Mobile: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAWI-first New Entrant Last Wave Non-Responding Household N88



RESP_Name
ff_Address1
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ff_Address3
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ff_Address1

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New Address: _____

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IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N11



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IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N33



RESP_Name
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How to take part

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1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: XXXXXX and password: XXXXX
3. Answer the questions in your own time

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With many thanks,

Michaela Benzeval

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

413158/Letter N33

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

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

IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N55



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Postcode: _____

Mobile: _____

E-mail address: _____

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IP11 Advance Letters CAWI-first New Entrant Last Wave Responding Household N77



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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(inc STD code)

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Mobile: _____

Name: _____

Mobile: _____

Name: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAWI-first Rising16 Last Wave Non-Responding Household R22



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

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413158/Letter R22

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PID: ff_PID	New Address: _____
MOVING FROM...	
ff_Address1	Home Phone: _____
ff_Address2	(inc STD code)
ff_Address3	Postcode: _____
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Mobile: _____
Name: _____
Mobile: _____
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Mobile: _____
Name: _____
Mobile: _____

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

IP11 Advance Letters CAWI-first Rising16 Last Wave Non-Responding Household R44



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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413158/Letter R44

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IP11 Advance Letters CAWI-first Rising16 Last Wave Non-Responding Household R66



RESP_Name
ff_Address1
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At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details.

With many thanks,

Michaela Benzeval

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

413158/Letter R88

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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Moving home? Take us with you.

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

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAWI-first Rising16 Last Wave Responding Household R11



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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

Postal_Date

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Your voice matters

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With many thanks,

Michaela Benzeval

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

413158/Letter R11

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MOVING FROM...	
ff_Address1	Home Phone: _____
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Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Advance Letters CAWI-first Rising16 Last Wave Responding Household R33



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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

Postal_Date

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Michaela Benzeval

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

413158/Letter R33

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IP11 Advance Letters CAWI-first Rising16 Last Wave Responding Household R55



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

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Your £30 gift-card and chance to win an iPad

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With many thanks,

Michaela Benzeval

Professor Michaela Benzeval – Director, *Understanding Society*
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413158/Letter R55

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Mobile: _____

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

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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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And if all members of your household complete the survey online by 11 June 2018 we will send each of you an additional £20 gift-card. 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.

Your interview

The survey is available online at the website shown below, so you can complete it at a time that's best for you. The questionnaire is designed to be completed on a smartphone, tablet or other device such as a desktop or laptop computer.

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413158/Letter R77

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Other Letters

IP11 Letters CAPI first CAWI Invite Letter 29

IP11 Letters CAWI Conditional Incentive Letter 26

IP11 Letters CAWI Conditional Incentive Letter 27

IP11 Letters CAWI Conditional Incentive Letter 28

IP11 Letters Full HH Completion Letter 21

IP11 Letters Generic Letter 20

IP11 Letters Mop-up Letter 24

IP11 Letters Reminder Letter 22

IP11 Letters Transfer to CAPI Letter 25

IP11 Letters Youth Self-Completion Cover Letter 23

IP11 Letters CAPI first CAWI Invite Letter 29



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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Web: www.understandingsociety.ac.uk/participants
Email: contact@understandingsociety.ac.uk

Postal_Date

Salutation

One of our interviewers has tried to contact you a number of times in the last few weeks hoping to conduct this year's *Understanding Society* interview with you but so far they have been unsuccessful.

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

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

Username: username

Password: password

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@kantarpublish.com

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

413158/Letter 29

Counter

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ff_Address1

ff_Address2

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New Address: _____

Home Phone: _____

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Salutation

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

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

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact me by emailing help.understandingsociety@kantarpublish.com or by calling the Freephone number 0800 015 2908.

Kind regards,

Michaela Benzeval

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

413158/Letter 26

Counter

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PID: ff_PID

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ff_Address1

ff_Address2

ff_Address3

ff_Address4

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MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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To find out more about how the study is being used go to:
<https://www.understandingsociety.ac.uk/participants/difference>

Using your gift card : The Love2Shop card is a cash card. The card is pre-activated and ready to use. The membership fee of £1.50 does not apply to survey members. Please tell the cashier the balance on each card before they start the transaction. Please keep a note of any remaining balance on the card as stores do not have this information. Up to three cards may be used in one transaction. When using multiple cards each card must be processed individually. If a transaction is greater than the card value the difference will need to be paid by another method before the card is swiped.



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contact@understandingsociety.ac.uk

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

IP11 Letters CAWI Conditional Incentive Letter 27



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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

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

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact me by emailing help.understandingsociety@kantarpublish.com or by calling the Freephone number 0800 015 2908.

Kind regards,

Michaela Benzeval

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

413158/Letter 27

Counter

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

Your continuing participation is very important to us. Please let us know if you move by 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 FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Letters CAWI Conditional Incentive Letter 28



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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

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

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact me by emailing help.understandingsociety@kantarpublish.com or by calling the Freephone number 0800 015 2908.

Kind regards,

Michaela Benzeval

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

413158/Letter 28

Counter

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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 FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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IP11 Letters Full HH Completion Letter 21



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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

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

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact me by emailing help.understandingsociety@kantarpublish.com or by calling the Freephone number 0800 015 2908.

Kind regards,

Michaela Benzeval

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

413158/Letter 21

Counter

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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IP11 Letters Generic Letter 20



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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@kantarpublish.com.

With many thanks,

Michaela Benzeval

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

413158/Letter 20

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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IP11 Letters Mop-up Letter 24



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

Your help is still needed

You may remember we contacted you earlier this year asking for your help in this year's *Understanding Society* survey. Our interviewer has not been able to carry out an interview with you during their visits. However, we are still keen to hear from you.

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

www.understandingsociety.ac.uk/Society

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@kantarpublish.com.

Yours faithfully,

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

413158/Letter 24

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Letters Reminder Letter 22



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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

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

Please type the following into your internet browser –

www.understandingsociety.ac.uk/Society

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

Username: username

Password: password

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

Yours sincerely

Michaela Benzeval

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

413158/Letter 22

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

What has the information collected by Understanding Society been used for?

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Wivenhoe Park, Colchester. C04 3SQ

IP11 Letters Transfer to CAPI Letter 25



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

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

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@kantarpublish.com

Yours faithfully,

Michaela Benzeval

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

413158/Letter 25

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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RESP_Name
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ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

Thank you ever so much for your recent participation in *Understanding Society*. At the end of the interview we mentioned that there is a short self-completion questionnaire that we would like «Child_name» to complete.

We would be grateful if you could look through the blank questionnaire and, if you are happy to do so, give it to «Child_name». When «Child_name» has completed the questionnaire, they can put it into the envelope enclosed and it can be posted back to us, free of charge.

As you know one of the really important features of the survey is that everyone's answers are completely confidential. This really helps us get responses from people that are completely truthful and accurate and makes the survey one of the best in the world. This applies to all the adults who take part but also all the children, so we ask all parents/guardians to allow their children to complete the questionnaire in private. We hope you understand why this is so important, but if you have any questions, don't hesitate to contact us.

As a token of our appreciation, I have enclosed a £5 gift-card for «Child_name» which has been activated and is ready to use.

If you have any questions at all about *Understanding Society* and your involvement in it, please contact us using the number below. Do also check our special participants' website where you can read some early findings, send us a message or just find out more information about *Understanding Society*: www.understandingsociety.ac.uk/participants.

Yours faithfully,

Michaela Benzeval

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

413158/Letter 23

Counter

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

Your continuing participation is very important to us. Please let us know if you move by 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 FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

What has the information collected by Understanding Society been used for?

A **housing association** used Understanding Society to look at how styles of housing affect **community wellbeing**, allowing them to plan better housing that encourages friendlier neighbourhoods.



Age UK used the survey to find out what improves **wellbeing for older people**. Their Wellbeing Index is being used to plan services and support for older people.

Researchers used **health information** from the survey to find out that couples influence each other's health through **shared lifestyle choices** and by choosing a partner who is similar to them.



Information from the survey showed researchers that **flexible working** helps women maintain their career after having children.

The **Department for Work and Pensions** used the survey to understand what stops people **progressing from low pay jobs**.



By being part of Understanding Society you're contributing to a world-leading study used by researchers, policy makers and charities who want to know about life in the UK.

To find out more about how the study is being used go to:
<https://www.understandingsociety.ac.uk/participants/difference>

Using your gift card : The Love2Shop card is a cash card. The card is pre-activated and ready to use. The membership fee of £1.50 does not apply to survey members. Please tell the cashier the balance on each card before they start the transaction. Please keep a note of any remaining balance on the card as stores do not have this information. Up to three cards may be used in one transaction. When using multiple cards each card must be processed individually. If a transaction is greater than the card value the difference will need to be paid by another method before the card is swiped.



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

IP11 Refreshment Sample Letters

Understanding Society 2018_CAPI (x1.1) - IP11 refreshment reserve CAPI

Understanding Society 2018_letter CAPI_v6 (X1)

Understanding Society 2018_letter CAWI A_v5 (X21)

Understanding Society 2018_letter CAWI B_v4 (X22)

Understanding Society 2018_letter CAWI C_v4 (X23)

Understanding Society 2018_letter CAWI D_v2 (X24)

Understanding Society 2018_letter DOORSTEP_v3 PR

Understanding Society 2018_CAPI (x1.1) - IP11 refreshment reserve CAPI



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

FinalSerialNum
01/ff_PID

Contact us:

0800 252 853
www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk
Postal_Date

Tell us how life in the UK is changing

Salutation

You may recall that we previously wrote to you this summer to let you know that your household has been selected to take part in *Understanding Society*, the world-renowned research study, and inviting you to take part in a short research interview. We are now writing to you again to let you know that one of our research interviewers will soon call at your address to arrange the interview.

Every year, we speak to thousands of helpful households across the country to build a picture of life in the UK. We ask people about things like their home and family, work and school, and health and wellbeing. The information you share helps us to understand what people think, feel and do. It also helps us to see how society is changing over time.

Leading charities, like Citizens Advice, Age UK and the Children's Society, use the data to support their work. So do universities and government. This helps them to consider the lives of real people when making decisions.

What next?

One of our research interviewers will call at your address in the next week or so. They'll explain more about the study and arrange a convenient time for you to take part. Your interviewer will show you a photo ID card so you know who they are.

Your voice matters

Your participation will help to give a voice to your household, and thousands of people like you. You can help us understand how UK society is changing, and how to change things for the better. We rely on your goodwill and cooperation to make this study a success.

Thank you

To say thank you for taking part, we've enclosed a **£10 gift-card**, which you can spend at high-street shops like Argos, Marks & Spencer, and WHSmith. If anyone else in your household takes part, they'll receive a £10 gift-card as well.

We look forward to meeting you soon,

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

For details of the study's privacy policy, please see
<https://www.understandingsociety.ac.uk/participants/gdpr>

IP11 CAPI

WHY TAKE PART?



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



Understanding Society gives you a voice on issues that matter.



There are shopping vouchers available for those who take part.

WHO'S USING THE STUDY?



Researchers

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



Leading charities

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



Local and national government

People in government can make better choices if they understand the lives of real people. Your answers could help to influence important decisions.

WHAT DIFFERENCE DOES IT MAKE?



AgeUK used the data to find out what improves wellbeing for older people. Their Wellbeing Index is used to plan services and support for older people.



The study showed that flexible working arrangements help women maintain their career after having children.



The Department for Work and Pensions used the data to understand what stops people progressing from low paid jobs.

Understanding Society 2018_letter CAPI_v6 (X1)



<RESP_Name>
<Add1>
<Add2>
<Add3>
<Add4>
<Add5>
<Postcode>

<FinalSerialNum/ChkI
FF_personno/FF_PID>

Contact us:

0800 252 853
www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

<Date>

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IP11 CAPI

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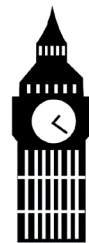
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Understanding Society 2018_letter CAWI A_v5 (X21)



<RESP_Name>
<Add1>
<Add2>
<Add3>
<Add4>
<Add5>
<Postcode>

<FinalSerialNum/ChkI
FF_personno/FF_PID>

Contact us:

0800 252 853
www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

<Date>

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How to take part

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IP11 CAWI A

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Understanding Society 2018_letter CAWI B_v4 (X22)



<RESP_Name>
<Add1>
<Add2>
<Add3>
<Add4>
<Add5>
<Postcode>

<FinalSerialNum/Chkl
FF_personno/FF_PID>

Contact us:

0800 252 853
www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

<Date>

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IP11 CAWI B

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Understanding Society 2018_letter CAWI C_v4 (X23)



<RESP_Name>
<Add1>
<Add2>
<Add3>
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IP11 CAWI C

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Understanding Society 2018_letter CAWI D_v2 (X24)



<RESP_Name>
<Add1>
<Add2>
<Add3>
<Add4>
<Add5>
<Postcode>

<FinalSerialNum/ChkI
FF_personno/FF_PID>

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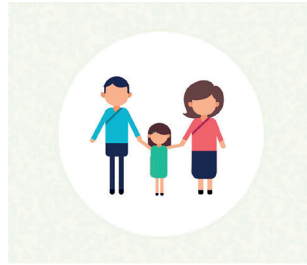
Professor Michaela Benzeval
Director, Understanding Society
Institute for Social and Economic Research, University of Essex

IP11 DOORSTEP

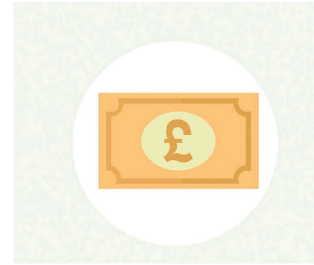
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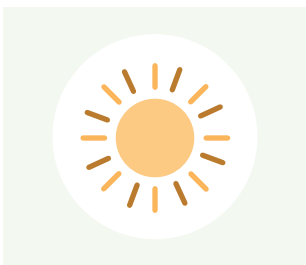
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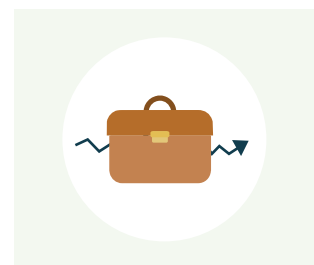
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