



Understanding Society

IP14

IP14 Advance Mailings

IP14 Advance Emails

IP14 Advance Letters



Understanding Society

IP14

IP14 Advance Emails

Email 1_Last wave responding adult in responding household £20

Email 2_Last wave non-responding adult in responding household £20

Email 3_Rising 16 in last wave responding household £20

Email 4_New entrant in last wave responding household £20

Email 5_Adult in last wave non-responding household £20

Email 6_Rising 16 in last wave non-responding household £20

Email 7_New entrant in last wave non-responding household £20

Email 8_Last wave responding adult in responding household £30

Email 9_Last wave non-responding adult in responding household £30

Email 10_Rising 16 in last wave responding household £30

Email 11_New entrant in last wave responding household £30

Email 12_Adult in last wave non-responding household £30

Email 13_Rising 16 in last wave non-responding household £30

Email 14_New entrant in last wave non-responding household £30

Email 1_Last wave responding adult in responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:10:29



1234567890\1
1213123456789

We can't do without you, Miss Charlotte Man.

Can you spare some valuable time to help our world-leading study? We can't replace you, so your ongoing support is really valuable to us. By continuing to take part, you're helping researchers to build a more detailed picture of life in the UK today. Understanding Society gives people a voice on issues that matter to them, making sure that different people and their lives are truly represented. The information you provide is used by university researchers, policy makers and charities such as Age UK and The Children's Society.

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



We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

To say thank you for your help, we have sent you a £20 voucher.

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

Many thanks,



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

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

Email 2_Last wave non-responding adult in responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:10:39



1234567890\2
1213123456789

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Email 3_Rising 16 in last wave responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:10:54



1234567890\3
1213123456789

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By taking part in the adult survey you will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society are already using data from the survey to improve children's wellbeing.

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Email 4_New entrant in last wave responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:11:11



1234567890\4
1213123456789

We can't do without you, Miss Charlotte Man.



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



The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

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To thank you for your help, and to let you know we value your contribution we will send you a £20 gift card.

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University of Essex

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Email 5_Adult in last wave non-responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:11:24



1234567890\5
1213123456789

We can't do without you, Miss Charlotte Man.



Can you spare some valuable time to help our world-leading study? Your participation is vital and is giving a voice to the experiences of thousands of people across the UK.



Every time you are interviewed, you are contributing to a unique study about life in the UK and how it's changing. Understanding Society is being used in new ways every day by academic researchers, policy makers and charities. In the past few months information from Understanding Society has been used to evaluate urban regeneration, look further at the concerns that children have, consider the benefits of flexible working and track the wellbeing of older people. You can keep up to date with how the study is being used by visiting www.understandingsociety.ac.uk/participants



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Institute for Social and Economic Research
University of Essex

confidential and you and your household will not be identifiable from the data.

Email 6_Rising 16 in last wave non-responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:11:38



1234567890\6
1213123456789

We can't do without you, Miss Charlotte Man.



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



By taking part in the adult survey you will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society are already using data from the survey to improve children's wellbeing.

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



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Email 7_New entrant in last wave non-responding household £20

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:12:15



1234567890\7
1213123456789

We can't do without you, Miss Charlotte Man.



Can you spare some valuable time to help our world-leading study? Your participation is vital and is giving a voice to the experiences of thousands of people across the UK.



Every time you are interviewed, you are contributing to a unique study about life in the UK and how it's changing. Understanding Society is being used in new ways every day by academic researchers, policy makers and charities. In the past few months information from Understanding Society has been used to evaluate urban regeneration, look further at the concerns that children have, consider the benefits of flexible working and track the wellbeing of older people. You can keep up to date with how the study is being used by visiting www.understandingsociety.ac.uk/participants Other members of your household are already part of Understanding Society.



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Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make. If you have any questions, please [email](#) our Participant Helpline.

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Many thanks,



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Email 8_Last wave responding adult in responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:12:22



1234567890\8
1213123456789

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Email 9_Last wave non-responding adult in responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:12:38



1234567890\9
1213123456789

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Email 10_Rising 16 in last wave responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:12:44



1234567890\10
1213123456789

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Email 11_New entrant in last wave responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:12:53



1234567890\11
1213123456789

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Email 12_Adult in last wave non-responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:13:01



1234567890\12
1213123456789

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Email 13_Rising 16 in last wave non-responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:13:10



1234567890\13
1213123456789

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Email 14_New entrant in last wave non-responding household £30

From: [Understanding Society](#)
To: [Man, Charlotte \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 25 March 2021 12:13:20



1234567890\14
1213123456789

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Understanding Society

IP14

IP14 Advance Letters

IP14 LETTER BACK_for all letters

IP14_CAWI-first Covid Letter 10_Last wave responding Rising 16 in responding household £30

IP14_CAWI-first Letter 1_Last wave responding adult in non-responding household £20

IP14_CAWI-first Letter 2_Last wave non-responding adult in responding household £20

IP14_CAWI-first Letter 3_Last wave responding Rising 16 in responding household £20

IP14_CAWI-first Letter 4_new entrant in last wave responding household £20

IP14_CAWI-first Letter 5_Adult in last wave non-responding household £20

IP14_CAWI-first Letter 6_Rising 16 in last wave non-responding household £20

IP14_CAWI-first Letter 7_New entrant in last wave non-responding household £20

IP14_CAWI-first Letter 8_Last wave responding adult in non-responding household £30pdf

IP14_CAWI-first Letter 11_new entrant in last wave responding household £30

IP14_CAWI-first Letter 12_Adult in last wave non-responding household £30

IP14_CAWI-first Letter 13_Rising 16 in last wave non-responding household £30

IP14_CAWI-first Letter 14_New entrant in last wave non-responding household £30

IP14_Information leaflet to go with advance letters

P14_CAWI-first Letter 9_Last wave non-responding adult in responding household £30

IP14 LETTER BACK_for all letters

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



Freephone
0800 252 853



or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

IP14_CAWI-first Covid Letter 10_Last wave responding Rising 16 in
responding household £30

Contact us:

Participant helpline: 0800 252 853

Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date



Counter

Understanding Society – every interview matters

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.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

We're really grateful that your 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 a chance to win an iPad**.

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Thank you for your continuing support for the Study.

With best wishes,

Professor Michaela Benzeval

Director, Understanding Society.

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www.understandingsociety.ac.uk/society

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Enter your
user name:
username
and password:
password

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Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email address: _____ Date of move: _____

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IP14_CAWI-first Letter 1_Last wave responding adult in non-responding household £20



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RESP_Name
ff_Address1
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ff_Address5
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Postal_Date



Counter

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IP14_CAWI-first Letter 2_Last wave non-responding adult in responding household £20



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RESP_Name
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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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IP14_CAWI-first Letter 3_Last wave responding Rising 16 in responding household £20

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Salutation

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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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IP14_CAWI-first Letter 4_new entrant in last wave responding household
£20



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ff_Address5
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Postal_Date



Counter

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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.

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IP14_CAWI-first Letter 5_Adult in last wave non-responding household
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RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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Postal_Date



Counter

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IP14_CAWI-first Letter 6_Rising 16 in last wave non-responding household
£20



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Postal_Date



Counter

Understanding Society – every interview matters

Salutation

Your annual interview helps us understand how life in the UK is changing for young adults. 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.

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Email address: _____ Date of move: _____

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IP14_CAWI-first Letter 7_New entrant in last wave non-responding
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IP14_CAWI-first Letter 8_Last wave responding adult in non-responding household £30pdf



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IP14_CAWI-first Letter 11_new entrant in last wave responding household
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Understanding Society – every interview matters

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/participants

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

To say thank you for your help, if you're able to take part this year we will give you a **£30 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.

Have questions or want more information?

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

Thank you for your continuing support for the Study.

With best wishes,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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username
and password:
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...so please let us know if you move to a new home.

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or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

IP14_CAWI-first Letter 12_Adult in last wave non-responding household
£30



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IP14_CAWI-first Letter 13_Rising 16 in last wave non-responding
household £30



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Your annual interview helps us understand how life in the UK is changing for young adults. 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 your part of Understanding Society. To say thank you, if you are able to take part this year, we will give you a **£30 gift card**. Plus, to welcome you to the adult survey, once you've completed your interview we'll enter you into a **prize draw for a chance to win an iPad**.

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IP14_CAWI-first Letter 14_New entrant in last wave non-responding
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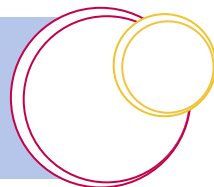
If you forward us your new address, we will send you a £5 voucher.

IP14_Information leaflet to go with advance letters

Building a picture of the UK one interview at a time

Your annual interview

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:

- home schooling during the Covid-19 lockdown
- gender equality at work
- how happy children are
- changes in health behaviour
- recruiting and retaining teachers
- the travel needs of older people
- food bank use
- the impact of later life divorce on mental health
- inequalities between generations
- preventing teenage bullying
- the links between air pollution and memory issues

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.**



**Economic
and Social
Research Council**



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, 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

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](mailto: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**



Follow us on



@usociety

/usociety

P14_CAWI-first Letter 9_Last wave non-responding adult in responding household £30



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