



Understanding Society

IP15

IP15 Advance Mailings

Advance emails

- IP15 Email 1-CAWI productive adult in responding HH unconditional £20 for using the BVI app
- IP15 Email 2-CAWI non-productive adult in responding HH unconditional £20 for using the BVI app
- IP15 Email 3-CAWI non-productive adult in non-responding HH unconditional £20 for using the BVI app
- IP15 Email 4-CAWI productive adult in responding HH unconditional £30 for using the BVI app
- IP15 Email 5-CAWI non-productive adult in responding HH unconditional £30 for using the BVI app
- IP15 Email 6-CAWI non-productive adult in non-responding HH unconditional £30 for using the BVI app
- IP15 Email 7-CAWI productive adult in responding HH unconditional £20 for using the BVI app
- IP15 Email 8-CAWI non-productive adult in responding HH conditional £20 for using the BVI app
- IP15 Email 9-CAWI non-productive adult in non-responding HH conditional £20 for using the BVI app

- IP15 Email 10-CAWI productive adult in responding HH survey incentive £30 unconditional + BVI app incentive conditional
- IP15 Email 11-CAWI non-productive adult in responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Email 12-CAWI non-productive adult in non-responding HH incentive £30 conditional + BVI app incentive conditional

Advance Letters

- IP15 Information leaflet to go with letters
- IP15 Letter 1 CAWI productive adult in responding HH incentive £20 unconditional + BVI app incentive unconditional
- IP15 Letter 2 CAWI non-productive adult in responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 3 CAWI Rising 16 in responding HH incentive £20 unconditional + BVI app incentive unconditional
- IP15 Letter 4 CAWI New entrant in responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 5 CAWI non-productive adult in non-responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 6 CAWI Rising 16 in non-responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 7 CAWI New entrant in non-responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 8 CAWI productive adult in responding HH incentive £30 unconditional + BVI app incentive unconditional
- IP15 Letter 9 CAWI non-productive adult in responding HH incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 10 CAWI Rising 16 in responding HH incentive £30 unconditional + BVI app incentive unconditional
- IP15 Letter 11 CAWI New entrant in responding HH incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 12 CAWI non-productive adult in non-responding HH incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 13 CAWI Rising 16 in non-responding HH incentive £30 conditional + BVI app incentive unconditional

- IP15 Letter 14 CAWI New entrant in non-responding HH incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 15 CAWI productive adult in responding HH incentive £20 unconditional + BVI app incentive conditional
- IP15 Letter 16 CAWI non-productive adult in responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 17 CAWI Rising 16 in responding HH incentive £20 unconditional + BVI app incentive conditional
- IP15 Letter 18 CAWI New entrant in responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 19 CAWI non-productive adult in non-responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 20 CAWI Rising 16 in non-responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 21 CAWI New entrant in non-responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 22 CAWI productive adult in responding HH incentive £30 unconditional + BVI app incentive conditional
- IP15 Letter 23 CAWI non-productive adult in responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 24 CAWI Rising 16 in responding HH incentive £30 unconditional + BVI app incentive conditional
- IP15 Letter 25 CAWI New entrant in responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 26 CAWI non-productive adult in non-responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 27 CAWI Rising 16 in non-responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 28 CAWI New entrant in non-responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 29 CAPI productive adult in responding HH incentive £20 unconditional + BVI app incentive unconditional
- IP15 Letter 30 CAPI Rising 16 in responding HH incentive £20 unconditional + BVI app incentive unconditional
- IP15 Letter 31 CAPI non-productive adult incentive £20 conditional + BVI app incentive unconditional

- IP15 Letter 32 CAPI Rising 16 in non-responding HH incentive £20 conditional + BVI app incentive unconditional
- IP15 Letter 33 CAPI productive adult in responding HH incentive £30 unconditional + BVI app incentive unconditional
- IP15 Letter 34 CAPI Rising 16 in responding HH incentive £30 unconditional + BVI app incentive unconditional
- IP15 Letter 35 CAPI non-productive adult incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 36 CAPI Rising 16 in non-responding HH incentive £30 conditional + BVI app incentive unconditional
- IP15 Letter 37 CAPI productive adult in responding HH incentive £20 unconditional + BVI app incentive conditional
- IP15 Letter 38 CAPI Rising 16 in responding HH incentive £20 unconditional + BVI app incentive conditional
- IP15 Letter 39 CAPI non-productive adult incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 40 CAPI Rising 16 in non-responding HH incentive £20 conditional + BVI app incentive conditional
- IP15 Letter 41 CAPI productive adult in responding HH incentive £30 unconditional + BVI app incentive conditional
- IP15 Letter 42 CAPI Rising 16 in responding HH incentive £30 unconditional + BVI app incentive conditional
- IP15 Letter 43 CAPI non-productive adult incentive £30 conditional + BVI app incentive conditional
- IP15 Letter 44 CAPI Rising 16 in non-responding HH incentive £30 conditional + BVI app incentive conditional
- IP15 measurement card to go with letters
- IP15 Measurement leaflet to go with letters

IP15 Email 1-CAWI productive adult in responding HH
unconditional £20 for using the BVI app



We can't do without you, Mr John Smith.

7894561230\1
1234567890123

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.

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**Click to start
the survey >**

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To say thank you for your help with the health-related tasks, we have added an **additional £5** to your gift card this year. We have sent you a **£25 gift card** which should arrive in the next couple of days. If you're able to complete your interview online by **July 21st**, we will send you an

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Many thanks,

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

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IP15 Email 2-CAWI non-productive adult in responding
HH unconditional £20 for using the BVI app



We can't do without you, Ms Jane Doe.

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We can't do without you, Mr John Smith.

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Professor Michaela Benzeval
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We can't do without you, Ms Jane Doe.

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HH unconditional £30 for using the BVI app



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We can't do without you, Ms Jane Doe.

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Please let us know if you change any of your contact details by filling out our [online form](#). If you have any questions, please [email](#) our Participant Helpline.

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

Many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

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

IP15 Email 11-CAWI non-productive adult in responding
HH incentive £30 conditional + BVI app incentive
conditional



We can't do without you, Mr John Smith.

7894561230\11
1234567890123

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](#).

**Click to start
the survey >**

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.

During your interview this year you will be asked to add your height and weight. We are also interested in body shape – we have sent you a tape measure. If you are willing, please measure your waist and hips, and write down the results on the card provided. You will be asked to enter the numbers during your interview.

To say thank you for your help, if you're able to take part this year we will send you a **£30** gift card. If you're able to complete your interview online by **July 21st**, we will send you an **extra**

Got a question?
Call: 0800 015 2908
understandingsociety.ac.uk

FAQs >



**Contact
us >**



**Find out
more >**



£10 voucher soon after this deadline as a thank you for your early co-operation.

Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year.

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

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Many thanks,

A handwritten signature in cursive script that reads "Michaela Benzeval".

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

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IP15 Email 12-CAWI non-productive adult in non-responding HH incentive £30 conditional + BVI app incentive conditional



We can't do without you, Ms Jane Doe.

7894561230\12
1234567890123

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.

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**Click to start
the survey >**

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Got a question?
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FAQs >



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us >**



**Find out
more >**



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Many thanks,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

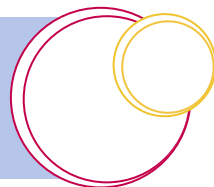
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IP15 Information leaflet to go with letters

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. However, if you tell us something that makes us worried about your or your children's safety, we may have to discuss this with somebody else as we need to be sure you are safe.

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**



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



IP15 Letter 1 CAWI productive adult in responding HH
incentive £20 unconditional + BVI app incentive
unconditional



FinalSerialNum
FF_personno/ff_PID

Contact us:

Participant helpline: **0800 252 853**

Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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<https://www.understandingsociety.ac.uk/participants/gdpr>



Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help with the health-related tasks, we have added an **additional £5** to your gift card this year. We've enclosed a **£25** gift card which is activated and ready to use. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

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.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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1

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username
and password:
password

3

Answer the
questions in your
own time.

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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.

Understanding Society 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.

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.

IP15 Letter 2 CAWI non-productive adult in responding
HH incentive £20 conditional + BVI app incentive
unconditional



Contact us:

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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Can you help us understand more about the UK this year?

Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help with the health-related tasks, we will give you an **additional £5** this year. If you're able to take part this year we will send you a **£25** gift card. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

Have questions or want more information?

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With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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1

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2

Enter your
user name:

username
and password:
password

3

Answer the
questions in your
own time.

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

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.

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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.

IP15 Letter 3 CAWI Rising 16 in responding HH incentive
£20 unconditional + BVI app incentive unconditional



Contact us:

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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

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help with the health-related tasks, we have added an **additional £5** to your gift card this year. We've enclosed a **£25** gift card which is activated and ready to use. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early. 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**.

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.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Understanding Society 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.

Taking part

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

1

Visit the website
**[www.understanding
society.ac.uk/society](http://www.understanding
society.ac.uk/society)**

2

**Enter your
user name:**
username
and password:
password

3

**Answer the
questions in your
own time.**

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

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.

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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.

IP15 Letter 4 CAWI New entrant in responding HH
incentive £20 conditional + BVI app incentive
unconditional



FinalSerialNum
FF_personno/ff_PID

Contact us:

Participant helpline: **0800 252 853**

Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_Name**

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

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

To say thank you for your help with the health-related tasks, we will give you an **additional £5** this year. If you're able to take part this year we will send you a **£25** gift card. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

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.

With many thanks,

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Director, Understanding Society.

Taking part

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1

Visit the website
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society.ac.uk/society](http://www.understanding
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**Enter your
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and password:

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**Answer the
questions in your
own time.**

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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: _____

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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Freephone
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IP15 Letter 5 CAWI non-productive adult in non-
responding HH incentive £20 conditional + BVI app
incentive unconditional



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Email: contact@understandingsociety.ac.uk
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Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Dear **RESP_Name**

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Name: _____ Mobile: _____

Name: _____ Mobile: _____

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IP15 Letter 6 CAWI Rising 16 in non-responding HH
incentive £20 conditional + BVI app incentive
unconditional



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Email: contact@understandingsociety.ac.uk

For details of the study's privacy policy, please see
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Counter
WebNo

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ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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IP15 Letter 7 CAWI New entrant in non-responding HH
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RESP_Name
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ff_Address2
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ff_Address4
ff_Address5
ff_PostCode

Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_Name**

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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WebNo

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ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

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RESP_Name

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Dear **RESP_Name**

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IP15 Letter 10 CAWI Rising 16 in responding HH incentive
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Dear **RESP_Name**

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RESP_Name

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unconditional



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>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_Name**

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

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

To say thank you for your help with the health-related tasks, we will give you an **additional £5** this year. If you're able to take part this year we will send you a **£35** gift card. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

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.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Understanding Society 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.

Taking part

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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: _____

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

Name: _____ Mobile: _____

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IP15 Letter 15 CAWI productive adult in responding HH
incentive £20 unconditional + BVI app incentive
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FinalSerialNum
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It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help, we've enclosed a **£20** gift card which is activated and ready to use. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

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You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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.

This year a focus of your interview will be health

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IP15 Letter 18 CAWI New entrant in responding HH
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IP15 Letter 19 CAWI non-productive adult in non-responding HH incentive £20 conditional + BVI app incentive conditional



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ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help, we've enclosed a **£30** gift card which is activated and ready to use. If you're able to complete your interview online by **Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early.

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.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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

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Visit the website
**[www.understanding
society.ac.uk/society](http://www.understanding
society.ac.uk/society)**

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user name:
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and password:
password

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Answer the
questions in your
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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: _____

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

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Name: _____ Mobile: _____

Name: _____ Mobile: _____

Name: _____ Mobile: _____

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

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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.

IP15 Letter 23 CAWI non-productive adult in responding
HH incentive £30 conditional + BVI app incentive
conditional



Contact us:

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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>



Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

Can you help us understand more about the UK this year?

Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

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



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IP15 Letter 24 CAWI Rising 16 in responding HH incentive
£30 unconditional + BVI app incentive conditional



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Postal_Date

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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.

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

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Have questions or want more information?

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With many thanks,

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IP15 Letter 25 CAWI New entrant in responding HH
incentive £30 conditional + BVI app incentive conditional



Understanding
Society

FinalSerialNum
FF_personno/ff_PID

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Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_Name**

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

This year a focus of your interview will be health

During your interview you will be asked to add your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

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Yes, I've moved house:

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Freephone
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IP15 Letter 26 CAWI non-productive adult in non-responding HH incentive £30 conditional + BVI app incentive conditional



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Email: contact@understandingsociety.ac.uk

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



Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

Can you help us understand more about the UK this year?

Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

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Thank you for your support

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IP15 Letter 27 CAWI Rising 16 in non-responding HH
incentive £30 conditional + BVI app incentive conditional



Contact us:

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Web: **www.understandingsociety.ac.uk/participants**

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Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
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Postal_Date

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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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Thank you for your support

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IP15 Letter 28 CAWI New entrant in non-responding HH
incentive £30 conditional + BVI app incentive conditional



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RESP_Name
ff_Address1
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Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_Name**

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. v

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

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IP15 Letter 29 CAPI productive adult in responding HH
incentive £20 unconditional + BVI app incentive
unconditional



FinalSerialNum
FF_personno/ff_PID

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RESP_Name
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It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

If you are visited by an interviewer, we would like to take some measurements from you – your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help with the health-related tasks, we have added an **additional £5** to your gift card this year. We've enclosed a **£25** gift card which is activated and ready to use.

Have questions or want more information?

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With many thanks,

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Taking part

You don't need to do anything to take part...

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IP15 Letter 30 CAPI Rising 16 in responding HH incentive
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You're the voice of your generation – be part of Understanding Society

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IP15 Letter 31 CAPI non-productive adult incentive £20
conditional + BVI app incentive unconditional



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RESP_Name
ff_Address1
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IP15 Letter 35 CAPI non-productive adult incentive £30
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Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

This year a focus of your interview will be health

If you are visited by an interviewer, we would like to take some measurements from you – your height and weight. We are also interested in body shape – included in this letter is a tape measure. If you are willing, please measure your waist and hips, following the instructions in the leaflet, and write down the results on the enclosed card. You will be asked to enter the numbers during your interview.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you for your help, if you're able to take part this year we will send you a **£20** gift card.

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.

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Professor Michaela Benzeval
Director, Understanding Society.

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ff_PID

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



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IP15 Letter 40 CAPI Rising 16 in non-responding HH
incentive £20 conditional + BVI app incentive conditional



FinalSerialNum
FF_personno/ff_PID

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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

You're the voice of your generation – be part of Understanding Society

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

IP15 Letter 41 CAPI productive adult in responding HH
incentive £30 unconditional + BVI app incentive
conditional



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Postal_Date

It's time for your Understanding Society interview

Dear **RESP_Name**

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

This year a focus of your interview will be health

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IP15 Letter 42 CAPI Rising 16 in responding HH incentive
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IP15 Letter 43 CAPI non-productive adult incentive £30
conditional + BVI app incentive conditional



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IP15 measurement card to go with letters



Understanding
Society

Health measures card

Please use this card to record your waist and hip circumference measurements and have the card available during your interview.

Your first name

Your waist measurement

cm

mm

Your hip measurement

cm

mm



IP15 Measurement leaflet to go with letters

What health measurements do you want to collect?

With your consent, we would like you to take a measurement around your waist and hips using the tape measure included with this letter. If you complete your interview with an interviewer, they will also ask to measure your height and weight. The scales that the interviewer will use will also provide additional measures of body fat and water percentage.

Why are we carrying out this study?

Physical measurements, such as height, weight, waist and hips circumference, are important factors in our health. Changes in these measures within a population reflect the changes in the society's diet and lifestyle. **We are interested in the relationship between height, weight, waist and hip measurements and other health outcomes.** Taking these measurements in a large number of people can help to predict certain health patterns within a population.

The waist and hip circumferences are measures of the distribution of body fat (both subcutaneous and intra-abdominal). There has been increasing interest in the distribution of body fat as an important indicator of increased risk of cardiovascular disease. Research suggests that waist circumference is a predictor of health risk like the body mass index (BMI).

A person's body fat percentage is the total weight of the person's fat divided by the person's weight. Some regard the body fat percentage as the better measure of an individual's fitness level, as it is the only body measurement which directly calculates the body composition which is not affected by the individual's height or weight.



Are there any risks involved in participating?

There are no risks associated with taking any of these measurements.

What will happen to any information I give?

We will treat any information you give us in strict confidence. The results of the study will never include any names or addresses. The information collected is used for research purposes only and will be dealt with according to the principles of the Data Protection Act and General Data Protection Regulation (GDPR).

What if I change my mind during the study?

Your participation is entirely voluntary. You have the right to change your mind about any measurement or withdraw from the study at any time without explanation.

Find out more

Go to our website

www.understandingsociety.ac.uk

Follow us on

🐦 @usociety

📷 Instagram: /usociety

Sign up to receive news from Understanding Society

www.understandingsociety.ac.uk/email/signup

Email us

info@understandingsociety.ac.uk

Understanding Society
Institute for Social & Economic Research
University of Essex
Wivenhoe Park
Colchester CO4 3SQ



Health Measures

This leaflet tells you more about this part of your survey which involves collecting some health measures.

Before you decide whether to take part it is important for you to understand why the research is being done and what it will involve.



What do I have to do if I agree to provide the measurements?



Taking measurements before your interview

Before your interview, we would like you to measure your waist and hips, using the tape measure provided and the instructions given in this leaflet. You will be asked to provide the measurements in your interview.

If you are pregnant, unable to stand up, and/or have a colostomy or ileostomy which would make measuring your waist and hips difficult, we are not asking you to provide the measurements.

The waist measurement is best taken against bare skin or light clothing. The hip measurement should be taken wearing light clothing.

Before taking your measurements, if possible, please remove:

- Outer layers of clothing, such as jackets, heavy or baggy jumpers, cardigans and waistcoats
- Belts
- Items from your pockets
- Tight garments which may change the shape of your body, such as corsets.

Measuring your waist

1. Stand up straight.
2. Find, on the side of your body, the bottom of your ribs and the top of your hips.
3. Place the tape measure around your middle at a point halfway between them, just above your belly button. The tape should be snug but not too tight. You should be able to fit your little finger under the tape comfortably.
4. Breath out and do not suck in your stomach. Then take the measurement.
5. Write the measurement on the health measures card provided. Please write in the centimetres (cm) and millimetres (mm). If your measurement falls between two millimetres, please write in the nearest millimetre.



Measuring your hips

1. Stand up straight.
2. Place the tape measure around the widest part of your buttocks. Make sure that the tape is not around your waistband, or where your hands fall when you “put your hands on your hips”. The tape should be snug but not too tight. You should be able to fit your little finger under the tape comfortably.
3. Take the measurement.
4. Write the measurement on the health measures card provided. Please write in the centimetres (cm) and millimetres (mm). If your measurement falls between two millimetres, please write in the nearest millimetre.



Measurements taken by your interviewer

If you are being interviewed in-person, your interviewer will measure your standing height. They will also ask to measure your weight (with your clothes on). The scales that the interviewer will use will also generate additional measures for body fat and body water percentage.

The interviewer will also provide you with a tape measure and talk you through the process of taking your waist and hip measurements. We are asking you to measure this twice – before the interview by yourself, and during the interview with the interviewer watching – so that we can see how accurate people are at taking these measures when the interviewer is not present. Doing this means that we can then be more confident about the measures taken by those who complete the survey online.

Who is carrying out the research study?

Researchers at the Institute for Social and Economic Research (ISER) at the University of Essex are running the study. Kantar Public and NatCen Social Research will be working with us to conduct fieldwork and collect the measurements.

Do I have to take part?

Like every other part of Understanding Society, this part of the project is completely voluntary. You do not need to have any measurements (e.g., height, weight, waist and hips circumference) taken if you do not wish to, but we hope you will agree to them as they are a very important part of this survey. If the survey results are to be useful to us, it is important that we obtain information from different people in all states of health. If you are happy to take part in some measurements but not others, this is absolutely fine.