

ADVANCE EMAILS

Email A – Respondent last wave

A – Respondent last wave

We can't do without you, <NAME>.

I'd like to thank you again for helping us last year with the Understanding Society 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 life in Britain today. Understanding Society means to give people like you a voice on issues that matter to them by making sure that different people and their lives are truly represented.

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

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

Professor Nick Buck
Director, Understanding Society
Institute for Social and Economic Research
University of Essex

Email C – Non-respondent last wave, unconditional voucher

C – Non-respondent last wave, unconditional voucher

We can't do without you, <NAME>.

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.

You can complete this year's survey online. Just click [here](#).

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, we have sent you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

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](#) Sandra and Colette. You can also find out more about the survey [here](#).

Many thanks,
<sig>

Professor Nick Buck
Director, Understanding Society
Institute for Social and Economic Research
University of Essex

Email C – Non-respondent last wave, conditional
voucher

E – Non-respondent last wave, conditional voucher

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I would like to ask you again if I can enlist your help. The 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.

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

<BIG FRIENDLY BUTTON "Let's go!">

To say thank you for your help, if you are able to take part this year, we will send you a £<INCENTIVE> voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

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Many thanks,
<sig>

Professor Nick Buck
Director, Understanding Society
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Email G – rising 16 v2

G – Rising-16

We can't do without you, <NAME>.

Over the past few years 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.

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

<BIG FRIENDLY BUTTON "Let's go!">

To thank you for your help and to let you know that we value your contribution, if you're able to take part this year we will send you a {£xx} voucher. {And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.}

Your participation is entirely voluntary, but we do hope you'll be able to help. If you have any questions, please [email](#) Sandra and Colette. You can also find out more about the survey [here](#).

It's your chance to tell us what it's like to be a young person in the UK!

Many thanks,
<sig>

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Advance letters - CAPI



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<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

<<Serial_number>><<ChkL>>/
<<FF_personno>><<FF_PID>>

<Date>

Dear <NAME>,
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Your £10 voucher

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What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview.

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<LetterB4>

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



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Name: RESP_NAME

PID: FF_PID

MOVING FROM...

FF_ADDRESS1

FF_ADDRESS2

FF_ADDRESS3

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: _____

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<LetterD10>

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Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Professor Nick Buck
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We'll arrange a time



Complete the survey



£10 if you take part



Find out more



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<LetterF16>

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Dear <NAME>,

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Your £10 voucher

We would really like you to take part, so we've enclosed a £10 voucher to say thank you for sharing your views.

What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview.

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Nick Buck

Professor Nick Buck
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<LetterH22>

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<The Resident(s)>
<FF_Address1_fin>
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Dear Sir/Madam,

I am writing to ask for your help with a world-leading study about life in the UK. This is the largest survey of its kind in the world and covers a wide range of issues such as housing, family life, education, health, employment, the environment, health and well-being. Your participation is completely voluntary but we hope you and your household will find the time to take part in this important study, and that you find it both interesting and enjoyable.

Your £10 voucher

We've enclosed a £10 voucher to say thank you for your help and let you know we value your contribution. Anyone else in your household who is interviewed will be sent a £10 voucher afterwards.

What happens next?

An interviewer will be in touch with you soon to arrange a convenient time for an interview. Each person's interview should last approximately 30 minutes to an hour depending on your circumstances.

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With many thanks,

Professor Nick Buck

Director, Understanding Society
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<HH_FinalSerialNum>
<Letter code>

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Find out more



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Advance letters - CAWI



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The survey is available online at the website shown below, so you can complete it at a time that’s best for you. (Please use a computer, rather than a mobile device.)

www.understandingsociety.ac.uk/Survey

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

Username: <USERNAME>

Password: <PASSWORD>

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



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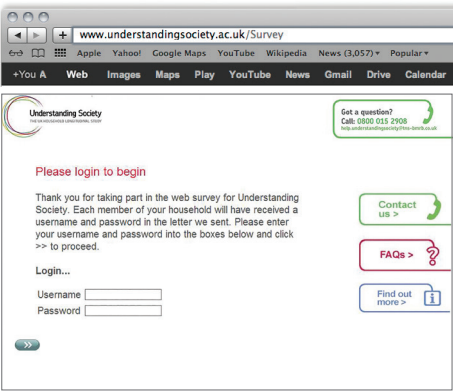
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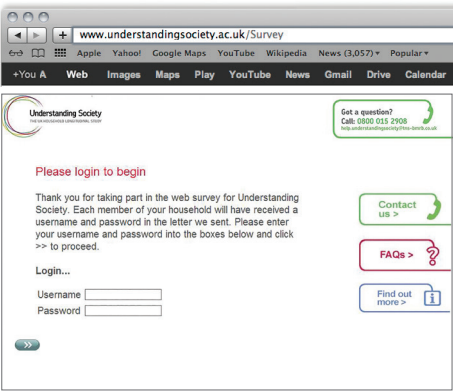
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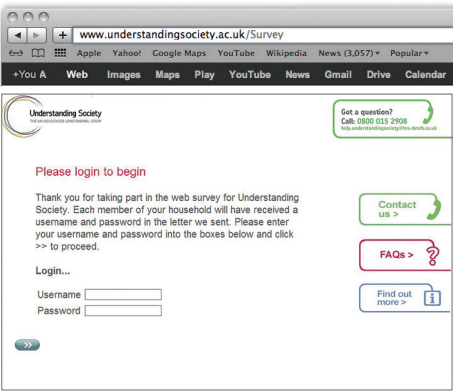
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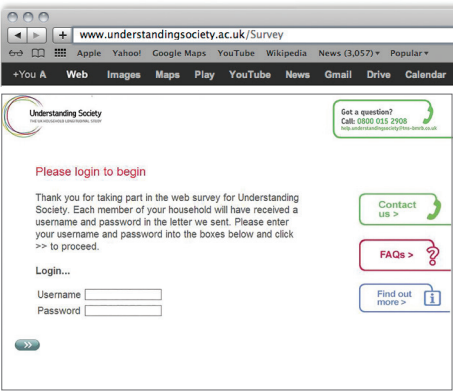
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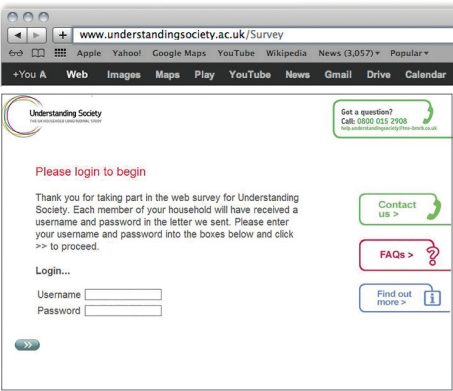
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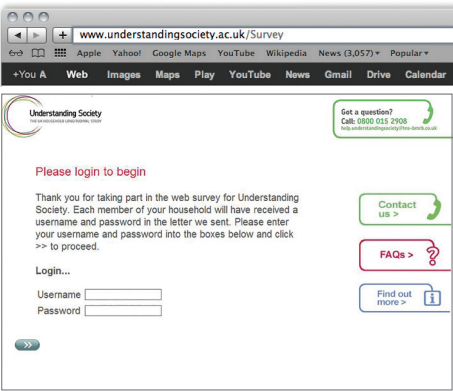
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FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, C04 3SQ



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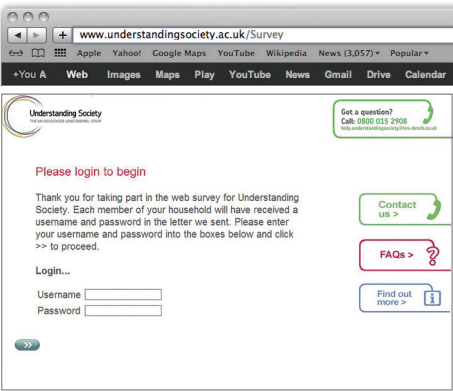
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£10 if you
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<LetterE14>

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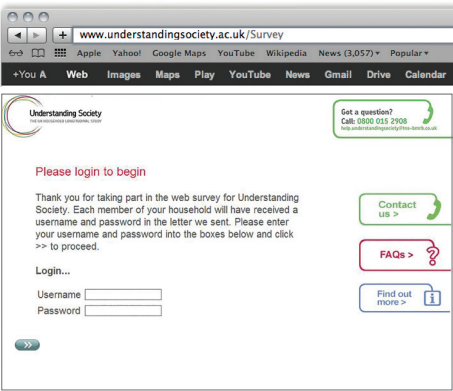
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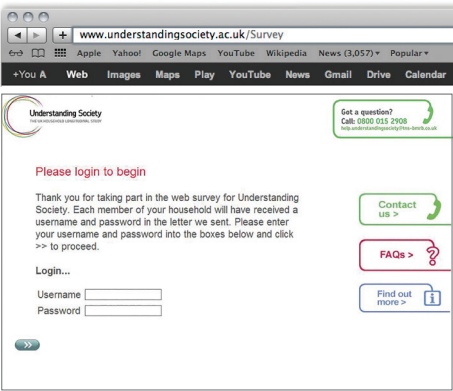
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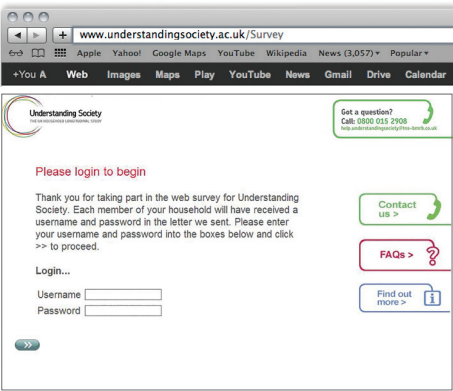
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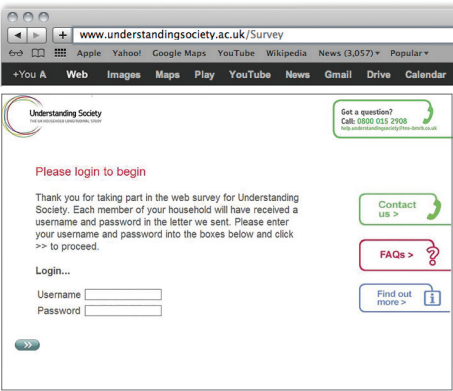
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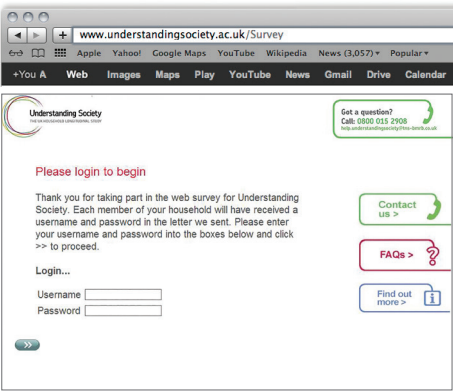
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