

Change of Address Card

Moving home? Take us with you

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

FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex
Wivenhoe Park, Colchester, CO4 3SQ



Your continuing participation is very important to us. Please let us know if you move by updating your details on the *Understanding Society* website at **www.understandingsociety.ac.uk**, alternatively you could call us on **Freephone 0800 252 853** or return this card in the **Freepost envelope** (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: _____

MOVING TO...

PID: _____

New Address: _____

MOVING FROM...

Home phone: _____
(inc STD code)

Postcode: _____

Mobile: _____

Postcode: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Interviewer Card



Understanding Society

0800 252 853

www.understandingsociety.ac.uk

contact@understandingsociety.ac.uk



11834313

Letter J – reminder letter



<resp_name>
<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>,
Your help is still needed

You may remember we contacted you recently asking for your help in this year’s Understanding Society survey. There’s still time to take part, and by doing so you can help influence decisions on a local and national level. So tell us your thoughts and make your voice heard. If you have already completed the survey then please ignore this message.

The survey is available online at the website shown below, so you can complete it at a time that’s best for you.

www.understandingsociety.ac.uk/Survey

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

Username: <USERNAME>

Password: <PASSWORD>

If you can’t complete the survey online, an interviewer will visit you to conduct the survey.

Your participation is entirely voluntary, but we do hope you’ll be able to help.

If you have any questions, please call us on 0800 015 2908 or contact us at help.understandingsociety@tns-bmrb.co.uk

Yours faithfully,

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

We need
your help



Have your
say online



Enter your
username
and password



Complete
the survey



Find out more



Contact us:
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(Sandra & Colette):
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Web:
understandingsociety.ac.uk
Email:
contact@understandingsociety.ac.uk
You can also follow us on
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<Letter>

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Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



What is the study about?

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met?

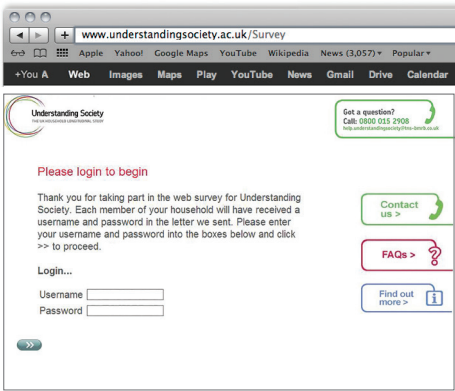
The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.



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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Letter K – new entrant 10 Cl



<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
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Your £10 voucher

To thank you for your help and let you know that we value your contribution, if you're able to take part, we will send you a £10 voucher.

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Over 60,000 participants take part in this survey every year but each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with Sandra Jones or Colette Lo from our Participant Helpline – find their contact details below.

With many thanks,

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

We need
your help



Have your
say online



Enter your
username
and password



Complete
the survey



£10 if you
take part



Find out more



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<LetterK £10>

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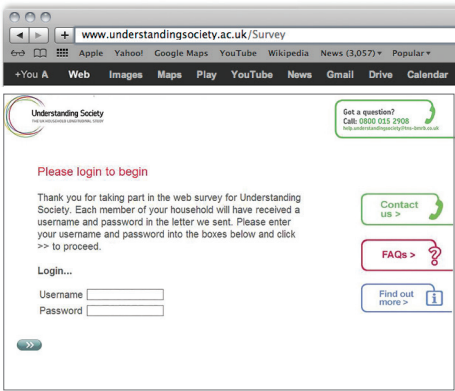
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Mobile: _____

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Name: _____

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Letter K – new entrant 10+20 CI



<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
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<Date>

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Your £10 voucher

To thank you for your help and let you know that we value your contribution, if you're able to take part, we will send you a £10 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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With many thanks,

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

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<LetterK £10+£20>

We need
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Have your
say online



Enter your
username
and password



Complete
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£10 if you
take part



Find out more



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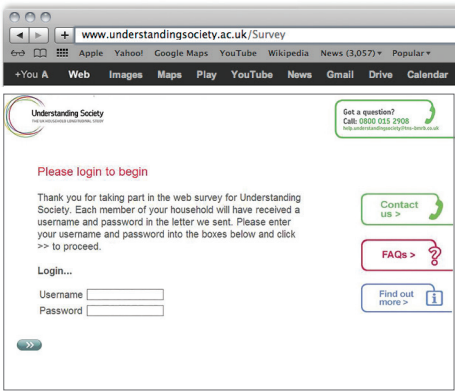
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FF_ADDRESS2

FF_ADDRESS3

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New Address: _____

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Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Letter K – new entrant 30



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

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Your £30 voucher

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University of Essex

We need
your help



Have your
say online



Enter your
username
and password



Complete
the survey



£30 if you
take part



Find out more



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<LetterK £30>

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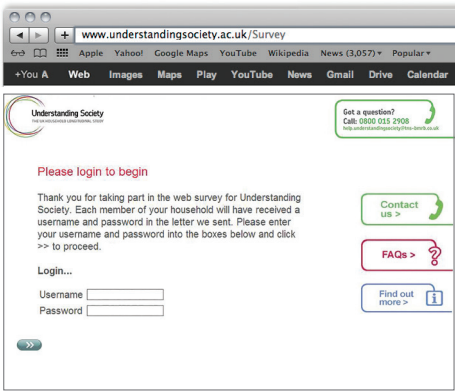
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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____



Letter M – time risk preference pay-out



<resp_name>
<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>,

Thank you for taking part in this year's Understanding Society survey. As you may remember, you were selected to receive payment after answering a set of questions about your choices of different lottery options. Congratulations!

Enclosed is your Gift Card for the amount of [amount of money]. You can use your Gift Card at a wide range of high street stores. Just take it to the checkout with you. If you have any questions, please contact a member of the Understanding Society team on Freephone **0800 0155128**.

If you have any questions at all about Understanding Society and your involvement in it, please get in touch using the contact details below. You can also post comments, send us a message and find more information about the study, including early findings, at our special participants' website, **www.understandingsociety.ac.uk/participants**.

Once again, thank you for your help. We look forward to speaking to you again.

Yours faithfully,

Professor Nick Buck

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

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Letter O – youth self-completion v2



<resp_name>
<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>,

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

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

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

As a token of our appreciation, I have enclosed a £5 voucher for <<Child_name>>.

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

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<LetterO>

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Why do you interview young people?

Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.



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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Letter Q – generic advance letter (for interviewer packs)



Dear Sir/Madam,

A chance to influence decision making.

I would like to enlist your help. The Understanding Society survey helps researchers and policy makers understand the changes in the needs of the country. By taking part, you'll be helping to influence the decisions made by everyone from government ministers to local councillors.

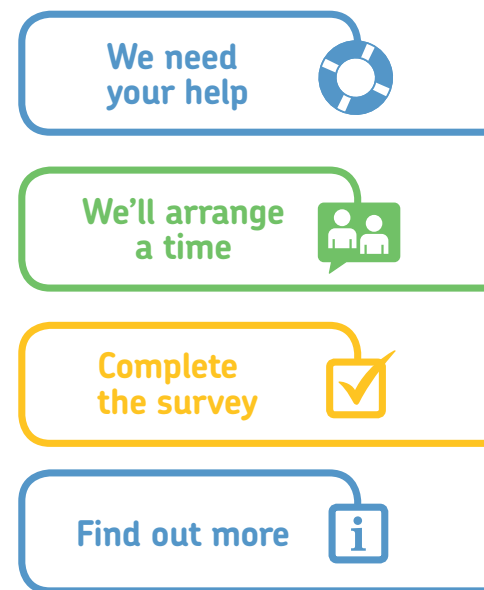
An interviewer will soon be in touch with you to arrange a convenient time to talk to you. The interview will last between 40 minutes and an hour, depending on your circumstances. On the day, the interviewer will be carrying photographic identification.

Your participation is entirely voluntary, but we do hope you'll be able to help. By taking part, your voice is heard. If you have any questions, please call us on **0800 015 2908** or contact us at help.understandingsociety@tns-bmrb.co.uk.

With many thanks,

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Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



What is the study about?

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? Are you happy with your local services and facilities? Are your health care requirements being met?

The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.

Why do you interview young people?

Young people's opinions matter to us, too. If there are young people aged 10-15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each child that takes part will receive a £5 voucher.



Promissory Note



Congratulations for being selected to receive payment.

You will receive a Gift Card with the amount of £ _____

You will receive your payment by ____ / ____ / ____

You do not have to do anything to claim your Gift Card. It will be sent to you automatically and you should receive it by the date written above. If you have not received the Gift Card by then, please contact a member of the *Understanding Society* team on Freephone 0808 168 1356.

Once again, thank you for taking part.

_____ / ____ / ____

Your interviewer, *Understanding Society*

Date

Stable contact letter



Date: ____ / ____ / ____

Dear _____,

You may be aware that _____ participated in an important research project called *Understanding Society* last year. The study is concerned with how things change over time, and we are hoping to revisit everyone who participated last time, to see how their lives have changed or stayed the same.

Unfortunately, we have been unable to contact the person named above. They gave us your name as a contact in the event of any change in their circumstances, and we would be most grateful if you would let us know their current address and telephone number, wherever they are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us their name, address and telephone number you are not committing them to be interviewed. Taking part is entirely voluntary, though we very much hope to achieve an interview with everybody who has taken part previously, so that our results give an accurate picture of people's experiences. Once we have their new details, an interviewer will contact them and invite them to take part.

If you have any questions about the study, please visit **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you for your help.

Yours sincerely,

.....
Your Interviewer
Understanding Society


.....
Professor Nick Buck
Director, *Understanding Society*

✂ -----
Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

--	--	--	--	--	--	--	--

Person number:

--	--

Please turn over

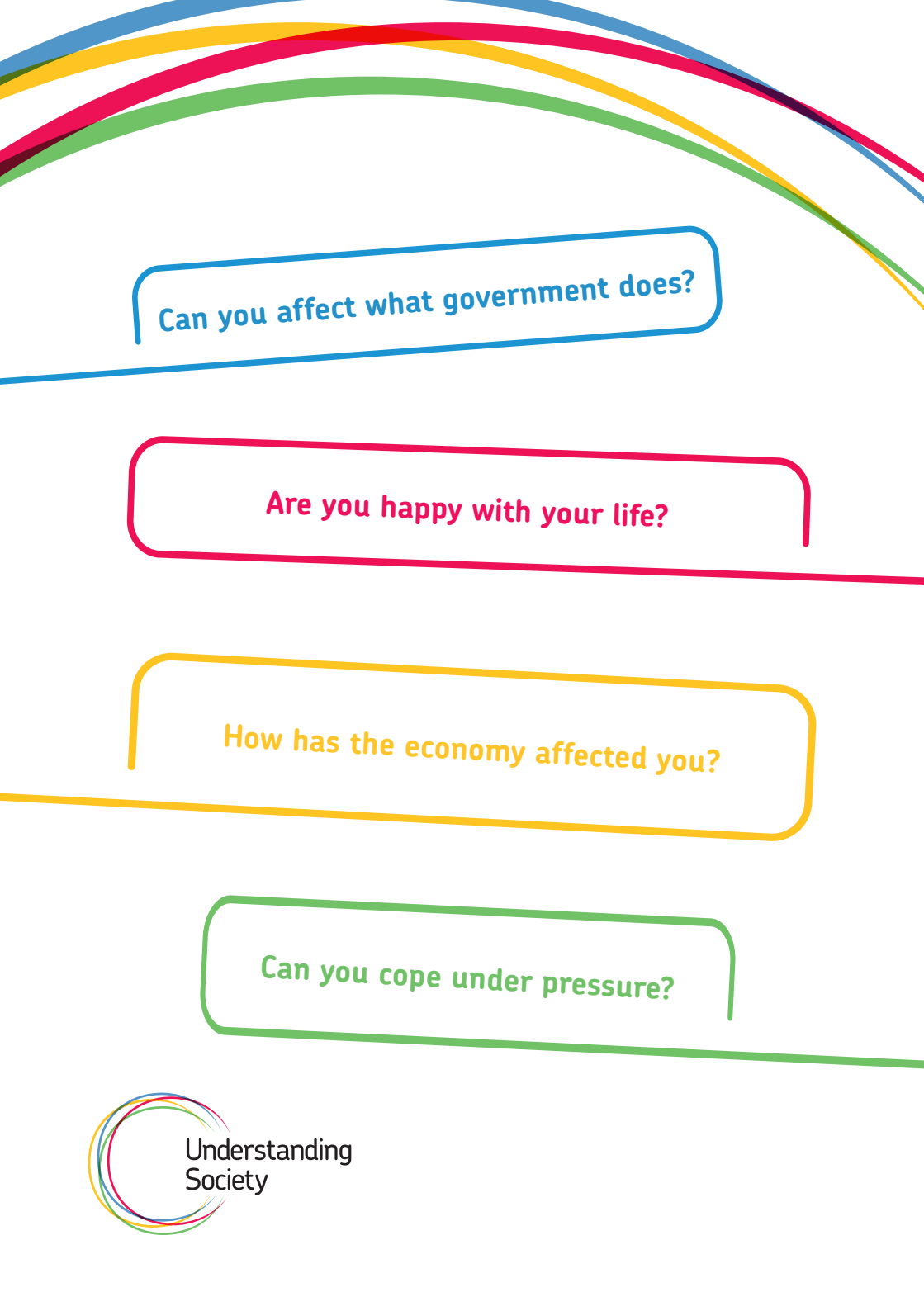
✂-----

Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.

Thank you flyer



Can you affect what government does?

Are you happy with your life?

How has the economy affected you?

Can you cope under pressure?



Thank you for your help and participation in *Understanding Society*.

It is only by talking to the same people each year that we can build a picture of how lives are changing over time. This is why you are so valuable to the study.

The anonymous information you share is being used by social researchers, policy-makers in government, charities and other third sector organisations in the UK and around the world to shape and guide new policy.

Go online to find examples of how Understanding Society influences policy and features in the news:
www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

Twitter: [@usociety](https://twitter.com/usociety)

Freephone: 0800 252 853



MillwardBrownUlster

Time diary letter v3



<resp_name>
<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>,

Thank you for your recent participation in Understanding Society. Each time you are interviewed you are helping social researchers in universities, local councils, government departments, charities and other third-sector organisations to build a better picture of life in the UK.

At the end of your recent interview we told you that we were interested in learning more about how you spend your time and would therefore post you a couple of short time diaries to complete and return to us. Please find these enclosed. We ask you to complete a time 'diary' for two days; one during the week and the other at the weekend. The days we would like you to tell us about are written on the front of the diaries.

Since this is an additional task, we are enclosing a £5 voucher as a token of our gratitude.

There are instructions in the diary on how to complete it; we would like you to record your activities during these two days, along with some other information such as who you were with at the time and how much you enjoyed the activity. Once you have completed the diaries, please return them to us in the Freepost envelopes enclosed.

If you have any questions about the time diary or how to complete it, please contact Sandra or Colette on the number below.

Thank you for all your help,

Professor Nick Buck

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

Contact us:

Participant helpline
(Sandra & Colette):
0800 252 853
Web:
understandingsociety.ac.uk
Email:
contact@understandingsociety.ac.uk
You can also follow us on
Twitter @usociety.

Time diary text message reminders

Time diary text message reminders

The message comes from 'USociety'

R1 Dear Understanding Society Participant, please remember to complete your time diary tomorrow. For queries please call 0800 252 853. Thank you for your help.

R2 Dear Understanding Society Participant, please remember to complete your time diary for today. For queries please call 0800 252 853. Thank you for your help.

R3 Dear Understanding Society Participant, please remember to complete your time diary for both today and tomorrow. For queries please call 0800 252 853. Thank you for your help.

Tracing Letter



Date ____/____/____

Dear _____

This time last year we interviewed your household for *Understanding Society*. The study is concerned with how things change or stay the same over time – your participation can help us paint a unique picture of what the UK looks like today and how it is gradually changing.

We would very much like to interview you and your household again this year; however, I called today at the address your household was interviewed at last year and found that you now live elsewhere. I spoke to _____ who did not wish to give your new address or telephone number without your permission, but did agree to forward this letter to you on our behalf.

We would be most grateful if you would let us know your current address and telephone number, wherever you are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us your name, address and telephone number you are not committing yourself to be interviewed. Once you have confirmed your new details, an interviewer will contact you and invite you to take part. If you are willing, a convenient time for an interview can then be arranged.

The study is being conducted by researchers from the University of Essex, together with TNS BMRB. If you have any questions about the study, or would prefer not to be contacted again, please visit the special participants' website at **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you in advance for your help.

Yours sincerely,

.....
Your interviewer
Understanding Society


.....
Professor Nick Buck
Director, *Understanding Society*

✂-----
Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

--	--	--	--	--	--	--	--

Person number:

--	--

Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.

Email J – reminder email

J - Reminder email

<NAME>, your help is still needed.

You may remember I emailed you recently asking for your help in this year's Understanding Society survey. There's still time to take part, and by doing so you can help influence decisions at a local and national level on issues that really matter to you. We hope you can take part this year. If you have already completed the survey then please ignore this message.

You can complete the survey online by clicking [<here>](#).

<BIG FRIENDLY BUTTON>

Many thanks,

<sig>

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

Email K conditional – new entrant

K – New entrant (not refreshment), conditional 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. Other members of your household are already part of Understanding Society.

You can complete the survey online. Just click [here](#).

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

To say thank you for your help, if you're able to take part, 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.}

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 K unconditional – new entrant

K – New entrant (not refreshment), 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. Other members of your household are already part of Understanding Society.

You can complete the 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 N – break-off email v2

N – break-off email

This is sent overnight where a respondent has started their on-line interview, but has broken off.

Subject: Your Understanding Society survey

Dear «resp_name»,

You recently started your Understanding Society survey, but did not complete it. Unfortunately the survey can't be the world-class study we want it to be without all your answers to all of the questions, so we do hope you will be able to finish it. You can still log in to the survey and pick up where you last left it by clicking onto the link below:

<<**UniqueURL**>>

I hope that you are able to answer the remaining questions. I am very grateful for all your help on this important study.

If you have any questions at all about Understanding Society, please email us at **contact@understandingsociety.ac.uk** or via the participants' website where you can also read some early findings, post comments, or just find out more information about Understanding Society: www.understandingsociety.ac.uk/participants.

If you have experienced technical difficulties at any point during the survey or require technical support accessing the survey, please contact the help-desk on Freephone **0800 015 2908** or email **help.understandingsociety@tns-bmrb.co.uk**.

Yours faithfully,

<sig>

Professor Nick Buck
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.

IP7 Time diary day before email reminder

Understanding Society: Tell us how you spend your time tomorrow

Dear <name>,

Thank you for taking part in the recent Understanding Society survey. As we mentioned in the interview, this year researchers are interested in the way that people spend their time. We recently sent you a weekday and a weekend diary to complete. This email is just to remind you that one of the days that we have asked you to tell us about is tomorrow.

Please let us know if you have any questions about completing the diary by emailing Sandra and Colette.

Thank you,

<sig>

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

IP7 Time diary on the day email reminder

Understanding Society: Don't forget to tell us how you spent the day today

Dear <name>,

This email is just to remind you that today is one of the days that we asked you to complete the time diary. I hope that you find this interesting to do. If you have any questions about how to complete the diary, please let us know.

Thank you,

<sig>

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

IP7 Conditional incentive letter A2

«Serial_number»«ChkL»/
«FF_personno»«FF_PID»

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

<Date>

Dear <NAME>,

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

As promised, please find enclosed your voucher for £20 because all members of your household completed the survey online by the deadline.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Emily Dryer-Beers

IP7 Conditional incentive letter E13

«Serial_number»«ChkL»/
«FF_personno»«FF_PID»

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

<Date>

Dear <NAME>,

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

As promised, please find enclosed your voucher for £10.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Emily Dryer-Beers

IP7 Conditional incentive letter E14

«Serial_number»«ChkL»/
«FF_personno»«FF_PID»

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

<Date>

Dear <NAME>,

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

As promised, please find enclosed your voucher for £10 and an extra voucher for £20 because all members of your household completed the survey online by the deadline.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Emily Dryer-Beers

IP7 Conditional incentive letter E15

«Serial_number»«ChkL»/
«FF_personno»«FF_PID»

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

<Date>

Dear <NAME>,

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

As promised, please find enclosed your voucher for £30.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Emily Dryer-Beers