



Understanding Society

IP13

IP13 Reminder Emails

- Email 33 - IP13 CAWI Break-off email
- Email 52 - IP13 Main CAWI launch First reminder email_EARLY BIRD
- Email 52 - IP13 Main CAWI launch First reminder email_REGULAR
- Email 53 - IP13 All CAWI Second reminder email_EARLY BIRD
- Email 53 - IP13 All CAWI Second reminder email_REGULAR
- Email 54 - IP13 All CAWI Third reminder email_EARLY BIRD
- Email 54 - IP13 All CAWI Third reminder email_REGULAR
- Email 55 - IP13 All CAWI Fourth reminder email_EARLY BIRD
- Email 55 - IP13 All CAWI Fourth reminder email_REGULAR

Email 33 - IP13 CAWI Break-off email

From: [Understanding Society](#)
To: [Spedding, George \(TSLG\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 15:05:39



6671951901BRO
1216010000000

Dear Mr George Spedding,

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:



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 or 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 understandingsociety@kantar.com.

Yours faithfully,

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

Many thanks,



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

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

Email 52 - IP13 Main CAWI launch First reminder email_EARLY
BIRD

From: [Understanding Society](#)
To: [Spedding, George \(TSLG\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:10



6126951901\R1
1216010000000

Dear Mr George Spedding,

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. **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. If you have already completed the survey then please ignore this message.



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



If you're able to complete your interview online by 21st June 2020, we will send you an extra £20 gift card soon after this deadline as a thank you for your early co-operation

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Yours faithfully,

Many thanks,



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Email 52 - IP13 Main CAWI launch First reminder
email_REGULAR

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:09



6671951901\R1
1216010000000

Dear Mr George Spedding,

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. **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. If you have already completed the survey then please ignore this message.



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Email 53 - IP13 All CAWI Second reminder email_EARLY BIRD

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:17



6126951901\IR2
1216010000000

Dear Mr George Spedding,

We still need your help! **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.



Each year we thank people across the country for their help by taking part in the survey with a voucher. This reflects your importance in ensuring the continued success of *Understanding Society* as a resource for research and in shaping social policy in the UK.



Our records show that you have yet to complete your survey.

To complete your personal survey, all you have to do is click below.

Please complete [here](#).



And remember, we will send you an extra £20 gift card as an additional thank you for your early co-operation if you are able to complete the survey by 21st June 2020.

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Email 53 - IP13 All CAWI Second reminder email_REGULAR

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:18



6671951901\R2
1216010000000

Dear Mr George Spedding,

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Each year we thank people across the country for their help by taking part in the survey with a voucher. This reflects your importance in ensuring the continued success of *Understanding Society* as a resource for research and in shaping social policy in the UK.



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Email 54 - IP13 All CAWI Third reminder email_EARLY BIRD

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:26



6126951901\VR3
1216010000000

Dear Mr George Spedding,

We still need your help!

Over the last few weeks hundreds of people across the country have taken part in this year's *Understanding Society* survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research. **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.



Taking part in the survey has never been easier – all you have to do is click on the link below and you will be directly entered into your survey.

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



And remember - if you complete your interview by 21st June 2020, we will send you an additional £20 gift card soon after this deadline as a thank you for your continued support

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Email 54 - IP13 All CAWI Third reminder email_REGULAR

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:25



6671951901\IR3
1216010000000

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Over the last few weeks hundreds of people across the country have taken part in this year's *Understanding Society* survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research. **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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Email 55 - IP13 All CAWI Fourth reminder email_EARLY BIRD

From: [Understanding Society](#)
To: [Spedding, George \(TSLGI\)](#)
Subject: Your Understanding Society Interview
Date: 23 April 2020 13:06:34



6126951901\IR4
1216010000000

Dear Mr George Spedding,

Understanding Society is an innovative world-leading study about life in the UK. The data you help produce allows researchers and policy makers to better understand the state of the UK and to propose improved policies for people across the country.



Why we need you

The success of the survey is primarily driven by people like you. It is only with your participation that we can collect the data necessary to understand the pace of change in the UK and probe how issues such as immigration, the economy and changing social values impact upon the lives of individuals.



Next step

If you would rather complete online, you can access the survey [here](#).

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks and you can take part over the phone. Unfortunately interviewers cannot do any in-person interviewing because of the health risks caused by the coronavirus Covid-19 until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.



And finally, if you are able to complete the survey online by 21st June 2020, we will send you an additional £20 gift card as a thank you for your early completion.

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