

IP10 Other letters

CAWI reminder

Generic letter

Incentive letter £10

Incentive letter £20

Incentive letter £20 bonus

Incentive letter £30

Re-issue letter

Stable contact letter

Tracing letter

Youth self-completion letter

CAWI reminder



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

If you have already completed your *Understanding Society* interview online – thank you! We will be sending you your gift card very soon.

If you have yet to complete – doing so has never been easier. Simply follow the instructions below and you can access your personal survey.

Please type the following into your internet browser –

www.understandingsociety.ac.uk/Society

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

Username: T08zwqva

Password: kapacn

If you are not able to complete the survey online, an interviewer will contact you in the next few weeks to arrange a convenient time for an interview.

Yours sincerely

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

Letter 22

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.

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, 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: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

WHO'S USING THE STUDY?



Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.



Understanding
Society

**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. C04 3SQ

Generic Letter



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

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 understandingsociety@tns-bmrb.co.uk.

With many thanks,

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

Letter 20

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Understanding Society, University of Essex
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Incentive letter £10



RESP_Name
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Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
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Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £10 gift-card. Please note the gift card has been activated and is ready to use.

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

Kind regards,

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

Letter 26

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Understanding Society, University of Essex
Wivenhoe Park, Colchester. C04 3SQ

Incentive letter £20



RESP_Name
Add1
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Add3
Add4
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Date

Salutation

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

Kind regards,

A handwritten signature in grey ink that reads "Michaela Benzeval".

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

Letter 27

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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contact@understandingsociety.ac.uk

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Understanding Society, University of Essex
Wivenhoe Park, Colchester. C04 3SQ

Incentive letter £20 bonus



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £20 gift-card because all members of your household completed the survey online by the deadline. Please note the gift card has been activated and is ready to use.

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

Kind regards,

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

Letter 21

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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contact@understandingsociety.ac.uk

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

Incentive letter £30



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

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

As promised, please find enclosed your £30 gift-card. Please note the gift card has been activated and is ready to use.

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

Kind regards,

A handwritten signature in dark ink that reads "Michaela Benzeval".

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

Letter 28

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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contact@understandingsociety.ac.uk

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

Re-issue letter



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

Your help is still needed

You may remember we contacted you earlier this year asking for your help in this year's *Understanding Society* survey. Our interviewer has not been able to carry out an interview with you during their visits. However, we are still keen to hear from you.

The survey will be available to complete online at the website shown

below between XX and YY, so you can complete it at a time that's best for you.

www.understandingsociety.ac.uk/Society

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

Username: <USERNAME>

Password: <PASSWORD>

An interviewer may also try to contact you by telephone over the next two weeks, in case you cannot complete the survey online.

We hope that this will make it more convenient for you to take part. By taking part, your voice is heard so I very much hope this will enable you to complete the survey this time.

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

understandingsociety@tns-bmrb.co.uk.

Yours faithfully,

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

Letter 24

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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, 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: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

WHY TAKE PART?



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WHO'S USING THE STUDY?



Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.



Understanding
Society

**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. C04 3SQ

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 Michaela Benzeval
Director, *Understanding Society*

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

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

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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.

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 Michaela Benzeval
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.

Youth Self-completion letter



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

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 gift-card for «Child_name» which has been activated and is ready to use.

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, send us a message or just find out more information about *Understanding Society*: www.understandingsociety.ac.uk/participants.

Yours faithfully,

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

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

WHY TAKE PART?



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the Understanding Society survey



Understanding Society gives you a voice on issues that matter to young people



You receive gift cards and the chance to win an iPad

WHO'S USING THE STUDY?



Academics

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