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<Salutation>, your help's 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. (Please use a computer, rather than a mobile device.)

<https://www.understandingsociety.ac.uk/Survey>

When you've reached the website, you'll be asked to enter your unique access code. Your unique access code is: **User ID**

If you can't complete the survey online by <DATE>, an interviewer will visit you to conduct the survey.

We rely very much on the contributions you make. In a letter a short time ago we sent you a <incentive> voucher to thank you for your help, which you can cash today at any Post Office. <And, if all members of your household complete the survey online by <DATE> 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. By taking part, your voice is heard. If you have any questions, please call us on **0808 168 1356** or contact us at help.understandingsociety@natcen.ac.uk

Many thanks,

Professor Nick Buck

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

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We need
your help



Have your
say online



Enter your code



Complete
the survey



Thank you



Why is your opinion important?

Without your input, the survey will be less complete. The strength of the Understanding Society survey is that it talks to a wide cross section of the population. That way, we can see how factors such as the economy and the way our society is changing affect lives across the whole of Britain. That's why we need your opinions and why your participation is crucial to the accuracy of our research.



About the study.

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? What standard of facilities do you have in your area? Are your health care requirements being met? The information we collect can inform government policy and is used by academics and researchers who work to meet your needs.

Young people in the house?

Young people's opinions matter to us too. So, if there are any 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.



Completing the Survey online:



To access the survey please type
<https://www.understandingsociety.ac.uk/Survey>
into the navigation bar on your Internet Browser.

On arrival at the survey homepage
please input your unique access code
into the space provided and press submit

A screenshot of a web browser showing the survey login page. The browser's address bar contains the URL. Below the browser window, a login form is displayed with the heading 'Please login to begin'. It includes a message about access codes, a 'Login...' label, an 'Access Code' input field, and a 'Submit' button. An arrow points from the text 'press submit' to the 'Submit' button.