

Wave 8 – Emails

CAWI break off email

CAWI reminder email

Email 1 – Last Wave productive household adult £10 unconditional

Email 2 – Last Wave productive household adult £10 conditionalv2

Email 3 – Last Wave productive household Rising-16 £10 unconditional

Email 4 – Last Wave productive household new entrant £10 conditional

Email 5 – Last Wave refusal household Adult £20 unconditional

Email 6 – Last Wave refusal household Rising-16 £20 unconditional

Email 7 – Last Wave refusal household new entrant £20 unconditional

Email 8 – Last Wave non-contact household Adult £20 conditional

Email 9 – Last Wave non-contact household Rising-16 £20 conditional.msg

Email 10 – CAWI invite for CAPI-first group

Email 11 – CAWI invite for CAPI-first new entrant

Email 12 – Web only households Adult

Email 13 – Web only households R-16

Email 14 – Web only households New entrant

CAWI break off email

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:31
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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Dear Mr Steven Coutinho,

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, 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,

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.

CAWI reminder email

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:31
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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Mr Steven Coutinho, 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](#).



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

Username: w88abcde

Password: zyxwvu



Many thanks,



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

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Email 1 – Last Wave productive household adult £10 unconditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:27
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

Can you spare some valuable time to help our world-leading 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 picture of 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](#).



To say thank you for your help, we have sent you a £10 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](#) Colette. You can also find out more about the survey [here](#).



Many thanks,



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

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Email 2 - Last Wave productive household adult £10 conditionalv2

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:27
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

Can you spare some valuable time to help our world-leading 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 picture of 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](#).



To say thank you for your help, if you are able to take part this year, we will send you a £10 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](#) Colette. You can also find out more about the survey [here](#).



Many thanks,



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

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Email 3 - Last Wave productive household Rising-16 £10 unconditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:28
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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](#).



To say thank you for your help, we have sent you a £10 voucher. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.



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



Many thanks,



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

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Email 4 - Last Wave productive household New entrant £10 conditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:28
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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](#).



To say thank you for your help, we will send you a £10 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](#) Colette. You can also find out more about the survey [here](#).



Many thanks,



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

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Email 5 - Last Wave refusal household Adult £20 unconditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:28
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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



To say thank you for your help, we have sent you a £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](#) Colette. You can also find out more about the survey
[here](#).



Many thanks,



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

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Email 6 - Last Wave refusal household Rising-16 £20 unconditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:29
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

In the past you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you have become 16, 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](#).



To thank you for your help and to let you know that we value your contribution, we have sent you a £20 voucher. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview



Your participation is entirely voluntary, but we do hope you'll be able to help. If you have any questions, please [email](#) 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,



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 7 - Last Wave refusal household New entrant £20 unconditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:29
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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](#).



To say thank you for your help, if you're able to take part, we will send you a £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](#) Colette. You can also find out more about the survey [here](#).



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 8 - Last Wave non-contact household Adult £20 conditional

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:29
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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.

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



To say thank you for your help, if you're able to take part, we will send you a £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](#) Colette. You can also find out more about the survey [here](#).



Many thanks,



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

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Email 9 - Last Wave non-contact household Rising-16 £20 conditional.msg

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:30
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

In the past you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you have become 16, 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.

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



To thank you for your help and to let you know that we value your contribution, if you take part we will send you a £20 voucher. Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.



Your participation is entirely voluntary, but we do hope you'll be able to help. If you have any questions, please [email](#) 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,



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University of Essex

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Email 10 - CAWI invite for CAPI-first group

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:30
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

You may have already received a letter about *Understanding Society*; one of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more.

This year, we've made it possible to take part in *Understanding Society* on-line. We hope that this will make it easier for you to participate at a time which is most convenient to you. Just click [here](#).



We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and thus paints an accurate picture of what our society looks like today and how it is gradually changing.



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

Many thanks,



Professor Michaela Benzeval
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University of Essex

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Email 11 - CAWI invite for CAPI-first new entrant

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:30
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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. Your participation is completely voluntary but we hope you will find the time to take part in this important study, and that you find it both interesting and enjoyable.

One of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more.

This year, we've made it possible to take part in *Understanding Society* on-line. We hope that this will make it easier for you to participate at a time which is most convenient to you.

Just click [here](#).



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Many thanks,



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Institute for Social and Economic Research
University of Essex

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Email 12 - Web only households Adult

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:30
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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.

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



To say thank you for your help, if you're able to take part, we will send you a £10 voucher.



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Institute for Social and Economic Research
University of Essex

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Email 13 - Web only households R-16

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:31
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

In the past you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you have become 16, 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.

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



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



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University of Essex

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Email 14 - Web only households New entrant

James, Jolanda H C

From: Understanding Society <understandingsociety@tns-bmrb.co.uk>
Sent: 10 December 2015 09:31
To: Coutinho, Steven
Subject: Your Understanding Society Interview



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We can't do without you, Mr Steven Coutinho.

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