

Understanding Society

Wave 10

Emails

- Advance emails
- Other emails

WAVE 10 Advance Emails

W10 CAWI Advance Email 1

W10 CAWI Advance Email 2

W10 CAWI Advance Email 4

W10 CAWI Advance Email 5

W10 CAWI Advance Email 1

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:54:51



1234567801\1
1220000000000

We can't do without you, Miss Megan Weeks-Marshall.

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. The information you provide is used by academics, policy makers and charities such as Age UK and The Children's Society.

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. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. Please let us know if you change any of your contact details by filling out our [online form](#). If you have any questions, please [email](#) our Participant Helpline.

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.

W10 CAWI Advance Email 2

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:55:01



1234567801\2
1220000000000

We can't do without you, Miss Megan Weeks-Marshall.

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. The information you provide is used by academics, policy makers and charities such as Age UK and The Children's Society.

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. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



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W10 CAWI Advance Email 4

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:55:20



1234567801\4
1220000000000

We can't do without you, Miss Megan Weeks-Marshall.

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.

The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society.

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



To say thank you for your help, we will send you a £10 voucher. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. Please let us know if you change any of your contact details by filling out our [online form](#). If you have any questions, please [email](#) our Participant Helpline.

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University of Essex

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W10 CAWI Advance Email 5

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:55:37



1234567801\5
1220000000000

We can't do without you, Miss Megan Weeks-Marshall.

Can you spare some valuable time to help our world-leading study? Your participation is vital and is giving a voice to the experiences of thousands of people across the UK.

Every time you are interviewed, you are contributing to a unique study about life in the UK and how it's changing. Understanding Society is being used in new ways every day by academic researchers, policy makers and charities. In the past few months information from Understanding Society has been used to evaluate urban regeneration, look further at the concerns that children have, consider the benefits of flexible working and track the wellbeing of older people. You can keep up to date with how the study is being used by visiting 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're able to take part this year we will send you a £20 gift card. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make.

Please let us know if you change any of your contact details by filling out our [online form](#).

If you have any questions, please [email](#) our Participant Helpline.

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

Many thanks,



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Institute for Social and Economic Research
University of Essex

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WAVE 10 Other emails

1st web reminder email

2nd web reminder email

3rd web reminder email

4th web reminder email

CAPI to CAWI email

CATI mop-up web reminder

EMAIL – Break-off Email

Email – Intends to complete online first

1st web reminder email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:56:35



1234567801\REM1
1220000000000

Dear Miss Megan Weeks-Marshall

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](#).



If you're able to complete your interview online by June 26th, we will send you an extra £10 gift card soon after this deadline as a thank you for your early co-operation.

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

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2nd web reminder email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:56:48



1234567801\REM2
1220000000000

Dear Miss Megan Weeks-Marshall

We still need your help!

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 £10 gift card as an additional thank you for your early co-operation if you are able to complete the survey by June 26th.

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.

3rd web reminder email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:57:03



1234567801\REM3
1220000000000

Dear Miss Megan Weeks-Marshall

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.

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 June 26th we will send you an additional £10 gift card soon after this deadline as a thank you for your continued support.



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

Many thanks,



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

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4th web reminder email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:57:12



1234567801\REM4
1220000000000

Dear Miss Megan Weeks-Marshall

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

An interviewer will be visiting you in the next few weeks to conduct your survey. If you would rather complete online you can do so below -

You can access the survey [here](#).



And finally, if you are able to complete the survey online by June 26th, we will send you an additional £10 gift card as a thank you for your early completion.

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.

CAPL to CAWI email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:56:07



1234567801\8
1220000000000

We can't do without you, Miss Megan Weeks-Marshall.

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. The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society.



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

Please let us know if you change any of your contact details by filling out our [online form](#).

If you have any questions, please [email](#) our Participant Helpline.

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

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CATI mop-up web reminder

xxxxxx, your help is still needed.

I emailed you recently asking for your help in this year's Understanding Society survey. Understanding Society is an innovative world-leading study about life in the UK and it can only remain so if you continue to participate. 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.

Why we need you

The information you provide allows researchers and policy makers to better understand the state of the UK and to propose improved policies for people across the country. It is only with your participation that we can collect the data necessary to understand how issues such as immigration, the economy and changing social values impact upon the lives of individuals.

Next steps

An interviewer will call you in the next few weeks to arrange a telephone interview at a time convenient for you. If you would rather complete the survey online, you can do so below:



Many thanks,



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

EMAIL – Break-off Email

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:54:35



1234567801\BRO
1220000000000

Dear Miss Megan Weeks-Marshall,

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/

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@kantarpublish.com.

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

Yours faithfully,

Many thanks,



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

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Email – Intends to complete online first

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 September 2018 11:56:24



1234567801\ICO1
1220000000000

Dear Miss Megan Weeks-Marshall,

You may remember that an Understanding Society Survey interviewer recently got in contact with you to take part in this year's survey. I understand you would rather complete the survey online. Your participation can help influence decisions at a local and national level on issues that really matter to you.

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



If you experience any technical issues accessing the online survey or would now like to part in a face to face interview, then please do not hesitate to contact me by emailing understandingsociety@kantarpublish.com or by calling the Freephone number 0800 015 2908.



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



Kind Regards,



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

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