

# Understanding Society

## Wave 9

### Emails

- Advance emails
- CAWI reminder emails

## **WAVE 9 Advance Emails**

**W9 Email 1- Web-first, productive adult W8 responding household**

**W9 Email 2- Web-first, unproductive adult in W8 responding household**

**W9 Email 3- Web-first, R16 in W8 responding household**

**W9 Email 4- Web-first, new entrant in W8 responding household**

**W9 Email 5- Web-first, adult in W8 non-responding household**

**W9 Email 6- Web-first, R16 in W8 non-responding household**

**W9 Email 7- Web-first, new entrant in W8 non-responding household**

**W9 Email 8 - CAPI first web invite adult**

**W9 Email 9 – Reissue new entrant**

**W9 Email 1- Web-first, productive adult W8 responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 15:59:42

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999999999\1  
9999999999

**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. 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.

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.

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.*

**W9 Email 2- Web-first, unproductive adult in W8 responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:12

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99999999999

**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. 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.

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.

Many thanks,



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

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**W9 Email 3- Web-first, R16 in W8 responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:05

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999999999\3  
9999999999

**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.

By taking part in the adult survey you will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society are already using data from the survey to improve children's wellbeing.

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. 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. 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.

Many thanks,



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

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**W9 Email 4- Web-first, new entrant in W8 responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:18

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99999999999

**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.

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.



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.



Many thanks,



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

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**W9 Email 5- Web-first, adult in W8 non-responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:28

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999999999\5  
9999999999

**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. 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, if you're able to take part this year we will send you a £20 voucher.



Your participation is entirely voluntary, but we do hope you'll be able to keep helping us each year. 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.

Many thanks,



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

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**W9 Email 6- Web-first, R16 in W8 non-responding household**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:39

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999999999\6  
99999999999

**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.

By taking part in the adult survey you will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society are already using data from the survey to improve children's wellbeing.

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, if you're able to take part this year 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.

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.

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.*

**W9 Email 7- Web-first, new entrant in W8 non-responding household**



**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:00:49

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999999999\7  
9999999999

**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. The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society. 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](#) our Participant Helpline.

Many thanks,



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

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**W9 Email 8 - CAPI first web invite adult**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:01:03

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999999999\8  
99999999999

## 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. 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.

Many thanks,



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

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**W9 Email 9 – Reissue new entrant**

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:01:14

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99999999999

**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](#).



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

Many thanks,



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

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# **WAVE 9 CAWI reminder emails**

1st web reminder email

1st Web reminder letter

2nd web reminder email

3rd web reminder email

3rd Web reminder letter

4th web reminder email

'Intends to complete' first reminder email

'Intends to complete' second reminder email

Email - Break-off Email

Email - Intends to complete online first reminder

Email - Intends to complete online second reminder

Email - Reminder 1

Email - Reminder 2

Email - Reminder 3

Email - Reminder 4

1st web reminder email

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](#).

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

Many thanks,



**1st Web reminder letter**

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

Reference: [PID]

<<Date>>

Dear [NAME]

If you have already completed your Understanding Society interview online – thank you! We will be sending you your voucher 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](http://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>

**Remember, if you are able to complete your interview online by xxx, we will send you an extra £10 voucher as a thank you for your early co-operation.**

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

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

Professor Michaela Benzeval

Director

Understanding Society

2nd web reminder email

Dear [name],

We still need your help!

Each year we thank people across the country with a voucher for their help and participation in the survey. 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 voucher as an additional thank you for your early co-operation if you are able to complete the survey by xxx.**

Many thanks,

3rd web reminder email

Dear [name],

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 xxx we will send you an additional £10 voucher soon after this deadline as a thank you for your continued support.**

Many thanks,

**3rd Web reminder letter**

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

Reference: [PID]

<<date>>

Dear [NAME]

If you have already completed your Understanding Society interview online – thank you! 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 as your continued support makes it a more useful and impactful resource for social research.

Completing the survey has never been easier – simply follow the instructions below.

Type the following into your internet browser:

**[www.understandingsociety.ac.uk/Society](http://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>

**If you are able to complete your interview only by xxx, we will send you a £10 voucher as a thank you for early cooperation.**

Yours sincerely

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

Professor Michaela Benzeval

Director

Understanding Society



4th web reminder email

Dear [name],

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 steps**

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 xxx, we will send you an additional £10 voucher as a thank you for your early completion.**

Many thanks,

'Intends to complete' first reminder email

Dear XXX


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@tns-bmrb.co.uk](mailto:understandingsociety@tns-bmrb.co.uk) or by calling the Freephone number 0800 015 2908.

Kind regards,

A handwritten signature in black ink, appearing to read "S Coutinho", with a horizontal line underneath.

Steven Coutinho

Survey Manager

'Intends to complete' second reminder email

Xxxx, 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.



If you're unable to complete your questionnaire online or would prefer to do the interview in person that's fine - an interviewer will be in touch.

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@tns-bmrb.co.uk](mailto:understandingsociety@tns-bmrb.co.uk) or by calling the Freephone number 0800 015 2908.

Kind regards,



Steven Coutinho

Survey Manager

Email - Break-off Email

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 03 October 2016 16:01:40

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999999999\BRO  
99999999999

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 [here](#).



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](mailto: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](http://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](mailto:help.understandingsociety@tns-bmrb.co.uk).

Yours faithfully,



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 reminder

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 11:28:16

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1234567301\ICO1  
123000000000

Dear Steven Coutinho,

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@tns-bmr.co.uk](mailto:understandingsociety@tns-bmr.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

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Email - Intends to complete online second reminder

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 11:28:25

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1234567301\ICO2  
123000000000

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](#).



If you're unable to complete your questionnaire online or would prefer to do the interview in person that's fine - an interviewer will be in touch.

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@tns-bmr.co.uk](mailto:understandingsociety@tns-bmr.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

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Email - Reminder 1

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 16:24:10

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1234567301\REM1TG2  
123000000000

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](#).



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

Many thanks,



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

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Email - Reminder 2

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 16:24:33

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1234567301\REM2TG2  
123000000000

Dear Steven Coutinho,

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 voucher as an additional thank you for your early co-operation if you are able to complete the survey by xxxx.**



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

Many thanks,

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Email - Reminder 3

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 16:24:39

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1234567301\REM3TG2  
123000000000

Dear Steven Coutinho,

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.



**And remember – if you complete your interview by xxxx we will send you an additional £10 voucher soon after this deadline as a thank you for your continued support.**

Many thanks,



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

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

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Email - Reminder 4

**From:** [Understanding Society](#)  
**To:** [Coutinho, Steven](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 07 December 2016 16:24:55

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1234567301\REM4TG2  
123000000000

Dear Steven Coutinho,

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 steps

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 xxxx, we will send you an additional £10 voucher as a thank you for your early completion.**

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.*

