

# Understanding Society

## Wave 10

Advance Letters

Other Letters

- Thank you letters
- Tracing letters
- Other letters

# **WAVE 10**

## **Advance Letters**

W10 Letter 1 CAPI prod adult resp HH£10

W10 Letter 2 CAWI prod adult resp HH£10

W10 Letter 3 CAPI non prod adult resp HH £10

W10 Letter 4 CAWI non prod adult resp HH £10

W10 Letter 5 CAPI non prod adult resp HH £20

W10 Letter 6 CAWI non prod adult resp HH £20

W10 Letter 7 CAPI R16 resp HH £10

W10 Letter 8 CAWI R16 resp HH £10

W10 Letter 9 CAPI R16 nonresp HH £20

W10 Letter 10 CAWI R16 nonresp HH £20

W10 Letter 11 New entrant resp HH £10

W10 Letter 12 New entrant nonresp HH £20

W10 Letter 13 CAPI first web invite adult

W10 Letter 14 Generic

W10 Letter 1 CAPI prod adult resp HH£10



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

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With many thanks,

*Michaela Benzeval*

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

413158/Letter 1

Counter

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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: \_\_\_\_\_

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Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

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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



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### Academics

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### Charities & think tanks

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



W10 Letter 2 CAWI prod adult resp HH£10



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413158/Letter 2

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MOVING TO...

PID: FF\_PID

New Address: \_\_\_\_\_

MOVING FROM...

Add1

Home Phone: \_\_\_\_\_

Add2

(inc STD code)

Add3

Postcode: \_\_\_\_\_

Add4

Mobile: \_\_\_\_\_

Add5

E-mail address: \_\_\_\_\_

Postcode

Date of move: \_\_\_\_\_

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W10 Letter 3 CAPI non prod adult resp HH £10



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413158/Letter 3

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PID: FF\_PID

MOVING FROM...

Add1

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Add4

Add5

Postcode

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New Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

(inc STD code)

Postcode: \_\_\_\_\_

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W10 Letter 4 CAWI non prod adult resp HH £10



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413158/Letter 4

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MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: \_\_\_\_\_

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W10 Letter 5 CAPI non prod adult resp HH £20



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413158/Letter 5

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413158/Letter 6

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Date

Salutation

Over the past few years you may have completed a short *Understanding Society* questionnaire for 10 to 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 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.

#### Your £10 gift card and chance to win an iPad

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With many thanks,

*Michaela Benzeval*

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

413158/Letter 7

Counter

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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: \_\_\_\_\_

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## WHO'S USING THE STUDY?



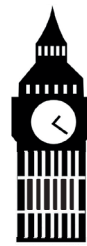
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### Charities & think tanks

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### Policy makers

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



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Society

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

W10 Letter 8 CAWI R16 resp HH £10





RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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413158/Letter 8

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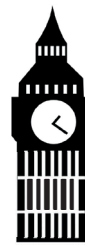
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W10 Letter 9 CAPI R16 nonresp HH £20



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413158/Letter 9

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W10 Letter 10 CAWI R16 nonresp HH £20



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Add5

Postcode

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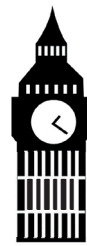
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Understanding Society, University of Essex  
Wivenhoe Park, Colchester. C04 3SQ





W10 Letter 11 New entrant resp HH £10



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

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Date

Salutation

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413158/Letter 11

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MOVING FROM...

Add1

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Add5

Postcode

MOVING TO...

New Address: \_\_\_\_\_

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The strength of Understanding Society is that it talks to the same people each year so we can see how things like the economic situation and the way our society is changing affects your life. The study is your study and is about issues that affect you and everyone in our diverse society.

Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at [www.understandingsociety.ac.uk/headlines](http://www.understandingsociety.ac.uk/headlines)

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W10 Letter 12 New entrant nonresp HH £20



RESP\_Name  
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413158/Letter 12

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W10 Letter 13 CAPI first web invite adult



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Date

Salutation

One of our interviewers has tried to contact you a number of times in the last few weeks hoping to conduct this year's *Understanding Society* interview with you but so far they have been unsuccessful.

We are trying once more because your views and experiences are very important to us. 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. To find out more about how what you have told us has been used so far, visit

[www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

The survey is available at:

[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: <b>UserName</b>	Password: <b>Password</b>
---------------------------	---------------------------

Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

If you have completed the survey in the last week or so, please ignore this letter.

With many thanks,

*Michaela Benzeval*

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

413158/Letter 13

Counter

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 using the form on the Understanding Society website at [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants), 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.

## Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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



**W10 Letter 14 Generic**



RESP\_Name  
Add1  
Add2  
Add3  
Add4  
Add5  
Postcode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

Date

Salutation

**A chance to influence decision-making.**

I would like to enlist your help with a very special study. *Understanding Society* is the largest survey of its kind in the world, which follows the lives of tens of thousands of people who live in the UK. In its current form the study has been running for 10 years, while a smaller sub-sample has been interviewed for the last 26 years. The information collected on the study is used by social scientists, policy makers and economists to help make better decisions about how to improve our lives. Studies like this have the potential to contribute to changes in law, give insights into human psychology, and help doctors treat illnesses more effectively. To find out more about who uses the study data, please visit

**[www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)**

An interviewer will soon be in touch with you to arrange a convenient time to talk to you. 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 0655 or contact us at

**[understandingsociety@kantarpublish.com](mailto:understandingsociety@kantarpublish.com)**

With many thanks,

*Michaela Benzeval*

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

413158/Letter 14

Counter

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 using the form on the Understanding Society website at [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants), 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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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.

## Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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



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Other letters

# **WAVE 10**

## **Thank you letters**

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W10 Thank you letter 3 - unconditional £10 early completers

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W10 Thank you letter 6 - CATI mop-up unconditional £10 CATI

W10 Thank you letter 7 - CATI mop-up conditional £10 + £10 CATI

W10 Thank you letter 8 - CATI mop-up conditional £20 + £10 CATI

**W10 Thank you letter 1 - conditional £10**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, a gift card for £10 is enclosed.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive style with a large, looping 'B'.

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

W9-139140 & W10-413158



**W10 Thank you letter 2 - conditional £20**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, a gift card for £20 is enclosed.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

**W10 Thank you letter 3 - unconditional £10 early completers**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you for your early completion, a gift card for £10 is enclosed.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

**W10 Thank you letter 4 - conditional £10 + £10 early completers**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £10 and an additional £10 for early completion.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

**W10 Thank you letter 5 - conditional £20 + £10 early completers**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £20 and an additional £10 for early completion.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158



**W10 Thank you letter 6 - CATI mop-up unconditional £10 CATI**

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you for completing your telephone interview, a gift card for £10 is enclosed.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

W10 Thank you letter 7 - CATI mop-up conditional £10 + £10 CATI

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £10 and an additional £10 for completing your telephone interview.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

W10 Thank you letter 8 - CATI mop-up conditional £20 + £10 CATI

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £20 and an additional £10 for completing your telephone interview.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

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

W9-139140 & W10-413158

# **WAVE 10**

## **Tracing Letters**

**Stable Contact Letter**

**Tracing Letter GB**

**Tracing Letter NI**

## **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:**

--	--	--	--	--	--	--	--	--	--

**Person number:**

--	--

Please turn over

USOC/stable contact letter



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](mailto:contact@understandingsociety.ac.uk)**

**Thank you.**

## Tracing Letter GB



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 Kantar Public. 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](mailto:contact@understandingsociety.ac.uk)**

**Thank you.**

## Tracing Letter Nl



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 Kantar Millward Brown. 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](mailto:contact@understandingsociety.ac.uk)**

**Thank you.**



## **WAVE 10 Other letters**

**1st Web reminder letter**

**3rd Web reminder letter**

**CAPL reissue letter**

**W10 Missing incentive letter £10**

**W10 Missing incentive letter £20**

**W10 youth self-completion letter**

**W10 iPad winner letter**

**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 gift card 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

**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 gift card 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 style, with the first name "Michaela" and the surname "Benzeval" clearly legible.

Professor Michaela Benzeval

Director

Understanding Society

**CAPi reissue letter**



Dear \_\_\_\_\_

You may remember we contacted you in the last few months to ask for your help in this year's Understanding Society study. One of our interviewers has not yet been able to interview you so we hope you do not mind it if I attempt to visit you once more to arrange a convenient time to interview you.

We would also like to explain why your views and experiences are so important to our study:

1. By taking part, you help us ensure that the study represents all types of people across the UK, and can paint an accurate picture of what our society looks like today and how it is gradually changing. The study provides a vital source of information for policy makers, so the more people that take part in the study, the better informed and able they are to improve society for all.
2. Taking part gives you a voice on issues that matter to you, your family and your community. The data collected from participants are very widely used by researchers in a range of spheres including employment, health, and education.
3. You have been part of this study for the last few years and we cannot replace you with anyone else. We rely on the contribution you make and so do the academics and policy makers who use the data.

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

I will try to get in touch with you once more over the next few weeks. If I am successful, I hope you enjoy taking part in the study this time around. Your continued support and involvement is essential to the success of the study and is greatly appreciated.

If you have any questions, please call or email the participant helpline using the contact details at the bottom of this letter. You can also find out more about the study on our website at [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk).

**Professor Michaela Benzeval**

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

\_\_\_\_\_  
Your Understanding Society interviewer

Tel: \_\_\_\_\_

I enjoy the time with my interviewer – it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference – it makes me know my time is well spent

**Contact us:**

Participant helpline:  
0800 252 853

Web:  
[understandingsociety.ac.uk](http://understandingsociety.ac.uk)

Email:  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

You can also follow us on  
Twitter @usociety.

### **“But nothing has changed in my life”**

We can only accurately measure change by also talking to people whose lives have stayed the same, although if nothing has changed, it makes the interview shorter. There are also some new questions this year that we haven't asked you before.

### **“I am worried about data confidentiality”**

After your interview, your personal details (name, address etc) are separated from your survey answers, so when researchers analyse data from the study, they cannot identify you or anyone else who took part. Your personal details are kept securely, and will only ever be used to contact you for the Understanding Society study.

### **“Can't you choose someone else?”**

No, when the study started households were scientifically selected to ensure the study would be representative of the UK population. If we change who takes part now the results will not represent UK society.

### **“I didn't like some of the questions last year”**

If there are any questions that you don't want to answer, just tell your interviewer, they can skip to the next question. The questions you do answer will still be very useful.

If you have any other questions, please check our online FAQ <https://www.understandingsociety.ac.uk/participants/faq> or phone us, or drop us a line by email or Twitter (see contact details overleaf).

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. The data will be used for statistical analysis only.



**W10 Missing incentive letter £10**

«Serial\_number»«ChkL»/  
«FF\_personno»«FF\_PID»

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

<Date>

Dear <NAME>,

Thank you very much for taking part in the survey this year. We really appreciate your contribution to the study.

I understand that you did not receive your *Understanding Society* letter and gift card this year. I am very sorry that your gift card did not arrive – please find a £10 gift card enclosed.

If you have any questions relating to the survey, please do not hesitate to contact us by using the contact details below.

Kind regards,

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

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

**W10 Missing incentive letter £20**

«Serial\_number»«ChkL»/  
«FF\_personno»«FF\_PID»

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

<Date>

Dear <NAME>,

Thank you very much for taking part in the survey this year. We really appreciate your contribution to the study.

I understand that you did not receive your *Understanding Society* letter and gift card this year. I am very sorry that your gift card did not arrive – please find a £20 gift card enclosed.

If you have any questions relating to the survey, please do not hesitate to contact us by using the contact details below.

Kind regards,

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

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

**W10 youth self-completion letter**



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

«Serial\_number»«ChkL»/  
«FF\_personno»«FF\_PID»

<Date>

Dear <NAME>,

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 voucher for «Child\_name».

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](http://www.understandingsociety.ac.uk/participants). Yours faithfully,

Michaela Benzeval

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

Contact us:

Participant helpline: 0800 252 853  
Web: [understandingsociety.ac.uk](http://understandingsociety.ac.uk)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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 using the form on the Understanding Society website at [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants), 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...

FF\_ADDRESS1

FF\_ADDRESS2

FF\_ADDRESS3

FF\_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 are you important to us?

You make the survey more complete and useful. Without you, the study is less complete.

You have been specially selected to help us make sure that Understanding Society represents a wide cross section of the population. This way, we can see how factors such as the economy or housing affect lives across the whole of Britain.

Your participation is crucial to the success of the study, its value to researchers and accuracy of their research findings. If we lose you, we can't replace you.



### What is the study about?

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? Are you happy with your local services and facilities? Are your health care requirements being met?

The information we collect is used by academics and researchers to inform policy debates on issues that matter to you.

### Why do you interview young people?

Young people's opinions matter to us, too. If there are 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.



### Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

**FREEPOST RRXX-KEKJ-JGKS**  
Understanding Society, University of Essex  
Wivenhoe Park, Colchester, CO4 3SQ



W10 iPad winner letter



NAME  
ADD1  
ADD2  
ADD3  
PCODE

DATE  
Ref: PID

Dear NAME,

Congratulations on winning an iPad! Everybody who has turned 16 in the last year and took part in the Understanding Society adult survey in April to June this year was entered into the draw.

As someone who will be making a lot of life decisions in the next few years it is extra important that we talk to people like you. Interviewing you and others in your position allows researchers to find out how society is changing for young people; how the economy is affecting them at work or in education, and how decisions made now and in the past will affect your future.

Everyone is valuable in our survey - we can't replace you - and this is the main strength of a study like ours: it follows the same people over time. Only by following the same people over time can researchers identify patterns and trends which can help inform better policy making in Government.

I hope that you will continue to participate. Each time we interview you, the information you have already given becomes even more valuable!

Thank you, again, for taking part in this important study.

Yours faithfully,

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

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

