

Understanding Society Wave 9

Letters

- Advance letters
- Thank you letters
- Other letters

WAVE 9 Advance Letters

W9	Letter	1	CAPI	prod	adult	resp	HH	£10
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- W9 Letter 2 CAWI prod adult resp HH £10
- W9 Letter 3 CAPI non prod adult resp HH £10
- W9 Letter 4 CAWI non prod adult resp HH £10
- W9 Letter 5 CAPI non prod adult resp HH £20
- W9 Letter 6 CAWI non prod adult resp HH £20
- W9 Letter 7 CAPI R16 resp HH £10
- W9 Letter 8 CAWI R16 resp HH £10
- W9 Letter 9 CAPI R16 nonresp HH £20
- W9 Letter 10 CAWI R16 nonresp HH £20
- W9 Letter 11 New entrant resp HH £10
- W9 Letter 12 New entrant nonresp HH £20
- W9 Letter 13 CAPI first web invite adult
- W9 Letter 14 Generic

W9 Letter 1 CAPI prod adult resp HH £10



Firstname Lastname Address1 Address2 Address3 Address4

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

Dear Firstname Lastname

AB12 3CD

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With many thanks,

Michaela Benzeval

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

139140/Letter 1 00001

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Mobile: __

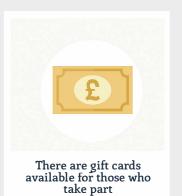
Date of move: __



picture of life in the UK







WHO'S USING THE STUDY?



Academics

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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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Username: 082adxrv	Password: Greens
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139140/Letter 2

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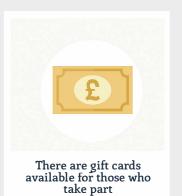
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ame: Firstname Lastname MOVING TO		
PID: 00203411350051	New Address:	Name:
MOVING FROM		Mobile:
Address1	Home Phone:	Name:
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Address3	Postcode:	Name:
Address4	Mobile:	Mobile:
AB12 3CD	E-mail address:	Name:
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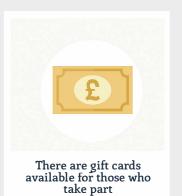
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Address4

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139140/Letter 4

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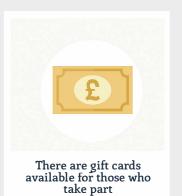
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PID: 00203411350051	New Address:	Name:
MOVING FROM		Mobile:
Address1	Home Phone:	Name:
Address2	(inc STD code)	Mobile:
Address3	Postcode:	Name:
Address4	Mobile:	Mobile:
AB12 3CD	E-mail address:	Name:
	Date of move:	Mobile:



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Firstname Lastname Address1 Address2 Address3 Address4 **AB12 3CD**

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Address1

Address2 Address3

Michaela Kenze

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

139140/Letter 5

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Your continuing participation is very important to us. Please let us know if you move by updating your

Home Phone:

(inc STD code) Postcode:

Mobile: Address4 **AB12 3CD**

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.	picase p
Name:	Name:
Mobile:	
Name:	Name:
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Name:	Name:

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Name: _

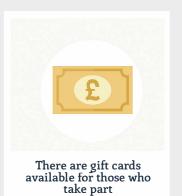
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Firstname Lastname Address1 Address2 Address3 Address4 **AB12 3CD**

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139140/Letter 6

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MOVING FROM...

Home Phone: Address1 (inc STD code) Address2 Address3 Postcode:

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E-mail address: AB12 3CD Date of move:

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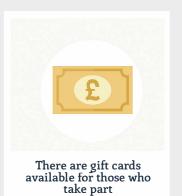
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Firstname Lastname Address1 Address2 Address3 Address4 AB12 3CD

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Month 2017

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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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> 139140/Letter 7 00007

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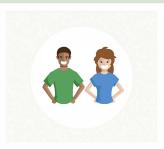
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Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the Understanding Society survey



Understanding Society gives you a voice on issues that matter to young people



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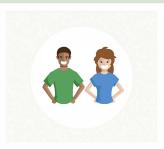
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An interviewer will be in touch soon to arrange a convenient time to interview you. Your participation is entirely voluntary, but we do hope you'll be able to help.

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.

With many thanks,

Michaela Benzedal

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

> 139140/Letter 9 00009

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 updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a 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: Firstname Lastname MOVING TO... PID: 00203411350051 New Address: Name: MOVING FROM... Mobile: Home Phone: Address1 Name: (inc STD code) Address2 Mobile: Address3 Postcode: Name: Mobile: Mobile: Address4 E-mail address: AB12 3CD Name:

Mobile: __

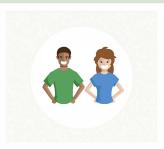
Date of move: __



Your contribution helps build a more detailed picture of life in the UK



It only takes 40-60 minutes to complete the Understanding Society survey



Understanding Society gives you a voice on issues that matter to young people



You receive gift cards and the chance to win an ipad

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 contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ W9 Letter 10 CAWI R16 nonresp HH £20



Firstname Lastname Address1 Address2 Address3 Address4

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

Dear Firstname Lastname

AB12 3CD

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 £20 gift card and chance to win an iPad

If you're able to take part we will give you a £20 gift card to say thank you for sharing your views. 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.

If you're able to complete your interview online by February 7th, we will send you an extra £10 gift card soon after this deadline as a thank you for your early co-operation.

The survey is available at:

www.understandingsociety.ac.uk/society

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

Username: 082adxrv	Password: Greens

If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview. Your participation is entirely voluntary, but we do hope you'll be able to help.

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.

With many thanks,

Michaela Benzeval

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

139140/Letter 10

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.

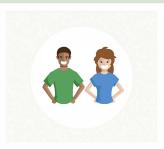
Your continuing participation is very important to us. Please let us know if you move by updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a 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: Firstname Lastname MOVING TO ... PID: 00203411350051 New Address: Name: MOVING FROM... Mobile: Home Phone: Address1 Name: (inc STD code) Address2 Mobile: Address3 Postcode: Name: Mobile: Mobile: Address4 E-mail address: AB12 3CD Name: Date of move: __ Mobile: __



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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 contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ W9 Letter 11 New entrant resp HH £10





Firstname Lastname Address1 Address2 Address3 Address4 AB12 3CD

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

Dear Firstname Lastname

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 such as employment, education and health. 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. To find out more about who uses the study data, please visit

www.understandingsociety.ac.uk/participants

Please be assured that all the information you provide is treated confidentially. To read more on our policy on confidentiality, please visit

https://www.understandingsociety.ac.uk/participants/data-confidentiality

The survey is available at:

www.understandingsociety.ac.uk/society

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

Username: 082adxrv	Password: Greens
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If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you soon to arrange a convenient time for an interview. Your participation is entirely voluntary, but we do hope you'll be able to help.

To thank you for your help this year and to let you know that we value your contribution, we've enclosed a £10 gift card which has already been activated for you, and is ready to use.

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.

With many thanks,

Michaela Genzeval

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

137058/Letter 11

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 importate details on the Understanding Society websit 853 or return this card in the Freepost enve £5 voucher.	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.	
me: Firstname Lastname MOVING TO		
PID: 00203411350051	New Address:	Name:
MOVING FROM	Mobile:	
Address1	Home Phone:	Name:
Address2	(inc STD code)	Mobile:
Address3	Postcode:	Name:
Address4	Mobile:	Mobile:
AB12 3CD	E-mail address:	Name:
	Date of move:	Mobile:

Why are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

About the study.

Long-term studies like Understanding Society help us find out about how lives in the UK are changing over time. This information is used by academics, policy-makers and researchers working for governments, charities and the voluntary sector in this country and abroad to inform policy making.

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

The interview.

If you're unable to complete your interview online an interviewer will be in touch to arrange a convenient time to interview you and other members of your household.

The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a gift card as a thank you for completing the questionnaire.



Moving home? Take us with you.

www.understandingsociety.ac.uk contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ W9 Letter 12 New entrant nonresp HH £20



1234567890/1 1/00203411350051

Firstname Lastname Address1 Address2 Address3 Address4 AB12 3CD

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

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To thank you for your help this year, if you're able to take part we will give you a £20 gift card.

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.

With many thanks,

Michaela Benzelal

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

> 139140/Letter 12 00012

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 updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a 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: Firstname Lastname MOVING TO ... PID: 00203411350051 New Address: Name: MOVING FROM... Mobile: Home Phone: Address1 Name: (inc STD code) Address2 Mobile: Address3 Postcode: Name: Mobile: Mobile: Address4 E-mail address: AB12 3CD Name: Date of move: Mobile: ___

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Moving home? Take us with you.

www.understandingsociety.ac.uk contact@understandingsociety.ac.uk

FREEPOST RRXX-KEKJ-JGKS Understanding Society, University of Essex Wivenhoe Park, Colchester. C04 3SQ W9 Letter 13 CAPI first web invite adult





Firstname Lastname

Address1

Address2

Address3

Address4

AB12 3CD

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

Dear Firstname Lastname

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

The survey is available at:

www.understandingsociety.ac.uk/society

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

Username: 082adxrv Password: Greens

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 Benzeral

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

> 139140/Letter 13 00013

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 updating your Please let us know who will be living with you details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 at your new address. Please list their full names 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a 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: Firstname Lastname MOVING TO... PID: 00203411350051 New Address: Name: MOVING FROM... Mobile: Home Phone: Address1 Name: (inc STD code) Address2 Mobile: Address3 Postcode: Name: Mobile: Mobile: Address4 E-mail address: AB12 3CD Name:

Mobile: ___

Date of move:

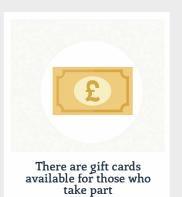
WHY TAKE PART?



picture of life in the UK







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 contact@understandingsociety.ac.uk

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

W9 Letter 14 Generic



1234567890/1 2/00203411350051

Firstname Lastname

Address1

Address2

Address3

Address4

AB12 3CD

Contact us:

Participant helpline: 0800 252 853 Web: www.understandingsociety.ac.uk Email: contact@understandingsociety.ac.uk

Month 2017

Dear Firstname Lastname

A chance to influence decision-making.

I would like to enlist your help. The information from Understanding Society is used by academics, policy makers and charities such as Age UK and The Children's Society. By taking part, you'll be helping to influence the decisions made by everyone from government ministers to local councillors.

An interviewer will soon be in touch with you to arrange a convenient time to talk to you. The interview will last between 40 minutes and an hour, depending on your circumstances. 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.

With many thanks,

Michaela Kenzelal

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

139140/Letter 14 V2

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 updating your details on the Understanding Society website at www.understandingsociety.ac.uk, Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a

Name: Firstname Lastname PID: 00203411350051

MOVING FROM...

Address1

Address2 Address3

Address4 **AB12 3CD** MOVING TO...

New Address:

Home Phone:

(inc STD code) Postcode:

Mobile:

Date of move: ___

E-mail address:

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: ___

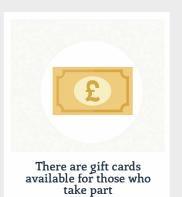
WHY TAKE PART?



picture of life in the UK







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WAVE 9 Thank you letters

- W9 Thank you letter 1 conditional £10
- W9 Thank you letter 2 conditional £20
- W9 Thank you letter 3 unconditional £10 early completers
- W9 Thank you letter 4 conditional £10 + £10 early completers
- W9 Thank you letter 5 conditional £20 + £10 early completers
- W9 Thank you letter 6 CATI mop-up unconditional £10 CATI
- W9 Thank you letter 7 CATI mop-up conditional £10 + £10 CATI
- W9 Thank you letter 8 CATI mop-up conditional £20 + £10 CATI

W9 Thank you letter 1 - conditional £10

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, a gift voucher 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,

Professor Michaela Benzeval

Michaela Benze

Director, Understanding Society Institute for Social and Economic Research, University of Essex W9 Thank you letter 2 - conditional £20

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, a gift voucher 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,

Professor Michaela Benzeval Director, Understanding Society

Michaela Benze

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 3 - unconditional £10 early completers

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you for your early completion, a gift voucher 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,

Professor Michaela Benzeval Director, Understanding Society

Michaela Benze

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 4 - conditional £10 + £10 early completers

Dear XXX.

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift voucher 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,

Professor Michaela Benzeval Director, Understanding Society

Michaela Benze

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 5 - conditional £20 + £10 early completers

Dear XXX.

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift voucher 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,

Professor Michaela Benzeval Director, Understanding Society

Michaela Benze

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 6 - CATI mop-up unconditional £10 CATI

Dear XXX.

You recently took part in the Understanding Society survey. As a small thank you for completing your telephone interview, a gift voucher 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,

Professor Michaela Benzeval Director, Understanding Society

Michaela Benze

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 7 - CATI mop-up conditional £10 + £10 CATI

Dear XXX.

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift voucher 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,

Professor Michaela Benzeval

Michaela Gen

Director, Understanding Society

Institute for Social and Economic Research, University of Essex

W9 Thank you letter 8 - CATI mop-up conditional £20 + £10 CATI

Dear XXX.

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift voucher 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,

Professor Michaela Benzeval

Michaela Gen

Director, Understanding Society

Institute for Social and Economic Research, University of Essex

WAVE 9 Other letters

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Letter - Reminder 1

Letter - Reminder 3

Stable contact letter

Tracing letter NI

W9 Missing incentive letter £10

W9 Missing incentive letter £20

W9 iPad winner letter

CAPI reissue letter





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.

Your Understanding Society interviewer Professor Michaela Benzeval
Director, Understanding Society

Tel: ___

Institute for Social and Economic Research University of Essex

Michaela Ben

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

Email:

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/fag 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.

Letter - Reminder 1

Steven Coutinho 222 Greys Inn Road London WC1X 8HB

Reference: 123000000000

xx/xx/xxxx

Dear Mr Steven Coutinho,

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

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

Username: T08zwqva

Password: kapacn

Remember, if you are able to complete your interview online by 6th December 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

Professor Michaela Benzeval

Michaela Genzela

Director

Understanding Society

Letter - Reminder 3

Steven Coutinho 222 Greys Inn Road London WC1X 8HB

Reference: 123000000000

xx/xx/xxxx

Dear Mr Steven Coutinho,

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

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

Username: T08zwqva

Password: kapacn

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

Professor Michaela Benzeval

Michaela Benza

Director

Understanding Society

Stable contact letter





Date://	
Dear	
project called <i>Understanding Society</i> last year. The	participated in an important research study is concerned with how things change over time, and we time, to see how their lives have changed or stayed the same.
the event of any change in their circumstances, ar current address and telephone number, wherever	e person named above. They gave us your name as a contact in nd we would be most grateful if you would let us know their they are living now. You can call us on Freephone 0800 252 . uk or complete and return the reply slip below in the Freepost
part is entirely voluntary, though we very much hop	imber you are not committing them to be interviewed. Taking pe to achieve an interview with everybody who has taken part ture of people's experiences. Once we have their new details, take part.
If you have any questions about the study, please vi Freephone number above.	isit www.understandingsociety.ac.uk or call us using the
Thank you for your help.	
Yours sincerely,	Michaela Benzelal
Your Interviewer Understanding Society *	Professor Michaela Benzeval Director, Understanding Society
Please complete this reply slip using BLOCK CAPITA	ALS
Address:	
Postcode: Telephone:	
Serial:	Person number:

USOC/stable contact letter

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**

Thank you.





Tracing letter NI



Date//	
Dear	
This time last year we interviewed your household for <i>Und</i> things change or stay the same over time – your participat looks like today and how it is gradually changing.	, ,
We would very much like to interview you and your house address your household was interviewed at last year and for a more without your permission, but did agree to forward	ound that you now live elsewhere. I spoke to the rho did not wish to give your new address or telephone
We would be most grateful if you would let us know your or are living now. You can call us on Freephone 0800 252 853 complete and return the reply slip below in the Freepost e	current address and telephone number, wherever you, email us at contact@understandingsociety.ac.uk or
By giving us your name, address and telephone number yo you have confirmed your new details, an interviewer will c willing, a convenient time for an interview can then be arra	ontact you and invite you to take part. If you are
The study is being conducted by researchers from the Univ If you have any questions about the study, or would prefer participants' website at www.understandingsociety.ac.uk	not to be contacted again, please visit the special
Thank you in advance for your help.	
Yours sincerely,	Michaela Benzelal
Your interviewer Understanding Society >	Professor Michaela Benzeval Director, <i>Understanding Society</i>
Please complete this reply slip using BLOCK CAPITALS	
Name:	
Address:	
Postcode:	
Telephone:	Person number:
Serial.	Please turn over

<i>y</i>		
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 <i>Understanding Society</i> , please call Freephone 0800 252 853 or email contact@understandingsociety.ac.uk		
Thank you.		

W9 Missing incentive letter £10

<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 voucher this year. I am very sorry that your voucher did not arrive – please find a £10 voucher enclosed.

If you have any questions relating to the survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Steven Coutinho

Survey Manager

W9 Missing incentive letter £20

<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 voucher this year. I am very sorry that your voucher did not arrive – please find a £20 voucher enclosed.

If you have any questions relating to the survey, please do not hesitate to contact me by emailing help.understandingsociety@tns-bmrb.co.uk or by calling the Freephone number 0800 015 2908.

Kind regards,

Steven Coutinho

Survey Manager

W9 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,

Michaela Benzeval

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.