



Understanding Society

W14

Wave 14 Boost

Year 1 Materials

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- Reminder-Second 2021-11-24 v2
- Reminder-Third 2021-12-03 v4
- USoc leaflet enclosed with invite letters v2
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COVID Leaflets

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Reminder-First 2021-12-03 v4

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Name
Address1
Address2
Address3
Town
County
Postcode

<DATE>

A reminder to complete your survey by [Early Bird Date]

Dear <NAME>,

Your household was recently invited to join the Understanding Society study. The study is run by the University of Essex and asks **thousands of UK households** about their health, work, education, and family life. Our records show that your household has not yet completed the survey.

More than **50,000 people in the UK are already part** of the Understanding Society study. Please **add your unique experience** to the picture we build of life in the UK today and help us, the UK Government, charities, and other researchers to **understand the lives of people like you and people from your local area**. You can **help** to shape better futures for UK communities and families.

A reminder of how to take part:

1.

Go to...

www.understandingsociety.ac.uk/survey-web

on your tablet, laptop, or phone.



2.

Enter your
household access code:

XXXX XXXX XXXX

3.

Complete the survey!

And receive a **£20 voucher**
each to spend online or
donate to charity.



Everyone in your household aged 16 and over can use the access code to take part.
Your personal details will be kept **safe** and strictly **confidential** and will only be used for the purposes of this study.

How long does it take?

The study takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime. If you are not able to complete your interview online, an interviewer will contact you.

When do I have to complete it by?

You have until **[Early Bird Date]** to take part online and if you complete it by **[Early Bird Date]**, you can still claim your extra £10 voucher! If you do not want us to contact you further, please let us know using the information at the top of this letter. If you have already completed your Understanding Society interview online, thank you.

We look forward to welcoming you to the Understanding Society study.

Michaela Benzeval

Professor Michaela Benzeval - Director, Understanding Society

Reminder-Second 2021-11-24 v2

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Name
Address1
Address2
Address3
Town
County
Postcode

<DATE>

Complete your survey and claim your £20 voucher today!

Dear Resident,

Your household was recently invited to join the Understanding Society study. The study is run by the University of Essex and asks thousands of UK households about their health, work, education, and family life. Our records show that your household has not yet completed the survey.

Each person who takes part will receive a £20 voucher to spend online or donate to charity. Help to shape better futures for UK communities and families and claim your voucher today.

A reminder of how to take part:

1.

Go to...
www.understandingsociety.ac.uk/survey-web
on your tablet, laptop, or phone.



2.

Enter your household access code:

XXXX XXXX XXXX

3.

Complete the survey!
And receive a **£20 voucher**
each to spend online or
donate to charity.



Everyone in your household aged 16 and over can use the access code to take part. Your personal details will be kept **safe** and strictly **confidential** and will only be used for the purposes of this study.

How long does it take?

The study takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime. If you are not able to complete your interview online, an interviewer will contact you.

When do I have to complete it by?

You have until **[Early Bird Date]** to take part online and if you complete it by **[Early Bird Date]**, you can still claim your extra £10 voucher! If you do not want us to contact you further, please let us know using the information at the top of this letter.

If you have already completed your Understanding Society interview online, thank you.

We look forward to welcoming you to the Understanding Society study.

Michaela Benzeval

Professor Michaela Benzeval - Director, Understanding Society

Reminder-Third 2021-12-03 v4

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Name
Address1
Address2
Address3
Town
County
Postcode

<DATE>

YOUR CHANCE to have your voice heard! Complete the survey today.

Dear <NAME>,

Your household was recently invited to join the Understanding Society study. The study is run by the University of Essex and asks **thousands of UK households** about their health, work, education, and family life. Our records show that your household has not yet completed the survey.

More than **50,000 people in the UK are already part** of the Understanding Society study and are **helping to shape better futures** for UK communities and families. This is your **final reminder** to take part. We hope that you will decide to **add your unique experience** to the picture we are building of life in the UK today.

A reminder of how to take part:

1.

Go to...
www.understandingsociety.ac.uk/survey-web
on your tablet, laptop, or phone.



2.

Enter your
household access code:

XXXX XXXX XXXX



3.

Complete the survey!
And receive a **£20 voucher**
each to spend online or
donate to charity.



Everyone in your household aged 16 and over can use the access code to take part.
Your personal details will be kept **safe** and strictly **confidential** and will only be used for the purposes of this study.

How long does it take?

The study takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime. If you are not able to complete your interview online, an interviewer will contact you and offer to be interviewed by telephone or in person. **However, we do not currently have your telephone number.** If you would like to take part over the phone please call 0800 015 2908, so that we can collect your telephone number. If you would like to be interviewed at home, please find enclosed a leaflet which tells you about how we work in a COVID-safe way.

When do I have to complete it by?

You have until **[Early Bird Date]** to take part online and if you complete it by **[Early Bird Date]**, you can still claim your extra £10 voucher! If you do not want us to contact you further, please let us know using the information at the top of this letter. If you have already completed your Understanding Society interview online, thank you.

We look forward to welcoming you to the Understanding Society study.

Michaela Benzeval

Professor Michaela Benzeval - Director, Understanding Society

What is Understanding Society?

Planning health services, keeping track of our public finances, measuring the success of policies, providing education, forecasting transport and energy needs. The UK needs a lot of information to keep the country running.

Understanding Society is one of the national studies that provides this vital evidence.

1. Your household has been chosen

You'll be joining thousands of households across the UK, representing the UK population as a whole. Everyone aged 16 or over in your household is invited to take part.

2. Completing your survey helps the UK plan for the future

Your information is most valuable when we learn how your life is changing over time - and what stays the same. We'll invite you to complete the Study again next year and hope you will agree to take part.

3. All data is kept safe and confidential

Understanding Society works under the Data Protection Act and is used for research purposes only. All data in the Study is anonymous and you can leave at any time.

4. Be part of the big picture

It takes around 45-60 minutes to complete your survey and we'll ask questions about lots of different parts of your life. As an Understanding Society participant you'll be joining a community of thousands of households, all helping us understand the UK today and for the future.



Scan the code to find out more about
Understanding Society

USoc leaflet enclosed with invite letters v2



Who do I contact?

If you have any questions, want any further information, or would like to remove yourself from the study, please contact us at:



FREEPOST

RRXX-KEKJ-JGKS
Understanding Society
University of Essex
Colchester, CO4 3SQ



FREEPHONE

0800 252853



EMAIL

contact@understandingsociety.ac.uk

JOIN OUR UNIQUE STUDY ABOUT LIFE IN THE UK AND HOW IT IS CHANGING

Join the **Understanding Society** Community



50,000
participants



Aged
10-105



From **all areas**
of the UK



18,500
two generation families
2,700
three generation
families take part



Understanding Society is funded by the Economic and Social Research Council and a group of government departments.



Your answers will help us understand questions like...

Life changes

What changes in our lives? And what stays the same?



Health

How can we improve our physical and mental health?



Technology

Who is using it? How is it changing our lives?



Environment

What makes us lead a greener lifestyle?



Wellbeing

How happy are we? And is this changing over time?



WHAT IS UNDERSTANDING SOCIETY?

The Study is one of the largest of its kind in the world. The results tell the UK Government, charities, and university researchers what it is like to live in the UK today and how this is changing.



Scan the QR code to find out more about why we talk to households in the UK every year.

Why take part?



The governments in all four nations of the UK use Understanding Society to measure our health and wellbeing.



The Office for National Statistics uses Understanding Society data to keep track of bullying in schools and to see what helps children who have experienced bullying.



Age UK used the Study to find out how many older people are struggling to buy healthy food, helping them know where to target support.



Understanding Society is used to measure the financial health of families in the UK, helping policymakers understand who is managing financially and what help is needed for lower income households.

And these are just some of the reasons, many more are on our website.

Go to www.understandingsociety.ac.uk/participants



Why have I been chosen?

Your household has been chosen at random to represent the UK population as a whole. All adults aged 16 and over are invited to take part.



Is my data confidential?

All data is kept safe and confidential under the Data Protection Act and used for research purposes only. All data is anonymous. You can leave the Study at any time. However, if you tell us something that makes us worried about your or your children's safety, we may have to discuss this with somebody else as we need to be sure you are safe.



Help us again next year...

Your information is most valuable when we learn how it changes over time. We will invite you to complete the Study again next year and hope you will agree to take part.

W14 Boost Advance CAPI_Letter 6_R1



Contact us:

Helpline: **0800 252 853**

www.understandingsociety.ac.uk/participants
contact@understandingsociety.ac.uk

12/05/2022



ff_Address1
 ff_Address2
 ff_Address3
 ff_Address4
 ff_Address5
 ff_PostCode

Dear Resident,

Your household has been chosen to be part of the Understanding Society study.



What is Understanding Society?

The study is run by the University of Essex and is one of the largest of its kind in the world. Every year, **tens of thousands of UK households** tell us about their health, work, education, and family life. The UK Government, charities, and other researchers have used our survey for over 25 years to understand what it is like to live in the UK today and how this is changing. This helps them to plan and design services, policies and further research to improve our everyday lives.

Why take part?

You would be adding **your unique experience** to the picture we build of life in the UK today. We want to hear from all types of people and families living in the UK today. All the information you and your household provide will be kept **safe** and strictly **confidential** and your data will only be used for the purposes of this study.

To find out more about Understanding Society, please visit <https://www.understandingsociety.ac.uk/participants>

We look forward to welcoming you to the Understanding Society study

Professor Michaela Benzeval – Director,
 Understanding Society.

What do I need to do?

- An interviewer will soon be in touch with you to arrange a convenient time to talk to you. All our interviewers carry photographic identification, so you can be confident of who they are when they visit you.
- The interviewer will offer you to be interviewed by telephone or in person. **However, we do not currently have your telephone number.** If you would like to take part over the phone please call 0800 015 2908, so that we can collect your telephone number.
- If you would like to be interviewed at home, please find enclosed a leaflet which tells you about how we work in a COVID-safe way.
- This is a household study so everyone you live with aged 16 and over will be invited to take part.
- To thank you for taking part, each household member will receive a £20 voucher.
- The study will take around 60 minutes.

W14 Boost Advance CAPI_Letter 6s_R1



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www.understandingsociety.ac.uk/participants
contact@understandingsociety.ac.uk

12/05/2022



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- The study will take around 60 minutes.

W14 Boost Advance CAPI_Letter 6w_R1

12/05/2022


ff_Address1
ff_Address2
ff_Address3
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ff_PostCode

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Understanding Society.

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- The study will take around 60 minutes.

ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

12/05/2022

Annwyl Breswyllydd,

Dewiswyd eich aelwyd i fod yn rhan o'r astudiaeth Understanding Society .



Beth yw Understanding Society?

Prifysgol Essex sy'n rhedeg yr astudiaeth ac mae'n un o'r mwyaf o'i math yn y byd. Bob blwyddyn, mae **degau o filoedd o aelwydydd y DU** yn dweud wrthym am eu hiechyd, gwaith, addysg a bywyd teuluol.

Mae Llywodraeth y DU, Llywodraeth Cymru, elusennau ac ymchwilwyr eraill wedi defnyddio ein harolwg ers dros 25 mlynedd I ddeall sut beth yw byw yn y DU heddiw a sut mae hyn yn newid.. Mae hyn yn eu helpu i gynllunio a dylunio gwasanaethau, polisïau ac ymchwil bellach i wella ein bywydau bob dydd.

Pam cymryd rhan?

Byddech chi'n ychwanegu **eich profiad unigryw** at y llun rydyn ni'n ei ddatblygu o fywyd yn y DU heddiw. Rydyn ni eisïau clywed gan bob math o bobl a theluoedd sy'n byw yn y DU heddiw. Bydd yr holl wybodaeth rydych chi a'ch aelwyd yn ei darparu yn cael ei chadw'n **ddiogel** ac yn gwbl **gyfrinachol** a dim ond at ddibenion yr astudiaeth hon y bydd eich data'n cael eu defnyddio.

I ddysgu rhagor am Understanding Society, ewch i <https://www.understandingsociety.ac.uk/participants>

Rydym yn edrych ymlaen at eich croesawu chi i astudiaeth Understanding Society.



Yr Athro Michaela Benzeval – Cyfarwyddwr,
Understanding Society

Beth sydd angen i fi ei wneud?

- Cyn bo hir bydd cyfwelydd mewn cysylltiad â chi i drefnu amser cyfleus i siarad â chi. Mae gan ein cyfwelwyr i gyd dull adnabod â llun, felly gallwch chi fod yn hyderus pwy ydyn nhw pan fyddant yn ymweld â chi.
- Bydd y cyfwelydd yn cynnig i chi gael eich cyfweld dros y ffôn neu'n bersonol. **Fodd bynnag, nid oes gennym eich rhif ffôn ar hyn o bryd.** Os hoffech chi gymryd rhan dros y ffôn, ffoniwch 0800 015 2908, fel y gallwn ni gasglu eich rhif ffôn.
- Os hoffech gael eich cyfweld gartref, gwelwch daflen amgaeedig sy'n dweud wrthyhych am sut rydym yn gweithio mewn ffordd ddiogel o COVID.
- Astudiaeth aelwyd yw hon felly bydd pawb rydych yn byw gyda nhw sy'n 16 oed a hŷn yn cael eu gwahodd i gymryd rhan.
- I ddiolch am gymryd rhan, bydd pob aelod o'r aelwyd yn derbyn taleb £20.
- Mae'r astudiaeth yn cymryd tua 60 munud i'w chwblhau.

W14 Thank you (Incentive) Letters_Letter 2



IndivSerial
PersonNo/ff_pid

Contact us:

Participant helpline: 0800 252 853

Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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

09/09/21



Counter
WebNo

Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

Thank you for taking part in Understanding Society. As a thank you, a gift card for £20 is enclosed.

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. 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.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society



University of Essex

Completing your Understanding Society survey may have caused you to think about issues in your life.

If you would like to talk to someone, these free helplines may be useful:

Samaritans: 116 123

Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

Understanding Society 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.

W14 Thank you (Incentive) Letters_Letter 4



Contact us:

Participant helpline: 0800 252 853

Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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

13/09/21



Counter
WebNo

Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

Thank you for taking part in Understanding Society. As a thank you we have enclosed a gift card of £20 and an additional £10 for completing early.

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. 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.

We look forward to speaking to you next year.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society



University of Essex

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Samaritans: 116 123

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Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

W14B-Letter2-Invite-CAWI 2022-11-01

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Name
Address1
Address2
Address3
Town
County
Postcode

<DATE>

Dear Resident,

We recently wrote to you to let you know that your household has been chosen to be part of the Understanding Society study. The study is run by the University of Essex and is one of the largest of its kind in the world. Every year, **tens of thousands of UK households** tell us about their health, work, education, and family life.

Why take part?

Adding **your unique experience** to the picture we build of life in the UK today will help us **understand the lives of people like you**. You could help the UK government and charities to make decisions that shape better futures for our communities and families.

How to take part:

Because of the current situation with COVID-19, the easiest way to take part is online.

1.

Go to..
www.understandingsociety.ac.uk/survey-web
on your tablet, laptop, or phone.



2.

Enter your
household access code:

XXXX XXXX XXXX



3.

Complete the survey!
And receive a **£20 voucher**
each to spend online or
donate to charity.



Everyone in your household aged 16 and over can use the access code to take part.
Your personal details will be kept **safe** and strictly **confidential** and will only be used for the purposes of this study.

How long does it take?

The study takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime. If you are not able to complete your interview online, an interviewer will contact you in a few weeks and invite you to take part in-person or by phone.

When do I have to complete it by?

Please complete your survey by **[insert Early Bird deadline]**. If you complete it by **[insert Early Bird deadline]**, you will receive an **extra £10!** If you do not want us to contact you further, please let us know using the information at the top of this letter.

We look forward to welcoming you to the Understanding Society study.



Professor Michaela Benzeval - Director, Understanding Society

W14B-PreNotification-CAWI 2021-12-03 v4-English NI

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Name
Address1
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Town
County
Postcode

<DATE>

Dear Resident,

Your household has been chosen to be part of the Understanding Society study.



What is Understanding Society?

The study is run by the University of Essex and is one of the largest of its kind in the world. Every year, **tens of thousands of UK households** tell us about their health, work, education, and family life. The UK Government, charities, and other researchers have used our survey for over 25 years to understand what it is like to live in the UK today and how this is changing. This helps them to plan and design services, policies and further research to improve our everyday lives.

Why take part?

You would be adding **your unique experience** to the picture we build of life in the UK today. We want to hear from all types of people and families living in the UK today. All the information you and your household provide will be kept **safe** and strictly **confidential** and your data will only be used for the purposes of this study.

To find out more about Understanding Society, please visit

<https://www.understandingsociety.ac.uk/participants>

We look forward to welcoming you to the Understanding Society study.



Professor Michaela Benzeval - Director, Understanding Society

What do I need to do?

- In the next few weeks, you will be sent a letter in the post with an online link for the survey and your household's unique access code.
- The survey takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime.
- If you are not able to complete your interview online, an interviewer will contact you.
- This is a **household study** so everyone you live with aged 16 and over will be invited to take part.
- To thank you for taking part, you will receive a **£20 voucher** to spend online or donate to charity. You will receive an **extra £10** if you complete the survey by <DATE!>

W14B-PreNotification-CAWI 2021-12-03 v4-Scotland

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Name
Address1
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Address3
Town
County
Postcode

<DATE>

Dear Resident,

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What is Understanding Society?

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W14B-PreNotification-CAWI 2021-12-03 v4-Wales

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Name
Address1
Address2
Address3
Town
County
Postcode

<DATE>

Dear Resident,

Your household has been chosen to be part of the Understanding Society study.



What is Understanding Society?

The study is run by the University of Essex and is one of the largest of its kind in the world. Every year, **tens of thousands of UK households** tell us about their health, work, education, and family life. The UK Government, Welsh Government, charities, and other researchers have used our survey for over 25 years to understand what it is like to live in the UK today and how this is changing. This helps them to plan and design services, policies and further research to improve our everyday lives.

Why take part?

You would be adding **your unique experience** to the picture we build of life in the UK today. We want to hear from all types of people and families living in the UK today. All the information you and your household provide will be kept **safe** and strictly **confidential** and your data will only be used for the purposes of this study.

To find out more about Understanding Society, please visit

<https://www.understandingsociety.ac.uk/participants>

We look forward to welcoming you to the Understanding Society study.



Professor Michaela Benzeval - Director, Understanding Society

What do I need to do?

- In the next few weeks, you will be sent a letter in the post with an online link for the survey and your household's unique access code.
- The survey takes around **45-60 minutes** to complete. You can complete it in one go, or you can stop, save and come back anytime.
- If you are not able to complete your interview online, an interviewer will contact you.
- This is a **household study** so everyone you live with aged 16 and over will be invited to take part.
- To thank you for taking part, you will receive a **£20 voucher** to spend online or donate to charity. You will receive an **extra £10** if you complete the survey by <DATE!>

F2F Covid Leaflet_PROOF

We are COVID-19 safe!

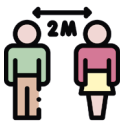
Face-to-face data collection is a valuable method to ensure people's views are represented and we want to reassure you that we are working in line with Government and Market Research Society guidelines to minimise the risk of Covid-19 transmission.



How is Kantar working in a secure manner during the Covid-19 pandemic?



Our interviewers will be required to self-assess their health and will not be expected to work if they have displayed symptoms of Covid-19 in the last 10 days. We recommend that interviewers conduct lateral flow tests every working day.



Social distancing will be observed by interviewers. Interviews will only be conducted where it is possible to maintain a 1 metre social distance. Ideally, interviews will be conducted at a 2-metre social distance.



Interviewers will wear a surgical mask and will sanitise their hands and equipment before entering your home, during the interview if we need to pass anything to you and before leaving your home.

The interviewer will arrange a suitable time with you to conduct the interview.

Prior to the interview, to ensure we are working in a secure manner, we ask if you could please support us in making the interviewing environment safe by:

- Opening all doors to provide a clear entry way and reduce the amount of contact our interviewer has with surfaces in your home
- Choosing a place for the interview to take place where you and the interviewer can sit at least 1 metre apart. Ideally, this would be 2 metres apart
- Opening a window to provide ventilation in the room where the interview will take place
- Minimising the number of occupants in your home when the interview is taking place
- If you have a private garden or other outdoor space, you may decide if you want the interview to take place outdoors.

Should you or anyone in your household test positive for Covid-19 in the 10 days after the interview takes place, please call 020 8433 4012 (during office hours, Mon-Fri, 9.00am - 5.30pm). Your contact information may be shared with NHS Test and Trace.

NatCen Covid Leaflet v2.0

OUR COVID-19 SAFETY MEASURES

As Britain's largest independent social research agency, we've worked, for the last 50 years, on behalf of government and charities to find out what people really think about important social issues and how Britain is run.

As leaders in social research, we know the impact of COVID-19 will shape society for years to come. Face-to-face data collection (i.e. interviewing in person) remains an essential method of data collection to ensure everyone's views are represented.

We want to reassure you that we are working in line with government guidance to minimise the risk of COVID-19 transmission.



What measures have the National Centre for Social Research introduced to ensure safe working during the COVID-19 pandemic?

- Interviewers will be required to self-assess their health and will not be permitted to work if they have displayed symptoms of COVID-19 in the last 10 days
- We advise interviewers to conduct lateral flow tests at least twice a week
- Social distancing will be observed by our interviewers. Where possible interviews will be carried out at a 2-metre social distance and 1 metre as a minimum.
- Interviewers will wear face masks for the entire duration of the interview
- Interviewers will sanitise their hands and equipment before entering your home, during the interview if they need to pass anything to you and after every interview
- In-home interviews will only take place with a pre-arranged appointment and alternative interview options such as a remote telephone or video interview may be offered to you
- Our interviewer will carry out a household health screening questionnaire with you before making an appointment and in advance of any in-home visits
- Could we please ask for your support in ensuring a safe interviewing environment by;
 - Opening doors to reduce the contact our interviewer has with surfaces in your home
 - Choosing a place for the interview to take place that supports social distancing
 - Opening a window to provide ventilation in the room where the interview will take place
- The interview can take place outdoors if you have a private garden or outside space
- Your contact information may be shared with NHS Test and Trace

W14 Boost CAPI (Letter 6) Q2 R2_PROOF



Tell us what your life is like and

receive **£20** as a thank you



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Dear Resident,

Understanding Society is the largest study of its kind in the UK. Each year tens of thousands of people tell us what their life is like. The results are used by the Government and other decision makers to deliver services and make decisions that make our lives better. As Director of this study at the University of Essex, I would like to invite you to take part. To welcome you to the study we have enclosed a **£5 gift card**.

Why take part?



After Covid-19 and now with a cost-of-living crisis there has never been a more important time to have your say. You'll receive a **£20 voucher** for taking part in the study.

What happens next?



An interviewer from Kantar Public or NatCen Social Research will soon be in touch to arrange a convenient time to talk to you. All our interviewers carry photo identification so you can be confident of who they are when they visit you.



We do not currently have a telephone number for you. If you would rather be contacted by phone please get in touch to let us know your phone number.

Who can take part?



This is a household study so everyone you live with, aged 16 and over will be invited to take part. The study takes around **60 minutes** to complete.

How can I find out more?



The leaflet that came with this letter tells you more or you can visit <https://www.understandingsociety.ac.uk/participants>. You can also email or phone us using contact@understandingsociety.ac.uk or (freephone) **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society.

Yours faithfully

Michaela Benzeval

Director, Understanding Society.



W14 Boost CAWI Invite (Letter 2) Q2 R2_PROOF



Tell us what your life is like and receive

up to **£30** as a thank you



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Dear Resident,

You can now take part in **Understanding Society**, the largest study of its kind in the UK. Every year tens of thousands of UK households tell us about their health, work, education and family life. To welcome you to the study we have enclosed a **£5 gift card**.

How to take part?



1. Go to: **www.understandingsociety.ac.uk/survey-web**
2. Enter your household access code: **xxxx xxxx xxxx**
3. Complete the survey and receive a **£20 voucher** each to spend online or donate to charity (if you complete by **[xx date]** you'll receive an extra **£10**)



If you cannot take part online, an interviewer from Kantar Public or NatCen Social Research will contact you and invite you to take part in-person or by phone.

Why take part?



After Covid-19 and now with a cost-of-living crisis there has never been a more important time to have your say. Please contribute to research that is used to make decisions that make our lives better.

Who can take part?



Everyone in your household aged 16 and over can use the access code to take part. The study takes around **45-60 minutes** to complete.

How can I find out more?



The leaflet that came with this letter tells you more or you can visit <https://www.understandingsociety.ac.uk/participants>. You can also email or phone us using contact@understandingsociety.ac.uk or (freephone) **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society.

Yours faithfully

Michaela Benzeval

Michaela Benzeval
Director, Understanding Society.



W14 Boost Prenotification (Letter 1) Q2 R2_PROOF



Tell us what your life is like and receive

up to **£30** as a thank you



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Dear Resident,

Understanding Society is the largest study of its kind in the UK. Each year tens of thousands of people tell us what their life is like. The results are used by the Government and other decision makers to deliver services and make decisions that make our lives better. As Director of this study at the University of Essex, I would like to invite you to take part.

Why take part?



After Covid-19 and now with a cost-of-living crisis there has never been a more important time to have your say. You'll receive a **£20 voucher** to spend online or donate to charity. You'll receive an extra **£10** if you complete the survey by the date provided.

What happens next?



You will shortly receive another letter in the post with an online link for the survey and your household's unique access code. If you are not able to complete your interview online, an interviewer will contact you.

Who can take part?



This is a household study so everyone you live with, aged 16 and over will be invited to take part.

How can I find out more?



You can visit <https://www.understandingsociety.ac.uk/participants>, or you can email us at contact@understandingsociety.ac.uk or phone us for free on **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society.

Yours faithfully

Michaela Benzeval

Director, Understanding Society.



W14 Boost Reminder 1 (Letter 3) Q2 R2_PROOF



Tell us what your life is like and receive

up to **£30** as a thank you



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

A reminder to complete your survey by [xx date]

Dear Resident,

Your household was recently invited to join **Understanding Society**. More than 50,000 people in the UK are already part of this study. Please add your unique experience to the picture we build of life in the UK today and help us understand the lives of people like you and people from your local area. You can help to shape better futures for UK communities and families.

How to take part?



1. Go to: **www.understandingsociety.ac.uk/survey-web**
2. Enter your household access code: **xxxx xxxx xxxx**
3. Complete the survey and receive a **£20 voucher** each to spend online or donate to charity (if you complete by **[xx date]** you'll receive an extra **£10**)



If you cannot take part online, an interviewer from Kantar Public or NatCen Social Research will contact you and invite you to take part in-person or by phone.

Who can take part?



Everyone in your household aged 16 and over can use the access code to take part. The study takes around **45-60 minutes** to complete.

How can I find out more?



To find out more you can visit <https://www.understandingsociety.ac.uk/participants>. If you do not want us to contact you further you can email us at contact@understandingsociety.ac.uk or phone us for free on **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society. If you have already completed your interview online, thank you.

Yours faithfully

Michaela Benzeval
Director, Understanding Society.



W14 Boost Reminder 2 (Letter 4) Q2 R2_PROOF



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Complete your survey and claim your £30 voucher today!

Dear Resident,

Your household was recently invited to join **Understanding Society**, which asks thousands of UK households about their health, work, education and family life. Each person who takes part will receive a **£20 voucher** (or **£30** if you complete by **[xx date]**) to spend online or donate to charity.

How to take part?



1. Go to: **www.understandingsociety.ac.uk/survey-web**
2. Enter your household access code: **xxxx xxxx xxxx**
3. Complete the survey and receive a **£20 voucher** each to spend online or donate to charity (if you complete by **[xx date]** you'll receive an extra **£10**)



If you cannot take part online, an interviewer from Kantar Public or NatCen Social Research will contact you and invite you to take part in-person or by phone.

Who can take part?



Everyone in your household aged 16 and over can use the access code to take part. The study takes around **45-60 minutes** to complete.

How can I find out more?



To find out more you can visit <https://www.understandingsociety.ac.uk/participants>. If you do not want us to contact you further you can email us at contact@understandingsociety.ac.uk or phone us for free on **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society. If you have already completed your Understanding Society interview online, thank you.

Yours faithfully

Michaela Benzeval
Director, Understanding Society.



W14 Boost Reminder 3 (Letter 5) Q2 R2_PROOF



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Your chance to have your voice heard! Complete the survey today!

Dear Resident,

Your household was recently invited to join **Understanding Society** and our records show you have not yet completed the survey.

Why take part?



More than 50,000 people in the UK are already part of Understanding Society. Don't miss your chance to add your unique experience to the picture we are building of life in the UK today.

How to take part?



1. Go to: **www.understandingsociety.ac.uk/survey-web**
2. Enter your household access code: **xxxx xxxx xxxx**
3. Complete the survey and receive a **£20 voucher** each to spend online or donate to charity (if you complete by **[xx date]** you'll receive an extra **£10**)



If you cannot take part online, an interviewer from Kantar Public or NatCen Social Research will contact you and invite you to take part in-person or by phone.

Who can take part?



Everyone in your household aged 16 and over can use the access code to take part. The study takes around **45-60 minutes** to complete.

How can I find out more?



To find out more you can visit <https://www.understandingsociety.ac.uk/participants>. If you do not want us to contact you further you can email us at contact@understandingsociety.ac.uk or phone us for free on **0800 252 853**.

Thank you for your time and I look forward to welcoming you to Understanding Society. If you have already completed your interview online, thank you.

Yours faithfully

Michaela Benzeval

Director, Understanding Society.

