



Understanding Society

Wave 11

Wave 11 Advance Communications

- **Advance Emails**

- W11 Email 1 - Web-first, productive adult Last Wave responding household
- W11 Email 2 - Web-first, unproductive adult in Last Wave responding household
- W11 Email 3 - Web-first, Rising16 in Last Wave responding household
- W11 Email 4 - Web-first, new entrant in Last Wave responding household
- W11 Email 5 - Web-first, adult in Last Wave non-responding household
- W11 Email 6 - Web-first, Rising16 in Last Wave non-responding household
- W11 Email 7 - Web-first, new entrant in Last Wave non-responding household
- W11 Email 8 - CAPI-first adult web invite
- W11 Email 9 - New entrant reissue

- **Advance Letters**

1. Advance Letters

- W11 Letter 1 CAPI Last Wave productive adult in Last Wave responding HH
£10uc
- W11 Letter 2 CAWI Last Wave productive adult in Last Wave responding HH
£10uc
- W11 Letter 3 CAPI Last Wave non-productive adult in Last Wave responding HH
£10c
- W11 Letter 4 CAWI Last Wave non-productive adult in Last Wave responding
HH £10c

W11 Letter 5 CAPI Last Wave non-productive adult in Last Wave non responding HH £20c
W11 Letter 6 CAWI Last Wave non-productive adult in Last Wave non-responding HH £20c
W11 Letter 7 CAPI Rising16 in Last Wave responding HH £10uc
W11 Letter 8 CAWI Rising16 in Last Wave responding HH £10uc
W11 Letter 9 CAPI Rising16 in Last Wave nonresponding HH £20c
W11 Letter 10 CAWI Rising16 in Last Wave nonresponding HH £20c
W11 Letter 11 New entrant in Last Wave responding HH £10uc
W11 Letter 12 New entrant in Last Wave nonresponding HH £20c
W11 Letter 13 CAPI-first web invite for adults
W11 Letter 14 Generic letter NatCen
W11 Letter 14 Generic letter

2. COVID-19 Amended Letters

A. CAPI first COVID-19 Amended Letters

W11 English Covid-19.Letter 1
W11 English Covid-19.Letter 3
W11 English Covid-19.Letter 5
W11 English Covid-19.Letter 7
W11 English Covid-19.Letter 9

B. CAWI COVID-19 Amended Letters

W11 Covid-19.Letter 2
W11 Covid-19.Letter 4
W11 Covid-19.Letter 6
W11 Covid-19.Letter 8
W11 Covid-19.Letter 10
W11 New Entrant Covid-19.Letter 12
W11 New Entrants Covid-19 Letter 11

W11 Email 1 - Web-first, productive adult Last Wave responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:21:51



1234567801\1
1220000000000

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

Can you spare some valuable time to help our world-leading study? We can't replace you, so your ongoing support is really valuable to us. By continuing to take part, you're helping researchers to build a more detailed picture of life in Britain today. Understanding Society means to give people like you a voice on issues that matter to them by making sure that different people and their lives are truly represented. The information you provide is used by academics, policy makers and charities such as Age UK and The Children's Society.

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).



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

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

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

Many thanks,



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

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.



W11 Email 2 - Web-first, unproductive adult in Last Wave responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:00



1234567801\2
1220000000000

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

Can you spare some valuable time to help our world-leading study? We can't replace you, so your ongoing support is really valuable to us. By continuing to take part, you're helping researchers to build a more detailed picture of life in Britain today. Understanding Society means to give people like you a voice on issues that matter to them by making sure that different people and their lives are truly represented. The information you provide is used by academics, policy makers and charities such as Age UK and The Children's Society.

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).



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

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Many thanks,



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

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W11 Email 3 - Web-first, Rising16 in Last Wave responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:13



1234567801\3
1220000000000

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

Over the past few years you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time. By taking part, you will help researchers to shine a light on the important changes and decisions you'll be making over the coming years. It's really important that young people's lives, opinions and needs are understood.

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

As mentioned in my recent letter, you can complete this year's survey online. Just click [here](#).



To thank you for your help, and to let you know we value your contribution we have sent you a £10 gift card. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.** Plus, to welcome you to the adult survey, you will automatically be entered into a prize draw for an iPad when you complete your interview.



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

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

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

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Many thanks,



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

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W11 Email 4 - Web-first, new entrant in Last Wave responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 11 December 2018 09:42:31



1234567801\4
1220000000000

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

Can you spare some valuable time to help our world-leading study? Understanding Society helps track changes in our lives and needs. By taking part, you'll be helping to influence decisions at a local and national level on issues that matter to you. Other members of your household are already part of Understanding Society.

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

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



To thank you for your help, and to let you know we value your contribution we have sent you a £10 gift card. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



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

Many thanks,



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

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W11 Email 5 - Web-first, adult in Last Wave non-responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:25



1234567801\5
1220000000000

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

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

Every time you are interviewed, you are contributing to a unique study about life in the UK and how it's changing. Understanding Society is being used in new ways every day by academic researchers, policy makers and charities. In the past few months information from Understanding Society has been used to evaluate urban regeneration, look further at the concerns that children have, consider the benefits of flexible working and track the wellbeing of older people. You can keep up to date with how the study is being used by visiting www.understandingsociety.ac.uk/participants

As mentioned in my recent letter you can complete this year's survey online. Just click [here](#).



To say thank you for your help, if you're able to take part this year we will send you a £20 gift card. **If you're able to complete your interview online by June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



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

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

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

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

Many thanks,



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University of Essex

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W11 Email 6 - Web-first, Rising16 in Last Wave non-responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:34



12345678016
1220000000000

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

In the past you may have completed a short Understanding Society questionnaire for 10-15 year olds. As you turn 16 this year, you are now old enough to join the adult survey for the first time. By taking part, you will help researchers to shine a light on the important changes and decisions you'll be making over the coming years. It's really important that young people's lives, opinions and needs are understood.

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

As mentioned in my recent letter you can complete this year's survey online. Just click [here](#).



To thank you for your help and to let you know that we value your contribution, if you're able to take part this year we will send you a £20 gift card. 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 June 26th, we will send you an extra £10 voucher soon after this deadline as a thank you for your early co-operation.**



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

Please let us know if you change any of your contact details by filling out our [online form](#). If you have any questions, please [email](#) our Participant Helpline.

It's your chance to tell us what it's like to be a young person in the UK!

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

Many thanks,



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

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W11 Email 7 - Web-first, new entrant in Last Wave non-responding household

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:40



12345678017
1220000000000

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

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

Every time you are interviewed, you are contributing to a unique study about life in the UK and how it's changing. Understanding Society is being used in new ways every day by academic researchers, policy makers and charities. In the past few months information from Understanding Society has been used to evaluate urban regeneration, look further at the concerns that children have, consider the benefits of flexible working and track the wellbeing of older people. You can keep up to date with how the study is being used by visiting www.understandingsociety.ac.uk/participants. Other members of your household are already part of Understanding Society.

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



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

Your participation is entirely voluntary, but we do hope you'll be able to help. We rely on the contribution you make. If you have any questions, please [email](#) our Participant Helpline.

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Many thanks,



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

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W11 Email 8 - CAPI-first adult web invite

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 11:22:49



1234567801\8
1220000000000

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

You may have already received a letter about Understanding Society; one of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more.

This year, we've made it possible to take part in Understanding Society on-line. We hope that this will make it easier for you to participate at a time which is most convenient to you.

Just click [here](#).



We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and thus paints an accurate picture of what our society looks like today and how it is gradually changing. The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society.



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

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

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

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

Many thanks,



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

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.

W11 Email 9 - New entrant reissue

From: [Understanding Society](#)
To: [Weeks-Marshall, Megan \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 26 November 2018 12:33:01



1234567801\9
1220000000000

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

I am writing to ask for your help with a world-leading study about life in the UK. This is the largest survey of its kind in the world and covers a wide range of issues. Your participation is completely voluntary but we hope you will find the time to take part in this important study, and that you find it both interesting and enjoyable.

One of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more.

Just click [here](#).



We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and thus paints an accurate picture of what our society looks like today and how it is gradually changing. The information from this study is used by academics, policy makers and charities such as Age UK and The Children's Society.



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

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

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

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Many thanks,



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

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Advance Letters

W11 Letter 1 CAPI Last Wave productive adult in Last Wave responding HH £10uc



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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>

Postal_Date

Your annual interview helps us understand how life in the UK is changing

Salutation

Thank you for supporting *Understanding Society*. The information you share helps us to understand what people think, feel and do. It also helps us to see how society is changing over time. We would very much like you to complete the survey again this year. It's only by interviewing the same people each year that we can build an accurate picture of what is happening in the UK - this is why you are irreplaceable!

Taking part

One of our interviewers will be in touch to arrange a convenient time for an interview.

Every day *Understanding Society* is being used in new ways by university researchers, government policymakers and leading charities. You can keep up to date with how *Understanding Society* is being used by visiting www.understandingsociety.ac.uk/participants

Thank you

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

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline.

With many thanks,

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

303970/Letter 1

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, 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_Address4

ff_Address5

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 SHOULD I KEEP TAKING PART?



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



Understanding Society gives you a voice on issues that matter.



There are gift cards available for those who take part.

WHAT DIFFERENCE DOES *UNDERSTANDING SOCIETY* MAKE?

Age UK used the data to find out what improves wellbeing for older people. Their Wellbeing Index is used to plan services and support for older people.

The Social Metrics Commission used *Understanding Society* to show who is living in poverty now and how that has changed over time. The new scale they developed reflects more accurately the realities and experiences of living in poverty than previous measures.

A national housing association has used *Understanding Society* to look at how the style of housing developments can boost community wellbeing.

To find out more about how *Understanding Society* data is used visit www.understandingsociety.ac.uk/participants

Is the information I give confidential?

Yes. All the information you provide is confidential. To read more on our policy on confidentiality, please visit

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

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



W11 Letter 2 CAWI Last Wave productive adult in Last Wave responding HH £10uc



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Email: contact@understandingsociety.ac.uk
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Postal_Date

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Salutation

Thank you for supporting *Understanding Society*. The information you share helps us to understand what people think, feel and do. It also helps us to see how society is changing over time.

We would very much like you to complete the survey again this year. It's only by interviewing the same people each year that we can build an accurate picture of what is happening in the UK – this is why you are irreplaceable!

Taking part

It's easy to complete your survey online – and you don't have to complete it all in one go.

1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: **XXXXXX** and password: **XXXXX**
3. Answer the questions in your own time

If you are not able to complete your survey online one of our interviewers will be in touch to arrange a convenient time for an interview.

Every day *Understanding Society* is being used in new ways by university researchers, government policymakers and leading charities. You can keep up to date with how *Understanding Society* is being used by visiting www.understandingsociety.ac.uk/participants

Thank you

To say thank you for your help and let you know we value your contribution, we've enclosed a £10 gift card which has already been activated for you, and is ready to use. If you're able to complete your interview online by [month-day] we will send you an extra £10 gift card soon after this deadline as a thank you for completing your survey early.

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline.

With many thanks,

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

303970/Letter 2

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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Yes. All the information you provide is confidential. To read more on our policy on confidentiality, please visit

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

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



W11 Letter 3 CAPI Last Wave non-productive adult in Last Wave responding HH £10c



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Postal_Date

Your annual interview helps us understand how life in the UK is changing

Salutation

We missed you last year but hope that you can take part in the *Understanding Society* study this year. Your participation is vital and will give a voice to the experiences of thousands of people like you across the UK. We cannot replace you with anyone else. The information you share helps us to understand what people think, feel and do. It also helps us to see how life is changing over time for those of us who are part of UK society.

Taking part

One of our interviewers will be in touch to arrange a convenient time for an interview.

Every day *Understanding Society* is being used in new ways by university researchers, government policymakers and leading charities. You can keep up to date with how *Understanding Society* is being used by visiting www.understandingsociety.ac.uk/participants

Thank you

To say thank you for your help and let you know we value your contribution, if you are able to take part this year we will give you a £10 gift card.

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline.

With many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval".

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

303970/Letter 3

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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 SHOULD I KEEP TAKING PART?



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Understanding Society gives you a voice on issues that matter.



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contact@understandingsociety.ac.uk

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



W11 Letter 4 CAWI Last Wave non-productive adult in Last Wave responding HH £10c



RESP_Name
ff_Address1
ff_Address2
ff_Address3
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303970/Letter 4

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ff_Address2
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Postcode: _____
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W11 Letter 5 CAPI Last Wave non-productive adult in Last Wave non responding HH £20c



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Professor Michaela Benzeval – Director, *Understanding Society*
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303970/Letter 5

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This important social science study is managed by the Institute for Social and Economic Research (ISER) at the University of Essex. ISER is the data controller for the study. The fieldwork for the study is contracted to Kantar Public and NatCen Social Research, who act as the data processors. Your personal details are only used so that we can send you information on how the survey is being used by researchers, and so that we can send an interviewer to you if you don't want to complete the survey online. These details are never made available to researchers or to any other companies who might use them for marketing purposes. You have the right at any time to withdraw from the survey.

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303970/Letter 10

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

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: _____

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Name: _____

Mobile: _____

Name: _____

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Name: _____

Mobile: _____

WHY SHOULD I KEEP TAKING PART?



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Understanding Society gives you a voice on issues that matter.



There are gift cards available for those who take part.

WHAT DIFFERENCE DOES *UNDERSTANDING SOCIETY* MAKE?

The Intergenerational Foundation used *Understanding Society* for their new Index of Wellbeing which measures the quality of life young people have.

Research using *Understanding Society* on how young people use social media was part of a government review of social media use.

A national housing association has used *Understanding Society* to look at how the style of housing developments can boost community wellbeing.

To find out more about how *Understanding Society* data is used visit www.understandingsociety.ac.uk/participants

GDPR

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

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



W11 Letter 11 New entrant in Last Wave responding HH £10uc



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Postal_Date

Your annual interview helps us understand how life in the UK is changing

Salutation

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1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: **XXXXXX** and password: **XXXXX**
3. Answer the questions in your own time

If you are not able to complete your survey online one of our interviewers will be in touch to arrange a convenient time for an interview.

Thank you

To say thank you for your help and let you know we value your contribution, we've enclosed a £10 gift card which has already been activated for you, and is ready to use. If you're able to complete your interview online by [month-day] we will send you an extra £10 gift card soon after this deadline as a thank you for completing your survey early.

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline.

With many thanks,

Michaela Benzeval

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

303970/Letter 11

Counter

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(inc STD code)

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Mobile: _____

E-mail address: _____

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Understanding Society, University of Essex
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W11 Letter 12 New entrant in Last Wave nonresponding HH £20c



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
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Thank you

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With many thanks,

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

303970/Letter 12

Counter

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



W11 Letter 13 CAPI-first web invite for adults



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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Postal_Date

Your annual interview helps us understand how life in the UK is changing

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

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Taking part

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1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: **XXXXXX** and password: **XXXXX**
3. Answer the questions in your own time

Every day *Understanding Society* is being used in new ways by university researchers, government policymakers and leading charities. You can keep up to date with how *Understanding Society* is being used by visiting www.understandingsociety.ac.uk/participants

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

303970/Letter 13

Counter

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



W11 Letter 14 Generic letter NatCen



RESP_Name
ff_Address1
ff_Address2
ff_Address3
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Postal_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

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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.

understandingsociety@kantarpublish.com

With many thanks,

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*
Institute for Social and Economic Research, University of Essex

303970/Letter 14(NC)

Counter

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W11 Letter 14 Generic letter



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With many thanks,

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303970/Letter 14

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Wivenhoe Park, Colchester. C04 3SQ



COVID-19 Amended Letters

- CAPI first COVID-19 Amended Letters
- CAWI COVID-19 Amended Letters

W11 English Covid-19.Letter 1



RESP_Name
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Postal_Date

Understanding Society - every interview matters

Salutation

Thank you for supporting *Understanding Society*.

Your Understanding Society interview is going to be different this year

This year, because of the health risks caused by the coronavirus Covid-19 we have decided to pause face-to-face interviews for the moment. Instead of an interviewer visiting your home, you can complete your *Understanding Society* survey online.

Taking part

1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: **username** and password: **password**
3. Answer the questions in your own time. You don't have to answer all the questions in one go. The survey automatically saves your answers.

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks and you can take part over the phone. Unfortunately interviewers cannot do any in-person interviewing until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.

Thank you

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

Every time you complete your interview you are helping the government, policymakers and university researchers understand more about what real people think, feel and do. **This year it is particularly important that you complete your interview** as the government and researchers will be using *Understanding Society* to understand more about the Covid-19 outbreak and how it impacts the UK.

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline.

Thank you for your continuing support for the Study. With best wishes,

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

303970/Letter 1

Counter

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W11 English Covid-19.Letter 3



RESP_Name
ff_Address1
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303970/Letter 3

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Understanding Society - every interview matters

Salutation

We missed you last year but hope that you can take part in the *Understanding Society* study this year. Your participation is vital and will give a voice to the experiences of thousands of people like you across the UK. We cannot replace you with anyone else.

Your Understanding Society interview is going to be different this year

This year, because of the health risks caused by the coronavirus Covid-19 we have decided to pause face-to-face interviews for the moment. Instead of an interviewer visiting your home, you can complete your *Understanding Society* survey online.

Taking part

It's easy to complete your survey online – and you don't have to complete it all in one go.

1. Visit www.understandingsociety.ac.uk/society
2. Enter your username: **username** and password: **password**
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If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks and you can take part over the phone. Unfortunately interviewers cannot do any in-person interviewing until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.

Thank you

To say thank you for your help and let you know we value your contribution, if you are able to take part this year we will give you a £20 gift card. If you're able to complete your interview online by *Early_bird_date* we will send you an extra £10 gift card soon after this deadline as a thank you for completing your survey early.

Every time you complete your interview you are helping the government, policymakers and university researchers understand more about what real people think, feel and do. **This year it is particularly important that you complete your interview** as the government and researchers will be using *Understanding Society* to understand more about the Covid-19 outbreak and how it impacts the UK.

If you have any questions about *Understanding Society*, or about completing the survey, please do get in touch with us using the Participant Helpline. Thank you for your continuing support for the Study. With best wishes,

Michaela Benzeval

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

303970/Letter 6

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PID: ff_PID
MOVING FROM...
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

MOVING TO...
New Address: _____
Home Phone: _____
(inc STD code)
Postcode: _____
Mobile: _____
E-mail address: _____
Date of move: _____

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



W11 Covid-19.Letter 8



RESP_Name
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Postal_Date

Understanding Society - every interview matters

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Thank you for supporting *Understanding Society*. You may have completed a paper questionnaire in the past, but this year you are old enough to take part in the adult survey.

It's really important that we hear the thoughts and opinions of young people in the UK, so please do take part in the survey this year. It helps us to see how society is changing over time, and how the challenges and opportunities that young adults face are different to those of their parents and grandparents.

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Thank you

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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.

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303970/Letter 8

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W11 Covid-19.Letter 10



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303970/Letter 10
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W11 New Entrant Covid-19.Letter 12



RESP_Name
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303970/Letter 12

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W11 New Entrants Covid-19 Letter 11



RESP_Name
ff_Address1
ff_Address2
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303970/Letter 11

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