



Understanding Society

Wave 13

Wave 13 Advance Mailings

Advance emails

COVID 19 Emails

- Email 1
- Email 2
- Email 5

W13 Advance Emails with COVID updates

- Email 1
- Email 2
- Email 5

Advance Letters

English

- W13 Letter 1 CAPI_prod adult_resp HH £20uc
- W13 Letter 2 CAWI_prod adult_resp HH £20uc
- W13 Letter 3 CAPI_non prod adult_resp HH £20c
- W13 Letter 4 CAWI_non prod adult_resp HH £20c
- W13 Letter 5 CAPI_non prod adult_non resp HH £20c

- W13 Letter 6 CAWI_non prod adult_non resp HH £20c
- W13 Letter 7 CAPI_R16_resp HH £20uc
- W13 letter 8 CAWI_R16_resp HH £20uc
- W13 Letter 9 CAPI_R16_nonresp HH £20c
- W13 Letter 10 CAWI_R16_nonresp HH £20c
- W13 Letter 11 CAWI_new entrant_resp HH £20c
- W13 Letter 12 CAWI_new entrant_nonresp HH £20c
- W13 Letter 13 CAPI first web invite
- W13 Letter 14 generic invite

Advance letters with COVID-19 updates

- W13 Letter 2 Covid_CAWI_prod adult_resp HH £20uc
- W13 Letter 4 Covid_CAWI_non prod adult_resp HH £20c
- W13 Letter 6 Covid_CAWI_non prod adult_non_resp HH £20c
- W13 Letter 8 Covid_CAWI_R16_resp HH £20uc
- W13 Letter 10 Covid_CAWI_R16_Non resp HH £20c
- W13 Letter 11 Covid_New entrant_Resp HH £20c
- W13 Letter 12 Covid_CAWI_New entrant_non resp HH £20c

Leaflet Accompanying Advance Letters

- USOC W13_Information leaflet to go with letters

Return to Face to Face Advance Letters

- Return to F2F Covid Leaflet
- W13 letter 2_Return to F2F CAWI prod adult resp HH £20uc
- W13 Letter 4_Return to F2F CAWI non prod adult resp HH £20c
- W13 Letter 6_Return to F2F CAWI non prod adult non resp HH £20c
- W13 Letter 8_Return to F2F R16 resp HH £20uc
- W13 Letter 10_Return to F2F_CWI R16 non resp HH £20c
- W13 Letter 11_Return to F2F CAWI New entrant resp HH £20c
- W13 Letter 12_Return to F2F CAWI New entrant non resp HH £20c

Email 1

From: [Understanding Society](#)
To: [Holley, Thomas \(KT\)](#)
Subject: Your Understanding Society Interview
Date: 15 December 2020 09:42:09



99999999\1
123457000000

We can't do without you, Mr Thomas Holley.



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 the UK today. Understanding Society gives people a voice on issues that matter to them, making sure that different people and their lives are truly represented. The information you provide is used by university researchers, policy makers and charities such as Age UK and The Children's Society.



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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
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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.

Email 2

From: [Understanding Society](#)
To: [Holley, Thomas \(KT\)](#)
Subject: Your Understanding Society Interview
Date: 15 December 2020 09:42:42



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Email 5

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Date: 14 December 2020 11:10:32



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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



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W13 Letter 2 Covid_CAWI_prod adult_resp HH £20uc



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RESP_Name
ff_Address1
ff_Address2
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Postal_Date



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Salutation

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Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

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W13 Letter 4 Covid_CAWI_non prod adult_resp HH £20c



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W13 Letter 6 Covid_CAWI_non prod adult_non_resp HH
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In the past you might have completed your youth questionnaire. This year you'll be moving from this paper questionnaire to the adult survey. We'll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

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We're really grateful that your part of Understanding Society. To say thank you, 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** as a thank you for completing your survey early. Plus, to welcome you to the adult survey, once you've completed your interview we'll enter you into a **prize draw for a chance to win an iPad**.

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.

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With best wishes,

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Answer the questions in your own time.

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W13 Letter 11 Covid_New entrant_Resp HH £20c



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Salutation

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It is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. Understanding Society is used by university researchers, government departments and charities to understand what real people think, feel and do.

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FF_personno/ff_PID

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Can you help us understand more about the UK this year?

Dear **[Participant's Full Name]**

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Counter

Understanding Society – each person who takes part is important to us

Dear **[Participant's Full Name]**

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In the past you might have completed your youth questionnaire. This year you'll be moving from this paper questionnaire to the adult survey. We'll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

We're really grateful that your part of Understanding Society. To say thank you we've enclosed a **£20 gift card** which is activated and ready for you to use. If you're able to complete your interview online by **XX-XX** we will send you an **extra £10 gift card** as a thank you for completing your survey early. Plus, to welcome you to the adult survey, once you've completed your interview we'll enter you into a **prize draw for a chance to win an iPad**.

Have questions or want more information?

Call our participant helpline on 0800 252 853 or email us contact@understandingsociety.ac.uk. We'll be pleased to hear from you and answer any questions you have.

With many thanks,

Professor Michaela Benzeval

Director, Understanding Society.

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.

Taking part

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

1

Visit the website
www.understandingsociety.ac.uk/society

2

Enter your user name:
XXXXXX
and password:
XXXXX

3

Answer the questions in your own time.

Don't worry if you can't complete your survey online, one of our interviewers will be in touch to arrange a convenient time for an interview.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



Freephone
0800 252 853



or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

W13 Letter 9 CAPI_R16_nonrespHH £20c



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>

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

Your voice matters – don't miss the chance to take part in Understanding Society

Dear **[Participant's Full Name]**

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

We want to hear about your life, your experiences and your views. By taking part in Understanding Society you're helping make life better for people your age, as well as future generations.

In the past you might have completed your youth questionnaire. This year you'll be moving from this paper questionnaire to the adult survey. We'll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

How to take part

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

Thank you for your support

We're really grateful that your part of Understanding Society. To say thank you, if you are able to take part this year, we will give you a **£20 gift card**. Plus, to welcome you to the adult survey, once you've completed your interview we'll enter you into a **prize draw for a chance to win an iPad**.

Have questions or want more information?

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Professor Michaela Benzeval

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Home Phone (inc STD code): _____ Mobile: _____

Email address: _____ Date of move: _____

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Name: _____ Mobile: _____

Name: _____ Mobile: _____

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W13 Letter 10 CAWI_R16_nonresp HH £20c



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

Your voice matters – don't miss the chance to take part in Understanding Society

Dear **[Participant's Full Name]**

Your annual interview helps us understand how life in the UK is changing for young adults.

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Thank you for your support

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Taking part
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XXXXXX
and password:
XXXXX

3
Answer the questions in your own time.
Don't worry if you can't complete your survey online, one of our interviewers will be in touch to arrange a convenient time for an interview.

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Name: _____

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Postcode: _____

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Email address: _____ Date of move: _____

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Name: _____ Mobile: _____

Name: _____ Mobile: _____

Name: _____ Mobile: _____

Name: _____ Mobile: _____

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Freephone
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If you forward us your new address, we will send you a £5 voucher.

W13 Letter 11 CAWI_new entrant_resp HH £20c



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

For everyone in your household – be part of Understanding Society

Dear **[Participant's Full Name]**

I am writing to ask for your help with a world-leading study about life in the UK. Other members of your household are already part of Understanding Society.

It is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. Understanding Society is used by university researchers, government departments and charities to understand what real people think, feel and do.

You can find out more about Understanding Society on our website – www.understandingsociety.ac.uk/participants

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

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With many thanks,

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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.

Taking part

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and password:
XXXXX

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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.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



Freephone
0800 252 853



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W13 Letter 12 CAWI_new entrant_nonresp HH £20c



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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

For everyone in your household – be part of Understanding Society

Dear **[Participant's Full Name]**

I am writing to ask for your help with a world-leading study about life in the UK. Other members of your household are already part of Understanding Society.

It is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. Understanding Society is used by university researchers, government departments and charities to understand what real people think, feel and do.

You can find out more about Understanding Society on our website – www.understandingsociety.ac.uk/participants

Thank you for your support

To say thank you for your help, if you're able to take part this year we will give you a **£20 gift card**. If you're able to complete your interview online by **XX-XX** we will send you an **extra £10 gift card** as a thank you for completing your survey early.

Have questions or want more information?

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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.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



Freephone
0800 252 853



or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

W13 Letter 13 CAPI first web invite



Contact us:

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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>

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

Understanding Society – every interview matters

Dear **[Participant's Full Name]**

Your annual interview helps us understand more about life in the UK today.

One of our interviewers has tried to contact you a number of times in the last few weeks hoping that you'll take part in this year's Understanding Society interview. We're sorry to have missed you.

We're trying once more because your views and experiences are very important to us. We cannot replace you with anyone else. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd really like you to complete your interview again this year.

Have questions or want more information?

Call our participant helpline on 0800 252 853 or email us contact@understandingsociety.ac.uk. We'll be pleased to hear from you and answer any questions you have.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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

1

Visit the website
www.understandingsociety.ac.uk/society

2

Enter your user name:
XXXXXX
and password:
XXXXX

3

Answer the questions in your own time.

If you've already completed your survey in the last week – thank you!
And please ignore this letter.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

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Freephone
0800 252 853



or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

W13 Letter 14 generic invite



Contact us:

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Web: www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

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RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

Be part of something big...

Dear **[Participant's Full Name]**

I am writing to ask for your help with a world-leading study about life in the UK.

Understanding Society is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. We've been interviewing people across the UK for over 25 years and the information our participants give us helps university researchers, government departments and charities to understand what real people think, feel and do.

You can find out more about Understanding Society on our website –www.understandingsociety.ac.uk

Have questions or want more information?

Call our participant helpline on 0800 252 853 or email us contact@understandingsociety.ac.uk. We'll be pleased to hear from you and answer any questions you have.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

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.

Participating in Understanding Society is completely voluntary, but we do hope that you'll take part.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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.

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...so please let us know if you move to a new home.

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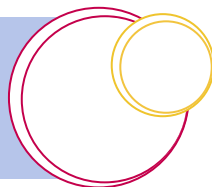
USOC W13_Information leaflet to go with letters

Building a picture of the UK one interview at a time

Your annual interview



Everyone who takes part in Understanding Society is an individual – your life and experiences are unique. There's no one else in the Study like you and we can't replace your interview with anyone else's.



From across the UK, tens of thousands of individuals take part in Understanding Society and together these interviews help us to build an accurate picture of life in the UK today. Through Understanding Society we can see where people's lives change, what stays the same and the experiences of different generations. It helps us understand which government policies have worked, and which ones haven't, how families and communities change over time and how social and political opinions develop. Understanding Society plays a key role in medical research, helping us better understand health and treat diseases.

In the last year, information from Understanding Society has been used to look at:

- home schooling during the Covid-19 lockdown
- gender equality at work
- how happy children are
- changes in health behaviour
- recruiting and retaining teachers
- the travel needs of older people
- food bank use
- the impact of later life divorce on mental health
- inequalities between generations
- preventing teenage bullying
- the links between air pollution and memory issues

And much, much more. You can find more information about how Understanding Society is being used by looking on our website: www.understandingsociety.ac.uk/participants

Our participants also tell us that their interview is a chance to reflect on their own life; to take stock and see what's new, or not, each year.

**Whatever your reasons for taking part – thank you.
Your interview makes a difference.**

Understanding Society and confidentiality



We take great care to protect the confidentiality of our participants. Your personal details such as name, address and date of birth are removed from your survey, so that you cannot be identified. Your details are never made available to researchers or other companies who might use them for marketing purposes.

Is my information secure if I do the survey online?



Yes. The information you provide online is secure. You are issued with a unique log-in for the survey. The information you give us is downloaded on to secure servers.

Who checks that Understanding Society keeps information secure?



Understanding Society is compliant with the ISO-27001 data security protocols and procedures, which is an international standard for information security management. We are regularly inspected by an independent auditor as part of our ISO-27001 certification. Our fieldwork partners, NatCen Social Research and Kantar, have also achieved ISO-27000 certification.

Is Understanding Society compliant with the GDPR?



Yes. We are compliant with the General Data Protection Regulation

For more information on data security and GDPR go to:

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

Keep in touch with Understanding Society

You can visit our website:
www.understandingsociety.ac.uk



You can contact our
participant liaison team
by email:
[contact@
understandingsociety.
ac.uk](mailto:contact@understandingsociety.ac.uk)



By Freephone:
0800 252 853



Or write to us:
**FREEPOST
RRXX-KEKJ-JGKS
Understanding Society
University of Essex
Wivenhoe Park
Colchester, CO4 3SQ**



Follow us on
 @usociety
 /usociety

Return to F2F Covid Leaflet

We are COVID-19 safe!

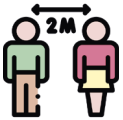
Face-to-face data collection is a valuable method to ensure people's views are represented and we want to reassure you that we are working in line with Government and Market Research Society guidelines to minimise the risk of Covid-19 transmission.



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.

W13 letter 2_Return to F2F CAWI prod adult resp HH
£20uc



Understanding Society

FinalSerialNum
FF_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

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Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Understanding Society – every interview matters

Salutation

Thank you for being part of Understanding Society. Every time you're interviewed it helps us understand more about life in the UK today.

Your Understanding Society interview is going to be different this year.

Although interviewers now can visit you at home again, this year, because of the ongoing Covid-19 pandemic, we are aiming to do most interviews online or by telephone. If you would prefer to be interviewed at home, please see the enclosed leaflet for how we are working safely.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you we've enclosed a **£20 gift card** which is activated and ready for you to use. If you're able to complete your interview online **by Early_bird_date** we will send you **an extra £10 gift card** 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.

Have questions or want more information?

Call our participant helpline on 0800 252 853 or email us contact@understandingsociety.ac.uk. We'll be pleased to hear from you and answer any questions you have.

Thank you for your continuing support for the Study.

With best wishes,

Professor Michaela Benzeval
Director, Understanding Society.

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.

Taking part

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1

Visit the website
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2

Enter your user name:
username
and password:
password

3

Answer the questions in your own time.

If you are not able to complete your interview online, an interviewer will contact you in a few weeks. The interviewer will attempt to contact you by telephone initially, but if they cannot they will visit your home. If you would rather an interviewer did not visit you, or want to give us an up to date telephone number, please contact us on 0800 252 853.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

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...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



Freephone
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or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

W13 Letter 4_Return to F2F CAWI non prod adult resp HH
£20c



Understanding Society

FinalSerialNum
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Counter
WebNo

RESP_Name
ff_Address1
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ff_Address5
ff_PostCode

Postal_Date

Understanding Society – every interview matters

Salutation

We missed you last year but hope that you will take part in Understanding Society this year. Your experiences are unique and we can't replace you with anyone else.

Your Understanding Society interview is going to be different this year.

Although interviewers now can visit you at home again, this year, because of the ongoing Covid-19 pandemic, we are aiming to do most interviews online or by telephone. If you would prefer to be interviewed at home, please see the enclosed leaflet for how we are working safely.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

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With best wishes,

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W13 Letter 6_Return to F2F CAWI non prod adult non
resp HH £20c



Understanding
Society

FinalSerialNum
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W13 Letter 8_Return to F2F R16 resp HH £20uc



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Understanding Society – every interview matters

Salutation

We want to hear about your life, your experiences and your views. By taking part in Understanding Society you're helping make life better for people your age, as well as future generations.

In the past you might have completed your youth questionnaire. This year you'll be moving from this paper questionnaire to the adult survey. We'll ask you about more things in this survey – please think carefully about the questions and answer all the ones that you can. Your answers help us see how the UK is changing over time and where the challenges and opportunities that young adults face are different to those of their parents and grandparents.

We may also send you an SMS message to your phone with a personalised link to your survey to make it easier for you to access it from your phone. If you are not able to complete your interview in the first week or so, we may send you a reminder in the form of an SMS message.

Thank you for your support

We're really grateful that your part of Understanding Society. To say thank you we've enclosed a **£20 gift card** which is activated and ready for you to use. If you're able to complete your interview online **by Early_bird_date** we will send you an **extra £10 gift card** as a thank you for completing your survey early. Plus, to welcome you to the adult survey, once you've completed your interview we'll enter you into a **prize draw for a chance to win an iPad**.

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W13 Letter 10_Return to F2F_CWI R16 non resp HH £20c



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W13 Letter 12_Return to F2F CAWI New entrant non resp
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Understanding Society

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