



Understanding Society

W14

Wave 14 Continuing Sample

Advanced Communications

- USOC W14_Information leaflet enclosed with advanced letters

Advance Emails

- W14 Email 2 - Productive Adult in last wave responding HH
- W14 Email 4 - NonProd Adult in last wave responding HH
- W14 Email 6 - Adult in last wave Nonresponding HH

Advance Letters

Return to F2F Versions:

- W14 Letter 10 CAWI_R16_nonresp HH £20c
- W14 Letter 9 CAPI_R16_nonrespHH £20c
- W14 Letter 8 CAWI_R16_resp HH £20uc
- W14 Letter 7 CAPI_R16_in last wave resp HH £20uc
- W14 Letter 6 CAWI Adult_nonresp HH £20c
- W14 Letter 5 CAPI Adult in LW nonresp HH £20c

- W14 Letter 4 CAWI Nonresp Adult_prod HH_£20c
- W14 Letter 3 CAPI Nonresp Adult in last wave responding HH
- W14 Letter 2_CAWI_Prod Adult_resp HH £20uc
- W14 Letter 1 Advance Letter_CAPI Last wave productive Adult in LW productive HH £20uc

Versions Without F2F

English R2

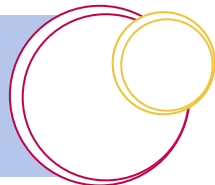
- W14 Letter 2 Advance Letter_CAWI_productive Adult in last wave responding HH£20uc
- W14 Letter 4 CAWI Nonresp Adult_in last wave productive HH_£20c
- W14 Letter 6 CAWI Adult in last wave nonresponding HH £20c
- W14 Letter 8 CAWI_Rising16_in last wave responding HH £20uc
- W14 Letter 10 CAWI_Rising16_in last wave nonresping HH £20c
- W14 Letter 11 CAWI_new entrant_in last wave responding HH £20c
- W14 Letter 12 CAWI_new entrant_in last wave nonresp HH £20c

USOC W14_Information leaflet enclosed with advanced 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.**



Economic
and Social
Research Council



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. 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.

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.understanding
society.ac.uk](http://www.understanding
society.ac.uk)



You can contact our
participant liaison team
by email:
**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**

W14 Email 2 - Productive Adult in last wave responding
HH

From: [Understanding Society](#)
To:
Subject: Your Understanding Society Interview
Date: 15 December 2020 09:42:09



99999999\1
123457000000

We can't do without you, ***.

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.

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



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.

To say thank you for your help, we have sent you a £20 voucher. **If you're able to complete your interview online by February 5th, 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. **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.

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.

W14 Email 4 - NonProd Adult in last wave responding HH

From: [Understanding Society](#)
To:
Subject: Your Understanding Society Interview
Date: 15 December 2020 09:42:42



99999999\2
123457000000

We can't do without you, ***.

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.

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



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.

To say thank you for your help, if you are able to take part this year, we will send you a £20 voucher. **If you're able to complete your interview online by February 5th, 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. **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.

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.

W14 Email 6 - Adult in last wave Nonresponding HH

From: [Understanding Society](#)
To:
Subject: Your Understanding Society Interview
Date: 14 December 2020 11:10:32



9999999915
1234570000000

We can't do without you , ***.

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 February 5th, 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. **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.

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.

W14 Letter 1 Advance Letter_CAPI Last wave productive
Adult in LW productive 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

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

Postal_Date



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

It's time for your Understanding Society interview

Dear **RESP_Name**

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

Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

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.

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

You don't need to do anything to take part...

...one of our interviewers will contact you by telephone in a few weeks to arrange a convenient time for an interview.

This year interviewers can visit your home again and you can take part over the phone or in person.
If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 2_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
<https://www.understandingsociety.ac.uk/participants/gdpr>



Counter
WebNo

RESP_Name
 ff_Address1
 ff_Address2
 ff_Address3
 ff_Address4
 ff_Address5
 ff_PostCode

Postal_Date

It's time for your Understanding Society interview

Dear **RESP_Name**

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

Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

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.

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:
 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 by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 3 CAPI Nonresp Adult in last wave responding
HH



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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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

Dear **RESP_Name**

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.

Interviewing you every year helps us to build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

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.

Taking part
You don't need to do anything to take part...

...one of our interviewers will contact you by telephone in a few weeks to arrange a convenient time for an interview.

This year interviewers can visit your home again and you can take part over the phone or in person.
If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

Thank you for your support

We greatly value your contribution to Understanding Society. To say thank you, if you're able to take part this year we will give you a **£20 gift card**.

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.

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.

W14 Letter 4 CAWI Nonresp Adult_prod HH_£20c



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

Postal_Date



Counter
WebNo

RESP_Name
 ff_Address1
 ff_Address2
 ff_Address3
 ff_Address4
 ff_Address5
 ff_PostCode

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

Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

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, 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 **Early_bird_date** we will send you an **extra £10 gift card** as a thank you for completing your survey early.

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:
 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 by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 5 CAPI Adult in LW nonresp HH £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>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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

Dear **RESP_Name**

We missed you last year but hope that you can take part in Understanding Society 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. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

Thank you for your support

We greatly value your contribution to Understanding Society. To say thank, if you are able to take part this year, we will give you a **£20 gift card**.

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

You don't need to do anything to take part...

...one of our interviewers will contact you by telephone in a few weeks to arrange a convenient time for an interview.

This year interviewers can visit your home again and you can take part over the phone or in person.
If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 6 CAWI Adult_nonresp HH £20c



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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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

Dear **RESP_Name**

We missed you last year but hope that you can take part in Understanding Society 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. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you, if you're able to take part this year we'll 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.

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:
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 by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 7 CAPI_R16_in last wave resp HH £20uc



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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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 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. 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

You don't need to do anything to take part...

...one of our interviewers will contact you by telephone in a few weeks to arrange a convenient time for an interview.

This year interviewers can visit your home again and you can take part over the phone or in person.
If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

W14 Letter 8 CAWI_R16_resp HH £20uc



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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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**.

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 and password:
username
password

3

Answer the questions in your own time.

If you are not able to complete your interview online, an interviewer will contact you by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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.

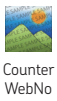
W14 Letter 9 CAPI_R16_nonrespHH £20c



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>

Postal_Date



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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

Dear **RESP_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.

Taking part
You don't need to do anything to take part...

...one of our interviewers will contact you by telephone in a few weeks to arrange a convenient time for an interview.

This year interviewers can visit your home again and you can take part over the phone or in person.
If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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?

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

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.

W14 Letter 10 CAWI_R16_nonresp HH £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>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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

Dear **RESP_Name**

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

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.

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:
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 by telephone in a few weeks. This year interviewers can visit your home again and you can take part over the phone or in person. If you would like to be interviewed at home this year, please find enclosed a leaflet which tells you about how we work in a Covid-safe way.

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**. 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**.

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.

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.

W14 Letter 2 Advance Letter_CAWI_productive Adult in
last wave responding 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 <https://www.understandingsociety.ac.uk/participants/gdpr>

Postal_Date



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

It's time for your Understanding Society interview

Dear **RESP_Name**

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

Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

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.

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:
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 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.

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.

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.

W14 Letter 4 CAWI Nonresp Adult_in last wave productive
HH_£20c



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

Postal_Date



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

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

Dear **RESP_Name**

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.

Interviewing you every year means that we can build a more accurate picture of what is happening across the UK – this is why we'd like you to complete your interview this year.

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, 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 **Early_bird_date** we will send you an **extra £10 gift card** as a thank you for completing your survey early.

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:
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 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.

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.

W14 Letter 6 CAWI Adult in last wave nonresponding HH
£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>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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

Dear **RESP_Name**

We missed you last year but hope that you can take part in Understanding Society 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. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd like you to complete your interview again this year.

Thank you for your support

We're very grateful that you take part in Understanding Society. To say thank you, if you're able to take part this year we'll 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.

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:
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 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.

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.

W14 Letter 8 CAWI_Rising16_in last wave responding 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 <https://www.understandingsociety.ac.uk/participants/gdpr>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

You're the voice of your generation – be part of Understanding Society

Dear **RESP_Name**

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**.

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:
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 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.

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.

W14 Letter 10 CAWI_Rising16_in last wave nonresping
HH £20c



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

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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

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

Dear **RESP_Name**

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

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.

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:
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 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 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**. 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**.

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.

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.

W14 Letter 11 CAWI_new entrant_in last wave responding
HH £20c



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



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

For everyone in your household – be part of Understanding Society

Dear **RESP_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.

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: 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 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 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 Early_bird_date** we will send you an **extra £10** gift card as a thank you for completing your survey early'

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.

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.

W14 Letter 12 CAWI_new entrant_in last wave nonresp
HH £20c



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

Postal_Date



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

For everyone in your household – be part of Understanding Society

Dear **RESP_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 **Early_bird_date** we will send you an **extra £10 gift card** as a thank you for completing your survey early.

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:
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 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.

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.

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.