

# Understanding Society

## Wave 11

### Wave 11 Other Correspondence

#### Other Correspondence

CAPI reissue letter

W11 Missing incentive letter £10

W11 Missing incentive letter £20

W11 iPad winner letter

#### Reminders

W11 1st Web reminder letter

W11 3rd Web reminder letter

W11 Email - Break-off Email

W11 Email - Reminder 1

W11 Email - Reminder 2

W11 Email - Reminder 3

W11 Email - Reminder 4

W11 Email - those who intend to complete online

W11 youth reminder letter

- **Reminder emails and letters with COVID 19 updates**

- W11 Email - Reminder 1 Covid-19 updates

- W11 Email - Reminder 2 Covid-19 updates

- W11 Email - Reminder 3 Covid-19 updates

- W11 Email - Reminder 4 Covid-19 updates

- W11 Reminder Letter 1

- W11 Reminder Letter 3

#### Thank you letters CAWI and CATI

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

W11 Thank you letter 1 - conditional £10

W11 Thank you letter 2 - conditional £20

W11 Thank you letter 3 - unconditional £10 early completers

W11 Thank you letter 4 - conditional £10 + £10 early completers

W11 Thank you letter 5 - conditional £20 + £10 early completers

W11 Thank you letter 7 - CATI mop-up conditional £10 + £10 CATI

W11 Thank you letter 8 - CATI mop-up conditional £20 + £10 CATI

CAPi reissue letter



Dear \_\_\_\_\_

You may remember we contacted you in the last few months to ask for your help in this year's Understanding Society study. One of our interviewers has not yet been able to interview you so we hope you do not mind it if I attempt to visit you once more to arrange a convenient time to interview you.

We would also like to explain why your views and experiences are so important to our study:

1. By taking part, you help us ensure that the study represents all types of people across the UK, and can paint an accurate picture of what our society looks like today and how it is gradually changing. The study provides a vital source of information for policy makers, so the more people that take part in the study, the better informed and able they are to improve society for all.
2. Taking part gives you a voice on issues that matter to you, your family and your community. The data collected from participants are very widely used by researchers in a range of spheres including employment, health, and education.
3. You have been part of this study for the last few years and we cannot replace you with anyone else. We rely on the contribution you make and so do the academics and policy makers who use the data.

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

I will try to get in touch with you once more over the next few weeks. If I am successful, I hope you enjoy taking part in the study this time around. Your continued support and involvement is essential to the success of the study and is greatly appreciated.

If you have any questions, please call or email the participant helpline using the contact details at the bottom of this letter. You can also find out more about the study on our website at [www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk).

**Professor Michaela Benzeval**

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

\_\_\_\_\_  
Your Understanding Society interviewer

Tel: \_\_\_\_\_

I enjoy the time with my interviewer – it gives me a rare chance to reflect on life

I've been part of the study since it started and I feel like I'm doing something useful for society at large

It's interesting to hear how policy makers are using the study and how it's making a difference – it makes me know my time is well spent

**Contact us:**

Participant helpline:

0800 252 853

Web:

[understandingsociety.ac.uk](http://understandingsociety.ac.uk)

Email:

[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

You can also follow us on

Twitter @usociety.

### **“But nothing has changed in my life”**

We can only accurately measure change by also talking to people whose lives have stayed the same, although if nothing has changed, it makes the interview shorter. There are also some new questions this year that we haven't asked you before.

### **“I am worried about data confidentiality”**

After your interview, your personal details (name, address etc) are separated from your survey answers, so when researchers analyse data from the study, they cannot identify you or anyone else who took part. Your personal details are kept securely, and will only ever be used to contact you for the Understanding Society study.

### **“Can't you choose someone else?”**

No, when the study started households were scientifically selected to ensure the study would be representative of the UK population. If we change who takes part now the results will not represent UK society.

### **“I didn't like some of the questions last year”**

If there are any questions that you don't want to answer, just tell your interviewer, they can skip to the next question. The questions you do answer will still be very useful.

If you have any other questions, please check our online FAQ <https://www.understandingsociety.ac.uk/participants/faq> or phone us, or drop us a line by email or Twitter (see contact details overleaf).

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

W11 Missing incentive letter £10

«Serial\_number»«ChkL»/  
«FF\_personno»«FF\_PID»

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

<Date>

Dear <NAME>,

Thank you very much for taking part in the survey this year. We really appreciate your contribution to the study.

I understand that you did not receive your *Understanding Society* letter and gift card this year. I am very sorry that your gift card did not arrive – please find a £10 gift card enclosed.

If you have any questions relating to the survey, please do not hesitate to contact us by using the contact details below.

Kind regards,

A handwritten signature in cursive script that reads "Michaela Benzeval". The signature is written in a dark ink and is positioned to the left of the typed name and title.

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

W11 Missing incentive letter £20

«Serial\_number»«ChkL»/  
«FF\_personno»«FF\_PID»

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

<Date>

Dear <NAME>,

Thank you very much for taking part in the survey this year. We really appreciate your contribution to the study.

I understand that you did not receive your *Understanding Society* letter and gift card this year. I am very sorry that your gift card did not arrive – please find a £20 gift card enclosed.

If you have any questions relating to the survey, please do not hesitate to contact us by using the contact details below.

Kind regards,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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



W11 iPad winner letter

NAME  
ADD1  
ADD2  
ADD3  
PCODE

DATE  
Ref: PID

Dear NAME,

Congratulations on winning an iPad! Everybody who has turned 16 in the last year and took part in the Understanding Society adult survey in April to June this year was entered into the draw.

As someone who will be making a lot of life decisions in the next few years it is extra important that we talk to people like you. Interviewing you and others in your position allows researchers to find out how society is changing for young people; how the economy is affecting them at work or in education, and how decisions made now and in the past will affect your future.

Everyone is valuable in our survey - we can't replace you - and this is the main strength of a study like ours: it follows the same people over time. Only by following the same people over time can researchers identify patterns and trends which can help inform better policy making in Government.

I hope that you will continue to participate. Each time we interview you, the information you have already given becomes even more valuable!

Thank you, again, for taking part in this important study.

Yours faithfully,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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



W11 1st Web reminder letter

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

Reference: [PID]

<<Date>>

Dear [NAME]

If you have already completed your Understanding Society interview online – thank you! We will be sending you your voucher very soon.

If you have yet to complete – doing so has never been easier. Simply follow the instructions below and you can access your personal survey.

Please type the following into your internet browser -

**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: <USERNAME>

Password: <PASSWORD>

**Remember, if you are able to complete your interview online by xxx, we will send you an extra £10 gift card as a thank you for your early co-operation.**

If you are not able to complete the survey online, an interviewer will contact you in the next few weeks to arrange a convenient time for an interview.

Yours sincerely,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

Professor Michaela Benzeval

Director

Understanding Society

W11 3rd Web reminder letter

<resp\_name>  
<FF\_Address1\_fin>  
<FF\_Address2\_fin>  
<FF\_Address3\_fin>  
<FF\_Address4\_fin>  
<FF\_Address5\_fin>  
<FF\_PostCode\_fin>

Reference: [PID]

<<date>>

Dear [NAME]

If you have already completed your Understanding Society interview online – thank you! Over the last few weeks hundreds of people across the country have taken part in this year’s Understanding Society survey. We hope you will join them as your continued support makes it a more useful and impactful resource for social research.

Completing the survey has never been easier – simply follow the instructions below.

Type the following into your internet browser:

**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: <USERNAME>

Password: <PASSWORD>

**If you are able to complete your interview only by xxx, we will send you a £10 gift card as a thank you for early cooperation.**

Yours sincerely,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive style with a large, looping 'B' and 'Z'.

Professor Michaela Benzeval

Director

Understanding Society

W11 Email - Break-off Email



**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 11:23:19

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1234567801BRO  
1220000000000

Dear Miss Megan Weeks-Marshall,

You recently started your Understanding Society survey, but did not complete it.

Unfortunately the survey can't be the world-class study we want it to be without all your answers to all of the questions, so we do hope you will be able to finish it.

You can still log in to the survey and pick up where you last left it by clicking onto the link below:



I hope that you are able to answer the remaining questions. I am very grateful for all your help on this important study.

If you have any questions at all about Understanding Society, please email us at [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk) or via the participants' website where you can also read some early findings, post comments, or just find out more information about Understanding Society: [www.understandingsociety.ac.uk/](http://www.understandingsociety.ac.uk/)

If you have experienced technical difficulties at any point during the survey or require technical support accessing the survey, please contact the help-desk on Freephone **0800 015 2908** or email [understandingsociety@kantarpublish.com](mailto:understandingsociety@kantarpublish.com).

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

Yours faithfully,

Many thanks,



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

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



W11 Email - Reminder 1

**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 11:25:01

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1234567801\REM1  
1220000000000

Dear Miss Megan Weeks-Marshall

You may remember I emailed you recently asking for your help in this year's Understanding Society survey. There's still time to take part, and by doing so you can help influence decisions at a local and national level on issues that really matter to you. We hope you can take part this year. If you have already completed the survey then please ignore this message.

You can complete the survey online by clicking [here](#).



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



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



Many thanks,



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

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

W11 Email - Reminder 2

**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 11:25:10

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1234567801\REM2  
1220000000000

Dear Miss Megan Weeks-Marshall

We still need your help!

Each year we thank people across the country for their help by taking part in the survey with a voucher. This reflects your importance in ensuring the continued success of Understanding Society as a resource for research and in shaping social policy in the UK.

Our records show that you have yet to complete your survey.

To complete your personal survey, all you have to do is click below.

Please complete [here](#).



**And remember, we will send you an extra £10 gift card as an additional thank you for your early cooperation if you are able to complete the survey by June 26th.**

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

Many thanks,



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

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

W11 Email - Reminder 3

**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 11:25:19

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1234567801\REM3  
122000000000

Dear Miss Megan Weeks-Marshall

We still need your help!

Over the last few weeks hundreds of people across the country have taken part in this year's Understanding Society survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research.

Taking part in the survey has never been easier – all you have to do is click on the link below and you will be directly entered into your survey.

You can complete the survey online by clicking [here](#).



**And remember – if you complete your interview by June 26th we will send you an additional £10 gift card soon after this deadline as a thank you for your continued support.**

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

Many thanks,



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

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

W11 Email - Reminder 4



**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 11:25:28

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1234567801\REM4  
1220000000000

Dear Miss Megan Weeks-Marshall

Understanding Society is an innovative world-leading study about life in the UK. The data you help produce allows researchers and policy makers to better understand the state of the UK and to propose improved policies for people across the country.

### Why we need you

The success of the survey is primarily driven by people like you. It is only with your participation that we can collect the data necessary to understand the pace of change in the UK and probe how issues such as immigration, the economy and changing social values impact upon the lives of individuals.

### Next step

An interviewer will be visiting you in the next few weeks to conduct your survey. If you would rather complete online you can do so below -

You can access the survey [here](#).



**And finally, if you are able to complete the survey online by June 26th, we will send you an additional £10 gift card as a thank you for your early completion.**

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

Many thanks,



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

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

W11 Email - those who intend to complete online

**From:** [Understanding Society](#)  
**To:** [Weeks-Marshall, Megan \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 26 November 2018 12:29:29

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1234567801\ICO1  
1220000000000

Dear Miss Megan Weeks-Marshall,

You may remember that an Understanding Society Survey interviewer recently got in contact with you to take part in this year's survey. I understand you would rather complete the survey online. Your participation can help influence decisions at a local and national level on issues that really matter to you.

You can complete the survey online by clicking [here](#).



If you experience any technical issues accessing the online survey or would now like to part in a face to face interview, then please do not hesitate to contact me by emailing [understandingsociety@kantarpublish.com](mailto:understandingsociety@kantarpublish.com) or by calling the Freephone number 0800 015 2908.



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



Kind Regards,



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

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

W11 youth reminder letter

Youth self-completion reminder letter

Dear [adult],

Thank you for taking part in Understanding Society recently. As well as interviewing adults, the study also interviews children aged 10-15 by asking them to complete a short paper questionnaire. We have recently sent you a paper questionnaire to pass on to «Child\_name» to complete. At the moment we do not have a record of the questionnaire having been returned. **If «Child\_name» has completed the questionnaire and it has been posted back in the last few days, please ignore this letter.**

We would be grateful if you could encourage «Child\_name» to complete the short questionnaire and post it back to us. We rely on their help to make sure that *Understanding Society* produces high quality data that is used by academics, policy makers and charities.

By taking part in the youth survey, <<Child\_name>> will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society are already using information from the survey to improve children's wellbeing. To find out more about who uses the study, please visit [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

If you have any questions at all about *Understanding Society*, please contact us using the details below.

Yours sincerely,

W11 Email - Reminder 1 Covid-19 updates

**From:** [Understanding Society](#)  
**To:** [Jacques. Emmanuel \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 31 March 2020 15:36:05

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EXP\_A\REM1  
98765432132

Dear Mr Tom Holley

You may remember I emailed you recently asking for your help in this year's Understanding Society survey. There's still time to take part, and by doing so you can help influence decisions at a local and national level on issues that really matter to you. We hope you can take part this 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. If you have already completed the survey then please ignore this message.



You can complete the survey online by clicking [here](#).



**If you're able to complete your interview online by {eb\_date\_english}, we will send you an extra £10 gift card soon after this deadline as a thank you for your early co-operation.**

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

Many thanks,



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

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

W11 Email - Reminder 2 Covid-19 updates



**From:** [Understanding Society](#)  
**To:** [Jacques. Emmanuel \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 31 March 2020 15:36:10

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EXP\_A\REM2  
98765432132

Dear Mr Tom Holley

We still need your help! **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.

Each year we thank people across the country for their help by taking part in the survey with a voucher. This reflects your importance in ensuring the continued success of Understanding Society as a resource for research and in shaping social policy in the UK.

Our records show that you have yet to complete your survey.

To complete your personal survey, all you have to do is click below.

Please complete [here](#).



**And remember, we will send you an extra £10 gift card as an additional thank you for your early cooperation if you are able to complete the survey by {eb\_date\_english}.**

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

Many thanks,



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

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



W11 Email - Reminder 3 Covid-19 updates

**From:** [Understanding Society](#)  
**To:** [Jacques. Emmanuel \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 31 March 2020 15:36:18

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EXP\_A\REM3  
98765432132

Dear Mr Tom Holley



We still need your help!



Over the last few weeks hundreds of people across the country have taken part in this year's Understanding Society survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research. **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 .



Taking part in the survey has never been easier – all you have to do is click on the link below and you will be directly entered into your survey.

You can complete the survey online by clicking [here](#).



**And remember – if you complete your interview by {eb\_date\_english} we will send you an additional £10 gift card soon after this deadline as a thank you for your continued support.**

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

Many thanks,



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

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

W11 Email - Reminder 4 Covid-19 updates

**From:** [Understanding Society](#)  
**To:** [Jacques. Emmanuel \(TSMLP\)](#)  
**Subject:** Your Understanding Society Interview  
**Date:** 31 March 2020 15:36:25

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EXP\_A\REM4  
98765432132

Dear Mr Tom Holley

Understanding Society is an innovative world-leading study about life in the UK. The data you help produce allows researchers and policy makers to better understand the state of the UK and to propose improved policies for people across the country.

### Why we need you

The success of the survey is primarily driven by people like you. It is only with your participation that we can collect the data necessary to understand the pace of change in the UK and probe how issues such as immigration, the economy and changing social values impact upon the lives of individuals.

### Next step

If you would like to complete online, you can access the survey [here](#).

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 because of the health risks caused by the coronavirus Covid-19 until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.



**And finally, if you are able to complete the survey online by {eb\_date\_english}, we will send you an additional £10 gift card as a thank you for your early completion.**

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

Many thanks,



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

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

W11 Reminder Letter 1



RESP\_Name  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)  
For details of the study's privacy policy, please see  
<https://www.understandingsociety.ac.uk/participants/gdpr>

Postal\_Date

## Salutation

If you have already completed your *Understanding Society* interview online – thank you! We will be sending you your voucher very soon.

If you have yet to complete – doing so has never been easier. Simply follow the instructions below and you can access your personal survey.

Please type the following into your internet browser –

**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: **username**

Password: **password**

**Remember, if you are able to complete your interview online by Early\_bird\_date, we will send you an extra £10 gift card as a thank you for your early co-operation.**

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 because of the health risks caused by the coronavirus Covid-19 until government advice around reducing contact is relaxed, so doing your interview online is the easiest way to take part this year.

Yours sincerely,

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

## W11 1st Web Reminder Letter

Counter

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

Your continuing participation is very important to us. Please let us know if you move by using the form on the Understanding Society website at [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP\_Name

PID: ff\_PID

MOVING FROM...

ff\_Address1

ff\_Address2

ff\_Address3

ff\_Address4

ff\_Address5

ff\_PostCode

MOVING TO...

New Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

(inc STD code)

Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Date of move: \_\_\_\_\_

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

## WHY SHOULD I KEEP TAKING PART?



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



*Understanding Society* gives you a voice on issues that matter.



There are gift cards available for those who take part.

## WHAT DIFFERENCE DOES *UNDERSTANDING SOCIETY* MAKE?

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

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

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

To find out more about how *Understanding Society* data is used visit [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

### Is the information I give confidential?

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

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

## Moving home? Take us with you.

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)  
[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)

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





W11 Reminder Letter 3



RESP\_Name  
ff\_Address1  
ff\_Address2  
ff\_Address3  
ff\_Address4  
ff\_Address5  
ff\_PostCode

**Contact us:**

Participant helpline: 0800 252 853  
Web: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)  
Email: [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)  
For details of the study's privacy policy, please see  
<https://www.understandingsociety.ac.uk/participants/gdpr>

Postal\_Date

Salutation

If you have already completed your *Understanding Society* interview online – thank you! Over the last few weeks hundreds of people across the country have taken part in this year's *Understanding Society* survey. We hope you will join them as your continued support makes it a more useful and impactful resource for social research.

Completing the survey has never been easier – simply follow the instructions below.

Type the following into your internet browser:

**[www.understandingsociety.ac.uk/Society](http://www.understandingsociety.ac.uk/Society)**

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

Username: **username**

Password: **password**

**If you are able to complete your interview online by Early\_bird\_date, we will send you a £10 gift card as a thank you for early cooperation.**

Yours sincerely,

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

W11 3rd Web Reminder Letter

Counter

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

Your continuing participation is very important to us. Please let us know if you move by using the form on the Understanding Society website at [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants), Freephone 0800 252 853 or return this card in the Freepost envelope (no stamp needed). To say thank-you we will send you a £5 voucher.

Name: RESP_Name	MOVING TO...
PID: ff_PID	New Address: _____
MOVING FROM...	
ff_Address1	Home Phone: _____
ff_Address2	(inc STD code)
ff_Address3	Postcode: _____
ff_Address4	Mobile: _____
ff_Address5	E-mail address: _____
ff_PostCode	Date of move: _____

Please let us know who will be living with you at your new address. Please list their full names below as we may like to ask them to take part in Understanding Society in the future. If possible, please provide their mobile number.

Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____
Name: _____
Mobile: _____

## WHY SHOULD I KEEP TAKING PART?



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



*Understanding Society* gives you a voice on issues that matter.



There are gift cards available for those who take part.

## WHAT DIFFERENCE DOES *UNDERSTANDING SOCIETY* MAKE?

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

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



W11 Thank you letter 1 - conditional £10

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, a gift card for £10 is enclosed.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive style with a large, looping 'B' for the surname.

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

W9-139140 & W10-413158

W11 Thank you letter 2 - conditional £20

Month

Dear XXX,

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Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive, flowing style.

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

W9-139140 & W10-413158

W11 Thank you letter 3 - unconditional £10 early completers



Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you for your early completion, a gift card for £10 is enclosed.

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If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

W9-139140 & W10-413158

W11 Thank you letter 4 - conditional £10 + £10 early completers

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £10 and an additional £10 for early completion.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

If you have any questions relating to the Understanding Society survey, please do not hesitate to contact us by using the contact details below.

Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

W9-139140 & W10-413158

W11 Thank you letter 5 - conditional £20 + £10 early completers

Month

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Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

W9-139140 & W10-413158

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

W11 Thank you letter 7 - CATI mop-up conditional £10 + £10 CATI

Month

Dear XXX,

You recently took part in the Understanding Society survey. As a small thank you, we have enclosed a gift card of £10 and an additional £10 for completing your telephone interview.

Your help with this study is greatly appreciated by the research team at the University of Essex and we hope you found it interesting and enjoyed taking part.

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Once again, thank you for your help. We look forward to speaking to you again next year.

Kind regards,

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

W9-139140 & W10-413158



W11 Thank you letter 8 - CATI mop-up conditional £20 + £10 CATI

Month

Dear XXX,

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Professor Michaela Benzeval  
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W9-139140 & W10-413158