



Understanding Society

Wave 12

Wave 12 Other Participant Correspondence

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- W12 blank gift-card letter
- W12 Missing incentive letter £10
- W12 Missing incentive letter £20
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- W12 Thank you (Incentive) Letters_Letter 2
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- W12 Thank you (Incentive) Letters_Letter 4
- W12 Thank you (Incentive) Letters_Letter 5

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- W12 Thank You Letter 7 - CATI mop-up conditional £10 + £10 CATI
- W12 Thank You Letter 8 - CATI mop-up conditional £20 + £10 CATI

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- W12 Email - Reminder 2_Covid-19
- W12 Email - Reminder 2_Covid-19
- W12 Email - Reminder 4_Covid-19
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- Help insert for Youth booklet
- W12_youth_reminder_letter
- W12_youth self-completion cover letter

CAPi reissue letter



Contact us:

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

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Salutation

You may remember we contacted you in the last few months to ask for your help in this year's Understanding Society study. As we have not yet been able to interview you, we hope you don't mind if we try to visit you again to arrange a convenient time to do so.

This is 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 vital 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 everyone.
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 all kinds of fields including employment, health, and education.
3. You have been part of this study for the last few years and we can't replace you with anyone else as no two lives are the same. The contribution you make is really vital to us and to the academics and policy makers who use the data.

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

We will try to get in touch with you again soon, and hopefully you will enjoy taking part in the study this time around as well.

If you have any questions, please call or email the participant helpline (see below). You can also find out more about the study on our website at www.understandingsociety.ac.uk.

Your Understanding Society interviewer

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.

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

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: 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: _____

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

W12 Ad-hoc Log in details letter

FinalSerialNum/
FF_personno/ff_PID

RESP_Name
Ff_Address1
Ff_Address2
Ff_Address3
Ff_Address4
Ff_Address5
Ff_PostCode

Postal_Date

Dear RESP_Name,

You recently requested your log in details for this year's *Understanding Society* survey.

The survey is available online at the website shown below, so you can complete it at a time that's best for you:

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 not able to complete your survey online, an interviewer will be in touch with you to arrange a convenient time for an interview. 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".

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

W12 blank gift-card letter



Serial: XXXXXXXXXXXX
PID: XXXXXXXXXXXXXXXX

NAME
ADD1
ADD2
ADD3
ADD4
PCODE

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 blank gift card enclosed. If you could please let us know via the details below that your gift card has arrived, we will then load £XX on to your card.

Call our participant helpline on **0800 015 2908** or email **understandingsociety@kantar.com**.

If you have any questions relating to the survey, please do not hesitate to contact our helpline.

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

W12 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 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

W12 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

W12_iPad winner letter



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

RESP Name
 ff_RESP Name
 ff_Address1
 ff_Address2
 ff_Address3
 ff_Address4
 ff_Address5
 ff_PostCode

Postal_Date

Dear **[Participant's Full 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,

Professor Michaela Benzeval – Director, Understanding Society.

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

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

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: RESP Name
 PIO: 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: _____

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

W12 Thank you (Incentive) Letters_Letter 1



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14/07/21



Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

Thank you for taking part in Understanding Society. As a thank you, a gift card for £10 is enclosed.

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. Every time you complete your Understanding Society survey you are helping us understand more about life in the UK.

We look forward to speaking to you next year.

With many thanks,

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

Professor Michaela Benzeval
Director, Understanding Society



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

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

Samaritans: 116 123

Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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

W12 Thank you (Incentive) Letters_Letter 2



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>

14/07/21



Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

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

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. Every time you complete your Understanding Society survey you are helping us understand more about life in the UK.

We look forward to speaking to you next year.

With many thanks,

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

Professor Michaela Benzeval
Director, Understanding Society



University of Essex

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

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

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Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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W12 Thank you (Incentive) Letters_Letter 3



Contact us:

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

14/07/21



Counter
WebNo

Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

Thank you for taking part in Understanding Society. As a thank you for completing early, a gift card for £10 is enclosed.

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. Every time you complete your Understanding Society survey you are helping us understand more about life in the UK.

We look forward to speaking to you next year.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society



University of Essex

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

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

Samaritans: 116 123

Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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

W12 Thank you (Incentive) Letters_Letter 4



Contact us:

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

14/07/21



Counter
WebNo

Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

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

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. Every time you complete your Understanding Society survey you are helping us understand more about life in the UK.

We look forward to speaking to you next year.

With many thanks,

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

Professor Michaela Benzeval
Director, Understanding Society



University of Essex

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

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

Samaritans: 116 123

Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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W12 Thank you (Incentive) Letters_Letter 5



Contact us:

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

14/07/21



Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Thank you!

Dear Name

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

We really appreciate the time you gave to complete your survey. It is so important that we know what real people think, feel and do. Every time you complete your Understanding Society survey you are helping us understand more about life in the UK.

We look forward to speaking to you next year.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society



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

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

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Mind: 0300 123 3393

Citizens Advice:

(England) 0800 144 8848

(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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

W12 Thank You Letter 6 - CATI mop-up unconditional
£10



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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

Postal_Date

Salutation

You recently took part in the *Understanding Society* survey. As a thank you for completing your telephone interview, 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.

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

Kind regards,

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

311018/Letter 6

Counter

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

Name: RESP_Name	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.

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

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

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

Is the information I give confidential?

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

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

Moving home? Take us with you.

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

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



W12 Thank You Letter 7 - CATI mop-up conditional £10 +
£10 CATI



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk/participants
Email: contact@understandingsociety.ac.uk
For details of the study's privacy policy, please see
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Postal_Date

Salutation

You recently took part in the *Understanding Society* survey. As a 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.

If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact us.

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

Kind regards,

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

310146/Letter 7

Counter

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Name: RESP_Name

PID: ff_PID

MOVING FROM...

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

WHY SHOULD I KEEP TAKING PART?



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WHAT DIFFERENCE DOES *UNDERSTANDING SOCIETY* MAKE?

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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.

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

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Moving home? Take us with you.

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

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



W12 Thank You Letter 8 - CATI mop-up conditional £20 +
£10 CATI



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Contact us:

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Postal_Date

Salutation

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If you have any questions relating to the *Understanding Society* survey, please do not hesitate to contact us.

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

Kind regards,

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

310146/Letter 8

Counter

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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?



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Moving home? Take us with you.

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

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



W12 Email - Reminder 1_Covid-19

From: [Understanding Society](#)
To: [Jacques. Emmanuel \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 31 March 2020 14:40:22



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.

W12 Email - Reminder 2_Covid-19

From: [Understanding Society](#)
To: [Jacques. Emmanuel \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 31 March 2020 14:41:05



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 co-operation 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.

W12 Email - Reminder 3_Covid-19

From: [Understanding Society](#)
To: [Jacques. Emmanuel \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 31 March 2020 14:41:40



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.

W12 Email - Reminder 4_Covid-19

From: [Understanding Society](#)
To: [Jacques. Emmanuel \(TSMLP\)](#)
Subject: Your Understanding Society Interview
Date: 31 March 2020 14:41:59



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.

W12_Reminder letter 1_Covid-19



Contact us:

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

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Salutation

If you have already completed your Understanding Society interview online – thank you! If you haven't yet, it's easy to take part.

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.

With many thanks,

Professor Michaela Benzeval – Director, Understanding Society.

Taking part

Type this web address into your internet browser to reach your personal survey:

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.

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.

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.

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

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: 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: _____

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

W12_Reminder letter 3_Covid-19



Contact us:

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

RESP_Name
 ff_Address1
 ff_Address2
 ff_Address3
 ff_Address4
 ff_Address5
 ff_PostCode

Postal_Date

**Thousands of people across the UK
 have completed their Understanding
 Society survey – make sure you're
 included too.**

Taking part

Type this web address into your internet browser to reach your personal survey:

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.

Complete the survey – your answers will save automatically and you don't have to complete your survey in one go.

Salutation

If you have already completed your Understanding Society interview online – thank you!

If you haven't yet taken part, there's still time. Your survey answers are unique to you and help us build an accurate picture of life in the UK today.

If you are able to complete your interview online by Early_bird_date, we will send you an additional £10 gift card as a thank you for early cooperation.

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.

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.

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

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: 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: _____

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

Help insert for Youth booklet



Thank you for your help

If you are worried about any of the questions in this booklet here are some helplines where children and young people can get information, advice and support with all sorts of things like bullying, problems at home, exam stress, self-harm or loneliness.

ChildLine

Online: **www.childline.org.uk**

Tel: **0800 1111** (calls are free)

Calls are confidential and won't appear on your home phone bill. You can also use a mobile phone. Calls from 3 (Three), BT Mobile, EE, O2, Orange, T Mobile, Virgin or Vodafone mobiles won't show up on the phone bill either.

SupportLine

Online: **www.supportline.org.uk**

Tel: **01708 765200**

Write: SupportLine PO Box 2860, Romford, Essex RM7 1JA

SupportLine provides a confidential telephone helpline offering emotional support to any individual on any issue.

W12 youth_reminder_letter



Contact us:

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

RESP Name
ff_RESP Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Thank you for taking part in Understanding Society

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

As well as interviewing adults, Understanding Society also interviews children aged 10-15 by asking them to complete a short paper questionnaire. Having children answer questions about their life is really valuable to the Study and helps us better understand issues that may particularly affect children and young people.

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 - thank you and please ignore this letter.

If they haven't yet completed their questionnaire, we would be grateful if you could encourage **[Child_name]** to complete it and post it back to us. Just like the adults that take part in Understanding Society, children's experiences are unique and we can't replace them with anyone else.

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 and Barnardos are using information from the survey to improve children's wellbeing, whilst the Social Metrics Commission has used the information to report to the government on what activities children do outside of school. To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants

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

Yours sincerely,

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.

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

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: RESP Name
PIO: 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: _____

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

W12_ youth self-completion cover letter



Contact us:

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

RESP Name
ff_RESP Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Thank you for taking part in Understanding Society

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

Thank you ever so much for your recent participation in Understanding Society. At the end of the interview we mentioned that there is a short self-completion questionnaire that we would like **[Child_name]** to complete.

We would be grateful if you could look through the blank questionnaire and, if you are happy to do so, give it to **[Child_name]**. When **[Child_name]** has completed the questionnaire, they can put it into the envelope enclosed and it can be posted back to us, free of charge.

As you know one of the really important features of the survey is that everyone's answers are completely confidential. This really helps us get responses from people that are completely truthful and accurate and makes the survey one of the best in the world. This applies to all the adults who take part but also all the children, so we ask all parents/guardians to allow their children to complete the questionnaire in private. We hope you understand why this is so important, but if you have any questions, don't hesitate to contact us.

As a token of our appreciation, I have enclosed a £5 voucher for **[Child_name]**.

If you have any questions at all about Understanding Society and your involvement in it, please contact us using the number below. Do also check our special participants' website where you can read some early findings, send us a message or just find out more information about Understanding Society: www.understandingsociety.ac.uk/participants.

Yours faithfully,

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.

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

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: RESP Name
PIO: 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: _____

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