

IP10 CAPI –first advance letters

Letter A17 last wave responding household adult £10 – positive message

Letter A18 last wave responding household adult £10 – negative message

Letter A19 last wave responding household adult £20 – positive message

Letter A20 last wave responding household adult £20 – negative message

Letter A21 last wave responding household adult £30 – positive message

Letter A22 last wave responding household adult £30 – negative message

Letter A23 last wave non-responding household adult £10 – positive message

Letter A24 last wave non-responding household adult £10 – negative message

Letter A25 last wave non-responding household adult £20 – positive message

Letter A26 last wave non-responding household adult £20 – negative message

Letter A27 last wave non-responding household adult £30 – positive message

Letter A28 last wave non-responding household adult £30 – negative message

Letter R17 last wave responding household rising16 £10 – positive message

Letter R18 last wave responding household rising 16 £10 – negative message

Letter R22 last wave responding household rising 16 £30 – negative message

IP10 Letter X1 Refreshment sample positive message

IP10 Letter X1 Refreshment sample negative message

Letter A17 last wave responding household adult £10 – positive message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

Understanding Society is a wonderful data resource. It is used by academics, students, policy makers and charities such as Age UK and The Children's Society. You are an important part of it. Your participation gives a voice to the experiences of thousands of people like you. The information you have given us previously is very valuable and will become even more valuable if you participate again this year. We need to continue interviewing the same people in order to understand changes in our society.

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With many thanks,

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

Letter 1 (A17)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

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Name: _____

Mobile: _____

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WHO'S USING THE STUDY?



Academics

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Charities & think tanks

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Policy makers

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Letter A18 last wave responding household adult £10 – negative message



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With many thanks,

A handwritten signature in dark ink, appearing to read "Michaela Benzeval".

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

Letter 101 (A18)

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Name: RESP_Name

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MOVING FROM...

Add1

Add2

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Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Name: _____

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Name: _____

Mobile: _____

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Letter A19 last wave responding household adult £20 – positive message



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Letter 3 (A19)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

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Add5

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.

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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Letter A20 last wave responding household adult £20 – negative message



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Postcode

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Letter 103 (A20)

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PID: FF_PID

MOVING FROM...

Add1

Add2

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Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Policy makers

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Letter A21 last wave responding household adult £30 – positive message



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Postcode

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Letter 5 (A21)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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: _____

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Name: _____

Mobile: _____

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Letter A22 last wave responding household adult £30 – negative message



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Date

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With many thanks,

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

Letter 105 (A22)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Letter A23 last wave non-responding household adult £10 – positive message



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Postcode

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Letter 51 (A23)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

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Add4

Add5

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: _____

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Name: _____

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Letter A24 last wave non-responding household adult £10 – negative message



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Postcode

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Letter 5101 (A10)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

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Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Letter A25 last wave non-responding household adult £20 – positive message



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Letter 53 (A25)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

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Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

WHY TAKE PART?



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



It only takes 40-60 minutes to complete the survey



Understanding Society gives you a voice on issues that matter



There are gift cards available for those who take part

WHO'S USING THE STUDY?



Academics

By taking part, you're helping universities all over the world carry out important work which helps researchers to understand society today.



Charities & think tanks

Your ongoing support means you're helping charities such as Age UK to improve their services.



Policy makers

Policy makers can make better decisions based on you answering the survey questions every year and this could change laws.



Understanding
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**Moving home?
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www.understandingsociety.ac.uk
contact@understandingsociety.ac.uk

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

Letter A26 last wave non-responding household adult £20 – negative message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

Dear Michael Smith,

Understanding Society is a wonderful data resource. It is used by academics, students, policy makers and charities such as Age UK and The Children's Society. You are an important part of it. Your participation gives a voice to the experiences of thousands of people like you. The information you have given us previously is very valuable but will become much less valuable if you don't participate again this year. We need to continue interviewing the same people in order to understand changes in our society.

We hope you will help us this year. An interviewer will be in touch with you soon to arrange a convenient time for an interview.

To say thank you for your help and let you know we value your contribution, if you're able to take part this time we will give you a £20 gift-card.

At the bottom of this letter is a change-of-address card. Please let us know if you change any of your contact details. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline.

With many thanks,

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

Letter 5103 (A26)

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Your continuing participation is very important to us. Please let us know if you move by updating your details on the Understanding Society website at www.understandingsociety.ac.uk, 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...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Wivenhoe Park, Colchester. C04 3SQ

Letter A27 last wave non-responding household adult £30 – positive message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

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With many thanks,

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

Letter 55 (A27)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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

Letter A28 last wave non-responding household adult £30 – negative message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

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Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

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Institute for Social and Economic Research, University of Essex

Letter 5105 (A28)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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

Letter R17 last wave responding household rising16 £10 – positive message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

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Your £10 gift-card and chance to win an iPad

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Institute for Social and Economic Research, University of Essex

Letter 2 (R17)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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

Letter R18 last wave responding household rising 16 £10 – negative message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

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Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

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If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find the contact details below.

With many thanks,

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

Letter 102 (R18)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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Charities & think tanks

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Policy makers

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**Moving home?
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contact@understandingsociety.ac.uk

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

Letter R22 last wave responding household rising 16 £30 – negative message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

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If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find the contact details below.

With many thanks,

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

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

Letter 106 (R22)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

Postcode

MOVING TO...

New Address: _____

Home Phone: _____

(inc STD code)

Postcode: _____

Mobile: _____

E-mail address: _____

Date of move: _____

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

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

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contact@understandingsociety.ac.uk

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

IP10 Letter X1 Refreshment sample positive message



RESP_Name
Add1
Add2
Add3
Add4
Add5
Postcode

Contact us:

Participant helpline: 0800 252 853
Web: www.understandingsociety.ac.uk
Email: contact@understandingsociety.ac.uk

Date

Salutation

I am writing to ask for your help with a world-leading study about life in the UK. This is the largest survey of its kind in the world and covers a wide range of issues such as housing, family life, education, health, employment, the environment, health and well-being. The data are used by academics, students, policy makers and charities such as Age UK and The Children's Society. Your participation is completely voluntary but we hope you and your household will find the time to take part in this important study, and that you find it both interesting and enjoyable.

Your participation will give a voice to the experiences of thousands of people like you. The information already given to us by other participants has proved to be very valuable and will become even more valuable if you participate too. To find out more about the study, please visit

www.understandingsociety.ac.uk/participants

Please be assured that all the information you provide is treated confidentially.

To say thank you for your help and let you know we value your contribution, we've enclosed a **£10 gift-card** which has already been activated for you, and is ready to use. Anyone else in your household who is interviewed will be sent a **£10 gift-card** afterwards.

An interviewer will be in touch with you soon to arrange a convenient time for an interview. Each person's interview should last approximately 30 minutes to an hour depending on your circumstances.

Over 60,000 participants take part in this survey every year but each individual matters to us. If you have any questions about the study, please don't hesitate to get in touch with our Participant Helpline – find their contact details below.

With many thanks,

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

Letter 15 (X1)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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 are you important?

Without you, the survey will be less complete. We can't simply replace you with someone else as the people taking part were selected scientifically to represent the whole population. No-one else has your unique combination of circumstances and in a very real way you are personally vital to the success of the study.

About the study.

Long-term studies like Understanding Society help us find out about how lives in the UK are changing over time. This information is used by academics, policy-makers and researchers working for governments, charities and the voluntary sector in this country and abroad to inform policy making.

The strength of Understanding Society is that it talks to the same people each year so we can see how things like the economic situation and the way our society is changing affects your life. The study is your study and is about issues that affect you and everyone in our diverse society.

Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at www.understandingsociety.ac.uk/headlines

The interview.

If you're unable to complete your interview online an interviewer will be in touch to arrange a convenient time to interview you and other members of your household.

The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a gift card as a thank you for completing the questionnaire.

Moving home? Take us with you.

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contact@understandingsociety.ac.uk

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



IP10 Letter X1 Refreshment sample negative message



RESP_Name

Add1

Add2

Add3

Add4

Add5

Postcode

Contact us:

Participant helpline: 0800 252 853

Web: www.understandingsociety.ac.ukEmail: contact@understandingsociety.ac.uk

Date

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

Letter 115 (X2)

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Name: RESP_Name

PID: FF_PID

MOVING FROM...

Add1

Add2

Add3

Add4

Add5

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.

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Mobile: _____

Name: _____

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Results generate widespread interest. You can read more about the latest findings and where the study has featured in the media at www.understandingsociety.ac.uk/headlines

The interview.

If you're unable to complete your interview online an interviewer will be in touch to arrange a convenient time to interview you and other members of your household.

The interview will last around an hour. If it's not convenient when your interviewer calls, please feel free to choose a day and time which is easier for you.

Young people in the house?

If there are any young people aged 10-15 in your household, they will be invited to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. They will receive a gift card as a thank you for completing the questionnaire.

Moving home? Take us with you.

www.understandingsociety.ac.uk
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