Advance email for IP5

Subject: Your "Understanding Society" survey

Body:

Dear **«Title» «resp_name»**,

Thank you for being a part of "Understanding Society". This is an important research study which covers households across the UK to paint a picture of our diverse and changing lives and provides a rich resource for researchers and policy-makers.

You may already have received a letter from us which included a [**£5**] {if ff_incentw5=1 | 4 | 5 | 7 | 9} / [**£10**] {if ff_incentw5=2 | 3 | 6 | 8 | 10} / [**£20**] {if ff_incentw5=11} / [**£30**] {if ff_incentw5=12} gift voucher as a token of our appreciation. If you have not yet received it, you should get this in the next couple of days.

Studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the shopping and sports facilities or job prospects are like in your area, whether we are leading a healthy lifestyle. The information collected is used by people working at Universities, in politics, for charities and businesses in this country and abroad. Your information helps them gain a better understanding of life for people across the UK and in turn will help them make better decisions that affect all our futures.

This year you are able to complete your interview **on-line** at a time most convenient for you. To complete your interview, please click on the following link https://my.understandingsociety.org.uk/survey and enter the User ID below. You need to use a computer to access the questionnaire rather than use a mobile device such as your phone.

User ID: <<unique>>

Your participation is completely voluntary and we really hope you will be able to take part.

[If all members of your household complete their on-line questionnaire by April 24th, we will send each of you an **additional** £5 voucher] {if ff_invitew5=1 | 3}.

[If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview.] {if ff_webuser=0}

If you have any questions at all about *Understanding Society*, please email us at contact@understandingsociety.org.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.org.uk/participants.

For technical support accessing the survey, please contact the help-desk on freephone 0800 783 5890 or email help.understandingsociety@natcen.ac.uk.

Yours faithfully,

Professor Nick Buck
Director, *Understanding Society*
Institute for Social and Economic Research
University of Essex
contact@understandingsociety.org.uk

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.

«Serial_number»«ChkL»/«FF_personno»«FF_PID»

P3026/IP5/vD

New entrant email for IP5 – sent to new entrants identified by WEB enumeration

«Serial_number»«ChkL»/«FF_personno»«FF_PID»

Subject: Your "Understanding Society" survey

Body:

Dear «resp_name»,

I would like to welcome you to "Understanding Society". This is an important research study which covers households across the UK to paint a picture of our diverse and changing lives and provides a rich resource for researchers and policy-makers. We would like you to take part in this study, by answering a questionnaire on-line.

Studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the shopping and sports facilities or job prospects are like in your area, whether we are leading a healthy lifestyle. The information collected is used by people working at Universities, in politics, for charities and businesses in this country and abroad. Your information helps them gain a better understanding of life for people across the UK and in turn will help them make better decisions that affect all our futures.

As a small thank you, we will be sending you a letter containing a [£5] {if ff_incentw5=1 | 4 | 5 | 7 | 9} / [£10] {if ff_incentw5=2 | 3 | 6 | 8 | 10} / [£20] {if ff_incentw5=11} / [£30] {if ff_incentw5=12} gift voucher is enclosed. }. [**If all members of your household complete their on-line questionnaire by April 24th, we will send each of you an additional £5 voucher**] {if ff_invitew5=1 | 3 & enumeration by WEB & date is before April 21st}.

To complete your interview, please click on the following link https://my.understandingsociety.org.uk/survey and enter the User ID below. You need to use a computer to access the questionnaire rather than use a mobile device such as your phone.

User ID: <<unique>>

Your participation is completely voluntary and we really hope you will be able to take part. If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo.

If you have any questions at all about *Understanding Society*, please email us at **contact@understandingsociety.org.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.org.uk/participants**.

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Institute for Social and Economic Research
University of Essex

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Reminder email for IP5

Subject: Reminder: Your "Understanding Society" survey

Body:

Dear **«Title» «resp_name»**,

We recently emailed you with information about how you can complete this year's **Understanding Society** survey on-line. Thank you for being a part of "Understanding Society". This is an important research study which covers households across the UK to paint a picture of our diverse and changing lives and provides a rich resource for researchers and policy-makers. If you have completed this in the last day or so, please disregard this email.

To complete your interview, please click on the following link https://my.understandingsociety.org.uk/survey and enter the User ID below. You need to use a computer to access the questionnaire rather than use a mobile device such as your phone.

User ID: <<unique>>

Your participation is completely voluntary and we really hope you will be able to take part.

You may already have received a letter from us which included a [**£5**] {if ff_incentw5=1 | 4 | 5 | 7 | 9} / [**£10**] {if ff_incentw5=2 | 3 | 6 | 8 | 10} / [**£20**] {if ff_incentw5=11} / [**£30**] {if ff_incentw5=12} gift voucher as a token of our appreciation. If you have not yet received it, you should get this in the next couple of days.

[If all members of your household complete their on-line questionnaire by April 24th, we will send each of you an **additional** £5 voucher] {if ff_invitew5=1 | 3}.

[If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview.] {if ff_webuser=0}

Studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the shopping and sports facilities or job prospects are like in your area, whether we are leading a healthy lifestyle. The information collected is used by people working at Universities, in politics, for charities and businesses in this country and abroad. Your information helps them gain a better understanding of life for people across the UK and in turn will help them make better decisions that affect all our futures.

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«Serial_number»«ChkL»/«FF_personno»«FF_PID»

P3026/IP5/vE

«FF_ttl» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

Our ref:
P3026/«Serial_num»

«LetterDate»

Dear «resp_name»,

Thank you for completing the survey for *Understanding Society.* As a small thank you, a £5 gift voucher 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 at all about *Understanding Society* and your involvement in it, please get in touch using the contact details below. You can also post comments, send us a message and find more information about the study, including early findings, at our special participants' website, **www.understandingsociety.org.uk/participants**.

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

Yours faithfully,

Professor Nick Buck
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.

«Serial_number»«ChkL»/«FF_personno»«FF_PID»

«Title» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

«Date»

Dear «resp_name»,

We're grateful for your help with *Understanding Society* last year. [Almost everyone like you responded to the survey last year.] {if ff_persuasionw5=2 | 3} The value of the information you have given us increases each time we interview you, because it enables researchers to look at how things change, and how they stay the same, over time. In *Understanding Society* we want to get the views and opinions from people of all ages and backgrounds to enable us to represent the diverse nature of the UK population.

[Just like last year, an interviewer will be in touch with you soon to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo. Your participation is completely voluntary and we really hope you will be able to take part again.] {if ff_gridmodew5=1}

[This year you are able to complete your interview on-line at a time most convenient for you. To access the interview, please go to https://my.understandingsociety.org.uk/survey and enter the User ID below. This questionnaire should be accessed using a computer, rather than a mobile device.

User ID: XXX

Your participation is completely voluntary and we really hope you will be able to take part again.] {if ff_gridmodew5=3}. [**If all members of your household complete their on-line questionnaire by March 7th, we will send each of you an additional £5 voucher**] {if ff_invitew5=1 | 3}. [If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo.] {if ff_webuser=0}

As a small thank you, a [£5] {if ff_incentw5=1 | 4 | 5 | 7 | 9} / [£10] {if ff_incentw5=2 | 3 | 6 | 8 | 10} / [£20] {if ff_incentw5=11} / [£30] {if ff_incentw5=12} gift voucher is enclosed.

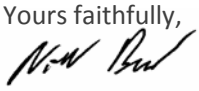
If there are children aged 10-15 in your household, we hope they will be willing to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. Each child will receive a Post Office voucher as a thank you for completing the questionnaire.

[A topic which many researchers are interested in these days is energy use. During the interview this year we would like to collect a reading of your [gas meter] {if ff_metersw5=1} / [electricity meter] {if ff_metersw5=2} / [gas and electricity meters] {if ff_metersw5=3}. If you have a car, we would also like to collect the mileage displayed on the odometer. This will mean that if we're able to interview you again next year, and collect the same readings, we will be able to tell you how much energy you've used. [You might find it convenient to take a note of this information before the interviewer calls, with the date on which you took the readings.] { ff_gridmodew5=1} Of course, you do not have to give us this information if you do not want to.] {if ff_metersw5=1 | 2 | 3}

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, post comments, send us a message or just find out more information about *Understanding Society*: **www.understandingsociety.org.uk/participants**.

[Your responses to the survey last year suggest that you are a helpful person.] {if ff_persuasionw5=1 | 3} Once again, we hope you will be able to take part in the study this year. It can only be a success with the help of people like you.

Yours faithfully,



Professor Nick Buck
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Institute for Social and Economic Research
University of Essex

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P3026/IP5/vA

«Serial_number»«ChkL»/«FF_personno»«FF_PID»

«Title» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode» «Date»

Dear «resp_name»,

Understanding Society is the biggest study of its kind in the world, conducted by researchers from the University of Essex together with NatCen Social Research. The information that we have collected in the past couple of years has been used by researchers and has enabled us to release some 'early findings'. These have been greeted with widespread interest in the media and among academics and researchers from the voluntary sector. These early findings are available to read at **http://research.understandingsociety.org.uk/findings/early-findings**

Academic studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the facilities are like in your area, whether we are leading a healthy lifestyle. Hearing your point of view is important as it helps to ensure that the study represents people of all ages and backgrounds across the UK.

Last year, you did not take part in the study. We would really like to interview you this year and very much hope that you will be able to take part. Your participation is completely voluntary but we hope you will be able to help us, as we rely on the goodwill and voluntary co-operation of those who are selected to take part to make the study a success.

[Just like last year, an interviewer will be in touch with you soon to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo.] {if ff_gridmodew5=1}

[This year you are able to complete your interview on-line at a time most convenient for you. To access the interview, please go to **https://my.understandingsociety.org.uk/survey** and enter the User ID below. This questionnaire should be accessed using a computer, rather than a mobile device.

User ID: XXX] {if ff_gridmodew5=3}.

[**If all members of your household complete their on-line questionnaire by May 18th, we will send each of you an additional £5 voucher**] {if ff_invitew5=1 | 3}. [If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview that should last approximately 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo.] {if ff_webuser=0}

As a small thank you, a [£5] {if ff_incentw5=1 | 4 | 5 | 7 | 9} / [£10] {if ff_incentw5=2 | 3 | 6 | 8 | 10} / [£20] {if ff_incentw5=11} / [£30] {if ff_incentw5=12} gift voucher is enclosed.

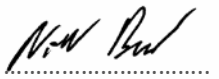
If there are children aged 10-15 in your household, we hope they will be willing to complete a short questionnaire about their hobbies, friends, school life and hopes for the future. Each child will receive a Post Office voucher as a thank you for completing the questionnaire.

[A topic which many researchers are interested in these days is energy use. During the interview this year we would like to collect a reading of your [gas meter] {if ff_metersw5=1} / [electricity meter] {if ff_metersw5=2} / [gas and electricity meters] {if ff_metersw5=3}. If you have a car, we would also like to collect the mileage displayed on the odometer. This will mean that if we're able to interview you again next year, and collect the same readings, we will be able to tell you how much energy you've used. [You might find it convenient to take a note of this information before the interviewer calls, with the date on which you took the readings.] { ff_gridmodew5=1} Of course, you do not have to give us this information if you do not want to.] {if ff_metersw5=1 | 2 | 3}

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, post comments, send us a message or just find out more information about *Understanding Society*: **www.understandingsociety.org.uk/participants**

Once again, we very much hope you will be able to take part in the study this year – it can only be a success with the help of people like you.

Yours faithfully,



Professor Nick Buck
Director, *Understanding Society*
Institute for Social and Economic Research
University of Essex

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P3026/IP5/vB

«Serial_number»«ChkL»/«FF_personno»«FF_PID»

«Title» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode» «Date»

Dear «resp_name»,

Understanding Society is the biggest study of its kind in the world, and it is run by a team of people at the University of Essex and NatCen Social Research. The information that we have collected in the past couple of years has been used by researchers and has helped us to find out lots of interesting things about people like you, your parents, friends and other people all around the UK. Newspapers, radio and TV have all been interested in what we have found so far and we hope you will be too. There is a summary available on our website: http://research.understandingsociety.org.uk/findings/early-findings

Studies like *Understanding Society* can help us find out about issues that matter to all of us – how the credit crunch is affecting people across the country, what the shopping and sports facilities or job prospects are like in your area, whether we are leading a healthy lifestyle. The information collected is used by people working at Universities, in politics, for charities and businesses in this country and abroad.

Last year, members of your household kindly agreed to be interviewed as part of our study and you may have completed a short questionnaire. We'd like to interview your household again this year and we really hope you will be able to take part.

We would like to ask you questions about subjects such as your friends, family, education, job (if you have one) and how you spend your free time. It is really important that we include young people like you so that you can tell us about how your life changes as you move through school and decide what to do next. In *Understanding Society* we want to get the views and opinions from people of all ages and backgrounds to help us paint a proper picture of life for everyone in the UK.

[An interviewer will be in touch with you soon to arrange a convenient time for an interview that should last about 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo. Your participation is completely voluntary and we really hope you will be able to take part.] {if ff_gridmodew5=1}

[You are able to complete your interview on-line at a time most convenient for you. To access the interview, please go to **https://my.understandingsociety.org.uk/survey** and enter the User ID below. This questionnaire should be accessed using a computer, rather than a mobile device.

User ID: XXX

Your participation is completely voluntary and we really hope you will be able to take part.] {if ff_gridmodew5=3}. [**If all members of your household complete their on-line questionnaire by May 18th, we will send each of you an additional £5 voucher**] {if ff_invitew5=1 | 3}. [If you are unable to complete your questionnaire on-line, an interviewer will be in touch with you to arrange a convenient time for an interview that should last about 30 minutes to an hour, depending on your circumstances. The interviewer will be carrying an identification card with their photograph and NatCen's logo.] {if ff_webuser=0}

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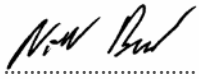
Yours faithfully,



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University of Essex

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P3026/IP5/vC

Break-off email for IP5

Subject: Your Understanding Society survey

Body:

Dear **«ff_ttl» «resp_name»**,

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 complete it.

You can still log-on and finish the survey by clicking on the following link **https://my.understandingsociety.org.uk/survey** and entering the User ID below. You need to use a computer to access the questionnaire rather than use a mobile device such as your phone.

User ID: «Unique»

I hope that you are able to complete the survey. I am grateful for your help on this important study.

If you have any questions at all about *Understanding Society*, please email us at **contact@understandingsociety.org.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.org.uk/participants.

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Yours faithfully,
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contact@understandingsociety.org.uk

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«Serial_number»«ChkL»/«FF_personno»«FF_PID»

«Serial_num»«ChkL»/«FF_personno»«FF_PID»

«title» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

«LetterDate»

Dear «resp_name»,

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You can still finish the survey by going to **https://my.understandingsociety.org.uk/survey** and entering the User ID below:

User ID: «USERID»

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«FF_ttl» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

Our ref:
P3026/**«Serial_num»**

«LetterDate»

Dear **«resp_name»**,

Thank you for completing the web survey for *Understanding Society.* As a small thank you, a £5 gift voucher 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 at all about *Understanding Society* and your involvement in it, please get in touch using the contact details below. You can also post comments, send us a message and find more information about the study, including early findings, at our special participants' website, **www.understandingsociety.org.uk/participants**.

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

Yours faithfully,

Professor Nick Buck
Director, *Understanding Society*
Institute for Social and Economic Research
University of Essex

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«FF_ttl» «resp_name»
«FF_Address1»
«FF_Address2»
«FF_Address3»
«FF_Address4»
«FF_Address5»
«FF_PostCode»

Our ref:
P3026/«Serial_num»

«LetterDate»

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