Generic advance letter

Understanding Society

A chance to influence decision making.

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Many thanks,

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Institute for Social and Economic Research
University of Essex

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Thank you

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Standard, no interview at wave 5, f2f

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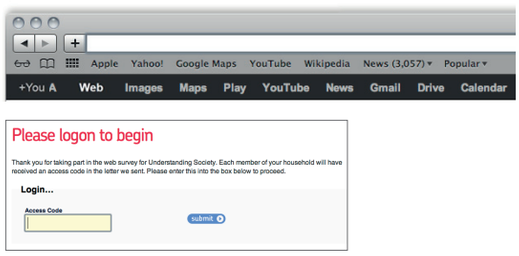

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NAT00012_IP6_Letter_Standard_YES_F2F.indd 1 04/03/2013 15:53

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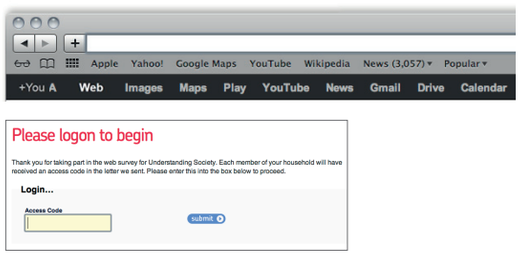

Age 17 -29 , no interview at wave 5, f2f

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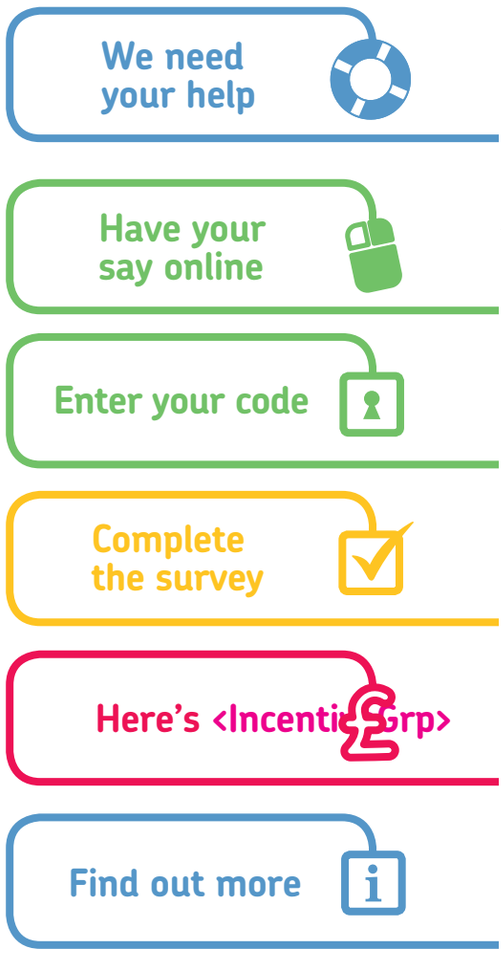

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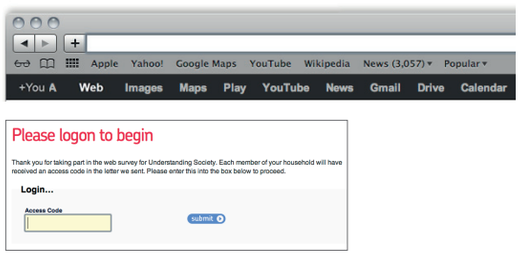

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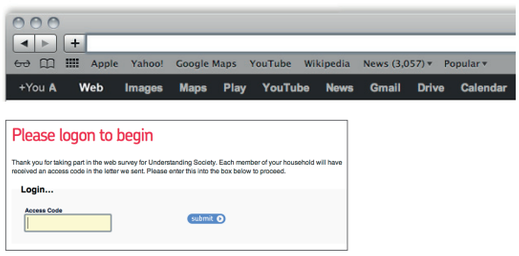

Employed/busy, no interview at wave 5, f2f

Understanding Society

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NAT00012_IP6_Letter_Employment_Busy_NO_F2F.indd 1 04/03/2013 15:36

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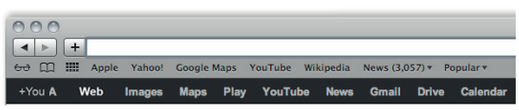

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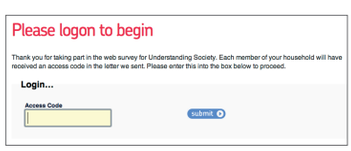

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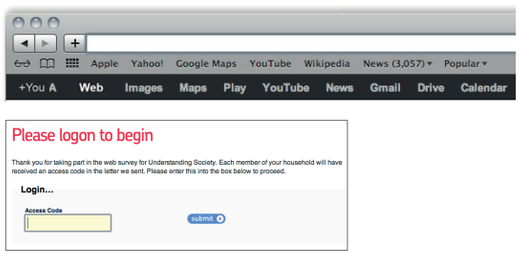

Has children, no interview at wave 5, f2f

Understanding Society

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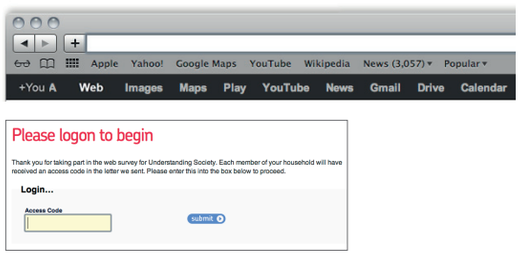

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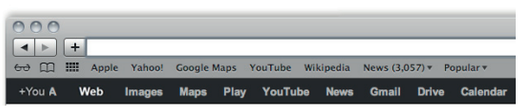

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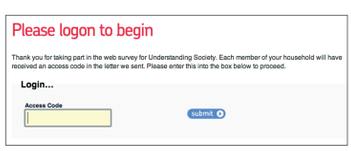

London, no interview at wave 5, f2f

Understanding Society

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NAT00012_IP6_Letter_London_NO_F2F.indd 1 04/03/2013 15:49

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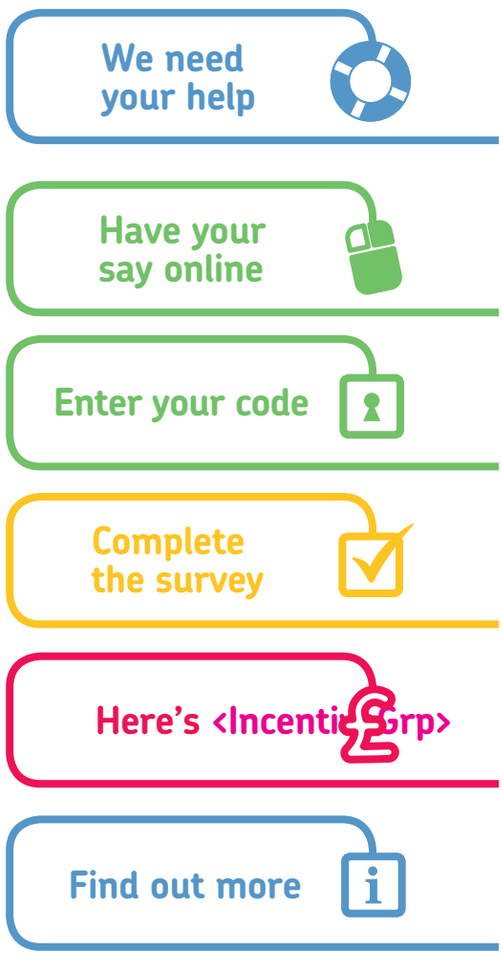

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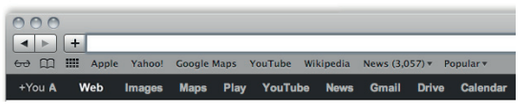

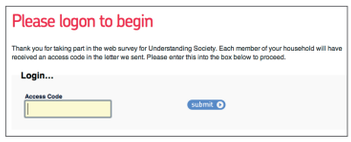

London, interview at wave 5, f2f

Understanding Society

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NAT00012_IP6_Letter_London_YES_F2F.indd 1 04/03/2013 15:48

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London, interview at wave 5, web

Understanding Society

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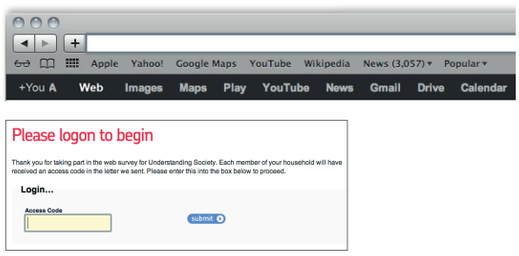

Pensionable age, no interview at wave 5, f2f

Understanding Society

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NAT00012_IP6_Letter_Pensionable_Age_NO_F2F.indd 1 04/03/2013 15:51

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Pensionable age, no interview at wave 5, web

Understanding Society

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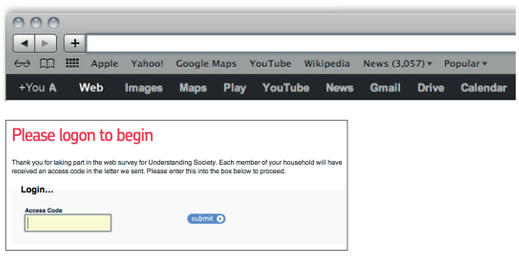

Pensionable age, interview at wave 5, f2f

Understanding Society

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NAT00012_IP6_Letter_Pensionable_Age_YES_F2F.indd 1 04/03/2013 15:50

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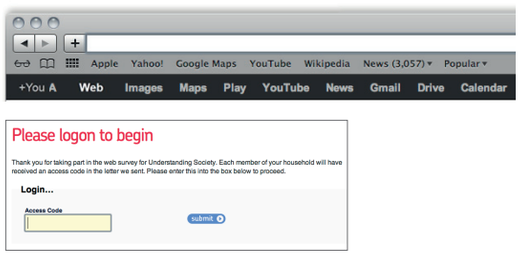

Rising 16, no interview at wave 5, f2f

Understanding Society

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A chance to influence decision making.

I would like to enlist your help. The Understanding Society survey helps researchers and policy makers understand the changes in the needs of the country across diverse subjects like the impact of the economic climate on employment prospects and the influence of mobile technology on life. By taking part, you'll be helping to influence the decisions made by everyone from government ministers to local councillors.

An interviewer will soon be in touch with you to arrange a convenient time to talk to you. As you've reached your 16th birthday, we would like to find out a little bit more about you. That's why the interview will last between 25 minutes and 45 minutes, depending on your circumstances. On the day, the interviewer will be carrying photographic identification.

<One area of particular interest this year is fuel consumption and we would like to collect readings from your gas and electricity meters. And if you have a car, we would like to know the mileage. It may help to have these handy before the interviewer calls. Of course, you don't have to tell us this, if you don't want to.>

We rely very much on the contributions you make. So to thank you for your help, I've enclosed a <IncentiveGrp> voucher, which you can cash today at any Post Office. <And, if all members of your household complete the survey online by <Deadline> we will send each of you an additional £20 voucher.>

Your participation is entirely voluntary, but we do hope you'll be able to help. By taking part, your voice is heard. If you have any questions, please call us on **0808 168 1356** or contact us at **help.understandingsociety@natcen.ac.uk**

Many thanks,

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

We need your help

We'll arrange a time

Complete the survey

Here's <IncentiveGrp>

Find out more

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.

<LetterT>

NAT00012_IP6_Letter_Rising_16_NO_F2F.indd 1 04/03/2013 15:52

Why is your opinion important?

Without your input, the survey will be less complete. The strength of the Understanding Society survey is that it talks to a wide cross section of the population. That way, we can see how factors such as the economy and the way our society is changing affect lives across the whole of Britain. That's why we need your opinions and why your participation is crucial to the accuracy of our research.

About the study.

Understanding Society is a long-term study that helps us find out about the issues that matter to everyone. How is the recession affecting you? What standard of facilities do you have in your area? Are your health care requirements being met? The information we collect can inform government policy and is used by academics and researchers who work to meet your needs.

Younger people in the house?

Young people's opinions matter to us, too. So, if there are any younger people aged 10–15 in your household, we hope that they can complete their part of the survey. We'll ask them about their hobbies, friends, school life and hopes for the future. Each young person aged 10–15 that takes part will receive a £5 voucher.

Rising 16, no interview at wave 5, web

Understanding Society

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The survey is available online at the website shown below, so you can complete it at a time that's best for you. (Please visit the website using a computer, rather than a mobile device.) As you've reached your 16th birthday, we would like to find out a little bit more about you. That's why the survey will last a little longer this time – between 25 minutes and 45 minutes.

https://www.understandingsociety.ac.uk/Survey

When you've reached the website, you'll be asked to enter your unique access code.

Your unique access code is: **<UserID>**

<If you can't complete the survey online by <Deadline>, an interviewer will visit you to conduct the survey.>

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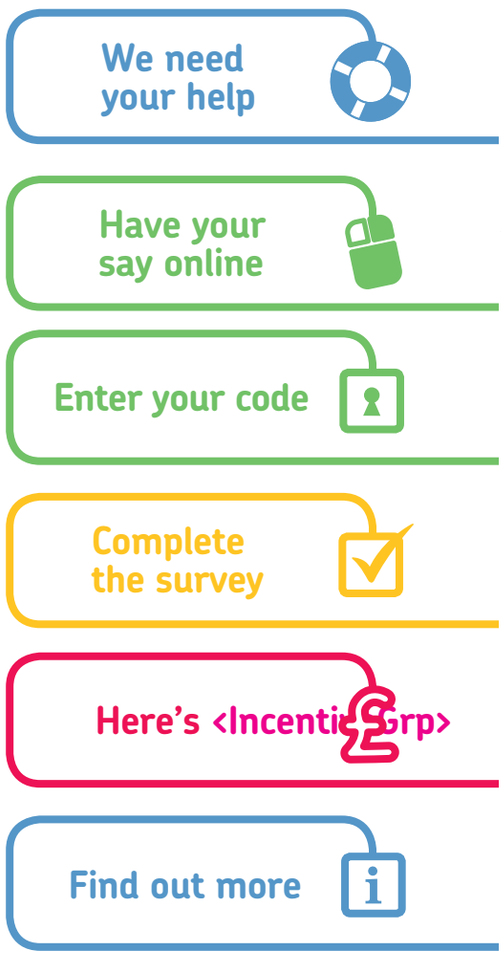

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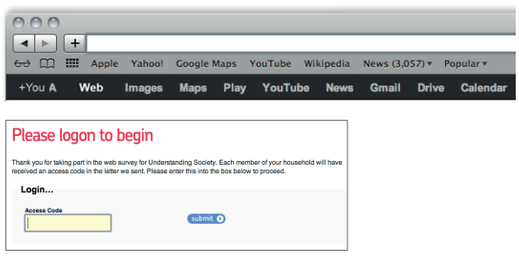
Completing the Survey online:

To access the survey please type **https://www.understandingsociety.ac.uk/Survey** into the navigation bar on your Internet Browser.

On arrival at the survey homepage please input your unique access code into the space provided and press submit