URL and passcode request (email)

Dear [INSERT NAME HERE]

Thank you for contacting the helpline for Understanding Society.

You can access your survey by going to **https://www.understandingsociety.ac.uk/Survey** and type in your unique access code in the designated place on the screen.

Your access code is: [INSERT CODE HERE]

Please do not hesitate to call again if you require any further help. For technical support accessing the survey, please contact the help-desk on freephone 0808 168 1356 or email help.understandingsociety@natcen.ac.uk.

We are grateful for your help on this important study.

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.

Break off email

Break-off email for IP6

Subject: Your Understanding Society survey

Body:

Dear «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 finish the survey by clicking onto the link below:
<<**UniqueURL**>>

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.ac.uk** or via the participants' website where you can also read some early findings, post comments, or just find out more information about *Understanding Society*: www.understandingsociety.ac.uk/participants.

For technical support accessing the survey, please contact the help-desk on freephone 0808 168 1356 or email help.understandingsociety@natcen.ac.uk.

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

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P1183

URL and passcode request (letter)

«Serial_num»«ChkL»/«FF_PID»

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

«LetterDate»

Dear «resp_name»,

Dear [INSERT NAME HERE]

Thank you for contacting the helpline for Understanding Society.

You can access your survey by going to **https://www.understandingsociety.ac.uk/Survey** and type in your unique access code in the designated place on the screen.

Your access code is: [INSERT CODE HERE]

Please do not hesitate to call again if you require any further help. For technical support accessing the survey, please contact the help-desk on freephone 0808 168 1356 or email help.understandingsociety@natcen.ac.uk.

We are grateful for your help on this important study.

Yours faithfully,

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

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P1183

Break off letter

«Serial_num»«ChkL»/«FF_PID»

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

«LetterDate»

Dear «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 finish the survey by going to **https://www.understandingsociety.ac.uk/Survey** and typing in your unique access code in the designated place on the screen.

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

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.ac.uk** or via the participants' website where you can also read some early findings, post comments, or just find out more information about *Understanding Society*: www.understandingsociety.ac.uk/participants.

For technical support accessing the survey, please contact the help-desk on freephone 0808 168 1356 or email help.understandingsociety@natcen.ac.uk.

Yours faithfully,

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

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P1183

Adult (web) with youth self-completion letter

Our Ref: 1183/«Serial_number»«ChkL»/«FF_personno»«FF_PID»

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

«LetterDate»

Dear «resp_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.

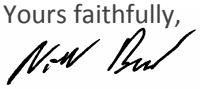
We would be grateful if you could look through the blank questionnaire and, if you are happy to do so, give it to **«Child_name»**. When **«Child_name»** has completed the questionnaire, they can put it into the envelope enclosed and it can be posted back to us, free of charge.

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

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.

P1183020

Reminder letter (web)

Understanding Society

<resp_name>
<FF_Address1_fin>
<FF_Address2_fin>
<FF_Address3_fin>
<FF_Address4_fin>
<FF_Address5_fin>
<FF_PostCode_fin>

<Date>

<Serial_number><ChkL>/<FF_PID>

<Salutation>, your help's still needed.

You may remember we contacted 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 on a local and national level. So tell us your thoughts and make your voice heard. If you have already completed the survey then please ignore this message.

The survey is available online at the website shown below, so you can complete it at a time that's best for you. (Please use a computer, rather than a mobile device.)

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: **User ID**

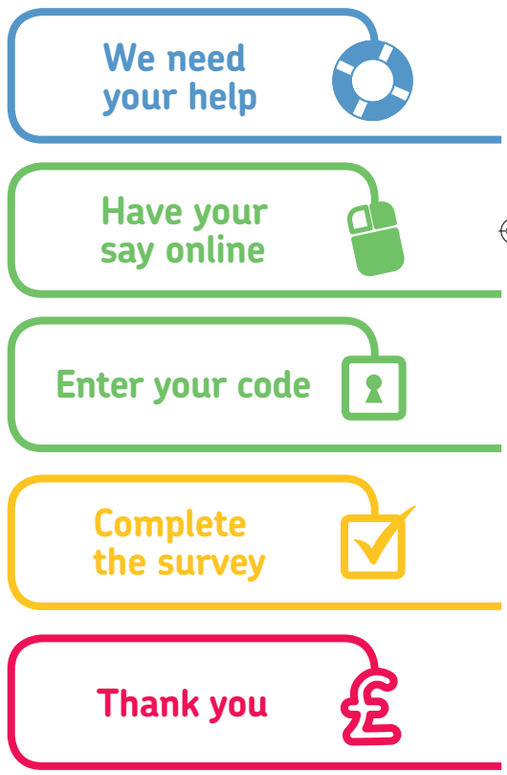
If you can't complete the survey online by <DATE>, an interviewer will visit you to conduct the survey.

We rely very much on the contributions you make. In a letter a short time ago we sent you a <incentive> voucher to thank you for your help, which you can cash today at any Post Office. <And, if all members of your household complete the survey online by <DATE> 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



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>

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.

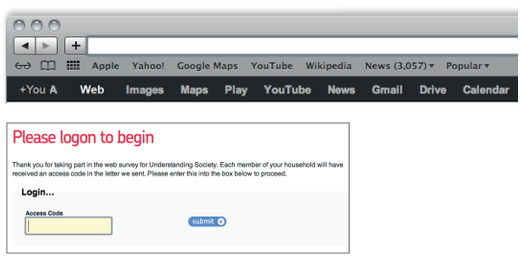
Young people in the house?

Young people's opinions matter to us too. So, if there are any young 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 child that takes part will receive a £5 voucher.

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



Additional incentive letter

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

Our ref:
P1183/«Serial_Num»«ChkL»«ff_Personno»
«FF_PID»

«LetterDate»

Dear **«resp_name»**,

Thank you for completing the web survey for *Understanding Society.* As a small thank you, a £20 Post Office 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.ac.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.

P1183016

Not received incentive letter

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

Our ref:
P1183/«Serial_Num»«ChkL»«ff_Personno»
«FF_PID»

«LetterDate»

Dear «resp_name»,

Thank you for recently taking part in an interview for *Understanding Society.* We are sorry that you did not receive the small token of appreciation with the advance invitation to take part. Enclosed is a <<ff_incentw6>> Post Office Voucher to say thank you for taking part.

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.ac.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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Youth self-completion thank you letter

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

Our ref:
P1183/«Serial_Num»«ChkL»«ff_Personno»
«FF_PID»

«LetterDate»

Dear «resp_name»,

Thank you for completing the survey for *Understanding Society.* As a small thank you, a £5 Post Office 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.ac.uk/participants**.

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

Yours faithfully,

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

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P1183017

Lottery payout promissory letter

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

Our ref:
P1183/«Serial_Num»«ChkL»/
«FF_PID»

«LetterDate»

Dear «resp_name»,

Thank you for recently taking part in *Understanding Society.* As you may remember, you were selected to receive payment as part of our set of questions about your choices of different lottery options. Congratulations!

You were awarded [amount of money] to be paid to you by [date]. At that time you will receive a Gift Card in the post which you can use in a wide range of high street stores.

You do not have to do anything to claim your Gift Card. It will be sent to you automatically. If you have not received the Gift Card by the date written above, please contact a member of the *Understanding Society* team on Freephone 0808 168 1356. Please save this letter for your reference.

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.ac.uk/participants**.

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

Many thanks,

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.

Lottery enclosed giftcard letter

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

Our ref:
P1183/«Serial_Num»«ChkL»/
«FF_PID»

«LetterDate»

Dear **«resp_name»**,

Thank you for recently taking part in *Understanding Society.* As you may remember, you were selected to receive payment as part of our set of questions about your choices of different lottery options. Congratulations!

Enclosed is your Gift Card for the amount of [amount of money]. You can use your Gift Card at a wide range of high street stores. Just take it to the checkout with you. If you have any questions, please contact a member of the *Understanding Society* team on Freephone 0808 168 1356.

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.ac.uk/participants**.

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Institute for Social and Economic Research
University of Essex

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Promissory note

Understanding Society

Serial | Add | HH | CkL | Person

To say thank you for your participation, NatCen promises to send you:

☐ x £10 voucher(s)

☐ x £5 voucher(s)

You do not have to do anything to claim your voucher. It will be sent to you automatically and you should receive it within 10 days. If you have not received the voucher by then, please contact a member of the *Understanding Society* team on Freephone 0808 168 1356.

Once again, thank you for taking part.

_____ __ __ / __ __ / __ __ __ __

Your interviewer, *Understanding Society* Date

Promissory note (lottery)

Understanding Society

Serial | | | | | | | Add | | HH | CkL | Person | |

Congratulations for being selected to receive payment.

You will receive a Gift Card with the amount of £_____

You will receive your payment by __ __ / __ __ /__ __ __ __

You do not have to do anything to claim your Gift Card. It will be sent to you automatically and you should receive it by the date written above. If you have not received the Gift Card by then, please contact a member of the *Understanding Society* team on Freephone 0808 168 1356.

Once again, thank you for taking part.

_____ __ __ / __ __ /__ __ __ __

Your interviewer, *Understanding Society* Date