



Understanding Society

IP14

IP14 Interviewer Materials

Change of address card

Contact Us Screenshot

Information leaflet

Interviewer research case studies

Laminated generic advance letter for interviewers

MRS leaflet

Privacy notice

Stable contact leaflet

Stable contact letter

Thank you card

Tracing letter

Change of address card

Moving home?

Let us know
your new address



Use the online form on our website:

www.understandingsociety.ac.uk/participants/change-of-address

Email us: contact@understandingsociety.ac.uk

Call us: Freephone 0800 252 853

Or post this card in the Freepost envelope
(no stamp needed) to:

FREEPOST RRXX-KEKJ-JGKS
Understanding Society, University of Essex,
Wivenhoe Park, Colchester, CO4 3SQ

Please let us know if you move and we will send you a £5 voucher to say thank you.

PID: _____

Name: _____

MOVING FROM...

Address: _____

Postcode: _____

MOVING TO...

New address: _____

Postcode: _____

Phone: _____

Mobile: _____

E-mail address: _____

Who will be living with you at your new address? Please list their full names and mobile number if possible as we may like to ask them to take part in Understanding Society in the future.

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Name: _____

Mobile: _____

Date of move: _____

Contact Us Screenshot



Got a question?
Call: 0800 015 2908
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Contact us

If you have any problems logging into the questionnaire or completing it, or would like information on any aspect of the study, please contact our freephone helpline: **0800 015 2908**

Or email us at:
understandingsociety@kantarpublish.com

If a member of the team is not available to take your call, please leave a message and we will get back to you as soon as we can. Please leave your telephone number, full name and the serial number (the first 9 digits before the letter) from the top of your letter. Please also see the [Frequently Asked Questions](#) page

Information leaflet

Interviewer research case studies



We asked

You have recently had a new baby, do you plan to return to work at any time in the future? If not, why not?

The research

Researchers from the University of Kent used Understanding Society data to show how flexible working hours and being able to work remotely can help women maintain their careers after having children. Despite the increased number of women in work in the UK, many reduce their working hours or stop working altogether after childbirth.

What the research found

- Women who are able to use flexible working are less likely to reduce their working hours after the birth of their child.
- This is especially true for women who used flexitime both before and after the birth of their child.
- First-time mothers with access to flexible working are more likely to return to work.

In the news

- **Flexible workers aren't shirkers even when doing it from home** (The Times, 16th January 2019) <https://www.thetimes.co.uk/article/flexible-workers-aren-t-shirkers-even-when-doing-it-from-home-z7xkcxsxz>
- **Want more women in top positions? Provide them with more flexibility at work** (The Conversation, 18th August 2017) <https://theconversation.com/want-more-women-in-top-positions-provide-them-with-more-flexibility-at-work-82188>
- **Mums forced out due to lack of flexible jobs** (Working Mums, 18th October 2016) <https://www.workingmums.co.uk/mums-forced-due-lack-flexible-jobs/>

Does being busy stop people being 'green'?



We asked

We asked about people's¹ environmental behaviours such as whether they might put on more clothes instead of turning the heating up or decide not to buy a product because it had too much packaging. We also asked how satisfied people were with certain aspects of their lives including income and amount of leisure time.

The research

A group of ecological economics researchers from Portugal, Scotland and Germany used the data to try to find out whether modern day 'busyness' prevents people from behaving in a more environmentally-friendly way.

What the research found

- People act less 'green' when they feel that they don't have a good work-life balance.
- The actual availability of leisure time does not affect pro-environmental behaviour.
- People who see themselves as environmentally-friendly are more likely to behave pro-environmentally.
- People become 'greener' as they get older.
- More educated people (those with a university degree) are more likely to behave pro-environmentally.
- People with small children have fewer environmentally-friendly behaviours because of time constraints.

In the news

- Are you as environmentally friendly as you think? (The Observer, 14th May 2017)
<https://www.theguardian.com/lifeandstyle/2017/may/14/are-you-as-environmentally-friendly-as-you-think-personality-quiz>

Policy implications

Policies aiming to encourage pro-environmental behaviours should focus on helping people to cope psychologically and emotionally with feelings of time pressure and overworking, rather than just adapting work legislation to offer better work-life balance.

¹ Only responses from employed participants were used to better estimate work-life balance



We asked

About how much time does it usually take for you to get to work each day, door to door (in minutes)? And how do you usually get to your place of work?

The research

Researchers from the universities of Leeds and Bristol used Understanding Society data to examine the impacts of commuting to work on the wellbeing of more than 26,000 employees in England over a five-year period.

What the research found

- 20 minutes extra commuting time each day reduces job satisfaction as much as taking a 19% pay cut.
- People who walk or cycle to work are less affected than other commuters, even with the same duration of commute.
- Bus commuters are worse affected by longer commute times.
- Longer commutes by train are less stressful than shorter ones.
- Longer commutes reduce women's job satisfaction more than men's.

In the news

- Long slog to office 'as bad as a pay cut' (The Times, 23rd October 2017) <https://www.thetimes.co.uk/article/long-slog-to-office-as-bad-as-a-pay-cut-rg0p83jcv>
- A 20 minute increase in commute time is as bad as taking a pay cut, study finds (The Telegraph, 23rd October 2017) <http://www.telegraph.co.uk/news/2017/10/23/20-minute-increase-commute-time-bad-taking-pay-cut-study-finds/>
- Why you should live closer to work: 20 minutes extra commuting per day is equivalent to a 19% pay cut when it comes to job satisfaction (The Daily Mail, 23rd October 2017) <http://www.dailymail.co.uk/sciencetech/article-5008921/Dissatisfied-job-Maybe-closer.html>
- Extra 20 minutes commuting per day 'equivalent to 19% pay cut' for job satisfaction (The Evening Standard, 23rd October 2017) <https://www.standard.co.uk/news/transport/extra-20-minutes-commuting-per-day-equivalent-to-19-pay-cut-for-job-satisfaction-a3664951.html>

Some pensioners' income overtakes working-age households'



We asked

How well are you managing financially these days?

We also asked questions about job income and other earnings or sources of income.

The research

A report for the Resolution Foundation looked at how income has grown across different generations over the last 50 years by using various datasets including Understanding Society.

What the research found

- The over 65s are much more likely to feel they are living comfortably and less likely to be having difficulty managing financially.
- Typical pensioner households are now £20 a week better off than typical working age households.
- The proportion of pensioner households in which at least one person works has increased by 7.5% since 2001 despite increases in the state pension age.
- A typical pensioner's benefit income has increased by 8% since 2001.
- The number of pensioners who own their own home has increased by 9% since 2001, reducing their housing costs.

In the news

- Pensioner household incomes higher than those of working age, study finds (The Independent, 13th February 2017) <https://www.independent.co.uk/news/uk/politics/pensioner-household-income-higher-than-working-age-as-time-goes-by-study-a7576736.html>
- Pensioner incomes 'outstrip those of working families' (BBC News, 13th February 2017) <https://www.bbc.co.uk/news/business-38948369>



We asked

Are you currently employed? Are you still working in the same employment as you were before? When did you start this job?

The research

Researchers from the University of Manchester and King's College London using Understanding Society data found that around one in four retirees in the UK return to work or 'unretire', mostly within five years of retiring.

What the research found

- Unretirement is not linked to financial issues.
- After ten years, a retiree's chances of returning to paid work are low.
- Men are 26% more likely to return to paid work following retirement than women.
- People in good health are around 25% more likely to return to paid work.
- People whose partner works are 31% more likely to unretire.
- Mortgage payers are 50% more likely to return to work than those who own their homes outright.
- People with post-secondary qualifications are almost twice as likely to return to work as those without.

In the news

- One in four people return to work after retirement to top-up their pension (The Sun, 2nd November 2017) <https://www.thesun.co.uk/news/4823758/returning-to-work-after-retiring/>
- More Britons un-retiring, but it's not for the money (The Times, 2nd November 2017) <https://www.thetimes.co.uk/article/more-britons-un-retiring-but-it-s-not-for-the-money-b3hn56s5q>

Older people are happier if they take part in 'creative activities'



We asked

In the last 12 months, have you taken part in any of the following activities? Dancing, singing, playing a musical instrument, participating in a theatre production, painting, photography, graphic design, writing, craftwork etc.

The research

Age UK published a report using Understanding Society data from 13,000 over-60s which found that taking part in 'creative activities' such as the arts is closely linked to a strong sense of wellbeing in later life.

What the research found

- Older people who are in good health, have access to transport and friends to do things with are more likely to take part in these activities.
- Having heavy caring duties, living in a rural area and being unwell make it a lot harder to take part in these activities.

Policy implications

Caroline Abrahams, Charity Director at Age UK, said: "Age UK's research highlights the importance of staying in touch with the world around you in later life— whether this is through social, creative or physical activities, paid work, or by belonging to some form of club or community group. There are multiple benefits, including to our physical and mental health, and it really can make a big difference to how older people feel about themselves and their capacity to enjoy their later lives.

"This is why we are encouraging older people to see what activities are on offer locally and try out something new and hopefully fun. This can be a great opportunity to discover a fresh interest or hobby, meet likeminded people and make new friends."

"The message to policymakers is that there are very tangible gains to older people's health and wellbeing from taking part in local cultural and other activities, so rather than being seen as 'nice to have' they deserve both recognition and support in local and national public health strategies."

What affects young people's chances of finding work after leaving school?



We asked

We asked young adults to rate their level of satisfaction with several aspects of their lives including their health, income, amount of leisure time and life overall. We also asked them about their friendships, relationships with their families and their social lives as well as their current employment situation.

The research

In a study carried out for the What Works Wellbeing Centre, researchers from the universities of Essex, East Anglia, Reading, Hertfordshire and Sheffield used five years of longitudinal data from Understanding Society to explore what affects 16-25 year olds' chances of finding employment after leaving education. They found that young people with lower levels of life satisfaction are less likely to go on to find a job.

What the research found

- Young people with lower levels of self-reported life satisfaction are significantly less likely to go on to find a job.
- Personality matters: introverted students who are 'completely' satisfied with their life are much more likely to end up with a job than if they are 'completely dissatisfied'.
- In contrast, students with high levels of extraversion have a higher probability of being employed (more than 70%) whatever their level of life satisfaction.
- Young women are much more likely to find employment than young men.
- Young Pakistanis are far less likely to find employment than White British students.
- Students whose parents have lower skilled occupations (when the students were aged 14) are less likely to find a job.

Policy implications

Policies aiming to support student wellbeing would help increase their chances of finding employment after education. Actions targeting introverts in particular would be useful, such as mentoring through recruitment and interview processes.

What is making the UK's teenagers unhappy?



We asked

On a scale of 1 to 7, how happy do you feel with:
Your school work? Your appearance? Your family?
Your friends? Your school? Your life overall?

The research

In 2017, the Children's Society annual Good Childhood Report, based on data on 3,000 10-17 year olds, found that more than half (53%) have experienced at least three hardships in the last five years, making them far more unhappy. Teenagers who have experienced seven or more serious issues in their lives are ten times more likely to be unhappy than those who have experienced none.

Understanding Society and BHPS data was used in the report to show that children's wellbeing is as low as it was 20 years ago: from 1995 to 2010, children's happiness with their lives rose steadily, but then this progress started to reverse.

What the research found

- One in three teenage girls is fearful of being followed by a stranger and one in four boys is worried they'll be assaulted.
- Pressure to fit in with society's expectations is making children unhappy.
- Alarming numbers of children are self-harming.
- Non-stop comments about appearance are harmful to girls' wellbeing.
- Outdated gender stereotypes are damaging to boys' and girls' happiness.
- Family relationships are particularly important for girls.

In the news

- **Study shows millions of children in the UK are worried about crime** (The Guardian, 30th August 2017) <https://www.theguardian.com/society/2017/aug/30/study-shows-millions-children-uk-worried-crime>
- **One in three teenage girls lives in fear of being stalked by a stranger, shock research reveals** (The Mirror, 30th August 2017) <https://www.mirror.co.uk/news/uk-news/one-three-teenage-girls-lives-11078120>

What background factors influence young people's educational aspirations?



We asked

What are the highest level exams you would like to gain? How likely are you to go to university?

We also asked about a variety of topics such as visiting art galleries, discussing books at home, the number of evenings spent doing homework, relationship with siblings and quarrelling with parents.

The research

Researchers from the University of Warwick used Understanding Society data on over 10,000 young people to look at how aspects of their home environment affect young people's behaviour, their wellbeing and their educational aspirations.

What the research found

- Teenagers who spend quality time with their parents are more likely to want to further their studies.
- Adolescents who take part in cultural activities with their mother and father are more likely to want to continue their studies post-16 than those who don't (even those who attend homework clubs or participated in extra-curricular activities).
- Younger boys are less aspirational than slightly older adolescents and girls in general.
- Teenagers who are confident at solving problems are more likely to want to gain GCSEs.
- Teenagers who are close to their parents are twice as likely to want to gain GCSEs.

In the news

- Trips to the museum can spark teen ambition (Futurity, 6th April 2016) <https://www.futurity.org/teenagers-education-aspiration-1133252-2/>
- This Is the Top Predictor of Whether You'll Want to Go to College (Teen Vogue, 6th April 2016) <https://www.teenvogue.com/story/teens-spending-time-parents-influences-college-attendance>
- Quality time rather than study time improves teens' educational aspirations (EurekAlert!, 6th April 2016) https://www.eurekalert.org/pub_releases/2016-04/uow-qtr040616.php

How do parents' influence their children's opinions on gender roles in later life?



We asked

To what extent do you agree with these statements?:

“A husband's job is to earn money: a wife's job is to look after the home and family”.

“All in all, family life suffers when the woman has a full-time job”.

The research

Researchers from the London School of Economics used data from the BHPS and Understanding Society on nearly 4,000 children aged 10-15 to see to what extent what parents say and do influences how children form their opinions about gender roles later on in life.

What the research found

- Seeing what parents do has a much bigger influence than what parents say when children are developing their own attitudes towards gender equality.
- Whatever parents said, seeing their mother as a housewife influenced children into believing in gender inequality later in life.
- Children whose mother works full time develop less traditional attitudes.
- Boys are more affected by their father's attitudes than their mother's.

Policy implications

The results may be helpful for targeting public policies towards greater gender equality. Policies aimed at increasing the participation of fathers in housework may foster more balanced gender equality attitudes in young people in the future.

Which issues in 10-year-olds are linked to mental illness later on in their lives?



We asked

In the youth self-completion questionnaire, we asked about a range of emotional symptoms, peer relationship problems, conduct disorders, hyperactivity/inattention disorders and pro-social behaviour.

We also asked about screen time, diet/exercise, feelings about appearance, feelings about school, bullying, and family relationships as well as household and personal characteristics.

The research

One in ten children (or three children in every classroom) has a diagnosable mental health disorder and half of all lifetime cases of mental illness begin by age 14, with three quarters developing by age 24. Using data on 10- to 15-year-olds from Understanding Society, researchers from the Children's Society and Barnardo's explored which issues affecting children about to move up to secondary school were most strongly linked to mental ill health later on.

What the research found

- Children who argue frequently with their mother or who don't feel supported by their family are four times more likely to have mental health problems, such as depression or anxiety, by the time they are 14-15 years old.
- Around 1 in 10 (11%) UK children aged 10-11 regularly argue with their mother.
- 1 in 6 (17%) don't feel supported by their family in most aspects of their life.
- Children (1 in 20) who are bullied a few times each week are 19 times more likely to have mental health problems by the time they are 14.
- Children unhappy with their appearance as 10-year-olds (around 1 in 10) are three times more likely to develop mental ill health at 14 compared with those who are happy with their appearance.

Policy implications

Policies should aim to support schools in identifying these emerging issues at age 10-11 and help manage the transition to secondary school for children with poor mental health in order to help prevent mental illness in alter childhood and adult life.



We asked

About how many hours do you spend on housework in an average week, such as time spent cooking, cleaning and doing the laundry?

The research

An international research team from the University of Zaragoza and the University of Dundee used data including Understanding Society's on how much time parents spend on housework to see what influence this has on their children.

What the research found

- Children do more housework when fathers help with the chores.
- The amount of housework children do is less affected by how much the mother does.
- Fathers do more housework when their wife has non-traditional gender role attitudes towards who should do the chores.
- If the mother has a job, this has a large and significant effect on children's housework time.
- Mothers in work and/or mothers without educational qualifications have a bigger effect on children's housework time.
- The more time parents devote to housework, the more time their children do the same.
- Father and children's time spent doing housework depends on the mother's job and educational status.
- In households where the mother does not work, the more likely children are to follow their father's housework behaviour.

Policy implications

Policies aimed at increasing the participation of fathers in housework may foster greater gender equality in housework time in the future.

How much do young people feel like they 'belong' in their communities?



We asked

How many close friends do you have? Do you go out socially or visit friends when you feel like it? Do you like living in this neighbourhood? Is this a close-knit neighbourhood? Are people around here willing to help their neighbours? Can people in this neighbourhood be trusted?

The research

The Office for National Statistics used data from Understanding Society to look at how well different age groups are integrated into their local communities and feel a sense of belonging.

What the research found

- Young people (18- to 24- year-olds) are much less likely to trust others in their local area (47%)
- Around 80% of over-75s say they do trust people in their local area.
- Young people are also less likely to stop and talk to their neighbours, or borrow things and exchange favours with them.
- Less than half (47%) of young people feel that they belong to their local area, compared with around 8 in 10 people (81%) of over 75s.
- However, a high number of people of all ages felt that their local area was a place where people from different backgrounds got on well together.

Other findings

Using data from other sources, the ONS report also found that:

- The over 75s are the least likely to have at least one close friend.
- Around 1 in 4 women (24%) and in 1 in 5 men (19%) aged over 75 care for someone sick, disabled or elderly within their household.
- Middle-aged people (aged 45 to 54) are the most likely to feel lonely and the least likely to socialise.

Youth unemployment leaves long-term scars for those in their late 20s



We asked

Are you currently employed? Are you on a full-time, part-time, permanent or temporary contract? Are you currently unemployed or in a government training scheme? Are you currently in full-time education?

We also track changes in employment status every year.

The research

Working on a project called Negotiate, centred on young people in Europe, researchers at the Oslo and Akershus University College of Applied Sciences used Understanding Society data to look at 'scarring' effects of early unemployment on long-term job security and salary prospects.

What the research found

- Young people trying to move from education to employment during the height of the financial crisis in 2007-2008 will feel the negative consequences on income, job opportunities and wellbeing later on in their lives.
- Gender, levels of education, parental education and psychological wellbeing can slightly reduce the negative effects of early unemployment on long-term job prospects.
- Women in particular are more at risk of long-term unemployment and lower salaries.

Policy implications

Employment policies and programmes need to take into account how the experience of early unemployment, and individual and family characteristics during adolescence can cause long-term employment issues in order to adequately address unemployment and improve the ability for young people to cope with and find employment.



We asked

In the BHPS, we asked how satisfied people were with certain aspects of their lives including their health, income, home, job, social life, amount of leisure time, their life overall and whether they felt more satisfied with life, less satisfied or about the same as they did a year before.

The research

Researchers from the Max Planck Institute for Demographic Research in Rostock and the University of Western Ontario used Understanding Society data to see to analyse parents' satisfaction levels before the birth of their first child, and for a long period afterwards.

What the research found

- Among parents over 34 satisfaction rises before and during the year of the birth, and then falls slightly.
- The level of satisfaction among parents aged 34+ is consistently higher than younger parents'.
- Parents' overall satisfaction level is higher if they are in good health, have a job, a high income and are well-educated.
- Women's satisfaction levels tend to rise more than those of men before and just after having a child.
- Having a second child also increases parents' life satisfaction.
- Having a third child has no positive influence on parents' satisfaction and may even have slight negative effects.

In the news

- **Thinking about having baby number THREE? One and two might have made you happy, but new research suggests a third child doesn't bring any extra joy** (Daily Mail, 28th October 2014) <https://www.dailymail.co.uk/femail/article-2810942/Thinking-having-baby-number-THREE-One-two-happy-new-research-suggests-child-doesn-t-bring-extra-joy.html>
- **A third baby is not a bundle of joy for parents** (The Telegraph, 30th October 2014) <https://www.telegraph.co.uk/news/science/science-news/11194267/A-third-baby-is-not-a-bundle-of-joy-for-parents.html>
- **People who have their kids after 35 are happiest** (Quartz, 30th October 2014) <https://qz.com/289415/people-who-have-their-kids-after-35-are-happiest/>
- **Having kids later makes for a happy family** (The Local, 6th July 2015) <https://www.thelocal.de/20150706/older-parents-are-happier-parents-claims-study>

Being repeatedly subjected to racial discrimination causes mental health problems over time



We asked

We asked questions about people's experiences of harassment, such as being shouted at, being physically attacked, avoiding a place, or feeling unsafe and if they felt that these attacks were motivated by their ethnicity.

The research

Researchers from the Centre on the Dynamics of Ethnicity used Understanding Society data to explore how repeated experiences of racial discrimination can affect mental and physical health over time. They looked at the accumulation of experiences of racial incidents across five years to find out whether these were linked to changes in mental health.

What the research found

- Mental health problems are significantly higher among ethnic minorities who have experienced repeated incidents of racial discrimination.
- The fear of avoiding spaces and feeling unsafe due to racial discrimination has the biggest cumulative effect on the mental health of ethnic minorities.

In the news

- **Racism Is Bad For Your Health: Minorities Have Poor Mental Health Because Of Racial Discrimination** (International Business Times, 27th July 2016)
<http://www.ibtimes.com/racism-bad-your-health-minorities-have-poor-mental-health-because-racial-2395432>
 - **How Racism Affects Your Mental Health** (Shape, 2nd August 2016)
<https://www.shape.com/lifestyle/mind-and-body/how-racism-affects-your-mental-health>
 - **Experiencing Racism Makes You High Risk for Mental Health Issues** (Teen Vogue, 2nd August 2016) <http://www.teenvogue.com/story/racism-mental-health-distress-study>
-



We asked

What is your ethnic group?

We also asked questions about job income and other earnings or sources of income.

The research

In 2016, the Joseph Rowntree Foundation commissioned a report to look at understanding ethnicity in the context of addressing poverty effectively to raise living standards. The researchers used Understanding Society to build a comprehensive picture of the economic situation of people from all ethnicities in the UK.

What the research found

- Over 40% of Bangladeshi and Pakistani children are growing up in poverty, compared with 31% of Chinese, 22% of Black Caribbean and 15% of children in the white majority population
- Over a third of Pakistani men and over half of Bangladeshi men are paid below the living wage
- Nearly a quarter of all graduates are now over-qualified for their jobs, but for Black African graduates this figure rises to 40%

Policy implications

These findings demonstrate the need for specific actions to improve the quality of jobs and improve access to them among ethnic minority groups. To drive down overall poverty, there is a need to particularly focus on persistent poverty amongst Black African and Pakistani groups.

Laminated generic advance letter for interviewers



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>



Counter

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Be part of something big...

Dear **RESP_Name**

I am writing to ask for your help with a world-leading study about life in the UK.

Understanding Society is the largest survey of its kind in the world, and follows the lives of tens of thousands of people who live in the UK. We've been interviewing people across the UK for over 25 years and the information our participants give us helps university researchers, government departments and charities to understand what real people think, feel and do.

You can find out more about Understanding Society on our website –www.understandingsociety.ac.uk

Have questions or want more information?

Call our participant helpline on 0800 252 853 or email us contact@understandingsociety.ac.uk. We'll be pleased to hear from you and answer any questions you have.

With many thanks,

Professor Michaela Benzeval

Director, Understanding Society.

Taking part

An interviewer will soon be in touch with you to arrange a convenient time to talk to you.

All our interviewers carry photographic identification, so you can be confident of who they are when they visit you.

Participating in Understanding Society is completely voluntary, but we do hope that you'll take part.

Yes, I've moved house:

ff_PID

Name: _____

New address: _____

Postcode: _____

Home Phone (inc STD code): _____ Mobile: _____

Email 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: _____

Your continuing participation is very important to us...

...so please let us know if you move to a new home.

You can use the form on the Understanding Society website at www.understandingsociety.ac.uk/participants



**Freephone
0800 252 853**



or return this slip in the Freepost envelope (no stamp needed)



If you forward us your new address, we will send you a £5 voucher.

MRS leaflet

This Understanding Society interview was conducted by:

Interviewer Name: _____

Interviewer No: _____

Date: _____

Kantar are conducting this project as an 'MRS Company Partner', which can be verified by calling the MRS Freephone on 0800 975 9596.

What is the Market Research Society?

The Market Research Society (MRS) is the professional body for market researchers. The MRS Code of Conduct regulates all market research activity in the UK, in compliance with Data Protection and Human Rights legislation.

Under the MRS Code of Conduct, you have the right:

- To know the purpose of the interview
- To know who is interviewing you: Interviewers always carry the MRS personal identification card to identify themselves, this gives the interviewer's name, photograph and organisation
- To end the interview at any point
- To know that any personal information provided will only be used for the purposes about which you have been told

The information that is collected is strictly controlled and used only for research purposes, so you can be assured that taking part in our interview will not result in any subsequent sales or promotional activities by third parties.

For more information on the Market Research Society, contact:

The Standards Manager, Market Research Society, 15 Northburgh Street, London EC1V 0JR Telephone: 020 7490 4911 email: codeline@mrs.org.uk or visit website www.mrs.org.uk

Kantar is compliant with the following standards and legislation:

The Data Protection Act 2018, The Market Research Society (MRS) Code of Conduct, ISO 20252, ISO 9001 and ISO 27001

Privacy notice

Privacy Notice

Linking education records held by the Department for Education (DfE) to survey data held by the Economic and Social Research Council.

The DfE hold education details for those born since 1984 who attended school in England and those born since 2008 attending pre-school in England. For the purposes of the Data Protection Act, the DfE is the data controller.

The DfE will identify your/your child's education records and establish this link between these and your/your child's Understanding Society survey responses. During this process the DfE will be responsible for ensuring that the personal information used to link your answers to your education records (your name, address, sex, date of birth and school name, as applicable) handled during this process is handled fairly and in compliance with the Data Protection Act. Once a link has been established, the DfE will delete your/your child's personal details. They will not keep a copy of these personal details.

How the information passed to DfE will be used

If you provide permission for your/your child's education records to be linked to your/your child's survey answers, the Institute for Social and Economic Research (ISER) at the University of Essex, acting for the Economic and Social Research Council (ESRC), will pass your/your child's personal details (such as full name, gender, date of birth, and full address) to the DfE. These are the minimum details necessary for the DfE to be able to identify the correct record on the National Pupil Database (NPD) and/or the Early Years Census (EYC) and/or Individualised Learner Record (ILR) so that this information can be linked to the Understanding Society survey information.

Your/your child's personal details (name, address, sex, date of birth and school name) will not be used for any other purpose and the DfE will delete all personal details passed to them as soon as they have linked the answers with the education records.

The education information from the NPD and/or EYC and/or ILR which is linked to the Understanding Society survey information will only be used for research and statistical purposes. All personal data will be treated in accordance with the Data Protection Act.

How the information will be stored

All information will be securely stored and transferred via secure transfer systems.

Withdrawing consent to link in education data

You may withdraw permission for your/your child's education data to be linked at any time, in which case no further links between your answers and their education records would be made. However, the education records that had already been linked in up to that date will be kept and used for research and statistical purposes only. If you wish to withdraw your permission, please contact the study at: FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ.

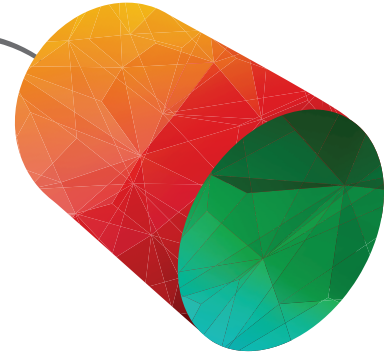
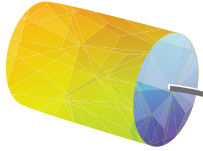
Please ensure that in your notification you tell us if you are withdrawing consent for you or your child/ren and to state your or their name.

Further information

If you would like to know more about the process of data linking or what will be done with the linked data, please see the Understanding Society website: www.understandingsociety.ac.uk/participants. If you have any concerns about how your personal data is being stored, handled or used as part of this survey, please contact the study on Freephone 0800 252853 in the first instance.

Stable contact leaflet

Help us stay in touch



Understanding
Society

You've been nominated as the 'Stable Contact'
for someone who is part of the Understanding Society study.

What is Understanding Society?

Understanding Society is a special study that follows the lives of tens of thousands of people who live in the UK. The Study collects information about people's life events, family life, health, education and work, social attitudes and more. Taking part in the Study helps us understand how life in the UK is changing and what stays the same.

Who uses Understanding Society?

Understanding Society is used by university researchers, government departments, think tanks and charities to understand what real people think, feel and do.

What does a Stable Contact do?

We contact our Study members every year to ask them to complete their survey. Sometimes we lose touch with Study members, perhaps because they've moved house or are working away from home for a long period of time. If we don't get a response from the Study member they have asked us to contact you to see if you have up-to-date contact details for them. You don't have to tell us this information if we do need to contact you, but it would be very helpful for our Study if you did.

The person who has nominated you as their Stable Contact has given us permission to ask you this information. In order to contact you the Study member has given us your name and postal address.

Are my contact details confidential?

Yes. We take great care to protect the confidentiality of our Study members and their Stable Contacts. Your contact details will only be used if we can't get in touch with the Study member through the contact details that they have given us. You may ask to be removed from our list of stable contacts at any time – just contact us using the details below. Your contact information is never shared with anyone outside the Study and is never used for marketing purposes.

Who runs Understanding Society?

The Study is run by researchers at the University of Essex. We are funded by the Economic and Social Research Council and some government departments.

How can I find out more?



You can visit our website: www.understandingsociety.ac.uk



You can contact our participant liaison team by email:
contact@understandingsociety.ac.uk



By Freephone: **0800 252 853**



Or write to us: **FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ.**

We'll be really pleased to hear from you.

Stable contact letter



Date: ____/____/____

Dear _____,

You may be aware that _____ participated in an important research project called *Understanding Society* last year. The study is concerned with how things change over time, and we are hoping to revisit everyone who participated last time, to see how their lives have changed or stayed the same.

Unfortunately, we have been unable to contact the person named above. They gave us your name as a contact in the event of any change in their circumstances, and we would be most grateful if you would let us know their current address and telephone number, wherever they are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us their name, address and telephone number you are not committing them to be interviewed. Taking part is entirely voluntary, though we very much hope to achieve an interview with everybody who has taken part previously, so that our results give an accurate picture of people's experiences. Once we have their new details, an interviewer will contact them and invite them to take part.

If you have any questions about the study, please visit **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you for your help.

Yours sincerely,

.....
Your Interviewer
Understanding Society

.....
Professor Michaela Benzeval
Director, *Understanding Society*

✂-----

Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

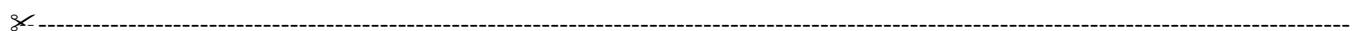
Serial:

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Person number:

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Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.

Thank you card



Understanding
Society

Thank
you!

Thank you for

taking part in

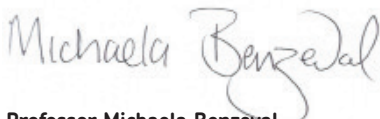
Understanding

Society.

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

We look forward to speaking to you again next year.

With many thanks,

A handwritten signature in dark ink, reading "Michaela Benzeval". The script is fluid and cursive, with the first name and last name clearly legible.

Professor Michaela Benzeval –
Director, Understanding Society.



Keep in touch with Understanding Society

Go to our website:

www.understandingsociety.ac.uk/participants

Email: contact@understandingsociety.ac.uk

Follow us on

Twitter: @usociety

Instagram: /usociety

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

Tracing letter



Date ____/____/____

Dear _____

This time last year we interviewed your household for *Understanding Society*. The study is concerned with how things change or stay the same over time – your participation can help us paint a unique picture of what the UK looks like today and how it is gradually changing.

We would very much like to interview you and your household again this year; however, I called today at the address your household was interviewed at last year and found that you now live elsewhere. I spoke to _____ who did not wish to give your new address or telephone number without your permission, but did agree to forward this letter to you on our behalf.

We would be most grateful if you would let us know your current address and telephone number, wherever you are living now. You can call us on Freephone **0800 252 853**, email us at **contact@understandingsociety.ac.uk** or complete and return the reply slip below in the Freepost envelope provided – you do not need a stamp.

By giving us your name, address and telephone number you are not committing yourself to be interviewed. Once you have confirmed your new details, an interviewer will contact you and invite you to take part. If you are willing, a convenient time for an interview can then be arranged.

The study is being conducted by researchers from the University of Essex, together with Kantar. If you have any questions about the study, or would prefer not to be contacted again, please visit the special participants' website at **www.understandingsociety.ac.uk** or call us using the Freephone number above.

Thank you in advance for your help.

Yours sincerely,

.....
Your interviewer
Understanding Society

.....
Professor Michaela Benzeval
Director, *Understanding Society*

✂ -----

Please complete this reply slip using BLOCK CAPITALS

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Serial:

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Person number:

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Please turn over



Please return the completed reply slip in the enclosed Freepost envelope – you don't need a stamp if you post it in the UK.

If you have any queries about this reply slip, or about *Understanding Society*, please call Freephone **0800 252 853** or email **contact@understandingsociety.ac.uk**

Thank you.