

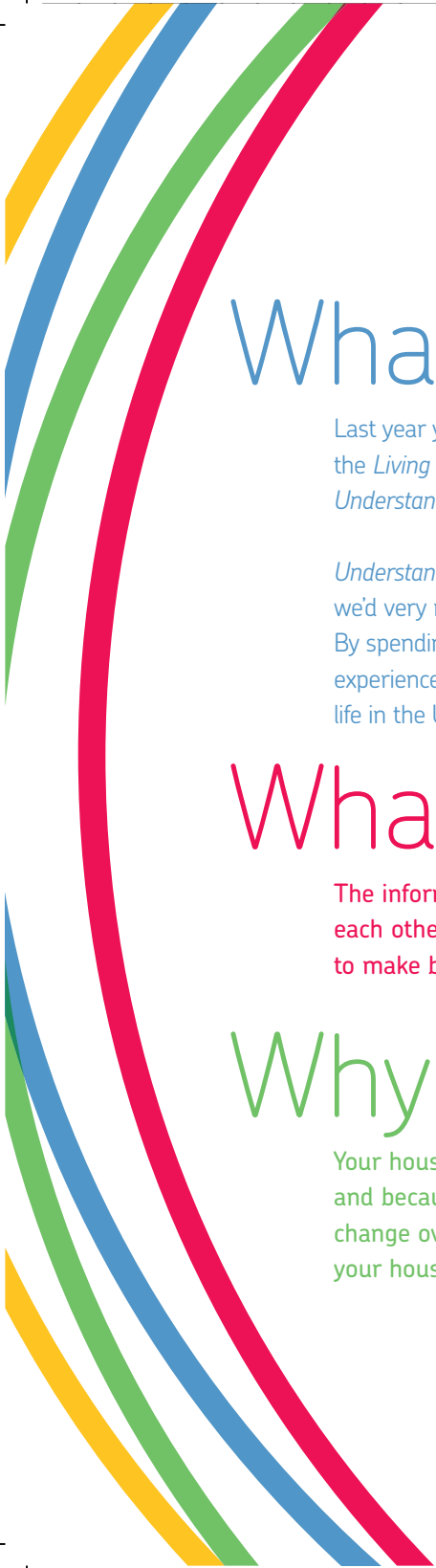


All you need to know about Understanding Society



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What is it?

Last year your household kindly agreed to be interviewed for the *Living in Britain study*, which has now been renamed as *Understanding Society*.

Understanding Society is the biggest study of its kind in the world and we'd very much like you and the people you live with to be involved. By spending just a short time answering questions about your experiences and opinions you will help us paint a unique picture of life in the UK and how it's changing.

What's it for?

The information from the survey will help us learn more about each other, and will help people who analyse and design policies to make better decisions about how to improve everyone's lives.

Why me?

Your household's help in the past was greatly appreciated and because the study is concerned with how people's lives change over time we would really like to interview you and your household again.

What do I have to do?

To join in, all you have to do is answer some questions about your life and your opinions. The interview will take around half an hour per person but it could take up to an hour depending on your circumstances. It will cover some of the key areas of life such as health, families and employment.

Who do you want to talk to?

We would like to talk to everyone aged 16 and over who lives in your home. If parents give their consent, we would also like young people aged 10-15 to complete a short questionnaire on-line.

Are you new to this household?

You are being asked to take part because you are now living in the household of someone who is taking part in *Understanding Society*. Without having your information, we cannot gain a complete understanding of how household and family circumstances may be changing. We hope you agree to take part as your help would be greatly appreciated.

How many people are being asked to take part?

This is the largest social research project of its kind – we're asking 80,000 people in 40,000 households to take part.

How do I find out more?

For more information visit: www.understandingsociety.org.uk/participants

How to contact us?

If your household's contact details have changed since you were last interviewed please let us know by calling Freephone **0800 252 853**, writing to **FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, C04 3SQ** or emailing contact@understandingsociety.org.uk

What will you do with the information?

The results of the survey will be used for research purposes. The results are strictly confidential and we operate under the rules of the Data Protection Act. You can ask to see your details at any time or to have them removed from our database. The data made available for analysis will be anonymous and individual people or households will not be identifiable from it.

Who is running it?

Researchers at the Institute for Social and Economic Research (ISER) at the University of Essex are running *Understanding Society* together with NatCen with funding from the Economic and Social Research Council.

What do I get out of it?

Each person in the household who takes part will receive a £5 gift voucher. Each young person aged 10-15 will receive a £3 gift voucher. As a member of *Understanding Society* you will also have access to study findings and research updates.