



Understanding Society

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Dear Mr John Smith,

7894561230\BRO
1234567890123

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 finish it.

You can still log in to the survey and pick up where you last left it by clicking onto the link below:



Thank you for taking part in Understanding Society – your life experiences are unique and we can't replace you with anyone else. I hope that you are able to answer the remaining questions.

If you have any questions at all about Understanding Society, please email us at contact@understandingsociety.ac.uk. You can find out more information about the Study and how it's used on our website: www.understandingsociety.ac.uk/

If you have experienced technical difficulties at any point during the survey or require technical support accessing the survey, please contact the help-desk on Freephone **0800 015 2908** or email understandingsociety@kantar.com.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participants/gdpr>

Yours faithfully,

Many thanks,

A handwritten signature in black ink, reading "Michaela Benzeval". The signature is written in a cursive style with a large, stylized 'M' and 'B'.

Professor Michaela Benzeval
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.

Interviewer material 13 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: _____

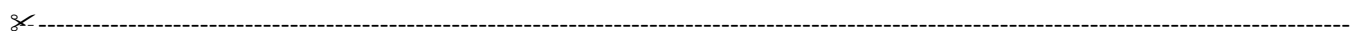
Serial:

--	--	--	--	--	--	--	--	--	--

Person number:

--	--

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.

Interviewer material 14 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:

--	--	--	--	--	--	--	--	--	--

Person number:

--	--

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.

IP16 Letter Last Chance R1_PROOF



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>



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/2023

Understanding Society – every interview matters

Dear RESP_Name

One of our interviewers has tried to contact you a number of times in the last few weeks hoping that you'll take part in this year's Understanding Society interview. We're sorry to have missed you.

We're trying once more because your views and experiences are very important to us. Interviewing you every year helps us see what's changed and what's stayed the same in your life – this is why we'd really like you to complete your interview again this year.

Your chance to take part ends on **December 8th**. If you take part in these last few weeks, to say thank-you we will send you **{an extra £10 / an increased gift-card of £30/£40}**.

You can take part online using the information on the right. Or you can request an interviewer to call round in person, or phone you, using our contact details at the top of this letter.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

It's easy to complete your survey online – and you don't have to answer all the questions in one go.

1

Visit the website
www.understandingsociety.ac.uk/society

2

Enter your
user name:
username
and password:
password

3

The survey closes at
the start of December!

If you've already completed
your survey in the last
week – thank you!
And please ignore
this letter.

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.

Letter 64 IP15 iPad winner letter



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

Dear **RESP_Name**

Congratulations on winning an iPad! Everybody who has turned 16 in the last year and took part in the Understanding Society adult survey in April to June this year was entered into the draw.

As someone who will be making a lot of life decisions in the next few years it is extra important that we talk to people like you. Interviewing you and others in your position allows researchers to find out how society is changing for young people; how the economy is affecting them at work or in education, and how decisions made now and in the past will affect your future.

Everyone is valuable in our survey - **we can't replace you** - and this is the main strength of a study like ours: it follows the same people over time. Only by following the same people over time can researchers identify patterns and trends which can help inform better policy making in Government.

I hope that you will continue to participate. Each time we interview you, the information you have already given becomes even more valuable!

Thank you, again, for taking part in this important study.

Yours faithfully,

Professor Michaela Benzeval

Director, Understanding Society.

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.

Red Book Post Interview Email

From: [Understanding Society](#)
To:
Subject: Understanding Society: Personal Child Health Record information
Date: 03 July 2023 15:25:57



Dear

{serial1}\RBP
{serial2}

Thank you for completing your annual *Understanding Society* interview earlier this month.



It has come to our attention that due to technical issues you were unable to upload a copy of your child's personal child health record (or 'Red Book') at the time of completing your survey. We apologise for these problems and would like to invite you to try and upload these again as we have now fixed the issues.



To upload the screenshots please use the following link and access code:

<https://interviewing.nfieldmr.com/Interviews/KwdvE/kcg4wvRwJXN0atnGYcAO?respondentkey=90321603201>

To thank you for taking part, we will give you a **£2** voucher for providing this information from each child's record.

For more information, please go to

www.understandingsociety.ac.uk/projects/redbook

With thanks and best wishes,



Professor Michaela Benzeval
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.

IP16 Redbook Invite Letter R1_PROOF



FinalSerialNum
FF_personno/ff_PID

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>



RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Understanding Society: Personal Child Health Record information

Dear RESP_Name

Thank you for being part of Understanding Society.

Next month we will be inviting you to complete your annual interview. Thank you for continuing to take part in our study – we really appreciate it. If you would like to see how your interview is helping the UK please visit our website: www.understandingsociety.ac.uk/participants.

This year, as part of your Understanding Society interview, we would like you to share some of the information in your child's health record.

A personal child health record (or 'Red Book') is given to new parents in the UK. Your child's personal health record shows important information about their health and how they are growing.

We would like to ask you to take a picture of a page from your child's personal child health record. The page we would like you to share is one where a health worker has completed a one year health review. If your child is younger than one year, we would like you to take a picture of their 6-8 week review.

You will find more information about this study in the enclosed leaflet. To thank you for taking part, we will give you a **£2 voucher** for providing this information from each child's record.

To take part in the study, and for more information, please go to www.understandingsociety.ac.uk/projects/redbook

To log in please use your unique serial number and password below:

Serial Number: XXXXXX

Password: XXXXXX

With thanks and best wishes,

Michaela Benzeval
Understanding Society Director
University of Essex

Understanding Society Personal Child Health Record information

From: [Understanding Society](#)
To: [Understanding Society](#)
Subject: Understanding Society: Personal Child Health Record information
Date: 16 May 2023 10:55:43



Dear

2222222222\{RB}
1234567890123

Thank you for being part of *Understanding Society*.



Next month we will be inviting you to complete your annual interview. Thank you for continuing to take part in our study – we really appreciate it. If you would like to see how your interview is helping the UK please visit our website:



www.understandingsociety.ac.uk/participants



This year, as part of your *Understanding Society* interview, we would like you to share some of the information in your child's health record.

A personal child health record (or 'Red Book') is given to new parents in the UK. Your child's personal health record shows important information about their health and how they are growing.

We would like to ask you to take a picture of a page from your child's personal child health record. The page we would like you to share is one where a health worker has completed a one year health review. If your child is younger than one year, we would like you to take a picture of their 6-8 week review.

To thank you for taking part, we will give you a **£2** voucher for providing this information from each child's record.

To take part in the study, please click [here](#).



For more information about this study, please go to www.understandingsociety.ac.uk/projects/redbook

With thanks and best wishes,



Professor Michaela Benzeval
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.

RED BOOK LEAFLET_FINAL (1)

Your child's personal health record shows important information about their health and how they are growing.

It also records if your child has used some health services, like having vaccinations or hearing checks.

Usually the child health record is a book, but in some places you may have been given a digital health record.

In some parts of the UK, this is called the **'Red Book'**.

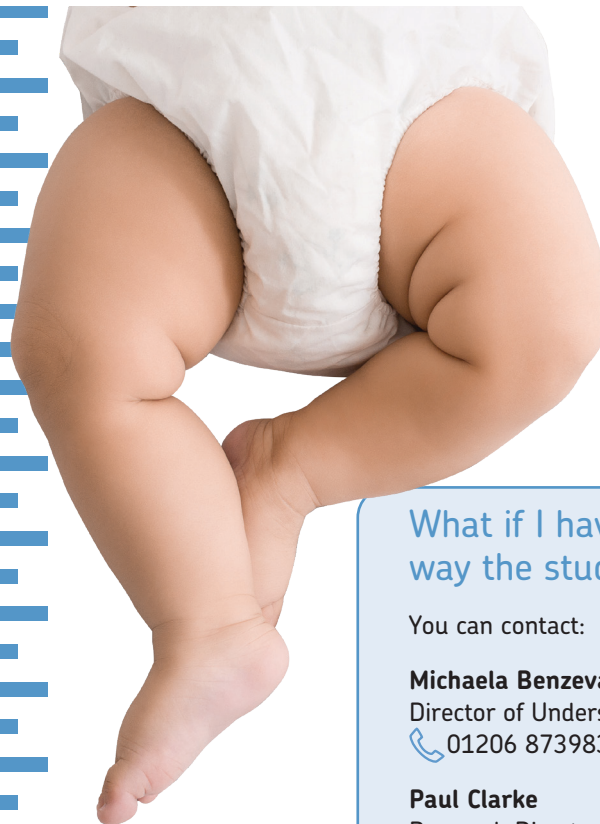
We would like you to share some information from your child's personal health record.



Sharing Red Book information with Understanding Society

When you become a parent, your annual Understanding Society interview includes questions about your child – their health, behaviour, and key milestones that they reach. To keep your interview quite short, we can only include a set number of questions about your child.

Sharing information from your child's personal health record would allow Understanding Society to include extra information, without asking you more questions.



What if I have concerns about the way the study was carried out?

You can contact:

Michaela Benzeval

Director of Understanding Society

☎ 01206 873983 ✉ mjbenz@essex.ac.uk

Paul Clarke

Research Director of ISER

☎ 01206 873760 ✉ pclarke@essex.ac.uk

Sarah Manning-Press

Research Governance and Planning Manager at the University of Essex

☎ 01206 873561 ✉ sarahm@essex.ac.uk

Any questions?

Please get in touch. You can phone or email us.

Freephone: 0800 252 853

Email: contact@understandingsociety.ac.uk



Personal Child Health Record



Information for parents

Why are we asking about your child's personal health record?

Tracking the health and development of children in the UK is important for public health. Government departments and organisations that work with children and families need good quality information to plan services and provide support.

We would like you to share some of the information in your child's health record, as part of your Understanding Society interview. You will only be asked to share this information once - it won't be a regular part of your annual interview.

What are we asking you to do?

To take part we would like you to **take a picture or screenshot** of a specific page from your child's Red Book/personal health record.

The page we would like you to share is one where a health worker has completed a **one year health review**.

If your child is younger than one year, we would like you to take a picture of their **6-8 week review**.

Here are examples of the pages we would like pictures of:

NCR - JAS 2019

6-8 week review

Please place a tickler (if available) otherwise write up provided.

Surname:										
First Name:										
Maid Name:										
Address:										
Post code:				D.O.B :				Sex:	M / F	
G.P.:				Code:						
M.V.:				Code:						

Date of contact: _____ Age: _____
 Seen by: _____
 Place seen: _____
 Length (if indicated): _____ cm _____ centile
 Weight: _____ kg _____ centile
 Head circ.: _____ cm _____ centile
 Breast feeding: Totally ☐ Partially ☐ Not at all ☐
 Thred dose Vit K? No ☐ Yes ☐ Partially ☐ Gum ☐
 Any previous medical problems? Yes ☐ No ☐
 If YES specify: _____

Item	Guide to Content	Codex Outcome (ring one)	Comment/Action Taken
Hip	Check for DDH	S P O T R N	
Testes/Gonitalia	"O" if testes not fully descended	S P O T R N	
Heart	Murmur, Cyanosis, Femorals	S P O T R N	
Eyes	Cataract, Eye movements	S P O T R N	
Other physical features	General examination, Fontanelle, Palate, Spine	S P O T R N	
Hearing	StillB, Startles, Risk factors	S P O T R N	
Locomotion	Tone, Head control	S P O T R N	
Manipulation		S P O T R N	
Speech/Language	Parental smile	S P O T R N	
Behaviour	Parental concerns, Sleep, Feeding	S P O T R N	

Follow-up required: No ☐ Yes ☐ GP ☐ Community/Paediatrician ☐ Hospital ☐

Location/Clinic: _____ Date/Interval: _____

Signature: _____

S = Satisfaction P = Problem C = Cultural Information B = Background from Report Referral = M = Not required
 Spot check return to Clinic 2nd City Health Visit 3rd City Child Health Department

1 year review

★ Please place a sticker (if available) otherwise write in space provided.

Surname:

First names:

NHS Number: (last no:)

Address:

Sex: M / F

Date of birth: DD / MM / Y

GP: Code:

H.V. Code:

By whom:

Weight (if indicated):

Age:

Date of last breastfeed:

Mother current smoker ☐ Other smoker in household ☐ No smoker in household ☐

Follow-up required: No ☐ Yes ☐ GP ☐ Community Paediatrician ☐ Hospital ☐ Other:

Location/Clinic: Date/Interval:

Reason:

Signature:

You may stay in PC208 2nd copy 161 3rd copy Community information system

What kind of information is Understanding Society interested in?

Your child's weight is a useful indicator of the health of all babies and young children in the UK.

It is also helpful to show how children's health is affected by where in the UK they live and what health services and support area available there.



My child's book doesn't have these pages.

We know that child personal health records can be different depending on where in the UK you live, so if your child's book doesn't have these pages, you can upload a picture of **any page in their record where their weight is recorded**. We would like the record that is closest to their first birthday.

What if I can't take pictures of the pages?

If you are not able to take pictures of these pages, you can still take part. During the survey we will ask you to add the height and weight of your child(ren) at age 6 months, or the closest date to that, if they are younger than one.

If your children are aged one or older please add their height and weight for when they were one year old, or the closest time to that.

Thank you!

To thank you for taking part, we will give you a **£2 voucher** for providing this information from each child's record.

Who is carrying out the research study?

Researchers at the Institute for Social and Economic Research (ISER) at the University of Essex are running this study. Kantar Public and NatCen Social Research will be working with us to conduct fieldwork and collect the measurements. Ethical approval for the study has been provided by the University of Essex Ethics Sub-Committee 1.



Do I have to take part?

Like every other part of Understanding Society, this part of the project is **completely voluntary**. You do not need to provide any information about your child if you do not wish to, but we hope you will agree to as your child is a very important part of this survey. To make the information as useful as possible, it's important that we hear from lots of different families in many areas of the UK.

Are there any risks involved in participating?

There are no risks associated with sending us these measures.

How will we keep your information safe?

In this research study we will use information that you send us, but we will only use the information that we need for the research study. Kantar Public and NatCen Social Research, our fieldwork partners, will use your name and contact details so they can invite you to the study and carry out fieldwork.

Everyone involved in this study will keep **your data safe and secure**. The results of the study will never include any names or addresses. The information collected is only used for research and will be dealt with according to the principles of the Data Protection Act and General Data Protection Regulation (GDPR). At the end of the study, anonymised data are made available from the UK Data Service and other secure data repositories to genuine and registered researchers only.

What if I change my mind about taking part?

Taking part is completely voluntary. You have the right to change your mind about sending any measurement or can withdraw from the study at any time without explanation.



Red Book Reminder Email

Understanding Society: Personal Child Health Record information



Understanding Society <understandingsociety@kantar.com>

To [redacted]



Thu 16/11/2023 10:55



Dear Mrs [redacted]

90631601201\RBR
4001031490017

Thank you for completing your annual Understanding Society interview.

During the survey you indicated that you had a copy of your child's personal child health record (or 'Red Book') but did not do so. If you are still willing, we would like to invite you to try and upload these again.

To upload the screenshots please use the following link:

<https://interviewing.nfieldmr.com/Interviews/KwdvE/kcg4wvRwJXN0atnGYcAO?respondentkey=90631601201>

To thank you for taking part, we will give you a £2 voucher for providing this information from each child's record.

For more information, please go to

www.understandingsociety.ac.uk/projects/redbook

With thanks and best wishes,

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

Got a question?

Call: 0800 015 2908

understandingsociety@kantar.com

FAQs >

Contact
us >

Find out
more >

Email 13 IP16 Break-off email



Dear Mr John Smith,

7894561230\BRO
1234567890123

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 finish it.

You can still log in to the survey and pick up where you last left it by clicking onto the link below:



Thank you for taking part in Understanding Society – your life experiences are unique and we can't replace you with anyone else. I hope that you are able to answer the remaining questions.



If you have any questions at all about Understanding Society, please email us at contact@understandingsociety.ac.uk. You can find out more information about the Study and how it's used on our website: www.understandingsociety.ac.uk/

If you have experienced technical difficulties at any point during the survey or require technical support accessing the survey, please contact the help-desk on Freephone **0800 015 2908** or email understandingsociety@kantar.com.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participants/gdpr>

Yours faithfully,

Many thanks,

A handwritten signature in black ink that reads "Michaela Benzeval". The signature is written in a cursive style with a large, stylized 'M' and 'B'.

Professor Michaela Benzeval
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.

Email 14 IP16 CAPI first web invite



We can't do without you, Mr John Smith.

7894561230\14
1234567890123

You may have already received a letter about *Understanding Society*; one of our interviewers has visited your address a number of times hoping to arrange a convenient time to interview you, but so far they have been unsuccessful. We hope you do not mind us trying once more.

This year, we've made it possible to take part in *Understanding Society* on-line. We hope that this will make it easier for you to participate at a time which is most convenient to you. Just click [here](#).

[Click to start the survey >](#)

We are persevering in this way because your views and experiences are very important. By taking part, you will help us ensure that the study represents all types of people across the UK, and paints an accurate picture of what our society looks like today and how it is gradually changing. The information from this study is used by university researchers, policy makers and charities such as Age UK and The Children's Society.

Your participation is entirely voluntary, but we do hope you'll be able to help.

Please let us know if you change any of your contact details by filling out our [online form](#). If you have any questions, please [email](#) our Participant Helpline.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participations/gdpr>.

Many thanks,

Got a question?
Call: 0800 015 2908
understandingsociety@nhs.uk

FAQs >



Contact us >



Find out more >



A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Professor Michaela Benzeval
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.

Email 15 IP16 First reminder email



Dear Mr John Smith

7894561230\RM1
1234567890123

You may remember I emailed 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 at a local and national level on issues that really matter to you. We hope you can take part this year. If you have already completed the survey then please ignore this message.

You can complete the survey online by clicking [here](#).

Click to start
the survey >

If you're able to complete your interview online by July 21st, we will send you an extra £10 gift card soon after this deadline as a thank you for your early co-operation.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participations/gdpr>

Many thanks,

Michaela Benzeval

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

Got a question?
Call: 0800 015 2908
[understandingsociety.ac.uk](https://www.understandingsociety.ac.uk)

FAQs >



Contact
us >



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.

Email 16 IP16 Second reminder email



Dear Mr John Smith

7894561230\RM2
1234567890123

We still need your help!

Each year we thank people across the country for their help by taking part in the survey with a voucher. This reflects your importance in ensuring the continued success of *Understanding Society* as a resource for research and in shaping social policy in the UK.

Our records show that you have yet to complete your survey.

To complete your personal survey, all you have to do is click below.

You can complete the survey online by clicking [here](#).

Click to start
the survey >

And remember, we will send you an extra £10 gift card as an additional thank you for your early co-operation if you are able to complete the survey by July 21st.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participations/gdpr>

Many thanks,

Michaela Benzeval

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

Got a question?
Call: 0800 015 2908
[understandingsociety.ac.uk](https://www.understandingsociety.ac.uk)

FAQs >



Contact
us >



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.

Email 17 IP16 Third reminder email



Dear [Full name]

serialnumber\RM3
PID

We still need your help!



Over the last few weeks hundreds of people across the country have taken part in this year's *Understanding Society* survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research. If you are not able to complete your interview online, an interviewer will contact you in a few weeks.

Taking part in the survey has never been easier – all you have to do is click on the link below and you will be directly entered into your survey.

You can complete the survey online by clicking [here](#).

Click to start
the survey >

And remember – if you complete your interview by July 26th we will send you an additional £10 gift card soon after this deadline as a thank you for your continued support.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participations/gdpr>

Many thanks,

Michaela Benzeval

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

FAQs >



Contact
us >



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.

Email 17a IP16 Third reminder email (groups 2&4)



Dear [Full name]

serialnumber\RM3
PID

We still need your help!



Over the last few weeks hundreds of people across the country have taken part in this year's *Understanding Society* survey. We hope you will join them. You are an important part of the study and your continued help makes it a more useful resource for social research. If you are not able to complete your interview online, an interviewer will contact you in a few weeks.

Taking part in the survey has never been easier – all you have to do is click on the link below and you will be directly entered into your survey.

You can complete the survey online by clicking [here](#).

Click to start
the survey >

And remember – if you complete your interview by July 26th we will send you an additional £10 gift card soon after this deadline as a thank you for your continued support.

We have also recently written to you about the technical issue with the access codes for the e-vouchers we sent to you initially. In case you have not received our letter with your new e-voucher access code, please use the link and access code below to redeem your [fill in value based on flag] e-voucher:

[link]

ACCESSCODE: {}

For details of the study's privacy policy, please see

FAQs >



Contact
us >



Find out
more >



<https://www.understandingsociety.ac.uk/participations/gdpr>

Many thanks,

A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is written in a cursive style with a large, stylized 'B'.

Professor Michaela Benzeval
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.

Email 18 IP16 Fourth reminder email



Dear Mr John Smith

7894561230\RM4
1234567890123

Understanding Society is an innovative world-leading study about life in the UK. The data you help produce allows researchers and policy makers to better understand the state of the UK and to propose improved policies for people across the country.

Why we need you

The success of the survey is primarily driven by people like you. It is only with your participation that we can collect the data necessary to understand the pace of change in the UK and probe how issues such as immigration, the economy and changing social values impact upon the lives of individuals.

Next step

If you would like to complete online, you can access the survey [here](#).
If you are not able to complete your interview online, an interviewer will contact you in a few weeks.

**Click to start
the survey >**

And finally, if you are able to complete the survey online by July 21st we will send you an additional £10 gift card as a thank you for your early completion.

For details of the study's privacy policy, please see
<https://www.understandingsociety.ac.uk/participations/gdpr>

Many thanks,

Got a question?
Call: 0800 015 2908
[understandingsociety.ac.uk](https://www.understandingsociety.ac.uk)

FAQs >



**Contact
us >**



**Find out
more >**



A handwritten signature in grey ink that reads "Michaela Benzeval". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Professor Michaela Benzeval
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.

Email 19 IP16 Intends to complete online



Dear Mr John Smith,

7894561230\ICO
1234567890123

You may remember that an *Understanding Society* Survey interviewer recently got in contact with you to take part in this year's survey. I understand you would rather complete the survey online. Your participation can help influence decisions at a local and national level on issues that really matter to you.

You can complete the survey online by clicking [here](#).

Click to start
the survey >

If you experience any technical issues accessing the online survey or would now like to part in a face to face interview, then please do not hesitate to contact me by emailing understandingsociety@kantar.com or by calling the Freephone number 0800 015 2908.

For details of the study's privacy policy, please see <https://www.understandingsociety.ac.uk/participants/gdpr>

Kind Regards,

Michaela Benzeval

Professor Michaela Benzeval
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.

Got a question?
Call 0800 015 2908
www.understandingsociety.ac.uk

Contact
us >



FAQs >



Find out
more >



Letter 66 IP16 First reminder letter

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>

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date



Counter

Dear **[Participant's Full Name]**

If you have already completed your Understanding Society interview online – thank you! If you haven't yet, it's easy to take part.

If you are not able to complete the survey online, an interviewer will contact you in the next few weeks to arrange a convenient time for an interview.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

Type this web address into your internet browser to reach your personal survey:

1

Visit the website
www.understandingsociety.ac.uk/society

2

Enter your user name:
XXXXXX
and password:
XXXXX

3

Answer the questions in your own time.

Remember, if you are able to complete your interview online by **xxx**, we will send you an **extra £10 gift card** as a thank you for your early co-operation.

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.

Letter 67 IP16 Second reminder letter



FinalSerialNum
FF_personno/ff_PID

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
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

Thousands of people across the UK have completed their Understanding Society survey – make sure you're included too.

Dear **RESP_Name**

If you have already completed your Understanding Society interview online – thank you!

If you haven't yet taken part, there's still time. Your survey answers are unique to you and help us build an accurate picture of life in the UK today.

If you are able to complete your interview by **Early_bird_date**, we will send you **an additional £10 gift card** as a thank you for early cooperation.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.

Taking part

Type this web address into your internet browser to reach your personal survey:

1

Visit the website
www.understandingsociety.ac.uk/society

2

Enter your user name:
username
and password:
password

3

Answer the questions in your own time.

Complete the survey – your answers will save automatically and you don't have to complete your survey in one go.

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.

Letter 69 IP16 CAPI reissue



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
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

Postal_Date

Dear RESP_Name

You may remember we contacted you in the last few months to ask for your help in this year's Understanding Society study. As we have not yet been able to interview you, we hope you don't mind if we try to visit you again to arrange a convenient time to do so.

This is why your views and experiences are so important to our study:

- 1 By taking part, you help us ensure that the study represents all types of people across the UK, and can paint an accurate picture of what our society looks like today and how it is gradually changing. The study provides vital information for policy makers, so the more people that take part in the study, the better informed and able they are to **improve society for everyone**.
- 2 Taking part gives you a voice on **issues that matter to you**, your family and your community. The data collected from participants are very widely used by researchers in all kinds of fields including employment, health, and education.
- 3 You have been part of this study for the last few years and **we can't replace you with anyone else** as no two lives are the same. The contribution you make is really vital to us and to the academics and policy makers who use the data.

Although your participation is entirely voluntary, we do hope you'll be able to help.

We will try to get in touch with you again soon, and hopefully you will enjoy taking part in the study this time around as well.

If you have any questions, please call or email the participant helpline (see back of this letter). You can also find out more about the study on our website at www.understandingsociety.ac.uk.

Your Understanding Society interviewer

Professor Michaela Benzeval

Director, Understanding Society.

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.

Understanding Society Sea Hero app study

From: [Understanding Society](#)
To:
Subject: Understanding Society Sea Hero app study
Date: 22 June 2023 17:02:22



Dear

90631602601\SHQ
11001022710012

Thank you for taking part in Understanding Society – we really appreciate the time you gave to complete your interview. If you would like to see how your interview is helping the UK please visit our website:

www.understandingsociety.ac.uk/participants

In your interview we invited you to take part in Sea Hero Quest. This is a fun game that looks at how we find our way around. Sea Hero Quest helps researchers understand one of the first symptoms of dementia – getting lost.

Researchers want to find out about navigation abilities in different people and in different countries, so we can understand more about how dementia and Alzheimer's might develop.

To say thank you for your help, if you download and use Sea Hero Quest, we will send you a **£30 voucher**.

If you would like to take part, you will need your unique Access code:

Access code: VQ6DR9K3

To access Sea Hero Quest, open the links below on the device that you would use, or use the camera on your device to scan the QR code that is appropriate for you:

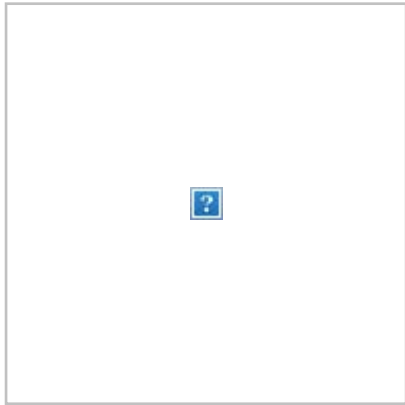
iOS / Apple devices:

<https://apps.apple.com/gb/app/sea-hero-quest-research/id1485726615>



Android devices:

<https://play.google.com/store/apps/details?id=com.aruk.shqresearch>



If you need any technical support with the game,
please contact our partners for this study,
Alzheimer's Research on
enquiries@alzheimersresearchuk.org.

For more information about this part of the study, go
to our website:
<https://www.understandingsociety.ac.uk/SeaHero>

With thanks and best wishes,



Professor Michaela Benzeval
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.

Interviewer material 55 SHQ LEAFLET_HR_FINAL

Sea Hero Quest is a game that helps scientists find out about spatial navigation – how well we can find our way around spaces.

The game has been developed by specialist dementia researchers, together with Alzheimer's Research UK, to find out **how people's navigation abilities change over time**. One of the first signs of dementia is getting lost, but we don't know why that is. Researchers want to find out about navigation abilities in different people and in different countries, so we can understand more about how dementia and Alzheimer's might develop.

Sea Hero Quest is the first game that allows people to take part in scientific research on a world-wide scale. Over 4.3 million people have played the game so far – and now Understanding Society participants have the chance to join them.

How to play Sea Hero Quest

Download the game

The Sea Hero Quest game is available for iPhones, iPads and Android devices in the app store – search for “**Sea Hero Quest**”.

Or you can use the following links:



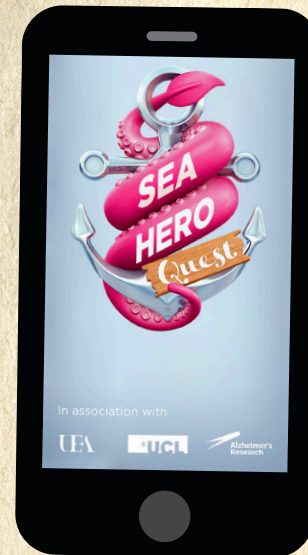
Apple App Store:

<https://apps.apple.com/gb/app/sea-hero-quest-research/id1485726615>



Google Play Store:

<https://play.google.com/store/apps/details?id=com.aruk.shqresearch>



Where can I find out more about how my information is used?

You can find out more about how we use your information by going to www.understandingsociety.ac.uk/projects/seahero

What if I change my mind during the study?

You don't have to take part. You have the right to change your mind about taking part, or withdraw from the study, at any time without explanation.

What if I have concerns about the way the study was carried out?

Please contact

Michaela Benzeval
Director of Understanding Society

☎ 01206 873983

✉ mjbenz@essex.ac.uk

Paul Clarke
Research Director of ISER

☎ 01206 873760

✉ pclarke@essex.ac.uk

Sarah Manning-Press
Research Governance and Planning
Manager at the University of Essex

☎ 01206 873561

✉ sarahm@essex.ac.uk



Sea Hero Quest

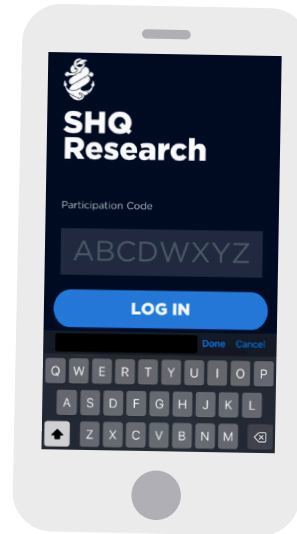
Play the game
that's helping
dementia research



Information for Participants

How do I log in?

When you first open the game you will be asked to enter your access code. Your interviewer will give you this, or it will be displayed on the screen if you completed your interview online. If we have an email address for you, we will also email your access code after your interview. After you have entered your access code, please wait a little while for the game to load.



In the game you'll be shown a map. You have to steer your ship to reach points shown on the map. The first stage of the game will teach you how to play it.

Don't worry if you're not a great navigator – it doesn't mean you're more likely to get dementia.

Can everyone play?

Yes! Sea Hero Quest is for everyone – young and older. It's designed to help us understand navigation abilities across a whole population. You don't need any experience of playing video games to take part.

Will the game tell me if I've got dementia or Alzheimer's?

No, Sea Hero Quest cannot diagnose dementia. It is designed to collect information on finding your way around spaces, helping scientists see how this ability varies across the population. You won't be given any results at the end of the game.

How is the information from Sea Hero Quest being used?

The game is designed to help researchers understand the mental process of 3D navigation – something that we all use every day, but is one of the first skills lost in dementia.

The information collected from people all over the world playing Sea Hero Quest is being used to create a **global benchmark** for spatial navigation, helping to improve how dementia is diagnosed. Having so many people play the game provides information that it would take traditional research 176 centuries to collect!

What is special about this game?

Sea Hero Quest was **BAFTA nominated**. After it launched, it was so popular on the Apple Store it was the number one downloaded game in the world. The version of the game that you can play is now only available to people taking part in specific research projects. **Only those with an access code, like you, can play it now.**



What are the benefits of taking part?

Taking part helps researchers build a tool to help with the diagnosis and monitoring of Alzheimer's and dementia. Any time you can put into playing this game is valuable – so please do play, even for a short time.

To say thank you for your time we will send you a gift voucher.

Do I have to download and play the game?

No, this part of the project, like the rest of Understanding Society, is completely voluntary.

Are there any risks involved in taking part?

There are no risks associated with playing the game.

Has the study been reviewed and approved by an Ethics Committee?

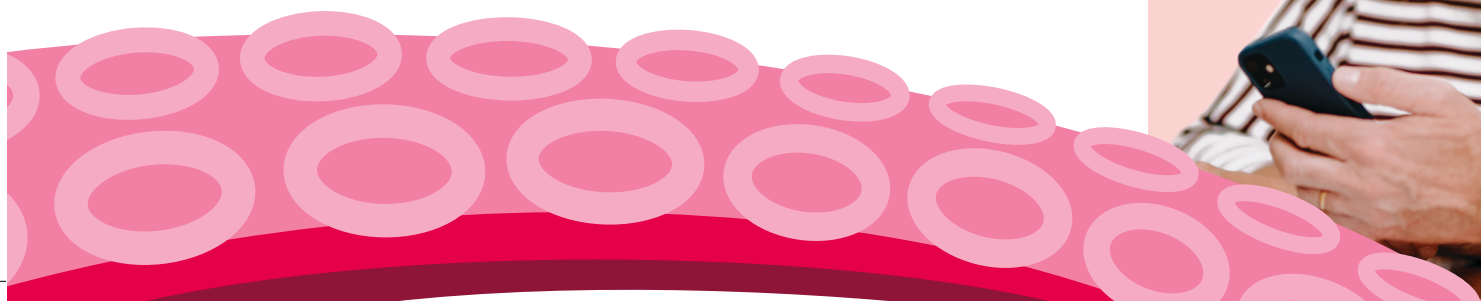
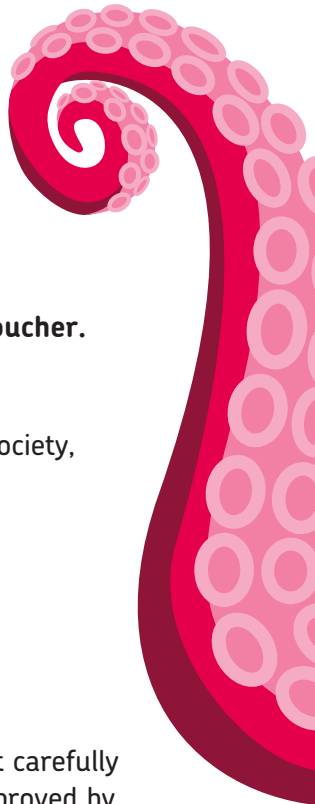
Yes. Before any research like this can be done it is looked at carefully by an Ethics Committee. In this case, the study has been approved by the University of Essex Ethics Sub-Committee 1.

Who can I contact if I am having issues playing the game?

If you're experiencing a bug, we can report any issues. You can contact enquiries@alzheimersresearchuk.org

How will we keep your information safe?

We will keep all information about you safe and secure. The results of the study will never include any names or addresses. The information collected is used for research purposes only and will be dealt with according to the principles of the Data Protection Act and General Data Protection Regulation (GDPR). Once we have finished the study, the anonymised data are made available from the UK Data Service and other secure data repositories to genuine and registered researchers. All research reports are written using anonymised data, so no-one can work out the individual responses from your interview.



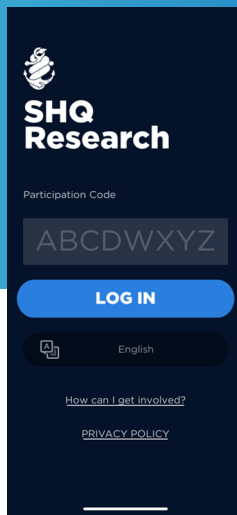
Interviewer material 55a Sea Hero Quest User Guide (8.3
11.7in) (1)

USER GUIDE

Sea Hero Quest

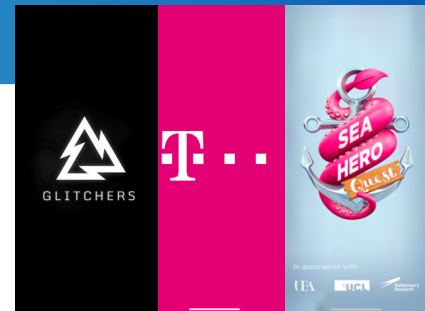
STEP 1

When you open the app you'll be asked to sign in using your unique Participation Code. Enter the code and click on **Log in**.



STEP 2

You will then see a sequence of the following three screens introducing the organisations involved in developing the app.



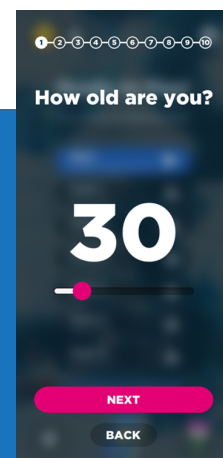
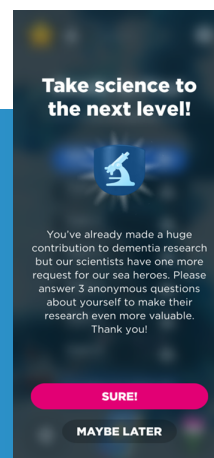
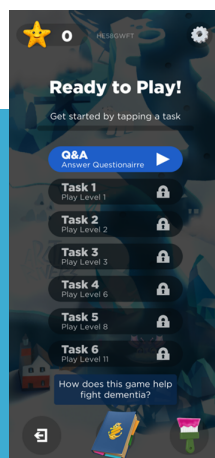
STEP 3

On the next screen you can read about how your app data will be stored and who will be using the data.

STEP 4

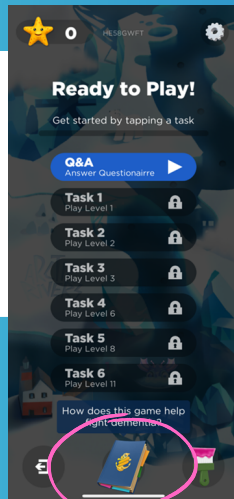
You will then be asked to answer 10 anonymous questions about yourself in the Q&A section. You do not need to answer all of these questions if you don't want to and you can return to them later by clicking **Maybe later**. This information is used to analyse the results of the game and so completing them makes the research even more valuable.

These include your gender, age, country, hand you write with, education, daily travel time, level of your navigation skills, hours of sleep, environment you grew up in, and hours of physical activity per week.



STEP 5

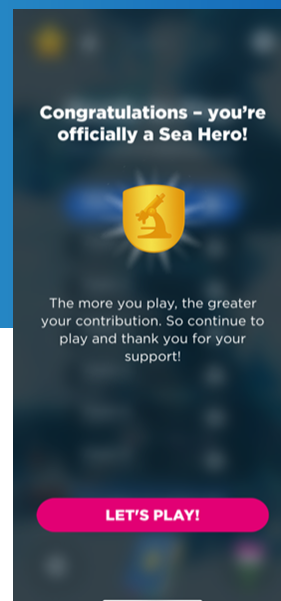
You can find out more information about this game if you click on **How does this game help fight dementia** at the bottom of the screen.



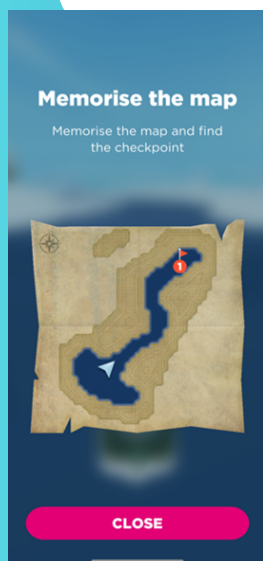
STEP 6

After you finish with these Q&A screens click **Let's play**.

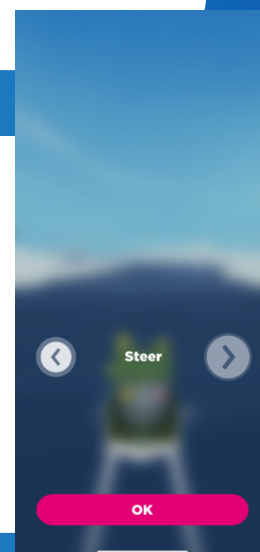
Begin playing all of the levels of the game in order, starting with Task 1. Click on **Task 1**. There are 17 levels. Do not replay any of the levels.



You can complete as many or as few tasks as you would like, but each new task is only unlocked when you've completed the previous level. We hope you complete all of them because they are fun but don't worry if you're not able to complete the whole game, it is designed to be challenging.

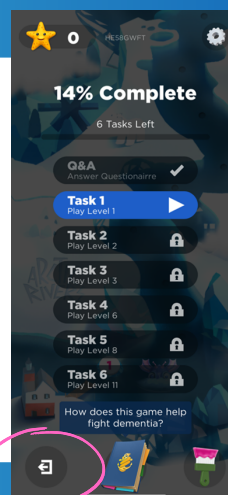


Every Task will involve using your navigation skills. You will be told what your mission is and how to steer. In brief, to go forward, put your thumb or finger on the boat and swipe upwards towards the top of the phone. Then put your thumb or finger back on the boat and gently swipe sideways to steer in that direction.

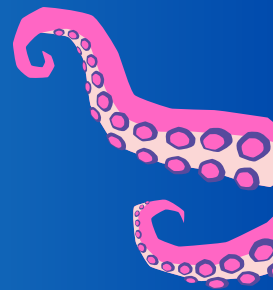


STEP 7

You can stop playing whenever you want and just close the app. To carry on where you left off, you can just launch the app again and it will take you to where you left off. If at any point you exit the app using the icon on the bottom of the page you will need to click **sign out** in the bottom left corner of the home page and re-enter your Participation Code in order to finish playing all of the levels.



Thank you and good luck!



SMS 1 IP16 CAWI pr HH SMS invite

Hello [ff_Forname](#), please click the link below to access your annual Understanding Society interview.
Thank you for your help. To opt out of receiving further SMS messages, reply STOP to 447984373189
[link](#)

SMS 2 IP16 CAWI pr HH Reminder SMS

Hello [ff_Forname](#), this is a reminder that you can complete your Understanding Society interview using the link below. Thank you. To opt out of receiving further SMS messages, reply STOP to 447984373189 [link](#)

IP16 Letter 1 Thank you letter - £10EB R1_PROOF



FinalSerialNum
ff_pid

Contact us:

Participant helpline: **0800 252 853**

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Email: contact@understandingsociety.ac.uk

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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX

Thank you!

Dear RESP_Name

Thank you for taking part in Understanding Society. As a thank you for completing early, the enclosed **gift card includes £10**.

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

We look forward to speaking to you next year.

With many thanks,

Professor Michaela Benzeval

Director, Understanding Society.



University of Essex

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If you would like to talk to someone, these free helplines may be useful:

Samaritans: 116 123

Mind: 0300 123 3393

Citizens Advice:

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(Wales) 0800 702 2020

(Scotland) 0800 028 1456

Advice NI: 0800 915 4604

Age UK: 0800 055 6112

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262400332 / IP16 Letter 1 Thank You Incentive

IP16 Letter 1x Thank you letter - EB & RB R1_PROOF



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XX/XX/XXXX

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1x

IP16 Letter 2-3 Thank you letter - EB R1_PROOF



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262400332 / IP16 Letter 2-3 Thank You Incentive

IP16 Letter 2x-3x Thank you letter - EB & RB R1_PROOF



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262400332 / IP16 Letter 2x-3x Thank You Incentive

2x-3x

IP16 Letter 4-5 Thank you letter R1_PROOF



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262400332 / IP16 Letter 4-5 Thank You Incentive

IP16 Letter 4x-5x Thank you letter - RB R1_PROOF



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262400332 / IP16 Letter 4x-5x Thank You Incentive

4x-5x

IP16 Letter 6-7 Thank you letter - SHQ R1_PROOF



FinalSerialNum
ff_pid

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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX

Thank you!

Dear RESP_Name

Thank you for taking part in Understanding Society. As a thank you, the enclosed **gift card includes £{incentive}** for participating in the Sea Hero Quest app game.

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

We look forward to speaking to you next year.

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262400332 / IP16 Letter 6-7 Thank You Incentive

IP16 Letter 8 Thank you letter - Youth R2_PROOF



FinalSerialNum
ff_pid

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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX

Thank you!

Dear PARENTNAME1

We would like to thank your child, **{YOUTHNAME}**, for completing their Understanding Society youth questionnaire. To thank them for doing this, a **gift card for £5** is enclosed for **{YOUTHNAME}**.

We really appreciate the time they gave to complete their survey. By taking part in the youth survey, your child will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society and Barnardo's are using information from the survey to improve children's wellbeing, whilst the Social Metrics Commission has used the information to report to the government on what activities children do outside of school. To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants.

We look forward to surveying them again next year.

With many thanks,

Professor Michaela Benzeval
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University of Essex

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262400332 / IP16 Letter 8 Thank You Incentive

IP16 RB1 Thank you letter - conditional RB £2 R1_PROOF



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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

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ff_Address4

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ff_PostCode

XX/XX/XXXX

Thank you!

Dear RESP_Name

Thank you for taking part in Understanding Society. As a thank you for providing your child's Red Book information the enclosed **gift card includes £2**.

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

We look forward to speaking to you next year.

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262400332 / IP16 RB1 Thank You Incentive

RB1

IP16 RB2 Thank you letter - conditional RB £2x
R1_PROOF



FinalSerialNum
ff_pid

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Counter
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX

Thank you!

Dear RESP_Name

Thank you for taking part in Understanding Society. As a thank you for providing your child's Red Book information the enclosed **gift card includes £{RB_incentive} (£2 for each child's Red Book picture).**

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

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262400332 / IP16 RB2 Thank You Incentive

RB2

IP16 RB2 Thank you letter - conditional RB £2x
R2_PROOF



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Thank you!

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262400332 / IP16 RB2 Thank You Incentive

RB2

IP16 - child leaflet

PAGE 1
(FRONT COVER)
210 x 148mm



PAGE 5 208 x 146mm



PAGE 3: 208 x 146mm



Why do you ask me to complete the survey on my own?

This is about your life and the way you feel about things. Doing it on your own means that you take time to think about the questions and how you are feeling. It's important you give YOUR answers, not what you think are the 'right' answers.

Are my survey answers safe?

Everything you put on your survey is confidential – there's no way anyone can find you from your survey. We never add names or addresses to the information from the survey.

What if something in the survey upsets me?

You might want to talk to a parent or carer about the topics in your survey. Or, if you can't do this, there is a list of helplines in with your survey. It's good to talk about things – so don't keep worries to yourself.

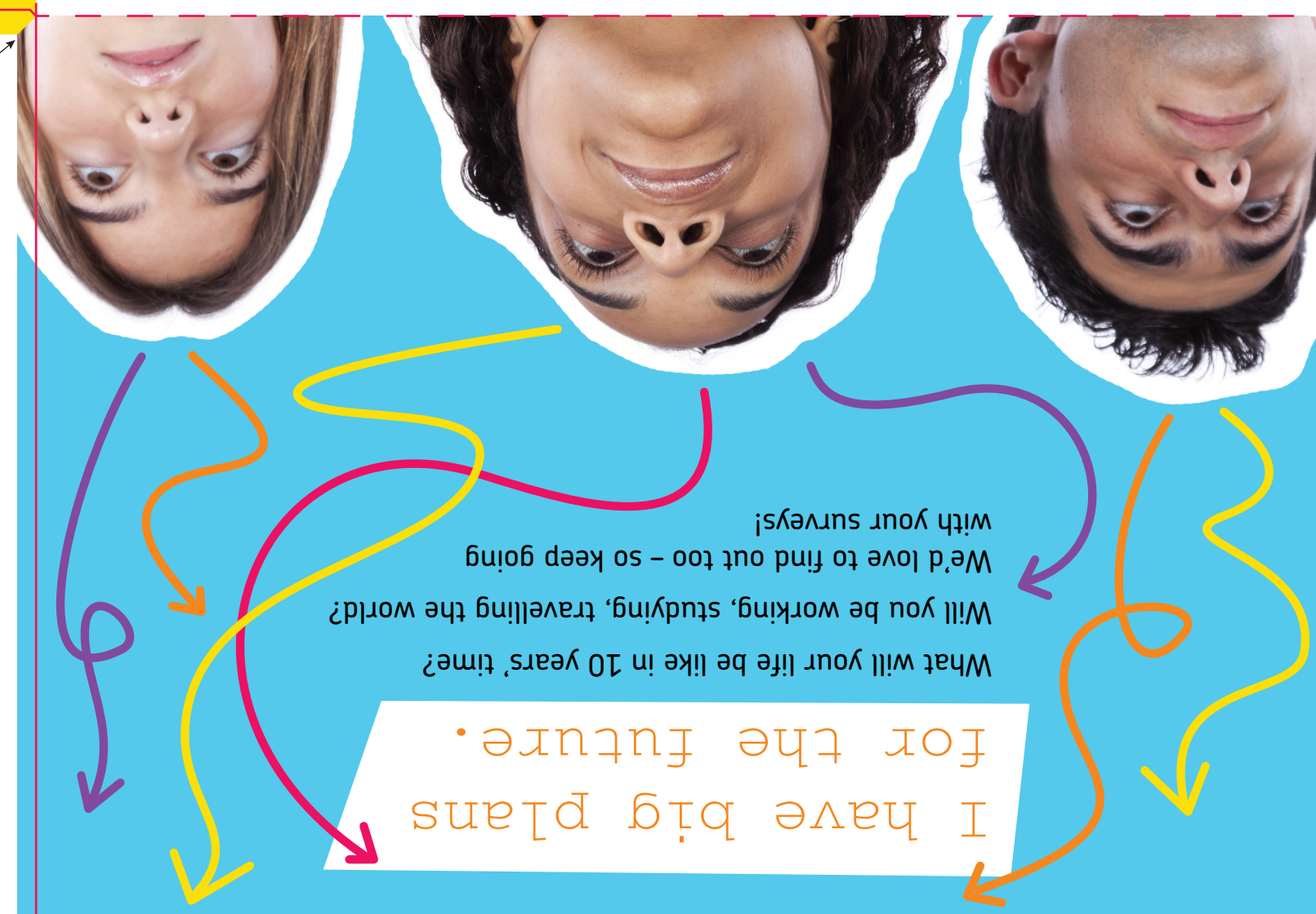


We have protected the privacy of our participants by only using stock photography.

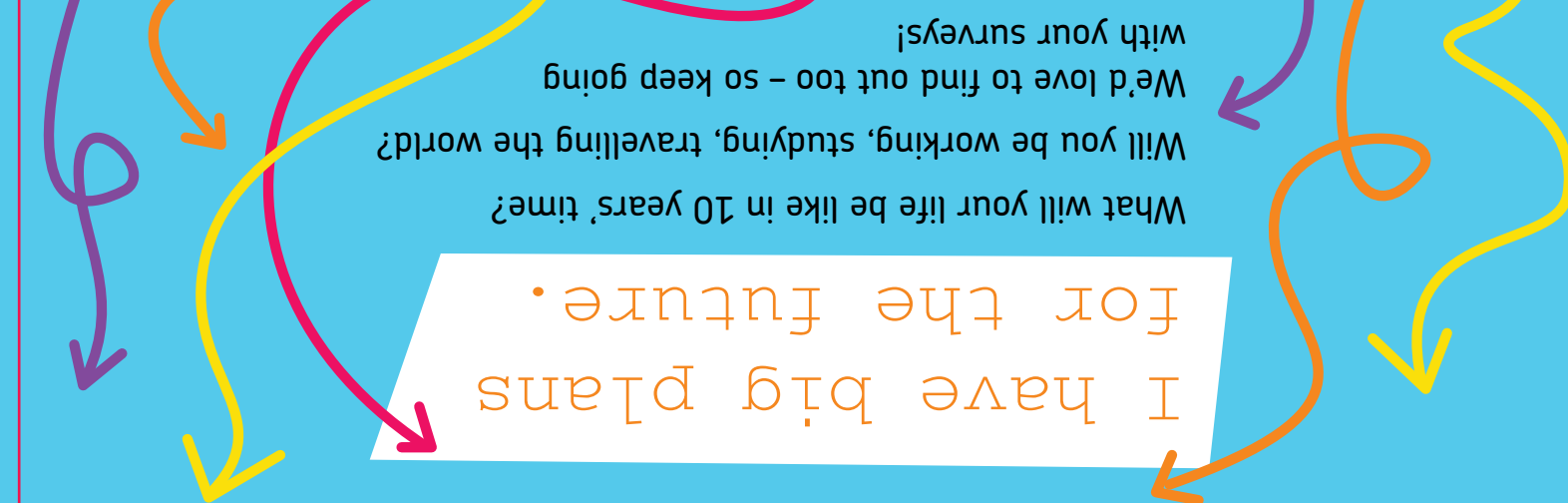
IP16 Youth Leaflet (Child)



PAGE 10
(BACK COVER)
210 x 148mm



PAGE 6
210 x 146mm



PAGE 2
(BACK OF FRONT COVER)
210 x 148mm



PAGE 4: 208 x 146mm



PAGE 7: 208 x 146mm



PAGE 8
210 x 148mm



PAGE 9
210 x 146mm

TOTAL FLAT SIZE:
626 x 442mm

IP16 - parent leaflet

Children are really important to Understanding Society, as their survey answers help us understand more about issues that directly affect them.

Every participant in Understanding Society represents thousands of other people living in the UK. We ask everyone in the household to complete an interview, to help us see how families are changing over time.

Very few studies in the world ask children and teenagers about their experiences over several years. Ours is **the only study in the UK** that captures children's experiences in this way. This makes the information that your child gives to Understanding Society **extremely important** – and we are very grateful when children and their families take part.

Please encourage your child to complete their survey because it is helping thousands of other children in the UK when they take part.



What if you have questions?

If you are worried about any of the questions we ask your child(ren), you can contact our participant liaison team.



You can visit our website:

www.understandingsociety.ac.uk/participants



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.**



IP16 Youth Leaflet (Parent)



Why do we ask children to take part?



Why do we give children their own survey?

The questions we ask your child cover the key areas of their life and include things like family life, friends, school, social media, health and leisure. Some of these topics may include questions about more serious issues, such as bullying, drinking alcohol or vaping.

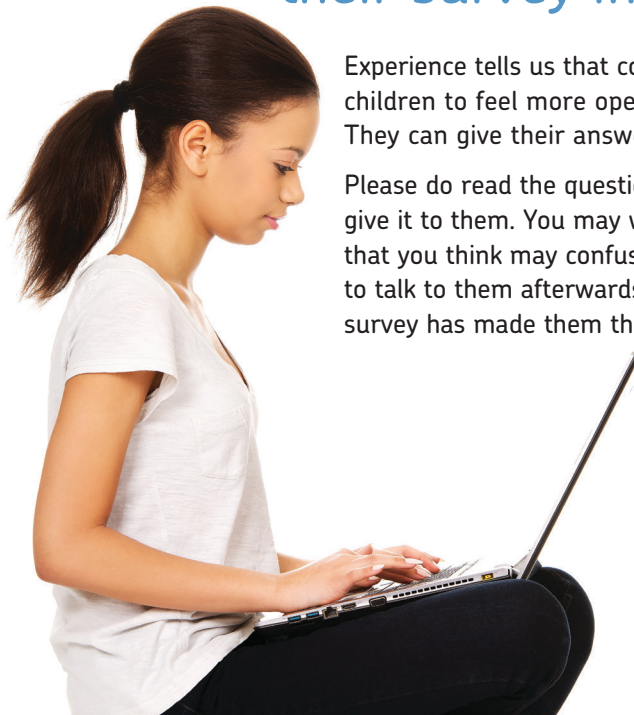
Giving children their own survey allows us to tailor the questions to their experiences and to ask about things that happen at home, at school or in the street, that parents might not experience.

Children have told us that they like having their own special survey, as it shows that their experiences are important and they have a vital role in Understanding Society.

Why do we ask you to allow your children to complete their survey in private?

Experience tells us that completing surveys on their own allows children to feel more open when they answer the questions. They can give their answer, rather than the 'right' answer.

Please do read the questions in your child's survey before you give it to them. You may want to discuss with them any topics that you think may confuse or worry them. Or you may want to talk to them afterwards about anything that completing the survey has made them think about.



Are your child's survey answers confidential?

Yes. Your child's personal details such as name, address and date of birth are removed from their survey answers, so that they cannot be identified. Their details are never made available to anyone outside the Study team.

Just like your survey, we want you to treat your child's answers to their survey as confidential. When they have completed their questionnaire, they should seal it in the envelope and hand it back to the interviewer, or give it to you to post back.

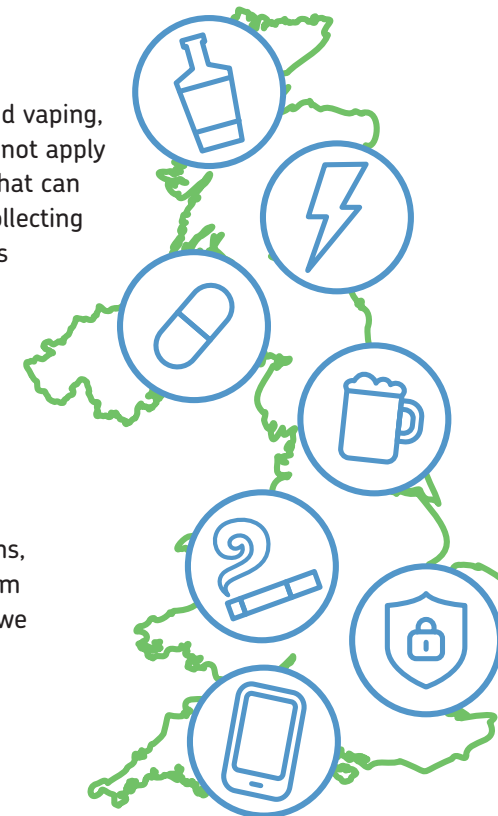
CONFIDENTIAL

Why do we ask questions on sensitive topics?

Topics such as drinking alcohol, smoking and vaping, drug use, bullying, and internet safety may not apply to your child directly, but these are issues that can impact children within this age range. By collecting this information, we are able to track what's happening with children across the UK.

We are careful to include only topics that your child will have learnt about at school, as part of the National Curriculum. The survey questions are developed with help from specialist researchers who work with children.

If you are worried about any of the questions, you can contact our Participant Liaison Team who can provide more information on why we ask these kinds of questions.



Why do we include questions on...

Alcohol?

In your child's survey we ask whether they have friends who drink alcohol, if they drink alcohol themselves and, if they do, how often.

Information from children's surveys in Understanding Society has helped researchers look at what makes young people less likely to drink or smoke. They discovered that children who know about the harmful effects of drinking and smoking were less likely to do either. Also, that children who reported higher happiness levels were less likely to drink or smoke.

Bullying?

We ask children if they experience bullying at school, at home, or online. We also ask if they have bullied someone.

Bullying is a big issue for children in the UK – and there are many reasons why children bully each other. Researchers have used Understanding Society to look at how children's behaviour has changed since the Covid pandemic. They found that the pandemic school closures have increased children's stress levels, and this has made them more likely to bully and fight. This research has been shared with organisations that support teachers and with the UK government.

Wellbeing?

Children in Understanding Society are asked how they feel about different aspects of their life. We are interested in how they feel about their appearance, their family, their friends, school, and life as a whole.

Information on children's wellbeing is vital for planning support services for children and their families. Each year The Children's Society produces The Good Childhood Report on the mental health of children in the UK, using information from children in Understanding Society. This report shows that children's happiness levels have been falling over time for things like school and appearance, but that most children remain happy with their family life.



If completing their survey makes your child want to talk to someone outside their family about the issues raised, we include a number of **helplines** that they can call or text.

IP16 Letter Youth Reminder letter with cond £5
R1_PROOF



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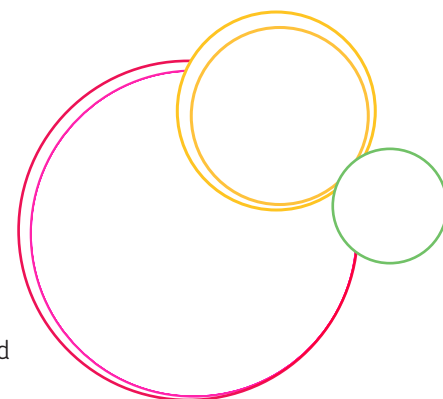
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ff_Address5
ff_PostCode

XX/XX/XXXX



Dear RESP_Name

As well as interviewing adults, Understanding Society also interviews children aged 10-15 by asking them to complete a short questionnaire. Having children answer questions about their life is really valuable to the Study and helps us better understand issues that may particularly affect children and young people.

We have recently sent you a paper questionnaire to pass on to **Child_name** to complete. At the moment we do not have a record of the questionnaire having been returned. If **Child_name** has completed the questionnaire and it has been posted back in the last few days - thank you and please ignore this letter. If they haven't yet completed their questionnaire, we would be grateful if you could encourage **Child_name** to complete it and post it back to us.

Alternatively, **Child_name** can complete the questionnaire online. If they would like to take part in this task online, they will need their unique username and password:

Username: username

Password: password

To access the survey, **Child_name** will need to open the link below on the device that they would use, or use the camera on their device to scan the QR code below: www.understandingsociety.ac.uk/society



If **Child_name** completes the questionnaire **online**, we will send them **an additional £5 voucher**.

Just like the adults that take part in Understanding Society, children's experiences are unique, and we can't replace them with anyone else. By taking part in the youth survey, **Child_name** will help many organisations carry out important research that will improve life in the UK for all.

Please find enclosed a leaflet that provides more information about why the data that we collect from the young people are important.

To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants

If you have any questions at all about Understanding Society, please contact us using the details on the back of this letter.

Yours faithfully,

Professor Michaela Benzeval
Director, Understanding Society.

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.

IP16 Letter Youth Reminder letter without conditional £5
R1_PROOF



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
WebNo

RESP_Name

ff_Address1

ff_Address2

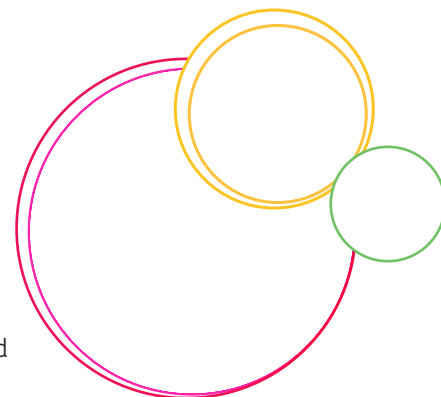
ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX



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Password: password

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Director, Understanding Society.

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: _____

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

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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.

IP16 Letter 19 Youth Self Completion letter with cond £5
R2_PROOF



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>

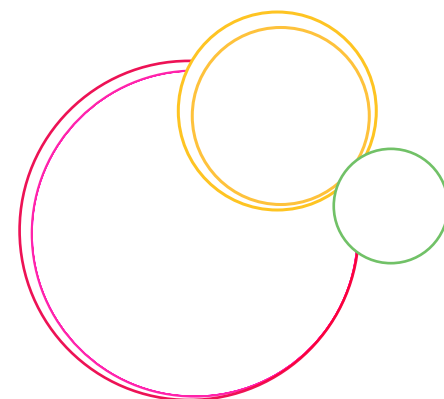


Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX

Thank you for taking part in Understanding Society



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 enclosed 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.

Alternatively, **Child_name** can complete the questionnaire online. If they would like to take part in this task online, they will need their unique username and password:

Username: XXXXXX

Password: XXXXXX

To access the survey, **Child_name** will need to open the link below on the device that they would use, or use the camera on their device to scan the QR code below: www.understandingsociety.ac.uk/society



As a token of our appreciation, I have enclosed a **£10 voucher** for **Child_name**. If **Child_name** completes the questionnaire online, we will send them **an additional £5 voucher**.

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.

Please find enclosed a leaflet that provides more information about why the data that we collect from the young people are important.

If you have any questions at all about Understanding Society and your involvement in it, please contact us using the number on the back of this letter. Do also check our special participants' website where you can read some early findings, send us a message or just find out more information about Understanding Society: www.understandingsociety.ac.uk/participants.

Yours faithfully,

Professor Michaela Benzeval
Director, Understanding Society.

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: _____

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

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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.

IP16 Letter 19 Youth Self Completion letter without cond
£5 R2_PROOF



Contact us:

Participant helpline: **0800 252 853**

Web: **www.understandingsociety.ac.uk/participants**

Email: **contact@understandingsociety.ac.uk**

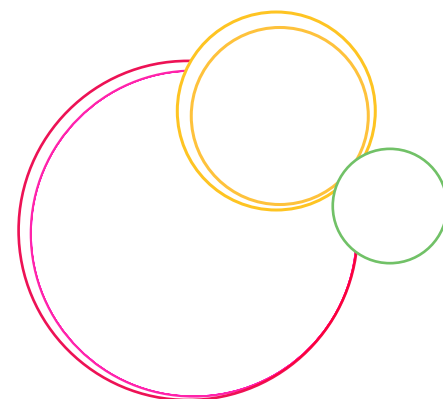
For details of the study's privacy policy, please see
<https://www.understandingsociety.ac.uk/participants/gdpr>



Counter
WebNo

RESP_Name
ff_Address1
ff_Address2
ff_Address3
ff_Address4
ff_Address5
ff_PostCode

XX/XX/XXXX



Thank you for taking part in Understanding Society

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 enclosed 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.

Alternatively, **Child_name** can complete the questionnaire online. If they would like to take part in this task online, they will need their unique username and password:

Username: XXXXXX

Password: XXXXXX

To access the survey, **Child_name** will need to open the link below on the device that they would use, or use the camera on their device to scan the QR code below: www.understandingsociety.ac.uk/society



As a token of our appreciation, I have enclosed a **£10 voucher** for **Child_name**.

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.

Please find enclosed a leaflet that provides more information about why the data that we collect from the young people are important.

If you have any questions at all about Understanding Society and your involvement in it, please contact us using the number on the back of this letter. Do also check our special participants' website where you can read some early findings, send us a message or just find out more information about Understanding Society: www.understandingsociety.ac.uk/participants.

Yours faithfully,

Professor Michaela Benzeval
Director, Understanding Society.

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: _____

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

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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.

Youth Reminder Email 2

From: [Understanding Society](#)
To:
Subject: Your Understanding Society Interview
Date: 16 November 2023 10:55:20



Dear ParentName2

999999802\YRM
123456789012

As well as interviewing adults, *Understanding Society* also interviews children aged 10-15. Having children answer questions about their life is really valuable to the Study and helps us better understand issues that may particularly affect children and young people.



We have recently sent you a paper questionnaire to pass on to Suzy to complete. At the moment we do not have a record of the questionnaire having been returned. If Suzy has completed the questionnaire and it has been posted back in the last few days - thank you and please ignore this letter. If they haven't yet completed their questionnaire, we would be grateful if you could encourage Suzy to complete it and post it back to us.



Alternatively, Suzy can complete the questionnaire online. If they would like to take part in this task online, they will need their unique username and password:

Username: klmno

Password: pqrst

To access the survey, Suzy will need to open the link below on the device that they would use: www.understandingsociety.ac.uk/society

Just like the adults that take part in *Understanding Society*, children's experiences are unique, and we can't replace them with anyone else. By taking part in the youth survey, Suzy will help many organisations carry out important research that will improve life in the UK for all.

To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants

Yours faithfully,



Professor Michaela Benzeval
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.

Youth Reminder Email

From: [Understanding Society](#)
To:
Subject: Your Understanding Society Interview
Date: 16 November 2023 10:55:20



Dear ParentName1

999999801\YRM
123456789012

As well as interviewing adults, *Understanding Society* also interviews children aged 10-15. Having children answer questions about their life is really valuable to the Study and helps us better understand issues that may particularly affect children and young people.



We have recently sent you a paper questionnaire to pass on to Johnny to complete. At the moment we do not have a record of the questionnaire having been returned. If Johnny has completed the questionnaire and it has been posted back in the last few days - thank you and please ignore this letter. If they haven't yet completed their questionnaire, we would be grateful if you could encourage Johnny to complete it and post it back to us.

Alternatively, Johnny can complete the questionnaire online. If they would like to take part in this task online, they will need their unique username and password:

Username: abcde

Password: fghij

To access the survey, Johnny will need to open the link below on the device that they would use: www.understandingsociety.ac.uk/society

If Johnny completes the questionnaire **online**, we will send them **an additional £5 voucher**.

Just like the adults that take part in *Understanding Society*, children's experiences are unique, and we can't replace them with anyone else. By taking part in the youth survey, Johnny will help many organisations carry out important research that will improve life in the UK for all.

To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants

Yours faithfully,



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

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IP16 Letter 8 Thank you letter - Youth R2_PROOF



FinalSerialNum
ff_pid

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
WebNo

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

XX/XX/XXXX

Thank you!

Dear PARENTNAME1

We would like to thank your child, **{YOUTHNAME}**, for completing their Understanding Society youth questionnaire. To thank them for doing this, a **gift card for £5** is enclosed for **{YOUTHNAME}**.

We really appreciate the time they gave to complete their survey. By taking part in the youth survey, your child will help many organisations carry out important research that will improve life in the UK for all. For example, charities such as The Children's Society and Barnardo's are using information from the survey to improve children's wellbeing, whilst the Social Metrics Commission has used the information to report to the government on what activities children do outside of school. To find out more about who uses the study, please visit www.understandingsociety.ac.uk/participants.

We look forward to surveying them again next year.

With many thanks,

Professor Michaela Benzeval
Director, Understanding Society.



University of Essex

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

Understanding Society 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.

262400332 / IP16 Letter 8 Thank You Incentive

Help insert for Youth booklet_v1



Thank you for your help

If you are worried about any of the questions in this booklet here are some helplines where children and young people can get information, advice and support with all sorts of things like bullying, problems at home, exam stress, self-harm or loneliness.

ChildLine

Online: **www.childline.org.uk**

Tel: **0800 1111** (calls are free)

Calls are confidential and won't appear on your home phone bill. You can also use a mobile phone. Calls from 3 (Three), BT Mobile, EE, O2, Orange, T Mobile, Virgin or Vodafone mobiles won't show up on the phone bill either.

SupportLine

Online: **www.supportline.org.uk**

Tel: **01708 765200**

Write: SupportLine PO Box 2860, Romford, Essex RM7 1JA

SupportLine provides a confidential telephone helpline offering emotional support to any individual on any issue.