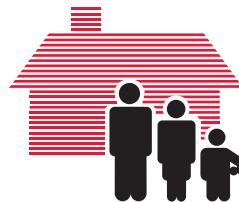


From **Living in Britain** to **Understanding Society**

What is happening to Living in Britain ?



Understanding
Society



Living in Britain has been successfully collecting information which is used by researchers all around the world for 18 years. It is the most often used data-set by academic researchers and is also used by policy-makers, charities and voluntary organisations. The value of the survey is that it collects information from the same people every year – building up a picture of our changing lives. The survey is a huge success and is rightly regarded as a jewel in the crown, providing data for high quality research. Without you, and people like you all over the country, we would not have this information to help us understand our society. We are proud to work on this survey, and hope that you feel proud of being part of this high profile and important social research project.

However, we are not the only people who know how great this survey is. The Economic and Social Research Council (ESRC), who fund **Living in Britain**, have been so impressed by the high quality of the survey they have provided funds to allow us to expand and grow. With this increase, comes a new name – *Understanding Society* – and a new image.

What is *Understanding Society*?

Understanding Society is the largest survey of its kind in the world, and you are a vital part of it! Many new households have been asked to join you in the study and we are collecting information from them, and will be going back to them each year to see how things have changed. You are particularly important to *Understanding Society* because of your long involvement with **Living in Britain**. We do hope you will continue with us into the future.

Who runs *Understanding Society*?

The team responsible for *Understanding Society* at the University of Essex are the same team who have been responsible for **Living in Britain** over the last 18 years.

After a competitive tender to ensure the proper use of the money available, the contract to carry out the interviewing was awarded to the National Centre for Social Research (NatCen), one of the most highly respected research companies in the UK. NatCen are a non-profit social research institute with professional, experienced and friendly interviewers committed to ensuring that quality standards are maintained on the survey.

What will happen to your information?

Just like with **Living in Britain**, the results of the survey will be used for research purposes. The results are strictly confidential and we operate under the rules of the Data Protection Act. The data made available for analysis will be anonymous and individual people or households will not be identifiable from it.

How do I find out more?

If you'd like some more information on the survey or have any concerns at all about the change to the new name and arrangements, please get in touch. You can;

- visit www.understandingsociety.org.uk/participants
- email contact@understandingsociety.org.uk
- call the University of Essex on Freephone 0800 252 853.

We'll be really pleased to hear from you.

