



All you need to know about Understanding Society





What is it?

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

What's it for?

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

Why me?

Your household is part of a specially chosen random sample of addresses which means we can't replace it with another address. Your participation is completely voluntary but we hope you will be able to help us as we rely on the goodwill and voluntary co-operation of those who are selected to take part to make the study a success.

What do I have to do?

To join in, all you have to do is answer some questions about your life and your opinions. An interviewer will meet you at your home. Each person's interview will take around 45 minutes to an hour depending on your circumstances. So we can follow how your life changes over time, we would like to come back and interview you again next year. However, we would like to interview you this year whether or not you choose to take part next year, and you can drop out of the study at any point.

Who do you want to talk to?

We would like to talk to everyone aged 16 and over who lives in your home.

How many people are being asked to take part?

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

What will you do with the information?

The results of the survey will be used for research purposes. The results are strictly confidential and we operate under the rules of the Data Protection Act. You can ask to see your details at any time or to have them removed from our database.

The data made available for analysis will be anonymous and individual people or households will not be identifiable from it.

Who is running it?

Researchers at the University of Essex are running Understanding Society together with TNS BMRB with funding from the Economic and Social Research Council.

What do I get out of it?

Each person in the household who decides to take part will receive a £10 gift voucher.

How do I find out more?

If you'd like some more information on the study: visit **www.understandingsociety.ac.uk**, email **contact@understandingsociety.ac.uk**, call the University of Essex on Freephone **0800 252 853** or write to **FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, C04 3SQ**. We'll be really pleased to hear from you.

