

Wave 8 – Leaflets

Leaflets

Casestudies

Wave 8 – Leaflets

130471 GB mrs leaflet

130471 NI mrs leaflet (3)

GB Info Leaflet

NI Info Leaflet

W8 Information on adding economic records_v3

W8_thank you flyer

130471 GB mrs leaflet

This Understanding Society interview was conducted by:

Interviewer Name: _____

Interviewer No: _____

Date: _____

TNS is conducting this project as an 'MRS Company Partner', which can be verified by calling the MRS Freephone on 0500 39 69 99.

What is the Market Research Society?

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

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

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

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

For more information on the Market Research Society, contact:

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

TNS is compliant with the following standards and legislation: The 1998

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

130471 NI mrs leaflet (3)

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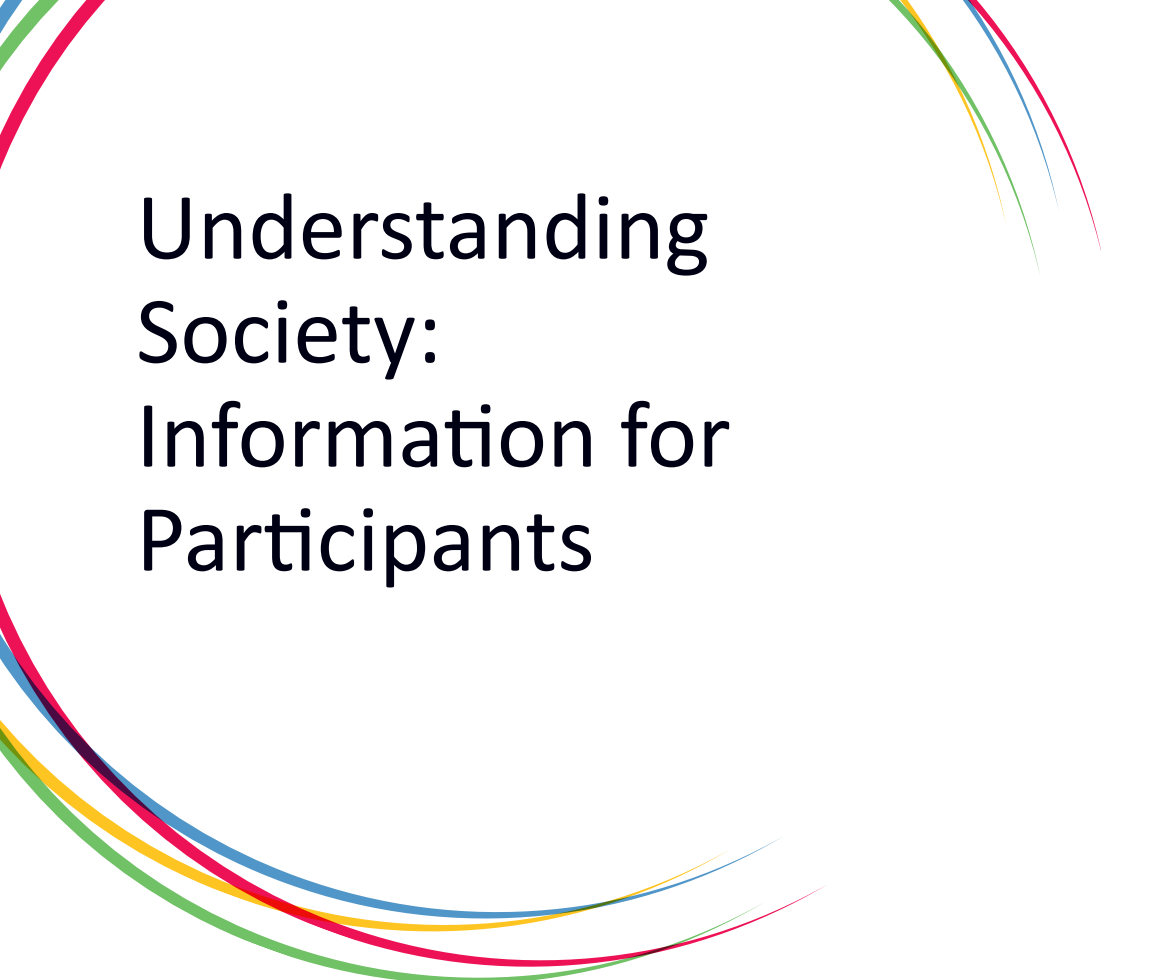
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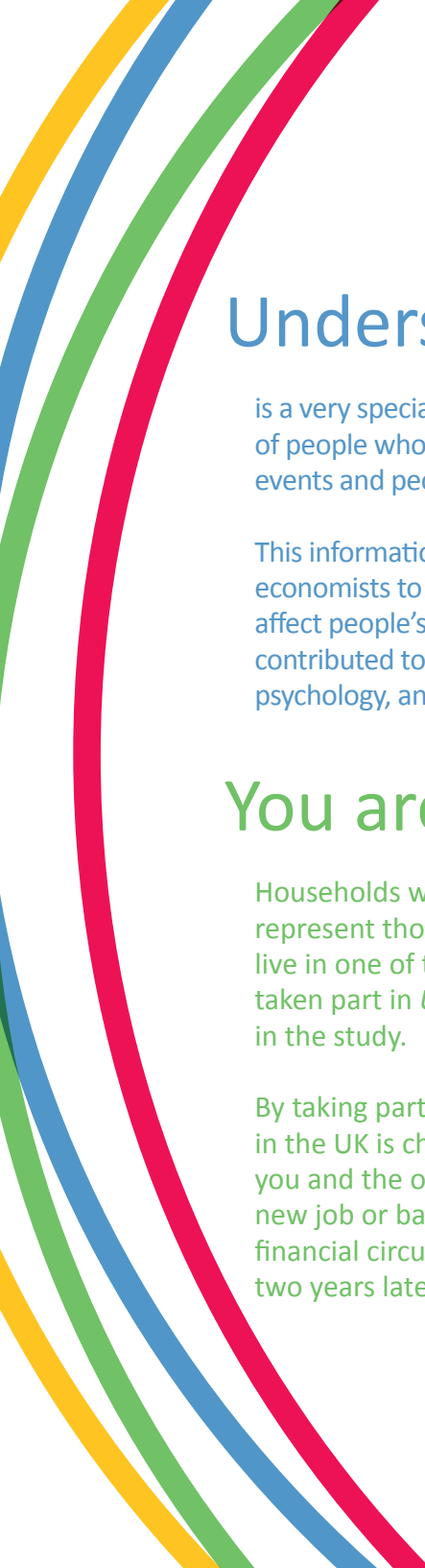
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GB Info Leaflet



Understanding Society: Information for Participants





Understanding Society...

is a very special study that follows the lives of tens of thousands of people who live in the UK, collecting information about the events and people that affect them.

This information is used by social scientists, policy makers and economists to help make better decisions about things that affect people's lives. In the past, studies like this have contributed to changes in the law, given insights into human psychology, and helped doctors treat illnesses more effectively.

You are important to us

Households were chosen to take part in this study to represent thousands of other people living in the UK. If you live in one of those households, or with someone who has taken part in *Understanding Society* before, you can take part in the study.

By taking part, you are helping to create a record of how life in the UK is changing and what impact those changes have on you and the other people you live with, for example, how a new job or baby affects your health and well-being, your financial circumstances and personal relationships a year or two years later.

What do I have to do?

To join in, all you have to do is answer some questions about your life and your opinions. If you are already a member of the study you will be familiar with most aspects of the interview. The interview will take approximately 45 minutes to an hour, depending on your circumstances. It will cover some of the key areas of your life such as health, employment, retirement, personal relationships, friends and family, childcare, and leisure activities.

Do you just want to talk to me?

We would like to talk to everyone aged 16 and over who lives in your home. With parents' consent, we would also like young people aged 10-15 to fill in a short questionnaire.

Are you new to this household?

You are being asked to take part because you are now living in the household of someone who has previously taken part in the study.

Without your input, we won't be able to gain a complete understanding of how household and family circumstances may be changing.

What do I get out of it?

Each person in the household who takes part will receive a High Street voucher that can be used at a range of retailers. Young people aged 10-15 who complete a self-completion questionnaire will receive a £5 High Street voucher. As a member of *Understanding Society* you will also have access to study findings and research updates.

Is the study confidential?

Yes, we always take great care to protect the confidentiality of the information you give us, in accordance with the Data Protection Act. The results of the study will be used for research purposes only. You can ask to see your details at any time or to have them removed from our database. The data is and will remain anonymous – it will be impossible for anyone to identify you or your household from the study's results.

Who is doing the research?

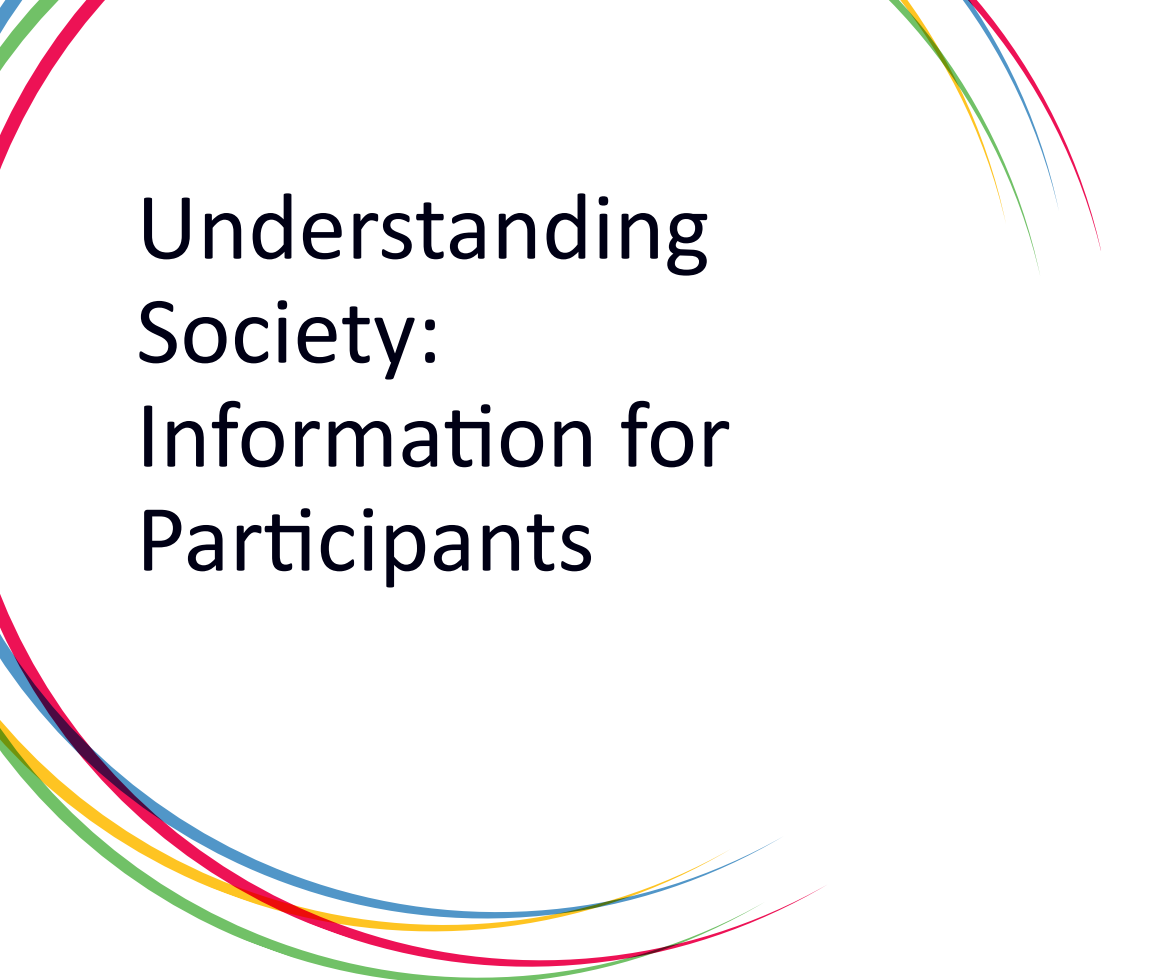
Researchers at the University of Essex are running *Understanding Society* together with TNS BMRB. Funding has been provided by the Economic and Social Research Council (ESRC).

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, CO4 3SQ**. We'll be really pleased to hear from you.

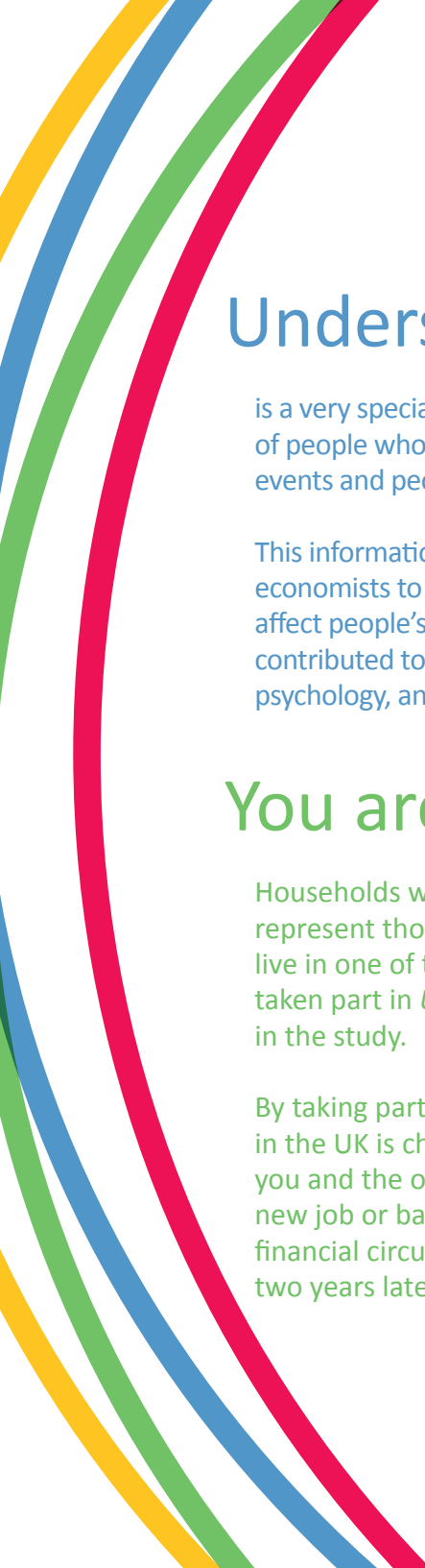


NI Info Leaflet



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By taking part, you are helping to create a record of how life in the UK is changing and what impact those changes have on you and the other people you live with, for example, how a new job or baby affects your health and well-being, your financial circumstances and personal relationships a year or two years later.

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Who is doing the research?

Researchers at the University of Essex are running *Understanding Society*. Funding has been provided by the Economic and Social Research Council (ESRC). Fieldwork is carried out by Millward Brown Ulster.



MillwardBrownUlster

W8 Information on adding economic records_v3



Information on adding economic records



Understanding
Society

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W8

Data linking

Government departments and agencies collect a range of information about all of us for administrative purposes, so they can plan and provide services. Added to the responses you have provided in this study the information can inform further analyses and help us get a better picture of those who are using services provided by the government.

What am I being asked to give permission for?

We are asking for your permission to link the information Her Majesty's Revenue & Customs (HMRC) hold about your employment and self-employment history, your National Insurance contributions, income and tax credits. The information goes back to the 1970s, and to the beginning of self-assessment in the 1990s. The Understanding Society study at the University of Essex would like to add these records to the responses you have given to this study. If you give your permission, it will inform further analysis to help us get a better picture of the economic circumstances of private households and how they can best be helped.

What will happen if I give permission?

- 1) The Understanding Society study will give HMRC your name, address, sex and date of birth.
- 2) HMRC will use these details to identify the correct records it holds about you, and delete any of the personal information passed on to them.
- 3) HMRC will send your HMRC records to the Institute for Social and Economic Research at University of Essex using a secure data transfer method.
- 4) The Understanding Society study will add the HMRC records to your study responses.

What will the research be used for and who will use it?

Like your study responses, the additional information will be held as a resource for use by professional academic and social policy researchers for non-commercial research and statistics over the coming years. Any sensitive information would only be made available to them under restricted access arrangements which make sure that the information is used responsibly and safely. Names and addresses are never included in the results and no individual can be identified from the research.

The data will not be used to work out whether any individual is claiming benefits they should not be and will not affect any current or future dealings with HMRC. Your permission would allow researchers to provide answers to a great deal of highly policy-relevant questions, for example:

- how well prepared individuals and families are for retirement and how this differs across time and generations; and
- in much greater detail, how family circumstances interact with tax credits, earnings and interruptions in earnings.

What if I change my mind?

We will remind you periodically of the permissions you have given, and you can withdraw your permission at any time. While it is not possible to remove historical data, no new data will be added from that point onwards.

Who do I contact?

If you would like any further information or want to withdraw your permission, please contact us at:
FREEPOST RRXX-KEKJ-JGKS, Understanding Society, University of Essex,
Wivenhoe Park, Colchester, CO4 3SQ.
Freephone: 0800 252853
Email: contact@understandingsociety.ac.uk



Thank-you!

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Understanding Society, University of Essex,
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W8_thank you flyer

We need your help to answer these important questions...

How well are you managing financially these days?

How would you rate your local services?

What do you consider your national identity to be?

Does your health limit you a lot, a little or not at all?



Understanding
Society



Thank you for your help and participation in Understanding Society.

It is only by talking to the same people each year that we can build a picture of how lives are changing over time. This is why you are so valuable to the study.

The anonymous information you share is being used by social researchers, policy-makers in government, charities and other third sector organisations in the UK and around the world to shape and guide new policy.

Go online to find examples of how Understanding Society influences policy and features in the news:

www.understandingsociety.ac.uk/participants



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 Understanding Society -
UK Household Longitudinal Study

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What do you think of the mailings that are sent to you on behalf of Understanding Society? We would like to hear your feedback. Please email us contact@understandingsociety.ac.uk or call 0800 252 853

Wave 8 – Casestudies

W8_Wellbeing case study

W8_Grandparents case study

W8_First daughter case study

W8_Boomerangers case study

Latest Interviewer case study - the daily commute

Interviewer case study - teenagers

Interviewer case study - teenagers

How is my information used and how does it make a difference?



We asked 10- to 15-year-olds how often they use screen-based appliances, e.g. mobiles, tablets & games consoles and questions about their wellbeing.

The research

Researchers at the University of Essex looked at the link between social networking sites and children's happiness levels.

What the research found

- 10- to 15-year-olds chatting lots on social networking websites and using games consoles heavily were associated with higher chances of social problems such as being withdrawn.
- The research also showed that heavy use of smartphones, tablets and games consoles was also associated with lower levels of happiness among adolescents.

What the researcher says

"If children are using social media in substitute for physical activity that has major public health implications. We already have large parts of the population who have health problems because they are not physically active." Dr Cara Booker, University of Essex

Newspaper headlines

- **Tech companies urged to protect young from dangers of excessive screen time**
The Guardian, 10th October 2015
- **Do children have too much screen time and does it matter how much time they spend on iPads, smartphones and laptops?**
East Anglian Daily Times, 17th October 2015
- **Excessive social media use harms children's mental health**
The Telegraph, 20th October 2015

Why does this research make a difference?

This research can help inform parents' and the government's decisions about the recommended amount of screen time young people should have.

Latest Interviewer case study - the daily commute

How is my information used and how does it make a difference?



We asked adults about how they travel to their place of work.

The research

Researchers at the University of East Anglia wanted to find out how people's daily commutes can affect their health.

What the research found

- People who switched to either walking or cycling reported improvements in their well-being.
- People felt that they were able to concentrate more at work and were under less strain when they didn't travel by car.
- The study shows that the longer people spend commuting in cars, the worse their psychological well-being.

What the researcher says

"This research shows that if new projects such as London's proposed segregated cycleways, or public transport schemes such as Crossrail, were to encourage commuters to walk or cycle more regularly, then there could be noticeable mental health benefits."

Adam Martin, UEA's Norwich Medical School

Newspaper headlines

- **Walking or cycling to work 'improves well-being'**
BBC News, 14th September 2014
- **Walking or biking to work may make you happier**
Fox News, 14th September 2014
- **The case for walking or cycling (or taking the train) to work**
The Washington Post, 15th September 2014

Why does this research make a difference?

This research can help town planners, employers and commuters to find ways to make travelling to work healthier.

W8_Boomerangers case study

How is my information used?

We asked Who you are living with and how many generations live in your house?



The research

Researchers from the University of Southampton used the data to show what shapes young people's decision to move home to mum and dad.

What the research found

- Finishing full-time education is the most common reason for returning to the parental home.
- Relationship break-ups and being unemployed also increase the need for parental support.
- Men remain more likely to be living in the parental home than women, although the gender gap is narrowing.

Newspaper headlines

- “It’s Official: The Boomerang Kids Won’t Leave”
New York Times 20th June 2014
- Why young adults return to parental home
Science Daily 11th November 2013

Questions this raises for policy makers

- More young people choose to go to university.
Is this a good or bad thing?
- What does the future hold for parents who now
need to support their children for longer?
- Will parents need to dig deeper into pensions &
savings?

W8_First daughter case study

How is my information used?

We asked 10-15 year olds about their plans to attend further education



The research

Feifei Bu at the University of Essex used the data to investigate if brothers or sisters were more or less ambitious, depending on whether they were the first, second or youngest child.

What the research found

- Girls are 13% more ambitious than boys
- “Firstborns” are 16% more likely to attend further education than their younger siblings
- Girls are 4% more likely to have further education qualifications

In the news

- First born and female? Why being the eldest girl means you are more likely to succeed
Daily Mail 27th April 2014
- Firstborn children really do excel, reveals groundbreaking study The Guardian 26th April 2014
- Born winners: the women who grew up in first place The Times 28th April 2014

Questions this raises for policy makers

- Schools can look at whether they need to support boys or younger siblings more?
- Why is aspiration important?
- What might parents do to ensure all their children are equally ambitious?

W8_Grandparents case study

How is my information used?

We asked about childcare arrangements in the family home.



The research

Charities Age UK and Grandparents Plus used the data to reveal the important role that grandparents play in supporting parents with childcare.

What the research found

- Half of all mothers rely on grandparents to provide childcare when they return to work after maternity leave
- 63% of all grandparents with a grandchild under 16 look after their grandchildren.
- 19% of grandmothers provide at least 10 hours of childcare a week.

Newspaper headlines

- The babysitting grandparents who save families £7billion a year: Study shows older generation cares for 1.6million UK children
Daily Mail 30th May 2013
- Childcare: Are grandparents entitled to flexible hours? BBC News 30th May 2013
- 'Hidden army' of grandparents helping families priced out of childcare
Guardian 8th July 2014

Questions this raises for policy makers

- Older people work for longer now and cannot look after children as often.
- Pension age is rising – what impact will this have?
- Would cheaper childcare help?

W8_Wellbeing case study

How is my information used?

We asked 10-15 year olds about their wellbeing



The research

The Office for National Statistics used this data to report on children's wellbeing, relating to their relationships, health and education.

What the research found

- 79% of boys and 68% of girls reported being relatively happy with their looks.
- The proportion of children in England aged 2 to 15 who were overweight, including obese, was 28% in 2012.
- 12% of children reported being frequently bullied physically, in other ways, or both.

Newspaper headlines

- Children 'satisfied, yet fear of bullying remains'
BBC News 8th October 2014
- Want your children to be happy? Try talking to them... Daily Mail 8th October 2014
- Girls twice as likely to worry about their appearance as boys The Telegraph 8th October 2014

Why is this research important?

- This sort of research can help local authorities improve children's services including social care, education and public health.

