

# Understanding Society

## Wave 9

### Leaflets

- Leaflets
- Case Studies

# **WAVE 9 Leaflets**

**GB Info Leaflet**

**GB MRS Leaflet**

**NI Info Leaflet**

**NI MRS Leaflet**

**Thank you flyer (GB & NI)**

**W9 Information on adding education records**

## GB Info Leaflet



# Understanding Society: Information for Participants



KANTAR PUBLIC

**NatCen**  
Social Research that works for society





# 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](http://www.understandingsociety.ac.uk), email [contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk), call the University of Essex on Freephone 0800 252 853 or write to FREEPOST RRRX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ. We'll be really pleased to hear from you.

## GB MRS Leaflet



# KANTAR PUBLIC=

**This Understanding Society interview was conducted by:**

**Interviewer Name:** \_\_\_\_\_

**Interviewer No:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Kantar Public are 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](mailto:codeline@mrs.org.uk) or visit website [www.mrs.org.uk](http://www.mrs.org.uk)

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

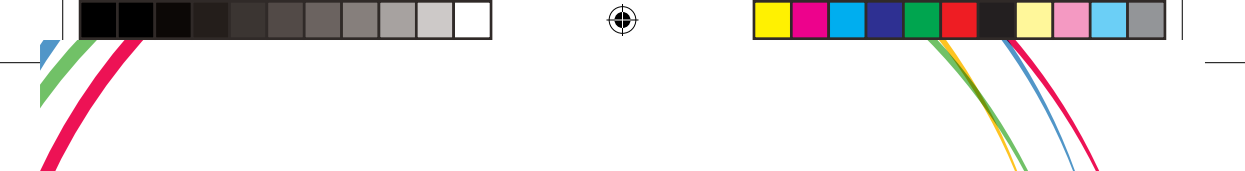
UK Data Protection Act, The Market Research Society (MRS) Code of Conduct, ISO 20252, ISO 9001 and ISO 27001.

USOC/GB/mrs leaflet




## NI Info Leaflet





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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.





**KANTAR** MILLWARD BROWN

USOC/NI/information leaflet/139140



## NI MRS Leaflet



# KANTAR MILLWARD BROWN

**This Understanding Society interview was conducted by:**

**Interviewer Name:** \_\_\_\_\_

**Interviewer No:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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Millward Brown Ulster 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.

**Thank you flyer (GB & NI)**





# 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

W9/thank you leaflet/139140





## 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](http://www.understandingsociety.ac.uk/participants)**



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Like us on Facebook:



Understanding Society -  
UK Household Longitudinal Study

### Tell us



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](mailto:contact@understandingsociety.ac.uk) or call 0800 252 853



## W9 Information on adding education records

## What about data security?

Your survey answers and education records will be anonymised and will only be used for research and statistics. We are very security conscious and all of our systems are password protected and accessed by a small number of authorised staff. The information we need to exchange with the government departments and agencies will be sent via secure transfer systems. We implement the most up to date data security protocols and procedures. Your personal details will be secure at all times.

## What if you change your mind?

If you wish to withdraw your permission at any point in the future, please write to **Freepost RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ** stating: "I < your name>, currently living at < your address and postcode> am a participant on Understanding Society and I wish to withdraw my permission for administrative education data to be added to my survey data." Please sign and date your letter. If you have any questions or concerns, just call our Freephone number 0800 252 853 or write to Freepost RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ.

For more information, visit: [www.understandingsociety.ac.uk/participants](http://www.understandingsociety.ac.uk/participants)

## Thank-you

If you have any questions or concerns, just call our **Freephone number 0800 252 853**, email **[contact@understandingsociety.ac.uk](mailto:contact@understandingsociety.ac.uk)**, or write to **Freepost RRXX-KEKJ-JGKS, Understanding Society, University of Essex, Wivenhoe Park, Colchester, CO4 3SQ**

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# Information on adding education records



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# Introduction

Government departments and agencies collect a range of information about all of us for administrative purposes. This is so they can provide education and other services to us when we need them. While we can learn about people's lives, economic circumstances, experiences, behaviour and beliefs by asking direct questions, it can sometimes be easier to obtain some of this information from government departments. Doing this means that we don't have to ask you about these and the interview can be much shorter.

This leaflet explains more about this. Please take a moment to read it.

## What information would be added?

### Education Records including:

- National tests and formal assessments, for example SATS and GCSEs in England, Wales and Northern Ireland and Standard Grades and Highers in Scotland
- Basic information on pupils like demographic characteristics (including ethnicity), special educational needs, attendance and eligibility for free school meals
- Further education courses taken, grades and funding
- Pre-school attended

### From:

- In England, the Department for Education or agencies working on their behalf (as applicable)
- In Wales, the Welsh Department for Children, Education, Lifelong Learning and Skills.
- In Scotland, the Scottish Government Learning Directorate.
- In Northern Ireland, the Department of Education and the Education and Skills Authority.

## Who will use it?

Like your survey responses, the additional information would be used by academic and social policy researchers for non-commercial statistical analysis. 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.

## Your permission – what does it cover?

Information can only be released with your permission. To make the link between education records and your survey responses we would need to pass on personal information to the government departments and agencies holding the records. They can then add your/your child's education records to your survey responses. The necessary personal details include full name, full address, gender, date of birth and school name, where applicable. These details will only be used to identify your information. Before the departments and agencies send any information you have authorised back to us, your name and other details will be removed.

Like the answers you have given us in the survey, the information from other sources will be treated in confidence and in accordance with the Data Protection Act. Your current or future dealings with any of the departments or agencies will not be affected.

## How long does your consent last?

We would like to add information relating to your present, past and future circumstances. We would like to continue to link in your data until you complete your school and further education. We will remind you regularly of the permissions you have given, and you are free to withdraw your consent at any time. If you do choose to withdraw your consent we will no longer link your records to your survey responses but we will retain data which has been previously linked if you have given us permission.

## What about your children's information?

We would like to add information on your child(ren) from birth up to age 16. We need to seek parental consent to add information on your children aged under 16. We understand that some children would be able to make this decision on their own behalf. You should make the decision that represents your child's wishes and best interests. You could discuss this with your child, and you can withdraw your consent at any time. Once your child reaches the age of 16 we will ask your child directly when we next speak to them.



# **WAVE 9 Case Studies**

Interviewers case study – Boomerangers

Interviewer case study - First daughter

Interviewer case study - Grandparents case study

Interviewer case study – Wellbeing

Interviewer case study – teenagers

Interviewer case study - the daily commute

Interviewer case study - Volunteering (NEW)

Interviewer case study - young people's wellbeing (NEW)

## Interviewers case study – Boomerangers

## 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 20<sup>th</sup> June 2014
- Why young adults return to parental home  
Science Daily 11<sup>th</sup> 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?

## Interviewer case study - First daughter

## 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 27<sup>th</sup> April 2014
- Firstborn children really do excel, reveals groundbreaking study The Guardian 26<sup>th</sup> April 2014
- Born winners: the women who grew up in first place The Times 28<sup>th</sup> 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?

## Interviewer case study - 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 30<sup>th</sup> May 2013
- Childcare: Are grandparents entitled to flexible hours? BBC News 30<sup>th</sup> May 2013
- 'Hidden army' of grandparents helping families priced out of childcare  
Guardian 8<sup>th</sup> 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?

## Interviewer case study – Wellbeing



## 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 8<sup>th</sup> October 2014
- Want your children to be happy? Try talking to them... Daily Mail 8<sup>th</sup> October 2014
- Girls twice as likely to worry about their appearance as boys The Telegraph 8<sup>th</sup> 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.



## 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*, 10<sup>th</sup> 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*, 17<sup>th</sup> 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.



## 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*, 14<sup>th</sup> September 2014
- **Walking or biking to work may make you happier**  
*Fox News*, 14<sup>th</sup> September 2014
- **The case for walking or cycling (or taking the train) to work**  
*The Washington Post*, 15<sup>th</sup> 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.





## Interviewer case study - Volunteering (NEW)

## How do the questions I am asked make a difference?



We ask you questions about what you do in your spare time, including some questions about volunteering.

### The research

Researchers from the University of Southampton wanted to find out how volunteering later on in life affects mental health and wellbeing.

### What the research found

- Around one in five participants said they had done some formal volunteering. Women were more likely to volunteer than men.
- There were links between volunteering and good mental health among those aged over 40.
- People who had never volunteered had lower levels of emotional wellbeing.

### What the researcher says

*“Voluntary action might provide over 40s with greater opportunities for beneficial activities and social contacts, which in turn may have protective effects on health status.”*

*Dr Faiza Tabassum, University of Southampton.*

### Newspaper headlines

- **Volunteering is not beneficial until you hit 40, study finds**  
*The Telegraph*, 9<sup>th</sup> August 2016
- **Why over 40s are happy to volunteer: Giving up time for charity work found to boost mental wellbeing as people get older**  
*The Daily Mail*, 9<sup>th</sup> August 2016
- **Volunteering Isn't All That Beneficial — Until You Hit THIS Age**  
*The Huffington Post*, 9<sup>th</sup> August 2016

### How will this research make a difference?

This research will help volunteering organisations open up more opportunities for people to engage in volunteering.

## Interviewer case study – young people's wellbeing (NEW)

## How do the questions I am asked make a difference?



**We asked** young people about many activities. These include visiting art galleries, talking about books at home, the number of evenings spent doing homework, relationship with siblings and quarrelling with parents.

### The research

Dr Dimitra Hartas at the University of Warwick wanted to find out how young people's home lives influence their hopes for the future. She wanted to look at different aspects of young people's lives, like interest in culture, how much parents were involved in school life, and relationships.

### What the research found

- Teenagers who spend quality time with their parents are more likely to want to continue their studies.
- Those who did not feel emotionally close to their parents were two times higher to consider GCSEs unimportant
- Young people who had a close relationship with their parents were more positive about continuing their education after their GCSEs.

### What the researcher says

*"These findings have significant implications for family and educational policy, especially with regard to 'raising aspirations' and reducing early school leaving."* Dr Dimitra Hartas, University of Warwick

### Newspaper headlines

- **Teenagers who spend quality time with their parents are more likely to want to go to university**  
Somerset Live, 10<sup>th</sup> April 2016
- **This Is the Top Predictor of Whether You'll Want to Go to College**  
*Teen Vogue*, 12<sup>th</sup> April 2016
- **Children Who Spend More Quality Time With Parents Have Better Academic Aspirations, Study Says**  
*The Parent Herald*, 20<sup>th</sup> April 2016

### Why does this research make a difference?

This research can help teachers and education specialists understand how home life can raise young people's aspirations. It can help them find new ways to strengthen that relationship.

