All you need to know about Understanding Society

UK Data Archive Study Number 6849 - Understanding Society: Innovation Panel

Leaflet A5_PRINT_V6.indd 1 20/11/08 09:34:05

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.

Leaflet A5_PRINT_V6.indd 2 20/11/08 09:34:06

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 30 minutes but it could take up 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. If parents give their consent, we would also like young people aged 10-15 to complete a short questionnaire.

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 Institute for Social and Economic Research (ISER) at the University of Essex are running *Understanding Society* together with the National Centre for Social Research 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 (or £3 for anyone aged 10-15).
As a member of the *Understanding Society* study you will also have special access to study findings and research updates.

How do I find out more?

If you'd like some more information on the survey;
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.

Leaflet A5_PRINT_V6.indd 3 20/11/08 09:34:06

Printed on Forest Stewardship Council (FSC) accredited and 50:50 recycled paper

P2822 W1 Information Leaflet

Leaflet A5_PRINT_V6.indd 4 20/11/08 09:34:06