



Contact us:

Participant helpline: **0800 252 853**

Web: **www.understandingsociety.ac.uk/participants**

Email: **contact@understandingsociety.ac.uk**

For details of the study's privacy policy, please see
<https://www.understandingsociety.ac.uk/participants/gdpr>

RESP_Name

ff_Address1

ff_Address2

ff_Address3

ff_Address4

ff_Address5

ff_PostCode

Postal_Date

Salutation

Thank you for your continued help and support for *Understanding Society*.

You may remember that we recently wrote to you, to let you know about the *Understanding Society* Coronavirus monthly study. We know that the coronavirus pandemic is affecting everyone in the country.

To enable us to get the survey up and running quickly, we had to ask people to complete their interview online. We are aware that this does exclude a lot of people who do not have access to the internet at home. We know that those who do not use the internet regularly are very important to society, and their experiences of the coronavirus may be different to those who use the internet at home.

This is why we would like to invite you to take part in a **telephone** interview about the coronavirus. This will be in addition to your annual *Understanding Society* survey.

This would involve an interviewer from Kantar contacting you by telephone and asking you if you would like to take part in the Coronavirus study. If it is not a convenient time when they call, you will be able to arrange a more suitable time. The interview should take around 20 minutes. Your participation in the Coronavirus Study is completely voluntary, but we hope you will take part.

To say thank you for any help you can give us, we've enclosed a £2 gift card which is activated and ready for you to use.

We hope that by interviewing people by telephone, we will be able to get a much clearer picture of how people all over the country are managing under the current situation.

Just like the annual *Understanding Society* survey, the interview will be entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Kantar.

More information about the questionnaire content and vouchers are contained in the FAQs overleaf.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*
Institute for Social and Economic Research, University of Essex

Understanding Society is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

Frequently Asked Questions:

Understanding Society Coronavirus Study

What is this survey about and how long will it take?

The coronavirus pandemic is a shock to society that perhaps has no precedent since the last world war. While it is most immediately a public health emergency, it is already clear that it will also have social and economic consequences that will significantly impact the welfare and wellbeing of individuals, families and communities going forward. By completing a short telephone interview in the next few weeks and again later in the year, you will help researchers:

- track how the virus is impacting our lives over time
- see the effect of changes in government guidelines on hygiene and social distancing on our lives
- understand the effect of the government financial support schemes
- design policies to help people deal with the effects of the coronavirus.

What do I need to do?

An interviewer from Kantar will contact you by telephone, if we have your number. You do not have to take part if you do not want to. If it is not a convenient time for the interview when they call you, you can arrange a more suitable time for them to call back. If you have not given us your phone number before, but would like to take part in this Coronavirus Study, please contact us on 0800 015 2908.

What will I get if I take part?

To say thank you for any help you can give us, we've enclosed a £2 gift card which is activated and ready for you to use. If you are able to take part in a second telephone interview later in the year, we will send you another £2 gift card.