



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>

title NAME SURNAME

address1

address2

address3

address4

address5

postcode

November 2020

Dear title NAME SURNAME,

I would like to thank you for taking part in the telephone survey about the coronavirus in May. This was part of a special COVID-19 study that we started earlier this year, alongside the annual *Understanding Society* interviews.

The COVID-19 survey in May was of people who are part of *Understanding Society* and who do not use the internet regularly. The information that we collected was extremely useful to researchers, because it gave them a glimpse into how the virus was affecting a part of the population who are usually excluded from online surveys.

This is why we would like to invite you to take part in another **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 *Understanding Society* COVID-19 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 30 minutes. Your participation in the COVID-19 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 **£10 gift card** which is activated and ready for you to use.

Just like the annual *Understanding Society* survey, the COVID-19 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.

In addition to the COVID-19 study, it remains really important that we continue to collect information in the annual *Understanding Society* survey to enable researchers to look at how the coronavirus pandemic has affected us and our lives in the longer term.

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 COVID-19 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. It is a public health emergency, but it is also has had social and economic consequences that will significantly impact the welfare and wellbeing of individuals, families and communities going forward. By completing a telephone interview in the next few weeks, 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. 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 changed your phone number since May and would like to take part in this COVID-19 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 £10 gift card which is activated and ready for you to use.