

Understanding Society COVID-19 Study: Participant communication materials

[03/09/2021]

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1 PRE-NOTIFICATION LETTER (April 2020 only)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

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

As you know, under normal circumstances we invite you to take part in the Study once a year.

However this year, we are not living under normal circumstances. 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 long-lasting social and economic consequences that will significantly impact us all in the future.

This is why we would like to use *Understanding Society* to collect new and important information. In addition to your annual interview, we would like to invite you to a series of short monthly online surveys for the next year. These surveys will be about how the coronavirus is affecting your life.

Each month that you take part, you will earn a £2 reward.

We will send the invitations to you by email and/or SMS text message, depending on what contact information we have for you. If you need to update your email or mobile number, please let us know at <https://www.understandingsociety.ac.uk/participants/update>

{IF emailflag = 1 AND mobnoflag = 0: We currently have this email address for you: <encrypted email>, but no mobile number.}

{IF mobnoflag = 1 AND emailflag = 0: We currently have this mobile phone number for you: <encrypted number>, but no email address.}

{IF emailflag = 1 AND mobnoflag = 1: We currently have this email address for you: <encrypted email> and this mobile phone number: <encrypted number>.}

{IF emailflag = 0 AND mobnoflag = 0: We do not have an email address or a mobile phone number for you. If you would like to take part, please update your contact details on our website using the link above.}

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study).

If you do NOT want us to contact you for this monthly coronavirus survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656. If you would like to take part in the study, you do not need to do anything.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your first invite to the ***Understanding Society* Coronavirus Study** during April, and then at the same time each month. The only thing you need to do now is to update your contact details if they are not correct. Ipsos MORI will then contact you using those details.

What will I get if I take part?

To thank you for this extra information, we will create a ‘reward account’ in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point.

2 EMAIL INVITES

2.1 Month 1 (April 2020)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently wrote to you to let you know about taking part in a short survey each month about the coronavirus and how it is affecting your life.

The information you can give us, together with information from thousands of people across the country, will allow researchers to see how the coronavirus is affecting all parts of our lives, at work and at home.

By completing the questionnaire each month, you will earn £2 for your reward account. You will see information on how to claim your reward after you have finished the survey. Please click the link below to get started.

<UNIQUE LINK>

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.2 Month 2 (May 2020)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

In the last two months we've invited you to let us know how the coronavirus pandemic is affecting your life and the lives of those around you.

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 long-lasting social and economic consequences that will significantly impact the welfare and wellbeing of individuals, families, businesses, and communities in the future.

By completing the questionnaire each month, researchers will be able to analyse how our experiences of living under the shadow of the pandemic is affecting our lives and behaviour.

In addition, you will earn £2 for your reward account. You will see information on how to claim your reward after you have finished the survey. Last month the questionnaire took on average around 18 minutes to complete. However, you can stop at any point, and continue again by clicking on the link below.

Please click the link below to get started.

<UNIQUE LINK>

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.3 Month 3 (June 2020)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the Coronavirus Study last month. I know time is precious right now, but every time you complete your survey researchers can analyse how the pandemic is affecting our lives and behaviour. Read more about how the information is already being used.

Please do complete your survey this month. Click on the link below to get started:

<unique link>

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

You can now donate your reward to *NHS Charities Together*.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. The option to donate will be displayed after you have finished the survey.

Our charity donations go to NHS Charities Together. Thank you to everyone who has chosen to donate their reward money. In the last two months we've raised £10,242.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.4 Month 4 (July 2020) – Incentive control group

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the Coronavirus Study over the last months.

This study has been very successful and the data collected are being used by researchers and policy makers to analyse how the pandemic has been affecting our lives and behaviour. Read more about how the information is already being used.

Please do complete your survey this month. Click on the link below to get started:

<unique link>

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. The option to donate will be displayed after you have finished the survey.

Our charity donations go to NHS Charities Together. Thank you to everyone who has chosen to donate their reward money. In the last two months we've raised £10,242.

As the lockdown has started to ease, we will be inviting you to take part in the Coronavirus Study less frequently. We are not going to run the survey in August, but we plan to invite you again late in September, and then in November.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.5 Month 4 (July 2020) – Incentive treatment group

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the Coronavirus Study over the last months.

This study has been very successful and the data collected are being used by researchers and policy makers to analyse how the pandemic has been affecting our lives and behaviour. Read more about how the information is already being used.

The interest among the research community in using the study has been amazing. So, to thank you for your support up to now, we would like to offer those who complete the survey in July a special **one-off bonus of £10**.

Please click on the link below to complete this month's survey:
<unique link>

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

When you complete the survey you will earn £2 in your reward account, plus the special July bonus of £10. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. The option to donate will be displayed after you have finished the survey.

Our charity donations go to NHS Charities Together. Thank you to everyone who has chosen to donate their reward money. In the last two months we've raised £10,242.

As the lockdown has started to ease, we will be inviting you to take part in the Coronavirus Study less frequently. We are not going to run the survey in August, but we plan to invite you again late in September, and then in November.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.6 **Month 5 (September 2020)**

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in July. As we mentioned then, we are going to run the Coronavirus Study less frequently, and so there was no study in August. But, as many schools, universities and workplaces open up, we would like to invite you to take part in another survey this month, and again in November.

Please do complete your survey this month. Click on the link below to get started:

<unique link>

The **Coronavirus study** is different to your annual *Understanding Society* survey, and the information we collect in the two surveys is different – so we hope that you will continue taking part in the annual interview.

This study has been very successful and the data collected are being used by researchers and policy makers to analyse how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. The option to donate will be displayed after you have finished the survey. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised £16,402 with this study.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.7 Month 6 (November 2020)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in September. Since then, there has been a 'circuit-breaker' in Wales, the introduction of five tiers in Scotland, a month of increased restrictions in Northern Ireland, and England is currently in a second national lockdown!

How has this affected the way we live today? We would like to invite you to take part in the *Understanding Society* COVID-19 Study. Click on the link below to get started:

<unique link>

The **Coronavirus study** is different to your annual *Understanding Society* survey, and the information we collect in the two surveys is different – so we hope that you will continue taking part in the annual interview.

This study has been very successful and the data collected are being used by researchers and policy makers to analyse how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£21,064** with this study.

We are not going to run this survey in December, but we would like to invite you again in late January to see how the period over Christmas 2020 was different for the UK!

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.8 **Month 7 (January 2021)**

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in November. The country is experiencing another lockdown which is affecting all aspects of our lives, and those of our friends and families.

This study has been very successful and the data collected are being used by researchers and policy makers to analyse how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

We would like to invite you to take part in the January *Understanding Society* COVID-19 Study so we can collect more useful data. Click on the link below to get started:

<unique link>

The **Coronavirus study** is a separate study to your annual *Understanding Society* survey. The information we collect in the two studies is different – so we hope that you will continue taking part in the annual interview.

The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by clicking on the link above.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers, or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£26,112** with this study.

We are not going to run this survey in February, but we would like to invite you again in late March.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*,

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.9 **Month 8 (March 2021) – Higher incentive groups**

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who took part in the **Coronavirus Study** in January. We have been running these special COVID-19 surveys since April last year. This means that when you complete your survey this month, we will have collected data covering a full twelve months.

The survey this month will be the last of our regular COVID-19 surveys – although we will invite you to take part in a “catch-up” survey in July so we can see how things have changed once the lockdowns have eased and more of us have received the vaccine.

To thank you for all your help with the study, if you complete your interview this month you will receive **£{7/12/17}** for your reward account.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£31,792** with this study. Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

If you are aged 18 or over, during the survey we will ask if you are willing be sent an antibody test to complete at home. The antibody test measures whether you have COVID-19 antibodies in your blood. There will be more information about this in the interview but you can also read more about it [here](#). This is completely voluntary and even if you don't want to give a small blood sample, we would still like you to complete the survey this month. Click on the link below to get started:

<unique link>

During the survey this month, we will also ask you for your permission to link data that is collected by the NHS and other trusted data holders to your survey responses. This is completely voluntary and even if you don't want us to link this information, we would still like you to complete the survey. There will be more information about this in the interview but you can also read more about it [here](#).

The **Coronavirus Study** is a separate survey to your annual *Understanding Society* survey. The information we collect in the two studies is different. Please do complete your usual *Understanding Society* interview – by continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

The Coronavirus Study has been very successful, and the data collected are being used by researchers and policy makers to find out how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.10 Month 8 (March 2021) – Incentive plus bonus groups

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who took part in the **Coronavirus Study** in January. We have been running these special COVID-19 surveys since April last year. This means that when you complete your survey this month, we will have collected data covering a full twelve months.

The survey this month will be the last of our regular COVID-19 surveys – although we will invite you to take part in a “catch-up” survey in July so we can see how things have changed once the lockdowns have eased and more of us have received the vaccine.

To thank you for all your help with the study, if you complete your interview this month you will earn **£{2/5/12}** for your reward account.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£31,792** with this study. Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

If you are aged 18 or over, during the survey we will ask if you are willing to take a COVID-19 antibody test to complete at home. The antibody test measures whether you have COVID-19 antibodies in your blood. There will be more information about this in the interview but you can also read more about it [here](#).

If you choose to do the antibody test and send your test to the laboratory via post, we will give you an **extra £5** to thank you for your additional help. This is completely voluntary and even if you don't want to give a small blood sample, we would still like you to complete the survey this month. Click on the link below to get started:

<unique link>

During the interview this month, we will also ask you for your permission to link data that is collected by the NHS and other trusted data holders to your survey responses. This is completely voluntary and even if you don't want us to link this information, we would still like you to complete the survey. There will be more information about this in the interview but you can also read more about it [here](#).

The **Coronavirus Study** is a separate survey to your annual *Understanding Society* survey. The information we collect in the two studies is different. Please do complete your usual

Understanding Society interview – by continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

The Coronavirus Study has been very successful, and the data collected are being used by researchers and policy makers to find out how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.11 Month 9 (July 2021) – notification of postponed survey

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who took part in the **Coronavirus Study** in March. This was a huge success, and the information is already being widely used by researchers to study the impact of the pandemic on our lives and behaviour. In March we also asked participants to take a blood sample so it could be tested for COVID-19 antibodies, and over 6,600 of you did so!

When we wrote to you in March, we said that we would be inviting you to take part in a “catch-up” survey in July. We had hoped a sense of normality would have returned by that time, however with the new variants of the virus, we don’t think we’re quite there yet.

So, this email is to let you know that **we won’t be running the Coronavirus Study in July**. We may invite you to another Coronavirus Study in the future – but meanwhile we will be continuing with the annual *Understanding Society* interviews.

{if incentive>£0: **Your rewards**

During the Coronavirus Study you have been earning rewards for taking part and have **£[amount]** in your reward account. To make it easier for you to redeem your rewards we have set up a very short online survey so you can tell us how you would like your voucher – it should only take a couple of minutes. To access the survey please use the link below:

<unique link>

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). So far we have raised **£45,132** with this study.}

The Coronavirus Study has been very successful, and the data collected are being used by researchers and policy makers to find out how the pandemic has been affecting our lives and behaviour. [Read more about how the information is already being used.](#)

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

2.12 Month 10 (September 2021)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

I would like to thank everyone who has been taking part in the **Coronavirus Study** that we started in April 2020. Since the start of this study, we have run eight Coronavirus surveys and the information collected has been used by a large number of researchers in this country and abroad. [Read more about how the information is already being used.](#)

We would now like to invite you to take part in the last of the Coronavirus studies. This month we will ask you about your life and how the coronavirus has affected you, but we will also ask you a bit about what you might do in the future. Click on the link below to get started:

<unique link>

To thank you for all your help with the study, if you complete your interview this month you will earn **£10** which you will be able to redeem at the end of the interview.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£59,286** with this study.

The **Coronavirus Study** is a separate survey to your annual *Understanding Society* survey. The information we collect in the two studies is different. Please do complete your usual *Understanding Society* interview – by continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

For more information about any aspect of the Coronavirus Study, please click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

3 SMS INVITES

3.1 Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group

Please take part in our monthly Coronavirus Study at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

3.2 Month 4 (July 2020) – Incentive treatment group

Please take part in our monthly Coronavirus Study at {LINK} to earn a £2+£10 voucher. Query: Call us on 0800 141 3656

3.3 Months 5-7 (September 2020 / November 2020 / January 2021)

Please take part in our Coronavirus Study at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

3.4 Month 8 (March 2021) – Higher incentive groups

Please take part in our Coronavirus Study at {LINK} to earn a £{7/12/17} voucher. Query: Call us on 0800 141 3656

3.5 Month 8 (March 2021) – Incentive plus bonus groups

Please take part in our Coronavirus Study at {LINK} to earn a £{2/5/12} voucher. Query: Call us on 0800 141 3656

3.6 Month 9 (July 2021) – claim incentives

You have £{amount} of rewards for the Coronavirus Study. To claim your voucher, click {LINK}. Query: Call us on 0800 141 3656

3.7 Month 10 (September 2021)

Please take part in our Coronavirus Study at {LINK} to earn a £10 voucher. Query: Call us on 0800 141 3656

4 EMAIL REMINDER 1

4.1 Months 1-3 (April / May / June 2020)

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic is affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking <link> before <deadline>.

By completing a short **20-minute survey each month**, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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.

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. You will see information on how to claim your reward after you have finished the survey. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

<UNIQUE LINK>

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.2 Month 4 (July 2020) – Incentive control group

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic is affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking the link below before <deadline>.

By completing a short **20-minute survey**, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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.

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. You will see information on how to claim your reward after you have finished the survey. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

<UNIQUE LINK>

As the lockdown has started to ease, we will be inviting you to take part in the Coronavirus Study less frequently. We are not going to run the survey in August, but we plan to invite you again late in September, and then in November.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.3 Month 4 (July 2020) – Incentive treatment group

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic is affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By completing a short **20-minute survey**, you will help researchers:

- track how the virus is impacting our lives each month
- measure how social distancing is affecting our lives
- understand the effect of the government financial support schemes, such as furloughs.

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. **Plus, if you take part in July you will earn an additional one-off July bonus of £10!**

You will see information on how to claim your reward after you have finished the survey. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

As the lockdown has started to ease, we will be inviting you to take part in the Coronavirus Study less frequently. We are not going to run the survey in August, but we plan to invite you again late in September, and then in November.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.4 **Month 5 (September 2020)**

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By completing a short **20-minute survey**, you will help researchers:

- track how the virus is impacting our lives
- 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, and the effect of these being reduced
- look at the effect of children starting school, students attending universities, and workplaces opening up on our mental and physical health

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. You will see information on how to claim your reward after you have finished the survey. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

As the lockdown has started to ease, we will be inviting you to take part in the **Coronavirus Study** less frequently. We are not going to run this survey in October, but we plan to invite you again late in November.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.5 Month 6 (November 2020)

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By completing a short **20-minute survey**, you will help researchers track how the virus is impacting our lives:

- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

We are not going to run this survey in December, but we would like to invite you again late in January to see how the period over Christmas 2020 was different for the UK!

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.6 Month 7 (January 2021)

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is only open for a short time, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By completing a short **20-minute survey**, you will help researchers track how the virus is impacting our lives:

- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

By clicking through to the questionnaire and taking part, you will earn £2 for your reward account. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

We are not going to run this survey in February, but we would like to invite you again late in March.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.7 Month 8 (March 2021) – Higher incentive groups

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is closing soon, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By clicking through to the questionnaire and taking part, you will earn **£{7/12/17}** for your reward account. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

By completing a short survey, you will help researchers track how the virus is impacting our lives:

- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

This is the last of our regular COVID-19 studies – but we are planning to run a ‘catch-up’ survey in late-July to see how things have changed.

Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.8 Month 8 (March 2021) – Incentive plus bonus groups

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is closing soon, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By clicking through to the questionnaire and taking part, you will earn **£[2/5/12]** for your reward account. In addition, if you are aged 18 or over and are willing to send us a small blood sample to test for COVID-19 antibodies, you will earn an extra **£5**. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

By completing a short survey, you will help researchers track how the virus is impacting our lives:

- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

This is the last of our regular COVID-19 studies – but we are planning to run a ‘catch-up’ survey in late-July to see how things have changed.

Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.9 Month 9 (July 2021) – Claim incentive reminder email

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently wrote to you to let you know that we won't be running a **Coronavirus Study** this July, and we asked you to let us know what you would like to do with the rewards that you earned while taking part in the *Understanding Society* **Coronavirus Study**. You currently have **£[amount]** in your reward account.

Please click the link below to tell us what you would like to do – it should only take a couple of minutes:

<unique link>

Please complete this form before 16 August 2021.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to NHS Charities Together. So far we have raised **£45,132** with this study.}

For more information about this part of the study, please click here:
<https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, Understanding Society

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

4.10 Month 10 (September 2021)

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently invited you to let us know how the coronavirus pandemic has been affecting your life and the lives of those around you. This survey is closing soon, so please complete it by clicking the link below before <deadline>.

<UNIQUE LINK>

By clicking through to the questionnaire and taking part, you will earn **£10** which you will be able to redeem at the end of the interview. If you cannot finish the survey in one sitting, you can exit and later continue by clicking the link again.

By completing a short survey, you will help researchers track how the virus is impacting our lives:

- look at the effect of the easing of lockdown restrictions on our lives, and how we are thinking about the future
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- how the actions of the authorities in different parts of the UK influence how the pandemic has affected us

This is the last of our regular COVID-19 studies – so please take part.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

5 SMS REMINDER 1

5.1 Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

5.2 Month 4 (July 2020) – Incentive treatment group

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £2+£10 voucher. Query: Call us on 0800 141 3656

5.3 Months 5-7 (September 2020 / November 2020 / January 2021)

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

5.4 Month 8 (March 2021) – Higher incentive groups

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £{7/12/17} voucher. Query: Call us on 0800 141 3656

5.5 Month 8 (March 2021) – Incentive plus bonus groups

How has the coronavirus pandemic affected you? Complete a survey at {LINK} to earn a £{2/5/12}. Query: Call us on 0800 141 3656

5.6 Month 9 (July 2021) – Claim incentive reminder

You have £{amount} of rewards for the Coronavirus Study. To claim your voucher, click {LINK}. Query: Call us on 0800 141 3656

5.7 Month 10 (September 2021)

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £10 voucher. Query: Call us on 0800 141 3656

6 **EMAIL REMINDER 2**

6.1 **Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group**

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you in the last month. This survey is only open until <deadline>, so please let us know by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.2 Month 4 (July 2020) – Incentive treatment group

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you in the last month. This survey is only open until <deadline>, so please let us know by clicking <link>.

As a thank you for taking part, you will earn £2 for your reward account. **Plus, an additional one-off July bonus of £10!**

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.3 Months 1-3 (April / May / June) and month 4 (July 2020) – Incentive control group

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you in the last month. This survey is only open until <deadline>, so please let us know by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.4 Months 5-7 (September 2020 / November 2020 / January 2021)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you. This survey is only open until <deadline>, so please let us know by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.5 Month 8 (March 2021) – Higher incentives groups

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you. This survey is closing on <deadline>, so please let us know by clicking <link>.

If you take part, you will earn **£{7/12/17}** for your reward account.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.6 Month 8 (March 2021) – Incentives plus bonus groups

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you. This survey is closing on <deadline>, so please let us know by clicking <link>.

If you take part, you will earn **£{2/7/12}** for your reward account. If you are aged 18 or over and are willing to take a COVID-19 antibody test and return a small blood sample, you will earn an additional £5 for your extra help.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.7 Month 9 (July 2021) – Claim incentive reminder 2

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently wrote to you to let you know that we won't be running a **Coronavirus Study** this July, and we asked you to let us know what you would like to do with the rewards that you earned while taking part in the *Understanding Society* **Coronavirus Study**. You currently have **£[amount]** in your reward account.

Please click the link below to tell us what you would like to do – it should only take a couple of minutes:

<unique link>

Please complete this form before 16 August 2021.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to NHS Charities Together. So far we have raised **£45,132** with this study.}

For more information about this part of the study, please click here:
<https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

6.8 Month 10 (September 2021)

Subject: *Understanding Society* Coronavirus Study

Dear <Title, First name, Surname>,

We recently invited you to let us know whether the coronavirus pandemic has affected you and those around you. This survey is closing on <deadline>, so please let us know by clicking <link>.

If you take part, you will earn **£10** that you will be able to redeem at the end of the interview.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

7 SMS REMINDER 2

7.1 Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group

You have a few more days to take part in the Coronavirus Study. Complete it at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

7.2 Month 4 (July 2020) – Incentive treatment group

You have a few more days to take part in the Coronavirus Study. Complete it at {LINK} to earn a £2+£10 voucher. Query: Call us on 0800 141 3656

7.3 Months 5-7 (September 2020 / November 2020 / January 2021)

You have a few more days to take part in the Coronavirus Study. Complete it at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

7.4 Month 8 (March 2021) – High incentive groups

How has the coronavirus pandemic affected you? Complete a short survey at {LINK} to earn a £{7/12/17} voucher. Query: Call us on 0800 141 3656

7.5 Month 8 (March 2021) – Incentive plus bonus groups

How has the coronavirus pandemic affected you? Complete a survey at {LINK} to earn a £{2/5/12}. Query: Call us on 0800 141 3656

7.6 Month 9 (July 2021) – Claim incentive reminder 2

Don't forget to claim your voucher for the Coronavirus Surveys at {LINK}. Query: Call us on 0800 141 3656

7.7 Month 10 (September 2021)

How has the coronavirus pandemic affected you? Complete a survey at {LINK} to earn a £10 voucher. Query: Call us on 0800 141 3656

8 EMAIL REMINDER 3

8.1 Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group

Subject: *Understanding Society* Coronavirus Study – final chance

Dear <Title, First name, Surname>,

This is the last chance for you to take part in the Coronavirus Study this month. Many people have already taken part, but we really need you to complete the survey, so we can make sure that we're representing people like you.

From the responses we've already had, we can see that the interview takes on average **18 minutes** to complete.

This survey is only open until tomorrow evening, so please help us by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

8.2 Month 4 (July 2020) – Incentive treatment group

Subject: *Understanding Society* Coronavirus Study – final chance

Dear <Title, First name, Surname>,

This is the last chance for you to take part in the Coronavirus Study this month. Many people have already taken part, but we really need you to complete the survey, so we can make sure that we're representing people like you.

From the responses we've already had, we can see that the interview takes on average **18 minutes** to complete.

This survey is only open until tomorrow evening, so please help us by clicking <link>.

As a thank you for taking part, you will earn £2 for your reward account. **Plus, an additional one-off July bonus of £10!**

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

8.3 Months 5-7 (September 2020 / November 2020 / January 2021)

Subject: *Understanding Society* Coronavirus Study – final chance

Dear <Title, First name, Surname>,

This is the last chance for you to take part in the Coronavirus Study this month. Many people have already taken part, but we really need you to complete the survey, so we can make sure that we're representing people like you.

From the responses we've already had, we can see that the interview takes on average **24 minutes** to complete.

This survey is only open until tomorrow evening, so please help us by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

8.4 Month 8 (March 2021)

Subject: *Understanding Society* Coronavirus Study – final chance

Dear <Title, First name, Surname>,

This is the last chance for you to take part in the Coronavirus Study this month. Many people have already taken part, but we really need you to complete the survey, so we can make sure that we're representing people like you.

From the responses we've already had, we can see that the interview takes on average **24 minutes** to complete.

This survey is only open until tomorrow evening, so please help us by clicking <link>.

For more information about this part of the study, please click here:

<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

8.5 Month 9 (July 2021) – Claim incentive reminder 3

Subject: *Understanding Society* Coronavirus Study - reminder

Dear <Title, First name, Surname>,

We recently wrote to you to let you know that we won't be running a **Coronavirus Study** this July, and we asked you to let us know what you would like to do with the rewards that you earned while taking part in the *Understanding Society* **Coronavirus Study**. You currently have **£[amount]** in your reward account.

Please click the link below to tell us what you would like to do – it should only take a couple of minutes:

<unique link>

We will send an email voucher to your email address if we don't hear back by 16 August 2021.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to NHS Charities Together. So far we have raised **£45,132** with this study.}

For more information about this part of the study, please click here:
<https://www.understandingsociety.ac.uk/participants/coronastudy>

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

8.6 Month 10 (September 2021)

Subject: *Understanding Society* Coronavirus Study – final chance

Dear <Title, First name, Surname>,

This is the last chance for you to take part in the Coronavirus Study. Many people have already taken part, but we really need you to complete the survey, so we can make sure that we're representing people like you.

From the responses we've already had, we can see that the interview takes on average **XX minutes** to complete.

This survey is only open until tomorrow evening, so please help us by clicking <link>. By taking part you will be able to redeem your £10 voucher.

For more information about this part of the study, please click here:
<https://www.understandingsociety.ac.uk/participants/coronastudy>

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [link to unsubscribe page].

9 SMS REMINDER 3

9.1 Months 1-3 (April / May / June 2020) and month 4 (July 2020) – Incentive control group

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

9.2 Month 4 (July 2020) – Incentive treatment group

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £2+£10 voucher. Query: Call us on 0800 141 3656

9.3 Months 5-7 (September 2020 / November 2020 / January 2021)

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £2 voucher. Query: Call us on 0800 141 3656

9.4 Month 8 (March 2021) – Higher incentive groups

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £{7/12/17} voucher. Query: Call us on 0800 141 3656

9.5 Month 8 (March 2021) – Incentive plus bonus groups

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £{2/7/12} voucher. Query: Call us on 0800 141 3656

9.6 Month 9 (July 2021) – Claim incentive reminder 3

Don't forget to claim your voucher for the Coronavirus Surveys at {LINK}. Query: Call us on 0800 141 3656

9.7 Month 10 (September 2021)

You only have another day to help with the Coronavirus Study. Complete it at {LINK} to earn a £10 voucher. Query: Call us on 0800 141 3656

10 EMAIL ACKNOWLEDGEMENT OF HEALTH CONSENT GIVEN

[Email to be sent to those who consent to health data linkage in wave 8 (March 2021) survey]

Subject: Understanding Society: Adding health records

Dear [Name]

Thank you for taking part in the recent Understanding Society survey. Your continued help with this important social study is greatly appreciated.

During the interview, you gave us permission to link your survey responses to data that is collected about you by the NHS. In order to carry out the data linkage we will pass on your name, address and date of birth to the data holder so that they can identify your administrative health records. Once identified, the file containing your administrative records will be anonymised (i.e. your personal details removed) and supplied with an identifier which will allow those records to be linked to your survey responses. An anonymous dataset will then be created that will contain the linked data, which will be made available to social researchers under restricted access arrangements which make sure that the information is used responsibly and safely. The linked information will inform further analyses and help us get a better picture of those who are using services provided by the NHS. The NHS will never have access to both your personal details and your survey responses at the same time and this will not affect any dealings you have with the department.

If you would like more information about the data linkage process, please check our website:

<https://www.understandingsociety.ac.uk/participants/health-records>

If you decide that you no longer want to have your anonymous health data linked to your survey answers, please contact us on contact@understandingsociety.ac.uk with your name and address.

Thank you

Michaela Benzeval
Understanding Society Director
University of Essex

11 UNSUBSCRIBE MESSAGE

For respondents who click on link to unsubscribe.

Screen 1

If you would like to unsubscribe from this month's survey or from all further monthly coronavirus surveys, please see the information below.

If you have been contacted by both SMS and email and would like to opt out of one type of contact only, please select option 3 or 4.

1. Opt out of this month's survey only
2. Opt out of all further monthly follow-up surveys
3. Opt out of SMS only
4. Opt out of emails only

Screen 2

Universe: If Screen 1 = 2 // Ask if respondent opts out of all further monthly surveys

We would be very grateful if you could tell us briefly why you have decided not to participate please:

[Textbox]

Screen 3

Your preferences have been updated. Please allow a few days for our systems to update.

12 VOICEMAIL MESSAGE (April 2020)

Thank you for contacting Ipsos MORI about the Understanding Society Coronavirus Study. If you have a query about the survey, please leave a voicemail message including your preferred contact details.

If you wish to unsubscribe, please confirm the unique ID number on the letter you received, or the contact details by which you were contacted, whether you wish to withdraw from just the current monthly survey or from all further monthly coronavirus surveys, and we would be very grateful if you could tell us briefly why you have decided not to participate please.

If you have been contacted by both SMS and email and would like to opt out of one type of contact only, please let us know which you would like to stop receiving.

Please allow a few days for us to action your request and leave your message after the beep.

13 VOICEMAIL MESSAGE (May 2020+)

Thank you for contacting Ipsos MORI about the Understanding Society Coronavirus Study. Please note that this is an answerphone service so, if you have a query about the survey, please leave us a message, including your preferred contact details if necessary, and we will take action as quickly as we can. If you wish to unsubscribe, please confirm the unique ID number on the letter you received and your postcode. Please tell us also whether you wish to withdraw from just the current monthly survey or from all further monthly coronavirus surveys, and we would be very grateful if you could tell us briefly why you have decided not to participate please. Please allow a few days for us to action your request and leave your message after the beep.

14 POSTAL INVITES

14.1 If we have no email/mobile number - Month 1 (April 2020)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

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 long-lasting social and economic consequences that will significantly impact us all in the future.

This is why we would like to use *Understanding Society* to collect new and important information. In addition to your annual interview, we would like to invite you to a series of short monthly online surveys for the next year. These surveys will be about how the coronavirus is affecting your life.

We are sending out the invitations for this survey by email and/or SMS text message. However, we do not have an email address or a mobile phone number for you. If you would like to take part, you can access the survey on this website, using your personal login information:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

To receive future invitations to the survey by email or SMS text message, please update your contact details on our website using the link:

<https://www.understandingsociety.ac.uk/participants/update/update>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study).

If you do NOT want us to contact you for this monthly coronavirus survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

This is your first invite to the ***Understanding Society Coronavirus Study*** (April wave). Similar invites will follow at the same time each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month for the May survey.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point.

14.2 If we have no email/mobile number – Month 2 (May 2020)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

Thank you, if you were one of the 17,900 people who were able to take part in the *Understanding Society* April Coronavirus Study.

The **coronavirus pandemic** is a shock to society that perhaps has no precedent since the last world war. While it continues to be a public health emergency, it is clear that it will also have long-lasting social and economic consequences that will significantly impact us all.

This is why we are using *Understanding Society* to collect new and important information that will be used by researchers all over the country. In addition to your annual interview, we are inviting you to a series of short monthly online surveys about how the coronavirus is affecting you. Last month, the survey took – on average – around 18 minutes to complete.

We are sending out the invitations for this survey by email and/or SMS text message. However, we do not have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey on this website, using your personal login information:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit it and continue the survey again later by going back to the survey website and re-entering your details. To receive future invitations to the survey by email or SMS text message, please update your contact details on our website at: <https://www.understandingsociety.ac.uk/participants/update/update>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the *Understanding Society Coronavirus Study* in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.3 If we have no email/mobile number – Month 3 (June 2020)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

Thank you, if you were able to take part in the *Understanding Society* Coronavirus Study last month. I know time is precious right now, but every time you complete your survey researchers can analyse how the pandemic is affecting our lives and behaviour.

We are using *Understanding Society* to collect new and important information that is already being used by researchers all over the country.

When you complete the survey you will earn £2 in your reward account. We have listened to what participants asked, and so you can now **donate your reward to NHS Charities Together**. Rewards can be saved up, exchange for e-vouchers to spend or can be donated to charity. In the last two months we've raised £10,242.

We are sending out the invitations for this survey by email and/or SMS text message. However, we do not have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey on this website, using your personal login information:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. To receive future invitations to the survey, please update your contact details on our website at:
<https://www.understandingsociety.ac.uk/participants/update/update>

You can read about how the information is being used by visiting our website at
<https://www.understandingsociety.ac.uk/>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study** in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.4 If we have no email/mobile number – Month 4 (July 2020) – Incentive control group

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

If you were able to take part in the *Understanding Society* Coronavirus Study last month – thank you. I know time is precious right now, but every time you complete your survey researchers can analyse the data and find out how the pandemic is affecting our lives and behaviour. This will help identify areas of life where support is most needed.

As the lockdown is starting to ease, we are going to invite you to take part less frequently. We won't be sending you an invite to take part in August, but we will be asking if you could take part in late-September, and again in November.

We are sending out the invitations for this survey by **email** and/or **SMS text message**.

However, we **do not** have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details.

To receive future invitations to the survey, please update your contact details on our website at: <https://www.understandingsociety.ac.uk/participants/update>

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchange for e-vouchers to spend or can be donated to charity. We have listened to what participants asked, and so you can now **donate your reward to NHS Charities Together**. In the last two months we've raised £10,242.

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study** in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you **do NOT** want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.5 If we have only a mobile number – Month 4 (July 2020) – Incentive control group

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

If you were able to take part in the *Understanding Society* Coronavirus Study last month – thank you. We know time is precious right now, but every time you complete your survey researchers can analyse how the pandemic is affecting our lives and behaviour.

We have already sent you an invite to take part in the July survey by SMS. However, we are sending you this letter as well because we also wanted to let you know that we are not going to be running the Coronavirus study in August. But we will be asking if you could take part in late-September, and again in November.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchange for e-vouchers to spend or can be donated to charity. We have listened to what participants asked, and so you can now **donate your reward to NHS Charities Together**. In the last two months we've raised £10,242.

If you haven't already taken part this month, you can click the link in the SMS we sent you, or you can access the survey on this website, using your personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. To receive future invitations to the survey, please update your contact details on our website at:

<https://www.understandingsociety.ac.uk/participants/update/update>

You can read about how the information is being used by visiting our website at

<https://www.understandingsociety.ac.uk/participants>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study** in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.6 If we have no email/mobile number – Month 4 (July 2020) – Incentive treatment group

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

If you were able to take part in the *Understanding Society* Coronavirus Study last month - thank you. I know time is precious right now, but every time you complete your survey researchers can analyse how the pandemic is affecting our lives and behaviour.

The interest among the research community in using the study has been amazing. So, to thank you for your support up to now, we would like to offer those who complete the survey in July a special **one-off bonus of £10**.

As the lockdown is starting to ease, we are going to invite you to take part less frequently. We won't be sending you an invite to take part in August, but we will be asking if you could take part in late-September, and again in November.

When you complete the survey you will earn £2 in your reward account, plus the special July bonus of £10. We have listened to what participants asked, and so you can now **donate your reward to NHS Charities Together**. Rewards can be saved up, exchange for e-vouchers to spend or can be donated to charity. In the last two months we've raised £10,242.

We are sending out the invitations for this survey by email and/or SMS text message. However, we do not have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey on this website, using your personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. To receive future invitations to the survey, please update your contact details on our website at:
<https://www.understandingsociety.ac.uk/participants/update/update>

You can read about how the information is being used by visiting our website at
<https://www.understandingsociety.ac.uk/>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study** in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will also receive a special one-off bonus if you take part in the July survey of £10. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.7 If we have only a mobile number – Month 4 (July 2020) – Incentive treatment group

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

Thank you, if you were able to take part in the *Understanding Society* Coronavirus Study last month. I know time is precious right now, but every time you complete your survey researchers can analyse how the pandemic is affecting our lives and behaviour.

The interest among the research community in using the study has been amazing. So, to thank you for your support up to now, we would like to offer those who complete the survey in July a special **one-off bonus of £10**.

As the lockdown is starting to ease, we are going to invite you to take part less frequently. We won't be sending you an invite to take part in August, but we will be asking if you could take part in late-September, and again in November.

When you complete the survey you will earn £2 in your reward account, plus the special July bonus of £10. Rewards can be saved up, exchange for e-vouchers to spend or can be donated to charity. We have listened to what participants asked, and so you can now **donate your reward to NHS Charities Together**. In the last two months we've raised £10,242.

If you haven't already taken part this month (July), you can click the link in the SMS we sent you, or you can access the survey on this website, using your personal login information:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details.

You can read about how the information is being used by visiting our website at <https://www.understandingsociety.ac.uk/>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this monthly coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey each month, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study** in the last week of each month. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you do NOT want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will also receive a special one-off bonus if you take part in the July survey of £10. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.8 If we have no email/mobile number – Month 5 (September 2020)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the *Understanding Society* **Coronavirus Study** in July. As we mentioned then, we are going to run the Coronavirus Study less frequently, and so there was no study in August. But, as many schools, universities and workplaces open up, we would like to invite you to take part in another survey this month, and again in November.

We are sending out the invitations for this survey by **email** and/or **SMS text message**. However, we **do not** have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by going back to the survey website and re-entering your details.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. Our charity donations go to **NHS Charities Together**. Thank you to everyone who has chosen to donate their reward money. So far we have raised £16,402 with this study.

The **Coronavirus study** is different to your annual *Understanding Society* survey, and the information we collect in the two surveys is different – so we hope that you will continue taking part in the annual interview.

To receive future invitations to the survey, please update your contact details on our website at: <https://www.understandingsociety.ac.uk/participants/update>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives month-by-month
- 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?

We will send you your invite to the ***Understanding Society* Coronavirus Study**. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you **do NOT** want us to contact you for this monthly Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.9 If we have no email/mobile number – Month 6 (November 2020)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the *Understanding Society* **Coronavirus Study** in September. Since then, there has been a ‘circuit-breaker’ in Wales, the introduction of five tiers in Scotland, a month of increased restrictions in Northern Ireland, and England is currently in a second national lockdown!

How has this affected the way we live today? We would like to invite you to take part in the **November** *Understanding Society* COVID-19 Study.

We are sending out the invitations for this survey by **email** and/or **SMS text message**. However, we **do not** have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by going back to the survey website and re-entering your details.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers to spend or can be donated to charity. Our charity donations go to **NHS Charities Together**. Thank you to everyone who has chosen to donate their reward money. So far we have raised **£21,064** with this study.

The **Coronavirus study** is different to your annual *Understanding Society* survey, and the information we collect in the two surveys is different – so we hope that you will continue taking part in the annual interview.

To receive future invitations to the survey, please update your contact details on our website at: <https://www.understandingsociety.ac.uk/participants/update>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our

partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

With many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives throughout the year
- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

What do I need to do?

We will send you your invite to the ***Understanding Society* Coronavirus Study**. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you **do NOT** want us to contact you for this Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.10 If we have no email/mobile number – Month 7 (January 2021)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in November. The country is experiencing another lockdown which is affecting all aspects of our lives, and those of our friends and families.

How has this affected the way we live today? We would like to invite you to take part in the **January Understanding Society COVID-19 Study**.

We are sending out the invitations for this survey by **email** and/or **SMS text message**. However, we **do not** have an email address for you, or a mobile phone number that is not shared with anyone else in your household. If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

If you cannot finish the survey in one go, you can exit and continue the survey again later by going back to the survey website and re-entering your details. The questionnaire should take on average around 20 minutes to complete. However, you can stop at any point, and continue again by going back to the survey website and re-entering your details.

When you complete the survey you will earn £2 in your reward account. Rewards can be saved up, exchanged for e-vouchers, or can be donated to charity. Our charity donations go to **NHS Charities Together**. Thank you to everyone who has chosen to donate their reward money. So far we have raised **£26,112** with this study.

The **Coronavirus study** is a separate study to your annual *Understanding Society* survey. The information we collect in the two studies is different – so we hope that you will continue taking part in the annual interview.

To receive future invitations to the survey, please update your contact details on our website at: <https://www.understandingsociety.ac.uk/participants/update>

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our

partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

Many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives throughout the year
- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

What do I need to do?

We will send you your invite to the ***Understanding Society Coronavirus Study***. Please complete this survey using the details on the front page (by visiting the website and inputting your username and password) and we will send an invitation to you by post next month.

If you would prefer to be invited via email or mobile phone, please update your contact details by visiting <https://www.understandingsociety.ac.uk/participants/update>. Ipsos MORI will then contact you using those details in future months.

If you **do NOT** want us to contact you for this Coronavirus Survey, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

What will I get if I take part?

To thank you for this extra information, we will create a 'reward account' in your name and credit you with **£2 for each month** that you answer the survey. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point, or donate it to charity.

14.11 If we have no email – Month 8 (March 2021) – Higher incentive groups

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in January. We have been running these special COVID-19 studies since April last year. The survey this month will be the last of our regular COVID-19 studies – although we would like you to take part in a “catch-up” survey in July so we can see how things have changed once the lockdowns have eased and more of us receive the vaccine.

To thank you for all your help with the study, if you complete your interview this month you will earn **£{7/12/17}** for your reward account.

Rewards can be exchanged for e-vouchers, or can be donated to charity. Our charity donations go to NHS Charities Together. Thank you to everyone who has chosen to donate their reward money. So far we have raised **£31,792** with this study. Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

We are sending out the invitations for this survey by **email**. However, we **do not** have an email address for you. If you want to update your contact details, please visit:
<https://www.understandingsociety.ac.uk/participants/update>

If you are aged 18 or over, during the survey we will ask if you are willing to take a COVID-19 antibody test, to see whether you have any COVID-19 antibodies in your blood. There will be more information about this in the interview, but you can also read more about it [here](#). This is completely voluntary and even if you don't want to give a small blood sample, we would still like you to complete the survey this month.

We would also like to ask you for your permission to link data that is collected by the NHS to your survey responses. There will be more information about this in the interview but you can also read more about it on the Understanding Society participant website at:
<https://www.understandingsociety.ac.uk/participants/health-records>

The **Coronavirus study** is a separate study to your annual *Understanding Society* survey. The information we collect in the two studies is different. By continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

Many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives throughout the year
- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

What do I need to do?

If you would like to take part, you can access the survey using the link and your unique personal login information on the front of the letter.

What will I get if I take part?

To thank you for this extra information, we will credit an additional amount of money to your reward account. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers or donate it to charity.

14.12 If we have no email – Month 8 (March 2021) – Incentive plus bonus groups

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who completed the **Coronavirus Study** in January. We have been running these special COVID-19 studies since April last year. This means that when you complete your survey this month, we will have collected data covering a full twelve months.

The survey this month will be the last of our regular COVID-19 studies – although we would like you to take part in a “catch-up” survey in July so we can see how things have changed once the lockdowns have eased and more of us receive the vaccine.

To thank you for all your help with the study, if you complete your interview this month you will earn **£{2/5/12}** for your reward account. If you are aged 18 or over, we would also like to invite you to take a COVID-19 antibody test. There will be more information about this in the interview, but you can also read more about it [here](#). If you choose to take the test and return the small blood sample, you will earn an extra **£5** for your reward account, to thank you for your extra help. However, even if you do not want to give a blood sample, we would be grateful if you could complete the survey online.

If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

Rewards can be exchanged for e-vouchers, or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£31,792** with this study. Please note that our incentive provider SVM Global is now called Blackhawk. This will not impact your ability to claim vouchers for this or previous Coronavirus studies.

We are sending out the invitations for this survey by **email**. However, we **do not** have an email address for you. If you want to update your contact details, please visit:
<https://www.understandingsociety.ac.uk/participants/update>

During the interview this month, we would also like to ask you for your permission to link data that is collected by the NHS to your survey responses. There will be more information about this in the interview but you can also read more about it on the Understanding

Society participant website at:

<https://www.understandingsociety.ac.uk/participants/health-records>

The **Coronavirus study** is a separate study to your annual *Understanding Society* survey. The information we collect in the two studies is different. By continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

Many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives throughout the year
- see the effect on our lives of local and national lockdowns, and changes in government guidelines on hygiene and social distancing
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- look at the effect of children attending school, students at universities, and workplaces opening up - and some closing again - on our mental and physical health

What do I need to do?

If you would like to take part, you can access the survey using the link and your unique personal login information on the front of the letter.

What will I get if I take part?

To thank you for this extra information, we will credit an additional amount of money to your reward account. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers or donate it to charity.

14.13 If we have no email – Month 9 (July 2021)

Dear <Title, First name, Surname>,

I would like to thank everyone who took part in the **Coronavirus Study** in March. This was a huge success, and the information is being widely used by researchers to study the impact of the pandemic on our lives and behaviour. In March we also asked participants to take a blood sample so it could be tested for COVID-19 antibodies, and over 6,600 of you did so!

When we wrote to you in March, we said that we would be inviting you to take part in a “catch-up” survey in July. We had hoped a sense of normality would have returned by that time, however with the new variants of the virus, we don’t think we’re quite there yet.

So, this email is to let you know that **we won’t be running the Coronavirus Study survey in July**. We may invite you to another Coronavirus Study in the future – but meanwhile we will be continuing with the annual Understanding Society interviews.

{if incentive>£0: **Your rewards**

During the Coronavirus Study you have been earning rewards for taking part and have **£[amount]** in your reward account. To make it easier for you to redeem your rewards we have set up a very short online survey so you can tell us how you would like your voucher – it should only take a couple of minutes:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). So far we have raised **£45,132** with this study.

We will send a gift-card to your postal address if we don’t hear back by 16 August 2021.}

The Coronavirus Study has been very successful, and the data collected are being used by researchers and policy makers to find out how the pandemic has been affecting our lives and behaviour. Read more about how the information is already being used online at <https://www.understandingsociety.ac.uk/topic/covid-19>.

Many thanks for your support for *Understanding Society*.

Michaela Benzeval – Director, Understanding Society

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

To unsubscribe from the monthly Coronavirus Study, click here [\[link to unsubscribe page\]](#).

14.14 If we have no email – Month 10 (September 2021)

[Understanding Society headed letter, including standard contact details]

Dear <Title, First name, Surname>,

I would like to thank everyone who has been taking part in the **Coronavirus Study** that we started in April 2020. Since the start of this study, we have run eight Coronavirus surveys and the information collected has been used by a large number of researchers in this country and abroad. You can read more about how the study has been used on the website at www.understandingsociety.ac.uk

We would now like to invite you to take part in the last of the Coronavirus studies. This month we will ask you about your life and how the coronavirus has affected you, but we will also ask you a bit about what you might do in the future.

To thank you for all your help with the study, if you complete your interview this month you will earn **£10** which you will be able to redeem at the end of the interview.

Rewards can be exchanged for e-vouchers or can be donated to charity. Our charity donations go to [NHS Charities Together](#). Thank you to everyone who has chosen to donate their reward money. So far we have raised **£59,286** with this study.

If you would like to take part, you can access the survey using the link and your unique personal login information below:

Survey website: www.ipsos.uk/undcorona

Username and password: {user name} - {password}

The **Coronavirus study** is a separate study to your annual *Understanding Society* survey. The information we collect in the two studies is different. By continuing in the annual survey, researchers will be able to track how the pandemic affects our lives in the future.

This survey is entirely confidential and anonymous. The research findings will not identify you. Your personal details will not be shared with anyone other than Ipsos MORI (our partner in this study). If you do NOT want us to contact you for this coronavirus survey, please contact Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

Many thanks,

Professor Michaela Benzeval – Director, *Understanding Society*

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. To view our privacy policy, see <https://www.understandingsociety.ac.uk/participants/coronastudy>

Frequently Asked Questions: *Understanding Society* Coronavirus Study

For more information about this part of the study, please see the FAQs below, or click here: <https://www.understandingsociety.ac.uk/participants/coronastudy>.

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

The coronavirus pandemic is a time of massive change in the UK and the wider world. 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 20-minute survey, you will help researchers:

- track how the virus is impacting our lives throughout the year
- look at the effect of the easing of lockdown restrictions on our lives, and how we are thinking about the future
- understand the effect of the government financial support schemes, and of these being reduced, stopped, or re-started
- how the actions of the authorities in different parts of the UK influence how the pandemic has affected us

What do I need to do?

If you would like to take part, you can access the survey using the link and your unique personal login information on the front of the letter.

What will I get if I take part?

To thank you for this extra information, you will be able to exchange your £10 reward for a range of gift-cards and electronic vouchers or donate it to charity at the end of the interview.

15 FAQS ON PARTICIPANT WEBSITE

FAQs for the *Understanding Society* Coronavirus Study

About the survey

Is this different to the annual survey?

Yes. This is a shorter survey that focuses on the coronavirus / Covid-19 pandemic, and how this is affecting our lives.

The coronavirus pandemic is a time of massive change in the UK and the wider world. While it is most immediately a public health emergency, it will also have long-lasting social and economic consequences that has already started to significantly impact the welfare and wellbeing of individuals, families, businesses, and communities in the future.

By completing a short **20-minute survey**, you will help researchers:

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

In addition to the annual survey, we would like to invite you regularly to take part in a short survey to see what effect the coronavirus is having on your life and the lives of those around you.

How long will it take?

It will take around 20 minutes to complete each survey.

Will I be rewarded for taking part?

When you answer the survey for the first time, our survey partners for this project **Ipsos MORI** will create a 'reward account' in your name. Every time that you are able to answer the survey you will be credited with an additional amount. You will be able to exchange the reward amount for a donation to charity, or a range of gift-cards and electronic vouchers at any point – so you can spend it each month. You will be able to exchange it for e-vouchers or digital codes which can be used at Amazon, Argos, Costa, Debenhams, Google Play, Sainsbury's, Tesco, and others.

How will I be invited to take part?

We will send the invitation to the online survey by email and SMS text message, depending on what contact information we have for you. If you haven't given us your email address or

mobile telephone number, or you want to update the contact information we have for you, then you can do that at <https://www.understandingsociety.ac.uk/participants/update>

How can I opt-out of the *Understanding Society* Coronavirus Study?

If you want to opt-out of receiving the invitations to the Coronavirus Study, you can do that by clicking the unsubscribe link at the bottom of the email invite. Please select which method of contact you want to unsubscribe from. If you have time, we would be interested in hearing from you about why you are opting out, so please let us know in the text box. It may take a week to process the opt-out, and so you may receive one or two reminders after you've unsubscribed. This won't affect your participation in the main *Understanding Society* annual interview.

Whom can I contact if I have problems accessing the survey?

Please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

Your data

Does what you are doing have ethical approval?

The *Understanding Society* study has been approved by the University of Essex Ethics Committee. This Committee has examined the whole survey process and have approved the questions, as well as how the data are dealt with once they have been collected.

Are my data confidential?

Yes, *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. Please read our [article](#) on confidentiality.

Moving house or changing your contact details?

I've moved house or am about to move. Can I still take part?

Yes, definitely. Please let us know of your new address by filling the [Change of Address](#) form on our website. You will receive a £5 voucher for letting us know your new address.

I haven't moved house, but I have got a new email address or mobile number.

You can let us know about a new email address, or a new mobile telephone number, by using the “Update Email or Mobile” form at <https://www.understandingsociety.ac.uk/participants/update>

Understanding Society, GDPR, and Privacy

What is the GDPR?

The GDPR is the General Data Protection Regulation. It was approved by the European Parliament on 14th April 2016 and came into enforcement on 25th May 2018. The Data Protection Bill (2018) brought the GDPR into British law, and is part of the Data Protection Act 2018.

How does *Understanding Society* currently keep data safe?

We are already governed by the current Data Protection Act and all of our procedures have data protection at the centre. In addition to the Data Protection Act, the Institute for Social and Economic Research, which hosts *Understanding Society*, has ISO-27001 certification. This is the international standard that describes best practice for an Information Security Management System. This requires the study to have a wide set of rules and regulations about how we manage data.

As well as having our information security management procedures documented, we are also independently audited annually and have to undergo re-certification every three years to make sure that we are following the requirements of the standard. Our fieldwork partner for this monthly Coronavirus Study – Ipsos MORI – have also achieved ISO-27001 certification. These procedures ensure that all efforts are taken to maintain the security of your data.

How will the GDPR affect *Understanding Society*?

The GDPR is slightly different – it is focused more on the rules under which we process and use your personal details. It sets out the duties and responsibilities we have to you, and your rights regarding the data that we hold and process.

The Institute for Social and Economic Research at the University of Essex is **the data controller** for the study. The fieldwork for the study is contracted to Ipsos MORI who act as the **data processors**.

Since the *Understanding Society* study is funded by the Economic and Social Research Council (ESRC) and both the ESRC and the University of Essex are Public Bodies, we use

Public Task as the lawful basis for processing this data. Personal data are not transferred outside the European Economic Area (EEA), to ensure that they are protected by the strong EEA data protection laws. Our compliance with all the relevant legislation, and our externally certified accreditation to the international ISO27001 standard, provide you with assurance that your data is secured and protected in the strongest possible manner.

What happens to my personal data?

Your personal details (name, address, telephone numbers, email addresses) are only used so that we can contact you during the year to send you information on how the survey is being used by researchers, and to invite you to participate. These details are **never** made available to researchers or to any other companies who might use them for marketing purposes.

The answers you give us to the survey are securely transferred from Ipsos MORI to ISER, using an encrypted online portal. To preserve your anonymity, personal details (your name, date of birth, address, telephone number, email address) are removed from the survey data and held securely in an encrypted database to which only a small number of people have access. Your survey answers are put together with the answers from thousands of other participants and, in an anonymised format, are deposited with the UK Data Service. There is no information on the data which can identify you.

Any analysis is done on the whole sample, and results are often quoted in terms of specific percentages of people, and are not reported as individual answers. The collected survey responses are made available, through the UK Data Service, to researchers who must register with the Data Service.

What happens if I withdraw from the survey?

You are under no statutory or contractual obligation to provide us with your personal data. You have the right at any time to withdraw from the survey. If you do this, you will no longer be contacted by us. Any survey responses you have given us in the past, and which have already been made available from the UK Data Service will remain, but no additional information about you will be deposited. Your contact details will no longer be used, but will be kept archived to ensure that we do not contact you again on the occasion that there is an additional sample added to the study, or we start a new study.

Is my information secure when I answer the survey online?

Yes. The information you provide online is secure. The information you give us is downloaded on to secure servers and transferred from Ipsos MORI to ISER using an encrypted online portal which is only accessed by a small number of individuals.

Any questions?

If you have any questions about the security of your personal details, you may contact our Information Technology and Security Manager – Ray Ware – by email r.ware@essex.ac.uk

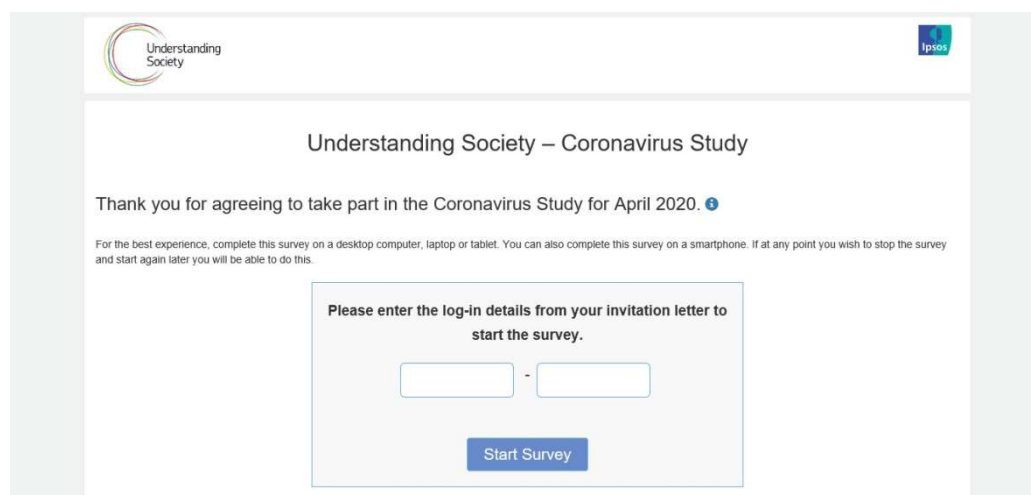
If you have any questions about participating in the monthly Coronavirus Study, please contact our partners for this study, Ipsos MORI on undcorona@ipsos.com or 0800 141 3656.

16 NOVICE GUIDE: HOW TO ACCESS THE SURVEY VIA BROWSER

[Sent with the postal invitations]

Taking part in Understanding Society - Coronavirus Study: User Guide

1. Please type in the [blue hyperlink](#) featured in the letter into your web browser. This will take you to the homepage of the survey, which will look like this:

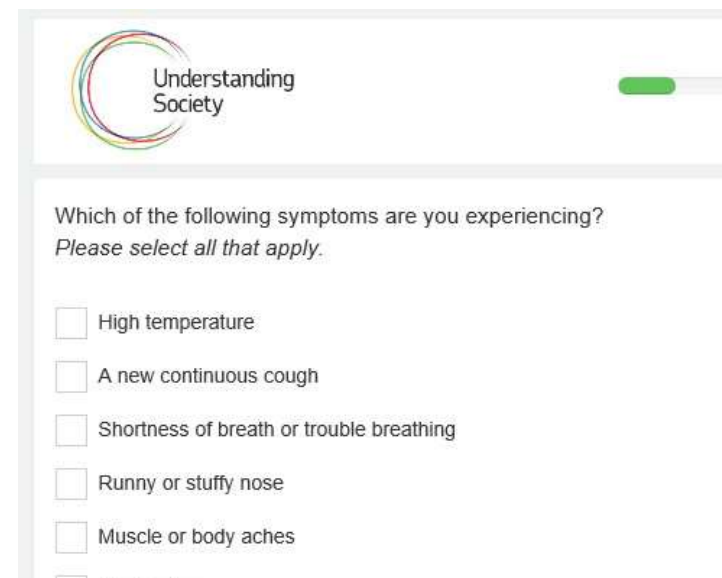


2. You will need to insert your **username** and **password** into the two empty boxes shown on the page and click 'Start Survey'.

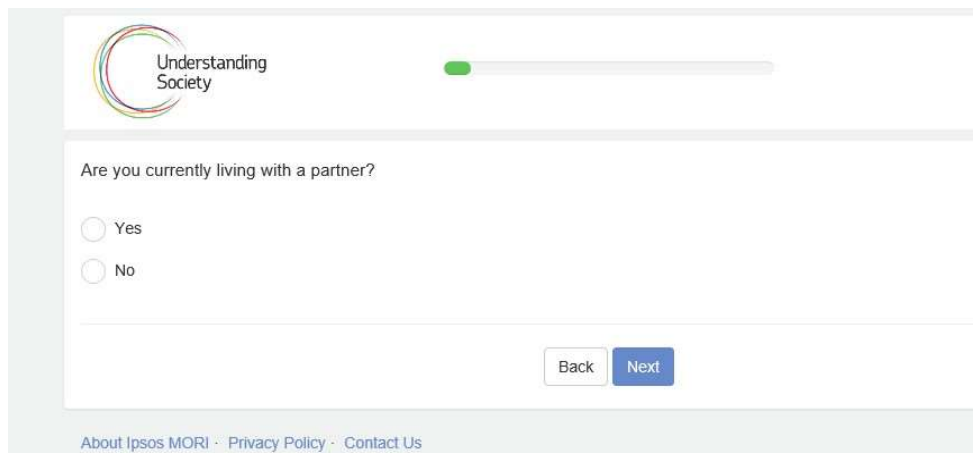
The username should be typed into the box on the left-hand side and the password into the box on the right-hand side.

3. To navigate through the survey, you simply need to click on the answers that apply to you.

4. There are two types of questions within this survey. Some will require you to select multiple answers, if they apply to you. These types of questions look like this:



5. The other type of question only requires one answer and will look like this:



The screenshot shows a survey interface for the Understanding Society project. At the top left is the Understanding Society logo. To its right is a progress bar with a green segment. Below the logo, the question "Are you currently living with a partner?" is displayed. There are two radio button options: "Yes" and "No". At the bottom of the question area are two buttons: "Back" and "Next". At the very bottom of the page, there is a footer with links: "About Ipsos MORI", "Privacy Policy", and "Contact Us".

6. When you are ready to move to the next question, click on the 'Next' button. If you wish to change an answer, click on the 'Back' button until you reach the required question. Please avoid using the browser buttons (i.e. back, refresh and forward buttons in the top left).

7. Once you have completed the survey you will be shown a screen which thanks you for taking part and you can then close your browser.

8. If you need to stop the survey at any point, please ensure that you move onto the next page of the survey and then close your browser. You can then restart the survey at any time, and you will be taken to the point within the survey where you'd left off.

9. If you have any technical difficulties or questions, please email us at undcorona@ipsos.com and we will aim to get back to you as soon as possible.

10. You can claim your incentive from an account created by Ipsos MORI. Every month that you are able to answer the survey you will be credited with £2. You will be able to exchange the reward amount for a range of gift-cards and electronic vouchers at any point.