



**Ipsos MORI**  
Social Research Institute

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# Labour Market Survey

## Response rate experiments

### Report for Test 1: Materials experiment

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# Executive Summary

# Introduction

## Overview

The Labour Force Survey (LFS) is the largest UK household survey and results in around 400,000 productive household interviews per annum. The survey is used to produce a range of high profile cross-sectional and longitudinal labour market and Annual Population Survey datasets that are widely used for analysis and publications in the UK and Europe, including for the monthly estimates of labour market supply (including estimates of change in the employment and unemployment rates).

As part of the ONS transformation agenda a substantial programme of work is being conducted to understand if labour market estimates can be produced from various admin data sources with the aim to move from existing survey collection to admin data sources where possible. In addition, work is also being conducted to establish the feasibility of collecting any residual household surveys in this new data acquisition framework in a mixed mode manner with online first. The intention is that any surveys will be digital by default (i.e. online will be the default mode with online non-response followed up in the field).

This report combines the findings of quantitative testing the most effective advance documentation strategies via a series of online survey tests using revised LFS question wording to form a new 'Labour Market Survey' (LMS).

In February 2017, ONS commissioned Ipsos MORI to conduct a series of response rate experiments involving questions from the LFS forming a new 'Labour Market Survey' (LMS). This series of experiments forms part of The Data Collection Transformation Programme at ONS.

ONS commissioned four experiments in total. This report will provide final recommendations as to which combination of survey materials work best and should be used for a future Labour Market Survey. All recommendations made are evidenced by data from the experiment.

# Methodology

# Methodology

## Overview

Addresses across England, Scotland and Wales (12,600 in each) were invited to take part in a short online survey based on the ONS Labour Force questionnaire.

In total, sixty test groups were constructed using a mixture of the following materials and conditions:

- Envelope colour (white vs. brown);
- A pre-notification letter, an invite letter and first reminder;
- An invite letter and first reminder; or
- An invite letter and both a first and second reminder;
- Day of the week that the advance letter was despatched (Weds vs. Fri);
- Regionalised material – Scotland and Wales only (branded envelopes).<sup>1</sup>

All invite letters were despatched on Wednesday 5<sup>th</sup> or Friday 7<sup>th</sup> July. The letters instructed respondents to complete the survey by Monday 17<sup>th</sup> or Wednesday 19<sup>th</sup> July (depending on whether they were sent the original invite on the Wednesday or Friday), although the survey remained open for respondents to access and complete until midnight on Tuesday 25<sup>th</sup> July. Response to the survey was monitored throughout fieldwork and the findings are presented in this report.

The CAWI-based script was divided into two parts: a household grid section of questions, to be enumerated by one person, and individual-level questions. The individual-level questions were generated for up to eight people per household.

The experiment was designed to test the following conditions assuming factorial analysis of outcomes across test groups, a 2% detection rate within each factor and an average response rate of 20%.

## Experiment design

For the purpose of this experiment Ipsos MORI employed a factorial design. This design makes the assumption that (within each country) the various factors would act independently on respondent behaviour. Because the sample size was split equally between England, Wales and Scotland, this design maximises the power for testing each factor separately for each country, so it allows for differences in the impact of factors between all three countries.

As an example, if one considers a single cell made up for each combination of factors, then the sample for that cell is fairly small: 788 for England and 394 for Scotland and Wales. For example, the number of issued addresses that would get a pre-notification letter, then a brown envelope delivered on a Wednesday, with a reminder after 3 days is

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<sup>1</sup> Welsh language text also appeared on letters and envelopes sent in Wales

788; in Scotland and Wales there is one more factor for branding, hence the smaller cell size. The power from this design comes from collapsing across the categories in the absence of interactions.

## Sampling

A sample of 37,800 addresses was selected by ONS from the Royal Mail Post Office Address File (PAF) using a stratified simple random selection process. The sample was screened to remove any addresses that had been recently sampled to take part in other ONS social surveys.

## Test groups

The table below presents all 60 groups tested

**Table 1: Table showing the experiment groups**

Group	No. of addresses	Country	Letter combination	Envelope colour	Day of mailings	Whether branded envelope
A	1050	England	Pre notification	Brown	Wednesday	None
B	1050	England	Pre notification	Brown	Friday	None
C	1050	England	Pre notification	White	Wednesday	None
D	1050	England	Pre notification	White	Friday	None
E	1050	England	Neither	Brown	Wednesday	None
F	1050	England	Neither	Brown	Friday	None
G	1050	England	Neither	White	Wednesday	None
H	1050	England	Neither	White	Friday	None
I	1050	England	Second reminder	Brown	Wednesday	None
J	1050	England	Second reminder	Brown	Friday	None
K	1050	England	Second reminder	White	Wednesday	None
L	1050	England	Second reminder	White	Friday	None
AA	525	Scotland	Pre notification	Brown	Wednesday	Branding
AB	525	Scotland	Pre notification	Brown	Wednesday	None
AC	525	Scotland	Pre notification	Brown	Friday	Branding
AD	525	Scotland	Pre notification	Brown	Friday	None
AE	525	Scotland	Pre notification	White	Wednesday	Branding
AF	525	Scotland	Pre notification	White	Wednesday	None
AG	525	Scotland	Pre notification	White	Friday	Branding
AH	525	Scotland	Pre notification	White	Friday	None
AI	525	Scotland	Neither	Brown	Wednesday	Branding
AJ	525	Scotland	Neither	Brown	Wednesday	None
AK	525	Scotland	Neither	Brown	Friday	Branding
AL	525	Scotland	Neither	Brown	Friday	None
AM	525	Scotland	Neither	White	Wednesday	Branding
AN	525	Scotland	Neither	White	Wednesday	None
AO	525	Scotland	Neither	White	Friday	Branding
AP	525	Scotland	Neither	White	Friday	None



AQ	525	Scotland	Second reminder	Brown	Wednesday	Branding
AR	525	Scotland	Second reminder	Brown	Wednesday	None
AS	525	Scotland	Second reminder	Brown	Friday	Branding
AT	525	Scotland	Second reminder	Brown	Friday	None
AU	525	Scotland	Second reminder	White	Wednesday	Branding
AV	525	Scotland	Second reminder	White	Wednesday	None
AW	525	Scotland	Second reminder	White	Friday	Branding
AX	525	Scotland	Second reminder	White	Friday	None
BA	525	Wales	Pre notification	Brown	Wednesday	Branding
BB	525	Wales	Pre notification	Brown	Wednesday	None
BC	525	Wales	Pre notification	Brown	Friday	Branding
BD	525	Wales	Pre notification	Brown	Friday	None
BE	525	Wales	Pre notification	White	Wednesday	Branding
BF	525	Wales	Pre notification	White	Wednesday	None
BG	525	Wales	Pre notification	White	Friday	Branding
BH	525	Wales	Pre notification	White	Friday	None
BI	525	Wales	Neither	Brown	Wednesday	Branding
BJ	525	Wales	Neither	Brown	Wednesday	None
BK	525	Wales	Neither	Brown	Friday	Branding
BL	525	Wales	Neither	Brown	Friday	None
BM	525	Wales	Neither	White	Wednesday	Branding
BN	525	Wales	Neither	White	Wednesday	None
BO	525	Wales	Neither	White	Friday	Branding
BP	525	Wales	Neither	White	Friday	None
BQ	525	Wales	Second reminder	Brown	Wednesday	Branding
BR	525	Wales	Second reminder	Brown	Wednesday	None
BS	525	Wales	Second reminder	Brown	Friday	Branding
BT	525	Wales	Second reminder	Brown	Friday	None
BU	525	Wales	Second reminder	White	Wednesday	Branding
BV	525	Wales	Second reminder	White	Wednesday	None
BW	525	Wales	Second reminder	White	Friday	Branding
BX	525	Wales	Second reminder	White	Friday	None

All postage was second class, using the UKMail Sorted Mail service.

## Materials

ONS tested all materials to be used in the months preceding the experiment. Ipsos MORI was also asked to advise on best practice from other push-to-web surveys and research literature. ONS tested all materials to be used in the months preceding the experiment using a wide range of methods which included focus groups, expert panels, workshops, literature reviews and pop up testing.

A full list of materials used for the experiment is included below and can be found in Appendix B.

**Table 2: Table showing envelopes used**

Country	Colour	Size	Branding
England	Brown	C5	None*
England	White	C5	None*
Scotland	Brown	C5	Branding
Scotland	Brown	C5	None*
Scotland	White	C5	Branding
Scotland	White	C5	None*
Wales	Brown	C5	Branding
Wales	Brown	C5	None
Wales	White	C5	Branding
Wales	White	C5	None

\* Letters and envelopes in England and Scotland were identical in appearance

The leaflets produced were printed in colour on double-sided A5 glossy paper and were sent out with the pre-notification letters. The content of the leaflets focused on details about the survey and how respondents could find out more about the survey. This included links to ONS websites as well as details of helpline numbers. Leaflets were printed in English and Welsh.

**Table 3: Table showing leaflets used<sup>2</sup>**

Material type	Country	Size
Leaflet	England, Scotland	A5
Leaflet	Wales	A5

Pre-notification materials included details informing respondents that a survey invitation letter would be arriving in the coming days. They also included information on how to find out more about the survey by going online or contacting the survey helpline. Pre-notification materials were printed in English and Welsh.

**Table 4: Table showing pre-notification letters used**

Material type	Country	Size	Branding
Pre-notification letter	England, Scotland	A4	None
Pre-notification letter	Wales	A4	None

The invite letters included instructions for respondents on how to complete the survey. This involved going to the URL [www.ons.gov.uk/takepart](http://www.ons.gov.uk/takepart) (the landing page) and clicking a 'start now' button. Respondents were then directed to a website where they could enter a 12-digit numeric access code (from the letter) to access the survey. They were printed in colour, on A4 paper, in English and Welsh.

<sup>2</sup> Leaflets were included with the pre-notification where applicable. Where there was no pre-notification the leaflet was included at the invite stage.

**Table 5: Table showing invite letters used**

Material type	Country	Size
Invite letter (after pre-notification)	England, Scotland	A4
Invite letter no pre-notification)	England, Scotland	A4
Invite letter (after pre-notification)	Wales	A4
Invite letter no pre-notification)	Wales	A4

The letters for the first and second reminder were identical. They included the access code and instructions on how to take part in the survey. They were printed in colour on A4 paper, in English and Welsh.

**Table 6: Table showing reminder letters used**

Material type	Country	Size
Reminder letter 1	England, Scotland	A4
Reminder letter 1	England, Scotland	A4
Reminder letter 2	Wales	A4
Reminder letter 2	Wales	A4

## Incentives

For Test 1, survey completion was not incentivised. ONS commissioned a separate incentive experiment; the findings of this study will be published later in 2017.

## Questionnaire

ONS supplied Ipsos MORI with a questionnaire script which was split into five sections. An outline of the survey is included in the table below.

**Table 7: Table showing questionnaire structure**

Section	Description
Household Grid	Details of the household including demographics for all household members
Individual demographics	DOB, Marital status, Nationality, Ethnicity, Religion
Individual employment	Questions on unemployment/employment, hours worked, overtime
Outro	Recontact
Feedback	Opportunity for the final respondent to provide feedback on the survey

## Helpline and FAQs

Ipsos MORI and ONS recognise the importance of providing assistance to respondents throughout the survey. ONS hosted a Freephone telephone helpline throughout the survey for respondents. Respondents who required further assistance or technical information relating to the survey were directed to Ipsos MORI. Opt outs were also passed to Ipsos MORI who removed the relevant respondent from any future mailings. Ipsos MORI was also responsible for dealing with requests for braille or large-print materials. There were two requests for large-print materials.

The footer of every survey page also included a link to a list of Frequently Asked Questions (FAQs).

## Results

# Results

## Reporting response

Response is presented in this report in several ways. Data was requested of all respondents in the households, to be entered either personally or by proxy. Definitions are provided below:

- a) **Completed whole households** – the household grid was completed and the questions on demographics and employment were answered for all household members.
- b) **Partial completion** – the household grid was completed and the questions on demographics and employment were completed by at least one member of the household but not by all.
- c) **Partial and completed households** – a combination of completed whole households and partial completion (a and b).
- d) **Partial response** – the household grid was completed and some of the questions on demographics and employment were answered by at least one member of the household but no one person completed all of these questions.
- e) **Accessed but did not finish setting up the household grid** – a household member entered the access code and started to answer the questions that formed the household grid but did not finish.
- f) **Accessed but did not start answering any of the questions** – a household member entered the access code but did not answer any of the questions that formed the household grid.
- g) **All Accessed** – a combination of all conditions listed above (a-f).
- h) **Not accessed** – the 'Start Now' button on the ONS landing page was clicked 1,445 times but without the respondent going on to enter the access code to start the survey.<sup>3</sup>
- i) **Landing page visits** – 8,891 visits to the ONS landing page were recorded, although these were not unique; the same respondent(s) could have visited more than once. On the majority of occasions, (92 per cent) the respondent clicked on the 'Start Now' button.

## Overall response

The two tables below present responses to the survey by each of the categories above excluding 'not accessed' and 'landing page visits': first at an overall level and then by country. The majority of households accessing the survey went on to complete the survey (86 per cent), whereas only a very small proportion accessed the survey but failed to complete any questions (0.3%). Households in England were more likely to access the survey and then go on to complete it, or partially complete it, than those in Scotland or Wales (statistically significant difference).

<sup>3</sup> This figure is approximate as it was not possible to monitor it electronically. Rather it is an approximation arrived at by subtracting the number of addresses entering the access code to start the survey from the number of clicks on the 'Start Now' button on the ONS landing page.

**Table 8: Table showing response as a proportion of the issued sample**

	Number	Response (%)
Complete whole households	5,906	15.6
Partially complete households	421	1.1
Complete and partially complete households	6,327	16.7
Partial response	222	0.6
Accessed but did not complete the household grid	263	0.7
Accessed but did not answer any questions in the household grid	23	0.06
All accessed	6,835	18.1
Total issued sample	37,800	-

**Table 9: Table showing response in each country**

	England (%)	Scotland (%)	Wales (%)
Complete whole households	16.8	14.8	15.3
Partially complete households	1.3	0.9	1.1
Complete and partially complete households	18.1	15.7	16.4
Partial response	0.6	0.6	0.6
Accessed but did not complete the household grid	0.8	0.7	0.6
Accessed but did not answer any questions in the household grid	0.08	0.05	0.06
All accessed	19.6	17.0	17.7
Total issued sample	12,600	12,600	12,600

**Table 10: Table showing response as a proportion of all accessing the survey**

	Number	Response (%)
Complete whole households	5,906	86.4
Partially complete households	421	6.2
Complete and partially complete households	6,327	92.6
Partial response	222	3.2
Accessed but did not complete the household grid	263	3.8
Accessed but did not answer any questions in the household grid	23	0.3
All accessing survey	6,835	100.0

The below table shows response achieved for Test 1 if it were to be adjusted for ineligibility of nine per cent, the rate typically recorded in PAF surveys. However, the remaining tables in this report do not take ineligibility into account.

**Table 11: Table showing response adjusting for ineligibility**

	Number	Response (%)
Complete whole households	5,906	17.2
Partially complete households	421	1.2
Complete and partially complete households	6,327	18.4
Partial response	222	0.6
Accessed but did not complete the household grid	263	0.8
Accessed but did not answer any questions in the household grid	23	0.07
All accessed	6,835	19.9
Sample excluding ineligible addresses	34,398	-

Finally, the table below shows the households that accessed the survey as a proportion of the addresses issued across government office regions (GOR) in England. Households in the South East were most likely to access the survey (a statistically significant difference compared with the next highest responding region), whereas those in the North East were least likely. This is the opposite trend that is generally found with PAF based face-to-face surveys.<sup>4</sup>

**Table 12: Table showing response by regions in England**

	Issued sample	All accessed (%)
North East	671	15.4
North West	1769	17.0
Yorkshire and the Humber	1124	20.5
East Midlands	1141	19.5
West Midlands	1300	17.2
East of England	1463	20.6
London	1778	16.4
South East	2049	25.3
South West	1305	21.5
All addresses issued across England	12,600	19.6

<sup>4</sup> For example, the response rate for the Labour Force Survey across October to December 2016 (including imputed households) was 50.7 per cent in Tyne and Wear, compared with 48.4 per cent in the South East. See Table 4.7 in:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/labourforcesurveyperformanceandqualityreportoctodect2016#response-rates>



## Response by Test 1 experiment conditions

All the addresses making up the sample were randomly allocated to 60 groups. Each of the groups was then subjected to different experiment conditions, and the impact of the conditions on response was monitored. The overall design was driven by three combinations of letters. In brief, 12,600 addresses were allocated to each of these three combinations:

- A pre-notification letter, an invite letter and first reminder; or
- An invite letter and first reminder; or
- An invite letter and both a first and second reminder.

### Letter combinations

The second reminder appeared more successful at encouraging respondents to access the survey than the pre-notification, or the mailing of only one reminder. As shown in Table 13, a greater proportion of addresses that got the two reminders accessed the survey, compared with those who got either of the other two mailing combinations.

However, there is a different picture for actual response completion. Here, the only significant difference is that addresses that got two reminders were more likely to make a complete or partial response than addresses in the mailing that got only the invite and one reminder.

**Table 13: Table showing the impact of the different combinations of letters on response at close of fieldwork (26<sup>th</sup> July)**

	Pre-notification, invite letter and 1 <sup>st</sup> reminder (%)	Invite letter and 1 <sup>st</sup> reminder (%)	Invite letter, 1 <sup>st</sup> and 2 <sup>nd</sup> reminder (%)
Complete whole households	16.2	14.0	16.7
Partially complete households	1.1	1.0	1.3
Complete and partially complete households	17.2	15.1	17.9
Partial response	0.6	0.5	0.7
Accessed but did not complete the household grid	0.5	0.6	0.9
Accessed but did not answer any questions in the household grid	0.1	0.05	0.05
All accessed	18.4	16.3	19.5
Total issued sample	12,600	12,600	12,600

Although the combination with two reminders had the highest response rate overall, it was the pre-notification letter that was the more successful at encouraging response **within the actual fieldwork window** (defined as ending on Monday 17<sup>th</sup> July for the Wednesday mailing group and Wednesday 19<sup>th</sup> July for the Friday mailing group). As shown in Table 14, the mailing with a pre-notification letter generated a significantly greater rate of complete and partially complete response within the window, compared with the other two mailing groups.

**Table 14: Table showing the impact of the different combinations of letters on response on deadline day (17<sup>th</sup> July for Wednesday mailing and 19<sup>th</sup> July for Friday mailing, as printed on materials)**

	Pre-notification, invite letter and 1 <sup>st</sup> reminder (%)	Invite letter and 1 <sup>st</sup> reminder (%)	Invite letter, 1 <sup>st</sup> and 2 <sup>nd</sup> reminder (%)
Complete whole households	14.8	12.7	13.1
Partially complete households	0.9	0.8	0.9
Complete and partially complete households	15.7	13.6	14.0
Partial response	0.5	0.5	0.5
Accessed but did not complete the household grid	0.4	0.5	0.6
Accessed but did not answer any questions in the household grid	0.1	0.0	0.0
All accessed	16.7	14.7	15.1
Total issued sample	12,600	12,600	12,600

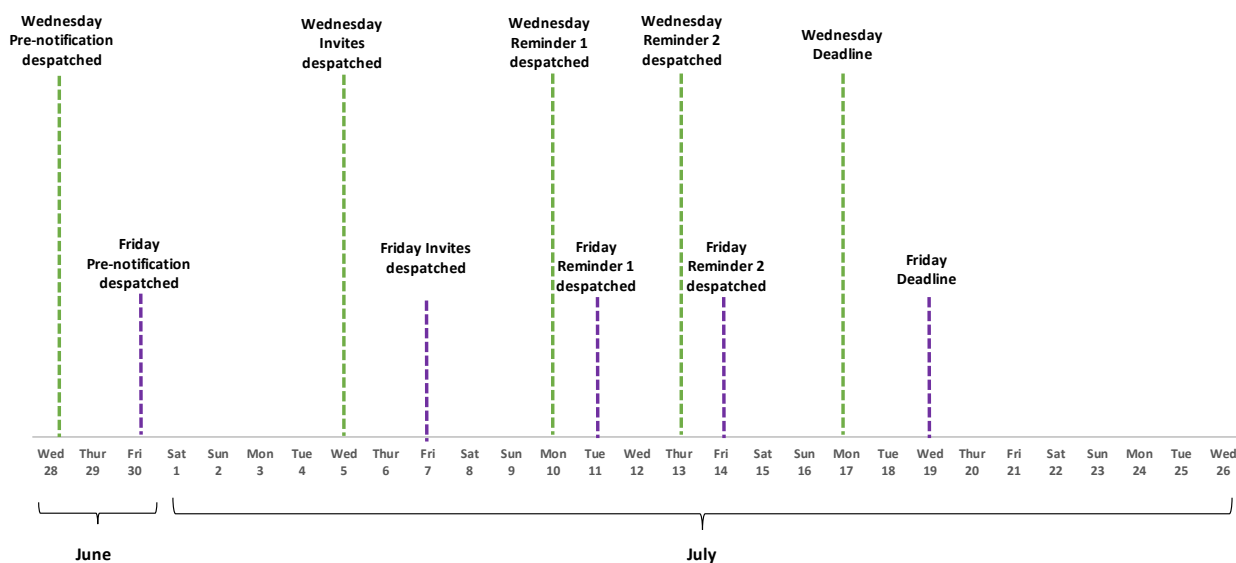
### Mailing day

The letters were all sent by Royal Mail second class post, via UK Mail.<sup>5</sup> Half of the experiment groups were allocated to a 'Wednesday mailing group' and the other half to a 'Friday mailing group'. In practice, this meant that the Wednesday mailing group were sent the pre-notification (where applicable) and the invite letter on a Wednesday (28<sup>th</sup> June and 5<sup>th</sup> July respectively), the first reminder on Monday 10<sup>th</sup> July and the second reminder (where applicable) on Thursday 13<sup>th</sup> July.<sup>6</sup> For these groups, the fieldwork deadline was given on the invite and reminder(s) as Monday 17<sup>th</sup> July.

For the Friday mailing group, the pre-notification (where applicable) and the invite letter were despatched on a Friday (30<sup>th</sup> June and 7<sup>th</sup> July respectively), the first reminder on Tuesday 11<sup>th</sup> July and the second reminder (where applicable) on Friday 14<sup>th</sup> July. For these groups, the fieldwork deadline was given on the invite and reminder(s) as Wednesday 19<sup>th</sup> July.

<sup>5</sup> UK Mail deliver and collect letters and parcels and are widely used for bulk mailings. They are a part of the Deutsche Post DHL Group.

<sup>6</sup> Note that all of these dates are the day that the letters were despatched not the dates when the letters were received, which cannot be tracked.

**Chart 1: Timeline of Friday and Wednesday mailings**

The Wednesday mailing group was more likely to access and start the survey than those in the Friday mailing group (differences are statistically significant). They were also significantly more likely to make either a complete or partial response. Further details on survey access by mailing day is included in Appendix A.

**Table 15: Table showing response by the day of mailing**

	Wednesday (%)	Friday (%)
Complete whole households	16.2	15.1
Partially complete households	1.2	1.0
Complete and partially complete households	17.4	16.1
Partial response	0.6	0.6
Accessed but did not complete the household grid	0.7	0.7
Accessed but did not answer any questions in the household grid	0.8	0.04
All accessed	18.8	17.4
Total issued sample	18,900	18,900

When days of mailing are analysed by letter combination groups (Table 16), this shows that, **within each day**, the pre-notification and the two reminder mailing led to significantly more access and response than the mailing of just the invite and one reminder. Also, the Wednesday two reminder mailing generated significantly more overall access than the Wednesday pre-notification mailing, although the differences between these two for actual responses was not significant.

When letter combinations are compared **between days**, Wednesday combinations consistently led to more access and responses. However, the only significant difference is that the Wednesday mailing with two reminders had significantly more access and response than the equivalent mailing on Fridays.

**Table 16: Table showing response by letter combination and the day of mailing**

	Wednesday			Friday		
	Pre-notification, invite letter and 1 <sup>st</sup> reminder (%)	Invite letter and 1 <sup>st</sup> reminder (%)	Invite letter, 1 <sup>st</sup> and 2 <sup>nd</sup> reminder (%)	Pre-notification, invite letter and 1 <sup>st</sup> reminder (%)	Invite letter and 1 <sup>st</sup> reminder (%)	Invite letter, 1 <sup>st</sup> and 2 <sup>nd</sup> reminder (%)
Complete whole households	16.6	14.3	17.7	15.8	13.8	15.7
Partially complete households	1.2	1.1	1.3	1.0	0.9	1.2
Complete and partially complete households	17.7	15.4	19.0	16.7	14.7	16.9
Partial response	0.5	0.7	0.7	0.6	0.4	0.7
Accessed but did not complete the household grid	0.6	0.7	0.8	0.5	0.6	1.0
Accessed but did not answer any questions in the household grid	0.1	0.1	0.1	0.1	0.05	0.05
All accessed	19.0	16.8	20.6	17.9	15.8	18.5
Total issued sample	6,300	6,300	6,300	6,300	6,300	6,300

### Envelope colour

Half of the experiment groups were sent letters in brown envelopes and the other half received white envelopes.<sup>7</sup> The experiment was designed so that one household received all of their letters in only one colour of envelope (rather than receiving, for example, the pre-notification in a white envelope, the invite letter in a brown envelope and the first reminder in a brown envelope). Brown envelopes appeared to be more successful in encouraging respondents to access and start the survey, although the differences over the white envelopes were not statistically significant.

<sup>7</sup> The envelopes were all C5 sized with windows.

**Table 17: Table showing response by envelope colour**

	Brown (%)	White (%)
Complete whole households	15.9	15.3
Partially complete households	1.1	1.1
Complete and partially complete households	17.1	16.4
Partial response	0.7	0.5
Accessed but did not complete the household grid	0.7	0.7
Accessed but did not answer any questions in the household grid	0.04	0.08
All accessed	18.4	17.7
Total issued sample	18,900	18,900

### Envelope branding

The design of the envelopes sent in England was identical. They all carried the Royal Coat of Arms, 'On Her Majesty's Service', which was printed along the top edge of the envelope and a slogan at the bottom-right hand corner saying 'Play your part in shaping the future of the UK' was also included. The back of the envelope held the ONS return address. For addresses in Wales, the envelopes also included Welsh translations of 'On Her Majesty's Service', the slogan and the return address.

However, half the envelopes sent to each address in Wales and Scotland differed from the above in that they featured a different slogan and a logo (a dragon or a map of Scotland respectively). In Wales, the slogan was 'Wales, make sure you are counted' (in English and in Welsh) and in Scotland it said 'Scotland, make sure you are counted'. To differ between them, the envelopes with the logo and different slogan are referred to here as 'branded' envelopes and those without the logo and original slogan as the 'unbranded' envelopes. The branding appeared to have a positive impact on response in Wales (Table 18) although the differences were not statistically significant. The same impact was not seen in Scotland (Table 19).

**Table 18: Table showing response by branded or unbranded envelopes in Wales**

	Branded (%)	Unbranded (%)
Complete whole households	15.6	15.1
Partially complete households	1.3	0.9
Complete and partially complete households	16.9	16.0
Partial response	0.6	0.6
Accessed but did not complete the household grid	0.5	0.7
Accessed but did not answer any questions in the household grid	0.01	0.1
All accessed	18.0	17.4
Total issued sample	6,300	6,300

**Table 19: Table showing response by branded or unbranded envelopes in Scotland**

	Branded (%)	Unbranded (%)
Complete whole households	14.5	15.0
Partially complete households	1.0	0.8
Complete and partially complete households	15.6	15.8
Partial response	0.4	0.7
Accessed but did not complete the household grid	0.7	0.6
Accessed but did not answer any questions in the household grid	0.1	0.03
All accessed	16.8	17.2
Total issued sample	6,300	6,300

## Regression analysis

Regression analysis was undertaken to determine the impact that each experiment condition had on response. These were carried out separately for each country. Tables 20 to 22 show the regression tables for all of the households that accessed the survey in England, Wales and Scotland. The results were the same for the analyses of households completing or partially completing the survey so the separate tables are not presented. Given the relatively large sample sizes and the ease of interpretation, linear regression was used for these analyses.

The analyses showed that using a pre-notification letter or second reminder consistently increased the access rate in each country. The pre-notification letter increased the rates by: 1.8 percentage points in England ( $p = 0.039$ ); 1.7 percentage points in Wales ( $p = 0.039$ ) and 2.9 percentage points in Scotland ( $p < 0.001$ ). The second reminder increased the rates by: 3.0 percentage points in England ( $p = 0.001$ ); 3.1 percentage points in Wales ( $p < 0.001$ ) and 3.6 percentage points in Scotland ( $p = 0.001$ ). The analysis therefore provides evidence to suggest that the second reminder had more impact than the pre-notification letter, although the experiment lacked the power to test this conclusively. The differences are not statistically more conclusive in some of the three countries than others.

Of the remaining experimental conditions, only the day of mailing in England ( $p = 0.013$ ) was significantly associated with accessing the survey, although the impact in Scotland was marginally significant ( $p = 0.052$ ); for Wales there was a non-significant increase ( $p = 0.129$ ). The access rate for households in the Wednesday mailing group rather than Friday group were higher: 1.7 percentage points in England; 1.3 percentage points in Scotland; and 1.0 percentage points in Wales.

**Table 20: Table showing regression analysis on all households that accessed the survey in England**

Group	b	se(b)	t-statistic	p-value	LCI	UCI
<i>Intercept</i>	<i>0.167</i>	<i>0.008</i>	<i>21.1</i>	<i>&lt;0.001</i>	<i>0.151</i>	<i>0.182</i>
Pre-notification	0.018	0.009	2.1	0.039	0.001	0.035
Second reminder	0.030	0.009	3.5	0.001	0.013	0.047

Envelope colour: brown Vs white	0.009	0.007	1.3	0.208	-0.005	0.023
Day of mailing: Wed Vs Friday	0.017	0.007	2.5	0.013	0.004	0.031

**Table 21: Table showing regression analysis on all households that accessed the survey in Wales**

Group	b	se(b)	t-statistic	p-value	LCI	UCI
<i>Intercept</i>	<i>0.151</i>	<i>0.008</i>	<i>18.1</i>	<i>&lt;0.001</i>	<i>0.135</i>	<i>0.167</i>
Pre-notification	0.017	0.008	2.1	0.039	0.001	0.033
Second reminder	0.031	0.008	3.8	<0.001	0.015	0.048
Envelope colour: brown Vs white	0.004	0.007	0.5	0.591	-0.010	0.017
Day of mailing: Wed Vs Friday	0.010	0.007	1.5	0.129	-0.003	0.024
Branding	0.006	0.007	0.8	0.414	-0.008	0.019

**Table 22: Table showing regression analysis on all households that accessed the survey in Scotland**

Experiment condition	b	se(b)	t-statistic	p-value	LCI	UCI
<i>Intercept</i>	<i>0.140</i>	<i>0.008</i>	<i>17.1</i>	<i>&lt;0.001</i>	<i>0.124</i>	<i>0.156</i>
Pre-notification	0.029	0.008	3.5	<0.001	0.013	0.045
Second reminder	0.036	0.008	4.4	<0.001	0.020	0.052
Envelope colour: brown Vs white	0.009	0.007	1.3	0.200	-0.005	0.022
Day of mailing: Wed Vs Friday	0.013	0.007	2.0	0.052	0.000	0.026
Branding	-0.004	0.007	-0.6	0.537	-0.017	0.009

## Other considerations

### Date of access by mailing day

The success of the materials in encouraging households to go online and start the survey – the push to web – is best shown by the number of addresses that entered their access code (6,835). The charts below show how many households accessed the survey on each day during the fieldwork period, first for those households in the Wednesday mailing group and then for those in the Friday mailing group. The days on which the various letters were despatched are marked with green or purple lines on each chart.<sup>8</sup>

The Wednesday group invitations were sent on Wednesday 5<sup>th</sup> July by second class post, and it could be assumed that some letters would arrive after two days and therefore some completions would happen on Friday 7<sup>th</sup> July.

<sup>8</sup> The green lines indicate the experiment groups where the pre-notification (if applicable) and the invite letter were despatched on a Wednesday, the first reminder on Monday 10<sup>th</sup> July and the second reminder (if applicable) on Thursday 13<sup>th</sup> July. For these groups, the fieldwork deadline was given on the invite and reminder(s) as Monday 17<sup>th</sup> July. The purple lines indicate the experiment groups where the pre-notification (if applicable) and the invite letter were despatched on a Friday, the first reminder on Tuesday 11<sup>th</sup> July and the second reminder (if applicable) on Friday 14<sup>th</sup> July. For these groups, the fieldwork deadline was given on the invite and reminder(s) as Wednesday 19<sup>th</sup> July.

However, the first completions were not until Saturday 8<sup>th</sup> July. This implies that all mailings took at least three working days to arrive. This is likely to be because of two stages in the mailing process, a handling stage by UKMail and a handling and delivery stage by local Royal Mail offices.

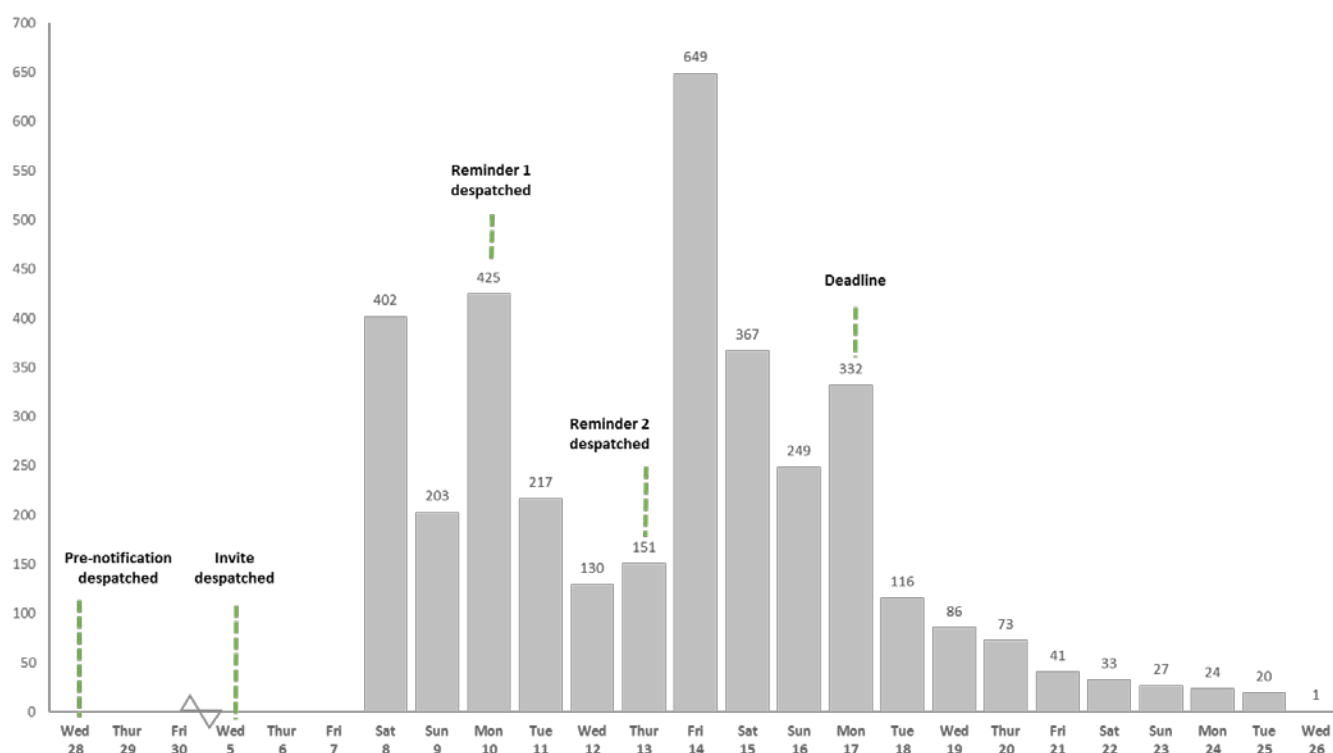
The first peak in access among the Wednesday mailing group occurred three days after the invite letter was despatched (Chart 2). Over ten per cent of the households in the Wednesday group who accessed the survey did so on this day.

Other peaks were seen on Monday 10<sup>th</sup> and Friday 14<sup>th</sup> July, the latter probably indicating the day on which the bulk of the first reminder letters were received. There was a fourth peak the next day, on Saturday 15<sup>th</sup> July (when some of the second reminders may have been received). The final peak occurred on the deadline given in the invite and reminder letters (Monday 17<sup>th</sup> July).

When the pre-notification mailing is contrasted with the one that had two reminders (Charts 3 and 4), this shows the pre-notification mailing led to prompter access (391 addresses in this mailing accessed the survey between Saturday 8<sup>th</sup> and Monday 10<sup>th</sup> July, the first three days of completion. This compared with 338 for the mailing that had two reminders).

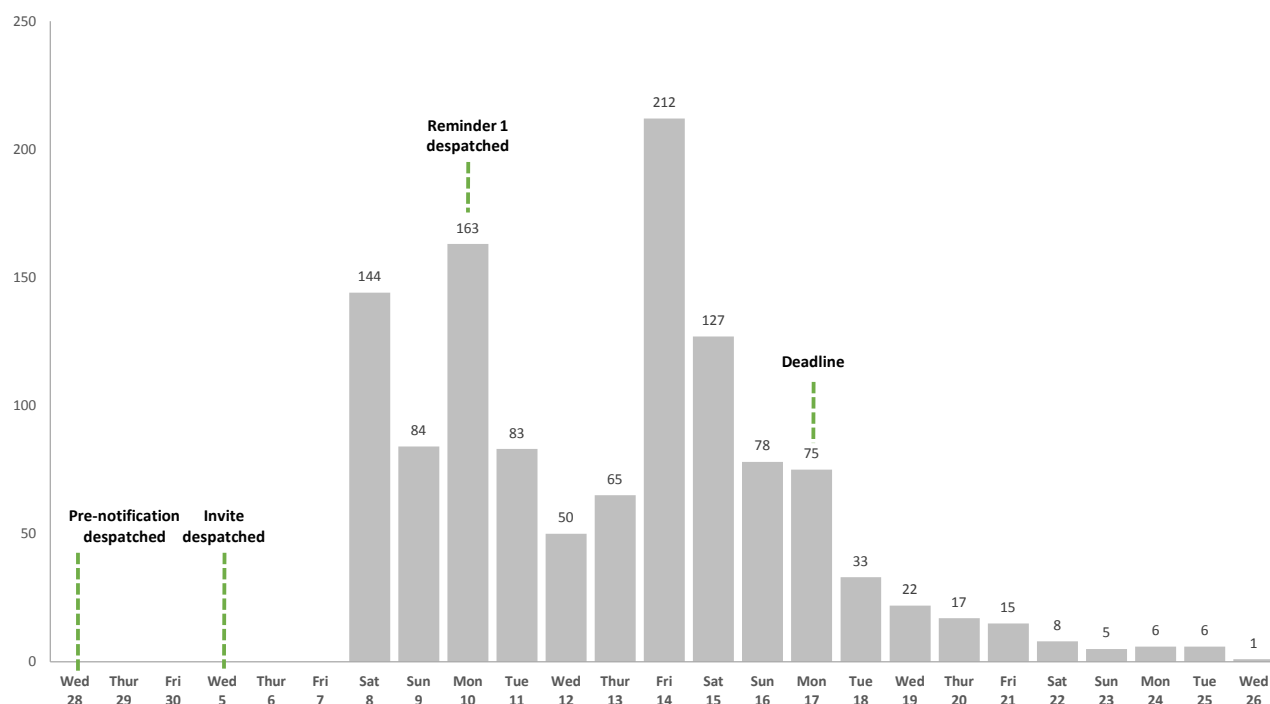
In contrast, addresses that were part of the two reminder mailing were likely to respond later. A total of 204 accessed the survey after the stated deadline or later (Tuesday 18<sup>th</sup> to Wednesday 26<sup>th</sup> July). This compares with 113 addresses of the pre-notification mailing group.

**Chart 2: Number of households accessing the survey during the fieldwork period: mailings sent on a Wednesday**

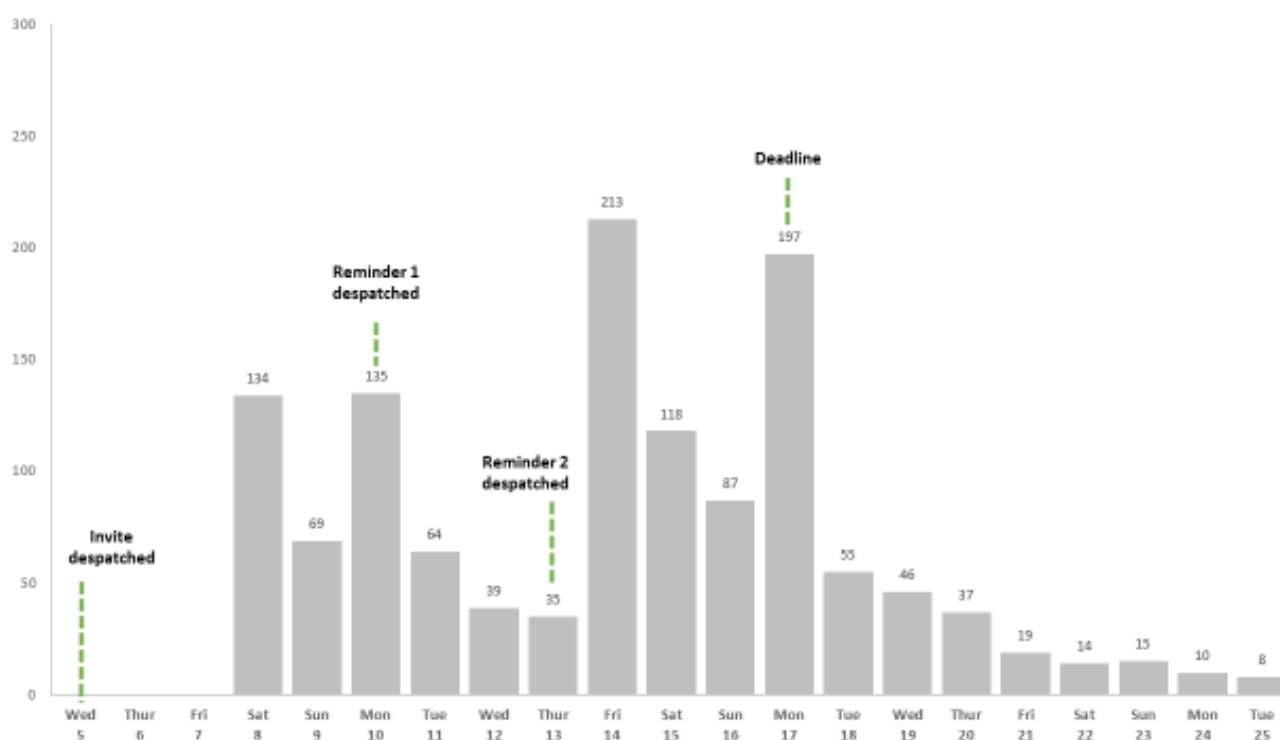




**Chart 3: Number of households accessing the survey during the fieldwork period: mailings sent on a Wednesday with pre-notification letter and one reminder**



**Chart 4: Number of households accessing the survey during the fieldwork period: mailings sent on a Wednesday with first and second reminders**



The Friday group invitations were sent on Friday 7th July by second class post, and it could be assumed that some letters would arrive after two working days and there would be some completion on Monday 10th July. However, the first completions were not until Wednesday 12th July. This implies that all mailings took at least four working days (including Saturday) to arrive. This is likely to be because of two stages in the mailing process, a handling stage by UKMail (that perhaps did not treat Saturday as a working day (unlike Royal Mail)) and a handling and delivery stage by local Royal Mail offices.

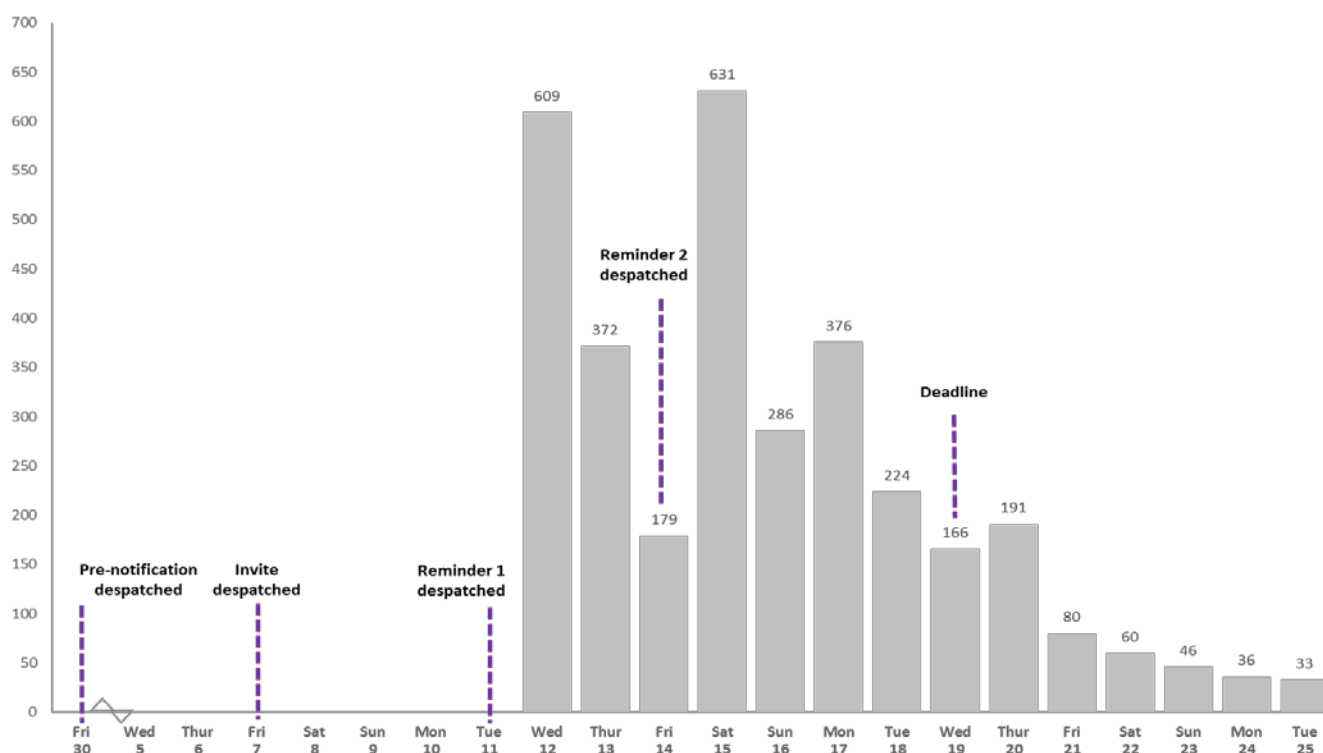
The first peak in access among the Friday mailing group occurred a little later than for the Wednesday mailing group: five days after the invite was despatched (Chart 5). However, the peak was larger: 609 households accessed the survey on Wednesday 12<sup>th</sup> July (constituting 19 per cent of households in the Friday mailing group who accessed the survey).

The second peak occurred the next day and the third on Saturday 15<sup>th</sup> July, which may indicate the day on which the bulk of the first reminders were received. A final peak was seen on Monday 17<sup>th</sup> July, which may indicate the date on which the bulk of the second reminders were received. Unlike for the Wednesday mailing group, there was no similar peak on the day of the deadline given in the letters (Wednesday 19<sup>th</sup> July).

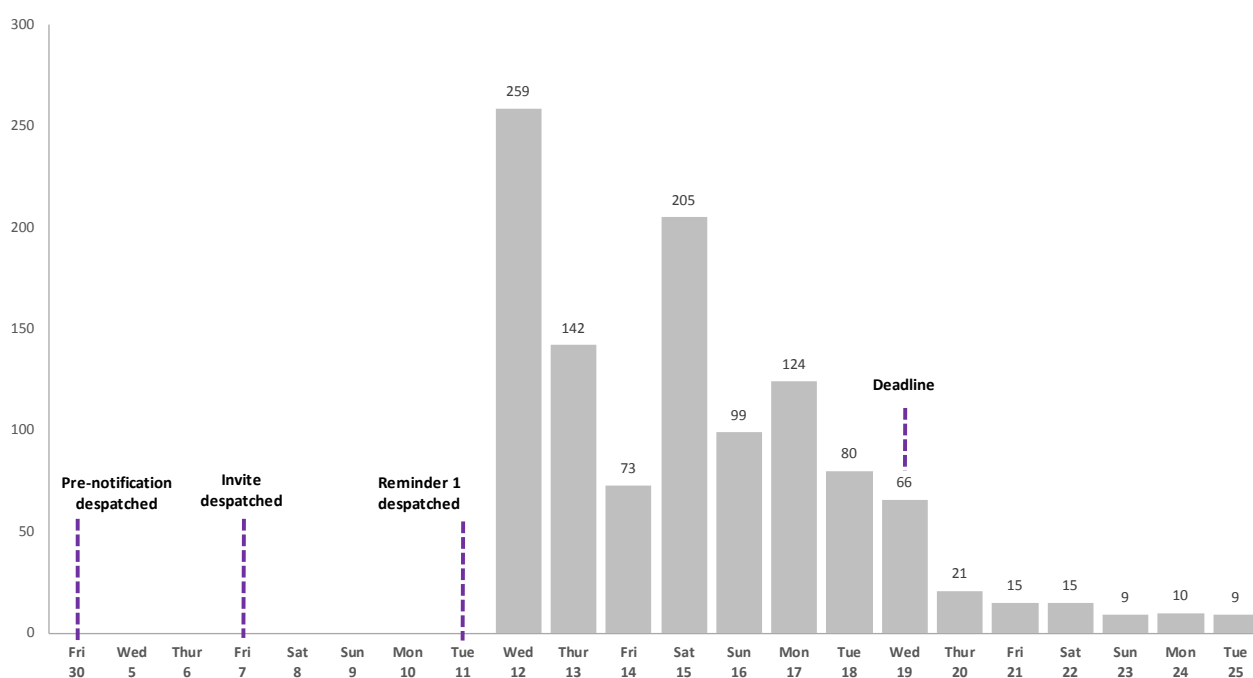
Again, addresses in the pre-notification group were likely to access the survey earlier (Charts 6 and 7), and the difference was even greater than for the Wednesday mailings. A total of 474 addresses in the Friday pre-notification group accessed the survey between Wednesday 12<sup>th</sup> and Friday 14<sup>th</sup> July, the first three days of completion. This contrasts with 342 addresses in the mailing that had two reminders.

In contrast, addresses in the mailing that had two reminders were likely to access the survey later. There were 288 who did so after the stated deadline Thursday 20<sup>th</sup> to Tuesday 25<sup>th</sup> July). This compares with 79 members of the pre-notification mailing group.

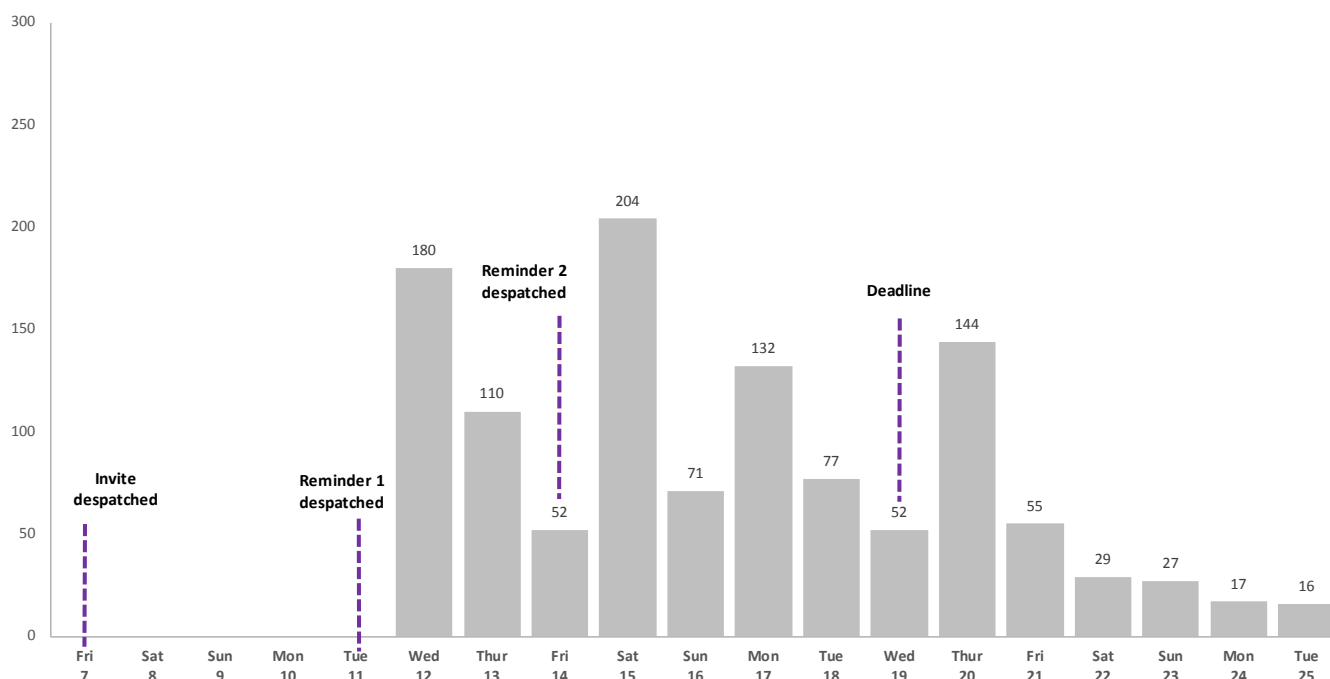
**Chart 5: Number of households accessing the survey during the fieldwork period: mailings sent on a Friday**



**Chart 6: Number of households accessing the survey during the fieldwork period: mailings sent on a Friday with pre-notification letter and one reminder**



**Chart 7: Number of households accessing the survey during the fieldwork period: mailings sent on a Friday with two reminders**



### Access after the deadline

For the Wednesday mailings 12 per cent (421) of the addresses that accessed the survey did so after the deadline of 17<sup>th</sup> July. For the Friday mailings, 14 per cent (446) accessed the survey after 19<sup>th</sup> July. The great majority of these (88 per cent) went on to become complete or partial household interviews, which suggests the importance in future of keeping the survey open after the official deadline date that is told to respondents.

Households in the Friday mailing group were more likely to access the survey after the deadline than those in the Wednesday mailing group: 568 and 396 households respectively. It is not possible to be certain of the reason for this, although the proximity to the weekend is one potential explanation. Of those in the Friday mailing group who accessed the survey after the deadline, half were also in the group who were sent a second reminder. This indicates that a higher response rate may have been achieved among the Friday mailing group that were sent a second reminder had there been more time between them receiving the letter and the fieldwork deadline.

### Time of completion

Households usually completed the survey on the same day that they accessed it (89 per cent) and they were most likely to access and complete the survey in the afternoon (between 12pm and 6pm) (43 per cent), rather than in the morning (12am to 12pm) (33 per cent) or evening (6pm to 12am) (24 per cent).

### Timing of reminder mailings

The reminder mailings for this experiment were despatched at 3-day intervals due to restrictions around the length of the fieldwork period. In practice, this was difficult to manage, particularly with regard to extracting respondents who had completed the survey from the sample. Given the short turnaround, at each mailing the entire sample was

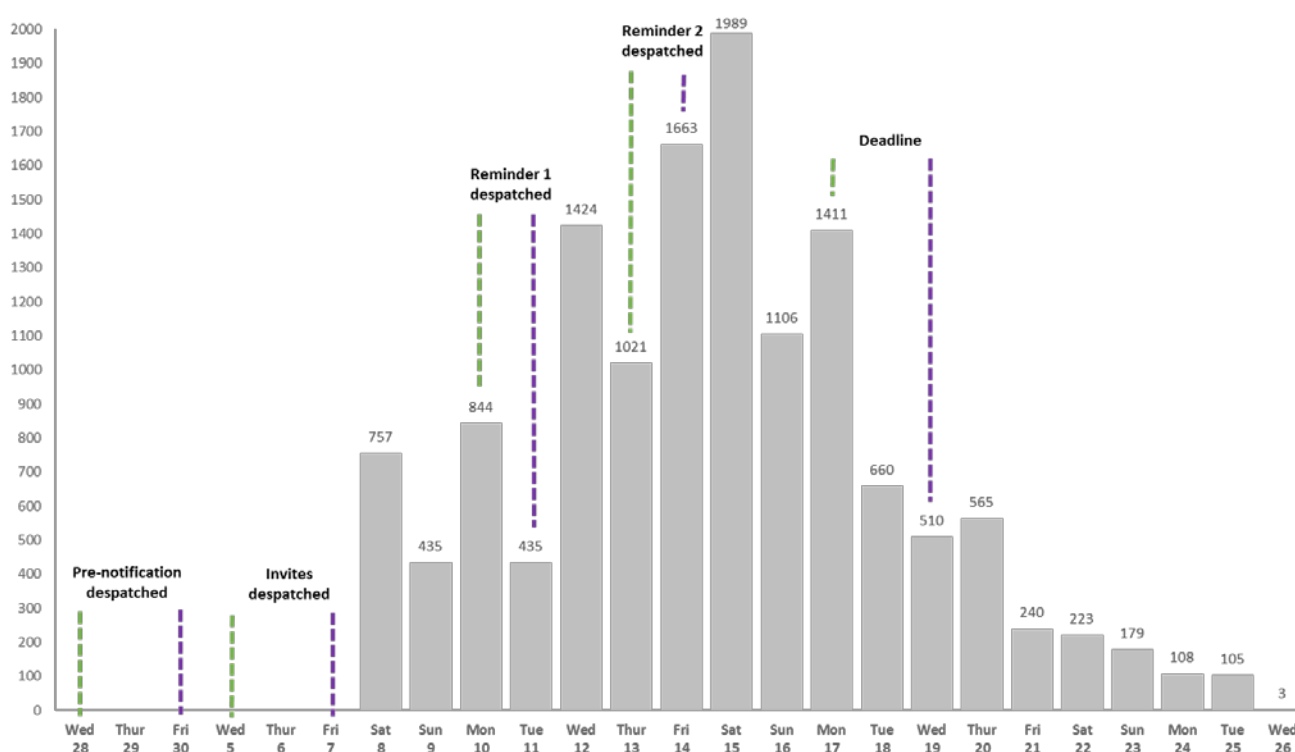
printed and just prior to despatch, completed serial numbers were passed to the printer and letters were manually extracted. This would have cost implications for the full survey in terms of printing and extracting.

Another impact is that by mailing reminders so soon, many respondents would not have had chance to complete the survey. This could result in increasing burden on respondents and also an increased number of calls to the survey helpline which again would have cost implications, particularly for a full-scale survey.

### Individual-level date of completion

A completed survey was received for 13,678 individuals. A further 377 individuals started the survey but did not complete their questions and 303 did not begin at all. The chart below shows how many individual-level surveys were completed on each day during the fieldwork period, with coloured lines showing the days on which the various letters were despatched.

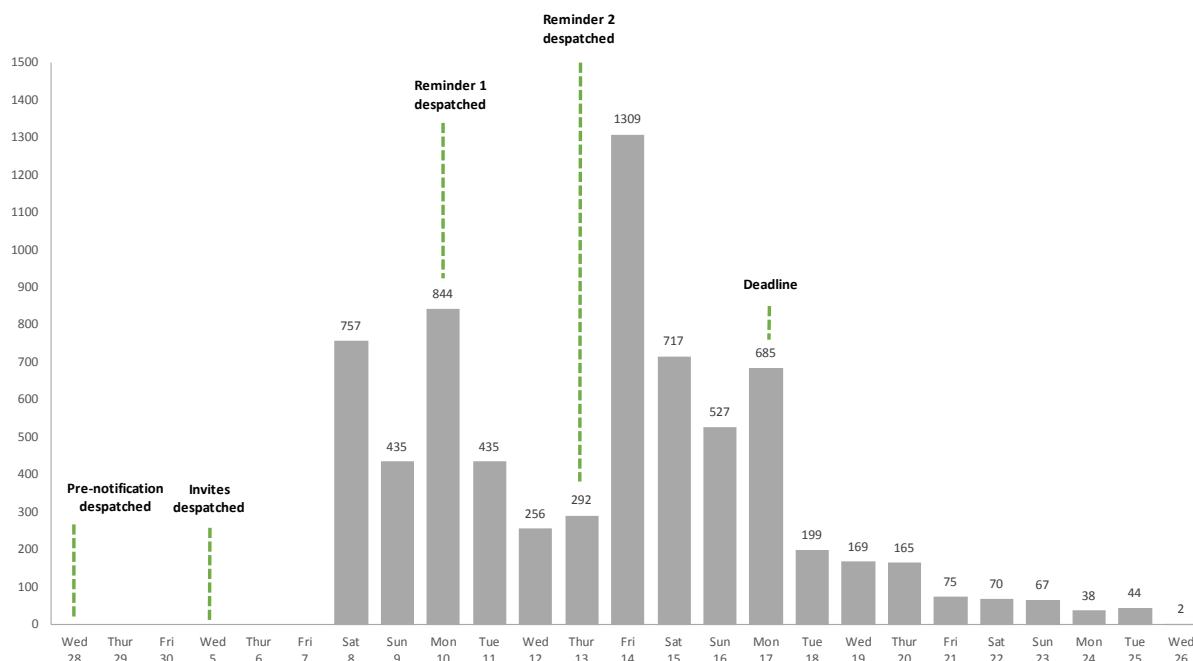
**Chart 8: Number of individuals completing their questions on each day during the fieldwork period**



The peaks mimic those seen for household level access but this chart serves to reinforce that the most productive day for the survey was Saturday 15<sup>th</sup> July. Six per cent of the completed individual-level surveys were received after the deadline (771).

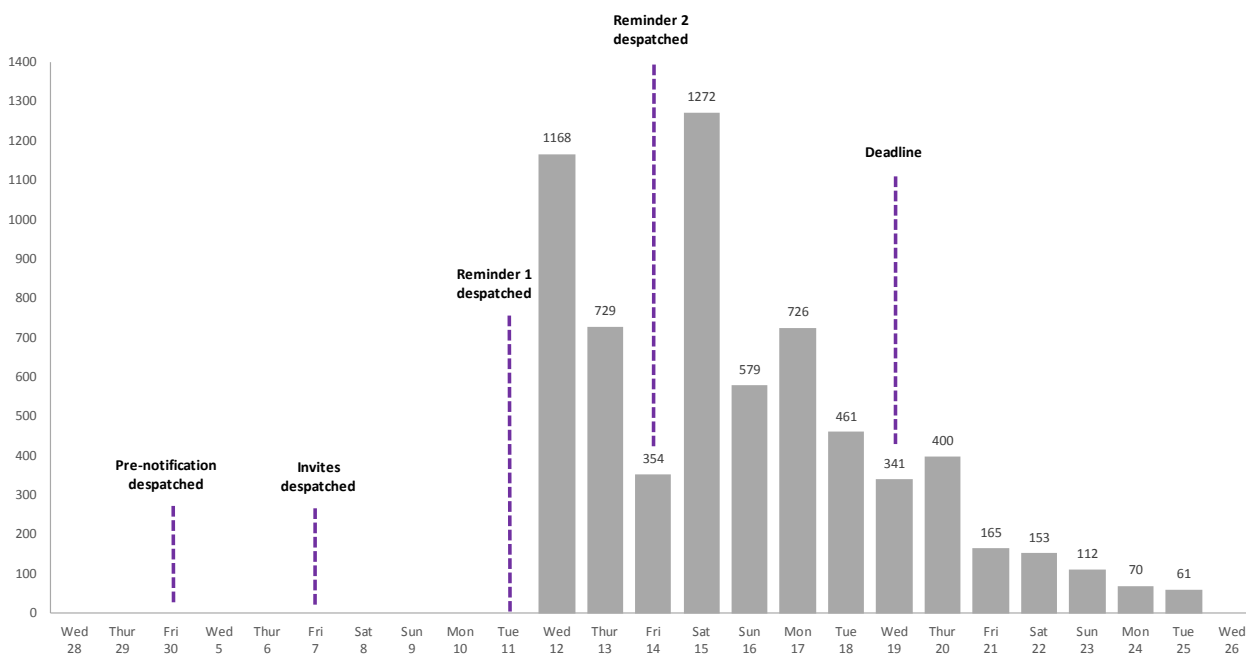
The results for the specific mailing day show that, for the Wednesday mailing group, the peak for individual completions was Friday 14<sup>th</sup> July (1,309), perhaps in response to the arrival of first reminder posted on Monday 10<sup>th</sup> July. There was also a subsequent peak on Monday 17<sup>th</sup> July (685), the stated deadline day in the letters sent out, but this might also have been affected by the arrival of the second reminder.

**Chart 9: Number of individuals completing their questions on each day during the fieldwork period: Wednesday mailing**



The Friday mailing group, had a comparatively greater number of completions on the day invitations were first received (1,168 took place on Wednesday 12<sup>th</sup> July, compared with 757 on Saturday 8<sup>th</sup> July when Wednesday invitations were likely to have arrived). The peak in individual completions for the Friday mailing group was Saturday 15<sup>th</sup> July (1,272), probably in response to the arrival of the first reminder.

**Chart 10: Number of individuals completing their questions on each day during the fieldwork period: Friday mailing**



### Average questionnaire length

Individual and household timing data is based on information from complete households only.

- The average time to complete the household grid was three minutes and fifty-two seconds.
- The average survey length for the individual sections was three minutes and thirty-three seconds.
- The average total length for a completed household response was eleven minutes and thirty-nine seconds.

### Device and browser completion

Looking at individual responses (14,055 completed or partial individual responses) shows that a desktop computer was easily the most common device used to take part (56 per cent). One in four individual responses were made through a tablet (26 per cent) and one in seven (15 per cent) through a smartphone. The remaining responses (three per cent) were made through an unknown device.

Using a desktop is more common than average among Black respondents (67 per cent compared with 56 per cent overall). Using a smartphone is more common among Asian respondents and those of mixed ethnicity (25 per cent and 24 per cent compared with 15 per cent overall). Across work status, the self-employed are more likely to use a desktop (66 per cent compared with 56 per cent overall).

In terms of browsers used, the most common is Chrome (41 per cent). This is followed by Mobile Safari (27 per cent), Internet Explorer (eight per cent), Firefox (eight per cent) and Chrome Mobile (eight per cent).

Of those using a smartphone or tablet to make an individual response, over a third (38 per cent) were aged 55+. This splits down into one in five (21 per cent) aged 65 or older and one in six (17 per cent) aged 55-64.

### Proxy completion

The survey assumed that the person who accessed the link and then completed the household grid would go on to complete their own, individual-level questions. All other individual surveys began, however, by asking if the survey was being answered by proxy. Just under 20 per cent of the individual-level surveys that were answered by respondents aged 16 or older were completed by proxy (19.6 per cent)<sup>9</sup>.

### Break offs and multiple sittings

The questions at which people decide to stop answering a survey are known as the 'break off' points. They can indicate questions that people find difficult to answer, or questions that are deemed too intrusive and which respondents do not want to answer. The break off points were recorded during the household grid and during the questions that individuals in each household were asked to answer.

For addresses where the household grid remained incomplete (263 addresses), 61 per cent of break-offs (160 addresses) occurred at the first question, where respondents were asked to give their own name. Eleven per cent (28

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<sup>9</sup> The method for calculating proxy response was the same as that used in the Labour Force Survey (LFS), that is the percentage of all adult completions that are proxy for all individual surveys that relate to adults 16+.

addresses) then broke off at the point they were asked for the second person living in the household and a further six per cent when asked about the third person (16 addresses). The questions that were asked once all of the household members had been added, asking the respondent to confirm that no one else lived in the household (each marked as 'Chk') also caused break offs (seven per cent of addresses with an incomplete household grid). A summary of break-off points is provided in table 23 on the following page.

**Table 23: Table showing point of break-off for incomplete Household Grid responses**

Question	Number	%
Person1	160	60.8
Person2	28	10.6
Person3	16	6.1
Person2Chk	6	2.3
Person3Chk	6	2.3
HouseHoldGridRelationship[{_2}].ans[{_3}].Relationship	5	1.9
Language	5	1.9
Other	37	14.1
<b>TOTAL</b>	<b>263</b>	<b>100.0</b>

At an individual-level, the majority of respondents (98 per cent) completed their questions in one sitting. Only 317 restarted the survey after logging off or allowing the questions to time out half way through.

There were however 373 incomplete individual-level surveys and, of these, seven per cent broke off after clicking on the link to begin the survey but before they had answered any questions. Other notable break off points were the questions on date of birth (31 per cent), days worked in the reference week (six per cent), usual weekly hours excluding overtime (five per cent) and if the questions were being answered by proxy (four per cent).

The following types of respondent appeared to be most likely to break off while answering the individual-level questions<sup>10</sup>:

- Married respondents (accounted for 59 per cent of respondents reaching this point in the survey, compared with 27 per cent of never married respondents);
- Respondents aged 55 -64 (accounted for 23 per cent of individuals reaching this point in the survey, compared with 18 per cent of the incomplete surveys being answered by 35 to 44 year olds and a further 17 per cent by those aged 65 or older).
- Respondents of British nationality and white ethnicity (accounted for 85 and 15 respectively of respondents who reached this point in the survey); and

<sup>10</sup>Please note these types of respondents were most likely to answer the survey and subsequently would be most likely to break off.



- Respondents who had a job or business in the reference week (accounted for 88 per cent of respondents reaching this point in the survey, compared with 13 per cent who did not have a job or business).

### Question level response (para-data)

Below is a top-level discussion of the response changes at the questions for which paradata were gathered. The proportion of respondents changing their answers for these questions was very low and we would not recommend that any amendments are made to these questions based on the data.

At Question 'QWHYUK10' – (What was your main reason for coming to the UK?) 54 respondents changed their answer, the full breakdown is included below.

Table 24: QWHYUK10 number of respondents who changed their answer

Number of times answers changed	Number of respondents
1	7
2	25
4	14
5	1
6	6
20	1
<b>Total</b>	<b>54</b>

At Question 'QEthnicity' (What is your ethnic group?) 48 respondents changed their answer, the full breakdown is included in the table below.

Table 25: Ethnicity number of respondents who changed their answer

Number of times answers changed	Number of respondents
1	13
2	21
3	4
4	8
6	2
<b>Total</b>	<b>48</b>

At Question 'QNW2' (Did you do any casual work for payment, even for an hour, in the week Monday 26<sup>th</sup> June to Sunday 2nd July?) 8 respondents changed their answer. The full breakdown is included in the table below.

**Table 26: Casual work question – number of respondents who changed their answer**

Number of times answers changed	Number of respondents
1	1
2	5
4	2
<b>Total</b>	<b>8</b>

### Household size

The first person to access the link provided in the letters was asked to enter the names and gender for all of the adults and children living at that address, up to eight household members. The table below shows the number of households of different size, for all surveys where the household grid was completed. Seventy per cent of households were comprised of only one or two people and only one per cent had six or more household members.

**Table 27: Table showing the number of households of different size that completed the household grid**

Number of members in the household	Count of households	Proportion (%)
One	1,682	25.7
Two	2,841	43.4
Three	978	14.9
Four	771	11.8
Five	212	3.2
Six	50	0.8
Seven	13	0.2
Eight	2	*
<b>Total households completing the household grid</b>	<b>6,549</b>	<b>100</b>

## Demographics

The below tables present key demographic information for all of the completed individual-level surveys – that is the surveys where all of the questions on demographics were completed.<sup>11</sup> Where possible, national demographic data are included as a comparison. Tables are broken down by the following variables:

- Age
- Gender
- Marital status
- Nationality
- Activity status
- Language used

**Table 28: Table showing survey completion by demographic group**

	Individuals completing the survey	As a proportion of those answering the question (%)	ONS population estimates (2016)
<b>Age</b>			MYE for Great Britain (2016)
Aged 15 or younger	1,830	13.3	18.8
Aged 16 to 24	1,072	7.8	11.1
Aged 25 to 34	1,336	9.8	13.6
Aged 35 to 44	1,426	10.5	12.7
Aged 45 to 54	1,996	14.7	14.1
Aged 55 to 64	2,523	18.5	11.6
Aged 65 or over	3,495	25.5	18.1
Total	13,678	100.0	100.0
<b>Gender</b>			MYE for Great Britain (2016)
Male	7,336	49.3	49.3
Female	7,548	50.7	50.7
Total	14,884	100.0	100.0
<b>Marital status</b>			LFS/MYE (2016) England and Wales only
Never married	3,119	26.6	47.0

<sup>11</sup> Although a respondent could choose not to answer any of the questions.

Married	6,939	59.3	41.2
Separated but still legally married	183	1.6	
Registered same sex civil partnership	23	0.2	0.2
Separated but still legally in a same sex civil partnership	1	0.0	
Divorced	1,003	8.5	6.5
Formerly in a same sex civil partnership	3	0.0	0.0
Widowed	563	4.8	5.2
Total	11,834	100.0	100.0
<b>Nationality</b>			UK (2016)
British	12,719	92.9	91.1
Irish	79	0.6	0.5
Indian	35	0.3	0.5
Pakistani	12	0.1	0.3
Polish	99	0.7	1.5
Other	733	5.4	6.0
Total	13,678	100.0	100.0
<b>Activity status</b>			
Inactive	5,089	43.2	
Unemployed	224	1.9	
Unpaid family worker	59	0.5	
Employed	5,536	47.0	
Self-employed	860	7.3	
Total	11,768	100.0	
<b>Language used<sup>12</sup></b>			
English	13,478	98.5	
Welsh	200	1.5	
Total	13,678	100.0	

<sup>12</sup> The questionnaire was available in English and Welsh to households in Wales only.

The purpose of the experiment – and therefore the different conditions - was to encourage addresses to follow the link in the letters to access the survey online. One link was provided in the letter and it was assumed that one person in each household would take the lead in accessing the survey. This person was then encouraged to complete some details about all of the members of their households.

The demographic information provided below therefore provides a picture of the type of person that was most encouraged by each of the particular experiment conditions to use the link to access the survey. This data is only included for the first respondent in the household as this is the person who would most likely have been impacted by the experiment conditions.

**Table 29: Table showing the demographic details of the person first accessing the survey by the experiment conditions**

	Experiment condition							Total
	Mailing day		Letter combination			Envelope colour		
	Wednesday (%)	Friday (%)	Pre-note, invite and reminder (%)	Invite and reminder (%)	Invite and first and second reminders (%)	Brown (%)	White (%)	
Age								
Age 15 or younger	*	*	*	0.1	*	*	*	2
Aged 16-24	1.9	1.7	1.4	1.9	2.2	1.9	1.8	117
Aged 25 -34	9.4	10.1	8.5	10.2	10.5	9.9	9.5	623
Aged 35-44	12.9	13.1	13.8	11.2	13.7	13.3	12.7	833
Aged 45-54	18.8	18.5	18.5	19.0	18.7	17.8	19.6	1,199
Aged 55-64	23.9	23.2	22.9	23.5	24.3	23.7	23.5	1,513
Aged 65+	33.0	33.3	34.9	34.1	30.7	33.4	32.9	2,126
Total	3,334	3,079	2,195	1,929	2,289	3,270	3,143	6,413
Gender								
Male	53.4	54.3	54.3	54.3	53.0	54.3	53.3	3,523
Female	46.6	45.7	45.7	45.7	47.0	45.7	46.7	3,021
Total	3,397	3,147	2,243	1,969	2,332	3,357	3,187	6,544
Marital status								
Married	55.7	56.2	55.5	56.9	55.5	56.3	55.5	3,577
Never married	21.5	20.9	21.0	20.0	22.5	21.1	21.2	1,357
Divorced	12.8	12.3	12.1	13.4	12.3	12.2	13.0	804
Widowed	7.3	8.0	8.6	7.3	7.0	7.9	7.4	489
Separated but	2.5	2.3	2.5	2.2	2.5	2.3	2.6	154

still legally married								
In a registered same sex civil partnership	0.2	0.2	0.2	0.2	0.2	0.1	0.3	12
Separated but still legally in a same sex civil partnership	*	*	*	*	*	*	*	1
Formerly in a same sex civil partnership	*	*	*	*	*	*	*	1
<b>Total</b>	<b>3,326</b>	<b>3,069</b>	<b>2,186</b>	<b>1,924</b>	<b>2,285</b>	<b>3,260</b>	<b>3,135</b>	<b>6,395</b>
<b>Nationality</b>								
British	93.8	93.5	93.8	94.0	93.2	93.1	94.2	5,997
Irish	0.7	0.5	0.5	0.7	0.6	0.8	0.4	38
Indian	0.2	0.2	0.3	0.1	0.2	0.2	0.2	13
Pakistani	0.1	*	*	*	0.1	0.1	*	3
Polish	0.8	0.5	0.6	0.6	0.7	0.6	0.7	41
Other	4.5	5.2	4.8	4.7	5.1	5.2	4.5	311
<b>Total</b>	<b>3,329</b>	<b>3,075</b>	<b>2,191</b>	<b>1,925</b>	<b>2,288</b>	<b>3,264</b>	<b>3,140</b>	<b>6,404</b>
<b>Activity status</b>								
Employed	47.3	47.9	45.9	47.6	49.2	48.0	47.2	2,986
Self-employed	7.7	7.5	7.0	7.4	8.3	7.7	7.5	477
Unemployed	1.9	1.5	1.6	1.6	1.8	1.7	1.7	107
Inactive	42.7	42.5	45.2	42.7	40.1	42.1	43.1	2,675
Unpaid family worker	0.4	0.6	0.2	0.6	0.6	0.4	0.5	30
<b>Total</b>	<b>3,257</b>	<b>3,018</b>	<b>2,151</b>	<b>1,883</b>	<b>2,241</b>	<b>3,196</b>	<b>3,079</b>	<b>6,275</b>

As mentioned above the branding of envelopes did appear to have a positive impact on response in Wales although the differences were not statistically significant. The table below shows the breakdown by age, gender, marital status, nationality and activity status.

**Table 30: Table showing the demographic details of the person first accessing the survey by whether branded envelopes were received in Wales and Scotland**

	Wales		Total	Scotland		Total
	Branded envelopes (%)	Unbranded envelopes (%)		Branded envelopes (%)	Unbranded envelopes (%)	
<b>Age</b>						
Aged 15 or younger	*	*	0	*	*	0
Aged 16-24	1.8	2.1	40	1.2	2.0	32
Aged 25 -34	8.9	10.9	208	9.7	9.7	195
Aged 35-44	12.6	12.0	259	13.0	13.6	267
Aged 45-54	18.4	17.4	377	18.8	18.6	376
Aged 55-64	23.0	23.3	486	23.6	27.7	516
Aged 65+	35.3	34.3	732	33.7	28.5	624
<b>Total</b>	<b>1,079</b>	<b>1,023</b>	<b>2,102</b>	<b>995</b>	<b>1,015</b>	<b>2,010</b>
<b>Gender</b>						
Male	54.0	51.4	1,130	55.3	52.2	1,100
Female	46.0	48.6	1,013	44.7	47.8	948
<b>Total</b>	<b>1,098</b>	<b>1,045</b>	<b>2,143</b>	<b>1,007</b>	<b>1,041</b>	<b>2,048</b>
<b>Marital status</b>						
Married	57.1	55.0	1,176	56.9	52.4	1,095
Never married	20.5	22.1	446	22.3	23.5	459
Divorced	12.7	12.4	264	10.8	13.4	243
Widowed	7.9	7.9	166	6.7	7.8	145
Separated but still legally married	1.7	2.1	39	3.0	2.9	59
In a registered same sex civil partnership	0.1	0.3	4	0.4	0.1	5
Separated but still legally in a same sex civil partnership	*	0.1	1	*	*	0
Formerly in a same sex civil partnership	*	*	0	*	*	0
<b>Total</b>	<b>1,075</b>	<b>1,021</b>	<b>2,096</b>	<b>992</b>	<b>1,014</b>	<b>2,006</b>

Nationality						
British	96.2	94.5	2,002	92.9	91.6	1,851
Irish	0.6	0.3	9	0.6	0.7	13
Indian	0.1	0.1	2	0.1	0.1	2
Pakistani	*	0.5	5	0.1	*	1
Polish	3.2	4.5	80	0.5	0.6	11
Other	*	0.1	1	5.8	7.0	128
Total	1,077	1,022	2,099	991	1,015	2,006
Activity status						
Employed	43.4	48.2	940	49.2	49.2	967
Self-employed	9.1	6.4	160	6.8	7.0	136
Unemployed	1.7	1.3	31	1.3	2.9	42
Inactive	45.1	43.8	914	42.1	40.3	809
Unpaid family worker	0.8	0.2	10	0.6	0.5	11
Total	1,056	999	2,004	972	993	1,965



## Conclusions

## Conclusions

The results of the experiments show that the Wednesday mailing day (as opposed to Friday) was the only condition to have a statistically significant impact on response to the survey. While the findings also suggest using a brown envelope (as opposed to white) and using a second reminder (as opposed to a pre-notification) have a positive impact on response rate and access to the survey, the findings were not statistically significant. The only other condition that appeared to have a positive impact was the use of branding on envelopes in Wales but again the differences were not statistically significant.

The regression analysis showed using a pre-notification letter or second reminder consistently increased the access rate in each country. When comparing the impact of the two the evidence suggested that the second reminder had more impact than the pre-notification letter, although the experiment lacked the power to test this conclusively.

In terms of survey access, nearly an eighth of the addresses that accessed the survey did so after the stated deadline. Almost ninety per cent of these went on to become complete or partial household interviews. We would therefore recommend keeping the survey open after the official deadline date that is told to respondents. We would recommend keeping the survey open for one week after the deadline that is printed on materials.

Another key finding from the survey was the timing of the reminder mailings. The 3-day period between mailings was very short and we would recommend extending the period between invites and reminder mailings. This would allow respondents a greater chance to respond to the survey which would reduce the volume of subsequent mailings and it could also reduce the number of calls or complaints to the helpline. Both of these factors could result in significant cost savings for a full-scale survey.

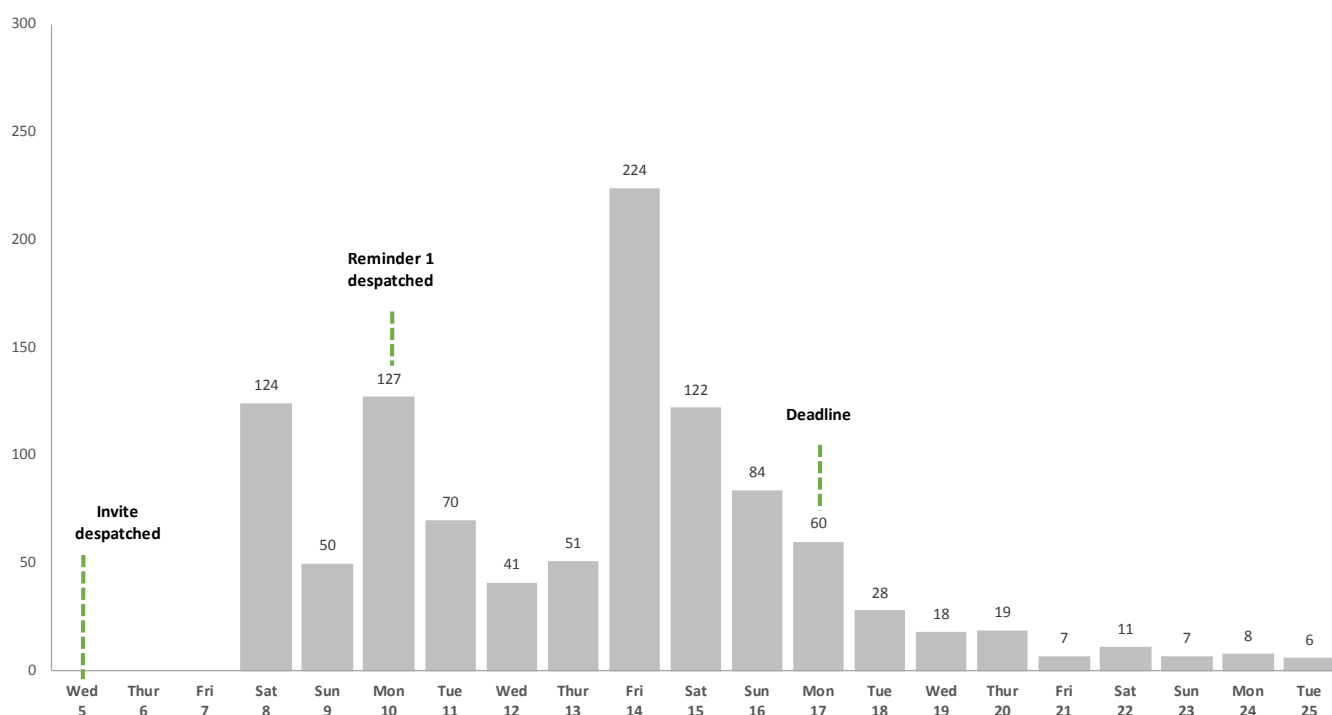
The results show that the optimum design for a future Labour Market Survey is to despatch invites on a Wednesday, using brown envelopes (branded in Wales). The invite would be followed by a first and second reminder at intervals greater than 3 days – we would recommend that if the first invites were despatched on a Wednesday, the first reminder would be despatched on the following Tuesday.

The results of this experiment form part of a wider series of tests which will be published together with this report in 2018. All findings will present the optimum overall design for a future Labour Market Survey.

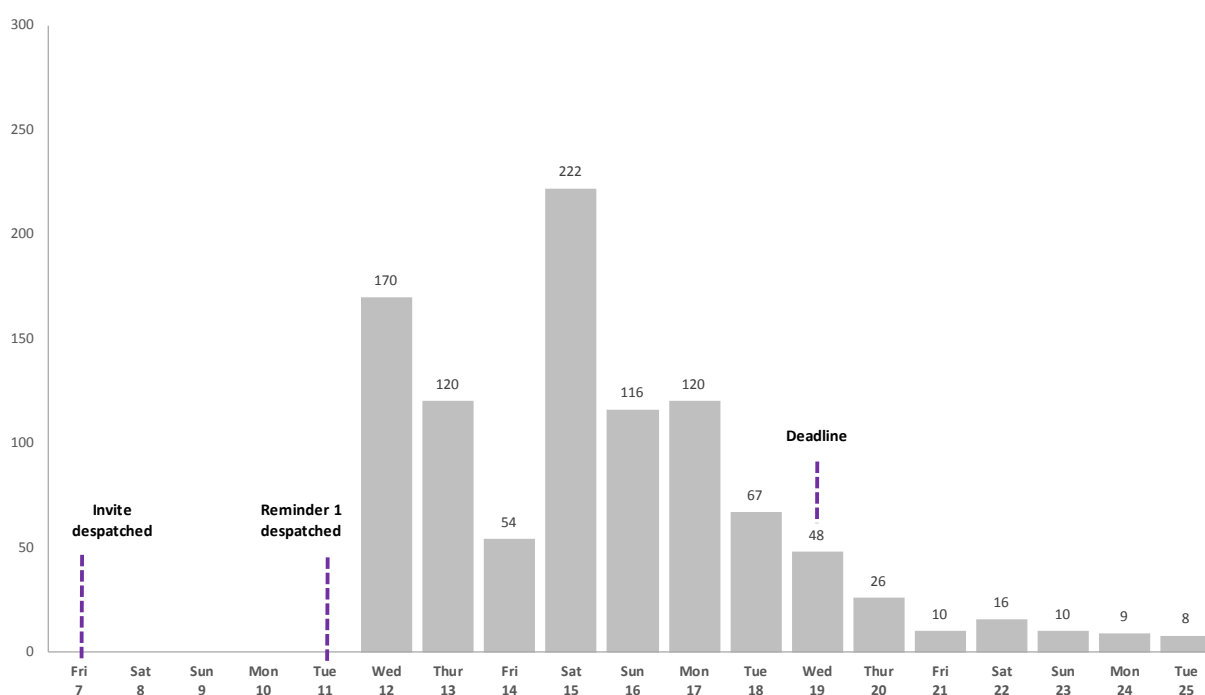
## Appendices

# Appendix A

## All accessed receiving invite and first reminder in Wednesday group



## All accessed receiving invite and first reminder in Friday group



## Appendix B

### England envelope



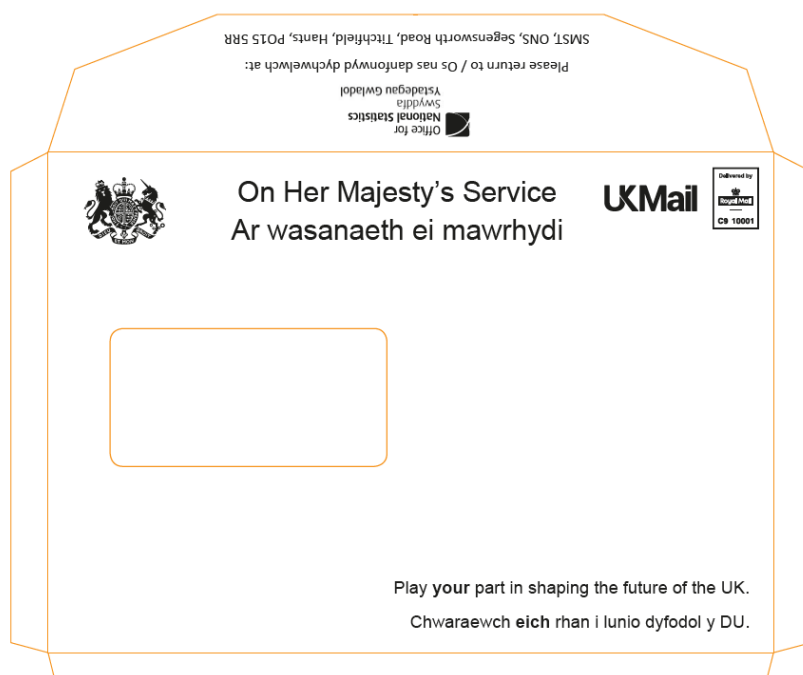
### Scotland branded envelope



## Wales branded envelope



## Wales unbranded envelope



## Pre-notification letter (English)



The Resident  
<Address line 1>  
<Address line 2>  
<Town>  
<County>  
<Postcode>

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<REF XXXXXX>

Dear Sir/Madam,

The Office for National Statistics (ONS) is an independent government department and the UK's largest provider of statistics. We collect and publish official statistics about our society and economy and we run the census every ten years. As Director General of the ONS, I would like to inform you that we are running a UK-wide online study, and we would like you to be a part of it.



#### Why should I take part?

Your address has been selected to make sure your area is properly represented in Official Statistics. This letter came with an information slip, explaining how taking part can impact on government decisions that shape facilities and services you may use.



#### What happens next?

In a few days you will receive a letter inviting you to take part in the online study. This will contain a household access code and instructions for accessing our secure system. You can take part on any computer, smart phone, or tablet with internet access, and can call us on **0800 085 7376** if you need help.



#### Who can take part?

All adults in your household over the age of 16 have been chosen to take part. Any related adult may respond on the behalf of another household member. They will only be asked about facts, not opinions.



#### How can I find out more?

The information slip that came with this letter tells you more, or you can visit [www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys) or phone us for free on **0800 085 7376**.

Thank you for your time.  
Yours faithfully,

Iain Bell – Director General

To request a large print or Braille letter, phone us for free on **0800 085 7376**.

The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.

## Pre-notification letter (Welsh)



Y preswlydd  
<Address line 1>  
<Address line 2>  
<Town>  
<County>  
<Postcode>

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<CYF XXXXXX>

Annwyl Syr/Fadam,

Mae'r Swyddfa Ystadegau Gwladol (SYG) yn adran annibynnol o'r llywodraeth, a dyma'r sefydliad sy'n darparu'r nifer fwyaf o ystadegau yn y Deyrnas Unedig. Rydym yn casglu ac yn cyhoeddi ystadegau swyddogol am ein cymdeithas a'r economi, ac rydym yn cynnal y cyfrifiad bob deng mlynedd. Fel Cyfarwyddwr Cyffredinol y Swyddfa Ystadegau Gwladol, hoffwn roi gwybod ichi ein bod yn cynnal astudiaeth ar-lein ledled y Deyrnas Unedig, a byddem yn hoffi i chi fod yn rhan ohoni.



#### Pam dylwn i gymryd rhan?

Dewiswyd eich cyfeiriad chi er mwyn gwneud yn siŵr fod eich ardal chi yn cael ei chynrychioli'n iawn yn yr Ystadegau Swyddogol. Ceir bonyngwybodaeth gyda'r llythyr hwn, ac mae'n esbonio sut mae cymryd rhan yn cael effaith ar benderfyniadau'r llywodraeth i siapia cyfleusterau a gwasanaethau y byddwch chi o bosibl yn eu defnyddio.



#### Beth fydd yn digwydd nesaf?

Ymhen ychydig ddyddiau, byddwch yn cael llythyr i'ch gwahodd i gymryd rhan yn yr astudiaeth ar-lein. Bydd yn cynnwys cod mynediad ar gyfer y cartref, ynghyd â chyfarwyddiadau i fynd i'n system ddiogel. Gallwch gymryd rhan ar unrhyw gyfrifiadur, ffôn clyfar, neu dabled sy'n gallu mynd ar y we, a gallwch ein ffonio ar **0800 085 7376** os oes angen cymorth amoch.



#### Pwy gaiff gymryd rhan?

Dewiswyd pob oedolyn dros 16 oed yn y cartref i gymryd rhan. Gall unrhyw oedolyn ymateb ar ran aelod arall o'r cartref os yw'n perthyn iddo/iddi. Ni ofynnir ichi am eich barn, dim ond am ffeithiau.



#### Sut gallaf gael mwy o wybodaeth?

Mae'r bonyngwybodaeth gyda'r llythyr hwn yn dweud mwy, neu gallwch fynd i **[www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys)**, neu ein ffonio'n rhad ac am ddim ar **0800 085 7376**.

Diolch yn fawr am eich amser.  
Yn gywir,

*Iain Bell*

Iain Bell – Cyfarwyddwr Cyffredinol

I wneud cais am lythyr mewn print mawr neu Braille,  
ffoniwch ni am ddim ar **0800 085 7376**.

Mae'r wybodaeth a roddwch yn cael ei diogelu gan y gyfraith, a chaiff ei thrin yn gyfrinachol. Dim ond at ddibenion ymchwil y caiff ei defnyddio. Nid yw'r Swyddfa Ystadegau Gwladol yn gysylltiedig ag unrhyw blaid wleidyddol.



Invite letter (after pre-notification) (English)



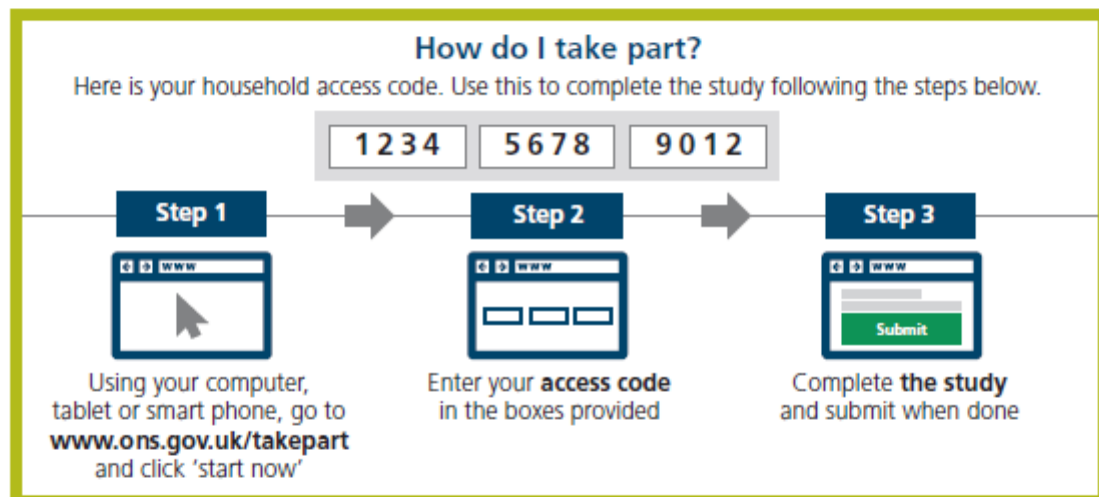
The Resident  
 <Address line 1>  
 <Address line 2>  
 <Town>  
 <County>  
 <Postcode>

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Month Year>  
 <REF XXXXXX>

Dear Sir/Madam,

I recently wrote to inform you that the Office for National Statistics is running a UK-wide online study, and we would like you to be a part of it. The study covers a range of topics, including work, retirement, higher education, unemployment and looking after the family or home.



**How long will it take?** The study should take between 10 and 20 minutes to complete.

**Who should take part?** All adults in your household over the age of 16 should take part. Any related adult may respond on the behalf of another household member - they will only be asked about facts, not opinions.

**When should I complete it by?** You should complete the study by DATE. If you do not take part online by DATE, one of our interviewers may contact you to conduct the study in person. Most people we invite to our studies take part – don't miss your chance to be counted.

**What if I need help?** If you need help to take part online, please phone us for free on **0800 085 7376**. For further information go to our website **www.ons.gov.uk/surveys**.

Thank you for your time  
 Yours faithfully,

Iain Bell – Director General

To request a large print or Braille letter, phone us for free on 0800 085 7376.

The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.

Invite letter (after pre-notification) (Welsh)



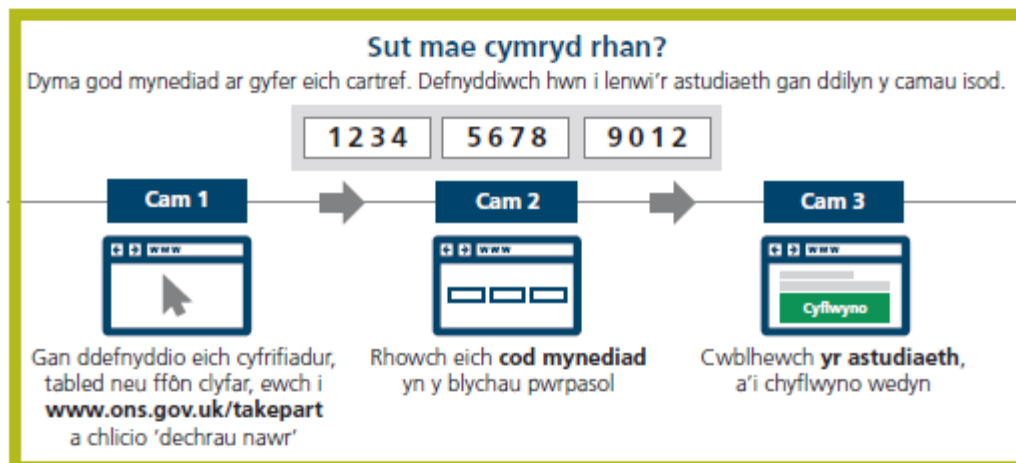
Y preswilydd  
<Address line 1>  
<Address line 2>  
<Town>  
<County>  
<Postcode>

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<CYF XXXXXX>

Annwyl Syr/Fadam,

Ysgrifennais atoch yn ddiweddar i ddweud bod y Swyddfa Ystadegau Gwladol yn cynnal astudiaeth ar-lein ledled y Deyrnas Unedig, a hoffem i chi fod yn rhan ohoni. Mae'r astudiaeth yn ymdrin ag amrywiaeth o bnciau, gan gynnwys gwaith, ymddeoliad, addysg uwch, diweithdra a gofalu am y teulu neu'r cartref.



**Faint o amser fydd hyn yn ei gymryd?** Dylai'r astudiaeth gymryd rhwng 10 ac 20 munud.

**Pwy ddylai gymryd rhan?** Dylai pob oedolyn dros 16 oed yn y cartref gymryd rhan. Caiff unrhyw oedolyn arall ymateb ar ran aelod arall o'r cartref os yw'n perthyn iddo/iddi - ni ofynnir ichi am eich barn, dim ond am ffeithiau.

**Erbyn pryd y dylwn ei chwblhau?** Dylech gwblhau'r astudiaeth erbyn DYDDIAD. Os nad ydych yn cymryd rhan ar-lein erbyn DYDDIAD, mae'n bosibl y bydd un o'n cyfnewtyn yn cysylltu â chi i gynnal yr astudiaeth yn bersonol. Mae'r rhan fwyaf o bobl yn cymryd rhan os ydynt yn cael eu gwahodd - peidiwch â cholli'r cyfle i gael eich cyfri.

**Ac os bydd angen cymorth arnaf?** Os bydd angen cymorth arnoch i gymryd rhan ar-lein, ffoniwch ni am ddim ar **0800 085 7376**. I gael rhagor o wybodaeth, ewch i'n gwefan **www.ons.gov.uk/surveys**.

Diolch yn fawr am eich amser.  
Yn gywir,

Iain Bell – Cyfarwyddwr Cyffredinol

**I wneud cais am lythyr mewn print mawr neu Braille, ffoniwch ni am ddim ar 0800 085 7376.**

Mae'r wybodaeth a roddwch yn cael ei diogelu gan y gyfraith, a chaiff ei thrin yn gyfrinachol. Dim ond at ddibenion ymchwil y caiff ei defnyddio. Nid yw'r Swyddfa Ystadegau Gwladol yn gysylltiedig ag unrhyw blaid wleidyddol.

Invite letter (no pre-notification) (English)



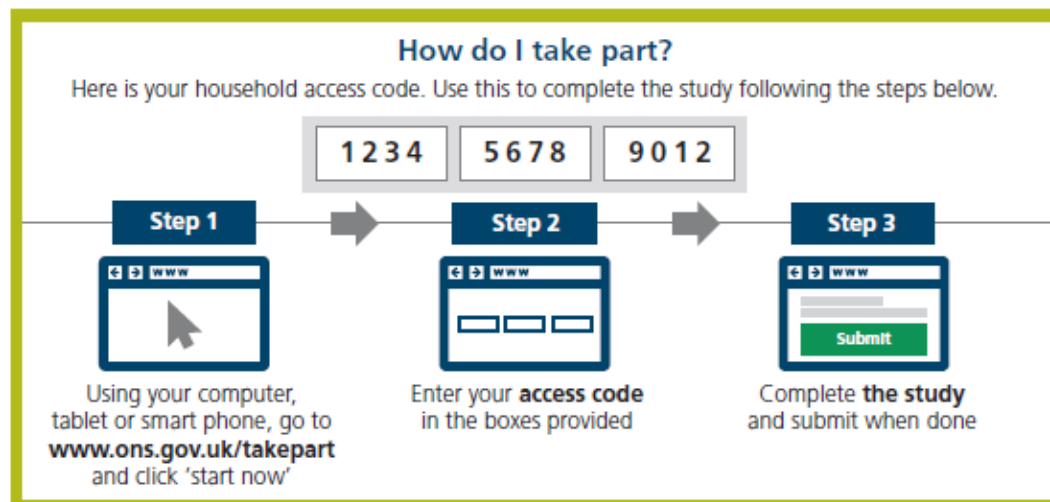
The Resident  
 <Address line 1>  
 <Address line 2>  
 <Town>  
 <County>  
 <Postcode>

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Month Year>  
 <REF XXXXXX>

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**Who should take part?** All adults in your household over the age of 16 should take part. Any related adult may respond on the behalf of another household member – they will only be asked about facts, not opinions.

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**What if I need help?** If you need help to take part online, please phone us for free on **0800 085 7376**. For further information go to our website [www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys) or read the information slip provided.

Thank you for your time.

Yours faithfully,

Iain Bell – Director General

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The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.

Invite letter (no pre-notification) (Welsh)



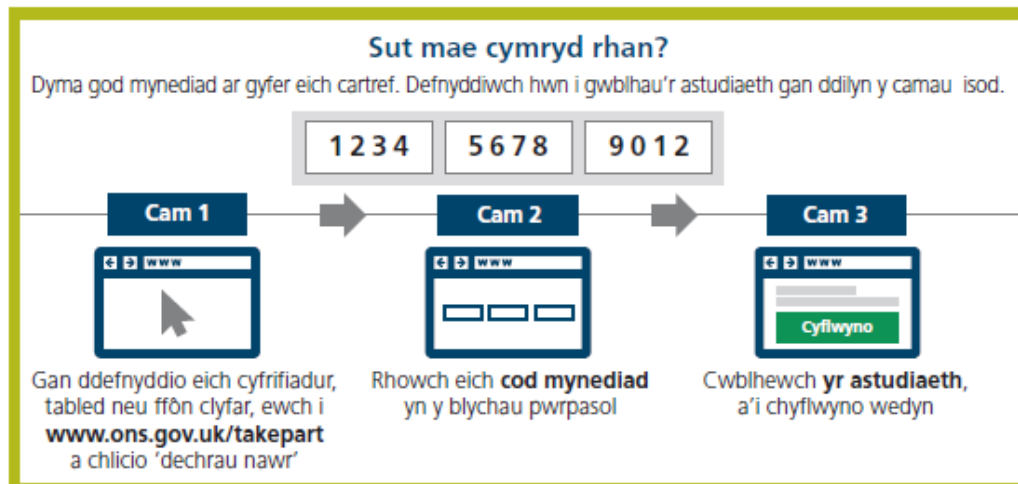
Y preswilydd  
<Address line 1>  
<Address line 2>  
<Town>  
<County>  
<Postcode>

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<CYF XXXXXX>

Annwyl Syr/Fadam,

Rwy'n ysgrifennu atoch i ddweud bod y Swyddfa Ystadegau Gwladol yn cynnal astudiaeth ar-lein ledled y Deyrnas Unedig, a hoffem i chi fod yn rhan ohoni. Mae'r astudiaeth yn ymdrin ag amrywiaeth o bynciau, gan gynnwys gwaith, ymddeoliad, addysg uwch, diweithdra a gofalu am y teulu neu'r cartref.



**Faint o amser fydd hyn yn ei gymryd?** Dylai'r astudiaeth gymryd rhwng 10 ac 20 munud.

**Pwy ddylai gymryd rhan?** Dylai pob oedolyn dros 16 oed yn y cartref gymryd rhan. Caiff unrhyw oedolyn arall ymateb ar ran aelod arall o'r cartref os yw'n perthyn iddo/iddi – ni ofynnir am eich barn, dim ond am ffeithiau.

**Erbyn pryd y dylwn ei chwblhau?** Dylech gwblhau'r astudiaeth erbyn DYDDIAD. Os nad ydych yn cymryd rhan ar-lein erbyn DYDDIAD, mae'n bosibl y bydd un o'n cyfnewlydd yn cysylltu â chi i gynnal yr astudiaeth yn bersonol. Mae'r rhan fwyaf o bobl yn cymryd rhan os ydynt yn cael eu gwahodd - peidiwch â cholli'r cyfle i gael eich cyfari.

**Ac os bydd angen cymorth arnaf?** Os bydd angen cymorth arnoch i gymryd rhan ar-lein, ffoniwch ni am ddim ar **0800 085 7376**. I gael rhagor o wybodaeth, ewch i'n gwefan [www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys) neu darllenwch y bonyyn gwybodaeth.

Diolch yn fawr am eich amser.  
Yn gywir,

*Iain Bell*

Iain Bell – Cyfarwyddwr Cyffredinol

I wneud cais am lythyr mewn print mawr neu Braille, ffoniwch ni am ddim ar **0800 085 7376**.

Mae'r wybodaeth a roddwch yn cael ei diogelu gan y gyfraith, a chaiff ei thrin yn gyfrinachol. Dim ond at ddibenion ymchwil y caiff ei defnyddio. Nid yw'r Swyddfa Ystadegau Gwladol yn gysylltiedig ag unrhyw blaid wleidyddol.

Reminder letter (English)



The Resident  
<Address line 1>  
<Address line 2>  
<Town>  
<County>  
<Postcode>

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<REF XXXXXX>

Dear Sir/Madam,

I recently invited you to take part in a UK-wide online study for the Office for National Statistics. At the time of writing, your whole household does not appear to have completed the study. If you have all completed the study in the last few days, please ignore this letter. If you have not completed it yet, I would like to remind you of the importance of doing so.

### How do I take part?

Go to the study website and enter your household access code in the space provided.



Study website:

[www.ons.gov.uk/takepart](http://www.ons.gov.uk/takepart)

Household access code:

0123

4567

8901

### About the study

The study takes between 10 and 20 minutes to complete. All adults over 16 in your household should take part by DATE. If you do not take part online by DATE, one of our interviewers may contact you to conduct the study in person or you may lose your chance to participate. If you need help or cannot take part online, please phone us for free on **0800 085 7376**. For further information go to our website [www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys).

### Why you should take part

The information we get in our studies goes on to inform government decision making. This is not just on policies at a national level, but can also influence facilities and services local to you. We want to hear from you no matter what your situation is, so we have made sure that no special knowledge is needed to complete the study. The statistics we publish do not contain any information that could identify you.

Thank you for your time.

Yours faithfully,

Iain Bell – Director General

To request a large print or Braille letter, phone us for free on **0800 085 7376**.

The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.



## Reminder letter (Welsh)



Y preswlydd  
 <Address line 1>  
 <Address line 2>  
 <Town>  
 <County>  
 <Postcode>

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Month Year>  
 <CYF XXXXXX>

Annwyl Syr/Fadam,

Yn ddiweddar, fe wnes eich gwahodd i gymryd rhan mewn astudiaeth ar-lein ledled y Deyrnas Unedig ar gyfer y Swyddfa Ystadegau Gwladol. Ar adeg ysgrifennu'r llythyr hwn, ymddengys nad yw eich cartref cyfan wedi cwblhau'r astudiaeth. Os ydych wedi cwblhau'r astudiaeth yn y dyddiau diwethaf, gallwch anwybyddu'r llythyr hwn. Os nad ydych wedi ei chwblhau eto, hoffwn eich atgoffa mor bwysig yw gwneud hynny.

### Sut mae cymryd rhan?

Ewch i wefan yr astudiaeth a rhoi'r cod mynediad ar gyfer eich cartref yn y blwch pwrpasol.

	<p>Gwefan yr astudiaeth:  <a href="http://www.ons.gov.uk/takepart">www.ons.gov.uk/takepart</a></p>	<p>Cod mynediad ar gyfer eich cartref:  <input type="text" value="0123"/> <input type="text" value="4567"/> <input type="text" value="8901"/></p>
--	--	---

### Gair am yr astudiaeth:

Dylai'r astudiaeth gymryd rhwng 10 ac 20 munud. Dylai pob oedolyn dros 16 oed yn eich cartref gymryd rhan erbyn DYDDIAD. Os nad ydych yn cymryd rhan ar-lein erbyn DYDDIAD, mae'n bosibl y bydd un o'n cyfnewlydd yn cysylltu â chi i gynnal yr astudiaeth yn bersonol neu gallech golli eich cyfle i gymryd rhan. Os bydd angen cymorth arnoch, neu os na allwch gymryd rhan ar-lein, ffoniwch ni yn rhad ac am ddim ar **0800 085 7376**. I gael rhagor o wybodaeth, ewch i'n gwefan [www.ons.gov.uk/surveys](http://www.ons.gov.uk/surveys)

### Pam ddylech chi gymryd rhan

Mae'r wybodaeth a gawn yn ein hastudiaethau yn sail i benderfyniadau'r llywodraeth. Gall ddylanwadu ar bolisiau a lfeil genedlaethol, a hefyd ar gyfleusterau a gwasanaethau yn eich ardal chi. Rydym eisiau clywed gennych ni waeth beth yw eich sefyllfa, felly rydym wedi gwneud yn siŵr nad oes angen gwybodaeth arbennig i gwblhau'r astudiaeth. Nid yw'r ystadegau a gyhoeddwn yn cynnwys unrhyw wybodaeth a allai ddatgelu pwy ydych chi.

Diolch yn fawr am eich amser.  
 Yn gywir,

Iain Bell – Cyfarwyddwr Cyffredinol

I wneud cais am lythyr mewn print mawr neu Braille,  
 ffoniwch ni am ddim ar **0800 085 7376**.

Mae'r wybodaeth a roddwch yn cael ei diogelu gan y gyfraith, a chaiff ei thrin yn gyfrinachol. Dim ond at ddibenion ymchwil y caiff ei defnyddio. Nid yw'r Swyddfa Ystadegau Gwladol yn gysylltiedig ag unrhyw blaid wleidyddol.

Leaflet included at pre-notification stage (English)



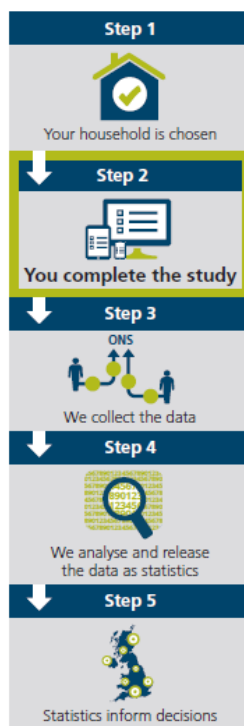
## What you need to know

The Office for National Statistics is the UK's largest independent producer of official statistics and the recognised national statistics institute of the UK. We are not a commercial organisation and do not work for political parties.

We would like your household to take part in a UK-wide online study. The steps to the right show how our studies inform government decisions, for example past statistics from our studies led to the introduction of the winter fuel allowance. By taking part you are ensuring your local area and the UK are properly represented in statistics, which go on to have a big impact on us all.

Whoever you are, whatever you do, we are keen to hear from you.

To take part, all you need to do is complete step 2



## How to find out more

### Online

Our website contains more information about how you were chosen and what we do with your data: [www.ons.gov.uk](http://www.ons.gov.uk). You can also read our statistics here for free.

If you would like to see the stories behind our work, you can also visit: <http://visual.ons.gov.uk>.

### By telephone

You can call us for free on **0800 085 7376**.  
NGT service (18001) **0800 085 7376**

### Our phone lines are open:

Monday to Thursday – 9am to 9pm  
Friday – 9am to 8pm  
Saturday – 9am to 1pm

### Confidentiality

The information you give us will be treated as confidential as directed by the code of practice for Official Statistics. It will be used to produce statistics that will not identify you or anyone in your household. Survey information is also provided to other approved organisations for statistical purposes only. All such statistics produced are subject to the code and the same standards of protection are applied to your information at all times. Subject to the code, a third party will be processing the data from this study. None of your information will be sold on.

We can also be found on social media:



[www.twitter.com/ONS](https://www.twitter.com/ONS)



[www.facebook.com/ONS](https://www.facebook.com/ONS)

To request a large print or Braille letter, phone us for free on **0800 085 7376**.

Leaflet included at pre-notification stage (Welsh)



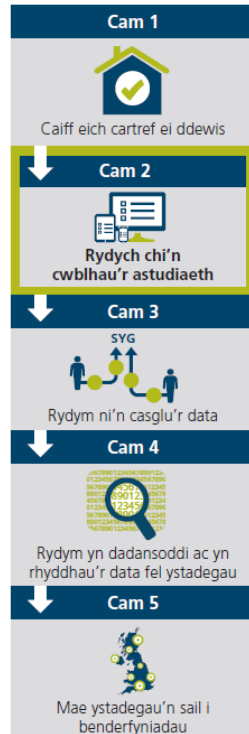
## Beth sydd angen i chi ei wybod

Y Swyddfa Ystadegau Gwladol yw'r sefydliad annibynnol sy'n cynhyrchu'r nifer fwyaf o ystadegau swyddogol yn y Deyrnas Unedig, a dyma sefydliad ystadegau gwladol cydnabyddedig y Deyrnas Unedig. Nid sefydliad masnachol ydym, ac nid ydym yn gweithio i bleidiau gwleidyddol.

Byddem yn hoffi i'ch cartref chi gymryd rhan mewn astudiaeth ar-lein ledled y Deyrnas Unedig. Mae'r camau ar y dde yn dangos sut mae ein hastudiaethau yn sail i benderfyniadau'r llywodraeth, er enghraifft mae ystadegau o'n hastudiaethau wedi arwain at y lwfans tanwydd gaeaf. Drwy gymryd rhan rydych yn sicrhau bod eich ardal chi a'r Deyrnas Unedig yn cael eu cynrychioli'n gywir mewn ystadegau, gan fod ystadegau'n cael effaith fawr ar bob un ohonom.

Pwy bynnag ydych chi, beth bynnag rydych yn ei wneud, rydym yn awyddus i glywed gennych.

**I gymryd rhan, yr unig beth sydd angen ei wneud yw cwblhau cam 2**



## Sut mae cael rhagor o wybodaeth

### Ar-lein

Mae ein gwefan yn cynnwys mwy o wybodaeth ynglŷn â pham cawsoch chi eich dewis, a beth rydym yn ei wneud gyda'r data: [www.ons.gov.uk](http://www.ons.gov.uk). Gallwch hefyd ddarllen ein hystadegau yno, yn rhad ac am ddim.

Os hoffech weld yr hanesion y tu ôl i'n gwaith, gallwch hefyd fynd i: <http://visual.ons.gov.uk>.

### Dros y ffôn

Gallwch ein ffonio yn rhad ac am ddim ar **0800 085 7376**. Gwasanaeth Testun y Genhedlaeth Nesaf (NGT) (18001) **0800 085 7376**

### Mae ein llinellau ffôn ar agor:

Dydd Llun i ddydd Iau – 9am tan 9pm

Dydd Gwener – 9am tan 8pm

Dydd Sadwrn – 9am tan 1pm

### Cyfrinachedd



Byddwn yn trin yr wybodaeth a roddwch yn gyfrinachol, yn unol â'r Cod Ymarfer ar gyfer Ystadegau Gwladol. Caiff ei defnyddio i gynhyrchu ystadegau na fydd yn dateglu pwy ydych chi na neb arall yn eich cartref. Caiff gwybodaeth arolygon eu darparu hefyd i sefydliadau a gymeradwywyd, a hynny am resymau ystadegol yn unig. Mae'n rhaid i unrhyw ystadegau o'r fath gydymffurfio â'r Cod, a dilyni'r un safonau i ddiogelu eich gwybodaeth bob amser. Dan y cod, bydd trydydd parti'n prosesu'r data o'r astudiaeth hon. Ni chaiff dim o'ch gwybodaeth ei gwerthu ymlaen.

Mae modd cael gafael arnom ar y cyfryngau cymdeithasol hefyd:



[www.twitter.com/ONS](https://twitter.com/ONS)



[www.facebook.com/ONS](https://www.facebook.com/ONS)

I wneud cais am lythyr mewn print mawr neu Braille, ffoniwch ni am ddim ar **0800 085 7376**.



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