



**Ipsos MORI**  
Social Research Institute

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**Labour Market Survey**

**Response rate experiments**

**Report for Test 2, Tranche 1: Incentives experiment**

Prepared by the Ipsos MORI Social Research Institute for the Office for National Statistics



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# Introduction

# 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 contains the findings of quantitatively testing the most effective incentive 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 which aims to transform ONS data collection into a more dynamic and efficient model, maximising the use of non-survey data sources and digital by default collection of survey data in the production of National and Official Statistics.

ONS commissioned four experiments in total. This is the second of the experiments and this report will provide final recommendations as to which incentive strategy works best and should be used for a future Labour Market Survey. All recommendations made are evidenced by data from this, the second experiment, but with reference made back to the first (called Test 1).

# Methodology

# Methodology

## Overview

Addresses across England (34,678), Scotland (3,471) and Wales (1,851) were invited to take part in a short online survey based on the ONS Labour Force questionnaire used in Test 1 of this research project with additional education and redundancy questions.

In total, four test groups were constructed using the following conditions:

- Group A: No incentive
- Group B: A £5 gift voucher (unconditional) with a £10 gift voucher for the whole household completing (conditional)
- Group C: A £5 gift voucher (unconditional)
- Group D: A tote bag (unconditional)

Following the results of the Test 1 experiment all groups would receive a pre-notification letter, an invite letter and a reminder letter all in brown envelopes with the pre-notification letter and the initial invite being dispatched on a Wednesday.

All pre-notification letters were despatched on Wednesday 13<sup>th</sup> September 2017 with invites despatched one week later on Wednesday 20<sup>th</sup> September. The invite letters instructed respondents to complete the survey by Monday 2<sup>nd</sup> October, although the survey remained open for respondents to access and complete until 23:59 on Monday 9<sup>th</sup> October. 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 covering employment, unemployment and education. The individual-level questions were generated for up to eight people per household.

Any significant differences in response rates across the conditions are highlighted within this report.

## Sampling

A sample of 40,000 addresses was selected by ONS from AddressBase using a stratified simple random selection process. AddressBase is a new sample frame being developed by ONS which aims to establish a list of addresses for the country that is more accurate than the Postal Address File, and allows users to more accurately identify in advance addresses that are not residential. The aim is that social surveys will be able to minimise the proportion of addresses that are issued to field that end up being ineligible. The current version of AddressBase was used in Test 2 to help measure the quality of AddressBase as a future sample frame and establish what sort of ineligibility rate the new sample frame produces. The sample was screened to remove any addresses that had been recently sampled to take part in other ONS social surveys. This included the Test 1 Labour Market Survey Response Rate research conducted for the ONS by Ipsos MORI.

## Test groups

The table below presents all groups tested

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

No. of addresses	Incentive
10,000	A: No incentive
10,000	B: £5 gift voucher (unconditional) with a £10 gift voucher for the whole household completing (conditional)
10,000	C: £5 gift voucher (unconditional)
10,000	D: A tote bag (unconditional)

Across Great Britain, 34,678 addresses of the 40,000 selected were in England (86.7% of the total). There were 3,471 selected in Scotland (8.7%) and 1,851 in Wales (4.6%).

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

## Materials

For this experiment, the same materials were used from Test 1. The only additional items were the thank you voucher inserts which were included at the invitation stage. 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. Ipsos MORI was also asked to advise on best practice from other push-to-web surveys and research literature.

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. For addresses in Wales, leaflets were printed in English and Welsh.

All vouchers used as incentives were Love2Shop vouchers which could be used at a variety of high-street retailers<sup>1</sup>. They were administered in paper form. Following the closure of the survey all complete households in experiment group B were sent an additional £10 gift voucher.

The tote bag used for experiment group D was a 6oz cotton bag. The graphics were bespoke for this experiment and were designed by artist Marcus Walters and were printed in 3 colours. The tote bag was posted in a manila C4 envelope, so it is important to note that it was physically different to the other mailings. ONS and Ipsos MORI also tested that the packed envelopes would fit through a variety of letterbox sizes with no folding or problems with delivery.

<sup>1</sup> <https://www.love2shop.co.uk/>

**Image 1: Tote bag**

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.

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. For addresses in Wales, they were printed in English and Welsh.

## Questionnaire

The script for the incentive test was a modified version of the script used for Test 1. The key difference was the inclusion of education questions after the employment section of the script. An outline of the survey is included in the following table.

**Table 2: 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
Education	Questions on education qualifications
Outro	Recontact details and National Insurance number
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. As with Test 1 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 three requests for large-print materials.

# 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 and are the same as used at Test 1:

- 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 1,046 times but without the respondent going on to enter the access code to start the survey.<sup>2</sup>
- i) **Landing page visits** – 13,653 visits to the ONS landing page were recorded, although these were not unique; the same respondent(s) could have visited more than once.

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<sup>2</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. It should also be noted that two other tranches of work used the same landing page from 27<sup>th</sup> September 2017 and visits cannot be disaggregated. Given the mailing size for the incentive experiment made up around 90% of all sampled addresses, the landing page figures have been scaled back accordingly, though this is just an estimate.

## 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. Of all 40,000 households in the sample, one in four (25.9 per cent) at least accessed the survey, and almost all of these households went on to make a complete response (23.9 per cent of all addresses on the sample). Only a very small proportion accessed the survey but failed to complete any questions (0.04 per cent of addresses on the sample). There was also a significant difference in the response rate in England and Wales compared with Scotland. These differences between countries are not immediately explicable, although it may be that the lack of any particular branding on the envelopes in Scotland reduced the response rate there. Understanding these differences may be a possible area for future research.

**Table 3: Table showing response as a proportion of the issued sample**

	Number	Response (%)
Complete whole households	8,836	22.1
Partially complete households	722	1.8
Complete and partially complete households	9,558	23.9
Partial response	503	1.3
Accessed but did not complete the household grid	297	1.7
Accessed but did not answer any questions in the household grid	16	0.04
All accessed	10,374	25.9
Total issued sample	40,000	-

**Table 4: Table showing response in each country**

	England (%)	Scotland (%)	Wales (%)
Complete whole households	22.2	20.5	23.9
Partially complete households	1.8	1.7	1.8
Complete and partially complete households	24.0	22.1	25.7
Partial response	1.3	1.0	0.9
Accessed but did not complete the household grid	0.8	0.5	0.4
Accessed but did not answer any questions in the household grid	0.05	-	-
All accessed	26.1	23.6	27.0
Total issued sample	34,678	3,471	1,851

**Table 5: Table showing response as a proportion of all accessing the survey**

	Number	Response (%)
Complete whole households	8,836	85.2
Partially complete households	722	7.0
Complete and partially complete households	9,558	92.2
Partial response	503	4.9
Accessed but did not complete the household grid	297	2.9
Accessed but did not answer any questions in the household grid	16	0.2
<b>All accessing survey</b>	<b>10,374</b>	<b>100.0</b>

The table below shows response achieved if it were to be adjusted for ineligibility of five per cent, the rate anticipated using the current version of AddressBase and the rate achieved for Tranche 3<sup>3</sup> once interviewers had visited addresses. However, the remaining tables in this report do not take ineligibility into account.

**Table 6: Table showing response adjusting for ineligibility**

	Number	Response (%)
Complete whole households	8,836	23.3
Partially complete households	722	1.9
Complete and partially complete households	9,558	25.2
Partial response	503	1.3
Accessed but did not complete the household grid	297	0.8
Accessed but did not answer any questions in the household grid	16	0.04
<b>All accessed</b>	<b>10,374</b>	<b>27.3</b>
<b>Sample excluding ineligible addresses</b>	<b>38,000</b>	<b>-</b>

Finally, the table on the following page shows the households that accessed the survey as a proportion of the addresses issued across government office regions (GOR) in England. As with Test 1, households in the South East were most likely to access the survey.

<sup>3</sup> Tranche 3 of the research incorporated a face-to-face element of fieldwork which allowed interviewers to code ineligible addresses.

**Table 7: Table showing response by Government Office Region in England**

	Issued sample	All accessed (%)
North East	1,763	23.9
North West	4,628	24.6
Yorkshire and the Humber	3,530	25.6
East Midlands	2,990	26.4
West Midlands	3,525	24.7
East of England	3,848	27.5
London	5,091	21.6
South East	5,638	30.8
South West	3,665	28.4
<b>All addresses issued across England</b>	<b>34,678</b>	<b>26.1</b>

### Response by experiment conditions

All addresses in the sample were randomly allocated to four experiment groups to test the effect of different types of incentives on response rates. Each experiment encompassed 10,000 addresses. The four incentive experiments were:

- A. No incentives sent or offered at all;
- B. £5 gift voucher (unconditional) with a £10 gift voucher for the whole household completing (conditional)
- C. A £5 gift voucher (unconditional)
- D. A tote bag (unconditional)

### Response rates by incentive experiments

Across each of the four incentive groups, at least a fifth of addresses submitted a complete or partially complete response. However, Experiment B was clearly most successful, with complete or partially complete responses from one in four addresses (27.0 per cent). This was significantly more than for either Experiment C (25.3 per cent) or Experiment D (23.9 per cent). All three of these experiments had a significantly higher rate of complete or partially complete responses than Experiment A (19.4 per cent) which used no incentives at all. The use of incentives therefore correlated with a significantly greater rate of participation.

This pattern was also seen in the figures for at least accessing the survey. The proportion was significantly higher for Experiment D (29.0 per cent) than for either Experiment C (27.5 per cent) or D (26.1 per cent); all three of these experiments had a significantly higher rate of access than Experiment A (21.2 per cent).

**Table 8: Table showing response by incentive experiment type**

	A: No incentive (%)	B: £5 gift voucher (unconditional) with a £10 gift voucher on the whole household completing (conditional) %	C: A £5 gift voucher (unconditional) (%)	D: A tote bag (unconditional) (%)
Complete whole households	17.6	25.4	23.4	21.9
Partially complete households	1.8	1.5	1.9	2.0
Complete and partially complete households	19.4	27.0	25.3	23.9
Partial response	1.1	1.1	1.4	1.4
Accessed but did not complete the household grid	0.6	0.8	0.7	0.8
Accessed but did not answer any questions in the household grid	0.05	0.1	0.1	0.05
All accessed	21.2	29.0	27.5	26.1
Total issued sample	10,000	10,000	10,000	10,000

The pattern is repeated when looking only at responses submitted before the deadline on correspondence sent out: Monday 2<sup>nd</sup> October. Again, Experiment B was most successful, with one in four addresses (25.7 per cent) that made a complete or partially complete response to it. This was significantly more than for Experiment C (24.0 per cent) and Experiment D (22.6 per cent). Each of these experiments had a significantly higher rate of complete or partially complete response than Experiment A (18 per cent).

Similarly, the proportion at least accessing the survey was significantly higher for Experiment D (27.5 per cent) than for either Experiment C (26.0 per cent) or D (24.6 per cent); all three of these experiments had a significantly higher rate of access than Experiment A (19.5 per cent).

**Table 9: Table showing the impact of the different incentives on response by deadline day. Monday 2nd October**

	A: No incentive (%)	B: £5 gift voucher (unconditional) with a £10 gift voucher on the whole household completing (conditional) %	C: A £5 gift voucher (unconditional) (%)	D: A tote bag (unconditional) (%)
Complete whole households	16.5	24.3	22.3	20.8
Partially complete households	1.5	1.4	1.7	1.8
Complete and partially complete households	18.0	25.7	24.0	22.6
Partial response	0.9	1.0	1.3	1.3
Accessed but did not complete the household grid	0.6	0.7	0.7	0.7
Accessed but did not answer any questions in the household grid	0.05	0.1	0.1	0.05
All accessed	19.5	27.5	26.0	24.6
Total issued sample	10,000	10,000	10,000	10,000

The following table looks at response rates by country within each incentive experiment. It shows that, just as across the survey overall, response rates and access rates were consistently lower in Scotland than in either England or Wales. Owing to the smaller base sizes, most of these differences are not significant, but should only be considered indicative.

There were some differences between experiment group by country, for example, in Scotland the use of the tote bag produced a greater response rate than the use of a £5 unconditional voucher which bucked the trend for other countries. Also, in Wales, the use of the £5 unconditional voucher actually produced a marginally higher response than the use of a £5 unconditional voucher and £10 conditional voucher, though the difference was not significant.

For group C, the £5 conditional gift voucher this was significantly more likely to increase response in England (25.6%) and Wales (27.9%) compared with Scotland (21.7%).

**Table 10: Table showing the impact of the different incentives within each country**

	Experiment											
	A: No incentive (%)			B: £5 gift voucher (unconditional) with a £10 gift voucher on the whole household completing (conditional) %			C: A £5 gift voucher (unconditional) (%)			D: A tote bag (unconditional) (%)		
	Eng	Sco	Wal	Eng	Sco	Wal	Eng	Sco	Wal	Eng	Sco	Wal
Complete whole households	17.7	16.9	17.9	25.5	23.4	26.8	23.7	19.7	25.3	21.7	21.8	25.1
Partially complete households	1.8	1.7	2.2	1.6	1.3	0.9	1.8	2.0	2.6	2.1	1.7	1.7
Complete and partially complete households	<b>19.4</b>	<b>18.7</b>	<b>20.1</b>	<b>27.1</b>	<b>24.7</b>	<b>27.6</b>	<b>25.6</b>	<b>21.7</b>	<b>27.9</b>	<b>23.8</b>	<b>23.5</b>	<b>26.8</b>
Partial response	1.1	1.4	0.6	1.2	0.6	0.6	1.5	0.8	0.6	1.5	1.2	1.5
Accessed but did not complete the household grid	0.7	0.2	0.0	0.8	0.5	1.1	0.8	0.5	0.2	0.8	0.8	0.2
Accessed but did not answer any questions in the household grid	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
All accessed	<b>21.3</b>	<b>20.3</b>	<b>20.7</b>	<b>29.3</b>	<b>25.7</b>	<b>29.4</b>	<b>27.9</b>	<b>22.9</b>	<b>28.7</b>	<b>26.0</b>	<b>25.5</b>	<b>28.5</b>
Total issued sample	8,670	868	463	8,670	868	463	8,669	868	463	8,669	867	462

The following four tables look at response and access rates for each English Government Office Region. As with results overall, it was the South East where access and completion rates were consistently greatest. These rates were consistently lowest in Greater London. Further tables with results by sex, age, work status and other demographic variables are found later in the report.

**Table 11: Table showing the impact of the different incentives on responses by English Region (Experiment A: No incentive)**

	E. Mid	East	Lon	N.East	N.West	S.East	S.West	W.Mid	York	Eng (total)
Complete whole households	17.9	18.5	14.3	15.8	15.7	23.0	18.5	16.9	16.8	17.7
Partially complete households	1.1	1.4	1.7	1.4	1.1	2.4	2.4	2.4	1.5	1.8
<b>Complete and partially complete households</b>	<b>19.0</b>	<b>19.9</b>	<b>16.0</b>	<b>17.2</b>	<b>16.8</b>	<b>25.4</b>	<b>20.9</b>	<b>19.3</b>	<b>18.3</b>	<b>19.4</b>
Partial response	1.0	0.7	1.3	1.2	1.4	1.3	0.9	1.0	0.7	1.1
Accessed but did not complete the household grid	0.5	0.9	1.1	0.2	0.4	0.6	0.6	0.8	0.9	0.7
Accessed but did not answer any questions in the household grid	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0
<b>All accessed</b>	<b>20.5</b>	<b>21.6</b>	<b>18.5</b>	<b>18.6</b>	<b>18.7</b>	<b>27.3</b>	<b>22.4</b>	<b>21.1</b>	<b>20.0</b>	<b>21.3</b>
Total issued sample	734	983	1291	430	1208	1402	867	870	885	8,670

For experiment group B, the £5 unconditional voucher with a £10 conditional voucher, response was broadly in line across regions, with the South East and South West seeing the highest response rates. The response rate for Greater London was significantly lower than all other regions with a response rate of 19.8%.

**Table 12: Table showing the impact of the different incentives on responses by English Region (Experiment B: £5 gift voucher (unconditional) with £10 gift voucher on whole HH completing (conditional))**

	E. Mid	East	Lon	N.East	N.West	S.East	S.West	W.Mid	York	Eng (total)
Complete whole households	26.3	26.3	18.1	27.1	24.9	28.2	29.5	25.9	26.0	25.5
Partially complete households	1.2	1.9	1.7	0.7	1.8	1.7	1.2	1.7	1.8	1.6
<b>Complete and partially complete households</b>	<b>27.5</b>	<b>28.2</b>	<b>19.8</b>	<b>27.8</b>	<b>26.7</b>	<b>29.9</b>	<b>30.7</b>	<b>27.6</b>	<b>27.8</b>	<b>27.1</b>
Partial response	1.4	1.0	1.5	0.2	1.1	1.3	1.6	1.2	1.1	1.2
Accessed but did not complete the household grid	1.2	0.8	1.0	0.5	0.6	1.1	0.4	0.7	0.9	0.8
Accessed but did not answer any questions in the household grid	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1
<b>All accessed</b>	<b>30.2</b>	<b>30.2</b>	<b>22.6</b>	<b>28.4</b>	<b>28.4</b>	<b>32.5</b>	<b>32.7</b>	<b>29.5</b>	<b>29.8</b>	<b>29.3</b>
<b>Total issued sample</b>	<b>736</b>	<b>995</b>	<b>1272</b>	<b>443</b>	<b>1139</b>	<b>1431</b>	<b>898</b>	<b>868</b>	<b>888</b>	<b>8,670</b>

For experiment group C which used the £5 unconditional gift voucher, the South East performed significantly better than England at the overall level. The response rates in the North East and West Midlands were lower than England at the overall level (though there was no significant difference). Greater London again achieved the lowest response rate which was significantly lower than England at the overall level.

**Table 13: Table showing the impact of the different incentives on responses by English Region (Experiment C: A £5 gift voucher (unconditional))**

	E. Mid	East	Lon	N.East	N.West	S.East	S.West	W.Mid	York	Eng (total)
Complete whole households	25.3	26.4	17.6	21.2	24.7	26.0	25.6	21.4	24.4	23.7
Partially complete households	1.7	1.9	2.3	1.7	1.8	2.4	1.5	0.9	1.8	1.8
<b>Complete and partially complete households</b>	<b>27.0</b>	<b>28.3</b>	<b>19.9</b>	<b>22.9</b>	<b>26.5</b>	<b>28.4</b>	<b>27.2</b>	<b>22.4</b>	<b>26.2</b>	<b>25.6</b>
Partial response	1.6	1.5	2.0	1.1	1.6	1.8	1.3	0.8	0.9	1.5
Accessed but did not complete the household grid	0.5	0.9	1.1	0.2	0.6	1.0	1.0	0.2	0.9	0.8
Accessed but did not answer any questions in the household grid	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.1
<b>All accessed</b>	<b>29.1</b>	<b>30.7</b>	<b>23.4</b>	<b>24.1</b>	<b>28.8</b>	<b>31.3</b>	<b>29.6</b>	<b>23.4</b>	<b>28.1</b>	<b>27.9</b>
<b>Total issued sample</b>	<b>756</b>	<b>916</b>	<b>1224</b>	<b>468</b>	<b>1161</b>	<b>1440</b>	<b>975</b>	<b>863</b>	<b>866</b>	<b>8,669</b>

For the tote bag experiment group, the regional differences were more pronounced than the other experiments. The South East (31.9%) significantly outperformed all regions with the exception of the South West (28.6%).

**Table 14: Table showing the impact of the different incentives on responses by English Region (Experiment D: A tote bag (unconditional))**

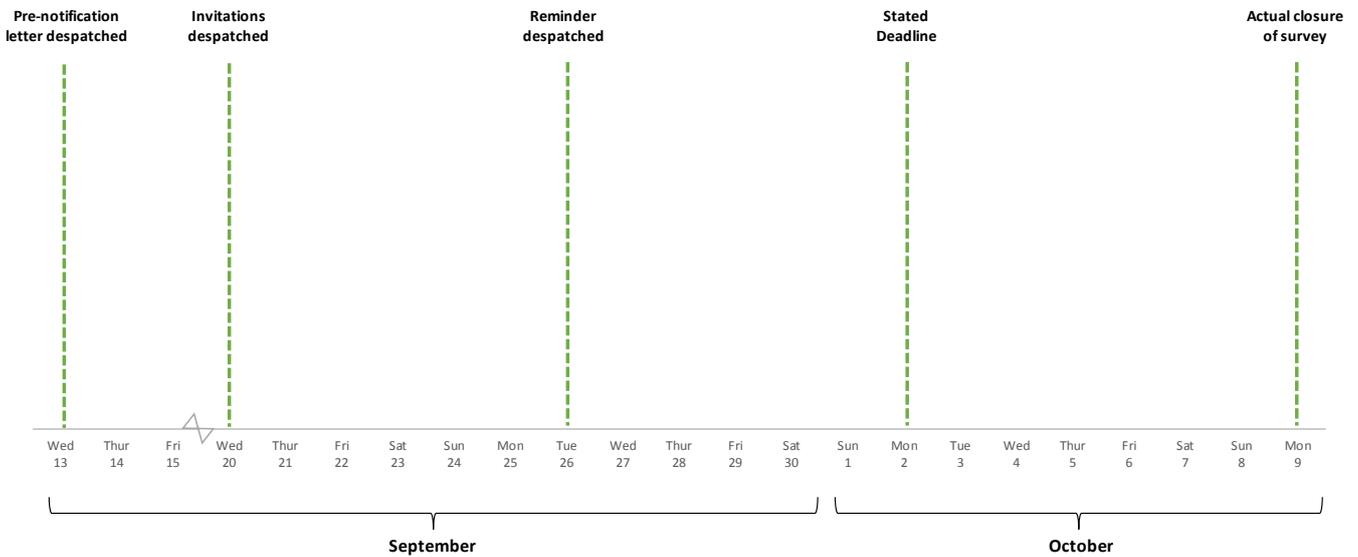
	E. Mid	East	Lon	N.East	N.West	S.East	S.West	W.Mid	York	Eng (total)
Complete whole households	20.0	22.7	16.5	20.4	19.5	27.2	24.9	21.8	21.3	21.7
Partially complete households	2.9	2.5	3.0	1.9	0.8	2.5	1.6	1.3	1.8	2.1
<b>Complete and partially complete households</b>	<b>22.9</b>	<b>25.3</b>	<b>19.5</b>	<b>22.3</b>	<b>20.3</b>	<b>29.7</b>	<b>26.5</b>	<b>23.1</b>	<b>23.1</b>	<b>23.8</b>
Partial response	2.1	1.7	1.8	0.9	1.8	1.5	0.8	1.3	0.8	1.5
Accessed but did not complete the household grid	0.8	0.7%	0.8	0.9	0.7	0.8	1.4	0.5	0.6	0.8
Accessed but did not answer any questions in the household grid	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
<b>All accessed</b>	<b>25.8</b>	<b>27.7</b>	<b>22.2</b>	<b>24.2</b>	<b>22.8</b>	<b>31.9</b>	<b>28.6</b>	<b>24.9</b>	<b>24.5</b>	<b>26.0</b>
<b>Total issued sample</b>	<b>764</b>	<b>954</b>	<b>1304</b>	<b>422</b>	<b>1120</b>	<b>1365</b>	<b>925</b>	<b>924</b>	<b>891</b>	<b>8,669</b>

### Mailing day

The letters were all sent by Royal Mail second class post, via UK Mail.<sup>4</sup> Unlike Test 1, each mailing took place on the same day. The pre-notification mailing was despatched on Wednesday 13<sup>th</sup> September, with the invitations sent out seven days later on Wednesday 20<sup>th</sup> September.

The reminder mailing was despatched on Tuesday 26<sup>th</sup> September. The invitations and reminders asked households to complete their response by Monday 2<sup>nd</sup> October. However, the online survey remained open for another seven days until Monday 9<sup>th</sup> October.

**Chart 1: Timeline of mailings**



<sup>4</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.

## Other considerations

### Date of access to survey

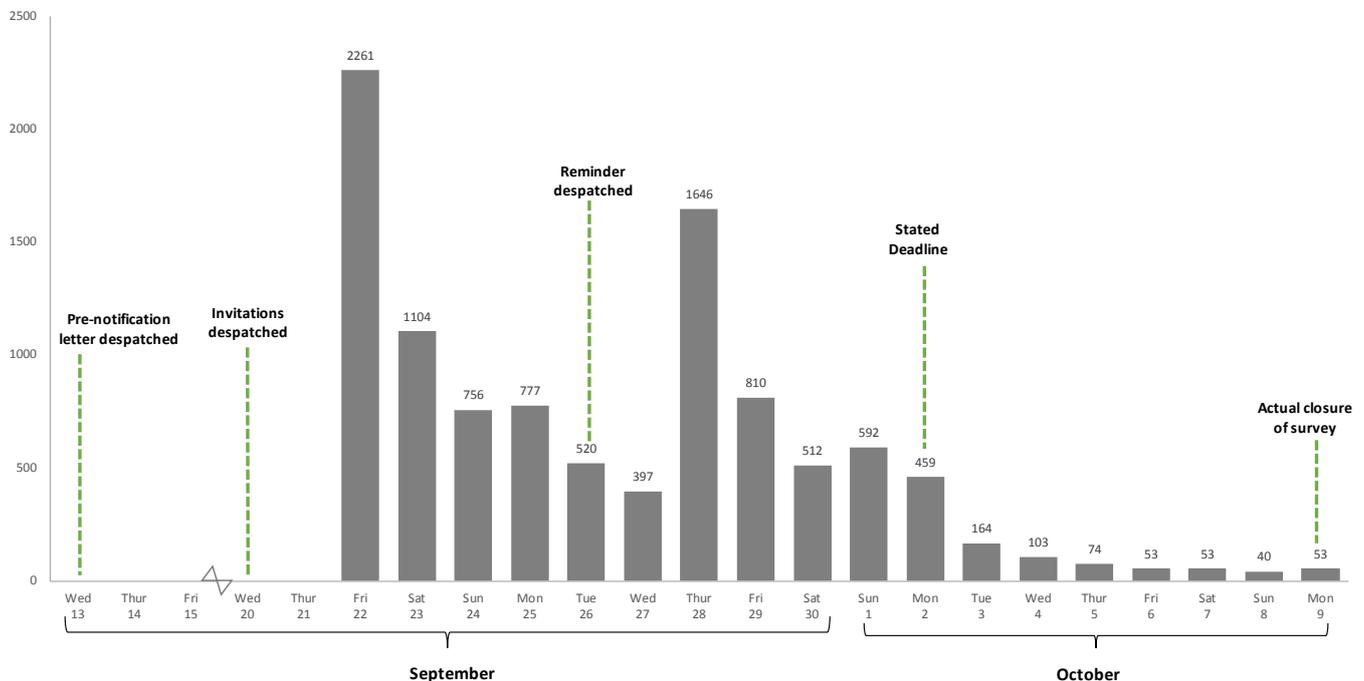
The success of the materials in encouraging households to go online and start the survey – the push to web – is best shown by the number of addresses that entered their access code (10,374). The following chart shows how many households accessed the survey on each day during the fieldwork period.

The invitations were sent on Wednesday 20<sup>th</sup> September 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 22<sup>nd</sup> September, which is what happened.

The first and highest peak in access occurred on Friday 22<sup>nd</sup> September (Chart 2). Twenty-two per cent of the 10,374 households that accessed the survey did so on this day, the first on which the survey was accessed. Another peak was seen on Thursday 28<sup>th</sup> September, which was probably when the bulk of the reminder letters were received (1,646 households made initial access to the survey that day). There was also another small peak on Sunday 1<sup>st</sup> October, the day before the deadline stated in the invitations and reminders.

This represents something of a contrast with the Test 1 mailing group that received a Wednesday pre-notification and Wednesday invitation, plus a reminder. For this Test 1 mailing group, the peak in access took place on a Friday, seven days after the first access was made. It was prompted not by the invitation but by the reminder.

**Chart 2: Number of households accessing the survey during the fieldwork period**



### Access after the deadline

Five per cent of the addresses that accessed the survey did so after the deadline of Monday 2<sup>nd</sup> October. The great majority of these (85 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 mentioned to respondents.

In contrast, the Test 1 mailing that had a Wednesday pre-notification letter, a Wednesday invitation and a reminder had more addresses accessing the survey after the deadline (nine per cent). It also had a slightly higher proportion that went on to make a complete or partial household response (89 per cent).

### Time of completion

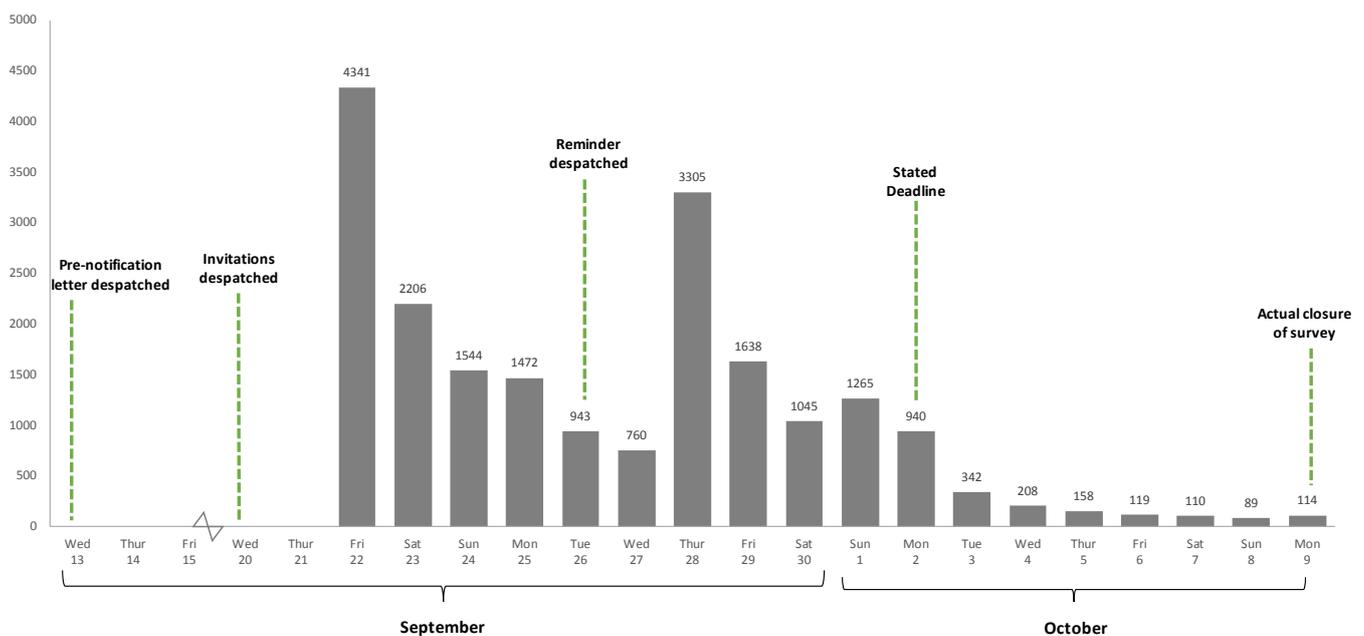
Households usually completed the survey on the same day that they accessed it (94 per cent) and they were most likely to access and complete the survey in the afternoon (between 12pm and 6pm) (46 per cent), rather than in the morning (12am to 12pm) (31 per cent) or evening (6pm to 12am) (23 per cent).

These proportions are very similar to those found in Test 1. Households in that survey usually completed the survey on the same day that they accessed it (89 per cent). Similarly, 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).

### Individual-level date of completion

A completed survey was received for 20,599 individuals. A further 749 individuals started the survey but did not complete their questions and 356 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 3: Number of individuals completing their questions on each day during the fieldwork period**



The peaks mimic those seen for household level access. This chart provides further evidence that the most productive day for the survey was Friday 22<sup>nd</sup> September. However, five per cent of the completed individual-level surveys were received after the stated deadline (1,140).

We also examined the response rates by experiment group up to the point the reminder mailing was despatched (25<sup>th</sup> September) to explore if the tote bag experiment (and its unusual shape and size) had an impact on response at the invite mailing. However, the pattern of response was in line with the overall response rates.

### Average questionnaire length

Individual and household timing data is based on information from complete households only. Completion time did not vary significantly by the incentive given/offered. Average interview lengths were consistently longer than for the Test 1 survey.

- The average time to complete the household grid was four minutes and thirty-nine seconds (three minutes and fifty-two seconds for Test 1)
- The average survey length for the individual sections was six minutes and seventeen seconds (three minutes and thirty-three seconds for Test 1).
- The average total length for a completed household response was eighteen minutes and twenty-seven seconds (eleven minutes and thirty-nine seconds for Test 1).

The time taken to complete the household grid was longer for this test than for Test 1 despite the structure being almost identical. The only thing that changed was the question around checking that an entire household had been entered correctly. The question wording for each test is included below for reference and the findings suggest the previous wording resulted in faster completion times for this section of the survey.

*Test 1 wording: Does anyone else live at this address? Include all adults, children and babies who classify this address as their main residence.*

*Tranche 1: Is that everyone who lives at this address? Include all adults, children and babies who classify this address as their main residence.*

### Device and browser completion

Looking at individual responses (21,348 completed or partial individual responses) shows that a desktop computer was the most common device used to take part (58 per cent). One in four individual responses were made through a tablet (23 per cent) and one in seven (16 per cent) through a smartphone. The remaining responses (three per cent) were made through an unknown device. These findings were in line with the Test 1 experiments.

### 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. Around one fifth of the individual-level surveys that were answered by respondents aged 16 or older were completed by proxy (21.1 per cent)<sup>5</sup>. This was slightly more than for the Test 1 survey (19.6 per cent).

### Break offs and multiple sittings

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<sup>5</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+.

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 (297 addresses), 42 per cent of break-offs (126 addresses) occurred at the first question, where respondents were asked to give their own name. 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 (38 per cent of addresses with an incomplete household grid). These results are in contrast with Test 1, when a larger proportion of break-offs occurred at the first question about the respondent's name (61 per cent). A summary of break-off points for Tranche 1 is provided in table 15 below:

**Table 15: Table showing point of break-off for incomplete Household Grid responses**

Question	Number	%
Person1	126	42.4
Person2	16	5.4
Person3	11	3.7
Person2Chk	103	34.7
Person3Chk	11	3.7
Other	37	10.1
<b>TOTAL</b>	<b>297</b>	<b>100.0</b>

Within the individual section of the questionnaire, 749 individuals broke off their response without completing it. The most common breakoff point was the date of birth question (S3\_1\_1) with 177 respondents (24 per cent of breakoffs). This was in line with the findings from Test 1. At an individual-level, the majority of respondents (96 per cent) completed their questions in one sitting. 830 individuals restarted the survey after logging off or allowing the questions to time out half way through.

### Split sample experiment for ethnicity question

Within the script, we conducted a split sample experiment whereby one half of the sample was allocated to one version of the main ethnicity question and the other half were presented with a different version. Version 1 included 'Chinese' at code 3 and not at code 5. For version 2, Chinese was included at the other option, code 5 as opposed to code 3. The two questions, their code lists and the breakdown of responses are presented below and these show that respondents were more likely to code 'Other' when Chinese was listed in the examples than if not (1.5 per cent compared with 0.7 per cent in the scenario without 'Chinese' as an example in the 'Other' option).

**Table 16: Table showing response breakdown for version 1 of QETHNICITY**

Question	Number	%
White: Includes any White background	9,556	91
Mixed or multiple ethnic groups: Includes White and Black Caribbean, White and Black African	197	1.9
Asian or Asian British: Includes Indian, Pakistani, Bangladeshi, Chinese or any other Asian background	498	4.7
Black, African, Caribbean or Black British: Includes African, Caribbean or any other Black background	180	1.7
Other: For example Arab or any other background	70	0.7
<b>TOTAL</b>	<b>9,556</b>	<b>100.0</b>

**Table 17: Table showing response breakdown for version 2 of QETHNICITY**

Question	Number	%
White: Includes any White background	9,522	90.7
Mixed or multiple ethnic groups: Includes White and Black Caribbean, White and Black African	179	1.7
Asian or Asian British: Includes Indian, Pakistani, Bangladeshi or any other Asian background	462	4.4
Black, African, Caribbean or Black British: Includes African, Caribbean or any other Black background	174	1.7
Other: For example Chinese, Arab or any other background	157	1.5
<b>TOTAL</b>	<b>9,522</b>	<b>100.0</b>

### Split sample for weeks

Within the script, we conducted another split sample experiment for questions that asked about recent employment experiences. One half of the sample was given a 'rolling week' to consider, i.e. the previous seven days before the day they were doing the questionnaire. For example, if they were completing the questionnaire on Thursday 28<sup>th</sup> September, they would have been asked to think about what they were doing over the preceding seven days. The other half of the sample was given a fixed week to consider: Monday 11<sup>th</sup> to Sunday 17<sup>th</sup> September.

**Table 18: Table showing split sample for reference weeks**

Split sample reference week	Number	%
Rolling week option	10,645	50.0
Fixed week option (Monday 11th to Sunday 17th of September)	10,630	50.0
<b>TOTAL</b>	<b>21,275</b>	<b>100.0</b>

When work status is analysed across the split sample options, this shows almost no difference in the responses given. Respondents were just as likely to report employment when asked to think back in time to the reference week as they were when asked to consider the last seven days.

**Table 19: Table showing work status by split sample for reference weeks**

Activity status	Overall		Rolling Week		Fixed Week	
	Number	%	Number	%	Number	%
Inactive	10,558	51.5	5273	51.5%	5311	51.5%
Unemployed	327	1.6	163	1.6%	166	1.6%
Unpaid family worker	77	0.4	37	0.4%	40	0.4%
Employed	8,144	39.7	4099	40.0%	4076	39.4%
Self-employed	1,396	6.8	672	6.6%	733	7.1%
Total	<b>20,502</b>	<b>100.0</b>	<b>10,244</b>	<b>100.0</b>	<b>10,258</b>	<b>100.0</b>

Two questions were also asked on a split sample basis: NW4 (reasons for not looking for paid work) and W14 (reasons for working less than the usual number of hours during the week respondents were asked to consider). With the split sample method used, one half of respondents who got the question saw the answer codes in a fixed order and the other half saw them in a randomised order. However, there were no significant differences in the answers given when results are examined by the split sample method used.

### National Insurance Number

After a household had completed and submitted its response, the respondent who clicked 'submit' was asked to give their National Insurance number, although there was no compulsion to do so. A total of 3,080 National Insurance numbers were submitted. With a total of 8,836 completed household responses, this meant that a National Insurance number was submitted by a third of these households (34.9 per cent).

### 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. Sixty-eight per cent of households were comprised of only one or two people and only one per cent had six or more household members. These proportions were in line with the findings from Test 1.

**Table 20: 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	2,683	26.7
Two	4,133	41.1
Three	1,502	14.9
Four	1,310	13.0
Five	321	3.2
Six	89	0.9
Seven	15	0.1
Eight	8	0.1
<b>Total households completing the household grid</b>	<b>10,061</b>	<b>100</b>

## Demographics

The below tables present key demographic information for all of the completed individual-level surveys<sup>6</sup> – that is the surveys where all of the questions on demographics were completed.<sup>7</sup> National demographic data have been included, where possible, to provide comparison. Tables are broken down by the following variables:

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

The breakdown was broadly in line with the findings from test 1 across sex, age, marital status and nationality and they were also broadly in line across the four experiment groups. However, this research had a greater proportion of individual respondents who were inactive than in Test 1 (51.5 per cent compared with 43.2 per cent). Survey incentivisation has repeatedly been shown to increase co-operation among certain groups which would support this finding<sup>8</sup>.

<sup>6</sup> This includes proxy completes (please note the high proportion of completes for those aged 15 or younger)

<sup>7</sup> Although a respondent could choose not to answer any of the questions.

<sup>8</sup> Incentive payments on social surveys: a literature review: <http://bit.ly/2oXiJ5f>

**Table 21: Table showing survey completion by demographic group**

	Individuals completing the survey	As a proportion of those answering question (%)	ONS population estimates (2016)
<b>Age</b>			MYE for Great Britain (2016)
Aged 15 or younger	3,062	14.9	18.8
Aged 16 to 24	1,581	7.7	11.1
Aged 25 to 34	1,897	9.2	13.6
Aged 35 to 44	2,270	11.0	12.7
Aged 45 to 54	3,135	15.2	14.1
Aged 55 to 64	3,459	16.8	11.6
Aged 65 or over	5,195	25.2	18.1
<b>Total</b>	<b>20,599</b>	<b>100.0</b>	<b>100.0</b>
<b>Gender</b>			MYE for Great Britain (2016)
Male	9,962	48.8	49.3
Female	10,435	51.2	50.7
<b>Total</b>	<b>20,397</b>	<b>100.0</b>	<b>100.0</b>
<b>Marital status</b>			LFS/MYE (2016) England and Wales
Never married	4,553	26.0	47.0
Married	10,192	58.2	41.2
Separated but still legally married	271	1.5	
Registered same sex civil partnership	50	0.3	
Separated but still legally in a same sex civil partnership	4	0.0	0.2
Divorced	1,487	8.5	6.5
Formerly in a same sex civil partnership	3	0.0	
Widowed	958	5.5	5.2
<b>Total</b>	<b>17,524</b>	<b>100.0</b>	<b>100.0</b>
<b>Nationality</b>			UK (2016)
British	19,243	93.4	91.1
Irish	147	0.7	0.5
Indian	56	0.3	0.5
Pakistani	35	0.2	0.3
Polish	157	0.8	1.5
Other	961	4.7	6.0
<b>Total</b>	<b>20,599</b>	<b>100.0</b>	<b>100.0</b>
<b>Activity status</b>			
Inactive	10,558	51.5	

Unemployed	327	1.6	
Unpaid family worker	77	0.4	
Employed	8,144	39.7	
Self-employed	1,396	6.8	
Total	20,502	100.0	
<b>Language used (Wales only)<sup>9</sup></b>			
English	981	97.4	
Welsh	26	2.6	
Total	1,007	100.0	

<sup>9</sup> The questionnaire was available in English and Welsh to households in Wales only.

The table below shows the demographic breakdown by experiment group. The demographic breakdown by experiment was broadly in line across groups with only one significant difference identified. Respondents aged 65+ were significantly less likely to respond for experiment group B (23.1%). (the £5 gift voucher, with conditional £10 for the household) compared with the no incentive group (27.4%).

**Table 22: Table showing survey completion by demographic group within experiment group<sup>10</sup>**

	Experiment condition				Total
	A: No incentive %	B: £5 gift voucher (unconditional) with a £10 gift voucher on the whole household completing (conditional) %	C: £5 gift voucher (unconditional) %	D: A tote bag (unconditional) %	
<b>Age</b>					
Age 15 or younger	14.5	15.4	15.0	14.5	3,062
Aged 16-24	7.4	7.9	7.6	7.7	1,581
Aged 25 -34	9.3	10.1	8.7	8.7	1,897
Aged 35-44	10.5	11.4	11.3	10.7	2,270
Aged 45-54	14.3	15.0	16.2	15.1	3,135
Aged 55-64	16.6	17.2	15.7	17.6	3,459
Aged 65+	27.4	23.1*	25.5	25.7	5,195
<b>Total</b>	<b>4,124</b>	<b>5,899</b>	<b>5,440</b>	<b>5,136</b>	<b>20,599</b>
<b>Gender</b>					
Male	48.7	48.7	48.7	49.2	9,962
Female	51.3	51.3	51.3	50.8	10,435
<b>Total</b>	<b>4,074</b>	<b>5,829</b>	<b>5,401</b>	<b>5,093</b>	<b>20,397</b>
<b>Marital status</b>					
Married	58.5	56.2	58.5	59.7	10,192
Never married	25.8	27.2	25.6	25.1	4,553
Divorced	8.3	8.9	8.4	8.4	1,487
Widowed	5.4	5.6	5.6	5.2	958
Separated but still legally married	1.7	1.7	1.6	1.2	271
In a registered same sex civil partnership	0.3	0.3	0.2	0.4	50
Separated but still legally in a same sex civil partnership	-	0.1	*	-	4
Formerly in a same sex civil partnership	-	*	*	-	3
A surviving member of a same sex civil partnership	*	*	*	-	6
<b>Total</b>	<b>3,524</b>	<b>4,988</b>	<b>4,622</b>	<b>4,390</b>	<b>17,524</b>
<b>Nationality</b>					

<sup>10</sup> \*indicates if there is statistically significant difference compared with the 'no incentive' group

British	92.4	94.5	93.4	93.0	19,243
Irish	0.7	0.6	0.6	1.0	147
Indian	0.3	0.2	0.3	0.3	56
Pakistani	0.1	0.2	0.1	0.3	35
Polish	1.1	0.7	0.9	0.5	157
Other	5.3	3.8	4.7	5.0	961
<b>Total</b>	<b>4,124</b>	<b>5,899</b>	<b>5,440</b>	<b>5,136</b>	<b>20,599</b>
<b>Activity status</b>					
Employed	38.9	40.8	38.9	40.0	8,144
Self-employed	6.7	6.7	6.9	7.0	1,396
Unemployed	1.8	1.6	1.6	1.4	327
Inactive	52.3	50.6	52.2	51.2	10,558
Unpaid family worker	0.4	0.3	0.4	0.4	77
<b>Total</b>	<b>4,103</b>	<b>5,873</b>	<b>5,411</b>	<b>5,115</b>	<b>20,502</b>

## Conclusions

# Conclusions

The findings from the experiment show that an unconditional incentive of a £5 gift voucher with a conditional £10 voucher for a household complete achieved the highest response (group B). This is the highest value incentive and so it could have been expected that this would be the outcome of the experiment. However, the £5 unconditional gift voucher (group C) and the tote bag (group D) were also successful in encouraging response with significant differences to the no incentive group.

Many of the findings in this report mirror the results from the Test 1 report, for example, time of completion, device completed on and completion by proxy. The demographic profile of individuals completing the survey was also similar to the findings from Test 1, with the exception of activity status. It should be noted that the costs for administering incentives is significant but particularly so for unconditional incentives. The large degree of wastage through unopened letters and also through respondents who do not complete the survey means the cost per completed survey is very high. While the results of the experiments are clear, analysis of the feasibility of employing each condition at scale is required in order to establish the recommended approach to a future Labour Market Survey.

## Appendices

# Appendices

## England envelope



## Scotland envelope



## Wales envelope



Pre-notification letter: no incentive (Experiment A) (English)



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

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Postcode>

<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?

This study is where the official employment and unemployment rates come from. These statistics influence interest rates, which changes how much you have to pay back on debts, mortgage repayments, pensions and the value of your savings.



#### 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.



#### 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: no incentive (Experiment A) (Welsh)



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

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<Ref 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?

Yr astudiaeth hon sy'n rhoi'r cyfraddau cyflogaeth a diweithdra swyddogol i ni. Mae'r ystadegau hyn yn dylanwadu ar gyfraddau llog, sy'n effeithio ar faint y bydd yn rhaid i chi ei dalu'n ôl ar ddyledion, ad-daliadau morgais, pensiynau a gwerth eich cynilion.



### 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 eich cartref, ynghyd â chyfarwyddiadau i ddefnyddio ein system ddiogel. Gallwch gymryd rhan ar unrhyw gyfrifiadur, ffôn clyfar neu ddyfais tabled sydd â mynediad i'r rhyngwyd.



### 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 bonyth gwybodaeth 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 – 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.

## Pre-notification letter for incentive groups (Experiments B, C, D) (English)



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

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Postcode>

<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?

This study is where the official employment and unemployment rates come from. These statistics influence interest rates, which changes how much you have to pay back on debts, mortgage repayments, pensions and the value of your savings.



#### What happens next?

At the ONS we value those who take part in our studies. In a few days you will receive a letter inviting you to take part in the online study. It will contain a gift to thank you for choosing to help us, along with 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.



#### 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 for incentive groups (Experiments B, C, D) (Welsh)



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

Segensworth Road  
Titchfield, Fareham  
PO15 5RR

<Month Year>  
<Ref 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?

Yr astudiaeth hon sy'n rhoi'r cyfraddau cyflogaeth a diweithdra swyddogol i ni. Mae'r ystadegau hyn yn dylanwadu ar gyfraddau llog, sy'n effeithio ar faint y bydd yn rhaid i chi ei dalu'n ôl ar ddyledion, ad-daliadau morgais, pensiynau a gwerth eich cynilion.



### Beth fydd yn digwydd nesaf?

Yn y Swyddfa Ystadegau Gwladol, rydym yn gwerthfawrogi'r rheini sy'n cymryd rhan yn ein hastudiaethau. Ymhen ychydig ddyddiau, byddwch yn cael llythyr i'ch gwahodd i gymryd rhan yn yr astudiaeth ar-lein. Bydd yn cynnwys rhodd i ddiolch i chi am ddewis ein helpu, ynghyd â chod mynediad ar gyfer eich cartref a chyfarwyddiadau i ddefnyddio ein system ddiogel. Gallwch gymryd rhan ar unrhyw gyfrifiadur, ffôn clyfar neu ddyfais tabled sydd â mynediad i'r rhyngwyd. Gallwch gymryd rhan ar unrhyw gyfrifiadur, ffôn clyfar neu ddyfais tabled sydd â mynediad i'r rhyngwyd.



### 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 bonyn gwybodaeth 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.

Leaflet sent with pre-notification letters (English)



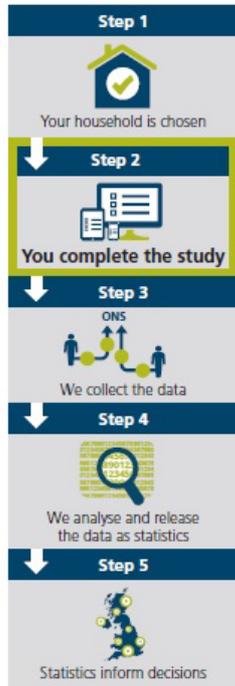
## What you need to know

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](http://www.twitter.com/ONS) [www.facebook.com/ONS](http://www.facebook.com/ONS)

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

Leaflet sent with pre-notification letters (Welsh)



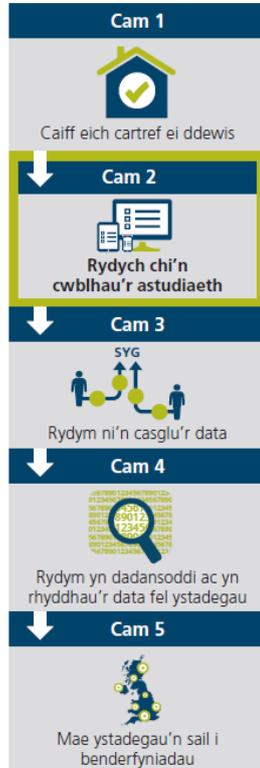
## Beth sydd angen i chi ei wybod

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 bleidlau 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 lwyfans 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 dilynir yr 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 gafeael 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**.

Invitation letter (English)



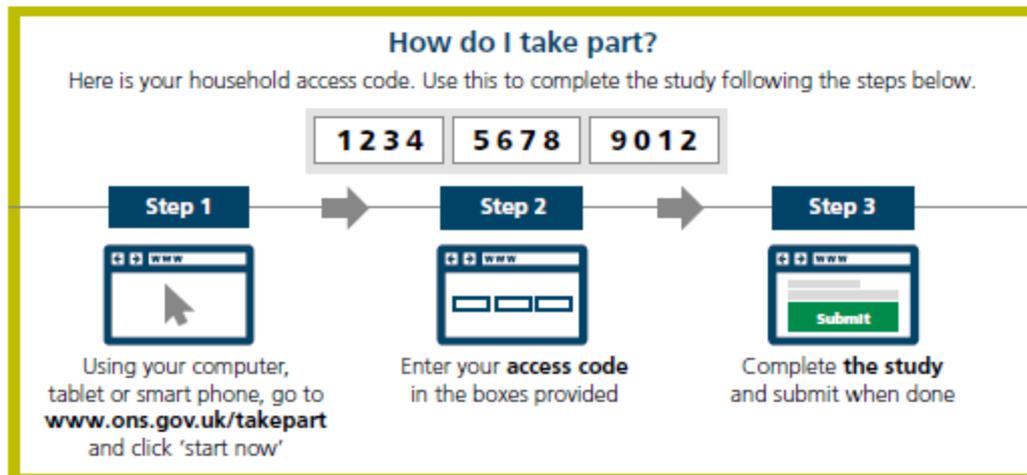
The Resident  
 <Address line 1>  
 <Address line 2>  
 <Town>  
 <County>  
 <Postcode>

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Month Year>  
 <REF XXXXXX>

Dear Sir/Madam,

I recently 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](http://www.ons.gov.uk/surveys).

Thank you for your time. Yours faithfully,

Iain Bell – Acting 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.

Invitation letter (Welsh)



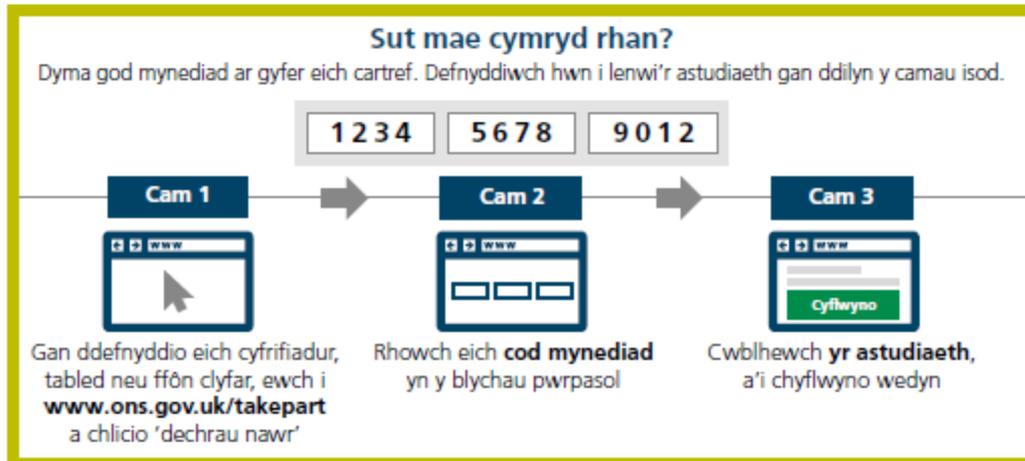
Y preswlydd  
 <Address line 1>  
 <Address line 2>  
 <Town>  
 <County>  
 <Postcode>

Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<Month Year>  
 <CYF XXXXXX>

Annwyl Syr/Fadam,

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 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 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 cyfweilyr 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](http://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.

## 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:	Household access code:
	<a href="http://www.ons.gov.uk/takepart">www.ons.gov.uk/takepart</a>	<input type="text" value="0123"/> <input type="text" value="4567"/> <input type="text" value="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 should I 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)



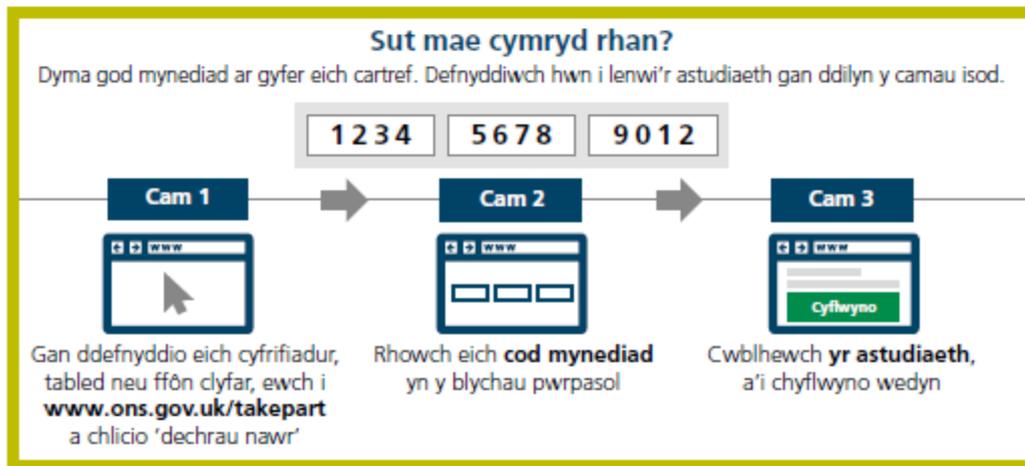
Y preswlydd  
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 <Town>  
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Segensworth Road  
 Titchfield, Fareham  
 PO15 5RR

<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 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 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 cyfweilwyr 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](http://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.

Thank you slips for group with £5 unconditional and £10 conditional vouchers (English)



Thank  
**YOU**

**FOR YOUR HELP**

At the Office for National Statistics, we value those who take part in our studies.

We have enclosed a £5 voucher to thank you for helping us, which you can spend in thousands of high street shops, attractions, restaurants or online.

To show how important your help is to us, a £10 voucher will also be sent to your address once the data from everyone in your household has been submitted.

Thank you slips for group with £5 unconditional and £10 conditional vouchers (Welsh)



Diolch  
**I CHI**

**AM EICH HELP**

**Yn y Swyddfa Ystadegau Gwladol, rydym yn gwerthfawrogi'r rheini sy'n cymryd rhan yn ein hastudiaethau.**

**Rydym wedi amgáu taleb gwerth £5 i ddiolch i chi am helpu, a gallwch ei gwario mewn miloedd o atyniadau, bwytai a siopau'r stryd fawr neu ar-lein.**

**I ddangos pa mor bwysig yw eich help i ni, bydd taleb gwerth £10 hefyd yn cael ei hanfon i'ch cyfeiriad ar ôl i ddata pawb yn eich cartref gael ei gyflwyno.**

Thank you slip for group with £5 unconditional voucher (English)

At the Office for National Statistics  
we value those who take part in our studies.

To thank you for your time, we have enclosed a £5 voucher  
which you can spend in thousands of high street shops,  
attractions, restaurants or online.

Thank you slip for group with £5 unconditional voucher (Welsh)

Yn y Swyddfa Ystadegau Gwladol, rydym yn gwerthfawrogi'r  
rheini sy'n cymryd rhan yn ein hastudiaethau.

I ddiolch i chi am eich amser, rydym wedi amgáu taleb gwerth  
£5, a gallwch ei gwario mewn miloedd o atyniadau, bwytai a  
siopau'r stryd fawr neu ar-lein.

Thank you slip for tote bag group (English)

At the Office for National Statistics  
we value those who take part in our studies.

We have enclosed a reusable bag  
as a thank you for helping us.

Thank you slip for tote bag group (Welsh)

Yn y Swyddfa Ystadegau Gwladol,  
rydym yn gwerthfawrogi'r rheini sy'n cymryd  
rhan yn ein hastudiaethau.

Rydym wedi amgáu bag aildefnyddio  
i ddiolch i chi am helpu.

**Stephen Finlay**

Stephen.Finlay@ipsos.com

**James Stannard**

James.Stannard@ipsos.com

**Luke Daxon**

Luke.Daxon@ipsos.com