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| Office for National Statistics official Logo |  |
| **The Resident**<ADDRESS\_LINE1><ADDRESS\_LINE2><ADDRESS\_LINE3><ADDRESS\_LINE4> | If you need help or a large print or Braille letter, phone us free on 0800 085 7376 or email accessibility@ons.gov.uk |

Date of Issue

Reference Number

Dear Resident

The Office for National Statistics (ONS) is an independent government department and the UK’s largest provider of official statistics. We collect and publish official statistics about our society and economy and we run the census every 10 years. We are running a UK-wide online study and we would like you to be a part of it.

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# Why I should I take part?

This study is where the official employment and unemployment rates come from. These statistics influence interest rates, which impacts on mortgages, debts, pensions and savings. This study also led to the introduction of the Winter Fuel Payment for older people.

# Who should take part?

All adults in your household over the age of 16 have been chosen to take part. Any related adult may respond on behalf of another household member. They will only be asked about facts, not opinions. It is important that everyone in your household sees the letters and leaflets that we send you.

# What happens next?

**In a few days, your household will receive a letter** inviting you to take part in the online study. The letter will contain a gift to thank you for choosing to help us, along with instructions for accessing our secure system. On completing the study, **your household will also be offered a £(insert amount) gift voucher.**

 Find out more: [**www.ons.gov.uk/surveys**](http://www.ons.gov.uk/surveys) Call us free: **0800 085 7376**

 The information you give us is protected by law and is treated as confidential.
 We do not work for political parties.

Thank you for your time. Yours faithfully

 Iain Bell - Director General