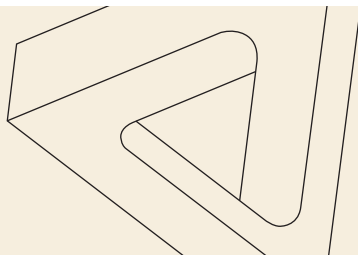




Hello.



Hi, my name is:

What is Verian?

Verian, formerly Kantar Public, is a world leading independent specialist research, evidence and advisory business, providing services to government and the public realm, across all aspects of public policy. For more information, please visit veriangroup.com

Our standards, security, and your privacy

Verian's research is carried out in compliance with the Market Research Society (MRS) Code of Conduct. The MRS is the professional body for market research and their Code of Conduct regulates our activity to ensure we comply with data protection and human rights legislation. Verian is an MRS Company Partner.

Under the MRS Code of Conduct, you have the right:

- To know the purpose of the interview
- To know who is interviewing you
- To end the interview at any point
- To know that any personal information provided will only be used for the purposes for which you have been told

The information collected and provided to our clients is used only for market research purposes unless you have agreed otherwise. Taking part in our research will not result in subsequent sales or promotional activities by third parties. We take issues of data security, storage, protection and confidentiality very seriously and controls are in place to minimise any associated risks.

Why were you chosen?

We always want to interview a cross-section of the population appropriate to the survey, so you may have been asked to take part based on where you live, your age, products or services you use, or the economic profile of your household. We take all reasonable steps to ensure that our research is inclusive and that all participants have the opportunity to take part in our research studies.

Why is market & social research important?

It's your opportunity to give your opinion on things that may affect you and your family. Market research surveys are designed to help businesses and government uncover the facts and opinions to guide their decision-making regarding their products, services, and policies.

Why is it necessary to ask personal questions?

We may ask personal classification questions, e.g. age, gender, working status, etc. to allow us to group the opinions for analysis. Our clients do not receive your personal contact details unless you have agreed otherwise. To check the interview was conducted to our quality standards, you may be contacted by our validation team. Other than this, you will not be contacted again about this interview, unless you have specifically agreed to be re-contacted for further related research.

Thank you and goodbye.

We appreciate your help with this survey and hope you found it an enjoyable experience.

This interview was conducted by:

INTERVIEWER NAME	INTERVIEWER ID NO.
SURVEY REFERENCE NO.	INTERVIEW DATE

Want to know more?

To confirm the validity of an interviewer, please contact us on UK Freephone [+44 \(0\) 800 151 2336](tel:+44(0)8001512336) or by emailing: fielddepartment@veriangroup.com

For more information about the Market Research Society or to verify our membership, please visit www.mrs.org.uk or call (UK freephone) [+44 \(0\) 800 975 9596](tel:+44(0)8009759596)

For our Privacy Policy, please visit <https://www.veriangroup.com/uk-surveys>

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