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completeness First published: 8 February 2023 Last updated: 21 February 2023 Summary  
We are carrying out research into the accuracy and completeness of the electoral  
register across the country. You may have received a letter from Ipsos stating that  
your household has been selected to take part in a survey about the electoral  
register. We would like to interview one person in your household aged 16 or over. We  
want to speak to people from all walks of life, of all ages, with all sorts of  
interests, whether or not they care about electoral issues. What's next If you have  
been selected to participate in the study, an Ipsos interviewer will visit your home  
to conduct a short survey. This will take around 10 minutes to complete. They carry a  
photo ID, so you know who they are. Your privacy Taking part in the study is  
voluntary. Everything you tell us will be treated as confidential. The data collected  
will be used for research purposes only, in accordance with the General Data  
Protection Regulations and the Market Research Society Code of Conduct. The results  
and published reports are anonymised and will not be in a form which could reveal  
your identity. You will not receive any 'junk mail' as a result of taking part. Read  
the full Privacy Notice from Ipsos, which sets out your rights. Read our privacy  
notice Further information If you have received a letter and you would like to  
arrange a convenient time, or have any questions please email  
ECRegisters2023@ipsos.com or call 0800 124 4878. Please quote your full address and  
the reference number at the top of the letter. What we mean by accuracy and  
completeness Since 2004, we have been carrying out research on the electoral  
registers. This includes conducting a study into the accuracy and completeness of the  
electoral registers every few years. The long-term aims of this research are to:  
provide an overview of the accuracy and completeness of the registers in Great  
Britain and Northern Ireland provide up-to-date information on those groups which are  
more likely to be under-registered as this helps us refine our public awareness  
activity track the impact of legislative, administrative and population change on the  
quality of the registers. We use this to inform our scrutiny of proposals and  
policies relating to registration system reforms Accuracy An accurate register would  
be one on which there are no false entries. The accuracy of the electoral registers  
is the percentage of entries on the registers which relate to verified and eligible  
voters who are resident at the given address. Completeness A complete register would  
be one on which every person who is entitled to register is registered. The  
completeness of the electoral registers is the percentage of eligible people who are  
registered at their current address.