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07126
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Pinner Police Station
Elm Park Road
Pinner
HA5 3LA

Transport for London
Customer and Strategy

Palestra
197 Blackfriars Road
London
SE1 8NJ

Dear Sir/Madam,

London Travel Demand Survey for Transport for London

Transport for London (TfL) is carrying out a survey of people's travel in and around the London area.

The interviewer carrying out the London Travel Demand Survey in this local area is working on behalf of Verian, which is one of the largest independent research agencies in the UK. All interviewers who work on the survey carry a Market Research Society Interviewer Identity Card, an example of which is shown overleaf. This card includes the interviewer's name and photograph and a number to call to check their identity.

While conducting the survey, an interviewer will be calling at houses to conduct interviews. This will include work during evenings and weekends.

Members of the public may contact their local police to check the survey is genuine. We would be grateful if this information could be brought to the attention of colleagues who are likely to receive such queries.

If you require any further information about the survey, please call the London Travel Demand Survey Helpline at Verian on free phone **0800 029 4150**.

With thanks in anticipation of your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Charles Buckingham'.

Charles Buckingham
Evaluation and Research Manager
Transport for London

Example of an Interviewer's Identity Card issued by the Market Research Society

