

Break-off email for IP6

Subject: Your Understanding Society survey

Body:

Dear «resp_name»,

You recently started your Understanding Society survey, but did not complete it. Unfortunately the survey can't be the world-class study we want it to be without all your answers to all of the questions, so we do hope you will be able to complete it.

You can still finish the survey by clicking onto the link below:

<<UniqueURL>>

I hope that you are able to complete the survey. I am grateful for your help on this important study.

If you have any questions at all about *Understanding Society*, please email us at **contact@understandingsociety.ac.uk** or via the participants' website where you can also read some early findings, post comments, or just find out more information about *Understanding Society*: www.understandingsociety.ac.uk/participants.

For technical support accessing the survey, please contact the help-desk on freephone 0808 168 1356 or email help.understandingsociety@natcen.ac.uk.

Yours faithfully,



Professor Nick Buck
Director, Understanding Society
Institute for Social and Economic Research
University of Essex

This study is being conducted in accordance with the Data Protection Act. This means your personal details will be kept strictly confidential and you and your household will not be identifiable from the data.

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