Dear <first name>,

Destinations of Leavers from Higher Education Longitudinal Survey

We are writing to invite you to take part in an important new survey of people who graduated from higher education in the academic year 2002/3.

You may remember completing a questionnaire back in January 2004 about what you were doing six months after you graduated. You have been selected from those who took part in this earlier survey to take part in a follow-up survey to help us build up a picture of what 2002/3 graduates have been doing up to three and a half years since graduation, and also what they are doing now.

The information from the earlier study was very useful for advising students on career paths and for various statutory organisations investigating career patterns of those leaving higher education. This new survey will help further investigate graduate activity and improve the opportunities and support available to graduates in the future.

This survey is being conducted by YouGov / IFF Research, independent market research agencies working on behalf of the Higher Education Statistics Agency (HESA) and various statutory organisations.

More information about the survey can be found online at www.graduatedestinationsurvey.co.uk. If you have any further queries about the research you can call the IFF Research helpline on 0808 108 0305 or email IFF on graduatedestinationsurvey@iffresearch.com. You can also contact IFF if you would like to receive a Welsh language version of the questionnaire.

We would strongly encourage you to take part in this follow-up survey. Thank you in advance for your time spent on it.

If you are interested in seeing the results from this survey, they will be available online at www.graduatedestinationsurvey.co.uk after the fieldwork has been completed in spring 2007.

The data protection page at www.graduatedestinationsurvey.co.uk explains exactly how your responses will be used, and who by.

To complete the questionnaire please follow this link which will automatically log you in:
<insert direct link>

If clicking on this link does not work on your computer, please go to
www.graduatedestinationsurvey.co.uk and log in using your unique online ID:

Online ID: <online ID>

Best wishes,

Arwenna Davis

Research Executive
IFF Research Ltd.