

Cohort B

Opened on **Monday 4 March 2019** and closed on **Friday 31 May 2019**.

Response rates

All response rates and results published prior to the final release of data are provisional due to the nature of the live data feed and the fact we are carrying out continual quality assurance.

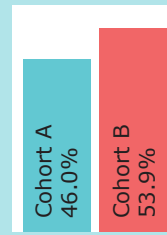
Main target groups

★ Target response rate achieved.

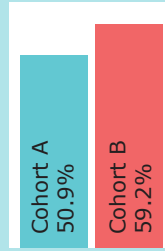
UK domiciled, full-time
Target 60%



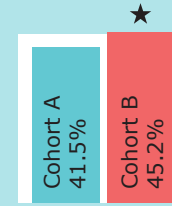
UK domiciled, part-time
Target 60%



Research funded
Target 65%



EU domiciled
Target 45%



Non-EU domiciled
Target 25%



45.7%

Overall cohort B response rate



18,472 total completed responses



Partial responses 1,642

These are graduates who answered at least the first question but did not complete the survey. Actively encouraging completions forms a key part of the engagement strategy.

Of all graduates who drop out of the survey:

80% drop out on "What activities were you doing in the census week?"

12% drop out on "What was your job title during the census week?"



Providers in cohort B
285

Mode of completion:



Phone
69.7%



Online
30.3%



Desktop
10.5%



Mobile
19.8%

Engagement statistics



4 rounds of email invitations sent



6 rounds of SMS messages sent

1 additional SMS message was sent to counter the effect of the email delivery issues. See section 4 of the review to learn more.

Average number of phone calls needed for a completed survey response

4.7

This includes responses started online as well as by phone.

Best time of day for completions



Phone



Desktop



Mobile

Unique page views of the Graduate Outcomes websites (to 31 May 2019)

graduateoutcomes.ac.uk

English website:
55,014

Welsh website:
682

@grad_outcomes
followers: **751**



Average time taken to complete



Phone **13** minutes, **46** seconds

↑ 2.5 minutes quicker than cohort A



Online **11** minutes, **11** seconds

↓ 33 seconds slower than cohort A