Cohort C

Opened on **Monday 3 June 2019** and closed on **Saturday 31 August 2019**.

**GRADUATE OUTCOMES**

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.
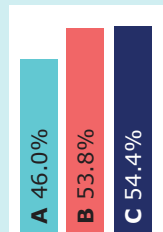
Main target groups

★ Target response rate achieved.

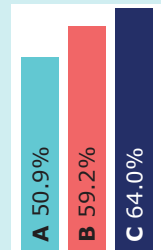● Cohort A   ● Cohort B   ● Cohort C
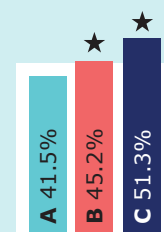
UK domiciled, full-time
Target 60%

Response rate

A 47.4% B 51.8% C 54.3%
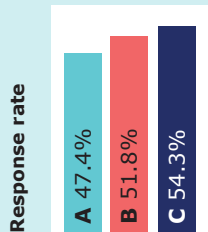
UK domiciled, part-time
Target 60%

A 46.0% B 53.8% C 54.4%

Research funded
Target 65%

A 50.9% B 59.2% C 64.0%

EU domiciled
Target 45%

A 41.5% B 45.2% ★ C 51.3% ★

Non-EU domiciled
Target 25%

A 23.5% B 27.6% ★ C 41.9% ★
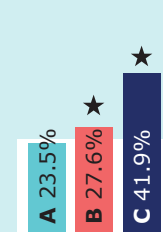
51.9%

Overall cohort C response rate

17,445 total completed responses

Partial responses 1,491

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.

The top 3 questions where graduates drop out of the survey are:

Q. What activities were you doing in the census week?

Q. What was your job title during the census week?

Q. What was your annual pay for your main employment in the census week?

Providers in cohort C
281

Mode of completion:

Phone 57.9%

Online 42.1%

Desktop **16.2%**

Mobile **25.9%**

Proportion of responses achieved online increased from 30% to 42%, between cohorts B and C.

Engagement statistics

5 rounds of email invitations sent

6 rounds of SMS messages sent

5 Average number of phone calls needed for a completed survey response. This includes responses started online as well as by phone.

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

graduateoutcomes.ac.uk

English website: **81,947**

Welsh website: **871**

@grad_outcomes followers: **815**

Best time of day for completions

Phone: 5-6pm

Desktop: 4-5pm

Mobile: 5-6pm

Best day for completion

MON

Average time taken to complete

Phone **13** minutes, **19** seconds
↑ 26 seconds quicker than cohort B

Online **11** minutes, **0** seconds
↑ 11 seconds quicker than cohort B

HESA