Cohort D

GRADUATE OUTCOMES
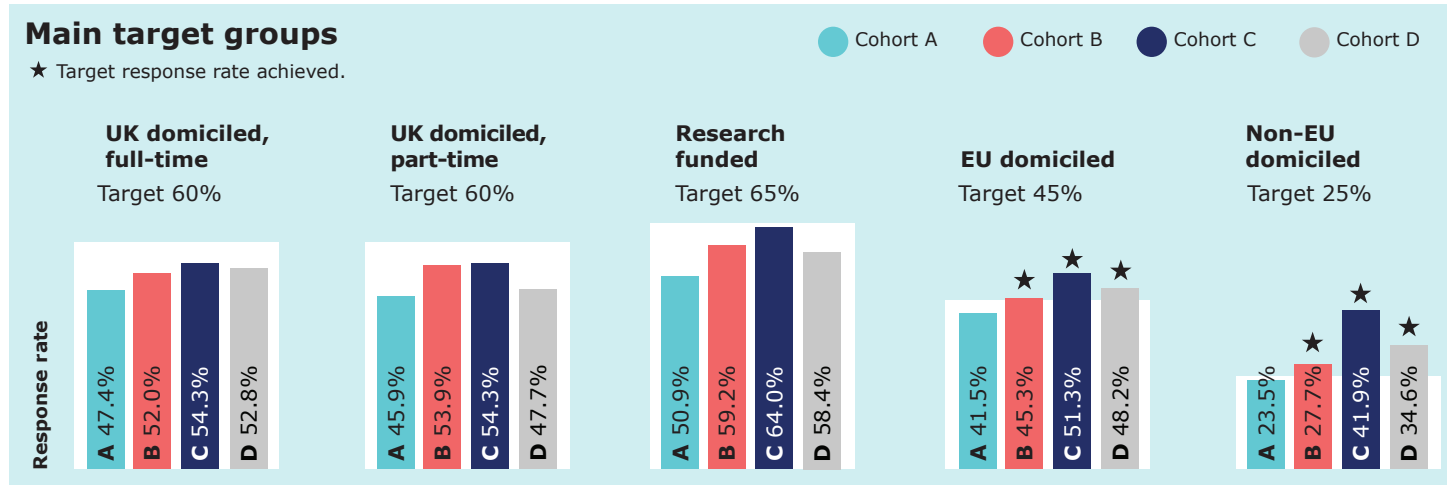
Opened on **Monday 2 September 2019** and closed on **Saturday 30 November 2019**.

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.

● Cohort A   ● Cohort B   ● Cohort C   ● Cohort D

	UK domiciled, full-time	UK domiciled, part-time	Research funded	EU domiciled	Non-EU domiciled
Target	Target 60%	Target 60%	Target 65%	Target 45%	Target 25%
A	47.4%	45.9%	50.9%	41.5%	23.5%
B	52.0%	53.9%	59.2%	45.3% ★	27.7% ★
C	54.3%	54.3%	64.0%	51.3% ★	41.9% ★
D	52.8%	47.7%	58.4%	48.2% ★	34.6% ★

Response rate

49.8%

Overall cohort D response rate

269,430 completed responses

Partial responses **20,296**

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 the name of the company/organisation you were working for?

Providers in cohort D **429**

Mode of completion:

Phone **55%**

Online **45%** » Desktop **13%**   Mobile **32%**

Engagement statistics

5 rounds of email invitations sent

5 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 30 November 2019)

graduateoutcomes.ac.uk

English website: **233,134**
Welsh website: **1,213**

@grad_outcomes followers: **911**

Best time of day for completions

6–7pm — Phone
3–4pm — Desktop
5–6pm — Mobile

Best day for completion

TUE

Average time taken to complete

Phone **13** minutes, **16** seconds
↑ 3 seconds quicker than cohort C

Online **10** minutes, **35** seconds
↑ 25 seconds quicker than cohort C

HESA