



Cohort A

Opened on **Monday 3 December 2018** and closed on **Sunday 10 March 2019**.


First cohort of the all new Graduate Outcomes survey!




Main changes from DLHE:



Now **15 months** from the end of the course



New '**graduate voice**' measures



Centralised approach via HESA and suppliers

Response rates



Providers in cohort A **242**

Mode of completion:



Phone
56.6%



Online
43.4%

(Desktop and mobile)



Partial responses
6,587

This is where a graduate **did not complete** the minimum questions required for a full response. It also includes those who click the link in the email but progress no further than the first page. Actively encouraging completions forms a key part of the engagement strategy.

36%

Overall cohort A response rate

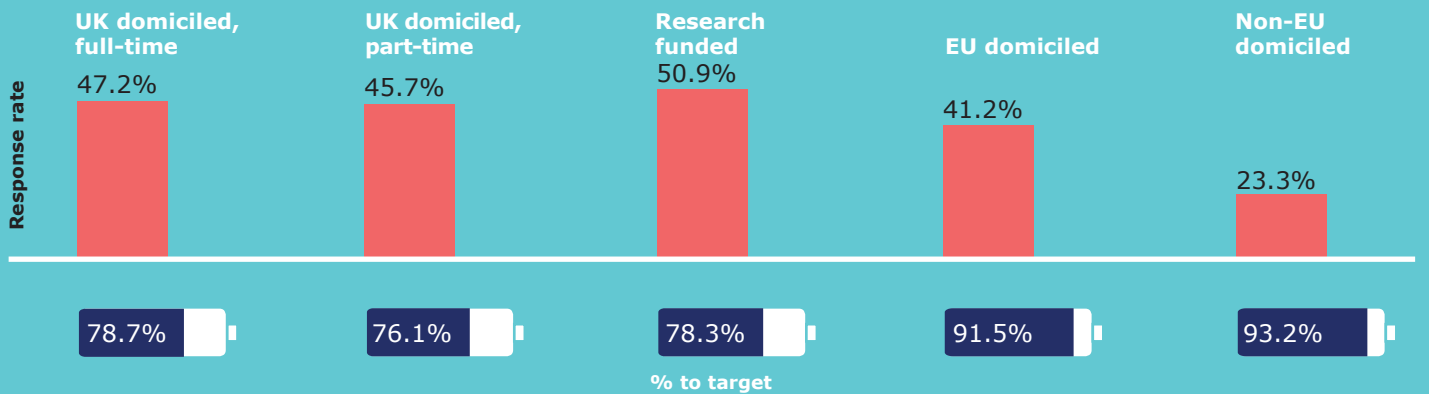


55,416 total completed responses

Response rate target: **43%**

This is due to the high proportion of non-UK students.

Main target groups



Engagement statistics



5 rounds of email invitations sent



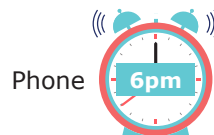
5 rounds of SMS messages sent

7

Average number of phone calls needed for a completed survey response

Where the response is started and completed by phone only

Best time of day for completions



Average time taken to complete



Phone **15** minutes, **22** seconds



Online **10** minutes, **38** seconds

English website: **39,683**

Welsh website: **433**

Unique page views of the Graduate Outcomes websites
graduateoutcomes.ac.uk
(to 10 March 2019)

HESA