

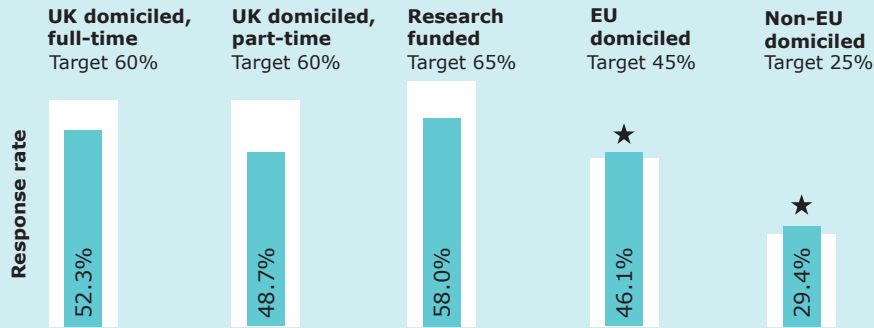
2017/18 collection

Opened on **Monday 3 December 2018** 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.



46.9%

17/18 collection response rate

51.6%

'Home' response rate

Providers in the 17/18 collection:

432



769,809 graduates surveyed

Cohort A 154,247

Cohort B 40,486

Cohort C 33,652

Cohort D 541,424

Response rate by mode



Phone 26.4%



Online 20.5%



Phone 56%



Online 44%

Mode of completion

Desktop 31%

Mobile 69%

361,260 completed responses



Graduate survey status

28,523 answered at least Q1 (what activities were you doing in the census week?)

218,484 engaged with the survey e.g. clicked the link from an email / SMS but progressed no further

161,542 did not engage with the survey

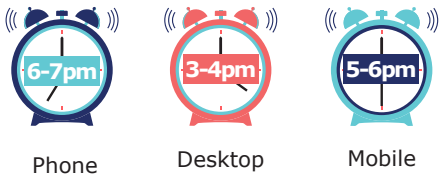
Top 3 survey drop out questions:



- Q. What activities were you doing?
- Q. What was your job title?
- Q. What was the name of the company / organisation you were working for?

Engagement statistics

Best time of day for completions



Best and worst days for completion



Number of opt-outs



Average number of calls for a completed response 5 phone calls

Average completion time



Phone 13 minutes, 36 seconds

Online 10 minutes, 20 seconds

Key dates for your diary



Data delivery

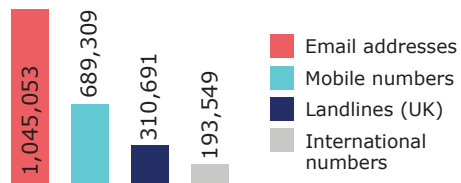


Statistical release

Exact dates will be published in 2020

Our first year...

2,238,602 individual contact details were collected via the provider portal



We've engaged with the sector...

Our Liaison team has engaged extensively with providers, with 4,526 emails/phone calls received about the 17/18 records.

We've attended 14 sector conferences/meetings, sharing our insights and updating the sector on our progress.

A new contact details e-learning course launched with 100% of viewers rating as 'good', 'very good' or 'excellent'.

We've sent over 60 emails to providers to support the operation of the records and the survey.

We won an Award!

We won a Conformat AIR award for 'Research and Innovation' - highlighting the creativity and innovation we've built into our survey platform.

