

Cohort A

Opened on **Monday 2 December 2019** and closed on **Saturday 29 February 2020**.

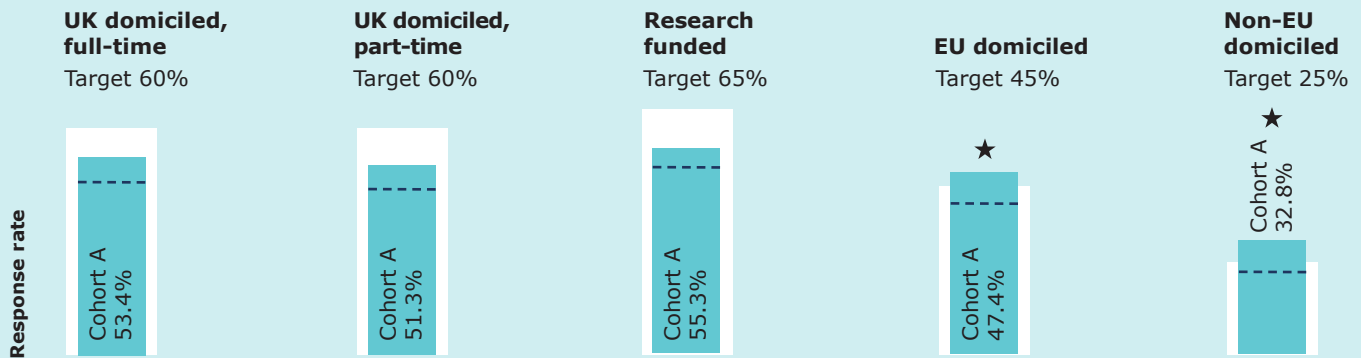
Response rates

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.

----- Indicates 17/18 response rate



43.3%

Overall cohort A response rate



72,658 completed responses



Partial responses 5,947

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.

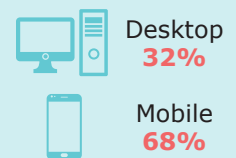
The top 3 questions where graduates drop out of the survey are:

- Q. What activities were you doing in the census week?
- Q. What was your job title during the census week?
- Q. Are you contracted to start a job within a month of [census week]?



Providers in cohort D
271

Mode of completion:



Engagement statistics



7 rounds of email invitations sent



8 rounds of SMS messages sent

This is higher than previous cohorts as a result of a more stable engagement plan.



4

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 29 February 2020)
graduateoutcomes.ac.uk

English website: **281,391**

Welsh website: **1,350**

@grad_outcomes followers: **966**

Best time of day for completions



Phone



Desktop



Mobile

Best day for completion



TUE

Average time taken to complete

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



Online **10** minutes, **17** seconds

Due to changes in the way we calculate duration, plus minor changes to survey questions, we will not be comparing to year one.