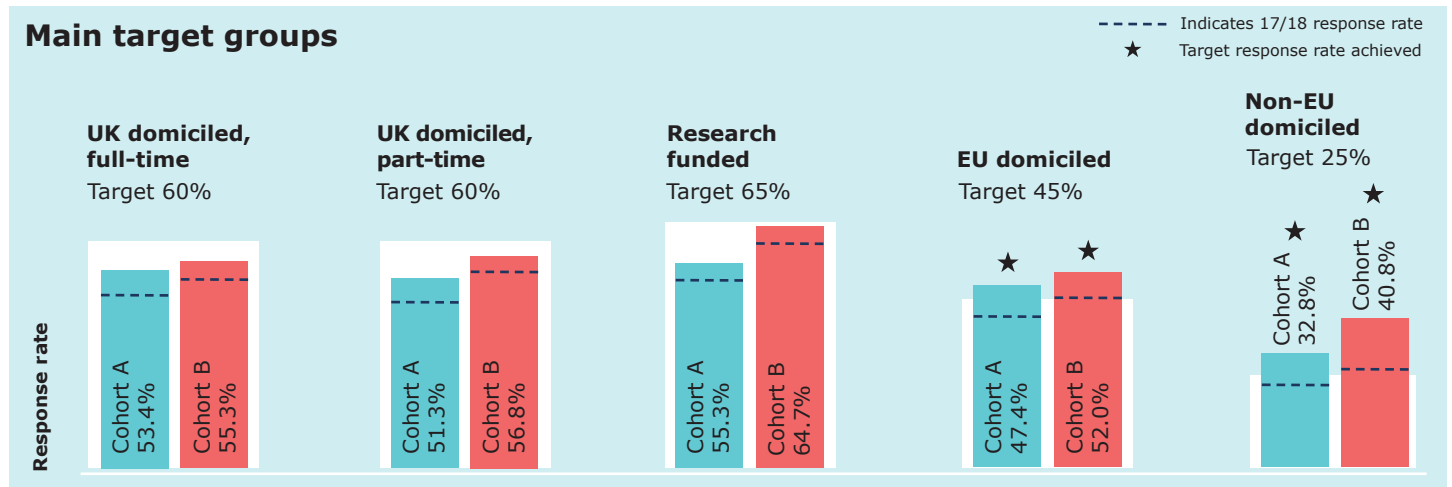


# Cohort B

Opened on **Monday 2 March 2020** and closed on **Sunday 31 May 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.



**51.9%**

Overall cohort B response rate



**21,309** completed responses



### Partial responses 1,507

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 before tax?



Providers in cohort B  
**301**

### Mode of completion:

**Phone 62%**

**Online 38%**

Desktop **35%**  
Mobile **65%**

## Engagement statistics

**7** rounds of email invitations sent

**8** rounds of SMS messages sent

**3** 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 May 2020)**  
[graduateoutcomes.ac.uk](http://graduateoutcomes.ac.uk)

English website: **302,617**

Welsh website: **1,514**

@grad\_outcomes followers: **1,045**

### Best time of day for completions



Phone



Desktop



Mobile

### Best day for completion



WED

### Average time taken to complete

Phone **13** minutes, **54** seconds

Online **10** minutes, **13** seconds

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