Cohort D

GRADUATE OUTCOMES
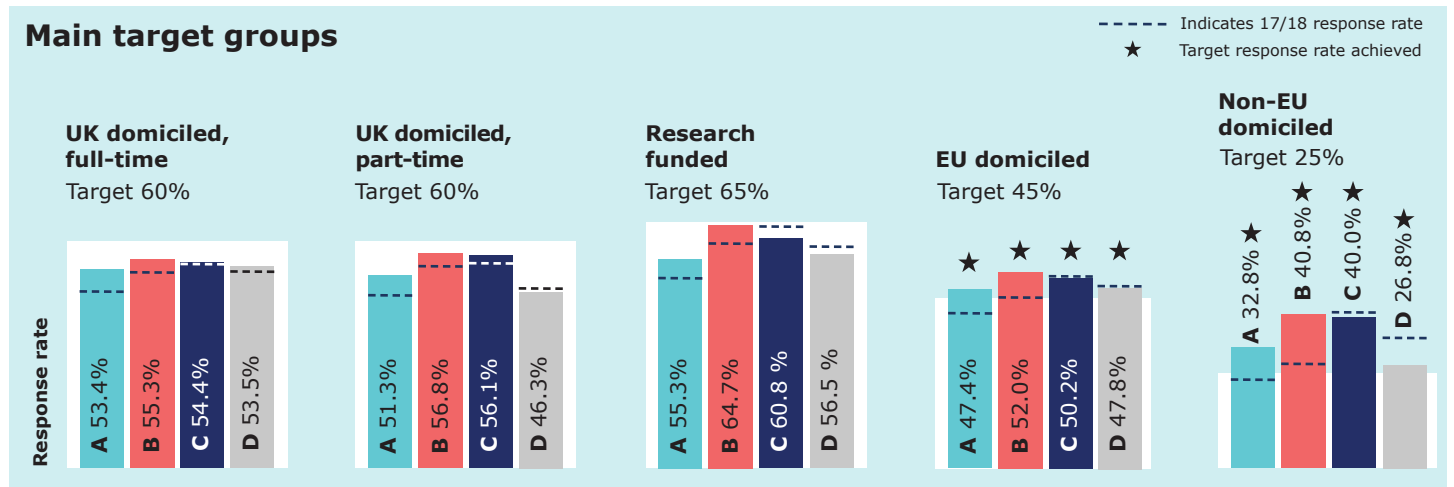
Opened on **Tuesday 1 September 2020** and closed on **Monday 30 November 2020**.

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

- - - - Indicates 17/18 response rate
★ Target response rate achieved

UK domiciled, full-time
Target 60%

Response rate

- A 53.4%
- B 55.3%
- C 54.4%
- D 53.5%

UK domiciled, part-time
Target 60%

- A 51.3%
- B 56.8%
- C 56.1%
- D 46.3%

Research funded
Target 65%

- A 55.3%
- B 64.7%
- C 60.8 %
- D 56.5 %

EU domiciled
Target 45%

- A 47.4%
- B 52.0%
- C 50.2%
- D 47.8%

Non-EU domiciled
Target 25%

- A 32.8%
- B 40.8%
- C 40.0%
- D 26.8%

48.9%

Overall cohort D response rate

269,650 completed responses

Partial responses **20,631**

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

Providers in cohort D **433**

Mode of completion:

Phone **60%**

Online **40%**

Desktop **33%**

Mobile **67%**

Engagement statistics

5 rounds of email invitations sent

6 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 30 November 2020) graduateoutcomes.ac.uk

English website: **326,120**

Welsh website: **1,649**

@grad_outcomes followers: **1,173**

Best time of day for completions

Phone 6-7pm

Desktop 4-5pm

Mobile 4-5pm

Best day for completion

Wed

Average time taken to complete

Phone **14** minutes, **47** seconds

Online **8** minutes, **32** seconds

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

HESA