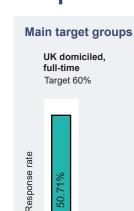
2021/22 collection

Opened on Thursday 1 December 2022 and closed on Thursday 30 November 2023.

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.









THU

★ Target response rate achieved. Research



funded

domiciled Target 45%



Non-EU domiciled Target 20%



21/22 collection response rate



'Home' response rate





31,448 answered at least Q1 but did not go on to complete the survey

351,232 completed responses





Phone



Online 16.02%

Ratio of responses



Cohort D 567,142



Online 40%

Desktop 31% Mobile 69%

Engagement statistics

Best time of day for completions 5-6pm



Best and worst days for completion



Average completion time



Phone 13 minutes, 14 seconds



Online 8 minutes.

10 seconds

3 calls (average) for a completed response

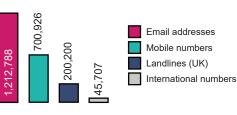
Contact details

2,159,621

individual contact details were collected via the provider portal



of graduates with an email address and phone number supplied



5.94% graduates opted-out



We asked graduates wanting to opt-out for their reasons#

44% I'm not interested in completing the survey

38% I've received too many communications about the survey 22% Other

17% I don't have time to complete the survey

5% Not applicable as I have not graduated

2% I don't know enough about the survey

We asked graduates 'How did you hear about the Graduate Outcomes survey before today?'*

88% Communication from Graduate Outcomes

32% Provider contact

4% Other

2% Social media

1% Graduate Outcomes website

New visual identity



The new visual identity launched on 4 December 2023. If you've not already, you need to urgently update all of your communications materials that show the previous brand.

Our brand toolkit outlines how to engage with the new brand. It includes key messaging, brand guidelines and the digital / physical assets we have supplied to support you.

Visit the brand toolkit >



