

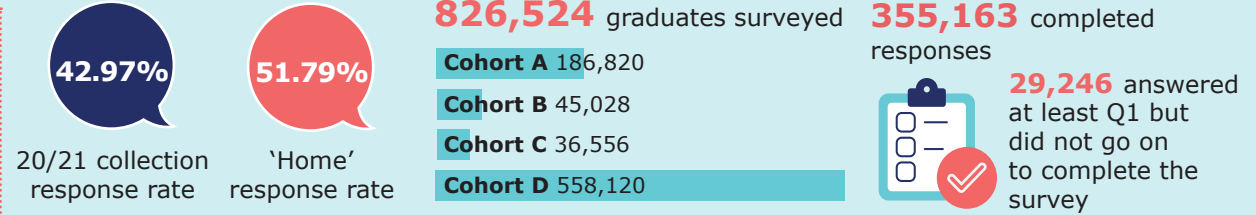
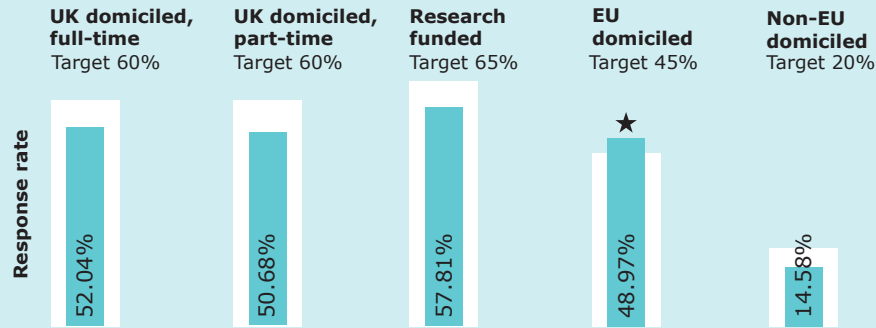
2020/21 collection

Opened on **Wednesday 1 December 2021** and closed on **Wednesday 30 November 2022**

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.



Response rate by mode



Ratio of responses



Engagement statistics

Best time of day for completions



Best and worst days for completion



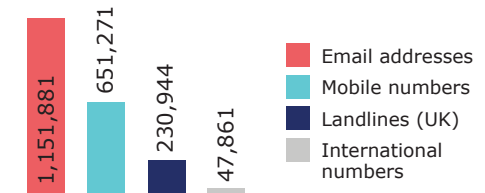
Average completion time



Contact details

2,081,957 individual contact details were collected via the provider portal

83% of graduates with an email address and phone number supplied

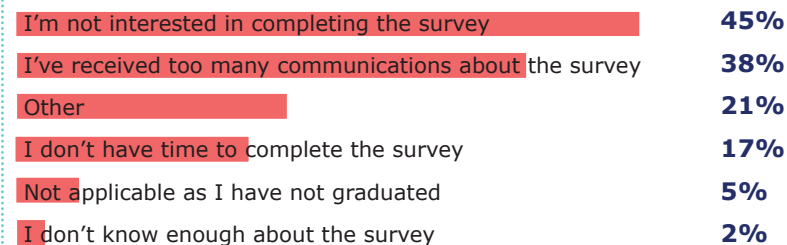


Graduate opt-outs

Percentage opt-out
6.8%



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



Brand awareness

Social media activity

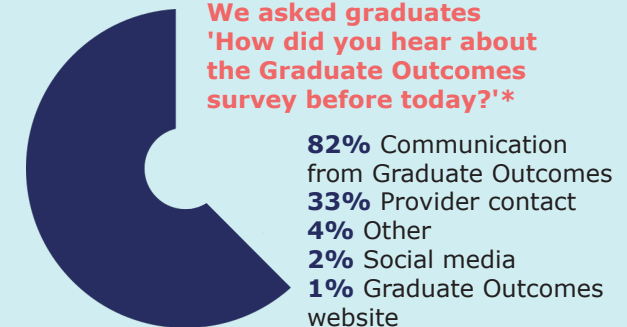
@grad_outcomes tweet impressions (Dec 21 - Nov 22): **over 254,700**



Linkedin update impressions (Dec 21 - Nov 22): **over 100,000**



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



#Question asked to graduates in the opt out process. Percentages exceed 100% as graduates could choose multiple answers.

*Question added at the end of the survey. Answers have been grouped. Percentages exceed 100% as graduates could choose multiple answers.