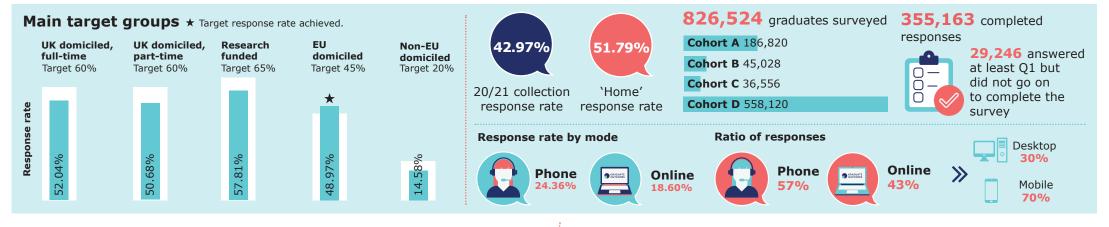
# 2020/21 collection

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.



### **Engagement statistics**

Best time of day for completions





WED



### 1

#### **Average completion time**



Phone **13** minutes, **14** seconds



Online 8 minutes, 7 seconds

3 calls (average) for a completed response

### Contact details

#### 2,081,957

individual contact details were collected via the provider portal



of graduates with an email address and phone number supplied



230,944

Email addresses

Mobile numbers

Landlines (UK)

International numbers

#### **Graduate opt-outs**

Percentage opt-out



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

I'm not interested in completing the survey

I've received too many communications about the survey

Other

I don't have time to complete the survey

Not applicable as I have not graduated

I don't know enough about the survey

2%

## 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?'\*

82% Communication from Graduate Outcomes 33% Provider contact 4% Other 2% Social media 1% Graduate Outcomes website





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

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