

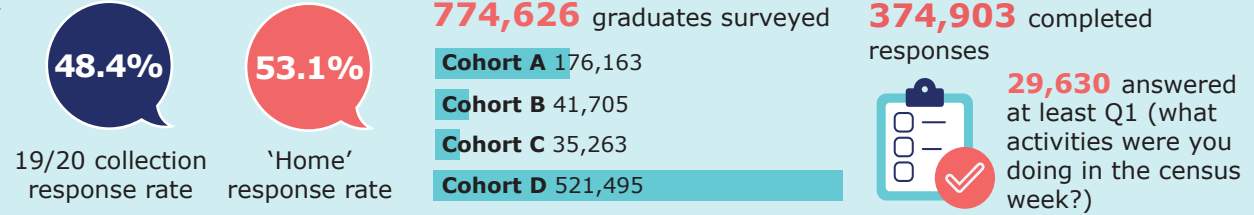
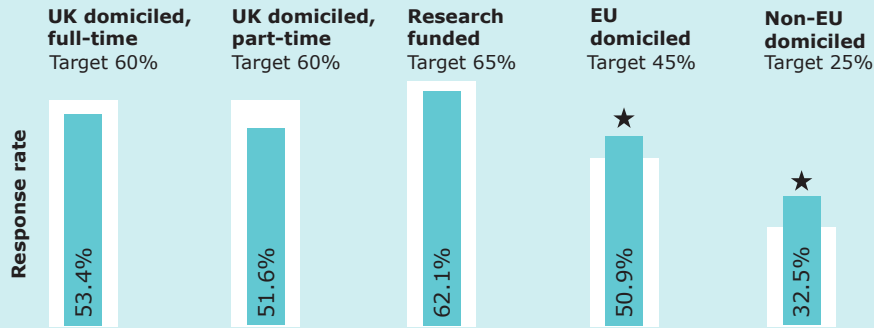
2019/20 collection

Opened on **Tuesday 1 December 2020** and closed on **Tuesday 30 November 2021**.

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.

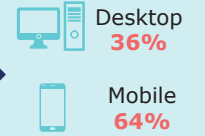
Main target groups ★ Target response rate achieved.



Response rate by mode



Ratio of responses



Engagement statistics

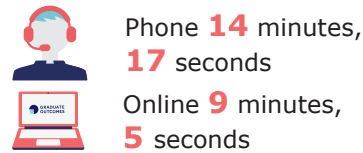
Best time of day for completions



Best and worst days for completion



Average completion time

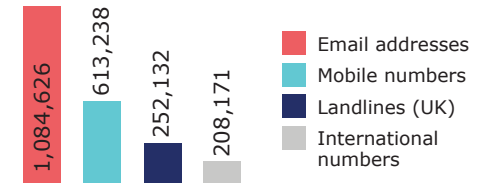


4 calls (average) for a completed response

Contact details

2,158,242 individual contact details were collected via the provider portal

94% of graduates with an email address and phone number supplied

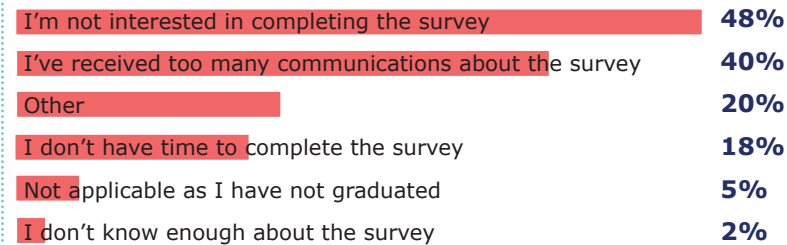


Graduate opt-outs

Percentage opt-out
5.6%



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



Brand awareness

Social media activity

@grad_outcomes tweet impressions (during year three): **over 477,000**

Linkedin update impressions (Jan 21 - Dec 21): **over 123,000**



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

69% Communication from Graduate Outcomes
31% Provider contact
4% Other
1% Social media
1% Graduate Outcomes website

#Question asked to graduates during the opt-out process which was introduced in cohort D. Percentages exceed 100% as graduates could choose multiple answers.

*Question asked at the end of the online survey. Includes data from cohort B to D only. Answers have been grouped. Percentages exceed 100% as graduates could choose multiple answers.