



IFF Research

Destinations of Leavers from Higher Education 08/09 survey

Prepared for HESA
By IFF Research

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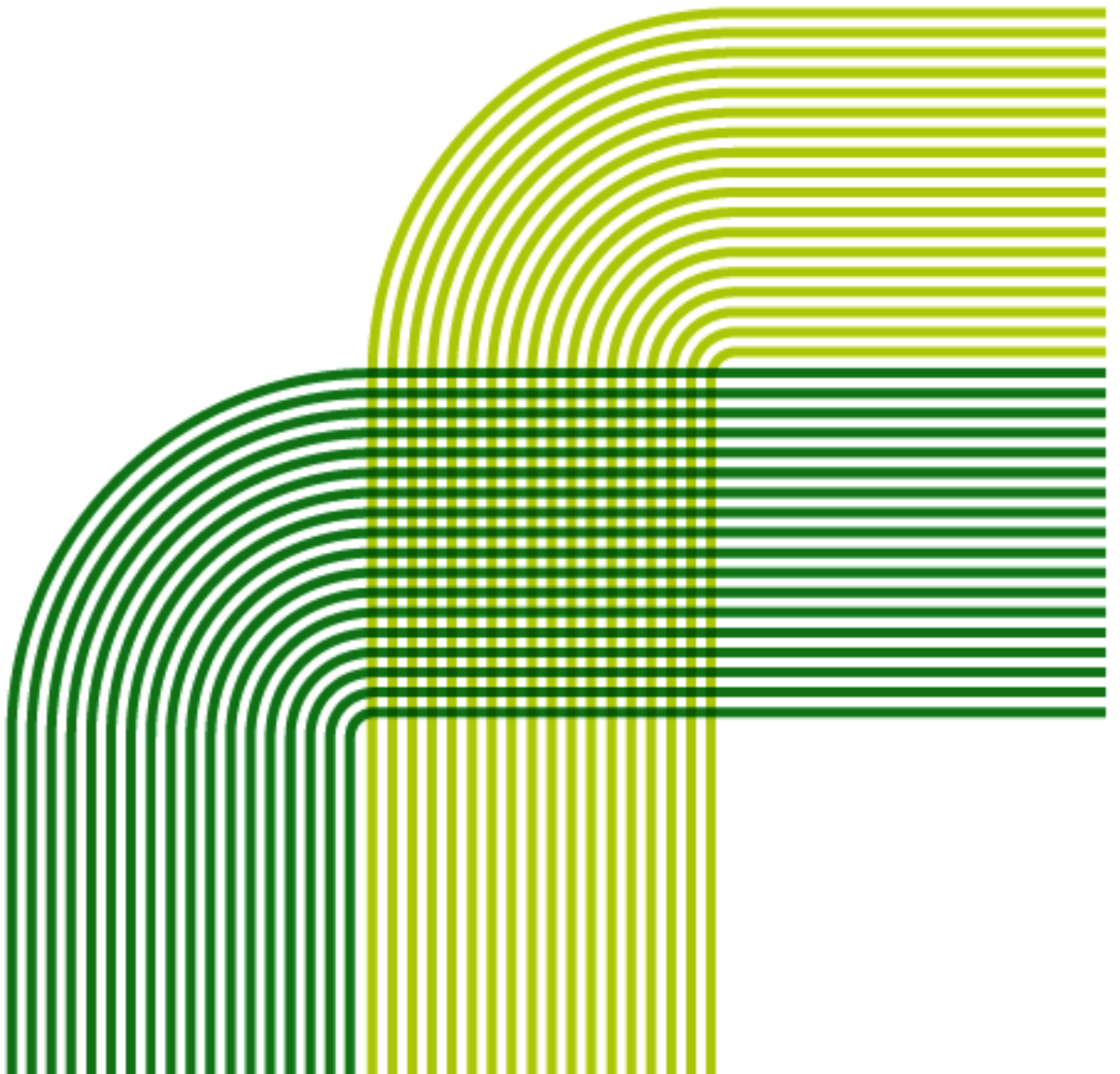




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1 Introduction

- 1.1 The Destinations of Leavers from Higher Education (DLHE) survey is a survey of graduates from Higher Education. It investigates the career patterns of HE graduates.
- 1.2 The survey is conducted in two parts. The first stage, or *early survey*, asks all leavers what they are doing six months after they qualified from their HE course. It is carried out at an institutional level (rather than as a single centralised survey), with the data collected by HEIs returned to HESA. These data are used to prepare statistics about the destinations of qualifiers by HEIs. There has been a heightened emphasis on these data since the introduction of Key Information Sets (KIS) in September 2012. Universities and colleges are now required to provide standardised information for all their undergraduate courses which is published centrally on the Unistats website so that prospective students can make an informed decision about their choice of HE organisation.
- 1.3 The KIS is compiled from data from a number of student / graduate surveys including satisfaction data drawn from the National Student Survey (NSS), information on destinations from the DLHE survey conducted six months after graduation as well as information provided by individual universities and colleges on items such as accommodation costs, tuition fees and learning hours.
- 1.4 The second stage of the DLHE survey, or *longitudinal survey*, to which this technical report relates, is a follow-up survey that looks at the longer term destinations of leavers up to three and a half years after they qualify. This survey is also used to provide national context figures for the KIS.
- 1.5 This is the fourth time the longitudinal survey has been undertaken. The first full-scale longitudinal survey explored the destinations of alumni who left in 2002/03 and took place in winter 2006/07 and since then the careers / activities of the 04/05 and 06/07 cohorts have also been tracked. This fourth survey interviewed those who had graduated from an HEI in 2008/09.
- 1.6 The three previous surveys have adopted a sequential mixed methodology approach incorporating online, postal and telephone fieldwork elements. The approach taken for the fourth survey has altered slightly and is discussed in more detail in the following sections.
- 1.7 The survey initially evolved as a sample survey – i.e. it was designed to seek responses from a specific subset of graduates purposively sampled to include certain demographic groups. As with the third longitudinal survey, as well as drawing a sample of those completing the early survey and attempting to contact these leavers via e-mail, telephone or post, all graduates *not* in the drawn sample but for whom an email address or mobile phone number was available were also invited to take part in the online element, therefore resulting in a much larger cohort for little additional cost. This report refers to the drawn graduates henceforth as Sample 'A' and the remaining (non-drawn) graduates as Sample 'B'.
- 1.8 The aims of this technical report are to describe the various elements of the survey methodology and to provide a full understanding and transparency of the mechanics involved at each stage. The report covers a number of different aspects:
 - A summary of the sampling and fieldwork process (chapter 2)
 - A review of the outcomes of the process of obtaining graduate details from HEIs (chapter 3)
 - An analysis of survey response and non response (chapter 4)
 - A summary of the changes to the questionnaire (chapter 5)



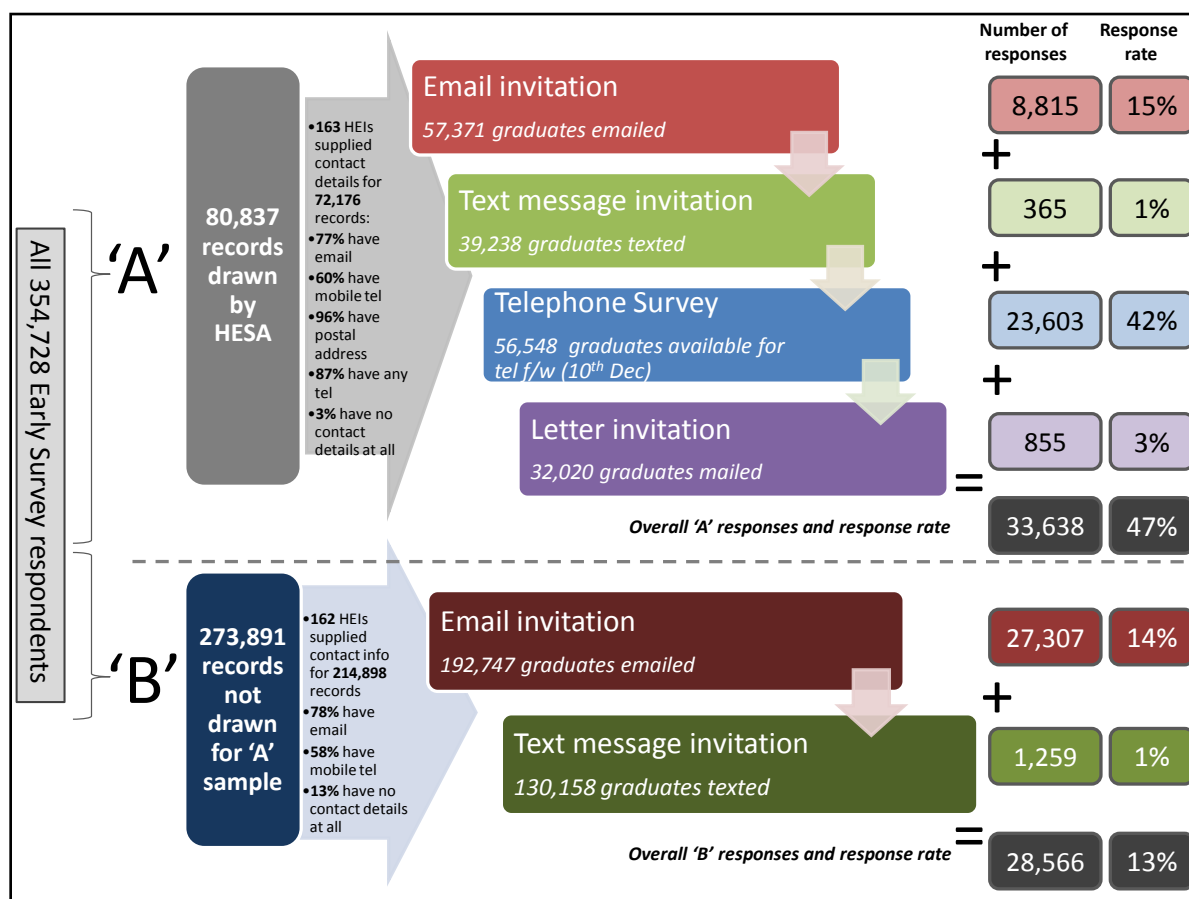
- A description of the weighting / sample combination process (chapter 6)



2 Summary

- 2.1 A total of 80,837 Sample 'A' graduates from 163 Higher Education Institutions (HEIs) were selected for inclusion in the main element of the 08/09 DLHE Longitudinal survey. Contact details (email address, telephone number and postal address) were secured for 72,176 Sample 'A' HE leavers. 33,638 went on to complete the survey, representing a response rate of 42% (47% based on all graduates for whom contact details were secured).
- 2.2 In addition to the main sampled cohort, a further 273,891 Sample 'B' graduates were eligible for the DLHE Longitudinal survey, having already completed the early survey. Contact information (email address or mobile telephone number) was obtained for 214,898 graduates. In total 28,566 Sample 'B' graduates completed the online survey (via email or text invitation) equating to a response rate of 10% (13% of all Sample 'B' graduates for whom contact details were supplied). The graphic below illustrates the core approach taken to the survey, and the level of response at each phase.

Figure 2.1: Summary of survey process and outcomes



- 2.3 Reflecting the increasing numbers going on to study at HE level between the study dates of the cohorts surveyed thus far, the sample of graduates (both Samples 'A' and 'B') eligible for the survey has steadily increased over time. The total number of Early Survey respondents available for survey for the recent 08/09 longitudinal survey represented an 11% increase compared to the 04/05 survey (the first survey which contacted graduates in both Samples 'A' and 'B') – an increase of 9,450 of Sample 'A' graduates and 26,021 Sample 'B' graduates.



- 2.4 The corresponding DLHE Longitudinal overall response rate achieved for the main Sample 'A' has also continued to rise with time, from 44% for the 02/03 DLHE Longitudinal survey to 47% for the most recent¹.
- 2.5 In comparison with previous waves, the number of graduates reported as opting out of the follow-up survey was higher in part due to the addition of a new question at the end of the 07/08 early DLHE survey which explicitly asked whether graduates would be willing to take part in future research. In total 6,699 Sample 'A' graduates opted out of the DLHE Longitudinal survey 08/09 leaving an *effective* starting sample of 74,138.
- 2.6 Therefore a more accurate representation of contactable sample is to report the total number of graduates for whom contact details were secured, as a proportion of those available for survey (or the effective starting sample). In this instance, contact details were supplied for 72,176 Sample 'A' graduates (97% of the effective starting sample), in line with the previous DLHE Longitudinal survey.
- 2.7 Reflecting the trend over the past few waves, the proportion of email addresses supplied by HEIs increased once more. An email address was supplied for 77% of Sample 'A' graduates in the effective starting sample, compared to just under two thirds (60%) supplied for the 2006/07 DLHE Longitudinal survey and just over one third (36%) for the 2004/05 survey. Similarly, the proportions of telephone numbers and postal addresses supplied by HEIs had increased since the 2006/07 survey: a telephone number was held for 87% of graduates in the 2008/09 effective starting sample and a postal address for 96%, compared with 83% and 93% respectively in the 2006/07 survey. This indicates that HEIs are continuing to build up more complete alumni databases over time, perhaps in part due to an increasing awareness of the DLHE Longitudinal survey and its requirement for comprehensive and up to date contact details.
- 2.8 A total of 25,724 Sample 'B' graduates elected to opt out of the DLHE Longitudinal survey either upon completing the early survey or at any point since. This left an effective starting sample of 248,167 Sample 'B' graduates.
- 2.9 In line with Sample 'A' a higher proportion of email addresses was also supplied for graduates in the 'B' sample - 78% of the effective starting sample compared with 61% in 2006/07. In addition, mobile telephone numbers were supplied for 144,893 Sample 'B' graduates meaning that a total of 214,898 (87% of the effective starting sample) were contactable for the survey.
- 2.10 A breakdown of the proportion of contact details provided for graduates eligible for the 08/09 Longitudinal Survey, compared with the previous survey is detailed overleaf. Please note that telephone numbers – specifically mobile telephone numbers – were only collected for graduates in Sample 'B' for the 08/09 survey.

¹ Response rate calculated as the total number of completed interviews as a proportion of all sample supplied with contact details.



Table 2.1: Comparison of proportion of contact details supplied for the 06/07 and 08/09 DLHE Longitudinal Surveys

		Sample 'A'		Sample 'B'	
		06/07	08/09	06/07	08/09
Starting sample / cohort (participants in early DLHE)		70,958	80,837	261,152	273,891
Opt out					
n		1,302	6,699	7,330	25,724
%		2%	8%	3%	9%
Effective starting sample (eligible sample)					
n		69,656	74,138	253,822	248,167
%		98%	92%	97%	91%
% with email address	Starting sample	59%	71%	59%	70%
	Eligible sample	60%	77%	61%	78%
% with tel number	Starting sample	82%	80%	-	53%
	Eligible sample	83%	87%	-	58%
% with postal address	Starting sample	92%	88%	-	-
	Eligible sample	93%	96%	-	-

Survey Coverage

- 2.11 The survey captures a snapshot of the activities that people who graduated during the 2008/09 academic year were engaged in on 26th November 2012.
- 2.12 Where students' main activity was either employment or study, training or research, a detailed description was obtained of:

Employment	Education
When first obtained the particular job	When first started the course of study, training or research
Employer's name, and location of employment	Name and type of HEI
Job role / title and industry working in	Qualification aim and subject
Terms and conditions of contract / salary	Nature of study (full vs. part-time, by research or teaching, length of course)
Size of employing organisation	Funding source
Role of qualification(s) in gaining employment	Motivations for undertaking further study
Motivations for taking the job	
How first found out about position	

- 2.13 In addition, the interview gained details of other qualifications that these graduates had obtained since 2008/09, and explored how they now feel about the course from which they graduated in the academic year 2008/09 and whether or not they considered it good value for money.



- 2.14 The 2008/09 DLHE Longitudinal questionnaire remained largely unchanged from the previous survey. Any changes that were made to the questionnaire are discussed in Chapter 5.

Drawing the starting sample (Sample 'A')

- 2.15 A random sample of leavers was drawn from the DLHE 2008/09 respondents using the proportions detailed below.

Table 2.2: DLHE Longitudinal 2008/09 Survey sampling frame (A sample)

Type of leaver	DLHE Sample size	Actual proportion sampled (Sample 'A')
Ethnic Group		
Black	13,590	33.8%
Asian	27,444	19.7%
Mixed	7,625	67.5%
Other Ethnic Group	3,153	100.0%
Research Students		
Doctorate and Masters Research	7,538	100.0%
Sampling for HEIs in England		
Sandwich – Industrial placement	14,949	38.8%
Sandwich – Year abroad	6,747	50.0%
Leavers in receipt of DSA	12,367	36.8%
Unemployed in DLHE 08/09	22,587	26.8%
Self-employed in DLHE 08/09	9,720	40.3%
Chemistry	2,979	100.0%
Physics	2,670	100.0%
Maths	6,124	39.2%
Engineer	14,905	30.9%
European	6,430	43.2%
Non-European	639	100.0%
Other*	166,435	5.0%
Sampling HEIs in Wales		
HEIs in Wales	19,910	35.4%
Wales domiciled	17,360	41.6%
Sampling for HEIs in Scotland		
HEIs in Scotland	31,331	28.3%
Scotland domiciled	27,400	27.3%
Sampling for HEIs in Northern Ireland		
HEIs in NI	8,151	60.1%
NI domiciled	10,776	60.3%
Total	354,728	22.8%

*= all remaining leavers from English HEIs not explicitly stated above.



Contacting HEIs

- 2.16 HEIs were contacted by the IFF Research Project Team by e-mail and then through a series of follow-up telephone conversations, which were pursued until a database of graduate contacts was successfully received at IFF's offices. The initial e-mail included reassurances as to the Data Protection implications of providing contact details, a template database indicating how the contact details would ideally be provided / formatted and a telephone number and reply e-mail address for the Project Team at IFF. All HEIs were given the name of a dedicated "handler" at IFF, who was their first point of contact.
- 2.17 All 163 HEIs participated in the project providing contact details for a total of 72,176 Sample 'A' graduates (57,371 with an e-mail address, 64,380 with telephone numbers (44,567 mobile and 46,252 landline) and 70,889 with a postal address). Details for 214,898 Sample 'B' graduates were acquired (192,747 with an email address and 144,893 with a mobile telephone number). Further information on the level of information supplied by HEI is provided later in the next chapter.

Survey Stage One: The email invitation

- 2.18 All Sample 'A' graduates for whom we held a (valid) e-mail address were sent an invitation to participate in the online survey on 26th November 2012.
- 2.19 As set out in the recommendations in the technical report for the 06/07 DLHE Longitudinal survey, substantial changes were made to the initial email invitation sent out for the 08/09 survey. The overarching aim was to reduce the overall length, making the message more 'snappy', concise and accessible. These changes were especially important given the increasing numbers of graduates accessing the email invitation (and logging into the survey) on a smartphone and therefore a reduced screen size. Specifically;
- The email subject line was made more concise and included the name of the graduate's HEI, where permission was granted by the HEI.
 - The HESA logo was removed and replaced with the HEI logo, again where permission was granted. This aimed to foster a greater sense of association and thereby encourage participation.
 - The amount of wording in the main body of the text was reduced considerably.
- 2.20 The invitations included a link to the dedicated survey web-site, and were individualised. This website comprised several pages explaining the background to the project, information on HESA and IFF Research and a page on data protection information which contained links to HESA's data protection policy and their registration on the Information Commissioner's website. Copies of the email form Appendix A.
- 2.21 After a week, a reminder e-mail was sent out to all of those who had not already responded to the first invitation. After another few days, a second reminder was sent. A final reminder was sent w/c 25th March, the final week of the fieldwork period.
- 2.22 A total of 57,371 Sample 'A' graduates were emailed of whom 8,815 went on to complete the online survey (a response rate of 15% calculated as a proportion of all graduates for whom an email address was held).
- 2.23 A total of 192,747 Sample 'B' graduates were sent email invitations two weeks after the Sample 'A' initial invites. Again, these graduates were sent 3 email reminders. A total of 27,307 Sample 'B' graduates completed the online survey in direct response to the email invitation, a response rate of 14%.



Survey Stage Two: The text invitation

- 2.24 A new methodological stage was introduced to the 08/09 survey whereby all graduates (from both Samples 'A' and 'B') for whom a mobile telephone number was held who had not already completed the survey online in response to the email invitations were sent a text message invitation. This approach had been tested on a subset of 900 Sample 'A' graduates during the 06/07 survey and yielded a response to suggest that if applied wholesale (i.e. to all those for whom a mobile telephone number was held) would effect an increase in response rate for relatively little cost.
- 2.25 The text message was 158 characters in length (within the 160 character limit) and contained an individualised link which logged the recipient straight into the online survey. To allow for some introductory text, URL rewriting was used to shorten the length of the individualised link freeing up additional characters. Copies of the text form Appendix B.
- 2.26 The text message invitation was sent to Sample 'A' graduates after the second email reminder and before the telephone interviewing phase began. For the purposes of the reporting, any interviews completed online attributed specifically to the text message invitation are identified as those completed within the 3 day window from the time the text message was sent out to the start of the main element of telephone fieldwork (w/c 10th December 2012).
- 2.27 In total 39,238 graduates were sent a text message invitation of whom 365 completed the online survey within the 3 day window, representing a response rate of 0.9% (as a proportion of all graduates sent a text message)².
- 2.28 A similar approach was used with Sample 'B' yielding a similar response.

Survey Stage Three: The telephone survey (Sample 'A' only)

- 2.29 In keeping with the change to the sequence of data collection methodologies for the 06/07 DLHE Longitudinal Survey, the 08/09 survey retained the telephone element immediately after the online survey (whereas prior to the 06/07 survey, telephone interviewing was the final survey stage).
- 2.30 Any sampled graduate who had not responded online by w/c 10th December 2012 and for whom we had a telephone number was then contacted by telephone. Calls were generally made over the weekend or on weekday evenings between 5 and 9pm³.
- 2.31 Contact by telephone was attempted for a total of 56,548 graduates, with 23,603 agreeing to participate in the survey and completing the telephone questionnaire (representing a 42% response rate based on all graduates available for calling at the start of telephone interviewing).
- 2.32 15,611 records proved to be unusable (i.e. telephone numbers were unobtainable or the named graduate was not known at the number and forwarding contact details were not available). This represents 28% of the total amount of available sample at the start of fieldwork. Excluding these records would produce an effective telephone sample population of 40,937 and therefore a response rate of 58%.

² Although Sample 'B' graduates were not included in the telephone survey, the 3 day 'completion window' has been used for comparative purposes.

³ So that graduates living abroad received calls during the evening and weekend daytime in their respective timezones, calls were made from IFF offices over 24 hours.



- 2.33 3,121 graduates refused to take part in the survey (6% of all telephone sample, 8% excluding unusable sample). Further information on the detailed outcomes of the rest of the telephone sample can be found in Chapter 4.

Survey Stage Four: The letter invitation (Sample 'A' only)

- 2.34 The letter invitations were sent out in two separate batches.

1. The first mailing targeted those graduates for whom the only means of contact we held was a postal address (i.e. we had neither a telephone number nor an email address for them) and was sent out w/c 3rd December 2012 to 2,645 graduates. This acted as an important pilot phase given the composition of the postal mailing changed significantly since the previous surveys. Whereas before, the initial mailing comprised an invitation letter, data protection notice, a paper questionnaire and a reply-paid envelope, for the 08/09 survey the mailing simply entailed a reduced length letter invitation (in keeping with the changes to the email invitation) which directed recipients to complete the survey online.

The rationale for diverting the postal sample to the online survey rather than a self-completion paper questionnaire was twofold. Firstly, reducing the number of mailing elements resulted in lower printing and postal costs and secondly, removing the paper questionnaire specifically, was intended to reduce and deliver better quality data. Whereas graduates can skip questions or sections of the paper questionnaire they are required to answer, this isn't the case with the online survey where graduates are unable to skip the core questions.

A reminder mailing was sent out to those who had not responded to the initial mailing by w/c 31st December 2012. A total of 2,465 leavers were mailed the reminder letter. In total 216 postal only sample graduates responded to the letter(s), a response rate of 8%.

2. The main element of postal fieldwork began w/c 4th March 2013 with an initial mailing being sent to those for whom a postal address was held who had not already responded to the survey.

Also marking a break from the previous survey and unlike the 'postal only sample' the main postal sample did **not** receive a reminder letter mailing – a result of extending the telephone fieldwork period. The decision was made in conjunction with HESA with the intention of yielding as many survey responses as possible in the most cost effective way. Consequently, telephone fieldwork was extended by an additional four weeks, thereby condensing the postal fieldwork and allowing enough time for just an initial mailing.

In total 29,375 graduates were included in the main postal sample of whom 639 responded (a response rate of 2%). This represents a significant drop since the corresponding element of fieldwork for the 06/07 survey (when the response to the main mailing – including a reminder – was 10%).

Nevertheless costs associated with the postal element of the survey were significantly reduced and, moreover, the additional interviews achieved as a result of extending the telephone fieldwork period more than made up for the decline in postal responses rates which have been noted across the industry more widely. However among those for whom only a postal address was held, the response rate held (see 4.56 for more details).

Across both phases (postal only and main postal sample) a total of 32,020 initial invitation letters were sent out and a total of 855 graduates responded – a response rate of 3%.



Summary of online completes

- 2.35 The changes to the survey methodology meant that for the 08/09 survey, graduates could complete the online survey via a number of different invitation types. Compared to previous surveys when those completing the online survey did so almost exclusively as a result of being sent an email invitation, for the 08/09 survey, Sample 'A' graduates were directed to the online survey by a combination of email, text or letter invitations.
- 2.36 Through this combination of survey invitations, a total of **10,035** Sample 'A' graduates completed the online survey (in response to either the email, text or letter invitation). **28,566** Sample 'B' graduates completed the survey online prompted by either an email or text invite). A breakdown of online completes as a result of specific invitations is detailed in the table below.

Table 2.3: Breakdown of interviews completed online according to survey invitation

Type of invitation	Total sample sent invitation type	Total responding to invitation	Response rate (Total Sample)	Response rate (Total sent invitation)
Sample A				
Email	57,371	8,815	11%	15%
Text message	39,238	365	<1%	1%
Letter	32,020	855	1%	3%
Sample B				
Email	192,747	27,307	10%	14%
Text message	130,158	1,259	< 1%	1%

- 2.37 Among those graduates in Sample 'A' who completed online, 16% did so using their mobile phones, with a further 6% using a tablet device, highlighting the importance of an online survey that is designed to fit smaller screens. These figures were slightly higher among Sample 'B' graduates, at 20% and 7% respectively.

Data coding

- 2.38 Subsequent to fieldwork (i.e. the receipt of online responses, or the conduct of a telephone interview) verbatim responses were coded to official classifications (in the case of industry, occupation and/or education data) and/or to code frames developed by IFF to classify responses to some of the more open survey questions (e.g. activities engaged in on 26th November).
- 2.39 As with the previous wave of the survey, the "triangulation" method was used for the approach to coding Standard Industrial Classification (SIC) and Standard Occupational Classification (SOC) descriptions. This involved looking at the employer name, description of employer's business activity and job title and role alongside one another allowing for a more complete picture when coding SIC and SOC.
- 2.40 Responses were also grouped together thematically to ensure that verbatim was coded efficiently and by peer groups (e.g. research students) as a way of maximising the data available.



Building the data files

- 2.41 In advance of building the final data file IFF and HESA agreed to a test delivery of coded and edited data w/c 28th January 2013. This enabled HESA to test the data upload process and the checking procedures that would be carried out on the final dataset. Part of this process involved the production of a technical specification which detailed the following;
- Field names, types and widths
 - Valid field values and labels
 - Information on the data validation process
- 2.42 The final phase of producing a data file was to quality control / logic check the combined data file, making amends to correct for one-off and systematic errors in responses.



3 Accessing contact details

- 3.1 In this chapter we review the outcomes of the process of obtaining sample (graduate contact details) from HEIs.
- 3.2 A total of 163 HEIs were approached to participate in the survey, all of which provided contact details for graduates in Sample 'A'. 162 of these HEIs were also required to provide email addresses and mobile phone numbers for Sample 'B' graduates⁴.

Volume and "type" of contact details provided

Sample 'A'

- 3.3 HEIs were asked to provide as many e-mail and postal addresses and telephone numbers as possible for the specified sample of 2008/09 graduates. In total, contact details were sought for a total of 80,837 Sample 'A' graduates.
- 3.4 HEIs marked 6,699 Sample 'A' records as having opted out of the survey, either because they had opted out of the longitudinal study at the early DLHE phase or because they had subsequently requested their HEI not to pass on their details to any third party organisation. This left an *effective* starting sample of 74,138 Sample 'A' graduates, which provides the basis for the proportions of contact details given in this chapter.
- 3.5 Some form of contact detail was provided for 72,176 of these graduates, or 97% of the effective starting sample. This was comparable to the 2006/07 Longitudinal Survey for which contact details were available for 96% of the sample.
- 3.6 Table 3.1 overleaf shows the number of providers supplying different proportions of (different types of) contact details for sampled graduates.
- 3.7 All HEIs provided some form of contact detail for at least 70% of the graduates in the effective starting sample. Indeed, 106 participating HEIs (just under two thirds of the total of participating HEIs) provided some form of contact detail for all of the graduates for whom contact details were sought, once opt outs were accounted for, and just under nine-tenths gave contact details for 95% or more graduates.
- 3.8 Postal addresses remained the most common form of contact detail provided and were supplied for 96% of graduates in the effective starting sample (70,889 graduates in total). All HEIs provided postal addresses for at least 70% of graduates sampled.
- 3.9 A landline or mobile telephone number was provided for nearly nine-tenths of graduates. After submitting phone numbers for 40% of their graduates, one HEI requested we only contact their graduates by email. Consequently, these records were not included in telephone fieldwork.
- 3.10 There were just four HEIs that could only provide telephone numbers for under half of their graduates in the effective starting sample. However, the majority of their graduates still had access to the survey as each university was able to provide a higher proportion of alternative details.

⁴ One HEI was not required to provide contact details for Sample 'B' as all graduates were research students and therefore included in Sample 'A'.



Table 3.1: Number of HEIs providing contact details of different types for sampled (A) graduates in different proportions

Proportion of contact details provided	Sample 'A' HEIs					
	Any form of contact	Postal address	Telephone number	Landline number	Mobile Phone	Email address
100%	106	86	30	0	6	19
95 to 99%	39	41	59	1	11	26
90 to 94%	6	15	22	4	15	21
80 to 89%	8	15	25	41	38	31
70 to 79%	4	6	10	35	21	25
60 to 69%	0	0	8	26	17	19
50 to 59%	0	0	3	27	14	8
40 to 49%	0	0	2	10	9	6
30 to 39%	0	0	0	3	10	3
20 to 29%	0	0	1	6	9	3
10 to 19%	0	0	2	2	8	1
1 to 9%	0	0	0	6	4	0
0%	0	0	1	2	1	1
Proportion of effective starting sample	97%	96%	87%	62%	60%	77%
Total number of contacts	72,176	70,889	64,380	46,095	44,567	57,371
Base: all participating HEIs (163)						

- 3.11 Overall, thirty HEIs provided telephone numbers for all contacts in their effective starting sample and a further 106 provided telephone contacts for between 80% and 99% of the graduates sampled. Six HEIs provided telephone contact details for fewer than half of their graduates compared with twelve on the 2006/07 survey. Only one of these provided no telephone contacts at all.
- 3.12 Table 3.1 also shows the proportion of graduates for which either a landline or mobile phone number was given. This reflects the fact that HEIs were specifically requested to provide both forms of contact such that graduates could be invited to the survey through a text message invite.
- 3.13 A landline number was supplied for around six-tenths (62%) of the effective starting sample (72% of sample with any telephone number) and a mobile number was supplied for a similar proportion: 60% of the effective starting sample and 69% of all sample with a telephone number. This latter figure represented an increase of 12% from the 2006/07 survey, indicating the improvement in provision of mobile phone numbers this year.
- 3.14 In line with the trend seen with previous DLHE Longitudinal surveys the proportion of e-mail addresses supplied in the 2008/09 survey increased again, to 77% (from 59% in the 2006/07 survey). Nearly three in ten (28%) HEIs provided email addresses for at least 95% of their graduates compared with 12% in the 2006/07 survey. Only one HEI was unable to provide any email addresses, however once more a majority of their graduates still had access to the survey as this HEI was able to provide a high proportion of alternative contact details.



- 3.15 Overall, the sampling process was a great success; all HEIs participated and provided some form of contact detail for at least 70% of their graduates and some form of contact detail was provided for 97% of graduates in the effective starting Sample 'A'.
- 3.16 Accordingly, the usable sample of contactable graduates closely mirrored the initial survey sample in most respects. That is, there were no particular demographic sub-groups for whom we were markedly less able to gather contact details, and there was no marked skew in the usable sample⁵. Most sub-groups of graduates were represented in similar proportions in the effective sample.

Sample 'B'

- 3.17 In addition to supplying as many forms of contact detail as possible for the selected Sample 'A', HEIs were asked to provide email addresses for the rest of the cohort who had completed the Early DLHE Survey (Sample 'B'). Marking a departure from previous Long DLHE surveys HEIs were also asked to supply mobile phone numbers for the first time due to the introduction of the text message invitation to the 2008/09 survey. As the total Early DLHE population comprised 354,728 graduates and 80,837 were in Sample 'A', this meant asking for contact details for a further 273,891 graduates.
- 3.18 The effective starting Sample 'B' population for the survey was 248,167 graduates, as 25,724 records were marked by HEIs as opt outs.
- 3.19 Table 3.2 overleaf shows the number of providers supplying different proportions of e-mail addresses and mobile phone numbers for Sample 'B' graduates.

Table 3.2: Number of HEIs providing contact details of different types for Sample 'B' graduates in different proportions

Proportion of contact details provided	Sample 'B' HEIs		
	Any form of contact	Email address	Mobile Phone
100%	25	16	1
95 to 99%	53	27	10
90 to 94%	27	23	19
80 to 89%	27	28	34
70 to 79%	14	25	21
60 to 69%	7	18	25
50 to 59%	3	8	8
40 to 49%	4	8	8
30 to 39%	1	5	7
20 to 29%	1	1	7
10 to 19%	0	2	5
1 to 9%	0	0	11
0%	0	1	6
Proportion of effective starting sample	87%	78%	58%
Total number of contacts	214,898	192,747	144,893
Base: all HEIs (162)			

⁵ Although the purposive sample design means that the sample was not wholly representative of the Class of 2008/09.



- 3.20 As one might expect, the proportion of Sample 'B' graduates for which email addresses were available was similar to the proportion among Sample 'A' graduates, at 78%. In total an email address was supplied for 192,747 Sample 'B' graduates. The addition of the invitation by text message meant that the proportion of the effective starting Sample 'B' that was contactable was 87%.
- 3.21 When combining Samples 'A' and 'B', contact details were acquired for a total of 287,074 graduates, representing 81% of the total Early DLHE population (up from 66% for the 06/07 DLHE Longitudinal survey).



4 Survey response and non-response

- 4.1 This chapter discusses the response rate to the survey, i.e. the number of graduates that completed the survey expressed as a proportion of those that were eligible to take part. Sample 'A' and Sample 'B' response rates are considered in turn, looking at response patterns to the different survey invitations within each sample type. Demographic variations in response, whether particular groups of graduates were more or less likely to respond to the survey, are examined as part of this.
- 4.2 A total of 62,204 (Sample 'A' and 'B') graduates completed the 2008/09 DLHE Longitudinal Survey. The sections below provide a more detailed breakdown of response by sample type beginning with Sample 'A'. Response rates among the 'B' sample are considered from paragraph 4.63 onwards.

Overall response – Sample 'A'

- 4.3 Among the 'A' sample, 33,638 questionnaires were completed, representing a response rate of 42% against the starting sample. Looking just among those graduates for whom contact details were provided (the 'contactable sample') a response rate of 47% was achieved.
- 4.4 This is higher than that achieved in the 2006/07 DLHE Longitudinal Survey (where response rates of 41% and 44% respectively were achieved) and higher still than that achieved in 2004/05 DLHE Longitudinal Survey (37% and 39% respectively).
- 4.5 At an overall level (before adjusting for design effects), findings from Sample 'A' can be reported with a statistical error of $\pm 0.5\%$ (at the 95% confidence level, for findings of 50%) – a very high degree of statistical confidence. That is, if the survey reports that 50% of all 2008/09 graduates share a characteristic or experience, the "real" value is 95% likely to lie between 49.5% and 50.5%.
- 4.6 The extent of statistical confidence for various sub-groups of the sample naturally drops below these overall levels. The table in Appendix D shows the confidence intervals with which findings can be reported for some of the key survey sub-groups. In each case, the figure given ($\pm XX\%$) indicates the statistical error associated with findings of 50% for the sub-group in question, at the 95% confidence interval. Thus we can be 95% confident that a finding of 50% associated with graduates in Subjects Allied to Medicine means that the true response / finding lies between 48.2% and 51.8% (i.e. the SE is $\pm 1.8\%$).
- 4.7 It should be noted that for findings which are considerably above or below 50%, the statistical error will reduce. By contrast, where reported findings relate to questions not asked of all of the sub-group (e.g. if one is looking at findings among all black graduates who were engaged in study, training or research on 26th November 2012) then the statistical error will increase – and sometimes considerably.
- 4.8 There was some variation in response rates among different sub-groups of graduates (see tables in Appendix E). Response rates given overleaf and in the Appendix tables refer to the response rate among the *contactable sample* (i.e. all those that were given an opportunity to respond), rather than the response rate all those in the *starting sample* (i.e. those that were selected for inclusion in the initial survey sample).
- 4.9 Response rates by key demographics variables (gender, age and ethnicity) are broadly in line with previous DLHE Longitudinal surveys, with particular exceptions noted overleaf.
- 4.10 Women were equally as likely to respond as men (47% vs. 46% response), marking an alignment in response rate by gender compared to the previous survey when women were more likely to respond (45% compared to 42% of men).

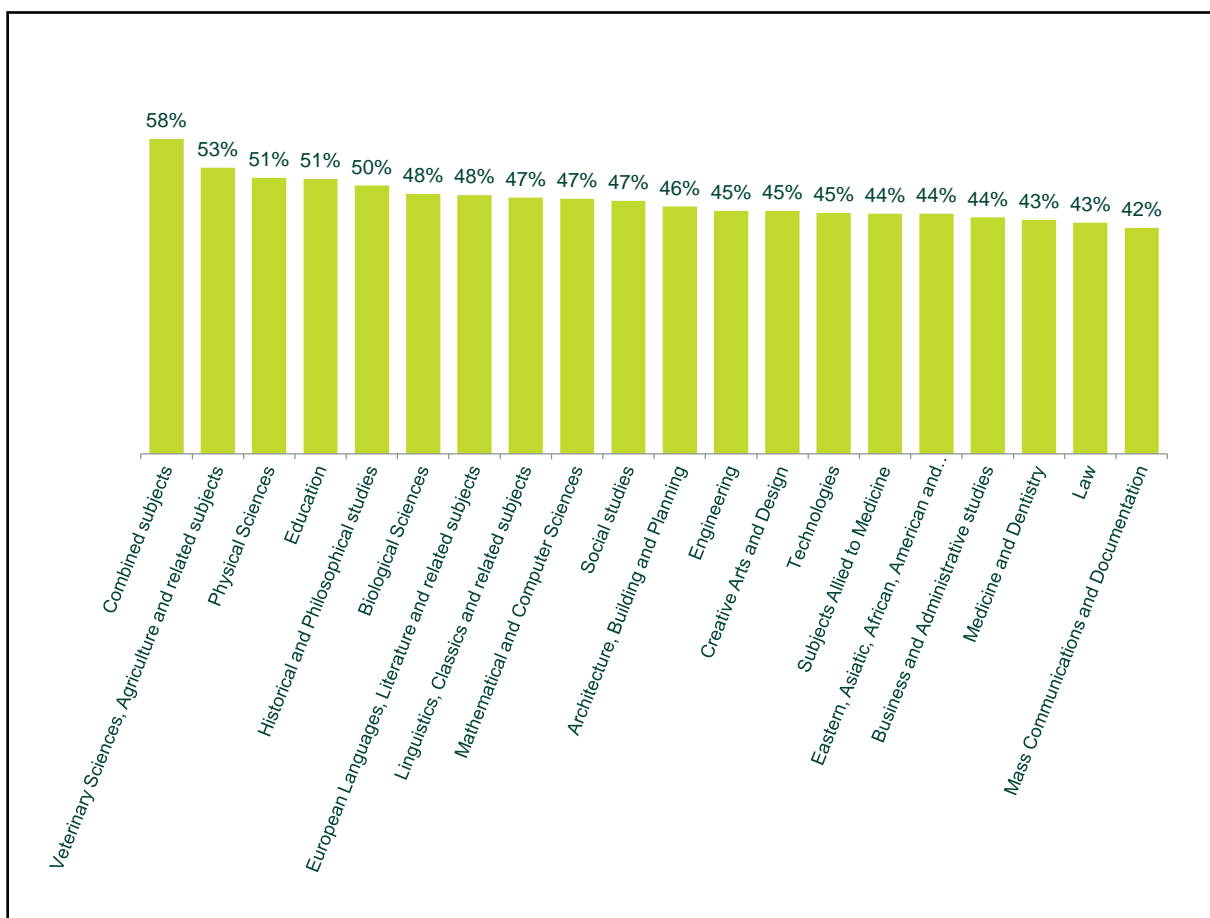


- 4.11 As seen with the previous survey, older graduates were particularly likely to respond to the survey; among those in the contactable sample, 51% of those aged 41 to 50, and 58% of those aged 51 or more, completed the survey.
- 4.12 White graduates were more likely to respond than non-white graduates and Black graduates remained the least likely to respond; nearly two-fifths (39%) of Black graduates for whom contact details were provided responded.
- 4.13 Those graduating from 'other' postgraduate qualifications (i.e. neither postgraduate research nor postgraduate taught graduates) along with those with a First Degree were most likely to respond to the survey according to course type (49% and 48% respectively). The lowest response rate was found among graduates of 'other' undergraduate degrees (i.e. not first degree graduates) (40%).
- 4.14 Response rates by subject of study tended to vary somewhat, with a difference of 16 percentage points between the highest and lowest response rates. Figure 4.1 illustrates the range of response rates by subject of study.
- 4.15 Consistent with previous DLHE Longitudinal Surveys, some of the highest response rates were found among graduates of combined subjects (58%), Veterinary, Agriculture and related subjects (53%), Education (51%) and physical sciences (51%). Those graduating from Law were still among the least likely to respond (43%), although graduates from Mass Communication and Documentation had the lowest response rate (42%). Further detail on response by subject area can be found in Figure 4.1 overleaf⁶.

⁶ For analysis purposes where graduates achieved a single qualification aim covering more than one subject area, the subject returned in the F_SBJ1 field in the original sample file supplied by HESA was assigned.



Figure 4.1: Survey response by subject of study



4.16 At an HEI level, where interviews were achieved, the response rate varied from 20% to 67%, although most fell within the 40% to 59% range (Table 4.1), with an overall response rate of 47%.

4.17 Reflecting the increase in the overall response rate since the previous survey, the proportion of HEIs with a response rate of 50% of higher increased by almost half from 30% to 44% and correspondingly, the proportion of HEIs with a response rate of between 30% and 39% reduced by half since the previous survey from 18% to 9%.

Table 4.1: Number of HEIs for which different levels of response achieved

Response rate achieved	Number of HEIs 06/07	Number of HEIs 08/09
<i>Base</i>	164	163
60%+	9	11
50% to 59%	39	60
40% to 49%	79	71
30% to 39%	29	14
20% to 29%	5	6
10% to 19%	2	0
1% to 9%	0	0
Less than 1%	1	1

- 4.18 Finally looking at response rates by HEI location, graduates from HEIs in Northern Ireland and Scotland (53% and 48% respectively) were more likely to respond than graduates from HEIs in England and Wales (46% and 45% respectively). This differs to the 2006/07 DLHE Longitudinal Survey where graduates from Wales were among to most likely to respond (along with graduates from Northern Ireland) (Table 4.2).

Table 4.2: Response rate by HEI location

Location of HEI	Response rate 06/07	Response rate 08/09
<i>Base</i>	164	163
Northern Ireland	48%	53%
Scotland	43%	48%
England	43%	46%
Wales	46%	45%

Summary of Survey Methodology – Sample ‘A’

- 4.19 As outlined in earlier sections changes were made to the 08/09 DLHE Longitudinal survey process. The number of data collection methods reduced to include just online or telephone collection while the number of the types of invitations sent to graduates asking them to participate in the survey increased from three to four with the addition of a mobile text invitation.
- 4.20 The first stage of the survey invited all graduates for whom an email address was held to complete the survey online through an email invitation. During the second week of fieldwork, those for whom we held a mobile telephone number (and had not already completed the survey in response to the email invitation) were sent a text message invite. A few days later all those who had not responded and for whom we were supplied a telephone number (either landline or mobile) were called. This element of interviewing lasted until early March at which point any graduate with a postal address who had not completed was sent a letter invitation. The survey closed with a final email reminder to all those for whom an email address was held and had at least started the survey.
- 4.21 Each survey stage will be discussed in more detail in the following sections with both the response rates and quality of sample in relation to the email, text and letter invitations as well as the telephone survey considered separately.

Email invitations – Sample ‘A’

- 4.22 Email addresses were supplied for 57,371 Sample ‘A’ graduates of whom 8,815 graduates completed the online survey as a result of the email invitation specifically⁷. This equates to 15% of graduates for whom we held an email address. Tables in Appendix G provide more information on the response rates following the email invitation.
- 4.23 An invitation to participate in the online survey was sent out throughout w/c 26th November 2012. Email invitations were sent during the evening as previous in-house work indicated that mailouts sent at this time yielded the highest responses.

⁷ The total number of online completes attributed specifically to the email invitation was calculated as the sum of all graduates sent an email invite and completing the survey online before the launch of the text message and all those completing after the final email reminder was sent out in the final week of the survey period.



- 4.24 Subsequent reminder emails were sent out a few days later and on 3rd December. A final reminder was sent out on 18th March 2013, near the end of fieldwork.
- 4.25 In response to recommendations made by IFF Research to HESA after the previous survey in relation to further improving response rate, the design and content of the email invitations sent out as part of the 08/09 survey were changed considerably. In an attempt to further tailor emails sent to specific alumni, where permission had been granted by HEIs, email invitations included institutional logos. Additionally, the name of the HEI from where the HE leaver graduated was included in both the subject line and sender name of the email (again where HEIs had given consent).
- 4.26 In total 46,619 graduates were emailed an invitation which included the logo of the HEI from which they graduated; the remaining graduates simply received an IFF branded email. Analysis indicates that the incorporation of the graduates' HEI logo did not have a discernible impact on response rate as both invitation types yielded the same level of response (15%).
- 4.27 Finally, the length of the email was reduced substantially with the aim of making the email appear more concise and accessible particularly to those viewing the email on a smartphone.
- 4.28 Copies of the e-mail invitations form Appendix A of the report.
- 4.29 Some key variations in email response by demographic variables were:
- Those aged 51+ were the most likely to respond to the email invite (21%).
 - In terms of ethnicity, Asian and Black graduates were least likely to respond (10% and 11% respectively) whereas those of unknown ethnic origin or for whom this information was not available were most likely to reply (18%).
 - Those who had graduated from a higher research degree were particularly likely to reply to the email invite (23%), as well as those who had studied Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects (22%), combined subjects (22%) and Physical sciences (21%).
 - Graduates from HEIs in Northern Ireland were particularly unlikely to reply to the email invite (6%).
- 4.30 Response trends by sub-group generally reflected those seen in relation to the overall response patterns for Sample 'A' with the exception of course type where graduates from higher research degrees had the highest response rate (23%).

Quality of email addresses – Sample 'A'

- 4.31 Prior to being used, all email addresses went through a 'cleaning' process to identify emails which were not in the correct format (e.g. missing an '@' sign) or with common typos (e.g. 'hotmail.con rather than hotmail.com) and where possible these errors were corrected.
- 4.32 However, in total, 7,107 graduates for whom we held an email addresses were unreachable via this method either because they were classified as undeliverable (e.g. because the address was not known), or because they were 'soft bounce backs' (where the email was successfully sent but a message was later received from the recipient's mail server saying that it could not be delivered for example because their inbox was full)⁸. This represents 12% of all sample for which an email address was held. For the remainder of this report 'undeliverables' includes emails that bounced back as well as those where the address was not known.

⁸ Where two email addresses were supplied for a graduate, then both had to be unreachable to be included in this category.



4.33 Tables in Appendix F(1) provide more information on the quality of e-mail contact details supplied by HEIs, detailing the proportion of undelivered e-mails by a number of key demographics.

4.34 Some key variations in email quality by demographic variables were:

- As seen in previous DLHE Longitudinal Surveys, there was variation in e-mail quality by HEI location. Nearly one-fifth (19%) of the email sample of graduates from HEIs in Wales was undeliverable, compared to 4% of the sample of graduates from HEIs in Northern Ireland.
- However, the quality of the email sample of graduates from HEIs in Wales has nonetheless improved relative to previous DLHE Longitudinal Surveys. In the 2004/05 DLHE Longitudinal Survey 50% of emails were undeliverable; in the 2006/07 Survey this figure was 25%.
- Consistent with previous DLHE Surveys, there was little variation in email quality with respect to gender and ethnicity, although email addresses belonging to graduates from mixed backgrounds were slightly less likely to be successfully delivered (13%) than emails sent to graduates from Black and Asian backgrounds (both 11%).
- Over time, the variation in email quality by age has diminished such that there were no significant differences by age group in the 2008/09 survey.
- By course type, the highest proportion of undeliverable emails was observed among graduates from higher degrees research (14%), however this did not impact adversely on the response rate among this group (who were still most likely to complete in response to the email invitation).
- The lowest proportions of undeliverable emails were observed among graduates from higher degrees taught or postgraduate degrees (both 9%).
- Looking at email quality by subject, graduates from Medicine and Dentistry had the poorest quality email addresses, with 16% of emails undeliverable.



Text message invitations – Sample ‘A’

- 4.35 The inclusion of a text message invitation represented the most marked change to the 08/09 survey methodology and was introduced in response to the proliferation of mobile devices and the evolving ways by which respondents are able to complete online surveys.
- 4.36 Text message invitations were sent out to all those for whom we were supplied a mobile telephone number and had not already completed the online survey - a total of 39,238 graduates. The text message was 158 characters in length (within the 160 character limit) and contained an individualised link which logged the recipient straight into the online survey. To allow for some introductory text, URL rewriting was used to shorten the length of the individualised link freeing up additional characters. Copies of the text message invitations form Appendix B.
- 4.37 365 graduates completed the online survey equating to a response rate of 0.9%⁹. A total of 12,855 text messages were not delivered representing 33% of all text messages sent. Reasons for texts messages being undeliverable varied and included:
- Phone turned off for a period of 4 consecutive days or longer
 - Out of network range (and not back in range within 4 days of the message being sent)
 - Full inbox
 - Abroad with no roaming signal
 - Phone operated on a pay-as-you go sim card no longer in use
 - Incorrect phone number
- 4.38 Therefore if the response rate is calculated as the total number of interviews completed during this period as a proportion of all texts successfully delivered (26,383), the response to the text message would rise slightly to 1.4%.
- 4.39 Given the small base sizes involved, differences in response by key demographic variables are minimal and should be viewed cautiously. However there are some emerging trends:
- Women were more likely to complete the survey online in response to the text message invitation than men (1% versus 0.7%).
 - In terms of ethnicity, the two groups with the highest response rates were Black (1%) (among whom overall response rate was lowest) and White (0.9%) graduates. The lowest response rates were seen among graduates from mixed and other ethnic backgrounds (0.5% and 0.4% respectively).
 - There was also variation in response rates by course type, with graduates from higher research degrees yielding the highest response rate (1.1%).

⁹ The total number of online completes attributed specifically to the text invitation was calculated as all graduates sent a text message and completing the survey online before the launch of the main element of telephone fieldwork.



Telephone Survey – Sample ‘A’

- 4.40 Telephone interviewing commenced on Monday 3rd December 2012. Initially telephone number details for all those who had supplied just a landline number and neither a mobile number nor an email address were loaded into the CATI software.
- 4.41 Telephone interviews with all other graduates for whom a telephone number was held (landline and / or mobile) and had not already completed or actively refused to take part in the online survey began the following week, Monday 10th December. This meant that the total contactable sample available for the telephone stage of fieldwork was some 56,548 graduates.

Quality of telephone contact details

- 4.42 In total 15,611 records proved to be unusable (i.e. telephone numbers were unobtainable, or the named graduate was not known at the number and forwarding contact details were not available). This represents more than one quarter of the total amount of available sample at the start of fieldwork (28%). This marks an increase of 5 percentage points since the previous survey, although levels of unusable telephone numbers did not return to the levels reported for the 04/05 survey when 46% of the starting telephone sample was unusable. The increase in the number of unusable telephone records may in part reflect the quality of the extra mobile numbers that HEIs were specifically asked to supply for this survey, which, as reported earlier in this chapter, did not successfully receive the text message invitation.
- 4.43 Tables in Appendix K provide more information on the quality of telephone contact details supplied by detailing the proportion of unusable telephone numbers by key sample demographics.

Telephone response rate and differences by demographics

- 4.44 The starting sample available for the telephone fieldwork phase comprised 56,548 graduates. Of these, 23,603 completed the survey over the telephone. This represents a response rate of 42%, based on total contactable sample. This is an increase on the 37% response rate achieved for this method in the 2006/07 DLHE Longitudinal Survey.
- 4.45 As a proportion of all sample supplied (irrespective of whether this came with an e-mail, postal address or phone number) the telephone response rate is 29%, in keeping with the 2006/07 DLHE Longitudinal Survey.
- 4.46 Tables in Appendix K show how levels of response varied by key demographics and are summarised below:
- There are no differences by gender in terms of telephone response rates
 - Older graduates tended to be more likely to respond than their younger counterparts. Those aged 51 or over had a response rate of 58%. This figure was 42% for those aged 31 to 40 and 44% for those aged 26 to 30.
 - While Asian graduates were among those least likely to respond to the online survey, they were among the groups, along with White graduates, who were more likely to complete a telephone interview. The response rates for White and Asian graduates were 43% and 41%.
 - Those who had completed a higher degree research or higher degree taught, were the least likely to complete over the telephone (both 39%). This is a reversal of the pattern seen in the online survey, where these groups were the most likely to respond.



- There was some variation in response by course studied, with the highest response rate found among graduates of combined subjects or Education (48%). Graduates of Law (39%), Mass Communications and Documentation (37%) and Eastern, Asiatic, African, American and Australasian Languages, Literature and related subject (34%) were the least likely to respond.
- 4.47 Perhaps a more useful response rate to focus on is one that is calculated by excluding all records where the number is unusable and/or the graduate was not known. This provides a better feel for the proportion of all interviews that would be achieved if HEIs had been able to provide up to date and more accurate records.
- 4.48 Excluding these 15,611 records would produce an effective telephone sample population of 40,937 and therefore a response rate of 58%. In the 2006/07 DLHE Longitudinal Survey this figure was 49%.

Sample Outcomes

- 4.49 Table 4.3 below shows the sample outcome of all 56,548 records contacted during the telephone stage:

Table 4.3: Detailed sample outcomes of telephone stage

Outcome	Number	% of all telephone sample	% of all usable telephone
Base	56,548	56,548	40,937
Unusable	15,611	28	
Completed Interview	23,603	42	58
Claimed online completed or willing to do online	1,193	2	3
Ongoing contact	9,837	17	24
Claimed they did not graduate from HE in 08/09	343	1	1
Breakdown during Interview	2,840	5	7
Refusal	3,121	6	8

- 4.50 As discussed above, interviews were achieved with 42% of those graduates included in the telephone stage while 28% of all contact details proved to be unusable. Excluding unusable sample from the base gives an *effective* response rate of 58%.
- 4.51 The other two main outcomes were ongoing contact (where no definitive contact was made by the close of fieldwork) accounting for 17% of the telephone sample (24% excluding unusable sample) and refusals. Refusals accounted for 6% of the sample available for the telephone fieldwork (8% excluding unusable sample).
- 4.52 Some 1,193 graduates claimed that they had already completed the online survey or that they would prefer to complete the online survey. This second group were given the website address for the online survey and their unique password to be able to log in.
- 4.53 There were 2,840 graduates that terminated the telephone survey before reaching the end of the interview. The main question at which respondents quit was that which asked for a description of their main duties and responsibilities of the job they were doing on the snapshot date.



Letter invitations – Sample 'A'

- 4.54 The letter invitations requesting graduates to take part in the online survey were sent out in two separate batches. The first batch comprised those graduates for whom only a postal address (and no email address or telephone number) was supplied and entailed an initial letter invitation followed by a reminder letter four weeks later. The second batch included the remaining graduates for whom a postal address was supplied and had not already completed the survey online or by telephone.
- 4.55 Across both batches a total of 32,020 initial letter invitations were sent out, and an additional 2,465 reminders sent out to the postal only batch.

Response to letter invitation and differences by demographics

- 4.56 In total, 855 graduates completed the online survey in direct response to the letter invitation equating to an overall response rate of 3%. As a proportion of all sample supplied (irrespective of whether this came with an e-mail, address or phone number) this represents a response rate of 1%.
- 4.57 The response rate among the postal only sample was considerably higher (8% compared to 2% of the main postal sample).
- 4.58 Tables in Appendix L show how the response rate (based on all sample included in the mailout) varied by key demographics.
- 4.59 Key variations in patterns of response include the following:
- Older graduates were more likely to respond to the letter invitation (5%).
 - Black, Asian and graduates of mixed were the least likely to respond to the letter invitation (all 1%).
 - Those who had completed a higher degree by research were particularly likely to respond (5%).
 - Those who had studied combined subjects (5%) were particularly likely to respond compared to those who had studied Creative Arts and Design (1%).
- 4.60 The response rate for this element of the fieldwork dropped significantly since the 06/07 survey when a response rate of 10% was yielded. However, direct comparisons between this element of the current and previous surveys cannot be drawn given the substantial changes made to the postal stage in the intervening period, namely:
- The composition of the postal pack comprising just a letter inviting respondents to complete the 08/09 survey online. There was no accompanying questionnaire to fill in and return this time.
 - The main postal sample were not sent a reminder letter in the 08/09 survey.
 - The period within which the main postal sample were able to respond to the letter invitation and complete the survey was shortened for the 08/09 survey (although the impact of this would be negligible given graduates were requested to complete the survey online rather than complete and return by post a paper questionnaire).
- Nevertheless, despite the dip in response to the letter invitation, the shortfall was more than made up for by the increase in response rate yielded by the telephone survey (up to 42% from 37% for the 06/07 survey).



Impact of sending a reduced postal pack

- Sending out a reduced postal pack which only comprised an invitation letter did not result in a decline in response among the postal only sample.
- Sending a reduced postal mailing (as well as removing the additional reminder mailing for the main postal sample) saved significantly on costs
- Eliminating the reminder mailing for the main postal sample (and correspondingly extending the telephone fieldwork period) allowed for a greater number of interviews to be achieved at the overall level and at a lower cost
- Data quality yielded from those completing in response to the letter invite was better quality as a result of graduates following an automatically routed online survey rather than self-completing a paper questionnaire.

Method of completing the online survey

- 4.61 It is also worthwhile considering the different devices used to respond to the online survey, especially given the recent proliferation of smaller mobile devices with access to the internet.
- 4.62 Overall, 23% of Sample 'A' graduates responding to the online invitation completed the survey using a mobile device (either a mobile phone or a tablet). Breaking down by type of invitation:
- Of those graduates who completed the survey following receipt of the email invitation, 16% did so using their mobile phone and 6% with their tablet.
 - In contrast, 53% of those who completed the survey after receiving the text message invitation did so with their mobile phone; 6% used their tablet.
 - Meanwhile only 5% of those who completed the survey after receiving a letter by post completed the survey using their mobile phone; a further 10% completed using their tablet.

Overall response – Sample 'B'

- 4.63 Among the 'B' sample, 28,566 questionnaires were completed, representing a response rate of 13% against a contactable sample of 214,898. This is consistent with the online response rate achieved amongst Sample 'B' graduates in the 2006/07 DLHE Longitudinal Survey.
- 4.64 At an overall level, findings from Sample 'B' can be reported with a statistical error of $\pm 0.6\%$ (at the 95% confidence level, for findings of 50%) – again, as with Sample 'A', a very high degree of statistical confidence. That is, if the survey reports that 50% of all Sample 'B' 2008/09 graduates share a characteristic or experience, the "real" value is 95% likely to lie between 49.4% and 50.6%¹⁰.
- 4.65 The table in Appendix D shows the confidence intervals with which findings can be reported for some of the key survey sub-groups.
- 4.66 There was some variation in response rates among different sub-groups of graduates (see tables in Appendix E(3)). Response rates given below and in the Appendix tables refer to the response rate

¹⁰ Again, not taking into account design effects and assuming an infinite population



among the *contactable sample* (i.e. all those that were given an opportunity to respond), rather than the response rate all those in the *starting sample* (i.e. all those taking part in the Early DLHE Survey not in the drawn Sample 'B').

4.67 Key variations in patterns of response include the following:

- In keeping with Sample 'A', older graduates within Sample 'B' were particularly likely to respond to the survey; 21% of those aged 51 or over completed a survey (compared to 13% of those aged 25 or under).
- Response rate by ethnicity broadly mirrored that seen for Sample 'A', with White graduates being more likely to respond (14%) and Black and Asian graduates less likely (10% and 9% respectively).
- Looking at response rates by course type, those graduating from a higher degree taught were most likely to respond to the survey (17%). As with Sample 'A', the lowest response rates were found among graduates of other undergraduate (9%) and other postgraduate degrees (13%).
- Those who had studied combined subjects (25%), Physical Sciences (18%) and European Languages, Literature and related subjects (18%) had the highest response rates. This is broadly similar to patterns observed among Sample 'A' graduates.
- In terms of HEI location, graduates from universities in England and Scotland were particularly likely to respond online (14% and 13% respectively), while graduate from Northern Irish institutions were the least likely to respond (5%) reflecting the findings seen with Sample 'A' that graduates from Northern Ireland HEIs were least likely to respond to email invitations.
- Looking at response rates by gender, women had a slightly higher response rate than men (14% versus 12%).

4.68 At an HEI level, where interviews were achieved, the response rate varied from less than 1% to 30%, although most fell within the 10% to 19% range (Table 4.4). 27 HEIs had a response rate of 20% or more.

Table 4.4: Number of HEIs for which different levels of response achieved

Response rate achieved	Number of HEIs 06/07	Number of HEIs 08/09
<i>Base</i>	164	162
60%+	1	-
50% to 59%	-	-
40% to 49%	-	-
30% to 39%	5	1
20% to 29%	35	26
10% to 19%	79	101
1% to 9%	41	32
Less than 1%	3	2

Summary of Survey Methodology – Sample 'B'

4.69 In line with the previous DLHE Longitudinal surveys, the 08/09 survey of Sample 'B' was limited to just online data collection but like the main 08/09 survey of Sample 'A' graduates incorporated an additional survey stage – the text message invitation.



- 4.70 Therefore, the first stage of the survey invited all graduates for whom an email address was held to complete the survey online through an email invitation. During the second week of fieldwork, those for whom we held a mobile telephone number (and had not already completed the survey in response to the email invitation) were sent a text message invite. The survey closed w/c 1st April 2013 with a final email reminder to all those for whom an email address was held and had at least started the survey.
- 4.71 Each survey stage will be discussed in more detail in the following sections with both the response rates and quality of sample in relation to the email, text invitations considered separately.

Email invitations – Sample ‘B’

- 4.72 Email addresses were supplied for 192,747 Sample ‘B’ graduates. In response to the email invitations and reminders, 27,307 graduates completed the online survey. This equates to 14% of graduates for whom we had an email address, which is broadly consistent with Sample ‘A’ graduates (15%). This response rate is based on online completes after the initial email invitation was sent, but before the text message invitation went out. It also includes completes from four days after the text message invitation was sent.
- 4.73 Given that all Sample ‘B’ responses are made up predominantly by responses to the email invitation demographic response patterns to the email invitation specifically, mirror those patterns seen at the overall level.

Quality of email addresses – Sample ‘B’

- 4.74 All Sample ‘B’ email addresses went through the same cleaning process as those in Sample ‘A’ with a similar outcome in terms of quality. In total, 25,406 e-mails failed to reach their intended destination accounting for 13% of all e-mails sent to Sample ‘B’. This represents an improvement compared with 2006/07 Sample ‘B’ email addresses, when 17% failed to reach their intended destination.
- 4.75 Tables in Appendix F(2) provide a detailed breakdown of the quality of emails supplied by HEIs by key demographic variables.
- 4.76 Some notable variations in email quality across different demographics are also outlined below:
- Variation in the quality of email addresses by age group was limited (ranging from 12% to 14% where age was known). In line with Sample ‘A’ this marks a notable improvement since the previous survey when un-deliverability rates ranged from 16% to 20%.
 - Looking at location, email addresses for graduates from HEIs in Northern Ireland were of the highest quality, with only 3% of emails undelivered to the intended recipient. Email addresses belonging to graduates from HEIs in Wales were of lowest quality (17%).
 - In terms of ethnicity, email addresses belonging to graduates from mixed backgrounds were less likely to reach the intended respondent (14%), and most likely delivered to Black graduates (just 10% undelivered).
 - With regards to course type, email addresses for graduates of first degrees or other undergraduate degrees were typically of a lower quality compared to graduates from taught higher degrees or other postgraduate degrees (14% versus 11%).
 - By subject area, the email addresses of graduates from Medicine and Dentistry and Mass Communications and Documentation were of the poorest quality (18% and 16% undeliverable). Graduates from Mathematical and Computer Sciences had the best quality email addresses, with just 10% undelivered.



Text message invitations – Sample 'B'

- 4.77 As with Sample 'A', text message invitations were sent out to all those for whom we were supplied a mobile telephone number and had not already completed the online survey - a total of 130,158 graduates.
- 4.78 1,259 graduates completed the online survey equating to a response rate of 1.0%¹¹. A total of 43,933 text messages were not delivered representing 34% of all text messages sent. Therefore, if the response rate is calculated as the total number of interviews completed during this period as a proportion of all texts successfully delivered (86,225), the response to the text message would rise slightly to 1.5%.
- 4.79 In terms of differences in response rates by key demographic variables there are some trends worth noting. However, as with Sample 'A', these should be viewed cautiously because some of the base sizes are small. These trends are:
- Consistent with Sample 'A' graduates, response rates among women were higher than among men (1% versus 0.7%).
 - Looking at ethnicity, mixed graduates had the highest response rate (1.3%). The lowest response rates were observed among Black and Asian graduates (0.7% and 0.6% respectively). This is something of a reversal in the response rates observed among Sample 'A' graduates where mixed graduates had one of the lowest response rates.
 - There was minimal variation in response rates by course type. Graduates from first degrees had the highest response rate (0.9%) and graduates from other undergraduate degrees had the lowest response rate (0.6%).

¹¹ The total number of online completes attributed specifically to the text invitation was calculated as all graduates sent a text message and completing the survey online before the final email reminder in the last week of fieldwork.



Impact of sending out text message invitations

- Across Samples 'A' and 'B' text message invitations were sent to a total of 169,396 graduates for whom a mobile telephone number was held and who had not already completed the survey in response to the email invitations. Text messages were sent regardless of whether or not an email address was held for the graduate so in some cases the text invitation was the first communication sent to a graduate about the DLHE Longitudinal survey.
- Sending out text messages on this scale was a cost-effective exercise and arguably allowed us to reach harder to reach groups – specifically those who were unlikely to complete the interview over the telephone.
- The proportion of texts undelivered was relatively high suggesting that the text message had limited reach.
- Response rate was very low (1% across both Sample 'A' and 'B') suggesting the impact of the text message was also limited – even looking at the proportion of texts successfully delivered the response rate only rose slightly.
- Response rates were higher among those who had already received email invitations compared to those whose first invitation to complete was via text message. For future waves, there may be some advantage in targeting the text message to those who have already received an email invitation about the survey given that the text message appears more effective as a follow-up communication.



5 Changes to the questionnaire

- 5.1 To ensure comparability with previous DLHE Longitudinal surveys few changes (and no substantial modifications) were made to the 08/09 survey questionnaire. As such it was agreed that a pilot exercise to test respondents' interpretation and understanding of the questions asked was not required.

Deleted Questions

- 5.2 Detail about jobs other than main job (ON1 and ON2) and an estimation of total earning across all jobs (Q20a): Responses to these questions proved to be less valuable to analysis than others.
- 5.3 Description of study, training or research (Q27): This information was deemed superfluous and of less use than information collected at Q25 (Which of the following best describes the type of qualification you were aiming for?).

Other changes

- 5.4 Other changes made to the questionnaire were as follows:
- *Activity on snapshot date (Q1 / Q2)*: The 2006/07 study included additional questions on 'portfolio' careers in response to a growing interest in the idea that a graduate's main activity after leaving university may not necessarily be employment related. However, in a number of cases, respondents interpreted a "portfolio career" to mean continuing professional development (CPD). Those in the healthcare and teaching professions were particularly prone to this, explaining that maintaining a professional portfolio was a pre requisite to career progression. As a result, the 'Creating a professional portfolio' codes added to question 1 and 2 were changed to "Developing a professional portfolio or creative practice with a view to starting a business / becoming freelance".
 - *Job title (Q11)*: Previously Job title and description of job role were captured at one single question. To better align the longitudinal survey with the early survey, the single question was split into two separate questions – the first simply captured job title and the second, a brief description of the graduate's main duties and responsibilities.
 - *Basis of employment (Q12)*: A new code 'Setting up or managing your own business' was added to this question in order to better capture the level of entrepreneurship and specifically graduates establishing their **own** business.
 - *Salary (Q14)*: In the 06/07 survey there was an explicit "unwilling to answer" option at this question. This was removed from the 08/09 online survey to encourage an increase in the number of responses given at this question (as seen at the early survey), however graduates were able to skip through to the next question without answering. (The telephone survey was not affected in the same way, given 'refused' options are not read out by interviewers as standard). Accordingly, the proportion of graduates refusing to provide salary information dropped since the 06/07 DLHE Longitudinal survey (from 21% to 9%).
 - *Factors complimentary to finding employment (Q17)*: the code "did not have any previous work experience" was slightly altered to "did not have any previous (relevant) work experience". This was to take into account the fact that some graduates may have had multiple jobs or work experience, not all of which would have been relevant to their current employment.
 - *Type of organisation accommodating study, training or research (Q24)*: The 'University' code was changed to 'University or Higher Education Institution' to encompass a broader range of organisations operating within the HE sector.



- *Type of qualification aiming for / highest level of qualification obtained (Q25 / Q38):* The code 'Professional qualification (e.g. Legal Practice Course, Chartered Institute of Marketing)' was altered to 'Professional qualification (e.g. Chartered Accountancy, Chartered Institute of Marketing)' because in Scotland, 'Legal Practice Course' would mean PgDip in Legal Practise thereby spanning multiple codes.
- *Employer support whilst studying on snapshot date (Q29):* The first code was changed from 'Study leave' to 'Paid study leave' to more clearly differentiate from the 'More flexible or reduced working hours to accommodate study' code.
- *Research topic requirements (Q52):* Two slight code changes here. The first code "Collaborating with others outside the research community" changed to "Collaborating with others outside the higher education research community" to focus respondents and the second code "Work placements" to "Work placement(s) or internship(s)".
- *Different areas PhD/ Research degree has enabled (Q54):* A new code "Enhance your credibility or standing in the workplace" was added here as this was a theme that came out from the 06/07 verbatim.
- *FutureTrack (Q57a):* A new question was added establishing whether those respondents who had participated in the Futuretrack project (tracking the 2006 cohort of UCAS applicants for five years, starting from their initial application to higher education) would be willing for their answers to the two surveys to be linked.



6 Weighting / combining the samples

- 6.1 As per the previous survey, Samples 'A' and Sample 'B', were combined and analysed as one. The samples were weighted, firstly to correct for selection bias and then to correct for response bias, to ensure that the weighted survey findings were representative of the early DLHE population.
- 6.2 An additional weight was also developed for use when conducting analysis at individual HEI level.
- 6.3 The remainder of this chapter describes in detail the specific weighting methodology that was used.

Logistic Regression Model for Weighting Sample 'A' and Sample 'B'

- 6.4 The method used to weight the Sample 'A' and Sample 'B' completes followed that used for the previous DLHE Longitudinal Surveys. The method was as follows:
- A preliminary weight to correct for selection criteria was computed by inverting the sampling fraction.
 - Non-response behaviour (i.e. whether they responded to the survey or not) was then modelled using binary logistic regression. Given the large difference in response rate between Sample 'A' and Sample 'B' it was decided to develop the model based on Sample 'A' only and then apply the results of the Model to both Samples 'A' and 'B'. (The difference in response rate between the two samples can be attributed to the different survey methodologies employed for each sample; Those in Sample 'A' were invited to take part in the survey via a maximum of four different invitations (email, text message, telephone and letter) whereas those in Sample 'B' were invited via just email and / or text message).
- 6.5 This approach produced a response model that predicted probability of responding according to the level of follow-up in Sample 'A'. This modelling was conducted with the weights from Stage 1 active.
- 6.6 The following profiling variables were screened as potential predictors:
- Country of Institution
 - Level of Qualification Obtained*
 - Classification of Degree
 - Employment categories at Early Survey
 - Subject of Original Course
 - Student Type (whether a Doctorate or Masters research degree qualifier or not)
 - Method of Data Collection for the Early Survey
 - Gender*
 - Age
 - Ethnicity (Asian; Black; Mixed; Other; White)
- * These variables were not in the final model.
- 6.7 A number of variables in the model were re-coded or collapsed across categories to provide a simpler model.
- 6.8 The logistic model was used to predict probability of completion for cases in Samples 'A' and 'B'. A second level of weighting was then applied to actual "completes" in Samples 'A' and 'B', correcting for



any under or over-response attributed to membership of these profiling categories by the Logistic model. The net effect is to correct for differential response rates resulting from these variable.

- 6.9 A composite weight variable was created from Stages 1 & 2; the top and bottom 2.5% of weights were trimmed leaving all weights in the range 0.2 – 5. A final ratio correction was implemented to give an average weight of one, ensuring the weighted and unweighted base matched.
- 6.10 Profiles for complete interviews were run against the profiles for Samples 'A' & 'B' (including incompletes) and were found to match closely.

HEI weights

- 6.11 As well as national weights a set of HEI specific weights were calculated to correct for response bias at HEI level. This was done on the combined completed interviews from Samples 'A' and 'B'. The process for calculating HEI weights was based on that used for the previous DLHE Longitudinal Survey, and differentiated depending on the number of interviews completed for that HEI.
- 6.12 For HEIs with 400 or more DLHE Longitudinal Survey respondents the survey data are weighted so as to give a close percentage match between the survey and the census in terms of broad subject group, the part-time/full-time split; and the postgraduate/undergraduate split.
- 6.13 The broad subject groups in the DLHE Longitudinal Study were: health and welfare; science and agriculture; engineering, manufacture and construction; social science, business, law and combined; humanities and arts; education.
- 6.14 For HEIs with between 200 and 399 DLHE Longitudinal Survey respondents the survey data were weighted so as to give a close percentage match between the survey and the census in terms of the part-time/full-time split; and the postgraduate/undergraduate split.
- 6.15 For HEIs with between 100 and 199 DLHE Longitudinal Survey respondents the survey data are weighted so as to give a close percentage match between the survey and the census in terms of the postgraduate/undergraduate split.
- 6.16 For HEIs with fewer than 100 DLHE Longitudinal Survey respondents no HEI level adjustment has been made.
- 6.17 Finally, all HEI weights also include an adjustment so that the when they are applied each HEI is scaled in proportion to the number of responses for that HEI in the unweighted data. This means that the weighted base for each HEI is equal to its unweighted sample size.



7 Appendices

Appendix A – DLHE Longitudinal 08/09 questionnaire

Private & Confidential

J5128

Date 5/7/13

DLHE Longitudinal 08/09

Telephone

Quota category	Number of interviews to achieve	Quota category	Number of interviews to achieve



S Screener

ASK PERSON WHO ANSWERS PHONE

- S1 **Good morning / afternoon / evening. My name is NAME and I'm calling from IFF Research. Please can I speak to NAME?**

Respondent answers phone	1	CONTINUE
Transferred to respondent	2	
Hard appointment	3	MAKE APPOINTMENT
Soft Appointment	4	
Respondent has died	5	THANK AND CLOSE
Wrong number (respondent no longer lives / not known at address)	6	CONTINUE TO S3
Unobtainable number	7	IF SAMPLE HAS SECOND TELEPHONE NUMBER (IF HASMOBILE=1 & HASPHONE=1) MOVE TO 'WRONG NUMBER' QUEUE AND SWITCH TO TEL2 AND RESET TRYCOUNT. WRITE THAT THIS SWITCH HAS HAPPENED TO SAMPLE (TELSWITCH=1?).
Respondent wants reassurances	8	



ASK ALL

S2 **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company. We're conducting a survey on behalf of the Higher Education Statistics Agency (HESA) speaking with the class of 2008/09 and would like to find out what you have been doing since finishing your [INSERT QUALIFICATION FROM SAMPLE] at [TEXT SUBSTITUTION: 08/09 HEI from sample] in 2008/09.**

The interview should take about 10 minutes. Is now a convenient time to talk?

Continue	1	GO TO SECTION A
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refused	4	CHECK ROUTING ABOVE S4
Did not graduate from HE in 2008/09	5	GO TO S12
Respondent has died	6	THANK AND CLOSE
Has already completed online or postal	7	
Respondent wants reassurances	8	GO TO REASSURANCES
Respondent would like to be interviewed in Welsh	9	SEND RECORD TO WELSH QUEUE AND GO TO S2WELSH

REASSURANCES TO USE IF NECESSARY

The interview will take around 10 minutes to complete.

We are interested in speaking to people who completed all types of courses at Higher Education institutions, not just people who were completing their first degree. This includes people who were studying towards qualifications other than degrees, people who had already completed previous HE courses and people who did not start the HE course straight from school or college.

Your details were given to us by your University / College.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0500396999**
- **IFF: Margaret Anderson or Andrew Skone James: 0207 250 3035**
- **Matthew Ashman at HESA: 01242 211105**



ASK IF ASK IF WRONG NUMBER (S2=9)

S2Welsh **We will try our best for someone to call you back and complete the survey in Welsh.**

THANK AND CLOSE

ASK IF ASK IF WRONG NUMBER (S1=6)

S3 **Do you have a forwarding number for [name from sample]?**

Yes (RECORD NEW NUMBER)	1	OVER-WRITE EXISTING NUMBER ON SAMPLE, RESET TRYCOUNT TO 0 AND SEND TO 'RECALL' QUEUE
No	2	THANK AND CLOSE IF SAMPLE HAS SECOND TELEPHONE NUMBER (IF HASMOBILE=1 & HASPHONE=1) MOVE TO 'WRONG NUMBER' QUEUE AND SWITCH TO TEL2 AND RESET TRYCOUNT. WRITE THAT THIS SWITCH HAS HAPPENED TO SAMPLE (TELSWITCH=1?). IF SAMPLE ONLY HAS ONE TELEPHONE NUMBER (HASMOBILE=0 OR HASPHONE=0) SEND TO 'WRONG NUMBER' QUEUE.
Respondent wants reassurances	3	SHOW REASSURANCES

ASK IF HAVE EMAIL ADDRESS FOR RESPONDENT (HASEMAIL=1) AND REFUSED TO TAKE PART S2=4

S4 **We recently emailed an online version of this questionnaire to you. Did you receive this?**

Yes	1	CONTINUE
No	2	GO TO S5
Don't know	3	
Refused	4	



- IF RECEIVED EMAIL INVITE (S4=1)
 S5 **May I ask why it was that you did not complete the online questionnaire?**
 MULTICODE. DO NOT READ OUT.

Too busy	1	CONTINUE
Had trouble accessing the online survey	2	
Didn't realise this had been sent	3	
Feel uncomfortable answering online surveys	4	
Other (Please specify)	5	

- IF REFUSED (S2=4)
 S6 **Are you willing for us to check your contact details and pass them to [TEXT SUBSTITUTION: name of 11/12 HEI from sample], if they are different to the ones we already hold for you, so that they can update their records?**
These contact details may be used by your institution to undertake further research or to contact you with information or news about the institution in the future.

Yes - willing for contact details to be passed on	1	CONTINUE TO S7
No - not willing	2	GO TO S11

- IF WILLING FOR DETAILS TO BE PASSED BACK (S6=1)
 S7 **Is your name [DISPLAY CONTACT NAME]?**

Yes	1	
No - incorrect (RECORD CORRECT NAME)	2	
Refused	3	

- S8 **Is your address [DISPLAY CONTACT ADDRESS]?**

Yes	1	
No - incorrect (RECORD CORRECT ADDRESS)	2	
Refused	3	



IF NO POSTAL ADDRESS

What is your postal address?

RECORD CORRECT ADDRESS LINE 1
RECORD CORRECT ADDRESS LINE 2
RECORD CORRECT ADDRESS LINE 3
RECORD POSTCODE

S9 **Is your email address [DISPLAY CONTACT EMAIL ADDRESS]?**

Yes	1	
No - incorrect (RECORD CORRECT EMAIL ADDRESS)	2	
Refused	3	

IF NO EMAIL ADDRESS

What is your email address?

WRITE IN EMAIL ADDRESS

S10 **Is the best number to contact you on [DISPLAY TEL NUMBER]?**

Yes	1	
No - incorrect (RECORD CORRECT TEL NUMBER)	2	
Refused	3	

ASK IF (S4= 2-4) OR (S5=1-3 OR 5) OR HASEMAIL=2.

S11 **Would you be willing to complete the survey online instead?**

Yes	1	DISPLAY TEXT BELOW THEN SEND SAMPLE TO SPECIFIC OUTCOME ('POSSIBLE ONLINE') IN 'UNUSABLE' QUEUE. THANK AND CLOSE
No	2	SEND SAMPLE TO 'REFUSED' QUEUE. THANK AND CLOSE



DISPLAY IF REFUSED AND WILLING TO COMPLETE ONLINE (S11=1)

To complete the survey online, go to www.graduate-destinations.co.uk, click on “Take part in the survey” and enter your online ID number: [online ID from sample]

THANK AND CLOSE

ASK IF DID NOT GRADUATE FROM HEI IN 2008/09 (S2=5)

- S12 **Just to check, you did not complete a course of any type at an HE institution in 2008/09?**
ADD IF NECESSARY: We are interested in speaking to people who completed all types of courses at Higher Education institutions, not just people who were completing their first degree or HE course. This includes people who were studying towards qualifications other than degrees, people who had already completed previous HE courses and people who did not start the HE course straight from school or college.
PROMPT AS NECESSARY: We have been advised by the Higher Education Statistics Agency (HESA) that you completed a [TEXT SUB: QUALIFICATION] at [TEXT SUB: previous name of 08/09 institution].

Did not graduate from HE in 2008/09	1	THANK AND CLOSE- SEND SAMPLE TO SEPARATE 'DID NOT GRADUATE' OUTCOME IN UNUSABLE QUEUE
Did graduate from HE in 2008/09	2	GO BACK TO S2



Section A: What were you doing on 26 November 2012?

I would like to start by asking a few questions about what you were doing on 26 November 2012.

ASK ALL

Q1 On 26 November 2012 were you...?

ADD AS NECESSARY: If you were on maternity or paternity leave but were still on the payroll of your employer please count this as both employed and doing something else

READ OUT, MULTICODE

Employed, either full-time or part-time (including self-employed, freelance, voluntary work or other unpaid work)	1	NB: DO NOT ALLOW BOTH CODE 1 AND 2 TO BE SELECTED
Unemployed and looking for work	2	
Engaged in study, training or registered as a research student	3	
Developing a professional portfolio or creative practice with a view to starting a business / becoming freelance	4	
Doing something else (e.g. retired, travelling, maternity leave). Please type in below	5	

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ASK IF MORE THAN ONE RESPONSE SELECTED AT Q1

IF JUST ONE RESPONSE SELECTED AT Q1 AUTOMATICALLY CODE THIS TO Q2 AND GO TO ROUTING BEFORE Q3

Q2 Which one of these do you regard as your MAIN activity?

PROMPT AS NECESSARY, SINGLE CODE

Employed, whether full-time or part-time (including self-employed, freelance, voluntary work or other unpaid work)	1	SCRIPT TO SHOW OPTIONS SELECTED AT Q1
Unemployed and looking for work	2	
Engaged in study, training or registered as a research student	3	
Developing a professional portfolio or creative practice with a view to starting a business / becoming freelance	4	
[TEXT SUBSTITUTION: OTHER ACTIVITY FROM Q1/5]	5	



IF EMPLOYED ON 26 NOVEMBER 2012 (Q1=1): ASK SECTION B

Section B: Your employment on 26 November 2012

ASK ALL EMPLOYED (Q1=1)

- Q3 **Were you working in more than one job or occupation on 26 November 2012? Please include all work, including any work which was part-time, self-employed, freelance, voluntary or unpaid.**

Yes	1	GO TO Q4
No	2	GO TO Q5

ASK ALL WITH MORE THAN ONE JOB (Q3=1)

- Q4 **How many jobs did you have on 26 November 2012? Please include all work, including any work which was part-time, self-employed, freelance, voluntary or unpaid.**

WRITE IN

[TEXT SUBSTITUTION: ALL WITH MORE THAN ONE JOB (Q3=1) **The next few questions are about the job you regarded as your MAIN job on 26 November 2012.**]

[TEXT SUBSTITUTION: ALL WITH ONE JOB (Q3=2) **The next few questions are about the job you had on 26 November 2012.**]

- Q5 **When did you start the job you had on 26 November 2012?**

CODE MONTH AND YEAR

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12
Can't remember	13

Before 2008	1
2008	2
2009	3
2010	4
2011	5
2012	6
Can't remember	7



ASK ALL EMPLOYED ON 26 NOVEMBER 2012 (Q1=1)
Q6 **And were you...?**

READ OUT. SINGLE CODE.

Employed full-time	1
Employed part-time	2
Self-employed or freelance	3
Doing voluntary work / other unpaid work (including internships)	4

ASK ALL EMPLOYED ON 26 November 2012 (Q1=1)
Q7 **What is the name of the organisation you were working for [TEXT SUB IF SELF EMPLOYED / FREELANCE Q6=3: or running] on 26 November 2012?**

INTERVIEWER NOTE: If working through an employment agency, need the name of the placement organisation, NOT the agency name

WRITE IN
ALLOW REFUSED

Q8 **What does [TEXT SUBSTITUTION IF ORG NAME GIVEN: ORGANISATION NAME AT Q7; IF Q7=REFUSED: this company] mainly do?**

PROBE AS NECESSARY:

What is the main product or service of this establishment?

What exactly is made or done at this establishment?

What material or machinery does that involve using?

WRITE IN. TO BE CODED TO 4 DIGIT SIC.

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Q9 **Where was your place of work?**

READ OUT, SINGLE CODE

England	1	Go to Q10
Scotland	2	Go to Q10
Wales	3	Go to Q10
Northern Ireland	4	Go to Q10
Outside the United Kingdom (PLEASE SELECT A COUNTRY FROM THE NEXT SCREEN)	5	Go to Q11

Q9A **Where was your place of work?**

DO NOT READ OUT

IF PLACE OF WORK BASED IN UK (Q9/1-4)

Q10 **Whereabouts in the UK did you work?****Firstly, in which town, city or area did you work?**

WRITE IN, ALLOW DK

INTERVIEWER INSTRUCTION: PLEASE DO NOT RECORD COUNTIES. IF LONDON PLEASE GIVE THE LOCAL AREA E.G. HOLBORN

Town / City / Area

And what was the first part of the postcode?ADD AS NECESSARY: **We just need the first part – the bit before the space**

WRITE IN POSTCODE, ALLOW DK

1st part of post-code (e.g. for Camberwell, type in SE5; for Eastleigh, type in SO50, etc.)

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Can't remember ... X



ASK ALL EMPLOYED ON 26 November 2012 (Q1=1)

Q11 **What was your job title?**

INTERVIEWER INSTRUCTION: Probe for full details, for example, rather than “supervisor”, specify “customer service supervisor in a bank”.

Q11a **And please could you briefly describe your main duties or responsibilities?**

INTERVIEWER INSTRUCTION: Probe for full details

WRITE IN. TO BE CODED TO 5 DIGIT SOC

Q12 **Which of the following best describes the basis on which you were employed by [TEXT SUBSTITUTION IF Q7 IS NOT REFUSED: ORGANISATION NAME AT Q7] on 26 November 2012?**

READ OUT. SINGLE CODE.

On a permanent or open-ended contract	1
On a fixed-term contract lasting 12 months or longer	2
On a fixed-term contract lasting less than 12 months	3
Self-employed/freelance	4
Setting up or managing your own business	5
Temporarily, through an agency	6
Temporarily, other than through an agency	7
Employed on another basis	8
Don't know	x



Q13 **APPROXIMATELY** how many people work in the entire organisation (including all branches, departments, etc.)?

READ OUT. SINGLE CODE.

1 to 49	1
50 to 249	2
250 or more	3
Don't know	4

Q14 ASK ALL EXCEPT THOSE WHO WERE DOING VOLUNTARY/UNPAID WORK (Q6=1-3)
[TEXT SUBSTITUTION ALL EXCEPT THOSE SELF EMPLOYED OR FREELANCE (Q6=1-2 AND (Q12=1-3 OR 6-8 OR X)): **What was your approximate gross pay, before tax? / IF SELF EMPLOYED OR FREELANCE (Q6=3 OR Q12=4-5): Please indicate the amount of money that you paid yourself out of the business.] If you cannot give this as an annual amount, please give this as a monthly, weekly or hourly rate. Please also indicate if you have given a salary in pounds sterling (£) or in some other currency.**

Please just state basic pay; do not include any bonuses or benefits in kind

DP: ALLOW BLANKS FOR THOSE UNWILLING TO ANSWER

Salary

UNWILLING TO ANSWER

Currency

Pounds sterling	1
Other (please type in)	2

↓

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Period

Annually	1
Monthly	2
Weekly	3
Hourly	4
Other (please type in)	5

↓

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SALARY CHECKS: ASK CHECK QUESTION IF RESPONDENT EARNS MORE THAN UPPER LIMIT OR LESS THAN LOWER LIMIT ACCORDING TO PERIOD TYPE

	Upper limit	Lower limit
Q14=1 (Annual)	£50,000	£4,000
Q14=2 (Monthly)	£4,167	£333
Q14=3 (Weekly)	£962	£77
Q14=4 (Hourly)	£27	£5



Q14CHK You just stated that you earned [INSERT Q14 SALARY ANSWER] per [IF Q14PER=1 year; IF Q14PER=2 month; IF Q14PER=3 week; IF Q14PER=4 hour]. Is this correct?

Yes	1
No - IF NO, GO BACK TO ASK Q14 AGAIN	2

ASK ALL PAID HOURLY (Q14 PERIOD=4)

Q15 Typically, how many hours a week were you paid to work in that job?

CATI CHECK: IF HOURS \geq 40

Can I just check that you worked [TEXT SUBSTITUTION: NUMBER OF HOURS AT Q15] hours per week in this job on average?

Yes	1
No - IF NO, GO BACK TO ASK Q15 AGAIN	2

ASK ALL EMPLOYED ON 26 NOVEMBER (Q1=1)

Q16 As far as you are aware, how important were the following factors to [TEXT SUBSTITUTION IF ORGANISATION NAME AT Q7] [TEXT SUBSTITUTION IF Q7=REFUSED: the company you were working for on 26th November 2012] when you gained this employment?

READ OUT. SINGLE CODE

IF IMPORTANT PROMPT: Was it important or a formal requirement?

IF NOT IMPORTANT PROMPT: Was it not very important but helped, or not important?

	Formal requirement	Important	Not very important but helped	Not important	Don't know
The subject you studied	1	2	3	4	5
The type of qualification you obtained in 2008/2009 (e.g. BA, MSc, PhD, etc)	1	2	3	4	5
The class or grade of the qualification you obtained	1	2	3	4	5
Evidence of skills and competencies	1	2	3	4	5



Q17 And how important were the following factors?

READ OUT. SINGLE CODE

IF IMPORTANT PROMT: **Was it important or a formal requirement?**IF NOT IMPORTANT PROMPT: **Was it not very important but helped, or not important?**

	Formal requirement	Important	Not very important but helped	Not important	Don't know	Did not obtain any further qualifications
Any qualifications that you might have obtained after the one you got in 2008/2009	1	2	3	4	5	6

	Formal requirement	Important	Not very important but helped	Not important	Don't know	Did not have any previous (relevant) work experience
Relevant work experience from previous employment	1	2	3	4	5	6

- Q18 [TEXT SUBSTITUTION ALL EXCEPT THOSE SELF EMPLOYED OR FREELANCE (Q6=1-2 OR 4 AND (Q12=1-3 OR 6-8 OR X)): **Why did you decide to take the job at [TEXT SUBSTITUTION: ORGANISATION NAME AT Q7] [TEXT SUBSTITUTION IF Q7=REFUSED: the company you were working for on 26th November 2012]?**] [IF SELF EMPLOYED (Q6=3 AND (Q12=1-3 OR Q12=6-8 OR X)) OR (Q12=4): **Why did you decide to become self-employed?**] [IF SETTING UP OWN BUSINESS (Q12=5) **Why did you decide to set up or manage your own business?**]

MULTICODE. READ OUT

It fitted into my career plan / it was exactly the type of work I wanted	1
ASK TO ALL EXCEPT SELF-EMPLOYED / FREELANCE OR SETTING UP OWN BUSINESS (Q6=1-2 OR 4 AND (Q12=1-3 OR 6-8 OR X)) It was the best job offer I received / only job offer I received	2
ASK TO ALL EXCEPT SELF-EMPLOYED / FREELANCE OR SETTING UP OWN BUSINESS (Q6=1-2 OR 4 AND (Q12=1-3 OR 6-8 OR X)) It was an opportunity to progress in the organisation	3
To gain experience in order to get the type of job I really want	4
To see if I would like the type of work it involved	5
To broaden my experience / to develop general skills	6
DO NOT SHOW IF Q6=4: In order to pay off debts	7
DO NOT SHOW IF Q6=4: In order to earn a living	8
Other	9
Don't know / can't remember	X



Q19 How did you first find out about this job?

SINGLE CODE. PROMPT AS NECESSARY

Own institution's career service / website	1
Other careers service/or its website	2
Employer's website	3
Newspaper/magazine advertisement/or its website	4
High street recruitment agency	5
Online / web-based recruitment agency	6
Already/previously worked for the organisation	7
Professional, work or educational contacts or networks	8
Personal contacts, including family, friends and social networks	9
Speculative approach to employer	10
Other	11
Don't know / can't remember	X
IF SELF EMPLOYED OR OWN BUSINESS (Q12/4 OR 8): Not applicable	12

ON1 DELETED

ON2 DELETED



ASK IF HAVE MORE THAN ONE JOB (Q3=1) OR IF DEVELOPING A BUSINESS OR PORTFOLIO ALONGSIDE WORK (Q1=1 AND 4)

Q20 **You said earlier that you [TEXT SUB IF MORE THAN ONE JOB (Q3/1) had more than one job on 26 November 2012 / TEXT SUB IF DEVELOPING BUSINESS OR PORTFOLIO ALONGSIDE WORK (Q1=1 AND 4) were developing a business or portfolio alongside work on 26 November 2012). What are the reasons for you undertaking more than one work role or work-related activity? To what extent is it because....**

READ OUT. SINGLE CODE

	A great extent	Some extent	Not at all	Not relevant	Don't Know
I am unable to secure any full-time position	1	2	3	X	X
Combining two or more jobs is the only way to get full-time equivalent work in my preferred type of employment	1	2	3	X	X
One of my work roles or activities is allowing me to develop the skills and/or contacts necessary to move into the type of work I really want	1	2	3	X	X
It is my choice to do different jobs – I like the variety	1	2	3	X	X
My preferred work is on a freelance basis so I need other paid work as well	1	2	3	X	X
It gives me time to maintain a balance between work and my personal or family commitments	1	2	3	X	X
To supplement my income	1	2	3	X	X

Q20A QUESTION DELETED



IF ENGAGED IN STUDY OR TRAINING ON 26 November 2012 (Q1=3), ASK SECTION C

Section C: Your study, training or research on 26 November 2012

I'm now going to ask a few questions about the study, training or research you were engaged in on 26 November 2012.

Please only consider what you were doing on **26 November 2012** and NOT any study, training or research you were engaged in previously, such as your higher education course that you finished in 2008/09.

Q21 **When did you start the course of study, training or research you were engaged in on 26 November 2012?**

CODE MONTH AND YEAR.

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12
Can't remember	X

Before 2008	1
2008	2
2009	3
2010	4
2011	5
2012	6
Can't remember	X

Q22 **Were you studying full-time or part-time?**

SINGLE CODE.

Full-time	1
Part-time	2



Q23 **What is the name of the institution or organisation at which you were registered?**

WRITE IN

Q24 **What type of organisation was this? Was it a...?**

READ OUT. SINGLECODE

University or Higher Education Institution	1
College of Further Education	2
Private training company	3
Other (type in below)	4

PLEASE TYPE IN TYPE OF ORGANISATION

Q25 **Which of the following best describes the type of qualification you were aiming for?**

READ OUT. SINGLE CODE

Higher degree mainly by research (PhD, DPhil, MPhil)	1
Higher degree, mainly by taught course (MA, MSc)	2
Postgraduate diploma or certificate (incl. PGCE)	3
First degree (BA, BSc, MEng)	4
Professional qualification (e.g. Chartered Accountancy, Chartered Institute of Marketing)	5
Other diploma or certificate	6
Other qualification (please type in below)	7

↓

Not aiming for a qualification	8
Don't know	x



Q26 **What subject area were you studying, training or researching?**

WRITE IN. PROBE FULLY,
PROBE AS NECESSARY for example: if history, ask which period / country / topic covered.

--

Q27 QUESTION DELETED

Q28 **Which ONE of these do you consider to be your MAIN source of funding for this course of study, training or research?**

SINGLE CODE. READ OUT

Grant/Award (e.g. Research Council Studentship/Bursary)	1
My employer provided financial support	2
Self-funded e.g. savings/loan/income	3
Other funding	4
Don't know	x

IF WORKING AND STUDYING ON 26 NOVEMBER 2012 (Q1=1&3)

Q29 **Did your employer provide you with any of the following in order to help you with the course of study, training or research that you were pursuing on 26 November 2012?**

READ OUT. MULTI CODE

Paid study leave	1
Training related to my course	2
Mentoring	3
Provision of materials to help with study	4
More flexible or reduced working hours to accommodate study	5
Other (Please type in below)	6

↓

None of the above	7



IF ENGAGED IN STUDY OR TRAINING ON 26 NOVEMBER 2012 (Q1=3)
 Q30 **Why did you decide to undertake the further study, training or research?**

READ OUT. MULTICODE

Because it was a requirement of my employment on 26 November 2012 that I did	1
To develop a broader or more specialist range of skills or knowledge	2
To change or improve my career options	3
Because I was interested in the content of the course	4
Because I had enjoyed my first course and wanted to continue studying	5
I wanted to go on being a student/I wanted to postpone job hunting	6
I had been unable to find a suitable job	7
Other	8
Don't know	x



Section D: What else have you been doing since finishing your course in 2008/09?

ASK ALL

I'd now like to find out a bit more about what you have been doing since completing your [TEXT SUBSTITUTION: qualification from sample] at [TEXT SUBSTITUTION: 08/09 HEI from sample] in 2008/09.

- ASK IF EMPLOYED ON 26 NOVEMBER 2012 AND IN ONE JOB (Q3/2)
- Q31 **Apart from the job that you have already told us about, have you had any other jobs between graduating and 26 November 2012?**

If you have changed jobs within an organisation, or were promoted, please count these as SEPARATE jobs.

ASK IF EMPLOYED ON 26 NOVEMBER 2012 AND IN MORE THAN ONE JOB (Q3/1)

You've already told us that you had [INSERT NUMBER OF JOBS FROM Q4] on 26 November 2012. Apart from these have you had any other jobs between graduating and 26 November 2012?

ASK IF NOT EMPLOYED 26 NOVEMBER 2012 (Q1 NOT 1)

Have you had any jobs between graduating and 26 November 2012?

Please include any part-time, self-employed, freelance, voluntary or other unpaid work that you have had.

ADD AS NECESSARY: If you have undertaken consecutive periods of employment through one or more temping agencies please count this as ONE job

Yes	1	ASK Q32
No	2	GO TO Q33
Don't know	3	

- ASK ALL WHO HAVE HAD ANY JOBS SINCE GRADUATING (Q31=1)
- Q32 **How many [TEXT SUB Q1=1: other] jobs have you had between graduating and 26 November 2012?**

If you have changed jobs within an organisation, or were promoted, please count these as SEPARATE jobs.

ADD AS NECESSARY: If you have undertaken consecutive periods of employment through one or more temping agencies please count this as ONE job

WRITE IN NUMBER _____ (0-99)

ALLOW DK.

SINGLE CODE



ASK ALL

Q33 **Have you ever been unemployed and seeking work for a period lasting one month or more since you graduated in 2008/09?**

SINGLE CODE

Yes	1	ASK Q34
No	2	GO TO Q36
Don't know	3	

ASK IF HAVE BEEN UNEMPLOYED (Q33/1)

Q34 **How many separate periods of unemployment lasting one month or more have you had?**

SINGLE CODE

One	1
Two	2
Three	3
Four	4
Five	5
More than five (PLEASE WRITE IN THE NUMBER OF PERIODS)	6

ASK IF MORE THAN ONE PERIOD OF EMPLOYMENT (Q34/2-6)

Q35 **How many months would you say these periods of unemployment add up to?**

INTERVIEWER NOTE: [TEXT SUB IF Q34=2-6: WE WANT TO KNOW HOW MANY MONTHS IN TOTAL THESE [INSERT ANSWER FROM Q34] SEPARATE PERIODS OF UNEMPLOYMENT ADD UP TO

INTERVIEWER NOTE: [TEXT SUB IF Q34=1: WE WANT TO KNOW HOW MANY MONTHS THIS ONE PERIOD OF UNEMPLOYMENT ADDS UP TO

ASK IF ONLY ONE PERIOD OF UNEMPLOYMENT (Q34/1)

How many months would you say this period of unemployment adds up to?

WRITE IN NUMBER OF MONTHS



ASK ALL

Q36 **Did you obtain any qualifications between the time you completed your course at [TEXT SUBSTITUTION: HEI from sample] in the academic year 2008/09 and 26 November 2012?**

[TEXT SUB: IF Q1/3) **Please exclude any qualifications gained from any of the courses that you have already told us about.**]

SINGLE CODE.

Yes	1	Go to Q37
No	2	Go to NEXT SECTION

IF OBTAINED FURTHER QUALIFICATIONS (Q36/1)

Q37 **How many other separate qualifications did you obtain?**

SINGLE CODE.

One	1
Two	2
Three	3
More than three (please type in how many qualifications you obtained below)	4

↓

--

Q38 **What was the highest level of qualification you obtained between graduating from your [TEXT SUBSTITUTION: course from sample] course in the academic year 2008/09 and 26 November 2012?**

READ OUT, SINGLECODE

Higher degree mainly by research (PhD, DPhil, MPhil)	1
Higher degree, mainly by taught course (MA, MSc)	2
Postgraduate diploma or certificate (incl. PGCE)	3
First degree (BA, BSc, MEng)	4
Professional qualification (e.g. Chartered Accountancy, Chartered Institute of Marketing)	5
Other diploma or certificate	6
Other qualification (please type in below)	7

↓

Not aiming for a qualification	8
Don't know	x



Q39 And what was the subject area of qualification?

WRITE IN. PROBE FULLY,
PROBE AS NECESSARY for example: if history, ask which period / country / topic covered.

Q40 And how did you MAINLY fund your studies for this qualification? Was it by...?

READ OUT, SINGLE CODE

Grant/award (e.g. Research Council Studentship / Bursary)	1
Employer provided financial support	2
Self-funded e.g. Savings / loan / income	3
Other funding	4
Don't know	X



ASK ALL

Section E – Satisfaction

Thank you for describing what you have been doing since completing your [TEXT SUBSTITUTION: qualification obtained from sample] course. Thinking back to that course....

- Q41 **If you were now to choose whether or not to do the course leading to your [TEXT SUBSTITUTION: qualification obtained from sample] qualification, how likely or unlikely is it that you would...?**

READ OUT, SINGLE CODE

	Very likely	Likely	Not very Likely	Not likely at all	Don't Know
Do a different subject?	1	2	3	4	5
Study at a different institution?	1	2	3	4	5
Work towards a different type of qualification	1	2	3	4	5
Decide to do something completely different?	1	2	3	4	5

- Q42 **Given what you have told us so far, how satisfied or dissatisfied are you with your career to date?**

READ OUT, SINGLE CODE

Very satisfied	1
Fairly satisfied	2
Not very satisfied	3
Not at all satisfied	4
Don't know	5
Not applicable	6

- Q43 **Thinking about your overall experience of the course you completed in 2008/09, to what extent do you agree or disagree that the course was good value for money?**

READ OUT, SINGLE CODE

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
Don't know	6



Q44A **How well did your higher education experience prepare you for or help you progress your career aspirations?**

READ OUT, SINGLE CODE

Very well	1
Quite well	2
Not very well	3
Not at all	4
Don't know	5

Q44B **And overall, how well did your higher education experience prepare you for being self employed or setting up your own business?**

READ OUT, SINGLE CODE

Very well	1
Quite well	2
Not very well	3
Not at all	4
Don't know	5
Have never considered becoming self employed / setting up own business	6



Section F – Research Degree

ASK ALL WHO COMPLETED RESEARCH DEGREE PROGRAMME IN 2008/09 (from sample)

Q45TEL **Thinking about the research degree you took in 2008/09, why did you decide to undertake it?**

READ OUT, MULTICODE

Q46TEL **And what was the main reason you decided to undertake it?**

READ OUT, SINGLE CODE

	Other reason	Main reason
I was interested in the subject	1	1
I was interested in research	2	2
I wanted to go on being a student/I wanted to postpone job hunting	3	3
I was awarded a funded studentship	4	4
I was encouraged or required to do so by my employer at the time	5	5
I was encouraged to do so by previous tutors/lecturers.	6	6
I wanted an academic career.	7	7
I thought it would improve my career prospects more broadly.	8	8
It was essential to get into the area of employment I want(ed) to work in.	9	9
Other (Please type in below)	10	10

↓

Q47 **Did you receive any funding towards these research studies in terms of fees or maintenance, or were you self-funded?**

ADD AS NECESSARY: **Please include any accommodation costs under maintenance.**

READ OUT, SINGLE CODE.

Received funding towards fees	1
Received funding towards maintenance	2
Received funding towards both fees and maintenance	3
No funding / Self-funding	4



ASK ALL IN RECEIPT OF FUNDING FOR FEES (Q47=1 OR 3)

Q48 Firstly, could you tell me the main source of funding for your fees?

PROMPT AS NECESSARY, SINGLE CODE

ASK ALL IN RECEIPT OF FUNDING FOR FEES (Q47=1 OR 3)

Q49 From which other sources did you receive funding for your fees?

PROMPT AS NECESSARY, MULTICODE

	Main source (SINGLE CODE)	Other sources (MULTI CODE)
A) The institution where I studied		
B) Research Councils:		
Arts & Humanities Research Council (AHRC)		
Biotechnology and Biological Sciences Research Council (BBSRC)		
Engineering and Physical Sciences Research Council (EPSRC)		
Economic and Social Research Council (ESRC)		
Medical Research Council (MRC)		
Natural Environment Research Council (NERC)		
Science and Technology Facilities Council (STFC)		
C) UK Educational / Scientific charity (including The Wellcome Trust, Cancer Research UK, British Heart Foundation or Other UK Educational / Scientific charity):		
D) Other competitively-awarded scholarship or award (Please specify)		
E) EU / EC funded		
G) Support from my employer or an industry body		
F) Other (Please type in below)		
G) No other sources of funding		



ASK ALL IN RECEIPT OF FUNDING FOR MAINTENANCE (Q47=2 OR 3)

Q50 **What was the main source of funding for your maintenance?**

PROMPT AS NECESSARY, SINGLE CODE

ASK ALL IN RECEIPT OF FUNDING FOR MAINTENANCE (Q47=2 OR 3)

Q51 **From which other sources did you receive funding for your maintenance?**

PROMPT AS NECESSARY, MULTICODE

	Main source (SINGLE CODE)	Other sources (MULTI CODE)
A) The institution where I studied		
B) Research Councils:		
Arts & Humanities Research Council (AHRC)		
Biotechnology and Biological Sciences Research Council (BBSRC)		
Engineering and Physical Sciences Research Council (EPSRC)		
Economic and Social Research Council (ESRC)		
Medical Research Council (MRC)		
Natural Environment Research Council (NERC)		
Science and Technology Facilities Council (STFC)		
C) UK Educational / Scientific charity (including The Wellcome Trust, Cancer Research UK, British Heart Foundation or Other UK Educational / Scientific charity):		
D) Other competitively-awarded scholarship or award (Please specify)		
E) EU / EC funded		
G) Support from my employer or an industry body		
F) Other (Please type in below)		
G) No other sources of funding		

Q52 To what extent did your research topic require....?

READ OUT, SINGLE CODE

	A great extent	Some extent	Not at all	Don't know
Working on your own	1	2	3	4
Collaborating with others in the same broad discipline or subject area as yours (e.g. chemistry, management)	1	2	3	4
Collaborating with others in different disciplines	1	2	3	4
Development of knowledge and skills that cross other disciplines or subject areas as well as your own	1	2	3	4
Collaborating with others outside the higher education research community	1	2	3	4
Work placement(s) or internship(s)	1	2	3	4
Periods of international mobility, i.e. working or studying in non-UK research team(s)	1	2	3	4

IF EMPLOYED ON 26 NOVEMBER (Q1/1)

Q53 In the job that you were doing on 26 November 2012, how often do you / did you...?

READ OUT, SINGLE CODE

	Most of the time	Some of the time	Occasionally	Not at all	Don't know
A) Conduct research	1	2	3	4	5
B) Interpret or critically evaluate research findings	1	2	3	4	5
C) Draw on the detailed knowledge on which your research degree was based	1	2	3	4	5
D) Use your general disciplinary knowledge	1	2	3	4	5
E) Use the research skills you developed as a research student	1	2	3	4	5
F) Use the generic skills you developed as a research student	1	2	3	4	5
G) Work autonomously	1	2	3	4	5
H) Work as part of a team	1	2	3	4	5
I) Work under close supervision	1	2	3	4	5
J) Have responsibility for supervising the work of others	1	2	3	4	5



ASK ALL RESEARCH DEGREE FROM SAMPLE

Q54 **To what extent has your PhD / Research degree experience enabled you to...?**

READ OUT, SINGLE CODE

	A great extent	Some extent	Not at all	Don't know	Have not worked since finishing course
Be innovative in the workplace	1	2	3	4	5
Make a difference in the workplace	1	2	3	4	5
Change organisational culture and/or working practices	1	2	3	4	5
Influence the work of others in the workplace	1	2	3	4	5
Access immediate or short-term job opportunities in your chosen career	1	2	3	4	5
Enhance your credibility or standing in the workplace	1	2	3	4	5
Progress towards your long term career aspirations	1	2	3	4	
Enhance your social and intellectual capabilities beyond employment	1	2	3	4	
Enhance the quality of your life generally	1	2	3	4	
Make any other impact in the workplace (Please specify)	1	2	3	4	5

Q55 **The Research Councils may like to contact you for further research purposes, the results of which are used to inform policy development and will be published to help inform individuals' career decisions. Would you be happy for us to pass on your responses and contact details in order for this to happen?**

Yes - willing for RCUK to contact	1	
No - not willing	2	



Section G – Contact information

ASK ALL

- Q56 **Are you willing for IFF Research to pass on your contact details to [TEXT SUBSTITUTION: 11/12 name of HEI from sample], if they are different from the ones we already hold for you, so that they can update their records?**

These contact details may be used by your institution to undertake further research or to contact you with information or news about the institution in the future.

SINGLE CODE

Yes - willing for contact details to be passed on	1
No - not willing	2

- Q57 **Would you be happy for us to pass the information you have given us on to your university/college along with your name? Your university/ college may like to contact you in connection with this information. Would you be prepared for this to happen?**

READ OUT, SINGLE CODE

Yes - willing for information to be passed on	1
Yes – willing for information to be passed on and to be contacted in connection with it by university/college	2
No – not willing for information to be passed on	3

ASK ALL

- Q57A **Did you participate at any point in Futuretrack?**

ADD AS NECESSARY: A number of your fellow students will have been part of the Futuretrack study which is carried out across four stages and tracks students up until getting their first job. It is a large scale survey which tracks over 50,000 students who filled in their UCAS application in 2005/06.

Yes – participated in Futuretrack	1
No - did not take part in Futuretrack	2



ASK ALL IF PARTICIPATED IN FUTURETRACK (Q57A=1)

- Q57B **Will you give permission for the answers you have provided to this survey to be linked to the information you provided to Futuretrack and for the combined anonymised data to be used for analysis by both the Futuretrack project and users of the data from this survey?**

READ OUT, SINGLE CODE

Yes - willing for answers to be linked and for data to be used for analysis by the Futuretrack projects and users of data from this survey?	1
No - not willing for answers to be linked	2

ASK ALL

- Q58 **Are you interested in viewing the results of this research? If so, we can email you an individual login and password which will allow you to view these. Would you like us to do this?**

Yes	1
No	2

IF WILLING FOR ANY REASON (Q55/1 OR Q56/1 OR Q57/2 OR Q58/1)

- Q59 **You have said you are willing to be recontacted. You will only be recontacted for the purposes you have given permission for. Can we just check whether the contact details we have for you are correct?**

Your name: DISPLAY CONTACT NAME. **Is that correct?**

Yes – correct	1
No – incorrect (Please type in correct name)	2

IF HAVE POSTAL ADDRESS (FROM SAMPLE)

Your address: DISPLAY CONTACT ADDRESS. **Is that correct?**

Yes – correct	1
No – incorrect (Please type in correct address)	2



IF NO POSTAL ADDRESS

What is your postal address?

RECORD CORRECT ADDRESS LINE 1
RECORD CORRECT ADDRESS LINE 2
RECORD CORRECT ADDRESS LINE 3
RECORD POSTCODE

ASK ALL

Is this the best number by which to contact you?

Yes – correct	1
No – incorrect (Please type in correct number)	2

IF HAVE EMAIL (FROM SAMPLE)

Your email address: DISPLAY CONTACT ADDRESS. Is that correct?

Yes – correct	1
No – incorrect (Please type in correct email address)	2

IF NO EMAIL ADDRESS

What is your email address?

WRITE IN EMAIL ADDRESS

--



IF HASEMAIL=1.

Q59A **We recently emailed an online version of this questionnaire to you. Did you receive this?**

Yes	5	
No	6	
Don't know	7	
Refused	8	

IF RECEIVED EMAIL INVITE (Q59A=1)

Q59B **May I ask why it was that you did not complete the online questionnaire?**

MULTICODE. DO NOT READ OUT.

Too busy	6	
Had trouble accessing the online survey	7	
Didn't realise this had been sent	8	
Feel uncomfortable answering online surveys	9	
Other (Please specify)	10	

TELEPHONE INTERVIEW ONLY

Q60 **Before this phone call, can you tell me whether you had heard about this survey from any other sources and if so, where?**

MULTICODE

E-mailed an online version	1
Received postal questionnaire	2
Received text message	3
University website	4
University other source (SPECIFY)	5
Newspaper article (SPECIFY)	6
Internet article (SPECIFY)	7
Professional organisation (SPECIFY)	8
Fellow alumni	9
Any other source (SPECIFY)	10
Don't know	11
No – have not heard about this survey before	12




ASK ALL
 Q61 **Finally, do you have any further comments? Is there anything else you have done since completing your [TEXT SUBSTITUTION: qualification obtained from sample] course in 2008/09 that you would like to tell us about?**

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	mins



Appendix B – Email invitation and reminders



Dear Catherine

<NAME OF INSTITUTION>: The class of 2008/09

What are you doing now? We'd like you to take part in an important survey tracking the career paths of those who left higher education in the 2008/09 academic year. Findings from the research will help improve the opportunities and support available to graduates in the future.

To complete the survey please follow this link:

Take Part Now

Or [click here](#) and enter your Survey ID: **XXXX**

The research is being conducted by IFF Research, on behalf of the Higher Education Statistics Agency (HESA). For more information about IFF and HESA and to find out more about the survey please go to www.graduate-destinations.co.uk. Alternatively you can call the IFF Research helpline on 0800 054 2377 or email graduate-destinations@iffresearch.com.


If for any reason you are having difficulty accessing the survey, please click [here](#).

Thank you in advance for your help with this important study.

Best wishes

Catherine Riley
Research Manager

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Dear Catherine

<NAME OF INSTITUTION>: The class of 2008/09

We are writing to remind you of the opportunity to take part in an important survey of individuals who graduated from higher education in 2008/2009. The survey was sent to you last week.

To complete the survey please follow this link:



Or [click here](#) and enter your Survey ID: **XXXX**

The research is being conducted by IFF Research, on behalf of the Higher Education Statistics Agency (HESA). For more information about IFF and HESA and to find out more about the survey please go to www.graduate-destinations.co.uk. Alternatively you can call the IFF Research helpline on 0800 054 2377 or email graduate-destinations@iffresearch.com.

If for any reason you are having difficulty accessing the survey, please click [here](#).

Thank you in advance for your help with this important study.

Best wishes

Catherine Riley
Research Manager

IFF Research
Chart House
16 Chart Street
London, N1 6DD
Web: www.iffresearch.com | Tel: 020 7250 3035 | Fax: 020 7490 2490



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Dear Catherine

<NAME OF INSTITUTION>: The class of 2008/09

What are you doing now? We have tried contacting you couple of times about the opportunity to take part in an important survey of leavers who graduated from higher education in 2008/2009, looking at activities in terms of work and further study.

To complete the survey please follow this link:



Or [click here](#) and enter your Survey ID: **XXXX**

The research is being conducted by IFF Research, on behalf of the Higher Education Statistics Agency (HESA). For more information about IFF and HESA and to find out more about the survey please go to www.graduate-destinations.co.uk. Alternatively you can call the IFF Research helpline on 0800 054 2377 or email graduate-destinations@iffresearch.com.

If for any reason you are having difficulty accessing the survey, please click [here](#).

Thank you in advance for your help with this important study.

Best wishes

Catherine Riley
Research Manager

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Appendix C – Text message invitation

Class of 08/09: What have you been doing since leaving higher education? Share your experiences in this important survey www.iffresearch.com/hesa/xxx12345678

Appendix D – Letter invitation and reminder

	IFF Research	
<contact> <add1> <add2> <add3> <add4> <add5> <postcode> <country>		Monday 3rd December 2012 Survey ID: <ID>
Dear <fname>,		
<NAME OF INSTITUTION>: The class of 2008/09		
What are you doing now? We'd like you to take part in an important survey tracking the career paths of those who left higher education in the 2008/09 academic year. Findings from the research will help improve the opportunities and support available to graduates in the future.		
To complete the survey, please go to www.graduate-destinations.co.uk and enter your Survey ID: <ID>		
The research is being conducted by IFF Research, on behalf of the Higher Education Statistics Agency (HESA). For more information about IFF and HESA and to find out more about the survey please go to www.graduate-destinations.co.uk . Alternatively you can call the IFF Research helpline on 0800 054 2377 or email graduate-destinations@iffresearch.com .		
This is the fourth survey of its kind to be commissioned by HESA and undertaken by IFF Research. Since the first survey which took place during Winter 2006/2007, the career destinations of over 115,000 leavers from higher education have been tracked. You can read the key findings from any of these surveys by visiting www.hesa.ac.uk/DLHE_Longitudinal .		
Be part of something important; take part today.		
Thank you for your participation,		
Catherine Riley Research Manager IFF Research		





IFF Research



<contact>
<add1>
<add2>
<add3>
<add4>
<add5>
<postcode>
<country>

Monday 7th January 2013

Survey ID: <ID>

Dear <fname>,

<NAME OF INSTITUTION>: The class of 2008/09

We are writing to remind you to take part in an important survey of individuals who graduated from higher education in 2008/2009. The original invitation to take part in the survey was sent to you last month.

<IF GRADUATE HAS LOGGED IN TO SURVEY BUT NOT STARTED IT>: We see that you had an initial look at the survey, but did not go on to complete it. We would really appreciate you taking the time to complete the survey.

<IF GRADUATE IS PART WAY THROUGH THE SURVEY AND NOT COMPLETED>: We see that you have started the survey, but not yet finished it. We would really appreciate it if you could now complete it. You will only have to give responses to the questions you haven't yet answered.

To complete the survey, please go to www.graduate-destinations.co.uk and enter your Survey ID: <ID>

The research is being conducted by IFF Research, on behalf of the Higher Education Statistics Agency (HESA). For more information about IFF and HESA and to find out more about the survey please go to www.graduate-destinations.co.uk. Alternatively you can call the IFF Research helpline on 0800 054 2377 or email graduate-destinations@iffresearch.com.

This is the fourth survey of its kind to be commissioned by HESA and undertaken by IFF Research. Since the first survey which took place during Winter 2006/2007, the career destinations of over 115,000 leavers from higher education have been tracked. You can read the key findings from any of these surveys by visiting www.hesa.ac.uk/DLHE_Longitudinal.

Be part of something important; take part today!

Thank you for your participation,

Catherine Riley
Research Manager
IFF Research



Appendix E – Confidence Intervals for Key Survey Sub-Groups

Table 7.1: Statistical error for findings by gender

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
Male	15,071	±0.8%	10,449	±1.0%	25,520	±0.6%
Female	18,566	±0.7%	18,117	±0.7%	36,683	±0.5%

Table 7.2: Statistical error for findings by age

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
25 or under	12,991	±0.9%	11,489	±0.9%	24,480	±0.6%
26 – 30	10,955	±0.9%	8,145	±1.1%	19,100	±0.7%
31 – 40	4,674	±1.4%	3,660	±1.6%	8,334	±1.1%
41 – 50	3,038	±1.8%	2,968	±1.8%	6,006	±1.3%
51 +	1,976	±2.2%	2,302	±2.0%	4,278	±1.5%

Table 7.3: Statistical error for findings by ethnicity

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
Any white	25,720	±0.6%	24,852	±0.6%	50,572	±0.4%
Any black	1,627	±2.4%	748	±3.6%	2,375	±2.0%
Any Asian	2,087	±2.1%	1,578	±2.5%	3,665	±1.6%
Any mixed	1,910	±2.2%	257	±6.1%	2,167	±2.1%
Other Ethnic background.	1,124	±2.9%	0	–	1,124	±2.9%

Table 7.4: Statistical error for findings by type of qualification

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
First Degree	22,488	±0.7%	19,609	±0.7%	42,097	±0.5%
Higher degree research	2,933	±1.8%	-	-	2,933	±1.8%
Higher degree taught	2,830	±1.8%	4,080	±1.5%	6,910	±1.2%
Other postgraduate	2,552	±1.9%	2,379	±2.0%	4,931	±1.4%
Other undergraduate	2,835	±1.8%	2,498	±2.0%	5,333	±1.3%

Table 7.5: Statistical error for findings by type of subject studied

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
Medicine and Dentistry	942	± 3.2%	554	±4.2%	1,496	±2.5%
Subjects Allied to Medicine	2,983	±1.8%	2,716	±1.9%	5,699	±1.3%
Biological Sciences	2,944	±1.8%	2,943	±1.8%	5,887	±1.3%
Veterinary Sciences, Agriculture and related subjects	373	±5.1%	402	±4.9%	775	±3.5%
Physical Sciences	3,522	±1.7%	958	±3.2%	4,480	±1.5%
Mathematical and Computer Sciences	2,527	±1.9%	1,711	±2.4%	4,238	±1.5%
Engineering	2,151	±2.1%	1,266	±2.8%	3,417	±1.7%
Technologies	358	±5.2%	193	±7.1%	551	±4.2%
Architecture, Building and Planning	867	±3.3%	734	±3.6%	1,601	±2.4%
Social studies	2,819	±1.8%	2,985	±1.8%	5,804	±1.3%
Law	1,187	±2.8%	1,027	±3.1%	2,214	±2.1%
Business and Administrative studies	3,518	±1.7%	3,123	±1.8%	6,641	±1.2%
Mass Communications and Documentation	666	±3.8%	726	±3.6%	1,392	±2.6%



	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
Linguistics, Classics and related subjects	1,183	±2.8%	1,535	±2.5%	2,718	±1.9%
European Languages, Literature and related subjects	995	±3.1%	467	±4.5%	1,462	±2.6%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	243	±6.3%	41	±15.3%	284	±5.8%
Historical and Philosophical studies	1,278	±2.7%	1,658	±2.4%	2,936	±1.8%
Creative Arts and Design	2,496	±2.0%	2,323	±2.0%	4,819	±1.4%
Education	2,342	±2.0%	2,671	±1.9%	5,013	±1.4%
Combined subjects	244	±6.3%	533	±4.2%	777	±3.5%

Table 7.6: Statistical error for findings by HEI location

	File A Completes	File A Statistical Error	File B Completes	File B Statistical Error	Combined Completes	Combined Statistical Error
England	24,166	±0.6%	24,960	±0.6%	49,126	±0.4%
Scotland	4,001	±1.5%	2,242	±2.1%	6,243	±1.2%
Wales	3,097	±1.8%	1,221	±2.8%	4,318	±1.5%
Northern Ireland	2,374	±2.0%	143	±8.2%	2,517	±2.0%

Appendix F(1) – Response Rates by Key Demographics – Overall

Table 7.7: Overall response rate by gender

	Total Sample	Total Contactable	Total Completes	Response Rate
Male	146,302	118,423	25,520	22%
Female	208,424	168,649	36,683	22%

Table 7.8: Overall response rate by age

	Total Sample	Total Contactable	Total Completes	Response Rate
25 or under	138,563	115,596	24,480	21%
26 - 30	113,555	91,067	19,100	21%
31 - 40	50,786	40,183	8,334	21%
41 - 50	33,029	25,894	6,006	23%
51 +	18,756	14,302	4,278	30%
Unknown	39	32	6	19%

Table 7.9: Overall response rate by ethnicity

	Total Sample	Total Contactable	Total Completes	Response Rate
Any white	289,151	232,404	50,572	22%
Any black	13,590	11,647	2,375	20%
Any Asian	27,444	23,076	3,665	16%
Any mixed	7,625	6,574	2,167	33%
Other Ethnic background	3,153	2,811	1,124	40%
Not known / Information refused / Blank	13,765	10,562	2,301	22%



Table 7.10: Overall response rate by course type

	Total Sample	Total Contactable	Total Completes	Response Rate
First Degree	227,179	190,565	42,097	22%
Higher degree research	7,538	6,409	2,933	46%
Higher degree taught	40,578	30,212	6,910	23%
Other postgraduate	30,118	23,791	4,931	21%
Other undergraduate	49,315	36,097	5,333	15%

Table 7.11: Overall response rate by subject area

	Total Sample	Total Contactable	Total Completes	Response Rate
Medicine and Dentistry	9,268	7,451	1,496	20%
Subjects Allied to Medicine	39,536	30,550	5,699	19%
Biological Sciences	32,475	26,733	5,887	22%
Veterinary Sciences, Agriculture and related subjects	4,007	3,196	775	24%
Physical Sciences	14,621	12,322	4,480	36%
Mathematical and Computer Sciences	20,535	17,082	4,238	25%
Engineering Technologies	15,981	13,133	3,417	26%
Technologies	2,812	2,341	551	24%
Architecture, Building and Planning	10,956	8,316	1,601	19%
Social studies	34,544	28,116	5,804	21%
Law	15,631	12,356	2,214	18%
Business and Administrative studies	41,888	33,862	6,641	20%
Mass Communications and Documentation	9,443	7,683	1,392	18%
Linguistics, Classics and related subjects	14,909	12,374	2,718	22%
European Languages, Literature and related subjects	5,591	4,680	1,462	31%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	1,000	865	284	33%
Historical and Philosophical studies	15,111	12,312	2,936	24%

	Total Sample	Total Contactable	Total Completes	Response Rate
Creative Arts and Design	32,100	26,341	4,819	18%
Education	31,472	24,811	5,013	20%
Combined subjects	2,848	2,550	777	30%

Table 7.12: Overall response rate by HEI location

	Total Sample	Total Contactable	Total Completes	Response Rate
England	295,336	236,461	49,126	21%
Scotland	31,331	26,079	6,243	24%
Wales	19,910	17,294	4,318	25%
Northern Ireland	8,151	7,240	2,517	35%

Appendix F(2) – Response Rates by Key Demographics – Sample ‘A’

Table 7.13: Overall response rate by gender

	Total Sample	Total Contactable	Total Completes	Response Rate
Male	36,771	32,768	15,071	46%
Female	44,065	39,407	18,566	47%

Table 7.14: Overall response rate by age

	Total Sample	Total Contactable	Total Completes	Response Rate
25 or under	29,590	26,996	12,991	48%
26 - 30	27,920	24,740	10,955	44%
31 - 40	12,750	11,072	4,674	42%
41 - 50	6,661	5,933	3,038	51%
51 +	3,905	3,426	1,976	58%
Unknown	11	9	4	44%

Table 7.15: Overall response rate by ethnicity

	Total Sample	Total Contactable	Total Completes	Response Rate
Any white	59,336	53,043	25,720	48%
Any black	4,598	4,153	1,627	39%
Any Asian	5,401	4,832	2,087	43%
Any mixed	5,147	4,564	1,910	42%
Other Ethnic background	3,153	2,811	1,124	40%
Not known / Information refused / Blank	3,202	2,773	1,170	42%



Table 7.16: Overall response rate by course type

	Total Sample	Total Contactable	Total Completes	Response Rate
First Degree	51,298	47,027	22,488	48%
Higher degree research	7,538	6,409	2,933	46%
Higher degree taught	7,635	6,387	2,830	44%
Other postgraduate	5,968	5,211	2,552	49%
Other undergraduate	8,398	7,142	2,835	40%

Table 7.17: Overall response rate by subject area

	Total Sample	Total Contactable	Total Completes	Response Rate
Medicine and Dentistry	2,431	2,177	942	43%
Subjects Allied to Medicine	7,464	6,714	2,983	44%
Biological Sciences	6,829	6,127	2,944	48%
Veterinary Sciences, Agriculture and related subjects	808	705	373	53%
Physical Sciences	7,693	6,901	3,522	51%
Mathematical and Computer Sciences	5,967	5,361	2,527	47%
Engineering Technologies	5,357	4,784	2,151	45%
Architecture, Building and Planning	888	803	358	45%
Social studies	2,162	1,894	867	46%
Law	6,648	6,020	2,819	47%
Business and Administrative studies	3,206	2,777	1,187	43%
Mass Communications and Documentation	8,998	8,040	3,518	44%
Linguistics, Classics and related subjects	1,804	1,594	666	42%
European Languages, Literature and related subjects	2,795	2,496	1,183	47%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	2,394	2,079	995	48%
Historical and Philosophical studies	608	547	243	44%
	2,881	2,573	1,278	50%

	Total Sample	Total Contactable	Total Completes	Response Rate
Creative Arts and Design	6,339	5,559	2,496	45%
Education	5,120	4,606	2,342	51%
Combined subjects	445	419	244	58%

Table 7.18: Overall response rate by HEI location

	Total Sample	Total Contactable	Total Completes	Response Rate
England	60,011	52,590	24,166	46%
Scotland	8,869	8,262	4,001	48%
Wales	7,058	6,816	3,097	45%
Northern Ireland	4,899	4,508	2,374	53%

Appendix F(3) – Response Rates by Key Demographics – Sample ‘B’

Table 7.19: Overall response rate by gender

	Total Sample	Total Contactable	Total Completes	Response Rate
Male	109,531	85,655	10,449	12%
Female	164,359	129,242	18,117	14%

Table 7.20: Overall response rate by age

	Total Sample	Total Contactable	Total Completes	Response Rate
25 or under	108,973	88,600	11,489	13%
26 - 30	85,635	66,327	8,145	12%
31 - 40	38,036	29,111	3,660	13%
41 - 50	26,368	19,961	2,968	15%
51 +	14,851	10,876	2,302	21%
Unknown	28	23	2	9%

Table 7.21: Overall response rate by ethnicity

	Total Sample	Total Contactable	Total Completes	Response Rate
Any white	229,815	179,361	24,852	14%
Any black	8,992	7,494	748	10%
Any Asian	22,043	18,244	1,578	9%
Any mixed	2,478	2,010	257	13%
Other Ethnic background	0	-	-	-
Not known / Information refused / Blank	10,563	7,789	1,131	15%

Table 7.22: Overall response rate by course type

	Total Sample	Total Contactable	Total Completes	Response Rate
First Degree	175,881	143,538	19,609	14%
Higher degree research	0	-	-	-
Higher degree taught	32,943	23,825	4,080	17%
Other postgraduate	24,150	18,580	2,379	13%
Other undergraduate	40,917	28,955	2,498	9%

Table 7.23: Overall response rate by subject area

	Total Sample	Total Contactable	Total Completes	Response Rate
Medicine and Dentistry	6,837	5,274	554	11%
Subjects Allied to Medicine	32,072	23,836	2,716	11%
Biological Sciences	25,646	20,606	2,943	14%
Veterinary Sciences, Agriculture and related subjects	3,199	2,491	402	16%
Physical Sciences	6,928	5,421	958	18%
Mathematical and Computer Sciences	14,568	11,721	1,711	15%
Engineering	10,624	8,349	1,266	15%
Technologies	1,924	1,538	193	13%
Architecture, Building and Planning	8,794	6,422	734	11%
Social studies	27,896	22,096	2,985	14%
Law	12,425	9,579	1,027	11%
Business and Administrative studies	32,890	25,822	3,123	12%
Mass Communications and Documentation	7,639	6,089	726	12%
Linguistics, Classics and related subjects	12,114	9,878	1,535	16%
European Languages, Literature and related subjects	3,197	2,601	467	18%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	392	318	41	13%
Historical and Philosophical studies	12,230	9,739	1,658	17%

	Total Sample	Total Contactable	Total Completes	Response Rate
Creative Arts and Design	25,761	20,782	2,323	11%
Education	26,352	20,205	2,671	13%
Combined subjects	2,403	2,131	533	25%

Table 7.24: Overall response rate by HEI location

	Total Sample	Total Contactable	Total Completes	Response Rate
England	235,325	183,871	24,960	14%
Scotland	22,462	17,817	2,242	13%
Wales	12,852	10,478	1,221	12%
Northern Ireland	3,252	2,732	143	5%

Appendix G(1) – Quality of e-mail addresses by key demographics (Sample 'A')

Table 7.25: Quality of Email addresses by gender

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Male	26,029	3,104	12%
Female	31,342	4,003	13%

Table 7.26: Quality of Email addresses by age

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
25 or under	21,770	2,898	13%
26 - 30	19,582	2,296	12%
31 - 40	8,704	1,014	12%
41 - 50	4,651	571	12%
51 +	2,657	328	12%
Unknown	7	0	0%

Table 7.27: Quality of Email addresses by ethnicity

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Any white	41,688	5,213	13%
Any black	3,413	362	11%
Any Asian	3,992	451	11%
Any mixed	3,768	489	13%
Other Ethnic background	2,376	294	12%
Not known / Information refused / Blank	2,134	298	14%



Table 7.28: Quality of Email addresses by course type

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
First Degree	37,790	4,867	13%
Higher degree research	4,885	671	14%
Higher degree taught	5,128	473	9%
Other postgraduate	4,143	383	9%
Other undergraduate	5,425	713	13%

Table 7.29: Quality of Email addresses by course subject

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Medicine and Dentistry	1,691	267	16%
Subjects Allied to Medicine	4,979	650	13%
Biological Sciences	4,776	651	14%
Veterinary Sciences, Agriculture and related subjects	548	69	13%
Physical Sciences	5,510	698	13%
Mathematical and Computer Sciences	4,399	407	9%
Engineering	3,735	369	10%
Technologies	632	84	13%
Architecture, Building and Planning	1,511	163	11%
Social studies	4,737	624	13%
Law	2,188	243	11%
Business and Administrative studies	6,533	749	11%
Mass Communications and Documentation	1,275	178	14%
Linguistics, Classics and related subjects	2,008	282	14%
European Languages, Literature and related subjects	1,751	193	11%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	470	56	12%
Historical and Philosophical studies	2,050	288	14%
Creative Arts and Design	4,627	620	13%
Education	3,567	475	13%
Combined subjects	384	40	10%



Table 7.30: Quality of Email addresses by HEI location

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
England	42,677	5,390	13%
Scotland	5,790	609	11%
Wales	5,186	974	19%
Northern Ireland	3,718	134	4%

Appendix G(2) – Quality of e-mail addresses by key demographics (Sample 'B')

Table 7.31: Quality of Email addresses by gender

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Male	77,045	9,907	13%
Female	115,701	15,499	13%

Table 7.32: Quality of Email addresses by age

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
25 or under	79,756	11,130	14%
26 - 30	59,084	7,481	13%
31 - 40	25,936	3,164	12%
41 - 50	17,947	2,374	13%
51 +	10,004	1,252	13%
Unknown	20	2	10%

Table 7.33: Quality of Email addresses by ethnicity

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Any white	160,655	21,574	13%
Any black	6,672	689	10%
Any Asian	16,521	1,946	12%
Any mixed	1,806	258	14%
Other Ethnic background	0	-	-
Not known / Information refused / Blank	7,093	939	13%

Table 7.34: Quality of Email addresses by course type

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
First Degree	128,821	17,611	14%
Higher degree research	0	-	-
Higher degree taught	21,643	2,405	11%
Other postgraduate	17,075	1,893	11%
Other undergraduate	25,208	3,497	14%

Table 7.35: Quality of Email addresses by course subject

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Medicine and Dentistry	4,564	822	18%
Subjects Allied to Medicine	20,365	2,892	14%
Biological Sciences	18,334	2,376	13%
Veterinary Sciences, Agriculture and related subjects	2,186	292	13%
Physical Sciences	4,827	633	13%
Mathematical and Computer Sciences	10,595	1,101	10%
Engineering	7,503	809	11%
Technologies	1,307	159	12%
Architecture, Building and Planning	5,734	712	12%
Social studies	19,537	2,645	14%
Law	8,648	1,048	12%
Business and Administrative studies	23,602	2,927	12%
Mass Communications and Documentation	5,432	852	16%
Linguistics, Classics and related subjects	8,892	1,268	14%
European Languages, Literature and related subjects	2,415	309	13%
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	290	40	14%
Historical and Philosophical studies	8,801	1,226	14%
Creative Arts and Design	19,115	2,693	14%
Education	18,551	2,384	13%



	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
Combined subjects	2,049	218	11%

Table 7.36: Quality of Email addresses by HEI location

	Total Sample with Email	Total Undeliverable	% of Email Sample undeliverable
England	16,6028	22,275	13%
Scotland	14,906	1,488	10%
Wales	9,384	1,561	17%
Northern Ireland	2,429	82	3%

Appendix H – Response rate to email invitation (Sample 'A')

Table 7.37: Response rate to email invitation by gender

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Male	36,771	26,029	3,936	15%
Female	44,065	31,342	4,879	16%

Table 7.38: Response rate to email invitation by age

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
25 or under	29,590	21,770	3,166	15%
26 - 30	27,920	19,582	2,895	15%
31 - 40	12,750	8,704	1,404	16%
41 - 50	6,661	4,651	786	17%
51 +	3,905	2,657	564	21%
Unknown	11	7	0	0%

Table 7.39: Response rate to email invitation by ethnicity

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Any white	59,336	41,688	6,796	16%
Any black	4,598	3,413	371	11%
Any Asian	5,401	3,992	417	10%
Any mixed	5,147	3,768	572	15%
Other Ethnic background	3,153	2,376	277	12%
Not known / Information refused / Blank	3,202	2,134	382	18%

Table 7.40: Response rate to email invitation by course type

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
First Degree	51,298	37,790	5,700	15%
Higher degree research	7,538	4,885	1,100	23%
Higher degree taught	7,635	5,128	900	18%
Other postgraduate	5,968	4,143	583	14%
Other undergraduate	8,398	5,425	532	10%

Table 7.41: Response rate to email invitation by subject area

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Medicine and Dentistry	2,431	1,691	233	14%
Subjects Allied to Medicine	7,464	4,979	603	12%
Biological Sciences	6,829	4,776	802	17%
Veterinary Sciences, Agriculture and related subjects	808	548	82	15%
Physical Sciences	7,693	5,510	1160	21%
Mathematical and Computer Sciences	5,967	4,399	777	18%
Engineering	5,357	3,735	658	18%
Technologies	888	632	94	15%
Architecture, Building and Planning	2,162	1,511	156	10%
Social studies	6,648	4,737	696	15%
Law	3,206	2,188	257	12%
Business and Administrative studies	8,998	6,533	857	13%
Mass Communications and Documentation	1,804	1,275	155	12%
Linguistics, Classics and related subjects	2,795	2,008	370	18%
European Languages, Literature and related subjects	2,394	1,751	340	19%

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	608	470	105	22%
Historical and Philosophical studies	2,881	2,050	361	18%
Creative Arts and Design	6,339	4,627	560	12%
Education	5,120	3,567	466	13%
Combined subjects	445	384	83	22%

Table 7.42: Response rate to email invitation HEI location

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
England	60,011	42,677	6,988	16%
Scotland	8,869	5,790	953	16%
Wales	7,058	5,186	668	13%
Northern Ireland	4,899	3,718	206	6%

Appendix I – Response rate to email invitation (Sample 'B')

Table 7.43: Response rate to email invitation by gender

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Male	109,531	77,045	10,061	13%
Female	164,359	115,701	17,246	15%

Table 7.44: Response rate to email invitation by age

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
25 or under	108,973	79,756	10,906	14%
26 - 30	85,635	59,084	7,770	13%
31 - 40	38,036	25,936	3,503	14%
41 - 50	26,368	17,947	2,867	16%
51 +	14,851	10,004	2,259	23%
Unknown	28	20	2	10%

Table 7.45: Response rate to email invitation by ethnicity

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Any white	229,815	160,655	23,772	15%
Any black	8,992	6,672	710	11%
Any Asian	22,043	16,521	1,495	9%
Any mixed	2,478	1,806	239	13%
Other Ethnic background	0	-	-	-
Not known / Information refused / Blank	10,563	7,093	1,091	15%

Table 7.46: Response rate to email invitation by course type

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
First Degree	175,881	128,821	18,682	15%
Higher degree research	0	-	-	-
Higher degree taught	32,943	21,643	3,983	18%
Other postgraduate	24,150	17,075	2,273	13%
Other undergraduate	40,917	25,208	2,369	9%

Table 7.47: Response rate to email invitation by subject area

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Medicine and Dentistry	6,837	4,564	519	11%
Subjects Allied to Medicine	32,072	20,365	2,566	13%
Biological Sciences	25,646	18,334	2,799	15%
Veterinary Sciences, Agriculture and related subjects	3,199	2,186	384	18%
Physical Sciences	6,928	4,827	923	19%
Mathematical and Computer Sciences	14,568	10,595	1,654	16%
Engineering	10,624	7,503	1,215	16%
Technologies	1,924	1,307	188	14%
Architecture, Building and Planning	8,794	5,734	711	12%
Social studies	27,896	19,537	2,836	15%
Law	12,425	8,648	979	11%
Business and Administrative studies	32,890	23,602	2,994	13%
Mass Communications and Documentation	7,639	5,432	680	13%
Linguistics, Classics and related subjects	12,114	8,892	1,485	17%
European Languages, Literature and related subjects	3,197	2,415	447	19%

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	392	290	39	13%
Historical and Philosophical studies	12,230	8,801	1,600	18%
Creative Arts and Design	25,761	19,115	2,219	12%
Education	26,352	18,551	2,544	14%
Combined subjects	2,403	2,049	525	26%

Table 7.48: Response rate to email invitation HEI location

	Total Sample	Total Sample with an email address	Total Completes	Response Rate
England	235,325	166,028	23,896	14%
Scotland	22,462	14,906	2,121	14%
Wales	12,852	9,384	1,173	13%
Northern Ireland	3,252	2,429	117	5%

Appendix J – Response rate to text invitation (Sample 'A')

Table 7.49: Response rate to text invitation by gender

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Male	36,771	17,736	132	0.7%
Female	44,065	21,502	233	1.1%

Table 7.50: Response rate to text invitation by age

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
25 or under	29,590	15,741	146	0.9%
26 - 30	27,920	13,912	130	0.9%
31 - 40	12,750	5,701	58	1.0%
41 - 50	6,661	2,737	21	0.8%
51 +	3,905	1,143	10	0.9%
Unknown	11	4	0	0%

Table 7.51: Response rate to text invitation by ethnicity

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Any white	59,336	28,160	285	1.0%
Any black	4,598	2,662	28	1.1%
Any Asian	5,401	2,994	21	0.7%
Any mixed	5,147	2,694	15	0.6%
Other Ethnic background	3,153	1,598	7	0.4%
Not known / Information refused / Blank	3,202	1,130	9	0.8%

Table 7.52: Response rate to text invitation by course type

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
First Degree	51,298	26,932	265	1.0%
Higher degree research	7,538	2,511	34	1.4%
Higher degree taught	7,635	2,853	24	0.8%
Other postgraduate	5,968	2,807	25	0.9%
Other undergraduate	8,398	4,135	17	0.4%

Table 7.53: Response rate to text invitation by subject area

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Medicine and Dentistry	2,431	1,197	12	1.0%
Subjects Allied to Medicine	7,464	3,561	35	1.0%
Biological Sciences	6,829	3,377	37	1.1%
Veterinary Sciences, Agriculture and related subjects	808	442	5	1.1%
Physical Sciences	7,693	3,482	47	1.3%
Mathematical and Computer Sciences	5,967	2,907	28	1.0%
Engineering	5,357	2,340	24	1.0%
Technologies	888	462	5	1.1%
Architecture, Building and Planning	2,162	1,059	6	0.6%
Social studies	6,648	3,370	23	0.7%
Law	3,206	1,596	11	0.7%
Business and Administrative studies	8,998	4,536	39	0.9%
Mass Communications and Documentation	1,804	923	4	0.4%
Linguistics, Classics and related subjects	2,795	1,315	14	1.1%
European Languages, Literature and related subjects	2,394	1,113	15	1.3%

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	608	244	2	0.8%
Historical and Philosophical studies	2,881	1,285	12	0.9%
Creative Arts and Design	6,339	3,444	21	0.6%
Education	5,120	2,388	23	1.0%
Combined subjects	445	197	2	1.0%

Table 7.54: Response rate to text invitation HEI location

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
England	60,011	28,920	281	1.0%
Scotland	8,869	4,570	34	0.7%
Wales	7,058	3,051	32	1.0%
Northern Ireland	4,899	2,697	18	0.7%

Appendix K – Response rate to text invitation (Sample 'B')

Table 7.55: Response rate to text invitation by gender

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Male	109,531	51,783	388	0.7%
Female	164,359	78,374	871	1.1%

Table 7.56: Response rate to text invitation by age

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
25 or under	108,973	55,052	583	1.1%
26 - 30	85,635	41,571	375	0.9%
31 - 40	38,036	17,912	157	0.9%
41 - 50	26,368	10,997	101	0.9%
51 +	14,851	4,617	43	0.9%
Unknown	28	9	0	0%

Table 7.57: Response rate to text invitation by ethnicity

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Any white	229,815	107,781	1080	1.0%
Any black	8,992	5,088	38	0.7%
Any Asian	22,043	12,160	83	0.7%
Any mixed	2,478	1,276	18	1.4%
Other Ethnic background	0	-	-	-
Not known / Information refused / Blank	10,563	3,853	40	1.0%

Table 7.58: Response rate to text invitation by course type

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
First Degree	175,881	88,005	927	1.1%
Higher degree research	0	-	-	-
Higher degree taught	32,943	11,770	97	0.8%
Other postgraduate	24,150	11,499	106	0.9%
Other undergraduate	40,917	18,884	129	0.7%

Table 7.59: Response rate to text invitation by subject area

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Medicine and Dentistry	6,837	3,501	35	1.0%
Subjects Allied to Medicine	32,072	15,075	150	1.0%
Biological Sciences	25,646	12,958	144	1.1%
Veterinary Sciences, Agriculture and related subjects	3,199	1,657	18	1.1%
Physical Sciences	6,928	3,174	35	1.1%
Mathematical and Computer Sciences	14,568	6,942	57	0.8%
Engineering Technologies	10,624	4,691	51	1.1%
Architecture, Building and Planning	1,924	1,030	5	0.5%
Social studies	8,794	3,739	23	0.6%
Law	27,896	13,732	149	1.1%
Business and Administrative studies	12,425	5,745	48	0.8%
Mass Communications and Documentation	32,890	15,391	129	0.8%
Linguistics, Classics and related subjects	7,639	3,906	46	1.2%
European Languages, Literature and related subjects	12,114	5,685	50	0.9%
	3,197	1,495	20	1.3%

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	392	191	2	1.0%
Historical and Philosophical studies	12,230	5,465	58	1.1%
Creative Arts and Design	25,761	12,808	104	0.8%
Education	26,352	12,047	127	1.1%
Combined subjects	2,403	926	8	0.9%

Table 7.60: Response rate to text invitation HEI location

	Total Sample	Total Sample sent text message	Total Completes	Response Rate
England	235,325	111,565	1064	1.0%
Scotland	22,462	11,778	121	1.0%
Wales	12,852	5,132	48	0.9%
Northern Ireland	3,252	1,683	26	1.5%

Appendix L – Quality of telephone number and telephone response rates by key demographics – Sample 'A'

Telephone sample quality

Table 7.61: Unusable telephone sample by gender

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
Male	36,771	25,517	7,153	28%
Female	44,065	31,030	8,458	27%

Table 7.62: Unusable telephone sample by age

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
25 or under	29,590	21,745	5,788	27%
26 - 30	27,920	19,326	5,719	30%
31 - 40	12,750	8,214	2,616	32%
41 - 50	6,661	4,636	1,056	23%
51 +	3,905	2,619	431	16%
Unknown	11	8	1	13%

Table 7.63: Unusable telephone sample by ethnicity

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
Any white	59,336	41,403	10,905	26%
Any black	4,598	3,353	1,099	33%
Any Asian	5,401	3,947	1,062	27%
Any mixed	5,147	3,557	1,103	31%
Other Ethnic background	3,153	2,228	734	33%
Not known / Information refused / Blank	3,202	2,060	708	34%

Table 7.64: Unusable telephone sample by course type

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
First Degree	51,298	37,533	10,191	27%
Higher degree research	7,538	4,187	1,266	30%
Higher degree taught	7,635	4,684	1,371	29%
Other postgraduate	5,968	4,194	1,074	26%
Other undergraduate	8,398	5,950	1,709	29%

Table 7.65: Unusable telephone sample by course subject

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
Medicine and Dentistry	2,431	1,727	473	27%
Subjects Allied to Medicine	7,464	5,457	1,509	28%
Biological Sciences	6,829	4,701	1,269	27%
Veterinary Sciences, Agriculture and related subjects	808	584	128	22%
Physical Sciences	7,693	5,003	1,328	27%
Mathematical and Computer Sciences	5,967	4,057	1,120	28%
Engineering	5,357	3,463	1,034	30%
Technologies	888	621	189	30%
Architecture, Building and Planning	2,162	1,586	386	24%
Social studies	6,648	4,828	1,376	29%
Law	3,206	2,288	656	29%
Business and Administrative studies	8,998	6,374	1,858	29%
Mass Communications and Documentation	1,804	1,323	407	31%
Linguistics, Classics and related subjects	2,795	1,940	558	29%
European Languages, Literature and related subjects	2,394	1,496	393	26%

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	608	393	146	37%
Historical and Philosophical studies	2,881	1,985	530	27%
Creative Arts and Design	6,339	4,587	1,313	29%
Education	5,120	3,809	871	23%
Combined subjects	445	326	67	21%

Table 7.66: Unusable telephone sample by HEI location

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Unusable telephone contacts	% of Unusable contacts
England	60,011	39,996	11,338	28%
Scotland	8,869	6,784	1,794	26%
Wales	7,058	5,526	1,572	28%
Northern Ireland	4,899	4,242	907	21%

Telephone response rates

Table 7.67: Telephone response rate by gender

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
Male	36,771	25,517	10,593	42%
Female	44,065	31,030	13,009	42%

Table 7.68: Telephone response rate by age

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
25 or under	29,590	21,745	9,366	43%
26 - 30	27,920	19,326	7,629	39%
31 - 40	12,750	8,214	3,069	37%
41 - 50	6,661	4,636	2,180	47%
51 +	3,905	2,619	1,355	52%
Unknown	11	8	4	50%

Table 7.69: Telephone response rate by ethnicity

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
Any white	59,336	41,403	17,935	43%
Any black	4,598	3,353	1,200	36%
Any Asian	5,401	3,947	1,629	41%
Any mixed	5,147	3,557	1,294	36%
Other Ethnic background	3,153	2,228	808	36%
Not known / Information refused / Blank	3,202	2,060	737	36%



Table 7.70: Telephone response rate by course type

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
First Degree	51,298	37,533	16,002	43%
Higher degree research	7,538	4,187	1,634	39%
Higher degree taught	7,635	4,684	1,811	39%
Other postgraduate	5,968	4,194	1,904	45%
Other undergraduate	8,398	5,950	2,252	38%

Table 7.71: Telephone response rate by subject area

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
Medicine and Dentistry	2,431	1,727	676	39%
Subjects Allied to Medicine	7,464	5,457	2,281	42%
Biological Sciences	6,829	4,701	2,032	43%
Veterinary Sciences, Agriculture and related subjects	808	584	281	48%
Physical Sciences	7,693	5,003	2,201	44%
Mathematical and Computer Sciences	5,967	4,057	1,635	40%
Engineering	5,357	3,463	1,405	41%
Technologies	888	621	251	40%
Architecture, Building and Planning	2,162	1,586	688	43%
Social studies	6,648	4,828	2,032	42%
Law	3,206	2,288	890	39%
Business and Administrative studies	8,998	6,374	2,510	39%
Mass Communications and Documentation	1,804	1,323	491	37%
Linguistics, Classics and related subjects	2,795	1,940	775	40%
European Languages, Literature and related subjects	2,394	1,496	605	40%

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	608	393	132	34%
Historical and Philosophical studies	2,881	1,985	872	44%
Creative Arts and Design	6,339	4,587	1,878	41%
Education	5,120	3,809	1,815	48%
Combined subjects	445	326	153	47%

Table 7.72: Telephone response rate by HEI location

	Total Sample	Total Contactable At Start Of Telephone Fieldwork	Total Completes	Response Rate
England	60,011	39,996	16,254	41%
Scotland	8,869	6,784	2,891	43%
Wales	7,058	5,526	2,332	42%
Northern Ireland	4,899	4,242	2,126	50%

Appendix M – Response rate to letter invitation – Sample ‘A’

Table 7.73: Response rate to letter invitation by gender

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
Male	36,771	14,631	445	3%
Female	44,065	17,389	410	2%

Table 7.74: Response rate to letter invitation by age

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
25 or under	29,590	11,573	313	3%
26 - 30	27,920	11,681	301	3%
31 - 40	12,750	5,476	143	3%
41 - 50	6,661	2,281	51	2%
51 +	3,905	1,005	47	5%
Unknown	11	4	0	0%

Table 7.75: Response rate to letter invitation by ethnicity

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
Any white	59,336	22,462	704	3%
Any black	4,598	2,239	28	1%
Any Asian	5,401	2,252	20	1%
Any mixed	5,147	2,251	29	1%
Other Ethnic background	3,153	1,454	32	2%
Not known / Information refused / Blank	3,202	1,362	42	3%

Table 7.76: Response rate to letter invitation by course type

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
First Degree	51,298	20,518	521	3%
Higher degree research	7,538	3,015	165	5%
Higher degree taught	7,635	2,956	95	3%
Other postgraduate	5,968	2,169	40	2%
Other undergraduate	8,398	3,362	34	1%

Table 7.77: Response rate to letter invitation by subject area

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
Medicine and Dentistry	2,431	998	21	2%
Subjects Allied to Medicine	7,464	3,060	64	2%
Biological Sciences	6,829	2,654	73	3%
Veterinary Sciences, Agriculture and related subjects	808	261	5	2%
Physical Sciences	7,693	2,834	114	4%
Mathematical and Computer Sciences	5,967	2,358	87	4%
Engineering	5,357	2,262	64	3%
Technologies	888	366	8	2%
Architecture, Building and Planning	2,162	800	17	2%
Social studies	6,648	2,712	68	3%
Law	3,206	1,336	29	2%
Business and Administrative studies	8,998	3,814	112	3%
Mass Communications and Documentation	1,804	764	16	2%
Linguistics, Classics and related subjects	2,795	1,086	24	2%
European Languages, Literature and related subjects	2,394	920	35	4%

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
Eastern, Asiatic, African, American and Australasian Languages, Literature and related subjects	608	254	4	2%
Historical and Philosophical studies	2,881	1,061	33	3%
Creative Arts and Design	6,339	2,534	37	1%
Education	5,120	1,817	38	2%
Combined subjects	445	129	6	5%

Table 7.78: Response rate to letter invitation HEI location

	Total Sample	Total Contactable At Start Of Postal fieldwork	Total Completes	Response Rate
England	60,011	23,839	643	3%
Scotland	8,869	3,400	123	4%
Wales	7,058	3,135	65	2%
Northern Ireland	4,899	1646	24	1%