

University of London First Destinations Survey 2019

April 2019



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1 Executive summary

Graduates current activity

- The majority of graduates (85%) who took part in the survey were engaged in work or further study.
- Consistent with 2018, UK graduates were more likely to be employed than ROW graduates (79% vs 70%). Postgraduates were more likely to be in work (90% vs 66%) and undergraduates in further study (21% vs 10%).

Graduates in employment

- While a smaller proportion were in work compared to the previous year overall (72% in 2019 vs. 76% in 2018), the proportion in professional employment was the same (84% across both years). Those who were more likely to be in professional employment were:
 - Postgraduates (91%) over undergraduates (80%) – as seen in 2018.
 - UK and EU graduates (89% and 95%) over ROW graduates (82%) – a new difference for 2019.
- Graduates most commonly stated they undertook their current job because it fitted into their career plan or was the type of work they wanted (33%), however this represented a slight decrease since 2018 (37%).
- Two-fifths of employed graduates (42%) felt that their qualification helped to obtain their job. More graduates reported that their course was a formal requirement than in 2018 (31% vs 23%). Undergraduates were particularly likely to state this (19% vs 3% postgraduates).

Graduates in further study, training or research

- Of the graduates involved in further study, training or research, approximately one third (33%) were studying via UoL, the same proportion as in the 2018 study. Unlike the 2018 study, there were no different significant differences by level (undergraduate vs postgraduate).
- Consistent with the 2018 survey, UoL postgraduates were most commonly in higher degrees (49% in research or a taught course) whereas undergraduates have entered more varied qualifications (28% profession qualification, 25% higher degree, and 22% first degree).



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Measuring graduate satisfaction

- When asked to reflect on their time studying, the overall the response from participants was very positive; 77% of graduates felt their course met their needs and had helped them to become an independent learner.
- Postgraduates responded more positively than undergraduates for 3 of the 8 impacts of higher education, down from 5 impact measures in the 2018 survey. Those in graduate level work or study were also more positive for 7 of the impacts, a substantial increase from 2 measures in 2018.
- The Net Promoter Score (addressing the likelihood of recommending UoL courses) was +26% overall, with a mean score of 8.0.
- The satisfaction of overall experience with UoL and likelihood of staying in touch had significantly increased ratings among undergraduates (7.6 and 6.7) compared to the previous year (7.4 and 6.6). The increase in scores from UG Laws graduates could have driven this in part.



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2 Research objectives

Background

The unique nature of the institution is well illustrated by the 2017/18 graduate population, 14% of which are UK domicile, 8% from the EU and 77% representing non-EU internationally domiciled students. For the purpose of this report, this group of graduates are classified as representing the 'Rest of the World' (ROW).

For the four years prior to 2018, UoL collected information on the employment outcomes of graduates to inform current and prospective students about potential career paths. In 2018, IFF Research was commissioned to run two surveys on the behalf of UoL to map the outcomes of two cohorts of graduates:

- The 2018 survey was carried out among 2016/17 graduates.
- The 2019 survey was carried out among 2017/18 graduates.

The same destinations survey was used for both years of graduates. It was broadly based on HESA's DLHE survey, a longstanding survey carried out among graduates six months after they graduate from university. It also incorporated additional questions from the Graduate Outcomes survey, which launched in December 2018 as a replacement for the DLHE survey.

This report covers the findings from the 2019 survey.

Methodology

For the 2019 survey, contact details were supplied for 7,991 graduates to IFF Research by UoL ; 478 of these had a UK telephone number.

All graduates were invited to participate in the survey online. Those with a UK telephone number who did not complete the survey online were then contacted in follow-up over the telephone using Computer Assisted Telephone Interview software (CATI).

Online fieldwork began on Monday 28th January 2019. UK telephone fieldwork began on 11th February with those with a UK telephone number. The survey closed on 22nd March 2019.

A total of 1,513 interviews were conducted over the whole fieldwork period, representing a response rate of 19%¹. 1,367 were completed online and 146 over the telephone. Table 2.1 outlines the response rate as broken down by domicile and level of study at UoL: undergraduate (UG),

¹ The response rate is calculated using the total number of completes (1,513) as a proportion of the starting sample (7,991).



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postgraduate (PG) and international foundation certificate (FN). Due to the low numbers in the foundation level, this report focuses on undergraduate and postgraduate findings only.²

A total of 1,513 completed interviews allows for robust analysis at an overall level and among key subgroups. Table 2.2 presents a breakdown of interviews achieved by key demographics at an overall level. The asterisks show a significant difference between the two years.

Table 2.2 Breakdown of achieved interviews

	2018	2019
Base	1,687	1,513
Level of study (Level)		
Undergraduate	59%	68%*
Postgraduate	41%*	31%
Foundation	-	2%
Domicile		
UK	17%*	14%
EU	8%	8%
Rest of world (ROW)	74%	77%*
Course		
UG EMFSS Programmes	26%	28%
UG Laws	24%	31%*
Master of Laws	10%*	6%
MSc Professional Accountancy	9%	9%
PG LSHTM	9%	8%
PG CeFIMs	5%*	0%
UG Other	9%	8%
PG Other	8%	8%
Class of degree		
1 st	13%	13%
2:1	33%	30%
2:2	21%	30%*
3rd	32%*	27%

² This is consistent with the 2018 report, which did not have the foundation level of study.



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3 Graduates current activity

The first question asked of all graduates participating in the survey was '*which of the following activities were you doing on 11th January 2019?*'³

85% of graduates were engaged in work or further study. Of this group 72% were employed, (89% employed full-time and 11% part-time); 19% were engaged in study, training or registered as a research student (66% full-time students and 35% part-time students).

Of all participating graduates, 72% were in professional employment or postgraduate study⁴. Of those who were employed, 84% were in professional employment. Of those who were in study 83% were in postgraduate study.

In 2019 a smaller proportion of graduates were in work compared to the previous year (72% in 2019 vs. 76% in 2018) but among those, the same proportion was in professional employment (84% across both years). There were no significant differences in study across the years.

Consistent with 2018 findings, postgraduates were more likely to be in work and undergraduates in further study: 90% of postgraduates were in employment compared to 66% of undergraduates. The employment rate was particularly high among those who undertook Master of Laws with UoL (94%), significantly increasing compared to the previous year (83%). Undergraduates were more likely to be engaged in study, training or research (21%) in comparison to postgraduates (10%), and to be unemployed and looking for work (13% of undergraduates vs. 5% of postgraduates).

At an overall level, those in the UK were more likely to be in work than ROW graduates (79% vs 70%).

Figure 1 and 2 show current activity broken down by domicile among undergraduates and postgraduates respectively. They were largely in line with the findings from the 2018 survey (with the exception of a decrease in UG EU graduates working part time).

³ The census date used for the 2018 survey was the 12th January 2018.

⁴ Professional level employment includes job roles categorised under the first three groups of the Standard Occupational Classification (SOC) system; 'Managers, directors and senior officials', 'Professional occupations' and 'Associate professional and technical occupations'. Postgraduate study is defined as higher degrees or postgraduate diplomas and certificates.



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Figure 1 All activities on the census date (undergraduates)

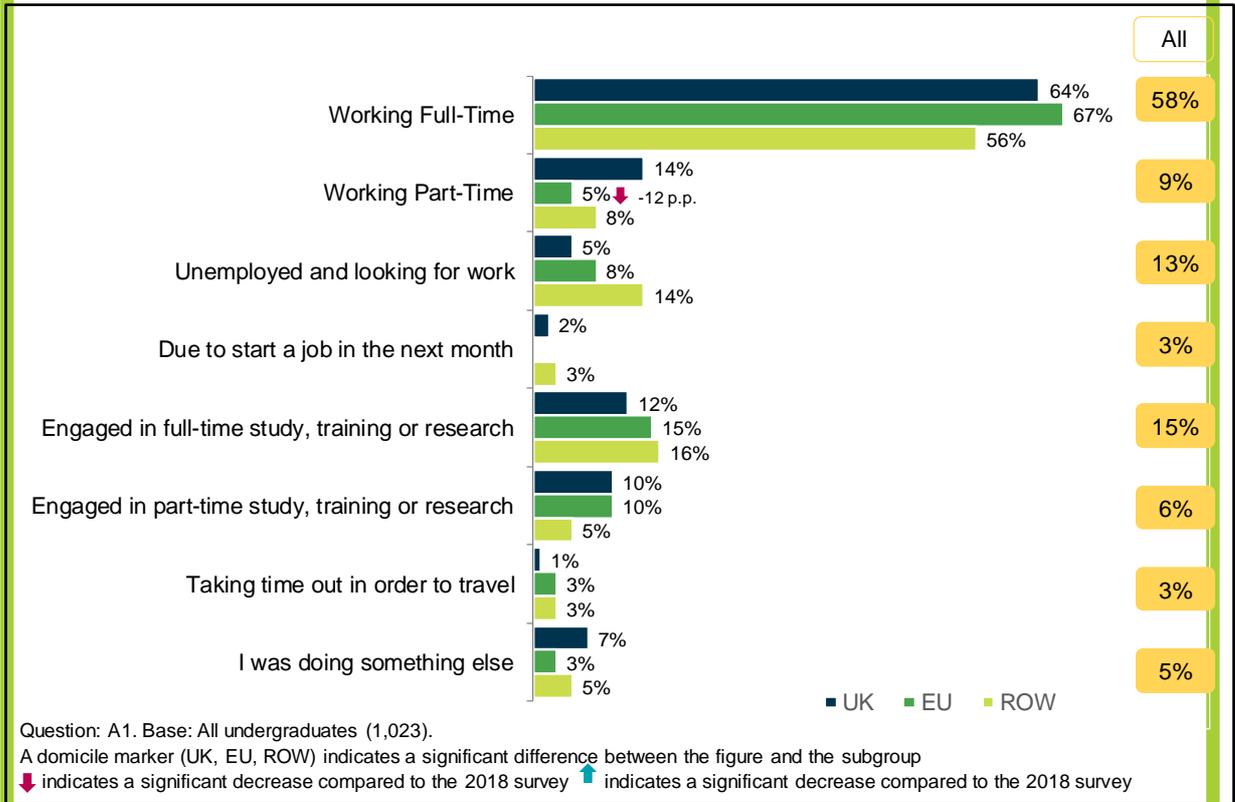


Figure 2 All activities on the census date (postgraduates)

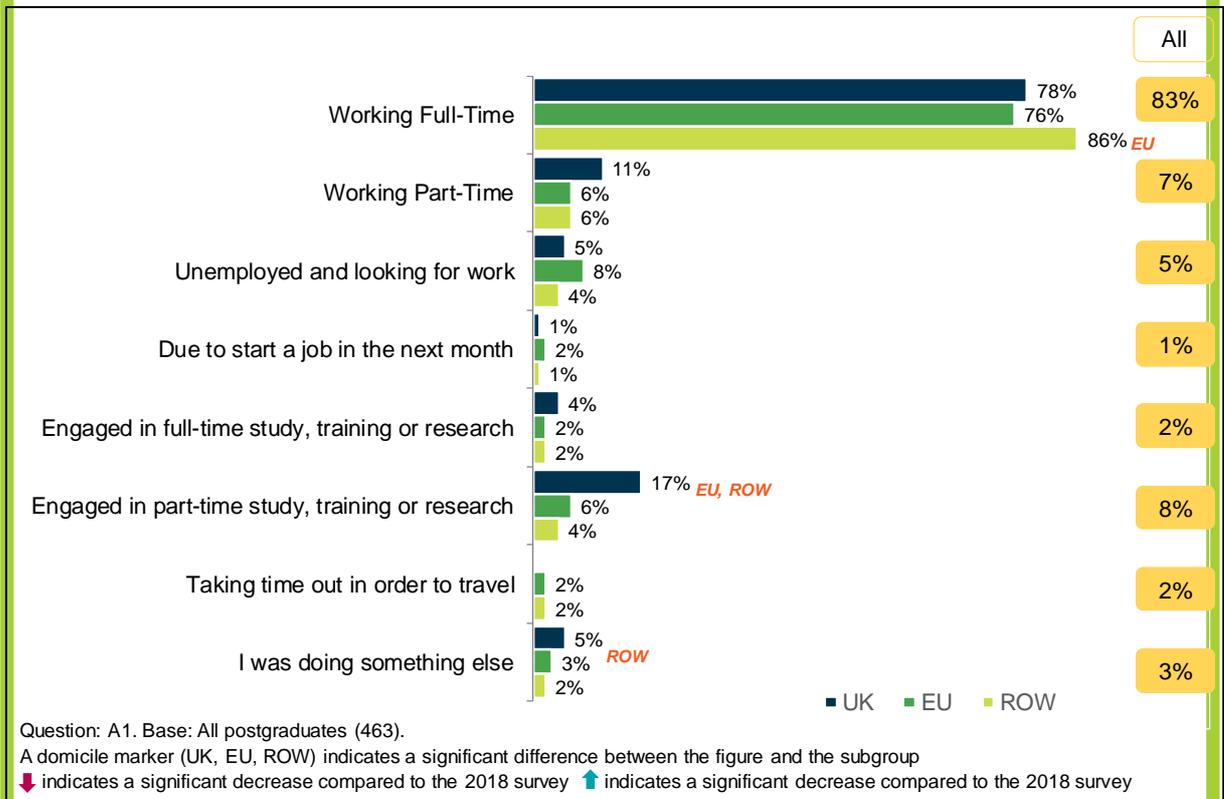


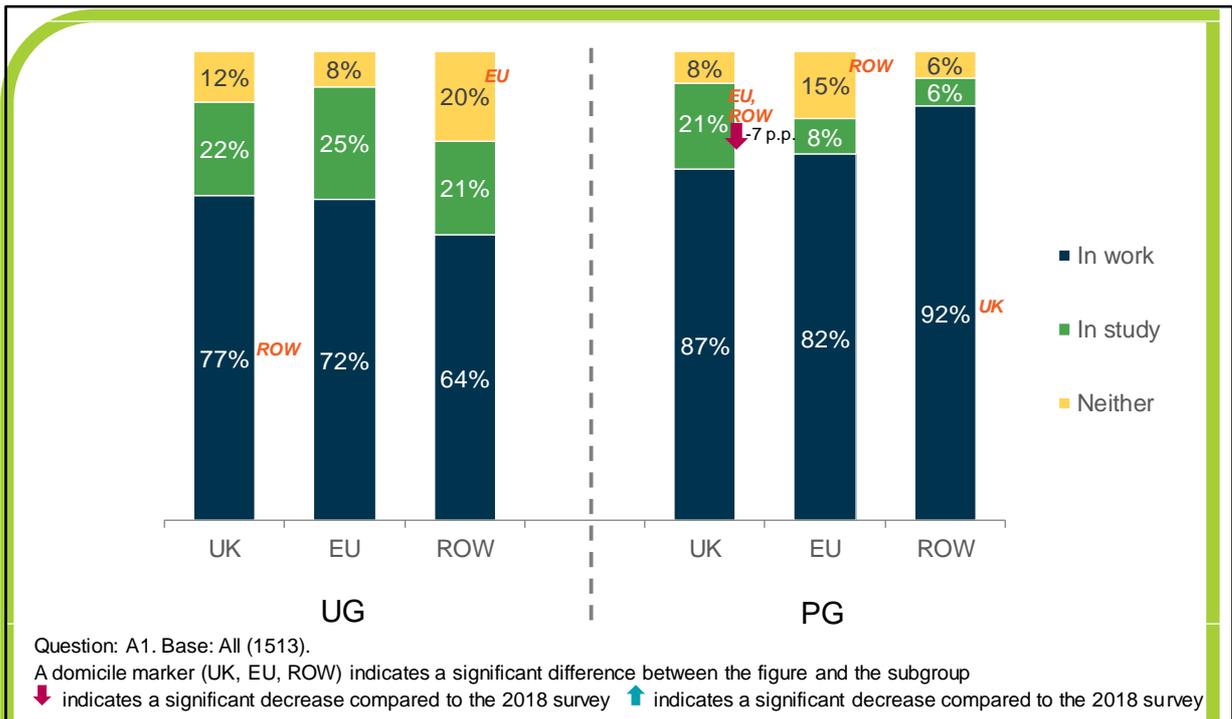
Figure 3 displays a summary of broad activity broken down by domicile within level of study. As shown, UK-domiciled undergraduates were significantly more likely to be in work (either part-time or full-time) than ROW-domiciled undergraduates (77% for UK vs. 64% for ROW) but the reverse was true for the postgraduate population (87% vs. 92%).

Figure 3 Summary of activities on the census date by domicile within level of study



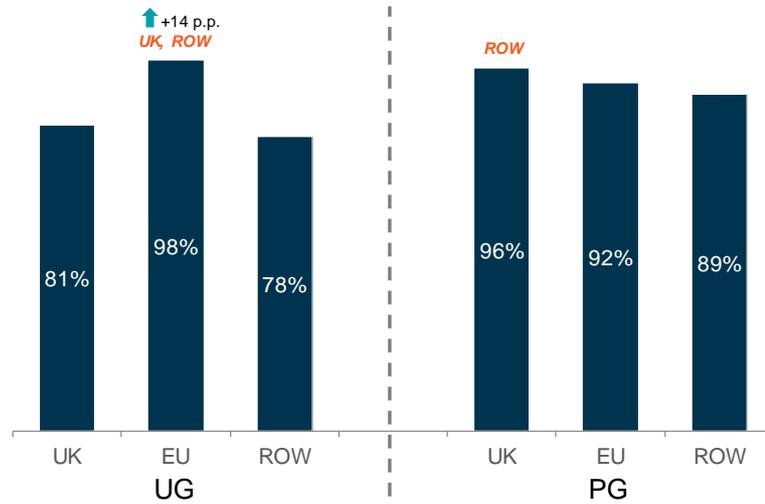
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As with the 2018 survey, a higher proportion of working postgraduates were in a graduate level occupation (91%) compared to undergraduates (80%). This was also the case for UK (89%) and EU (95%) graduates compared to ROW graduates (82%), though this difference was new to 2019. The figure below shows the breakdown of undergraduate and postgraduate responses by domicile. It demonstrates that there has been a significant increase of the proportion in graduate roles among undergraduates in the EU compared to 2018.

Figure 4 Proportion of undergraduates and postgraduates in graduate level employment by domicile



Question: A1. Base: All graduates in employment (1090).

A domicile marker (UK, EU, ROW) indicates a significant difference between the figure and the subgroup

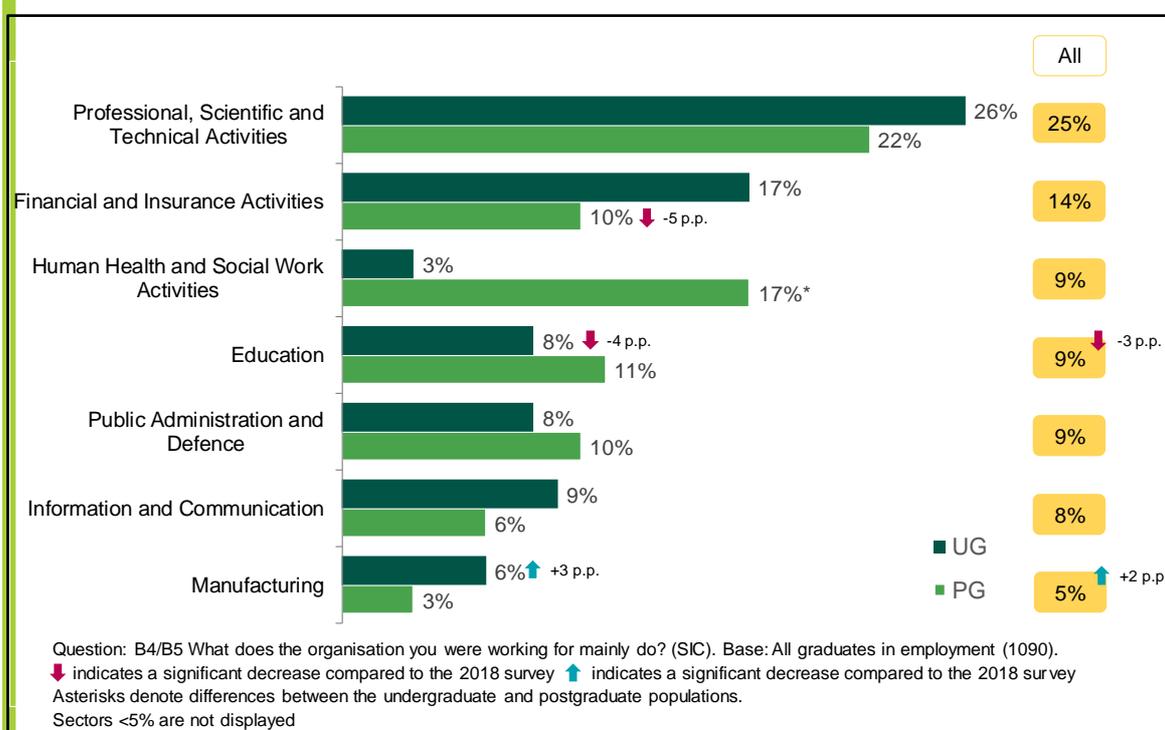
↓ indicates a significant decrease compared to the 2018 survey ↑ indicates a significant increase compared to the 2018 survey

4 Graduates in employment

Detail of employment

Graduates in employment have entered a wide range of sectors, as shown in Figure 5. Professional, Scientific and Technical Activities was the most common sector worked in. A quarter of all graduates entered this sector (25%) which rose to 37% among those who studied Masters of Laws or UG Laws. Financial and Insurance Activities (14%), rising to 25% among those who did UG EMFSS Programmes.

Figure 5 Most common sectors by level



Undergraduates and postgraduates were entering the same types of jobs as in the 2018 survey, both in terms of job roles and types of contract.

In 2019, the most common occupation among UoL postgraduates were professional occupations (52%) in comparison to only 30% of undergraduates. Undergraduates (39%) were mostly likely to be in associate professional and technical occupations, which was much less common among postgraduates (19%).



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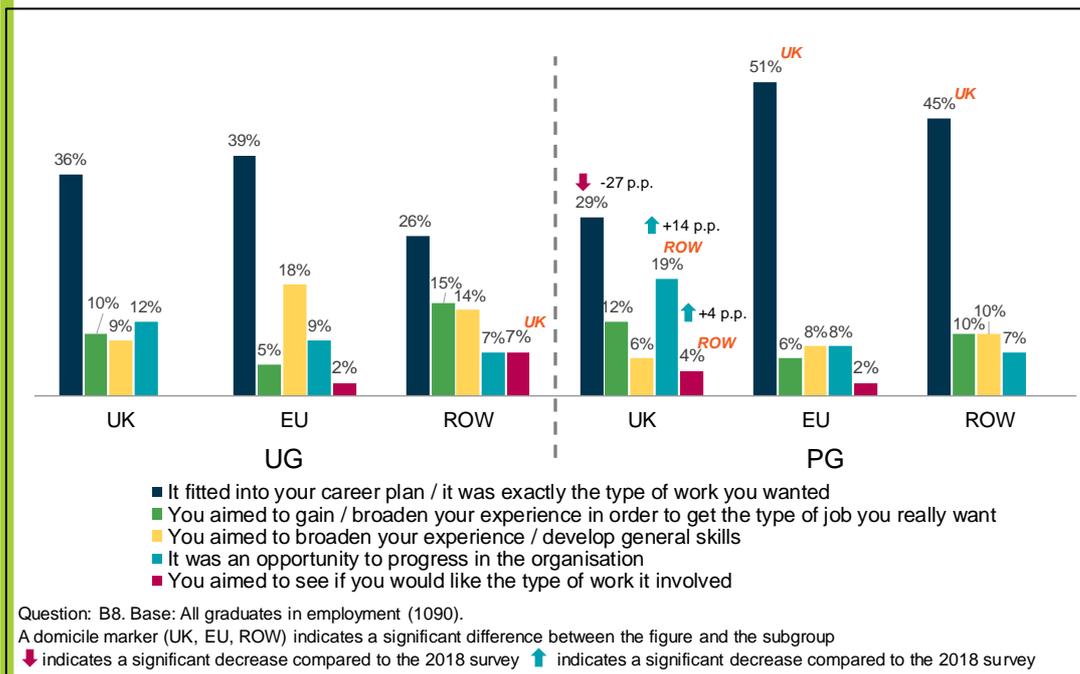
81% of those in work are in a permanent, open-ended or fixed term contract. Postgraduates (90%) were significantly more likely to be on these types of contracts than undergraduates (76%). This is particularly driven by those in full-time work (86%) in comparison to part-time work (44%). Overall, 7% are self-employed or freelance, 5% are working on an internship or placement and 1% reported they were starting up their own business.

Motivation and support

The most common motivation for graduates entering their current job was that it fitted with their career plan or it was exactly the type of job they wanted (33%), particularly among those in graduate level work (37%) in comparison to non-graduate level work (13%), and postgraduates (42%) in comparison to undergraduates (28%). This was significantly below the proportion of graduates who reported this motivation in the 2018 survey (37% of all graduates).

Others saw the job as a stepping stone towards their desired role, 13% took it with a view to gain experience in order to get the type of job they really want and 8% saw it as an opportunity to progress in their organisation. More widely, 12% took it to broaden their experience or develop general skills and 4% took it to see if they would like the type of work it involved. Cumulatively, these professional or career development goals accounted for 70% of graduates' responses. Figure 6 shows this breakdown by level of study and domicile.

Figure 6 Main reason for taking job (professional motivations)



A smaller proportion of graduates took the job for reasons outside of their professional goals and development (22%), either because it was the best or only job offer received (11%), it was a way to

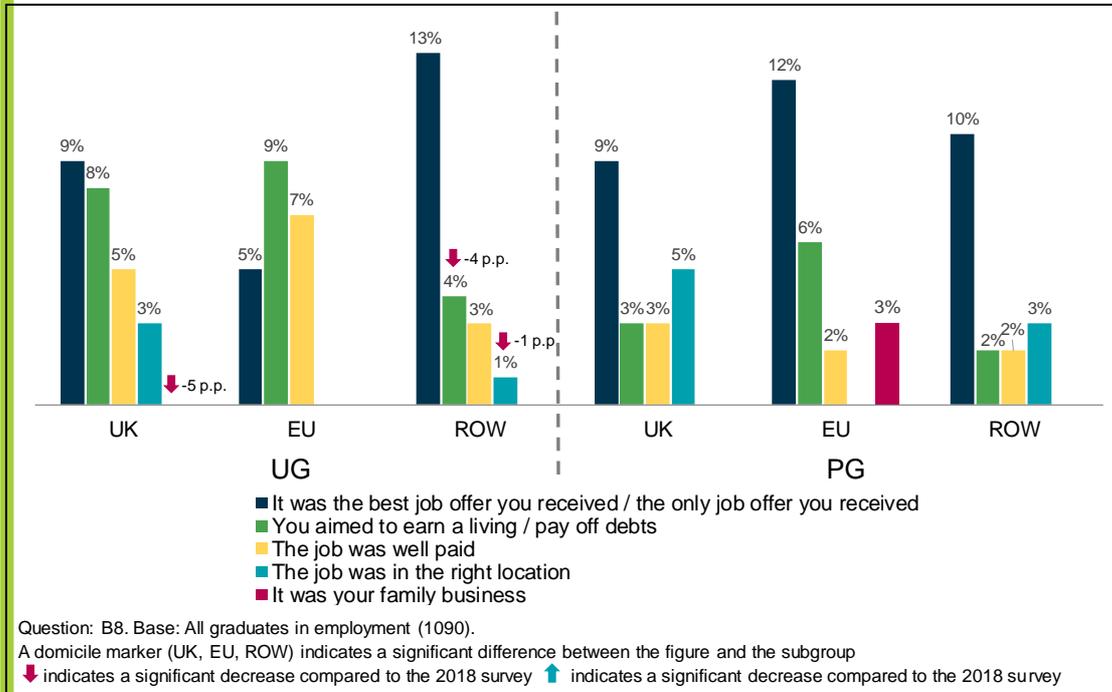


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earn a living or pay off debts (4%), it was well paid (3%), it was their family business (2%) or it was in the right location (2%). UoL undergraduates (24%) tended to more frequently state non-professional motivations than postgraduates (18%), although the difference was more marked in the 2018 survey.

Figure 7 Main reason for taking job (non-professional motivations)



42% of employed graduates felt that the qualification from University of London helped to obtain their job: of these, 69% stated it gave them an advantage and 31% said it was a formal requirement. As only 23% reported that their course was a formal requirement (23%) in the 2018 survey, it may suggest that students were more likely to apply for jobs directly related to their degree programme in 2019.

Across all students, just over half of those in work (53%) thought the qualification was not required in order to obtain their current role, the vast majority of whom (84%) had already started the role before they had completed their qualification. Undergraduates were particularly likely to report that the qualification was a formal requirement (19%) in comparison to postgraduates (3%).

Figure 7 and 8 show the breakdown for undergraduates and postgraduates respectively. It demonstrates that the only significant difference was observed among ROW undergraduates.



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Figure 8 Whether graduates would have obtained job without their UoL course (undergraduates)

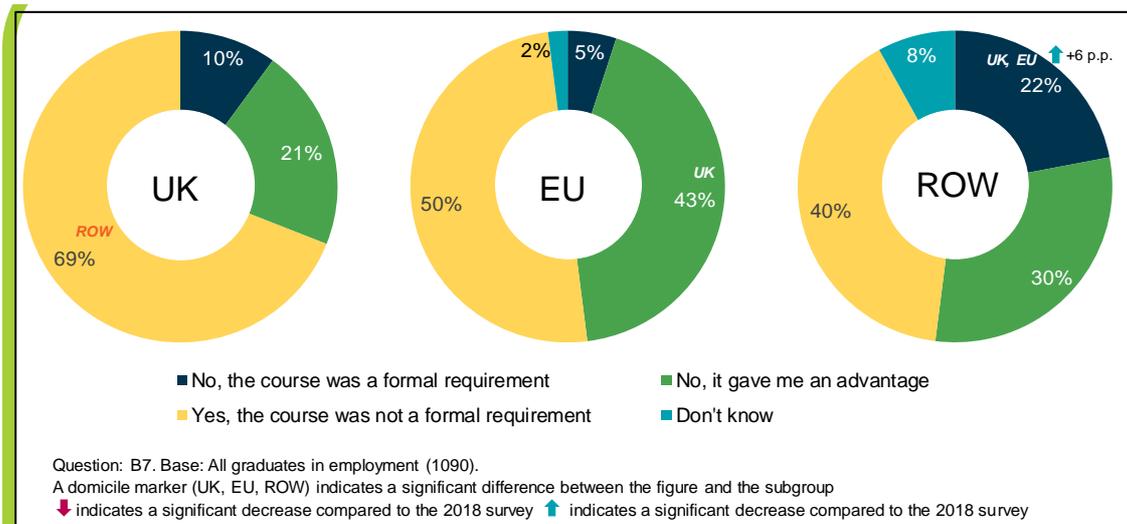
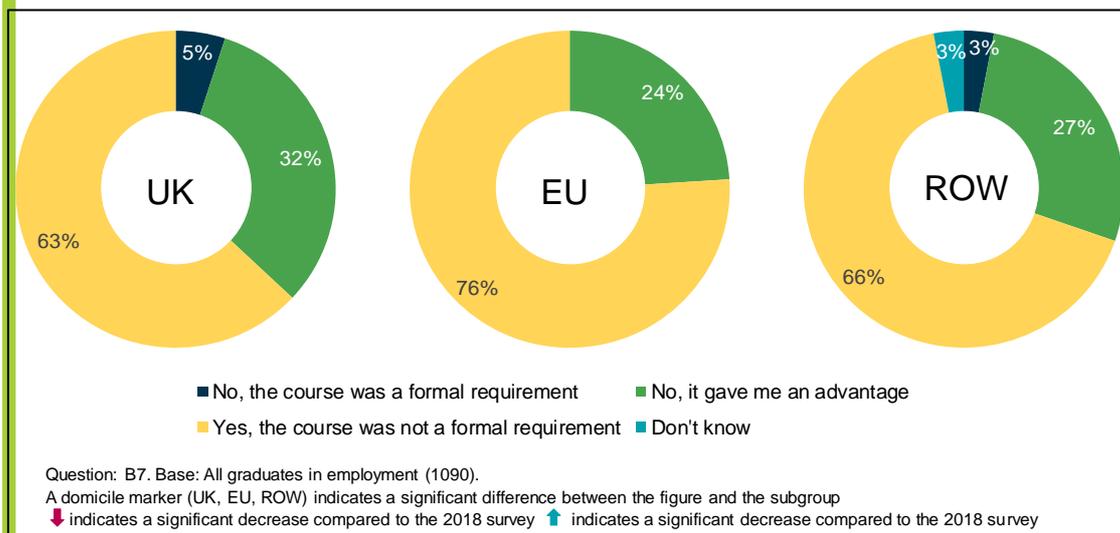


Figure 9 Whether graduates would have obtained job without their UoL course (postgraduates)



Of those who were in their job before or during their studies, just under three-fifths (58%) were not given any support by their employer. Of those that were supported, 69% were given study leave, 41% had their tuition fees paid in full or part and 8% were given a grant to cover tuition fees and living expenses. The latter figure represents a significant increase on the 2018 survey figure, for who only 3% were given a grant.

5 Graduates in further study, training or research

Detail of study

Of all the graduates who were involved in further study, training or research at the time of the survey, approximately one third (33%) were studying via the University of London, the same proportion as in the 2018 study. There were no different significant differences within this by level of study, which represented a marked difference from the 2018 survey whereby a significantly larger proportion of postgraduates were in this group (48%) in comparison to undergraduates (29%).

76% of the graduates who indicated they were working towards the completion of a first degree, undertook this as a continuation of studies their UoL undergraduate certificate or diploma. This was a similar proportion to the previous year's findings (81%).

Graduates were most commonly undertaking a taught course higher degree (24%), a professional qualification (24%) or a first degree (23%). Those reporting UK domicile during their studies were more likely to be undertaking a higher degree, mainly by taught course (35%), than those in non-EU countries (21%); those from non-EU countries were more likely to be undertaking a first degree than UK graduates (26% vs 10%).

Consistent with the 2018 survey, UoL postgraduates were most commonly in higher degrees (49% in research or a taught course) whereas undergraduates have entered more varied qualifications (28% profession qualification, 25% higher degree, and 22% first degree).

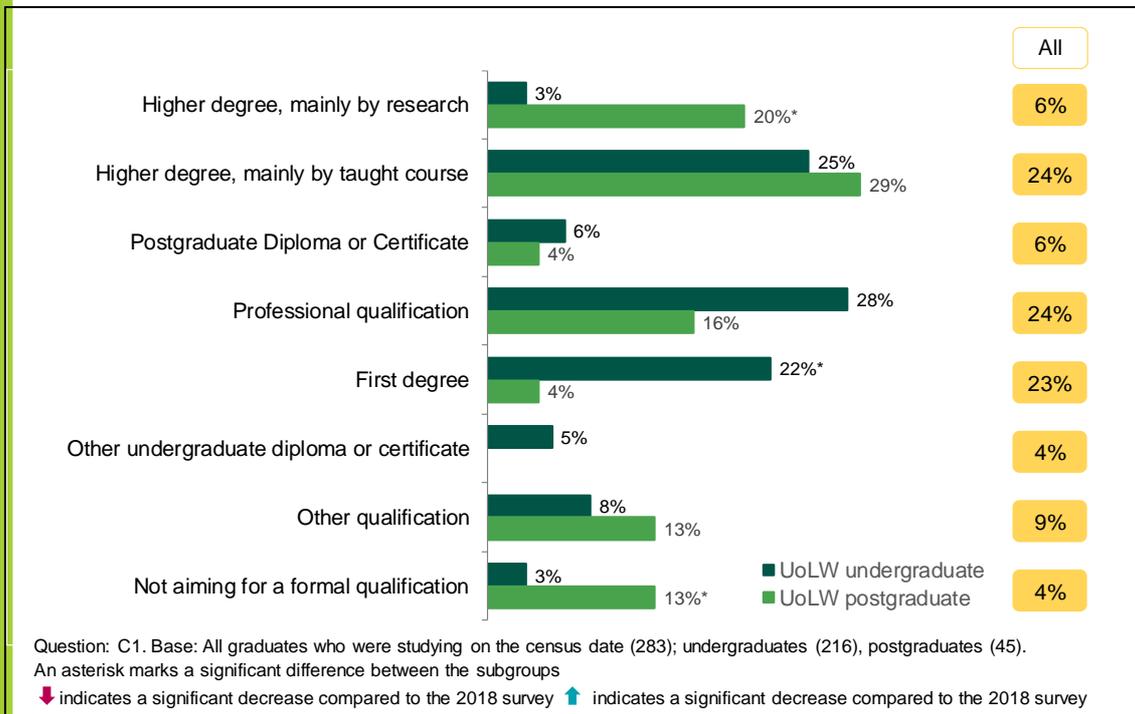
Figure 10 displays each type of study by level. There were no significant differences between these findings and those at the 2018 survey.



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Figure 10 Type of qualification undertaken by those in further study, training or research by level



The UK and rest of world domiciles had a few key differences: UK graduates were more likely to have completed a higher degree, mainly by taught course (35% vs 21% ROW) or not be aiming for a qualification (10% vs 3% ROW), whereas those in the rest of world were more likely to be undertaking a first degree (26%).⁵

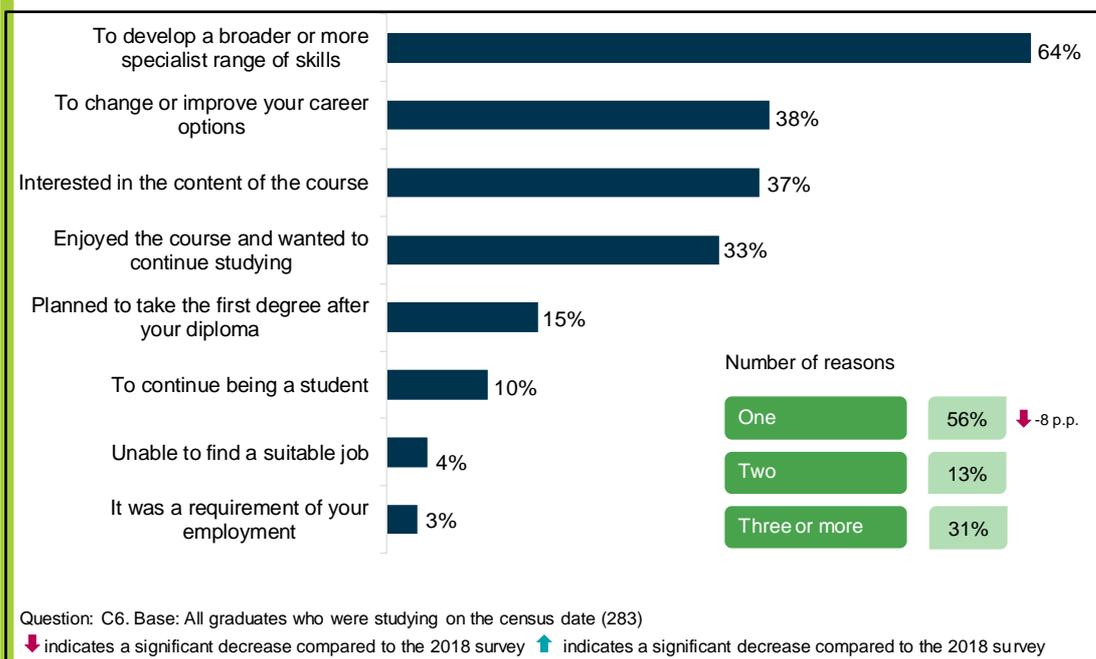
Motivation and support

The reasons for deciding to undertake further study, training or research remained consistent with the 2018 findings. ‘To develop a broader or more specialist range of skills’ was selected most frequently and ‘as a requirement for employment’, the least.

Figure 11 outlines the motivations behind study.

⁵The EU domicile had too low a base size to conduct analysis on.

Figure 11 Reasons for deciding to undertake further study, training or research



Compared to the 2018 survey, a smaller proportion of graduates overall picked one reason for their continued study (56% in 2019 vs 64% in 2018), however, the pattern when analysing by level remained the same: UoL undergraduates more frequently stated one reason for undertaking further study than postgraduates (60% vs 44%)⁶. Postgraduates tended to give more varied reasons as to why they wanted to continue their study (44% gave 3 or more reasons in comparison to 25% of undergraduates).

81% of graduates in further study were self-funded, for example through savings or loans (raising to 83% among UoL undergraduates). 17% were funded by an external source, such as through their employer, a grant, award, scholarship or bursary. Again, these results remained consistent with those from the 2018 survey.

6 Measuring graduate satisfaction

90% of postgraduates reported that they did not spend any time during their course at a local teaching institution, whereas 77% of undergraduates studied at least some of their course at a teaching institution. The difference between these two groups of graduates widened over the two

⁶ This is not a significant difference, likely due to the low base size of the postgraduate group (n = 45) .

surveys as a greater proportion of undergraduates reported spending their whole course at local teaching institution, compared to the year before (53% vs 48%).

Postgraduates were, however, more likely to be working in paid employment full-time while conducting their studies (78%) in comparison to undergraduates (34%). These results were consistent with the 2018 findings.

Impact of the UoL course

The majority of graduates agreed or strongly agreed that their UoL course met their needs and developed them in range of ways, all consistent with the 2018 findings: 77% agreed that the flexibility of the course met their needs and that the course helped them to become an independent learner, 73% thought it challenged them to achieve their best work (which rose to 80% among those who got a 1st). 68% of graduates said the course made them feel confident in tackling unfamiliar situations or problems and 60% said it helped them to become an informed and active citizen.

Out of the eight listed, graduates reported the same top three impacts of the Higher Education experience as the 2018 cohort; that it enhanced their social and intellectual capabilities beyond employment (86%), enabled them to progress towards their long-term career aspirations (86%) and enhanced the quality of their life generally (81%). Those in graduate level work or study were more consistently positive compared to the previous year: they were more likely to state the HE experience had an impact than those not in work or study across 7 of the 8 measures, up from 2 measures in 2018.

A greater proportion of postgraduates responded more positively than undergraduates for 3 of the 8 impacts (down from 5 impact measures in the 2018 survey). These were the ability to:

- 'influence the work of others in the workplace' (76% of postgraduates said their Higher Education experience had enabled them to do this to some or a great extent vs. 68% of undergraduates);
- 'enhance your credibility or standing in the workplace' (88% of postgraduates vs. 81% of undergraduates);
- and 'progress towards your long-term career aspirations' (90% of postgraduates vs. 84% of undergraduates).

As opposed to the 2018 survey, where undergraduates more frequently agreed that their Higher Education experience had enhanced their quality of life more generally than postgraduates (82% vs 77%), undergraduates were not more likely than postgraduates to say that their experience had impacted them on any of the measures in 2019.

Figure 12 and

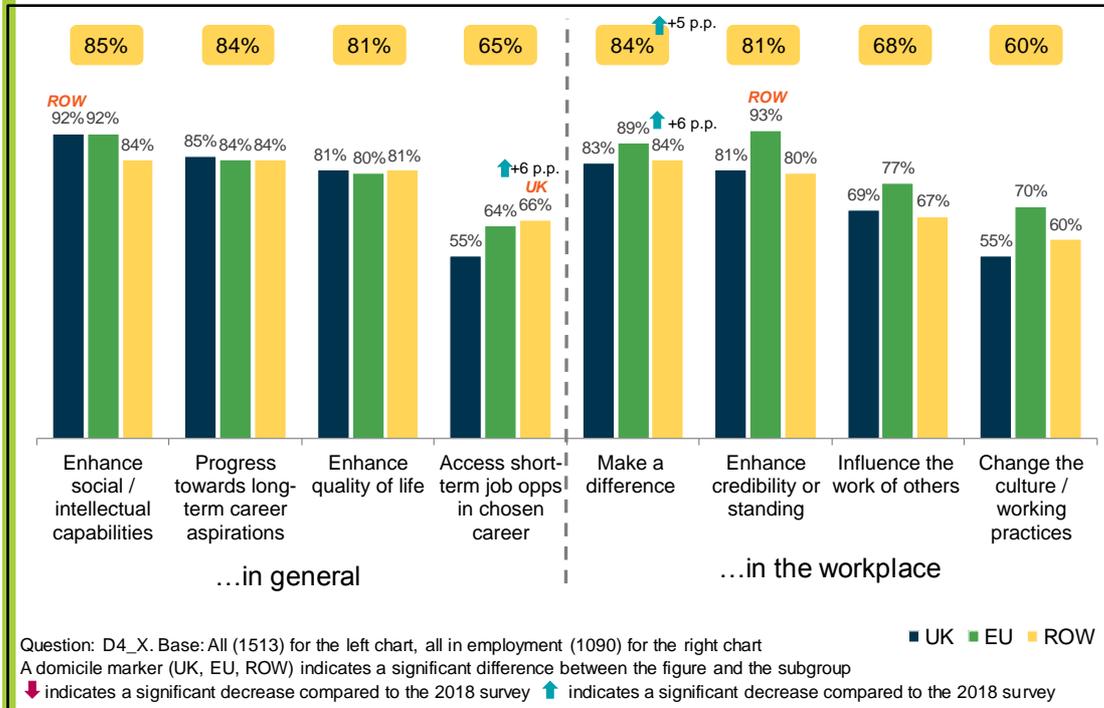


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Figure 13 provide the full breakdown of responses across each measure, broken down by domicile within the broader level of study category.

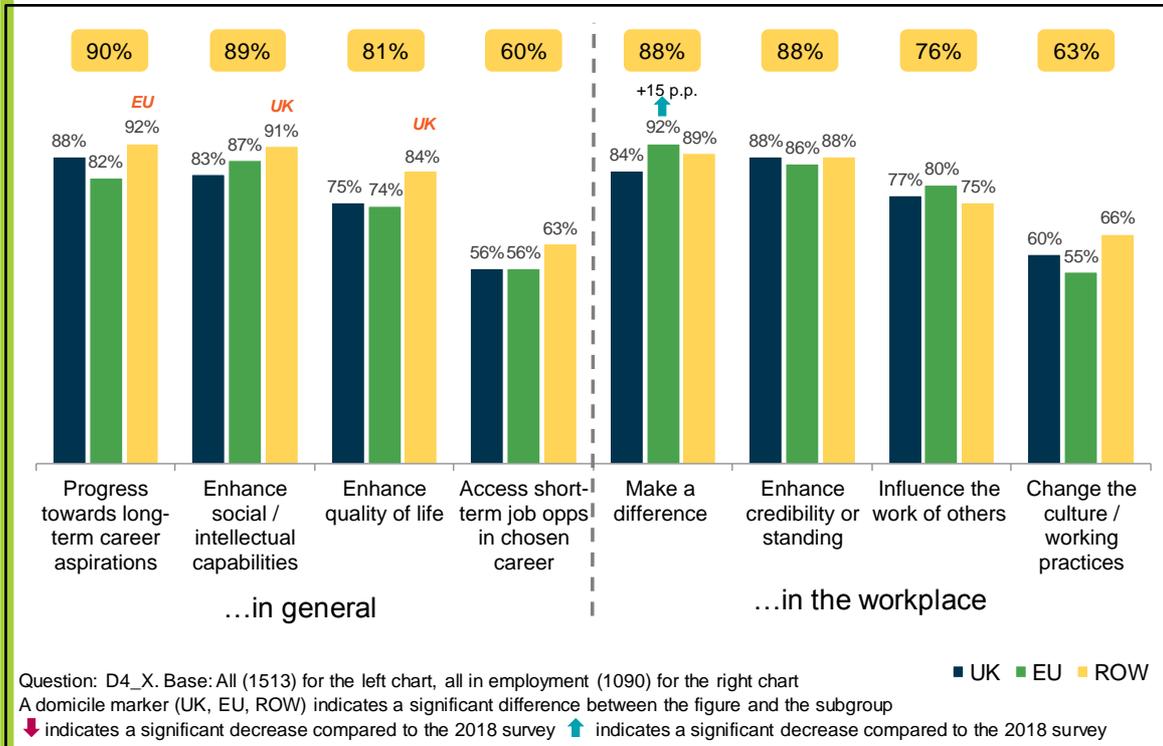
Figure 12 The proportion of all undergraduates who felt that Higher Education had impacted them to some or a great extent in the following ways, by domicile



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Figure 13 The proportion of postgraduates who felt that Higher Education had impacted them to some or a great extent, by domicile



A third (33%) of all graduates highlighted another impact that their Higher Education experience had on them. This included improving enabling them to grow as a person, for example through increased confidence / sense of achievement /satisfaction (190 graduates); to enhance their general or workplace specific knowledge and skills (172 graduates), improve their analytical or critical thinking (103 graduates), broaden their cognitive skills (62 graduates) and improve access to further learning (38 graduates).

JoL perceptions ratings

Net promoter score

The Net Promoter Score (NPS) is an established technique for gauging the loyalty and satisfaction of the relationship with an organisation, in this case the University of London. It typically asks to what extent customers (or in this case graduates), would recommend the organisation on a scale of 0 to 10. The Net Promoter Score is calculated by subtracting the percentage of respondents who are detractors (give a score of 0 - 6) from the percentage who are promoters (give a score 9 or 10).

The NPS was at +26% - this positive figure shows there were more promoters than detractors, though there has been a slight decrease compared to the previous year (+30%).



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As with the 2018 findings, UoL postgraduates had a higher NPS (37%) compared to undergraduates (22%), though the figures at course level has fluctuated. The greatest change was among PG LSHTM graduates, which have seen a decrease in NPS score by 25 percentage points (+46% NPS in 2019). UG EMFSS Programmes and MSc Accountancy also saw a decrease of -12 percentage points (-4% NPS) and -10 percentage points (38% NPS) respectively, whereas Law subjects saw an increase: +11 percentage points among UG Laws (+46% NPS) and +10 percentage (51% NPS) points among Master of Laws.

Other factors associated with a higher NPS score were as follows:

- Activity: those in any form of work or study (29%) had a higher NPS score than those who were not (8%). Those in study were particularly high scoring (39% compared to 27% in work).
- Level of occupation: those in graduate level work (30%) had a higher NPS score than those who were in non-graduate level work (20%).

Other perceptions ratings

Along with NPS, the survey collected two other key perception measures, ranked from 0 (most negative response) to 10 (most positive response): satisfaction with their UoL experience and likelihood of staying in touch with UoL.

Across the whole cohort, graduates gave the highest mean score for recommending the institution (8.0), followed by satisfaction with their overall experience (7.6), and then likelihood of staying in touch with the institution (6.8). These have fallen in line with the 2018 findings (8.1, 7.6 and 6.7 respectively).

The 2018 survey found that postgraduates had significantly higher mean scores for all three measures compared to undergraduates, however this was no longer the case for the 2019 survey. While the likelihood of staying in touch still maintained this difference (also demonstrated by the NPS above), there were no differences for the other two measures by level. As shown in the table below, undergraduates gave significantly more positive scores compared to the year before, which closed the gap between them and postgraduates.



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Table 6.1 The mean score of three key measures of the experience of University of London by level

Domicile	Total		
Level of study (all graduates)	UG (1,023)	PG (463)	All (1,513)
Satisfaction with overall experience	7.6 ↑ +0.2	7.7 ↓ -0.3	7.6
Whether likely to recommend	7.9	8.3*	8.0
Whether likely to stay in touch with UoL Worldwide	6.8 ↑ +0.3	7.0	6.8

Mean score calculation excludes 'don't know' responses

An asterisk indicates a significant difference between the figure and the subgroup

↓ indicates a significant decrease compared to the 2018 survey ↑ indicates a significant increase compared to the 2018 survey

Figure 14 and Figure 15 below looks in closer details at two of the perception measures, breaking it down by course. It indicates that part of the increase in undergraduate scores in 2019 was due to higher ranking from UG Laws graduates.

Figure 14 The mean scores for satisfaction with overall experience UoL by course and domicile

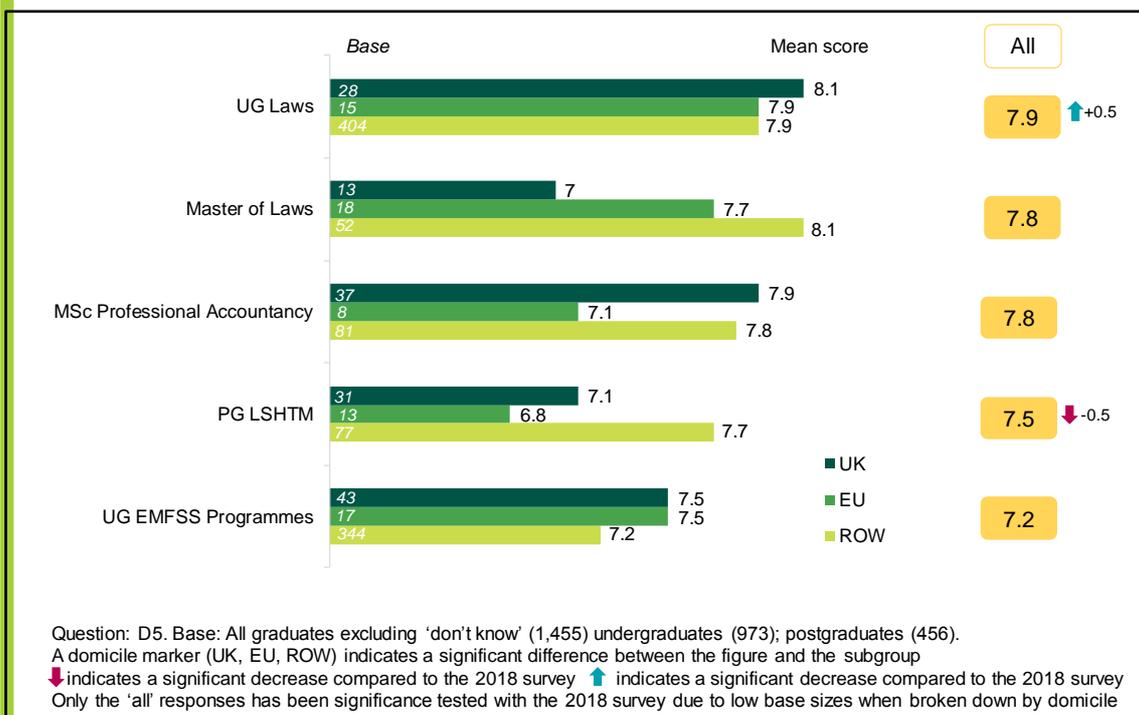


Figure 15 The mean scores for likelihood of staying in touch with UoL by course and domicile

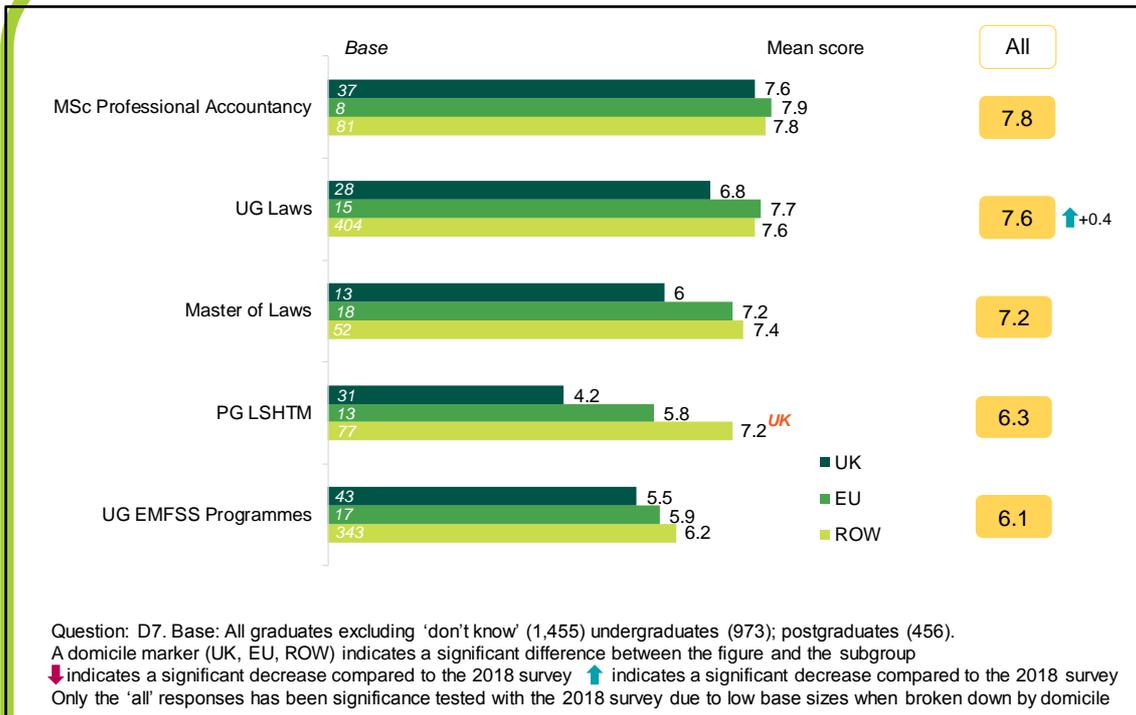
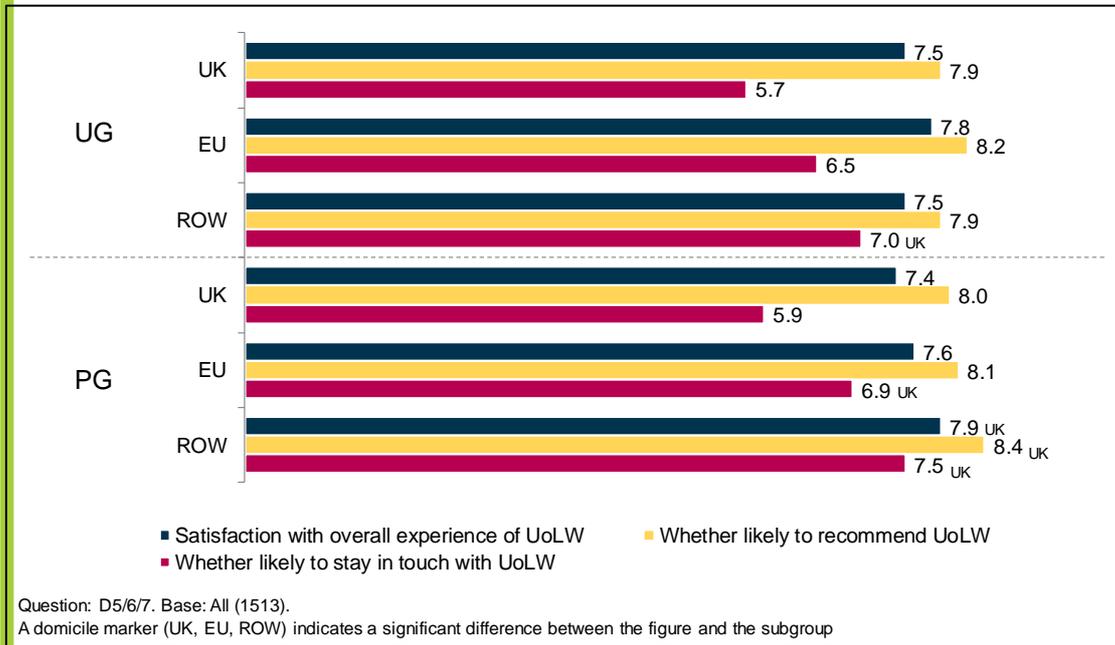


Figure 16 below shows the three measures when further split by domicile. As with the 2018 findings, ROW postgraduates had higher mean scores than UK postgraduates. No significant differences were observed across the two surveys, suggesting student satisfaction does not fluctuate substantially year on year for domicile.

Figure 16 The mean score of three key measures of the experience of University of London as broken down by domicile within level of study



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