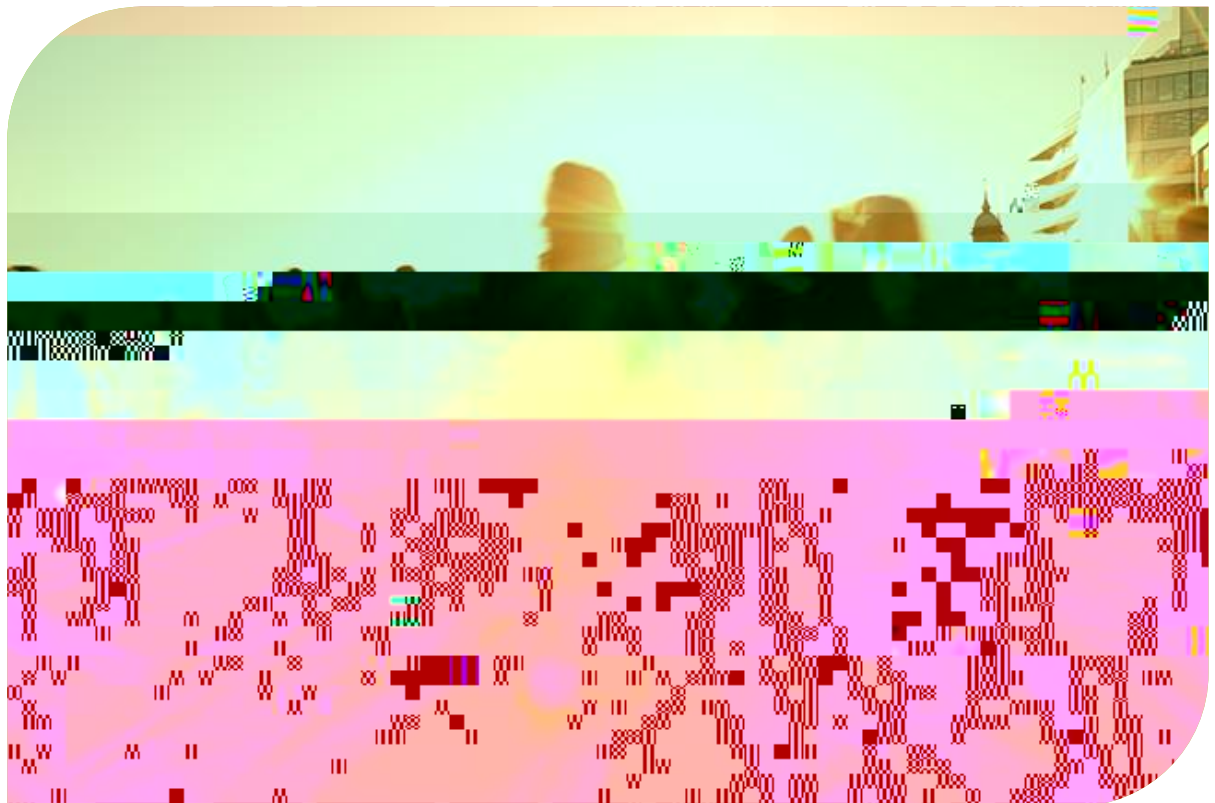


# University of London First Destinations Survey 2019

April 2019



## Contents

---

1	Executive summary	3
2	Research objectives	5
3	Graduates current activity	7
4	Graduates in employment	12
5	Graduates in further study, training or research	16
6		



5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: [iffresearch.com](http://iffresearch.com)

Contact details: [elizabeth.shepherd@iffresearch.com](mailto:elizabeth.shepherd@iffresearch.com) and  
[Jonnie.Felton@iffresearch.com](mailto:Jonnie.Felton@iffresearch.com)  
[Jeffy.henderson@iffresearch.com](mailto:Jeffy.henderson@iffresearch.com)







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.<sup>2</sup>

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 inte7( )-raduate**



5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: iffresearch.com

Contact details: [elizabeth.shepherd@iffresearch.com](mailto:elizabeth.shepherd@iffresearch.com) and  
[Jonnie.Felton@iffresearch.com](mailto:Jonnie.Felton@iffresearch.com)  
[Jeffy.henderson@iffresearch.com](mailto:Jeffy.henderson@iffresearch.com)





5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: [iffresearch.com](http://iffresearch.com)

Contact details



**Figure 2 All activities on the census date (postgraduates)**

Figure 3



5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: [iffresearch.com](http://iffresearch.com)

Contact details: [elizabeth.shepherd@iffresearch.com](mailto:elizabeth.shepherd@iffresearch.com) and  
[Jonnie.Felton@iffresearch.com](mailto:Jonnie.Felton@iffresearch.com)  
[Jeffy.henderson@iffresearch.com](mailto:Jeffy.henderson@iffresearch.com)

















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

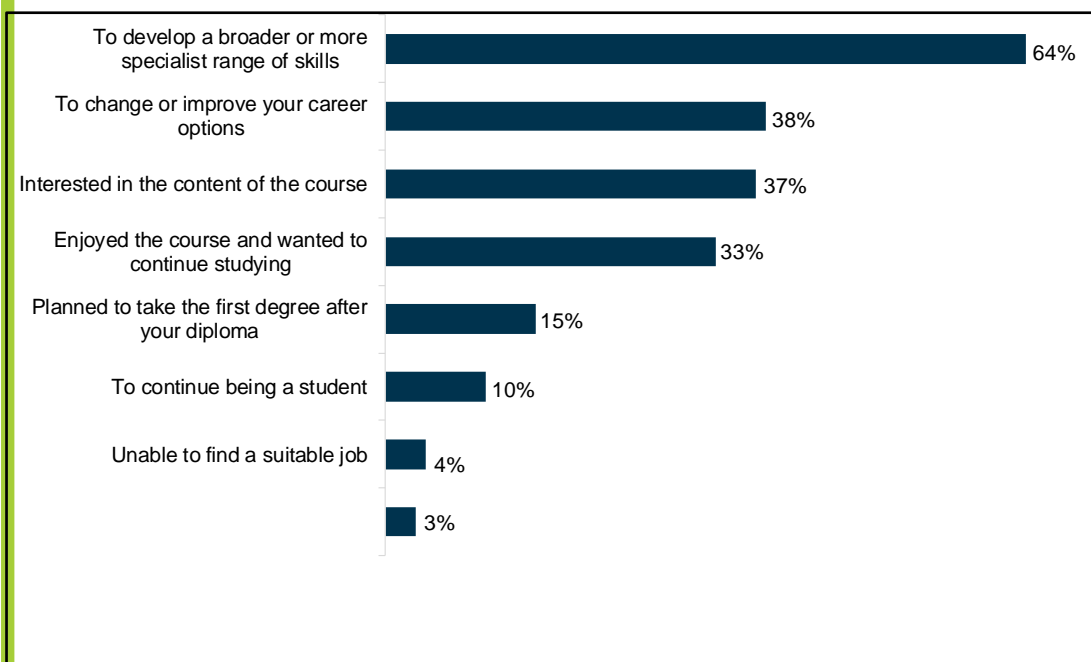
The UK and rest of world domiciles had a few key differences: UK graduates were more likely to have completed a higher degree, mainly by taught course (35% vs 21% ROW) or not be aiming for a qualification (10% vs 3% ROW), whereas those in the rest of world were more likely to be undertaking a first degree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



5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: [iffresearch.com](http://iffresearch.com)

Contact details: [elizabeth.shepherd@iffresearch.com](mailto:elizabeth.shepherd@iffresearch.com) and  
[Jonnie.Felton@iffresearch.com](mailto:Jonnie.Felton@iffresearch.com)  
[Jeffy.henderson@iffresearch.com](mailto:Jeffy.henderson@iffresearch.com)

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



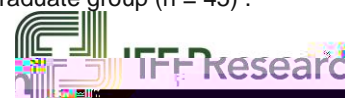
Compared to the 2018 survey, a smaller proportion of graduates overall picked one reason for their continued study (56% in 2019 vs 64% in 2018), however, the pattern when analysing by level remained the same: UoL undergraduates more frequently stated one reason for undertaking further study than postgraduates (60% vs 44%)<sup>6</sup>. 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

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



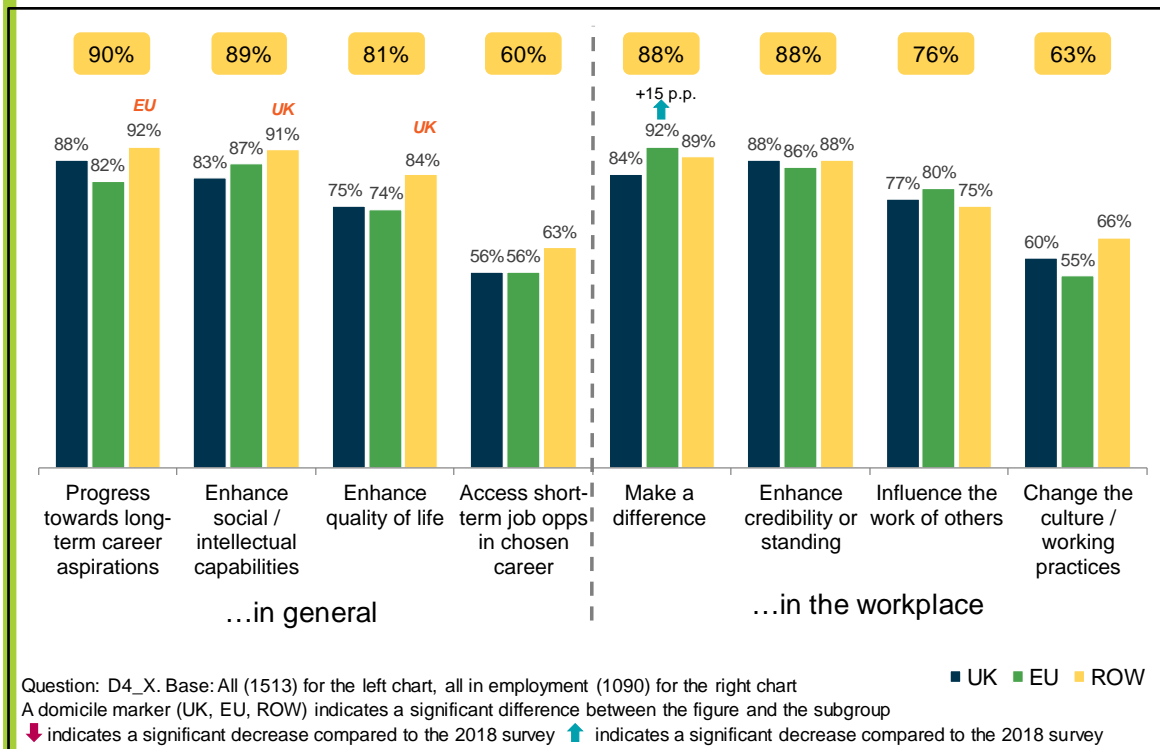
5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: iffresearch.com

Contact details: elizabeth.shepherd@iffresearch.com and  
Jonnie.Felton@iffresearch.com  
Jeffy.henderson@iffresearch.com





**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%).



5<sup>th</sup> Floor, St Magnus House  
 3 Lower Thames St  
 London EC3R 6HD  
 Tel: +44(0)20 7250 3035  
 Website: iffresearch.com

Contact details: elizabeth.shepherd@iffresearch.com and  
 Jonnie.Felton@iffresearch.com  
 Jeffy.henderson@iffresearch.com



**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 <span style="color: green;">↑</span> +0.2	7.7 <span style="color: red;">↓</span> -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 <span style="color: green;">↑</span> +0.3	7.0	6.8

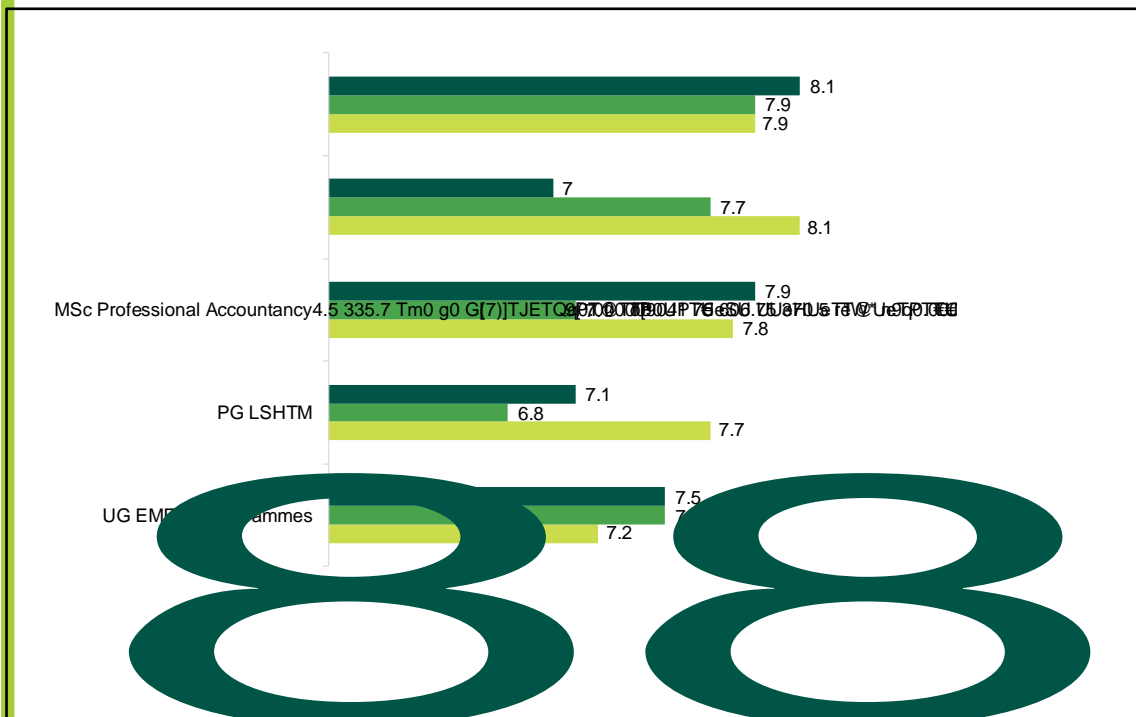
Mean score calculation excludes 'don't know' responses

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

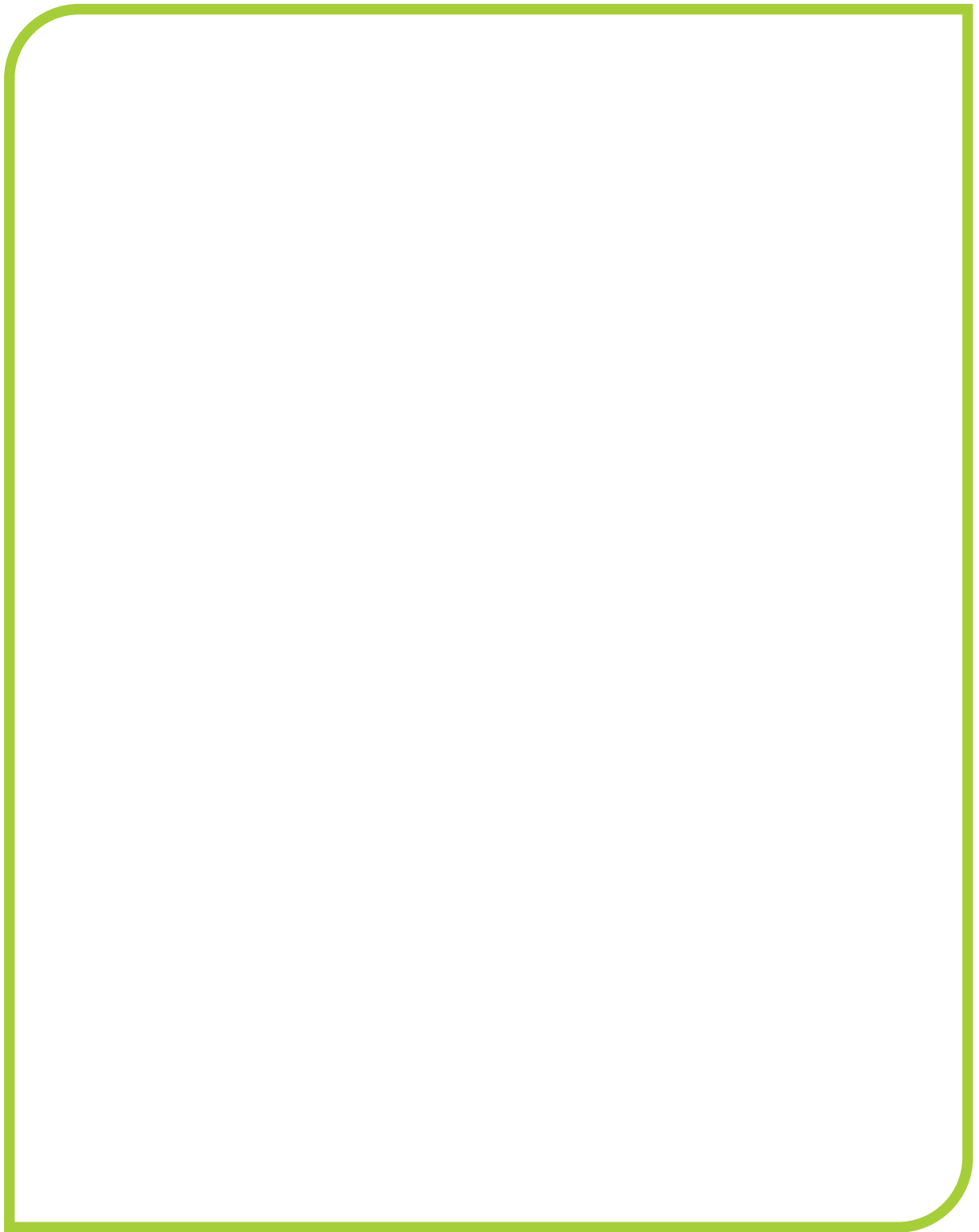
Figure 14 and Figure 15 below looks in closer details at two of the perception measures, breaking it down by course. It indicates that part of the increase in undergraduate scores in 2019 was due to higher ranking from UG Laws graduates.

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



5<sup>th</sup> Floor, St Magnus House  
 3 Lower Thames St  
 London EC3R 6HD  
 Tel: +44(0)20 7250 3035  
 Website: iffresearch.com

Contact details: elizabeth.shepherd@iffresearch.com and  
 Jonnie.Felton@iffresearch.com  
 Jeffy.henderson@iffresearch.com







way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

### 3. Making a difference:

At IFF, we want to make a difference to the clients we work with, and we work with clients who share our ambition for positive change. We expect all IFF staff to take



5<sup>th</sup> Floor, St Magnus House  
3 Lower Thames St  
London EC3R 6HD  
Tel: +44(0)20 7250 3035  
Website: [iffresearch.com](http://iffresearch.com)

Contact details: [elizabeth.shepherd@iffresearch.com](mailto:elizabeth.shepherd@iffresearch.com) and  
[Jonnie.Felton@iffresearch.com](mailto:Jonnie.Felton@iffresearch.com)  
[Jeffy.henderson@iffresearch.com](mailto:Jeffy.henderson@iffresearch.com)