

Appendix C: Findings from Survey of Young People

Methodology

A survey of young people (years 11, 12, and 13) was developed to explore barriers and motivators to participating in Higher Education, perceptions of value, perceptions of alternative delivery models, awareness of HE offer locally, views on an expanded local provision and influencers of career choice. The survey was launched on the 11th of December 2017 and closed on 29th January 2018. The survey was administered on-line and circulated by the SWLEP and partner organisations, including the area's schools and colleges. Cirencester College was also asked to distribute the survey to any students on roll from the SWLEP area. A total of 885 valid responses were received across all providers.

The following analysis shows the counts and percentages for each question. It should be noted that the survey contained routing to route respondents past questions that were not relevant to them. Therefore, the number of people answering each question varies.

The responses have been coded as Swindon, Wiltshire or Cirencester on the basis of the school location. However, it should be noted that a small number of students selected more than one school, or inserted the name of a school from outside the area. Therefore it has not been possible to code every response on a geographical basis.

Representativeness and Statistical Significance

Based on a population of 25,365 (the number of 16, 17 and 18 year olds in the area¹), the sample size of 885 has a margin of error of 3.2% at a 95% confidence level, which would indicate that the findings are statistically significant. However, it is important to remember that statistical significance testing is based on the premise that the data is not subject to sources of bias. The survey was not compulsory and respondents were self-selecting, therefore it is possible that the findings are subject to respondent bias. To assess the representativeness of the sample, key variables from the sample have been compared with known information about the population in order to identify where the sample may be 'over/under-represented'. Figures C1 – C5 below show that the sample is under/over-represented in the following groups:

- Under-represented by respondents from Swindon
- Over-represented by female respondents
- Under-represented by Year 11 students in Swindon

¹ Mid-year population estimates, 2016

Survey Findings

Figure C1: Location of respondent (re-coded from school location)

Row Labels	%	Count
Swindon	19.1%	169
Wiltshire	70.8%	627
Cirencester	4.1%	36
Outside area	0.3%	3
Invalid response	4.6%	41
No response	1.0%	9
Total	100.0%	885

Source: SWLEP Survey of Young People, January, 2018. Base = 885

Figure C2: Are you...?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Male	38.3%	338	31.0%	52	40.4%	253	33.3%	12
Female	59.1%	522	65.5%	110	57.7%	362	63.9%	23
Prefer not to say	2.6%	23	3.6%	6	1.9%	12	2.8%	1
Total	100.0%	883	100.0%	168	100.0%	627	100.0%	52

Source: SWLEP Survey of Young People, January, 2018. Base = 883

Figure C3: Do you have any disabilities?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	5.7%	50	5.4%	9	4.8%	30	8.3%	3
No	91.8%	805	90.4%	151	93.1%	578	88.9%	32
Prefer not to say	2.5%	22	4.2%	7	2.1%	13	2.8%	1
Total	100.0%	877	100.0%	167	100.0%	621	100.0%	36

Source: SWLEP Survey of Young People, January, 2018. Base = 877

Figure C4: Do any of the following apply to you? (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
I care for parent or relative	3.7%	33	7.3%	12	3.2%	19	0.0%	0
I care for a child/children	1.7%	15	3.7%	6	1.3%	8	0.0%	0
I am living in care	1.0%	9	3.0%	5	0.7%	4	0.0%	0
I have a part-time job (evening or weekend)	45.1%	399	51.8%	85	44.5%	267	64.7%	22
I have an Education, Health and Care Plan or Statement of Educational Need	7.1%	63	6.7%	11	7.3%	44	2.9%	1
Answered		885		164		600		34

Source: SWLEP Survey of Young People, January, 2018. Base = 885 Note: Respondents could select more than one option

Figure C5: Which year group are you currently in?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Other	2.9%	26	7.7%	13	1.4%	9	0.0%	0
Year 11	26.8%	237	4.1%	7	34.1%	214	0.0%	0
Year 12	41.8%	370	45.0%	76	39.6%	248	52.8%	19
Year 13	28.5%	252	43.2%	73	24.9%	156	47.2%	17
Total	100.0%	885	100.0%	169	100.0%	627	100.0%	36

Source: SWLEP Survey of Young People, January, 2018. Base = 885

Figure C6: Have you achieved any GCSEs yet?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	72.4%	640	91.7%	155	66.5%	416	97.2%	35
No	25.7%	227	5.9%	10	31.5%	197	2.8%	1
Don't know	1.9%	17	2.4%	4	2.1%	13	0.0%	
Total	100.0%	884	100.0%	169	100.0%	626	100.0%	36

Source: SWLEP Survey of Young People, January, 2018. Base = 884

Figure C7: What GCSE qualifications have you already achieved? (number of passes)

	0 passes	1 pass	2-4 passes	5-7 passes	8 or more passes	Total
GCSEs at Grades A or A* (or 7, 8 or 9) - how many	54	84	156	108	173	575
GCSEs at Grades C or B (or 4, 5 or 6) - how many	15	57	166	208	113	559
GCSEs at Grades G to D (or 1, 2 or 3) - how many	185	77	54	9	5	330

Source: SWLEP Survey of Young People, January, 2018. Base: 635

Figure C8: Achieved at least 5 GCSEs at grades A* to C (or 4-9) – recoded from C7 above

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	91.6%	586	87.1%	135	93.5%	389	94.3%	33
No	8.4%	54	12.9%	20	6.5%	27	5.7%	2
Total	100.0%	640	100.0%	155	100.0%	416	100.0%	35

Source: SWLEP Survey of Young People, January, 2018. Base = 884

Figure C9: Achieved at least 8 or more passes at grades A or A* (high achievers) – recoded from C7 above

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	27.0%	173	11.0%	17	33.4%	139	28.6%	10
No	73.0%	467	89.0%	138	66.6%	277	71.4%	25
Total	100.0%	640	100.0%	155	100.0%	416	100.0%	35

Source: SWLEP Survey of Young People, January, 2018. Base = 640

Figure C10: Have you achieved any vocational qualifications yet? (i.e. work/career related qualifications)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	14.6%	128	15.4%	26	14.2%	88	22.2%	8
No	66.9%	587	64.5%	109	67.1%	417	72.2%	26
Total	18.5%	162	20.1%	34	18.7%	116	5.6%	2

Source: SWLEP Survey of Young People, January, 2018. Base = 877

Figure C11: Have you achieved any vocational qualifications yet? (i.e. work/career related qualifications)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Vocational qualifications e.g. BTEC, City and Guilds, OCR Nationals	46.1%	59	53.8%	14	40.9%	36	87.5%	7
Technical level qualifications (or Tech levels)	1.6%	2	0.0%	0	2.3%	2	0.0%	0
Technical Baccalaureate (TechBacc)	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Apprenticeship	2.3%	3	3.8%	1	2.3%	2	0.0%	0
Skills for Life qualifications	27.3%	35	19.2%	5	30.7%	27	0.0%	0
Applied general qualifications	2.3%	3	7.7%	2	1.1%	1	0.0%	0
No response	19.5%	25	15.4%	4	21.6%	19	12.5%	0
Number achieving vocational qualifications	100.0%	128	100.0%	22	100.0%	69	100.0%	7

Source: SWLEP Survey of Young People, January, 2018. Base = 128. Note: Respondents could select more than one option

Figure C12: What are you currently studying? (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
GCSEs	29.3%	258	9.5%	16	35.4%	221	2.8%	1
AS/A-Levels	63.6%	560	75.6%	127	60.1%	375	86.1%	31
Vocational qualifications e.g. BTEC, City and Guilds, OCR Nationals	13.6%	120	17.9%	30	11.5%	72	25.0%	9
Technical level qualifications (or Tech levels)	1.5%	13	5.4%	9	0.6%	4	0.0%	0
Technical Baccalaureate (TechBacc)	0.5%	4	1.8%	3	0.2%	1	0.0%	0
Apprenticeship	1.0%	9	3.6%	6	0.2%	1	2.8%	1
Skills for Life qualifications	0.7%	6	2.4%	4	0.2%	1	0.0%	0
Applied general qualifications	1.0%	9	2.4%	4	0.6%	4	0.0%	0
Answered		881		168		624		36

Source: SWLEP Survey of Young People, January, 2018. Base = 881. Note: Respondents could select more than one option

Figure C13: What do you plan to do after completing your current course?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Become self-employed	0.7%	6	1.8%	3	0.3%	2	0.0%	0
Do an apprenticeship	5.4%	48	5.9%	10	5.1%	32	0.0%	0
Don't know	7.0%	62	10.7%	18	6.1%	38	11.1%	4
Get a job	5.5%	49	14.2%	24	3.2%	20	8.3%	3
Join the armed forces	2.4%	21	3.6%	6	1.6%	10	5.6%	2
Study at a Further Education College (e.g. Swindon College, Wiltshire College, New College)	10.3%	91	6.5%	11	11.5%	72	2.8%	1
Study at a university	43.0%	380	49.1%	83	41.2%	258	61.1%	22
Study at another sixth form (i.e. at a different school)	7.8%	69	1.2%	2	9.9%	62	0.0%	0
Study at my sixth form (i.e. at my current school)	8.3%	73	0.6%	1	11.2%	70	0.0%	0
Take a gap year or similar	7.5%	66	5.3%	9	7.8%	49	8.3%	3
Other (please specify)	2.1%	19	1.2%	2	2.1%	13	2.8%	1
Total	100.0%	884	100.0%	169	100.0%	626	100.0%	36

Source: SWLEP Survey of Young People, January, 2018. Base = 884

Figure C14: Are you considering Higher Education as part of your future plans? This could include foundation degrees, HNC/HNDs, BTEC, degrees, post graduate studies or higher professional qualifications

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	48.2%	241	24.7%	21	54.5%	200	46.2%	6
No	12.2%	61	29.4%	25	7.1%	26	30.8%	4
Maybe	31.4%	157	34.1%	29	31.1%	114	23.1%	3
Don't know	8.2%	41	11.8%	10	7.4%	27	0.0%	0
Total	100.0%	500	100.0%	85	100.0%	367	100.0%	13

Source: SWLEP Survey of Young People, January, 2018. Base = 500

Figure C15: Higher Education as part of future plans – recoded from responses C13 and C14 above

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	70.6%	621	61.9%	104	73.3%	458	80.0%	28
No	6.9%	61	14.9%	25	4.2%	26	11.4%	4
Maybe	17.8%	157	17.3%	29	18.2%	114	8.6%	3
Don't Know	4.7%	41	6.0%	10	4.3%	27	0.0%	0
Total	100.0%	880	100.0%	168	100.0%	625	100.0%	35

Source: SWLEP Survey of Young People, January, 2018. Base = 880

Figure C16: Higher Education as part of future plans by multiple other variables

	Yes	No	Maybe	Don't Know	Count
Female	73.8%	5.4%	16.2%	4.6%	520
Male	67.6%	8.3%	20.5%	3.6%	336
Disabled	53.1%	10.2%	20.4%	16.3%	49
Care for a parent or relative	57.6%	12.1%	21.2%	9.1%	33
Care for a child/children	46.7%	13.3%	20.0%	20.0%	15
Living in Care	44.4%	22.2%	11.1%	22.2%	9
Have an Education, Health and Care Plan or Statement of Educational Need	52.4%	7.9%	22.2%	17.5%	63
Have a part time job	72.5%	7.8%	16.4%	3.3%	397
Year 11	59.7%	5.1%	30.9%	4.2%	236
Year 12	76.0%	5.7%	13.7%	4.6%	366
Year 13	77.8%	8.7%	11.1%	2.4%	252
High Achiever	93.6%	0.6%	5.8%	0.0%	171
Have at least 5 GCSEs Grades A-C	78.2%	6.2%	12.5%	3.1%	582
Achieved Vocational Qualifications	72.7%	10.2%	14.1%	3.1%	128

Source: SWLEP Survey of Young People, January, 2018. Base = Variable

Figure C17: Please tell us why you are not considering Higher Education (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
I would prefer to get a job	55.0%	55	67.6%	23	48.1%	25	50.0%	2
I don't think it is the right option for me	43.0%	43	52.9%	18	32.7%	17	75.0%	3
I would prefer to undertake an apprenticeship or other training	31.0%	31	26.5%	9	32.7%	17	25.0%	1
I am not interested in further study	32.0%	32	50.0%	17	17.3%	9	75.0%	3
I do not wish to leave home/the area	14.0%	14	20.6%	7	13.5%	7	0.0%	0
I don't think I would get the right grades	22.0%	22	35.3%	12	15.4%	8	25.0%	1
I think it will cost too much money	28.0%	28	38.2%	13	25.0%	13	25.0%	1
Nobody in my family has gone on to Higher Education	9.0%	9	11.8%	4	7.7%	4	25.0%	1
None of my friends are going on to Higher Education	5.0%	5	11.8%	4	1.9%	1	0.0%	0
I have other commitments that mean I have to stay in Swindon and Wiltshire	7.0%	7	11.8%	4	5.8%	3	0.0%	0
I don't need Higher Education for the career path I'm taking	22.0%	22	35.3%	12	13.5%	7	0.0%	0
I don't have enough information to decide yet	26.0%	26	23.5%	8	28.8%	15	25.0%	1
Answered		100		34		52		4

Source: SWLEP Survey of Young People, January, 2018. Base = 100 Note: Respondents could select more than one option

Figure C18: Please tell us why you are not considering Higher Education by gender

Row Labels	Female		Male		Achieved 5 GCSEs grades A-C		Not achieved 5 GCSEs grades A-C*	
	%	Count	%	Count	%	Count	%	Count
I would prefer to get a job	46.2%	24	67.5%	27	64.2%	34	46.7%	7
I don't think it is the right option for me	44.2%	23	37.5%	15	49.1%	26	53.3%	8
I would prefer to undertake an apprenticeship or other training	28.8%	15	32.5%	13	39.6%	21	13.3%	2
I am not interested in further study	25.0%	13	35.0%	14	30.2%	16	53.3%	8
I do not wish to leave home/the area	13.5%	7	12.5%	5	11.3%	6	6.7%	1
I don't think I would get the right grades	17.3%	9	25.0%	10	22.6%	12	13.3%	2
I think it will cost too much money	25.0%	13	30.0%	12	30.2%	16	33.3%	5
Nobody in my family has gone on to Higher Education	5.8%	3	7.5%	3	5.7%	3	13.3%	2
None of my friends are going on to Higher Education	1.9%	1	2.5%	1	1.9%	1	0.0%	0
I have other commitments that mean I have to stay in Swindon and Wiltshire	3.8%	2	7.5%	3	7.5%	4	0.0%	0
I don't need Higher Education for the career path I'm taking	21.2%	11	22.5%	9	26.4%	14	20.0%	3
I don't have enough information to decide yet	25.0%	13	25.0%	10	18.9%	10	46.7%	7
Answered		52		40		53		15

Source: SWLEP Survey of Young People, January, 2018. Base = see above Note: Respondents could select more than one option. * Excluding young people who have not completed their GCSEs yet.

Figure C19: What are your main reasons for considering Higher Education? (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
I need Higher Education qualifications to achieve my career goals	69.1%	522	57.0%	94	62.3%	380	58.3%	21
It will help to complete my education	46.0%	347	33.3%	55	41.3%	252	50.0%	18
Higher Education graduates have a better chance of getting a job	59.2%	447	41.8%	69	54.9%	335	52.8%	19
It will allow me to experience a new place and new people	49.0%	370	40.6%	67	42.8%	261	61.1%	22
Higher Education sounds really attractive to me	29.1%	220	19.4%	32	27.0%	165	33.3%	12
It's what my parents expect from me	20.1%	152	15.8%	26	17.5%	107	25.0%	9
I have friends going on to Higher Education	9.1%	69	5.5%	9	8.7%	53	8.3%	3
I have siblings already studying Higher Education	8.5%	64	4.8%	8	7.9%	48	11.1%	4
Answered		755		165		610		36

Source: SWLEP Survey of Young People, January, 2018. Base = 775 Note: Respondents could select more than one option

Figure C20: What are your main reasons for considering Higher Education by gender

Row Labels	Female		Male	
	%	Count	%	Count
I need Higher Education qualifications to achieve my career goals	72.5%	332	63.4%	180
It will help to complete my education	47.2%	216	44.0%	125
Higher Education graduates have a better chance of getting a job	59.4%	272	59.9%	170
It will allow me to experience a new place and new people	53.7%	246	43.0%	122
Higher Education sounds really attractive to me	30.3%	139	27.8%	79
It's what my parents expect from me	21.4%	98	17.6%	50
I have friends going on to Higher Education	9.6%	44	8.8%	25
I have siblings already studying Higher Education	8.3%	38	8.8%	25
Answered		458		284

Source: SWLEP Survey of Young People, January, 2018. Base = 742 Note: Respondents could select more than one option

Figure C21: What factors are important to you in choosing a Higher Education Provider? (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Courses offered	84.1%	631	61.6%	101	77.3%	469	84.8%	28
Reputation and academic standing	64.5%	484	48.8%	80	57.8%	351	78.8%	26
Likelihood that I will get a job after graduation	55.1%	413	40.2%	66	50.2%	305	60.6%	20
Courses have good links to employers	41.1%	308	25.6%	42	39.0%	237	45.5%	15
The city or town where it is located	55.3%	415	42.1%	69	50.6%	307	63.6%	21
Cost of living (e.g. accommodation and travel)	54.3%	407	45.1%	74	49.1%	298	57.6%	19
Flexible ways to study (e.g part-time or distance)	17.7%	133	16.5%	27	15.7%	95	21.2%	7
Social life offered	39.3%	295	28.0%	46	36.2%	220	36.4%	12
Distance from home	36.1%	271	25.0%	41	33.8%	205	33.3%	11
Ability to study while living at home	12.3%	92	9.1%	15	11.4%	69	9.1%	3
They offer apprenticeships	7.9%	59	6.7%	11	6.8%	41	9.1%	3
Family connection with institution	2.1%	16	0.6%	1	2.1%	13	6.1%	2
Answered		750		164		607		33

Source: SWLEP Survey of Young People, January, 2018. Base = 750. Note: Respondents could select more than one option

Figure C22: What subjects are you interested in studying? (tick all that apply)

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Medicine and Dentistry	13.4%	80	11.0%	11	14.4%	63	3.6%	1
Subjects Allied to Medicine	10.9%	65	13.0%	13	10.0%	44	10.7%	3
Biological Sciences	23.0%	137	24.0%	24	23.1%	101	21.4%	6
Veterinary Sciences	4.7%	28	5.0%	5	4.8%	21	7.1%	2
Agriculture and Related Subjects	1.5%	9	0.0%	0	1.8%	8	3.6%	1
Physical Sciences	12.9%	77	6.0%	6	14.4%	63	14.3%	4
Mathematical Sciences	14.3%	85	17.0%	17	13.9%	61	7.1%	2
Computer Sciences	10.4%	62	18.0%	18	9.1%	40	7.1%	2
Engineering and Technology	16.0%	95	10.0%	10	17.4%	76	7.1%	2
Architecture, Building and Planning	4.9%	29	3.0%	3	5.3%	23	3.6%	1
Social Sciences	25.9%	154	29.0%	29	26.0%	114	14.3%	4
Law	16.5%	98	20.0%	20	16.0%	70	7.1%	2
Business and Admin Studies	12.3%	73	10.0%	10	12.8%	56	14.3%	4
Mass Communications and Documentation	3.7%	22	4.0%	4	3.9%	17	0.0%	0
Languages	10.9%	65	14.0%	14	10.5%	46	7.1%	2
History and Philosophical Studies	11.6%	69	10.0%	10	11.9%	52	7.1%	2
Creative Art and Design	20.7%	123	21.0%	21	21.5%	94	3.6%	1
Education	9.9%	59	13.0%	13	8.7%	38	10.7%	3
Initial Teacher Training	6.4%	38	10.0%	10	5.3%	23	7.1%	2
Geographical Studies	9.7%	58	4.0%	4	10.7%	47	17.9%	5
Answered		595		100		438		28

Source: SWLEP Survey of Young People, January, 2018. Base = 595 Note: Respondents could select more than one option

Figure C23: Did you know that local colleges offer Higher Education courses?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	61.9%	511	66.2%	102	60.0%	355	70.6%	24
No	38.1%	315	33.8%	52	40.0%	237	29.4%	10
Total	100.0%	826	100.0%	154	100.0%	592	100.0%	34

Source: SWLEP Survey of Young People, January, 2018. Base = 826

Figure C24: Did you know that local Colleges offer Higher Education courses?

	Yes		No		Don't Know		Answered
	%	Count	%	Count	%	Count	
Foundation degree	15.1%	119	58.7%	464	26.2%	207	790
HNC/HND	4.9%	38	57.4%	447	37.7%	294	779
Degree	20.9%	166	52.3%	415	26.7%	212	793
Post-graduate qualifications	14.2%	111	51.2%	400	34.7%	271	782
Professional qualifications	16.9%	132	48.8%	382	34.4%	269	783
Higher level vocational qualifications	13.8%	107	51.7%	401	34.5%	267	775

Source: SWLEP Survey of Young People, January, 2018. Base = Variable

Figure C25: Would you consider studying for any of the following at a local college 'yes', by area

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Foundation degree	15.1%	119	21.1%	31	14.3%	81	9.7%	3
HNC/HND	4.9%	38	6.2%	9	4.7%	26	3.2%	21
Degree	20.9%	116	27.7%	40	20.0%	114	18.6%	6
Post-graduate qualifications	14.2%	111	16.0%	23	13.8%	77	15.2%	5
Professional qualifications	16.9%	132	20.1%	29	16.3%	92	11.4%	6
Higher level vocational qualifications	13.8%	107	12.5%	18	14.6%	81	15.6%	5

Source: SWLEP Survey of Young People, January, 2018. Base = Variable

Figure C26: Employers tell us that they need more people to study science, technology, engineering and maths (STEM) at a higher level. If more STEM courses were available locally and involved local employers, is this something you would be interested in?

Row Labels	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	30.8%	252	28.9%	44	30.5%	179	39.4%	13
No	50.6%	413	52.6%	80	50.2%	294	48.5%	16
Don't know	18.6%	152	18.4%	28	19.3%	113	12.1%	4
Total	100.0%	817	100.0%	152	100.0%	586	100.0%	33

Source: SWLEP Survey of Young People, January, 2018. Base = 817

Figure C27: Do you agree or disagree with the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Grand Total	Count
I like the idea of courses that involve local employers	15.3%	53.5%	8.9%	5.1%	17.2%	100.0%	819
I am interested in science, technology, engineering or maths	26.9%	23.4%	24.2%	20.3%	5.1%	100.0%	817
I would like to work in science, technology, engineering or maths	21.7%	16.3%	24.5%	27.2%	10.2%	100.0%	820

Source: SWLEP Survey of Young People, January, 2018. Base = 820

Figure C28: Do you agree or disagree with the following statements (proportion strongly agree/agree) by area

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
I like the idea of courses that involve local employers	68.7%	563	67.5%	104	69.2%	406	72.7%	24
I am interested in science, technology, engineering or maths	50.3%	411	45.4%	69	50.8%	298	60.6%	20
I would like to work in science, technology, engineering or maths	38.0%	312	32.7%	50	38.7%	228	42.4%	14

Source: SWLEP Survey of Young People, January, 2018. Base = 820

Figure C29: Had you heard of degree apprenticeships?

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	65.7%	539	56.2%	86	67.3%	396	70.6%	24
No	26.6%	218	36.6%	56	24.3%	143	26.5%	9
Don't know	7.8%	64	7.2%	11	8.3%	49	2.9%	1
Total	100.0%	821	100.0%	153	100.0%	588	100.0%	34

Source: SWLEP Survey of Young People, January, 2018. Base = 821

Figure C30: Would you consider a degree apprenticeship route?

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Yes	27.7%	228	22.1%	34	29.0%	171	26.5%	9
No	38.9%	320	43.5%	67	38.0%	224	38.2%	13
Don't know	33.4%	275	34.4%	53	32.9%	194	35.3%	12
Total	100.0%	823	100.0%	154	100.0%	589	100.0%	34

Source: SWLEP Survey of Young People, January, 2018. Base = 821

Figure C31: Assuming the right course was available, where would you prefer to study? (please select your top choice)

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
A Further Education College in Swindon or Wiltshire	10.4%	84	8.0%	12	11.9%	69	0.0%	0
A Further Education College outside of Swindon or Wiltshire	2.7%	22	2.7%	4	2.6%	15	2.9%	1
A university in Swindon or Wiltshire (if there was one)	10.4%	84	12.7%	19	9.6%	56	17.6%	6
A university outside of Swindon or Wiltshire	61.8%	499	53.3%	80	64.2%	373	67.6%	23
At home, through distance learning (e.g. Open University)	2.2%	18	4.7%	7	1.5%	9	0.0%	0
At work, through my employer	7.8%	63	10.7%	16	6.5%	38	5.9%	2
I don't intend to study further	4.7%	38	8.0%	12	3.6%	21	5.9%	2
Total	100.0%	808	100.0%	150	100.0%	581	100.0%	34

Source: SWLEP Survey of Young People, January, 2018. Base = 808

Figure C32: What would make local Higher Education options more attractive to you? (tick all that apply)

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
Financial help with the costs	53.8%	422	52.4%	77	54.6%	307	62.5%	20
A university in the area (with own campus)	38.9%	305	44.2%	65	37.5%	211	50.0%	16
A wider range of higher education courses available	38.3%	301	31.3%	46	39.5%	222	46.9%	15
Courses with a strong vocational element	11.6%	91	15.0%	22	10.7%	60	9.4%	3
Courses that involve local employers	21.1%	166	25.2%	37	19.2%	108	28.1%	9
Courses with work placements or sandwich year options	27.0%	212	24.5%	36	28.1%	158	37.5%	12
Degree apprenticeship courses	20.8%	163	25.2%	37	20.1%	113	15.6%	5
If I could study part-time locally, whilst also working	22.8%	179	24.5%	36	22.8%	128	25.0%	8
More flexibility so I could fit study around other commitments	25.0%	196	25.2%	37	25.6%	144	31.3%	10
Online or virtual courses	12.4%	97	17.0%	25	11.6%	65	9.4%	3
Courses located near my home	15.0%	118	17.7%	26	14.8%	83	12.5%	4
Better transport links	31.2%	245	25.9%	38	33.3%	187	31.3%	10
Student accommodation	41.8%	328	42.2%	62	42.0%	236	53.1%	17
Better access for students with disabilities/health problems	8.4%	66	14.3%	21	7.1%	40	9.4%	3
Better childcare or other support for students with caring obligations	3.1%	24	7.5%	11	2.1%	12	0.0%	0
Nothing would make local courses more attractive	16.4%	129	17.7%	26	16.4%	92	18.8%	6
Answered		785		147		562		32

Source: SWLEP Survey of Young People, January, 2018. Base = 785 Note: Respondents could select more than one option

Figure C33: To what extent do you agree/disagree with the following statements?

	Strongly agree	Agree	Disagree	Strongly disagree	Don't Know	Grand Total	Count
I would like to live and work in the Swindon/ Wiltshire area after I have completed my studies	5.7%	18.0%	27.2%	24.9%	24.2%	5.7%	776
I would like to live and work somewhere new after I have completed my studies	31.5%	37.4%	5.9%	3.2%	21.9%	31.5%	775
I am prepared to move to other areas to secure a good job	38.4%	44.3%	3.2%	2.7%	11.3%	38.4%	770
I need to leave the Swindon/ Wiltshire area in order to secure a good job	13.9%	24.2%	30.4%	6.8%	24.6%	13.9%	776
I know what jobs and careers are available locally	5.4%	38.6%	30.5%	6.1%	19.4%	5.4%	774
There are good jobs available in Swindon/Wiltshire	3.9%	36.8%	21.3%	6.8%	31.1%	3.9%	774

Source: SWLEP Survey of Young People, January, 2018. Base = various

Figure C34: To what extent do you agree/disagree with the following statements – recoded ‘strongly agree/agree’ by area

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
I would like to live and work in the Swindon/ Wiltshire area after I have completed my studies	23.7%	184	22.7%	32	23.6%	133	21.9%	7
I would like to live and work somewhere new after I have completed my studies	68.9%	534	64.5%	91	70.1%	394	68.8%	22
I am prepared to move to other areas to secure a good job	82.7%	637	83.5%	116	82.6%	461	93.8%	30
I need to leave the Swindon/ Wiltshire area in order to secure a good job	38.1%	296	38.6%	54	38.1%	215	43.8%	14
I know what jobs and careers are available locally	44.1%	341	51.1%	72	42.6%	239	40.6%	13
There are good jobs available in Swindon/Wiltshire	40.7%	315	39.3%	55	40.9%	230	34.4%	11

Source: SWLEP Survey of Young People, January, 2018. Base = various

Figure C35: We would like to know if living in Swindon or Wiltshire has influenced your career choices so far. Do you agree or disagree with the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Grand Total	Count
There are many career choices open to me where I live	3.1%	29.9%	35.5%	9.2%	22.3%	100.0%	775
I have chosen my career path so that I carry on living where I am now	2.2%	9.2%	40.9%	33.4%	14.3%	100.0%	775
I know a lot about careers choices open to me elsewhere	13.4%	39.5%	26.2%	4.3%	16.5%	100.0%	774
Where I live has influenced the career choices I have made so far	5.3%	24.5%	37.3%	18.4%	14.5%	100.0%	772
Where I live has limited the career choices I have made so far	6.8%	26.1%	34.2%	15.2%	17.7%	100.0%	775

Source: SWLEP Survey of Young People, January, 2018. Base = various

Figure C36: We would like to know if living in Swindon or Wiltshire has influenced your career choices so far. Do you agree or disagree with the following statements (strongly agree/agree) by area

	Whole Sample		Swindon		Wiltshire		Cirencester	
	%	Count	%	Count	%	Count	%	Count
There are many career choices open to me where I live	33.0%	256	36.2%	51	32.0%	180	34.4%	11
I have chosen my career path so that I carry on living where I am now	11.4%	88	14.3%	20	10.8%	61	9.4%	3
I know a lot about careers choices open to me elsewhere	53.0%	410	52.5%	74	53.7%	301	56.3%	18
Where I live has influenced the career choices I have made so far	29.8%	230	29.1%	41	29.5%	165	28.1%	9
Where I live has limited the career choices I have made so far	32.9%	255	33.3%	47	33.3%	188	28.1%	9

Source: SWLEP Survey of Young People, January, 2018. Base = various

Figure C37: Any additional comments

Responses
Swindon Responses
I do not live in Swindon or Wiltshire (I live in Oxfordshire) but I chose New College because it seemed a better option and appealed to me more than my existing school sixth form. It would be good if I were able to do a fast track one-year A level in maths in my final year here, and as New College does not currently offer this I wish that they would
It would be hugely beneficial to have a broader, more open range of HE opportunities in Swindon. I know of many people who do not want to or cannot go to university but still wish to develop their skills. HE locally would allow for self and career development they would otherwise not have
Personally I wouldn't consider college HE Courses because I want the uni experience and I don't particularly like Swindon either
Please build a university in Swindon, It's a great idea
Swindon should get a University. It would be the best thing for people who live there like me
Swindon's a s*** hole in general who would stay in it?
Wiltshire Responses
I don't like living in Wiltshire so I'm going to leave as soon as I can
I don't want to move away from home for uni I'd prefer to live at home and commute
I think bus fares and travel prices are outrageously expensive given the fact we now have to legally stay in education till 18, its off putting and ridiculous
I think we should be told more about the options we have following not only secondary school but also what happens after sixth form for those who want to continue into higher education. I feel I have not been told a lot about these options.
I would like my courses explained a bit more to fit in everything I would wish at college
I'm not going to lie... I think a University in Swindon/Wiltshire would be dire
No one likes Swindon
Student freebies?

Source: SWLEP Survey of Young People, January, 2018. Base = Note: Responses have been edited to remove offensive language and comments that do not relate to the survey