

Appendix D: Findings from Survey of Adults

Methodology

A survey of adults was developed to explore their experiences of and attitudes towards higher level learning. The survey was launched on the 11th of December 2017 and closed on 29th Jan 2018. The survey was administered on-line and circulated by the SWLEP and partner organisations, including the area's colleges. A total of 93 valid responses were received.

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. Where the sample size is sufficient the responses have been broken down by residents of Swindon and residents of Wiltshire. It should be noted that the survey was aimed at people living or working in the SWLEP area, and therefore there are respondents to the survey who do not live in Swindon or Wiltshire, but who work in the area. These are included in the 'whole sample' figures.

Representativeness and Statistical Significance

Respondents to the survey were self-selecting which introduces an element of bias. The sample size of 93 has a margin of error of 10.16% at a 95% confidence level. Therefore, findings should be interpreted with some caution, especially with regard to questions where the sample size is smaller or where findings have been disaggregated by Local Authority.

When compared to statistics relating to the general population (not shown), Figures D1 – D10 below show that the sample is over-represented with respect to people from the following groups:

- Women
- Young people
- People from Wiltshire
- People who already have a higher level qualification

Survey Findings

Figure D1: Are you...?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Male	28.0%	26	33.3%	7	25.8%	16
Female	72.0%	67	66.7%	14	74.2%	46
Prefer not to say	0.0%	0	0.0%	0	0.0%	0
Total	100%	93	100%	21	100.0%	62

Source: SWLEP Adult Survey, January 2018. Base = 93

Figure D2: What is your age?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
17 or younger	0.0%	0	0.0%	0	0.0%	0
18-20	21.5%	20	23.8%	5	19.4%	12
21-29	24.7%	23	14.3%	3	32.3%	20
30-39	12.9%	12	19.1%	4	8.1%	5
40-49	18.3%	17	23.8%	5	19.4%	12
50-59	20.4%	19	19.1%	4	17.7%	11
60 or older	2.2%	2	0.0%	0	3.2%	2
Total	100%	93	100%	21	100%	62

Source: SWLEP Adult Survey, January 2018. Base = 93

Figure D3: Do you have any disabilities?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Yes	15.1%	14	9.5%	2	16.1%	10
No	79.6%	74	85.7%	18	77.4%	48
Prefer not to say	5.4%	5	4.8%	1	6.5%	4
Total	100.0%	93	100%	21	100%	62

Source: SWLEP Adult Survey, January 2018. Base = 93

Figure D4: Do any of the following apply to you?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
I care for a parent or relative	3.3%	3	0.0%	0	1.6%	1
I care for a child/children	22.0%	20	25.0%	5	23.0%	14
I have an Education, Health and Care Plan or Statement of Educational Need	5.5%	5	0.0%	0	6.6%	4
I'd rather not say	1.1%	1	0.0%	0	1.6%	1
None of the above	68.1%	62	75.0%	15	67.2%	41
Answered		91		20		41

Source: SWLEP Adult Survey, January 2018. Base = 91. Note: Respondents could select more than one option

Figure D5: Using the map above, please tell us which Parliamentary Constituency you live in?

Whole Sample		
Answer Choices	%	Count
North Swindon	8.6%	8
South Swindon	14.0%	13
Total Swindon	22.6%	21
Chippenham	16.1%	15
Devizes	5.4%	5
North Wiltshire	8.6%	8
Salisbury	15.1%	14
South West Wiltshire	21.5%	20
Total Wiltshire	66.6	62
Outside Swindon or Wiltshire (please specify where you live)	10.8%	10
Total	100.0%	93

Source: SWLEP Adult Survey, January 2018. Base = 93

Other responses included:

- Gloucestershire x3
- Somerset x3
- Bradford on Avon
- Hampshire
- Oxfordshire
- 'West Swindon'

Figure D6: Which of the following categories best describes your employment status? (tick all that apply)

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Employed, working full-time	61.3%	57	81.0%	17	14.5%	9
Employed, working part-time	11.8%	11	0.0%	0	12.9%	8
Employed and studying part-time	10.8%	10	4.8%	1	1.6%	1
Self-employed	2.2%	2	4.8%	1	8.1%	5
Not employed, looking for work	5.4%	5	0.0%	0	0.0%	0
Not employed, NOT looking for work	0.0%	0	0.0%	0	0.0%	0
Retired	0.0%	0	0.0%	0	19.4%	12
Student, studying full-time	18.3%	17	9.5%	2	3.2%	2
Student, studying part-time	4.3%	4	4.8%	1	4.8%	3
Illness/disability affecting ability to work	4.3%	4	4.8%	1	56.5%	35
Answered		93		21		62

Source: SWLEP Adult Survey, January 2018. Base = 93. Note: Respondents could select more than one option

Figure D7: Using the map below, where is your main work-place?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
North Swindon	5.2%	4	15.8%	3	8.0%	4
South Swindon	27.3%	21	73.7%	14	10.0%	5
Total Swindon	32.5%	25	89.5%	17		
Chippenham	7.8%	6	5.3%	1	10.0%	5
Devizes	6.5%	5	0.0%	0	10.0%	5
North Wiltshire	5.2%	4	0.0%	0	8.0%	4
Salisbury	7.8%	6	0.0%	0	10.0%	5
South West Wiltshire	35.1%	27	0.0%	0	48.0%	24
Total Wiltshire	62.3%	48	5.3%	1		
Other (please specify)	5.2%	4	5.3%	1	2.0%	1
Total	100.0%	77	100.0%	19	100.0%	50

Source: SWLEP Adult Survey, January 2018. Base = 77

Other responses included:

- Whole of Wiltshire
- Oxfordshire
- Cricklade
- All

Figure D8: How far do you currently travel to work each day?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Working mainly at or from home	2.6%	2	5.3%	1	2.0%	1
Less than 2 miles	24.7%	19	26.3%	5	28.0%	14
2 - 5 miles	20.8%	16	31.6%	6	20.0%	10
6 - 10 miles	18.2%	14	26.3%	5	14.0%	7
11 - 15 miles	13.0%	10	0.0%	0	12.0%	6
16 - 20 miles	2.6%	2	0.0%	0	4.0%	2
21 - 25 miles	9.1%	7	0.0%	0	14.0%	7
26 - 50 miles	5.2%	4	5.3%	1	4.0%	2
51 - 75 miles	2.6%	2	5.3%	1	0.0%	0
76 - 100 miles	0.0%	0	0.0%	0	0.0%	0
Greater than 100 miles	0.0%	0	0.0%	0	0.0%	0
Other (please specify)	1.3%	1	0.0%	0	2.0%	1
Total	100.0%	77	100.0%	19	100.0%	50

Source: SWLEP Adult Survey, January 2018. Base = 77

Figure D9: Which of the following best describes your current occupation?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Manager, director or senior official	19.7%	15	38.9%	7	14.0%	7
Professional occupation	22.4%	17	22.2%	4	18.0%	9
Associate professional and technical occupation (e.g. lab technician, legal associate, nurse etc.)	9.2%	7	0.0%	0	14.0%	7
Administrative and secretarial occupations	17.1%	13	11.1%	2	20.0%	10
Skilled trades occupations	1.3%	1	0.0%	0	2.0%	1
Caring, leisure and other occupations	10.5%	8	0.0%	0	16.0%	8
Process, plant and machine operatives	0.0%	0	0.0%	0	0.0%	0
Elementary occupation (e.g. manual labourer, cleaner, porter etc.)	1.3%	1	0.0%	0	0.0%	0
Other (please specify)	18.4%	14	27.8%	5	16.0%	8
Total	100.0%	76	100%	18	100.0%	50

Source: SWLEP Adult Survey, January 2018. Base = 76

Figure D10: What is the highest level of qualification you have achieved to date?

Row Labels	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
No qualifications	1.1%	1	5.0%	1	0.0%	0
GCSE grades D-G or NVQ level 1 equivalent	2.2%	2	0.0%	0	1.7%	1
GCSE grades A-C/O-Level or NVQ Level 2 equivalent	11.0%	10	5.0%	1	11.9%	7
A/AS-level, International Baccalaureate or NVQ Level 3 equivalent	31.9%	29	35.0%	7	32.2%	19
Certificate of HE, HNC or NVQ Level 4 equivalent	8.8%	8	5.0%	1	10.2%	6
Degree with honours, or vocational equivalent	15.4%	14	25.0%	5	8.5%	5
PGCE, masters degree, post graduate certificate/diploma or vocational equivalent	19.8%	18	20.0%	4	13.6%	8
Diploma of HE, foundation degree, HND or NVQ Level 5 equivalent	6.6%	6	5.0%	1	17.0%	10
Doctorate or vocational equivalent	3.3%	3	0.0%	0	5.1%	3
Grand Total	100.00%	91	100.0%	20	100.0%	59

Source: SWLEP Adult Survey, January 2018. Base = 91

Figure D11: Where did you study to secure your highest qualification?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
At a secondary school	8.6%	8	9.5%	2	6.5%	4
At a secondary school with a sixth form	6.5%	6	4.8%	1	6.5%	4
At a specialist college	5.4%	5	4.8%	1	6.5%	4
At a Land-based college	7.5%	7	4.8%	1	9.7%	6
At a Further Education college	22.6%	21	14.3%	3	27.4%	17
At a university	33.3%	31	47.6%	10	25.8%	16
With a private training provider	6.5%	6	4.8%	1	8.1%	5
With a voluntary sector training provider	1.1%	1	0.0%	1	0.0%	0
With an employer	4.3%	4	0.0%	1	6.5%	4
Other (please specify)	4.3%	4	9.5%	2	3.2%	2
Total	100.0%	93	100.0%	21	100.0%	62

Source: SWLEP Adult Survey, January 2018. Base = 93

Figure D12: Please tell us which of the following statements best describes your current attitude towards taking a Higher Education course (e.g. foundation degrees, HNC/HND, BTEC, degrees, post-graduate studies or higher level professional qualifications?)

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
I am currently considering taking a Higher Education course	13.0%	12	15.0%	3	12.9%	8
I am in the process of applying for a Higher Education course	5.4%	5	5.0%	1	4.8%	3
I am currently undertaking a Higher Education course	28.3%	26	15.0%	3	33.9%	21
I might consider taking a Higher Education course in the future	23.9%	22	30.0%	6	21.0%	13
I am not currently considering taking a Higher Education course	26.1%	24	35.0%	7	22.6%	14
None of the above	0.0%	0	0.0%	0	0.0%	0
Other (please specify)	3.3%	3	0.0%	0	4.8%	3
Total	100%	92	100.0%	20	100%	62

Source: SWLEP Adult Survey, January 2018. Base = 91

Figure D13: Please tell us which of the following statements best describes your current attitude towards taking a Higher Education course by qualification level

Answer Choices	Respondents qualified <L4		Respondents qualified >L4	
	%	Count	%	Count
I am currently considering taking a Higher Education course	14.3%	6	12.2%	6
I am in the process of applying for a Higher Education course	7.1%	3	2.0%	1
I am currently undertaking a Higher Education course	40.5%	17	18.4%	9
I might consider taking a Higher Education course in the future	16.7%	7	30.6%	15
I am not currently considering taking a Higher Education course	14.3%	6	36.7%	18
None of the above	0.0%	0	0.0%	0
Other (please specify)	4.8%	2	0.0%	0
Total	100.0%	42	100.0%	49

Source: SWLEP Adult Survey, January 2018. Base = 91

Figure D14: Please tell us which of the following statements best describes your current attitude towards taking a Higher Education course by occupation

Answer Choices	Lower Skilled Occupation		Higher Skilled Occupation	
	%	Count	%	Count
I am currently considering taking a Higher Education course	14.3%	5	15.0%	6
I am in the process of applying for a Higher Education course	2.9%	1	2.5%	1
I am currently undertaking a Higher Education course	34.3%	12	22.5%	9
I might consider taking a Higher Education course in the future	28.6%	10	27.5%	11
I am not currently considering taking a Higher Education course	20.0%	7	32.5%	13
None of the above	0.0%	0	0.0%	0
Other (please specify)	0.0%	0	0.0%	0
Total	100.0%	35	100.0%	40

Source: SWLEP Adult Survey, January 2018. Base = 75

Figure D15: What higher level qualifications are you planning to work towards or are currently working towards?

Whole Sample		
Answer Choices	%	Count
Certificate of Higher Education	2.4%	1
Diploma of Higher Education	2.4%	1
Graduate Certificate or Diploma	0.0%	0
HNC	17.1%	7
HND	22.0%	9
Higher Apprenticeship	2.4%	1
Degree Apprenticeship	2.4%	1
BTEC Higher National Certificate	0.0%	0
BTEC Higher National Diploma	0.0%	0
BTEC Professional Qualifications	0.0%	0
NVQ Level 4	4.9%	2
NVQ Level 5	7.3%	3
Professional Qualifications	12.2%	5
Foundation Degree	7.3%	3
Degree	26.8%	11
PGCE	0.0%	0
Masters	24.4%	10
Post Graduate Diploma/ Post Graduate Certificate	4.9%	2
Doctorate	2.4%	1
Other (please specify)	12.2%	5
Answered		41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size. Note: Respondents could select more than one option

Figure D16: To what extent was your choice of study influenced by the courses available in Swindon and Wiltshire?

Answer Choices	%	Count
Not at all	46.3%	19
A little	19.5%	8
A lot	34.2%	14
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41 Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D17: Why do you say this?

Responses (Un-coded)
Not at all
No courses available in Wiltshire at present sector specific rather than location
A little
I originally applied for the course in Salisbury but it was pulled I'm not limited to just Swindon and Wiltshire
A lot
Seeing what other courses offered made be change to a course that fitted me better Game keeper is not a common course I'm doing a HE course at Wiltshire college Due to poor transport networks in Devizes, options are limited I have many children and do not want to unsettle them by moving closer to a university therefore am limited on places to apply

Source: SWLEP Adult Survey, January 2018. Base = 9

Figure D18: What prompted you to consider or apply for a Higher Education course now? (tick all that apply)

Answer Choices	%	Count
To achieve a promotion at work	12.2%	5
It is a requirement for my job	4.9%	2
To improve my career prospects/ambition	80.5%	33
Suggested by my employer	12.2%	5
To change career/re-skill	22.0%	9
To respond to redundancy, loss of work	0.0%	0
To keep up to date with skills	22.0%	9
To avoid getting left behind	14.6%	6
I have an interest in the subject/course	53.7%	22
To give me an intellectual challenge	39.0%	16
To support children with homework	0.0%	0
To 'complete' my education	14.6%	6
I missed out on education when I was younger, so want to do it now	9.8%	4
A major life change	7.3%	3
Other (please specify)	2.4%	1
Total		41

Source: SWLEP Adult Survey, January 2018. Base = 41 Note: these findings have not been disaggregated by Local Authority due to the small sample size. Note: Respondents could select more than one option

Figure D19: Are you studying or planning to study with a particular career in mind?

Answer Choices	%	Count
Yes	65.9%	27
No	22.0%	9
Partially	12.2%	5
Total	100%	41

Source: SWLEP Adult Survey, January 2018. Base = 41 Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D20: If yes, or partially, what career?

Response (un-coded)
Nursing
Accounting
Teaching
Educational/child psychology related
3D modeler
Leadership
Game keeper or under keeper
Copy Writer
Computing/ IT
Environmental/ecological work
Play Therapist
Higher level Teaching Assistant
Nursery nurse/special educational needs teaching assistant
ICT Auditor
Photography
Police/Prison Service
Medicine/ nursing
Consultancy
Surveyor
Social work / youth offending
Digital Marketing

Source: SWLEP Adult Survey, January 2018. Base = 21

Figure D21: Are you able, or do you expect to be able, to use your learning at work?

Answer Choices	%	Count
Yes	82.9%	34
No	9.8%	4
Partially	7.3%	3
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D22: Do you receive, or expect to receive, any support or supervision for your studies at work?

Answer Choices	%	Count
Yes	36.6%	15
No	41.5%	17
Partially	22.0%	9
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D23: How are you funding or planning to fund your studies? (tick all that apply)

Answer Choices	%	Count
Own savings	31.7%	13
Support from family	0.0%	0
Student loan	43.9%	18
Bank loan/credit cards	4.9%	2
Employer	26.8%	11
Other (please specify)	9.8%	4
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D24: Are you planning to study or currently studying...

Answer Choices	%	Count
Full-time - on campus	34.2%	14
Part-time - on campus	14.6%	6
Full-time - distance learning	2.4%	1
Part-time - distance learning	17.1%	7
Blended learning - part distance, part face to face	26.8%	11
Other (please specify)	4.9%	2
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D25: Do you expect to, or have you moved, from your home address to access Higher Education?

Answer Choices	%	Count
Yes	12.2%	5
No	87.8%	36
Total	100.0%	41

Source: SWLEP Adult Survey, January 2018. Base = 41. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Of those that moved to access Higher Education, 1 moved within the LEP area and 3 moved outside the LEP area and one did not respond.

Figure D26: How far do you usually travel to or expect to travel (from your term time address) to participate in your course?

Answer Choices	%	Count
No distance - participate via distance learning	7.5%	3
Less than 2 miles	10.0%	4
2 - 5 miles	15.0%	6
6 - 25 miles	32.5%	13
26 - 50 miles	30.0%	12
51 - 75 miles	2.5%	1
76 - 100 miles	0.0%	0
Greater than 100 miles	2.5%	1
Total	100.0%	40

Source: SWLEP Adult Survey, January 2018. Base = 40. Note: these findings have not been disaggregated by Local Authority due to the small sample size

Figure D27: What factors are or were important to you in choosing a Higher Education provider? (tick all that apply)

Answer Choices	%	Count
Courses offered	67.5%	27
Reputation and academic standing	47.5%	19
Likelihood that I will get a job after graduation	25.0%	10
Courses have good links to employers	22.5%	9
The city or town where it is located	42.5%	17
Cost of living (e.g. accommodation and travel)	17.5%	7
Flexible ways to study (e.g. part time or distance)	47.5%	19
Social life offered	0.0%	0
Distance from home	50.0%	20
Ability to study while living at home	40.0%	16
Family connection with institution	0.0%	0
Answered		40

Source: SWLEP Adult Survey, January 2018. Base = 40. Note: these findings have not been disaggregated by Local Authority due to the small sample size. Note: Respondents could select more than one option

Figure D28: Please tell us why you are not considering Higher Education at this time? (tick all that apply)

Answer Choices	%	Count
I don't have time	26.1%	12
I already have higher level qualifications	34.8%	16
Work/family commitments	41.3%	19
I am not interested in further study	19.6%	9
I don't have the right qualifications	6.5%	3
I would prefer to undertake less formal training	10.9%	5
I don't need Higher Education for my career/job	21.7%	10
I think it would cost too much money	23.9%	11
I cannot find the right course for me locally	15.2%	7
I don't have the support of my employer	10.9%	5
I don't know where to go for advice	4.4%	2
Other (please specify)	8.7%	4
Answered		46

Source: SWLEP Adult Survey, January 2018. Base = 46. Note: these findings have not been disaggregated by Local Authority due to the small sample size. Note: Respondents could select more than one option

Figure D29: Did you know that local colleges offer Higher Education courses?

Answer Choices	Whole Sample		Residents of Swindon		Residents of Wiltshire	
	%	Count	%	Count	%	Count
Yes	81.40%	70	84.2%	16	79.7%	47
No	18.60%	16	15.8%	3	20.3%	12
Total	100.0%	86	100.0%	19	100.0%	59

Source: SWLEP Adult Survey, January 2018. Base = 86

Figure D30: Would you consider studying for any of the following courses at a local college?

	Yes		No		Don't Know		Answered
	%	Count	%	Count	%	Count	
Foundation degree	43.4%	33	43.4%	33	13.2%	10	76
HNC/HND	37.3%	28	50.7%	38	12.0%	9	75
Degree	43.6%	34	41.0%	32	15.4%	12	78
Post-graduate qualifications	41.0%	32	38.5%	30	20.5%	16	78
Professional qualifications	55.6%	45	27.2%	22	17.3%	14	81
Higher level vocational qualifications	44.2%	34	36.4%	28	19.5%	15	77
Answered							86

Source: SWLEP Adult Survey, January 2018. Base = 86

Figure D31: Would you consider studying for any of the following courses at a local college? 'Yes', by Local Authority

	Whole Sample		Swindon		Wiltshire	
	%	Count	%	Count	%	Count
Foundation degree	43.4%	33	47.4%	9	42.3%	22
HNC/HND	37.3%	28	36.8%	7	39.2%	20
Degree	43.6%	34	36.8%	7	45.5%	25
Post-graduate qualifications	41.0%	32	36.8%	7	36.5%	19
Professional qualifications	55.6%	45	47.45	9	56.4%	31
Higher level vocational qualifications	44.2%	34	36.8%	7	46.2%	24
Answered		86		19		58

Source: SWLEP Adult Survey, January 2018. Base = 86

Figure D32: Had you heard of degree apprenticeships?

Answer Choices	Whole Sample		Swindon		Wiltshire	
	%	Count	%	Count	%	Count
Yes	56.3%	49	42.1%	8	59.3%	35
No	40.2%	35	52.6%	10	39.0%	23
Don't know	3.5%	3	5.3%	1	1.7%	1
Total	100.0%	87	100.0%	19	100.0%	59

Source: SWLEP Adult Survey, January 2018. Base = 87

Figure D33: Would you consider a degree apprenticeship route?

Answer Choices	Whole Sample		Swindon		Wiltshire	
	%	Count	%	Count	%	Count
Yes	32.2%	28	31.6%	6	33.9%	20
No	39.1%	34	26.3%	5	42.4%	25
Don't know	28.7%	25	42.1%	8	23.7%	14
Total	100.0%	87	100.0%	19	100.0%	59

Source: SWLEP Adult Survey, January 2018. Base = 87

Figure D34: Would you consider a degree apprenticeship route by qualification level

Answer Choices	Respondents Qualified <L4		Respondents Qualified >L4	
	%	Count	%	Count
Yes	36.8%	14	25.5%	12
No	18.4%	7	57.4%	27
Don't know	44.7%	17	17.0%	8
Total	100%	38	100%	47

Source: SWLEP Adult Survey, January 2018. Base = 85

Figure D35: If not - why not

Responses (un-coded) by Highest Qualification Attained
Respondents qualified <L4
Bad experience with level 2 apprenticeship has left me scarred for life!
Don't think it is right for me
Don't want to
I have been back to College. Cost would be the main reason
Respondents qualified >L4
Already have a degree
Already have a degree, would need employer support
Already have a PhD
Already hold advanced qualifications
Already working full time
Financial
Have all qualifications I need
Have undertaken a lot of training, will not do another course of this level for a while
Heading for retirement
I already have a degree
I don't need further qualifications for my role or current chosen career path
I'm 54, so not much point
I've almost finished my degree
Lack of time
Not looking for further education

Source: SWLEP Adult Survey, January 2018. Base = 19

Figure D36: Assuming the right course was available, where would you prefer to study?

Answer Choices	Whole Sample		Swindon		Wiltshire	
	%	Count	%	Count	%	Count
A Further Education College in Swindon or Wiltshire	18.8%	16	10.5%	2	24.6%	14
A Further Education College outside of Swindon or Wiltshire	1.2%	1	0.0%	0	1.8%	1
A university in Swindon or Wiltshire (if there was one)	27.1%	23	42.1%	8	17.5%	10
A university outside of Swindon or Wiltshire	5.9%	5	5.3%	1	7.0%	4
At home, through distance learning (e.g. Open University)	17.7%	15	10.5%	2	19.3%	11
At work, through my employer	14.1%	12	15.8%	3	14.0%	8
I don't intend to study further	15.3%	13	15.8%	3	15.8%	9
Answered		85		19		57

Source: SWLEP Adult Survey, January 2018. Base = 85.

Figure D37: If you would prefer to study in Swindon or Wiltshire, what subjects would you be interested in studying?

Answer Choices	%	Count
Medicine and Dentistry	10.5%	4
Subjects Allied to Medicine	15.8%	6
Biological Sciences	18.4%	7
Veterinary Sciences	5.3%	2
Agriculture and Related Subjects	5.3%	2
Physical Sciences	2.6%	1
Mathematical Sciences	0.0%	0
Computer Sciences	18.4%	7
Engineering and Technology	10.5%	4
Architecture, Building and Planning	2.6%	1
Social Sciences	34.2%	13
Law	2.6%	1
Business and Admin Studies	28.9%	11
Mass Communications and Documentation	2.6%	1
Languages	0.0%	0
History and Philosophical Studies	7.9%	3
Creative Art and Design	15.8%	6
Education	23.7%	9
Initial Teacher Training	7.9%	3
Geographical Studies	5.3%	2
Answered		38

Source: SWLEP Adult Survey, January 2018. Base = 38. Note: these findings have not been disaggregated by Local Authority due to the small sample size. Note: Respondents could select more than one option

Figure D38: What would make local Higher Education options more attractive to you? (tick all that apply)

Answer Choices	Whole Sample		Swindon		Wiltshire	
	%	Count	%	Count	%	Count
Financial help with the costs	61.9%	52	76.5%	13	55.2%	32
A university in the area (with own campus)	48.8%	41	58.8%	10	44.8%	26
A wider range of Higher Education courses available	39.3%	33	47.06%	8	36.2%	21
Courses with a strong vocational element	23.8%	20	23.5%	4	22.4%	13
Courses that involve local employers	45.2%	38	70.6%	12	39.7%	23
Courses with work placements or sandwich year options	16.7%	14	17.7%	3	15.5%	9
Degree apprenticeship courses	25.0%	21	23.5%	4	25.9%	15
If I could study part-time locally, whilst also working	31.0%	26	41.2%	7	27.6%	16
More flexibility so I could fit study around other commitments	41.7%	35	47.06%	8	36.2%	21
Online or virtual courses	33.3%	28	29.4%	5	31.0%	18
Courses located near my home	32.1%	27	41.2%	7	29.3%	17
Better transport links	20.2%	17	23.5%	4	22.4%	13
Student accommodation	8.3%	7	5.9%	1	10.3%	6
Better access for students with disabilities/health problems	9.5%	8	5.9%	1	8.6%	5
Better childcare or other support for students with caring obligations	4.8%	4	11.8%	2	3.5%	2
Better information about courses	25.0%	21	35.3%	6	24.1%	14
Nothing would make local courses more attractive	6.0%	5	5.9%	1	6.9%	4
Other (please specify)	4.8%	4	0.0%	0	6.9%	4
Answered		84		17		58

Source: SWLEP Adult Survey, January 2018. Base = 84. Note: Respondents could select more than one option

Figure D39: Additional comments

Responses
There needs to be more understanding about the diversity of students in particularly the Wiltshire College. I've had no problems with colleges that are in cities such as Swindon and Bath. When I applied for the Access to HE and expressed that I would like to work towards a masters I was scoffed at by the lecturer and was told "I have a masters degree and it hasn't made my income larger". This was incredibly offensive and ignorant. However the lectures in the city college were far more diverse and understanding. I now have to put my health at risk at travel to distant colleges
Integrating courses with the IELTS system
Top up course for HND to Degree at college
A top up course for HND's should be provided at the college instead of having to transfer to universities to complete a degree
I spent four years at Salisbury College, gaining skills that mean I now have a part-time role with Wiltshire Council
Didn't answer Qu29 as institution is irrelevant it's whoever can deliver course/qualification
Need more courses to support degree-level apprenticeships in the technical/science STEM areas in S. Wilts / Salisbury area
Very supportive of the SWLEP and getting training moving so will pass this questionnaire on to others in our company so that you can get some feedback

Source: SWLEP Adult Survey, January 2018. Base = 8