

loudhouse

## Colleges Week

September 2011



# Confusion and Overconfidence



Children currently studying for their GCSEs are unaware of options open to them within the education system after their exams– 74% aren't able to name NVQ's, 81% are unable to name BTECs, and 93% are unable to name Apprenticeships as post-GCSE options.



Pupils feel that the advice that they receive from their parents about the options available to them after their GCSEs is more useful than that they receive from teachers or careers advisors.



This does not dent pupil confidence, 69% are confident they have enough information to achieve their post-GCSE goals, and 89% are confident they have taken the right GCSEs to achieve these goals.



# Diverse goals and experiences



Samples of independent school pupils in this research are small, but their replies suggest differences from the comprehensive-school norms. 70% of independent school pupils report that they got enough careers advice at school, for example, as opposed to 50% of comprehensive school pupils.



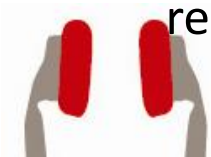
Gender is clearly a factor in both educational awareness and career plans, with girls more likely to choose stereotypically female careers and less likely to say they get enough advice on career options at school (44% of girls vs 55% of boys)



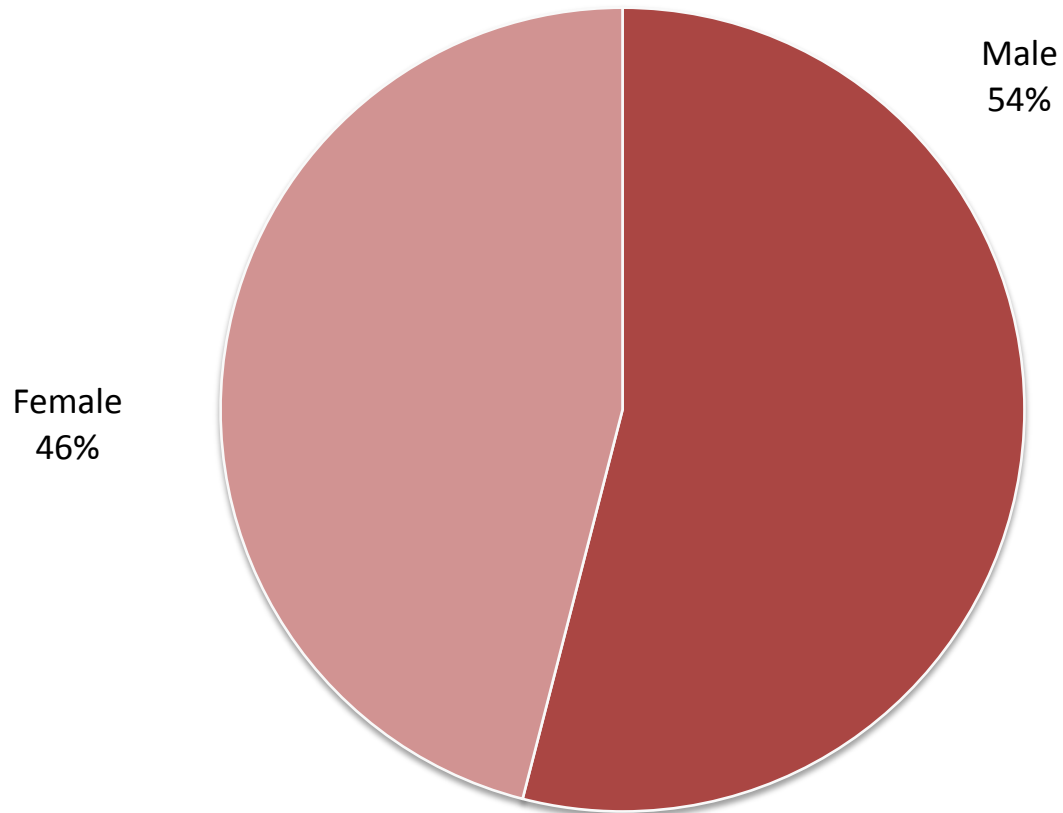
In general, there is not enough awareness of the post-GCSE landscape – 25% of respondents can only name one post-GCSE qualification available to pupils, and a further 25% can only name two.

# Methodology

- An online survey was conducted in late August and early September 2011, reaching 500 pupils entering year 10
- All respondents attend a school or academy of some description (none are home- or distance-educated) and none has yet received any GCSE results.
- Several questions were asked in an open, spontaneous recall format, and were then coded to provide comparable data between respondents.
  - In some cases, respondents may have answered ‘incorrectly’ – for example, answering that they wanted to stay at a school type they do not currently attend – due to misunderstanding of terms such as “grammar school” or “college.”
  - Codes were created after the fact for the most common mistaken replies (“university” as a post-GCSE option, “A-levels” as a post-GCSE school type, and “college” as a school type) in order to avoid loss of information about respondents’ perceptions.
  - A code was also created for specialist subject schools, such as technology or science specialist schools, which a significant portion of respondents claimed to attend.
- This research was conducted by Loudhouse Research, an independent research agency based in London.

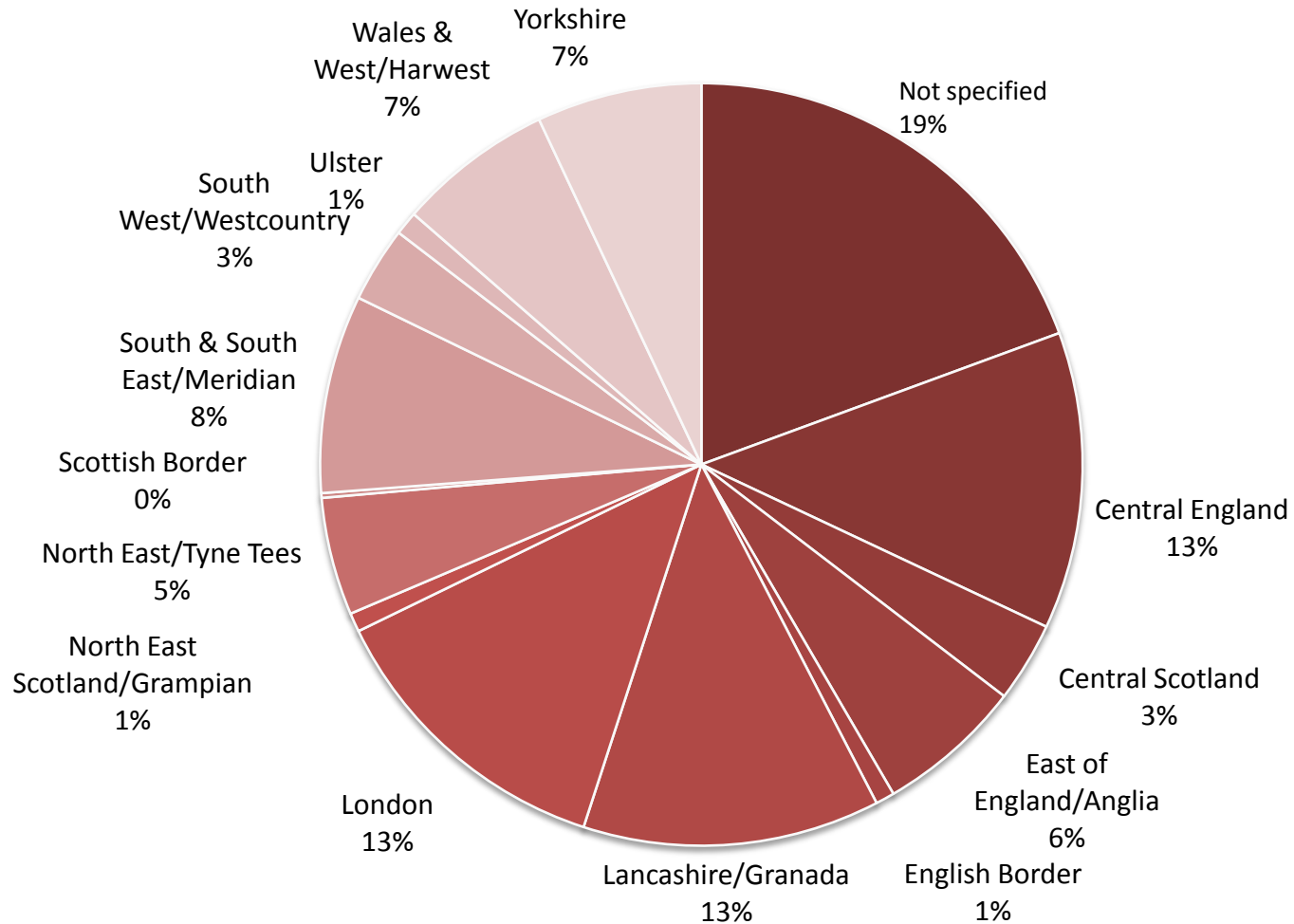


# Sample (1): Gender (500 respondents in year 10)



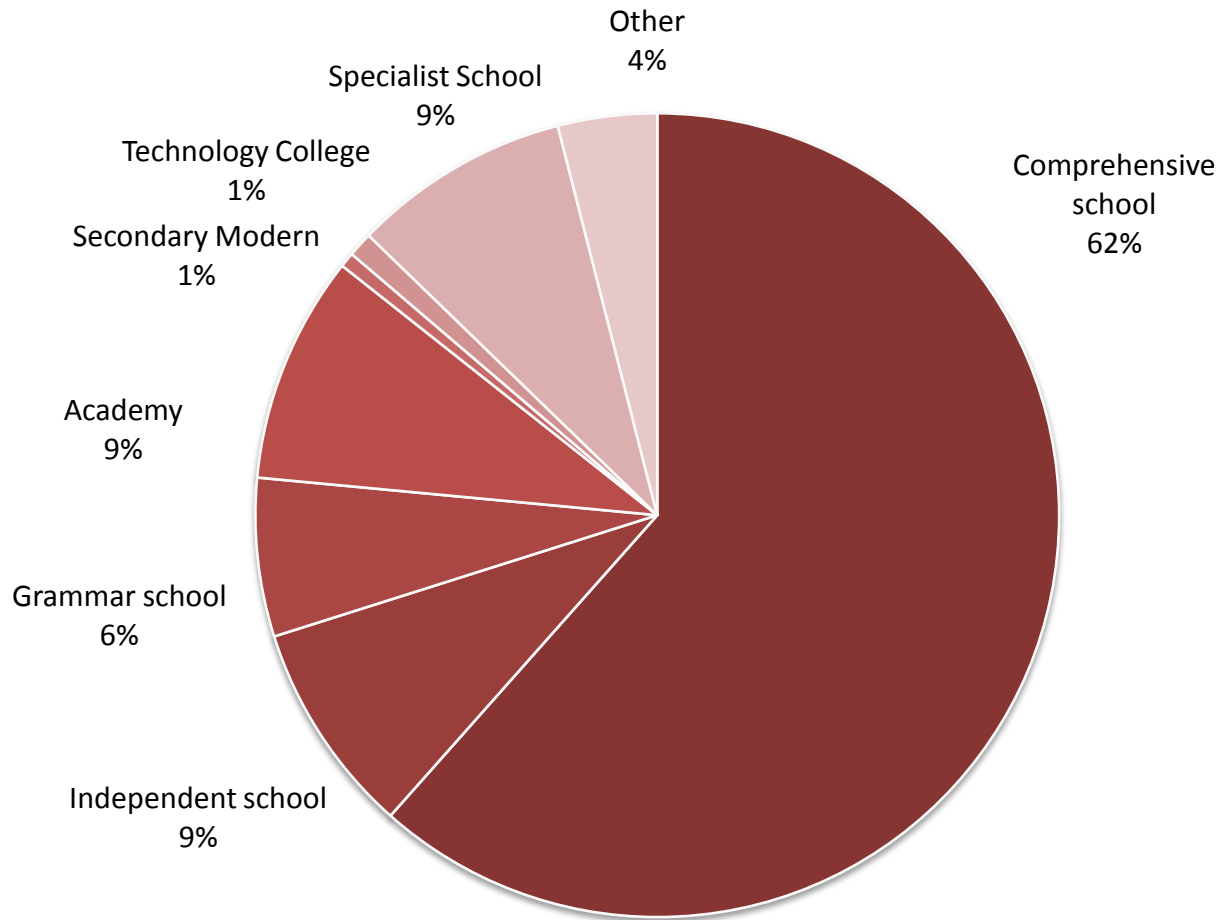
S1. Are you...?  
Base (500)

# Sample (2): Region (500 respondents in year 10)



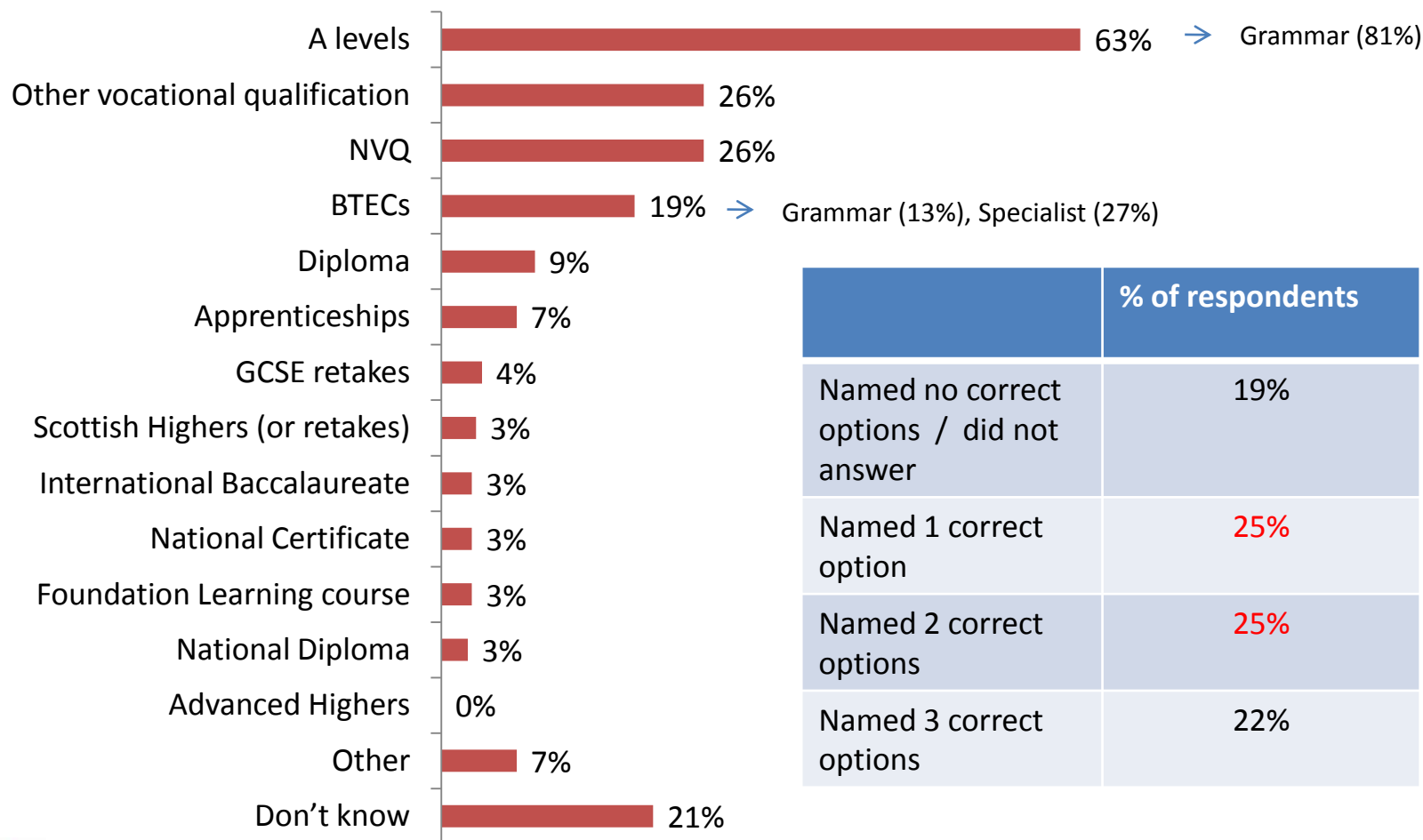
Regional coding (not asked directly)  
Base (500)

# 62% of respondents described themselves as comprehensive school pupils



Q1. What type of school/academy do you attend? (open/ coded)  
Base (500)

# Over half of pupils can not name more than 2 qualification options after GCSEs



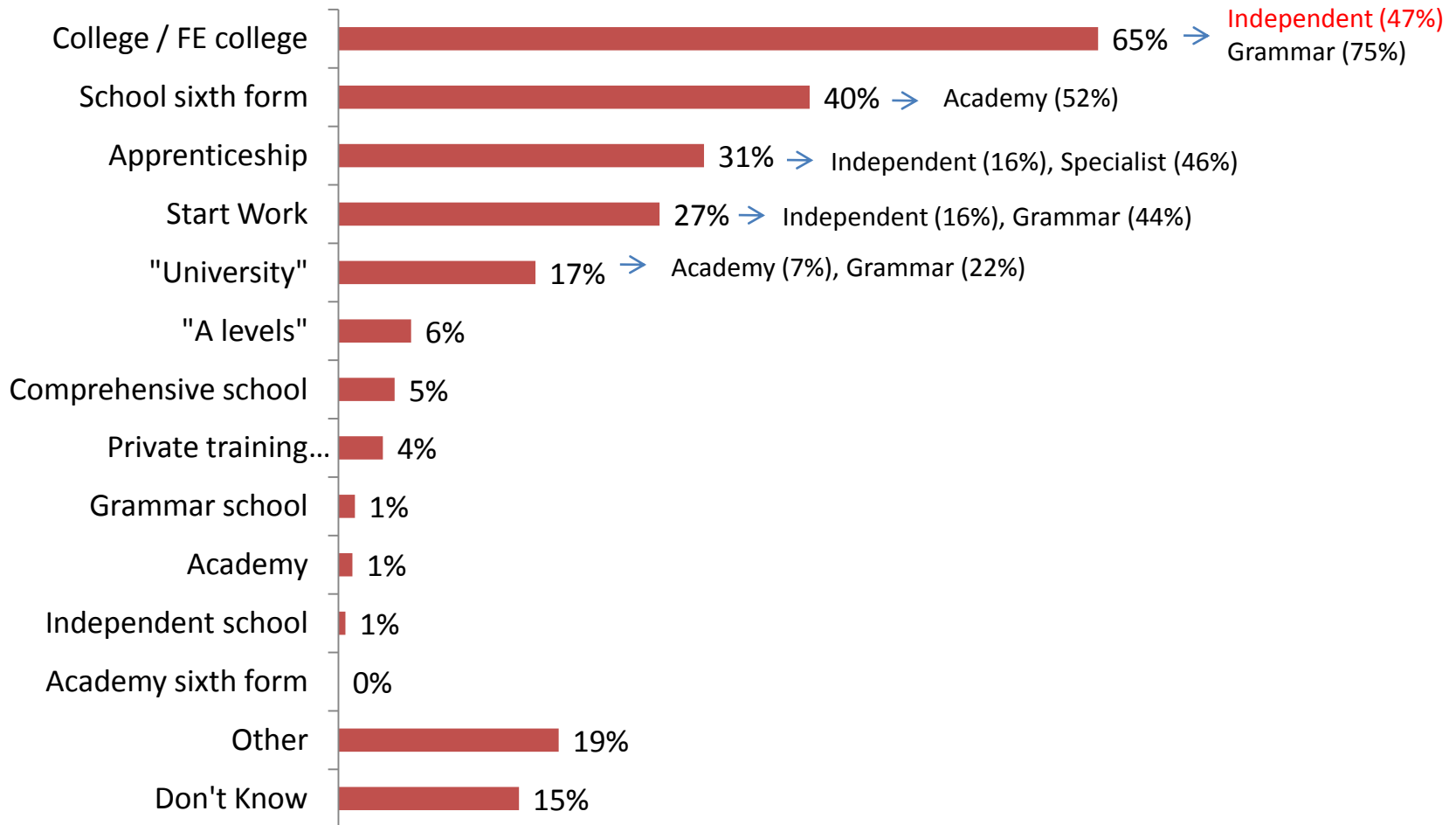
	% of respondents
Named no correct options / did not answer	19%
Named 1 correct option	25%
Named 2 correct options	25%
Named 3 correct options	22%

Q6. Can you tell me what options (in terms of exams or qualifications) are available to pupils after GCSEs? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# College and sixth form are the most commonly recalled post-GCSE destinations. 35% are unaware of FE college



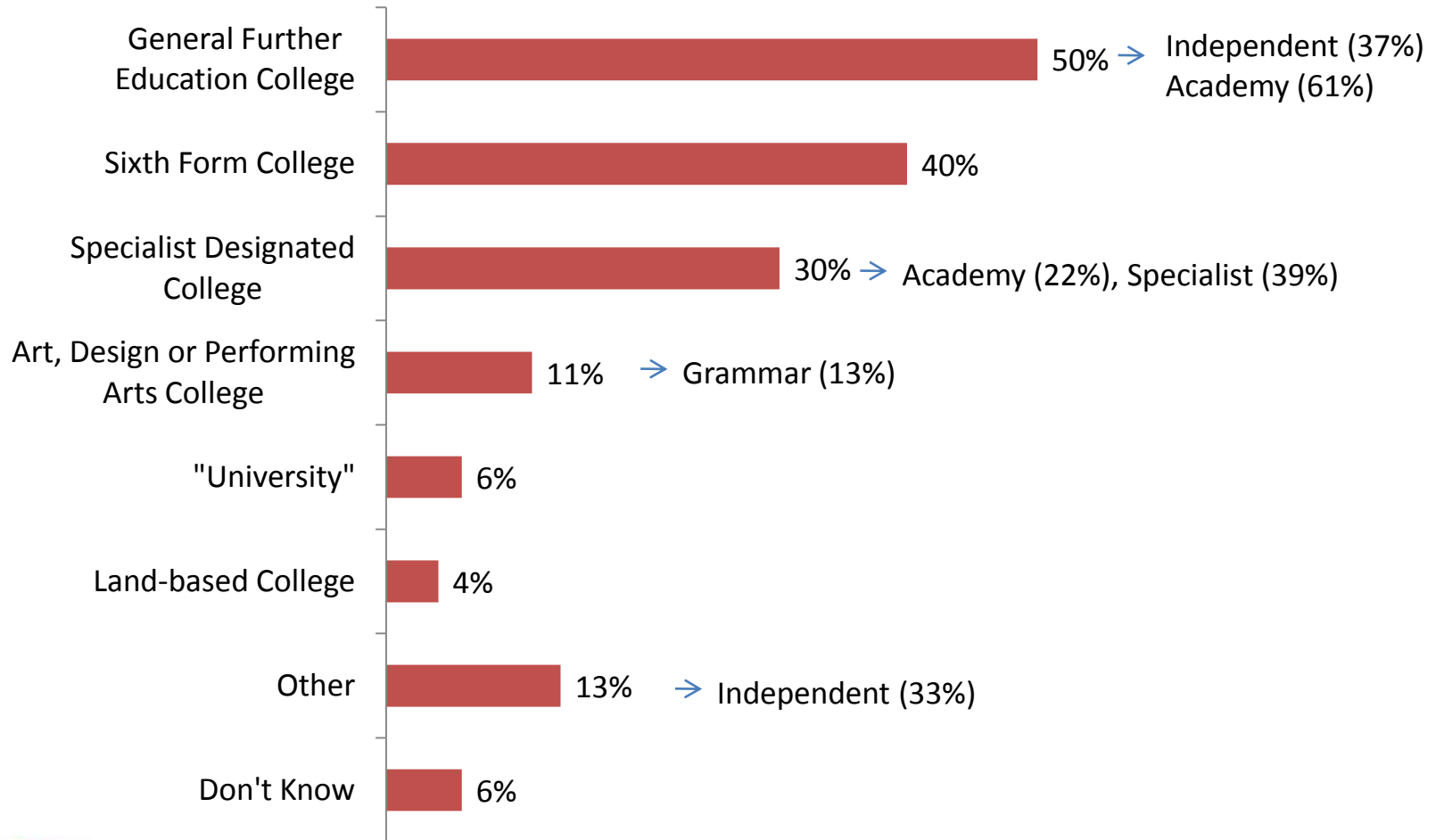
Q4. Can you tell me what options (in terms of types of places to study or work) are available to pupils after GCSEs? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution



# General FE colleges are the most widely known college type – but half are unaware they are available, even when prompted to name college types

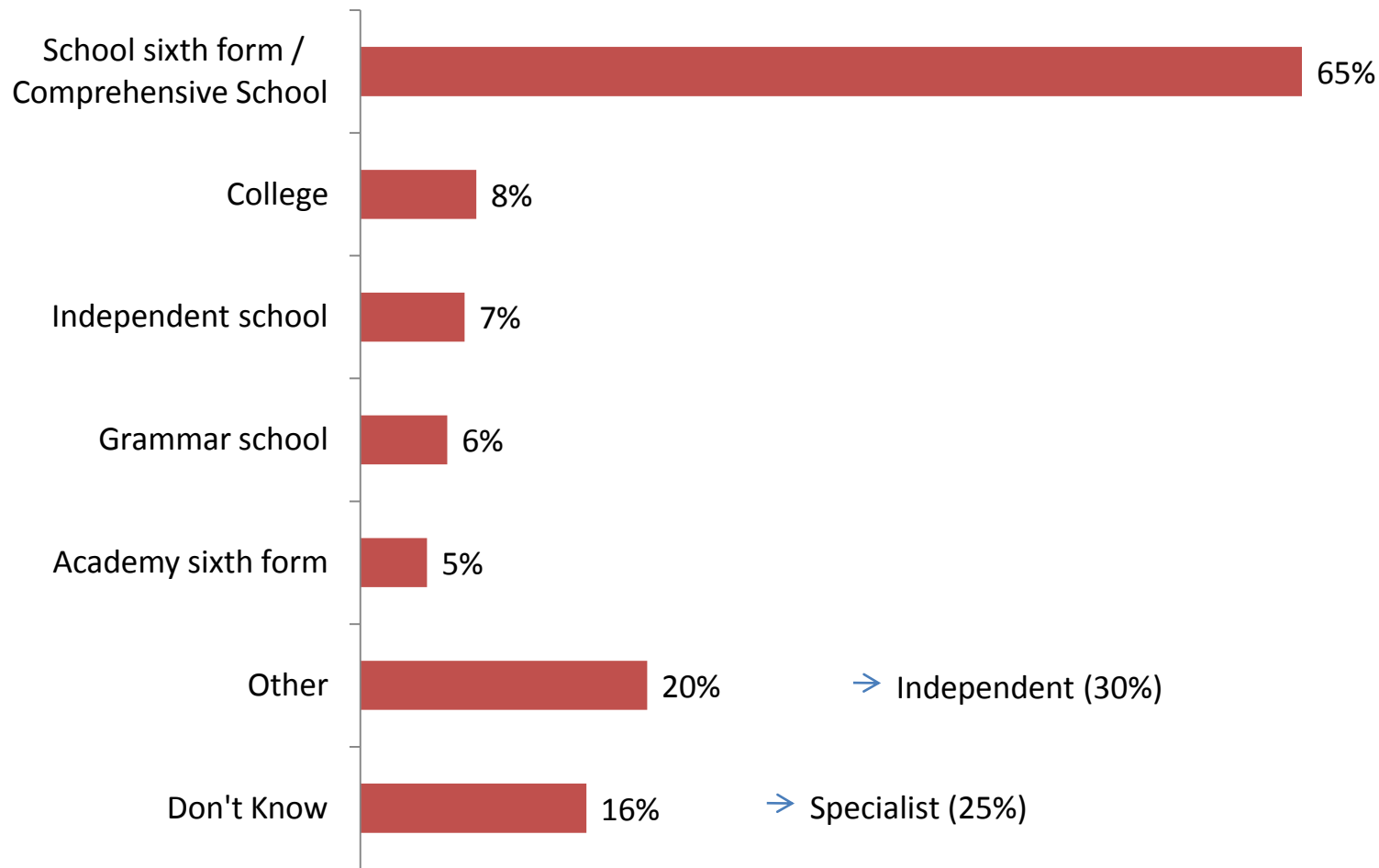


Q4a. What types of colleges are available to pupils after GCSEs? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# School sixth forms are the most commonly known school option post-GCSE, at just under 2/3

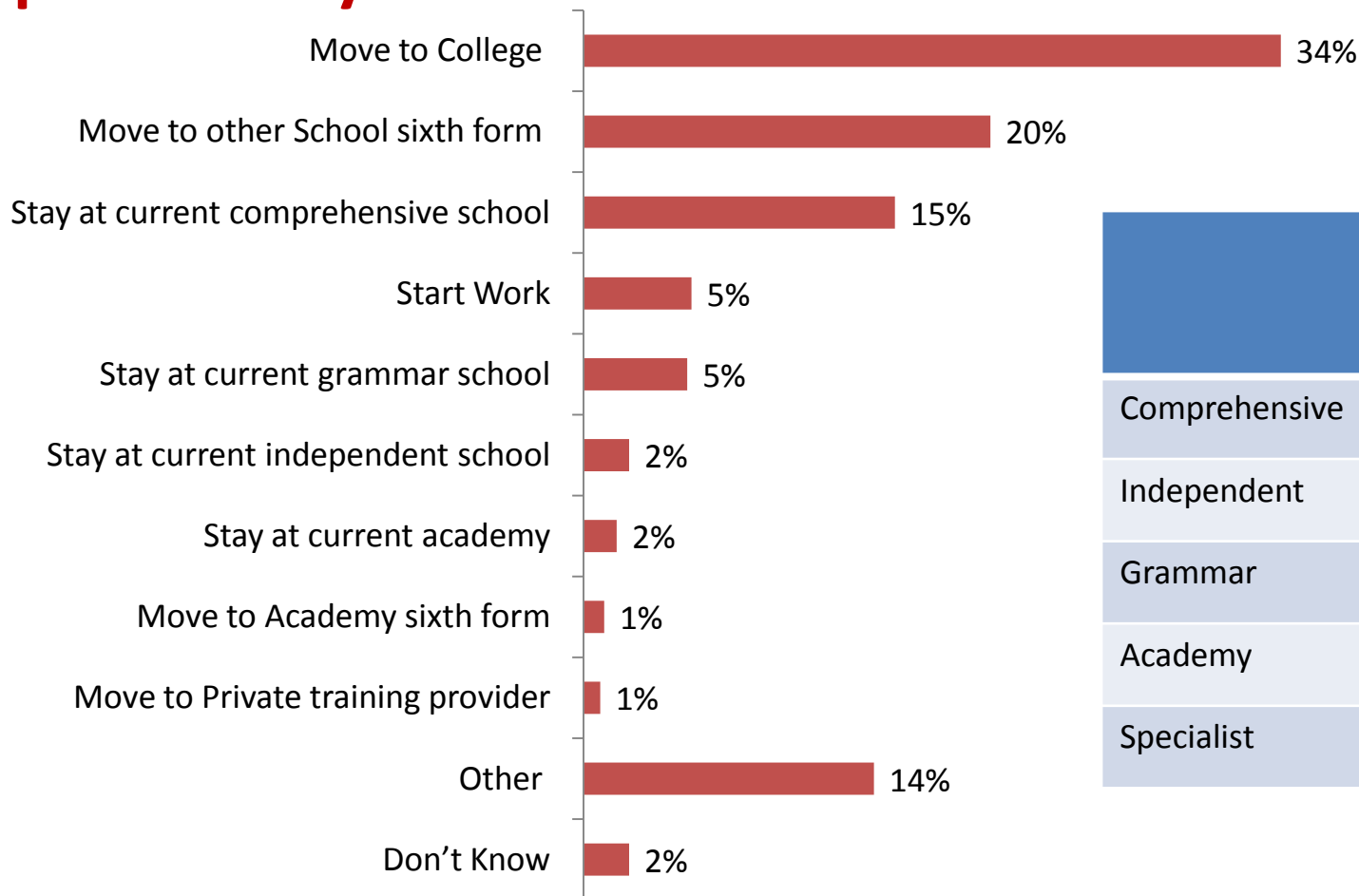


Q4b. What types of schools are available to pupils after GCSEs? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# Moving on to college is the most common personal choice for respondents after GCSEs, but 24% say they plan to stay at their current school



	Move to College	Move to Sixth Form
Comprehensive	34%	20%
Independent	19%	30%
Grammar	13%	19%
Academy	39%	22%
Specialist	46%	11%

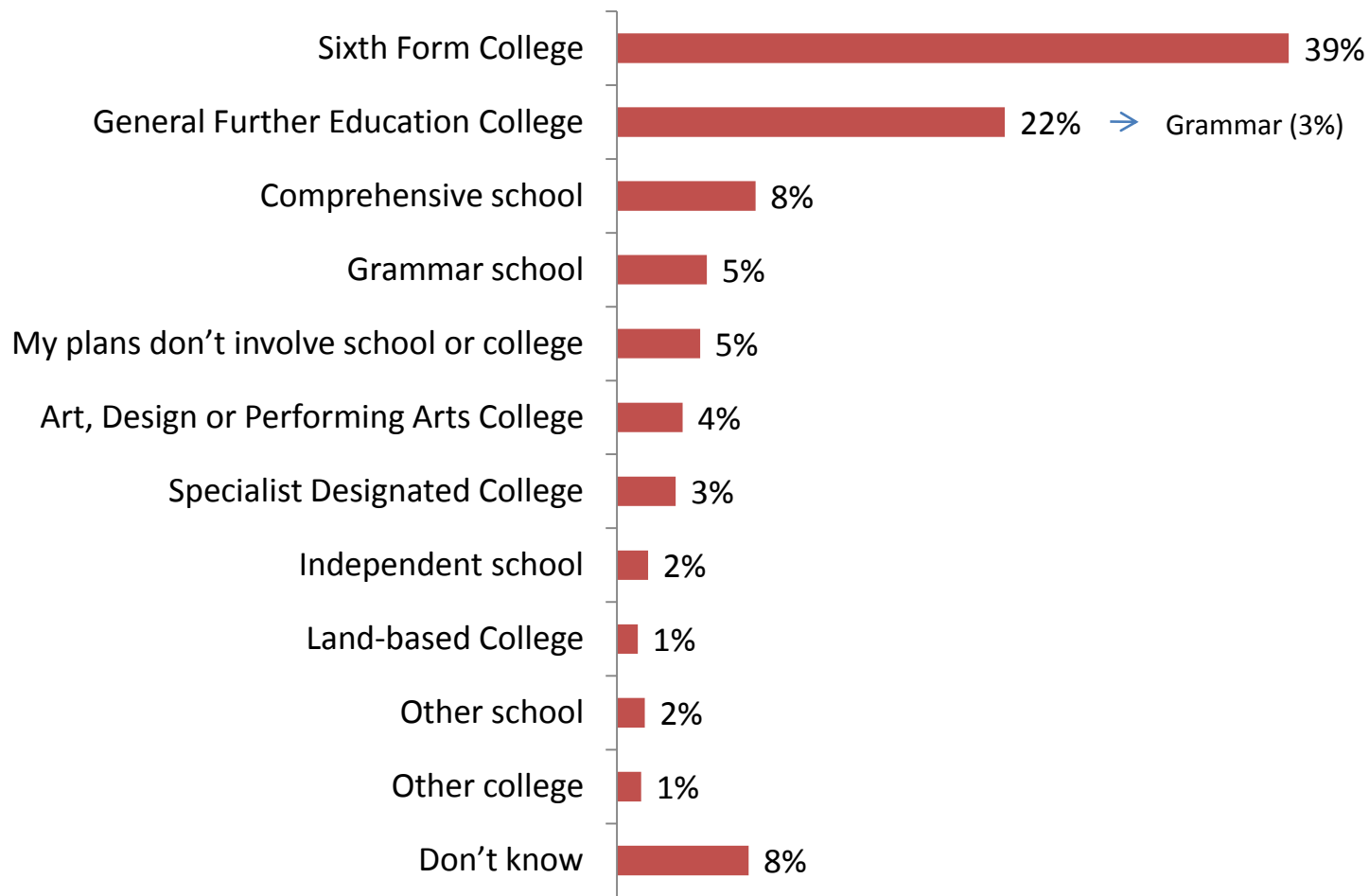
Q5. Where do you want to go after your GCSE's? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution



# Sixth form college is the most common college goal, followed by general FE college

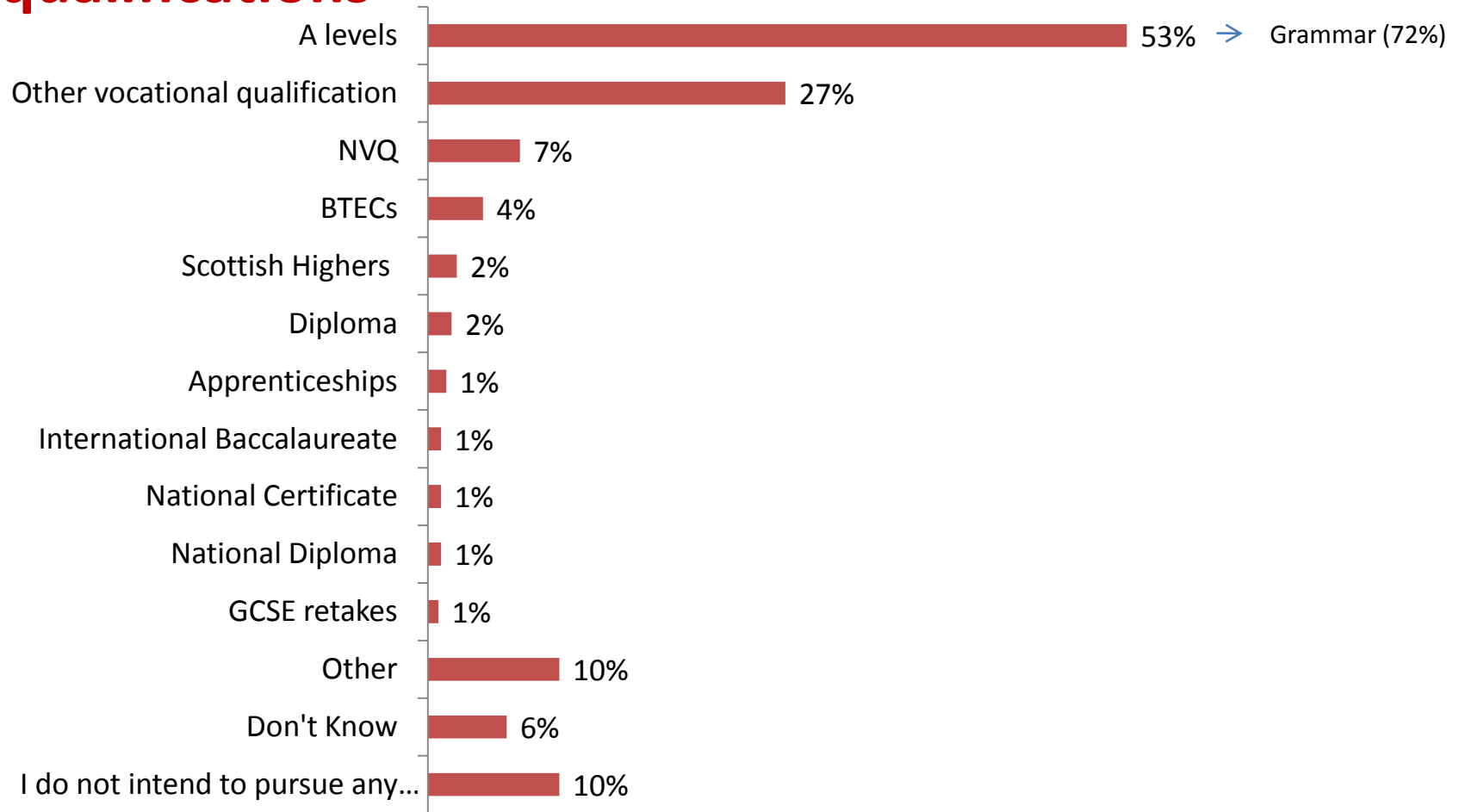


Q5a. If you are moving on to a school or college, what type of college?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# A-levels are the most common planned qualification post-GCSE, with 10% planning no further formal qualifications

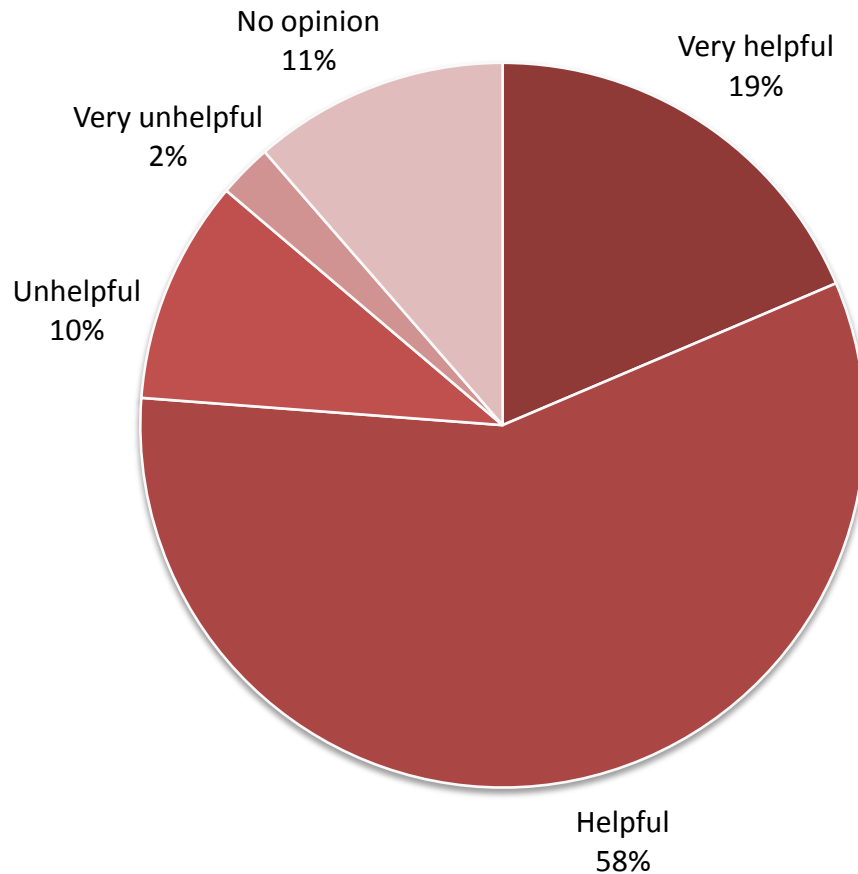


Q7. What option (in terms of exams or qualifications) do you intend to pursue after GCSEs? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# 77% feel they have had helpful post-GCSE advice at school



	Very helpful/ Helpful
Comprehensive	77%
Independent	86%
Grammar	72%
Academy	65%
Specialist	75%

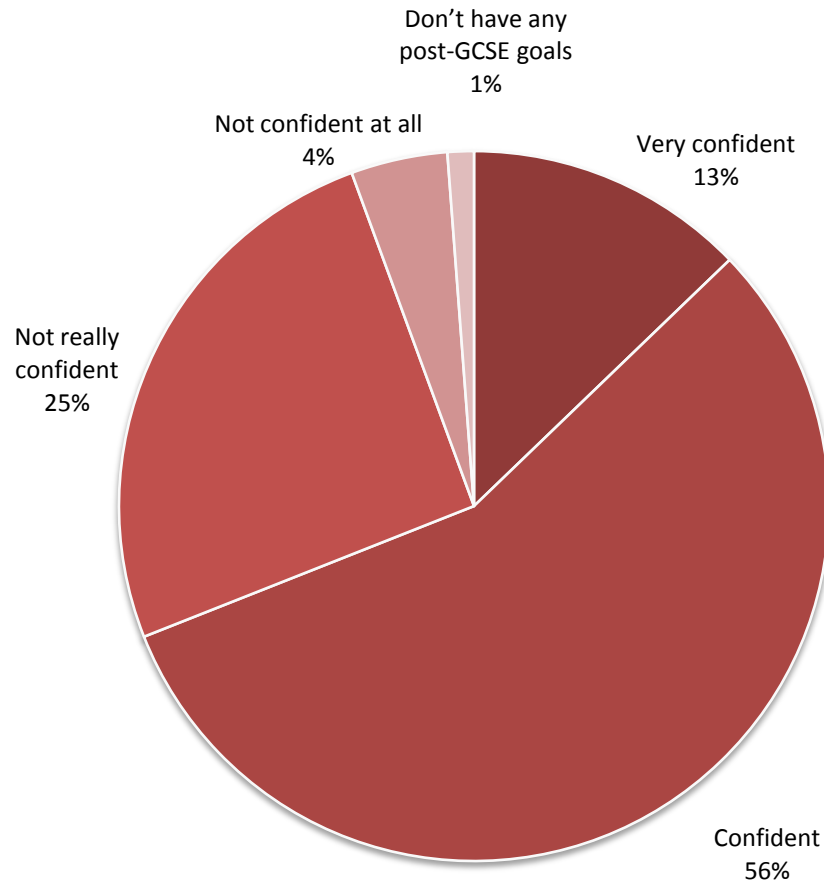
Q10. How helpful was the advice you have had in your school/academy on your post-GCSE options?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

*Low base: treat with caution*



# 69% are confident that they have the information they need to achieve their post-GCSE goals



	Very confident/ Confident
Comprehensive	73%
Independent	81%
Grammar	63%
Academy	63%
Specialist	52%

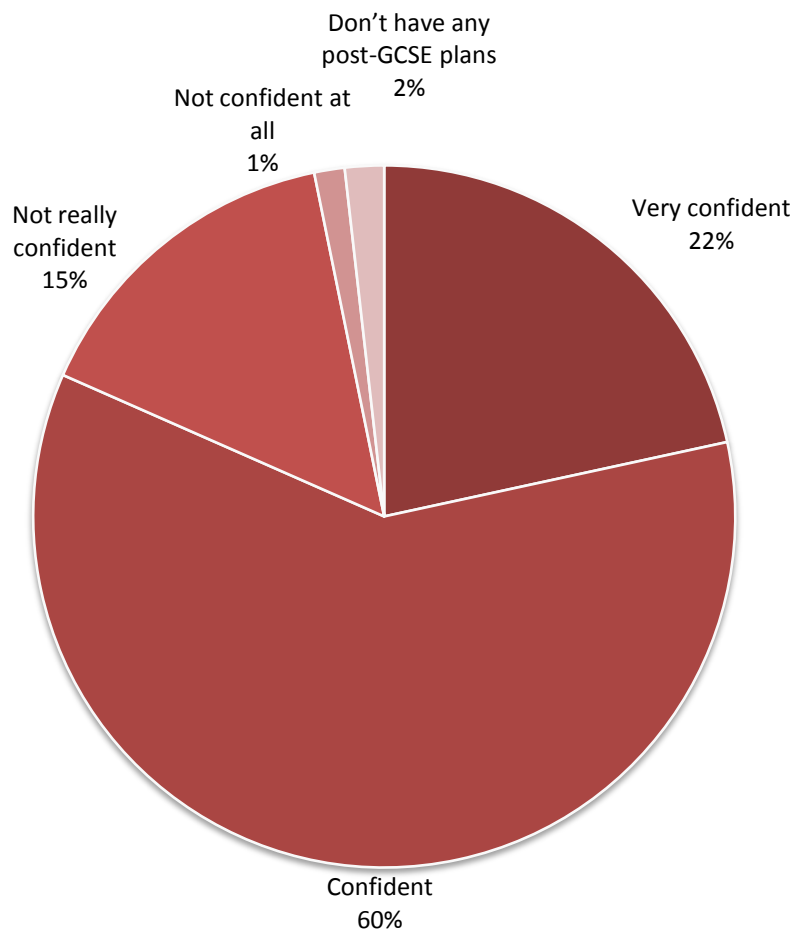
Q11. How confident are you that you have all the information you need to achieve your post-GCSE goals?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

*Low base: treat with caution*



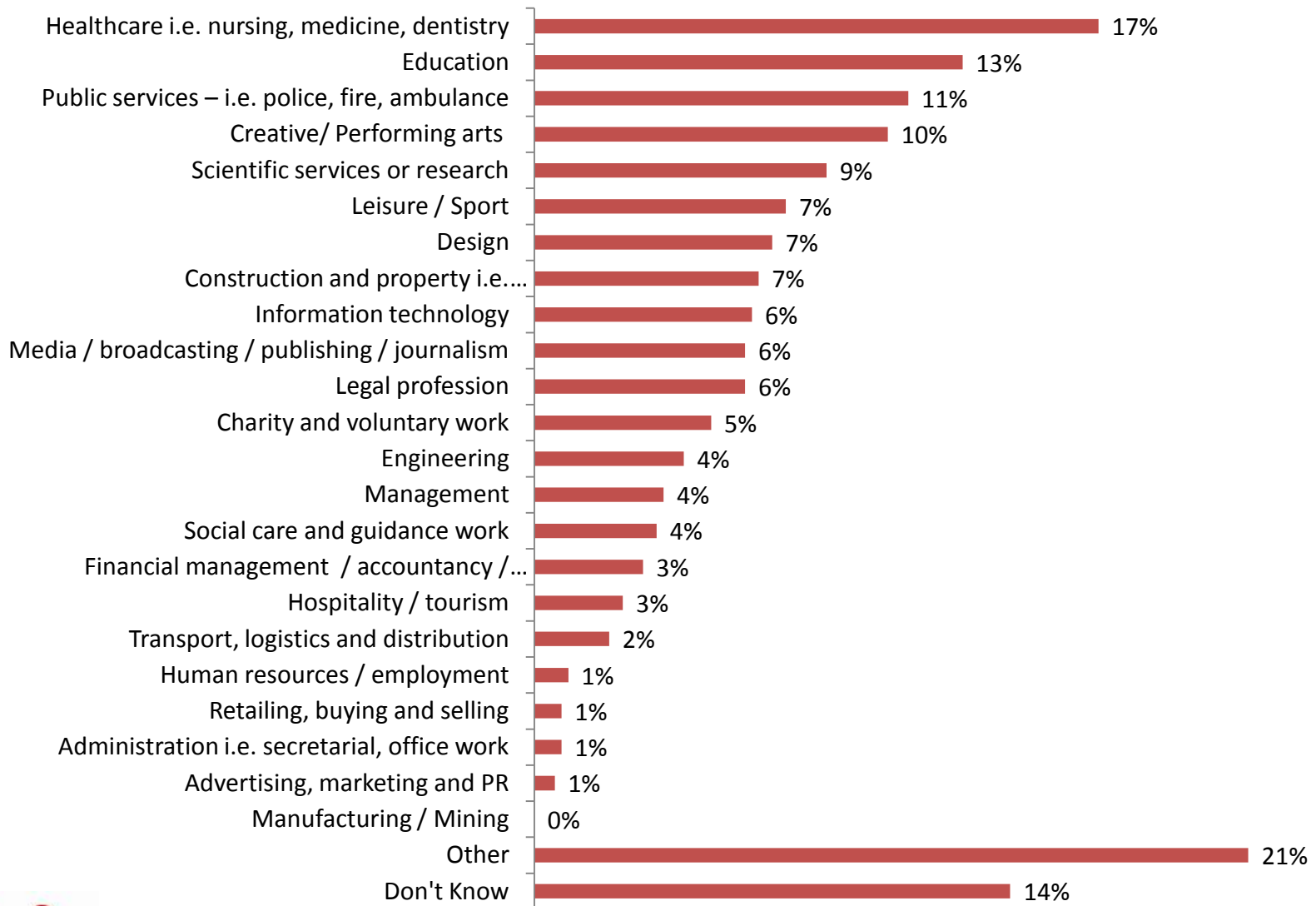
# 82% are confident that they are taking the right GCSE's



	Very confident/ Confident
Comprehensive	83%
Independent	88%
Grammar	84%
Academy	76%
Specialist	80%

Q12. How confident are you that you are taking the right GCSEs to achieve your post GCSE plans?  
Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)  
*Low base: treat with caution*

# 14% don't know their career goals post-GCSE

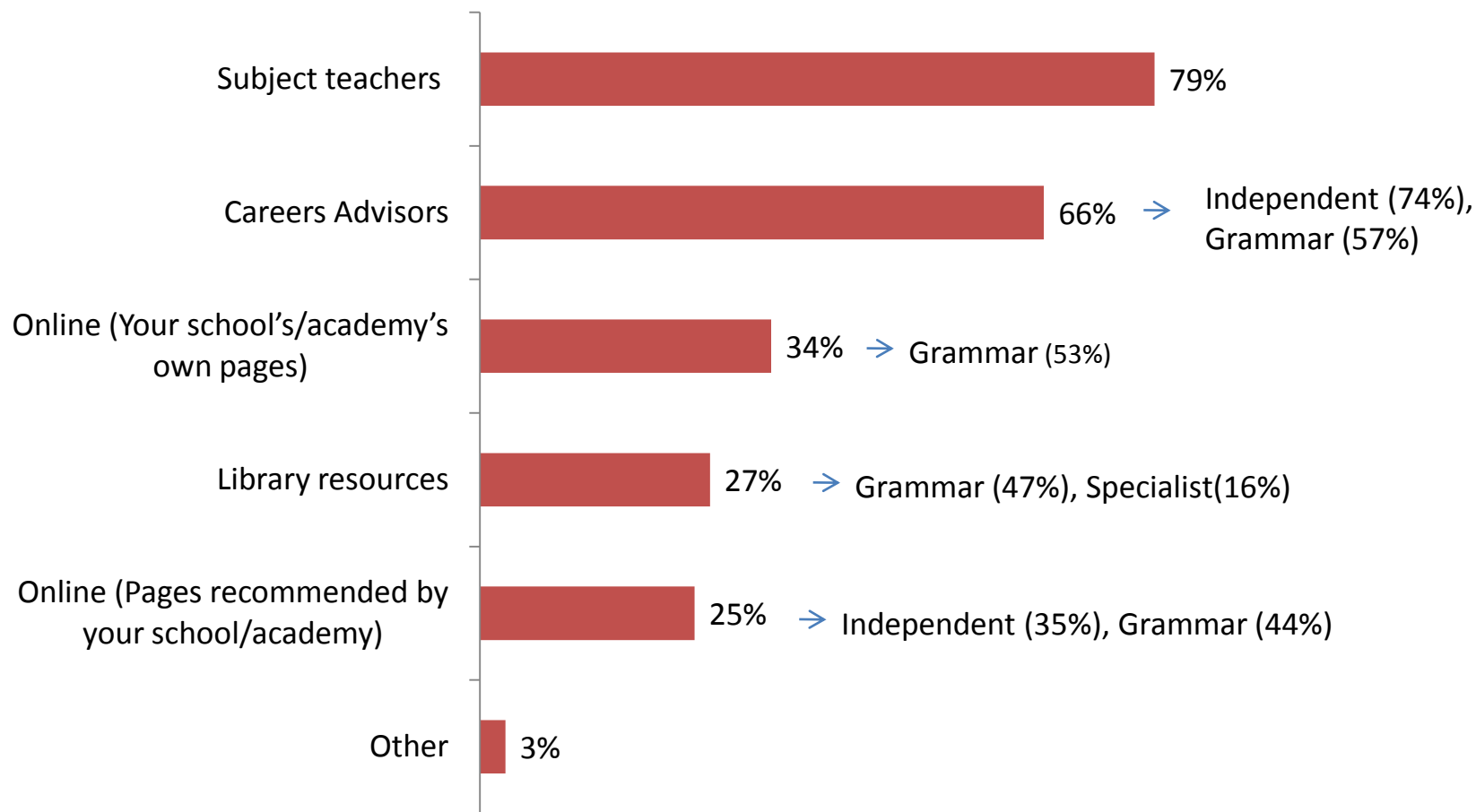


Q13. What kind of work might you want to pursue as an adult? (open/coded)

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

# Subject teachers are the most common official source of advice - Careers advisors are more common at independent schools

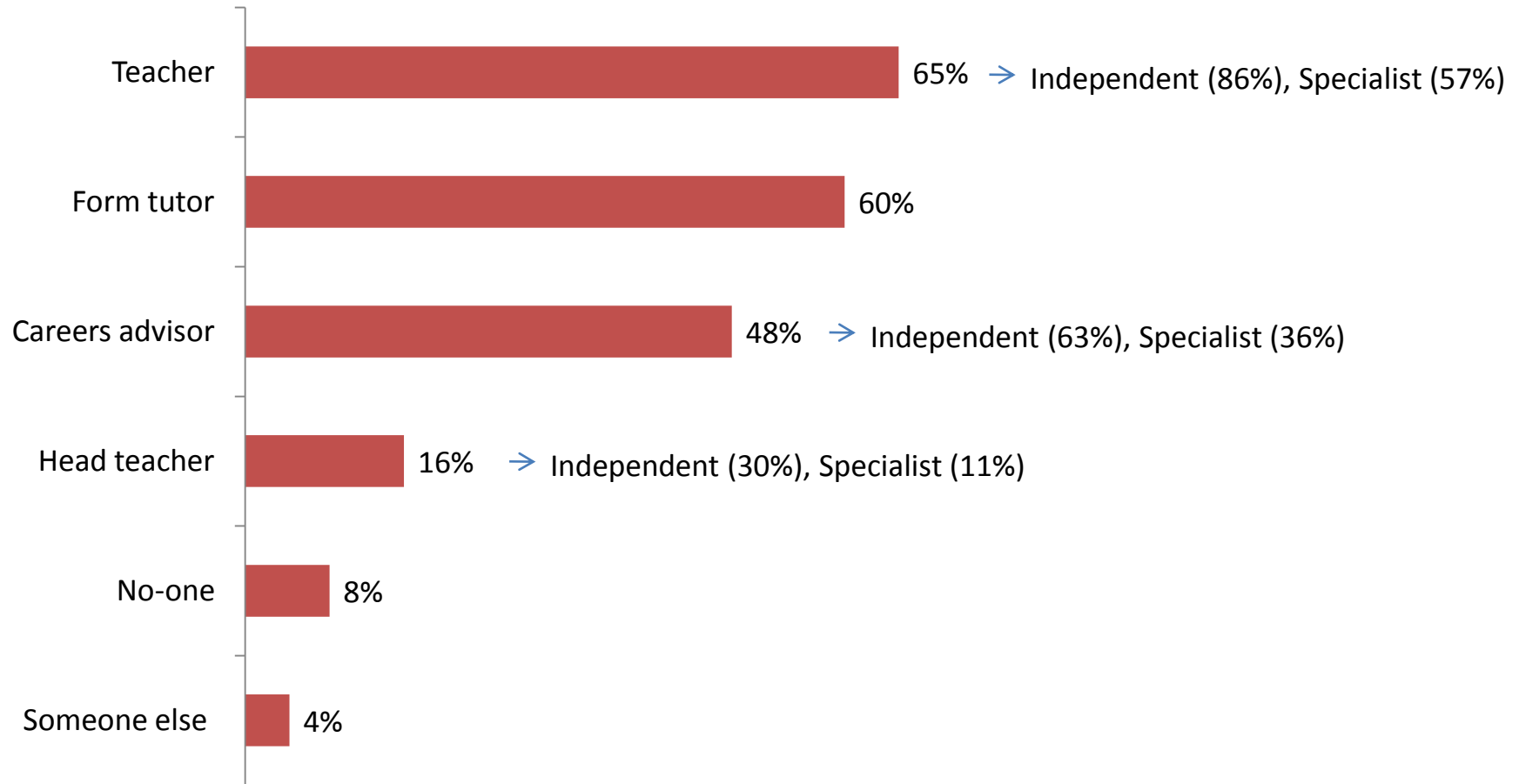


Q2. How is advice on post-GCSE choices given to you at your school/academy?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

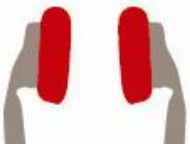
# Teachers are the most common advice-giving personnel, followed by form tutors



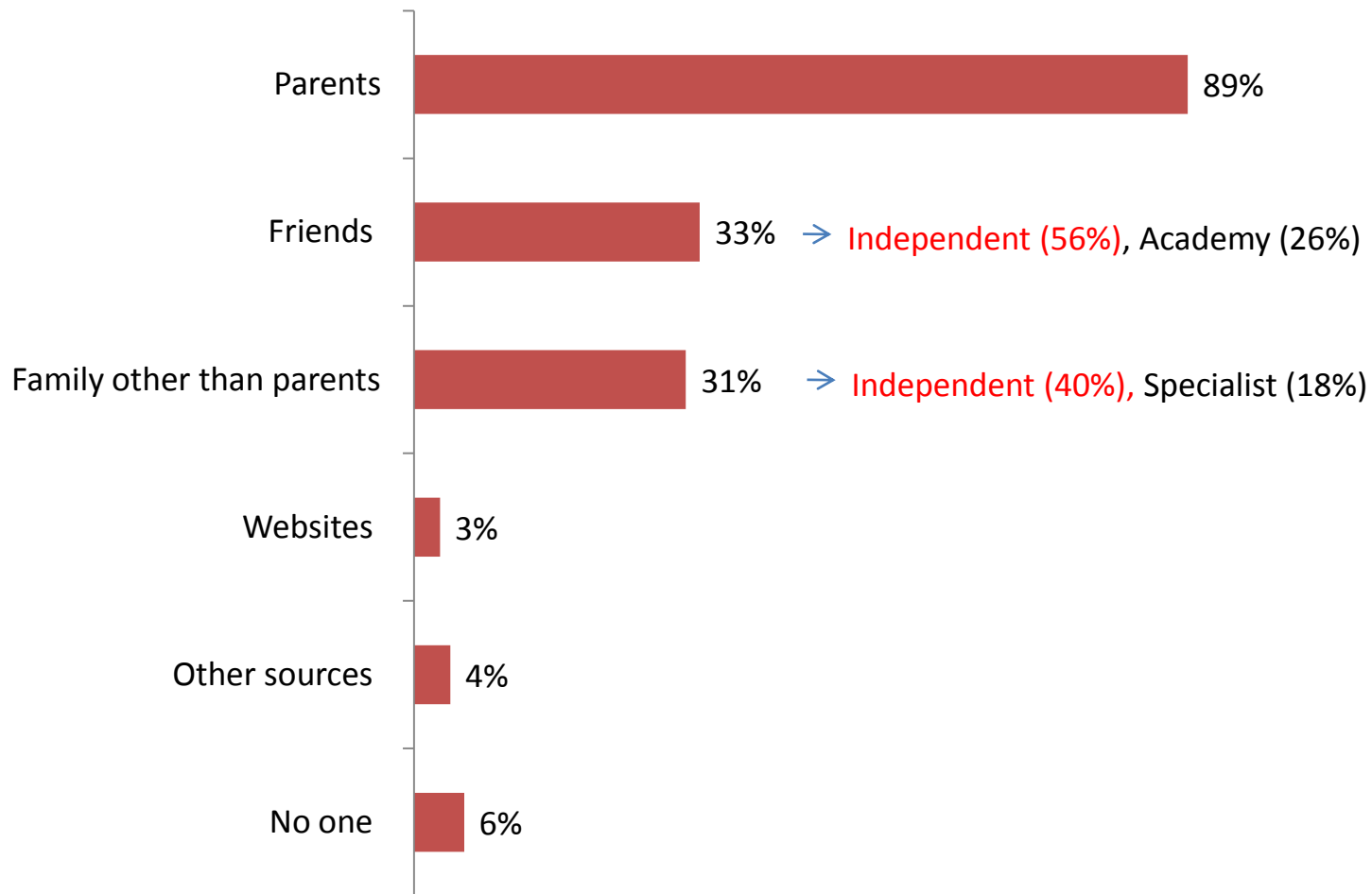
Q3. Who in your school/academy has given you advice on post-GCSE choices?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

*Low base: treat with caution*



# Parents are the most common source of unofficial post-GCSE advice

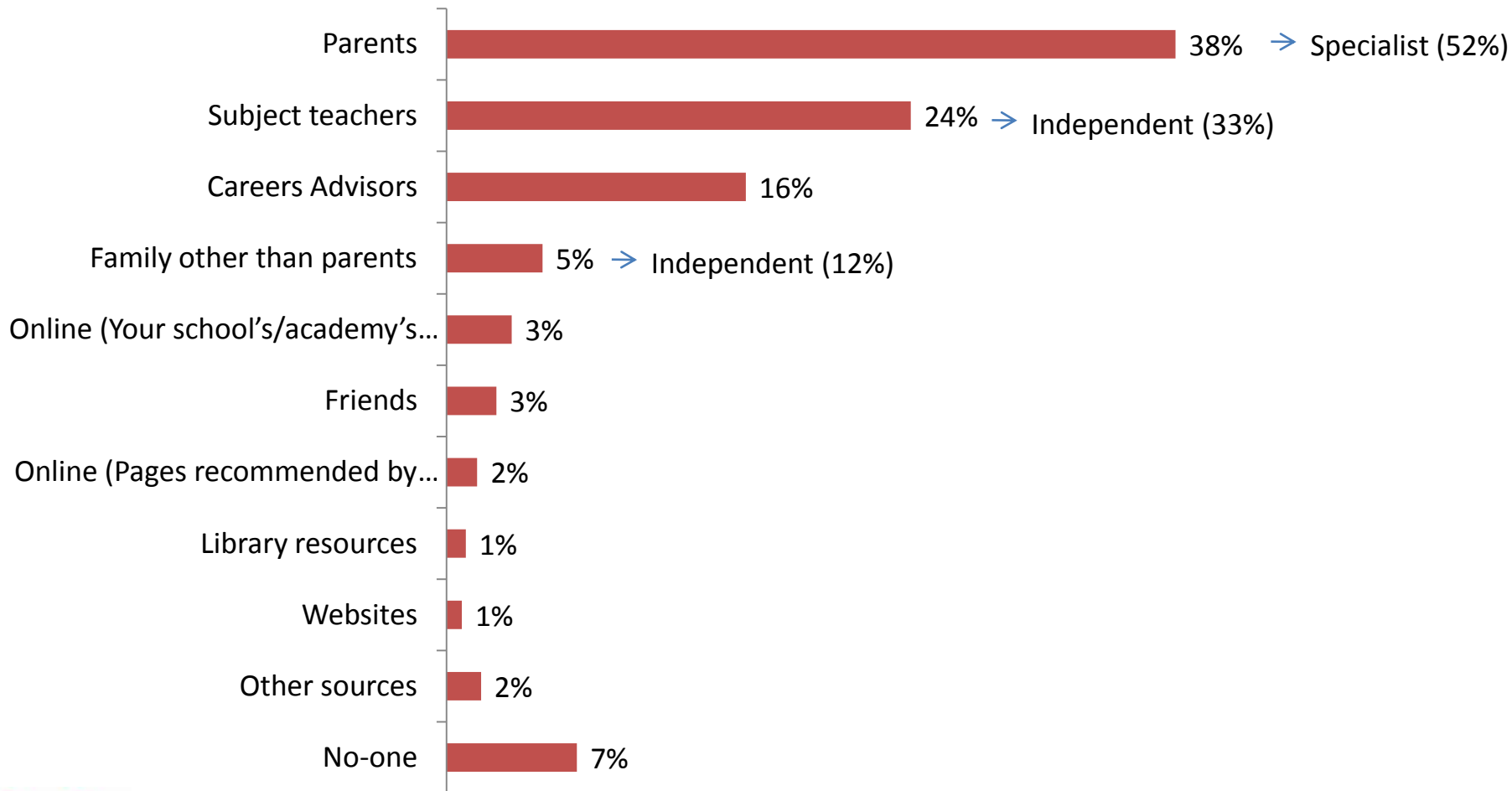


Q8. Who, outside your school/academy, has given you advice on your post-GCSE options?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

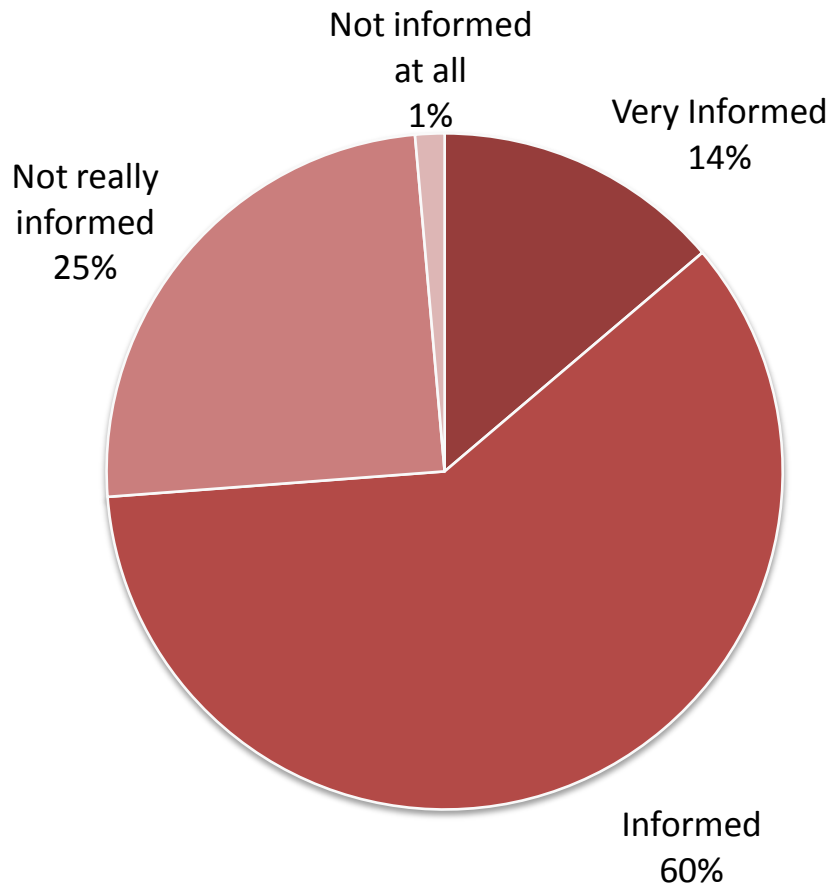
Low base: treat with caution

# Parents and subject teachers are considered reliable advice providers by the highest proportion of respondents, websites and libraries are less useful



Q9. Whose advice have you found most useful in deciding what do to after your GCSE's?  
Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)  
*Low base: treat with caution*

# ...but 74% feel informed about their options



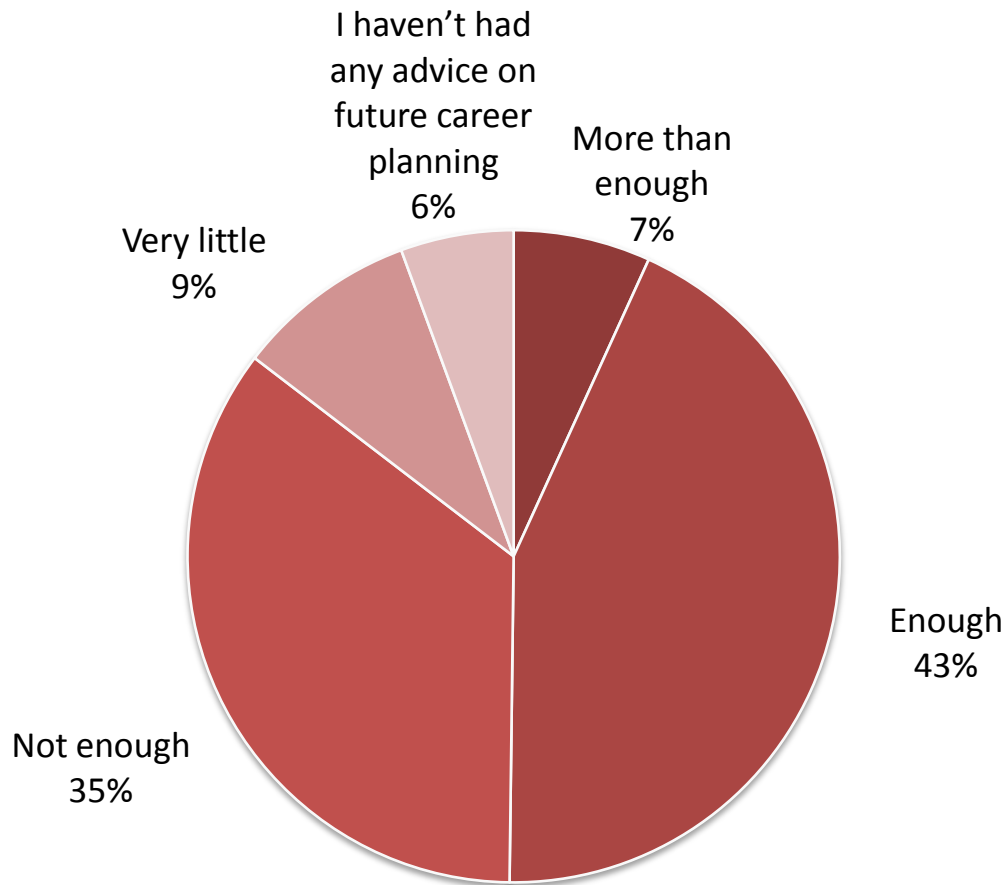
	Very informed/ Informed
Comprehensive	75%
Independent	81%
Grammar	66%
Academy	72%
Specialist	71%

Q14. How informed do you feel about your future career plans and choices?

Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)

Low base: treat with caution

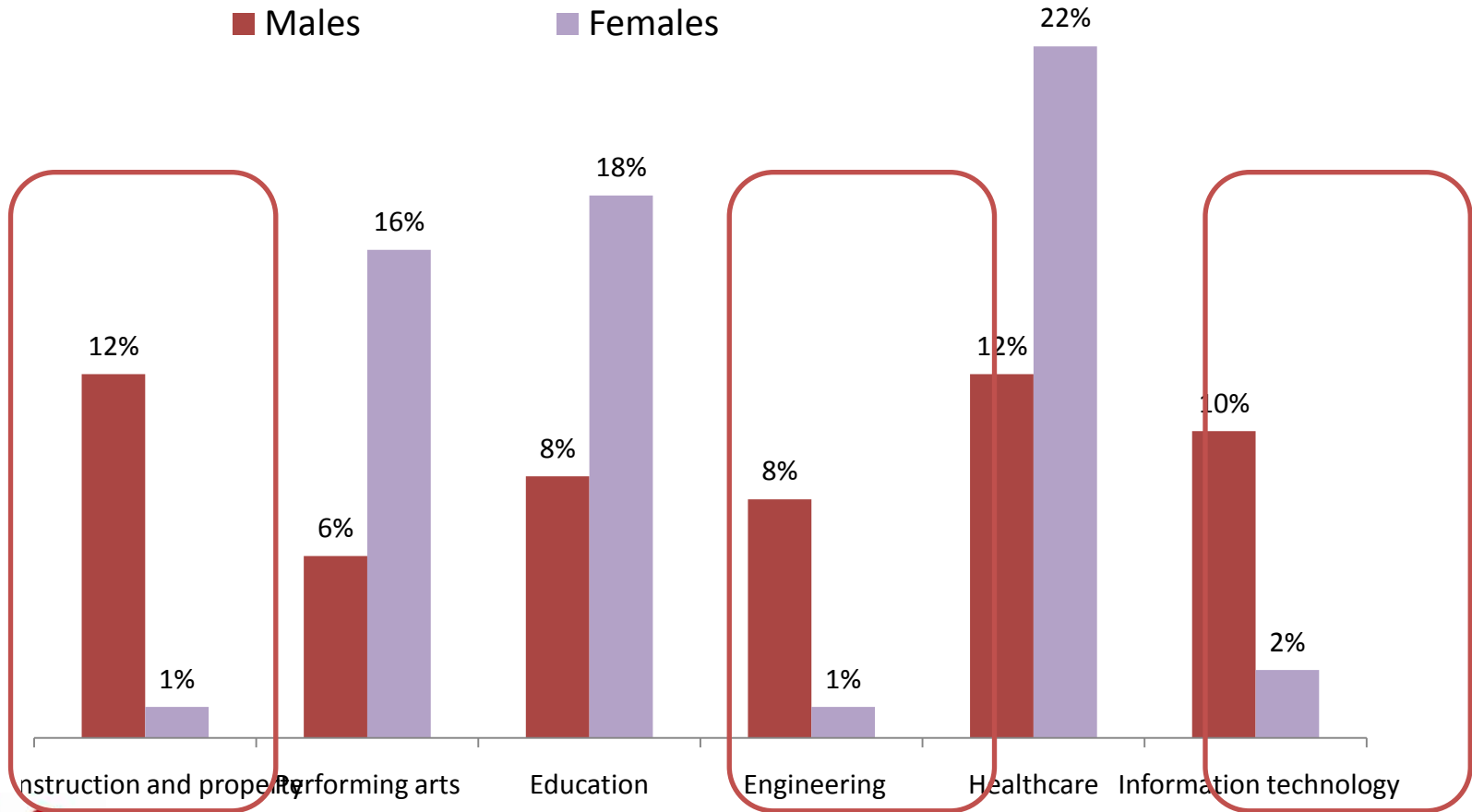
# Over 1/3 have not had enough advice on planning for a career, while ½ have had enough or more than enough



	More than enough/ Enough
Comprehensive	50%
Independent	70%
Grammar	44%
Academy	52%
Specialist	48%

Q15. How much advice have you had in school/your academy on planning for your future career?  
Total (500), Comprehensive (309), Independent (43), Grammar (32), Academy (46), Specialist (44)  
*Low base: treat with caution*

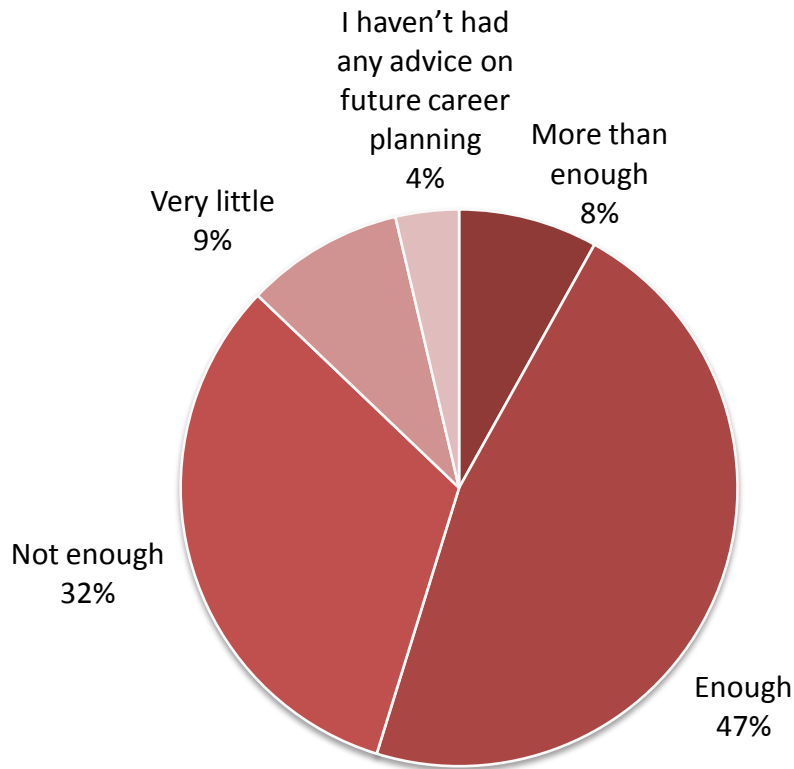
# Career preferences tend to fall along traditionally gendered lines, with lucrative technology and engineering careers still mostly a boy's goal.



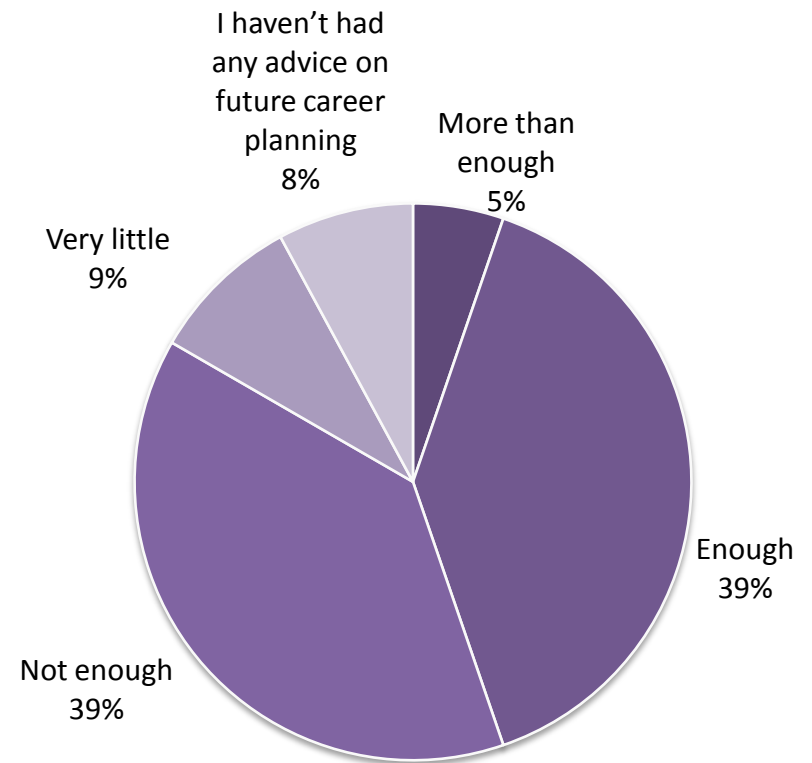
Q13. What kind of work might you want to pursue as an adult? (open/coded)  
Males (272), Females (228)

# Males feel more assured that they have had enough advice to plan their career, suggesting that females' limited aspirations may sometimes go unchallenged.

## Males



## Females



Q15. How much advice have you had in school/your academy on planning for your future career?  
Males (272), Females (228)

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