

## Further Education Activity statistics bulletin - readership survey September 2019

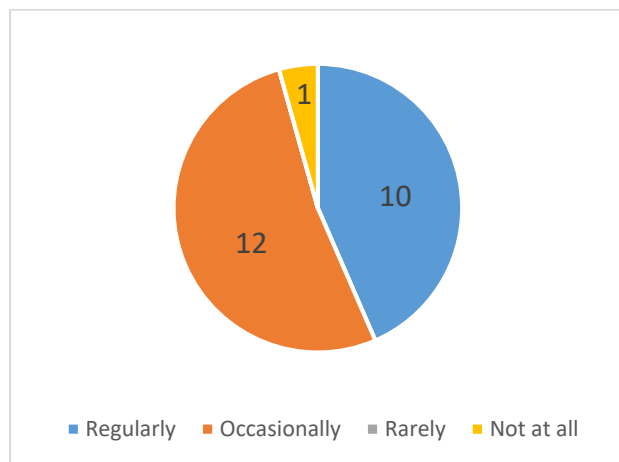
### Respondent Profile

Surveys issued: **74**

Total responses: **23** (not all respondents answered every question)

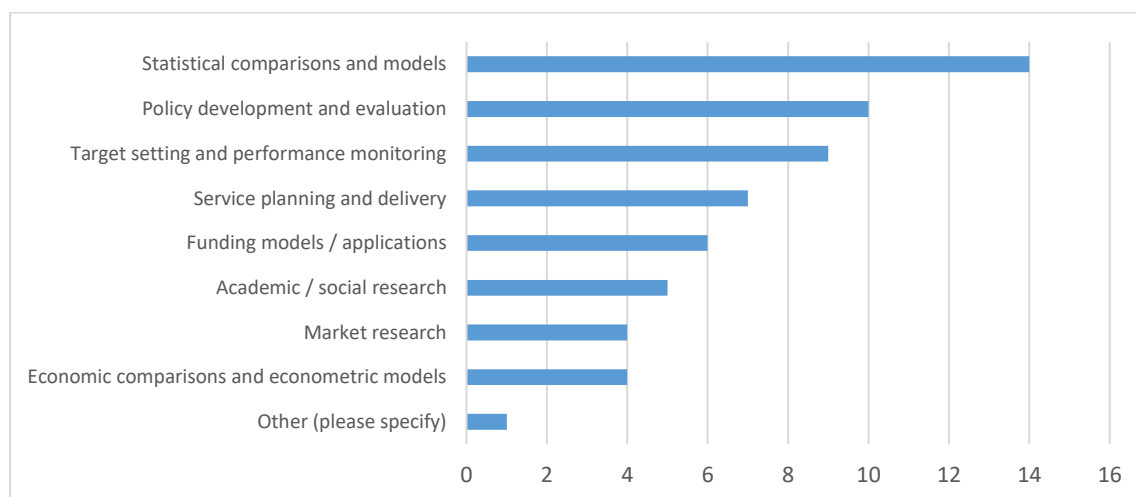
Response rate: **31%**

#### Q1. How often do you use our FE Activity statistics bulletin and associated web pages?



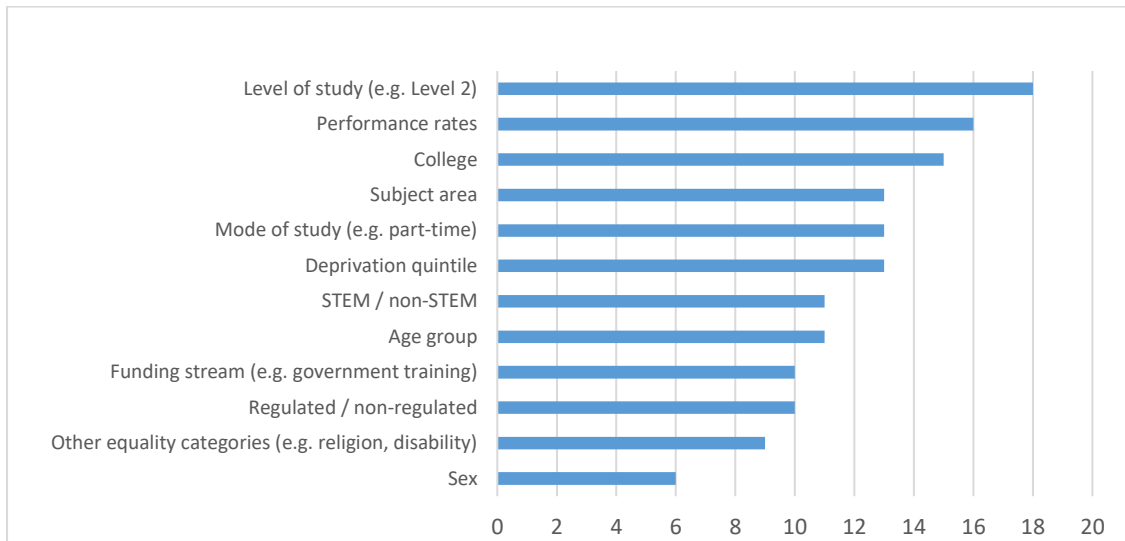
- Among the 23 respondents to this question, 10 are regular users of the FE Activity statistics bulletin and associated web pages, 12 are occasional users, while 1 doesn't use them at all.

#### Q2. What do you use our FE Activity statistics for? (Please select all that apply.)



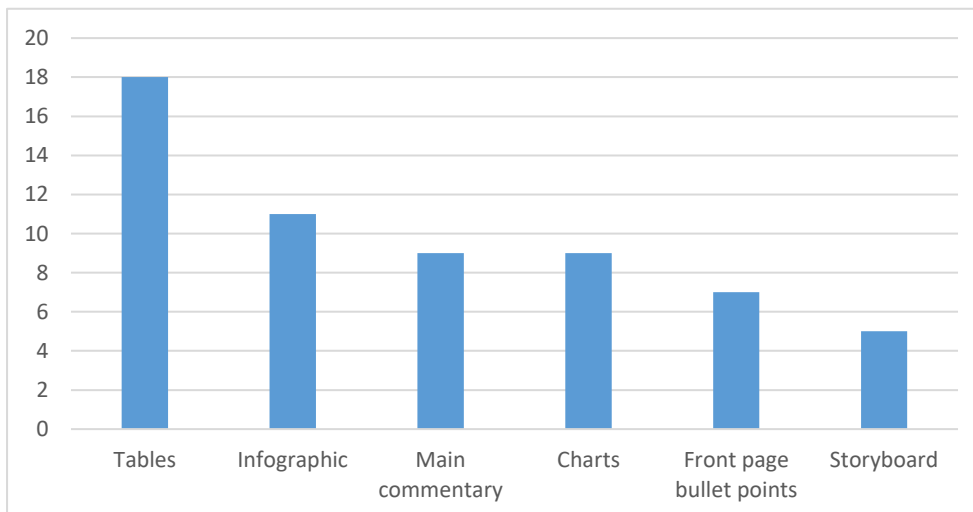
- Among the 20 people who answered this question, most (14) indicated they use FE Activity statistics for 'Statistical comparisons and models', while 10 use them for 'Policy development and evaluation', 9 for 'Target setting and performance monitoring', 8 for 'Service planning and delivery' and 6 for 'Funding models / applications'.

**Q3. Which of the following categories of FE Activity statistics do you use? (Please select all that apply.)**



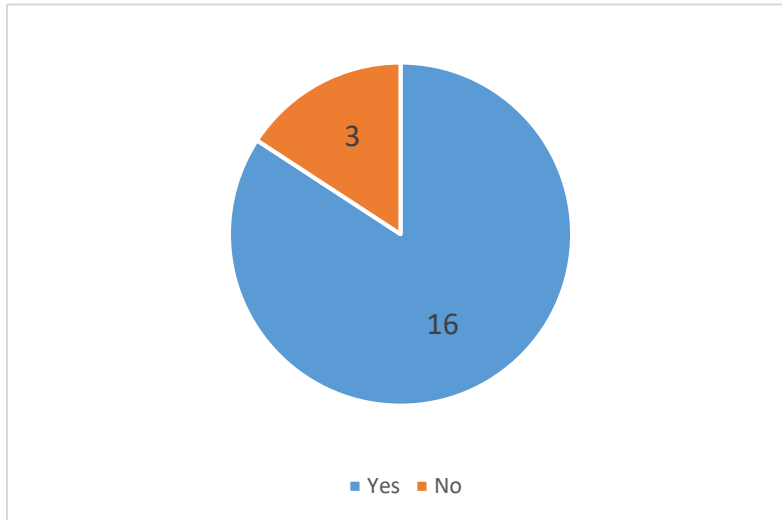
- 18 of the 20 respondents to this question said they use FE Activity statistics on 'Level of study'.
- Other popular categories include: 'Performance rates' (16); 'College' (15); 'Subject area' (13); 'Mode of study'; and 'Deprivation quintile' (13).
- For each of the categories listed, at least 6 respondents use the statistics.

**Q4. Which aspects of our FE Activity statistics bulletin and associated web page do you find most useful? (Please select all that apply.)**



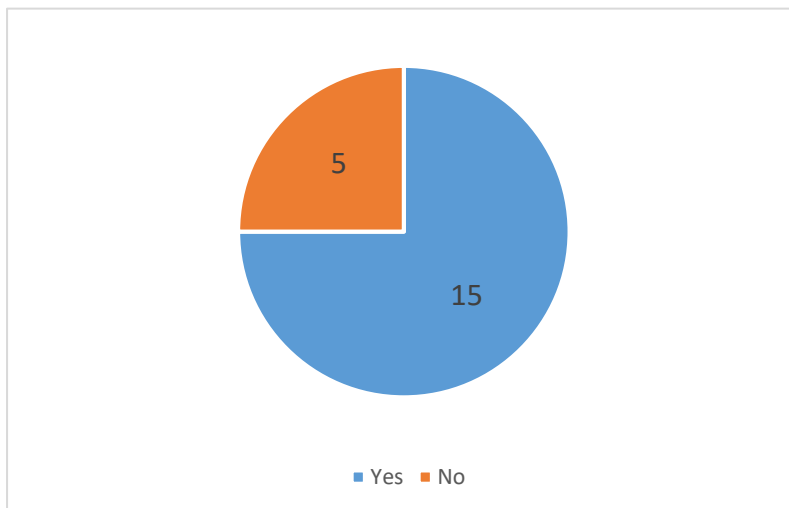
- The tables are, by a distance, considered to be the most useful aspect of the published FE Activity statistics (by 18 out of 20 respondents).
- Over half of respondents (11) indicated that the infographic is one of the most useful aspects of the published statistics
- The storyboard was least likely to be rated useful (5 respondents); unlike our Higher Education publications, it has to date been published separately from the main bulletin.

**Q5. We are considering improving the accessibility and relevance of our bulletins by reducing the length of the commentary and focusing on providing summaries of the main points, while continuing to provide our wide range of statistical tables. Would you be content with a reduction in the length of the commentary? (Please comment below if you wish)**



- 16 out of 19 respondents said they would be content with a reduction in the length of the commentary.

**Q6. Currently, the main focus of the FE Activity bulletin is on enrolments. Would you find it useful if more analyses were published on individuals?**



- Three-quarters (15) of the 20 respondents indicated they would find additional analyses on individuals useful.

**Q7. Bearing in mind that it is not possible to provide the same range of analysis for individuals, please provide details of any further analysis of individuals that you would find useful?**

- 8 readers suggested types of analysis on individuals they would find useful.

**Q8. What other improvements, if any, would you like to see in order to enhance the coverage or quality of our FE Activity statistics bulletin and associated web pages?**

- 4 readers suggested improvements to the coverage or quality of the bulletin or web pages.

**Q9. Would you like to be retained on our mailing list for future FE Activity statistics bulletins?**

- All 20 respondents to this question wish to remain on the mailing list.

### **Acknowledgements and Next Steps**

We wish to thank our readers for taking time to give constructive feedback and helpful suggestions. We will give careful consideration to each response as we seek to improve the coverage and quality of our FE Activity statistics. We will discuss the feasibility of possible options with DfE policy colleagues, before drawing up an action plan for the 2019/20 edition of the bulletin. At this stage, we anticipate increasing our focus on students, while consequently reducing our enrolments content, and shortening the commentary somewhat. For the 2018/19 edition, we have adopted some 'quick wins', including enhancing the profile of the storyboard by incorporating it within the main volume and reducing some of the detail in the commentary.