



# ATTITUDES TOWARDS ADULT EDUCATION IN THE WEST MIDLANDS AND BIRMINGHAM

*Conducted by Survation on behalf of BMet*

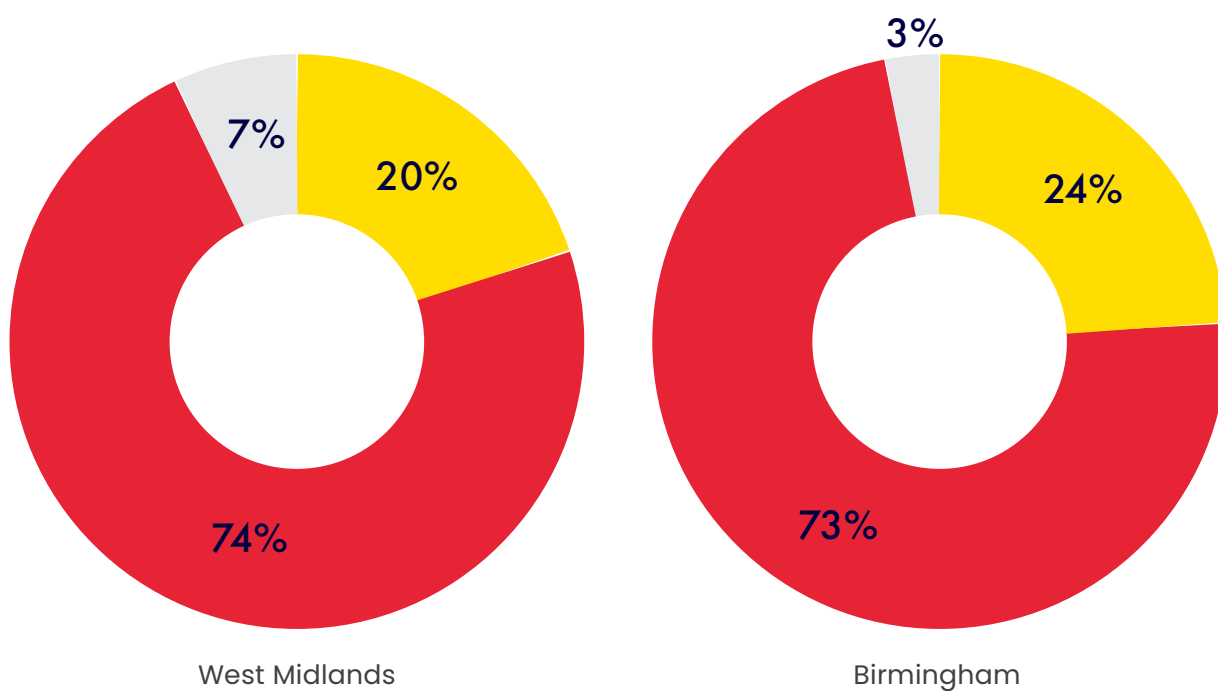
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Fieldwork conducted: 20th to 26th January 2023  
Population sampled: People aged 18-55 in West Midlands  
Sample size: 1,033



# Q1.

Which of the following statements best reflects your situation?

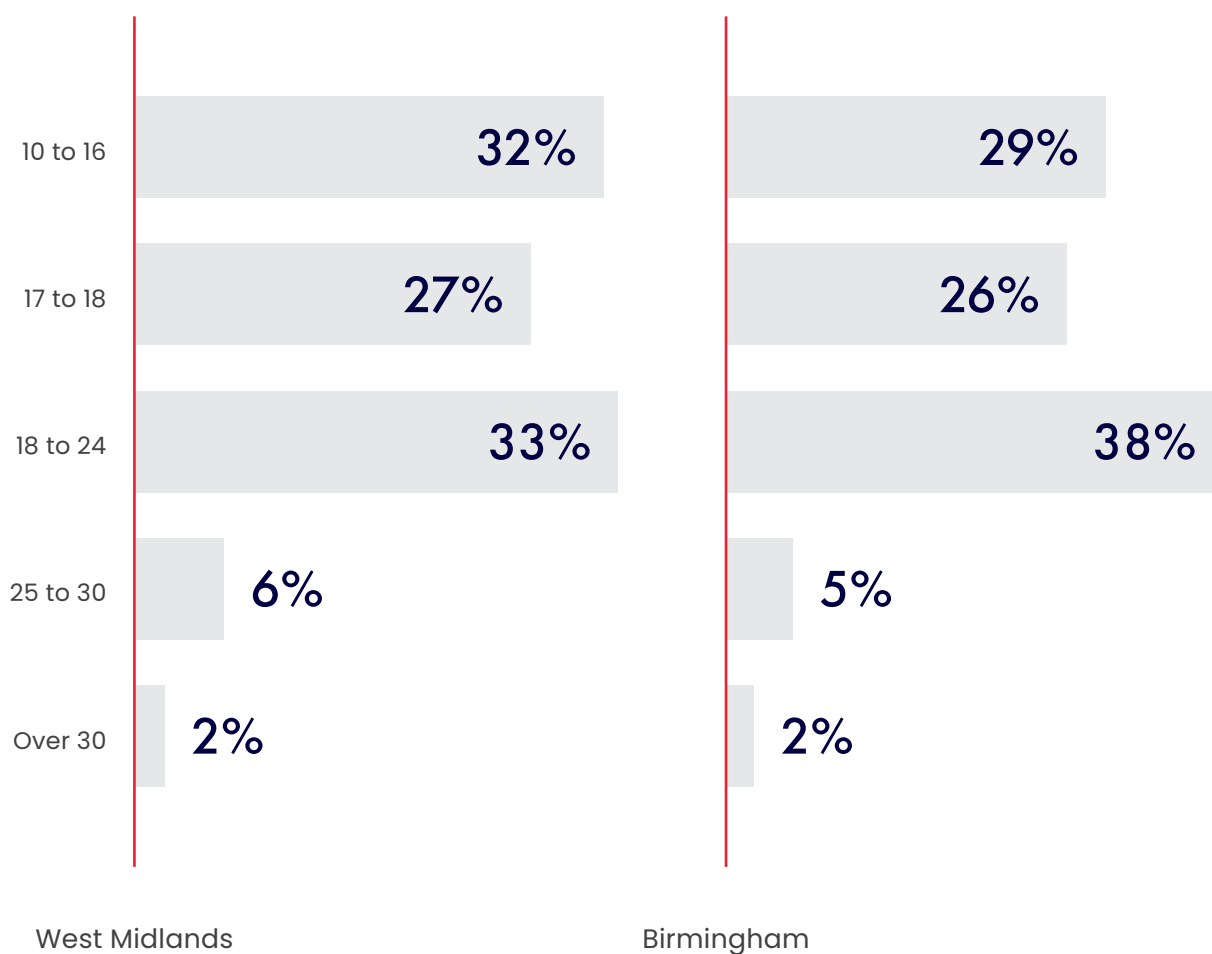


- 
- I am currently enrolled in formal education
  - I am not currently enrolled in formal education
  - Don't know

**BASE:** All Respondents. **Unweighted total:** 1025.

# Q2.

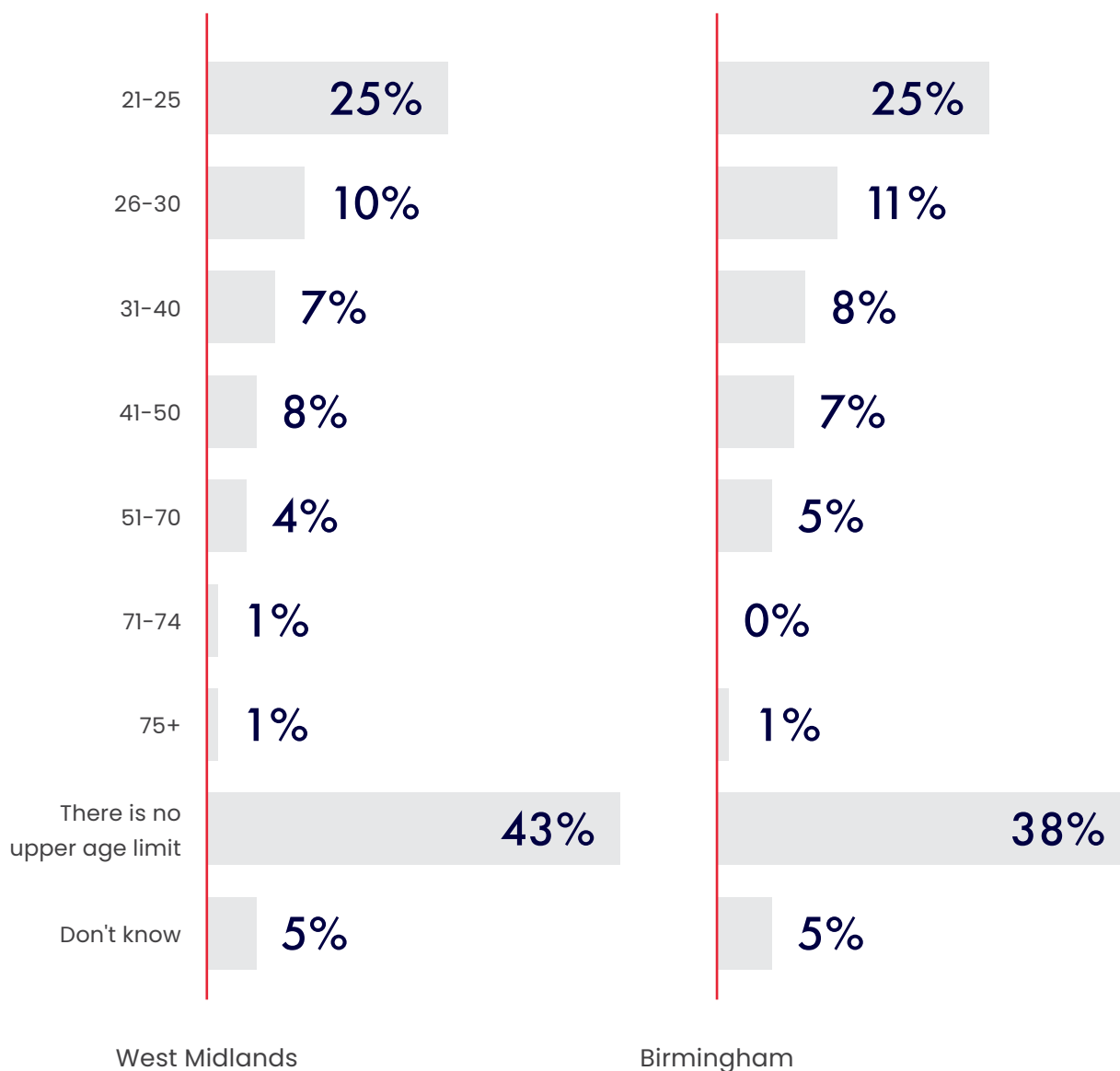
What was your age when you left formal education (either full-time or part-time)?



**BASE:** Respondents who are not in education. **Unweighted total:** 727.

# Q3.1.

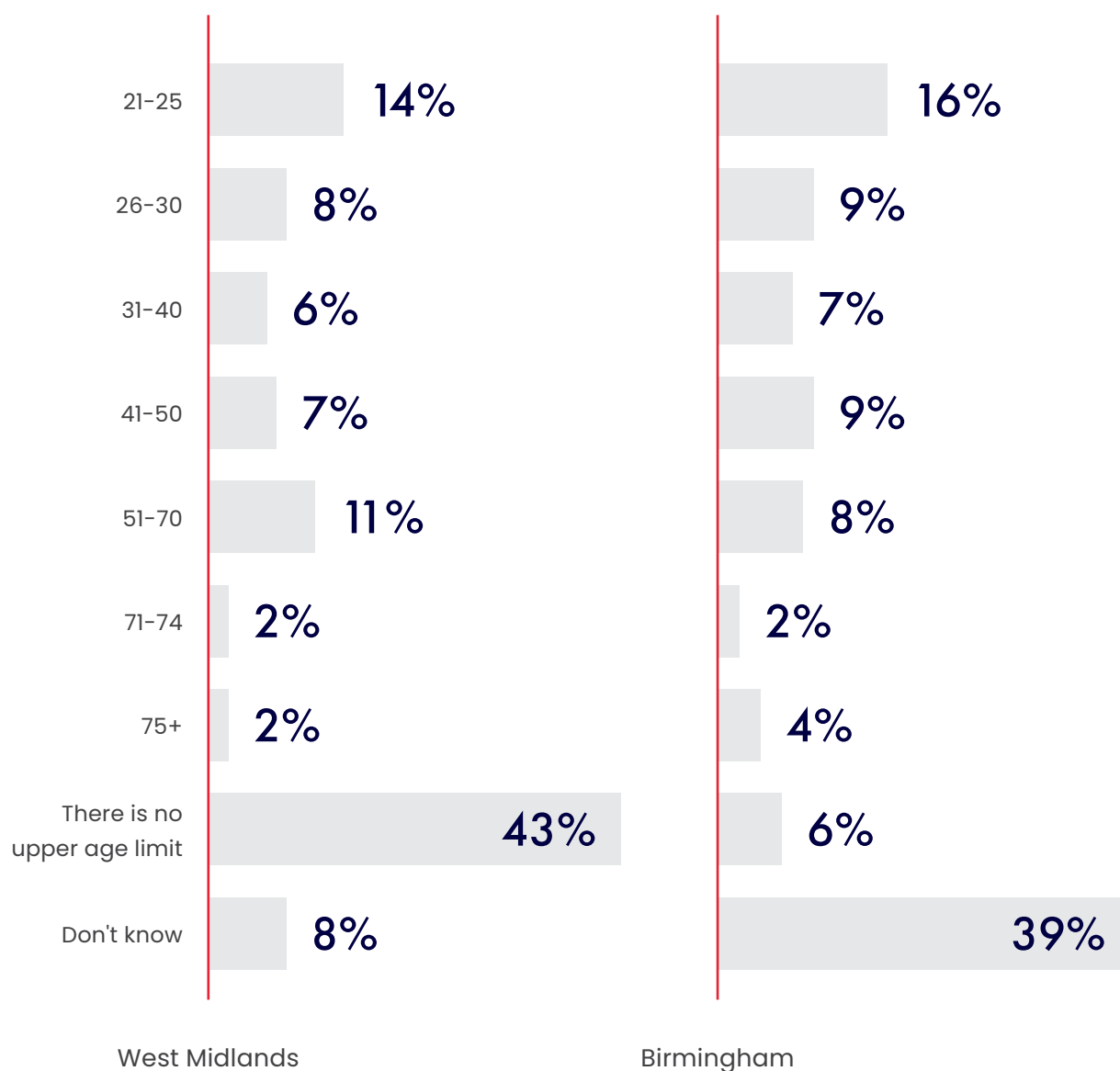
What do you believe is the upper age limit for being able to attend formal education (such as University) in the UK?



**BASE:** All respondents. **Unweighted total:** 1025.

# Q3.2.

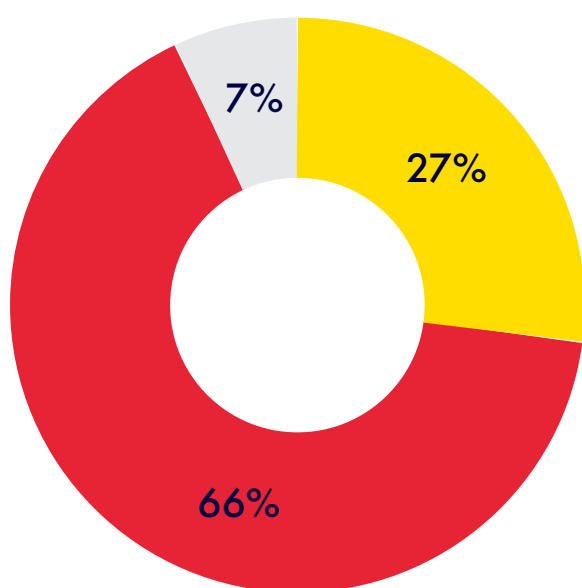
What do you believe is the upper age limit for being able to attend work-related training/retraining in the UK?



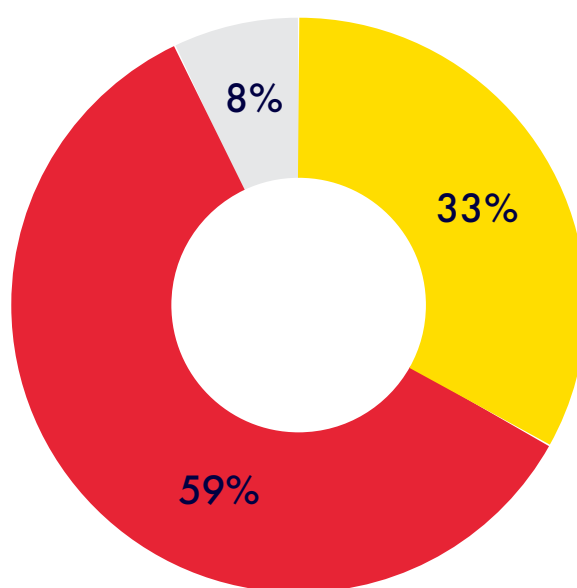
**BASE:** All respondents. **Unweighted total:** 1025.

# Q3.3.

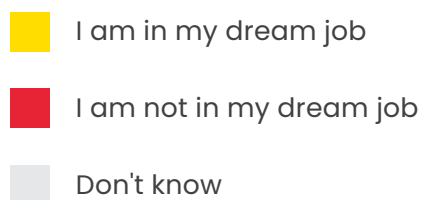
Thinking about your current job, which of the following is closest to your view?



West Midlands



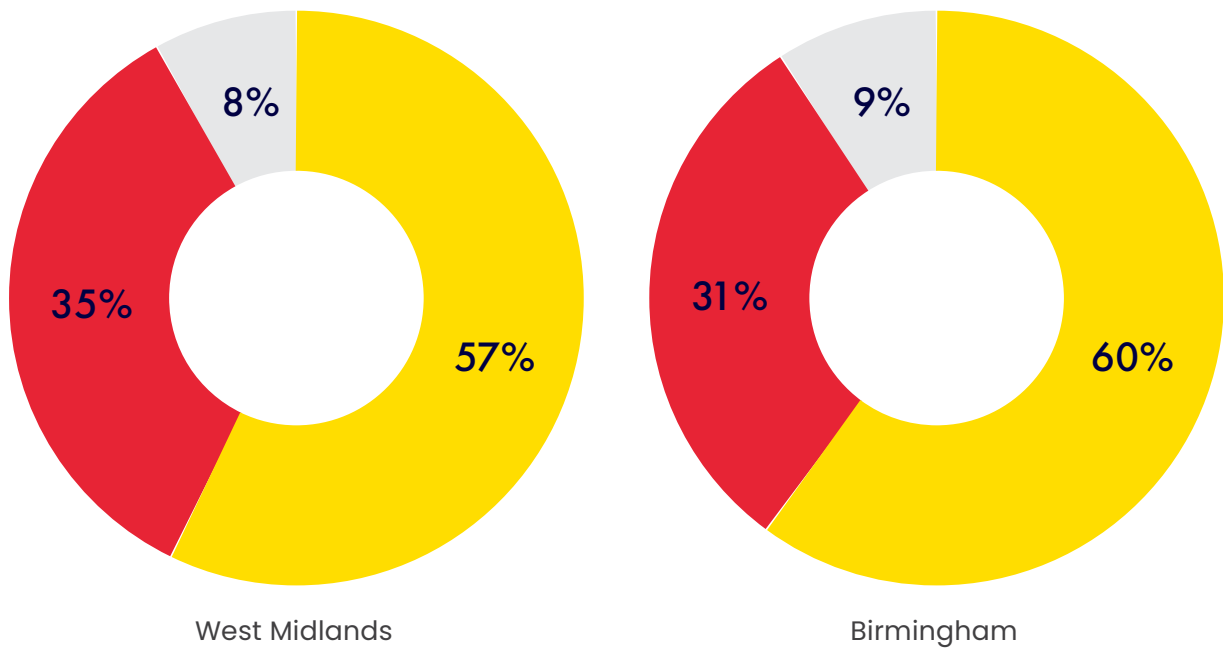
Birmingham



**BASE:** Respondents who are employed. **Unweighted total:** 833.

# Q4.1.

Which of the following applies to you?

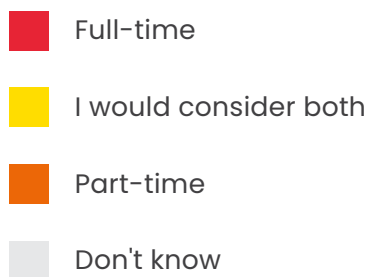
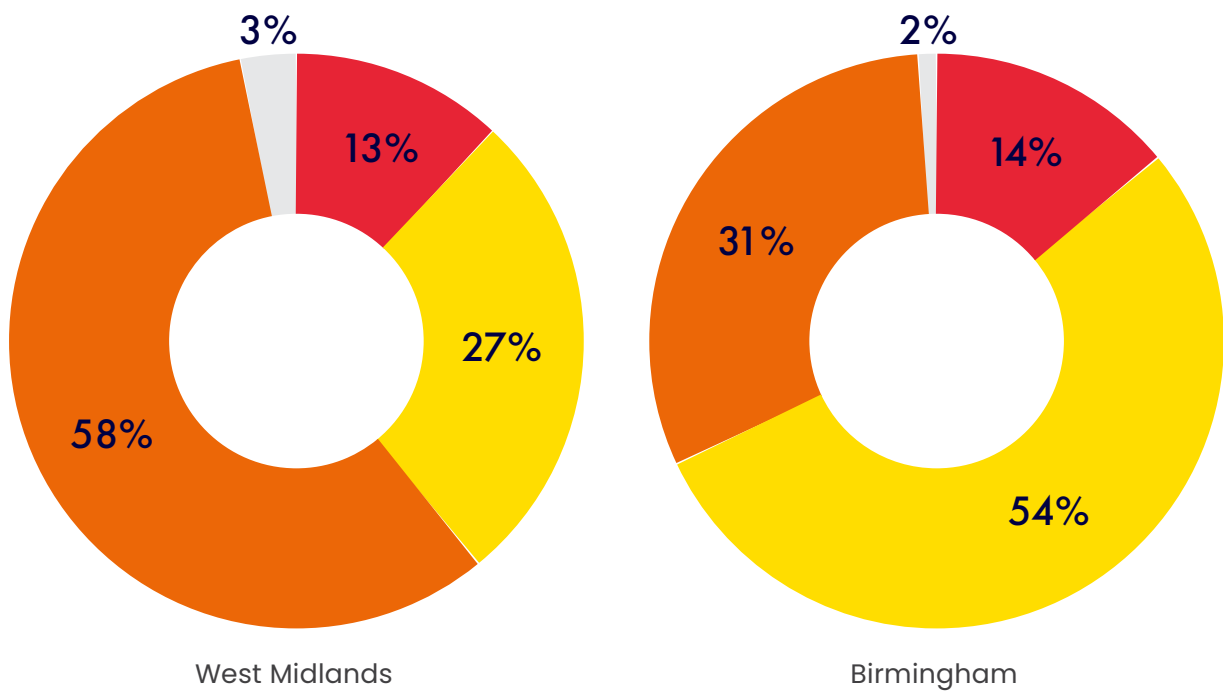


- 
- I would consider returning to education or training
  - I would not consider returning to education or training
  - Don't know

**BASE:** Respondents who are not in education. **Unweighted total:** 727.

## Q4.2.

Would you consider part-time or full-time education?

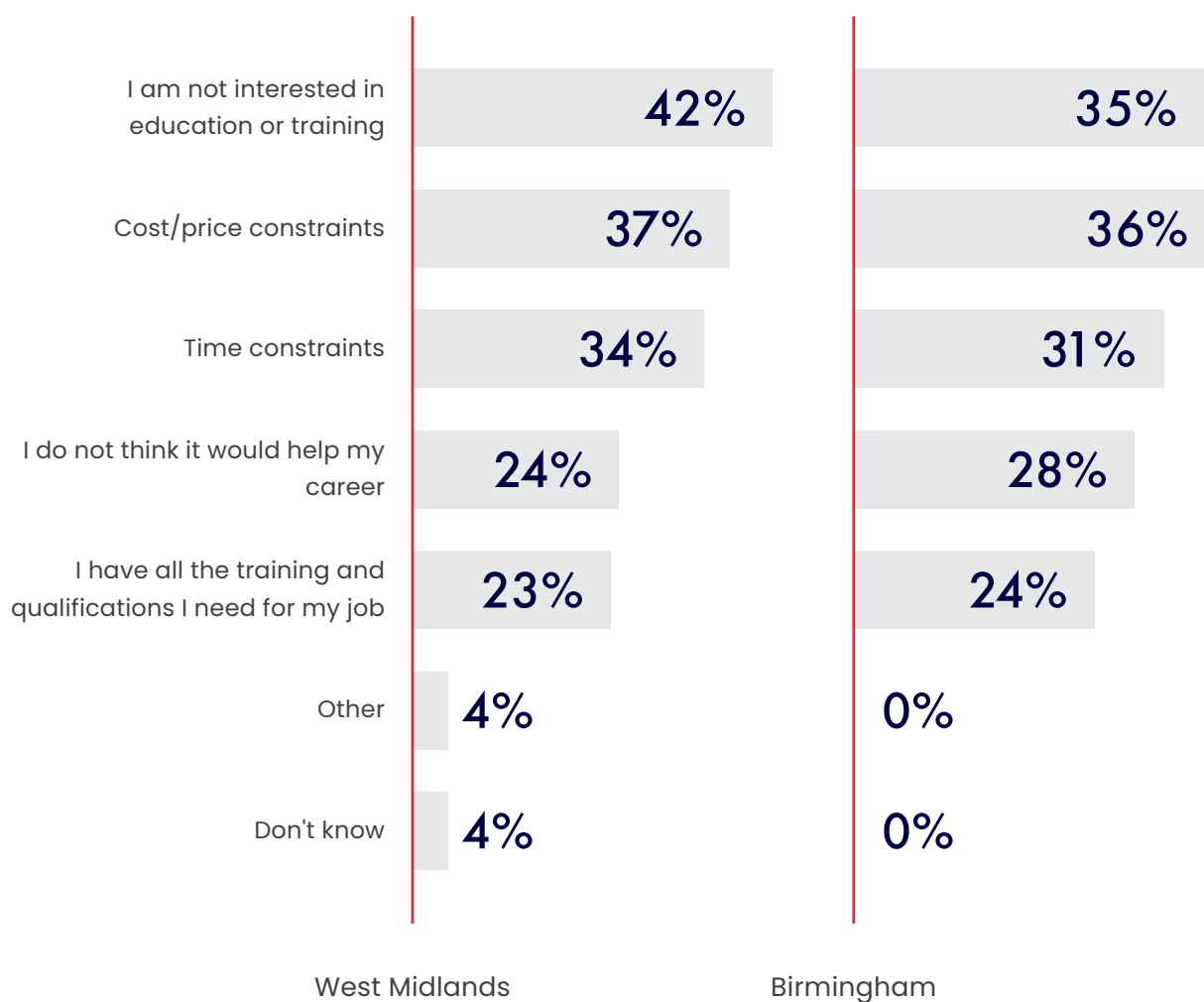


**BASE:** Respondents who would consider education. **Unweighted total:** 461.



# Q5.

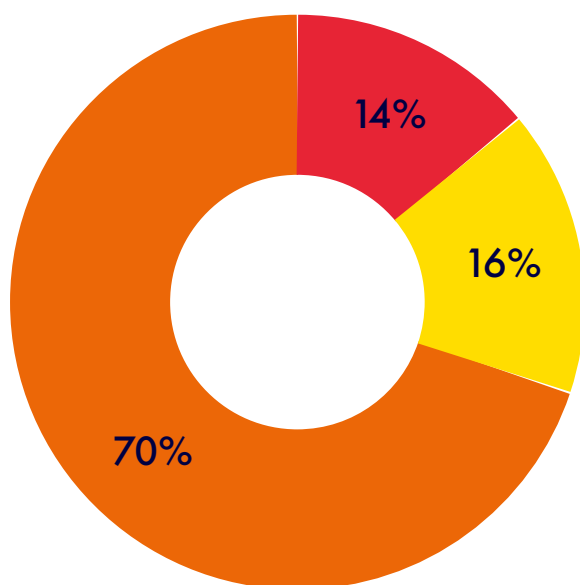
What are the barriers to you enrolling in education or training?  
Please select all that apply.



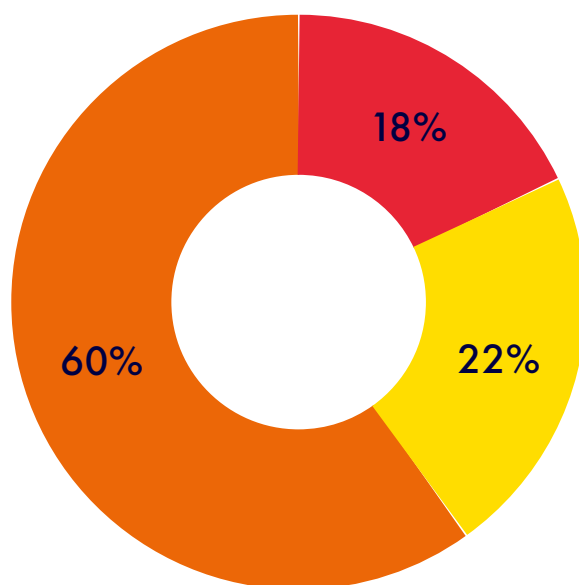
**BASE:** Respondents who would not consider education. **Unweighted total:** 216.

# Q6.1.

The government has announced something called the 'Lifelong Loan Entitlement Offer'. Which of the following is closest to your view?



West Midlands



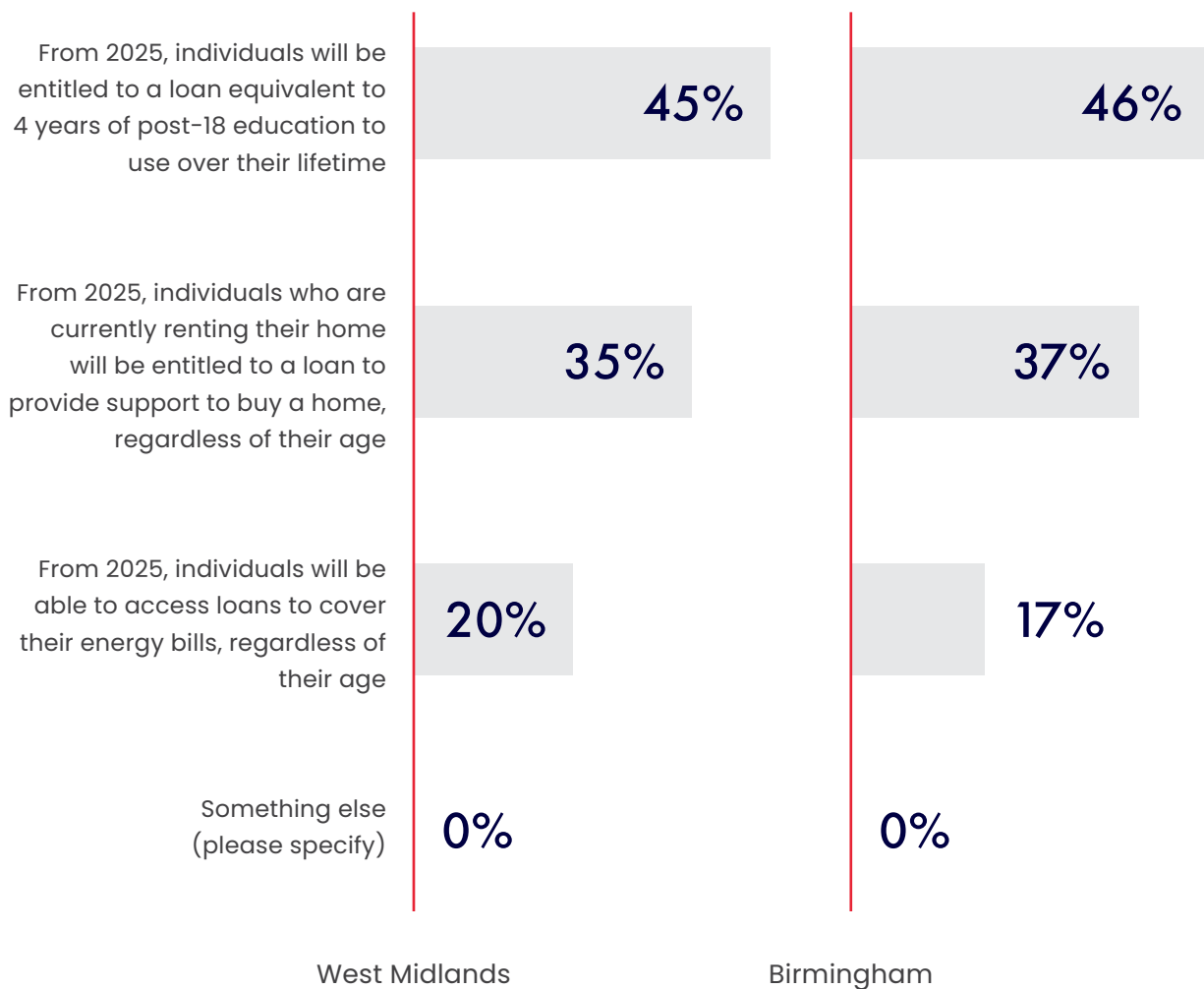
Birmingham

- 
- I am strongly aware of the government's upcoming Lifelong Loan entitlement offer.
  - I am somewhat aware of the government's upcoming Lifelong Loan entitlement offer.
  - I am not aware of the government's upcoming Lifelong Loan entitlement offer.

**BASE:** All Respondents. **Unweighted total:** 1025.

# Q6.2.

What do you think it is for?



**BASE:** Respondents who are aware of the 'Lifelong Loan Entitlement Offer'.  
**Unweighted total:** 333.

## ABOUT BMET



BMet is a trio of colleges – James Watt College, Matthew Boulton College and Sutton Coldfield College.

At our colleges you'll benefit from our partnerships with world-leading employers and our links with top universities. Our state-of-the-art facilities, passionate staff, exceptional academic and careers advice, and financial support will help ensure that you realise your dreams.

With courses on offer at our colleges across Birmingham you can be sure there's a college on your doorstep where you will find first-class learning opportunities.

## ABOUT GRADE COMMUNICATIONS



Grade Communications is a specialist communications agency focused on the further education and skills sector, with expertise in political engagement, media relations, and campaign management.

We have extensive media relations experience having coordinated successful media campaigns at both a local, national, and international level for a range of clients, but we have particular expertise in the education and skills sector.

## ABOUT SURVATION



Survation provides vital insights for brands and organisations wanting to better understand authentic opinion, adding value and credibility to the research we provide to our clients. We are an innovative and creative market.

