

Improve Your Connexions: Connexions Service Customer Satisfaction Survey

Results from the Second Wave Survey in Phase 1
Partnerships (2004)

Tim Brunwin, Sam Clemens, Gemma Deakin, Andrew Jones,
Ed Mortimer and Karen Tarvin

BMRB Social Research

Research Report
No 622

*Improve Your Connexions:
Connexions Service Customer Satisfaction
Survey*

*Results from the Second Wave Survey in Phase 1
Partnerships (2004)*

*Tim Brunwin, Sam Clemens, Gemma Deakin, Andrew Jones,
Ed Mortimer and Karen Tarvin*

BMRB Social Research

The views expressed in this report are the authors' and do not necessarily reflect those of the Department for Education and Skills.

© BMRB International 2005
ISBN 1 84478 420 7

Table of Contents

Acknowledgements.....	1
Summary of main findings	2
1 Introduction	7
1.1 The Connexions Service.....	7
1.2 The purpose of this research.....	8
1.3 Summary of methodology	9
1.3.1 Sampling	9
1.3.2 Methodology	9
1.3.3 Questionnaire.....	10
1.3.4 Fieldwork	12
1.4 Notes on reading the report:.....	12
2 Profile of respondents	13
2.1 Priority category of respondents	13
2.2 Gender	14
2.3 Age.....	15
2.4 Ethnicity.....	16
2.5 Disability	18
2.6 Education and Occupation.....	19
3 Awareness of Connexions	23
4 Usage of Connexions	26
4.1 Contact with Connexions.....	26
4.2 Type of contact with Connexions	28
4.3 Frequency of contact with Connexions	30
4.4 Topics discussed with Personal Advisers	32

4.5	Usefulness of advice.....	36
4.6	Referrals to other organisations	37
5	Awareness and usage of other services for young people.....	40
5.1	Awareness of the Connexions Youth Charter.....	40
5.2	Connexions Card.....	41
5.2.1	Awareness of the Connexions Card.....	41
5.2.2	Source of awareness of the Connexions Card	42
5.2.3	Ownership of the Connexions Card	43
5.3	Connexions Direct	43
5.3.1	Awareness of Connexions Direct	44
5.3.2	Usage of Connexions Direct	44
5.4	Education Maintenance Allowance	46
5.4.1	Awareness of EMA.....	47
5.4.2	Source of awareness of EMA.....	49
5.4.3	Claiming EMA	49
6	The impact of Connexions	51
6.1	Involvement in activities	51
6.1.1	Involvement in a Youth Centre or Youth Project.....	52
6.1.2	Involvement in sports or other organised activity in spare time	53
6.1.3	Involvement in Millennium Volunteers or other voluntary or charitable work.....	54
6.2	Did Connexions help respondents decide what to do?	55
6.2.1	What Connexions helped respondents decide to do	58
6.3	Did young people do anything as a result of their contact Connexions that they had not thought of doing before?	60
6.3.1	What respondents did as a result of their contact with Connexions that they had not thought of doing before.....	61

6.4	The impact of Connexions on the confidence of respondents	63
7	Satisfaction with the Connexions Service	66
7.1	Overall satisfaction.....	66
7.2	Connexions staff.....	68
7.2.1	Friendliness of Connexions staff.....	68
7.2.2	Staff knowledge	69
7.2.3	Availability of Connexions staff	71
7.3	Agreement with statements about Connexions.....	73
7.4	The importance of young people being involved in the planning and delivery of Connexions	75
7.5	Usefulness of advice given	76
7.6	Link between different ratings and overall satisfaction.....	77
7.7	Key drivers of satisfaction	77
7.7.1	Key drivers of overall satisfaction.....	78
7.7.2	Key driver analysis of increase in respondents' confidence	79
7.7.3	Key driver analysis for agreement that Connexions helped respondents decide what to do in the future.....	79
7.8	General comments about Connexions.....	81
8	Conclusions.....	83
Appendix A – Questionnaire design		86
	Initial visits to Connexions Partnerships	86
	Cognitive interviewing.....	87
	Amending the questionnaire	87
	Final Wave 1 Phase 1 CXPs questionnaire design issues.....	88
	Final Wave 1 Phase 1 CXPs questionnaire.....	88
	Amendments for Wave 1 Phase 2 and 3 fieldwork	89

Amendments for Wave 2 Phase 1 CXPs fieldwork.....	89
Appendix B – Sampling	91
Exceptional cases in sampling	94
Appendix C – Fieldwork	96
Fieldwork method.....	96
Response rates	98
Non-response analysis.....	102
Mode effects.....	105
Appendix D – Coding and Editing	109
Coding.....	109
Editing	109
Appendix E – Key driver analysis	110
Appendix F – Weighting and confidence intervals.....	112
Appendix G – Survey documents.....	115
Letters to respondents	115
Appendix H – Connexions Partnership types	120
Appendix I – Connexions Partnership start dates and delivery models.....	121
Appendix J – Questionnaire.....	122

Acknowledgements

First and foremost, we would like to thank the 18,000 young people who gave their time to take part in the second wave of the survey in Phase 1 Partnership areas and let us know their views on the Connexions Service.

We would also like to thank the research and sampling liaison contacts in the 15 Phase 1 Connexions Partnerships covered in this survey.

At the Department for Education and Skills, we would like to thank the project manager, David Betteley, and his research colleagues, Beverley Bishop, Rachael Davies and Tim Shiles. Within the Supporting Children and Young People Group, we would also like to acknowledge the contribution and support of Brenda Alexander, Ian Chapman, Derren Payton and Nicola Whomersley.

Finally, we would like to thank our many colleagues within BMRB and interviewers and support staff from the Operations Centre for their contribution to this project.

Summary of main findings

Methodology

This report summarises the key findings from the second Wave of the Connexions Service customer satisfaction survey, carried out by BMRB International on behalf of the Department for Education and Skills in the 15 'Phase 1' Connexions Partnerships, followed on from the first Wave of the survey which was conducted in all 47 Connexions Partnerships, divided into three fieldwork stages corresponding to the three 'Phases' of Partnership (relating to when the Partnership began delivering the Service in their area).

Over 18,000 young people who, according to Connexions Partnership databases, had been in contact with Connexions were interviewed for the second Wave between March and June 2004, using a range of different methods - face-to-face interviews, telephone interviews, and postal self-completion questionnaires.

The questionnaire covered awareness of, and contact with, the Connexions Service and related services such as Connexions Direct and Education Maintenance Allowance (EMA), the role of Connexions in helping respondents take decisions about their lives, and satisfaction with the service provided by Connexions.

As well as analysing the results from the second Wave, this report also compares key results against the comparable results from Wave 1. In most cases these comparisons are to the results for the 16,000 young people interviewed in Wave 1 from Phase 1 Partnerships (between January and March 2003). In total 52,000 young people were interviewed across all three Phases at Wave 1.

Key Findings

- In many cases, results for Phase 1 CXPs at Wave 2 were similar to those from the same CXPs at Wave 1. Where there were changes, they were almost always for the better. In particular, there were higher levels of awareness and usage at Wave 2, and evidence of improvements in the impact of the Connexions Service on young people's confidence and decision making, and increases in the already high levels of satisfaction.
- The profile of respondents from Wave 2 Phase 1 CXPs was similar to that for Wave 1 Phase 1 CXPs in most cases, except that the age profile at Wave 2 (average age 16.2) was somewhat younger than at Wave 1 (average age 16.7) with proportionately twice as many 13-15 year olds at Wave 2 (30 per cent compared to 14 per cent at Wave 1). It seems likely this is in part an effect of the different time of year at which the two samples were drawn.

- Consequently, a higher proportion of the Wave 2 Phase 1 sample were in full-time education (69 per cent), and a lower proportion in employment (14 per cent) or unemployed (nine per cent), than was the case for Wave 1 Phase 1 respondents (54 per cent, 19 per cent and 13 per cent respectively).
- Virtually all (98 per cent) of the respondents contacted at Wave 2 in Phase 1 CXPs said that they had heard of Connexions before the interview. This high level should be expected since the sample was drawn from young people who were recorded as having had some form of contact with Connexions; however, there had been an increase in awareness compared with Wave 1 for Phase 1 CXPs (91 per cent).
- Of the respondents who had heard of Connexions, 87 per cent recalled having talked to a Personal Advisor (PA) or someone else from Connexions. This again represented an increase from Wave 1 Phase 1 fieldwork (82 per cent). Those aged 16-17 were the most likely to say they had talked to someone at Connexions (90 per cent).
- Of those who had talked to someone at Connexions, 21 per cent had been in contact only once, 47 per cent had between two and four contacts and 31 per cent had contacted Connexions five times or more. Young people receiving higher levels of support tended to have a higher average number of contacts with Connexions (50 per cent of those in Priority 1¹ had five or more contacts), as did older respondents in general (44 per cent of 18-20 year olds had five or more contacts). These results were all very similar to those for Wave 1 Phase 1 CXPs.
- The majority of respondents at both Waves used Connexions to discuss education- or work-related issues: at Wave 2 in Phase 1 CXPs, 86 per cent discussed jobs and careers, 74 per cent discussed education and 51 per cent discussed training or work-based learning.
- There is also evidence that some young people were in contact with Connexions about more personal issues; 40 per cent of Wave 2 Phase 1 respondents who had made contact with Connexions had discussed one of the six more personal topics identified in the survey, such as money and benefits (21 per cent), feeling stressed (14 per cent) and alcohol and drugs (13 per cent). This was especially the case among young people receiving a higher level of support; for instance, 30 per cent of young people in

¹ Priority groups refer to the level of support allocated to a young person. Priority 1 receive intensive support, Priority 2 receive medium support and Priority 3 receive minimum support. For further details of Priority categories, please see section 2.1

Priority 1 had received advice on money and benefits, compared with 16 per cent of Priority 3). A very similar picture was found at Wave 1, when 36 per cent of respondents in Phase 1 CXPs had discussed one of the more personal topics.

- Irrespective of the topic discussed, a large majority stated that the advice received was useful. Overall ‘usefulness’ ratings (those saying the advice or support received was either ‘fairly useful’ or ‘very useful’) ranged from 86 per cent for housing advice to 94 per cent for advice on stress and sexual health. Levels were generally similar to those seen in Phase 1 CXPs at Wave 1.
- Over nine in ten young people who had been in contact with Connexions said they were satisfied with the service they received (93 per cent). Overall satisfaction was very similar at each stage of fieldwork, but at Wave 2 a greater proportion of Phase 1 CXP respondents gave the highest possible rating, ‘very satisfied’, than was the case for Wave 1 Phase 1 CXPs (52 per cent compared with 48 per cent).
- There were few differences in satisfaction between sub-groups. Overall dissatisfaction was slightly higher among older respondents: three per cent of 13-15 year olds were dissatisfied, rising to nine per cent of 18-20 year olds. Overall satisfaction was slightly higher among those receiving lower levels of support, but in terms of the proportion who were ‘very satisfied’, this was higher among those receiving higher levels of support.
- Young people at all stages of fieldwork rated Connexions staff very highly on such aspects as ‘friendliness’ (99 per cent of those in Wave 2 Phase 1 CXPs said staff were ‘very’ or ‘fairly’ friendly), ‘knowing what they are talking about’ (93 per cent agreement), and being ‘easy to get hold of’ (82 per cent agreement, slightly lower than the other two measures). The proportion agreeing that staff ‘know what they are talking about’ was higher than at Wave 1 in Phase 1 CXPs, particularly in terms of the proportion who ‘agreed strongly’ this was the case; results on the other two measures were very similar to those from Wave 1.
- The majority (70 per cent) said that Connexions had helped them decide what to do in the next couple of years, a slight increase on Wave 1 Phase 1 CXPs (67 per cent). The increase was most marked among those who said that Connexions had *definitely* helped them decide what to do next (from 25 per cent to 32 per cent). Those under the age of 18 were much more likely than older respondents to say Connexions had helped them decide what to do.

- Thirty-one per cent said that they had done something they had not previously considered as a result of their contact with Connexions; again this is an increase on the Wave 1 Phase 1 result (26 per cent).
- Half (53 per cent) of respondents said that their contact with Connexions had made them more confident overall (45 per cent said their contact had made no difference; only one per cent of respondents said it had made them less confident overall). This was a slight improvement from Wave 1 Phase 1 CXPs when 46 per cent said that Connexions had made them more confident.
- In Wave 1 Phase 1 CXPs respondents in Priority 1 were more likely than those from Priority 2 and 3 to say that Connexions had made them more confident. Wave 2 results showed no statistically significant difference between young people from different Priority groups in terms of whether Connexions had increased confidence. However, when comparing respondents receiving minimum support (Priority 3) with Priority groups 1 and 2 combined, the difference was significant. There was a clear variation by age, with younger respondents much more likely to say that Connexions had made them more confident, as was the case at Wave 1 Phase 1 fieldwork.
- Awareness of other aspects of the Connexions Service (Connexions Direct, the Connexions Card, the Connexions Youth Charter) were significantly lower than awareness of Connexions overall; 37 per cent were aware of Connexions Direct, 31 per cent had heard of the Card, and just four per cent had heard of the Youth Charter. The only significant change in awareness since Wave 1 among Phase 1 CXPs was for the Connexions Card, which had risen from 19 per cent.
- Six per cent of all who had been in contact with someone from Connexions had contacted Connexions Direct, and thirteen per cent owned a Connexions Card (up from seven per cent at Wave 1 for Phase 1 CXPs).
- Fifty-nine per cent of young people who had contacted Connexions were aware of EMA, much higher than the level of awareness at Wave 1 among Phase 2 (36 per cent) and Phase 3 CXPs (35 per cent). (Questions on EMA were asked in a slightly different way at Wave 1 in Phase 1 CXPs and so cannot be directly compared.) Awareness was highest among 15 and 16 year olds (65 per cent and 71 per cent respectively). Of those who had heard of EMA in Wave 2 Phase 1 CXPs, 35 per cent had heard about it through someone at Connexions. Levels of increased awareness at the second wave coincide with a national advertising campaign for EMA.
- The most significant drivers for determining whether Connexions helped users decide what to do were whether contact with Connexions had increased their confidence,

overall satisfaction with the service, the usefulness of advice given on various topics and being helped to see all of the options available to them. These last two were, in turn, key drivers of the first two measures and, since they can be directly targeted for improvement, may be the best areas to concentrate on in terms of maintaining and building upon the positive results seen so far.

- At Wave 1 in Phase 1 CXPs, there were several measures on which Sub-contracted CXPs performed less well than Direct Delivery CXPs. The results for the same Partnerships at Wave 2 show an increase in performance on many of these measures for Sub-contracted CXPs, taking them either level with or only slightly below the results for Direct Delivery CXPs. In particular, there is no longer a difference in overall awareness or the proportion recalling contact with Connexions between the two service delivery models.

1 Introduction

1.1 The Connexions Service

In the *Learning to Succeed* White Paper published in 2001, the government committed itself to setting up a single, coherent strategy aimed at all young people – the Connexions strategy. The Connexions Service is central to the delivery of this strategy in England, and offers a range of guidance and support for 13 to 19 year olds (and 20-24 year olds with learning difficulties and disabilities who are yet to make the transition to adult services). The Service is delivered primarily through a network of Personal Advisers (PAs) linking in with specialist support services, based in 47 Connexions Partnerships (CXPs). The Connexions Service is co-ordinated through Supporting Children and Young People's Group (SCYPG, formerly known as the Connexions Service National Unit (CSNU)), which is based within the Department for Education and Skills (DfES).

A range of existing public, private, voluntary and community sector organisations have come together to form Connexions Partnerships, which develop and co-ordinate the delivery of support services for young people. Across England, the 47 Connexions Partnerships have been established since 2001 (15 'Phase 1' Partnerships between April and September 2001; 13 'Phase 2' Partnerships between April and June 2002; and 19 'Phase 3' Partnerships between September 2002 and April 2003). The objectives of the Connexions Service are:

- to raise the aspirations, participation and achievement levels of all young people (including those outside learning or at risk of under achievement) by providing impartial information, advice, opportunities for personal development and other support according to their needs;
- to provide all young people outside learning, or otherwise at risk of underachieving, with the support they need to fulfil their potential;
- to provide an integrated support service for young people and their carers to assist young people to engage effectively in learning and employment;
- to influence and improve learning provision and other services for all young people;
- to develop the capacity of the Partnerships to deliver the objectives above.

1.2 The purpose of this research

Fundamental to the development of the Connexions Service are the experiences and views of the young people who have used it. The series of surveys known collectively as the 'Improve Your Connexions: Customer Satisfaction Survey' play an important role in the assessment of such views and experience. Their aim is to:

- assess young peoples' experiences and views of the service they have received from Connexions;
- look at whether the Connexions Service is meeting the needs of young people, and delivering an effective service, and if not what improvements could be made;
- inform the ongoing development of the whole Connexions Service.

In order to provide robust, useful data at a local Partnership level, the research was designed to achieve around 1,000 responses in each Partnership.

In 2003, BMRB carried out the first wave of Improve Your Connexions - the Connexions Service Customer Satisfaction Survey. This involved interviewing young people who had been in contact with the Connexions Service in each of the 47 Connexions Partnerships (CXPs) across England. The pilot phase of the survey was carried out initially in the 15 Phase 1 CXPs – in January to March 2003, before being carried out in the remaining 32 CXP areas (Phases 2 and 3) between July 2003 and January 2004.² In total, over 52,000 young people responded to the three phases of the survey. The results from the first wave of the survey were published by the Department for Education and Skills between April 2003 and May 2004.

A second wave of the survey was conducted in the 15 Phase 1 Partnerships between March and June 2004. This report contains the findings from those interviews and, where appropriate, draws comparisons between Wave 1 and Wave 2 results for these Partnerships, as well as with results across all 47 CXPs in Wave 1.

² The 15 'Phase 1' Connexions Partnerships began delivering the Service between April and September 2001; the 13 'Phase 2' Partnerships went live between April and June 2002; these were followed by the 19 'Phase 3' Partnerships which began operations between September 2002 and April 2003.

1.3 Summary of methodology

In order to test properly the overall survey strategy, and to ensure that subsequent waves of this survey were carried out in a cost-effective way, the pilot stage (Wave 1 Phase 1 CXPs) used a variety of methodologies (face-to-face and telephone interviewing, and postal and web-based self-completion questionnaires) to test which worked best. The Technical Appendices provide details of how the survey was conducted. Here, we provide a summary of the approach taken.

1.3.1 Sampling

Samples of young people aged 13-19 who were recorded as having had some form of contact with Connexions in the previous three months were drawn from the Partnerships' databases. The sample was drawn with the aim of achieving (subject to the make-up of the sample population) in each area:

- 200 interviews with young people receiving intensive or Priority 1 support³
- 400 interviews with young people receiving intermediate or Priority 2 support
- 400 interviews with young people receiving Priority 3 support (minimum intervention)

In some areas, Partnerships offered those young people selected for the survey the chance to opt out of the research before their names and details were passed to BMRB. In other Partnerships, details were passed to BMRB who then wrote to the young people in advance of their being contacted by interviewers. Young people (plus parents and guardians) then had the opportunity to contact BMRB to find out more about the survey or to opt out of taking part.

1.3.2 Methodology

In order to test the most effective way of interviewing these young people, we tested a variety of different methodologies during the first wave fieldwork for the Phase 1 Partnerships.

³ For details of Priority categories, please see section 2.1

- Priority 1: Half of the young people in Priority 1 (those in receipt of intensive support) were interviewed face-to-face, in their homes. The other half were interviewed by telephone.
- Priority 2 and 3: Half of the Priority 2 and 3 young people (those in receipt of intermediate or minimal support) were interviewed over the telephone. The other half were sent a self-completion questionnaire and covering letter through the post (which also offered the option of completing the questionnaire on the world wide web).

For this second wave survey of Phase 1 partnership areas (as with Phases 2 and Phase 3 areas in Wave 1), the approach was modified slightly so that while half of Priority 1 respondents were interviewed face-to-face and half over the phone (the same approach as Phase 1), Priority 2 and 3 respondents only received a postal questionnaires when there was no telephone number available. (Web-based questionnaires were not used after the first wave of the survey in Phase 1 areas because of low take-up.)

The questionnaire was kept largely the same for each mode of interviewing, with only minor wording changes. Details of the outcomes and responses for each mode are given in the Technical Appendix.

For all young people aged 13-15, the consent of their parent or guardian was obtained before any interview took place. In the case of postal questionnaires for respondents aged under 16, the questionnaire pack was sent initially to the parent or guardian. Parents were asked to sign the front cover of the questionnaire to indicate their consent. All fieldworkers conducting face-to-face interviews were checked through the Criminal Records Bureau before working on this survey.

In total, 18,117 interviews were achieved across the 15 Partnerships in the second wave of the survey in Phase 1 CXPs, with an overall response rate of 67 per cent.

1.3.3 Questionnaire

There were two versions of the questionnaire used in the first wave Phase 1 partnership fieldwork:

- Version 1 had three questions on the Education Maintenance Allowance (EMA), and these questions were only asked in Partnerships containing Local Education Authorities where this Allowance was available at the time of the research;

- Version 2 did not ask the three questions on EMA. Apart from this, the two versions were identical.

In the first wave survey of Phases 2 and 3 Partnership areas, the questionnaire included the questions on EMA.

The most recent Wave 2 survey of Phase 1 areas used the same questioning with two additional questions exploring disability , and an expanded answer list on the ethnic group question, to bring it in line with the list used in the 2001 Census. Apart from this, changes were limited to the expansion and revision of certain codeframes to allow a greater degree of precision. Such instances have been noted in the text of this report as they occur.

The questionnaire covered the following issues:

- Awareness of Connexions
- Contact with Connexions
- Issues that the young person had discussed with a Connexions adviser
- Satisfaction with Connexions
- The impact of using Connexions
- Involvement in Connexions
- Education Maintenance Allowance
- Connexions Direct
- The Connexions Card
- General demographic details

The self-completion version was an 8-page, A4 booklet.

1.3.4 Fieldwork

The fieldwork dates for each Phase were as follows:

- fieldwork for Wave 1 Phase 1 CXPs took place between January and March 2003;
- fieldwork for Wave 1 Phase 2 CXPs took place between July and September 2003;
- fieldwork for Wave 1 Phase 3 CXPs took place between October and December 2003;
- fieldwork for Wave 2 Phase 1 CXPs took place between March and June 2004.

1.4 Notes on reading the report:

Except where stated otherwise, the data provided have been weighted to reflect the original population of each Partnership and the relative sizes of Partnerships. The main exception to this is the base sizes quoted in Tables and Figures; these are always unweighted so as to show the actual number of respondents who answered a particular question.

The percentages in the report do not always add up to 100 per cent. In some cases this is due to respondents giving more than one answer to the question, but on questions where only one answer is allowed this is due to a small proportion of respondents replying 'don't know'/'not applicable', not responding to the question, or to computer rounding.

2 Profile of respondents

2.1 Priority category of respondents

The support that Connexions provides to young people varies according to the needs of the young person. There are three levels of support:

- Priority 1 'Intensive support' for those with multiple problems, or for those not in education, training or employment post-16.
- Priority 2 'Supported'. In depth guidance and help for those at risk of not participating effectively in education and training.
- Priority 3 'Minimum intervention'. General information, advice and guidance.

Respondents were not asked which Priority category they fell into, as this is not something they would necessarily know. Instead, information on the Priority each young person was assigned to was attached to the sample files that BMRB received from each Partnership.

The percentage of respondents in each Priority category varied between Wave 1 and Wave 2 in Phase 1 CXPs. Over half (53 per cent) of the Wave 2 respondents had been assessed as Priority 3, compared to 45 per cent of those interviewed the previous year. The remaining half of the Wave 2 Phase 1 sample was split almost equally between Priority 1 (23 per cent) and Priority 2 (24 per cent) respondents, in contrast to Wave 1 when the figures were 18 per cent and 37 per cent respectively. These results are shown in Table 2a.

Table 2a: Priority category of respondents

Base: All respondents

	All Wave 1 Phase 1 CXPs (n=16,120)	All Wave 2 Phase 1 CXPs (n=18,117)
Priority 1	18	23
Priority 2	37	24
Priority 3	45	53

However, there were big differences by Partnership. In Wave 2 in Phase 1 areas, the proportion of respondents in Priority 1 ranged from six per cent in the West of England to 33 per cent in Milton Keynes, Oxfordshire and Buckinghamshire. In contrast, the proportion of Priority 1 respondents in each of these areas in Wave 1 stood at 19 per cent and 20 per cent respectively. There was less variation in the proportion of Priority 1 respondents between all Partnership areas in Wave 1 (ranging from 14 per cent in North London to 25 per cent in South London).

Partnerships can be divided into two service delivery models:

- Direct Delivery
- Sub-contracted delivery

Descriptions of each Partnership delivery type are provided in Appendix H.

Six in ten (59 per cent) respondents who received services from Direct Delivery Partnerships were allocated to Priority 3, while four in ten (40 per cent) respondents who received services from Sub-contracted Partnerships were in Priority 3. Results were much more similar in Wave 1, with 46 per cent of those in Direct Delivery areas and 43 per cent of those in Sub-contracted areas allocated to Priority 3. A full breakdown of Wave 2 respondents by CXP mode of delivery is shown in Table 2b.

Table 2b: Priority category of respondents, by mode of delivery (Wave 2 Phase 1 CXPs)
Base: All respondents

	Overall (n=18,117) %	Direct Delivery (n=11,248) %	Sub-contracted (n=6,869) %
Priority 1	23	22	25
Priority 2	24	19	35
Priority 3	53	59	40

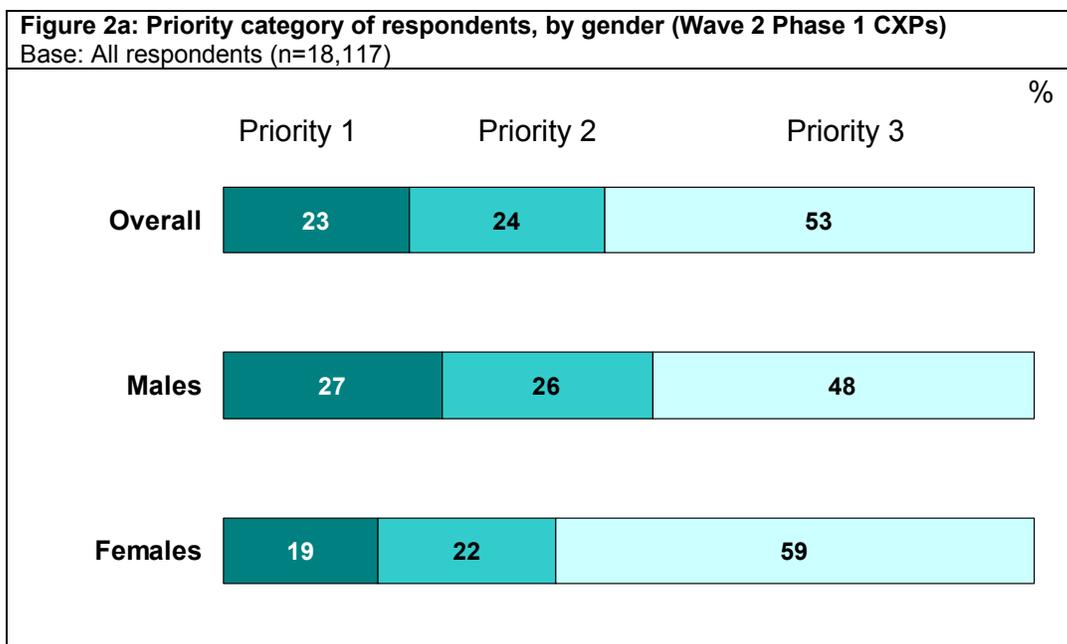
As will be seen in the rest of this report, Priority category is an important variable. Young people in Priority 1 tend to have far more on-going contact with Connexions Personal Advisers than those in Priority 3. It is therefore important to assess separately for these groups of young people such indicators as contact and satisfaction with Connexions, and the impact that Connexions has had on them.

2.2 Gender

There were more males than females in the cohort of young people sampled in the second wave of the survey in Phase 1 CXPs; as a result, in the weighted achieved sample, 53 per cent of respondents were male and 47 per cent were female. These results were similar to those in Wave 1 Phase 1 CXPs (55 per cent and 44 per cent respectively). There was little additional difference in this proportion by age, ethnicity, or Partnership type across the two waves.

In the Wave 2 survey, males in contact with Connexions were more likely than females to be defined as Priority 1 or 2 (intensive and medium support). The same pattern was apparent in Wave 1. Twenty-seven per cent of males and 19 per cent of females were

defined as Priority 1 in Wave 2, compared to 21 per cent and 15 per cent respectively in Wave 1). Wave 2 results for Phase 1 areas are shown in Figure 2a.



2.3 Age

The age profiles of the Wave 1 and Wave 2 samples in Phase 1 CXPs were quite different. While in both cases the most common age group was the 16 year-old group, the modal ages for Wave 2 respondents were 15 and 16, whereas at Wave 1, the modal ages were 16 and 17. Proportionally, there were just over twice as many respondents aged 13-15 at Wave 2 as at Wave 1. As the samples were weighted at each Wave to the age profile of all young people in contact with the Partnerships during the sampling period, these changes in the profile of respondents represent actual changes in the make-up of the young people contacting Connexions, rather than factors related to the interviewing process. The changes in the age profile may indicate possible seasonal factors (reflecting the different roles of Connexions over the academic year), as the sampling periods were at different times of the year.

The average age of respondents in Wave 2 was 16.2 years. This figure was slightly lower than the comparative figure for Wave 1 of 16.7 years. Results are shown in Table 2c.

Table 2c: Age of respondents

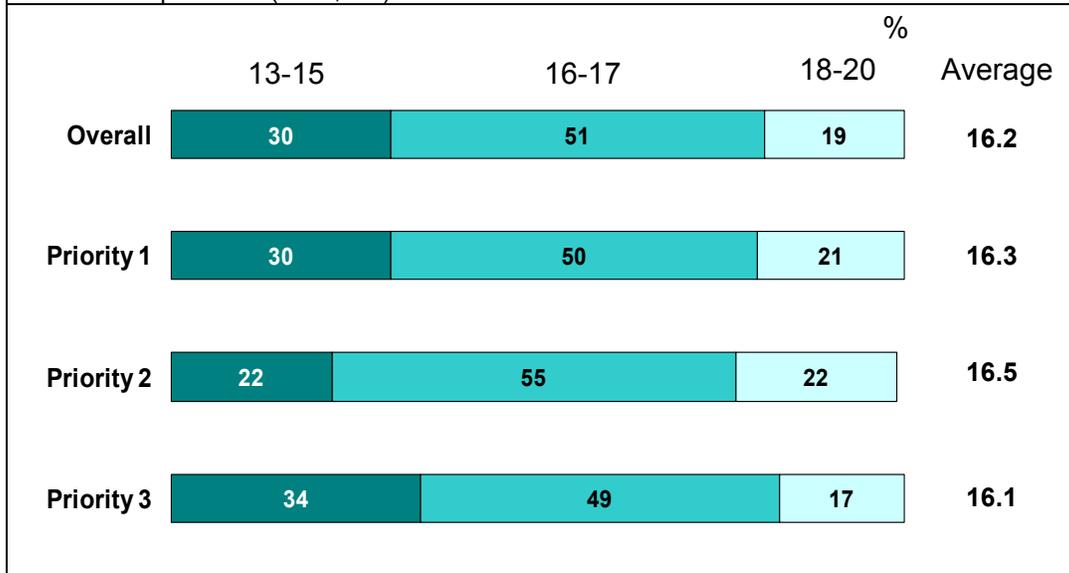
Base: All respondents

	All Wave 1 Phase 1 CXPs (n=16,120) %	All Wave 2 Phase 1 CXPs (n=18,117) %
13-14	3	9
15	11	21
16	32	32
17	30	18
18	16	12
19-20	7	7
<i>Average age</i>	<i>16.7</i>	<i>16.2</i>

In Wave 2, the average ages of respondents defined as Priority levels 1, 2 and 3 were, respectively, 16.3, 16.5 and 16.1 years. (There were only slight differences in average age by Priority in Wave 1.) Results for Wave 2 are shown in Figure 2b.

Figure 2b: Age of respondents, by priority category (Wave 2 Phase 1 CXPs)

Base: All respondents (n=18,117)



2.4 Ethnicity

The large majority of respondents were White (90 per cent at Wave 2 and 89 per cent at Wave 1 in Phase 1 areas). One in ten (10 per cent) of respondents at each Wave classified themselves in one of the non-White groups. Among Wave 2 respondents from Phase 1 CXPs, of those respondents from non-White ethnic groups 32 per cent were Asian, 28 per cent were Black and 40 per cent were of Mixed/other ethnic origin. In Wave 1 Phase 1

CXPs areas the comparable figures were 46 per cent Asian, 30 per cent Black and 24 per cent Mixed/other groups. Overall results for each Wave are shown in Table 2d.

Table 2d: Ethnic group of respondents

Base: All respondents

	All Wave 1 Phase 1 CXPs (n=16,120) %	All Wave 2 Phase 1 CXPs (n=18,117) %
White	89	90
Black (Caribbean, African, other)	3	3
Asian (Indian, Pakistani, Bangladeshi, Chinese, other)	5	3
Mixed and other	2	4
Not stated/refused	1	1

There was a great deal of variation by Partnership area. In the second wave in Phase 1 areas, 98 per cent of respondents from Cumbria categorised themselves as White. North London had the lowest proportion of White respondents (43 per cent) and had the highest proportion of Black respondents (21 per cent), Asian respondents (13 per cent) and those who classed themselves as from a Mixed/other ethnic group (22 per cent). South London (72 per cent), the Black Country (76 per cent), Milton Keynes, Oxfordshire & Buckinghamshire (84 per cent) and Coventry & Warwickshire (85 per cent) CXPs also had a lower proportion of White respondents than average. In fact, the Black Country had the highest proportion of respondents from Pakistani origin (five per cent) and Coventry & Warwickshire had the highest proportion of respondents from Indian origin (seven per cent).

Results showed that there was a tendency for Partnerships in areas with higher proportions of young people from minority ethnic groups to be run as a Sub-contracted model. In Wave 2, 95 per cent of respondents in areas run as a Direct Delivery model categorised themselves as White. This compared to eight in ten (79 per cent) of those in Sub-contracted areas. Comparative figures from Wave 1 were 95 per cent and 83 per cent respectively. A full breakdown of Wave 2 results is shown in Table 2e.

Table 2e: Ethnic group of respondents, by mode of delivery (Wave 2 Phase 1 CXPs)

Base: All respondents

	Overall (n=18,117) %	Direct Delivery (n=11,248) %	Sub-contracted (n=6,869) %
White	90	95	79
Black (Caribbean, African, other)	3	1	7
Asian (Indian, Pakistani, Bangladeshi, Chinese, other)	3	1	6
Mixed and other	4	2	7
Not stated/refused	1	*	1

In Wave 2, young people from Asian backgrounds were less likely than other young people to be assigned to Priority 1. Fifteen per cent of respondents from an Asian background were assigned to Priority 1, compared to around one in four of those from other ethnic backgrounds (23 per cent of White young people and 27 per cent of Black young people). Wave 2 results are shown in Table 2f.

Table 2f: Priority category of respondents, by ethnic group (Wave 2 Phase 1 CXPs)
Base: All respondents giving details of their ethnic group

	White (n=15,895) %	Black (n = 577) %	Asian (n = 715) %	Mixed/other (n = 830) %
Priority 1	23	27	15	27
Priority 2	24	25	26	24
Priority 3	53	48	59	49

2.5 Disability

For the first time at Wave 2 in Phase 1 CXPs, respondents were asked whether they had any long-standing illness, disability or infirmity. Those who did were also asked whether this illness, disability or infirmity limited their activity. Results of these two questions are shown in Table 2g.

Overall, 10 per cent of respondents said that they had a long-standing illness, disability or infirmity, with half of these (five per cent of the overall sample) saying that their disability or illness limited their activity. As would be expected by the process of prioritisation, Priority 1 respondents were much more likely to have an illness or disability, with one in five (20 per cent) saying this was so, and one in ten (12 per cent) saying this limited their ability. Nine per cent of Priority 2 respondents and five per cent of Priority 3 respondents had a long-standing condition, with five per cent and two per cent respectively saying this limited their activity.

Table 2g: Whether respondent has any long-standing illness, disability or infirmity, and whether this limits their activity (Wave 2 Phase 1 CXPs)
Base: All respondents

	% saying Yes	% saying Yes and limits activity
Overall (n=18,117)	10	5
Priority 1 (n=2,769)	20	12
Priority 2 (n=6,584)	9	5
Priority 3 (n=8,764)	5	2

2.6 Education and Occupation

There was some variation in the activity status of respondents between the two Waves, as shown in Table 2h. Two thirds of Wave 2 respondents (69 per cent) were in full-time education (either at school, at college or at university) at the time of the interview. This figure is much higher than the proportion of respondents interviewed in Wave 1 (54 per cent). These findings reflect the younger age profile of the Wave 2 Phase 1 sample compared with Wave 1 Phase 1 (cf. section 2.3). This proportion was higher among non-White respondents in each case, although less so at Wave 2 than at Wave 1 (73 per cent at Wave 2, 67 per cent at Wave 1).

Fourteen per cent of Phase 1 CXP respondents at Wave 2 and 19 per cent at Wave 1 were employed, either full-time (10 per cent at Wave 2, 14 per cent at Wave 1) or part-time (four per cent at Wave 2, five per cent at Wave 1). A further nine per cent at Wave 2 were unemployed (either looking for work or not), compared with 13 per cent at Wave 1. The proportion of respondents saying they were doing a Modern Apprenticeship fell from eight per cent at Wave 1 Phase 1 to three per cent in Phase 1 CXPs at Wave 2.

Table 2h: Activity status of respondents

Base: All respondents

	All Wave 1 Phase 1 CXPs (n=16,120) %	All Wave 2 Phase 1 CXPs (n=18,117) %
Full-time education	54	69
Full-time job	14	10
Modern Apprenticeship	8	3
Unemployed	13	9
Other	9	9

Obviously, the proportion of respondents in full-time education also varied by age, with nearly all of the 13-15 year olds falling into this category (95 per cent), compared to 68 per cent of those aged 16-17 and 30 per cent of those aged 18-20. Conversely, eight per cent of 16-17 year olds were in full-time employment, which increased to 31 per cent of 18-20 year olds. Ten per cent of the 16 to 17 year olds were unemployed, a figure which rose to 17 per cent among the 18-20 year olds. These trends were fairly similar in Wave 1.

When limiting the analysis of activity status in Wave 2 to those aged 16 and over, six in ten (57 per cent) respondents were in full-time education. A further 15 per cent were in full-time employment, with four per cent involved in Modern Apprenticeships. Twelve per cent were unemployed.

Other activities accounted for only small proportions of the young people. One per cent (mainly females) were looking after the home or family, and one per cent were taking a

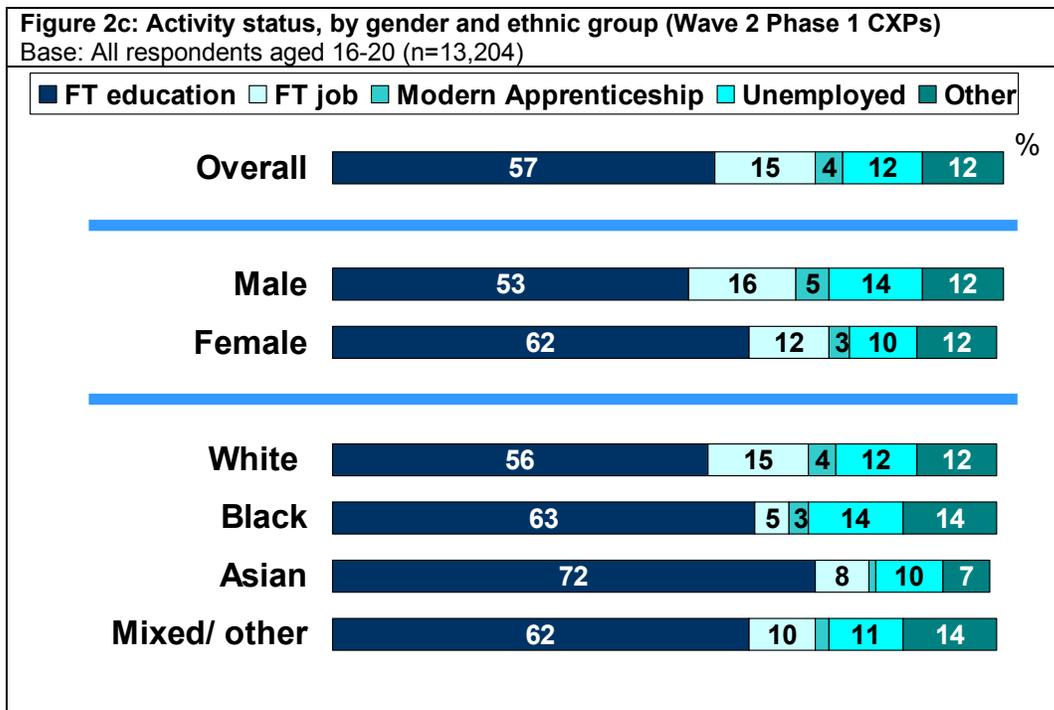
break from study or work (although those taking such a break are likely to be away from home and so less likely to have taken part in this research).

As discussed previously, Wave 1 respondents were less likely to be in full-time education. Of those aged 16 and over, half (48 per cent) were in full-time education (compared to 57 per cent in Wave 2). Wave 1 respondents in this age group were more likely than those interviewed in Wave 2 to have been in full-time employment (17 per cent), involved in Modern Apprenticeships (nine per cent) or unemployed (15 per cent).

In Wave 2, male respondents aged 16 and over were more likely than females of the same age to be in a full time job (16 per cent compared to 12 per cent of female respondents) or involved in Modern Apprenticeships (five per cent compared to three per cent). Female respondents were more likely to be in full time education (62 per cent) compared to male respondents (53 per cent). The same patterns were apparent in the Wave 1 data.

Again, looking at those aged 16 and over, seven in ten (72 per cent) Asian respondents were in full-time education, which was considerably higher than respondents from all other ethnic groups (Black 62 per cent; Mixed/other 62 per cent; White 56 per cent).

Figure 2c shows the activity status of 16-20 year olds interviewed in Wave 2 Phase 1 CXPs, broken down by gender and ethnic group.



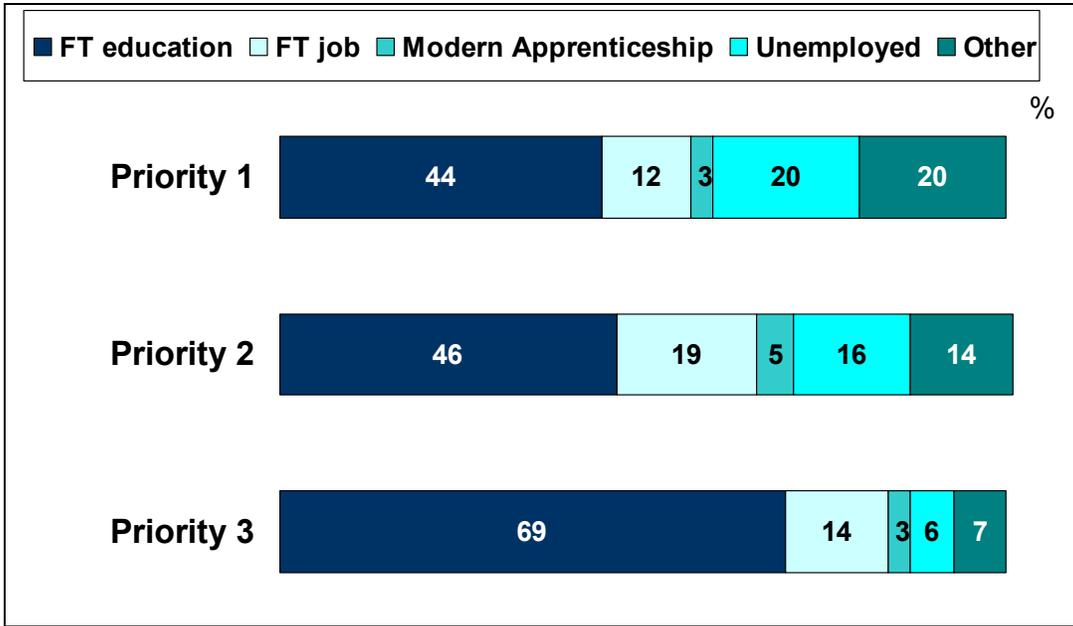
Priority should be linked with activity status, as Priority 1 support is designed to target those young people with multiple problems or who are not in education, training or employment post 16. Although most of the Wave 2 13-15 year olds were in full-time education, a significant minority of those in Priority 1 (10 per cent) were not. Six per cent of those in Priority 2 were not in full-time education whereas only two per cent of those in Priority 3 were outside full-time education at this age. Those 13-15 year olds in Priority 1 who were not at school variously stated that were in training, looking for work⁴, doing nothing or studying part time (each accounts for around one per cent).

As would be expected, among the 16-20 year olds, those in Priority 1 were more likely to be unemployed than those in the other two categories (20 per cent compared to 16 per cent in Priority 2 and six per cent in Priority 3). It is clear that those who are unemployed or looking for work are more likely to be receiving intensive support.

Respondents aged 16-20 in Priority 1 were also less likely to be in full-time education (44 per cent compared to 69 per cent in Priority 3). Priority 2 respondents were less likely to be in full-time education than those in Priority 3, but were more likely to have a full-time job. Figure 2d gives the results from Wave 2. Across each Priority category, respondents aged 16-20 interviewed in Wave 1 were less likely to be in full-time education (34 per cent Priority 1; 43 per cent Priority 2; 57 per cent Priority 3).

Figure 2d: Activity status, by Priority category (Wave 2 Phase 1 CXPs) Base: All respondents aged 16-20 (n=13,204)
--

⁴ Because of the timing of the fieldwork (March – June 2004), some 15 year old respondents could have been finishing compulsory education and therefore legitimately be looking for work.



3 Awareness of Connexions

As shown in Table 3a, virtually all (98 per cent) of the respondents contacted at Wave 2 in Phase 1 CXPs said that they had heard of Connexions before the interview. This high level should be expected since the sample was drawn from young people who were recorded as having had some form of contact with Connexions. This figure represented an increase in awareness from Wave 1 (91 per cent). This increase in brand awareness can be accounted for by the greater length of time that the service had been in operation, and to the increase in national advertising since the first Wave of the survey. In relation to the two per cent who said they had not heard of Connexions, it seems possible that the young person could have spoken to someone at school (e.g. a ‘Careers Advisor’) but not recognised them as being from ‘Connexions’ or otherwise had forgotten about a prior contact with the Service.

In Wave 2, there was no significant difference in awareness level by priority category of support, gender or ethnic group. The latter differed from Wave 1, where White respondents were more likely than non-White respondents to say that they had heard of Connexions prior to the interview (92 per cent and 88 per cent respectively). The latter figure obscured differences between respondents from Mixed/other ethnic backgrounds (91 per cent), Black backgrounds (89 per cent) and Asian backgrounds (86 per cent). Asian respondents interviewed in Wave 1 were also more likely than average to be in contact with a Sub-contracted Partnership, and this could account for the previous lower awareness level.

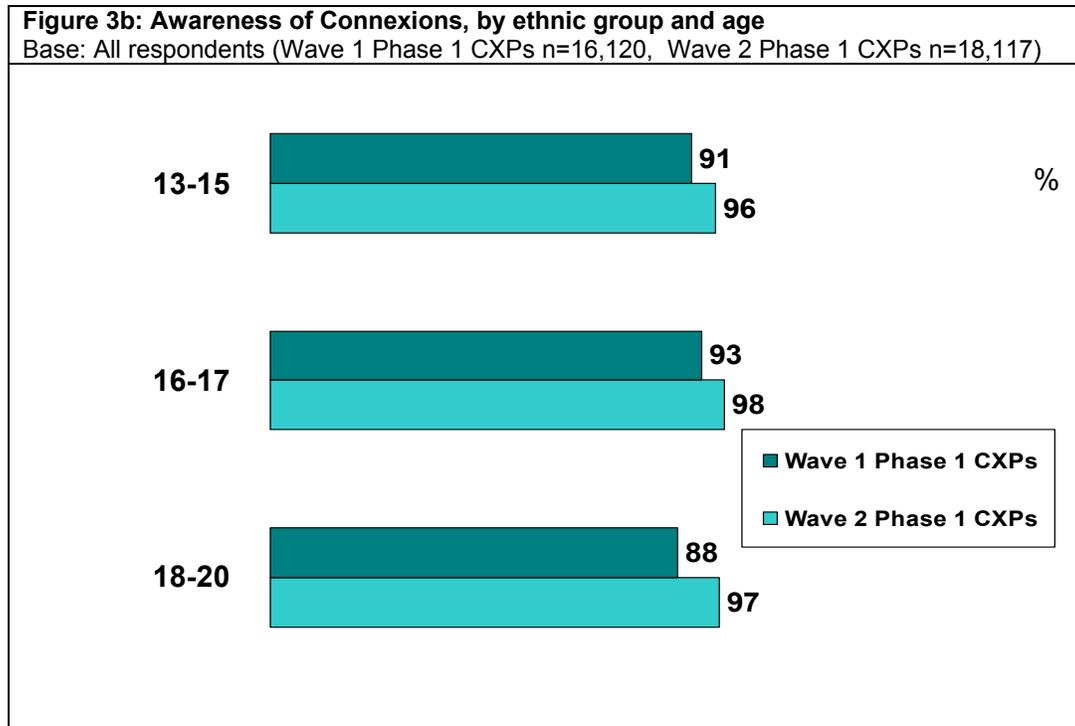
Table 3a: Awareness of Connexions

Base: All respondents

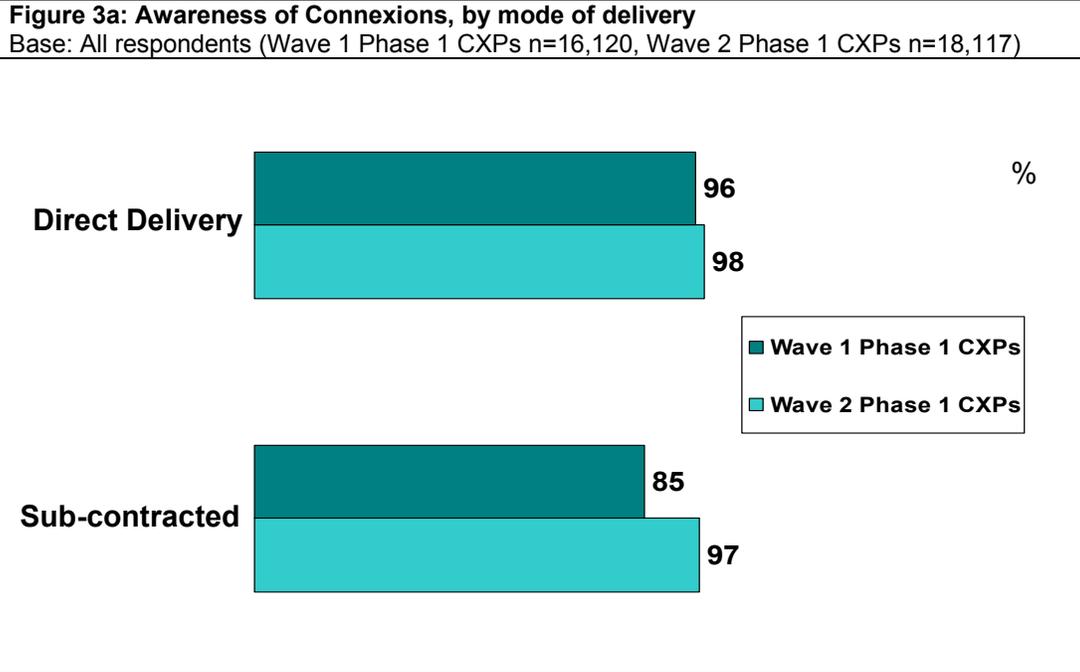
	All Wave 1 Phase 1 CXPs (n=16,120) %	All Wave 2 Phase 1 CXPs (n=18,117) %
Overall	91	98
Priority 1	92	96
Priority 2	91	98
Priority 3	91	98
Male	91	97
Female	92	98
White	92	98
Black	89	98
Asian	86	97
Mixed/other	91	98

As with other key sub-groups, there was little difference in awareness between each age group at Wave 2 in Phase 1 areas. A similar proportion of those aged 13-15 (96 per cent), 16-17 (98 per cent) and 18-20 (97 per cent) said that they had heard of Connexions prior to

the interview. Each of these figures represented an increase from Wave 1, when those aged 16-17 had better awareness (93 per cent) than respondents aged 13-15 (91 per cent) and 18-20 (88 per cent). Results from both Waves are shown in Figure 3b.



Wave 2 results showed no significant difference in awareness level between the Partnership service delivery model. Virtually all of those within Direct Delivery Partnerships (98 per cent) and those within Sub-contracted Partnerships (97 per cent) were aware of Connexions. The Direct Delivery figure had only increased very slightly from Wave 1 (96 per cent) but the Sub-contracted figure was significantly higher (85 per cent) than the initial measure. It is possible that Sub-contracted services were not clearly branded as Connexions at the outset. An increase in national advertising may have had a positive influence on the branding of such services.



At Wave 2, level of awareness varied only very slightly between the 15 Partnership areas. Level of awareness was 99 per cent among respondents from Humber and the vast majority of Phase 1 Partnership areas were only one or two percentage points lower. Awareness of Connexions was lowest in Milton Keynes, Oxfordshire & Buckinghamshire and South Yorkshire CXPs, where 95 per cent of respondents had heard of Connexions prior to the interview. It is worth noting that this is still a high level of awareness. All three of these Partnerships provided the service through Sub-contractors.

The level of awareness between Partnership areas at Wave 2 was often significantly different from Wave 1. In the previous survey, Cheshire and Cumbria (98 per cent) had the highest levels of awareness, with all but one other area achieving awareness levels of around 86 per cent or better. Just 65 per cent of respondents in Milton Keynes, Oxfordshire & Buckinghamshire CXP had heard of Connexions prior to the interview at Wave 1.

4 Usage of Connexions

4.1 Contact with Connexions

Of the respondents who had heard of Connexions in Wave 2 Phase 1 CXPs, 87 per cent of young people recalled having talked to a Personal Adviser (PA) or someone else from Connexions. This represented an increase from Wave 1 when 82 per cent of respondents gave this response.

As might be expected, among those who had heard of Connexions, young people identified as Priority 3 (83 per cent) were less likely to remember talking to someone than those receiving a higher level of support. There was little difference in recall of contact between Priority 1 and Priority 2 respondents (93 per cent and 91 per cent respectively).

All three of these figures are several percentage points higher than in Wave 1. Unlike Wave 2, these results also showed a difference in recall between Priority 1 and Priority 2 respondents (87 per cent and 84 per cent respectively). Table 4a shows the results from both Waves, broken down by priority category.

Table 4a: Whether talked to a PA or anyone else from Connexions

Base: All who had heard of Connexions

	All Wave 1 Phase 1 CXPs (n=14,746)	All Wave 2 Phase 1 CXPs (n=17,670)
Overall	82	87
Priority 1	87	93
Priority 2	84	91
Priority 3	79	83

Unlike Wave 1, the proportion of respondents who had been in contact with Connexions did not vary by type of Partnership delivery in Wave 2. In Direct Delivery Partnerships 88 per cent of respondents who had heard of Connexions reported having talked to someone at Connexions. In Wave 1 this percentage was very similar (89 per cent). Where the service was delivered by a Sub-contractor, 86 per cent of respondents who had heard of Connexions reported such contact. This represented a significant increase from Wave 1 when seven in ten (72 per cent) of respondents reported contact.

Table 4b: Contact with Connexions, by mode of delivery

Base: All who had heard of Connexions

	All Wave 1 Phase 1 CXPs (n=14,746)	All Wave 2 Phase 1 CXPs (n=17,670)
Overall	82	87
Direct Delivery	89	88
Sub-contracted	72	86

Looking at individual Partnerships at Wave 2, almost all the respondents who had heard of Connexions in Coventry & Warwickshire and Suffolk (94 per cent and 93 per cent respectively) recalled talking to someone at Connexions. Conversely, only 67 per cent of respondents in South Yorkshire who had heard of Connexions recalled speaking to someone. Generally there were only small changes in results between Wave 1 and Wave 2. However, there were significant increases in Milton Keynes, Oxfordshire & Buckinghamshire (65 per cent to 85 per cent), Humber (72 per cent to 88 per cent), the Black Country (from 78 per cent to 90 per cent) and Coventry & Warwickshire (from 86 per cent to 94 per cent). In Cheshire & Warrington there was a significant decrease in the proportion of respondents who recalled talking to someone at Connexions (from 93 per cent down to 86 per cent).

At both Waves, the Partnerships with the lowest proportion of respondents who recalled contact with Connexions tended to be Sub-contracted. This suggests that branding issues could be a contributory factor to these figures. However, as shown in Table 4b, there is little overall difference between the two types of delivery model and therefore this may only be an issue with certain Sub-contracted Partnerships.

There was little variation when analysing Wave 2 responses by ethnic group. White respondents were as likely to have recalled talked to someone at Connexions as those from minority ethnic backgrounds (both 87 per cent). There were no significant differences between the Black, Asian and Mixed ethnic sub-groups. All of these results represented increases from Wave 1. Table 4c shows that there was a significant difference between White and non-White respondents at Wave 1 (83 per cent and 79 per cent respectively). The latter was largely due to the lower proportion of Asian respondents who recalled talking to someone at Connexions (75 per cent, compared to 81 per cent of Black respondents). The lower contact figure for Asian respondents could be linked to Priority category as they were more likely to be assigned to Priority categories 2 and 3.

At Wave 2, respondents aged 16-17 who had heard of Connexions were more likely to have talked to someone at Connexions (90 per cent) than those aged 13-15 (83 per cent) and 18-20 (86 per cent). At Wave 1 there was little variation between the three age groups.

Table 4c shows the results from both Waves, broken down by ethnic group and age.

Table 4c: Contact with Connexions, by ethnic group and age

Base: All who had heard of Connexions

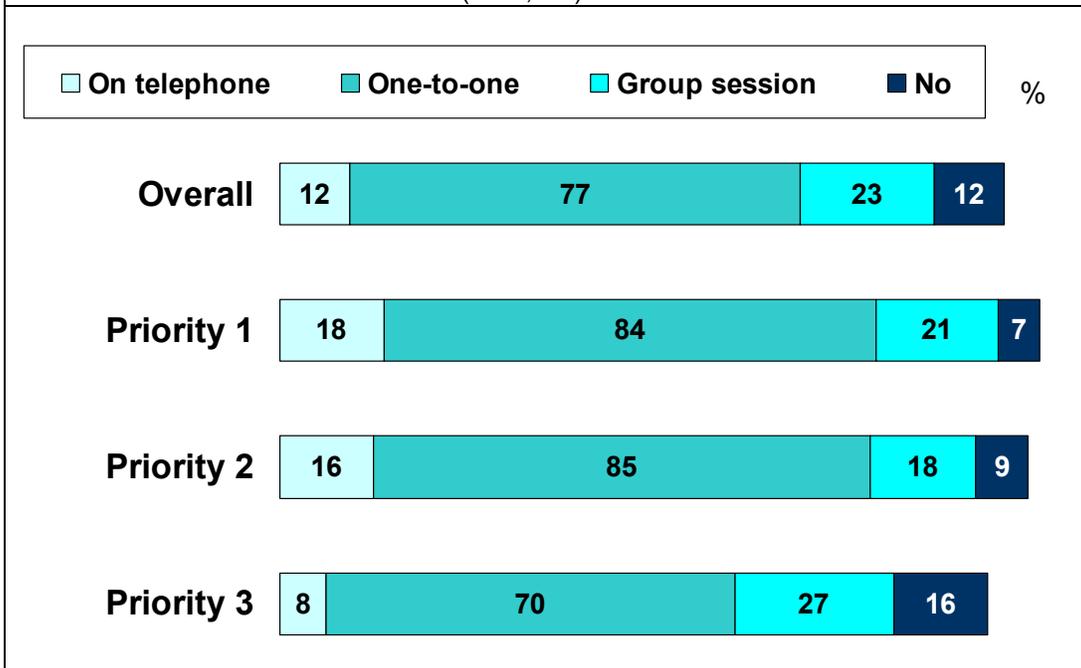
	All Wave 1 Phase 1 CXPs (n=14,746) %	All Wave 2 Phase 1 CXPs (n=17,670) %
Overall	82	87
White	83	87
Non-White	79	87
13-15	81	83
16-17	83	90
18-20	81	86

4.2 Type of contact with Connexions

Respondents were asked not only whether they had been in contact with someone from Connexions, but if so, *how* they made contact. Results for these questions on mode of contact are shown in Figure 4a. Three quarters (77 per cent) of respondents who had heard of Connexions specifically mentioned that they had spoken to someone on a one-to-one basis. One quarter (23 per cent) mentioned a group session and 12 per cent mentioned a telephone conversation. Respondents receiving intensive or medium support (Priority 1 and 2) were more likely to have spoken to someone on the telephone (18 per cent and 16 per cent respectively) and also to have spoken to someone on a one-to-one basis (84 per cent and 85 per cent respectively). Those in Priority 3 were the most likely to mention having attended a group session (27 per cent).

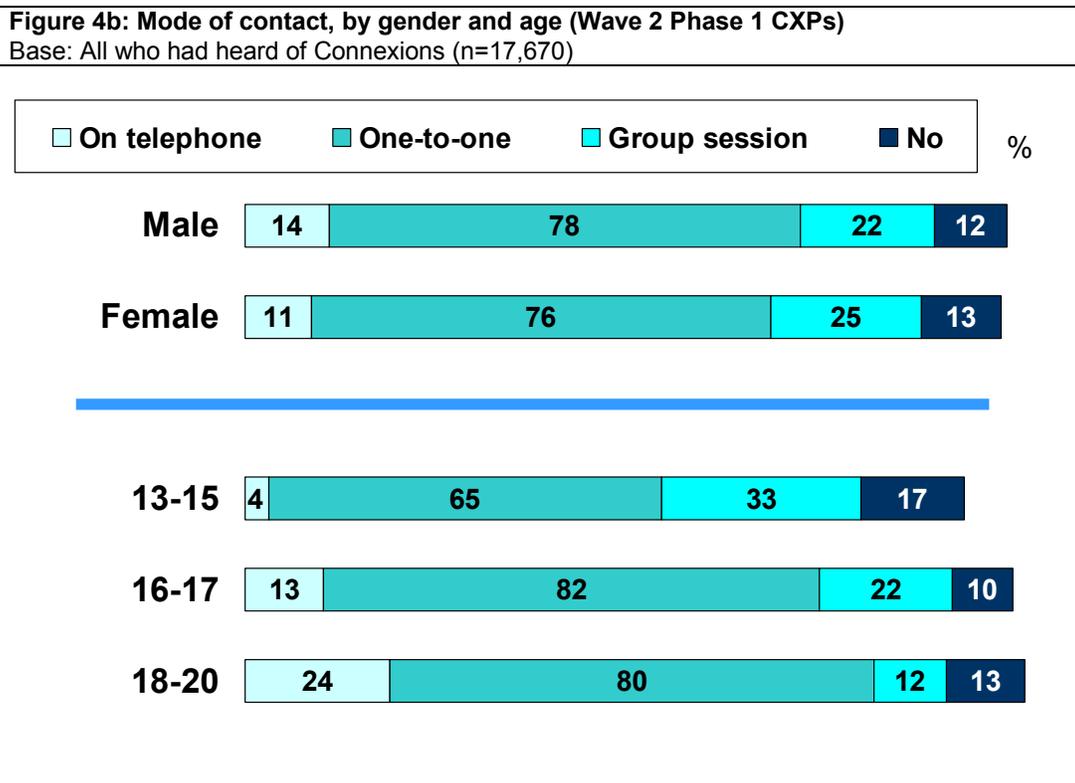
Figure 4a: Mode of contact, by Priority category (Wave 2 Phase 1 CXPs)

Base: All who had heard of Connexions (n=17,670)



Differences existed when looking at the method of contact by gender and age (see Figure 4b). Male respondents (78 per cent) were slightly more likely than female respondents (76 per cent) to have spoken to someone on a one-to-one basis. They were also more likely than female respondents to have spoken to someone on the telephone (14 per cent and 11 per cent respectively). Female respondents (25 per cent) were slightly more likely to have spoken to someone in a group session than male respondents (22 per cent).

Respondents aged 18-20 were more likely to have spoken to someone on the telephone (24 per cent) than those aged 16-17 (13 per cent) and 13-15 (four per cent). Older respondents were also more likely to have spoken to someone on a one-to-one basis (80 per cent of those aged 18-20 and 82 per cent of those aged 16-17) than younger respondents (65 per cent of those aged 13-15). However, those aged 13-15 were more likely to have had contact with Connexions through a group session (33 per cent) than those aged 16-17 (22 per cent) and 18-20 (12 per cent). Contact with Connexions through group sessions was also more likely among 16 year old respondents (25 per cent) than 17 year olds (17 per cent). This finding could be linked to the activity status of the respondent as 28 per cent of those in full time education had been in contact with someone from Connexions in a group session. This corresponds to the most common activity status for respondents aged 16 and below.



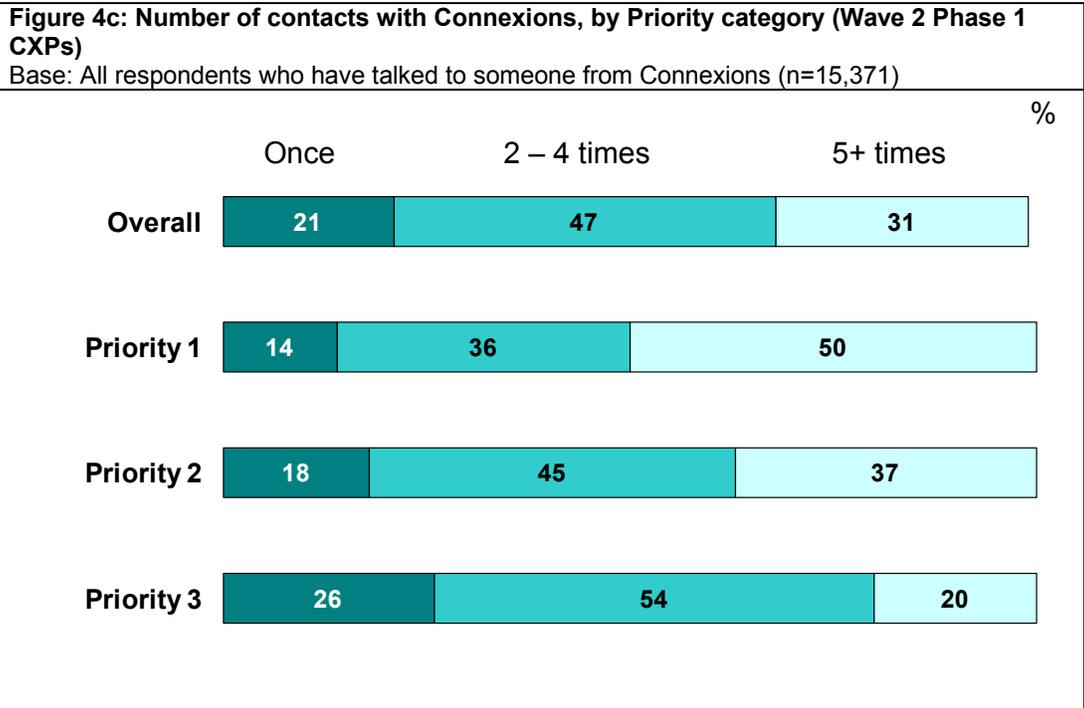
In relation to activity status those looking after their home or family were most likely to have spoken to someone at Connexions over the telephone (41 per cent). Respondents in full time education were less likely to have spoken to someone from Connexions over the phone (six per cent). Furthermore, a lower proportion of respondents in full-time education had talked to Connexions in a one-to-one session (72 per cent), whereas higher proportions of respondents who were on government supported training schemes (93 per cent), unemployed and not looking for work (92 per cent) or unemployed and looking for work (88 per cent) had talked to someone in a one-to-one session.

There were only slight variations in contact method by ethnic group. Respondents from White ethnic backgrounds were more likely to have spoken to someone on the telephone (13 per cent) or attended a group session (24 per cent) than respondents from non-White ethnic backgrounds (10 per cent and 21 per cent respectively). There were no differences in the proportion of each group who had talked to someone in a one-to-one session.

4.3 Frequency of contact with Connexions

Of all Wave 2 respondents in Phase 1 areas who had talked to someone at Connexions, such as a Personal Adviser, 21 per cent had been in contact only once, 47 per cent had between two and four contacts and 31 per cent had contacted Connexions five times or more. These results were very similar to Wave 1 (19 per cent, 46 per cent and 32 per cent respectively).

Among those who had been in contact with Connexions, young people in Priority 1 tended to have a higher average number of contacts with Connexions (see Figure 4c). For example, of respondents interviewed in Wave 2 Phase 1 CXPs, 50 per cent of those in Priority 1 reported having five or more contacts, compared with 37 per cent of those in Priority 2 and 20 per cent in Priority 3. This is unsurprising as it is logical for those receiving intensive support to be seen more frequently by Connexions staff. Wave 1 results were once again very similar to those recorded in Wave 2.



Frequency of contact also increased with age at both Waves. In Wave 2, 44 per cent of 18-20 year olds had five or more contacts compared to 33 per cent of 16-17 year olds and 21 per cent of 13-15 year olds. Although Priority category is related to number of contacts, age is also an influential factor as 18-20 year olds receiving Priority 1 support were still more likely to have had contact with Connexions five times or more (55 per cent) than 13-15 year olds receiving Priority 1 support (42 per cent). However, it is important to note that the question asked about contact with Connexions at any time, rather than just within, say, the last 12 months. This limits the number of contacts possible for younger respondents who have had less opportunity to be in contact with Connexions simply because they have not been in the age range covered by the service for as long as older respondents. Being in full-time education may also restrict access to Connexions during office hours. Very similar figures were achieved in Wave 1.

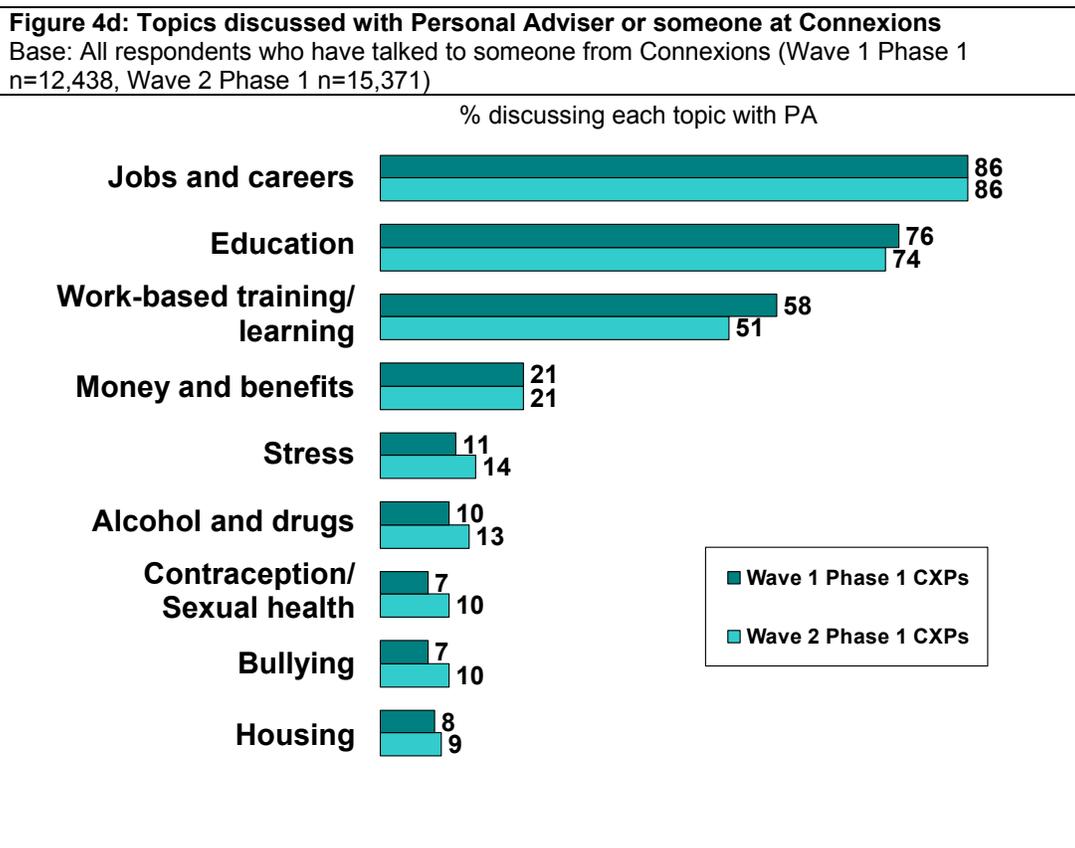
Frequency of contact with Connexions is a factor closely linked to overall satisfaction with the Connexions Service as 95 per cent of those who had contacted Connexions five times or more stated that they were satisfied with Connexions compared to 90 per cent of those who had contacted someone at Connexions only once. Again, there was little or no difference from Wave 1 (where 93 per cent of those who had been in contact five times or

more and 87 per cent of those had been in contact once said that they were satisfied with Connexions).

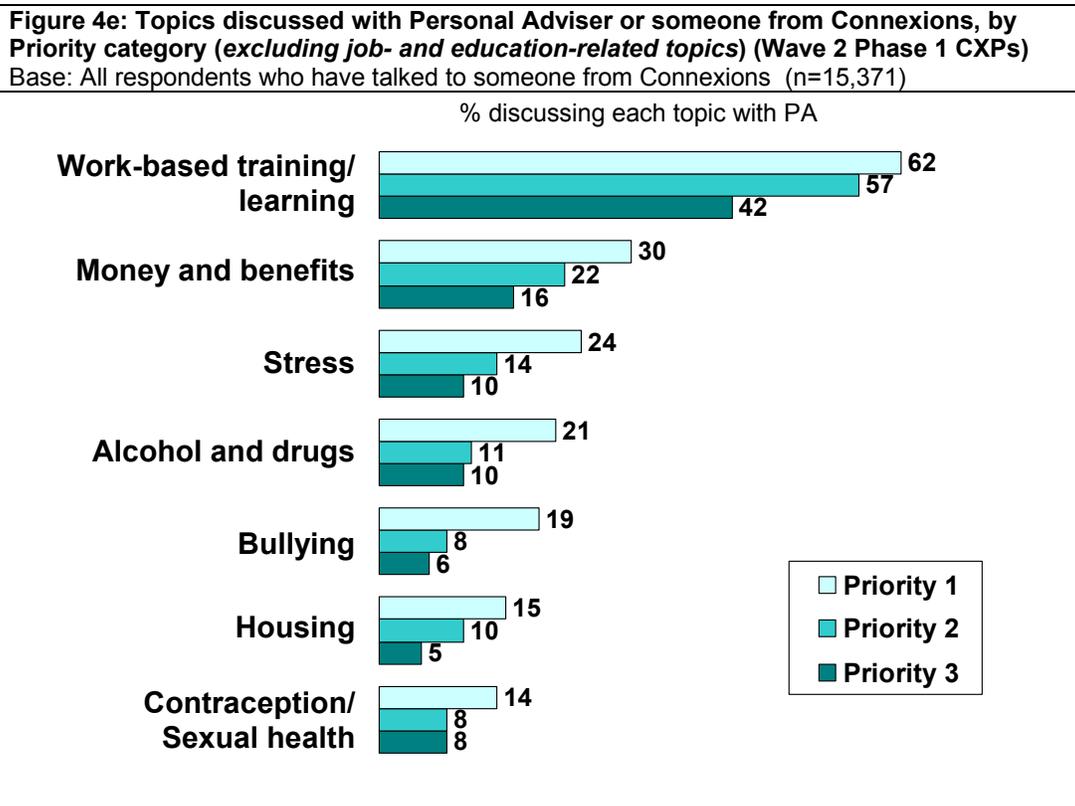
4.4 Topics discussed with Personal Advisers

Respondents were asked whether they had discussed each of nine different topics with staff from the Connexions Service. As shown in Figure 4d, respondents used Connexions predominantly to discuss careers, education or training at both Waves. Nevertheless, young people reported speaking to Connexions about a wide range of subjects, including personal issues such as stress and bullying. A similar pattern of results was seen in both Waves of the survey, with the biggest difference being a decline in the proportion who had discussed work-based training/learning (from 58 per cent at Wave 1 to 51 per cent at Wave 2 in Phase 1 areas). This may be linked to the increase in the proportion of respondents who were in full-time education.

In Wave 2, 40 per cent of those young people who talked to a Connexions Personal Adviser said they discussed at least one of the more personal topics - not just careers, education or work based training or learning. In Wave 1 the equivalent figure was 36 per cent.

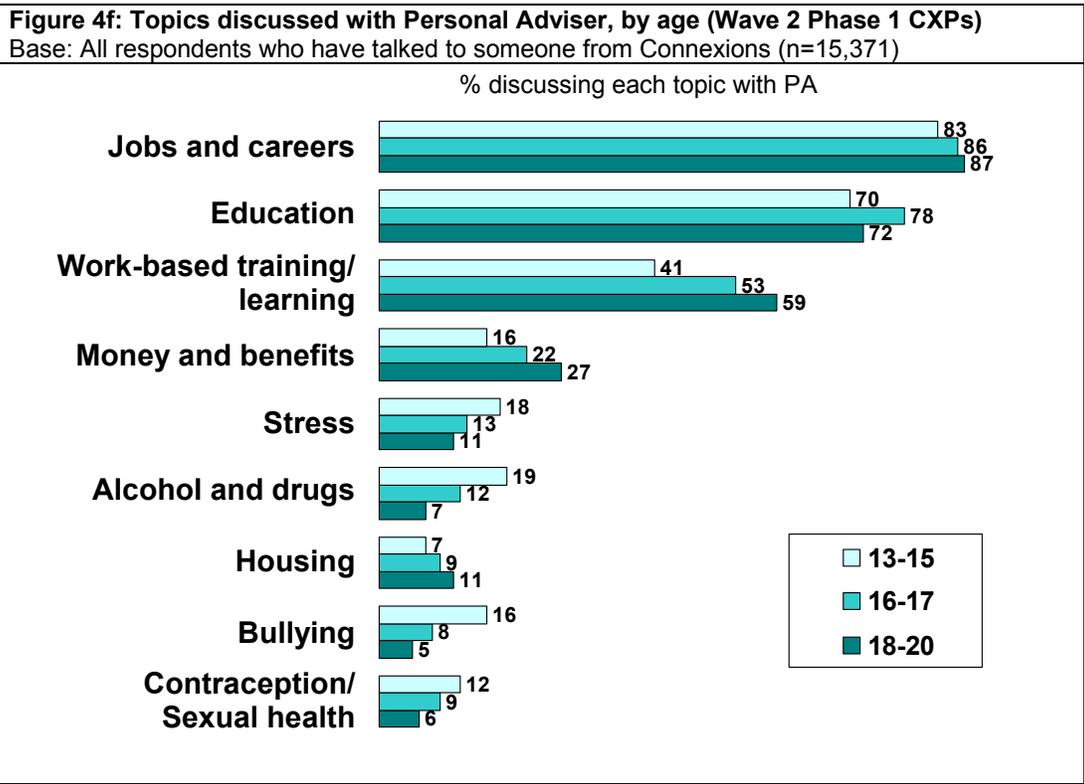


As would be expected, discussions about the more personal subjects increased with the level of support the young person was receiving (see Figure 4e). For instance, in Wave 2 24 per cent of young people who were in Priority 1 had spoken about feeling stressed, under pressure or being depressed. The figures for those in Priority 2 and 3 were 14 per cent and 10 per cent respectively. A very similar picture was found at Wave 1; for example 19 per cent of young people in Priority 1 had spoken about stress, compared with 11 per cent of those in Priority 2 and seven per cent in Priority 3.



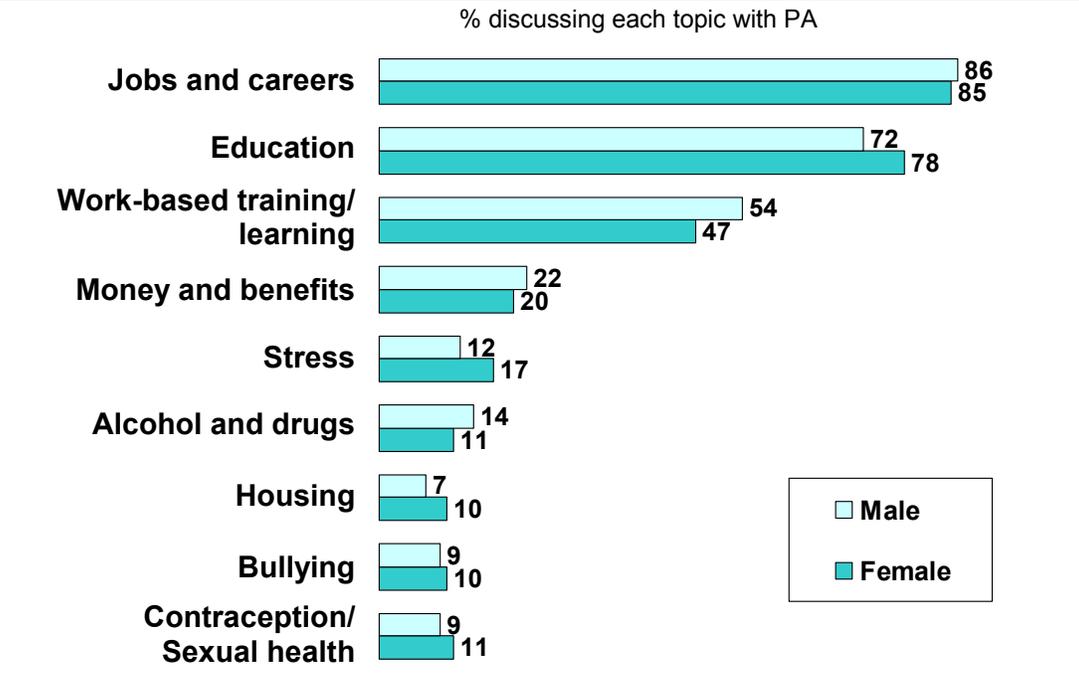
It is not surprising that older respondents were more likely to discuss issues like work, money or benefits and housing, while younger respondents were more likely to mention education or bullying (see Figure 4f). It is interesting to note that younger respondents were more likely than older respondents to discuss more personal issues such as feeling stressed or under pressure, alcohol or drugs and contraception or sexual health issues.

Also young people did not solely discuss the subjects immediately related to their current situation, but seem to use Connexions to plan their future activities. Even though almost all respondents in the 13-15 age group are in full time education, 83 per cent of this group who had talked to someone at Connexions had spoken about jobs and careers, and 41 per cent had discussed work-based training. These results were very similar to those achieved in Wave 1 in Phase 1 areas.



There were only minor differences between male and female respondents, with female respondents being slightly more likely to discuss contraception, housing, stress, and education than male respondents. Male respondents were slightly more likely to have discussed work-based training or learning and alcohol and drugs than females. Results for Wave 2 Phase 1 CXPs are shown in Figure 4g.

Figure 4g: Topics discussed with Personal Adviser, by gender (Wave 2 Phase 1 CXPs)
 Base: All respondents who have talked to someone from Connexions (n=15,371)



Topics discussed can also be linked to the activity status of the respondent. The activity status groups most likely to discuss education with Personal Advisers were those taking a break from study (82 per cent), those in full-time education (77 per cent) and those looking after home or family (76 per cent). A higher proportion of those in full time employment (92 per cent), on Modern Apprenticeships (91 per cent) or other Government-supported training (92 per cent) spoke to Connexions Personal Advisers about jobs and careers. Respondents who said they were looking after the home or family were more likely to have spoken about housing issues (43 per cent).

4.5 Usefulness of advice

Irrespective of the topic discussed, the large majority of respondents in Wave 2 Phase 1 CXPs stated that the advice received was useful. Overall ‘usefulness’ ratings (those saying the advice or support received was either ‘fairly useful’ or ‘very useful’) ranged from 86 per cent for housing advice to 94 per cent for advice on stress and sexual health in the second wave of the survey in Phase 1 Partnerships. For Wave 1 Phase 1 CXPs a very similar pattern of answers was seen, ranging from 86 per cent for housing advice to 93 per cent for advice on contraception and sexual health.

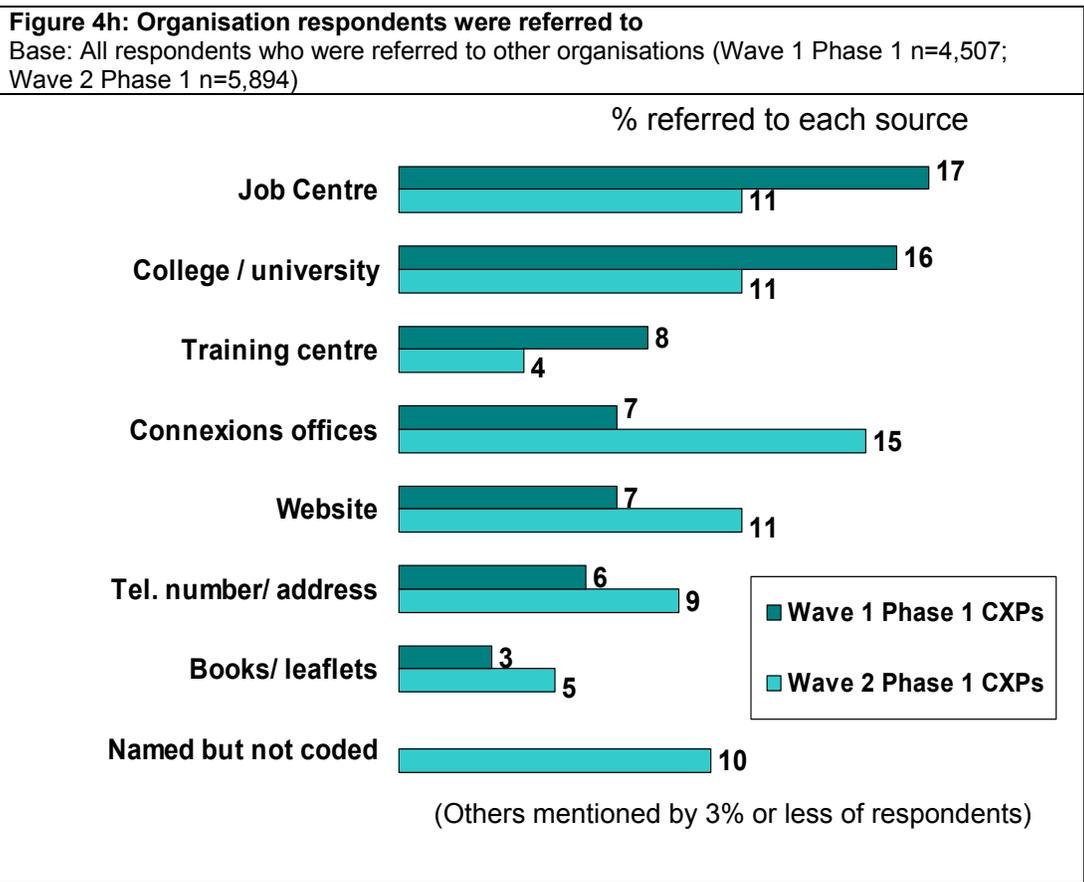
See Chapter 7 on Satisfaction with the Connexions Service for further analysis.

4.6 Referrals to other organisations

Thirty-nine per cent of respondents in Phase 1 CXPs at Wave 2 who had spoken to someone at Connexions reported having been referred to another organisation or service provider. This was higher than at Wave 1, when 36 per cent of respondents reported a referral. A slightly higher proportion of Wave 2 respondents receiving minimal support (41 per cent) had been referred somewhere else compared to those receiving intensive (38 per cent) or medium support (35 per cent). Wave 1 results showed a very different pattern by Priority category, with those receiving intensive support much more likely to have been referred (42 per cent) than those receiving medium/minimal support (35 per cent in each case).

Older respondents were also more likely to be referred to another organisation than younger respondents with 41 per cent of 18-20 year olds being referred compared to 39 per cent of 13-15 year olds and 38 per cent of 16-17 year olds. Wave 1 results were very similar in this respect.

As Figure 4h shows, the most common referral points at Wave 2 were (other) Connexions Offices (15 per cent). Job Centres, colleges or universities and websites were also frequent referral points. Results were, however, different from those achieved in Wave 1. Job Centres (17 per cent) and colleges or universities (16 per cent) were the most common referral points for Wave 1 respondents. Both were significantly higher than the comparative figures for Wave 2. Conversely, just seven per cent of respondents mentioned Connexions offices at Wave 1.



In Wave 2 Phase 1 Partnership areas, young people receiving Priority 3 support (18 per cent) were more likely to be referred to a Connexions office than those receiving Priority 2 (12 per cent) or Priority 1 support (10 per cent). Those receiving minimum support were also more likely to have been referred to a website (15 per cent) than those receiving medium or intensive support (eight per cent and four per cent respectively). Respondents receiving intensive support were more likely to be referred to named locations (16 per cent) that could not be coded (as they did not provide any information on the nature of the location) and Job Centres (14 per cent) than those receiving minimum support (six per cent and eight per cent).

There were also differences by age. At Wave 2, 22 per cent of 13-15 year olds reported having been referred to a Connexions office compared with 14 per cent of 16-17 year olds and five per cent of 18-20 year olds. Speculatively, this may reference the initial point of engagement with the Service – in these cases, quite probably at school. Respondents aged 18-20 were more likely to be referred to Job Centres (28 per cent) than respondents aged 16-17 (10 per cent) and 13-15 (two per cent). Respondents aged 13-15 were more likely to

be referred to inanimate sources of information like websites (15 per cent) than respondents aged 16 and over (nine per cent). It could be that the information required by younger respondents was more for future use (rather than for immediate action) than was the case for older respondents. Results tended to be fairly similar at Wave 1.

Referrals also varied by the ethnic origin of the respondent. In Wave 2 Phase 1 CXPs, those from Mixed ethnic backgrounds (19 per cent) were more likely to be referred to Connexions offices than respondents from Asian (16 per cent), White (15 per cent) or Black (13 per cent) ethnic backgrounds. Asian respondents were less likely than respondents from other ethnic backgrounds to have been referred to a Job Centre (six per cent). However, they were more likely to have been referred to inanimate sources of information like websites and books/leaflets (both 12 per cent). The findings specific to respondents from ethnic backgrounds were very similar in Wave 1.

The nature of the referrals varied greatly by individual Partnerships. In Wave 2, respondents who had been referred to a Connexions office varied from 24 per cent in Cheshire & Warrington to just six per cent in Suffolk. Similar patterns were evident at Wave 1.

5 Awareness and usage of other services for young people

This chapter looks at responses to questions about other services available to young people:

- whether the respondent had heard of the Connexions Youth Charter;
- whether the respondent had heard of the Connexions Card (including whether s/he had a Connexions Card, and whether s/he heard about it from someone at the Connexions Service);
- whether the respondent had heard of/used Connexions Direct and whether s/he heard about it from Connexions;
- whether the respondent had heard of/claimed Education Maintenance Allowance and whether s/he heard about it from Connexions.

5.1 Awareness of the Connexions Youth Charter

All Connexions Partnerships are required to have a Connexions Youth Charter setting out the role of the Service and what young people can expect from it. It is defined in a CSNU document ('Connexions Youth Charter: Guidance for Practitioners and Young People', 2002) thus:

'The basic Connexions Youth Charter is the 'label on the tin' for the Connexions Service. So it does three things:

1. It tells young people what the Connexions Service is and what it can do for them.
2. It shows a list of the main 'ingredients' of the Connexions Service. For example: how to get help, how young people should be treated and how they can have their say.
3. It says what young people can do if they are not happy with the Service.

The Youth Charter will often be a young person's first contact with Connexions. The basic Youth Charter should be something they will want to pick up and keep. It should help them to find out about Connexions and remind them of what they can expect from the Service.'

Respondents were asked whether they had heard of the Connexions Youth Charter. Only four per cent of young people had actually heard of the charter, which is consistent with awareness levels for Wave 1 Phase 1 CXPs.

When looking at awareness of the Connexions Youth Charter by sub-group there were few differences. Younger respondents aged 13-15 were only slightly more likely to have heard of the Connexion Youth Charter (five per cent) than those aged 16-17 (four per cent), and those aged 18-20 (three per cent). Respondents who said they had a disability were more likely to be aware of the Youth Charter than those who said they did not (six per cent vs. four per cent).

Furthermore there was little variation between Connexions Partnerships. The highest level of awareness was found in Milton Keynes, Oxfordshire & Buckinghamshire, Shropshire, Telford & Wrekin and Lincolnshire & Rutland CXPs where six per cent of those who had spoken to someone at Connexions were aware of the Youth Charter. Conversely in West of England and Greater Merseyside CXPs, only three per cent were aware of it.

5.2 Connexions Card

The Connexions Card is a secure smartcard that is available free to all 16-19 year olds in England. The card allows young people to collect points for learning, training and taking part in voluntary activities.⁵ The points they collect can then be redeemed for rewards such as *'money can't buy'* experiences (examples include backstage passes at pop concerts and behind the scenes days with Premier Division football clubs) and free or discounted goods and services. The survey contained a series of questions about awareness, ownership and source of awareness of the Connexions Card.

5.2.1 Awareness of the Connexions Card

Thirty-one percent of young people had heard of the Connexions Card at Wave 2 in Phase 1 CXPs. There was no great difference in awareness by age with 33 per cent of 16-20 year olds aware of the card compared to 28 per cent of 13-15 year olds. (The Connexions Card is targeted at all young people aged 16 to 19). Awareness did not vary significantly between ethnic groups, or between those with and without disabilities.

⁵ Connexions Personal Advisers can also award young people points for achieving personal development and learning goals.

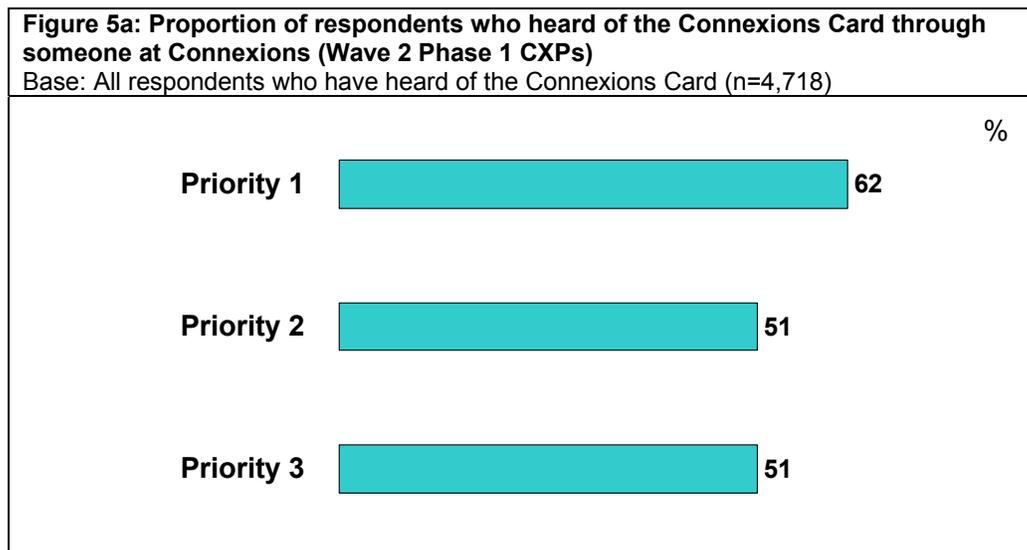
The partnership with the lowest level of awareness was the Black Country where 15 per cent of young people who had spoken to someone at Connexions had heard of the card. In contrast, Cornwall & Devon had the highest level of awareness at 39 per cent.

Awareness of the Connexions Card has increased by Phase. Nineteen per cent of respondents at Wave 1 in Phase 1 CXPs had heard of the Connexions Card compared with 25 per cent of Phase 2 Partnership respondents and 28 per cent of those in Phase 3 Partnerships. This almost certainly reflects the progress of the roll-out of the Connexions Card.

5.2.2 Source of awareness of the Connexions Card

Of those young people who had heard of the Connexions Card, 54 percent had heard of it through someone at Connexions. This compares to 52 per cent at Wave 1 in Phase 1 CXPs.

As shown in Figure 5a, the proportion of young people who had heard of the card through someone at Connexions decreased with the level of support provided, from 62 per cent for Priority 1 young people to 51 per cent for Priority 2 and 3. This may be because young people in Priority 2 and 3 generally seem to have less direct contact with the Connexions Service.



Males were more likely to have heard about the Connexions Card through someone at Connexions than females (56 per cent compared with 51 per cent), but this could be linked to the fact that males were more likely than females to be assigned to Priority 1. Young

people aged 13-15 were more likely to have heard of the Connexions Card through someone at Connexions than those aged 16-20 (60 per cent compared with 51 per cent).

Respondents in Cheshire & Warrington were most likely to have heard about the card through someone at Connexions (61 per cent of those who had heard of the card), while respondents in Cumbria were least likely (42 per cent).

5.2.3 Ownership of the Connexions Card

All young people who had heard of the Connexions Card were asked if they had one. Forty-one per cent of those who had heard of the card said they had their own card, which equates to 13 per cent of all young people who have talked to a PA or anyone from Connexions. This compares to 39 per cent of those who had heard of the card, and seven per cent of all who had talked to someone at Connexions at Wave 1 in Phase 1 areas.

There were some differences in ownership of the card by sub groups. Respondents aged 16-20 were most likely to have one: 14 per cent of 16-20 year olds who had spoken to someone from Connexions had a card, compared with nine per cent of 13-15 year olds. This is in line with the targeting of the card – which technically is only available to those aged 16 or over.⁶ There was no variation in ownership between members of different ethnic groups, or between those with and without disabilities.

Take-up of the Connexions Card was highest in North London where 17 per cent of young people who had spoken to someone at Connexions had one. The partnership with the lowest level of take-up was the Black Country where five per cent of Connexions users had one.

5.3 Connexions Direct

Connexions Direct is an interactive, multi-media service for young people age 13-19 that offers quick access to information and advice on a wide range of topics through the website www.Connexions-direct.com. Connexions Direct advisers are also available via telephone, web chat, email or text message, offering confidential advice and practical help

⁶ As Cards are issued to young people in Year 11 onwards, there will inevitably be some Cardholders who are aged 15 at the time of issue. There is also provision to issue Cards to young people who have not reached 16 but who are in accelerated learning.

to young people. Access to Connexions Direct advisers is available from 8:00 am to 2:00 am seven days a week.

Questions on awareness and usage of Connexions Direct were introduced for the Wave 1 Phase 2 and 3 CXP fieldwork and were included in the Wave 2 Phase 1 CXP survey.

5.3.1 Awareness of Connexions Direct

Just over a third of young people were aware of Connexions Direct (37 per cent). Priority of respondent seemed to be the most influential factor in terms of awareness of the service. Priority 1 respondents were least likely to have heard of the service – only 34 per cent were aware - compared to 37 per cent of Priority 2 and 39 per cent of Priority 3 respondents. Female respondents were also slightly more aware of the service than males (39 per cent compared with 35 per cent). These findings are similar to those of the previous waves.

Those satisfied with the Connexions Service were also more likely to be aware of Connexions Direct than those who were not satisfied – 38 per cent compared to 29 per cent.

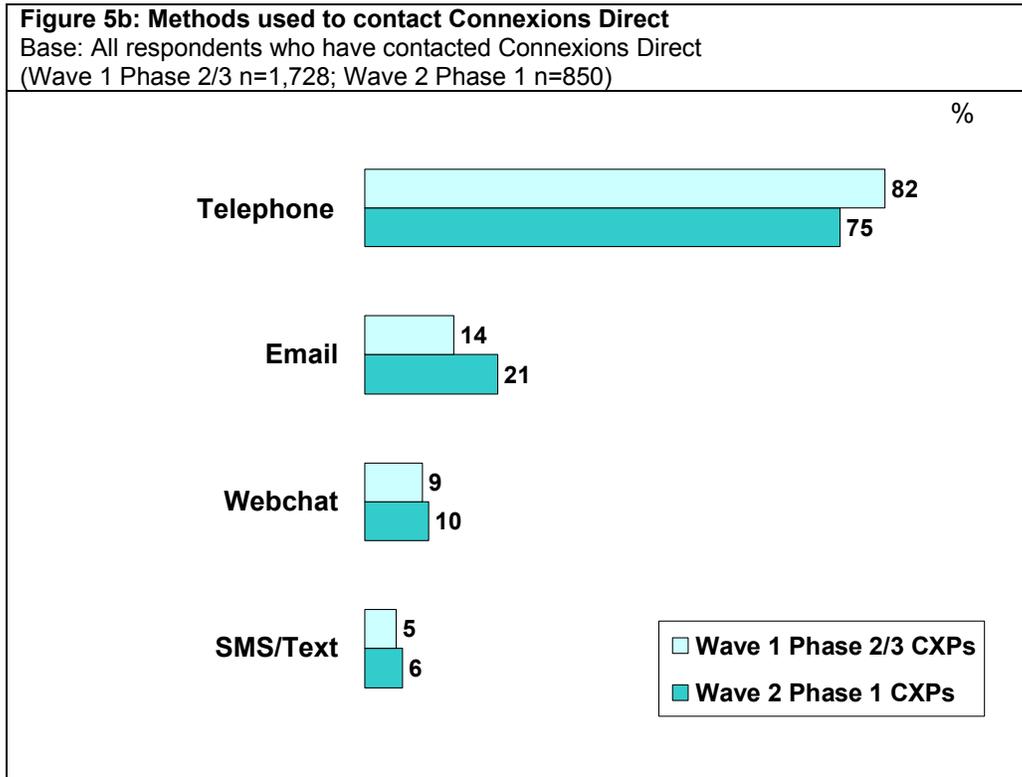
5.3.2 Usage of Connexions Direct

Respondents who were aware of the service were then asked whether they had contacted Connexions Direct and which method(s) they had used to do so.

For Wave 2 Phase 1 CXPs 15 per cent of those who had heard of the service had contacted Connexions Direct. (This represents six per cent of all respondents who had been in contact with someone from Connexions in Wave 2 Phase 1 CXPs.) In comparison, for Phase 2 and 3 partnership areas at Wave 1, 19 per cent had contacted Connexions Direct (seven per cent of all who had been in contact with Connexions).

Telephone was by far the most popular method of contact for Wave 2 Phase 1 CXPs respondents, with 75 per cent of those who had contacted Connexions Direct saying they had done so by telephone. A fifth (21 per cent) of people who had contacted the service had used email, ten per cent had contacted via web chat and six per cent had done so via SMS/text message. This pattern of usage, on first look, contrasts with Connexions Direct management information which suggests a greater use of e-communication channels. This may however reflect the different characteristics of recording across the two sources of data with management information also counting repeated service usage.

In Wave 1 Phase 2 and 3 CXPs, 82 per cent of respondents who had contacted Connexions Direct said they used the telephone, 14 per cent said they used email, nine per cent said they used the web and five per cent said they used SMS - Figure 5b shows this comparison.



There were differences in terms of usage of Connexions Direct among subgroups in Wave 2 Phase 1 CXPs. In terms of gender, although female respondents were more likely to be aware of Connexions Direct (as discussed in the previous section), male respondents were actually more likely to have contacted the service (17 per cent compared with 13 per cent).

Looking at usage of Connexions Direct in terms of age shows clear differences amongst the age groups. Table 5a shows a breakdown of each age group by usage of Connexions Direct, based on all young people who had heard of the service.

Table 5a: Usage of Connexions Direct by age of respondent (Wave 2 Phase 1 CXPs)

Base: All respondents who had heard of Connexions Direct (n=5,660)

Age	13 (n=90)	14 (n=260)	15 (n=1,176)	16 (n=2,222)	17 (n=962)	18 (n=623)	19 (n=294)	20 (n=23)
	%	%	%	%	%	%	%	%
Any contact	8	7	9	12	24	22	21	28
Telephone	3	4	4	8	20	19	18	17
Email	5	3	2	3	4	2	3	10
SMS/ text	3	-	1	1	1	2	-	-
Webchat	-	2	2	1	2	1	1	-
Don't know	-	-	*	1	2	1	1	-
Not stated	-	-	-	*	*	-	-	-
No contact	92	93	91	87	74	77	78	72

Clearly usage of Connexions Direct increases with age. The proportion who said they had contact with Connexions Direct increases the older respondents get. From the data it appears telephone contact post-16 drives this increase. Looking at individual year groups, and excluding twenty year olds (as the base size here is too low for reliable analysis), those aged seventeen were the most likely year group to have used the service.

5.4 Education Maintenance Allowance

Education Maintenance Allowance (EMA) is a payment made to young people to encourage them to continue their education after the age of 16. Young people were asked about their general awareness of EMA, about the source of their awareness and whether they had claimed EMA.

At the time of fieldwork for Phase 1 Partnerships at Wave 1, questions regarding EMA were only asked in those eight Partnerships where EMA was understood to be available in at least one Local Education Authority (LEA) in the area. These CXPs were Black Country, Cornwall & Devon, Coventry & Warwickshire⁷, Greater Merseyside, Humber, London North, South Yorkshire and Suffolk. Questions about EMA were asked in *all* Phase 1 partnerships at Wave 2 (as they were in Phase 2 and 3 Partnerships at Wave 1 of the research).

The national EMA roll-out was not scheduled to finish until September 2004, so at Wave 2 fieldwork (March to June 2004), EMA was still not available in all Phase 1 Partnerships.

⁷ It was subsequently discovered that Coventry & Warwickshire had been included in error as EMA was not available in any of the constituent LEAs.

Table 5b shows which LEAs are included in each Connexions Partnership area. The LEAs where EMA was available are highlighted in bold.

Table 5b: Local Education Authorities covered by Connexions Partnership areas	
Phase 1 Partnership areas	Local Education Authorities covered (areas where EMA was available at Wave 2 fieldwork shown in bold)
Black Country	Dudley / Sandwell / Walsall /Wolverhampton
Cheshire & Warrington	Cheshire / Warrington
Coventry & Warwickshire	Coventry / Warwickshire
Cumbria	Cumbria
Devon & Cornwall	Cornwall / Devon / Isles of Scilly / Plymouth / Torbay
Greater Merseyside	Halton / Knowsley / Liverpool / Sefton / St Helen's / Wirral
Humber	City of Hull / East Riding / North East Lincolnshire North Lincolnshire
Lincolnshire & Rutland	Lincolnshire / Rutland
Milton Keynes Oxfordshire & Buckinghamshire	Milton Keynes / Oxfordshire / Buckinghamshire
North London	Barnet / Enfield / Haringey / Waltham Forest
Shropshire, Telford & Wrekin	Shropshire / Telford / Wrekin
South Yorkshire	Barnsley / Doncaster / Rotherham / Sheffield
South London	Kingston-upon-Thames / Merton / Sutton / Croydon / Bromley / Richmond-upon-Thames
Suffolk	Suffolk
West of England	Bristol / Bath / North Somerset / North East Somerset South Gloucestershire

During fieldwork for Wave 2 Phase 1 CXPs a national TV and press advertising campaign was carried out as part of the roll-out for EMA (which was scheduled to be completed in September 2004). The media campaign will undoubtedly have affected awareness of EMA in Phase 1 Wave 2 partnerships, and this should be borne in mind when assessing the results.

5.4.1 Awareness of EMA

In Wave 2 Phase 1 CXPs, all young people who had contact with Connexions in every Partnership were asked whether they had ever heard about EMA. Fifty-nine per cent of young people were aware of EMA - which was much higher than for the other phases.

In Wave 1 Phase 1 CXPs, 56 per cent had heard of EMA (but as previously discussed the questions on EMA were only asked in CXPs where at least some of the local education authorities were running EMA pilot schemes). In Wave 1 Phase 2 CXPs, 36 per cent had heard about EMA, with a similar proportion - 35 per cent - having heard of EMA in Wave 1 Phase 3 CXPs (the questions were asked in all Partnership areas for Phase 2 and 3 regardless of whether EMA was available in the Partnership).

The high level of awareness at Wave 2 Phase 1 CXPs is probably a result (at least in part) of the advertising campaign running at the same time as fieldwork – particularly given (as table 5b showed) not all partnerships had EMA available at the time.

There were several differences in levels of awareness of EMA among subgroups in Wave 2 Phase 1 CXPs. Awareness of EMA was greater amongst those young people who received the least amount of support from Connexions than amongst those who received a higher level of support: 65 per cent in Priority 3, 57 per cent in Priority 2 and 49 per cent in Priority 1. This is likely to be due to the fact that young people in Priority 3 (minimum support) are more likely to be in further education than young people receiving higher levels of support.

As you would expect there were major differences in awareness between age groups. Young people aged 16 and 17 were the most likely to have heard of EMA; in Wave 2 among Phase 1 CXPs, 64 per cent of those aged 16-17 had heard of EMA compared with 55 per cent aged 13-15 and 51 per cent of those aged 18-20. In the first wave of the survey among Phase 2 and 3 CXPs, 39 per cent aged 16-20 had heard of EMA (with little difference in awareness between 16-17 year olds and 18-20 year olds) compared to only 23 per cent aged 13-15.

Looking more closely at the individual age groups from Wave 2 Phase 1 CXPs, the highest awareness of EMA was actually amongst 15 and 16 year olds (65 per cent and 71 per cent respectively).

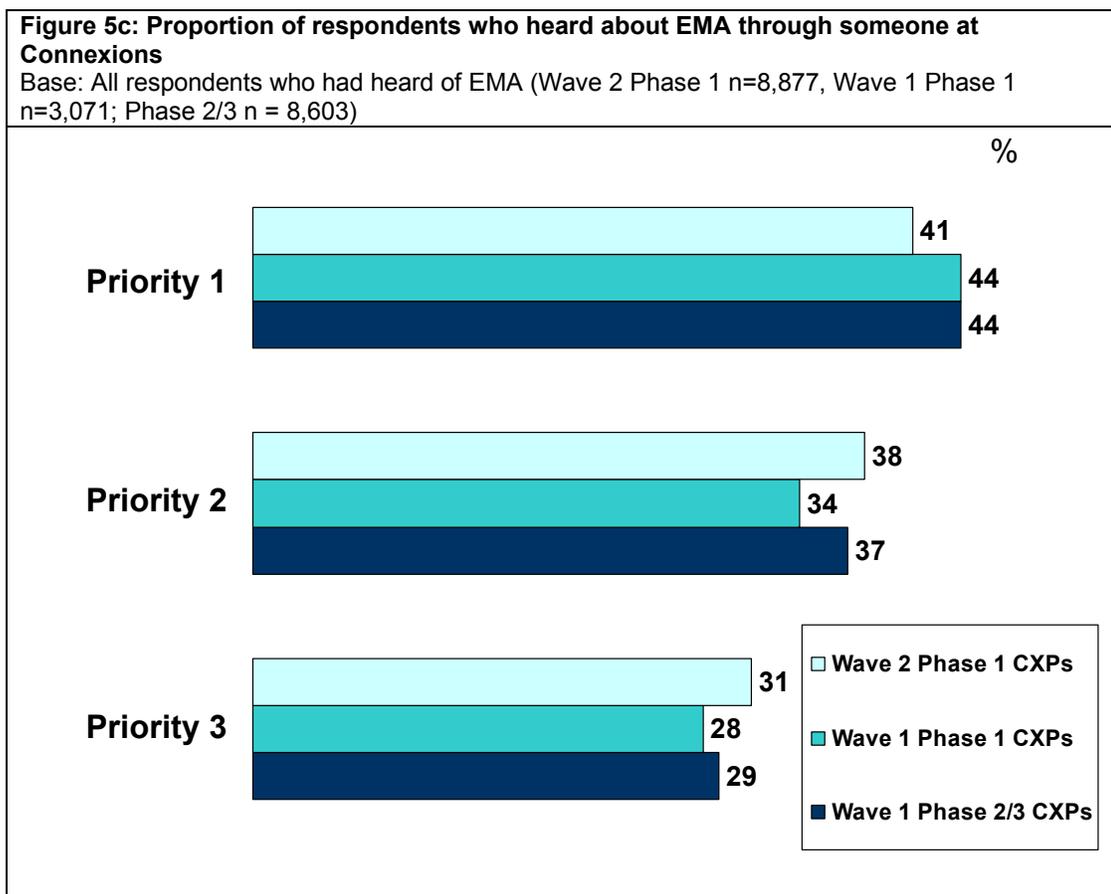
In previous waves young people from White backgrounds were less likely to have heard of EMA than minority ethnic young people (55 per cent compared with 65 per cent of minority ethnic young people at Wave 1 in Phase 1 areas; 33 per cent compared with 53 per cent at Wave 1 in Phase 2 and 3 areas). However this pattern had eroded somewhat in the second wave survey of Phase 1 CXPs with 59 per cent of both white and non white young people having heard of EMA. However, looking at the data in more detail, those from Asian or Black backgrounds specifically were more likely to say they had heard of EMA than their White counterparts; 67 per cent of Asian and 63 per cent percent of Black young people had heard of EMA compared to 59 per cent of white young people.

Young people with long-standing illnesses or disabilities were less likely (54 per cent) to have heard of EMA than those without such disabilities (60 per cent). This was particularly the case for those whose disabilities limited their activity, although still as many as half (52 per cent) of this group had heard of EMA.

5.4.2 Source of awareness of EMA

Young people who had heard of EMA were then asked whether or not they had heard of it through someone at Connexions. Of those who had heard of EMA in Wave 2 Phase 1 CXPs, 35 per cent had heard about it through someone at Connexions. This compares to 33 per cent in the first wave survey of Phase 1 CXPs and 35 per cent in Phase 2 and 3 CXPs.

As shown in Figure 5c, young people receiving a higher level of support from Connexions were more likely to have heard of EMA through someone at Connexions than those receiving a lower level of support.



5.4.3 Claiming EMA

Of those young people who had heard of EMA through someone at Connexions, 22 per cent from Wave 2 Phase 1 CXPs went on to claim EMA. This compares to 27 per cent from the first wave survey of Phase 1 CXPs and 23 per cent from Phase 2/3 CXPs. A further two per cent of young people at Wave 2 Phase 1 CXPs applied for EMA but were

unsuccessful (compared to four percent of young people across all partnerships at the first wave).

Amongst subgroups there were some differences between the young people who claimed EMA. As with awareness of EMA, white young people were less likely to have claimed EMA (21 per cent compared with 25 per cent of Asian and 28 per cent of Black young people from Wave 2 Phase 1 CXPs).

There were also differences between age groups when it came to claiming EMA - as would be expected given the fact EMA is only available post 16. The highest proportion of young people (who had heard of EMA through Connexions) actually claiming assistance were found amongst 17, 18 and 19 year olds (29 per cent, 37 per cent and 34 per cent respectively). However it is perhaps interesting to note 18 per cent of 15 year olds who had heard of EMA through Connexions said they actually claimed it.

There was little difference by gender – 21 per cent of males and 22 per cent of females who had heard of EMA through Connexions said they went on to claim assistance.

6 The impact of Connexions

This chapter looks at the evidence from the survey for impacts on young people arising from their contacts with Connexions. In particular, the chapter covers:

- young people’s involvement in particular activities, and whether this involvement was as a result of their contact with Connexions;
- whether Connexions had helped respondents to decide what to do in the next couple of years;
- whether young people had done anything as a result of contact with Connexions that they had not considered doing before;
- respondents’ perceptions of the impact of Connexions on their personal confidence.

6.1 Involvement in activities

Respondents were asked whether they took part in any of the following activities and, if so, whether they had got involved as a result of Connexions:

- a youth centre or youth project;
- sports or other organised activities in their spare time;
- Millennium Volunteers or any other voluntary or charity work.

Table 6a shows the proportions of respondents who said they were involved in these activities and, for each, whether this involvement was as a result of Connexions.

	Youth Centre or Youth Project	Sports or other organised activities in spare time	Millennium Volunteers or any other voluntary or charity work
% Involved	(n=15,371) 11	(n=15,371) 43	(n=15,371) 8
% Involved as a result of Connexions	(n=1,693) 22	(n=6,527) 5	(n=1,173) 16

6.1.1 Involvement in a Youth Centre or Youth Project

Only 11 per cent of respondents said that they were involved in a Youth Centre or Youth Project. Of these, 22 per cent said they had got involved as a result of Connexions. There has been almost no change in these proportions since Wave 1 (11 per cent and 23 per cent respectively).

Priority 1 respondents were slightly more likely to be involved in these activities (15 per cent, compared with 11 per cent for Priority 2 and 10 per cent for Priority 3 respondents), and those in Priority 1 who were involved were more likely than those from other Priority groups to be involved because of Connexions (34 per cent, compared with 24 per cent for Priority 2 and 12 per cent for Priority 3 respondents).

Males were very slightly more likely than females to be involved (13 per cent versus nine per cent), although they were no more likely to have become involved due to Connexions.

Involvement with Youth Centres or Projects declined with age. Sixteen per cent of respondents aged 13 to 15 years said they were involved in such an activity. This figure fell to 11 per cent for 16 to 17 year olds, and six per cent for those aged 18 and over.

However, there was little difference in whether their involvement was due to Connexions.

There were also differences in involvement by ethnicity. Seventeen per cent of black respondents said they were involved in a youth centre or youth project, compared to 11 per cent of white respondents, seven per cent of Asian respondents and 12 per cent of respondents from mixed or other ethnic backgrounds. However, there was little difference amongst those who were involved as to whether this was due to Connexions, with only the Asian group any less likely than the other groups to say this (nine per cent).

Young people who said that they had a long-standing illness, disability or infirmity were more likely to be involved in a youth centre or youth project than those without any illness or disability (17 per cent compared to 11 per cent). They were also slightly more likely to be involved because of Connexions (26 per cent compared to 21 per cent).

There was no overall difference between Partnerships with different modes of delivery, and there were no major differences between the Partnerships. The Partnership with the highest proportion of respondents saying they were involved in a Youth Project or Centre was Suffolk (15 per cent) and the lowest were London North and Milton Keynes, Oxfordshire & Buckinghamshire (nine per cent each). Connexions South Yorkshire and Connexions Suffolk had the highest proportion of respondents saying that their involvement was due to Connexions (32 per cent and 31 per cent respectively).

6.1.2 Involvement in sports or other organised activity in spare time

Overall, 43 per cent of respondents said they were involved in sport or other organised activities in their spare time - by far the most commonly undertaken activity of the three. However, this was also the activity type where the impact of Connexions on participation was least: only five per cent of those taking part attributed this to the Connexions Service.

There has been a slight increase in sports participation since Wave 1. For the phase 1 Partnerships at Wave 1, 40 per cent of respondents were involved in sport or other organised activities. However, the level of involvement due to Connexions has not changed in that time, remaining at five per cent.

Respondents classified as being Priority 3 (minimal intervention) were more likely to be involved in sport or other organised activity than those in the other Priority categories: 50 per cent of those in Priority 3 took part in these activities, compared to 39 per cent of those in Priority 2 and 34 per cent of those in Priority 1. However (as with Youth Centres and Projects), where Priority 1 respondents were involved in sport or other organised activity, this was more likely to be because of Connexions (11 per cent) than was the case for those involved in these activities who were in Priority 2 (five per cent) or Priority 3 (three per cent).

One of the key differences in terms of involvement was by gender. Males were much more likely to take part in sports or other organised activities than females: 53 per cent compared to 33 per cent. However, the same proportion of those involved in these activities from each gender said that their involvement was due to Connexions.

Younger respondents were more likely to take part than their older counterparts: 52 per cent of those aged 13-to-15 years took part in sports or other organised activities, compared to 41 per cent of those aged 16-to-17 and 35 per cent of those aged 18-to-20. Again, participants of all ages were as likely to say they were involved because of Connexions.

Minority ethnic respondents were more likely than white respondents to take part in sport or organised leisure activities (46 per cent of all minority ethnic respondents compared with 43 per cent of white respondents), but were no more likely to say this was due to Connexions.

Young people with a long-standing illness, disability or infirmity were just as likely to take part in sports or other organised activities as those without such an illness or disability. However, they were slightly more likely to take part in such activities due to Connexions (nine per cent compared to five per cent).

There were considerable differences in participation in sports and other organised activities by Partnership. The highest level of involvement in sports and other organised activities was seen in Cheshire & Warrington (52 per cent), with the lowest being Black Country (34 per cent). However, in the Black Country eight per cent of those who did take part in organised leisure activities said this was due to Connexions, compared to five per cent in Cheshire & Warrington.

6.1.3 Involvement in Millennium Volunteers or other voluntary or charitable work

The area with which fewest respondents were involved was Millennium Volunteers and other voluntary or charity work. Only eight per cent said they did this, which is the same as for Wave 1 Phase 1 CXPs. Of those involved, 16 per cent said that it was because of Connexions, which is very similar to the result for Wave 1 Phase 1 CXPs (15 per cent).

At Wave 1 there was no relationship between involvement in voluntary and charity work and Priority group. However, at Wave 2 those in Priority 3 (minimal support) are slightly more likely to be involved in Millennium Volunteers and other voluntary and charity work than those in Priority groups 1 and 2 (nine per cent compared to six per cent). However, those in Priority 3 were not very likely to be involved because of Connexions (10 per cent), whereas nearly a third (31 per cent) of the young people in Priority 1 who were involved in voluntary or charity work said that this was because of Connexions.

Involvement with voluntary or charity work was unrelated to age, but the proportion of those involved due to Connexions rose slightly from 12 per cent of 13-to-15 year olds to 16 per cent of 16 to 17 year olds and 22 per cent of those aged 18 and over. Females were slightly more likely than males to be involved in voluntary and charity work (nine per cent compared with six per cent), but were no more or less likely to be involved because of Connexions.

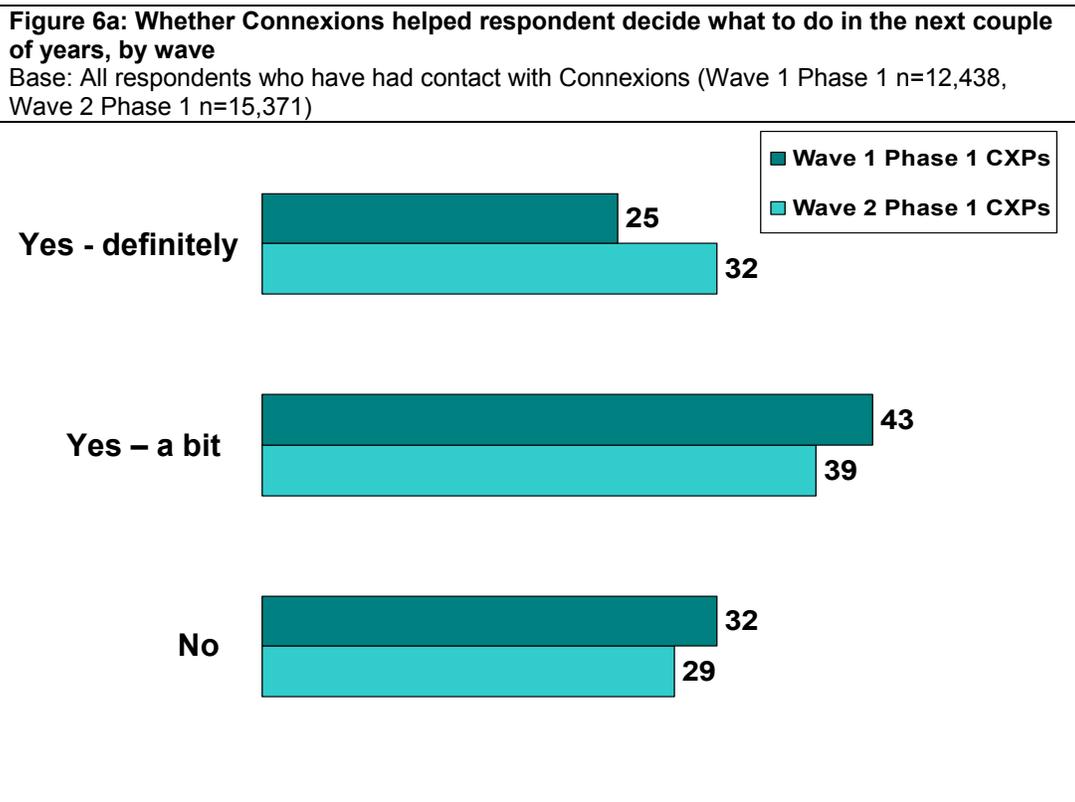
There was no difference in involvement in voluntary and charity work by ethnic group. Young people with a long-standing illness, disability or infirmity were more likely to be involved in Millennium Volunteers or other voluntary or charity work (11 per cent compared to seven per cent), and were also more likely to be involved because of Connexions (23 per cent compared to 14 per cent).

Once again there was no real difference by delivery mode. There was also little variation between individual Partnerships in terms of involvement. However, there were some differences in the proportion of those involved due to Connexions. In South Yorkshire, 29 per cent of those involved in voluntary or charity work said that it was due to Connexions.

In Greater Merseyside, only eight per cent said that their involvement was due to Connexions.

6.2 Did Connexions help respondents decide what to do?

Respondents were asked ‘Have the people at Connexions helped you decide what to do in the next couple of years?’. The majority of respondents (70 per cent) said that Connexions had helped them decide what to do in the next couple of years, which is a slight increase on Wave 1 where 67 per cent of the Phase 1 Partnership respondents said that Connexions had helped them. The increase was most marked among those who said that Connexions had *definitely* helped them decide what to do next (a rise from 25 per cent to 32 per cent), as Figure 6a shows.



As at Wave 1, there was little difference between Priority groups in terms of saying that this was definitely the case, but Priority 3 respondents were slightly more likely than other groups to say they had been helped to decide *a bit* (see Table 6b).

Table 6b: Whether Connexions helped respondents decide what to do (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)

	All (n=15,371) %	Priority 1 (n=2,472) %	Priority 2 (n=5,785) %	Priority 3 (n=7,114) %
Yes – definitely	32	31	33	32
Yes – a bit	39	34	38	41
No	29	33	28	27

There was a small difference by gender, with females being more likely to say that they had definitely been helped to make a decision about what to do than males (34 per cent compared to 30 per cent). However, males were more likely to say they had been helped a bit. Overall, slightly more males than females said that Connexions had not helped them to make a decision about what to do in the next couple of years. White respondents were more likely than non-white respondents to say that Connexions had helped them to make a decision. Details are shown in Table 6c.

Table 6c: Whether Connexions helped respondents decide what to do (Wave 2 Phase 1 CXPs)

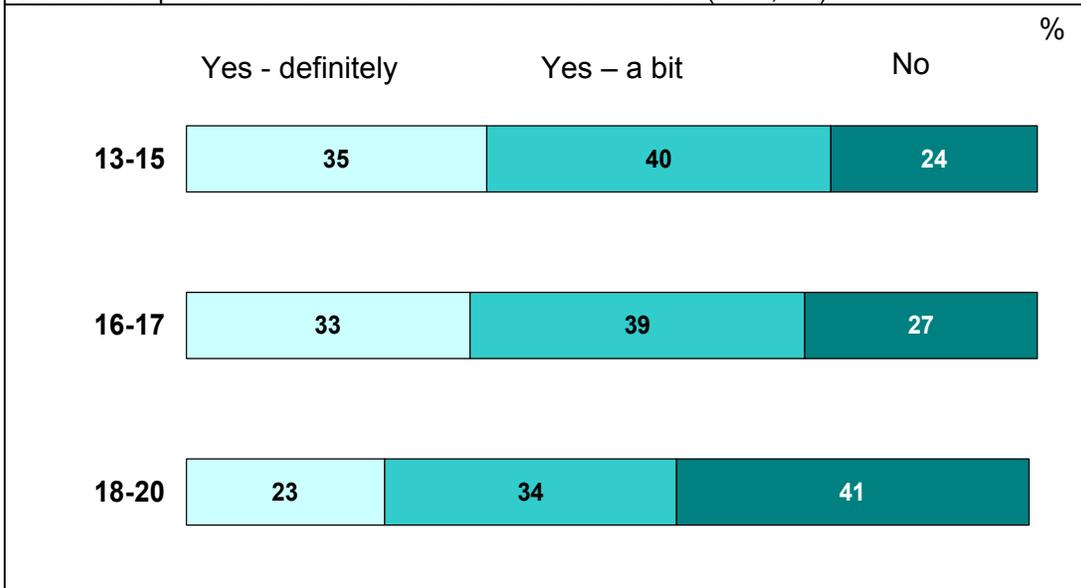
Base: All respondents who have had contact with Connexions (n=15,371)

	Male (n=7,949) %	Female (n=7,371) %	White (n=13,519) %	Non-white (n=1,776) %
Yes – definitely	30	34	32	27
Yes – a bit	40	37	39	39
No	30	28	28	32

Responses also differed significantly by respondent’s age, as shown in Figure 6b.

Figure 6b: Whether Connexions helped respondent decide what to do in the next couple of years, by age of respondent

Base: All respondents who have had contact with Connexions (n=15,371)



Respondents under the age of 18 were much more likely than older respondents to say that the people at Connexions had definitely helped them decide what to do in the next couple of years. In contrast, the proportions saying that Connexions had not helped them decide what to do were higher in the older age groups. This may reflect the fact that respondents in the younger age groups will be taking key decisions about what courses to take and whether to stay on in education or leave to take up work or training.

There was a slight difference by mode of Partnership delivery, which was the same pattern as found at Wave 1. Young people from Direct Delivery Partnerships were more likely than those from Sub-contracted Partnerships (32 per cent versus 30 per cent) to say they had *definitely* been helped to decide what to do. The proportion of respondents saying they had been helped *a bit* was almost identical for the two delivery modes (39 per cent in Direct Delivery Partnerships, 38 per cent in Sub-contracted ones), with a higher proportion from Sub-contracted Partnerships saying that Connexions had not helped them decide what to do (31 per cent versus 28 per cent).

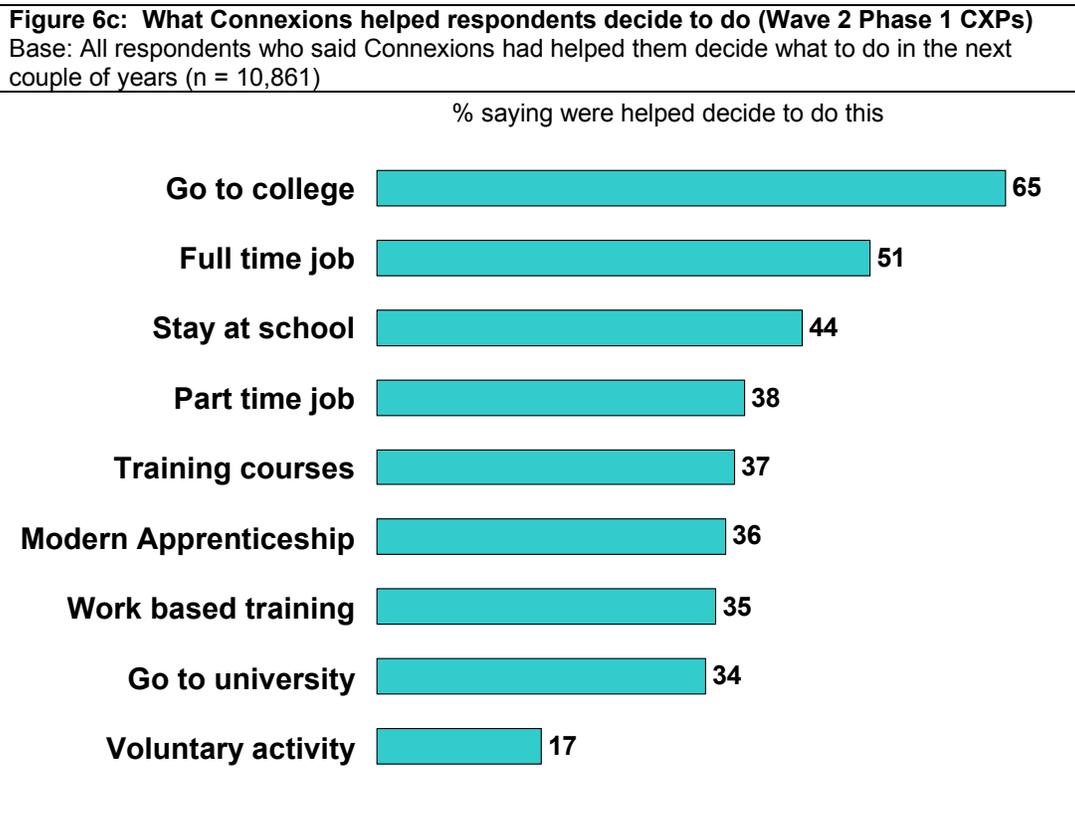
The Partnership area with the smallest proportion of young people saying that Connexions had helped them decide what to do (either definitely or a bit) was London North (64 per cent) and the Partnership with the highest proportion was Coventry and Warwickshire (76 per cent).

Whether or not Connexions helped the respondent to decide what they want to do in the next couple of years appears to be strongly linked to overall satisfaction with Connexions, and with whether or not Connexions had a positive impact on a respondent's confidence. Of those satisfied with Connexions, 74 per cent said Connexions had helped them decide what they want to do in the next couple of years, compared with 13 per cent of those who were not satisfied. Similarly, of those who said that Connexions had made them more confident, 85 per cent had been helped to decide what they wanted to do compared to 54 per cent of those whose confidence had not been changed by Connexions.

In terms of disability, there was no difference in terms of the likelihood of Connexions helping respondents to decide what they want to do in the next couple of years between those with a disability and those without – 70 and 71 per cent respectively. However, looking more closely at those with a disability or long standing illness, there were differences between those whose disability limited their activity and those whose disability did not. Those whose disability limited their activity were less likely to say they had been helped to decide what to do by Connexions (67 per cent) compared to those whose disability did not (76 per cent)

6.2.1 What Connexions helped respondents decide to do

Young people saying that the people at Connexions had helped them decide what to do over the next couple of years (those answering *yes - definitely* or *yes - a bit*) were asked a follow-up question: ‘What have they helped you decide what to do?’ Responses were focused on work, training and education, as shown in Figure 6c. Note that respondents could give more than one answer, so percentages may total more than 100.



The list of answers provided for respondents was changed after Wave 1, so it is difficult to compare Wave 1 and Wave 2. However, there seems to be an increase in the number of respondents who said that they had decided to stay in school, which is likely to be linked to the younger age profile of the Wave 2 respondents. There also appears to be an increase in the proportion saying that they decided to go to University or college or get a job or do work based training (see Table 6d). However, at Wave 2 these answers were split into a number of different answer codes, so they are not directly comparable.

Table 6d: What Connexions helped respondent decide to do

Base: All respondents who have said Connexions helped them decide what to do

	All Wave 1 Phase 1 CXPs (n=8,400)	All Wave 2 Phase 1 CXPs (n=10,861)
	%	%
Get a job/ work- based learning or training*	53	78
Go to college/ university*	56	74
Stay in school	22	44
Do a training course	37	37
Do voluntary activity	8	17

* For Wave 2, we have combined "Get a full time job"; "Get a part time job"; "Get a Modern Apprenticeship" and "Go on other work based training" for the first code; and "Go to college" and "Go to university" for the second code.

Respondents receiving Priority 3 (minimum) support were the most likely to say they had decided to go to university (48 per cent) or to stay in school (56 per cent), whereas Priority 1 respondents were least likely to have decided to do either of these (12 per cent and 25 per cent respectively). However, although there was a slight difference by Priority group in the proportion saying they had decided to go to college it was much less marked than for university or school (61 per cent of Priority 1 respondents compared to 66 per cent of Priority 2 and 3 respondents). Looking at work and training, Priority 2 respondents were more likely than either of the other two groups to say they had decided to get a full or part time job (75 per cent); get a Modern Apprenticeship (48 per cent) or do some other work based training (42 per cent).

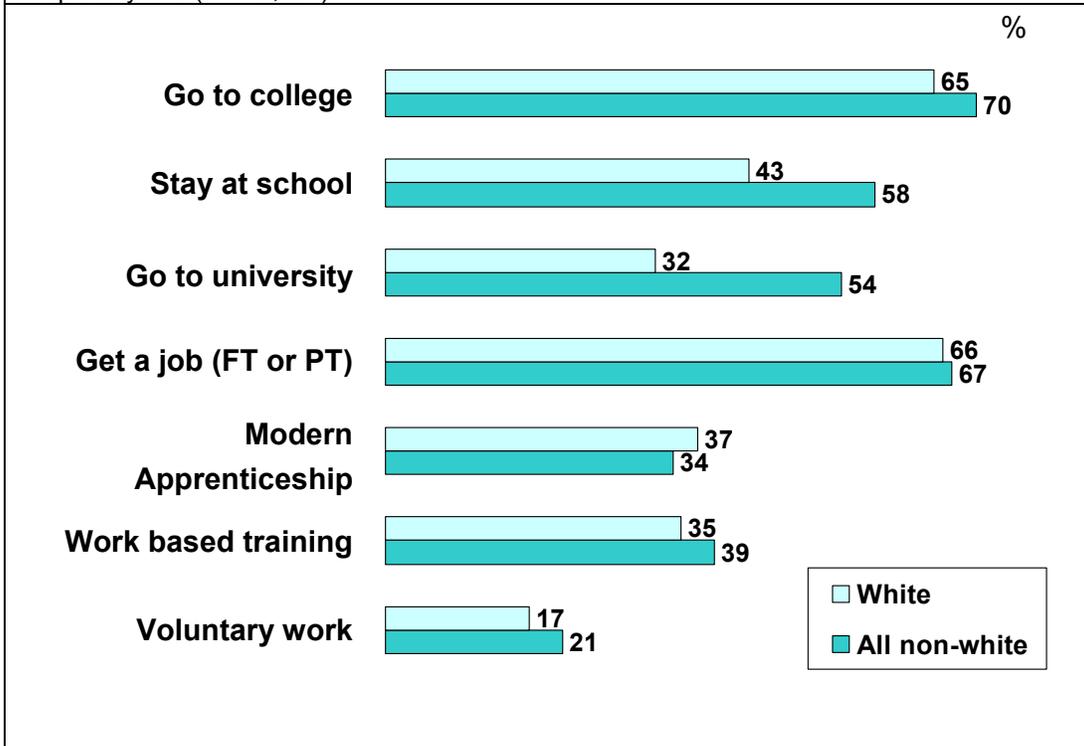
Female respondents were more likely than males to say that they had taken education-based decisions such as going to university (40 per cent compared to 29 per cent); going to college (67 per cent compared to 63 per cent) or staying at school (47 per cent compared to 42 per cent). Male and female respondents were both just as likely to have decided to get a job, but males were more likely to have decided to get a full time job (53 per cent compared to 48 per cent), and females more likely to have decided to get a part time job (41 per cent compared to 36 per cent). Males were more likely than females to have decided to do a Modern Apprenticeship (44 per cent compared to 28 per cent)..

Younger respondents (ages 13 to 15) were understandably more likely than older ones to choose educational options: 79 per cent deciding to go to college or university, 58 per cent to stay in school. Conversely, respondents aged 18 to 20 were most likely to have decided to get a full time job (59 per cent).

Respondents from minority ethnic groups were much more likely than their white counterparts to have decided to go to university (54 per cent compared to 32 per cent). This was particularly the case for young Asian people (62 per cent of whom had decided to

do this). Respondents from minority ethnic groups were also more likely to have decided to stay on at school (58 per cent compared to 43 per cent), and again this decision was most common among young Asian people. There was little difference by ethnicity with regard to getting a job, doing Modern Apprenticeships or other work based training, as Figure 6d shows.

Figure 6d: What Connexions helped respondents decide to do, by ethnic group (Wave 2 Phase 1 CXPs)
 Base: All respondents who said Connexions had helped them decide what to do in the next couple of years (n = 10,861)



6.3 Did young people do anything as a result of their contact Connexions that they had not thought of doing before?

All respondents who had talked to a PA or anyone else from Connexions were asked whether they had done anything as a result of their contact with Connexions that they had not thought of doing before (see Table 6e for details). Thirty-one per cent said that they had done something they had not previously considered as a result of their contact with Connexions, and 68 per cent said they had not. This is an increase on the Wave 1 results, where 26 per cent of the Phase 1 respondents and 29 per cent of Phase 2 and 3 respondents said that they had done something they had not previously thought of doing.

Table 6e: Whether respondent has done anything as a result of Connexions they had not thought of doing before

Base: All respondents who have had contact with Connexions

	Wave 2 Phase 1 CXPs (n=15,371)	Wave 1 Phase 1 CXPs (n=12,438)	Wave 1 Phase 2 & 3 CXPs (n=26,054)
	%	%	%
Yes	31	26	29
No	68	69	67
Don't know	1	3	1

Unlike at Wave 1, where Priority 1 respondents were the most likely to say *yes*, there was little difference by Priority group at Wave 2. Similarly, there was little difference by age, gender, disability or ethnicity. Respondents from Direct Delivery partnerships were more likely to say *yes* than those in Sub-contracted areas (32 per cent compared to 27 per cent).

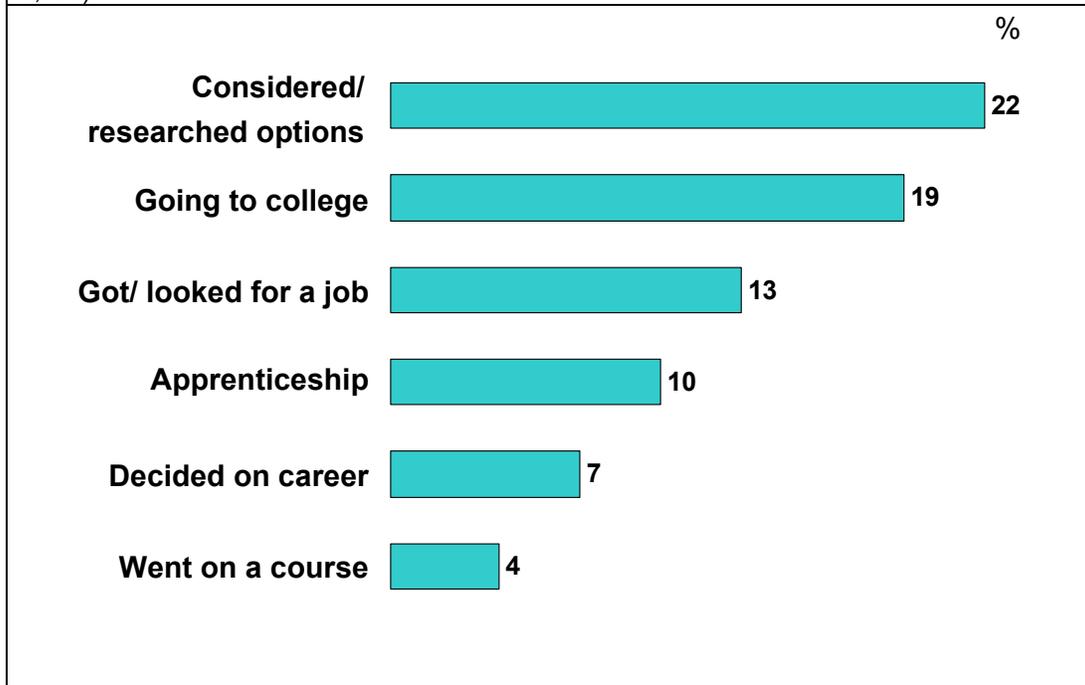
This was also strongly linked to overall satisfaction with Connexions. Those who were satisfied with Connexions were far more likely to have done something as a result of Connexions that they had not thought of doing before, than those who were not satisfied (32 per cent compared to 11 per cent). There was also a link with the impact that Connexions had had on confidence. Of those who said that Connexions had made them more confident, 40 per cent had done something that they had not thought of before as a result of Connexions. However, among those who felt that Connexions had lowered their confidence or made no difference, the proportion was 21 per cent.

6.3.1 What respondents did as a result of their contact with Connexions that they had not thought of doing before

Those respondents who said that they had done something they had not previously considered as a result of their contact with the Connexions Service were asked what they had done. As with decisions made because of Connexions (c.f. Section 6.2), the most common answers were again about education, training and employment, as shown in Figure 6e. The code frame for this question was developed over the course of the project, and so some codes that have been used at Wave 2 are not available for Wave 1. Thus, scope for comparison across the waves is limited.

Figure 6e: What respondents had done as a result of their contact with Connexions that they had not thought of doing before (Wave 2 Phase 1 CXPs)

Base: All respondents who had done something because of their contact with Connexions (n = 4,696)



There were a few differences by Priority group. Priority group 3 respondents were most likely to say that they had considered or researched their options, and thought about what they wanted to do (27 per cent of them said this, compared to 11 per cent of Priority 1 respondents). In contrast, the most common answer given by Priority 1 respondents was that they had applied or gone to college (21 per cent gave this answer). Table 6f shows the differences.

Table 6f: What respondent did due to Connexions that they had not thought of doing before (Wave 2 Phase 1 CXPs)

Base: All respondents who had done something else due to Connexions contact

	Priority 1 (n=725) %	Priority 2 (n=1,794) %	Priority 3 (n=2,177) %
Considered, researched options	11	20	27
Going to college, applying	21	20	18
Got a job, looked for a job	13	16	12
Apprenticeship	11	12	9
Decided on career	6	6	8
Went on course	8	5	2
Stayed at school	1	3	4

There were few major differences between males and females. Females were more likely to have considered or researched their options (24 per cent compared to 20 per cent); males were more likely to have got an apprenticeship (14 per cent compared to six per cent).

Age played an unsurprising role in determining what actions respondents had taken. The decision to go or apply to college was more common among younger respondents (20 per cent of under-18s who had done something due to Connexions, compared with 13 per cent of those aged 18 and over), but older respondents were the most likely to have got or looked for a job (18 per cent of those aged 18 and over and 15 per cent of those aged 16 to 17, compared with eight per cent of those aged under 16), and to have gone on an apprenticeship (13 per cent of those aged over 18 and 11 per cent of those aged 16 to 17, compared with six per cent of the under-16s).

6.4 The impact of Connexions on the confidence of respondents

All young people who had talked to a Personal Adviser or someone else from Connexions were asked whether their contact with the service had made them more confident overall, made them less confident overall, or had made no difference to their confidence:

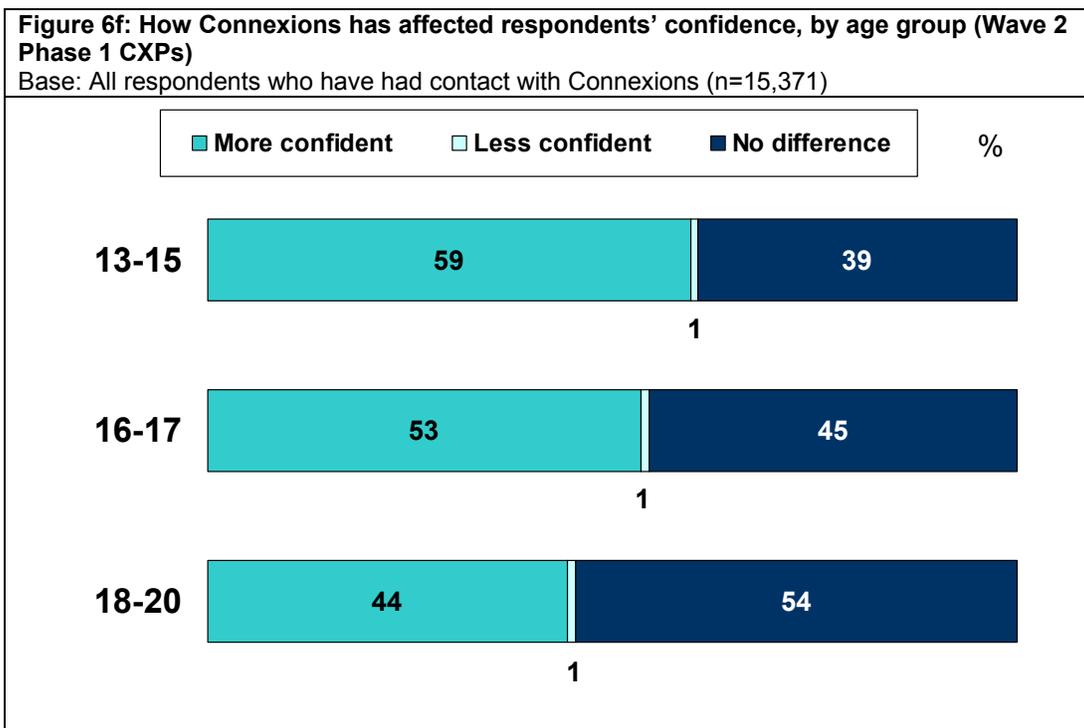
- 53 per cent of respondents said that their contact with Connexions had made them more confident overall;
- 45 per cent said their contact with Connexions had made no difference to their confidence overall;
- only one per cent of respondents said their contact with Connexions had made them less confident overall.

This was a slight improvement from Wave 1, Phase 1 CXPs when 46 per cent of respondents answering the question said that Connexions had made them more confident; 51 per cent said it had made no difference and one per cent said it had made them less confident. At Wave 1, Phase 2 and 3 CXPs the figures were 50 per cent saying they were more confident; 46 per cent saying it made no difference and one per cent saying it had made them less confident.

In Wave 1 Phase 1 CXPs respondents in Priority 1 were more likely than those from Priority 2 and 3 to say that Connexions had made them more confident. Wave 2 results showed no statistically significant difference between young people from different Priority

groups in terms of whether Connexions had increased confidence. 54 per cent of Priority 1 respondents said Connexions had made them feel more confident compared to 55 per cent of Priority 2 and 52 per cent of Priority 3. However, when comparing respondents receiving minimum support (Priority 3) with Priority groups 1 and 2 combined, the difference was significant.

There were also no differences by gender or ethnicity of respondent. However, there was a clear variation by age, with younger respondents more likely to say that Connexions had made them more confident, as shown in Figure 6f.



There was also a slight difference between respondents who reported a long-standing illness, disability or infirmity and those who did not. Those with a long-standing illness or disability were more likely to say that Connexions had improved their confidence (57 per cent compared to 53 per cent). However, two per cent of those with a long-standing illness said that Connexions had made them less confident compared to one per cent of those with no long-standing illness.

Whether confidence was improved by Connexions varied slightly by delivery mode. Among respondents in Direct Delivery Partnership areas, 54 per cent said their confidence had been improved, compared with 50 per cent for those in Sub-contracted Partnerships.

There was some variation between individual Partnerships on this measure. The best results were seen in Coventry & Warwickshire where 58 per cent said contact with the Partnership increased their confidence. At the other end of the spectrum, 46 per cent of respondents in London North said that their confidence had improved, and two per cent said that they had, in fact, become less confident as a result of their contact with Connexions.

Levels of confidence were also affected by the perceived impact of Connexions (see Table 6g). Among respondents who said that Connexions had helped them to do something different, 68 per cent also said that their confidence had increased compared to 46 per cent of those who did not feel that Connexions had helped them to do something different. Confidence was also closely tied up with satisfaction with Connexions. Of those who said that they were satisfied with Connexions, most (56 per cent) felt that the contact with Connexions had improved their confidence. However, among those not satisfied, only six per cent felt that their confidence had improved and eight per cent said that their contact with Connexions had actually made them less confident.

Table 6g: How Connexions has affected respondent's confidence (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)

	Overall satisfaction with Connexions		Whether helped to do anything different	
	Satisfied (n=14,314) %	Not satisfied (n=941) %	Yes (n=4,696) %	No (n=10,429) %
Made more confident	56	6	68	46
Made less confident	1	8	1	1
Made no difference to confidence	42	85	31	52

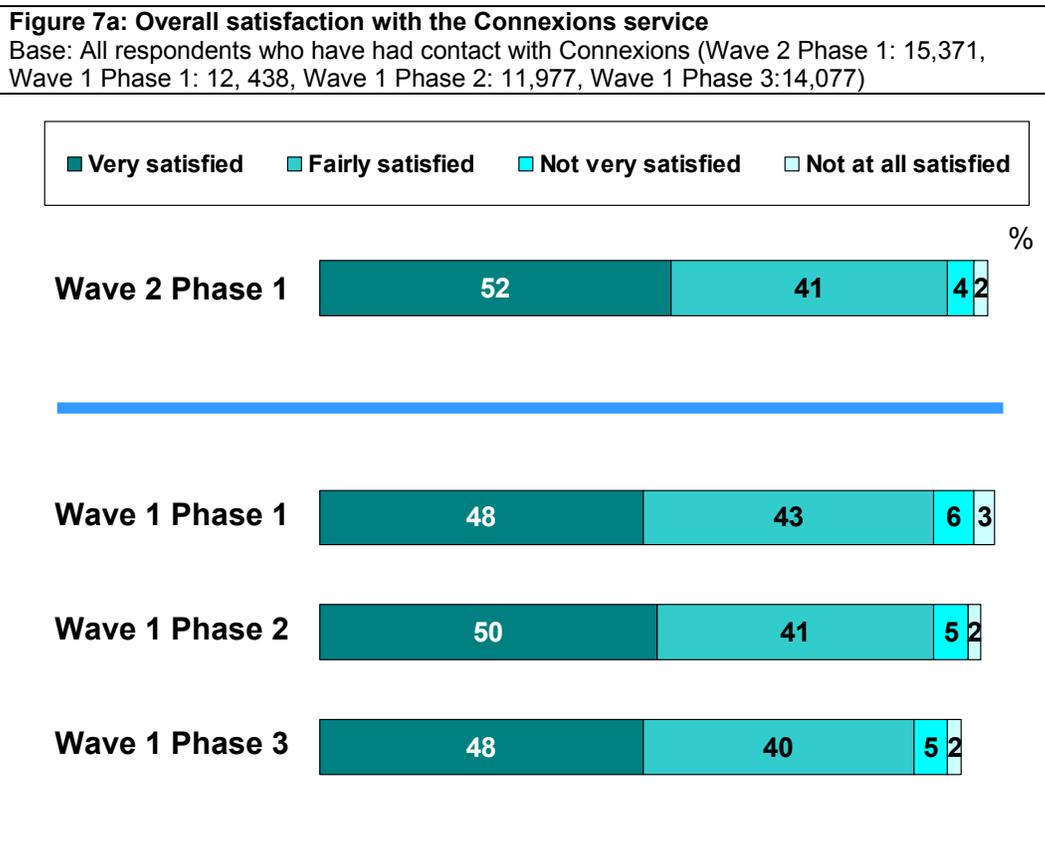
7 Satisfaction with the Connexions Service

Several of the questions in the survey dealt with satisfaction with the Connexions Service from different perspectives.

Young people were asked in general terms how satisfied they were with Connexions overall, as well as a series of more detailed questions relating to their opinions of different aspects of the service and the usefulness of the advice they received. This section covers all of these areas.

7.1 Overall satisfaction

Overall satisfaction with Connexions was very high, with over nine in ten young people who had been in contact with Connexions saying they were either ‘very’ or ‘fairly’ satisfied with the service provided (93 per cent; see Figure 7a). The overall level of satisfaction was very similar at each stage of fieldwork, but at Wave 2 a greater proportion of Phase 1 CXP respondents gave the highest possible rating, ‘very satisfied’, than was the case for Wave 1 Phase 1 CXPs (52 per cent compared with 48 per cent).



Satisfaction was more or less universal and there were few differences by subgroups. The clearest difference was by age, with dissatisfaction increasing with age: three per cent of 13-15 year olds were dissatisfied, compared with seven per cent of 16-17 year olds and nine per cent of 18-20 year olds (see Table 7a). However, these figures are still a very small proportion of the total.

Table 7a: Overall satisfaction with the Connexions service, by age group (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions

	All (n=15,371) %	13-15 (n=3,939) %	16-17 (n=8,684) %	18-20 (n=2,715) %
Very satisfied	52	54	52	49
Fairly satisfied	41	41	41	41
Not very satisfied	4	3	5	6
Not at all satisfied	2	1	2	3

This could be due to a difference in the service provided to these different groups. However, on similar types of surveys we have conducted, younger respondents have also tended to show higher levels of satisfaction. We therefore feel that this difference is as much a reflection of what seems to be a general tendency as a commentary on the Connexions Service per se.

The satisfaction level of young people in Direct Delivery Partnerships was slightly higher (94 per cent) than that of those in Sub-contracted Partnerships (91 per cent satisfied).

Respondents from non-white ethnic groups were on average less satisfied than white respondents with the service they received from Connexions. Although nine in ten (90 per cent) expressed satisfaction, with 46 per cent 'very satisfied', this was still lower than the corresponding results for white respondents (93 per cent and 53 per cent respectively).

Looking at overall satisfaction by whether respondents had a longstanding illness or disability, there were no differences between those with disabilities and those without, with 93 per cent of each group saying they were either very or fairly satisfied overall. However, looking more closely at those with a disability or long standing illness, there were differences in satisfaction between those whose disability limited their activity and those whose disability did not. Those with a disability limiting their activity were less likely to be satisfied compared to those with a disability that did not (92 per cent compared to 96 per cent).

Table 7b: Overall satisfaction with the Connexions service, by disability status (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)

	No disability/ illness (n=13,776) %	Non-limiting disability/ illness (n=728) %	Limiting disability/ illness (n=770) %
Very satisfied	52	56	50
Fairly satisfied	41	40	42
Not very satisfied	4	1	4
Not at all satisfied	2	1	2

Looking at individual Partnerships, there were little variations between areas, with at least nine in ten being satisfied in each case. The highest level of satisfaction was 96 per cent, achieved in the Coventry & Warwickshire CXP. The lowest level of satisfaction was 90 per cent in Humber CXP; however, this Partnership was one of those which had the highest proportion who were ‘very satisfied’ (54 per cent), along with Coventry & Warwickshire and Greater Merseyside CXPs. There was more variation between Partnerships in terms of being ‘very satisfied’; the lowest level was 44 per cent in North London CXP.

There was an unusual relationship between Priority category and levels of satisfaction (see Table 7c). In terms of overall satisfaction, this was higher among those receiving lower levels of support (91 per cent for Priority 1 respondents, compared with 94 per cent among Priority 3 respondents). However, in terms of the proportion who were ‘very satisfied’, this was higher among those receiving higher levels of support.

Table 7c: Overall satisfaction with the Connexions service, by Priority category (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)

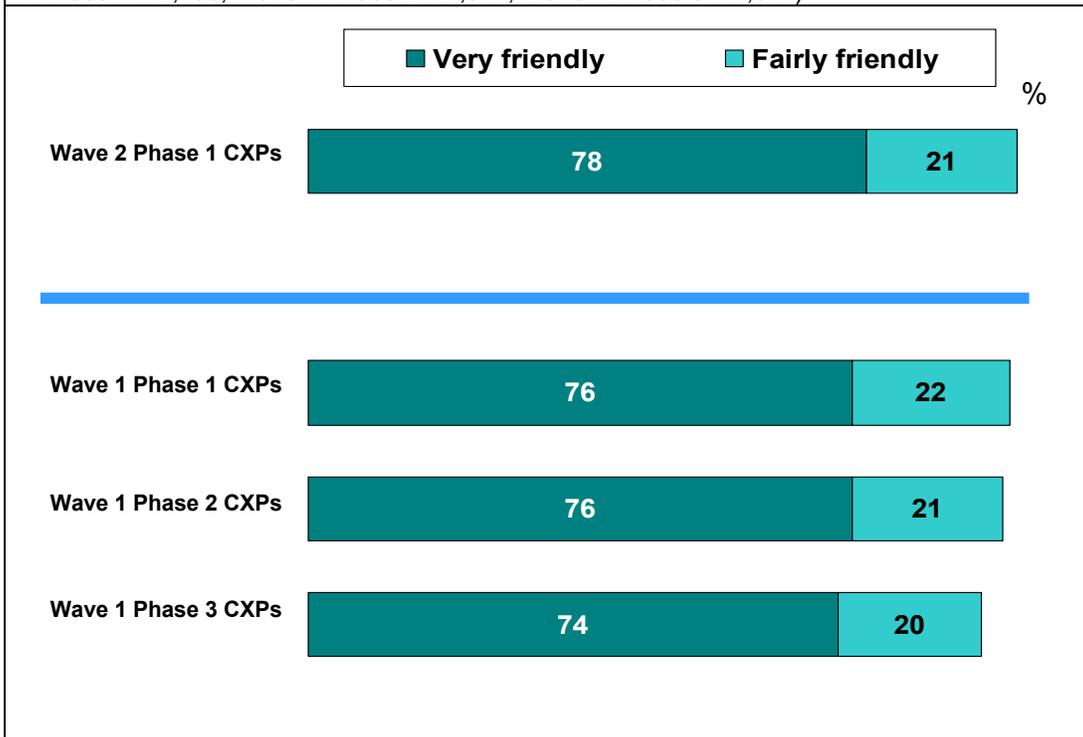
	Priority 1 (n=2,472) %	Priority 2 (n=5,785) %	Priority 3 (n=7,114) %
Very satisfied	54	54	50
Fairly satisfied	37	39	44
Not very satisfied	5	5	4
Not at all satisfied	2	2	1

7.2 Connexions staff

7.2.1 Friendliness of Connexions staff

Ratings on the friendliness of Connexions staff were also very positive. Virtually all young people (99 per cent) felt that the staff were either ‘very’ or ‘fairly’ friendly (see Figure 7b). Results were very similar at all stages of fieldwork.

Figure 7b: Perceived friendliness of Connexions staff
 Base: All respondents who have had contact with Connexions (Wave 2 Phase 1: 15, 371, Wave 1 Phase 1: 12,438, Wave 1 Phase 2: 11,977, Wave 1 Phase 3: 14,077)



In terms of the overall proportion saying staff were ‘friendly’ (either ‘very’ or ‘fairly’), there was little variation between subgroups. Each Partnership had a consistently high proportion of young people rating staff as friendly.

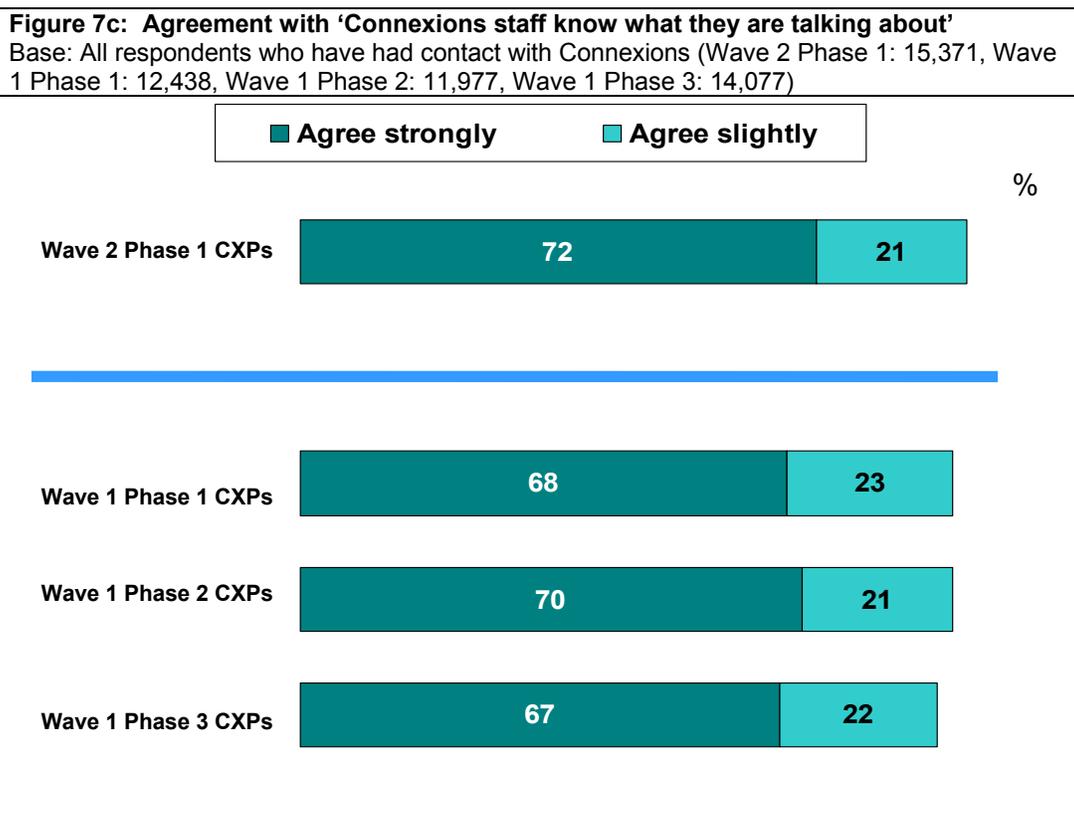
There was a little more variation in terms of the proportions giving the highest rating of ‘very friendly’. In particular, respondents from non-white ethnic groups were less likely than white respondents to say that staff were ‘very friendly’ (73 per cent compared with 78 per cent), although the level was still very high. The proportion who gave this rating varied between Partnerships, from 72 per cent in North London CXP to 80 per cent in each of Coventry & Warwickshire; Humber; Milton Keynes, Oxfordshire & Buckinghamshire; and Shropshire, Telford & Wrekin CXPs.

7.2.2 Staff knowledge

Young people were asked whether they agreed or disagreed with a number of statements about Connexions, including ‘Connexions staff know what they are talking about’.

Again, agreement with this statement was very high, with 93 per cent of young people agreeing (see Figure 7c). The proportion who agreed with this statement, in particular

those ‘strongly agreeing’, was higher at Wave 2 Phase 1 CXPs than at any previous stage of fieldwork.



Respondents who were receiving more intensive support were slightly less likely to agree with this statement when ‘agree slightly’ and ‘agree strongly’ responses are combined (91 per cent of Priority 1 respondents, compared with 93 per cent of Priority 2 and 95 per cent of Priority 3 respondents), or when looking at ‘agree strongly’ responses only (65 per cent, compared with 72 per cent and 75 per cent respectively). This may reflect the greater and more diverse needs of these young people, requiring further or more specialist knowledge. It is however worth noting though that even in the highest priority category, only seven per cent disagreed with the statement.

Younger respondents were more likely to agree, and in particular to ‘strongly’ agree, that staff knew what they were talking about (76 per cent of 13-15 year olds agreed ‘strongly’, compared with 72 per cent of 16-17 year olds and 66 per cent of those aged 18 and over). Although overall agreement with the statement was broadly similar amongst different Partnership types, there were some slight differences when looking at the detailed results: 69 per cent of young people in Sub-contracted Partnerships strongly agreed with the statement, compared with 73 per cent in Direct Delivery Partnerships.

A similar pattern can be noted when looking at young people’s ethnic backgrounds, and this can be linked to the finding on Partnership type detailed above (recalling that Sub-contracted Partnerships had a higher than average proportion of respondents from minority ethnic groups): 72 per cent of white respondents strongly agreed with the statement, compared with 68 per cent of respondents from minority ethnic groups.

Looking at the different Partnership areas, agreement (‘slight’ and ‘strong’) with the statement did not vary greatly, ranging from 90 per cent in the Black Country CXP to 95 per cent in Cheshire & Warrington; Coventry & Warwickshire; Milton Keynes, Oxfordshire & Buckinghamshire; and West of England CXPs.

7.2.3 Availability of Connexions staff

Another staff-related issue included in the survey dealt with the ease of contacting Connexions: young people were asked whether they agreed or disagreed with ‘It is easy to get hold of people at Connexions when you need to’. Again, a high proportion of respondents (82 per cent) agreed with this (see Table 7d). However, agreement was less strong than for staff friendliness and knowledge, indicating that a slightly greater proportion of young people had experienced difficulty getting through to Connexions. The Wave 2 results in Phase 1 areas were similar to those from all previous stages of fieldwork.

Table 7d: Agreement with ‘It is easy to get hold of people at Connexions when you need to’, by age band (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions

	All (n=15,371)	13-15 (n=3,939)	16-17 (n=8,684)	18-20 (n=2,715)
	%	%	%	%
Strongly agree	56	52	57	62
Slightly agree	26	28	27	21
Slightly disagree	7	8	7	7
Strongly disagree	3	4	3	4

Older respondents were more likely to ‘strongly agree’ that it is easy to get hold of people at Connexions – younger ones were more likely to ‘slightly agree’. This could be linked to the fact that older young people might be more comfortable generally with contacting services and therefore might find it easier. They might also have more autonomy than younger respondents enabling them to go into an office more easily. A similar pattern was seen at Wave 1 Phase 1 CXPs, although at that time it was even more marked (45 per cent of 13-15 year olds agreed ‘strongly’, rising to 59 per cent of 18-20 year olds), suggesting that the youngest users are finding it easier to contact Connexions in Phase 1 areas than previously.

At Wave 1 in Phase 1 CXPs, young people who received higher levels of support were more likely to agree that it was easy to contact Connexions staff. This might be expected as young people receiving more intensive support will probably have access to their own Personal Adviser (PA), as well as to the more universal Connexions access points (offices, school visits etc.) and by implication find it easier to contact someone. However, at Wave 2 Phase 1 CXPs, those receiving the highest level of support were in fact less likely to agree with this statement (78 per cent compared with 84 per cent among each of the two other Priority categories).

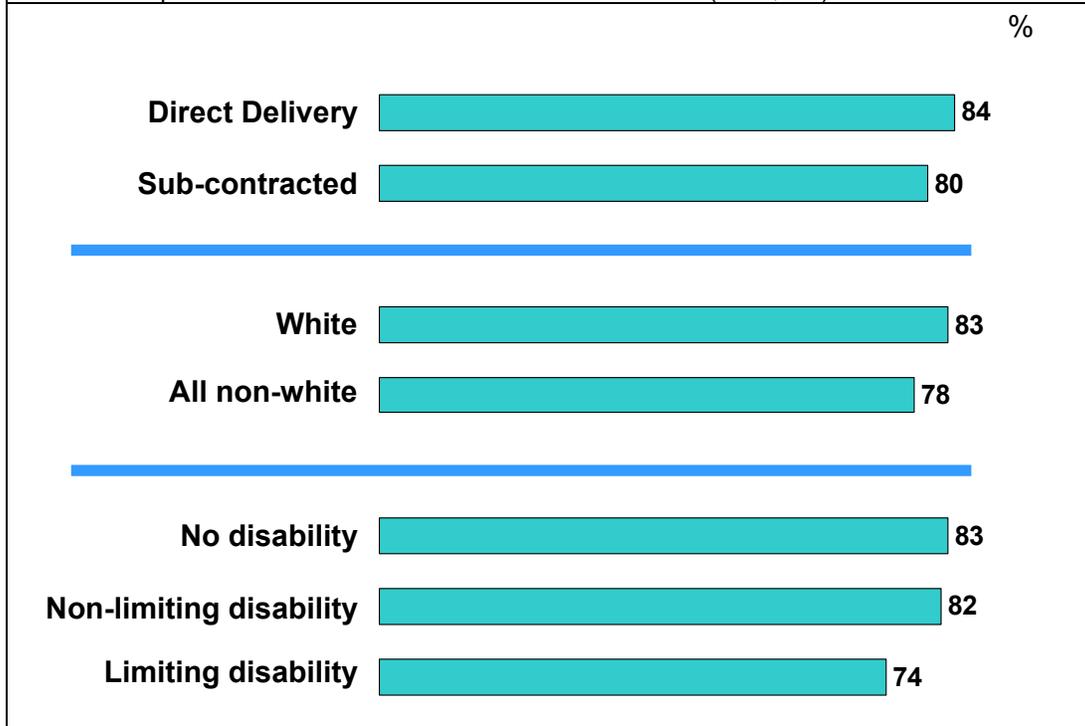
Young people with a long-term disability or illness that limited their activity (who were also more likely to be receiving higher levels of support) were less likely to say that staff were easy to get hold of compared with those with no disabilities or those with conditions that did not affect their activities (see Figure 7d). Although this possibly indicates an area of concern, it is worth reiterating that still as many as three-quarters of this group agreed that it was easy to get hold of Connexions staff.

The Partnership delivery model also seemed to have an impact on the ease of access to Connexions, with 80 per cent of respondents agreeing with the statement in Sub-contracted Partnerships, compared with 84 per cent in Direct Delivery Partnerships (as shown in Figure 7d).

There was a similar difference by ethnicity, with young people from minority ethnic groups less likely to agree with the statement (78 per cent) than those from white backgrounds (83 per cent). This is related in part to the fact that minority ethnic young people respondents tended to live in Sub-contracted Partnership areas - if just Sub-contracted Partnerships are looked at, the difference between white and minority ethnic young people agreeing with this statement is far less marked (80 per cent, compared with 78 per cent respectively).

Figure 7d: Ease of getting through to Connexions, by mode of delivery and ethnic group (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)



7.3 Agreement with statements about Connexions

Two further ‘agreement-scale’ statements about Connexions were presented to respondents: the first about the Service helping young people to see all the options available to them and the second about having a lot to offer young people. Results from these are shown in Table 7e.

Table 7e: Agreement with statements on Connexions

Base: All respondents who have had contact with Connexions (Wave 2 Phase 1: 15,371, Wave 1 Phase 1: 12,438)

	Connexions helps me see all the options available to me		Connexions has a lot to offer young people	
	Wave 1 Phase 1 CXPs %	Wave 2 Phase 1 CXPs %	Wave 1 Phase 1 CXPs %	Wave 2 Phase 1 CXPs %
Strongly agree	42	47	64	70
Slightly agree	44	42	25	23
Slightly disagree	7	7	4	3
Strongly disagree	3	3	2	2

The proportions agreeing with each statement were high, with 89 per cent of young people agreeing ('strongly' or 'slightly') that Connexions helped them see all the options available to them, and 93 per cent agreeing that Connexions had a lot to offer young people. Agreement with each of these statements was higher at Wave 2 than at Wave 1 for Phase 1 Partnerships.

Looking in more detail at the statement 'Connexions helps me see all the options available to me', there were several differences between subgroups in terms of levels of agreement. Black young people were less likely than their counterparts from other ethnic groups to agree that Connexions helped them see all the options available to them (83 per cent, compared with 89 per cent of white and Asian respondents, and 87 per cent of those from mixed and other ethnic backgrounds).

Young people with a long-standing illness or disability which limited their activities in some way were less likely to agree with this statement compared with those who had no disabilities (84 per cent of those with disabilities did so, 42 per cent 'strongly' compared with 89 per cent, 48 per cent 'strongly'). Perhaps more surprisingly though, young people who possessed disabilities or illnesses which did not limit their activity were the most likely to agree (92 per cent; 54 per cent 'strongly'). It is possible that, in some of these cases, Connexions has had a particular success in broadening horizons and opportunities.

Those in the oldest age bracket, 18-20, were less likely to agree (86 per cent) or agree 'strongly' (43 per cent) with the statement compared with their younger counterparts (90 per cent and 49 per cent respectively of younger respondents). Speculatively, this may reflect the greater number of options available to older users, and consequently less chance of seeing 'all' the options; however, as with all of the results discussed above, the level of agreement was still very high.

Unsurprisingly, young people who were generally satisfied with the Connexions Service were much more likely to agree with the statement (93 per cent) than those who were not satisfied (34 per cent).

Agreement with the statement 'Connexions has a lot to offer young people' varied rather less. Again, as might be expected, satisfied young people were more likely than dissatisfied young people to agree with the statement, although even among the dissatisfied group as many as half agreed (96 compared with 51 per cent).

Looking at the results in greater detail, there was more variation between subgroups in the proportion who 'strongly' agreed with this statement. As with the previous statement, lower agreement levels were seen among Priority 1 respondents (66 per cent 'strongly agreed', compared with 71 per cent of Priority 2 and Priority 3 respondents), among the

oldest age group (66 per cent, compared with 70 per cent of younger respondents), and among those with long-standing illnesses or disabilities that limited their activity (63 per cent, compared with 70 per cent of those with no such condition, and 74 per cent of those with a non-limiting condition).

7.4 The importance of young people being involved in the planning and delivery of Connexions

Young people were asked whether they agreed or disagreed with the statement ‘It is important that people of my age are involved in the planning and running of Connexions’. Agreement with this statement was high at 87 per cent (see Table 7f). This compares to 83 at Phase 1 Wave 1.

Table 7f: Agreement with ‘It is important that people of my age are involved in the planning and running of Connexions’

Base: All respondents who have had contact with Connexions (Wave 1 Phase 1, n = 12,438, Wave 2 Phase 1, n = 15,371)

	Wave 1 Phase 1 CXPs	Wave 2 Phase 1 CXPs
	%	%
Strongly agree	50	54
Slightly agree	33	33
Slightly disagree	6	6
Strongly disagree	2	2

Agreement with this statement generally remained stable amongst almost all sub-groups. However, within minority ethnic groups, black respondents were more likely to strongly agree that people of their age should be involved in planning and running the service: 65 per cent agreed strongly compared to 52 per cent of Asian, 54 per cent of white, and 55 per cent of respondents from mixed and other ethnic backgrounds.

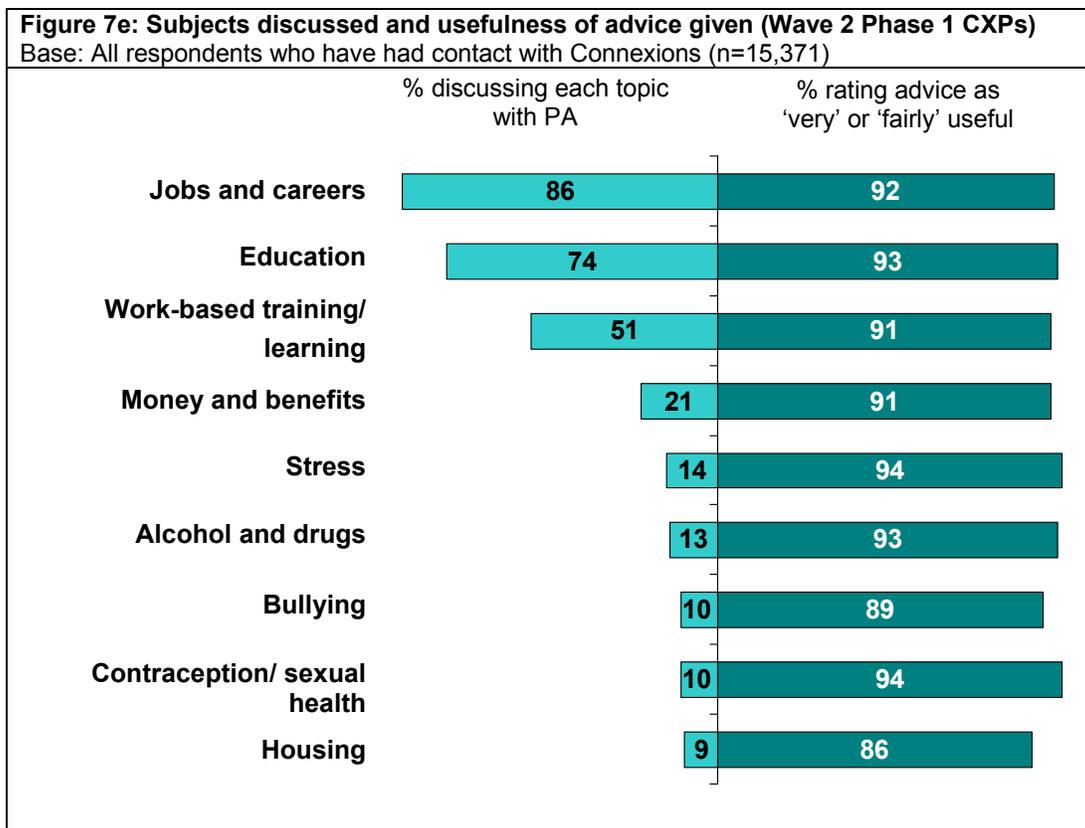
Those respondents who were not satisfied overall with the Connexions Service were less likely to agree that it was important that people of their age were involved in planning and running the Service, and were more likely to disagree with the statement and more likely also to reply ‘don’t know’. Only 68 per cent of those dissatisfied with Connexions overall agreed with the statement, compared to 88 per cent of those who were satisfied; 24 per cent of dissatisfied respondents disagreed with the statement, compared to just seven per cent of those who were satisfied with the Connexions Service. These sub-group results are consistent with Wave 1 Phase 1 CXPs results.

Levels of agreement with the statement were consistent across all Phase 1 Partnerships.

7.5 Usefulness of advice given

When looking at satisfaction with the Connexions Service, it is also important to look at the perceived usefulness of the advice given to young people.

Earlier, we showed that most young people spoke to someone about jobs and careers, education or work-based training. At the same time, we also showed that 40 per cent of young people who spoke to someone also discussed one or more of the six other more ‘personal’ topics. Ratings for the advice given in all areas were very positive, with the proportion rating the advice as very or fairly useful ranging from 86 per cent for housing advice to 94 per cent for advice on stress and on contraception and sexual health (see Figure 7e). Looking specifically at ‘personal’ advice categories, and comparing with the results for Wave 1 Phase 1 CXPs, the proportion who rated the information on each topic as ‘very’ or ‘fairly’ useful was slightly higher at Wave 2 Phase 1 CXPs, with the exception of advice on housing which remained at 86 per cent, and on bullying, which fell from 92 per cent to 89 per cent.



There were few differences in ratings of usefulness between subgroups; certainly fewer than was the case at Wave 1, suggesting that the Service is “bedding down”.

The strongest differentiator overall was age; for most of the topics offered, respondents in the younger age groups who received such advice were more likely to rate this as ‘useful’. For instance, looking at advice on jobs and careers, 95 per cent of 13-15 year olds felt that this advice was useful, compared with 91 per cent of 16-17 year olds and 89 per cent of 18-20 year olds. In contrast to Wave 1 in Phase 1 areas, there was no consistent relationship between Priority category and ratings of usefulness, and little difference between Direct Delivery and subcontracted Partnerships in terms of usefulness of information delivered.

7.6 Link between different ratings and overall satisfaction

As might be expected, young people’s levels of agreement and ratings of staff and other issues were linked to their overall satisfaction with Connexions. For instance, staff ratings by satisfaction are shown in Table 7f.

Table 7f: Perceptions of staff, by overall satisfaction (Wave 2 Phase 1 CXPs)

Base: All respondents who have had contact with Connexions (n=15,371)

	Satisfied (n=14,314)	Dissatisfied (n=941)
	%	%
Feel that staff are very friendly	80	41
Strongly agree that staff know what they are talking about	76	17
Strongly agree that it is easy to get hold of people at Connexions	59	24

7.7 Key drivers of satisfaction

Key driver analysis is a type of multiple regression that has been used to try to identify those factors that had the greatest impact on enabling young people to make decisions about their future. The purpose of this analysis is to identify the influences that make an important contribution to an outcome (e.g. satisfaction with a service) by showing to what extent views about the service overall can be predicted from views about particular aspects of the service. More details of the technique and the approach taken can be found in the Appendices.

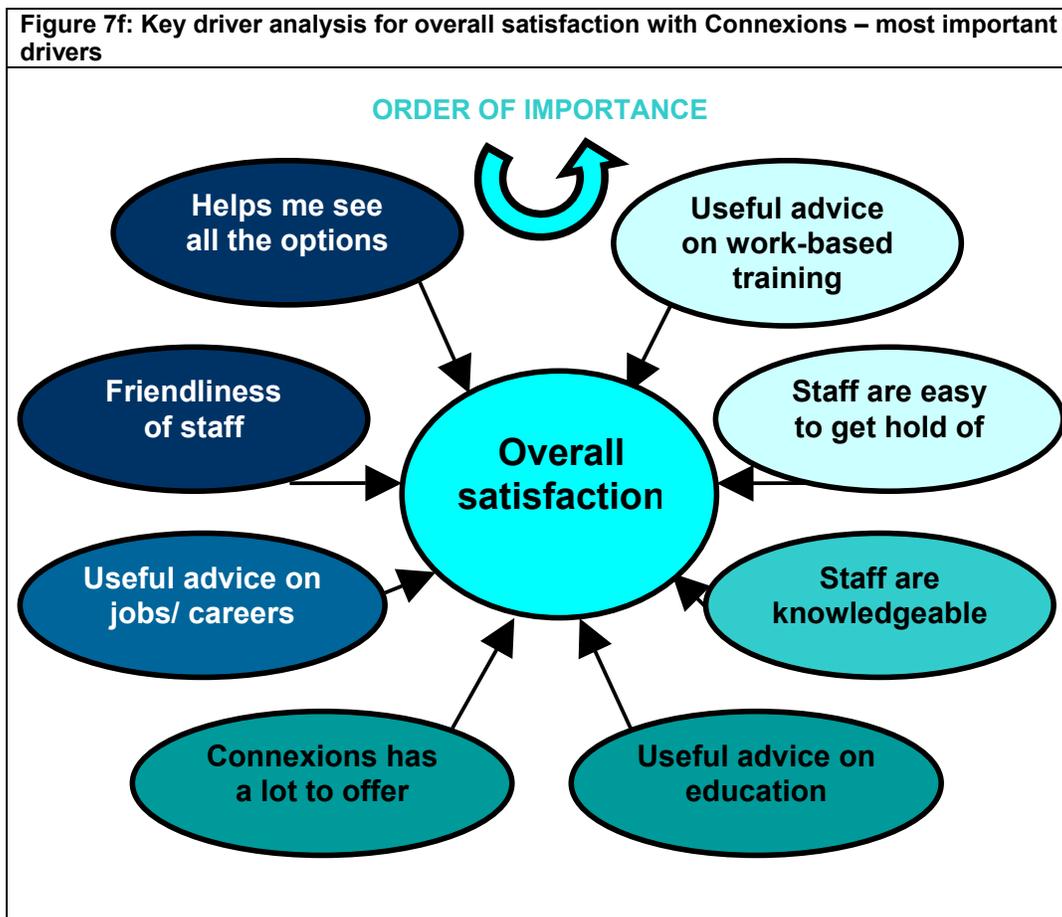
The analysis looked at the key drivers for:

- overall satisfaction;
- making respondents more confident overall;
- and helping respondents decide what to do in the next couple of years.

Although the key driver analysis has been updated after each Phase of fieldwork (three Phases in Wave 1 of the survey and Wave 2 Phase 1), there has been very little change in the key drivers of overall satisfaction, impact on confidence and deciding what to do in the future; neither has there been any significant change in the relative importance of the key drivers.

7.7.1 Key drivers of overall satisfaction

A summary of results is shown in Figure 7f.



The eight areas shown in the chart are the key drivers of ‘overall satisfaction’ (in order of importance, anti-clockwise from top left – “Helps me to see all the options”). These can be aggregated into three main areas: staff-related issues (friendliness, knowledgeable, easy to contact), general ratings (help see all options, have a lot to offer), and usefulness of the advice given (on jobs and careers, education and work-based training/learning. (Other areas of advice did not register significantly in the model).

This shows that many of the areas detailed in the analysis of customer satisfaction of Connexions Service users section are interrelated and, in terms of maintaining high levels of satisfaction among young people, these key drivers are the most important areas to focus on.

These key drivers have remained consistent throughout all the phases of the fieldwork of the survey.

7.7.2 Key driver analysis of increase in respondents' confidence

The multiple regression analysis identified a number of key factors driving whether contact with the Connexions Service improved the confidence of young people. These are listed below, starting with the most important factors:

- overall satisfaction, as a composite measure (see above for discussion of the individual key drivers of overall satisfaction, some of which operated independently on respondents' confidence);
- Connexions staff helping respondents to see all the options available;
- the usefulness of advice given about education;
- the usefulness of advice given about jobs and careers;
- agreement with the statement that Connexions has a lot to offer young people.

Of these, the composite measure of overall satisfaction had a much bigger impact than the other factors taken individually.

7.7.3 Key driver analysis for agreement that Connexions helped respondents decide what to do in the future

Again, multiple regression analysis was carried out to identify the key drivers for respondents saying that Connexions helped them decide what to do over the next couple of years. The main factors are set out below, in order of importance (most important first) of their total effects on helping respondents to make decisions on their future:

- improvement in respondent's confidence as a result of contact with Connexions (see the section above for key drivers of improved confidence);

- overall satisfaction with Connexions (see Section 8.4.1 for key drivers of overall satisfaction);
- usefulness of advice given about education;
- usefulness of advice given about jobs and careers;
- usefulness of advice given about work-based learning/ training;
- Connexions staff helping young people to see all the options available to them;
- agreement that Connexions staff know what they are talking about;
- agreement that Connexions staff are easy to get hold of;
- agreement that Connexions has a lot to offer young people;
- friendliness of Connexions staff.

Improved confidence and overall satisfaction were both among the key factors, so the key drivers of each of those collective ideas are also indirect drivers of respondents saying that Connexions helped them decide what to do in the next couple of years. These effects have been isolated so that each is counted only once in prioritising the above list.

Apart from these collective ideas, the main driver of Connexions helping young people to take decisions about their future is the usefulness of advice given about jobs, education and training - the three most-commonly given topics of advice. Other areas of advice were given to too few respondents to register in the model.

Analysis was also carried out to identify the total effects by different segments of the achieved sample of young people. Perhaps the only subgroup difference worthy of highlighting was among minority ethnic respondents, where *enabling* ideas (being helped to see all the options, having lot to offer to young people) were even more pronounced as key drivers. Although it had been imagined that there might be differences between the models for Direct Delivery and Sub-contracted delivery Partnerships, the models were in fact very similar.

Results of the key driver analysis from the second wave of the survey in Phase 1 CXPs were very similar to those for Phase 1 Partnerships at Wave 1. Indeed, there has been very little change at all in the key drivers over the different fieldwork stages.

7.8 General comments about Connexions

At the end of the questionnaire, young people were given the option of giving any comments they wished in an open-ended question.

Only a small proportion of young people chose to make a comment: 12 per cent gave an answer to this question. Answers were quite general, with five per cent describing a good experience with Connexions, and three per cent mentioning that Connexions had been helpful to them. All other answers could only be grouped in codes that amounted to one per cent of respondents or fewer.

The comments below relate to young people's satisfaction with Connexions. Several comments made were very positive, in line with the overall results:

'You know where to go to speak to people if you need someone to talk to or any answers.'

'The woman I dealt with was extremely helpful and friendly, she was my age so she understood where I was coming from.'

'It's a very good service, but it should be clarified that you can talk to them about anything.'

'Their website is very useful; the careers A-Z is very useful.'

'The staff are really enthusiastic, they are determined to help in many ways - maybe a bit over persistent (I keep getting Connexions letters)! I found the career information, after my careers interview, was really useful.'

'I think it's really great and brilliant. They should get a pay rise because they are brilliant.'

There were also some less positive comments and suggestions for improvements:

'On the whole they are good, but they could do a lot better in certain topics, e.g., people who want to do Modern Apprenticeships.'

'It needs to be open later on in the evening, and the rooms need to be a bit more private.'

'I was misled by them. I want to do an apprenticeship - I was not told I needed to go to college and now I have lost my work placement.'

'I understand that they are busy, but when you go to Connexions sometimes they are not there; if you have an appointment they don't give enough notice.'

'The problem with the service as it stands is that it doesn't compete with longstanding already existing services, it only helps to refer people to the existing services.'

I would like them to stop sending me useless leaflets. They are not even worth reading - I get halfway through and they are saying the same thing, about Apprenticeships and stuff.'

8 Conclusions

Returning to the 15 Phase 1 CXPs just over a year after the initial wave of fieldwork in these areas, the second wave of research found that the high levels of awareness and satisfaction seen at that time had in most cases been successfully maintained and, in several cases, improved upon. This is a considerable achievement, given how positive the results seen at Wave 1 were.

Awareness of the Connexions Service had risen among young people who responded to the survey; already very high at Wave 1, it was almost complete (98 per cent) for young people in Phase 1 CXPs at Wave 2. Satisfaction levels maintained the very positive results seen at Wave 1 for these Partnerships, with over nine in ten saying they were satisfied with the service they received. There has also been a slight increase in the proportion who were 'very satisfied', with half (52 per cent) of all Service users now giving this rating. The overwhelmingly positive perceptions of Connexions staff as friendly (99 per cent), knowing what they are talking about (93 per cent) and being easy to get hold of (82 per cent) have all been maintained (and in the case of 'knowing what they are talking about', improved) since Wave 1 fieldwork in these Partnerships.

Connexions Personal Advisers (PAs) provided advice on a wide range of topics. Whilst this was mostly focused on education, employment and training, as many as two in five young people who had contact with Connexions discussed a more personal topic such as stress and bullying. Such personal topics were covered more often amongst those assessed as needing the most support (Priority 1), suggesting that CXPs are continuing to target their most intensive work where it can have the greatest impact. This is also supported by evidence that Priority 1 respondents were more likely than those in lower Priority groups to have had a greater number of contacts with Connexions. Similar patterns were found at Wave 1 for Phase 1 CXPs. For each of the topics they discussed, young people tended to state that the information they received was useful. In almost all cases, perceived usefulness of information and advice offered on topics was equal to, or slightly better than levels achieved in Wave 1 fieldwork in Phase 1 CXPs.

The information that was provided had a measurable impact on those who used the service, and this impact has grown stronger over time. Seven out of ten (70 per cent) said they had been helped to make a decision (a third said this was definitely the case), three in ten (31 per cent) had done something they had not thought of before as a result, and just over half (53 per cent) said that their contact with Connexions had made them more confident. These results have all increased slightly since Wave 1 for Phase 1 CXPs, both overall and within most sub-groups. Again, those in Priority category 1 were more likely to report having done something they had not thought of before, and more likely to report increased confidence compared to those in other Priority groups.

For several key results at Wave 1 for Phase 1 CXPs, Direct Delivery Partnerships had more positive results than Sub-contracted Partnerships. By Wave 2, many of these gaps had been closed, due to increases in performance by Sub-contracted Partnerships (or, where results had improved across the board, by the increase among Sub-contracted Partnerships exceeding the increase in performance among Direct Delivery Partnerships). In particular, there was no difference between the two groups in terms of awareness of Connexions or recalling contact with Connexions at Wave 2 for Phase 1 CXPs. There remain some minor differences between the two modes; for example, overall satisfaction with the Connexions Service was very slightly lower among Sub-contracted Partnerships.

There were also fewer differences between subgroups in terms of Priority category, gender and ethnic origin than were the case for Phase 1 CXPs at Wave 1, suggesting that delivery of the Connexions Service is now settling down.

The largest variation in responses was between different age groups, which might be expected given the changing needs of young people over the age range of the cohort. Some of these variations are self-explanatory: for example, those below school-leaving age were more likely to discuss education or bullying, and older Service users were more likely to discuss employment and housing. Younger users were also more likely to say that contact with Connexions had increased their confidence.

The most significant drivers for determining whether Connexions helped users decide what to do were whether contact had increased their confidence, overall satisfaction with the service, usefulness of advice given on various topics and being helped to see all of the options available to them. These last two were in turn key drivers of the first two measures (overall satisfaction and whether contact had increased respondents' confidence) and, since they can be directly targeted for improvement (unlike confidence and satisfaction, which are more holistically related to the respondent's overall experience), are perhaps the best areas to concentrate on in terms of maintaining and building upon the positive results seen in the Connexions customer satisfaction survey to date. There has been very little change in the key drivers between Wave 1 and Wave 2 of the survey in Phase 1 Partnerships.

APPENDICES

Appendix A – Questionnaire design

The survey questionnaire was developed at Wave 1 over a period of several weeks, reflecting the extensive input from the Department for Education and Skills, the Supporting Children and Young People's Group (SCYPG, formerly known as the Connexions Service National Unit (CSNU)), individual Connexions Partnerships, young people in contact with Connexions and the research team at BMRB.

Initially, the questionnaire was planned to fit on four sides of A4 paper, with the intention that approximately three-quarters of the questionnaire would be a common format with the final quarter to be selected by each Partnership from a 'menu' of options. However, the feedback indicated that there were many questions where there was widespread agreement on their importance and it was subsequently agreed by DfES and SCYPG that the questionnaire would be doubled in length (to eight pages of A4) and that for this survey and the subsequent main stage, the questions would be the same for all Partnerships. The only exception to this was questions on Education Maintenance Allowance (EMA), which were only asked in Partnership areas where EMA was available in at least one LEA covered by the Partnership.

The following sections set out the stages of questionnaire development leading up to Wave 2 Phase 1 CXP fieldwork, followed by a summary of changes made between Phase 1 and Phases 2 and 3 of Wave 1. The appendix concludes with a summary of changes made between Wave 1 and Wave 2 of the survey.

Initial visits to Connexions Partnerships

The first stage entailed visiting four Partnerships: South London (Sub-contracted), Lincolnshire & Rutland (Direct Delivery), Cheshire & Warrington (Direct Delivery) and Tyne & Wear (Phase 2, Direct Delivery). At each visit, members of the research team met with key staff at the CXP to discuss how the service was delivered in practice, what the staff perceived to be the key issues in delivering Connexions, how they defined and measured 'success' in working with young people, and what issues should be included in the questionnaire. In addition, these visits covered practical sampling issues, definitions of a 'contact', opt-out issues, etc.

During the visit to the Gateshead office of Connexions Tyne & Wear, the research team also had a particularly productive meeting with young people from the local Peer Group Project, who contributed many useful comments on questions, language, fieldwork and the

like. We were not able to take on all the comments, but the perspective of young people at an early stage of questionnaire development was very helpful.

Subsequently, a number of early drafts of the questionnaire were discussed before agreeing a version for cognitive interviewing.

Cognitive interviewing

An important part of the questionnaire development stage involved cognitive interviewing. Cognitive testing seeks to understand the thought process that a respondent uses in trying to answer a question. The aim is to see whether the respondent understands both the question as a whole and any key specific words and phrases it might contain, what sort of information the respondent needs to retrieve in order to answer the question and what decision processes the respondent uses in order to come up with an answer.

We carried out 20 cognitive interviews with young people in four different areas (Chester, Coventry, Lincolnshire & Rutland and Merseyside). These interviews took place between the 2nd of October and 8th of October 2002. All respondents were provided with a £15 token as a thank-you for their time. Interviews were conducted with a range of young people with regards to gender, age and type of support they receive from Connexions.

We used two versions of the questionnaire, and two methods of administration were used (self-completions versus reading out the questions). The researchers who had conducted the interviews held a debrief session where each question was discussed in turn. The results of this were written up in the form of a marked up questionnaire.

Amending the questionnaire

As a result of the cognitive testing the questionnaire was revised to take the findings into account. The main changes revolved around simplifying the question wording to make sure everyone understood the question. There were other instances where the wording needed to be clarified so all the young people would interpret the question in the same way. Other changes related to clarifying the question and making it shorter as some young people found long questions difficult to understand. Some questions were not working and were entirely removed from the questionnaire.

Final Wave 1 Phase 1 CXPs questionnaire design issues

After the cognitive interviewing stage, further drafts of the questions were developed and circulated to Phase 1 Connexions Partnerships for comment. These comments were summarised and sent with recommendations for a final format to DfES and SCYPG.

The final questionnaire included sections on:

- awareness of Connexions
- contact with Connexions
- issues raised with Connexions staff
- satisfaction with Connexions
- the impact of using Connexions
- involvement in Connexions
- Education Maintenance Allowance (in certain areas)
- demographic information.

BMRB commissioned a young artist to design an eye-catching cover for the postal questionnaire. After comments from CSNU and DfES, a revised version, incorporating some images from the Connexions website, was designed and approved for use with the questionnaire.

The questionnaire was finally approved in early December 2002, with the next couple of weeks set aside for programming and testing the CATI and CAPI scripts. A telephone pre-pilot was carried out on 18 December to test the questionnaire and respondents' reactions to being contacted before the survey went live, starting on 2 January 2003.

Final Wave 1 Phase 1 CXPs questionnaire

The questionnaire administered through all four methods in this survey was identical, apart from minor technical differences relating to the different mode. For instance, the wording for the questionnaire introduction differed a little, as did the formatting.

All routing was controlled electronically in the electronic surveys (CATI, CAPI and web). For the postal survey, most routing was detailed on the paper questionnaire apart from one filter, which depended on region: the three questions relating to the Educational Maintenance Allowance (EMA) were only asked in Partnerships containing at least one LEA where the EMA was in operation. As this would have been too complicated to administer through simple routing on the paper questionnaire, two postal questionnaire versions were created, one including the questions and one excluding them, and these were sent to respondents in the relevant areas.

Amendments for Wave 1 Phase 2 and 3 fieldwork

A small number of changes were made to the questionnaire between fieldwork in Phase 1 and Phase 2 Partnerships during Wave 1 of the survey.

Two new questions were added about awareness and usage of Connexions Direct. The questions on EMA were asked in all Partnerships from Wave 1 Phase 2 onwards (therefore only one version of the paper questionnaire was used for these Phases). Two existing questions (contacting Connexions and current activity status) had their answer lists expanded to give a greater amount of detail. Other than this, the only change was a minor wording change on the first question describing the target age range of Connexions in a more easily understood manner.

Where base definitions were different (i.e. the EMA questions), analysis was conducted separately for Wave 1 Phase 1 CXPs from Wave 1 Phases 2 and 3. Where answer codes were altered, analysis in Wave 1 Phase 2 and 3 was carried out both on the new versions of the questions, restricted to Wave 1 Phase 2 and 3 respondents, and on the old versions by combining answers back into the original categories, based on all respondents.

No further changes were made between fieldwork in Phase 2 and Phase 3 Partnerships at Wave 1.

Amendments for Wave 2 Phase 1 CXPs fieldwork

A number of further changes were made to the questionnaire between the end of Wave 1 and the start of Wave 2 fieldwork.

Two new questions were added to ascertain the presence and scope of long-term illnesses and disabilities. The ethnicity question was revised and expanded to bring it in line with the full list of categories used in the 2001 Census.

In the question on activity status, the code 'Looking for work/ unemployed' was separated out into 'Unemployed and looking for work' and 'Unemployed and not looking for work', and on the postal questionnaire the respondent was asked for the first time to record the date on which they completed the interview (this information was already automatically collected for telephone and face-to-face interviews). These two changes were required as part of an exercise assessing the validity of the status information held on the Connexions database, to be completed in Autumn 2004.

The only other change was that the word 'new' was dropped from the description of Connexions as 'a new service for young people', as this was no longer appropriate.

Again, where answer codes were altered, analysis in Wave 2 Phase 1 CXPs was carried out both on the new versions of the questions and where possible on the old (Wave 1) versions by combining answers back into the original categories.

Appendix B – Sampling

The aim for the Wave 2 Phase 1 CXPs Connexions customer satisfaction survey was to achieve 1,000 responses in each of the 15 Phase 1 Connexions Partnership areas. These were:

Phase 1 Partnerships

- Black Country
- Cheshire & Warrington
- Cornwall & Devon
- Coventry & Warwickshire
- Cumbria
- Greater Merseyside
- Humber
- Lincolnshire & Rutland
- Milton Keynes, Oxfordshire & Buckinghamshire
- North London
- Shropshire, Telford & Wrekin
- South London
- South Yorkshire
- Suffolk
- West of England.

The pilot wave of the survey (Wave 1 Phase 1 CXPs), against which the results from Wave 2 Phase 1 CXPs are compared in this report, also had a target of 1,000 interviews in each of these 15 Connexions Partnership areas. The second and third stages of the first wave of fieldwork had the same target of 1,000 interviews in each of the 32 Phase 2 and 3 Partnerships listed below:

Phase 2 Partnerships

- Bournemouth, Dorset & Poole

- Cambridgeshire & Peterborough
- County Durham
- Gloucestershire
- Hereford & Worcestershire
- Hertfordshire
- Lancashire
- East London
- Nottinghamshire
- Somerset
- Staffordshire
- Tyne & Wear
- Central London

Phase 3 Partnerships

- Bedfordshire & Luton
- Birmingham & Solihull
- Derbyshire
- Essex, Southend & Thurrock
- Greater Manchester
- Leicester Shire
- Northamptonshire
- South Central
- Sussex
- Tees Valley
- London West
- Wiltshire & Swindon
- York & North Yorkshire

- West Yorkshire
- Kent & Medway
- Surrey
- Berkshire
- Norfolk
- Northumberland

At each stage of the fieldwork, within each area, the aim was to achieve 200 responses (or 20 per cent) with young people receiving intensive support (Priority 1), and 400 responses (40 per cent) each with those receiving intermediate and minimum support (Priority 2 and 3 respectively). (When work on the project began, the proportions of the three support levels across all Connexions Partnerships were estimated to be 10 per cent in Priority 1, 40 per cent in Priority 2, and 50 per cent in Priority 3.)

For the survey, it was decided to over-sample those in Priority 1 and to reduce the sample among those receiving minimum support. This was because the Connexions Service was carrying out most work with those receiving intensive support, and these young people therefore constituted the group of greatest interest. Also, because overall the proportion of young people in Priority 1 was estimated to be quite small (around 10 per cent), this would only yield around 100 achieved responses out of a total of 1,000 within each area. The decision to try and deliver more interviews with young people in Priority 1 would improve the robustness of analyses by Priority category, particularly within individual Partnerships. (Because the proportion of young people in Priority 3 was much higher, the impact of reducing the number of responses for this group was minimal).

The samples were taken from Connexions Partnership databases. The sample population was taken as being all contacts within a three-month period. To ensure the freshest possible sample, a different three-month period was used for each fieldwork stage, being the three months closest to the fieldwork dates which allowed sufficient turnaround time for contact and opt-out procedures.

- For Wave 1 Phase 1 CXPs fieldwork, the period was from 1 July to 30 September 2002;
- For Wave1 Phase 2 CXPs fieldwork, the period was from 1 February to 30 April 2003;

- For Wave 1 Phase 3 CXPs fieldwork, the period was from 1 May to 31 July 2003;
- For Wave 2 Phase 1 CXPs fieldwork, the period was from 1 November 2003 to 31 January 2004.

A contact was defined as including all face-to-face and telephone contacts, group sessions and contacts by letter and e-mail. Blanket mailings, e-mailings and text messages (SMS) were excluded.

The total numbers to be sampled from each Partnership area depended on whether the CXP decided to run an opt-out procedure - clearly, in areas running an explicit opt-out (all young people could decline to take part at any stage in any case), a larger number would need to be sampled initially. Where Partnerships were running an opt-out (either because the Partnership's data protection registration precluded contact details being passed on without an opt-out, or because the Partnership felt it was necessary for them to contact young people first), an anonymised file was sent to BMRB containing demographic details of all young people contacted within the relevant period. The cases were then stratified by Priority category, gender and age. From these cases, BMRB randomly sampled 522 cases from young people in Priority 1 and 1,045 each from those in Priority 2 and 3 (i.e. a total of 2,612 for each Partnership). After the opt-out period was complete, the Partnership sent BMRB the revised sample file with full contact details for all young people who had not opted out. These cases were again stratified by Priority, age and gender and then the final random sample was taken of 380 young people in Priority 1, and 880 each in Priority 2 and 3 (i.e. 2,140 in total).

In areas where the Partnership's data protection registration permitted them to pass contact details to a research contractor or the DfES (and where the Partnership was happy to do this), a sample file containing all relevant contacts was sent to BMRB. These cases were stratified by Priority, age and gender and then a random sample was taken of 380 young people in Priority 1 and 880 each in Priority 2 and 3 (i.e. 2,140 in total). In Wave 1 Phase 3 this was raised slightly to 390 in Priority 1 and 890 in each of Priority 2 and 3 (i.e. 2,170 in total), to allow for a greater number of phoned-in refusals following the issue of advance letters where this was the first contact with the young people.

Exceptional cases in sampling

It was not always possible to sample in certain Partnerships in line with the procedures given above, either because of a lack of numbers in particular categories, or due to emergent one-off circumstances in particular Partnerships.

In a small number of areas, there were insufficient numbers of contacts with young people in Priority 1 (or occasionally Priority 2). If there was a shortfall in Priority 1 contacts, the numbers of those sampled from Priority 2 were boosted; if there was a shortfall in the numbers in Priority 2, the numbers sampled from young people in Priority 3 were boosted.

A more complex situation occurred with the North and South London Partnerships at Wave 1. In the North London Partnership area, many of the records relating to young people in Priority 1 and 2 were still held on paper at Wave 1, and it was not practical to sample from these. Also, one borough within the North London area decided at Wave 1 they could not take part without an opt-in procedure - as this would be different to all other Partnerships, it was decided to exclude that part of the Partnership area. As a result of these factors, there were insufficient cases in Priority 1 (effectively we were taking a census of all Priority 1 contacts in the sampling period). Priority 2 and 3 cases were boosted as much as possible although in the end the numbers were still insufficient and a decision was taken to boost numbers from South London at Wave 1 to try to give a better picture for London overall. These problems did not recur at Wave 2 Phase 1 CXPs.

At Wave 1 in the Milton Keynes, Oxfordshire & Buckinghamshire area, one local authority was very reluctant for interviews to take place with young people receiving intensive support (Priority 1) under the Connexions 'umbrella'. These young people were therefore excluded from the sample files passed to BMRB, with the result that young people in contact with Connexions in that local authority were not represented among the Priority 1 sample. Again, this problem did not recur at Wave 2.

Due to technical difficulties, Gloucestershire was unable to produce sample in time for the Wave 1 Phase 2 fieldwork dates, and so fieldwork was carried out in Gloucestershire as part of the Wave 1 Phase 3 fieldwork, using the same sampling dates as used by the Wave 1 Phase 3 Partnerships.

The sample from Shropshire, Telford & Wrekin was also short of numbers at Wave 1 Phase 1 CXPs, and a decision was taken exceptionally to extend the sampling window to five months (i.e. May to September).

Two further issues arose in Wave 2 of the survey in Phase 1 Partnerships. Due to fieldwork issues in the Milton Keynes, Oxfordshire & Buckinghamshire Partnership, it was necessary to reassign 154 young people from face-to-face to the other two modes of interviewing. Also, because of the late arrival of sample from Humber CXP, a higher proportion of the sample had to be allocated to the postal self completion method compared to telephone interviewing. In neither case did this affect the balance of young people sampled from the different Priority groups.

Appendix C – Fieldwork

Fieldwork method

Interviewing took place between the following dates:

- Wave 1 Phase 1 CXPs fieldwork: 2 January to 17 March 2003;
- Wave 1 Phase 2 CXPs fieldwork: 21 July to 29 September 2003;
- Wave 1 Phase 3 CXPs fieldwork: 14 October 2003 to 3 January 2004;
- Wave 2 Phase 1 CXPs fieldwork: 30 March to 27 June 2004.

For the Wave 1 Phase 1 CXPs fieldwork, four different data collection methods were used: CATI (Computer Assisted Telephone Interviewing), CAPI (Computer Assisted Personal Interviewing), Postal self-completion and web. Due to the low take-up of web interviews, this method was dropped after the first Phase.

At Wave 1 Phase 1 CXPs, half of Priority 1 young people were interviewed face-to-face and half by telephone. The Priority 2 and 3 young people sample in Wave 1 Phase 1 CXPs were split evenly between telephone and postal fieldwork methods. A number of measures aimed at maximising response rates were implemented:

- At least five attempts were made to contact respondents who took part in the face-to-face survey;
- At least 10 attempts were made to contact respondents who took part in the telephone survey;
- Respondents who were sent the paper version of the questionnaire (and in Wave 1 Phase 1 CXPs an invitation to take part in the web survey) were sent two reminders to invite them to participate in the survey, with a duplicate questionnaire included in the second reminder;
- During Wave 1 Phase 1 CXPs fieldwork, respondents who had not been successfully contacted on the telephone after ten attempts were sent a postal questionnaire in a 'postal chase';
- During Wave 1 Phase 1 CXPs fieldwork, respondents who had not responded to the self-completion survey after two reminders, but for whom a telephone number was available, were contacted by telephone to remind them to complete the questionnaire

or to offer them the option to complete the questionnaire over the telephone in a ‘telephone chase’.

The last two methods were dropped after the first Phase of fieldwork as they did not prove cost effective. Instead, since the telephone response rate was much higher than the postal response rate (see below), the decision was taken for subsequent Phases of fieldwork to maximise response by assigning all Priority 2 and 3 young people where a valid telephone number was available to the telephone fieldwork method.

In addition, in response to requests from CXPs and at the request of DFES, all BMRB interviewers working on the face-to-face survey were checked at the basic level with the Criminal Records Bureau (CRB) before being allowed to work on the Connexions customer satisfaction survey. (All new recruits to BMRB’s interviewer panel are now checked with the CRB as a matter of routine.)

Advance letters about the survey were sent prior to the start of interviewing and parental consent was sought for all interviews with young people aged under 16. The advance letters and postal questionnaires for this age group were sent initially to the young person’s parent or guardian with a request for the parent to pass the information on to the young person if they were happy to. Parental consent was also sought at the beginning of the actual interview, both face-to-face and on the telephone. Parents/guardians of under 16’s who received postal questionnaires were asked to show their consent by signing the top of the first page of the questionnaire.

In total across Wave 1, 52,362 responses were obtained and the split between data collection methods is shown in Table C1a. As discussed in Appendix B, fieldwork for the Phase 2 Partnership of Gloucestershire was included in with the overall Phase 3 fieldwork; here, though, the figures are included in with the Phase 2 totals to give an accurate picture of the achieved sample.

Table C1a: Numbers of interviews achieved at Wave 1, by data collection method				
	Phase 1	Phase 2	Phase 3	Overall
Main telephone interviewing (CATI)	8,735	12,792	15,586	37,113
Telephone chase from postal non-responders (CATI)	1,623	-	-	1,623
Face-to-face interviewing (CAPI)	1,568	1,713	1,975	5,256
Postal self-completion questionnaire	3,855	1,219	2,957	8,031
Postal chase from CATI non-responders	116	-	-	116
Web self-completion questionnaire	223	-	-	223
Overall	16,120	15,724	20,518	52,362

Across Wave 2 Phase 1 CXPs, 18,117 responses were obtained; the split between data collection methods is shown in Table C1b.

Table C1b: Numbers of interviews achieved at Wave 2, by data collection method	
	Phase 1
Main telephone interviewing (CATI)	14,923
Face-to-face interviewing (CAPI)	1,601
Postal self-completion questionnaire	1,593
<i>Overall</i>	<i>18,117</i>

The self-completion version of the questionnaire was an 8 page, A4 booklet.

The length of the electronic interviews varied significantly: Those respondents who had not heard of Connexions before the interview would not have been asked most of the questions. Conversely, the interview was considerably longer than average for those respondents who spent a long time commenting on Connexions or generally took longer to answer the questions.

In Wave 1 Phase 1 CXPs telephone interviews took around 6 minutes 50 seconds on average, whilst face-to-face interviews took around eight minutes on average. The revised questionnaire used in Wave 1 Phases 2 and 3 CXPs took slightly longer, with an average of around 7 minutes 20 seconds on the telephone, and around nine minutes face-to-face. The modifications made to the questionnaire at Wave 2 Phase 1 CXPs had little effect on the average length, which remained at around 7 minutes 20 seconds on the telephone, and a little over nine minutes face-to-face. These figures in all cases exclude the contact time needed by the interviewers to get through to the respondents or to reach them.

A further factor that would have impacted on the total length of the interview was the age of the respondent, as the introduction text for respondents aged 13 to 15 was considerably longer than the introduction for respondents aged 16 to 19.

Response rates

Table C2 shows the number of interviews achieved from each initial sample batch in Wave 2 Phase 1 CXPs fieldwork. Note that due to arising fieldwork issues in the Milton Keynes, Oxfordshire & Buckinghamshire Partnership, it was necessary to reassign 154 young people from face-to-face to the other two modes of interviewing; the figures in Table C2 take this move into account.

Note also that the figure in the ‘Overall’ column of the ‘Total sample’ row is slightly higher than the combined figures from the first three columns. This is because a number of records were discovered, after selection, to have insufficient contact details (in general, a missing or partial address) for mode assignment to be possible. They therefore appear only in the ‘Overall’ column, added to the ‘Invalid contact details’ row.

The overall response rate for Wave 2 Phase 1 CXPs was 67 per cent after excluding those with incorrect contact details and those who had moved.

	Telephone	Face-to-face	Postal	Overall
Total sample	24,295	2,650	5,064	32,397
Invalid contact details	2,962	70	36	3,456
Moved	534	374	121	1,029
Unknown at address	762	0	47	809
<i>All ineligible</i>	<i>4,258</i>	<i>444</i>	<i>204</i>	<i>5,294</i>
Eligible sample	20,037	2,206	4,860	27,103
Completed interviews	14,923	1,601	1,593	18,117
% completed on initial sample	61%	60%	31%	56%
% completed on eligible sample = response rate	74%	73%	33%	67%

For comparison purposes, Tables C2a-c show the numbers of interviews achieved from each initial sample batch in the fieldwork at each Phase of the Wave 1 survey. As discussed in Appendix B, fieldwork for the Wave 1 Phase 2 Partnership of Gloucestershire was included in with the overall Wave 1 Phase 3 fieldwork; here, the response figures for Gloucestershire are included with the rest of the Wave 1 Phase 3 fieldwork in Table C2c, to give the most accurate indicator of response rate at each stage of the fieldwork.

Note that the column headings for Table C2a refer to the initial sample batch young people were allocated to at Wave 1 Phase 1 CXPs, rather than to the survey completion method. The completed interviews in the Telephone column include 116 completed on paper in the postal chase, and those in the 'postal/web' column include 1,623 interviews conducted in the CATI chase. This CATI chase is where the greater amount of information on ineligible Postal/ web sample comes from in Wave 1 Phase 1 CXPs; for all subsequent stages, the only available information was cases where someone at that address voluntarily returned information.

In Wave 1 Phase 2, an office mistake led to too much sample being issued in certain areas (In areas conducting their own opt-outs, all returned sample was issued, rather than a subset of this). Sample in these areas was fully worked, and so the response rates were not affected, but for this reason higher numbers of interviews were conducted in these areas.

Table C2a: Numbers of interviews achieved by data collection method (Wave 1 Phase 1 CXPs)

	Telephone	Face-to-face	Postal/ web	Overall
Total sample	14,793	2,557	12,745	32,100
Invalid contact details	1,898	52	1,052	5,007
Moved	553	421	205	1,179
Unknown at address	513	0	106	619
<i>All ineligible</i>	<i>2,964</i>	<i>473</i>	<i>1,363</i>	<i>6,805</i>
Eligible sample	11,829	2,084	11,382	25,295
Completed interviews	8,851	1,568	5,701	16,120
% completed on initial sample	60%	61%	45%	50%
% completed on eligible sample	75%	75%	50%	64%
= response rate				

Table C2b: Numbers of interviews achieved by data collection method (Wave 1 Phase 2 excluding Gloucestershire)

	Telephone	Face-to-face	Postal	Overall
Total sample	21,172	2,674	4,262	28,108
Invalid contact details	3,231	37	6	3,274
Moved	578	368	61	1,007
Unknown at address	818	0	10	828
<i>All ineligible</i>	<i>4,627</i>	<i>405</i>	<i>77</i>	<i>5,109</i>
Eligible sample	16,545	2,269	4,185	22,999
Completed interviews	12,141	1,612	989	14,742
% completed on initial sample	57%	60%	23%	52%
% completed on eligible sample	73%	71%	24%	64%
= response rate				

Table C2c: Numbers of interviews achieved by data collection method (Wave 1 Phase 3 plus Gloucestershire)

	Telephone	Face-to-face	Postal	Overall
Total sample	28,044	3,458	11,407	43,280
Invalid contact details	4,039	42	68	4,520
Moved	776	477	101	1,354
Unknown at address	1,631	0	112	1,743
<i>All ineligible</i>	<i>6,446</i>	<i>519</i>	<i>281</i>	<i>7,617</i>
Eligible sample	21,598	2,939	11,126	35,663
Completed interviews	16,237	2,076	3,187	21,500
% completed on initial sample	58%	60%	28%	50%
% completed on eligible sample	75%	71%	29%	60%
= response rate				

The overall response rate achieved was 64 per cent in Wave 1 Phases 1 and 2, and 60 per cent in Wave 1 Phase 3 after excluding those with incorrect contact details and those who had moved. The overall response rate is similar for Phase 1 at Wave 1 and Wave 2; a much lower response rate on the postal survey (caused by the lack of telephone chase) is compensated for by a much lower proportion of interviews being conducted via this method.

As would be expected, response rates were higher in the interviewer-administered parts of the survey. The response rate for the postal/web survey was much higher in Phase 1 when the 'telephone chase' was used. Having said this, if one excludes the telephone chase interviews from the 'postal sample' column in Wave 1 Phase 1 CXPs, some 4,078 questionnaires were returned by post or on the web, a response rate of 36 per cent, compared with 24 per cent and 29 per cent in Wave 1 Phase 2 and 3 respectively and 33 per cent at Wave 2 Phase 1 CXPs. The telephone chase contributes to the response rate in another way too, by increasing the proportion of addresses that can be identified as ineligible; if we assume the same proportion of ineligible addresses would have been found in subsequent Phases, this raises the postal response rates at these Phases to 26 per cent, 31 per cent and 35 per cent respectively. Since this makes the two Phase 1 postal response rates very close to each other, it is possible that the lower response rates at Wave 1 Phase 2 and 3 are due to some location-related factors of their constituent Partnerships rather than any change in the delivery of the survey.

One possible external influence was the spate of postal strikes which took place in the last quarter of 2003, although this would only substantially affect the Phase 3 fieldwork. It is possible there is also a general seasonal effect involved, with respondents who were in full-time education being contacted during their Summer break (in Phase 2) or early in the academic year (in Phase 3) perhaps being less likely to respond to a questionnaire partially related (and easily perceived as being strongly related) to their school behaviour, without the motivating presence of an interviewer.

Combining the results from the three stages of fieldwork (see Table C2d), the overall response rate for Wave 1 of the survey was 62 per cent.

Table C2d: Numbers of interviews achieved by data collection method (Wave 1 Total)				
	Telephone	Face-to-face	Postal/ web	Overall
Total sample	64,009	8,689	28,414	103,488
Invalid contact details	9,168	131	1,126	12,801
Moved	1,907	1,266	367	3,540
Unknown at address	2,962	0	228	3,190
<i>All ineligibles</i>	<i>14,037</i>	<i>1,397</i>	<i>1,721</i>	<i>19,531</i>
Eligible sample	49,972	7,292	26,693	83,957
Completed interviews	37,229	5,256	9,877	52,362
% completed on initial sample	58%	60%	35%	51%
% completed on eligible sample	74%	72%	37%	62%
= response rate				

Non-response analysis

Overall, the profile of the Wave 2 Phase 1 CXPs respondents who actually took part in the survey did not differ from the overall sample in relation to gender. As shown in Table C2, the percentages of male and female respondents interviewed were very similar to those in the original sample files. There were however some slight differences by respondent's age and Priority category, however. Proportionally more respondents fell into the 16-17 age group compared to the original sample, with slightly fewer that would be expected lying in each of the younger and older age brackets; also, proportionally more respondents lay in the Priority 3 category compared to the original sample, with slightly fewer in Priority 1 and Priority 2. All of these differences were small ones.

Table C3: Profile of respondents, by gender, age and level of support (Wave 2 Phase 1 CXPs)

	% in the original sample (n=32,397)	% of completed interviews (n=18,117)
Gender		
Male	53	52
Female	47	48
Age		
13-15	29	27
16-17	50	55
18-20	20	18
Priority category		
Priority 1	17	15
Priority 2	39	36
Priority 3	44	48

Tables C3a – C3c show the comparable figures from the three stages of Wave 1 fieldwork. We can see that in all three cases there was little difference in the gender profiles of the original and achieved samples, and only minor differences in terms of age and Priority category.

In terms of age, there was little difference between the sample files and final profile in Wave 1 Phase 1 CXPs, but there were small differences at the other two stages. For Wave 1 Phase 2 fieldwork, a higher proportion of young people in the 16-17 age group took part in the survey than were represented in the sample, with correspondingly lower proportions in the younger and older age groups. In Wave 1 Phase 3, the oldest age group was underrepresented among respondents, with the other two age groups correspondingly slightly overrepresented.

As seen at Wave 2, in each of the three fieldwork periods of Wave 1 proportionately more Priority 3 respondents took part in the survey compared to the original sample, although in these cases the discrepancy was accounted for by a smaller proportion of Priority 2 respondents, with the achieved proportion of Priority 1 respondents matching the sample profile. Again, all these differences were low in magnitude.

Table C3a: Profile of respondents, by gender, age and level of support (Wave 1 Phase 1 CXPs)

	% in the original sample (n=32,100)	% of completed interviews (n=16,120)
Gender		
Male	55	55
Female	45	44
Age		
13-15	14	15
16-17	61	61
18-20	25	25
Priority category		
Priority 1	18	18
Priority 2	40	37
Priority 3	42	45

**Table C3b: Profile of respondents, by gender, age and level of support
(Wave 1 Phase 2 excluding Gloucestershire)**

	% in the original sample (n=28,108)	% of completed interviews (n=14,742)
Gender		
Male	56	55
Female	44	45
Age		
13-15	23	19
16-17	55	62
18-20	21	18
Priority category		
Priority 1	19	20
Priority 2	40	38
Priority 3	40	42

**Table C3c: Profile of respondents, by gender, age and level of support
(Wave 1 Phase 3 plus Gloucestershire)**

	% in the original sample (n=43,280)	% of completed interviews (n=21,500)
Gender		
Male	57	55
Female	43	44
Age		
13-15	25	27
16-17	51	53
18-20	24	20
Priority category		
Priority 1	15	16
Priority 2	39	36
Priority 3	46	48

The weighting that was applied to the data took account of both the sample selection bias (i.e. whereby the same total number of young people were sampled from each Partnership regardless of the size of the cohort in that area), and the non-response bias (whereby we weighted back to the original eligible population to account for the fact that some groups were less likely to have responded than others). The non-response analysis suggests that the element of non-response correction in the weighting was relatively small, and that the weighting therefore mainly corrected for the intentional sampling design. (Further details on weighting are contained in Appendix F.)

Mode effects

As this project was run using multiple data-collection methods, it was important to look at any effect these might have had on the responses given in the survey. To a degree, the survey mode was dictated by respondent category, and as that variable has such a big impact on responses given, mode effects could only be analysed *within* category.

Thus, we could compare the face-to-face and telephone responses given by Priority 1 young people, and the telephone and postal responses given by young people from Priority 2 and 3.

Analyses were run looking at answers to several key variables by Priority within mode and results are shown in tables C4a/b and C5a/b (the first version of each table shows the results from Wave 2 Phase 1 CXPs, with the second version giving the results from Wave 1 for comparison). The modes referred to here are the actual modes in which the questionnaires were completed, not necessarily the originally modes assigned to the respondents.

The first two tables compare telephone and self-completion results for Priority 2 and 3 respondents. At Wave 1 Phase 1 CXPs this included a small number of web-based self-completion interviews; no mode differences were found between web and paper self-completion interviews at that time, so they have been combined in the table.

Table C4a – Telephone vs. Postal

Base: All respondents in Priority categories 2 and 3 (Wave 2 Phase 1 CXPs)

		CATI	Postal
Heard of Connexions before today	<i>Base</i>	13,789	1,559
		98%	98%
Spoken to someone from Connexions	<i>Base</i>	13,489	1,527
		85%	88%
Connexions definitely helped them make decisions for next couple of years	<i>Base</i>	11,533	1,366
		34%	19%
Connexions made them more confident overall		54%	38%
Very satisfied with Connexions		53%	42%
Not at all satisfied with Connexions		2%	3%

At Wave 2, there was no difference in the proportions from the two groups of respondents in terms of awareness of the Connexions Service. This differed from the results seen at Wave 1, where self-completion respondents were more likely to say they had heard of Connexions (see Table C4b). However, as in Wave 1 Phase 1 CXPs and Phase 3, self-completion respondents were more likely than telephone respondents to say they had

spoken to someone from Connexions (although the difference was much smaller than at those Phases of fieldwork).

Several possibilities were suggested at Wave 1 to explain these differences. It is possible that the higher reported awareness of Connexions was linked in some way to the respondent being able to see the name ‘Connexions’ on the paper questionnaire or on-line, in particular with the unusual spelling making the name more recognisable. The same thing would not have been possible in the telephone interviews. Another possible factor is that young people who were unaware of Connexions, or aware of it but weren’t aware that they had ‘used’ the service, would conceivably be less likely to put in the time and effort to complete and return a questionnaire for a service they had not heard of or consciously used; this may help to explain the higher proportion of self-completion respondents saying they had been in touch with Connexions, even when the overall awareness of the service was lower.

The fact that no gap in awareness was seen at Wave 2 is probably related to the overall increase in awareness seen at this Wave, in particular in terms of subgroups who previously had lower-than-average awareness ‘catching up’ with the rest of the sample. These results suggest that awareness is now universally high, so we should not be surprised that there is no difference between the two modes of interviewing. This increased familiarity with the service may also account for the fact that the gap in terms of contacting Connexions was smaller than at Wave 1 Phase 1 CXP’s and Phase 3, with increased recall of contact among telephone respondents.

Table C4b– Telephone vs. Self-completion
Base: All respondents in Priority categories 2 and 3 (Wave 1)

	Phase 1		Phase 2		Phase 3	
	CATI	Postal/ web	CATI	Postal	CATI	Postal
Heard of Connexions before today	<i>Base</i> 9,002 90%	4,173 94%	11,471 93%	1,217 88%	14,305 89%	2,954 86%
Spoken to someone from Connexions	<i>Base</i> 8,145 79%	3,883 85%	10,644 81%	1,076 82%	12,883 74%	2,571 82%
Connexions definitely helped them make decisions for next couple of years	<i>Base</i> 6,602 28%	3,422 16%	8,567 33%	903 14%	9,438 31%	2,120 13%
Connexions made them more confident overall		49%	52%	29%	52%	29%
Very satisfied with Connexions		51%	51%	27%	51%	30%
Not at all satisfied with Connexions		2%	2%	2%	2%	2%

At all four stages of fieldwork, young people returning self-completion questionnaires were much less likely than those completing telephone interviews to say Connexions had helped them make decisions or made them more confident overall, and their ratings of Connexions were much less positive.

One important factor to bear in mind when looking at these results is the difference in response rates between the two modes. Response was much lower on self-completion for all four stages (33 per cent at Wave 2 Phase 1 CXPs, compared with 74 per cent on the telephone). It therefore seems that the smaller proportion of young people who were prompted to respond to the self-completion surveys might have done so because of a bad experience with Connexions. This is something that is often found where response is lower: people are more likely to respond if they have something to complain about.

Table C5a – Face-to-face vs. Telephone

Base: All respondents in Priority category 1 (Wave 2 Phase 1 CXPs)

		CAPI	CATI
Heard of Connexions before today	<i>Base</i>	1,601 98%	1,134 94%
Spoken to someone from Connexions	<i>Base</i>	1,554 94%	1,069 90%
Connexions definitely helped them make decisions for next couple of years	<i>Base</i>	1,481 28%	962 35%
Connexions made them more confident overall		51%	58%
Very satisfied with Connexions		52%	56%
Not at all satisfied with Connexions		2%	1%

Table C5b – Face-to-face vs. Telephone

Base: All respondents in Priority category 1 (Wave 1)

		Phase 1		Phase 2		Phase 3	
		CAPI	CATI	CAPI	CATI	CAPI	CATI
Heard of Connexions before today	<i>Base</i>	1,568 95%	1,356 88%	1,713 94%	1,321 90%	1,974 91%	1,281 85%
Spoken to someone from Connexions	<i>Base</i>	1,492 90%	1,205 83%	1,624 91%	1,194 87%	1,813 89%	1,102 83%
Connexions definitely helped them make decisions for next couple of years	<i>Base</i>	1,357 22%	1,036 33%	1,471 26%	1,036 31%	1,619 25%	898 35%
Connexions made them more confident overall		50%	54%	51%	60%	52%	56%
Very satisfied with Connexions		48%	53%	49%	55%	51%	58%
Not at all satisfied with Connexions		3%	3%	3%	2%	2%	3%

At all four stages of fieldwork, young people from Priority 1 who completed the interview on CAPI were more likely than those completing the survey on CATI to say they had heard of Connexions before today and had spoken to someone. (Again, it is possible that the higher reported awareness of Connexions is linked in some way to the respondent being able to see the name 'Connexions' on the screen of the interviewer's laptop.) However, when looking at the impact of the service and young people's ratings, these young people were less likely to report increased confidence, help in making decisions and satisfaction with the service.

One possible speculative explanation for the less positive ratings of the service among the face-to-face respondents lies in the mode-assignment process. Young people in Priority 1 whose contact details did not include a telephone number were automatically assigned to the face-to-face sample (as it was not possible to telephone them), with the remaining face-to-face capacity allocated at random among all records including a telephone number. While in some cases this may be down to how the Partnership recorded their details, the lack of a telephone number is a potential indicator of a young person either living in an area of higher deprivation, or being in a transient state (e.g. recently moved, or in short-term accommodation). We might therefore predict a higher-than-average presence of such young people in the face-to-face sample compared with the telephone sample. As such factors can be indicators of social exclusion, this might provide a partial explanation of the less positive views among this sample; the young people in question have greater needs, which therefore stand a greater chance of not being met completely by Connexions.

Appendix D – Coding and Editing

Coding

Answers to partially or fully open-ended questions in the questionnaire were coded by BMRB's coding department. Answers to partially open-ended questions were back-coded where appropriate and extra codes were added where needed. Researchers in the team reviewed listings to the open-ended questions and added codes if necessary.

Editing

Editing was not required for the electronic parts of the survey (CATI, CAPI and web questionnaires) as all routing was controlled within the questionnaire, and controls were set preventing respondents from giving more than one answer to single-coded questions.

However, no such controls were possible on the postal questionnaire and edits were therefore applied to the data after fieldwork end to correct for any inconsistencies.

Routing errors

The first stage of editing dealt with routing errors. Thus unanswered questions which should have been answered were given a missing value code. Conversely, questions answered which shouldn't have been (according to the routing) were blanked.

Multi-coding single-coded questions

For all questions using a rating scale (e.g. strongly agree, slightly agree, slightly disagree, strongly disagree) if two 'positive' answers were multi-coded, the less strong positive rating was taken (i.e. slightly agree, in this example). Similarly, if two negative answers were multi-coded, the less strong negative rating was taken (slightly disagree). If a positive and a negative answer were multi-coded, the data for that case was forced to 'not stated'. All other questions were treated on an individual basis.

Appendix E – Key driver analysis

We carried out a programme of multivariate analysis, as part of the analysis process, to identify the factors that had most impact on: the young people being enabled to make decisions about their future; on their confidence; and on their overall satisfaction with Connexions. This analysis was carried out by Geoff Inglis of BMRB's Social Research Unit, working with the research team. The main technique used was **multiple regression** (also known as key driver analysis, or MLR).

Multiple regression analysis is a statistical technique regularly used by BMRB in customer satisfaction research. It seeks to identify the influences which make an important contribution to, for example, overall satisfaction with a service, by showing to what extent views about the service overall can be predicted from views about particular aspects of the service.

The technique

The technique requires:

- A **dependent variable** which is to be explained, for example overall satisfaction with Connexions, or changes in the ability to make decisions about one's future.
- A number of **independent variables** (e.g. aspects of the interactions between the users and Connexions, which are potentially able to explain variation in the dependent variable).

The procedure looks at the patterns of answers for the dependent versus the independent variables. The closer the pattern of answers, the more likely an independent variable is to be a key driver.

Beta scores (standardised regression coefficients) are produced by the analysis for each of the independent variables to show the influence each one has in explaining the dependent variable. The Betas show how influential a predictor each one is relative to each other (this is sometimes called *derived importance*). The relatively small number of factors that emerge as the most effective predictors of the dependent are called **key drivers**.

Underlying Philosophy

We use statistical techniques like key driver analysis to test out our underlying beliefs on causes and effects. The statistics themselves do not show causation, they simply indicate degrees of association.

Our underlying theory would go as follows. The stated purpose of Connexions is to help young people make decisions about their future. A key ‘dependent variable’ question would be the one that asks users how much Connexions have helped them decide what they want to do in the next couple of years. Thus we used key driver analysis to find out which aspects of users’ interactions with Connexions best explained how much it helped them make decisions.

Candidate ‘independent’ (or explanatory) variables were how much Connexions had affected their confidence (Q19), their overall satisfaction with Connexions (Q28), and other beliefs about Connexions such as the five agree-statements (Q22-26), the perceived friendliness of Connexions (Q27) and the belief in the usefulness of contacts with Connexions for a number of areas (Q5a-5i).

The questions on confidence and overall satisfaction are both collective ideas; in other words we can use the same key driver analysis to drill down into the constituent causes of these by using almost the same set of independent variables. We therefore had three regression equations:

Q17 Decision-Making	vs.	Q19, Q28, Q5a-5i, Q22-26, Q27
Q19 Confidence	vs.	Q28, Q5a-5i, Q22-26, Q27
Q28 Satisfaction	vs.	Q5a-5i, Q22-26, Q27

Both the direct effects (via Q17) and the indirect effects on Decision-Making (through Q28 and Q19) were aggregated to form Total Effects: a single list of relative importances (see Table E1).

Table E1 – Total effects for Connexions models on helping decide

	Wave 2 Phase 1	Total all Wave 1 (Phases 1, 2, 3)	Phase 1	Phase 2	Phase 3	Non- white*	Direct Delivery	Sub- contracted
Confidence q19	0.19	0.18	0.20	0.17	0.16	0.19	0.17	0.19
Satisfaction q28	0.19	0.20	0.20	0.19	0.20	0.14	0.21	0.19
Usefulness of education advice q5a	0.16	0.16	0.16	0.13	0.15	0.13	0.16	0.16
Usefulness of jobs/careers advice q5b	0.19	0.17	0.17	0.19	0.17	0.11	0.18	0.17
Usefulness of work- based learning advice q5c	0.01	0.01	0.00	0.01	0.02	0.01	0.04	0.01
Help to see all options q22	0.23	0.23	0.24	0.23	0.23	0.25	0.22	0.23
Know what they are talking about q23	0.02	0.02	0.02	0.02	0.02	0.02	0.05	0.02
Easy to get hold of q24	0.01	0.02	0.01	0.02	0.01	0.01	0.02	0.02
Lot to offer young people q26	0.04	0.04	0.05	0.04	0.04	0.08	0.01	0.04
Friendliness of staff q27	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.03

* = Little difference between Asian and black groups.

Appendix F – Weighting and confidence intervals

Two different stages of weighting were applied to the data to compensate for differential non-response to the survey and for differences in the probability of selection of young people in different Partnerships.

Stage 1 – non-response and design weighting

The first stage of weighting was applied within each Partnership area. The demographic profile of respondents to the survey was compared to that in the sample population provided by the Connexions Partnerships. Results were weighted by gender, age and category to the target proportions taken from each initial sample file of young people who had been in contact with Connexions in the sampling reference period in the Partnership area (July – September 2002 for Wave 1 Phase 1 CXPs fieldwork; February – April 2003 for Wave 1 Phase 2 fieldwork, excluding Gloucestershire; May – July 2003 for Wave 1 Phase 3 fieldwork plus Gloucestershire; November 2003 – January 2004 for Wave 2 Phase 1 CXPs). This corrected both for sample design (caused by over-sampling in some categories) and for non-response.

When results for each Partnership are analysed separately, only the first stage of weighting is applied.

Stage 2 – sample bias weighting

An equal number of young people were sampled in each Connexions Partnership with the aim of achieving 1,000 interviews per Partnership. However, Partnerships differ in size quite considerably, therefore a second stage of weighting was applied to rebalance Partnerships in terms of their relative sizes (see Table F1).

Table F1: Weighting – stage 2 (Wave 2)

	Unweighted proportion %	Weighted proportion %
Black Country	6.3	5.3
Cheshire & Warrington	7.2	12.2
Cornwall & Devon	6.9	14.2
Coventry & Warwickshire	7.1	6.3
Cumbria	6.8	1.8
Greater Merseyside	6.7	17.3
Humber	5.0	10.2
Lincolnshire & Rutland	6.9	6.3
Milton Keynes, Oxfordshire & Buckinghamshire	6.7	4.2
North London	6.6	6.6
Shropshire, Telford & Wrekin	6.3	4.7
South London	6.6	2.5
South Yorkshire	6.7	1.7
Suffolk	7.0	4.2
West of England	7.1	2.5

Table F2: Weighting – stage 2 (Wave 1)

	Unweighted proportion %	Weighted proportion %
Black Country	2.0	2.9
Cheshire & Warrington	2.5	2.3
Cornwall & Devon	2.4	3.1
Coventry & Warwickshire	2.1	2.0
Cumbria	2.2	1.8
Greater Merseyside	2.1	4.3
Humber	2.0	0.6
Lincolnshire & Rutland	2.2	1.6
Milton Keynes, Oxfordshire & Buckinghamshire	2.0	1.5
North London	1.6	0.9
Shropshire, Telford & Wrekin	1.8	0.7
South London	2.0	1.2
South Yorkshire	1.9	6.2
Suffolk	2.2	1.1
West of England	1.8	0.6
Bournemouth, Dorset & Poole	1.9	1.6
Cambridgeshire & Peterborough	2.2	1.3
County Durham	2.4	2.3
Gloucestershire	1.9	0.8
Hereford & Worcestershire	2.5	1.9
Hertfordshire	2.5	1.9
Lancashire	2.5	3.9
East London	2.2	4.6
Nottinghamshire	2.5	3.2
Somerset	2.6	1.1
Staffordshire	2.1	0.7
Tyne & Wear	2.6	3.2
Central London	2.2	0.6
Bedfordshire & Luton	1.8	1.5
Birmingham & Solihull	2.3	2.4
Derbyshire	2.0	1.2
Essex, Southend & Thurrock	2.3	2.9
Greater Manchester	1.7	6.8
Leicester Shire	1.8	0.6
Northamptonshire	2.0	1.3
South Central	1.9	3.7
Sussex	1.7	2.4
Tees Valley	2.0	1.4
London West	1.9	2.4
Wiltshire & Swindon	2.3	2.0
York & North Yorkshire	2.2	1.8
West Yorkshire	2.0	3.5
Kent & Medway	1.9	3.7
Surrey	2.2	1.7
Berkshire	2.5	1.2
Norfolk	2.1	0.7
Northumberland	2.6	0.8

Target proportions for this stage of weighting were taken from the relative sizes of databases provided by the different Partnerships, not from separate information about the relative population sizes in each area. This means that the overall Wave 2 Phase 1 CXPs weighted sample is representative of all young people contacted within the 15 Partnership

areas during the sampling reference period (see Stage 1 above). At Wave 1, the Partnerships were similarly weighted to reflect the relative size of the databases provided by each Partnership within their relative sampling reference period. The proportions used across Wave 1 are shown in Table F2.

Weighting effects

The overall weighting efficiency when both stages of weighting were applied (for the overall results) was 56%, giving an effective sample size of 10,074.

Design effects

Standard errors, 95% confidence intervals and design factors were calculated for Wave 2 Phase 1 CXPs for the variables listed below:

kvheard	Whether heard of Connexions
kvevtalk	Whether ever talked to PA
kvdecide	Whether Connexions helped young people decide what to do
kvconfid	Impact of Connexions on Confidence
kvsatif1	Overall satisfaction (very satis)
kvsatif2	Overall satisfaction (satis)

Estimates were made both for whole sample estimates and for age, area type (in terms of mode of delivery) and Priority category sub-groups. Standard errors were estimated using the STATA statistical package. STATA uses a 'linearization' variance estimator which takes account of weighting, stratification and clustering (although it should be noted that clustering is not relevant to the current survey). It is generally accepted as producing acceptable and robust estimates.

Overall confidence intervals for our key variables are detailed in Table F3.

Table F2: Overall confidence intervals for key variables

	Estimate	Confidence Interval		Design Effect
% having heard of Connexions	97.7	97.4	98.0	1.90
% having talked to someone from Connexions	87.5	86.9	88.2	1.82
% saying Connexions helped them decide what to do (definitely or a bit)	71.0	70.0	71.9	1.76
% saying Connexions increased their confidence	53.5	52.4	54.5	1.76
% very satisfied with Connexions	52.6	51.5	53.6	1.76
% satisfied with Connexions	93.9	93.4	94.4	1.76

Appendix G – Survey documents

Letters to respondents

Several different letters to respondents were used in the course of the survey. Respondents being interviewed either face-to-face or on the telephone received an advance letter prior to fieldwork start. Those included in the postal survey received a covering letter with their postal questionnaire.

All these letters introduced the survey in a similar way, but contained different paragraphs regarding the logistics of the survey from the respondent's point of view (i.e. whether they were to expect a telephone call, a visit from an interviewer, or whether they were to fill in the questionnaire attached). All letters included a Freephone telephone number that respondents (or their parents/guardians) could call for more information on the survey, as well as a contact person at the Department for Education and Skills.

In Partnerships that had not conducted their own opt-out operation at the sampling stage, a phrase expressly stating that they could opt out by telephoning BMRB was included. This was omitted in Partnerships that had already conducted an opt-out.

The main other factor impacting on the letter content was the respondent's age. Young people aged 16 or over received a letter addressed directly to them. For those aged 15 or under, on the other hand, letters were sent to the young person's parent or guardian. These letters had one side addressed to the parent or guardian and another to pass on to the young person once the responsible adult had read their part of the letter.

Three letters have been appended here:

- A (double-sided) advance letter addressed to 13-15 year olds and their parents/guardians about the face-to-face survey, without an invitation to opt-out
- An advance letter addressed to 16-19 year olds about the telephone survey, including an invitation to opt-out
- A covering letter sent to 16-19 year olds with a postal questionnaire, without an invitation to opt-out

These are copies of letters used during Wave 2 Phase 1 CXPs fieldwork. The letters used in previous stages of fieldwork were very similar, and as such have not been included here.



(Reference Number)

The best start in life for every young person

Dear Sir/Madam,

I am writing to ask permission for «Name1» to take part in a survey we are doing about our guidance and support service for all young people aged 13 and over called Connexions.

An independent research organisation, *BMRB Social Research*, will carry out this survey on our behalf and ask young people what they think about Connexions in «PartnershipName»:

- whether they have heard about Connexions;
- whether they have used it; and, if they have,
- what they thought about it.

Your child's name has been chosen at random from young people in the area who are in the age range covered by Connexions and a researcher from BMRB may call at your home within the next few weeks to ask your permission to carry out a short interview (10 minutes) with «Name1». If you or your child is busy when the interviewer calls, he or she will be happy to call again at a more convenient time.

We take the safety of young people very seriously and great care has been taken in complying with data protection legislation and ensuring procedures are in place to safeguard young people that take part in this survey. All researchers have been checked by the Criminal Records Bureau (CRB) and when they call will show you an identification card and answer any questions you may have about the survey.

The information that «Name1» gives will be treated in the strictest confidence. No information that can identify them or your household will be passed to Connexions or to any other organisation. «Name1» does not have to take part and does not have to answer any questions he/she does not want to.

If you would like to know more about the survey, or want to get a message to an interviewer who has already contacted you, please telephone the free BMRB helpline on 0800 015 0634 between 9.30 a.m. and 5.30pm Monday to Friday, or email connexions@bmr.co.uk.

If you want to talk to someone from Department for Education and Skills (DfES) about this survey, either email connexions.evaluation@dfes.gsi.gov.uk or call the Department's main switchboard on 0870 00 12345 and ask for Derren Payton on extension 24036.

Please quote the reference number in the top left hand corner of this letter when contacting BMRB or DfES.

Information about this survey can be found on the Connexions website: www.connexions.gov.uk

I hope you agree to allow your child to take part in this important survey and thank you in advance for your help.

Yours faithfully

A handwritten signature in black ink, appearing to read "N. Whomersley". The signature is fluid and cursive, written in a professional style.

Nicola Whomersley

(Reference Number)



The best start in life for every young person

Dear «Name1»

We want to find out what young people think of Connexions, the service that offers a wide range of information and advice for all young people aged 13 and over, so we have asked a company called BMRB Social Research to find out for us.

Your name has been picked at random from young people in your area who are in the age range covered by Connexions [Partnership name if appropriate]. Someone from BMRB may come to your home soon to ask some questions about:

- whether you have heard about Connexions;
- whether you have used it; and, if you have,
- what you thought about it.

Answering the questions should take about 10 minutes.

You do not have to take part and you do not have to answer any question that you do not want to. All your answers will be kept confidential and anonymous. No information that can identify you will be passed to Connexions or to anyone else.

If you, a parent or guardian would like to know more about the survey, please call BMRB on the free number 0800 015 0634 between 9.30am and 5.30pm Monday to Friday (you can leave a message at other times), or email connexions@bmr.co.uk.

Connexions is run by the Department for Education and Skills (DfES). If you want to talk to someone from DfES about this survey, either email connexions.evaluation@dfes.qsi.gov.uk or call the Department's main switchboard on 0870 00 12345 and ask for Derren Payton on extension 24036.

If you do contact BMRB or the DfES please quote the reference number in the top left hand corner of this letter.

Check out the Connexions website: www.connexions.gov.uk for information about this survey.

We hope you agree to take part in this important survey - thank you very much for your help.

Yours sincerely

A handwritten signature in black ink, appearing to read "Nicola Whomersley". The signature is fluid and cursive.

Nicola Whomersley



The best start in life for every young person

(Reference Number)

Dear «Name1»,

Connexions is a service that offers a range of guidance and support for all young people aged 13 and over. We are asking young people what they think about Connexions [in Partnership name if appropriate]. *BMRB Social Research*, an independent research organisation, has been commissioned to carry out this survey on our behalf.

Your name has been chosen at random from young people in your area who are in the age range covered by Connexions. A researcher from BMRB may telephone you soon to ask some questions about:

- whether you have heard of Connexions;
- whether you have used it; and, if so,
- how satisfied you were with the service.

Answering these questions should take about 10 minutes.

The researcher will answer any questions you may have about the survey. If you are busy when the researcher calls he or she will be happy to call again at a more convenient time.

The information that you give will be treated in the strictest confidence. No information that can identify you will be passed to Connexions or to any other organisation outside the BMRB research team. You do not have to take part and do not have to answer any questions you do not want to.

If you do not want to take part in this survey, please telephone BMRB on Freephone 0800 015 0634 and let them know so that they don't keep contacting you.

If you would like to know more about the survey or want to get a message to an interviewer who has already contacted you, please telephone the free BMRB helpline on 0800 015 0634 between 9.30am and 5.30pm Monday to Friday (you can leave a message at other times), or email connexions@bmr.co.uk.

Connexions is run by the Department for Education and Skills (DfES). If you would like to talk to someone from DfES about this survey, please either email connexions.evaluation@dfes.gsi.gov.uk or call the Department's main switchboard on 0870 00 12345 and ask for Derren Payton on extension 24036.

Please quote the reference number in the top left hand corner of this letter when contacting BMRB or DfES.

Check out the Connexions website: www.connexions.gov.uk for information about this survey.

I hope you agree to take part in this important survey and thank you in advance for your help.

Yours sincerely

A handwritten signature in black ink, appearing to read "N. Whomersley". The signature is fluid and cursive, with a large, stylized initial "N".

Nicola Whomersley



The best start in life for every young person

(Reference Number)

Dear «Name1»,

Connexions is a service that offers a range of guidance and support for all young people aged 13 and over. We are asking young people what they think about Connexions [in Partnership name if appropriate]. *BMRB Social Research*, an independent research organisation, has been commissioned to carry out this survey on our behalf.

Your name has been chosen at random from young people in your area who are in the age range covered by Connexions. The enclosed questionnaire asks some questions about:

- whether you have heard of Connexions;
- whether you have used it; and, if so,
- how satisfied you were with the service.

Answering these questions should take about 10 minutes then return it to BMRB using the stamped, addressed envelope enclosed.

The information that you give will be treated in the strictest confidence. No information that can identify you will be passed to Connexions or to any other organisation outside the BMRB research team. You do not have to take part and do not have to answer any questions you do not want to.

If you would like to know more about the survey please telephone the free BMRB helpline on 0800 015 0634 between 9.30am and 5.30pm Monday to Friday (you can leave a message at other times), or email connexions@bmr.co.uk.

Connexions is run by the Department for Education and Skills (DfES). If you would like to talk to someone from DfES about this survey, please either email connexions.evaluation@dfes.gsi.gov.uk or call the Department's main switchboard on 0870 00 12345 and ask for Derren Payton on extension 24036.

Please quote the reference number in the top left hand corner of this letter when contacting BMRB or DfES.

Check out the Connexions website: www.connexions.gov.uk for information about this survey.

I hope you agree to take part in this important survey and thank you in advance for your help.

Yours sincerely

A handwritten signature in black ink, appearing to read "N. Whomersley". The signature is fluid and cursive, written in a professional style.

Nicola Whomersley

Appendix H – Connexions Partnership types

Direct Delivery

Direct Delivery Partnerships are typified by a transmuted Partnership careers company or a merger of such companies, with the majority of their resources forming the delivery capability of the Connexions Partnership. Significant changes are needed to Memorandum and Articles of Association, Board membership and the extended local arrangements to reflect the broader remit of Connexions. These Partnerships are primarily companies limited by guarantee.

Experience of this model has shown that they are often in a strong position to deliver from day 1, but where the Board is based on a transmuted careers company it needs to take a lead in changing the culture to meet the demands of the new service, and be committed to widening the provider base.

Sub-contracted

Sub-contracted Connexions Partnerships are newly formed companies, limited by guarantee, which deliver through Sub-contracting services to providers. In most cases the major front-line services are delivered by ex-careers service companies, which may be either private sector or ex-Partnership companies which have retained their former status.

The Partnership itself cannot make surpluses or profit, but any contracted profit-making company has the potential to do so. Partnerships should work closely with their suppliers to ensure that value for money is obtained. Experience of this model has shown that a strong central contracting function needs to be in place in advance of commencing services, and attention needs to be paid to service specification including issues such as branding.

Appendix I – Connexions Partnership start dates and delivery models as at 1 April 2004

Phase 1 (April 2001)	Model	Phase 2 (April 2002)	Model	Phase 3 (September 2002)	Model
Black Country	SC	Bournemouth, Dorset & Poole	DD	Bedfordshire & Luton	SC (due to change to DD 01/10/04)
Cheshire & Warrington	DD	Cambridgeshire & Peterborough	DD	Birmingham & Solihull	DD
Cornwall & Devon	DD	County Durham	DD	Derbyshire	DD from 01/04/04 (previously SC)
Coventry & Warwickshire	DD	East London	SC	Essex, Southend & Thurrock	DD from 01/04/04 (previously SC)
Cumbria	DD	Gloucestershire	DD	Greater Manchester	SC
Lincolnshire & Rutland	DD	Hereford & Worcester	DD	Leicestershire	DD
Milton Keynes, Oxford & Buckinghamshire	SC	Hertfordshire	SC	Northamptonshire	DD
North London	SC	Lancashire	DD	South Central	SC
Shropshire, Telford & Wrekin	DD	Nottinghamshire	DD	Sussex	SC
South London	SC	Somerset	DD	Tees Valley	DD
South Yorkshire	SC	Staffordshire	DD	West London	SC
West of England	DD	Tyne & Wear	DD	Wiltshire & Swindon	SC
				York & North Yorkshire	SC
				(13)	
Phase 1 (Sept 2001)		Phase 2 (June 2002)		Phase 3 (October 2002)	
Humber	SC	Central London	SC	West Yorkshire	SC
Greater Merseyside	DD			Phase 3 (November 2002)	
Suffolk	DD			Kent & Medway	SC
				Surrey	SC
				Phase 3 (January 2003)	
				Berkshire	SC
				Norfolk	SC
				Phase 3 (April 2003)	
				Northumberland	DD

DD = Direct Delivery SC = Sub-contracted

Information correct as at 1 April 2004.

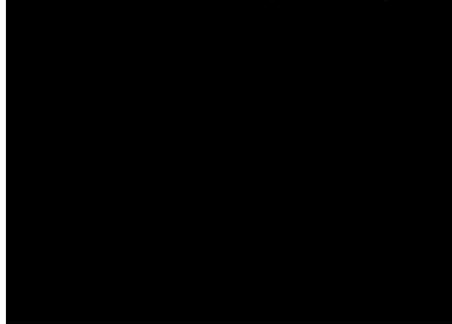
Appendix J – Questionnaire

+

Improve your **connexions**

+

Photo redacted due to third party rights or other legal issues



Tell us what you think

Instructions for filling in the questionnaire

It would be really good if you could take part in this survey. The answers you give will help Connexions improve its service to young people.

Please answer the questions by putting an 'X' in the relevant box as in the example below.

Have you been to the cinema in the last 3 months?

Yes
No

Usually you only need to put an X in one box, but you might be asked a question where you need to put an X in all the boxes that apply to you.

All your answers will be kept confidential and anonymous. This means that BMRB will not pass your answers on to Connexions or anyone else in a way that can be linked to you. You do not have to answer any question that you don't want to.

Please use a black or blue pen if you have one.

If you have any questions about this survey then you can call the BMRB helpline between 9.15 and 5.15 Monday to Friday. You can leave a message if you call at other times. The number is 0800 015 0634 and the call is free from a land line.

Thank you very much for letting us know what you think about Connexions.

Improve your Connexions

1. Had you heard of Connexions before today?

Connexions is a service for young people aged 13 and over that offers information and advice. Connexions Personal Advisers (PAs) discuss things like careers, education, money, health, volunteering and other things that young people may want to talk about.

- Yes → Please go to Question 2
 No → Please go to Question 35 on page 7
 Don't know → Please go to Question 35 on page 7

IF YOU HAVE HEARD OF CONNEXIONS

2. Have you ever talked to a Personal Adviser (PA) or anyone else from Connexions (either in person, on the phone or in a group session)? [PLEASE CROSS ALL BOXES THAT APPLY TO YOU]

- Yes - on the telephone → Please go to Question 3
 Yes - in person one-to-one → Please go to Question 3
 Yes - group session → Please go to Question 3
 No → Please go to Question 35 on page 7

IF YOU HAVE HAD CONTACT WITH CONNEXIONS

3. Overall, how many times have you had contact with anyone from Connexions (either in person, on the phone or in a group session)?

- Once
 2 to 4 times
 5 times or more
 Don't know

4. Have you talked to a Personal Adviser (PA) or someone else from Connexions about your **education**?

Yes → IF YES How useful was the advice?
 No ↓

Very useful <input type="checkbox"/>	Not very useful <input type="checkbox"/>
Fairly useful <input type="checkbox"/>	Not at all useful <input type="checkbox"/>

5. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **jobs and careers**?

Yes → IF YES How useful was the advice?
 No ↓

Very useful <input type="checkbox"/>	Not very useful <input type="checkbox"/>
Fairly useful <input type="checkbox"/>	Not at all useful <input type="checkbox"/>

6. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **work-based learning/training**?

Yes → IF YES How useful was the advice?
 No ↓

Very useful <input type="checkbox"/>	Not very useful <input type="checkbox"/>
Fairly useful <input type="checkbox"/>	Not at all useful <input type="checkbox"/>

7. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **contraception, pregnancy or sexual health**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

8. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **feeling stressed, under pressure or being depressed**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

9. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **bullying**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

10. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **alcohol, drugs or substance use**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

11. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **where to live or other things to do with housing**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

12. Have you talked to a Personal Adviser (PA) or someone else from Connexions about **money and benefits**?
 Yes → IF YES How useful was the advice?
 No ↓
 Very useful Not very useful
 Fairly useful Not at all useful

13. Have you talked to a Personal Adviser (PA) or anyone else at Connexions about anything else?
 Yes → Please go to Question 13b
 No → Please go to Question 14

13b) IF YES, PLEASE TELL US WHAT ELSE YOU TALKED ABOUT

14. Did Connexions tell you about anywhere else that could help you with further advice and support?

Yes → Please go to Question 14b

No → Please go to Question 15

14b) IF YES, PLEASE SAY WHERE THEY SUGGESTED YOU GO:

15. Have you heard of Education Maintenance Allowance (EMA)?

This is money that some young people in certain areas of the country can get to help them stay on at school after 16.

Yes → Please go to Question 16

No → Please go to Question 18

Don't know → Please go to Question 18

16. Did you hear about EMA through someone at Connexions?

Yes → Please go to Question 17

No → Please go to Question 18

Don't know → Please go to Question 18

17. Did you claim EMA?

Yes

No

I applied but didn't get EMA

Don't know

18. Connexions Direct is a service for young people aged 13-19 that offers quick access to information and advice on a wide range of topics by telephone, webchat, email or text message.

Had you heard of Connexions Direct before today?

Yes → Please go to Question 19

No → Please go to Question 20

Don't know → Please go to Question 20

19. Have you ever contacted Connexions Direct? [PLEASE CROSS ALL BOXES THAT APPLY TO YOU]

Yes - by telephone

Yes - by email

Yes - by SMS/text

Yes - by webchat

No

Don't know

+ +

20. Have you heard of the Connexions Card?

Yes → Please go to Question 21
 No → Please go to Question 23
 Don't know → Please go to Question 23

21. Do you have a Connexions Card?

Yes No Don't Know

22. Did you hear about the Connexions Card through someone at Connexions?

Yes No Don't Know

23. Have you heard of the Connexions Youth Charter?

Yes No Don't Know

24. Are you involved in a Youth Centre or Youth Project?

Yes <input type="checkbox"/>	→ IF YES Did you get involved as a result of Connexions?	Yes <input type="checkbox"/>
No <input type="checkbox"/>		No <input type="checkbox"/>

25. Are you involved in sports or other organised activities in your spare time?

Yes <input type="checkbox"/>	→ IF YES Did you get involved as a result of Connexions?	Yes <input type="checkbox"/>
No <input type="checkbox"/>		No <input type="checkbox"/>

26. Are you involved in Millennium Volunteers or any other voluntary or charity work?

Yes <input type="checkbox"/>	→ IF YES Did you get involved as a result of Connexions?	Yes <input type="checkbox"/>
No <input type="checkbox"/>		No <input type="checkbox"/>

27. Have the people at Connexions helped you decide what you want to do in the next couple of years?

Yes- definitely → Please go to Question 28
 Yes- a bit → Please go to Question 28
 No → Please go to Question 29

28. What have they helped you decide to do? [CROSS ALL THAT APPLY]

Stay in school <input type="checkbox"/>	Get a modern apprenticeship <input type="checkbox"/>
Go to college <input type="checkbox"/>	Go on other work-based training/learning <input type="checkbox"/>
Go to university <input type="checkbox"/>	Do a training course <input type="checkbox"/>
Get a full-time job <input type="checkbox"/>	Do voluntary activity <input type="checkbox"/>
Get a part-time job <input type="checkbox"/>	Something else <input type="checkbox"/> → Please tell us what else

+ +

+ 29. Has your contact with Connexions ... +

- Made you more confident overall
- Made you less confident overall
- Made no difference to your confidence overall

30. Have you done anything as a result of your contact with Connexions that you hadn't thought of doing before?

- Yes → Please go to Question 31
- No → Please go to Question 32
- Don't know → Please go to Question 32

IF YES

31. What was that? PLEASE WRITE IN YOUR OWN WORDS

32. Do you agree or disagree with the following statements?

	Strongly agree	Slightly agree	Slightly disagree	Strongly disagree	Don't know
Connexions helps me to see all the options available to me	<input type="checkbox"/>				
Connexions staff know what they are talking about	<input type="checkbox"/>				
It is easy to get hold of people at Connexions when you need to	<input type="checkbox"/>				
It is important people of my age are involved in the planning and running of Connexions	<input type="checkbox"/>				
Connexions has a lot to offer young people	<input type="checkbox"/>				

33. Thinking of the people you deal with at Connexions, would you say they are...

- Very friendly Not very friendly
- Fairly friendly Not at all friendly

34. Overall, how satisfied are you with Connexions?

- Very satisfied Not very satisfied
- Fairly satisfied Not at all satisfied

+

+

+ 35. Are you... +

Male

Female

36. How old are you? years

37. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.

Yes → Please go to Question 38

No → Please go to Question 39

Don't Know → Please go to Question 39

38. Does this illness or disability limit your activity in any way

Yes

No

Don't Know

39. Which of the following groups do you belong to? Your answer will help us to know how equal opportunities policies are working.

Choose ONE section from A to E, then tick the appropriate box to indicate your ethnic group.

A White

- British
- Irish
- Any Other White background, *please write in*

D Black or Black British

- Caribbean
- African
- Any Other Black background, *please write in*

B Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any Other Mixed background, *please write in*

E Chinese or other ethnic group

- Chinese
- Any Other, *please write in*

C Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Any Other Asian background, *please write in*

+

+

+ 40. We would like to know what you are doing at the moment. Please put a cross in **one** box to show us what your **main** activity is. *If you are temporarily sick or on holiday, please tick your usual activity.* +

In full-time education at school, college or University	<input type="checkbox"/>	Unemployed and looking for work	<input type="checkbox"/>
Modern Apprenticeship (Foundation or Advanced)	<input type="checkbox"/>	Unemployed and not looking for work	<input type="checkbox"/>
Other government supported training	<input type="checkbox"/>	Doing voluntary activity	<input type="checkbox"/>
In a full-time job (over 30 hours a week)	<input type="checkbox"/>	Taking a break from study or work/taking a gap year	<input type="checkbox"/>
In a part time job (if this is your main activity)	<input type="checkbox"/>	Doing something else (Please write in below)	<input type="checkbox"/>

41. It is possible that we will want to contact you again. Would you be willing to take part in another survey?

Yes No

42. If you have any more comments you wish to make, please write in the box below.

43. Please enter the date that you finished this questionnaire

Day/Month/Year e.g. 30/05/04

//

Thank you for your time.

Everything you have told us will be treated in the strictest confidence. The answers you have given will be used to help improve the Connexions Service for other young people in the future.

Please return this in the freepost envelope provided (you will not need a stamp):

BMRB International, Hadley House, 79-81 Uxbridge Road, Ealing, London, W5 5SU

BMRB
INTERNATIONAL

Phase 1 Wave 2 +

Copies of this publication can be obtained from:

DfES Publications
P.O. Box 5050
Sherwood Park
Annesley
Nottingham
NG15 0DJ

Tel: 0845 60 222 60
Fax: 0845 60 333 60
Minicom: 0845 60 555 60
Online: www.dfespublications.gov.uk

© BMRB International 2005

Produced by the Department for Education and Skills

ISBN 1 84478 420 7
Ref No: RR622
www.dfes.go.uk/research