

Study Intention Survey 2010

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INTRODUCTION

The Secondary School Study Intentions Survey is now in its seventh year. The main objectives of this research are to identify secondary school students' choice of programme, the level of qualification that students aspire to and the extent to which students would study in Tauranga. This report presents the results for nine secondary schools of Western Bay of Plenty, and where relevant compares the 2010 results with previous years.

In total 2,959 self-completion questionnaires were completed, of which 44% were male students and 56% female students, from nine Western Bay of Plenty secondary schools (Table 1).

Table 1

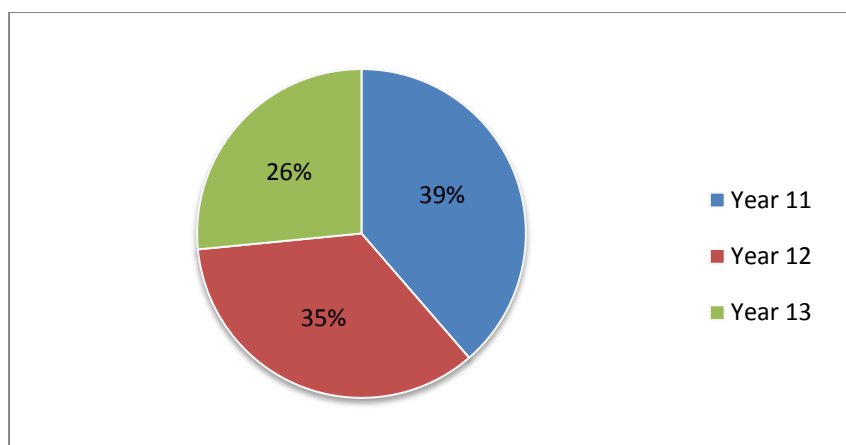
*Participation of Colleges, 2006 – 2010**

	2010		2009	2008	2007	2006
	#	%	%	%	%	%
Otumoetai College	497	17	19	16	27	13
Tauranga Girls' College	468	16	17	20	11	12
Mount Maunganui College	458	15	14	14	16	21
Bethlehem College	405	14	12	11	10	6
Tauranga Boys' College	362	12	12	10	11	16
Te Puke High School	261	9	11	6	11	13
Katikati College	228	8	9	9	-	12
Aquinas College	105	3	5	7	7	7
Waihi College	175	10	-	7	8	-
Total	2959	100	100	100	100	100

**Waihi College did not participate in 2009.*

The total survey population was comprised of 39% Year 11, 35% Year 12 and 26% Year 13 students (Figure 1).

Figure 1: 2010 Participation by Year



As illustrated in Table 2, the majority of students intend to start tertiary study in 2012 or later (60%) and about one-quarter (26%) indicated starting in 2011, mainly reflecting the intention of students in Year 13 at the time of the survey.

Table 2
*Intended Year of Study, 2009 - 2010**

	2010	2009
	%	%
2010	1.1	24
2011	26.1	33
2012 or later	59.9	33
Don't know/not answered	12.9	10
Total	100.0	100

* *Waihi College did not participate in 2009*

PART ONE

INTENDED QUALIFICATION

The majority of students (74%) intend to achieve a Diploma or Degree level qualification and 20% intend to achieve an Apprenticeship or Certificate level qualification. The remaining 5% are not intending to embark on further study (Table 3).

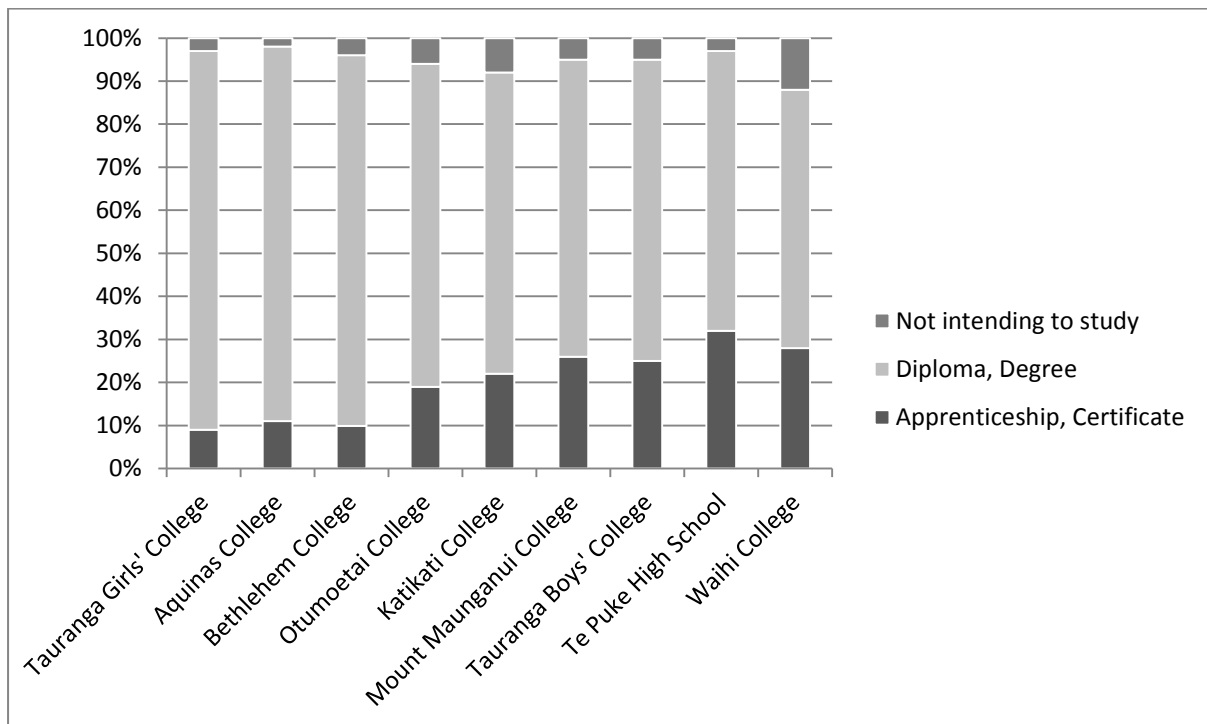
The proportion of students intending to undertake tertiary study has not changed appreciably between 2009 and 2010. Similarly, the proportion of students who are “not intending to study” has also remained stable since 2008 (at round 5- 6%).

Table 3
Intended Qualification, 2008 - 2010

	2010	2009	2008
	%	%	%
Diploma/ Degree	74.3	74	70
Apprenticeship/ Certificate	20.4	20	24
Not intending to study	5.3	6	6
Total	100.0	100	100

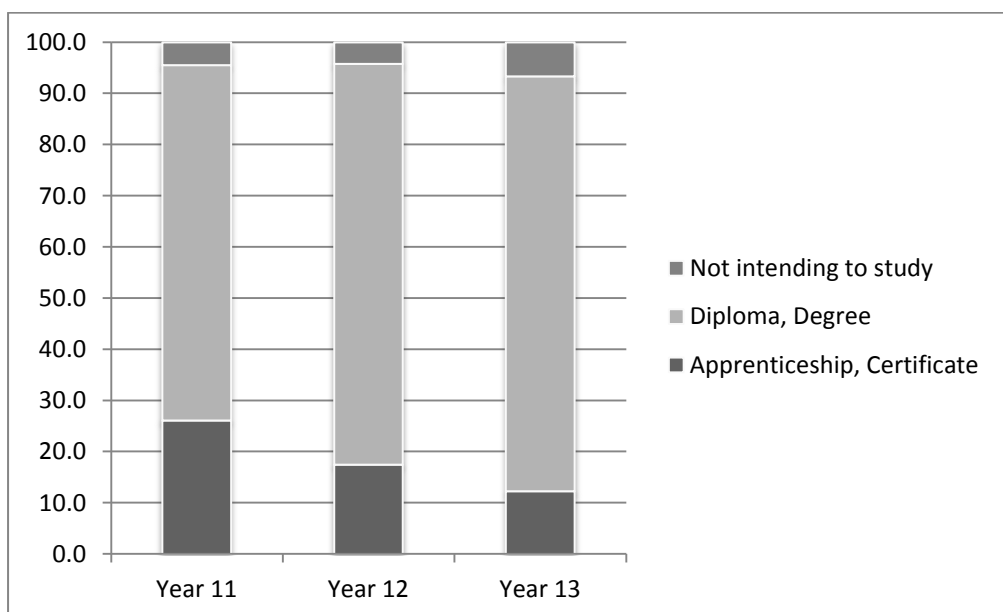
Intention of students to undertake tertiary study varies significantly across the colleges. At the high end, Tauranga Girls' College students (87%), Aquinas College (86%) and Bethlehem College (86%) expressed the strongest interest in achieving a Diploma/Degree level qualification. At the low end, Waihi College contributes the weakest aspiration for tertiary education with 58% intending to achieve a Diploma/Degree level qualification and the highest proportion of 'not intending to study' (12%). Te Puke High School students intending to achieve a Diploma/ Degree level qualification is also relatively lower (65%) when compared to other schools. However intention to achieve an Apprenticeship/ Certificate level qualification is higher for Te Puke High School (32%), Waihi College (29%), and Tauranga Boys' College (27%) (see Figure 2).

Figure 2: Intended Qualification by College



The closer students are to entering tertiary level study the more interested they are in studying a Diploma or Degree level of qualification. Consequently, the proportion of students intending to study an Apprenticeship or Certificate level of qualification decreases markedly by current year of study: from 26% for Year 11 students to 12% for Year 13 students (Figure 3).

Figure 3: Intended Qualification by Study Year



INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

Of the students who intend to achieve an Apprenticeship/Certificate level qualification, the five most popular programmes were: Police (24%), Army (24%), Sport & Recreation (24%), Automotive (21%) and Engineering/Welding (21%).

From a comparative perspective, almost the same proportion of students had chosen both Engineering/Welding and Police as their most popular programmes in the 2009 survey, whereas the corresponding proportions are smaller in years 2009 and 2008 (15% or less).

Table 4

*Most Popular Apprenticeship/Certificate Programme Areas, 2007-2010**

	2010	2009	2008	2007
	%	%	%	%
Police	23.8	23	14	12
Army	23.6	18	15	13
Sport & Recreation	22.2	16	11	13
Automotive	21.1	22	15	18
Engineering/Welding	20.8	23	14	14
Tourism & Travel	17.4	17	13	12
Building/Construction	14.5	14	13	16
Navy	14.5	12	8	10
Photography	14.5	10	6	-

* a multi-response question

Students were then asked to rank their choice of programme from 1 to 5 to highlight priority programmes. The highest ranking Apprenticeship/Certificate level of programmes were Automotive (8%), Building/Construction (7%), Police (6%), Engineering/Welding (5%) and Army (5%).

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

Of the students who indicated that they intend to achieve Diploma/Degree level qualifications, the five most popular programmes reported were Law (19%) followed by Sport & Recreation (18%), Psychology (18%), Medicine (17%) and Science (16%). The 2010 data indicate decreased interest in Science when compared to previous years (2007 – 2009).

Table 5

*Most Popular Diploma/Degree Programme Areas, 2007-2010**

	2010	2009	2008	2007
	%	%	%	%
Law	19.2	15	11	11
Sport & Recreation	18.1	13	10	11
Psychology	18.0	14	10	10
Medicine	17.2	13	9	9
Science	15.7	13	10	12
Engineering	15.5	15	9	9
Tourism & Travel	15.4	11	9	10
Film & TV	13.3	12	8	9
Business - Marketing	12.9	10	8	10
Graphic Design	12.3	10	8	9
Journalism	12.0	9	8	-

** Note: Multi-response Question*

Students were then asked to rank their choice of programme from 1 to 5 to highlight priority programmes. The highest ranking Diploma/Degree level programmes were Medicine (8%), Engineering (7%), Sport & Recreation (5%), Law (4%), Business – Accountancy (4%) and Science (4%).

INSTITUTION DESTINATION

Auckland University is the top destination for students with one fifth (21%) stating this to be their preferred choice, followed by Waikato University (HAM) (17%) and Bay of Plenty Polytechnic (15%). There has been little change in preference of tertiary institution since 2008 (Table 6).

Table 6
*Institution Destination, 2005-2010**

	2010		2009		2008	2006	2005
	No.	%	No.	%	%	%	%
Auckland University	627	21.2	483	21	20	17	14
Waikato University (HAM)	495	16.7	352	16	17	18	19
Bay of Plenty Polytechnic	459	15.5	380	17	16	26	24
Otago University	436	14.7	333	15	17	19	19
Victoria University	391	13.2	378	17	15	15	11
Massey University	353	11.9	284	13	12	11	12
AUT University	251	8.5	172	8	6	6	7
Canterbury University	155	5.2	151	7	5	6	6
Army	109	3.7	88	4	3	5	5
Wintec	92	3.1	72	3	3	3	3
Private Training	44	1.5	20	1	1		
Lincoln University	43	1.5	38	2	2	2	3
Waikato University (TGA)	35	1.2	138	6	5	10	
Waiariki Institute of Technology	35	1.2	21	1	1	1	<1
Unitec	34	1.1	47	2	1	2	
Wananga	27	0.9	13	1	1		
Bethlehem Tertiary Institute	21	0.7	18	1	1	1	
Don't Know	429	14.5	354	16	17	15	18
Other	245	8.3	285	13	13	3	12
Total Students	2959		2277				
Total Responses	4281		3627				

*Note: Multi-response question. Results of 2007 data were excluded due to questions regarding data reliability.

REASONS FOR CHOOSING INSTITUTION TO STUDY

The motivations for destination choice is summarised in Table 7. The three main motivations for choosing a particular institution choice were reputation (42%) followed by programme availability (19%) and the desire to move away from home (17%).

The reasons for choosing particular institutions have remained fairly constant from 2007 to 2010. It is also worthwhile noting that the financial dimension (i.e. 'Smaller student loan') has not been observed as a major explanation with only 4-7% of students have indicated this option between 2007 to 2010 (Table 7).

Table 7

*Reasons for Choosing Institution 2007-2010 (as %)*¹

	2010	2009	2008	2007
Has a good reputation ²	42.0	46	43	-
Only place the programme is available	19.4	22	20	21
Can get away from home	16.5	18	17	22
Can stay at home	10.3	13	10	13
Friends going there	7.6	10	10	10
Smaller student loan	5.4	5	4	7
Don't know	15.3	16	17	32
Other	7.5	12	11	20

¹ Note: Multi-response Question

² The response category: "Has a good reputation" was first included in the 2008 Survey, and was therefore not offered in the 2007 Survey.

PART-TIME VERSUS FULL-TIME STUDY

Of the students who indicated they intend to undertake tertiary study, the majority (69%) intend to study full-time and 19% intended to study part-time. Student preference for full or part-time study has remained fairly constant over the last four years (Table 8).

Table 8:

Intention to Study Part Time Versus Full Time, 2007-2010

	2010	2009	2008	2007
	%	%	%	%
Full time	69.0	72	72	71
Part time	19.0	17	17	21
Not going to Study	-	5	6	2
Don't know/ not answered	12.0	6	5	7
Total	100.0	100	100	100

Students were also asked if they had the option of studying part-time and working, would they prefer to do this. The 2010 results indicate that the offer of combining part-time study and employment (44%) marginally exceeds those preferring to study full-time (41%).

Comparison between the results of Table 8 and Table 9 illustrates an interesting pattern: while only 20% of 2010 students were interested in part-time study, this proportion rises substantially to more than 40 per cent when they have an option to combine education and employment. This is similar in each of the survey years.

Table 9

Preference for Studying Part-time and Working, 2007-2010

	2010	2009	2008	2007
	%	%	%	%
Yes - Study part-time and work	44.0	44	45	49
No - I would prefer to study full time	41.4	46	43	43
Don't know/not answered	14.6	10	12	8
Total	100.0	100	100	100

Of the students who reported a preference to combine part-time study with employment, the most popular Apprenticeship/Certificate programmes were Police (25%), Army (24%), Sport & Recreation (22%), Engineering & Welding (20%) and Tourism & Travel (20%) (see Table 10).

Table 10

*Most Popular Apprenticeship/Certificate Programme Areas according to Preference for Studying Part-Time and Working**

Programme areas	2010 (%)	2009 (%)
Police	25.4	24
Army	24.3	18
Sport & Recreation	24.3	17
Automotive	22.8	25
Engineering/Welding	20.2	24
Tourism & Travel	20.2	19
Animal care	16.2	-
Navy	15.3	12

*Note: Multi-response question

Of the students who reported a preference to combine part-time study with employment, the most popular Diploma/Degree programmes were Tourism & Travel (22%), Sport & Recreation (20%), Law (15%), Film & TV (15%), Psychology (15%), and Art (14%) (see Table 11).

Tourism & Travel and Sport & Recreation have consistently been the top two Diploma/Degree programme areas of choice for those preferring to combine part-time study with paid employment over the last two years, while Law and Film & TV, have swapped their ranked position. Primary Teaching has ranked lowest in both years, most likely reflecting the demands of the specific training programme (see Table 11).

Table 11
*Most Popular Diploma/Degree Programme Areas according to Preference for Studying Part-Time and Working**

	2010 %	2009 %
Tourism & Travel	21.9	16
Sport & Recreation	20.3	16
Law	15.0	13
Film & TV	14.7	15
Psychology	14.7	12
Art	14.0	10
Photography	13.7	11
Engineering	13.6	11
Journalism	13.2	-
Teaching - Primary	13.1	12

**Note: Multi-response question*

PART TWO

INTENDED QUALIFICATION IN TAURANGA

Of the students who intend to study in Tauranga, just over half (51%) intend to achieve a Diploma/Degree qualification and the remaining 49% intend to achieve an Apprenticeship/Certificate qualification (see Table 12).

Table 12

Intended Qualification by Intention to Study in Tauranga, 2007-2010

	2010		2009		2008		2007	
	n	%	n	%	n	%	n	%
Diploma/Degree	205	51.0	199	52	164	44	176	43
Apprenticeship/Certificate	197	49.0	187	48	213	56	238	57
Total	402	100.0	386	100	377	100	414	100

Interest in Apprenticeship/Certificate Programmes in Tauranga

The top five programmes of choice for students wishing to study an Apprenticeship/Certificate programme in Tauranga were Police (28%), Automotive (25%), Sport & Recreation (24%), Army (21%) and Tourism & Travel (21%)(see Table 13).

Table 13

*Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga (as %)**

	2010	2009	2008	2007
Police	28.0	18	11	14
Automotive	24.8	31	17	23
Sport & Recreation	24.2	9	8	11
Army	21.1	13	9	8
Tourism & Travel	20.5	13	10	9
Engineering & Welding	19.9	26	16	11
Beauty	19.3	9	15	8
Building & Construction	18.6	16	16	17
Electrical & Electronics	15.5	16	13	12
Hospitality - Chef	14.9	10	6	8
Animal Care	14.3	7	9	-
Animal Care	14.3	7	9	-

*Note: Multi-response question

Interest in Diploma/Degree Programmes in Tauranga

The top five programmes of choice for students wishing to study Diploma/Degree programmes in Tauranga were Tourism & Travel (26%) Sport & Recreation (24%), Teaching – Primary (24%), and Teaching-Early Childhood (24%). From a comparative perspective, there has been a significant change across time, with Tourism & Travel and Sport & Recreation ranked respectively first and second in the 2010 survey, replacing Teaching (both Primary and Early Childhood) in the previous surveys. A preference for Art and Fashion Diploma/Degree level qualifications in Tauranga has also increased considerably when compared to previous years.

Table 14

*Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga (as %)**

	2010	2009	2008	2007
Tourism & Travel	25.6	18	12	15
Sport & Recreation	24.4	18	12	11
Teaching - Primary	24.4	22	17	13
Teaching- Early childhood	23.8	23	12	18
Fashion	16.9	9	6	-
Art	14.4	9	6	5
Nursing	13.1	14	10	8
Photography	13.1	9	3	4
Teaching - Secondary	12.5	10	6	7
Engineering	11.9	-	-	-
Film & TV	11.9	10	4	-
Law	11.9	5	3	6
Music	11.3	9	4	6

**Note: Multi-response question*

Intention to Study in Tauranga

The majority of students intend to pursue study outside of Tauranga (58%) while 17% indicated that they intend to study in Tauranga (see Table 15 and Figure 4). The remaining quarter indicated they are 'not sure' where they will study (25%). These 2010 findings reflect those for the previous surveys, although the proportion intending to study in Tauranga decreased slightly between 2009 and 2010, plausibly driven by an increase in the proportion who were 'unsure' of their study destination (see Table 15 & Figure 4).

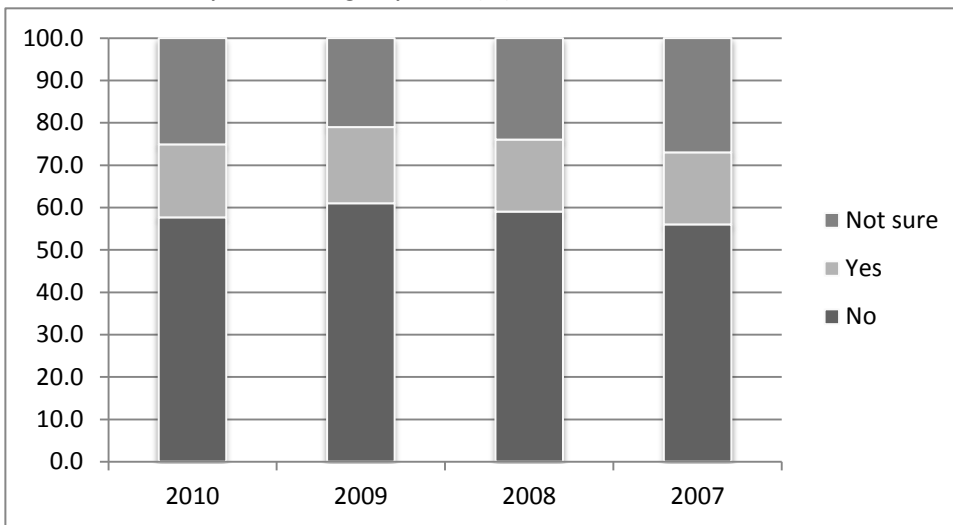
Table 15

Intention to Study in Tauranga by Year (%), 2007-2010

	2010		2009		2008		2007	
	n	%	n	%	n	%	n	%
No	1498	57.7	1275	61	1336	59	1345	56
Yes	448	17.2	388	18	377	17	414	17
Not Sure	653	25.1	431	21	543	24	650	27
Total	2599	100.0	2094	100	2256	100	2409	100

Figure 4

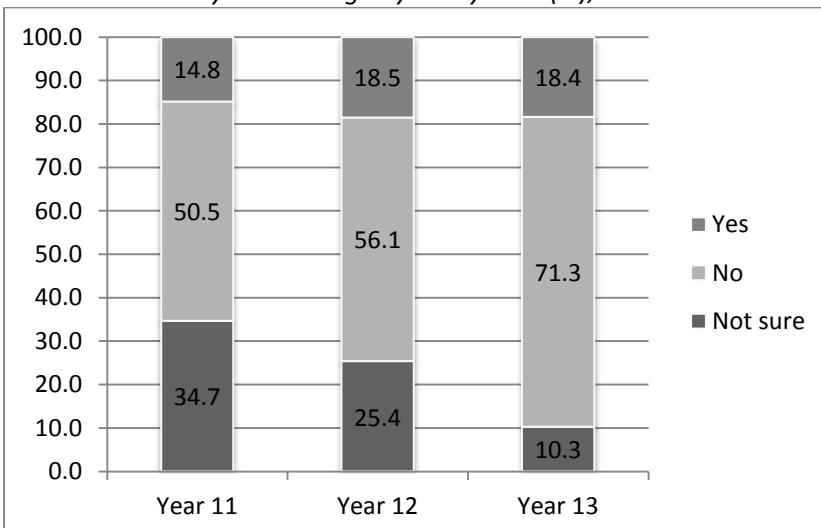
Intention to Study in Tauranga by Year (%), 2007-2010



Intention to study in Tauranga varies significantly in terms of student study year. While intention to study in Tauranga remains relatively constant at Year 12 and Year 13, the proportion of students intending to leave Tauranga is considerably higher at Year 13 largely due to the reduction of those in the “Don’t know” category at Year 13 (see Figure 5).

Figure 5

Intention to Study in Tauranga by Study Year (%), 2010



Reasons for Choosing to Study in Tauranga

For those students who intend to study in Tauranga, staying at home was the main motivator (52%) followed by the institution having a good reputation (28%) (see Table 16).

Table 16

Reasons for Choosing Institution by Intention to Study in Tauranga (as %)¹

	2010	2009	2008	2007
Can stay at home	51.6	57	45	50
Has a good reputation ²	27.9	37	25	-
Smaller student loan	15.0	16	12	16
Friends going there	12.9	15	14	9
Only place programme is available	8.0	11	8	8
Can get away from home	4.0	6	7	5
Other	6.5	9	6	12
Don't know	13.8	12	17	26

¹ Note: Multi-response question

² The response category: "Has a good reputation" was first included in the 2008 Survey, and was therefore not offered in the 2007 Surveys.

In order to find out the important factors motivating students to study in Tauranga, the survey also asked those students who are 'not sure' whether they intend to study in Tauranga: 'What would motivate you to definitely stay and study in Tauranga?'. The results of this question are summarised in Table 17. The most important motivating factor was 'availability of the right programme being offered in Tauranga (39%)'. The offer of a programme by a university was the second most important motivating factor (19%). Generally speaking, these two key patterns observed in the 2010 survey are also applicable to the previous surveys, although it is notable that the enticement of a 'smaller student loan', a 'better student life', and 'better facilities' have each reduced in value as motivating factors.

Table 17

*Motivation to study in Tauranga 2007- 2010 (as %)**

	2010	2009	2008	2007
Right programme was available	38.7	47	46	37
Programme was offered by a University	18.7	21	29	24
Smaller student loan	8.0	15	21	12
Better student life offered	7.2	13	17	12
Better facilities built	2.6	9	13	6
Other	6.1	9	7	3

*Note: Multi-response question

Motivation for Choosing to Study at the University of Waikato (Tauranga)

For those students intending to study at Waikato University in Tauranga (n= 182), the main reasons given for this choice were the opportunity to stay at home (46%) and the 'good reputation' of the institution (32%).

Table 18

*Reasons for Choosing Institution according to Intention to Study at Waikato University (Tauranga), 2009 - 2010**

	2010 %	2009 %
Can stay at home	45.5	44
Has a good reputation	32.4	40
Smaller student loan	15.9	18
Friends going there	13.2	12
Only place the programme is available	12.1	12
Can get away from home	10.4	16
Don't know	17.0	16
Other	4.9	8

**Note: Multi-response question*

Motivation for Choosing to Study at Bay of Plenty Polytechnic (Tauranga)

For those students intending to study at Bay of Plenty Polytechnic (n=450), the two main motivations for them to study at this institution were that they could 'stay at home' (48%) and because of the Polytechnic's 'good reputation' (26%) (Table 19).

Table 19

*Reasons for Choosing Institution according to Intention to Study at Bay of Plenty Polytechnic 2009 – 2010**

	2010 %	2009 %
Can stay at home	48.0	53
Has a good reputation	25.8	38
Smaller student loan	14.7	13
Friends going there	12.4	15
Only place the programme is available	9.1	10
Don't know	18.4	16
Can get away from home	5.6	8
Other	6.7	9

**Note: Multi-response question*

Reasons for not studying in Tauranga

The main reason for not intending to study in Tauranga (n=1498) was that the 'right programme was not available' (49%) followed by 'Wanting a new experience other than Tauranga' (25%) (see Table 20).

Table 20

*Reasons for Not Studying in Tauranga 2007 – 2010 (as %)**

	2010	2009	2008	2007
Right Programme not available in Tauranga	49.2	57	51	50
Want a new experience other than Tauranga	25.4	30	35	32
Just want to get away from home	9.3	14	18	18
Tauranga not set up for students	4.0	9	12	9
Friends going elsewhere	0.9	2	5	4
Other	8.9	8	10	8
Don't know	-	-	-	5

**Note: Multi-response question*

Of the students who indicated that the right programme was not available in Tauranga, the five most popular Apprenticeship/Certificate programmes they intended to study were Sport & Recreation (30%), Police (25%), Navy (21%), Army (18%) and Film & TV (18%) (see Table 21).

Table 21

*Most Popular Apprenticeship/Certificate Programme Areas according to Right Programme Not Available in Tauranga 2009 - 2010**

	2010 %	2009 %
Sport & Recreation	30.1	26
Police	25.3	19
Navy	20.5	13
Army	18.1	28
Film & TV	18.1	-
Photography	18.1	15
Engineering & Welding	16.9	21
Tourism & Travel	15.7	17
Airforce	13.3	21
Animal care	13.3	-

**Note: Multi-response question*

Of the students who indicated that the right programme was not available in Tauranga, the most popular Diploma/Degree programmes they intend to study are Medicine (27%), Psychology (25%), Science (25%), Engineering (24%) and Law (22%) (see Table 22).

Table 22

*Most Popular Diploma/Degree Programme Areas according to Right Programme Not Available in Tauranga 2009 - 2010**

	2010 %	2009 %
Medicine	27.0	19
Psychology	25.2	18
Science	24.5	18
Engineering	23.9	20
Law	22.1	19
Sport and Recreation	14.7	10
Business - Economics	14.3	11
Business - Marketing	13.9	9
Pharmacy	13.7	-

**Note: Multi-response question*

Partial Course Completion in Tauranga

Students were asked whether they would consider the option of studying part of their qualification in Tauranga and part in another location. One fifth (22%) indicated a preference to study part of their qualification in Tauranga and part in another location, indicating small incremental increases in the preference over the last four years (Table 23).

By comparison, the general patterns observed for 2010 reflect observations from previous surveys. The small differences of the proportions shown in Table 23 are mainly explained by the 'Don't know/Not answered' response not being included in the 2010 survey. As a result, other categories of this question show greater proportions in the 2010 survey, compared to previous surveys.

Table 23

Partial Completion of Qualification in Tauranga 2007 – 2010 (as %)

	2010	2009	2008	2007
Prefer to just study elsewhere	51.6	46	42	44
Prefer to just study in Tauranga	26.0	23	23	26
Prefer to study part of my studies in Tauranga, part elsewhere	22.4	20	19	19
Don't know / not answered	-	11	15	11
Total	100.0	100	100	100

PART THREE: AQUINAS COLLEGE

This section of the report presents the results for Aquinas College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 105 questionnaires were completed by students at Aquinas College, or 3% of the total number of questionnaires from All Colleges (Table 1).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Aquinas College

For Aquinas College, the majority (86%) intend to undertake a Diploma/Degree, representing a 5% increase since 2009. The intention to complete a Diploma/Degree qualification is higher at Aquinas College compared to the regional average (74%).

Intended Qualification, 2008 – 2010, Aquinas College

	2010	2009	2008
	%	%	%
Diploma/Degree	86	81	78
Apprenticeship/Certificate	12	16	20
Not intending to study	2	3	2
Total	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Aquinas High School were Photography (64%), Automotive (36%) and Police (36%). The level of interest in photography has increased significantly since 2009 when it did not rate in top-ten programmes of preference.

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2009 – 2010, Aquinas College (%)

	Aquinas College		All Colleges	
	2010	2009	2010	2009
Photography	64	...	15	10
Automotive	36	16	21	22
Police	36	32	24	23
Animal Care	27	...	14	...
Computing/Information Technology	27	...	10	10
Graphic Design	27	16	10	...
Hospitality – Chef	27	...	10	11
Beauty	18	16	13	10
Film & TV	18	21	14	7
Hospitality - Management	18	...	7	...

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Aquinas College students in 2010 are Law (21%), Graphic Design (20%) and Psychology (20%). In 2009, Engineering and Teaching were ranked higher. Compared to All Colleges, Aquinas College holds a greater interest in Graphic Design and Teaching.

Table 27

Most Popular Diploma/Degree Programme Areas, 2009 – 2010, Aquinas College (%)

	Aquinas College		All Colleges	
	2010	2009	2010	2009
Law	21	12	19	15
Graphic Design	20	14	12	10
Psychology	20	19	18	14
Sport & Recreation	18	18	18	13
Business – Economics	16	15	12	10
Teaching – Secondary	16	18	11	10
Architecture	14	...	9	...
Engineering	14	20	16	15
Marine Biology	14	...	8	...
Medicine	14	...	17	...

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of the Aquinas College students who intend to undertake study in Tauranga, more than half (62%) intend undertaking an Apprenticeship/Certificate level qualification. Interest in undertaking a Diploma/Degree level in Tauranga is considerably lower at Aquinas College (38%) when compared to the regional average (51%).

Table 28

Intended Qualification by Intention to Study in Tauranga, Aquinas College and All Colleges, 2007 – 2010 (%)

	Aquinas College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/Degree	38	56	39	39	51	52	44	43
Apprenticeship/Certificate	62	44	61	61	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Aquinas College students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes were Beauty (67%), Hospitality – Chef (67%) and Photography (67%).

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2009 – 2010, Aquinas College (%)

	Aquinas College		All Colleges	
	2010	2009	2010	2009
Beauty	67	25	19	9
Hospitality – Chef	67	...	15	10
Photography	67	...	12	...
Army	33	38	21	13
Automotive	33	...	25	31
Computing/Information Technology	33	...	9	14
Graphic Design	33	...	4	...

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Aquinas College who intend to complete a Diploma/Degree level qualification in Tauranga the programme preference was spread evenly (33%), however the total number of students from Aquinas College intending to study a Diploma/degree in Tauranga, shown in Table 30, is very low (less than 10).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2009 – 2010, Aquinas College (%)

	Aquinas College		All Colleges	
	2010	2009	2010	2009
Architecture	33	...	4	...
Art	33	30	14	9
Computing/Information Technology	33	20	15	13
Film & TV	33	20	12	10
Graphic Design	33	...	9	...
Nursing	33	30	13	14
Photography	33	...	13	9
Science	33	...	5	...
Social Sciences (Geography etc.)	33	...	5	...
Sport & Recreation	33	...	24	18

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: BETHLEHEM COLLEGE

This section of the report presents the results for Bethlehem College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years. In total 405 questionnaires were completed at Bethlehem College, representing 14 per cent of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, the majority of students (74%) intend to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Bethlehem College

For Bethlehem College, the intention to study a Diploma/Degree level qualification (86%) has increased from 74% in 2008 to 86% in 2010, which is greater than the regional increase over the same period. Intention to study Apprenticeship/Certificate programmes has subsequently decreased over the 4 year period to 10% in 2010.

The proportion of students at Bethlehem College that do not intend to study has dropped significantly, from 11% in 2009 to 3.7% in 2010.

Table 25

Intended Qualification, 2007 – 2010, Bethlehem College (%)

	2010	2009	2008	2007
	%	%	%	%
Diploma/Degree	86.1	83	76	74
Apprenticeship/ Certificate	10.2	11	14	18
Not intending to study	3.7	6	11	8
Total	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Bethlehem College students in 2010 included; Engineering and Welding (24%), Sports and Recreation (24%), and Automotive (22%). The most popular programmes of study regionally were the Army (24%), Police (24%), and Sports and Recreation (22%).

Students from Bethlehem College indicated a strong interest in Agricultural Apprenticeship/Certificate level of study (15%) compared with the regional average (9%). Similarly, the popularity of the Air Force increased at Bethlehem College (19%), and is considerably higher than the regional average (12%).

Table 26

Most Popular Apprenticeship/Certificate Program Areas, 2008 – 2010, Bethlehem College (%)

	Bethlehem College		All Colleges	
	2010	2009	2010	2009
Engineering & Welding	24	17	21	23
Sports & Recreation	24	-	22	16
Automotive	22	24	21	22
Airforce	19	-	12	13
Army	19	-	24	18
Building & Construction	19	-	15	14
Photography	19	-	15	10
Police	17	21	24	23
Agriculture	15	-	9	-
Navy	14	-	15	12

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Bethlehem College students in 2010 were Medicine (23%), Engineering, Psychology and Law (20% for each).

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Bethlehem College (%)

	Bethlehem College		All Colleges	
	2010	2009	2010	2009
Medicine	23	16	17	13
Engineering	20	15	16	15
Psychology	20	16	18	14
Law	20	13	19	15
Sport & Recreation	18	-	18	-
Science	15	13	16	13
Graphic design	13	13	12	10
Business – Economics	13	16	12	10
Tourism & Travel	13	-	15	11
Pharmacy	12	-	8	-

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of the Bethlehem College students who intend study in Tauranga, 74% intend studying towards a Diploma/Degree level qualification, while 26% intend to study at Apprenticeship/Certificate level.

Bethlehem College students have a higher interest in studying at Diploma/Degree level in Tauranga (74%) compared to the regional average (51%). Subsequently, Bethlehem College students have a lower interest in achieving Apprenticeship/Certificate qualifications (26%) compared to All Colleges (49%).

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Bethlehem College (%)

	Bethlehem College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/ Degree	74	64	54	60	51	52	44	43
Apprenticeship/ Certificate	26	36	46	40	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Bethlehem College students who intend study an Apprenticeship/Certificate level qualification in Tauranga the most popular programme of interest are Agriculture (38%) and Police (38%), reflecting a change since 2009 when Automotive (31%) was the most preferred programme of study in Tauranga.

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Bethlehem College (%)

	Bethlehem College		All Colleges	
	2010	2009	2010	2009
Agriculture	38		6	
Police	38	23	28	18
Beauty	25		19	9
Panelbeating	13	15	8	13
Animal care	13		14	7
Army	13		21	13
Automotive	13	31	25	31

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Bethlehem College who intend studying towards a Diploma/ Degree in Tauranga, the most popular options were Computing/Information Technology, Fashion, Hospitality – Management, Nursing, Sport and Recreation and Early Childhood Teaching (21% each). The 2010 results indicate a considerable decline in preference for studying Early Childhood teaching in Tauranga (from 30% in 2009 to 21% in 2010).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Bethlehem College (%)

	Bethlehem College		All Colleges	
	2010	2009	2010	2009
Computing/ Information Technology	21	17	15	13
Fashion	21	-	17	9
Hospitality – Management	21	13	9	8
Nursing	21	13	13	14
Sport & Recreation	21	-	24	18
Teaching – Early Childhood	21	30	24	23
Agriculture	14	-	4	-
Food Technology	14	-	11	-
Horticulture	14	14	4	-
Interior Design	14	-	9	-

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: KATIKATI COLLEGE

This section of the report presents the results for Katikati College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 228 questionnaires were completed by students at Katikati College, representing 8 % of the total number of questionnaires from all the colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Katikati College (see Table 25)

For Katikati College, the majority (68%) of students in 2010 intended to undertake a Diploma/Degree and 24% intend to undertake an Apprenticeship/Certificate programme. In comparison to earlier surveys, 2010 is very similar to 2009. The intention for undertaking Diploma/Degree programme is notably lower at Katikati College compared to the regional average (74%).

Table 25

Intended Qualification, 2008 – 2010, Katikati College

	2010	2009	2008
	%	%	%
Diploma/Degree	68	69	63
Apprenticeship/Certificate	24	21	30
Not intending to study	8	10	7
Total	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Katikati School students in 2010 were Automotive (25%), Tourism & Travel (25%) and Army (23%). Katikati College students were far more interested in studying Agriculture (18% when compared to All Colleges (9%), and Horticulture (16% for Katikati College compared to 6% for All Colleges).

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Katikati College (%)

	Katikati College		All Colleges	
	2010	2009	2010	2009
Automotive	25	18	21	22
Tourism & Travel	25	27	17	17
Army	23		24	18
Engineering & Welding	21	18	21	23
Film & TV	20		14	
Agriculture	18	11	9	8
Sport & Recreation	18	11	22	16
Building & Construction	16		15	14
Horticultural	16		6	
Beauty	14		13	10

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Katikati College students in 2010 were Engineering (18%), Graphic Design (17%) and Law (17%). Across the region there has been increased interest in both Law and Graphic Design since 2009, however the increase has been higher at Katikati College than for the region as a whole.

Table 27

Most Popular Diploma/Degree Program Areas, 2008 – 2010, Katikati College (%)

	Katikati College		All Colleges	
	2010	2009	2010	2009
Engineering	18	14	16	15
Graphic Design	17	10	12	10
Law	17	10	19	15
Sport & Recreation	15	13	18	13
Film & TV	15		13	12
Medicine	15	10	17	13
Photography	15		12	
Performing Arts – Dance, Drama	14	9	9	8
Psychology	14	10	18	14
Science	14		16	13

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

In 2010 of those students from Katikati College who intend to study in Tauranga, just over one-third (36%) intend to undertake a Diploma/Degree level programme and the remaining 64% intend to undertake an Apprenticeship/Certificate level qualification.

In comparison to the 2009, there has been a decline in the number of Katikati students intending to obtain a Diploma/Degree, and a subsequent rise in those intending to obtain an apprenticeship or certificate. Katikati College students show a higher level of interest in apprenticeships or certificate level qualifications (64%) in comparison to students across the region (49%).

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Katikati College (%)

	Katikati College			All Colleges			
	2010	2009	2008	2010	2009	2008	2007
Diploma/ Degree	36	46	24	51	52	44	43
Apprenticeship/ Certificate	64	54	76	49	48	56	57
Total	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Katikati students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes were Automotive (43%), Electrical and Electronics (43%) and Horticulture (36%). Automotive is markedly more popular at Katikati College (43%) when compared to All Colleges (25%).

Compared to students from across other participating colleges, students from Katikati College are considerably more likely to select Horticulture as their programme of study (Katikati College = 36%, All Colleges = 10%).

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Katikati College (%)

	Katikati College		All Colleges	
	2010	2009	2010	2009
Automotive	43	26	25	31
Electrical & Electronics	43		16	16
Horticulture	36		10	
Tourism & Travel	29	26	21	13
Building & Construction	24		19	16
Engineering & Welding	21	26	20	26
Film & TV	21		10	

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Katikati College who intend to complete a Diploma/Degree level qualification in Tauranga the most popular programme of choice was Tourism and Travel (50%). This is well above the 26% reported for All Colleges, and a significant increase from the 2009 Katikati College data. Sport and Recreation was also a popular choice for Katikati College students (40%).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Katikati College (%)

	Katikati College		All Colleges	
	2010	2009	2010	2009
Tourism & Travel	50	38	26	18
Sport & Recreation	40	31	24	18
Building & Construction	30		8	
Engineering	30		12	
Fashion	30		17	9
Law	30		12	5
Photography	30		13	9
Teaching – Early Childhood	30	19	24	23
Architecture	30		4	

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: MT MAUNGANUI COLLEGE

This section of the report presents the results for Mt Maunganui College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 458 questionnaires were completed by students at Mt Maunganui College, representing 15 per cent of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Mt Maunganui College

For Mt Maunganui College, the majority of students (67%) intend to study a Diploma/Degree level qualification. Just over one-quarter (27%) intend on gaining an Apprenticeship/Certificate level qualification the remaining 6% do not intend to complete further study.

Mt. Maunganui College students show slightly more interest in gaining Apprenticeship/Certificate level qualifications (27%) than the regional average (21%). The proportion of Mt Maunganui College students not intending to undertake further study is consistent with the regional average (5-6%).

Table 25

Intended Qualification, 2008 – 2010, Mt Maunganui College

	2010	2009	2008
	%	%	%
Diploma/Degree	67	71	64
Apprenticeship/Certificate	27	23	31
Not intending to study	6	6	5
Total	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Mt Maunganui College students in 2010 were Police and the Army (30% each). This is consistent with regional data where Police and Army are the most popular choice (24%).

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Mount Maunganui College (%)

	Mt. Maunganui College		All Colleges	
	2010	2009	2010	2009
Police	30	35	24	23
Army	30	11	24	18
Sport & Recreation	26	15	22	16
Automotive	21	33	21	22
Engineering & Welding	20	25	21	23
Navy	18	15	15	12
Tourism & Travel	18	14	17	17
Business	17		13	
Building & Construction	16	21	15	14
Air-force	14		12	

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Mt Maunganui College students in 2010 were Law (22%), Sport & Recreation (19%), followed by Psychology and Tourism and Travel (17% for both) (Table 27).

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Mount Maunganui College (%)

	Mt. Maunganui College		All Colleges	
	2010	2009	2010	2009
Law	22	14	19	15
Sport & Recreation	19	11	18	13
Psychology	17	15	18	14
Tourism & Travel	17	15	15	11
Business – Marketing	16	13	13	10
Engineering	16	13	16	15
Film & TV	16	11	13	12
Journalism	16		12	9
Art	15	12	12	9
Business - Accountancy	15	14	10	10

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of the Mt Maunganui College students who intend to study in Tauranga, 47% are intending on studying towards a Diploma/Degree level qualification, while 53% are intending to study at Apprenticeship/Certificate level.

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Mount Maunganui College (%)

	Mt. Maunganui College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/ Degree	47	56	38	45	51	52	44	43
Apprenticeship/ Certificate	53	44	62	55	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Mt Maunganui College students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes of interest were Police (35%), Army (33%) and Sport and Recreation (28%). Interest in Automotive at Mt. Maunganui College has decreased from 36% in 2009 to 24% in 2010, and the Army has shown a very significant increase in popularity (from 11% in 2009 to 33% in 2010).

The Police, Army and the Air Force show higher rates of popularity for students from Mt Maunganui than the regional average.

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Mount Maunganui College (%)

	Mt. Maunganui College		All Colleges	
	2010	2009	2010	2009
Police	35	23	28	18
Army	33	11	21	13
Sport & Recreation	28	14	24	9
Air Force	26		12	
Automotive	24	36	25	31
Building & Construction	22	18	19	16
Engineering & Welding	22	21	20	26

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Mt Maunganui College who intend studying towards a Diploma/Degree in Tauranga, the most popular options were Teaching – Primary (29%), Teaching – Early Childhood (27%) and Tourism and Travel (27%).

Sport and Recreation programmes are slightly less popular with Mt. Maunganui College students (18%) compared to the regional average (24%). However, students at Mt. Maunganui College have a much stronger interest in Veterinary Science programmes (18%) than All Colleges (6%).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Mount Maunganui College (%)

	Mt. Maunganui College		All Colleges	
	2010	2009	2010	2009
Teaching – Primary	29	20	24	22
Teaching – Early Childhood	27	31	24	23
Tourism & Travel	27	17	26	18
Computing/ Information Technology	24		15	13
Nursing	20	14	13	14
Law	18		12	5
Sport & Recreation	18	20	24	18
Veterinary Science	18		6	
Art	16	11	14	9
Engineering	16		12	

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest..

PART THREE: OTUMOETAI COLLEGE

This section of the report presents the results for Otumoetai College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 497 questionnaires were completed by students at Otumoetai College, representing 17% of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Otumoetai College

For Otumoetai College, the majority of students in 2010 (74%) intend to undertake a Diploma/Degree, with no change since 2009. The proportion of students who intend to study towards an Apprenticeship/Certificate programme has also remained fairly stable across the three year period.

Table 25

Intended Qualification, 2008 – 2010, Otumoetai College

	2010	2009	2008
	%	%	%
Diploma/Degree	74	73	73
Apprenticeship/Certificate	20	19	22
Not intending to study	6	8	5
Total	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate programmes for Otumoetai College students in 2010 were Police (30%), Army (21%), Automotive (17%) and Computing & IT (17%). The level of interest in Computing & IT is higher at Otumoetai College (17%) compared to the regional average (10%).

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Otumoetai College (%)

	Otumoetai College		All Colleges	
	2010	2009	2010	2009
Police	30	16	24	23
Army	21	12	24	18
Automotive	17	22	21	22
Computing & Information Technology	17	17	10	10
Animal care	16		14	
Engineering & Welding	16	22	21	23
Film & TV	16		14	
Beauty	15	12	13	10
Fashion	15		10	
Photography	15		15	10

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Otumoetai College students in 2010 were Medicine (20%) and Law (19%). The level of interest in the Diploma/Degree programmes listed in Table 27 show similar relativities to those observed for All Colleges.

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Otumoetai College (%)

	Otumoetai College		All Colleges	
	2010	2009	2010	2009
Medicine	20	14	17	13
Law	19	19	19	15
Engineering	18	15	16	15
Psychology	17	17	18	14
Science	17	14	16	13
Tourism & Travel	15		15	11
Journalism	14	10	12	9
Teaching - Primary	14		11	11
Art	13		12	
Film & TV	13		13	12

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of the Otumoetai College students who intend studying in Tauranga, 55% indicated that they would undertake a Diploma/Degree level qualification, which is slightly higher than the regional average (52%).

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Otumoetai College (%)

	Otumoetai College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/Degree	55	53	45	39	51	52	44	43
Apprenticeship/Certificate	45	47	55	61	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Otumoetai College students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes were Police (37%), Army (23%), Beauty and Floristry (both at 23%). In contrast to the 2009 data, Automotive programmes decreased significantly (from 31% to 18%). Strong increases were also observed for Police and Beauty programmes.

Otumoetai College has a considerably lower level of interest in Sport & Recreation (14%) when compared to the regional average (24%)

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Otumoetai College (%)

	Otumoetai College		All Colleges	
	2010	2009	2010	2009
Police	37	14	28	18
Army	23		21	13
Beauty	23	11	19	9
Floristry	23		4	
Automotive	18	31	25	31
Photography	18		12	
Tourism & Travel	18	11	21	13

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Otumoetai College who intend to complete a Diploma/Degree level qualification in Tauranga the most popular programmes were Early Childhood Teaching (28%), Primary Teaching (24%) and Tourism & Travel (24%).

In contrast to the data from All Colleges, Otumoetai College has lower interest in Sport & Recreation at a Diploma/Degree level (14%) than All Colleges (24%).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2009 – 2010, Otumoetai College (%)

	Otumoetai College		All Colleges	
	2010	2009	2010	2009
Teaching – Early Childhood	28	33	24	23
Teaching – Primary	24	15	24	22
Tourism & Travel	24	13	26	18
Teaching – Secondary	17		13	10
Art	14	10	14	9
Graphic Design	14		9	
Law	14		12	5
Music	14		11	9
Sport & Recreation	14	13	24	18

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: TAURANGA BOYS' COLLEGE

This section of the report presents the results for Tauranga Boys' College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 262 questionnaires were completed by students at Tauranga Boys' College, representing 12% of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Tauranga Boys' College

For Tauranga Boys' College, the majority (68%) of students intended to undertake a Diploma/Degree level qualification. Interest in Diploma/Degree qualifications has remained static since 2008, and is slightly lower than the regional average (74%).

Table 25

Intended Qualification, 2007 – 2010, Tauranga Boys' College (%)

	2010	2009	2008	2007
	%	%	%	%
Diploma/Degree	68	69	68	60
Apprenticeship/Certificate	27	27	26	37
Not intending to study	5	4	6	3
Total	100	100	100	100
Frequency	303	279	-	-

* For 2010, there is a frequency of 59 as 'not stated'.

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Tauranga Boys' College students in 2010 were Sport and Recreation (47%), Police (34%) and Automotive (33%).

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Tauranga Boys' College (%)

	Tauranga Boys' College		All Colleges	
	2010	2009	2010	2009
Sport & Recreation	47		22	16
Police	34	29	24	23
Automotive	33	30	21	22
Engineering & Welding	31	38	21	23
Army	27	26	24	18
Building & Construction	27	28	15	14
Electrical & Electronics	25	21	12	14
Air-force	16	20	12	13
Business	16	...	13	...
Film & TV	16	...	14	...

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Tauranga Boys' College students in 2010 were Sport and Recreation (32%), Business – Marketing (24%) and Business – Economics (24%). Tauranga Boys' College has a greater level of interest in Sport and Recreation, when compared to the regional average (18%).

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Tauranga Boys' college (%)

	Tauranga Boys' College		All Colleges	
	2010	2009	2010	2009
Sport & Recreation	32	22	18	13
Business – Marketing	24	19	13	10
Business – Economics	24	22	12	10
Law	22	17	19	15
Engineering	21	23	16	15
Business – Accountancy	20	22	10	10
Science	16	11	16	13
Computing/ Information Technology	16	11	11	9
Teaching - Secondary	16	11	11	10
Graphic Design	14	12	12	10

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010.

INTENDED QUALIFICATION IN TAURANGA

Of the Tauranga Boys' College students who intend to undertake study in Tauranga, approximately one-third (34%) intend gaining a Diploma/Degree level qualification and 66% an Apprenticeship/Certificate qualification.

Tauranga Boys' College students have a lower level of interest in Diploma/Degree level qualifications than the regional average (52%).

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Tauranga Boys' College (%)

	Tauranga Boys' College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/Degree	34	30	27	28	51	52	44	43
Apprenticeship/Certificate	66	70	73	72	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES BY INTENTION TO STUDY IN TAURANGA

In comparison to All Colleges, Tauranga Boys' College has a notably greater interest in Sport & Recreation than other colleges in Tauranga.

Of the Tauranga Boys' College students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes were Sport and Recreation (62%), followed by Police (38%) and Automotive (33%). In 2009, the most popular programmes were Automotive, Engineering & Welding and Building & Construction.

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Tauranga Boys' College (%)

	Tauranga Boys' College		All Colleges	
	2010	2009	2010	2009
Sport & Recreation	62	11	24	9
Police	38	26	28	18
Automotive	33	42	25	31
Building & Construction	33	29	19	16
Electrical & Electronics	33	29	16	16
Engineering & Welding	33	40	20	26
Security & Protection	24	...	6	...

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Tauranga Boys' College who intend to complete a Diploma/Degree level qualification in Tauranga the most popular programmes were Engineering (40%), Sport & Recreation (40%) and Art (30%). The level of interest in Art is considerably higher at Tauranga Boys' College, relative to All Colleges (14%). There has also been a considerable increase in interest for Engineering between 2009 and 2010.

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Tauranga Boys' College (%)

	Tauranga Boys' College		All Colleges	
	2010	2009	2010	2009
Engineering	40	19	12	6
Sport & Recreation	40	25	24	18
Art	30	...	14	9
Architecture	20	...	4	...
Business – Accountancy	20	19	7	...
Business – Marketing	20	...	9	...
Computing/ Information Technology	20	19	15	13
Electric & Electronics	20	...	6	...
Environment	20	...	5	...
Film & TV	20	19	12	10

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: TAURANGA GIRLS' COLLEGE

This section of the report presents the results for Tauranga Girls' College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 468 questionnaires were completed by students at Tauranga Girls' College, representing 16 per cent of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/ Degree	74	74	70
Apprenticeship/ Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Tauranga Girls' College (see Table 25)

For Tauranga Girls' College, the majority (87%) of students in 2010 intended to undertake a Diploma/Degree level qualification, which is notably higher when compared to the regional average (74%). Subsequently intention to study at Apprenticeship/Certificate' level is much lower than the regional average.

Table 25

Intended Qualification, 2007 – 2010, Tauranga Girls' College (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	87	86	80
Apprenticeship/Certificate	10	12	15
Not intending to study	3	2	5
Total	100	100	100
Frequency	436	393	-

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Tauranga Girls' High School students in 2010 were Beauty (31%), Tourism & Travel (29%) and Film & TV (25%).

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Tauranga Girls' College (%)

	Tauranga Girls' College		All Colleges	
	2010	2009	2010	2009
Beauty	31	24	13	10
Tourism & Travel	29	24	17	17
Film & TV	25	16	4	7
Fashion	21	24	10	8
Photography	21	20	15	10
Animal care	17	9	14	7
Hospitality – management	17	18	7	7
Hospitality – chef	15	16	10	11
Social work & counselling	15	...	8	...
Art	14	...	10	...

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Tauranga Girls' College students in 2010 were Psychology (24%), Medicine (23%) and Law (23%). The level of interest in the Diploma/Degree programmes listed in Table 27 show similar relativities to those observed for All Colleges.

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Tauranga Girls' College (%)

	Tauranga Girls' College		All Colleges	
	2010	2009	2010	2009
Psychology	24	16	18	14
Medicine	23	16	17	13
Law	23	14	19	15
Science	19	15	16	13
Tourism & Travel	17	13	15	11
Film & TV	16	15	13	12
Teaching - Primary	16	14	11	11
Art	15	11	12	9
Fashion	15	10	10	8
Journalism	15	10	12	9

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010.

INTENDED QUALIFICATION IN TAURANGA

In 2010 of those students from Tauranga Girls' College who intend to study in Tauranga, the majority (62%) intend to undertake a Diploma/Degree programme and the remaining 38% intend to undertake an Apprenticeship/Certificate programme. The 2010 pattern is similar to previous surveys.

Table 28

Intended Qualification by Intention to Study in Tauranga, 2007 – 2010, Tauranga Girls' College (%)

	Tauranga Girls' College				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/ Degree	62	67	63	59	51	52	44	43
Apprenticeship/ Certificate	38	33	37	41	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES BY INTENTION TO STUDY IN TAURANGA

Of the Tauranga Girls' College students who intend study in Tauranga to achieve an Apprenticeship/Certificate level qualification the most popular programmes were Beauty (50%), Tourism & Travel (50%) and Fashion (30%).

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Tauranga Girls' College (%)

	Tauranga Girls' College		All Colleges	
	2010	2009	2010	2009
Beauty	50	29	19	9
Tourism & Travel	50	18	21	13
Fashion	30	35	10	6
Hospitality – management	30	12	8	4
Animal care	25	12	14	7
Computing & Information Technology	20	29	9	14
Hairdressing	20	29	12	9

Note: Multi-response question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Tauranga Girls' College who intend to complete a Diploma/Degree level qualification in Tauranga the most popular programmes were Fashion (36%), Primary Teaching (36%) and Early Childhood Teaching (29%). Interest in these programmes was considerably greater than for All Colleges.

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Tauranga Girls' College (%)

	Tauranga Girls' College		All Colleges	
	2010	2009	2010	2009
Fashion	36	...	17	9
Teaching - Primary	36	34	24	22
Teaching – Early Childhood	29	17	24	23
Sport & Recreation	25	14	24	18
Art	21	...	14	9
Photography	21	...	13	9
Social Work & Counselling	21	...	10	...
Teaching - Secondary	18	11	13	10
Tourism & Travel	18	20	26	18
Interior Design	14	11	9	...

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

PART THREE: TE PUKE HIGH SCHOOL

This section of the report presents the results for Te Puke High School and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years.

In total 261 questionnaires were completed by Te Puke High School students, representing 9 per cent of the total number of questionnaires from All Colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/Degree	74	74	70
Apprenticeship/Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Te Puke High School

Intention to achieve a Diploma/Degree level qualification has increased by 6% since 2009, to 65% for Te Puke High School students, but 9% lower than the regional average. Intention to achieve an Apprenticeship/Certificate level qualification has remained stable since the previous year at 32%. There has been a significant decrease in the proportion of students who do not intend to study (9% in 2009 to 3% in 2010).

Table 25

Intended Qualification, 2008 – 2010, Te Puke High School

	2010	2009	2008
	%	%	%
Diploma/Degree	65	59	71
Apprenticeship/Certificate	32	32	23
Not intending to study	3	9	5
Total	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

The most popular Apprenticeship/Certificate level qualifications for Te Puke High School students in 2010 were the Army (32%), Automotive (29%), Engineering, Welding and Police (28%).

Compared to students from All Colleges, Te Puke High School students were more likely to select Agriculture than for the region as a whole. Preference for studying Automotive increased from 18% in 2009 to 29% in 2010.

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Te Puke High School (%)

	Te Puke High School		All Colleges	
	2010	2009	2010	2009
Army	32	29	24	18
Automotive	29	18	21	22
Engineering & Welding	28	22	21	23
Police	28	27	24	23
Tourism & Travel	26	19	17	17
Sport & Recreation	25	22	22	16
Agriculture	22	16	9	8
Navy	20	17	15	12
Animal care	17		14	
Hospitality – chef	15	11	10	11

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

The most popular Diploma/Degree level programmes for Te Puke High School students in 2010 were Sport and Recreation (28%), Tourism and Travel (25%) and Secondary Teaching (19%).

Te Puke High School students are more likely to choose Sport and Recreation than other colleges (18%). Sport and Recreation has also shown a significant increase in popularity since 2009 with both students from Te Puke High School, and all participating Colleges.

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Te Puke High School (%)

	Te Puke High School		All Colleges	
	2010	2009	2010	2009
Sport & Recreation	28	15	18	13
Tourism & Travel	25	11	15	11
Teaching – Secondary	19	14	11	10
Hospitality – Management	17		6	
Teaching – Primary	16	15	11	11
Art	15		12	
Science	15	15	16	13
Nursing	14	11	10	8
Psychology	14	11	18	14
Teaching – Early childhood	14	11	8	7

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of those students from Te Puke High School who intend to study in Tauranga, just over half intend to complete a Diploma/Degree level qualification (51%), and the remainder (49%) an Apprenticeship/Certificate.

Table 28

Intended Qualification by Intention to Study in Tauranga, 2008 – 2010, Te Puke High School (%)

	Te Puke High School				All Colleges			
	2010	2009	2008	2007	2010	2009	2008	2007
Diploma/Degree	51	46	52	31	51	52	44	43
Apprenticeship/Certificate	49	54	48	69	49	48	56	57
Total	100	100	100	100	100	100	100	100

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of the Te Puke School students who intend to study an Apprenticeship/Certificate level qualification in Tauranga, the most popular programme of interest was Automotive (43%). Other popular programme areas for Te Puke High School students were Engineering and Welding (36%), Building and Construction (29%), and Sport and Recreation (29%).

Compared to students from All Colleges, Te Puke High School students are significantly more likely to select Automotive, Engineering and Welding, Agriculture and Art.

Table 29

Most Popular Apprenticeship/Certificate Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Te Puke High School (%)

	Te Puke High School		All Colleges	
	2010	2009	2010	2009
Automotive	43	39	25	31
Engineering & Welding	36	25	20	26
Building & Construction	29		19	16
Sport & Recreation	29		24	9
Agriculture	21	21	6	8
Animal care	21		14	7
Art	21		8	

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMME AREA BY INTENTION TO STUDY IN TAURANGA

Of those students from Te Puke High School who intend to complete a Diploma/Degree level qualification in Tauranga, Sport and Recreation (47%) and Tourism and Travel (47%) were the most popular programmes, both of which are significantly higher than the regional average (24% and 26% respectively). These two programmes have shown significant increases since 2009 for both Te Puke High School students and students from All Colleges.

Teaching programmes (Early Childhood and Primary) are of less interest at Te Puke High School when compared to the region as a whole. Whereas Business (Marketing, Accountancy, Human Resource and Other) are significantly more popular with students from Te Puke High School compared to All Colleges.

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Te Puke High School (%)

	Te Puke High School		All Colleges	
	2010	2009	2010	2009
Sport & Recreation	47	29	24	18
Tourism & Travel	47	21	26	18
Business – Marketing	20		9	
Hospitality – Management	20		9	8
Teaching – Early childhood	20	13	24	23
Teaching – Primary	20	13	24	22
Business – Accountancy	13		7	
Business – Human Resource	13		3	
Business – Other	13		5	
Computing/ Information Technology	13	13	15	13

Note: Multi-response Question. Also note that the information provided in this table is subject to the data available for the surveys conducted before 2010 therefore the gaps in 2009 data show that these fields were not popular enough to reach even one per cent of interest

PART THREE: WAIHI COLLEGE

This report presents the results for Waihi College and highlights those for the other eight secondary schools of the region. The report also compares the results for 2010 with those for previous years. In total 175 questionnaires were completed by students at Waihi College, representing 10% of the total number of questionnaires from all the colleges (see Table 1 above).

INTENDED QUALIFICATION

All Colleges

In 2010, almost three-quarters of surveyed students intended to undertake a Diploma/Degree with little change here since 2008. Similarly, intention to study at an Apprenticeship/Certificate Level has also remained fairly static at around 20-24% (see Table 24).

Table 24

Intended Qualification, 2008 – 2010, All Colleges (%)

	2010	2009	2008
	%	%	%
Diploma/ Degree	74	74	70
Apprenticeship/ Certificate	21	20	24
Not intending to study	5	6	6
Total	100	100	100

Waihi College

For Waihi College, the majority (59%) of students in 2010 intended to undertake a Diploma/Degree. This is a notable increase from the 45% in 2008 (see Table 25). The intention to study at a Diploma/Degree level is lower at Waihi College compared to the regional average (see Table 24). What is interesting about Waihi College is the sizable group of students who do not intend to study, 12% in 2010, in comparison to the regional average (6%).

Table 25

Intended Qualification, 2007 – 2010, Waihi College (%)*

	2010	2008	2006
	%	%	%
Diploma/ Degree	59	45	54
Apprenticeship/ Certificate	29	42	43
Not intending to study	12	14	3
Total	100	100	100

* Waihi College did not participate in the 2009 survey. Also, its 2007 report for this table was incorrect as the percentage adds up to more than 100 and no explanation was provided for this in the report.

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES

Table 26 shows the ten most popular programmes among those students from Waihi College who intend to achieve an Apprenticeship/Certificate level of qualification.

In 2010, the most popular preferences for Waihi College students were Building & Construction (27%) and Engineering & Welding (27%) followed by Army, Automotive and Film & TV (all at 23%). Comparatively in 2008 Engineering & Welding, Automotive and Building & Construction were the most popular choices for Apprenticeship/Certificate programmes.

Table 26

Most Popular Apprenticeship/Certificate Programme Areas, 2008 – 2010, Waihi College (%)

	Waihi College		All Colleges	
	2010	2008*	2010	2008*
Building & Construction	27	16	15	13
Engineering & Welding	27	20	21	14
Army	23	...	24	15
Automotive	23	18	21	15
Film & TV	23	...	14	...
Architecture	18	...	5	...
Computing & Information Technology	18	8	10	6
Electrical & Electronics	18	12	12	10
Graphic Design	18	...	10	...
Hairdressing	18	...	9	8

**Waihi College did not participate in the 2009 survey. Accordingly, the results of 2008 survey are also placed here for the purpose of comparison.*

Note: Multi-response Question. It is also noted that the information provided in this table is subject to the data available for the surveys conducted before 2010 and therefore the gaps in 2008 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAMMES

Of the Waihi College students who intend to achieve a Diploma/Degree level qualification, the most popular programmes were Science (26%), Sport & Recreation (24%) followed by Photography, Psychology, Tourism & Travel (20%). In contrast, the most popular programmes in 2008 were Teaching – Primary, Tourism & Travel and Science.

Table 27

Most Popular Diploma/Degree Programme Areas, 2008 – 2010, Waihi College (%)

	Waihi College		All Colleges	
	2010	2008*	2010	2008*
Science	26	11	16	13
Sport & Recreation	24	9	18	10
Photography	20	...	12	...
Psychology	20	9	18	10
Tourism & Travel	20	13	15	9
Art	18	8	12	7
Graphic design	18	6	12	8
Architecture	16	...	9	...
Teaching – Primary	16	14	11	8
Film & TV	15	8	13	8

**Waihi College did not participate in the 2009 survey. Accordingly, the results of 2008 survey are also placed here for the purpose of comparison.*

Note: Multi-response Question. It is also noted that the information provided in this table is subject to the data available for the surveys conducted before 2010 and therefore the gaps in 2008 data show that these fields were not popular enough to reach even one per cent of interest.

INTENDED QUALIFICATION IN TAURANGA

Of those students from Waihi College in 2010 who intend to study in Tauranga, intention to study at Diploma/Degree level or Apprenticeship/Certificate programme is evenly split (50% for both). Intention to study diploma/degree level qualifications has increased since 2007.

Table 28

Intended Qualification by Intention to Study in Tauranga, 2007 – 2010, Waihi College (%)

	Waihi College			All Colleges			
	2010	2008*	2007	2010	2009	2008*	2007
Diploma/Degree	50	38	43	51	52	44	43
Apprenticeship/Certificate	50	62	57	49	48	56	57
Total	100	100	100	100	100	100	100

* Waihi College did not participate in the 2009 survey.

INTEREST IN APPRENTICESHIP/CERTIFICATE PROGRAMMES BY INTENTION TO STUDY IN TAURANGA

Animal Care (67%) and Film & TV (67%) were the two most popular Apprenticeship/Certificate programmes for Waihi College students wanting to study in Tauranga (Table 7). In contrast, the most popular programmes in 2008 were Building & Construction, Electrical & Electronics and Engineering & Welding.

Table 29

Most Popular Apprenticeship/Certificate Program Areas by Intention to Study in Tauranga, 2008 – 2010, Waihi College (%)

	Waihi College		All Colleges	
	2010	2008*	2010	2008*
Animal Care	67	...	14	7
Film & TV	67	...	10	...
Beauty	33	20	19	15
Business	33	...	11	...
Computing & Information Technology	33	...	9	9
Electrical & Electronics	33	23	16	13
Hairdressing	33	7	12	13

*Waihi College did not participate in the 2009 survey. Accordingly, the results of 2008 survey are also placed here for the purpose of comparison.

Note: Multi-response Question. It is also noted that the information provided in this table is subject to the data available for the surveys conducted before 2010 and therefore the gaps in 2008 data show that these fields were not popular enough to reach even one per cent of interest.

INTEREST IN DIPLOMA/DEGREE PROGRAM AREA BY INTENTION TO STUDY IN TAURANGA

The most popular Degree/Diploma choices for Waihi College students wanting to study in Tauranga were Engineering, Film & TV, Marine Biology, Music, Science and Sport and Travel (all at 33%).

In 2010, Waihi College students showed a much greater interest in Engineering, Film & TV and Marine Biology than the region as a whole. In 2008, the most popular programme was Primary Teaching (see Table 29).

Table 30

Most Popular Diploma/Degree Programme Areas by Intention to Study in Tauranga, 2008 – 2010, Waihi College (%)

	Waihi College		All Colleges	
	2010	2008*	2010	2008*
Engineering	33	...	12	...
Film & TV	33	11	12	4
Marine Biology	33	11	8	...
Music	33	...	11	4
Science	33	...	5	...
Tourism & Travel	33	...	26	12
Advertising	17	...	4	...
Agriculture	17	...	4	...
Art	17	11	14	6
Building & Construction	17	...	8	...

**Waihi College did not participate in the 2009 survey. Accordingly, the results of 2008 survey are also placed here for the purpose of comparison.*

Note: Multi-response Question. It is also noted that the information provided in this table is subject to the data available for the surveys conducted before 2010 and therefore the gaps in 2008 data show that these fields were not popular enough to reach even one per cent of interest.