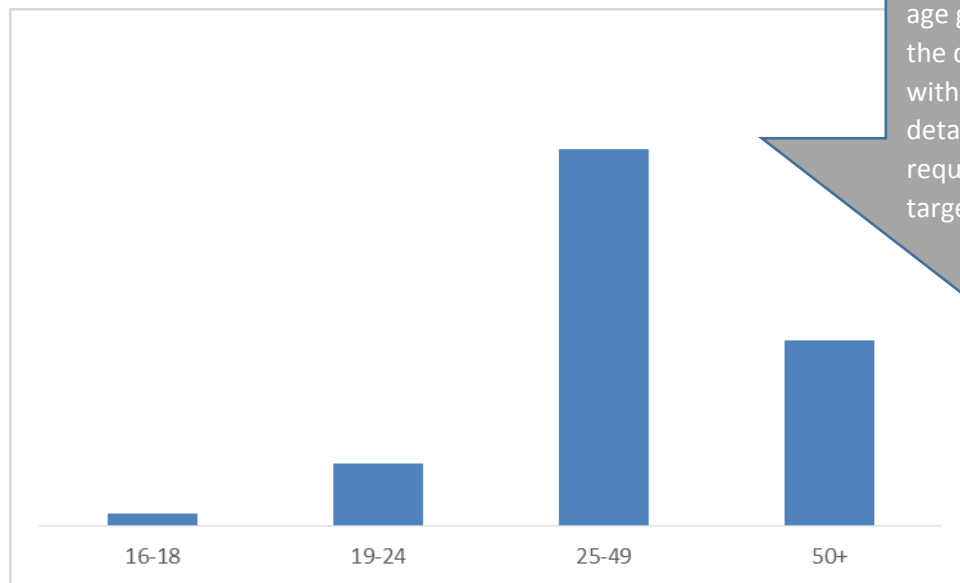# Adult Learning Customer Profiling 2015-2018

3,262 **actual** customers over the last 3 years (2018) – 65% of which have

attended more than one course (repeat customers?).

Age & Gender

- 72% of customers are female and
- Most are aged between 25-49 (large category though)

> These are the age groups that the data came with – more detail might be required when targeting?

Source of referrers

- Mainly repeat or referred to. Prospectus is low considering work put in? Also social media performs relatively well? Also no referral form on website – can add?
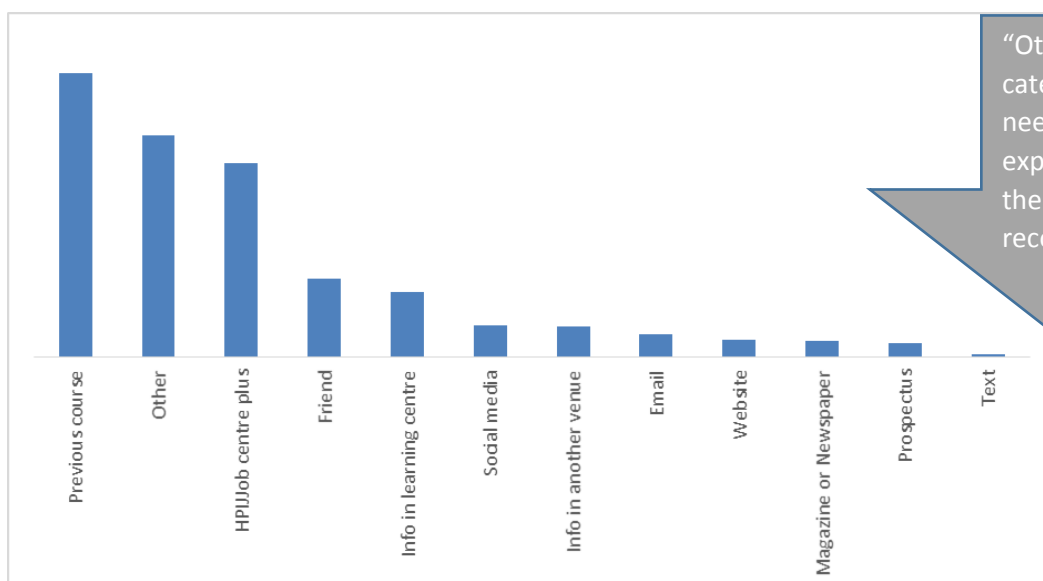
> "Other" category might need more exploration if the info is recorded

Economic Status V repeat customer

- Customers tend to not be in employment (as they are referred from HPIJ/Job centre). Those who are in employment the gap is closer between no repeat customers/repeat customers
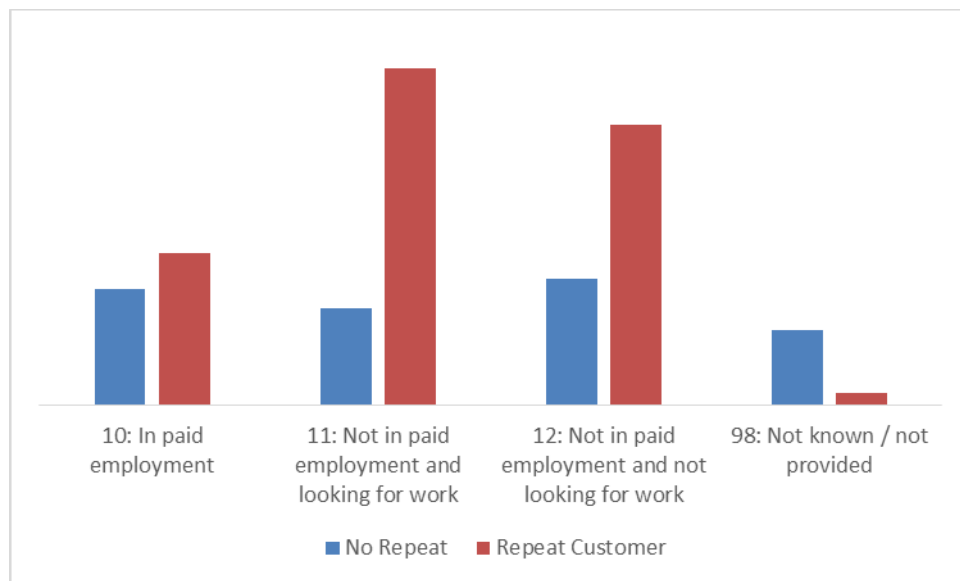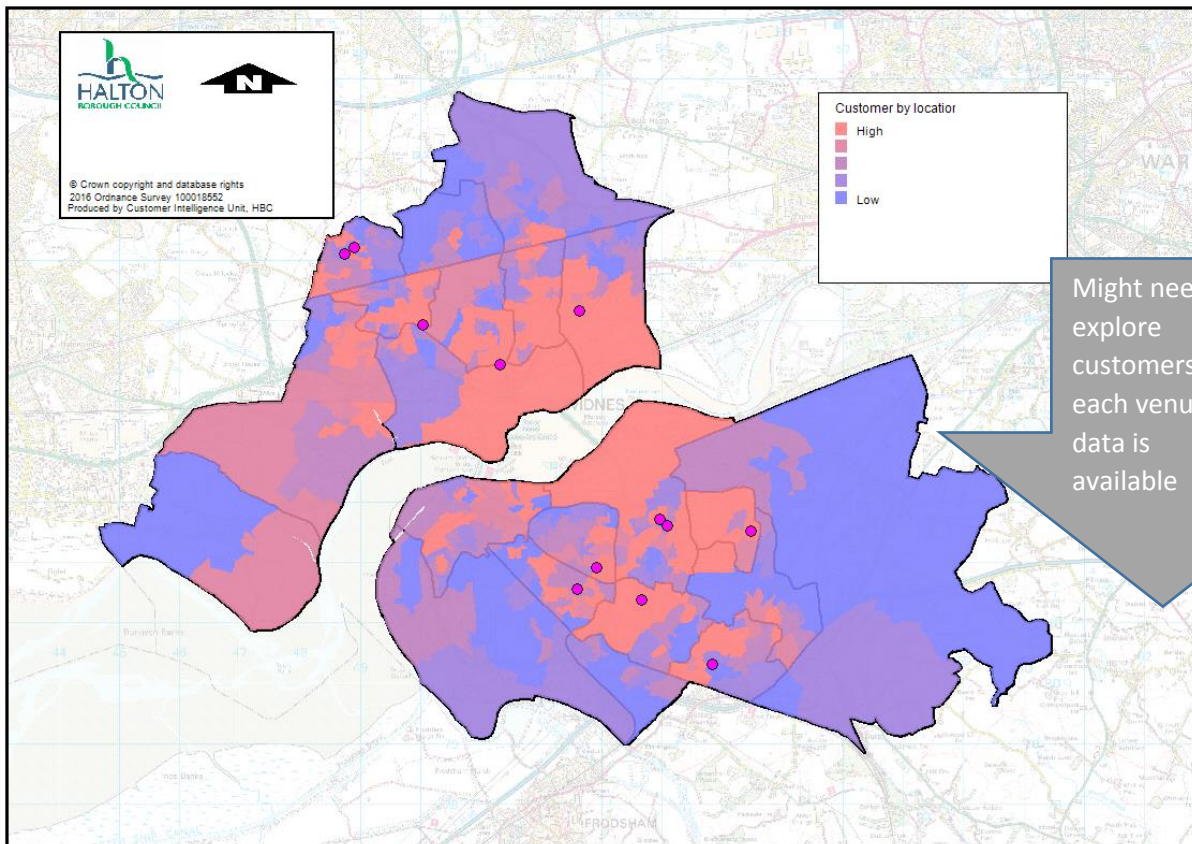

- Perhaps not a surprise given the high number of not in paid employment, customers tend to be from more deprived backgrounds
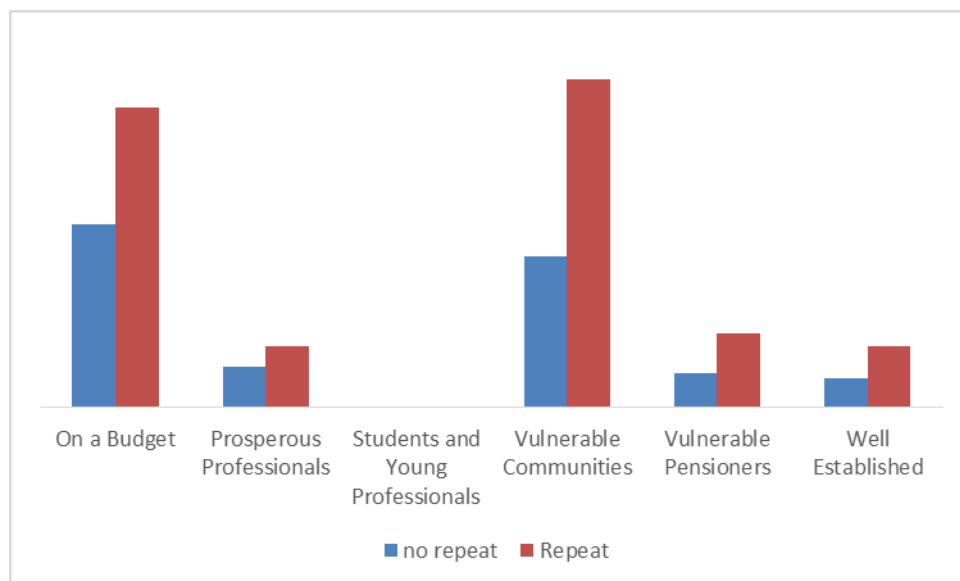
Where are customers from?

- Customers perhaps clustered around venues. But also from our more deprived areas. Attracting a wider offer might be challenging?

Customer by location
High
Low

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2016 Ordnance Survey 100018552
Produced by Customer Intelligence Unit, HBC

Might need to explore customers by each venue if data is available

- Customers as % of 16+ ward population:

Windmill Hill · Halton Castle · Appleton · Riverside · Halton Lea · Kingsway · Broadheath · Halton View · Norton South · Ditton · Mersey · Hough Green · Grange · Halton Brook · Norton North · Farnworth · Beechwood · Heath · Birchfield · Hale · Daresbury

Customer Intelligence Unit | research@halton.gov.uk
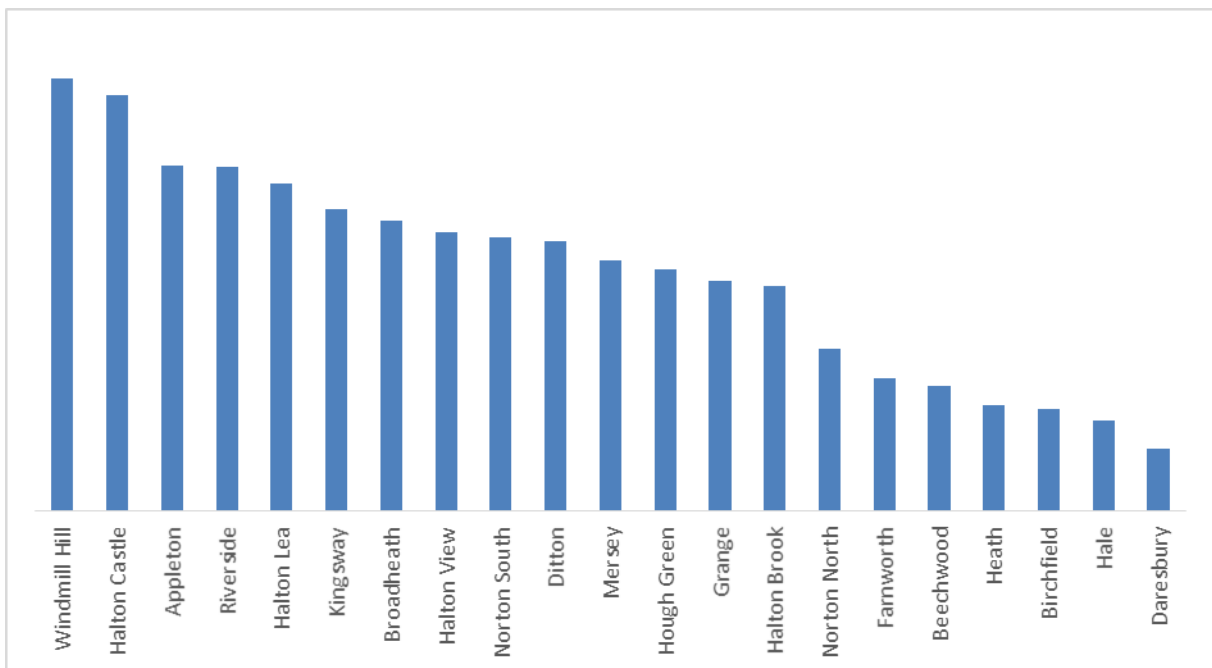
Course start times by customers attending

- Early morning popular but this may be due to more courses on at that time. Similar with the 18:00 spike

Further detail might be required around number of courses and what time they are on
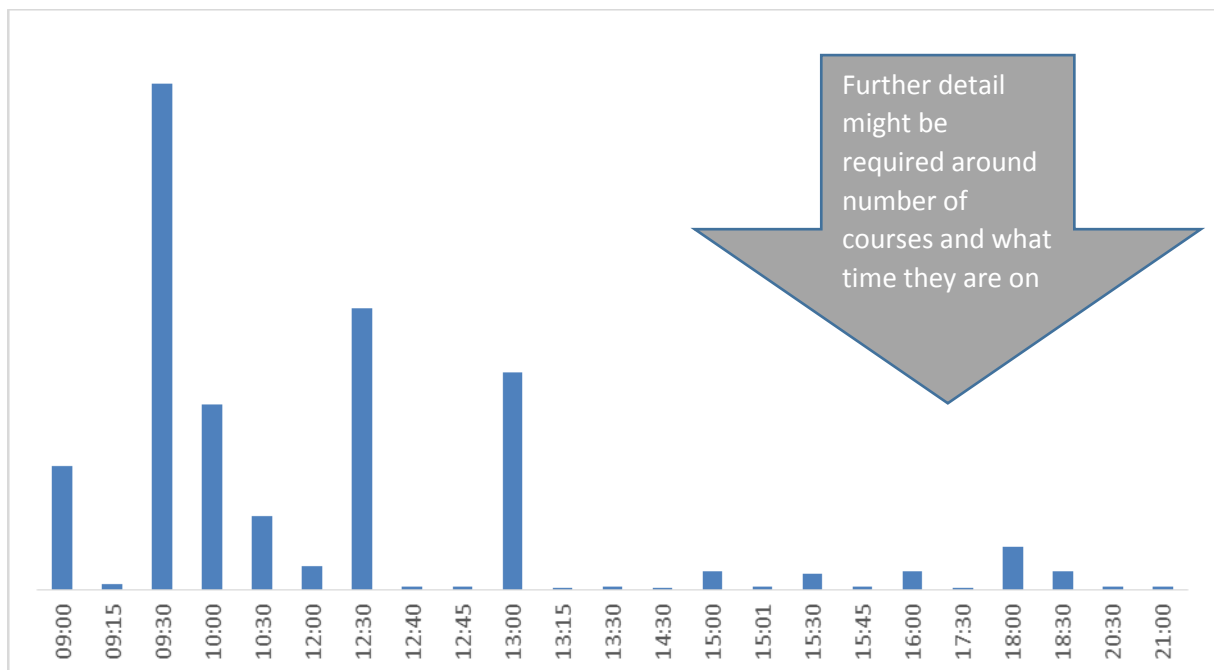
Evening Customer (courses starting after 17:00)

Around **185** customers who have attended evening classes. There are some differences in those customers attending evening classes:

- Age group/Gender the same
- More likely to be in paid employment
- 97% repeat customers

Detailed Course Analysis: Total qualifications (> 20 qualifications) by age and referrer

Qualification	Prospectus	Friend	Info in learning centre	Text	Previous course	Magazine or Newspaper	Email	HPI/Job centre plus	Website	Social media	Info in another venue	Other	16-18	19-24	25-49	50+	Total Qualifications
Non regulated Community Learning provision, Foundations for Learning and Life	3	56	36		146	11	9	205	13	13	11	78	72	397	2029	1134	3632
Non regulated Community Learning provision, Crafts, Creative Arts and Design	3	16	18		115	2	16	11	9	17		39	17	45	606	543	1211
Non regulated Community Learning provision, Child Development and Well Being	2	22	15	4	97		15	8	2	9	16	149	6	49	772	44	871
Non regulated Community Learning provision, ICT for Beginners / Basic Online Skills	2	2	16	1	26	5		21		1	7	8	1	7	167	357	532
Non regulated Community Learning provision, Health and Social Care	3	15	12		66	2	5	17	2	2	8	22	1	34	243	139	417
Functional Skills qualification in Information and Communication Technology (ICT) at Entry 2		4	3		35	3		14	1	1	3	4	0	4	107	150	261
Functional Skills qualification in Information and Communication Technology (ICT) at Entry 3	1	1	2		50		1	38		2	1	5	0	6	110	124	240
Non regulated provision, Level 1, Maths		3	8		33	2		7	2	1	1	28	1	15	185	34	235
Functional Skills qualification in English		3	1		60		1	6				8	3	17	154	34	208
Non regulated provision, Level 1, English		6	6		24	1	3	11	1	2	2	22	0	14	158	30	202
Functional Skills qualification in Mathematics	1	3	3		39	2	1	5		3	1	9	1	14	137	24	176
Non regulated provision, Entry Level, English		3	4		21			19	2		1	6	1	27	93	39	160
Certificate in Employability Skills (QCF)		3	1		1			29			1	2	1	24	78	32	135
Non regulated Community Learning provision, Preparation for Work		1	1		22			4				3	4	4	76	36	120
Award in Employability Skills (Entry 3) (QCF)								6					4	17	48	23	92
Certificate in Supporting Teaching and Learning in Schools (QCF)		6	2		8	1		2		3			0	10	69	2	81
Award in Employability Skills (QCF)		2						6				1	2	19	42	17	80
Certificate in Employability Skills (Entry 3) (QCF)					3			11				2	1	21	34	22	78
Non regulated provision, Entry Level, Maths	1	5	3		15	2	1	3	1	3		2	0	12	49	15	76
Functional Skills qualification in English at Entry 3			1		13							2	2	7	45	13	67
Non regulated provision, Level 2, Maths		2			9	2	1			2		3	0	7	51	8	66
Extended Award in Employability Skills (QCF)								4			1	1	3	14	31	16	64
Functional Skills qualification in Information and Communication Technology (ICT) at Entry 1		5	2		20	4		15			2	1	0	0	18	45	63
Functional Skills qualification in Mathematics at Entry 3					9								0	7	29	8	44
Non regulated Community Learning provision, Sociology and Social Policy													0	7	25	8	40
Non regulated provision, Level 2, English		1			14						1	2	0	1	27	9	37
Certificate in Caring for Children (QCF)		1			1		1	2		2		2	0	4	28	1	33
Functional Skills qualification in English at Entry 2					5			1					0	1	17	14	32
Award in Employability Skills (Entry 2)					1			1				1	0	5	16	9	30
Functional Skills qualification in Information and Communication Technology (ICT)			1		18		1	4				1	0	0	15	10	25
Extended Award in Employability Skills (Entry 3) (QCF)								5					1	4	12	4	21