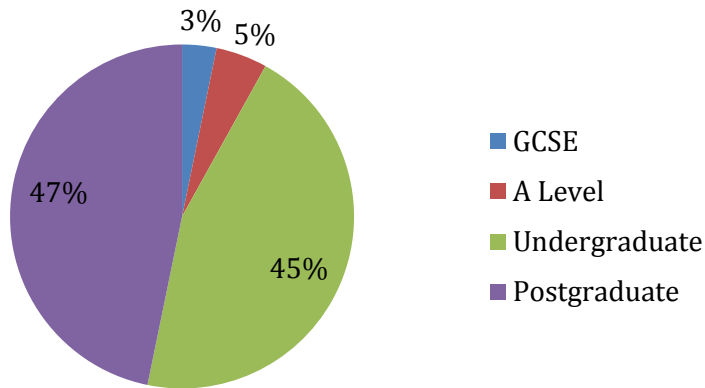


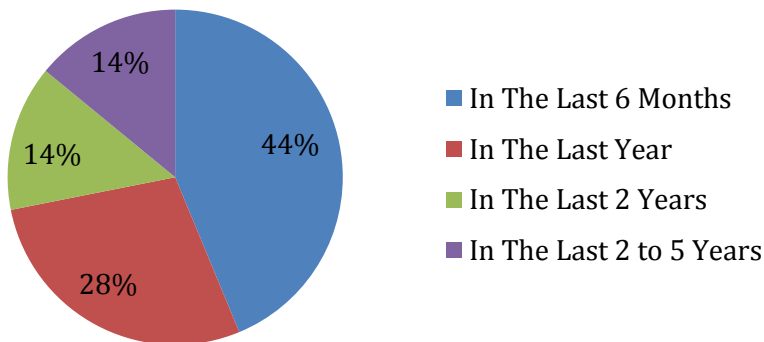
Q1. What Is Your Highest Qualification?

GCSE	2
A Level	3
Undergraduate	29
Postgraduate	31



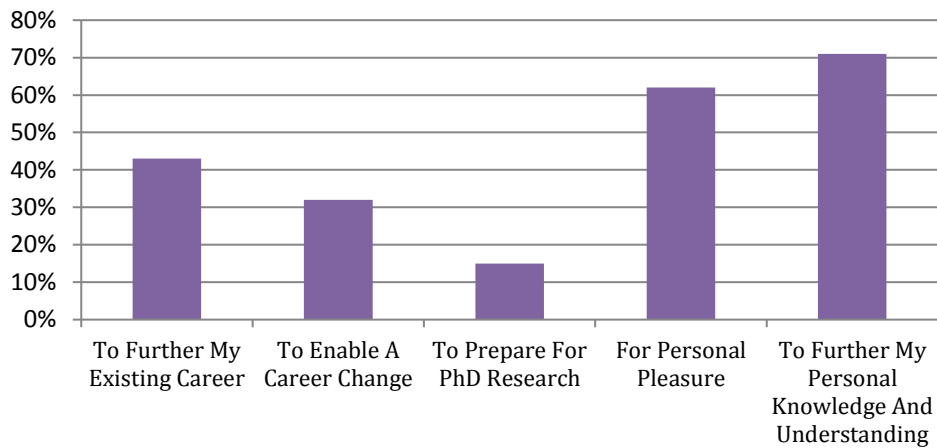
Q2. When Did You Last Study?

In The Last 6 Months	29
In The Last Year	18
In The Last 2 Years	10
In The Last 2 to 5 Years	8



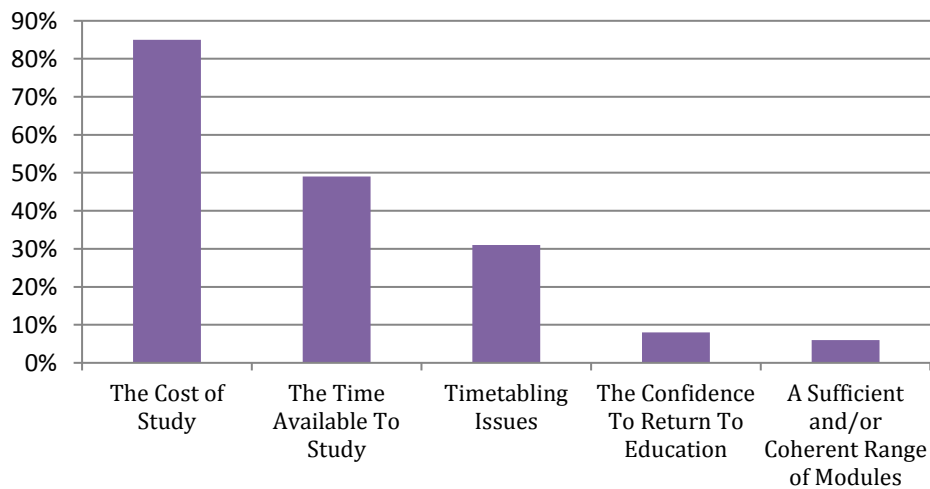
Q3. Why Would You Be Interested In The CLL Modular Masters Degree?

To Further My Existing Career	28
To Enable A Career Change	21
To Prepare For PhD Research	10
For Personal Pleasure	40
To Further My Personal Knowledge And Understanding	46



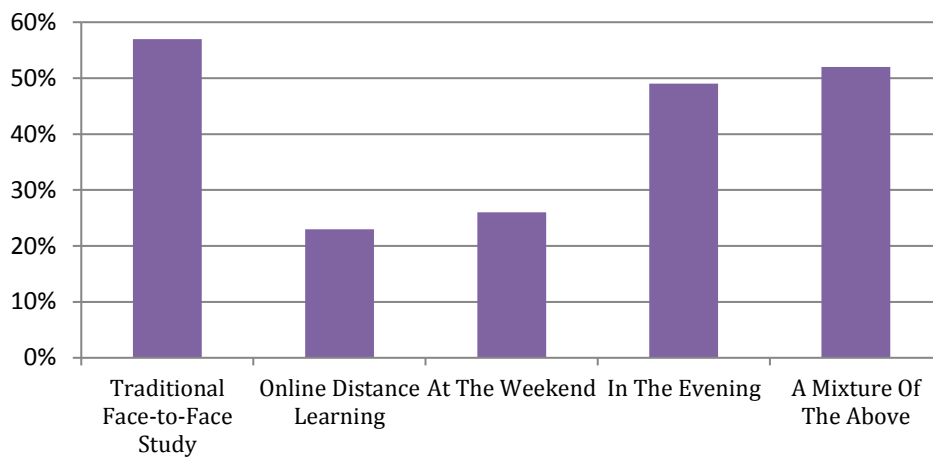
Q4. What Potential Problems Could You Foresee?

The Cost of Study	55
The Time Available To Study	32
Timetabling Issues	20
The Confidence To Return To Education	5
A Sufficient and/or Coherent Range of Modules	4



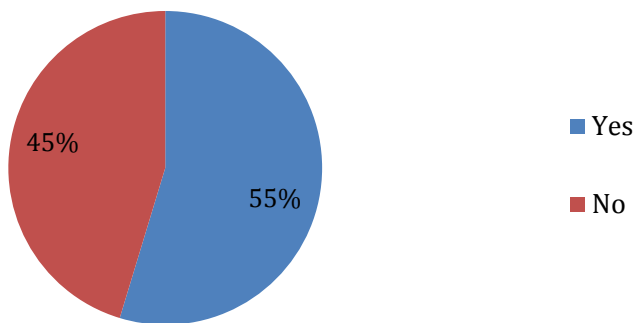
Q5. What Mode Of Study Would You Prefer?

Traditional Face-to-Face Study	37
Online Distance Learning	15
At The Weekend	17
In The Evening	32
A Mixture Of The Above	34



Q6. Would You Be Interested In A 2 Week Summer School To Prepare For The Course?

Yes	36
No	29



Q7. From The List Below Please Pick At Least Two Modules That Appeal To You

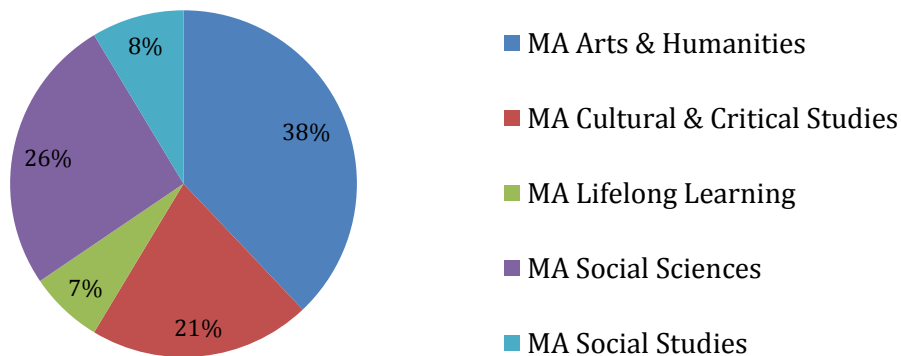
The Body Health & Fashion In 19th Century Europe	17
Evolution & Revolution	17
Exploring Identity: Narrative, Learning and Change	19
Issues In Contemporary British Politics	15
The Magic Of Mercia	11
The Reflective Writer	17
Theories And Practices Of Gender And Difference	14
Transforming Technologies: Teaching and Learning In A Digital Age	11

General Categories Of Other Modules Suggested By Respondents:

Art/Art History	10
Social Sciences	9
Business/Economics	5
STEM Subjects	3
Literature/Film	3

Q8. Which Course Title Would Be Most Appealing To You?

MA Arts & Humanities	22
MA Cultural & Critical Studies	12
MA Lifelong Learning	4
MA Social Sciences	15
MA Social Studies	5

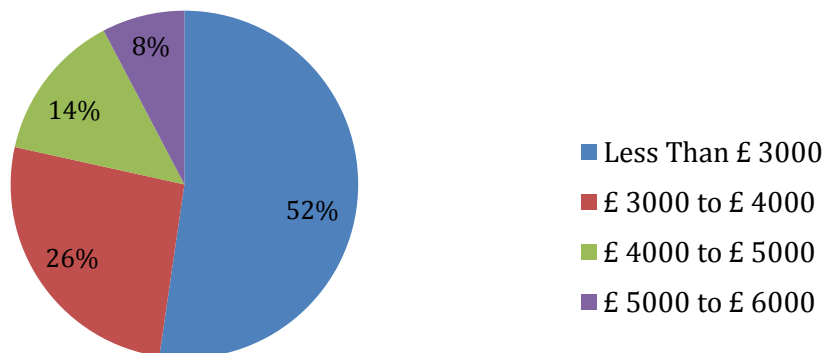


Examples Of Other Course Titles Suggested By Respondents:

MA Creative Writing
MA Cultural Studies & Art History
MA Liberal Arts & Social Sciences

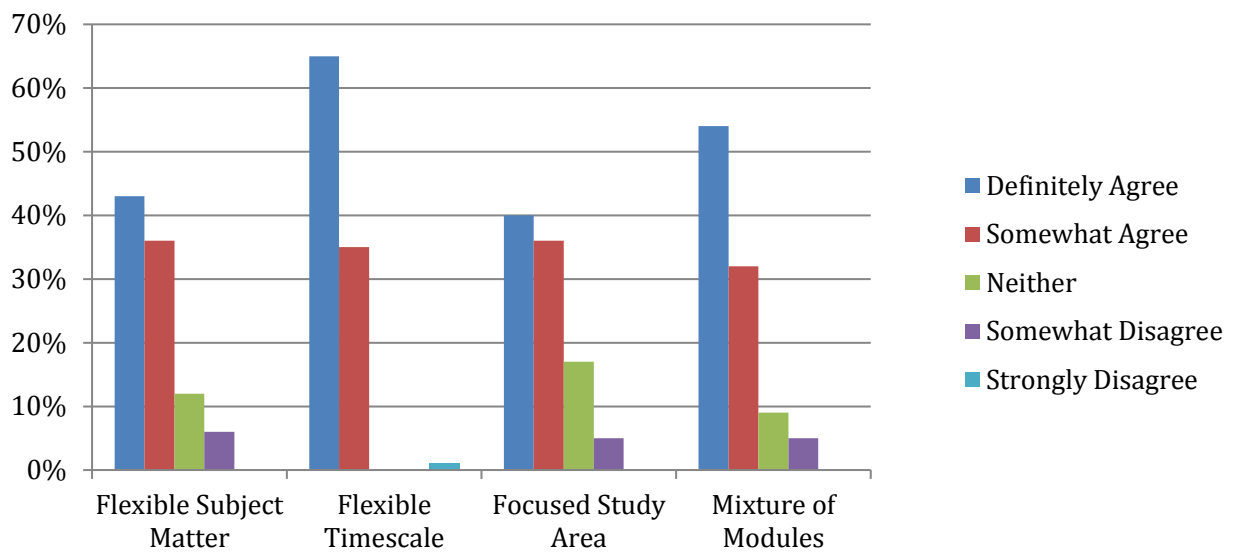
Q9. Bearing In Mind The Cost Of A Standard MA, What Would You Be Prepared To Pay For This Flexible Part-Time Option?

Less Than £ 3000	34
£ 3000 to £ 4000	17
£ 4000 to £ 5000	9
£ 5000 to £ 6000	5



Q10.

	Definitely Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
The subject is flexible and lets me dip in and out of different areas of study	28	25	8	4	0
The timescale is flexible so I can complete the course in a timeframe to suit me	42	23	0	0	1
My studies are focused on a specific area of field of interest	26	25	11	3	0
I have the opportunity to build up an MA with a mixture of module types	35	21	6	3	0



Analysis

Analysis of the results from this short survey is relatively straightforward but nevertheless reveals some interesting information. Most respondents have studied within the last two years at undergraduate or postgraduate level. Studying for personal satisfaction is the main motivation, although a significant minority would study for reasons of career enhancement. Cost is a major issue for 85% of respondents, suggesting that pricing will be very important in attracting people to enrol on the course with 78% prepared to pay up to £ 4000 for the full degree. Preference for modules is fairly evenly spread across the options already suggested with the study of Art or Art History a popular additional area of potential study. The most popular combination of study is face-to-face in the evenings which is that already planned although a number of people would enjoy learning online and at the weekend. A two week summer course is quite popular with over half of respondents saying they would be interested in this facility if it were available. Finally, the Likert question revealed that flexibility was a key issue. Almost all agreed a flexible timescale was a benefit although flexibility of module types was less clear-cut with some preferring a flexible approach to subject matter and some preferring a more focused approach.