

YouGov / ACCA survey results
Apprenticeships

Sample size: 1005 GB Adults between 16-18

Fieldwork dates: 22nd October - 19th November 2015

Total	Gender		Age	Social Grade		Region							
	Male	Female		16-18	ABC1	C2DE	North	Midlands	East	London	South	England	Wales

Which, ONE, if any, of the following BEST describes the working status of your parent(s)/ guardian(s)? (If you do not have any parents/ guardians, please select the "Not applicable" option)

	Base	Male	Female	16-18	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland
Base: GB adults aged 16-18	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Both of my parent(s)/ guardian(s) currently work (either full or part time)	66%	68%	64%	66%	60%	66%	76%	66%	66%	60%	63%	66%	56%	66%
One of my parent(s)/ guardian(s) currently work (either full or part time)	27%	25%	29%	27%	31%	27%	18%	28%	29%	31%	29%	27%	36%	27%
Neither of my parent(s)/ guardian(s) currently work	4%	4%	4%	4%	9%	4%	3%	3%	2%	5%	5%	4%	4%	4%
Don't know	1%	1%	2%	1%	-	2%	1%	1%	-	3%	2%	1%	4%	1%
Not applicable - I do not have any parent(s)/ guardian(s)	1%	2%	1%	1%	-	2%	3%	1%	3%	1%	1%	1%	-	2%

For the following question, by "main earner", we mean the parent/ guardian who earns the most money from their main occupation.

Which ONE, if any, of the following BEST describes the occupation of your parent/ guardian who is the main earner?

	Base	Male	Female	16-18	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland
Base: GB adults aged 16-18 with at least one parent/ guardian who works	934	424	510	934	32	902	185	136	111	141	237	810	41	83
Professional or higher technical work - work that requires at least degree-level qualifications (e.g. doctor, accountant, schoolteacher, university lecturer, social worker, systems analyst)	34%	34%	34%	34%	34%	34%	31%	33%	29%	40%	37%	34%	24%	37%
Manager or Senior Administrator (e.g. company director, finance manager, personnel manager, senior sales manager, senior local government officer)	25%	25%	25%	25%	25%	25%	21%	27%	34%	20%	27%	25%	17%	20%
Clerical (e.g. clerk, secretary)	4%	4%	5%	4%	3%	4%	5%	4%	4%	6%	5%	5%	7%	-
Sales or Services (e.g. commercial traveller, shop assistant, nursery nurse, care assistant, paramedic)	6%	5%	6%	6%	6%	6%	8%	6%	5%	3%	8%	6%	2%	5%
Foreman or supervisor of other workers (e.g. building site foreman, supervisor of cleaning workers)	3%	2%	4%	3%	6%	3%	3%	6%	1%	3%	1%	3%	10%	2%
Skilled manual work (e.g. plumber, electrician, fitter)	10%	11%	9%	10%	13%	10%	15%	7%	5%	10%	9%	10%	10%	11%
Semi-skilled or unskilled manual work (e.g. machine operator, assembler, postman, waitress, cleaner, labourer, driver, bar-worker, call centre worker)	10%	11%	9%	10%	6%	10%	11%	7%	12%	9%	7%	9%	12%	14%
Other	9%	8%	9%	9%	6%	9%	7%	10%	11%	9%	6%	8%	17%	10%

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For the following question, if you have never received any careers advice on apprenticeships, please select the "Not applicable option".

Through which, if any, of the following sources have you EVER received careers advice on apprenticeships? (Please select all that apply. If your answer is not shown in the list below, please type it in the "Other (please specify)" box)

Base: GB adults aged 16-18	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
My parent/ guardian	19%	22%	16%	19%	23%	19%	20%	19%	24%	12%	20%	19%	13%	19%
A teacher	35%	37%	34%	35%	46%	35%	45%	40%	47%	21%	33%	37%	29%	24%
A family friend	9%	9%	9%	9%	20%	9%	8%	10%	16%	6%	9%	9%	4%	11%
An independent careers advisor (i.e. not through my school)	8%	7%	9%	8%	14%	8%	10%	10%	8%	8%	6%	8%	18%	6%
A careers advisor at school	43%	42%	43%	43%	46%	43%	49%	45%	45%	39%	40%	44%	36%	38%
A careers event/ fair	33%	31%	34%	33%	31%	33%	36%	33%	37%	29%	35%	34%	22%	27%
The internet	31%	34%	28%	31%	49%	30%	35%	35%	32%	24%	35%	33%	16%	24%
A friend/ peer	16%	17%	14%	16%	20%	15%	20%	16%	22%	10%	17%	17%	7%	9%
Other	1%	2%	1%	1%	-	1%	1%	1%	3%	-	1%	1%	-	3%
Don't know/ can't recall	3%	3%	3%	3%	6%	3%	3%	5%	3%	4%	3%	3%	2%	2%
Not applicable – I have never received any careers advice on apprenticeships	31%	32%	30%	31%	23%	31%	24%	28%	31%	38%	30%	30%	33%	37%

You said that you have received careers advice on apprenticeships through each of the following sources...

Which ONE, if any, of the following sources of advice did/ do you value the MOST? (Please select the option that BEST applies)

Base: GB adults aged 16-18 online who have received careers advice on apprenticeships	664	297	367	664	25	639	146	96	76	90	172	580	29	55
My parent/ guardian	9%	11%	7%	9%	16%	8%	5%	10%	12%	8%	10%	9%	10%	9%
A teacher	12%	11%	13%	12%	16%	12%	16%	16%	16%	11%	7%	12%	14%	5%
A family friend	2%	2%	2%	2%	4%	2%	1%	-	4%	2%	2%	2%	3%	2%
An independent careers advisor (i.e. not through my school)	2%	2%	3%	2%	4%	2%	2%	2%	1%	3%	3%	2%	7%	-
A career advisor at school	23%	26%	20%	23%	16%	23%	22%	25%	28%	22%	19%	22%	14%	36%
A careers event/ fair	15%	14%	15%	15%	8%	15%	15%	15%	11%	20%	16%	16%	3%	11%
The internet	11%	10%	11%	11%	24%	10%	14%	16%	7%	9%	10%	11%	3%	7%
A friend/ peer	4%	4%	4%	4%	4%	4%	5%	5%	3%	-	4%	4%	-	5%
Other	1%	1%	1%	1%	-	1%	-	1%	1%	-	1%	1%	-	2%
Don't know	5%	6%	5%	5%	4%	5%	5%	1%	4%	9%	5%	5%	3%	9%
Not applicable – I didn't/ don't value any source of careers advice that I received	17%	13%	21%	17%	4%	18%	16%	9%	14%	16%	23%	17%	41%	13%

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To what extent do you agree or disagree with the following statement?

"Apprenticeships are a route into a successful career"

Base: GB adults aged 16-18	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Strongly agree	12%	13%	11%	12%	17%	12%	14%	10%	14%	8%	14%	12%	9%	14%
Tend to agree	60%	59%	61%	60%	51%	61%	55%	63%	55%	62%	63%	60%	60%	66%
Tend to disagree	14%	15%	14%	14%	17%	14%	18%	9%	17%	13%	15%	15%	20%	8%
Strongly disagree	2%	2%	2%	2%	3%	2%	4%	1%	1%	3%	1%	2%	4%	1%
Don't know	11%	11%	12%	11%	11%	11%	10%	17%	13%	15%	7%	12%	7%	11%
Net: Agree	72%	73%	72%	72%	69%	73%	68%	73%	69%	70%	77%	72%	69%	80%
Net: Disagree	16%	17%	16%	16%	20%	16%	22%	10%	18%	15%	16%	17%	24%	9%

In which, if any, of the following industries do you think apprenticeships are currently available? (Please select all that apply)

Base: GB adults aged 16-18	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Construction	80%	83%	77%	80%	77%	80%	82%	80%	82%	70%	82%	79%	73%	88%
Healthcare	36%	38%	34%	36%	43%	36%	49%	38%	36%	28%	37%	38%	27%	20%
Information Technology (IT)	68%	72%	65%	68%	60%	68%	70%	73%	72%	61%	70%	69%	62%	62%
Retail	56%	58%	55%	56%	74%	55%	59%	60%	56%	52%	57%	57%	51%	50%
Teaching and education	29%	30%	27%	29%	31%	29%	31%	32%	31%	23%	33%	30%	20%	16%
Marketing, advertising and PR	55%	54%	56%	55%	51%	55%	60%	60%	62%	48%	55%	57%	51%	44%
Public services (e.g. police officers, civil servants etc.)	42%	45%	40%	42%	31%	43%	50%	40%	50%	34%	42%	43%	40%	33%
Accountancy, banking and finance	61%	60%	61%	61%	66%	60%	65%	61%	61%	58%	61%	61%	56%	56%
Creative arts and design	49%	49%	49%	49%	51%	49%	50%	51%	55%	46%	51%	50%	40%	39%
Science/ research	34%	40%	30%	34%	43%	34%	39%	31%	37%	28%	38%	35%	24%	32%
Other	9%	11%	7%	9%	11%	9%	9%	9%	12%	7%	11%	10%	2%	9%
Don't know	9%	8%	9%	9%	6%	9%	6%	12%	9%	9%	10%	9%	11%	2%

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Please imagine you were looking into undertaking further education (either via an apprenticeship or through University)...

Do you think you would earn more or less over the course of your career by undertaking an apprenticeship, compared to going to University, or do you think you would earn about the same?

	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Undertaking an apprenticeship would leave me able to earn much more over the course of my career than studying at University	4%	3%	5%	4%	3%	4%	1%	6%	5%	6%	3%	4%	4%	2%
Undertaking an apprenticeship would leave me able to earn slightly more over the course of my career than studying at University	8%	6%	9%	8%	14%	8%	9%	7%	2%	8%	7%	7%	9%	13%
Undertaking an apprenticeship would leave me able to earn about the same over the course of my career than studying at University	21%	18%	23%	21%	29%	21%	20%	23%	22%	16%	23%	21%	20%	21%
Undertaking an apprenticeship would leave me able to earn slightly less over the course of my career than studying at University	35%	39%	33%	35%	29%	36%	37%	36%	38%	35%	34%	36%	31%	34%
Undertaking an apprenticeship would leave me able to earn much less over the course of my career than studying at University	21%	23%	19%	21%	23%	21%	24%	17%	20%	18%	23%	21%	20%	21%
Don't know	11%	11%	12%	11%	3%	12%	10%	12%	13%	16%	10%	12%	16%	8%
Net: Earn more	12%	9%	14%	12%	17%	11%	10%	13%	7%	15%	11%	11%	13%	16%
Net: Earn less	56%	61%	52%	56%	51%	56%	61%	53%	58%	53%	57%	57%	51%	56%

In general, which ONE, if either, of the following types of people do you think employers prefer when choosing employees?

	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Graduates	61%	61%	62%	61%	57%	61%	63%	55%	58%	63%	63%	61%	64%	60%
Apprentices	11%	12%	9%	11%	17%	10%	10%	14%	8%	10%	11%	11%	11%	10%
No preference	15%	14%	15%	15%	11%	15%	14%	17%	16%	12%	13%	14%	14%	19%
Don't know	14%	13%	14%	14%	14%	14%	14%	14%	19%	15%	12%	14%	9%	11%

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Please imagine you were deciding between attending university and undertaking an apprenticeship...

Which ONE, if any, of the following BEST applies to you?

	989	447	542	989	35	954	192	143	113	153	255	856	45	88
Base: GB adults aged 16-18 with at least one parent														
I think my parent(s)/ guardian(s) would prefer I went to University	65%	68%	63%	65%	57%	66%	67%	62%	60%	75%	65%	66%	64%	59%
I think my parent(s)/ guardian(s) would prefer I undertook an apprenticeship	5%	3%	6%	5%	14%	4%	9%	6%	4%	4%	2%	5%	2%	3%
I don't think my parent(s)/ guardian(s) have a preference	27%	25%	28%	27%	26%	27%	23%	27%	31%	18%	29%	25%	31%	36%
Don't know	3%	4%	3%	3%	3%	3%	1%	6%	4%	4%	4%	4%	2%	1%

In general, do you think undertaking an apprenticeship increases or decreases the options for flexibility of your future career path, or does it make no difference?

	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Base: GB adults aged 16-18														
Increases the options for flexibility	15%	17%	13%	15%	17%	15%	14%	15%	11%	14%	18%	15%	18%	12%
It makes no difference	25%	25%	24%	25%	37%	24%	20%	29%	29%	23%	24%	25%	24%	24%
Decreases the options for flexibility	50%	50%	50%	50%	40%	51%	57%	46%	47%	48%	51%	50%	51%	50%
Don't know	11%	8%	13%	11%	6%	11%	9%	10%	13%	15%	8%	11%	7%	13%

Thinking about age restrictions on who can undertake an apprenticeship...

Which ONE, if any, of the following comes CLOSEST to your view?

	1005	457	548	1005	35	970	198	144	116	155	257	870	45	90
Base: GB adults aged 16-18														
I think only under 20's should be able to undertake apprenticeships	6%	9%	4%	6%	6%	6%	8%	7%	3%	8%	7%	7%	2%	6%
I think only under 25's should be able to undertake apprenticeships	17%	19%	16%	17%	26%	17%	23%	15%	11%	25%	13%	17%	20%	14%
I think only under 30's should be able to undertake apprenticeships	6%	7%	6%	6%	3%	6%	4%	7%	5%	6%	7%	6%	7%	8%
I think there should be no age restrictions on apprenticeships	63%	57%	67%	63%	60%	63%	60%	61%	72%	52%	66%	62%	69%	67%
None of these	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%	2%	1%	-	1%
Don't know	6%	6%	6%	6%	3%	6%	6%	7%	8%	7%	6%	6%	2%	4%