



The
Insurance
Institute

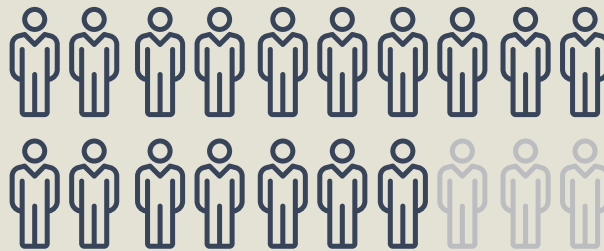
The Award-Winning
Insurance Practitioner
Apprenticeship
Launches its 2018
Programme

Attitudinal Shift Towards Third Level Education Options

87%

of 18-34 year olds believe that college/third level education is not suitable for everyone.

Up 10% on 2017



17%

believe starting an apprenticeship is the best way to ensure a successful working career.



51%

Over half of parents claim they would encourage their child to start an apprenticeship.



of 18-22 year olds believe starting an apprenticeship is the best way to ensure a successful working career.

Up 9% on 2017



1 in 5

18-34's claimed they considered an apprenticeship.



of 18-34 year olds report worry when choosing a third level option.

Up 11% on 2017

The research, commissioned by **The Insurance Institute** and undertaken by **Empathy Research**, was conducted through an online survey across a nationally representative sample of 296 adults aged 18-34 and 345 parents of dependent children under the age of 18, with some crossover between the two groups, to compare attitudinal shifts towards perceptions of apprenticeships, as well as investigate considerations in relation to third level education and career choices.