

- An online survey was conducted of 1,017 parents in England; with children aged 5-16 years who attend primary or secondary school. The survey was carried out by polling organisation YouGov.
- Fieldwork was undertaken between 10th-15th August 2018.
- Where results do not sum to 100%, this is due to multiple responses or computer rounding.

How confident, if at all, do you think you would be to personally offer your child help and advice if they were to apply to a degree-level apprenticeship?

Base: All Parents of children 5-16 living at home who attend primary or secondary school	1017
Very confident	35%
Fairly confident	39%
Not very confident	13%
Not at all confident	5%
Don't know	7%
Net: Confident	75%
Net: Not confident	18%

Please imagine that your child had offers for both a Degree Level Apprenticeship and a University degree course... How much more likely, if at all, would you be to advise them to take the university degree course or the degree level apprenticeship

Base: All Parents of children 5-16 living at home who attend primary or secondary school	1017
Much more likely to advise them to take degree level apprenticeship	13%
Slightly more likely to advise them to take degree level apprenticeship	13%
Not likely to advise them to take either/ not likely to advise them to take one over the other	23%
Slightly more likely to advise them to take university degree course	13%
Much more likely to advise them to take university degree course	18%
Don't know	20%
Net: More likely	27%
Net: Less likely	31%

You previously said you would be more likely to advise your child(ren) to take a university degree course... Which, if any, of the following are reasons for this? (Please select all that apply)

Base: All Parents of children 5-16 living at home who attend primary or secondary school who would be more likely to advise university	311
I think that university offers better career prospects	68%
I have a lack of knowledge about apprenticeships in general	29%
I think the quality of some apprenticeships is poor	20%
Young people are expected to go to university	12%
None of these	9%
Don't know	1%