



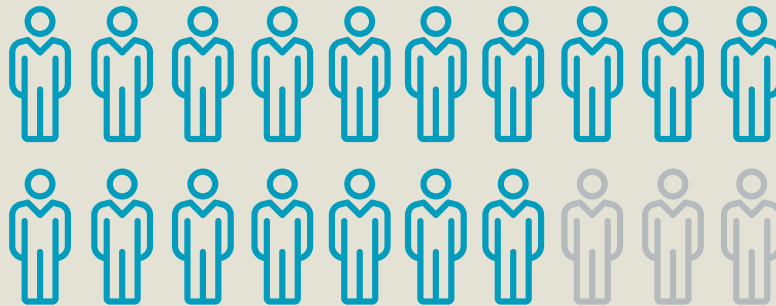
The Insurance Institute

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.



1 in 5

18-34's claimed they considered an apprenticeship.



51%

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



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

Up 11% on 2017



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

Up 9% on 2017

The Award-Winning Insurance Practitioner Apprenticeship Launches its 2018 Programme

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.