



# PROJECT NEXT GENERATION FACTSHEET:

## APPRENTICESHIPS

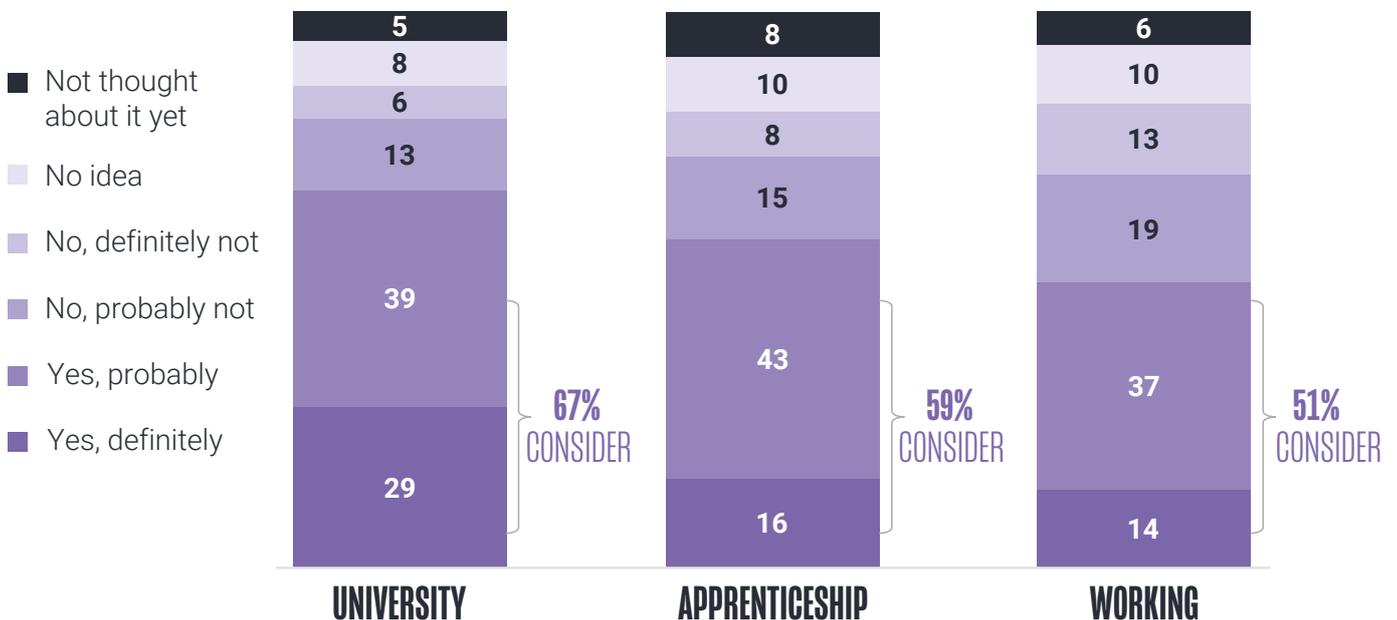
**Project Next Generation** is an integrated quantitative and qualitative study, to understand what young people are planning for their futures, how they choose their subjects and careers, and how they assess the different pathways to get there. We wanted to find out what they needed, when, and from who – so we can help universities, colleges, and employers to design their information, resource, and outreach strategies to deliver exactly what’s needed at the right time.

**This factsheet summarises key findings in relation to young people’s views of apprenticeships.**

- ▶ Online survey with **1,000** young people from across the UK aged 13-17
- ▶ Online forum with **25** young people, and their parents

### INTEREST IN APPRENTICESHIPS

Many young people are open to considering a number of alternative post-secondary routes with high consideration of apprenticeships



Is going to university/applying for an apprenticeship/leaving education at 18 and looking for work instead something that you might consider?  
 BASE: All respondents 1000

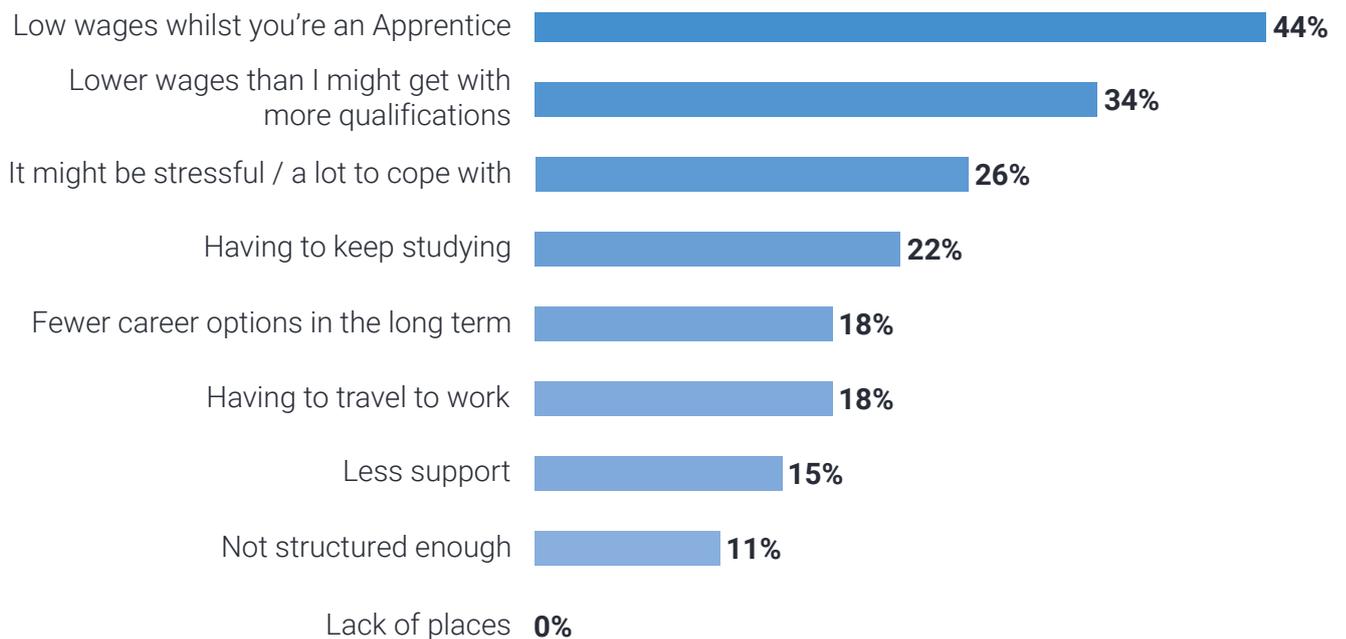
# ADVANTAGES AND DISADVANTAGES OF APPRENTICESHIPS

Financial considerations weigh heavily into thinking about apprenticeships, along with continued learning:

## PROS



## CONS





## STUDENTS' INFORMATION NEEDS

Key apprenticeship information needs for young people include additional information on salaries, advice on choosing an apprenticeship and how the application process works, as well as the reality of the apprenticeship experience.



| Which of these, if any, would you like more information about when it comes to apprenticeships? BASE: All respondents 1000

**The full research report will be released in November.**

Get in touch to find out more about our Project Next Generation report and how UCAS can help businesses build their employer brand and recruit high quality apprentices.

[Get in touch](#)

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