



When considering the idea of their children doing an apprenticeship rather than a university degree, the greatest concerns parents have are that their children will need to carry out basic tasks and be stuck with menial tasks such as making tea - therefore not progressing in the same way their peers with a university degree would be. Nearly half (48%) also feel that an apprenticeship will have a negative impact on their future earning potential.

There is still a perception amongst parents that the country's top employers won't value an apprenticeship as much as a university degree with only 20% feeling that employers will.

Although 55% of parents said they were aware it was possible to study for a degree whilst doing an apprenticeship, it still leaves a high proportion of parents aren't aware of this option. With just over half of parents saying they feel informed when it comes to apprenticeships, there is room for reaching more parents and raising awareness of the options surrounding apprenticeships.

However, the majority feel that apprenticeships are an option for everyone, regardless of background or age.

Methodology: 1067 Mumsnet users with children aged 13-18 were surveyed online in January 2020.

**MUMSNET**

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**Imagine your child is considering an apprenticeship, how concerned do you feel about the following?**

NET Concerned:

The progression opportunities from an apprenticeship to a full-time role and beyond 48%

The level of tasks they would be required to undertake might be basic 54%

An apprenticeship is more suited to manual professions 35%

Their future earning potential 48%

My child would miss out on the 'university experience' 47%

They might be stuck doing more menial tasks, such as making the tea 63%

**Do you feel that top UK employers value an apprenticeship as much as a university degree?**

Yes 20%

No 46%

Not sure 34%

**Are you aware that you can do a degree apprenticeship? (An apprenticeship at the same time as studying for a university degree)**

Yes 55%

No 45%

**Do you feel you have enough information about apprenticeships to have a conversation with your child about this career route?**

Feel informed 51%

Do not feel informed 49%

**To what extent do you agree with the following statement: "Apprenticeships can be for everyone, regardless of their age or background"**

Agree 69%

Disagree 17%

Neutral 14%

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