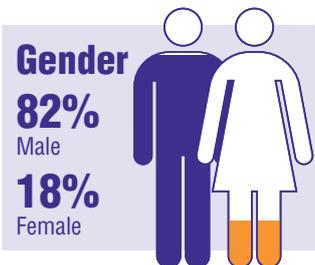
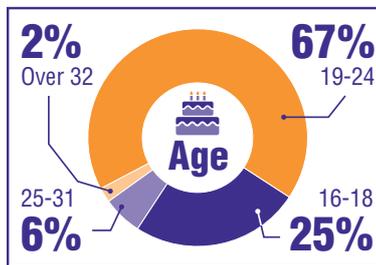
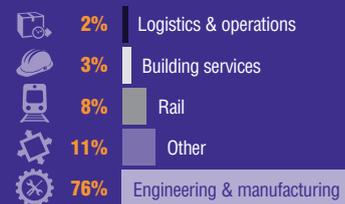


# IAC 2016 SURVEY RESULTS

## Demographic of respondents

**1,543**  
survey respondents  
**15% more**  
than in 2015

### What sectors do they work in?



## Careers advice

Only **22%** of respondents rated their careers advice as good or very good

## Influencers

**24%** of respondents were encouraged to undertake an apprenticeship?

Ability to **earn while learning** was seen as the **biggest influence** on respondents' decision to do an apprenticeship

**71%** said a parent, guardian and/or carer had the **most impact** on their decision to do an apprenticeship

## Apprenticeship perception

Only **3%** of respondents said their **teachers** saw apprentices as the **primary pathway** to aim for

**32%** Have visited schools to deliver careers advice or presentations on apprenticeships

**90%** had a good experience at the school

**68%** said their friends and family's **perceptions of apprenticeships** changed since they became an apprentice

Upon completion of apprenticeship, **75%** said it should lead to a professional accreditation as standard

**84%** of respondents have not heard of the government's planned apprenticeship levy

**57%** want more information about the apprenticeship levy

**70%** are not aware of the Government target to achieve **3,000,000** new apprenticeship starts in the current parliament