

In-Comm Barometer 2026

Learners



APPRENTICESHIPS / CONSULTANCY / UP-SKILLING

Executive Summary

An educated decision

Our largest ever learner survey has certainly posed a lot of questions for anyone connected with vocational learning.

The findings, which came from 350 16 to 21-years-olds, painted an acute lack of awareness of what apprenticeships are out there and this has led to a 9% drop in the number of pupils choosing to go down this route from last year's report.

Young people were also not convinced (just 33%) that the government understands how to support them in gaining the necessary skills for employment.

It's not all doom and gloom, with four fifths of young people admitting they are considering an apprenticeship, and this is something we can build on.

National Apprenticeship Week (NAW) is a fantastic way to put vocational learning in the spotlight for seven full days and the perfect time to encourage a more joined-up approach to promotion and career advice.

We need to make sure schools and parents, the two most popular sources of information for students at 48% and 17% respectively, are fully educated on and understand the training landscape, including the huge opportunities apprenticeships can deliver.

80% of young people
are considering an
apprenticeship

Executive Summary

The ability to earn whilst learning (62%) continues to be the main driver for choosing an apprenticeship, with on-the-job training the second most popular reason as it can accelerate competence by putting the knowledge into practice.

These are two key messages we need to shout about, that and the fact they can take an apprenticeship all the way to degree level without racking up over £100,000 in university fees and costs.

Now is the time to act

I think the devil is going to be in the detail. So, on the back of our report, we are making an important rallying call for every organisation in the skills ecosystem to heed this honest feedback from learners

and start working even closer together to change perceptions and deliver better career advice.

The buck stops with us all – schools, colleges, training providers, parents, employers, local authorities and government.

Together, we can make a difference and ensure apprenticeships receive the recognition they deserve among young people.

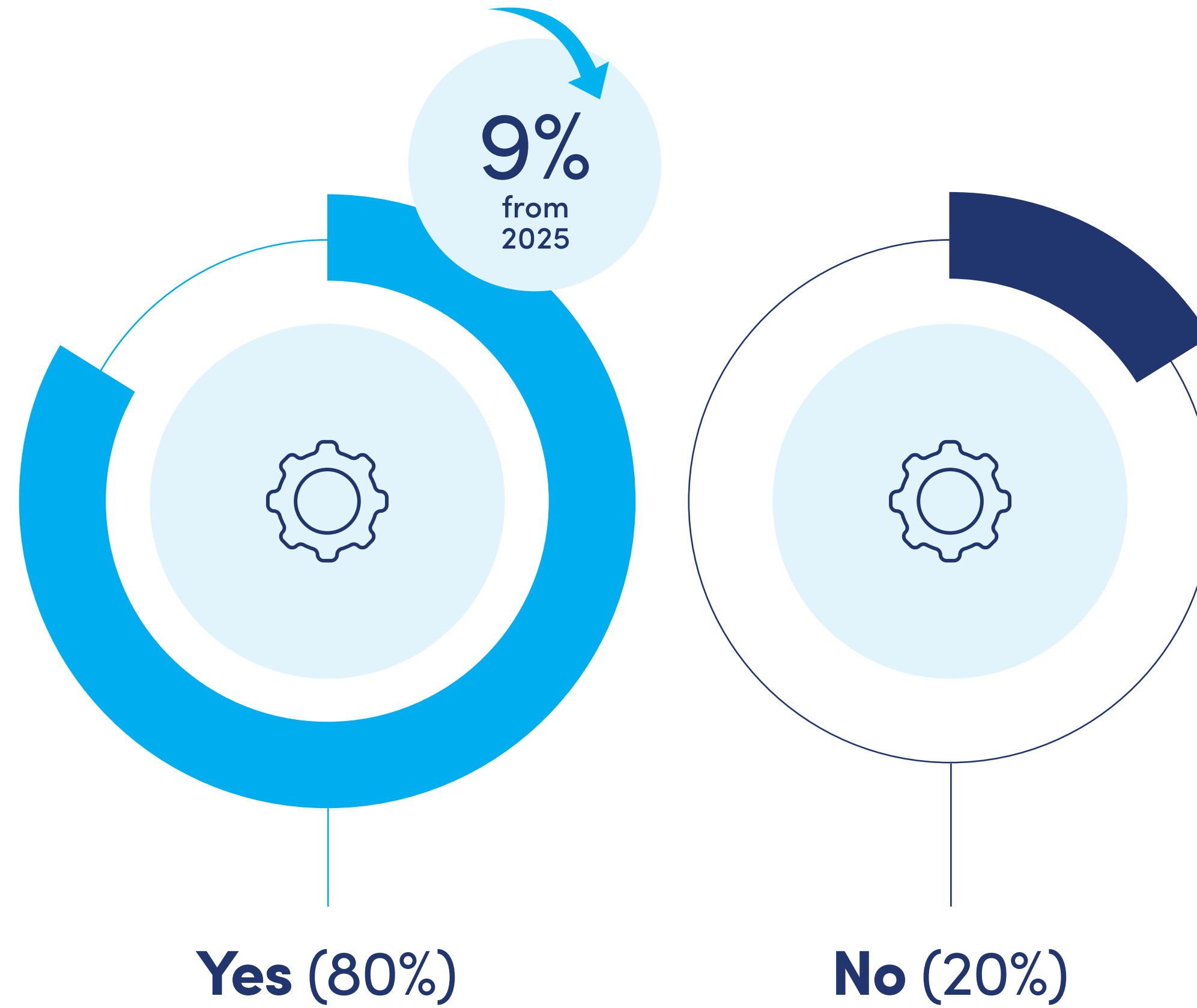
Gareth Jones – Managing Director

Thank you to all who took part

We opened up our Training Barometer to secondary schools across the UK to gauge the opinion of pupils on vocational learning and their future career opportunities. In total, 371 students responded.

Question 1

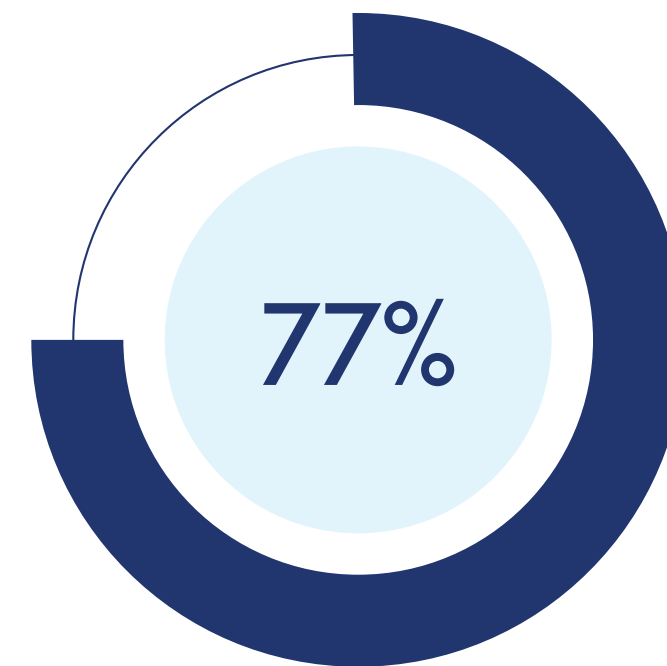
**Would you consider
an apprenticeship?**



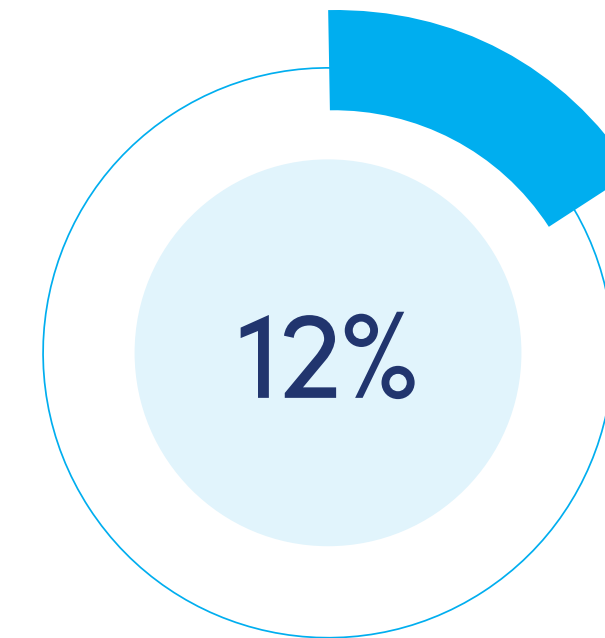
Question 2

If no, tell us what is preventing you from choosing vocational learning?

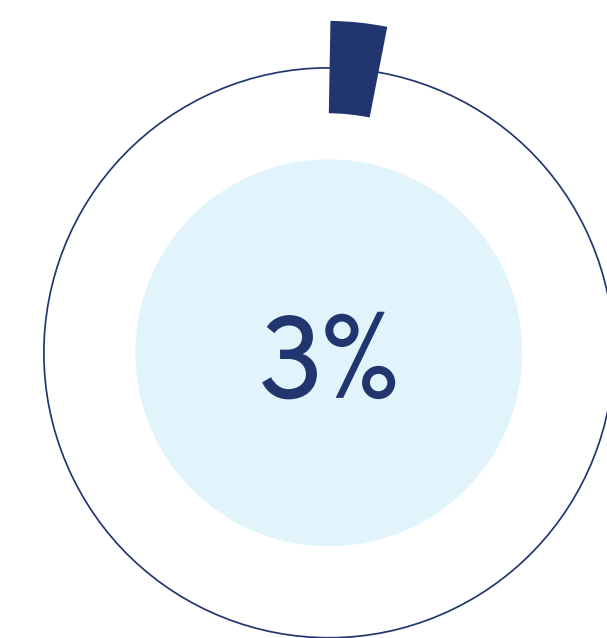
(Multiple choice)



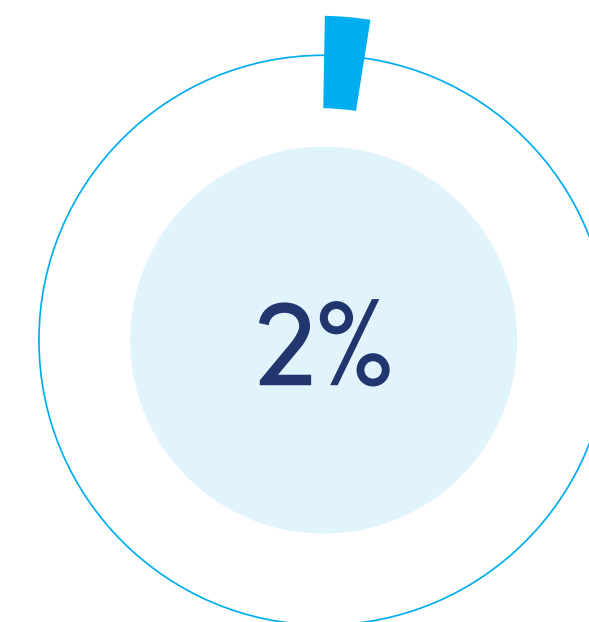
None of the above



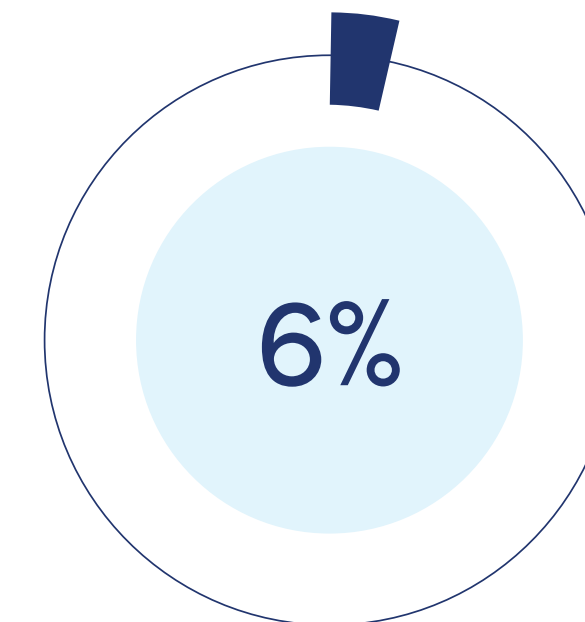
Awareness of courses/offering



Entry criteria



External pressure



Other

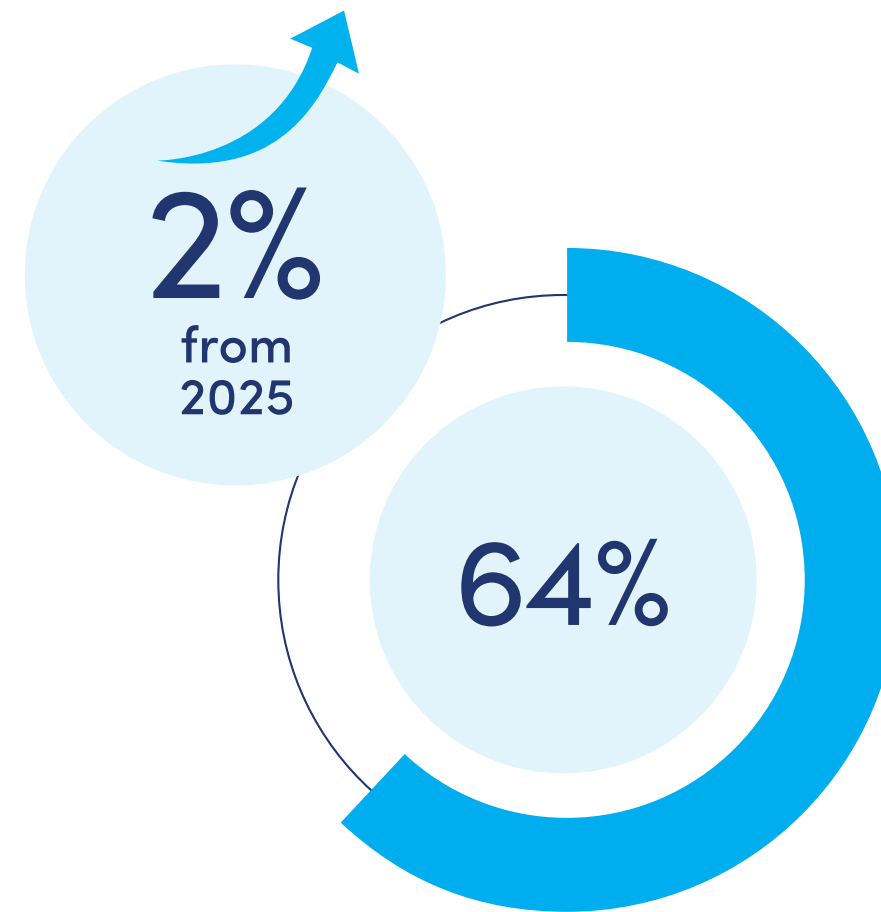
University

The most popular 'other' response was that learners were looking to go to **university** for their potential career path.

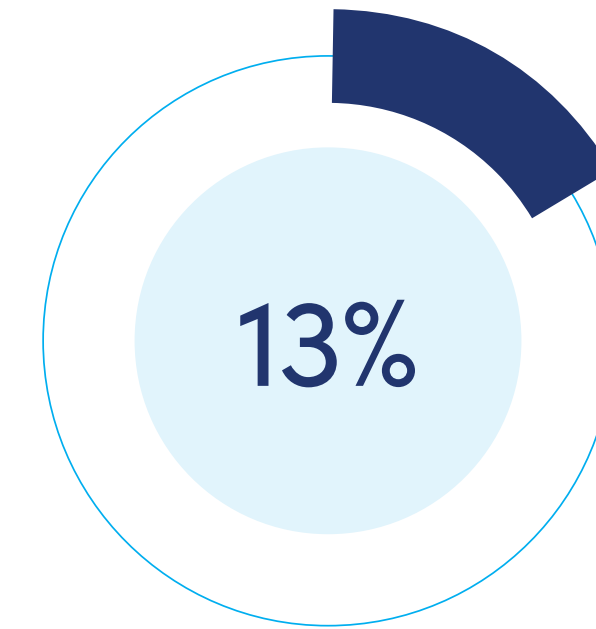
Question 3

What attracts you to an apprenticeship?

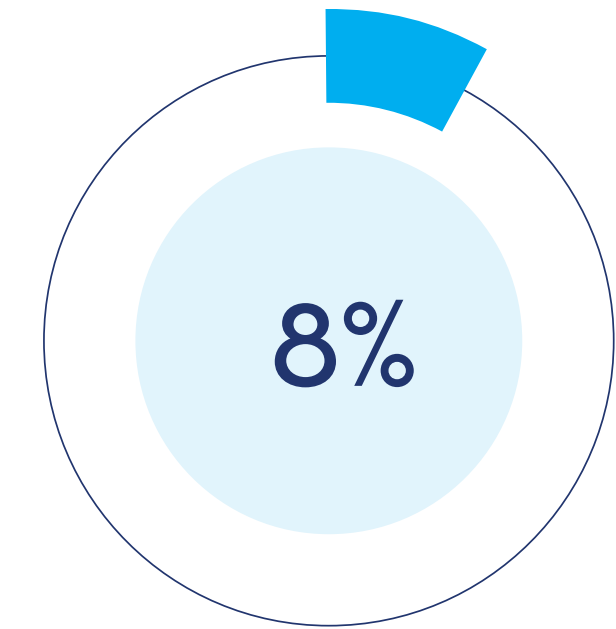
(Multiple choice)



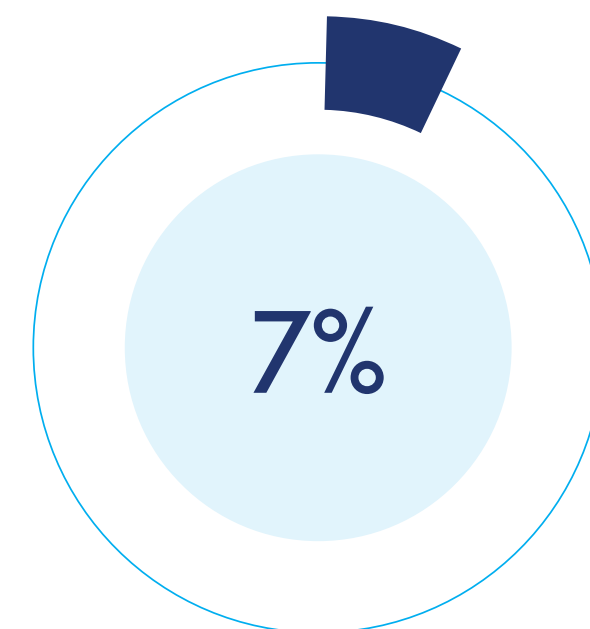
Ability to earn whilst you learn



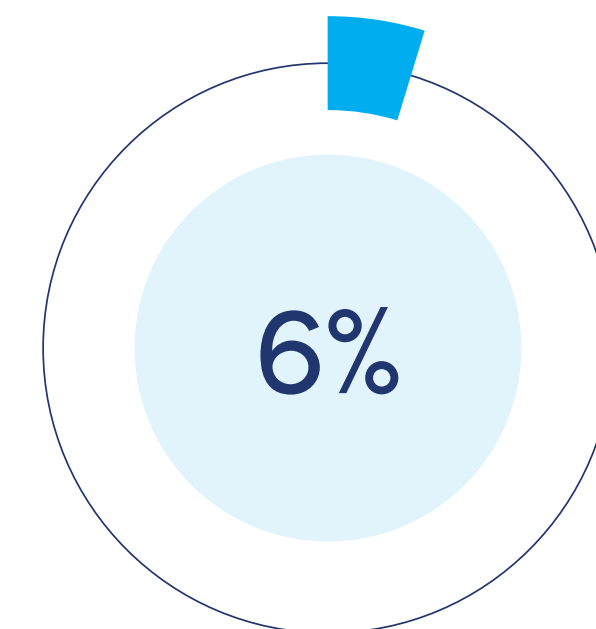
On the job training



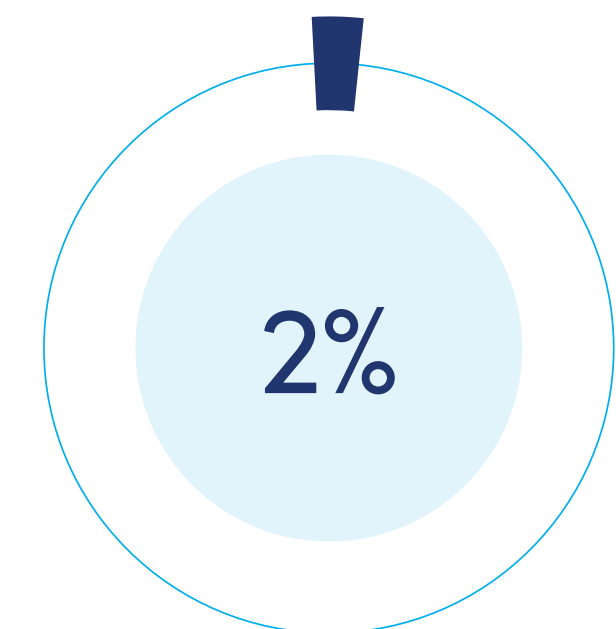
To gain a degree



Introduction to possible employers



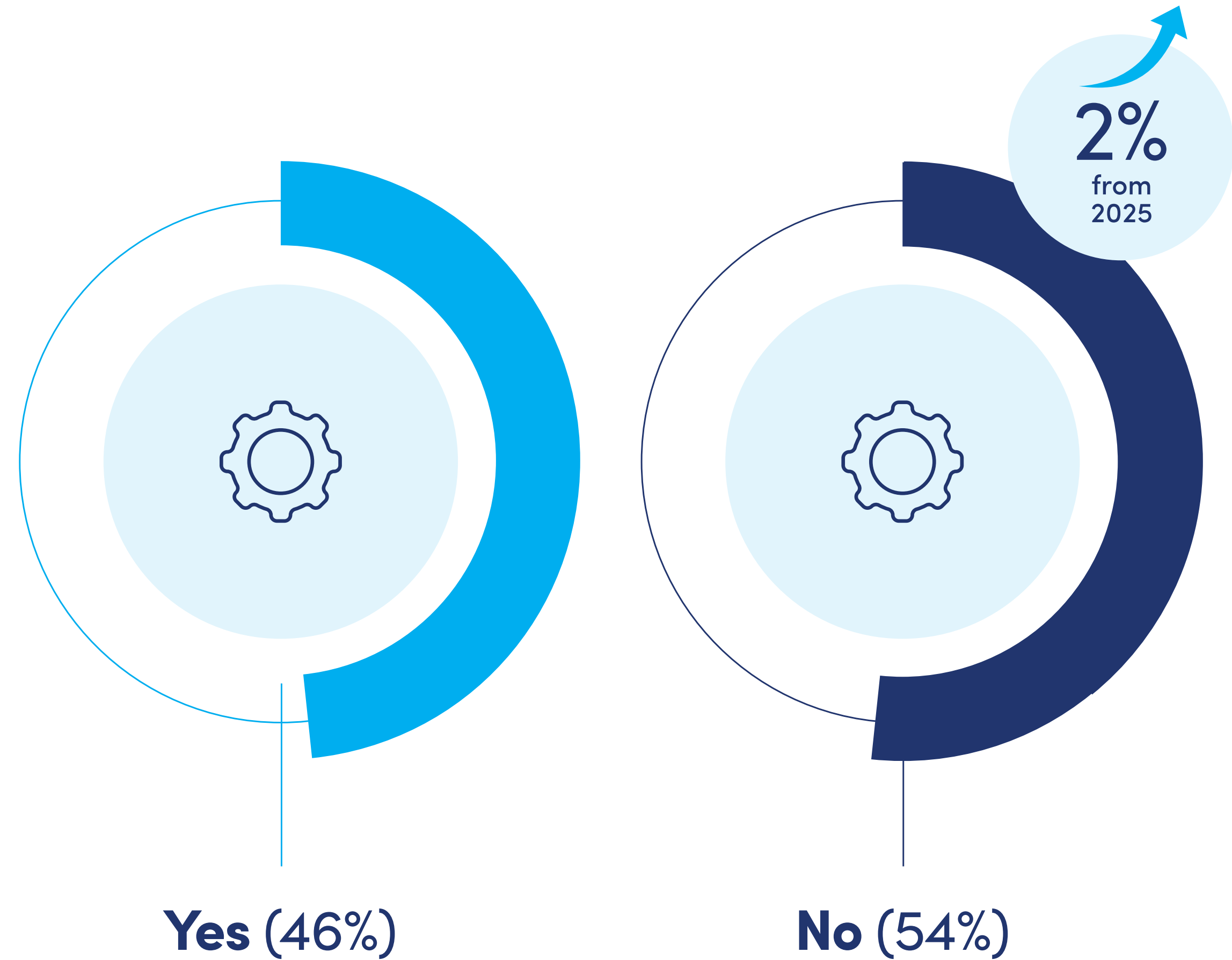
Other



Access to new technology

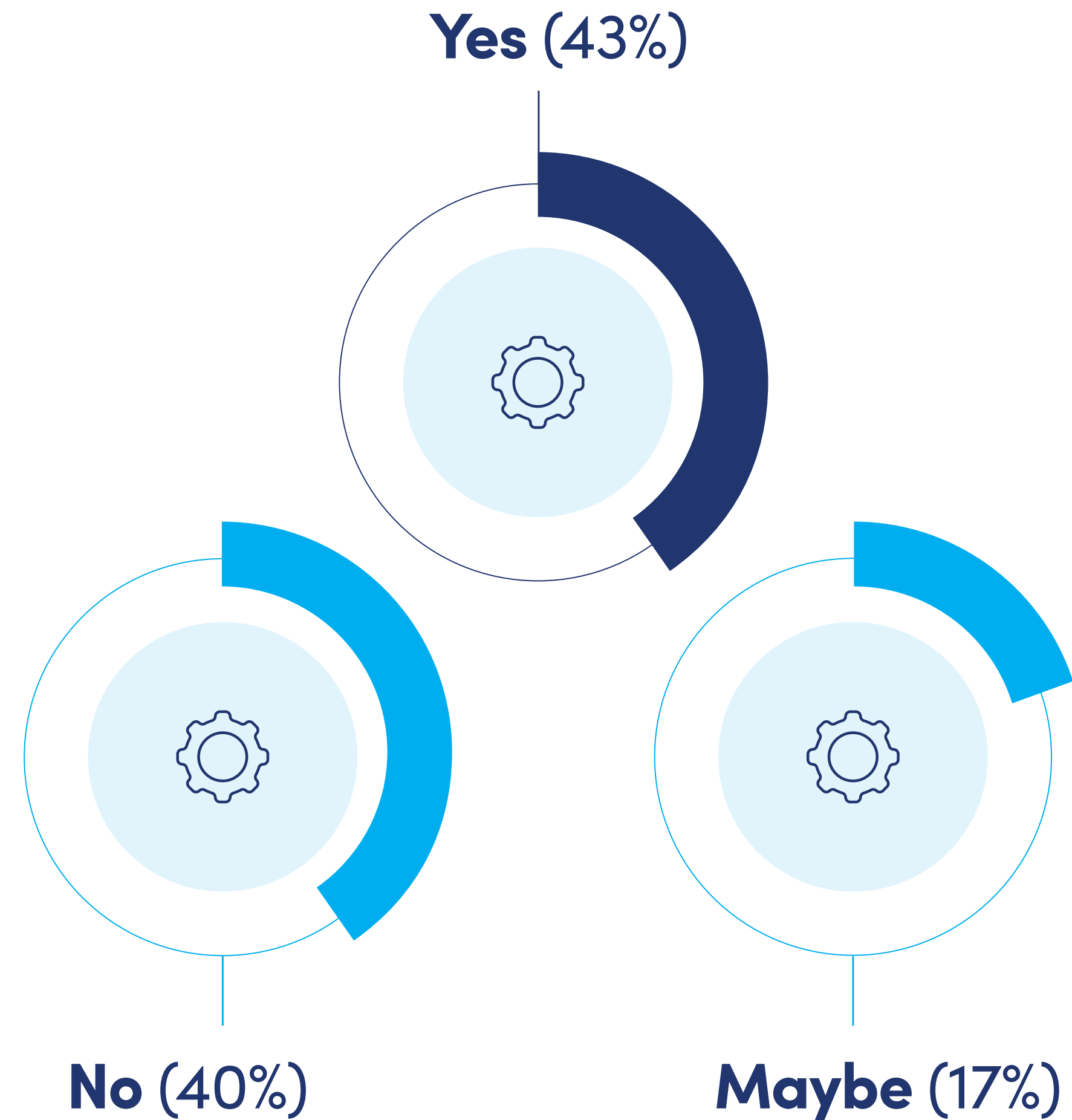
Question 4

Are you aware of the various apprenticeship schemes available in your area?



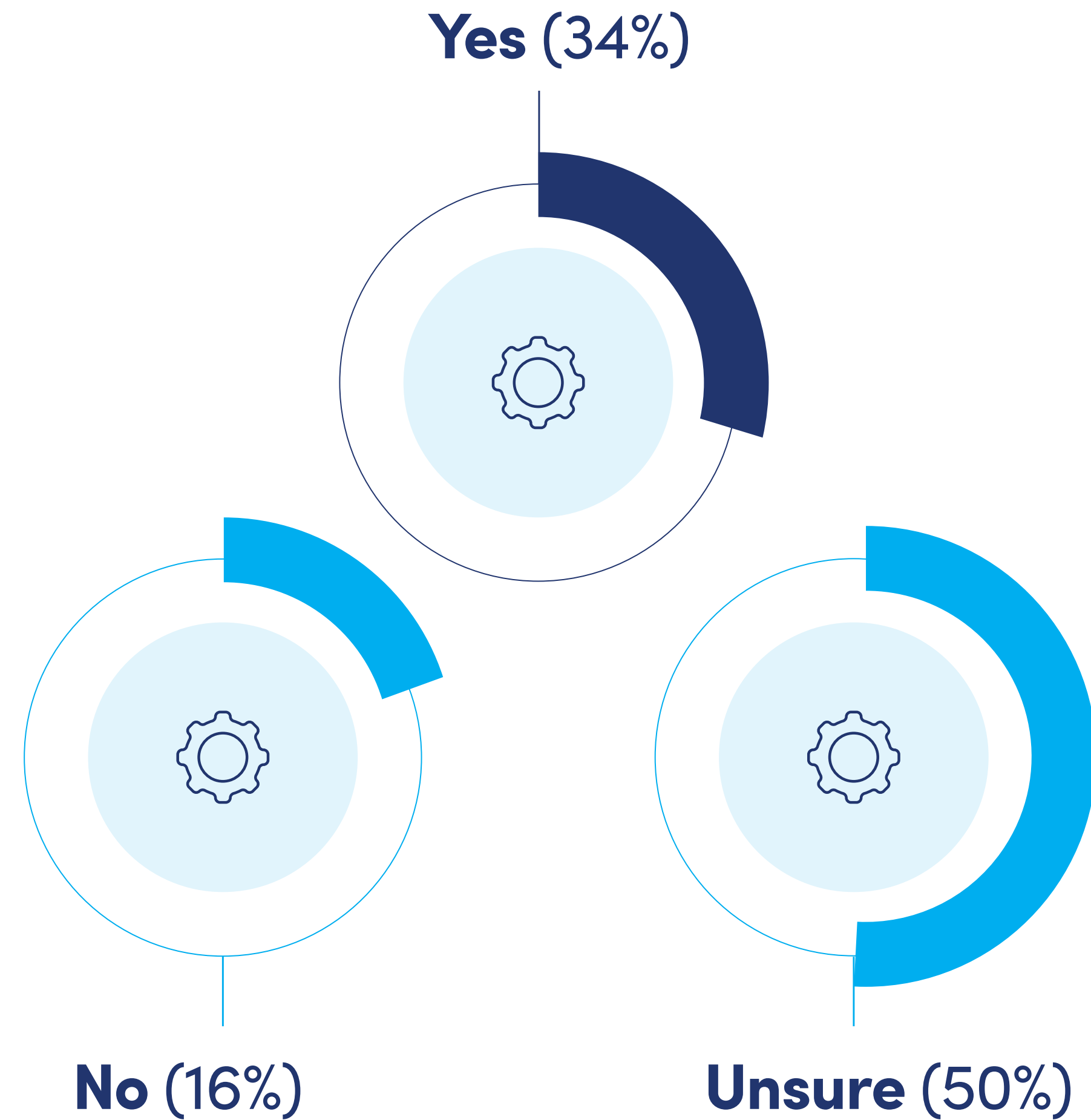
Question 5

**Following the Budget,
do you feel more
likely to go down the
apprenticeship
route?**



Question 6

Do you feel Labour understand skills and the support young people need to get employment?



Question 7

If you've heard of an apprenticeship, where have you heard it from?

(Multiple choice)

Parents

17%

Teachers & Schools

48%

Socials

7%

Careers Adviser

6%

Media

7%

National Apprenticeship Service

3%

Word Of Mouth

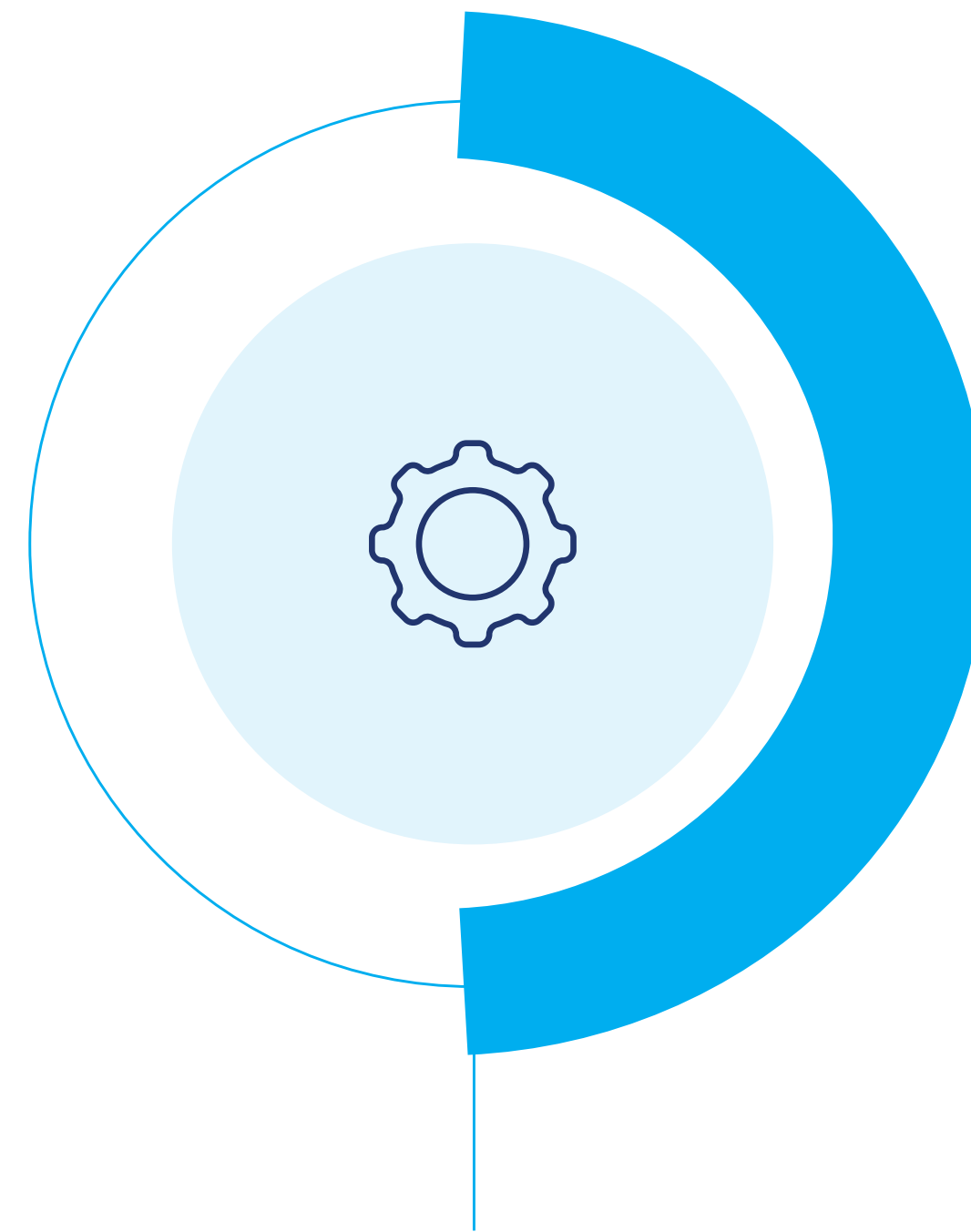
12%

3%
from
2025

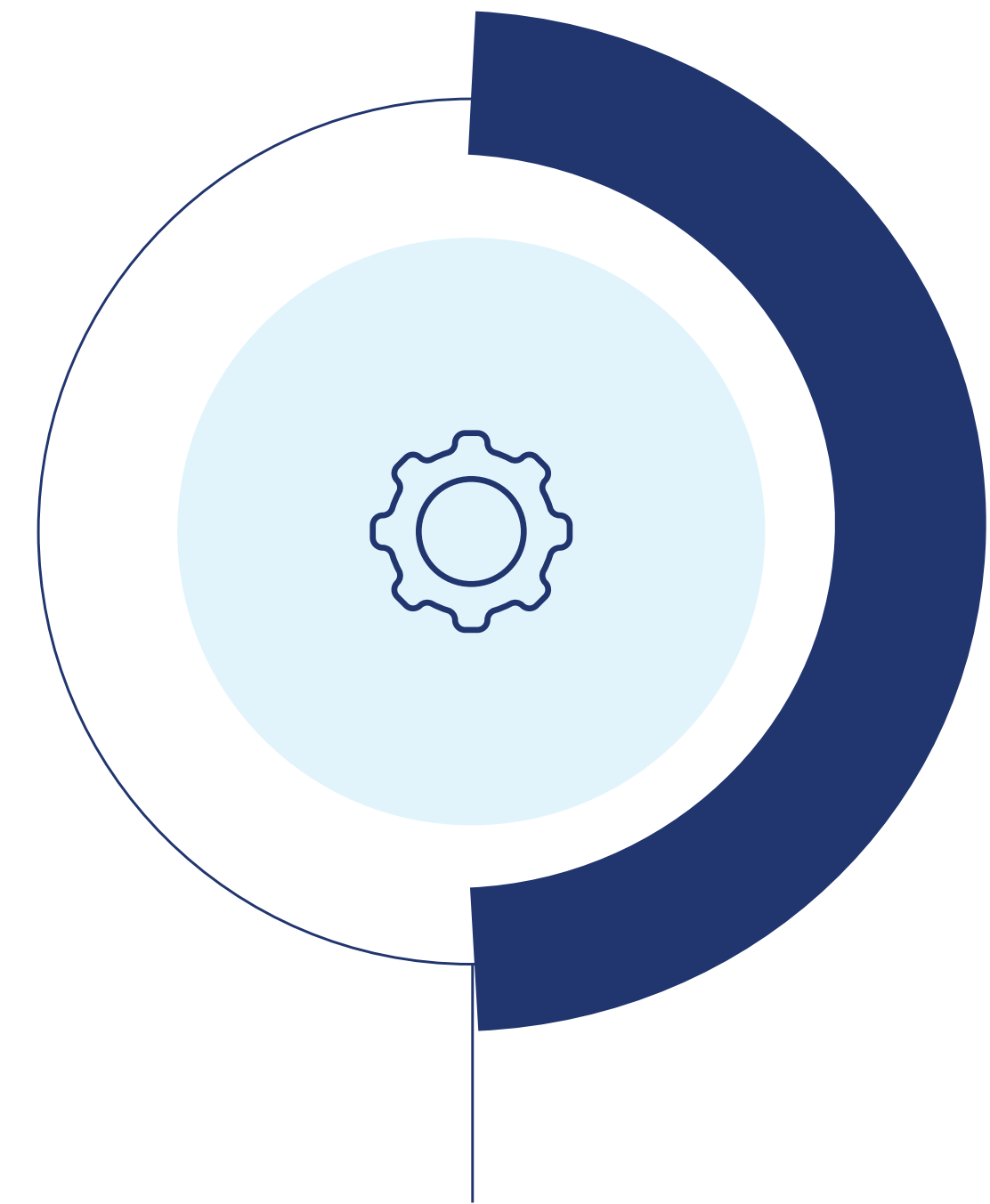
In-Comm are committed to pushing STEM engagement through our funded activities with **teachers and schools**

Question 8

Do you think schools and colleges do enough to promote apprenticeships?



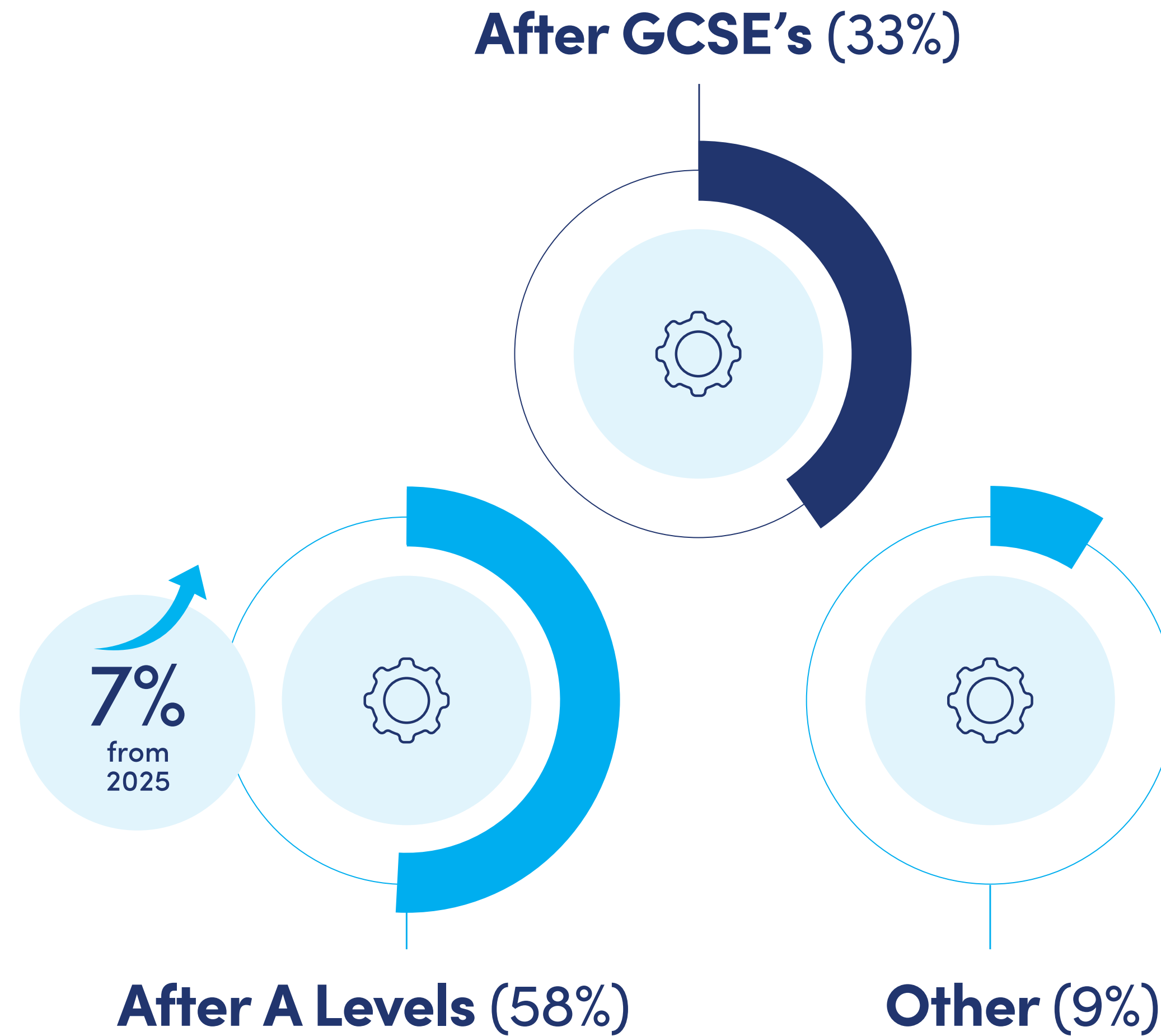
Yes (50%)



No (50%)

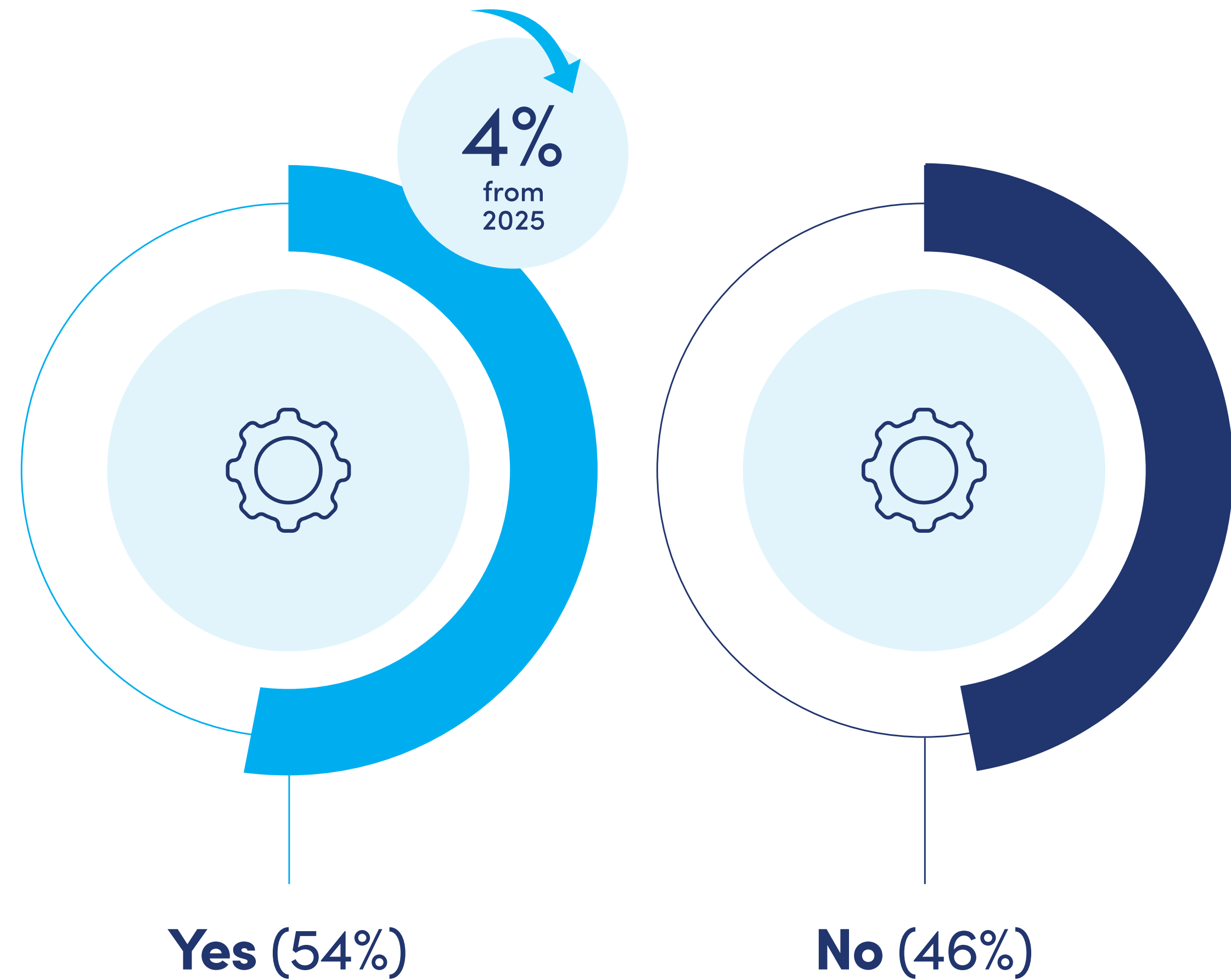
Question 9

When would you most likely consider to start an apprenticeship?



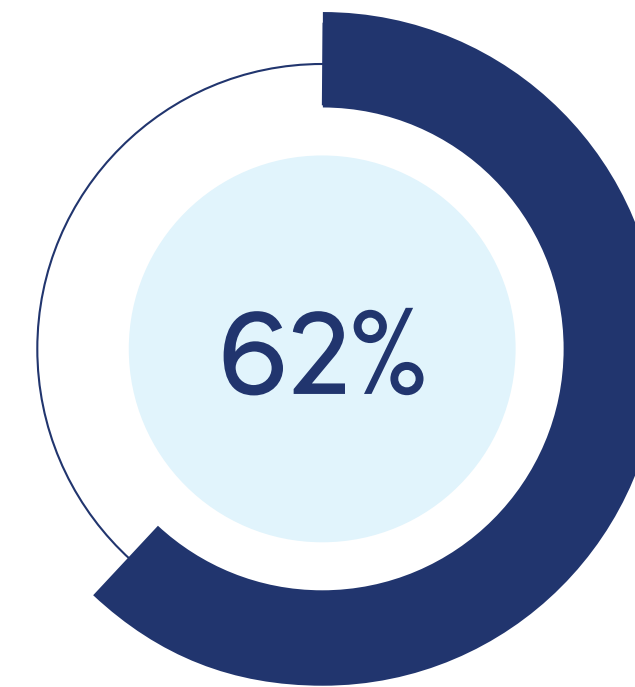
Question 10

Do you see an apprenticeship as equivalent to going to University?

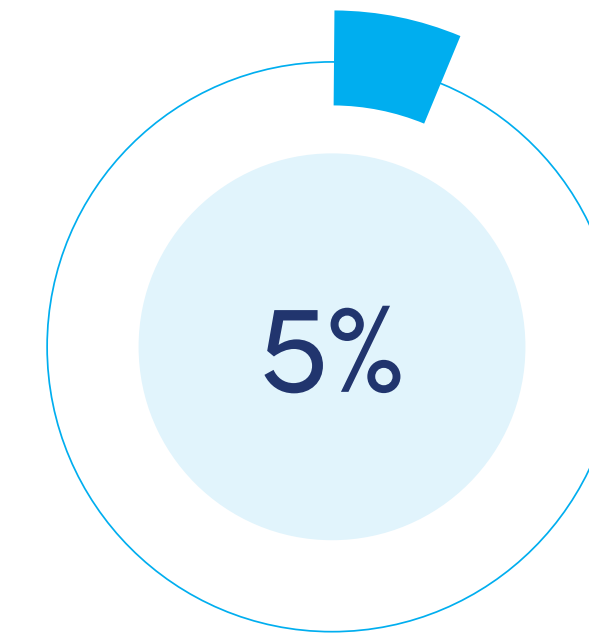


Question 11

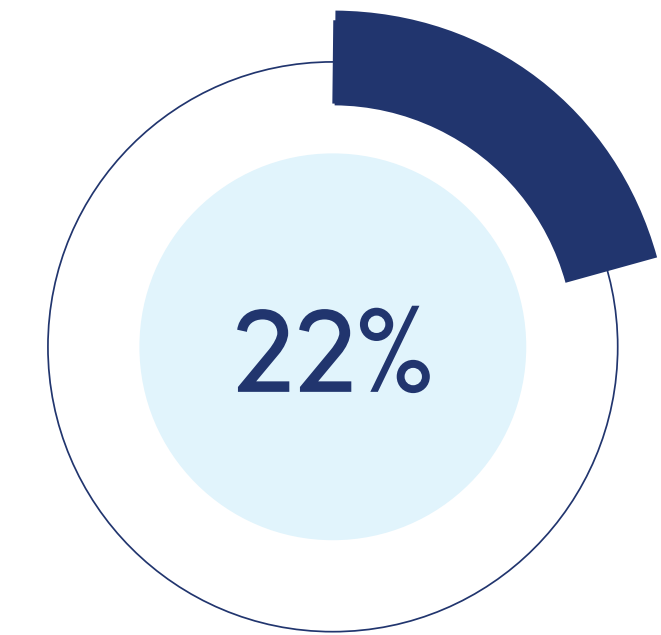
If no, tell us why you don't feel Apprenticeships as equivalent to going to University.



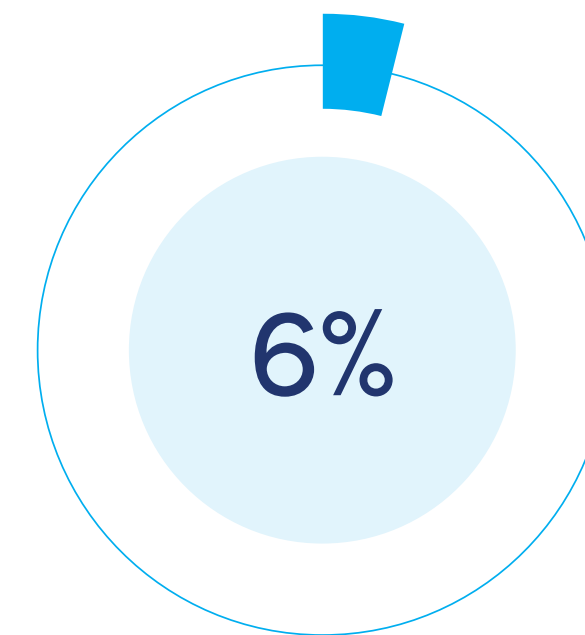
None of the above



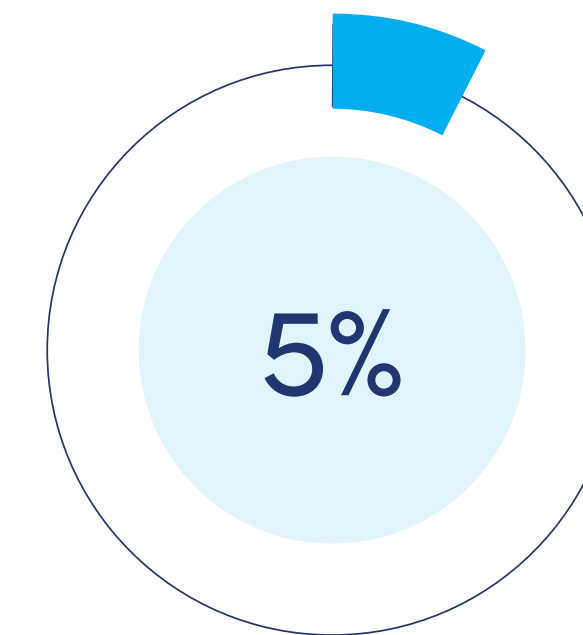
Cost implication



Don't feel it offers same value



Duration of Apprenticeship



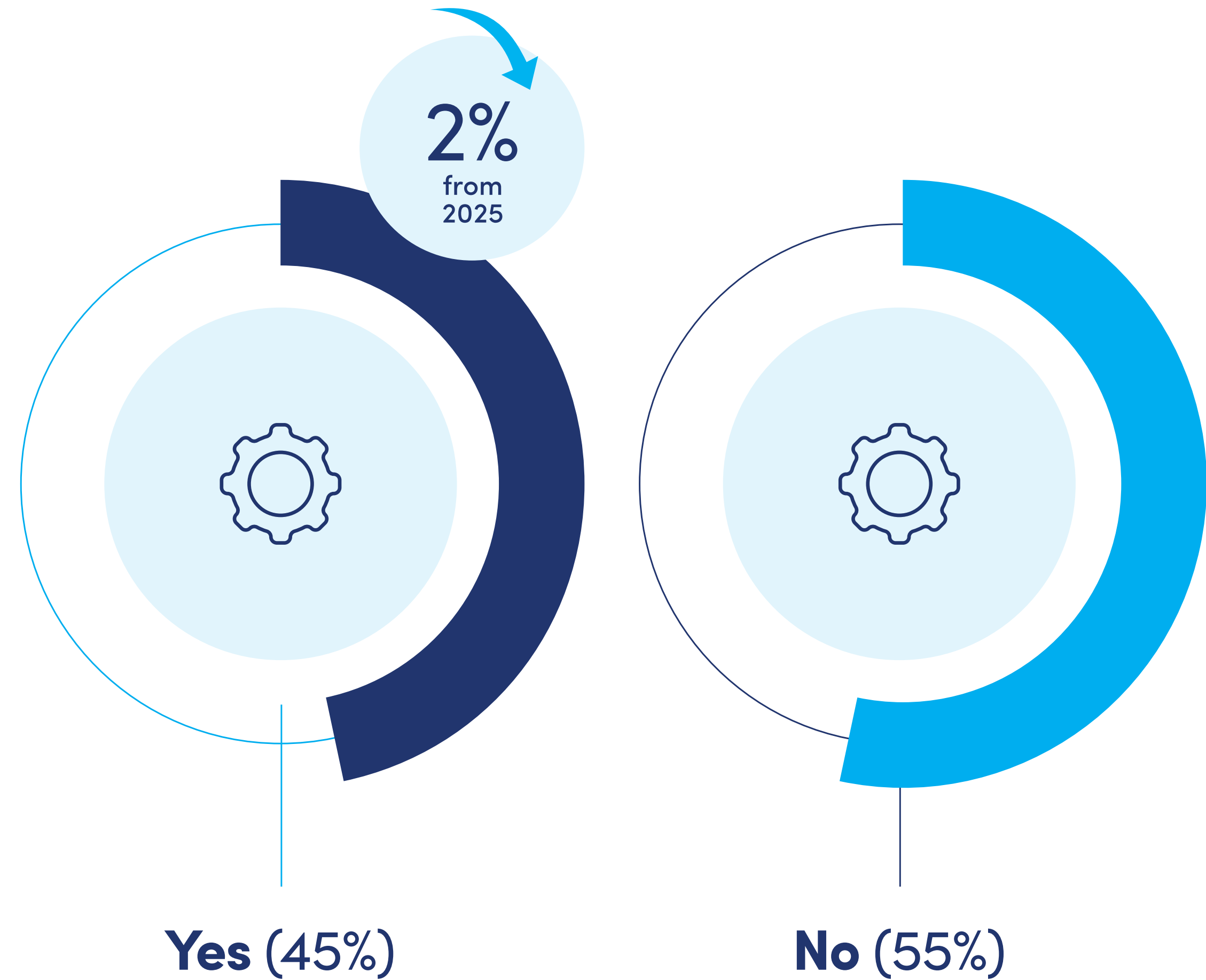
Other

Learners feel University offers higher-level education

was the most popular answer to 'other'

Question 12

**Have you
considered a career
in engineering and
manufacturing?**





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