European Centre for the Development of Vocational Training

## VET in the 21st Century - The views of citizens

# Awareness and Attractiveness of VET

*(Cedefop's European Opinion Survey on VET)*

**16 February 2017, Thessaloniki**

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# Cedefop's opinion survey on VET in Europe

Understanding public opinion on Vocational Education and Training (VET)

## AWARENESS AND KNOWLEDGE

1

- What is it? What Europeans know (or think they know) about VET
- An informed decision? How Europeans get their information about VET
- What is it for? What Europeans associate with VET

**FOUR MAIN DIMENSIONS UNDER INVESTIGATION**

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## ATTRACTIVENESS AND ACCESS

2

- Is it good? Main reasons for choosing VET
- Good for what? Core benefits of VET
- Good for who? Intention to recommend VET

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## EXPERIENCE AND SATISFACTION

- What type of education? What people undertook at upper secondary level
- How satisfied? How VET compares to General Education
- What skills? Work-related skills and/or key competences acquired

3

**FOCUS ON 'UPPER SECONDARY'**

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## OUTCOMES AND EFFECTIVENESS

4

- Good for jobs? How VET improves employability
- What about after? How VET helps to continue studying
- Best public investment? How VET is good for the economy and society

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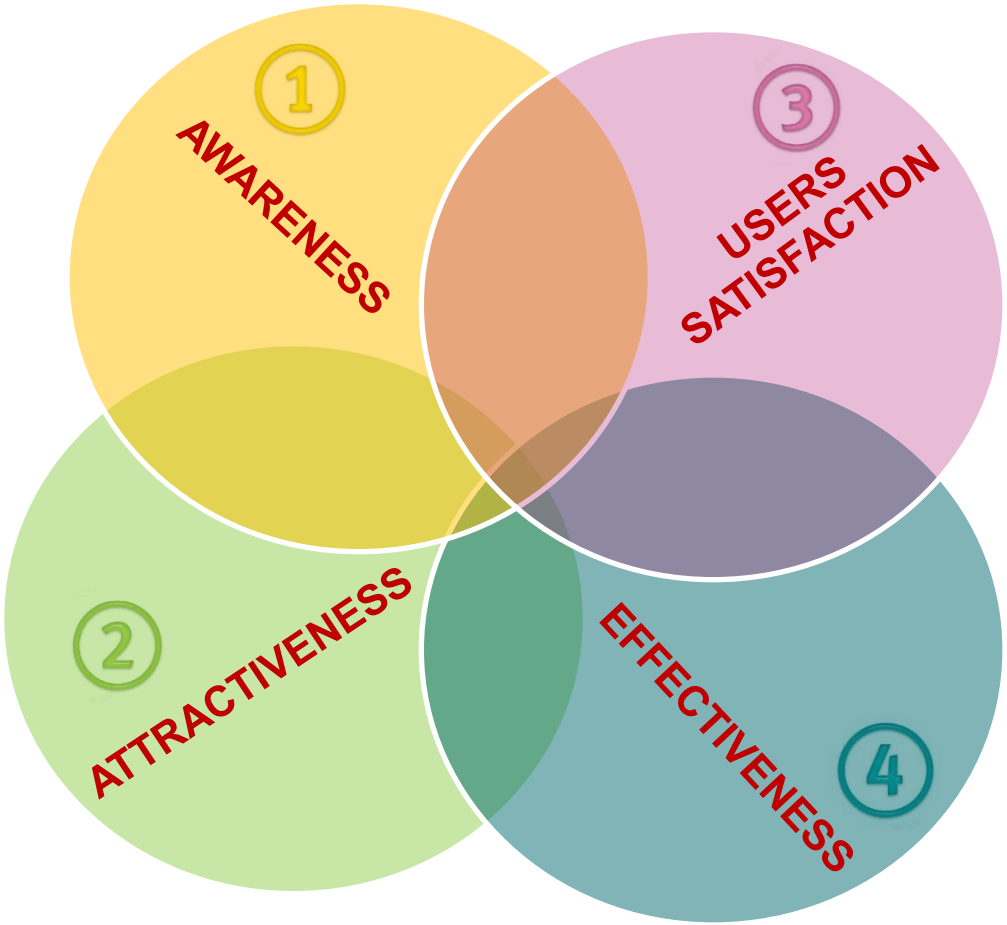


**ANALYSING INTERACTIONS (FUTURE SECOND STAGE)**

**IN THIS PRESENTATION FOCUS ONLY ON:**

1. **AWARENESS**
2. **ATTRACTIVENESS**

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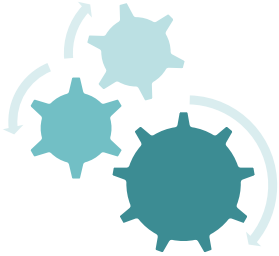
**INTERVIEWS AND… CONCEPTUALISATION**

**120** - 20 cognitive interviews in 6 EU countries to test and improve the questionnaire

**840** - 30 interviews conducted in each EU Member State to pilot the survey (test the questionnaire and the infrastructure)



Language and conceptualisation issues

**35,646** interviews conducted in total – with up to 2,200 interviews conducted in a single country

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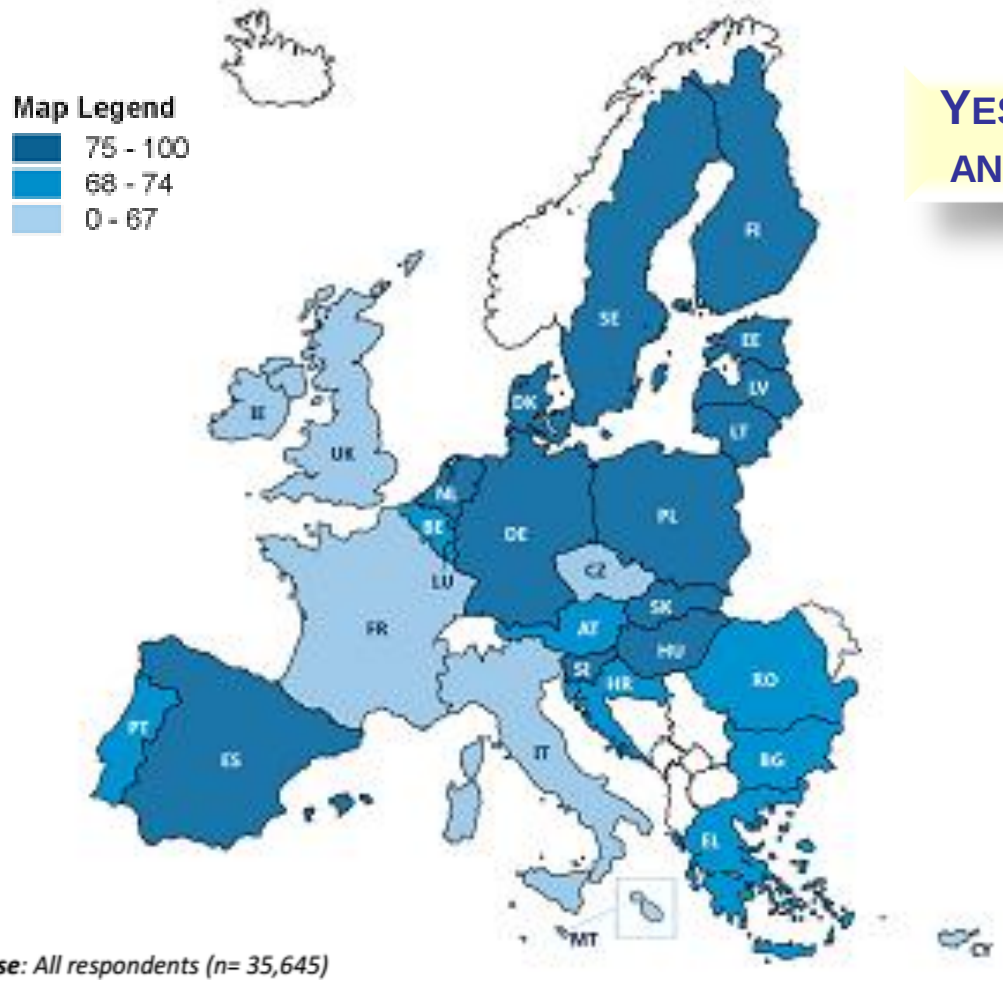



**Base**: *All respondents (n= 35,645)*

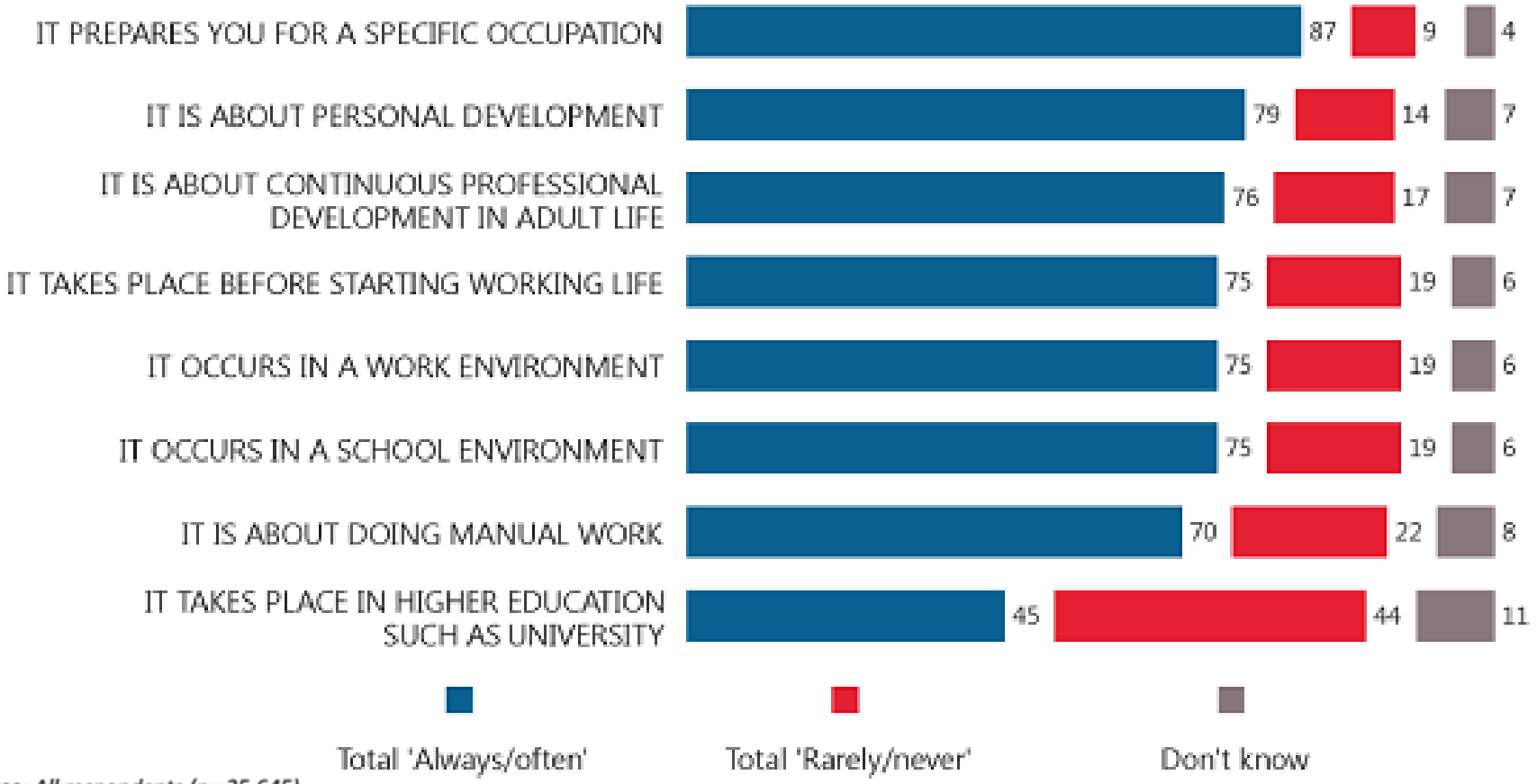
**YES, I'VE HEARD ABOUT VET (87%), AND I ALSO KNOW WHAT IT IS (73%)**

**LANGUAGE AND CONCEPTUALISATION:**

- **WHAT IS VET?**
- **UPPER SECONDARY?**
- **WORK-BASED LEARNING?**
- **ETC.**

# Cedefop's opinion survey on VET in Europe

## CONCEPTUALISATION IN PRACTICE: WHAT IS VET FOR?



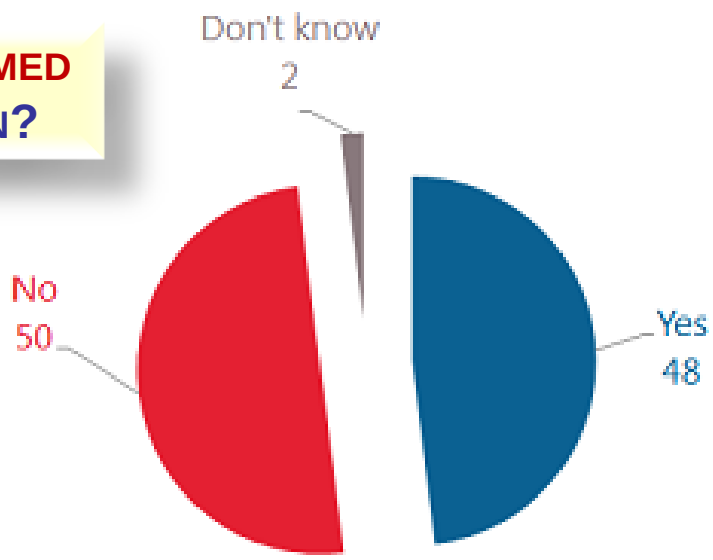

***Base**: All respondents (n= 35,645)*

# Cedefop's opinion survey on VET in Europe

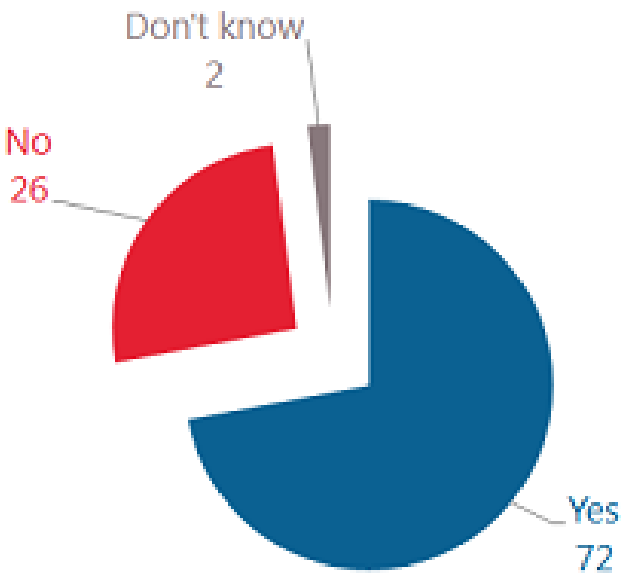
At the time that you were making a decision about your education at upper secondary education, were you given information about vocational education?

**(% - EU)**

**AN INFORMED DECISION?**



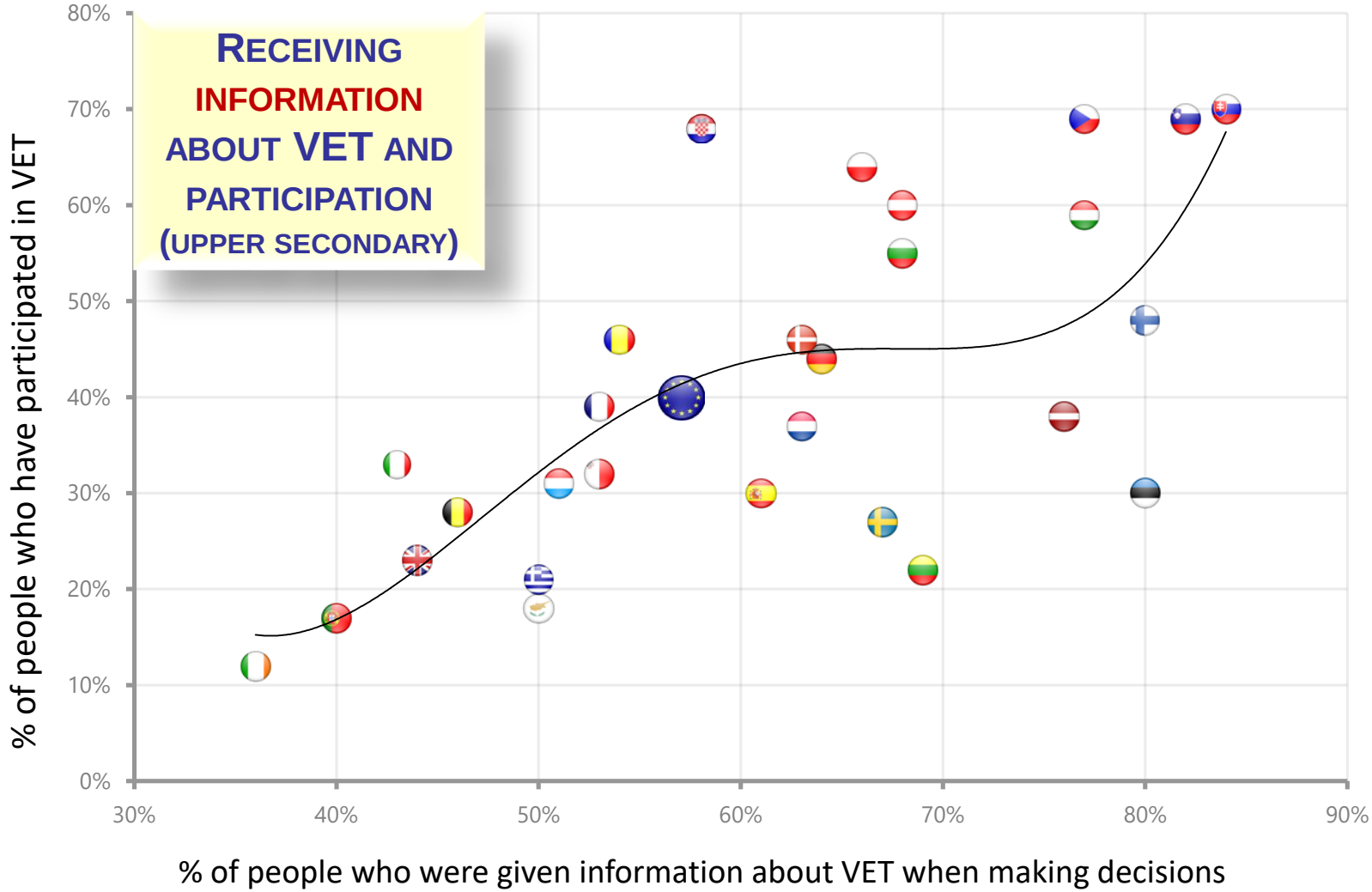

Respondents who did general education



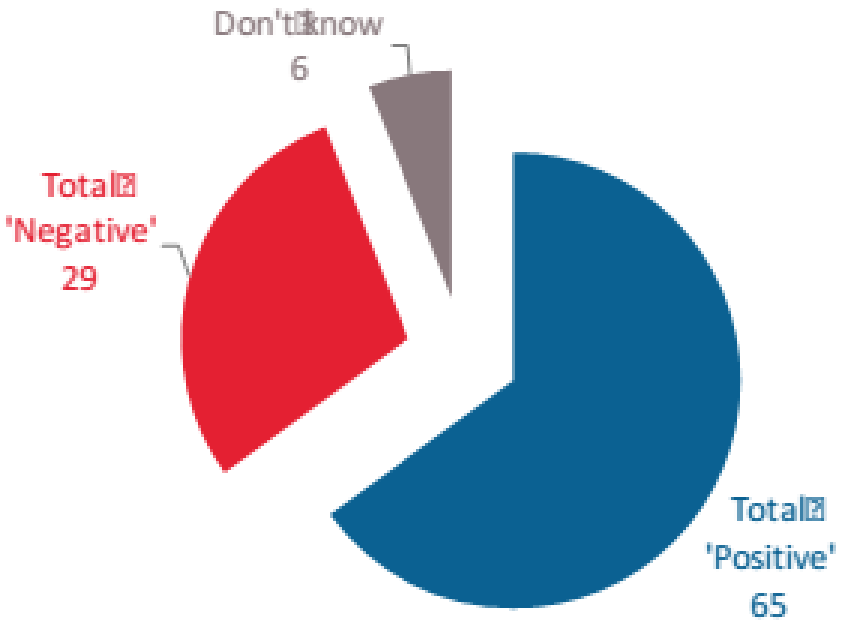

Respondents who did vocational educatic

***Base**: Respondents who went to upper secondary education (n= 24,146)*

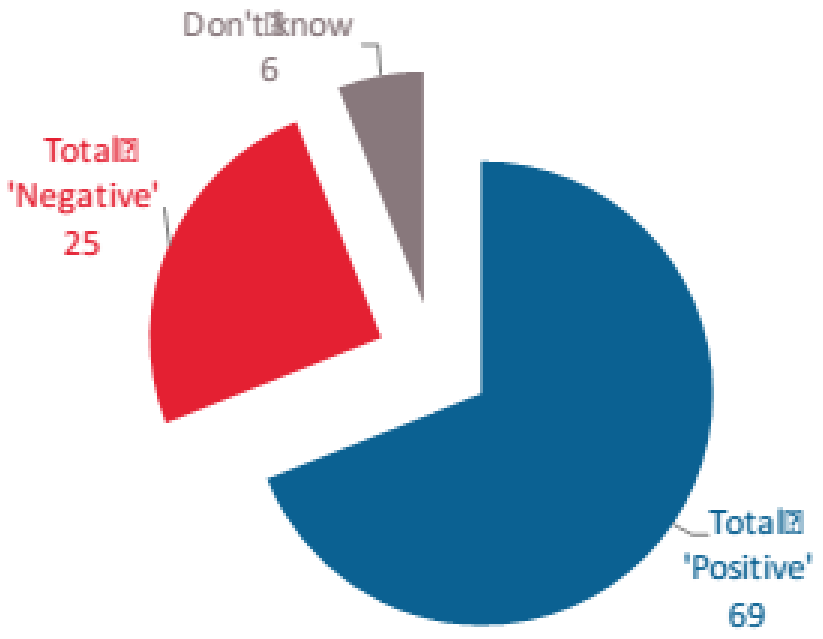
# Cedefop's opinion survey on VET in Europe



# WOULD YOU SAY VET HAS A POSITIVE IMAGE IN YOUR COUNTRY?




Respondents who did general education




Respondents who did vocational education

***Base**: All respondents (n= 35,645)*

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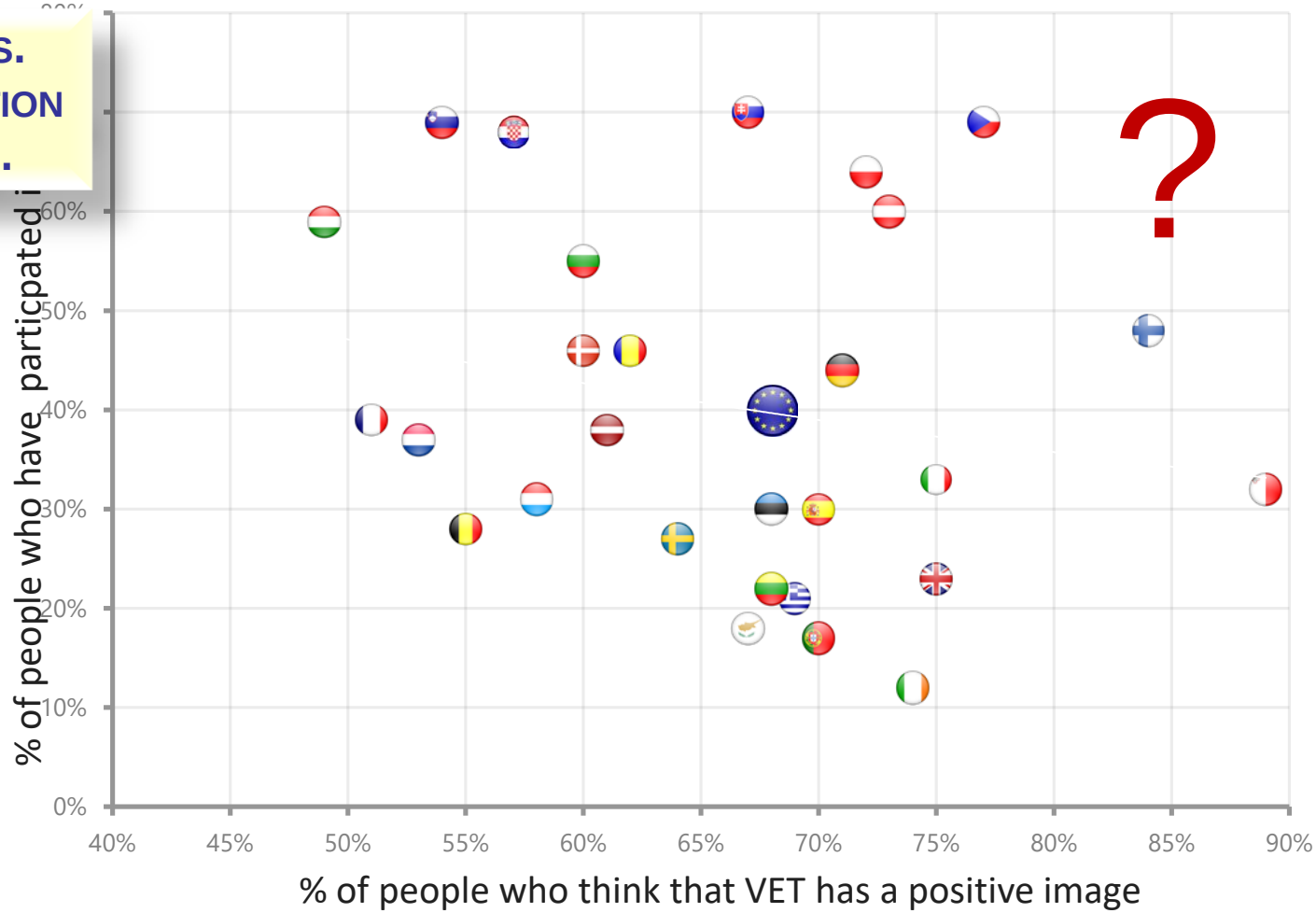
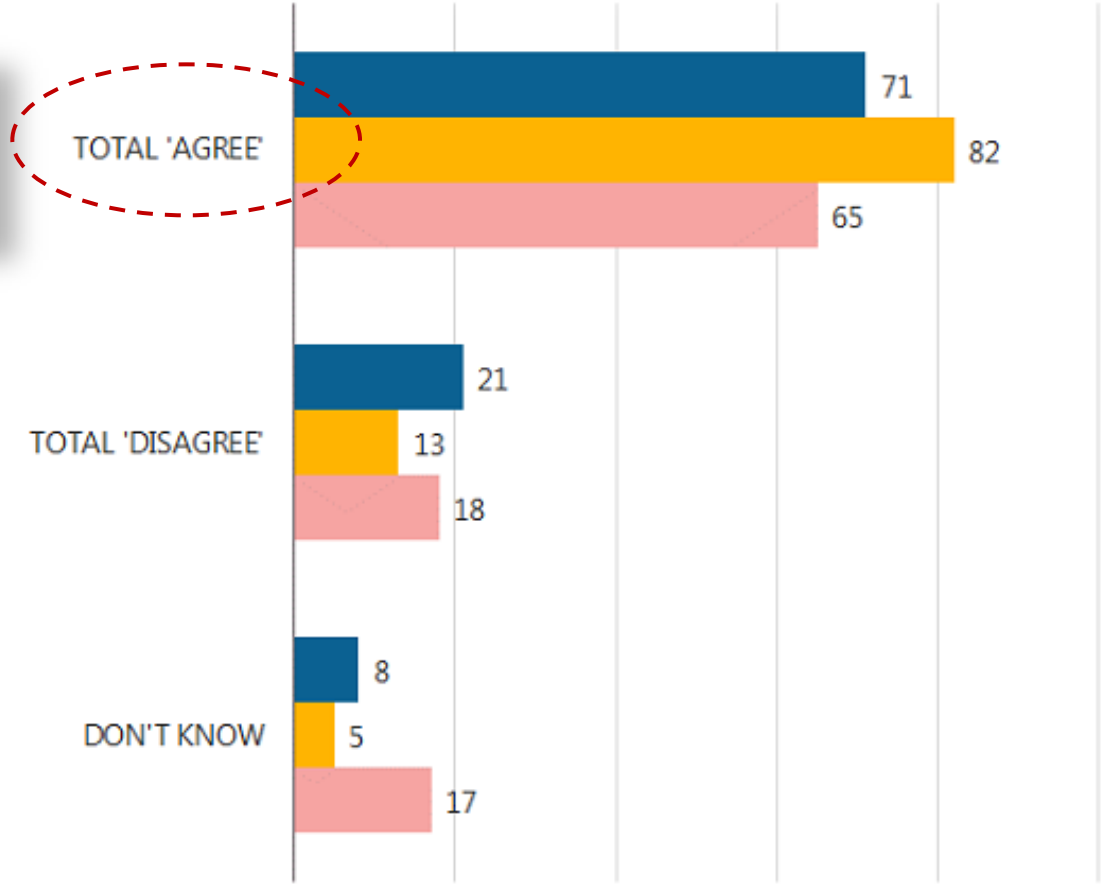
**IMAGE VS. PARTICIPATION IN VET...**



# Cedefop's opinion survey on VET in Europe

**...BUT: HAS GENERAL EDUCATION A BETTER IMAGE THAN VET?**




***Base**: All respondents (n= 35,645)*

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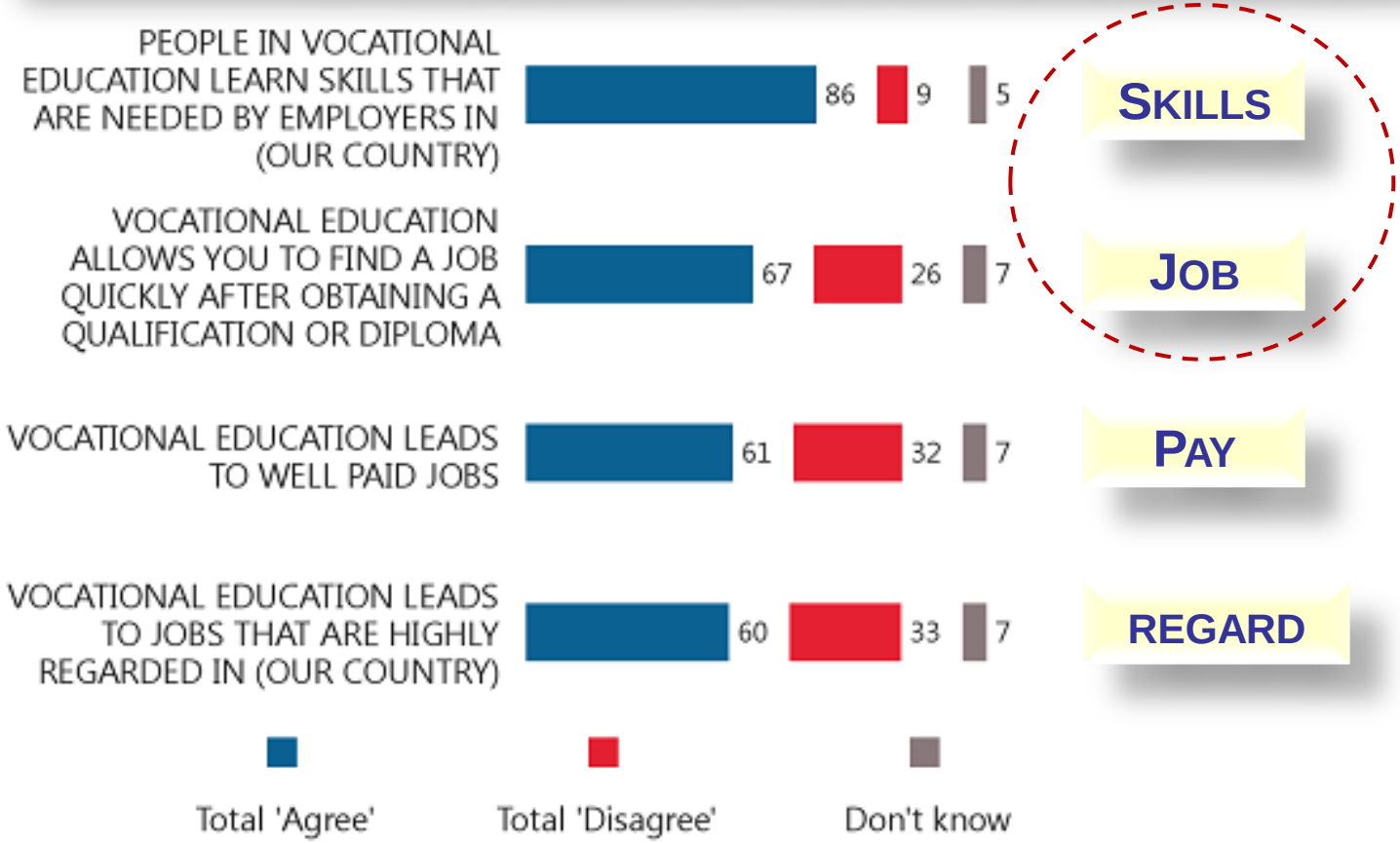
## ATTRACTIVENESS IN PRACTICE: BENEFITS OF VET




**GOOD FOR WHAT?**

***Base**: All respondents (n= 35,645)*

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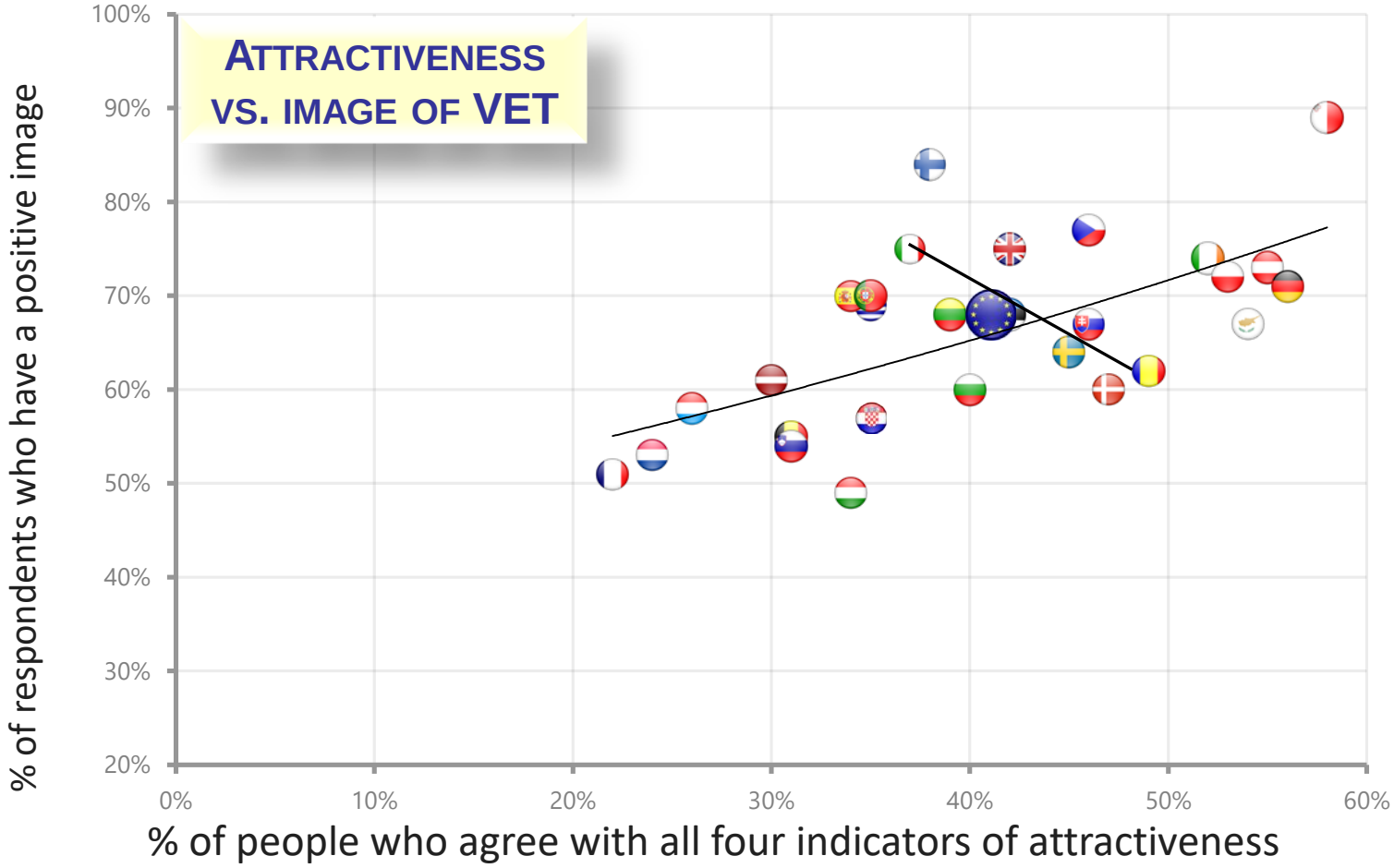
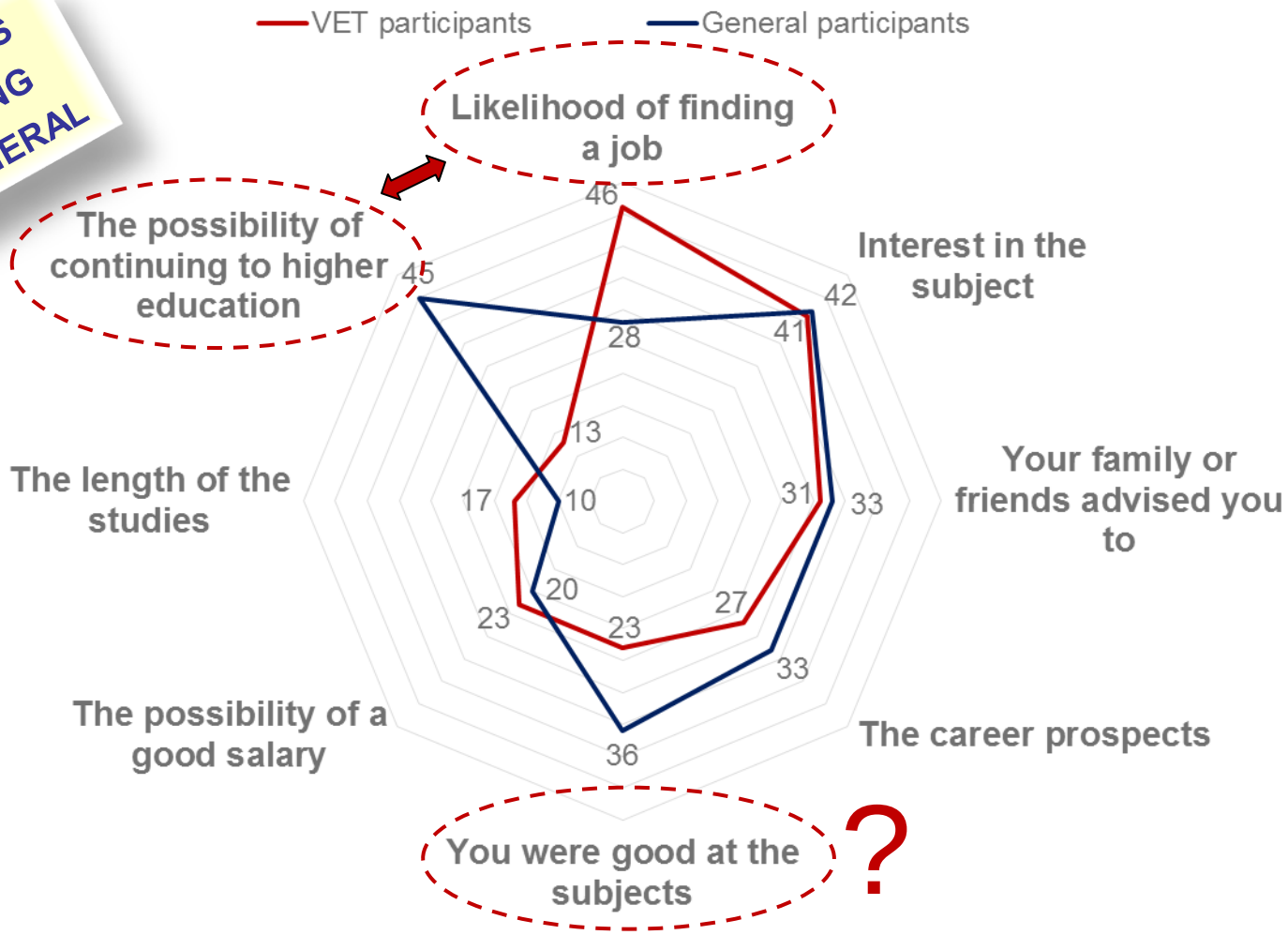


# Cedefop's opinion survey on VET in Europe

**MAIN REASONS FOR CHOOSING VET OR GENERAL**




***Base**: Respondents who went to upper secondary education (n= 24,146)*

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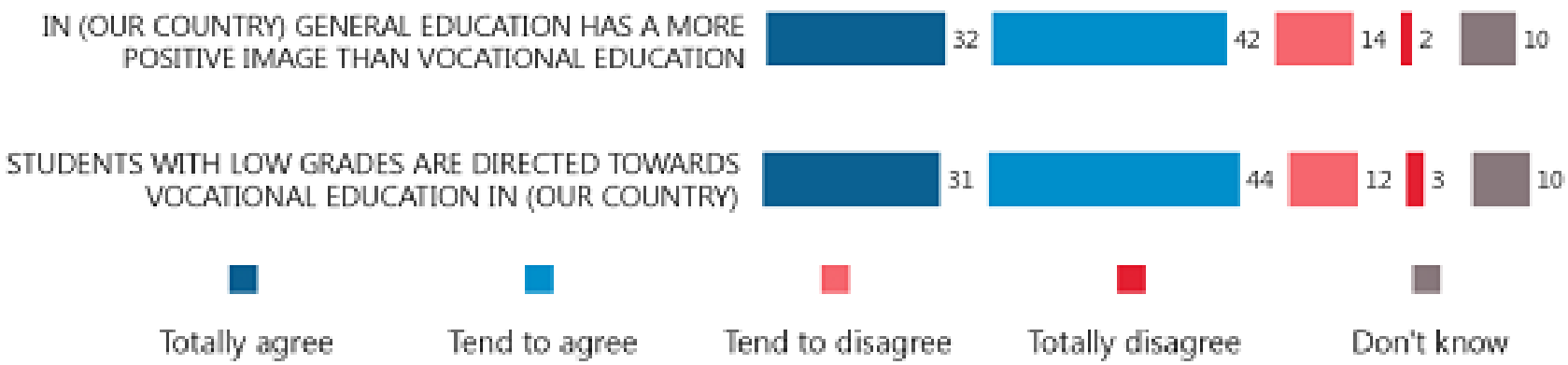
## ONLY 1 OR 2 PEOPLE OUT OF 10 DISAGREE WITH ONE OF THE MAIN 'MISCONCEPTIONS' OF VET (SECOND CHOICE FOR SECOND RATE STUDENT)




## MORE FOCUS ON VOCATIONS INSTEAD OF ON VOCATIONAL EDUCATION AND TRAINING?

# Thank you