



CEDEFOP

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)

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Cedefop's opinion survey on VET in Europe

Understanding public opinion on Vocational Education and Training (VET)

AWARENESS AND KNOWLEDGE

- 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**



Cedefop's opinion survey on VET in Europe

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A TTRACTIVENESS AND ACCESS

A

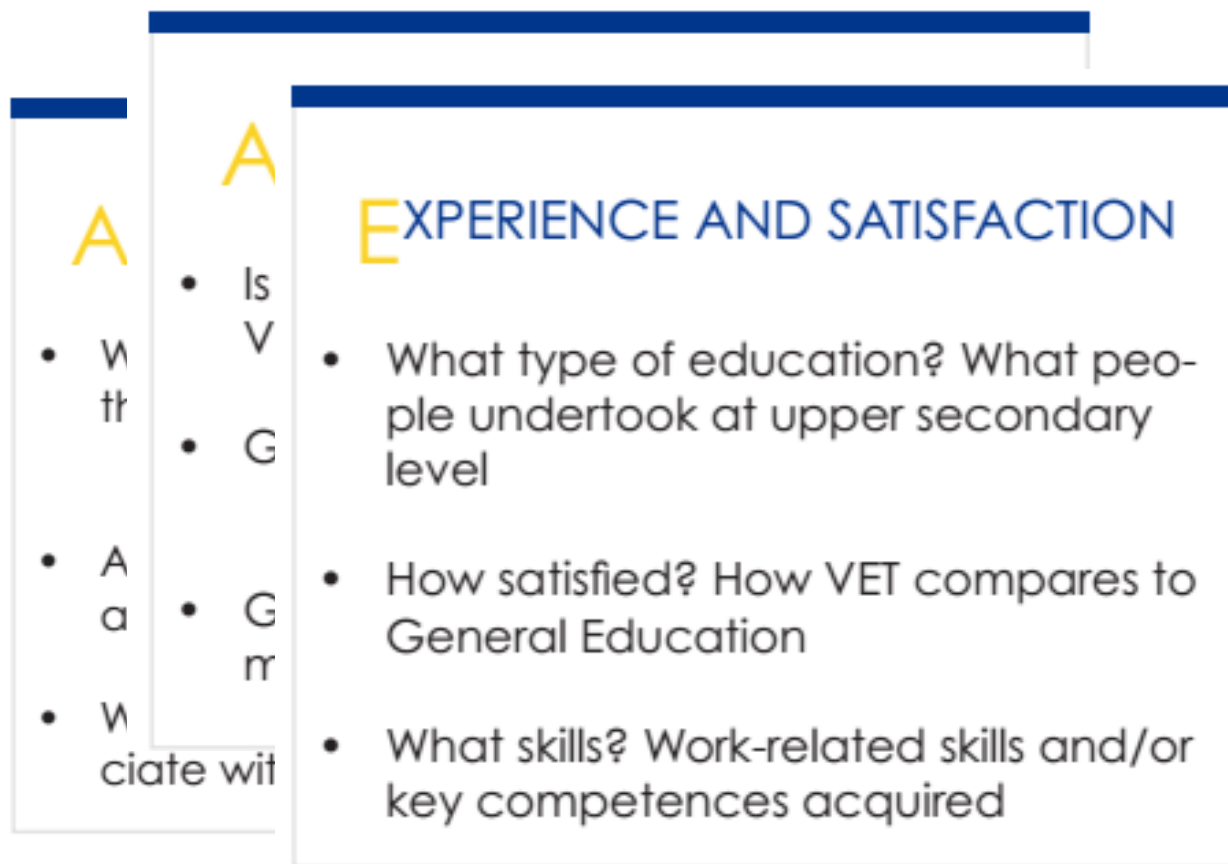
- Is it good? Main reasons for choosing VET
- Good for what? Core benefits of VET
- Good for who? Intention to recommend VET

2



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3

**FOCUS ON
'UPPER
SECONDARY'**



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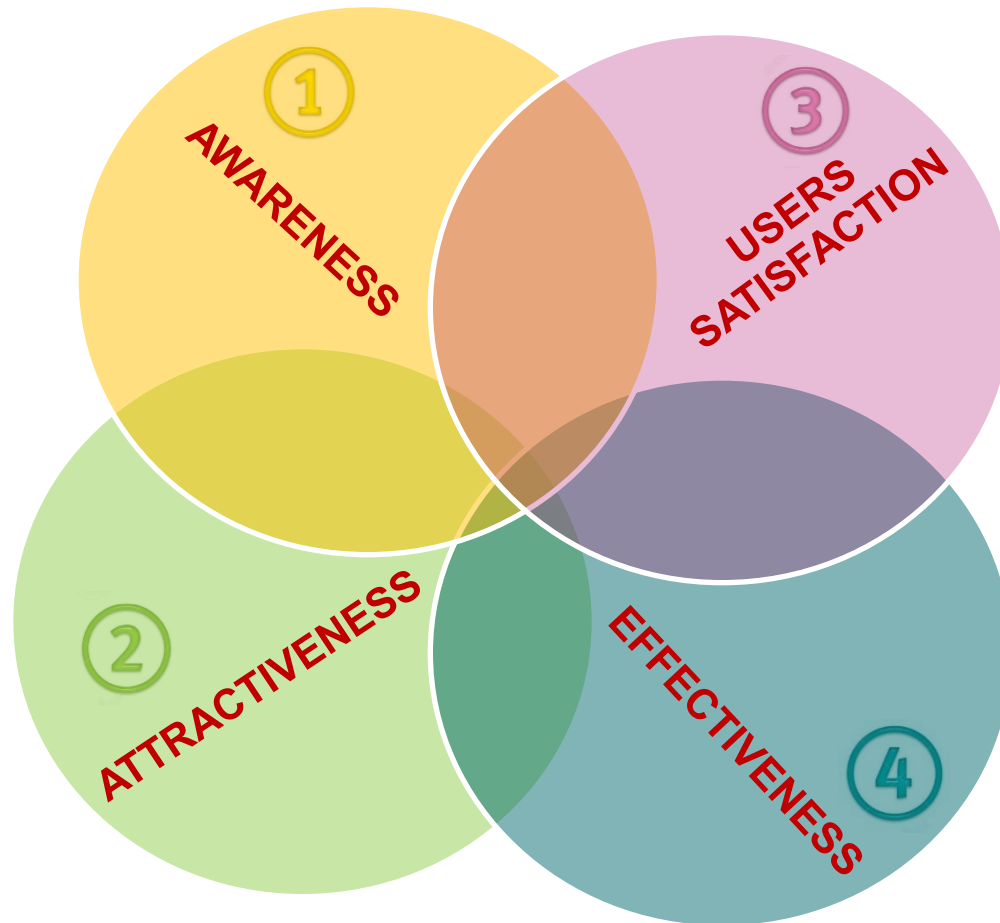
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OUTCOMES AND EFFECTIVENESS

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





**ANALYSING
INTERACTIONS
(FUTURE SECOND
STAGE)**

**IN THIS PRESENTATION
FOCUS ONLY ON:**

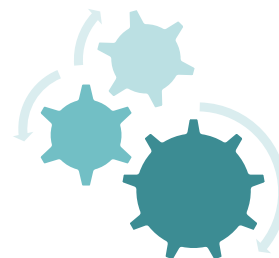
- 1. AWARENESS**
- 2. ATTRACTIVENESS**



**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)

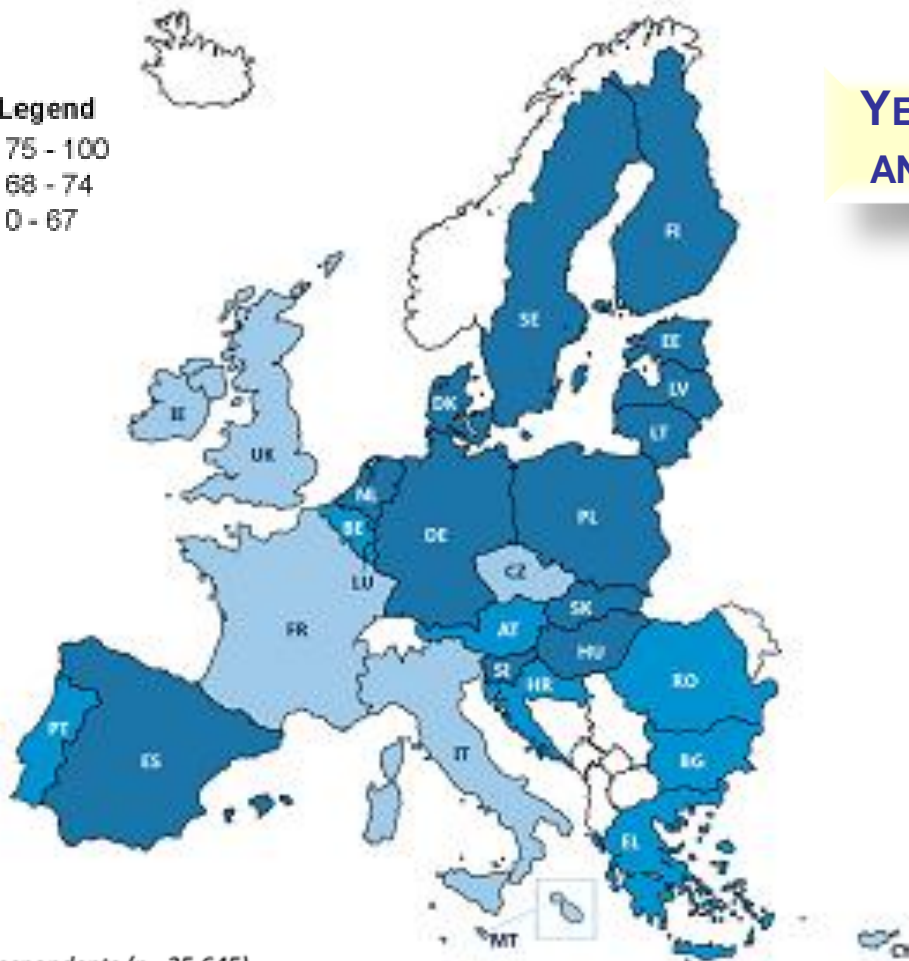
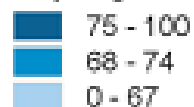


**Language and
conceptualisation
issues**

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



Map Legend



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

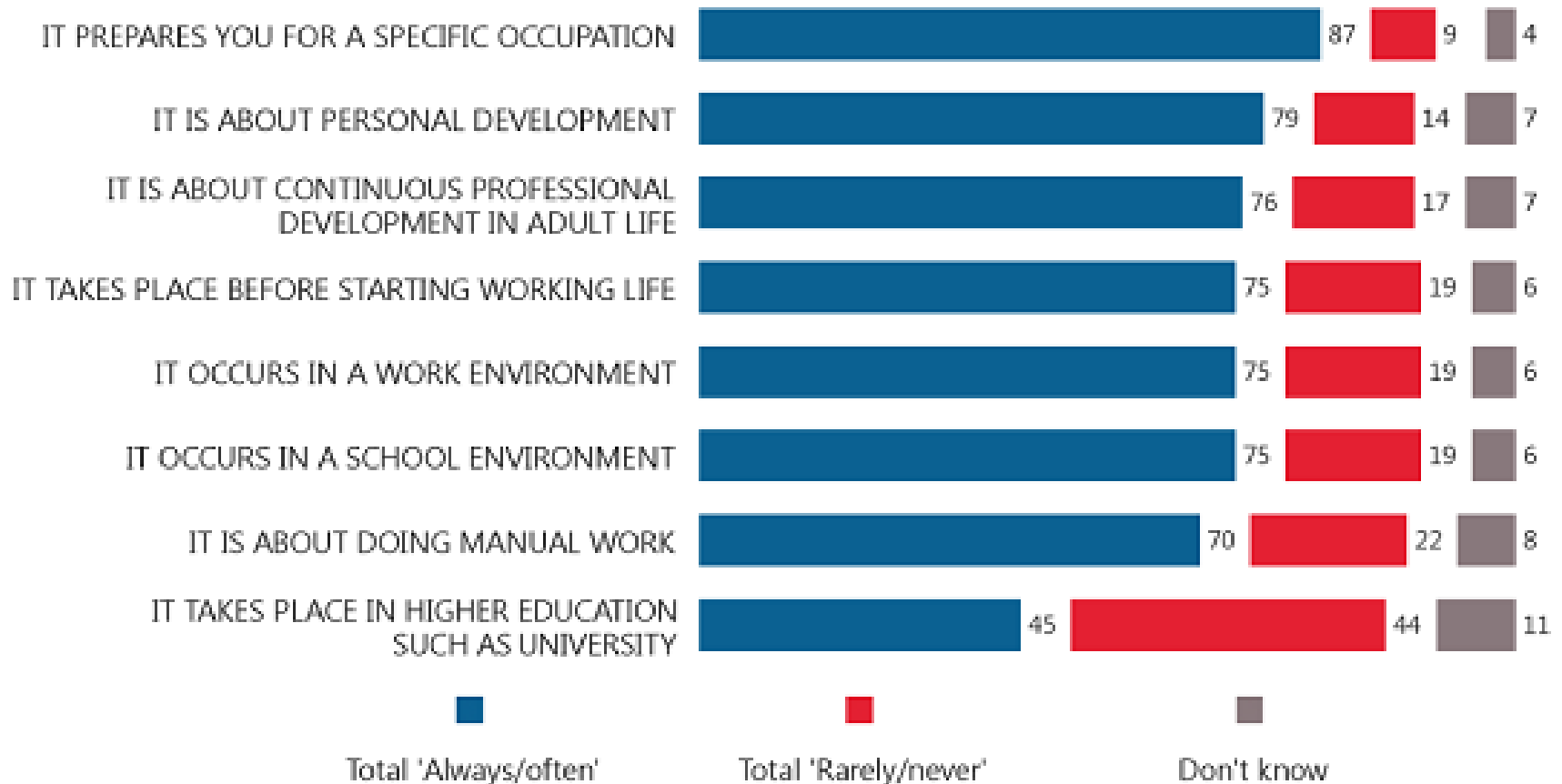
**LANGUAGE AND
CONCEPTUALISATION:**

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

Base: All respondents (n= 35,645)



CONCEPTUALISATION IN PRACTICE: WHAT IS VET FOR?



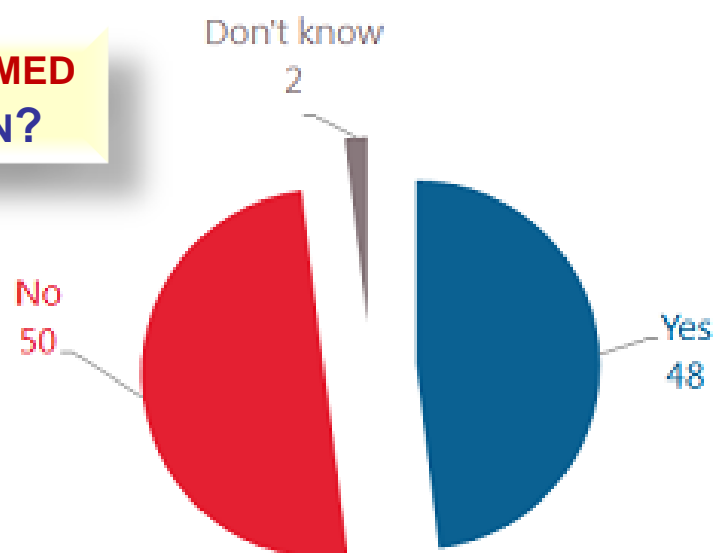
Base: All respondents (n= 35,645)



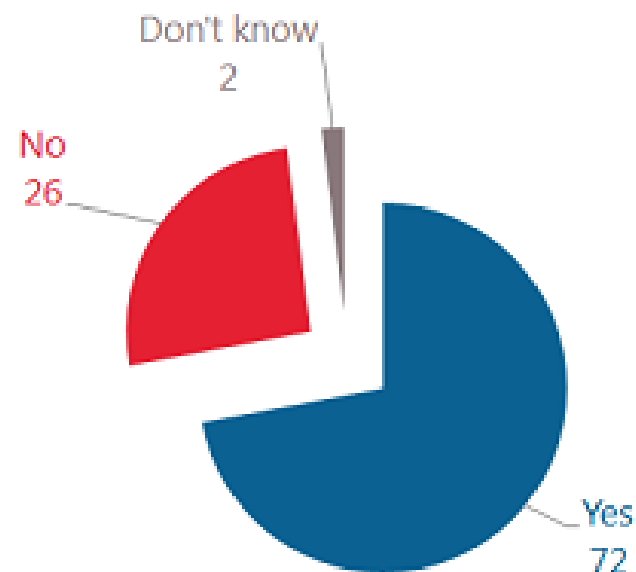
At the time that you were making a decision about your education at upper secondary education, were you given information about vocational education?

(% - EU)

**AN INFORMED
DECISION?**



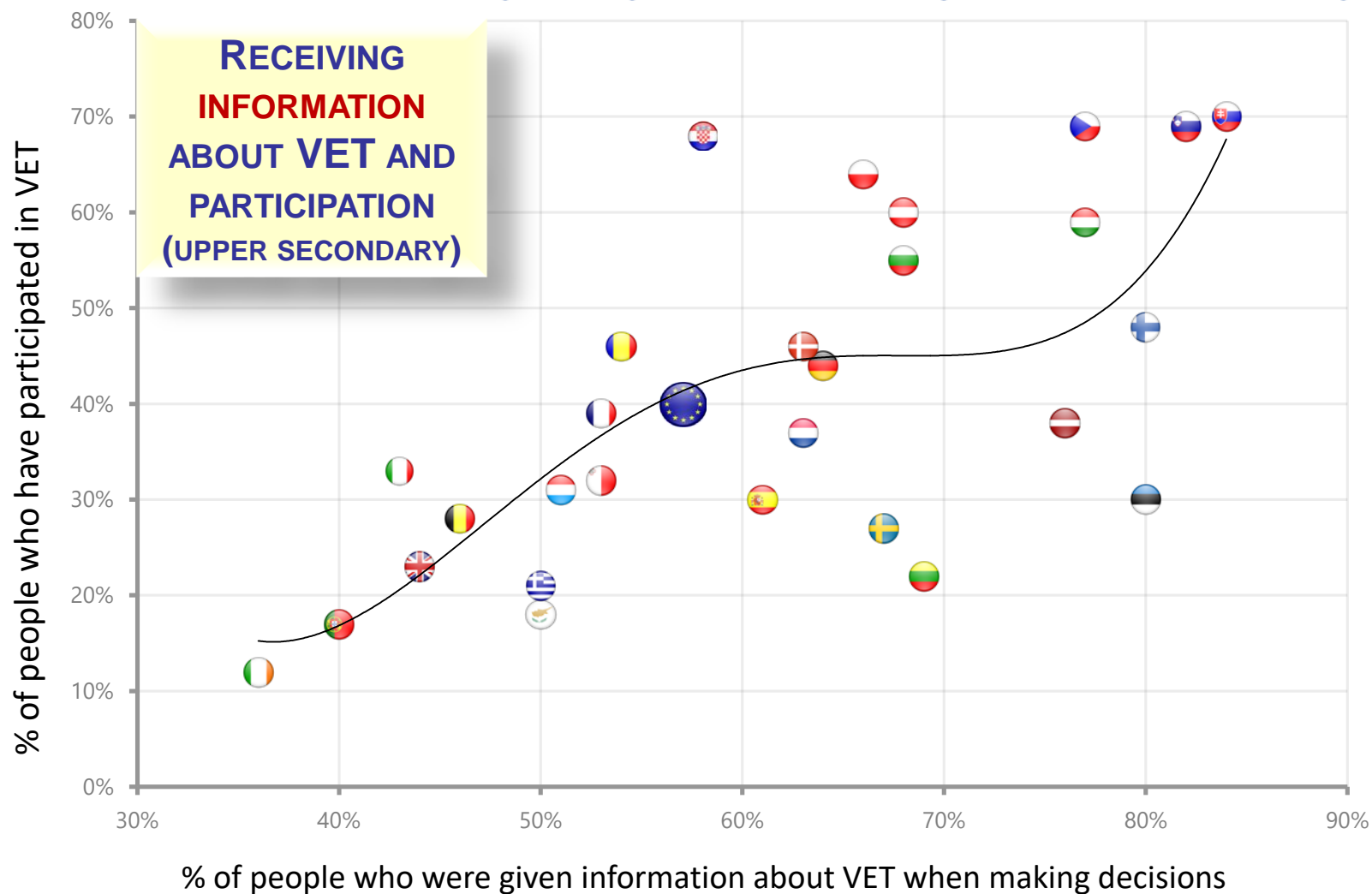
Respondents who did general education



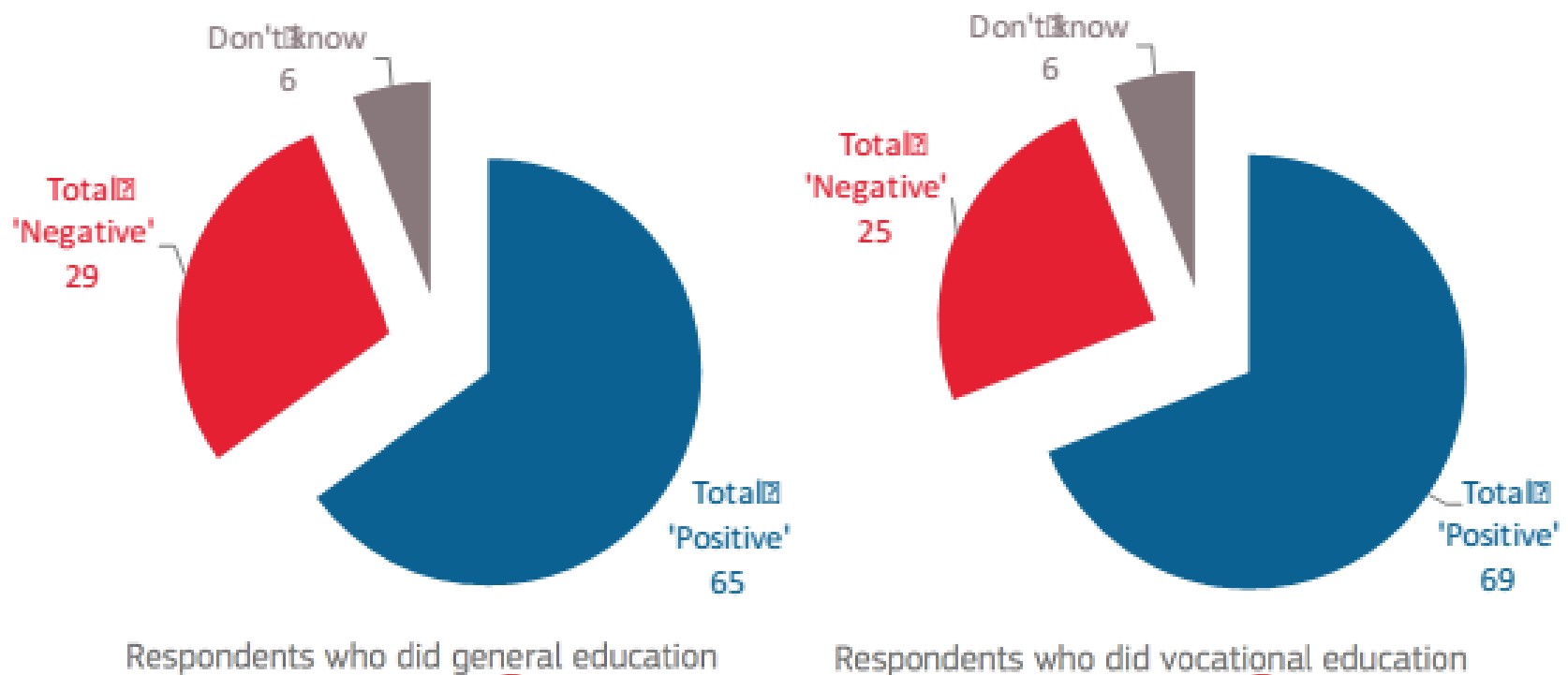
Respondents who did vocational education

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





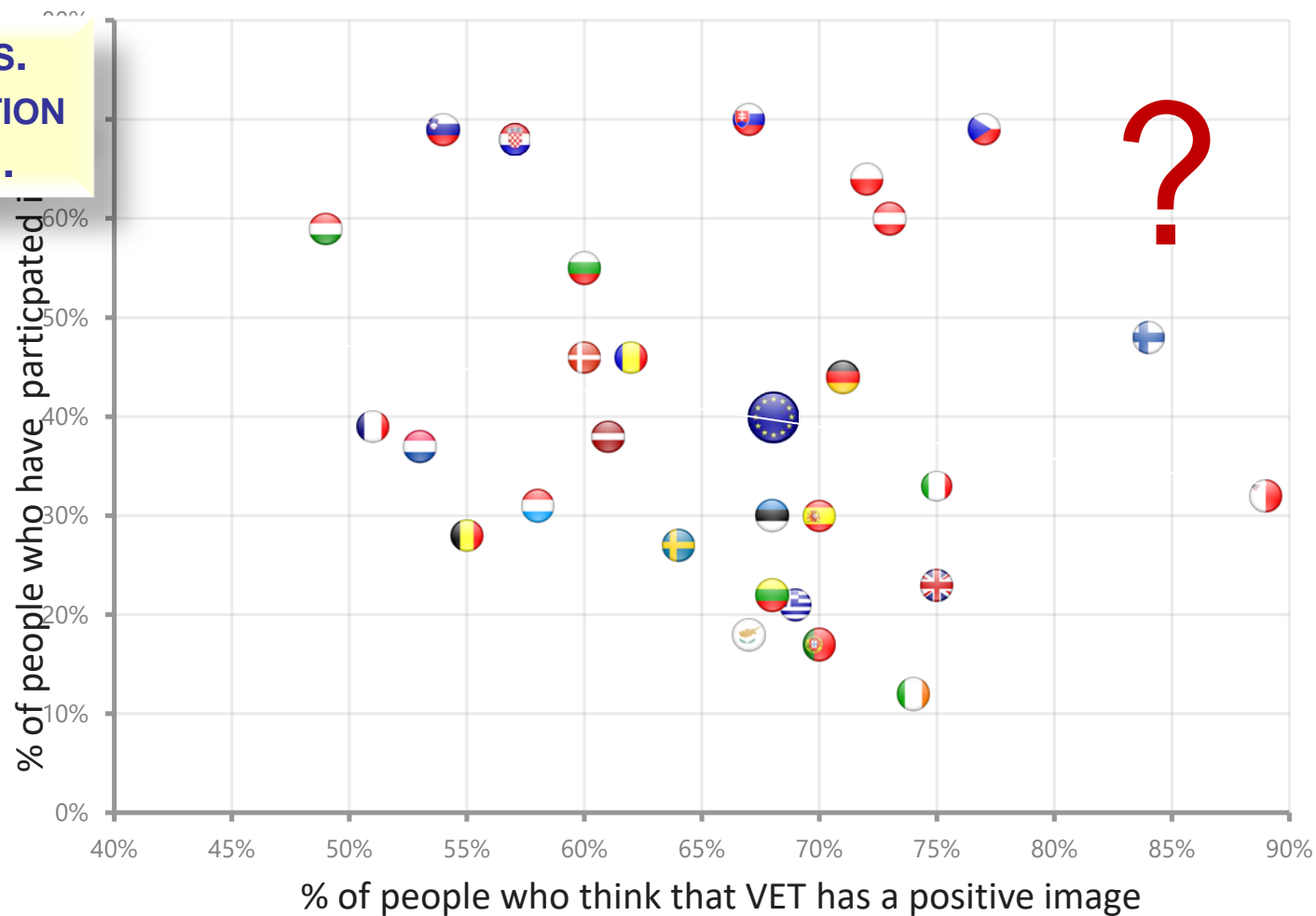
WOULD YOU SAY VET HAS A POSITIVE IMAGE IN YOUR COUNTRY?



Base: All respondents (n= 35,645)

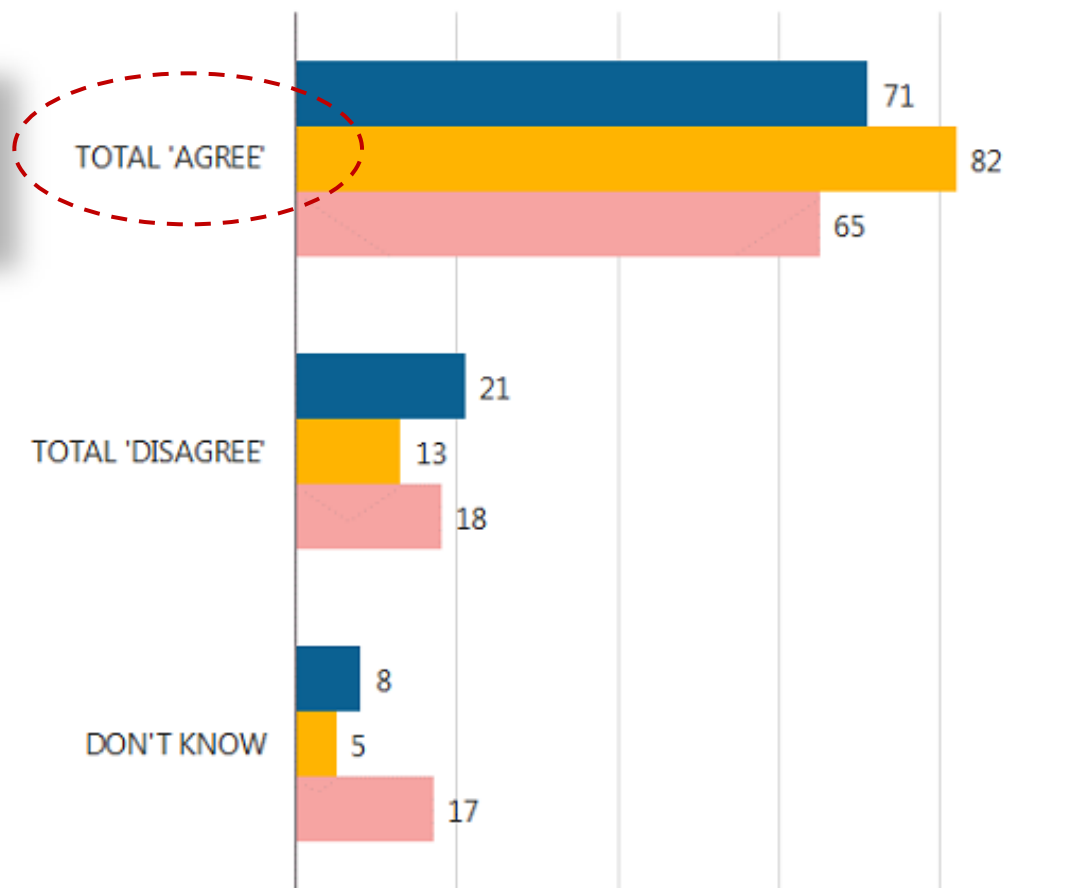


**IMAGE VS.
PARTICIPATION
IN VET...**



■ Vocational education participants ■ General education participants ■ No upper secondary education

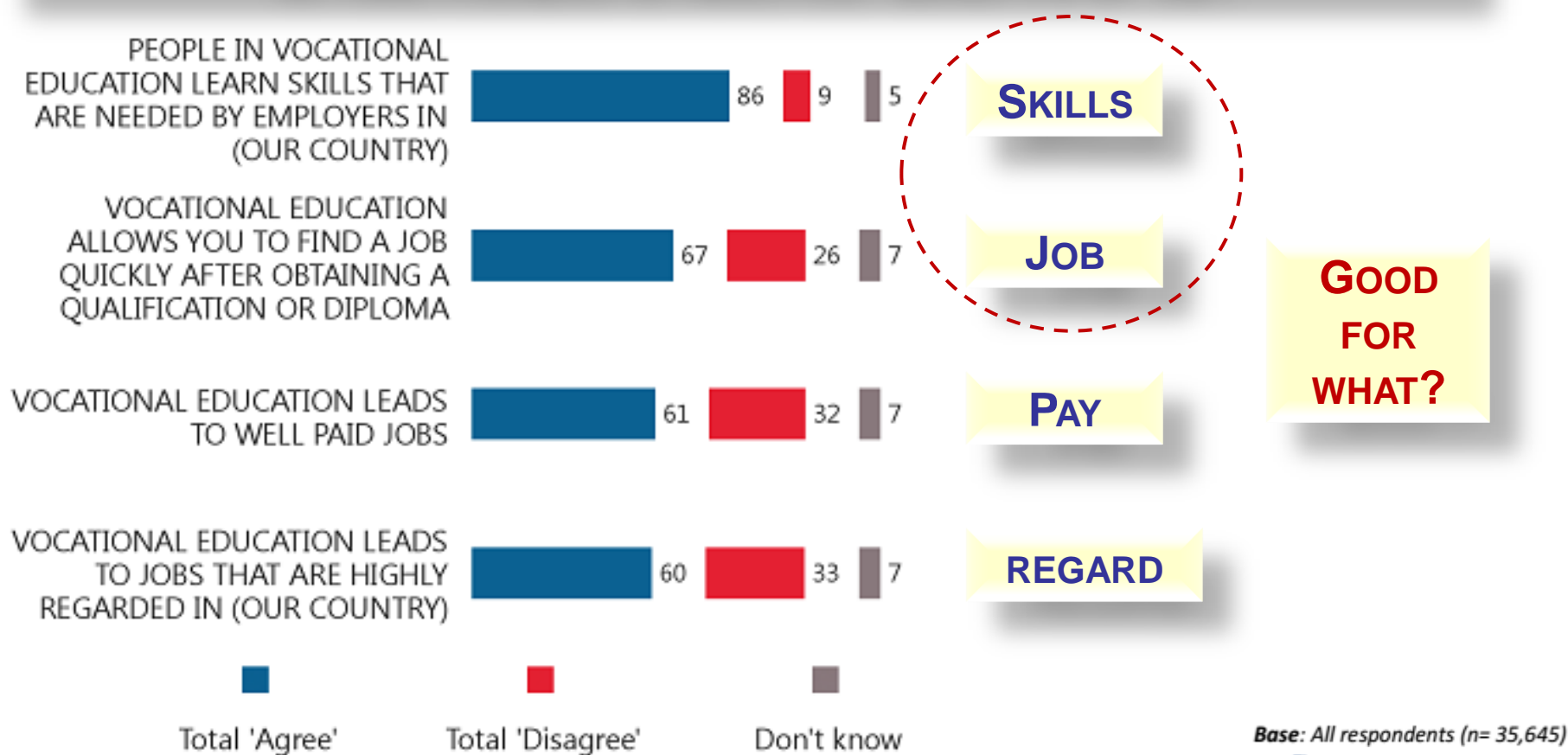
**...BUT: HAS GENERAL
EDUCATION A BETTER
IMAGE THAN VET?**

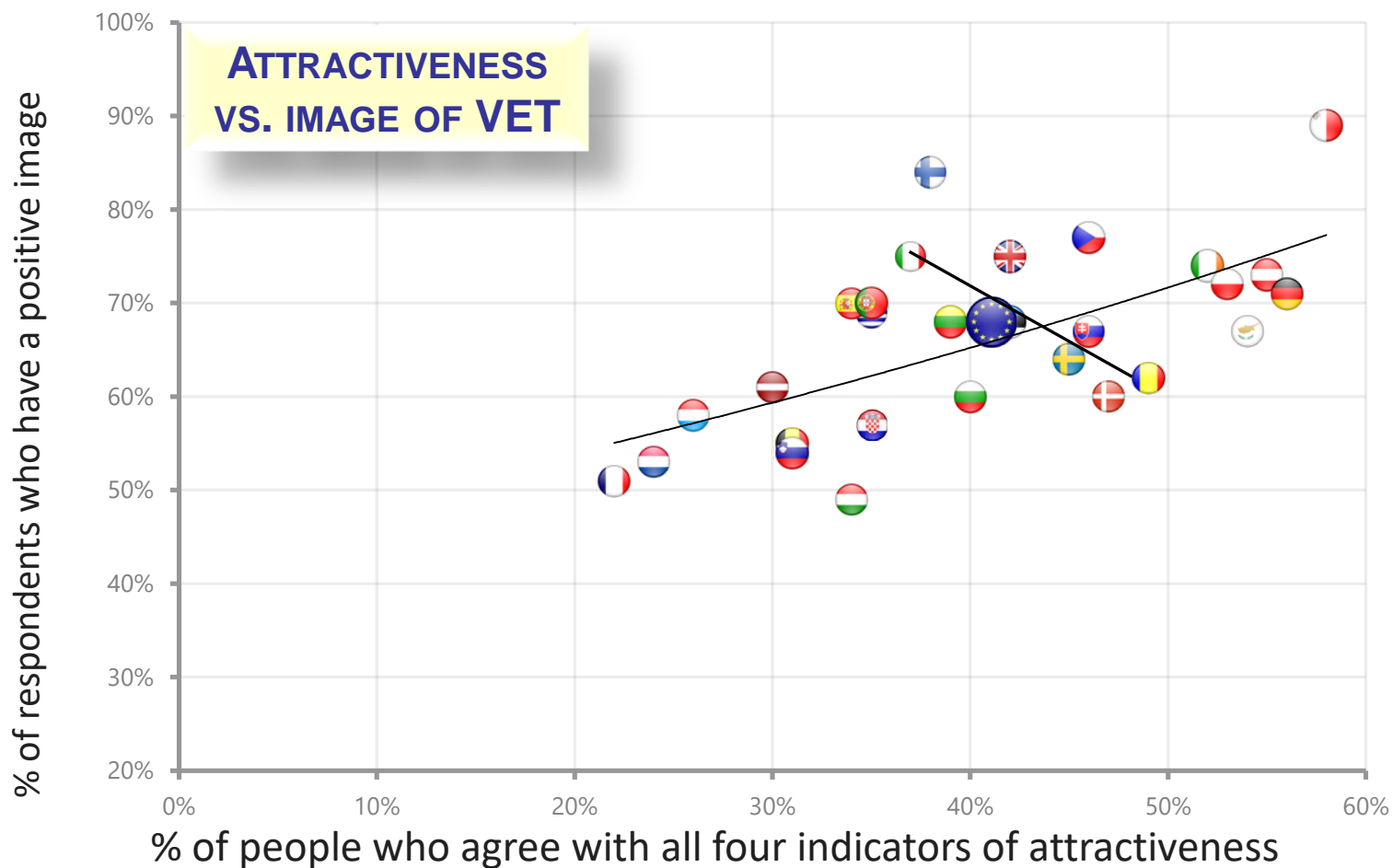


Base: All respondents (n= 35,645)

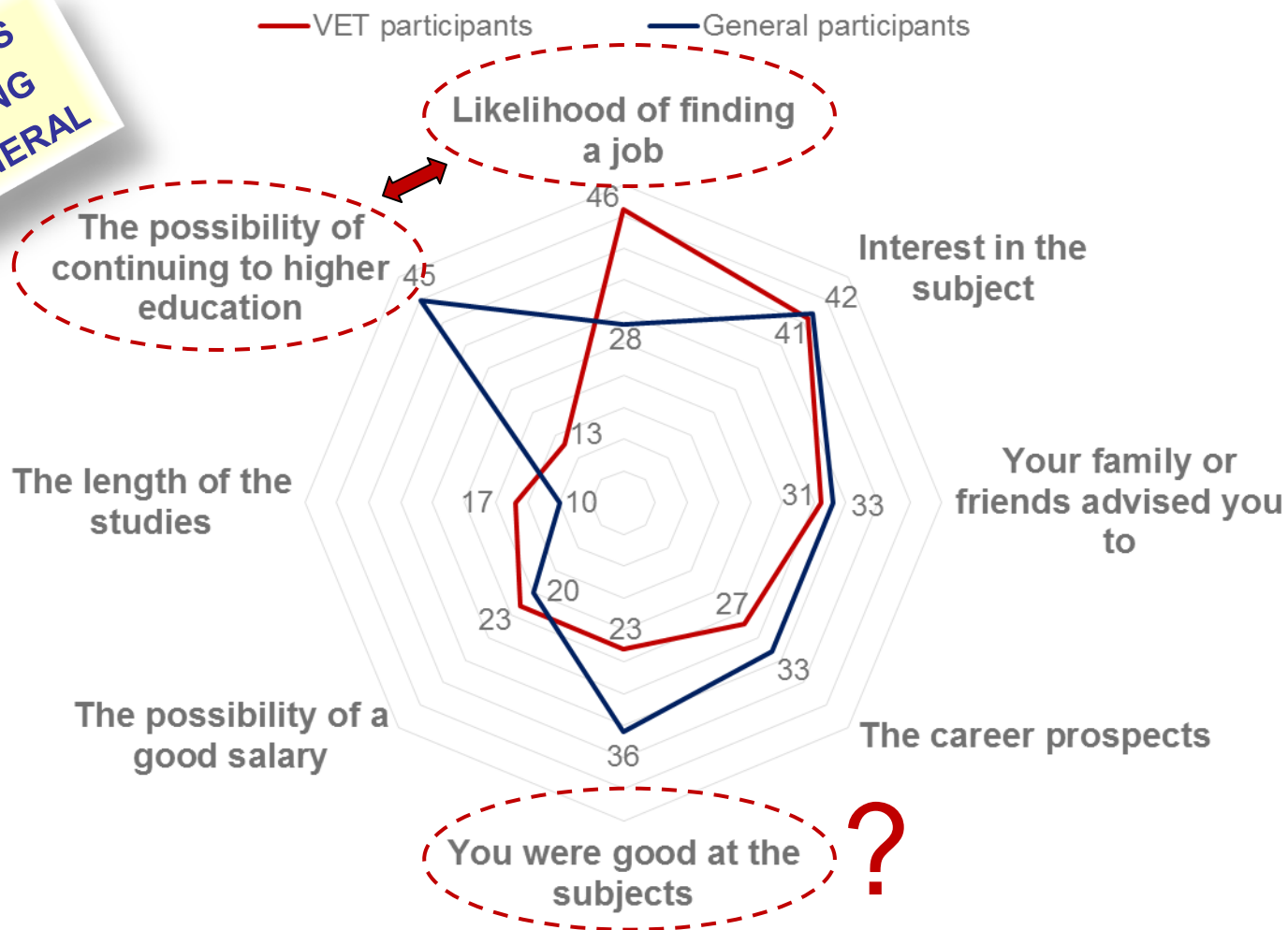


ATTRACTIVENESS IN PRACTICE: BENEFITS OF VET





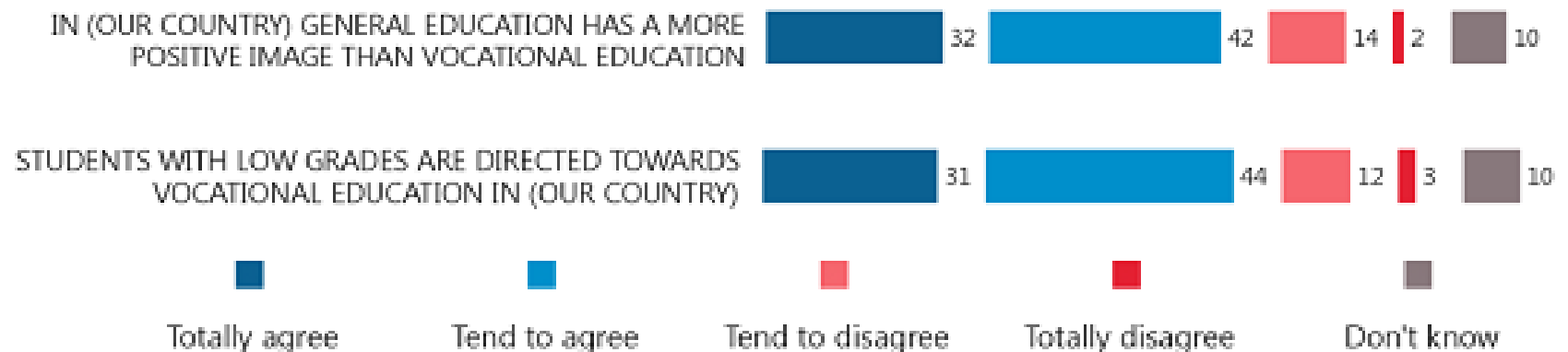
**MAIN REASONS
FOR CHOOSING
VET OR GENERAL**



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



**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?**





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Thank you

