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

Antonio Ranieri
antonio.ranieri@cedefop.europa.eu
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

2. An informed decision? How Europeans get their information about VET

3. What is it for? What Europeans associate with VET

FOUR MAIN DIMENSIONS UNDER INVESTIGATION
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

Attractiveness and Access

- Is it good? Main reasons for choosing VET
- Good for what? Core benefits of VET
- Good for who? Intention to recommend VET
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

FOCUS
‘UPPER SECONDARY’

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
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

OUTCOMES AND EFFECTIVENESS

- 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
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

ANALYSING INTERACTIONS (FUTURE SECOND STAGE)

IN THIS PRESENTATION FOCUS ONLY ON:
1. AWARENESS
2. ATTRACTIVENESS
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

**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).

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

Language and conceptualisation issues
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?

<table>
<thead>
<tr>
<th>Description</th>
<th>Always/Often</th>
<th>Rarely/Never</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>It prepares you for a specific occupation</td>
<td>87</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>It is about personal development</td>
<td>79</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>It is about continuous professional development in adult life</td>
<td>76</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>It takes place before starting working life</td>
<td>75</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>It occurs in a work environment</td>
<td>75</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>It occurs in a school environment</td>
<td>75</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>It is about doing manual work</td>
<td>70</td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td>It takes place in higher education such as university</td>
<td>45</td>
<td>44</td>
<td>11</td>
</tr>
</tbody>
</table>

*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)

Respondents who did general education

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

Respondents who did vocational education

AN INFORMED DECISION?
Cedefop’s opinion survey on VET in Europe

% of people who participated in VET
% of people who were given information about VET when making decisions

RECEIVING INFORMATION ABOUT VET AND PARTICIPATION (UPPER SECONDARY)
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

Would you say VET has a positive image in your country?

Base: All respondents (n=35,645)

Antonio Ranieri
Cedefop’s opinion survey on VET in Europe

% of people who think that VET has a positive image vs. % of people who have participated 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)
Attractiveness in practice: benefits of VET

People in vocational education learn skills that are needed by employers in (our country):
- Total 'Agree': 86%
- Total 'Disagree': 9%
- Don't know: 5%

Vocational education allows you to find a job quickly after obtaining a qualification or diploma:
- Total 'Agree': 67%
- Total 'Disagree': 26%
- Don't know: 7%

Vocational education leads to well paid jobs:
- Total 'Agree': 61%
- Total 'Disagree': 32%
- Don't know: 7%

Vocational education leads to jobs that are highly regarded in (our country):
- Total 'Agree': 60%
- Total 'Disagree': 33%
- Don't know: 7%

Base: All respondents (n=35,645)
% of respondents who have a positive image

% of people who agree with all four indicators of attractiveness

Antonio Ranieri
Cedefop’s opinion survey on VET in Europe

Main Reasons for choosing VET or General

- The possibility of continuing to higher education
- The length of the studies
- The possibility of a good salary
- You were good at the subjects
- The career prospects
- Interest in the subject
- Your family or friends advised you to
- Likelihood of finding a job

Base: Respondents who went to upper secondary education (n= 24,146)
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

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?
Cedefop’s opinion survey on VET in Europe
Understanding public opinion on Vocational Education and Training (VET)

Thank you