



Tata Consultancy Services

METHODOLOGY NOTE

ComRes interviewed 5,024 adults aged 18–29 across Europe online between 20th May and 3rd June 2015. Countries surveyed were: Italy (n=502); Germany (n=502); France (n=500); Spain (n=500); UK (n=504); Eastern Europe – Poland, Romania (n=501); Baltics – Estonia, Latvia (n=507); Nordics – Norway, Finland, Denmark (n=605); Sweden (n=402); Benelux – the Netherlands, Belgium (n=501). ComRes is a member of the British Polling Council and abides by its rules.

Data were weighted by gender, age and region to be representative of all adults aged 18–29 in each country.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

European Youth Survey - All markets

Q1_SUM. How often do you use each of the following social media platforms? - SUMMARY TABLE

Base: All respondents

	Total									NETS
		Once an hour or more	Several times per day	Daily	A few times per week	Weekly	A few times per month	Monthly or less often	Never	Frequently
Facebook	5024 100%	948 19%	2292 46%	804 16%	329 7%	121 2%	78 2%	110 2%	342 7%	4045 81%
LinkedIn	5024 100%	111 2%	208 4%	198 4%	303 6%	216 4%	235 5%	515 10%	3238 64%	517 10%
Twitter	5024 100%	243 5%	502 10%	420 8%	363 7%	215 4%	261 5%	545 11%	2474 49%	1165 23%
YouTube	5024 100%	425 8%	1246 25%	970 19%	1138 23%	424 8%	399 8%	212 4%	210 4%	2641 53%
Pinterest	5024 100%	113 2%	189 4%	209 4%	269 5%	209 4%	270 5%	468 9%	3298 66%	510 10%
Tumblr, WordPress or other blog	5024 100%	131 3%	230 5%	257 5%	296 6%	232 5%	285 6%	531 11%	3062 61%	618 12%
Instagram	5024 100%	295 6%	713 14%	446 9%	384 8%	203 4%	236 5%	355 7%	2393 48%	1454 29%
Google+	5024 100%	248 5%	426 8%	415 8%	405 8%	285 6%	345 7%	617 12%	2283 45%	1089 22%

European Youth Survey - All markets

Q2_SUM. At what time of day do you use each of the following social media platforms? - SUMMARY TABLE

Base: All who have used relevant media platform

	Total	At breakfast	Morning	At lunch	Afternoon	At dinner	Evening	Night	Never
Facebook	4682 100%	1436 31%	2471 53%	1896 40%	2939 63%	1239 26%	3149 67%	1190 25%	49 1%
LinkedIn	1786 100%	101 6%	352 20%	272 15%	619 35%	138 8%	414 23%	73 4%	268 15%
Twitter	2550 100%	327 13%	648 25%	577 23%	1102 43%	402 16%	1029 40%	319 13%	224 9%
YouTube	4814 100%	533 11%	1240 26%	1028 21%	2630 55%	943 20%	2984 62%	1014 21%	63 1%
Pinterest	1726 100%	119 7%	242 14%	237 14%	592 34%	177 10%	575 33%	138 8%	280 16%
Tumblr, WordPress or other blog	1962 100%	135 7%	298 15%	296 15%	672 34%	223 11%	742 38%	244 12%	312 16%
Instagram	2631 100%	475 18%	916 35%	727 28%	1267 48%	518 20%	1358 52%	450 17%	192 7%
Google+	2741 100%	227 8%	573 21%	471 17%	1155 42%	369 13%	1017 37%	260 9%	310 11%

European Youth Survey - All markets

Q3_SUM. How do you access social media? - SUMMARY TABLE

Base: All who have used relevant media platform

							NETS	
	Total	On a personal smartphone or tablet	On a personal computer	On a work smartphone or tablet	On a work computer	On a shared computer in a public place (i.e. library)	Smartphone	Computer
Facebook	4682 100%	3511 75%	3450 74%	472 10%	565 12%	217 5%	3738 80%	3601 77%
LinkedIn	1786 100%	619 35%	1154 65%	227 13%	273 15%	72 4%	782 44%	1358 76%
Twitter	2550 100%	1450 57%	1547 61%	305 12%	223 9%	104 4%	1664 65%	1711 67%
YouTube	4814 100%	2906 60%	3697 77%	458 10%	512 11%	170 4%	3178 66%	3919 81%
Pinterest	1726 100%	740 43%	1004 58%	203 12%	152 9%	117 7%	904 52%	1197 69%
Tumblr, WordPress or other blog	1962 100%	791 40%	1295 66%	225 11%	229 12%	111 6%	963 49%	1515 77%
Instagram	2631 100%	1788 68%	1143 43%	308 12%	190 7%	95 4%	2023 77%	1324 50%
Google+	2741 100%	1262 46%	1823 67%	310 11%	310 11%	138 5%	1469 54%	2060 75%

European Youth Survey - All markets

Q4. Which of the following social media tools and services, if any, are restricted in your workplace/ university?

Base: All students and employees

	COUNTRY											GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total	4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	956	113	73	203	130	146	85	41	48	39	78	544	412	358	598
	23%	31%	16%	51%	32%	36%	22%	10%	9%	11%	19%	26%	20%	21%	24%
Twitter	564	42	50	117	94	87	58	30	22	17	47	324	239	221	342
	14%	11%	11%	30%	24%	21%	15%	7%	4%	5%	11%	16%	12%	13%	14%
YouTube	541	41	52	119	76	71	55	24	26	24	54	314	227	190	351
	13%	11%	12%	30%	19%	17%	14%	6%	5%	7%	13%	15%	11%	11%	14%
Instagram	456	26	36	88	87	69	46	23	22	19	40	250	207	169	287
	11%	7%	8%	22%	22%	17%	12%	5%	4%	5%	10%	12%	10%	10%	12%
LinkedIn	380	27	40	62	60	55	50	17	21	10	38	224	155	129	251
	9%	7%	9%	16%	15%	13%	13%	4%	4%	3%	9%	11%	8%	8%	10%
Tumblr, WordPress or other blog	379	26	33	59	67	54	52	19	21	14	35	213	167	136	243
	9%	7%	7%	15%	17%	13%	13%	4%	4%	4%	8%	10%	8%	8%	10%
Pinterest	368	24	35	65	63	48	48	17	23	13	32	205	163	131	237
	9%	7%	8%	17%	16%	12%	12%	4%	4%	4%	8%	10%	8%	8%	10%
Google+	336	22	31	78	49	45	39	13	16	14	29	188	148	109	227
	8%	6%	7%	20%	12%	11%	10%	3%	3%	4%	7%	9%	7%	7%	9%
Other	78	1	5	7	8	2	8	16	13	6	11	35	44	29	50
	2%	*	1%	2%	2%	1%	2%	4%	3%	2%	3%	2%	2%	2%	2%
None	2873	234	346	149	236	233	292	361	452	289	281	1347	1526	1203	1670
	70%	64%	77%	38%	59%	57%	75%	84%	85%	82%	68%	65%	74%	71%	68%

European Youth Survey - All markets

Q4. Which of the following social media tools and services, if any, are restricted in your workplace/ university?

Base: All students and employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4133	1625	689	1383	362	2520	1613	-	-
Weighted Total	4130	1786	698	1268	307	2347	1783	-	-
	100%	100%	100%	100%	100%	100%	100%	-	-
Facebook	956	323	217	292	105	714	242	-	-
	23%	18%	31%	23%	34%	30%	14%	-	-
Twitter	564	190	122	181	63	422	142	-	-
	14%	11%	17%	14%	20%	18%	8%	-	-
YouTube	541	176	123	174	56	421	121	-	-
	13%	10%	18%	14%	18%	18%	7%	-	-
Instagram	456	147	107	144	52	349	107	-	-
	11%	8%	15%	11%	17%	15%	6%	-	-
LinkedIn	380	123	88	118	44	307	73	-	-
	9%	7%	13%	9%	14%	13%	4%	-	-
Tumblr, WordPress or other blog	379	129	88	113	43	289	90	-	-
	9%	7%	13%	9%	14%	12%	5%	-	-
Pinterest	368	127	96	104	36	288	79	-	-
	9%	7%	14%	8%	12%	12%	4%	-	-
Google+	336	107	84	95	42	277	59	-	-
	8%	6%	12%	7%	14%	12%	3%	-	-
Other	78	39	11	23	4	46	32	-	-
	2%	2%	2%	2%	1%	2%	2%	-	-
None	2873	1360	430	861	174	1446	1426	-	-
	70%	76%	62%	68%	57%	62%	80%	-	-

European Youth Survey - All markets

Q5_SUM. Which of the following social media platforms, if any, have you used to do each of the following? - SUMMARY TABLE

Base: All who have used at least one social media platform

	Total	Facebook	LinkedIn	Twitter	YouTube	Pinterest	Tumblr, WordPress or other blog	Instagram	Google+	Other	None
Use tutorials to improve skills, knowledge or expertise	4984 100%	891 18%	237 5%	319 6%	2052 41%	359 7%	412 8%	302 6%	456 9%	150 3%	1975 40%
Expand your network of business contacts, colleagues or students	4984 100%	2172 44%	735 15%	536 11%	394 8%	174 3%	248 5%	452 9%	391 8%	206 4%	1890 38%
Build your personal brand	4984 100%	938 19%	353 7%	342 7%	488 10%	188 4%	319 6%	383 8%	285 6%	106 2%	3077 62%
Find a new job opportunity	4984 100%	1039 21%	621 12%	291 6%	322 6%	156 3%	204 4%	187 4%	440 9%	92 2%	2744 55%
Share an original idea	4984 100%	1661 33%	220 4%	581 12%	680 14%	338 7%	393 8%	540 11%	374 8%	180 4%	2346 47%
Promote or advertise a product, service or event	4984 100%	1753 35%	230 5%	552 11%	598 12%	190 4%	276 6%	432 9%	316 6%	121 2%	2438 49%
Collaborate with others	4984 100%	2241 45%	292 6%	481 10%	509 10%	214 4%	292 6%	360 7%	513 10%	239 5%	1923 39%
Promote or find events to attend offline	4984 100%	2043 41%	189 4%	484 10%	549 11%	179 4%	244 5%	329 7%	340 7%	111 2%	2173 44%

European Youth Survey - All markets

Q6_USEFUL_SUM_ALL. How useful have you found any Social media in the following areas? - Net: useful SUMMARY

Base: All who have used any social media platform for the below activities

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4196	441	341	387	471	387	449	449	508	351	412	2074	2122	1319	2877
Weighted Total	4200	443	346	391	474	388	442	448	511	353	403	2059	2141	1716	2483
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use tutorials to improve skills, knowledge or expertise	3313	382	227	313	450	322	356	372	319	244	329	1641	1672	1373	1940
	79%	86%	65%	80%	95%	83%	80%	83%	62%	69%	82%	80%	78%	80%	78%
Expand your network of business contacts, colleagues or students	3561	381	262	324	444	316	389	382	420	290	354	1731	1830	1488	2073
	85%	86%	76%	83%	94%	82%	88%	85%	82%	82%	88%	84%	85%	87%	83%
Build your personal brand	3058	310	251	280	433	289	309	276	314	274	324	1544	1514	1270	1789
	73%	70%	72%	72%	91%	75%	70%	62%	61%	78%	80%	75%	71%	74%	72%
Find a new job opportunity	2778	298	177	262	409	267	316	269	281	213	287	1399	1379	1144	1634
	66%	67%	51%	67%	86%	69%	71%	60%	55%	60%	71%	68%	64%	67%	66%
Share an original idea	3453	366	269	335	448	318	383	332	370	280	353	1716	1736	1442	2010
	82%	83%	78%	86%	95%	82%	87%	74%	72%	79%	88%	83%	81%	84%	81%
Promote or advertise a product, service or event	3462	370	237	315	445	324	373	362	395	298	344	1699	1763	1445	2017
	82%	83%	68%	80%	94%	83%	84%	81%	77%	84%	85%	83%	82%	84%	81%
Collaborate with others	3548	364	259	322	439	334	401	390	409	296	334	1737	1812	1501	2047
	84%	82%	75%	82%	93%	86%	91%	87%	80%	84%	83%	84%	85%	87%	82%
Promote or find events to attend offline	3388	364	221	291	434	316	389	369	395	279	330	1657	1731	1413	1976
	81%	82%	64%	75%	92%	81%	88%	82%	77%	79%	82%	81%	81%	82%	80%

European Youth Survey - All markets

Q6_USEFUL_SUM_ALL. How useful have you found any Social media in the following areas? - Net: useful SUMMARY

Base: All who have used any social media platform for the below activities

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4196	1645	705	1362	379	2030	1420	205	541
Weighted Total	4200	1796	727	1252	323	1896	1561	202	542
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use tutorials to improve skills, knowledge or expertise	3313 79%	1374 77%	595 82%	986 79%	278 86%	1487 78%	1214 78%	176 87%	437 81%
Expand your network of business contacts, colleagues or students	3561 85%	1495 83%	620 85%	1077 86%	285 88%	1596 84%	1350 86%	184 91%	431 80%
Build your personal brand	3058 73%	1256 70%	570 78%	915 73%	248 77%	1416 75%	1111 71%	171 85%	360 66%
Find a new job opportunity	2778 66%	1076 60%	531 73%	874 70%	235 73%	1316 69%	992 64%	143 71%	328 60%
Share an original idea	3453 82%	1445 80%	629 87%	1026 82%	275 85%	1564 82%	1277 82%	177 88%	435 80%
Promote or advertise a product, service or event	3462 82%	1460 81%	619 85%	1034 83%	273 85%	1579 83%	1269 81%	180 89%	434 80%
Collaborate with others	3548 84%	1510 84%	618 85%	1068 85%	272 84%	1577 83%	1359 87%	180 89%	433 80%
Promote or find events to attend offline	3388 81%	1423 79%	578 79%	1044 83%	268 83%	1529 81%	1269 81%	178 88%	413 76%

European Youth Survey - All markets

Q7_SUM. How regularly do you use social media in the workplace for the following? - SUMMARY TABLE

Base: All employees

	Total								NETS	
		Once an hour or more	Several times per day	Daily	A few times per week	Weekly	A few times per month	Monthly or less often	Never	Frequently
Talking to colleagues about work-related issues	2347 100%	120 5%	288 12%	272 12%	270 11%	153 7%	157 7%	190 8%	897 38%	679 29%
Talking to colleagues about non work-related issues	2347 100%	97 4%	252 11%	321 14%	275 12%	176 8%	174 7%	176 8%	876 37%	670 29%
Talking to friends and family	2347 100%	114 5%	330 14%	405 17%	327 14%	202 9%	186 8%	145 6%	636 27%	850 36%
Sharing photographs and video	2347 100%	87 4%	168 7%	265 11%	299 13%	197 8%	227 10%	280 12%	823 35%	520 22%
Reading news and opinions relevant to your work	2347 100%	113 5%	278 12%	343 15%	296 13%	187 8%	170 7%	209 9%	750 32%	734 31%
Reading news and opinions not relevant to your work role	2347 100%	105 4%	342 15%	397 17%	343 15%	191 8%	171 7%	147 6%	651 28%	844 36%

European Youth Survey - All markets

Q7_1. How regularly do you use social media in the workplace for the following? - Talking to colleagues about work-related issues

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	120	9	11	26	23	14	15	9	6	3	4	74	46	44	76
	5%	5%	4%	9%	9%	5%	7%	4%	3%	2%	2%	6%	4%	9%	4%
Several times per day	288	39	29	53	38	28	22	30	17	6	25	161	126	67	220
	12%	21%	12%	19%	16%	10%	10%	12%	8%	3%	11%	13%	11%	13%	12%
Daily	272	25	22	32	38	38	29	23	19	13	32	155	116	68	204
	12%	13%	9%	12%	16%	14%	13%	9%	9%	7%	14%	13%	10%	13%	11%
A few times per week	270	25	28	27	29	51	27	19	17	18	30	154	116	59	211
	11%	13%	11%	10%	12%	18%	12%	7%	8%	10%	13%	12%	10%	12%	11%
Weekly	153	12	20	17	16	22	7	15	8	14	22	92	60	33	120
	7%	6%	8%	6%	7%	8%	3%	6%	4%	8%	9%	7%	5%	6%	7%
A few times per month	157	10	16	20	14	22	15	21	8	16	14	88	70	29	129
	7%	5%	6%	7%	6%	8%	7%	8%	4%	9%	6%	7%	6%	6%	7%
Monthly or less often	190	3	20	19	16	18	19	24	31	24	16	84	107	44	147
	8%	2%	8%	7%	7%	6%	8%	9%	14%	14%	7%	7%	10%	9%	8%
Never	897	66	101	82	66	85	93	116	116	82	90	424	473	167	730
	38%	35%	41%	30%	27%	31%	41%	45%	52%	47%	39%	34%	42%	33%	40%
NETS															
Net: Frequently	679	73	62	111	99	79	67	62	43	22	62	390	289	179	500
	29%	39%	25%	40%	41%	29%	29%	24%	19%	13%	26%	32%	26%	35%	27%

European Youth Survey - All markets

Q7_1. How regularly do you use social media in the workplace for the following? - Talking to colleagues about work-related issues

Base: All employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	120	27	25	52	14	120	-	-	-
	5%	4%	5%	6%	6%	5%	-	-	-
Several times per day	288	71	78	89	46	288	-	-	-
	12%	10%	16%	11%	18%	12%	-	-	-
Daily	272	73	72	90	32	272	-	-	-
	12%	10%	14%	11%	13%	12%	-	-	-
A few times per week	270	97	55	85	25	270	-	-	-
	11%	13%	11%	10%	10%	11%	-	-	-
Weekly	153	55	25	54	16	153	-	-	-
	7%	8%	5%	7%	6%	7%	-	-	-
A few times per month	157	45	34	55	21	157	-	-	-
	7%	6%	7%	7%	8%	7%	-	-	-
Monthly or less often	190	52	42	80	13	190	-	-	-
	8%	7%	9%	10%	5%	8%	-	-	-
Never	897	304	165	325	87	897	-	-	-
	38%	42%	33%	39%	34%	38%	-	-	-
NETS									
Net: Frequently	679	171	175	231	92	679	-	-	-
	29%	24%	35%	28%	36%	29%	-	-	-

European Youth Survey - All markets

Q7_2. How regularly do you use social media in the workplace for the following? - Talking to colleagues about non work-related issues

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	97	5	4	36	8	17	10	4	3	2	7	50	46	31	66
	4%	3%	2%	13%	4%	6%	4%	1%	1%	1%	3%	4%	4%	6%	4%
Several times per day	252	33	33	43	41	22	20	21	16	6	17	149	104	55	197
	11%	18%	13%	16%	17%	8%	9%	8%	7%	3%	7%	12%	9%	11%	11%
Daily	321	28	25	28	46	50	41	32	23	13	35	180	141	80	241
	14%	15%	10%	10%	19%	18%	18%	12%	10%	8%	15%	15%	13%	16%	13%
A few times per week	275	21	26	37	22	51	26	28	13	20	33	142	133	68	207
	12%	11%	10%	13%	9%	18%	11%	11%	6%	11%	14%	12%	12%	13%	11%
Weekly	176	17	23	14	21	21	20	16	11	8	24	109	67	37	140
	8%	9%	9%	5%	9%	8%	9%	6%	5%	5%	10%	9%	6%	7%	8%
A few times per month	174	10	19	17	14	22	16	19	21	23	12	94	80	36	138
	7%	5%	8%	6%	6%	8%	7%	7%	9%	13%	5%	8%	7%	7%	7%
Monthly or less often	176	3	16	13	19	15	12	31	29	18	21	89	87	37	139
	8%	2%	6%	5%	8%	6%	5%	12%	13%	10%	9%	7%	8%	7%	8%
Never	876	73	103	87	68	80	82	107	107	85	85	419	458	167	709
	37%	38%	42%	31%	28%	29%	36%	42%	48%	48%	36%	34%	41%	33%	39%
NETS															
Net: Frequently	670	66	62	108	95	88	72	57	42	22	59	379	291	166	504
	29%	35%	25%	39%	40%	32%	31%	22%	19%	12%	25%	31%	26%	33%	27%

European Youth Survey - All markets

Q7_2. How regularly do you use social media in the workplace for the following? - Talking to colleagues about non work-related issues

Base: All employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	97	18	24	40	14	97	-	-	-
	4%	2%	5%	5%	5%	4%	-	-	-
Several times per day	252	67	72	81	30	252	-	-	-
	11%	9%	15%	10%	12%	11%	-	-	-
Daily	321	81	58	118	53	321	-	-	-
	14%	11%	12%	14%	21%	14%	-	-	-
A few times per week	275	99	65	81	26	275	-	-	-
	12%	14%	13%	10%	10%	12%	-	-	-
Weekly	176	65	34	53	22	176	-	-	-
	8%	9%	7%	6%	9%	8%	-	-	-
A few times per month	174	49	40	67	15	174	-	-	-
	7%	7%	8%	8%	6%	7%	-	-	-
Monthly or less often	176	50	39	72	12	176	-	-	-
	8%	7%	8%	9%	5%	8%	-	-	-
Never	876	295	164	317	84	876	-	-	-
	37%	41%	33%	38%	33%	37%	-	-	-
NETS									
Net: Frequently	670	166	154	239	97	670	-	-	-
	29%	23%	31%	29%	38%	29%	-	-	-

European Youth Survey - All markets

Q7_3. How regularly do you use social media in the workplace for the following? - Talking to friends and family

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	114	5	8	30	15	18	12	11	6	2	7	64	50	32	83
	5%	3%	3%	11%	6%	6%	5%	4%	3%	1%	3%	5%	5%	6%	5%
Several times per day	330	33	34	45	45	35	28	50	23	21	16	173	157	73	257
	14%	17%	14%	16%	19%	13%	12%	19%	10%	12%	7%	14%	14%	14%	14%
Daily	405	33	26	44	40	54	58	39	39	19	53	209	196	96	309
	17%	18%	11%	16%	17%	19%	25%	15%	17%	11%	23%	17%	18%	19%	17%
A few times per week	327	25	36	36	31	56	30	38	18	26	31	171	156	65	263
	14%	13%	14%	13%	13%	20%	13%	15%	8%	15%	13%	14%	14%	13%	14%
Weekly	202	21	31	20	11	22	15	13	26	14	29	121	81	49	154
	9%	11%	13%	7%	5%	8%	7%	5%	11%	8%	13%	10%	7%	10%	8%
A few times per month	186	12	18	16	18	22	12	20	28	22	17	91	95	42	144
	8%	6%	7%	6%	8%	8%	5%	8%	13%	12%	7%	7%	9%	8%	8%
Monthly or less often	145	5	19	16	17	14	9	18	20	14	14	77	69	27	118
	6%	2%	8%	6%	7%	5%	4%	7%	9%	8%	6%	6%	6%	5%	6%
Never	636	56	75	67	61	57	64	69	63	58	66	325	311	128	508
	27%	29%	30%	24%	26%	20%	28%	27%	28%	33%	28%	26%	28%	25%	28%
NETS															
Net: Frequently	850	71	68	120	100	107	98	100	68	42	76	447	403	200	649
	36%	38%	28%	43%	42%	38%	43%	39%	30%	24%	33%	36%	36%	39%	35%

European Youth Survey - All markets

Q7_3. How regularly do you use social media in the workplace for the following? - Talking to friends and family

Base: All employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	114	28	29	42	13	114	-	-	-
	5%	4%	6%	5%	5%	5%	-	-	-
Several times per day	330	104	61	118	43	330	-	-	-
	14%	14%	12%	14%	17%	14%	-	-	-
Daily	405	120	82	140	55	405	-	-	-
	17%	17%	17%	17%	22%	17%	-	-	-
A few times per week	327	78	80	116	46	327	-	-	-
	14%	11%	16%	14%	18%	14%	-	-	-
Weekly	202	71	37	76	12	202	-	-	-
	9%	10%	7%	9%	5%	9%	-	-	-
A few times per month	186	58	40	67	19	186	-	-	-
	8%	8%	8%	8%	7%	8%	-	-	-
Monthly or less often	145	36	37	59	13	145	-	-	-
	6%	5%	7%	7%	5%	6%	-	-	-
Never	636	228	129	212	53	636	-	-	-
	27%	32%	26%	26%	21%	27%	-	-	-
NETS									
Net: Frequently	850	252	172	300	111	850	-	-	-
	36%	35%	35%	36%	43%	36%	-	-	-

European Youth Survey - All markets

Q7_4. How regularly do you use social media in the workplace for the following? - Sharing photographs and video

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	87	7	6	24	11	15	8	1	4	2	8	59	28	31	55
	4%	4%	3%	9%	5%	6%	4%	*	2%	1%	3%	5%	3%	6%	3%
Several times per day	168	24	11	42	17	29	15	9	8	4	9	92	76	43	125
	7%	13%	4%	15%	7%	10%	7%	4%	3%	2%	4%	7%	7%	8%	7%
Daily	265	29	21	30	40	37	29	30	12	9	29	154	111	75	190
	11%	15%	8%	11%	17%	13%	13%	12%	5%	5%	12%	13%	10%	15%	10%
A few times per week	299	29	34	29	37	43	23	26	21	23	34	155	144	61	238
	13%	15%	14%	11%	16%	16%	10%	10%	9%	13%	15%	13%	13%	12%	13%
Weekly	197	17	19	17	22	24	23	32	13	8	24	118	79	48	149
	8%	9%	8%	6%	9%	9%	10%	12%	6%	4%	10%	10%	7%	9%	8%
A few times per month	227	11	26	27	23	26	23	12	31	18	30	109	118	37	190
	10%	6%	10%	10%	10%	9%	10%	5%	14%	10%	13%	9%	11%	7%	10%
Monthly or less often	280	15	40	26	22	25	24	41	34	25	28	139	141	67	213
	12%	8%	16%	9%	9%	9%	11%	16%	15%	14%	12%	11%	13%	13%	12%
Never	823	57	90	81	67	78	83	106	102	87	72	406	417	148	676
	35%	30%	37%	30%	28%	28%	36%	41%	46%	49%	31%	33%	37%	29%	37%
NETS															
Net: Frequently	520	60	38	95	68	81	53	41	23	15	46	305	215	149	371
	22%	32%	15%	35%	28%	29%	23%	16%	10%	8%	20%	25%	19%	29%	20%

European Youth Survey - All markets

Q7_4. How regularly do you use social media in the workplace for the following? - Sharing photographs and video

Base: All employees

	EDUCATION					WORK STATUS			
	Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	87	21	21	31	13	87	-	-	-
	4%	3%	4%	4%	5%	4%	-	-	-
Several times per day	168	47	39	55	23	168	-	-	-
	7%	7%	8%	7%	9%	7%	-	-	-
Daily	265	70	66	85	39	265	-	-	-
	11%	10%	13%	10%	15%	11%	-	-	-
A few times per week	299	99	60	100	34	299	-	-	-
	13%	14%	12%	12%	13%	13%	-	-	-
Weekly	197	66	40	69	18	197	-	-	-
	8%	9%	8%	8%	7%	8%	-	-	-
A few times per month	227	77	45	76	25	227	-	-	-
	10%	11%	9%	9%	10%	10%	-	-	-
Monthly or less often	280	79	63	115	20	280	-	-	-
	12%	11%	13%	14%	8%	12%	-	-	-
Never	823	265	160	299	84	823	-	-	-
	35%	37%	32%	36%	33%	35%	-	-	-
NETS									
Net: Frequently	520	138	126	171	75	520	-	-	-
	22%	19%	26%	21%	29%	22%	-	-	-

European Youth Survey - All markets

Q7_5. How regularly do you use social media in the workplace for the following? - Reading news and opinions relevant to your work

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	113	5	12	29	20	19	10	3	3	3	8	74	39	36	77
	5%	3%	5%	11%	8%	7%	4%	1%	1%	2%	3%	6%	4%	7%	4%
Several times per day	278	30	24	39	35	26	29	45	23	7	19	162	116	48	230
	12%	16%	10%	14%	15%	9%	13%	17%	10%	4%	8%	13%	10%	9%	13%
Daily	343	39	31	46	40	47	41	22	21	21	35	184	159	84	259
	15%	21%	12%	17%	17%	17%	18%	8%	10%	12%	15%	15%	14%	16%	14%
A few times per week	296	22	28	28	34	47	23	32	28	20	35	175	121	74	222
	13%	11%	11%	10%	14%	17%	10%	12%	13%	11%	15%	14%	11%	15%	12%
Weekly	187	12	14	18	20	24	15	21	21	22	22	91	96	31	157
	8%	6%	6%	6%	8%	8%	7%	8%	9%	12%	9%	7%	9%	6%	9%
A few times per month	170	13	18	14	17	16	17	16	20	20	19	87	83	36	134
	7%	7%	7%	5%	7%	6%	7%	6%	9%	11%	8%	7%	7%	7%	7%
Monthly or less often	209	7	21	22	16	20	24	34	26	21	19	104	105	53	156
	9%	3%	8%	8%	7%	7%	10%	13%	12%	12%	8%	8%	9%	10%	9%
Never	750	61	99	80	58	78	69	85	80	62	78	353	396	148	601
	32%	32%	40%	29%	24%	28%	30%	33%	36%	35%	33%	29%	36%	29%	33%
NETS															
Net: Frequently	734	75	67	114	95	93	80	70	47	32	61	420	314	169	566
	31%	40%	27%	41%	40%	33%	35%	27%	21%	18%	26%	34%	28%	33%	31%

European Youth Survey - All markets

Q7_5. How regularly do you use social media in the workplace for the following? - Reading news and opinions relevant to your work

Base: All employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	113	21	30	45	15	113	-	-	-
	5%	3%	6%	5%	6%	5%	-	-	-
Several times per day	278	64	67	102	42	278	-	-	-
	12%	9%	14%	12%	17%	12%	-	-	-
Daily	343	95	67	130	45	343	-	-	-
	15%	13%	13%	16%	18%	15%	-	-	-
A few times per week	296	105	56	97	31	296	-	-	-
	13%	14%	11%	12%	12%	13%	-	-	-
Weekly	187	51	38	71	22	187	-	-	-
	8%	7%	8%	9%	9%	8%	-	-	-
A few times per month	170	50	39	62	17	170	-	-	-
	7%	7%	8%	7%	7%	7%	-	-	-
Monthly or less often	209	69	38	77	22	209	-	-	-
	9%	10%	8%	9%	9%	9%	-	-	-
Never	750	268	161	246	61	750	-	-	-
	32%	37%	32%	30%	24%	32%	-	-	-
NETS									
Net: Frequently	734	180	164	277	102	734	-	-	-
	31%	25%	33%	33%	40%	31%	-	-	-

European Youth Survey - All markets

Q7_6. How regularly do you use social media in the workplace for the following? - Reading news and opinions not relevant to your work role

Base: All employees

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total	2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	105	8	11	29	16	18	6	7	2	3	6	62	43	31	74
	4%	4%	5%	10%	7%	6%	3%	3%	1%	2%	2%	5%	4%	6%	4%
Several times per day	342	35	46	50	40	28	29	43	37	14	21	196	146	67	275
	15%	18%	18%	18%	17%	10%	13%	17%	16%	8%	9%	16%	13%	13%	15%
Daily	397	38	26	34	46	52	56	33	48	26	39	213	184	79	318
	17%	20%	10%	12%	19%	19%	24%	13%	22%	14%	17%	17%	16%	15%	17%
A few times per week	343	22	42	36	26	57	32	37	32	25	35	181	162	81	263
	15%	12%	17%	13%	11%	20%	14%	14%	15%	14%	15%	15%	15%	16%	14%
Weekly	191	15	22	22	15	25	13	22	12	20	26	105	85	44	146
	8%	8%	9%	8%	6%	9%	6%	9%	5%	11%	11%	9%	8%	9%	8%
A few times per month	171	10	12	18	20	23	17	20	18	16	17	83	88	42	130
	7%	5%	5%	6%	8%	8%	7%	8%	8%	9%	7%	7%	8%	8%	7%
Monthly or less often	147	7	13	19	16	15	12	21	13	13	18	71	76	34	113
	6%	4%	5%	7%	7%	5%	5%	8%	6%	7%	8%	6%	7%	7%	6%
Never	651	53	75	69	60	61	64	75	61	60	72	319	332	134	517
	28%	28%	30%	25%	25%	22%	28%	29%	27%	34%	31%	26%	30%	26%	28%
NETS															
Net: Frequently	844	81	83	112	102	98	91	83	87	42	66	472	373	177	668
	36%	43%	34%	41%	43%	35%	40%	32%	39%	24%	28%	38%	33%	35%	36%

European Youth Survey - All markets

Q7_6. How regularly do you use social media in the workplace for the following? - Reading news and opinions not relevant to your work role

Base: All employees

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Once an hour or more	105	19	25	39	19	105	-	-	-
	4%	3%	5%	5%	8%	4%	-	-	-
Several times per day	342	100	70	129	37	342	-	-	-
	15%	14%	14%	16%	14%	15%	-	-	-
Daily	397	107	81	146	53	397	-	-	-
	17%	15%	16%	18%	21%	17%	-	-	-
A few times per week	343	115	61	117	42	343	-	-	-
	15%	16%	12%	14%	16%	15%	-	-	-
Weekly	191	53	46	62	28	191	-	-	-
	8%	7%	9%	7%	11%	8%	-	-	-
A few times per month	171	54	37	67	12	171	-	-	-
	7%	7%	7%	8%	5%	7%	-	-	-
Monthly or less often	147	34	37	59	15	147	-	-	-
	6%	5%	7%	7%	6%	6%	-	-	-
Never	651	240	139	211	50	651	-	-	-
	28%	33%	28%	25%	19%	28%	-	-	-
NETS									
Net: Frequently	844	226	176	314	109	844	-	-	-
	36%	31%	36%	38%	43%	36%	-	-	-

European Youth Survey - All markets

Q8_SUM. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - SUMMARY

TABLE

Base: All employees

									NETS		
	Total	Greatly hindered	Slightly hindered	No impact	Slightly improved	Greatly improved	Don't know	Not applicable	Hindered	Improved	Mean
Achieving recognition from your employer	2347 100%	94 4%	164 7%	821 35%	316 13%	234 10%	218 9%	501 21%	258 11%	550 23%	3.27
Increasing your productivity at work	2347 100%	116 5%	246 10%	756 32%	355 15%	236 10%	210 9%	429 18%	362 15%	590 25%	3.20
Meeting new professional contacts	2347 100%	68 3%	103 4%	649 28%	534 23%	382 16%	198 8%	412 18%	171 7%	916 39%	3.61
Strengthen relationships with existing contacts	2347 100%	80 3%	105 4%	523 22%	648 28%	459 20%	208 9%	323 14%	185 8%	1107 47%	3.72
Improving your personal brand	2347 100%	70 3%	113 5%	639 27%	441 19%	327 14%	251 11%	505 22%	184 8%	768 33%	3.53

European Youth Survey - All markets

Q8_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Achieving recognition from your employer

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	94	-	24	22	7	14	8	2	5	2	11	51	43	27	67
		4%	-	10%	8%	3%	5%	4%	1%	2%	1%	5%	4%	4%	5%	4%
Slightly hindered	(2)	164	15	29	17	12	24	20	8	9	4	26	96	67	42	121
		7%	8%	12%	6%	5%	8%	9%	3%	4%	2%	11%	8%	6%	8%	7%
No impact	(3)	821	79	75	81	87	97	74	93	85	72	77	434	387	188	633
		35%	42%	30%	29%	37%	35%	33%	36%	38%	41%	33%	35%	35%	37%	34%
Slightly improved	(4)	316	38	34	37	53	51	26	20	13	15	30	174	142	77	239
		13%	20%	14%	13%	22%	18%	11%	8%	6%	8%	13%	14%	13%	15%	13%
Greatly improved	(5)	234	20	18	45	38	31	21	16	14	12	19	146	87	54	179
		10%	10%	7%	16%	16%	11%	9%	6%	6%	7%	8%	12%	8%	11%	10%
Don't know		218	13	17	22	14	11	24	28	35	31	23	104	114	48	170
		9%	7%	7%	8%	6%	4%	11%	11%	16%	17%	10%	8%	10%	9%	9%
Not applicable		501	25	51	52	27	50	55	90	62	41	48	226	274	74	426
		21%	13%	21%	19%	11%	18%	24%	35%	28%	23%	20%	18%	25%	15%	23%
NETS																
Net: Hindered		258	15	53	39	19	37	28	10	14	6	37	147	110	69	188
		11%	8%	21%	14%	8%	13%	12%	4%	6%	3%	16%	12%	10%	14%	10%
Net: Improved		550	58	51	82	91	82	47	36	27	27	49	320	230	131	419
		23%	31%	21%	30%	38%	30%	20%	14%	12%	15%	21%	26%	21%	26%	23%
Mean score		3.27	3.41	2.96	3.33	3.52	3.29	3.21	3.28	3.18	3.29	3.13	3.30	3.23	3.23	3.28
Standard deviation		1.01	.84	1.13	1.22	.98	1.05	1.02	.81	.86	.80	1.03	1.04	.98	1.05	1.00
Standard error		.02	.06	.08	.09	.07	.07	.08	.07	.07	.08	.08	.03	.04	.06	.03

European Youth Survey - All markets

Q8_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Achieving recognition from your employer

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-
Weighted Total		2347	723	495	830	255	2347	-	-
		100%	100%	100%	100%	100%	100%	-	-
Greatly hindered	(1)	94	29	30	23	9	94	-	-
		4%	4%	6%	3%	4%	4%	-	-
Slightly hindered	(2)	164	45	44	59	13	164	-	-
		7%	6%	9%	7%	5%	7%	-	-
No impact	(3)	821	265	153	304	84	821	-	-
		35%	37%	31%	37%	33%	35%	-	-
Slightly improved	(4)	316	84	68	116	47	316	-	-
		13%	12%	14%	14%	18%	13%	-	-
Greatly improved	(5)	234	61	52	79	36	234	-	-
		10%	8%	11%	10%	14%	10%	-	-
Don't know		218	66	48	83	19	218	-	-
		9%	9%	10%	10%	7%	9%	-	-
Not applicable		501	174	100	165	47	501	-	-
		21%	24%	20%	20%	18%	21%	-	-
NETS									
Net: Hindered		258	74	74	83	22	258	-	-
		11%	10%	15%	10%	9%	11%	-	-
Net: Improved		550	145	120	196	83	550	-	-
		23%	20%	24%	24%	33%	23%	-	-
Mean score		3.27	3.21	3.20	3.29	3.46	3.27	-	-
Standard deviation		1.01	.98	1.11	.96	1.04	1.01	-	-
Standard error		.02	.04	.06	.04	.07	.02	-	-

European Youth Survey - All markets

Q8_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Increasing your productivity at work

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	116 5%	2 1%	30 12%	22 8%	8 3%	15 6%	11 5%	9 4%	7 3%	4 2%	7 3%	64 5%	52 5%	32 6%	84 5%
Slightly hindered	(2)	246 10%	11 6%	33 13%	29 11%	23 10%	20 7%	25 11%	35 14%	29 13%	14 8%	27 12%	139 11%	107 10%	49 10%	197 11%
No impact	(3)	756 32%	78 41%	66 26%	71 26%	67 28%	105 38%	70 31%	71 27%	83 37%	67 38%	79 34%	396 32%	360 32%	175 34%	581 32%
Slightly improved	(4)	355 15%	44 23%	36 15%	43 16%	58 24%	45 16%	30 13%	28 11%	20 9%	18 10%	32 14%	203 17%	151 14%	86 17%	268 15%
Greatly improved	(5)	236 10%	15 8%	20 8%	39 14%	39 16%	38 14%	27 12%	18 7%	10 4%	11 6%	20 8%	130 11%	105 9%	55 11%	180 10%
Don't know		210 9%	16 8%	18 7%	25 9%	12 5%	11 4%	19 8%	24 9%	32 14%	27 16%	25 10%	102 8%	107 10%	43 8%	166 9%
Not applicable		429 18%	22 12%	45 18%	45 16%	32 13%	43 16%	46 20%	74 29%	43 19%	35 20%	44 19%	197 16%	232 21%	70 14%	359 20%
NETS																
Net: Hindered		362 15%	13 7%	63 25%	52 19%	30 13%	35 13%	36 16%	44 17%	36 16%	18 10%	35 15%	202 16%	159 14%	81 16%	281 15%
Net: Improved		590 25%	59 31%	56 22%	83 30%	97 41%	83 30%	57 25%	46 18%	30 13%	29 16%	52 22%	334 27%	257 23%	142 28%	449 24%
Mean score		3.20	3.39	2.91	3.24	3.50	3.31	3.23	3.07	2.98	3.15	3.18	3.21	3.19	3.21	3.20
Standard deviation		1.06	.82	1.21	1.23	1.06	1.07	1.11	1.03	.89	.89	.99	1.07	1.05	1.08	1.06
Standard error		.02	.06	.08	.08	.07	.07	.08	.08	.07	.08	.08	.03	.04	.06	.03

European Youth Survey - All markets

Q8_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Increasing your productivity at work

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Greatly hindered	(1) 116	33	28	41	12	116	-	-	-
	5%	5%	6%	5%	5%	5%	-	-	-
Slightly hindered	(2) 246	72	42	97	31	246	-	-	-
	10%	10%	8%	12%	12%	10%	-	-	-
No impact	(3) 756	235	150	270	86	756	-	-	-
	32%	32%	30%	33%	34%	32%	-	-	-
Slightly improved	(4) 355	108	77	123	43	355	-	-	-
	15%	15%	16%	15%	17%	15%	-	-	-
Greatly improved	(5) 236	57	54	91	32	236	-	-	-
	10%	8%	11%	11%	13%	10%	-	-	-
Don't know	210	63	57	74	13	210	-	-	-
	9%	9%	12%	9%	5%	9%	-	-	-
Not applicable	429	156	88	135	38	429	-	-	-
	18%	22%	18%	16%	15%	18%	-	-	-
NETS									
Net: Hindered	362	105	70	137	43	362	-	-	-
	15%	15%	14%	17%	17%	15%	-	-	-
Net: Improved	590	165	131	214	75	590	-	-	-
	25%	23%	26%	26%	29%	25%	-	-	-
Mean score	3.20	3.17	3.25	3.20	3.25	3.20	-	-	-
Standard deviation	1.06	1.02	1.10	1.08	1.08	1.06	-	-	-
Standard error	.02	.05	.06	.04	.07	.02	-	-	-

European Youth Survey - All markets

Q8_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Meeting new professional contacts

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	68	-	6	22	5	15	5	2	3	3	7	39	29	24	44
		3%	-	2%	8%	2%	5%	2%	1%	1%	2%	3%	3%	3%	5%	2%
Slightly hindered	(2)	103	9	18	14	8	21	8	3	9	4	8	56	47	32	72
		4%	5%	7%	5%	4%	8%	3%	1%	4%	2%	4%	5%	4%	6%	4%
No impact	(3)	649	68	62	57	49	89	50	71	80	61	62	334	315	142	507
		28%	36%	25%	21%	21%	32%	22%	27%	36%	34%	27%	27%	28%	28%	28%
Slightly improved	(4)	534	54	60	51	71	61	56	61	31	35	54	305	229	109	425
		23%	29%	24%	19%	30%	22%	25%	24%	14%	20%	23%	25%	21%	21%	23%
Greatly improved	(5)	382	25	39	63	71	37	55	24	19	13	36	211	171	95	287
		16%	13%	16%	23%	30%	13%	24%	9%	9%	7%	15%	17%	15%	19%	16%
Don't know		198	17	20	24	12	12	15	20	30	28	22	95	104	42	156
		8%	9%	8%	9%	5%	4%	6%	8%	13%	16%	9%	8%	9%	8%	9%
Not applicable		412	16	42	44	22	42	39	78	51	34	44	192	220	67	345
		18%	8%	17%	16%	9%	15%	17%	30%	23%	19%	19%	16%	20%	13%	19%
NETS																
Net: Hindered		171	9	25	36	14	36	13	6	11	7	16	96	76	56	116
		7%	5%	10%	13%	6%	13%	6%	2%	5%	4%	7%	8%	7%	11%	6%
Net: Improved		916	79	99	114	142	98	112	84	51	47	89	516	401	204	713
		39%	42%	40%	41%	60%	35%	49%	33%	23%	27%	38%	42%	36%	40%	39%
Mean score		3.61	3.61	3.58	3.58	3.95	3.38	3.86	3.62	3.39	3.44	3.61	3.63	3.59	3.54	3.63
Standard deviation		1.02	.83	1.04	1.27	.99	1.08	1.01	.81	.87	.83	1.02	1.02	1.01	1.11	.98
Standard error		.02	.06	.07	.09	.07	.07	.07	.06	.07	.08	.08	.03	.03	.06	.02

European Youth Survey - All markets

Q8_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Meeting new professional contacts

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Greatly hindered	(1) 68	20	18	21	8	68	-	-	-
	3%	3%	4%	3%	3%	3%	-	-	-
Slightly hindered	(2) 103	29	26	35	10	103	-	-	-
	4%	4%	5%	4%	4%	4%	-	-	-
No impact	(3) 649	206	119	245	66	649	-	-	-
	28%	28%	24%	30%	26%	28%	-	-	-
Slightly improved	(4) 534	145	116	193	74	534	-	-	-
	23%	20%	23%	23%	29%	23%	-	-	-
Greatly improved	(5) 382	101	82	142	53	382	-	-	-
	16%	14%	17%	17%	21%	16%	-	-	-
Don't know	198	65	48	68	15	198	-	-	-
	8%	9%	10%	8%	6%	8%	-	-	-
Not applicable	412	157	87	126	30	412	-	-	-
	18%	22%	17%	15%	12%	18%	-	-	-
NETS									
Net: Hindered	171	49	44	56	18	171	-	-	-
	7%	7%	9%	7%	7%	7%	-	-	-
Net: Improved	916	246	198	335	126	916	-	-	-
	39%	34%	40%	40%	50%	39%	-	-	-
Mean score	3.61	3.56	3.61	3.63	3.73	3.61	-	-	-
Standard deviation	1.02	1.00	1.07	.99	1.02	1.02	-	-	-
Standard error	.02	.04	.06	.04	.06	.02	-	-	-

European Youth Survey - All markets

Q8_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Strengthen relationships with existing contacts

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	80	2	9	18	9	19	10	4	4	1	6	45	35	29	51
		3%	1%	4%	7%	4%	7%	4%	1%	2%	*	3%	4%	3%	6%	3%
Slightly hindered	(2)	105	9	9	11	13	19	5	12	8	4	15	61	44	19	86
		4%	5%	3%	4%	5%	7%	2%	5%	3%	2%	6%	5%	4%	4%	5%
No impact	(3)	523	58	51	55	40	72	53	51	51	33	60	279	244	120	403
		22%	31%	21%	20%	17%	26%	23%	20%	23%	18%	26%	23%	22%	23%	22%
Slightly improved	(4)	648	65	73	60	76	75	57	70	63	56	53	340	308	129	519
		28%	34%	29%	22%	32%	27%	25%	27%	28%	32%	23%	28%	28%	25%	28%
Greatly improved	(5)	459	26	55	62	74	47	54	43	32	33	32	237	222	121	338
		20%	14%	22%	23%	31%	17%	24%	17%	14%	19%	14%	19%	20%	24%	18%
Don't know		208	15	17	27	13	15	17	25	29	23	27	105	103	42	166
		9%	8%	7%	10%	5%	5%	8%	10%	13%	13%	12%	9%	9%	8%	9%
Not applicable		323	13	34	42	16	30	32	54	37	26	40	164	160	50	273
		14%	7%	14%	15%	7%	11%	14%	21%	17%	15%	17%	13%	14%	10%	15%
NETS																
Net: Hindered		185	11	18	29	21	38	14	16	11	5	21	106	79	48	137
		8%	6%	7%	11%	9%	14%	6%	6%	5%	3%	9%	9%	7%	9%	7%
Net: Improved		1107	92	128	122	149	122	111	113	95	89	86	577	529	250	857
		47%	48%	52%	44%	62%	44%	49%	44%	43%	51%	37%	47%	47%	49%	47%
Mean score		3.72	3.66	3.79	3.66	3.92	3.48	3.79	3.76	3.71	3.92	3.55	3.69	3.75	3.70	3.72
Standard deviation		1.04	.86	1.05	1.21	1.07	1.14	1.07	.96	.93	.84	1.02	1.06	1.03	1.14	1.01
Standard error		.02	.06	.07	.08	.07	.07	.07	.07	.07	.07	.08	.03	.03	.06	.03

European Youth Survey - All markets

Q8_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Strengthen relationships with existing contacts

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-
Weighted Total		2347	723	495	830	255	2347	-	-
		100%	100%	100%	100%	100%	100%	-	-
Greatly hindered	(1)	80	27	21	21	9	80	-	-
		3%	4%	4%	3%	4%	3%	-	-
Slightly hindered	(2)	105	28	28	38	11	105	-	-
		4%	4%	6%	5%	4%	4%	-	-
No impact	(3)	523	164	100	196	51	523	-	-
		22%	23%	20%	24%	20%	22%	-	-
Slightly improved	(4)	648	186	131	240	82	648	-	-
		28%	26%	26%	29%	32%	28%	-	-
Greatly improved	(5)	459	126	95	175	58	459	-	-
		20%	17%	19%	21%	23%	20%	-	-
Don't know		208	66	51	70	18	208	-	-
		9%	9%	10%	8%	7%	9%	-	-
Not applicable		323	126	70	91	26	323	-	-
		14%	17%	14%	11%	10%	14%	-	-
NETS									
Net: Hindered		185	55	48	59	20	185	-	-
		8%	8%	10%	7%	8%	8%	-	-
Net: Improved		1107	312	226	415	140	1107	-	-
		47%	43%	46%	50%	55%	47%	-	-
Mean score		3.72	3.67	3.67	3.76	3.80	3.72	-	-
Standard deviation		1.04	1.05	1.10	1.00	1.04	1.04	-	-
Standard error		.02	.05	.06	.04	.07	.02	-	-

European Youth Survey - All markets

Q8_5. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Improving your personal brand

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	70 3%	2 1%	5 2%	22 8%	9 4%	13 5%	4 2%	3 1%	2 1%	5 3%	5 2%	38 3%	33 3%	27 5%	44 2%
Slightly hindered	(2)	113 5%	11 6%	18 7%	12 4%	13 5%	23 8%	8 4%	4 1%	10 5%	2 1%	12 5%	69 6%	44 4%	41 8%	72 4%
No impact	(3)	639 27%	75 40%	67 27%	59 22%	53 22%	84 30%	53 23%	65 25%	67 30%	57 32%	59 25%	350 28%	290 26%	142 28%	498 27%
Slightly improved	(4)	441 19%	41 21%	59 24%	50 18%	61 25%	61 22%	53 23%	25 10%	28 13%	27 15%	38 16%	247 20%	194 17%	96 19%	345 19%
Greatly improved	(5)	327 14%	22 11%	39 16%	49 18%	57 24%	34 12%	33 15%	22 9%	14 6%	18 10%	38 16%	192 16%	135 12%	71 14%	256 14%
Don't know		251 11%	19 10%	18 7%	26 9%	21 9%	14 5%	26 11%	33 13%	35 16%	33 19%	27 11%	111 9%	140 13%	57 11%	194 11%
Not applicable		505 22%	20 10%	42 17%	57 21%	25 11%	48 17%	51 22%	106 41%	67 30%	34 19%	55 24%	225 18%	280 25%	78 15%	427 23%
NETS																
Net: Hindered		184 8%	13 7%	23 9%	34 12%	22 9%	36 13%	13 5%	6 2%	12 6%	8 4%	17 7%	107 9%	77 7%	68 13%	116 6%
Net: Improved		768 33%	62 33%	99 40%	99 36%	118 49%	95 34%	86 38%	47 18%	42 19%	45 25%	75 32%	439 36%	329 30%	167 33%	602 33%
Mean score		3.53	3.45	3.59	3.48	3.75	3.38	3.68	3.52	3.34	3.46	3.60	3.54	3.51	3.38	3.57
Standard deviation		1.03	.89	1.00	1.26	1.09	1.06	.97	.91	.85	.96	1.05	1.04	1.02	1.12	1.00
Standard error		.03	.07	.07	.09	.08	.07	.07	.08	.07	.09	.09	.03	.04	.07	.03

European Youth Survey - All markets

Q8_5. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of each of the following? - Improving your personal brand

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Greatly hindered	(1) 70	25	20	16	9	70	-	-	-
	3%	3%	4%	2%	3%	3%	-	-	-
Slightly hindered	(2) 113	38	25	36	12	113	-	-	-
	5%	5%	5%	4%	5%	5%	-	-	-
No impact	(3) 639	205	126	233	66	639	-	-	-
	27%	28%	25%	28%	26%	27%	-	-	-
Slightly improved	(4) 441	129	82	169	55	441	-	-	-
	19%	18%	16%	20%	21%	19%	-	-	-
Greatly improved	(5) 327	76	83	116	46	327	-	-	-
	14%	10%	17%	14%	18%	14%	-	-	-
Don't know	251	78	62	89	20	251	-	-	-
	11%	11%	13%	11%	8%	11%	-	-	-
Not applicable	505	173	98	171	47	505	-	-	-
	22%	24%	20%	21%	19%	22%	-	-	-
NETS									
Net: Hindered	184	63	45	52	21	184	-	-	-
	8%	9%	9%	6%	8%	8%	-	-	-
Net: Improved	768	205	164	285	101	768	-	-	-
	33%	28%	33%	34%	40%	33%	-	-	-
Mean score	3.53	3.41	3.54	3.58	3.63	3.53	-	-	-
Standard deviation	1.03	1.02	1.12	.97	1.07	1.03	-	-	-
Standard error	.03	.05	.06	.04	.07	.03	-	-	-

European Youth Survey - All markets

Q9_SUM. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - SUMMARY TABLE

Base: All employees

	Total						NETS		
		Strongly disagree	Fairly disagree	Fairly agree	Strongly agree	Don't know	Disagree	Agree	Mean
Helping senior management better communicate the goals and values of the business	2347 100%	383 16%	406 17%	704 30%	291 12%	564 24%	788 34%	995 42%	2.51
Feeling more connected to the goals and values of the business	2347 100%	365 16%	407 17%	714 30%	286 12%	575 24%	772 33%	1000 43%	2.52
Enabling more direct contact with senior management	2347 100%	474 20%	424 18%	624 27%	269 11%	556 24%	898 38%	892 38%	2.38
Influencing decisions at corporate level	2347 100%	460 20%	446 19%	601 26%	250 11%	591 25%	905 39%	851 36%	2.37

European Youth Survey - All markets

Q9_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Helping senior management better communicate the goals and values of the business

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	383 16%	20 11%	39 16%	44 16%	22 9%	28 10%	45 20%	47 18%	54 24%	52 29%	31 13%	170 14%	213 19%	82 16%	301 16%
Fairly disagree	(2)	406 17%	29 15%	57 23%	41 15%	39 16%	51 19%	22 10%	59 23%	41 18%	24 14%	42 18%	232 19%	173 16%	80 16%	326 18%
Fairly agree	(3)	704 30%	85 45%	75 30%	76 28%	97 41%	87 31%	67 29%	69 27%	49 22%	26 15%	74 32%	402 33%	302 27%	148 29%	556 30%
Strongly agree	(4)	291 12%	20 11%	29 12%	49 18%	49 20%	49 17%	20 9%	24 9%	13 6%	8 5%	31 13%	171 14%	120 11%	86 17%	205 11%
Don't know		564 24%	35 19%	48 19%	65 24%	31 13%	63 23%	74 32%	60 23%	66 30%	66 38%	56 24%	257 21%	307 28%	116 23%	448 24%
NETS																
Net: Disagree		788 34%	49 26%	95 39%	85 31%	62 26%	79 29%	67 30%	106 41%	95 43%	76 43%	73 31%	402 33%	386 35%	161 32%	627 34%
Net: Agree		995 42%	105 56%	104 42%	125 45%	146 61%	135 49%	87 38%	92 36%	62 28%	34 19%	105 45%	573 46%	422 38%	233 46%	761 41%
Mean score		2.51	2.68	2.47	2.61	2.83	2.73	2.40	2.35	2.13	1.91	2.59	2.59	2.41	2.60	2.48
Standard deviation		1.00	.86	.97	1.06	.91	.96	1.05	.97	.99	1.00	.97	.97	1.03	1.04	.99
Standard error		.02	.07	.06	.07	.06	.06	.08	.07	.08	.09	.07	.03	.04	.06	.02

European Youth Survey - All markets

Q9_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Helping senior management better communicate the goals and values of the business

Base: All employees

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-	-
Weighted Total		2347	723	495	830	255	2347	-	-	-
		100%	100%	100%	100%	100%	100%	-	-	-
Strongly disagree	(1)	383	105	79	160	34	383	-	-	-
		16%	14%	16%	19%	13%	16%	-	-	-
Fairly disagree	(2)	406	119	83	152	41	406	-	-	-
		17%	16%	17%	18%	16%	17%	-	-	-
Fairly agree	(3)	704	204	154	244	93	704	-	-	-
		30%	28%	31%	29%	36%	30%	-	-	-
Strongly agree	(4)	291	81	70	95	39	291	-	-	-
		12%	11%	14%	11%	15%	12%	-	-	-
Don't know		564	215	109	179	48	564	-	-	-
		24%	30%	22%	22%	19%	24%	-	-	-
NETS										
Net: Disagree		788	223	162	312	76	788	-	-	-
		34%	31%	33%	38%	30%	34%	-	-	-
Net: Agree		995	285	224	339	132	995	-	-	-
		42%	39%	45%	41%	52%	42%	-	-	-
Mean score		2.51	2.52	2.56	2.42	2.66	2.51	-	-	-
Standard deviation		1.00	.99	1.01	1.02	.97	1.00	-	-	-
Standard error		.02	.04	.05	.04	.06	.02	-	-	-

European Youth Survey - All markets

Q9_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Feeling more connected to the goals and values of the business

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	365 16%	21 11%	35 14%	42 15%	26 11%	31 11%	40 18%	44 17%	50 23%	40 23%	35 15%	164 13%	201 18%	70 14%	296 16%
Fairly disagree	(2)	407 17%	34 18%	53 22%	41 15%	50 21%	45 16%	25 11%	53 20%	49 22%	21 12%	36 15%	231 19%	176 16%	85 17%	322 18%
Fairly agree	(3)	714 30%	75 40%	77 31%	70 25%	87 36%	99 36%	68 30%	74 29%	48 22%	38 22%	77 33%	407 33%	307 28%	167 33%	547 30%
Strongly agree	(4)	286 12%	21 11%	29 12%	57 21%	42 18%	44 16%	21 9%	20 8%	8 3%	10 5%	34 15%	172 14%	114 10%	72 14%	214 12%
Don't know		575 24%	37 20%	52 21%	65 24%	34 14%	58 21%	74 32%	67 26%	68 31%	68 39%	52 22%	257 21%	318 28%	117 23%	458 25%
NETS																
Net: Disagree		772 33%	55 29%	89 36%	84 30%	76 32%	76 27%	65 28%	97 38%	99 44%	61 34%	71 30%	396 32%	377 34%	155 30%	617 34%
Net: Agree		1000 43%	96 51%	106 43%	127 46%	129 54%	143 52%	89 39%	94 36%	56 25%	47 27%	111 48%	579 47%	421 38%	239 47%	761 41%
Mean score		2.52	2.64	2.51	2.67	2.71	2.71	2.46	2.37	2.08	2.16	2.61	2.60	2.42	2.61	2.49
Standard deviation		.99	.89	.96	1.08	.94	.95	1.02	.95	.91	1.03	1.00	.96	1.02	.98	.99
Standard error		.02	.07	.06	.07	.06	.06	.08	.07	.07	.10	.08	.03	.03	.06	.02

European Youth Survey - All markets

Q9_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Feeling more connected to the goals and values of the business

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Strongly disagree	(1) 365	96	74	150	39	365	-	-	-
	16%	13%	15%	18%	15%	16%	-	-	-
Fairly disagree	(2) 407	119	88	139	49	407	-	-	-
	17%	17%	18%	17%	19%	17%	-	-	-
Fairly agree	(3) 714	220	156	244	85	714	-	-	-
	30%	30%	32%	29%	33%	30%	-	-	-
Strongly agree	(4) 286	78	70	97	36	286	-	-	-
	12%	11%	14%	12%	14%	12%	-	-	-
Don't know	575	210	106	200	46	575	-	-	-
	24%	29%	21%	24%	18%	24%	-	-	-
NETS									
Net: Disagree	772	216	162	289	88	772	-	-	-
	33%	30%	33%	35%	34%	33%	-	-	-
Net: Agree	1000	298	227	341	121	1000	-	-	-
	43%	41%	46%	41%	48%	43%	-	-	-
Mean score	2.52	2.54	2.57	2.46	2.57	2.52	-	-	-
Standard deviation	.99	.96	1.00	1.02	.99	.99	-	-	-
Standard error	.02	.04	.05	.04	.06	.02	-	-	-

European Youth Survey - All markets

Q9_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Enabling more direct contact with senior management

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	474 20%	23 12%	55 22%	52 19%	27 11%	44 16%	42 18%	62 24%	75 34%	59 33%	36 15%	216 17%	258 23%	102 20%	372 20%
Fairly disagree	(2)	424 18%	37 20%	54 22%	47 17%	51 21%	39 14%	32 14%	53 21%	41 19%	23 13%	47 20%	245 20%	180 16%	84 16%	340 19%
Fairly agree	(3)	624 27%	73 38%	67 27%	66 24%	84 35%	86 31%	61 27%	62 24%	33 15%	29 17%	64 28%	352 29%	272 24%	137 27%	487 27%
Strongly agree	(4)	269 11%	22 11%	22 9%	47 17%	40 17%	47 17%	19 8%	25 10%	9 4%	6 3%	34 14%	165 13%	103 9%	77 15%	192 10%
Don't know		556 24%	35 18%	50 20%	64 23%	37 16%	62 22%	74 32%	56 22%	65 29%	60 34%	53 23%	254 21%	302 27%	111 22%	446 24%
NETS																
Net: Disagree		898 38%	60 32%	109 44%	99 36%	78 33%	83 30%	74 32%	115 45%	116 52%	82 47%	82 35%	460 37%	438 39%	186 36%	712 39%
Net: Agree		892 38%	94 50%	89 36%	112 41%	124 52%	133 48%	80 35%	86 33%	42 19%	35 20%	98 42%	517 42%	375 34%	214 42%	679 37%
Mean score		2.38	2.61	2.28	2.51	2.68	2.63	2.37	2.24	1.85	1.84	2.53	2.48	2.27	2.47	2.36
Standard deviation		1.03	.90	.99	1.09	.94	1.04	1.02	.94	.96	1.01		1.01	1.04	1.07	1.02
Standard error		.02	.07	.07	.07	.06	.07	.08	.07	.07	.09	.08	.03	.04	.06	.03

European Youth Survey - All markets

Q9_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Enabling more direct contact with senior management

Base: All employees

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-	-
Weighted Total		2347	723	495	830	255	2347	-	-	-
		100%	100%	100%	100%	100%	100%	-	-	-
Strongly disagree	(1)	474	142	97	185	43	474	-	-	-
		20%	20%	19%	22%	17%	20%	-	-	-
Fairly disagree	(2)	424	116	88	160	51	424	-	-	-
		18%	16%	18%	19%	20%	18%	-	-	-
Fairly agree	(3)	624	188	140	215	73	624	-	-	-
		27%	26%	28%	26%	29%	27%	-	-	-
Strongly agree	(4)	269	72	62	90	39	269	-	-	-
		11%	10%	13%	11%	15%	11%	-	-	-
Don't know		556	205	109	181	49	556	-	-	-
		24%	28%	22%	22%	19%	24%	-	-	-
NETS										
Net: Disagree		898	258	184	344	94	898	-	-	-
		38%	36%	37%	41%	37%	38%	-	-	-
Net: Agree		892	260	202	305	112	892	-	-	-
		38%	36%	41%	37%	44%	38%	-	-	-
Mean score		2.38	2.37	2.43	2.32	2.52	2.38	-	-	-
Standard deviation		1.03	1.03	1.03	1.03	1.03	1.03	-	-	-
Standard error		.02	.04	.05	.04	.07	.02	-	-	-

European Youth Survey - All markets

Q9_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Influencing decisions at corporate level

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	460 20%	23 12%	53 21%	48 17%	22 9%	36 13%	45 20%	56 22%	75 34%	62 35%	40 17%	208 17%	252 23%	89 17%	371 20%
Fairly disagree	(2)	446 19%	34 18%	56 23%	36 13%	63 26%	55 20%	42 18%	58 23%	36 16%	17 10%	49 21%	249 20%	197 18%	103 20%	342 19%
Fairly agree	(3)	601 26%	71 38%	53 21%	81 30%	84 35%	85 31%	50 22%	59 23%	35 16%	25 14%	57 24%	343 28%	258 23%	135 26%	466 25%
Strongly agree	(4)	250 11%	21 11%	31 13%	43 16%	36 15%	39 14%	18 8%	16 6%	8 3%	5 3%	33 14%	163 13%	88 8%	69 13%	181 10%
Don't know		591 25%	40 21%	54 22%	67 24%	33 14%	62 22%	74 32%	68 26%	69 31%	68 39%	55 24%	270 22%	320 29%	115 23%	475 26%
NETS																
Net: Disagree		905 39%	56 30%	109 44%	83 30%	85 36%	91 33%	87 38%	114 44%	112 50%	78 44%	89 38%	456 37%	449 40%	192 38%	713 39%
Net: Agree		851 36%	93 49%	85 34%	124 45%	120 50%	124 45%	68 30%	75 29%	42 19%	30 17%	89 38%	505 41%	346 31%	203 40%	648 35%
Mean score		2.37	2.61	2.33	2.58	2.65	2.59	2.26	2.19	1.84	1.76	2.46	2.48	2.23	2.46	2.34
Standard deviation		1.02	.91	1.05	1.06	.90	.97	1.01	.96	.95	.97	1.03	1.01	1.02	1.02	1.02
Standard error		.02	.07	.07	.07	.06	.06	.07	.07	.07	.09	.08	.03	.03	.06	.03

European Youth Survey - All markets

Q9_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Influencing decisions at corporate level

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	2520	731	507	932	303	2520	-	-	-
Weighted Total	2347	723	495	830	255	2347	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-
Strongly disagree	(1) 460	124	102	188	37	460	-	-	-
	20%	17%	21%	23%	15%	20%	-	-	-
Fairly disagree	(2) 446	140	91	156	51	446	-	-	-
	19%	19%	18%	19%	20%	19%	-	-	-
Fairly agree	(3) 601	177	126	208	81	601	-	-	-
	26%	24%	25%	25%	32%	26%	-	-	-
Strongly agree	(4) 250	71	58	81	36	250	-	-	-
	11%	10%	12%	10%	14%	11%	-	-	-
Don't know	591	211	118	197	50	591	-	-	-
	25%	29%	24%	24%	20%	25%	-	-	-
NETS									
Net: Disagree	905	264	193	344	88	905	-	-	-
	39%	37%	39%	41%	35%	39%	-	-	-
Net: Agree	851	248	184	289	117	851	-	-	-
	36%	34%	37%	35%	46%	36%	-	-	-
Mean score	2.37	2.38	2.37	2.29	2.56	2.37	-	-	-
Standard deviation	1.02	1.00	1.04	1.03	.98	1.02	-	-	-
Standard error	.02	.04	.05	.04	.06	.02	-	-	-

European Youth Survey - All markets

Q10_SUM. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - SUMMARY TABLE

Base: All employees

	Total						NETS		
		Strongly disagree	Fairly disagree	Fairly agree	Strongly agree	Don't know	Disagree	Agree	Mean
Organising team work through internal social media	2347 100%	382 16%	358 15%	772 33%	360 15%	475 20%	740 32%	1132 48%	2.59
Sharing ideas and thoughts	2347 100%	326 14%	292 12%	884 38%	437 19%	407 17%	619 26%	1321 56%	2.74
Proposing new ideas to senior management	2347 100%	463 20%	404 17%	673 29%	326 14%	480 20%	867 37%	1000 43%	2.46
Learning from your colleagues	2347 100%	364 15%	399 17%	783 33%	346 15%	456 19%	762 32%	1129 48%	2.59

European Youth Survey - All markets

Q10_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Organising team work through internal social media

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	382	17	38	37	20	36	41	48	56	53	36	182	200	71	311
		16%	9%	16%	13%	8%	13%	18%	19%	25%	30%	16%	15%	18%	14%	17%
Fairly disagree	(2)	358	33	37	42	40	42	23	46	35	24	38	208	150	70	289
		15%	17%	15%	15%	17%	15%	10%	18%	16%	14%	16%	17%	13%	14%	16%
Fairly agree	(3)	772	80	88	80	95	90	83	86	52	32	86	417	355	172	600
		33%	42%	36%	29%	40%	32%	36%	33%	23%	18%	37%	34%	32%	34%	33%
Strongly agree	(4)	360	26	42	54	51	66	26	26	19	17	33	208	151	107	253
		15%	14%	17%	20%	21%	24%	12%	10%	8%	10%	14%	17%	14%	21%	14%
Don't know		475	34	42	63	33	44	55	52	62	50	41	217	258	91	384
		20%	18%	17%	23%	14%	16%	24%	20%	28%	28%	17%	18%	23%	18%	21%
NETS																
Net: Disagree		740	50	76	79	59	78	63	94	91	77	74	390	350	140	600
		32%	26%	31%	29%	25%	28%	28%	36%	41%	44%	32%	32%	31%	28%	33%
Net: Agree		1132	106	130	133	146	156	109	112	70	49	119	625	507	279	853
		48%	56%	53%	48%	61%	56%	48%	44%	32%	28%	51%	51%	45%	55%	46%
Mean score		2.59	2.73	2.65	2.71	2.86	2.79	2.55	2.44	2.20	2.11	2.60	2.64	2.53	2.75	2.55
Standard deviation		1.02	.87	1.01	1.03	.90	1.02	1.01	.98	1.05	1.10	.98	1.00	1.03	1.02	1.01
Standard error		.02	.07	.07	.07	.06	.06	.07	.07	.08	.10	.07	.03	.03	.06	.02

European Youth Survey - All markets

Q10_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Organising team work through internal social media

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-
Weighted Total		2347	723	495	830	255	2347	-	-
		100%	100%	100%	100%	100%	100%	-	-
Strongly disagree	(1)	382	101	78	163	34	382	-	-
		16%	14%	16%	20%	13%	16%	-	-
Fairly disagree	(2)	358	108	67	135	39	358	-	-
		15%	15%	14%	16%	15%	15%	-	-
Fairly agree	(3)	772	222	175	267	99	772	-	-
		33%	31%	35%	32%	39%	33%	-	-
Strongly agree	(4)	360	112	79	115	48	360	-	-
		15%	15%	16%	14%	19%	15%	-	-
Don't know		475	180	96	151	34	475	-	-
		20%	25%	19%	18%	13%	20%	-	-
NETS									
Net: Disagree		740	209	145	298	73	740	-	-
		32%	29%	29%	36%	29%	32%	-	-
Net: Agree		1132	334	254	381	148	1132	-	-
		48%	46%	51%	46%	58%	48%	-	-
Mean score		2.59	2.63	2.64	2.49	2.73	2.59	-	-
Standard deviation		1.02	1.01	1.01	1.03	.97	1.02	-	-
Standard error		.02	.04	.05	.04	.06	.02	-	-

European Youth Survey - All markets

Q10_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Sharing ideas and thoughts

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	326	15	27	28	20	38	39	37	45	48	30	161	166	63	263
		14%	8%	11%	10%	8%	14%	17%	14%	20%	27%	13%	13%	15%	12%	14%
Fairly disagree	(2)	292	24	45	33	24	35	18	32	31	15	35	153	140	60	233
		12%	13%	18%	12%	10%	13%	8%	13%	14%	9%	15%	12%	13%	12%	13%
Fairly agree	(3)	884	92	88	97	108	99	89	102	67	54	89	478	406	209	675
		38%	49%	36%	35%	45%	36%	39%	39%	30%	30%	38%	39%	36%	41%	37%
Strongly agree	(4)	437	29	51	63	58	63	30	50	23	23	46	252	185	108	329
		19%	15%	21%	23%	24%	23%	13%	19%	10%	13%	20%	20%	17%	21%	18%
Don't know		407	28	37	55	29	43	51	36	56	37	34	189	218	71	336
		17%	15%	15%	20%	12%	15%	23%	14%	25%	21%	15%	15%	20%	14%	18%
NETS																
Net: Disagree		619	39	72	60	44	72	57	70	76	63	64	313	305	123	496
		26%	21%	29%	22%	19%	26%	25%	27%	34%	36%	27%	25%	27%	24%	27%
Net: Agree		1321	122	139	160	166	162	119	152	91	76	135	730	592	317	1005
		56%	64%	56%	58%	69%	58%	52%	59%	41%	43%	58%	59%	53%	62%	55%
Mean score		2.74	2.84	2.77	2.89	2.97	2.80	2.63	2.74	2.41	2.37	2.76	2.79	2.68	2.82	2.71
Standard deviation		.99	.83	.96	.96	.88	1.01	1.01	.99	1.03	1.12	.97	.98	1.00	.96	1.00
Standard error		.02	.06	.06	.06	.06	.06	.07	.06	.08	.09	.07	.03	.03	.05	.02

European Youth Survey - All markets

Q10_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Sharing ideas and thoughts

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-
Weighted Total		2347	723	495	830	255	2347	-	-
		100%	100%	100%	100%	100%	100%	-	-
Strongly disagree	(1)	326	89	61	146	27	326	-	-
		14%	12%	12%	18%	11%	14%	-	-
Fairly disagree	(2)	292	86	61	113	28	292	-	-
		12%	12%	12%	14%	11%	12%	-	-
Fairly agree	(3)	884	273	178	304	111	884	-	-
		38%	38%	36%	37%	44%	38%	-	-
Strongly agree	(4)	437	125	113	138	54	437	-	-
		19%	17%	23%	17%	21%	19%	-	-
Don't know		407	150	83	129	34	407	-	-
		17%	21%	17%	16%	13%	17%	-	-
NETS									
Net: Disagree		619	175	122	259	55	619	-	-
		26%	24%	25%	31%	22%	26%	-	-
Net: Agree		1321	398	291	442	166	1321	-	-
		56%	55%	59%	53%	65%	56%	-	-
Mean score		2.74	2.76	2.83	2.62	2.87	2.74	-	-
Standard deviation		.99	.96	.99	1.02	.92	.99	-	-
Standard error		.02	.04	.05	.04	.06	.02	-	-

European Youth Survey - All markets

Q10_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Proposing new ideas to senior management

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	463 20%	18 9%	49 20%	45 16%	22 9%	47 17%	50 22%	60 23%	65 29%	66 37%	42 18%	213 17%	250 22%	87 17%	376 20%
Fairly disagree	(2)	404 17%	34 18%	51 21%	37 13%	42 18%	46 17%	29 13%	57 22%	42 19%	21 12%	45 19%	233 19%	170 15%	84 16%	320 17%
Fairly agree	(3)	673 29%	83 44%	64 26%	72 26%	93 39%	88 32%	71 31%	64 25%	33 15%	33 19%	73 31%	366 30%	307 28%	152 30%	521 28%
Strongly agree	(4)	326 14%	22 12%	39 16%	63 23%	51 21%	47 17%	20 9%	26 10%	13 6%	15 8%	32 13%	202 16%	124 11%	91 18%	235 13%
Don't know		480 20%	33 17%	44 18%	59 21%	32 13%	50 18%	60 26%	52 20%	69 31%	42 24%	41 18%	216 18%	264 24%	96 19%	384 21%
NETS																
Net: Disagree		867 37%	51 27%	100 41%	81 30%	64 27%	93 34%	78 34%	117 45%	108 48%	86 49%	88 38%	447 36%	420 38%	171 34%	696 38%
Net: Agree		1000 43%	105 56%	103 42%	135 49%	143 60%	134 48%	90 40%	89 35%	47 21%	48 27%	105 45%	569 46%	431 39%	243 48%	757 41%
Mean score		2.46	2.70	2.46	2.71	2.83	2.59	2.36	2.27	1.97	1.98	2.49	2.55	2.36	2.59	2.42
Standard deviation		1.05	.85	1.06	1.10	.92	1.03	1.03	1.02	1.00	1.09	1.01	1.03	1.05	1.05	1.04
Standard error		.02	.06	.07	.07	.06	.07	.07	.07	.08	.09	.07	.03	.03	.06	.03

European Youth Survey - All markets

Q10_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Proposing new ideas to senior management

Base: All employees

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-	-
Weighted Total		2347	723	495	830	255	2347	-	-	-
		100%	100%	100%	100%	100%	100%	-	-	-
Strongly disagree	(1)	463	125	95	195	41	463	-	-	-
		20%	17%	19%	23%	16%	20%	-	-	-
Fairly disagree	(2)	404	131	61	157	45	404	-	-	-
		17%	18%	12%	19%	18%	17%	-	-	-
Fairly agree	(3)	673	204	143	233	83	673	-	-	-
		29%	28%	29%	28%	33%	29%	-	-	-
Strongly agree	(4)	326	88	92	92	49	326	-	-	-
		14%	12%	19%	11%	19%	14%	-	-	-
Don't know		480	176	104	153	37	480	-	-	-
		20%	24%	21%	18%	14%	20%	-	-	-
NETS										
Net: Disagree		867	256	156	352	86	867	-	-	-
		37%	35%	31%	42%	34%	37%	-	-	-
Net: Agree		1000	292	235	326	132	1000	-	-	-
		43%	40%	48%	39%	52%	43%	-	-	-
Mean score		2.46	2.47	2.59	2.33	2.64	2.46	-	-	-
Standard deviation		1.05	1.01	1.10	1.03	1.03	1.05	-	-	-
Standard error		.02	.04	.05	.04	.06	.02	-	-	-

European Youth Survey - All markets

Q10_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Learning from your colleagues

Base: All employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2520	213	275	286	250	307	265	270	237	185	232	1322	1198	389	2131
Weighted Total		2347	189	247	275	239	278	228	258	223	176	234	1232	1115	511	1836
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	364	20	33	31	19	38	40	49	51	50	31	175	188	70	293
		15%	10%	13%	11%	8%	14%	17%	19%	23%	29%	13%	14%	17%	14%	16%
Fairly disagree	(2)	399	32	48	38	42	41	32	53	42	21	51	221	178	83	316
		17%	17%	19%	14%	17%	15%	14%	21%	19%	12%	22%	18%	16%	16%	17%
Fairly agree	(3)	783	84	74	86	97	96	80	77	50	53	84	420	363	175	607
		33%	45%	30%	31%	41%	35%	35%	30%	22%	30%	36%	34%	33%	34%	33%
Strongly agree	(4)	346	22	46	60	52	54	22	27	19	12	30	204	142	94	252
		15%	12%	19%	22%	22%	19%	10%	11%	9%	7%	13%	17%	13%	18%	14%
Don't know		456	31	46	60	28	48	54	51	61	40	37	212	244	88	368
		19%	16%	18%	22%	12%	17%	24%	20%	27%	23%	16%	17%	22%	17%	20%
NETS																
Net: Disagree		762	52	81	69	61	80	72	102	92	71	82	396	366	153	609
		32%	27%	33%	25%	26%	29%	32%	40%	41%	40%	35%	32%	33%	30%	33%
Net: Agree		1129	106	121	147	150	150	102	105	69	65	114	624	505	270	859
		48%	56%	49%	53%	63%	54%	45%	41%	31%	37%	49%	51%	45%	53%	47%
Mean score		2.59	2.69	2.67	2.82	2.86	2.72	2.48	2.40	2.23	2.20	2.57	2.64	2.53	2.69	2.56
Standard deviation		1.00	.87	1.01	1.00	.89	1.00	.98	.99	1.03	1.04	.93	.99	1.00	1.00	.99
Standard error		.02	.06	.07	.07	.06	.06	.07	.07	.08	.09	.07	.03	.03	.06	.02

European Youth Survey - All markets

Q10_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in your workplace? - Learning from your colleagues

Base: All employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2520	731	507	932	303	2520	-	-
Weighted Total		2347	723	495	830	255	2347	-	-
		100%	100%	100%	100%	100%	100%	-	-
Strongly disagree	(1)	364	112	76	144	26	364	-	-
		15%	15%	15%	17%	10%	15%	-	-
Fairly disagree	(2)	399	115	78	148	48	399	-	-
		17%	16%	16%	18%	19%	17%	-	-
Fairly agree	(3)	783	227	168	274	103	783	-	-
		33%	31%	34%	33%	41%	33%	-	-
Strongly agree	(4)	346	102	78	119	43	346	-	-
		15%	14%	16%	14%	17%	15%	-	-
Don't know		456	167	96	146	34	456	-	-
		19%	23%	19%	18%	13%	19%	-	-
NETS									
Net: Disagree		762	227	153	292	75	762	-	-
		32%	31%	31%	35%	29%	32%	-	-
Net: Agree		1129	329	247	393	147	1129	-	-
		48%	46%	50%	47%	57%	48%	-	-
Mean score		2.59	2.57	2.62	2.54	2.74	2.59	-	-
Standard deviation		1.00	1.01	1.00	1.01	.91	1.00	-	-
Standard error		.02	.04	.05	.04	.06	.02	-	-

European Youth Survey - All markets

Q11_SUM. How regularly do you use social media for the following? - SUMMARY TABLE

Base: All students

	Total								NETS	
		Once an hour or more	Several times per day	Daily	A few times per week	Weekly	A few times per month	Monthly or less often	Never	Frequently
Talking to classmates about course-related issues	1783	65	225	306	423	209	188	145	220	595
	100%	4%	13%	17%	24%	12%	11%	8%	12%	33%
Talking to classmates about non course-related issues	1783	95	268	322	378	192	154	139	233	685
	100%	5%	15%	18%	21%	11%	9%	8%	13%	38%
Talking to friends and family	1783	140	414	370	337	159	130	101	131	923
	100%	8%	23%	21%	19%	9%	7%	6%	7%	52%
Sharing photographs and video	1783	49	136	177	289	190	333	366	240	362
	100%	3%	8%	10%	16%	11%	19%	21%	13%	20%
Sharing original opinions or writing	1783	52	120	184	244	177	240	331	434	356
	100%	3%	7%	10%	14%	10%	13%	19%	24%	20%
Reading news and opinions relevant to your studies	1783	61	188	332	355	200	217	164	263	581
	100%	3%	11%	19%	20%	11%	12%	9%	15%	33%
Reading news and opinions not relevant to your studies	1783	77	386	437	333	148	135	80	184	900
	100%	4%	22%	24%	19%	8%	8%	4%	10%	50%
Organising or finding events offline	1783	51	98	160	285	210	313	310	353	309
	100%	3%	5%	9%	16%	12%	18%	17%	20%	17%

European Youth Survey - All markets

Q11_1. How regularly do you use social media for the following? - Talking to classmates about course-related issues

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	65	10	1	7	12	8	10	3	1	4	9	38	27	48	16
	4%	6%	*	6%	7%	6%	6%	2%	*	2%	5%	4%	3%	4%	3%
Several times per day	225	26	20	23	29	20	15	26	25	13	27	103	122	163	62
	13%	15%	10%	19%	18%	16%	9%	15%	8%	7%	15%	12%	13%	14%	10%
Daily	306	34	16	14	36	20	53	30	57	26	19	144	162	228	78
	17%	19%	8%	11%	23%	15%	33%	18%	18%	15%	10%	17%	17%	19%	13%
A few times per week	423	38	40	25	39	27	37	42	75	58	41	196	226	280	143
	24%	22%	20%	21%	24%	21%	23%	25%	24%	33%	23%	23%	24%	24%	23%
Weekly	209	15	31	8	14	12	8	30	49	21	22	93	116	135	74
	12%	8%	15%	7%	9%	9%	5%	18%	16%	12%	12%	11%	12%	12%	12%
A few times per month	188	20	24	14	10	14	16	19	31	24	17	86	102	115	74
	11%	11%	12%	12%	7%	11%	10%	11%	10%	14%	9%	10%	11%	10%	12%
Monthly or less often	145	8	21	12	9	9	8	12	34	12	19	68	77	74	71
	8%	5%	11%	10%	6%	7%	5%	7%	11%	7%	11%	8%	8%	6%	12%
Never	220	24	44	17	11	20	14	8	36	18	28	114	106	129	91
	12%	14%	22%	14%	7%	15%	9%	5%	12%	10%	15%	13%	11%	11%	15%
NETS															
Net: Frequently	595	71	37	44	77	49	78	59	83	43	55	285	310	439	156
	33%	40%	19%	36%	48%	37%	49%	35%	27%	24%	30%	34%	33%	37%	26%

European Youth Survey - All markets

Q11_1. How regularly do you use social media for the following? - Talking to classmates about course-related issues

Base: All students

	EDUCATION					WORK STATUS			
	Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	65	35	7	18	3	-	65	-	-
	4%	3%	3%	4%	6%	-	4%	-	-
Several times per day	225	130	19	61	12	-	225	-	-
	13%	12%	9%	14%	22%	-	13%	-	-
Daily	306	195	33	71	2	-	306	-	-
	17%	18%	16%	16%	4%	-	17%	-	-
A few times per week	423	234	47	118	12	-	423	-	-
	24%	22%	23%	27%	23%	-	24%	-	-
Weekly	209	133	20	50	6	-	209	-	-
	12%	12%	10%	11%	12%	-	12%	-	-
A few times per month	188	110	23	47	6	-	188	-	-
	11%	10%	11%	11%	12%	-	11%	-	-
Monthly or less often	145	89	18	34	2	-	145	-	-
	8%	8%	9%	8%	3%	-	8%	-	-
Never	220	136	36	37	9	-	220	-	-
	12%	13%	18%	9%	17%	-	12%	-	-
NETS									
Net: Frequently	595	359	59	151	17	-	595	-	-
	33%	34%	29%	34%	33%	-	33%	-	-

European Youth Survey - All markets

Q11_2. How regularly do you use social media for the following? - Talking to classmates about non course-related issues

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	95	9	5	10	15	14	12	9	4	5	11	47	48	77	17
	5%	5%	3%	9%	9%	11%	7%	5%	1%	3%	6%	6%	5%	7%	3%
Several times per day	268	29	23	23	28	21	22	22	41	24	35	126	142	196	72
	15%	16%	12%	19%	17%	16%	14%	13%	13%	14%	19%	15%	15%	17%	12%
Daily	322	39	20	13	33	25	41	20	70	38	23	154	167	226	96
	18%	22%	10%	11%	20%	19%	25%	12%	23%	22%	13%	18%	18%	19%	16%
A few times per week	378	30	51	29	35	26	33	38	67	41	29	178	200	240	139
	21%	17%	25%	24%	22%	20%	21%	23%	22%	23%	16%	21%	21%	20%	23%
Weekly	192	24	20	10	16	8	12	25	31	20	26	86	106	117	74
	11%	14%	10%	9%	10%	6%	7%	14%	10%	11%	14%	10%	11%	10%	12%
A few times per month	154	6	16	10	9	9	20	26	31	17	11	68	87	105	49
	9%	3%	8%	8%	6%	7%	12%	15%	10%	10%	6%	8%	9%	9%	8%
Monthly or less often	139	10	24	9	8	6	9	18	26	11	18	67	72	74	65
	8%	6%	12%	7%	5%	5%	5%	10%	9%	7%	10%	8%	8%	6%	11%
Never	233	29	39	16	17	22	13	12	37	19	29	115	118	137	96
	13%	17%	20%	13%	10%	16%	8%	7%	12%	11%	16%	14%	13%	12%	16%
NETS															
Net: Frequently	685	76	48	46	76	60	74	51	116	67	69	328	357	499	186
	38%	43%	24%	38%	47%	46%	46%	30%	38%	38%	38%	39%	38%	43%	30%

European Youth Survey - All markets

Q11_2. How regularly do you use social media for the following? - Talking to classmates about non course-related issues

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	95	46	9	28	8	-	95	-	-
	5%	4%	5%	6%	15%	-	5%	-	-
Several times per day	268	180	28	53	4	-	268	-	-
	15%	17%	14%	12%	9%	-	15%	-	-
Daily	322	196	25	88	5	-	322	-	-
	18%	18%	12%	20%	10%	-	18%	-	-
A few times per week	378	212	46	106	9	-	378	-	-
	21%	20%	23%	24%	17%	-	21%	-	-
Weekly	192	103	28	49	9	-	192	-	-
	11%	10%	14%	11%	18%	-	11%	-	-
A few times per month	154	92	16	42	5	-	154	-	-
	9%	9%	8%	10%	9%	-	9%	-	-
Monthly or less often	139	87	15	29	3	-	139	-	-
	8%	8%	8%	7%	6%	-	8%	-	-
Never	233	144	37	42	8	-	233	-	-
	13%	14%	18%	10%	15%	-	13%	-	-
NETS									
Net: Frequently	685	422	61	168	18	-	685	-	-
	38%	40%	30%	38%	34%	-	38%	-	-

European Youth Survey - All markets

Q11_3. How regularly do you use social media for the following? - Talking to friends and family

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	140	8	9	14	21	14	17	13	15	13	15	62	77	115	24
	8%	5%	4%	11%	13%	11%	10%	8%	5%	8%	9%	7%	8%	10%	4%
Several times per day	414	39	53	25	37	28	45	53	61	34	40	181	233	280	134
	23%	22%	27%	21%	23%	21%	28%	31%	20%	19%	22%	22%	25%	24%	22%
Daily	370	37	26	13	42	40	39	23	78	35	37	183	186	253	116
	21%	21%	13%	11%	26%	30%	24%	14%	25%	20%	20%	22%	20%	22%	19%
A few times per week	337	38	40	17	29	18	32	33	61	33	34	157	179	212	125
	19%	21%	20%	14%	18%	14%	20%	20%	20%	19%	19%	19%	19%	18%	20%
Weekly	159	12	20	18	7	9	7	18	27	22	19	71	88	92	67
	9%	7%	10%	15%	4%	7%	5%	11%	9%	13%	10%	8%	9%	8%	11%
A few times per month	130	8	17	8	7	8	12	12	26	16	15	60	70	80	50
	7%	4%	9%	7%	5%	6%	7%	7%	8%	9%	9%	7%	7%	7%	8%
Monthly or less often	101	12	14	10	9	5	3	10	14	12	10	46	55	60	41
	6%	7%	7%	9%	6%	4%	2%	6%	5%	7%	6%	5%	6%	5%	7%
Never	131	21	20	15	9	10	5	6	25	10	11	80	51	79	52
	7%	12%	10%	12%	6%	7%	3%	4%	8%	5%	6%	10%	5%	7%	9%
NETS															
Net: Frequently	923	85	88	52	100	81	101	89	154	82	92	427	496	649	274
	52%	48%	44%	43%	62%	62%	63%	53%	50%	47%	51%	51%	53%	55%	45%

European Youth Survey - All markets

Q11_3. How regularly do you use social media for the following? - Talking to friends and family

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	140	83	16	33	5	-	140	-	-
	8%	8%	8%	7%	10%	-	8%	-	-
Several times per day	414	256	39	97	12	-	414	-	-
	23%	24%	19%	22%	22%	-	23%	-	-
Daily	370	216	46	97	5	-	370	-	-
	21%	20%	23%	22%	10%	-	21%	-	-
A few times per week	337	190	39	92	12	-	337	-	-
	19%	18%	19%	21%	23%	-	19%	-	-
Weekly	159	85	17	48	7	-	159	-	-
	9%	8%	8%	11%	13%	-	9%	-	-
A few times per month	130	84	19	25	3	-	130	-	-
	7%	8%	9%	6%	5%	-	7%	-	-
Monthly or less often	101	62	11	21	4	-	101	-	-
	6%	6%	6%	5%	7%	-	6%	-	-
Never	131	85	17	24	5	-	131	-	-
	7%	8%	8%	5%	10%	-	7%	-	-
NETS									
Net: Frequently	923	555	100	227	22	-	923	-	-
	52%	52%	50%	52%	42%	-	52%	-	-

European Youth Survey - All markets

Q11_4. How regularly do you use social media for the following? - Sharing photographs and video

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	49	2	2	8	10	7	6	4	2	2	5	31	18	38	11
	3%	1%	1%	7%	6%	5%	4%	2%	1%	1%	3%	4%	2%	3%	2%
Several times per day	136	20	14	15	28	10	13	12	6	5	12	67	68	94	41
	8%	12%	7%	12%	18%	7%	8%	7%	2%	3%	7%	8%	7%	8%	7%
Daily	177	22	15	10	30	15	25	11	21	15	14	87	90	132	46
	10%	13%	7%	8%	18%	12%	15%	6%	7%	9%	8%	10%	10%	11%	7%
A few times per week	289	47	22	18	26	33	27	27	39	24	26	132	157	189	100
	16%	27%	11%	15%	16%	25%	16%	16%	13%	14%	14%	16%	17%	16%	16%
Weekly	190	29	16	13	20	9	11	25	27	16	25	90	101	131	60
	11%	16%	8%	11%	12%	7%	7%	15%	9%	9%	14%	11%	11%	11%	10%
A few times per month	333	19	37	23	23	26	46	22	58	46	35	150	184	223	111
	19%	11%	19%	19%	14%	20%	29%	13%	19%	26%	19%	18%	20%	19%	18%
Monthly or less often	366	13	56	12	12	13	22	56	103	40	39	145	220	219	147
	21%	8%	28%	10%	7%	10%	14%	33%	33%	23%	21%	17%	23%	19%	24%
Never	240	24	37	21	13	18	11	13	52	25	25	140	100	146	94
	13%	14%	18%	18%	8%	14%	7%	8%	17%	15%	14%	17%	11%	12%	15%
NETS															
Net: Frequently	362	44	30	33	68	32	44	27	29	23	31	185	177	264	98
	20%	25%	15%	27%	42%	24%	28%	16%	10%	13%	17%	22%	19%	23%	16%

European Youth Survey - All markets

Q11_4. How regularly do you use social media for the following? - Sharing photographs and video

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	49	26	6	8	7	-	49	-	-
	3%	2%	3%	2%	13%	-	3%	-	-
Several times per day	136	72	20	39	5	-	136	-	-
	8%	7%	10%	9%	10%	-	8%	-	-
Daily	177	94	25	48	5	-	177	-	-
	10%	9%	12%	11%	10%	-	10%	-	-
A few times per week	289	164	33	84	5	-	289	-	-
	16%	15%	16%	19%	10%	-	16%	-	-
Weekly	190	119	23	37	4	-	190	-	-
	11%	11%	12%	9%	7%	-	11%	-	-
A few times per month	333	198	37	84	12	-	333	-	-
	19%	19%	18%	19%	23%	-	19%	-	-
Monthly or less often	366	238	32	85	6	-	366	-	-
	21%	22%	16%	20%	12%	-	21%	-	-
Never	240	151	28	51	8	-	240	-	-
	13%	14%	14%	12%	15%	-	13%	-	-
NETS									
Net: Frequently	362	191	51	95	17	-	362	-	-
	20%	18%	25%	22%	33%	-	20%	-	-

European Youth Survey - All markets

Q11_5. How regularly do you use social media for the following? - Sharing original opinions or writing

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	52	4	4	9	11	10	4	2	4	-	4	32	20	38	14
	3%	2%	2%	7%	7%	8%	2%	1%	1%	-	2%	4%	2%	3%	2%
Several times per day	120	18	2	18	25	11	12	13	6	3	13	64	55	86	33
	7%	10%	1%	14%	16%	8%	7%	8%	2%	2%	7%	8%	6%	7%	5%
Daily	184	31	25	12	22	19	24	12	20	9	10	100	85	132	52
	10%	18%	12%	10%	14%	14%	15%	7%	7%	5%	6%	12%	9%	11%	9%
A few times per week	244	32	26	20	32	16	30	20	22	20	25	124	120	163	80
	14%	18%	13%	16%	20%	12%	19%	12%	7%	12%	14%	15%	13%	14%	13%
Weekly	177	28	20	10	20	13	13	19	28	9	16	82	95	119	58
	10%	16%	10%	8%	12%	10%	8%	11%	9%	5%	9%	10%	10%	10%	9%
A few times per month	240	16	20	13	26	16	27	24	41	36	21	107	133	148	91
	13%	9%	10%	11%	16%	12%	17%	14%	13%	20%	12%	13%	14%	13%	15%
Monthly or less often	331	13	41	9	8	12	33	49	91	42	33	139	192	207	124
	19%	7%	20%	8%	5%	9%	21%	29%	30%	24%	18%	16%	20%	18%	20%
Never	434	35	60	30	16	34	19	30	94	56	60	194	240	277	156
	24%	20%	30%	25%	10%	26%	12%	18%	31%	32%	33%	23%	26%	24%	26%
NETS															
Net: Frequently	356	53	30	38	58	40	39	27	31	12	27	196	159	257	99
	20%	30%	15%	32%	36%	30%	24%	16%	10%	7%	15%	23%	17%	22%	16%

European Youth Survey - All markets

Q11_5. How regularly do you use social media for the following? - Sharing original opinions or writing

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	52	24	4	16	5	-	52	-	-
	3%	2%	2%	4%	9%	-	3%	-	-
Several times per day	120	60	18	34	4	-	120	-	-
	7%	6%	9%	8%	8%	-	7%	-	-
Daily	184	102	22	51	9	-	184	-	-
	10%	10%	11%	12%	17%	-	10%	-	-
A few times per week	244	147	23	63	7	-	244	-	-
	14%	14%	11%	14%	13%	-	14%	-	-
Weekly	177	108	17	44	7	-	177	-	-
	10%	10%	8%	10%	13%	-	10%	-	-
A few times per month	240	129	37	66	3	-	240	-	-
	13%	12%	18%	15%	6%	-	13%	-	-
Monthly or less often	331	219	31	69	6	-	331	-	-
	19%	21%	15%	16%	11%	-	19%	-	-
Never	434	271	49	94	12	-	434	-	-
	24%	26%	24%	22%	23%	-	24%	-	-
NETS									
Net: Frequently	356	187	45	101	18	-	356	-	-
	20%	18%	22%	23%	34%	-	20%	-	-

European Youth Survey - All markets

Q11_6. How regularly do you use social media for the following? - Reading news and opinions relevant to your studies

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	61	3	4	12	13	4	13	4	1	-	7	35	26	46	14
	3%	1%	2%	10%	8%	3%	8%	2%	*	-	4%	4%	3%	4%	2%
Several times per day	188	30	12	13	26	15	20	25	21	8	18	91	98	117	72
	11%	17%	6%	11%	16%	11%	13%	15%	7%	4%	10%	11%	10%	10%	12%
Daily	332	46	26	21	33	29	43	27	44	28	34	157	175	236	95
	19%	26%	13%	18%	20%	22%	27%	16%	14%	16%	19%	19%	19%	20%	16%
A few times per week	355	38	36	20	32	20	40	34	69	37	30	156	199	230	125
	20%	22%	18%	17%	20%	15%	25%	20%	22%	21%	16%	19%	21%	20%	21%
Weekly	200	19	28	12	18	13	11	23	40	17	20	96	104	135	65
	11%	11%	14%	10%	11%	10%	7%	14%	13%	10%	11%	11%	11%	12%	11%
A few times per month	217	15	17	11	19	16	17	22	46	33	22	106	112	135	83
	12%	8%	8%	9%	12%	12%	10%	13%	15%	19%	12%	13%	12%	11%	14%
Monthly or less often	164	6	25	6	8	10	3	21	42	22	22	73	91	106	58
	9%	3%	12%	5%	5%	8%	2%	12%	14%	12%	12%	9%	10%	9%	10%
Never	263	20	51	25	12	24	14	14	45	30	29	128	136	167	96
	15%	11%	25%	21%	7%	19%	8%	8%	15%	17%	16%	15%	14%	14%	16%
NETS															
Net: Frequently	581	79	42	46	71	48	77	56	66	36	60	282	298	399	182
	33%	45%	21%	38%	44%	37%	48%	33%	22%	20%	33%	34%	32%	34%	30%

European Youth Survey - All markets

Q11_6. How regularly do you use social media for the following? - Reading news and opinions relevant to your studies

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	61	27	6	22	2	-	61	-	-
	3%	2%	3%	5%	3%	-	3%	-	-
Several times per day	188	101	18	56	9	-	188	-	-
	11%	9%	9%	13%	17%	-	11%	-	-
Daily	332	201	37	86	5	-	332	-	-
	19%	19%	18%	20%	10%	-	19%	-	-
A few times per week	355	208	38	91	9	-	355	-	-
	20%	20%	19%	21%	17%	-	20%	-	-
Weekly	200	131	14	46	9	-	200	-	-
	11%	12%	7%	11%	16%	-	11%	-	-
A few times per month	217	119	29	56	9	-	217	-	-
	12%	11%	14%	13%	18%	-	12%	-	-
Monthly or less often	164	98	27	34	3	-	164	-	-
	9%	9%	14%	8%	6%	-	9%	-	-
Never	263	176	34	45	6	-	263	-	-
	15%	17%	17%	10%	12%	-	15%	-	-
NETS									
Net: Frequently	581	328	61	165	15	-	581	-	-
	33%	31%	30%	38%	30%	-	33%	-	-

European Youth Survey - All markets

Q11_7. How regularly do you use social media for the following? - Reading news and opinions not relevant to your studies

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	77	7	3	14	12	8	6	7	6	7	9	35	42	56	21
	4%	4%	1%	11%	7%	6%	4%	4%	2%	4%	5%	4%	4%	5%	3%
Several times per day	386	50	47	21	39	26	35	53	51	29	35	184	202	255	132
	22%	28%	24%	17%	24%	20%	22%	31%	17%	16%	19%	22%	21%	22%	22%
Daily	437	34	35	17	43	34	51	29	105	51	40	198	239	285	152
	24%	19%	17%	14%	27%	26%	31%	17%	34%	29%	22%	24%	25%	24%	25%
A few times per week	333	38	43	23	26	21	33	33	58	25	32	151	182	216	117
	19%	21%	21%	19%	16%	16%	20%	20%	19%	15%	18%	18%	19%	18%	19%
Weekly	148	21	9	13	13	13	6	17	22	18	18	70	78	100	48
	8%	12%	4%	10%	8%	10%	4%	10%	7%	10%	10%	8%	8%	9%	8%
A few times per month	135	12	17	9	9	5	18	9	22	16	17	56	79	88	47
	8%	7%	9%	8%	6%	4%	11%	5%	7%	9%	9%	7%	8%	8%	8%
Monthly or less often	80	5	14	2	6	5	5	7	11	14	11	37	42	52	27
	4%	3%	7%	2%	4%	4%	3%	4%	3%	8%	6%	4%	5%	4%	4%
Never	184	10	30	22	13	18	8	14	33	15	21	109	75	119	65
	10%	6%	15%	18%	8%	14%	5%	8%	11%	8%	12%	13%	8%	10%	11%
NETS															
Net: Frequently	900	91	85	51	94	67	92	89	162	87	83	418	483	596	305
	50%	51%	42%	43%	58%	52%	57%	53%	53%	50%	46%	50%	51%	51%	50%

European Youth Survey - All markets

Q11_7. How regularly do you use social media for the following? - Reading news and opinions not relevant to your studies

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	77	46	5	21	4	-	77	-	-
	4%	4%	3%	5%	7%	-	4%	-	-
Several times per day	386	226	35	98	17	-	386	-	-
	22%	21%	17%	23%	33%	-	22%	-	-
Daily	437	257	52	116	8	-	437	-	-
	24%	24%	25%	26%	16%	-	24%	-	-
A few times per week	333	209	27	86	7	-	333	-	-
	19%	20%	13%	20%	13%	-	19%	-	-
Weekly	148	85	14	40	5	-	148	-	-
	8%	8%	7%	9%	9%	-	8%	-	-
A few times per month	135	72	22	34	6	-	135	-	-
	8%	7%	11%	8%	11%	-	8%	-	-
Monthly or less often	80	48	14	17	1	-	80	-	-
	4%	4%	7%	4%	3%	-	4%	-	-
Never	184	118	33	26	5	-	184	-	-
	10%	11%	16%	6%	9%	-	10%	-	-
NETS									
Net: Frequently	900	529	92	235	29	-	900	-	-
	50%	50%	45%	54%	56%	-	50%	-	-

European Youth Survey - All markets

Q11_8. How regularly do you use social media for the following? - Organising or finding events offline

Base: All students

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total	1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	51	6	5	13	9	6	5	-	2	1	5	32	19	41	10
	3%	3%	2%	11%	5%	5%	3%	-	1%	1%	2%	4%	2%	3%	2%
Several times per day	98	13	5	10	9	13	16	9	8	3	12	53	44	62	36
	5%	7%	2%	8%	6%	10%	10%	5%	3%	2%	7%	6%	5%	5%	6%
Daily	160	26	12	9	19	12	19	10	29	10	14	73	87	110	50
	9%	15%	6%	8%	12%	9%	12%	6%	9%	5%	8%	9%	9%	9%	8%
A few times per week	285	36	20	18	29	25	46	18	41	26	25	144	141	193	92
	16%	20%	10%	15%	18%	19%	29%	11%	13%	15%	14%	17%	15%	16%	15%
Weekly	210	26	26	6	18	12	8	26	42	22	24	100	110	146	64
	12%	15%	13%	5%	11%	9%	5%	15%	14%	13%	13%	12%	12%	12%	10%
A few times per month	313	25	34	16	33	21	31	27	63	47	18	130	183	216	97
	18%	14%	17%	13%	20%	16%	19%	16%	20%	27%	10%	15%	19%	18%	16%
Monthly or less often	310	18	44	7	24	16	21	54	62	34	30	138	172	183	127
	17%	10%	22%	6%	15%	12%	13%	32%	20%	19%	17%	16%	18%	16%	21%
Never	353	26	53	40	20	26	15	27	60	32	53	170	183	220	132
	20%	15%	27%	33%	12%	20%	10%	16%	20%	18%	29%	20%	19%	19%	22%
NETS															
Net: Frequently	309	45	21	32	38	31	40	18	39	14	31	159	150	213	96
	17%	26%	11%	27%	23%	24%	25%	11%	13%	8%	17%	19%	16%	18%	16%

European Youth Survey - All markets

Q11_8. How regularly do you use social media for the following? - Organising or finding events offline

Base: All students

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Once an hour or more	51	25	4	14	7	-	51	-	-
	3%	2%	2%	3%	14%	-	3%	-	-
Several times per day	98	53	10	29	3	-	98	-	-
	5%	5%	5%	7%	6%	-	5%	-	-
Daily	160	90	18	47	4	-	160	-	-
	9%	8%	9%	11%	8%	-	9%	-	-
A few times per week	285	155	33	87	6	-	285	-	-
	16%	15%	16%	20%	12%	-	16%	-	-
Weekly	210	123	25	55	5	-	210	-	-
	12%	12%	12%	13%	10%	-	12%	-	-
A few times per month	313	201	26	71	10	-	313	-	-
	18%	19%	13%	16%	20%	-	18%	-	-
Monthly or less often	310	191	37	68	7	-	310	-	-
	17%	18%	18%	15%	13%	-	17%	-	-
Never	353	223	49	67	9	-	353	-	-
	20%	21%	24%	15%	17%	-	20%	-	-
NETS									
Net: Frequently	309	168	32	89	14	-	309	-	-
	17%	16%	16%	20%	27%	-	17%	-	-

European Youth Survey - All markets

Q12_SUM. Which social networks do you use to do the following? - SUMMARY TABLE

Base: All who have used relevant social media platform

	Total	Facebook	LinkedIn	Twitter	YouTube	Pinterest	Tumblr, WordPress or other blog	Instagram	Google+	Other
Talking to classmates about course-related issues	1560 100%	1287 82%	31 2%	130 8%	106 7%	35 2%	47 3%	68 4%	84 5%	67 4%
Talking to classmates about non course-related issues	1548 100%	1284 83%	28 2%	155 10%	92 6%	35 2%	60 4%	84 5%	65 4%	89 6%
Talking to friends and family	1650 100%	1393 84%	32 2%	154 9%	96 6%	27 2%	43 3%	128 8%	80 5%	105 6%
Sharing photographs and video	1541 100%	1171 76%	34 2%	202 13%	339 22%	90 6%	115 7%	516 33%	79 5%	111 7%
Sharing original opinions or writing	1347 100%	1009 75%	34 3%	291 22%	170 13%	49 4%	167 12%	142 11%	103 8%	69 5%
Reading news and opinions relevant to your studies	1517 100%	1117 74%	75 5%	218 14%	269 18%	55 4%	157 10%	58 4%	163 11%	45 3%
Reading news and opinions not relevant to your studies	1596 100%	1230 77%	64 4%	311 19%	332 21%	82 5%	202 13%	148 9%	145 9%	73 5%
Organising or finding events offline	1428 100%	1151 81%	42 3%	167 12%	187 13%	33 2%	63 4%	94 7%	97 7%	48 3%

European Youth Survey - All markets

Q12_1. Which social networks do you use to do the following? - Talking to classmates about course-related issues

Base: All who have used at least one social media platform for talking to classmates about course-related issues

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1416	134	134	97	139	87	114	149	259	146	157	666	750	812	604
Weighted Total	1560	152	154	103	149	111	147	161	272	157	154	728	833	1043	518
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1287	112	113	75	108	96	130	138	255	145	116	560	727	854	433
	82%	74%	73%	73%	72%	87%	88%	86%	94%	92%	76%	77%	87%	82%	84%
Twitter	130	17	9	21	32	17	3	7	5	6	14	87	43	96	34
	8%	11%	6%	21%	21%	15%	2%	5%	2%	4%	9%	12%	5%	9%	7%
YouTube	106	16	17	14	10	9	10	8	5	4	14	62	44	78	27
	7%	10%	11%	13%	6%	8%	7%	5%	2%	3%	9%	9%	5%	8%	5%
Google+	84	6	4	12	12	6	8	10	13	9	5	45	40	59	25
	5%	4%	3%	12%	8%	6%	6%	6%	5%	6%	3%	6%	5%	6%	5%
Instagram	68	8	11	4	12	12	5	1	2	6	7	40	29	51	17
	4%	5%	7%	4%	8%	11%	3%	*	1%	4%	5%	5%	3%	5%	3%
Tumblr, WordPress or other blog	47	8	7	7	5	6	3	3	3	-	6	30	17	31	16
	3%	5%	5%	6%	3%	5%	2%	2%	1%	-	4%	4%	2%	3%	3%
Pinterest	35	3	6	7	3	4	6	1	1	1	3	24	11	26	9
	2%	2%	4%	6%	2%	4%	4%	1%	*	*	2%	3%	1%	3%	2%
LinkedIn	31	3	2	2	7	4	-	1	3	4	5	21	10	18	13
	2%	2%	1%	2%	5%	4%	-	1%	1%	3%	3%	3%	1%	2%	3%
Other	67	5	4	5	10	6	3	16	11	4	4	29	38	46	22
	4%	3%	3%	4%	7%	5%	2%	10%	4%	2%	2%	4%	5%	4%	4%

European Youth Survey - All markets

Q12_1. Which social networks do you use to do the following? - Talking to classmates about course-related issues

Base: All who have used at least one social media platform for talking to classmates about course-related issues

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1416	779	150	412	49	-	1416	-	-
Weighted Total	1560	925	166	399	44	-	1560	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1287	777	129	328	31	-	1287	-	-
	82%	84%	78%	82%	72%	-	82%	-	-
Twitter	130	70	15	38	6	-	130	-	-
	8%	8%	9%	10%	14%	-	8%	-	-
YouTube	106	47	16	33	4	-	106	-	-
	7%	5%	10%	8%	9%	-	7%	-	-
Google+	84	60	9	15	-	-	84	-	-
	5%	6%	5%	4%	-	-	5%	-	-
Instagram	68	35	11	18	3	-	68	-	-
	4%	4%	6%	5%	7%	-	4%	-	-
Tumblr, WordPress or other blog	47	16	11	15	3	-	47	-	-
	3%	2%	7%	4%	7%	-	3%	-	-
Pinterest	35	20	7	6	3	-	35	-	-
	2%	2%	4%	2%	7%	-	2%	-	-
LinkedIn	31	13	5	10	3	-	31	-	-
	2%	1%	3%	3%	7%	-	2%	-	-
Other	67	42	5	15	2	-	67	-	-
	4%	5%	3%	4%	5%	-	4%	-	-

European Youth Survey - All markets

Q12_2. Which social networks do you use to do the following? - Talking to classmates about non course-related issues

Base: All who have used at least one social media platform for talking to classmates about non course-related issues

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1402	129	137	96	135	86	115	145	259	145	155	663	739	804	598
Weighted Total	1548	147	159	104	144	109	148	158	271	156	153	727	821	1035	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1284	113	111	79	105	88	133	140	257	138	119	566	718	851	433
	83%	77%	70%	76%	73%	81%	90%	89%	95%	89%	78%	78%	87%	82%	84%
Twitter	155	12	12	19	44	23	7	10	5	13	10	103	52	117	38
	10%	8%	7%	18%	31%	21%	5%	6%	2%	8%	6%	14%	6%	11%	7%
YouTube	92	15	22	11	14	5	7	3	6	2	8	49	43	77	15
	6%	10%	14%	11%	10%	4%	5%	2%	2%	1%	5%	7%	5%	7%	3%
Instagram	84	3	7	7	16	9	3	3	15	15	6	32	53	62	22
	5%	2%	5%	7%	11%	8%	2%	2%	5%	9%	4%	4%	6%	6%	4%
Google+	65	7	4	12	8	7	6	9	3	2	7	46	19	45	21
	4%	5%	3%	11%	5%	7%	4%	6%	1%	1%	5%	6%	2%	4%	4%
Tumblr, WordPress or other blog	60	8	7	9	6	8	6	3	6	3	5	37	23	38	22
	4%	5%	5%	9%	4%	7%	4%	2%	2%	2%	3%	5%	3%	4%	4%
Pinterest	35	4	6	4	7	5	1	1	2	2	4	19	17	23	12
	2%	3%	3%	4%	5%	5%	1%	1%	1%	1%	3%	3%	2%	2%	2%
LinkedIn	28	7	1	3	3	3	2	1	2	2	3	15	13	14	14
	2%	5%	1%	3%	2%	3%	1%	1%	1%	1%	2%	2%	2%	1%	3%
Other	89	4	4	5	6	7	7	18	24	7	7	31	59	64	25
	6%	3%	3%	5%	4%	6%	5%	12%	9%	4%	5%	4%	7%	6%	5%

European Youth Survey - All markets

Q12_2. Which social networks do you use to do the following? - Talking to classmates about non course-related issues

Base: All who have used at least one social media platform for talking to classmates about non course-related issues

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1402	769	150	407	50	-	1402	-	-
Weighted Total	1548	916	166	394	44	-	1548	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1284	782	128	317	34	-	1284	-	-
	83%	85%	77%	80%	76%	-	83%	-	-
Twitter	155	87	21	39	7	-	155	-	-
	10%	10%	13%	10%	15%	-	10%	-	-
YouTube	92	43	17	28	3	-	92	-	-
	6%	5%	10%	7%	6%	-	6%	-	-
Instagram	84	44	12	19	9	-	84	-	-
	5%	5%	7%	5%	19%	-	5%	-	-
Google+	65	41	6	12	2	-	65	-	-
	4%	4%	3%	3%	5%	-	4%	-	-
Tumblr, WordPress or other blog	60	32	9	13	4	-	60	-	-
	4%	3%	5%	3%	9%	-	4%	-	-
Pinterest	35	15	7	11	2	-	35	-	-
	2%	2%	4%	3%	3%	-	2%	-	-
LinkedIn	28	10	4	14	-	-	28	-	-
	2%	1%	2%	4%	-	-	2%	-	-
Other	89	58	5	20	1	-	89	-	-
	6%	6%	3%	5%	3%	-	6%	-	-

European Youth Survey - All markets

Q12_3. Which social networks do you use to do the following? - Talking to friends and family

Base: All who have used at least one social media platform for talking to friends and family

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1495	136	154	97	142	96	120	151	271	154	174	695	800	847	648
Weighted Total	1650	155	178	105	152	121	156	164	283	165	171	761	888	1093	557
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1393	118	127	79	117	108	139	147	266	151	140	606	787	912	481
	84%	76%	72%	75%	77%	89%	89%	90%	94%	91%	82%	80%	89%	83%	86%
Twitter	154	16	12	20	41	24	3	10	6	8	15	87	67	104	50
	9%	10%	7%	19%	27%	20%	2%	6%	2%	5%	9%	11%	8%	10%	9%
Instagram	128	13	7	8	15	20	4	6	21	22	11	65	63	95	32
	8%	9%	4%	7%	10%	17%	3%	4%	7%	13%	7%	9%	7%	9%	6%
YouTube	96	14	24	11	10	11	8	1	5	4	9	63	33	73	23
	6%	9%	13%	11%	6%	9%	5%	*	2%	3%	5%	8%	4%	7%	4%
Google+	80	12	7	11	10	9	8	10	4	3	6	45	34	61	19
	5%	8%	4%	11%	7%	7%	5%	6%	1%	2%	3%	6%	4%	6%	3%
Tumblr, WordPress or other blog	43	7	7	4	4	4	1	5	6	2	3	19	24	23	20
	3%	4%	4%	3%	3%	3%	1%	3%	2%	1%	2%	3%	3%	2%	4%
LinkedIn	32	7	3	8	5	3	1	1	1	-	3	21	11	17	16
	2%	4%	2%	7%	4%	3%	1%	1%	*	-	2%	3%	1%	2%	3%
Pinterest	27	3	3	4	7	4	2	-	-	1	2	15	12	17	10
	2%	2%	2%	4%	5%	3%	2%	-	-	1%	1%	2%	1%	2%	2%
Other	105	3	6	4	10	10	4	17	27	13	10	34	71	68	37
	6%	2%	4%	4%	7%	8%	2%	10%	10%	8%	6%	4%	8%	6%	7%

European Youth Survey - All markets

Q12_3. Which social networks do you use to do the following? - Talking to friends and family

Base: All who have used at least one social media platform for talking to friends and family

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1495	822	167	426	53	-	1495	-	-
Weighted Total	1650	975	186	413	47	-	1650	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1393	839	150	345	37	-	1393	-	-
	84%	86%	81%	83%	79%	-	84%	-	-
Twitter	154	85	22	37	8	-	154	-	-
	9%	9%	12%	9%	16%	-	9%	-	-
Instagram	128	68	20	28	9	-	128	-	-
	8%	7%	11%	7%	18%	-	8%	-	-
YouTube	96	48	17	26	3	-	96	-	-
	6%	5%	9%	6%	7%	-	6%	-	-
Google+	80	45	6	21	4	-	80	-	-
	5%	5%	3%	5%	9%	-	5%	-	-
Tumblr, WordPress or other blog	43	21	11	11	-	-	43	-	-
	3%	2%	6%	3%	-	-	3%	-	-
LinkedIn	32	16	4	6	6	-	32	-	-
	2%	2%	2%	2%	12%	-	2%	-	-
Pinterest	27	9	4	14	1	-	27	-	-
	2%	1%	2%	3%	2%	-	2%	-	-
Other	105	69	9	18	2	-	105	-	-
	6%	7%	5%	4%	4%	-	6%	-	-

European Youth Survey - All markets

Q12_4. Which social networks do you use to do the following? - Sharing photographs and video

Base: All who have used at least one social media platform for sharing photographs and video

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1396	134	139	91	139	90	115	144	244	140	160	642	754	793	603
Weighted Total	1541	152	161	99	148	113	150	156	256	149	156	701	839	1025	515
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1171	99	109	68	106	86	129	135	210	108	121	506	665	766	405
	76%	65%	68%	69%	72%	77%	86%	86%	82%	72%	77%	72%	79%	75%	79%
Instagram	516	30	37	24	55	50	12	51	106	92	58	184	331	374	141
	33%	19%	23%	24%	37%	44%	8%	33%	41%	62%	37%	26%	39%	37%	27%
YouTube	339	25	21	29	50	26	49	28	46	28	37	208	131	229	110
	22%	17%	13%	29%	34%	23%	32%	18%	18%	19%	23%	30%	16%	22%	21%
Twitter	202	18	8	20	49	27	5	23	13	21	18	108	94	146	56
	13%	12%	5%	21%	33%	24%	4%	15%	5%	14%	12%	15%	11%	14%	11%
Tumblr, WordPress or other blog	115	12	14	12	18	10	9	8	17	5	11	45	70	86	29
	7%	8%	9%	12%	12%	9%	6%	5%	7%	3%	7%	6%	8%	8%	6%
Pinterest	90	12	3	6	10	9	5	9	9	9	18	32	57	55	35
	6%	8%	2%	6%	7%	8%	3%	6%	3%	6%	11%	5%	7%	5%	7%
Google+	79	3	2	11	10	9	20	7	3	4	11	49	30	64	15
	5%	2%	1%	11%	6%	8%	13%	4%	1%	3%	7%	7%	4%	6%	3%
LinkedIn	34	3	1	5	4	5	5	1	2	1	6	22	12	22	12
	2%	2%	1%	5%	3%	5%	3%	*	1%	1%	4%	3%	1%	2%	2%
Other	111	5	6	6	9	11	6	17	31	12	7	40	71	74	37
	7%	3%	4%	6%	6%	10%	4%	11%	12%	8%	5%	6%	8%	7%	7%

European Youth Survey - All markets

Q12_4. Which social networks do you use to do the following? - Sharing photographs and video

Base: All who have used at least one social media platform for sharing photographs and video

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1396	765	159	397	51	-	1396	-	-
Weighted Total	1541	910	175	386	44	-	1541	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1171	701	127	292	34	-	1171	-	-
	76%	77%	72%	76%	76%	-	76%	-	-
Instagram	516	334	61	100	13	-	516	-	-
	33%	37%	35%	26%	29%	-	33%	-	-
YouTube	339	185	39	96	10	-	339	-	-
	22%	20%	22%	25%	21%	-	22%	-	-
Twitter	202	123	21	47	9	-	202	-	-
	13%	13%	12%	12%	21%	-	13%	-	-
Tumblr, WordPress or other blog	115	74	15	17	6	-	115	-	-
	7%	8%	9%	4%	13%	-	7%	-	-
Pinterest	90	48	11	26	5	-	90	-	-
	6%	5%	6%	7%	11%	-	6%	-	-
Google+	79	46	11	19	-	-	79	-	-
	5%	5%	6%	5%	-	-	5%	-	-
LinkedIn	34	11	8	14	1	-	34	-	-
	2%	1%	4%	4%	3%	-	2%	-	-
Other	111	72	11	21	3	-	111	-	-
	7%	8%	6%	6%	6%	-	7%	-	-

European Youth Survey - All markets

Q12_5. Which social networks do you use to do the following? - Sharing original opinions or writing

Base: All who have used at least one social media platform for sharing original opinions or writing

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1219	124	116	84	135	77	108	128	206	113	128	591	628	690	529
Weighted Total	1347	141	138	90	145	97	143	139	214	119	122	648	699	894	453
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1009	96	85	57	99	64	117	119	188	101	82	464	544	646	362
	75%	68%	62%	63%	68%	67%	82%	85%	88%	85%	68%	72%	78%	72%	80%
Twitter	291	31	15	28	73	29	9	31	23	25	27	154	137	211	80
	22%	22%	11%	31%	50%	30%	6%	23%	11%	21%	22%	24%	20%	24%	18%
YouTube	170	17	18	19	24	24	18	16	9	11	14	108	62	133	37
	13%	12%	13%	21%	16%	25%	12%	12%	4%	9%	11%	17%	9%	15%	8%
Tumblr, WordPress or other blog	167	16	21	9	23	16	19	13	26	10	14	65	102	109	58
	12%	11%	15%	10%	16%	16%	13%	10%	12%	8%	12%	10%	15%	12%	13%
Instagram	142	10	10	12	21	13	8	7	29	19	13	60	82	111	31
	11%	7%	7%	13%	15%	13%	6%	5%	13%	16%	11%	9%	12%	12%	7%
Google+	103	8	7	14	16	13	14	8	4	7	11	66	37	78	25
	8%	6%	5%	16%	11%	13%	10%	6%	2%	6%	9%	10%	5%	9%	6%
Pinterest	49	2	7	7	9	6	2	4	3	2	9	26	23	34	16
	4%	1%	5%	7%	6%	7%	1%	3%	1%	1%	7%	4%	3%	4%	3%
LinkedIn	34	1	5	3	5	5	3	2	3	1	6	26	8	19	15
	3%	1%	4%	3%	4%	5%	2%	2%	1%	1%	5%	4%	1%	2%	3%
Other	69	3	7	7	11	5	4	12	10	6	3	27	42	47	22
	5%	2%	5%	8%	7%	5%	3%	9%	5%	5%	2%	4%	6%	5%	5%

European Youth Survey - All markets

Q12_5. Which social networks do you use to do the following? - Sharing original opinions or writing

Base: All who have used at least one social media platform for sharing original opinions or writing

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1219	658	140	355	46	-	1219	-	-
Weighted Total	1347	790	153	343	41	-	1347	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1009	602	111	250	30	-	1009	-	-
	75%	76%	72%	73%	74%	-	75%	-	-
Twitter	291	161	34	81	11	-	291	-	-
	22%	20%	22%	24%	28%	-	22%	-	-
YouTube	170	90	25	49	2	-	170	-	-
	13%	11%	16%	14%	4%	-	13%	-	-
Tumblr, WordPress or other blog	167	100	21	36	6	-	167	-	-
	12%	13%	14%	11%	14%	-	12%	-	-
Instagram	142	87	17	34	3	-	142	-	-
	11%	11%	11%	10%	7%	-	11%	-	-
Google+	103	58	12	24	4	-	103	-	-
	8%	7%	8%	7%	9%	-	8%	-	-
Pinterest	49	24	8	15	3	-	49	-	-
	4%	3%	5%	4%	6%	-	4%	-	-
LinkedIn	34	12	6	13	2	-	34	-	-
	3%	2%	4%	4%	5%	-	3%	-	-
Other	69	43	6	13	2	-	69	-	-
	5%	6%	4%	4%	5%	-	5%	-	-

European Youth Survey - All markets

Q12_6. Which social networks do you use to do the following? - Reading news and opinions relevant to your studies

Base: All who have used at least one social media platform for reading news and opinions relevant to your studies

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1376	136	124	88	139	85	117	144	252	135	156	651	725	779	597
Weighted Total	1517	156	147	95	149	107	148	156	263	144	153	714	804	1005	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1117	115	97	54	93	76	125	116	224	106	112	507	610	722	395
	74%	74%	66%	57%	62%	71%	84%	75%	85%	73%	73%	71%	76%	72%	77%
YouTube	269	15	39	30	30	21	31	30	29	22	22	161	108	190	79
	18%	9%	27%	31%	20%	20%	21%	19%	11%	16%	14%	23%	13%	19%	15%
Twitter	218	19	11	20	55	29	10	16	24	15	18	133	85	149	69
	14%	12%	7%	21%	37%	27%	7%	10%	9%	11%	12%	19%	11%	15%	13%
Google+	163	3	13	15	19	15	23	21	16	18	20	70	93	122	41
	11%	2%	9%	16%	13%	14%	15%	14%	6%	13%	13%	10%	12%	12%	8%
Tumblr, WordPress or other blog	157	14	13	11	23	10	23	20	14	12	17	74	83	113	44
	10%	9%	9%	12%	15%	9%	16%	13%	6%	8%	11%	10%	10%	11%	9%
LinkedIn	75	8	5	5	10	8	6	5	12	7	9	40	35	39	36
	5%	5%	3%	5%	7%	8%	4%	3%	5%	5%	6%	6%	4%	4%	7%
Instagram	58	4	7	5	9	8	3	6	7	6	4	26	32	47	12
	4%	3%	5%	5%	6%	7%	2%	4%	3%	4%	3%	4%	4%	5%	2%
Pinterest	55	1	7	8	6	7	4	8	4	2	8	25	30	35	19
	4%	*	5%	8%	4%	6%	3%	5%	2%	1%	5%	4%	4%	4%	4%
Other	45	3	6	4	8	3	3	9	6	3	1	14	31	35	10
	3%	2%	4%	4%	5%	3%	2%	6%	2%	2%	1%	2%	4%	3%	2%

European Youth Survey - All markets

Q12_6. Which social networks do you use to do the following? - Reading news and opinions relevant to your studies

Base: All who have used at least one social media platform for reading news and opinions relevant to your studies

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1376	742	152	403	53	-	1376	-	-
Weighted Total	1517	884	169	391	46	-	1517	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1117	664	110	292	32	-	1117	-	-
	74%	75%	65%	75%	70%	-	74%	-	-
YouTube	269	148	35	69	11	-	269	-	-
	18%	17%	21%	18%	24%	-	18%	-	-
Twitter	218	111	30	66	9	-	218	-	-
	14%	13%	18%	17%	20%	-	14%	-	-
Google+	163	103	18	34	3	-	163	-	-
	11%	12%	11%	9%	6%	-	11%	-	-
Tumblr, WordPress or other blog	157	82	24	41	6	-	157	-	-
	10%	9%	14%	10%	12%	-	10%	-	-
LinkedIn	75	28	9	35	4	-	75	-	-
	5%	3%	5%	9%	8%	-	5%	-	-
Instagram	58	34	11	12	2	-	58	-	-
	4%	4%	7%	3%	3%	-	4%	-	-
Pinterest	55	23	9	18	5	-	55	-	-
	4%	3%	5%	5%	10%	-	4%	-	-
Other	45	27	4	10	1	-	45	-	-
	3%	3%	2%	3%	2%	-	3%	-	-

European Youth Survey - All markets

Q12_7. Which social networks do you use to do the following? - Reading news and opinions not relevant to your studies

Base: All who have used at least one social media platform for reading news and opinions not relevant to your studies

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1445	143	144	92	138	90	119	144	263	150	162	669	776	812	633
Weighted Total	1596	167	167	98	148	113	154	156	274	160	160	732	864	1053	544
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1230	115	114	65	98	84	133	134	244	129	115	520	710	798	432
	77%	69%	68%	66%	66%	75%	87%	86%	89%	80%	71%	71%	82%	76%	79%
YouTube	332	29	41	24	31	34	26	39	42	33	33	181	151	230	102
	21%	17%	25%	25%	21%	30%	17%	25%	15%	20%	21%	25%	17%	22%	19%
Twitter	311	29	17	26	66	36	13	37	33	22	32	172	139	216	94
	19%	17%	10%	26%	44%	32%	8%	24%	12%	14%	20%	23%	16%	21%	17%
Tumblr, WordPress or other blog	202	18	19	17	17	12	19	33	34	16	17	82	120	139	63
	13%	11%	11%	17%	12%	10%	12%	21%	12%	10%	11%	11%	14%	13%	12%
Instagram	148	11	12	8	18	8	6	12	36	28	9	54	95	110	38
	9%	7%	7%	8%	12%	7%	4%	7%	13%	18%	6%	7%	11%	10%	7%
Google+	145	14	13	12	18	18	24	12	12	9	13	75	70	110	36
	9%	8%	8%	13%	12%	16%	16%	7%	5%	6%	8%	10%	8%	10%	7%
Pinterest	82	5	7	6	8	9	3	12	12	9	13	30	52	56	26
	5%	3%	4%	6%	5%	8%	2%	8%	4%	6%	8%	4%	6%	5%	5%
LinkedIn	64	7	1	2	7	9	10	2	9	9	8	36	28	31	33
	4%	4%	1%	2%	5%	8%	6%	1%	3%	5%	5%	5%	3%	3%	6%
Other	73	4	9	6	8	7	1	20	10	6	2	34	40	56	17
	5%	2%	6%	6%	5%	7%	1%	13%	4%	3%	1%	5%	5%	5%	3%

European Youth Survey - All markets

Q12_7. Which social networks do you use to do the following? - Reading news and opinions not relevant to your studies

Base: All who have used at least one social media platform for reading news and opinions not relevant to your studies

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1445	788	153	425	54	-	1445	-	-
Weighted Total	1596	943	169	411	48	-	1596	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1230	745	121	310	34	-	1230	-	-
	77%	79%	71%	76%	71%	-	77%	-	-
YouTube	332	186	37	91	13	-	332	-	-
	21%	20%	22%	22%	27%	-	21%	-	-
Twitter	311	184	36	74	14	-	311	-	-
	19%	20%	21%	18%	28%	-	19%	-	-
Tumblr, WordPress or other blog	202	122	21	49	5	-	202	-	-
	13%	13%	12%	12%	10%	-	13%	-	-
Instagram	148	94	14	34	5	-	148	-	-
	9%	10%	8%	8%	11%	-	9%	-	-
Google+	145	89	14	34	4	-	145	-	-
	9%	9%	8%	8%	8%	-	9%	-	-
Pinterest	82	39	10	30	4	-	82	-	-
	5%	4%	6%	7%	8%	-	5%	-	-
LinkedIn	64	26	6	26	4	-	64	-	-
	4%	3%	4%	6%	9%	-	4%	-	-
Other	73	50	6	13	1	-	73	-	-
	5%	5%	3%	3%	1%	-	5%	-	-

European Youth Survey - All markets

Q12_8. Which social networks do you use to do the following? - Organising or finding events offline

Base: All who have used at least one social media platform for organising or finding events offline

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	1293	130	123	75	131	84	113	133	237	134	133	615	678	733	560
Weighted Total	1428	150	144	80	141	105	146	143	247	143	129	671	757	951	477
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1151	109	100	49	101	81	126	124	230	130	99	499	652	755	396
	81%	73%	69%	61%	71%	78%	86%	87%	93%	91%	77%	74%	86%	79%	83%
YouTube	187	23	21	30	20	20	21	9	13	10	20	118	69	142	45
	13%	16%	14%	37%	14%	19%	15%	6%	5%	7%	16%	18%	9%	15%	9%
Twitter	167	13	11	15	51	24	7	17	7	9	13	100	68	118	50
	12%	9%	8%	18%	36%	23%	5%	12%	3%	6%	10%	15%	9%	12%	10%
Google+	97	11	6	12	6	15	14	14	4	3	12	51	45	73	23
	7%	7%	4%	15%	4%	15%	10%	10%	2%	2%	9%	8%	6%	8%	5%
Instagram	94	9	5	7	16	9	4	8	11	14	12	50	45	70	24
	7%	6%	4%	9%	11%	9%	3%	6%	4%	10%	10%	7%	6%	7%	5%
Tumblr, WordPress or other blog	63	7	8	10	7	8	10	6	3	2	2	37	26	40	23
	4%	5%	6%	12%	5%	8%	7%	4%	1%	2%	1%	5%	3%	4%	5%
LinkedIn	42	3	3	5	8	8	3	3	3	1	5	27	15	17	25
	3%	2%	2%	6%	6%	8%	2%	2%	1%	*	4%	4%	2%	2%	5%
Pinterest	33	6	1	1	2	2	6	3	2	2	7	14	18	22	10
	2%	4%	*	1%	2%	2%	4%	2%	1%	2%	6%	2%	2%	2%	2%
Other	48	2	1	3	8	8	1	11	4	5	6	25	24	35	13
	3%	1%	1%	4%	5%	7%	1%	8%	2%	4%	4%	4%	3%	4%	3%

European Youth Survey - All markets

Q12_8. Which social networks do you use to do the following? - Organising or finding events offline

Base: All who have used at least one social media platform for organising or finding events offline

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	1293	697	140	385	49	-	1293	-	-
Weighted Total	1428	838	154	369	43	-	1428	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Facebook	1151	700	110	291	32	-	1151	-	-
	81%	84%	71%	79%	75%	-	81%	-	-
YouTube	187	90	26	62	5	-	187	-	-
	13%	11%	17%	17%	11%	-	13%	-	-
Twitter	167	90	21	49	5	-	167	-	-
	12%	11%	14%	13%	11%	-	12%	-	-
Google+	97	54	14	22	3	-	97	-	-
	7%	6%	9%	6%	7%	-	7%	-	-
Instagram	94	52	9	28	4	-	94	-	-
	7%	6%	6%	7%	10%	-	7%	-	-
Tumblr, WordPress or other blog	63	30	8	19	3	-	63	-	-
	4%	4%	5%	5%	8%	-	4%	-	-
LinkedIn	42	15	8	17	1	-	42	-	-
	3%	2%	5%	5%	3%	-	3%	-	-
Pinterest	33	14	5	12	1	-	33	-	-
	2%	2%	3%	3%	3%	-	2%	-	-
Other	48	33	4	9	1	-	48	-	-
	3%	4%	3%	2%	1%	-	3%	-	-

European Youth Survey - All markets

Q13_SUM. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? -

SUMMARY TABLE

Base: All students

	Total						NETS		
		Strongly disagree	Fairly disagree	Fairly agree	Strongly agree	Don't know	Disagree	Agree	Mean
Asking questions directly to professors outside class	1783 100%	396 22%	318 18%	518 29%	268 15%	283 16%	714 40%	786 44%	2.44
Obtaining additional material for the course or recorded lectures	1783 100%	300 17%	244 14%	594 33%	366 21%	279 16%	544 31%	960 54%	2.68
Obtaining greater guidance on course material	1783 100%	291 16%	274 15%	635 36%	302 17%	282 16%	565 32%	936 53%	2.63
Obtaining advice on extra-curricular learning	1783 100%	295 17%	310 17%	598 34%	286 16%	294 16%	605 34%	884 50%	2.59
Improving communication with educators in the classroom	1783 100%	398 22%	376 21%	491 28%	206 12%	313 18%	774 43%	696 39%	2.34
Building greater engagement with your educators	1783 100%	390 22%	393 22%	489 27%	198 11%	314 18%	782 44%	687 39%	2.34
Addressing logistical issues with the course more directly/ effectively	1783 100%	305 17%	298 17%	614 34%	259 15%	307 17%	603 34%	873 49%	2.56

European Youth Survey - All markets

Q13_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Asking questions directly to professors outside class

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	396 22%	18 10%	61 31%	23 19%	18 11%	30 23%	21 13%	29 17%	90 29%	71 41%	34 18%	166 20%	230 24%	226 19%	170 28%
Fairly disagree	(2)	318 18%	43 24%	40 20%	21 18%	26 16%	26 20%	35 22%	34 20%	46 15%	11 6%	35 20%	159 19%	159 17%	209 18%	110 18%
Fairly agree	(3)	518 29%	66 37%	46 23%	42 35%	59 37%	31 23%	44 27%	62 36%	77 25%	41 23%	52 29%	251 30%	267 28%	354 30%	164 27%
Strongly agree	(4)	268 15%	28 16%	22 11%	19 16%	39 24%	20 16%	36 23%	24 14%	34 11%	13 8%	31 17%	135 16%	132 14%	196 17%	72 12%
Don't know		283 16%	21 12%	30 15%	16 13%	19 12%	24 18%	26 16%	20 12%	60 20%	38 22%	29 16%	131 16%	152 16%	189 16%	94 15%
NETS																
Net: Disagree		714 40%	61 35%	101 51%	44 37%	44 28%	56 43%	56 35%	64 37%	136 44%	83 47%	69 38%	325 39%	390 41%	435 37%	279 46%
Net: Agree		786 44%	94 53%	68 34%	61 50%	98 61%	51 39%	80 50%	86 51%	111 36%	54 31%	84 46%	386 46%	400 42%	549 47%	236 39%
Mean score		2.44	2.67	2.17	2.54	2.83	2.39	2.70	2.54	2.22	1.97	2.53	2.50	2.38	2.53	2.27
Standard deviation		1.06	.91	1.06	1.03	.98	1.09	1.03	.99	1.09	1.10	1.05	1.05	1.08	1.05	1.07
Standard error		.03	.08	.09	.10	.08	.12	.10	.08	.07	.10	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Asking questions directly to professors outside class

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	396	231	47	102	9	-	396	-
		22%	22%	23%	23%	17%	-	22%	-
Fairly disagree	(2)	318	192	34	77	10	-	318	-
		18%	18%	17%	18%	19%	-	18%	-
Fairly agree	(3)	518	315	59	126	15	-	518	-
		29%	30%	29%	29%	28%	-	29%	-
Strongly agree	(4)	268	143	37	71	10	-	268	-
		15%	14%	18%	16%	19%	-	15%	-
Don't know		283	182	26	62	9	-	283	-
		16%	17%	13%	14%	17%	-	16%	-
NETS									
Net: Disagree		714	422	81	179	19	-	714	-
		40%	40%	40%	41%	36%	-	40%	-
Net: Agree		786	458	96	197	24	-	786	-
		44%	43%	47%	45%	47%	-	44%	-
Mean score		2.44	2.42	2.49	2.44	2.58	-	2.44	-
Standard deviation		1.06	1.05	1.10	1.08	1.06	-	1.06	-
Standard error		.03	.04	.09	.05	.15	-	.03	-

European Youth Survey - All markets

Q13_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining additional material for the course or recorded lectures

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	300 17%	15 8%	48 24%	25 20%	15 9%	22 17%	14 9%	14 8%	68 22%	64 37%	16 9%	132 16%	168 18%	165 14%	135 22%
Fairly disagree	(2)	244 14%	31 17%	30 15%	11 9%	20 12%	19 15%	19 12%	28 16%	44 14%	19 11%	23 13%	125 15%	119 13%	154 13%	90 15%
Fairly agree	(3)	594 33%	79 45%	63 32%	37 31%	65 41%	48 37%	52 32%	62 36%	85 28%	42 24%	60 33%	286 34%	308 33%	411 35%	183 30%
Strongly agree	(4)	366 21%	30 17%	24 12%	32 27%	43 27%	19 14%	51 32%	50 29%	49 16%	13 8%	54 30%	174 21%	192 20%	245 21%	121 20%
Don't know		279 16%	22 12%	34 17%	15 13%	18 11%	23 17%	25 15%	17 10%	62 20%	36 21%	28 15%	125 15%	154 16%	198 17%	81 13%
NETS																
Net: Disagree		544 31%	45 26%	78 39%	36 30%	35 22%	41 32%	33 20%	42 24%	112 36%	83 48%	39 22%	257 31%	287 31%	319 27%	225 37%
Net: Agree		960 54%	109 62%	87 44%	69 57%	108 67%	67 51%	104 64%	112 66%	134 44%	56 32%	115 63%	460 55%	500 53%	656 56%	304 50%
Mean score		2.68	2.81	2.38	2.73	2.95	2.59	3.03	2.96	2.47	2.03	3.00	2.70	2.67	2.75	2.55
Standard deviation		1.05	.86	1.06	1.13	.93	1.00	.97	.94	1.10	1.07	.96	1.03	1.07	1.01	1.10
Standard error		.03	.07	.09	.12	.08	.11	.09	.08	.07	.09	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining additional material for the course or recorded lectures

Base: All students

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1)	300	153	41	89	8	-	300	-	-
		17%	14%	20%	20%	15%	-	17%	-	-
Fairly disagree	(2)	244	145	31	59	8	-	244	-	-
		14%	14%	15%	13%	16%	-	14%	-	-
Fairly agree	(3)	594	364	63	141	22	-	594	-	-
		33%	34%	31%	32%	42%	-	33%	-	-
Strongly agree	(4)	366	210	43	98	8	-	366	-	-
		21%	20%	21%	22%	15%	-	21%	-	-
Don't know		279	190	26	52	6	-	279	-	-
		16%	18%	13%	12%	12%	-	16%	-	-
NETS										
Net: Disagree		544	298	71	147	16	-	544	-	-
		31%	28%	35%	34%	31%	-	31%	-	-
Net: Agree		960	574	106	238	30	-	960	-	-
		54%	54%	52%	54%	57%	-	54%	-	-
Mean score		2.68	2.72	2.61	2.64	2.63	-	2.68	-	-
Standard deviation		1.05	1.02	1.09	1.10	.96	-	1.05	-	-
Standard error		.03	.04	.09	.05	.13	-	.03	-	-

European Youth Survey - All markets

Q13_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining greater guidance on course material

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	291	11	42	20	18	22	16	16	68	58	20	123	168	164	128
		16%	6%	21%	17%	11%	17%	10%	9%	22%	33%	11%	15%	18%	14%	21%
Fairly disagree	(2)	274	35	32	19	25	25	22	15	53	18	29	145	129	177	97
		15%	20%	16%	16%	15%	19%	14%	9%	17%	10%	16%	17%	14%	15%	16%
Fairly agree	(3)	635	80	69	42	60	42	60	74	90	52	67	284	351	432	203
		36%	45%	34%	35%	37%	32%	37%	43%	29%	30%	37%	34%	37%	37%	33%
Strongly agree	(4)	302	27	29	18	39	18	36	46	36	14	39	151	151	204	98
		17%	15%	14%	15%	24%	14%	22%	27%	12%	8%	21%	18%	16%	17%	16%
Don't know		282	23	28	21	19	23	28	18	61	33	27	139	142	197	85
		16%	13%	14%	17%	12%	18%	17%	11%	20%	19%	15%	17%	15%	17%	14%
NETS																
Net: Disagree		565	46	74	39	42	48	38	31	121	76	49	267	297	340	224
		32%	26%	37%	33%	26%	36%	24%	18%	39%	44%	27%	32%	32%	29%	37%
Net: Agree		936	107	97	61	99	60	96	120	126	66	106	435	501	636	301
		53%	61%	49%	50%	62%	46%	59%	71%	41%	38%	58%	52%	53%	54%	49%
Mean score		2.63	2.80	2.49	2.58	2.85	2.51	2.86	2.99	2.38	2.15	2.81	2.66	2.61	2.69	2.52
Standard deviation		1.01	.82	1.04	1.01	.97	1.00	.95	.91	1.04	1.07	.96	1.00	1.02	.98	1.05
Standard error		.03	.07	.09	.11	.08	.11	.09	.08	.07	.09	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining greater guidance on course material

Base: All students

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1)	291	159	41	76	7	-	291	-	-
		16%	15%	20%	17%	14%	-	16%	-	-
Fairly disagree	(2)	274	155	27	82	8	-	274	-	-
		15%	15%	13%	19%	15%	-	15%	-	-
Fairly agree	(3)	635	392	60	152	21	-	635	-	-
		36%	37%	29%	35%	39%	-	36%	-	-
Strongly agree	(4)	302	177	45	65	10	-	302	-	-
		17%	17%	22%	15%	20%	-	17%	-	-
Don't know		282	180	30	62	6	-	282	-	-
		16%	17%	15%	14%	12%	-	16%	-	-
NETS										
Net: Disagree		565	314	68	158	15	-	565	-	-
		32%	30%	34%	36%	29%	-	32%	-	-
Net: Agree		936	569	105	217	31	-	936	-	-
		53%	54%	52%	50%	59%	-	53%	-	-
Mean score		2.63	2.67	2.63	2.55	2.74	-	2.63	-	-
Standard deviation		1.01	.99	1.11	1.00	.99	-	1.01	-	-
Standard error		.03	.04	.09	.05	.14	-	.03	-	-

European Youth Survey - All markets

Q13_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining advice on extra-curricular learning

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	295 17%	12 7%	48 24%	23 19%	14 9%	15 12%	24 15%	21 12%	63 21%	57 33%	18 10%	119 14%	176 19%	180 15%	115 19%
Fairly disagree	(2)	310 17%	58 33%	38 19%	21 17%	18 11%	22 17%	25 15%	26 15%	52 17%	17 10%	34 19%	151 18%	159 17%	194 17%	115 19%
Fairly agree	(3)	598 34%	67 38%	63 31%	36 29%	65 40%	42 32%	54 33%	68 40%	101 33%	42 24%	60 33%	298 35%	300 32%	399 34%	200 33%
Strongly agree	(4)	286 16%	16 9%	19 9%	24 19%	45 28%	31 23%	34 21%	36 22%	33 11%	14 8%	35 19%	142 17%	145 15%	198 17%	88 14%
Don't know		294 16%	24 13%	32 16%	19 15%	19 12%	21 16%	24 15%	18 11%	59 19%	44 25%	34 18%	133 16%	161 17%	202 17%	92 15%
NETS																
Net: Disagree		605 34%	69 39%	86 43%	43 36%	32 20%	37 28%	49 30%	46 27%	115 37%	74 43%	53 29%	270 32%	335 36%	375 32%	230 38%
Net: Agree		884 50%	83 47%	81 41%	59 49%	110 68%	73 56%	88 55%	105 62%	134 44%	56 32%	95 53%	440 52%	445 47%	597 51%	288 47%
Mean score		2.59	2.57	2.31	2.59	2.99	2.80	2.72	2.80	2.42	2.10	2.76	2.65	2.53	2.63	2.50
Standard deviation		1.01	.78	1.01	1.08	.93	1.00	1.03	.96	1.01	1.09	.95	.98	1.04	1.01	1.02
Standard error		.03	.07	.08	.11	.08	.11	.10	.08	.06	.10	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Obtaining advice on extra-curricular learning

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	295	163	43	74	7	-	295	-
		17%	15%	21%	17%	14%	-	17%	-
Fairly disagree	(2)	310	195	24	78	8	-	310	-
		17%	18%	12%	18%	15%	-	17%	-
Fairly agree	(3)	598	360	68	146	19	-	598	-
		34%	34%	34%	33%	36%	-	34%	-
Strongly agree	(4)	286	149	39	83	11	-	286	-
		16%	14%	19%	19%	21%	-	16%	-
Don't know		294	196	29	57	8	-	294	-
		16%	18%	14%	13%	15%	-	16%	-
NETS									
Net: Disagree		605	358	67	152	15	-	605	-
		34%	34%	33%	35%	29%	-	34%	-
Net: Agree		884	509	107	229	30	-	884	-
		50%	48%	53%	52%	57%	-	50%	-
Mean score		2.59	2.57	2.59	2.62	2.75	-	2.59	-
Standard deviation		1.01	.98	1.09	1.03	1.02	-	1.01	-
Standard error		.03	.04	.09	.05	.14	-	.03	-

European Youth Survey - All markets

Q13_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Improving communication with educators in the classroom

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	398 22%	21 12%	65 32%	25 21%	17 11%	29 22%	28 17%	33 19%	85 28%	64 37%	33 18%	162 19%	236 25%	219 19%	179 29%
Fairly disagree	(2)	376 21%	53 30%	32 16%	30 25%	30 19%	25 19%	41 26%	41 24%	65 21%	13 8%	46 25%	181 22%	194 21%	255 22%	121 20%
Fairly agree	(3)	491 28%	65 37%	48 24%	30 24%	64 40%	32 24%	42 26%	51 30%	66 22%	45 26%	49 27%	241 29%	249 27%	337 29%	154 25%
Strongly agree	(4)	206 12%	16 9%	24 12%	14 11%	31 19%	23 17%	21 13%	17 10%	27 9%	12 7%	22 12%	115 14%	91 10%	145 12%	60 10%
Don't know		313 18%	22 12%	32 16%	23 19%	19 12%	23 17%	30 18%	29 17%	64 21%	40 23%	32 17%	142 17%	171 18%	217 18%	96 16%
NETS																
Net: Disagree		774 43%	74 42%	96 48%	55 45%	47 29%	54 41%	69 43%	73 43%	150 49%	77 44%	79 43%	344 41%	430 46%	474 40%	300 49%
Net: Agree		696 39%	81 46%	72 36%	43 36%	94 59%	55 42%	62 39%	68 40%	93 30%	57 33%	71 39%	356 42%	340 36%	482 41%	214 35%
Mean score		2.34	2.49	2.19	2.33	2.76	2.45	2.42	2.37	2.15	2.04	2.40	2.44	2.25	2.43	2.19
Standard deviation		1.02	.85	1.10	1.01	.93	1.10	.99	.97	1.02	1.09	.99	1.02	1.02	1.00	1.04
Standard error		.03	.07	.09	.11	.08	.12	.10	.09	.07	.10	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Improving communication with educators in the classroom

Base: All students

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1)	398	223	45	108	12	-	398	-	-
		22%	21%	22%	25%	23%	-	22%	-	-
Fairly disagree	(2)	376	232	37	92	11	-	376	-	-
		21%	22%	18%	21%	20%	-	21%	-	-
Fairly agree	(3)	491	290	59	124	10	-	491	-	-
		28%	27%	29%	28%	19%	-	28%	-	-
Strongly agree	(4)	206	115	31	47	11	-	206	-	-
		12%	11%	15%	11%	21%	-	12%	-	-
Don't know		313	202	32	66	9	-	313	-	-
		18%	19%	16%	15%	17%	-	18%	-	-
NETS										
Net: Disagree		774	456	81	200	23	-	774	-	-
		43%	43%	40%	46%	43%	-	43%	-	-
Net: Agree		696	405	90	171	21	-	696	-	-
		39%	38%	44%	39%	40%	-	39%	-	-
Mean score		2.34	2.34	2.44	2.30	2.46	-	2.34	-	-
Standard deviation		1.02	1.01	1.06	1.02	1.16	-	1.02	-	-
Standard error		.03	.04	.09	.05	.17	-	.03	-	-

European Youth Survey - All markets

Q13_6. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Building greater engagement with your educators

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	390	20	67	24	17	21	26	33	95	58	30	153	237	221	169
		22%	11%	34%	19%	10%	16%	16%	20%	31%	33%	16%	18%	25%	19%	28%
Fairly disagree	(2)	393	51	49	22	40	28	45	28	62	19	48	188	204	271	121
		22%	29%	24%	18%	25%	22%	28%	17%	20%	11%	27%	22%	22%	23%	20%
Fairly agree	(3)	489	65	38	31	55	34	38	64	65	44	55	251	238	321	167
		27%	37%	19%	25%	34%	26%	23%	38%	21%	25%	31%	30%	25%	27%	27%
Strongly agree	(4)	198	18	14	24	29	23	17	21	19	11	22	106	92	139	59
		11%	10%	7%	20%	18%	17%	11%	12%	6%	6%	12%	13%	10%	12%	10%
Don't know		314	22	31	20	20	25	36	23	67	43	26	144	170	221	93
		18%	12%	16%	17%	13%	19%	22%	14%	22%	25%	14%	17%	18%	19%	15%
NETS																
Net: Disagree		782	71	116	46	57	49	71	61	157	77	78	341	441	492	290
		44%	40%	58%	38%	35%	38%	44%	36%	51%	44%	43%	41%	47%	42%	48%
Net: Agree		687	84	52	55	84	56	55	85	84	55	77	357	330	460	226
		39%	47%	26%	45%	52%	43%	34%	50%	27%	31%	42%	42%	35%	39%	37%
Mean score		2.34	2.53	1.99	2.55	2.69	2.56	2.36	2.50	2.03	2.06	2.44	2.44	2.24	2.40	2.23
Standard deviation		1.01	.87	.99	1.10	.93	1.04	.96	1.00	.99	1.05	.96	.99	1.02	1.00	1.03
Standard error		.03	.07	.08	.11	.08	.11	.10	.09	.06	.09	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q13_6. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? - Building greater engagement with your educators

Base: All students

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1)	390	225	45	96	10	-	390	-	-
		22%	21%	22%	22%	19%	-	22%	-	-
Fairly disagree	(2)	393	239	41	102	8	-	393	-	-
		22%	23%	20%	23%	15%	-	22%	-	-
Fairly agree	(3)	489	296	55	114	20	-	489	-	-
		27%	28%	27%	26%	38%	-	27%	-	-
Strongly agree	(4)	198	99	34	55	7	-	198	-	-
		11%	9%	17%	12%	14%	-	11%	-	-
Don't know		314	203	29	70	8	-	314	-	-
		18%	19%	14%	16%	15%	-	18%	-	-
NETS										
Net: Disagree		782	465	86	198	18	-	782	-	-
		44%	44%	42%	45%	33%	-	44%	-	-
Net: Agree		687	395	88	169	27	-	687	-	-
		39%	37%	44%	39%	52%	-	39%	-	-
Mean score		2.34	2.31	2.44	2.35	2.56	-	2.34	-	-
Standard deviation		1.01	.99	1.07	1.03	1.02	-	1.01	-	-
Standard error		.03	.04	.09	.05	.14	-	.03	-	-

European Youth Survey - All markets

Q13_7. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? -

Addressing logistical issues with the course more directly/ effectively

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	305 17%	11 6%	49 25%	21 17%	21 13%	16 12%	16 10%	17 10%	69 22%	66 38%	18 10%	127 15%	179 19%	169 14%	136 22%
Fairly disagree	(2)	298 17%	38 21%	41 21%	18 15%	18 11%	23 18%	34 21%	21 12%	45 15%	15 9%	45 25%	144 17%	155 16%	202 17%	97 16%
Fairly agree	(3)	614 34%	84 48%	63 32%	38 31%	67 42%	49 38%	62 38%	68 40%	89 29%	35 20%	59 33%	317 38%	297 32%	413 35%	201 33%
Strongly agree	(4)	259 15%	22 12%	16 8%	21 18%	35 22%	21 16%	19 12%	46 27%	34 11%	17 10%	28 15%	116 14%	143 15%	176 15%	83 14%
Don't know		307 17%	22 12%	30 15%	23 19%	19 12%	21 16%	31 19%	17 10%	71 23%	42 24%	31 17%	139 16%	168 18%	213 18%	94 15%
NETS																
Net: Disagree		603 34%	49 28%	90 45%	39 32%	39 25%	39 30%	50 31%	38 22%	114 37%	81 47%	63 35%	270 32%	333 35%	371 32%	232 38%
Net: Agree		873 49%	106 60%	79 40%	59 49%	102 64%	70 54%	81 50%	114 67%	123 40%	51 29%	87 48%	433 51%	440 47%	589 50%	284 47%
Mean score		2.56	2.75	2.27	2.61	2.82	2.69	2.64	2.94	2.37	2.02	2.65	2.60	2.52	2.62	2.45
Standard deviation		1.01	.78	.98	1.05	.98	.95	.88	.95	1.05	1.13	.92	.97	1.04	.98	1.05
Standard error		.03	.07	.08	.11	.08	.10	.09	.08	.07	.10	.07	.04	.04	.04	.04

European Youth Survey - All markets

Q13_7. To what extent, if at all, do you agree or disagree that social media enables you to do the following in relation to your professors/educators? -

Addressing logistical issues with the course more directly/ effectively

Base: All students

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1)	305	166	41	81	7	-	305	-	-
		17%	16%	20%	19%	14%	-	17%	-	-
Fairly disagree	(2)	298	181	31	75	7	-	298	-	-
		17%	17%	15%	17%	14%	-	17%	-	-
Fairly agree	(3)	614	375	57	153	21	-	614	-	-
		34%	35%	28%	35%	40%	-	34%	-	-
Strongly agree	(4)	259	141	41	66	9	-	259	-	-
		15%	13%	20%	15%	17%	-	15%	-	-
Don't know		307	199	32	62	8	-	307	-	-
		17%	19%	16%	14%	16%	-	17%	-	-
NETS										
Net: Disagree		603	347	72	156	15	-	603	-	-
		34%	33%	36%	36%	28%	-	34%	-	-
Net: Agree		873	516	98	219	29	-	873	-	-
		49%	49%	48%	50%	56%	-	49%	-	-
Mean score		2.56	2.57	2.58	2.54	2.70	-	2.56	-	-
Standard deviation		1.01	.98	1.10	1.02	.98	-	1.01	-	-
Standard error		.03	.04	.09	.05	.14	-	.03	-	-

European Youth Survey - All markets

Q14_SUM. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - SUMMARY TABLE

Base: All students

	Total						NETS		
		Strongly disagree	Fairly disagree	Fairly agree	Strongly agree	Don't know	Disagree	Agree	Mean
Sharing notes, course material and additional material	1783 100%	103 6%	157 9%	578 32%	745 42%	199 11%	260 15%	1324 74%	3.24
Asking questions to classmates	1783 100%	85 5%	117 7%	560 31%	844 47%	177 10%	202 11%	1404 79%	3.35
Sharing subscriptions for journals or other media	1783 100%	245 14%	319 18%	549 31%	298 17%	371 21%	564 32%	847 48%	2.64
Organising study groups/ meet-ups	1783 100%	110 6%	149 8%	589 33%	746 42%	189 11%	259 15%	1335 75%	3.24
Campaigning for better campus services or facilities	1783 100%	211 12%	244 14%	637 36%	340 19%	352 20%	455 26%	977 55%	2.77
Petitioning for specific changes to the course	1783 100%	230 13%	301 17%	595 33%	323 18%	334 19%	531 30%	918 51%	2.70

European Youth Survey - All markets

Q14_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Sharing notes, course material and additional material

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	103	7	17	13	5	8	9	8	17	14	6	51	52	51	52
		6%	4%	8%	10%	3%	6%	5%	5%	6%	8%	3%	6%	6%	4%	9%
Fairly disagree	(2)	157	25	28	16	13	9	8	10	23	10	14	90	67	97	60
		9%	14%	14%	13%	8%	7%	5%	6%	8%	6%	8%	11%	7%	8%	10%
Fairly agree	(3)	578	75	68	40	71	42	28	52	90	51	60	295	283	376	203
		32%	43%	34%	33%	44%	32%	17%	31%	29%	29%	33%	35%	30%	32%	33%
Strongly agree	(4)	745	50	55	40	58	53	99	93	137	76	85	316	430	504	242
		42%	28%	27%	33%	36%	41%	61%	55%	45%	44%	47%	38%	46%	43%	40%
Don't know		199	19	32	12	14	18	18	7	40	22	17	89	109	145	54
		11%	11%	16%	10%	8%	14%	11%	4%	13%	13%	9%	11%	12%	12%	9%
NETS																
Net: Disagree		260	32	45	29	18	17	17	18	40	25	20	142	119	149	112
		15%	18%	22%	24%	11%	13%	10%	11%	13%	14%	11%	17%	13%	13%	18%
Net: Agree		1324	125	123	80	129	96	126	145	228	128	145	611	713	879	444
		74%	71%	62%	66%	80%	73%	78%	86%	74%	73%	80%	73%	76%	75%	73%
Mean score		3.24	3.07	2.96	2.99	3.23	3.25	3.51	3.41	3.30	3.24	3.36	3.16	3.31	3.30	3.14
Standard deviation		.88	.81	.95	1.00	.76	.89	.85	.81	.88	.95	.78	.89	.87	.84	.95
Standard error		.02	.07	.08	.10	.06	.09	.08	.07	.05	.08	.06	.03	.03	.03	.04

European Youth Survey - All markets

Q14_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Sharing notes, course material and additional material

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	103	51	19	27	3	-	103	-
		6%	5%	10%	6%	5%	-	6%	-
Fairly disagree	(2)	157	84	23	42	6	-	157	-
		9%	8%	11%	10%	12%	-	9%	-
Fairly agree	(3)	578	342	64	146	17	-	578	-
		32%	32%	32%	33%	33%	-	32%	-
Strongly agree	(4)	745	459	74	184	18	-	745	-
		42%	43%	36%	42%	35%	-	42%	-
Don't know		199	126	22	39	8	-	199	-
		11%	12%	11%	9%	16%	-	11%	-
NETS									
Net: Disagree		260	135	43	69	9	-	260	-
		15%	13%	21%	16%	17%	-	15%	-
Net: Agree		1324	801	138	329	35	-	1324	-
		74%	75%	68%	75%	67%	-	74%	-
Mean score		3.24	3.29	3.06	3.22	3.15	-	3.24	-
Standard deviation		.88	.85	.98	.89	.88	-	.88	-
Standard error		.02	.03	.08	.04	.12	-	.02	-

European Youth Survey - All markets

Q14_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Asking questions to classmates

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	85	6	13	7	10	5	7	8	9	13	8	46	40	42	43
		5%	3%	6%	5%	6%	4%	5%	5%	3%	7%	4%	5%	4%	4%	7%
Fairly disagree	(2)	117	17	11	21	14	7	9	2	11	10	14	67	50	80	37
		7%	10%	6%	17%	9%	6%	5%	1%	4%	6%	8%	8%	5%	7%	6%
Fairly agree	(3)	560	79	84	40	57	42	34	49	78	45	52	303	257	363	197
		31%	45%	42%	33%	36%	32%	21%	29%	25%	26%	29%	36%	27%	31%	32%
Strongly agree	(4)	844	56	63	39	71	60	94	102	174	88	96	349	494	560	283
		47%	32%	32%	32%	44%	46%	58%	60%	57%	50%	53%	41%	53%	48%	46%
Don't know		177	19	28	15	9	16	17	8	35	19	11	77	101	128	50
		10%	11%	14%	12%	6%	12%	11%	5%	11%	11%	6%	9%	11%	11%	8%
NETS																
Net: Disagree		202	23	24	27	24	12	16	10	21	23	22	112	90	122	80
		11%	13%	12%	23%	15%	9%	10%	6%	7%	13%	12%	13%	10%	10%	13%
Net: Agree		1404	135	147	79	128	103	128	152	252	133	148	653	751	923	480
		79%	76%	74%	65%	80%	79%	79%	89%	82%	76%	82%	78%	80%	79%	79%
Mean score		3.35	3.17	3.15	3.05	3.25	3.38	3.49	3.52	3.53	3.33	3.39	3.25	3.43	3.38	3.29
Standard deviation		.83	.76	.85	.90	.87	.79	.83	.76	.73	.93	.83	.85	.81	.79	.89
Standard error		.02	.06	.07	.09	.07	.08	.08	.06	.05	.08	.06	.03	.03	.03	.04

European Youth Survey - All markets

Q14_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Asking questions to classmates

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	85	49	12	16	3	-	85	-
		5%	5%	6%	4%	6%	-	5%	-
Fairly disagree	(2)	117	46	22	39	9	-	117	-
		7%	4%	11%	9%	18%	-	7%	-
Fairly agree	(3)	560	357	64	119	15	-	560	-
		31%	34%	32%	27%	29%	-	31%	-
Strongly agree	(4)	844	499	87	225	17	-	844	-
		47%	47%	43%	51%	32%	-	47%	-
Don't know		177	112	17	38	8	-	177	-
		10%	11%	9%	9%	14%	-	10%	-
NETS									
Net: Disagree		202	95	34	56	13	-	202	-
		11%	9%	17%	13%	24%	-	11%	-
Net: Agree		1404	856	151	344	32	-	1404	-
		79%	81%	75%	79%	61%	-	79%	-
Mean score		3.35	3.37	3.22	3.38	3.02	-	3.35	-
Standard deviation		.83	.80	.90	.82	.95	-	.83	-
Standard error		.02	.03	.07	.04	.13	-	.02	-

European Youth Survey - All markets

Q14_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Sharing subscriptions for journals or other media

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	245	16	46	16	11	16	22	24	44	37	16	128	117	129	117
		14%	9%	23%	13%	7%	12%	13%	14%	14%	21%	9%	15%	12%	11%	19%
Fairly disagree	(2)	319	48	35	28	16	21	22	21	49	26	52	165	154	220	99
		18%	27%	18%	23%	10%	16%	14%	13%	16%	15%	29%	20%	16%	19%	16%
Fairly agree	(3)	549	64	48	37	75	37	42	62	79	46	58	272	277	361	188
		31%	36%	24%	31%	47%	28%	26%	37%	26%	26%	32%	32%	29%	31%	31%
Strongly agree	(4)	298	15	25	22	45	33	39	27	40	21	30	130	168	203	95
		17%	9%	13%	18%	28%	25%	24%	16%	13%	12%	17%	15%	18%	17%	16%
Don't know		371	33	46	18	13	25	36	36	95	45	26	147	225	260	111
		21%	19%	23%	15%	8%	19%	22%	21%	31%	26%	14%	17%	24%	22%	18%
NETS																
Net: Disagree		564	64	81	43	27	36	44	45	93	63	68	293	271	348	216
		32%	36%	41%	36%	17%	28%	27%	27%	30%	36%	37%	35%	29%	30%	35%
Net: Agree		847	79	73	60	121	70	81	89	120	67	88	402	445	564	283
		48%	45%	36%	49%	75%	53%	50%	52%	39%	39%	48%	48%	47%	48%	46%
Mean score		2.64	2.55	2.34	2.64	3.05	2.82	2.79	2.69	2.55	2.40	2.66	2.58	2.69	2.70	2.52
Standard deviation		1.00	.83	1.07	.98	.84	1.04	1.07	.99	1.02	1.07	.91	.99	1.01	.97	1.05
Standard error		.03	.07	.09	.10	.07	.11	.11	.09	.07	.10	.07	.04	.04	.04	.04

European Youth Survey - All markets

Q14_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Sharing subscriptions for journals or other media

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	245	137	38	58	6	-	245	-
		14%	13%	19%	13%	11%	-	14%	-
Fairly disagree	(2)	319	206	34	67	10	-	319	-
		18%	19%	17%	15%	18%	-	18%	-
Fairly agree	(3)	549	320	57	153	14	-	549	-
		31%	30%	28%	35%	27%	-	31%	-
Strongly agree	(4)	298	149	42	85	15	-	298	-
		17%	14%	21%	20%	28%	-	17%	-
Don't know		371	250	30	74	8	-	371	-
		21%	24%	15%	17%	15%	-	21%	-
NETS									
Net: Disagree		564	343	72	125	15	-	564	-
		32%	32%	36%	29%	29%	-	32%	-
Net: Agree		847	469	100	238	29	-	847	-
		48%	44%	49%	54%	55%	-	48%	-
Mean score		2.64	2.59	2.60	2.73	2.85	-	2.64	-
Standard deviation		1.00	.97	1.09	1.00	1.04	-	1.00	-
Standard error		.03	.04	.09	.05	.15	-	.03	-

European Youth Survey - All markets

Q14_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Organising study groups/meet-ups

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	110	3	17	14	9	8	10	9	13	19	8	58	52	57	53
		6%	2%	9%	12%	5%	6%	6%	5%	4%	11%	5%	7%	5%	5%	9%
Fairly disagree	(2)	149	30	20	13	9	11	18	10	9	11	19	77	72	97	52
		8%	17%	10%	11%	5%	8%	11%	6%	3%	6%	10%	9%	8%	8%	9%
Fairly agree	(3)	589	91	61	42	67	33	40	58	80	51	65	299	289	377	212
		33%	52%	31%	35%	42%	25%	25%	34%	26%	29%	36%	36%	31%	32%	35%
Strongly agree	(4)	746	32	71	38	67	62	75	84	169	76	72	320	426	501	246
		42%	18%	36%	32%	42%	47%	46%	50%	55%	44%	40%	38%	45%	43%	40%
Don't know		189	19	30	13	9	17	19	9	38	18	18	87	102	142	47
		11%	11%	15%	11%	6%	13%	11%	5%	12%	10%	10%	10%	11%	12%	8%
NETS																
Net: Disagree		259	33	37	28	17	19	28	18	21	29	27	135	124	153	105
		15%	19%	19%	23%	11%	14%	17%	11%	7%	17%	15%	16%	13%	13%	17%
Net: Agree		1335	123	132	80	134	95	115	142	249	127	137	620	715	878	457
		75%	70%	66%	66%	84%	73%	71%	84%	81%	73%	75%	74%	76%	75%	75%
Mean score		3.24	2.97	3.10	2.96	3.27	3.31	3.26	3.35	3.50	3.18	3.22	3.17	3.30	3.28	3.15
Standard deviation		.88	.70	.97	1.01	.81	.91	.93	.83	.77	1.00	.84	.90	.87	.85	.94
Standard error		.02	.06	.08	.10	.07	.10	.09	.07	.05	.08	.07	.03	.03	.03	.04

European Youth Survey - All markets

Q14_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Organising study groups/meet-ups

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	110	60	19	22	5	-	110	-
		6%	6%	10%	5%	10%	-	6%	-
Fairly disagree	(2)	149	84	20	34	9	-	149	-
		8%	8%	10%	8%	18%	-	8%	-
Fairly agree	(3)	589	352	69	150	11	-	589	-
		33%	33%	34%	34%	21%	-	33%	-
Strongly agree	(4)	746	447	70	196	20	-	746	-
		42%	42%	35%	45%	38%	-	42%	-
Don't know		189	120	24	36	7	-	189	-
		11%	11%	12%	8%	13%	-	11%	-
NETS									
Net: Disagree		259	144	39	56	15	-	259	-
		15%	14%	19%	13%	28%	-	15%	-
Net: Agree		1335	799	140	346	31	-	1335	-
		75%	75%	69%	79%	60%	-	75%	-
Mean score		3.24	3.26	3.07	3.29	3.01	-	3.24	-
Standard deviation		.88	.87	.97	.84	1.06	-	.88	-
Standard error		.02	.03	.08	.04	.15	-	.02	-

European Youth Survey - All markets

Q14_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Campaigning for better campus services or facilities

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	211	6	35	16	19	17	15	21	32	39	11	105	106	111	100
		12%	4%	17%	13%	12%	13%	9%	13%	10%	22%	6%	13%	11%	9%	16%
Fairly disagree	(2)	244	30	36	17	26	13	25	25	27	17	28	121	123	163	81
		14%	17%	18%	14%	16%	10%	16%	15%	9%	9%	15%	14%	13%	14%	13%
Fairly agree	(3)	637	89	64	44	60	37	46	52	117	50	78	329	308	418	219
		36%	51%	32%	37%	37%	28%	28%	31%	38%	29%	43%	39%	33%	36%	36%
Strongly agree	(4)	340	23	23	24	42	37	46	32	49	23	41	152	188	233	107
		19%	13%	11%	20%	26%	28%	29%	19%	16%	13%	22%	18%	20%	20%	17%
Don't know		352	29	42	20	14	27	30	39	83	46	24	134	218	248	103
		20%	16%	21%	16%	9%	21%	18%	23%	27%	26%	13%	16%	23%	21%	17%
NETS																
Net: Disagree		455	36	70	33	45	30	40	47	59	56	39	227	228	274	181
		26%	20%	35%	27%	28%	23%	25%	28%	19%	32%	21%	27%	24%	23%	30%
Net: Agree		977	112	87	68	101	74	92	84	166	74	119	481	495	651	326
		55%	63%	44%	56%	63%	57%	57%	49%	54%	42%	66%	57%	53%	55%	53%
Mean score		2.77	2.87	2.48	2.75	2.84	2.91	2.94	2.72	2.81	2.45	2.94	2.75	2.80	2.84	2.66
Standard deviation		.97	.72	.99	.99	.98	1.06	1.00	1.01	.94	1.11	.84	.96	.99	.94	1.02
Standard error		.03	.06	.08	.10	.08	.12	.10	.09	.06	.10	.07	.04	.04	.04	.04

European Youth Survey - All markets

Q14_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Campaigning for better campus services or facilities

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Strongly disagree	(1)	211	116	29	51	9	-	211	-
		12%	11%	14%	12%	18%	-	12%	-
Fairly disagree	(2)	244	147	31	60	6	-	244	-
		14%	14%	15%	14%	11%	-	14%	-
Fairly agree	(3)	637	401	62	151	15	-	637	-
		36%	38%	30%	34%	29%	-	36%	-
Strongly agree	(4)	340	172	46	103	13	-	340	-
		19%	16%	23%	23%	25%	-	19%	-
Don't know		352	226	36	74	9	-	352	-
		20%	21%	18%	17%	17%	-	20%	-
NETS									
Net: Disagree		455	263	60	110	15	-	455	-
		26%	25%	29%	25%	30%	-	26%	-
Net: Agree		977	573	108	254	28	-	977	-
		55%	54%	53%	58%	54%	-	55%	-
Mean score		2.77	2.75	2.75	2.84	2.72	-	2.77	-
Standard deviation		.97	.94	1.05	.99	1.12	-	.97	-
Standard error		.03	.04	.09	.05	.16	-	.03	-

European Youth Survey - All markets

Q14_6. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Petitioning for specific changes to the course

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	230 13%	15 9%	36 18%	6 5%	21 13%	18 14%	15 9%	21 12%	43 14%	37 21%	19 10%	116 14%	113 12%	118 10%	112 18%
Fairly disagree	(2)	301 17%	31 18%	37 19%	25 20%	35 22%	26 20%	18 11%	26 16%	52 17%	18 10%	34 19%	158 19%	143 15%	197 17%	104 17%
Fairly agree	(3)	595 33%	80 45%	57 29%	44 36%	58 36%	36 28%	54 34%	58 34%	91 30%	49 28%	67 37%	296 35%	299 32%	401 34%	194 32%
Strongly agree	(4)	323 18%	27 15%	27 13%	26 22%	31 19%	23 17%	45 28%	34 20%	39 13%	33 19%	39 21%	134 16%	189 20%	218 19%	105 17%
Don't know		334 19%	23 13%	43 21%	20 17%	16 10%	28 22%	29 18%	31 18%	83 27%	37 21%	24 13%	138 16%	196 21%	239 20%	95 16%
NETS																
Net: Disagree		531 30%	46 26%	73 36%	31 25%	55 35%	44 33%	33 20%	47 28%	95 31%	55 31%	53 29%	274 33%	257 27%	315 27%	216 35%
Net: Agree		918 51%	107 61%	84 42%	70 58%	90 56%	59 45%	99 62%	92 54%	130 42%	83 47%	105 58%	429 51%	489 52%	619 53%	299 49%
Mean score		2.70	2.77	2.48	2.89	2.69	2.62	2.98	2.76	2.56	2.58	2.79	2.63	2.76	2.77	2.57
Standard deviation		.99	.85	1.03	.86	.97	1.02	.97	.99	.99	1.13	.95	.97	1.00	.95	1.04
Standard error		.03	.07	.09	.09	.08	.11	.09	.09	.07	.10	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q14_6. To what extent, if at all, do you agree or disagree that social media enables you to do the following with your classmates? - Petitioning for specific changes to the course

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	1613	894	182	451	59	-	1613	-	-
Weighted Total	1783	1062	203	437	52	-	1783	-	-
	100%	100%	100%	100%	100%	-	100%	-	-
Strongly disagree	(1) 230	128	30	60	6	-	230	-	-
	13%	12%	15%	14%	11%	-	13%	-	-
Fairly disagree	(2) 301	182	31	76	10	-	301	-	-
	17%	17%	15%	17%	19%	-	17%	-	-
Fairly agree	(3) 595	345	71	151	17	-	595	-	-
	33%	33%	35%	35%	33%	-	33%	-	-
Strongly agree	(4) 323	178	38	90	12	-	323	-	-
	18%	17%	19%	21%	22%	-	18%	-	-
Don't know	334	229	33	61	7	-	334	-	-
	19%	22%	16%	14%	14%	-	19%	-	-
NETS									
Net: Disagree	531	311	61	136	16	-	531	-	-
	30%	29%	30%	31%	31%	-	30%	-	-
Net: Agree	918	523	109	241	29	-	918	-	-
	51%	49%	54%	55%	55%	-	51%	-	-
Mean score	2.70	2.69	2.69	2.72	2.77	-	2.70	-	-
Standard deviation	.99	.97	1.01	1.00	.99	-	.99	-	-
Standard error	.03	.04	.08	.05	.14	-	.03	-	-

European Youth Survey - All markets

Q15_SUM. How regularly do you use social media for the following? - SUMMARY TABLE

Base: All entrepreneurs

	Total									NETS
		Once an hour or more	Several times per day	Daily	A few times per week	Weekly	A few times per month	Monthly or less often	Never	Frequently
Promoting your business, products or services to potential customers	217	16	45	30	36	24	19	-	48	91
	100%	8%	21%	14%	16%	11%	9%	-	22%	42%
Promoting your business to potential investors	217	10	43	21	31	27	20	-	65	75
	100%	5%	20%	10%	14%	12%	9%	-	30%	34%
Understanding more about your competition	217	10	56	28	30	25	24	-	44	94
	100%	5%	26%	13%	14%	11%	11%	-	20%	43%
Collaborating with other businesses	217	6	41	35	23	24	21	-	68	81
	100%	3%	19%	16%	11%	11%	10%	-	31%	37%
Engaging with existing clients or customers	217	13	40	36	37	23	19	-	50	89
	100%	6%	19%	17%	17%	10%	9%	-	23%	41%

European Youth Survey - All markets

Q15_1. How regularly do you use social media for the following? - Promoting your business, products or services to potential customers

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	16	1	1	4	3	-	5	1	-	1	1	9	8	8	9
	8%	2%	7%	16%	10%	-	12%	4%	-	11%	7%	6%	9%	10%	6%
Several times per day	45	3	-	4	9	6	12	2	2	1	6	29	16	21	24
	21%	11%	-	18%	37%	37%	29%	7%	11%	10%	29%	21%	20%	27%	17%
Daily	30	6	2	3	3	1	6	5	1	-	3	18	11	11	18
	14%	19%	23%	12%	11%	7%	14%	21%	6%	-	16%	13%	14%	14%	13%
A few times per week	36	8	1	6	5	1	5	2	3	1	5	25	11	14	22
	16%	26%	7%	25%	19%	8%	12%	11%	16%	9%	24%	18%	13%	18%	16%
Weekly	24	3	3	1	1	1	4	6	2	2	2	15	9	8	16
	11%	11%	24%	4%	3%	4%	9%	29%	11%	18%	11%	11%	11%	10%	12%
A few times per month	19	2	1	2	2	3	4	1	1	2	1	9	9	5	14
	9%	8%	7%	7%	8%	18%	10%	7%	6%	12%	5%	7%	12%	7%	10%
Monthly or less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	48	7	3	4	3	5	6	5	8	5	2	32	16	12	36
	22%	23%	32%	18%	13%	26%	14%	22%	50%	40%	8%	23%	20%	15%	26%
NETS															
Net: Frequently	91	10	3	10	15	8	23	7	3	3	10	56	35	40	51
	42%	33%	30%	46%	58%	44%	55%	32%	17%	21%	52%	41%	44%	51%	37%

European Youth Survey - All markets

Q15_1. How regularly do you use social media for the following? - Promoting your business, products or services to potential customers

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Once an hour or more	16	5	4	6	2	-	-	16	-
	8%	8%	8%	8%	6%	-	-	8%	-
Several times per day	45	12	11	14	7	-	-	45	-
	21%	21%	20%	20%	24%	-	-	21%	-
Daily	30	9	10	5	4	-	-	30	-
	14%	15%	20%	7%	13%	-	-	14%	-
A few times per week	36	7	9	17	2	-	-	36	-
	16%	12%	17%	25%	9%	-	-	16%	-
Weekly	24	6	3	7	6	-	-	24	-
	11%	10%	5%	10%	21%	-	-	11%	-
A few times per month	19	6	4	6	2	-	-	19	-
	9%	11%	8%	9%	6%	-	-	9%	-
Monthly or less often	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Never	48	14	10	14	6	-	-	48	-
	22%	23%	20%	20%	22%	-	-	22%	-
NETS									
Net: Frequently	91	26	25	24	12	-	-	91	-
	42%	44%	49%	35%	43%	-	-	42%	-

European Youth Survey - All markets

Q15_2. How regularly do you use social media for the following? - Promoting your business to potential investors

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	10	1	-	3	2	-	1	-	-	1	3	7	3	7	4
	5%	2%	-	14%	7%	-	2%	-	-	11%	13%	5%	4%	8%	3%
Several times per day	43	4	1	3	10	4	12	4	2	1	3	27	15	17	26
	20%	13%	7%	15%	38%	21%	28%	18%	11%	6%	16%	20%	19%	21%	19%
Daily	21	3	1	3	3	2	6	1	-	-	3	16	5	8	13
	10%	11%	7%	13%	12%	10%	15%	4%	-	-	16%	12%	7%	10%	10%
A few times per week	31	6	1	5	2	2	7	2	2	-	3	20	11	14	17
	14%	22%	14%	22%	6%	11%	17%	11%	12%	-	16%	15%	13%	18%	12%
Weekly	27	2	1	3	3	2	3	3	2	2	5	18	9	10	17
	12%	8%	9%	15%	10%	12%	8%	15%	11%	17%	25%	13%	11%	12%	12%
A few times per month	20	4	2	1	1	2	3	4	1	2	1	12	8	6	14
	9%	13%	16%	4%	3%	10%	8%	19%	6%	14%	5%	9%	10%	8%	10%
Monthly or less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	65	9	5	4	6	6	9	7	10	7	2	37	28	17	48
	30%	31%	47%	18%	23%	37%	22%	34%	60%	52%	8%	27%	36%	22%	35%
NETS															
Net: Frequently	75	8	1	9	15	5	19	5	2	2	9	51	24	31	43
	34%	26%	14%	41%	58%	30%	45%	22%	11%	17%	46%	37%	30%	40%	31%

European Youth Survey - All markets

Q15_2. How regularly do you use social media for the following? - Promoting your business to potential investors

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Once an hour or more	10	4	3	1	3	-	-	10	-
	5%	6%	5%	1%	13%	-	-	5%	-
Several times per day	43	11	13	14	4	-	-	43	-
	20%	18%	24%	20%	15%	-	-	20%	-
Daily	21	5	4	5	5	-	-	21	-
	10%	9%	8%	8%	18%	-	-	10%	-
A few times per week	31	7	8	11	3	-	-	31	-
	14%	11%	16%	17%	11%	-	-	14%	-
Weekly	27	6	7	8	4	-	-	27	-
	12%	10%	13%	12%	15%	-	-	12%	-
A few times per month	20	5	4	7	2	-	-	20	-
	9%	9%	9%	11%	9%	-	-	9%	-
Monthly or less often	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Never	65	22	12	22	5	-	-	65	-
	30%	37%	24%	32%	19%	-	-	30%	-
NETS									
Net: Frequently	75	20	20	20	13	-	-	75	-
	34%	33%	38%	29%	46%	-	-	34%	-

European Youth Survey - All markets

Q15_3. How regularly do you use social media for the following? - Understanding more about your competition

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	10	-	-	4	1	-	2	-	-	1	2	8	2	6	4
	5%	-	-	18%	4%	-	4%	-	-	11%	10%	6%	3%	8%	3%
Several times per day	56	5	-	5	12	5	15	3	1	1	8	37	19	21	35
	26%	16%	-	22%	46%	31%	37%	12%	9%	10%	42%	27%	24%	26%	25%
Daily	28	6	2	3	1	2	4	5	1	1	2	20	8	7	21
	13%	21%	22%	11%	5%	14%	10%	25%	6%	7%	11%	15%	10%	9%	15%
A few times per week	30	6	2	6	4	1	5	3	3	-	1	17	13	16	14
	14%	21%	16%	27%	14%	4%	12%	13%	16%	-	6%	12%	16%	20%	10%
Weekly	25	2	2	1	3	4	5	3	-	1	3	16	9	9	16
	11%	8%	23%	4%	12%	20%	13%	16%	-	6%	16%	12%	11%	12%	11%
A few times per month	24	4	1	2	1	3	2	4	3	3	1	13	11	8	17
	11%	13%	7%	9%	3%	15%	4%	21%	19%	24%	7%	10%	13%	10%	12%
Monthly or less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	44	6	3	2	4	3	8	3	8	6	2	26	18	12	32
	20%	20%	32%	9%	15%	16%	20%	14%	50%	42%	8%	19%	23%	16%	23%
NETS															
Net: Frequently	94	11	2	12	14	8	21	8	3	4	12	65	29	34	60
	43%	38%	22%	52%	55%	45%	51%	37%	15%	28%	63%	48%	36%	43%	44%

European Youth Survey - All markets

Q15_3. How regularly do you use social media for the following? - Understanding more about your competition

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Once an hour or more	10	3	2	4	2	-	-	10	-
	5%	5%	4%	6%	6%	-	-	5%	-
Several times per day	56	12	17	15	9	-	-	56	-
	26%	21%	34%	22%	32%	-	-	26%	-
Daily	28	6	8	10	3	-	-	28	-
	13%	10%	16%	14%	11%	-	-	13%	-
A few times per week	30	7	10	10	1	-	-	30	-
	14%	13%	20%	15%	5%	-	-	14%	-
Weekly	25	9	3	6	5	-	-	25	-
	11%	15%	7%	9%	17%	-	-	11%	-
A few times per month	24	10	3	5	4	-	-	24	-
	11%	17%	6%	8%	15%	-	-	11%	-
Monthly or less often	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Never	44	12	7	18	4	-	-	44	-
	20%	21%	14%	26%	14%	-	-	20%	-
NETS									
Net: Frequently	94	21	28	29	13	-	-	94	-
	43%	35%	54%	42%	49%	-	-	43%	-

European Youth Survey - All markets

Q15_4. How regularly do you use social media for the following? - Collaborating with other businesses

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	6	1	-	2	2	-	1	-	-	-	-	3	3	1	4
	3%	3%	-	7%	7%	-	3%	-	-	-	-	2%	3%	1%	3%
Several times per day	41	1	-	7	10	2	11	-	1	1	7	27	13	21	20
	19%	3%	-	31%	38%	13%	27%	-	9%	11%	35%	20%	16%	26%	14%
Daily	35	6	-	5	1	5	10	5	1	-	1	25	10	13	23
	16%	21%	-	23%	5%	31%	24%	24%	6%	-	5%	18%	13%	16%	16%
A few times per week	23	5	3	3	2	-	2	3	2	1	2	11	12	10	13
	11%	19%	26%	15%	6%	-	5%	16%	12%	6%	10%	8%	15%	13%	9%
Weekly	24	4	2	1	2	2	4	2	1	1	6	17	7	9	15
	11%	13%	21%	5%	7%	11%	9%	9%	5%	10%	28%	12%	9%	12%	11%
A few times per month	21	2	1	3	2	1	3	3	3	3	1	13	8	7	14
	10%	8%	7%	11%	7%	8%	7%	12%	19%	21%	5%	10%	10%	8%	10%
Monthly or less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	68	10	5	2	8	6	10	9	8	7	3	41	27	18	50
	31%	33%	46%	9%	30%	37%	25%	40%	49%	52%	17%	29%	34%	23%	36%
NETS															
Net: Frequently	81	8	-	14	13	8	23	5	3	1	8	56	26	35	47
	37%	27%	-	61%	50%	44%	54%	24%	15%	11%	40%	40%	32%	44%	34%

European Youth Survey - All markets

Q15_4. How regularly do you use social media for the following? - Collaborating with other businesses

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Once an hour or more	6	-	2	1	2	-	-	6	-
	3%	-	4%	2%	9%	-	-	3%	-
Several times per day	41	7	13	12	7	-	-	41	-
	19%	12%	25%	17%	25%	-	-	19%	-
Daily	35	11	8	11	4	-	-	35	-
	16%	19%	16%	16%	13%	-	-	16%	-
A few times per week	23	5	6	11	1	-	-	23	-
	11%	8%	11%	16%	3%	-	-	11%	-
Weekly	24	7	4	6	4	-	-	24	-
	11%	11%	9%	9%	16%	-	-	11%	-
A few times per month	21	7	4	6	3	-	-	21	-
	10%	11%	8%	9%	13%	-	-	10%	-
Monthly or less often	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Never	68	23	14	21	6	-	-	68	-
	31%	39%	28%	30%	22%	-	-	31%	-
NETS									
Net: Frequently	81	18	23	24	13	-	-	81	-
	37%	30%	45%	36%	46%	-	-	37%	-

European Youth Survey - All markets

Q15_5. How regularly do you use social media for the following? - Engaging with existing clients or customers

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once an hour or more	13	1	-	5	4	-	2	1	-	-	-	9	4	7	6
	6%	5%	-	21%	14%	-	5%	4%	-	-	-	6%	5%	9%	4%
Several times per day	40	1	-	3	9	5	10	2	-	4	6	27	13	15	25
	19%	5%	-	12%	35%	29%	24%	10%	-	30%	31%	20%	17%	20%	18%
Daily	36	5	1	5	3	2	14	-	2	-	4	22	14	16	20
	17%	17%	14%	22%	12%	10%	34%	-	11%	-	20%	16%	18%	21%	14%
A few times per week	37	8	-	4	2	4	5	7	4	-	3	27	10	18	19
	17%	29%	-	20%	10%	23%	11%	30%	23%	-	13%	20%	12%	23%	14%
Weekly	23	3	2	1	2	1	3	5	1	1	4	11	12	7	16
	10%	11%	22%	3%	8%	8%	8%	21%	4%	6%	20%	8%	15%	9%	12%
A few times per month	19	2	2	1	1	1	1	3	3	4	1	9	10	5	13
	9%	5%	23%	4%	5%	4%	2%	12%	17%	32%	7%	6%	13%	7%	10%
Monthly or less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	50	8	4	4	4	5	7	5	7	4	2	33	16	10	39
	23%	28%	40%	18%	16%	26%	16%	23%	45%	31%	8%	24%	20%	13%	28%
NETS															
Net: Frequently	89	8	1	13	16	7	26	3	2	4	10	58	32	38	51
	41%	27%	14%	55%	61%	38%	63%	14%	11%	30%	51%	42%	39%	49%	37%

European Youth Survey - All markets

Q15_5. How regularly do you use social media for the following? - Engaging with existing clients or customers

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Once an hour or more	13	1	5	2	3	-	-	13	-
	6%	2%	10%	3%	11%	-	-	6%	-
Several times per day	40	8	14	13	6	-	-	40	-
	19%	14%	27%	18%	20%	-	-	19%	-
Daily	36	9	6	15	4	-	-	36	-
	17%	15%	12%	22%	15%	-	-	17%	-
A few times per week	37	13	7	15	2	-	-	37	-
	17%	21%	14%	22%	8%	-	-	17%	-
Weekly	23	6	6	5	3	-	-	23	-
	10%	11%	11%	8%	11%	-	-	10%	-
A few times per month	19	6	2	6	3	-	-	19	-
	9%	10%	5%	8%	12%	-	-	9%	-
Monthly or less often	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Never	50	16	11	13	6	-	-	50	-
	23%	27%	22%	19%	22%	-	-	23%	-
NETS									
Net: Frequently	89	18	25	29	13	-	-	89	-
	41%	31%	49%	43%	46%	-	-	41%	-

European Youth Survey - All markets

Q16_SUM. Which social networks do you use to do the following? - SUMMARY TABLE

Base: All who have used relevant social media platform

	Total	Facebook	LinkedIn	Twitter	YouTube	Pinterest	Tumblr, WordPress or other blog	Instagram	Google+	Other
Promoting your business, products or services to potential customers	170	99	24	43	43	18	29	18	28	12
	100%	59%	14%	25%	25%	11%	17%	11%	17%	7%
Promoting your business to potential investors	152	82	26	38	41	16	24	13	23	9
	100%	54%	17%	25%	27%	11%	16%	9%	15%	6%
Understanding more about your competition	173	97	27	39	53	11	27	24	29	9
	100%	56%	16%	23%	31%	6%	16%	14%	17%	5%
Collaborating with other businesses	150	76	25	35	39	9	19	13	27	3
	100%	51%	17%	23%	26%	6%	13%	8%	18%	2%
Engaging with existing clients or customers	168	100	25	38	35	12	22	14	34	10
	100%	59%	15%	23%	21%	7%	13%	9%	20%	6%

European Youth Survey - All markets

Q16_1. Which social networks do you use to do the following? - Promoting your business, products or services to potential customers

Base: All who have used at least one social media platform for promoting their business, products or services to potential customers

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	171	26	7	18	22	11	36	18	9	8	16	107	64	52	119
Weighted Total	170	23	7	19	22	13	36	17	8	8	18	106	64	67	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	99	10	5	13	9	11	27	9	4	5	7	57	43	36	64
	59%	44%	69%	69%	42%	84%	75%	53%	54%	63%	38%	54%	67%	53%	62%
Twitter	43	3	1	4	10	4	7	5	2	4	4	29	14	18	25
	25%	14%	10%	21%	44%	28%	20%	29%	22%	48%	25%	27%	23%	27%	24%
YouTube	43	5	1	4	9	1	9	6	2	3	3	30	13	18	25
	25%	21%	11%	22%	41%	10%	26%	36%	26%	40%	15%	29%	20%	27%	24%
Tumblr, WordPress or other blog	29	2	-	1	3	1	7	3	3	3	5	24	5	12	16
	17%	11%	-	4%	13%	10%	20%	20%	36%	43%	26%	23%	7%	19%	16%
Google+	28	2	-	3	4	4	8	2	-	-	6	24	4	8	20
	17%	10%	-	17%	18%	28%	21%	11%	-	-	32%	23%	6%	12%	19%
LinkedIn	24	4	-	3	6	3	4	1	2	-	1	16	8	6	18
	14%	17%	-	14%	28%	23%	11%	5%	25%	-	6%	15%	12%	9%	17%
Instagram	18	1	-	2	2	2	2	2	4	1	3	14	5	6	13
	11%	4%	-	11%	9%	20%	6%	11%	46%	8%	15%	13%	7%	9%	12%
Pinterest	18	1	1	3	1	1	8	-	-	-	3	12	7	7	12
	11%	4%	11%	16%	5%	9%	23%	-	-	-	19%	11%	11%	10%	12%
Other	12	-	-	1	2	-	5	2	1	1	-	7	5	6	7
	7%	-	-	7%	9%	-	14%	13%	13%	11%	-	7%	8%	8%	7%

European Youth Survey - All markets

Q16_1. Which social networks do you use to do the following? - Promoting your business, products or services to potential customers

Base: All who have used at least one social media platform for promoting their business, products or services to potential customers

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	171	42	40	56	27	-	-	171	-
Weighted Total	170	45	41	55	22	-	-	170	-
	100%	100%	100%	100%	100%	-	-	100%	-
Facebook	99	40	23	29	8	-	-	99	-
	59%	88%	55%	53%	35%	-	-	59%	-
Twitter	43	12	12	13	4	-	-	43	-
	25%	26%	29%	23%	20%	-	-	25%	-
YouTube	43	7	13	14	8	-	-	43	-
	25%	16%	32%	25%	35%	-	-	25%	-
Tumblr, WordPress or other blog	29	7	9	4	7	-	-	29	-
	17%	16%	22%	8%	32%	-	-	17%	-
Google+	28	5	11	6	5	-	-	28	-
	17%	11%	26%	11%	24%	-	-	17%	-
LinkedIn	24	4	5	8	6	-	-	24	-
	14%	9%	13%	15%	28%	-	-	14%	-
Instagram	18	7	6	5	1	-	-	18	-
	11%	16%	15%	8%	3%	-	-	11%	-
Pinterest	18	3	7	5	1	-	-	18	-
	11%	7%	17%	9%	7%	-	-	11%	-
Other	12	3	1	6	2	-	-	12	-
	7%	7%	3%	12%	7%	-	-	7%	-

European Youth Survey - All markets

Q16_2. Which social networks do you use to do the following? - Promoting your business to potential investors

Base: All who have used at least one social media platform for promoting their business to potential investors

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	154	23	6	18	20	9	34	15	7	6	16	101	53	49	105
Weighted Total	152	20	6	19	20	11	32	14	7	6	18	101	51	62	90
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	82	9	1	10	12	7	23	8	3	1	7	52	29	30	51
	54%	43%	16%	54%	60%	66%	72%	58%	44%	23%	41%	52%	57%	49%	57%
YouTube	41	6	3	5	6	2	2	4	3	4	5	29	11	18	23
	27%	32%	53%	28%	33%	18%	6%	29%	45%	58%	27%	29%	22%	28%	25%
Twitter	38	2	-	4	9	2	7	2	3	3	6	29	9	14	24
	25%	8%	-	23%	44%	23%	22%	16%	43%	49%	34%	29%	18%	23%	26%
LinkedIn	26	4	-	1	3	2	6	2	4	-	4	20	6	6	20
	17%	21%	-	6%	17%	16%	18%	17%	61%	-	20%	20%	12%	10%	22%
Tumblr, WordPress or other blog	24	1	2	1	2	1	6	1	2	2	6	22	2	9	15
	16%	7%	30%	7%	10%	12%	18%	5%	31%	32%	33%	21%	5%	14%	17%
Google+	23	2	-	3	4	1	10	1	-	-	2	16	7	7	16
	15%	11%	-	16%	22%	12%	30%	5%	-	-	10%	16%	13%	12%	17%
Pinterest	16	-	-	4	3	-	8	-	-	-	2	12	5	10	7
	11%	-	-	20%	14%	-	24%	-	-	-	11%	12%	9%	16%	7%
Instagram	13	1	-	1	2	1	2	1	1	1	2	11	2	5	8
	9%	7%	-	4%	11%	13%	7%	7%	16%	13%	13%	11%	4%	9%	8%
Other	9	1	-	-	-	2	2	1	1	1	2	8	2	4	5
	6%	4%	-	-	-	15%	7%	5%	16%	14%	11%	8%	3%	7%	5%

European Youth Survey - All markets

Q16_2. Which social networks do you use to do the following? - Promoting your business to potential investors

Base: All who have used at least one social media platform for promoting their business to potential investors

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	154	34	38	48	28	-	-	154	-
Weighted Total	152	37	39	47	22	-	-	152	-
	100%	100%	100%	100%	100%	-	-	100%	-
Facebook	82	24	21	24	9	-	-	82	-
	54%	63%	53%	52%	40%	-	-	54%	-
YouTube	41	10	14	9	7	-	-	41	-
	27%	27%	34%	20%	33%	-	-	27%	-
Twitter	38	8	13	10	4	-	-	38	-
	25%	22%	34%	22%	20%	-	-	25%	-
LinkedIn	26	5	3	10	8	-	-	26	-
	17%	15%	7%	22%	35%	-	-	17%	-
Tumblr, WordPress or other blog	24	7	6	3	6	-	-	24	-
	16%	18%	17%	7%	27%	-	-	16%	-
Google+	23	4	6	6	5	-	-	23	-
	15%	11%	14%	14%	25%	-	-	15%	-
Pinterest	16	5	3	6	3	-	-	16	-
	11%	13%	6%	13%	13%	-	-	11%	-
Instagram	13	7	4	1	1	-	-	13	-
	9%	19%	10%	1%	7%	-	-	9%	-
Other	9	5	-	4	1	-	-	9	-
	6%	13%	-	8%	3%	-	-	6%	-

European Youth Survey - All markets

Q16_3. Which social networks do you use to do the following? - Understanding more about your competition

Base: All who have used at least one social media platform for understanding more about their competition

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	175	27	7	20	22	13	35	19	9	7	16	112	63	52	123
Weighted Total	173	23	7	21	22	15	33	19	8	8	18	112	62	66	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	97	10	2	13	12	10	20	9	4	4	11	55	42	32	65
	56%	43%	33%	61%	55%	70%	61%	50%	55%	56%	63%	49%	68%	48%	60%
YouTube	53	5	2	5	6	6	6	10	2	6	4	43	11	19	35
	31%	20%	34%	23%	29%	45%	19%	53%	29%	81%	23%	38%	17%	28%	32%
Twitter	39	2	1	4	6	5	9	5	3	1	1	31	9	19	21
	23%	7%	21%	22%	29%	33%	28%	28%	42%	18%	7%	27%	14%	28%	19%
Google+	29	5	-	4	3	1	8	3	-	-	4	26	3	6	23
	17%	21%	-	20%	15%	9%	25%	16%	-	-	23%	23%	5%	8%	22%
Tumblr, WordPress or other blog	27	1	2	3	2	2	8	3	2	1	5	22	6	11	17
	16%	3%	33%	14%	7%	13%	23%	14%	26%	11%	26%	19%	9%	16%	15%
LinkedIn	27	8	-	1	4	2	6	1	2	2	2	18	9	10	17
	16%	33%	-	6%	17%	13%	18%	4%	25%	22%	12%	16%	15%	15%	16%
Instagram	24	4	1	-	3	2	6	1	2	1	4	17	7	10	14
	14%	18%	11%	-	13%	12%	18%	7%	20%	19%	24%	15%	12%	15%	14%
Pinterest	11	2	1	-	2	1	5	-	-	-	-	7	4	5	6
	6%	10%	13%	-	9%	8%	14%	-	-	-	-	6%	7%	7%	6%
Other	9	-	-	-	1	-	2	2	1	3	1	8	1	3	6
	5%	-	-	-	5%	-	7%	8%	12%	33%	4%	7%	2%	5%	6%

European Youth Survey - All markets

Q16_3. Which social networks do you use to do the following? - Understanding more about your competition

Base: All who have used at least one social media platform for understanding more about their competition

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	175	42	43	53	30	-	-	175	-
Weighted Total	173	47	44	51	24	-	-	173	-
	100%	100%	100%	100%	100%	-	-	100%	-
Facebook	97	30	27	27	11	-	-	97	-
	56%	64%	60%	54%	45%	-	-	56%	-
YouTube	53	16	20	13	5	-	-	53	-
	31%	33%	46%	25%	19%	-	-	31%	-
Twitter	39	8	12	9	6	-	-	39	-
	23%	18%	26%	18%	27%	-	-	23%	-
Google+	29	3	12	7	5	-	-	29	-
	17%	7%	27%	14%	19%	-	-	17%	-
Tumblr, WordPress or other blog	27	8	5	8	6	-	-	27	-
	16%	18%	11%	15%	27%	-	-	16%	-
LinkedIn	27	5	4	11	8	-	-	27	-
	16%	10%	9%	21%	32%	-	-	16%	-
Instagram	24	6	10	5	2	-	-	24	-
	14%	12%	22%	9%	10%	-	-	14%	-
Pinterest	11	-	6	3	2	-	-	11	-
	6%	-	12%	6%	9%	-	-	6%	-
Other	9	3	4	2	1	-	-	9	-
	5%	7%	8%	3%	3%	-	-	5%	-

European Youth Survey - All markets

Q16_4. Which social networks do you use to do the following? - Collaborating with other businesses

Base: All who have used at least one social media platform for collaborating with other businesses

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	151	22	6	20	19	9	33	13	9	6	14	97	54	48	103
Weighted Total	150	19	6	21	18	11	31	13	8	6	16	97	53	61	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	76	6	2	12	9	8	20	4	7	3	6	45	32	30	46
	51%	31%	32%	57%	49%	76%	64%	30%	79%	45%	38%	46%	60%	49%	52%
YouTube	39	6	2	6	6	2	9	4	2	1	1	28	12	20	19
	26%	30%	40%	27%	35%	23%	28%	29%	23%	22%	7%	29%	22%	33%	22%
Twitter	35	4	2	4	7	2	5	4	3	1	3	26	9	13	22
	23%	23%	28%	17%	38%	23%	17%	33%	32%	22%	17%	26%	18%	21%	25%
Google+	27	3	2	2	4	2	7	3	1	-	3	22	5	10	18
	18%	15%	40%	10%	25%	21%	23%	22%	11%	-	16%	23%	10%	16%	20%
LinkedIn	25	3	-	4	2	2	6	2	3	-	3	17	8	8	17
	17%	16%	-	20%	13%	22%	18%	12%	35%	-	18%	18%	15%	13%	19%
Tumblr, WordPress or other blog	19	-	-	1	4	1	4	-	1	2	6	18	1	7	13
	13%	-	-	5%	24%	12%	13%	-	11%	32%	35%	18%	3%	11%	14%
Instagram	13	-	1	4	1	1	2	-	2	1	-	9	3	7	5
	8%	-	26%	19%	5%	6%	7%	-	23%	23%	-	10%	6%	12%	6%
Pinterest	9	-	-	2	-	-	5	-	-	-	3	5	4	4	6
	6%	-	-	12%	-	-	14%	-	-	-	16%	5%	8%	6%	6%
Other	3	-	-	-	1	-	1	-	1	1	-	3	-	1	3
	2%	-	-	-	5%	-	2%	-	12%	14%	-	4%	-	1%	3%

European Youth Survey - All markets

Q16_4. Which social networks do you use to do the following? - Collaborating with other businesses

Base: All who have used at least one social media platform for collaborating with other businesses

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	151	32	36	50	27	-	-	151	-
Weighted Total	150	36	37	48	22	-	-	150	-
	100%	100%	100%	100%	100%	-	-	100%	-
Facebook	76	24	16	24	8	-	-	76	-
	51%	67%	42%	49%	35%	-	-	51%	-
YouTube	39	9	11	13	5	-	-	39	-
	26%	25%	30%	27%	21%	-	-	26%	-
Twitter	35	7	13	8	5	-	-	35	-
	23%	19%	36%	16%	23%	-	-	23%	-
Google+	27	4	10	5	5	-	-	27	-
	18%	12%	26%	10%	25%	-	-	18%	-
LinkedIn	25	5	3	8	9	-	-	25	-
	17%	14%	7%	16%	44%	-	-	17%	-
Tumblr, WordPress or other blog	19	2	8	4	6	-	-	19	-
	13%	4%	20%	8%	30%	-	-	13%	-
Instagram	13	7	1	3	2	-	-	13	-
	8%	19%	2%	5%	12%	-	-	8%	-
Pinterest	9	3	1	3	2	-	-	9	-
	6%	8%	4%	7%	10%	-	-	6%	-
Other	3	1	1	1	1	-	-	3	-
	2%	3%	2%	2%	3%	-	-	2%	-

European Youth Survey - All markets

Q16_5. Which social networks do you use to do the following? - Engaging with existing clients or customers

Base: All who have used at least one social media platform for engaging with existing clients or customers

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	167	24	6	18	21	11	35	17	10	9	16	104	63	53	114
Weighted Total	168	21	6	19	21	13	35	17	9	9	18	104	63	69	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	100	8	2	12	15	11	21	10	5	6	9	60	40	41	59
	59%	37%	26%	65%	71%	89%	60%	63%	57%	63%	52%	57%	63%	59%	59%
Twitter	38	2	1	5	7	2	9	2	4	3	4	30	8	21	17
	23%	11%	12%	25%	32%	19%	24%	14%	42%	30%	21%	28%	13%	31%	17%
YouTube	35	3	3	4	5	2	6	5	2	1	3	24	11	19	16
	21%	16%	50%	23%	21%	19%	16%	30%	24%	15%	18%	23%	18%	28%	16%
Google+	34	4	-	4	5	5	9	3	-	1	3	24	10	11	23
	20%	18%	-	21%	25%	37%	25%	19%	-	14%	17%	23%	15%	16%	23%
LinkedIn	25	5	-	4	5	3	4	-	2	-	1	16	8	8	17
	15%	25%	-	21%	26%	23%	12%	-	23%	-	6%	16%	13%	12%	17%
Tumblr, WordPress or other blog	22	2	1	1	1	2	8	1	1	2	3	13	9	12	10
	13%	8%	14%	6%	6%	19%	24%	4%	11%	22%	14%	12%	15%	18%	10%
Instagram	14	1	1	2	2	3	2	-	2	1	1	9	5	3	11
	9%	4%	11%	8%	9%	24%	6%	-	18%	16%	7%	9%	8%	5%	11%
Pinterest	12	2	-	1	1	-	4	-	-	-	3	10	2	-	12
	7%	12%	-	7%	5%	-	12%	-	-	-	17%	9%	4%	-	12%
Other	10	-	1	-	2	-	5	2	-	1	-	5	5	7	3
	6%	-	12%	-	8%	-	14%	9%	-	10%	-	5%	8%	9%	3%

European Youth Survey - All markets

Q16_5. Which social networks do you use to do the following? - Engaging with existing clients or customers

Base: All who have used at least one social media platform for engaging with existing clients or customers

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	167	39	38	56	27	-	-	167	-
Weighted Total	168	43	40	55	22	-	-	168	-
	100%	100%	100%	100%	100%	-	-	100%	-
Facebook	100	35	31	24	8	-	-	100	-
	59%	82%	77%	43%	35%	-	-	59%	-
Twitter	38	8	11	10	5	-	-	38	-
	23%	20%	27%	18%	22%	-	-	23%	-
YouTube	35	12	10	9	3	-	-	35	-
	21%	28%	26%	15%	14%	-	-	21%	-
Google+	34	4	10	10	7	-	-	34	-
	20%	10%	25%	19%	33%	-	-	20%	-
LinkedIn	25	5	5	7	7	-	-	25	-
	15%	12%	13%	13%	32%	-	-	15%	-
Tumblr, WordPress or other blog	22	4	6	6	5	-	-	22	-
	13%	10%	15%	12%	25%	-	-	13%	-
Instagram	14	6	4	1	3	-	-	14	-
	9%	13%	10%	2%	15%	-	-	9%	-
Pinterest	12	-	4	5	3	-	-	12	-
	7%	-	10%	9%	14%	-	-	7%	-
Other	10	-	3	5	2	-	-	10	-
	6%	-	8%	9%	7%	-	-	6%	-

European Youth Survey - All markets

Q17/Q18_IMPROVED_SUM. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: - Net: Improved

SUMMARY

Base: All entrepreneurs

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total	217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Attracting new investment	102	9	3	10	15	11	23	11	4	7	9	67	34	39	62
	47%	30%	25%	46%	59%	62%	54%	51%	24%	53%	49%	49%	43%	50%	45%
Building your customer base	128	7	5	11	15	12	34	14	6	8	16	84	44	48	80
	59%	24%	46%	48%	59%	72%	81%	63%	39%	60%	80%	61%	55%	61%	58%
Improving your services or products	111	5	4	13	16	8	26	14	4	9	10	71	40	44	67
	51%	18%	40%	57%	64%	44%	63%	65%	27%	72%	53%	52%	50%	56%	48%
Growing your business	117	11	4	12	16	13	26	12	3	7	12	74	43	51	66
	54%	39%	39%	53%	63%	76%	62%	57%	21%	53%	62%	54%	54%	65%	48%
Improving your personal brand	121	11	7	12	15	9	25	14	6	8	14	80	41	44	77
	56%	39%	68%	51%	59%	52%	60%	65%	37%	60%	73%	59%	51%	57%	55%
Campaigning for your industry	108	10	2	12	17	8	27	8	6	7	12	68	39	42	66
	50%	35%	17%	51%	65%	45%	64%	37%	37%	50%	63%	50%	49%	53%	48%
Campaigning for start-ups	109	12	5	12	15	11	19	9	7	7	12	73	36	41	68
	50%	40%	46%	51%	59%	65%	46%	42%	44%	55%	61%	53%	45%	53%	49%
Campaigning for small business issues	95	12	1	10	18	8	19	7	3	6	11	67	28	36	59
	44%	41%	14%	44%	71%	48%	45%	32%	18%	43%	59%	49%	35%	46%	43%
Championing local issues with policymakers	99	13	3	13	13	10	22	7	5	5	10	67	32	38	61
	46%	45%	24%	56%	52%	56%	52%	31%	29%	38%	49%	49%	41%	48%	44%

European Youth Survey - All markets

Q17/Q18_IMPROVED_SUM. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: - Net: Improved

SUMMARY

Base: All entrepreneurs

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	222	55	51	71	35	-	-	222	-
Weighted Total	217	59	52	69	28	-	-	217	-
	100%	100%	100%	100%	100%	-	-	100%	-
Attracting new investment	102	29	26	27	15	-	-	102	-
	47%	48%	50%	39%	56%	-	-	47%	-
Building your customer base	128	35	33	39	15	-	-	128	-
	59%	59%	64%	57%	55%	-	-	59%	-
Improving your services or products	111	29	24	38	16	-	-	111	-
	51%	49%	47%	56%	58%	-	-	51%	-
Growing your business	117	32	30	36	15	-	-	117	-
	54%	54%	57%	52%	54%	-	-	54%	-
Improving your personal brand	121	34	27	40	15	-	-	121	-
	56%	57%	52%	58%	54%	-	-	56%	-
Campaigning for your industry	108	27	30	34	12	-	-	108	-
	50%	45%	58%	49%	44%	-	-	50%	-
Campaigning for start-ups	109	31	27	30	14	-	-	109	-
	50%	52%	53%	44%	51%	-	-	50%	-
Campaigning for small business issues	95	24	22	27	15	-	-	95	-
	44%	41%	42%	40%	54%	-	-	44%	-
Championing local issues with policymakers	99	25	20	34	13	-	-	99	-
	46%	42%	39%	50%	47%	-	-	46%	-

European Youth Survey - All markets

Q17_SUM. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: - SUMMARY TABLE

Base: All entrepreneurs

	Total								NETS		
		Greatly hindered	Slightly hindered	No impact	Slightly improved	Greatly improved	Don't know	Not applicable	Hindered	Improved	Mean
Attracting new investment	217	10	12	50	51	51	15	28	22	102	3.70
	100%	4%	6%	23%	23%	23%	7%	13%	10%	47%	
Building your customer base	217	11	4	41	59	69	12	22	15	128	3.93
	100%	5%	2%	19%	27%	32%	6%	10%	7%	59%	
Improving your services or products	217	9	7	56	50	61	11	23	16	111	3.81
	100%	4%	3%	26%	23%	28%	5%	11%	7%	51%	
Growing your business	217	12	9	45	60	58	11	23	21	117	3.78
	100%	5%	4%	21%	27%	26%	5%	11%	10%	54%	
Improving your personal brand	217	12	8	38	53	68	12	26	20	121	3.88
	100%	5%	4%	17%	25%	31%	6%	12%	9%	56%	

European Youth Survey - All markets

Q17_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Attracting new investment

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	10 4%	2 8%	1 7%	2 8%	1 4%	- -	2 5%	- -	- -	- -	1 7%	6 4%	3 4%	7 8%	3 2%
Slightly hindered	(2)	12 6%	3 10%	2 21%	2 10%	2 8%	- -	1 2%	- -	- -	- -	2 10%	9 7%	3 4%	5 6%	7 5%
No impact	(3)	50 23%	7 24%	3 30%	5 21%	6 23%	3 20%	8 20%	5 25%	6 35%	3 19%	5 23%	30 22%	20 26%	17 21%	34 24%
Slightly improved	(4)	51 23%	8 28%	- -	1 5%	9 35%	4 23%	10 25%	7 31%	3 18%	2 16%	6 32%	34 25%	17 21%	16 20%	35 25%
Greatly improved	(5)	51 23%	1 3%	3 25%	9 41%	6 24%	7 38%	12 30%	4 20%	1 6%	5 36%	3 16%	34 24%	17 22%	24 30%	27 20%
Don't know		15 7%	2 5%	1 7%	- -	- -	1 8%	1 3%	4 17%	3 16%	3 21%	1 7%	8 6%	7 9%	2 3%	13 9%
Not applicable		28 13%	7 23%	1 10%	3 14%	2 6%	2 10%	6 15%	1 7%	4 25%	1 7%	1 5%	17 12%	11 14%	9 11%	19 14%
NETS																
Net: Hindered		22 10%	5 18%	3 28%	4 18%	3 12%	- -	3 8%	- -	- -	- -	3 17%	15 11%	7 9%	12 15%	10 7%
Net: Improved		102 47%	9 30%	3 25%	10 46%	15 59%	11 62%	23 54%	11 51%	4 24%	7 53%	9 49%	67 49%	34 43%	39 50%	62 45%
Mean score		3.70	3.10	3.17	3.71	3.70	4.23	3.87	3.94	3.52	4.24	3.47	3.71	3.67	3.66	3.72
Standard deviation		1.13	1.08	1.41	1.44	1.10	.85	1.15	.79	.72	.90	1.18	1.14	1.12	1.30	1.01
Standard error		.09	.22	.47	.33	.22	.24	.19	.19	.23	.30	.29	.11	.14	.18	.09

European Youth Survey - All markets

Q17_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Attracting new investment

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	10	1	2	4	1	-	-	10	-
		4%	2%	4%	6%	2%	-	-	4%	-
Slightly hindered	(2)	12	3	2	4	3	-	-	12	-
		6%	5%	4%	6%	12%	-	-	6%	-
No impact	(3)	50	15	9	22	4	-	-	50	-
		23%	26%	18%	32%	13%	-	-	23%	-
Slightly improved	(4)	51	13	9	16	10	-	-	51	-
		23%	21%	18%	24%	38%	-	-	23%	-
Greatly improved	(5)	51	16	16	11	5	-	-	51	-
		23%	27%	32%	16%	18%	-	-	23%	-
Don't know		15	3	4	6	1	-	-	15	-
		7%	5%	8%	8%	2%	-	-	7%	-
Not applicable		28	7	8	6	4	-	-	28	-
		13%	12%	17%	9%	14%	-	-	13%	-
NETS										
Net: Hindered		22	4	4	8	4	-	-	22	-
		10%	7%	8%	12%	15%	-	-	10%	-
Net: Improved		102	29	26	27	15	-	-	102	-
		47%	48%	50%	39%	56%	-	-	47%	-
Mean score		3.70	3.80	3.93	3.45	3.68	-	-	3.70	-
Standard deviation		1.13	1.07	1.15	1.11	1.07	-	-	1.13	-
Standard error		.09	.16	.19	.14	.20	-	-	.09	-

European Youth Survey - All markets

Q17_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Building your customer base

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	11	3	1	3	3	-	-	-	-	-	2	7	4	8	4
		5%	11%	7%	14%	10%	-	-	-	-	-	10%	5%	5%	10%	3%
Slightly hindered	(2)	4	1	-	-	1	-	2	-	1	-	-	2	1	2	2
		2%	2%	-	-	3%	-	4%	-	4%	-	-	2%	2%	2%	2%
No impact	(3)	41	13	3	5	5	2	2	2	5	2	1	23	18	14	27
		19%	46%	29%	24%	18%	12%	5%	11%	30%	13%	6%	17%	22%	18%	19%
Slightly improved	(4)	59	6	4	4	5	3	16	11	4	1	4	36	23	19	40
		27%	21%	38%	18%	19%	18%	39%	49%	26%	10%	22%	26%	29%	24%	29%
Greatly improved	(5)	69	1	1	7	10	9	18	3	2	7	11	48	21	29	40
		32%	3%	9%	30%	40%	54%	42%	15%	13%	50%	58%	35%	26%	36%	29%
Don't know		12	1	1	-	1	2	1	2	1	3	-	7	5	1	11
		6%	5%	7%	-	3%	12%	3%	9%	6%	21%	-	5%	7%	1%	8%
Not applicable		22	4	1	3	2	1	3	4	3	1	1	14	7	7	15
		10%	12%	10%	14%	6%	4%	7%	17%	21%	7%	5%	10%	9%	8%	11%
NETS																
Net: Hindered		15	4	1	3	3	-	2	-	1	-	2	9	6	9	6
		7%	13%	7%	14%	13%	-	4%	-	4%	-	10%	7%	7%	12%	4%
Net: Improved		128	7	5	11	15	12	34	14	6	8	16	84	44	48	80
		59%	24%	46%	48%	59%	72%	81%	63%	39%	60%	80%	61%	55%	61%	58%
Mean score		3.93	3.04	3.49	3.60	3.84	4.50	4.33	4.05	3.64	4.52	4.24	3.99	3.82	3.84	3.98
Standard deviation		1.11	.98	1.05	1.41	1.36	.76	.77	.60	.87	.82	1.27	1.12	1.10	1.29	.99
Standard error		.08	.19	.35	.32	.28	.22	.13	.15	.24	.27	.31	.10	.14	.17	.09

European Youth Survey - All markets

Q17_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Building your customer base

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	11	2	3	5	1	-	-	11	-
		5%	4%	5%	7%	5%	-	-	5%	-
Slightly hindered	(2)	4	-	-	1	1	-	-	4	-
		2%	-	-	1%	5%	-	-	2%	-
No impact	(3)	41	14	7	14	6	-	-	41	-
		19%	23%	14%	21%	21%	-	-	19%	-
Slightly improved	(4)	59	16	14	20	8	-	-	59	-
		27%	27%	27%	29%	29%	-	-	27%	-
Greatly improved	(5)	69	19	19	19	7	-	-	69	-
		32%	32%	37%	28%	26%	-	-	32%	-
Don't know		12	1	3	7	1	-	-	12	-
		6%	2%	5%	10%	5%	-	-	6%	-
Not applicable		22	7	6	4	2	-	-	22	-
		10%	12%	11%	5%	9%	-	-	10%	-
NETS										
Net: Hindered		15	2	3	5	3	-	-	15	-
		7%	4%	5%	8%	10%	-	-	7%	-
Net: Improved		128	35	33	39	15	-	-	128	-
		59%	59%	64%	57%	55%	-	-	59%	-
Mean score		3.93	3.98	4.09	3.83	3.76	-	-	3.93	-
Standard deviation		1.11	1.02	1.09	1.15	1.15	-	-	1.11	-
Standard error		.08	.15	.17	.15	.21	-	-	.08	-

European Youth Survey - All markets

Q17_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Improving your services or products

Base: All entrepreneurs

			COUNTRY									GENDER		AGE		
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	9	3	1	1	1	-	2	-	-	-	2	5	4	6	4
		4%	10%	7%	3%	4%	-	4%	-	-	-	10%	4%	5%	7%	3%
Slightly hindered	(2)	7	1	-	1	1	-	1	1	1	-	1	4	2	3	3
		3%	3%	-	5%	3%	-	2%	5%	4%	-	6%	3%	3%	4%	2%
No impact	(3)	56	14	4	6	6	6	9	3	5	-	4	36	20	17	39
		26%	49%	36%	27%	23%	37%	21%	13%	29%	-	19%	26%	25%	21%	28%
Slightly improved	(4)	50	5	4	3	7	2	11	4	3	5	6	28	22	13	37
		23%	16%	40%	14%	28%	13%	25%	17%	21%	36%	32%	20%	27%	17%	27%
Greatly improved	(5)	61	1	-	10	9	5	16	10	1	5	4	43	18	31	30
		28%	3%	-	43%	37%	31%	38%	48%	6%	36%	21%	32%	22%	40%	22%
Don't know		11	1	1	-	1	1	2	1	1	3	1	5	6	-	11
		5%	3%	7%	-	3%	8%	5%	3%	6%	21%	7%	4%	8%	-	8%
Not applicable		23	5	1	2	1	2	2	3	5	1	1	15	7	9	14
		11%	17%	10%	9%	3%	10%	5%	13%	33%	7%	5%	11%	9%	11%	10%
NETS																
Net: Hindered		16	4	1	2	2	-	3	1	1	-	3	9	6	9	7
		7%	13%	7%	8%	7%	-	6%	5%	4%	-	17%	7%	8%	11%	5%
Net: Improved		111	5	4	13	16	8	26	14	4	9	10	71	40	44	67
		51%	18%	40%	57%	64%	44%	63%	65%	27%	72%	53%	52%	50%	56%	48%
Mean score		3.81	2.98	3.30	3.96	3.96	3.93	4.01	4.28	3.48	4.50	3.53	3.86	3.71	3.87	3.77
Standard deviation		1.10	.95	.91	1.17	1.09	.95	1.08	.98	.82	.53	1.29	1.10	1.10	1.27	.98
Standard error		.08	.18	.30	.26	.22	.27	.17	.22	.25	.18	.32	.10	.14	.17	.09

European Youth Survey - All markets

Q17_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Improving your services or products

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	9	1	2	4	1	-	-	9	-
		4%	2%	4%	5%	2%	-	-	4%	-
Slightly hindered	(2)	7	1	1	2	3	-	-	7	-
		3%	2%	2%	3%	10%	-	-	3%	-
No impact	(3)	56	17	15	17	5	-	-	56	-
		26%	28%	30%	25%	19%	-	-	26%	-
Slightly improved	(4)	50	13	10	18	8	-	-	50	-
		23%	22%	20%	26%	29%	-	-	23%	-
Greatly improved	(5)	61	16	14	20	8	-	-	61	-
		28%	27%	26%	30%	29%	-	-	28%	-
Don't know		11	2	3	5	1	-	-	11	-
		5%	4%	6%	7%	2%	-	-	5%	-
Not applicable		23	9	6	2	2	-	-	23	-
		11%	15%	12%	4%	9%	-	-	11%	-
NETS										
Net: Hindered		16	3	3	6	3	-	-	16	-
		7%	4%	6%	8%	12%	-	-	7%	-
Net: Improved		111	29	24	38	16	-	-	111	-
		51%	49%	47%	56%	58%	-	-	51%	-
Mean score		3.81	3.86	3.78	3.81	3.81	-	-	3.81	-
Standard deviation		1.10	1.02	1.07	1.13	1.11	-	-	1.10	-
Standard error		.08	.15	.17	.14	.20	-	-	.08	-

European Youth Survey - All markets

Q17_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Growing your business

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	12	2	1	1	2	-	4	-	-	-	1	6	6	8	4
		5%	8%	7%	3%	9%	-	10%	-	-	-	7%	4%	7%	10%	3%
Slightly hindered	(2)	9	3	1	2	2	-	1	-	1	-	-	6	3	2	8
		4%	10%	14%	8%	6%	-	2%	-	4%	-	-	5%	4%	2%	5%
No impact	(3)	45	7	2	5	4	2	6	4	6	3	5	30	15	10	35
		21%	26%	23%	22%	16%	12%	13%	20%	38%	19%	26%	22%	18%	13%	25%
Slightly improved	(4)	60	11	3	3	6	7	13	6	2	3	7	37	23	24	35
		27%	36%	24%	12%	25%	42%	30%	28%	10%	20%	38%	27%	29%	31%	26%
Greatly improved	(5)	58	1	1	9	10	6	13	6	2	4	5	37	20	27	31
		26%	3%	14%	41%	38%	34%	32%	29%	11%	33%	24%	27%	25%	34%	22%
Don't know		11	1	1	-	1	1	1	1	2	3	-	5	5	-	11
		5%	3%	7%	-	3%	8%	3%	7%	9%	21%	-	4%	7%	-	8%
Not applicable		23	4	1	3	1	1	4	3	4	1	1	16	8	8	16
		11%	15%	10%	14%	3%	4%	9%	16%	27%	7%	5%	12%	10%	10%	11%
NETS																
Net: Hindered		21	5	2	3	4	-	5	-	1	-	1	12	9	10	11
		10%	18%	21%	11%	15%	-	12%	-	4%	-	7%	9%	11%	13%	8%
Net: Improved		117	11	4	12	16	13	26	12	3	7	12	74	43	51	66
		54%	39%	39%	53%	63%	76%	62%	57%	21%	53%	62%	54%	54%	65%	48%
Mean score		3.78	3.19	3.29	3.92	3.80	4.26	3.83	4.11	3.43	4.19	3.76	3.80	3.73	3.84	3.73
Standard deviation		1.14	1.05	1.26	1.24	1.32	.70	1.28	.82	.90	.87	1.09	1.10	1.20	1.28	1.04
Standard error		.08	.20	.42	.28	.27	.20	.21	.20	.27	.29	.26	.10	.15	.17	.09

European Youth Survey - All markets

Q17_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Growing your business

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	12	1	3	5	1	-	-	12	-
		5%	2%	6%	7%	3%	-	-	5%	-
Slightly hindered	(2)	9	1	4	4	1	-	-	9	-
		4%	1%	8%	6%	2%	-	-	4%	-
No impact	(3)	45	15	7	14	7	-	-	45	-
		21%	25%	13%	21%	25%	-	-	21%	-
Slightly improved	(4)	60	13	16	21	8	-	-	60	-
		27%	23%	31%	31%	28%	-	-	27%	-
Greatly improved	(5)	58	19	14	14	7	-	-	58	-
		26%	31%	26%	21%	26%	-	-	26%	-
Don't know		11	2	2	6	1	-	-	11	-
		5%	3%	4%	8%	5%	-	-	5%	-
Not applicable		23	8	6	4	3	-	-	23	-
		11%	14%	12%	6%	11%	-	-	11%	-
NETS										
Net: Hindered		21	2	7	9	1	-	-	21	-
		10%	4%	14%	13%	5%	-	-	10%	-
Net: Improved		117	32	30	36	15	-	-	117	-
		54%	54%	57%	52%	54%	-	-	54%	-
Mean score		3.78	3.96	3.75	3.62	3.86	-	-	3.78	-
Standard deviation		1.14	1.01	1.21	1.18	1.02	-	-	1.14	-
Standard error		.08	.15	.19	.15	.19	-	-	.08	-

European Youth Survey - All markets

Q17_5. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Improving your personal brand

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	12	3	2	2	2	-	3	-	-	-	1	6	6	7	5
		5%	10%	15%	7%	7%	-	6%	-	-	-	7%	4%	7%	9%	3%
Slightly hindered	(2)	8	3	-	1	2	-	2	-	1	-	-	5	4	2	6
		4%	11%	-	3%	7%	-	5%	-	4%	-	-	3%	5%	3%	4%
No impact	(3)	38	6	-	6	4	5	6	3	4	2	2	24	14	17	21
		17%	21%	-	25%	16%	30%	15%	13%	26%	17%	8%	17%	18%	21%	15%
Slightly improved	(4)	53	9	4	4	4	1	12	6	4	1	9	41	13	13	40
		25%	30%	35%	19%	15%	4%	28%	28%	27%	10%	46%	30%	16%	17%	29%
Greatly improved	(5)	68	3	3	7	11	8	13	8	2	7	5	40	28	31	37
		31%	9%	33%	32%	44%	48%	32%	37%	10%	50%	27%	29%	35%	40%	26%
Don't know		12	1	1	-	1	1	2	1	1	2	1	6	6	-	12
		6%	5%	7%	-	5%	8%	6%	3%	6%	16%	7%	5%	7%	-	9%
Not applicable		26	4	1	3	2	2	4	4	4	1	1	16	9	8	18
		12%	15%	10%	14%	6%	10%	9%	18%	27%	7%	5%	12%	12%	10%	13%
NETS																
Net: Hindered		20	6	2	2	4	-	5	-	1	-	1	11	10	10	11
		9%	21%	15%	10%	14%	-	11%	-	4%	-	7%	8%	12%	12%	8%
Net: Improved		121	11	7	12	15	9	25	14	6	8	14	80	41	44	77
		56%	39%	68%	51%	59%	52%	60%	65%	37%	60%	73%	59%	51%	57%	55%
Mean score		3.88	3.20	3.87	3.77	3.92	4.22	3.87	4.31	3.63	4.42	3.98	3.90	3.83	3.83	3.91
Standard deviation		1.17	1.22	1.49	1.25	1.34	.99	1.20	.77	.85	.88	1.08	1.09	1.30	1.31	1.07
Standard error		.09	.23	.50	.29	.28	.28	.20	.18	.25	.28	.27	.10	.16	.18	.09

European Youth Survey - All markets

Q17_5. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Improving your personal brand

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	12	2	4	3	1	-	-	12	-
		5%	4%	9%	4%	2%	-	-	5%	-
Slightly hindered	(2)	8	-	3	2	3	-	-	8	-
		4%	-	6%	3%	11%	-	-	4%	-
No impact	(3)	38	13	3	15	5	-	-	38	-
		17%	21%	7%	22%	19%	-	-	17%	-
Slightly improved	(4)	53	12	13	19	8	-	-	53	-
		25%	20%	25%	27%	29%	-	-	25%	-
Greatly improved	(5)	68	22	14	21	7	-	-	68	-
		31%	37%	27%	31%	25%	-	-	31%	-
Don't know		12	1	5	4	1	-	-	12	-
		6%	2%	11%	6%	5%	-	-	6%	-
Not applicable		26	9	8	4	2	-	-	26	-
		12%	15%	16%	5%	9%	-	-	12%	-
NETS										
Net: Hindered		20	2	8	5	4	-	-	20	-
		9%	4%	15%	8%	13%	-	-	9%	-
Net: Improved		121	34	27	40	15	-	-	121	-
		56%	57%	52%	58%	54%	-	-	56%	-
Mean score		3.88	4.05	3.76	3.87	3.74	-	-	3.88	-
Standard deviation		1.17	1.06	1.36	1.10	1.11	-	-	1.17	-
Standard error		.09	.16	.23	.14	.20	-	-	.09	-

European Youth Survey - All markets

Q18_SUM. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: - SUMMARY TABLE

Base: All entrepreneurs

									NETS		
	Total	Greatly hindered	Slightly hindered	No impact	Slightly improved	Greatly improved	Don't know	Not applicable	Hindered	Improved	Mean
Campaigning for your industry	217 100%	9 4%	8 4%	46 21%	57 26%	50 23%	16 7%	30 14%	18 8%	108 50%	3.77
Campaigning for start-ups	217 100%	9 4%	9 4%	40 18%	58 27%	51 24%	19 9%	31 14%	19 9%	109 50%	3.79
Campaigning for small business issues	217 100%	10 5%	5 2%	53 24%	51 24%	44 20%	22 10%	32 15%	15 7%	95 44%	3.70
Championing local issues with policymakers	217 100%	11 5%	8 4%	54 25%	55 25%	45 21%	15 7%	31 14%	18 8%	99 46%	3.67

European Youth Survey - All markets

Q18_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for your industry

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	9	2	1	1	2	-	3	-	-	-	2	6	3	6	3
		4%	6%	7%	3%	7%	-	6%	-	-	-	10%	4%	4%	8%	2%
Slightly hindered	(2)	8	2	-	3	1	-	1	-	1	-	1	5	4	4	5
		4%	7%	-	11%	3%	-	2%	-	4%	-	6%	3%	4%	5%	3%
No impact	(3)	46	8	5	4	5	4	7	4	6	2	2	31	15	19	27
		21%	27%	45%	17%	19%	22%	16%	20%	40%	13%	10%	22%	19%	24%	19%
Slightly improved	(4)	57	10	2	4	8	6	12	5	3	1	7	32	25	17	40
		26%	35%	17%	17%	32%	35%	29%	21%	16%	6%	35%	23%	32%	22%	29%
Greatly improved	(5)	50	-	-	8	8	2	14	3	3	6	5	36	14	25	26
		23%	-	-	35%	33%	10%	35%	16%	21%	44%	28%	26%	18%	31%	19%
Don't know		16	1	2	1	1	1	1	4	1	2	1	10	6	-	16
		7%	5%	21%	3%	3%	8%	3%	18%	6%	16%	7%	7%	8%	-	12%
Not applicable		30	6	1	3	1	4	4	5	2	3	1	18	12	8	22
		14%	20%	10%	13%	3%	25%	9%	25%	13%	21%	5%	13%	15%	10%	16%
NETS																
Net: Hindered		18	4	1	3	2	-	4	-	1	-	3	11	7	10	8
		8%	13%	7%	15%	10%	-	9%	-	4%	-	16%	8%	9%	13%	6%
Net: Improved		108	10	2	12	17	8	27	8	6	7	12	68	39	42	66
		50%	35%	17%	51%	65%	45%	64%	37%	37%	50%	63%	50%	49%	53%	48%
Mean score		3.77	3.22	3.04	3.81	3.87	3.82	3.95	3.94	3.66	4.50	3.74	3.80	3.70	3.72	3.80
Standard deviation		1.10	.92	.88	1.26	1.17	.69	1.16	.82	.96	.86	1.31	1.11	1.07	1.25	.98
Standard error		.08	.18	.33	.30	.24	.22	.19	.23	.26	.33	.33	.11	.14	.17	.09

European Youth Survey - All markets

Q18_1. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for your industry

Base: All entrepreneurs

		EDUCATION				WORK STATUS				
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	9	1	3	2	1	-	-	9	-
		4%	2%	6%	3%	3%	-	-	4%	-
Slightly hindered	(2)	8	1	1	4	3	-	-	8	-
		4%	1%	2%	6%	9%	-	-	4%	-
No impact	(3)	46	17	4	17	9	-	-	46	-
		21%	28%	7%	24%	31%	-	-	21%	-
Slightly improved	(4)	57	15	14	19	6	-	-	57	-
		26%	26%	27%	28%	21%	-	-	26%	-
Greatly improved	(5)	50	11	16	14	6	-	-	50	-
		23%	19%	31%	21%	23%	-	-	23%	-
Don't know		16	3	6	6	1	-	-	16	-
		7%	5%	11%	8%	5%	-	-	7%	-
Not applicable		30	11	9	6	2	-	-	30	-
		14%	18%	17%	9%	9%	-	-	14%	-
NETS										
Net: Hindered		18	2	4	6	3	-	-	18	-
		8%	4%	7%	9%	12%	-	-	8%	-
Net: Improved		108	27	30	34	12	-	-	108	-
		50%	45%	58%	49%	44%	-	-	50%	-
Mean score		3.77	3.76	4.04	3.69	3.60	-	-	3.77	-
Standard deviation		1.10	.95	1.16	1.07	1.10	-	-	1.10	-
Standard error		.08	.15	.19	.14	.20	-	-	.08	-

European Youth Survey - All markets

Q18_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for start-ups

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	9	2	1	1	3	-	2	-	-	-	1	6	3	7	2
		4%	8%	7%	3%	11%	-	4%	-	-	-	7%	4%	4%	9%	2%
Slightly hindered	(2)	9	-	-	1	2	-	4	1	1	-	1	6	3	5	5
		4%	-	-	5%	9%	-	8%	5%	4%	-	4%	4%	4%	6%	3%
No impact	(3)	40	7	2	5	2	1	7	5	5	2	3	24	16	14	26
		18%	24%	15%	20%	8%	8%	17%	25%	33%	13%	17%	17%	20%	18%	18%
Slightly improved	(4)	58	12	1	5	6	9	8	6	3	2	6	38	19	17	41
		27%	40%	14%	20%	24%	52%	20%	26%	20%	13%	31%	28%	24%	22%	29%
Greatly improved	(5)	51	-	3	7	9	2	11	3	4	6	6	35	16	24	27
		24%	-	32%	31%	35%	14%	26%	15%	24%	42%	30%	26%	20%	31%	19%
Don't know		19	2	1	2	3	1	3	2	1	2	1	11	8	2	17
		9%	8%	13%	10%	10%	8%	6%	9%	6%	16%	7%	8%	10%	3%	12%
Not applicable		31	6	2	2	1	3	8	4	2	2	1	17	14	9	21
		14%	20%	18%	10%	3%	18%	18%	19%	13%	17%	5%	12%	18%	12%	15%
NETS																
Net: Hindered		19	2	1	2	5	-	5	1	1	-	2	12	7	12	7
		9%	8%	7%	8%	19%	-	12%	5%	4%	-	10%	9%	8%	15%	5%
Net: Improved		109	12	5	12	15	11	19	9	7	7	12	73	36	41	68
		50%	40%	46%	51%	59%	65%	46%	42%	44%	55%	61%	53%	45%	53%	49%
Mean score		3.79	3.34	3.92	3.89	3.74	4.08	3.75	3.73	3.77	4.44	3.83	3.83	3.72	3.69	3.85
Standard deviation		1.11	.96	1.38	1.16	1.43	.56	1.20	.90	.97	.84	1.21	1.11	1.12	1.32	.95
Standard error		.09	.20	.52	.28	.30	.17	.21	.22	.26	.30	.30	.11	.15	.18	.09

European Youth Survey - All markets

Q18_2. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for start-ups

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	9	1	3	3	-	-	-	9	-
		4%	2%	7%	4%	-	-	-	4%	-
Slightly hindered	(2)	9	1	1	5	2	-	-	9	-
		4%	2%	2%	7%	8%	-	-	4%	-
No impact	(3)	40	10	6	16	7	-	-	40	-
		18%	17%	11%	23%	25%	-	-	18%	-
Slightly improved	(4)	58	17	14	18	6	-	-	58	-
		27%	28%	27%	27%	21%	-	-	27%	-
Greatly improved	(5)	51	14	13	12	8	-	-	51	-
		24%	24%	26%	18%	29%	-	-	24%	-
Don't know		19	6	5	7	1	-	-	19	-
		9%	10%	9%	11%	5%	-	-	9%	-
Not applicable		31	10	9	7	3	-	-	31	-
		14%	17%	18%	10%	12%	-	-	14%	-
NETS										
Net: Hindered		19	2	5	8	2	-	-	19	-
		9%	4%	9%	12%	8%	-	-	9%	-
Net: Improved		109	31	27	30	14	-	-	109	-
		50%	52%	53%	44%	51%	-	-	50%	-
Mean score		3.79	3.95	3.86	3.58	3.86	-	-	3.79	-
Standard deviation		1.11	.98	1.21	1.11	1.03	-	-	1.11	-
Standard error		.09	.16	.20	.15	.19	-	-	.09	-

European Youth Survey - All markets

Q18_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for small business issues

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	10	2	1	2	1	-	2	-	-	-	2	7	3	7	3
		5%	8%	7%	10%	4%	-	4%	-	-	-	10%	5%	4%	9%	2%
Slightly hindered	(2)	5	1	1	-	-	-	3	-	-	-	-	2	2	1	3
		2%	2%	14%	-	-	-	6%	-	-	-	-	2%	3%	2%	2%
No impact	(3)	53	6	3	5	5	4	11	7	7	3	2	33	20	17	35
		24%	21%	33%	24%	18%	26%	26%	30%	41%	19%	12%	24%	25%	22%	25%
Slightly improved	(4)	51	10	1	5	10	5	8	3	1	1	6	34	18	15	36
		24%	35%	14%	21%	39%	31%	19%	16%	5%	6%	31%	24%	22%	19%	26%
Greatly improved	(5)	44	2	-	5	8	3	10	4	2	5	5	34	11	21	23
		20%	6%	-	24%	32%	16%	25%	17%	13%	37%	28%	25%	13%	27%	17%
Don't know		22	1	1	2	1	1	2	4	3	3	4	12	10	7	15
		10%	5%	13%	8%	3%	8%	5%	18%	16%	21%	19%	9%	12%	9%	11%
Not applicable		32	7	2	3	1	3	6	4	4	2	-	16	17	9	23
		15%	23%	18%	14%	3%	18%	15%	19%	25%	17%	-	11%	21%	12%	17%
NETS																
Net: Hindered		15	3	2	2	1	-	4	-	-	-	2	9	6	9	6
		7%	10%	21%	10%	4%	-	10%	-	-	-	10%	7%	7%	11%	5%
Net: Improved		95	12	1	10	18	8	19	7	3	6	11	67	28	36	59
		44%	41%	14%	44%	71%	48%	45%	32%	18%	43%	59%	49%	35%	46%	43%
Mean score		3.70	3.39	2.78	3.61	4.01	3.87	3.69	3.78	3.52	4.29	3.81	3.78	3.55	3.67	3.72
Standard deviation		1.09	1.08	.96	1.31	.99	.78	1.15	.87	.87	.97	1.31	1.10	1.07	1.29	.95
Standard error		.08	.22	.36	.32	.20	.23	.19	.22	.28	.37	.34	.10	.15	.18	.09

European Youth Survey - All markets

Q18_3. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Campaigning for small business issues

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Greatly hindered	(1)	10	1	2	5	-	-	-	10	-
		5%	2%	4%	8%	-	-	-	5%	-
Slightly hindered	(2)	5	1	2	1	1	-	-	5	-
		2%	3%	4%	1%	2%	-	-	2%	-
No impact	(3)	53	14	8	22	8	-	-	53	-
		24%	24%	16%	32%	30%	-	-	24%	-
Slightly improved	(4)	51	12	9	17	9	-	-	51	-
		24%	20%	17%	25%	34%	-	-	24%	-
Greatly improved	(5)	44	12	13	10	6	-	-	44	-
		20%	21%	25%	15%	20%	-	-	20%	-
Don't know		22	6	7	6	1	-	-	22	-
		10%	10%	14%	9%	5%	-	-	10%	-
Not applicable		32	12	10	7	2	-	-	32	-
		15%	21%	19%	10%	9%	-	-	15%	-
NETS										
Net: Hindered		15	3	4	6	1	-	-	15	-
		7%	5%	7%	9%	2%	-	-	7%	-
Net: Improved		95	24	22	27	15	-	-	95	-
		44%	41%	42%	40%	54%	-	-	44%	-
Mean score		3.70	3.79	3.85	3.47	3.83	-	-	3.70	-
Standard deviation		1.09	1.03	1.17	1.11	.83	-	-	1.09	-
Standard error		.08	.17	.20	.15	.15	-	-	.08	-

European Youth Survey - All markets

Q18_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Championing local issues with policymakers

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Greatly hindered	(1)	11 5%	3 10%	1 7%	2 8%	1 4%	- -	3 6%	- -	- -	- -	1 7%	5 4%	5 6%	7 8%	4 3%
Slightly hindered	(2)	8 4%	1 5%	- -	1 3%	2 6%	- -	2 6%	1 5%	- -	- -	1 4%	7 5%	1 1%	2 2%	6 4%
No impact	(3)	54 25%	6 20%	5 46%	4 19%	6 25%	3 18%	7 16%	6 28%	6 36%	4 30%	7 36%	36 26%	18 23%	22 28%	32 23%
Slightly improved	(4)	55 25%	12 40%	2 15%	8 37%	4 15%	6 34%	11 26%	4 19%	2 10%	4 27%	3 18%	36 26%	19 23%	22 27%	33 24%
Greatly improved	(5)	45 21%	2 5%	1 9%	4 19%	10 38%	4 22%	11 27%	3 12%	3 19%	1 11%	6 31%	31 22%	14 17%	16 21%	28 20%
Don't know		15 7%	1 3%	1 13%	1 3%	2 7%	1 8%	2 5%	3 14%	1 6%	3 21%	- -	7 5%	8 10%	1 1%	14 10%
Not applicable		31 14%	5 17%	1 10%	2 10%	1 6%	3 18%	6 15%	5 22%	5 29%	2 12%	1 5%	15 11%	16 19%	9 11%	22 16%
NETS																
Net: Hindered		18 8%	4 15%	1 7%	3 11%	3 10%	- -	5 12%	1 5%	- -	- -	2 10%	13 9%	6 7%	9 11%	10 7%
Net: Improved		99 46%	13 45%	3 24%	13 56%	13 52%	10 56%	22 52%	7 31%	5 29%	5 38%	10 49%	67 49%	32 41%	38 48%	61 44%
Mean score		3.67	3.30	3.23	3.65	3.87	4.05	3.76	3.60	3.74	3.72	3.66	3.69	3.62	3.57	3.73
Standard deviation		1.10	1.14	1.05	1.18	1.21	.76	1.22	.91	.93	.76	1.21	1.08	1.15	1.17	1.05
Standard error		.08	.22	.37	.27	.26	.23	.21	.24	.28	.27	.29	.10	.15	.16	.10

European Youth Survey - All markets

Q18_4. To what extent, if at all, do you feel that your use of social media has improved or hindered your prospects of: Championing local issues with policymakers

Base: All entrepreneurs

	EDUCATION				WORK STATUS			
	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
222	55	51	71	35	-	-	222	-
217	59	52	69	28	-	-	217	-
100%	100%	100%	100%	100%	-	-	100%	-
11	2	3	2	1	-	-	11	-
5%	4%	6%	3%	5%	-	-	5%	-
8	3	1	3	1	-	-	8	-
4%	4%	2%	5%	5%	-	-	4%	-
54	16	13	16	10	-	-	54	-
25%	27%	25%	23%	34%	-	-	25%	-
55	15	9	19	7	-	-	55	-
25%	26%	18%	28%	24%	-	-	25%	-
45	10	11	15	6	-	-	45	-
21%	16%	21%	22%	23%	-	-	21%	-
15	3	4	6	1	-	-	15	-
7%	6%	9%	9%	2%	-	-	7%	-
31	10	11	7	2	-	-	31	-
14%	17%	21%	10%	6%	-	-	14%	-
NETS								
18	5	4	5	3	-	-	18	-
8%	8%	7%	8%	10%	-	-	8%	-
99	25	20	34	13	-	-	99	-
46%	42%	39%	50%	47%	-	-	46%	-
3.67	3.59	3.66	3.74	3.60	-	-	3.67	-
1.10	1.06	1.17	1.06	1.11	-	-	1.10	-
.08	.16	.20	.14	.20	-	-	.08	-

European Youth Survey - All markets

Q19_SUM. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - SUMMARY TABLE

Base: All entrepreneurs

	Total						NETS		
		Strongly disagree	Fairly disagree	Fairly agree	Strongly agree	Don't know	Disagree	Agree	Mean
Finding venture partners	217	19	37	78	45	38	56	123	2.83
	100%	9%	17%	36%	21%	18%	26%	57%	
Sharing subscriptions to products and services	217	17	31	79	46	44	48	126	2.89
	100%	8%	14%	37%	21%	20%	22%	58%	
Sharing industry knowledge	217	15	29	83	56	35	43	139	2.99
	100%	7%	13%	38%	26%	16%	20%	64%	
Crowdfunding	217	17	32	69	47	51	49	116	2.88
	100%	8%	15%	32%	22%	24%	23%	54%	
Finding freelancing staff on ad hoc basis	217	18	26	83	47	44	43	130	2.92
	100%	8%	12%	38%	22%	20%	20%	60%	

European Youth Survey - All markets

Q19_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Finding venture partners

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	19	4	3	1	4	-	3	1	-	2	3	13	6	7	12
		9%	13%	30%	3%	14%	-	7%	3%	-	13%	13%	10%	8%	9%	9%
Fairly disagree	(2)	37	7	3	4	4	1	6	6	1	-	6	24	13	13	24
		17%	24%	28%	16%	16%	7%	14%	26%	6%	-	29%	18%	16%	17%	17%
Fairly agree	(3)	78	10	2	11	9	6	14	10	5	6	5	51	27	28	49
		36%	36%	17%	47%	35%	32%	34%	48%	34%	45%	24%	37%	33%	36%	36%
Strongly agree	(4)	45	4	1	5	8	5	13	2	1	2	5	31	15	19	27
		21%	14%	7%	24%	29%	30%	31%	9%	6%	14%	25%	22%	18%	24%	19%
Don't know		38	4	2	2	1	5	6	3	9	4	2	18	20	11	27
		18%	13%	17%	10%	6%	30%	14%	15%	54%	29%	8%	13%	25%	15%	19%
NETS																
Net: Disagree		56	11	6	4	8	1	9	6	1	2	8	37	19	20	36
		26%	37%	58%	19%	30%	7%	21%	29%	6%	13%	43%	27%	23%	26%	26%
Net: Agree		123	14	3	16	16	11	27	12	7	8	10	82	41	47	76
		57%	49%	25%	71%	64%	63%	65%	56%	40%	58%	49%	60%	52%	60%	55%
Mean score		2.83	2.58	2.03	3.02	2.84	3.34	3.04	2.72	3.00	2.84	2.66	2.84	2.83	2.88	2.80
Standard deviation		.93	.94	1.02	.79	1.05	.68	.94	.72	.56	.99	1.05	.94	.92	.94	.93
Standard error		.07	.18	.34	.18	.21	.21	.15	.16	.20	.33	.26	.09	.12	.13	.08

European Youth Survey - All markets

Q19_1. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Finding venture partners

Base: All entrepreneurs

		EDUCATION				WORK STATUS				
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Strongly disagree	(1)	19	8	4	3	3	-	-	19	-
		9%	14%	7%	5%	12%	-	-	9%	-
Fairly disagree	(2)	37	10	6	15	5	-	-	37	-
		17%	17%	12%	21%	16%	-	-	17%	-
Fairly agree	(3)	78	17	18	30	10	-	-	78	-
		36%	29%	36%	44%	34%	-	-	36%	-
Strongly agree	(4)	45	10	12	13	7	-	-	45	-
		21%	17%	23%	19%	25%	-	-	21%	-
Don't know		38	13	11	8	3	-	-	38	-
		18%	22%	22%	12%	13%	-	-	18%	-
NETS										
Net: Disagree		56	18	10	18	8	-	-	56	-
		26%	31%	20%	26%	28%	-	-	26%	-
Net: Agree		123	28	30	43	16	-	-	123	-
		57%	47%	58%	62%	60%	-	-	57%	-
Mean score		2.83	2.65	2.94	2.86	2.83	-	-	2.83	-
Standard deviation		.93	1.03	.92	.81	1.01	-	-	.93	-
Standard error		.07	.16	.15	.10	.18	-	-	.07	-

European Youth Survey - All markets

Q19_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Sharing subscriptions to products and services

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	17	1	2	4	4	-	2	-	-	-	4	13	4	8	9
		8%	3%	22%	18%	15%	-	5%	-	-	-	19%	9%	5%	11%	6%
Fairly disagree	(2)	31	5	3	3	3	2	7	5	1	1	1	15	16	13	17
		14%	19%	24%	14%	12%	10%	18%	21%	4%	6%	6%	11%	20%	17%	13%
Fairly agree	(3)	79	13	2	8	12	4	15	8	4	4	9	53	27	28	51
		37%	45%	23%	33%	46%	23%	36%	37%	24%	33%	48%	38%	34%	36%	37%
Strongly agree	(4)	46	4	2	4	6	6	10	6	2	3	3	33	14	16	30
		21%	14%	15%	19%	24%	37%	23%	28%	11%	27%	16%	24%	17%	21%	22%
Don't know		44	6	2	3	1	5	7	3	10	5	2	24	20	13	31
		20%	20%	16%	15%	3%	30%	17%	14%	60%	35%	11%	17%	25%	16%	22%
NETS																
Net: Disagree		48	6	5	7	7	2	10	5	1	1	5	28	20	22	26
		22%	22%	47%	33%	27%	10%	23%	21%	4%	6%	25%	20%	25%	28%	19%
Net: Agree		126	17	4	12	18	10	25	14	6	8	12	85	40	44	82
		58%	58%	37%	52%	70%	60%	60%	65%	35%	59%	63%	62%	51%	56%	59%
Mean score		2.89	2.86	2.35	2.62	2.82	3.39	2.95	3.08	3.16	3.31	2.67	2.93	2.83	2.79	2.96
Standard deviation		.91	.75	1.12	1.08	1.00	.75	.87	.77	.65	.68	1.03	.94	.87	.96	.88
Standard error		.07	.14	.37	.25	.20	.24	.14	.18	.25	.24	.26	.09	.11	.13	.08

European Youth Survey - All markets

Q19_2. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Sharing subscriptions to products and services

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Strongly disagree	(1)	17	4	4	5	3	-	-	17	-
		8%	8%	8%	7%	9%	-	-	8%	-
Fairly disagree	(2)	31	8	6	11	4	-	-	31	-
		14%	13%	11%	16%	16%	-	-	14%	-
Fairly agree	(3)	79	20	21	26	8	-	-	79	-
		37%	34%	41%	38%	29%	-	-	37%	-
Strongly agree	(4)	46	12	9	15	9	-	-	46	-
		21%	20%	18%	22%	31%	-	-	21%	-
Don't know		44	15	11	12	4	-	-	44	-
		20%	26%	22%	17%	15%	-	-	20%	-
NETS										
Net: Disagree		48	12	9	16	7	-	-	48	-
		22%	20%	18%	23%	25%	-	-	22%	-
Net: Agree		126	32	31	41	17	-	-	126	-
		58%	54%	60%	60%	60%	-	-	58%	-
Mean score		2.89	2.89	2.90	2.91	2.96	-	-	2.89	-
Standard deviation		.91	.92	.88	.89	1.02	-	-	.91	-
Standard error		.07	.15	.14	.12	.19	-	-	.07	-

European Youth Survey - All markets

Q19_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Sharing industry knowledge

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	15	2	2	3	2	-	1	1	-	-	4	11	4	5	10
		7%	6%	16%	11%	9%	-	3%	3%	-	-	23%	8%	5%	6%	7%
Fairly disagree	(2)	29	7	2	1	2	2	7	3	1	1	3	19	10	14	15
		13%	25%	22%	4%	6%	13%	16%	14%	4%	7%	15%	14%	12%	17%	11%
Fairly agree	(3)	83	11	5	8	13	6	12	12	7	4	6	56	27	28	55
		38%	38%	45%	38%	49%	32%	28%	58%	41%	33%	29%	41%	34%	36%	40%
Strongly agree	(4)	56	7	1	6	8	7	17	1	3	2	5	34	22	18	38
		26%	24%	7%	26%	29%	38%	41%	7%	16%	16%	25%	25%	27%	22%	28%
Don't know		35	2	1	5	2	3	5	4	6	6	2	18	17	15	20
		16%	8%	10%	21%	6%	16%	12%	18%	39%	44%	8%	13%	21%	19%	15%
NETS																
Net: Disagree		43	9	4	4	4	2	8	4	1	1	7	30	14	18	25
		20%	31%	38%	15%	15%	13%	19%	17%	4%	7%	38%	22%	17%	23%	18%
Net: Agree		139	18	5	14	20	12	29	14	9	7	11	90	49	46	93
		64%	61%	52%	64%	79%	71%	69%	65%	56%	50%	54%	65%	62%	58%	67%
Mean score		2.99	2.87	2.48	3.00	3.06	3.30	3.21	2.83	3.18	3.17	2.61	2.95	3.07	2.92	3.03
Standard deviation		.89	.89	.93	1.01	.89	.75	.88	.64	.57	.66	1.16	.90	.87	.89	.89
Standard error		.07	.16	.29	.24	.18	.22	.14	.15	.17	.27	.29	.08	.11	.13	.08

European Youth Survey - All markets

Q19_3. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Sharing industry knowledge

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Strongly disagree	(1)	15	4	3	6	1	-	-	15	-
		7%	6%	6%	9%	4%	-	-	7%	-
Fairly disagree	(2)	29	5	8	11	3	-	-	29	-
		13%	8%	16%	16%	13%	-	-	13%	-
Fairly agree	(3)	83	24	24	21	10	-	-	83	-
		38%	40%	47%	31%	36%	-	-	38%	-
Strongly agree	(4)	56	14	9	19	11	-	-	56	-
		26%	24%	17%	27%	41%	-	-	26%	-
Don't know		35	12	7	12	2	-	-	35	-
		16%	21%	14%	17%	6%	-	-	16%	-
NETS										
Net: Disagree		43	9	12	17	5	-	-	43	-
		20%	15%	22%	24%	17%	-	-	20%	-
Net: Agree		139	38	33	40	21	-	-	139	-
		64%	64%	64%	58%	77%	-	-	64%	-
Mean score		2.99	3.05	2.87	2.93	3.21	-	-	2.99	-
Standard deviation		.89	.86	.81	.97	.86	-	-	.89	-
Standard error		.07	.13	.12	.13	.15	-	-	.07	-

European Youth Survey - All markets

Q19_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Crowdfunding

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	17	1	3	1	2	-	2	1	1	2	3	14	3	8	9
		8%	5%	30%	7%	9%	-	5%	7%	6%	13%	13%	10%	4%	10%	7%
Fairly disagree	(2)	32	2	3	4	2	2	9	5	2	-	4	20	12	11	21
		15%	8%	29%	18%	10%	12%	21%	21%	10%	-	19%	15%	15%	14%	15%
Fairly agree	(3)	69	10	2	8	8	7	15	6	4	2	7	45	25	22	48
		32%	35%	15%	37%	33%	38%	36%	28%	25%	18%	34%	33%	31%	27%	34%
Strongly agree	(4)	47	6	2	6	9	3	10	4	2	1	5	32	15	22	25
		22%	19%	16%	28%	34%	19%	24%	19%	11%	7%	24%	23%	19%	28%	18%
Don't know		51	10	1	2	4	5	6	5	8	8	2	27	25	16	35
		24%	34%	10%	10%	14%	30%	15%	24%	47%	63%	10%	20%	31%	20%	26%
NETS																
Net: Disagree		49	4	6	5	5	2	11	6	3	2	6	34	15	19	30
		23%	12%	59%	24%	19%	12%	26%	28%	17%	13%	32%	25%	19%	24%	22%
Net: Agree		116	16	3	15	17	10	25	10	6	3	11	77	40	44	73
		54%	54%	31%	66%	67%	58%	59%	48%	36%	25%	59%	56%	50%	55%	53%
Mean score		2.88	3.03	2.19	2.97	3.08	3.10	2.92	2.80	2.77	2.51	2.77	2.86	2.94	2.92	2.86
Standard deviation		.94	.85	1.15	.92	.98	.69	.87	.95	.97	1.28	1.03	.98	.86	1.02	.89
Standard error		.07	.18	.36	.21	.21	.22	.14	.23	.32	.57	.26	.09	.11	.14	.08

European Youth Survey - All markets

Q19_4. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Crowdfunding

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Strongly disagree	(1)	17	8	3	4	2	-	-	17	-
		8%	14%	6%	5%	7%	-	-	8%	-
Fairly disagree	(2)	32	6	11	13	2	-	-	32	-
		15%	10%	21%	18%	8%	-	-	15%	-
Fairly agree	(3)	69	12	20	21	12	-	-	69	-
		32%	20%	39%	30%	43%	-	-	32%	-
Strongly agree	(4)	47	13	8	16	7	-	-	47	-
		22%	22%	15%	23%	25%	-	-	22%	-
Don't know		51	20	10	16	5	-	-	51	-
		24%	34%	19%	23%	17%	-	-	24%	-
NETS										
Net: Disagree		49	14	14	16	4	-	-	49	-
		23%	24%	27%	24%	15%	-	-	23%	-
Net: Agree		116	24	28	37	19	-	-	116	-
		54%	41%	54%	53%	68%	-	-	54%	-
Mean score		2.88	2.74	2.78	2.93	3.05	-	-	2.88	-
Standard deviation		.94	1.15	.84	.91	.87	-	-	.94	-
Standard error		.07	.19	.13	.12	.16	-	-	.07	-

European Youth Survey - All markets

Q19_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Finding freelancing staff on ad hoc basis

Base: All entrepreneurs

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		222	33	11	22	26	16	43	23	17	13	18	142	80	61	161
Weighted Total		217	29	11	23	26	17	42	22	16	13	20	137	80	79	139
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	(1)	18	1	2	1	4	-	5	-	-	2	4	12	5	9	9
		8%	2%	15%	3%	17%	-	11%	-	-	13%	21%	9%	7%	12%	6%
Fairly disagree	(2)	26	8	3	4	2	2	2	2	1	1	2	16	10	9	17
		12%	27%	24%	18%	6%	9%	5%	8%	6%	7%	11%	12%	12%	11%	12%
Fairly agree	(3)	83	10	5	10	10	6	19	8	6	1	7	57	26	32	51
		38%	35%	44%	43%	38%	37%	46%	39%	36%	9%	36%	41%	33%	41%	37%
Strongly agree	(4)	47	4	1	4	9	4	12	7	2	-	5	27	21	15	32
		22%	13%	7%	19%	35%	23%	28%	34%	11%	-	24%	20%	26%	20%	23%
Don't know		44	6	1	4	1	5	4	4	8	9	2	26	18	13	31
		20%	22%	10%	15%	3%	30%	10%	19%	47%	72%	8%	19%	23%	17%	22%
NETS																
Net: Disagree		43	8	4	5	6	2	7	2	1	3	6	28	15	18	25
		20%	29%	39%	22%	24%	9%	16%	8%	6%	19%	32%	21%	19%	23%	18%
Net: Agree		130	14	5	14	19	10	31	16	8	1	12	83	47	47	83
		60%	49%	51%	63%	73%	60%	74%	73%	47%	9%	60%	61%	58%	60%	60%
Mean score		2.92	2.77	2.49	2.93	2.94	3.20	3.01	3.32	3.10	1.88	2.69	2.88	3.01	2.82	2.98
Standard deviation		.91	.78	.91	.80	1.09	.68	.93	.67	.59	1.01	1.12	.91	.92	.96	.88
Standard error		.07	.15	.29	.18	.22	.22	.15	.15	.20	.59	.28	.08	.12	.13	.08

European Youth Survey - All markets

Q19_5. To what extent, if at all, do you agree or disagree that social media enables you to do the following for your business? - Finding freelancing staff on ad hoc basis

Base: All entrepreneurs

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		222	55	51	71	35	-	-	222	-
Weighted Total		217	59	52	69	28	-	-	217	-
		100%	100%	100%	100%	100%	-	-	100%	-
Strongly disagree	(1)	18	6	7	1	2	-	-	18	-
		8%	10%	14%	1%	9%	-	-	8%	-
Fairly disagree	(2)	26	6	8	9	2	-	-	26	-
		12%	10%	15%	12%	6%	-	-	12%	-
Fairly agree	(3)	83	18	17	32	11	-	-	83	-
		38%	31%	32%	47%	39%	-	-	38%	-
Strongly agree	(4)	47	13	9	15	9	-	-	47	-
		22%	23%	17%	23%	34%	-	-	22%	-
Don't know		44	16	11	12	3	-	-	44	-
		20%	26%	22%	17%	13%	-	-	20%	-
NETS										
Net: Disagree		43	12	15	9	4	-	-	43	-
		20%	20%	29%	14%	15%	-	-	20%	-
Net: Agree		130	32	25	48	20	-	-	130	-
		60%	54%	49%	69%	73%	-	-	60%	-
Mean score		2.92	2.90	2.66	3.10	3.12	-	-	2.92	-
Standard deviation		.91	.99	1.01	.69	.94	-	-	.91	-
Standard error		.07	.16	.16	.09	.17	-	-	.07	-

European Youth Survey - All markets

Q20_SUM. How likely or unlikely are you to interact through social media with potential employers through the following? - SUMMARY TABLE

Base: All students and employees

								NETS		
	Total	Not at all likely	Not very likely	Somewhat likely	Very likely	Don't know	Not Applicable	Unlikely	Likely	Mean
Webinars organised about the company	4130 100%	642 16%	625 15%	979 24%	718 17%	602 15%	563 14%	1267 31%	1697 41%	2.60
Interactive sessions online including Q&A with their employees	4130 100%	670 16%	658 16%	1036 25%	688 17%	556 13%	523 13%	1328 32%	1724 42%	2.57
Online contests related to their brand	4130 100%	628 15%	635 15%	1045 25%	753 18%	528 13%	541 13%	1263 31%	1797 44%	2.63
Blog with content about the company and industry	4130 100%	632 15%	643 16%	1073 26%	742 18%	496 12%	544 13%	1275 31%	1815 44%	2.62
Digital recruitment process (i.e. through live or posted videos)	4130 100%	657 16%	680 16%	1020 25%	705 17%	546 13%	522 13%	1337 32%	1725 42%	2.58
Checking their social media profiles to check desirability/ popularity	4130 100%	510 12%	525 13%	1157 28%	978 24%	487 12%	473 11%	1035 25%	2135 52%	2.82
Finding/ getting invited to events offline	4130 100%	512 12%	541 13%	1185 29%	900 22%	510 12%	482 12%	1053 26%	2084 50%	2.79

European Youth Survey - All markets

Q20_1. How likely or unlikely are you to interact through social media with potential employers through the following? - Webinars organised about the company

Base: All students and employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	642	34	65	68	40	63	47	55	116	91	64	304	338	220	422
		16%	9%	15%	17%	10%	15%	12%	13%	22%	26%	15%	15%	16%	13%	17%
Not very likely	(2)	625	60	72	60	49	61	36	75	107	41	65	337	289	267	358
		15%	16%	16%	15%	12%	15%	9%	18%	20%	12%	16%	16%	14%	16%	15%
Somewhat likely	(3)	979	113	99	77	109	108	105	108	78	63	119	526	453	425	554
		24%	31%	22%	20%	27%	26%	27%	25%	15%	18%	29%	25%	22%	25%	23%
Very likely	(4)	718	64	87	94	124	85	88	56	28	31	61	404	314	294	423
		17%	17%	19%	24%	31%	21%	23%	13%	5%	9%	15%	19%	15%	17%	17%
Don't know		602	61	71	49	43	37	56	45	102	83	57	256	346	285	317
		15%	17%	16%	12%	11%	9%	14%	11%	19%	24%	14%	12%	17%	17%	13%
Not Applicable		563	34	53	48	34	55	58	89	99	42	50	247	316	193	371
		14%	9%	12%	12%	9%	13%	15%	21%	19%	12%	12%	12%	15%	11%	15%
NETS																
Net: Unlikely		1267	94	137	127	89	123	83	130	224	132	129	641	627	487	780
		31%	26%	31%	32%	22%	30%	21%	30%	42%	38%	31%	31%	30%	29%	32%
Net: Likely		1697	177	186	172	234	194	193	164	106	94	180	930	767	719	978
		41%	48%	42%	43%	58%	47%	50%	38%	20%	27%	43%	45%	37%	43%	40%
Mean score		2.60	2.76	2.64	2.66	2.99	2.68	2.85	2.56	2.05	2.15	2.57	2.66	2.53	2.66	2.56
Standard deviation		1.08	.95	1.08	1.15	1.02	1.07	1.05	1.00	.96	1.10	1.03	1.06	1.09	1.04	1.10
Standard error		.02	.06	.06	.07	.06	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_1. How likely or unlikely are you to interact through social media with potential employers through the following? - Webinars organised about the company

Base: All students and employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		4133	1625	689	1383	362	2520	1613	-
Weighted Total		4130	1786	698	1268	307	2347	1783	-
		100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1)	642	277	112	198	45	381	261	-
		16%	16%	16%	16%	15%	16%	15%	-
Not very likely	(2)	625	270	97	201	50	326	299	-
		15%	15%	14%	16%	16%	14%	17%	-
Somewhat likely	(3)	979	435	142	324	68	520	459	-
		24%	24%	20%	26%	22%	22%	26%	-
Very likely	(4)	718	244	154	227	81	457	261	-
		17%	14%	22%	18%	26%	19%	15%	-
Don't know		602	291	92	173	34	296	306	-
		15%	16%	13%	14%	11%	13%	17%	-
Not Applicable		563	269	100	145	31	366	197	-
		14%	15%	14%	11%	10%	16%	11%	-
NETS									
Net: Unlikely		1267	547	209	399	94	708	560	-
		31%	31%	30%	31%	31%	30%	31%	-
Net: Likely		1697	679	296	551	149	977	720	-
		41%	38%	42%	43%	48%	42%	40%	-
Mean score		2.60	2.53	2.67	2.61	2.76	2.62	2.56	-
Standard deviation		1.08	1.05	1.13	1.06	1.11	1.11	1.03	-
Standard error		.02	.03	.05	.03	.07	.03	.03	-

European Youth Survey - All markets

Q20_2. How likely or unlikely are you to interact through social media with potential employers through the following? - Interactive sessions online including Q&A with their employees

Base: All students and employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	670	32	71	80	36	58	49	54	124	100	67	312	358	241	429
		16%	9%	16%	20%	9%	14%	13%	13%	23%	28%	16%	15%	17%	14%	18%
Not very likely	(2)	658	58	68	56	54	56	48	86	111	45	77	330	327	272	385
		16%	16%	15%	14%	14%	14%	12%	20%	21%	13%	19%	16%	16%	16%	16%
Somewhat likely	(3)	1036	128	112	83	131	125	117	99	79	60	104	566	470	452	584
		25%	35%	25%	21%	33%	30%	30%	23%	15%	17%	25%	27%	23%	27%	24%
Very likely	(4)	688	71	81	84	113	84	79	56	36	26	58	397	291	299	388
		17%	19%	18%	21%	28%	21%	20%	13%	7%	7%	14%	19%	14%	18%	16%
Don't know		556	47	62	49	37	38	41	49	91	81	59	234	322	249	306
		13%	13%	14%	12%	9%	9%	11%	12%	17%	23%	14%	11%	16%	15%	13%
Not Applicable		523	29	53	45	28	48	56	83	89	40	50	235	287	169	353
		13%	8%	12%	11%	7%	12%	14%	20%	17%	11%	12%	11%	14%	10%	14%
NETS																
Net: Unlikely		1328	90	138	136	90	114	96	140	234	144	144	642	686	514	814
		32%	25%	31%	34%	22%	28%	25%	33%	44%	41%	35%	31%	33%	31%	33%
Net: Likely		1724	199	193	166	244	209	196	154	115	86	162	963	761	751	973
		42%	54%	43%	42%	61%	51%	50%	36%	22%	24%	39%	46%	37%	45%	40%
Mean score		2.57	2.82	2.61	2.56	2.96	2.73	2.77	2.53	2.08	2.05	2.50	2.65	2.48	2.64	2.52
Standard deviation		1.07	.93	1.07	1.16	.97	1.04	1.03	1.00	1.00	1.07	1.03	1.05	1.07	1.04	1.08
Standard error		.02	.05	.06	.07	.05	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_2. How likely or unlikely are you to interact through social media with potential employers through the following? - Interactive sessions online including Q&A with their employees

Base: All students and employees

		EDUCATION				WORK STATUS				
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		4133	1625	689	1383	362	2520	1613	-	-
Weighted Total		4130	1786	698	1268	307	2347	1783	-	-
		100%	100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1)	670	297	114	202	45	390	280	-	-
		16%	17%	16%	16%	15%	17%	16%	-	-
Not very likely	(2)	658	293	92	228	35	335	322	-	-
		16%	16%	13%	18%	12%	14%	18%	-	-
Somewhat likely	(3)	1036	431	165	342	87	549	487	-	-
		25%	24%	24%	27%	28%	23%	27%	-	-
Very likely	(4)	688	254	135	212	76	424	263	-	-
		17%	14%	19%	17%	25%	18%	15%	-	-
Don't know		556	267	93	151	34	310	245	-	-
		13%	15%	13%	12%	11%	13%	14%	-	-
Not Applicable		523	244	99	132	31	338	184	-	-
		13%	14%	14%	10%	10%	14%	10%	-	-
NETS										
Net: Unlikely		1328	590	207	431	80	725	602	-	-
		32%	33%	30%	34%	26%	31%	34%	-	-
Net: Likely		1724	685	299	554	163	973	751	-	-
		42%	38%	43%	44%	53%	41%	42%	-	-
Mean score		2.57	2.50	2.63	2.57	2.80	2.59	2.54	-	-
Standard deviation		1.07	1.06	1.10	1.04	1.08	1.10	1.03	-	-
Standard error		.02	.03	.05	.03	.06	.03	.03	-	-

European Youth Survey - All markets

Q20_3. How likely or unlikely are you to interact through social media with potential employers through the following? - Online contests related to their brand

Base: All students and employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	628	30	83	71	33	46	40	46	117	94	67	290	338	211	417
		15%	8%	19%	18%	8%	11%	10%	11%	22%	27%	16%	14%	16%	13%	17%
Not very likely	(2)	635	56	76	61	48	63	35	69	110	43	74	316	319	280	355
		15%	15%	17%	16%	12%	16%	9%	16%	21%	12%	18%	15%	16%	17%	15%
Somewhat likely	(3)	1045	105	93	93	125	113	130	107	90	81	107	561	483	438	606
		25%	29%	21%	24%	31%	28%	33%	25%	17%	23%	26%	27%	23%	26%	25%
Very likely	(4)	753	82	66	71	122	101	99	67	46	33	66	416	336	334	418
		18%	22%	15%	18%	31%	25%	25%	16%	9%	10%	16%	20%	16%	20%	17%
Don't know		528	52	73	54	44	34	41	41	82	59	49	243	286	238	291
		13%	14%	16%	14%	11%	8%	10%	10%	15%	17%	12%	12%	14%	14%	12%
Not Applicable		541	40	56	45	28	51	45	98	86	39	52	247	294	182	359
		13%	11%	12%	11%	7%	12%	12%	23%	16%	11%	13%	12%	14%	11%	15%
NETS																
Net: Unlikely		1263	86	159	132	80	110	75	115	227	138	141	606	657	491	772
		31%	23%	36%	33%	20%	27%	19%	27%	43%	39%	34%	29%	32%	29%	32%
Net: Likely		1797	187	160	165	247	214	228	173	136	115	173	978	820	773	1024
		44%	51%	36%	42%	62%	52%	59%	41%	26%	33%	42%	47%	40%	46%	42%
Mean score		2.63	2.87	2.45	2.56	3.03	2.83	2.95	2.67	2.18	2.21	2.55	2.70	2.55	2.71	2.57
Standard deviation		1.07	.96	1.09	1.10	.96	1.03	.98	1.00	1.02	1.09	1.05	1.05	1.08	1.03	1.08
Standard error		.02	.06	.06	.06	.05	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_3. How likely or unlikely are you to interact through social media with potential employers through the following? - Online contests related to their brand

Base: All students and employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	4133	1625	689	1383	362	2520	1613	-	-
Weighted Total	4130	1786	698	1268	307	2347	1783	-	-
	100%	100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1) 628	254	115	205	41	388	240	-	-
	15%	14%	16%	16%	13%	17%	13%	-	-
Not very likely	(2) 635	313	90	180	46	315	320	-	-
	15%	18%	13%	14%	15%	13%	18%	-	-
Somewhat likely	(3) 1045	450	167	334	84	564	480	-	-
	25%	25%	24%	26%	27%	24%	27%	-	-
Very likely	(4) 753	272	126	263	78	436	317	-	-
	18%	15%	18%	21%	25%	19%	18%	-	-
Don't know	528	249	99	141	29	290	239	-	-
	13%	14%	14%	11%	9%	12%	13%	-	-
Not Applicable	541	248	103	145	30	353	188	-	-
	13%	14%	15%	11%	10%	15%	11%	-	-
NETS									
Net: Unlikely	1263	567	205	384	87	704	560	-	-
	31%	32%	29%	30%	28%	30%	31%	-	-
Net: Likely	1797	722	292	597	162	1001	797	-	-
	44%	40%	42%	47%	53%	43%	45%	-	-
Mean score	2.63	2.57	2.61	2.67	2.80	2.62	2.64	-	-
Standard deviation	1.07	1.03	1.10	1.08	1.06	1.10	1.02	-	-
Standard error	.02	.03	.05	.03	.06	.03	.03	-	-

European Youth Survey - All markets

Q20_4. How likely or unlikely are you to interact through social media with potential employers through the following? - Blog with content about the company and industry

Base: All students and employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	632	26	67	71	24	59	43	48	114	118	62	312	321	217	415
		15%	7%	15%	18%	6%	14%	11%	11%	21%	34%	15%	15%	16%	13%	17%
Not very likely	(2)	643	64	72	67	38	61	46	67	105	49	74	328	315	290	353
		16%	17%	16%	17%	9%	15%	12%	16%	20%	14%	18%	16%	15%	17%	14%
Somewhat likely	(3)	1073	126	112	79	138	123	120	108	103	53	111	560	513	445	628
		26%	34%	25%	20%	34%	30%	31%	25%	19%	15%	27%	27%	25%	26%	26%
Very likely	(4)	742	67	93	82	135	74	92	74	36	20	69	407	335	319	424
		18%	18%	21%	21%	34%	18%	24%	17%	7%	6%	17%	20%	16%	19%	17%
Don't know		496	51	49	43	38	37	33	43	85	69	48	224	272	224	273
		12%	14%	11%	11%	9%	9%	9%	10%	16%	20%	11%	11%	13%	13%	11%
Not Applicable		544	32	54	53	27	54	55	87	87	42	52	244	300	189	355
		13%	9%	12%	13%	7%	13%	14%	20%	16%	12%	13%	12%	15%	11%	14%
NETS																
Net: Unlikely		1275	90	139	139	62	119	90	115	219	167	136	639	636	508	768
		31%	25%	31%	35%	16%	29%	23%	27%	41%	48%	33%	31%	31%	30%	31%
Net: Likely		1815	193	205	161	273	198	212	182	139	73	180	967	848	763	1051
		44%	53%	46%	41%	68%	48%	54%	43%	26%	21%	43%	47%	41%	45%	43%
Mean score		2.62	2.83	2.67	2.57	3.15	2.67	2.86	2.70	2.17	1.90	2.59	2.66	2.58	2.68	2.58
Standard deviation		1.06	.90	1.07	1.13	.89	1.03	1.01	1.02	.99	1.02	1.04	1.06	1.06	1.03	1.08
Standard error		.02	.05	.06	.07	.05	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_4. How likely or unlikely are you to interact through social media with potential employers through the following? - Blog with content about the company and industry

Base: All students and employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		4133	1625	689	1383	362	2520	1613	-
Weighted Total		4130	1786	698	1268	307	2347	1783	-
		100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1)	632	271	116	201	36	374	259	-
		15%	15%	17%	16%	12%	16%	15%	-
Not very likely	(2)	643	298	72	207	57	331	312	-
		16%	17%	10%	16%	18%	14%	18%	-
Somewhat likely	(3)	1073	455	154	365	88	583	490	-
		26%	25%	22%	29%	28%	25%	27%	-
Very likely	(4)	742	268	150	241	69	428	314	-
		18%	15%	21%	19%	23%	18%	18%	-
Don't know		496	238	101	118	29	271	226	-
		12%	13%	15%	9%	9%	12%	13%	-
Not Applicable		544	255	105	137	30	360	183	-
		13%	14%	15%	11%	10%	15%	10%	-
NETS									
Net: Unlikely		1275	569	188	407	92	704	571	-
		31%	32%	27%	32%	30%	30%	32%	-
Net: Likely		1815	724	304	605	157	1012	803	-
		44%	41%	43%	48%	51%	43%	45%	-
Mean score		2.62	2.56	2.68	2.64	2.76	2.62	2.62	-
Standard deviation		1.06	1.04	1.14	1.05	1.01	1.08	1.03	-
Standard error		.02	.03	.05	.03	.06	.03	.03	-

European Youth Survey - All markets

Q20_5. How likely or unlikely are you to interact through social media with potential employers through the following? - Digital recruitment process (i.e. through live or posted videos)

Base: All students and employees

		COUNTRY										GENDER		AGE		
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	657 16%	28 8%	89 20%	72 18%	32 8%	58 14%	54 14%	54 13%	116 22%	93 26%	61 15%	293 14%	364 18%	222 13%	435 18%
Not very likely	(2)	680 16%	62 17%	77 17%	55 14%	55 14%	65 16%	53 14%	80 19%	106 20%	50 14%	77 18%	353 17%	327 16%	307 18%	373 15%
Somewhat likely	(3)	1020 25%	140 38%	101 23%	86 22%	129 32%	111 27%	99 25%	87 20%	92 17%	70 20%	105 25%	549 26%	471 23%	447 27%	573 23%
Very likely	(4)	705 17%	54 15%	70 16%	91 23%	110 27%	95 23%	87 22%	59 14%	35 7%	32 9%	72 17%	403 19%	302 15%	288 17%	417 17%
Don't know		546 13%	47 13%	56 13%	46 12%	48 12%	35 8%	45 12%	61 14%	93 17%	68 19%	48 12%	245 12%	302 15%	252 15%	294 12%
Not Applicable		522 13%	35 10%	53 12%	46 11%	27 7%	45 11%	51 13%	86 20%	89 17%	38 11%	52 13%	232 11%	290 14%	168 10%	354 14%
NETS																
Net: Unlikely		1337 32%	90 25%	166 37%	128 32%	87 22%	123 30%	108 28%	134 31%	222 42%	142 41%	137 33%	646 31%	691 34%	529 31%	808 33%
Net: Likely		1725 42%	194 53%	171 38%	177 45%	238 60%	206 50%	186 48%	146 34%	127 24%	102 29%	178 43%	952 46%	773 38%	735 44%	990 40%
Mean score		2.58	2.78	2.45	2.64	2.97	2.74	2.74	2.54	2.13	2.17	2.60	2.66	2.49	2.63	2.54
Standard deviation		1.06	.87	1.09	1.14	.95	1.06	1.08	1.03	.99	1.08	1.04	1.05	1.08	1.02	1.09
Standard error		.02	.05	.06	.07	.05	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_5. How likely or unlikely are you to interact through social media with potential employers through the following? - Digital recruitment process (i.e. through live or posted videos)

Base: All students and employees

		EDUCATION				WORK STATUS				
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		4133	1625	689	1383	362	2520	1613	-	-
Weighted Total		4130	1786	698	1268	307	2347	1783	-	-
		100%	100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1)	657	287	116	202	43	397	260	-	-
		16%	16%	17%	16%	14%	17%	15%	-	-
Not very likely	(2)	680	315	90	217	48	320	359	-	-
		16%	18%	13%	17%	16%	14%	20%	-	-
Somewhat likely	(3)	1020	436	158	339	76	550	470	-	-
		25%	24%	23%	27%	25%	23%	26%	-	-
Very likely	(4)	705	237	148	231	77	440	264	-	-
		17%	13%	21%	18%	25%	19%	15%	-	-
Don't know		546	269	87	141	35	295	251	-	-
		13%	15%	13%	11%	11%	13%	14%	-	-
Not Applicable		522	242	99	137	28	344	178	-	-
		13%	14%	14%	11%	9%	15%	10%	-	-
NETS										
Net: Unlikely		1337	602	206	419	91	717	620	-	-
		32%	34%	30%	33%	30%	31%	35%	-	-
Net: Likely		1725	673	306	570	154	990	735	-	-
		42%	38%	44%	45%	50%	42%	41%	-	-
Mean score		2.58	2.49	2.66	2.61	2.77	2.61	2.55	-	-
Standard deviation		1.06	1.04	1.12	1.06	1.08	1.10	1.01	-	-
Standard error		.02	.03	.05	.03	.06	.03	.03	-	-

European Youth Survey - All markets

Q20_6. How likely or unlikely are you to interact through social media with potential employers through the following? - Checking their social media profiles to check desirability/ popularity

Base: All students and employees

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	510 12%	27 7%	77 17%	70 18%	25 6%	43 11%	37 10%	31 7%	79 15%	71 20%	49 12%	258 12%	252 12%	177 10%	334 14%
Not very likely	(2)	525 13%	60 16%	76 17%	39 10%	30 8%	54 13%	33 9%	43 10%	90 17%	38 11%	63 15%	261 13%	264 13%	216 13%	308 13%
Somewhat likely	(3)	1157 28%	131 36%	91 20%	103 26%	123 31%	123 30%	127 33%	130 30%	129 24%	90 26%	110 26%	616 30%	541 26%	484 29%	673 28%
Very likely	(4)	978 24%	77 21%	85 19%	89 22%	154 38%	113 28%	110 28%	111 26%	80 15%	60 17%	99 24%	497 24%	481 23%	428 25%	550 22%
Don't know		487 12%	41 11%	66 15%	55 14%	41 10%	30 7%	42 11%	36 8%	74 14%	56 16%	46 11%	228 11%	260 13%	229 14%	258 11%
Not Applicable		473 11%	29 8%	52 12%	41 10%	27 7%	47 11%	39 10%	76 18%	80 15%	35 10%	48 12%	214 10%	259 13%	150 9%	323 13%
NETS																
Net: Unlikely		1035 25%	87 24%	153 34%	109 28%	55 14%	97 24%	71 18%	74 17%	168 32%	109 31%	112 27%	519 25%	516 25%	393 23%	642 26%
Net: Likely		2135 52%	208 57%	177 40%	192 48%	277 69%	236 58%	238 61%	241 56%	208 39%	151 43%	209 50%	1113 54%	1022 50%	912 54%	1223 50%
Mean score		2.82	2.87	2.56	2.70	3.22	2.92	3.01	3.02	2.55	2.54	2.81	2.83	2.81	2.89	2.77
Standard deviation		1.04	.91	1.11	1.13	.90	1.01	.98	.94	1.04	1.13	1.04	1.03	1.05	1.01	1.06
Standard error		.02	.05	.06	.07	.05	.06	.06	.05	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_6. How likely or unlikely are you to interact through social media with potential employers through the following? - Checking their social media profiles to check desirability/ popularity

Base: All students and employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	4133	1625	689	1383	362	2520	1613	-	-
Weighted Total	4130	1786	698	1268	307	2347	1783	-	-
	100%	100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1) 510	220	101	144	38	323	187	-	-
	12%	12%	14%	11%	12%	14%	11%	-	-
Not very likely	(2) 525	238	81	154	40	264	261	-	-
	13%	13%	12%	12%	13%	11%	15%	-	-
Somewhat likely	(3) 1157	512	158	387	91	616	541	-	-
	28%	29%	23%	31%	30%	26%	30%	-	-
Very likely	(4) 978	371	169	337	84	543	435	-	-
	24%	21%	24%	27%	27%	23%	24%	-	-
Don't know	487	223	95	128	30	278	209	-	-
	12%	13%	14%	10%	10%	12%	12%	-	-
Not Applicable	473	222	93	118	25	323	149	-	-
	11%	12%	13%	9%	8%	14%	8%	-	-
NETS									
Net: Unlikely	1035	458	182	298	78	587	448	-	-
	25%	26%	26%	23%	25%	25%	25%	-	-
Net: Likely	2135	883	327	724	175	1158	977	-	-
	52%	49%	47%	57%	57%	49%	55%	-	-
Mean score	2.82	2.77	2.78	2.90	2.88	2.79	2.86	-	-
Standard deviation	1.04	1.03	1.11	1.02	1.04	1.08	1.00	-	-
Standard error	.02	.03	.05	.03	.06	.02	.03	-	-

European Youth Survey - All markets

Q20_7. How likely or unlikely are you to interact through social media with potential employers through the following? - Finding/ getting invited to events offline

Base: All students and employees

			COUNTRY										GENDER		AGE	
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		4133	366	448	397	400	410	389	427	532	348	416	2092	2041	1296	2837
Weighted Total		4130	365	447	396	400	408	389	427	531	351	415	2074	2056	1684	2446
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	(1)	512	29	58	64	32	46	37	47	83	63	53	249	263	176	336
		12%	8%	13%	16%	8%	11%	10%	11%	16%	18%	13%	12%	13%	10%	14%
Not very likely	(2)	541	50	65	50	39	41	36	64	89	38	69	280	261	228	313
		13%	14%	15%	13%	10%	10%	9%	15%	17%	11%	17%	14%	13%	14%	13%
Somewhat likely	(3)	1185	127	112	95	122	135	102	128	135	102	128	610	575	501	684
		29%	35%	25%	24%	31%	33%	26%	30%	25%	29%	31%	29%	28%	30%	28%
Very likely	(4)	900	72	101	88	142	98	130	72	72	52	72	485	415	390	510
		22%	20%	23%	22%	35%	24%	33%	17%	14%	15%	17%	23%	20%	23%	21%
Don't know		510	55	56	57	40	42	39	41	79	58	43	220	290	226	284
		12%	15%	13%	14%	10%	10%	10%	10%	15%	17%	10%	11%	14%	13%	12%
Not Applicable		482	32	55	44	25	46	44	77	73	36	51	229	253	163	319
		12%	9%	12%	11%	6%	11%	11%	18%	14%	10%	12%	11%	12%	10%	13%
NETS																
Net: Unlikely		1053	79	123	113	71	87	73	110	172	102	122	530	523	404	649
		26%	22%	28%	29%	18%	21%	19%	26%	32%	29%	29%	26%	25%	24%	27%
Net: Likely		2084	200	213	182	264	233	232	199	207	155	200	1095	990	890	1194
		50%	55%	48%	46%	66%	57%	60%	47%	39%	44%	48%	53%	48%	53%	49%
Mean score		2.79	2.87	2.76	2.70	3.12	2.89	3.06	2.72	2.52	2.56	2.68	2.82	2.75	2.85	2.74
Standard deviation		1.03	.92	1.06	1.11	.95	1.00	1.02	.98	1.03	1.07	1.00	1.03	1.04	1.00	1.05
Standard error		.02	.05	.06	.06	.05	.06	.06	.06	.05	.07	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q20_7. How likely or unlikely are you to interact through social media with potential employers through the following? - Finding/ getting invited to events offline

Base: All students and employees

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
	Total								
Unweighted Total	4133	1625	689	1383	362	2520	1613	-	-
Weighted Total	4130	1786	698	1268	307	2347	1783	-	-
	100%	100%	100%	100%	100%	100%	100%	-	-
Not at all likely	(1) 512	224	96	149	35	316	196	-	-
	12%	13%	14%	12%	11%	13%	11%	-	-
Not very likely	(2) 541	245	80	178	29	277	264	-	-
	13%	14%	11%	14%	9%	12%	15%	-	-
Somewhat likely	(3) 1185	524	175	372	100	622	563	-	-
	29%	29%	25%	29%	33%	26%	32%	-	-
Very likely	(4) 900	336	162	306	84	520	380	-	-
	22%	19%	23%	24%	27%	22%	21%	-	-
Don't know	510	237	98	133	31	283	228	-	-
	12%	13%	14%	10%	10%	12%	13%	-	-
Not Applicable	482	220	89	130	29	330	152	-	-
	12%	12%	13%	10%	9%	14%	9%	-	-
NETS									
Net: Unlikely	1053	469	176	327	63	593	460	-	-
	26%	26%	25%	26%	21%	25%	26%	-	-
Net: Likely	2084	860	336	677	185	1142	943	-	-
	50%	48%	48%	53%	60%	49%	53%	-	-
Mean score	2.79	2.73	2.79	2.83	2.95	2.78	2.80	-	-
Standard deviation	1.03	1.02	1.08	1.02	1.01	1.07	.99	-	-
Standard error	.02	.03	.05	.03	.06	.02	.03	-	-

European Youth Survey - All markets

Q21_SUM. To what extent do you feel that your use of social media has improved your prospects of: - SUMMARY TABLE

Base: All students

	Total							NETS	
		Not at all	Not very much	To some extent	To a great extent	Don't know	Not Applicable	No extent	To an extent
Achieving better grades	1783	358	426	444	242	184	128	784	687
	100%	20%	24%	25%	14%	10%	7%	44%	39%
Having more rounded knowledge	1783	178	275	646	415	165	103	454	1062
	100%	10%	15%	36%	23%	9%	6%	25%	60%
Having more connections and contacts	1783	101	162	617	688	132	83	262	1306
	100%	6%	9%	35%	39%	7%	5%	15%	73%
Finding a job after your studies	1783	271	349	514	253	235	161	620	768
	100%	15%	20%	29%	14%	13%	9%	35%	43%
Improving personal brand	1783	211	269	521	313	233	236	480	833
	100%	12%	15%	29%	18%	13%	13%	27%	47%
Maintaining useful contacts and networks after leaving university	1783	103	156	586	648	154	136	259	1234
	100%	6%	9%	33%	36%	9%	8%	15%	69%

European Youth Survey - All markets

Q21_1. To what extent do you feel that your use of social media has improved your prospects of: Achieving better grades

Base: All students

			COUNTRY									GENDER		AGE		
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	358	30	50	20	19	19	14	24	100	49	35	162	197	204	154
		20%	17%	25%	16%	12%	14%	8%	14%	32%	28%	19%	19%	21%	17%	25%
Not very much	(2)	426	50	60	26	26	23	28	34	86	49	44	186	239	280	145
		24%	29%	30%	21%	16%	18%	17%	20%	28%	28%	24%	22%	25%	24%	24%
To some extent	(3)	444	41	30	30	51	51	50	48	53	38	52	234	210	297	147
		25%	23%	15%	25%	32%	39%	31%	28%	17%	22%	29%	28%	22%	25%	24%
To a great extent	(4)	242	19	21	19	48	21	30	28	18	16	23	131	111	173	70
		14%	11%	11%	16%	30%	16%	18%	17%	6%	9%	13%	16%	12%	15%	11%
Don't know		184	27	26	18	14	13	18	18	24	14	12	83	101	133	50
		10%	15%	13%	15%	9%	10%	11%	10%	8%	8%	6%	10%	11%	11%	8%
Not Applicable		128	9	13	8	3	3	23	18	27	8	16	45	83	85	43
		7%	5%	7%	6%	2%	2%	14%	11%	9%	5%	9%	5%	9%	7%	7%
NETS																
Net: No extent		784	80	109	46	45	42	41	58	186	98	79	348	436	485	300
		44%	45%	55%	38%	28%	32%	26%	34%	60%	56%	43%	41%	46%	41%	49%
Net: To an extent		687	60	51	49	99	72	80	76	71	55	75	365	321	470	217
		39%	34%	25%	41%	61%	55%	50%	45%	23%	31%	41%	43%	34%	40%	36%
Mean score		2.39	2.35	2.14	2.51	2.88	2.65	2.79	2.60	1.96	2.15	2.41	2.47	2.31	2.46	2.26
Standard deviation		1.03	.96	1.00	1.04	1.02	.96	.94	1.01	.93	.99	1.00	1.04	1.01	1.02	1.03
Standard error		.03	.09	.09	.11	.09	.10	.09	.09	.06	.08	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q21_1. To what extent do you feel that your use of social media has improved your prospects of: Achieving better grades

Base: All students

			EDUCATION				WORK STATUS			
			Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
		Total								
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Not at all	(1)	358	215	41	92	3	-	358	-	-
		20%	20%	20%	21%	7%	-	20%	-	-
Not very much	(2)	426	269	38	102	10	-	426	-	-
		24%	25%	19%	23%	19%	-	24%	-	-
To some extent	(3)	444	256	55	109	18	-	444	-	-
		25%	24%	27%	25%	35%	-	25%	-	-
To a great extent	(4)	242	125	30	69	13	-	242	-	-
		14%	12%	15%	16%	26%	-	14%	-	-
Don't know		184	107	27	42	4	-	184	-	-
		10%	10%	13%	10%	8%	-	10%	-	-
Not Applicable		128	90	12	23	3	-	128	-	-
		7%	8%	6%	5%	6%	-	7%	-	-
NETS										
Net: No extent		784	484	79	194	13	-	784	-	-
		44%	46%	39%	44%	26%	-	44%	-	-
Net: To an extent		687	381	85	178	32	-	687	-	-
		39%	36%	42%	41%	61%	-	39%	-	-
Mean score		2.39	2.34	2.45	2.42	2.92	-	2.39	-	-
Standard deviation		1.03	1.01	1.06	1.06	.91	-	1.03	-	-
Standard error		.03	.04	.09	.05	.13	-	.03	-	-

European Youth Survey - All markets

Q21_2. To what extent do you feel that your use of social media has improved your prospects of: Having more rounded knowledge

Base: All students

			COUNTRY									GENDER		AGE		
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	178	12	29	12	14	8	9	10	36	29	18	82	96	100	78
		10%	7%	15%	10%	9%	6%	6%	6%	12%	17%	10%	10%	10%	9%	13%
Not very much	(2)	275	27	35	19	18	14	16	24	63	37	22	122	153	166	110
		15%	16%	18%	16%	11%	11%	10%	14%	20%	21%	12%	15%	16%	14%	18%
To some extent	(3)	646	62	70	43	50	54	61	72	107	50	77	300	346	425	222
		36%	35%	35%	35%	31%	41%	38%	43%	35%	29%	42%	36%	37%	36%	36%
To a great extent	(4)	415	48	28	31	62	38	44	40	50	34	41	217	199	291	124
		23%	27%	14%	26%	39%	29%	27%	24%	16%	19%	22%	26%	21%	25%	20%
Don't know		165	18	26	8	13	10	18	13	27	20	11	82	83	120	45
		9%	10%	13%	7%	8%	8%	11%	8%	9%	12%	6%	10%	9%	10%	7%
Not Applicable		103	9	11	7	4	6	12	10	25	5	13	39	64	72	31
		6%	5%	6%	6%	2%	5%	7%	6%	8%	3%	7%	5%	7%	6%	5%
NETS																
Net: No extent		454	39	64	31	32	22	25	34	99	66	40	204	249	266	188
		25%	22%	32%	26%	20%	17%	16%	20%	32%	38%	22%	24%	27%	23%	31%
Net: To an extent		1062	110	98	74	112	92	106	112	157	84	118	517	545	716	346
		60%	62%	49%	61%	69%	70%	65%	66%	51%	48%	65%	61%	58%	61%	57%
Mean score		2.86	2.98	2.60	2.89	3.11	3.06	3.07	2.97	2.66	2.59	2.89	2.90	2.81	2.92	2.73
Standard deviation		.95	.91	.98	.97	.97	.86	.86	.85	.95	1.04	.92	.96	.95	.93	.98
Standard error		.03	.08	.08	.10	.08	.09	.08	.07	.06	.09	.07	.04	.04	.03	.04

European Youth Survey - All markets

Q21_2. To what extent do you feel that your use of social media has improved your prospects of: Having more rounded knowledge

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Not at all	(1)	178	115	16	38	6	-	178	-
		10%	11%	8%	9%	12%	-	10%	-
Not very much	(2)	275	162	30	73	5	-	275	-
		15%	15%	15%	17%	9%	-	15%	-
To some extent	(3)	646	385	70	166	21	-	646	-
		36%	36%	34%	38%	40%	-	36%	-
To a great extent	(4)	415	234	53	102	17	-	415	-
		23%	22%	26%	23%	33%	-	23%	-
Don't know		165	102	21	38	1	-	165	-
		9%	10%	10%	9%	2%	-	9%	-
Not Applicable		103	65	13	21	2	-	103	-
		6%	6%	6%	5%	4%	-	6%	-
NETS									
Net: No extent		454	276	46	111	11	-	454	-
		25%	26%	23%	25%	21%	-	25%	-
Net: To an extent		1062	619	123	267	38	-	1062	-
		60%	58%	61%	61%	73%	-	60%	-
Mean score		2.86	2.83	2.95	2.88	3.00	-	2.86	-
Standard deviation		.95	.96	.93	.92	.99	-	.95	-
Standard error		.03	.03	.08	.05	.13	-	.03	-

European Youth Survey - All markets

Q21_3. To what extent do you feel that your use of social media has improved your prospects of: Having more connections and contacts

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	101	9	9	11	9	6	6	9	19	10	12	58	42	54	46
		6%	5%	5%	9%	5%	5%	4%	5%	6%	6%	6%	7%	5%	5%	8%
Not very much	(2)	162	22	12	10	15	10	12	9	26	14	33	65	97	106	56
		9%	12%	6%	8%	9%	7%	7%	5%	8%	8%	18%	8%	10%	9%	9%
To some extent	(3)	617	72	83	37	44	56	45	62	99	65	54	274	344	409	208
		35%	41%	42%	31%	27%	43%	28%	37%	32%	37%	30%	33%	37%	35%	34%
To a great extent	(4)	688	53	65	44	82	46	70	70	127	72	59	340	348	453	235
		39%	30%	32%	36%	51%	36%	44%	41%	41%	41%	32%	40%	37%	39%	39%
Don't know		132	14	21	13	10	6	13	11	20	13	12	67	65	94	38
		7%	8%	11%	11%	6%	4%	8%	6%	7%	7%	6%	8%	7%	8%	6%
Not Applicable		83	7	10	6	2	6	15	8	16	1	12	38	45	57	26
		5%	4%	5%	5%	1%	5%	9%	5%	5%	1%	7%	5%	5%	5%	4%
NETS																
Net: No extent		262	31	21	21	24	16	18	18	45	24	44	123	139	160	102
		15%	17%	10%	17%	15%	12%	11%	11%	15%	14%	24%	15%	15%	14%	17%
Net: To an extent		1306	125	148	81	126	102	116	132	226	137	113	614	692	862	444
		73%	71%	74%	67%	78%	78%	72%	78%	74%	78%	62%	73%	74%	73%	73%
Mean score		3.21	3.09	3.21	3.12	3.33	3.20	3.34	3.29	3.23	3.23	3.02	3.22	3.20	3.23	3.16
Standard deviation		.87	.84	.79	.98	.88	.81	.83	.83	.89	.86	.94	.91	.84	.84	.92
Standard error		.02	.07	.07	.10	.07	.08	.08	.07	.06	.07	.07	.03	.03	.03	.04

European Youth Survey - All markets

Q21_3. To what extent do you feel that your use of social media has improved your prospects of: Having more connections and contacts

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Not at all	(1)	101	55	13	27	3	-	101	-
		6%	5%	6%	6%	6%	-	6%	-
Not very much	(2)	162	96	12	45	6	-	162	-
		9%	9%	6%	10%	11%	-	9%	-
To some extent	(3)	617	387	65	145	14	-	617	-
		35%	36%	32%	33%	27%	-	35%	-
To a great extent	(4)	688	398	81	171	27	-	688	-
		39%	37%	40%	39%	51%	-	39%	-
Don't know		132	79	20	28	2	-	132	-
		7%	7%	10%	6%	3%	-	7%	-
Not Applicable		83	48	13	22	1	-	83	-
		5%	4%	6%	5%	1%	-	5%	-
NETS									
Net: No extent		262	150	24	72	9	-	262	-
		15%	14%	12%	16%	17%	-	15%	-
Net: To an extent		1306	785	146	316	41	-	1306	-
		73%	74%	72%	72%	78%	-	73%	-
Mean score		3.21	3.21	3.26	3.19	3.30	-	3.21	-
Standard deviation		.87	.85	.88	.89	.91	-	.87	-
Standard error		.02	.03	.07	.04	.12	-	.02	-

European Youth Survey - All markets

Q21_4. To what extent do you feel that your use of social media has improved your prospects of: Finding a job after your studies

Base: All students

			COUNTRY									GENDER		AGE		
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	271	22	29	22	21	16	16	23	59	36	28	131	140	156	115
		15%	12%	15%	18%	13%	12%	10%	14%	19%	21%	15%	16%	15%	13%	19%
Not very much	(2)	349	36	54	15	32	20	22	30	68	38	33	158	190	214	135
		20%	21%	27%	13%	20%	15%	14%	18%	22%	22%	18%	19%	20%	18%	22%
To some extent	(3)	514	58	47	33	51	50	46	35	83	57	55	245	269	339	175
		29%	33%	23%	27%	32%	38%	29%	21%	27%	32%	30%	29%	29%	29%	29%
To a great extent	(4)	253	21	18	25	35	29	35	28	21	20	22	138	115	183	71
		14%	12%	9%	20%	22%	22%	22%	17%	7%	11%	12%	16%	12%	16%	12%
Don't know		235	29	38	17	12	10	24	26	44	18	15	103	131	167	67
		13%	17%	19%	14%	8%	8%	15%	15%	14%	11%	8%	12%	14%	14%	11%
Not Applicable		161	10	14	8	10	6	19	27	33	6	28	66	95	114	47
		9%	6%	7%	7%	6%	4%	12%	16%	11%	4%	16%	8%	10%	10%	8%
NETS																
Net: No extent		620	58	83	37	53	36	38	54	127	74	61	289	331	370	250
		35%	33%	42%	31%	33%	27%	23%	32%	41%	42%	34%	34%	35%	32%	41%
Net: To an extent		768	79	64	58	86	79	81	64	104	76	77	384	384	522	246
		43%	45%	32%	48%	53%	60%	50%	38%	34%	44%	43%	46%	41%	44%	40%
Mean score		2.54	2.57	2.36	2.63	2.72	2.80	2.85	2.59	2.29	2.40	2.52	2.58	2.50	2.62	2.41
Standard deviation		1.00	.93	.93	1.11	1.01	.97	.99	1.07	.95	.99	.99	1.02	.98	1.00	1.00
Standard error		.03	.09	.08	.12	.09	.10	.10	.10	.06	.08	.08	.04	.04	.04	.04

European Youth Survey - All markets

Q21_4. To what extent do you feel that your use of social media has improved your prospects of: Finding a job after your studies

Base: All students

		EDUCATION				WORK STATUS				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
Unweighted Total		1613	894	182	451	59	-	1613	-	-
Weighted Total		1783	1062	203	437	52	-	1783	-	-
		100%	100%	100%	100%	100%	-	100%	-	-
Not at all	(1)	271	164	32	61	6	-	271	-	-
		15%	15%	16%	14%	12%	-	15%	-	-
Not very much	(2)	349	213	36	85	9	-	349	-	-
		20%	20%	18%	19%	17%	-	20%	-	-
To some extent	(3)	514	278	62	149	18	-	514	-	-
		29%	26%	31%	34%	34%	-	29%	-	-
To a great extent	(4)	253	134	34	71	13	-	253	-	-
		14%	13%	17%	16%	25%	-	14%	-	-
Don't know		235	164	19	42	4	-	235	-	-
		13%	15%	10%	10%	7%	-	13%	-	-
Not Applicable		161	109	19	29	3	-	161	-	-
		9%	10%	9%	7%	5%	-	9%	-	-
NETS										
Net: No extent		620	376	68	146	15	-	620	-	-
		35%	35%	34%	33%	29%	-	35%	-	-
Net: To an extent		768	412	96	220	31	-	768	-	-
		43%	39%	47%	50%	59%	-	43%	-	-
Mean score		2.54	2.48	2.59	2.63	2.82	-	2.54	-	-
Standard deviation		1.00	1.00	1.02	.98	1.01	-	1.00	-	-
Standard error		.03	.04	.08	.05	.14	-	.03	-	-

European Youth Survey - All markets

Q21_5. To what extent do you feel that your use of social media has improved your prospects of: Improving personal brand

Base: All students

			COUNTRY										GENDER		AGE	
			Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	211	6	27	18	9	12	15	12	61	28	22	108	103	117	94
		12%	4%	14%	15%	6%	9%	9%	7%	20%	16%	12%	13%	11%	10%	15%
Not very much	(2)	269	41	30	21	23	18	11	31	43	21	30	120	149	172	97
		15%	23%	15%	18%	14%	14%	7%	18%	14%	12%	17%	14%	16%	15%	16%
To some extent	(3)	521	53	73	36	55	46	36	37	74	59	52	248	273	340	181
		29%	30%	36%	30%	34%	35%	22%	22%	24%	34%	28%	29%	29%	29%	30%
To a great extent	(4)	313	26	27	22	42	30	38	27	37	34	28	174	138	217	96
		18%	15%	14%	18%	26%	23%	24%	16%	12%	20%	16%	21%	15%	18%	16%
Don't know		233	31	27	11	18	15	25	21	45	29	12	104	129	170	64
		13%	17%	13%	9%	11%	11%	16%	12%	15%	17%	7%	12%	14%	14%	10%
Not Applicable		236	19	16	12	13	10	35	42	48	3	37	88	148	158	78
		13%	11%	8%	10%	8%	8%	22%	25%	16%	2%	20%	10%	16%	14%	13%
NETS																
Net: No extent		480	48	57	39	32	30	26	43	104	49	53	228	252	289	192
		27%	27%	29%	33%	20%	23%	16%	25%	34%	28%	29%	27%	27%	25%	31%
Net: To an extent		833	79	100	58	98	76	74	64	111	94	80	422	411	556	277
		47%	45%	50%	48%	61%	58%	46%	38%	36%	54%	44%	50%	44%	47%	45%
Mean score		2.71	2.78	2.64	2.63	3.01	2.89	2.97	2.74	2.41	2.70	2.65	2.75	2.67	2.78	2.60
Standard deviation		1.00	.83	.96	1.03	.89	.95	1.05	.97	1.08	1.05	1.00	1.03	.97	.98	1.03
Standard error		.03	.08	.08	.11	.08	.10	.11	.10	.07	.09	.09	.04	.04	.04	.04

European Youth Survey - All markets

Q21_5. To what extent do you feel that your use of social media has improved your prospects of: Improving personal brand

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Not at all	(1)	211	123	23	58	2	-	211	-
		12%	12%	12%	13%	4%	-	12%	-
Not very much	(2)	269	158	31	66	8	-	269	-
		15%	15%	15%	15%	15%	-	15%	-
To some extent	(3)	521	301	64	134	17	-	521	-
		29%	28%	32%	31%	33%	-	29%	-
To a great extent	(4)	313	166	34	89	16	-	313	-
		18%	16%	17%	20%	31%	-	18%	-
Don't know		233	160	29	38	2	-	233	-
		13%	15%	14%	9%	5%	-	13%	-
Not Applicable		236	154	21	52	6	-	236	-
		13%	15%	11%	12%	11%	-	13%	-
NETS									
Net: No extent		480	281	54	124	10	-	480	-
		27%	26%	27%	28%	20%	-	27%	-
Net: To an extent		833	467	98	224	34	-	833	-
		47%	44%	48%	51%	64%	-	47%	-
Mean score		2.71	2.68	2.71	2.73	3.08	-	2.71	-
Standard deviation		1.00	1.00	.98	1.02	.88	-	1.00	-
Standard error		.03	.04	.08	.05	.13	-	.03	-

European Youth Survey - All markets

Q21_6. To what extent do you feel that your use of social media has improved your prospects of: Maintaining useful contacts and networks after leaving university

Base: All students

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		1613	153	173	111	150	103	124	157	295	163	184	770	843	907	706
Weighted Total		1783	176	199	121	161	131	161	170	308	175	182	842	941	1173	610
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all	(1)	103	14	11	6	9	5	4	6	23	10	16	53	50	64	39
		6%	8%	6%	5%	6%	3%	3%	3%	7%	6%	9%	6%	5%	5%	6%
Not very much	(2)	156	25	13	17	7	17	9	11	20	13	23	75	80	92	64
		9%	14%	7%	14%	4%	13%	6%	6%	7%	7%	13%	9%	9%	8%	11%
To some extent	(3)	586	73	71	42	41	47	36	61	110	51	53	277	309	372	214
		33%	41%	36%	35%	26%	36%	22%	36%	36%	29%	29%	33%	33%	32%	35%
To a great extent	(4)	648	39	70	36	85	47	84	51	97	78	63	306	341	431	217
		36%	22%	35%	30%	53%	36%	52%	30%	31%	45%	35%	36%	36%	37%	36%
Don't know		154	17	23	12	13	7	9	18	29	17	9	77	77	112	43
		9%	10%	12%	10%	8%	5%	6%	11%	9%	10%	5%	9%	8%	10%	7%
Not Applicable		136	10	11	8	5	8	19	23	29	5	17	53	83	103	33
		8%	6%	6%	7%	3%	6%	12%	13%	9%	3%	9%	6%	9%	9%	5%
NETS																
Net: No extent		259	38	25	22	16	22	13	17	43	23	39	128	131	156	103
		15%	22%	12%	19%	10%	17%	8%	10%	14%	13%	22%	15%	14%	13%	17%
Net: To an extent		1234	111	141	78	126	93	119	112	207	130	116	583	651	803	431
		69%	63%	70%	65%	78%	71%	74%	66%	67%	74%	64%	69%	69%	68%	71%
Mean score		3.19	2.91	3.21	3.08	3.42	3.18	3.49	3.22	3.13	3.29	3.05	3.18	3.21	3.22	3.14
Standard deviation		.88	.89	.86	.86	.86	.83	.77	.79	.90	.88	.99	.90	.87	.87	.89
Standard error		.02	.08	.07	.09	.07	.09	.07	.07	.06	.07	.08	.03	.03	.03	.04

European Youth Survey - All markets

Q21_6. To what extent do you feel that your use of social media has improved your prospects of: Maintaining useful contacts and networks after leaving university

Base: All students

		EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		1613	894	182	451	59	-	1613	-
Weighted Total		1783	1062	203	437	52	-	1783	-
		100%	100%	100%	100%	100%	-	100%	-
Not at all	(1)	103	65	14	20	2	-	103	-
		6%	6%	7%	4%	5%	-	6%	-
Not very much	(2)	156	76	28	48	1	-	156	-
		9%	7%	14%	11%	2%	-	9%	-
To some extent	(3)	586	360	51	147	19	-	586	-
		33%	34%	25%	34%	37%	-	33%	-
To a great extent	(4)	648	364	79	173	19	-	648	-
		36%	34%	39%	40%	36%	-	36%	-
Don't know		154	102	15	29	6	-	154	-
		9%	10%	7%	7%	12%	-	9%	-
Not Applicable		136	96	16	20	4	-	136	-
		8%	9%	8%	5%	8%	-	8%	-
NETS									
Net: No extent		259	141	42	67	4	-	259	-
		15%	13%	21%	15%	7%	-	15%	-
Net: To an extent		1234	724	129	321	38	-	1234	-
		69%	68%	64%	73%	73%	-	69%	-
Mean score		3.19	3.18	3.13	3.22	3.31	-	3.19	-
Standard deviation		.88	.88	.97	.85	.80	-	.88	-
Standard error		.02	.03	.08	.04	.11	-	.02	-

European Youth Survey - All markets

Q22_1. For each pair, please pick the statement you most agree with.

Base: All respondents

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social networks have helped my career by increasing the possibility to find new opportunities	1445	149	100	140	245	186	161	130	130	100	104	752	692	608	837
	29%	30%	20%	28%	49%	37%	32%	26%	22%	25%	21%	30%	27%	30%	28%
Social networks have hindered my career because they require too much time that could be better spent	826	75	102	87	77	76	63	108	87	69	81	459	366	389	436
	16%	15%	20%	17%	15%	15%	13%	21%	14%	17%	16%	19%	14%	20%	14%
Don't know	820	100	81	80	33	62	61	60	152	107	82	369	450	361	459
	16%	20%	16%	16%	7%	12%	12%	12%	25%	27%	16%	15%	18%	18%	15%
Not applicable	1934	178	218	194	144	179	215	210	235	126	235	891	1043	638	1296
	38%	36%	44%	39%	29%	36%	43%	41%	39%	31%	47%	36%	41%	32%	43%

European Youth Survey - All markets

Q22_1. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social networks have helped my career by increasing the possibility to find new opportunities	1445 29%	537 24%	276 31%	460 32%	146 40%	703 30%	501 28%	96 44%	145 21%
Social networks have hindered my career because they require too much time that could be better spent	826 16%	393 18%	125 14%	242 17%	52 14%	344 15%	359 20%	30 14%	92 14%
Don't know	820 16%	422 19%	121 13%	213 15%	37 10%	323 14%	349 20%	28 13%	120 18%
Not applicable	1934 38%	851 39%	375 42%	519 36%	129 35%	977 42%	574 32%	63 29%	320 47%

European Youth Survey - All markets

Q22_2. For each pair, please pick the statement you most agree with.

Base: All respondents

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social networks have made me discover a new career or career path that I had not thought of	1391	174	81	150	216	167	177	101	119	114	93	732	659	615	776
	28%	35%	16%	30%	43%	33%	35%	20%	20%	28%	19%	30%	26%	31%	26%
Social networks are unhelpful in shaping my career path because they present too many options	900	96	103	144	79	93	54	73	99	51	108	512	387	368	531
	18%	19%	20%	29%	16%	18%	11%	14%	16%	13%	22%	21%	15%	18%	18%
Don't know	916	97	69	62	66	75	100	89	152	112	93	413	503	395	520
	18%	19%	14%	12%	13%	15%	20%	18%	25%	28%	18%	17%	20%	20%	17%
Not applicable	1818	135	249	144	139	169	169	244	236	125	207	815	1003	617	1200
	36%	27%	50%	29%	28%	34%	34%	48%	39%	31%	41%	33%	39%	31%	40%

European Youth Survey - All markets

Q22_2. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social networks have made me discover a new career or career path that I had not thought of	1391 28%	544 25%	269 30%	425 30%	132 36%	647 28%	495 28%	91 42%	158 23%
Social networks are unhelpful in shaping my career path because they present too many options	900 18%	379 17%	162 18%	268 19%	72 20%	445 19%	316 18%	36 17%	103 15%
Don't know	916 18%	431 20%	144 16%	255 18%	47 13%	384 16%	378 21%	28 13%	126 19%
Not applicable	1818 36%	849 39%	321 36%	486 34%	113 31%	871 37%	595 33%	62 28%	290 43%

European Youth Survey - All markets

Q22_3. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	COUNTRY										GENDER		AGE	
		Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Professional social networks make it easier to find a job abroad	1903	209	146	177	284	181	207	231	152	163	154	959	944	795	1108
	38%	42%	29%	35%	57%	36%	41%	46%	25%	40%	31%	39%	37%	40%	37%
Professional social networks don't give you a good enough opportunity to find a job abroad	739	81	87	114	87	81	80	59	45	34	73	415	323	304	435
	15%	16%	17%	23%	17%	16%	16%	12%	7%	8%	15%	17%	13%	15%	14%
Don't know	1111	111	123	88	52	101	86	128	202	124	96	507	604	467	644
	22%	22%	24%	18%	10%	20%	17%	25%	33%	31%	19%	20%	24%	23%	21%
Not applicable	1271	101	147	122	77	141	128	89	206	82	178	591	680	430	841
	25%	20%	29%	24%	15%	28%	26%	18%	34%	20%	36%	24%	27%	22%	28%

European Youth Survey - All markets

Q22_3. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Professional social networks make it easier to find a job abroad	1903	774	342	599	157	915	712	87	190
	38%	35%	38%	42%	43%	39%	40%	40%	28%
Professional social networks don't give you a good enough opportunity to find a job abroad	739	286	147	224	65	363	241	36	98
	15%	13%	16%	16%	18%	15%	14%	17%	15%
Don't know	1111	561	172	279	60	455	429	52	175
	22%	25%	19%	19%	16%	19%	24%	24%	26%
Not applicable	1271	582	234	331	83	615	401	42	213
	25%	26%	26%	23%	23%	26%	23%	19%	31%

European Youth Survey - All markets

Q22_4. For each pair, please pick the statement you most agree with.

Base: All respondents

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Broader use of technologies such as conference calls and remote access allow me to work abroad for my company for some time	1608 32%	161 32%	84 17%	176 35%	259 52%	178 35%	138 28%	188 37%	179 30%	111 28%	135 27%	894 36%	714 28%	661 33%	947 31%
Companies are still not using technology such as remote access and conference calls so that I can work abroad for my company	703 14%	93 19%	82 16%	109 22%	64 13%	76 15%	87 17%	54 11%	43 7%	35 9%	59 12%	402 16%	301 12%	272 14%	431 14%
Don't know	990 20%	102 20%	113 23%	83 17%	68 14%	69 14%	82 16%	85 17%	147 24%	152 38%	88 18%	438 18%	553 22%	457 23%	533 18%
Not applicable	1723 34%	146 29%	223 44%	132 26%	109 22%	181 36%	194 39%	179 35%	236 39%	105 26%	218 44%	739 30%	984 39%	606 30%	1117 37%

European Youth Survey - All markets

Q22_4. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Broader use of technologies such as conference calls and remote access allow me to work abroad for my company for some time	1608 32%	590 27%	312 35%	512 36%	163 45%	793 34%	558 31%	88 41%	168 25%
Companies are still not using technology such as remote access and conference calls so that I can work abroad for my company	703 14%	262 12%	120 13%	244 17%	61 17%	375 16%	230 13%	34 16%	63 9%
Don't know	990 20%	525 24%	167 19%	222 15%	47 13%	373 16%	416 23%	37 17%	165 24%
Not applicable	1723 34%	827 38%	297 33%	455 32%	95 26%	806 34%	580 33%	58 27%	280 41%

European Youth Survey - All markets

Q22_5. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	COUNTRY										GENDER		AGE	
		Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I can learn new skills and sector knowledge online that make me marketable to industries outside my own	2129	200	191	199	348	218	216	239	210	125	184	1112	1017	849	1279
	42%	40%	38%	40%	70%	43%	43%	47%	35%	31%	37%	45%	40%	43%	42%
Online education is still not enough to provide credentials for me to move to a different sector	980	117	114	132	76	109	90	111	88	61	81	524	456	396	584
	20%	23%	23%	26%	15%	22%	18%	22%	15%	15%	16%	21%	18%	20%	19%
Don't know	857	95	80	72	36	64	84	67	143	140	77	368	489	378	480
	17%	19%	16%	14%	7%	13%	17%	13%	24%	35%	15%	15%	19%	19%	16%
Not applicable	1058	89	118	98	41	113	111	91	164	76	158	468	590	372	686
	21%	18%	23%	20%	8%	22%	22%	18%	27%	19%	32%	19%	23%	19%	23%

European Youth Survey - All markets

Q22_5. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
I can learn new skills and sector knowledge online that make me marketable to industries outside my own	2129 42%	840 38%	409 46%	656 46%	183 50%	1021 44%	729 41%	115 53%	264 39%
Online education is still not enough to provide credentials for me to move to a different sector	980 20%	411 19%	165 18%	305 21%	82 23%	462 20%	373 21%	31 14%	114 17%
Don't know	857 17%	442 20%	138 15%	208 15%	38 11%	355 15%	347 19%	34 16%	121 18%
Not applicable	1058 21%	511 23%	184 21%	265 18%	60 17%	509 22%	334 19%	37 17%	179 26%

European Youth Survey - All markets

Q22_6. For each pair, please pick the statement you most agree with.

Base: All respondents

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Technology has complicated my life by having to constantly keep up with new developments if I want to be valuable on the	1000	105	91	136	115	129	93	86	77	70	99	503	497	423	578
	20%	21%	18%	27%	23%	26%	19%	17%	13%	17%	20%	20%	19%	21%	19%
Technology has improved my career prospects in the job market	2110	230	199	199	273	192	261	231	212	147	167	1141	969	838	1272
	42%	46%	40%	40%	55%	38%	52%	46%	35%	36%	33%	46%	38%	42%	42%
Don't know	855	94	83	73	49	63	60	98	149	107	80	369	486	381	474
	17%	19%	17%	15%	10%	12%	12%	19%	25%	27%	16%	15%	19%	19%	16%
Not applicable	1059	73	129	93	64	121	87	92	168	78	155	459	600	354	705
	21%	15%	26%	19%	13%	24%	17%	18%	28%	19%	31%	19%	23%	18%	23%

European Youth Survey - All markets

Q22_6. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Technology has complicated my life by having to constantly keep up with new developments if I want to be valuable on the	1000	384	222	289	84	492	337	44	128
	20%	17%	25%	20%	23%	21%	19%	20%	19%
Technology has improved my career prospects in the job market	2110	852	353	682	187	966	782	116	245
	42%	39%	39%	48%	51%	41%	44%	53%	36%
Don't know	855	472	128	189	36	355	344	27	130
	17%	21%	14%	13%	10%	15%	19%	12%	19%
Not applicable	1059	495	193	275	57	534	320	30	174
	21%	22%	21%	19%	16%	23%	18%	14%	26%

European Youth Survey - All markets

Q22_7. For each pair, please pick the statement you most agree with.

Base: All respondents

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	5024	502	502	500	500	504	501	507	605	402	501	2492	2532	1527	3497
Weighted Total	5024	502	502	500	500	504	501	507	605	402	501	2472	2552	1996	3028
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I mostly rely on social networks to find new contacts	1590	165	119	221	201	174	199	118	144	88	162	824	766	661	929
	32%	33%	24%	44%	40%	35%	40%	23%	24%	22%	32%	33%	30%	33%	31%
I mostly rely on networking offline to find new contacts	1626	145	195	109	167	130	163	206	228	154	129	844	782	650	976
	32%	29%	39%	22%	33%	26%	32%	41%	38%	38%	26%	34%	31%	33%	32%
Don't know	791	85	76	58	43	72	55	82	128	109	83	346	444	344	446
	16%	17%	15%	12%	9%	14%	11%	16%	21%	27%	17%	14%	17%	17%	15%
Not applicable	1017	107	112	111	89	128	85	101	105	51	128	457	559	340	677
	20%	21%	22%	22%	18%	25%	17%	20%	17%	13%	25%	18%	22%	17%	22%

European Youth Survey - All markets

Q22_7. For each pair, please pick the statement you most agree with.

Base: All respondents

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	5024	2024	883	1558	430	2520	1613	222	669
Weighted Total	5024	2203	896	1434	364	2347	1783	217	677
	100%	100%	100%	100%	100%	100%	100%	100%	100%
I mostly rely on social networks to find new contacts	1590	656	329	433	139	729	549	81	232
	32%	30%	37%	30%	38%	31%	31%	37%	34%
I mostly rely on networking offline to find new contacts	1626	682	269	532	116	757	638	78	155
	32%	31%	30%	37%	32%	32%	36%	36%	23%
Don't know	791	415	121	183	40	337	312	28	114
	16%	19%	14%	13%	11%	14%	18%	13%	17%
Not applicable	1017	450	176	286	69	524	285	31	177
	20%	20%	20%	20%	19%	22%	16%	14%	26%

European Youth Survey - All markets

Q23_SUM. Which of the following social media have you used to...? - SUMMARY TABLE

Base: All who have used at least one social media platform

	Total	Facebook	LinkedIn	Twitter	YouTube	Pinterest	Tumblr, WordPress or other blog	Instagram	Google+	Other	None
Share my ideas and thoughts about sustainability	4984 100%	1553 31%	172 3%	467 9%	461 9%	164 3%	271 5%	265 5%	255 5%	110 2%	2561 51%
Share my ideas and thoughts about ethical consumption	4984 100%	1514 30%	147 3%	456 9%	450 9%	155 3%	272 5%	272 5%	225 5%	111 2%	2620 53%
Sign an online petition	4984 100%	1702 34%	151 3%	348 7%	336 7%	130 3%	242 5%	160 3%	292 6%	95 2%	2473 50%
Campaign to get better products or services	4984 100%	1261 25%	160 3%	410 8%	449 9%	140 3%	215 4%	233 5%	267 5%	103 2%	2883 58%
Join a pressure group or consumer complaint group	4984 100%	1489 30%	170 3%	317 6%	373 7%	139 3%	209 4%	195 4%	229 5%	84 2%	2716 54%
Complain about a specific customer issue (e.g. poor customer service from hotel)	4984 100%	1279 26%	140 3%	463 9%	342 7%	141 3%	216 4%	193 4%	299 6%	109 2%	2796 56%

European Youth Survey - All markets

Q23_1. Which of the following social media have you used to...? - Share my ideas and thoughts about sustainability

Base: All who have used at least one social media platform

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1553	190	95	165	215	150	213	164	124	98	139	787	766	634	919
	31%	38%	19%	34%	43%	30%	42%	33%	21%	24%	28%	32%	30%	32%	31%
Twitter	467	46	28	62	132	64	28	41	6	15	45	309	158	200	267
	9%	9%	6%	13%	27%	13%	6%	8%	1%	4%	9%	13%	6%	10%	9%
YouTube	461	45	33	64	94	60	63	28	10	16	48	292	169	212	248
	9%	9%	7%	13%	19%	12%	13%	6%	2%	4%	10%	12%	7%	11%	8%
Tumblr, WordPress or other blog	271	33	25	38	43	26	28	22	21	14	21	140	131	118	153
	5%	7%	5%	8%	9%	5%	6%	4%	4%	3%	4%	6%	5%	6%	5%
Instagram	265	29	18	38	41	34	19	18	25	21	24	145	120	129	136
	5%	6%	4%	8%	8%	7%	4%	3%	4%	5%	5%	6%	5%	6%	5%
Google+	255	18	16	43	48	32	46	16	6	5	25	153	102	98	157
	5%	4%	3%	9%	10%	6%	9%	3%	1%	1%	5%	6%	4%	5%	5%
LinkedIn	172	29	11	19	22	34	23	2	8	6	18	118	54	70	102
	3%	6%	2%	4%	4%	7%	5%	*	1%	2%	4%	5%	2%	4%	3%
Pinterest	164	16	10	28	18	30	10	9	8	11	24	84	79	65	98
	3%	3%	2%	6%	4%	6%	2%	2%	1%	3%	5%	3%	3%	3%	3%
Other	110	6	11	10	15	10	18	17	7	6	12	55	56	60	51
	2%	1%	2%	2%	3%	2%	4%	3%	1%	1%	2%	2%	2%	3%	2%
None of these	2561	203	325	207	137	245	209	283	429	259	265	1141	1419	951	1609
	51%	40%	66%	42%	27%	49%	42%	56%	71%	64%	54%	47%	56%	48%	54%

European Youth Survey - All markets

Q23_1. Which of the following social media have you used to...? - Share my ideas and thoughts about sustainability

Base: All who have used at least one social media platform

	EDUCATION					WORK STATUS			
	Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1553	655	300	448	117	689	555	86	223
	31%	30%	34%	31%	32%	30%	31%	40%	33%
Twitter	467	162	102	157	36	226	165	28	49
	9%	7%	11%	11%	10%	10%	9%	13%	7%
YouTube	461	190	97	131	39	238	133	31	58
	9%	9%	11%	9%	11%	10%	7%	14%	9%
Tumblr, WordPress or other blog	271	102	45	88	31	139	82	17	33
	5%	5%	5%	6%	9%	6%	5%	8%	5%
Instagram	265	109	51	76	24	123	96	20	27
	5%	5%	6%	5%	7%	5%	5%	9%	4%
Google+	255	83	69	76	23	137	64	23	30
	5%	4%	8%	5%	6%	6%	4%	11%	4%
LinkedIn	172	45	37	64	25	104	43	16	9
	3%	2%	4%	4%	7%	4%	2%	7%	1%
Pinterest	164	57	32	58	15	88	57	6	12
	3%	3%	4%	4%	4%	4%	3%	3%	2%
Other	110	47	24	24	8	35	37	13	25
	2%	2%	3%	2%	2%	1%	2%	6%	4%
None of these	2561	1203	420	718	153	1177	955	70	359
	51%	55%	47%	50%	42%	51%	54%	33%	54%

European Youth Survey - All markets

Q23_2. Which of the following social media have you used to...? - Share my ideas and thoughts about ethical consumption

Base: All who have used at least one social media platform

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1514	181	80	173	219	140	227	143	137	92	122	762	752	617	897
	30%	36%	16%	36%	44%	28%	45%	28%	23%	23%	25%	31%	30%	31%	30%
Twitter	456	54	19	58	135	68	27	35	8	15	36	297	159	200	257
	9%	11%	4%	12%	27%	14%	5%	7%	1%	4%	7%	12%	6%	10%	9%
YouTube	450	37	38	70	83	63	59	26	10	11	53	289	161	199	251
	9%	7%	8%	14%	17%	13%	12%	5%	2%	3%	11%	12%	6%	10%	8%
Tumblr, WordPress or other blog	272	27	22	33	48	37	26	18	27	8	27	143	129	120	152
	5%	5%	4%	7%	10%	7%	5%	4%	4%	2%	5%	6%	5%	6%	5%
Instagram	272	24	12	39	52	30	24	20	29	20	21	148	124	136	136
	5%	5%	2%	8%	10%	6%	5%	4%	5%	5%	4%	6%	5%	7%	5%
Google+	225	18	14	43	43	21	39	14	4	4	25	138	86	83	142
	5%	4%	3%	9%	9%	4%	8%	3%	1%	1%	5%	6%	3%	4%	5%
Pinterest	155	25	16	19	17	21	13	6	9	7	23	85	70	59	97
	3%	5%	3%	4%	3%	4%	3%	1%	1%	2%	5%	3%	3%	3%	3%
LinkedIn	147	21	6	29	22	28	14	1	2	3	20	98	50	55	93
	3%	4%	1%	6%	5%	6%	3%	*	*	1%	4%	4%	2%	3%	3%
Other	111	5	8	13	17	14	15	14	8	7	11	60	52	55	57
	2%	1%	2%	3%	3%	3%	3%	3%	1%	2%	2%	2%	2%	3%	2%
None of these	2620	212	336	203	150	256	204	303	419	269	266	1182	1438	980	1640
	53%	42%	68%	42%	30%	51%	41%	60%	70%	67%	54%	48%	57%	49%	55%

European Youth Survey - All markets

Q23_2. Which of the following social media have you used to...? - Share my ideas and thoughts about ethical consumption

Base: All who have used at least one social media platform

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1514	627	295	441	122	675	552	74	212
	30%	29%	33%	31%	34%	29%	31%	34%	32%
Twitter	456	169	105	130	44	218	154	28	56
	9%	8%	12%	9%	12%	9%	9%	13%	8%
YouTube	450	163	112	120	42	255	121	31	43
	9%	7%	13%	8%	12%	11%	7%	14%	6%
Tumblr, WordPress or other blog	272	97	43	98	28	136	88	18	30
	5%	4%	5%	7%	8%	6%	5%	8%	5%
Instagram	272	117	50	78	23	133	94	18	27
	5%	5%	6%	5%	6%	6%	5%	8%	4%
Google+	225	77	65	56	21	122	58	17	28
	5%	4%	7%	4%	6%	5%	3%	8%	4%
Pinterest	155	52	29	56	14	79	48	7	22
	3%	2%	3%	4%	4%	3%	3%	3%	3%
LinkedIn	147	43	31	50	22	102	25	9	10
	3%	2%	4%	4%	6%	4%	1%	4%	1%
Other	111	47	26	24	7	42	36	12	21
	2%	2%	3%	2%	2%	2%	2%	5%	3%
None of these	2620	1243	414	735	153	1177	991	83	369
	53%	57%	46%	52%	42%	51%	56%	38%	55%

European Youth Survey - All markets

Q23_3. Which of the following social media have you used to...? - Sign an online petition

Base: All who have used at least one social media platform

	COUNTRY											GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1702	157	117	172	179	217	276	125	212	81	166	806	896	692	1010
	34%	31%	24%	35%	36%	43%	55%	25%	35%	20%	34%	33%	35%	35%	34%
Twitter	348	39	16	50	77	72	24	23	7	12	28	216	132	162	186
	7%	8%	3%	10%	16%	14%	5%	5%	1%	3%	6%	9%	5%	8%	6%
YouTube	336	46	24	62	43	48	45	20	10	9	29	232	104	165	172
	7%	9%	5%	13%	9%	10%	9%	4%	2%	2%	6%	9%	4%	8%	6%
Google+	292	30	13	42	46	20	71	23	9	10	29	161	131	130	162
	6%	6%	3%	9%	9%	4%	14%	4%	1%	2%	6%	7%	5%	7%	5%
Tumblr, WordPress or other blog	242	36	18	33	31	32	27	13	21	9	22	130	112	113	130
	5%	7%	4%	7%	6%	6%	5%	3%	3%	2%	5%	5%	4%	6%	4%
Instagram	160	15	9	23	29	27	17	9	12	7	12	105	55	74	85
	3%	3%	2%	5%	6%	5%	3%	2%	2%	2%	2%	4%	2%	4%	3%
LinkedIn	151	14	15	25	26	29	15	2	5	5	17	105	46	52	100
	3%	3%	3%	5%	5%	6%	3%	*	1%	1%	3%	4%	2%	3%	3%
Pinterest	130	20	23	17	11	18	9	2	4	7	19	85	45	51	78
	3%	4%	5%	4%	2%	4%	2%	*	1%	2%	4%	3%	2%	3%	3%
Other	95	8	8	12	7	9	22	12	5	6	8	54	42	47	49
	2%	2%	2%	2%	1%	2%	4%	2%	1%	1%	2%	2%	2%	2%	2%
None of these	2473	231	302	201	201	191	156	323	347	282	239	1151	1322	941	1532
	50%	46%	61%	41%	40%	38%	31%	64%	58%	70%	48%	47%	52%	47%	51%

European Youth Survey - All markets

Q23_3. Which of the following social media have you used to...? - Sign an online petition

Base: All who have used at least one social media platform

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1702	725	314	496	131	752	616	82	253
	34%	33%	35%	35%	36%	32%	35%	38%	38%
Twitter	348	127	79	102	34	168	112	22	45
	7%	6%	9%	7%	9%	7%	6%	10%	7%
YouTube	336	121	78	97	29	168	100	31	37
	7%	6%	9%	7%	8%	7%	6%	14%	6%
Google+	292	111	61	87	26	143	93	21	35
	6%	5%	7%	6%	7%	6%	5%	10%	5%
Tumblr, WordPress or other blog	242	86	33	93	28	128	73	19	23
	5%	4%	4%	7%	8%	5%	4%	9%	3%
Instagram	160	61	38	43	14	95	43	6	15
	3%	3%	4%	3%	4%	4%	2%	3%	2%
LinkedIn	151	43	24	64	18	94	36	7	14
	3%	2%	3%	4%	5%	4%	2%	3%	2%
Pinterest	130	44	26	41	16	80	29	13	8
	3%	2%	3%	3%	4%	3%	2%	6%	1%
Other	95	37	21	25	8	31	28	15	21
	2%	2%	2%	2%	2%	1%	2%	7%	3%
None of these	2473	1166	422	676	142	1139	927	72	335
	50%	53%	47%	47%	39%	49%	52%	33%	50%

European Youth Survey - All markets

Q23_4. Which of the following social media have you used to...? - Campaign to get better products or services

Base: All who have used at least one social media platform

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1261	117	66	146	183	127	216	111	114	64	115	651	609	546	714
	25%	23%	13%	30%	37%	25%	43%	22%	19%	16%	23%	27%	24%	28%	24%
YouTube	449	55	30	64	57	48	78	31	13	23	51	279	170	208	241
	9%	11%	6%	13%	11%	10%	15%	6%	2%	6%	10%	11%	7%	10%	8%
Twitter	410	33	18	55	112	70	24	30	10	17	42	272	138	175	235
	8%	6%	4%	11%	23%	14%	5%	6%	2%	4%	8%	11%	5%	9%	8%
Google+	267	27	7	43	45	27	60	13	6	15	23	144	123	124	143
	5%	5%	1%	9%	9%	5%	12%	3%	1%	4%	5%	6%	5%	6%	5%
Instagram	233	22	19	34	39	28	21	14	17	16	23	143	90	112	121
	5%	4%	4%	7%	8%	6%	4%	3%	3%	4%	5%	6%	4%	6%	4%
Tumblr, WordPress or other blog	215	28	12	29	37	22	37	11	9	8	22	132	83	93	122
	4%	6%	2%	6%	8%	4%	7%	2%	2%	2%	4%	5%	3%	5%	4%
LinkedIn	160	20	19	14	22	28	20	3	5	4	25	95	65	48	112
	3%	4%	4%	3%	4%	6%	4%	1%	1%	1%	5%	4%	3%	2%	4%
Pinterest	140	21	13	19	14	27	11	7	7	5	17	96	45	51	89
	3%	4%	3%	4%	3%	5%	2%	1%	1%	1%	3%	4%	2%	3%	3%
Other	103	5	6	8	15	14	15	16	7	7	9	57	46	45	58
	2%	1%	1%	2%	3%	3%	3%	3%	1%	2%	2%	2%	2%	2%	2%
None of these	2883	263	362	242	171	270	212	343	454	292	274	1291	1592	1078	1805
	58%	52%	73%	50%	34%	54%	42%	68%	75%	73%	55%	53%	63%	54%	60%

European Youth Survey - All markets

Q23_4. Which of the following social media have you used to...? - Campaign to get better products or services

Base: All who have used at least one social media platform

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1261	513	239	385	99	569	456	70	165
	25%	23%	27%	27%	28%	24%	26%	32%	25%
YouTube	449	162	102	142	37	232	128	29	60
	9%	7%	11%	10%	10%	10%	7%	14%	9%
Twitter	410	143	96	125	38	212	129	25	44
	8%	7%	11%	9%	11%	9%	7%	12%	7%
Google+	267	94	66	75	25	131	78	16	41
	5%	4%	7%	5%	7%	6%	4%	8%	6%
Instagram	233	90	46	72	20	115	81	17	20
	5%	4%	5%	5%	6%	5%	5%	8%	3%
Tumblr, WordPress or other blog	215	75	37	72	26	110	68	17	20
	4%	3%	4%	5%	7%	5%	4%	8%	3%
LinkedIn	160	40	36	62	21	97	36	14	13
	3%	2%	4%	4%	6%	4%	2%	6%	2%
Pinterest	140	46	20	50	22	86	29	9	16
	3%	2%	2%	4%	6%	4%	2%	4%	2%
Other	103	38	23	30	6	43	35	8	16
	2%	2%	3%	2%	2%	2%	2%	4%	2%
None of these	2883	1387	468	778	173	1298	1085	89	411
	58%	63%	53%	55%	48%	56%	61%	41%	62%

European Youth Survey - All markets

Q23_5. Which of the following social media have you used to...? - Join a pressure group or consumer complaint group

Base: All who have used at least one social media platform

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1489	170	133	152	202	123	198	120	123	136	132	759	730	622	867
	30%	34%	27%	31%	41%	25%	40%	24%	20%	34%	27%	31%	29%	31%	29%
YouTube	373	45	37	55	57	50	44	19	8	13	47	252	120	170	203
	7%	9%	7%	11%	11%	10%	9%	4%	1%	3%	9%	10%	5%	9%	7%
Twitter	317	27	20	39	94	54	16	18	13	9	29	216	101	125	192
	6%	5%	4%	8%	19%	11%	3%	4%	2%	2%	6%	9%	4%	6%	6%
Google+	229	31	15	36	43	28	34	13	2	3	24	143	87	90	139
	5%	6%	3%	7%	9%	6%	7%	3%	*	1%	5%	6%	3%	5%	5%
Tumblr, WordPress or other blog	209	23	19	38	34	33	21	9	10	2	21	119	90	95	114
	4%	5%	4%	8%	7%	7%	4%	2%	2%	*	4%	5%	4%	5%	4%
Instagram	195	16	9	25	40	31	17	8	13	13	22	117	78	97	98
	4%	3%	2%	5%	8%	6%	3%	2%	2%	3%	4%	5%	3%	5%	3%
LinkedIn	170	22	17	26	19	25	24	3	8	4	21	114	57	55	116
	3%	4%	4%	5%	4%	5%	5%	1%	1%	1%	4%	5%	2%	3%	4%
Pinterest	139	23	15	21	13	23	13	4	5	6	16	90	49	65	74
	3%	5%	3%	4%	3%	5%	3%	1%	1%	1%	3%	4%	2%	3%	2%
Other	84	3	7	9	8	11	17	11	3	4	9	50	34	38	46
	2%	1%	1%	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%	2%
None of these	2716	231	292	230	181	265	237	343	440	233	263	1209	1507	1022	1694
	54%	46%	59%	47%	36%	53%	47%	68%	73%	58%	53%	49%	60%	51%	56%

European Youth Survey - All markets

Q23_5. Which of the following social media have you used to...? - Join a pressure group or consumer complaint group

Base: All who have used at least one social media platform

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1489	632	284	429	116	683	552	63	192
	30%	29%	32%	30%	32%	29%	31%	29%	29%
YouTube	373	137	86	113	29	215	96	25	37
	7%	6%	10%	8%	8%	9%	5%	12%	6%
Twitter	317	118	73	92	35	177	86	22	32
	6%	5%	8%	6%	10%	8%	5%	10%	5%
Google+	229	75	62	61	26	123	59	18	29
	5%	3%	7%	4%	7%	5%	3%	9%	4%
Tumblr, WordPress or other blog	209	60	44	78	24	122	55	17	15
	4%	3%	5%	5%	7%	5%	3%	8%	2%
Instagram	195	67	47	54	24	111	52	13	19
	4%	3%	5%	4%	7%	5%	3%	6%	3%
LinkedIn	170	55	28	59	28	99	39	18	14
	3%	2%	3%	4%	8%	4%	2%	8%	2%
Pinterest	139	46	27	49	15	75	40	13	11
	3%	2%	3%	3%	4%	3%	2%	6%	2%
Other	84	27	21	26	5	38	22	11	13
	2%	1%	2%	2%	2%	2%	1%	5%	2%
None of these	2716	1275	453	757	155	1200	1021	94	401
	54%	58%	51%	53%	43%	52%	58%	44%	60%

European Youth Survey - All markets

Q23_6. Which of the following social media have you used to...? - Complain about a specific customer issue (e.g. poor customer service from hotel)

Base: All who have used at least one social media platform

		COUNTRY										GENDER		AGE	
	Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total	4984	500	494	488	498	499	501	504	603	402	495	2473	2511	1520	3464
Weighted Total	4984	500	494	488	498	501	501	504	603	402	493	2453	2531	1986	2998
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1279	159	93	101	184	138	197	99	111	86	111	635	644	555	724
	26%	32%	19%	21%	37%	27%	39%	20%	18%	21%	23%	26%	25%	28%	24%
Twitter	463	41	22	44	128	92	31	38	12	13	41	281	182	209	254
	9%	8%	5%	9%	26%	18%	6%	8%	2%	3%	8%	11%	7%	11%	8%
YouTube	342	32	28	42	75	51	47	15	3	7	41	220	122	159	183
	7%	6%	6%	9%	15%	10%	9%	3%	*	2%	8%	9%	5%	8%	6%
Google+	299	20	12	40	54	36	72	24	9	7	25	173	126	127	172
	6%	4%	3%	8%	11%	7%	14%	5%	1%	2%	5%	7%	5%	6%	6%
Tumblr, WordPress or other blog	216	34	17	21	39	32	24	8	10	8	22	134	81	91	125
	4%	7%	3%	4%	8%	6%	5%	2%	2%	2%	4%	5%	3%	5%	4%
Instagram	193	23	15	32	37	35	13	6	9	9	14	120	73	91	102
	4%	5%	3%	7%	8%	7%	3%	1%	2%	2%	3%	5%	3%	5%	3%
Pinterest	141	18	12	28	18	21	11	4	4	7	18	98	43	49	92
	3%	4%	2%	6%	4%	4%	2%	1%	1%	2%	4%	4%	2%	2%	3%
LinkedIn	140	26	13	26	16	19	14	1	4	4	18	100	40	43	97
	3%	5%	3%	5%	3%	4%	3%	*	1%	1%	4%	4%	2%	2%	3%
Other	109	10	7	7	19	14	19	14	5	5	10	51	58	60	49
	2%	2%	1%	1%	4%	3%	4%	3%	1%	1%	2%	2%	2%	3%	2%
None of these	2796	224	333	265	165	238	220	343	450	278	280	1275	1521	1049	1747
	56%	45%	67%	54%	33%	48%	44%	68%	75%	69%	57%	52%	60%	53%	58%

European Youth Survey - All markets

Q23_6. Which of the following social media have you used to...? - Complain about a specific customer issue (e.g. poor customer service from hotel)

Base: All who have used at least one social media platform

	Total	EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total	4984	2008	879	1546	426	2498	1606	220	660
Weighted Total	4984	2186	892	1423	361	2327	1775	216	666
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	1279	533	263	359	93	587	456	61	175
	26%	24%	29%	25%	26%	25%	26%	28%	26%
Twitter	463	168	111	142	38	237	142	34	50
	9%	8%	12%	10%	11%	10%	8%	16%	8%
YouTube	342	118	91	93	33	183	99	26	34
	7%	5%	10%	7%	9%	8%	6%	12%	5%
Google+	299	112	79	82	20	154	90	18	37
	6%	5%	9%	6%	5%	7%	5%	8%	6%
Tumblr, WordPress or other blog	216	75	48	71	16	110	59	24	23
	4%	3%	5%	5%	5%	5%	3%	11%	3%
Instagram	193	67	40	62	22	122	42	11	18
	4%	3%	5%	4%	6%	5%	2%	5%	3%
Pinterest	141	42	31	52	14	86	36	9	10
	3%	2%	3%	4%	4%	4%	2%	4%	2%
LinkedIn	140	37	26	51	24	96	26	8	9
	3%	2%	3%	4%	7%	4%	1%	4%	1%
Other	109	44	32	25	6	43	39	9	18
	2%	2%	4%	2%	2%	2%	2%	4%	3%
None of these	2796	1312	445	786	180	1245	1073	91	387
	56%	60%	50%	55%	50%	54%	60%	42%	58%

European Youth Survey - All markets

Q24_SUM. How effective do you think your actions through social media were...? - SUMMARY TABLE

Base: All who took part in relevant campaign

								NETS		
	Total	Not at all effective	Not very effective	Fairly effective	Very effective	Don't know	Not Applicable	Ineffective	Effective	Mean
Campaign to get better products or services	2102 100%	163 8%	424 20%	929 44%	429 20%	156 7%	- -	587 28%	1358 65%	2.84
Join a pressure group or consumer complaint group	2268 100%	161 7%	472 21%	1030 45%	396 17%	209 9%	- -	633 28%	1426 63%	2.81
Complain about a specific customer issue (e.g. poor customer service from hotel)	2188 100%	162 7%	462 21%	977 45%	447 20%	141 6%	- -	624 29%	1424 65%	2.83

European Youth Survey - All markets

Q24_1. How effective do you think your actions through social media were...? - Campaign to get better products or services

Base: All who campaigned to get better products or services

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2083	240	131	244	325	230	279	160	152	105	217	1150	933	692	1391
Weighted Total		2102	238	131	246	327	230	289	161	149	110	220	1162	939	909	1193
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	163	12	8	27	23	24	12	14	7	18	17	95	68	90	73
		8%	5%	6%	11%	7%	11%	4%	9%	5%	17%	8%	8%	7%	10%	6%
Not very effective	(2)	424	39	30	56	81	35	55	42	24	19	43	251	173	187	238
		20%	16%	23%	23%	25%	15%	19%	26%	16%	17%	20%	22%	18%	21%	20%
Fairly effective	(3)	929	133	62	97	142	90	128	67	65	44	101	494	436	384	545
		44%	56%	47%	39%	43%	39%	44%	41%	44%	40%	46%	42%	46%	42%	46%
Very effective	(4)	429	44	24	59	65	69	64	13	30	15	46	242	187	179	250
		20%	18%	18%	24%	20%	30%	22%	8%	20%	14%	21%	21%	20%	20%	21%
Don't know		156	11	8	8	16	11	31	25	21	13	13	80	76	69	87
		7%	4%	6%	3%	5%	5%	11%	16%	14%	11%	6%	7%	8%	8%	7%
NETS																
Net: Ineffective		587	51	38	82	104	60	66	56	32	38	61	346	241	276	311
		28%	21%	29%	33%	32%	26%	23%	35%	21%	34%	28%	30%	26%	30%	26%
Net: Effective		1358	177	86	156	207	159	193	79	96	60	146	736	622	563	795
		65%	74%	65%	64%	63%	69%	67%	49%	64%	54%	66%	63%	66%	62%	67%
Mean score		2.84	2.92	2.83	2.79	2.80	2.93	2.95	2.58	2.93	2.58	2.84	2.82	2.86	2.78	2.88
Standard deviation		.86	.75	.81	.94	.85	.96	.80	.80	.81	.97	.86	.88	.84	.90	.83
Standard error		.02	.05	.07	.06	.05	.06	.05	.07	.07	.10	.06	.03	.03	.04	.02

European Youth Survey - All markets

Q24_1. How effective do you think your actions through social media were...? - Campaign to get better products or services

Base: All who campaigned to get better products or services

			EDUCATION				WORK STATUS			
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
Unweighted Total		2083	725	408	685	220	1095	616	122	250
Weighted Total		2102	799	424	645	188	1029	690	127	255
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	163	63	31	52	14	80	60	10	13
		8%	8%	7%	8%	7%	8%	9%	8%	5%
Not very effective	(2)	424	154	74	142	42	180	163	26	55
		20%	19%	17%	22%	22%	18%	24%	20%	21%
Fairly effective	(3)	929	345	209	274	81	465	312	52	100
		44%	43%	49%	42%	43%	45%	45%	41%	39%
Very effective	(4)	429	161	90	132	39	247	93	31	58
		20%	20%	21%	20%	21%	24%	13%	25%	23%
Don't know		156	76	20	45	12	57	62	7	30
		7%	10%	5%	7%	6%	6%	9%	6%	12%
NETS										
Net: Ineffective		587	217	104	194	56	260	224	36	67
		28%	27%	25%	30%	30%	25%	32%	28%	26%
Net: Effective		1358	506	299	406	120	711	405	84	158
		65%	63%	71%	63%	64%	69%	59%	66%	62%
Mean score		2.84	2.83	2.89	2.81	2.82	2.90	2.70	2.88	2.90
Standard deviation		.86	.87	.84	.88	.86	.87	.84	.90	.85
Standard error		.02	.03	.04	.03	.06	.03	.04	.08	.06

European Youth Survey - All markets

Q24_2. How effective do you think your actions through social media were...? - Join a pressure group or consumer complaint group

Base: All who joined a pressure group or consumer complaint group

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2244	264	201	252	316	231	253	163	167	167	230	1238	1006	736	1508
Weighted Total		2268	269	201	258	317	236	264	161	163	169	231	1244	1024	964	1304
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	161	11	12	27	20	18	17	13	10	15	17	103	58	83	78
		7%	4%	6%	10%	6%	8%	7%	8%	6%	9%	7%	8%	6%	9%	6%
Not very effective	(2)	472	58	41	49	66	40	28	49	32	53	55	269	203	200	272
		21%	22%	21%	19%	21%	17%	11%	31%	20%	31%	24%	22%	20%	21%	21%
Fairly effective	(3)	1030	149	93	106	136	110	128	62	75	57	113	551	479	436	594
		45%	55%	46%	41%	43%	47%	48%	39%	46%	34%	49%	44%	47%	45%	46%
Very effective	(4)	396	37	35	60	80	59	46	13	26	11	28	231	165	154	242
		17%	14%	17%	23%	25%	25%	17%	8%	16%	7%	12%	19%	16%	16%	19%
Don't know		209	14	20	17	14	9	44	23	19	32	17	91	118	91	118
		9%	5%	10%	7%	4%	4%	17%	14%	12%	19%	7%	7%	12%	9%	9%
NETS																
Net: Ineffective		633	69	53	75	86	58	46	63	43	69	73	372	262	283	350
		28%	25%	26%	29%	27%	25%	17%	39%	26%	41%	31%	30%	26%	29%	27%
Net: Effective		1426	187	128	166	217	169	174	76	101	68	141	782	644	590	836
		63%	69%	64%	64%	68%	72%	66%	47%	62%	40%	61%	63%	63%	61%	64%
Mean score		2.81	2.84	2.84	2.82	2.92	2.92	2.92	2.55	2.81	2.47	2.71	2.79	2.83	2.76	2.84
Standard deviation		.83	.72	.81	.93	.86	.87	.81	.80	.81	.80	.80	.86	.80	.85	.82
Standard error		.02	.05	.06	.06	.05	.06	.06	.07	.07	.07	.05	.03	.03	.03	.02

European Youth Survey - All markets

Q24_2. How effective do you think your actions through social media were...? - Join a pressure group or consumer complaint group

Base: All who joined a pressure group or consumer complaint group

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2244	826	424	705	242	1180	681	121	262
Weighted Total		2268	911	439	666	206	1127	754	122	266
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	161	52	34	48	22	83	57	11	9
		7%	6%	8%	7%	11%	7%	8%	9%	3%
Not very effective	(2)	472	193	79	150	41	213	185	20	54
		21%	21%	18%	23%	20%	19%	25%	17%	20%
Fairly effective	(3)	1030	438	198	292	88	512	346	49	123
		45%	48%	45%	44%	43%	45%	46%	40%	46%
Very effective	(4)	396	125	97	121	43	227	90	32	46
		17%	14%	22%	18%	21%	20%	12%	26%	17%
Don't know		209	103	31	55	12	90	75	9	34
		9%	11%	7%	8%	6%	8%	10%	8%	13%
NETS										
Net: Ineffective		633	245	113	198	63	297	242	31	63
		28%	27%	26%	30%	31%	26%	32%	26%	24%
Net: Effective		1426	563	295	413	131	740	437	81	169
		63%	62%	67%	62%	63%	66%	58%	67%	64%
Mean score		2.81	2.79	2.88	2.80	2.78	2.85	2.69	2.91	2.89
Standard deviation		.83	.78	.87	.85	.92	.85	.81	.92	.76
Standard error		.02	.03	.04	.03	.06	.03	.03	.09	.05

European Youth Survey - All markets

Q24_3. How effective do you think your actions through social media were...? - Complain about a specific customer issue (e.g. poor customer service from hotel)

Base: All who complained about a specific customer issue (e.g. poor customer service from hotel)

			COUNTRY										GENDER		AGE	
		Total	Italy	Germany	France	Spain	UK	Eastern Europe	Baltic	Nordics	Sweden	Benelux	Male	Female	18-22	22-29
Unweighted Total		2171	275	162	223	338	258	271	159	157	123	205	1173	998	709	1462
Weighted Total		2188	277	161	223	332	263	281	161	153	124	214	1178	1010	938	1250
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	162	17	13	25	25	16	13	17	8	10	18	102	60	85	78
		7%	6%	8%	11%	7%	6%	5%	11%	5%	8%	8%	9%	6%	9%	6%
Not very effective	(2)	462	70	34	46	65	61	56	36	30	29	35	254	208	227	235
		21%	25%	21%	21%	20%	23%	20%	22%	20%	23%	16%	22%	21%	24%	19%
Fairly effective	(3)	977	141	82	75	149	107	130	68	68	50	106	519	457	393	583
		45%	51%	51%	34%	45%	41%	46%	42%	45%	41%	50%	44%	45%	42%	47%
Very effective	(4)	447	39	25	67	79	70	56	15	29	21	46	240	207	172	275
		20%	14%	16%	30%	24%	27%	20%	9%	19%	17%	21%	20%	20%	18%	22%
Don't know		141	10	6	9	15	8	26	25	17	15	9	63	78	61	79
		6%	4%	4%	4%	4%	3%	9%	16%	11%	12%	4%	5%	8%	7%	6%
NETS																
Net: Ineffective		624	87	47	72	90	78	69	53	38	38	52	356	268	311	313
		29%	31%	29%	32%	27%	30%	25%	33%	25%	31%	25%	30%	27%	33%	25%
Net: Effective		1424	179	108	143	228	177	185	83	97	71	152	760	664	565	858
		65%	65%	67%	64%	69%	67%	66%	51%	64%	57%	71%	64%	66%	60%	69%
Mean score		2.83	2.75	2.78	2.86	2.89	2.91	2.89	2.60	2.88	2.75	2.88	2.80	2.87	2.74	2.90
Standard deviation		.86	.78	.82	.99	.87	.87	.80	.85	.82	.87	.85	.88	.83	.88	.83
Standard error		.02	.05	.07	.07	.05	.06	.05	.07	.07	.08	.06	.03	.03	.03	.02

European Youth Survey - All markets

Q24_3. How effective do you think your actions through social media were...? - Complain about a specific customer issue (e.g. poor customer service from hotel)

Base: All who complained about a specific customer issue (e.g. poor customer service from hotel)

			EDUCATION				WORK STATUS			
		Total	Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working
Unweighted Total		2171	793	430	685	215	1149	631	123	268
Weighted Total		2188	874	447	637	181	1082	703	125	279
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all effective	(1)	162	64	39	43	16	75	59	14	14
		7%	7%	9%	7%	9%	7%	8%	12%	5%
Not very effective	(2)	462	185	89	138	36	201	165	31	64
		21%	21%	20%	22%	20%	19%	24%	25%	23%
Fairly effective	(3)	977	390	198	283	83	489	320	45	123
		45%	45%	44%	44%	46%	45%	46%	36%	44%
Very effective	(4)	447	156	102	138	42	265	102	25	55
		20%	18%	23%	22%	23%	24%	15%	20%	20%
Don't know		141	79	19	35	4	52	57	9	23
		6%	9%	4%	5%	2%	5%	8%	7%	8%
NETS										
Net: Ineffective		624	248	128	181	52	277	224	46	78
		29%	28%	29%	28%	28%	26%	32%	37%	28%
Net: Effective		1424	547	300	421	125	753	422	70	178
		65%	63%	67%	66%	69%	70%	60%	56%	64%
Mean score		2.83	2.80	2.85	2.86	2.86	2.92	2.72	2.70	2.86
Standard deviation		.86	.84	.89	.85	.88	.86	.84	.95	.82
Standard error		.02	.03	.04	.03	.06	.03	.03	.09	.05