



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

										NETS
	Total	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 23%	113 31%	73 16%	203 51%	130 32%	146 36%	85 22%	41 10%	48 9%	39 11%	78 19%	544 26%	412 20%	358 21%	598 24%
Twitter	564 14%	42 11%	50 11%	117 30%	94 24%	87 21%	58 15%	30 7%	22 4%	17 5%	47 11%	324 16%	239 12%	221 13%	342 14%
YouTube	541 13%	41 11%	52 12%	119 30%	76 19%	71 17%	55 14%	24 6%	26 5%	24 7%	54 13%	314 15%	227 11%	190 11%	351 14%
Instagram	456 11%	26 7%	36 8%	88 22%	87 22%	69 17%	46 12%	23 5%	22 4%	19 5%	40 10%	250 12%	207 10%	169 10%	287 12%
LinkedIn	380 9%	27 7%	40 9%	62 16%	60 15%	55 13%	50 13%	17 4%	21 4%	10 3%	38 9%	224 11%	155 8%	129 8%	251 10%
Tumblr, WordPress or other blog	379 9%	26 7%	33 7%	59 15%	67 17%	54 13%	52 13%	19 4%	21 4%	14 4%	35 8%	213 10%	167 8%	136 8%	243 10%
Pinterest	368 9%	24 7%	35 8%	65 17%	63 16%	48 12%	48 12%	17 4%	23 4%	13 4%	32 8%	205 10%	163 8%	131 8%	237 10%
Google+	336 8%	22 6%	31 7%	78 20%	49 12%	45 11%	39 10%	13 3%	16 3%	14 4%	29 7%	188 9%	148 7%	109 7%	227 9%
Other	78 2%	1 *	5 1%	7 2%	8 2%	2 1%	8 2%	16 4%	13 3%	6 2%	11 3%	35 2%	44 2%	29 2%	50 2%
None	2873 70%	234 64%	346 77%	149 38%	236 59%	233 57%	292 75%	361 84%	452 85%	289 82%	281 68%	1347 65%	1526 74%	1203 71%	1670 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

	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%	-	-
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 79%	382 86%	227 65%	313 80%	450 95%	322 83%	356 80%	372 83%	319 62%	244 69%	329 82%	1641 80%	1672 78%	1373 80%	1940 78%
Expand your network of business contacts, colleagues or students	3561 85%	381 86%	262 76%	324 83%	444 94%	316 82%	389 88%	382 85%	420 82%	290 82%	354 88%	1731 84%	1830 85%	1488 87%	2073 83%
Build your personal brand	3058 73%	310 70%	251 72%	280 72%	433 91%	289 75%	309 70%	276 62%	314 61%	274 78%	324 80%	1544 75%	1514 71%	1270 74%	1789 72%
Find a new job opportunity	2778 66%	298 67%	177 51%	262 67%	409 86%	267 69%	316 71%	269 60%	281 55%	213 60%	287 71%	1399 68%	1379 64%	1144 67%	1634 66%
Share an original idea	3453 82%	366 83%	269 78%	335 86%	448 95%	318 82%	383 87%	332 74%	370 72%	280 79%	353 88%	1716 83%	1736 81%	1442 84%	2010 81%
Promote or advertise a product, service or event	3462 82%	370 83%	237 68%	315 80%	445 94%	324 83%	373 84%	362 81%	395 77%	298 84%	344 85%	1699 83%	1763 82%	1445 84%	2017 81%
Collaborate with others	3548 84%	364 82%	259 75%	322 82%	439 93%	334 86%	401 91%	390 87%	409 80%	296 84%	334 83%	1737 84%	1812 85%	1501 87%	2047 82%
Promote or find events to attend offline	3388 81%	364 82%	221 64%	291 75%	434 92%	316 81%	389 88%	369 82%	395 77%	279 79%	330 82%	1657 81%	1731 81%	1413 82%	1976 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

	EDUCATION					WORK STATUS			
	Total	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

										NETS
	Total	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 5%	9 5%	11 4%	26 9%	23 9%	14 5%	15 7%	9 4%	6 3%	3 2%	4 2%	74 6%	46 4%	44 9%	76 4%
Several times per day	288 12%	39 21%	29 12%	53 19%	38 16%	28 10%	22 10%	30 12%	17 8%	6 3%	25 11%	161 13%	126 11%	67 13%	220 12%
Daily	272 12%	25 13%	22 9%	32 12%	38 16%	38 14%	29 13%	23 9%	19 9%	13 7%	32 14%	155 13%	116 10%	68 13%	204 11%
A few times per week	270 11%	25 13%	28 11%	27 10%	29 12%	51 18%	27 12%	19 7%	17 8%	18 10%	30 13%	154 12%	116 10%	59 12%	211 11%
Weekly	153 7%	12 6%	20 8%	17 6%	16 7%	22 8%	7 3%	15 6%	8 4%	14 8%	22 9%	92 7%	60 5%	33 6%	120 7%
A few times per month	157 7%	10 5%	16 6%	20 7%	14 6%	22 8%	15 7%	21 8%	8 4%	16 9%	14 6%	88 7%	70 6%	29 6%	129 7%
Monthly or less often	190 8%	3 2%	20 8%	19 7%	16 7%	18 6%	19 8%	24 9%	31 14%	24 14%	16 7%	84 7%	107 10%	44 9%	147 8%
Never	897 38%	66 35%	101 41%	82 30%	66 27%	85 31%	93 41%	116 45%	116 52%	82 47%	90 39%	424 34%	473 42%	167 33%	730 40%
NETS															
Net: Frequently	679 29%	73 39%	62 25%	111 40%	99 41%	79 29%	67 29%	62 24%	43 19%	22 13%	62 26%	390 32%	289 26%	179 35%	500 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

	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	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 4%	5 3%	4 2%	36 13%	8 4%	17 6%	10 4%	4 1%	3 1%	2 1%	7 3%	50 4%	46 4%	31 6%	66 4%
Several times per day	252 11%	33 18%	33 13%	43 16%	41 17%	22 8%	20 9%	21 8%	16 7%	6 3%	17 7%	149 12%	104 9%	55 11%	197 11%
Daily	321 14%	28 15%	25 10%	28 10%	46 19%	50 18%	41 18%	32 12%	23 10%	13 8%	35 15%	180 15%	141 13%	80 16%	241 13%
A few times per week	275 12%	21 11%	26 10%	37 13%	22 9%	51 18%	26 11%	28 11%	13 6%	20 11%	33 14%	142 12%	133 12%	68 13%	207 11%
Weekly	176 8%	17 9%	23 9%	14 5%	21 9%	21 8%	20 9%	16 6%	11 5%	8 5%	24 10%	109 9%	67 6%	37 7%	140 8%
A few times per month	174 7%	10 5%	19 8%	17 6%	14 6%	22 8%	16 7%	19 7%	21 9%	23 13%	12 5%	94 8%	80 7%	36 7%	138 7%
Monthly or less often	176 8%	3 2%	16 6%	13 5%	19 8%	15 6%	12 5%	31 12%	29 13%	18 10%	21 9%	89 7%	87 8%	37 7%	139 8%
Never	876 37%	73 38%	103 42%	87 31%	68 28%	80 29%	82 36%	107 42%	107 48%	85 48%	85 36%	419 34%	458 41%	167 33%	709 39%
NETS															
Net: Frequently	670 29%	66 35%	62 25%	108 39%	95 40%	88 32%	72 31%	57 22%	42 19%	22 12%	59 25%	379 31%	291 26%	166 33%	504 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

	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	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%	5 3%	8 3%	30 11%	15 6%	18 6%	12 5%	11 4%	6 3%	2 1%	7 3%	64 5%	50 5%	32 6%	83 5%
Several times per day	330 14%	33 17%	34 14%	45 16%	45 19%	35 13%	28 12%	50 19%	23 10%	21 12%	16 7%	173 14%	157 14%	73 14%	257 14%
Daily	405 17%	33 18%	26 11%	44 16%	40 17%	54 19%	58 25%	39 15%	39 17%	19 11%	53 23%	209 17%	196 18%	96 19%	309 17%
A few times per week	327 14%	25 13%	36 14%	36 13%	31 13%	56 20%	30 13%	38 15%	18 8%	26 15%	31 13%	171 14%	156 14%	65 13%	263 14%
Weekly	202 9%	21 11%	31 13%	20 7%	11 5%	22 8%	15 7%	13 5%	26 11%	14 8%	29 13%	121 10%	81 7%	49 10%	154 8%
A few times per month	186 8%	12 6%	18 7%	16 6%	18 8%	22 8%	12 5%	20 8%	28 13%	22 12%	17 7%	91 7%	95 9%	42 8%	144 8%
Monthly or less often	145 6%	5 2%	19 8%	16 6%	17 7%	14 5%	9 4%	18 7%	20 9%	14 8%	14 6%	77 6%	69 6%	27 5%	118 6%
Never	636 27%	56 29%	75 30%	67 24%	61 26%	57 20%	64 28%	69 27%	63 28%	58 33%	66 28%	325 26%	311 28%	128 25%	508 28%
NETS															
Net: Frequently	850 36%	71 38%	68 28%	120 43%	100 42%	107 38%	98 43%	100 39%	68 30%	42 24%	76 33%	447 36%	403 36%	200 39%	649 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

	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	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 4%	7 4%	6 3%	24 9%	11 5%	15 6%	8 4%	1 *	4 2%	2 1%	8 3%	59 5%	28 3%	31 6%	55 3%
Several times per day	168 7%	24 13%	11 4%	42 15%	17 7%	29 10%	15 7%	9 4%	8 3%	4 2%	9 4%	92 7%	76 7%	43 8%	125 7%
Daily	265 11%	29 15%	21 8%	30 11%	40 17%	37 13%	29 13%	30 12%	12 5%	9 5%	29 12%	154 13%	111 10%	75 15%	190 10%
A few times per week	299 13%	29 15%	34 14%	29 11%	37 16%	43 16%	23 10%	26 10%	21 9%	23 13%	34 15%	155 13%	144 13%	61 12%	238 13%
Weekly	197 8%	17 9%	19 8%	17 6%	22 9%	24 9%	23 10%	32 12%	13 6%	8 4%	24 10%	118 10%	79 7%	48 9%	149 8%
A few times per month	227 10%	11 6%	26 10%	27 10%	23 10%	26 9%	23 10%	12 5%	31 14%	18 10%	30 13%	109 9%	118 11%	37 7%	190 10%
Monthly or less often	280 12%	15 8%	40 16%	26 9%	22 9%	25 9%	24 11%	41 16%	34 15%	25 14%	28 12%	139 11%	141 13%	67 13%	213 12%
Never	823 35%	57 30%	90 37%	81 30%	67 28%	78 28%	83 36%	106 41%	102 46%	87 49%	72 31%	406 33%	417 37%	148 29%	676 37%
NETS															
Net: Frequently	520 22%	60 32%	38 15%	95 35%	68 28%	81 29%	53 23%	41 16%	23 10%	15 8%	46 20%	305 25%	215 19%	149 29%	371 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%	5 3%	12 5%	29 11%	20 8%	19 7%	10 4%	3 1%	3 1%	3 2%	8 3%	74 6%	39 4%	36 7%	77 4%
Several times per day	278 12%	30 16%	24 10%	39 14%	35 15%	26 9%	29 13%	45 17%	23 10%	7 4%	19 8%	162 13%	116 10%	48 9%	230 13%
Daily	343 15%	39 21%	31 12%	46 17%	40 17%	47 17%	41 18%	22 8%	21 10%	21 12%	35 15%	184 15%	159 14%	84 16%	259 14%
A few times per week	296 13%	22 11%	28 11%	28 10%	34 14%	47 17%	23 10%	32 12%	28 13%	20 11%	35 15%	175 14%	121 11%	74 15%	222 12%
Weekly	187 8%	12 6%	14 6%	18 6%	20 8%	24 8%	15 7%	21 8%	21 9%	22 12%	22 9%	91 7%	96 9%	31 6%	157 9%
A few times per month	170 7%	13 7%	18 7%	14 5%	17 7%	16 6%	17 7%	16 6%	20 9%	20 11%	19 8%	87 7%	83 7%	36 7%	134 7%
Monthly or less often	209 9%	7 3%	21 8%	22 8%	16 7%	20 7%	24 10%	34 13%	26 12%	21 12%	19 8%	104 8%	105 9%	53 10%	156 9%
Never	750 32%	61 32%	99 40%	80 29%	58 24%	78 28%	69 30%	85 33%	80 36%	62 35%	78 33%	353 29%	396 36%	148 29%	601 33%
NETS															
Net: Frequently	734 31%	75 40%	67 27%	114 41%	95 40%	93 33%	80 35%	70 27%	47 21%	32 18%	61 26%	420 34%	314 28%	169 33%	566 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

	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	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 4%	8 4%	11 5%	29 10%	16 7%	18 6%	6 3%	7 3%	2 1%	3 2%	6 2%	62 5%	43 4%	31 6%	74 4%
Several times per day	342 15%	35 18%	46 18%	50 18%	40 17%	28 10%	29 13%	43 17%	37 16%	14 8%	21 9%	196 16%	146 13%	67 13%	275 15%
Daily	397 17%	38 20%	26 10%	34 12%	46 19%	52 19%	56 24%	33 13%	48 22%	26 14%	39 17%	213 17%	184 16%	79 15%	318 17%
A few times per week	343 15%	22 12%	42 17%	36 13%	26 11%	57 20%	32 14%	37 14%	32 15%	25 14%	35 15%	181 15%	162 15%	81 16%	263 14%
Weekly	191 8%	15 8%	22 9%	22 8%	15 6%	25 9%	13 6%	22 9%	12 5%	20 11%	26 11%	105 9%	85 8%	44 9%	146 8%
A few times per month	171 7%	10 5%	12 5%	18 6%	20 8%	23 8%	17 7%	20 8%	18 8%	16 9%	17 7%	83 7%	88 8%	42 8%	130 7%
Monthly or less often	147 6%	7 4%	13 5%	19 7%	16 7%	15 5%	12 5%	21 8%	13 6%	13 7%	18 8%	71 6%	76 7%	34 7%	113 6%
Never	651 28%	53 28%	75 30%	69 25%	60 25%	61 22%	64 28%	75 29%	61 27%	60 34%	72 31%	319 26%	332 30%	134 26%	517 28%
NETS															
Net: Frequently	844 36%	81 43%	83 34%	112 41%	102 43%	98 35%	91 40%	83 32%	87 39%	42 24%	66 28%	472 38%	373 33%	177 35%	668 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

	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	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

	Total							NETS			
		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

	Total	COUNTRY										GENDER		AGE	
		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 4%	- -	24 10%	22 8%	7 3%	14 5%	8 4%	2 1%	5 2%	2 1%	11 5%	51 4%	43 4%	27 5%	67 4%
Slightly hindered (2)	164 7%	15 8%	29 12%	17 6%	12 5%	24 8%	20 9%	8 3%	9 4%	4 2%	26 11%	96 8%	67 6%	42 8%	121 7%
No impact (3)	821 35%	79 42%	75 30%	81 29%	87 37%	97 35%	74 33%	93 36%	85 38%	72 41%	77 33%	434 35%	387 35%	188 37%	633 34%
Slightly improved (4)	316 13%	38 20%	34 14%	37 13%	53 22%	51 18%	26 11%	20 8%	13 6%	15 8%	30 13%	174 14%	142 13%	77 15%	239 13%
Greatly improved (5)	234 10%	20 10%	18 7%	45 16%	38 16%	31 11%	21 9%	16 6%	14 6%	12 7%	19 8%	146 12%	87 8%	54 11%	179 10%
Don't know	218 9%	13 7%	17 7%	22 8%	14 6%	11 4%	24 11%	28 11%	35 16%	31 17%	23 10%	104 8%	114 10%	48 9%	170 9%
Not applicable	501 21%	25 13%	51 21%	52 19%	27 11%	50 18%	55 24%	90 35%	62 28%	41 23%	48 20%	226 18%	274 25%	74 15%	426 23%
NETS															
Net: Hindered	258 11%	15 8%	53 21%	39 14%	19 8%	37 13%	28 12%	10 4%	14 6%	6 3%	37 16%	147 12%	110 10%	69 14%	188 10%
Net: Improved	550 23%	58 31%	51 21%	82 30%	91 38%	82 30%	47 20%	36 14%	27 12%	27 15%	49 21%	320 26%	230 21%	131 26%	419 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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

	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%	-	-	-
Greatly hindered (1)	116 5%	33 5%	28 6%	41 5%	12 5%	116 5%	-	-	-
Slightly hindered (2)	246 10%	72 10%	42 8%	97 12%	31 12%	246 10%	-	-	-
No impact (3)	756 32%	235 32%	150 30%	270 33%	86 34%	756 32%	-	-	-
Slightly improved (4)	355 15%	108 15%	77 16%	123 15%	43 17%	355 15%	-	-	-
Greatly improved (5)	236 10%	57 8%	54 11%	91 11%	32 13%	236 10%	-	-	-
Don't know	210 9%	63 9%	57 12%	74 9%	13 5%	210 9%	-	-	-
Not applicable	429 18%	156 22%	88 18%	135 16%	38 15%	429 18%	-	-	-
NETS									
Net: Hindered	362 15%	105 15%	70 14%	137 17%	43 17%	362 15%	-	-	-
Net: Improved	590 25%	165 23%	131 26%	214 26%	75 29%	590 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

	Total	COUNTRY										GENDER		AGE	
		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 3%	- -	6 2%	22 8%	5 2%	15 5%	5 2%	2 1%	3 1%	3 2%	7 3%	39 3%	29 3%	24 5%	44 2%
Slightly hindered (2)	103 4%	9 5%	18 7%	14 5%	8 4%	21 8%	8 3%	3 1%	9 4%	4 2%	8 4%	56 5%	47 4%	32 6%	72 4%
No impact (3)	649 28%	68 36%	62 25%	57 21%	49 21%	89 32%	50 22%	71 27%	80 36%	61 34%	62 27%	334 27%	315 28%	142 28%	507 28%
Slightly improved (4)	534 23%	54 29%	60 24%	51 19%	71 30%	61 22%	56 25%	61 24%	31 14%	35 20%	54 23%	305 25%	229 21%	109 21%	425 23%
Greatly improved (5)	382 16%	25 13%	39 16%	63 23%	71 30%	37 13%	55 24%	24 9%	19 9%	13 7%	36 15%	211 17%	171 15%	95 19%	287 16%
Don't know	198 8%	17 9%	20 8%	24 9%	12 5%	12 4%	15 6%	20 8%	30 13%	28 16%	22 9%	95 8%	104 9%	42 8%	156 9%
Not applicable	412 18%	16 8%	42 17%	44 16%	22 9%	42 15%	39 17%	78 30%	51 23%	34 19%	44 19%	192 16%	220 20%	67 13%	345 19%
NETS															
Net: Hindered	171 7%	9 5%	25 10%	36 13%	14 6%	36 13%	13 6%	6 2%	11 5%	7 4%	16 7%	96 8%	76 7%	56 11%	116 6%
Net: Improved	916 39%	79 42%	99 40%	114 41%	142 60%	98 35%	112 49%	84 33%	51 23%	47 27%	89 38%	516 42%	401 36%	204 40%	713 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

	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%	-	-	-
Greatly hindered (1)	68 3%	20 3%	18 4%	21 3%	8 3%	68 3%	-	-	-
Slightly hindered (2)	103 4%	29 4%	26 5%	35 4%	10 4%	103 4%	-	-	-
No impact (3)	649 28%	206 28%	119 24%	245 30%	66 26%	649 28%	-	-	-
Slightly improved (4)	534 23%	145 20%	116 23%	193 23%	74 29%	534 23%	-	-	-
Greatly improved (5)	382 16%	101 14%	82 17%	142 17%	53 21%	382 16%	-	-	-
Don't know	198 8%	65 9%	48 10%	68 8%	15 6%	198 8%	-	-	-
Not applicable	412 18%	157 22%	87 17%	126 15%	30 12%	412 18%	-	-	-
NETS									
Net: Hindered	171 7%	49 7%	44 9%	56 7%	18 7%	171 7%	-	-	-
Net: Improved	916 39%	246 34%	198 40%	335 40%	126 50%	916 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

	Total	COUNTRY										GENDER		AGE	
		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 3%	2 1%	9 4%	18 7%	9 4%	19 7%	10 4%	4 1%	4 2%	1 *	6 3%	45 4%	35 3%	29 6%	51 3%
Slightly hindered (2)	105 4%	9 5%	9 3%	11 4%	13 5%	19 7%	5 2%	12 5%	8 3%	4 2%	15 6%	61 5%	44 4%	19 4%	86 5%
No impact (3)	523 22%	58 31%	51 21%	55 20%	40 17%	72 26%	53 23%	51 20%	51 23%	33 18%	60 26%	279 23%	244 22%	120 23%	403 22%
Slightly improved (4)	648 28%	65 34%	73 29%	60 22%	76 32%	75 27%	57 25%	70 27%	63 28%	56 32%	53 23%	340 28%	308 28%	129 25%	519 28%
Greatly improved (5)	459 20%	26 14%	55 22%	62 23%	74 31%	47 17%	54 24%	43 17%	32 14%	33 19%	32 14%	237 19%	222 20%	121 24%	338 18%
Don't know	208 9%	15 8%	17 7%	27 10%	13 5%	15 5%	17 8%	25 10%	29 13%	23 13%	27 12%	105 9%	103 9%	42 8%	166 9%
Not applicable	323 14%	13 7%	34 14%	42 15%	16 7%	30 11%	32 14%	54 21%	37 17%	26 15%	40 17%	164 13%	160 14%	50 10%	273 15%
NETS															
Net: Hindered	185 8%	11 6%	18 7%	29 11%	21 9%	38 14%	14 6%	16 6%	11 5%	5 3%	21 9%	106 9%	79 7%	48 9%	137 7%
Net: Improved	1107 47%	92 48%	128 52%	122 44%	149 62%	122 44%	111 49%	113 44%	95 43%	89 51%	86 37%	577 47%	529 47%	250 49%	857 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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				
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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

	Total	COUNTRY										GENDER		AGE	
		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	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

	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%	-	-	-
Strongly disagree (1)	474 20%	142 20%	97 19%	185 22%	43 17%	474 20%	-	-	-
Fairly disagree (2)	424 18%	116 16%	88 18%	160 19%	51 20%	424 18%	-	-	-
Fairly agree (3)	624 27%	188 26%	140 28%	215 26%	73 29%	624 27%	-	-	-
Strongly agree (4)	269 11%	72 10%	62 13%	90 11%	39 15%	269 11%	-	-	-
Don't know	556 24%	205 28%	109 22%	181 22%	49 19%	556 24%	-	-	-
NETS									
Net: Disagree	898 38%	258 36%	184 37%	344 41%	94 37%	898 38%	-	-	-
Net: Agree	892 38%	260 36%	202 41%	305 37%	112 44%	892 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

	Total	COUNTRY										GENDER		AGE	
		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

	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%	-	-	-
Strongly disagree (1)	460 20%	124 17%	102 21%	188 23%	37 15%	460 20%	-	-	-
Fairly disagree (2)	446 19%	140 19%	91 18%	156 19%	51 20%	446 19%	-	-	-
Fairly agree (3)	601 26%	177 24%	126 25%	208 25%	81 32%	601 26%	-	-	-
Strongly agree (4)	250 11%	71 10%	58 12%	81 10%	36 14%	250 11%	-	-	-
Don't know	591 25%	211 29%	118 24%	197 24%	50 20%	591 25%	-	-	-
NETS									
Net: Disagree	905 39%	264 37%	193 39%	344 41%	88 35%	905 39%	-	-	-
Net: Agree	851 36%	248 34%	184 37%	289 35%	117 46%	851 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

	Total	COUNTRY										GENDER		AGE	
		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 16%	17 9%	38 16%	37 13%	20 8%	36 13%	41 18%	48 19%	56 25%	53 30%	36 16%	182 15%	200 18%	71 14%	311 17%
Fairly disagree (2)	358 15%	33 17%	37 15%	42 15%	40 17%	42 15%	23 10%	46 18%	35 16%	24 14%	38 16%	208 17%	150 13%	70 14%	289 16%
Fairly agree (3)	772 33%	80 42%	88 36%	80 29%	95 40%	90 32%	83 36%	86 33%	52 23%	32 18%	86 37%	417 34%	355 32%	172 34%	600 33%
Strongly agree (4)	360 15%	26 14%	42 17%	54 20%	51 21%	66 24%	26 12%	26 10%	19 8%	17 10%	33 14%	208 17%	151 14%	107 21%	253 14%
Don't know	475 20%	34 18%	42 17%	63 23%	33 14%	44 16%	55 24%	52 20%	62 28%	50 28%	41 17%	217 18%	258 23%	91 18%	384 21%
NETS															
Net: Disagree	740 32%	50 26%	76 31%	79 29%	59 25%	78 28%	63 28%	94 36%	91 41%	77 44%	74 32%	390 32%	350 31%	140 28%	600 33%
Net: Agree	1132 48%	106 56%	130 53%	133 48%	146 61%	156 56%	109 48%	112 44%	70 32%	49 28%	119 51%	625 51%	507 45%	279 55%	853 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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 14%	15 8%	27 11%	28 10%	20 8%	38 14%	39 17%	37 14%	45 20%	48 27%	30 13%	161 13%	166 15%	63 12%	263 14%
Fairly disagree (2)	292 12%	24 13%	45 18%	33 12%	24 10%	35 13%	18 8%	32 13%	31 14%	15 9%	35 15%	153 12%	140 13%	60 12%	233 13%
Fairly agree (3)	884 38%	92 49%	88 36%	97 35%	108 45%	99 36%	89 39%	102 39%	67 30%	54 30%	89 38%	478 39%	406 36%	209 41%	675 37%
Strongly agree (4)	437 19%	29 15%	51 21%	63 23%	58 24%	63 23%	30 13%	50 19%	23 10%	23 13%	46 20%	252 20%	185 17%	108 21%	329 18%
Don't know	407 17%	28 15%	37 15%	55 20%	29 12%	43 15%	51 23%	36 14%	56 25%	37 21%	34 15%	189 15%	218 20%	71 14%	336 18%
NETS															
Net: Disagree	619 26%	39 21%	72 29%	60 22%	44 19%	72 26%	57 25%	70 27%	76 34%	63 36%	64 27%	313 25%	305 27%	123 24%	496 27%
Net: Agree	1321 56%	122 64%	139 56%	160 58%	166 69%	162 58%	119 52%	152 59%	91 41%	76 43%	135 58%	730 59%	592 53%	317 62%	1005 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	
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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

	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%	-	-	-
Strongly disagree (1)	463 20%	125 17%	95 19%	195 23%	41 16%	463 20%	-	-	-
Fairly disagree (2)	404 17%	131 18%	61 12%	157 19%	45 18%	404 17%	-	-	-
Fairly agree (3)	673 29%	204 28%	143 29%	233 28%	83 33%	673 29%	-	-	-
Strongly agree (4)	326 14%	88 12%	92 19%	92 11%	49 19%	326 14%	-	-	-
Don't know	480 20%	176 24%	104 21%	153 18%	37 14%	480 20%	-	-	-
NETS									
Net: Disagree	867 37%	256 35%	156 31%	352 42%	86 34%	867 37%	-	-	-
Net: Agree	1000 43%	292 40%	235 48%	326 39%	132 52%	1000 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

	Total	COUNTRY										GENDER		AGE	
		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 15%	20 10%	33 13%	31 11%	19 8%	38 14%	40 17%	49 19%	51 23%	50 29%	31 13%	175 14%	188 17%	70 14%	293 16%
Fairly disagree (2)	399 17%	32 17%	48 19%	38 14%	42 17%	41 15%	32 14%	53 21%	42 19%	21 12%	51 22%	221 18%	178 16%	83 16%	316 17%
Fairly agree (3)	783 33%	84 45%	74 30%	86 31%	97 41%	96 35%	80 35%	77 30%	50 22%	53 30%	84 36%	420 34%	363 33%	175 34%	607 33%
Strongly agree (4)	346 15%	22 12%	46 19%	60 22%	52 22%	54 19%	22 10%	27 11%	19 9%	12 7%	30 13%	204 17%	142 13%	94 18%	252 14%
Don't know	456 19%	31 16%	46 18%	60 22%	28 12%	48 17%	54 24%	51 20%	61 27%	40 23%	37 16%	212 17%	244 22%	88 17%	368 20%
NETS															
Net: Disagree	762 32%	52 27%	81 33%	69 25%	61 26%	80 29%	72 32%	102 40%	92 41%	71 40%	82 35%	396 32%	366 33%	153 30%	609 33%
Net: Agree	1129 48%	106 56%	121 49%	147 53%	150 63%	150 54%	102 45%	105 41%	69 31%	65 37%	114 49%	624 51%	505 45%	270 53%	859 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	
		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)	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 100%	65 4%	225 13%	306 17%	423 24%	209 12%	188 11%	145 8%	220 12%	595 33%
Talking to classmates about non course-related issues	1783 100%	95 5%	268 15%	322 18%	378 21%	192 11%	154 9%	139 8%	233 13%	685 38%
Talking to friends and family	1783 100%	140 8%	414 23%	370 21%	337 19%	159 9%	130 7%	101 6%	131 7%	923 52%
Sharing photographs and video	1783 100%	49 3%	136 8%	177 10%	289 16%	190 11%	333 19%	366 21%	240 13%	362 20%
Sharing original opinions or writing	1783 100%	52 3%	120 7%	184 10%	244 14%	177 10%	240 13%	331 19%	434 24%	356 20%
Reading news and opinions relevant to your studies	1783 100%	61 3%	188 11%	332 19%	355 20%	200 11%	217 12%	164 9%	263 15%	581 33%
Reading news and opinions not relevant to your studies	1783 100%	77 4%	386 22%	437 24%	333 19%	148 8%	135 8%	80 4%	184 10%	900 50%
Organising or finding events offline	1783 100%	51 3%	98 5%	160 9%	285 16%	210 12%	313 18%	310 17%	353 20%	309 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 4%	10 6%	1 *	7 6%	12 7%	8 6%	10 6%	3 2%	1 *	4 2%	9 5%	38 4%	27 3%	48 4%	16 3%
Several times per day	225 13%	26 15%	20 10%	23 19%	29 18%	20 16%	15 9%	26 15%	25 8%	13 7%	27 15%	103 12%	122 13%	163 14%	62 10%
Daily	306 17%	34 19%	16 8%	14 11%	36 23%	20 15%	53 33%	30 18%	57 18%	26 15%	19 10%	144 17%	162 17%	228 19%	78 13%
A few times per week	423 24%	38 22%	40 20%	25 21%	39 24%	27 21%	37 23%	42 25%	75 24%	58 33%	41 23%	196 23%	226 24%	280 24%	143 23%
Weekly	209 12%	15 8%	31 15%	8 7%	14 9%	12 9%	8 5%	30 18%	49 16%	21 12%	22 12%	93 11%	116 12%	135 12%	74 12%
A few times per month	188 11%	20 11%	24 12%	14 12%	10 7%	14 11%	16 10%	19 11%	31 10%	24 14%	17 9%	86 10%	102 11%	115 10%	74 12%
Monthly or less often	145 8%	8 5%	21 11%	12 10%	9 6%	9 7%	8 5%	12 7%	34 11%	12 7%	19 11%	68 8%	77 8%	74 6%	71 12%
Never	220 12%	24 14%	44 22%	17 14%	11 7%	20 15%	14 9%	8 5%	36 12%	18 10%	28 15%	114 13%	106 11%	129 11%	91 15%
NETS															
Net: Frequently	595 33%	71 40%	37 19%	44 36%	77 48%	49 37%	78 49%	59 35%	83 27%	43 24%	55 30%	285 34%	310 33%	439 37%	156 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 5%	9 5%	5 3%	10 9%	15 9%	14 11%	12 7%	9 5%	4 1%	5 3%	11 6%	47 6%	48 5%	77 7%	17 3%
Several times per day	268 15%	29 16%	23 12%	23 19%	28 17%	21 16%	22 14%	22 13%	41 13%	24 14%	35 19%	126 15%	142 15%	196 17%	72 12%
Daily	322 18%	39 22%	20 10%	13 11%	33 20%	25 19%	41 25%	20 12%	70 23%	38 22%	23 13%	154 18%	167 18%	226 19%	96 16%
A few times per week	378 21%	30 17%	51 25%	29 24%	35 22%	26 20%	33 21%	38 23%	67 22%	41 23%	29 16%	178 21%	200 21%	240 20%	139 23%
Weekly	192 11%	24 14%	20 10%	10 9%	16 10%	8 6%	12 7%	25 14%	31 10%	20 11%	26 14%	86 10%	106 11%	117 10%	74 12%
A few times per month	154 9%	6 3%	16 8%	10 8%	9 6%	9 7%	20 12%	26 15%	31 10%	17 10%	11 6%	68 8%	87 9%	105 9%	49 8%
Monthly or less often	139 8%	10 6%	24 12%	9 7%	8 5%	6 5%	9 5%	18 10%	26 9%	11 7%	18 10%	67 8%	72 8%	74 6%	65 11%
Never	233 13%	29 17%	39 20%	16 13%	17 10%	22 16%	13 8%	12 7%	37 12%	19 11%	29 16%	115 14%	118 13%	137 12%	96 16%
NETS															
Net: Frequently	685 38%	76 43%	48 24%	46 38%	76 47%	60 46%	74 46%	51 30%	116 38%	67 38%	69 38%	328 39%	357 38%	499 43%	186 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

	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	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%	8 5%	9 4%	14 11%	21 13%	14 11%	17 10%	13 8%	15 5%	13 8%	15 9%	62 7%	77 8%	115 10%	24 4%
Several times per day	414 23%	39 22%	53 27%	25 21%	37 23%	28 21%	45 28%	53 31%	61 20%	34 19%	40 22%	181 22%	233 25%	280 24%	134 22%
Daily	370 21%	37 21%	26 13%	13 11%	42 26%	40 30%	39 24%	23 14%	78 25%	35 20%	37 20%	183 22%	186 20%	253 22%	116 19%
A few times per week	337 19%	38 21%	40 20%	17 14%	29 18%	18 14%	32 20%	33 20%	61 20%	33 19%	34 19%	157 19%	179 19%	212 18%	125 20%
Weekly	159 9%	12 7%	20 10%	18 15%	7 4%	9 7%	7 5%	18 11%	27 9%	22 13%	19 10%	71 8%	88 9%	92 8%	67 11%
A few times per month	130 7%	8 4%	17 9%	8 7%	7 5%	8 6%	12 7%	12 7%	26 8%	16 9%	15 9%	60 7%	70 7%	80 7%	50 8%
Monthly or less often	101 6%	12 7%	14 7%	10 9%	9 6%	5 4%	3 2%	10 6%	14 5%	12 7%	10 6%	46 5%	55 6%	60 5%	41 7%
Never	131 7%	21 12%	20 10%	15 12%	9 6%	10 7%	5 3%	6 4%	25 8%	10 5%	11 6%	80 10%	51 5%	79 7%	52 9%
NETS															
Net: Frequently	923 52%	85 48%	88 44%	52 43%	100 62%	81 62%	101 63%	89 53%	154 50%	82 47%	92 51%	427 51%	496 53%	649 55%	274 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

	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	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 3%	2 1%	2 1%	8 7%	10 6%	7 5%	6 4%	4 2%	2 1%	2 1%	5 3%	31 4%	18 2%	38 3%	11 2%
Several times per day	136 8%	20 12%	14 7%	15 12%	28 18%	10 7%	13 8%	12 7%	6 2%	5 3%	12 7%	67 8%	68 7%	94 8%	41 7%
Daily	177 10%	22 13%	15 7%	10 8%	30 18%	15 12%	25 15%	11 6%	21 7%	15 9%	14 8%	87 10%	90 10%	132 11%	46 7%
A few times per week	289 16%	47 27%	22 11%	18 15%	26 16%	33 25%	27 16%	27 16%	39 13%	24 14%	26 14%	132 16%	157 17%	189 16%	100 16%
Weekly	190 11%	29 16%	16 8%	13 11%	20 12%	9 7%	11 7%	25 15%	27 9%	16 9%	25 14%	90 11%	101 11%	131 11%	60 10%
A few times per month	333 19%	19 11%	37 19%	23 19%	23 14%	26 20%	46 29%	22 13%	58 19%	46 26%	35 19%	150 18%	184 20%	223 19%	111 18%
Monthly or less often	366 21%	13 8%	56 28%	12 10%	12 7%	13 10%	22 14%	56 33%	103 33%	40 23%	39 21%	145 17%	220 23%	219 19%	147 24%
Never	240 13%	24 14%	37 18%	21 18%	13 8%	18 14%	11 7%	13 8%	52 17%	25 15%	25 14%	140 17%	100 11%	146 12%	94 15%
NETS															
Net: Frequently	362 20%	44 25%	30 15%	33 27%	68 42%	32 24%	44 28%	27 16%	29 10%	23 13%	31 17%	185 22%	177 19%	264 23%	98 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

	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	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 3%	4 2%	4 2%	9 7%	11 7%	10 8%	4 2%	2 1%	4 1%	- -	4 2%	32 4%	20 2%	38 3%	14 2%
Several times per day	120 7%	18 10%	2 1%	18 14%	25 16%	11 8%	12 7%	13 8%	6 2%	3 2%	13 7%	64 8%	55 6%	86 7%	33 5%
Daily	184 10%	31 18%	25 12%	12 10%	22 14%	19 14%	24 15%	12 7%	20 7%	9 5%	10 6%	100 12%	85 9%	132 11%	52 9%
A few times per week	244 14%	32 18%	26 13%	20 16%	32 20%	16 12%	30 19%	20 12%	22 7%	20 12%	25 14%	124 15%	120 13%	163 14%	80 13%
Weekly	177 10%	28 16%	20 10%	10 8%	20 12%	13 10%	13 8%	19 11%	28 9%	9 5%	16 9%	82 10%	95 10%	119 10%	58 9%
A few times per month	240 13%	16 9%	20 10%	13 11%	26 16%	16 12%	27 17%	24 14%	41 13%	36 20%	21 12%	107 13%	133 14%	148 13%	91 15%
Monthly or less often	331 19%	13 7%	41 20%	9 8%	8 5%	12 9%	33 21%	49 29%	91 30%	42 24%	33 18%	139 16%	192 20%	207 18%	124 20%
Never	434 24%	35 20%	60 30%	30 25%	16 10%	34 26%	19 12%	30 18%	94 31%	56 32%	60 33%	194 23%	240 26%	277 24%	156 26%
NETS															
Net: Frequently	356 20%	53 30%	30 15%	38 32%	58 36%	40 30%	39 24%	27 16%	31 10%	12 7%	27 15%	196 23%	159 17%	257 22%	99 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

	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	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%	3 1%	4 2%	12 10%	13 8%	4 3%	13 8%	4 2%	1 *	- -	7 4%	35 4%	26 3%	46 4%	14 2%
Several times per day	188 11%	30 17%	12 6%	13 11%	26 16%	15 11%	20 13%	25 15%	21 7%	8 4%	18 10%	91 11%	98 10%	117 10%	72 12%
Daily	332 19%	46 26%	26 13%	21 18%	33 20%	29 22%	43 27%	27 16%	44 14%	28 16%	34 19%	157 19%	175 19%	236 20%	95 16%
A few times per week	355 20%	38 22%	36 18%	20 17%	32 20%	20 15%	40 25%	34 20%	69 22%	37 21%	30 16%	156 19%	199 21%	230 20%	125 21%
Weekly	200 11%	19 11%	28 14%	12 10%	18 11%	13 10%	11 7%	23 14%	40 13%	17 10%	20 11%	96 11%	104 11%	135 12%	65 11%
A few times per month	217 12%	15 8%	17 8%	11 9%	19 12%	16 12%	17 10%	22 13%	46 15%	33 19%	22 12%	106 13%	112 12%	135 11%	83 14%
Monthly or less often	164 9%	6 3%	25 12%	6 5%	8 5%	10 8%	3 2%	21 12%	42 14%	22 12%	22 12%	73 9%	91 10%	106 9%	58 10%
Never	263 15%	20 11%	51 25%	25 21%	12 7%	24 19%	14 8%	14 8%	45 15%	30 17%	29 16%	128 15%	136 14%	167 14%	96 16%
NETS															
Net: Frequently	581 33%	79 45%	42 21%	46 38%	71 44%	48 37%	77 48%	56 33%	66 22%	36 20%	60 33%	282 34%	298 32%	399 34%	182 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

	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	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 4%	7 4%	3 1%	14 11%	12 7%	8 6%	6 4%	7 4%	6 2%	7 4%	9 5%	35 4%	42 4%	56 5%	21 3%
Several times per day	386 22%	50 28%	47 24%	21 17%	39 24%	26 20%	35 22%	53 31%	51 17%	29 16%	35 19%	184 22%	202 21%	255 22%	132 22%
Daily	437 24%	34 19%	35 17%	17 14%	43 27%	34 26%	51 31%	29 17%	105 34%	51 29%	40 22%	198 24%	239 25%	285 24%	152 25%
A few times per week	333 19%	38 21%	43 21%	23 19%	26 16%	21 16%	33 20%	33 20%	58 19%	25 15%	32 18%	151 18%	182 19%	216 18%	117 19%
Weekly	148 8%	21 12%	9 4%	13 10%	13 8%	13 10%	6 4%	17 10%	22 7%	18 10%	18 10%	70 8%	78 8%	100 9%	48 8%
A few times per month	135 8%	12 7%	17 9%	9 8%	9 6%	5 4%	18 11%	9 5%	22 7%	16 9%	17 9%	56 7%	79 8%	88 8%	47 8%
Monthly or less often	80 4%	5 3%	14 7%	2 2%	6 4%	5 4%	5 3%	7 4%	11 3%	14 8%	11 6%	37 4%	42 5%	52 4%	27 4%
Never	184 10%	10 6%	30 15%	22 18%	13 8%	18 14%	8 5%	14 8%	33 11%	15 8%	21 12%	109 13%	75 8%	119 10%	65 11%
NETS															
Net: Frequently	900 50%	91 51%	85 42%	51 43%	94 58%	67 52%	92 57%	89 53%	162 53%	87 50%	83 46%	418 50%	483 51%	596 51%	305 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

	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	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 3%	6 3%	5 2%	13 11%	9 5%	6 5%	5 3%	- -	2 1%	1 1%	5 2%	32 4%	19 2%	41 3%	10 2%
Several times per day	98 5%	13 7%	5 2%	10 8%	9 6%	13 10%	16 10%	9 5%	8 3%	3 2%	12 7%	53 6%	44 5%	62 5%	36 6%
Daily	160 9%	26 15%	12 6%	9 8%	19 12%	12 9%	19 12%	10 6%	29 9%	10 5%	14 8%	73 9%	87 9%	110 9%	50 8%
A few times per week	285 16%	36 20%	20 10%	18 15%	29 18%	25 19%	46 29%	18 11%	41 13%	26 15%	25 14%	144 17%	141 15%	193 16%	92 15%
Weekly	210 12%	26 15%	26 13%	6 5%	18 11%	12 9%	8 5%	26 15%	42 14%	22 13%	24 13%	100 12%	110 12%	146 12%	64 10%
A few times per month	313 18%	25 14%	34 17%	16 13%	33 20%	21 16%	31 19%	27 16%	63 20%	47 27%	18 10%	130 15%	183 19%	216 18%	97 16%
Monthly or less often	310 17%	18 10%	44 22%	7 6%	24 15%	16 12%	21 13%	54 32%	62 20%	34 19%	30 17%	138 16%	172 18%	183 16%	127 21%
Never	353 20%	26 15%	53 27%	40 33%	20 12%	26 20%	15 10%	27 16%	60 20%	32 18%	53 29%	170 20%	183 19%	220 19%	132 22%
NETS															
Net: Frequently	309 17%	45 26%	21 11%	32 27%	38 23%	31 24%	40 25%	18 11%	39 13%	14 8%	31 17%	159 19%	150 16%	213 18%	96 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

	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	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

	EDUCATION					WORK STATUS			
	Total	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

	EDUCATION					WORK STATUS			
	Total	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

	EDUCATION					WORK STATUS			
	Total	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 76%	99 65%	109 68%	68 69%	106 72%	86 77%	129 86%	135 86%	210 82%	108 72%	121 77%	506 72%	665 79%	766 75%	405 79%
Instagram	516 33%	30 19%	37 23%	24 24%	55 37%	50 44%	12 8%	51 33%	106 41%	92 62%	58 37%	184 26%	331 39%	374 37%	141 27%
YouTube	339 22%	25 17%	21 13%	29 29%	50 34%	26 23%	49 32%	28 18%	46 18%	28 19%	37 23%	208 30%	131 16%	229 22%	110 21%
Twitter	202 13%	18 12%	8 5%	20 21%	49 33%	27 24%	5 4%	23 15%	13 5%	21 14%	18 12%	108 15%	94 11%	146 14%	56 11%
Tumblr, WordPress or other blog	115 7%	12 8%	14 9%	12 12%	18 12%	10 9%	9 6%	8 5%	17 7%	5 3%	11 7%	45 6%	70 8%	86 8%	29 6%
Pinterest	90 6%	12 8%	3 2%	6 6%	10 7%	9 8%	5 3%	9 6%	9 3%	9 6%	18 11%	32 5%	57 7%	55 5%	35 7%
Google+	79 5%	3 2%	2 1%	11 11%	10 6%	9 8%	20 13%	7 4%	3 1%	4 3%	11 7%	49 7%	30 4%	64 6%	15 3%
LinkedIn	34 2%	3 2%	1 1%	5 5%	4 3%	5 5%	5 3%	1 *	2 1%	1 1%	6 4%	22 3%	12 1%	22 2%	12 2%
Other	111 7%	5 3%	6 4%	6 6%	9 6%	11 10%	6 4%	17 11%	31 12%	12 8%	7 5%	40 6%	71 8%	74 7%	37 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

	EDUCATION					WORK STATUS			
	Total	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 75%	96 68%	85 62%	57 63%	99 68%	64 67%	117 82%	119 85%	188 88%	101 85%	82 68%	464 72%	544 78%	646 72%	362 80%
Twitter	291 22%	31 22%	15 11%	28 31%	73 50%	29 30%	9 6%	31 23%	23 11%	25 21%	27 22%	154 24%	137 20%	211 24%	80 18%
YouTube	170 13%	17 12%	18 13%	19 21%	24 16%	24 25%	18 12%	16 12%	9 4%	11 9%	14 11%	108 17%	62 9%	133 15%	37 8%
Tumblr, WordPress or other blog	167 12%	16 11%	21 15%	9 10%	23 16%	16 16%	19 13%	13 10%	26 12%	10 8%	14 12%	65 10%	102 15%	109 12%	58 13%
Instagram	142 11%	10 7%	10 7%	12 13%	21 15%	13 13%	8 6%	7 5%	29 13%	19 16%	13 11%	60 9%	82 12%	111 12%	31 7%
Google+	103 8%	8 6%	7 5%	14 16%	16 11%	13 13%	14 10%	8 6%	4 2%	7 6%	11 9%	66 10%	37 5%	78 9%	25 6%
Pinterest	49 4%	2 1%	7 5%	7 7%	9 6%	6 7%	2 1%	4 3%	3 1%	2 1%	9 7%	26 4%	23 3%	34 4%	16 3%
LinkedIn	34 3%	1 1%	5 4%	3 3%	5 4%	5 5%	3 2%	2 2%	3 1%	1 1%	6 5%	26 4%	8 1%	19 2%	15 3%
Other	69 5%	3 2%	7 5%	7 8%	11 7%	5 5%	4 3%	12 9%	10 5%	6 5%	3 2%	27 4%	42 6%	47 5%	22 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

	EDUCATION					WORK STATUS			
	Total	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

	EDUCATION					WORK STATUS			
	Total	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 77%	115 69%	114 68%	65 66%	98 66%	84 75%	133 87%	134 86%	244 89%	129 80%	115 71%	520 71%	710 82%	798 76%	432 79%
YouTube	332 21%	29 17%	41 25%	24 25%	31 21%	34 30%	26 17%	39 25%	42 15%	33 20%	33 21%	181 25%	151 17%	230 22%	102 19%
Twitter	311 19%	29 17%	17 10%	26 26%	66 44%	36 32%	13 8%	37 24%	33 12%	22 14%	32 20%	172 23%	139 16%	216 21%	94 17%
Tumblr, WordPress or other blog	202 13%	18 11%	19 11%	17 17%	17 12%	12 10%	19 12%	33 21%	34 12%	16 10%	17 11%	82 11%	120 14%	139 13%	63 12%
Instagram	148 9%	11 7%	12 7%	8 8%	18 12%	8 7%	6 4%	12 7%	36 13%	28 18%	9 6%	54 7%	95 11%	110 10%	38 7%
Google+	145 9%	14 8%	13 8%	12 13%	18 12%	18 16%	24 16%	12 7%	12 5%	9 6%	13 8%	75 10%	70 8%	110 10%	36 7%
Pinterest	82 5%	5 3%	7 4%	6 6%	8 5%	9 8%	3 2%	12 8%	12 4%	9 6%	13 8%	30 4%	52 6%	56 5%	26 5%
LinkedIn	64 4%	7 4%	1 1%	2 2%	7 5%	9 8%	10 6%	2 1%	9 3%	9 5%	8 5%	36 5%	28 3%	31 3%	33 6%
Other	73 5%	4 2%	9 6%	6 6%	8 5%	7 7%	1 1%	20 13%	10 4%	6 3%	2 1%	34 5%	40 5%	56 5%	17 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

	EDUCATION					WORK STATUS			
	Total	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 81%	109 73%	100 69%	49 61%	101 71%	81 78%	126 86%	124 87%	230 93%	130 91%	99 77%	499 74%	652 86%	755 79%	396 83%
YouTube	187 13%	23 16%	21 14%	30 37%	20 14%	20 19%	21 15%	9 6%	13 5%	10 7%	20 16%	118 18%	69 9%	142 15%	45 9%
Twitter	167 12%	13 9%	11 8%	15 18%	51 36%	24 23%	7 5%	17 12%	7 3%	9 6%	13 10%	100 15%	68 9%	118 12%	50 10%
Google+	97 7%	11 7%	6 4%	12 15%	6 4%	15 15%	14 10%	14 10%	4 2%	3 2%	12 9%	51 8%	45 6%	73 8%	23 5%
Instagram	94 7%	9 6%	5 4%	7 9%	16 11%	9 9%	4 3%	8 6%	11 4%	14 10%	12 10%	50 7%	45 6%	70 7%	24 5%
Tumblr, WordPress or other blog	63 4%	7 5%	8 6%	10 12%	7 5%	8 8%	10 7%	6 4%	3 1%	2 2%	2 1%	37 5%	26 3%	40 4%	23 5%
LinkedIn	42 3%	3 2%	3 2%	5 6%	8 6%	8 8%	3 2%	3 2%	3 1%	1 *	5 4%	27 4%	15 2%	17 2%	25 5%
Pinterest	33 2%	6 4%	1 *	1 1%	2 2%	2 2%	6 4%	3 2%	2 1%	2 2%	7 6%	14 2%	18 2%	22 2%	10 2%
Other	48 3%	2 1%	1 1%	3 4%	8 5%	8 7%	1 1%	11 8%	4 2%	5 4%	6 4%	25 4%	24 3%	35 4%	13 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

	EDUCATION					WORK STATUS			
	Total	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

	Total	COUNTRY										GENDER		AGE	
		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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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				
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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 16%	11 6%	42 21%	20 17%	18 11%	22 17%	16 10%	16 9%	68 22%	58 33%	20 11%	123 15%	168 18%	164 14%	128 21%
Fairly disagree (2)	274 15%	35 20%	32 16%	19 16%	25 15%	25 19%	22 14%	15 9%	53 17%	18 10%	29 16%	145 17%	129 14%	177 15%	97 16%
Fairly agree (3)	635 36%	80 45%	69 34%	42 35%	60 37%	42 32%	60 37%	74 43%	90 29%	52 30%	67 37%	284 34%	351 37%	432 37%	203 33%
Strongly agree (4)	302 17%	27 15%	29 14%	18 15%	39 24%	18 14%	36 22%	46 27%	36 12%	14 8%	39 21%	151 18%	151 16%	204 17%	98 16%
Don't know	282 16%	23 13%	28 14%	21 17%	19 12%	23 18%	28 17%	18 11%	61 20%	33 19%	27 15%	139 17%	142 15%	197 17%	85 14%
NETS															
Net: Disagree	565 32%	46 26%	74 37%	39 33%	42 26%	48 36%	38 24%	31 18%	121 39%	76 44%	49 27%	267 32%	297 32%	340 29%	224 37%
Net: Agree	936 53%	107 61%	97 49%	61 50%	99 62%	60 46%	96 59%	120 71%	126 41%	66 38%	106 58%	435 52%	501 53%	636 54%	301 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				
		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

	Total	COUNTRY										GENDER		AGE	
		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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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				
		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

	Total	COUNTRY										GENDER		AGE	
		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 22%	20 11%	67 34%	24 19%	17 10%	21 16%	26 16%	33 20%	95 31%	58 33%	30 16%	153 18%	237 25%	221 19%	169 28%
Fairly disagree (2)	393 22%	51 29%	49 24%	22 18%	40 25%	28 22%	45 28%	28 17%	62 20%	19 11%	48 27%	188 22%	204 22%	271 23%	121 20%
Fairly agree (3)	489 27%	65 37%	38 19%	31 25%	55 34%	34 26%	38 23%	64 38%	65 21%	44 25%	55 31%	251 30%	238 25%	321 27%	167 27%
Strongly agree (4)	198 11%	18 10%	14 7%	24 20%	29 18%	23 17%	17 11%	21 12%	19 6%	11 6%	22 12%	106 13%	92 10%	139 12%	59 10%
Don't know	314 18%	22 12%	31 16%	20 17%	20 13%	25 19%	36 22%	23 14%	67 22%	43 25%	26 14%	144 17%	170 18%	221 19%	93 15%
NETS															
Net: Disagree	782 44%	71 40%	116 58%	46 38%	57 35%	49 38%	71 44%	61 36%	157 51%	77 44%	78 43%	341 41%	441 47%	492 42%	290 48%
Net: Agree	687 39%	84 47%	52 26%	55 45%	84 52%	56 43%	55 34%	85 50%	84 27%	55 31%	77 42%	357 42%	330 35%	460 39%	226 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				
		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

	Total	COUNTRY										GENDER		AGE	
		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				
		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

	Total	COUNTRY										GENDER		AGE	
		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 6%	7 4%	17 8%	13 10%	5 3%	8 6%	9 5%	8 5%	17 6%	14 8%	6 3%	51 6%	52 6%	51 4%	52 9%
Fairly disagree (2)	157 9%	25 14%	28 14%	16 13%	13 8%	9 7%	8 5%	10 6%	23 8%	10 6%	14 8%	90 11%	67 7%	97 8%	60 10%
Fairly agree (3)	578 32%	75 43%	68 34%	40 33%	71 44%	42 32%	28 17%	52 31%	90 29%	51 29%	60 33%	295 35%	283 30%	376 32%	203 33%
Strongly agree (4)	745 42%	50 28%	55 27%	40 33%	58 36%	53 41%	99 61%	93 55%	137 45%	76 44%	85 47%	316 38%	430 46%	504 43%	242 40%
Don't know	199 11%	19 11%	32 16%	12 10%	14 8%	18 14%	18 11%	7 4%	40 13%	22 13%	17 9%	89 11%	109 12%	145 12%	54 9%
NETS															
Net: Disagree	260 15%	32 18%	45 22%	29 24%	18 11%	17 13%	17 10%	18 11%	40 13%	25 14%	20 11%	142 17%	119 13%	149 13%	112 18%
Net: Agree	1324 74%	125 71%	123 62%	80 66%	129 80%	96 73%	126 78%	145 86%	228 74%	128 73%	145 80%	611 73%	713 76%	879 75%	444 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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 5%	6 3%	13 6%	7 5%	10 6%	5 4%	7 5%	8 5%	9 3%	13 7%	8 4%	46 5%	40 4%	42 4%	43 7%
Fairly disagree (2)	117 7%	17 10%	11 6%	21 17%	14 9%	7 6%	9 5%	2 1%	11 4%	10 6%	14 8%	67 8%	50 5%	80 7%	37 6%
Fairly agree (3)	560 31%	79 45%	84 42%	40 33%	57 36%	42 32%	34 21%	49 29%	78 25%	45 26%	52 29%	303 36%	257 27%	363 31%	197 32%
Strongly agree (4)	844 47%	56 32%	63 32%	39 32%	71 44%	60 46%	94 58%	102 60%	174 57%	88 50%	96 53%	349 41%	494 53%	560 48%	283 46%
Don't know	177 10%	19 11%	28 14%	15 12%	9 6%	16 12%	17 11%	8 5%	35 11%	19 11%	11 6%	77 9%	101 11%	128 11%	50 8%
NETS															
Net: Disagree	202 11%	23 13%	24 12%	27 23%	24 15%	12 9%	16 10%	10 6%	21 7%	23 13%	22 12%	112 13%	90 10%	122 10%	80 13%
Net: Agree	1404 79%	135 76%	147 74%	79 65%	128 80%	103 79%	128 79%	152 89%	252 82%	133 76%	148 82%	653 78%	751 80%	923 79%	480 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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 14%	16 9%	46 23%	16 13%	11 7%	16 12%	22 13%	24 14%	44 14%	37 21%	16 9%	128 15%	117 12%	129 11%	117 19%
Fairly disagree (2)	319 18%	48 27%	35 18%	28 23%	16 10%	21 16%	22 14%	21 13%	49 16%	26 15%	52 29%	165 20%	154 16%	220 19%	99 16%
Fairly agree (3)	549 31%	64 36%	48 24%	37 31%	75 47%	37 28%	42 26%	62 37%	79 26%	46 26%	58 32%	272 32%	277 29%	361 31%	188 31%
Strongly agree (4)	298 17%	15 9%	25 13%	22 18%	45 28%	33 25%	39 24%	27 16%	40 13%	21 12%	30 17%	130 15%	168 18%	203 17%	95 16%
Don't know	371 21%	33 19%	46 23%	18 15%	13 8%	25 19%	36 22%	36 21%	95 31%	45 26%	26 14%	147 17%	225 24%	260 22%	111 18%
NETS															
Net: Disagree	564 32%	64 36%	81 41%	43 36%	27 17%	36 28%	44 27%	45 27%	93 30%	63 36%	68 37%	293 35%	271 29%	348 30%	216 35%
Net: Agree	847 48%	79 45%	73 36%	60 49%	121 75%	70 53%	81 50%	89 52%	120 39%	67 39%	88 48%	402 48%	445 47%	564 48%	283 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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 6%	3 2%	17 9%	14 12%	9 5%	8 6%	10 6%	9 5%	13 4%	19 11%	8 5%	58 7%	52 5%	57 5%	53 9%
Fairly disagree (2)	149 8%	30 17%	20 10%	13 11%	9 5%	11 8%	18 11%	10 6%	9 3%	11 6%	19 10%	77 9%	72 8%	97 8%	52 9%
Fairly agree (3)	589 33%	91 52%	61 31%	42 35%	67 42%	33 25%	40 25%	58 34%	80 26%	51 29%	65 36%	299 36%	289 31%	377 32%	212 35%
Strongly agree (4)	746 42%	32 18%	71 36%	38 32%	67 42%	62 47%	75 46%	84 50%	169 55%	76 44%	72 40%	320 38%	426 45%	501 43%	246 40%
Don't know	189 11%	19 11%	30 15%	13 11%	9 6%	17 13%	19 11%	9 5%	38 12%	18 10%	18 10%	87 10%	102 11%	142 12%	47 8%
NETS															
Net: Disagree	259 15%	33 19%	37 19%	28 23%	17 11%	19 14%	28 17%	18 11%	21 7%	29 17%	27 15%	135 16%	124 13%	153 13%	105 17%
Net: Agree	1335 75%	123 70%	132 66%	80 66%	134 84%	95 73%	115 71%	142 84%	249 81%	127 73%	137 75%	620 74%	715 76%	878 75%	457 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	
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)	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

	Total	COUNTRY										GENDER		AGE	
		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 12%	6 4%	35 17%	16 13%	19 12%	17 13%	15 9%	21 13%	32 10%	39 22%	11 6%	105 13%	106 11%	111 9%	100 16%
Fairly disagree (2)	244 14%	30 17%	36 18%	17 14%	26 16%	13 10%	25 16%	25 15%	27 9%	17 9%	28 15%	121 14%	123 13%	163 14%	81 13%
Fairly agree (3)	637 36%	89 51%	64 32%	44 37%	60 37%	37 28%	46 28%	52 31%	117 38%	50 29%	78 43%	329 39%	308 33%	418 36%	219 36%
Strongly agree (4)	340 19%	23 13%	23 11%	24 20%	42 26%	37 28%	46 29%	32 19%	49 16%	23 13%	41 22%	152 18%	188 20%	233 20%	107 17%
Don't know	352 20%	29 16%	42 21%	20 16%	14 9%	27 21%	30 18%	39 23%	83 27%	46 26%	24 13%	134 16%	218 23%	248 21%	103 17%
NETS															
Net: Disagree	455 26%	36 20%	70 35%	33 27%	45 28%	30 23%	40 25%	47 28%	59 19%	56 32%	39 21%	227 27%	228 24%	274 23%	181 30%
Net: Agree	977 55%	112 63%	87 44%	68 56%	101 63%	74 57%	92 57%	84 49%	166 54%	74 42%	119 66%	481 57%	495 53%	651 55%	326 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

	Total	COUNTRY										GENDER		AGE	
		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

										NETS
	Total	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	217 100%	16 8%	45 21%	30 14%	36 16%	24 11%	19 9%	- -	48 22%	91 42%
Promoting your business to potential investors	217 100%	10 5%	43 20%	21 10%	31 14%	27 12%	20 9%	- -	65 30%	75 34%
Understanding more about your competition	217 100%	10 5%	56 26%	28 13%	30 14%	25 11%	24 11%	- -	44 20%	94 43%
Collaborating with other businesses	217 100%	6 3%	41 19%	35 16%	23 11%	24 11%	21 10%	- -	68 31%	81 37%
Engaging with existing clients or customers	217 100%	13 6%	40 19%	36 17%	37 17%	23 10%	19 9%	- -	50 23%	89 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 8%	1 2%	1 7%	4 16%	3 10%	- -	5 12%	1 4%	- -	1 11%	1 7%	9 6%	8 9%	8 10%	9 6%
Several times per day	45 21%	3 11%	- -	4 18%	9 37%	6 37%	12 29%	2 7%	2 11%	1 10%	6 29%	29 21%	16 20%	21 27%	24 17%
Daily	30 14%	6 19%	2 23%	3 12%	3 11%	1 7%	6 14%	5 21%	1 6%	- -	3 16%	18 13%	11 14%	11 14%	18 13%
A few times per week	36 16%	8 26%	1 7%	6 25%	5 19%	1 8%	5 12%	2 11%	3 16%	1 9%	5 24%	25 18%	11 13%	14 18%	22 16%
Weekly	24 11%	3 11%	3 24%	1 4%	1 3%	1 4%	4 9%	6 29%	2 11%	2 18%	2 11%	15 11%	9 11%	8 10%	16 12%
A few times per month	19 9%	2 8%	1 7%	2 7%	2 8%	3 18%	4 10%	1 7%	1 6%	2 12%	1 5%	9 7%	9 12%	5 7%	14 10%
Monthly or less often	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	48 22%	7 23%	3 32%	4 18%	3 13%	5 26%	6 14%	5 22%	8 50%	5 40%	2 8%	32 23%	16 20%	12 15%	36 26%
NETS															
Net: Frequently	91 42%	10 33%	3 30%	10 46%	15 58%	8 44%	23 55%	7 32%	3 17%	3 21%	10 52%	56 41%	35 44%	40 51%	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

	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%	-
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 5%	1 2%	- -	3 14%	2 7%	- -	1 2%	- -	- -	1 11%	3 13%	7 5%	3 4%	7 8%	4 3%
Several times per day	43 20%	4 13%	1 7%	3 15%	10 38%	4 21%	12 28%	4 18%	2 11%	1 6%	3 16%	27 20%	15 19%	17 21%	26 19%
Daily	21 10%	3 11%	1 7%	3 13%	3 12%	2 10%	6 15%	1 4%	- -	- -	3 16%	16 12%	5 7%	8 10%	13 10%
A few times per week	31 14%	6 22%	1 14%	5 22%	2 6%	2 11%	7 17%	2 11%	2 12%	- -	3 16%	20 15%	11 13%	14 18%	17 12%
Weekly	27 12%	2 8%	1 9%	3 15%	3 10%	2 12%	3 8%	3 15%	2 11%	2 17%	5 25%	18 13%	9 11%	10 12%	17 12%
A few times per month	20 9%	4 13%	2 16%	1 4%	1 3%	2 10%	3 8%	4 19%	1 6%	2 14%	1 5%	12 9%	8 10%	6 8%	14 10%
Monthly or less often	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	65 30%	9 31%	5 47%	4 18%	6 23%	6 37%	9 22%	7 34%	10 60%	7 52%	2 8%	37 27%	28 36%	17 22%	48 35%
NETS															
Net: Frequently	75 34%	8 26%	1 14%	9 41%	15 58%	5 30%	19 45%	5 22%	2 11%	2 17%	9 46%	51 37%	24 30%	31 40%	43 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

	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%	-
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

	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%	-
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 3%	1 3%	- -	2 7%	2 7%	- -	1 3%	- -	- -	- -	- -	3 2%	3 3%	1 1%	4 3%
Several times per day	41 19%	1 3%	- -	7 31%	10 38%	2 13%	11 27%	- -	1 9%	1 11%	7 35%	27 20%	13 16%	21 26%	20 14%
Daily	35 16%	6 21%	- -	5 23%	1 5%	5 31%	10 24%	5 24%	1 6%	- -	1 5%	25 18%	10 13%	13 16%	23 16%
A few times per week	23 11%	5 19%	3 26%	3 15%	2 6%	- -	2 5%	3 16%	2 12%	1 6%	2 10%	11 8%	12 15%	10 13%	13 9%
Weekly	24 11%	4 13%	2 21%	1 5%	2 7%	2 11%	4 9%	2 9%	1 5%	1 10%	6 28%	17 12%	7 9%	9 12%	15 11%
A few times per month	21 10%	2 8%	1 7%	3 11%	2 7%	1 8%	3 7%	3 12%	3 19%	3 21%	1 5%	13 10%	8 10%	7 8%	14 10%
Monthly or less often	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	68 31%	10 33%	5 46%	2 9%	8 30%	6 37%	10 25%	9 40%	8 49%	7 52%	3 17%	41 29%	27 34%	18 23%	50 36%
NETS															
Net: Frequently	81 37%	8 27%	- -	14 61%	13 50%	8 44%	23 54%	5 24%	3 15%	1 11%	8 40%	56 40%	26 32%	35 44%	47 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

	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%	-
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 6%	1 5%	- -	5 21%	4 14%	- -	2 5%	1 4%	- -	- -	- -	9 6%	4 5%	7 9%	6 4%
Several times per day	40 19%	1 5%	- -	3 12%	9 35%	5 29%	10 24%	2 10%	- -	4 30%	6 31%	27 20%	13 17%	15 20%	25 18%
Daily	36 17%	5 17%	1 14%	5 22%	3 12%	2 10%	14 34%	- -	2 11%	- -	4 20%	22 16%	14 18%	16 21%	20 14%
A few times per week	37 17%	8 29%	- -	4 20%	2 10%	4 23%	5 11%	7 30%	4 23%	- -	3 13%	27 20%	10 12%	18 23%	19 14%
Weekly	23 10%	3 11%	2 22%	1 3%	2 8%	1 8%	3 8%	5 21%	1 4%	1 6%	4 20%	11 8%	12 15%	7 9%	16 12%
A few times per month	19 9%	2 5%	2 23%	1 4%	1 5%	1 4%	1 2%	3 12%	3 17%	4 32%	1 7%	9 6%	10 13%	5 7%	13 10%
Monthly or less often	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	50 23%	8 28%	4 40%	4 18%	4 16%	5 26%	7 16%	5 23%	7 45%	4 31%	2 8%	33 24%	16 20%	10 13%	39 28%
NETS															
Net: Frequently	89 41%	8 27%	1 14%	13 55%	16 61%	7 38%	26 63%	3 14%	2 11%	4 30%	10 51%	58 42%	32 39%	38 49%	51 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

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

	EDUCATION					WORK STATUS			
	Total	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 54%	9 43%	1 16%	10 54%	12 60%	7 66%	23 72%	8 58%	3 44%	1 23%	7 41%	52 52%	29 57%	30 49%	51 57%
YouTube	41 27%	6 32%	3 53%	5 28%	6 33%	2 18%	2 6%	4 29%	3 45%	4 58%	5 27%	29 29%	11 22%	18 28%	23 25%
Twitter	38 25%	2 8%	- -	4 23%	9 44%	2 23%	7 22%	2 16%	3 43%	3 49%	6 34%	29 29%	9 18%	14 23%	24 26%
LinkedIn	26 17%	4 21%	- -	1 6%	3 17%	2 16%	6 18%	2 17%	4 61%	- -	4 20%	20 20%	6 12%	6 10%	20 22%
Tumblr, WordPress or other blog	24 16%	1 7%	2 30%	1 7%	2 10%	1 12%	6 18%	1 5%	2 31%	2 32%	6 33%	22 21%	2 5%	9 14%	15 17%
Google+	23 15%	2 11%	- -	3 16%	4 22%	1 12%	10 30%	1 5%	- -	- -	2 10%	16 16%	7 13%	7 12%	16 17%
Pinterest	16 11%	- -	- -	4 20%	3 14%	- -	8 24%	- -	- -	- -	2 11%	12 12%	5 9%	10 16%	7 7%
Instagram	13 9%	1 7%	- -	1 4%	2 11%	1 13%	2 7%	1 7%	1 16%	1 13%	2 13%	11 11%	2 4%	5 9%	8 8%
Other	9 6%	1 4%	- -	- -	- -	2 15%	2 7%	1 5%	1 16%	1 14%	2 11%	8 8%	2 3%	4 7%	5 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

	EDUCATION					WORK STATUS			
	Total	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 56%	10 43%	2 33%	13 61%	12 55%	10 70%	20 61%	9 50%	4 55%	4 56%	11 63%	55 49%	42 68%	32 48%	65 60%
YouTube	53 31%	5 20%	2 34%	5 23%	6 29%	6 45%	6 19%	10 53%	2 29%	6 81%	4 23%	43 38%	11 17%	19 28%	35 32%
Twitter	39 23%	2 7%	1 21%	4 22%	6 29%	5 33%	9 28%	5 28%	3 42%	1 18%	1 7%	31 27%	9 14%	19 28%	21 19%
Google+	29 17%	5 21%	- -	4 20%	3 15%	1 9%	8 25%	3 16%	- -	- -	4 23%	26 23%	3 5%	6 8%	23 22%
Tumblr, WordPress or other blog	27 16%	1 3%	2 33%	3 14%	2 7%	2 13%	8 23%	3 14%	2 26%	1 11%	5 26%	22 19%	6 9%	11 16%	17 15%
LinkedIn	27 16%	8 33%	- -	1 6%	4 17%	2 13%	6 18%	1 4%	2 25%	2 22%	2 12%	18 16%	9 15%	10 15%	17 16%
Instagram	24 14%	4 18%	1 11%	- -	3 13%	2 12%	6 18%	1 7%	2 20%	1 19%	4 24%	17 15%	7 12%	10 15%	14 14%
Pinterest	11 6%	2 10%	1 13%	- -	2 9%	1 8%	5 14%	- -	- -	- -	- -	7 6%	4 7%	5 7%	6 6%
Other	9 5%	- -	- -	- -	1 5%	- -	2 7%	2 8%	1 12%	3 33%	1 4%	8 7%	1 2%	3 5%	6 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

	EDUCATION					WORK STATUS			
	Total	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 51%	6 31%	2 32%	12 57%	9 49%	8 76%	20 64%	4 30%	7 79%	3 45%	6 38%	45 46%	32 60%	30 49%	46 52%
YouTube	39 26%	6 30%	2 40%	6 27%	6 35%	2 23%	9 28%	4 29%	2 23%	1 22%	1 7%	28 29%	12 22%	20 33%	19 22%
Twitter	35 23%	4 23%	2 28%	4 17%	7 38%	2 23%	5 17%	4 33%	3 32%	1 22%	3 17%	26 26%	9 18%	13 21%	22 25%
Google+	27 18%	3 15%	2 40%	2 10%	4 25%	2 21%	7 23%	3 22%	1 11%	- -	3 16%	22 23%	5 10%	10 16%	18 20%
LinkedIn	25 17%	3 16%	- -	4 20%	2 13%	2 22%	6 18%	2 12%	3 35%	- -	3 18%	17 18%	8 15%	8 13%	17 19%
Tumblr, WordPress or other blog	19 13%	- -	- -	1 5%	4 24%	1 12%	4 13%	- -	1 11%	2 32%	6 35%	18 18%	1 3%	7 11%	13 14%
Instagram	13 8%	- -	1 26%	4 19%	1 5%	1 6%	2 7%	- -	2 23%	1 23%	- -	9 10%	3 6%	7 12%	5 6%
Pinterest	9 6%	- -	- -	2 12%	- -	- -	5 14%	- -	- -	- -	3 16%	5 5%	4 8%	4 6%	6 6%
Other	3 2%	- -	- -	- -	1 5%	- -	1 2%	- -	1 12%	1 14%	- -	3 4%	- -	1 1%	3 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

	EDUCATION					WORK STATUS			
	Total	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 59%	8 37%	2 26%	12 65%	15 71%	11 89%	21 60%	10 63%	5 57%	6 63%	9 52%	60 57%	40 63%	41 59%	59 59%
Twitter	38 23%	2 11%	1 12%	5 25%	7 32%	2 19%	9 24%	2 14%	4 42%	3 30%	4 21%	30 28%	8 13%	21 31%	17 17%
YouTube	35 21%	3 16%	3 50%	4 23%	5 21%	2 19%	6 16%	5 30%	2 24%	1 15%	3 18%	24 23%	11 18%	19 28%	16 16%
Google+	34 20%	4 18%	- -	4 21%	5 25%	5 37%	9 25%	3 19%	- -	1 14%	3 17%	24 23%	10 15%	11 16%	23 23%
LinkedIn	25 15%	5 25%	- -	4 21%	5 26%	3 23%	4 12%	- -	2 23%	- -	1 6%	16 16%	8 13%	8 12%	17 17%
Tumblr, WordPress or other blog	22 13%	2 8%	1 14%	1 6%	1 6%	2 19%	8 24%	1 4%	1 11%	2 22%	3 14%	13 12%	9 15%	12 18%	10 10%
Instagram	14 9%	1 4%	1 11%	2 8%	2 9%	3 24%	2 6%	- -	2 18%	1 16%	1 7%	9 9%	5 8%	3 5%	11 11%
Pinterest	12 7%	2 12%	- -	1 7%	1 5%	- -	4 12%	- -	- -	- -	3 17%	10 9%	2 4%	- -	12 12%
Other	10 6%	- -	1 12%	- -	2 8%	- -	5 14%	2 9%	- -	1 10%	- -	5 5%	5 8%	7 9%	3 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

	EDUCATION					WORK STATUS			
	Total	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 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%
Building your customer base	128 59%	7 24%	5 46%	11 48%	15 59%	12 72%	34 81%	14 63%	6 39%	8 60%	16 80%	84 61%	44 55%	48 61%	80 58%
Improving your services or products	111 51%	5 18%	4 40%	13 57%	16 64%	8 44%	26 63%	14 65%	4 27%	9 72%	10 53%	71 52%	40 50%	44 56%	67 48%
Growing your business	117 54%	11 39%	4 39%	12 53%	16 63%	13 76%	26 62%	12 57%	3 21%	7 53%	12 62%	74 54%	43 54%	51 65%	66 48%
Improving your personal brand	121 56%	11 39%	7 68%	12 51%	15 59%	9 52%	25 60%	14 65%	6 37%	8 60%	14 73%	80 59%	41 51%	44 57%	77 55%
Campaigning for your industry	108 50%	10 35%	2 17%	12 51%	17 65%	8 45%	27 64%	8 37%	6 37%	7 50%	12 63%	68 50%	39 49%	42 53%	66 48%
Campaigning for start-ups	109 50%	12 40%	5 46%	12 51%	15 59%	11 65%	19 46%	9 42%	7 44%	7 55%	12 61%	73 53%	36 45%	41 53%	68 49%
Campaigning for small business issues	95 44%	12 41%	1 14%	10 44%	18 71%	8 48%	19 45%	7 32%	3 18%	6 43%	11 59%	67 49%	28 35%	36 46%	59 43%
Championing local issues with policymakers	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%

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

	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%	-
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

	Total	COUNTRY										GENDER		AGE	
		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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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

	Total	COUNTRY										GENDER		AGE	
		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 11%	1 7%	3 14%	3 10%	- -	- -	- -	- -	- -	2 10%	7 5%	4 5%	8 10%	4 3%
Slightly hindered (2)	4 2%	1 2%	- -	- -	1 3%	- -	2 4%	- -	1 4%	- -	- -	2 2%	1 2%	2 2%	2 2%
No impact (3)	41 19%	13 46%	3 29%	5 24%	5 18%	2 12%	2 5%	2 11%	5 30%	2 13%	1 6%	23 17%	18 22%	14 18%	27 19%
Slightly improved (4)	59 27%	6 21%	4 38%	4 18%	5 19%	3 18%	16 39%	11 49%	4 26%	1 10%	4 22%	36 26%	23 29%	19 24%	40 29%
Greatly improved (5)	69 32%	1 3%	1 9%	7 30%	10 40%	9 54%	18 42%	3 15%	2 13%	7 50%	11 58%	48 35%	21 26%	29 36%	40 29%
Don't know	12 6%	1 5%	1 7%	- -	1 3%	2 12%	1 3%	2 9%	1 6%	3 21%	- -	7 5%	5 7%	1 1%	11 8%
Not applicable	22 10%	4 12%	1 10%	3 14%	2 6%	1 4%	3 7%	4 17%	3 21%	1 7%	1 5%	14 10%	7 9%	7 8%	15 11%
NETS															
Net: Hindered	15 7%	4 13%	1 7%	3 14%	3 13%	- -	2 4%	- -	1 4%	- -	2 10%	9 7%	6 7%	9 12%	6 4%
Net: Improved	128 59%	7 24%	5 46%	11 48%	15 59%	12 72%	34 81%	14 63%	6 39%	8 60%	16 80%	84 61%	44 55%	48 61%	80 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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	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 4%	3 10%	1 7%	1 3%	1 4%	- -	2 4%	- -	- -	- -	2 10%	5 4%	4 5%	6 7%	4 3%
Slightly hindered (2)	7 3%	1 3%	- -	1 5%	1 3%	- -	1 2%	1 5%	1 4%	- -	1 6%	4 3%	2 3%	3 4%	3 2%
No impact (3)	56 26%	14 49%	4 36%	6 27%	6 23%	6 37%	9 21%	3 13%	5 29%	- -	4 19%	36 26%	20 25%	17 21%	39 28%
Slightly improved (4)	50 23%	5 16%	4 40%	3 14%	7 28%	2 13%	11 25%	4 17%	3 21%	5 36%	6 32%	28 20%	22 27%	13 17%	37 27%
Greatly improved (5)	61 28%	1 3%	- -	10 43%	9 37%	5 31%	16 38%	10 48%	1 6%	5 36%	4 21%	43 32%	18 22%	31 40%	30 22%
Don't know	11 5%	1 3%	1 7%	- -	1 3%	1 8%	2 5%	1 3%	1 6%	3 21%	1 7%	5 4%	6 8%	- -	11 8%
Not applicable	23 11%	5 17%	1 10%	2 9%	1 3%	2 10%	2 5%	3 13%	5 33%	1 7%	1 5%	15 11%	7 9%	9 11%	14 10%
NETS															
Net: Hindered	16 7%	4 13%	1 7%	2 8%	2 7%	- -	3 6%	1 5%	1 4%	- -	3 17%	9 7%	6 8%	9 11%	7 5%
Net: Improved	111 51%	5 18%	4 40%	13 57%	16 64%	8 44%	26 63%	14 65%	4 27%	9 72%	10 53%	71 52%	40 50%	44 56%	67 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
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

	Total	COUNTRY										GENDER		AGE	
		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 5%	2 8%	1 7%	1 3%	2 9%	- -	4 10%	- -	- -	- -	1 7%	6 4%	6 7%	8 10%	4 3%
Slightly hindered (2)	9 4%	3 10%	1 14%	2 8%	2 6%	- -	1 2%	- -	1 4%	- -	- -	6 5%	3 4%	2 2%	8 5%
No impact (3)	45 21%	7 26%	2 23%	5 22%	4 16%	2 12%	6 13%	4 20%	6 38%	3 19%	5 26%	30 22%	15 18%	10 13%	35 25%
Slightly improved (4)	60 27%	11 36%	3 24%	3 12%	6 25%	7 42%	13 30%	6 28%	2 10%	3 20%	7 38%	37 27%	23 29%	24 31%	35 26%
Greatly improved (5)	58 26%	1 3%	1 14%	9 41%	10 38%	6 34%	13 32%	6 29%	2 11%	4 33%	5 24%	37 27%	20 25%	27 34%	31 22%
Don't know	11 5%	1 3%	1 7%	- -	1 3%	1 8%	1 3%	1 7%	2 9%	3 21%	- -	5 4%	5 7%	- -	11 8%
Not applicable	23 11%	4 15%	1 10%	3 14%	1 3%	1 4%	4 9%	3 16%	4 27%	1 7%	1 5%	16 12%	8 10%	8 10%	16 11%
NETS															
Net: Hindered	21 10%	5 18%	2 21%	3 11%	4 15%	- -	5 12%	- -	1 4%	- -	1 7%	12 9%	9 11%	10 13%	11 8%
Net: Improved	117 54%	11 39%	4 39%	12 53%	16 63%	13 76%	26 62%	12 57%	3 21%	7 53%	12 62%	74 54%	43 54%	51 65%	66 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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 5%	3 10%	2 15%	2 7%	2 7%	- -	3 6%	- -	- -	- -	1 7%	6 4%	6 7%	7 9%	5 3%
Slightly hindered (2)	8 4%	3 11%	- -	1 3%	2 7%	- -	2 5%	- -	1 4%	- -	- -	5 3%	4 5%	2 3%	6 4%
No impact (3)	38 17%	6 21%	- -	6 25%	4 16%	5 30%	6 15%	3 13%	4 26%	2 17%	2 8%	24 17%	14 18%	17 21%	21 15%
Slightly improved (4)	53 25%	9 30%	4 35%	4 19%	4 15%	1 4%	12 28%	6 28%	4 27%	1 10%	9 46%	41 30%	13 16%	13 17%	40 29%
Greatly improved (5)	68 31%	3 9%	3 33%	7 32%	11 44%	8 48%	13 32%	8 37%	2 10%	7 50%	5 27%	40 29%	28 35%	31 40%	37 26%
Don't know	12 6%	1 5%	1 7%	- -	1 5%	1 8%	2 6%	1 3%	1 6%	2 16%	1 7%	6 5%	6 7%	- -	12 9%
Not applicable	26 12%	4 15%	1 10%	3 14%	2 6%	2 10%	4 9%	4 18%	4 27%	1 7%	1 5%	16 12%	9 12%	8 10%	18 13%
NETS															
Net: Hindered	20 9%	6 21%	2 15%	2 10%	4 14%	- -	5 11%	- -	1 4%	- -	1 7%	11 8%	10 12%	10 12%	11 8%
Net: Improved	121 56%	11 39%	7 68%	12 51%	15 59%	9 52%	25 60%	14 65%	6 37%	8 60%	14 73%	80 59%	41 51%	44 57%	77 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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

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

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

	Total	COUNTRY										GENDER		AGE	
		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 4%	2 6%	1 7%	1 3%	2 7%	- -	3 6%	- -	- -	- -	2 10%	6 4%	3 4%	6 8%	3 2%
Slightly hindered (2)	8 4%	2 7%	- -	3 11%	1 3%	- -	1 2%	- -	1 4%	- -	1 6%	5 3%	4 4%	4 5%	5 3%
No impact (3)	46 21%	8 27%	5 45%	4 17%	5 19%	4 22%	7 16%	4 20%	6 40%	2 13%	2 10%	31 22%	15 19%	19 24%	27 19%
Slightly improved (4)	57 26%	10 35%	2 17%	4 17%	8 32%	6 35%	12 29%	5 21%	3 16%	1 6%	7 35%	32 23%	25 32%	17 22%	40 29%
Greatly improved (5)	50 23%	- -	- -	8 35%	8 33%	2 10%	14 35%	3 16%	3 21%	6 44%	5 28%	36 26%	14 18%	25 31%	26 19%
Don't know	16 7%	1 5%	2 21%	1 3%	1 3%	1 8%	1 3%	4 18%	1 6%	2 16%	1 7%	10 7%	6 8%	- -	16 12%
Not applicable	30 14%	6 20%	1 10%	3 13%	1 3%	4 25%	4 9%	5 25%	2 13%	3 21%	1 5%	18 13%	12 15%	8 10%	22 16%
NETS															
Net: Hindered	18 8%	4 13%	1 7%	3 15%	2 10%	- -	4 9%	- -	1 4%	- -	3 16%	11 8%	7 9%	10 13%	8 6%
Net: Improved	108 50%	10 35%	2 17%	12 51%	17 65%	8 45%	27 64%	8 37%	6 37%	7 50%	12 63%	68 50%	39 49%	42 53%	66 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
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 4%	2 8%	1 7%	1 3%	3 11%	- -	2 4%	- -	- -	- -	1 7%	6 4%	3 4%	7 9%	2 2%
Slightly hindered (2)	9 4%	- -	- -	1 5%	2 9%	- -	4 8%	1 5%	1 4%	- -	1 4%	6 4%	3 4%	5 6%	5 3%
No impact (3)	40 18%	7 24%	2 15%	5 20%	2 8%	1 8%	7 17%	5 25%	5 33%	2 13%	3 17%	24 17%	16 20%	14 18%	26 18%
Slightly improved (4)	58 27%	12 40%	1 14%	5 20%	6 24%	9 52%	8 20%	6 26%	3 20%	2 13%	6 31%	38 28%	19 24%	17 22%	41 29%
Greatly improved (5)	51 24%	- -	3 32%	7 31%	9 35%	2 14%	11 26%	3 15%	4 24%	6 42%	6 30%	35 26%	16 20%	24 31%	27 19%
Don't know	19 9%	2 8%	1 13%	2 10%	3 10%	1 8%	3 6%	2 9%	1 6%	2 16%	1 7%	11 8%	8 10%	2 3%	17 12%
Not applicable	31 14%	6 20%	2 18%	2 10%	1 3%	3 18%	8 18%	4 19%	2 13%	2 17%	1 5%	17 12%	14 18%	9 12%	21 15%
NETS															
Net: Hindered	19 9%	2 8%	1 7%	2 8%	5 19%	- -	5 12%	1 5%	1 4%	- -	2 10%	12 9%	7 8%	12 15%	7 5%
Net: Improved	109 50%	12 40%	5 46%	12 51%	15 59%	11 65%	19 46%	9 42%	7 44%	7 55%	12 61%	73 53%	36 45%	41 53%	68 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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	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 5%	2 8%	1 7%	2 10%	1 4%	- -	2 4%	- -	- -	- -	2 10%	7 5%	3 4%	7 9%	3 2%
Slightly hindered (2)	5 2%	1 2%	1 14%	- -	- -	- -	3 6%	- -	- -	- -	- -	2 2%	2 3%	1 2%	3 2%
No impact (3)	53 24%	6 21%	3 33%	5 24%	5 18%	4 26%	11 26%	7 30%	7 41%	3 19%	2 12%	33 24%	20 25%	17 22%	35 25%
Slightly improved (4)	51 24%	10 35%	1 14%	5 21%	10 39%	5 31%	8 19%	3 16%	1 5%	1 6%	6 31%	34 24%	18 22%	15 19%	36 26%
Greatly improved (5)	44 20%	2 6%	- -	5 24%	8 32%	3 16%	10 25%	4 17%	2 13%	5 37%	5 28%	34 25%	11 13%	21 27%	23 17%
Don't know	22 10%	1 5%	1 13%	2 8%	1 3%	1 8%	2 5%	4 18%	3 16%	3 21%	4 19%	12 9%	10 12%	7 9%	15 11%
Not applicable	32 15%	7 23%	2 18%	3 14%	1 3%	3 18%	6 15%	4 19%	4 25%	2 17%	- -	16 11%	17 21%	9 12%	23 17%
NETS															
Net: Hindered	15 7%	3 10%	2 21%	2 10%	1 4%	- -	4 10%	- -	- -	- -	2 10%	9 7%	6 7%	9 11%	6 5%
Net: Improved	95 44%	12 41%	1 14%	10 44%	18 71%	8 48%	19 45%	7 32%	3 18%	6 43%	11 59%	67 49%	28 35%	36 46%	59 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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

	Total	COUNTRY										GENDER		AGE	
		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	
Total										
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	2	1	-	-	11	-
		5%	4%	6%	3%	5%	-	-	5%	-
Slightly hindered	(2)	8	3	1	3	1	-	-	8	-
		4%	4%	2%	5%	5%	-	-	4%	-
No impact	(3)	54	16	13	16	10	-	-	54	-
		25%	27%	25%	23%	34%	-	-	25%	-
Slightly improved	(4)	55	15	9	19	7	-	-	55	-
		25%	26%	18%	28%	24%	-	-	25%	-
Greatly improved	(5)	45	10	11	15	6	-	-	45	-
		21%	16%	21%	22%	23%	-	-	21%	-
Don't know		15	3	4	6	1	-	-	15	-
		7%	6%	9%	9%	2%	-	-	7%	-
Not applicable		31	10	11	7	2	-	-	31	-
		14%	17%	21%	10%	6%	-	-	14%	-
NETS										
Net: Hindered		18	5	4	5	3	-	-	18	-
		8%	8%	7%	8%	10%	-	-	8%	-
Net: Improved		99	25	20	34	13	-	-	99	-
		46%	42%	39%	50%	47%	-	-	46%	-
Mean score		3.67	3.59	3.66	3.74	3.60	-	-	3.67	-
Standard deviation		1.10	1.06	1.17	1.06	1.11	-	-	1.10	-
Standard error		.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	217 100%	19 9%	37 17%	78 36%	45 21%	38 18%	56 26%	123 57%	2.83
Sharing subscriptions to products and services	217 100%	17 8%	31 14%	79 37%	46 21%	44 20%	48 22%	126 58%	2.89
Sharing industry knowledge	217 100%	15 7%	29 13%	83 38%	56 26%	35 16%	43 20%	139 64%	2.99
Crowdfunding	217 100%	17 8%	32 15%	69 32%	47 22%	51 24%	49 23%	116 54%	2.88
Finding freelancing staff on ad hoc basis	217 100%	18 8%	26 12%	83 38%	47 22%	44 20%	43 20%	130 60%	2.92

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

	Total	COUNTRY										GENDER		AGE	
		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 9%	4 13%	3 30%	1 3%	4 14%	- -	3 7%	1 3%	- -	2 13%	3 13%	13 10%	6 8%	7 9%	12 9%
Fairly disagree (2)	37 17%	7 24%	3 28%	4 16%	4 16%	1 7%	6 14%	6 26%	1 6%	- -	6 29%	24 18%	13 16%	13 17%	24 17%
Fairly agree (3)	78 36%	10 36%	2 17%	11 47%	9 35%	6 32%	14 34%	10 48%	5 34%	6 45%	5 24%	51 37%	27 33%	28 36%	49 36%
Strongly agree (4)	45 21%	4 14%	1 7%	5 24%	8 29%	5 30%	13 31%	2 9%	1 6%	2 14%	5 25%	31 22%	15 18%	19 24%	27 19%
Don't know	38 18%	4 13%	2 17%	2 10%	1 6%	5 30%	6 14%	3 15%	9 54%	4 29%	2 8%	18 13%	20 25%	11 15%	27 19%
NETS															
Net: Disagree	56 26%	11 37%	6 58%	4 19%	8 30%	1 7%	9 21%	6 29%	1 6%	2 13%	8 43%	37 27%	19 23%	20 26%	36 26%
Net: Agree	123 57%	14 49%	3 25%	16 71%	16 64%	11 63%	27 65%	12 56%	7 40%	8 58%	10 49%	82 60%	41 52%	47 60%	76 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

	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%	-
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

	Total	COUNTRY										GENDER		AGE	
		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 8%	1 3%	2 22%	4 18%	4 15%	- -	2 5%	- -	- -	- -	4 19%	13 9%	4 5%	8 11%	9 6%
Fairly disagree (2)	31 14%	5 19%	3 24%	3 14%	3 12%	2 10%	7 18%	5 21%	1 4%	1 6%	1 6%	15 11%	16 20%	13 17%	17 13%
Fairly agree (3)	79 37%	13 45%	2 23%	8 33%	12 46%	4 23%	15 36%	8 37%	4 24%	4 33%	9 48%	53 38%	27 34%	28 36%	51 37%
Strongly agree (4)	46 21%	4 14%	2 15%	4 19%	6 24%	6 37%	10 23%	6 28%	2 11%	3 27%	3 16%	33 24%	14 17%	16 21%	30 22%
Don't know	44 20%	6 20%	2 16%	3 15%	1 3%	5 30%	7 17%	3 14%	10 60%	5 35%	2 11%	24 17%	20 25%	13 16%	31 22%
NETS															
Net: Disagree	48 22%	6 22%	5 47%	7 33%	7 27%	2 10%	10 23%	5 21%	1 4%	1 6%	5 25%	28 20%	20 25%	22 28%	26 19%
Net: Agree	126 58%	17 58%	4 37%	12 52%	18 70%	10 60%	25 60%	14 65%	6 35%	8 59%	12 63%	85 62%	40 51%	44 56%	82 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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

	Total	COUNTRY										GENDER		AGE	
		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 7%	2 6%	2 16%	3 11%	2 9%	- -	1 3%	1 3%	- -	- -	4 23%	11 8%	4 5%	5 6%	10 7%
Fairly disagree (2)	29 13%	7 25%	2 22%	1 4%	2 6%	2 13%	7 16%	3 14%	1 4%	1 7%	3 15%	19 14%	10 12%	14 17%	15 11%
Fairly agree (3)	83 38%	11 38%	5 45%	8 38%	13 49%	6 32%	12 28%	12 58%	7 41%	4 33%	6 29%	56 41%	27 34%	28 36%	55 40%
Strongly agree (4)	56 26%	7 24%	1 7%	6 26%	8 29%	7 38%	17 41%	1 7%	3 16%	2 16%	5 25%	34 25%	22 27%	18 22%	38 28%
Don't know	35 16%	2 8%	1 10%	5 21%	2 6%	3 16%	5 12%	4 18%	6 39%	6 44%	2 8%	18 13%	17 21%	15 19%	20 15%
NETS															
Net: Disagree	43 20%	9 31%	4 38%	4 15%	4 15%	2 13%	8 19%	4 17%	1 4%	1 7%	7 38%	30 22%	14 17%	18 23%	25 18%
Net: Agree	139 64%	18 61%	5 52%	14 64%	20 79%	12 71%	29 69%	14 65%	9 56%	7 50%	11 54%	90 65%	49 62%	46 58%	93 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

	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%	-
Strongly disagree (1)	15 7%	4 6%	3 6%	6 9%	1 4%	-	-	15 7%	-
Fairly disagree (2)	29 13%	5 8%	8 16%	11 16%	3 13%	-	-	29 13%	-
Fairly agree (3)	83 38%	24 40%	24 47%	21 31%	10 36%	-	-	83 38%	-
Strongly agree (4)	56 26%	14 24%	9 17%	19 27%	11 41%	-	-	56 26%	-
Don't know	35 16%	12 21%	7 14%	12 17%	2 6%	-	-	35 16%	-
NETS									
Net: Disagree	43 20%	9 15%	12 22%	17 24%	5 17%	-	-	43 20%	-
Net: Agree	139 64%	38 64%	33 64%	40 58%	21 77%	-	-	139 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

	Total	COUNTRY										GENDER		AGE	
		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 8%	1 5%	3 30%	1 7%	2 9%	- -	2 5%	1 7%	1 6%	2 13%	3 13%	14 10%	3 4%	8 10%	9 7%
Fairly disagree (2)	32 15%	2 8%	3 29%	4 18%	2 10%	2 12%	9 21%	5 21%	2 10%	- -	4 19%	20 15%	12 15%	11 14%	21 15%
Fairly agree (3)	69 32%	10 35%	2 15%	8 37%	8 33%	7 38%	15 36%	6 28%	4 25%	2 18%	7 34%	45 33%	25 31%	22 27%	48 34%
Strongly agree (4)	47 22%	6 19%	2 16%	6 28%	9 34%	3 19%	10 24%	4 19%	2 11%	1 7%	5 24%	32 23%	15 19%	22 28%	25 18%
Don't know	51 24%	10 34%	1 10%	2 10%	4 14%	5 30%	6 15%	5 24%	8 47%	8 63%	2 10%	27 20%	25 31%	16 20%	35 26%
NETS															
Net: Disagree	49 23%	4 12%	6 59%	5 24%	5 19%	2 12%	11 26%	6 28%	3 17%	2 13%	6 32%	34 25%	15 19%	19 24%	30 22%
Net: Agree	116 54%	16 54%	3 31%	15 66%	17 67%	10 58%	25 59%	10 48%	6 36%	3 25%	11 59%	77 56%	40 50%	44 55%	73 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
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

	Total	COUNTRY										GENDER		AGE	
		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 8%	1 2%	2 15%	1 3%	4 17%	- -	5 11%	- -	- -	2 13%	4 21%	12 9%	5 7%	9 12%	9 6%
Fairly disagree (2)	26 12%	8 27%	3 24%	4 18%	2 6%	2 9%	2 5%	2 8%	1 6%	1 7%	2 11%	16 12%	10 12%	9 11%	17 12%
Fairly agree (3)	83 38%	10 35%	5 44%	10 43%	10 38%	6 37%	19 46%	8 39%	6 36%	1 9%	7 36%	57 41%	26 33%	32 41%	51 37%
Strongly agree (4)	47 22%	4 13%	1 7%	4 19%	9 35%	4 23%	12 28%	7 34%	2 11%	- -	5 24%	27 20%	21 26%	15 20%	32 23%
Don't know	44 20%	6 22%	1 10%	4 15%	1 3%	5 30%	4 10%	4 19%	8 47%	9 72%	2 8%	26 19%	18 23%	13 17%	31 22%
NETS															
Net: Disagree	43 20%	8 29%	4 39%	5 22%	6 24%	2 9%	7 16%	2 8%	1 6%	3 19%	6 32%	28 21%	15 19%	18 23%	25 18%
Net: Agree	130 60%	14 49%	5 51%	14 63%	19 73%	10 60%	31 74%	16 73%	8 47%	1 9%	12 60%	83 61%	47 58%	47 60%	83 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
Total										
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

	Total	COUNTRY										GENDER		AGE	
		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 16%	34 9%	65 15%	68 17%	40 10%	63 15%	47 12%	55 13%	116 22%	91 26%	64 15%	304 15%	338 16%	220 13%	422 17%
Not very likely (2)	625 15%	60 16%	72 16%	60 15%	49 12%	61 15%	36 9%	75 18%	107 20%	41 12%	65 16%	337 16%	289 14%	267 16%	358 15%
Somewhat likely (3)	979 24%	113 31%	99 22%	77 20%	109 27%	108 26%	105 27%	108 25%	78 15%	63 18%	119 29%	526 25%	453 22%	425 25%	554 23%
Very likely (4)	718 17%	64 17%	87 19%	94 24%	124 31%	85 21%	88 23%	56 13%	28 5%	31 9%	61 15%	404 19%	314 15%	294 17%	423 17%
Don't know	602 15%	61 17%	71 16%	49 12%	43 11%	37 9%	56 14%	45 11%	102 19%	83 24%	57 14%	256 12%	346 17%	285 17%	317 13%
Not Applicable	563 14%	34 9%	53 12%	48 12%	34 9%	55 13%	58 15%	89 21%	99 19%	42 12%	50 12%	247 12%	316 15%	193 11%	371 15%
NETS															
Net: Unlikely	1267 31%	94 26%	137 31%	127 32%	89 22%	123 30%	83 21%	130 30%	224 42%	132 38%	129 31%	641 31%	627 30%	487 29%	780 32%
Net: Likely	1697 41%	177 48%	186 42%	172 43%	234 58%	194 47%	193 50%	164 38%	106 20%	94 27%	180 43%	930 45%	767 37%	719 43%	978 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	
		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)	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				
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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 15%	30 8%	83 19%	71 18%	33 8%	46 11%	40 10%	46 11%	117 22%	94 27%	67 16%	290 14%	338 16%	211 13%	417 17%
Not very likely (2)	635 15%	56 15%	76 17%	61 16%	48 12%	63 16%	35 9%	69 16%	110 21%	43 12%	74 18%	316 15%	319 16%	280 17%	355 15%
Somewhat likely (3)	1045 25%	105 29%	93 21%	93 24%	125 31%	113 28%	130 33%	107 25%	90 17%	81 23%	107 26%	561 27%	483 23%	438 26%	606 25%
Very likely (4)	753 18%	82 22%	66 15%	71 18%	122 31%	101 25%	99 25%	67 16%	46 9%	33 10%	66 16%	416 20%	336 16%	334 20%	418 17%
Don't know	528 13%	52 14%	73 16%	54 14%	44 11%	34 8%	41 10%	41 10%	82 15%	59 17%	49 12%	243 12%	286 14%	238 14%	291 12%
Not Applicable	541 13%	40 11%	56 12%	45 11%	28 7%	51 12%	45 12%	98 23%	86 16%	39 11%	52 13%	247 12%	294 14%	182 11%	359 15%
NETS															
Net: Unlikely	1263 31%	86 23%	159 36%	132 33%	80 20%	110 27%	75 19%	115 27%	227 43%	138 39%	141 34%	606 29%	657 32%	491 29%	772 32%
Net: Likely	1797 44%	187 51%	160 36%	165 42%	247 62%	214 52%	228 59%	173 41%	136 26%	115 33%	173 42%	978 47%	820 40%	773 46%	1024 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

	Total	COUNTRY										GENDER		AGE	
		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 15%	26 7%	67 15%	71 18%	24 6%	59 14%	43 11%	48 11%	114 21%	118 34%	62 15%	312 15%	321 16%	217 13%	415 17%
Not very likely (2)	643 16%	64 17%	72 16%	67 17%	38 9%	61 15%	46 12%	67 16%	105 20%	49 14%	74 18%	328 16%	315 15%	290 17%	353 14%
Somewhat likely (3)	1073 26%	126 34%	112 25%	79 20%	138 34%	123 30%	120 31%	108 25%	103 19%	53 15%	111 27%	560 27%	513 25%	445 26%	628 26%
Very likely (4)	742 18%	67 18%	93 21%	82 21%	135 34%	74 18%	92 24%	74 17%	36 7%	20 6%	69 17%	407 20%	335 16%	319 19%	424 17%
Don't know	496 12%	51 14%	49 11%	43 11%	38 9%	37 9%	33 9%	43 10%	85 16%	69 20%	48 11%	224 11%	272 13%	224 13%	273 11%
Not Applicable	544 13%	32 9%	54 12%	53 13%	27 7%	54 13%	55 14%	87 20%	87 16%	42 12%	52 13%	244 12%	300 15%	189 11%	355 14%
NETS															
Net: Unlikely	1275 31%	90 25%	139 31%	139 35%	62 16%	119 29%	90 23%	115 27%	219 41%	167 48%	136 33%	639 31%	636 31%	508 30%	768 31%
Net: Likely	1815 44%	193 53%	205 46%	161 41%	273 68%	198 48%	212 54%	182 43%	139 26%	73 21%	180 43%	967 47%	848 41%	763 45%	1051 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	
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)	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				
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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

	Total	COUNTRY										GENDER		AGE	
		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)	512 12%	29 8%	58 13%	64 16%	32 8%	46 11%	37 10%	47 11%	83 16%	63 18%	53 13%	249 12%	263 13%	176 10%	336 14%
Not very likely (2)	541 13%	50 14%	65 15%	50 13%	39 10%	41 10%	36 9%	64 15%	89 17%	38 11%	69 17%	280 14%	261 13%	228 14%	313 13%
Somewhat likely (3)	1185 29%	127 35%	112 25%	95 24%	122 31%	135 33%	102 26%	128 30%	135 25%	102 29%	128 31%	610 29%	575 28%	501 30%	684 28%
Very likely (4)	900 22%	72 20%	101 23%	88 22%	142 35%	98 24%	130 33%	72 17%	72 14%	52 15%	72 17%	485 23%	415 20%	390 23%	510 21%
Don't know	510 12%	55 15%	56 13%	57 14%	40 10%	42 10%	39 10%	41 10%	79 15%	58 17%	43 10%	220 11%	290 14%	226 13%	284 12%
Not Applicable	482 12%	32 9%	55 12%	44 11%	25 6%	46 11%	44 11%	77 18%	73 14%	36 10%	51 12%	229 11%	253 12%	163 10%	319 13%
NETS															
Net: Unlikely	1053 26%	79 22%	123 28%	113 29%	71 18%	87 21%	73 19%	110 26%	172 32%	102 29%	122 29%	530 26%	523 25%	404 24%	649 27%
Net: Likely	2084 50%	200 55%	213 48%	182 46%	264 66%	233 57%	232 60%	199 47%	207 39%	155 44%	200 48%	1095 53%	990 48%	890 53%	1194 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 100%	358 20%	426 24%	444 25%	242 14%	184 10%	128 7%	784 44%	687 39%
Having more rounded knowledge	1783 100%	178 10%	275 15%	646 36%	415 23%	165 9%	103 6%	454 25%	1062 60%
Having more connections and contacts	1783 100%	101 6%	162 9%	617 35%	688 39%	132 7%	83 5%	262 15%	1306 73%
Finding a job after your studies	1783 100%	271 15%	349 20%	514 29%	253 14%	235 13%	161 9%	620 35%	768 43%
Improving personal brand	1783 100%	211 12%	269 15%	521 29%	313 18%	233 13%	236 13%	480 27%	833 47%
Maintaining useful contacts and networks after leaving university	1783 100%	103 6%	156 9%	586 33%	648 36%	154 9%	136 8%	259 15%	1234 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

	Total	COUNTRY										GENDER		AGE	
		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)	358 20%	30 17%	50 25%	20 16%	19 12%	19 14%	14 8%	24 14%	100 32%	49 28%	35 19%	162 19%	197 21%	204 17%	154 25%
Not very much (2)	426 24%	50 29%	60 30%	26 21%	26 16%	23 18%	28 17%	34 20%	86 28%	49 28%	44 24%	186 22%	239 25%	280 24%	145 24%
To some extent (3)	444 25%	41 23%	30 15%	30 25%	51 32%	51 39%	50 31%	48 28%	53 17%	38 22%	52 29%	234 28%	210 22%	297 25%	147 24%
To a great extent (4)	242 14%	19 11%	21 11%	19 16%	48 30%	21 16%	30 18%	28 17%	18 6%	16 9%	23 13%	131 16%	111 12%	173 15%	70 11%
Don't know	184 10%	27 15%	26 13%	18 15%	14 9%	13 10%	18 11%	18 10%	24 8%	14 8%	12 6%	83 10%	101 11%	133 11%	50 8%
Not Applicable	128 7%	9 5%	13 7%	8 6%	3 2%	3 2%	23 14%	18 11%	27 9%	8 5%	16 9%	45 5%	83 9%	85 7%	43 7%
NETS															
Net: No extent	784 44%	80 45%	109 55%	46 38%	45 28%	42 32%	41 26%	58 34%	186 60%	98 56%	79 43%	348 41%	436 46%	485 41%	300 49%
Net: To an extent	687 39%	60 34%	51 25%	49 41%	99 61%	72 55%	80 50%	76 45%	71 23%	55 31%	75 41%	365 43%	321 34%	470 40%	217 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

	Total	COUNTRY										GENDER		AGE	
		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)	178 10%	12 7%	29 15%	12 10%	14 9%	8 6%	9 6%	10 6%	36 12%	29 17%	18 10%	82 10%	96 10%	100 9%	78 13%
Not very much (2)	275 15%	27 16%	35 18%	19 16%	18 11%	14 11%	16 10%	24 14%	63 20%	37 21%	22 12%	122 15%	153 16%	166 14%	110 18%
To some extent (3)	646 36%	62 35%	70 35%	43 35%	50 31%	54 41%	61 38%	72 43%	107 35%	50 29%	77 42%	300 36%	346 37%	425 36%	222 36%
To a great extent (4)	415 23%	48 27%	28 14%	31 26%	62 39%	38 29%	44 27%	40 24%	50 16%	34 19%	41 22%	217 26%	199 21%	291 25%	124 20%
Don't know	165 9%	18 10%	26 13%	8 7%	13 8%	10 8%	18 11%	13 8%	27 9%	20 12%	11 6%	82 10%	83 9%	120 10%	45 7%
Not Applicable	103 6%	9 5%	11 6%	7 6%	4 2%	6 5%	12 7%	10 6%	25 8%	5 3%	13 7%	39 5%	64 7%	72 6%	31 5%
NETS															
Net: No extent	454 25%	39 22%	64 32%	31 26%	32 20%	22 17%	25 16%	34 20%	99 32%	66 38%	40 22%	204 24%	249 27%	266 23%	188 31%
Net: To an extent	1062 60%	110 62%	98 49%	74 61%	112 69%	92 70%	106 65%	112 66%	157 51%	84 48%	118 65%	517 61%	545 58%	716 61%	346 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

	Total	COUNTRY										GENDER		AGE	
		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 6%	9 5%	9 5%	11 9%	9 5%	6 5%	6 4%	9 5%	19 6%	10 6%	12 6%	58 7%	42 5%	54 5%	46 8%
Not very much (2)	162 9%	22 12%	12 6%	10 8%	15 9%	10 7%	12 7%	9 5%	26 8%	14 8%	33 18%	65 8%	97 10%	106 9%	56 9%
To some extent (3)	617 35%	72 41%	83 42%	37 31%	44 27%	56 43%	45 28%	62 37%	99 32%	65 37%	54 30%	274 33%	344 37%	409 35%	208 34%
To a great extent (4)	688 39%	53 30%	65 32%	44 36%	82 51%	46 36%	70 44%	70 41%	127 41%	72 41%	59 32%	340 40%	348 37%	453 39%	235 39%
Don't know	132 7%	14 8%	21 11%	13 11%	10 6%	6 4%	13 8%	11 6%	20 7%	13 7%	12 6%	67 8%	65 7%	94 8%	38 6%
Not Applicable	83 5%	7 4%	10 5%	6 5%	2 1%	6 5%	15 9%	8 5%	16 5%	1 1%	12 7%	38 5%	45 5%	57 5%	26 4%
NETS															
Net: No extent	262 15%	31 17%	21 10%	21 17%	24 15%	16 12%	18 11%	18 11%	45 15%	24 14%	44 24%	123 15%	139 15%	160 14%	102 17%
Net: To an extent	1306 73%	125 71%	148 74%	81 67%	126 78%	102 78%	116 72%	132 78%	226 74%	137 78%	113 62%	614 73%	692 74%	862 73%	444 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	
		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)	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

	Total	COUNTRY										GENDER		AGE	
		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)	271 15%	22 12%	29 15%	22 18%	21 13%	16 12%	16 10%	23 14%	59 19%	36 21%	28 15%	131 16%	140 15%	156 13%	115 19%
Not very much (2)	349 20%	36 21%	54 27%	15 13%	32 20%	20 15%	22 14%	30 18%	68 22%	38 22%	33 18%	158 19%	190 20%	214 18%	135 22%
To some extent (3)	514 29%	58 33%	47 23%	33 27%	51 32%	50 38%	46 29%	35 21%	83 27%	57 32%	55 30%	245 29%	269 29%	339 29%	175 29%
To a great extent (4)	253 14%	21 12%	18 9%	25 20%	35 22%	29 22%	35 22%	28 17%	21 7%	20 11%	22 12%	138 16%	115 12%	183 16%	71 12%
Don't know	235 13%	29 17%	38 19%	17 14%	12 8%	10 8%	24 15%	26 15%	44 14%	18 11%	15 8%	103 12%	131 14%	167 14%	67 11%
Not Applicable	161 9%	10 6%	14 7%	8 7%	10 6%	6 4%	19 12%	27 16%	33 11%	6 4%	28 16%	66 8%	95 10%	114 10%	47 8%
NETS															
Net: No extent	620 35%	58 33%	83 42%	37 31%	53 33%	36 27%	38 23%	54 32%	127 41%	74 42%	61 34%	289 34%	331 35%	370 32%	250 41%
Net: To an extent	768 43%	79 45%	64 32%	58 48%	86 53%	79 60%	81 50%	64 38%	104 34%	76 44%	77 43%	384 46%	384 41%	522 44%	246 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	
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

	Total	COUNTRY										GENDER		AGE	
		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)	211 12%	6 4%	27 14%	18 15%	9 6%	12 9%	15 9%	12 7%	61 20%	28 16%	22 12%	108 13%	103 11%	117 10%	94 15%
Not very much (2)	269 15%	41 23%	30 15%	21 18%	23 14%	18 14%	11 7%	31 18%	43 14%	21 12%	30 17%	120 14%	149 16%	172 15%	97 16%
To some extent (3)	521 29%	53 30%	73 36%	36 30%	55 34%	46 35%	36 22%	37 22%	74 24%	59 34%	52 28%	248 29%	273 29%	340 29%	181 30%
To a great extent (4)	313 18%	26 15%	27 14%	22 18%	42 26%	30 23%	38 24%	27 16%	37 12%	34 20%	28 16%	174 21%	138 15%	217 18%	96 16%
Don't know	233 13%	31 17%	27 13%	11 9%	18 11%	15 11%	25 16%	21 12%	45 15%	29 17%	12 7%	104 12%	129 14%	170 14%	64 10%
Not Applicable	236 13%	19 11%	16 8%	12 10%	13 8%	10 8%	35 22%	42 25%	48 16%	3 2%	37 20%	88 10%	148 16%	158 14%	78 13%
NETS															
Net: No extent	480 27%	48 27%	57 29%	39 33%	32 20%	30 23%	26 16%	43 25%	104 34%	49 28%	53 29%	228 27%	252 27%	289 25%	192 31%
Net: To an extent	833 47%	79 45%	100 50%	58 48%	98 61%	76 58%	74 46%	64 38%	111 36%	94 54%	80 44%	422 50%	411 44%	556 47%	277 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

	Total	COUNTRY										GENDER		AGE	
		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 6%	14 8%	11 6%	6 5%	9 6%	5 3%	4 3%	6 3%	23 7%	10 6%	16 9%	53 6%	50 5%	64 5%	39 6%
Not very much (2)	156 9%	25 14%	13 7%	17 14%	7 4%	17 13%	9 6%	11 6%	20 7%	13 7%	23 13%	75 9%	80 9%	92 8%	64 11%
To some extent (3)	586 33%	73 41%	71 36%	42 35%	41 26%	47 36%	36 22%	61 36%	110 36%	51 29%	53 29%	277 33%	309 33%	372 32%	214 35%
To a great extent (4)	648 36%	39 22%	70 35%	36 30%	85 53%	47 36%	84 52%	51 30%	97 31%	78 45%	63 35%	306 36%	341 36%	431 37%	217 36%
Don't know	154 9%	17 10%	23 12%	12 10%	13 8%	7 5%	9 6%	18 11%	29 9%	17 10%	9 5%	77 9%	77 8%	112 10%	43 7%
Not Applicable	136 8%	10 6%	11 6%	8 7%	5 3%	8 6%	19 12%	23 13%	29 9%	5 3%	17 9%	53 6%	83 9%	103 9%	33 5%
NETS															
Net: No extent	259 15%	38 22%	25 12%	22 19%	16 10%	22 17%	13 8%	17 10%	43 14%	23 13%	39 22%	128 15%	131 14%	156 13%	103 17%
Net: To an extent	1234 69%	111 63%	141 70%	78 65%	126 78%	93 71%	119 74%	112 66%	207 67%	130 74%	116 64%	583 69%	651 69%	803 68%	431 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	
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)	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 29%	149 30%	100 20%	140 28%	245 49%	186 37%	161 32%	130 26%	130 22%	100 25%	104 21%	752 30%	692 27%	608 30%	837 28%
Social networks have hindered my career because they require too much time that could be better spent	826 16%	75 15%	102 20%	87 17%	77 15%	76 15%	63 13%	108 21%	87 14%	69 17%	81 16%	459 19%	366 14%	389 20%	436 14%
Don't know	820 16%	100 20%	81 16%	80 16%	33 7%	62 12%	61 12%	60 12%	152 25%	107 27%	82 16%	369 15%	450 18%	361 18%	459 15%
Not applicable	1934 38%	178 36%	218 44%	194 39%	144 29%	179 36%	215 43%	210 41%	235 39%	126 31%	235 47%	891 36%	1043 41%	638 32%	1296 43%

European Youth Survey - All markets

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

Base: All respondents

	EDUCATION					WORK STATUS			
	Total	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	537	276	460	146	703	501	96	145
	29%	24%	31%	32%	40%	30%	28%	44%	21%
Social networks have hindered my career because they require too much time that could be better spent	826	393	125	242	52	344	359	30	92
	16%	18%	14%	17%	14%	15%	20%	14%	14%
Don't know	820	422	121	213	37	323	349	28	120
	16%	19%	13%	15%	10%	14%	20%	13%	18%
Not applicable	1934	851	375	519	129	977	574	63	320
	38%	39%	42%	36%	35%	42%	32%	29%	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 28%	174 35%	81 16%	150 30%	216 43%	167 33%	177 35%	101 20%	119 20%	114 28%	93 19%	732 30%	659 26%	615 31%	776 26%
Social networks are unhelpful in shaping my career path because they present too many options	900 18%	96 19%	103 20%	144 29%	79 16%	93 18%	54 11%	73 14%	99 16%	51 13%	108 22%	512 21%	387 15%	368 18%	531 18%
Don't know	916 18%	97 19%	69 14%	62 12%	66 13%	75 15%	100 20%	89 18%	152 25%	112 28%	93 18%	413 17%	503 20%	395 20%	520 17%
Not applicable	1818 36%	135 27%	249 50%	144 29%	139 28%	169 34%	169 34%	244 48%	236 39%	125 31%	207 41%	815 33%	1003 39%	617 31%	1200 40%

European Youth Survey - All markets

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

Base: All respondents

	EDUCATION					WORK STATUS			
	Total	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	544	269	425	132	647	495	91	158
	28%	25%	30%	30%	36%	28%	28%	42%	23%
Social networks are unhelpful in shaping my career path because they present too many options	900	379	162	268	72	445	316	36	103
	18%	17%	18%	19%	20%	19%	18%	17%	15%
Don't know	916	431	144	255	47	384	378	28	126
	18%	20%	16%	18%	13%	16%	21%	13%	19%
Not applicable	1818	849	321	486	113	871	595	62	290
	36%	39%	36%	34%	31%	37%	33%	28%	43%

European Youth Survey - All markets

Q22_3. 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%
Professional social networks make it easier to find a job abroad	1903 38%	209 42%	146 29%	177 35%	284 57%	181 36%	207 41%	231 46%	152 25%	163 40%	154 31%	959 39%	944 37%	795 40%	1108 37%
Professional social networks don't give you a good enough opportunity to find a job abroad	739 15%	81 16%	87 17%	114 23%	87 17%	81 16%	80 16%	59 12%	45 7%	34 8%	73 15%	415 17%	323 13%	304 15%	435 14%
Don't know	1111 22%	111 22%	123 24%	88 18%	52 10%	101 20%	86 17%	128 25%	202 33%	124 31%	96 19%	507 20%	604 24%	467 23%	644 21%
Not applicable	1271 25%	101 20%	147 29%	122 24%	77 15%	141 28%	128 26%	89 18%	206 34%	82 20%	178 36%	591 24%	680 27%	430 22%	841 28%

European Youth Survey - All markets

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

Base: All respondents

	EDUCATION					WORK STATUS			
	Total	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

	EDUCATION					WORK STATUS			
	Total	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	590	312	512	163	793	558	88	168
	32%	27%	35%	36%	45%	34%	31%	41%	25%
Companies are still not using technology such as remote access and conference calls so that I can work abroad for my company	703	262	120	244	61	375	230	34	63
	14%	12%	13%	17%	17%	16%	13%	16%	9%
Don't know	990	525	167	222	47	373	416	37	165
	20%	24%	19%	15%	13%	16%	23%	17%	24%
Not applicable	1723	827	297	455	95	806	580	58	280
	34%	38%	33%	32%	26%	34%	33%	27%	41%

European Youth Survey - All markets

Q22_5. 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 can learn new skills and sector knowledge online that make me marketable to industries outside my own	2129 42%	200 40%	191 38%	199 40%	348 70%	218 43%	216 43%	239 47%	210 35%	125 31%	184 37%	1112 45%	1017 40%	849 43%	1279 42%
Online education is still not enough to provide credentials for me to move to a different sector	980 20%	117 23%	114 23%	132 26%	76 15%	109 22%	90 18%	111 22%	88 15%	61 15%	81 16%	524 21%	456 18%	396 20%	584 19%
Don't know	857 17%	95 19%	80 16%	72 14%	36 7%	64 13%	84 17%	67 13%	143 24%	140 35%	77 15%	368 15%	489 19%	378 19%	480 16%
Not applicable	1058 21%	89 18%	118 23%	98 20%	41 8%	113 22%	111 22%	91 18%	164 27%	76 19%	158 32%	468 19%	590 23%	372 19%	686 23%

European Youth Survey - All markets

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

Base: All respondents

	EDUCATION					WORK STATUS			
	Total	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	840	409	656	183	1021	729	115	264
	42%	38%	46%	46%	50%	44%	41%	53%	39%
Online education is still not enough to provide credentials for me to move to a different sector	980	411	165	305	82	462	373	31	114
	20%	19%	18%	21%	23%	20%	21%	14%	17%
Don't know	857	442	138	208	38	355	347	34	121
	17%	20%	15%	15%	11%	15%	19%	16%	18%
Not applicable	1058	511	184	265	60	509	334	37	179
	21%	23%	21%	18%	17%	22%	19%	17%	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

	EDUCATION					WORK STATUS			
	Total	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 32%	165 33%	119 24%	221 44%	201 40%	174 35%	199 40%	118 23%	144 24%	88 22%	162 32%	824 33%	766 30%	661 33%	929 31%
I mostly rely on networking offline to find new contacts	1626 32%	145 29%	195 39%	109 22%	167 33%	130 26%	163 32%	206 41%	228 38%	154 38%	129 26%	844 34%	782 31%	650 33%	976 32%
Don't know	791 16%	85 17%	76 15%	58 12%	43 9%	72 14%	55 11%	82 16%	128 21%	109 27%	83 17%	346 14%	444 17%	344 17%	446 15%
Not applicable	1017 20%	107 21%	112 22%	111 22%	89 18%	128 25%	85 17%	101 20%	105 17%	51 13%	128 25%	457 18%	559 22%	340 17%	677 22%

European Youth Survey - All markets

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

Base: All respondents

	EDUCATION					WORK STATUS			
	Total	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 31%	190 38%	95 19%	165 34%	215 43%	150 30%	213 42%	164 33%	124 21%	98 24%	139 28%	787 32%	766 30%	634 32%	919 31%
Twitter	467 9%	46 9%	28 6%	62 13%	132 27%	64 13%	28 6%	41 8%	6 1%	15 4%	45 9%	309 13%	158 6%	200 10%	267 9%
YouTube	461 9%	45 9%	33 7%	64 13%	94 19%	60 12%	63 13%	28 6%	10 2%	16 4%	48 10%	292 12%	169 7%	212 11%	248 8%
Tumblr, WordPress or other blog	271 5%	33 7%	25 5%	38 8%	43 9%	26 5%	28 6%	22 4%	21 4%	14 3%	21 4%	140 6%	131 5%	118 6%	153 5%
Instagram	265 5%	29 6%	18 4%	38 8%	41 8%	34 7%	19 4%	18 3%	25 4%	21 5%	24 5%	145 6%	120 5%	129 6%	136 5%
Google+	255 5%	18 4%	16 3%	43 9%	48 10%	32 6%	46 9%	16 3%	6 1%	5 1%	25 5%	153 6%	102 4%	98 5%	157 5%
LinkedIn	172 3%	29 6%	11 2%	19 4%	22 4%	34 7%	23 5%	2 *	8 1%	6 2%	18 4%	118 5%	54 2%	70 4%	102 3%
Pinterest	164 3%	16 3%	10 2%	28 6%	18 4%	30 6%	10 2%	9 2%	8 1%	11 3%	24 5%	84 3%	79 3%	65 3%	98 3%
Other	110 2%	6 1%	11 2%	10 2%	15 3%	10 2%	18 4%	17 3%	7 1%	6 1%	12 2%	55 2%	56 2%	60 3%	51 2%
None of these	2561 51%	203 40%	325 66%	207 42%	137 27%	245 49%	209 42%	283 56%	429 71%	259 64%	265 54%	1141 47%	1419 56%	951 48%	1609 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

	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	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 34%	157 31%	117 24%	172 35%	179 36%	217 43%	276 55%	125 25%	212 35%	81 20%	166 34%	806 33%	896 35%	692 35%	1010 34%
Twitter	348 7%	39 8%	16 3%	50 10%	77 16%	72 14%	24 5%	23 5%	7 1%	12 3%	28 6%	216 9%	132 5%	162 8%	186 6%
YouTube	336 7%	46 9%	24 5%	62 13%	43 9%	48 10%	45 9%	20 4%	10 2%	9 2%	29 6%	232 9%	104 4%	165 8%	172 6%
Google+	292 6%	30 6%	13 3%	42 9%	46 9%	20 4%	71 14%	23 4%	9 1%	10 2%	29 6%	161 7%	131 5%	130 7%	162 5%
Tumblr, WordPress or other blog	242 5%	36 7%	18 4%	33 7%	31 6%	32 6%	27 5%	13 3%	21 3%	9 2%	22 5%	130 5%	112 4%	113 6%	130 4%
Instagram	160 3%	15 3%	9 2%	23 5%	29 6%	27 5%	17 3%	9 2%	12 2%	7 2%	12 2%	105 4%	55 2%	74 4%	85 3%
LinkedIn	151 3%	14 3%	15 3%	25 5%	26 5%	29 6%	15 3%	2 *	5 1%	5 1%	17 3%	105 4%	46 2%	52 3%	100 3%
Pinterest	130 3%	20 4%	23 5%	17 4%	11 2%	18 4%	9 2%	2 *	4 1%	7 2%	19 4%	85 3%	45 2%	51 3%	78 3%
Other	95 2%	8 2%	8 2%	12 2%	7 1%	9 2%	22 4%	12 2%	5 1%	6 1%	8 2%	54 2%	42 2%	47 2%	49 2%
None of these	2473 50%	231 46%	302 61%	201 41%	201 40%	191 38%	156 31%	323 64%	347 58%	282 70%	239 48%	1151 47%	1322 52%	941 47%	1532 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

	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	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

	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	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

	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	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

	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	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

	Total						NETS			
		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

	Total	COUNTRY										GENDER		AGE	
		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 8%	12 5%	8 6%	27 11%	23 7%	24 11%	12 4%	14 9%	7 5%	18 17%	17 8%	95 8%	68 7%	90 10%	73 6%
Not very effective (2)	424 20%	39 16%	30 23%	56 23%	81 25%	35 15%	55 19%	42 26%	24 16%	19 17%	43 20%	251 22%	173 18%	187 21%	238 20%
Fairly effective (3)	929 44%	133 56%	62 47%	97 39%	142 43%	90 39%	128 44%	67 41%	65 44%	44 40%	101 46%	494 42%	436 46%	384 42%	545 46%
Very effective (4)	429 20%	44 18%	24 18%	59 24%	65 20%	69 30%	64 22%	13 8%	30 20%	15 14%	46 21%	242 21%	187 20%	179 20%	250 21%
Don't know	156 7%	11 4%	8 6%	8 3%	16 5%	11 5%	31 11%	25 16%	21 14%	13 11%	13 6%	80 7%	76 8%	69 8%	87 7%
NETS															
Net: Ineffective	587 28%	51 21%	38 29%	82 33%	104 32%	60 26%	66 23%	56 35%	32 21%	38 34%	61 28%	346 30%	241 26%	276 30%	311 26%
Net: Effective	1358 65%	177 74%	86 65%	156 64%	207 63%	159 69%	193 67%	79 49%	96 64%	60 54%	146 66%	736 63%	622 66%	563 62%	795 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

	Total	COUNTRY										GENDER		AGE	
		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 7%	11 4%	12 6%	27 10%	20 6%	18 8%	17 7%	13 8%	10 6%	15 9%	17 7%	103 8%	58 6%	83 9%	78 6%
Not very effective (2)	472 21%	58 22%	41 21%	49 19%	66 21%	40 17%	28 11%	49 31%	32 20%	53 31%	55 24%	269 22%	203 20%	200 21%	272 21%
Fairly effective (3)	1030 45%	149 55%	93 46%	106 41%	136 43%	110 47%	128 48%	62 39%	75 46%	57 34%	113 49%	551 44%	479 47%	436 45%	594 46%
Very effective (4)	396 17%	37 14%	35 17%	60 23%	80 25%	59 25%	46 17%	13 8%	26 16%	11 7%	28 12%	231 19%	165 16%	154 16%	242 19%
Don't know	209 9%	14 5%	20 10%	17 7%	14 4%	9 4%	44 17%	23 14%	19 12%	32 19%	17 7%	91 7%	118 12%	91 9%	118 9%
NETS															
Net: Ineffective	633 28%	69 25%	53 26%	75 29%	86 27%	58 25%	46 17%	63 39%	43 26%	69 41%	73 31%	372 30%	262 26%	283 29%	350 27%
Net: Effective	1426 63%	187 69%	128 64%	166 64%	217 68%	169 72%	174 66%	76 47%	101 62%	68 40%	141 61%	782 63%	644 63%	590 61%	836 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				
		Upper secondary or less	Vocational training	University degree	Postgraduate degree	Employees	Students	Entrepreneurs	Not working	
		Total								
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)

	Total	COUNTRY										GENDER		AGE	
		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 7%	17 6%	13 8%	25 11%	25 7%	16 6%	13 5%	17 11%	8 5%	10 8%	18 8%	102 9%	60 6%	85 9%	78 6%
Not very effective (2)	462 21%	70 25%	34 21%	46 21%	65 20%	61 23%	56 20%	36 22%	30 20%	29 23%	35 16%	254 22%	208 21%	227 24%	235 19%
Fairly effective (3)	977 45%	141 51%	82 51%	75 34%	149 45%	107 41%	130 46%	68 42%	68 45%	50 41%	106 50%	519 44%	457 45%	393 42%	583 47%
Very effective (4)	447 20%	39 14%	25 16%	67 30%	79 24%	70 27%	56 20%	15 9%	29 19%	21 17%	46 21%	240 20%	207 20%	172 18%	275 22%
Don't know	141 6%	10 4%	6 4%	9 4%	15 4%	8 3%	26 9%	25 16%	17 11%	15 12%	9 4%	63 5%	78 8%	61 7%	79 6%
NETS															
Net: Ineffective	624 29%	87 31%	47 29%	72 32%	90 27%	78 30%	69 25%	53 33%	38 25%	38 31%	52 25%	356 30%	268 27%	311 33%	313 25%
Net: Effective	1424 65%	179 65%	108 67%	143 64%	228 69%	177 67%	185 66%	83 51%	97 64%	71 57%	152 71%	760 64%	664 66%	565 60%	858 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)

	Total	EDUCATION				WORK STATUS			
		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 7%	64 7%	39 9%	43 7%	16 9%	75 7%	59 8%	14 12%	14 5%
Not very effective (2)	462 21%	185 21%	89 20%	138 22%	36 20%	201 19%	165 24%	31 25%	64 23%
Fairly effective (3)	977 45%	390 45%	198 44%	283 44%	83 46%	489 45%	320 46%	45 36%	123 44%
Very effective (4)	447 20%	156 18%	102 23%	138 22%	42 23%	265 24%	102 15%	25 20%	55 20%
Don't know	141 6%	79 9%	19 4%	35 5%	4 2%	52 5%	57 8%	9 7%	23 8%
NETS									
Net: Ineffective	624 29%	248 28%	128 29%	181 28%	52 28%	277 26%	224 32%	46 37%	78 28%
Net: Effective	1424 65%	547 63%	300 67%	421 66%	125 69%	753 70%	422 60%	70 56%	178 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