Objectives of the Survey Results report

I. CAMPAIGN ACTIVITY OVERVIEW

- A reminder of campaign objectives, scope, and activities

II. CAMPAIGN PERFORMANCE ANALYSIS

- Overview of key performance data sourced from the post-campaign survey with a focus on awareness, campaign recall, understanding, and empowerment (including opinion, perception, change (participation), and trust

III. SUMMARY & RECOMMENDATIONS

- Summary of key takeaways and recommendations
Section 1: Campaign overview
Introduction

A baseline survey was carried out between 24th of February and 31st of March 2023 with the purpose to ascertain baseline levels among five audience groups with very positive, positive, and neutral views of the EU in the 27 EU Member States.

In order to measure the DG EMPL campaign’s impact among the EYS (European Year of Skills) target audiences in a selection of 12 countries, focusing on the SKILLS topic.

The 1st interim survey took place on 19th December 2023 to 19th January 2024.
Main objective:
To measure the campaign’s impact among the EYS (European Year of Skills) target audiences in a selection of 12 countries, focusing on the SKILLS topic.

Target audiences:
- Professionals, focus on age group 18-40
- Jobseekers, focus on age group 18-50
- Employers in small or medium-sized businesses, focus on age group 25-60
- NEETs, focus on age group 18-35
Evaluation objectives

Countries:
- 2 of 5 tier 1 countries (high need): Romania, Spain
- 7 or 13 tier 2 countries (medium need): Croatia, Czechia, Germany, Hungary, Latvia, Poland, Slovakia
- 3 of 9 tier 3 countries (low need): Belgium, Denmark, Portugal

Fieldwork:
19\textsuperscript{th} December 2023 to 19\textsuperscript{th} January 2024
Key objectives:

- **Promote** effective and inclusive investment into training and upskilling.
- **Strengthen** skills relevance to match the identified gaps.
- Match people’s aspirations and skills sets with labor market opportunities.
- **Attract** people from third countries with the skills needed by the EU.

Duration:

- **Campaign paid launch early May 2023**
- **WAVE 1**
- **Paid push for EYS early June to August 2023**
- **WAVE 2**
- **Push for EYS early September to December 2023**
- **WAVE 3**

8 months
Key campaign activities & channels – reminder

Assets

- Campaign videos
- GIFs
- Statics (only for testing purposes, in a selection of 3 countries)

Channels

- TV
- YouTube
- Facebook
- OOH (Brussels)
- SEA
- Instagram
- Twitch
Section 2: Survey methodology
The survey dedicated to the SKILLS topic measured...

- **Campaign recall** – assesses the extent to which the survey participants are able to recall seeing/reading about/hearing about the campaign.

- **Awareness** – explores the extent to which survey respondents were aware that the EU is promoting actions to develop skills needed in the job market.

- **Perception** – understands survey respondents’ perceptions of the importance and benefits of what the EU does to promote skills.

- **Participation** – measures respondents’ intention to participate in upskilling and reskilling.

- **Relevance** – understands survey respondents’ perceptions of the relevance of what the EU does with regards to promoting skills.

- **Trust** – measures the trust in the EU as an actor of social change, in prompting employment and social situation, in improving lives, and to support respondents.
Proposed survey sample

Professionals

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>240</td>
</tr>
<tr>
<td>Latvia</td>
<td>225</td>
</tr>
<tr>
<td>Portugal</td>
<td>220</td>
</tr>
<tr>
<td>Croatia</td>
<td>200</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>190</td>
</tr>
<tr>
<td>Poland</td>
<td>170</td>
</tr>
<tr>
<td>Spain</td>
<td>155</td>
</tr>
<tr>
<td>Denmark</td>
<td>145</td>
</tr>
<tr>
<td>Romania</td>
<td>145</td>
</tr>
<tr>
<td>Slovakia</td>
<td>130</td>
</tr>
<tr>
<td>Belgium</td>
<td>125</td>
</tr>
<tr>
<td>Hungary</td>
<td>115</td>
</tr>
</tbody>
</table>

SME Employers

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>70</td>
</tr>
<tr>
<td>Poland</td>
<td>50</td>
</tr>
<tr>
<td>Croatia</td>
<td>40</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>35</td>
</tr>
<tr>
<td>Latvia</td>
<td>25</td>
</tr>
<tr>
<td>Portugal</td>
<td>20</td>
</tr>
<tr>
<td>Germany</td>
<td>15</td>
</tr>
<tr>
<td>Belgium</td>
<td>10</td>
</tr>
<tr>
<td>Hungary</td>
<td>10</td>
</tr>
<tr>
<td>Romania</td>
<td>5</td>
</tr>
<tr>
<td>Slovakia</td>
<td>5</td>
</tr>
<tr>
<td>Denmark</td>
<td>5</td>
</tr>
</tbody>
</table>

Jobseekers

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>170</td>
</tr>
<tr>
<td>Poland</td>
<td>165</td>
</tr>
<tr>
<td>Germany</td>
<td>130</td>
</tr>
<tr>
<td>Hungary</td>
<td>65</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>65</td>
</tr>
<tr>
<td>Slovakia</td>
<td>60</td>
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<tr>
<td>Croatia</td>
<td>50</td>
</tr>
<tr>
<td>Portugal</td>
<td>50</td>
</tr>
<tr>
<td>Latvia</td>
<td>45</td>
</tr>
<tr>
<td>Romania</td>
<td>40</td>
</tr>
<tr>
<td>Denmark</td>
<td>40</td>
</tr>
<tr>
<td>Belgium</td>
<td>35</td>
</tr>
</tbody>
</table>

Jobseekers

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>15</td>
</tr>
<tr>
<td>Germany</td>
<td>15</td>
</tr>
<tr>
<td>Hungary</td>
<td>10</td>
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<tr>
<td>Czech Republic</td>
<td>10</td>
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<tr>
<td>Croatia</td>
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<tr>
<td>Portugal</td>
<td>10</td>
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<tr>
<td>Romania</td>
<td>10</td>
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<tr>
<td>Denmark</td>
<td>10</td>
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<tr>
<td>Spain</td>
<td>5</td>
</tr>
<tr>
<td>Slovakia</td>
<td>5</td>
</tr>
<tr>
<td>Latvia</td>
<td>5</td>
</tr>
<tr>
<td>Belgium</td>
<td>5</td>
</tr>
</tbody>
</table>
As during the baseline survey, respondents with a negative or very negative image of the EU were disqualified from the survey.

As during the baseline, NEETs had a positive image of the EU than other interviewed groups, but we notice a slight increase of 4%. In general, the image of EU remained more or less the same (very slight increase in neutrality).
Methodology

• Throughout the survey analysis, we have divided respondents into two main groups – “Exposed” and “Not exposed”.

• **Exposed:** respondents who have heard/seen something about the campaign and were able to recall at least one asset.

• **Not exposed:** respondents who did not state the above.
## Exposed vs Not exposed

<table>
<thead>
<tr>
<th>Target group</th>
<th>Overall</th>
<th>Professionals</th>
<th>SME Employers</th>
<th>Jobseekers</th>
<th>NEETs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total count</td>
<td>3500</td>
<td>2140</td>
<td>279</td>
<td>960</td>
<td>121</td>
</tr>
<tr>
<td>Exposed to campaign count</td>
<td>678 (19%)</td>
<td>453 (21%)</td>
<td>77 (28%)</td>
<td>137 (14%)</td>
<td>11 (9%)</td>
</tr>
<tr>
<td>Not exposed to campaign count</td>
<td>2822 (81%)</td>
<td>1687 (79%)</td>
<td>202 (72%)</td>
<td>823 (86%)</td>
<td>110 (91%)</td>
</tr>
</tbody>
</table>
Section 3: Key findings
In general, we can conclude that the campaign has been a success on all KPI’s. People exposed to the campaign show greater awareness, understanding and trust regarding the initiatives regarding skills that the EU has undertaken.

This is true for all the identified target groups, even the difficult to reach target groups: NEETs & Job seekers were on a similar level than the Professionals and the SMEs.

As concluded in the baseline study, the most efficient channels seem to have been identified while communicating a relatable message.

Be aware that the exposed NEETs only have a sample size of 11, which is very low.
Section 4: Survey analysis
Section 4.1: Awareness

• We notice that exposure has an immediate impact on the awareness regarding the EU’s actions on skill development. Especially the NEETs showed a **substantial increase in awareness** at 73% while other target groups were around 53%. The unexposed followed the **trend of the baseline survey** with even a strong **decline** in awareness among the SMEs (27% vs 36%)

• Exposure directly correlates with a **higher awareness** of ones rights again with a substantial increase for the NEETs, the group who was shown to be the most vulnerable during the baseline survey.
### Section 4.1: Awareness

Are you aware of the following?:
The EU is promoting actions to develop skills needed in the job market

<table>
<thead>
<tr>
<th>Category</th>
<th>Exposed (N)</th>
<th>Not exposed (N)</th>
<th>Total (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>678</td>
<td>2822</td>
<td>9245</td>
</tr>
<tr>
<td>Professionals</td>
<td>453</td>
<td>1687</td>
<td>2140</td>
</tr>
<tr>
<td>SMEs</td>
<td>77</td>
<td>202</td>
<td>279</td>
</tr>
<tr>
<td>Jobseekers</td>
<td>137</td>
<td>202</td>
<td>339</td>
</tr>
<tr>
<td>NEETs</td>
<td>11</td>
<td>110</td>
<td>121</td>
</tr>
</tbody>
</table>

#### KPI (Awareness): % of people in the target audience reached by the campaign who know that the EU is taking action on training for new skills and improving existing ones

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I'm perfectly aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn't know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>26%</td>
<td>42%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Professional</td>
<td>26%</td>
<td>42%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>SME employer</td>
<td>26%</td>
<td>42%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Jobseekers</td>
<td>25%</td>
<td>41%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>NEETs</td>
<td>15%</td>
<td>36%</td>
<td>41%</td>
<td>49%</td>
</tr>
</tbody>
</table>
Section 4.1: Awareness

Awareness of rights

KPI: (awareness) % of people in the target audience reached by the campaign who know that the EU is taking action on training for new skills and improving existing ones

- Yes, I am aware that the EU does this
- I think I have heard about this before
- No, I was not aware that the EU did this
- Do not wish to respond

Professionals [In Europe, I have the right to develop my skills and talents by receiving training throughout my working life]: Exposed (N=453)
- Awareness: 60%
- Not aware: 36%
- Don't know: 4%

Professionals [In Europe, I have the right to develop my skills and talents by receiving training throughout my working life]: Not exposed (N=1687)
- Awareness: 32%
- Not aware: 41%
- Don't know: 26%

SME employers [In the EU, my employees have the right to (digital) training, improving my business' competitiveness]: Exposed (N=77)
- Awareness: 57%
- Not aware: 32%
- Don't know: 10%

SME employers [In the EU, my employees have the right to (digital) training, improving my business' competitiveness]: Not exposed (N=202)
- Awareness: 21%
- Not aware: 33%
- Don't know: 44%

Jobseekers [In Europe, I have the right to training and retraining to boost my chances of finding the job I want]: Exposed (N=137)
- Awareness: 61%
- Not aware: 37%

Jobseekers [In Europe, I have the right to training and retraining to boost my chances of finding the job I want]: Not exposed (N=202)
- Awareness: 34%
- Not aware: 36%

NEETs [In Europe, I have the right to training and retraining to boost my chances of finding the job I want]: Exposed (N=11)
- Awareness: 73%

NEETs [In Europe, I have the right to training and retraining to boost my chances of finding the job I want]: Not exposed (N=110)
- Awareness: 32%

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Awareness of rights is crucial for ensuring that individuals are informed about their rights to training and development. The KPI indicates the percentage of people in the target audience who are aware of the EU's efforts in this area. The data shows varying levels of awareness across different groups, with some areas showing a significant gap between awareness and non-awareness. This highlights the need for targeted campaigns to improve awareness among those who are less informed.
Awareness of European Year of Skills

• Among the exposed, 1 in 3 claim having heard about the European Year of Skill. Only 7% of the unexposed claim to know it. Again, exposure is key.

• Europass is well known in general and surprisingly, Erasmus+ is better known by the unexposed than the exposed (65% vs 57%)
Section 4.1: Awareness

Which of the following have you heard before?

- European Year of Skills
- Youth Guarantee
- Europass
- European Social Fund Plus (ESF+)
- NextGenerationEU
- Erasmus+
- ALMA
- European Globalisation Adjustment Fund (EGF)
- EURES
- EU Talent Pool
- Pact for Skills
- Digital Skills and Jobs Coalition
- European Alliance For Apprenticeships
- European Solidarity Corps
- European Job Days
- Centres of Vocational Excellence

KPI: (awareness) % of people in the target audience reached by the campaign who know about specific EU initiatives that contribute to training and/or improving existing skills
• **35% of the SMEs**, who, according to the baseline survey, already appeared to be well informed, remember seeing, hearing, or reading anything about the EU and skills in the last few months. They also had a better recall of the logo (26%), animation and videos (35% & 28%)

• Unfortunately, the **NEETs** had the **lowest recall** on EU and Skills (16%), the logo (14%), the animation (17%) and the videos (FJ: 18%, Eng: 25%, Des: 14%). But as we have seen in the previous results, they had a better recollection of what they heard/saw. The other target audiences **averaged** in between.
• The Twitch assets recall was rather low, ranging between 8% and 12%.

• When asked where the respondents remembered learning about the European Year of Skills and the Make it Work campaign, we notice that social media (Facebook (Ex: 47%; N–Ex: 23%), Instagram (Ex: 47%; N–Ex: 23%), YouTube (Ex: 56%; N–Ex: 34%) and its influencers (Ex: 37%; N–Ex: 39%) are the main sources of information for all target groups.
Section 4.2: Recall

Seeing, hearing, or reading anything about the EU and skills in the last few months

KPI: (recall) % of people who over the past months, have seen/heard or read anything about the rights to training opportunities provided by the EU

- Overall (N=3500): 27% Yes, I have | 33% No, I have not | 40% I am not certain
- Professional (N=2140): 29% Yes, I have | 32% No, I have not | 39% I am not certain
- SME employer (N=279): 35% Yes, I have | 29% No, I have not | 36% I am not certain
- Jobseekers (N=960): 21% Yes, I have | 37% No, I have not | 42% I am not certain
- NEETs (N=121): 16% Yes, I have | 40% No, I have not | 44% I am not certain
Section 4.2: Recall

Recall of logo and the animation

Do you recall seeing this logo before?

<table>
<thead>
<tr>
<th>Group</th>
<th>Yes, I have</th>
<th>I am not certain</th>
<th>No, I have not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=3500)</td>
<td>19%</td>
<td>26%</td>
<td>55%</td>
</tr>
<tr>
<td>Professional (N=2140)</td>
<td>21%</td>
<td>26%</td>
<td>53%</td>
</tr>
<tr>
<td>SME employer (N=279)</td>
<td>26%</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Jobseekers (N=960)</td>
<td>14%</td>
<td>25%</td>
<td>61%</td>
</tr>
<tr>
<td>NEETs (N=121)</td>
<td>14%</td>
<td>23%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Do you recall seeing this animation/social media post before?

<table>
<thead>
<tr>
<th>Group</th>
<th>Yes, I have</th>
<th>I am not certain</th>
<th>No, I have not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=3500)</td>
<td>19%</td>
<td>68%</td>
<td>13%</td>
</tr>
<tr>
<td>Professional (N=2140)</td>
<td>22%</td>
<td>66%</td>
<td>12%</td>
</tr>
<tr>
<td>SME employer (N=279)</td>
<td>23%</td>
<td>65%</td>
<td>13%</td>
</tr>
<tr>
<td>Jobseekers (N=960)</td>
<td>12%</td>
<td>74%</td>
<td>14%</td>
</tr>
<tr>
<td>NEETs (N=121)</td>
<td>17%</td>
<td>70%</td>
<td>12%</td>
</tr>
</tbody>
</table>

KPI: (recall) % of people in the target audience recalling at least one of the European Year of Skills elements (logo, hashtag, video(s), GIF(s) etc.)
Section 4.2: Recall

Recall of videos

KPI: (recall) % of people in the target audience recalling at least one of the European Year of Skills elements (logo, hashtag, video(s), GIF(s) etc.)
Section 4.2: Recall

Recall of Twitch assets (N=52)

Asset 1: Andy
Asset 2: Ana
Asset 3: Oliver

Yes, I have | I am not certain | No, I have not
--- | --- | ---
13% | 69% | 17%
8% | 83% | 10%
12% | 75% | 13%
Where did you learn about the European Year of Skills and the Make it Work campaign?

**Overall: Exposed (N=678)**
- Facebook: 61%
- Instagram: 47%
- YouTube: 56%
- Twitch: 13%
- TikTok: 29%
- Campaign website: 21%
- TV: 18%
- Newspaper / Magazine: 37%
- Via an authority: 16%

**Overall: Not exposed (N=772)**
- Facebook: 39%
- Instagram: 23%
- YouTube: 34%
- Twitch: 39%
- TikTok: 13%
- Campaign website: 11%
- TV: 13%
- Newspaper / Magazine: 39%
- Via an authority: 39%

**Professional: Exposed (N=453)**
- Facebook: 63%
- Instagram: 49%
- YouTube: 58%
- Twitch: 14%
- TikTok: 29%
- Campaign website: 21%
- TV: 20%
- Newspaper / Magazine: 36%
- Via an authority: 17%
- At an event: 11%

**Professional: Not exposed (N=478)**
- Facebook: 39%
- Instagram: 23%
- YouTube: 36%
- Twitch: 37%
- TikTok: 14%
- Campaign website: 11%
- TV: 13%
- Newspaper / Magazine: 34%
- Via an authority: 27%

**SME employer: Exposed (N=77)**
- Facebook: 51%
- Instagram: 44%
- YouTube: 47%
- Twitch: 27%
- TikTok: 25%
- Campaign website: 22%
- TV: 48%
- Newspaper / Magazine: 18%
- Via an authority: 12%
- Via an influencer: 13%

**SME employer: Not exposed (N=46)**
- Facebook: 57%
- Instagram: 17%
- YouTube: 35%
- Twitch: 13%
- TikTok: 37%
- Campaign website: 15%
- TV: 11%
- Newspaper / Magazine: 14%
- Via an authority: 29%
- Via an influencer: 21%

**Jobseekers: Exposed (N=137)**
- Facebook: 57%
- Instagram: 41%
- YouTube: 58%
- Twitch: 28%
- TikTok: 17%
- Campaign website: 13%
- TV: 34%
- Newspaper / Magazine: 12%
- Via an authority: 37%
- Via an influencer: 9%

**Jobseekers: Not exposed (N=223)**
- Facebook: 36%
- Instagram: 22%
- YouTube: 30%
- Twitch: 13%
- TikTok: 40%
- Campaign website: 15%
- TV: 15%
- Newspaper / Magazine: 20%
- Via an authority: 13%
- Via an influencer: 17%

**NEETs: Exposed (N=11)**
- Facebook: 91%
- Instagram: 45%
- YouTube: 36%
- Twitch: 36%
- TikTok: 9%
- Campaign website: 18%
- TV: 9%

**NEETs: Not exposed (N=25)**
- Facebook: 48%
- Instagram: 20%
- YouTube: 44%
- Twitch: 12%
- TikTok: 64%
- Campaign website: 9%
- TV: 9%
- Newspaper / Magazine: 13%
- Via an authority: 15%
- Via an influencer: 12%
- At an event: 11%
- Via a support organisation: 10%
- Other (please specify): 10%
- I do not remember: 9%

Section 4.2: Recall
Section 4.3: Understanding

• All target audiences majorly agree that the message of the campaign is clear. For the animation: 2/3 of the respondents understood the message.

• For the videos, we notice a slight difference in understanding. First Jobber succeeded better in communicating its message (74% (strongly) agree) in comparison with the Engineer (60% (strongly) agree) and the Designer video (67% (strongly) agree)). This trend was true for all target audiences.
Section 4.3: Understanding

• There is also a discrepancy between the Twitch assets with Asset 3: Oliver, the ice cream taster (69% (strongly) agree) as being the clearest (Asset 1: Andy, the golf ball diver: 52%; Asset 2: Anna, the drone operator: 52%).

• Whether respondents thought the message was authentic, highly correlates with the clarity of the message. The higher the clarity, the bigger the chance of someone finding the message authentic.
Section 4.3: Understanding

Understanding: animation (GIFS)

KPI: (understanding) % of people in the target audience reached by the campaign who agree with the following statements: the message is clear, the message is authentic

The message is clear

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=3500)</td>
<td>16%</td>
<td>50%</td>
<td>22%</td>
<td>9%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Professional (N=2140)</td>
<td>17%</td>
<td>50%</td>
<td>22%</td>
<td>9%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>SME employer (N=279)</td>
<td>13%</td>
<td>53%</td>
<td>21%</td>
<td>8%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Jobseekers (N=960)</td>
<td>15%</td>
<td>50%</td>
<td>23%</td>
<td>8%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>NEETs (N=121)</td>
<td>12%</td>
<td>53%</td>
<td>22%</td>
<td>10%</td>
<td>10%</td>
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The message is authentic

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<tr>
<th></th>
<th>Strongly agree</th>
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<tr>
<td>Professional (N=2140)</td>
<td>12%</td>
<td>44%</td>
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<tr>
<td>SME employer (N=279)</td>
<td>13%</td>
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<td>Jobseekers (N=960)</td>
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<tr>
<td>NEETs (N=121)</td>
<td>7%</td>
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<td>35%</td>
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</tbody>
</table>
Section 4.3: Understanding

Understanding: video (First Jobber)

The message is clear

- Overall (N=3221): 24% Strongly agree, 50% Agree, 18% Neither agree nor disagree, 7% Disagree, 7% Strongly disagree, 3% Do not know
- Professional (N=2140): 24% Strongly agree, 49% Agree, 18% Neither agree nor disagree, 7% Disagree, 7% Strongly disagree, 3% Do not know
- Jobseekers (N=960): 24% Strongly agree, 51% Agree, 16% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 4% Do not know
- NEETs (N=121): 20% Strongly agree, 45% Agree, 14% Neither agree nor disagree, 14% Disagree, 3% Strongly disagree, 3% Do not know

The message is authentic

- Overall (N=3221): 19% Strongly agree, 47% Agree, 24% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 6% Do not know
- Professional (N=2140): 19% Strongly agree, 49% Agree, 22% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 4% Do not know
- Jobseekers (N=960): 20% Strongly agree, 43% Agree, 25% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 4% Do not know
- NEETs (N=121): 15% Strongly agree, 37% Agree, 31% Neither agree nor disagree, 6% Disagree, 5% Strongly disagree, 6% Do not know

KPI: (understanding) % of people in the target audience reached by the campaign who agree with the following statements: the message is clear, the message is authentic.
Section 4.3: Understanding

Understanding: video (Engineer)

The message is clear

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<tr>
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<tr>
<td>SME employer (N=279)</td>
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<tr>
<td>Jobseekers (N=960)</td>
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The message is authentic

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<tr>
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KPI: (understanding) % of people in the target audience reached by the campaign who agree with the following statements: the message is clear, the message is authentic
Section 4.3: Understanding

Understanding: video (Designer)

The message is clear

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The message is authentic

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KPI: (understanding) % of people in the target audience reached by the campaign who agree with the following statements: the message is clear, the message is authentic
Section 4.3: Understanding

Understanding: Twitch Assets (N=52)

KPI: (understanding) % of people in the target audience reached by the campaign who agree with the following statements: the message is clear, the message is authentic

The message is clear

Twitch asset 1
- Strongly agree: 19%
- Agree: 29%
- Neither agree nor disagree: 23%
- Disagree: 19%
- Strongly disagree: 10%
- Do not know: 10%

Twitch asset 2
- Strongly agree: 17%
- Agree: 35%
- Neither agree nor disagree: 31%
- Disagree: 12%
- Strongly disagree: 4%
- Do not know: 16%

Twitch asset 3
- Strongly agree: 25%
- Agree: 48%
- Neither agree nor disagree: 17%
- Disagree: 10%
- Strongly disagree: 10%
- Do not know: 4%

The message is authentic

Twitch asset 1
- Strongly agree: 17%
- Agree: 35%
- Neither agree nor disagree: 25%
- Disagree: 15%
- Strongly disagree: 6%
- Do not know: 10%

Twitch asset 2
- Strongly agree: 15%
- Agree: 37%
- Neither agree nor disagree: 29%
- Disagree: 10%
- Strongly disagree: 8%
- Do not know: 8%

Twitch asset 3
- Strongly agree: 25%
- Agree: 44%
- Neither agree nor disagree: 23%
- Disagree: 4%
- Strongly disagree: 4%
- Do not know: 4%
Section 4.4: Empowerment (Opinion)

- Each target audience was asked their opinion on different statements regarding ‘skills’ and the European Union.

- Again, we notice (this will be through throughout the research) that being exposed to the campaign significantly increases the level in which the respondents agree. This is particularly positive seeing that in the baseline research ‘Skills’ had been evaluated as less important for them than other of the tested themes (work, family, equality, income).
• The professionals who were exposed to the campaign more or less agreed equally with all statements proposed (between 79% and 76%), while those who weren’t exposed didn’t agree as strongly or were more indifferent.

• The respondents that weren’t exposed agreed the least with ‘The EU helps me assess my skills and promote my competencies, allowing me to better manage my career’ (15% (strongly) disagreed), whereas ‘The training-related actions promoted by the EU allow to develop my skills and talent.’ and ‘In Europe, at least 60% of all adults should participate in training every year, allowing European citizens to update their skills and build rewarding careers’ 10% (strongly) disagreed.
Section 4.4: Empowerment (Opinion): Professionals

Opinions on EU’s actions on skills: Professionals

- In Europe, at least 60% of all adults should participate in training every year, allowing European citizens to update their skills and build rewarding careers.
- The EU supports courses that can sharpen my skills and boost my qualifications, allowing me to progress in or move into a better job.

KPI: (Opinion)
- In Europe, at least 60% of all adults should participate in training every year, allowing European citizens to update their skills and build rewarding careers.
- The EU supports courses that can sharpen my skills and boost my qualifications, allowing me to progress in or move into a better job.
The SMEs follow the same trend as the Job seekers, except for ‘The policies enhance workers’ innovative skills increasing my business’ competitiveness and innovation potential’ where, surprisingly, the not-exposed respondents agreed slightly more than the exposed group (77% & 76%).

It seems that SMEs in general, exposed or not, understand that the EU policies do increase innovation and competition potential.

Digital innovation, decreasing job shortage and the stimulating cooperation between public and private organization, on the other hand, only seems realistic after seeing the campaign.
Opinions on EU’s actions on skills: SME employers

The skill-related actions promoted by the EU allow my business to stay competitive in the growing digital economy (N=598)

Baseline survey

KPI (opinion) The EU invests to address skills shortage in my sector, allowing me to hire the right people and expand my business
Section 4.4: Empowerment (Opinion): Job seekers

- Job seekers **tend to agree more with the statements overall than other target groups**, specifically when it comes to the not-exposed. A majority agreed with every statement (lowest agreement rate was 56%) showing an overall trust in the EU when it comes to their skills and employment policy.

- Once we get into more concrete actions like ensuring access to jobs and trainings, the **positive reaction is stronger**.
Section 4.4: Empowerment (Opinion): Job seekers

Opinions on EU’s actions on skills: Jobseekers

The skill-related (e.g., training and retraining) actions promoted by the EU boost my chances of finding a job that fits me.

Baseline survey

- **Exposed (N=137)**: 41% Strongly agree, 38% Agree, 13% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 0% Don't know, 0% Not applicable
- **Not exposed (N=823)**: 22% Strongly agree, 41% Agree, 23% Neither agree nor disagree, 6% Disagree, 6% Strongly disagree, 0% Don't know, 0% Not applicable

KPI (opinion):
- The EU co-finances digital training, allowing me to be confident in the digital world and access all digital services.
- The EU funds programs that equip me with skills sought by employers, allowing me to quickly find a decent job.
Compared to the baseline surveys, the respondents are more in agreement that the EU is taking skill-related actions to boost chances to find a job. Being exposed to the campaign heightens the perception but a large part of the increase happened organically.

(BL: 43% (strongly) agree; N-Ex: 54%; Ex: 63%)
Opinions on EU’s actions on skills: NEETs

The skill-related (e.g., training and retraining) actions promoted by the EU boost my chances of finding a job that fits me

Baseline survey

The skill-related (e.g., training and retraining) actions promoted by the EU boost my chances to find a job to fits me (N=242)

KPI (opinion) The EU ensures I get the offer of work, education, or training, allowing me to gain skills to enter the labour market
Empowerment (Opinion)

- The campaign does **increase** the understanding of the EU initiative on skill (87% (strongly) agrees vs 53%). This is true for all target audiences.

- Seeing the campaign gives a **better understanding of the impact the EYS** has on their daily life (72% (strongly) agrees vs 35%) and the benefits it brings them (79% (strongly) agrees vs 52%).
### Opinion on better understanding of the EU initiative on skills as a result of the campaign (Q32.1)

<table>
<thead>
<tr>
<th>Segment</th>
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<th>Agree</th>
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<th>Disagree</th>
<th>Strongly disagree</th>
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<td>57%</td>
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<tr>
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<td>45%</td>
<td>28%</td>
<td>15%</td>
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<tr>
<td>Professionals : Exposed (N=453)</td>
<td>26%</td>
<td>61%</td>
<td>9%</td>
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<tr>
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<td>45%</td>
<td>28%</td>
<td>16%</td>
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<tr>
<td>SMEs : Exposed (N=77)</td>
<td>26%</td>
<td>58%</td>
<td>9%</td>
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<tr>
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<td>45%</td>
<td>26%</td>
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<tr>
<td>Jobseekers : Exposed (N=137)</td>
<td>43%</td>
<td>42%</td>
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<td>10%</td>
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<tr>
<td>Jobseekers : Not exposed (N=823)</td>
<td>10%</td>
<td>44%</td>
<td>28%</td>
<td>12%</td>
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<tr>
<td>NEETs : Exposed (N=11)</td>
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<td>45%</td>
<td>9%</td>
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<tr>
<td>NEETs : Not exposed (N=110)</td>
<td>6%</td>
<td>44%</td>
<td>25%</td>
<td>16%</td>
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</table>

KPI (opinion) Thanks for the campaign, the website, and supporting stakeholder organizations I better understand how I can get access to one or more of the EU initiatives on skills.
Opinion on the European Year of Skills having an impact on daily life

Section 4.4: Empowerment (Opinion)

KPI: (opinion) The European Year of Skills has an impact on my daily life

Overall: Exposed (N=678)
- Strongly agree: 30%
- Agree: 42%
- Neither agree nor disagree: 21%
- Disagree: 7%
- Strongly disagree: 6%
- Do not know: 0%

Overall: Not exposed (N=2822)
- Strongly agree: 7%
- Agree: 28%
- Neither agree nor disagree: 36%
- Disagree: 20%
- Strongly disagree: 6%
- Do not know: 4%

Professionals: Exposed (N=453)
- Strongly agree: 31%
- Agree: 42%
- Neither agree nor disagree: 20%
- Disagree: 7%
- Strongly disagree: 5%
- Do not know: 0%

Professionals: Not exposed (N=1687)
- Strongly agree: 7%
- Agree: 30%
- Neither agree nor disagree: 34%
- Disagree: 20%
- Strongly disagree: 6%
- Do not know: 4%

SMEs: Exposed (N=77)
- Strongly agree: 27%
- Agree: 51%
- Neither agree nor disagree: 16%
- Disagree: 5%
- Strongly disagree: 3%
- Do not know: 0%

SMEs: Not exposed (N=202)
- Strongly agree: 7%
- Agree: 26%
- Neither agree nor disagree: 41%
- Disagree: 14%
- Strongly disagree: 8%
- Do not know: 3%

Jobseekers: Exposed (N=137)
- Strongly agree: 28%
- Agree: 42%
- Neither agree nor disagree: 20%
- Disagree: 9%
- Strongly disagree: 0%
- Do not know: 0%

Jobseekers: Not exposed (N=823)
- Strongly agree: 8%
- Agree: 25%
- Neither agree nor disagree: 36%
- Disagree: 20%
- Strongly disagree: 5%
- Do not know: 6%

NEETs: Exposed (N=11)
- Strongly agree: 45%
- Agree: 18%
- Neither agree nor disagree: 36%
- Disagree: 0%
- Strongly disagree: 0%
- Do not know: 0%

NEETs: Not exposed (N=110)
- Strongly agree: 3%
- Agree: 25%
- Neither agree nor disagree: 32%
- Disagree: 26%
- Strongly disagree: 10%
- Do not know: 4%
Section 4.4: Empowerment (Opinion)

Opinion on whether the European Year of Skills works in the interests of respondents

KPI: (opinion) The European Year of Skills works in my interest

Overall : Exposed (N=678)
- Strongly agree: 33%
- Agree: 46%
- Neither agree nor disagree: 16%
- Disagree: 4%

Overall : Not exposed (N=2822)
- Strongly agree: 11%
- Agree: 41%
- Neither agree nor disagree: 31%
- Disagree: 10%
- Strongly disagree: 3%

Professionals : Exposed (N=453)
- Strongly agree: 32%
- Agree: 46%
- Neither agree nor disagree: 17%
- Disagree: 4%

Professionals : Not exposed (N=1687)
- Strongly agree: 11%
- Agree: 42%
- Neither agree nor disagree: 30%
- Disagree: 10%
- Strongly disagree: 3%

SMEs : Exposed (N=77)
- Strongly agree: 31%
- Agree: 57%
- Neither agree nor disagree: 9%
- Disagree: 12%

SMEs : Not exposed (N=202)
- Strongly agree: 7%
- Agree: 37%
- Neither agree nor disagree: 38%
- Disagree: 9%
- Strongly disagree: 5%

Jobseekers : Exposed (N=137)
- Strongly agree: 37%
- Agree: 43%
- Neither agree nor disagree: 11%
- Disagree: 8%

Jobseekers : Not exposed (N=823)
- Strongly agree: 10%
- Agree: 41%
- Neither agree nor disagree: 30%
- Disagree: 11%
- Strongly disagree: 3%

NEETs : Exposed (N=11)
- Strongly agree: 45%
- Agree: 27%
- Neither agree nor disagree: 27%
- Disagree: 3%

NEETs : Not exposed (N=110)
- Strongly agree: 5%
- Agree: 33%
- Neither agree nor disagree: 35%
- Disagree: 13%
- Strongly disagree: 5%
- Do not know: 10%
Section 4.5: Empowerment (Perception)

- Based on the results, we can conclude that even though a large majority have positive attitude towards the EU supporting their country in improving jobs, skills, and training opportunities (N–Ex: results for the target groups range between 65 and 68%), but people who have seen the campaign agree in higher numbers and more strongly (Ex: between 85 to 90%).
Section 4.5: Empowerment (Perception)

Opinion on whether respondents have a positive attitude towards the EU supporting their country in improving jobs, skills, and training opportunities

KPI (perception): % of people in target audience who have a positive attitude towards the EU supporting their countries in improving jobs, skills and training opportunities after having seen the campaign.
• There is an overall interest among the respondents to find out more about the relevant opportunities to improve their skills (again slightly higher among people exposed by the campaign).

• Specifically, there is a curiosity among the exposed respondents towards the Europass (44%), Youth guarantee (43%), Erasmus+ (35%) and the EFS+ (34%), while not-exposed respondents where more interest in finding out about the European Job days (35%)
Agreement with the statement: “I want to find out more about the relevant opportunities to improve my skills”

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<tr>
<td>NEETs</td>
<td>110</td>
<td>12%</td>
<td>41%</td>
<td>32%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

KPI (change (participation)): % of people in the target audience reached by the campaign willing to find out more about the EU initiatives that contribute to training and improving existing skills
Willingness to find out more about specific EU initiatives

- **Youth Guarantee**: 24% exposed vs 2% not exposed
- **Europass**: 23% exposed vs 2% not exposed
- **European Social Fund Plus (ESF+)**: 21% exposed vs 2% not exposed
- **NextGenerationEU**: 18% exposed vs 2% not exposed
- **Erasmus+**: 19% exposed vs 2% not exposed
- **ALMA**: 18% exposed vs 2% not exposed
- **European Globalization Adjustment Fund (EGF)**: 15% exposed vs 2% not exposed
- **EURES**: 9% exposed vs 2% not exposed
- **EU Talent Pool**: 18% exposed vs 2% not exposed
- **Pact for Skills**: 17% exposed vs 2% not exposed
- **Digital Skills and Jobs Coalition**: 18% exposed vs 2% not exposed
- **European Alliance for Apprenticeships**: 14% exposed vs 2% not exposed
- **European Solidarity Corps**: 14% exposed vs 2% not exposed
- **European Job Days**: 21% exposed vs 2% not exposed
- **Centres of Vocational Excellence**: 18% exposed vs 2% not exposed
- **None of these**: 13% exposed vs 2% not exposed

KPI (change (participation)): % of people in the target audience reached by the campaign willing to find out more about specific EU initiatives that contribute to training and improving existing skills.

Section 4.6: Empowerment (Change (Participation))
When asked whether the respondents are willing to participate in initiatives for training and/or skill improvement within the next six months, we fall back into the same patterns as we’ve seen throughout the research: of the not-exposed, NEETs are barely interested (10% is interested) while on top we find professionals and SME’s at double the percentage.

For the respondents exposed to the campaign we see the same ranking, but they show a lot more enthusiasm (NEETs: 45%; Professionals & SMEs: 66%).

If intent translates into action for those exposed, the number will align with the EU objectives of at least 60% of all adults participating in a training every year (64%).
### Past participation or willingness to participate in EU initiatives for training and/or skill improvement within the next six months

**Overall : Exposed (N=678)**
- Yes: 64%
- No: 20%
- Don't know: 16%

**Overall : Not exposed (N=2822)**
- Yes: 19%
- No: 47%
- Don't know: 35%

**Professionals : Exposed (N=453)**
- Yes: 66%
- No: 19%
- Don't know: 14%

**Professionals : Not exposed (N=1687)**
- Yes: 20%
- No: 48%
- Don't know: 32%

**SMEs : Exposed (N=77)**
- Yes: 66%
- No: 14%
- Don't know: 19%

**SMEs : Not exposed (N=202)**
- Yes: 20%
- No: 49%
- Don't know: 31%

**Jobseekers : Exposed (N=137)**
- Yes: 57%
- No: 25%
- Don't know: 18%

**Jobseekers : Not exposed (N=823)**
- Yes: 17%
- No: 43%
- Don't know: 40%

**NEETs : Exposed (N=11)**
- Yes: 45%
- No: 27%
- Don't know: 27%

**NEETs : Not exposed (N=110)**
- Yes: 10%
- No: 55%
- Don't know: 35%

---

**KPI (Change (participation))**: % of people in the target audience reached by the campaign who intend to take part in EU initiatives for training and/or improving their skills in the next 6 months after having seen the campaign.
Section 4.7: Empowerment (Trust)

• The campaign also succeeded in increasing the overall trust in the EU as an actor of social change among the target audience, more specifically on supporting them, improving their lives, contributing to training and skill improvement. Especially among the NEETS we notice a substantial increase in trust (33% vs 81%).

• Surprisingly, exposed were slightly less convinced about the EU taking action on the social employment situation than the not exposed. Still, there is increase in trust unrelated to the campaign when we compare the results with the baseline survey.
Section 4.7: Empowerment (Trust)

Trust in the EU as an actor of social change

Overall: Exposed (N=678) - 25% Trust completely, 53% Trust a lot, 19% Mostly do not trust, 19% Do not trust at all, 5% Do not know
Overall: Not exposed (N=2822) - 5% Trust completely, 45% Trust a lot, 19% Mostly do not trust, 35% Do not trust at all, 3% Do not know
Professionals: Exposed (N=453) - 27% Trust completely, 51% Trust a lot, 19% Mostly do not trust, 9% Do not trust at all, 3% Do not know
Professionals: Not exposed (N=202) - 5% Trust completely, 45% Trust a lot, 19% Mostly do not trust, 36% Do not trust at all, 3% Do not know
SMEs: Exposed (N=77) - 19% Trust completely, 60% Trust a lot, 19% Mostly do not trust, 19% Do not trust at all, 3% Do not know
SMEs: Not exposed (N=202) - 4% Trust completely, 40% Trust a lot, 10% Mostly do not trust, 35% Do not trust at all, 3% Do not know
Jobseekers: Exposed (N=137) - 6% Trust completely, 57% Trust a lot, 44% Mostly do not trust, 21% Do not trust at all, 8% Do not know
Jobseekers: Not exposed (N=110) - 6% Trust completely, 32% Trust a lot, 45% Mostly do not trust, 7% Do not trust at all, 8% Do not know
NEETs: Exposed (N=11) - 3% Trust completely, 45% Trust a lot, 9% Mostly do not trust, 9% Do not trust at all, 9% Do not know
NEETs: Not exposed (N=110) - 3% Trust completely, 30% Trust a lot, 46% Mostly do not trust, 11% Do not trust at all, 8% Do not know

Baseline survey

Overall (N=9245) - 7% Trust completely, 38% Trust a lot, 43% Mostly do not trust, 7% Do not trust at all, 3% Do not know
Professional (N=3108) - 7% Trust completely, 39% Trust a lot, 42% Mostly do not trust, 7% Do not trust at all, 3% Do not know
SME employer (N=598) - 8% Trust completely, 39% Trust a lot, 42% Mostly do not trust, 7% Do not trust at all, 3% Do not know
Jobseekers (N=2179) - 6% Trust completely, 37% Trust a lot, 44% Mostly do not trust, 7% Do not trust at all, 5% Do not know
NEETs (N=242) - 6% Trust completely, 24% Trust a lot, 39% Mostly do not trust, 24% Do not trust at all, 5% Do not know

KPI: (trust) % of people in the target audience reached by the campaign who tend to trust the EU contributes to training and/or improving existing skills through its initiative.
Section 4.7: Empowerment (Trust)

Trust in the EU in the context of skills

<table>
<thead>
<tr>
<th>Statement</th>
<th>Exposed (N=678)</th>
<th>Not exposed (N=2822)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I trust that the EU supports me</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>I trust the EU’s actions to improve my life</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>I trust that the EU is taking actions to improve the social and employment situation of those in the EU</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>I trust that the EU contributes to training and/or improving existing skills through its initiatives</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Baseline survey

- I trust that the EU supports me: 10% strongly agree, 43% agree, 32% neither agree nor disagree, 10% disagree, 3% strongly disagree, 6% don't know.
- I trust the EU’s actions to improve my life: 12% strongly agree, 46% agree, 28% neither agree nor disagree, 9% disagree, 7% strongly disagree, 4% don't know.
- I trust that the EU is taking actions to improve the social and employment situation of those in the EU: 13% strongly agree, 50% agree, 26% neither agree nor disagree, 7% disagree, 6% strongly disagree, 4% don't know.

KPI: (trust) % of people in the target audience reached by the campaign who tend to trust the EU contributes to training and/or improving existing skills through its initiatives.
Clarifying questions: SME employers and student jobseekers

Does your business have less than 250 employees?

- This question only asked to business owners.
- 100% answered yes qualified as SME employers.

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

You said you are a student. Which of the following applies to you?

- This question only asked to students.
- Those students with a job may qualify as working parents of young children depending on answers to other questions
- Jobseekers
- Those students without a job and not looking for one were disqualified

<table>
<thead>
<tr>
<th>I have a job (full or part time) in addition to my studies</th>
<th>I do not have a job in addition to my studies, but I am looking for one</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Are you aware that the EU is promoting actions to improve your social situation?

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I'm perfectly aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn't know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>59%</td>
<td>37%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
<td>24%</td>
<td>48%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>58%</td>
<td>39%</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>Professional: Not exposed (N=1687)</td>
<td>51%</td>
<td>24%</td>
<td>34%</td>
<td>2%</td>
</tr>
<tr>
<td>SME employer: Exposed (N=77)</td>
<td>65%</td>
<td>34%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>SME employer: Not exposed (N=202)</td>
<td>48%</td>
<td>32%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Jobseekers: Exposed (N=137)</td>
<td>59%</td>
<td>34%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>Jobseekers: Not exposed (N=823)</td>
<td>45%</td>
<td>32%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>NEETs: Exposed (N=11)</td>
<td>45%</td>
<td>45%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>44%</td>
<td>34%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Baseline survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I'm perfectly aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn't know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>26%</td>
<td>46%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>26%</td>
<td>48%</td>
<td>26%</td>
<td>4%</td>
</tr>
<tr>
<td>SME employer (N=598)</td>
<td>38%</td>
<td>42%</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>24%</td>
<td>46%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>19%</td>
<td>46%</td>
<td>29%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Are you aware that the EU is promoting actions to improve your employment situation?

<table>
<thead>
<tr>
<th>Group</th>
<th>Exposed (%)</th>
<th>Not exposed (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>56%</td>
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</tr>
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<tr>
<td>SME employer: Exposed (N=77)</td>
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</tr>
<tr>
<td>NEETs: Exposed (N=11)</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>22%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Are you aware of the following?: The EU is promoting actions to improve your working conditions

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I am aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn't know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>53%</td>
<td>40%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
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<td>44%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>53%</td>
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<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Professional: Not exposed (N=1687)</td>
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<td>46%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>SME employer: Exposed (N=77)</td>
<td>52%</td>
<td>44%</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>SME employer: Not exposed (N=202)</td>
<td>25%</td>
<td>45%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Jobseekers: Exposed (N=137)</td>
<td>55%</td>
<td>39%</td>
<td>35%</td>
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</tr>
<tr>
<td>Jobseekers: Not exposed (N=823)</td>
<td>25%</td>
<td>36%</td>
<td>45%</td>
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<tr>
<td>NEETs: Exposed (N=11)</td>
<td>36%</td>
<td>45%</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>21%</td>
<td>45%</td>
<td>34%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Baseline survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I am perfectly aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn't know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>27%</td>
<td>44%</td>
<td>28%</td>
<td>66%</td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>27%</td>
<td>46%</td>
<td>26%</td>
<td>66%</td>
</tr>
<tr>
<td>SME employer (N=598)</td>
<td>36%</td>
<td>41%</td>
<td>22%</td>
<td>66%</td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>27%</td>
<td>43%</td>
<td>30%</td>
<td>66%</td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>16%</td>
<td>38%</td>
<td>45%</td>
<td>66%</td>
</tr>
</tbody>
</table>
Are you aware of the following?: The EU is promoting actions to support your income

Baseline survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes, I’m perfectly aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn’t know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>23%</td>
<td>37%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>22%</td>
<td>38%</td>
<td>39%</td>
<td>39%</td>
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<tr>
<td>SME employer (N=5998)</td>
<td>29%</td>
<td>35%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>23%</td>
<td>36%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>21%</td>
<td>32%</td>
<td>46%</td>
<td>46%</td>
</tr>
</tbody>
</table>
Are you aware of the following?: The EU is promoting actions so that you can provide for you and/or your family

Overall (N=9245)
- Yes, I am aware that the EU does this: 21%
- I think I have heard about these EU actions before: 37%
- No, I didn't know that the EU did this: 41%
- Do not wish to respond: 11%

Overall: Exposed (N=678)
- Yes, I am aware that the EU does this: 50%
- I think I have heard about these EU actions before: 38%
- No, I didn't know that the EU did this: 38%
- Do not wish to respond: 11%

Overall: Not exposed (N=2822)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 36%
- No, I didn't know that the EU did this: 45%
- Do not wish to respond: 11%

Professional (N=453)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 51%
- No, I didn't know that the EU did this: 37%
- Do not wish to respond: 11%

Professional: Exposed (N=1687)
- Yes, I am aware that the EU does this: 18%
- I think I have heard about these EU actions before: 38%
- No, I didn't know that the EU did this: 43%
- Do not wish to respond: 13%

Professional: Not exposed (N=2822)
- Yes, I am aware that the EU does this: 17%
- I think I have heard about these EU actions before: 43%
- No, I didn't know that the EU did this: 50%
- Do not wish to respond: 10%

SME employer (N=177)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 33%
- No, I didn't know that the EU did this: 48%
- Do not wish to respond: 9%

SME employer: Exposed (N=202)
- Yes, I am aware that the EU does this: 17%
- I think I have heard about these EU actions before: 51%
- No, I didn't know that the EU did this: 38%
- Do not wish to respond: 13%

SME employer: Not exposed (N=598)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 33%
- No, I didn't know that the EU did this: 48%
- Do not wish to respond: 9%

Jobseekers (N=2179)
- Yes, I am aware that the EU does this: 29%
- I think I have heard about these EU actions before: 64%
- No, I didn't know that the EU did this: 26%
- Do not wish to respond: 5%

Jobseekers: Exposed (N=137)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 64%
- No, I didn't know that the EU did this: 26%
- Do not wish to respond: 5%

Jobseekers: Not exposed (N=823)
- Yes, I am aware that the EU does this: 17%
- I think I have heard about these EU actions before: 33%
- No, I didn't know that the EU did this: 48%
- Do not wish to respond: 9%

NEETs (N=242)
- Yes, I am aware that the EU does this: 20%
- I think I have heard about these EU actions before: 39%
- No, I didn't know that the EU did this: 31%
- Do not wish to respond: 40%

NEETs: Exposed (N=11)
- Yes, I am aware that the EU does this: 19%
- I think I have heard about these EU actions before: 30%
- No, I didn't know that the EU did this: 50%
- Do not wish to respond: 5%
Are you aware of the following?: The EU is promoting actions to strengthen equality (e.g., with regards to gender, age, disabilities)

<table>
<thead>
<tr>
<th>Survey Group</th>
<th>Yes, I am aware that the EU does this</th>
<th>I think I have heard about these EU actions before</th>
<th>No, I didn’t know that the EU did this</th>
<th>Do not wish to respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>57%</td>
<td>34%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
<td>36%</td>
<td>42%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>58%</td>
<td>32%</td>
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<tr>
<td>SME employer: Exposed (N=77)</td>
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<td>SME employer: Not exposed (N=202)</td>
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<td>5%</td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>55%</td>
<td>45%</td>
<td>27%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Baseline survey

| Overall (N=9245)       | 39% | 41% | 19% |
| Professional (N=3108)  | 37% | 43% | 18% |
| SME employer (N=598)   | 48% | 37% | 14% |
| Jobseekers (N=2179)    | 40% | 38% | 22% |
| NEETs (N=242)          | 33% | 37% | 30% |
Importance of the following EU values: SKILLS

Professional [Actions ensuring you can develop your skills and talents by training throughout your working life]: Exposed

Professional [Actions ensuring you can develop your skills and talents by training throughout your working life]: Not exposed

SME employer [Actions ensuring training, including in digital skills, for your employees]: Exposed

SME employer [Actions ensuring training, including in digital skills, for your employees]: Not exposed

Jobseekers & NEETs [Actions ensuring access to training and retraining]: Exposed

Jobseekers & NEETs [Actions ensuring access to training and retraining]: Not exposed

Baseline survey

1 - Not very important  2  3  4  5 - Extremely important
Which of the following statements do you agree with?: EU actions on employment and social affairs have a positive impact on my daily life

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>Agree</td>
<td>Neither agree nor disagree</td>
<td>Disagree</td>
<td>Strongly disagree</td>
<td>Do not know</td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Neither agree nor disagree</td>
<td>Disagree</td>
</tr>
<tr>
<td>13%</td>
<td>38%</td>
<td>33%</td>
<td>33%</td>
<td>9%</td>
<td>2%</td>
<td>13%</td>
<td>38%</td>
<td>33%</td>
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<tr>
<td>11%</td>
<td>32%</td>
<td>31%</td>
<td>31%</td>
<td>11%</td>
<td>4%</td>
<td>11%</td>
<td>32%</td>
<td>31%</td>
<td>31%</td>
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<tr>
<td>14%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>14%</td>
<td>6%</td>
<td>14%</td>
<td>35%</td>
<td>35%</td>
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<tr>
<td>11%</td>
<td>34%</td>
<td>36%</td>
<td>36%</td>
<td>9%</td>
<td>3%</td>
<td>9%</td>
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<tr>
<td>11%</td>
<td>35%</td>
<td>36%</td>
<td>36%</td>
<td>9%</td>
<td>3%</td>
<td>9%</td>
<td>35%</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Overall (N=9245) | Professional (N=3108) | SME employer (N=598) | Jobseekers (N=2179) | NEETs (N=242)
13% | 13% | 11% | 12% | 8%
38% | 40% | 35% | 35% | 21%
33% | 32% | 35% | 36% | 35%
9% | 9% | 11% | 9% | 14%
2% | 2% | 3% | 2% | 5%
Which of the following statements do you agree with?: I am confident that I can find relevant information on how to exercise my rights (e.g., related to work, income, family, skills, equality) where I live

Overall: Exposed (N=678)
- Strongly agree: 15%
- Agree: 44%
- Neither agree nor disagree: 24%
- Disagree: 11%
- Strongly disagree: 2%
- Do not know: 4%

Overall: Not exposed (N=2822)
- Strongly agree: 11%
- Agree: 42%
- Neither agree nor disagree: 29%
- Disagree: 12%
- Strongly disagree: 4%
- Do not know: 5%

Professional: Exposed (N=453)
- Strongly agree: 11%
- Agree: 44%
- Neither agree nor disagree: 44%
- Disagree: 13%
- Strongly disagree: 6%
- Do not know: 6%

Professional: Not exposed (N=1687)
- Strongly agree: 9%
- Agree: 33%
- Neither agree nor disagree: 44%
- Disagree: 15%
- Strongly disagree: 13%
- Do not know: 6%

SME employer: Exposed (N=77)
- Strongly agree: 11%
- Agree: 55%
- Neither agree nor disagree: 9%
- Disagree: 12%
- Strongly disagree: 29%
- Do not know: 9%

SME employer: Not exposed (N=220)
- Strongly agree: 9%
- Agree: 39%
- Neither agree nor disagree: 26%
- Disagree: 15%
- Strongly disagree: 4%
- Do not know: 5%

Jobseekers: Exposed (N=137)
- Strongly agree: 11%
- Agree: 31%
- Neither agree nor disagree: 44%
- Disagree: 15%
- Strongly disagree: 6%
- Do not know: 6%

Jobseekers: Not exposed (N=823)
- Strongly agree: 11%
- Agree: 55%
- Neither agree nor disagree: 9%
- Disagree: 12%
- Strongly disagree: 29%
- Do not know: 9%

NEETs: Exposed (N=11)
- Strongly agree: 10%
- Agree: 55%
- Neither agree nor disagree: 26%
- Disagree: 15%
- Strongly disagree: 4%
- Do not know: 4%

NEETs: Not exposed (N=110)
- Strongly agree: 10%
- Agree: 55%
- Neither agree nor disagree: 26%
- Disagree: 15%
- Strongly disagree: 4%
- Do not know: 4%

Baseline survey

Overall (N=9245)
- Strongly agree: 15%
- Agree: 44%
- Neither agree nor disagree: 24%
- Disagree: 11%
- Strongly disagree: 2%
- Do not know: 4%

Professional (N=3108)
- Strongly agree: 16%
- Agree: 45%
- Neither agree nor disagree: 24%
- Disagree: 9%
- Strongly disagree: 3%
- Do not know: 4%

SME employer (N=598)
- Strongly agree: 13%
- Agree: 48%
- Neither agree nor disagree: 21%
- Disagree: 12%
- Strongly disagree: 4%
- Do not know: 3%

Jobseekers (N=2179)
- Strongly agree: 14%
- Agree: 44%
- Neither agree nor disagree: 23%
- Disagree: 11%
- Strongly disagree: 5%
- Do not know: 5%

NEETs (N=242)
- Strongly agree: 12%
- Agree: 26%
- Neither agree nor disagree: 26%
- Disagree: 17%
- Strongly disagree: 3%
- Do not know: 17%
In the past month, did you do any of the following: I searched for info about an EU action

<table>
<thead>
<tr>
<th>Group</th>
<th>Exposed (N)</th>
<th>Yes, frequently</th>
<th>Yes, occasionally</th>
<th>No</th>
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<tbody>
<tr>
<td>Overall: Exposed</td>
<td>678</td>
<td>52%</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Overall: Not exposed</td>
<td>2822</td>
<td>8%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Professional: Exposed</td>
<td>453</td>
<td>53%</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Professional: Not exposed</td>
<td>1687</td>
<td>9%</td>
<td>33%</td>
<td>57%</td>
</tr>
<tr>
<td>SME employer: Exposed</td>
<td>77</td>
<td>63%</td>
<td></td>
<td>42%</td>
</tr>
<tr>
<td>SME employer: Not exposed</td>
<td>202</td>
<td>9%</td>
<td>34%</td>
<td>57%</td>
</tr>
<tr>
<td>Jobseekers: Exposed</td>
<td>137</td>
<td>44%</td>
<td></td>
<td>45%</td>
</tr>
<tr>
<td>Jobseekers: Not exposed</td>
<td>823</td>
<td>6%</td>
<td>27%</td>
<td>67%</td>
</tr>
<tr>
<td>NEETs: Exposed</td>
<td>11</td>
<td>73%</td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td>NEETs: Not exposed</td>
<td>110</td>
<td>4%</td>
<td>25%</td>
<td>72%</td>
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</tbody>
</table>

Baseline survey

<table>
<thead>
<tr>
<th>Group</th>
<th>Yes, frequently</th>
<th>Yes, occasionally</th>
<th>No</th>
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<tbody>
<tr>
<td>Overall</td>
<td>9245</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Professional</td>
<td>3108</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>SME employer</td>
<td>598</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>Jobseekers</td>
<td>2179</td>
<td>11%</td>
<td>32%</td>
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<tr>
<td>NEETs</td>
<td>242</td>
<td>7%</td>
<td>18%</td>
</tr>
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</table>
In the past month, did you do any of the following: I read an article about an EU action

<table>
<thead>
<tr>
<th>Group</th>
<th>Exposed</th>
<th>Not exposed</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>40%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
<td>10%</td>
<td>49%</td>
<td>30%</td>
</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>41%</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td>Professional: Not exposed (N=1687)</td>
<td>42%</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>SME employer: Exposed (N=77)</td>
<td>47%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>SME employer: Not exposed (N=202)</td>
<td>32%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Jobseekers: Exposed (N=137)</td>
<td>31%</td>
<td>61%</td>
<td>46%</td>
</tr>
<tr>
<td>Jobseekers: Not exposed (N=823)</td>
<td>37%</td>
<td>57%</td>
<td>47%</td>
</tr>
<tr>
<td>NEETs: Exposed (N=11)</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>34%</td>
<td>56%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Baseline survey

<table>
<thead>
<tr>
<th>Group</th>
<th>Exposed</th>
<th>Not exposed</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>16%</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>17%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>SME employer (N=598)</td>
<td>19%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>11%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>5%</td>
<td>76%</td>
<td>76%</td>
</tr>
</tbody>
</table>
In the past month, did you do any of the following: I visited a website about an EU action

![Bar chart showing the distribution of responses by group and frequency for different categories such as Overall, Professional, SME employer, Jobseekers, and NEETs, with options for Yes, frequently, Yes, occasionally, and No.](chart.png)
In the past month, did you do any of the following: I contacted an organization that advises about EU actions

<table>
<thead>
<tr>
<th>Group</th>
<th>Yes, frequently</th>
<th>Yes, occasionally</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=678)</td>
<td>35%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Professional (N=453)</td>
<td>5%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>SME employer (N=77)</td>
<td>4%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Jobseekers (N=137)</td>
<td>3%</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>NEETs (N=11)</td>
<td>9%</td>
<td>76%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Overall (N=9245): 9% 13% 75%
Professional (N=3108): 10% 18% 72%
SME employer (N=598): 10% 18% 72%
Jobseekers (N=2179): 5% 15% 81%
NEETs (N=242): 3% 10% 87%
Agreement on the following statements: I trust that the EU supports me

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>10%</td>
<td>43%</td>
<td>32%</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>11%</td>
<td>44%</td>
<td>31%</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>SME employer (N=598)</td>
<td>9%</td>
<td>42%</td>
<td>33%</td>
<td>11%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>10%</td>
<td>43%</td>
<td>33%</td>
<td>9%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>7%</td>
<td>28%</td>
<td>37%</td>
<td>19%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Baseline survey
Agreement on the following statements: I trust the EU’s actions to improve my life

<table>
<thead>
<tr>
<th>Category</th>
<th>Exposed (N=678)</th>
<th>Not exposed (N=2822)</th>
<th>Overall (N=9245)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed</td>
<td>25%</td>
<td>47%</td>
<td>28%</td>
</tr>
<tr>
<td>Overall: Not exposed</td>
<td>9%</td>
<td>53%</td>
<td>35%</td>
</tr>
<tr>
<td>Professional: Exposed</td>
<td>31%</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Professional: Not exposed</td>
<td>9%</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>SME employer: Exposed</td>
<td>29%</td>
<td>53%</td>
<td>35%</td>
</tr>
<tr>
<td>SME employer: Not exposed</td>
<td>9%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Jobseekers: Exposed</td>
<td>25%</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>Jobseekers: Not exposed</td>
<td>9%</td>
<td>34%</td>
<td>21%</td>
</tr>
<tr>
<td>NEETs: Exposed</td>
<td>36%</td>
<td>64%</td>
<td>47%</td>
</tr>
<tr>
<td>NEETs: Not exposed</td>
<td>5%</td>
<td>28%</td>
<td>15%</td>
</tr>
</tbody>
</table>

- Strongly agree: 12% | Agree: 28% | Neither agree nor disagree: 46% | Disagree: 9% | Strongly disagree: 8% | Do not know: 7%
Agreement on the following statements: I trust that the EU is taking actions to improve the social and employment situation of those in the EU

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>29%</td>
<td>48%</td>
<td>17%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
<td>10%</td>
<td>51%</td>
<td>25%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>10%</td>
<td>49%</td>
<td>26%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional: Not exposed (N=1687)</td>
<td>10%</td>
<td>54%</td>
<td>25%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SME employer: Exposed (N=77)</td>
<td>9%</td>
<td>46%</td>
<td>28%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SME employer: Not exposed (N=202)</td>
<td>9%</td>
<td>46%</td>
<td>28%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobseekers: Exposed (N=137)</td>
<td>12%</td>
<td>46%</td>
<td>27%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobseekers: Not exposed (N=823)</td>
<td>12%</td>
<td>46%</td>
<td>27%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEETs: Exposed (N=11)</td>
<td>12%</td>
<td>53%</td>
<td>24%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>12%</td>
<td>53%</td>
<td>24%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
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</table>

Baseline survey

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
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<tbody>
<tr>
<td>Overall (N=9245)</td>
<td>13%</td>
<td>50%</td>
<td>28%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Professional (N=3108)</td>
<td>13%</td>
<td>51%</td>
<td>25%</td>
<td>7%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>SME employer (N=598)</td>
<td>11%</td>
<td>50%</td>
<td>27%</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Jobseekers (N=2179)</td>
<td>13%</td>
<td>50%</td>
<td>20%</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>NEETs (N=242)</td>
<td>10%</td>
<td>33%</td>
<td>29%</td>
<td>17%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>
Relevancy of the following actions: The skill-related actions promoted by the EU are relevant to my personal situation

Overall: Exposed (N=678)
- Strongly agree: 28%
- Agree: 53%
- Neither agree nor disagree: 14%
- Disagree: 4%
- Strongly disagree: 3%
- Do not know: 7%

Overall: Not exposed (N=2822)
- Strongly agree: 7%
- Agree: 32%
- Neither agree nor disagree: 37%
- Disagree: 14%
- Strongly disagree: 3%
- Do not know: 7%

Professional: Exposed (N=453)
- Strongly agree: 29%
- Agree: 52%
- Neither agree nor disagree: 13%
- Disagree: 4%
- Strongly disagree: 3%
- Do not know: 4%

Professional: Not exposed (N=1687)
- Strongly agree: 7%
- Agree: 33%
- Neither agree nor disagree: 38%
- Disagree: 14%
- Strongly disagree: 3%
- Do not know: 6%

SME employer: Exposed (N=77)
- Strongly agree: 18%
- Agree: 66%
- Neither agree nor disagree: 14%
- Disagree: 14%
- Strongly disagree: 3%
- Do not know: 5%

SME employer: Not exposed (N=202)
- Strongly agree: 7%
- Agree: 31%
- Neither agree nor disagree: 33%
- Disagree: 19%
- Strongly disagree: 5%
- Do not know: 5%

Jobseekers: Exposed (N=137)
- Strongly agree: 26%
- Agree: 52%
- Neither agree nor disagree: 16%
- Disagree: 18%
- Strongly disagree: 9%
- Do not know: 5%

Jobseekers: Not exposed (N=823)
- Strongly agree: 8%
- Agree: 32%
- Neither agree nor disagree: 37%
- Disagree: 12%
- Strongly disagree: 3%
- Do not know: 9%

NEETs: Exposed (N=11)
- Strongly agree: 4%
- Agree: 45%
- Neither agree nor disagree: 27%
- Disagree: 18%
- Strongly disagree: 9%
- Do not know: 5%

NEETs: Not exposed (N=110)
- Strongly agree: 4%
- Agree: 30%
- Neither agree nor disagree: 35%
- Disagree: 17%
- Strongly disagree: 5%
- Do not know: 9%

Baseline survey

Overall (N=9245)
- Strongly agree: 11%
- Agree: 39%
- Neither agree nor disagree: 30%
- Disagree: 11%
- Strongly disagree: 3%
- Do not know: 5%

Professional (N=3108)
- Strongly agree: 11%
- Agree: 39%
- Neither agree nor disagree: 31%
- Disagree: 11%
- Strongly disagree: 3%
- Do not know: 4%

SME employer (N=598)
- Strongly agree: 9%
- Agree: 40%
- Neither agree nor disagree: 31%
- Disagree: 13%
- Strongly disagree: 3%
- Do not know: 4%

Jobseekers (N=2179)
- Strongly agree: 11%
- Agree: 40%
- Neither agree nor disagree: 30%
- Disagree: 10%
- Strongly disagree: 3%
- Do not know: 6%

NEETs (N=242)
- Strongly agree: 7%
- Agree: 23%
- Neither agree nor disagree: 32%
- Disagree: 20%
- Strongly disagree: 4%
- Do not know: 15%
Do you agree with the following statements?: I find this animation/social media post appealing

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
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<tbody>
<tr>
<td>Overall: Exposed (N=678)</td>
<td>28%</td>
<td>51%</td>
<td>14%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall: Not exposed (N=2822)</td>
<td>7%</td>
<td>39%</td>
<td>33%</td>
<td>17%</td>
<td>3%</td>
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</tr>
<tr>
<td>Professional: Exposed (N=453)</td>
<td>28%</td>
<td>50%</td>
<td>15%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional: Not exposed (N=1687)</td>
<td>7%</td>
<td>40%</td>
<td>32%</td>
<td>18%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>SME employer: Exposed (N=77)</td>
<td>22%</td>
<td>58%</td>
<td>14%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SME employer: Not exposed (N=202)</td>
<td>9%</td>
<td>38%</td>
<td>29%</td>
<td>17%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Jobseekers: Exposed (N=137)</td>
<td>28%</td>
<td>50%</td>
<td>14%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobseekers: Not exposed (N=823)</td>
<td>8%</td>
<td>36%</td>
<td>35%</td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>NEETs: Exposed (N=11)</td>
<td>36%</td>
<td>55%</td>
<td>14%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEETs: Not exposed (N=110)</td>
<td>4%</td>
<td>36%</td>
<td>33%</td>
<td>21%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Do you agree with the following statements? (First Jobber):
I find this video appealing

Overall: Exposed (N=601)
- Strongly agree: 39%
- Agree: 46%
- Neither agree nor disagree: 10%
- Disagree: 10%
- Strongly disagree: 3%

Overall: Not exposed (N=2620)
- Strongly agree: 16%
- Agree: 49%
- Neither agree nor disagree: 23%
- Disagree: 9%
- Strongly disagree: 9%

Professional: Exposed (N=453)
- Strongly agree: 39%
- Agree: 47%
- Neither agree nor disagree: 10%
- Disagree: 9%
- Strongly disagree: 3%

Professional: Not exposed (N=1687)
- Strongly agree: 16%
- Agree: 51%
- Neither agree nor disagree: 22%
- Disagree: 10%
- Strongly disagree: 18%

Jobseekers: Exposed (N=137)
- Strongly agree: 41%
- Agree: 45%
- Neither agree nor disagree: 10%
- Disagree: 10%
- Strongly disagree: 3%

Jobseekers: Not exposed (N=823)
- Strongly agree: 17%
- Agree: 46%
- Neither agree nor disagree: 24%
- Disagree: 10%
- Strongly disagree: 18%

NEETs: Exposed (N=11)
- Strongly agree: 45%
- Agree: 36%
- Neither agree nor disagree: 18%

NEETs: Not exposed (N=110)
- Strongly agree: 10%
- Agree: 45%
- Neither agree nor disagree: 31%
- Disagree: 9%
- Strongly disagree: 5%
Do you agree with the following statements? (Engineer): I find this video appealing

Overall: Exposed (N=667)
- Strongly agree: 35%
- Agree: 49%
- Neither agree nor disagree: 11%
- Disagree: 4%

Overall: Not exposed (N=2712)
- Strongly agree: 12%
- Agree: 42%
- Neither agree nor disagree: 30%
- Disagree: 12%

Professional: Exposed (N=453)
- Strongly agree: 33%
- Agree: 52%
- Neither agree nor disagree: 11%
- Disagree: 4%

Professional: Not exposed (N=1687)
- Strongly agree: 11%
- Agree: 44%
- Neither agree nor disagree: 30%
- Disagree: 13%

SME employer: Exposed (N=77)
- Strongly agree: 36%
- Agree: 49%
- Neither agree nor disagree: 12%
- Disagree: 7%

SME employer: Not exposed (N=202)
- Strongly agree: 11%
- Agree: 46%
- Neither agree nor disagree: 31%
- Disagree: 7%

Jobseekers: Exposed (N=137)
- Strongly agree: 42%
- Agree: 41%
- Neither agree nor disagree: 10%
- Disagree: 5%

Jobseekers: Not exposed (N=823)
- Strongly agree: 14%
- Agree: 37%
- Neither agree nor disagree: 31%
- Disagree: 13%

Legend:
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Do not know
Do you agree with the following statements? (Designer):
I find this video appealing

Overall: Exposed (N=678)
- Strongly agree: 33%
- Agree: 50%
- Neither agree nor disagree: 11%
- Disagree: 5%

Overall: Not exposed (N=2822)
- Strongly agree: 12%
- Agree: 46%
- Neither agree nor disagree: 28%
- Disagree: 11%

Professional: Exposed (N=453)
- Strongly agree: 34%
- Agree: 50%
- Neither agree nor disagree: 12%
- Disagree: 4%

Professional: Not exposed (N=1687)
- Strongly agree: 12%
- Agree: 47%
- Neither agree nor disagree: 28%
- Disagree: 11%

SME employer: Exposed (N=77)
- Strongly agree: 29%
- Agree: 56%
- Neither agree nor disagree: 10%
- Disagree: 4%

SME employer: Not exposed (N=202)
- Strongly agree: 11%
- Agree: 49%
- Neither agree nor disagree: 27%
- Disagree: 11%

Jobseekers: Exposed (N=137)
- Strongly agree: 33%
- Agree: 49%
- Neither agree nor disagree: 10%
- Disagree: 7%

Jobseekers: Not exposed (N=823)
- Strongly agree: 12%
- Agree: 42%
- Neither agree nor disagree: 30%
- Disagree: 11%

NEETs: Exposed (N=11)
- Strongly agree: 45%
- Agree: 55%

NEETs: Not exposed (N=110)
- Strongly agree: 10%
- Agree: 41%
- Neither agree nor disagree: 26%
- Disagree: 14%
- Do not know: 8%
Do you agree with the following statements? (First Twitch asset: Andy):
I find this video appealing

- **NEETs: Exposed (N=3)**
  - Strongly agree: 67%
  - Agree: 33%

- **NEETs: Not exposed (N=49)**
  - Strongly agree: 16%
  - Agree: 24%
  - Neither agree nor disagree: 35%
  - Disagree: 18%
  - Strongly disagree: 4%
  - Do not know: 4%
Do you agree with the following statements? (Second Twitch asset: Ana):
I find this video appealing

NEETs: Exposed (N=3)
- Strongly agree: 33%
- Agree: 67%

NEETs: Not exposed (N=49)
- Strongly agree: 8%
- Agree: 41%
- Neither agree nor disagree: 41%
- Disagree: 6%
- Strongly disagree: 4%
Do you agree with the following statements? (Third Twitch asset: Oliver): I find this video appealing

- **NEETs: Exposed (N=3)**
  - Strongly agree: 67%
  - Agree: 33%

- **NEETs: Not exposed (N=49)**
  - Strongly agree: 12%
  - Agree: 47%

Legend:
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Do not know
Where did you learn about the European Year of Skills and the Make it Work campaign?

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<th>Not exposed (N=772)</th>
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<td>61%</td>
<td>23%</td>
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<td>Instagram</td>
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</tr>
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<td>YouTube</td>
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<tr>
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<td>TikTok</td>
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<td>25%</td>
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<tr>
<td>Campaign website</td>
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<td>22%</td>
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<tr>
<td>Via an influencer</td>
<td>18%</td>
<td>20%</td>
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<tr>
<td>Via an authority</td>
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<td>18%</td>
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<tr>
<td>At an event</td>
<td>36%</td>
<td>37%</td>
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<tr>
<td>SME employer: Exposed (N=77)</td>
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<td>25%</td>
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