



ON-LINE SURVEY AMONG YOUNG PEOPLE AT WORK IN LOMBARDY: the survey recruitment and management model using a CAWI-SOCIAL method

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1 ABSTRACT

In February and March 2015, Ares 2.0 carried out a research on the behalf of a national trade union on young people's working conditions, professional expectations and choices of social participation and representation in Lombardy. A structured questionnaire was distributed to more than 1.000 young persons living in the region aged 17 to 34 according to the CAWI methodology.

The participants' identification and recruitment took place on social network, thanks to a promotion campaign carried out on Facebook, using this social platform's advertising programme¹ developed for the sale of advertising spaces to targeted and localised users.

The advertising system has been used to identify the survey's sample, stratified by province, selecting young people resident in large and small districts and aged 17 to 34 to be reached through the promotion campaign. This target group was invited to click on the external link directing to the online survey platform, specifically implemented for this research, and was explicitly asked to fill in the questionnaire.

In order to ensure a click through and compilation rate useful and economically sustainable, unlike the main USA models (Ramo et altri 2012), which foresee awarding mechanisms (extraction with awards for those who completed the questionnaire), Ares 2.0 decided to develop a direct engagement approach, based on individual motivational aspects. The action (click and fill in the questionnaire) has been stimulated during the survey promotional campaign through an explicit reference to territorial identity, considered as the qualifying and distinguishing characteristic explaining the project's interest in knowing the interviewee's point of view.

Thanks to the recruitment and engagement methodology aimed at maximising the efficiency of the messages inviting young people to respond to the questionnaire, the respondents' recruitment costs have been optimised and the reply and completion rates have improved for each group, with lower distortions (low reply rates for specific socio-demographic segments or for particular territorial areas).

The objective was to reach at once both a high number of click per impression – and therefore of direct access to the questionnaire's webpage – and the highest possible number of completed questionnaire for each access to the online survey platform, by respecting the quota fixed by the sample and stratification plan.

Ares 2.0 experience demonstrated that, thanks to a targeted phase of efficiency test carried out on the promotional messages, it has been possible to complete the survey on 1.000 young Lombard people, collecting as many as valid questionnaires with adequate, coherent and complete answers and respecting the chosen sample territorial stratification. The questionnaire was composed by more than 20 questions with some complex items as well as multiple-choice questions about work, social participation, representation and expectations about the future.

The Facebook recruitment and CAWI self-administration campaign carried out over 45 days between February and March 2015 foresaw 35 online promotion actions, each directed to one specific Lombard district. The campaign generated 2.3 million impressions, reaching 457 thousand young people aged 17-34 . On the basis of the impressions, there have been 7.669 clicks of single

¹ An other test campaign launched at the same time on Twitter and carried out with similar advertising functions



users to the survey platform, bringing to a click through rate (CTR) for each young person reached by the campaign to 1,7%.

The overall cost of the campaign was € 2.281, equal to € 0,99 per 1.000 impressions and to € 5,06 per 1.000 single persons reached, with a cost of about € 0,30 per person/click, while the average final cost per valid and complete questionnaire was € 2,3, costs have fluctuated between € 1,5 and € 3,5 according to the territorial administration decisions, continuously improved on the basis of the tests carried out.

Conclusions

The result highlights how Facebook, and in general social networks (a useful probing has been carried out on Twitter as well), are effective and very efficient media in terms of costs and quality of answers in terms of samples selection and panels of digital natives, youngsters and young adults, and to conduct surveys and polls on opinions and sentiments in CAWI mode on socio-economic topics, by using also structured and articulated questionnaires.

This kind of tools, developed for marketing purposes, makes possible the planning and management of promotional campaigns within the social networks, targeting groups of well identified and located users, outlined on the basis of structured variables linked to both their social and personal characteristics – such as age, gender, educational qualification, employment status, municipality of residence, language, citizenships, etc. – and motivational aspects, behaviours or interests.

By considering the selected population, and comparing with other administration methods such as face-to-face or telephone, the internet-based survey has demonstrated to be able to reach large groups of respondents, making it possible also to involve groups with lower incidence or more difficult to reach, so as to organise a survey territorially representative. The CAWI SOCIAL methodology made possible a quick and cheap collection of data, with a low bias by considering the complex topics or the groups more difficult to reach. Age, which represents the most discriminative factor about the use of Internet and social media, could certainly represent a key factor affecting the efficiency of the CAWI SOCIAL model in terms of costs for a survey addressing elder population.

2 THE CAWI-SOCIAL RECRUITMENT MODEL

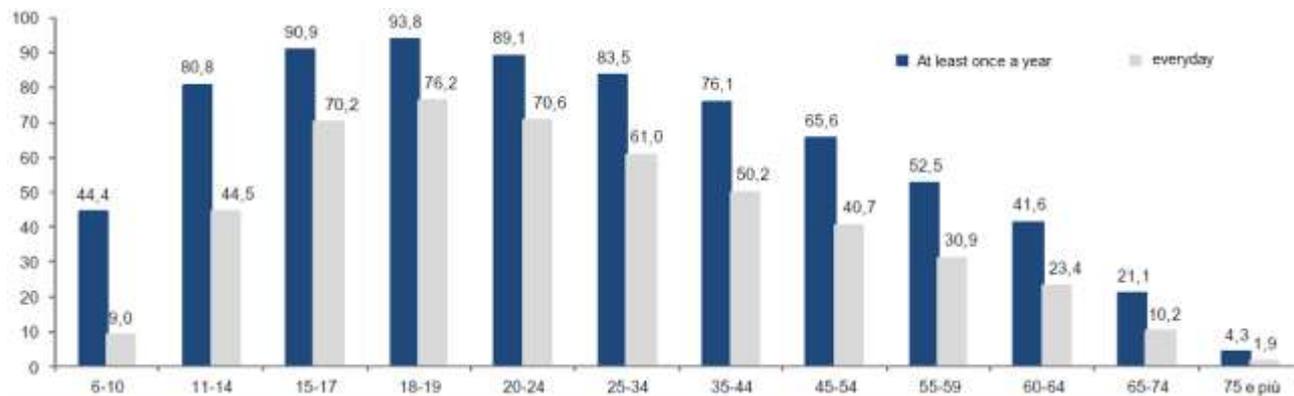
2.1 Introduction: diffusion of the Internet and digital social media use

In the economically advanced countries, the presence of youngsters and young adults on the Internet regards almost the totality of the population. Therefore, it is possible through digital media to have access to a field of observation fully encompassing. In some contexts and for the younger range of the population, Internet users are in fact identical to the reference population.

The recent Istat 2014 survey on ICT technologies and Internet use highlights how the diffusion of Internet in Italy depends mostly on generation factors, before even socio-cultural or economic factors.

In 2014 at national level the young persons in the 18-34 age group who had had an access to the Internet represented more than 87% of the reference population, with an even higher rate for the younger groups, with a percentage reaching 92,4% for the young people aged 18-24.

Graph.1 Persons over 6 years old use of the Internet in the past 12 months. Numbers for 100 persons with the same characteristics.



Source: Istat 2014

Internet users have access to the various Internet communication means. Official statistics (Eurostat 2014) show that about 76% of the young people aged 16-24 participates in social platforms. For this reason it is possible to use directly the social media to reach the reference population and to administrate the questionnaire without losing representativeness.

When considering Facebook for a territorial survey, it appears that this social platform is largely representative of the population, in particular for the younger groups. In the case of the Italian

region of Lombardy, according to the data available on the portal the number of accounts belonging to young people resident in this region aged 17 to 34 amounts to 2.200.000 while residents registered within this age class, :, were 1.822.000 inhabitants aged between 17 and 34 in Lombardy on the 1st of January 2014 according to Istat. Even by taking into consideration the phenomenon of plurality of accounts, these figures make Social Networks as representative of this segment of population in a European NUTS2 region as Lombardy, which is moreover equivalent, when considering the level of internet diffusion, to the majority of European regions with an important use of the Internet and of the social networks.

Similarly, Twitter can also be taken into consideration, even if it does not guarantee the same representativeness of the population because of the lower number of users and the presence of more cultivated targets.

Table 1 Facebook extent of target group 17-34 years old Lombardy



Chi vuoi definire come destinatari delle tue inserzioni? Assistenza: scelta del pubblico

Mostra le inserzioni alle persone che conoscono la tua azienda
Puoi creare un pubblico personalizzato per mostrare le inserzioni ai tuoi contatti, a chi visita il sito Web o a chi usa l'applicazione. [Crea un pubblico personalizzato.](#)

Luoghi

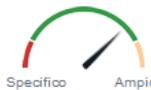
Aggiungi un Paese, una provincia, una città o un CAP

Età -

Sesso Tutti Uomini Donne

Lingue

Definizione del pubblico

 Il pubblico selezionato è abbastanza ampio.
Specifico Ampio

Dettagli sul pubblico:

- Posizione:
 - Italia: Lombardia
- Età:
 - 17 - 34

Copertura potenziale: 2.200.000 persone

2.2 Methodology of the Recruitment campaign through social networks for the survey on a panel of 1.000 young Lombards

To realise the CAWI survey on 1.000 youngsters and young adults aged 17 to 34 and resident in Lombardy aiming at investigating their working conditions, professional expectations, as well as social participation and representation choices, a strategy to recruit interviewees has been launched through social networks, and in particular on Facebook because of the greater representativeness of the reference population on this platform.

To achieve the targeted audience , we used Facebook's Advertising program (Ad). A promotion campaign has been launched between the 6th of February and the 15th of March 2015 to raise

interest in participating in the survey, inviting young people (call to action) to click on the CAWI platform's link and to fill in the questionnaire on "work and the future of young people".

This kind of tools, created to manage advertisements on social platforms, allows to plan and manage promotional campaigns inside the social networks, targeting these campaigns towards well-defined and located users. It is in fact possible to target groups of users according both to geographic variables, up to the municipality level, and to socio-personal structural variables – age, gender, educational qualification, occupational status, municipality of residence, language, citizenship, etc. – but also to select these targets according to their specific interests or conditions so as to obtain an even more precise segmentation, for example based on their socio-cultural profile or on their motivations and behaviours or interests.

The advertising system has therefore been used to promote and stimulate the participation in the online survey of young Lombards aged 17 to 34, identified according to a multi-level stratified sample design elaborated on a geographical basis.

In the elaboration of the panel, considering that the survey age target, independently of their social and working conditions, particular filter criteria or keywords to segment the population further besides the age and the location (municipality of residence) have not been considered as necessary. For this reason we did not introduce further strata (such as gender, age group, employment status, qualification, etc.) with respect to province and urban centers' size, which led to the identification of 35 sampling groups.

The possibility to intercept a well-defined target enabled, however, the realisation of a specific intervention to maximise the efficiency of the messages inviting young people to respond to the questionnaire, hence optimising the respondents' recruitment costs and obtaining the best reply rates for each group, reducing as much as possible distortions (low click through rates for specific territories).

The recruitment strategy was therefore based on a targeted promotion and advertising strategy to obtain a high click through and large numbers of completely filled-in questionnaires respecting the sampling and stratification plan percentages.

For this reason it was very important to optimise the survey's promotional message, which, according to Facebook guidelines, had to be a banner with a title and payoff texts.

To maximise the banner's efficiency, tests to validate the messages' iconographic content have been carried out, using A/B testing and split testing using the following variables: impressions, clicks through and final results regarding the questionnaires' compilation. The objective was to identify the best results with respect to the specific call to action for each specific sample segment.

After having identified the banners best able to maximise the messages' efficiency in terms of their capacity to call for action (click through to access the survey), the work has been focused on the optimisation of the promotional messages in relation with the effective questionnaire filling rate, limiting as much as possible the drop-out rate in the survey compilation.

Previous experiences (Ares 2.0² 2013 and Ramo 2012) demonstrated that the most clicked message do not necessarily correspond to a better final answer (compilation) per impression rate.

² Ares Isfol survey on migrant workers 2013: online focus on Rumanian and Albanian citizens



The experimental method adopted by Ares 2.0 in this occasion to guarantee not only numerous click through but also higher restitution rates consisted in linking the message with the specific target, in order to increase the respondents' engagement, working in particular on individual motivational aspects.

Unlike the large-scale survey experiences carried out in the USA (Ramo et alri 2012), which have foreseen awarding mechanisms (extraction with awards for those who completed the questionnaire), Ares 2.0 decided to call the action (click and fill in the questionnaire) with a more emotional and direct engagement of the interviewees, obtained through an explicit reference in the message to the respondents' territorial identity, considered as the element explaining the request made to them to express their opinions in the questionnaire. This engagement method has been possible because, thanks to the advertising tools of the social platforms themselves, messages can be personalised at territorial level, reaching specifically and exclusively the micro-target of respondents resident in this specific territory invited to participate in the survey.

In particular, the following process has been followed to develop a useful engagement process and to reduce costs:

First, considering the formal requirements dictated by Facebook and indicated in the Advertising Guidelines, various typologies of banners have been elaborated, with prevailing iconographic content and a short text inside (80% of image), matched with a title and a pay off on the survey, together with a button calling to the action of clicking on the link to the CAWI platform.

7 advertising tests have been realised preliminary to check the best click and full compilation rates on the CAWI platform in relation to the various banners and contents.

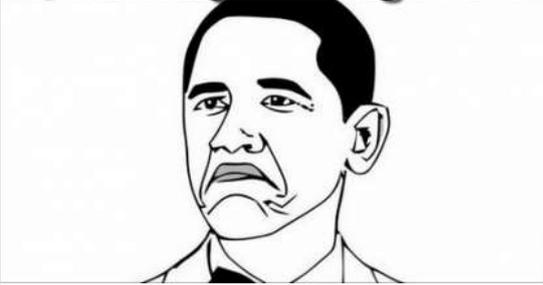
The test has been carried out following the split testing model, testing different banners and various alternatives of the one considered as the graphically most valid, to control the best results regarding the specific call to action (click on the banner to access the questionnaire's page and then fully complete it). Hereafter are presented some of the banners used, together with their titles and pay off, as well as indications about their performance in terms of reply to the specific action (click on the CAWI platform).

Banner 1



aresduezero
 Sponsorizzata · 🌐

Indagine sui giovani, il lavoro, la partecipazione



La tua opinione conta !

[SURVEY.ARESDUEZERO.IT](https://www.surveymonkey.com/s/SURVEY.ARESDUEZERO.IT)

Mi piace · Commenta · Condividi

Performance

70	€ 0,15	12.779
Website Clicks	Cost per Website Clicks	Impression

Banner 2



aresduezero
 Sponsorizzata · 🌐

Indagine sui giovani, il lavoro, la partecipazione



La tua opinione conta !

[SURVEY.ARESDUEZERO.IT](https://www.surveymonkey.com/s/SURVEY.ARESDUEZERO.IT)

Mi piace · Commenta · Condividi

Performance

41	€ 0,14	6.613
Website Clicks	Cost per Website Clicks	Impression

Banner 3



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Mi piace questa Pagina

Indagine sui giovani, il lavoro, la partecipazione



LAVORIAMOCI
Il per i giov

La tua opinione conta !

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Performance

64	€ 0,16	13.196
Website Clicks	Cost per Website Clicks	Impression

Banner 4



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Lavoro e partecipazione: esprimi la tua opinione!



SE IL FUTURO È UN PROBLEMA DI LA TUA SU LAVORO E DIRITTI.

Giovani al Lavoro !

Indagine su i giovani ed il mercato del lavoro del XXI secolo

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Performance

21	€ 0,28	4.765
Website Clicks	Cost per Website Clicks	Impression



After having identified the most efficient graphical model in terms of its capacity to call to action (click on the banner), we examined the questionnaire compilation rates. They amounted to 4% for each click on the survey for banner 2, 3 and 4, and to less than 4% for banner 1. It looked therefore necessary to check the possibility to improve the respondents' engagement process or to obtain more complete answers.

Previous analysis and researches of Ares 2.0³ showed that further the content of the campaign from the requested action and from the respondent's personal situation, lower the compilation rate for each access to the platform (no matter the click through).

The objective was therefore to stimulate the compilation of the questionnaire working on motivational aspects in order to bring the respondent closer to the survey. We decided to link the interest to the territorial belonging and proximity with the questionnaire.

The survey administration has been tested on targets concentrated at territorial level with a promotion referring explicitly to the action for each respondent reached by the message (click and fill in the questionnaire), having taken in consideration precisely his/her belonging to a specific territory, condition considered as relevant for the survey itself (the survey has been presented as a specific territorial part of a larger regional survey).

This mechanism has given a central role to the respondent invited to participate in the survey who was asked to express his/her opinion not because of a general status (to be young), but because in an exclusive situation: please express yourself as a young person resident in this specific municipality/territory.

The tests have been made with a message and sample targeted first at regional level (all Lombardy), then in the provincial suburbs of the county towns Milan and Brescia, and finally in specific municipalities.

Two variables A/B tests have been carried out on banners and contents to establish different administration, identification and engagement settings, in order to identify the best modalities to engage the public and promote participation in the survey.

The new banners and campaigns with the best results in terms of cost per completed questionnaire are those which, in the specific geographic characterisation of the message, were addressed to young people belonging to medium-sized urban centres close to metropolitan cities.

The first test was geographically referred to a centre of smaller dimension, Desenzano del Garda, and engaged a target resident within a radius of 20km around this town. The test provided a first clear sign of a greater inclination to action, indicating those campaigns on geographically targeted groups have a higher capacity to attract respondents and motivate them to fill in the questionnaire.

³ See previous comment



Desenzano / within a radius of 20 Km

Click on website	Cost per click on website	Persons reached	Number of completed questionnaires	Compilation rate per click	Total cost	Cost per completed questionnaire
278	€ 0,17	19.151	23	8,2%	47,58 €	€2,05

19,000 out of 62.000 accounts belonging, according to Facebook, to young people between 17 and 34 years old and resident within a radius of 20Km from Desenzano sul Garda, have been reached, referring to about 15.000 different users. With a compilation rate per click on the platform of 8,2%, the cost per questionnaire was EUR 2,05.

During the following tests carried out on territories even more specific, for example in Legnano district, where we decided to reach only young people resident within the municipality, the number of questionnaires filled in amounted to 35 out of the 251 accesses to the CAWI platform, with a compilation rate much higher - reaching 13,9% - but with a cost per completed questionnaire of EUR 2,11. This last data is linked to the greatest difficulty to obtain a positive initial click through rate.

Finally, tests realised on the major centres sited in the metropolitan cities' hinterland obtained reply and compilation rates even higher, with average costs largely under EUR 1,5 per questionnaire with minimum peaks, such as in Lissone where it dropped to EUR 1,1 per completed questionnaire.

Overall the results measured in terms of click through and complete questionnaire compilation rate demonstrated that the most efficient engagement campaigns (with rates respectively between 1,5% and 2% and between 13% and 23%) were those addressed to panels of young people resident in urban centres of medium dimensions (between 30 and 70 thousands of inhabitants) sited in metropolitan areas' hinterland.

Among young people residing in urban centres of larger dimensions or belonging to the periphery of minor country towns the click through rates were lower, with values between 0,7% and 1,4% and compilation rates between 7% and 10%, numbers that have allowed in any case to administer efficiently the questionnaire.

Along the 45 days campaign, the online advertising obtained 2.318.061 impressions, reaching 457.625 persons and getting 7.669 clicks to the survey from different persons (for an overall of 9.100 total clicks), with a cost of EUR 2.281. The average cost per click on the online message was 0,23 cents, while the cost per click of single user is 0,30 cents.

Table 4 Sample groups' location and online promotion performance and costs

Territory of reference for the online administration	Completed questionnaires	Click on CAWI platform	Compilation rate	Engagement cost (€)	Average cost questionnaire (€)
Lombardia E Milano	215	2125	10,1	640,0	3,0
Bergamo	36	598	6,0	118,0	3,3
Dalmine Bg	21	168	12,5	84,0	4,0
Treviglio Bg	22	203	10,8	87,8	4,0
Romano Di Lombardia Bg	21	83	25,3	39,1	1,9
Pioltello Mi	22	123	17,9	31,1	1,4
Legnano Mi	35	251	13,9	74,8	2,1
Rho Mi	24	153	15,7	51,4	2,1
Cinisello Balsamo Mi	54	325	16,6	70,0	1,3
Paderno Dugnano Mi	21	94	22,3	32,2	1,5
Sesto San Giovanni Mi	27	186	14,5	58,1	2,2
Rozzano Mi	20	130	15,4	43,6	2,2
Busto Arsizio Va	65	331	19,6	85,6	1,3
Saronno Va	23	141	16,3	47,5	2,1
Gallarate Va	38	217	17,5	64,0	1,7
Brescia Bs	20	266	7,5	79,7	4,0
Ghedi Bs	19	103	18,4	31,4	1,7
Montichiari Bs	27	162	16,7	77,4	2,9
Rovato Bs	14	89	15,7	30,6	2,2
Chiari Bs	20	116	17,2	38,7	1,9
Desenzano Del Garda Bs	23	328	7,0	47,2	2,1
Palazzolo Sull'oglio Bs	11	83	13,3	38,6	3,5
Suzzara Mn	17	85	20,0	25,6	1,5
Castiglione Delle Stiviere Mn	5	45	11,1	12,0	2,4
Desio Mb	37	191	19,4	47,0	1,3
Seregno Mb	23	129	17,8	35,2	1,5
Lissone Mb	29	141	20,6	32,2	1,1
Vigevano Pv	8	102	7,8	34,3	4,3
Voghera Pv	43	236	18,2	85,7	2,0
Crema Cr	25	137	18,2	38,0	1,5
Cantu' Co	19	142	13,4	50,7	2,7
Sondrio So	0	28	0,0	10,0	0,0
Lecco Lc	17	158	10,8	40,0	2,4
Totale	1001	7669	13,1	2281,0	2,3

BG = Bergamo MI= Milano, VA= Varese BS = Brescia MN=Mantova MB = Monza Brianza
 MN = Mantova , PV = Pavia , CR= Cremona, LC= Lecco SO = Sondrio

2.3 Quality and coherence of the survey's results

Once the survey closed, thanks to the analysis and data cleaning phase, 1.018 questionnaires were considered as valid (17 more than those considered as closed by the platform). These questionnaires were filled in full but the respondent didn't give the order to close and send. All 1.018 answered to sections⁴ A, B, C and D, 1.009 answered to section E and 920 to section F. It is a physiological drop for this kind of analysis, considering the length of the questionnaire.

Sample composition:

The self-selected sample looks quite balanced when compared with statistical sources on socio-personal structural variables, considering that besides the decision to maintain a geographical representativeness at provincial level and the age group limit, no other stratification restriction was imposed.

The sample shows a slight over-representation of the female population. The average age is 24,8, with a balanced repartition among the age groups, even if an over-representation of persons between 20 and 22 years old and a slight under-representation of persons over 30 years old can be observed.

Province of residence

	Number of questionnaires	Percentage
Bergamo	110	10,8
Brescia	158	15,5
Como	27	2,7
Cremona	27	2,7
Lecco	21	2,1
Mantova	28	2,8
Milano	345	33,9
Monza e Brianza	113	11,1
Pavia	57	5,6
Sondrio	2	0,2
Varese	130	12,8
Totale	1018	100,0

Respondents per gender

	Frequency	Percentage
Females	590	60,1
Males	392	39,9
Total	982	100
No answer	36	3,5

⁴ **Structure of the questionnaire:** the questionnaire has been divided in three thematic areas, identic for all the respondents (A. Personal information; E. Participation; F. Future) and three specific areas according to the employment status indicated (B. Worker; C. Jobseeker; D. Neet). Each section was composed of a variable number of multiple-choice questions.

Respondents per age group

	Frequency	Percentage
17-20	225	22,5
21-25	343	34,2
26-30	272	27,1
31-34	162	16,2
Total	1002	100
No answer	16	1,6

Regarding the citizenships, while a large majority of respondents were Italians (84,4%), the participation of two homogeneous groups of EU citizens (7,8%) and third-countries citizens (7,3%) can be noted.

Respondents per citizenships

	Frequency	Percentage
Italians	854	84,8
EU citizens	79	7,8
Third-countries citizens	74	7,3
Total	1007	100,0
No answer	11	1,1
Total	1018	

Respondents per educational qualification

	Frequency	Percentage
No qualification	8	0,8
Elementary school diploma	8	0,8
Junior high school diploma	179	17,7
Professional qualification	137	13,5
High school diploma	437	43,1
Bachelor degree	189	18,7
Post-graduate degree	34	3,4
PhD	10	1,0
Other	11	1,1
Total	1013	100,0
No answer	5	0,5
Total	1018	

Respondents per employment status

	Frequency	Percentage
Worker	320	31,5
Student/trainee	213	21,0
Jobseeker	137	13,5
Unemployed	336	33,1
NEET	10	1,0
Total	1016	100,0
No answer	2	0,2
Total	1018	

Employment/study status per age group

Age group	Worker	Student	Jobseeker	NEET	Frequency
17-19	3,3%	60,1%	35,3%	1,3%	153
20-24	18,8%	27,1%	53,2%	0,9%	340
25-34	48,4%	5,50%	45,1%	1%	508
Tot.	31,5%	21,2%	46,4%	1%	1001

The answers and survey's quality is demonstrated by the data regarding the percentage of working respondents, equal to 18,8%, data consistent with the Istat data (20,4%) for the population aged 20-24, while the situation changes for the next age group. In particular, official data present an employment rate reaching 75,2% while in the sample the data is equal to 48,4%, even if in Ares 2.0 survey the collection of information about the employment status didn't adopt objective criteria as it is done by Istat but was based on the respondents' self-perception.

Here again the self-selection of the sample has probably led, in regards to the composition per employment status, to an over-representation of unemployed persons and students who can, maybe, spend more time on social platforms.

For the promotion of the survey, afternoon and evening hours have been chosen to give all the segments involved in the labour market the possibility to intercept and fill in the questionnaire. The under-representation of young people above 30 years old reflects also not only their lower use of social media in comparison with other young adults, but also their minor free time linked to a higher employment rate.

Employment/study status per gender

Age group	Worker	Student	Jobseeker	NEET	Frequency
Female	29,8%	24,2%	45,1%	0,8%	590
Male	33,5%	17,4%	47,8%	1,3%	391
TOTAL	31,3%	21,5%	46,2%	1%	981

Employment/study status per citizenships

Age group	Worker	Student	Jobseeker	NEET	Frequency
Italians	34,8%	21,8%	42,6%	0,8%	854
EU citizens	11,4%	13,9%	74,7%	0%	79
Third-country citizens	16,2%	18,9%	60,8%	4,1%	74
TOTAL	31,6%	21%	46,5%	1%	1007

Distribution of workers per contract typology

	Frequency	Percentage
Permanent	144	45,1
Fixed-term	64	20,1
Apprenticeship	27	8,5
Seasonal contract	1	0,3
Temporary work (interim)	9	2,8
Flexy time employment contract (contratto a chiamata)	7	2,2
Temporary contract (contratto di collaborazione)	24	7,5
Self-employed worker	33	10,3
No contract	3	0,9
Other	7	2,2
Total	319	100,0
No answer	1	0,1
Not included by process	698	68,6
Total	1018	

Declared gross monthly remuneration

	Frequency	Percentage
Less than 600 €	35	11,5
601 – 1.000	78	25,7
1.001 – 1.500	135	44,4
1.501 – 2.000	36	11,8
2000 or more	20	6,6
Total	304	100,0

Gross monthly remuneration per age group

Age group	Average
17-20	833,00
21-25	1034,55
26-30	1369,27
31-34	1498,27
Total	1302,50



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