



REPORT ON THE EUROPASS ONLINE EDITOR 2015-2016 SURVEY

REFERENCE:

Introduction

From December 2015 to March 2016, National Europass Centres (hereafter NECs) decided to carry out a survey on the Europass online editor, to have a better insight of users' needs.

The survey consisted of 13 questions prepared by NECs and Cedefop (see annex 1).

Cedefop hosted the survey on a dedicated page from 15 December 2015 to 1st March 2016 in English, French, Greek and Finnish language.

10,164 replies were received in English, 340 in French, 322 in Greek and 26 in Finnish. The present report analyses the replies in English only.

Summary of findings

The survey provided an excellent insight into the perception of Europass online editor by users.

Feedback is globally very positive (see for example replies to question 8), and many users point out the user-friendliness of the editor and the good structure of the CV.

Many users choose the online editor following a recommendation by teachers or employers. They also underline the increasing acceptance by employers.

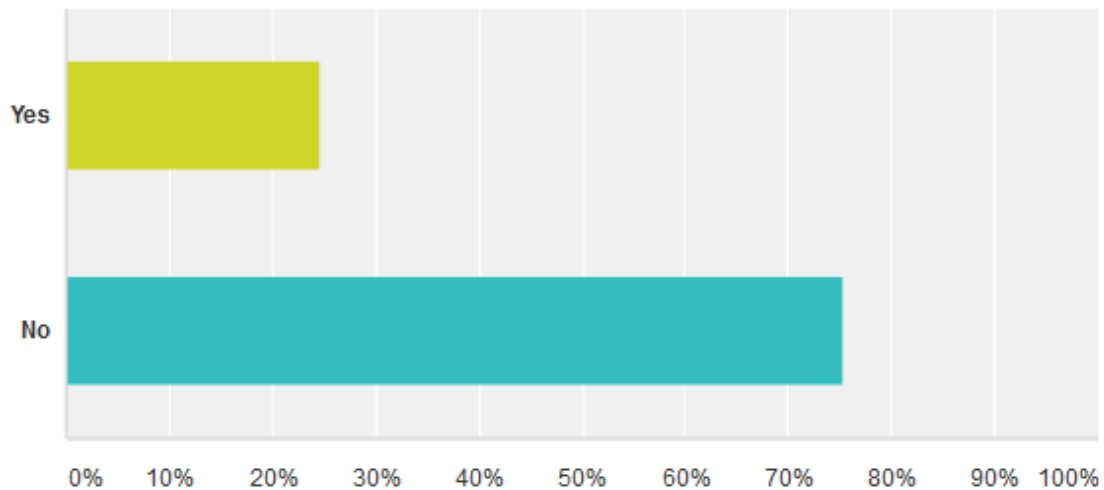
Suggestions for improvement include: more choices for the layout of the CV, more examples and tutorials, improvement of the HTML editor (hyperlinks, bulleting, etc.).

Users also couldn't find some existing features (for instance sorting Work experience and Education and Training), which means that usability needs improvement.

Analytic report on the survey

Question 1

Is this the first time you have completed a CV?



Three quarters of respondents (75.41%) have already completed a CV.

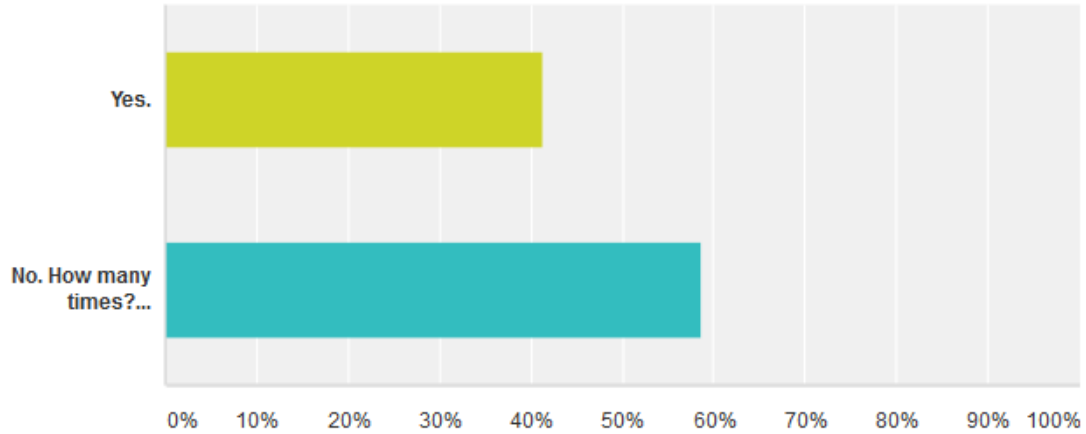


75% of users of the editor had already completed a CV before using Europass (this is contrary to the previously held belief of many NECs). This suggests that the Europass CV is a good option:

- not only for pupils and students looking for their first job; but also for
- users having already completed a CV prefer the Europass CV to other templates.

Question 2

Is this the first time you have used the Europass online editor?

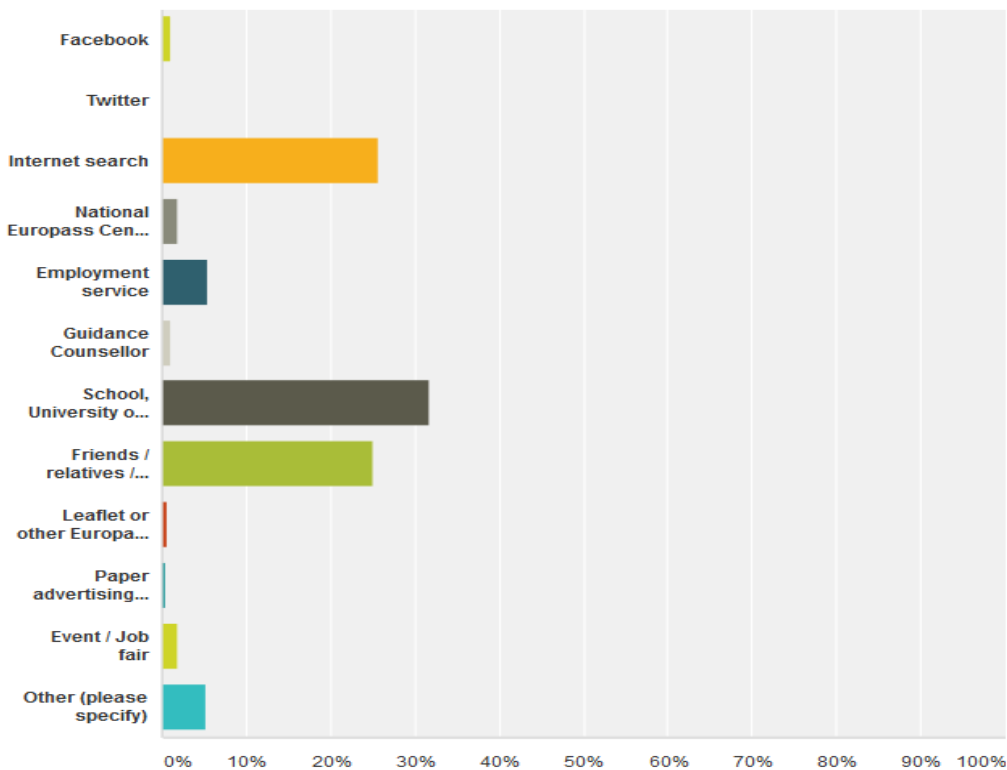


High rate of returners (60% returners vs 40% new users) reflects a good level of satisfaction.

Also, the average number of times returners used the editor is around 7, a good indicator of satisfaction.

Question 3

Where did you first hear about Europass?



Answer Choices	Responses	
Facebook	1.04%	104
Twitter	0.10%	10
Internet search	25.62%	2,563
National Europass Centre website	1.79%	179
Employment service	5.41%	541
Guidance Counsellor	1.02%	102
School, University or other education or training institution	31.78%	3,179
Friends / relatives / peers	25.14%	2,515
Leaflet or other Europass promotional material	0.65%	65
Paper advertising (magazine, newspaper or other publication)	0.38%	38
Event / Job fair	1.93%	193
Other (please specify)	5.13%	513
Total		10,002



People come across Europass mostly following

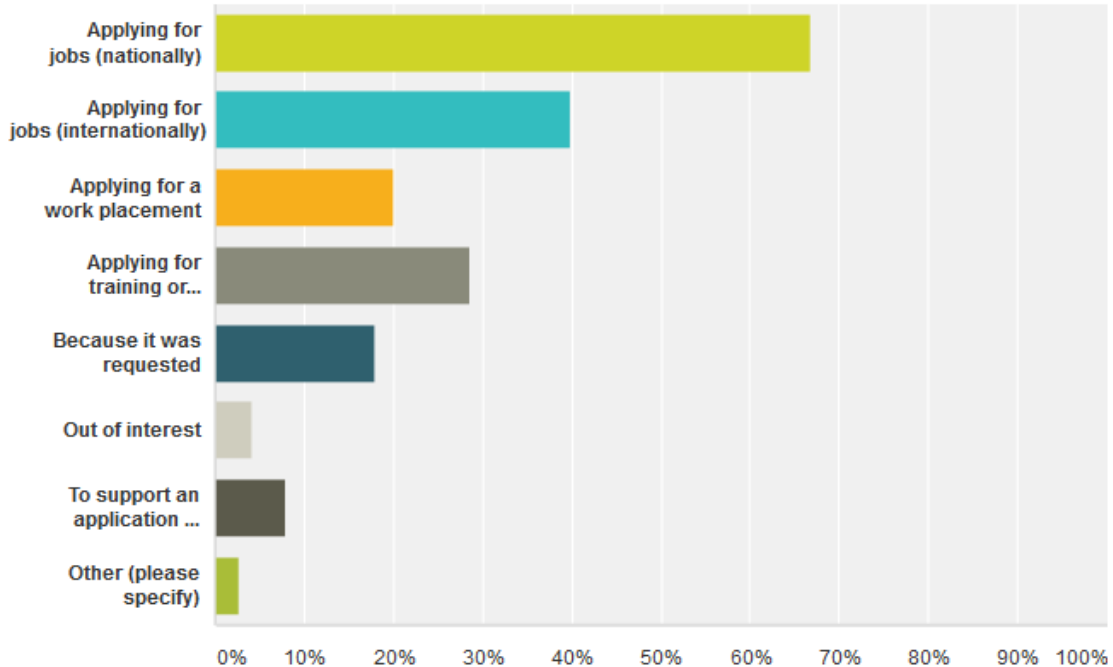
- recommendation by a school, university or education or training institution (31%);
- Internet search (25%);
- recommendation by friends and relatives (25%).

The fact that almost one third of users came across Europass following a recommendation by an education or training institution proves the crucial importance of promoting Europass to teachers and trainers.

The surprisingly significant role of word-of-mouth (25%) also reveals that citizens who used Europass recommend it, which is a good sign.

Question 4

What are you using the Europass editor and documents for? (you can tick more than one box)?



Answer Choices	Responses	Count
Applying for jobs (nationally)	66.87%	6,797
Applying for jobs (internationally)	39.85%	4,050
Applying for a work placement	20.13%	2,046
Applying for training or education	28.56%	2,903
Because it was requested	18.01%	1,831
Out of interest	4.17%	424
To support an application for a project	7.83%	796
Other (please specify)	2.62%	266
Total Respondents: 10,164		



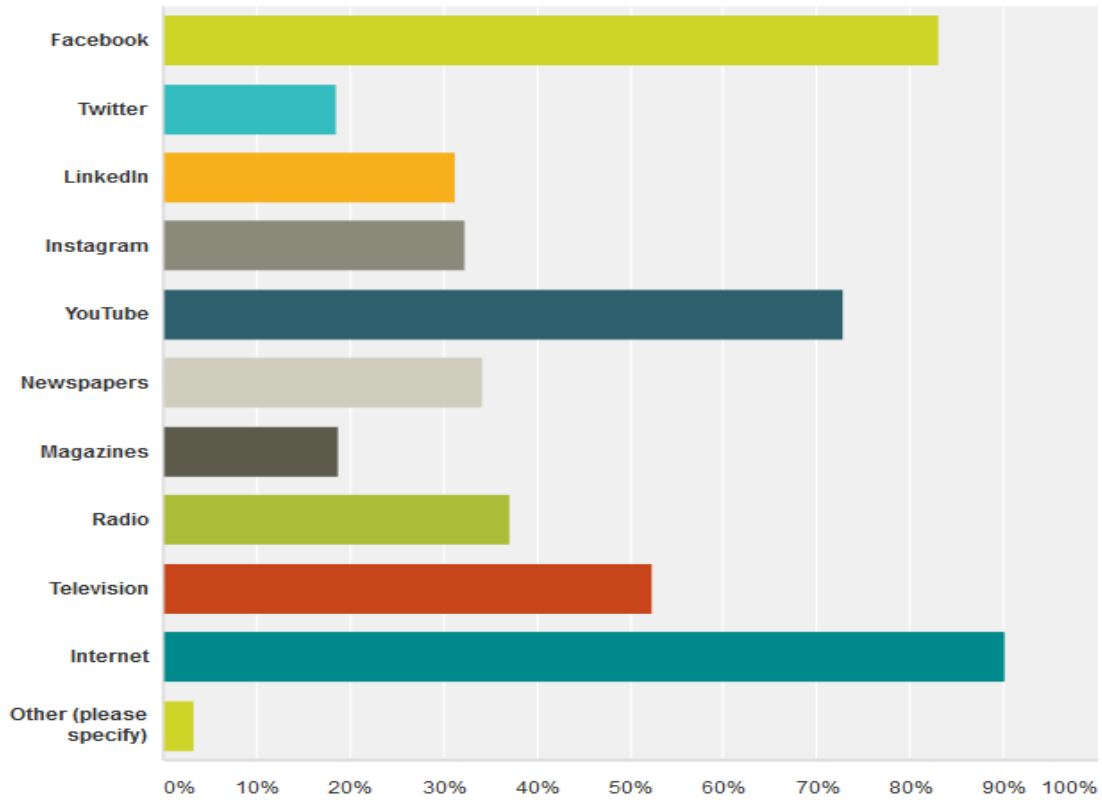
This confirms that people primarily use Europass to look a job in their own country (66%) and not only international mobility.

Another interesting finding is that the Europass CV is also used to apply for studies (28%).

The fact that 18% of users chose the Europass CV because it was requested reflects the growing acceptance of Europass by, for example, employers, as underlined by a number of respondents.

Question 5 (1/2)

Which of the following types of media do you use regularly (once a week or more)? (you can tick more than one box)



Answer Choices	Responses	
Facebook	83.05%	8,441
Twitter	18.65%	1,896
LinkedIn	31.29%	3,180
Instagram	32.26%	3,279
YouTube	72.94%	7,414
Newspapers	34.14%	3,470
Magazines	18.69%	1,900
Radio	37.16%	3,777
Television	52.35%	5,321
Internet	90.26%	9,174
Other (please specify)	Responses 3.24%	329
Total Respondents: 10,164		

Question 5 (2/2)

Which of the following types of media do you use regularly (once a week or more)? (you can tick more than one box)



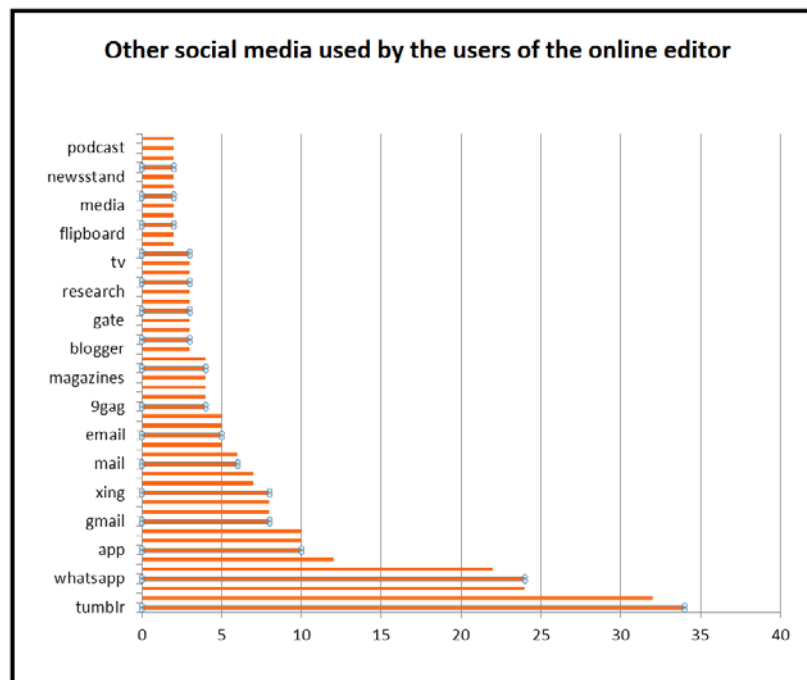
These results provide intelligence on the types of media being used by Europass online editor users, and can be used to inform future awareness-raising activities by NECs.

The internet, Facebook and YouTube are all very widely used, and most Europass Centres have a presence on these media. It confirms that NECs should continue to focus on these media.

Other media that the Europass centres may wish to consider include LinkedIn, Instagram, newspapers, radio and television, though some of these media may be cost prohibitive.

The analysis of the replies for Option “Other” indicates that approximately 1/3 of the respondents do not use Facebook (the most used media type after the Internet). Also, Europass users regularly use also Tumblr, Snapchat, Pinterest, WhatsApp and Google.

NECs should consider whether there are opportunities to utilise these media in future campaigns. However, from the results we do not know for what purpose (entertainment, career management, education, etc.) the respondents use the media, and this should be taken into consideration when planning promotional activities.



Question 6

Please rate the Europass Online Editor on the following criteria:

	Poor	Okay	Good	Excellent	Total	Weighted Average
User-friendliness	1.31% 132	8.79% 887	36.51% 3,685	53.40% 5,390	10,094	3.42
CV template	2.08% 210	11.24% 1,135	41.82% 4,223	44.85% 4,529	10,097	3.29
Guidance / guidelines / examples	1.89% 190	11.96% 1,202	41.75% 4,195	44.40% 4,462	10,049	3.29

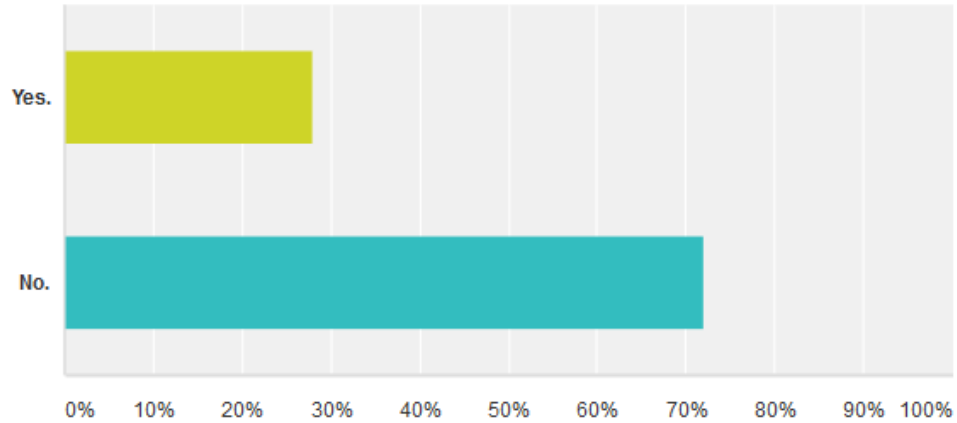


The rate of satisfaction is very good (over 85% of respondents consider the user-friendliness, of the tool, the CV template and the guidelines good or excellent).

Respondents nevertheless underline that user-friendliness of the editor can be improved (see also replied to Q10)

Question 7

Did you use the Europass cover letter editor? If not, why?



Answer Choices	Responses	
Yes.	28.02%	2,848
No.	71.98%	7,316
Total		10,164



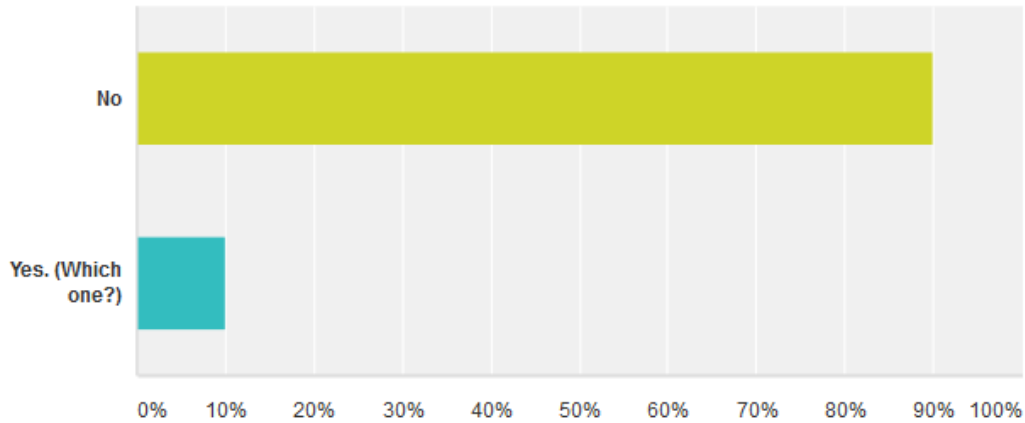
28% of respondents used the CL. Not bad at all for a new feature (April 2014). Those who didn't use it declare they don't need a cover letter or that they didn't notice the CL editor. (CL tab should be more prominent?).

This may be related to an increasing trend towards online applications. In this case the content of a traditional cover letter might be contained in the body of an e-mail or incorporated into the application system.

Other interesting finding: some users don't even know what a cover letter is. Is this a translation issue "Cover letter" or simply that the CL is not commonly used in some countries?

Question 9

Apart from Dropbox, Google Drive, OneDrive, LinkedIn and Eures, is there any other service which you think would be useful to integrate with Europass?



Answer Choices	Responses
No	89.90% 9,137
Yes. (Which one?)	10.10% 1,027
Total	10,164



Replies indicate that ca 20 % of users didn't notice that Google Drive, Dropbox LinkedIn, OneDrive, Eures etc. are already integrated.

Users also ask for the integration of Europass with other cloud services such as mega.nz, box.com, hubic.com, icloud.com and disk.yandex.com, as well as with Xing and Monster (being implemented) and Facebook.

Users also point out the lack of interoperability between systems of EU institutions. This issue should be raised with other European bodies and agencies, and interoperability encouraged on the basis of end user requirements.

They also would appreciate the possibility to add their publications from researchgate.net or academia.edu, and to integrate a video (Vimeo or YouTube).

Question 10

Please provide any suggestion on the Europass online editor (CV template, ease of use, etc.), including how it might be improved?

A lot of respondents underline they don't have any suggestion to improve the tool.

Many users ask for features already online (personal statement; change order of work experiences; preview; data saved in the browser; remove logo; additional information; change the name of attachments; tutorials of the cover letter where to list their publications, references, etc.) that should be more prominent.

Users also ask for features we decided deliberately not to implement (smaller/bigger font, split education and training, etc.) or headings concerning specific occupations (driving licence for tractors).

Users suggest a lot of relevant improvements such as (not frequent in bold):

- more taxonomies (qualifications, professions)
- **more examples and guidance** / video
- **improved rich text editor / formatting options**
- **reduce empty spaces on the template**
- short, one page CV
- formatting problem when copying text from a PDF file
- **improved page break** (e.g. description of a work experience should not be split)
- **different options for the layout** (colours, etc.)
- editor not user-friendly with small / low resolution monitors
- **increase awareness-raising of the tool**
- add Facebook messenger to the list of IM
- editor should be available in Catalan and Serbian
- display jobs corresponding to profiles (job matching)
- possibility to have free text for headings
- application for mobile phones
- find a way to list several positions in the same Work experience
- possibility to save different versions of the CV on the browser / cloud
- back up pdf downloaded automatically
- improve intuitivity for lower qualified / elderly users
- less steps for downloading stage
- better import with LinkedIn
- **date selection system is not intuitive**
- **digital competence self-assessment is not needed**
- **more promotion to companies**
- possibility to reproduce the content of a work experience (useful for professionals)

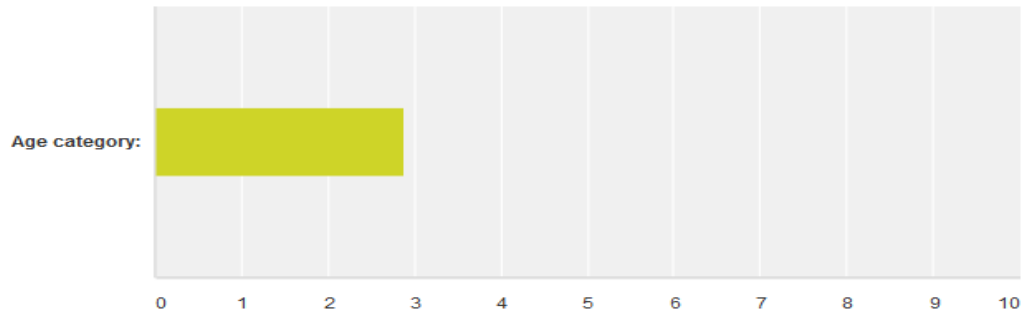


Whereas some fields (age, sex, nationality, picture) are less visible on purpose to help users focus on the essential, some features should be more visible (remove logo, change the order of sections, etc.). Also, recurrent suggestions (dates, page break issue, space between sections, html editor) should be addressed. Cedefop will address these issues.

Question 11

About you

a. Age category



	≤20	21-25	26-30	31-35	35+	Total	Weighted Average
Age category:	14.13% 1,436	33.84% 3,440	20.77% 2,111	11.39% 1,158	19.86% 2,019	10,164	2.89



80% of respondents are under 35. Europass National Centres should think carefully about the age demographics using the online editor. The data indicates that <35s are the main users.

Question is then: Should resources be used to attract older and less educated audiences, or concentrate on the main demographic to which the Europass online editor is suited?

b. Country of residence of respondents (top 95 countries) (countries outside EU+CC in **bold**)

PT - Portugal	21.3%	US - United States	0.2%
IT - Italy	20.3%	CV - Cape Verde	0.1%
ES - Spain	8.0%	ET - Ethiopia	0.1%
RO - Romania	4.6%	HN - Honduras	0.1%
HR - Croatia	4.5%	KZ - Kazakhstan	0.1%
DE - Germany	3.4%	MY - Malaysia	0.1%
SI - Slovenia	2.4%	AF - Afghanistan	0.1%
TR - Turkey	2.3%	AU - Australia	0.1%
HU - Hungary	2.1%	CA - Canada	0.1%
AT - Austria	1.8%	CL - Chile	0.1%
BE - Belgium	1.6%	CN - China	0.1%
LV - Latvia	1.6%	PE - Peru	0.1%
BG - Bulgaria	1.4%	SV - El Salvador	0.1%
MT - Malta	1.3%	XK - Kosovo	0.1%
GR - Greece	1.2%	ZA - South Africa	0.1%
GB - United Kingdom	1.1%	AE - United Arab Emirates	0.1%
FI - Finland	1.1%	UZ - Uzbekistan	0.1%
PL - Poland	1.1%	AO - Angola	0.1%
MK - Macedonia	1.1%	GT - Guatemala	0.1%
CZ - Czech Republic	1.0%	IR - Iran	0.1%
NL - Netherlands	1.0%	AM - Armenia	0.1%
LT - Lithuania	0.9%	IS - Iceland	0.1%
FR - France	0.8%	SY - Syria	0.1%
BR - Brazil	0.8%	BD - Bangladesh	0.1%
IN - India	0.8%	BY - Belarus	0.1%
CO - Colombia	0.6%	JO - Jordan	0.1%
BA - Bosnia and Herzegovina	0.6%	TC - Turks and Caicos Islands	0.1%
RS - Serbia	0.5%	VE - Venezuela	0.1%
RU - Russia	0.5%	VN - Vietnam	0.1%
AL - Albania	0.5%	AR - Argentina	0.1%
UA - Ukraine	0.5%	GE - Georgia	0.1%
MX - Mexico	0.4%	NG - Nigeria	0.1%
SE - Sweden	0.4%	ET - Ethiopia	0.1%
SK - Slovakia	0.4%	HN - Honduras	0.1%
EG - Egypt	0.3%	KZ - Kazakhstan	0.1%
NO - Norway	0.3%	MY - Malaysia	0.1%
PK - Pakistan	0.3%	AF - Afghanistan	0.1%
IE - Ireland	0.3%	AU - Australia	0.1%
CH - Switzerland	0.3%	CA - Canada	0.1%
MD - Moldova	0.3%	CL - Chile	0.1%
CY - Cyprus	0.3%	CN - China	0.1%
EE - Estonia	0.3%	PE - Peru	0.1%
KE - Kenya	0.2%	SV - El Salvador	0.1%
EC - Ecuador	0.2%	XK - Kosovo	0.1%
ID - Indonesia	0.2%	ZA - South Africa	0.1%
LU - Luxembourg	0.2%	AE - United Arab Emirates	0.1%
AZ - Azerbaijan	0.2%	UZ - Uzbekistan	0.1%
DK - Denmark	0.2%		



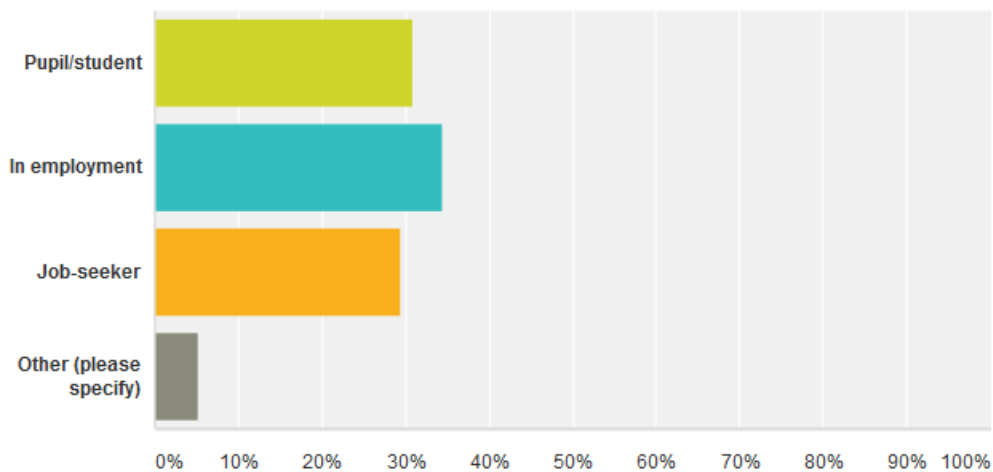
With more than 40 % of respondents, Portugal and Italy remain the first users of the editor. Over 10% of users reside outside EU+CC+EFTA countries.

Despite the large numbers of respondents answering in English, only 1.1% of respondents were from the UK and 0.3% from Ireland.

Were the survey offered in more countries, the data would be more indicative of country / region specific variances. This should be a target for future surveys.

The fact that nearly 50% of responses came from southern Europe (Portugal, Italy and Spain), should also be taken into account when analysing results – the views are skewed towards those of southern Europe and might not indicate the views across Europe as a whole.

c. Status



Answer Choices	Responses
Pupil/student	30.85% 3,136
In employment	34.45% 3,501
Job-seeker	29.45% 2,993
Other (please specify)	5.25% 534
Total	10,164



Roughly, 1/3 of users are pupils/students, 1/3 are in employment and 1/3 are job-seekers. This was slightly unexpected, as we anticipated that there would be higher usage by pupils / students and jobseekers than those already in employment.

This shows that even those with employment experience are happy to use the Europass CV to look for work.

Annex 1: questionnaire

Participate in the Europass online editor 2015 survey and win a prize

Cedefop: Europass editor survey

Europass is continuously trying to improve its service and reach new audiences. To achieve this, we would be grateful if you could complete the following survey. This will take you less than 5 minutes.

The survey is anonymous. Data provided by respondents who want to participate in the prize draw will not be transmitted to third parties and deleted once the survey is completed.

1. Is this the first time you have completed a CV?

- Yes.
- No.

2. Is this the first time you have used the Europass online editor?

- Yes.
- No. How many times? (specify)

3. Where did you first hear about Europass?

- Facebook
- Twitter
- Internet search
- National Europass Centre website
- Employment service
- Guidance Counsellor
- School, University or other education or training institution
- Friends / relatives / peers
- Leaflet or other Europass promotional material
- Paper advertising (magazine, newspaper or other publication)
- Event / Job fair
- Other (specify)

4. What are you using the Europass editor and documents for? (you can tick more than one box)

- Applying for jobs (nationally)
- Applying for jobs (internationally)
- Applying for a work placement
- Applying for training or education
- Because it was requested
- Out of interest
- To support an application for a project
- Other (specify)

5. Which of the following types of media do you use regularly (once a week or more)? (you can tick more than one box)

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Newspapers
- Magazines
- Radio
- Television
- Internet
- Other (specify)

6. Please rate the Europass online editor on the following criteria:

User-friendliness

- Poor Okay Good Excellent

CV template

- Poor Okay Good Excellent

Guidance / guidelines / examples

- Poor Okay Good Excellent

7. Did you use the Europass cover letter editor?

- Yes.
 No.

Why? (specify)

8. Why did you choose to use the Europass CV online editor?

9. Apart from Dropbox, Google Drive, OneDrive, LinkedIn and Eures, is there any other service which you think would be useful to integrate with Europass

- No.
 Yes. (Which one?)

10. Please provide any suggestion on the Europass online editor (CV template, ease of use, etc.), including how it might be improved.

11. About you

Age category

- ≤20 21-25 26-30 31-35 35+

Country of residence

Status

- Pupil/student In employment Job-seeker

Other (specify) _____

12. Should you wish to be entered into the prize draw to win a prize, please insert your contact details below:

Surname*: _____

First name*: _____

E-mail*: _____

Telephone (with local and country code): _____

*Mandatory field

13. Europass are always interested in hearing how the documents have been successfully used. We would like permission to contact you in 6 months' time to request information on how you have used the documents?

Yes.

No.

Your personal data will be handled by the national Europass centres only and not transmitted to third parties. They will be deleted once the survey is completed. Your personal data will be processed in compliance with Regulation (EC) N° 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data.

Thank you for your participation in this survey.