

JOB SEEKERS' AWARENESS OF JOB MATCHING SERVICES

Output indicator

Indicator Phrasing

English: % of [specify the target group] able to recall at least one of the promoted job-matching services

French: % de [spécifiez le groupe cible] capable de se souvenir d'au moins une des agences de placement d'emplois promues

Portuguese: % de [especificar o grupo-alvo] capazes de recordar pelo menos um dos serviços de busca de emprego promovidos

Czech: % [určete cílovou skupinu] schopných si vybavit alespoň jednu z propagovaných služeb zprostředkovávajících zaměstnání

What is its purpose?

The indicator assesses the extent to which the target group members (e.g. youth) are able to recall at least one of the promoted job-matching services. It shows the effectiveness of any promotion campaigns recommending job seekers to use the promoted services.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of the target group members:

RECOMMENDED SURVEY QUESTION (Q) AND POSSIBLE ANSWERS (A)

Q1: *Can you please tell me the names of all the services that people like you can use when they look for a job? It can be various websites, printed media, career counselling, or recruitment agencies that come to your mind. Please tell me all that you can recall. (Instruct the data collector to keep probing: "What other services can you think of?")*

A1: list the names of all the promoted job-matching services

To **calculate the indicator's value**, divide the number of respondents who managed to recall at least one of the promoted services by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

Disaggregate the data by gender, the respondent's education, the type of job matching service and other relevant criteria.

Important Comments

1) If some of the promoted services are relatively well known, rephrase the indicator so that it measures awareness of at least two or three services.