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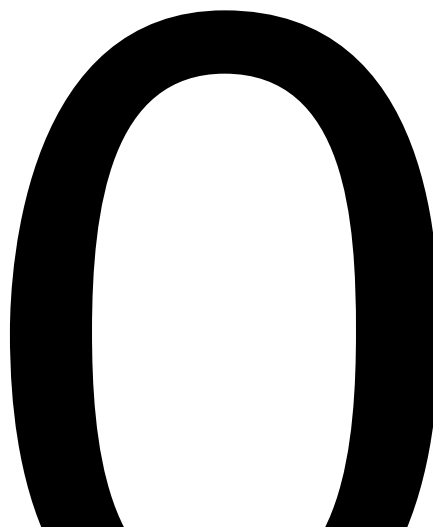
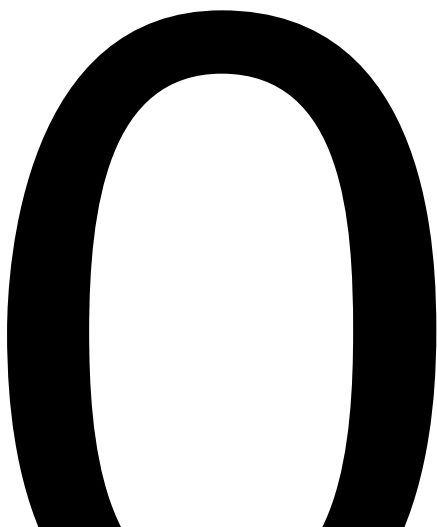
Lack of trust in “dehumanising” online world leaves disadvantaged young people further behind

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- **New, independent research** commissioned by The Prince’s Trust, in conjunction with Samsung, and carried out by the London School of Economics and Political Science (LSE), reveals that the disadvantages young people face offline are preventing them from making the most of the online world.
- **The report published today finds that a staggering 50% of young people** who are currently not in employment, education or training (NEETs) believe that **no one or almost no one can be trusted online**

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young people did not obtain a formal qualification through ICTs that they could not have obtained otherwise.

NEET young people expressed a preference to **apply for jobs in person**, rather than digitally, in particular because of the lack of follow up messages received from employers online. Many of these young peopl

Notes to editors:

About The Prince's Trust

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. Founded by HRH The Prince of Wales in 1976, this year it is celebrating 40 years of supporting 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion.

Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health issues, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training.

The Prince's Trust has supported 825,000 young people in the last 40 years and this year it will support over 100 more each day.

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Further information about The Prince's Trust is available at princes-trust.org.uk or on 0800 842 842.

About Samsung Electronics Co., Ltd.

