YouGov Survey Results

Fieldwork: 6th - 16th March 2017

Sample: 2058 business decision makers

	Total	Organization size		
		Small	Medium	Large

Please remember your answers are always anonymous and will ever be analysed individually.

Thinking about any time you have looked to hire a new employee...

Have you ever turned down a candidate because of their online activity (e.g. comments/ posts made on social media)?

	Total	Small	Medium	Large
Unweighted base	2058	1110	308	640
Base	2058	986	251	821
Yes, I have	19%	11%	22%	28%
No, I haven't	77%	86%	75%	67%
Prefer not to say	4%	3%	3%	5%

For the following question, even if you have never hired a new employee for you business before we are still interested in your opinion.

Thinking generally about when you look to hire new employees...

Which, if any, of the following types of social media would/ do you search for the candidate(s) on? (Please select all that apply)

	Total	Small	Medium	Large
Unweighted base	2058	1110	308	640
Base	2058	986	251	821
Facebook	46%	44%	45%	48%
Twitter	28%	25%	30%	32%
LinkedIn	48%	39%	56%	56%
Flickr	5%	3%	4%	6%
Tumblr	5%	3%	4%	7%
Myspace	5%	3%	5%	8%
Instagram	15%	12%	17%	18%
Other	4%	4%	4%	4%
Don't know	3%	3%	2%	3%
Not applicable - I would/ do not search for candidates on social media	31%	40%	27%	20%

	Total	Organization size		
		Small	**Medium**	**Large**

Which, if any, of the following types of activity on social media would put you off hiring a candidate? (Please select all that apply)

	Total	Small	Medium	Large
Unweighted base	1349	637	220	492
Base	1374	561	179	633
Political views/ activity	29%	29%	26%	30%
References to drug use	71%	73%	72%	68%
Aggressive/ offensive language	75%	81%	76%	70%
Drunken photos of themselves	47%	49%	45%	46%
"Vanity" (e.g. to many photos of themselves, "selfies" etc.)	26%	31%	23%	23%
Bad spelling/ grammar	56%	60%	56%	53%
General "oversharing" of content (e.g. links, photos etc.)	29%	29%	22%	30%
Other	6%	6%	6%	7%
Don't know	2%	2%	2%	2%
Not applicable - nothing in particular would put me off	2%	2%	2%	2%

Generally speaking, which, if any, of the following do you think is important for a candidate when applying for a role at your business?

	Total	Small	Medium	Large
Unweighted base	2058	1110	308	640
Base	2058	986	251	821
Not having gaps in their work history	21%	19%	25%	23%
To not have moved from several jobs after short amounts of time (e.g. less than a year)	39%	37%	51%	37%
Not to have stayed at one place of work for a long time (e.g. more than 5 years)	5%	2%	3%	9%
The way they behave themselves at an interview generally	68%	70%	69%	66%
Having a good handshake	15%	15%	17%	16%
Confidence	51%	51%	54%	50%
Their overall appearance	51%	51%	56%	50%
Their knowledge of our business	52%	50%	56%	53%
Their existing skills and knowledge	75%	78%	78%	70%
None of these	2%	4%	0%	1%
Don't know	2%	3%	1%	2%