

YouGov - Social Media

Fieldwork: 9th - 10th February 2023

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q

Have you ever been asked by an employer or prospective employer to show any social media profiles you may have? (Please select one option in each row)

An employer you were working for at the time

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
I have not been asked	70%	70%	69%	65%	80%	81%	82%	56%	73%	65%	70%	67%	65%	62%	75%	69%	66%	80%
				G	C.G	C.G	C.G		I		M				K,L,M,O	M	*	J,K,L,M,O,P
I have been asked	4%	5%	3%	8%	5%	8%	5%	2%	5%	4%	4%	5%	4%	7%	4%	4%	1%	6%
		B		G	G	G	G							J,N,O,P			*	
Not Applicable	26%	24%	27%	27%	15%	11%	14%	42%	22%	31%	27%	28%	31%	31%	22%	27%	33%	15%
				D,E,F				C,D,E,F		H	Q	N,Q	N,Q	N,Q	Q	N,Q	N,Q*	

Prospective employers who you were applying for a job with

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
I have not been asked	67%	67%	66%	59%	79%	82%	77%	53%	70%	62%	67%	65%	63%	58%	71%	66%	62%	77%
					C.G	C.G	C.G		I		M				K,L,M,O	M	*	J,K,L,M,O,P
I have been asked	5%	6%	5%	16%	7%	6%	6%	1%	6%	5%	4%	6%	4%	12%	5%	6%	2%	3%
				D,E,F,G	G	G	G							J,K,L,N,O,P,Q		J	*	
Not Applicable	28%	27%	29%	25%	14%	12%	17%	46%	24%	33%	29%	29%	33%	31%	23%	28%	36%	20%
				D,E,F				C,D,E,F		H	N,Q	N,Q	N,Q	N,Q		N,Q	N,Q*	

If a prospective employer asked you to show them your social media profiles as a condition of getting the job, how willing or unwilling would you be to do so? (If you do not have any social media accounts, please select the 'Not applicable' option)

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Very willing	14%	15%	14%	18%	12%	18%	16%	12%	14%	14%	15%	15%	13%	14%	15%	15%	15%	11%
				D.G		D.G	G										*	
Somewhat willing	20%	17%	23%	32%	26%	23%	22%	13%	21%	19%	21%	20%	23%	21%	19%	20%	15%	26%
		A		E,F,G	G	G	G										*	N,P
Somewhat unwilling	17%	16%	19%	22%	25%	17%	17%	13%	19%	15%	18%	15%	17%	19%	20%	18%	9%	14%
				G	E,F,G	G	G		I		P			P	P	P	*	
Very unwilling	22%	25%	20%	13%	25%	24%	23%	23%	23%	22%	19%	25%	21%	20%	23%	22%	29%	24%
		B		C	C	C	C									J*		
Not applicable - I don't use social media	19%	22%	17%	4%	8%	10%	15%	33%	17%	22%	20%	19%	19%	19%	18%	19%	25%	17%
		B			C	C	C,D	C,D,E,F		H							*	
Don't know	6%	6%	7%	10%	4%	7%	7%	6%	5%	8%	7%	6%	7%	6%	5%	6%	6%	8%
				D,G						H							*	

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

To what extent would you support or oppose employers checking applicants' social media profiles becoming a standard part of the job application process for each of the following? (Please select one option in each row)

All jobs

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	12%	12%	12%	14% D	7%	11%	12%	14% D	12%	11%	14%	11%	11%	11%	12%	12%	16%	9%
Somewhat support	20%	18%	23% A	21%	17%	20%	19%	22%	19%	22%	20%	23% Q	19%	20%	21%	21%	23%	15%
Somewhat oppose	26%	23%	29% A	32% G	29% G	26%	26%	23%	28% I	23%	24%	27%	26%	27%	26%	26%	20%	29%
Strongly oppose	27%	33%	22% B	17% C.G	34% C.G	31% C	30% C	25%	28%	27%	28%	26%	25%	29%	26%	27%	27%	33%
Don't know	14%	14%	15%	15%	13%	13%	13%	16%	12%	18% H	13%	13%	18%	14%	15%	14%	15%	14%

Jobs that involve working with vulnerable people

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	38%	35%	41% A	37% D	26%	34% D	35% D	46% C.D.E.F	38%	38%	42% Q	38%	38%	35%	38%	39% Q	41%	29%
Somewhat support	26%	25%	27% E.F.G	35% G	29%	26%	26%	22%	27%	24%	23%	27%	20%	26%	29% J.L	25%	33% J.L*	31%
Somewhat oppose	10%	9%	11% G	10% G	14% G	12% G	12% G	7%	11% I	8%	11% P	12% P	12% P	11% P	8% P	11% N.P	2% *	8% P
Strongly oppose	15%	20%	11% B	5% C.G	20% C	17% C	19% C.G	14% C	15%	16%	15%	13%	16%	18%	14%	15%	12% *	21% K.N.O
Don't know	11%	11%	10%	13%	11%	11%	9%	11%	9%	14% H	9%	10%	14% J	11%	11%	11%	12% *	12%

Executive level jobs (e.g. CEO, CFO, etc.)

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	24%	24%	24% A	25% D	18%	21% D	24% D	28% D.E	25%	23%	25% Q	21%	25%	25% Q	26% Q	25% Q	32% K.Q*	17%
Somewhat support	26%	23%	29% A	36% D.E.F.G	28%	25%	24%	24%	28%	24%	24%	28% M	26%	20% M	28% M	25% M	27% *	34% J.M.O
Somewhat oppose	17%	15%	18% A	18% G	19% G	21% G	17%	13%	18%	15%	19% P.Q	20% P.Q	13%	20% P.Q	15% P	17% P	9% *	12%
Strongly oppose	19%	24%	15% B	9% C	23% C	21% C	22% C	19% C	19%	20%	20%	18%	18%	22%	17%	19%	19% *	23%
Don't know	14%	14%	13%	12%	13%	12%	13%	16%	11%	18% H	12%	13%	19% J.O	13%	14%	14%	13% *	14%

Jobs working with children

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	40%	38%	41% D	37% D	27%	33% D	38% D	49% C.D.E.F	39%	40%	42% Q	40%	38%	35% Q	42% Q	40% Q	45% Q*	33%
Somewhat support	24%	22%	27% A	33% F.G	27% G	27% G	23% G	21%	26%	22%	22%	25%	19%	27%	26%	24%	30% L*	27%
Somewhat oppose	11%	10%	11% G	14% G	16% G	13% G	12% G	6%	12% I	9%	13% N.P	13% P	13% P	10% P	9% P	11% N.P	2% *	9% P
Strongly oppose	15%	19%	10% B	4% C.G	19% C	16% C	18% C	14% C	14%	15%	15%	13%	15%	16%	13%	14%	12% *	20% K.N.O
Don't know	11%	11%	10%	12%	10%	11%	10%	11%	9%	13% H	9%	10%	15% J	12%	11%	11%	11% *	12%

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Jobs working for the emergency services																		
Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	28%	26%	29%	26% D	14%	24% D	29%	35% D	27%	28%	29%	28%	26%	24%	29%	28%	35% M,Q*	23%
Somewhat support	26%	24%	29% A	33% F,G	26%	27%	24%	25%	27%	24%	25%	29%	27%	23%	27%	26%	31% *	23%
Somewhat oppose	16%	15%	17% A	20% F,G	24% E,F,G	17% G	17% G	11%	18% I	14%	18%	16%	14%	19%	14%	16%	11% *	16%
Strongly oppose	18%	24% B	13%	8% C,G	24% C	20% C	20% C	17% C	18%	19%	17%	17%	19%	20%	17%	18%	14% *	26% J,K,N,O,P
Don't know	12%	12%	12%	13%	12%	12%	10%	12%	10%	15% H	10%	11%	15%	13%	13%	12%	9% *	12%
Jobs within the NHS																		
Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Strongly support	25%	23%	27%	23% D	12%	21% D	27% D	32% D	24%	26%	28%	25%	26%	22%	23%	25%	31% *	21%
Somewhat support	26%	23%	29% A	34% D,F,G	24%	27%	22%	26%	26%	25%	24%	28%	23%	22%	29% M,O	26%	33% M*	25%
Somewhat oppose	18%	18%	18% A	22% G	25% G	20% G	19% G	13%	20% I	16%	20%	19%	15%	21% P	17%	18%	12% *	20%
Strongly oppose	19%	24% B	14%	7% C,G	26% C	21% C	22% C	17% C	19%	19%	18%	17%	21%	22%	18%	19%	15% *	23%
Don't know	12%	12%	11%	14%	12%	12%	10%	12%	10%	14% H	10%	11%	16% J	13%	13%	12%	10% *	12%

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Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

Have you ever been turned down for a job or promotion for reasons in part or entirely due to posts you have made on social media platforms?

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Never	61%	59%	62%	54%	76%	73%	72%	47%	64%	56%	63%	53%	66%	53%	65%	60%	59%	67%
					C.G	C.G	C.G		I		K.M	53%	K.M		K.M.O	K.M	*	K.M
Once	2%	3%	1%	7%	2%	5%	1%	-	2%	2%	2%	2%	2%	4%	2%	2%	1%	2%
		B		D.F.G	G	F.G	G										*	*
More than once	2%	3%	1%	9%	2%	2%	-	0%	2%	2%	1%	2%	3%	4%	1%	2%	-	1%
		B		D.E.F.G	F.G	F.G								J.K.N.O.P	N		*	*
Not Applicable	35%	35%	36%	29%	20%	20%	27%	53%	31%	41%	33%	44%	30%	39%	33%	36%	40%	30%
				D.E			D.E	C.D.E.F		H		J.L.N.O.Q					*	*

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Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

Have you ever faced disciplinary action at work for reasons in part or entirely due to posts you have made on social media platforms?

Unweighted base	2145	1013	1132	198	322	360	374	891	1276	869	517	375	190	274	514	1870	101	174
Base: All GB adults	2145	1040	1105	238	324	366	375	842	1223	922	513	354	196	290	501	1853	105	187
Not Applicable	92%	91%	93%	74%	90%	88%	95%	98%	93%	91%	91%	90%	92%	89%	95%	92%	94%	92%
			A	C	C	C.D.E	C.D.E.F								J.K.M.O	M	*	
Once	3%	3%	2%	8%	3%	5%	1%	0%	3%	2%	4%	2%	4%	4%	1%	3%	-	1%
				D.F.G	G	F.G					N.Q		N.P.Q	N.P.Q		N	*	
More than once	2%	2%	1%	6%	3%	2%	0%	0%	2%	2%	2%	3%	1%	3%	1%	2%	-	1%
				D.E.F.G	F.G	F.G										*		
Don't know	4%	4%	4%	11%	5%	5%	3%	1%	3%	5%	3%	5%	3%	5%	2%	3%	6%	6%
				D.E.F.G	G	G	G			H		N				N*	N	

You said you have faced disciplinary action at work due to posts you have made on social media platforms at least once. What form did this disciplinary action take? (Please select all that apply)

Unweighted base	80	44	36	29	15	24	6	6	49	31	23	16	8	17	13	77	-	3
Base: All GB adults	90	55	35	35	17	27	6	6	52	38	27	17	10	20	14	87	-	3
I received a verbal warning	30%	25%	37%	19%	43%	42%	15%	15%	32%	27%	48%	17%	21%	15%	29%	29%	-	65%
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**
I received a written warning	31%	35%	25%	42%	27%	20%	51%	15%	36%	25%	14%	37%	32%	56%	31%	32%	-	-
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**
I was suspended	29%	33%	22%	36%	36%	28%	-	-	32%	24%	39%	22%	42%	17%	32%	30%	-	-
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**
I was sacked	11%	11%	11%	23%	-	4%	18%	-	6%	18%	11%	9%	11%	11%	19%	12%	-	-
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**
Other	10%	11%	9%	8%	5%	12%	-	36%	5%	16%	14%	10%	11%	12%	-	10%	-	-
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**
Don't know/Can't recall	8%	5%	13%	7%	5%	3%	16%	34%	9%	7%	3%	24%	-	5%	-	7%	-	35%
		*	*	**	**	**	**	**	*	**	**	**	**	**	**	*	**	**

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G, H/I, J/K/L/M/N/O/P/Q, R/S/T/U/V/W/X/Y/Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ, AK/AL/AM/AN/AO, AP/AQ/AR/AS/AT/AU, AV/AW/AX/AY/AZ/BA/BB/BC, BD/BE/BF/BG/BH/BI/BJ/BK/BL

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Total

Have you ever been asked by an employer or prospective employer to show any social media profiles you may have? (Please select one option in each row)

An employer you were working for at the time

Unweighted base	2145
Base: All GB adults	2145
I have not been asked	70%
I have been asked	4%
Not Applicable	26%

Prospective employers who you were applying for a job with

Unweighted base	2145
Base: All GB adults	2145
I have not been asked	67%
I have been asked	5%
Not Applicable	28%

If a prospective employer asked you to show them your social media profiles as a condition of getting the job, how willing or unwilling would you be to do so? (If you do not have any social media accounts, please select the 'Not applicable' option)

Unweighted base	2145
Base: All GB adults	2145
Very willing	14%
Somewhat willing	20%
Somewhat unwilling	17%
Very unwilling	22%
Not applicable - I don't use social media	19%
Don't know	6%

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To what extent would you support or oppose employers checking applicants' social media profiles becoming a standard part of the job application process for each of the following? (Please select one option in each row)

All jobs		
Unweighted base		2145
Base: All GB adults		2145
Strongly support		12%
Somewhat support		20%
Somewhat oppose		26%
Strongly oppose		27%
Don't know		14%

Jobs that involve working with vulnerable people		
Unweighted base		2145
Base: All GB adults		2145
Strongly support		38%
Somewhat support		26%
Somewhat oppose		10%
Strongly oppose		15%
Don't know		11%

Executive level jobs (e.g. CEO, CFO, etc.)		
Unweighted base		2145
Base: All GB adults		2145
Strongly support		24%
Somewhat support		26%
Somewhat oppose		17%
Strongly oppose		19%
Don't know		14%

Jobs working with children		
Unweighted base		2145
Base: All GB adults		2145
Strongly support		40%
Somewhat support		24%
Somewhat oppose		11%
Strongly oppose		15%
Don't know		11%

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	Total
Jobs working for the emergency services	
Unweighted base	2145
Base: All GB adults	2145
Strongly support	28%
Somewhat support	26%
Somewhat oppose	16%
Strongly oppose	18%
Don't know	12%
Jobs within the NHS	
Unweighted base	2145
Base: All GB adults	2145
Strongly support	25%
Somewhat support	26%
Somewhat oppose	18%
Strongly oppose	19%
Don't know	12%

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Total	
Have you ever been turned down for a job or promotion for reasons in part or entirely due to posts you have made on social media platforms?	
Unweighted base	2145
Base: All GB adults	2145
Never	61%
Once	2%
More than once	2%
Not Applicable	35%

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Total

Have you ever faced disciplinary action at work for reasons in part or entirely due to posts you have made on social media platforms?

Unweighted base	2145
Base: All GB adults	2145
Not Applicable	92%
Once	3%
More than once	2%
Don't know	4%

You said you have faced disciplinary action at work due to posts you have made on social media platforms at least once. What form did this disciplinary action take? (Please select all that apply)

Unweighted base	80
Base: All GB adults	90
I received a verbal warning	30%
I received a written warning	31%
I was suspended	29%
I was sacked	11%
Other	10%
Don't know/Can't recall	8%

Cell Contents (CBM, Minimum Base: 30 (**), Small Base: 100 (*))