

## National Tracking Poll

Project: 200114

N Size: 250 HR Decision-makers

Margin of Error:  $\pm 6\%$

January 07-13, 2020

### Topline Report

Question	Response	Frequency	Percentage
PINK1	<i>Do you agree or disagree with the following statement? It is important for job candidates to build a professional brand for themselves online.</i>		
	Strongly agree	91	36%
	Somewhat agree	121	48%
	Somewhat disagree	15	6%
	Strongly disagree	10	4%
	Don't know/no opinion	13	5%
PINK2	<i>How likely or unlikely are you to review job candidate's social media profiles before deciding to hire them or not?</i>		
	Very likely	83	33%
	Somewhat likely	101	40%
	Somewhat unlikely	33	13%
	Very unlikely	23	9%
	Don't know/no opinion	10	4%
PINK3_1	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - Workplace experience in a similar work setting to that of your business</i>		
	Rank: 1	68	27%
	Rank: 2	70	28%
	Rank: 3	56	22%
	Rank: 4	24	10%
	Rank: 5	19	8%
	Rank: 6	13	5%
PINK3_2	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - Prior industry-relevant work experience (including internships, apprenticeships, military service, part-time or full-time work)</i>		
	Rank: 1	63	25%
	Rank: 2	64	26%
	Rank: 3	41	16%
	Rank: 4	38	15%
	Rank: 5	26	10%
	Rank: 6	18	7%

Question	Response	Frequency	Percentage	
PINK3_3	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - A two-year or four-year degree</i>	Rank: 1	38	15%
		Rank: 2	30	12%
		Rank: 3	39	16%
		Rank: 4	55	22%
		Rank: 5	54	22%
		Rank: 6	34	14%
		PINK3_4	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - Military service or completion of a technical training program</i>	Rank: 1
Rank: 2	16			6%
Rank: 3	21			8%
Rank: 4	30			12%
Rank: 5	46			18%
Rank: 6	126			50%
PINK3_5	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - Industry recognized certifications</i>			Rank: 1
		Rank: 2	28	11%
		Rank: 3	36	14%
		Rank: 4	51	20%
		Rank: 5	74	30%
		Rank: 6	38	15%
		PINK3_6	<i>Rank the following from most important to least important when thinking about what matters in screening job candidates: - Soft skills/professional skills</i>	Rank: 1
Rank: 2	42			17%
Rank: 3	57			23%
Rank: 4	52			21%
Rank: 5	31			12%
Rank: 6	21			8%
PINK4_1NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Technical skills</i>			Selected
		Not Selected	160	64%

Question	Response	Frequency	Percentage
PINK4_2NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Leadership</i>		
	Selected	62	25%
	Not Selected	188	75%
PINK4_3NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Teamwork</i>		
	Selected	108	43%
	Not Selected	142	57%
PINK4_4NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Communication</i>		
	Selected	122	49%
	Not Selected	128	51%
PINK4_5NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Problem solving</i>		
	Selected	102	41%
	Not Selected	148	59%
PINK4_6NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Adaptability</i>		
	Selected	62	25%
	Not Selected	188	75%
PINK4_7NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Work ethic</i>		
	Selected	128	51%
	Not Selected	122	49%
PINK4_8NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. Interpersonal skills</i>		
	Selected	50	20%
	Not Selected	200	80%

Question	Response	Frequency	Percentage
PINK4_9NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following skills do you feel are essential for these candidates to possess? Please select up to three responses. None of the above</i>	Selected	3 1%
		Not Selected	247 99%
PINK5_1NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Technical skills</i>	Selected	115 46%
		Not Selected	135 54%
PINK5_2NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Leadership</i>	Selected	89 36%
		Not Selected	161 64%
PINK5_3NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Teamwork</i>	Selected	111 44%
		Not Selected	139 56%
PINK5_4NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Communication</i>	Selected	100 40%
		Not Selected	150 60%
PINK5_5NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Problem solving</i>	Selected	113 45%
		Not Selected	137 55%
PINK5_6NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Adaptability</i>	Selected	85 34%
		Not Selected	165 66%

Question	Response	Frequency	Percentage
PINK5_7NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Work ethic</i>		
	Selected	92	37%
	Not Selected	158	63%
PINK5_8NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. Interpersonal skills</i>		
	Selected	73	29%
	Not Selected	177	71%
PINK5_9NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel are strengths these candidates generally possess? Please select all that apply. None of the above</i>		
	Selected	11	4%
	Not Selected	239	96%
PINK6_1NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Technical skills</i>		
	Selected	53	21%
	Not Selected	197	79%
PINK6_2NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Leadership</i>		
	Selected	103	41%
	Not Selected	147	59%
PINK6_3NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Teamwork</i>		
	Selected	92	37%
	Not Selected	158	63%
PINK6_4NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Communication</i>		
	Selected	103	41%
	Not Selected	147	59%

Question	Response	Frequency	Percentage
PINK6_5NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Problem solving</i>		
	Selected	97	39%
	Not Selected	153	61%
PINK6_6NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Adaptability</i>		
	Selected	90	36%
	Not Selected	160	64%
PINK6_7NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Work ethic</i>		
	Selected	105	42%
	Not Selected	145	58%
PINK6_8NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. Interpersonal skills</i>		
	Selected	97	39%
	Not Selected	153	61%
PINK6_9NET	<i>When thinking of today's entry-level and recent graduates as candidates for jobs, which of the following, if any, do you feel these candidates are lacking? Please select all that apply. None of the above</i>		
	Selected	7	3%
	Not Selected	243	97%
PINK7	<i>Should companies be offering more apprenticeships and internships to better prepare today's high school students for tomorrow's careers?</i>		
	Definitely	147	59%
	Probably	92	37%
	Probably not	2	1%
	Definitely not	2	1%
	Don't know/no opinion	7	3%
PINK8_1	<i>Do you agree or disagree with the following statements? High schools are doing enough to prepare students for a career after graduation.</i>		
	Strongly agree	28	11%
	Somewhat agree	51	20%
	Somewhat disagree	63	25%
	Strongly disagree	102	41%
	Don't know/no opinion	6	2%

Question	Response	Frequency	Percentage
PINK8_2	<i>Do you agree or disagree with the following statements? Companies are doing enough to help high school students prepare for a career after graduation.</i>		
	Strongly agree	28	11%
	Somewhat agree	63	25%
	Somewhat disagree	80	32%
	Strongly disagree	72	29%
	Don't know/no opinion	7	3%
PINK9	<i>How much of an impact does the inability to find highly qualified candidates have on business growth?</i>		
	A large impact	108	43%
	A moderate impact	127	51%
	Not that much of an impact	12	5%
	Not an impact at all	3	1%
PINK10	<i>Could the potential scarcity of qualified IT talent in the American workforce negatively impact your company's profitability in the next 5-10 years?</i>		
	Yes	169	68%
	No	47	19%
	Don't know/no opinion	34	14%
PINK11	<i>Approximately what percentage of your employees would you consider to be highly qualified upon hire?</i>		
	0%-25%	43	17%
	26%-50%	90	36%
	51%-75%	82	33%
	76%-100%	34	14%
	Don't know/no opinion	1	0%
PINK12	<i>What do you feel is the most common cause for when a new hire does not work out?</i>		
	A lack of technical skills	47	19%
	A lack of soft skills/professional skills	126	50%
	A lack of experience	69	28%
	Other	8	3%
PINK13	<i>When thinking of your yearly budget, approximately how much money does your organization spend to recruit highly qualified candidates?</i>		
	Less than \$10,000	60	24%
	Between \$10,000-\$100,000	140	56%
	Between \$500,000-\$1 million	40	16%
	More than \$1 million	10	4%

Question	Response	Frequency	Percentage
PINK14	<i>When thinking of your yearly budget, approximately how much money does your organization spend to train new hires (including resources, lost time, and lost productivity)?</i>		
	Less than \$10,000	64	26%
	Between \$10,000-\$100,000	140	56%
	Between \$500,000-\$1 million	34	14%
	More than \$1 million	12	5%
PINK15	<i>Based on what your organization spends on training new hires per year, do you feel this amount is:</i>		
	Enough	136	54%
	Not enough	86	34%
	Too much	17	7%
	Don't know/no opinion	11	4%
PINK16_1	<i>Do you agree or disagree with the following statements? Current employees could benefit from developing new skills through outside education programs, not just their day-to-day work.</i>		
	Strongly agree	129	52%
	Somewhat agree	109	44%
	Somewhat disagree	11	4%
	Don't know/no opinion	1	0%
PINK16_2	<i>Do you agree or disagree with the following statements? Potential employees can distinguish themselves by developing new skills through outside education programs, not just their day-to-day work.</i>		
	Strongly agree	129	52%
	Somewhat agree	106	42%
	Somewhat disagree	12	5%
	Strongly disagree	2	1%
	Don't know/no opinion	1	0%
PINK17_1NET	<i>Which of the following, if any, apply to your organization because of student loan debt? Entry-level candidates demand/expect higher-than-average salaries</i>		
	Selected	88	35%
	Not Selected	162	65%
PINK17_2NET	<i>Which of the following, if any, apply to your organization because of student loan debt? New hires have 'side-hustle' jobs</i>		
	Selected	72	29%
	Not Selected	178	71%



Question	Response	Frequency	Percentage
PINK17_3NET	<i>Which of the following, if any, apply to your organization because of student loan debt? New hires cite a desire for higher salaries as the reason they leave their position</i>		
	Selected	81	32%
	Not Selected	169	68%
PINK17_4NET	<i>Which of the following, if any, apply to your organization because of student loan debt? Employees struggle with personal financial issues</i>		
	Selected	102	41%
	Not Selected	148	59%
PINK17_5NET	<i>Which of the following, if any, apply to your organization because of student loan debt? None of the above</i>		
	Selected	33	13%
	Not Selected	217	87%
PINK17_6NET	<i>Which of the following, if any, apply to your organization because of student loan debt? Student loan debt does not significantly affect my organization</i>		
	Selected	39	16%
	Not Selected	211	84%
PINK18	<i>Have you ever had an employee ask for a raise to offset student loan debt?</i>		
	Yes	86	34%
	No	164	66%
PINK19	<i>How concerned are you that employees with significant student loan debt may have to take second jobs due to student loan debt?</i>		
	Very concerned	65	26%
	Somewhat concerned	109	44%
	Not that concerned	40	16%
	Not at all concerned	27	11%
	Don't know/no opinion	9	4%
PINKdem1	<i>Are you currently employed in the human resources department of your company? For example, do you assist with hiring, payroll, employee benefits, and employee relations?</i>		
	HR Employee: Yes	250	100%
PINKdem2	<i>What is your current job title?</i>		
	Job title: Manager	108	43%
	Job title: Director	83	33%
	Job title: Vice President	20	8%
	Job title: CEO, President, Partner	39	16%

Question	Response	Frequency	Percentage
PINKdem3	<i>Are you directly involved in hiring new employees?</i>		
	Hiring: provide input	62	25%
	Hiring: part of group that decides	58	23%
	Hiring: final decision-maker	59	24%
	Hiring: sole decision-maker	64	26%
	Hiring: not involved	7	3%
PINKdem4	<i>How many total full-time employees, including the owner, are currently employed by your business? (To the best of your knowledge, please include the total number of employees at all locations and departments of your business.)</i>		
	Company size: 10 employees to 249 employees	100	40%
	Company size: 250 employees to 999 employees	93	37%
	Company size: More than 1,000 employees	57	23%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	HR Decision-makers	250	100%
xdemGender	Gender: Male	116	46%
	Gender: Female	134	54%
	N	250	
age5	Age: 18-29	28	11%
	Age: 30-44	110	44%
	Age: 45-54	51	20%
	Age: 55-64	45	18%
	Age: 65+	16	6%
	N	250	
demAgeGeneration	Generation Z: 18-22	5	2%
	Millennial: Age 23-38	101	40%
	Generation X: Age 39-54	83	33%
	Boomers: Age 55-73	58	23%
	N	247	
xpid3	PID: Dem (no lean)	114	46%
	PID: Ind (no lean)	60	24%
	PID: Rep (no lean)	76	30%
	N	250	
xpidGender	PID/Gender: Dem Men	49	20%
	PID/Gender: Dem Women	65	26%
	PID/Gender: Ind Men	29	12%
	PID/Gender: Ind Women	31	12%
	PID/Gender: Rep Men	38	15%
	PID/Gender: Rep Women	38	15%
	N	250	
xdemIdeo3	Ideo: Liberal (1-3)	92	37%
	Ideo: Moderate (4)	77	31%
	Ideo: Conservative (5-7)	77	31%
	N	246	
xeduc3	Educ: < College	75	30%
	Educ: Bachelors degree	101	40%
	Educ: Post-grad	74	30%
	N	250	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	48	19%
	Income: 50k-100k	108	43%
	Income: 100k+	94	38%
	N	250	
xdemWhite	Ethnicity: White	194	78%
xdemHispBin	Ethnicity: Hispanic	32	13%
demBlackBin	Ethnicity: Afr. Am.	29	12%
demRaceOther	Ethnicity: Other	27	11%
xdemReligion	All Christian	127	51%
	All Non-Christian	23	9%
	Atheist	10	4%
	Agnostic/Nothing in particular	90	36%
	N	250	
xdemReligOther	Religious Non-Protestant/Catholic	24	10%
xdemEvang	Evangelical	65	26%
	Non-Evangelical	96	38%
	N	161	
xdemUsr	Community: Urban	79	32%
	Community: Suburban	134	54%
	Community: Rural	37	15%
	N	250	
xdemEmploy	Employ: Private Sector	203	81%
	Employ: Government	23	9%
	Employ: Self-Employed	18	7%
	Employ: Homemaker	1	0%
	Employ: Other	4	2%
	N	249	
xdemMilHH1	Military HH: Yes	29	12%
	Military HH: No	221	88%
	N	250	
xnr1	RD/WT: Right Direction	97	39%
	RD/WT: Wrong Track	153	61%
	N	250	
Trump_Approve	Trump Job Approve	91	36%
	Trump Job Disapprove	157	63%
	N	248	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve2	Trump Job Strongly Approve	54	22%
	Trump Job Somewhat Approve	37	15%
	Trump Job Somewhat Disapprove	26	10%
	Trump Job Strongly Disapprove	131	52%
	N	248	
Trump_Fav	Favorable of Trump	85	34%
	Unfavorable of Trump	158	63%
	N	243	
Trump_Fav_FULL	Very Favorable of Trump	50	20%
	Somewhat Favorable of Trump	35	14%
	Somewhat Unfavorable of Trump	22	9%
	Very Unfavorable of Trump	136	54%
	N	243	
xnr3	#1 Issue: Economy	64	26%
	#1 Issue: Security	62	25%
	#1 Issue: Health Care	53	21%
	#1 Issue: Medicare / Social Security	14	6%
	#1 Issue: Women's Issues	17	7%
	#1 Issue: Education	18	7%
	#1 Issue: Energy	19	8%
	#1 Issue: Other	3	1%
	N	250	
xsubVote18O	2018 House Vote: Democrat	137	55%
	2018 House Vote: Republican	79	32%
	2018 House Vote: Someone else	11	4%
	N	227	
xsubVote16O	2016 Vote: Hillary Clinton	114	46%
	2016 Vote: Donald Trump	80	32%
	2016 Vote: Other	28	11%
	2016 Vote: Didn't Vote	28	11%
	N	250	
xsubVote14O	Voted in 2014: Yes	201	80%
	Voted in 2014: No	49	20%
	N	250	
xsubVote12O	2012 Vote: Barack Obama	144	58%
	2012 Vote: Mitt Romney	57	23%
	2012 Vote: Other	7	3%
	2012 Vote: Didn't Vote	40	16%
	N	248	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	55	22%
	4-Region: Midwest	52	21%
	4-Region: South	87	35%
	4-Region: West	56	22%
	N	250	
PINKdem1	HR Employee: Yes	250	100%
PINKdem2	Job title: Manager	108	43%
	Job title: Director	83	33%
	Job title: Vice President	20	8%
	Job title: CEO, President, Partner	39	16%
	N	250	
PINKdem3	Hiring: provide input	62	25%
	Hiring: part of group that decides	58	23%
	Hiring: final decision-maker	59	24%
	Hiring: sole decision-maker	64	26%
	Hiring: not involved	7	3%
	N	250	
PINKdem4	Company size: 10 employees to 249 employees	100	40%
	Company size: 250 employees to 999 employees	93	37%
	Company size: More than 1,000 employees	57	23%
	N	250	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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