

No gimmicks, just grit: North East Scotland jobseekers keep it real in the pursuit of career success

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A [new survey](#) by HiJOBS has discovered when it comes to seeking out career opportunities, jobseekers in the North East of Scotland are living up to their reputation as being honest straight-talkers and refusing to lean into tricks or gimmicks that could help them secure their next job role.

The survey, completed by 2000 Scots, found that **only one in four (19%) of people living in the North East admitted to having exaggerated their work experience** on a CV, compared to those in the Scottish Borders where almost a third (30%) have taken some artistic licensing with their past experience.

That honesty is reflected in salary negotiation too, as only one in ten (13%) people living in the North East have lied about having a competing job offer on the table to help boost their new salary offer, compared to one in four Glaswegians (21%).

When it comes to first impressions, job hunters from **Aberdeenshire are also displaying a take me as you find me attitude, with 95% choosing not to modify their accent and 82% not making any changes to their appearance for an interview.** In fact, it is those living in the Central Belt are twice as likely to adapt their accent (12%), and one in four (26%) Glaswegians are most likely to modify the way they dress to help them land their new role.

Honesty and transparency also play a key factor when considering new career opportunities. **Almost half (47%) of job hunters in Aberdeen, by far the most in Scotland, would not apply for a position if the company suffers from a negative word-of-mouth reputation.**

The other top turn-offs included having to work anti-social hours (40%), lack of career progression (29%) and lack of staff benefits (29%). Conversely, the top-ranked job factors rated extremely important by people living in the North East of Scotland were: a good pension (57%), paid overtime (55%), flexible working (54%), a generous holiday allowance (51%) and investment in personal development (43%).

Laura Saunders, Commercial Director and Founder of HiJOBS said: "Our research aimed to shed a little light on the concerns and aspirations of people across Scotland in their job search and it's fascinating to see the regional variations and priorities play out.

"While I completely respect Aberdonians' deep commitment to not modifying their accent or the way they dress, I hope some job hunters are willing to make the odd exception. HiJOBS is currently recruiting for a [Santa](#) and his Christmas [elves](#) at Dobbies in Aberdeen, which I hope would be the perfect opportunity to perhaps bend the rules and spread some festive cheer."

Further insights on Scotland's regional job hunting trends can be found at hijobs.net/survey or to apply for a role as Santa or his elves visit: hijobs.net/santa

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