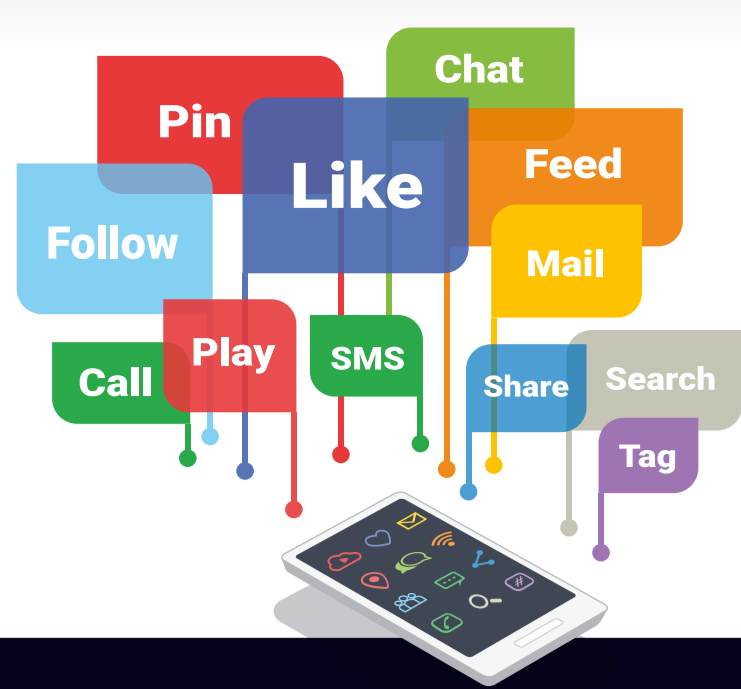


The Tech Talent Report:

What UK candidates really want from an employer



Competition for tech talent is high, but in order to bring them to your business, you first need to be able to understand tech talent.

What is important to these people? How can you translate that into your EVP and employer brand messaging? Well...

talent works

We went directly to tech talent to find out what's most important to them from an employer:

| ANSWERS | 1 | 2 | 3 | 4 | 5 | 6 | Mean |
|-------------------------------|------|------|------|------|------|------|------|
| Remote Working & Flexibility | 24.0 | 13.0 | 16.0 | 11.0 | 22.0 | 14.0 | 3.4 |
| Company Reputation & Culture | 10.0 | 15.0 | 22.0 | 20.0 | 23.0 | 10.0 | 3.6 |
| Diversity and Inclusion | 14.0 | 14.0 | 12.0 | 22.0 | 13.0 | 25.0 | 3.8 |
| Job Security | 20.0 | 20.0 | 20.0 | 23.0 | 11.0 | 6.0 | 3.0 |
| Salary | 17.0 | 25.0 | 17.0 | 7.0 | 18.0 | 16.0 | 3.3 |
| Opportunities for Progression | 15.0 | 13.0 | 13.0 | 17.0 | 13.0 | 29.0 | 3.9 |

Opportunities for **progression**, diversity and inclusion and company reputation are most important to tech talent.

Remote and flexible working opportunities are most important to **under 35s**. **Over 35s** care more about **progression**

Female tech talent prioritises diversity and inclusion while males look for **progression** opportunities

Would tech talent work at a startup?

73%

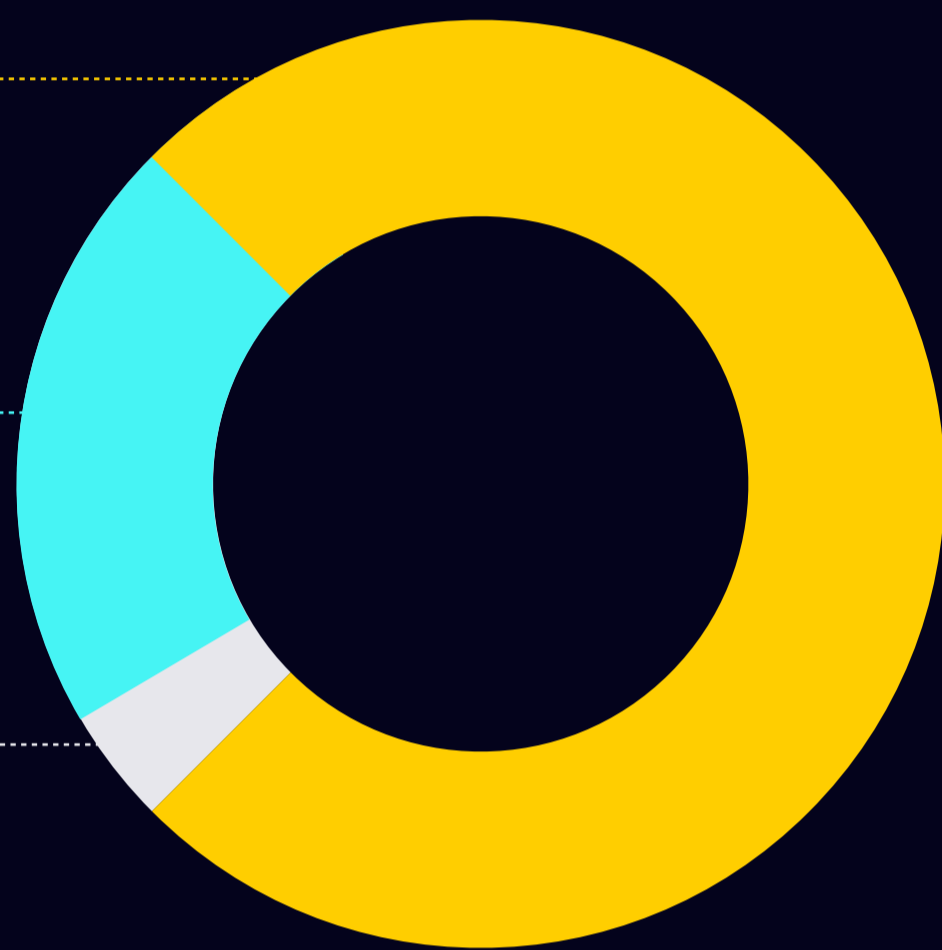
of tech talent **would** consider working for a startup

23%

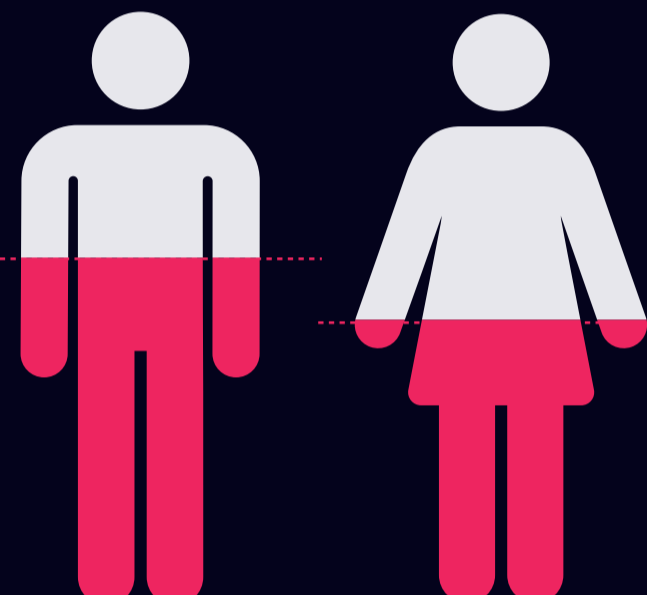
of tech talent **wouldn't** want to work for a startup

4%

were **unsure** about whether they'd work for a startup



Male tech talent are more likely to work for a startup than female



63% of men said yes

49% of women

Here are some of the reasons they gave:

Yes I would as it would allow me to work with latest tech developments and be excited if the company goes global



Yes as it would be good to see the full experience of a job from inception



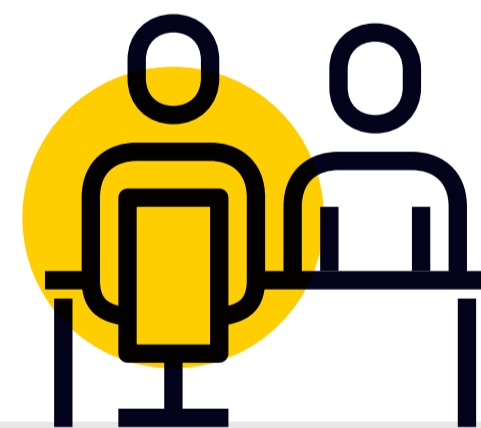
Absolutely, you get to be start of something potentially big and have far more involvement



I already am! start ups have a good atmosphere, and usually have some innovative product



Where can we find tech talent?



When asked where they would look for their next job...

36%

of respondents said they would go through a recruiter

25%

of respondents said they would use their own network

23%

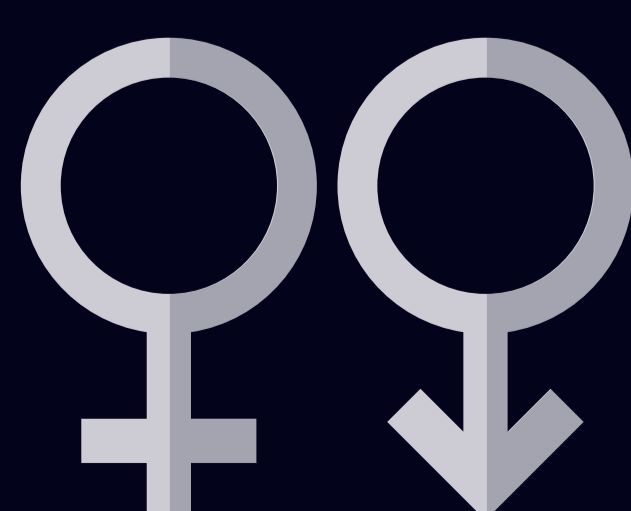
of respondents said would look on a job board

16%

of respondents said would turn to social media

Under 35s are **TWICE** as likely to use social media to find a job than over 35s

↓ **35s** ↑



Female tech talent are more likely to go through a recruiter while males will trust their network and job boards