workable

UK VERSION

Passive candidates:
Who are they?

As a UK employer, you're probably frustrated that you're not getting enough applicants for your open roles, let alone filling roles as quickly as you used to. Our monthly Hiring Pulse report shows a consistent growth in job openings combined with a worrisome drop in candidates per hire.

But there's one potential solution. Have you considered reaching out to passive candidates? They may not be actively looking, but they're open to a conversation. More so, they may not even know they want to work for you until you talk with them first.

And there's a lot of them out there. Our recent Great Discontent survey of UK workers found that 45.1% are passively open to new opportunities.

But, before reaching out to passive candidates, let's first understand who they are so you know who you're dealing with.

So who are these passive candidates?

WHERE PASSIVE CANDIDATES ARE WORKING

Passive candidates **by sector**

Sectors with the **highest proportion** of passive candidates:

IT / Tech / SaaS

Logistics / Supply Chain

57.4% PASSIVE

38.3% ACTIVE

56.3% PASSIVE

25% ACTIVE

Education

54.2% PASSIVE

31.3% ACTIVE

Healthcare

46.6% PASSIVE

24.1% ACTIVE

Passive candidates **by company size**

Company sizes with the **highest proportion** of passive candidates:

5000+ FTEs

49.2% PASSIVE

16.9% ACTIVE

1000-4999 FTEs

52.2% PASSIVE

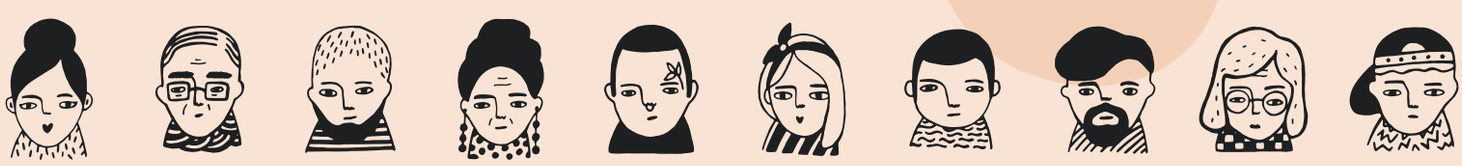
23.9% ACTIVE

Company size with the **lowest proportion** of passive candidates:

500-999 FTEs

42.9% PASSIVE

40.8% ACTIVE



ACTUAL JOBS OF PASSIVE CANDIDATES

Passive candidates **by function**

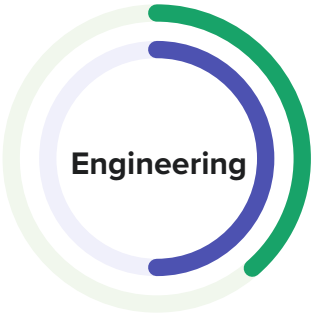
Functions with the **highest proportion** of passive candidates:

- **69.2%** Passive
- **15.4%** Active

- **52.4%** Passive
- **23.8%** Active

- **46.9%** Passive
- **29.6%** Active

Functions with the **lowest proportion** of passive candidates:

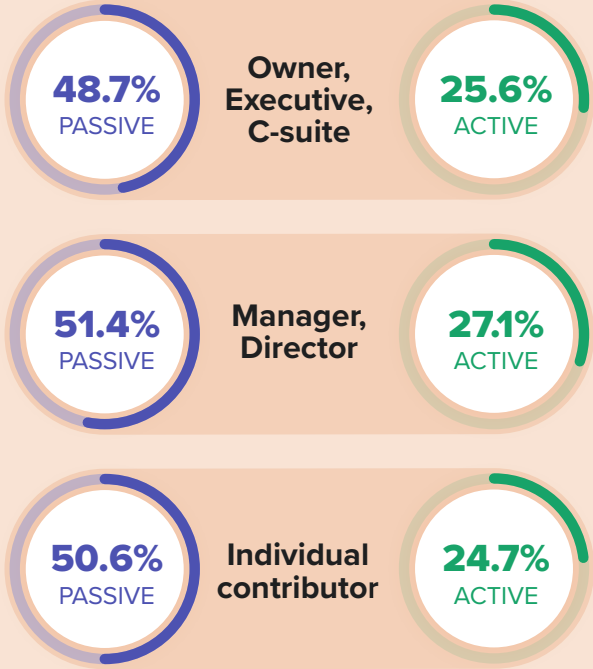


- **50%** Passive
- **38.2%** Active

- **28.6%** Passive
- **57.1%** Active

Passive candidates **by job level**

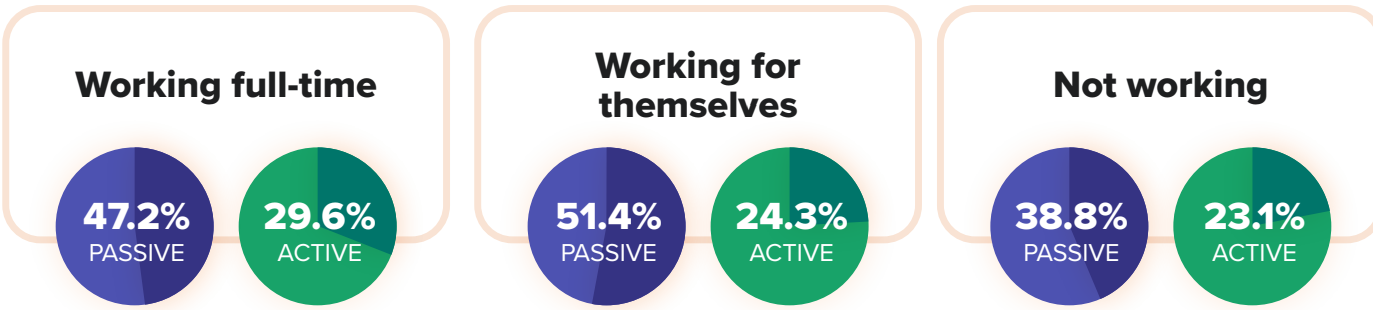
Job levels with the **highest proportion** of passive candidates:



Job levels with the **lowest proportion** of passive candidates:

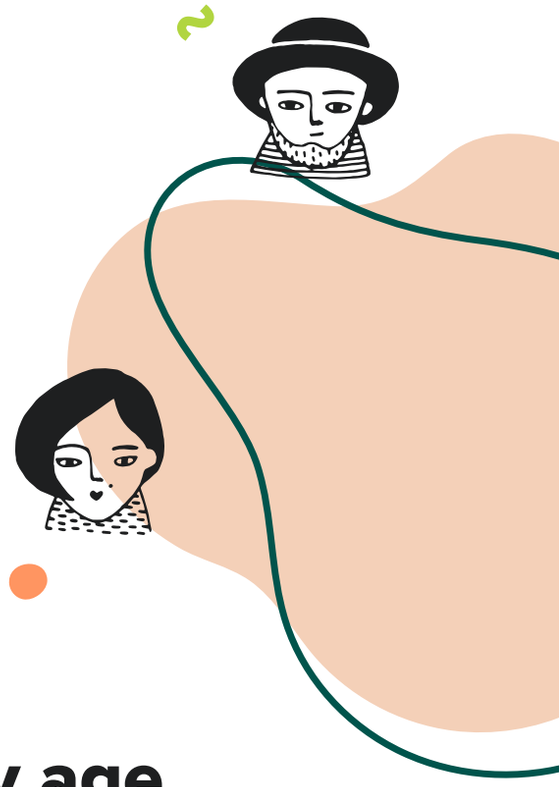
Passive candidates **by job status**

Job statuses with the **highest proportion** of passive candidates:



Job status with the **lowest proportion** of passive candidates:

Working part-time



DEMOGRAPHICS

Passive candidates **by age**

Age groups with the **highest proportion** of passive candidates:

- **54.1%** Passive
- **12.9%** Active

- **43.1%** Passive
- **29.2%** Active

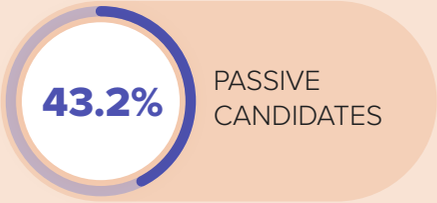
Age group with the **lowest proportion** of passive candidates:

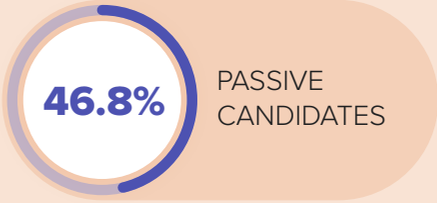
- **38.1%** Passive
- **41.7%** Active

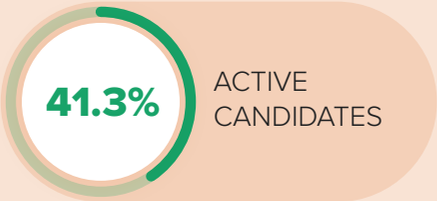
Passive candidates **by minority status***

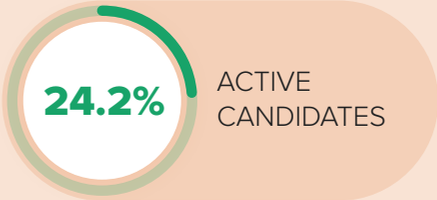
MINORITY

NON-MINORITY



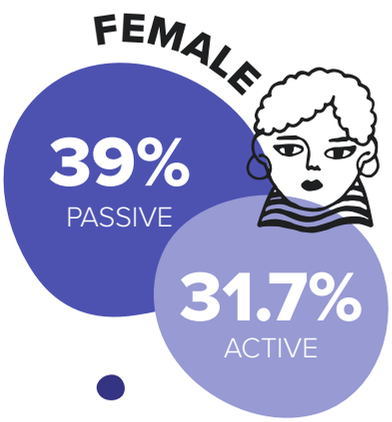


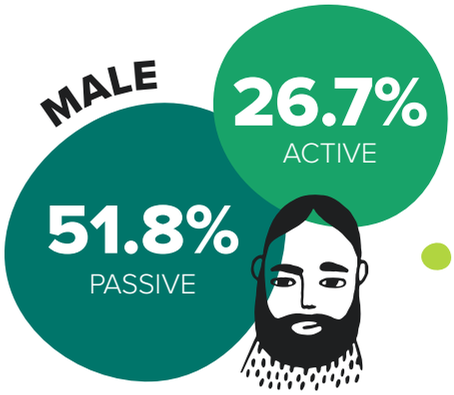




*One of the demographic questions we asked in the survey was; "Do you identify as a member of a minority group (be it race, ethnicity, language, religion, country of origin, sexual orientation, gender, or another characteristic)?"

Passive candidates **by gender**





WHY PASSIVE CANDIDATES MIGHT BE OPEN TO NEW WORK

Selected reasons with **highest proportion** of passive candidates:

"I need to establish more

"I need to advance to the

"There are more opportunities for

work-life balance"

72.7% PASSIVE

27.3% ACTIVE

next level in my career"

65.6% PASSIVE

34.4% ACTIVE

me out there than before"

66.3% PASSIVE

33.7% ACTIVE

Selected reason with **lowest proportion** of passive candidates:

"I need more support in my work"

33.3% PASSIVE

66.7% ACTIVE

Read more about passive candidates and how to source them at **Workable's Better Hiring site**. Personalizing your outreach is very important as well.

Workable's AI Recruiter technology leverages data from 85 million candidates to help you find the right candidates for your role.

LEARN MORE HERE >

Check out our other infographic to understand **what would attract these candidates to a job with you**.

And what about passive candidate identities in the US? We have that covered too.

Check out our sourcing tools