



## Quality Workplace Index 2012 Wave II Full Report

Prepared by Sing Tao Research and Development Dept. (Nov 2012)



# Preface

## About Creativity on Workplace

- It has always been saying that business growth relied very much on innovation of workplace, particularly during economic down time, while creativity employee is an ingredient to innovation and hence business growth. Employee creativity is growing in importance at human resources field. In view of this, the 4th annual Employee Engagement Summit organized by A-Performers.com has put “Creativity and Innovation in Employee Engagement” as the theme of this year’s event.
- A tie-in HeadlineJobs Quality Workplace Index survey is conducted to investigate perception of employers and employees in Hong Kong on importance of Creativity on Workplace. This survey would tell how many employers valued Creative Workplace? And how employees perceived Creativity is important to their works etc...?

# Preface

## About Recruitment Market

- As for the recruitment market, most business in Hong Kong thrives on stability under a uncertain and difficult economic environment. How human resources could attract and retain right people to help corporate growth under these uncertainties? HeadlineJobs Quality Workplace Index Survey in this round has identified few possible threats on workforce, is hoping to provide human resources professionals a link to map talent needs.
- This survey talked to 504 Hong Kong working class in September 2012 who shared their thinking on current life of work, including their intention on job change, what motivates them and what frustrates them etc..

# Preface

## About Cost of Work Living

- With inflation concerns mounted, HeadlineJobs Quality Workplace Index Survey in this round has uncovered cost of daily necessities on work of Hong Kong employees, including transport fee, meal cost and clothing expense etc.. To investigate how tough daily life of employees nowadays.

## About Retirement Goals

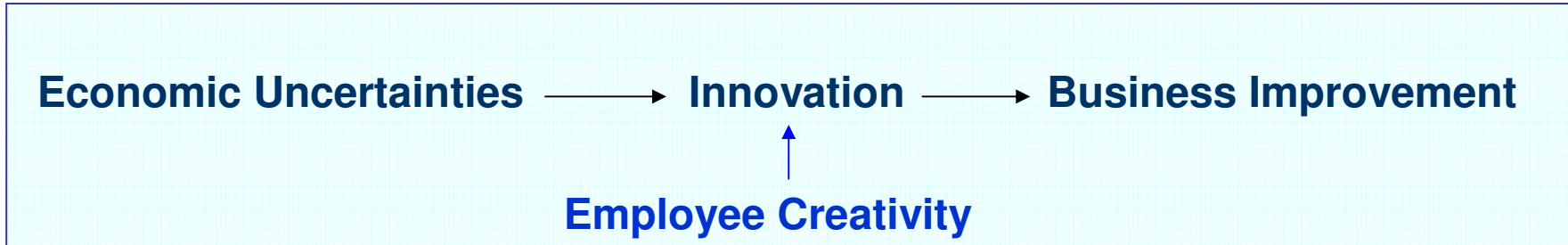
- Besides, Consumer Council study showed that nearly half of MPF investments ended up in the red in the past 5 years. What employees could expect on their retirement life? This survey would tell.

# Survey Methodology

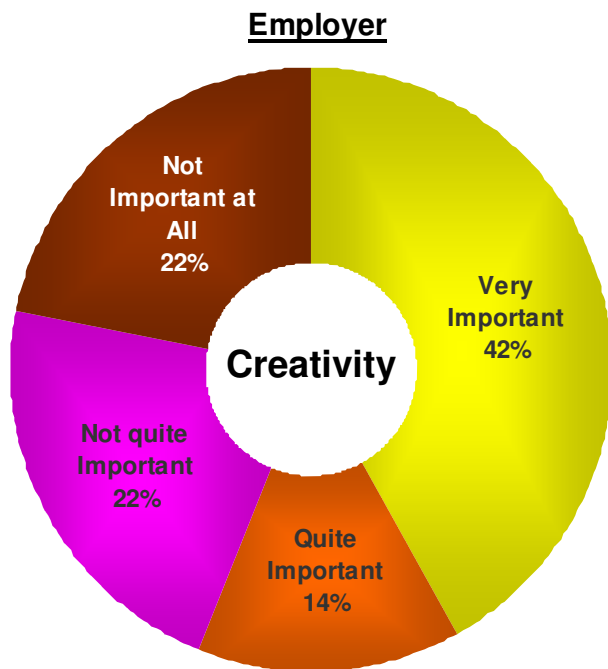
- This survey was co-developed by HeadlineJobs and The University of Hong Kong Public Opinion Programme since 2008
- This survey was a Random telephone survey conducted by interviewers
- The survey date was September 17 to 21, 2012
- The target respondents are Hong Kong Working Population aged 18 or above
- Sample Size is (N=504) where N denotes the effective sample size
- The raw figures were weighted according to the latest gender and age distributions as reported by the Census & Statistics Department

# Detail survey findings

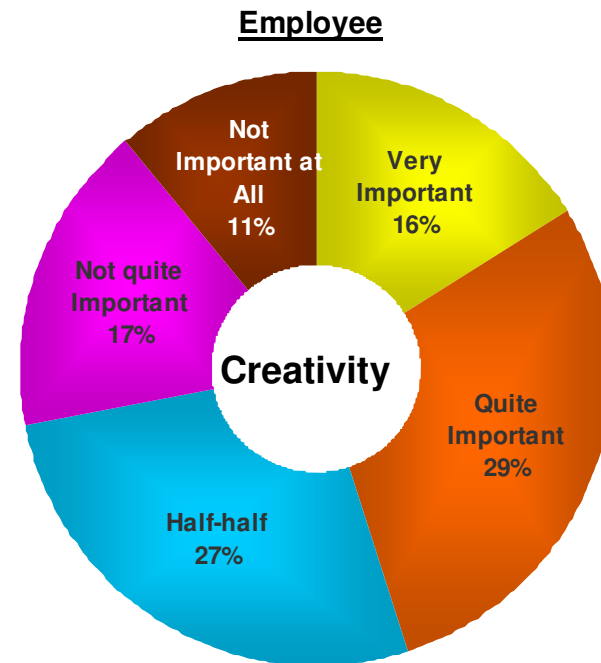
# Creativity on Workplace



Q: How important is creativity in your job?



Base: Employers 124,900 (N=17)  
 Survey: co-developed by HeadlineJobs and HKUPOP



Base: Employee 3,300,600 (N=453)  
 Survey: co-developed by HeadlineJobs and HKUPOP

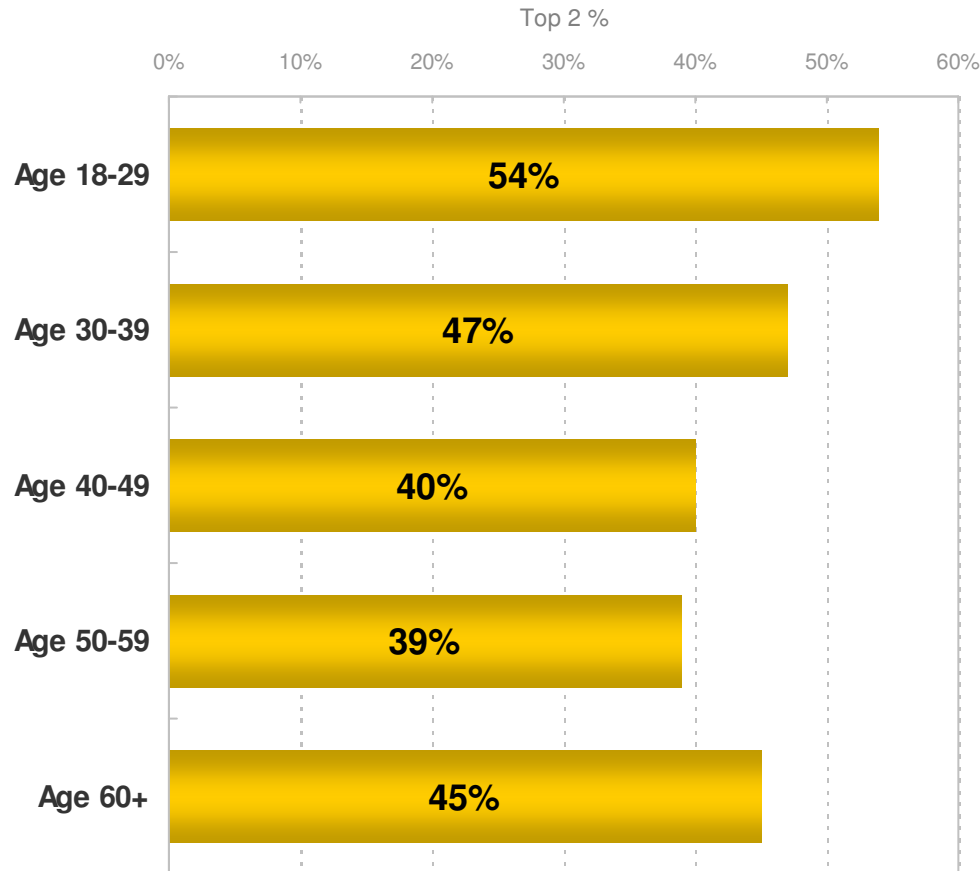
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# Creativity on Workplace (employee by age)



Q: How important is creativity in your job?



Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

## HeadlineJobs Quality Workplace Index 2012 Wave II

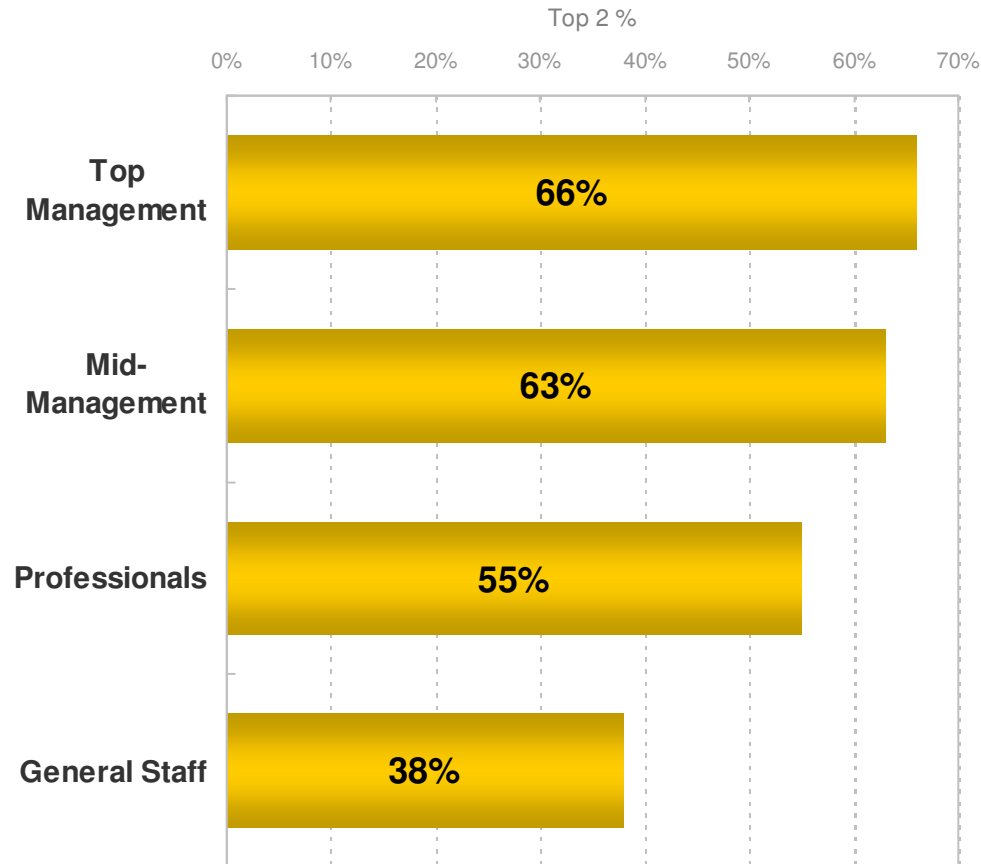
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# Creativity on Workplace (employee by post)



Q: How important is creativity in your job?



Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

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# Creativity on Workplace

## (employee by company size and working experience)



	<b>Company Size</b>	<b>% of employee perceived Creativity as Important</b>
	All Employees	45%
1	SME	46%
2	Large Firm	43%

	<b>Working Experience</b>	<b>% of employee perceived Creativity as Important</b>
	All Employees	45%
1	<2 years	39%
2	3-5 years	53%
3	6-9 years	41%
4	10-19 years	45%
5	20-29 years	44%
6	30 years+	39%

# Creativity on Workplace (employee by industry)

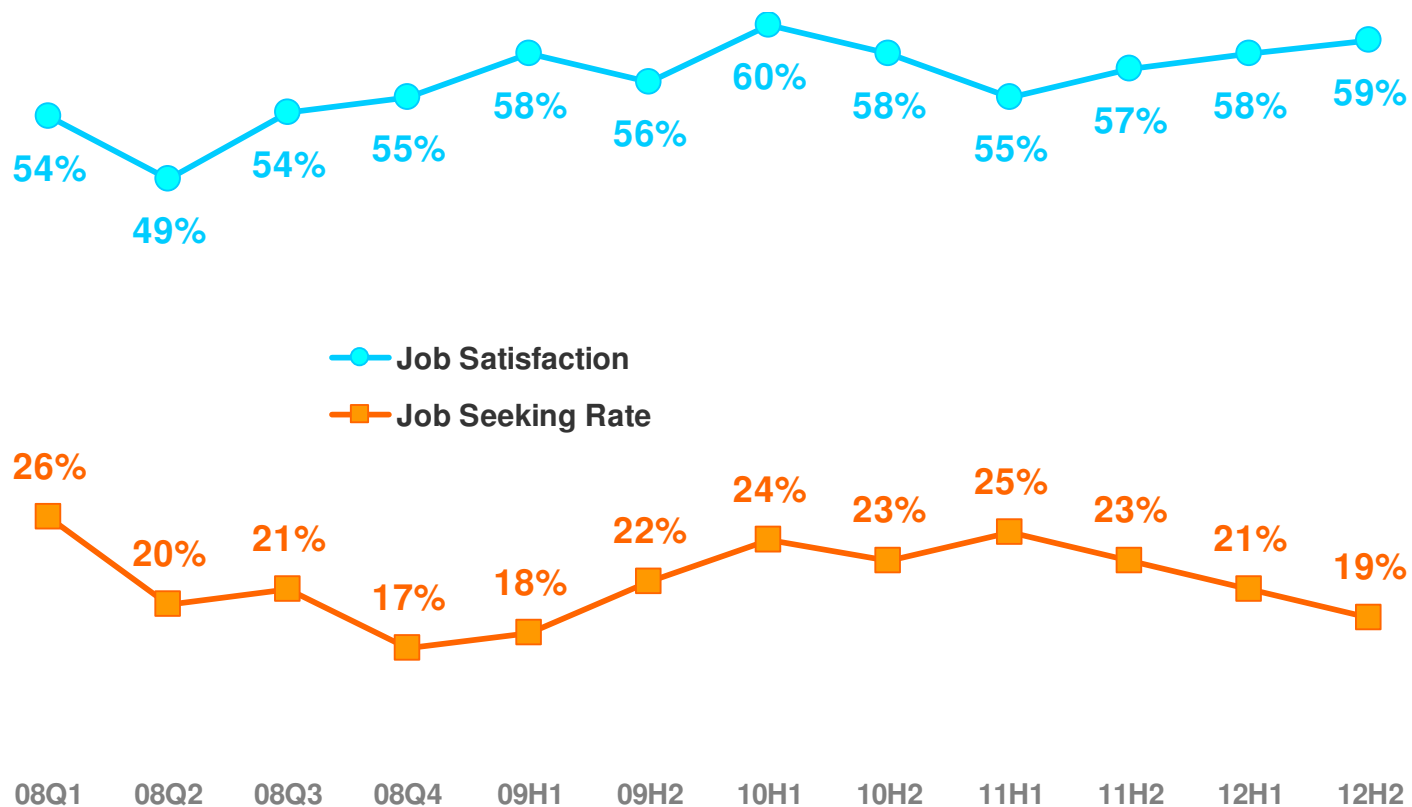


- Top 5 Industries perceived Creativity as an important component on Workplace

	Industry	% of employee in the industry perceived Creativity as Important
	All Employees	45%
1	Arts & Cultural	100%
2	Education	76%
3	Media	73%
4	Property	67%
5	Social Services	52%

Base: Employee 3,300,600 (N=453)  
 Survey: co-developed by HeadlineJobs and HKUPOP

# Job Satisfaction and Job Seeking Rate



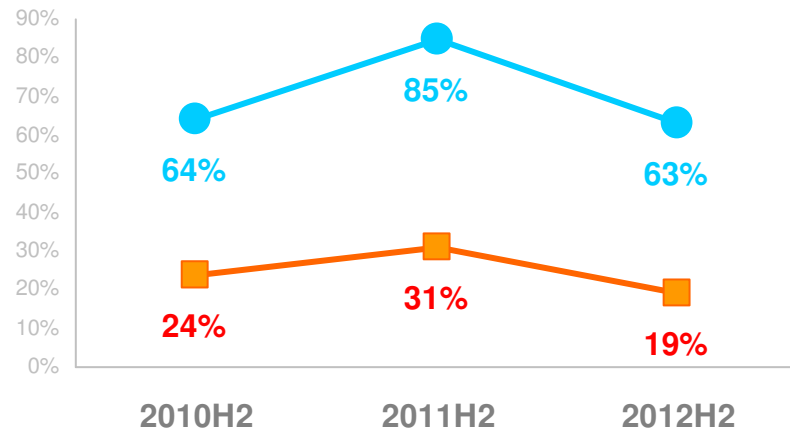
Base: Employee 3,300,600 (N=453)  
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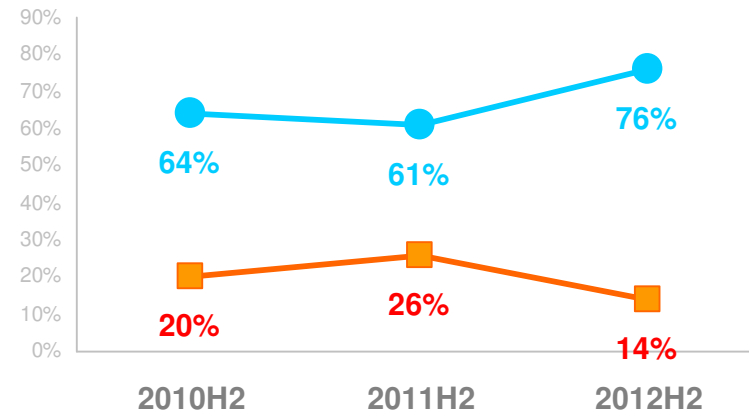
# Job Satisfaction and Job Seeking Rate (by Job Position)

## Top Management



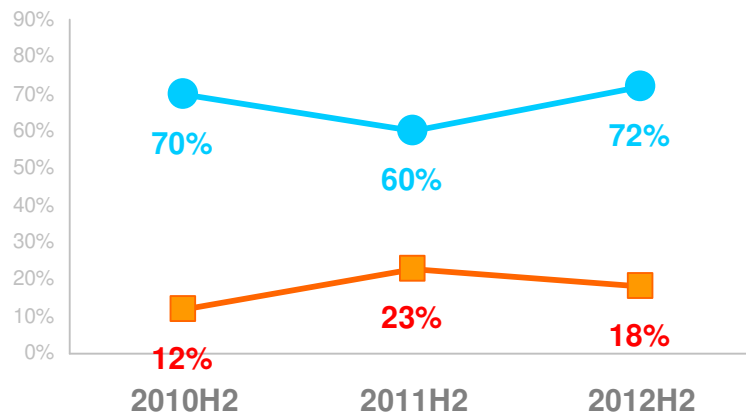
Base: Top Management Employee 90,652 (N=13)

## Mid Management



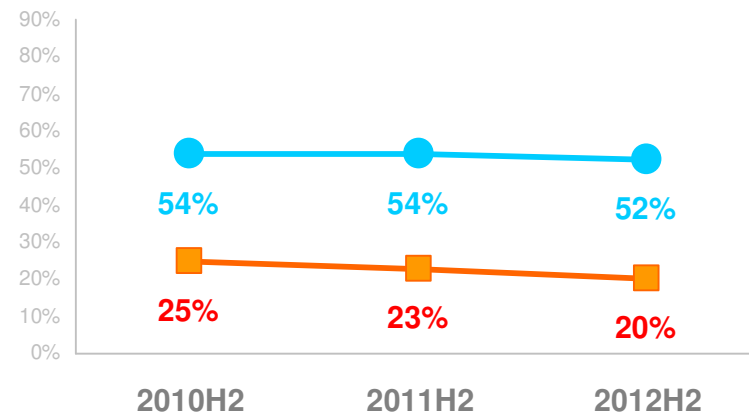
Base: Mid Management Employee 515,607 (N=71)

## Professionals



Base: Professionals Employee 371,507 (N=51)

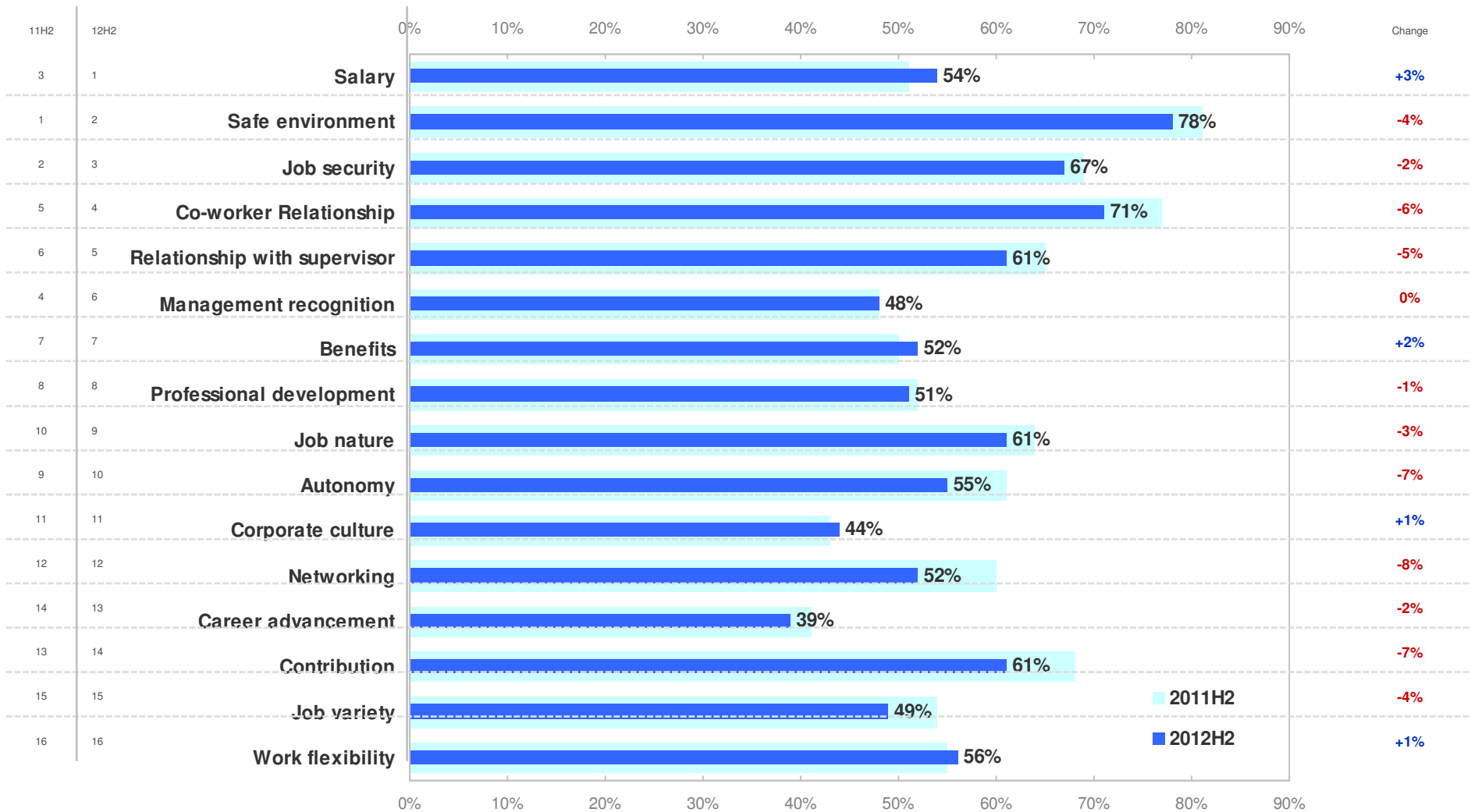
## General Staff



Base: General Staff Employee 2,276,224 (N=313)

Survey: co-developed by HeadlineJobs and HKUPOP

# Job Satisfaction (sorted by Importance)



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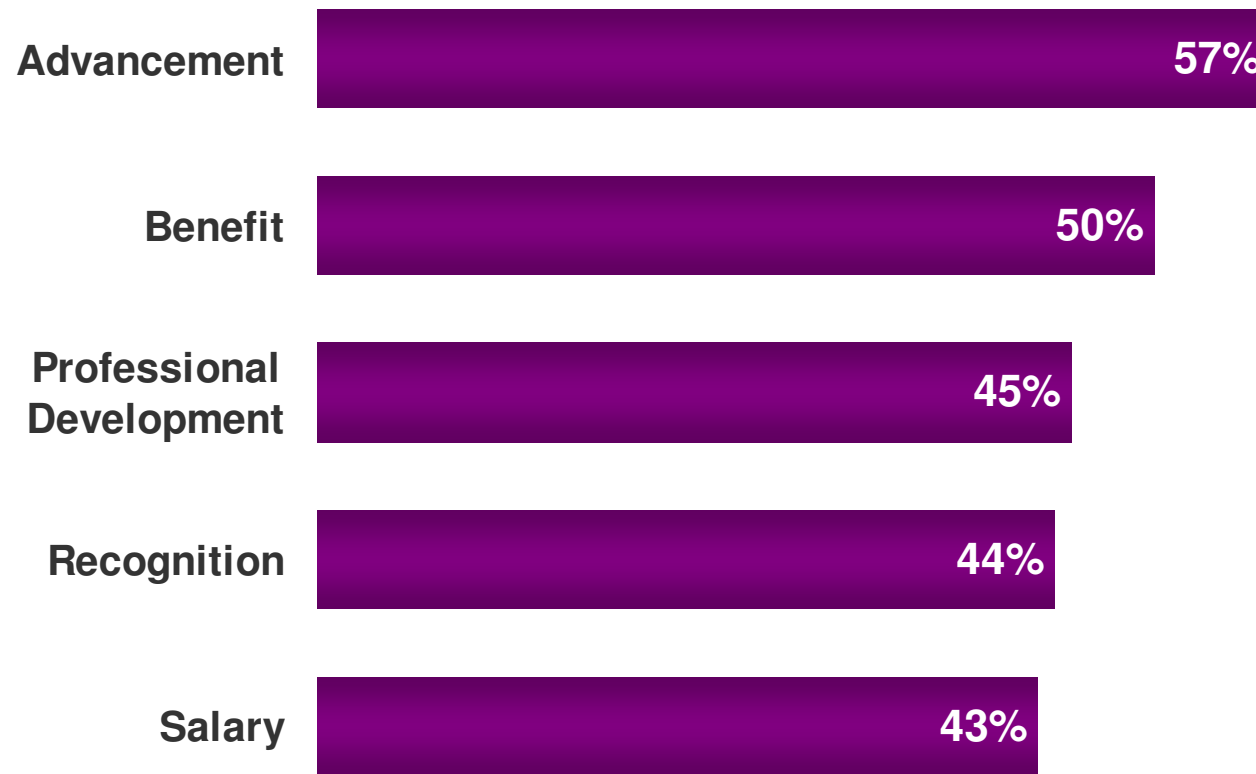
Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

# Why leave?

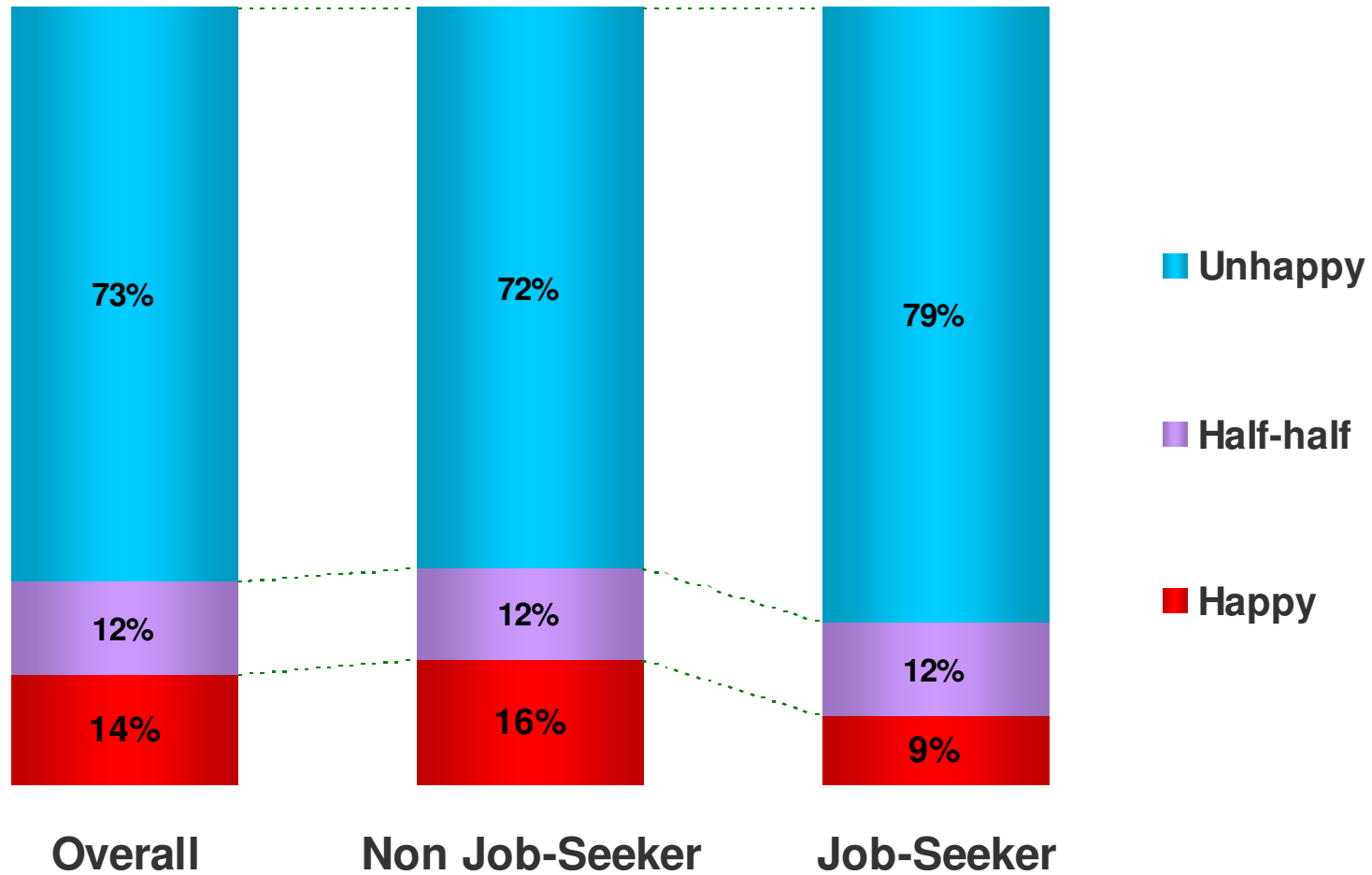


## Dissatisfied with



Base: Job Seeking Employee 618,157 (N=85)  
Survey: co-developed by HeadlineJobs and HKUPOP

# What if being promoted without pay rise?



Base: Employee 3,300,600 (N=453); Non Job-Seeking Employee 2,669,480 (N=359); Job-Seeking Employee 618,157 (N=85)  
 Survey: co-developed by HeadlineJobs and HKUPOP



# What Job Seeker is looking for?

## Why leave?

	Dissatisfied with...
Advancement	57%
Benefit	50%
Professional Development	45%
Recognition	44%
Salary	43%



## What looking for?

Importance... to Job Satisfaction	
96%	Salary
94%	Safe Environment
93%	Co-worker Relationship
89%	Benefit
89%	Recognition

Base: Job Seeking Employee 618,157 (N=85)  
Survey: co-developed by HeadlineJobs and HKUPOP

## HeadlineJobs Quality Workplace Index 2012 Wave II

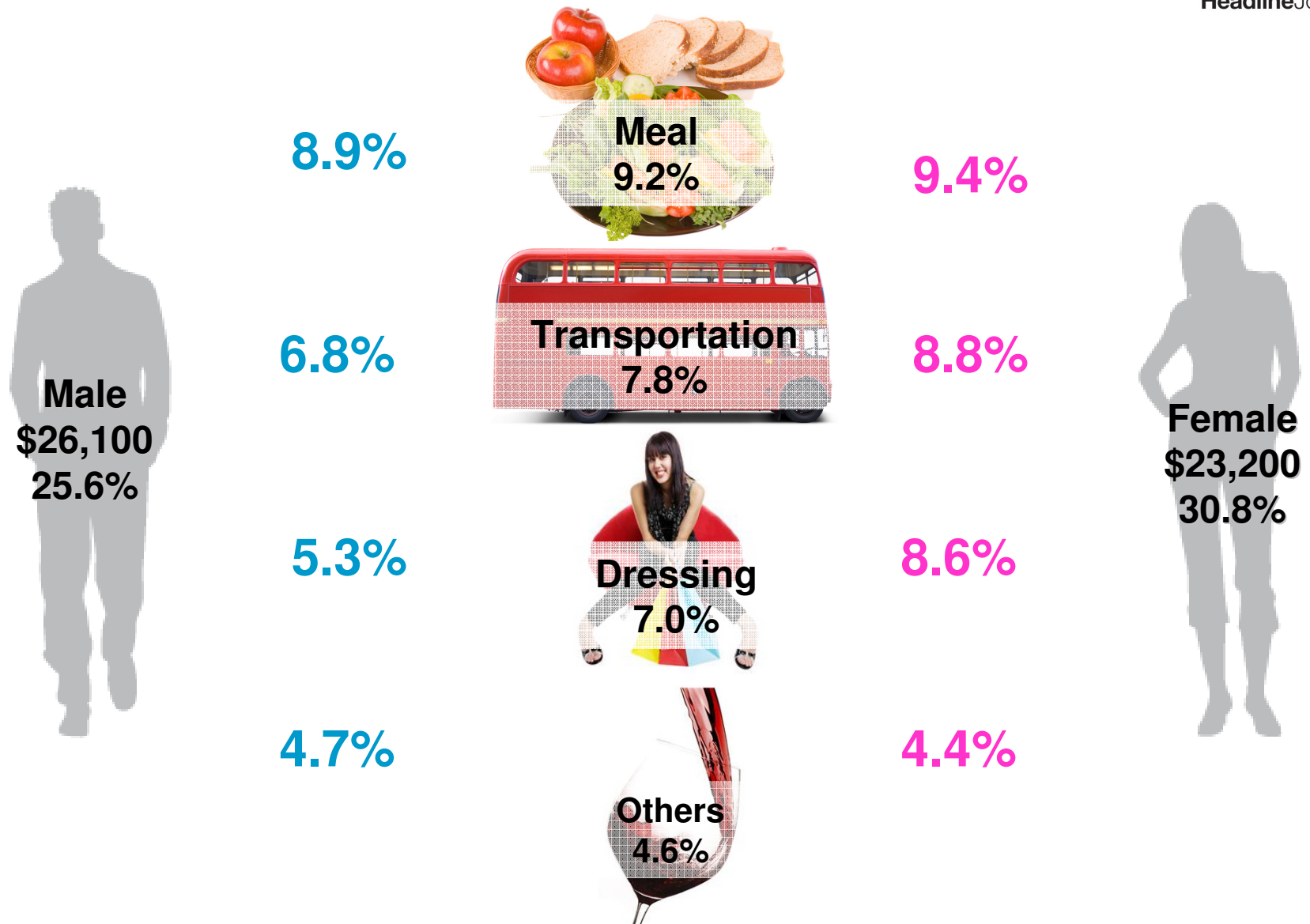
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# Work-related Expenses



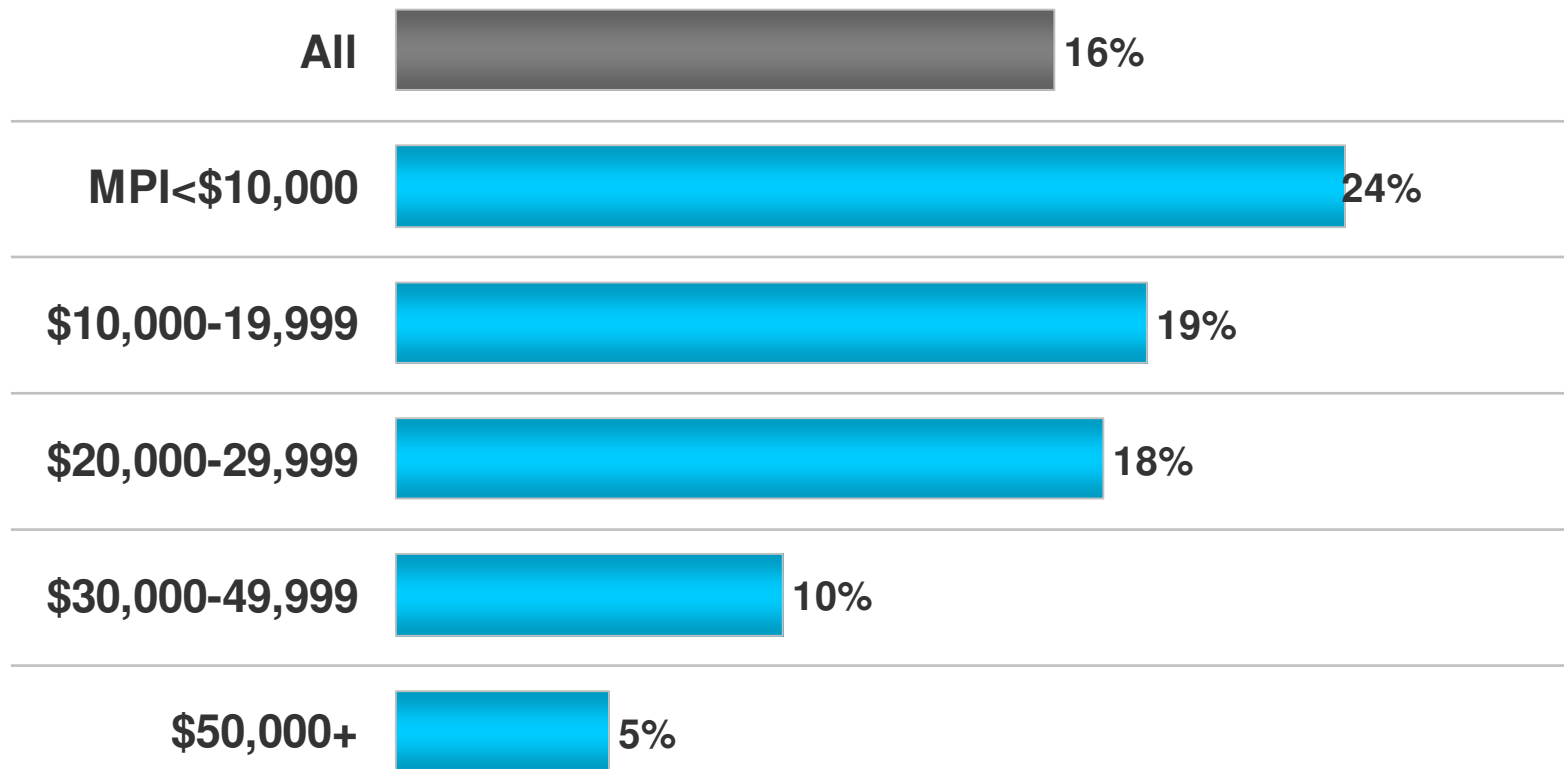
**28%**  
**of Monthly Income**

# Work-related Expenses (by Gender)



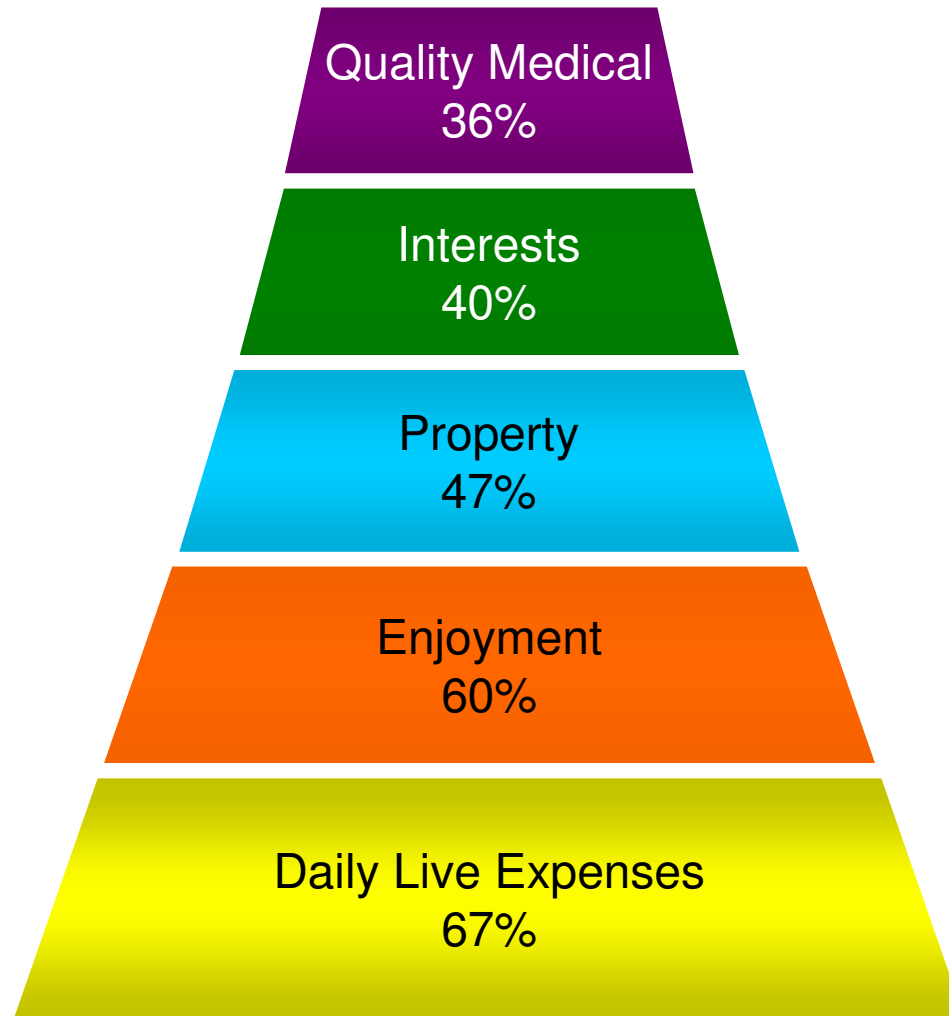
# Work-related Expenses (spend over 50% of income)

% who spend over 50% of their income on work-related expenses



Base: Employee 3,300,600 (N=453)  
Survey: co-developed by HeadlineJobs and HKUPOP

# Retirement Investment Objective



# Retirement Investment Objective (by income)



	<b>Priority</b>	<b>By Monthly Personal Income</b>		
	<b>All Employees</b>	<b>&lt;\$10,000</b>	<b>\$10,000-49,999</b>	<b>\$50,000+</b>
<b>Daily Life</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>
<b>Enjoyment</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Property</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>Interests</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>4</b>
<b>Quality Medical</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>2</b>

Base: Employee 3,300,600 (N=453)  
 Survey: co-developed by HeadlineJobs and HKUPOP

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**The End.**