

HeadlineJobs Quality Workplace Index 2010H1

Key Finding



HKUPOP



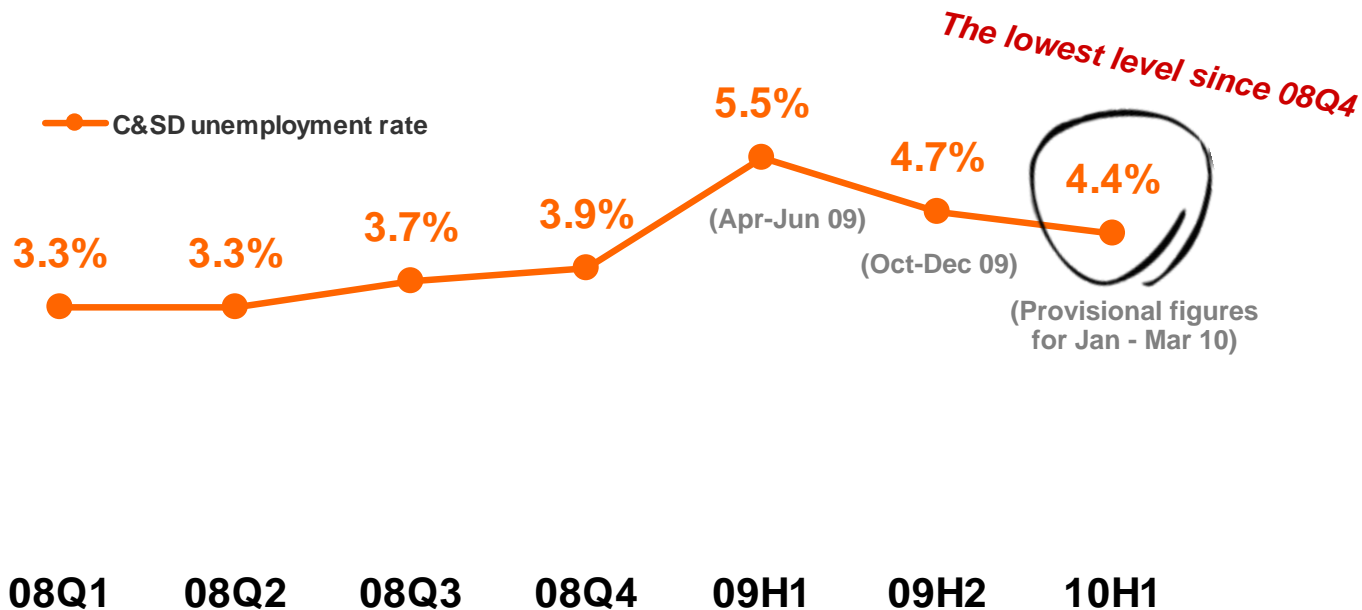
HeadlineJobs.hk

Stop Searching, Start Matching

Prepared by Sing Tao Research and Development Department (Apr 2010)

The Lowest Level since Tsunami

Unemployment Rate



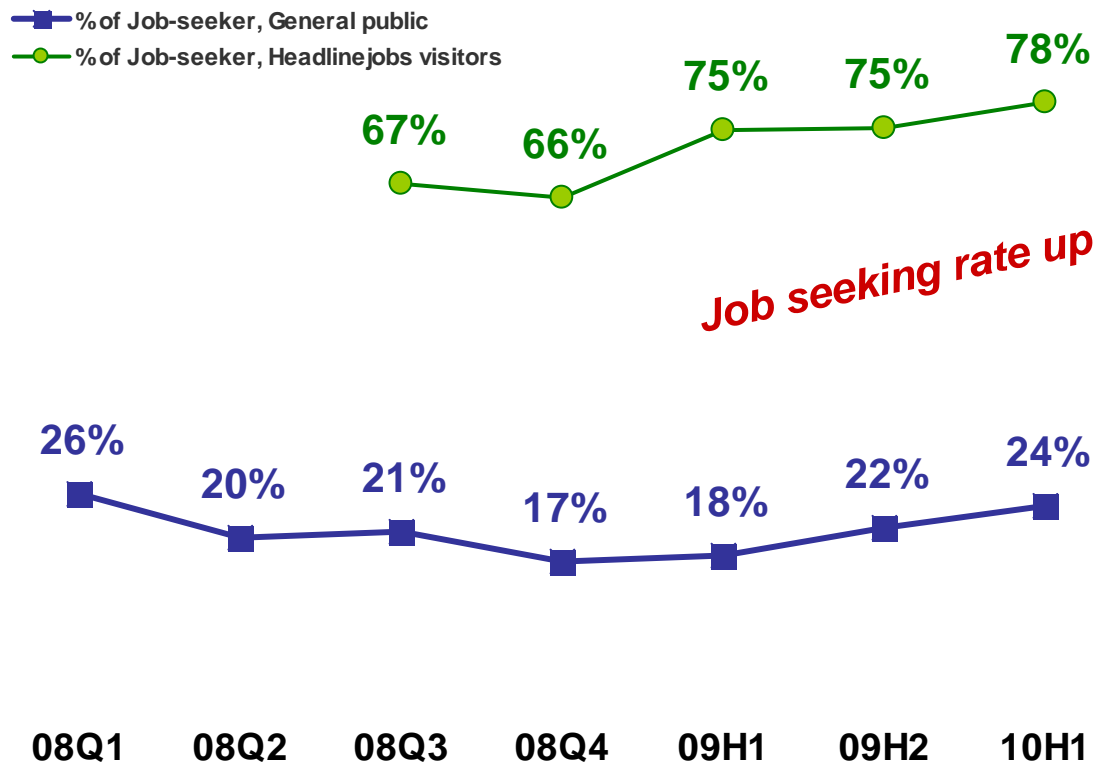
Good news from the Labor Department

- Number of private sector vacancies increase to 65,972 in March; accounted +64.6% to February and +31.1% to last March
- More new jobs will likely be created in the corporate sector in the next one to two months

Source: Census and Statistics Department, HKSAR



Consecutively Increase Job Seeking Rate



% of job seeker by occupation

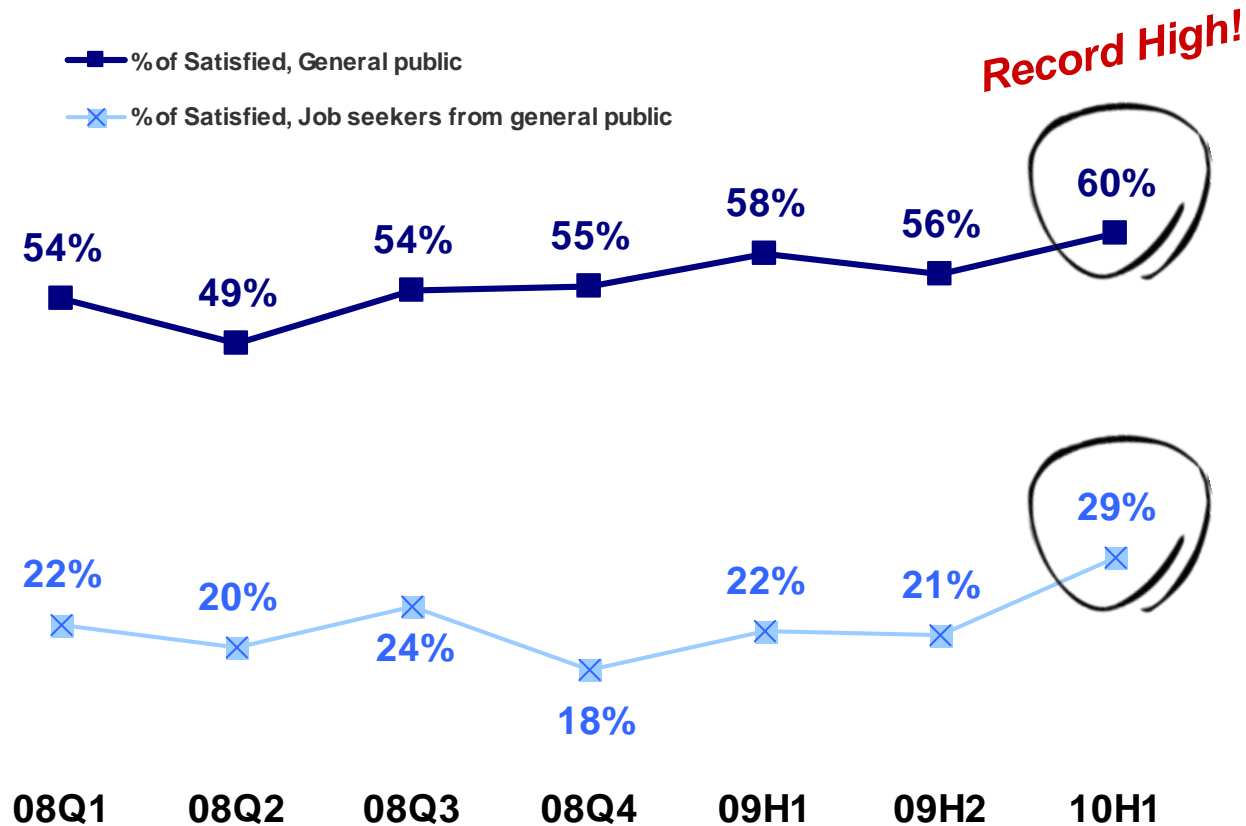
	09H2	10H1	Pt Chg
Total	22%	24%	+2
Manager/ Dept. Head	17%	17%	--
Professional	19%	27%	↑ +8
Asso. Professional	23%	21%	-2
Supervisor	26%	28%	↑ +2
General White Collar	21%	25%	↑ +4

Base: HK working population of age 18 or above (employees only)
Sources: HKUPOP, HeadlineJobs Quality Workplace Index; C&SD



The Highest Record in Seven Surveys

Job Satisfaction



**Satisfied* refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.*

Base: HK working population of age 18 or above (employees only)

Source: HKUPOP, HeadlineJobs Quality Workplace Index



Changes to the Satisfaction Level

Factors to Job Satisfaction

	Point Chg vs 2009 H2	Employee 2010 H1	Job Seeker 2010 H1	Point Chg vs. 09H2	
More satisfied than before	Contribution to the Organization	+4%	68%	52%	-1%
	Benefits	+3%	50%	33%	+4%
	Salary	+3%	52%	26%	+7%
	Relationship with Supervisor/ Management	+3%	64%	46%	+9%
	Job Security	+2%	68%	47%	+1%
	Safe Working Environment	+1%	80%	71%	+8%
	Relationship with Coworker	+1%	76%	63%	+3%
	Job Nature & Meaningfulness	+1%	62%	39%	-4%
	Corporate Culture	-1%	41%	22%	-1%
	Management Recognition	-2%	43%	23%	-1%
Less satisfied than before	Networking	-3%	54%	39%	-12%
	Full Play to Potentials and Autonomy	-4%	51%	33%	-3%
	Professional Development	-4%	47%	24%	-11%
	Job Variety	-7%	46%	30%	-5%
	Career Advancement Opportunities	-7%	30%	11%	-9%
	Work Flexibility	-8%	50%	40%	-5%

Satisfied refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.

Base: HK working population of age 18 or above (employees only)

Source: HKUPOP, HeadlineJobs Quality Workplace Index



The Least Satisfied Generation

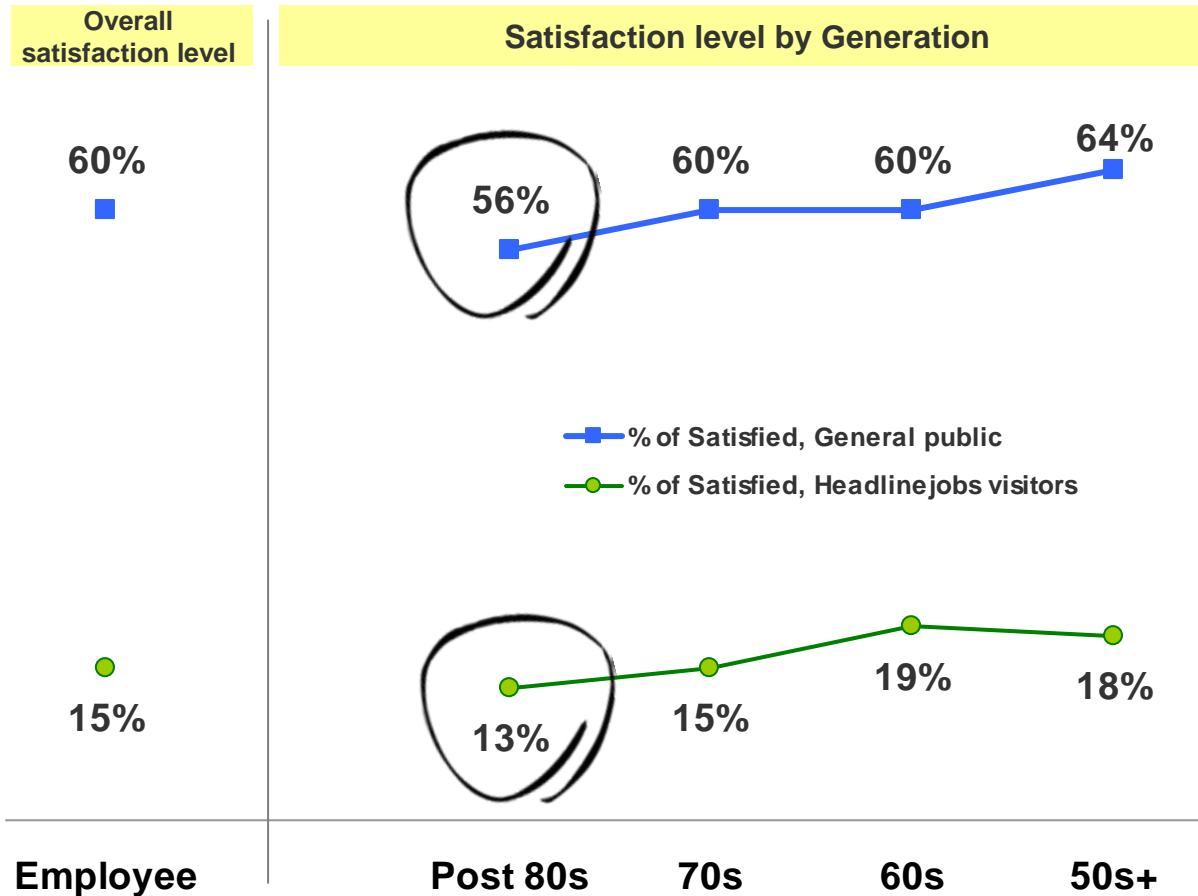
The Post 80s

Prepared by Sing Tao Research and Development Department (Apr 2010)



Job Satisfaction by Generation

The least satisfied generation: The Post 80s



**Satisfied* refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.*

Base: HK working population of age 18 or above (employees only)

Source: HKUPOP, HeadlineJobs Quality Workplace Index



Uncertain Upward Mobility

The least satisfied generation: The Post 80s

Factors (ranked by the satisfaction level of the Post 80s)	Post 80s	Employee	Pt Diff	Ranked Importance (ref. 09H2)		Post 80s, <i>Headlinejobs</i>	
				Post 80s	Employee		
Career advancement opportunities	29%	30%	-1	6	14	6%	2
Job variety	42%	46%	-4	15	15	17%	13
Benefits	45%	50%	-5	8	7	20%	8
Work Flexibility	45%	50%	-5	16	16	25%	15
Salary	46%	52%	-6	2	2	15%	1
Networking	46%	54%	-8	14	12	22%	14
Corporate culture	47%	41%	+6	13	13	15%	12
Management recognition	48%	47%	+1	9	8	15%	3
Professional recognition	49%	43%	+6	5	5	13%	10
Full play to potentials & autonomy	49%	51%	-2	10	9	17%	7
Job Nature & its meaningfulness	52%	62%	-10	11	11	20%	9
Contribution to the organization	56%	68%	-12	12	10	26%	16
Relationship with supervisor/ management	67%	64%	+3	7	6	34%	6
Job security	69%	68%	+1	4	3	32%	4
Relationship with co-worker	78%	76%	+2	3	4	43%	5
Safe working environment	84%	80%	+4	1	1	48%	11
Number of factor less than 50% satisfied	10	5				16 (all)	

Base: HK working population of age 18 or above (employees only)
Source: HKUPOP, *HeadlineJobs Quality Workplace Index*



Tertiary Educated Low Pay Clerical Associates

The least satisfied generation: The Post 80s

	Post 80s	70s	60s	50s+	
Position (%)					
Director/ C-Suite/ Professional/ Manager	19%	32%	36%	21%	
Supervisor/ Officer/ Asso. Prof.	20%	24%	19%	15%	
Clerk/ Administrator	34%	27%	20%	12%	
Servicing Staff/ Shop Sales	19%	8%	9%	15%	
Technician	5%	5%	11%	14%	
Remuneration					
Income - Mean Monthly Income (HK\$)	\$13,200	\$21,300	\$26,000	\$20,300	
Qualification					
Education - Tertiary or above (%)	58%	54%	41%	17%	
Tenure of work - Mean (year)	3.5	10.4	16.1	20.0	
Alternative?	Seek for New Job	41%	30%	15%	11%
	Start up Own Business	17%	14%	8%	3%

Base: HK working population of age 18 or above (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index



Start up own business

Enterpriser-to-be

Prepared by Sing Tao Research and Development Department (Apr 2010)

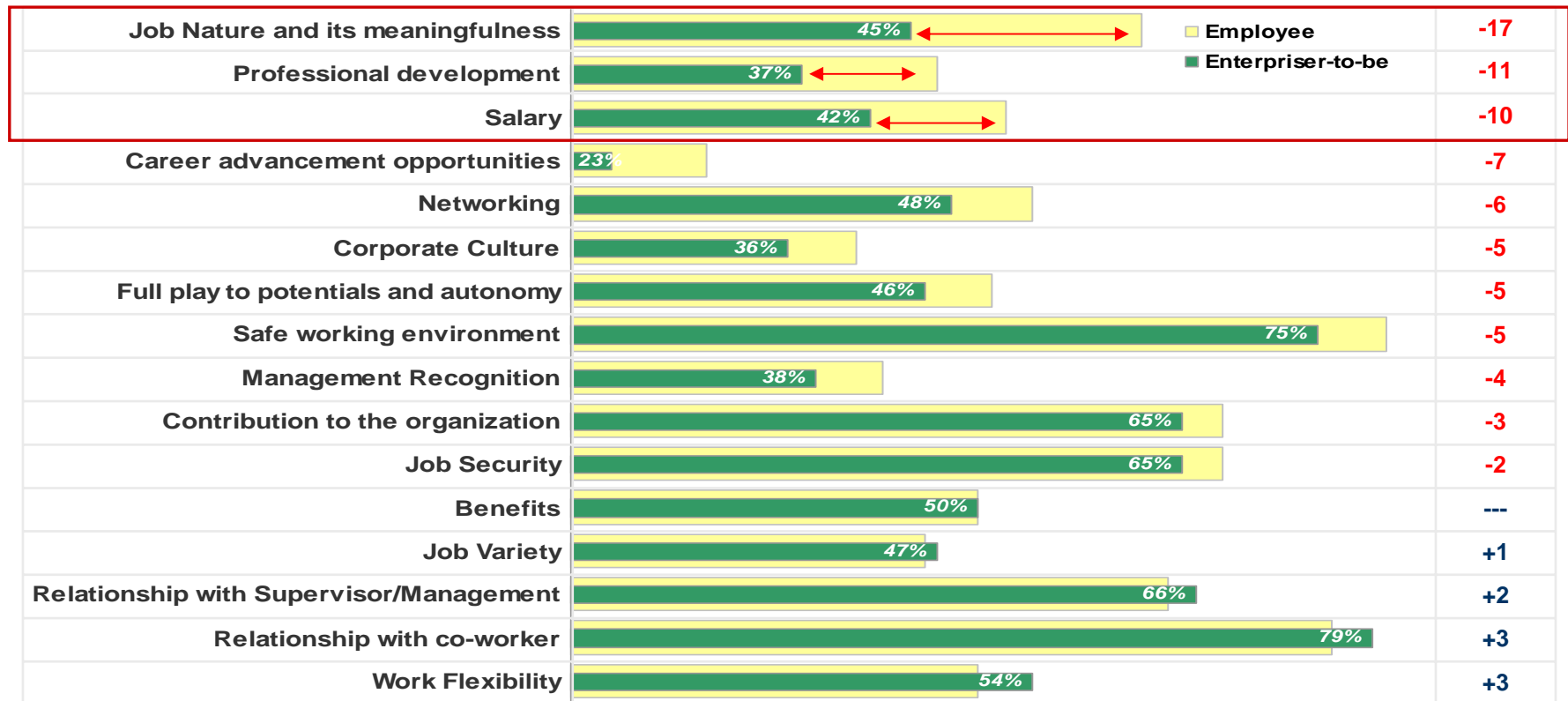


Start Up Own Business

Enterpriser-to-be

- **340,000** employed person (11%) intend to start up their business to become enterpriser
- The greatest gap between employees & enterprisers-to-be on job satisfaction are :

Enterpriser-to-be – Employee
Point Difference



Base: HK working population of age 18 or above (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index



Man, Young, Well-educated, and Single People! Enterpriser-to-be



Gender

Man: 12%
Woman: 9%



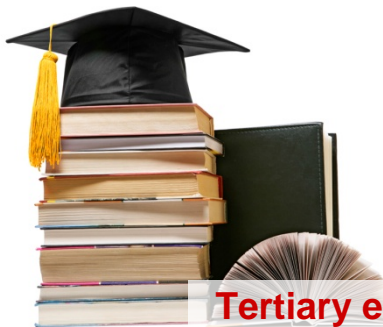
Generation

Post 80s: 17%
70s: 14%
60s: 8%
50s+: 3%



Marital Status

Single: 17%
Married: 6%



Education Level

Tertiary educated: 12%
Secondary 1-7: 11%
Primary or below: 6%



Industry

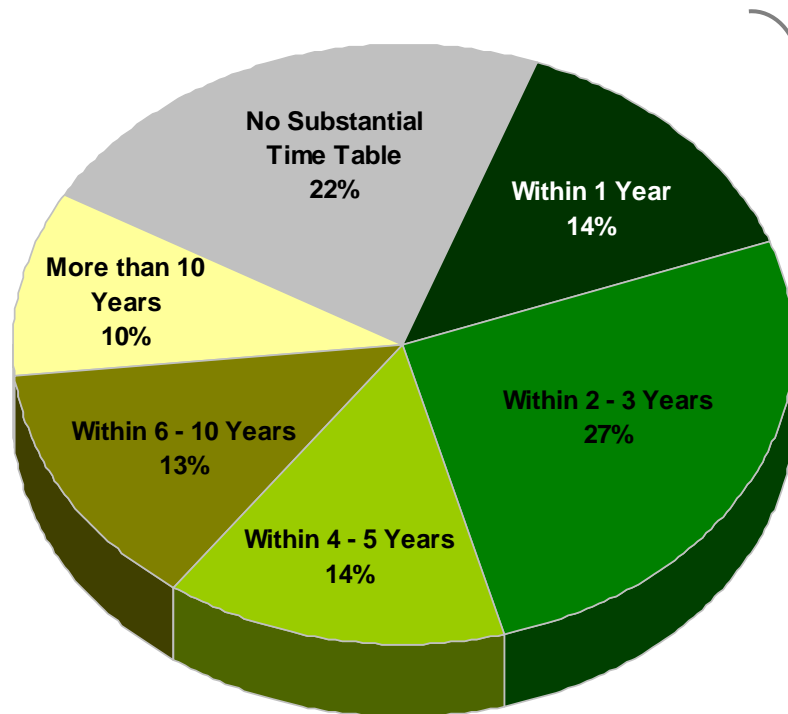
Communication: 30%; Media: 28%
Insurance: 23%; Wholesale/ Retail: 19%
General Public: 11%

*Base: HK working population of age 18 or above and have plan to start up a business (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index*



Timetable on Starting Up Business

Enterpriser-to-be



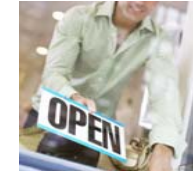
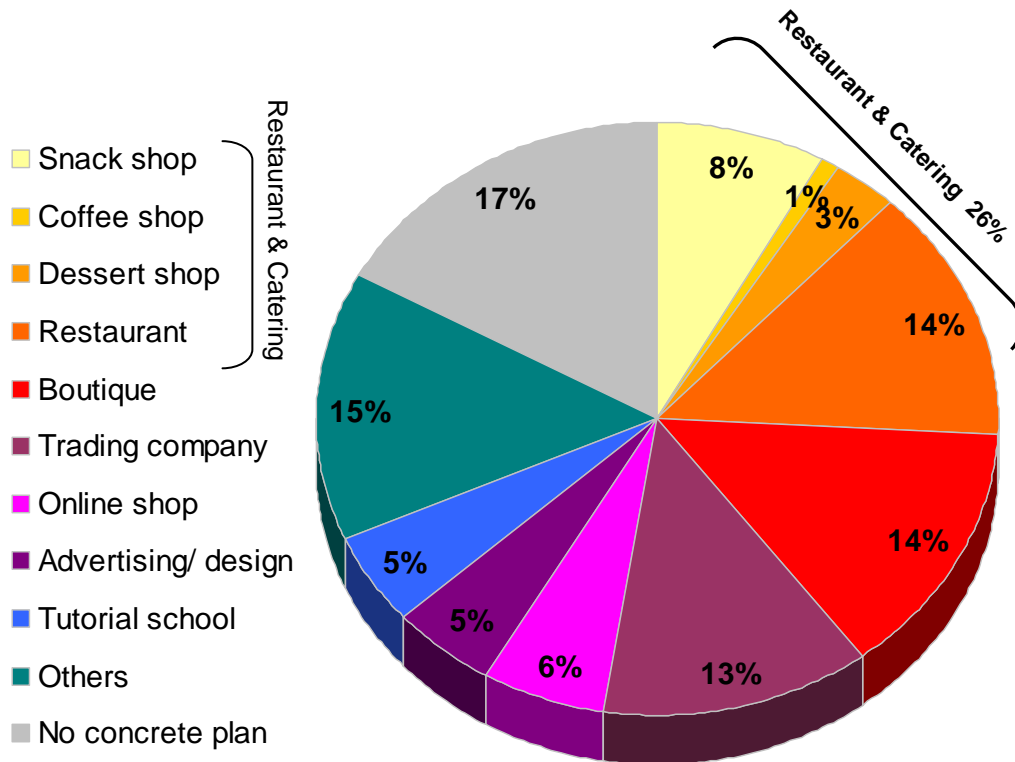
➤ **22,000** of the **70s** plan (18%) to have their own business within a year

➤ **50,000** of the **post 80s** (40%) plan to get away from working class to be enterpriser within 3 years



Base: HK working population of age 18 or above and have plan to start up a business (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index

The Most Wanted Business – Restaurant & Catering Enterpriser-to-be



Post 80s



70s



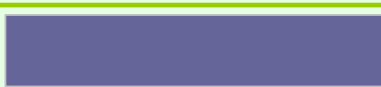






60s+

	Post 80s	70s	60s+
1	Boutique	Restaurant	Trading Company
2	Online Shop	Snack Shop	Boutique
3	Tutorial School	Boutique	Restaurant
4	Trading Company	Advertising/ Design	Snack Shop
5	Restaurant	Trading Company	Advertising/ Design
6	Dessert Shop	Online Shop	
7	Snack Shop	Dessert Shop	
8	Advertising/ Design		
9	Coffee Shop		

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Source: HKUPOP, HeadlineJobs Quality Workplace Index



Insufficient Capital as the Major Difficulty Enterpriser-to-be

<u>Employee</u>	<u>Post 80s</u>	<u>70s</u>	<u>60s+</u>
Insufficient capital  59%	75%	50%	50%
No relevant experience  19%	30%	7%	20%
High rent in HK  16%	2%	25%	23%
No personal network  14%	15%	11%	17%
Unpromising economy  11%	11%	14%	7%
No suitable location  10%	12%	7%	13%
Keen competition in market  8%	7%	11%	7%
Average number of difficulties expected	1.8	1.5	1.7

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Source: HKUPOP, HeadlineJobs Quality Workplace Index



The End

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