

HeadlineJobs Quality Workplace Index 2011 H1 Full Report

Prepared by Sing Tao Research and Development Department (May 2011)



Survey Methodology

Survey Design	Co-developed by HKUPOP and HeadlineJobs
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Main Survey: Working Class

Survey Approach	Random telephone survey using CATI system
Fieldwork Period	Mar 18-24, 2011
Target Respondents	HK working population of age 18 or above
Sample Size	N = 504
Weighting	Sourced from C&SD - General Household Survey (Apr-Jun 2010) on HK working population of age 15+

Supplementary Survey: Active Job-Seekers

Survey Approach	Online survey (conducted by HeadlineJobs)
Target Respondents	HeadlineJobs visitors (N=335)



Job Satisfaction: 5 Main Drivers and 16 Factors



Compensation

- Safe Working Environment
- Job Security
- Salary
- Benefit
- Work Flexibility



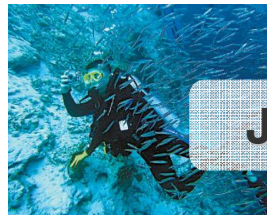
Recognition

- Relationship with Supervisor/Management
- Management Recognition
- Full play to Potentials and Autonomy



Relationship

- Relationship with Co-workers
- Networking
- Contribution to the Organization



Job Nature

- Job Nature and Meaningfulness
- Job Variety
- Corporate Culture



Advancement

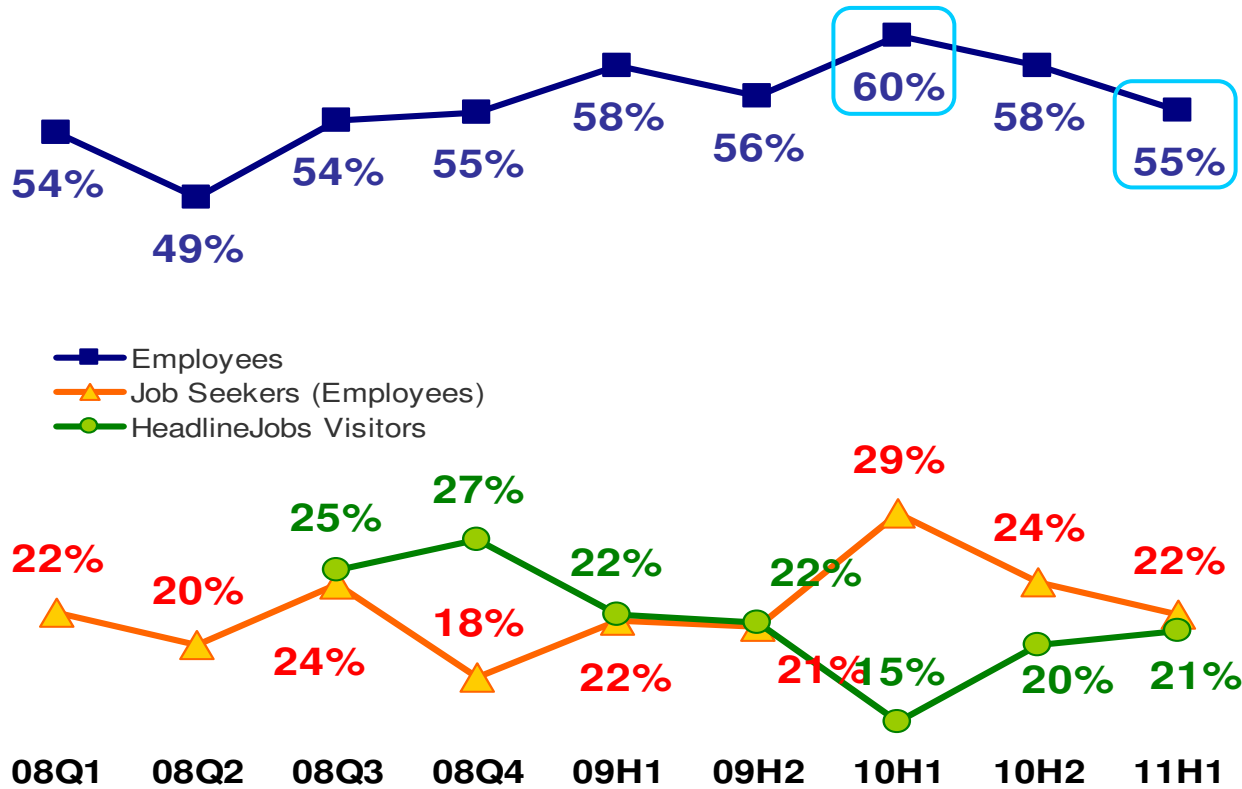
- Professional Development
- Career Advancement Opportunities



Findings: HeadlineJobs Workplace Index



Job satisfaction level By employee, job seeker and HeadlineJobs visitor



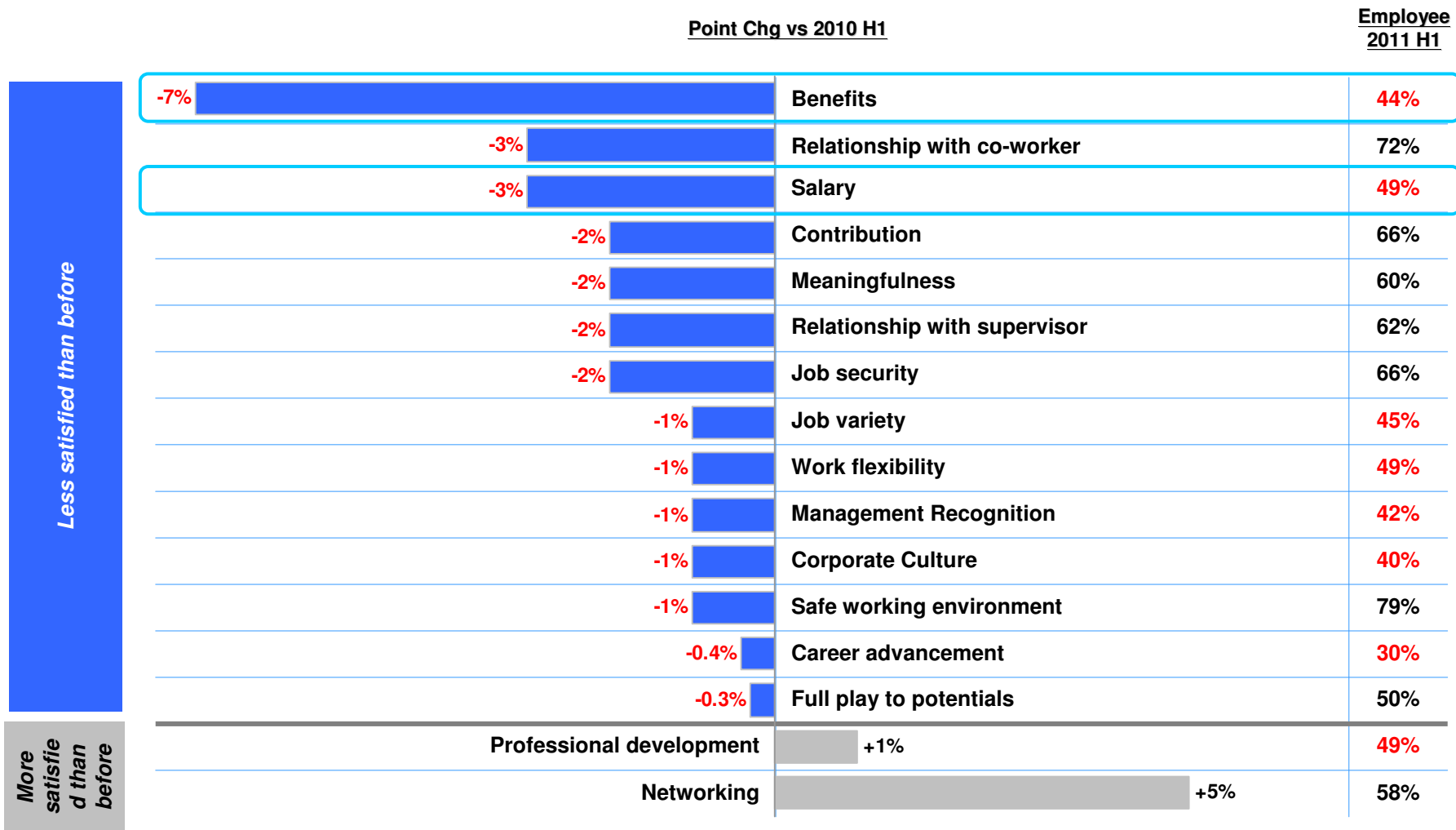
"% Satisfied" refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.

Source1: HeadlineJobs visitors, employees, HeadlineJobs Online Quality Workplace Index
Source2: Employees, HKUPOP, HeadlineJobs Quality Workplace Index



Changes on job satisfaction level

Both benefit and salary rated unsatisfied



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

Base: Employee Only

Source: HKUPOP, HeadlineJobs Quality Workplace Index



Findings: Salary and Inflation

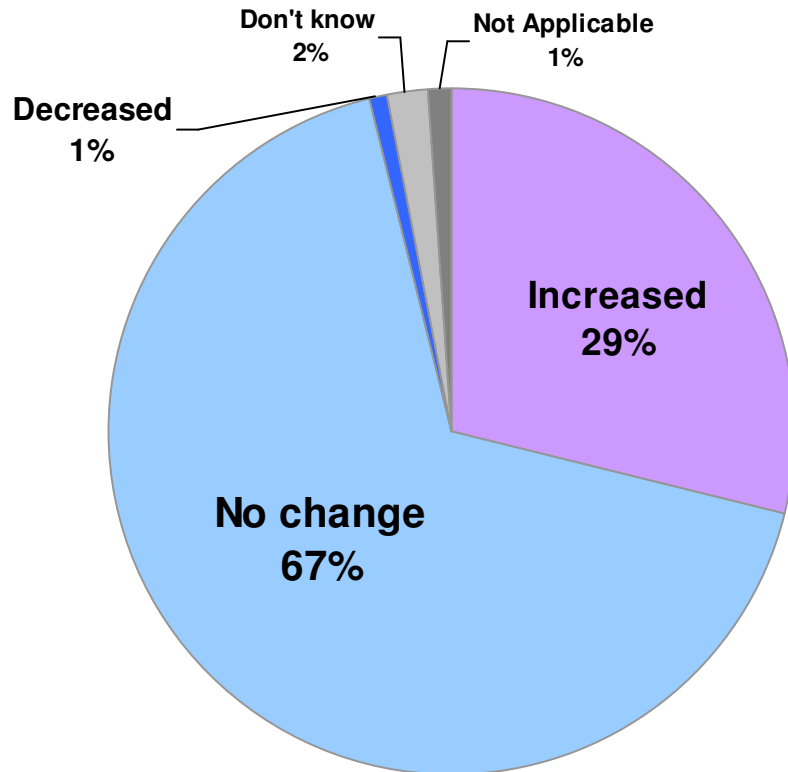


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Salary adjustment

Do you have salary adjustment in the past 3 months?



Average salary increment: +2%



*salary adjustment in the past 3 months (fieldwork: Mar)

Base: Employee Only

Source: HKUPOP, HeadlineJobs Quality Workplace Index

Twin blow to the lower income group Soaring inflation and insecure / pay freeze job

Monthly income <HK\$8,000

The rise of fuel and food prices feeds into the core inflation:

	YOY Change in the indices of Composite CPI
Food (excluding meals bought away from home)	+8.8
Electricity, gas and water	+7.8
Clothing and footwear	+5.2
Housing	+4.5
Meal bought away from home	+4.5
Miscellaneous goods	+4.1
Transport	+3.1
Miscellaneous services	+2.5
Total	+4.4

Source: Monthly Report on the Consumer Price Index March 2011, C&SD



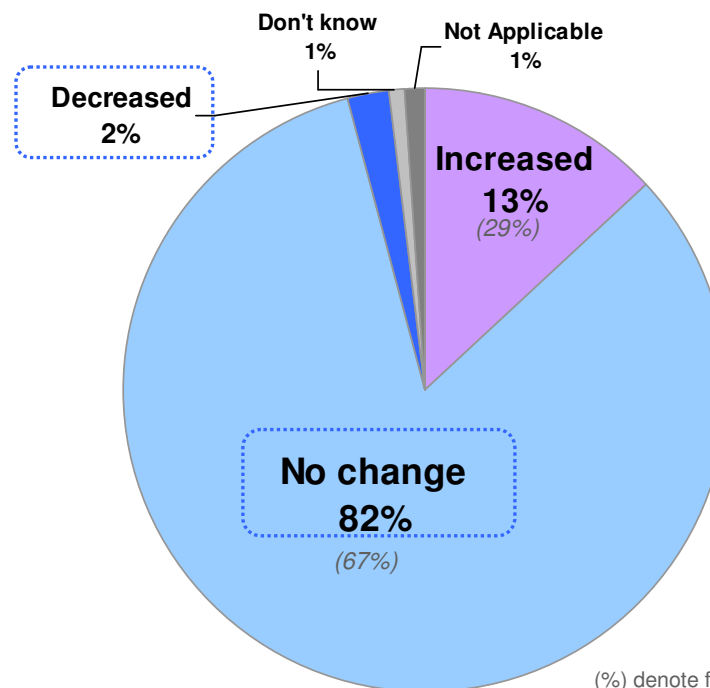
*salary adjustment in the past 3 months (fieldwork: Mar)

Base: Employee Only
Source: HKUPOP, HeadlineJobs Quality Workplace Index

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Pay freeze Job:

Q: Do you have salary adjustment in the past 3 months?



Job Insecurity:

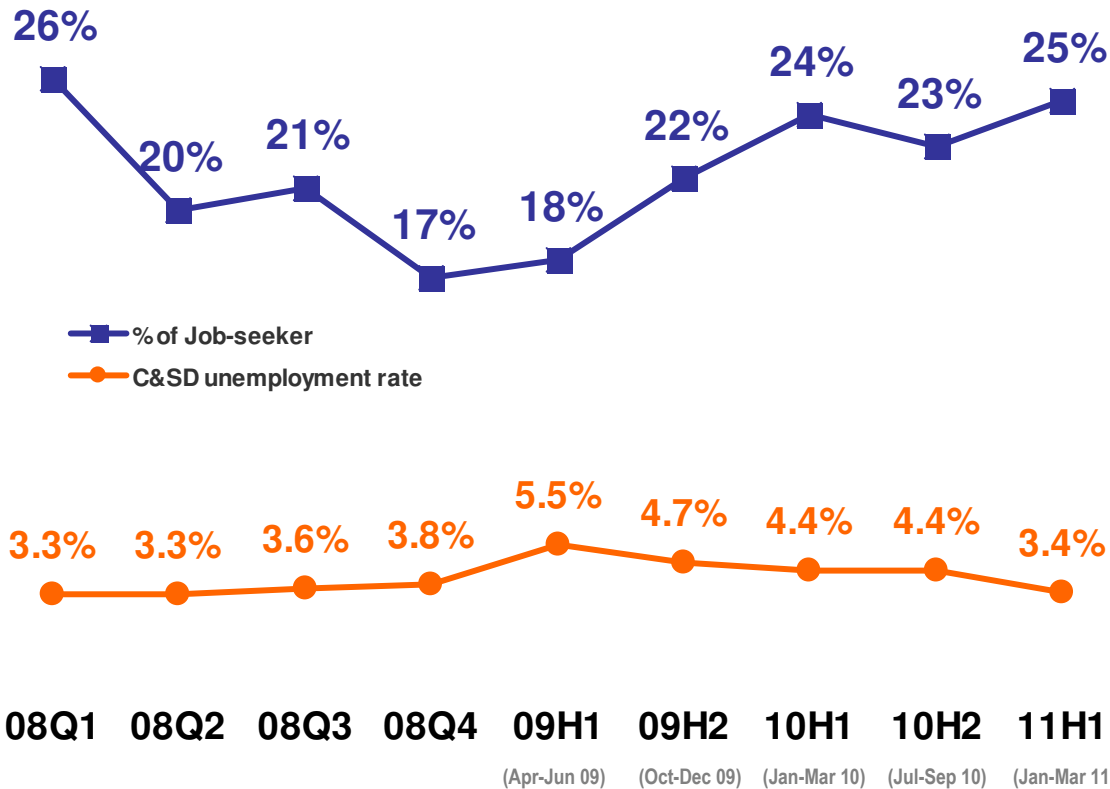
Satisfaction Level on "Job Security":

46%

The least satisfied record since 08Q1

Prepared by Sing Tao Research and Development Department (Jun 2011)

Job seeking rate up in the improving unemployment situation



Job seeking rate by group:

By Industry*

- Business Services... 33%
- Manufacturing..... 29%
- Education..... 26%
- Wholesales/ Retail...26%

By Age group

- Aged under 30 41%
- Aged 30 – 39 27%
- Aged 40 – 4922%
- Aged 50+13%



Source:
 Job seeking rate: HKUPOP, HeadlineJobs Quality Workplace Index (Base: Employee Only)
 Unemployment rate: C&SD

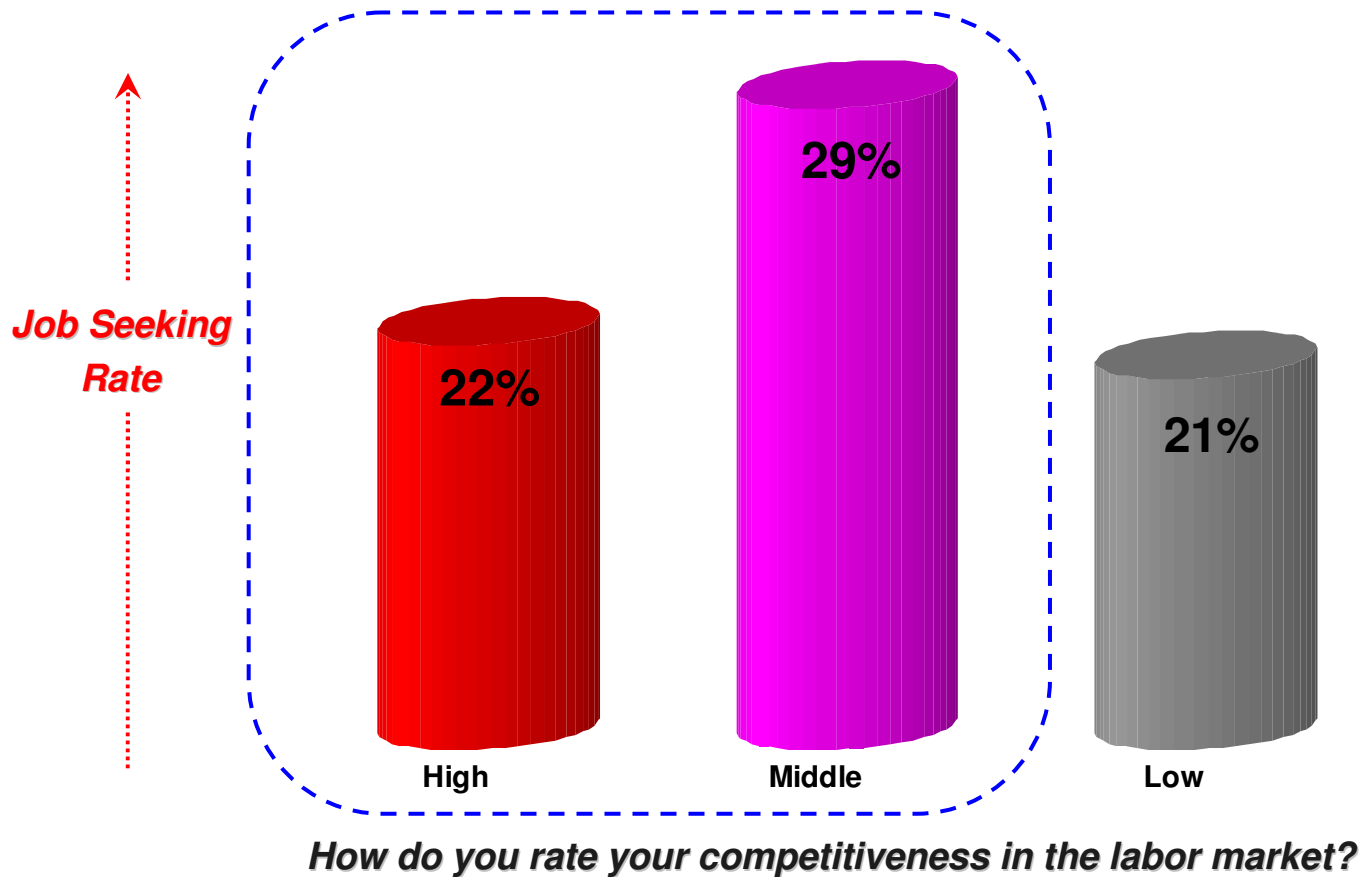
* Industry with less than 30 sample size is not included

Findings: Competitiveness and Satisfaction



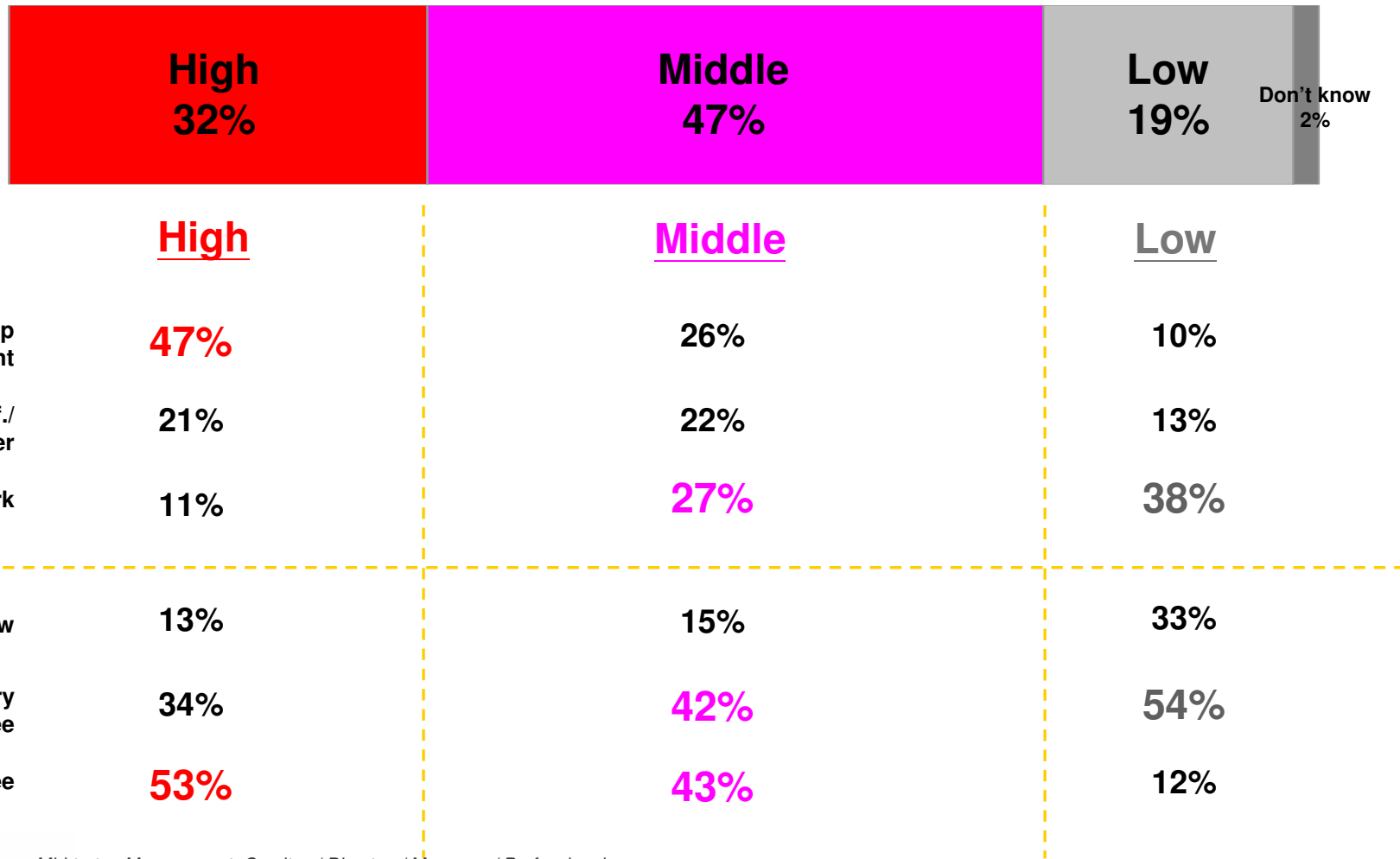
Job seeking rate by competitiveness

Employee who self-rated as having mid-competitiveness are more active in the labor market than others.



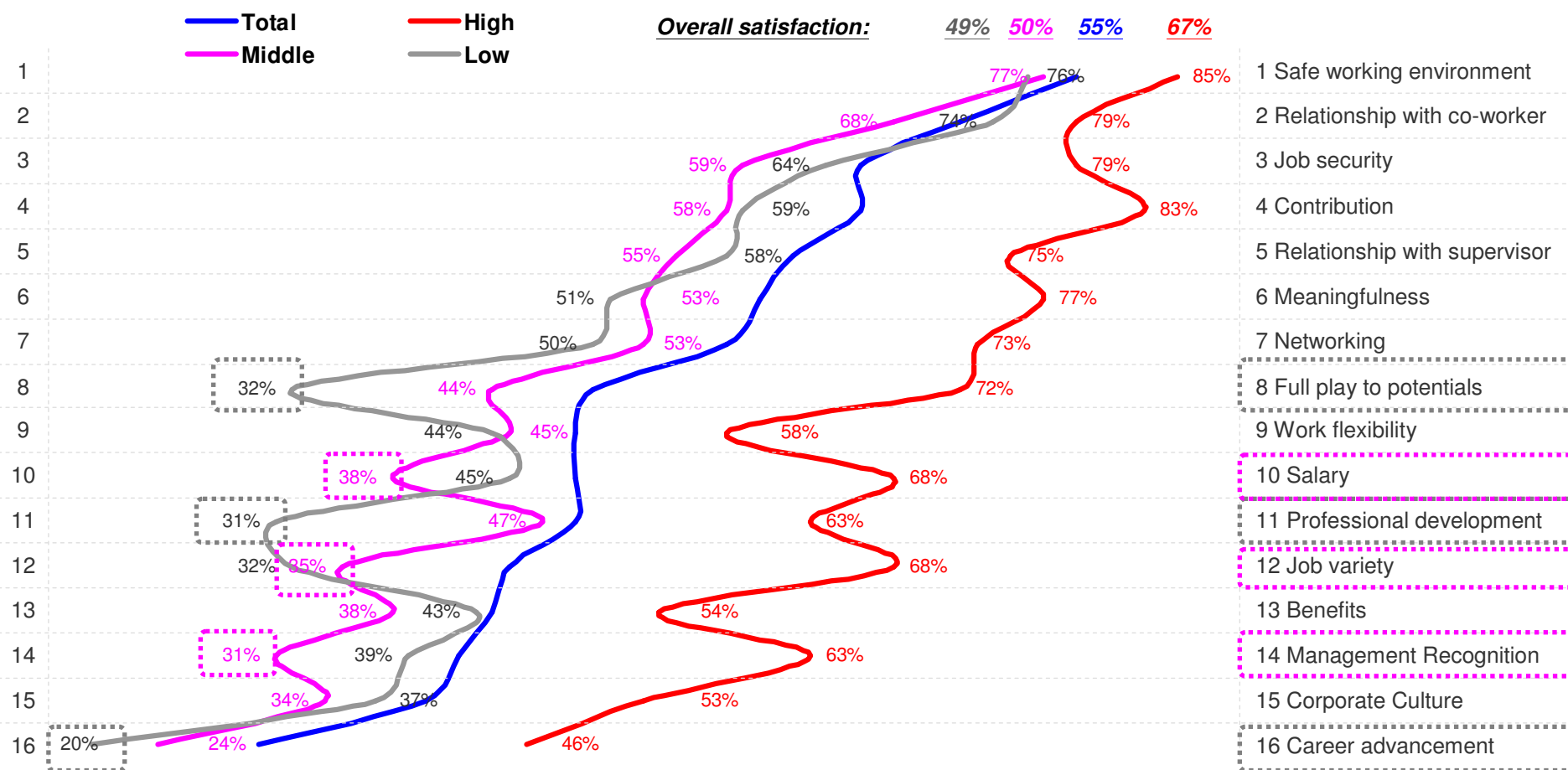
Self estimation on one's competitiveness in labor market

How do you rate your competitiveness in labor market?



Mid-to-top Management: C-suites / Directors/ Managers/ Professionals
 High: Very high to quite high; Low: Very low to quite low
 Base: Employee Only
 Source: HKUPOP, HeadlineJobs Quality Workplace Index

Understand Needs from Satisfaction Level

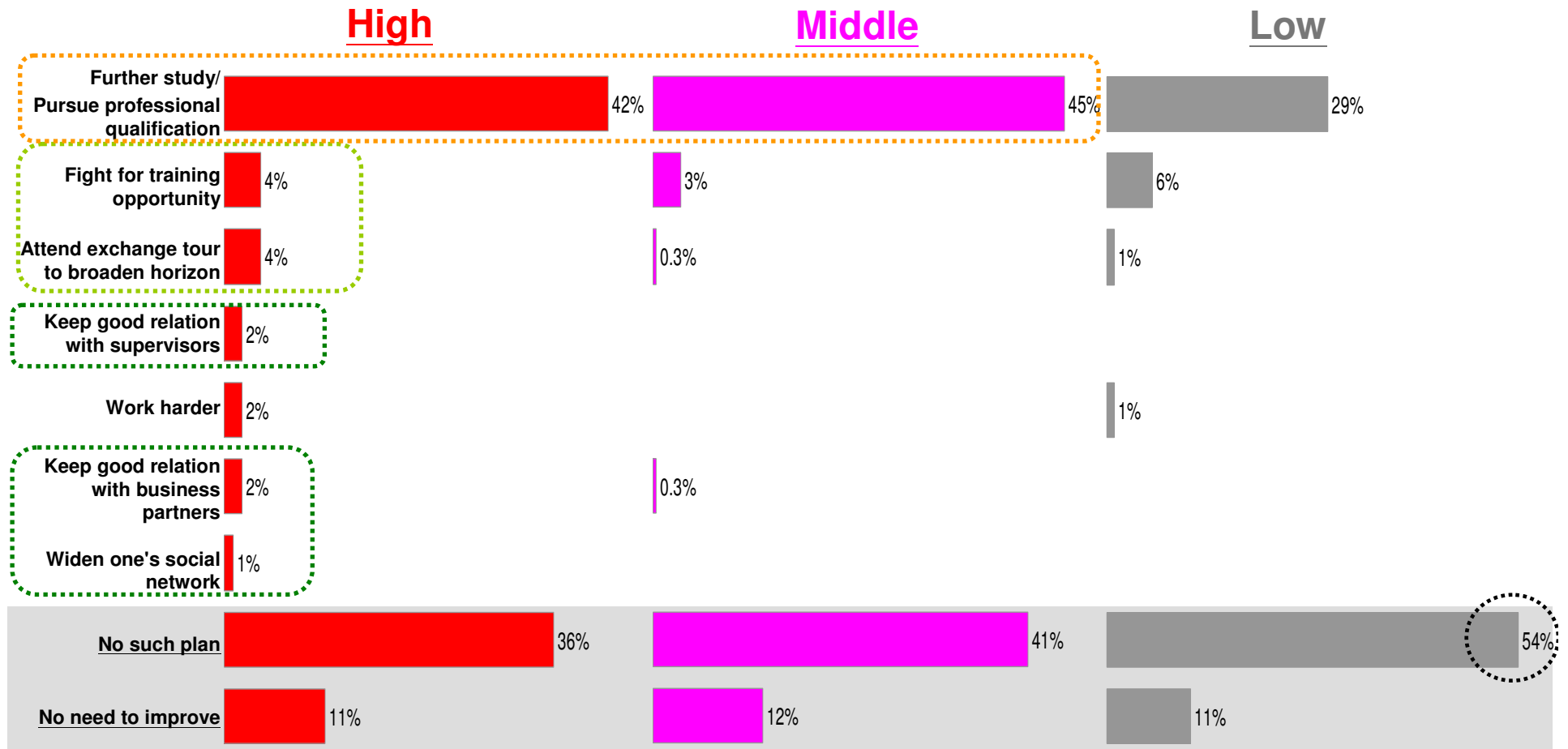


Improve the satisfaction level to boost retention



Opportunities that employee treasures Qualification/ Exposure/ Network

Plans to improve your value/ competitiveness in labor market



Base: Employee Only
Source: HKUPOP, HeadlineJobs Quality Workplace Index

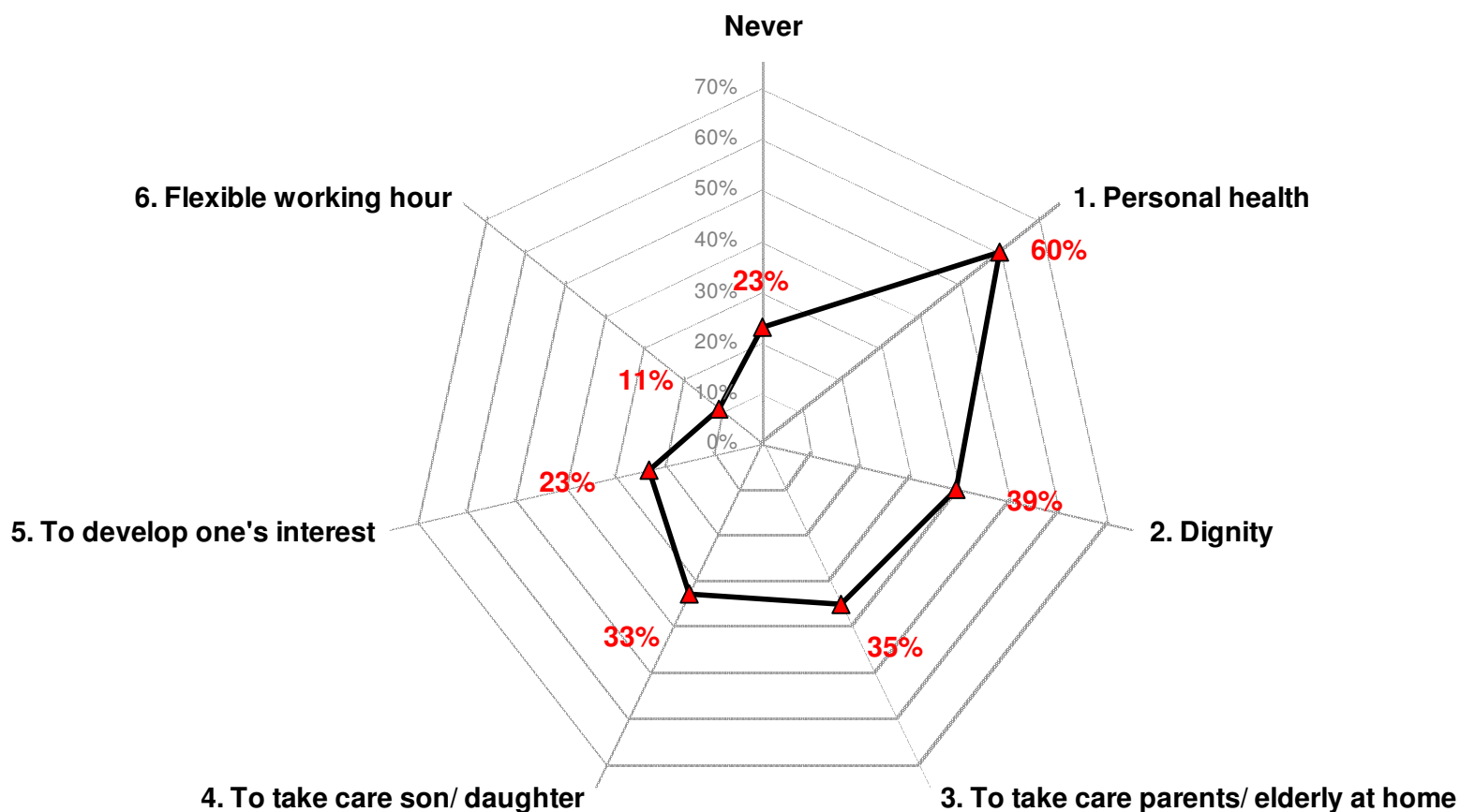
Findings: Apart from Dream Job



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In what circumstances people would give up their dream job?

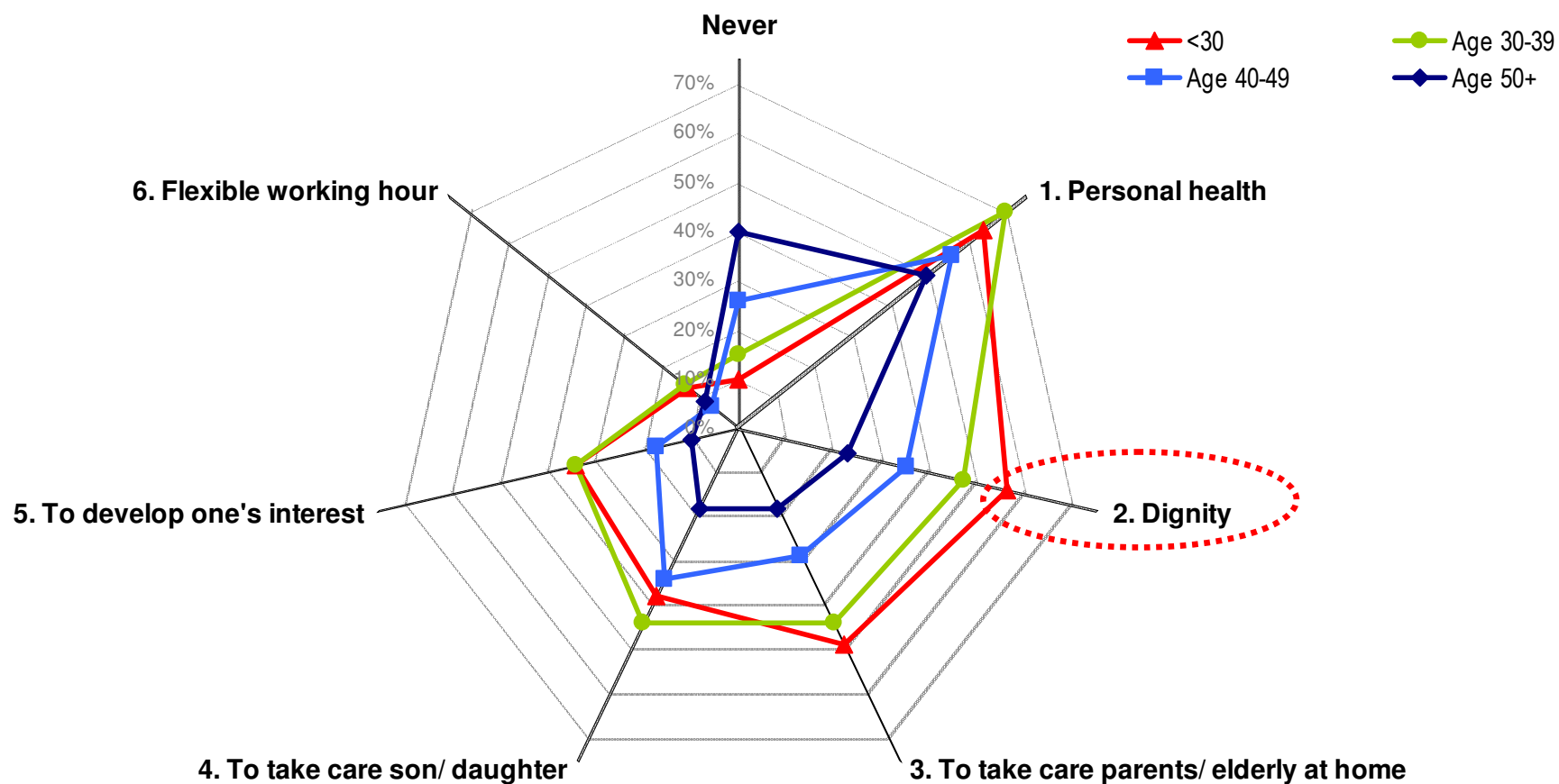


Q: Would you give up a high earning dream job for...?



Base: Employee Only
Source: HKUPOP, HeadlineJobs Quality Workplace Index

The younger expresses stronger desire on dignity



Q: Would you give up a high earning dream job for...?



Base: Employee Only
Source: HKUPOP, HeadlineJobs Quality Workplace Index

The End



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