



HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings

Prepared by Research & Development Department (Dec 08)

- The survey instrument was co-developed by HeadlineJobs and The University of Hong Kong, Public Opinion Programme
- Sampling
 - Random telephone survey conducted by interviewers was adopted
 - The target respondents were HK working population of age 18 or above
- Frequency of Study: Quarterly
- Sample Size: >1,000 per quarter
- Area of investigations:
 - Employees' Job Satisfaction
 - Employees' Job Satisfaction from employers' perspective
 - Motivators to Job Satisfaction

Job Satisfaction Model – 16 attributes



Survey Details – 2008 Survey (Q1-Q4)

Spec	Q1	Q2	Q3	Q4
Data collection method	Random telephone survey conducted by interviewers			
Target	HK full-time workers of age 18 or above			
Date of Study	Feb 20-26	May 5-14	Jul 28-31	Nov 3-11
Sample Size	1,003	1,005	1,003	1,005
Effective response rate	76.5%	76.9%	75.9%	76.8%
Sampling error (at 95% confidence level)	less than +/- 3.2%	less than +/- 3.2%	less than +/- 3.2%	less than +/- 3.2%
Projected population				
Total:	3,542,900	3,542,900	3,542,900	3,542,900
Employee:	3,058,300	3,241,500	3,229,200	3,220,800
Employer:	106,500	118,400	183,200	125,500
Self-employed:	378,200	183,100	130,500	196,700

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Survey Details – 2008 Survey (Q1-Q4) – Unweighted Sample Profile

	08Q1	08Q2	08Q3	08Q4		08Q1	08Q2	08Q3	08Q4
Male	50%	50%	50%	51%	Mid to Senior Management*	18%	16%	18%	18%
Female	50%	50%	50%	49%	Professional	13%	11%	10%	10%
Age 18-29	20%	16%	20%	18%	General White Collar*	31%	38%	39%	37%
Age 30-44	42%	45%	40%	42%	General Blue Collar*	26%	29%	28%	29%
Age 45-64	37%	38%	39%	40%	Self-employed	11%	5%	4%	6%
Age 65+	1%	1%	1%	1%	Others	1%	1%	1%	1%
Primary or below	6%	8%	8%	8%	PI<\$8000	13%	13%	12%	13%
Secondary	57%	54%	51%	54%	\$8000-11999	24%	24%	25%	24%
Tertiary	37%	38%	41%	38%	\$12000-19999	28%	27%	27%	28%
Manufacturing	10%	9%	7%	9%	\$20000-29999	19%	18%	18%	17%
Construction	10%	8%	9%	7%	\$30000-49999	11%	11%	12%	12%
Wholesales, Retail and Im/Export Trades, Restaurants and Hotels	22%	18%	19%	21%	\$50000+	5%	7%	5%	6%
Transport, Storage and Communications	10%	10%	9%	11%	Company Size <50	41%	34%	38%	40%
Banking/Finance, Insurance, Real Estate, IT, and Business Services	20%	23%	24%	21%	50-99	13%	11%	11%	11%
Community, Social and personal Services^	26%	29%	30%	28%	100-199	7%	8%	7%	7%
Others	3%	2%	2%	3%	200-499	8%	9%	10%	8%
					500-999	5%	5%	6%	5%
					1000+	26%	32%	28%	29%

^ Community, Social & Personal Services – Education, Government/ Public Administration, Movie/Entertainment, Media, Medical, Health & Welfare, Social Service

*Mid to Senior Management – CEO/ Chairman/ MD/ President, C-Suite, Director/ GM/ VP, Manager/ Dept Head;
General White Collar – Asso. Prof., Executive/Supervisor/Officer, Clerk/Administrator;
General Blue Collar – Technician/ Servicing Staff/ Shop Sales, Non-skilled Worker.

% excl refused

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Survey Results: Main Survey

Wage Protection – Salary of non-skilled worker

Q: The following is a question about “wage protection”. Assume a non-skilled worker, like a cleaning worker or a security guard, is to work for 8 hours a day and 6 days a week, i.e. average 26 days a month, at least how much do you think his/her salary should be so that it’s reasonable?

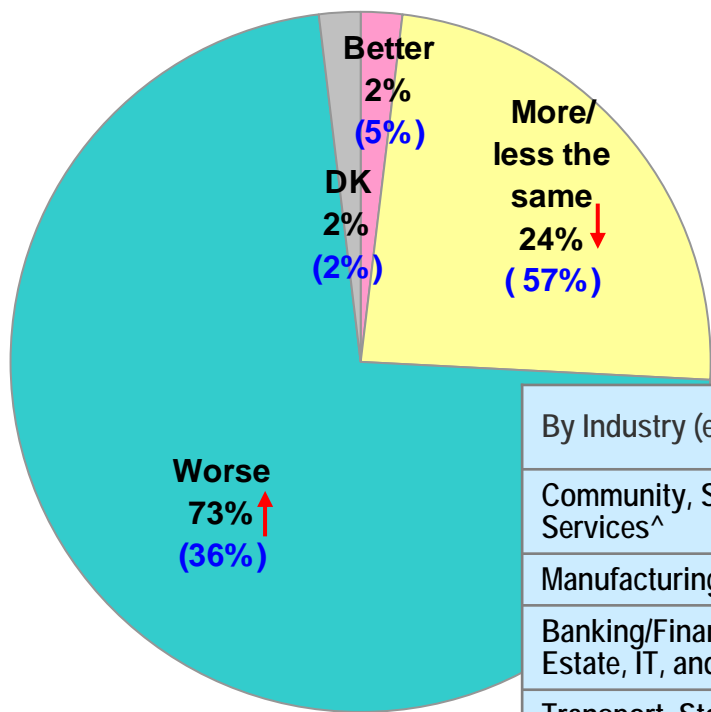
The lowest salary for non-skilled worker	Employer	Employee	Labor Department Study (2008 June)^	
Mean	\$6,330	\$6,456	\$5,304 (Cleaning worker)	\$6,651 (Security guard)
Median	\$6,500	\$6,500		

Base: Employer: 108,700; Employee: 3,026,900

^ Source from Labor Department. The study included 97,500 workers. Salary is average monthly salary. Cleaning worker refers to “Cleaner (general)” while security guard refers to “Guard (3-shifts)”.

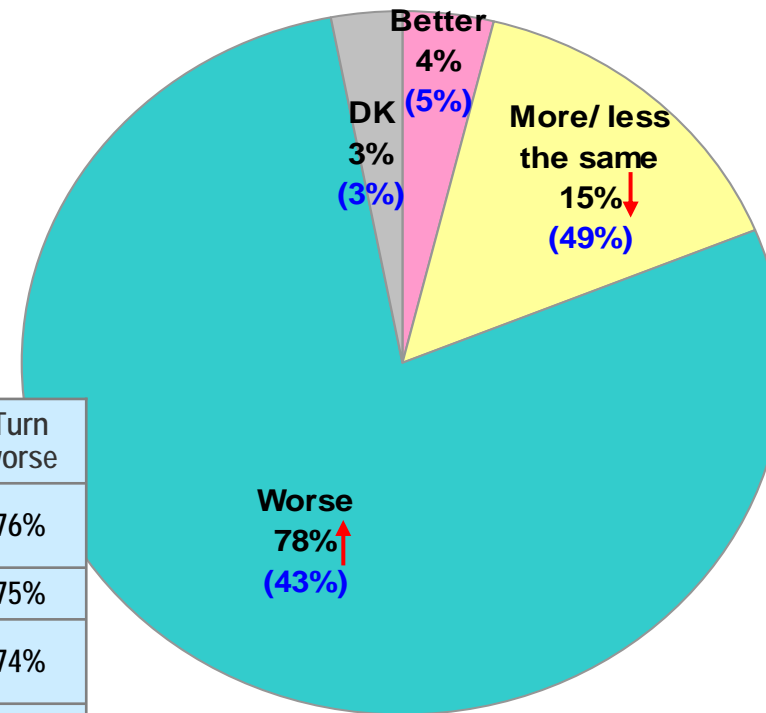
Do you think Hong Kong's economy will turn better, worse or more or less the same in the coming half year?

Employee's viewpoint



Base: Employee: Q3: 3,229,200; Q4: 3,220,800

Employer's viewpoint



Employer Q3:183,200; Q4: 125,500

() denotes Q3 %

By Industry (employee)	Turn worse
Community, Social & Personal Services [^]	76%
Manufacturing	75%
Banking/Finance, Insurance, Real Estate, IT, and Business Services	74%
Transport, Storage & Communications	72%
Construction	70%
Wholesales, Retail and Im/Export Trades, Restaurants and Hotels	67%

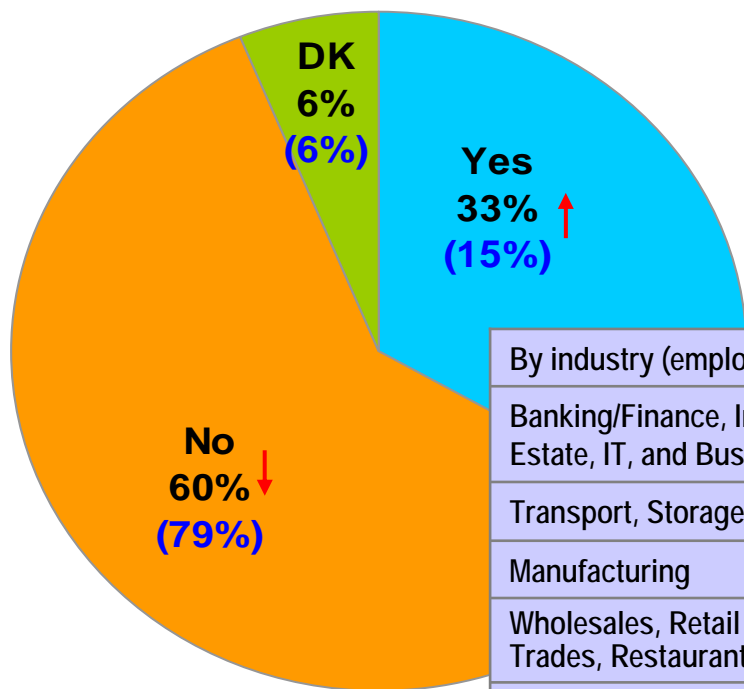
[^] Community, Social & Personal Services – Education, Government/ Public Administration, Movie/Entertainment, Media, Medical, Health & Welfare, Social Service

DK: Don't Know/ hard to say

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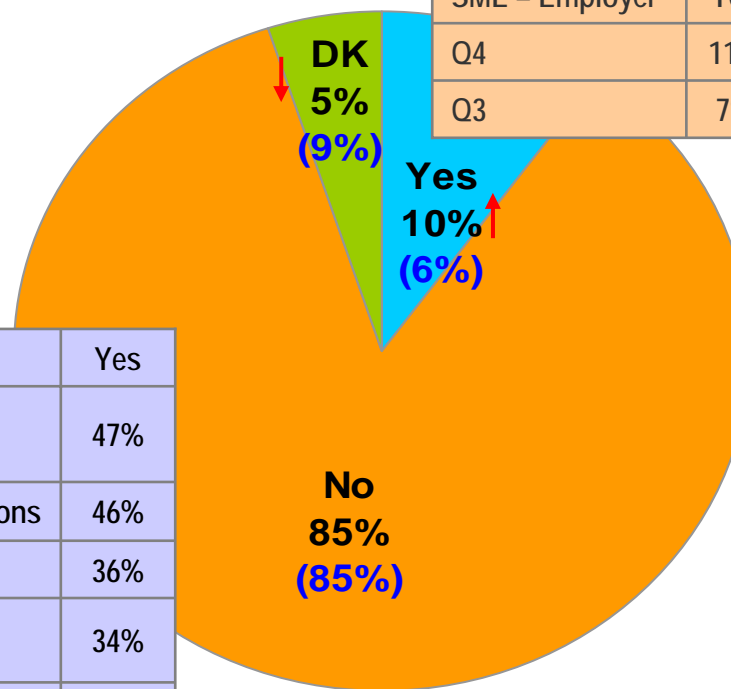
Do you think your company will have redundancy or wage reduction plan in the coming half year?

Employee's viewpoint



Base: Employee: Q3: 3,229,200; Q4: 3,220,800

Employer's viewpoint



SME – Employer	Yes	No	DK
Q4	11%	86%	3%
Q3	7%	84%	9%

Base: Employer Q3:183,200; Q4: 125,500 () denotes Q3 %

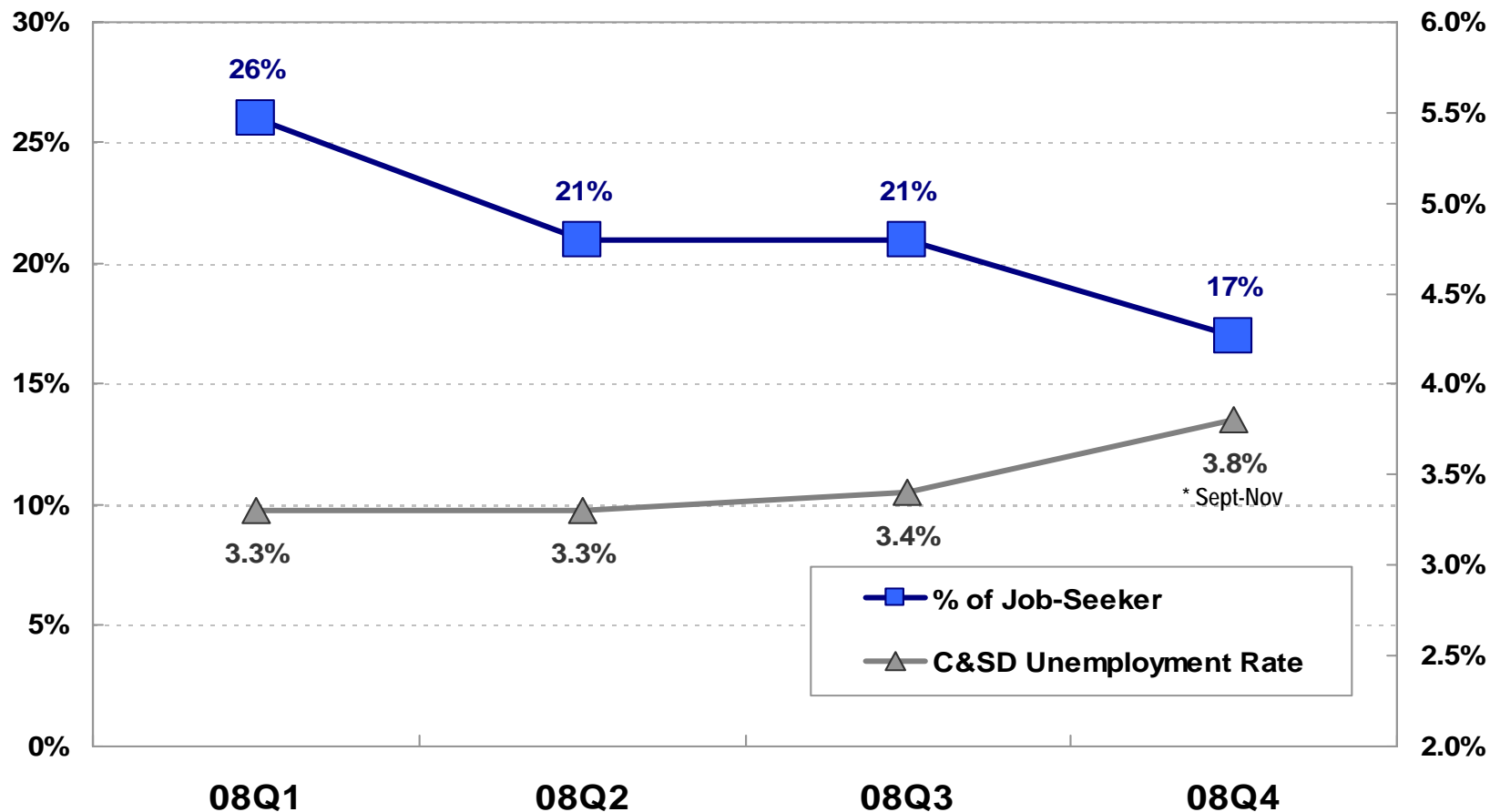
By industry (employee)	Yes
Banking/Finance, Insurance, Real Estate, IT, and Business Services	47%
Transport, Storage & Communications	46%
Manufacturing	36%
Wholesales, Retail and Im/Export Trades, Restaurants and Hotels	34%
Construction	30%
Community, Social & Personal Services [^]	20%

By company size (employee)	Yes
Non-SME	37%
SME	27%

[^] Community, Social & Personal Services – Education, Government/ Public Administration, Movie/Entertainment, Media, Medical, Health & Welfare, Social Service

DK: Don't Know/ hard to say

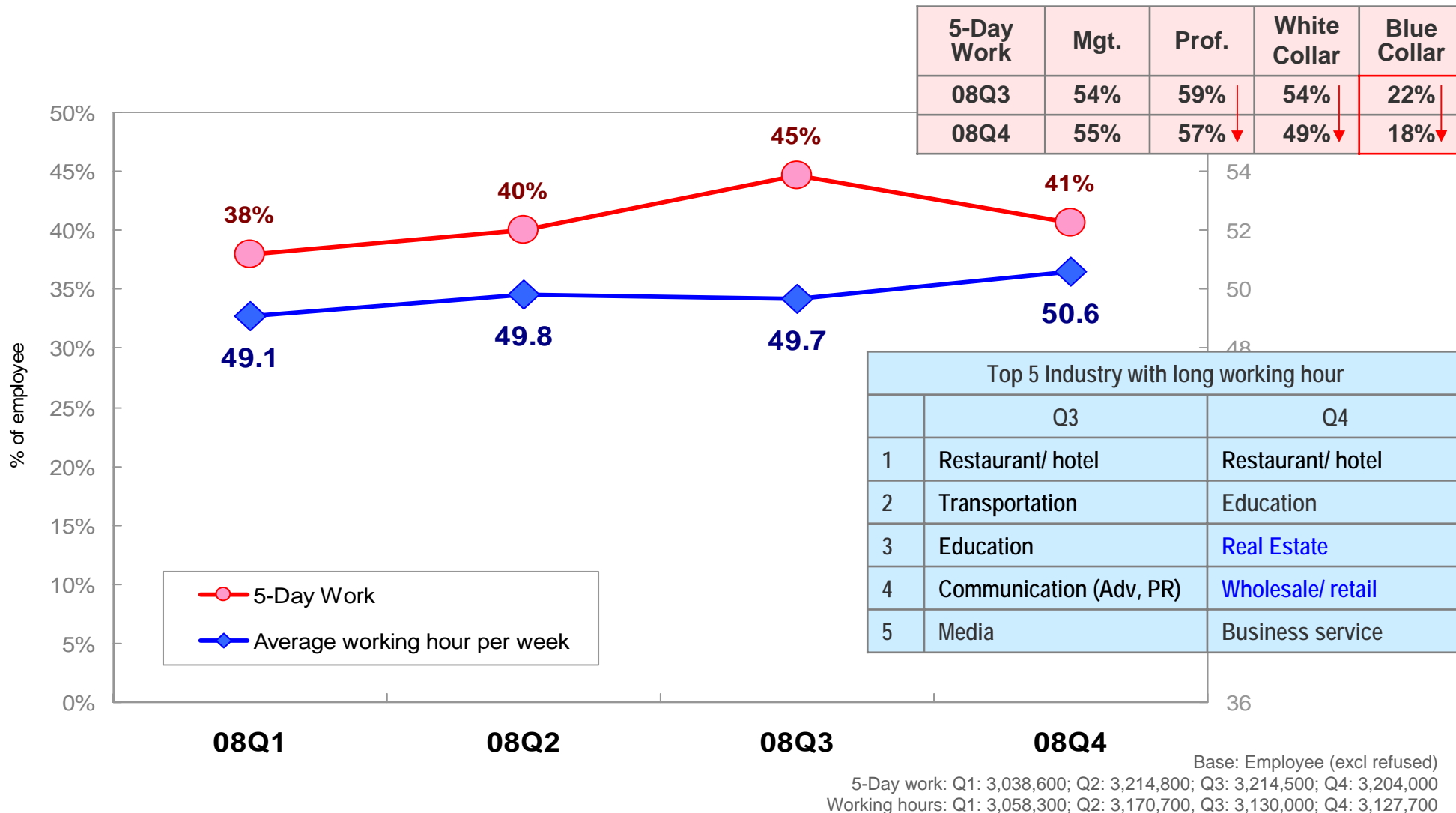
Job-Seeking Index



Base: Employee (excl refused)
Employee: Q1: 3,048,600; Q2: 3,223,500; Q3: 3,223,200; Q4: 3,196,500

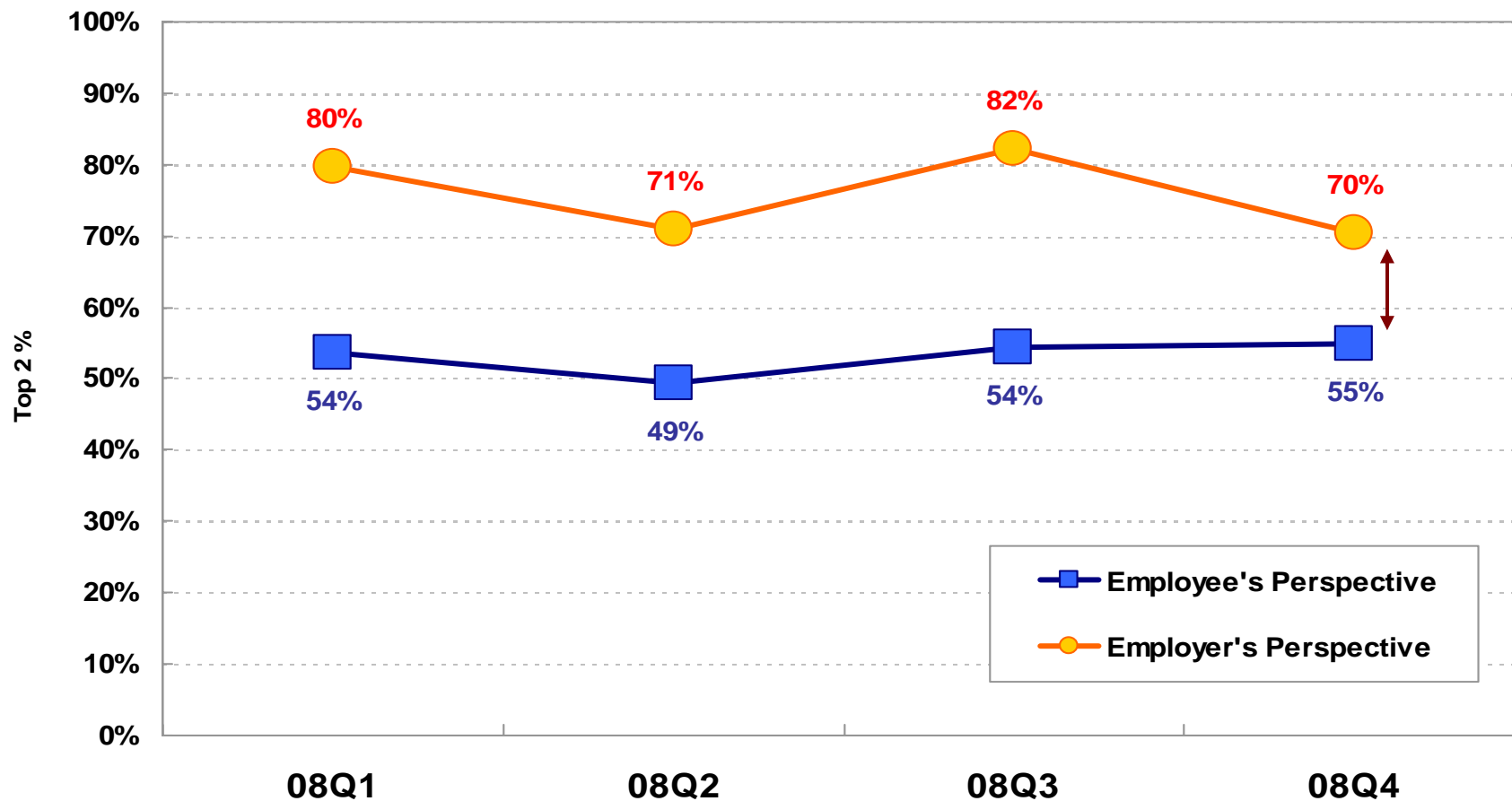
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5-Day Work & Working Hours



HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings

Employee Job Satisfaction Index



Base (excl refused)
 Employee – Q1: 3,058,300; Q2: 3,241,500; Q3: 3,229,200; Q4: 3,220,800
 Employer – Q1: 106,500; Q2: 118,400; Q3: 179,700; Q4: 125,500

HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings

Employee - Importance of 16 Attributes to Job Satisfaction

Importance	Q1	Q2	Q3	Q4
1	Salary	Salary	Salary	Job Security
2	Relationship with co-worker	Safe working environment	Safe working environment	Safe working environment
3	Safe working environment	Relationship with co-worker	Job Security	Salary
4	Job Security	Job Security	Relationship with Supervisor/Management	Relationship with co-worker
5	Relationship with Supervisor/Management	Management Recognition	Management Recognition	Relationship with Supervisor/Management
6	Contribution to the organization	Relationship with Supervisor/Management	Relationship with co-worker	Management Recognition
7	Networking	Benefits	Benefits	Benefits
8	Management Recognition	Professional development	Professional development	Professional development
9	Work Flexibility	Full play to potentials and autonomy	Full play to potentials and autonomy	Full play to potentials and autonomy
10	Full play to potentials and autonomy	Contribution to the organization	Job Nature and its meaningfulness	Contribution to the organization
11	Job variety	Job Nature and its meaningfulness	Contribution to the organization	Job Nature and its meaningfulness
12	Benefits	Career advancement opportunities	Corporate Culture	Career advancement opportunities
13	Corporate Culture	Corporate Culture	Career advancement opportunities	Networking
14	Professional development	Networking	Networking	Corporate Culture
15	Career advancement opportunities	Job variety	Job variety	Job variety
16	Job Nature and its meaningfulness	Work Flexibility	Work Flexibility	Work Flexibility

Importance of Job Security (col %)				
	Mgt.	Prof.	White Collar	Blue Collar
Q1	86%	88%	90%	91%
Q4	98%	93%	97%	95%

The only 3 attributes which were considered as less important than Q3. All of them are "Job Nature" attributes.

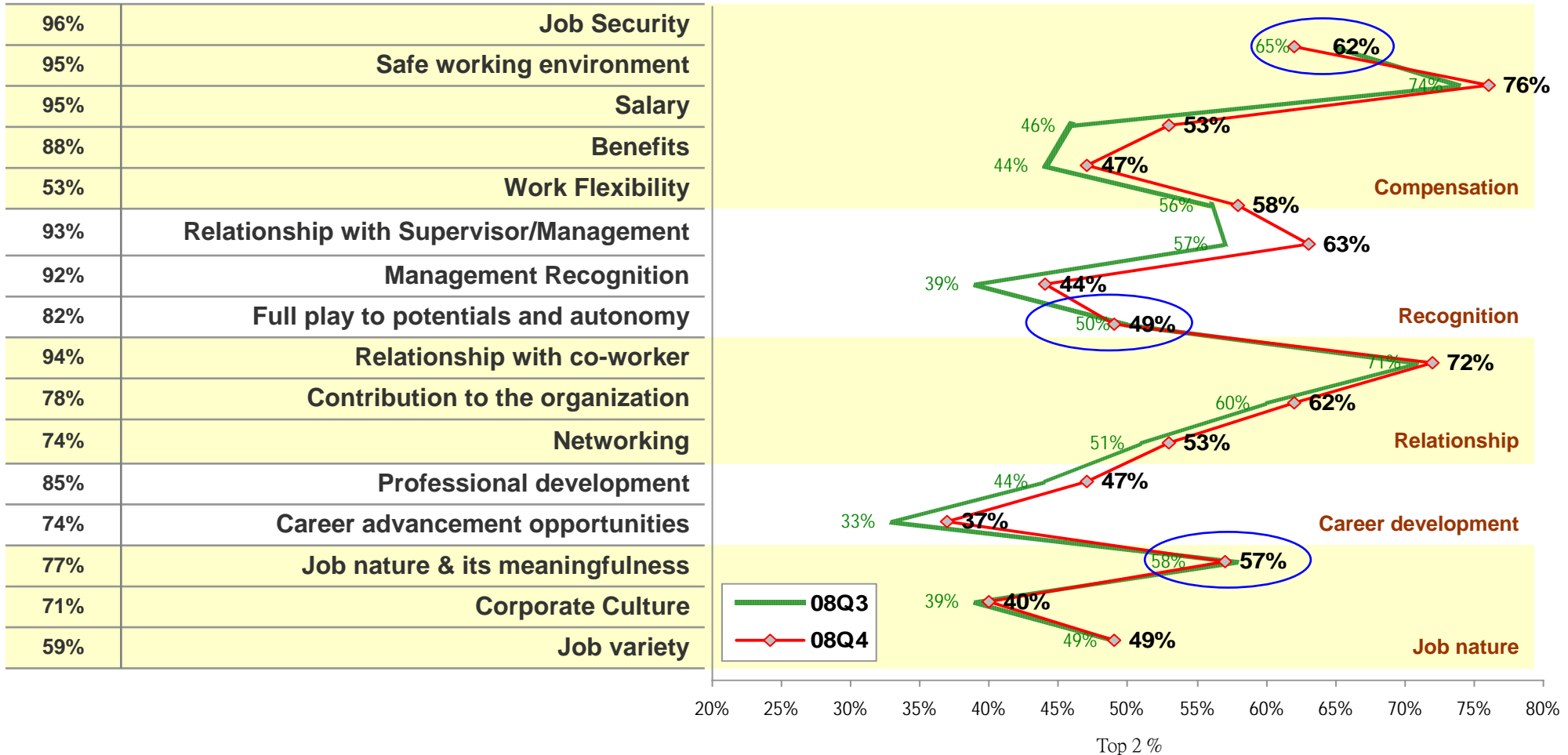
Note: Rank by Top 2 %

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Employee - Satisfaction on Attributes

Q4

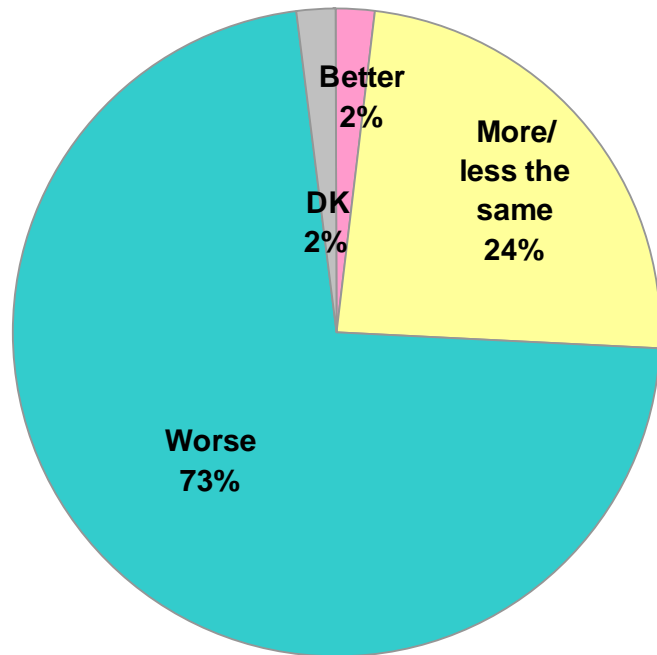
Importance %



HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings

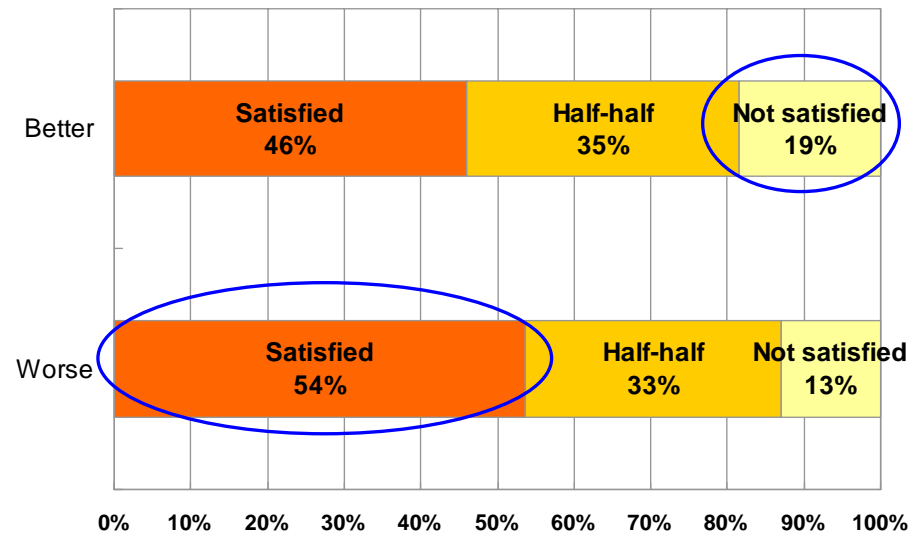
Relationship between Perception of HK Economy & Job Satisfaction

Employee's viewpoint - HK economy turn better or worse?



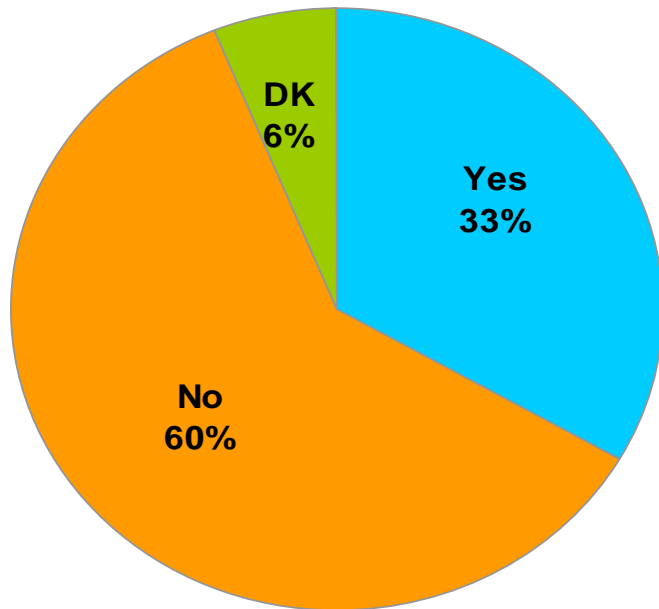
Base: Employee: 3,220,800

Employee - Job Satisfaction by Perception on HK Economy



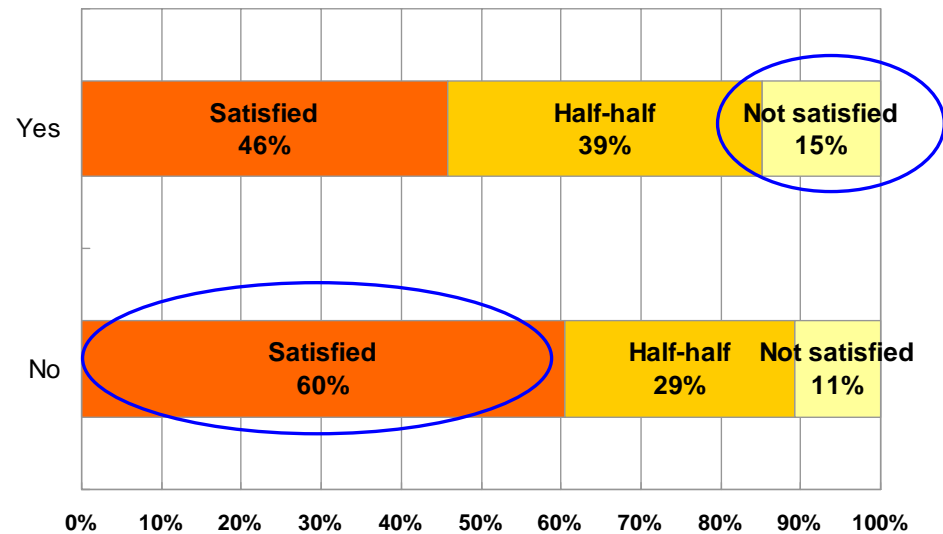
Relationship between Perception of Redundancy/ Wage Reduction & Job Satisfaction

Employee's viewpoint - Redundancy/ Wage Reduction



Base: Employee: 3,220,800

Employee - Job Satisfaction by Perception of Redundancy/ Wage Reduction



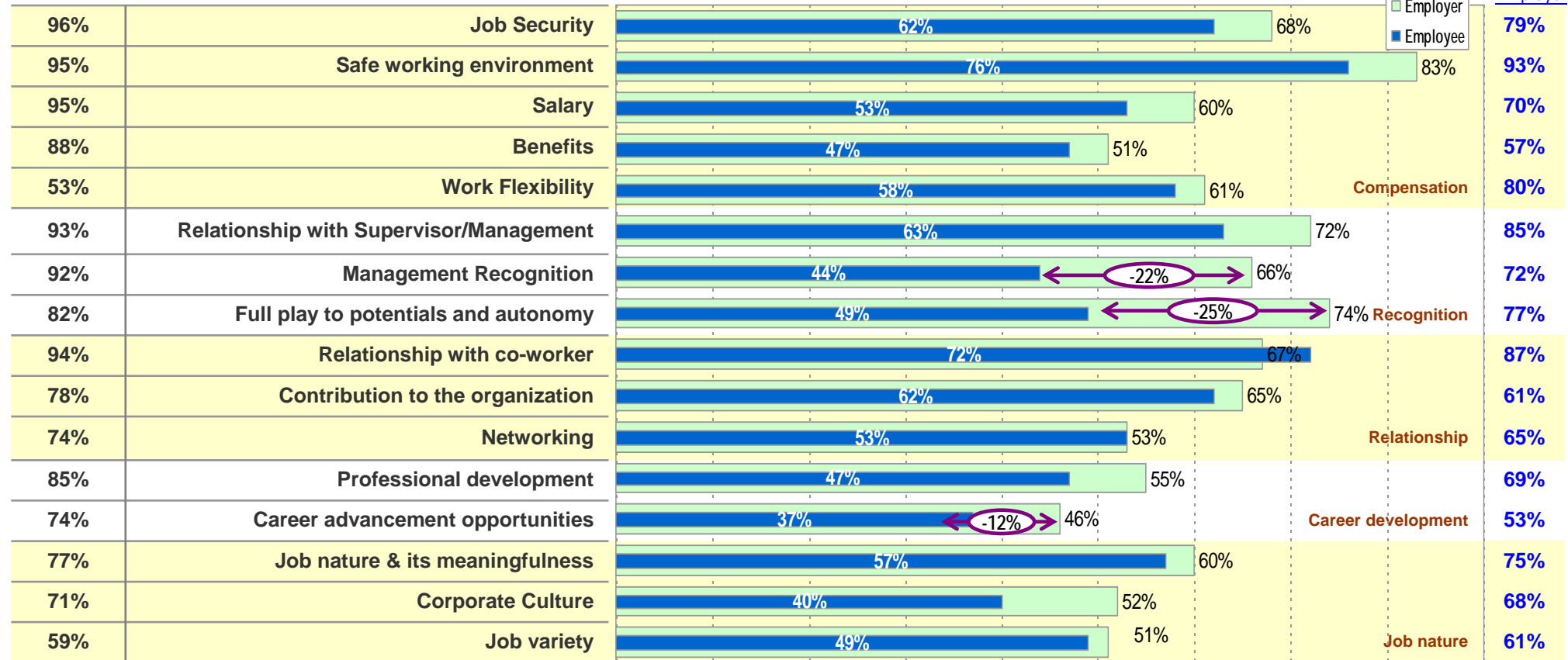
Satisfaction on Attributes – Employee vs. Employer’s Perceived Employee Satisfaction

Q4

Q3

Importance %

Employer



Top 2 %

HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings



Survey Results: Main Survey vs. Online Survey

Methodology: Online Survey

- **Fieldwork:** Nov 6 – Nov 27, 2008
- **Data collection:** Online self-administrated questionnaire (posted at Headlinejobs.com)
- **Sampling:** Convenience sampling (Public access + E-mail invitation to members of Headlinejobs.com)
- **Sample size:** 478 (Employee – 462; Employer – 1; Unknown – 15)
Only responses from employees were analyzed.
(last quarter: employee - 575)

Profile: Online vs. Main

	Online 08Q4	Online 08Q3	Main 08Q4
Total	462	575	3,220,800
Male	38%	36%	52%
Female	62%	64%	48%
Age 18-29	48%	49%	25%
Age 30-44	42%	41%	42%
Age 45-64	10%	9%	31%
Age 65+	0%	0%	1%
Primary or below	0%	0%	6%
Secondary	38%	38%	51%
Tertiary	62%	62%	43%
Manufacturing	12%	11%	8%
Construction	5%	6%	7%
Wholesales, Retail and Im/Export Trades, Restaurants and Hotels	28%	26%	21%
Transport, Storage and Communications	4%	6%	10%
Financing, Insurance, real estate and business services	25%	26%	22%
Community, Social and personal Services	23%	20%	29%
Others	3%	4%	3%

	Online 08Q4	Online 08Q3	Main 08Q4
Total	462	575	3,220,800
Mid to Senior Management	17%	12%	14%
Professional	9%	9%	12%
General White Collar	60%	62%	41%
General Blue Collar	12%	15%	32%
Others	1%	2%	0%
PI <\$8000	15%	13%	13%
\$8000-11999	31%	31%	26%
\$12000-19999	30%	31%	28%
\$20000-29999	15%	16%	17%
\$30000-49999	7%	8%	11%
\$50000+	2%	2%	5%
Company Size <50	38%	37%	34%
50-99	15%	12%	12%
100-199	11%	10%	8%
200-499	10%	10%	9%
500-999	6%	6%	6%
1000+	19%	25%	32%

^ Community, Social & Personal Services – Education, Government/ Public Administration, Movie/Entertainment, Media, Medical, Health & Welfare, Social Service

*Mid to Senior Management – CEO/ Chairman/ MD/ President, C-Suite, Director/ GM/ VP, Manager/ Dept Head;
General White Collar – Asso. Prof., Executive/Supervisor/Officer, Clerk/Administrator;
General Blue Collar – Technician/ Servicing Staff/ Shop Sales, Non-skilled Worker.

% excl refused

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Job Seeker: Online vs. Main

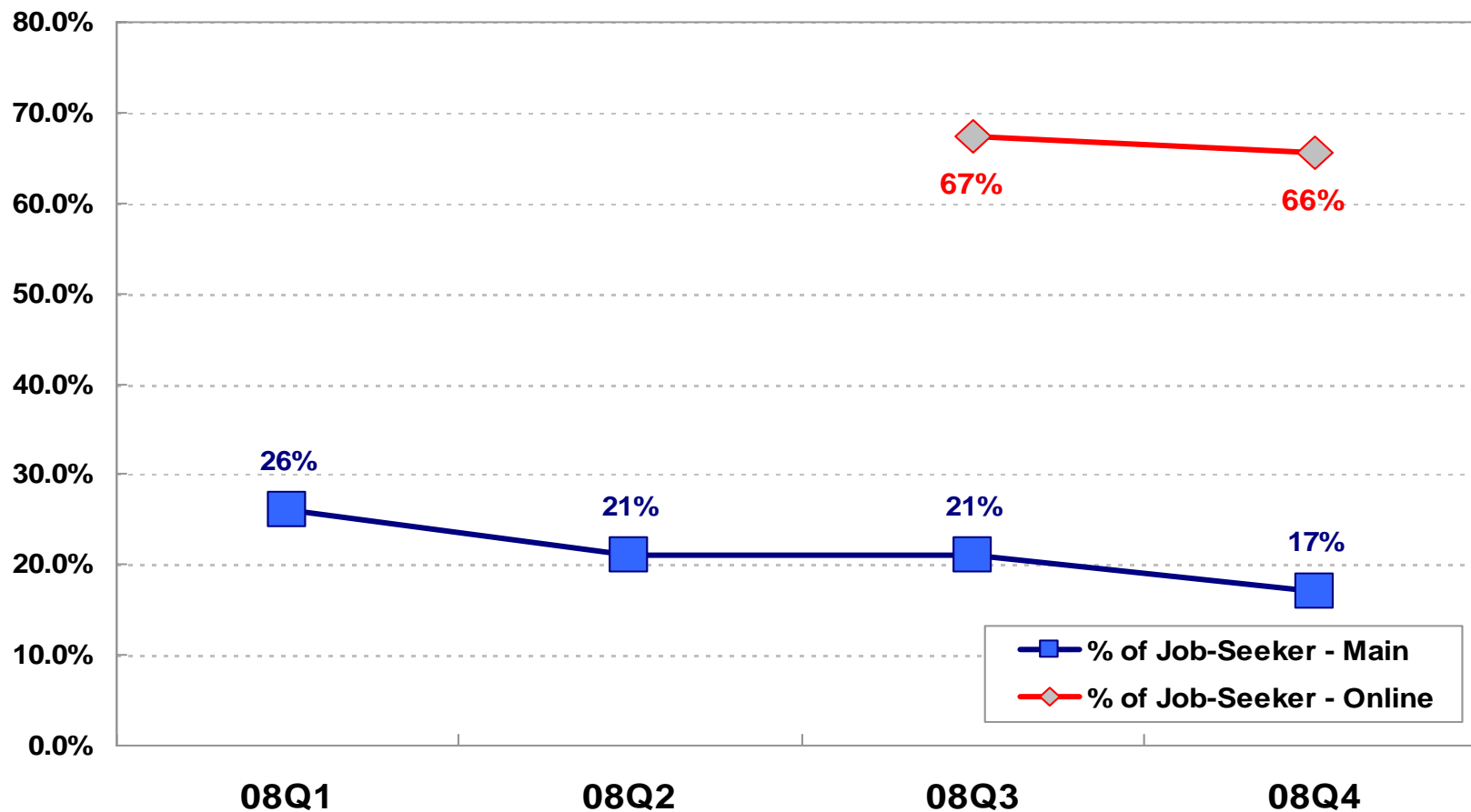
Current Job Discipline (%)	Online 08Q4	Main 08Q4
Administration	14.6	5.4
Sales	10.0	9.8
Accounting/ Auditing	7.8	10.8
Purchasing/ Merchandising	7.1	4.0
Engineering	6.4	3.0
Internal/ Business Support	6.4	18.0
Management	6.0	6.9
Human Resources	5.7	4.2
Marketing	5.0	8.2
Operation/ Production	4.6	5.6
Transport & Logistics	4.6	9.1
Education	3.6	2.7
Design	2.8	1.8
Legal/ Company Secretary	2.5	0.6
Medical support/ Counseling	2.1	2.9
Public Relation	1.8	4.2
Security	1.1	1.2
Cleaning	1.1	0.5
Others	6.4	1.2

Base: employee job seeker (% excl. refused)

Main: 535,600; Online: 287

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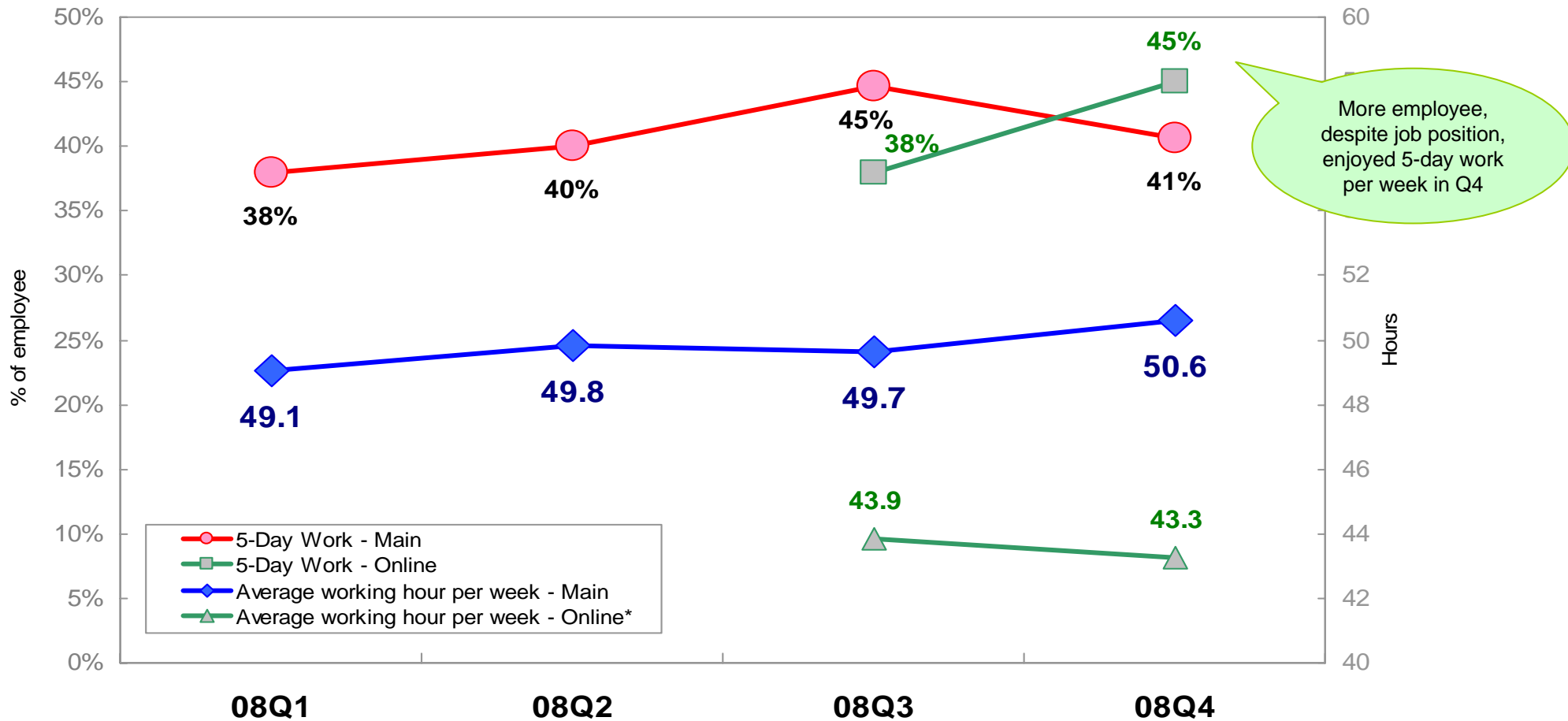
Job-Seeking Index – Online vs. Main



Base: Employee (excl refused)
Employee (Main): Q1: 3,048,600; Q2: 3,223,500; Q3: 3,223,200; Q4: 3,196,500
Employee (Online): Q3: 552; Q4: 438

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5-Day Work & Working Hours – Online vs. Main



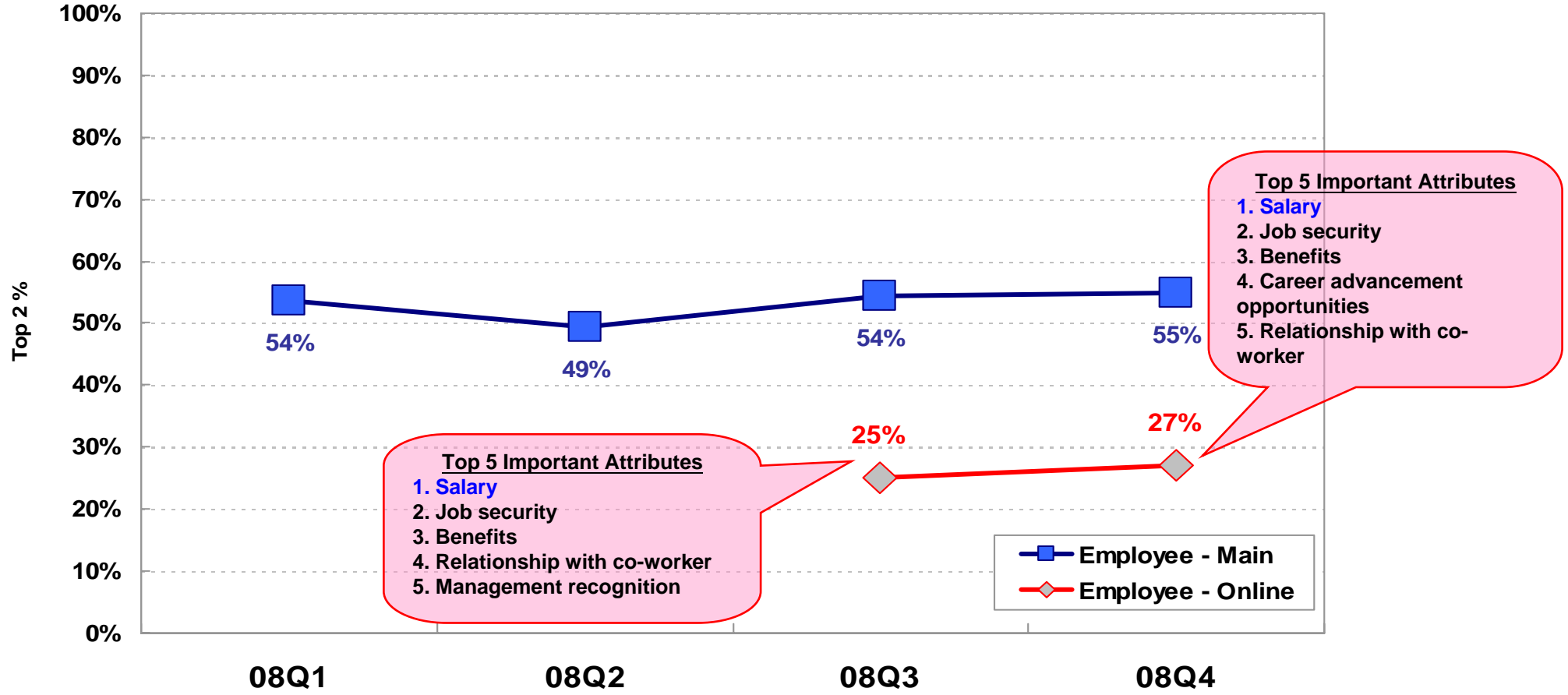
Base: Employee (excl refused)

5-Day work: (Main) Q1: 3,038,600; Q2: 3,214,800; Q3: 3,214,500; Q4: 3,204,000; (Online) Q3: 574; Q4: 462
 Working hours: (Main) Q1: 3,058,300; Q2: 3,170,700; Q3: 3,130,000; Q4: 3,127,700; (Online) Q3: 552; Q4: 444

* Online mean average – 5% Trimmed mean

HeadlineJobs Quality Workplace Index 2008Q4 – Key Findings

Employee Job Satisfaction Index – Online vs. Main



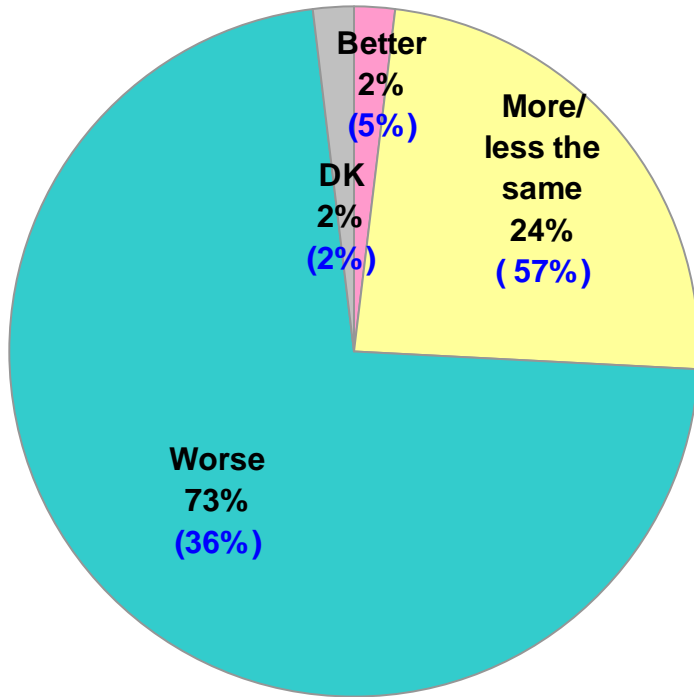
Base (excl refused)
 Employee (Main) – Q1: 3,058,300; Q2: 3,241,500; Q3: 3,229,200; Q4: 3,220,800
 Employee (Online) – Q3: 575; Q4: 462

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Do you think Hong Kong's economy will turn better, worse or more or less the same in the coming half year?

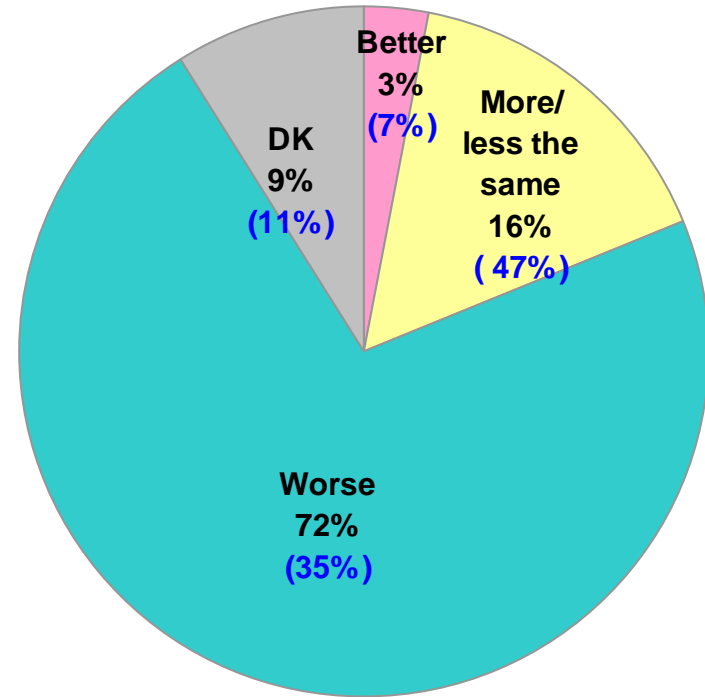
Online vs. Main

Employee - Main



Base: Employee: Q3: 3,229,200; Q4: 3,220,800

Employee - Online



Base: Employee: Q3: 574; Q4: 458

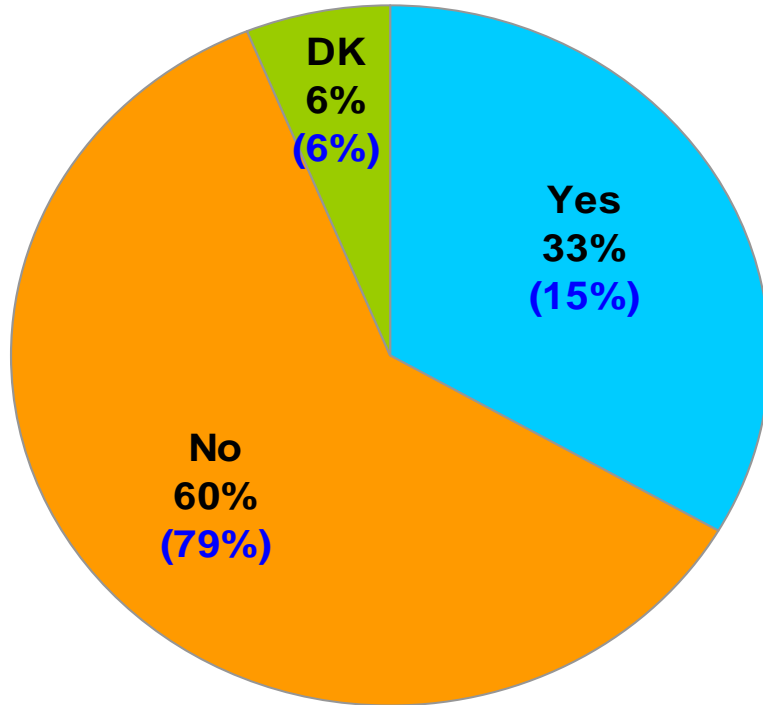
() denotes Q3 %

DK: Don't Know/ hard to say

Do you think your company will have redundancy or wage reduction plan in the coming half year?

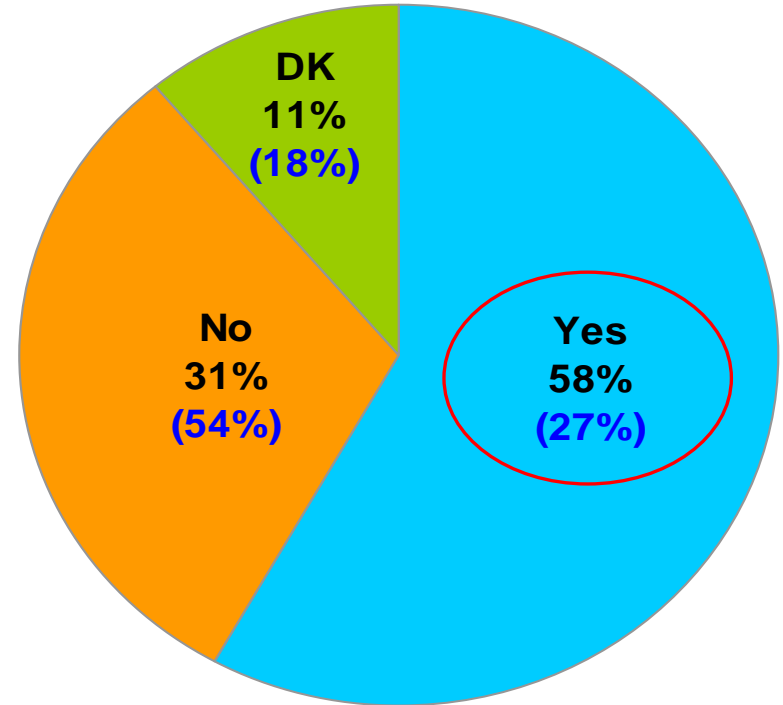
Online vs. Main

Employee - Main



Base: Employee: Q3: 3,229,200; Q4: 3,220,800

Employee - Online



Base: Employee: Q3: 572; Q4: 456

() denotes Q3 %

DK: Don't Know/ hard to say

Wage Protection – Salary of non-skilled worker

Online vs. Main

Q: The following is a question about “wage protection”. Assume a non-skilled worker, like a cleaning worker or a security guard, is to work for 8 hours a day and 6 days a week, i.e. average 26 days a month, at least how much do you think his/her salary should be so that it’s reasonable?

The lowest salary for non-skilled worker	Online – Employee*	Main – Employee	Labor Department Study (2008 June)^	
			(Cleaning worker)	(Security guard)
Mean	\$6,307	\$6,456	\$5,304	\$6,651

Base (Employee): Main: 3,026,900; Online: 404

* Online – Mean – 5% Trimmed Mean

^ Source from Labor Department. The study included 97,500 workers. Salary is average monthly salary. Cleaning worker refers to “Cleaner (general)” while security guard refers to “Guard (3-shifts)”.



The End