



# HeadlineJobs Quality Workplace Index ( 2009 1<sup>st</sup> Half )



HKUPOP

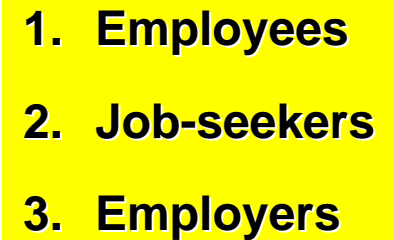


**HeadlineJobs**.hk

*Stop Searching, Start Matching*

Reported by Sing Tao Research and Development Dept. (July 2009)

- **Survey Methodology**
- **Survey Findings**
  - **Job seeking rate amid economic recession**
  - **Job satisfaction amid economic recession**
  - **Work stress amid economic recession**
- **Q&A**

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- 1. Employees**
  - 2. Job-seekers**
  - 3. Employers**

**Survey Design**

Co-developed by HeadlineJobs and HKUPOP

## Main Survey: Working Class

**Interviewing Approach**

Computer-Aided Telephone Interview (CATI)

**Fieldwork Period**

May 11-20, 2009

**Target Respondents**

HK working population of age 18 or above

**Sample Size**

N = 1,006

**Weighting**

Information sourced from C&SD - General Household Survey (Jan-Mar 2009) on HK working population of age 15+

## Supplementary Survey: Active Job-Seekers

**Interviewing Approach**

Online survey

**Target Respondents**

HeadlineJobs visitors (N=339)

# 5 Main Drivers to Job Satisfaction



## 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

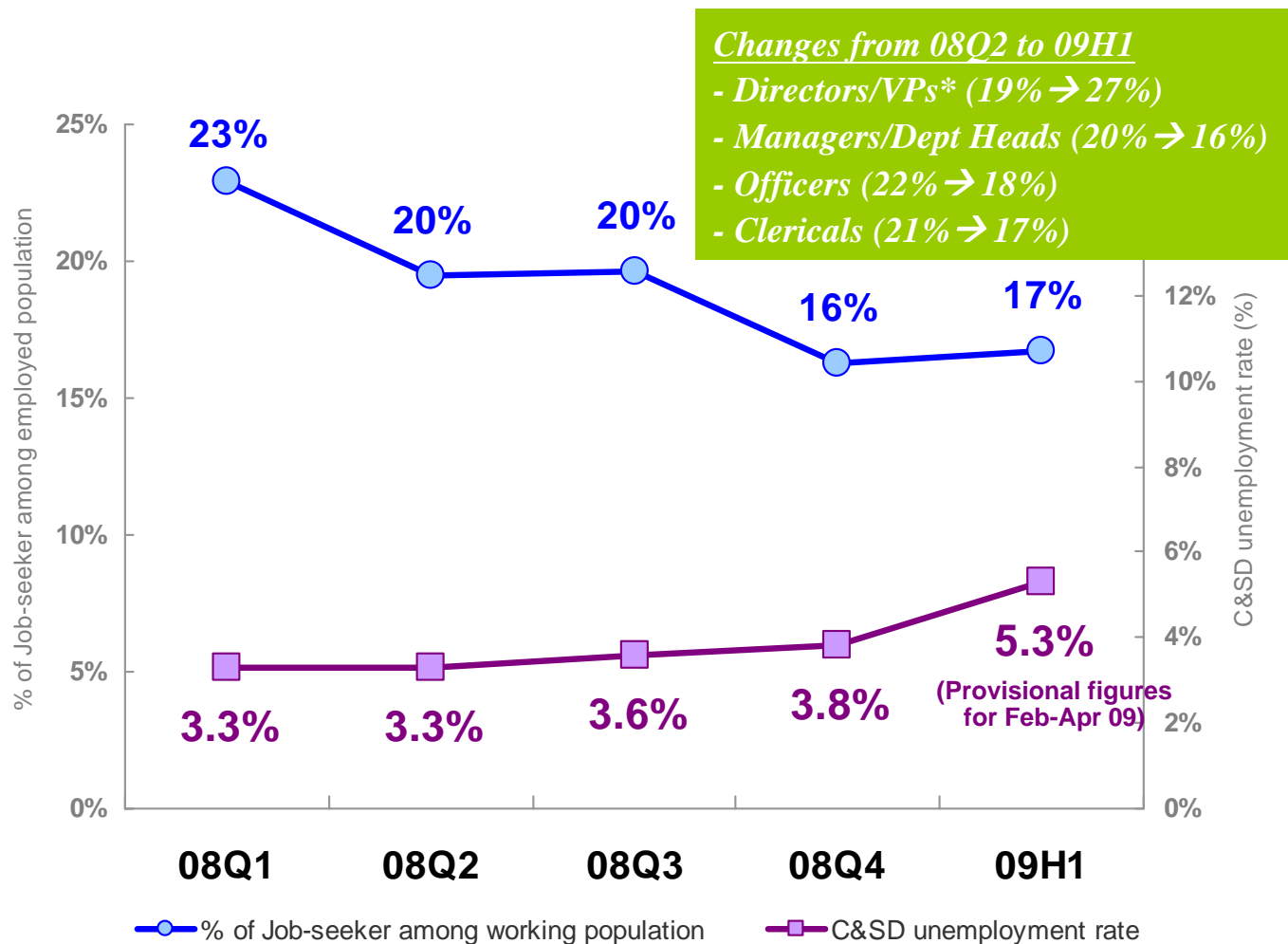
- Professional Development
- Career Advancement Opportunities

Employees'  
Job  
Satisfaction

# Survey Findings on Overall Job-seeking Rate

# HK working population of age 18 or above

## Job seeking rate amid economic recession



\* Small sample size (<30)

Base: HK working population of age 18 or above

Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Survey Findings on Employees

# Employees

## Importance of 16 factors of job satisfaction amid economic recession



Importance	08Q2	09H1
1	Salary	Safe Working Environment
2	Safe Working Environment	Job Security
3	Relationship with Co-workers	Salary
4	Job Security	Relationship with Co-workers
5	Management Recognition	Relationship with Supervisor/Management
6	Relationship with Supervisor/Management	Management Recognition
7	Benefits	Benefits
8	Professional Development	Professional Development
9	Full Play to Potentials and Autonomy	Full Play to Potentials and Autonomy
10	Contribution to the Organization	Contribution to the Organization
11	Job Nature and Meaningfulness	Job Nature and Meaningfulness
12	Career Advancement Opportunities	Corporate Culture
13	Corporate Culture	Networking
14	Networking	Career Advancement Opportunities
15	Job Variety	Job Variety
16	Work Flexibility	Work Flexibility

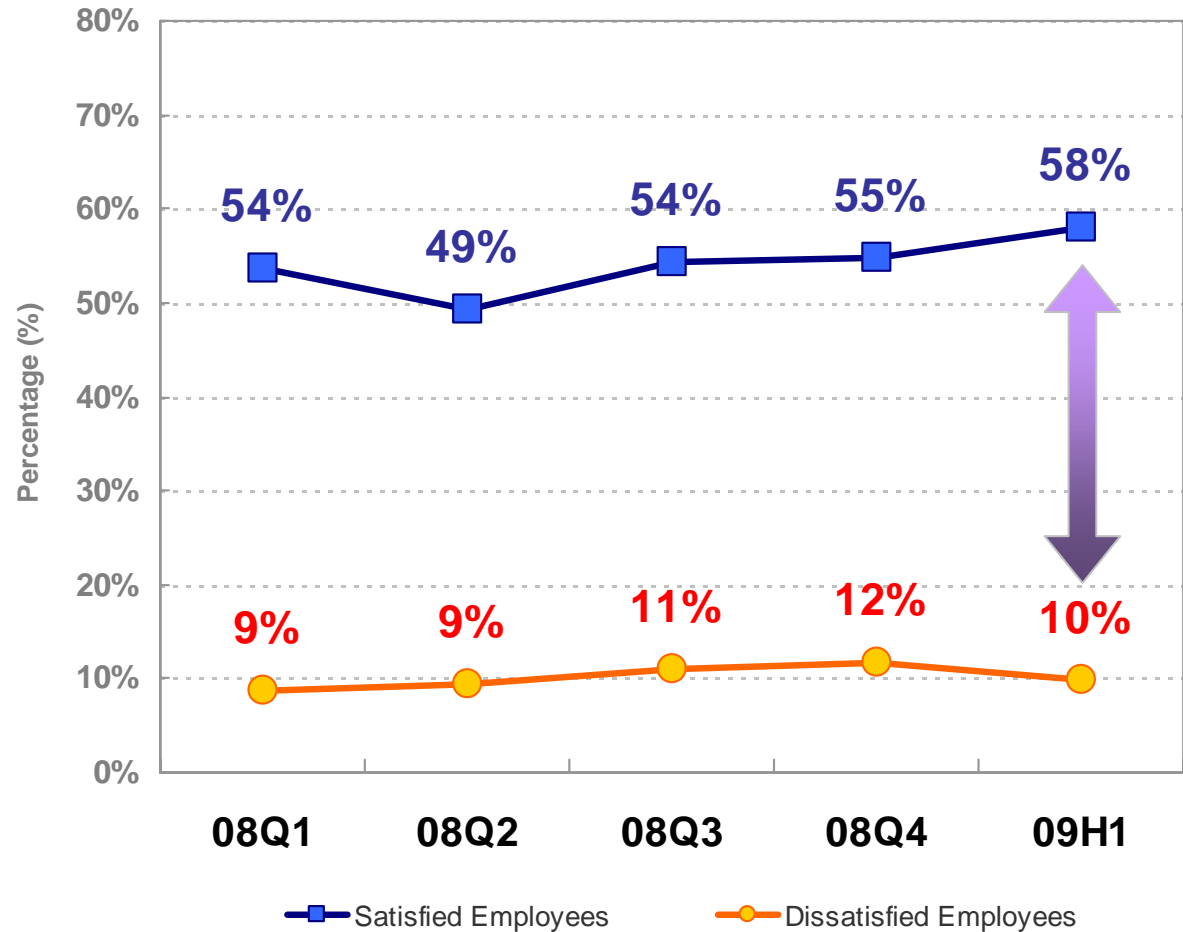
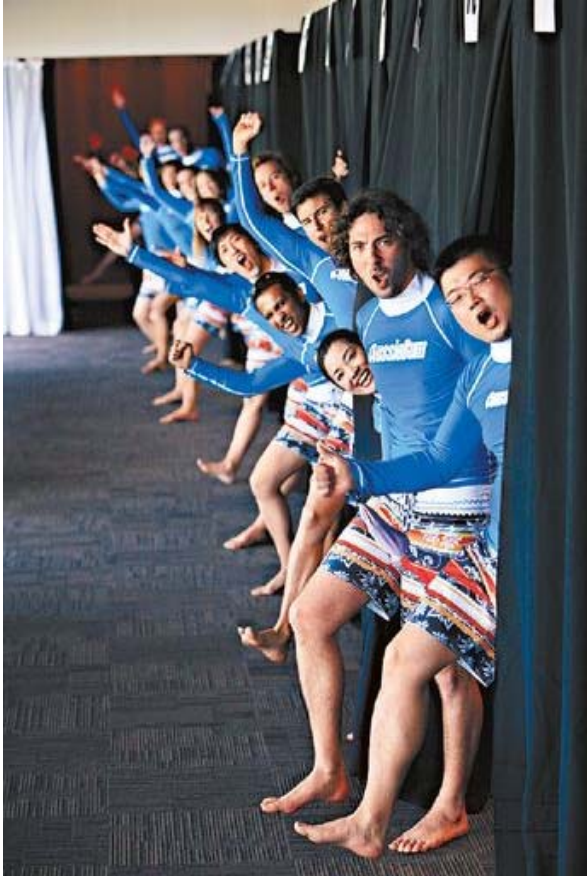
Base: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

*"Importance" refers to the level of importance of the 16 rated factors of job satisfaction.*



# Employees

## Job satisfaction level amid economic recession



Base: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

*"Satisfied" refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.  
"Dissatisfied" refers to the percentage of respondents who were not quite satisfied or not satisfied at all with their current post of work.*

# Employees

## Layoff or salary reduction to mitigate downturn?



*In face of poor economy, would you rather see your company lay off some staffs or reduce salary for all?*

	Employees
Layoff	17%
Salary reduction	79%
Don't know	4%

Base: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index



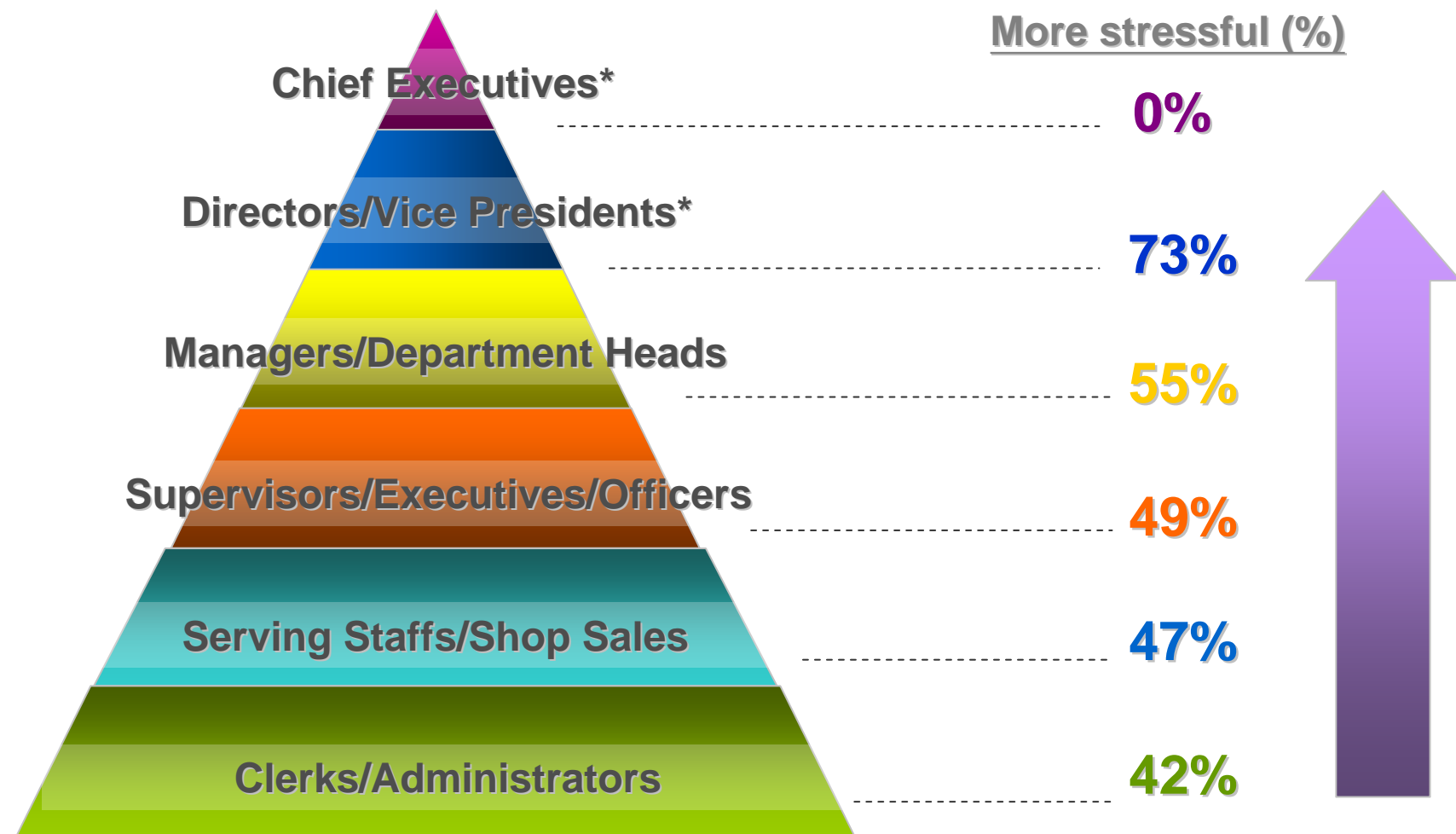
Has your job become more stressful, less stressful or remained unchanged amid the global economic tsunami?

	Employees
More stressful	<u>43%</u>
Unchanged	54%
Less stressful	3%

Base: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Employees

Work stress by **job position** amid economic recession



\* Small sample size (<30)

Base: Employees of age 18 or above

Source: HKLIPOP, HeadlineJobs Quality Workplace Index

# Employees

## Work stress by demographic groups amid economic recession

### More stressful (%)



\* Small sample size (<30)  
Target: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Employees

## Work stress by **industry** amid economic recession

### More stressful (%)

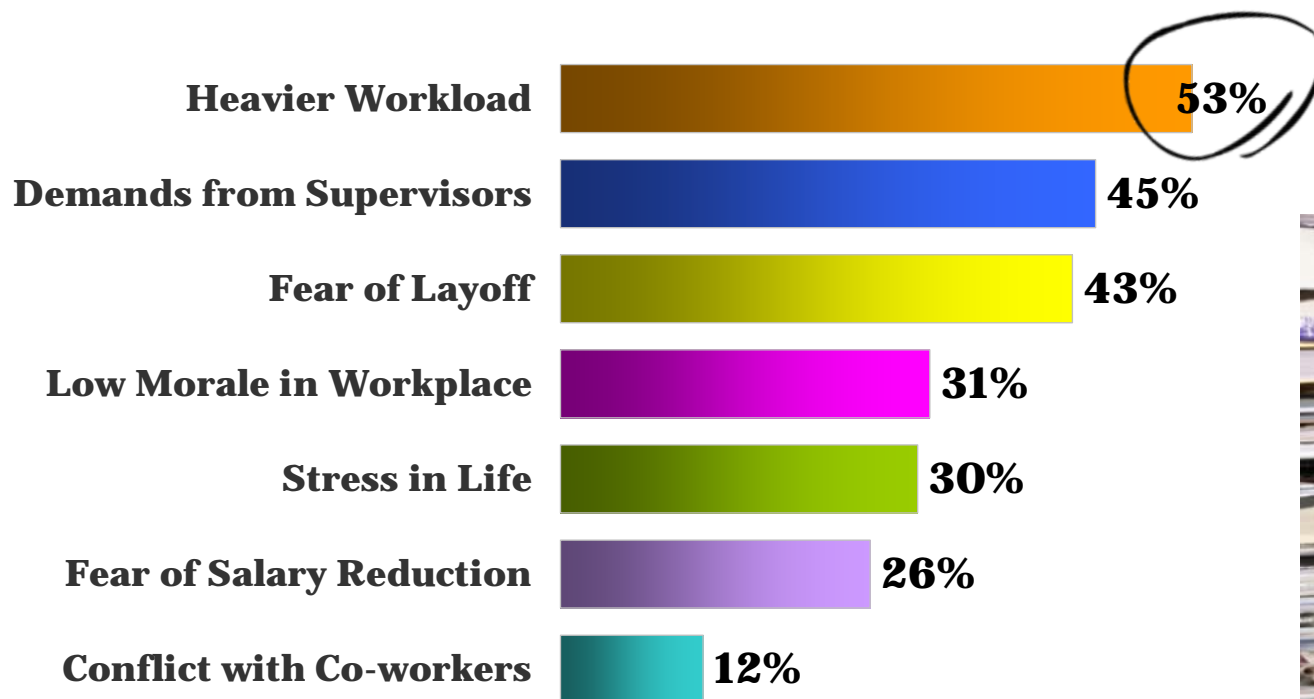


\* Small sample size (<30)  
Target: Employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Employees

## Cause of increased work stress amid economic recession

**Q** What cause your increase of workplace stress?



Base: Employees who became more stressful *amid the global economic tsunami*

Target: Employees of age 18 or above

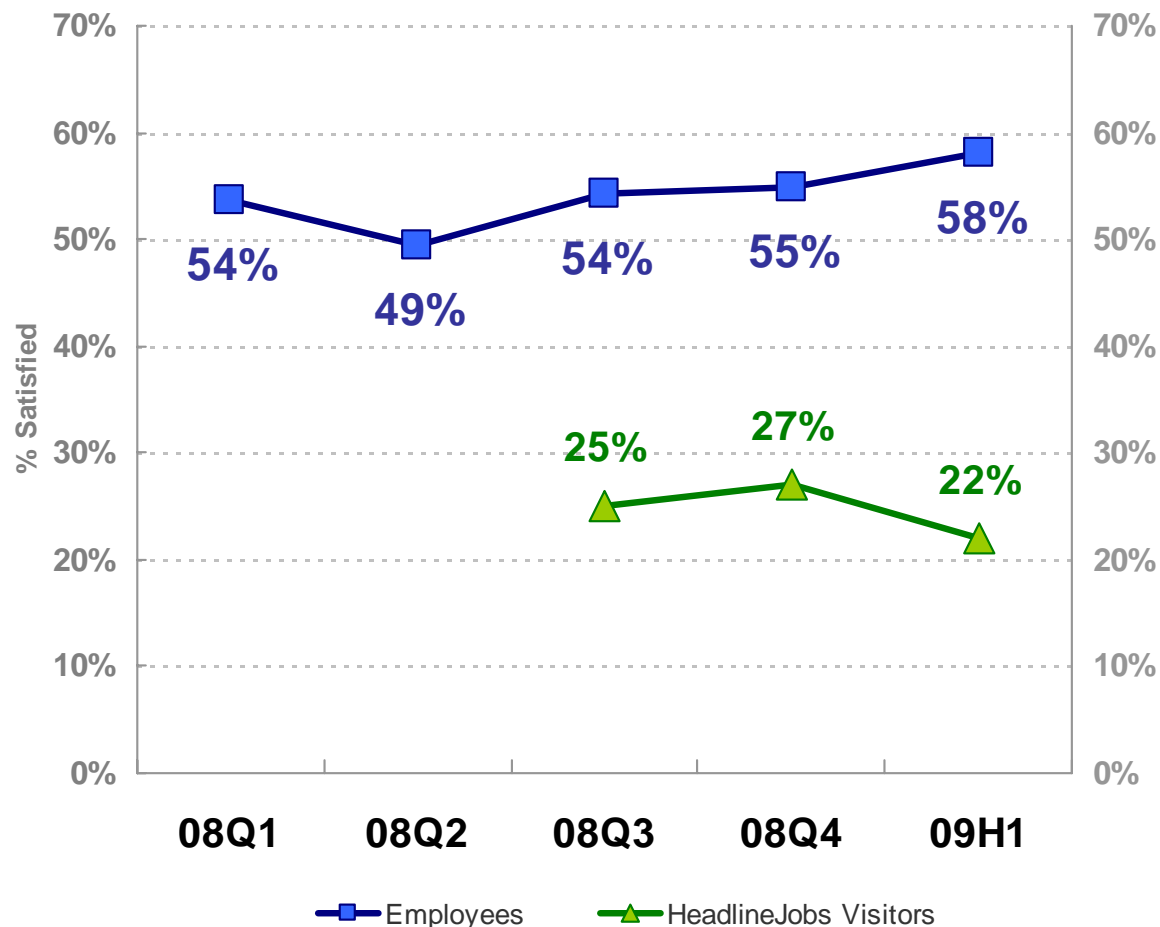
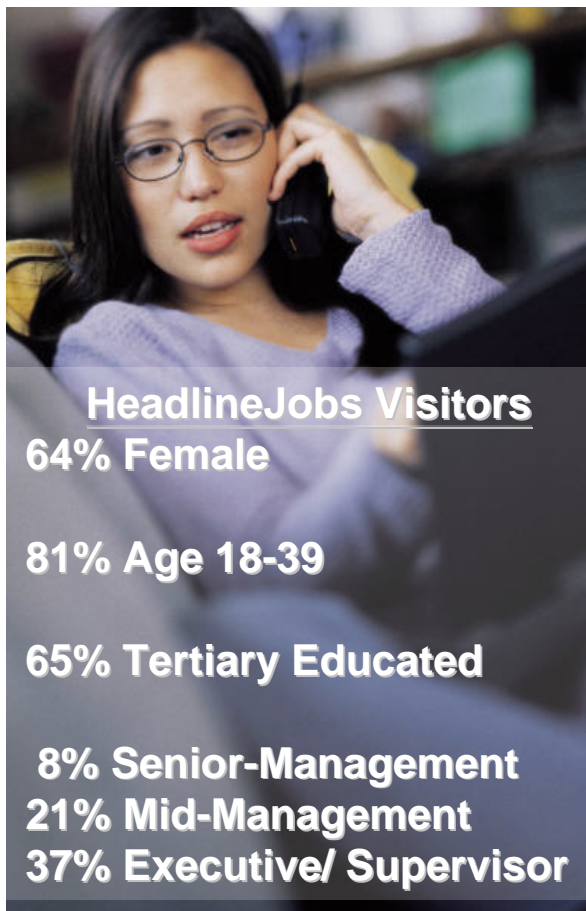
Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Survey Findings on **Active Job-seekers** **(HeadlineJobs Visitors)**



# HeadlineJobs Visitors (active job-seekers)

## Job satisfaction level amid economic recession



Source1: HeadlineJobs visitors, HeadlineJobs Online Quality Workplace Index  
Source2: Employees of age 18 or above, HKUPOP, HeadlineJobs Quality Workplace Index

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

# HeadlineJobs Visitors (active job-seekers)

## Importance of 16 factors of job satisfaction amid economic recession



Importance	Employee	HeadlineJobs Visitors
1	Safe Working Environment	Salary
2	Job Security	Job Security
3	Salary	Relationship with Supervisor/ Management
4	Relationship with Coworker	Benefits*
5	Relationship with Supervisor/ Management	Management Recognition*
6	Management Recognition	Relationship with Coworker
7	Benefits	Career Advancement Opportunities
8	Professional Development	Professional Development
9	Full play to Potentials and Autonomy	Safe Working Environment
10	Contribution to the Organization	Full play to Potentials and Autonomy
11	Job Nature & Meaningfulness	Job Nature & Meaningfulness
12	Corporate Culture	Contribution to the Organization
13	Networking	Corporate Culture
14	Career Advancement Opportunities	Networking
15	Job Variety	Job Variety
16	Work Flexibility	Work Flexibility

\* Same ranking

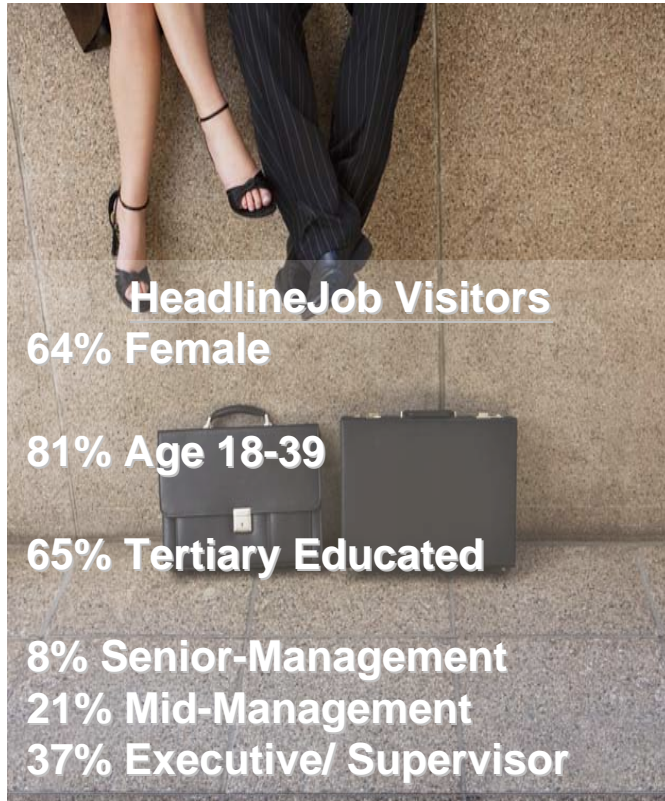
Source1: HeadlineJobs visitors, HeadlineJobs Online Quality Workplace Index

Source2: Employees of age 18 or above, HKUPOP, HeadlineJobs Quality Workplace Index

*"Importance" refers to the level of importance of the 16 rated factors to job satisfaction.*

# HeadlineJobs Visitors (active job-seekers)

## Work stress amid economic recession



Has your job become more stressful, less stressful or remained unchanged amid the global economic tsunami?

	Employees	HeadlineJobs Visitors
More stressful	43%	58%
Unchanged	54%	29%
Less stressful	3%	7%

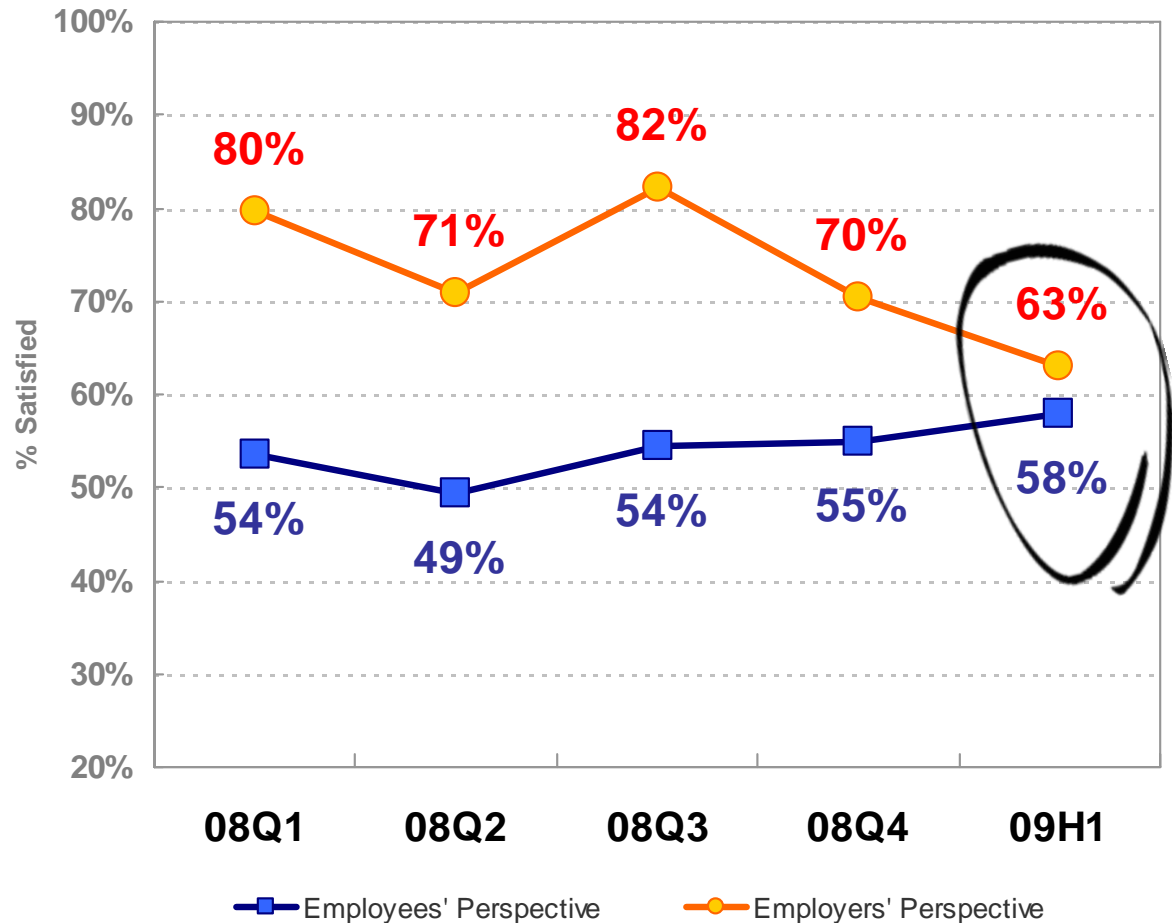
Source1: HeadlineJobs visitors, HeadlineJobs Online Quality Workplace Index

Source2: Employees of age 18 or above, HKUPOP, HeadlineJobs Quality Workplace Index

# Survey Findings on **Employers**

# Employers

## Perceived employees' job satisfaction amid economic recession



Target: Employers and employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

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



\* Small sample size (<30)  
Target: Employers and employees of age 18 or above  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

**Q** Has your job become more stressful, less stressful or remained unchanged amid the global economic tsunami?

	Employees	Employers
More stressful	43%	62%
Unchanged	54%	35%
Less stressful	3%	4%

### Causes of increased work stress\*

- 35% Fear of layoff
- 32% Workload
- 32% Stress in life

- **This quality workplace index reflects the psychological impact of the current economic situation on employers and employees.**
- **These figures reflect our workforce's quality of life and have a high reference value. Employers can now better understand the changes in their staff's mentality during the economic downturn.**
- **This will help them take prompt and appropriate actions to maintain staff morale.**
- **Employees can also make use of the survey findings to fine tune their expectations and attitudes.**

# Q&A



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**Thank You!**

