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For immediate release
November 22, 2010

**HeadlineJobs - Quality Workplace Index
2010 Second Half-Year Reports:**

***‘Salary’ factor highly valued by employees
Employers must solve the problem of on-going job dissatisfaction
among post-80s generation***

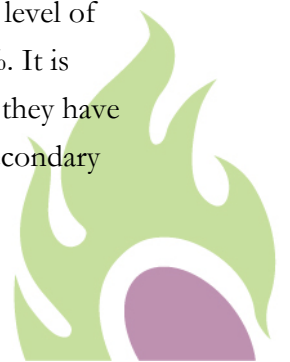
Employee job satisfaction recently hit 58% in Hong Kong’s flourishing economy, with its relatively low unemployment rate of 4.2%. But most anticipate a higher inflation rate ahead as a probable result of Renminbi appreciation and an increase in food prices as well as rents following the recent drastic rise in property prices, employees are tending to be more concerned with ‘salary’ issues while the importance of ‘job security’ has dropped.

Noteworthy as well is the fact that job satisfaction among the post-80s generation decreased from 56% in last quarter to 52% this quarter accompanied by a slight rise in the unemployment rate to 14.8% among youth aged 15-24. All of these reflect the fact that the younger generation in general is notably dissatisfied with their current job prospects. These results are from latest findings of the *HeadlineJobs Quality Workplace Index – Second Half Year 2010*, a survey conducted by local recruitment media outlet – HeadlineJobs.hk in association with the Public Opinion Programme at the University of Hong Kong.

The HeadlineJobs Quality Workplace Index successfully interviewed 1,016 employees during the second half of 2010 to study and analyze their work situations across five categories. These included: career development, job nature, human relationships, work environment and remuneration schemes. It also measured job satisfaction as well as the key factors that influence job satisfaction, and gauged other current trends from employers’ perspectives. In addition, the study examined the relationship between job satisfaction and employee retention.

41% of the post-80s generation is currently job seeking

The intention to change jobs among the post-80s generation reached a relatively high level of 41% compared with 23% among general employees, marking a significant gap of 18%. It is expected that those younger employees would not refrain from changing jobs even if they have to give up their year-end bonus. Among the post-80s interviewees, 70% had a post-secondary

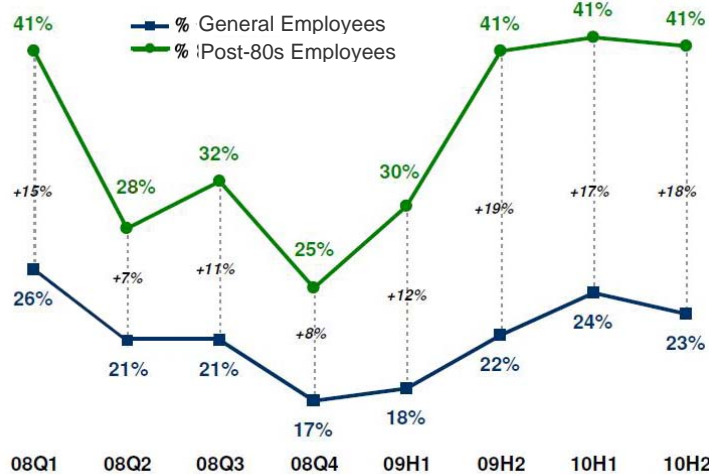




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education. On average they had 3.4 years of work experience, 37% worked in small and medium-sized enterprises and 93% of them were single with a stronger focus on personal career development.

The job seeking ratio comparison between general employees and post-80s employees



According to Dr. Robert Ting-yiu Chung, Director of the Public Opinion Programme at The University of Hong Kong - "As the Hong Kong economy continues to recover, nearly 60% of the employees expressed satisfaction with the present job, while their intention to change jobs is similar to the last survey. Among the 16 factors of job satisfaction, employees are mostly satisfied with 'safe working environment', while 'career advancement opportunities' remains at the bottom of the list. Further analysis of this year's survey has paid attention to the employment situation of the 'Post-80s' young people. It is found that their overall job satisfaction is lower than other age groups, with the satisfactions of salary level and promotion opportunities ranked the lowest. Employers should give more attention to and take appropriate measures to maintain the morale of young employees."

Factors that affect retention of post-80s employees

Job satisfaction among post-80s employees has fallen to 52% according to the survey. This suggests that employers should pay more attention to several factors affecting job satisfaction, including the importance of 'recognition by management' which rose from fifth place during same period last year to the top factor now, however, satisfaction with this issue only recorded 45%.





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The ‘salary’ factor ranked second in term of its importance, while the survey saw the biggest difference among post-80s generation at 40%, in contrast to 52% among general employees. Younger employees were particularly dissatisfied towards the sixth factor ‘career advancement opportunity’ which was below average at 37%, the lowest among a total of 16 factors influencing job satisfaction.

“As freshmen in the workplace, the post-80s cohorts cannot make their own decisions and have to rely on the co-operation as well as guidance from their colleagues,” says Ms. Fanny Chan, CEO of HeadlineJobs.hk. “Their supervisors should take on the role of mentors to offer necessary guidance, supplemented by appropriate compliments to help strengthen young worker’s confidence.”

This survey also analyzed post-80s employees’ engagement and saw several factors in this area that will likely affect retention of this group:

1. In response to the question about whether supervisors regularly gave constructive advice on work performance and career development, 43% of post-80s job seekers said “rarely/never” while only 22% post-80s non-job seekers said “rarely/never”.
2. As for the question of whether colleagues were dedicated to achieving the best job results, 30% and 15% of post-80s job seekers and non-job seekers replied ‘no’ respectively.
3. As to whether or not they had received recognition or compliments from their supervisors in the previous month, 54% post-80s job seekers said they had never received any compliment from their supervisors while only 38% of non-job seekers said they did not.

How to retain post-80s employees?

Given the facts stated above, in order to retain post-80s employees, employers should encourage giving more compliments to employees, opening up more communication channels, establishing mentoring schemes, promoting a greater sense of corporate culture and enhancing overall staff morale.

“With today’s highly unstable global economic outlook, the post-80s generation is facing the reality of working for a lower salary and longer hours, which is leading to anxiety over their future career prospects. Most of these young people don’t have any family burdens and tend to often quit their current jobs,” Ms. Chan explains. “It is important, therefore, to open up more communication channels, allowing these younger workers to express their views and then implement appropriate policies. These actions can help retain post-80s employees as well as boost their creativity and overall vitality.”





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Please read the full report of the HeadlineJobs Quality Workplace Index – Second Half Year 2010 by visiting the HeadlineJobs website at: www.headlinejobs.hk/special/salary_index.

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About HeadlineJobs.hk

Managed by Sing Tao News Corporation Limited, HeadlineJobs.hk is a new recruitment website in conjunction with Headline Daily and its sister website hkheadline.com. With its mission of ‘Stop Searching; Start Matching’, HeadlineJobs.hk is the first ever interactive intelligent recruitment platform in Hong Kong that features a cutting-edge job matching system, providing both applicants and employers with a brand new recruitment experience.

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