



Stop Searching Start Matching

For immediate release

3 June, 2010

**HeadlineJobs – Quality Workplace Index
First Half-Year of 2010
Job satisfaction reached a record high**

***Among post-80s generation - job satisfaction the lowest
An increased intention to change jobs among professionals***

Employees' job satisfaction rose to a remarkable record high of 60%, following the economic recovery and a drop of the unemployment rate to 4.4% which was the lowest level since the financial tsunami. Noteworthy as well is that job satisfaction among the post-80s generation hovered only at 56%, the lowest across all age groups. These results came from latest findings of the "HeadlineJobs Quality Workplace Index – First Half Year of 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 survey also indicates a rise in the intention to change jobs among employees along with the increase of job satisfaction, while these two figures ran counter to each other in the 2009 Second Half-year Reports. This sentiment among professionals rose significantly from 19% to 27%, the highest compared with all other groups.

The HeadlineJobs Quality Workplace Index successfully interviewed 1,005 working members in March 2010 to study and analyse their work situations across five categories. These included: career development, job nature, human relationships, work environment, and remuneration scheme. The survey measured employees' job satisfaction and evaluated current trend from employers' perspectives. In addition, the study examined the relationship between job satisfaction and employee retention.

The intention to change jobs increased among professionals

Although the job satisfaction reached a record high, the intention to change jobs among professionals increased by 8 percentage points, which was the biggest increase across different occupations. Their "personal network", "relationship with seniors" and "career advancement opportunity", recorded a decrease of 13, 8 and 5 percentage points respectively. Among these, the satisfaction level towards "career advancement opportunity" is the lowest at 30% only. This indicates that these factors are particularly crucial to the well-educated professionals.





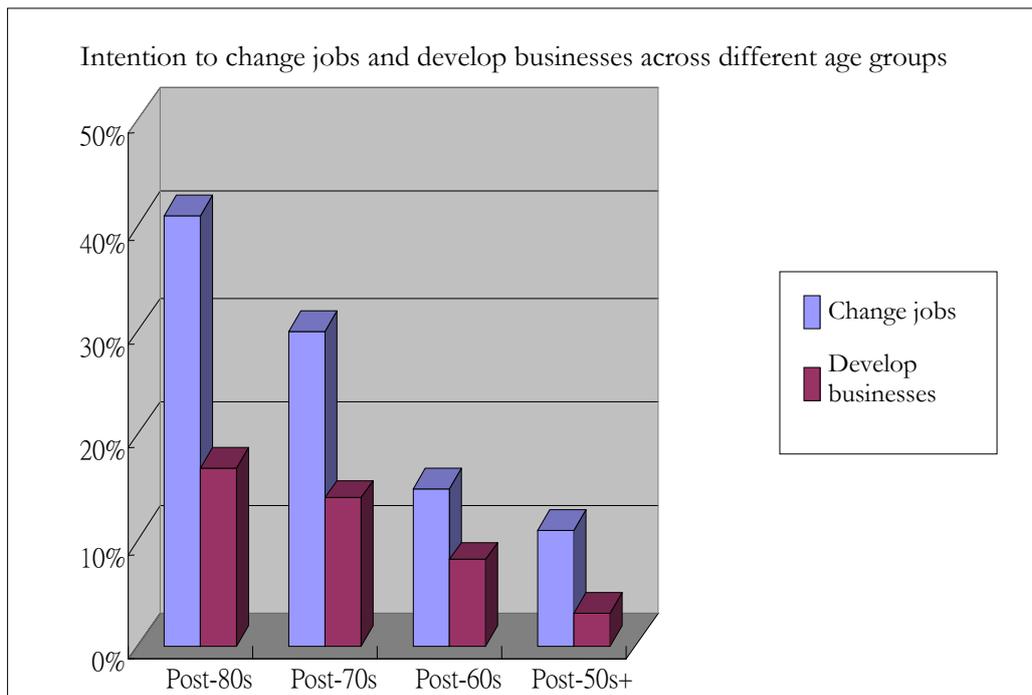
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“Following the gradual end of the financial tsunami and the nascent recovery of the economy, we at HeadlineJobs.com are seeing a significant increase of total job vacancies by 60%, indicating a rise in employers’ intentions for recruitment,” says Ms. Fanny Chan, CEO of HeadlineJobs.hk. “Those professionals who have all-round strengths tend to be sensitive and responsive to this employment market. Under the more favourable conditions that we see now, these people will certainly explore new potential opportunities to bolster their personal advancement and growth in terms of remuneration and professional skills.”

Job satisfaction for the post-80s generation the lowest among all age groups

The survey also showed that job satisfaction of the post-80s generation was the lowest. This also reflects a positive trend whereby the older the employees the higher their job satisfaction levels. For instance, the post-50s generation reached a high level of 64%, whereas the satisfied figures of post-80s cohort registered less than 50%, which was below the passing threshold, in 10 out of 16 factors that influence job satisfaction. In particular, their satisfaction with “career advancement opportunity” only accounted for 29%, the lowest among all attributes put into test.

By contrast, the post-80s generation’s education level (college or above), intention to change jobs or develop their own business were the highest when compared with other age groups (refer to the following graph) and their average and median salary levels were at \$13,200 and \$11,000 respectively.





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According to Dr. Robert Ting-yiu Chung, Director of the Public Opinion Programme at The University of Hong Kong - “Our survey clearly indicates that the job satisfaction of post-80s employees, who are more educated but earn less, is comparatively lower than other age groups. However, their intention to change jobs and to develop their own business is the highest across all age groups. In view of this, employers should give more attention to this group of young successors.”

“Employers are still cautious about carrying out new recruitment due to the instability of the economy and continually rising operational costs. Companies are just not ready to make any lifetime commitments toward their employees,” explains Fanny Chan. “For this reason the post-80s generation who wish to pursue freedom in their work and seek learning opportunities should carefully consider employers’ perspectives. Only by showing a strong dedication to their work can these young employees gain valuable work and life experience.”

Chan adds that – “Young people should explore their interests and better prepare themselves through further study and self enhancement. Their interests may be adapted into another focus for career development once they attain a certain amount of work experience and develop personal networks in the future.”

11% of employees are interested in starting their own businesses

This survey also revealed that 340,000 employees (11%) intended to start their own business. In particular, 17% of post-80s generation had such a planning. Those employees who would like to run their own business had a lower satisfaction with “job nature and meaning”, “professional development” and “salary” when compared with the employees in general. The differences of the above 3 items were 17, 11 and 10 percentage points respectively. This shows that most of these employees hoped to run their own companies to find meaning in their work and further enhance their own professional skills and knowledge, which will eventually help increase their remuneration levels.

Please read the full report of the HeadlineJobs Quality Workplace Index – First 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 News and Headline Online. 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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