



**Stop Searching Start Matching**

For immediate release

11 July, 2011

## **HeadlineJobs Quality Workplace Index 2011 First Half-Year Reports**

### **Decreasing Job Satisfaction Among Staff**

*...Young employees now more active in seeking new jobs, valuing dignity beyond all else*

Employee job satisfaction has declined by 5% points to 55% compared with last year. One-fourth of the working population wishes to find new jobs during Hong Kong's lowest unemployment rate since the outbreak of financial tsunami in 2008. These results are cited from the latest findings of the HeadlineJobs Quality Workplace Index – First Half Year of 2011, a survey conducted by a local recruitment website – HeadlineJobs.hk in association with the Public Opinion Programme at The University of Hong Kong.

The survey also indicated that 77% of employees are willing to give up their dream jobs for work-life balance, and 60% and 39% of employees would give up their dream jobs in exchange for personal health and dignity respectively.

The HeadlineJobs Quality Workplace Index successfully interviewed 504 working people in March 2011 to gauge their satisfaction level on five categories of work. These included: compensation scheme, recognition, work relationships, job nature and career development. The study also examined the relationship between job satisfaction and staff retention.

#### **More employees are dissatisfied with their benefits and salaries**

The latest decline in employee job satisfaction is the result of multi-faceted discontent in their current jobs. Attributes of 'benefits' and 'salary', generally highly rated concerns of employees, recorded the largest drops. Less than half of the employees felt satisfied on these 2 attributes particularly when the inflation soared. Satisfaction over 'benefits' dropped by 7% points to 44% while satisfaction about 'salary' dropped by 3% points to 49%.

Despite many large corporations having announced salary increments, the study revealed that only 29% of employees actually received salary increases during the past three months, and only 13% of lower income earners (monthly income less than HK\$8,000) received salary adjustments during the same period. A record low satisfaction level of 46% on 'job security' among lower income employees





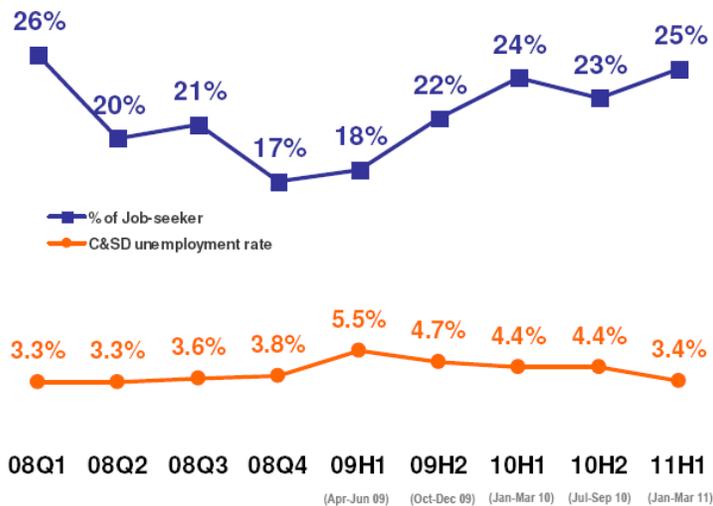
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is recorded since 2008, probably in anticipation of the implementation of the statutory minimum wage which may result in more layoffs in the lower income group.

**One-fourth of the working population tends to change jobs**

Given the drop in job satisfaction and also the unemployment rate, job seeking rate continued to climb, as 25% of employees wanted to change their jobs, reflecting the dynamic labour market today.

**Job seeking rate up in the improving unemployment situation**



By Age, young employees (age 30 or below) were still the most active job seekers (41%). While by working industries, business services and manufacturing recorded the highest job seeking rates, at 33% and 29% respectively, followed by education and wholesales/retail sectors, at 26%.

**Personal health and dignity are more important than a dream job**

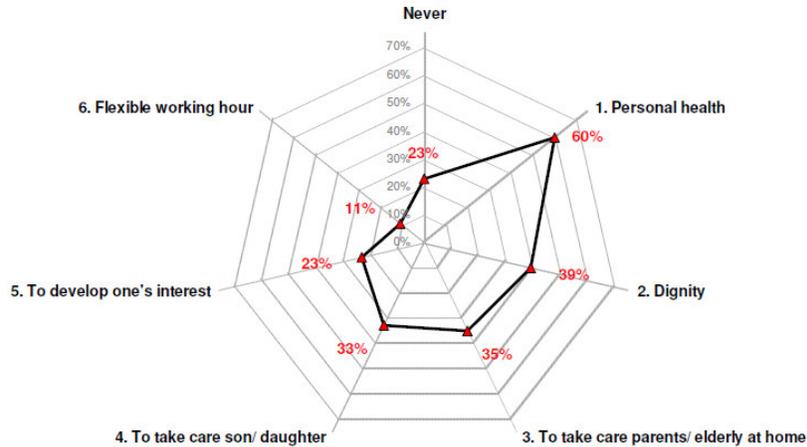
A high earning dream job is always hard to resist. In fact 23% of employees responded that they would never give up a dream job under any circumstances. However, the study also revealed that 60% of respondents would quit their dream jobs for better personal health; 39% for the sake of dignity, 35% and 33% respectively to care for family obligations such as taking care of elderly relatives, and raising children. In addition, 23% of respondents said that they would give up their dream jobs in order to pursue their own personal interests, and 11% said that they would prefer flexible working hours.





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**In what circumstances people would give up their dream job?**

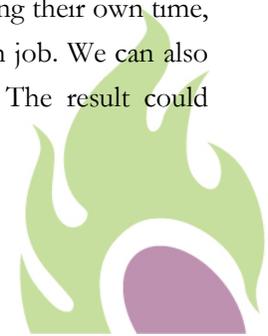


Q: Would you give up a high earning dream job for...?

The survey also found that young employees apparently regarded dignity as being more significant than other age groups; and the importance of dignity decreased as workers got older. This result echoes the lower satisfaction rate among younger employees on the attribute of “full play to potentials and autonomy”.

Dr. Robert Ting-yiu Chung, Director of the Public Opinion Programme at The University of Hong Kong observed, “As Hong Kong’s economy further recovers, job satisfaction among employees drops further, to 55%, while their wish to change jobs gets higher, to 25%. 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. When confronting a dream job with various concerns, most employees would only give up their dream jobs for reason of personal health. Other considerations are comparatively less important.”

“Those younger employees who generally possess stronger self esteem and are faced with fewer financial burdens do not want to give up their dignity for higher work remuneration, job advancement or career prospects. Moreover, these younger workers are rather active in seeking new jobs. As a result, company executives always seem to find that these staff members are difficult to manage and nurture,” according to Dr. Fanny Chan, CEO of HeadlineJobs.hk. “Younger workers are an important element in the overall employee mix and are crucial to future business sustainability. They are active in job hunting but less ambitious in career, but yet they seek other values in life. Enjoying their own time, focusing on their own interest and living a healthy life are rated higher than a dream job. We can also interpret strong self-esteem as they want to be treated fairly in the workplace. The result could





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contribute in the evolution of a modern management style that accommodate the young employees' needs and restructure the work power. For this reason, HR professionals and management should make use of unconventional, engaging approaches to help achieve greater rates of staff retention.”

To read the full report of the HeadlineJobs Quality Workplace Index – First Half Year 2011, please visit the HeadlineJobs website at: [www.headlinejobs.hk/special/qwi/index\\_eng.asp](http://www.headlinejobs.hk/special/qwi/index_eng.asp)

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### **About HeadlineJobs Quality Workplace Index**

The HeadlineJobs Quality Workplace Index aims to provide employers and HR professionals an update and Hong Kong-specific measurement on job satisfaction of employees, as well as the correlation between job satisfaction and staff retention. The study which is carried out every half year also explores hot market issues so as to have close-to-market insights for understanding the dynamic labour force market.

### **About HeadlineJobs.hk**

HeadlineJobs is the first interactive intelligent recruitment platform in Hong Kong operated under Sing Tao News Corporation Limited. It is affiliated with the No.1 free Hong Kong newspaper Headline Daily and its sister website [hkheadline.com](http://hkheadline.com).

HeadlineJobs adopts the revolutionary matching technology on our hi-tech recruitment platform with sophisticated matching algorithm, which makes the recruiting process significantly more efficient. Since 2007, HeadlineJobs has rapidly built up a huge and comprehensive Jobseekers database with 140,000 registered members and 3,400,000 monthly page views. With the high traffic, growing number of job seekers and up-to-date career- and industry-related news, HeadlineJobs strives to become one of the leading recruitment portals which vision to enhance the employability from young executives to professionals as well as to provide high visibility to advertisers.

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