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For immediate release
26 November, 2012

The Latest HeadlineJobs Quality Workplace Index Findings:

Two-third of employees invest for retirement with the hope of maintaining daily expenses.

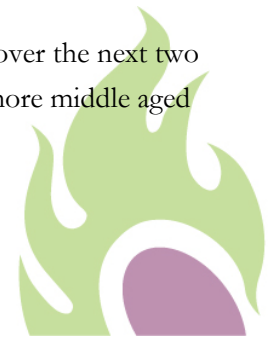
***Employees spent 28% of their average monthly income on work-related expenses
16% spent more than half of their income***

Following the launch of the Employee Choice Arrangement this month, employees can now take a greater initiative in managing their portion of the mandatory contributions and investment returns. However, whether the investment returns will be sufficient for their retirement is still in doubt. According to the latest HeadlineJobs Quality Workplace Index, 67% of employees hoped that their retirement investment could cover daily expenses, followed by other aspects such as life enjoyment (60%), property purchase (47%), development of personal interests (40%) and access to quality medical services (36%).

In addition to these findings, the Index also investigated the portion of employees' monthly income spent on major work-related expenses. The data show that employees spend 28% of their monthly income on meals, transportation, dressing and other things like entertainment, tele-communications and medical expenses. It is also interesting to note that women spent 31% of their monthly income on work-related expenses, higher than males at 26%. Female spending on dressing was significantly higher than the average figure and male spending.

The HeadlineJobs Quality Workplace Index is carried out by HeadlineJobs.hk, a local recruitment website, in association with the Public Opinion Programme at The University of Hong Kong. Its latest report – 2012 Wave II successfully interviewed 504 employed persons in September 2012 to study and analyse hot issues like the objectives of retirement investment, work-related expenses, creativity at the workplace and other topics. The study also examined trends related to job satisfaction, job-seeking rates and staff retention.

“In view of the significant increase in Hong Kong’s aging population expected over the next two decades, issues related to investments for retirement are on the minds of more and more middle aged





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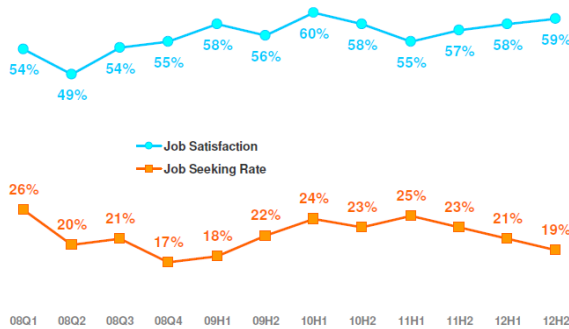
employees,” says Ms. Fanny Chan, CEO of HeadlineJobs.hk. “Referring to this study, employees should pro-actively plan ahead by taking into consideration their pursuits after retirement, and invest for the future. Solely relying on MPF resources is definitely not sufficient.”

Higher job satisfaction and lower job-seeking rates seen among general employees

According to the survey, employees in general have become more satisfied, as reflected by a 59% reading in the job satisfaction index, which is the second highest since the launch of the Index in 2008, compared with 57% during the same period last year. The new job-seeking rate at 19% also marked the third lowest since 2008, recording a substantial drop of 4% compared with the same period in 2011.

Nevertheless, while job satisfaction increased across different business levels such as professionals and middle management, the results did show a slight drop of 2% at the general staff level. The survey also reports a significant job satisfaction drop from 85% same period last year to 63% this year among top management. During years of economic uncertainty top management employees inevitably bear greater levels of pressure.

Job Satisfaction and Job Seeking Rate



Base: Employee 3,200,600 (N=453)
Survey: co-developed by HeadlineJobs and HKUPOP

HeadlineJobs Quality Workplace Index 2012 Wave II
Prepared by Sing Tao Research and Development Dept. (Nov 2012)

Many companies tend to motivate staff by promoting them for good performance. However, without a pay rise the survey finds that 79% of job seekers are unhappy. This is higher than the average figure (73%) and among non job-seekers (72%). So the effectiveness of this type of staff retention strategy is questionable.





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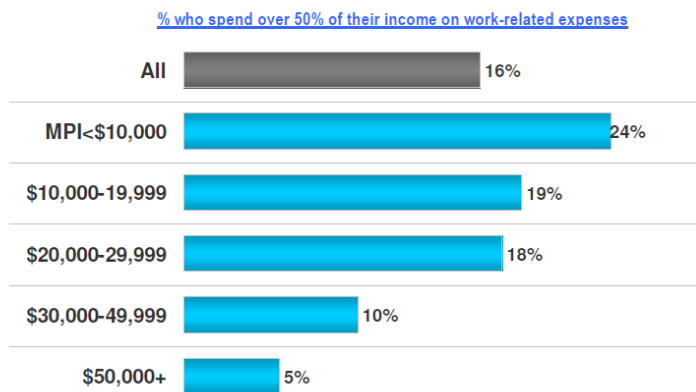
Dr. Robert Ting-yiu Chung, Director of the Public Opinion Programme at The University of Hong Kong observed, “Compared to those registered same time last year, job satisfaction among employees has increased slightly while their job seeking rate has dropped somewhat. Further analysis finds that the job seekers are most dissatisfied with ‘advancement’, ‘benefits’ and ‘professional development’ of current job, while they consider ‘salary’, ‘safe environment’ and ‘co-working relationship’ as important to job satisfaction.”

Lower income groups tend to spend a higher portion of their salary on work-related expenses

The survey also showed a clear correlation between monthly personal income levels and the percentage spent on work-related expenses. 16% of employees on average spent more than 50% of their income on work-related expenses, 24% of employees who earned less than \$10,000 per month spent more than half of their salary on work-related expenses, compared with only 10% and 5% of those whose income levels were between \$30,000-\$49,000, and \$50,000 or higher per month, respectively.

In addition, the high income group (\$50,000 or more per month) invested for retirement primarily for life enjoyment purposes and quality medical expenses, a trend which contrasts with other employees who earned less.

Work-related Expenses (spend over 50% of income)



Base: Employee 3,300,600 (N=453)
Survey: co-developed by HeadlineJobs and HKUPOP

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Creativity is regarded as important among younger employees and management

For staff recruitment, many human resources professionals emphasise ‘creativity’ as a way to spur innovation and ultimately improve business results. Among employers, 56% supported the notion that creativity is a critical factor in hiring while 45% of employees considered creativity to be an important aspect in their work. More employees aged below 40 agreed with this. In addition, more top and middle managers as well as professionals regarded creativity as being important compared with general staff personnel.

To read the full report on the HeadlineJobs Quality Workplace Index – 2012 Wave II, please visit the HeadlineJobs website at: <http://www.headlinejobs.hk/special/qwi/index.asp>

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About the HeadlineJobs Quality Workplace Index

The HeadlineJobs Quality Workplace Index provides employers and HR professionals with the most current, Hong Kong-specific measurement of employee job satisfaction as well as highlight correlations between job satisfaction and staff retention. The study, which is carried out every half year, also explores hot market issues that provide key insights into understanding today’s dynamic labour market.

About HeadlineJobs.hk

Managed by Sing Tao News Corporation Limited, HeadlineJobs.hk is a new recruitment website operated in conjunction with Headline Daily and its sister website hkheadline.com. With its mission to - ‘Stop Searching; Start Matching’, HeadlineJobs.hk is the first ever intelligent interactive 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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