



Stop Searching Start Matching

Press Release

For immediate release

July 2, 2008

**Reports from the HeadlineJobs Quality Workplace Index 2008 – Q2 Result
Employee Job Satisfaction and Job Changing Intention Statistics both fell.....
Except for Females**

The average score of employees' job satisfaction was lower than last quarter, yet it still indicated a higher than average figure, according to the second quarter result of **"HeadlineJobs Quality WorkPlace Index"**. This survey conducted in a quarterly basis by the local recruitment media outlet – **HeadlineJobs.hk**, in association with **Public Opinion Programme of The University of Hong Kong**.

The survey also revealed that 21% of employees would look for a new job in next three months, a drop of 5% compared to last quarter, however, the tendency to change jobs increased among females aged between 30 and 44.

40% respondents worked in companies that have implemented a 5-day work week. Despite this, their average work hours actually increased!

The **"HeadlineJobs Quality WorkPlace Index"** successfully interviewed 1,005 employees in the second quarter of 2008 to study and analyse five work aspects of employees. These include: **career development, job nature, relationships, recognition, and compensation**. It also measured employees' degree of job satisfaction, the key factors that influence job satisfaction and the gauge of current trends from employers' perspectives. The study also examined the relationship between job satisfaction and employee retention.

Employees' job satisfaction lower than last quarter

The survey reported that the average score of job satisfaction index among employees was 3.44 (with 5 being the highest mark). This was lower than last quarter's 3.51, yet still indicated a higher than average figure.





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Whether from an employee's or employer's perspective, the job satisfaction index registered a decline. However, about half of the employees interviewed were satisfied toward their jobs, a drop of 4% compared to last quarter.

"Employees felt pressure because they had to work with limited corporate resources caused by skyrocketing operation costs and inflation," says **Ms. Fanny Chan, CEO of HeadlineJobs.hk**. "This largely explained the fall in the job satisfaction index."

In response, Ms. Chan encouraged employees to consider the notion that work pressure can also help develop problem-solving skills and spark new ways of thinking. This, in turn, can lead to enhancement of competitiveness.

Employees' "Top Ten Motivators to Job Satisfaction"

Salary was still the key factor that brought the most satisfaction among the top ten in the index. A secure salary and fostering good relationships with co-workers and supervisors were reported as the most important factors in the job satisfaction index from the Q1 and Q2 surveys (please refer to Appendix 1).

The survey also found that satisfaction towards personal relationships decreased compared to last quarter, whereas incentive factors concerning personal career development increased.

"During the second quarter, employees tended to be more dissatisfied over relationships with their co-workers, direct supervisors, as well as networking in the same industry, which recorded the most significant drop on the index," added Ms. Chan. "On the other hand, most were comparatively satisfied with their remuneration scheme as well as with professional development and training, job nature and finding meaning in their work."

Ms. Chan further elaborated on this phenomenon, citing the fact that it might due to the new work environment following the peak job-changing season in the first quarter. "Those employees began working with new colleagues, new supervisors as well as having to build new networks, which probably explained the fall in the people-related satisfaction factors."

"At the same time, new companies tended to offer better remuneration packages, so the satisfaction factors related to personal development saw an increase," she said.





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Job changing intention fell, except for females

According to the latest survey, 21% of employees planned to change jobs, a drop of 5% compared to last quarter. Ms. Chan reckoned that this was due to the unstable global economic situation. "With many employees changing jobs after the peak Chinese New Year period coupled with an unstable economy, employees tended to stay in steady jobs although job satisfaction decreased."

However, the tendency to change jobs increased among females, in particular those aged between 30 and 44. "Those females, who were single, aged 30 to 44 and had eight years or more of experience, were able to work freely of their own will. Moreover, if they didn't have any economic burdens, they would follow their desires and select the kind of career they like, or pursue further studies," says Ms. Chan. "Working mothers, too, might change jobs due to family considerations."

Work hours increased despite a 5-day work week

Based on the survey, 40% of respondents worked in companies with a 5-day work week, a 2% increase. However the average work hours per week also increased from 49.1 to 49.8 hours, instead of decreasing. The overtime situation was particularly serious in five job categories, including **security**, the highest with 62.1 hours per week, followed by **transportation and logistics** at 58.3 hours per week. The **production, management** and **cleanser** came next (please refer to Appendix 2).

Dr. Robert Ting-Yiu Chung, Director of Public Opinion Programme, The University of Hong Kong, commented that both the "**Quality Workplace Index**" and "**Job Changing Intention Ratio**" are important indicators to measure employees' quality of life and work morale. Public Opinion Programme of The University of Hong Kong is pleased to continue its co-operation with HeadlineJobs.hk to analyse the practical value of those data.

Click www.headlinejobs.hk/special/salary_index for the full report of the "HeadlineJobs Quality Workplace Index – Second Quarter 2008".





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About HeadlineJobs.hk

Managed under Sing Tao News Corporation Limited, HeadlineJobs.hk is a new recruitment website in co-operation with Headline Daily and Headline Online. With the mission of "Stop Searching Start Matching", HeadlineJobs.hk is the first ever interactive intelligent recruitment platform in Hong Kong with cutting-edge job matching system, providing both applicants and employers with a brand new recruitment experience.

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Appendix 1 – Employees’ “Top Ten Motivators to Job Satisfaction”

Rank	Motivator
1	Salary
2	Safe Working Environment
3	Relationship with Co-worker
4	Job Security
5	Management Recognition
6	Relationship with Supervisor and Management
7	Benefits
8	Professional Development
9	Full Play to Potential and Autonomy
10	Contribution to the Organization

Appendix 2 – Top Five Job Categories with Serious Overtime

Job Category	Average Work Hours Per Week
Security	62.1
Transportation and Logistic	58.3
Production	54.1
Management	53.2
Cleaning	51.2

