

HeadlineJobs Quality Workplace Index 2010H1

Key Finding

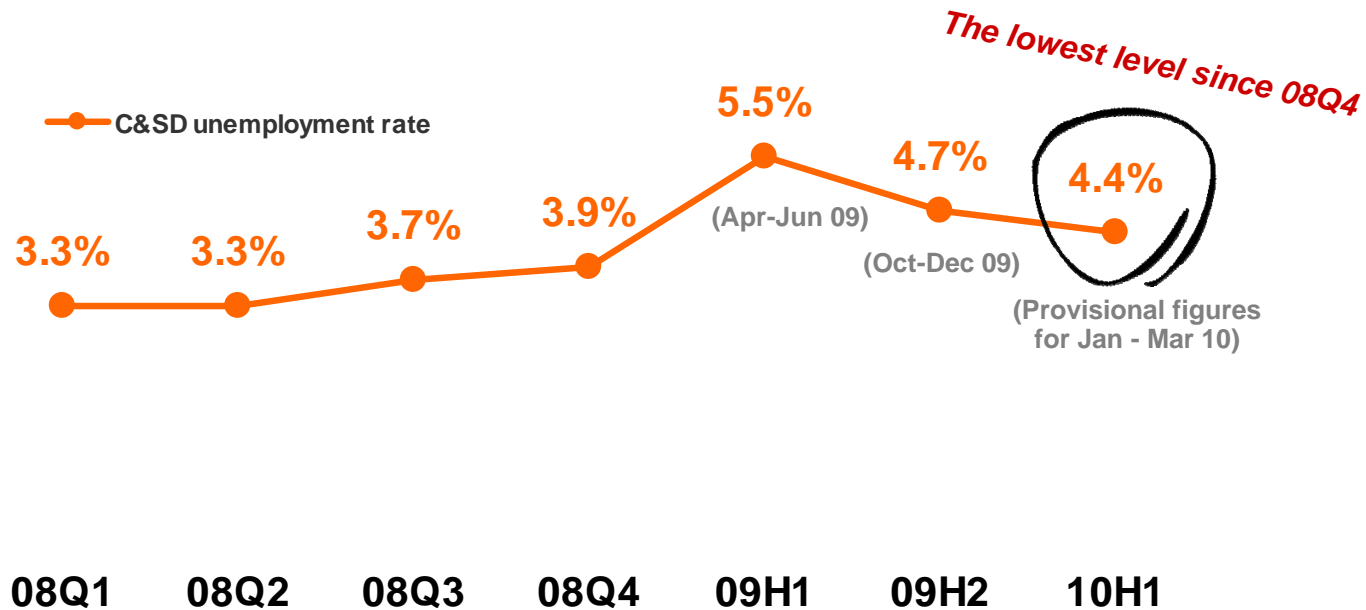


HeadlineJobs.hk

Stop Searching, Start Matching

Prepared by Sing Tao Research and Development Department (Apr 2010)

The Lowest Level since Tsunami Unemployment Rate



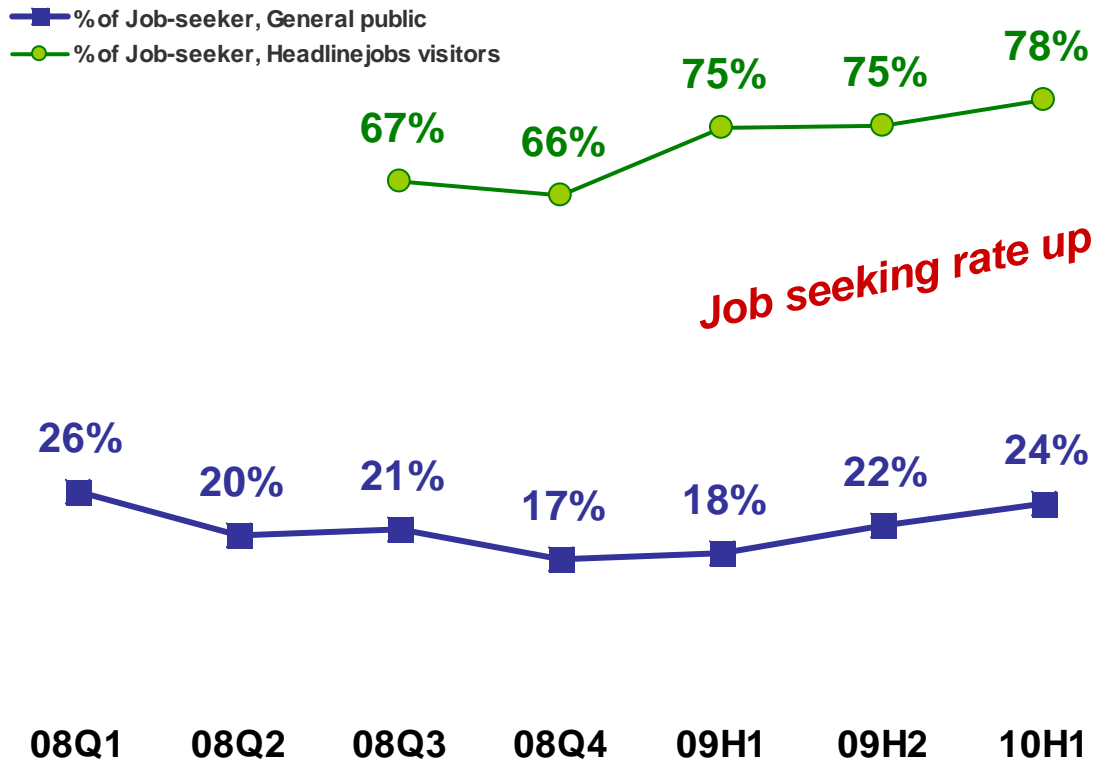
Good news from the Labor Department

- *Number of private sector vacancies increase to 65,972 in March; accounted +64.6% to February and +31.1% to last March*
- *More new jobs will likely be created in the corporate sector in the next one to two months*

Source: Census and Statistics Department, HKSAR



Consecutively Increase Job Seeking Rate



% of job seeker by occupation

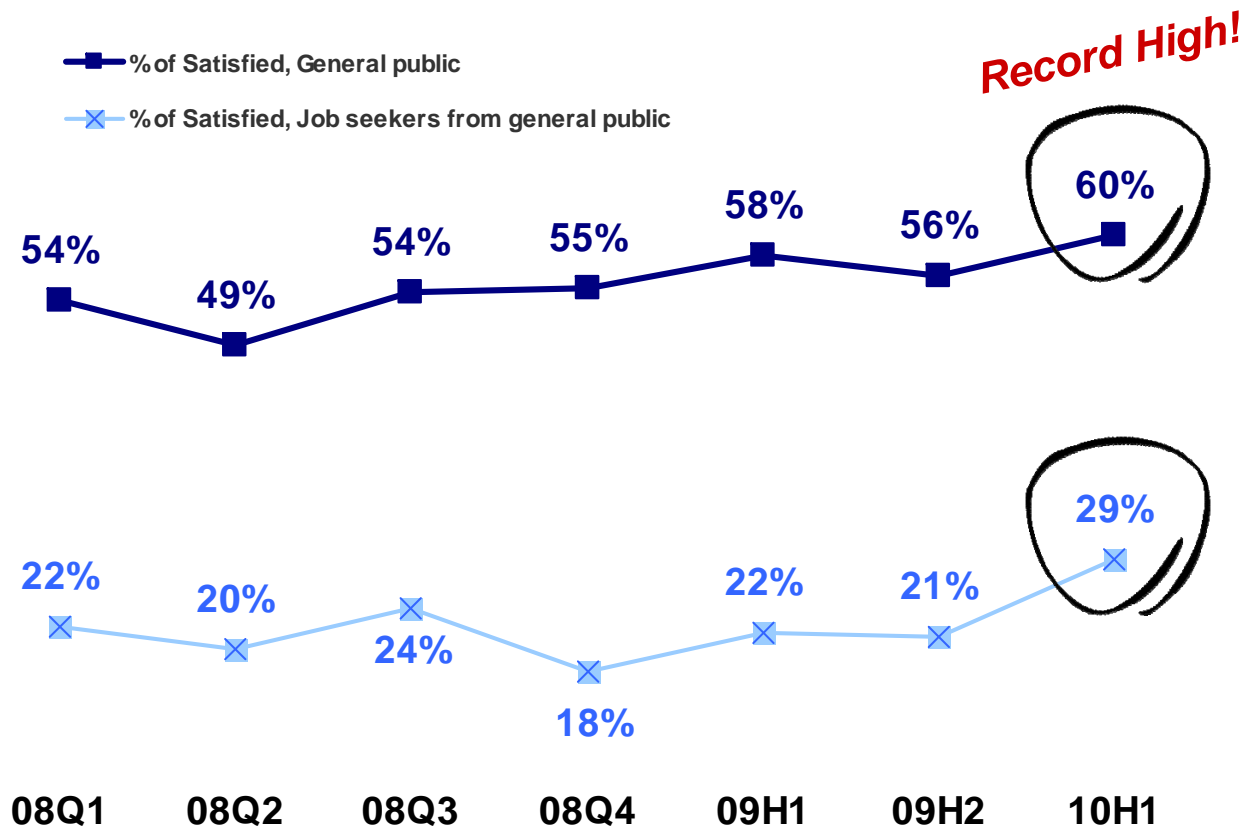
	09H2	10H1	Pt Chg
Total	22%	24%	+2
Manager/ Dept. Head	17%	17%	--
Professional	19%	27%	↑ +8
Asso. Professional	23%	21%	-2
Supervisor	26%	28%	↑ +2
General White Collar	21%	25%	↑ +4



Base: HK working population of age 18 or above (employees only)
Sources: HKUPOP, HeadlineJobs Quality Workplace Index; C&SD

The Highest Record in Seven Surveys

Job Satisfaction



"Satisfied" refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work.

*Base: HK working population of age 18 or above (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index*



Changes to the Satisfaction Level

Factors to Job Satisfaction

	Point Chg vs 2009 H2	Employee 2010 H1	Job Seeker 2010 H1	Point Chg vs. 09H2	
More satisfied than before	Contribution to the Organization	+4%	68%	52%	-1%
	Benefits	+3%	50%	33%	+4%
	Salary	+3%	52%	26%	+7%
	Relationship with Supervisor/ Management	+3%	64%	46%	+9%
	Job Security	+2%	68%	47%	+1%
	Safe Working Environment	+1%	80%	71%	+8%
	Relationship with Coworker	+1%	76%	63%	+3%
	Job Nature & Meaningfulness	+1%	62%	39%	-4%
	Corporate Culture	-1%	41%	22%	-1%
	Management Recognition	-2%	43%	23%	-1%
Less satisfied than before	Networking	-3%	54%	39%	-12%
	Full Play to Potentials and Autonomy	-4%	51%	33%	-3%
	Professional Development	-4%	47%	24%	-11%
	Job Variety	-7%	46%	30%	-5%
	Career Advancement Opportunities	-7%	30%	11%	-9%
	Work Flexibility	-8%	50%	40%	-5%

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Source: HKUPOP, HeadlineJobs Quality Workplace Index



Start up own business
Enterpriser-to-be

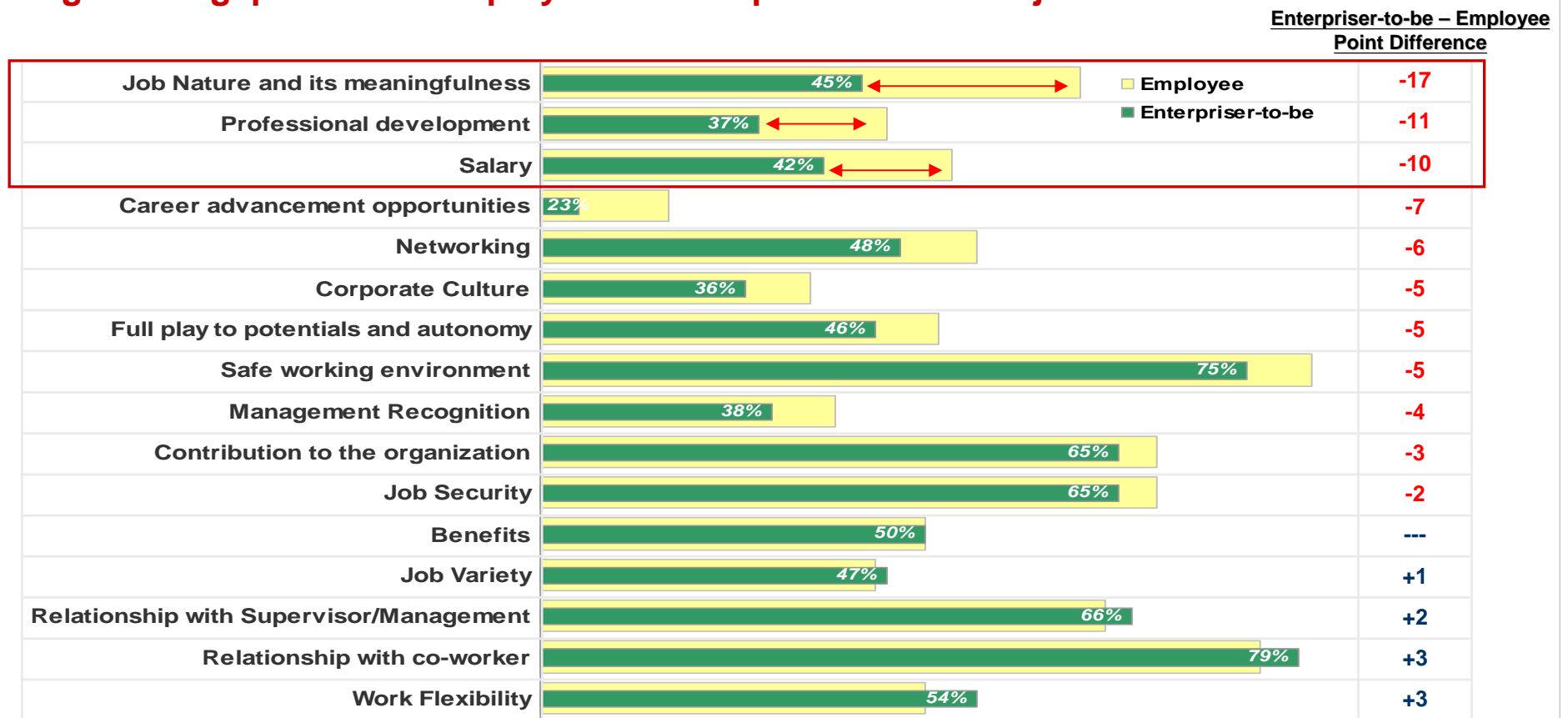
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Start Up Own Business

Enterpriser-to-be

- **340,000** employed person (11%) intend to start up their business to become enterpriser
- The greatest gap between employees & enterprisers-to-be on job satisfaction are :



Base: HK working population of age 18 or above (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index



Man, Young, Well-educated, and Single People! Enterpriser-to-be



Gender

Man: 12%
Woman: 9%



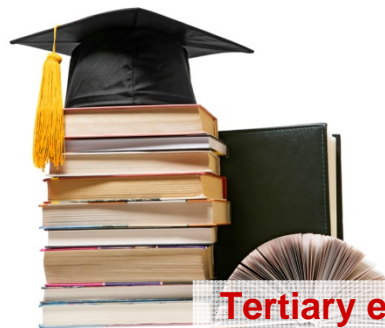
Generation

Post 80s: 17%
70s: 14%
60s: 8%
50s+: 3%



Marital Status

Single: 17%
Married: 6%



Education Level

Tertiary educated: 12%
Secondary 1-7: 11%
Primary or below: 6%



Industry

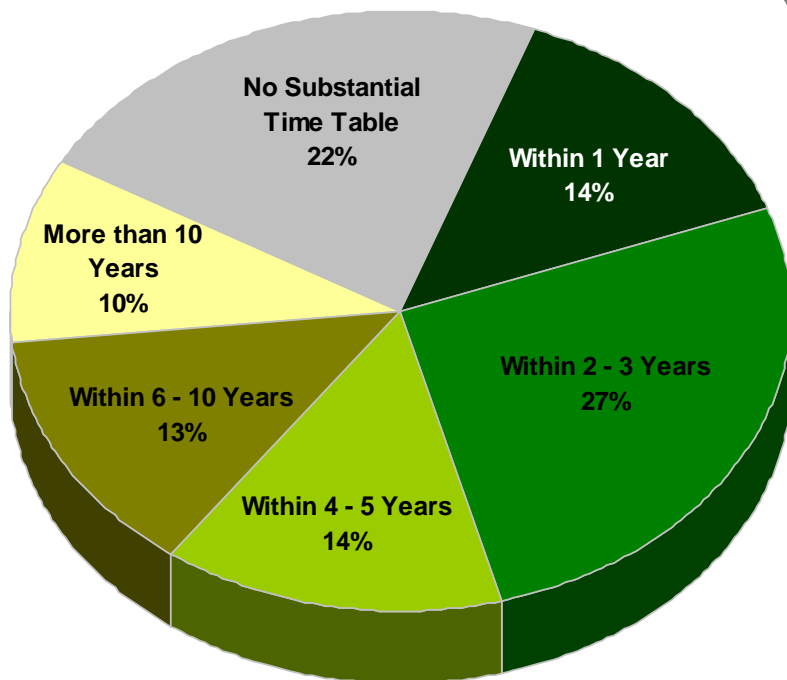


Communication: 30%; Media: 28%
Insurance: 23%; Wholesale/ Retail: 19%
General Public: 11%



Base: HK working population of age 18 or above and have plan to start up a business (employees only)
Source: HKUPOP, HeadlineJobs Quality Workplace Index

Timetable on Starting Up Business Enterpriser-to-be



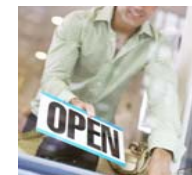
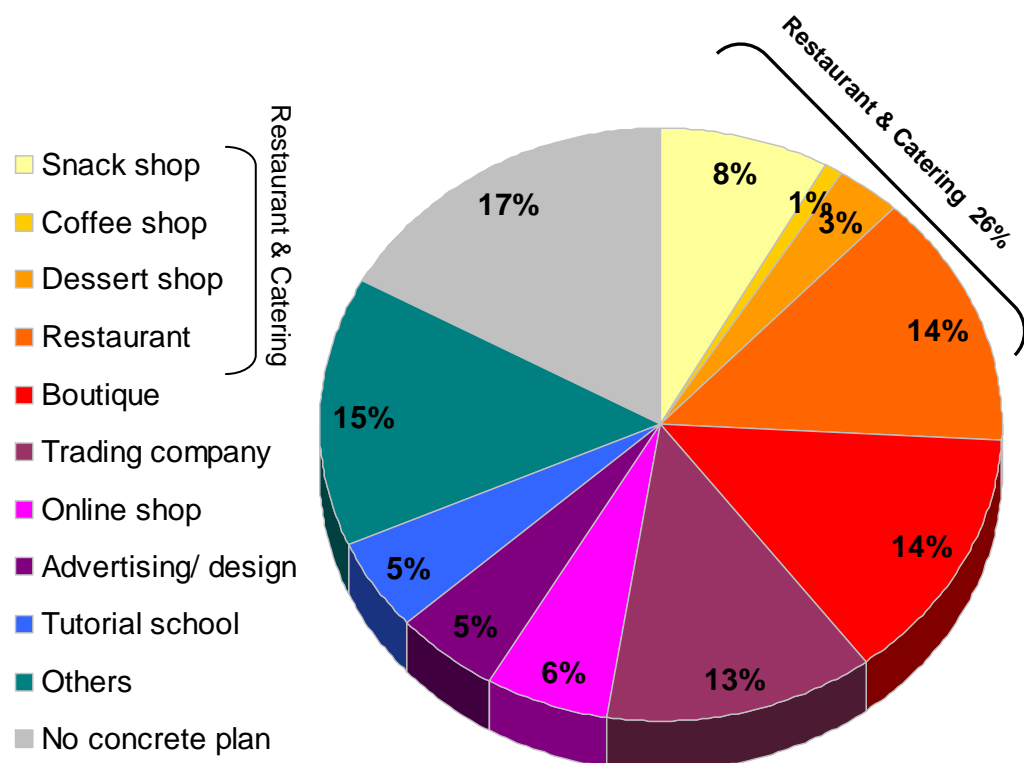
➤ **22,000** of the **70s** plan (18%) to have their own business within a year

➤ **50,000** of the **post 80s** (40%) plan to get away from working class to be enterpriser within 3 years



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Source: HKUPOP, HeadlineJobs Quality Workplace Index

The Most Wanted Business – Restaurant & Catering Enterpriser-to-be



Post 80s



70s



60s+

	Post 80s	70s	60s+
1	Boutique	Restaurant	Trading Company
2	Online Shop	Snack Shop	Boutique
3	Tutorial School	Boutique	Restaurant
4	Trading Company	Advertising/ Design	Snack Shop
5	Restaurant	Trading Company	Advertising/ Design
6	Dessert Shop	Online Shop	
7	Snack Shop	Dessert Shop	
8	Advertising/ Design		
9	Coffee Shop		

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Source: HKUPOP, HeadlineJobs Quality Workplace Index



Insufficient Capital as the Major Difficulty Enterpriser-to-be

	<u>Employee</u>	<u>Post 80s</u>	<u>70s</u>	<u>60s+</u>
Insufficient capital	59%	75%	50%	50%
No relevant experience	19%	30%	7%	20%
High rent in HK	16%	2%	25%	23%
No personal network	14%	15%	11%	17%
Unpromising economy	11%	11%	14%	7%
No suitable location	10%	12%	7%	13%
Keen competition in market	8%	7%	11%	7%
Average number of difficulties expected		1.8	1.5	1.7

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The End

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