



Stop Searching Start Matching

For immediate release

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HeadlineJobs Quality Workplace Index Survey – First Half of Year 2009 reports the trend during the economic downturn: continuous rise of job satisfaction but senior staff’s intention to change jobs seems higher

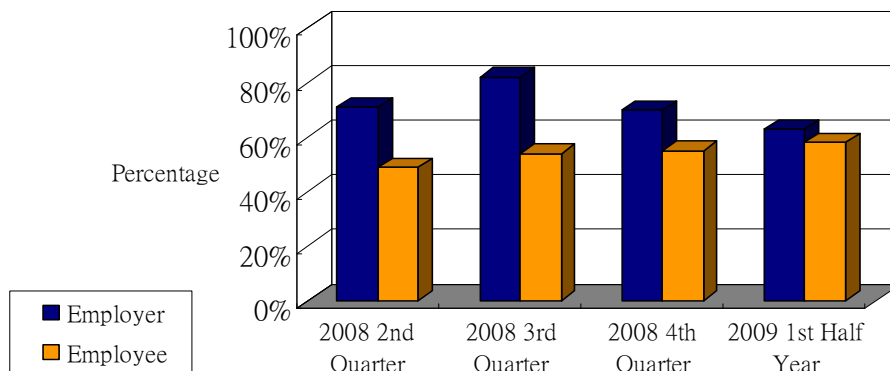
Under today’s present economic downturn, the intention to change jobs among employees as a whole decreased when compared with the same period in 2008, while 58%, higher than the same period last year, were satisfied with their current jobs. However, the intention to change jobs among senior management staff seemed to increase in view of enormous work pressures. These results come from findings of the “HeadlineJobs Quality Workplace Index Survey – First Half of Year 2009”, a survey conducted by the local recruitment media outlet – HeadlineJobs.hk in association with the Public Opinion Programme at the University of Hong Kong.

The “HeadlineJobs Quality Workplace Index Survey” successfully interviewed 1,006 working members in the first half of 2009 to study and analyse their work situations across five categories. These included: career development, job nature, relationships, recognition, and compensation. It measured employee’s degree of job satisfaction, key factors that influence employees’ job satisfaction, and the current situation from employers’ perspectives. In addition, the study examined the relationship between job satisfaction and employee retention.

Employees’ job satisfaction continued to rise

The latest survey found that 58% of the employees interviewed were satisfied with their current jobs. A 9-percentage-point increase was obtained when compared with the same period in 2008, reflecting a continual rising trend since the 2nd quarter of 2008. On the other hand, the perceived employees’ job satisfaction by employers registered a drop from 71% to 63%, narrowing down the gap of perception between employers and employees in this area. (Refer to the attached graphs.)

Employees’ Job Satisfaction





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“The on-going increase in job satisfaction doesn’t necessarily tell us that the underlying factors have been improved,” says Ms. Fanny Chan, CEO of HeadlineJobs.hk. “By contrast, employees may realize that, under the current economic slowdown, it could be difficult for them to influence company policies or strive for greater benefits. With this in mind, employees perhaps are making compromises with their existing work environment and conditions. They tend to say that they are satisfied with their present jobs if the status quo can be maintained.”

Safe working environment and job security were the most crucial factor for satisfaction

Affected by the economic downturn, the “Job Satisfaction Index” changed when compared with the survey conducted during the same period last year. In general, employees thought that safe working environment and job security had a very essential influence on their overall job satisfaction, while in terms of importance ranking, salary and promotion opportunities dropped slightly.

The intention to change jobs seemed to increase among senior staff

The survey revealed a decreasing intention to change jobs among employees as a whole when compared with the same period last year. However, this sentiment among senior staff, including directors and vice presidents, etc., seemed to rise. In the meantime, under the current worsening economic conditions, 43% of all employees interviewed felt more stressful at their workplace while the senior management staff’s seemed to suffer from higher work pressure

“In view of substantial revenue drop, senior staff have to initiate and implement company policies. Staff layoffs and pay cuts put them in a difficult position, having to face staff members and bearing huge work pressures,” says Ms. Fanny Chan. “In addition, although senior staff members enjoy higher remuneration packages, they also suffer deeper pay cuts as well.”

Dr. Robert Ting-Yiu Chung, Director of the Public Opinion Programme at the University of Hong Kong, commented that this quality workplace index reflected the psychological impact of the current economic situation on employers and employees. These figures reflect our workforce’s quality of life and have a high reference value. Employers can now better understand the changes in their staff’s mentality during the economic downturn. This will help them take prompt and appropriate actions to maintain staff morale. Employees can also make use of the survey findings to fine tune their expectations and attitudes.

The full report of the HeadlineJobs Quality Workplace Index Survey – First Half of Year 2009 is now available at HeadlineJobs website: [www.headlinejobs.hk/special/salary\\_index](http://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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