



Quality Workplace Index 2012 Wave II

Prepared by Sing Tao Research and Development Dept. (Nov 2012)



Agenda

⇒ **Creativity on Workplace**

⇒ **Job Market**

⇒ **Work-related Expenses**

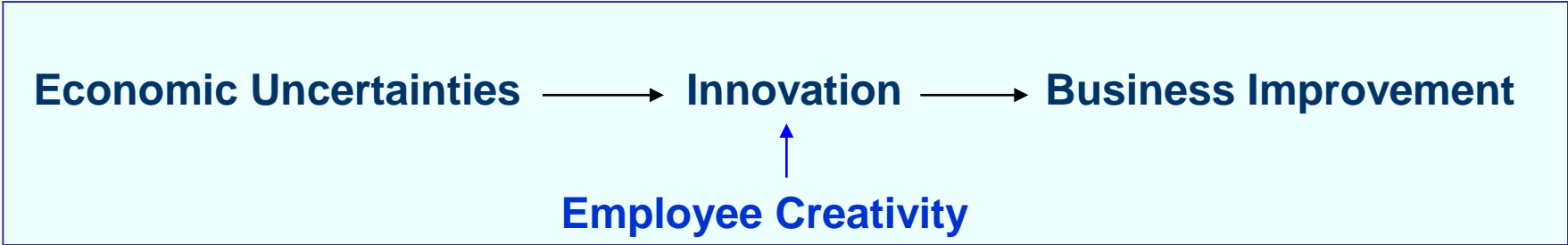
⇒ **Retirement Investment Objective**

Survey Methodology

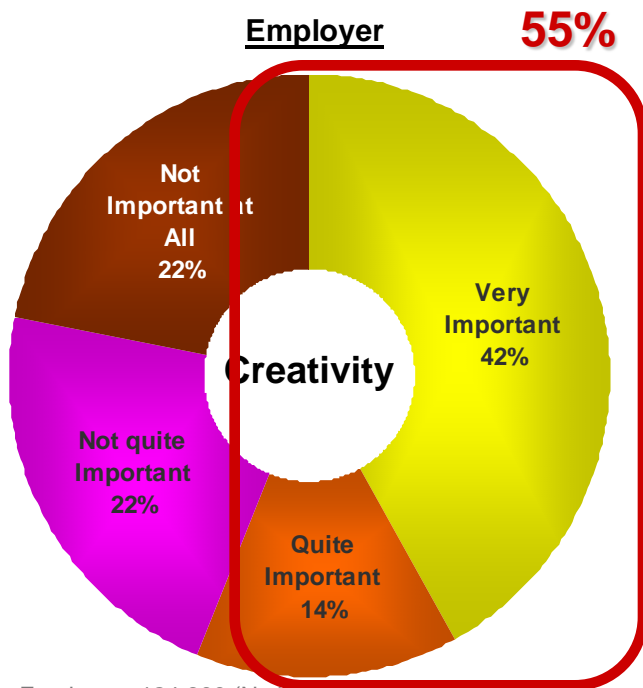
- This survey was co-developed by HeadlineJobs and The University of Hong Kong Public Opinion Programme since 2008
- This survey was a Random telephone survey conducted by interviewers
- The survey date was September 17 to 21, 2012
- The target respondents are Hong Kong Working Population aged 18 or above
- Sample Size is (N=504) where “N” denotes effective sample size
- The raw figures were weighted according to the latest gender and age distributions as reported by the Census & Statistics Department

Creativity on Workplace

Creativity on Workplace

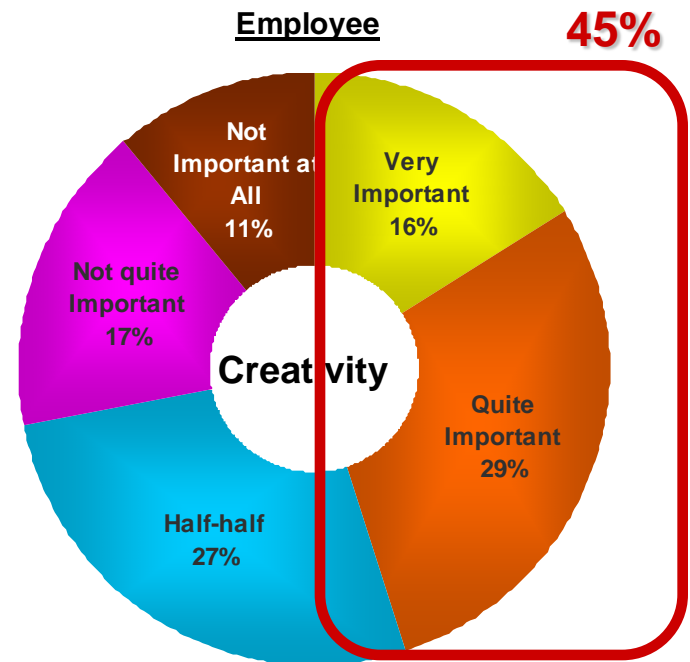


Q: How important is creativity in your job?



Base: Employers 124,900 (N=17)

Survey: co-developed by HeadlineJobs and HKUPOP

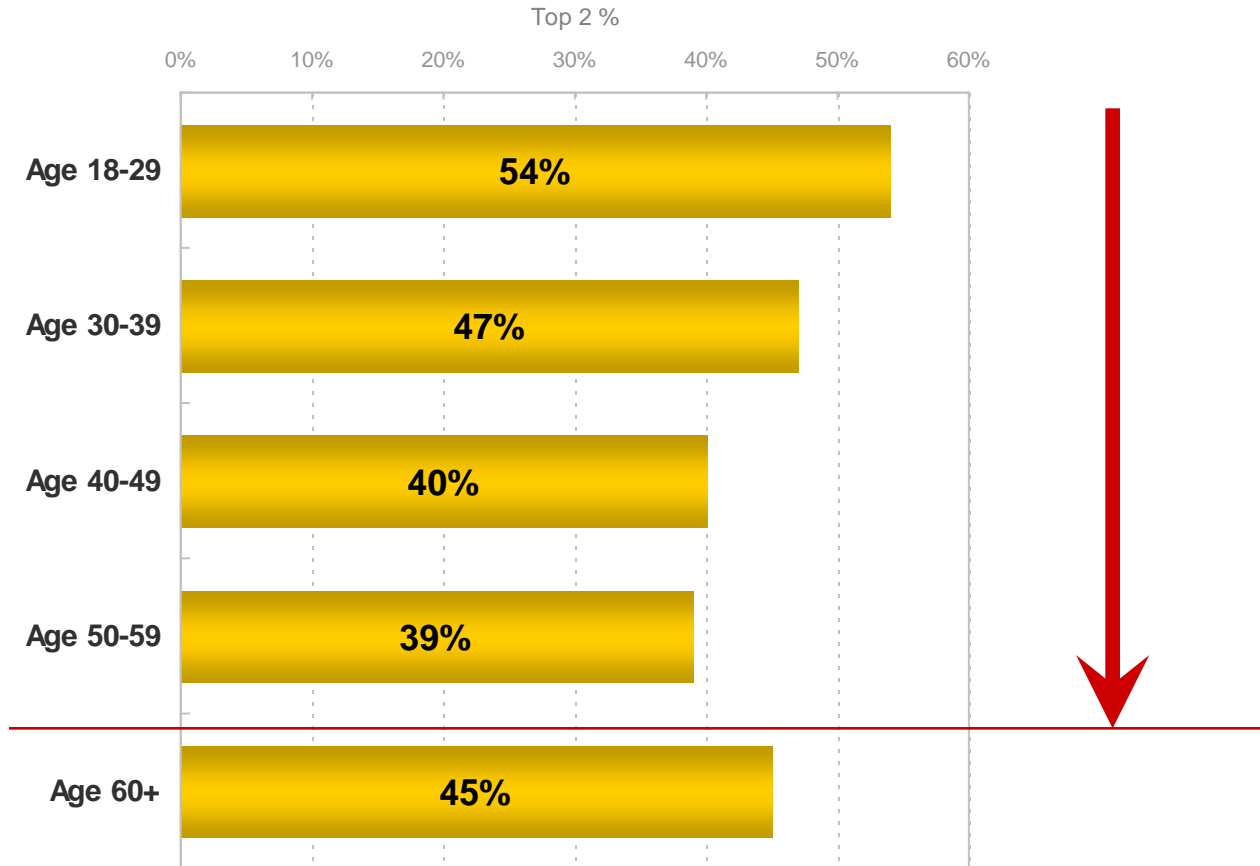


Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

Creativity on Workplace (employee by age)

Q: How important is creativity in your job?

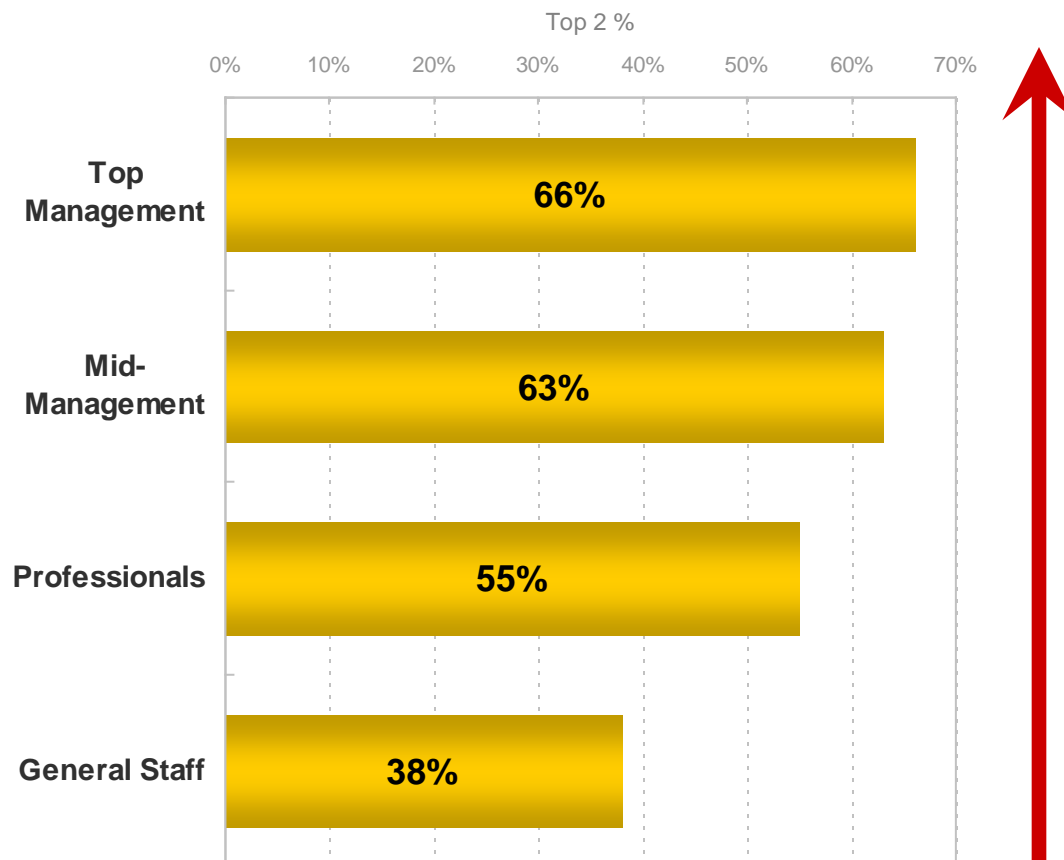


Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

Creativity on Workplace (employee by post)

Q: How important is creativity in your job?



Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

Creativity on Workplace

(employee by company size and working experience)

	Company Size	% of employee perceived Creativity as Important
	All Employees	45%
1	SME	46%
2	Large Firm	43%

	Working Experience	% of employee perceived Creativity as Important
	All Employees	45%
1	<2 years	39%
2	3-5 years	53%
3	6-9 years	41%
4	10-19 years	45%
5	20-29 years	44%
6	30 years+	39%

Creativity on Workplace (employee by industry)

- Top 5 Industries perceived Creativity as an important component on Workplace

	Industry	% of employee in the industry perceived Creativity as Important
	All Employees	45%
1	Arts & Cultural	100%
2	Education	76%
3	Media	73%
4	Property	67%
5	Social Services	52%

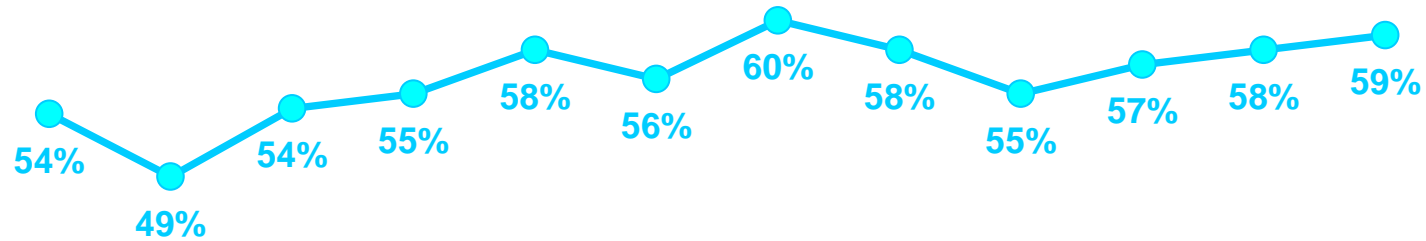
Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

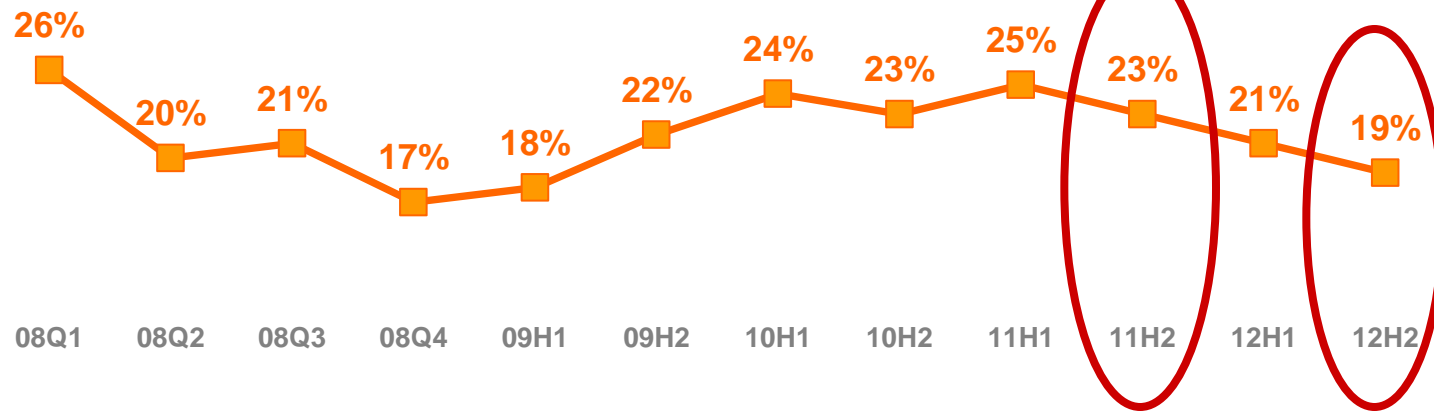


Job Market

Job Satisfaction and Job Seeking Rate



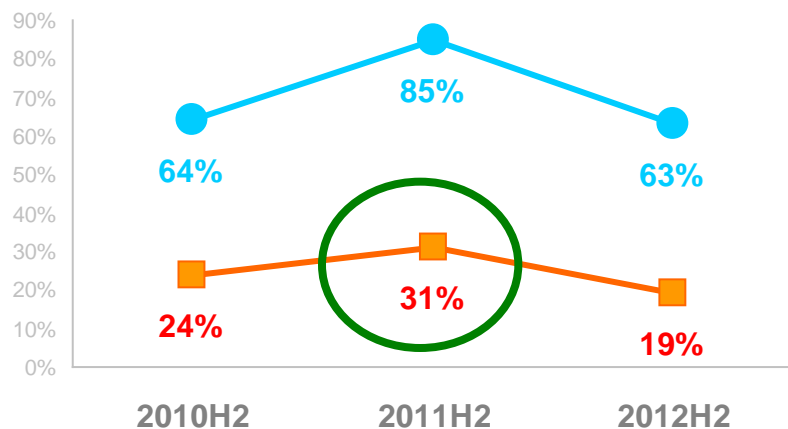
● Job Satisfaction
 ■ Job Seeking Rate



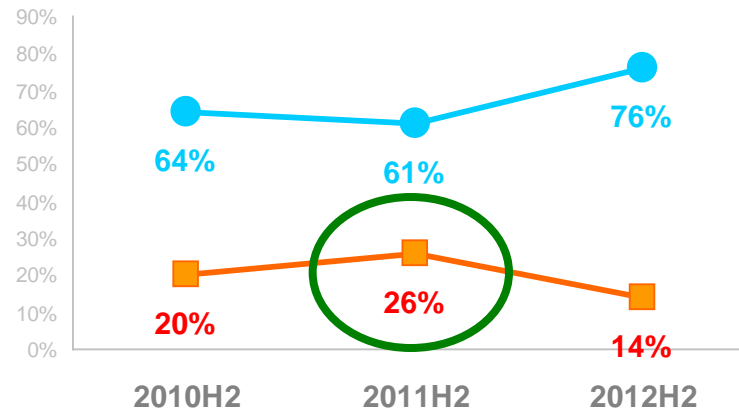
Base: Employee 3,300,600 (N=453)
 Survey: co-developed by HeadlineJobs and HKUPOP

Job Satisfaction and Job Seeking Rate (by Job Position)

Top Management



Mid Management

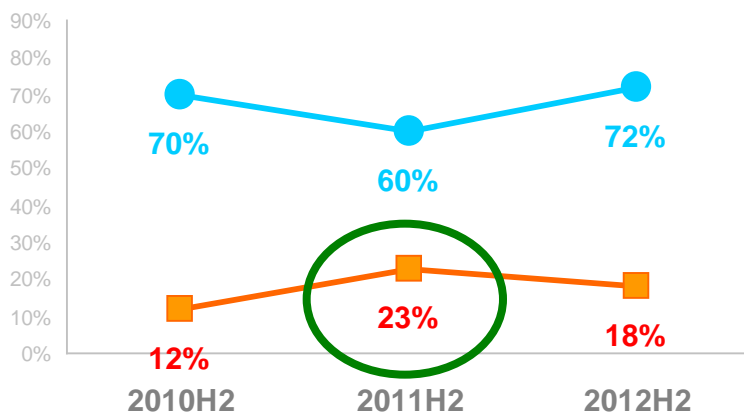


Base: Top Management Employee 90,652 (N=13)

Base: Mid Management Employee 515,607 (N=71)

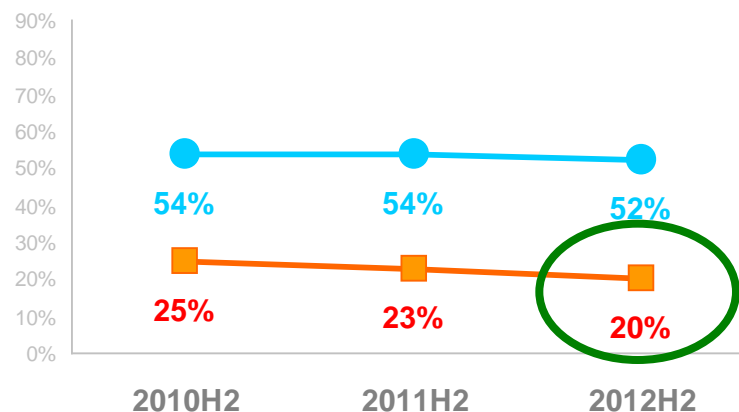
● Job Satisfaction
■ Job Seeking

Professionals



Base: Professionals Employee 371,507 (N=51)

General Staff

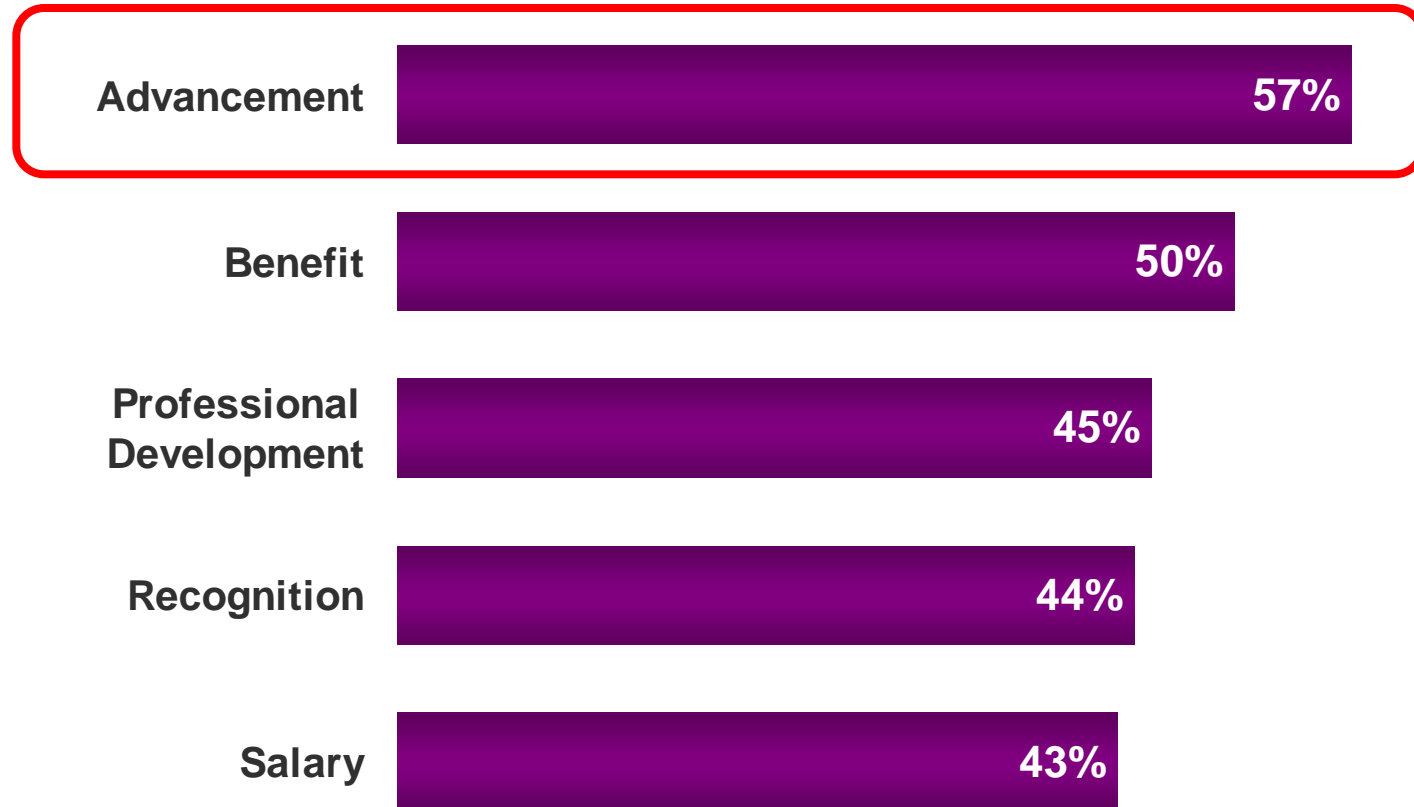


Base: General Staff Employee 2,276,224 (N=313)

Survey: co-developed by HeadlineJobs and HKUPOP

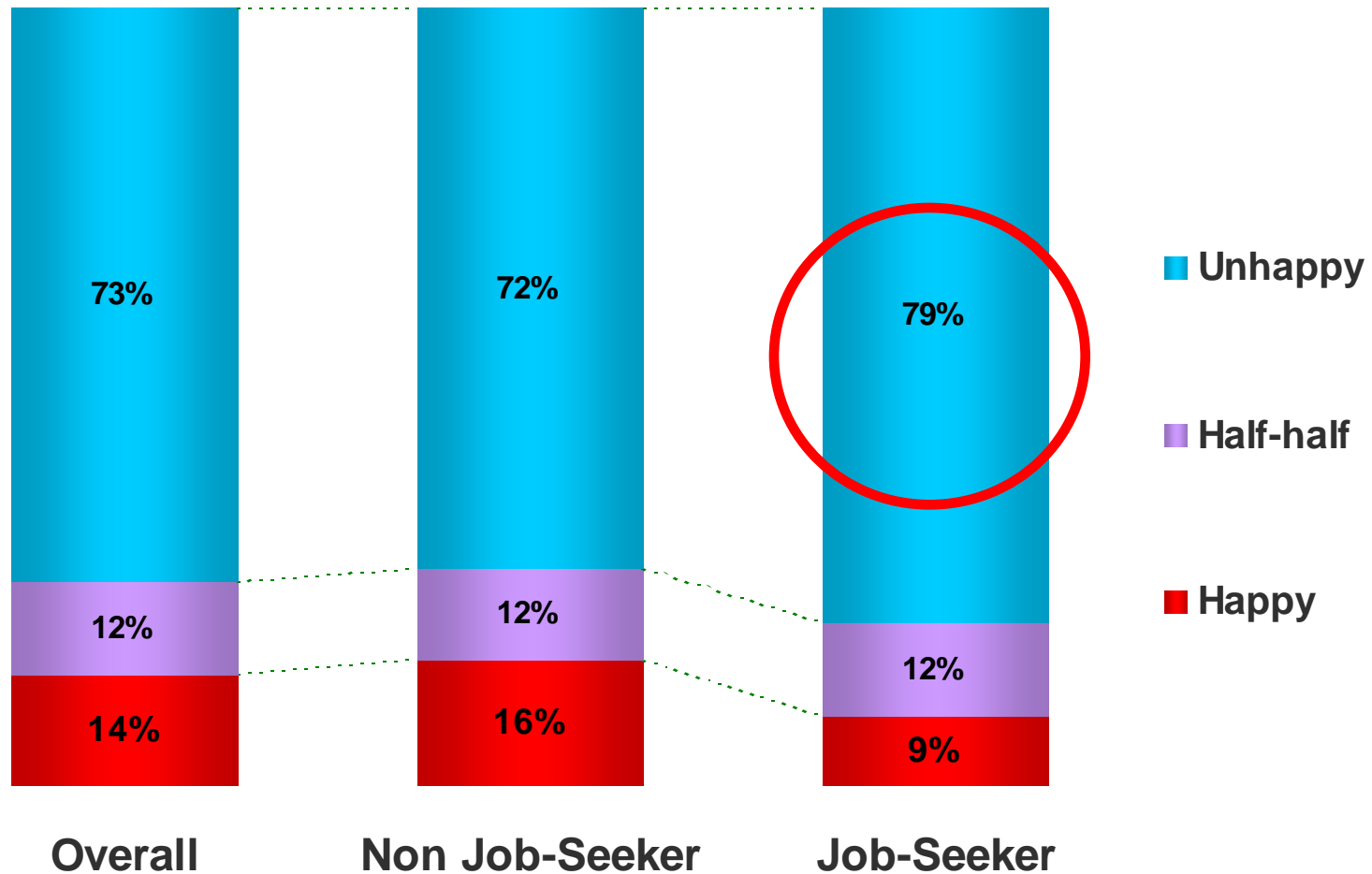
Why leave?

Dissatisfied with



Base: Job Seeking Employee 618,157 (N=85)
Survey: co-developed by HeadlineJobs and HKUPOP

What if being promoted without pay rise?



Base: Employee 3,300,600 (N=453); Non Job-Seeking Employee 2,669,480 (N=359); Job-Seeking Employee 618,157 (N=85)
Survey: co-developed by HeadlineJobs and HKUPOP

What Job Seeker is looking for?

Why leave?

	Dissatisfied with...
Advancement	57%
Benefit	50%
Professional Development	45%
Recognition	44%
Salary	43%



What looking for?

Importance... to Job Satisfaction	
96%	Salary
94%	Safe Environment
93%	Co-worker Relationship
89%	Benefit
89%	Recognition

Base: Job Seeking Employee 618,157 (N=85)
 Survey: co-developed by HeadlineJobs and HKUPOP

Work-related Expenses

Work-related Expenses



Meal



Transportation



Dressing



Others

(Entertainment, Telecom, Medical)

28%

of Monthly Income

Work-related Expenses (by Gender)



Male
\$26,100
25.6%

8.9%

6.8%

5.3%

4.7%



Meal
9.2%



Transportation
7.8%



Dressing
7.0%



Others
4.6%

9.4%

8.8%

8.6%

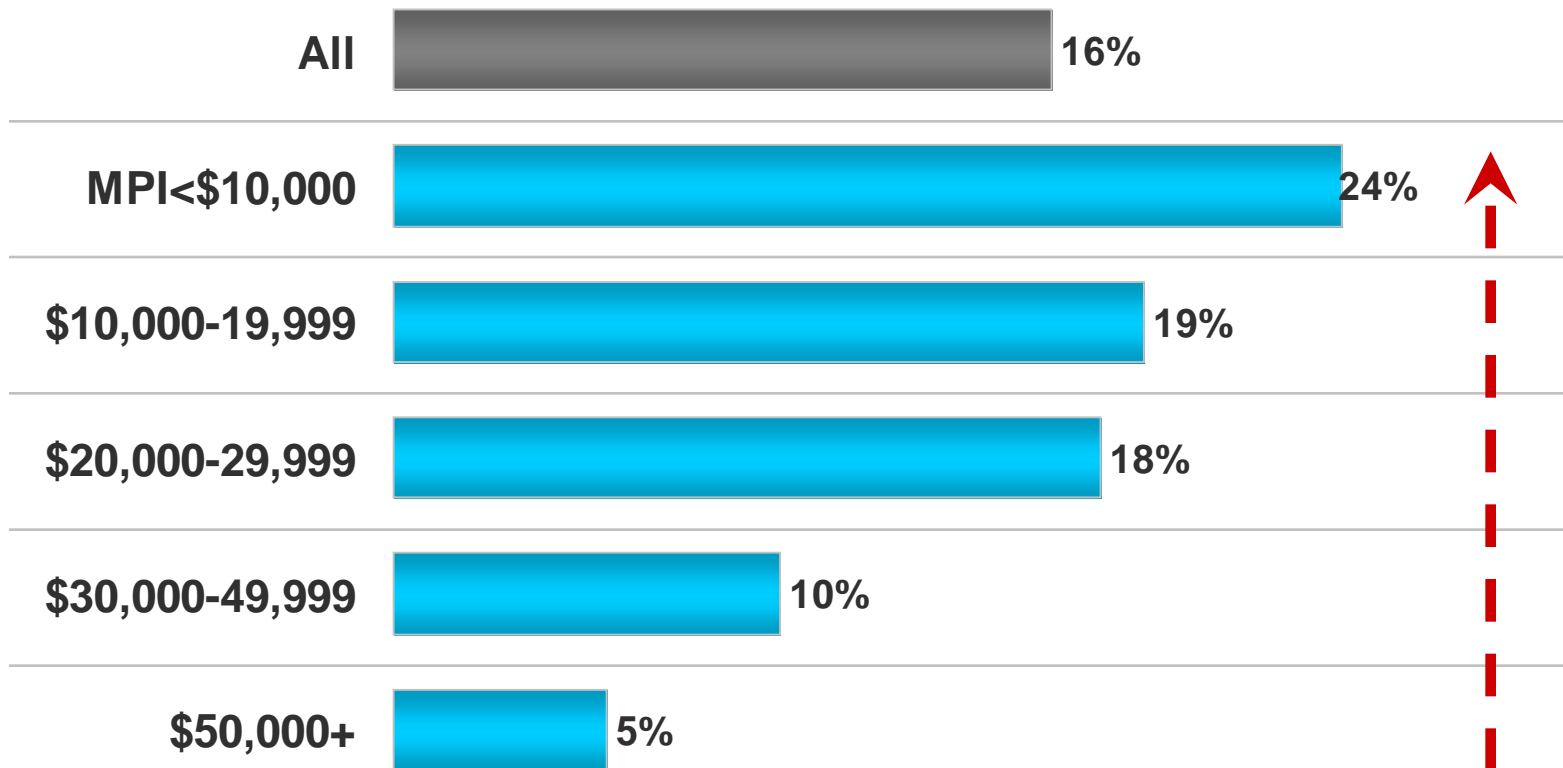
4.4%



Female
\$23,200
30.8%

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

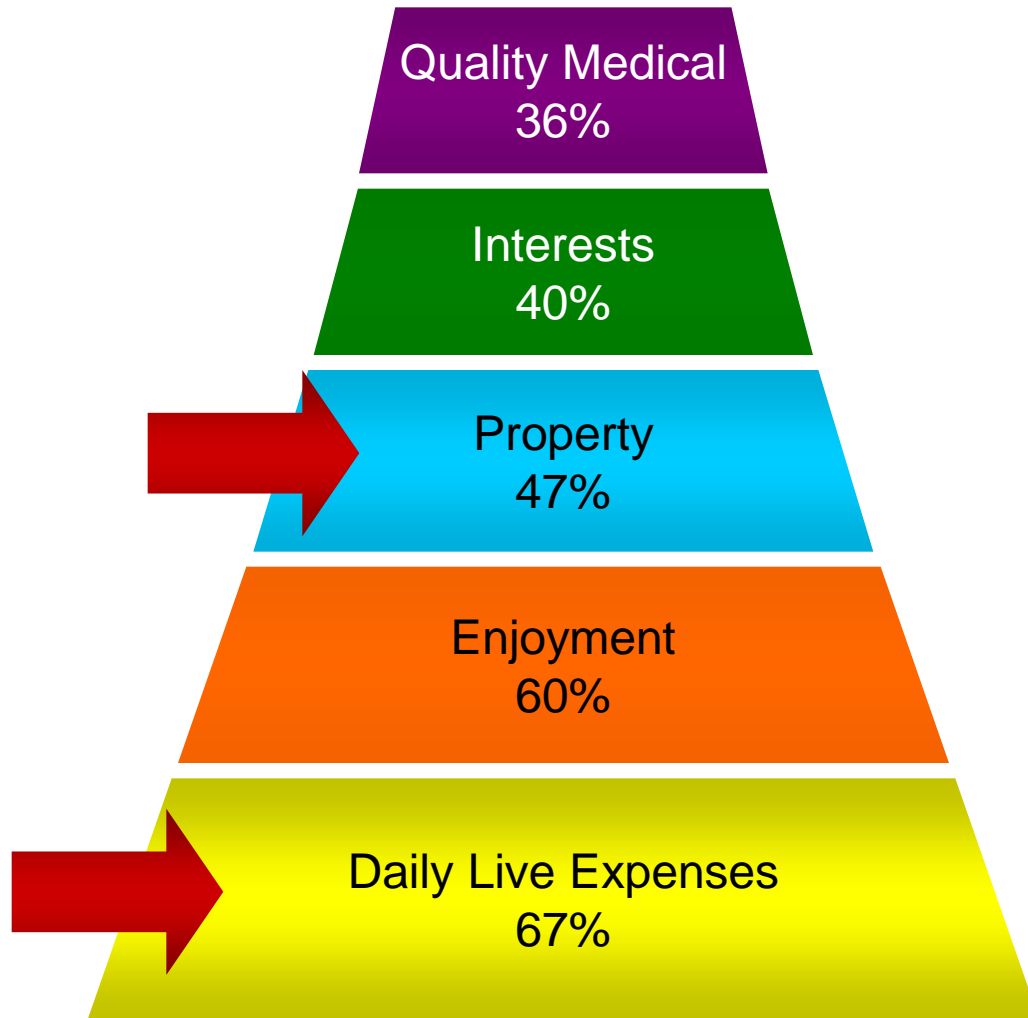
% who spend over 50% of their income on work-related expenses



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

Retirement Objective

Retirement Investment Objective



Retirement Investment Objective (by income)

	Priority	By Monthly Personal Income		
	All Employees	<\$10,000	\$10,000-49,999	\$50,000+
Daily Life	1	1	1	5
Enjoyment	2	3	2	1
Property	3	2	3	3
Interests	4	5	4	4
Quality Medical	5	4	5	2

Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP



Thank You.