



Stop Searching Start Matching



HeadlineJobs Quality Workplace Index 2008Q3 (Key Findings)



Survey conducted by The University of HK Public Opinion Programme

Report Prepared by HeadlineJobs Research (08 Aug)

Technical Details

- **Date of Study:**
 - Jul 28-31, 2008
- **Methodology:**
 - Random Telephone Survey
 - Conducted by HKUPOP
- **Target:**
 - HK Working Population aged 18 or above
- **Sample Size:**
 - 1,003
- **Projected Population:**
 - 3,542,900





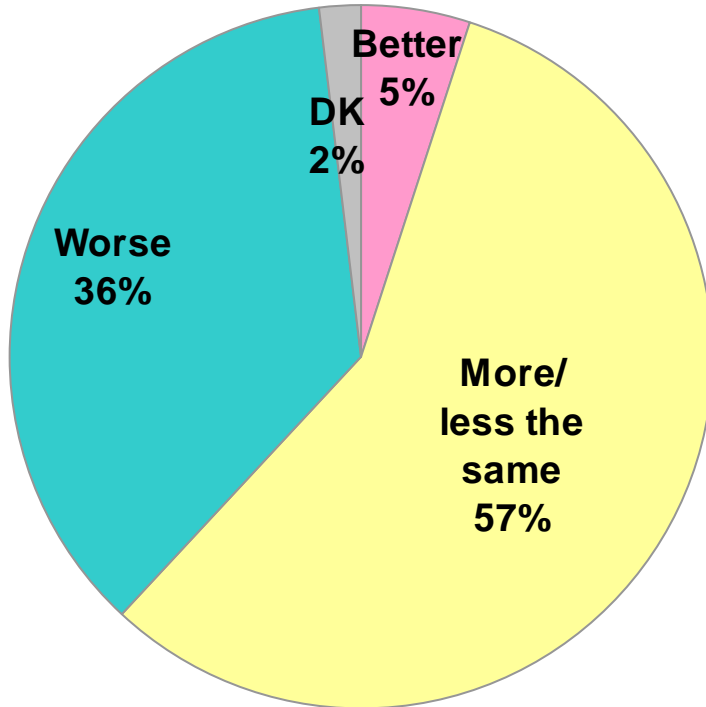
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Social Topics

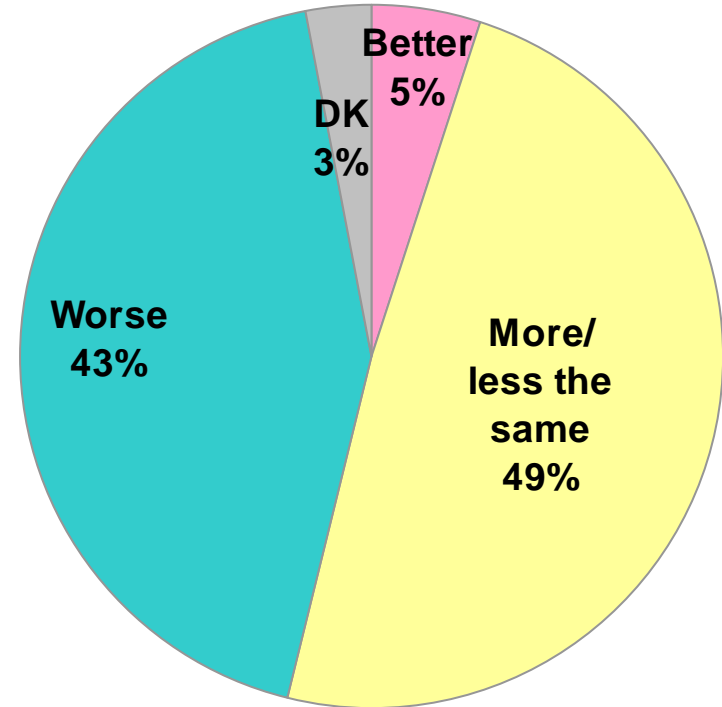
Do you think Hong Kong's economy will turn better, worse or more or less the same in the second half year?

Employee's viewpoint



Base: Employee (3,229,200)

Employer's viewpoint



Base: Employer (183,200)

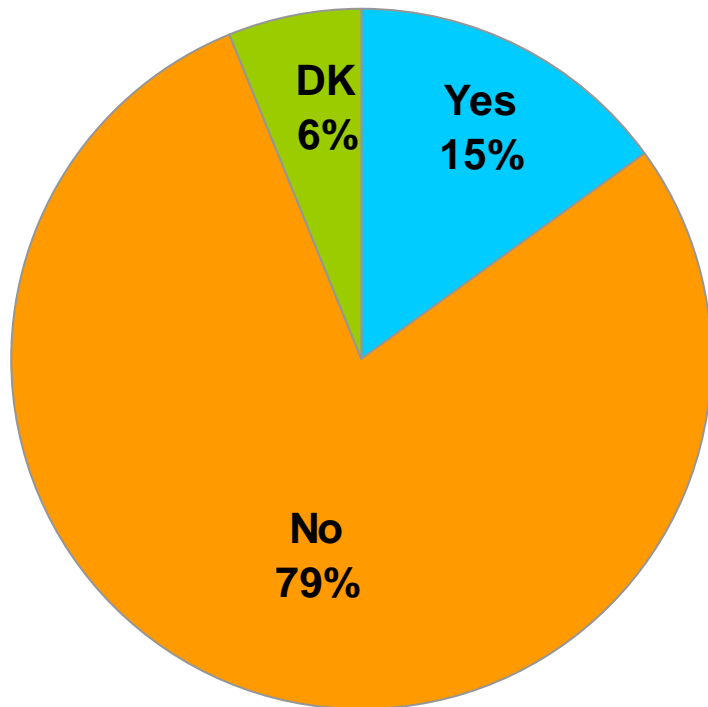
DK: Don't Know/ hard to say
Source: HKUPOP



Do you think your company will have redundancy or wage reduction plan in the second half year?

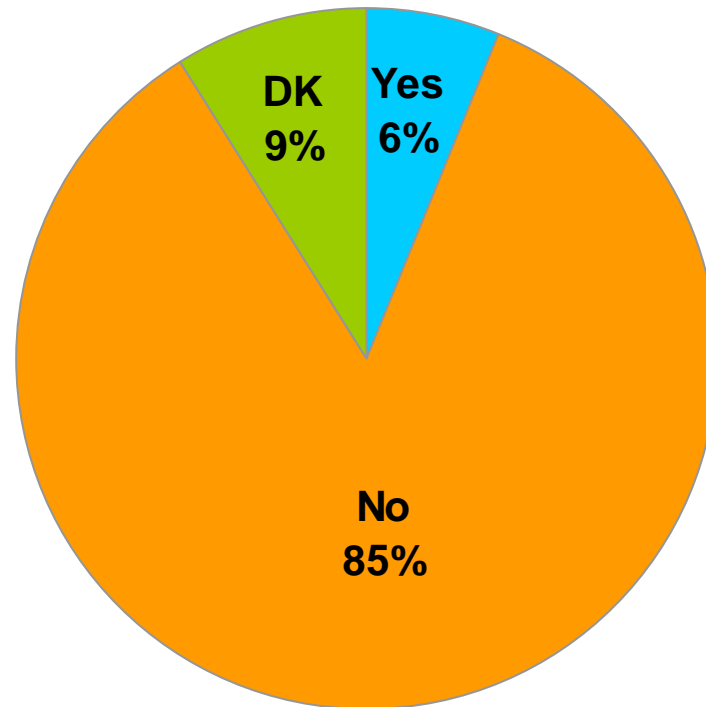


Employee's viewpoint



Base: Employee (3,229,200)

Employer's viewpoint



Base: Employer (183,200)

DK: Don't Know/ hard to say
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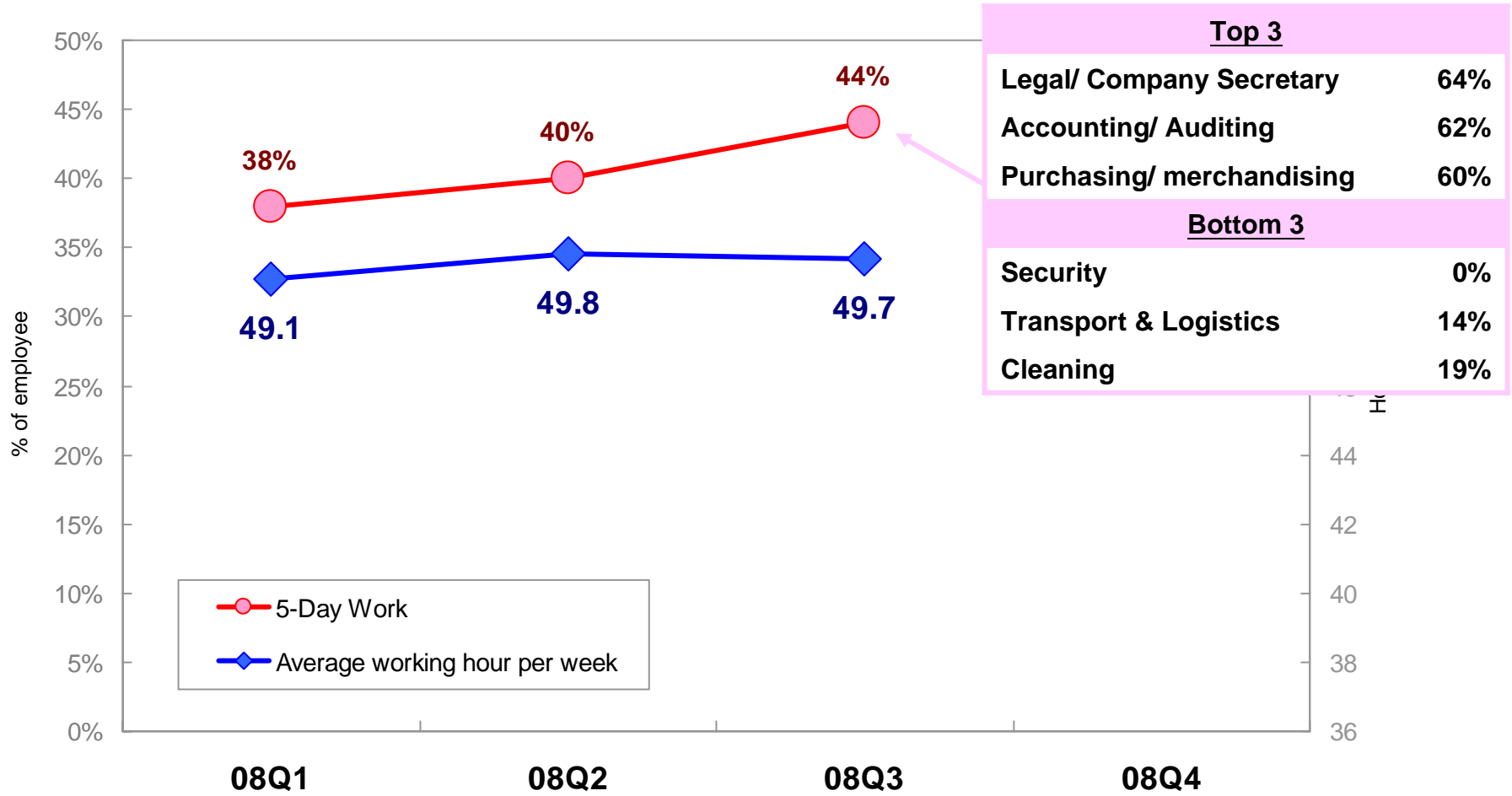


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Quality Workplace Index

5-Day Work & Working Hours

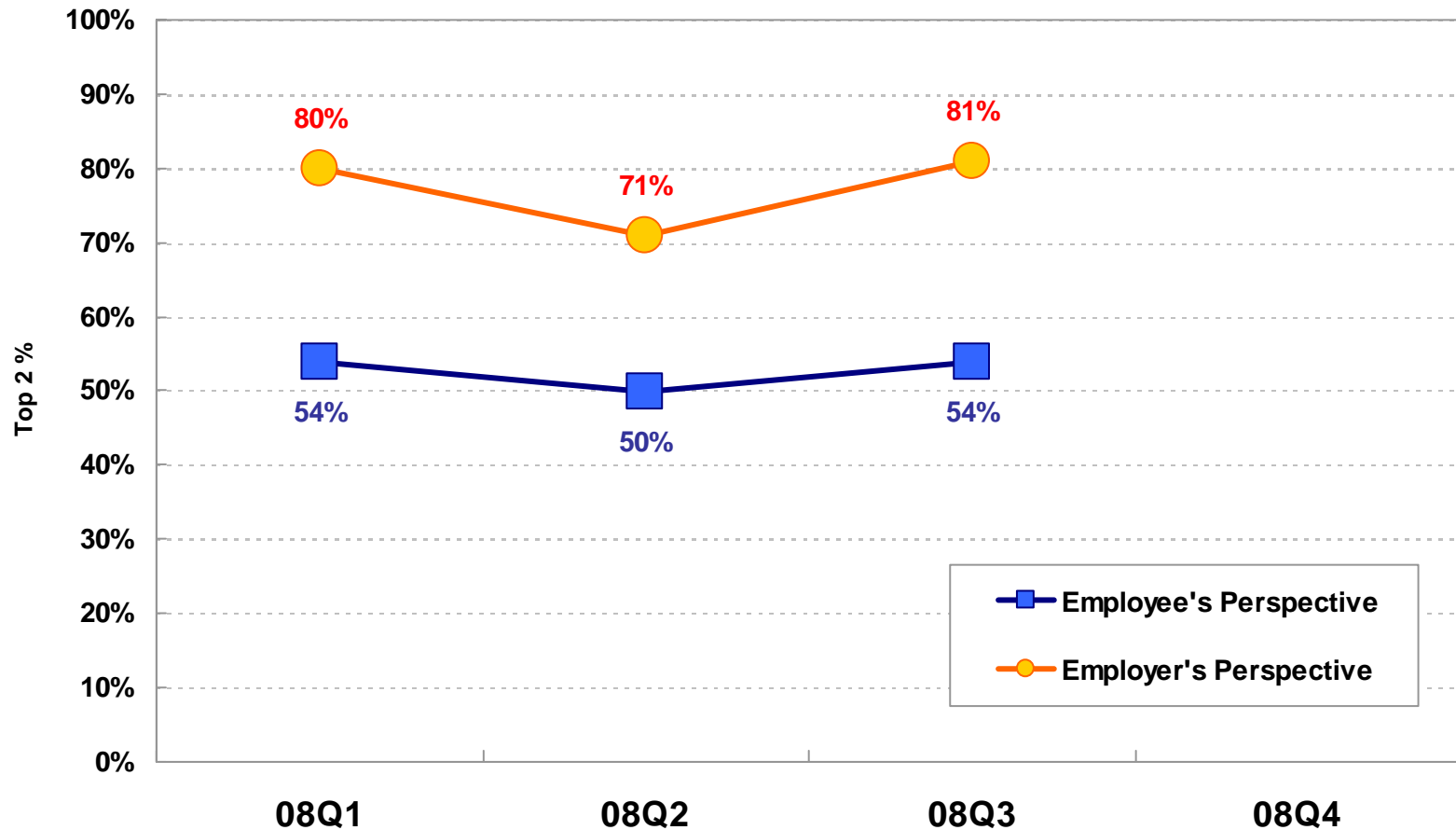


Base - Employee
 Q1: 3,058,300; Q2: 3,241,500; Q3: 3,229,200

Source: HKUPOP



Employee Job Satisfaction Index

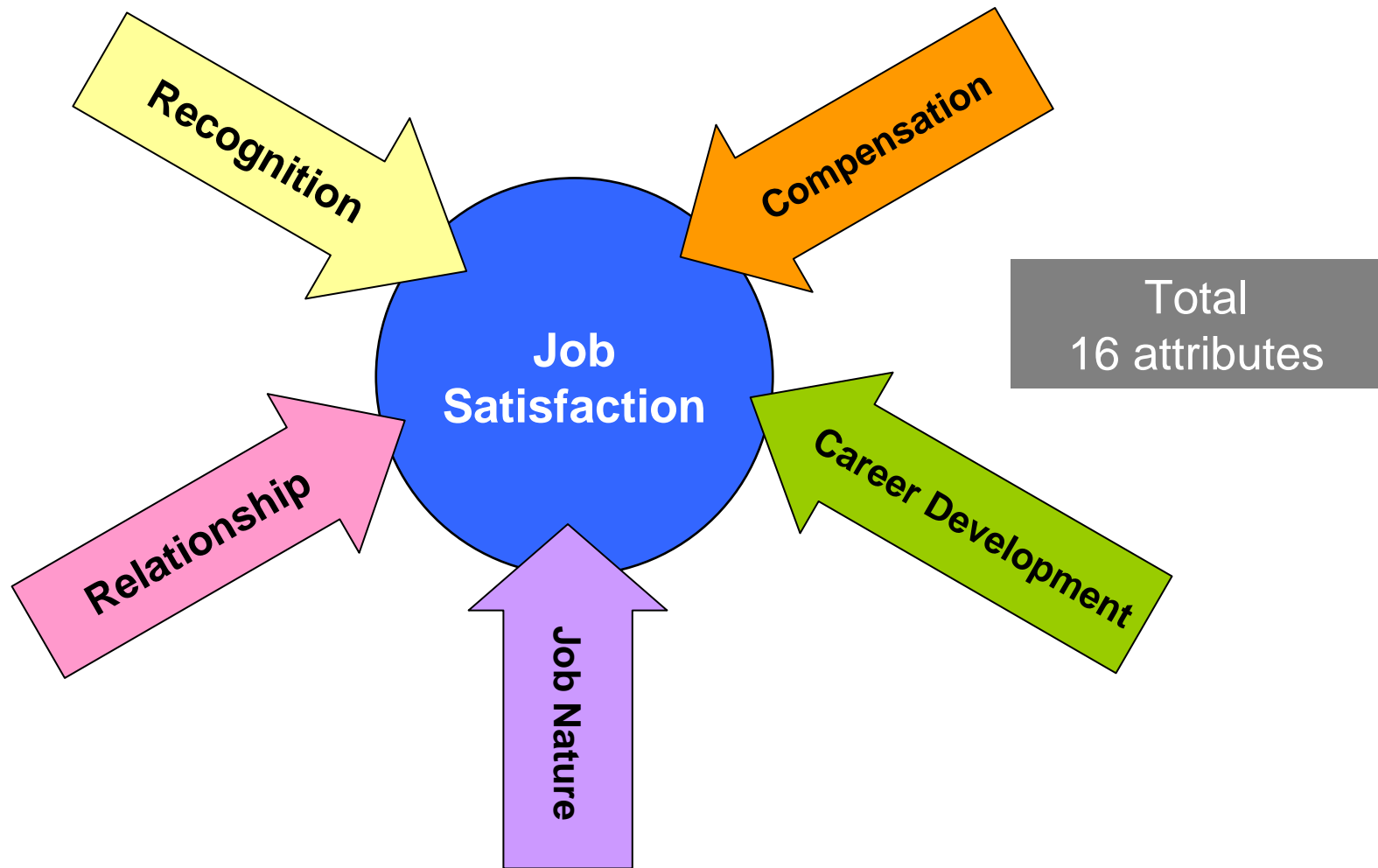


Base:
Employee - Q1: 3,058,300; Q2: 3,241,500; Q3: 3,229,200
Employer - Q1: 106,500; Q2: 118,400; Q3: 183,200

Source: HKUPOP



Quality Workplace Index Measuring System



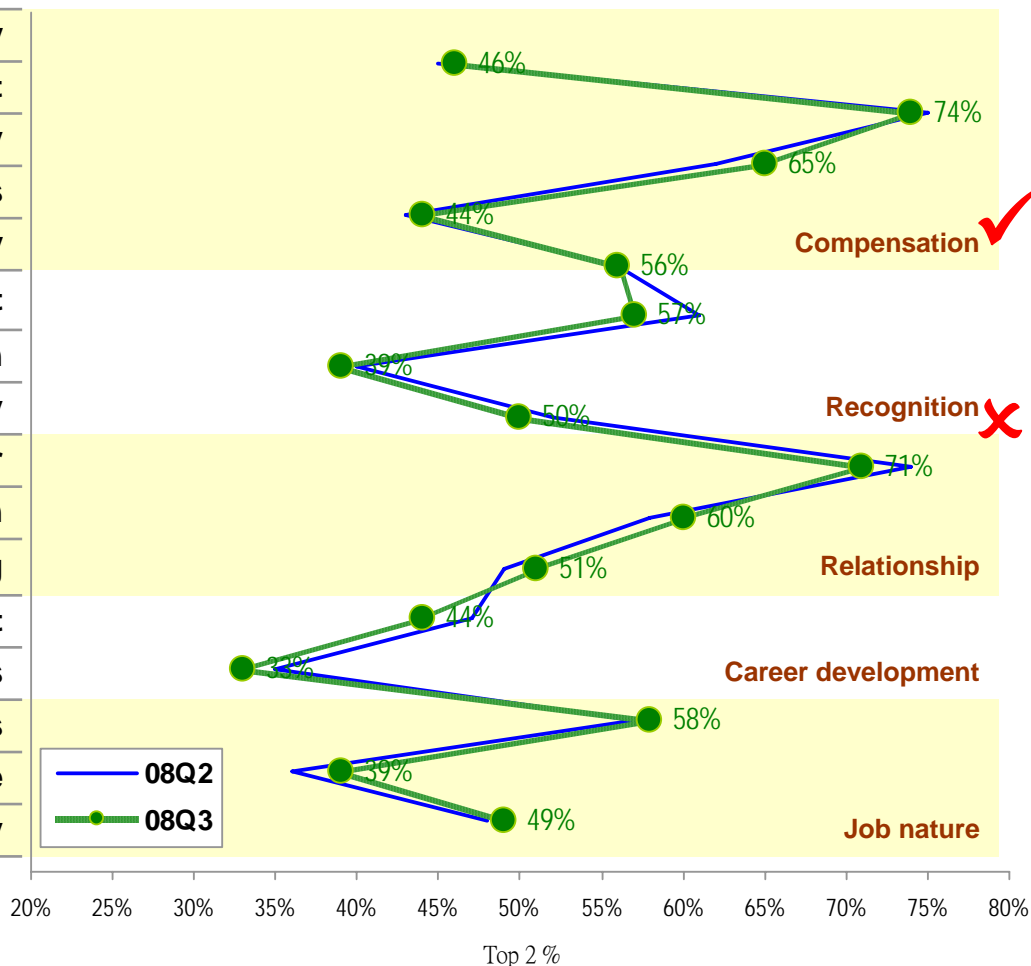
Employee Satisfaction on Attributes



Q3

Importance %

95%	Salary
93%	Safe working environment
93%	Job Security
87%	Benefits
53%	Work Flexibility
92%	Relationship with Supervisor/Management
91%	Management Recognition
80%	Full play to potentials and autonomy
90%	Relationship with co-worker
77%	Contribution to the organization
70%	Networking
84%	Professional development
74%	Career advancement opportunities
78%	Job nature & its meaningfulness
75%	Corporate Culture
60%	Job variety



Base - Employee - Q2: 3,241,500; Q3: 3,229,200

Source: HKUPOP

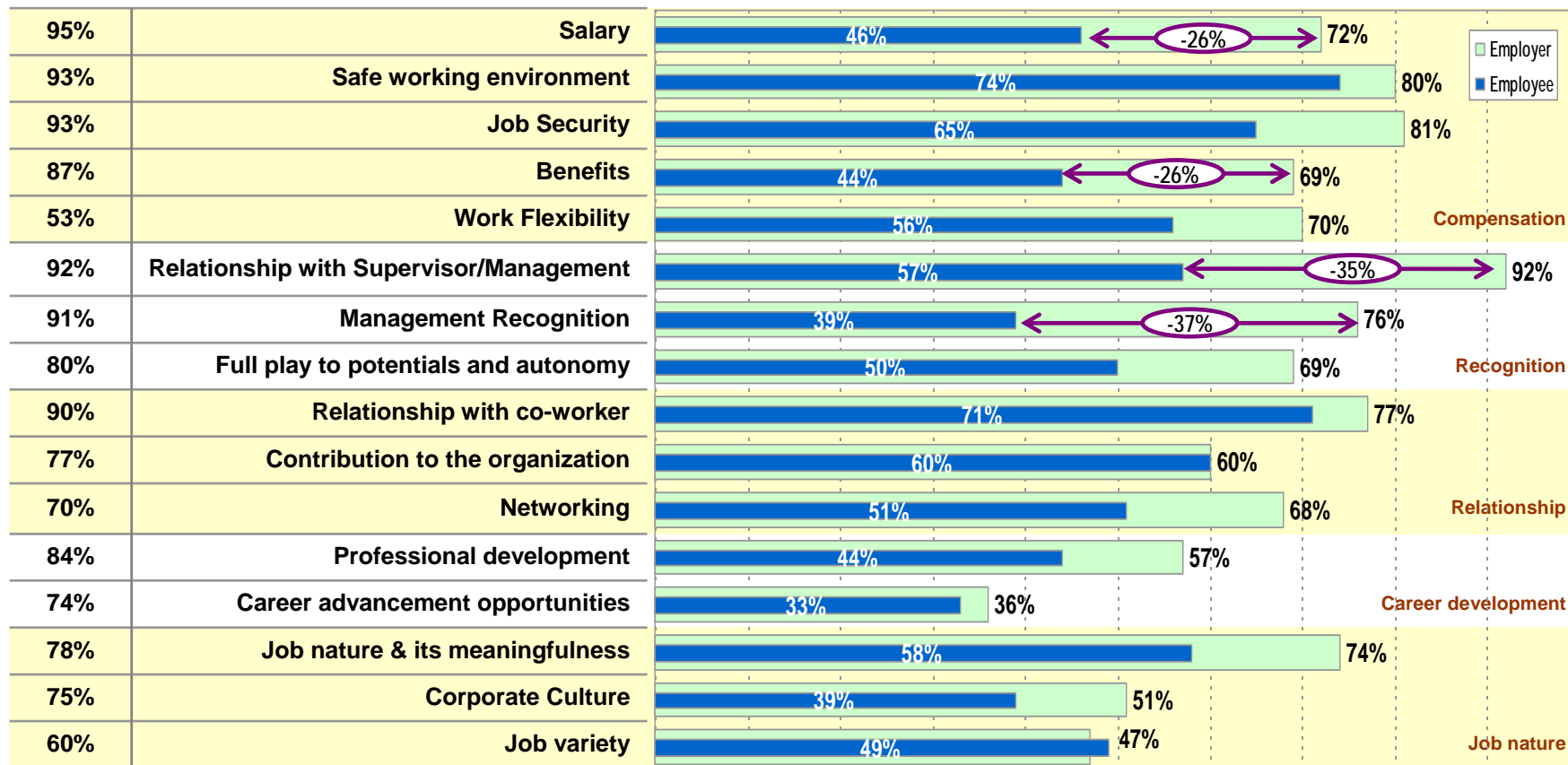


Satisfaction on Attributes – Employee vs. Employer’s Perceived Employee Satisfaction



Q3

Importance %



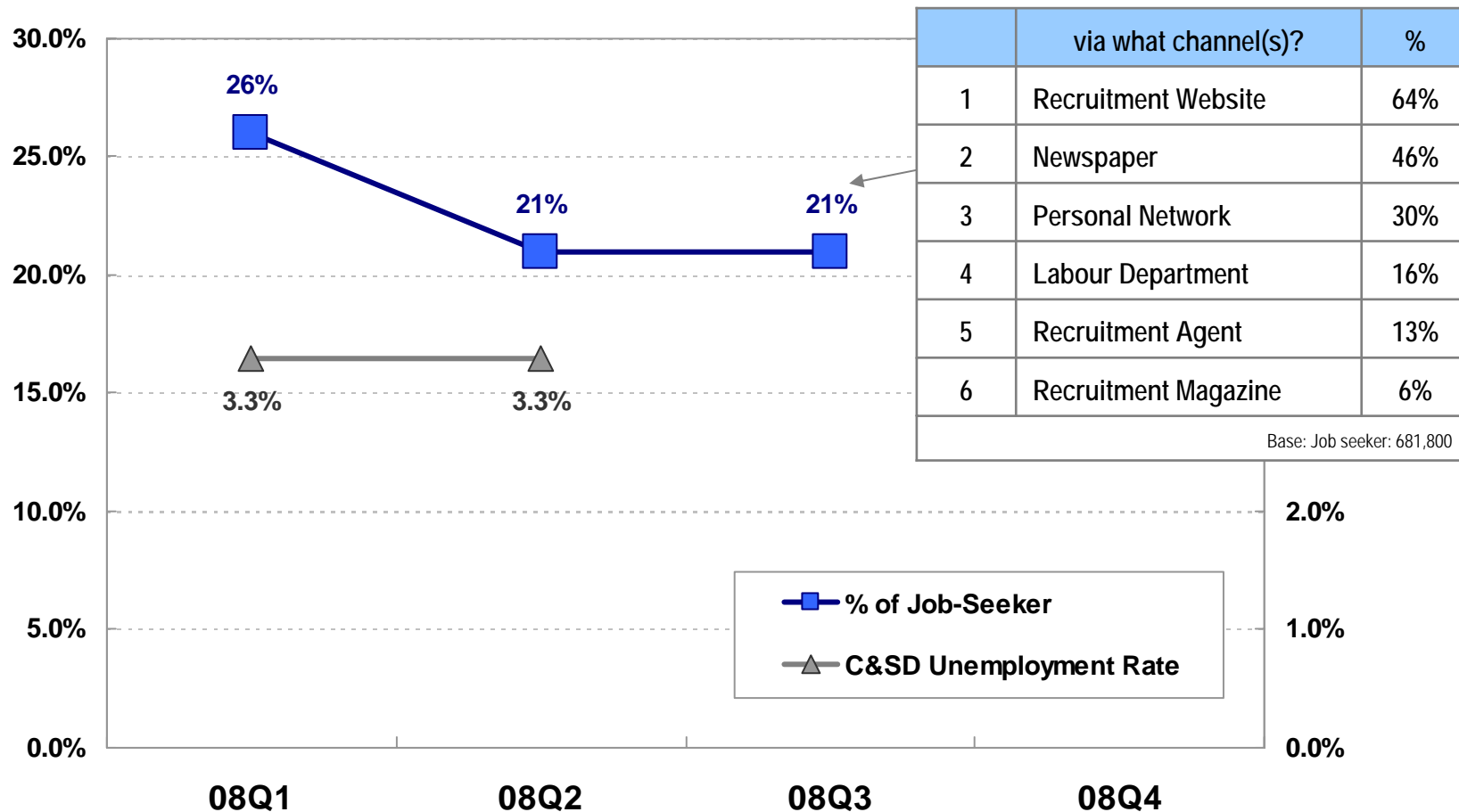
Top 2 %

Base: Employee: 3,229,200; Employer: 183,200

Source: HKUPOP



Job-Seeking Index

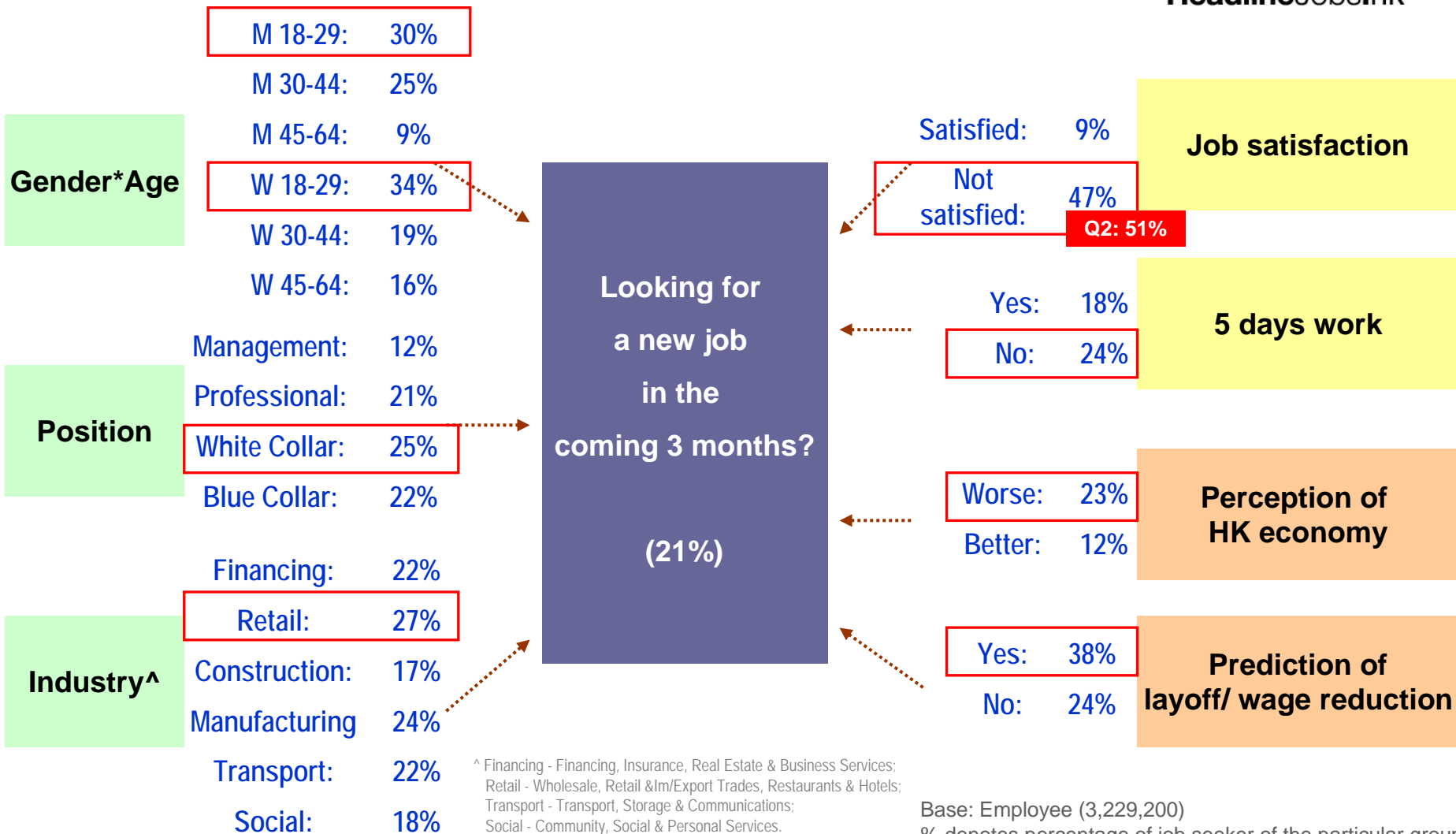


Base:
 Employee -Q1: 3,058,300; Q2: 3,241,500; Q3: 3,229,200
 Job seeker – Q3: 681,800

Source: HKUPOP



Who are the job seekers?





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Comparison of Main Survey, Online & CIM members

Methodology: Main vs. Online vs. CIM



	Main Survey 08 Q3	Online	CIM
Fieldwork	Jul 28 – 31, 2008	Jul 29 - Aug 22, 2008	Jul 29 - Aug 22, 2008
Data collection method	Telephone survey (conducted by HKUPOP)	Online self-administrated questionnaire (posted at Headlinejobs.com)	Online self-administrated questionnaire (posted at Headlinejobs.com)
Sampling	Public, random sampling	(1) Public, convenience sampling (2) E-mail invitation to members of Headlinejobs.com, convenience sampling	CIM members, convenience sampling
Sample size	1,003	601	78



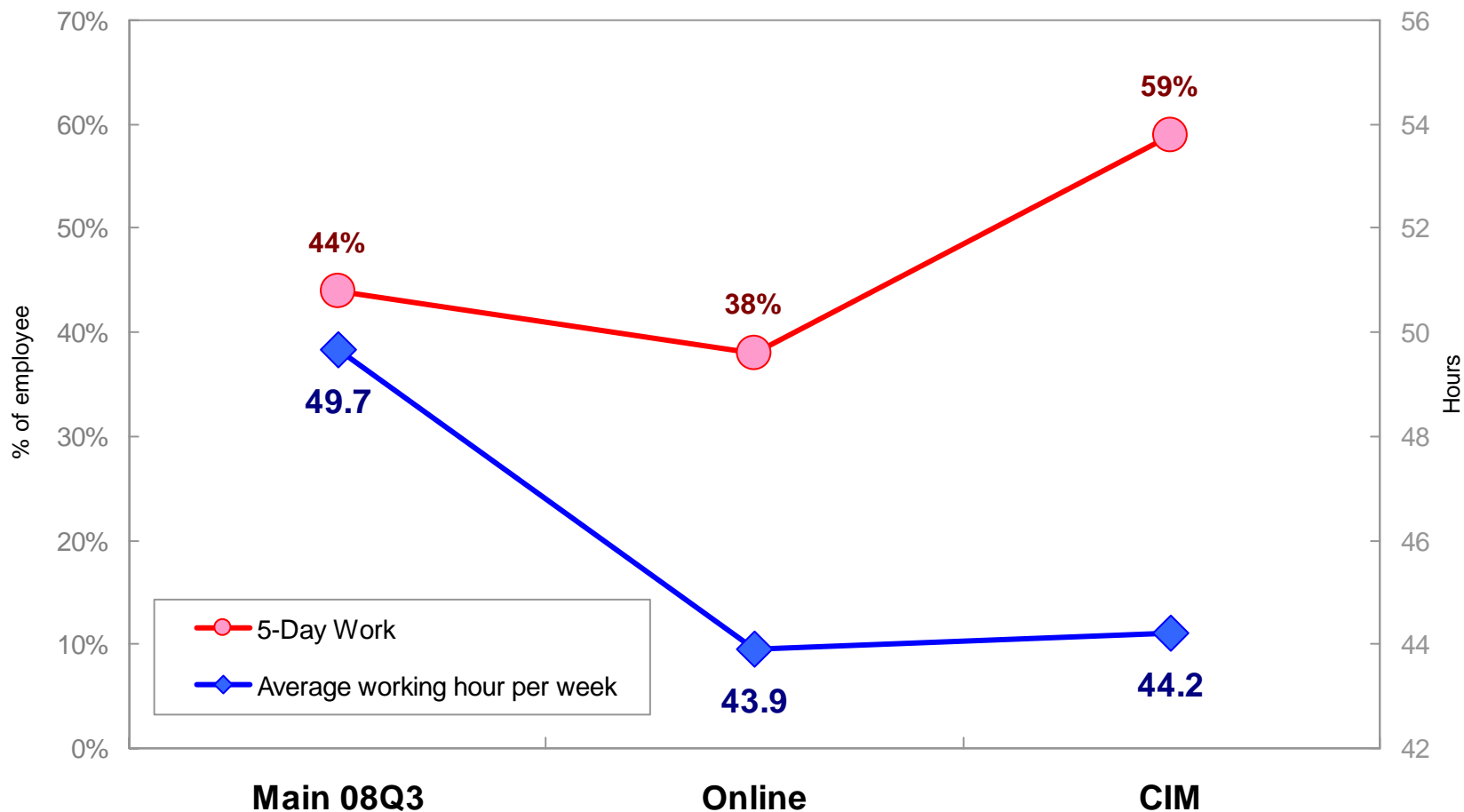
Profile: Main vs. Online vs. CIM

	Main 08Q3	Online	CIM
Total	3,229,200	601	78
Male	54%	37%	37%
Female	46%	63%	63%
Age 18-29	24%	49%	38%
Age 30-44	41%	41%	49%
Age 45-64	34%	10%	13%
Age 65+	1%	0%	0%
Primary or below	7%	0%	0%
Secondary	51%	38%	8%
Tertiary	42%	62%	92%
Manufacturing	7%	11%	14%
Construction	10%	6%	1%
Wholesales, Retail and Im/Export Trades, Restaurants and Hotels	19%	26%	17%
Transport, Storage and Communications	9%	6%	12%
Financing, Insurance, real estate and business services	25%	26%	40%
Community, Social and personal Services	29%	21%	12%
Others	2%	4%	4%

	Main 08Q3	Online	CIM
Total	3,229,200	601	78
Mid to Senior Management	18%	12%	46%
Professional	10%	9%	3%
General White Collar	39%	60%	47%
General Blue Collar	27%	15%	0%
Self-employed	4%	2%	1%
Others	2%	2%	3%
PI<\$8000	11%	13%	1%
\$8000-11999	27%	31%	8%
\$12000-19999	27%	30%	28%
\$20000-29999	18%	15%	28%
\$30000-49999	12%	7%	14%
\$50000+	5%	2%	20%
Company Size <50	38%	38%	39%
50-99	11%	12%	16%
100-199	8%	10%	9%
200-499	10%	10%	13%
500-999	6%	5%	5%
1000+	28%	24%	18%



5-Day Work & Working Hours: Main vs. Online vs. CIM



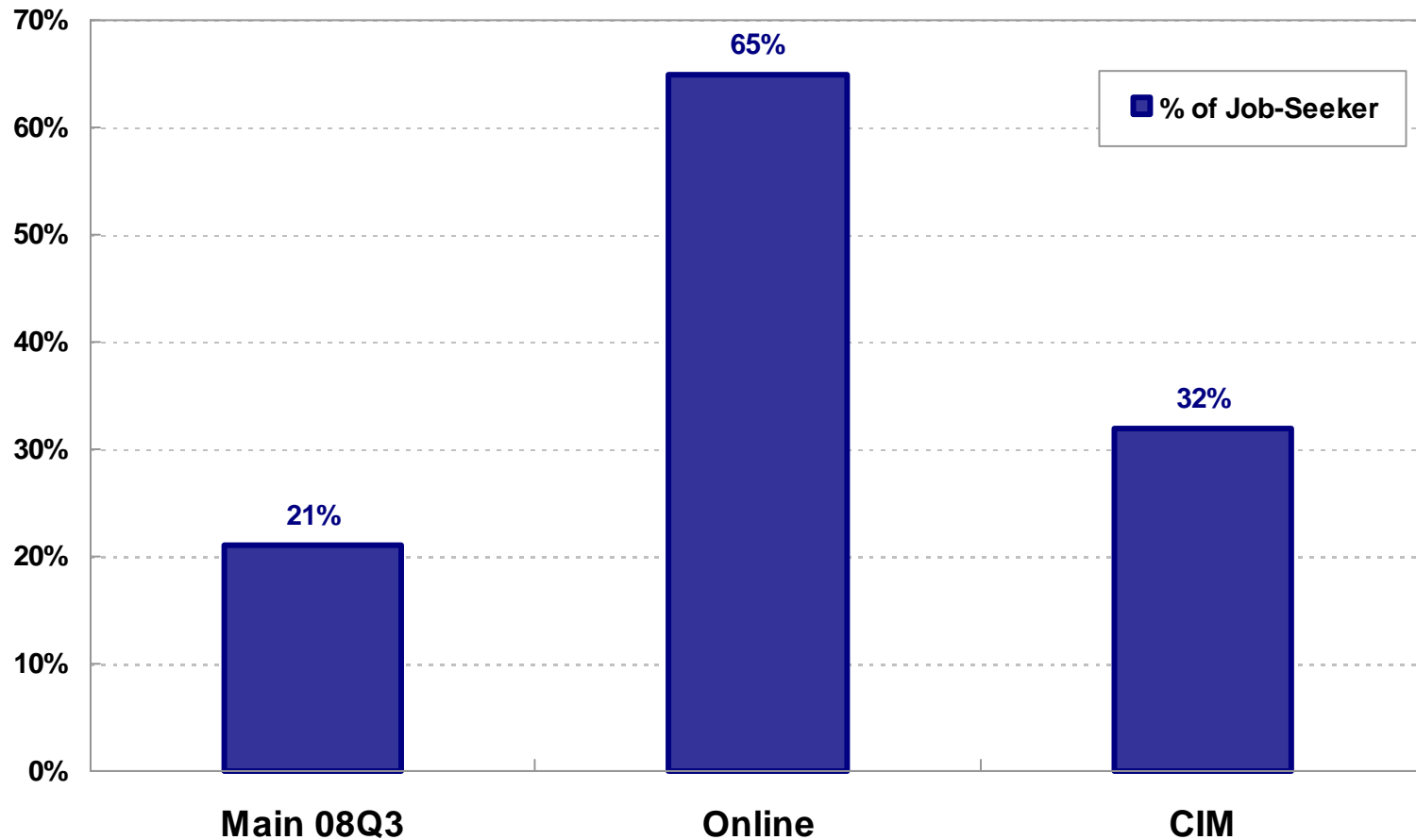
Base - Employee

Main 08Q3: 3,229,200 (projected); Online: 575; CIM: 78)

Source: HKUPOP; HeadlineJobs.com



Job-Seeking: Main vs. Online vs. CIM

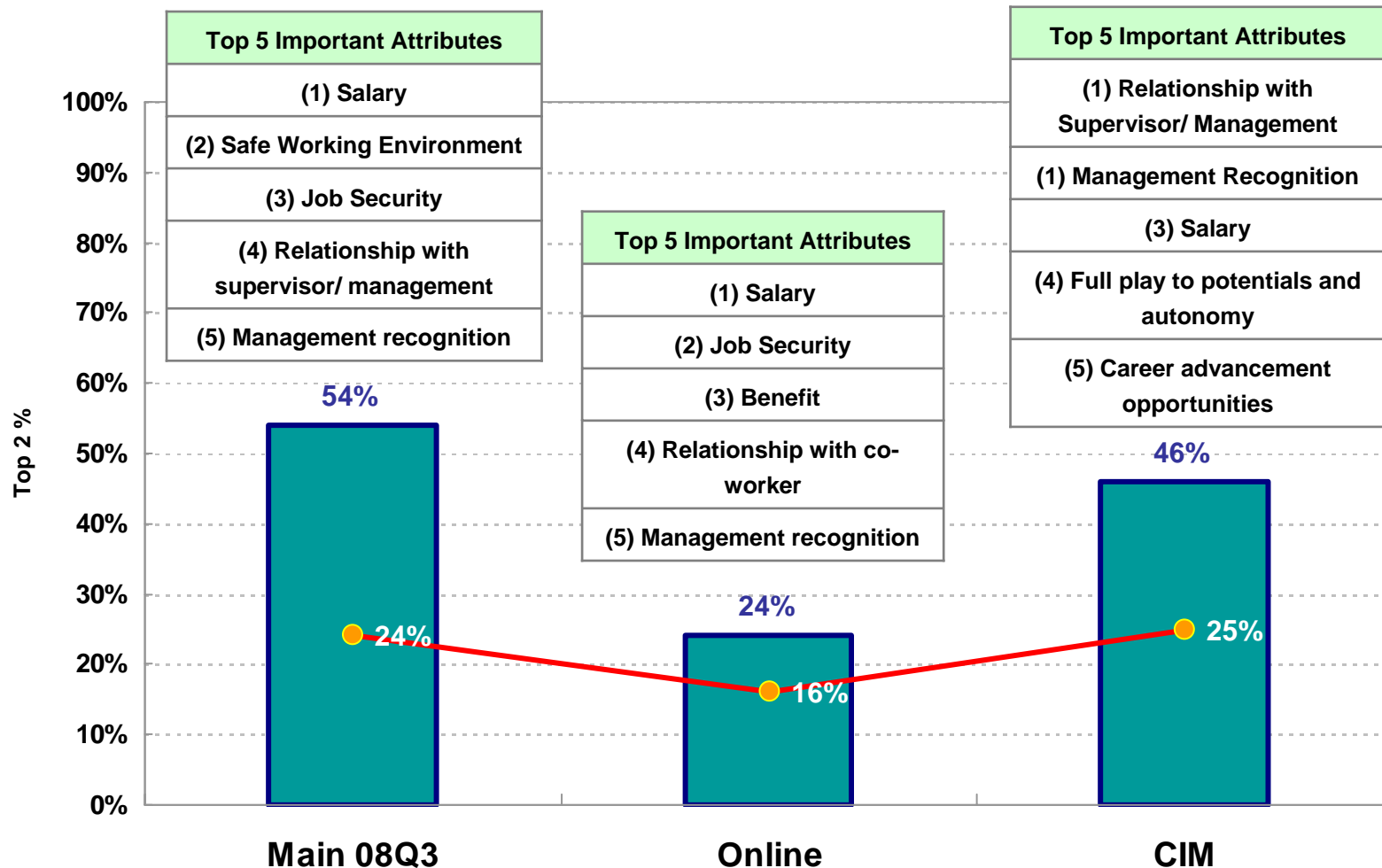


Base - Employee
Main 08Q3: 3,229,200 (projected); Online: 575; CIM: 78

Source: HKUPOP; HeadlineJobs.com



Employee Job Satisfaction: Main vs. Online vs. CIM



Base:
Employee- Main 08Q3: 3,229,200 (projected); Online: 575; CIM: 78)
Job Seeker- Main 08Q3: 681,800 (projected); Online: 372; CIM: 24)

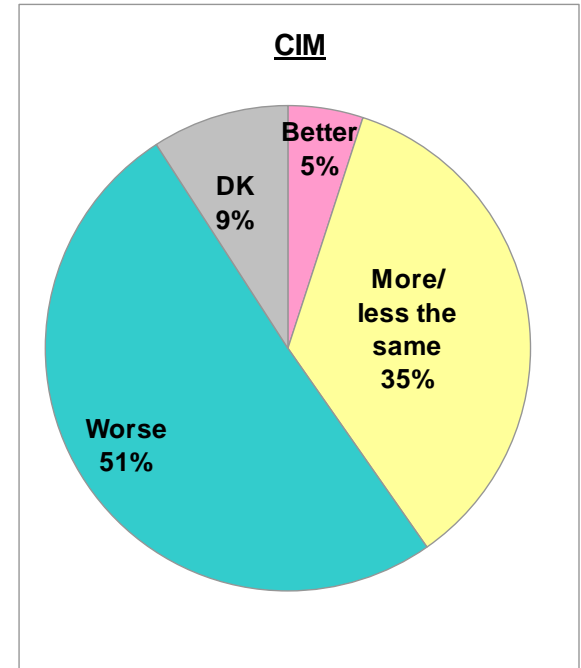
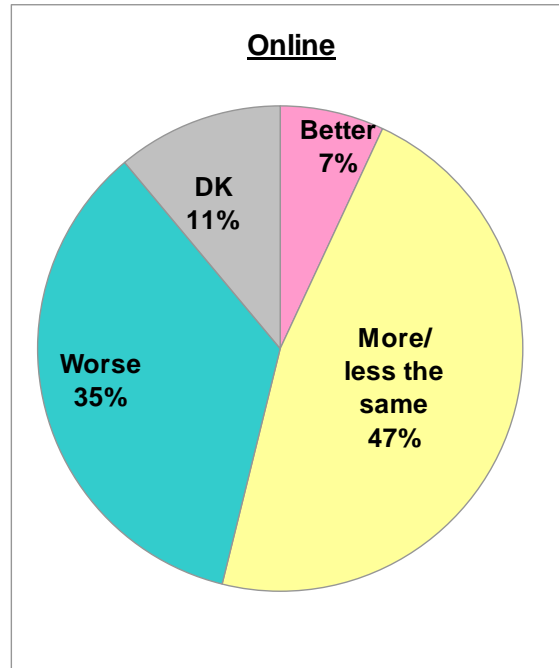
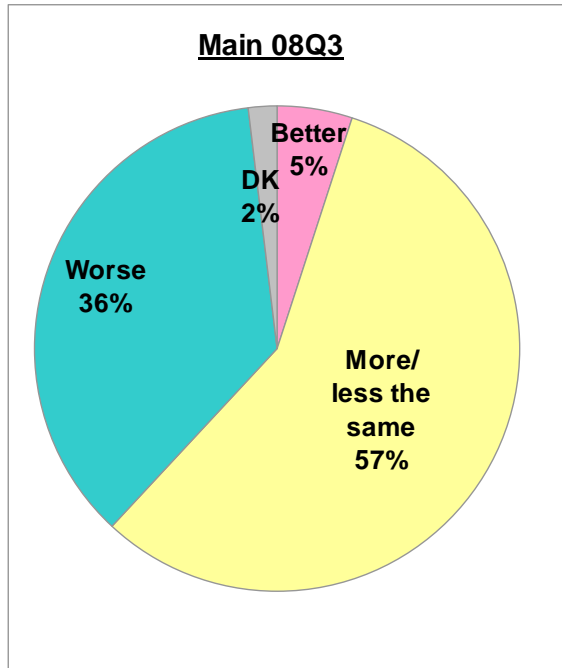
Employee Job Seeker

Source: HKUPOP; HeadlineJobs.com



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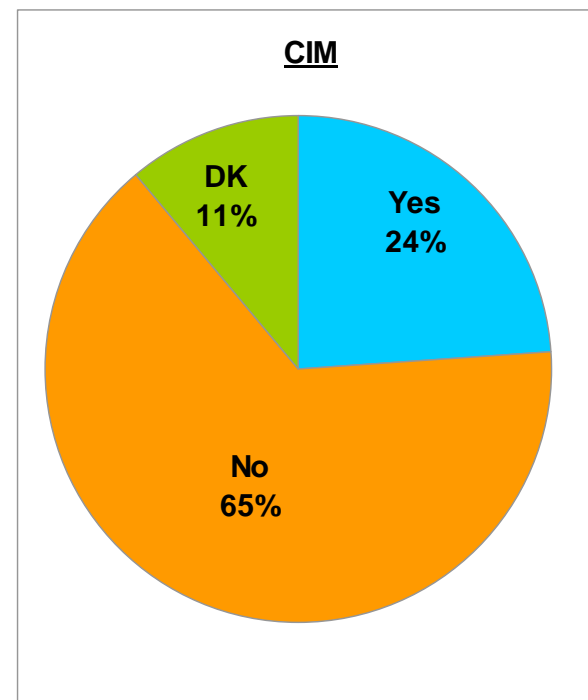
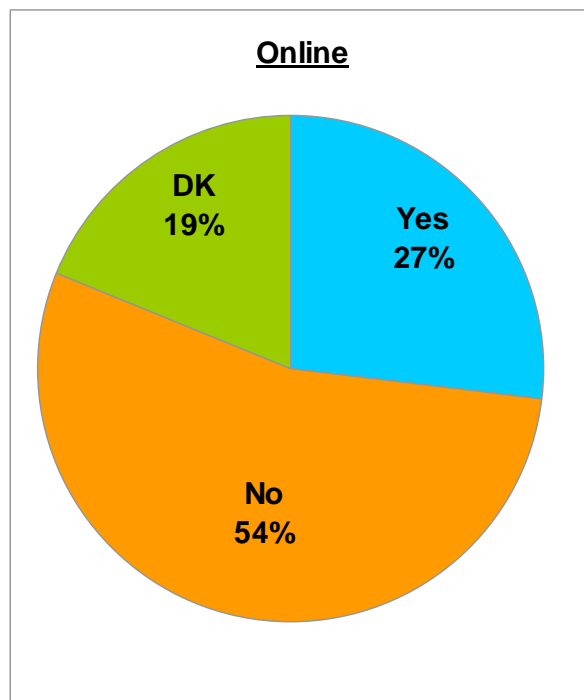
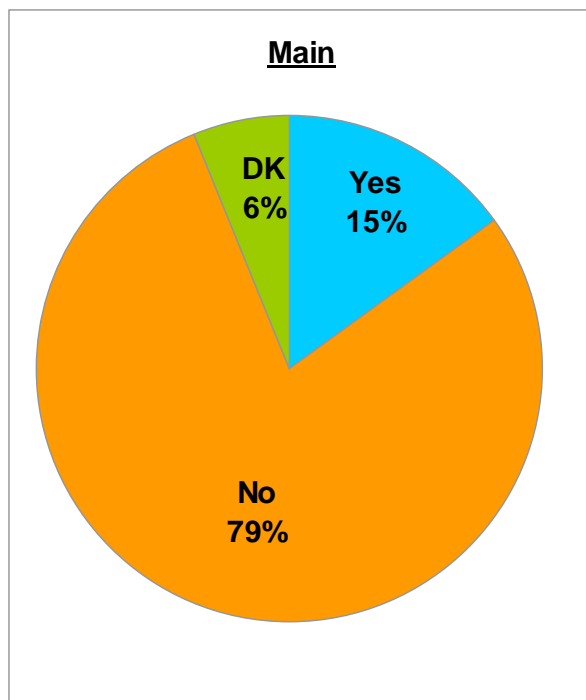
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The End