



Stop Searching Start Matching



HeadlineJobs Quality Workplace Index 2008 - First Quarter

HeadlineJobs 職場滿意指數 2008第一季調查

Results Highlights

Speaker:

Dr Robert Ting-Yiu Chung

Director, Public Opinion Programme

The University of Hong Kong



about HeadlineJobs Quality Workplace Index

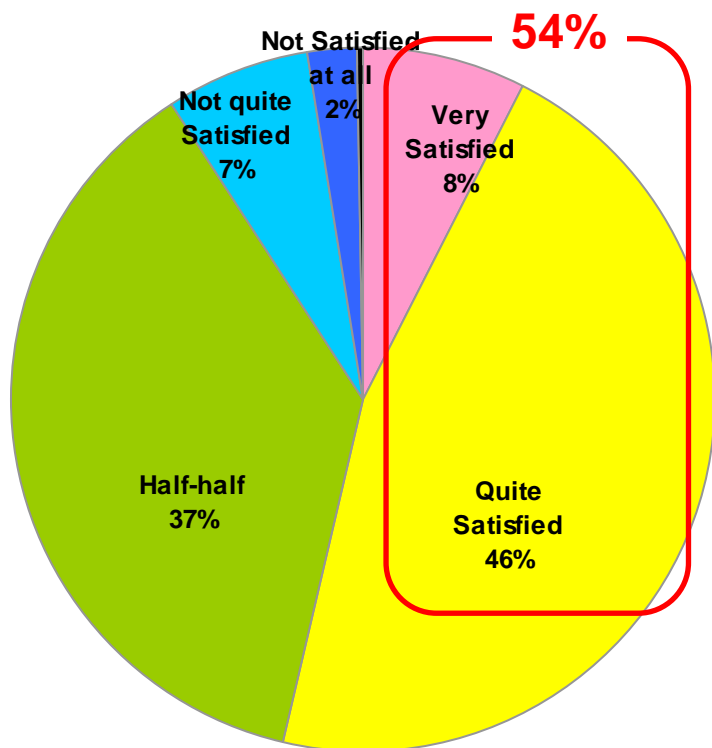
- Objective of the index
 - To study HK employees' job satisfaction level using a scientific approach
- Technical background
 - The survey instrument was co-developed by HeadlineJobs and the Public Opinion Programme at the University of Hong Kong,
- Methodology and sampling
 - Random telephone survey conducted by real interviewers
 - Target respondents being HK working population of age 18 or above
 - Sample size being 1000 successful cases per quarter
- Areas of investigation
 - Overall job satisfaction of employees
 - Employers' perception of employees' job satisfaction
 - Motivators for job satisfaction



Overall Job Satisfaction

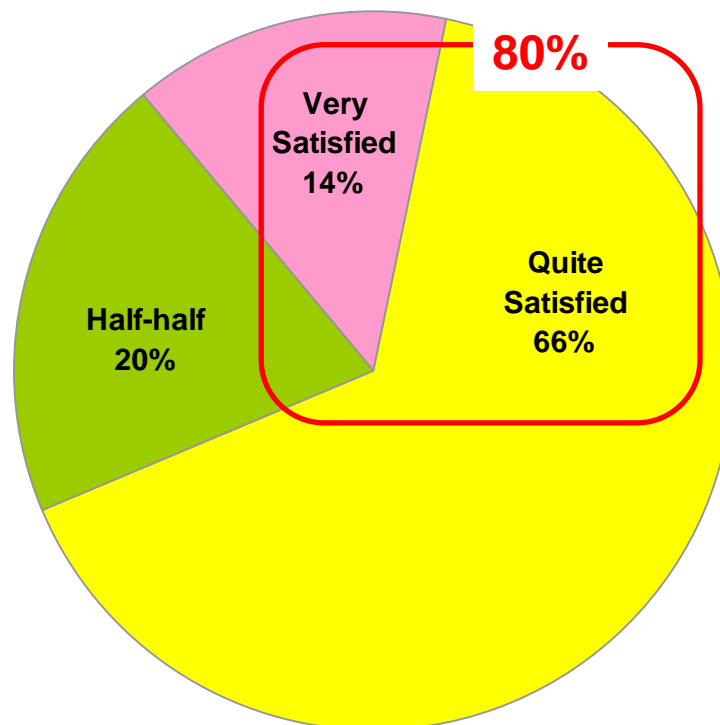
Employees' Job Satisfaction vs Employers' Perception

Q1: Overall, how satisfied are you with your current post of work?



Base: Employees (3,058,000)

Q1a: Overall, how satisfied do you think your staff is with their current post of work?



Base: Employers (107,000)



Motivators for Employee Job Satisfaction

Top 10 rated factors to Job Satisfaction

Employees

1. Pay / salary
2. Relationship with co-worker
3. Feeling safe in the work environment
4. Job security
5. Relationship with immediate supervisor
6. Management recognition
7. Benefits
8. Communication between employee and senior management
9. Opportunities to use skills and abilities in work
10. The contribution of the employee's work to the overall business goal of the organization

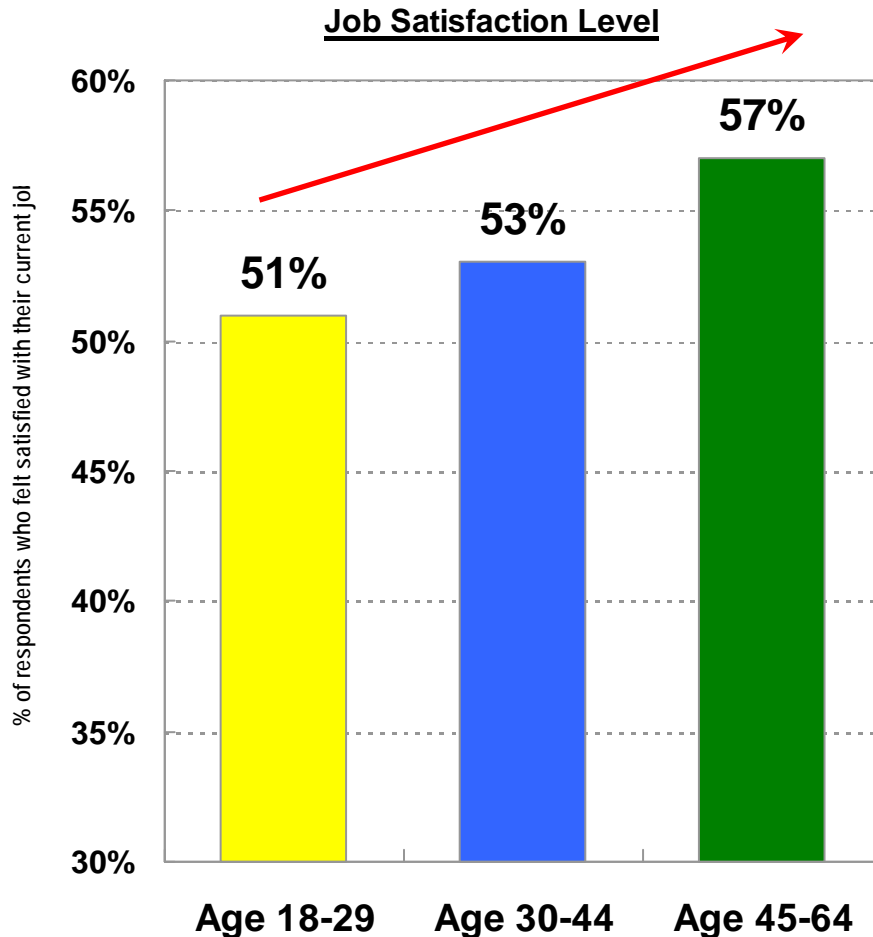
Employers

1. Relationship with co-worker ✓
2. Communication between employee and senior management ✓
3. Job security ✓
4. Pay / salary ↑
5. The contribution of the employee's work to the overall business goal of the organization ↓
6. Opportunities to use skills and abilities in work ↓
7. Feeling safe in the work environment ↑
8. Relationship with immediate supervisor ↑
9. Overall corporate culture ✗
10. Organization's commitment to professional development ✗

Note: Rank by Top 2 %



Job Satisfaction by Age



Base: Population of respective segments

Target: HK Working Population aged 18 or above

Sample Size: 1,003

Source: HKUPOP

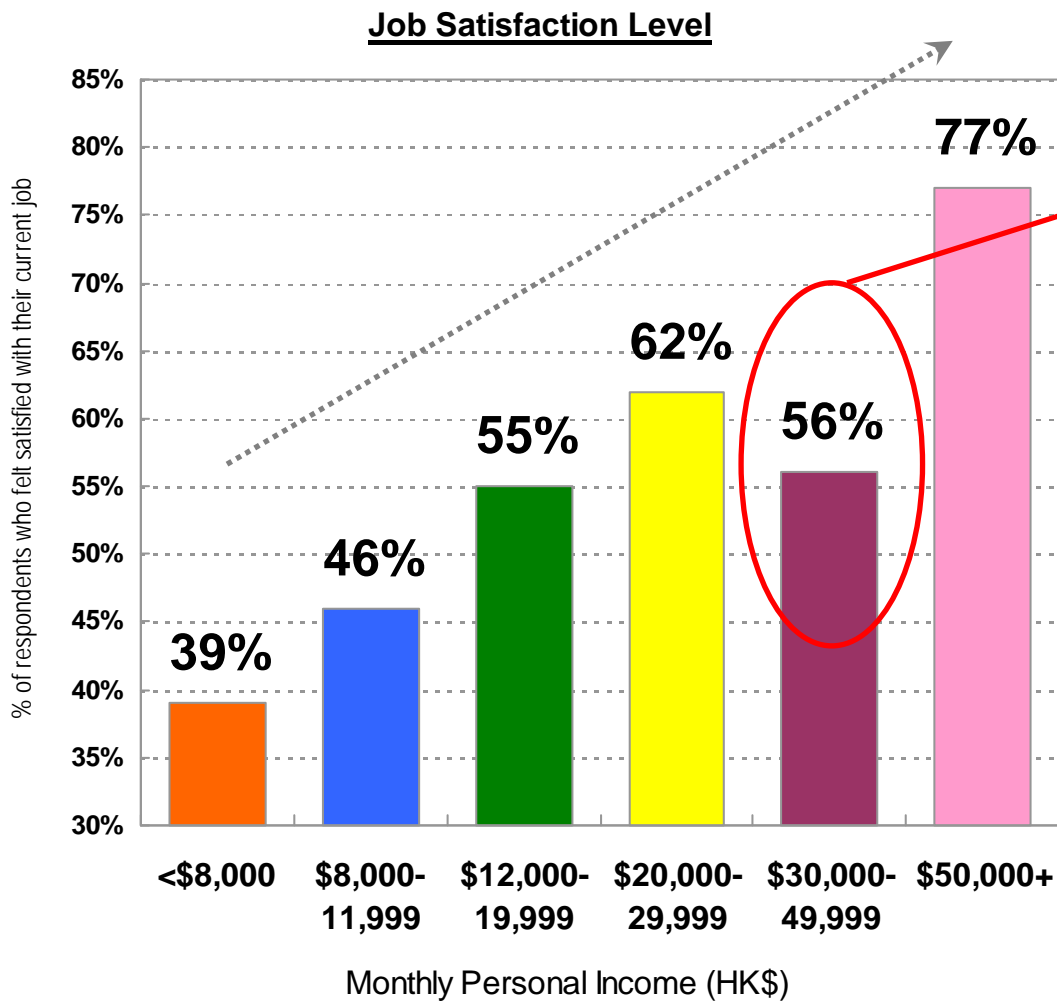
Prepared by HeadlineJobs Research (08 Mar)



The most important motivators for job satisfaction by age-group

- **Young Group (aged 18-29)**
 - **Management Recognition**
- **Mid-age Group (aged 30-44)**
 - **Autonomy on Decision Making**
- **Mature Group (aged 45-64)**
 - **Job Security**

Job Satisfaction by Income



What is most important?

- Relationship with Immediate Supervisor

Why are they dissatisfied?

- Management Recognition

Base: Population of respective segments

Target: HK Working Population aged 18 or above

Sample Size: 1,003

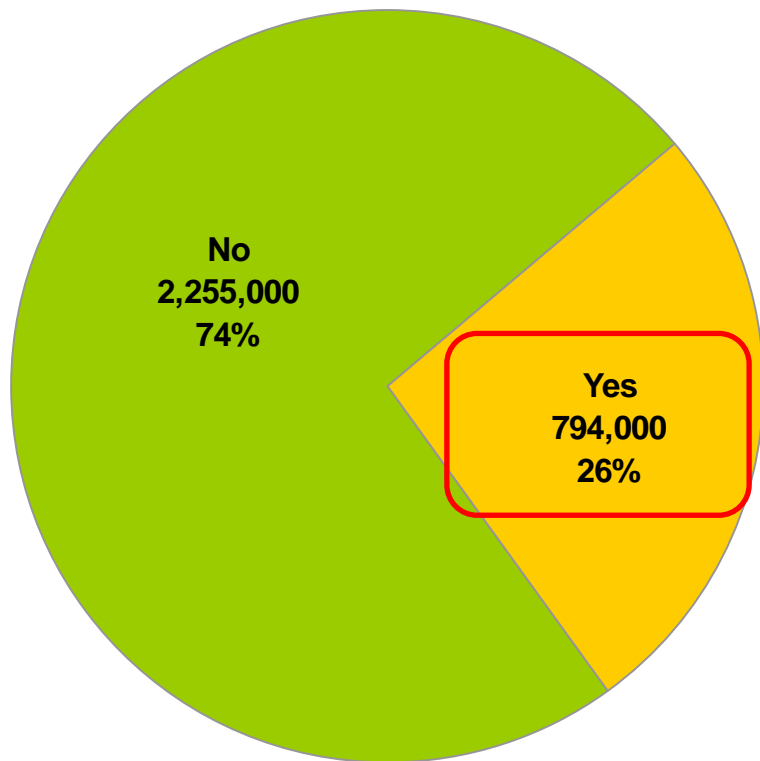
Source: HKUPOP

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Job Retention vs Job Satisfaction

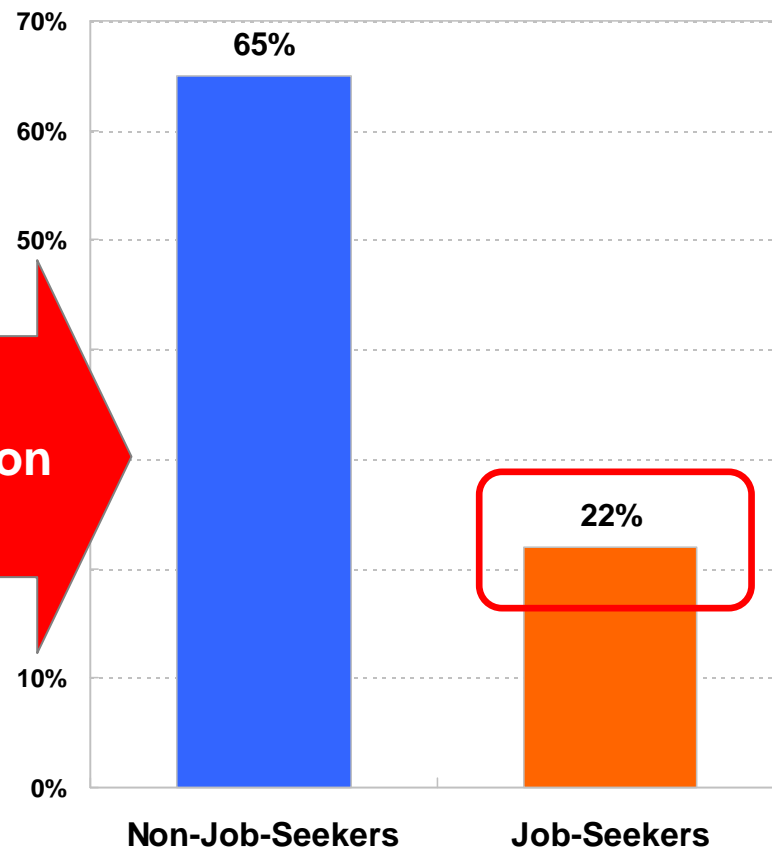
Will you consider looking for a new job in coming 3 months?



Base: Employee (3,049,000)



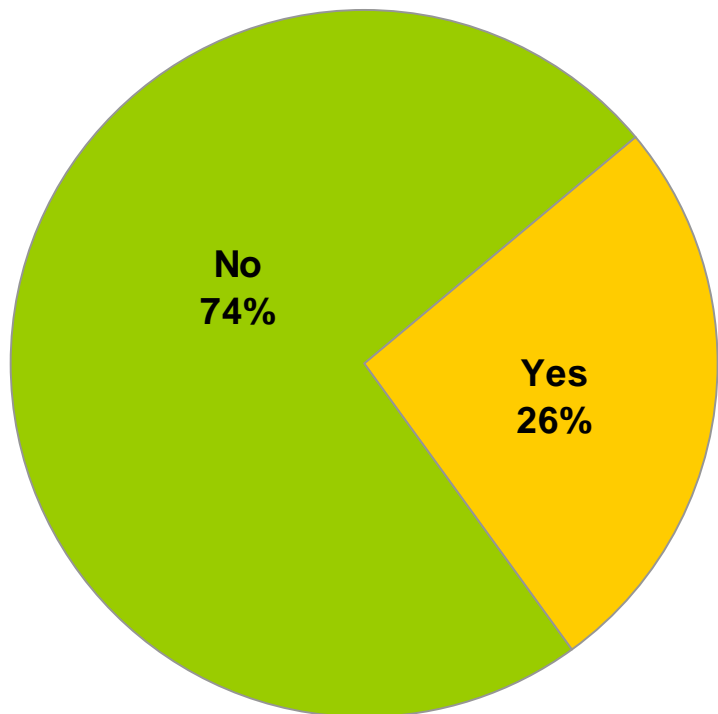
% of respondents satisfied with their current jobs



The future of Recruitment

Recruitment Websites

Will you consider looking for a new job in coming 3 months?



Base: Employee (3,049,000)

	Via what channel(s)?	Percentage
1	Recruitment Websites	58%
2	Newspapers	49%
3	Personal Networks	36%
4	Recruitment Agents	22%
5	Labour Department	15%
6	Recruitment Magazines	11%

Base: Job Seeker (794,000)



Conclusion

- Quality Workplace = High Job Satisfaction = Job Retention
- Work/Life Balance Programs become very important tools for retention of talents
- There could be many ways to improve job satisfaction besides salary
- Quality Workplace Index will become more and more important in promoting job satisfaction and employer-employee understanding
- Ideas welcome! Participation even more welcome!





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Thank You!