



# JobsDB Job Seeker Salary Report 2008

**JobsDB.com**

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## Introduction

To let job seekers better prepare for job hunting and employers have a better understanding on the recruitment market's salary scales, JobsDB has compiled a salary report based on the most updated information of the present salaries of job seeker members obtained through an online questionnaire. More than 5,800 responses were received to consolidate this report.

## Scope and Methodology

### 1. Objective

The aim of this survey is to collect information on the salary adjustment of job seekers in different job functions in Hong Kong between 2007 and 2008. Besides, information on whether job seekers have changed jobs and their job-hunting intentions, benefits and bonus received in 2008 are collected for analysis. These findings will help:

- 1) Job seekers review their present salary, and adjust their expected salary / benefits when they go job hunting.
- 2) Companies make informed hiring decisions, and pay/benefit adjustment on the current staff.

### 2. Survey Coverage

The survey covered 5,816 job seekers coming from 15 job functions. Among them, 73% of job seekers did not change jobs in 2008. The remaining 27% changed jobs in 2008.

### 3. Datum Point

Present basic monthly salaries (excluding any bonuses, but including commission) of surveyed job seekers as at 1 May 2008 were recorded and adjustment of basic monthly salaries compared with that in 2007 is also captured. Fringe benefits and whether job seekers have changed jobs in 2008 and their job-hunting intentions are also surveyed.

### 4. Data Collection Method

The survey was conducted by an online questionnaire. Job seekers were invited through e-mail to fill in the questionnaire by early June 2008.

## Scope and Methodology (con't)

### 5. Data Analysis

Surveyed job seekers were requested to provide data of their basic monthly salaries in 2008, salary adjustment compared with that in 2007, whether they have changed jobs in 2008 or are looking for new jobs, reasons of changing jobs in 2008 or looking for new jobs, degree of urgency in looking for new jobs and benefits received in 2008.

The data was analyzed to determine the “arithmetic average” for basic monthly salaries, salary adjustment, satisfaction rate and bonus received. For the situation of having changed jobs or looking for new jobs and benefits provided, “percentage” was to be determined.

Separate analyses were carried out by grouping the job positions according to their job functions and career levels. Another analysis was conducted to identify any differences that might exist:

- 1) among 15 job functions
- 2) between the status of whether having changed job in 2008

## Definitions

**Basic monthly salary (HK\$):** the monthly salary excluding any bonuses but including commission in a particular job position as at 1 May 2008.

**Salary adjustment (%):** the adjustment of basic monthly salary in a particular job position in 2008 compared with that in 2007

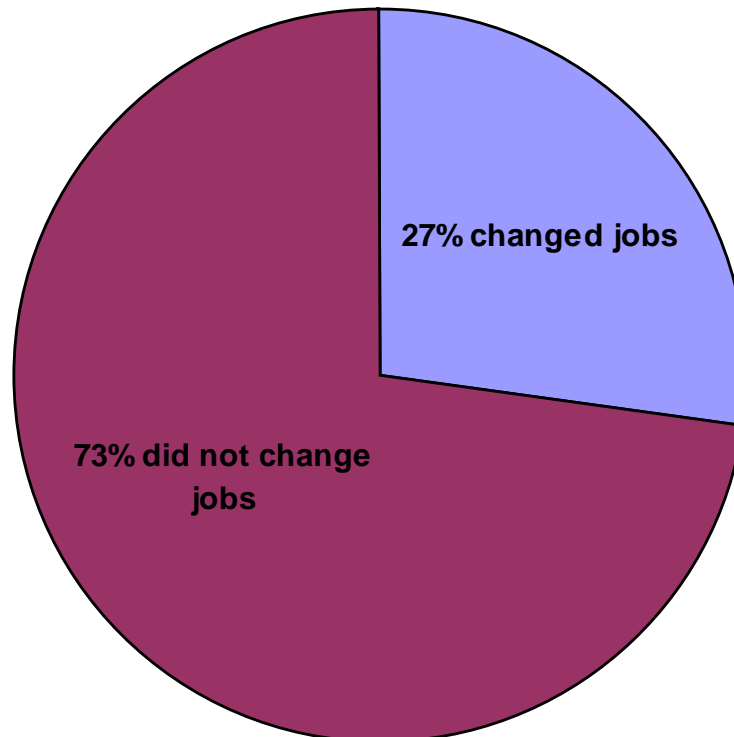
**Arithmetic average:** a mathematical average of a set of data values (basic monthly salaries, salary adjustments, and bonus received). The upper and lower 5% of the data are being trimmed to avoid the extreme values.

## 1. Job-hunting Intentions and Reasons

### 1.1 Job-changing Status of Respondents in 2008

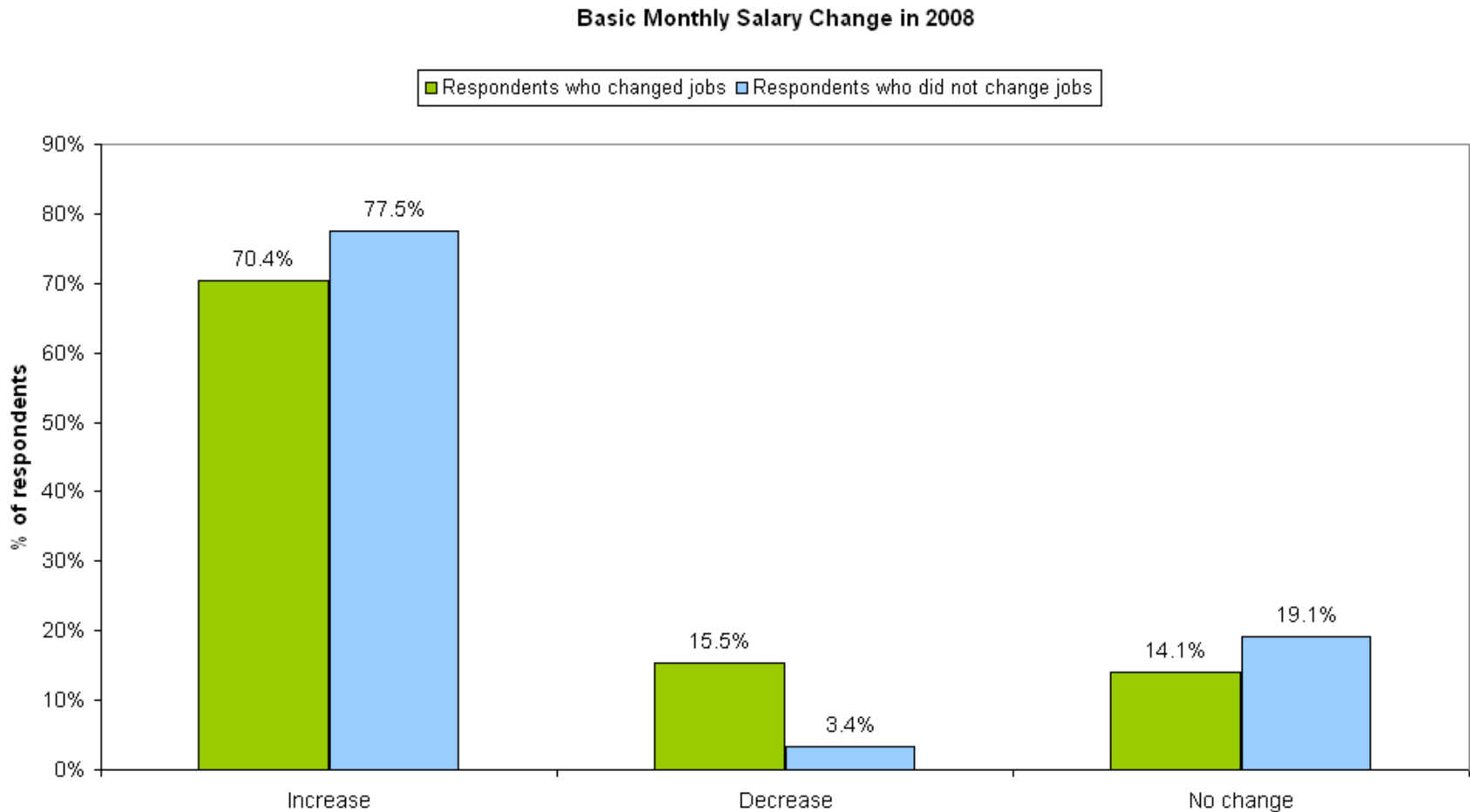
The survey has found that job seekers have high intention of changing jobs. Among the respondents, more than a quarter (27%) changed jobs in 2008, and 73% stayed in their existing jobs.

**Distribution of Job-changing Status of Respondents in 2008**



## 1.2 Basic Monthly Salary Change in 2008

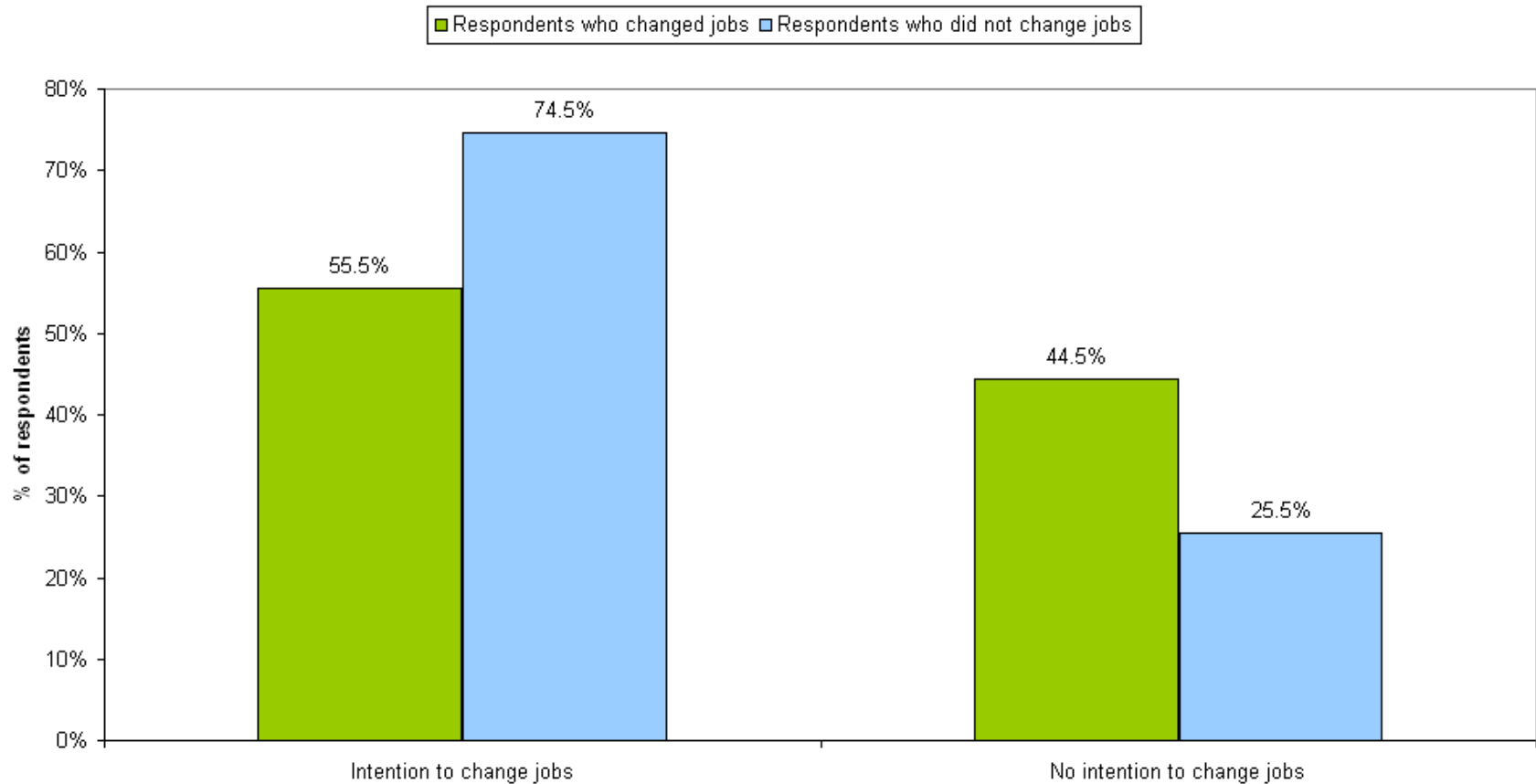
Among respondents having changed jobs, more than 70% got a pay rise. More than 15% (15.5%) of respondents changed jobs even though they got a pay cut.



### 1.3 Intention to Change Jobs in the Future & Degree of Urgency in Looking for New Jobs

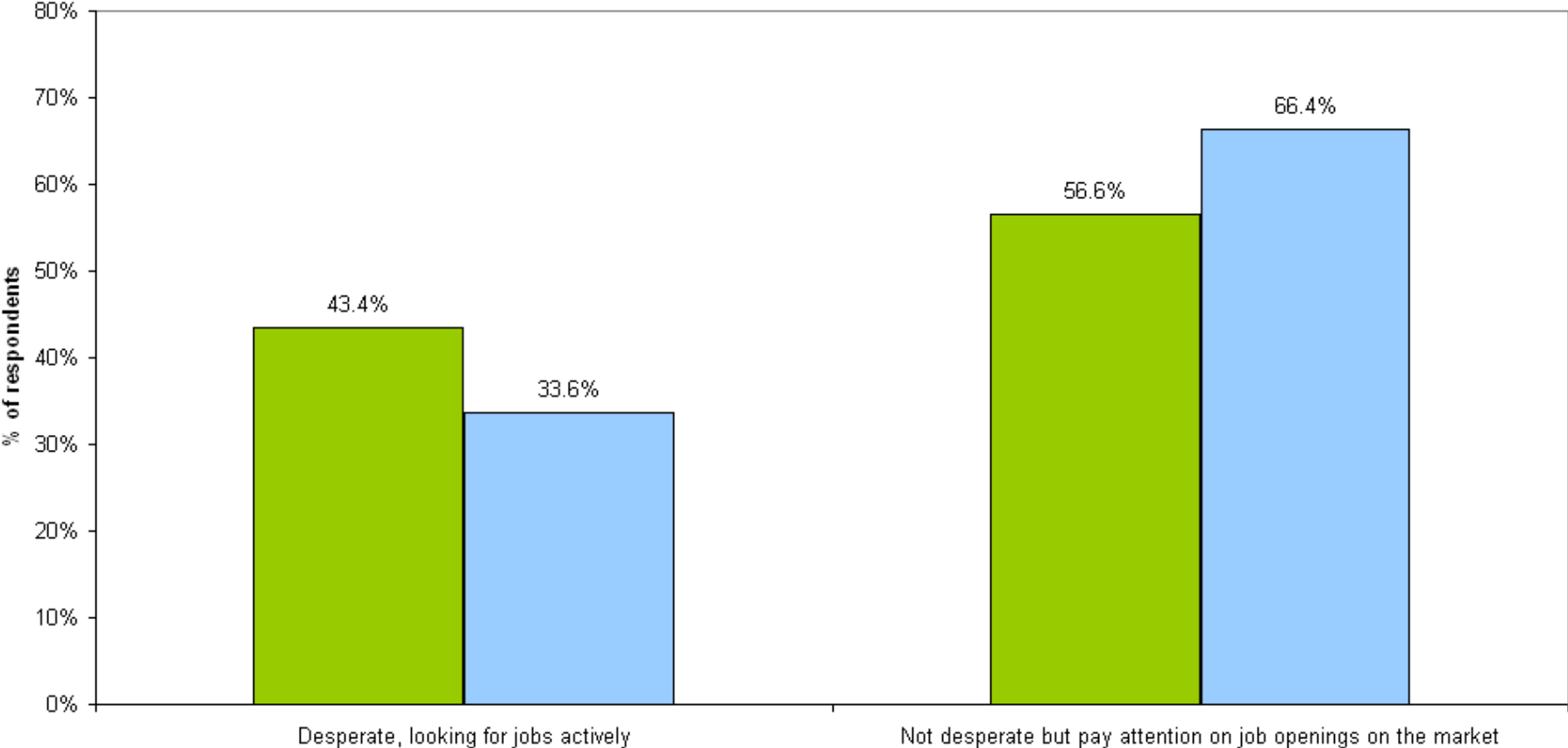
For respondents who changed jobs, more than half (55.5%) have intention to change their present jobs. Among them, 43.4% are urgent to look for new jobs. For those who did not change jobs, 74.5% have intention to change jobs. Among them, about one-third (33.6%) are urgent to look for new jobs.

Intention to Change Jobs in the Future



Degree of Urgency in Looking for New Jobs

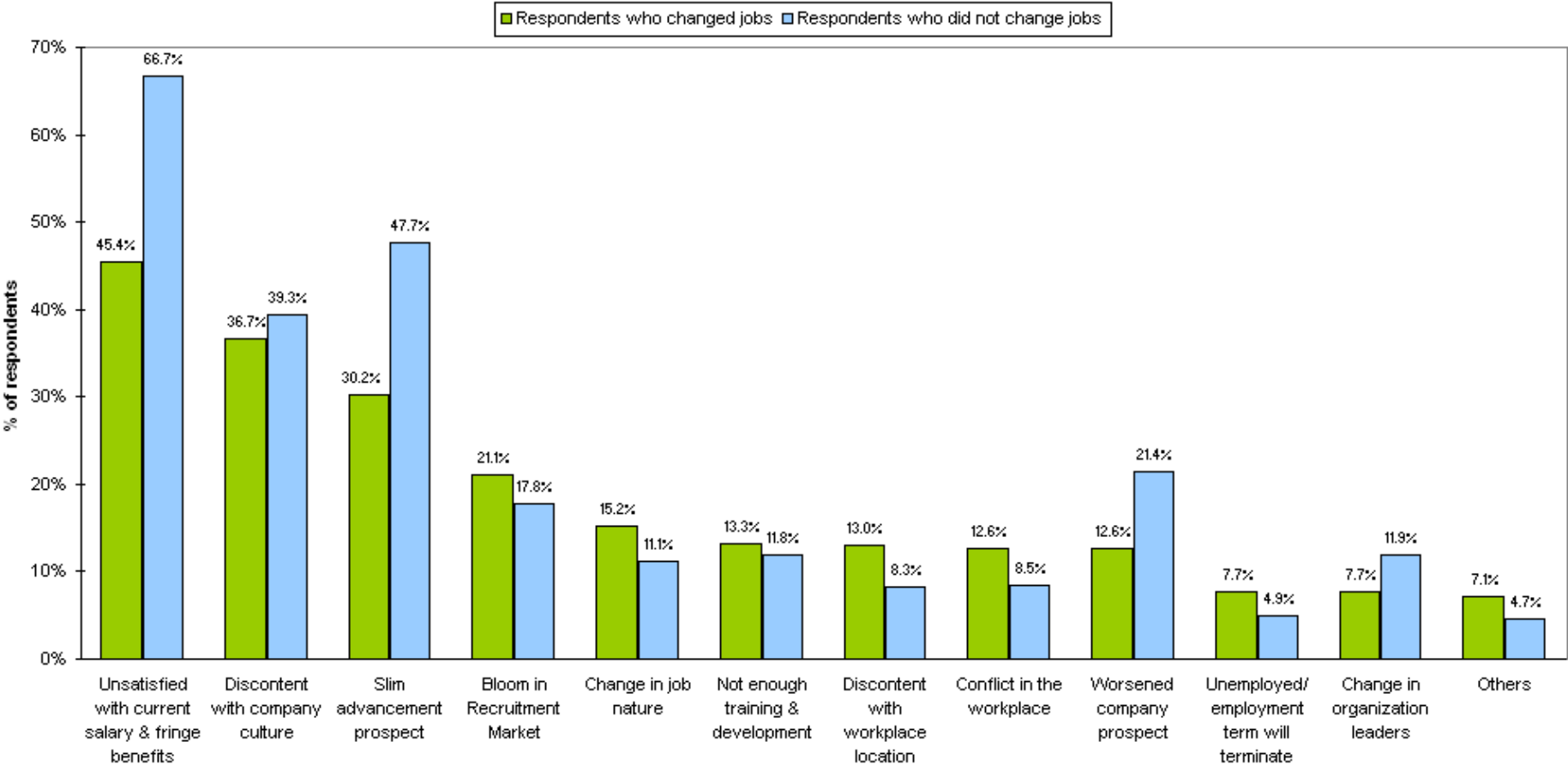
■ Respondents who changed jobs ■ Respondents who did not change jobs



### 1.4 Reasons of Looking for Jobs

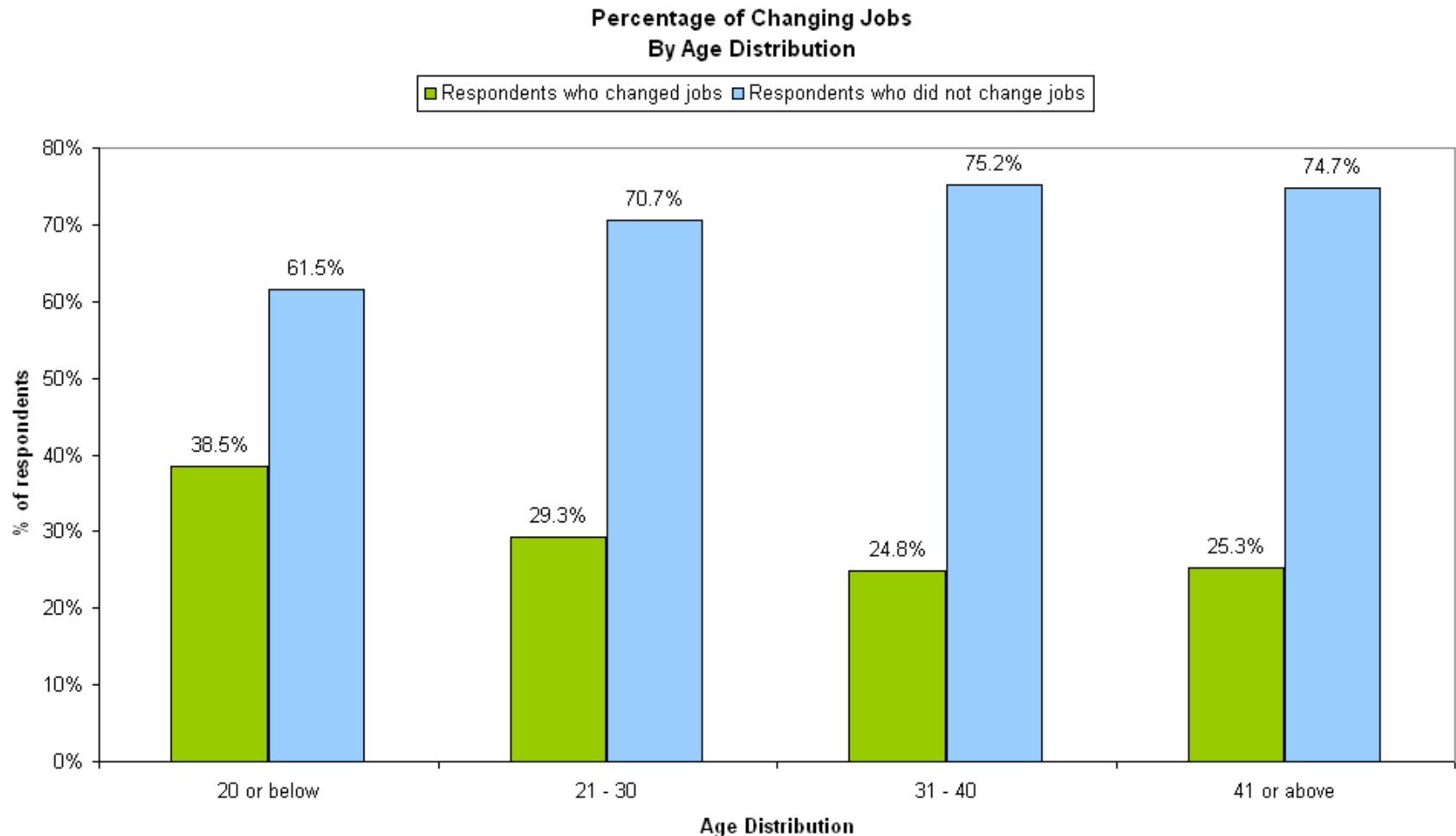
For respondents who intend to change jobs (no matter they have changed a job or not), the main reason to look for jobs is “unsatisfied with current salary & fringe benefits” (45.4% for those who changed jobs, and 66.7% for those who did not change jobs). The other important reasons are slim advancement prospect (30.2% and 47.7%), and discontent with company culture (36.7% and 39.3%).

Reasons of Looking for Jobs

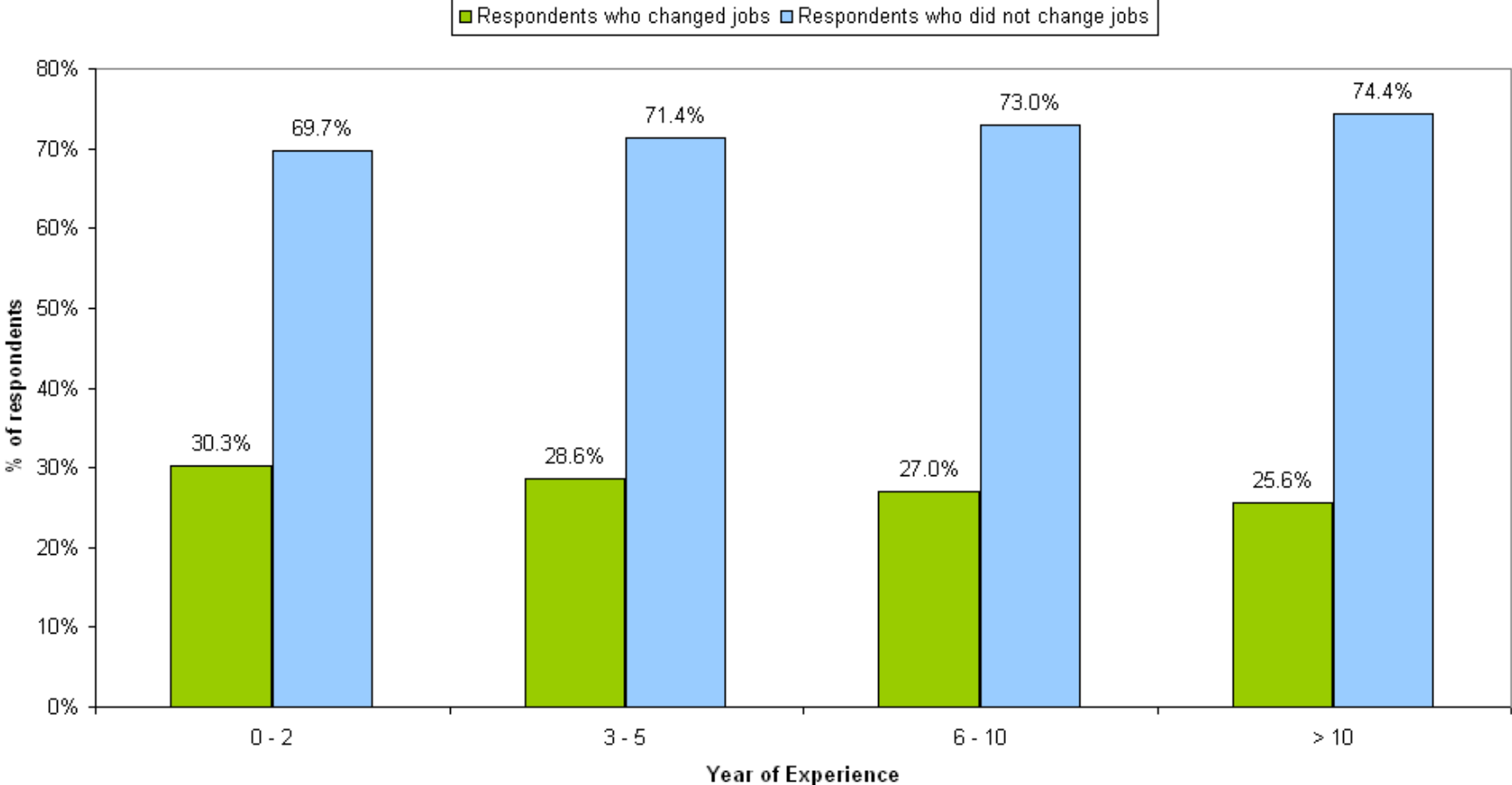


### 1.5 Percentage of Changing Jobs – By Age Distribution / By Year of Experience

For respondents in the age group of 20 or below, nearly 40% have changed their jobs. Compared with other age groups, their percentage of changing jobs is the highest. Working experience is not an important factor in affecting job-changing behaviour. The percentages of respondents having changed jobs in all age groups are similar (around 70%).



Percentage of Changing Jobs  
By Year of Experience

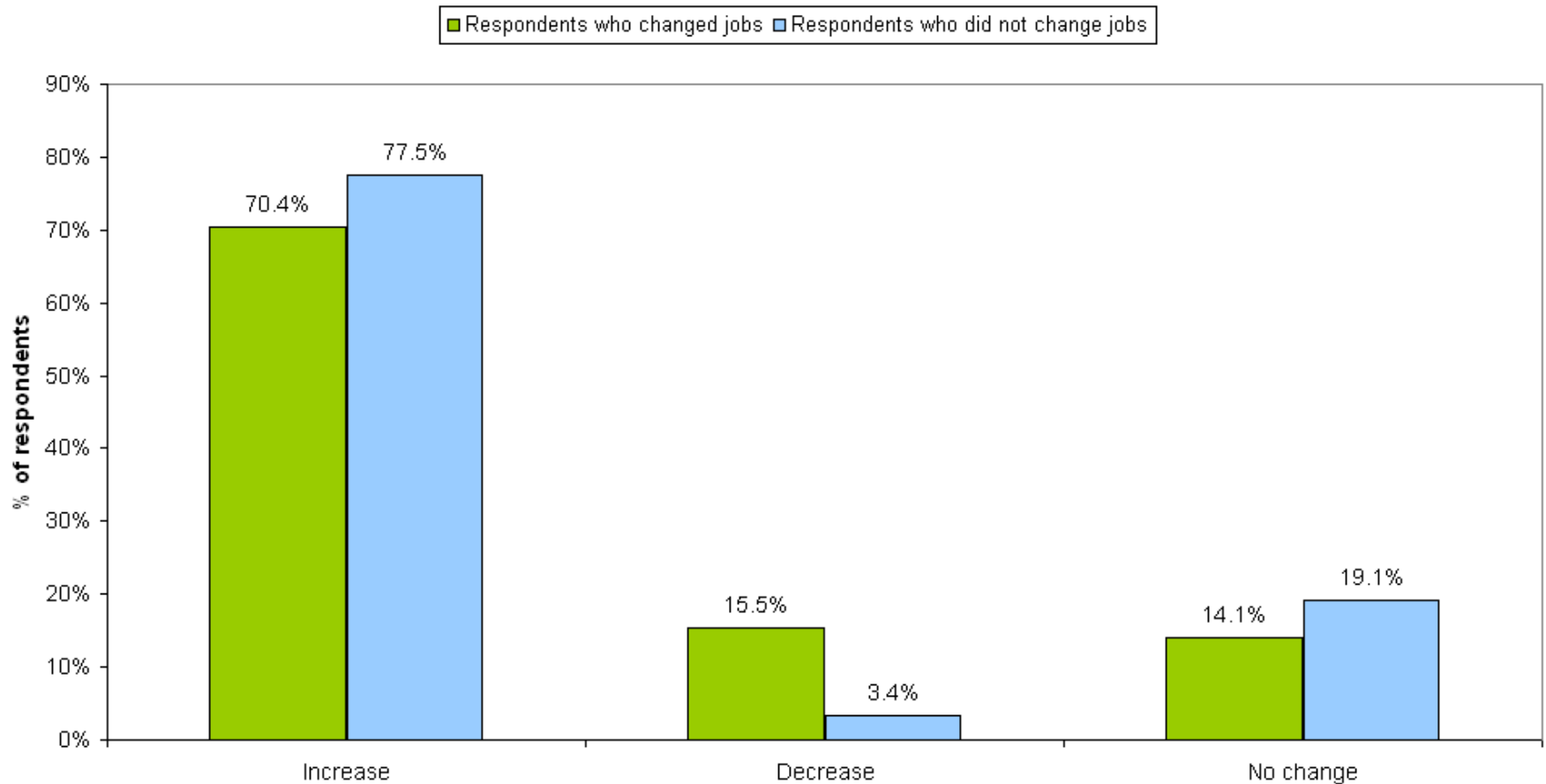


## 2. Salaries & Benefits of Respondents Who did not Change Jobs

### 2.1 Salaries of Respondents Who did not Change Jobs

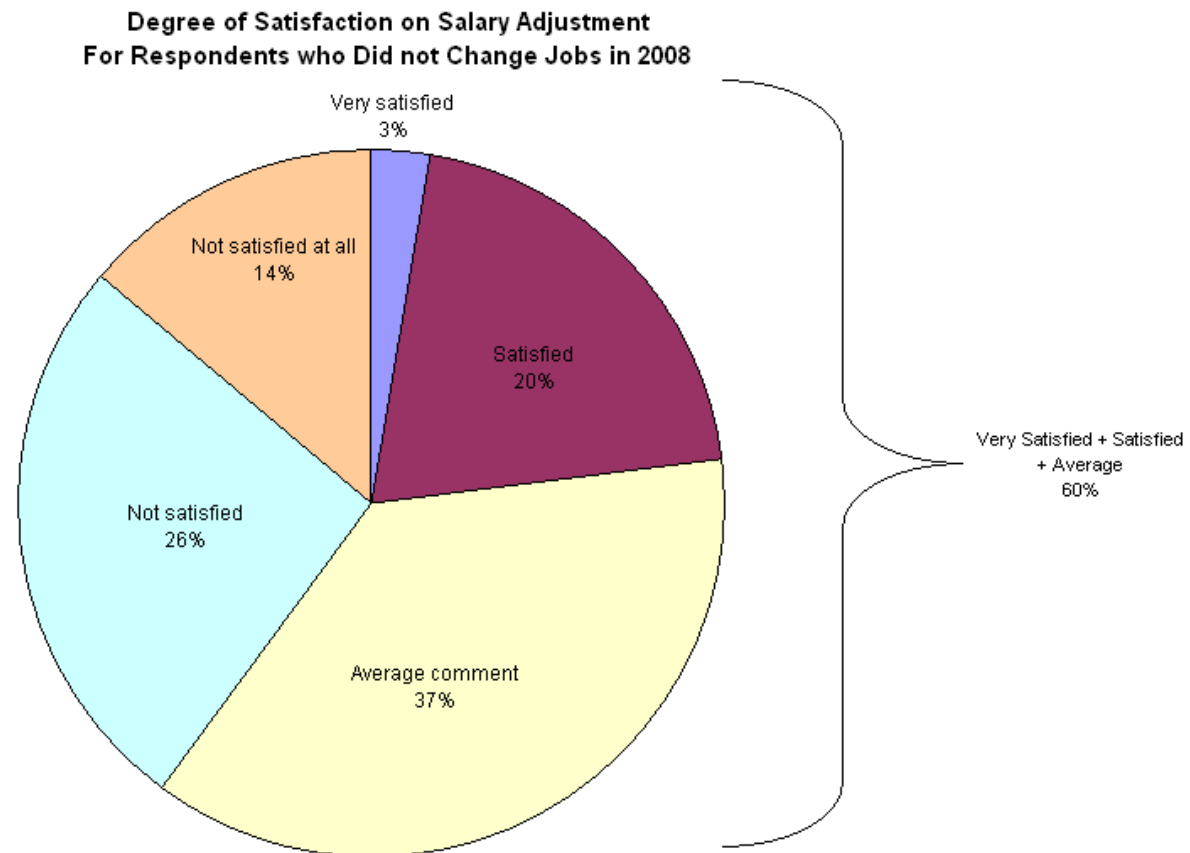
Among respondents who did not change jobs, 77.5% got a pay rise and 3.4% had a pay cut.

Basic Monthly Salary Change in 2008

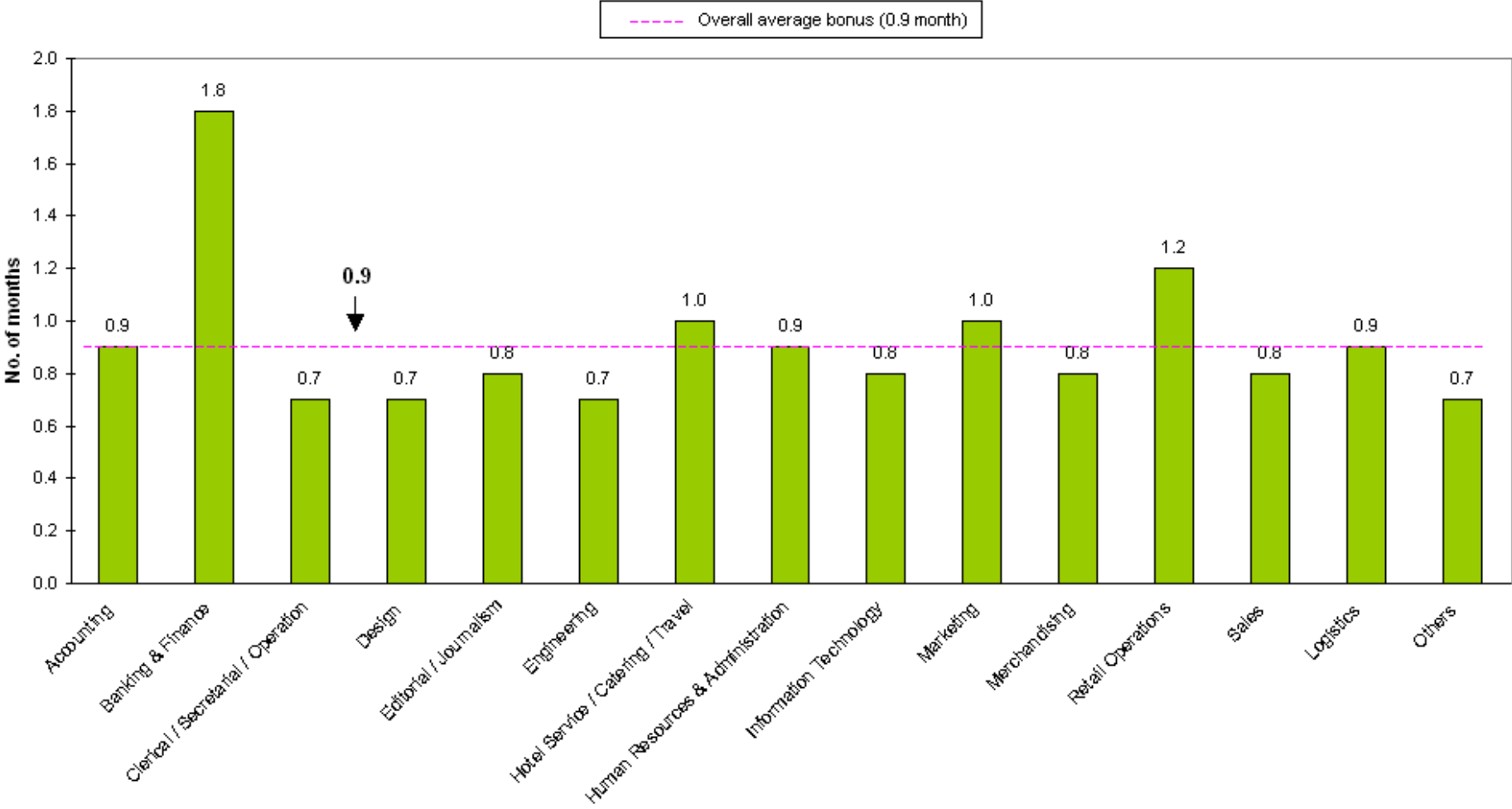


## 2.2 Degree of Satisfaction on Salary Adjustment & Bonus Received

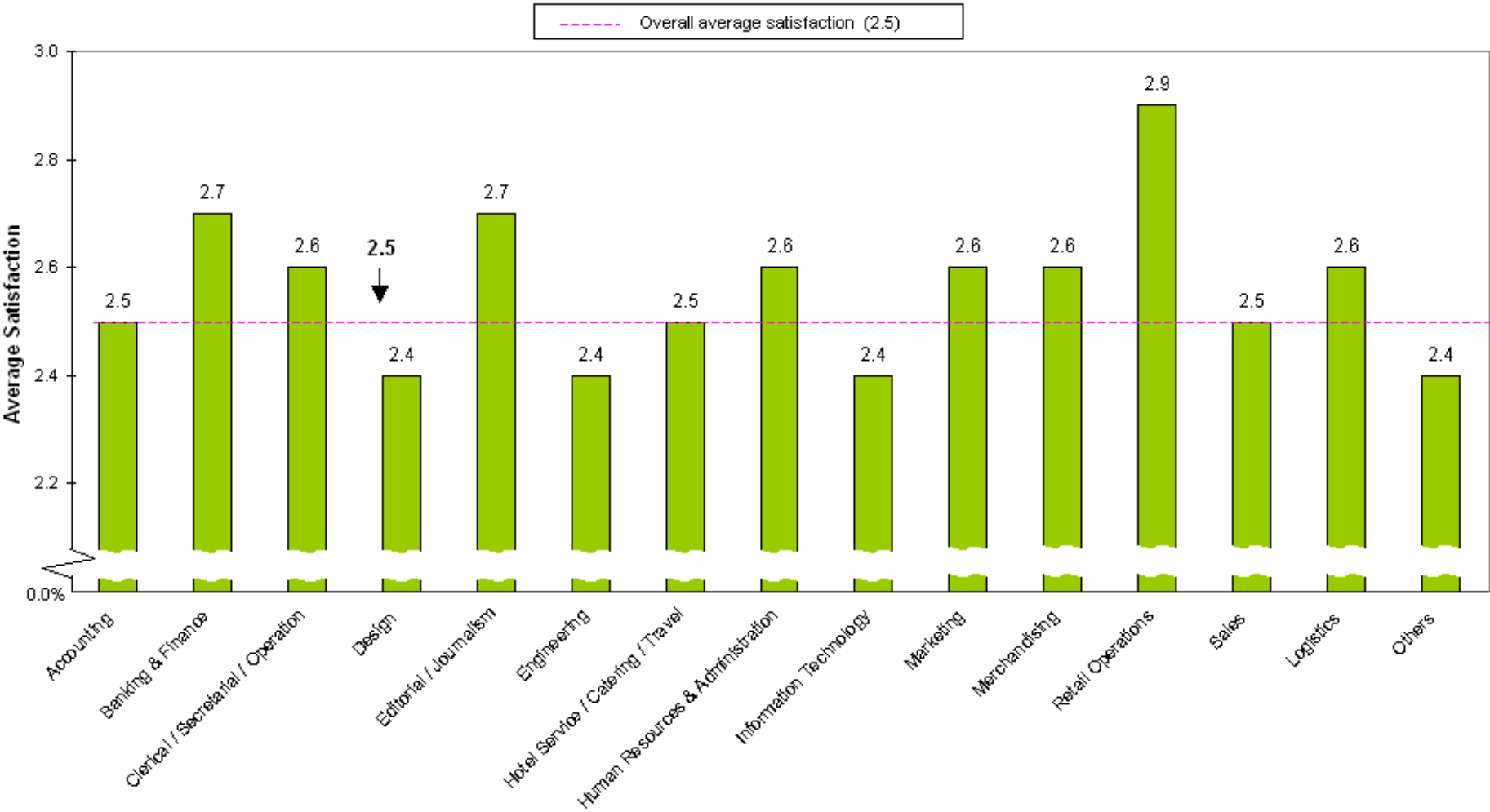
Among these respondents, most are satisfied with their salary adjustment since a total of 60% of them are either very satisfied, satisfied or show average comments. The overall amount of bonus received in 2008 was 0.9 month of salary. Respondents in banking and finance received the largest amount of bonus (1.8 months), followed by retail operations (1.2 months), and hotel service / catering / travel and marketing (1 month). Respondents in retail operations are the most satisfied with the bonus received (scored 2.9 marks on the satisfaction scale ranging from 1 to 5, with 1 being the lowest), followed by editorial / journalism and banking & finance (2.7).



Average Bonus Received in 2008  
By Job Function



### Average Satisfaction for Bonus Received in 2008 By Job Function

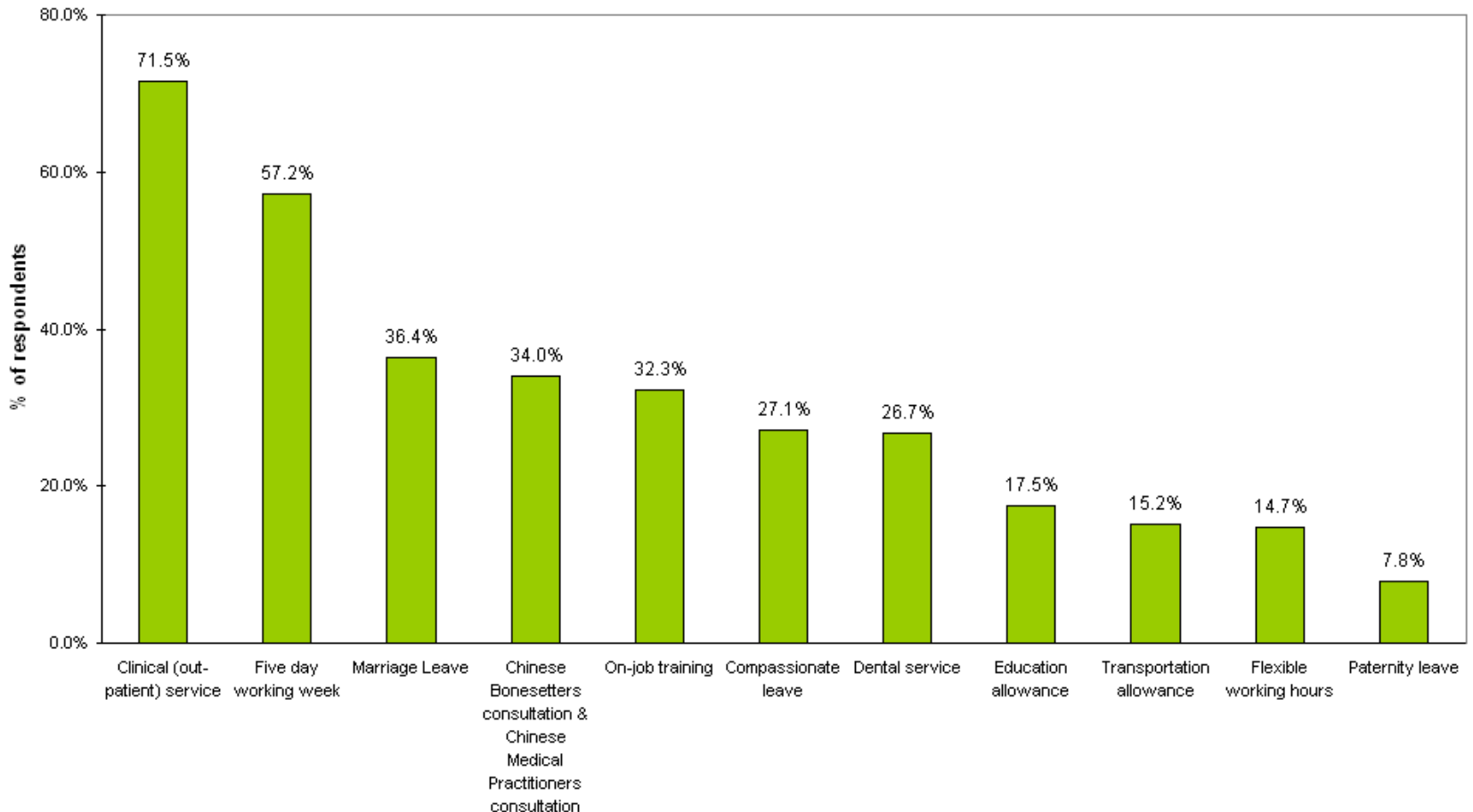


Note: Satisfaction Scale : maximum is 5 & minimum is 1

### 3. Benefits

For benefits provided by companies, all respondents enjoyed clinical (out-patient) services (71.5%), followed by five-day working week (57.2%). More than one-third of respondents were entitled to marriage leave (36.4%), and Chinese bonesetters & medical practitioners consultation (34.0%). More than a quarter of the respondents enjoyed on-job training (32.3%), compassionate leave (27.1%) and dental service (26.7%).

Benefits Received in 2008

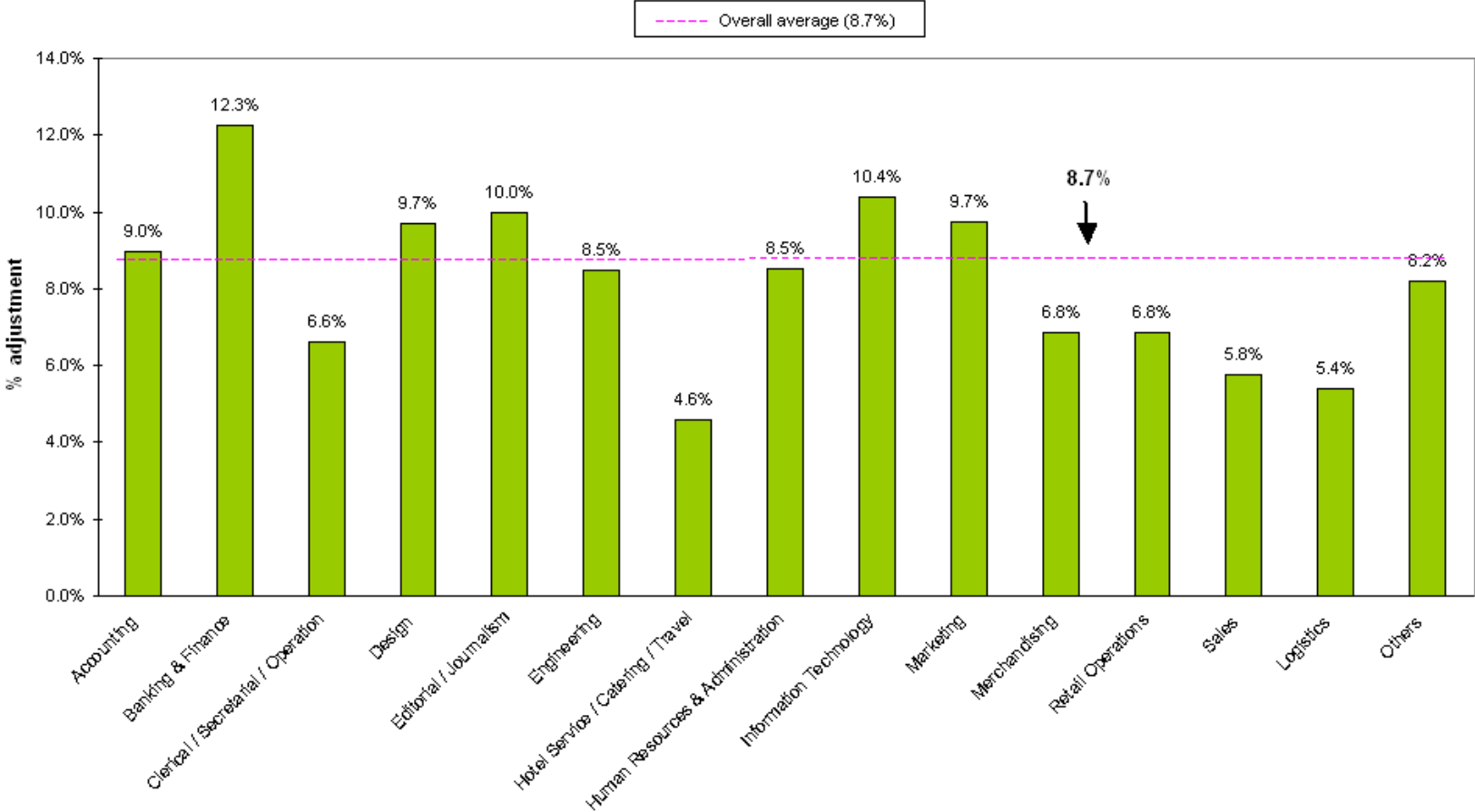


4. Salary Adjustment

4.1 Percentage of Monthly Salary Adjustment in 2008 – By Job Function

Among the employed respondents, the overall average salary adjustment in 2008 of all job functions is 8.7% compared with 2007. The largest increase is in Banking & Finance (12.3%), followed by Information technology (10.4%) and Editorial / Journalism (10.0%).

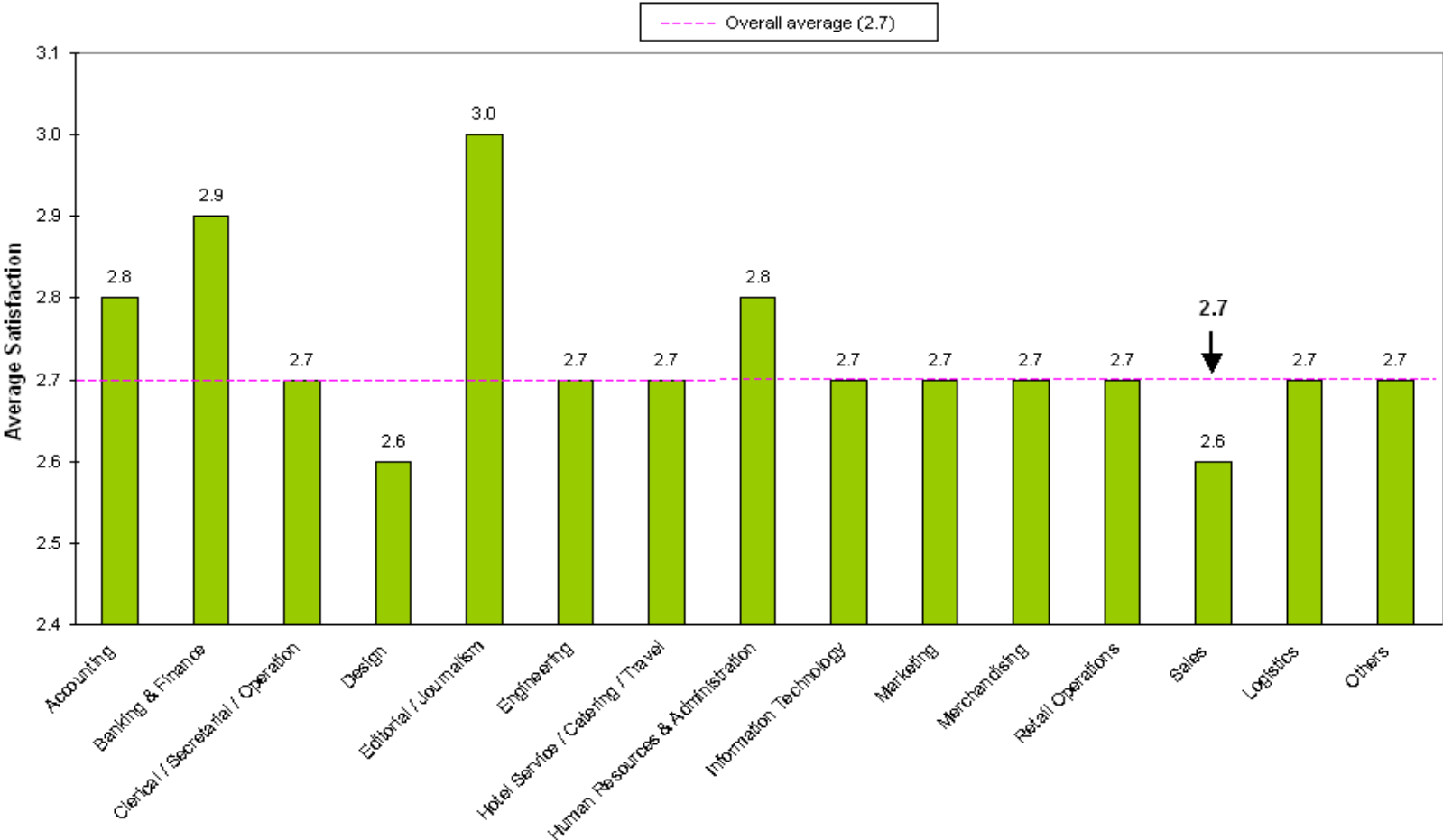
Percentage of Monthly Salary Adjustment in 2008  
By Job Function



4.2 Average Satisfaction for Salary Adjustment in 2008 – By Job Function

Overall satisfaction on salary adjustment of all employed respondents is 2.7 (against a satisfaction scale of 1-5, with 1 being the lowest). Those in editorial / journalism have the highest satisfaction (3.0), followed by banking and finance (2.9) and accounting and HR & Admin (2.8). Those in sales and design have comparatively the lowest satisfaction (2.6).

Average Satisfaction for Salary Adjustment in 2008  
By Job Function

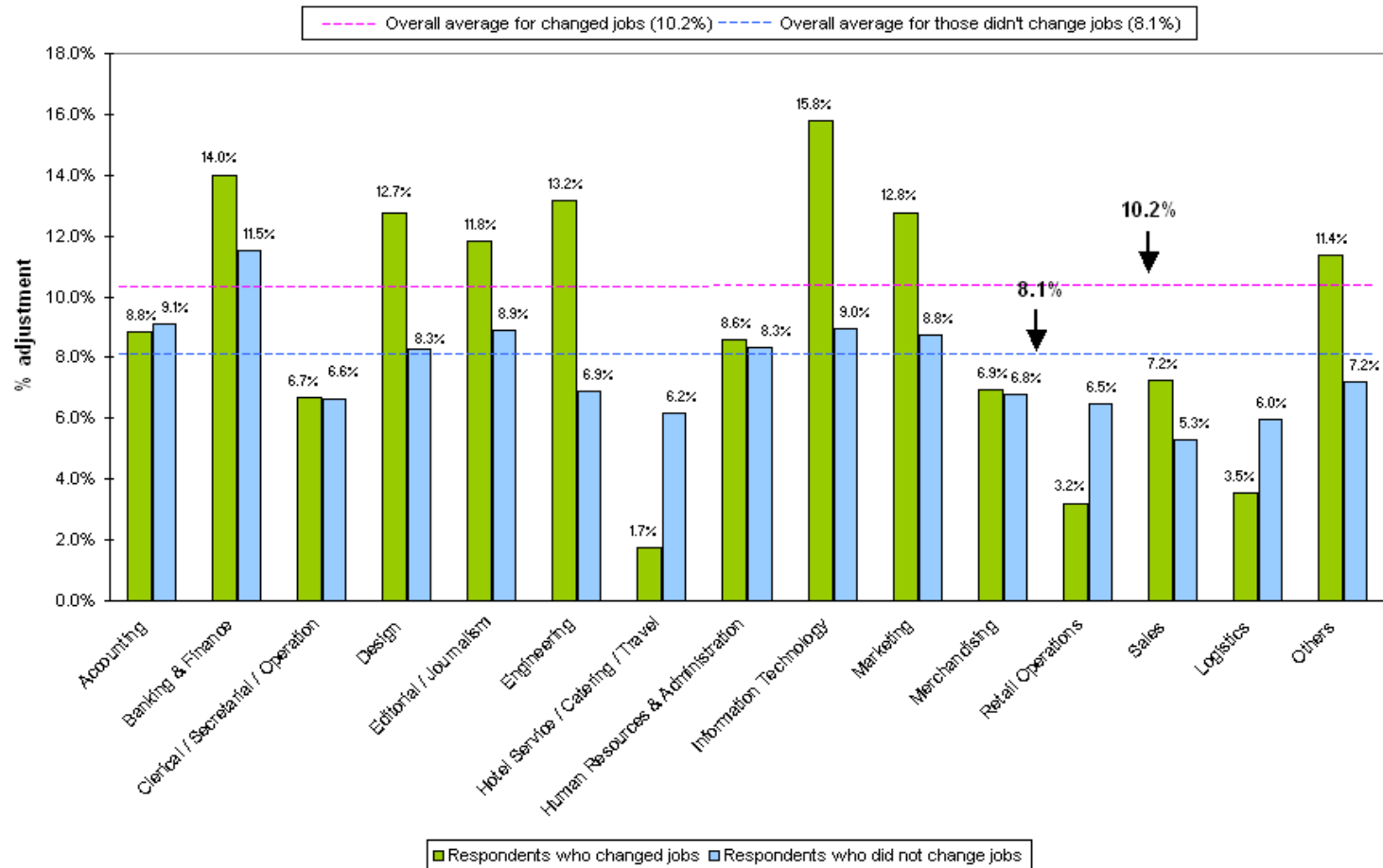


Note: Satisfaction Scale : maximum is 5 & minimum is 1

Respondents who changed jobs in 2008 received a higher pay rise (10.2%) than those who did not change jobs (8.1%).

For respondents who have changed jobs, those in IT industry had the biggest pay rise (15.8%), followed by banking and finance (14%), and engineering (13.2%). For respondents who did not change jobs, those in banking and finance received the biggest pay rise (11.5%), followed by accounting (9.1%) and IT (9.0%).

**Percentage of Monthly Salary Adjustment in 2008  
By Job Function**

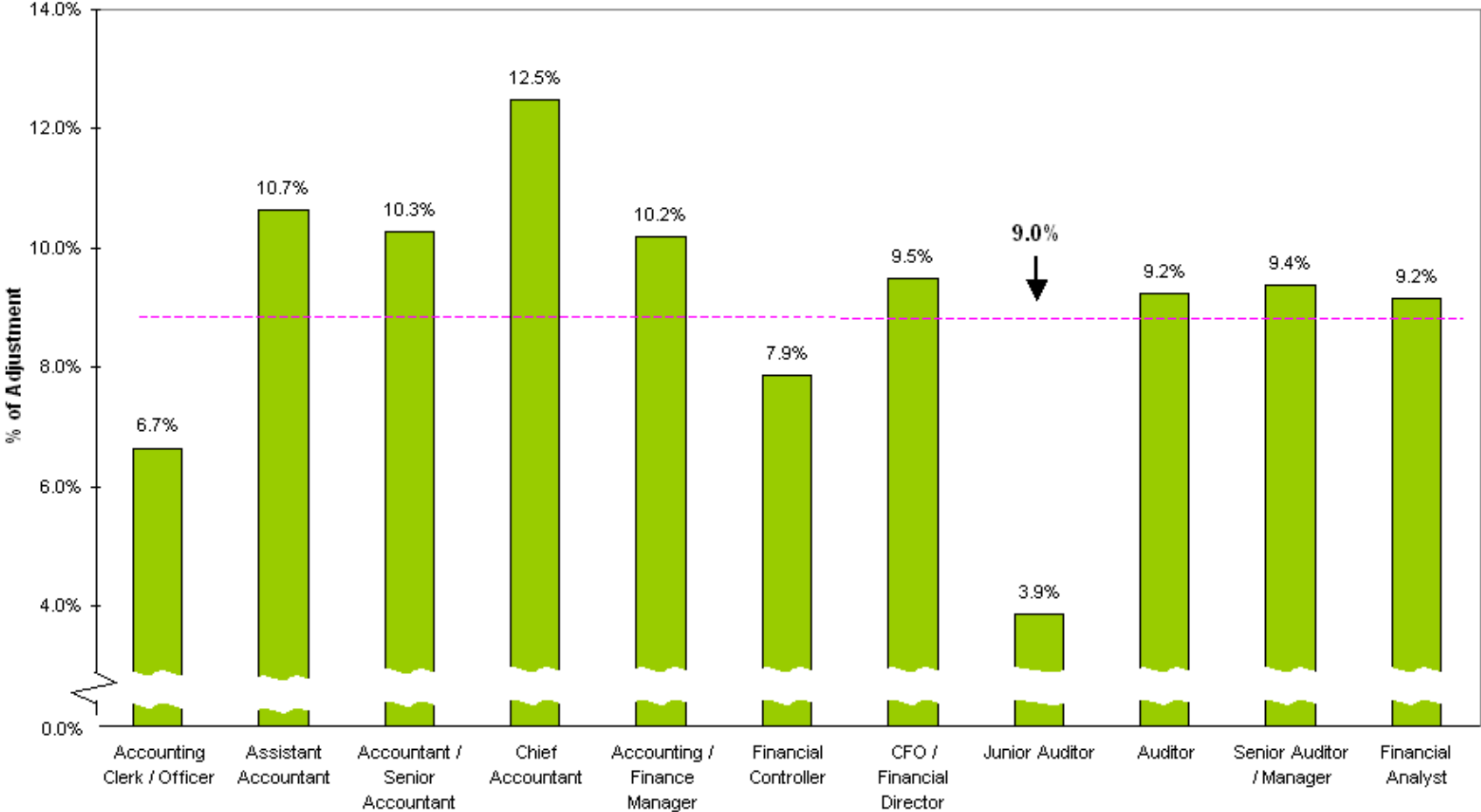


## 4.3 Percentage of Monthly Salary Adjustment in 2008 – By Job Position

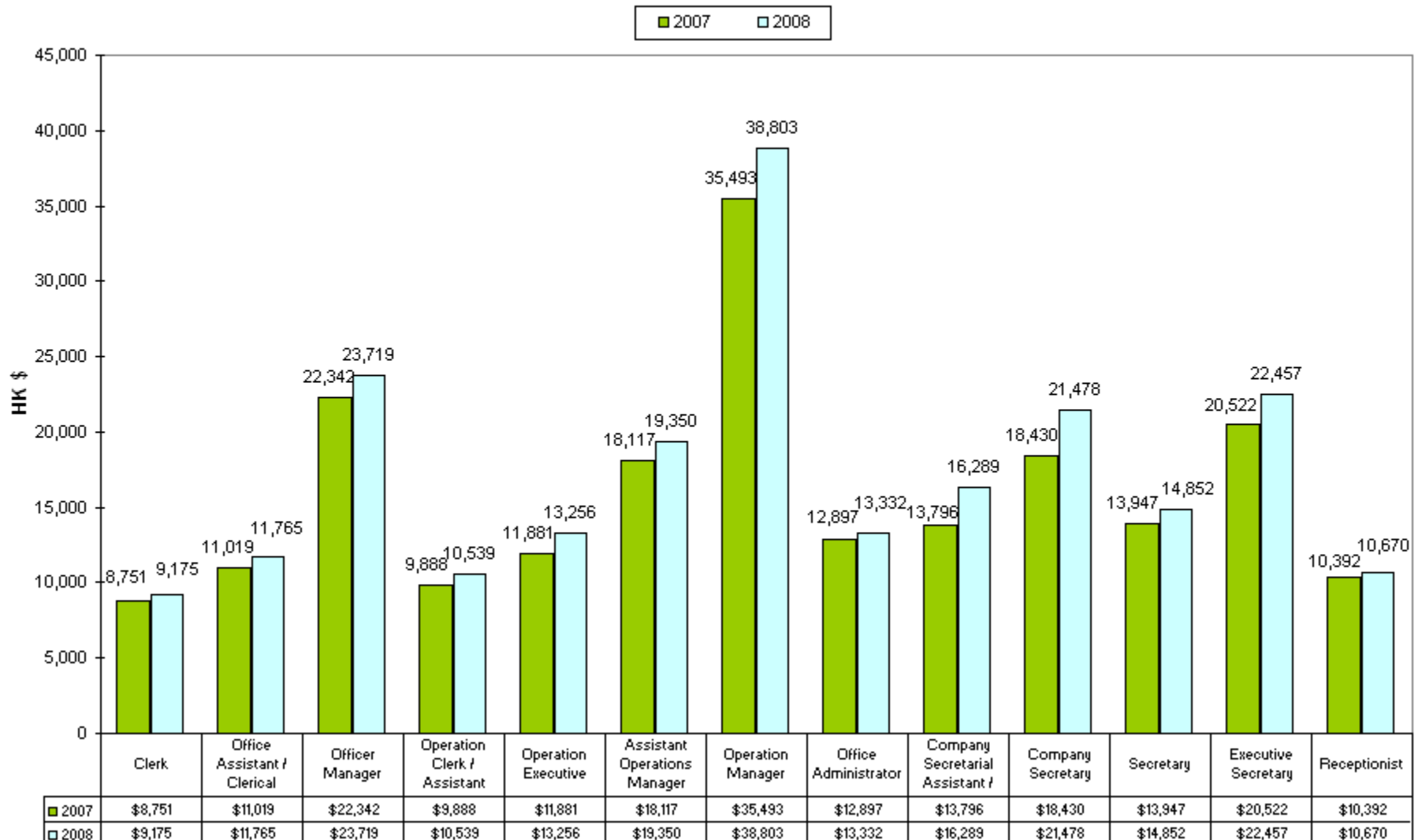
Average Monthly Salary in 2007 & 2008  
Accounting - By Job Position

Percentage of Monthly Salary Adjustment in 2008  
Accounting - By Job Position

Overall average of Accounting (9.0%)

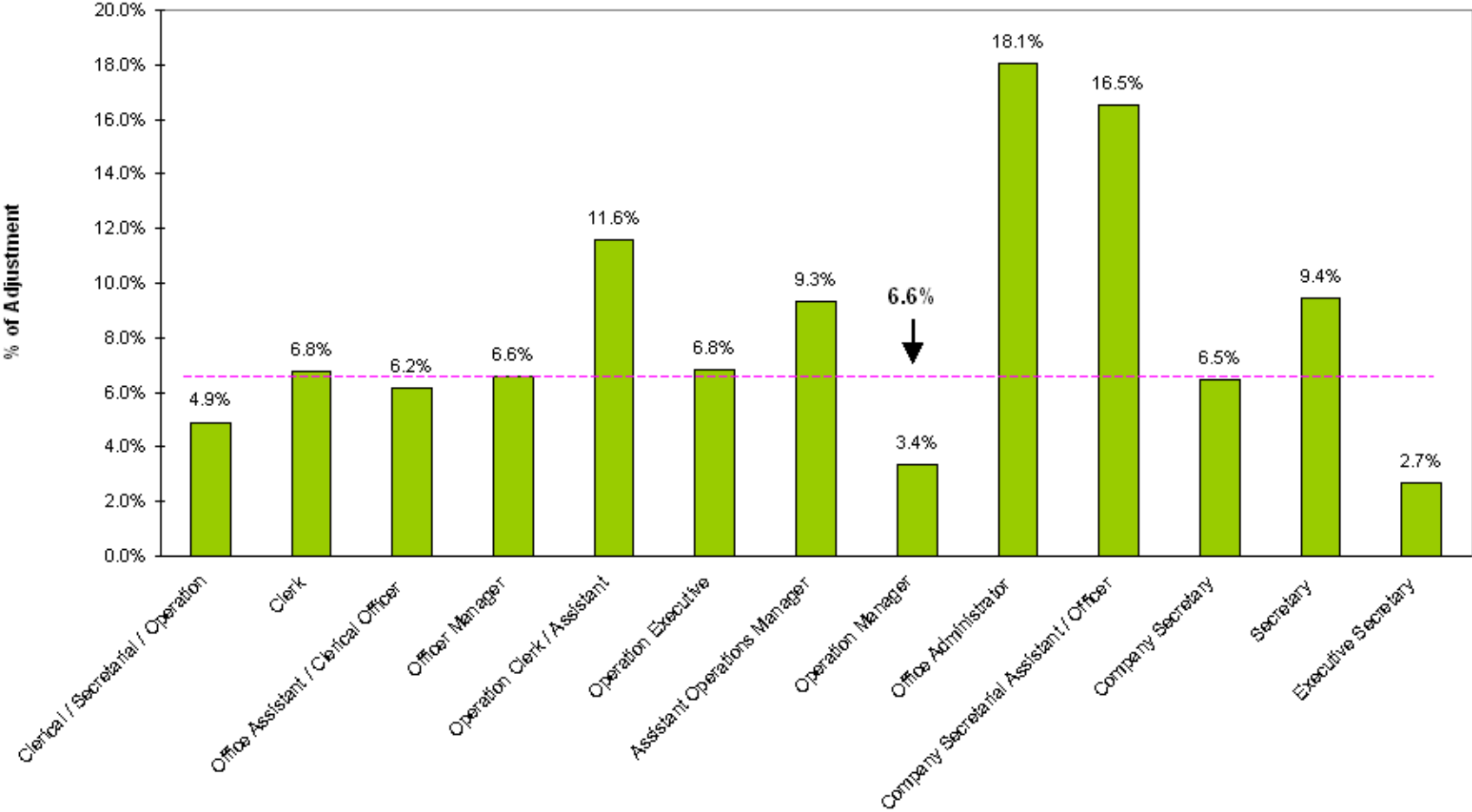


Average Monthly Salary in 2007 & 2008  
Clerical / Secretarial / Operation - By Job Position

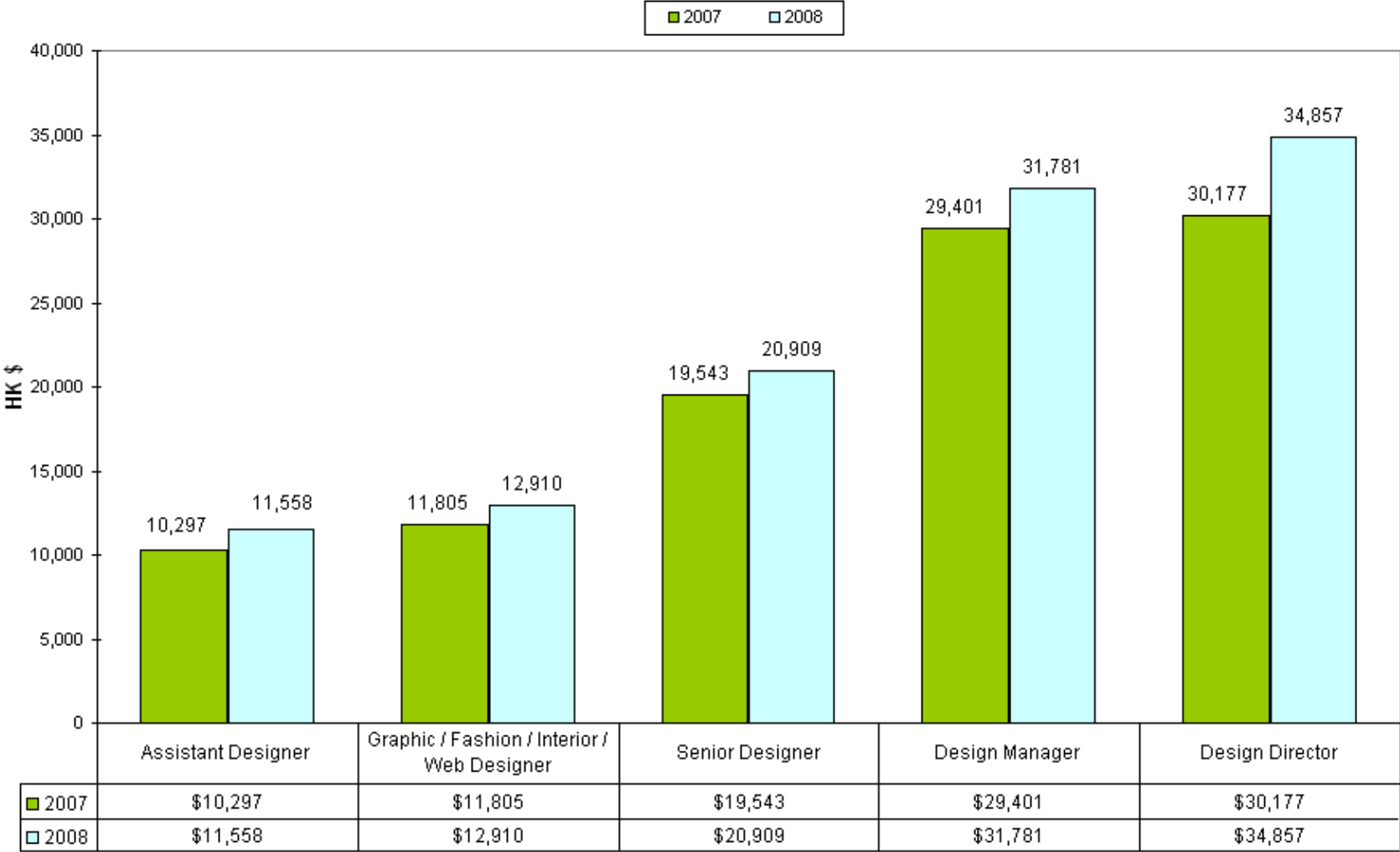


Percentage of Monthly Salary Adjustment in 2008  
Clerical / Secretarial / Operation - By Job Position

Overall average of Clerical / Secretarial / Operation (6.6%)

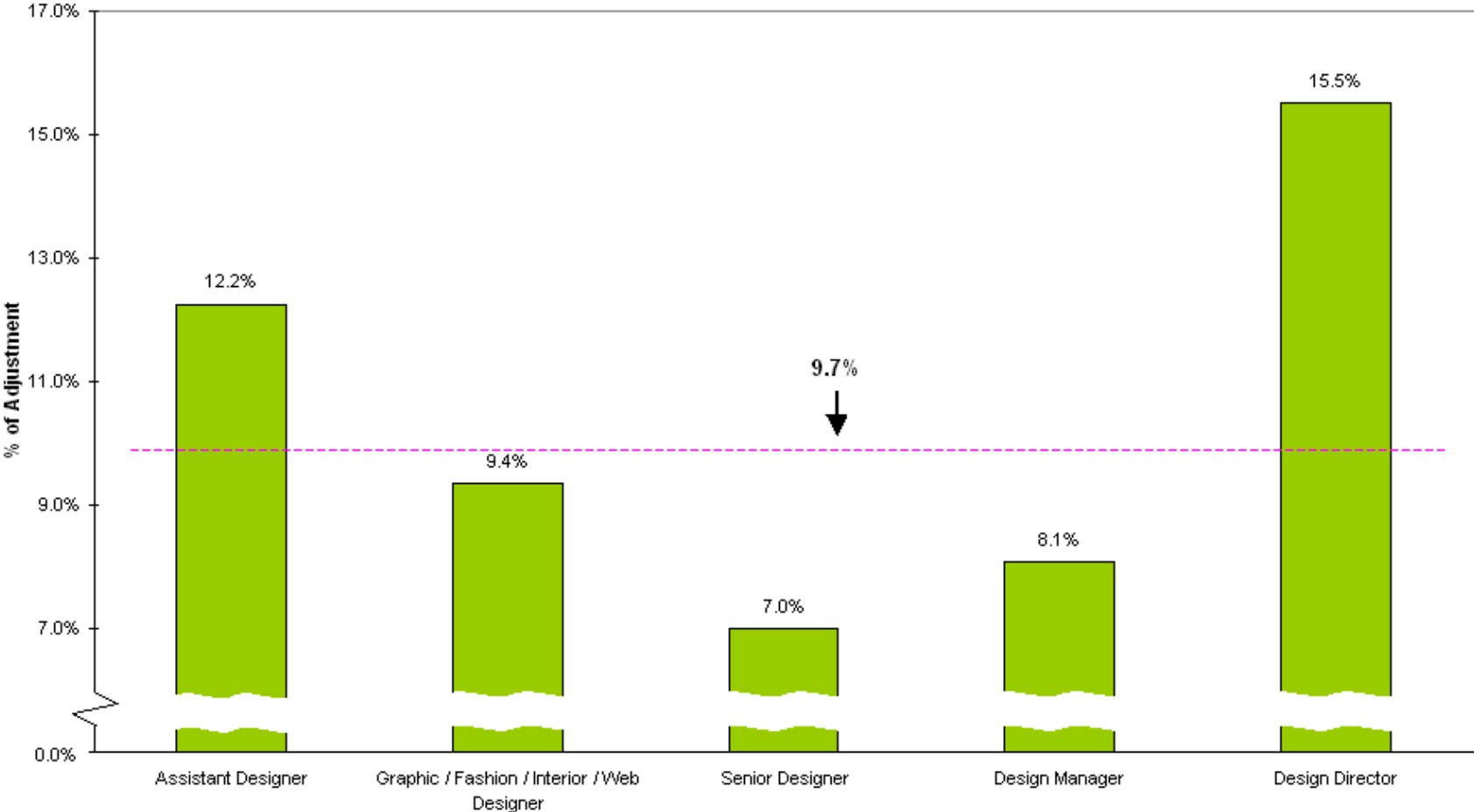


**Average Monthly Salary in 2007 & 2008  
Design - By Job Position**



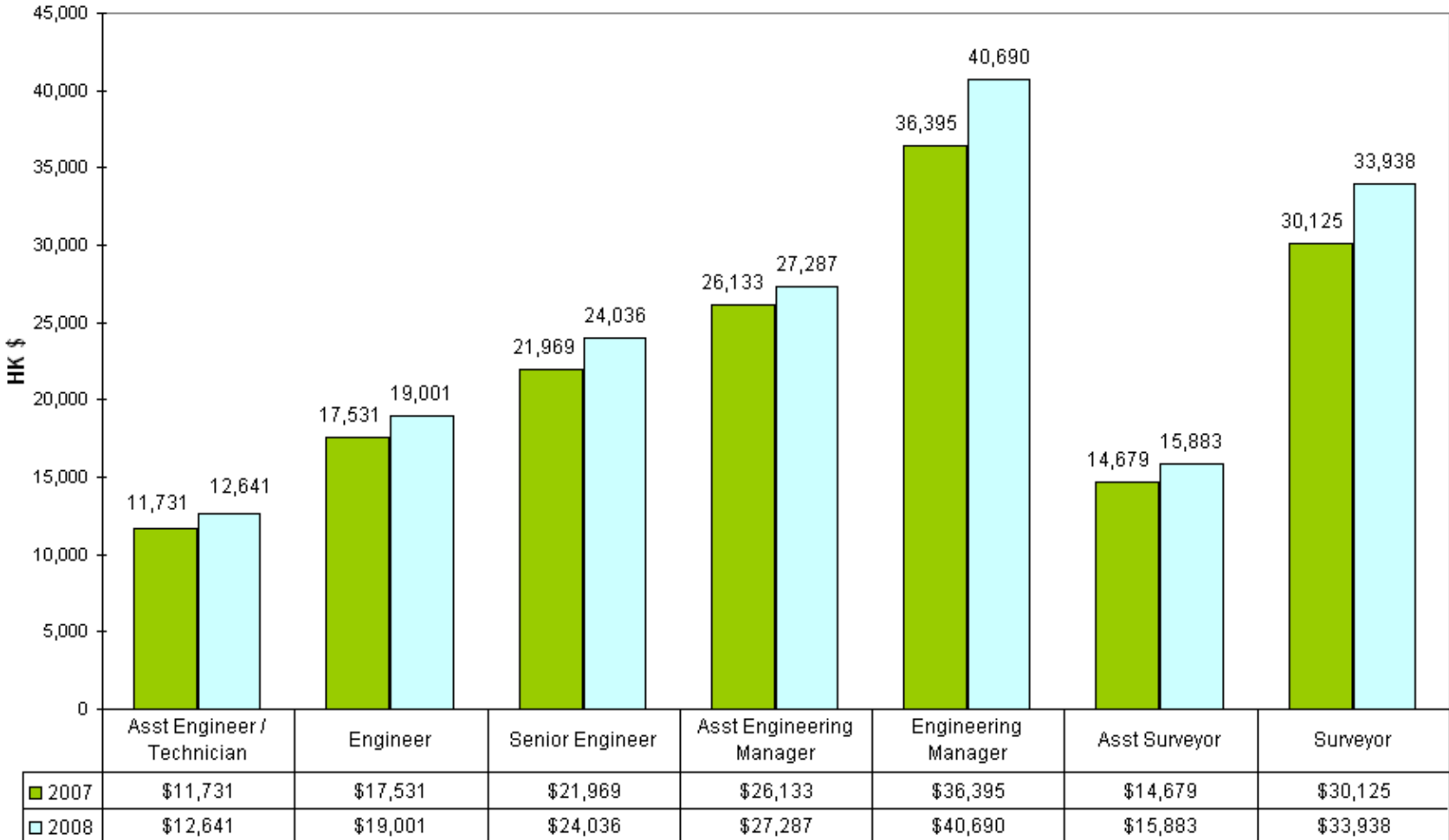
Percentage of Monthly Salary Adjustment in 2008  
Design - By Job Position

Overall average of Design (9.7%)

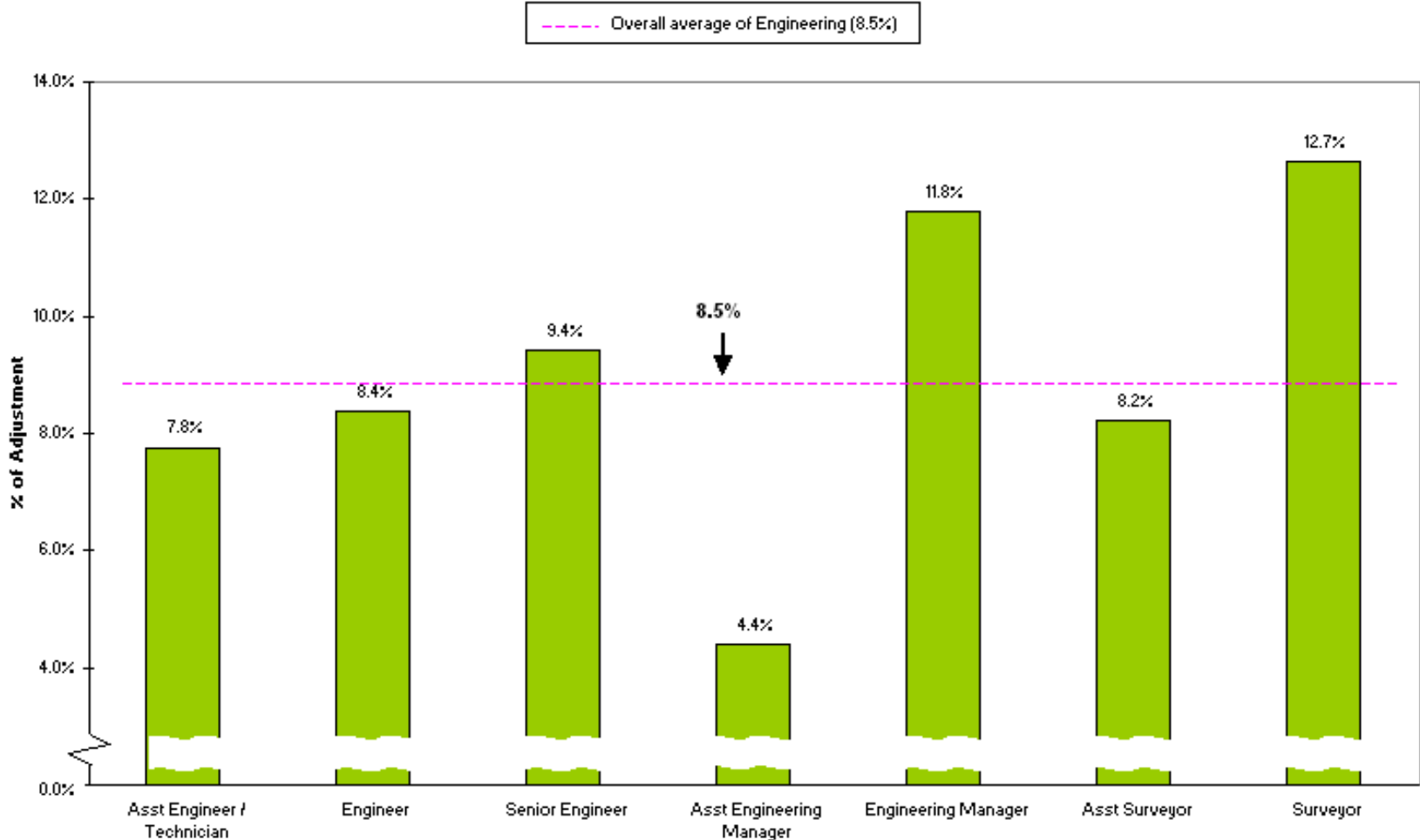


**Average Monthly Salary in 2007 & 2008  
Engineering - By Job Position**

■ 2007    □ 2008



Percentage of Monthly Salary Adjustment in 2008  
Engineering - By Job Position

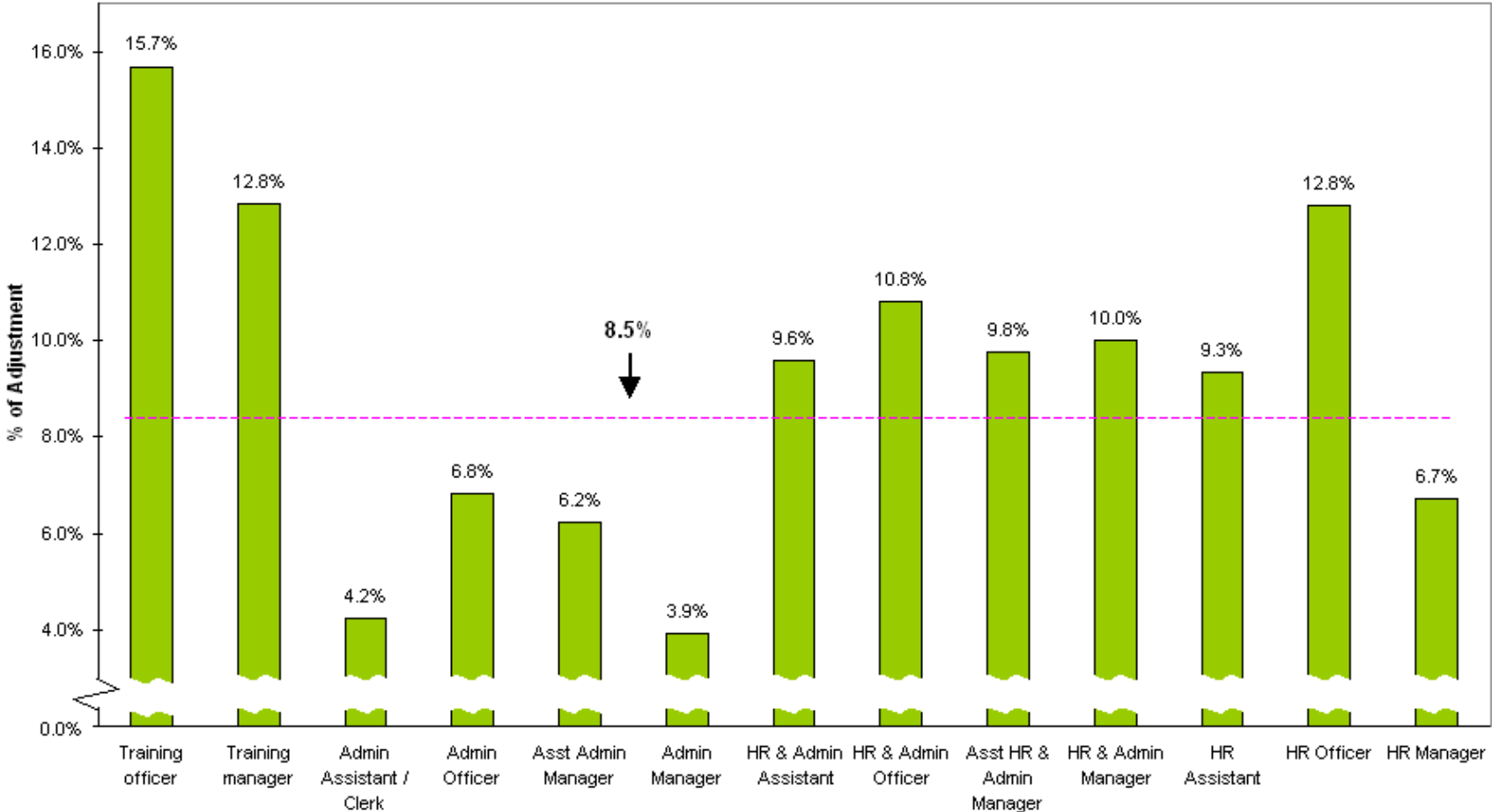


**Average Monthly Salary in 2007 & 2008  
Human Resources & Administration - By Job Position**

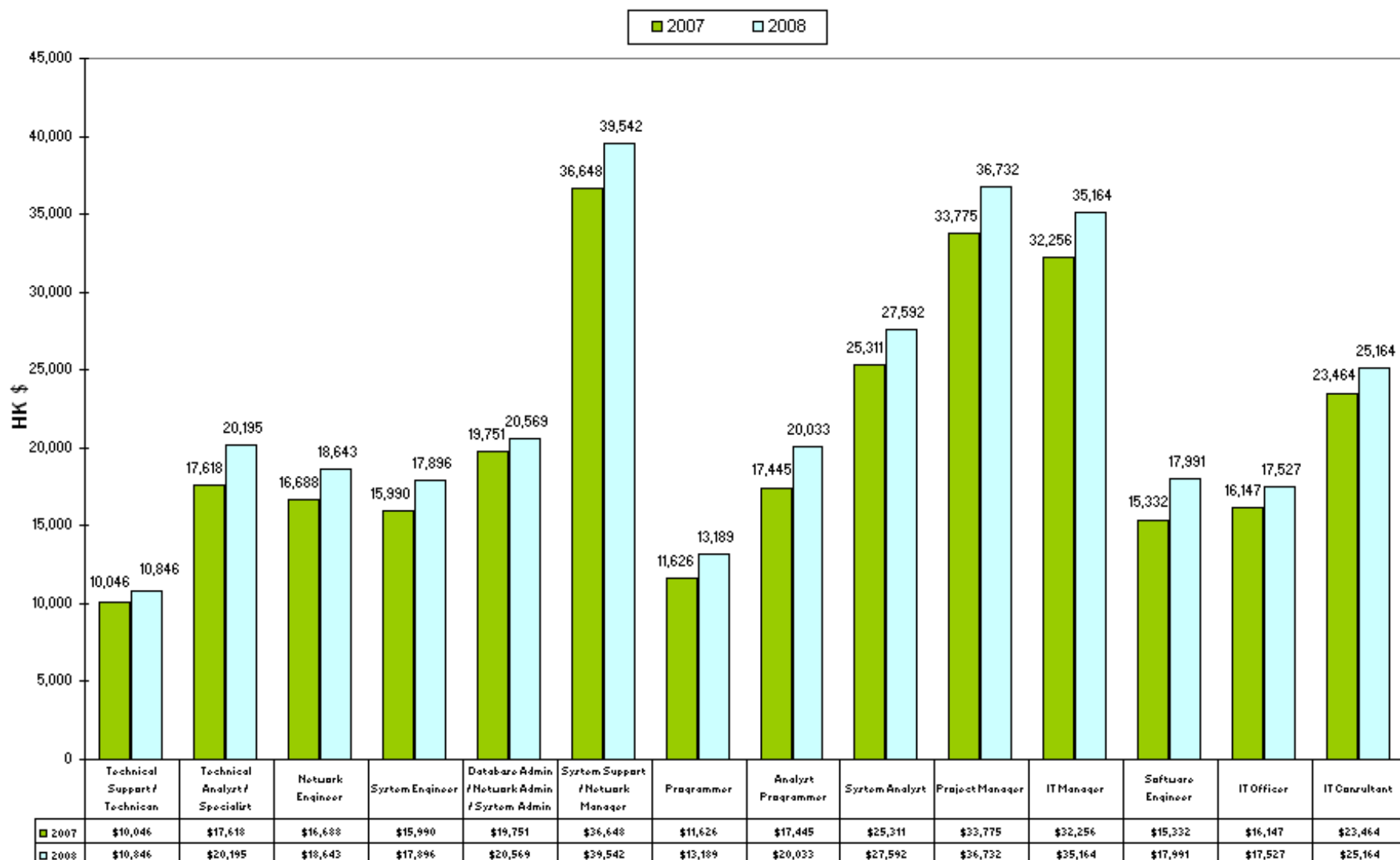


Percentage of Monthly Salary Adjustment in 2008  
Human Resources & Administration - By Job Position

Overall average of HR & Admin (8.5%)

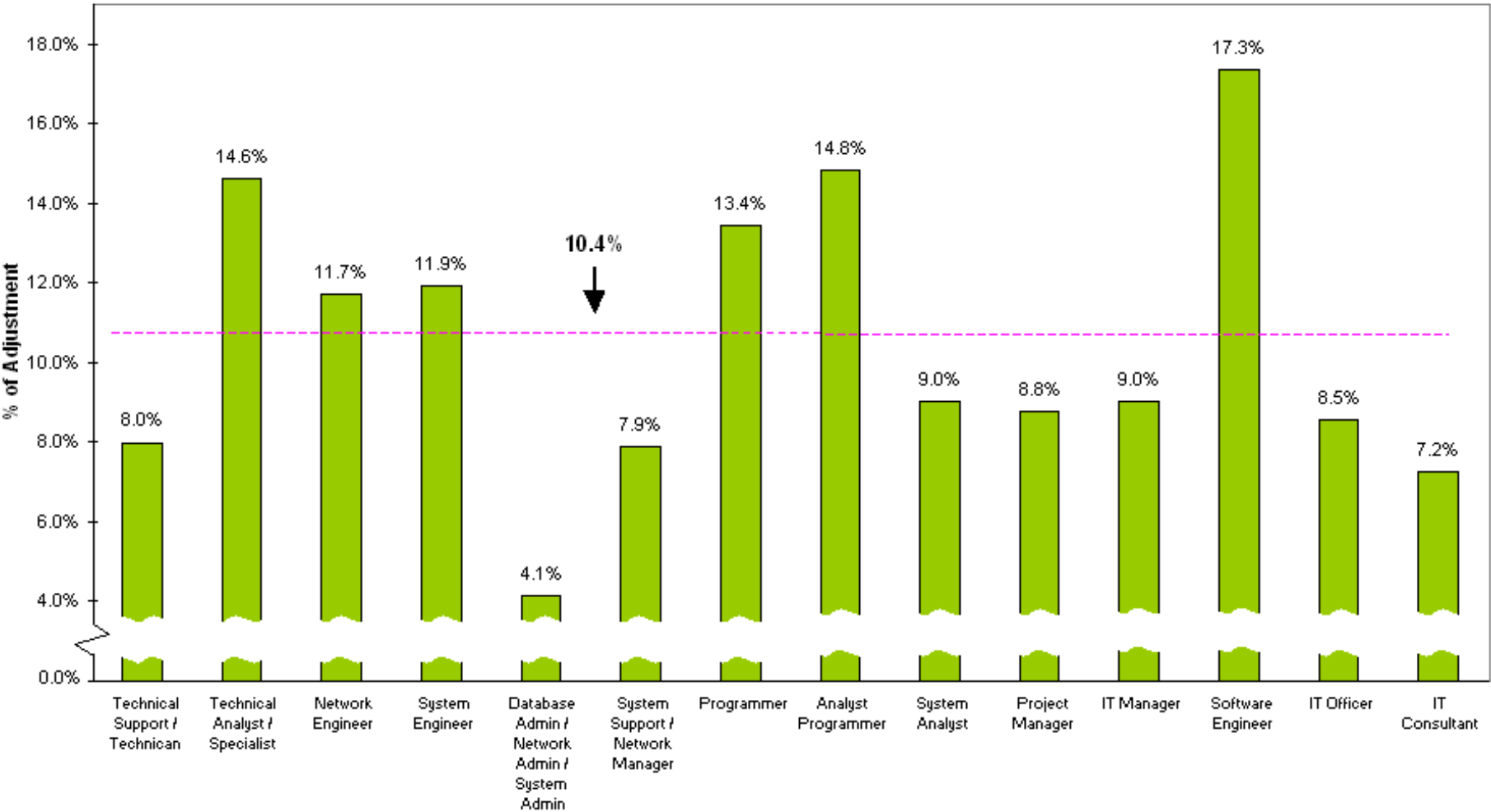


### Average Monthly Salary in 2007 & 2008 Information Technology - By Job Position

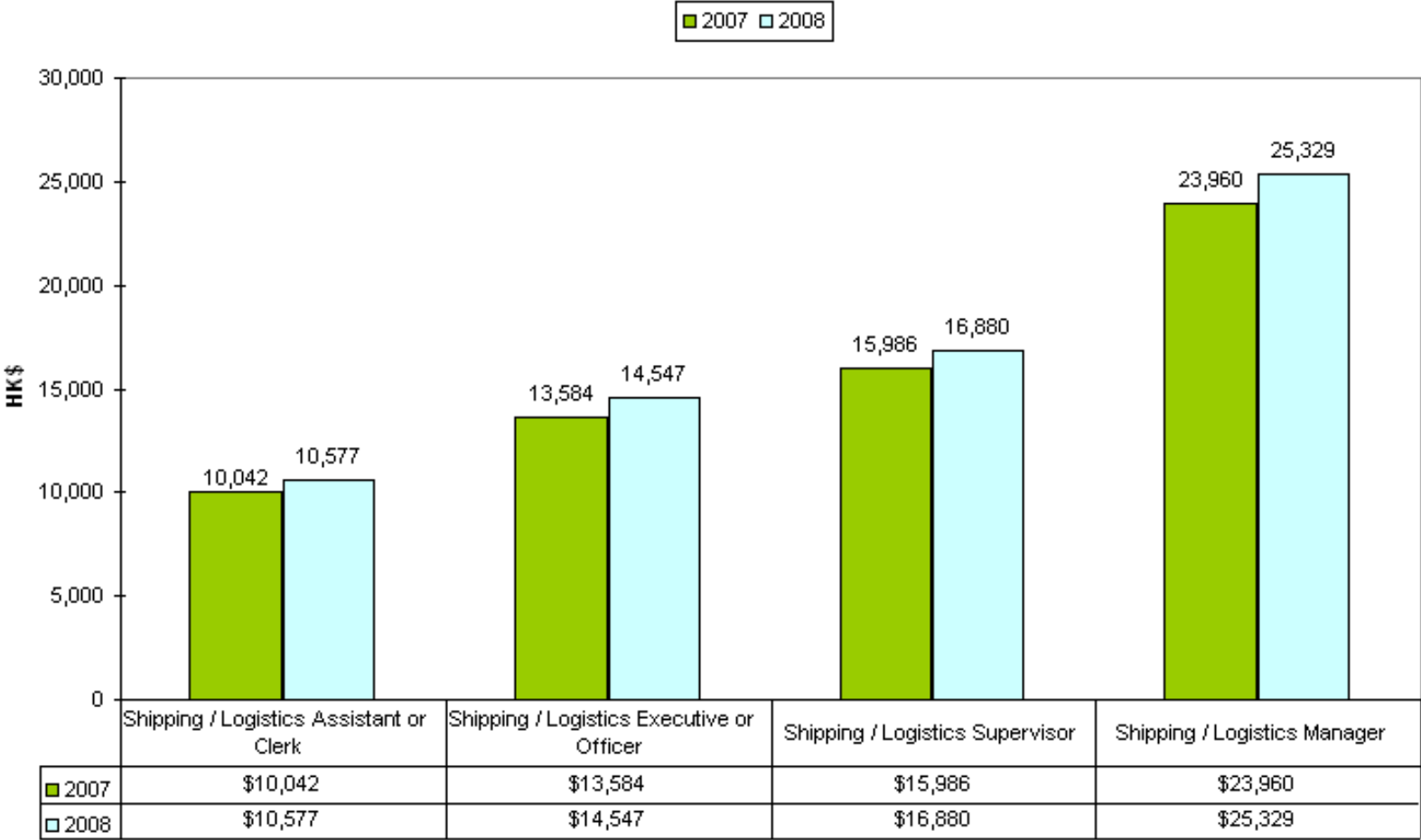


### Percentage of Monthly Salary Adjustment in 2008 Information Technology - By Job Position

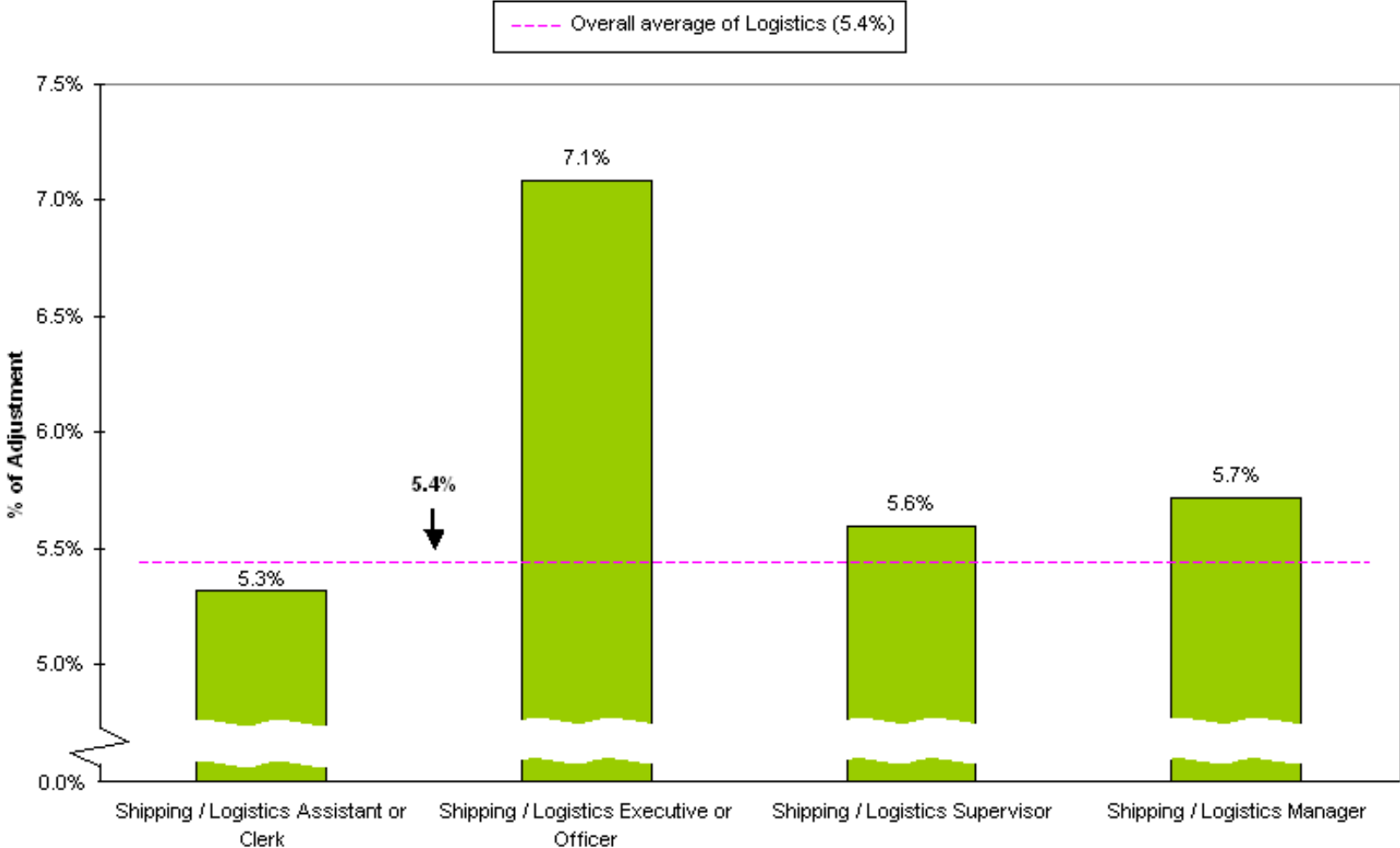
Overall average of IT (10.4%)



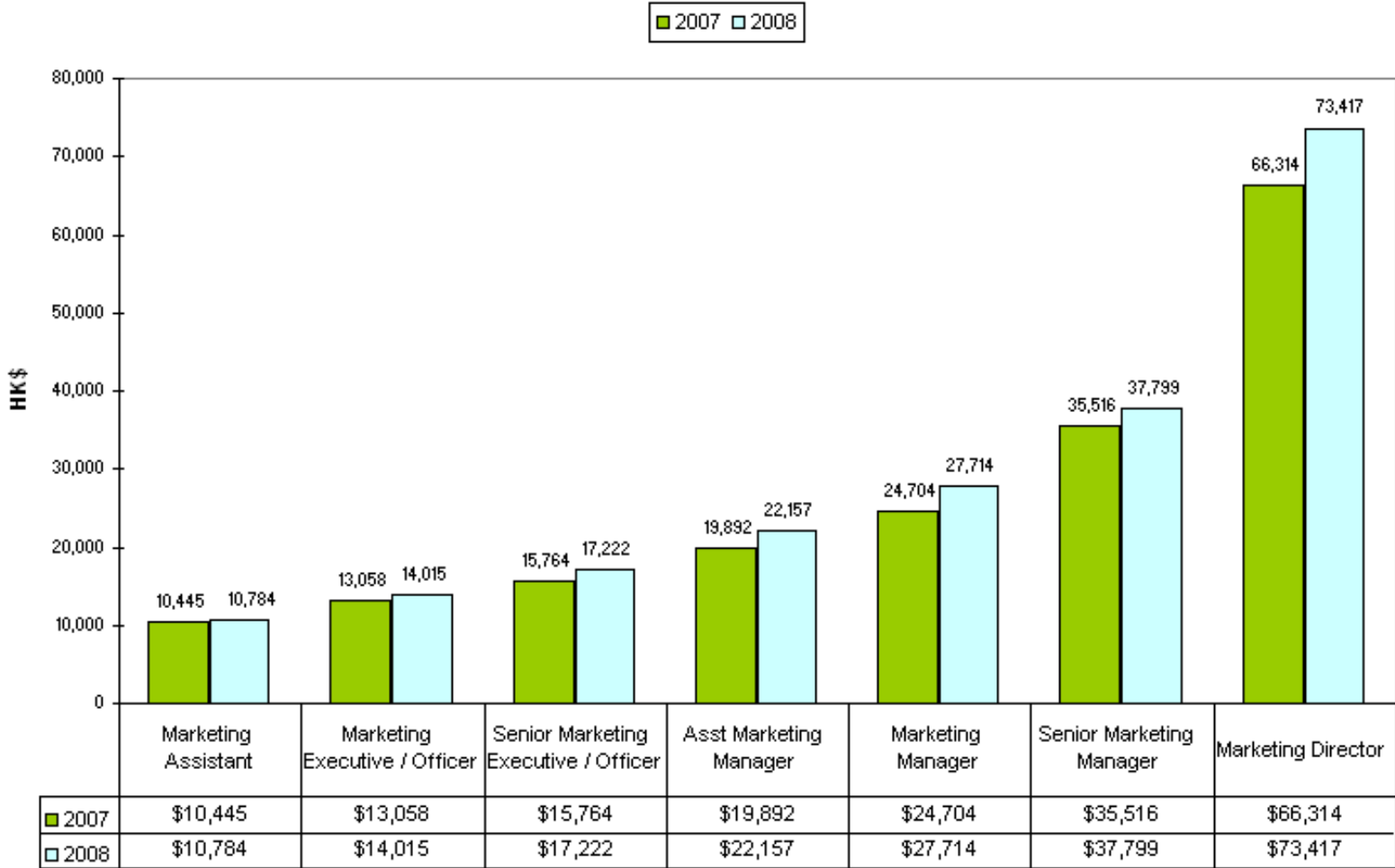
Average Monthly Salary in 2007 & 2008  
Logistics - By Job Position



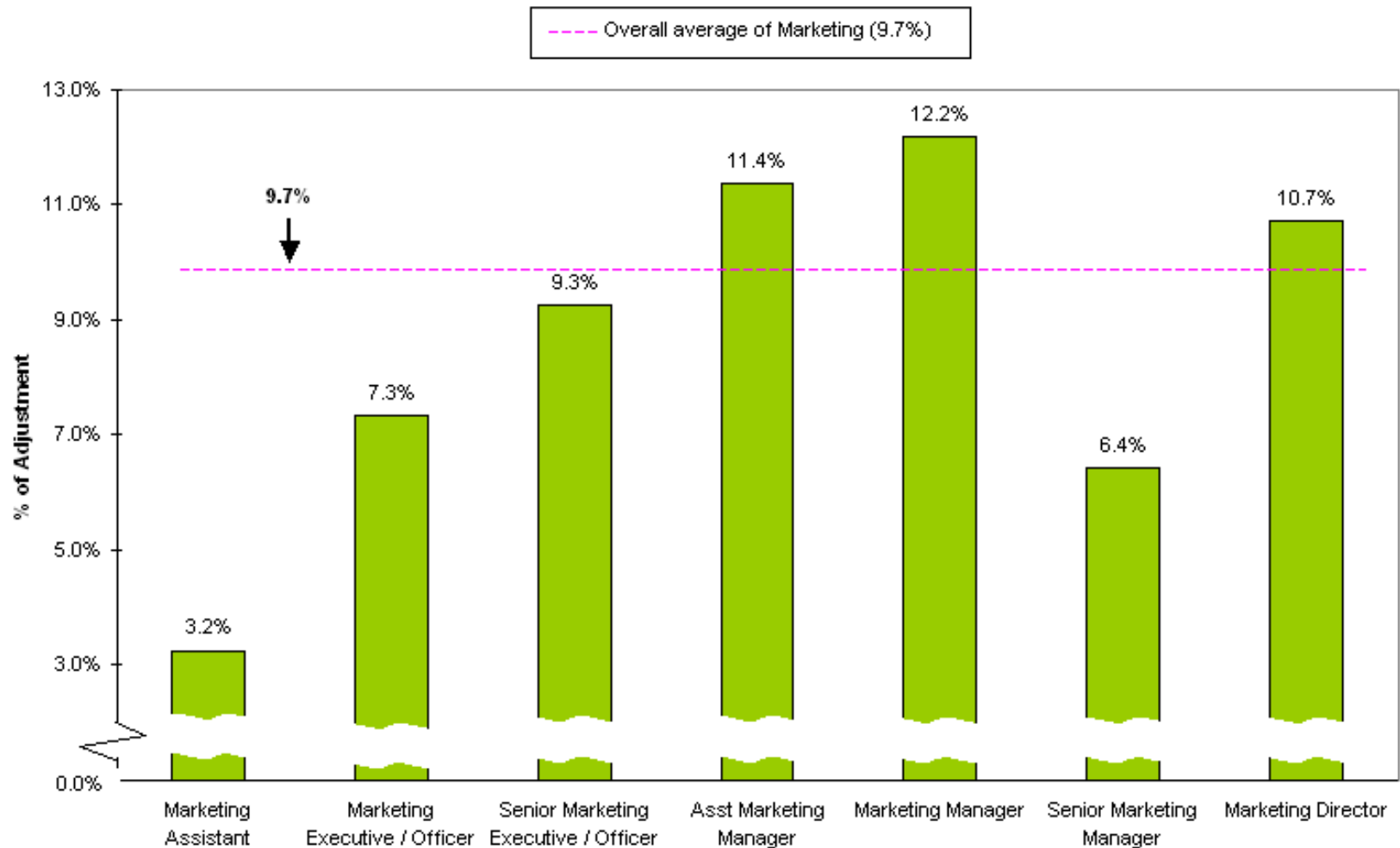
Percentage of Monthly Salary Adjustment in 2008  
Logistics - By Job Position



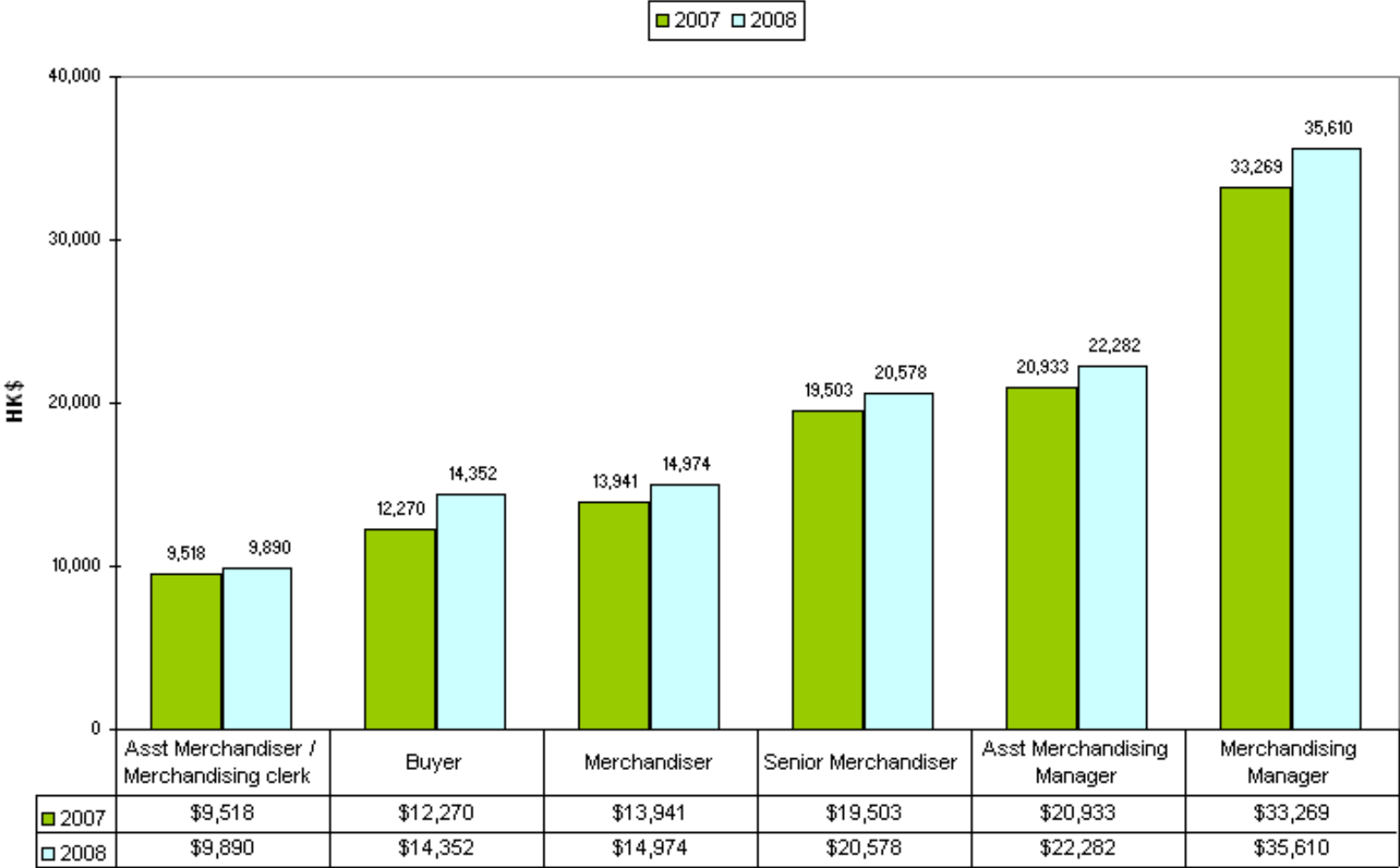
Average Monthly Salary in 2007 & 2008  
Marketing - By Job Position



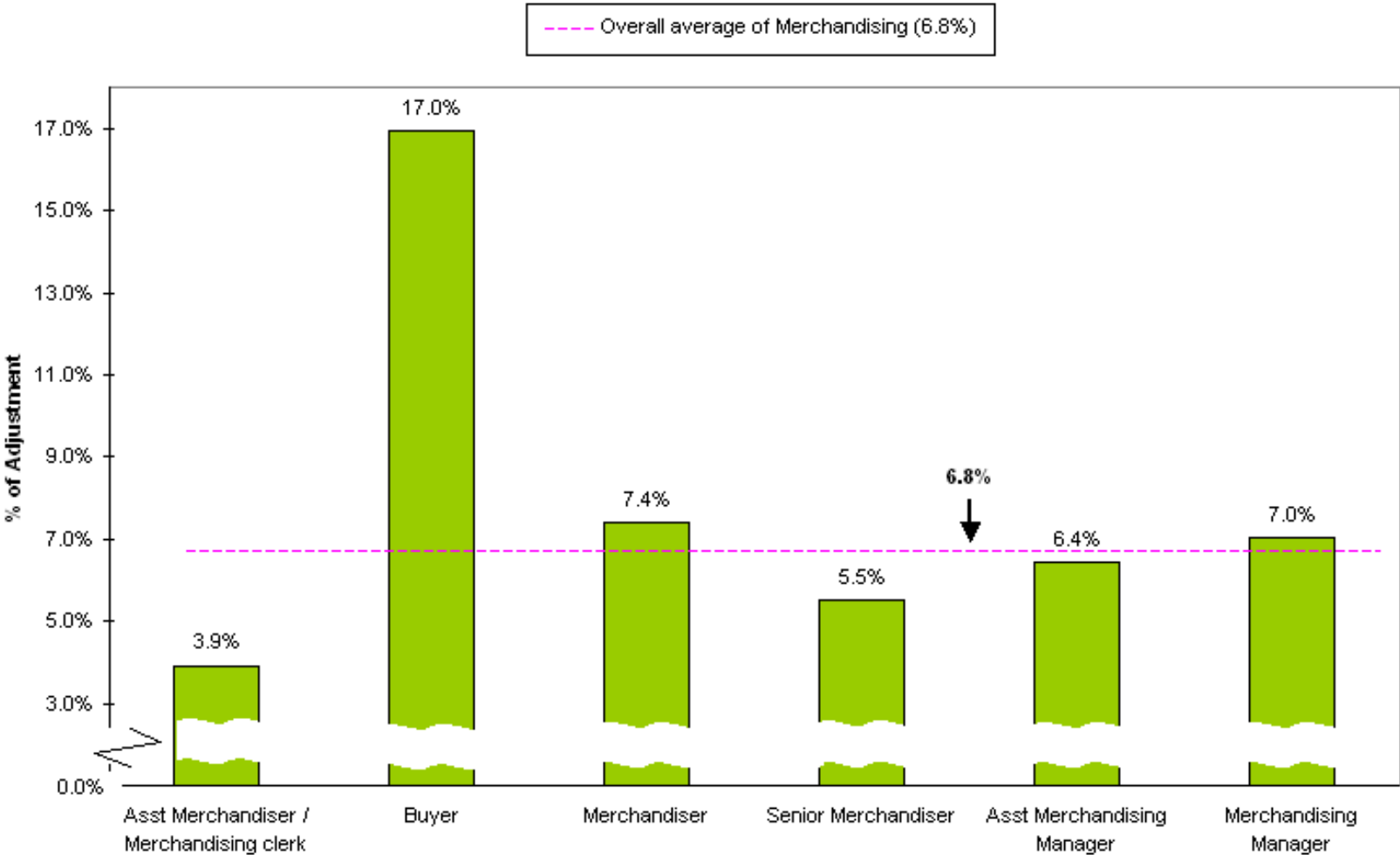
Percentage of Monthly Salary Adjustment in 2008  
Marketing - By Job Position



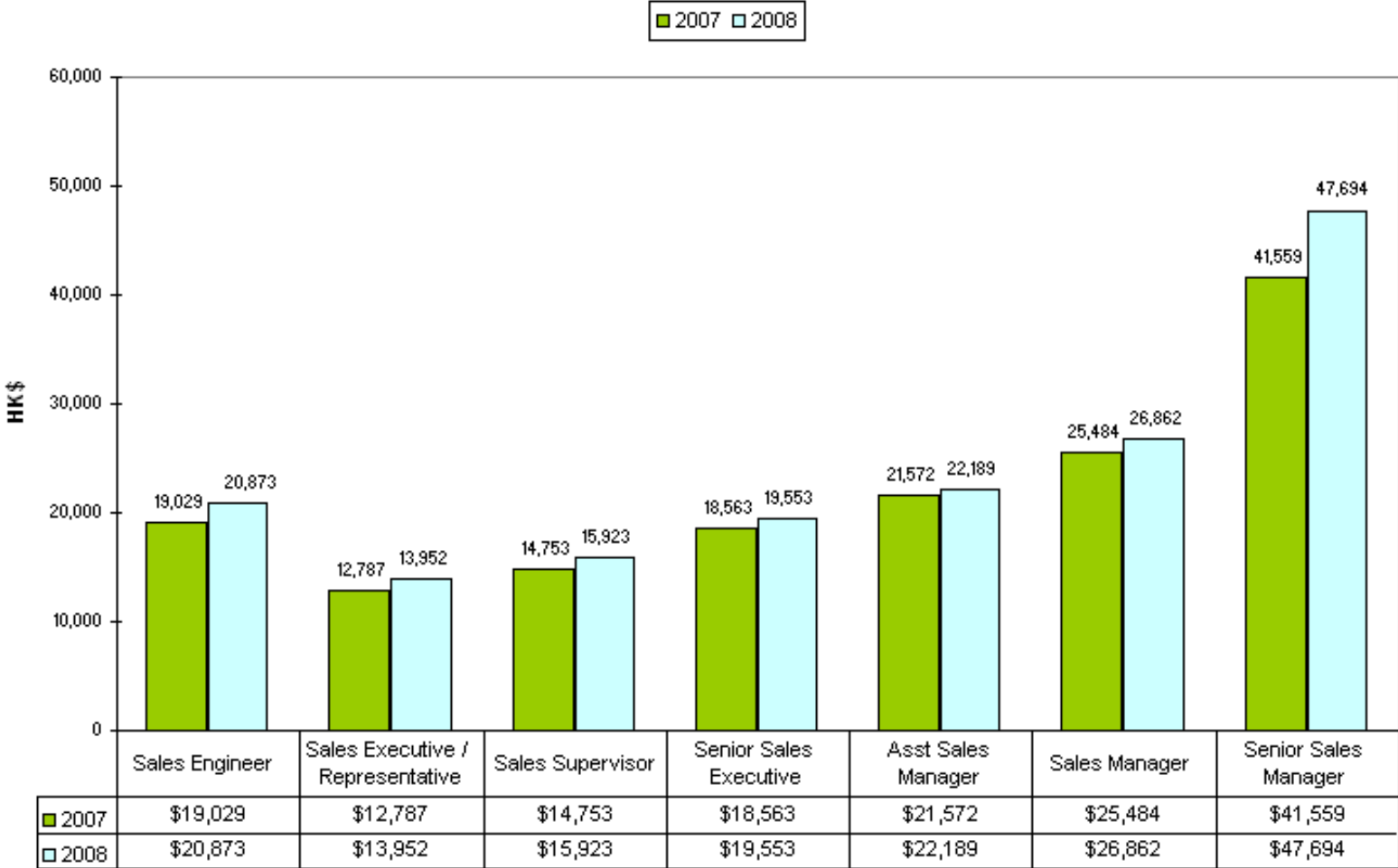
Average Monthly Salary in 2007 & 2008  
Merchandising - By Job Position



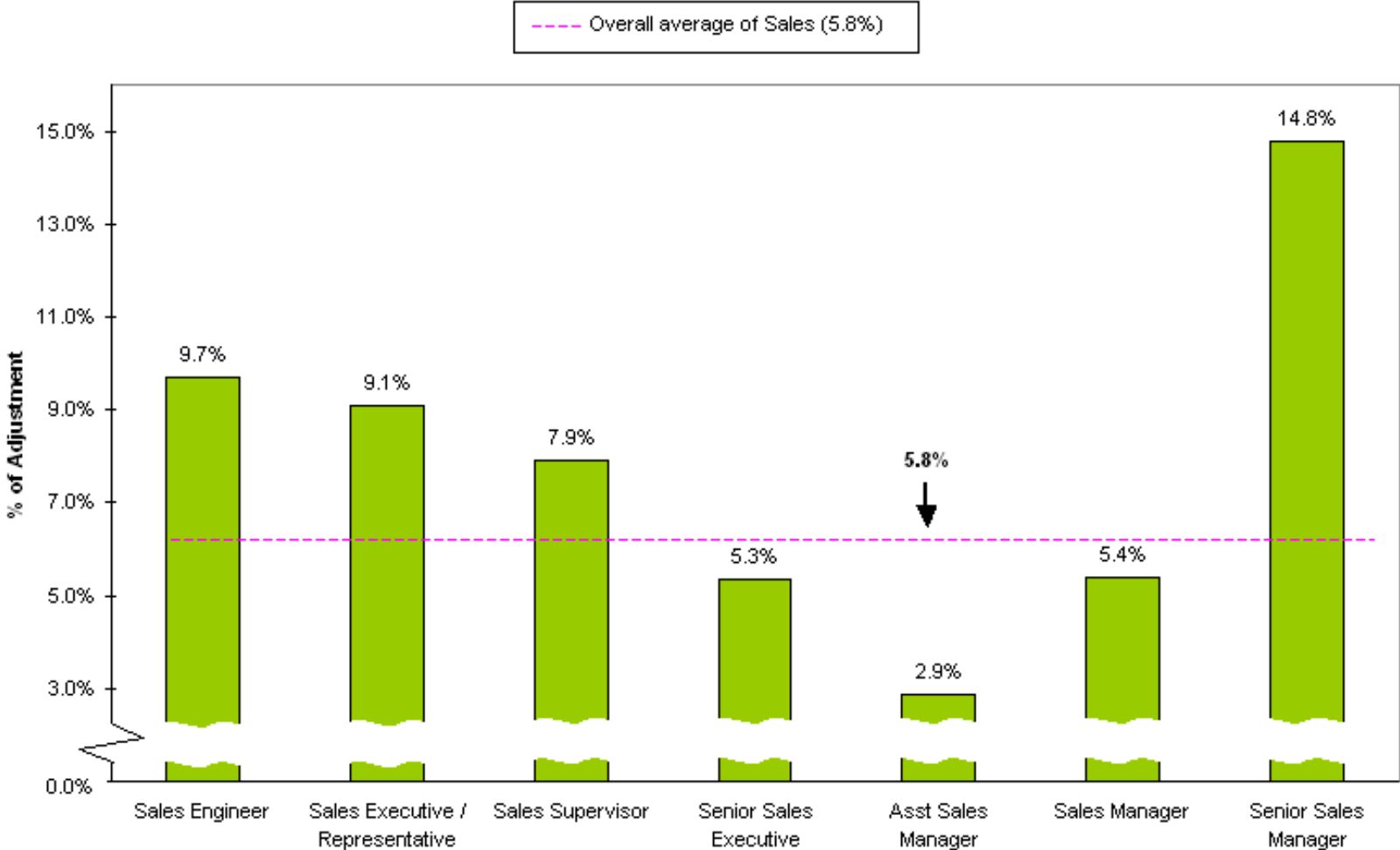
Percentage of Monthly Salary Adjustment in 2008  
Merchandising - By Job Position



Average Monthly Salary in 2007 & 2008  
Sales - By Job Position



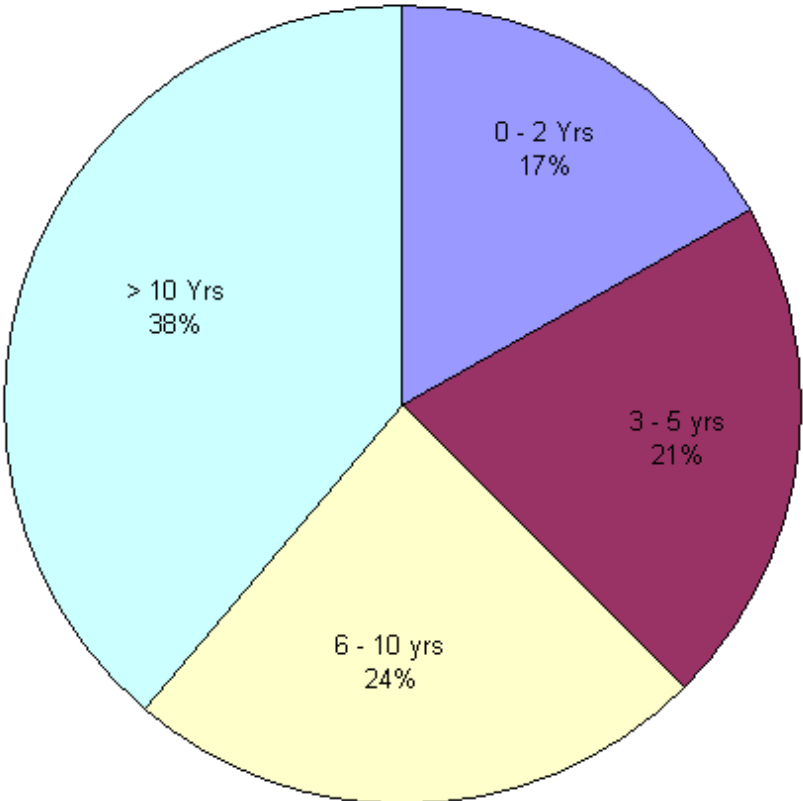
Percentage of Monthly Salary Adjustment in 2008  
Sales - By Job Position



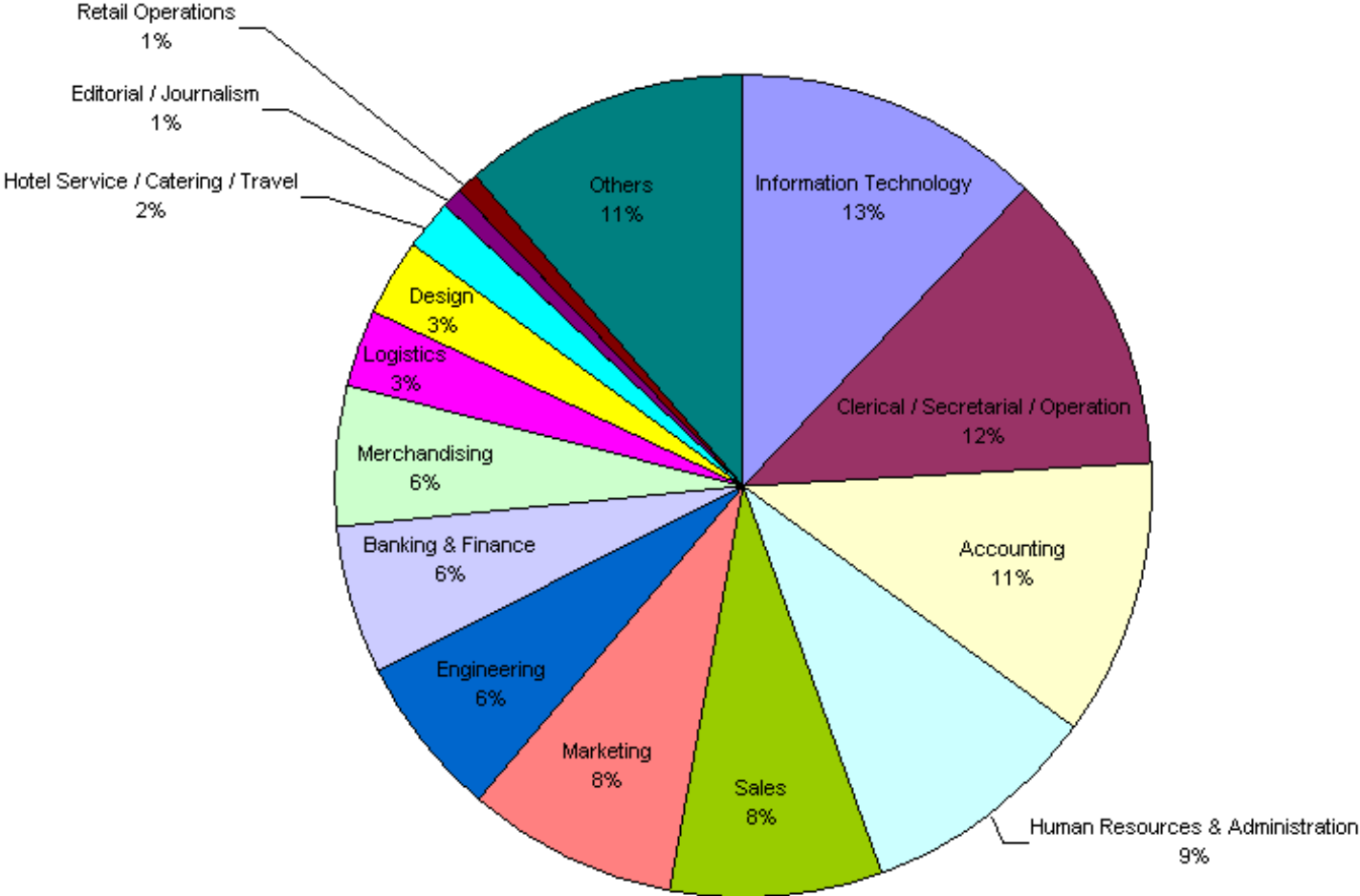
**5. Profile of Respondents**

Among all 5,816 respondents, 38% have more than ten years of working experience, 24% have 6-10 years, 21% 3-5 years, and 17% less than 2 years. They come from 15 job functions, namely accounting, banking & finance, clerical / secretarial / operation, design, editorial / journalism, engineering, hotel service / catering / travel, human resources & administration, information technology, marketing, merchandising, retail operations, sales, logistics, and others.

**Distribution of Years of Experience of Respondents**

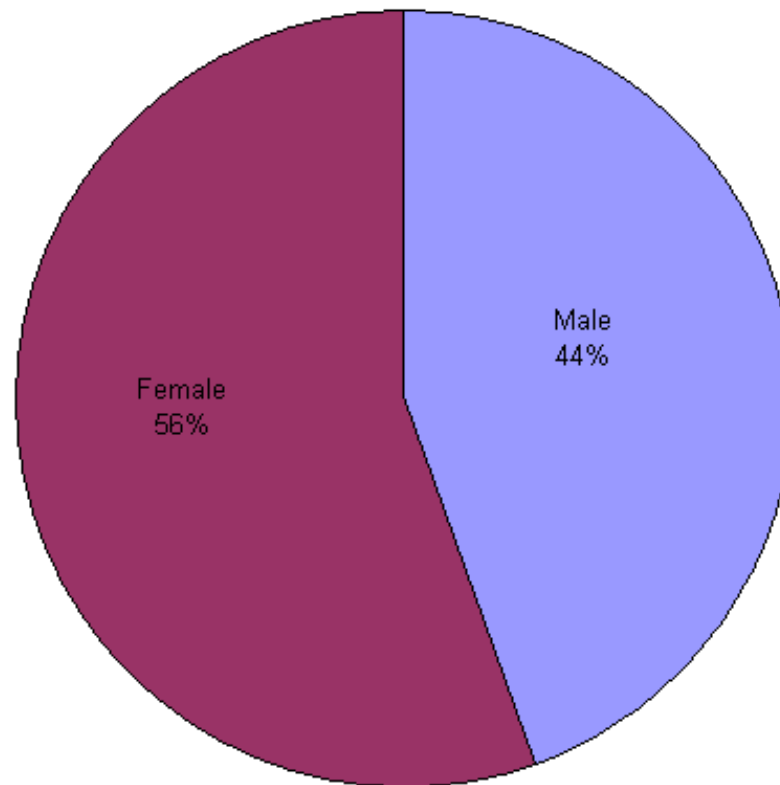


Distribution of Job Function of Respondents

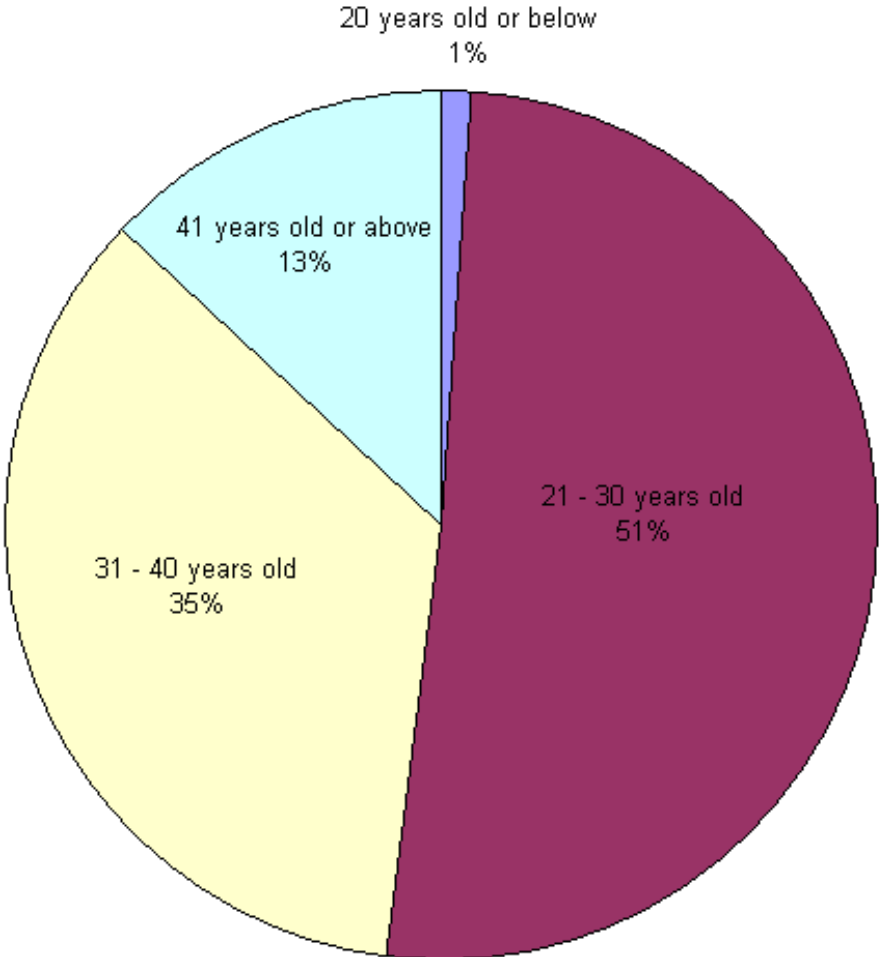


In this survey, more than half of the respondents are female (56%). More than half of the respondents are aged 21-30, 35% aged 31-40, 13% aged 41 or above, and only 1% aged 20 or below. Most of the respondents are degree holders (46%). One-fifth have non-degree tertiary education. Among the respondents, 17% are F.5 or below in education level, 11% of them possess postgraduate or above education, and only 6% are matriculated or F.7 in education level.

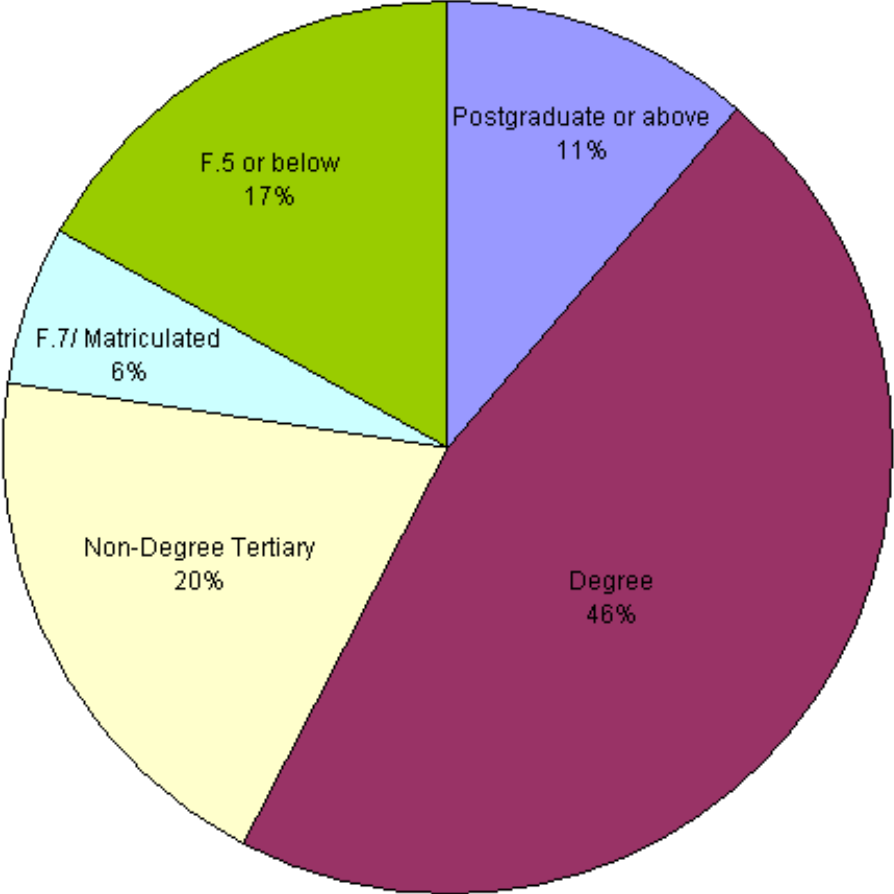
**Sex Distribution of Respondents**



Age Distribution of Respondents



Distribution of Education Level of Respondents



## **Conclusion**

Job seekers have a high intention to change jobs, and among those who have already changed jobs early this year, 55.5% are still looking for new jobs.

Salary is still the first priority of job seekers in considering a new job. The survey has found that more than 70% of job seekers having changed jobs got a pay rise, and the monthly salary adjustment is +8.7% compared with 2007. The largest pay rise is in banking & finance, reflecting that employers in this industry are in need of talent and have to offer a good compensation package to attract job candidates.

Most job seekers have a number of benefits in their compensation package, including clinical (out-patient) services, five-day working week, marriage leave, and Chinese medical practitioners consultation. Employers should consider providing these benefits in order to attract and retain staff.