

JobsDB Q1 2010 Hiring Index



Introduction

This report aims to provide information about the hiring plan and preference of employers in the near future. The most updated information from 115 corporations in Hong Kong is obtained to compile a report to help employers in devising HR policy in the coming three months. It also includes information about staff turnover in the past three months and popular reasons for not giving an interview to job seekers.

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Scope and Methodology

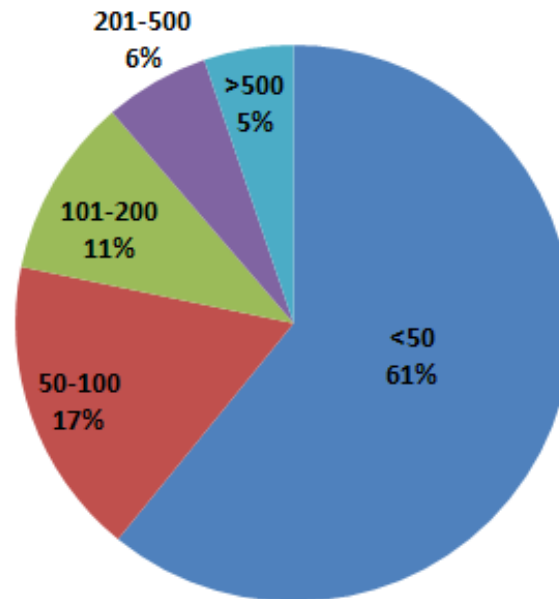
1. Objective

The aim of this survey is to collect information on the hiring intention and preference of employers in Hong Kong. These findings will assist employers in devising their HR policies in the coming months. To keep HR professionals updated with the latest market information, since April 2009, JobsDB has been conducting this survey every three months to keep track of the market changes.

2. Survey Coverage

The survey covers 115 companies, among which, 61% employ less than 50 staff, 17% employ 50-100 staff, 11% employ 101-200 staff, 6% employ 201-500 staff, and 5% employ more than 500 staff.

Size of Participating Companies



Scope and Methodology (cont.)

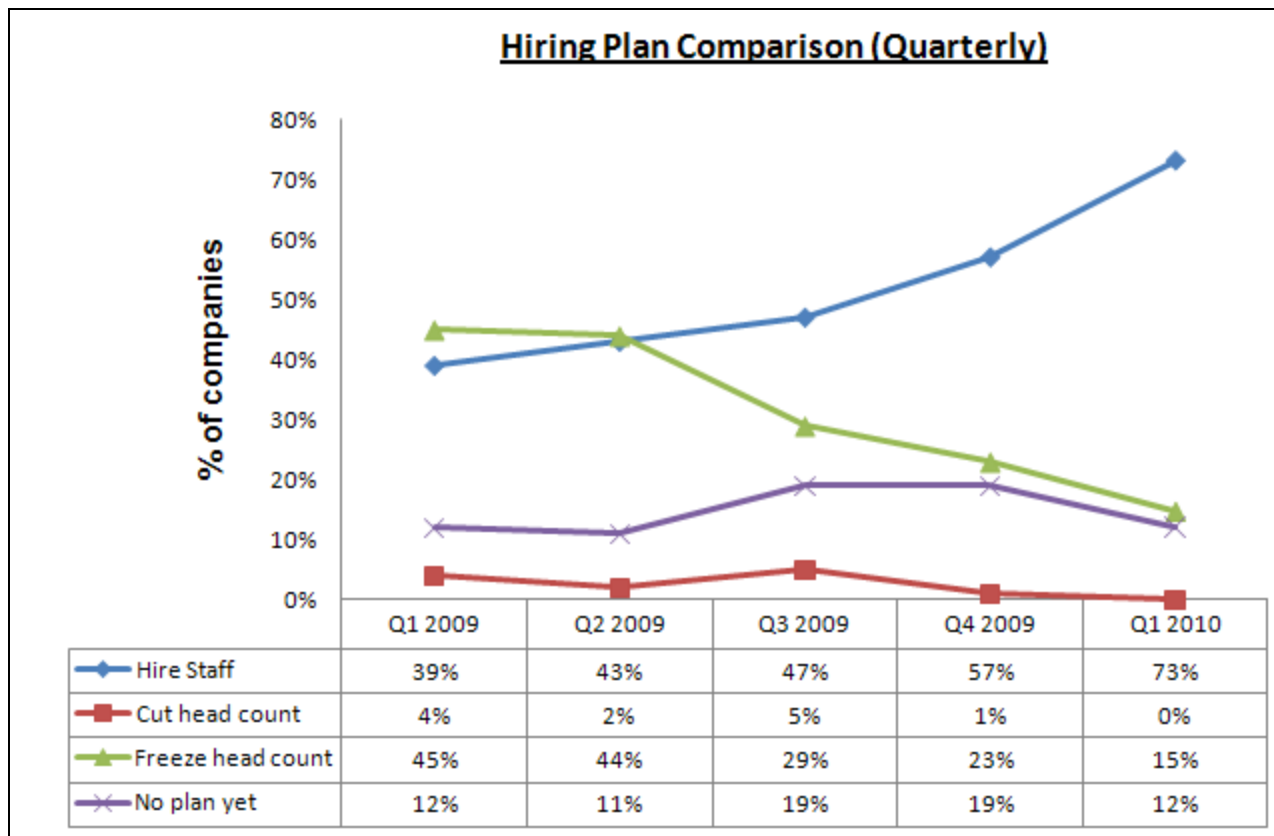
3. Data Collection Method

The survey was conducted by inviting companies through e-mail to fill in an online questionnaire from 14 to 19 April 2010.

1. HR general planning

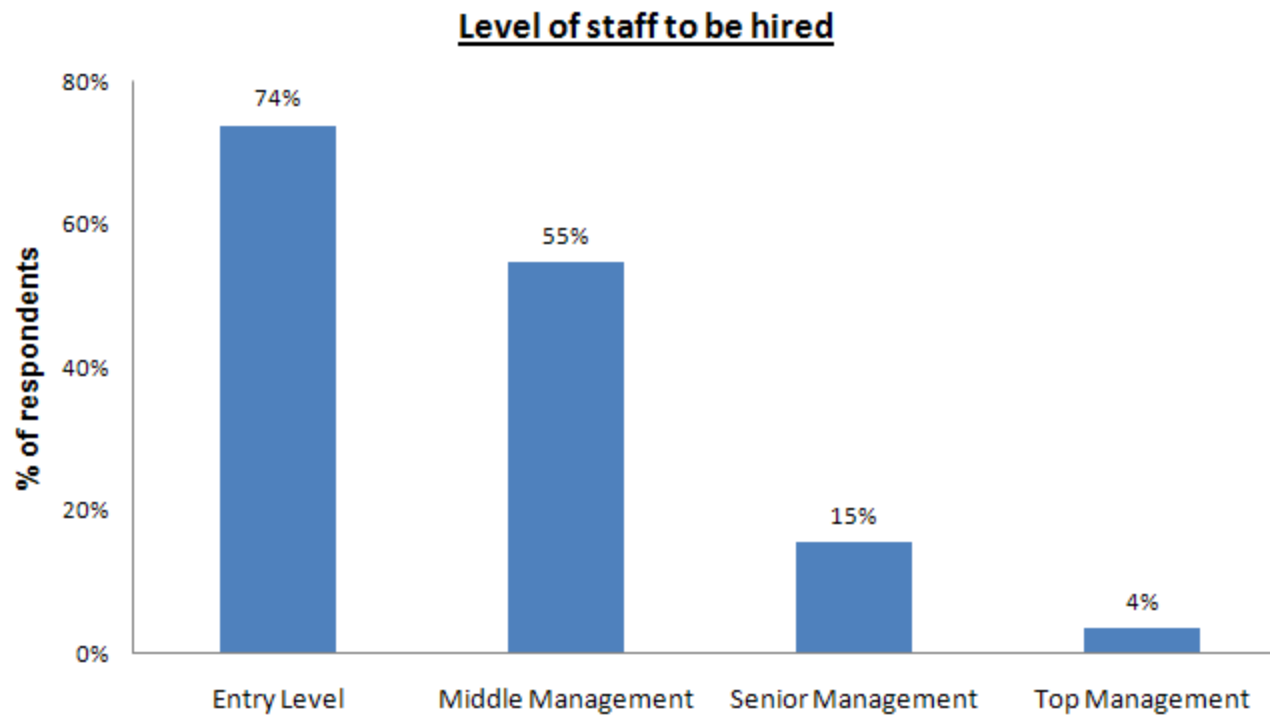
1.1 Hiring plan in the coming three months

Among the respondents, 73% said they will hire staff in the coming three months. This finding is 16% more than the result in Q4 2009 when 57% said they will hire staff. Also, it is nearly twice as the percentage of respondents who said they will hire staff in the same period last year (Q1 2009: 39%). Only 15% of respondents said they will freeze head count and no respondent will cut head count.



1.2 Level of staff to be hired

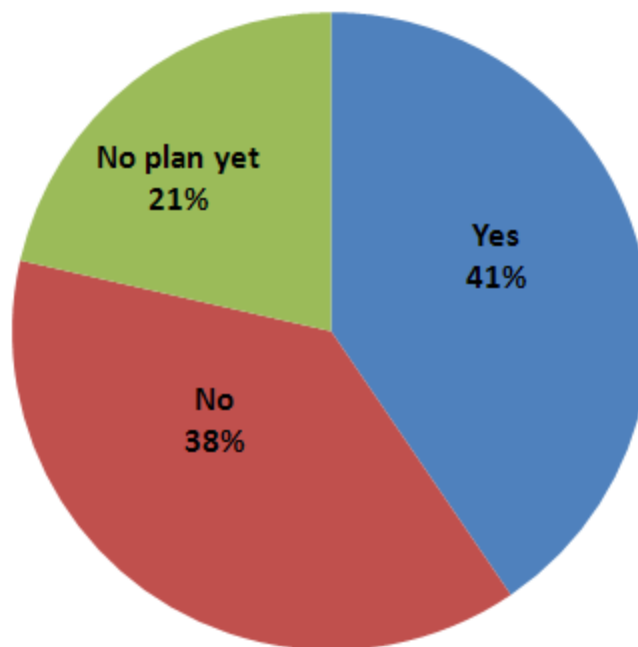
Among respondents who intend to hire staff in the coming three months, 74% will hire entry-level staff, 55% will hire middle management staff and 15% will hire senior staff. Only 4% will hire top management staff.



1.3 Interest in hiring fresh graduates

Among respondents who will hire staff in the coming three months, 41% reported they will hire fresh graduates but 38% have no interest in hiring fresh graduates.

Interest in Hiring Fresh Graduates



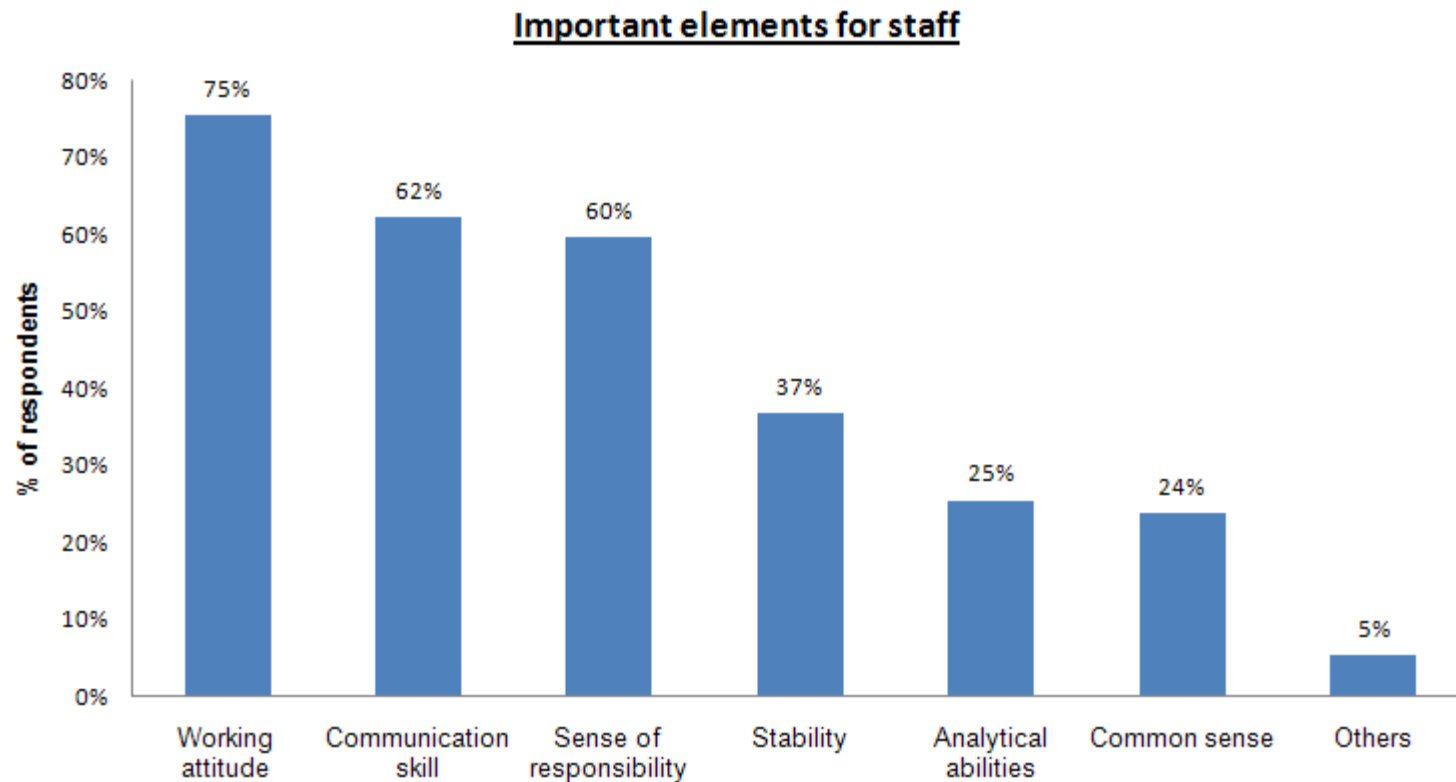
2. The commonest reasons for not giving an interview

More than 80% of surveyed companies rejected job seekers for interview because of work experience being unrelated to job position, followed by under-qualification (42%) and education being unrelated to job position (27%). Interestingly, 24% of respondents rejected job seekers due to over-qualification. This may mean it is better for job seekers to find jobs which match their qualifications rather than those jobs which require less from them. Among the respondents, 19% said they rejected job seekers because of incorrect contact information. Job seekers should be careful to provide accurate contact information or else they may miss the chance of getting a good job.

Reasons for not inviting a job seeker for interview	% of respondents
Work experience unrelated to job position	82%
Under-qualification	42%
Education unrelated to job position	27%
Resume is too general	25%
Over-qualification	24%
Resume's format is unprofessional/confusing	23%
Incorrect contact information	19%
Spelling and/or grammatical errors in resume	18%
Others	11%

3. Important elements for staff

Among the respondents, 75% ranked working attitude as the most important element for staff, followed by communication skill (62%) and sense of responsibilities (60%).



4. Popular reasons for resignation

In the 20-30 age group, they are still looking for their career paths and would like to try different jobs. “Looking for better prospects” (89%) and “Dissatisfaction with current salary & fringe benefits” (65%) are the most popular reasons for resignation, followed by “Change in job nature”.

In the 31-40 age group, “Looking for better prospects” (67%) and “Dissatisfaction with current salary & fringe benefits” (55%) are the two most popular resignation reasons. However, staff in this age group would like to develop their career in a company. Therefore, company prospects, harmony in workplace and organization leader are all important factors for them to consider leaving the company or not. As a result, “Worsened company prospects” (23%), “Change in organization leaders” (21%) and “Conflict in the workplace” (21%) are more popular reasons for staff in this age group than those aged 20-30.

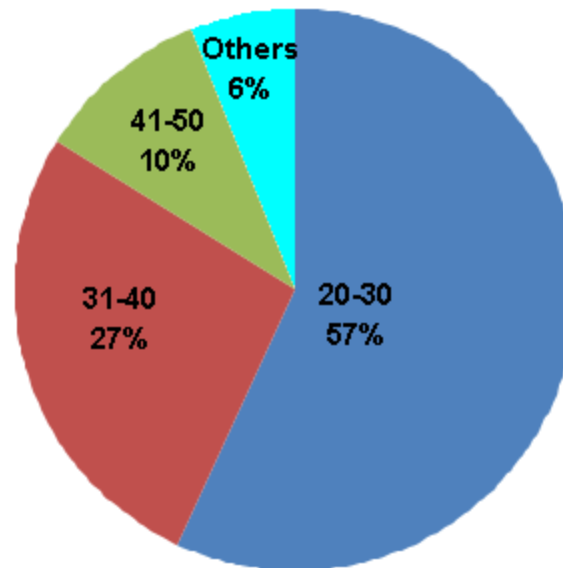
In the 41-50 age group, the reasons for resignation are diverse, but “Conflict in the workplace” (27%) is the most popular one.

Reasons for Resignation	Age Group		
	20-30	31-40	41-50
Change in job nature	37%	13%	23%
Change in organization leaders	7%	21%	24%
Conflict in the workplace	3%	21%	27%
Discontent with company culture	18%	16%	21%
Discontent with workplace location	6%	10%	14%
Dissatisfaction with current salary & fringe benefits	65%	55%	25%
Looking for better prospects	89%	67%	25%
Not enough training & development	17%	9%	4%
Worsened company prospects	4%	23%	21%
Others	4%	3%	5%

5. Staff turnover

In the past three months, the staff turnover rate was found to be 4.7% and 29% of companies reported they have no staff leaving the companies in the past three months. Among staff leaving the companies, 57% of them are in the 20-30 age group, 27% are in the 31-40 age group and only 10% are in the 41-50 age group.

Staff leaving companies in the past three months (by age group)



Remarks: Staff turnover rate is calculated as total number of staff leaving in the past three months divided by the total number of employees

6. Summary

The Hong Kong labor market has become active again in 2010, with 73% of the companies surveyed intending to hire staff in the coming three months which is nearly a double than the same period last year (Q1 2009: 39%). It is also 16% higher than the hiring intention in the last quarter (Q4 2009: 57%). It is good news to job seekers as more job opportunities are available now. To increase the chance of getting an interview, job seekers should read the job requirements in the advertisements carefully and judge whether they are capable of handling the job duties. Job seekers who are under-qualified or having work experience unrelated to the job position may not be given an interview. Also, job seekers should be careful to provide accurate and detailed information in their resumes, especially for their contact details.

Staff in different age groups have different reasons for resignation. For the 20-30 age group, they change their jobs mainly due to better prospects, better benefits and a different job nature. For the 31-40 age group, they consider not only their prospects and benefits but also the company prospects. For the 41-50 age group, they mainly focus on harmony in the company. To retain talents, employers should provide a tailor-made compensation package to satisfy staff in different age groups. They should maintain a harmonious atmosphere in the workplace to eliminate conflict among staff. Employers can also keep the staff informed by including them in future plans of the company. This can give them a clearer picture about their career prospects and the company future.

All in all, employees are the important assets of a company, and employers should always listen to their opinions which would definitely help improve work efficiency and increase productivity.