

Jobseeker Salary Report 2024

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Jobseeker Salary Report 2024

What is it?



In an effort to shed light on the current recruitment landscape in 2024, Jobsdb, in collaboration with Acorn Organization Limited, presents the Jobseeker Salary Report (“Salary Report”).

This comprehensive report draws upon the latest data gathered from jobseekers in Hong Kong, offering valuable insights into salary and bonus trends between 2023 and 2024 across various industries and job functions. Moreover, the report delves into the evolving job-changing patterns among jobseekers, providing an in-depth analysis of their sentiments and reactions to key employment-related topics.

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Jobseeker Salary Report 2024

Objectives

The objective of this survey is twofold:

1. To assist jobseekers in evaluating their current salaries and aligning their expectations for future job searches, thereby facilitating effective career planning and decision-making.
2. To support companies in making informed hiring decisions and implementing strategies for talent retention by providing comprehensive data on salary and benefits. This information enables organizations to adjust the compensation packages of their existing staff to remain competitive in the job market.



Scope and Methodology

Survey Coverage

The survey covered 3391 candidates from 31 job functions.

Job Function	Percentage	Job Function	Percentage
Accounting	10.70%	Retail Sales	2.20%
Admin & HR	11.80%	Manufacturing	2.20%
Information Technology	9.30%	Food and Beverage	2.00%
Engineering	6.00%	General Management	2.00%
Transportation & Logistics	4.70%	Design	1.90%
Building & Construction	4.30%	Sciences, Lab, R&D	1.80%
Merchandising & Purchasing	4.20%	Analytics	1.60%
Banking	3.70%	Legal / Compliance	1.60%
Corporate Sales & Business Development	3.40%	Insurance	1.40%
Marketing & Branding	3.30%	Medical Services	1.30%
Property / Real Estate	3.30%	Digital Marketing, E-Commerce & Social Media	1.20%
Education	3.00%	Public Relations & Corporate Affairs	1.00%
Others	2.70%	Media & Advertising	0.90%
Customer Services	2.60%	Hospitality / Tourism	0.70%
Public / Civil / Social Services	2.60%	Beauty Care / Health	0.40%
Finance	2.40%		

Scope and Methodology

Datum point

The survey recorded the present basic monthly salaries (excluding any bonuses but including commission) of surveyed jobseekers as of March 1, 2024. Additionally, adjustments to basic monthly salaries were captured based on jobseekers' self-reported adjustments, allowing for a comparison with salaries in 2023.

Data collection method

The survey was conducted by an online questionnaire, which was made available to jobseekers from February 7 to March 12, 2024.



Scope and Methodology

Data Analysis

Surveyed jobseekers were requested to provide information on their basic monthly salaries as of March 1, 2024, recent salary adjustments, bonuses, double pay, job status, job title, job function, and industry of their company.

The data was analyzed to calculate the arithmetic average for salary adjustments and bonuses received. To ensure robust results, outliers with values that deviated by more than three standard deviations from the mean were excluded from the analysis.

Analysis was conducted to identify potential variations in salary and bonus adjustments across 31 job functions. Please note that the percentage of monthly salary adjustment in 2024 by position will only be presented if sufficient data was collected for accurate calculation.



Definition

Weighting

In order to ensure a representative and comprehensive overview, the data has been weighted based on the industry distribution as per government statistics. This weighting methodology takes into account the relative proportion of each industry in the overall dataset, allowing for a more accurate representation of the job market.

Basic Monthly Salary (HK\$)

The recorded present monthly salary represents the basic monthly salary as of March 1, 2024. This figure excludes any bonuses, both guaranteed and non-guaranteed, but includes commission.

Average

The average is calculated as a mathematical mean of the data values, including basic monthly salaries, salary adjustments, and bonuses received. To ensure the statistical integrity of the analysis, outliers with values that deviate by more than three standard deviations from the mean have been excluded. This approach helps to mitigate the impact of extreme values on the overall average, providing a more reliable representation of the data.



Hong Kong Overall Salary Changes

In 2024, overall compensation in the local job market has remained relatively stable. Among the respondents, **57%** received a salary increase, with an average increase of **3.2%**, which is a decrease of 0.9pt compared to last year but still outpacing the latest March inflation rate of 2%.

A total of **73%** of full-timers surveyed received a bonus and/or double pay this year, with an average bonus of 1.4 months, consistent with the past two years. Among them, nearly **30%** expressed satisfaction with their bonuses, which is similar to the satisfaction level in 2023. They generally received bonuses ranging from 1.8 to 2.7 months.



Salary Fact

#1



Job Functions revealed
a greater pay rise

7.2%

Analytics

5%

Legal /
Compliance

4.9%

Engineering



Average Salary Growth
of Full-timers

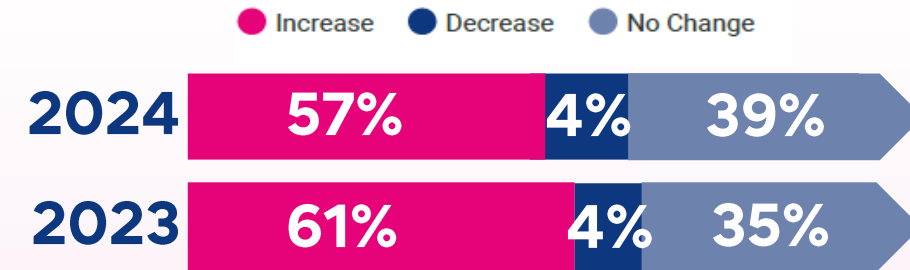
3.2%

vs 4.1% in 2023



Salary Change in 2024

In 2024, there was a decline in the percentage of full-timers who received a pay rise. The percentage of employees who experienced a pay cut remained consistent at 4%, while the proportion of individuals with frozen salaries increased to 39%, up from 35% in the previous year.



#2

Salary adjustment level peaks at...

5%

Age Group 26-30

4.9%

Groups with 3-5 years of work experience



Younger employees received higher salary adjustments with those aged 26-30 getting a 5% increase.



Junior Executives with 1-4 years of work experience stands out at 4.2% while the Fresh Graduates with <1 year of work experience have a negative adjustment (-1.2%).



Those with 3-5 years of experience had the highest increase at 4.9% while those with over 6 years saw a decline.

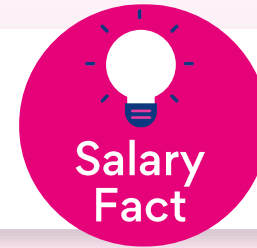
Salary Change in 2024 by Industries and Job Functions

The "Hospitality and Tourism" sector had the highest percentage of employees receiving salary increases this year, seeing a raise of 4.2%, on par with the "Information and Technology" sector. Employees in the hotel and tourism industry also experienced significant improvements in salaries and bonuses. In contrast, the "Catering" industry had a lower average salary increase of 2.2%, 1 percentage point below the overall industry average.



#3

Hospitality is one of the top industries with the highest incidence of the pay rise



#4

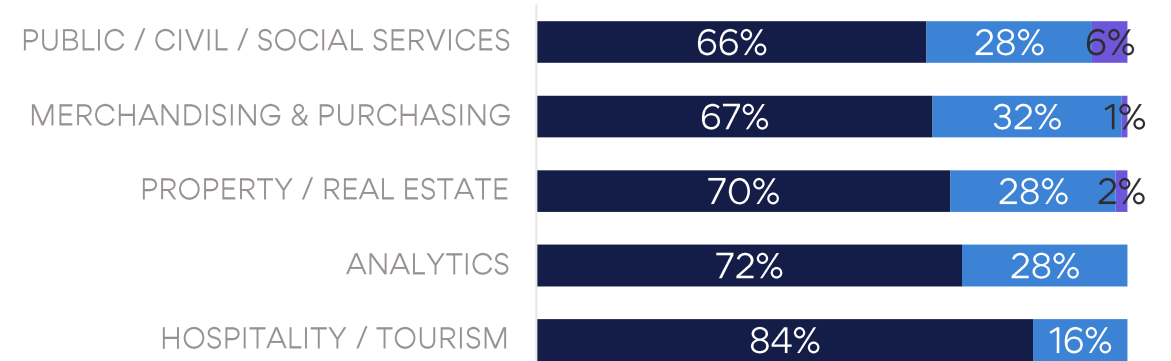
Hospitality/Tourism emerged as the top job function with the highest incidence of pay rise

Top 5 industries with a higher incidence of the pay rise:

■ Increased ■ No Change ■ Decreased



Top 5 job functions with a higher incidence of the pay rise:



Job Switching Patterns

Due to external economic factors, this year's jobseekers adopt a cautious attitude towards the future job market.

Over 36% of respondents hold a pessimistic view of the employment market, and more individuals anticipate that job searches will take longer compared to the previous year. Additionally, the number of respondents considering "resigning without securing another job" has decreased compared to last year.

Cautious attitude towards the future job market



48%

Considered their salary as lower than average but did not plan to change job

only
22%

Resigned before securing a new job offer in the past 12 months

24%

Have plan for job switching in the next 3 months
(Dropped by 7pt vs 2023)

14%

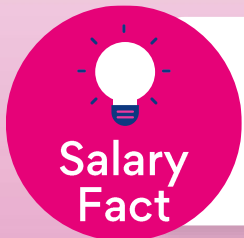
Expected a **PAY CUT** after switching job
(Increased by 10pt vs 2023)

5.1
months

Expected time required for job hunting
(vs 4.8 months in 2023)

Less than
30%

Believe they can find a new job within 2 months



#5

The main drivers behind job-switching, particularly among the younger age group, continue to be **dissatisfaction with salary, benefits, company culture, and management style.**



Switching Job Functions

The job functions of "Food and Beverage" and "Retail Sales" demonstrate a higher inclination towards switching job functions. Overall, 57% of those who changed job functions in the past 12 months experienced a salary increase (compared to 54% in 2023), while 39% encountered a decrease in salary (compared to 32% in 2023). Similar to the previous year, they are primarily motivated by the advantages offered by new job functions, such as better career prospects and higher pay (23%).

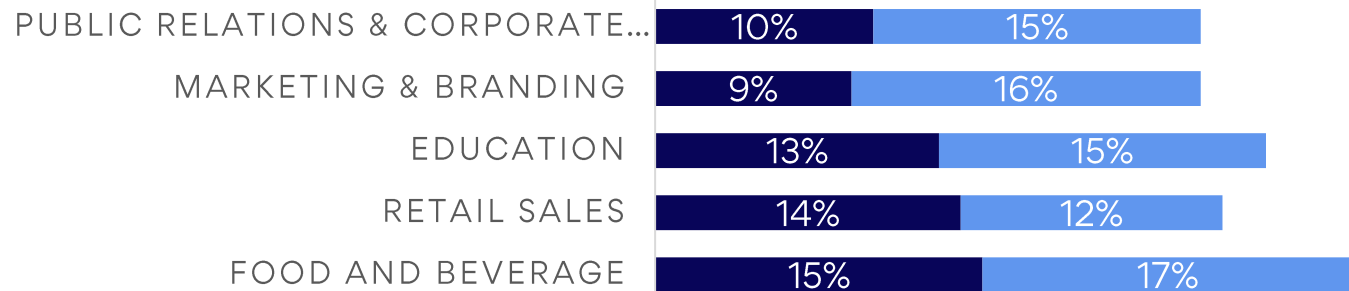


#6

Acquiring new skills and equipment through self-learning is the key success factor of switching job function

Who exhibits the highest propensity for changing job functions?

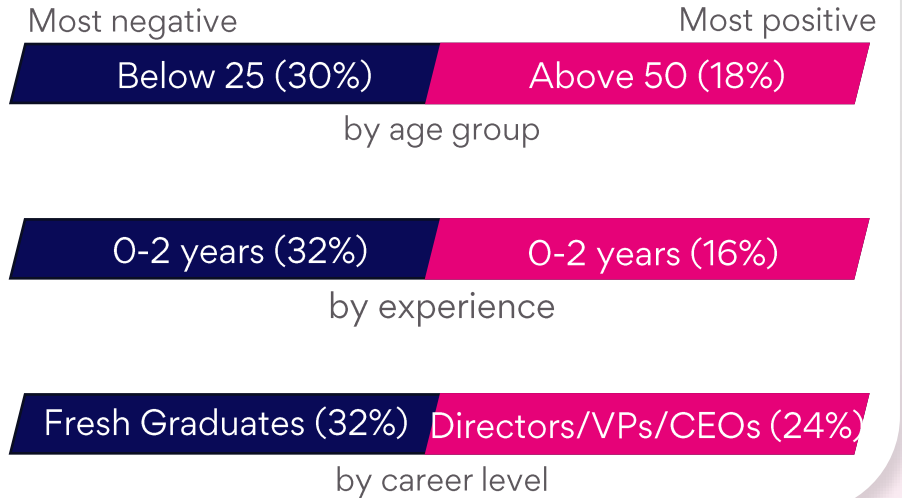
■ Change employer & job function ■ Change job function only



Employment Outlook in 2024

Compared to 2023, respondents' sentiment towards the employment situation in Hong Kong has diminished. The proportion of individuals holding a positive view has reverted back to a pre-2023 level, standing at **14%** (versus 32% in 2023). There has been a surge in the proportion of individuals holding negative views, which now stands at **36%** (versus 17% in 2023).

Employment Situation

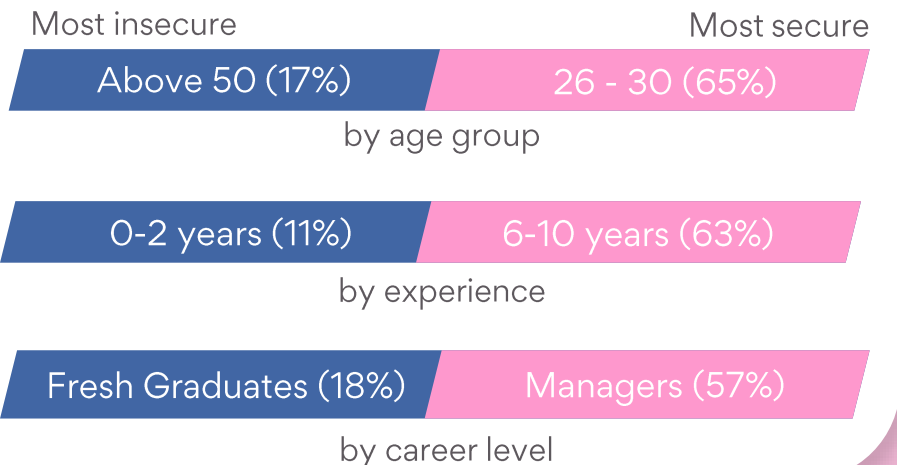


#7

Salary
Fact

Job security is at its highest among individuals **aged 26-30** and those with **6-10 years of experience**, particularly among managerial positions.

Current Job Security



Well-Being

full-timers in Hong Kong work an average of **46.6 hours per week**, surpassing the recommended 40-hour workweek. The **"Catering"** and **"Hospitality and Tourism"** industries have the highest average weekly working hours at **54.8** and **50.2 hours**, respectively. 80% of respondents experience high to moderate work-related stress.

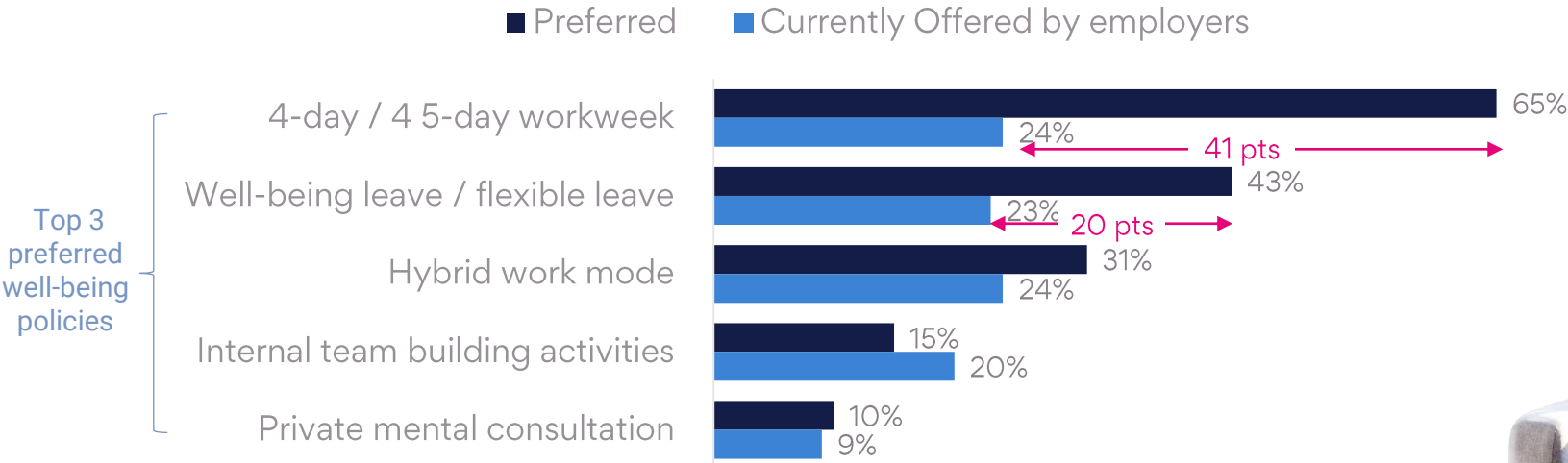
65% of respondents express a desire for a "4-day or 4.5-day workweek," while **56%** are willing to extend daily working hours to achieve a 4-day workweek and spend more time with family and friends.



#8

The major causes of stress are...

- 42%** Heavy workload
- 35%** Job requirement changes surpass capability
- 30%** Declining workplace communication / financial burden



Working outside Hong Kong

The percentage of respondents who are open to working outside Hong Kong for the long term (one year or more) has decreased from 43% in 2023 to 39% this year, with **China (especially Greater Bay Area)** being one of the favored destinations. However, the proportion of not considering working outside Hong Kong has increased from 57% in 2023 to 61% this year.

Higher preference for working in China among Junior Jobseekers



45%
(2nd top)

By Age:
Below 25



55%

By Career Level:
Fresh graduate / <1 year



46%

By work experience:
0-2 years



#9

Australia (38%), China (37%), Singapore (35%) and the United Kingdom (32%) are the top preferred places.



Retain and Attract Talent by Staff Training

Primary training motivations include self-development (64%), future career path (52%), and job opportunities (45%). Dissatisfaction with training programs is mainly attributed to a lack of ongoing support from the organization (38%), non-personalized content for job roles and responsibilities (30%), and a mismatch between training and skill levels (23%).



#10

60% prefer on-job training, with a preference for classroom-based sessions over online formats like "Zoom training". Short part-time programs lasting up to six months and one-off workshops spanning 1-7 days are also favored.

99%

Job-related
hard skills and
professional
knowledge



47%

Professional
certification



39%

A.I.
knowledge



36%

Language
skill

95%

Soft Skills



73%

Leadership and
management skills



59%

Interpersonal skills
and communication
skills



Job Seeking

The top three biggest challenges that the jobseekers are facing during job seeking are “salary expectation” (47%), “receiving no feedback after application” (33%), and “getting interviews but no offers” (26%). When it comes to job descriptions, 89% of respondents struggled to understand them. Key useful content in job descriptions includes "compensation and benefits" (71%), "responsibilities" (54%), and a "summary of the role" (51%).



#11

89% of respondents have experienced difficulties in reading a job description...

Respondents encounter challenges when reading job descriptions in these main areas:

49%
Vague job duties

34%
Basic needs shown as benefits

30%
Excessively lengthy list of responsibilities

29%
Insufficient details

28%
Overly demanding requirement list

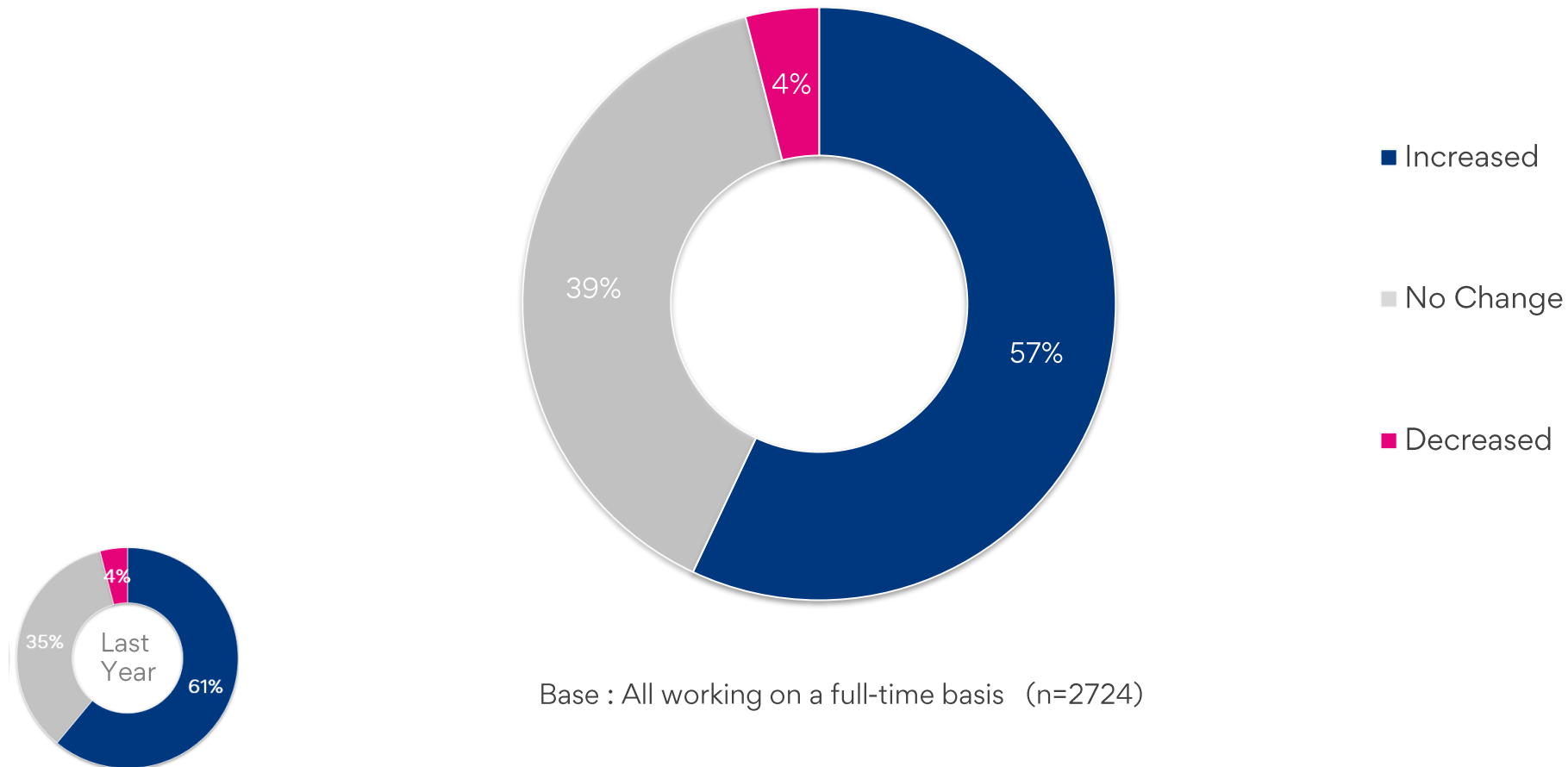


Section 1

BASIC MONTHLY SALARY CHANGES IN 2024

Basic Monthly Salary Changes in 2024

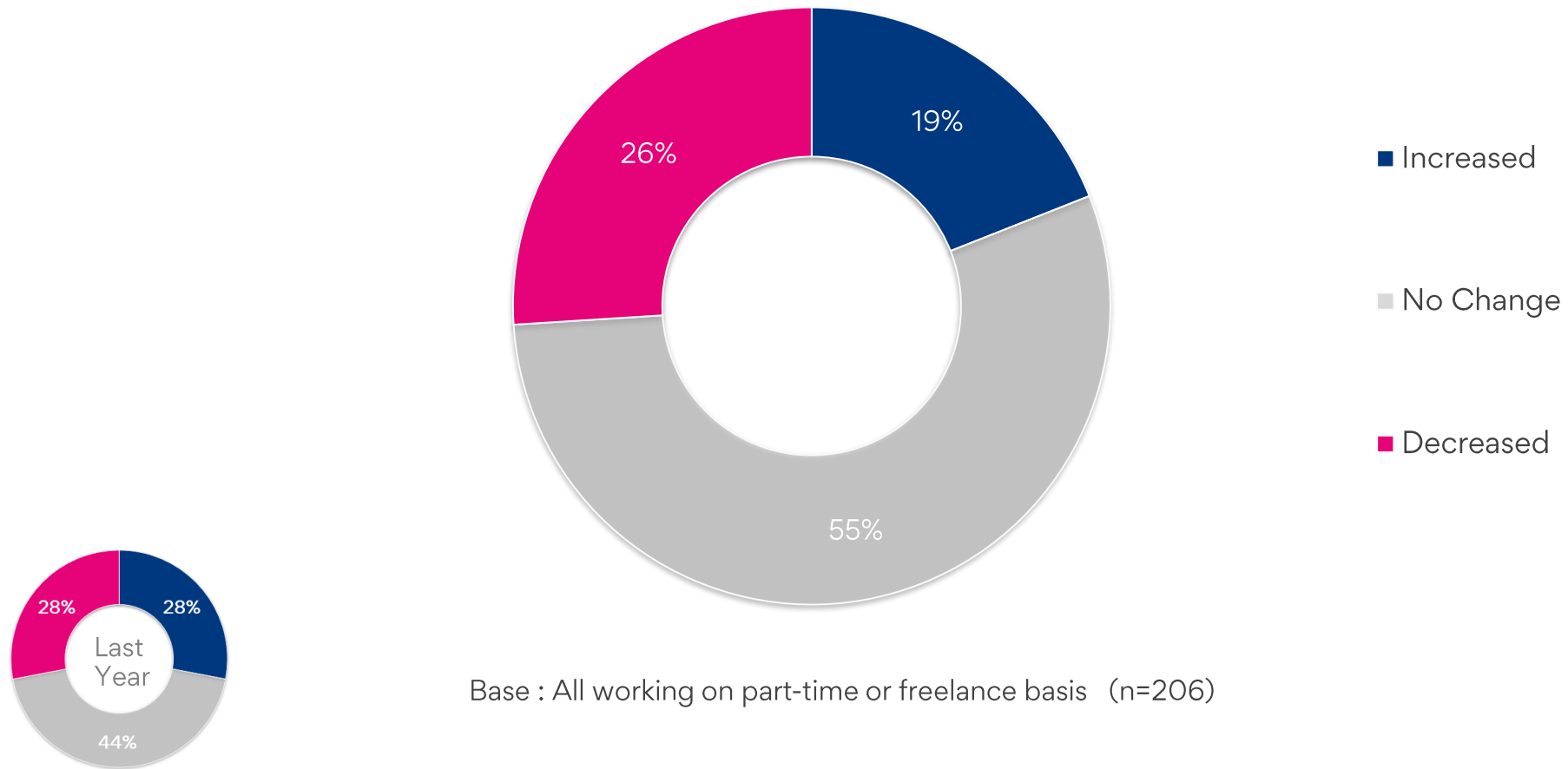
For those currently working full-time, 57% received a pay rise (down from 61% in 2023), while 39% maintained their salary from last year (up from 35% in 2023). A small percentage of 4% experienced a pay cut (unchanged from 2023).



Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

For those working part-time or freelance, only 19% received a pay rise (down from 28% in 2023), while 55% maintained their salary from last year (up from 44% in 2023). However, 26% still experienced a pay cut (down from 28% in 2023).

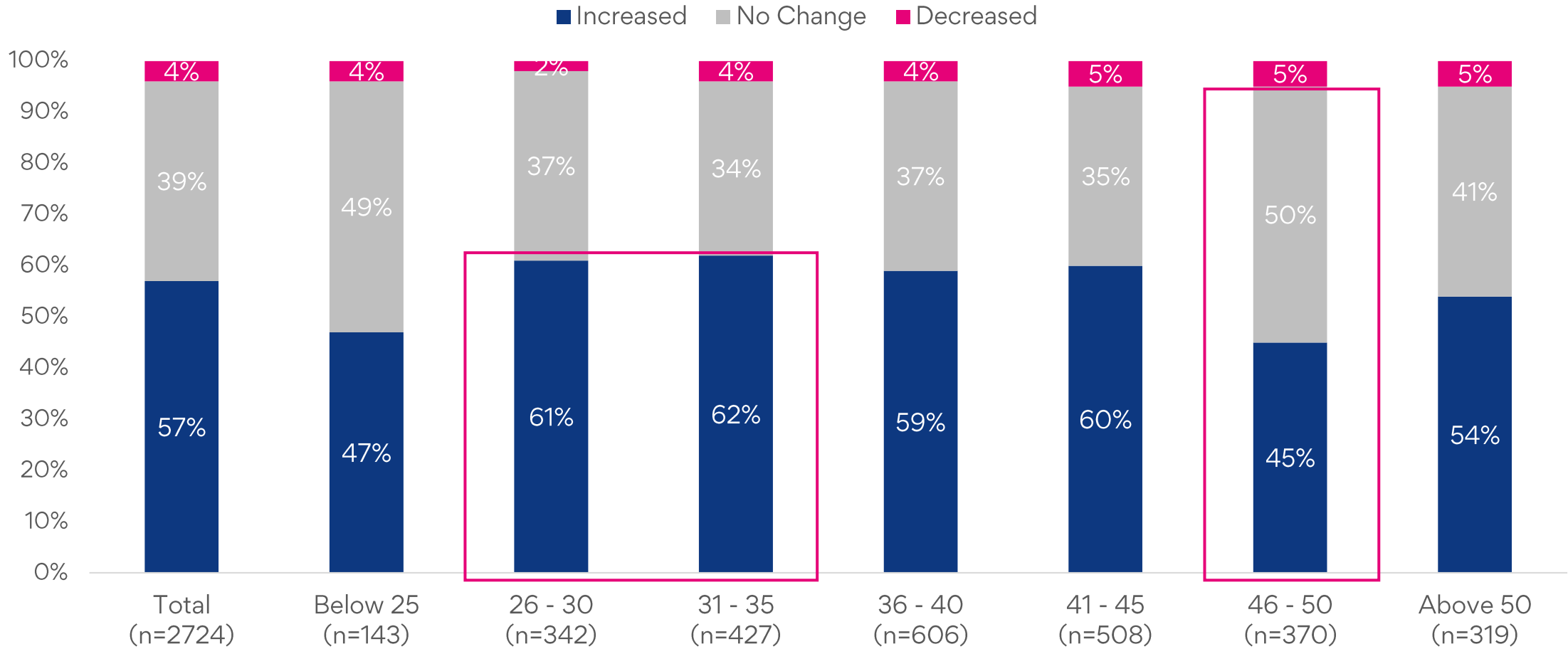


Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Basic monthly salary changes in 2024 – by age

- Respondents aged 31-35 (62%) and those aged 26-30 (61%) had a higher incidence of pay rise.
- Those aged 46-50 experienced less favorable salary adjustment with 50% of them encountering stagnancy and only 45% experiencing a pay rise.

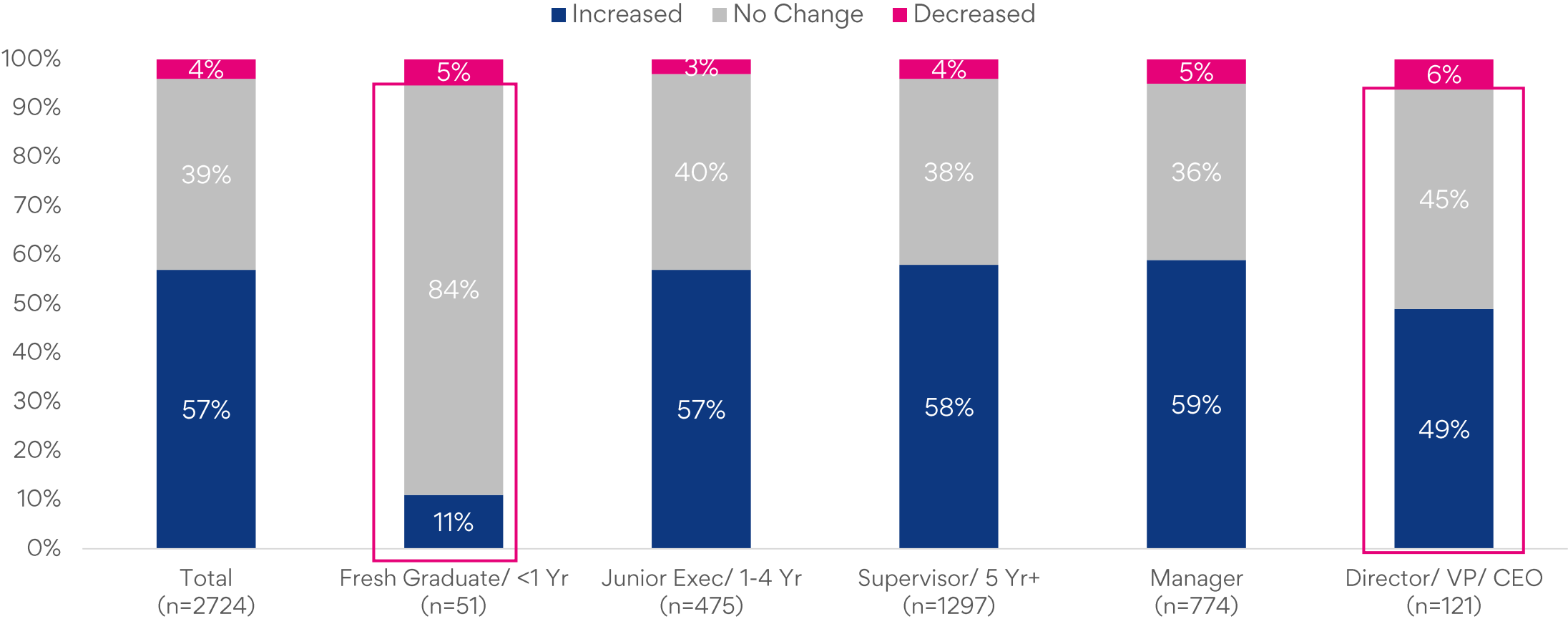


Base : All working on full-time basis
Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Basic monthly salary changes in 2024 – by career level

- Fresh graduates or individuals with less than one year of work experience, in general, faced a high rate of salary stagnation (84%), with only a small percentage of 11% reporting a pay rise (compared to the total of 57%).
- Directors, vice presidents, and CEOs experienced a relatively higher incidence of stagnation (45%) and a lower occurrence of pay rises (49%).

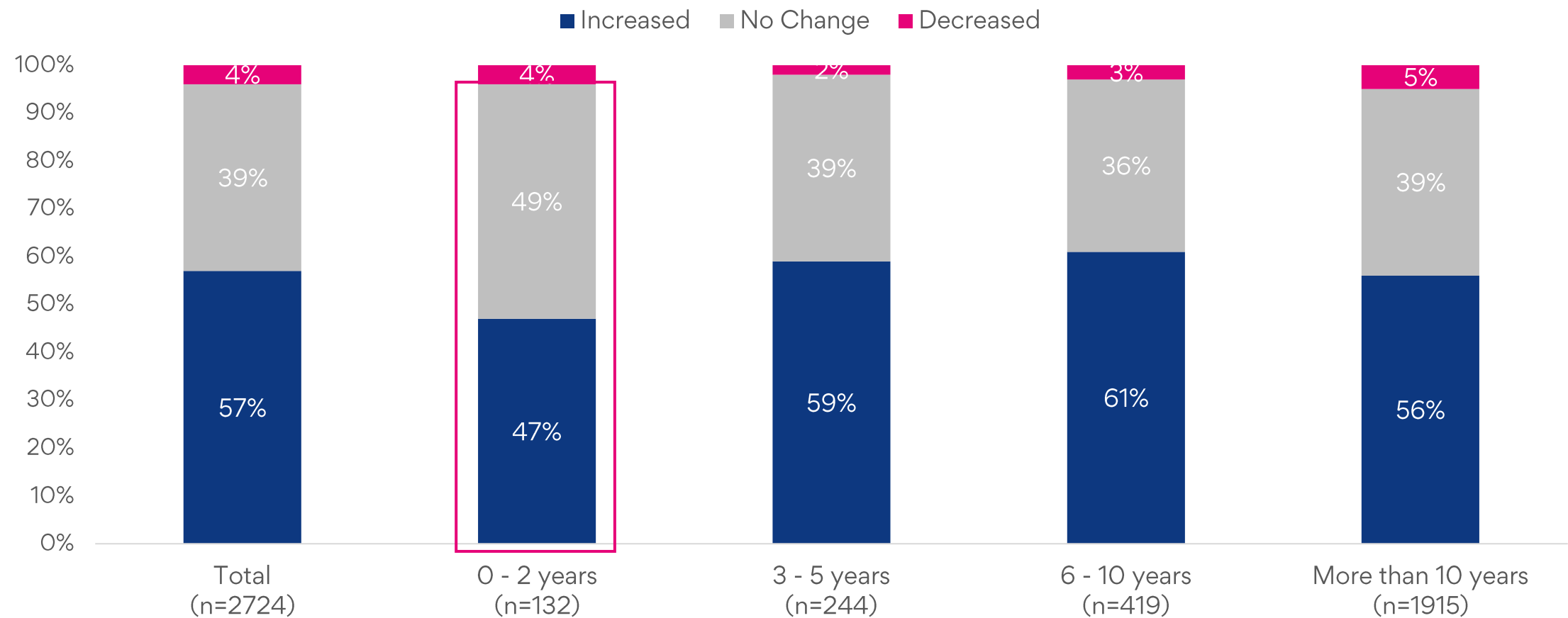


Base : All working on full-time basis
Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Basic monthly salary changes in 2024 – by work experience

Respondents with 0-2 years of work experience reported a relatively higher occurrence of salary stagnation (49%) and a lower incidence of pay rises (47%).

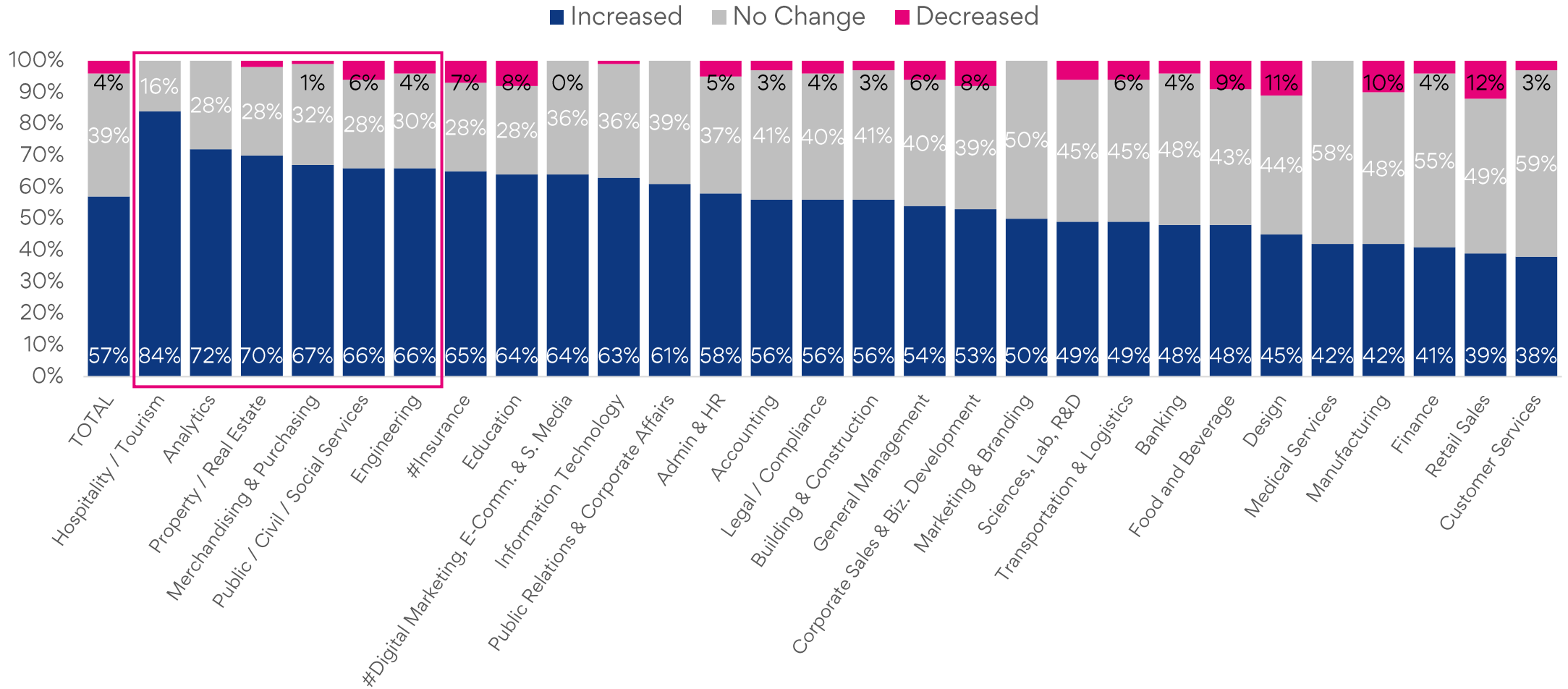


Base : All working on full-time basis
Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Basic monthly salary changes in 2024 – by job function

Job functions that exhibited a higher incidence of pay rises include Hospitality/Tourism (84%), Analytics (72%), Property/Real Estate (70%), Merchandising & Purchasing (67%), Public/Civil/Social Services (66%), and Engineering (66%).



Job function with less than 20 respondents is not shown. # caution : small base

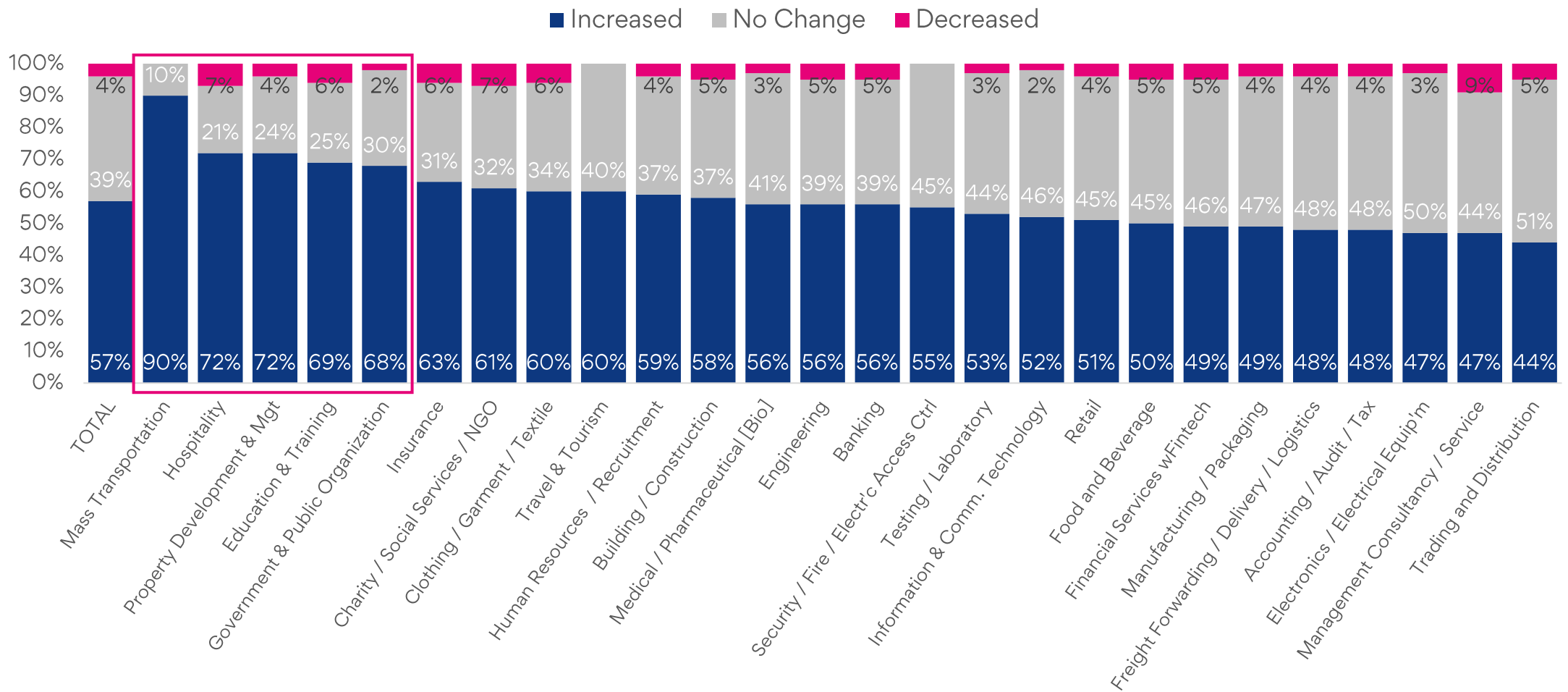
Base : All working on full-time basis (n=2724)

Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Basic monthly salary changes in 2024 – by industry

Top 5 industries with a more positive outlook in terms of the incidence of pay rises in 2024 are Mass Transportation (90%), Hospitality (72%), Property Development and Management (72%), Education & Training (69%), and Government & Public Organization (68%).



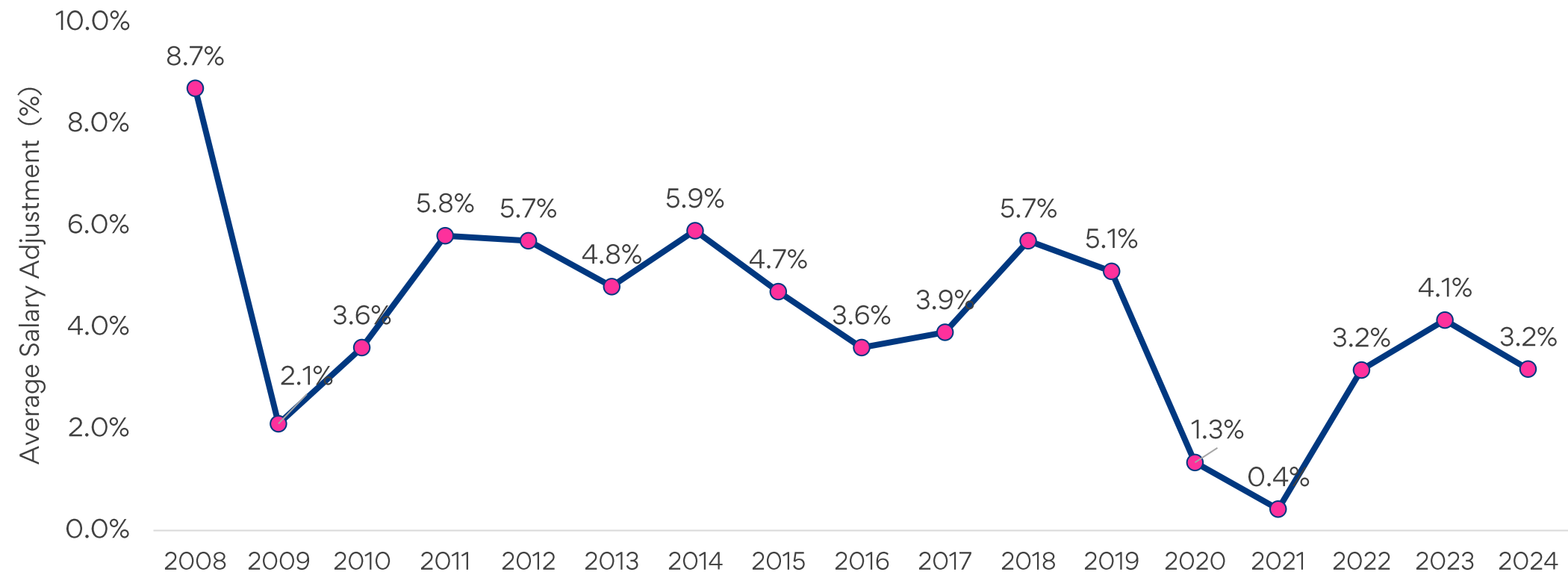
Industry with less than 30 respondents is not shown

Base : All working on full-time basis (n=2724)

Qn.5a. Compared with the salary in 2023, what is your salary adjustment rate in 2024? Please exclude any current salary cuts due to no pay leaves or other short or midterm salary cut measures of your company (if any).

Basic Monthly Salary Changes in 2024

Overall average percentage of monthly salary adjustments over the years

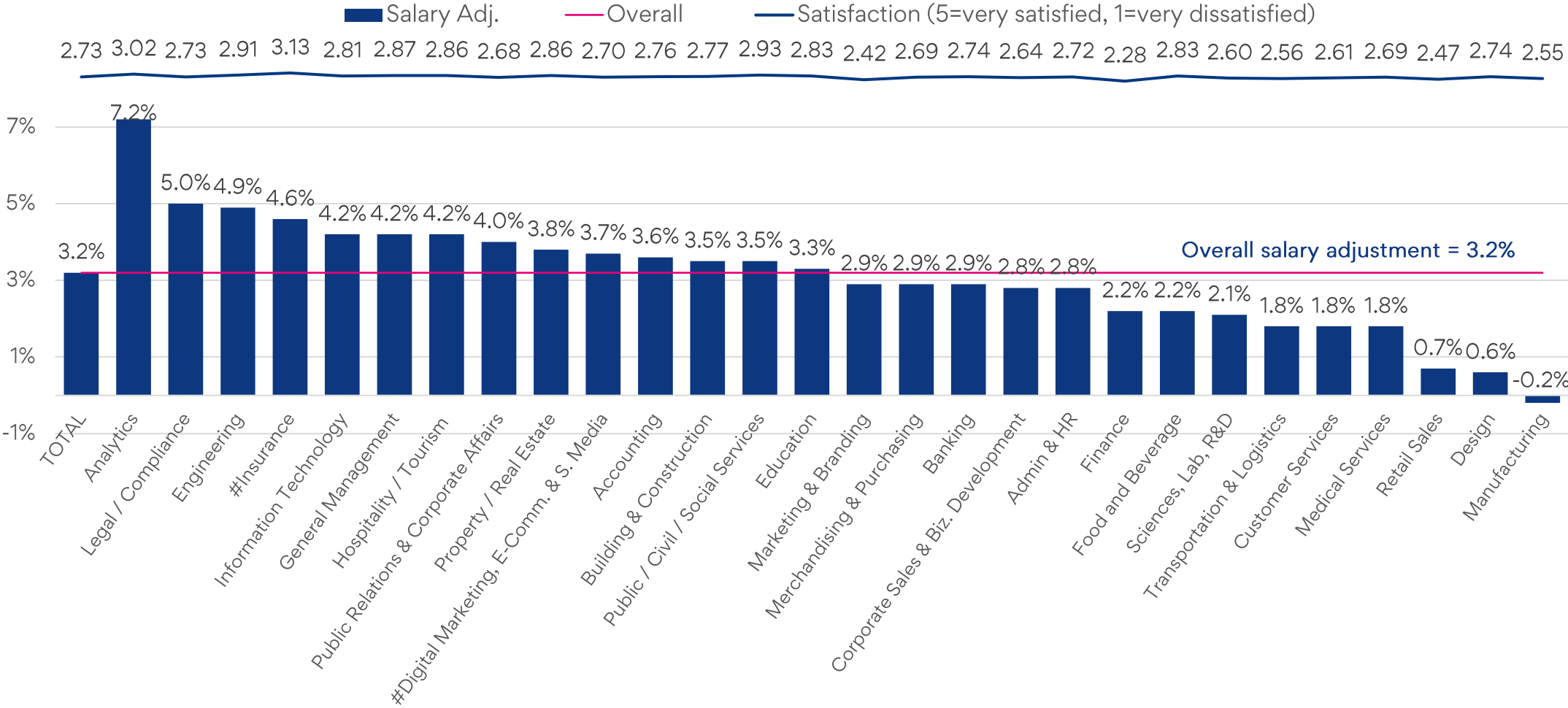


Base : All working on full-time basis (n=2724)
Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Percentage of monthly salary adjustments and satisfaction ratings in 2024 – by job function

- In 2024, the average salary adjustment declined to 3.2% from 4.1% in 2023.
- The top seven job functions with the highest pay rises are Analytics (7.2%), Legal / Compliance (5%), Engineering (4.9%), Insurance (4.6%), Information Technology (4.2%), General Management (4.2%), and Hospitality / Tourism (4.2%).

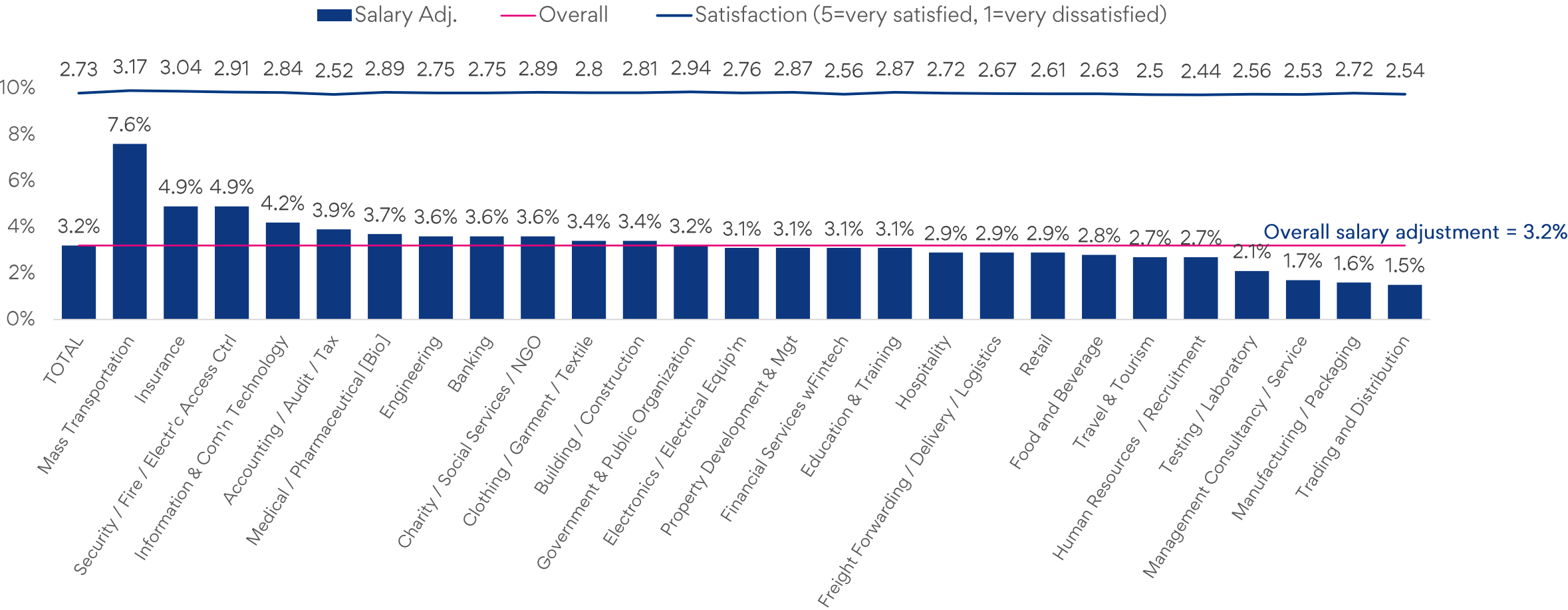


Job function with less than 20 respondents is not shown. # caution : small base
Base : All working on full-time basis (n=2724)
Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Percentage of monthly salary adjustments and satisfaction ratings in 2024 – by industry

In 2024, the average salary adjustment was 3.2%. The top five industries that experienced higher adjustments are Mass Transportation (7.6%), Insurance (4.9%) and Security / Fire / Electronic Access Control (4.9%), Information & Communications Technology (4.2%) and Accounting / Audit / Tax (3.9%).

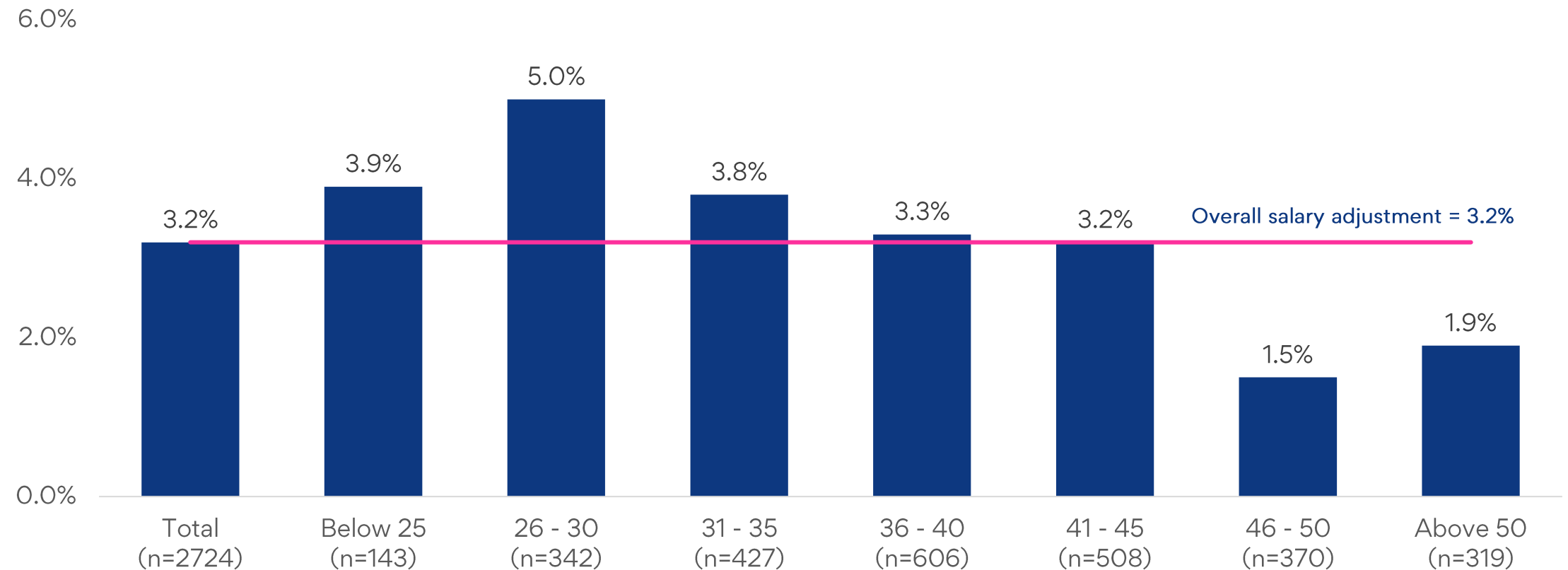


Industry with less than 30 respondents is not shown
Base : All working on full-time basis (n=2724)
Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Percentage of monthly salary adjustments in 2024 – by age

Salary adjustments were relatively higher among individuals aged 26-30, with a rate of 5%. Generally, the rate of salary adjustment tends to decline as age increases.



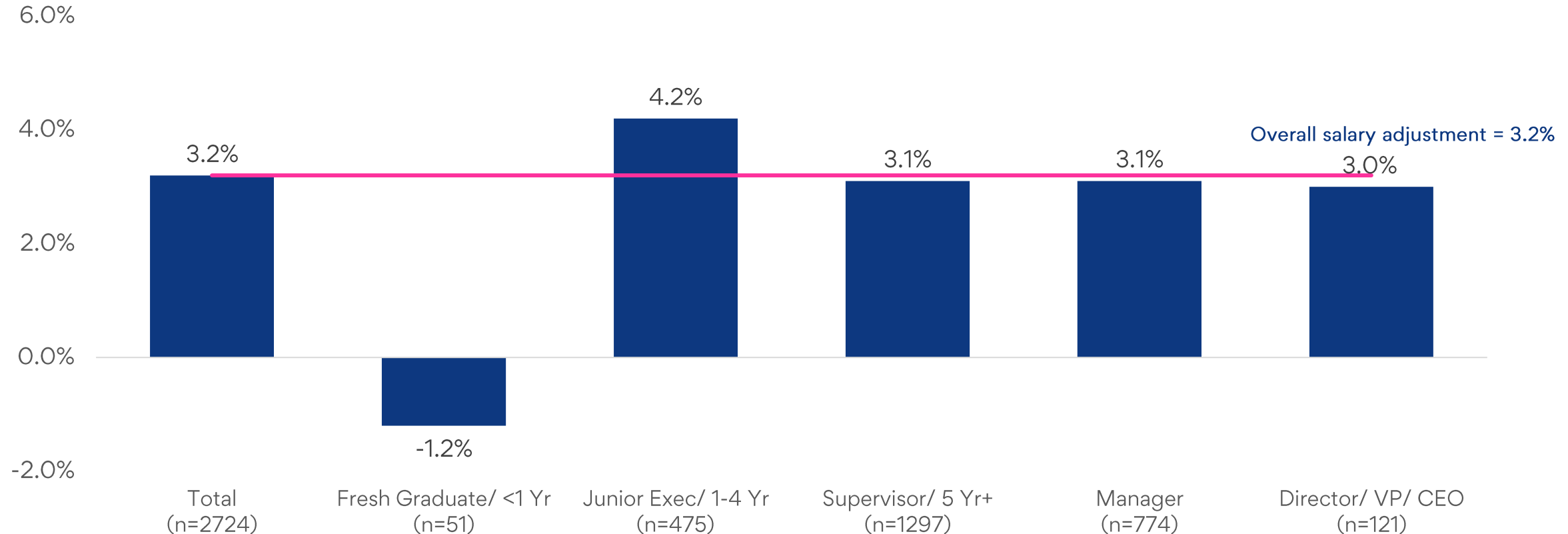
Base : All working on full-time basis

Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Percentage of monthly salary adjustments in 2024 – by career level

Salary adjustment was highest among Junior Executives / 1-4 years of work experience (4.2%).



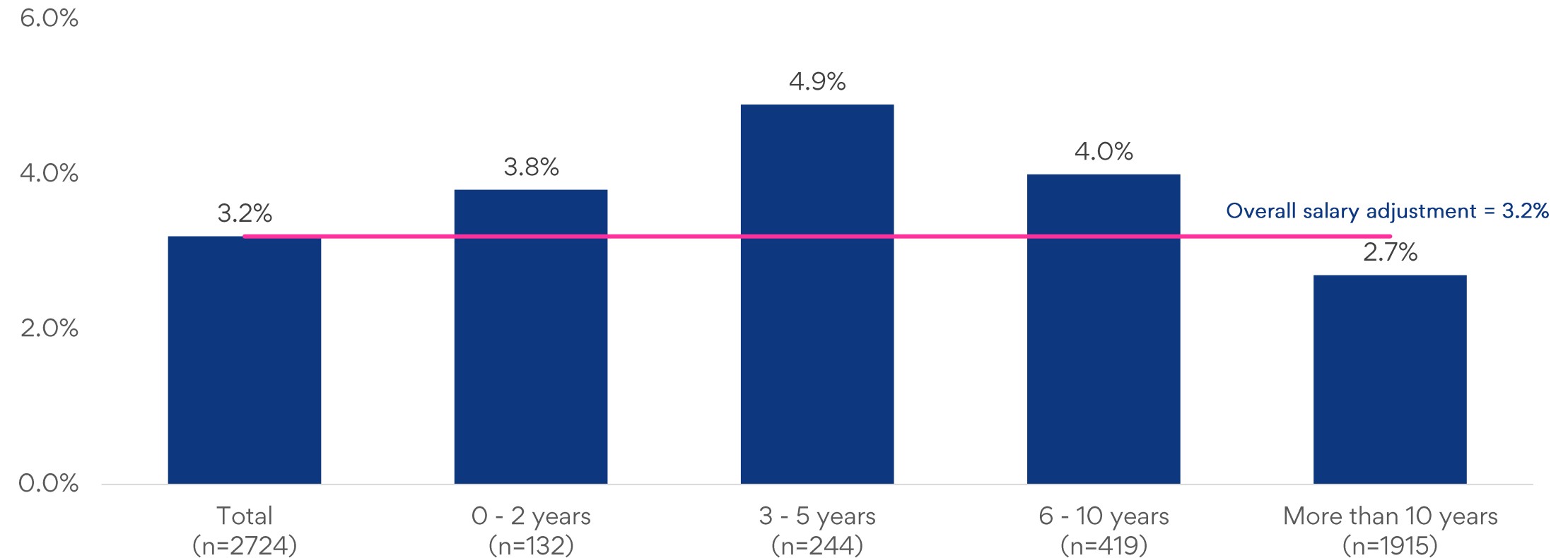
Base : All working on full-time basis

Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Percentage of monthly salary adjustments in 2023 – by work experience

Across all segments, salary adjustments are highest among those with 3-5 years of work experience (4.9%) and decrease with longer work experience.



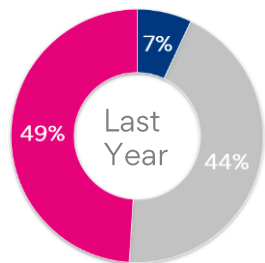
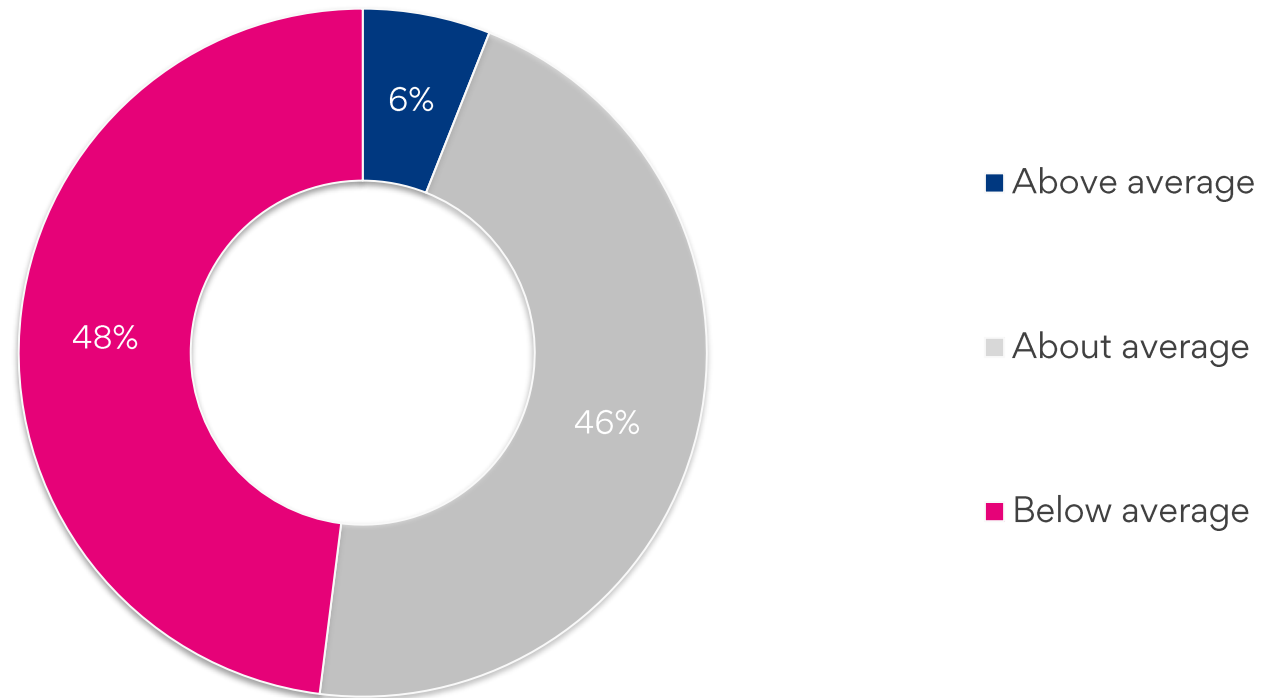
Base : All working on full-time basis

Qn. 5b1, 5b2 Compared with the salary in 2023, your salary is

Basic Monthly Salary Changes in 2024

Perception of salary compared with market standard

Similar to 2023, nearly half of the respondents (48%) perceive their salary to be below the market average, while 46% believe their salary is around the average level.



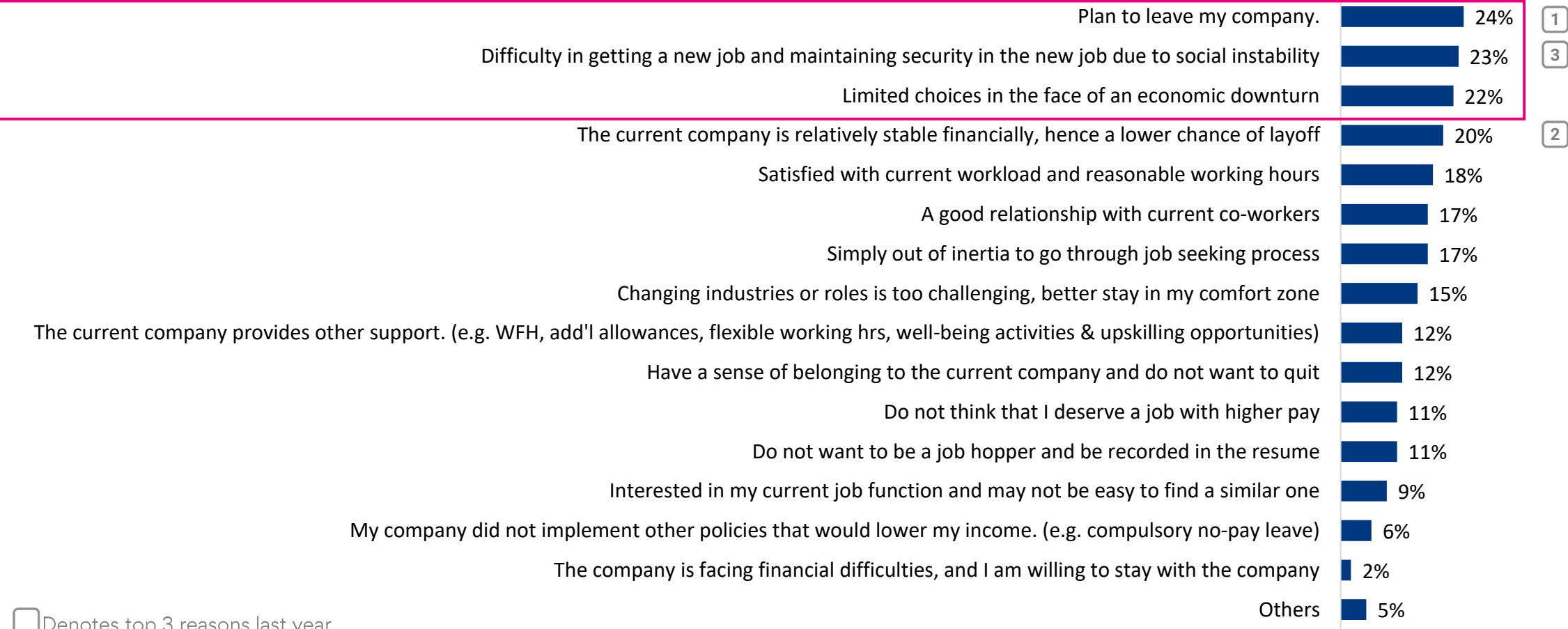
Base : All working on a full-time basis (n=2724)

Qn. 6a Do you think your salary is above or below market standard?

Basic Monthly Salary Changes in 2024

Reasons for accepting a “below-average” salary

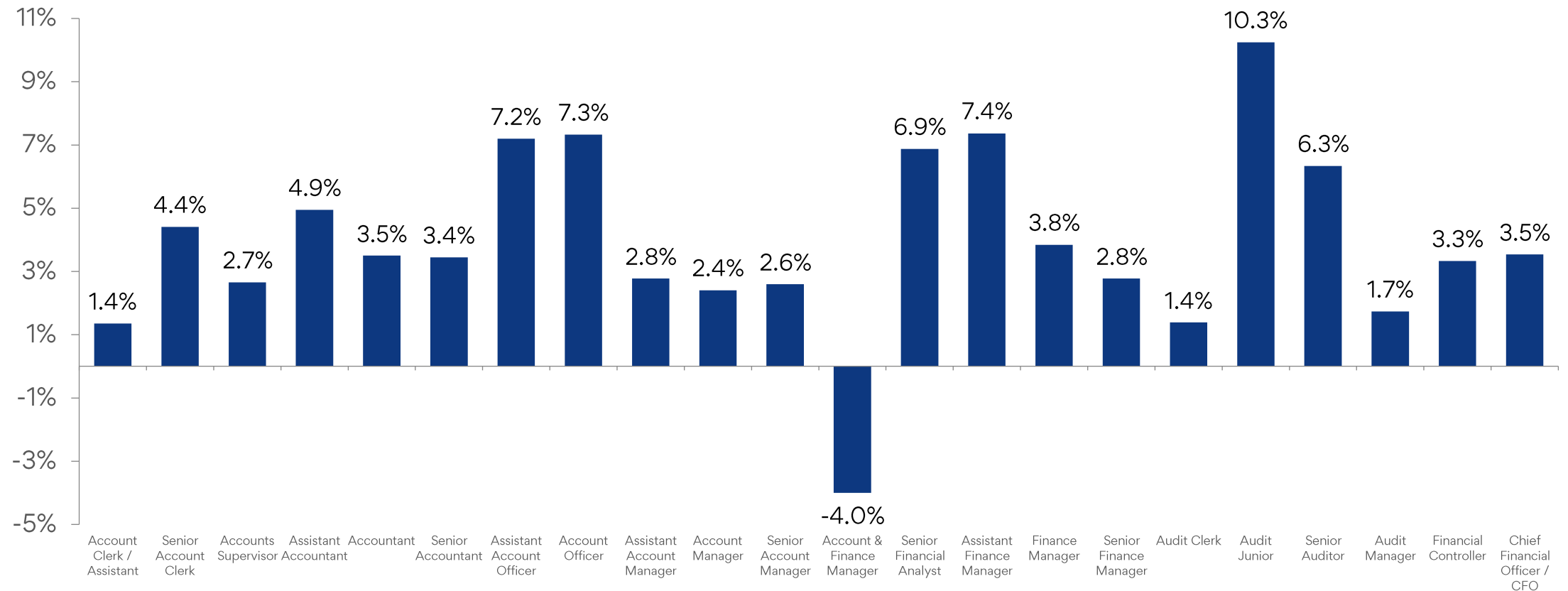
24% are planning to leave the company. Other respondents tolerate a below-average salary primarily due to pessimistic perceptions such as “difficulty in getting new job and maintain it due to social instability” (23%) and “limited choices during economic downturn” (22%).



Base : All working on full-time basis and consider their salary 'below market average' (n=1312)
Qn. 6a Why would you accept a salary that you think might be below market average?

Basic Salary Change in 2024

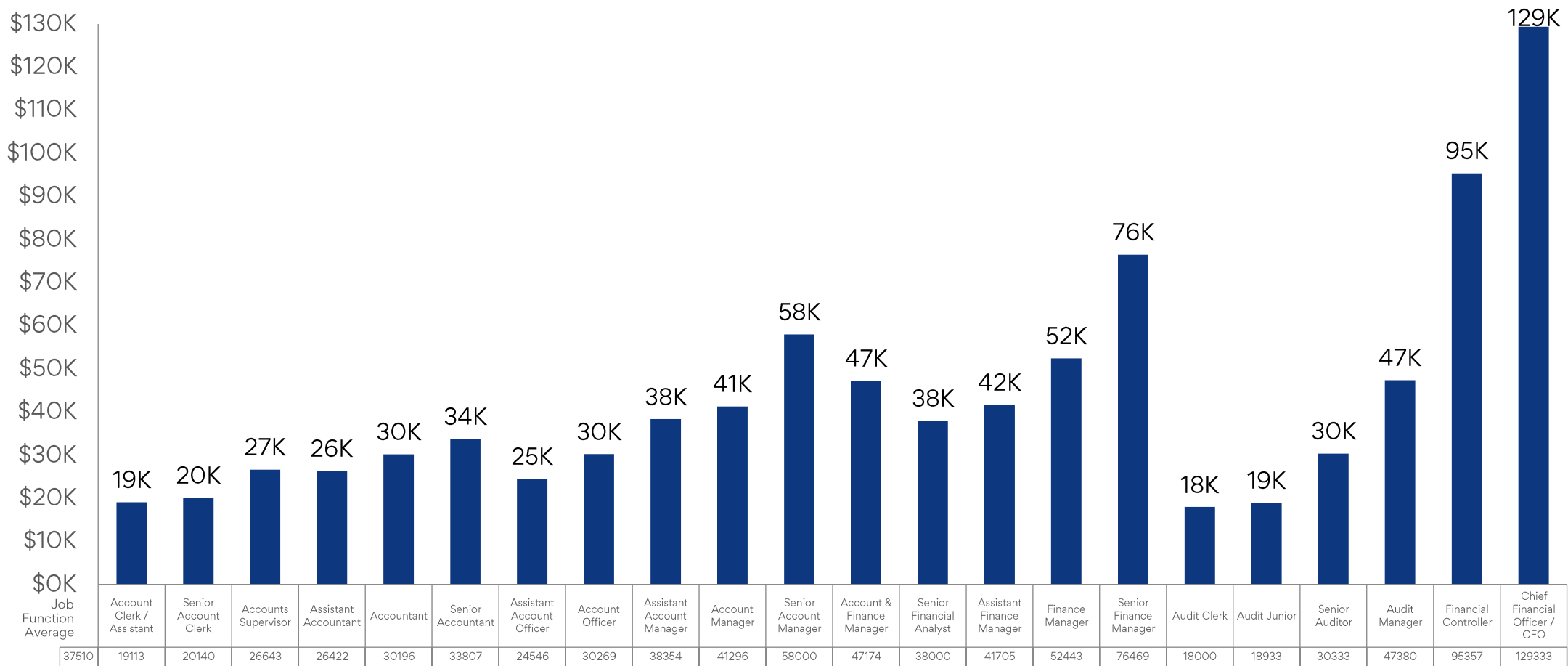
Percentage of Monthly Salary Adjustment in 2024 Accounting – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

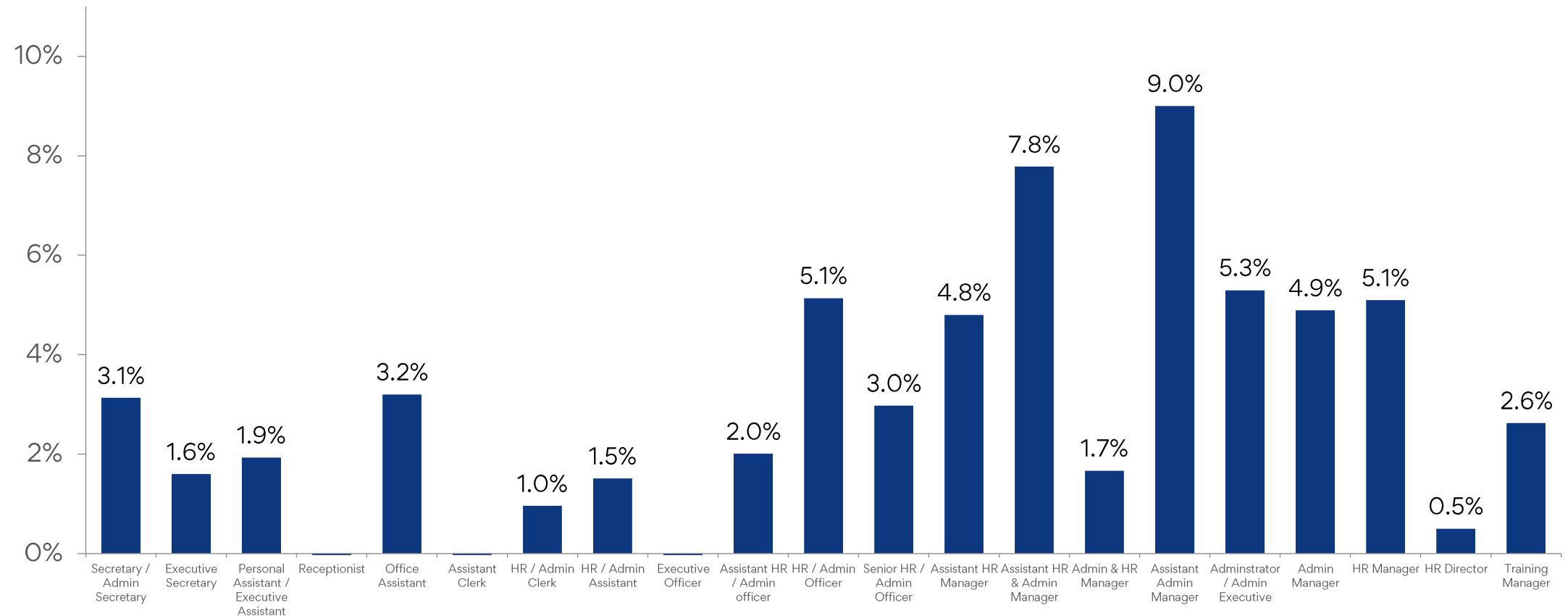
Average Monthly Salary 2024 Accounting – by Job Position



Job position with < 4 respondents is not shown
 Base: All working on full-time basis currently or in last one year (unweighted)
 Question : Q4/4a

Basic Salary Change in 2024

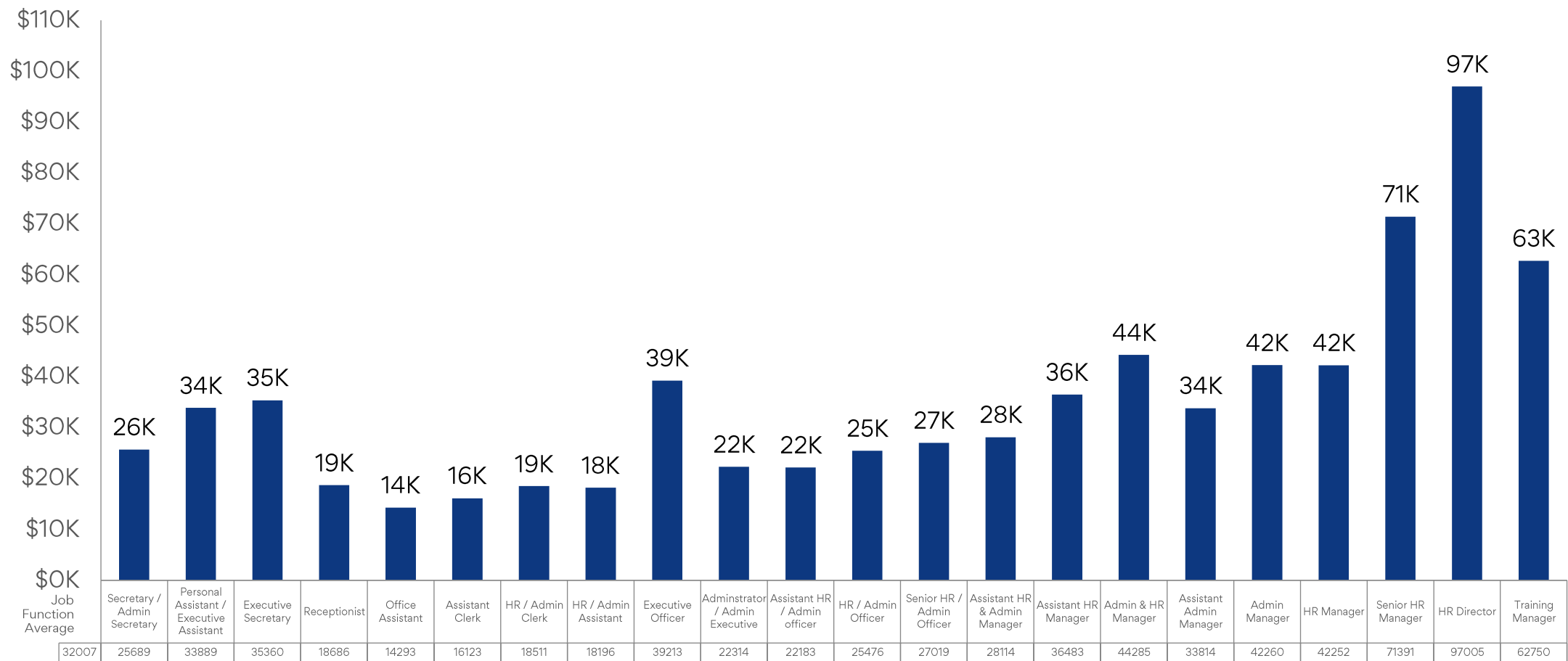
Percentage of Monthly Salary Adjustment in 2024 Admin & HR – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

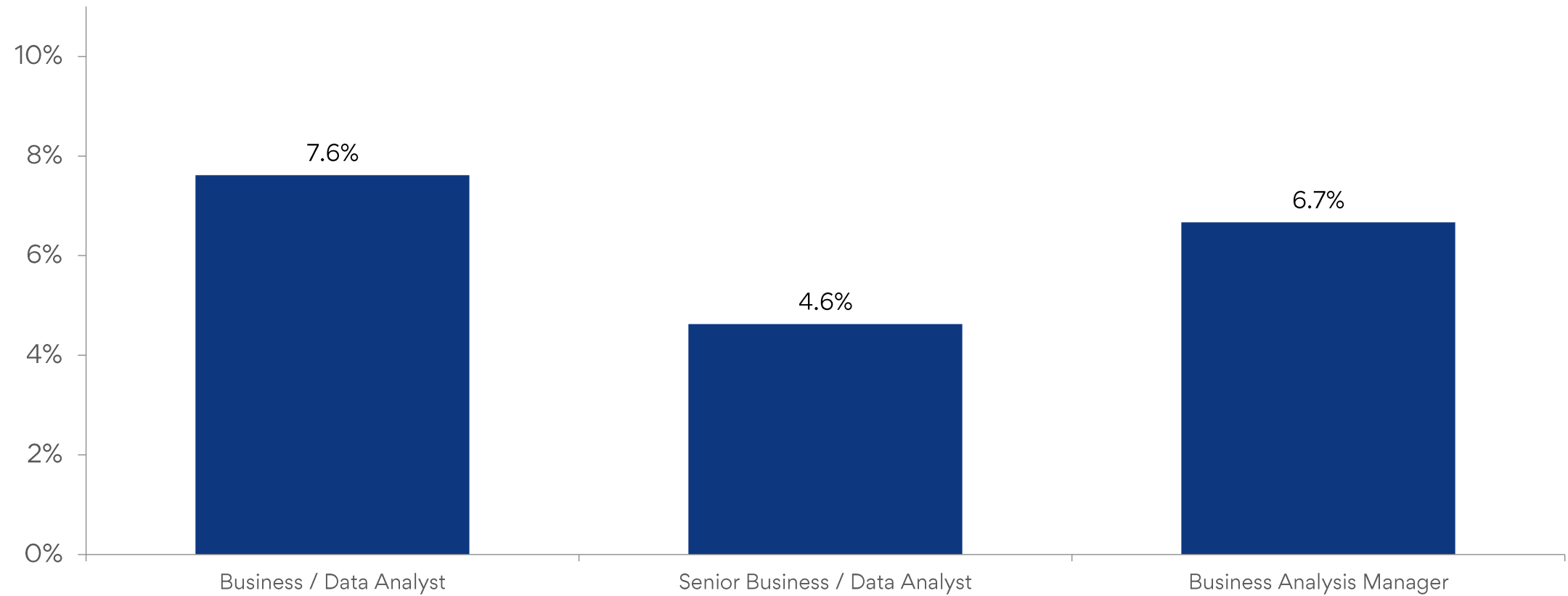
Average Monthly Salary 2024 Admin & HR – by Job Position



Job position with < 4 respondents is not shown
 Base: All working on full-time basis currently or in last one year (unweighted)
 Question : Q4/4a

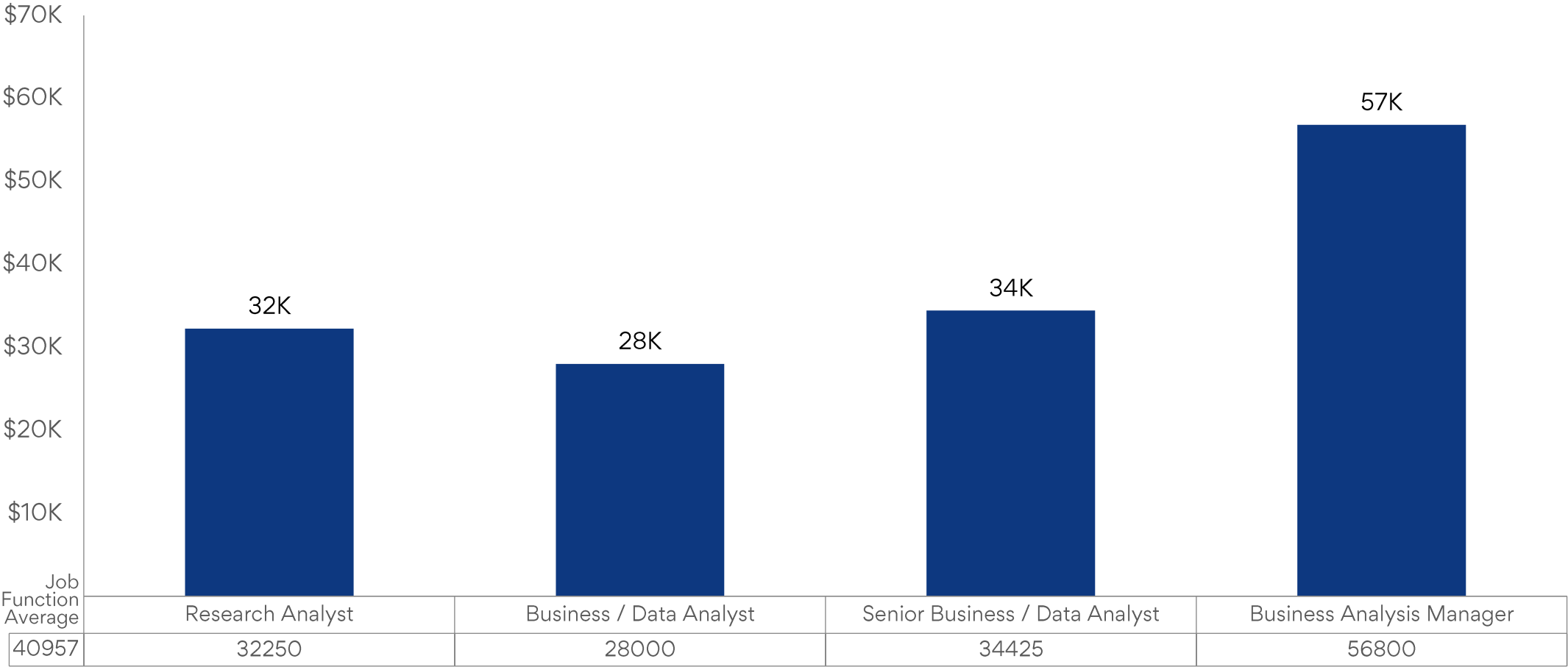
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Analytics – by Job Position



Basic Salary Change in 2024

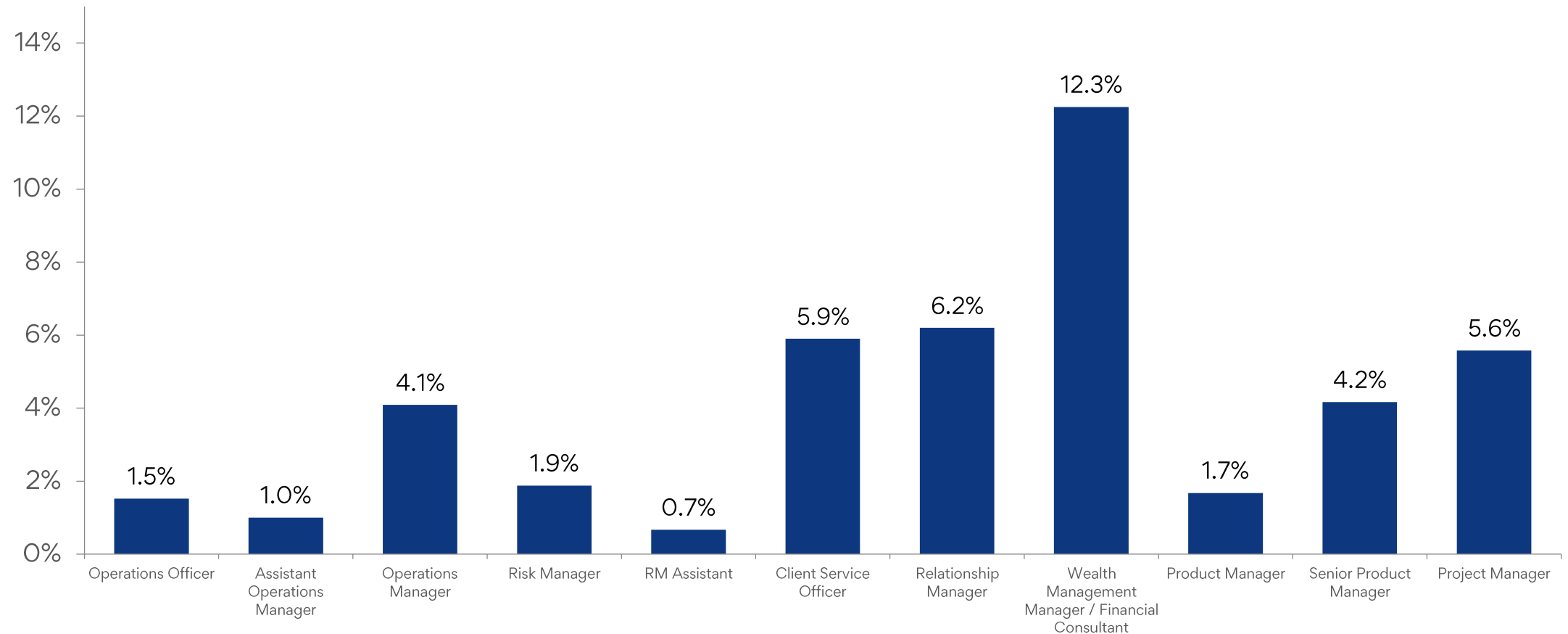
Average Monthly Salary 2024
Analytics – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

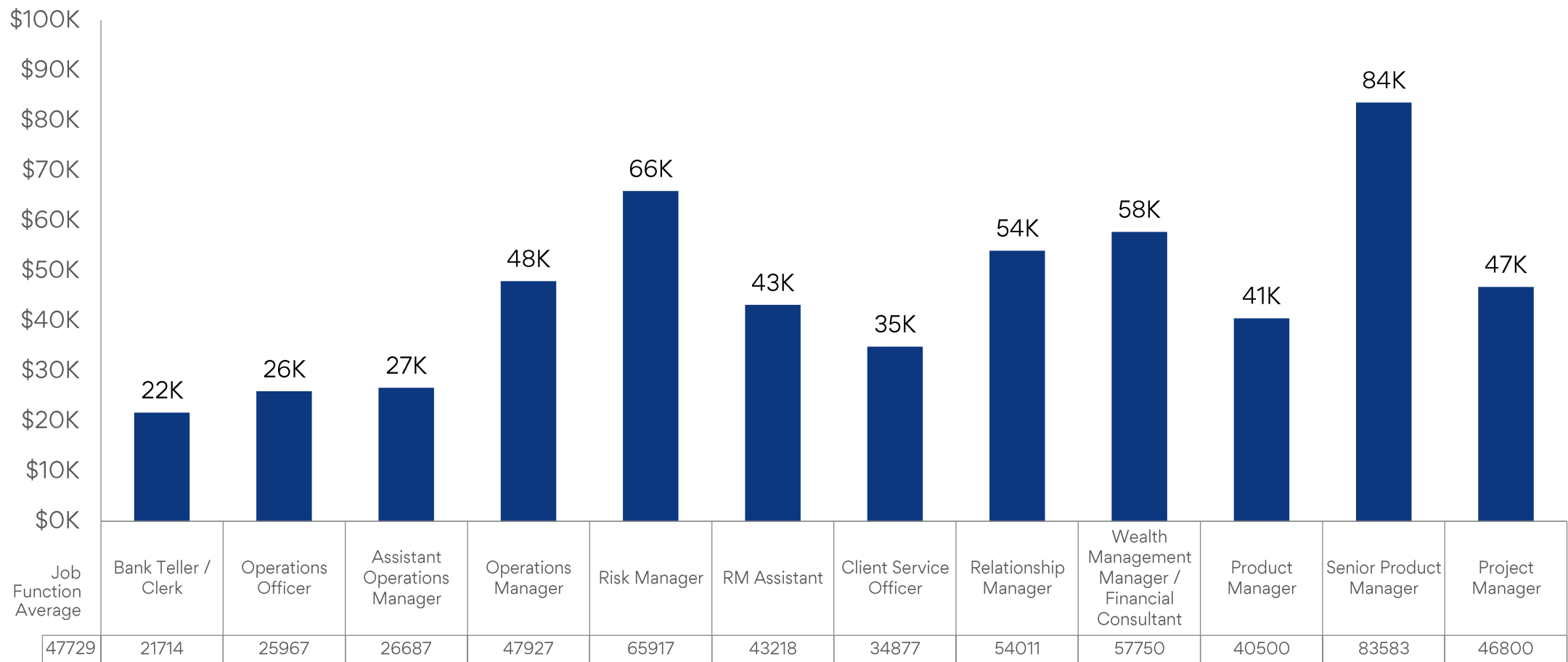
Percentage of Monthly Salary Adjustment in 2024 Banking – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

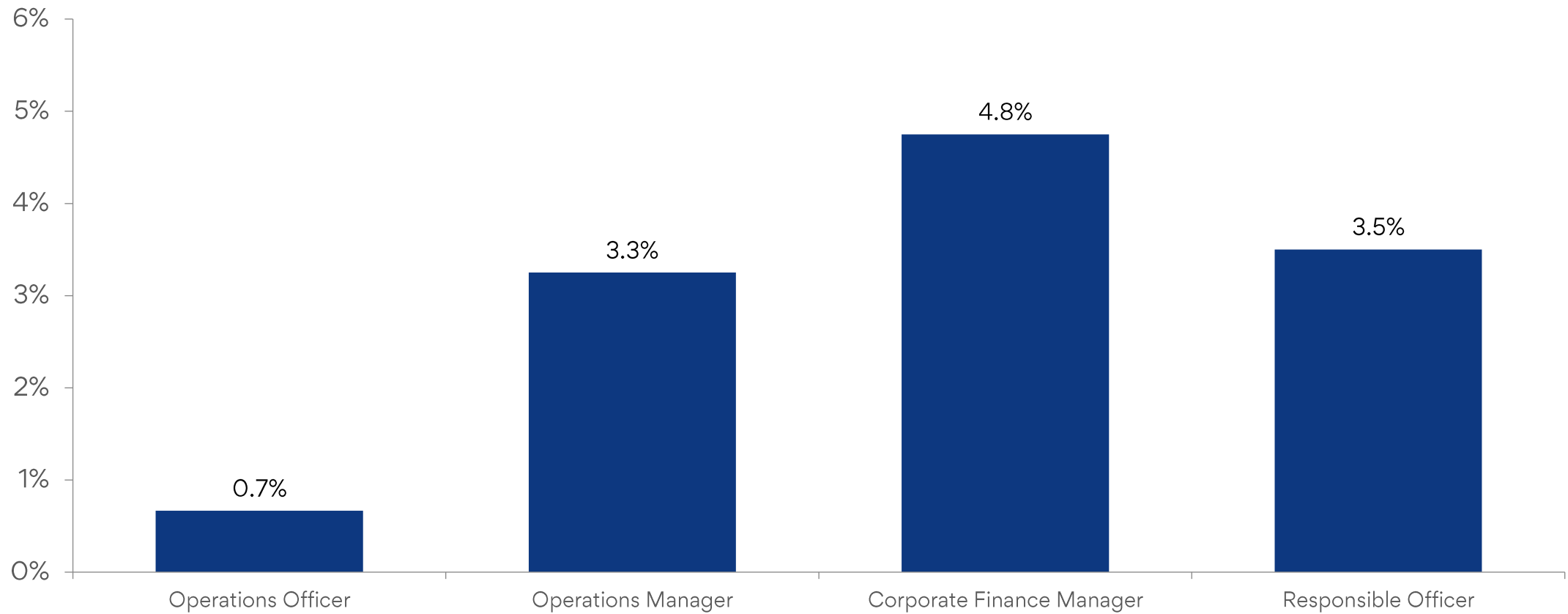
Average Monthly Salary 2024
Banking – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

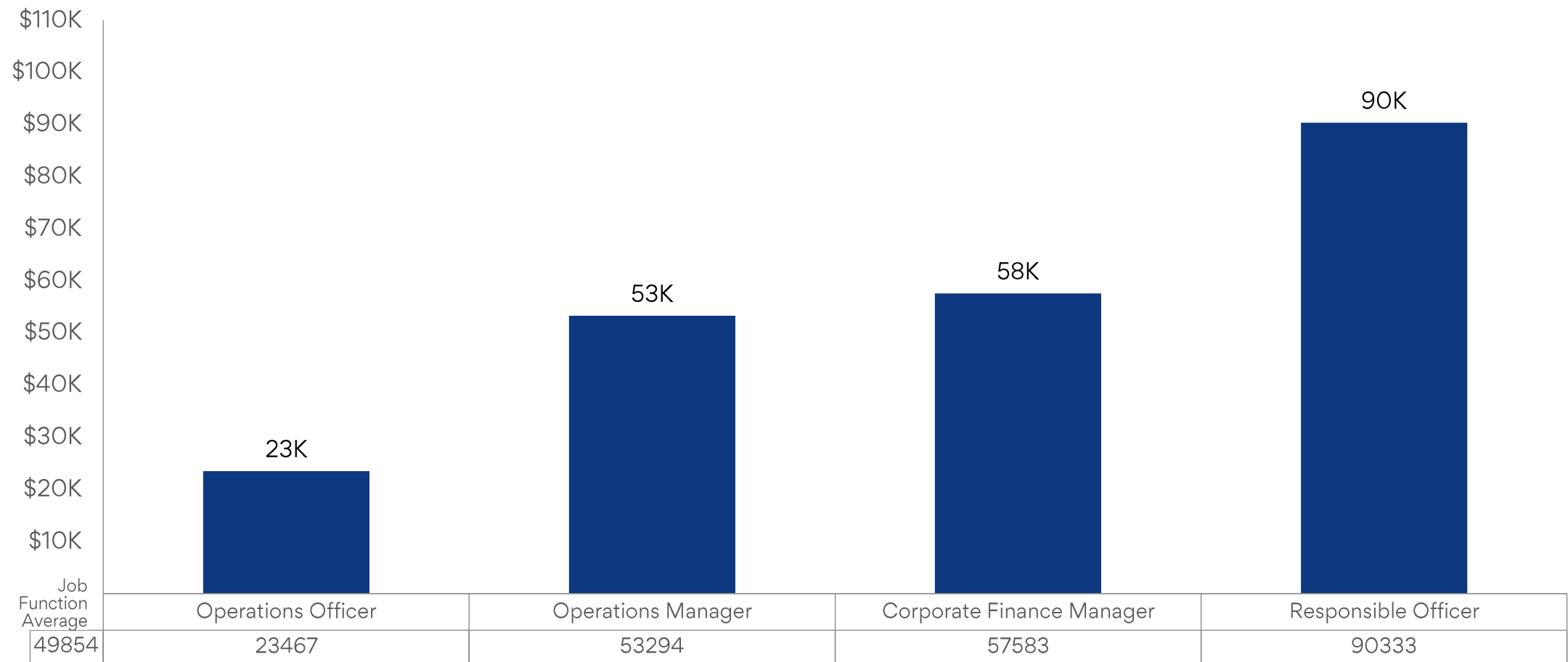
Percentage of Monthly Salary Adjustment in 2024 Finance – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

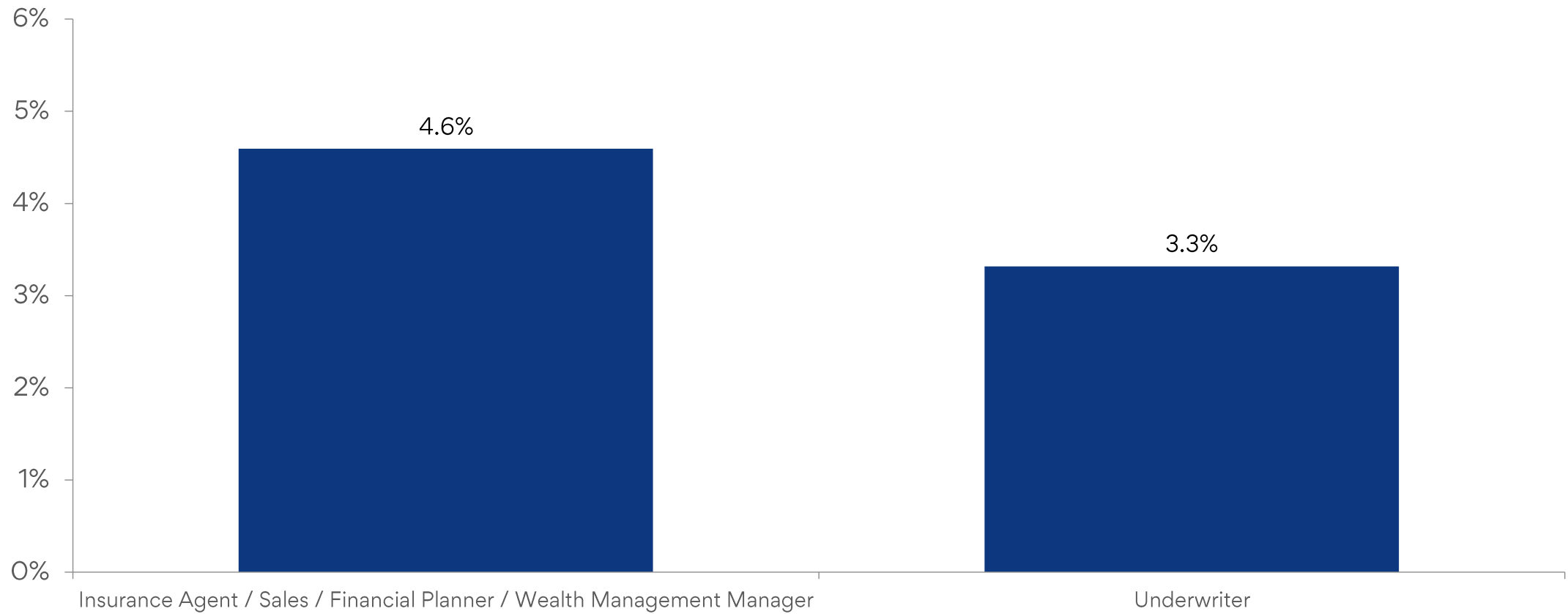
Average Monthly Salary 2024
Finance – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

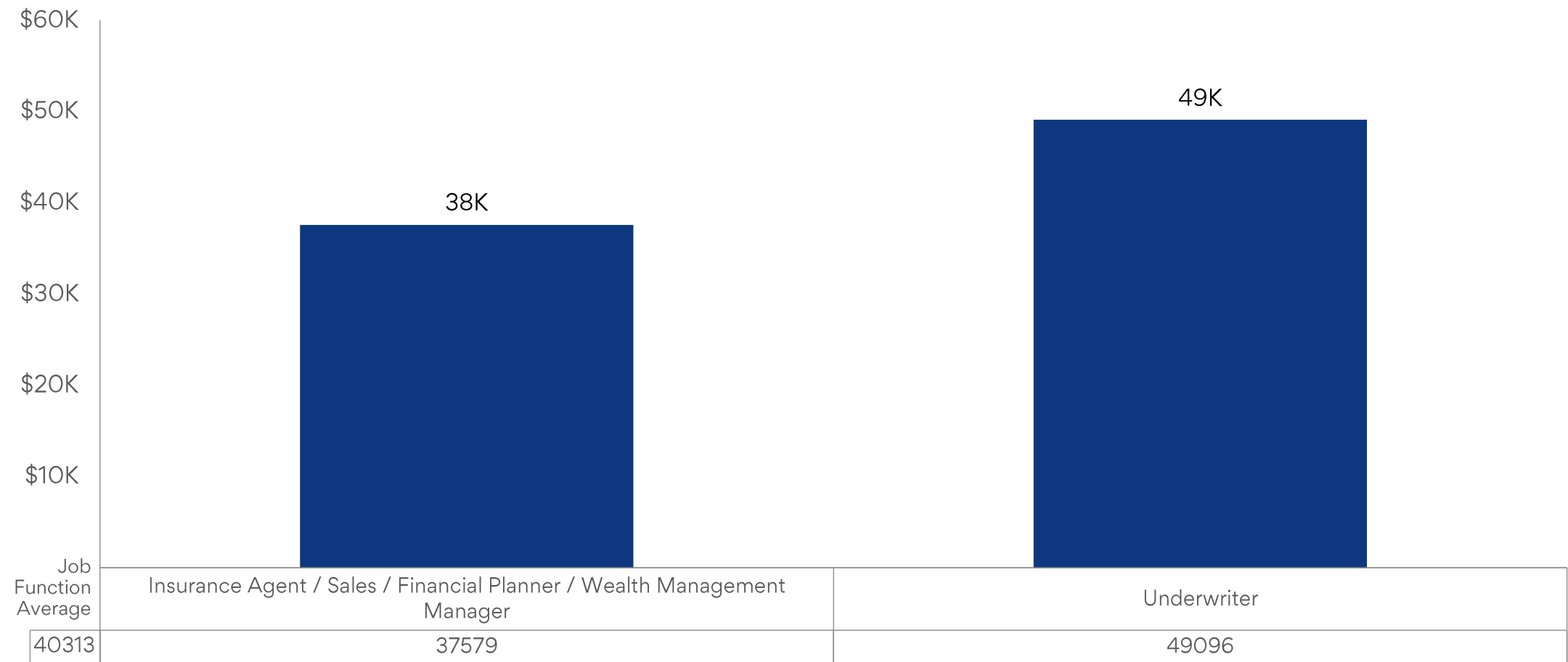
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Insurance – by Job Position



Basic Salary Change in 2024

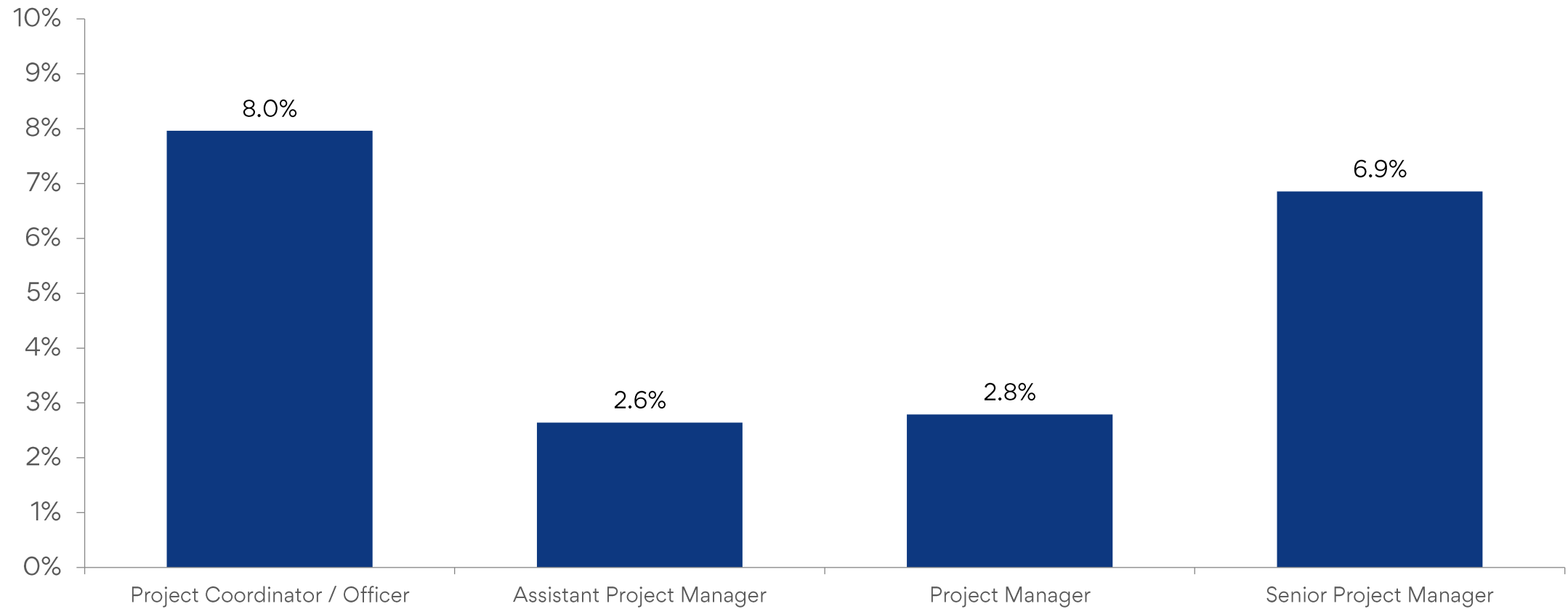
Average Monthly Salary 2024
Insurance – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

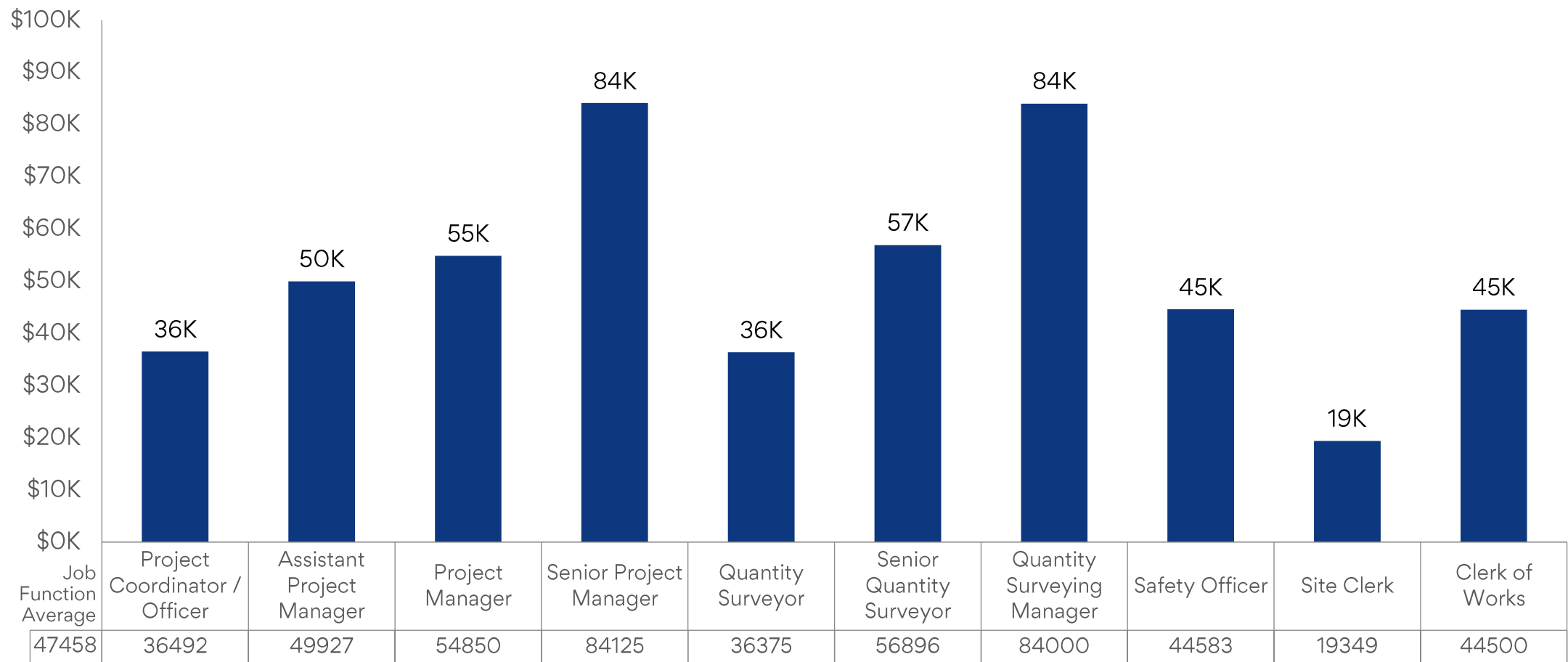
Percentage of Monthly Salary Adjustment in 2024 Building & Construction – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

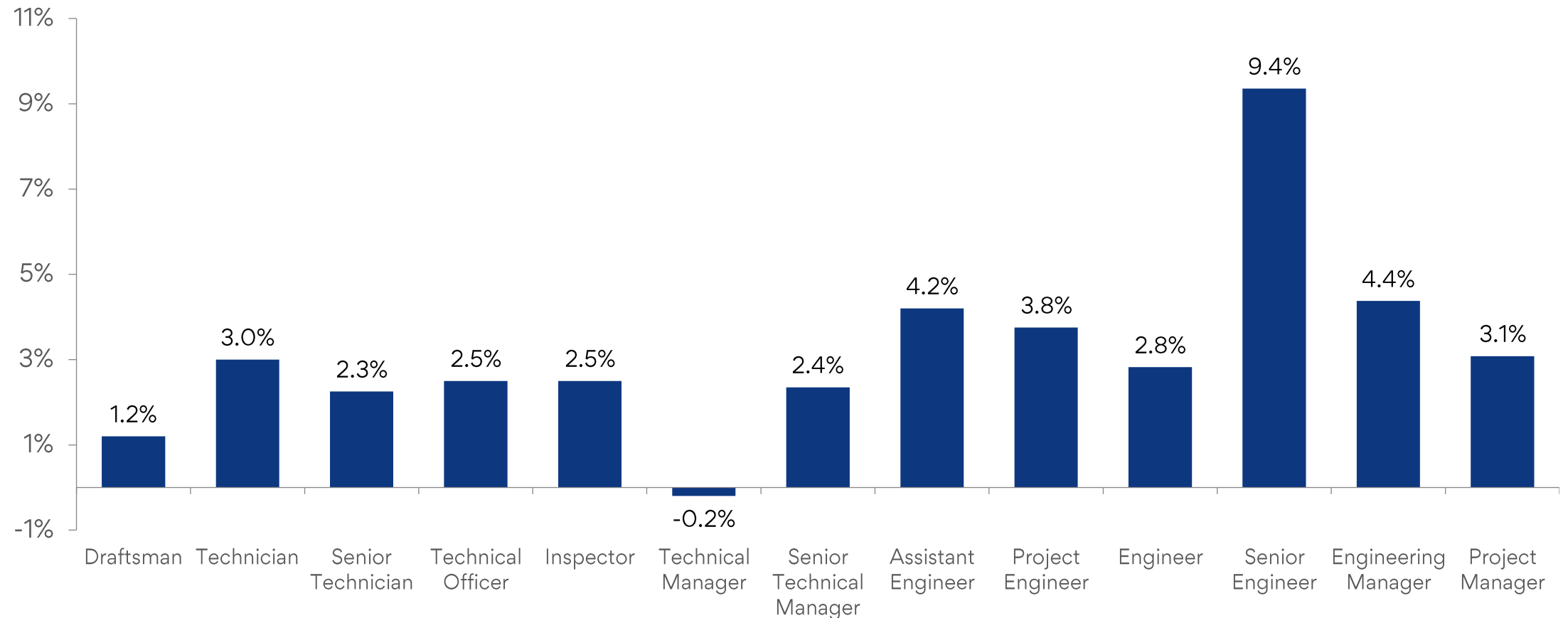
Average Monthly Salary 2024
Building & Construction – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

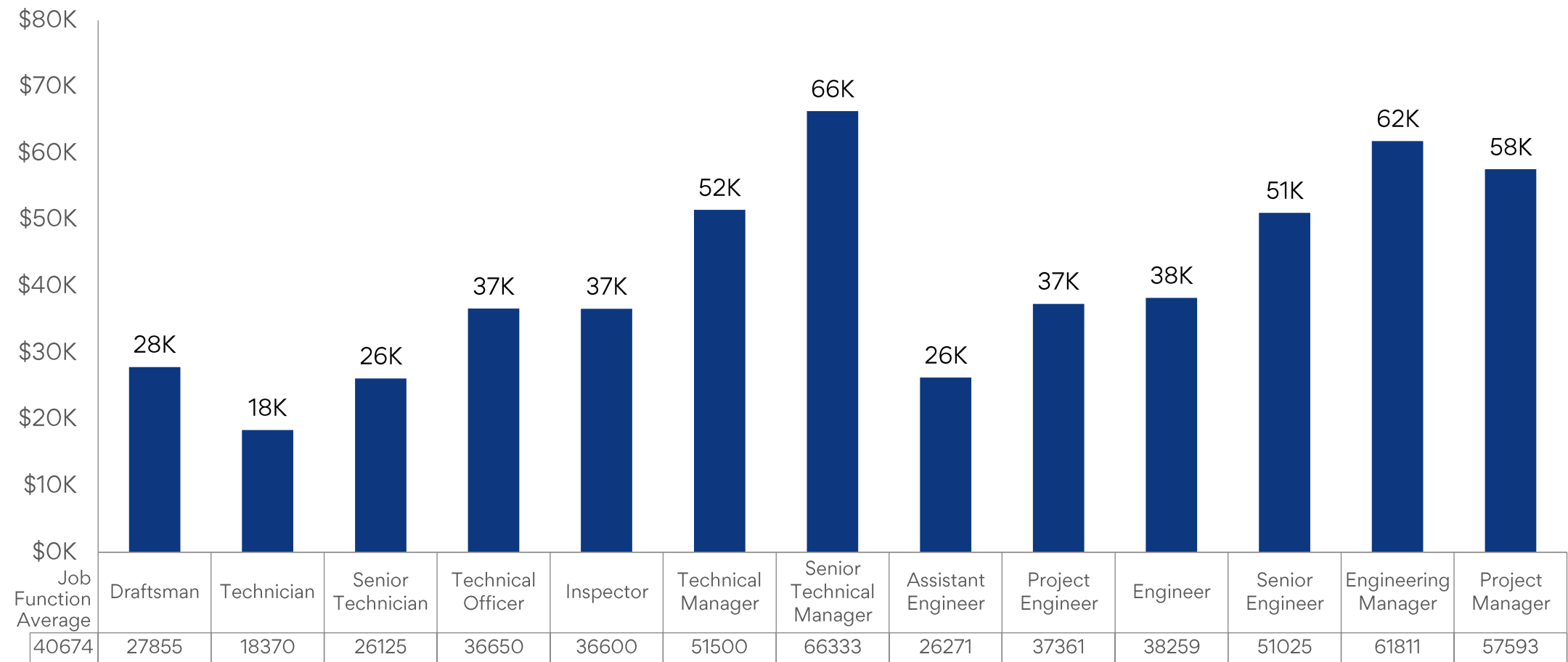
Percentage of Monthly Salary Adjustment in 2024 Engineering – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

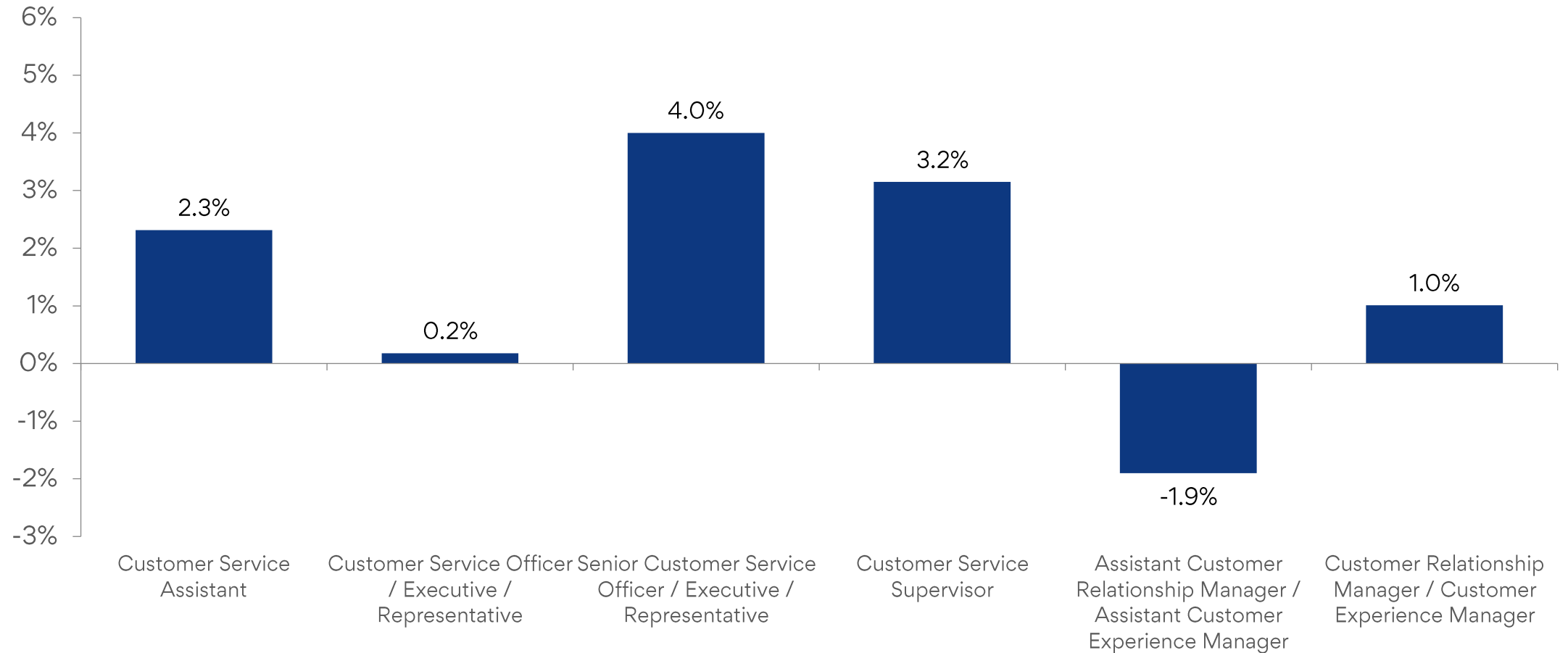
Average Monthly Salary 2024
Engineering – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

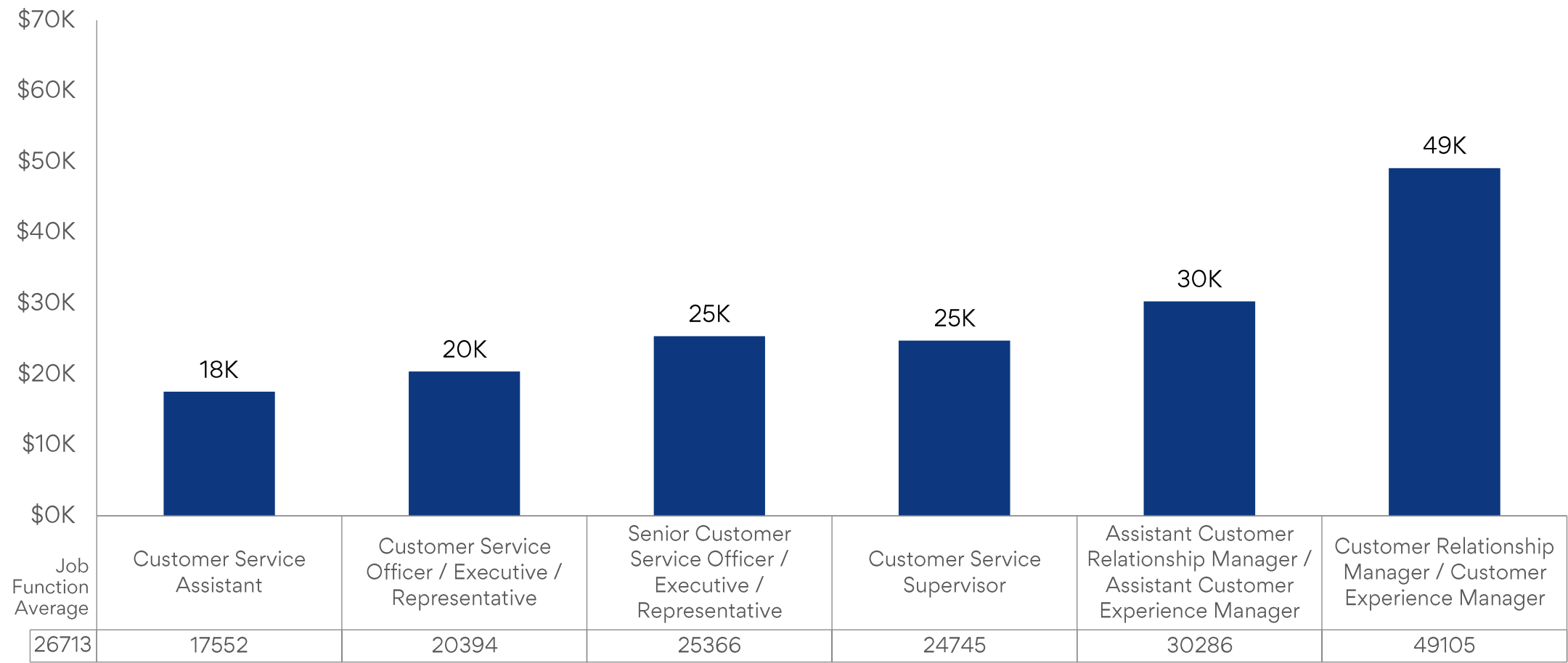
Percentage of Monthly Salary Adjustment in 2024 Customer Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

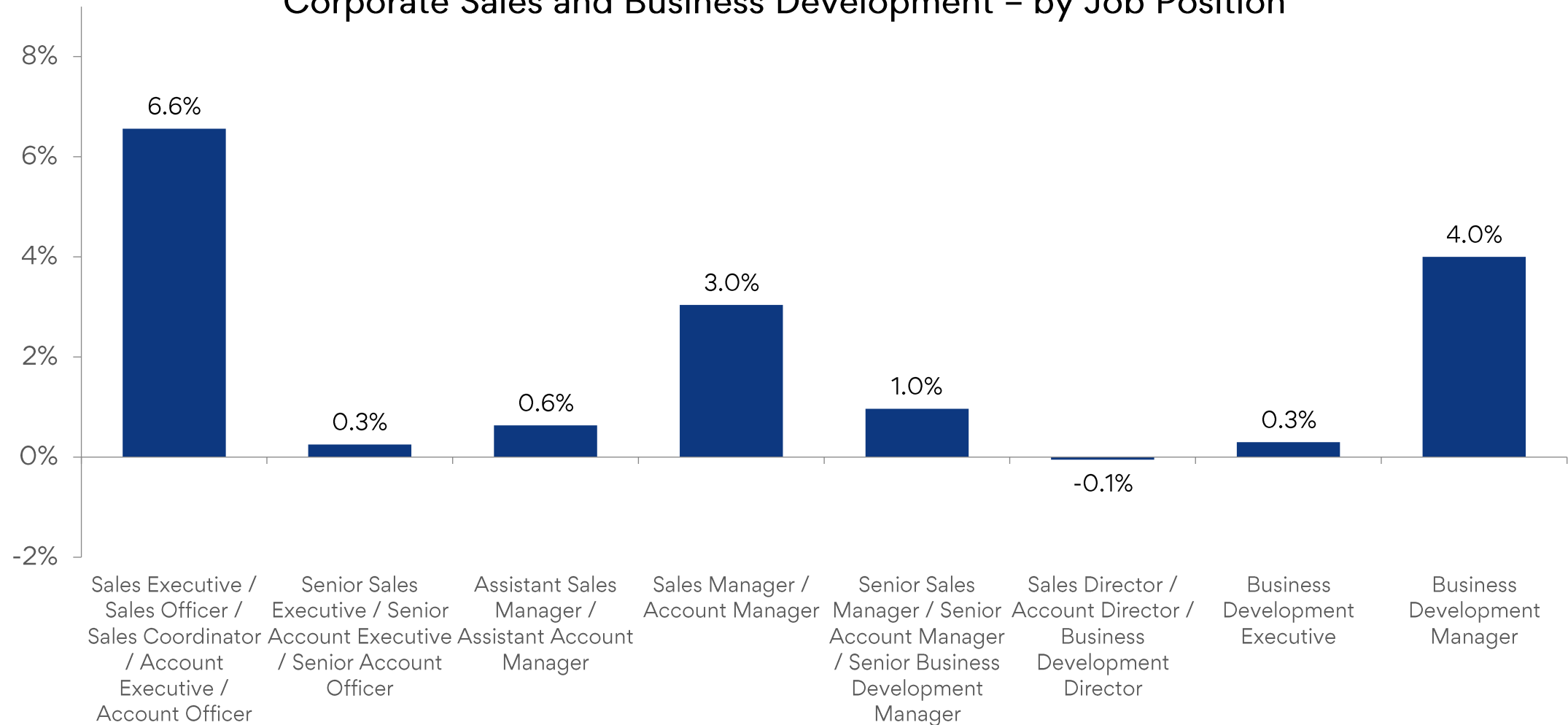
Average Monthly Salary 2024
Customer Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

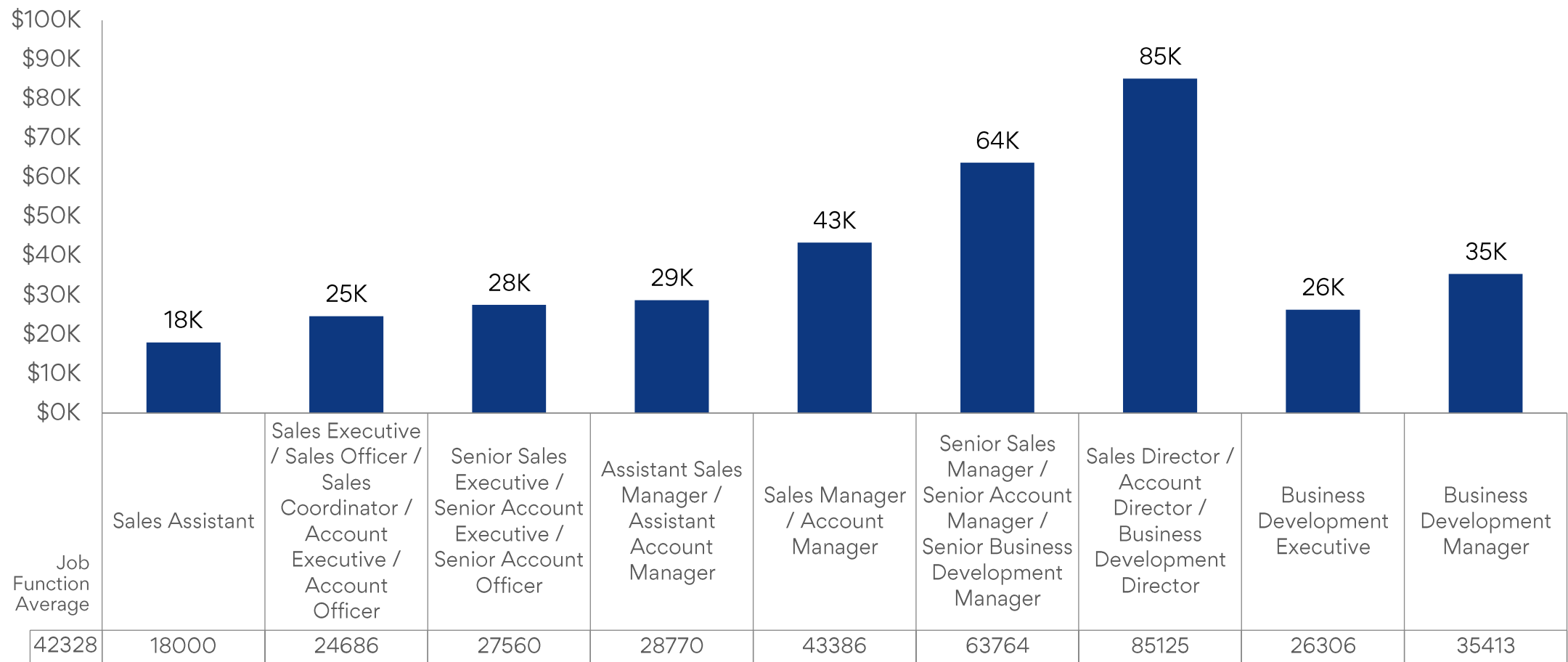
Percentage of Monthly Salary Adjustment in 2024
Corporate Sales and Business Development – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

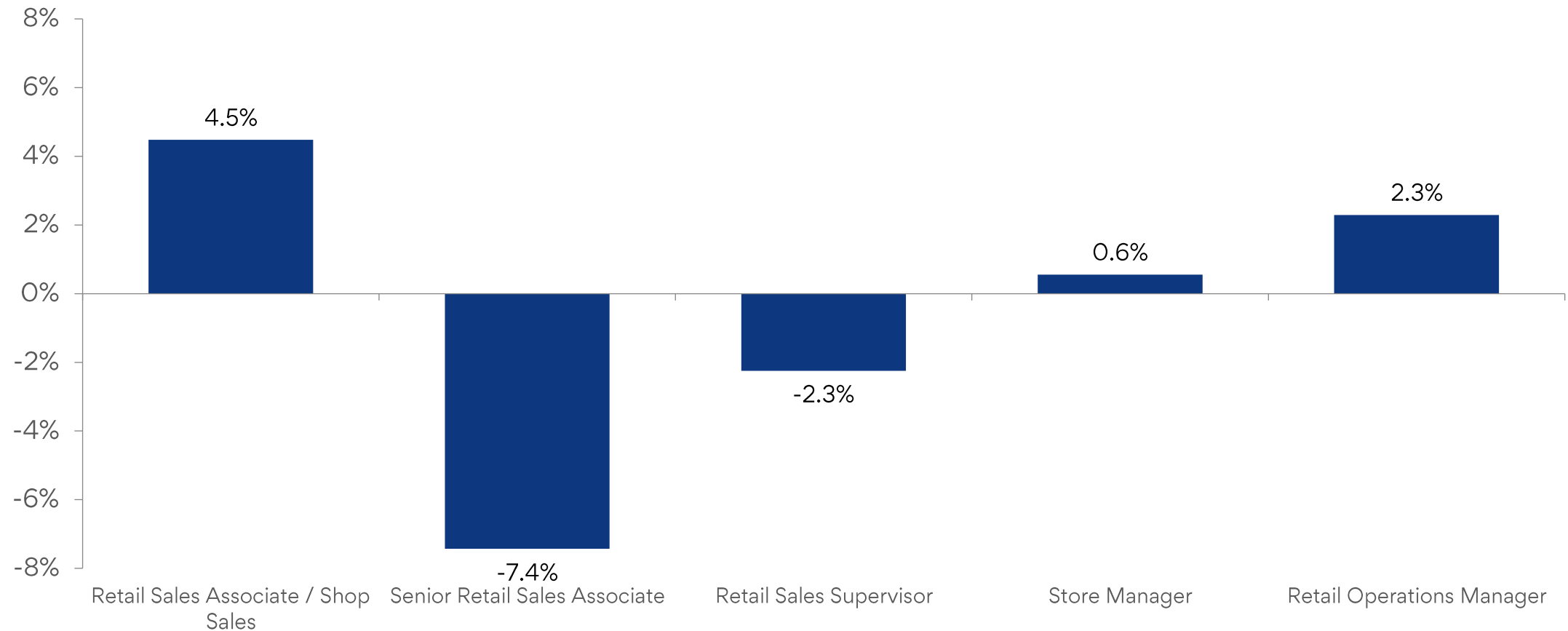
Average Monthly Salary 2024
Corporate Sales and Business Development – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Retail Sales – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

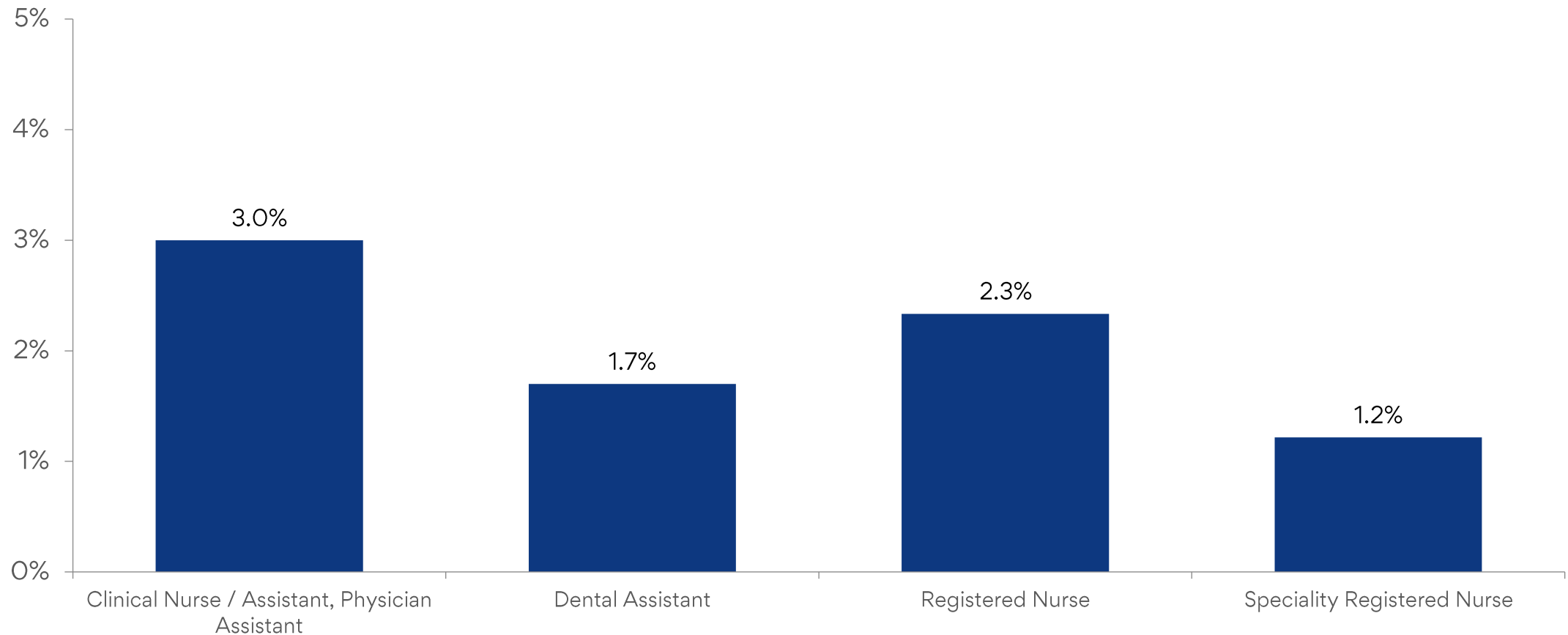
Average Monthly Salary 2024
Retail Sales – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

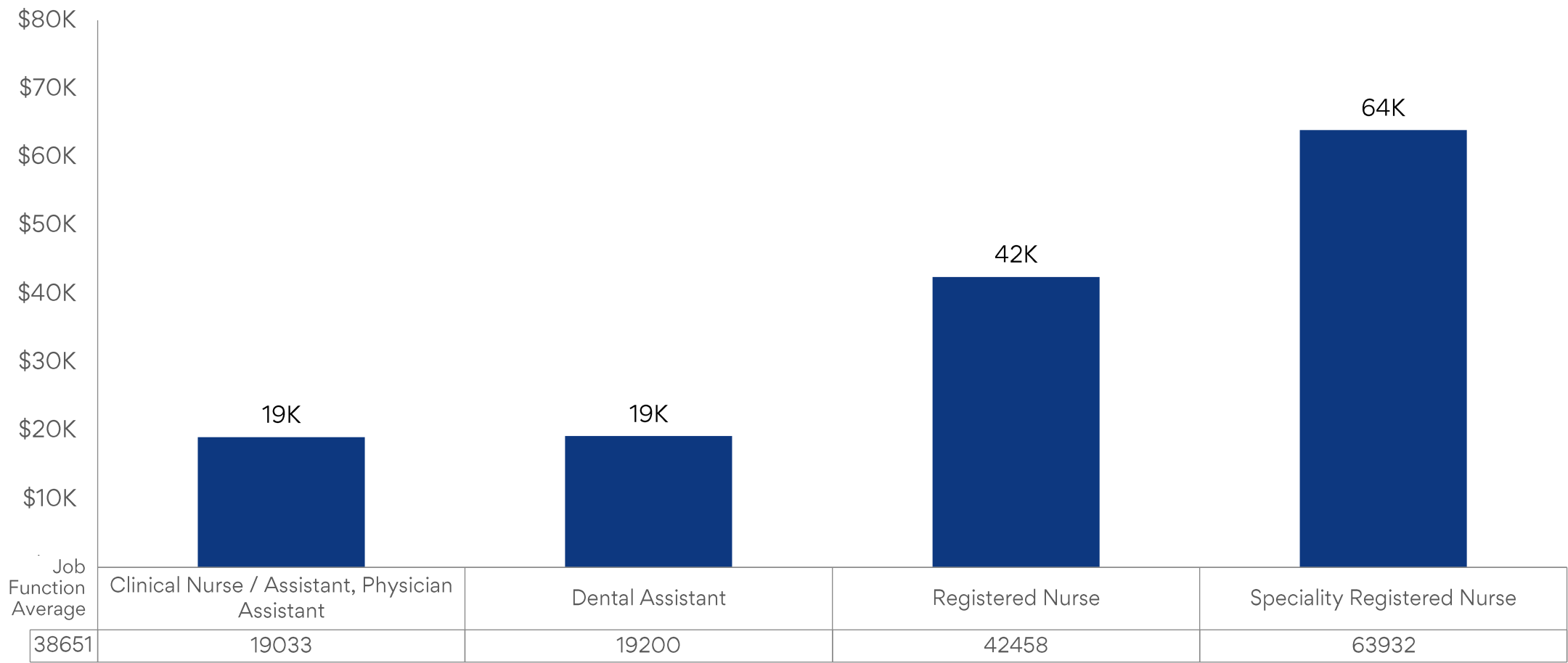
Percentage of Monthly Salary Adjustment in 2024 Medical Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

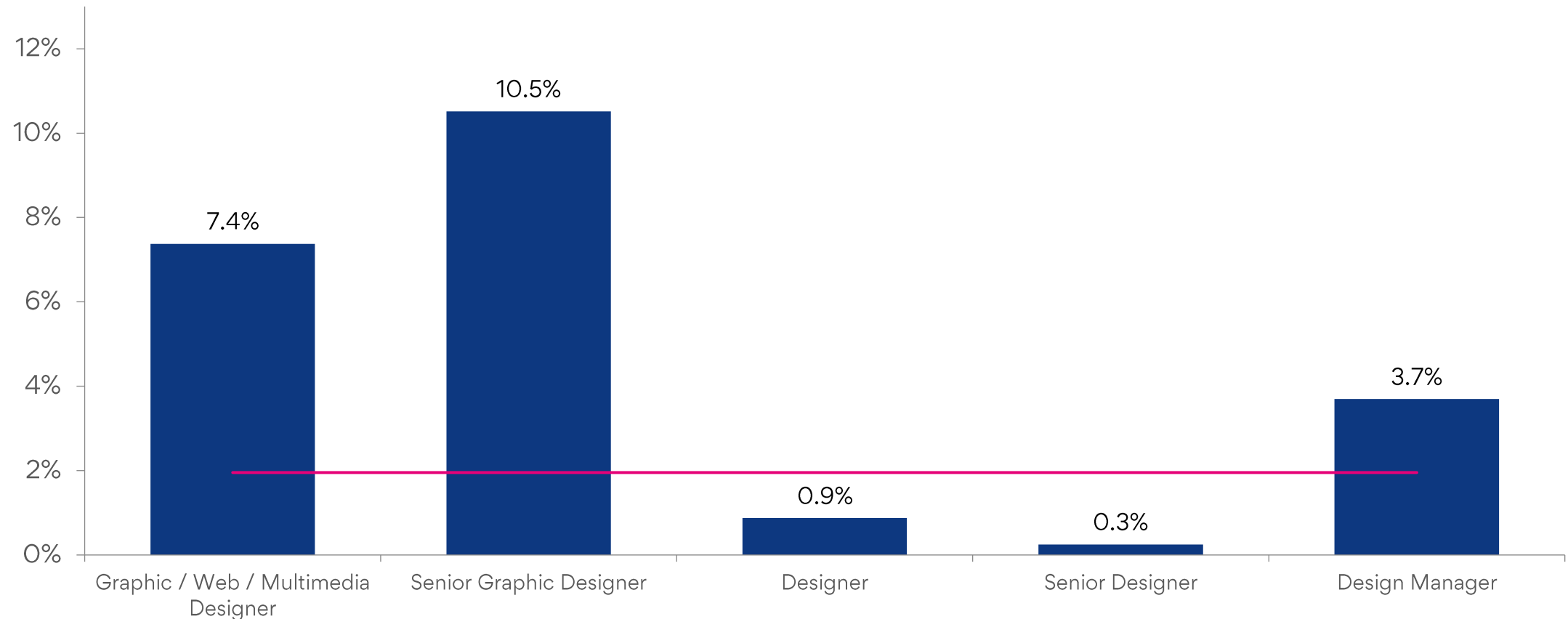
Average Monthly Salary 2024
Medical Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

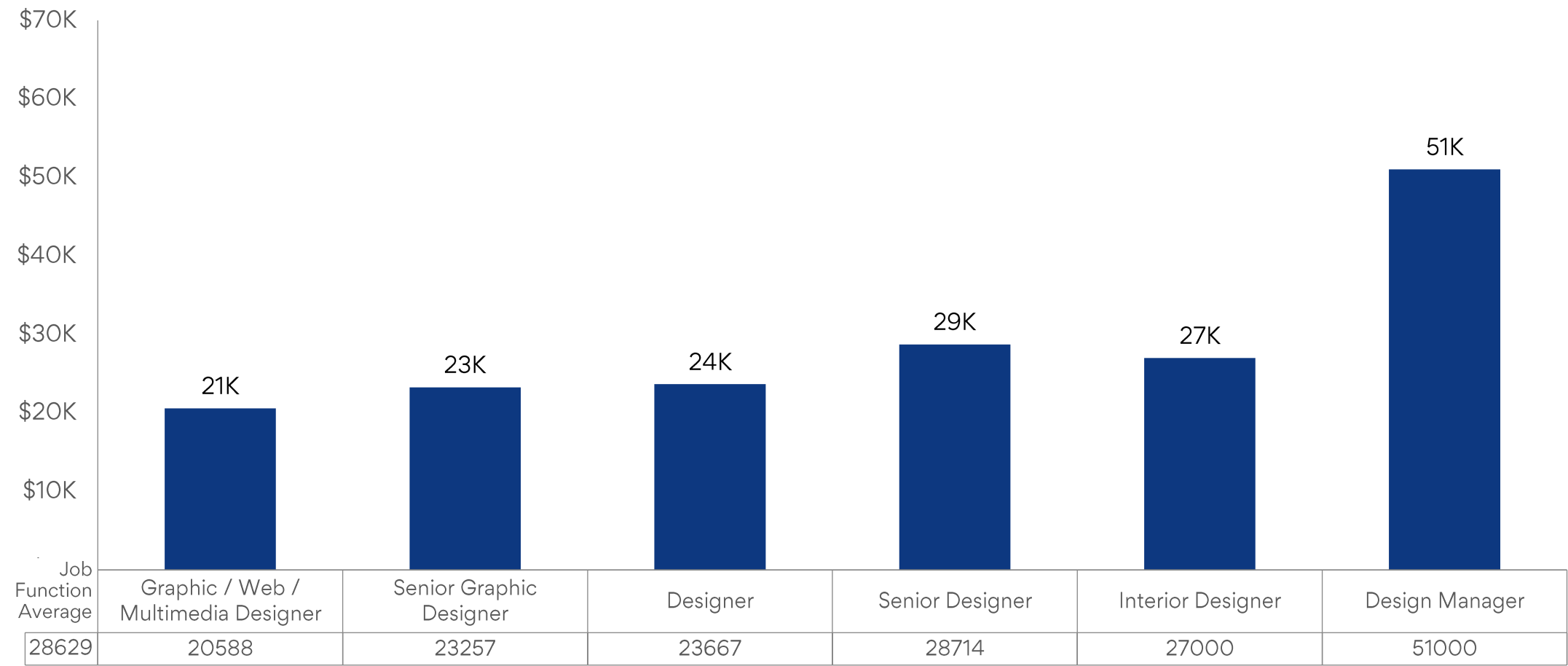
Percentage of Monthly Salary Adjustment in 2024 Design – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

Average Monthly Salary 2024
Design – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

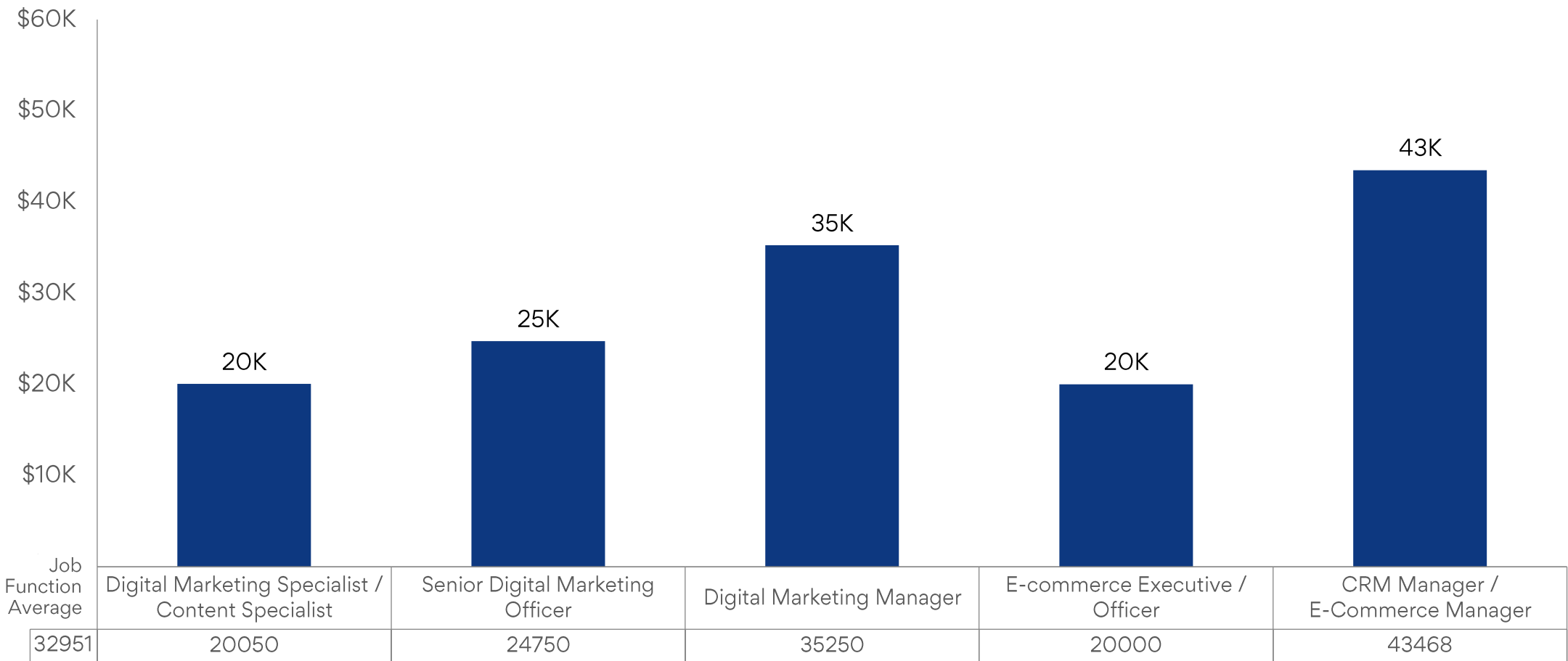
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Digital Marketing, E-Commerce & Social Media – by Job Position



Basic Salary Change in 2024

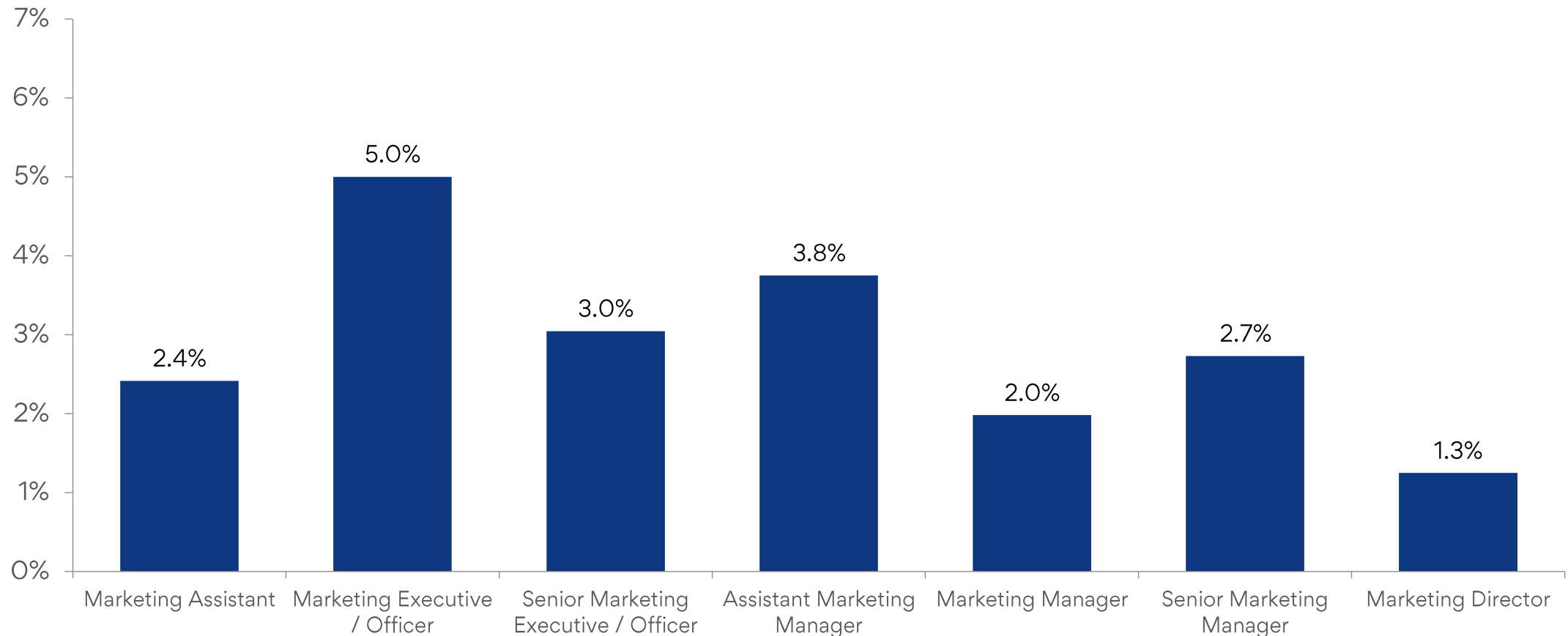
Average Monthly Salary 2024
Digital Marketing, E-Commerce & Social Media – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

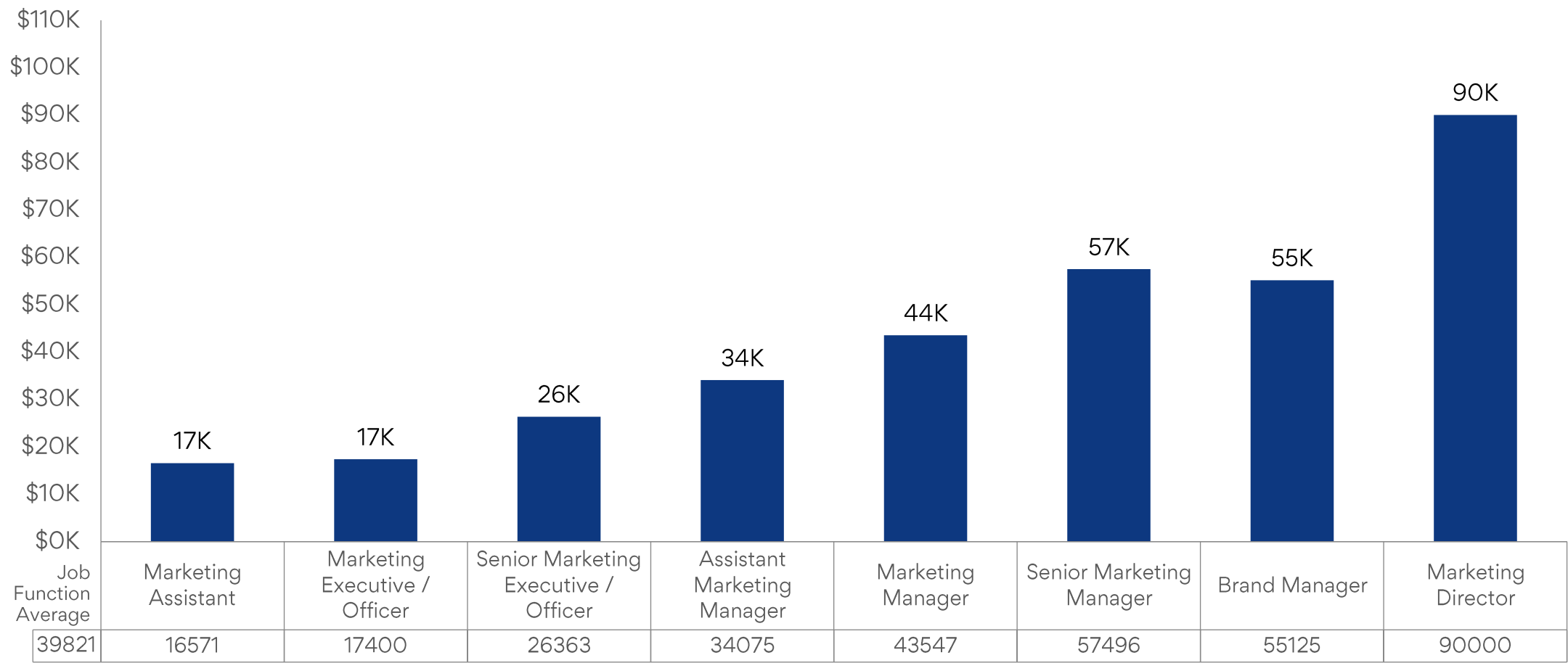
Percentage of Monthly Salary Adjustment in 2024 Marketing & Branding – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

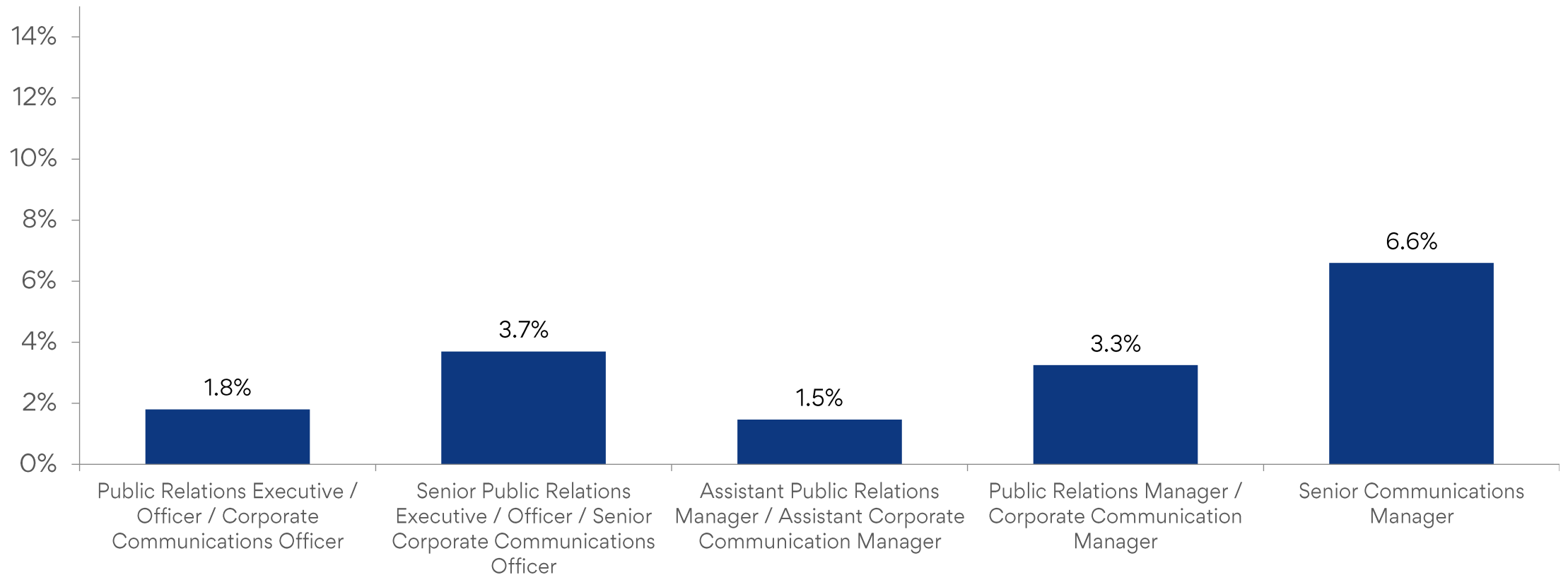
Average Monthly Salary 2024
Marketing & Branding – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

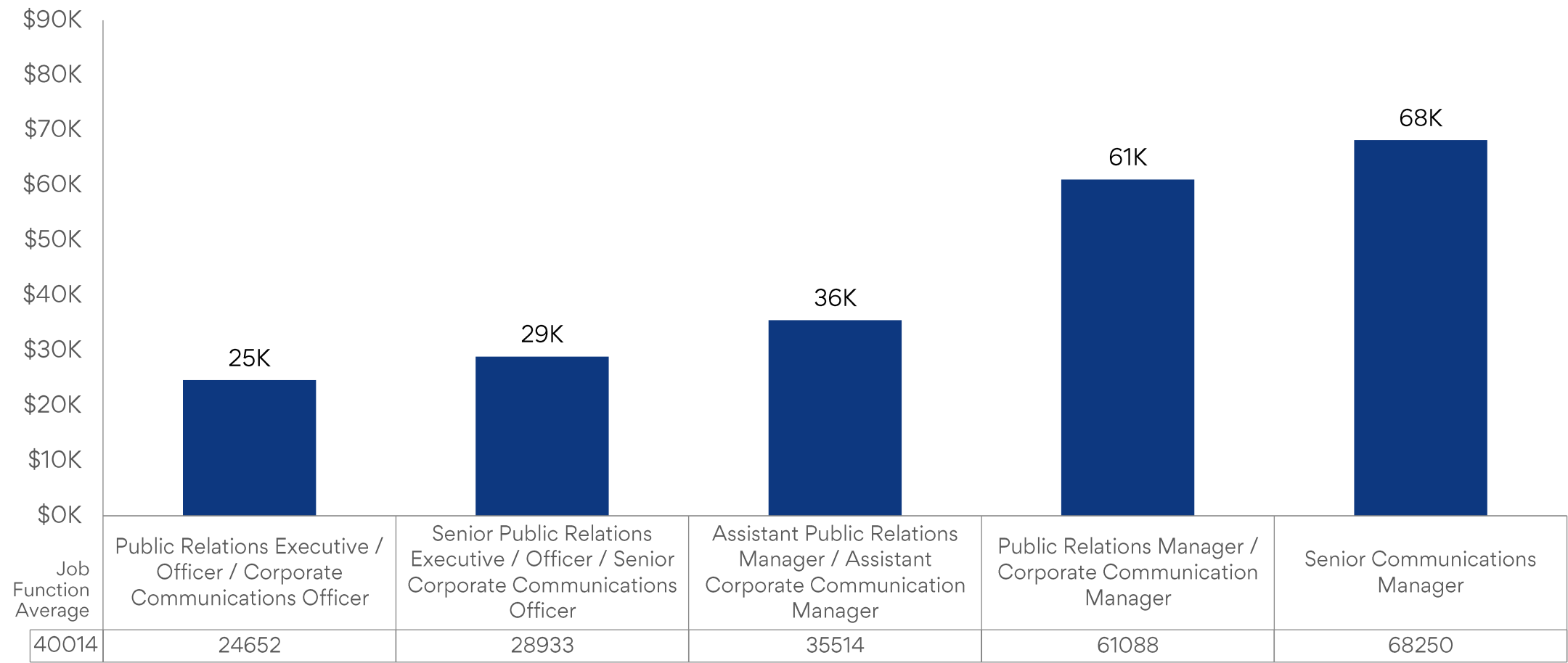
Percentage of Monthly Salary Adjustment in 2024 Public Relations & Corporate Affairs – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

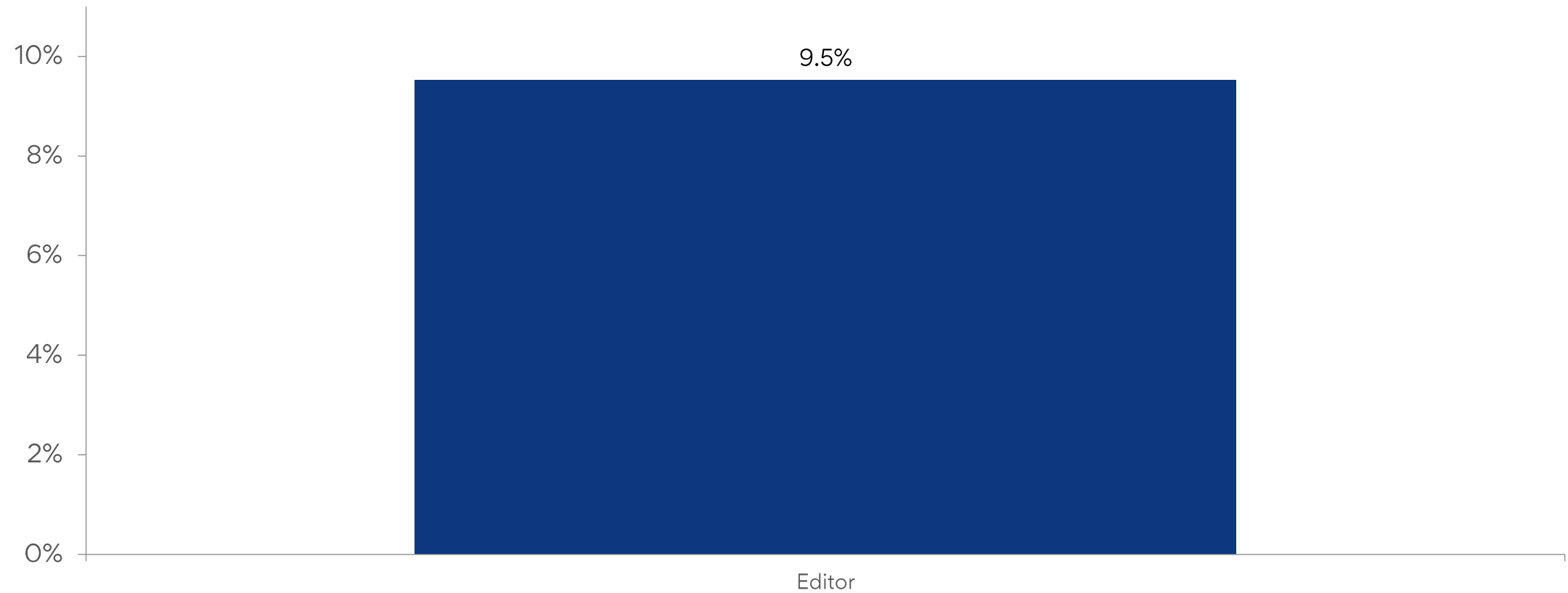
Average Monthly Salary 2024
Public Relations & Corporate Affairs – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

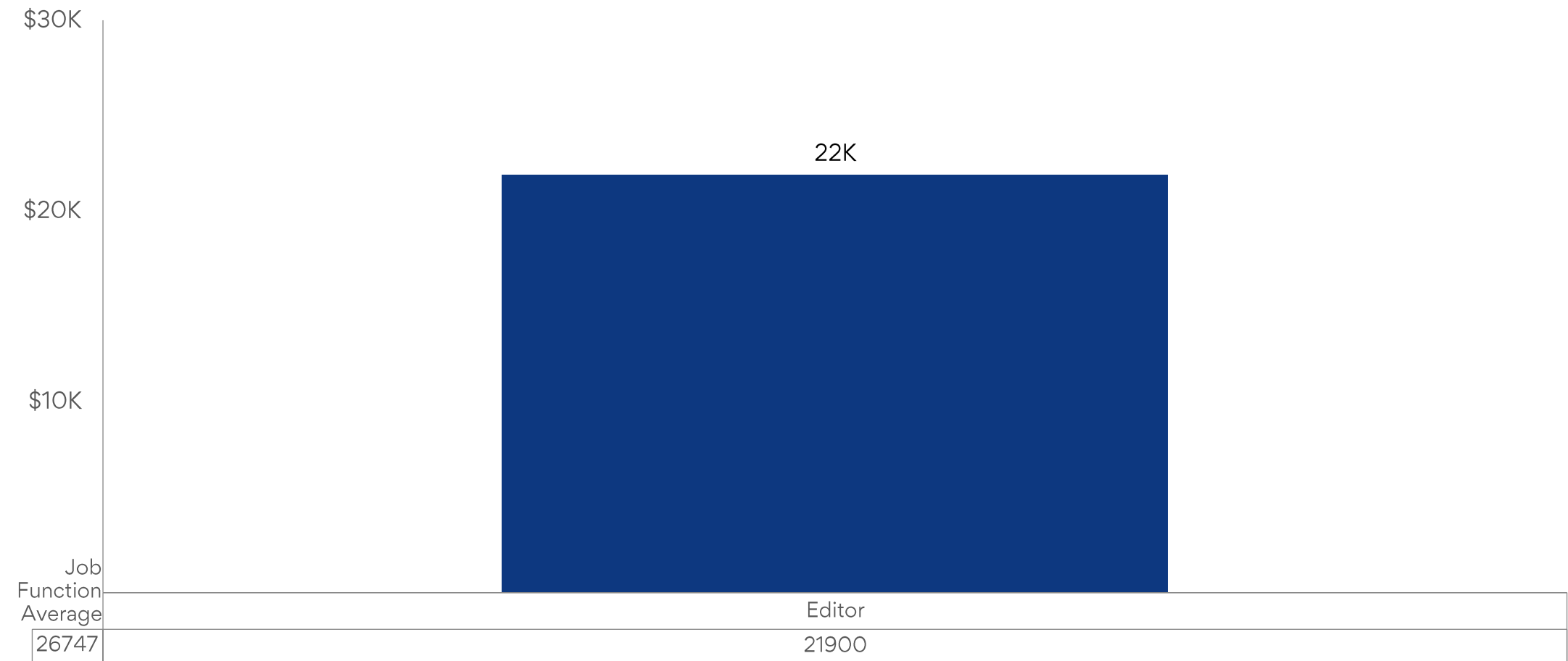
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Media & Advertising – by Job Position



Basic Salary Change in 2024

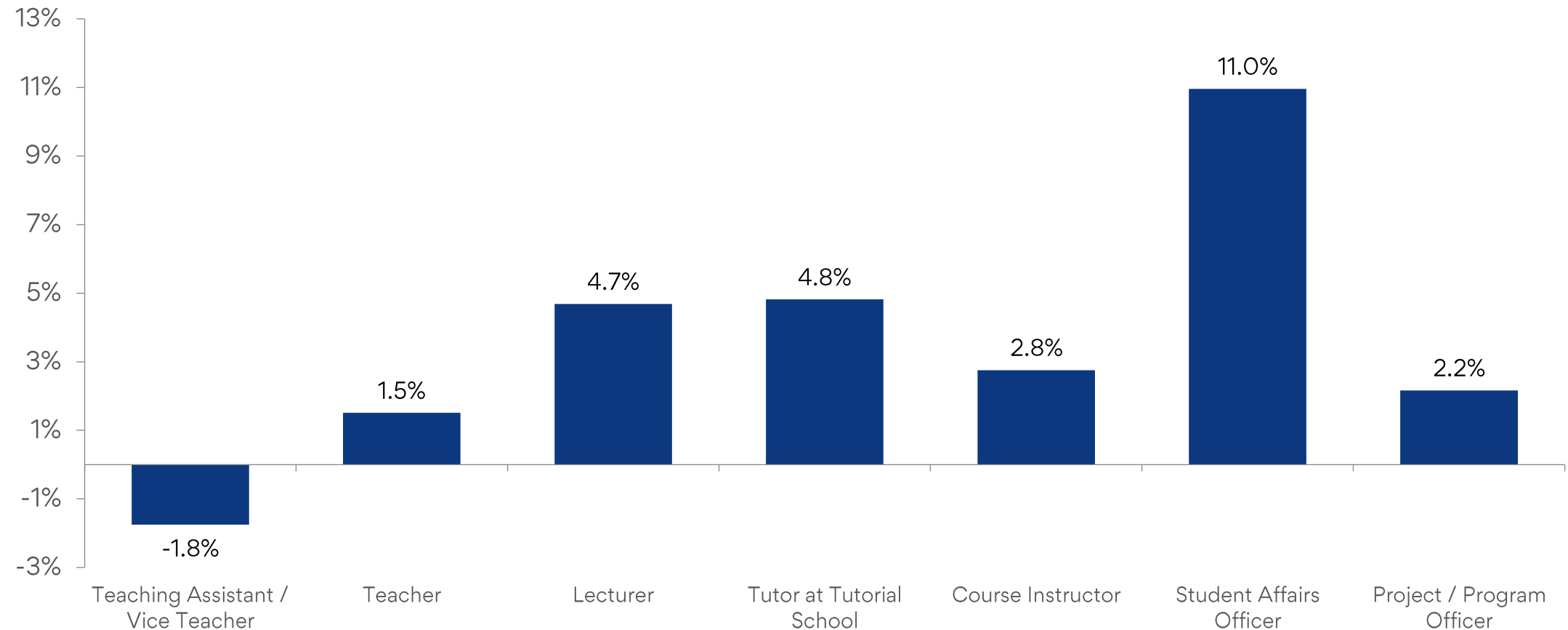
Average Monthly Salary 2024
Media & Advertising – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

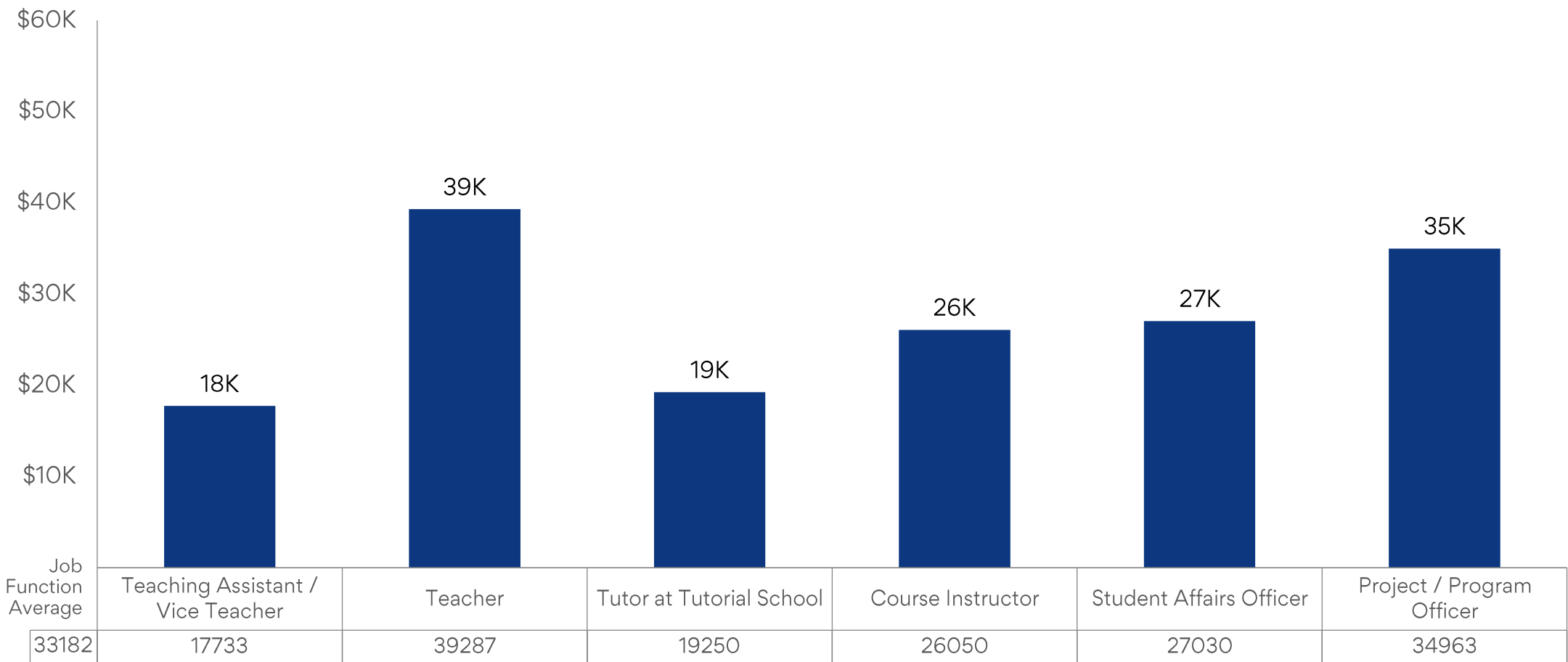
Percentage of Monthly Salary Adjustment in 2024 Education – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

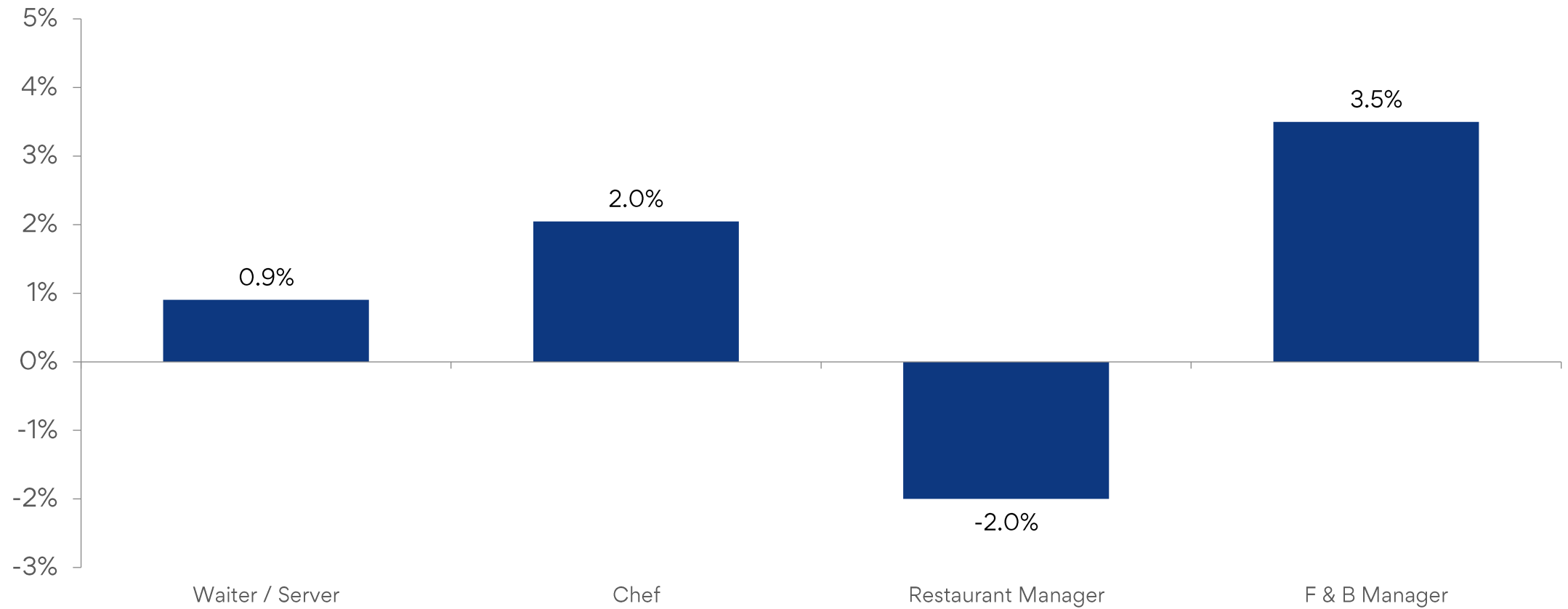
Average Monthly Salary 2024
Education – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

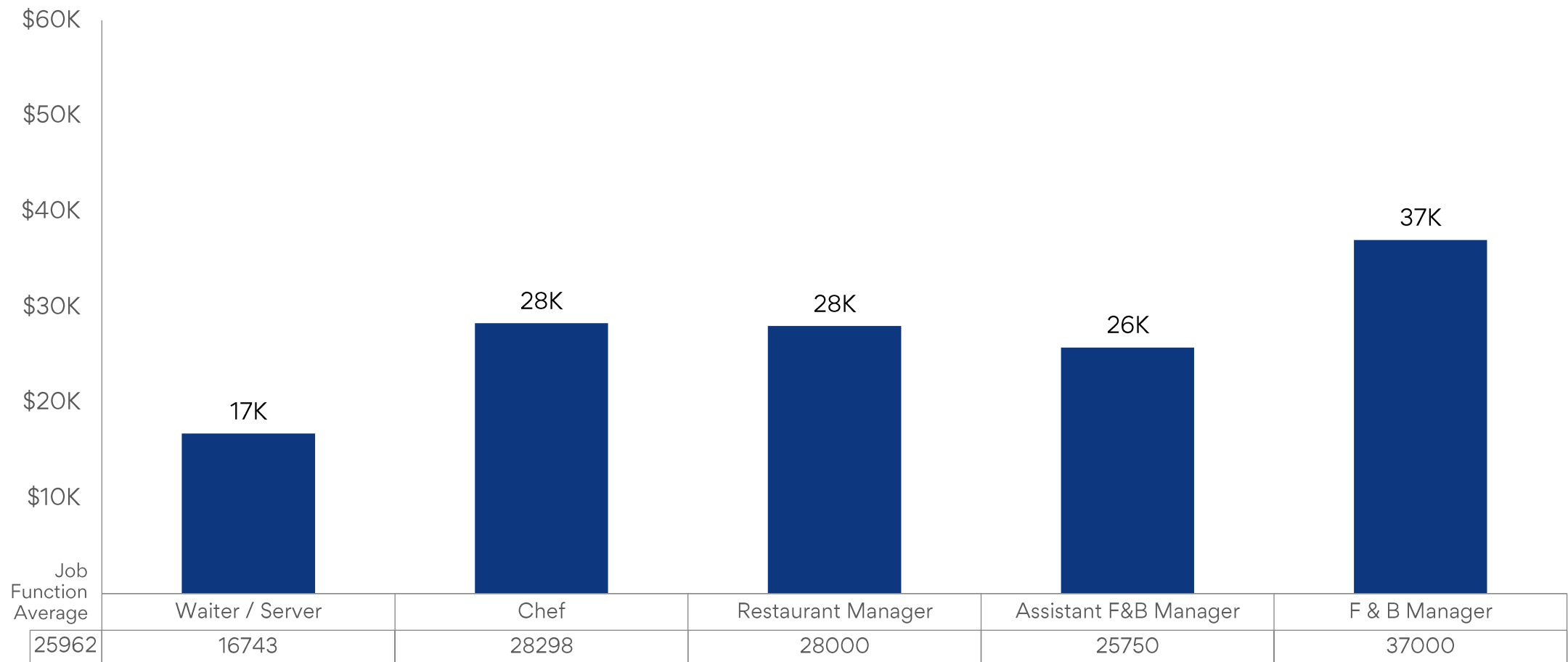
Percentage of Monthly Salary Adjustment in 2024 Food and Beverage – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

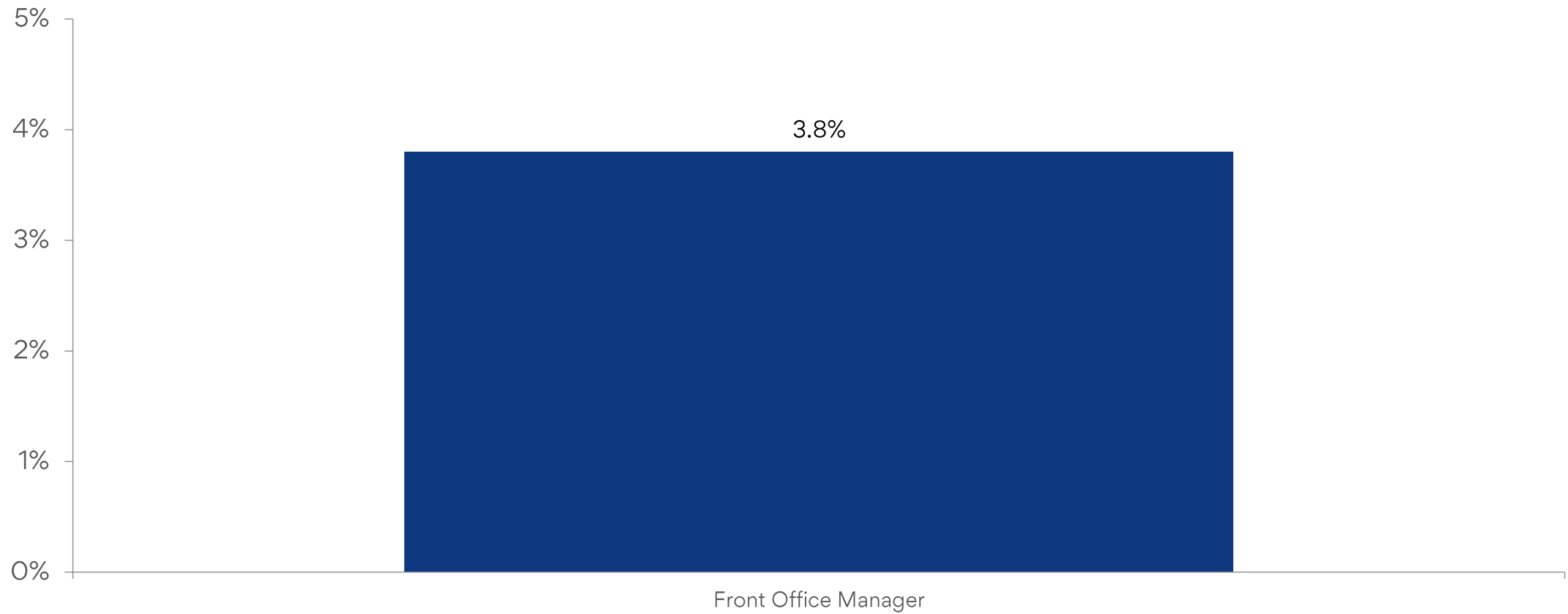
Average Monthly Salary 2024
Food and Beverage – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

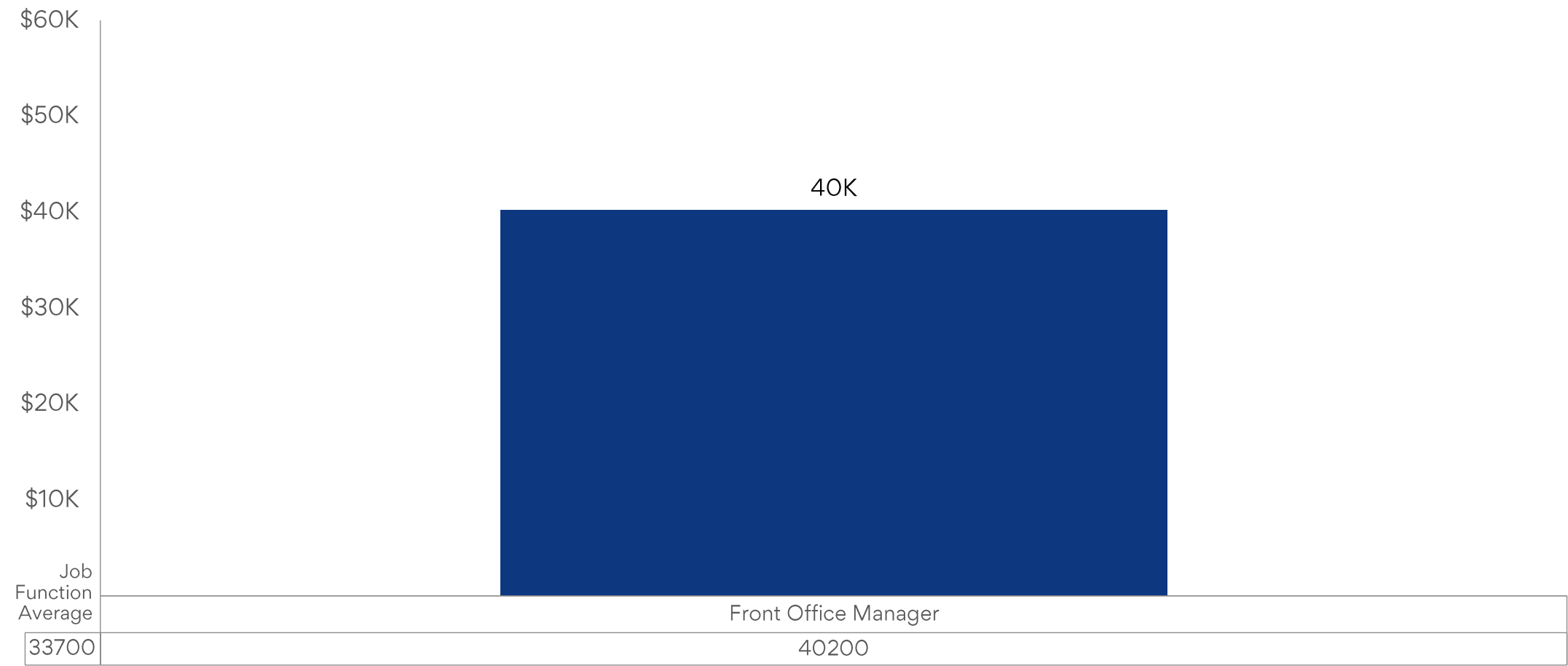
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Hospitality / Tourism– by Job Position



Basic Salary Change in 2024

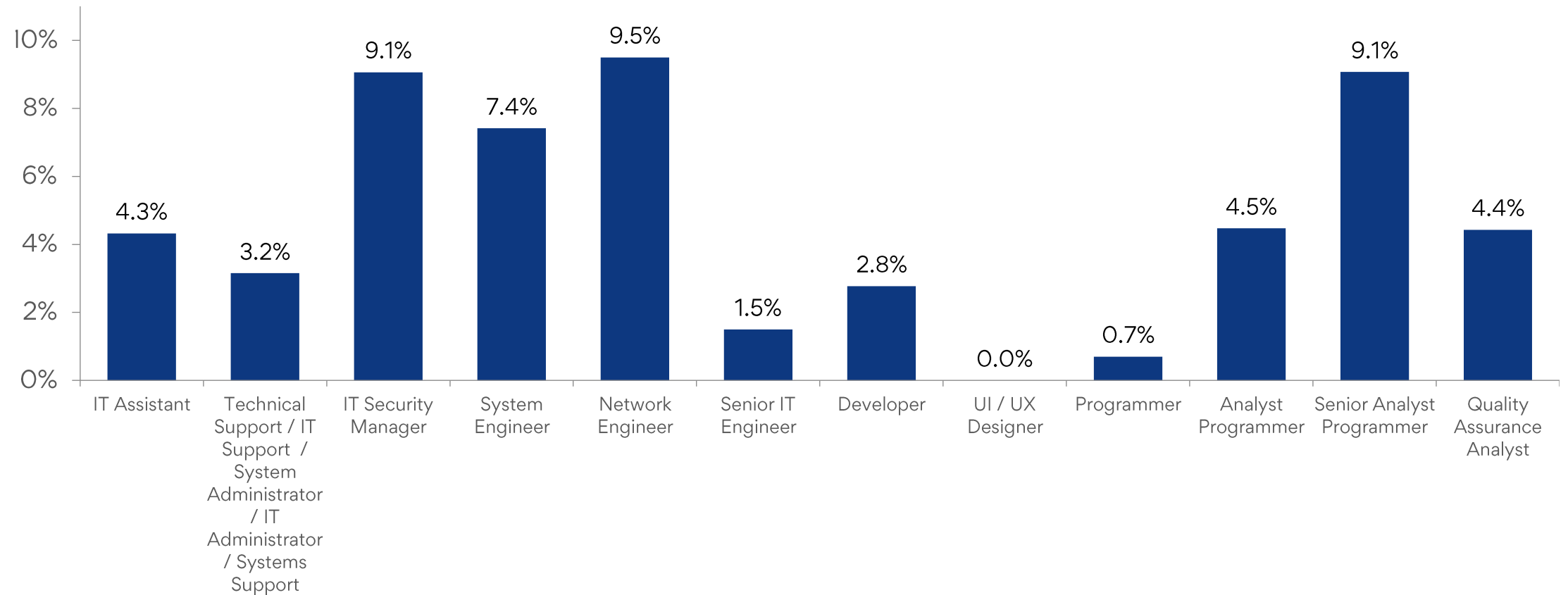
Average Monthly Salary 2024
Hospitality / Tourism – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

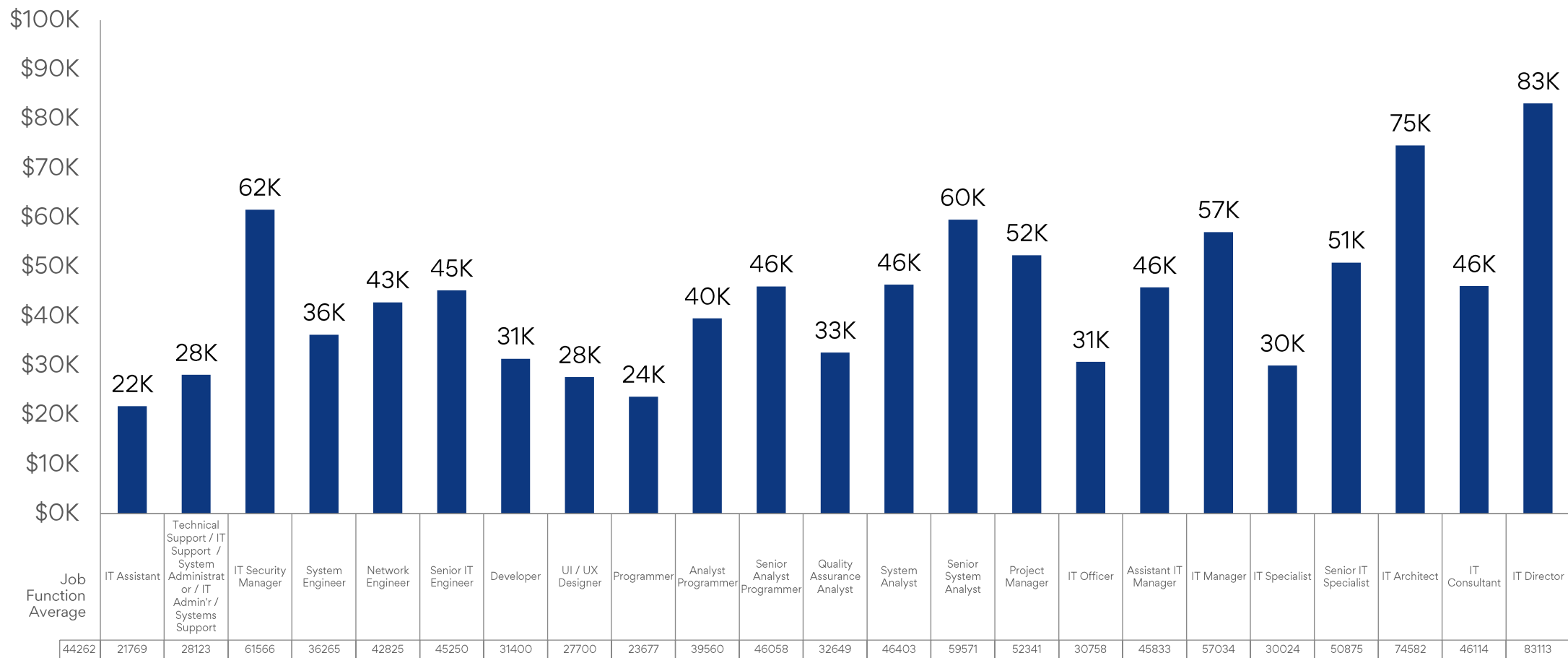
Percentage of Monthly Salary Adjustment in 2024 Information Technology – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

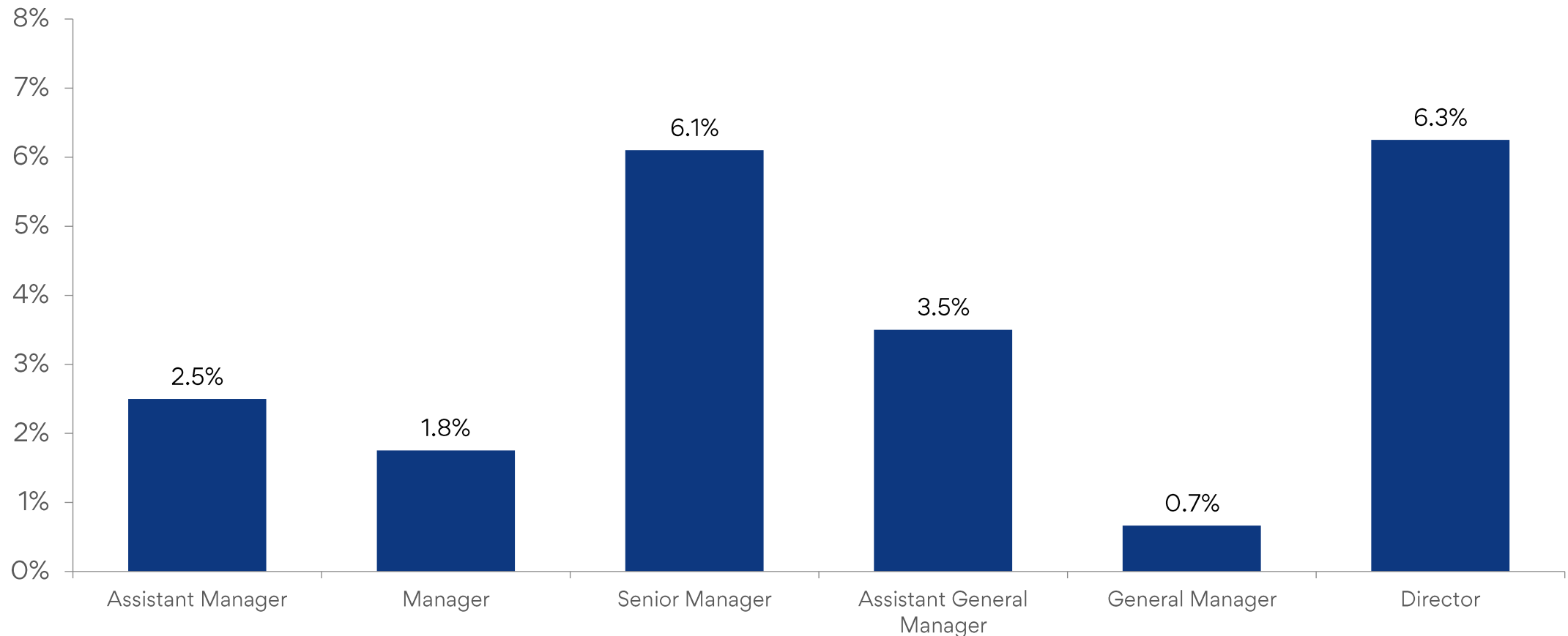
Average Monthly Salary 2024 Information Technology – by Job Position



Job position with < 4 respondents is not shown
 Base: All working on full-time basis currently or in last one year (unweighted)
 Question : Q4/4a

Basic Salary Change in 2024

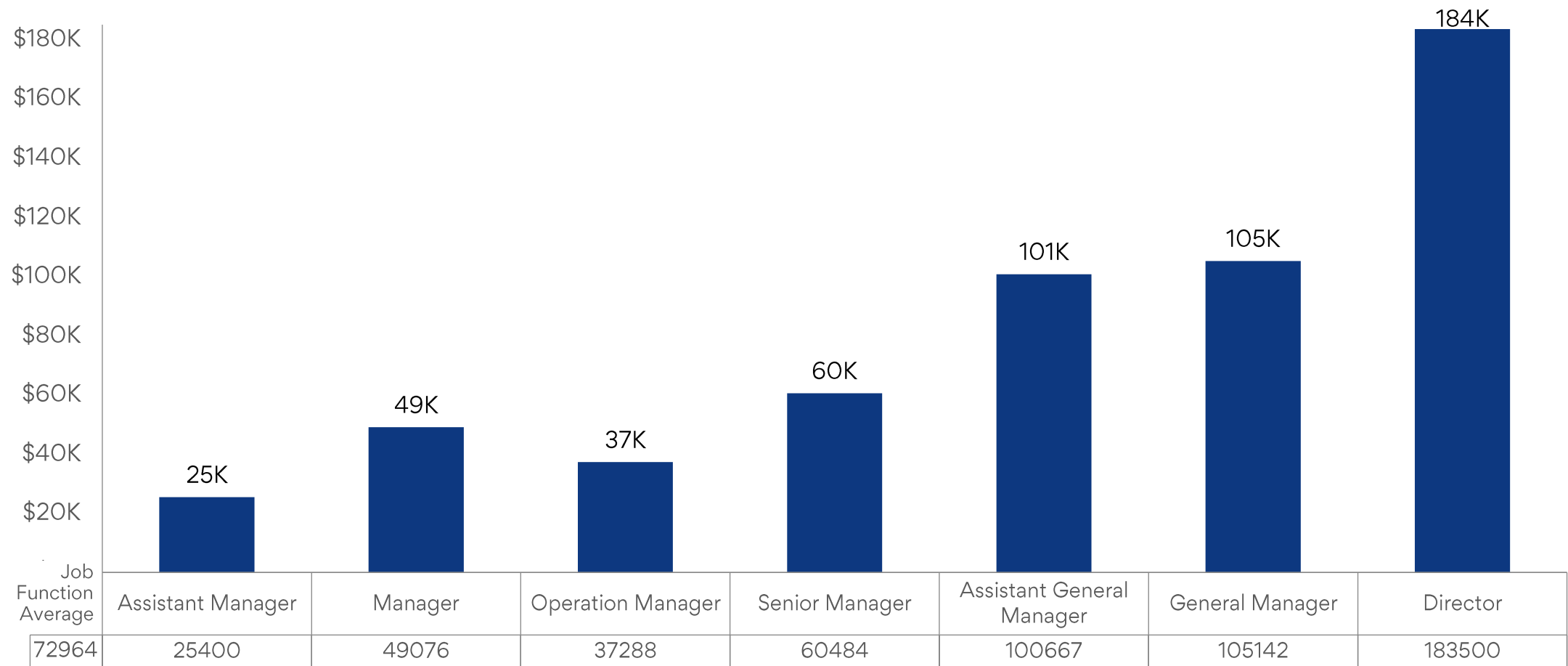
Percentage of Monthly Salary Adjustment in 2024 General Management – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

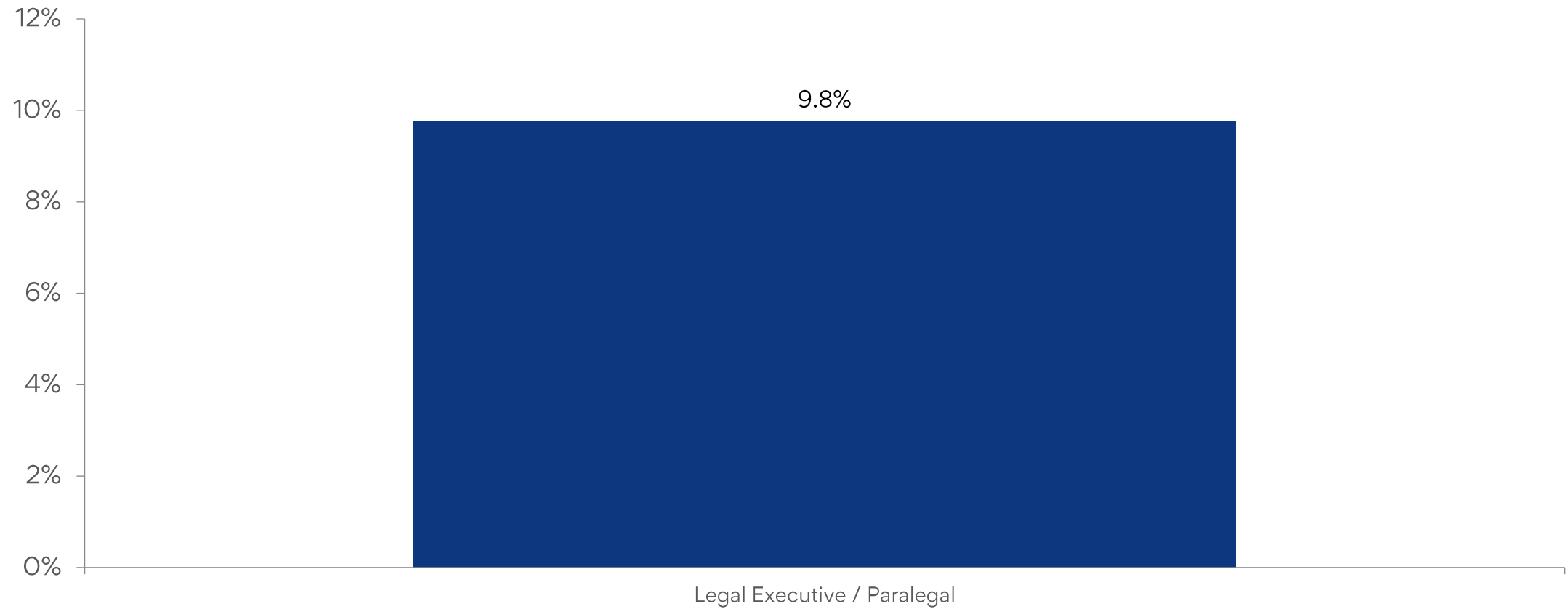
Average Monthly Salary 2024
General Management – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

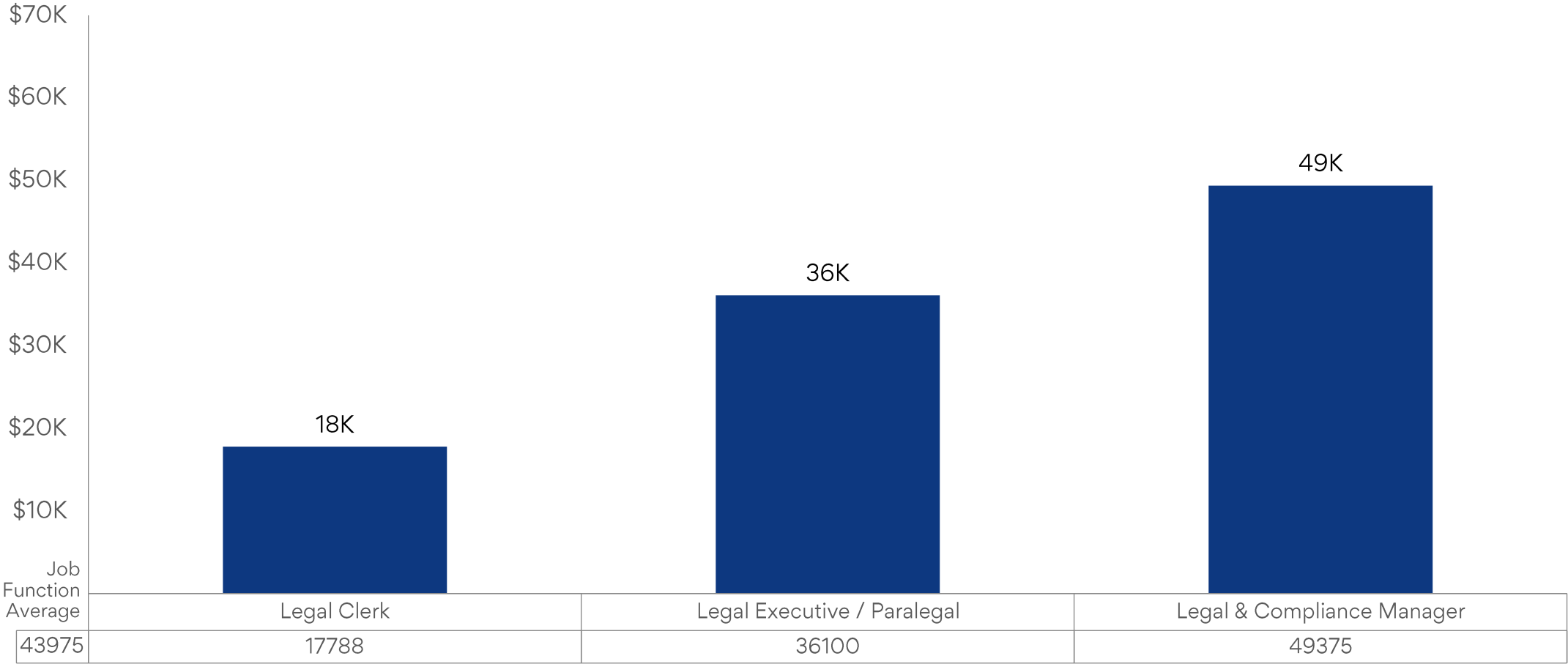
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Legal / Compliance – by Job Position



Basic Salary Change in 2024

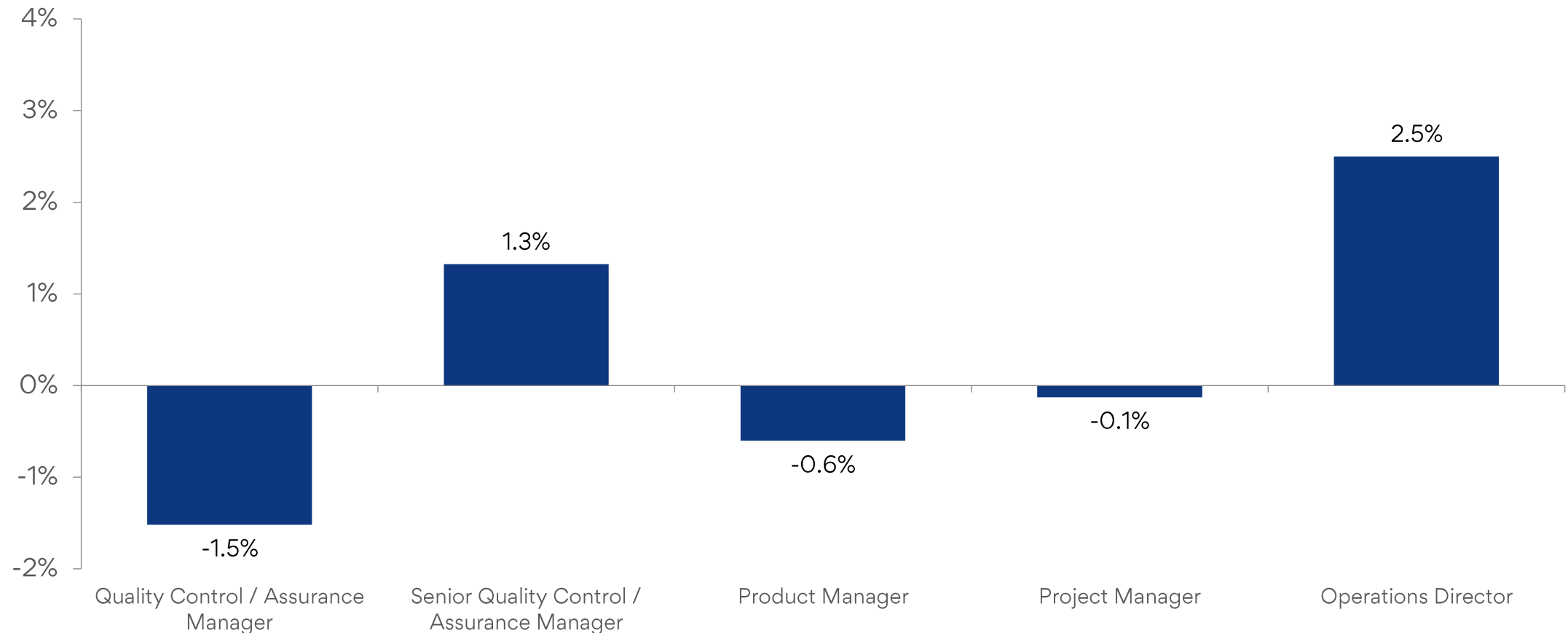
Average Monthly Salary 2024
Legal / Compliance – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

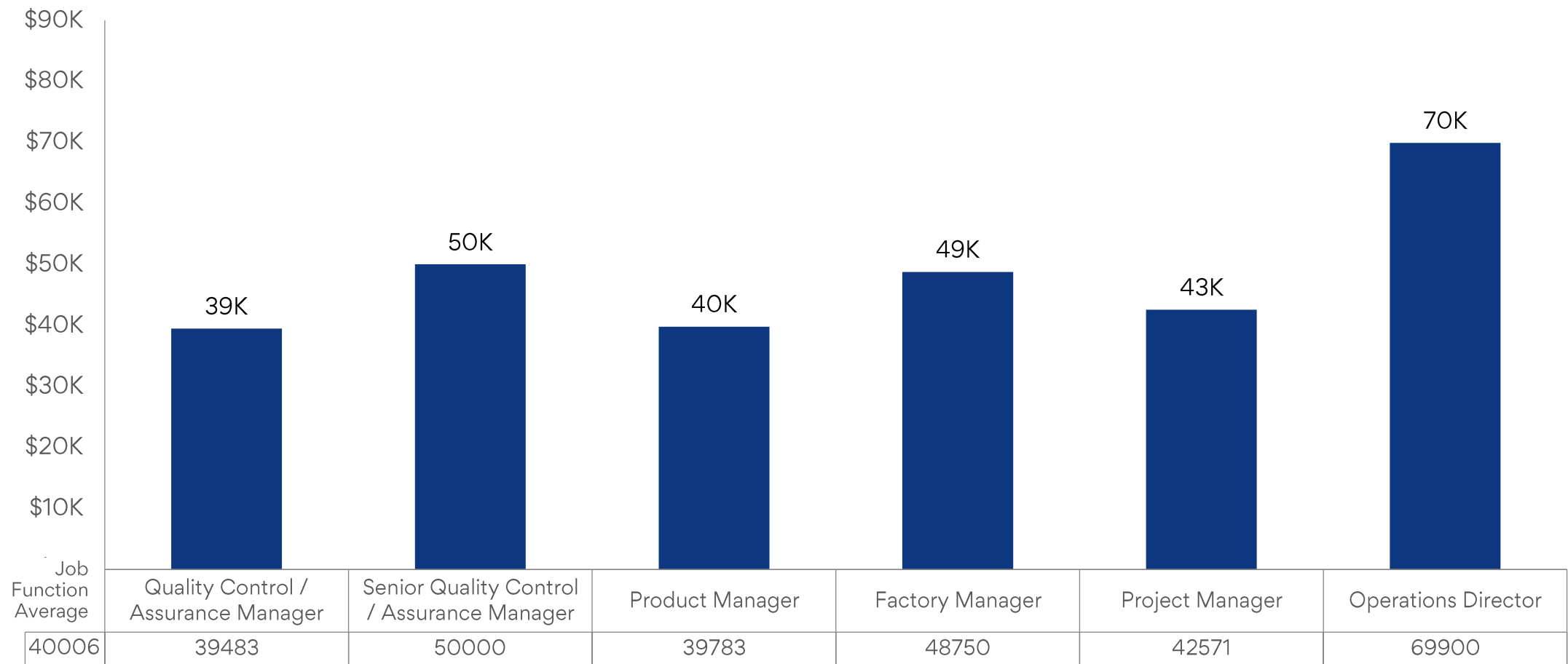
Percentage of Monthly Salary Adjustment in 2024 Manufacturing – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

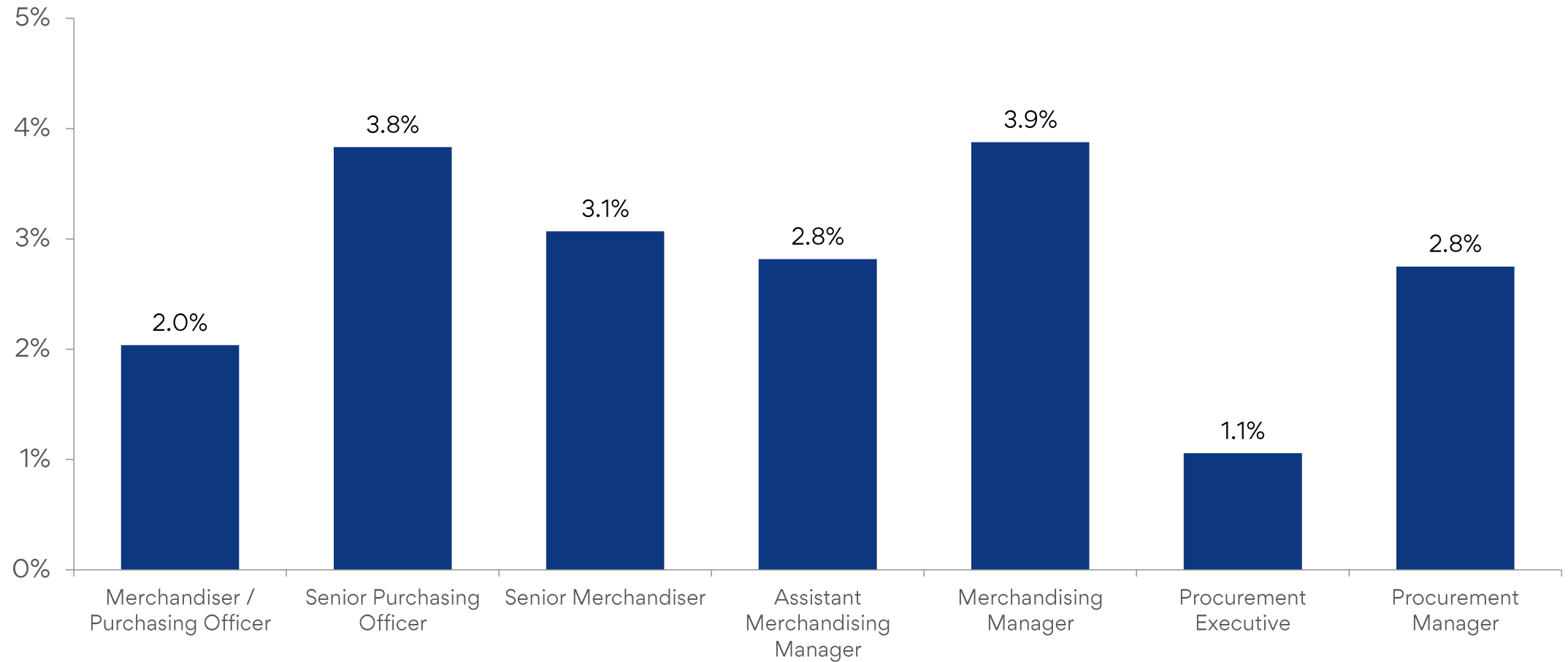
Average Monthly Salary 2024
Manufacturing – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Merchandising & Purchasing – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

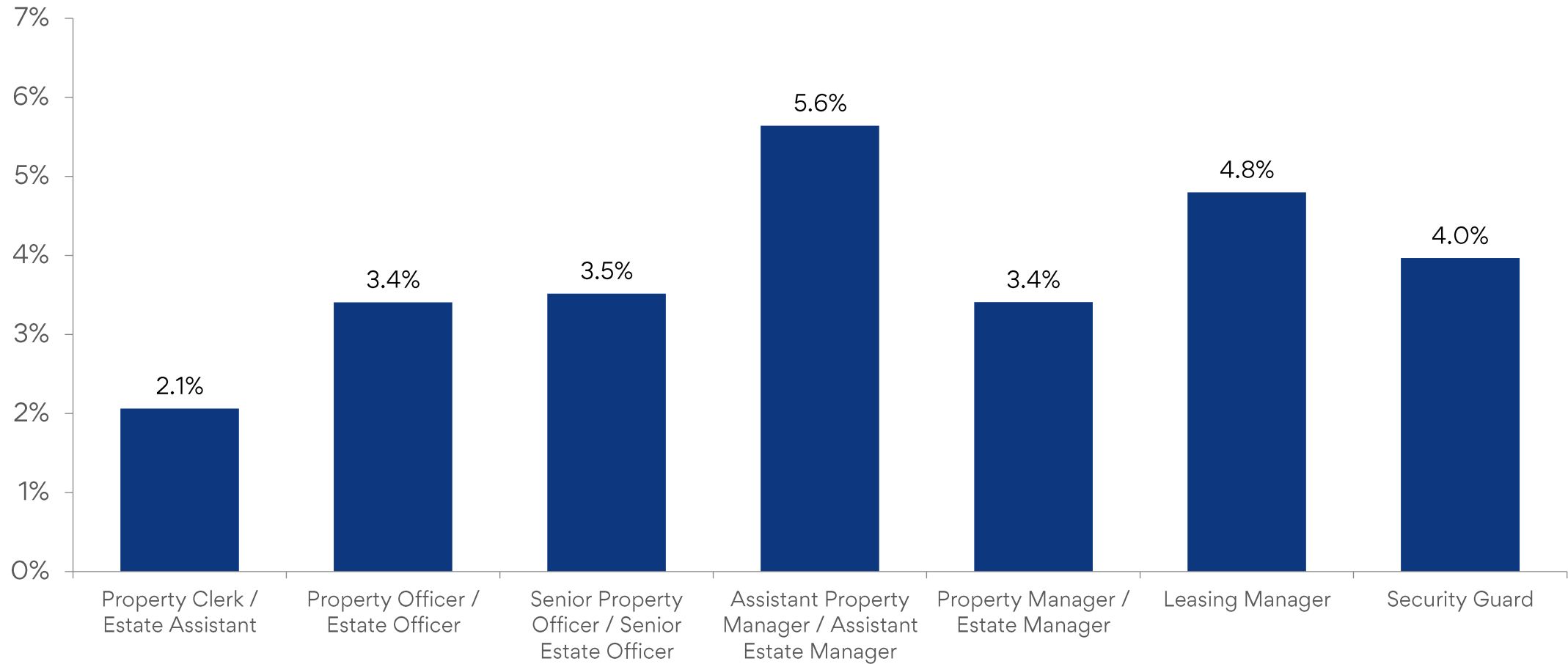
Average Monthly Salary 2024
Merchandising & Purchasing – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 Property / Real Estate – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

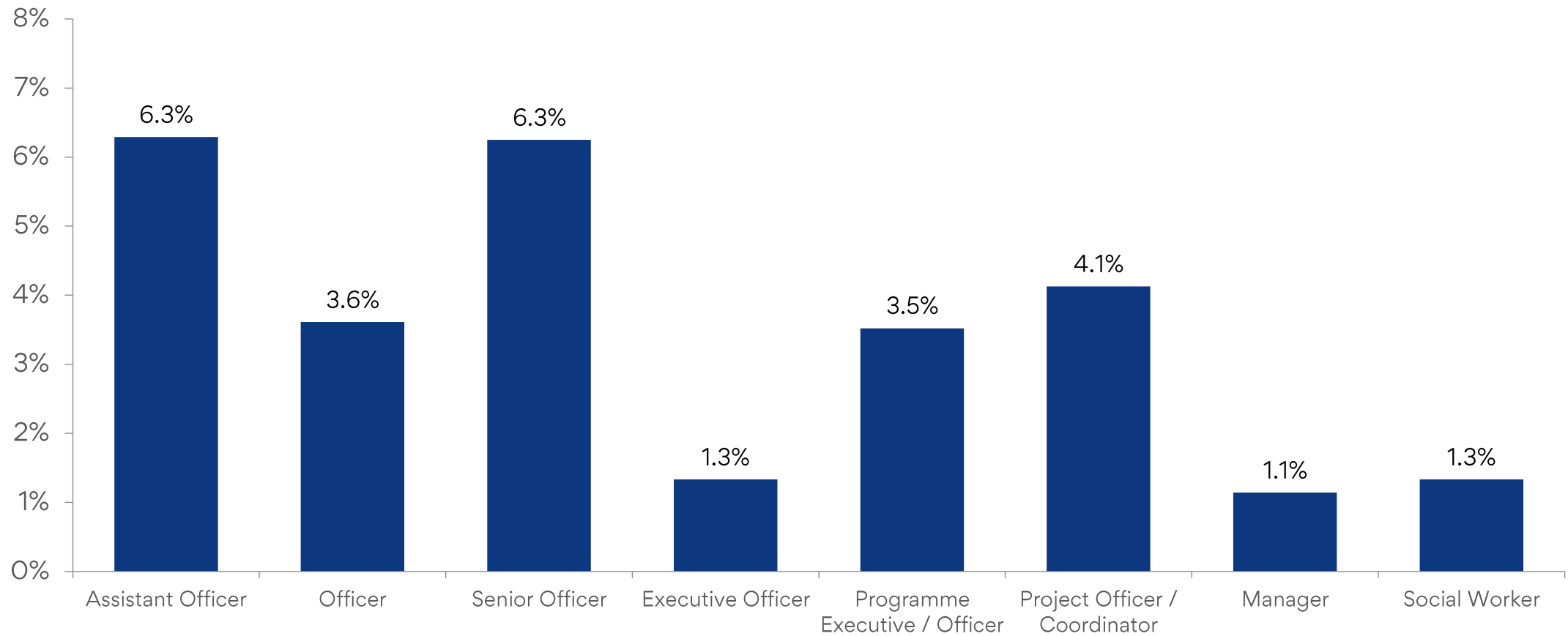
Average Monthly Salary 2024
Property / Real Estate – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

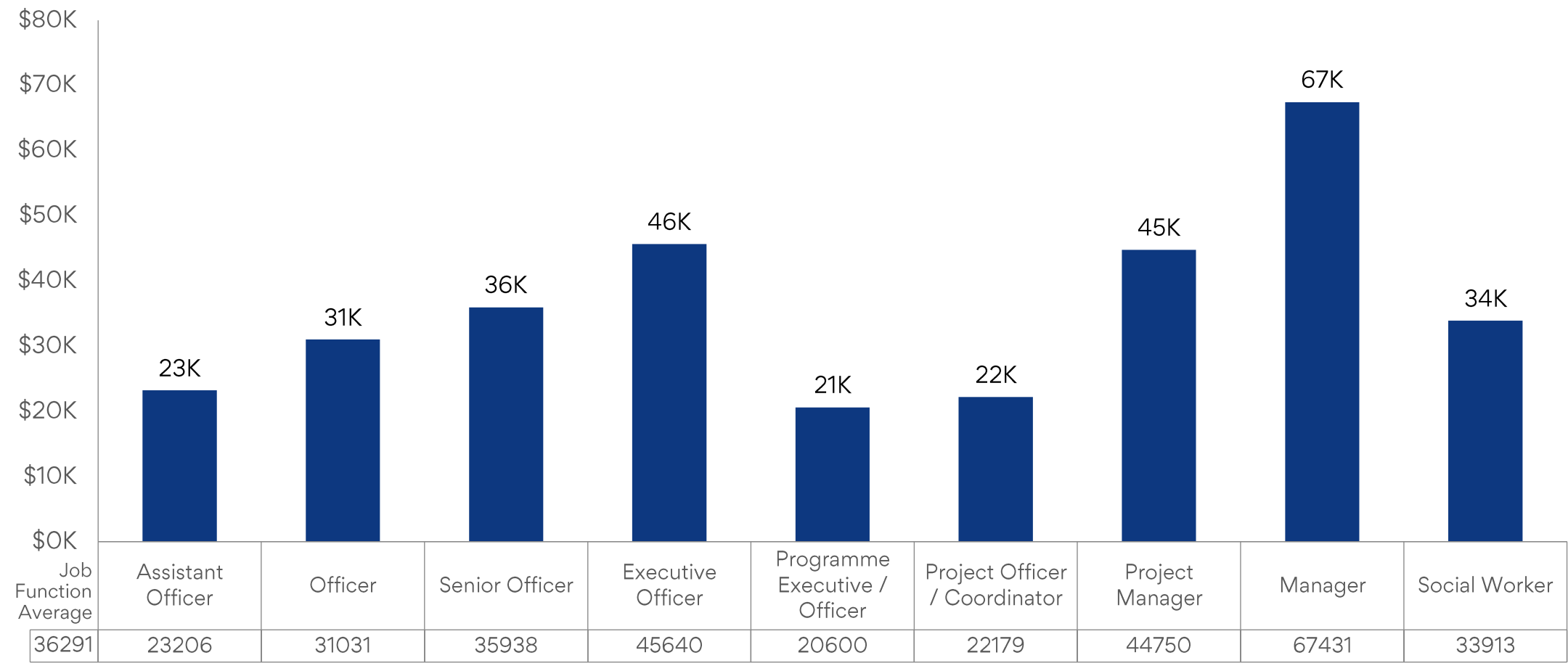
Percentage of Monthly Salary Adjustment in 2024 Public / Civil / Social Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

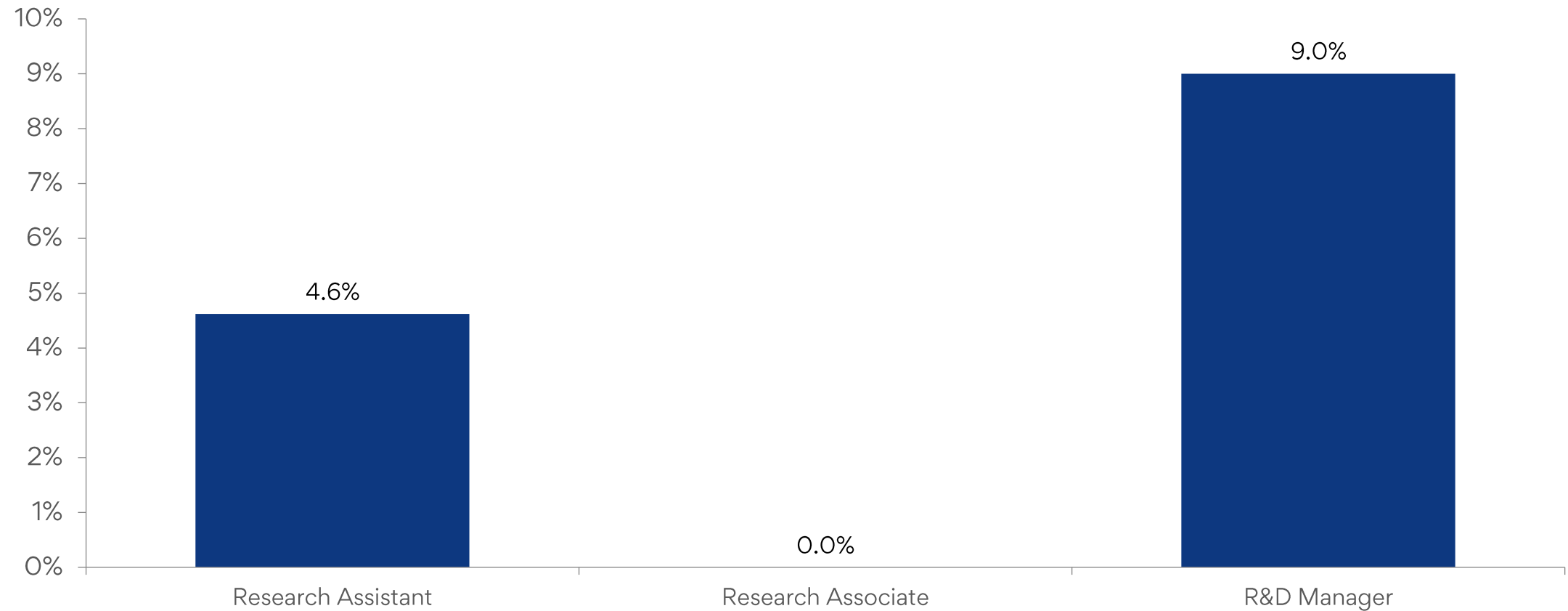
Average Monthly Salary 2024
Public / Civil / Social Services – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

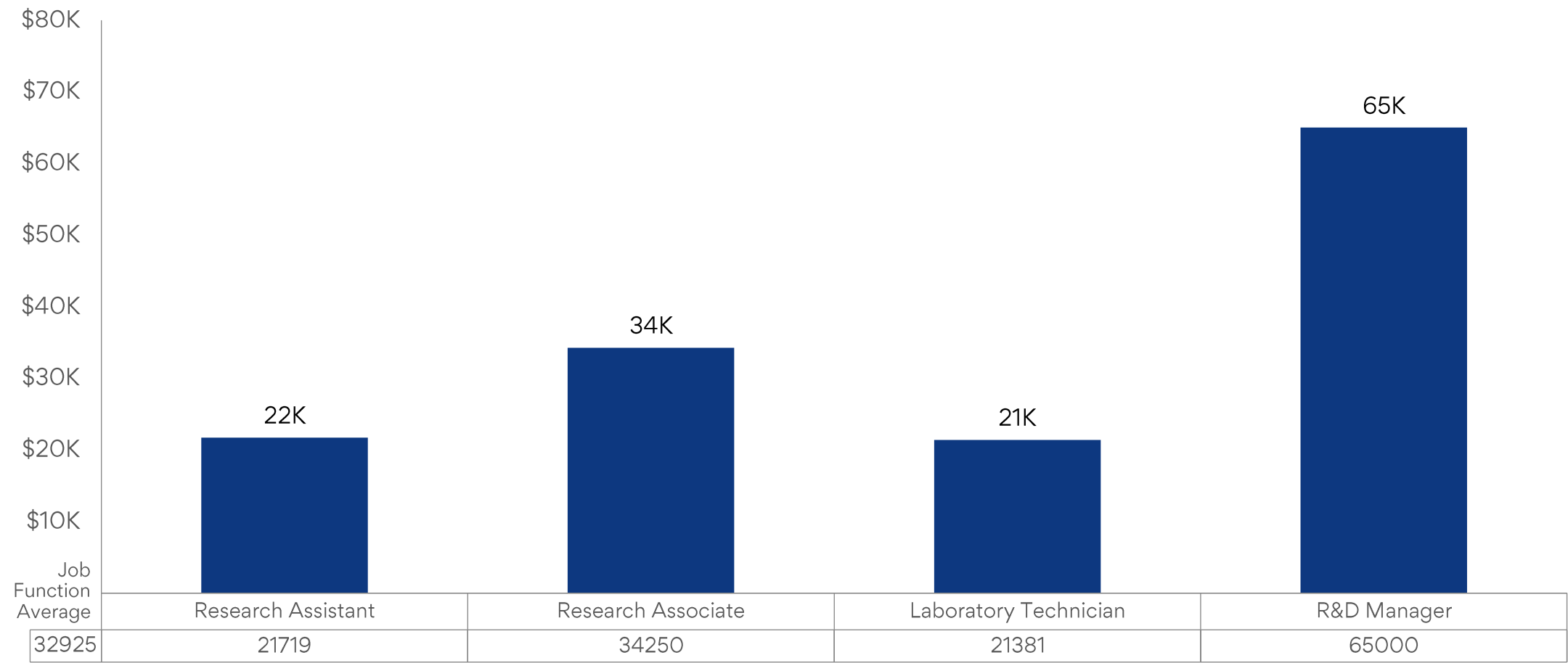
Percentage of Monthly Salary Adjustment in 2024 Sciences, Lab, R&D – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

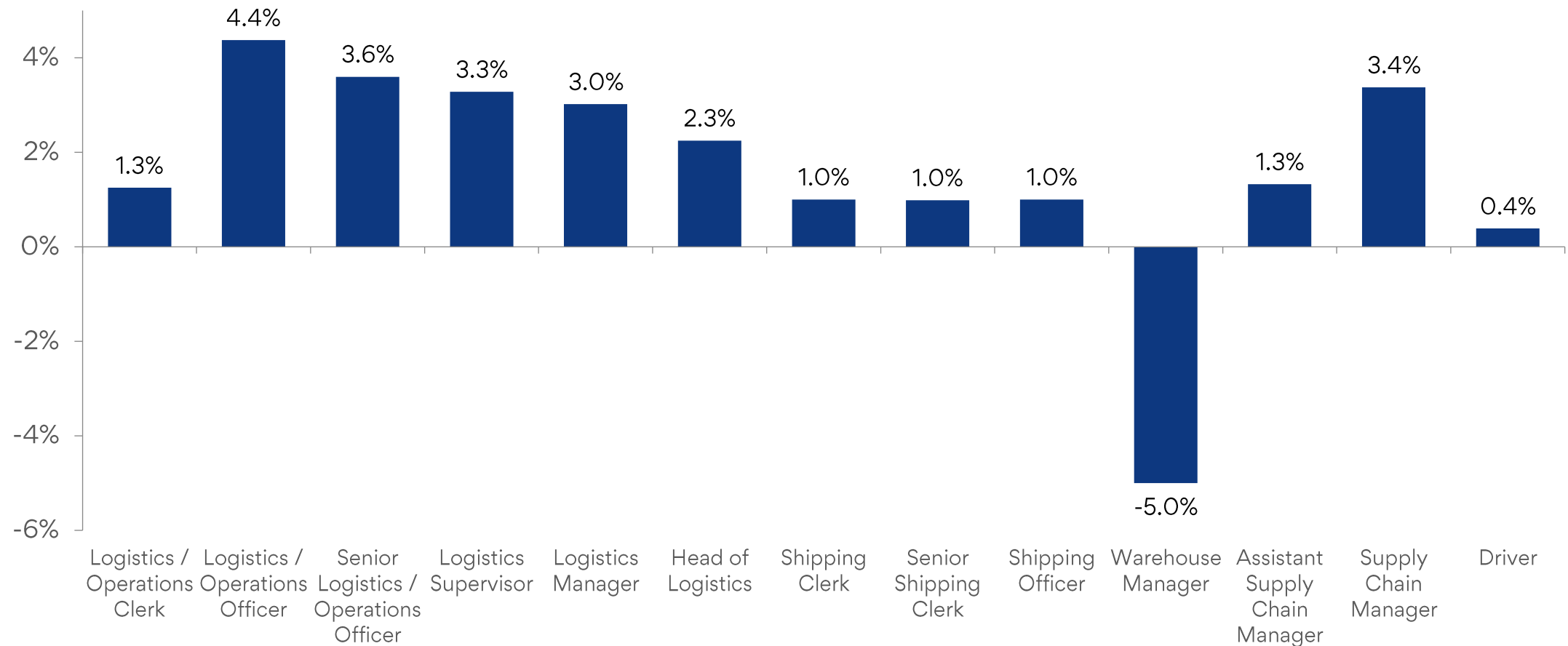
Average Monthly Salary 2024
Sciences, Lab, R&D – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

Basic Salary Change in 2024

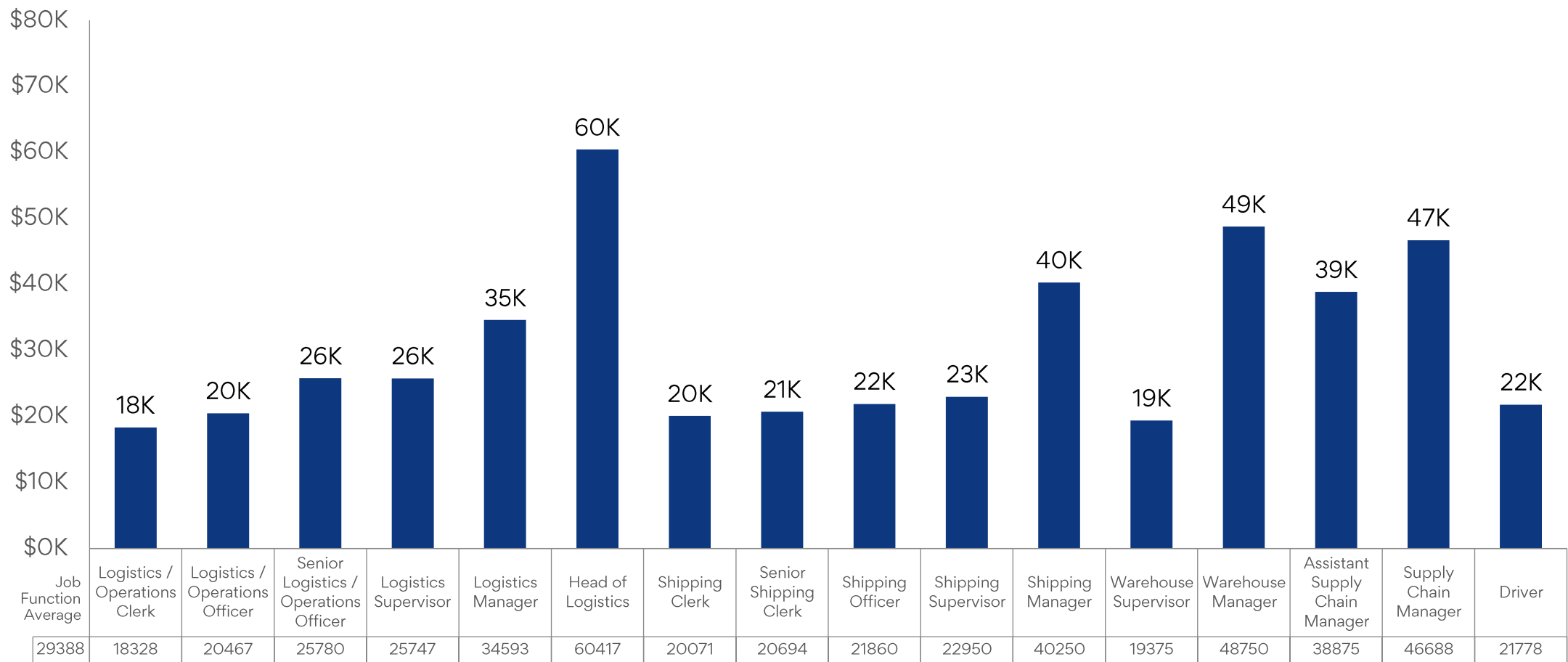
Percentage of Monthly Salary Adjustment in 2024 Transportation & Logistics – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently (unweighted)
Question : Q5b1/5b2

Basic Salary Change in 2024

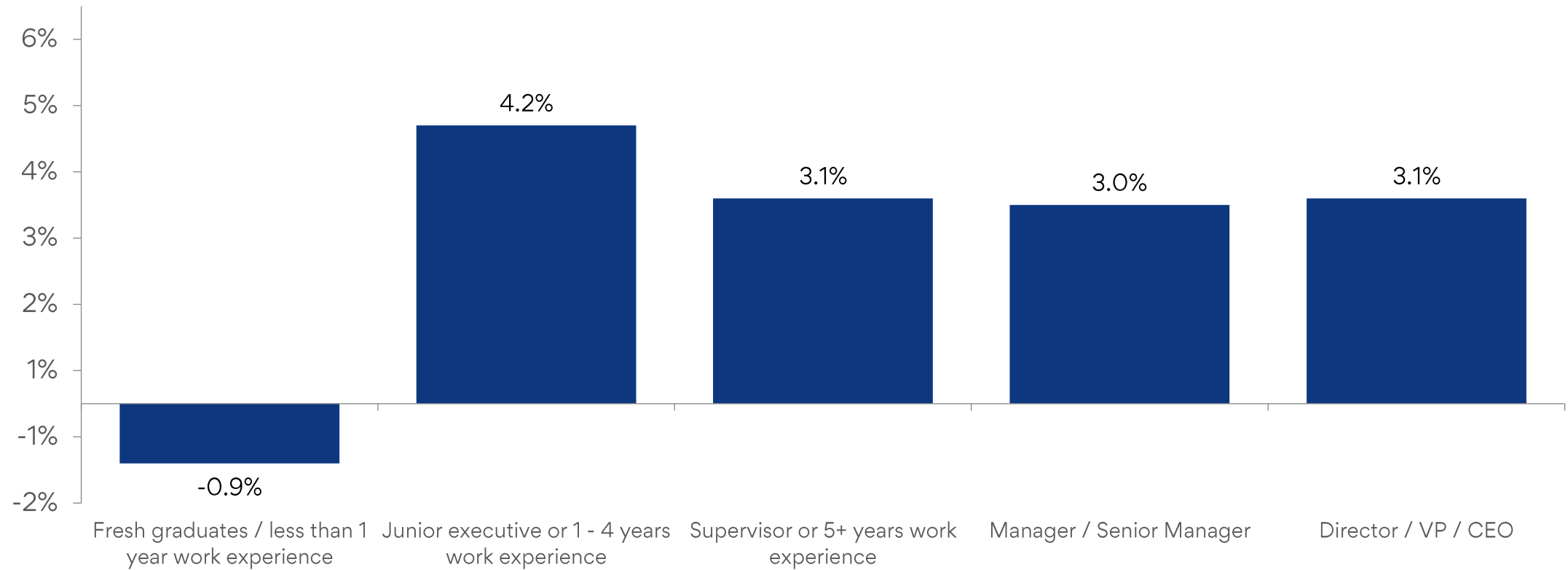
Average Monthly Salary 2024
Transportation & Logistics – by Job Position



Job position with < 4 respondents is not shown
Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

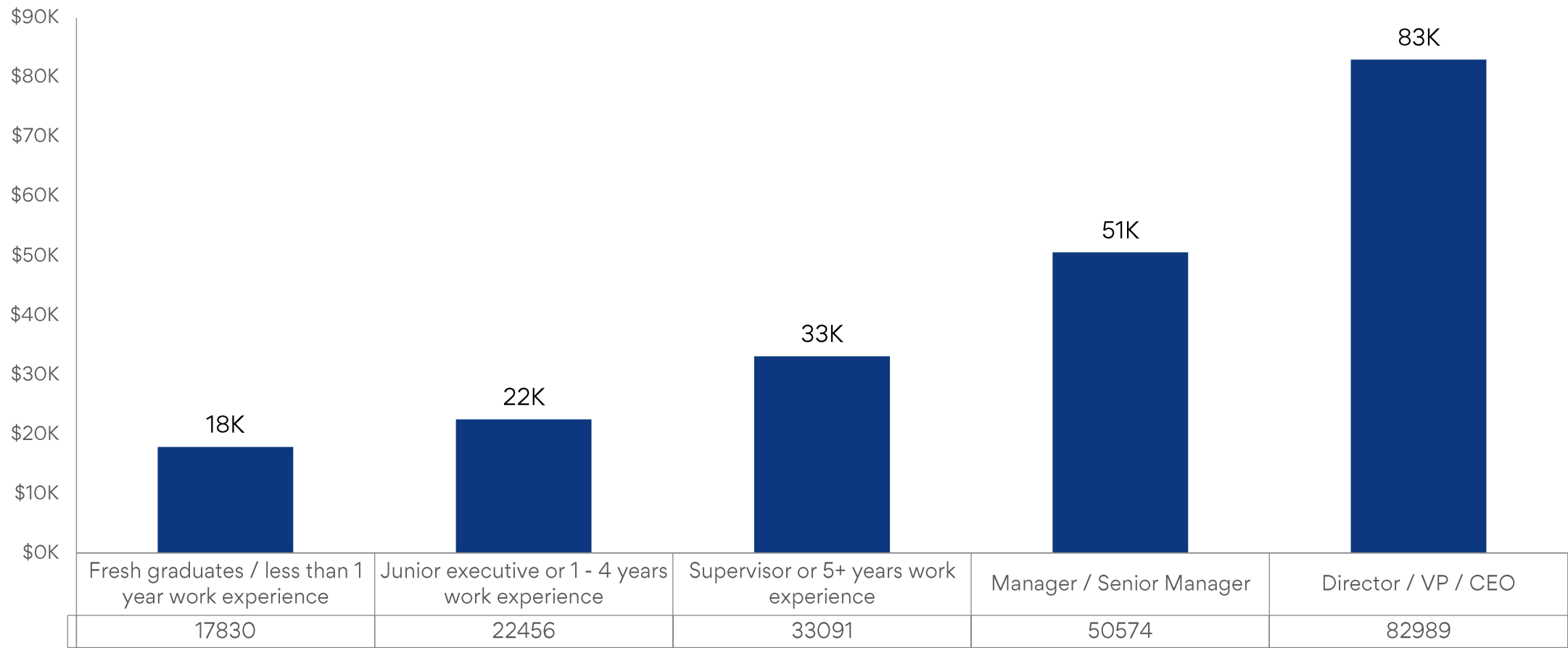
Basic Salary Change in 2024

Percentage of Monthly Salary Adjustment in 2024 By Career Level



Basic Salary Change in 2024

Average Monthly Salary 2024
By Career Level



Base: All working on full-time basis currently or in last one year (unweighted)
Question : Q4/4a

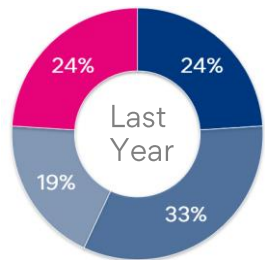
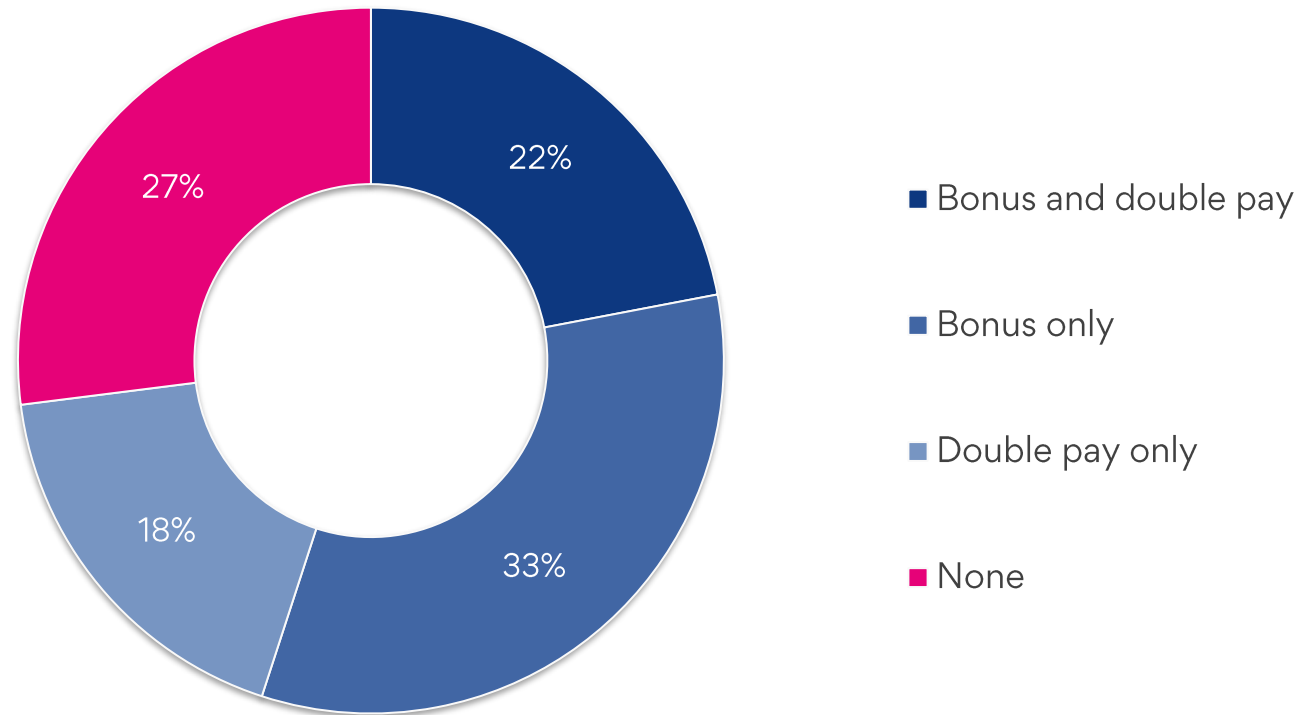


Section 2

BONUS AND DOUBLE PAY

Bonus and Double Pay

- The situation has slightly **deteriorated** from 2023 as the proportion of not receiving any of these benefits (27%) increased to 27% (compared to 24% in 2023). The proportion of getting both benefits reduced to 22% (versus 24% in 2023).
- 55% received a bonus (versus 57% in 2023).

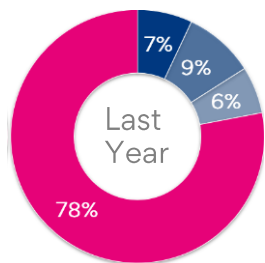
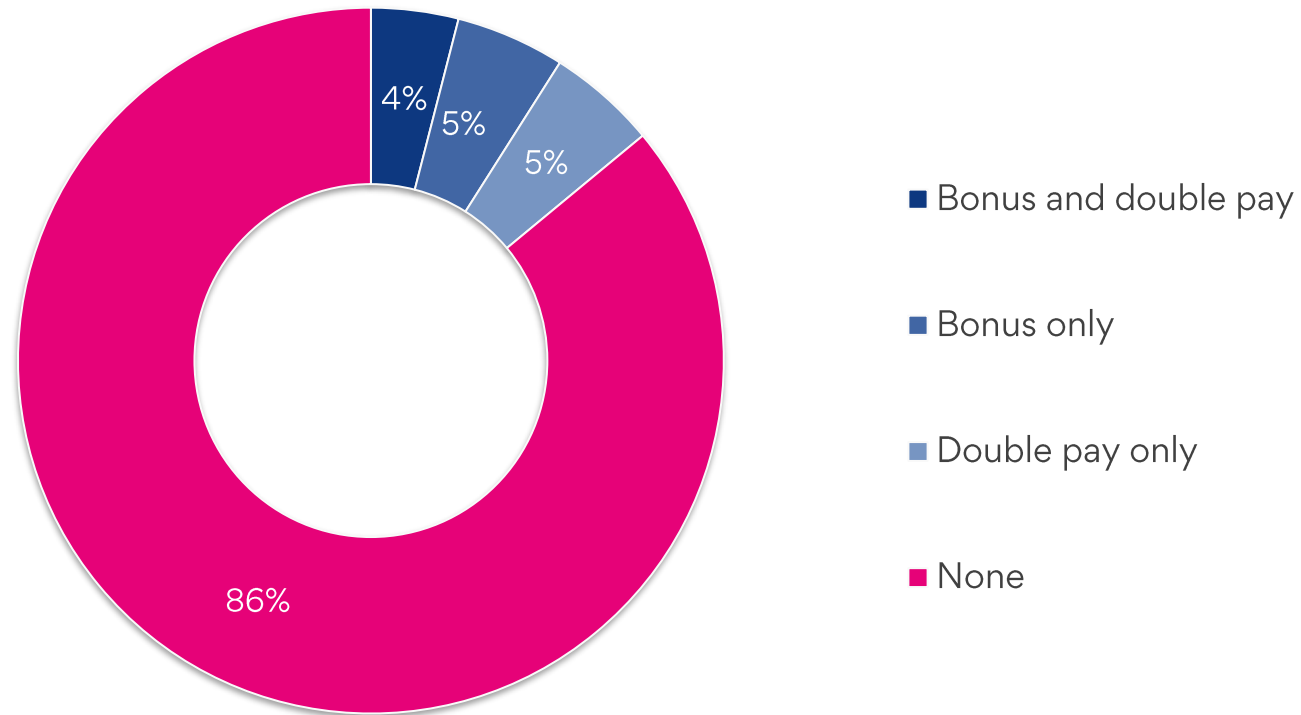


Base : All working on full-time basis (n=2724)

Qn. 7a Which of the benefits did your company provide for 2023?

Bonus and Double Pay

The situation has worsened for individuals working on a part-time or freelance basis. The proportion of those not receiving any of these benefits has increased to 86% (compared to 78% in 2023).



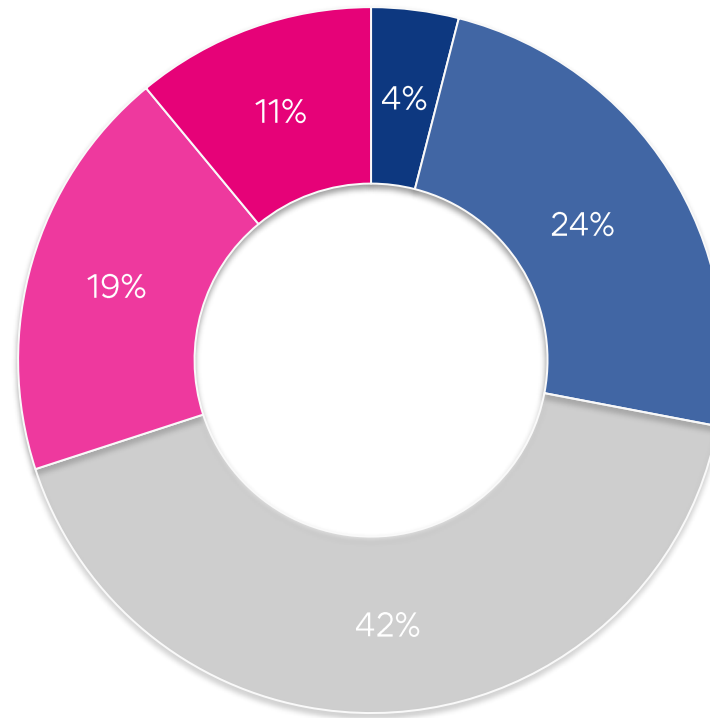
Base : All working on part-time or freelance basis (n=206)

Qn. 7a Which of the benefits did your company provide for 2023?

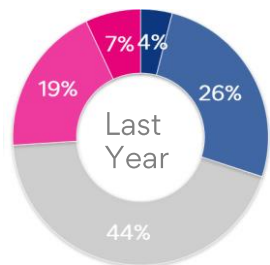
Bonus and Double Pay

Bonus satisfaction

- Among respondents who received a bonus, only 4% expressed a high level of satisfaction, while 30% had negative feelings about the size of their bonus. Notably, a larger proportion of individuals (11%) reported feeling "very dissatisfied" with their bonus (compared to 7% in 2023).



- Very satisfied (Approx. 2.7 months)
- Satisfied (Approx. 1.8 months)
- Neutral (Approx. 1.4 months)
- Dissatisfied (Approx. 1 month)
- Very dissatisfied (Approx. 0.8 months)



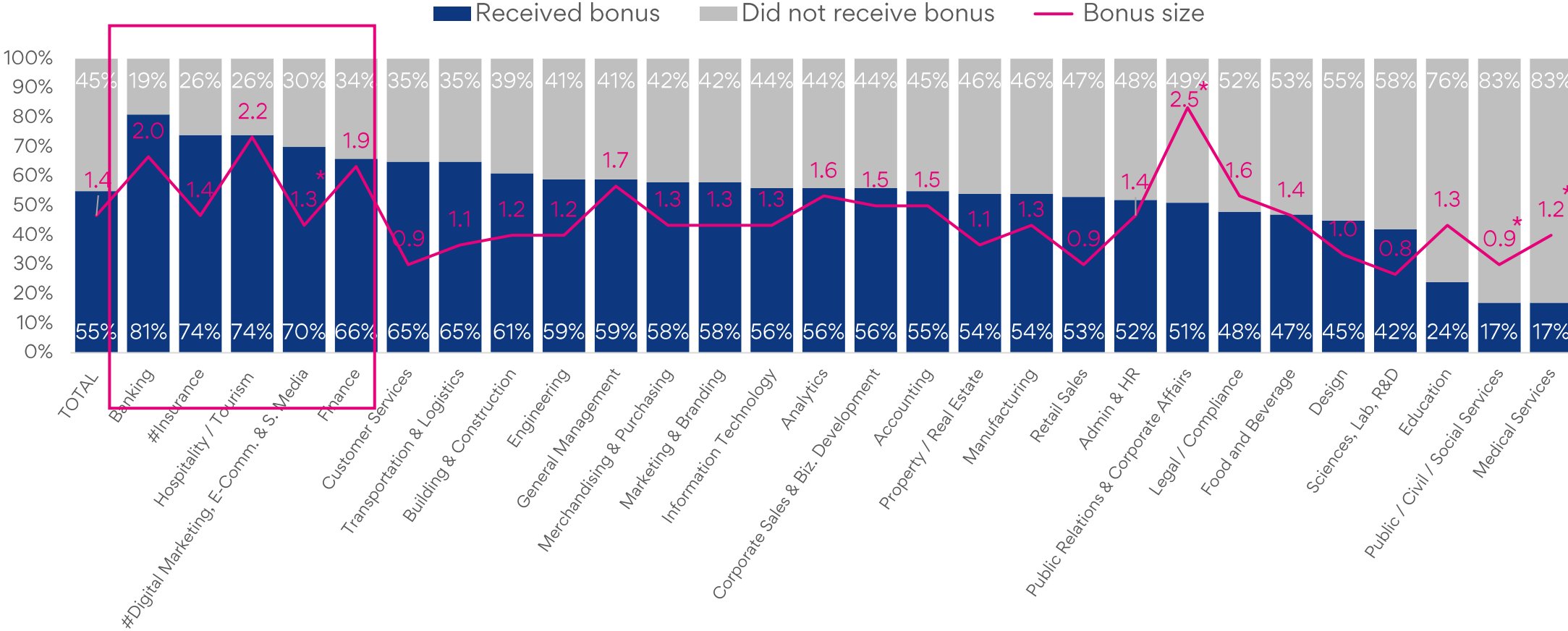
Base: All working respondents who received a bonus (n=1510)

Qn. 7c Are you satisfied with the bonus amount?

Bonus and Double Pay

Bonus received - by job function

- Job functions with a higher incidence of receiving bonuses include Banking (81%), Insurance (74%), Hospitality/Tourism (74%), Digital Marketing, E-Commerce & Social Media (70%), and Finance (66%).
- The average bonus size for the respondents remained consistent at 1.4 months, similar to the 2023 figures. However, Public Relations & Corporate Affairs reported a relatively larger bonus size of 2.5 months, followed by Hospitality/Tourism with 2.2 months, and Banking with 2 months.

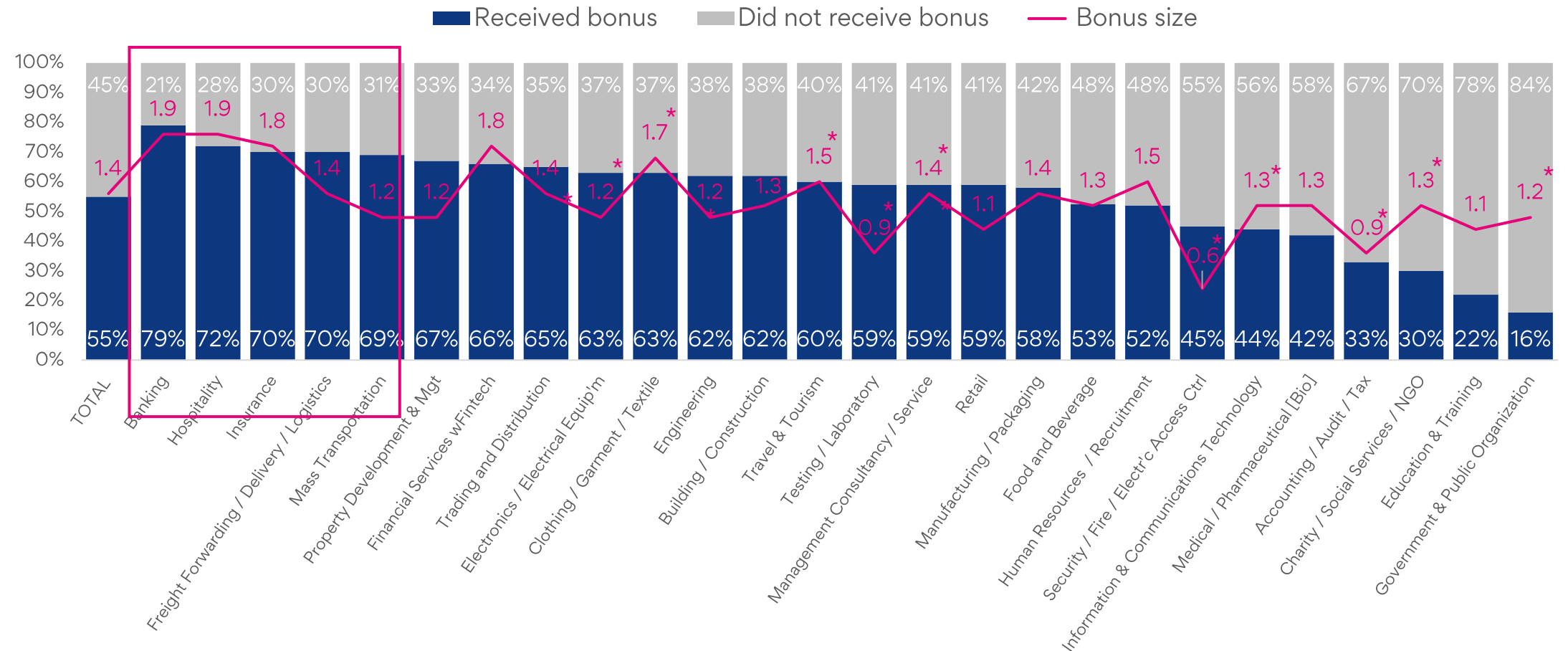


Job function with less than 20 respondents is not shown. # caution: small base * denotes figure derived from a small base of <20
Base : All working on full-time basis (n=2724)
Qn.7a, Which of the benefits did your company provide for 2023? Qn.7b How much bonus did you get for 2023?

Bonus and Double Pay

Bonus received - by industry

- The top five industries that have a higher incidence of receiving bonuses: Banking (79%), Hospitality (72%), Insurance (70%), Freight Forwarding/Delivery/Logistics (70%), and Mass Transportation (69%).
- For the bonus size, Banking (1.9 months), Hospitality (1.9 months), Insurance (1.8 months), and Financial Services (including Fintech) (1.8 months) demonstrate a more positive outlook.



Industry with less than 30 respondents is not shown

Base : All working on full-time basis (n=2724)

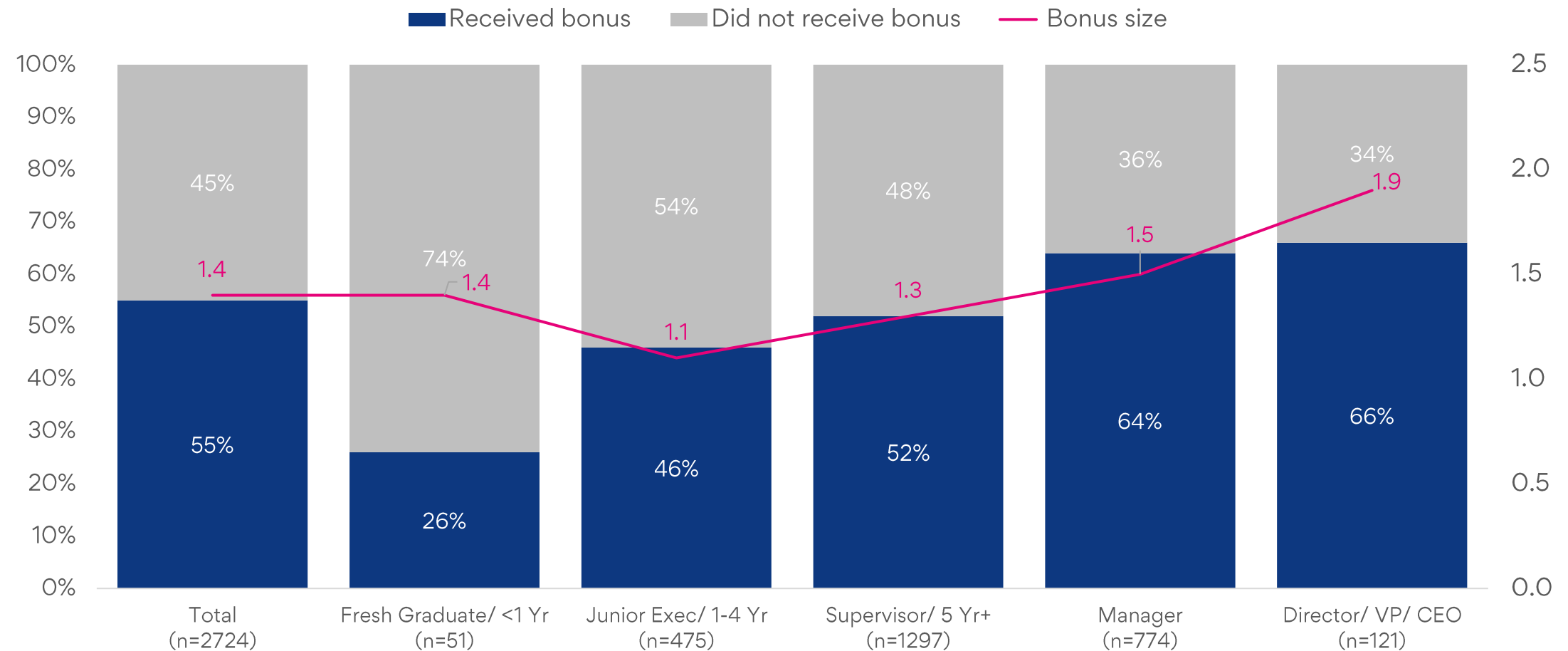
Qn.7a, Which of the benefits did your company provide for 2023? Qn.7b How much bonus did you get for 2023?

* denotes figure derived from a small base

Bonus and Double Pay

Bonus received - by career level

Both incidence of receiving bonuses and the bonus size increase with seniority.

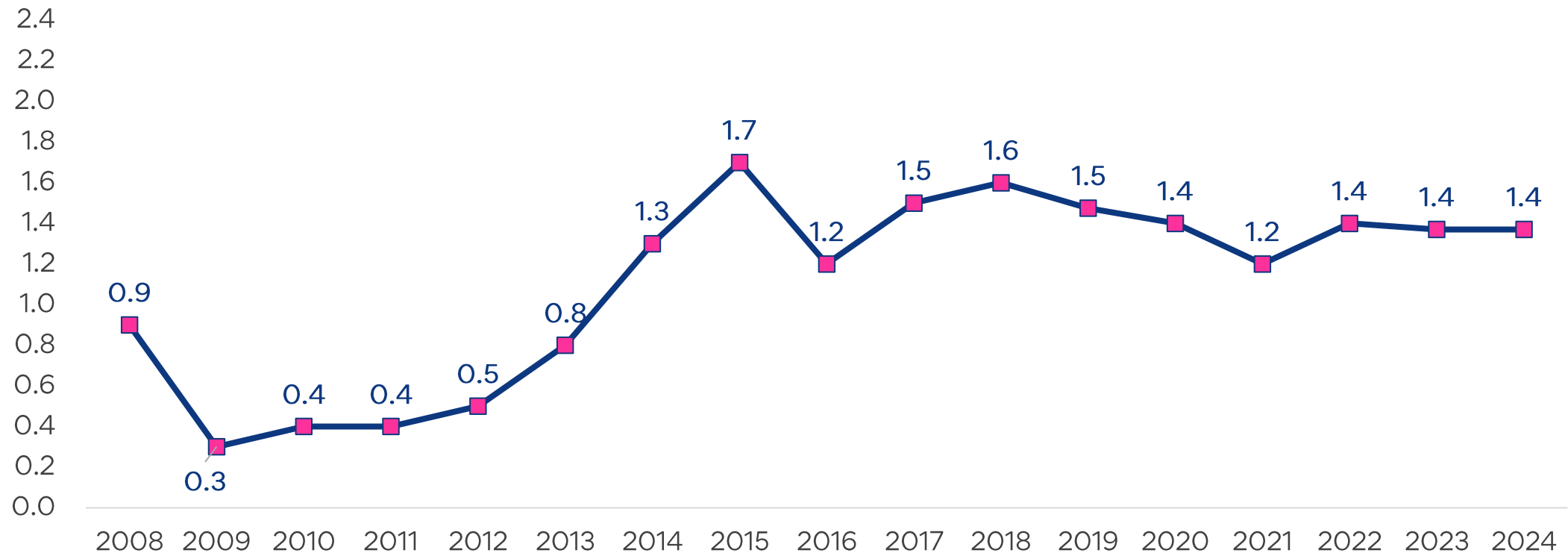


Base : All working on full-time basis

Qn.7a, Which of the benefits did your company provide for 2023? Qn.7b How much bonus did you get for 2023?

Bonus and Double Pay

Overall average size of bonus received over the years



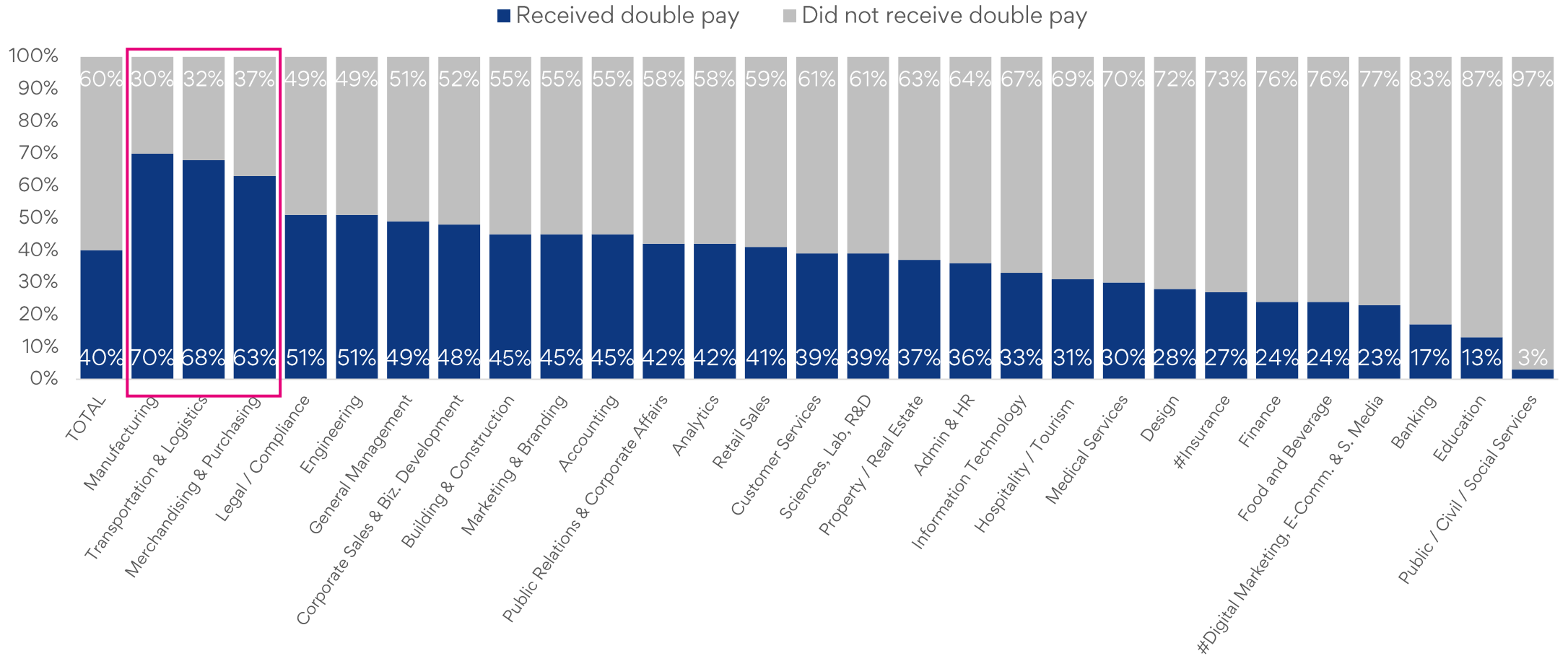
Base in 2024: All working on full-time basis and received bonus (n=1459)

Qn. 7b How much bonus did you get for 2023? (Please answer in terms of the number of extra months you are paid.)

Bonus and Double Pay

Double pay received - by job function

Similar to the previous year, only 40% of respondents received double pay, compared to 43% in 2023. Three job functions, namely Manufacturing (70%), Transportation & Logistics (68%), and Merchandising & Purchasing (63%), reported a higher incidence of receiving double pay.

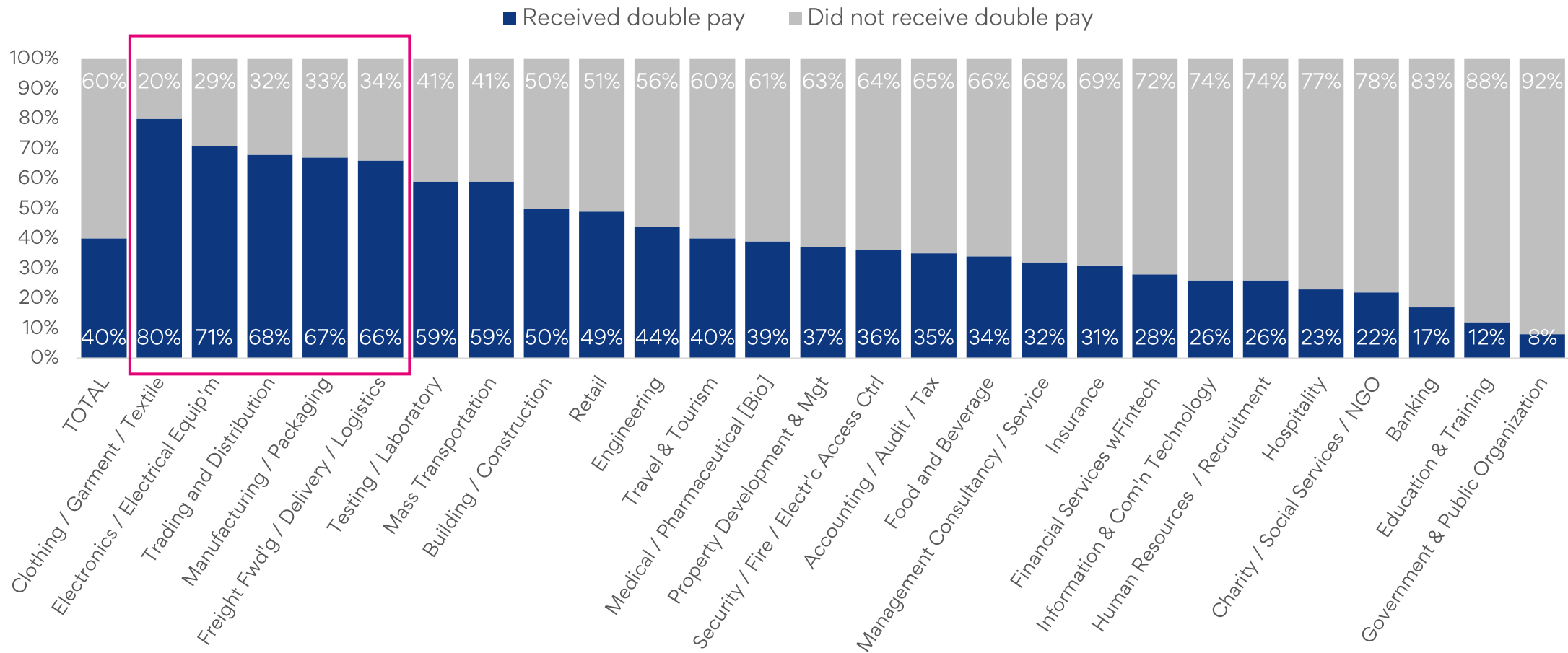


Job function with less than 20 respondents is not shown. # caution: small base
Base : All working on full-time basis (n=2724)
Qn.7a, Which of the benefits did your company provide for 2023?

Bonus and Double Pay

Double pay received - by industry

A higher incidence of receiving double pay was observed among respondents from the following industries: Clothing/Garment/Textile (80%), Electronics/Electrical Equipment (71%), Trading and Distribution (68%), Manufacturing/Packaging (67%), and Freight Forwarding/Delivery/Logistics (66%).

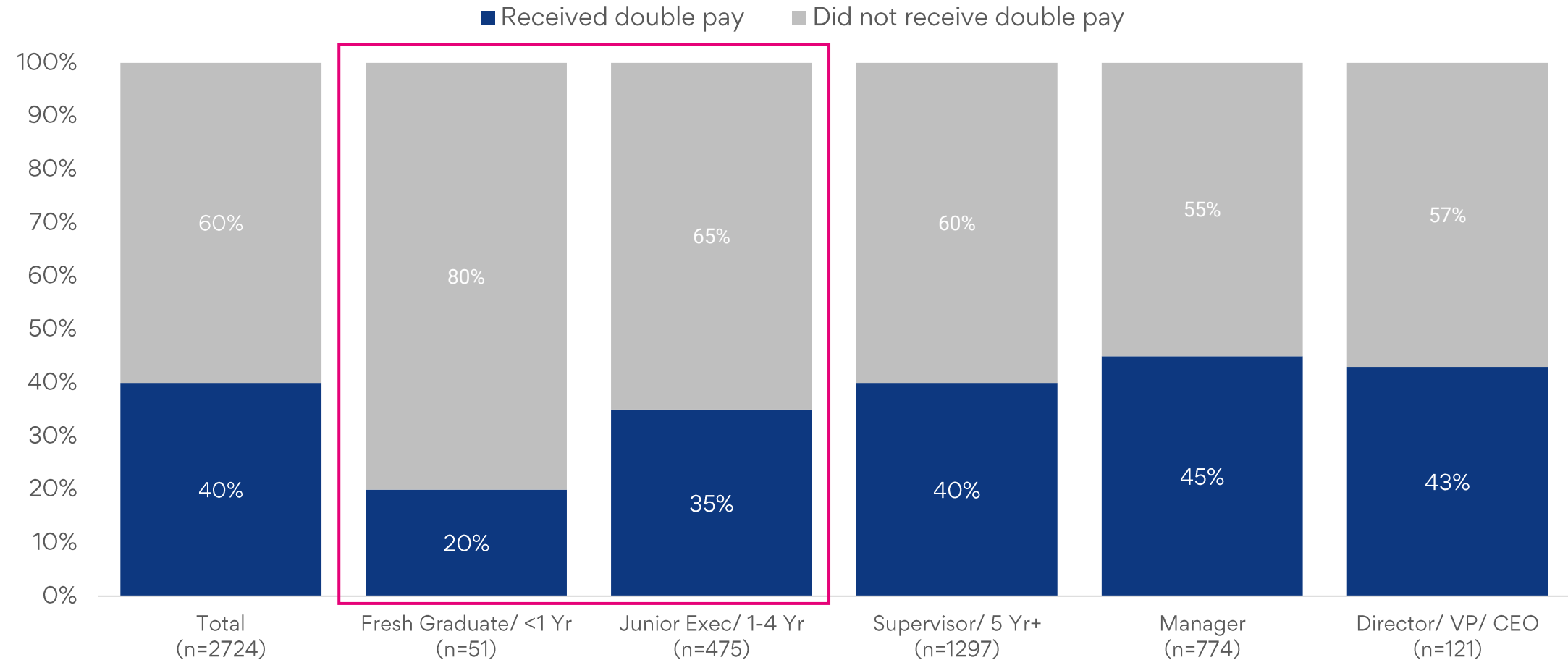


Industry with less than 30 respondents is not shown
Base : All working on full time basis (n=2724)
Qn.7a, Which of the benefits did your company provide for 2023?

Bonus and Double Pay

Double pay received - by career level

Junior levels (Fresh Graduates / with less than 1 year of work experience: 20%, Junior Executives / with 1-4 years of work experience: 35%) recorded a relatively lower incidence of receiving double pay.



Base : All working on full time basis

Qn.7a, Which of the benefits did your company provide for 2022? Qn.7b How much bonus did you get for 2022?



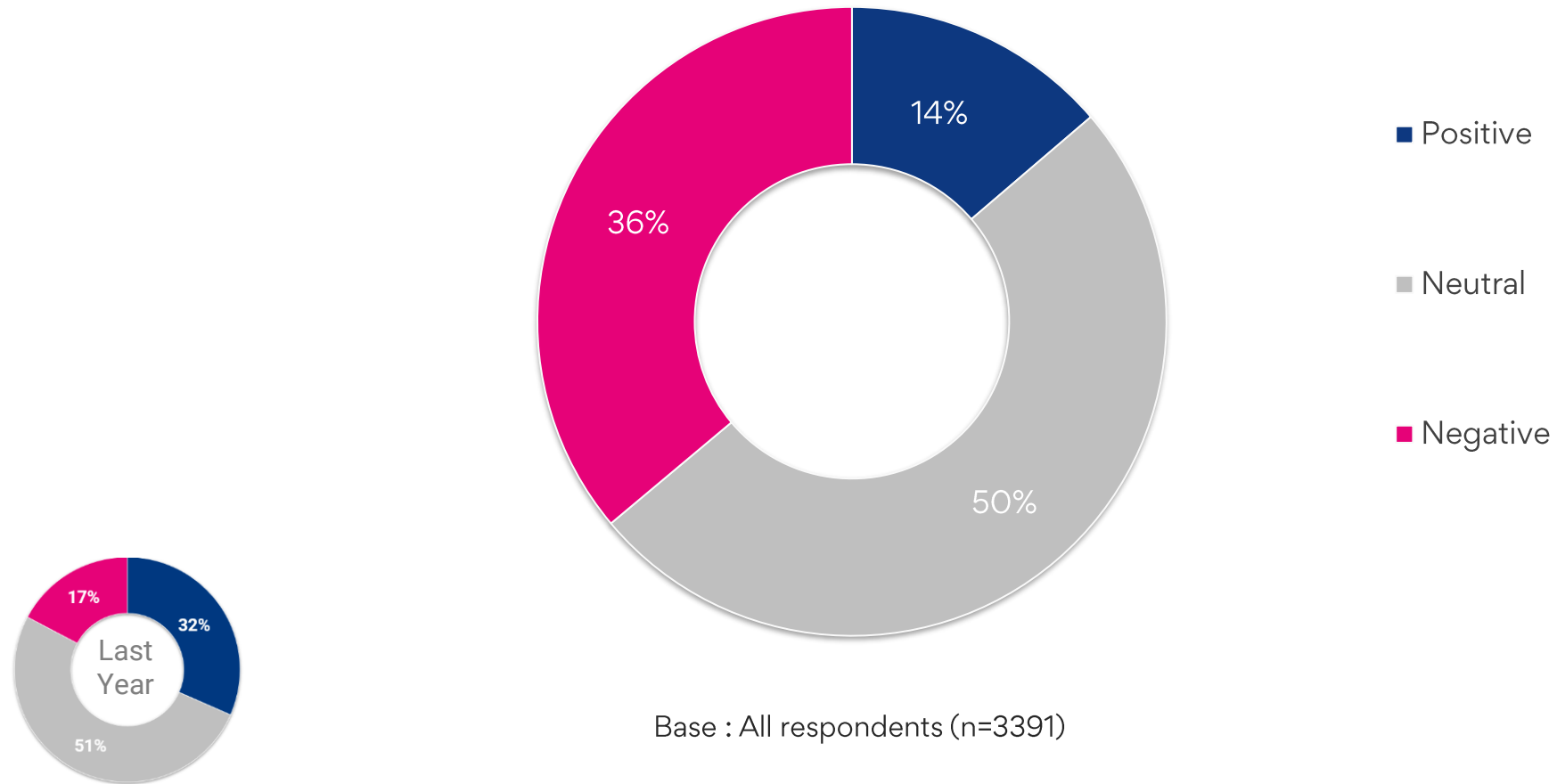
Section 3

EMPLOYMENT OUTLOOK IN 2024

Employment Outlook in 2024

Overall employment outlook

Respondents revert to being more pessimistic about the employment outlook in 2024. The proportion of holding positive views drops from 32% in 2023 to 14% this year (versus a rise from 13% in 2022 to 32% in 2023). A similar pattern is observed for the proportion of respondents holding negative views (2024: 36%, 2023: 17%, 2022: 40%).

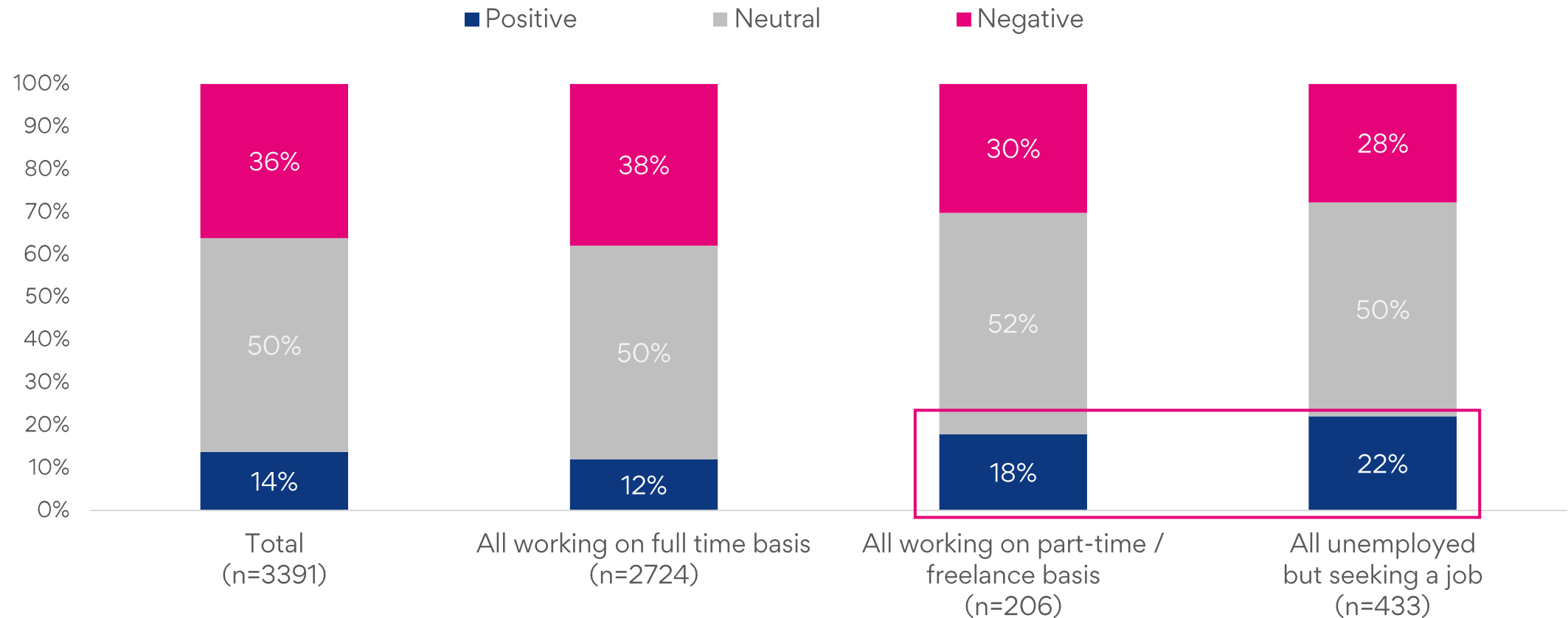


Qn.12. Thinking about Hong Kong's overall employment outlook in 2024, do you feel ...

Employment Outlook in 2023

Overall employment outlook – by employment mode

- Zooming into respondents of different work modes, part-timers / freelancers and unemployed jobseekers are relatively more positive.
- 18% of the part-timers / freelancers hold positive views while 30% hold negative views.
- 23% of the unemployed jobseekers hold positive views whilst 28% have negative views.



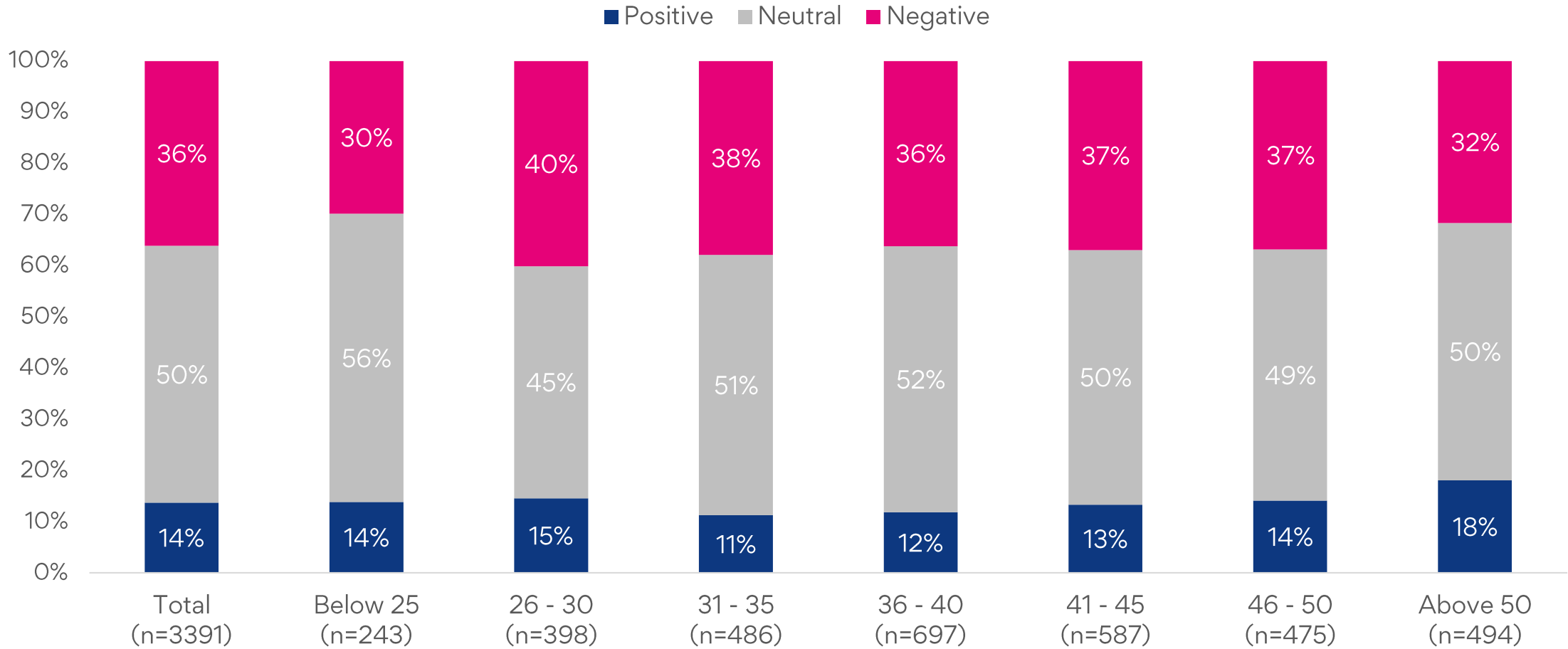
Base : All respondents

Qn.12. Thinking about Hong Kong's overall employment outlook in 2024,, do you feel ...

Employment Outlook in 2024

Overall employment outlook – by age

The employment outlook for 2024 is generally similar across different age segments, with one notable exception. Individuals aged above 50 have a larger proportion holding positive views (18%), while the youngest age segment tends to be less negative (30%).

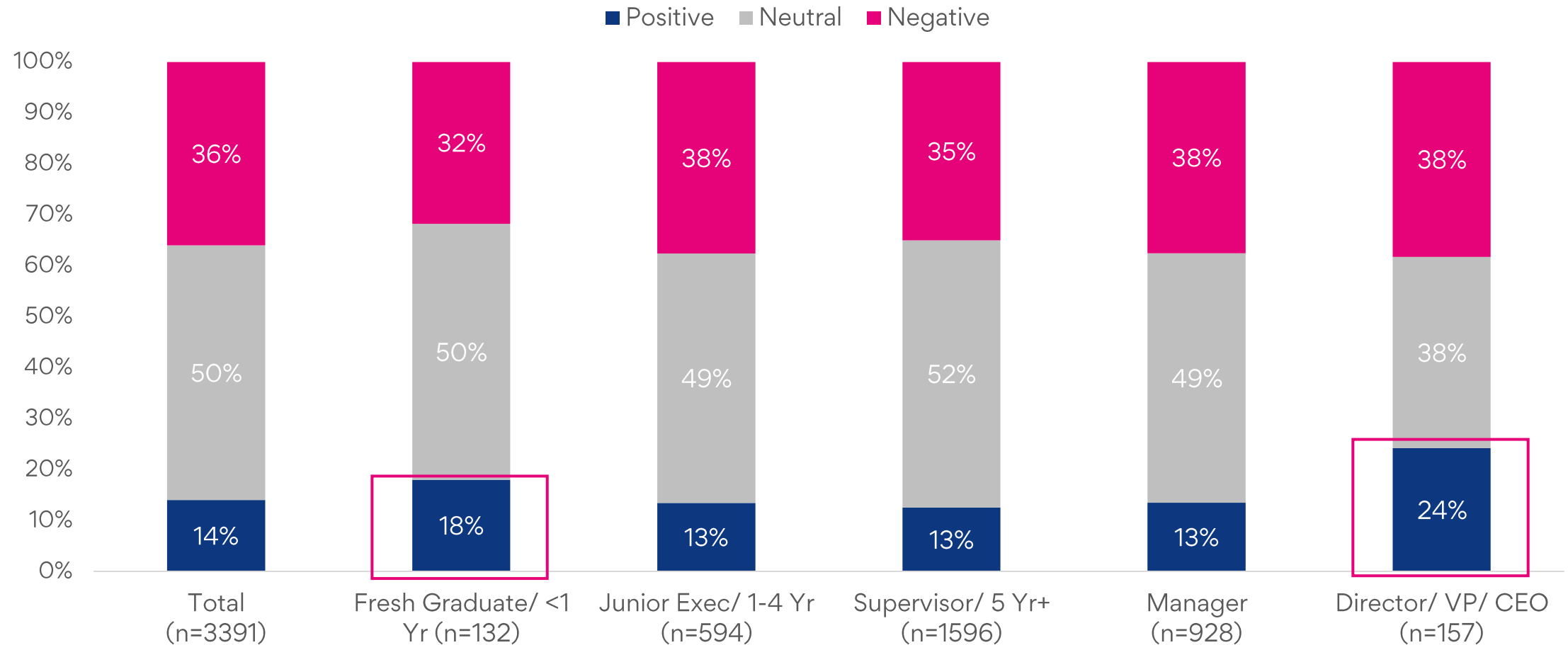


Base : All respondents
Qn.12. Thinking about Hong Kong's overall employment outlook in 2024, do you feel ...

Employment Outlook in 2024

Overall employment outlook – by career level

- Directors / VPs / CEOs stand out to be more positive: (24% versus 14% among Total)
- Fresh Graduates / with less than 1 year of work experience are the second positive segment (18% versus 14% Total)



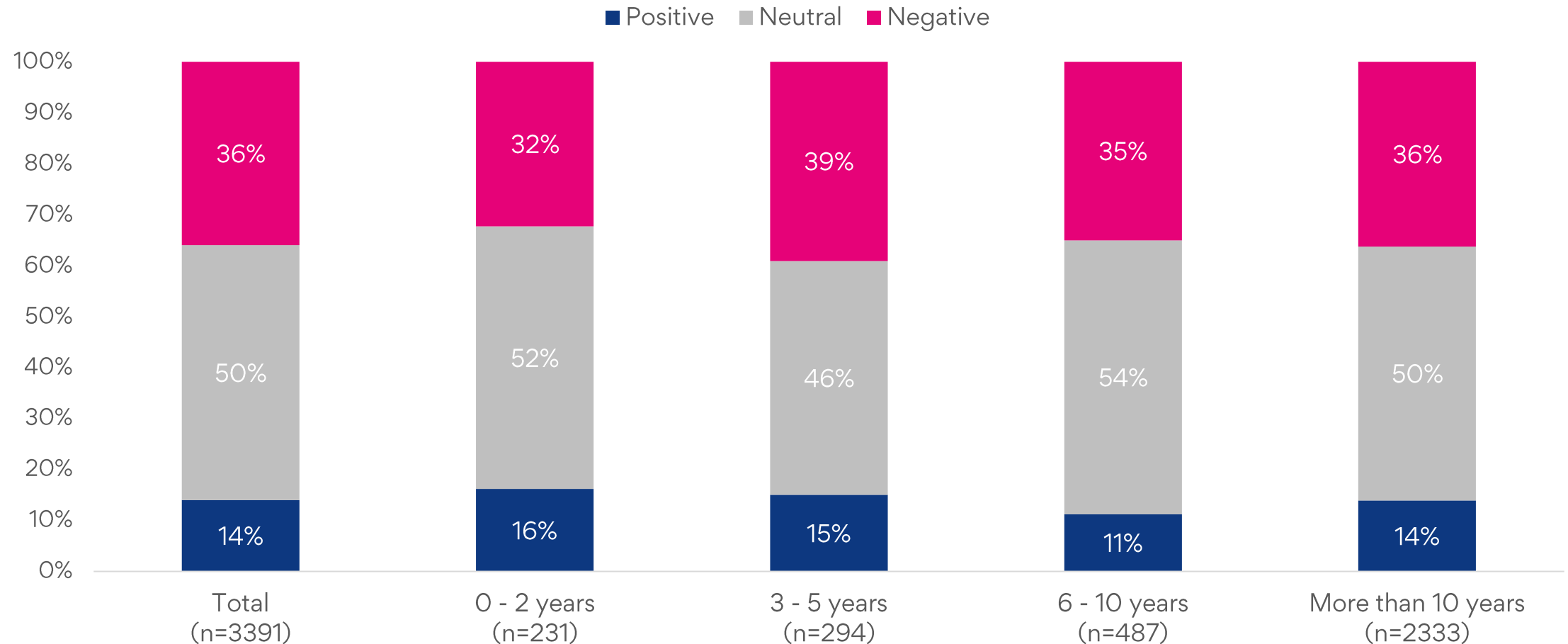
Base : All respondents

Qn.12. Thinking about Hong Kong's overall employment outlook in 2024, do you feel ...

Employment Outlook in 2024

Overall employment outlook – by work experience

The outlook for 2024 is consistent across respondents with different work experiences.



Base : All respondents

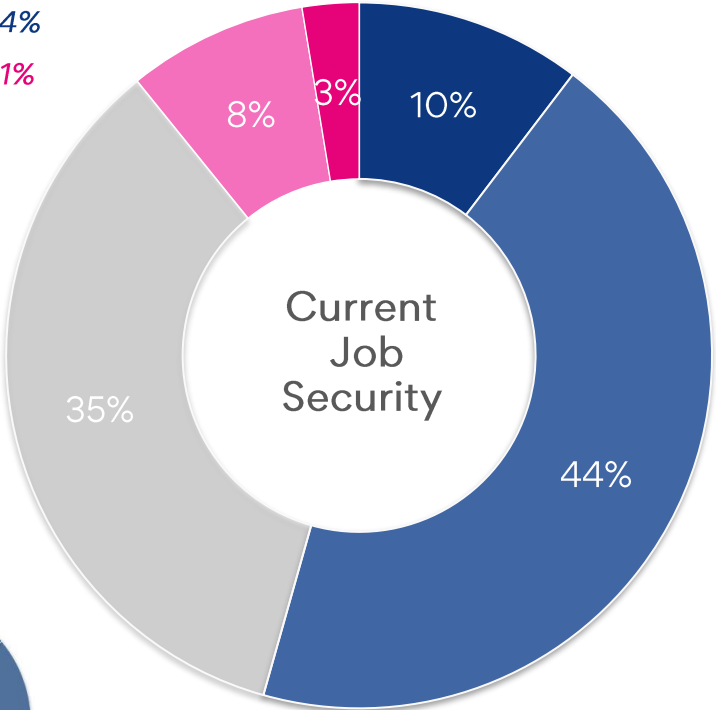
Qn.12. Thinking about Hong Kong's overall employment outlook in 2024, do you feel ...

Employment Outlook in 2024

Perception of personal situation

When focusing on their own situation, respondents' perceptions have slipped compared to last year, both in the current moment and their outlook for 6 months ahead. Currently, 54% (versus 59% in 2023) feel secure about their personal employment situation, and their perception further slips to 49% (versus 55% in 2023) when considering the situation 6 months later.

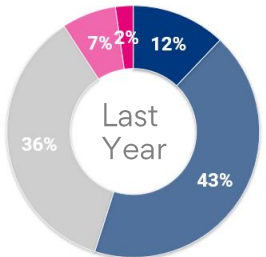
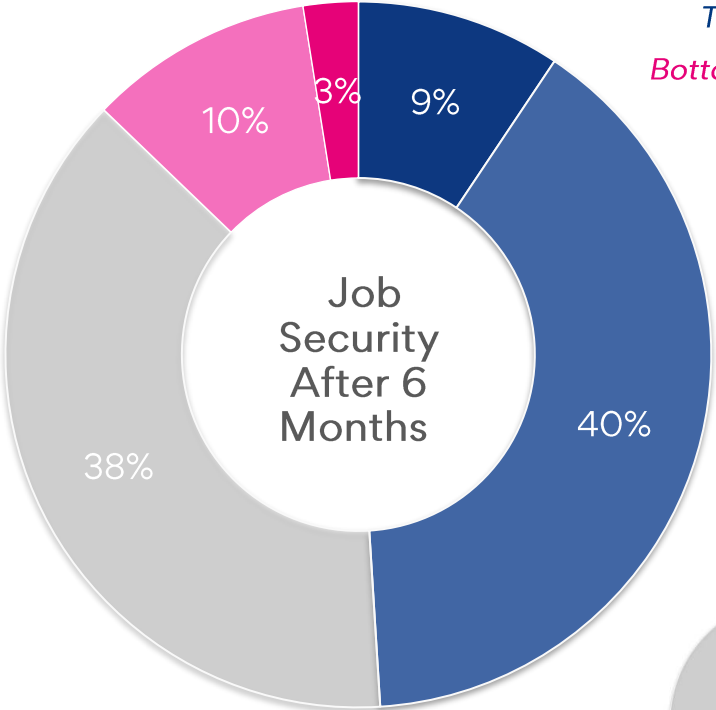
Top-2-Box Score 54%
Bottom-2-Box Score 11%



- Very secure
- Quite secure
- Average
- Quite insecure
- Very insecure

Base: All working respondents (n=2931)

Top-2-Box Score 49%
Bottom-2-Box Score 13%

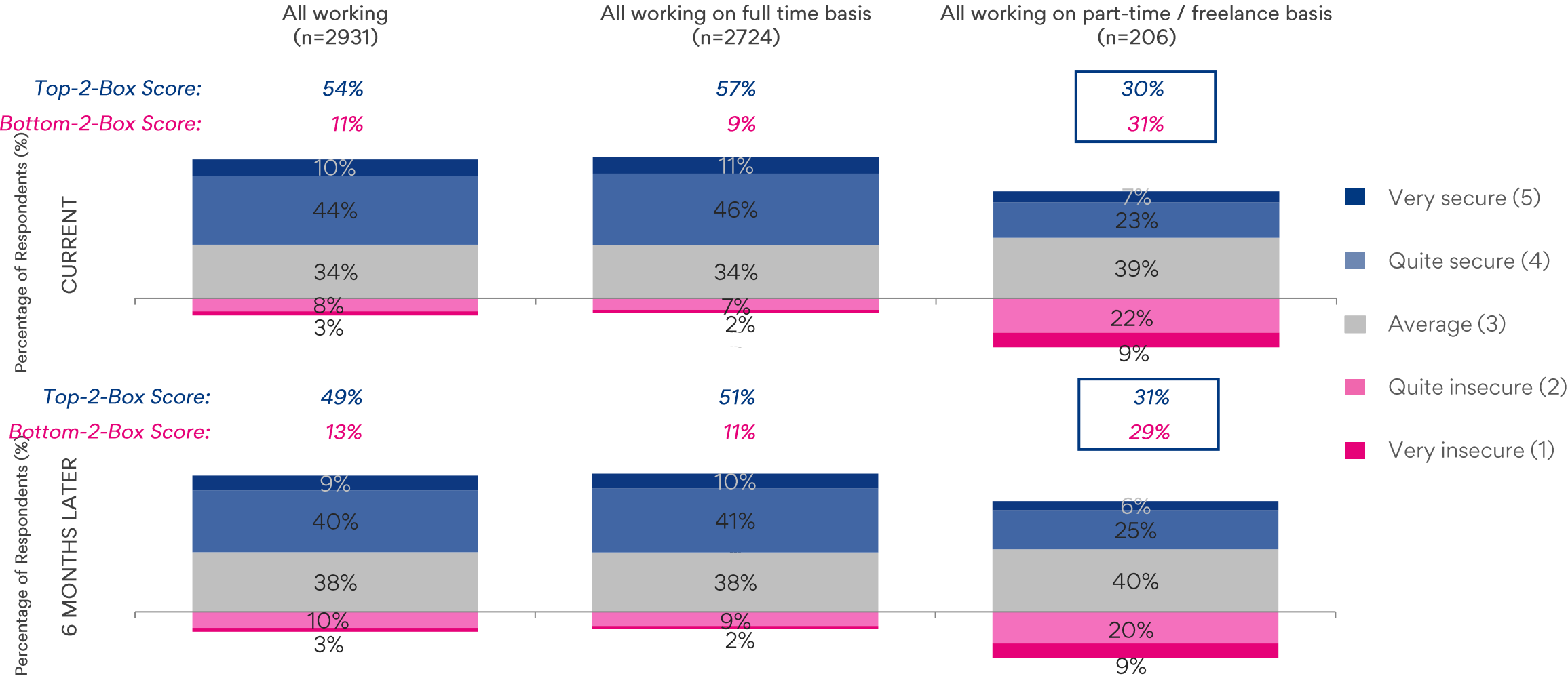


Top-2-box: % of rating "very secure" and "quite secure" Bottom-2-box: % of rating of "very insecure" and "quite insecure"
Qn.12a. On a personal level, how do you feel about your job security currently?
Qn. 12b. How do you feel about your job security after 6 months?

Employment Outlook in 2024

Perception of personal situation– by employment mode

Part-timers/freelancers are more pessimistic than full-timers, whether it is regarding the current situation (30% feel secure, 31% feel insecure) or their outlook for 6 months ahead (31% feel secure, 29% feel insecure).



Top-2-box: % of rating “very secure” and “quite secure” Bottom-2-box: % of rating of “very insecure” and “quite insecure”

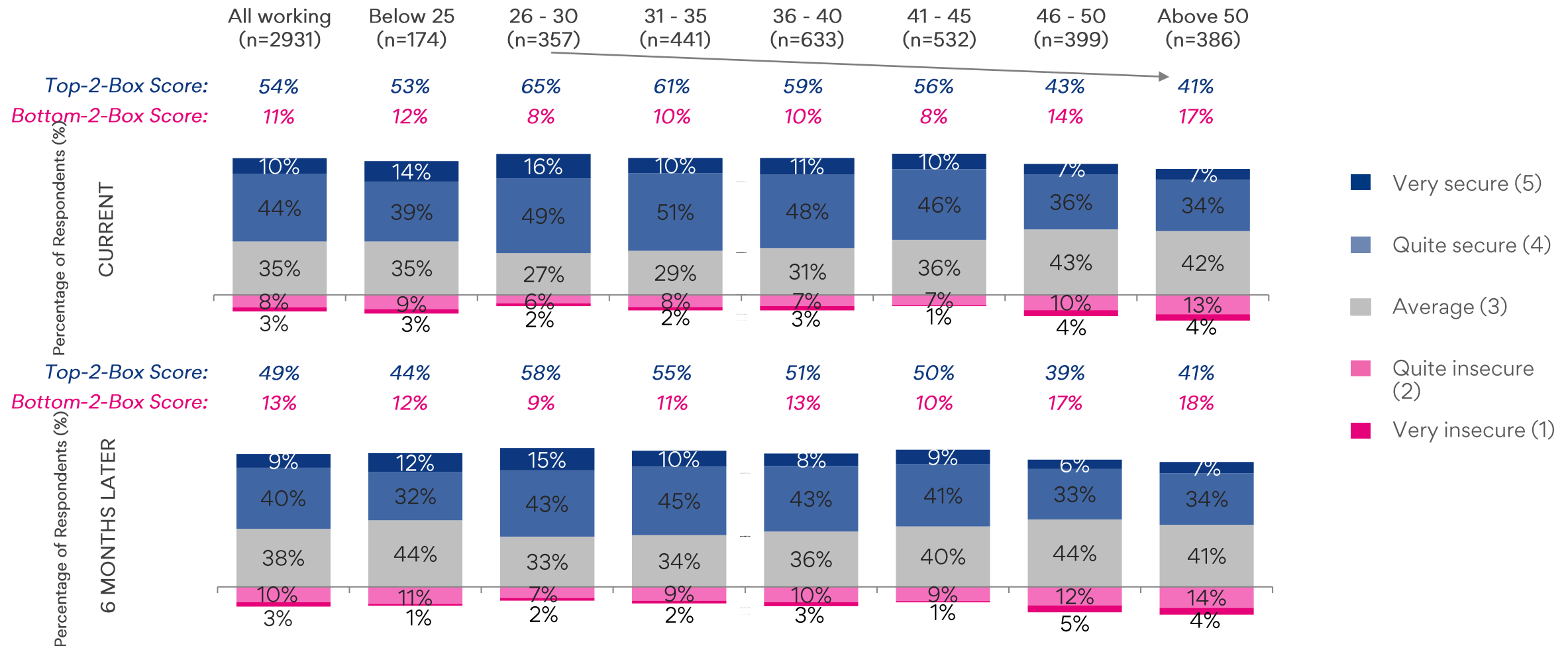
Base: All working respondents

Qn.12a. On a personal level, how do you feel about your job security currently? 12b. How do you feel about your job security after 6 months?

Employment Outlook in 2024

Perception of personal situation – by age

- The perception of job security declines with age among individuals above 30, and this applies to both the current situation and the outlook for 6 months later.
- Among all age groups, those aged 26 - 30 are more positive about their job security, both currently and 6 months later.



Top-2-box: % of rating "very secure" and "quite secure" Bottom-2-box: % of rating of "very insecure" and "quite insecure" *denotes less than 0.5%

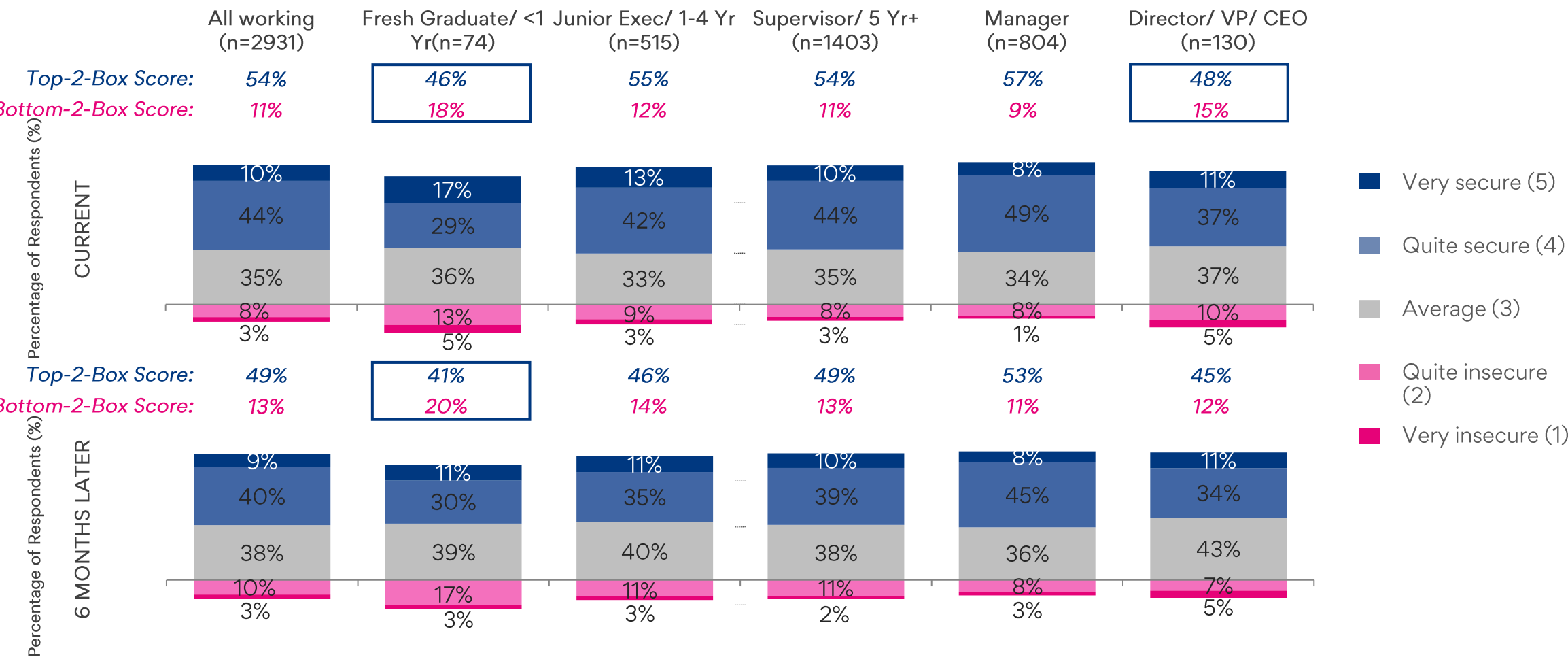
Base: All working respondents

Qn.12a. On a personal level, how do you feel about your job security currently? 12b. How do you feel about your job security after 6 months?

Employment Outlook in 2024

Perception of personal situation – by career level

Currently, the Directors / VPs / CEOs and the Fresh Graduates / with less than 1 year of work experience feel relatively lower job security. The negative sentiment of Fresh Graduates/individuals with less than 1 year of work experience persists 6 months later.



Top-2-box: % of rating “very secure” and “quite secure” Bottom-2-box: % of rating of “very insecure” and “quite insecure”

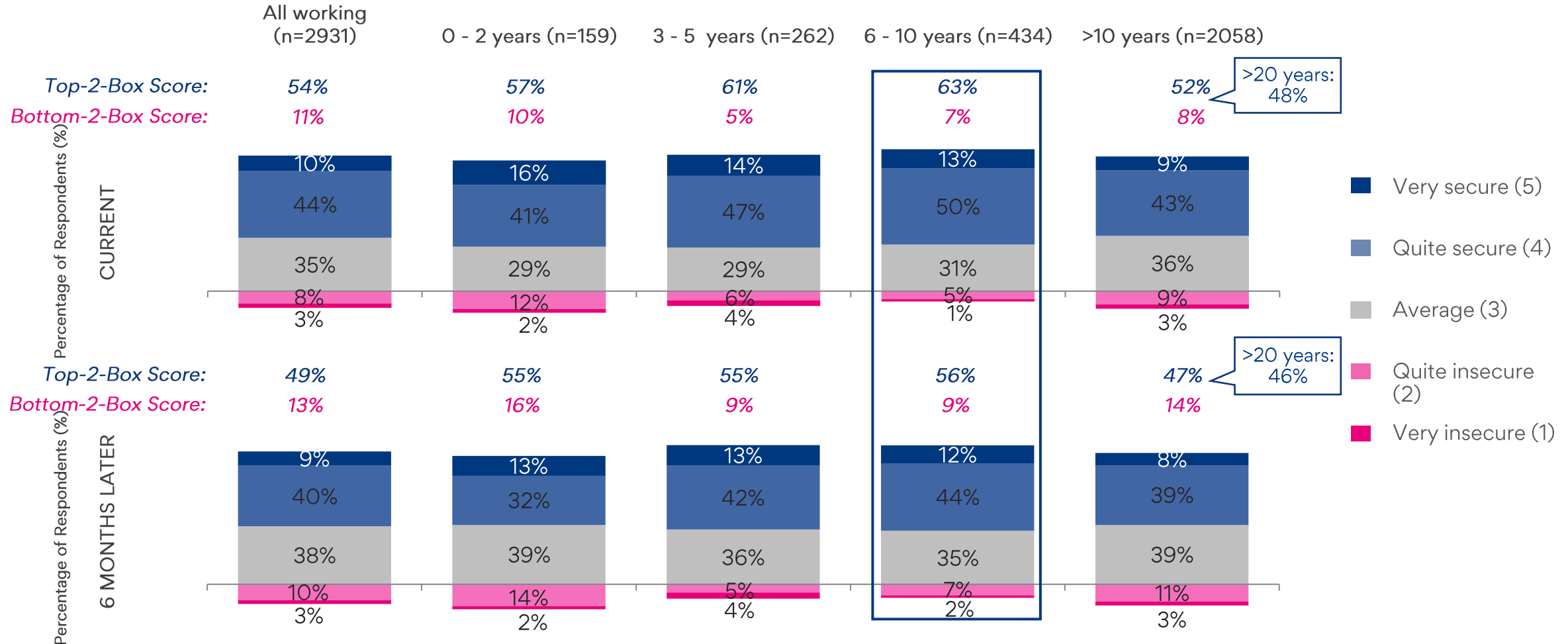
Base: All working respondents

Qn.12a. On a personal level, how do you feel about your job security currently? 12b. How do you feel about your job security after 6 months?

Employment Outlook in 2023

Perception of personal situation – by work experience

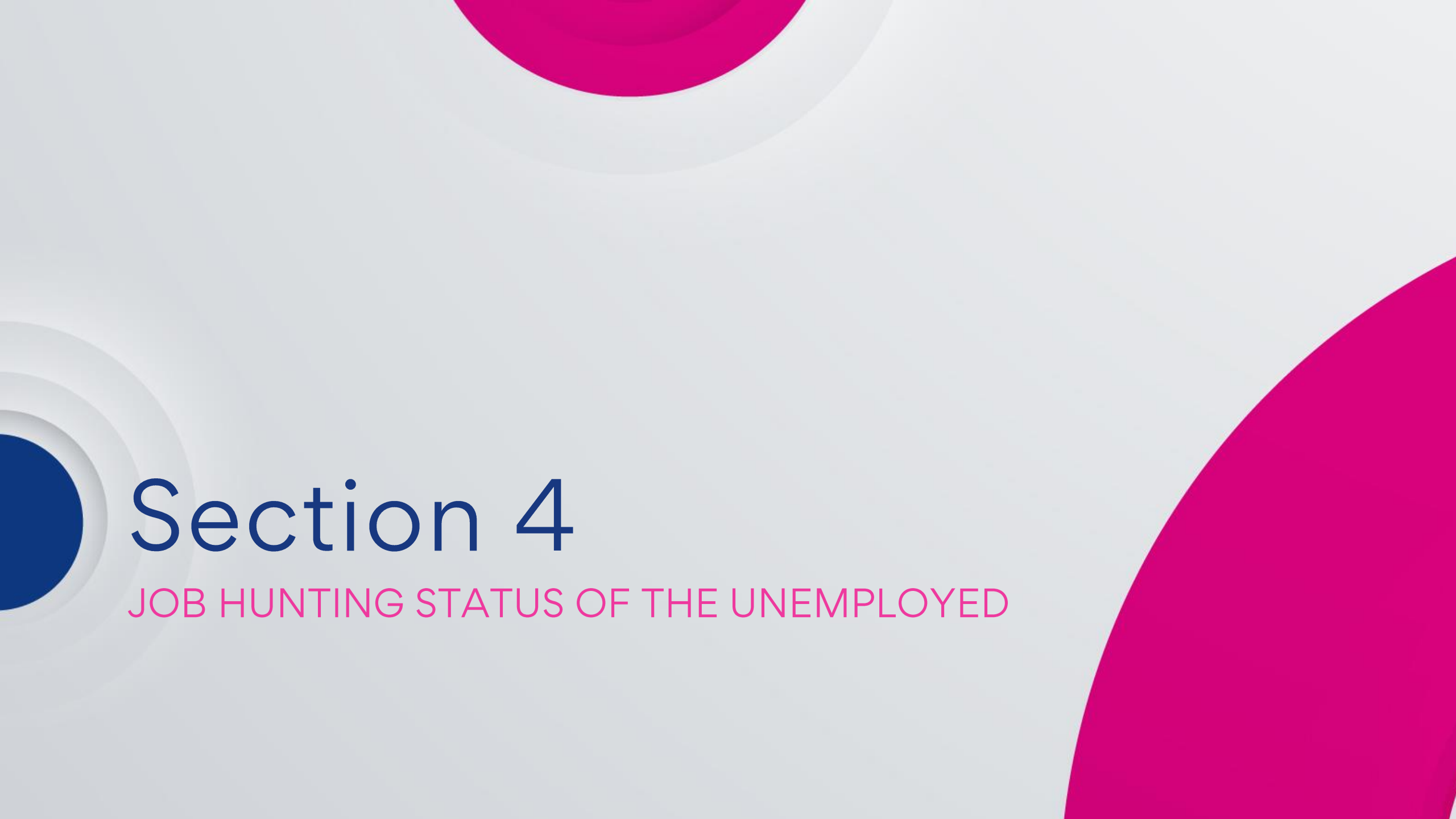
The job security level reaches its peak among respondents with 6-10 years of work experience (63%). However, it drops as work experience exceeds 10 years. This pattern applies to both the current situation and the outlook for 6 months later.



Top-2-box: % of rating “very secure” and “quite secure” Bottom-2-box: % of rating of “very insecure” and “quite insecure”

Base: All working respondents

Qn.12a. On a personal level, how do you feel about your job security currently? 12b. How do you feel about your job security after 6 months?



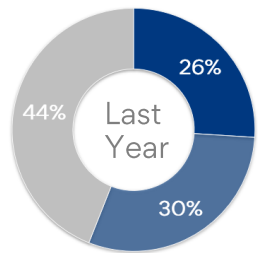
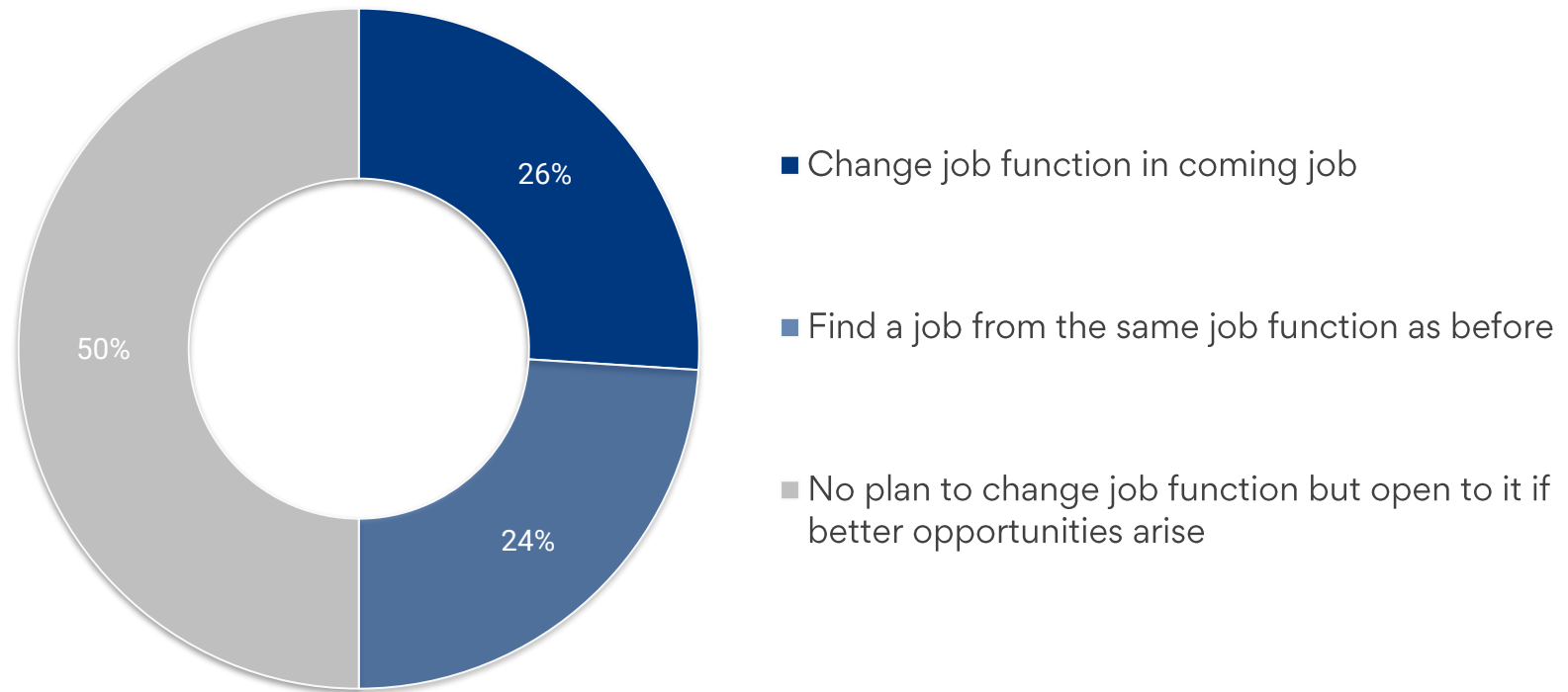
Section 4

JOB HUNTING STATUS OF THE UNEMPLOYED

Job Hunting Status of The Unemployed

Attitudes towards changing job functions

76% of the unemployed jobseekers are open to changing job functions (versus 70% in 2023), and 26% have plans to transition to a different job function in their next employment opportunity.



Base: All “unemployed but seeking a job” and have worked on full-time basis before (n=387)

Qn.R9a. As you are looking for or will look for a job, will you change the job function in this round?

Job Hunting Status of The Unemployed

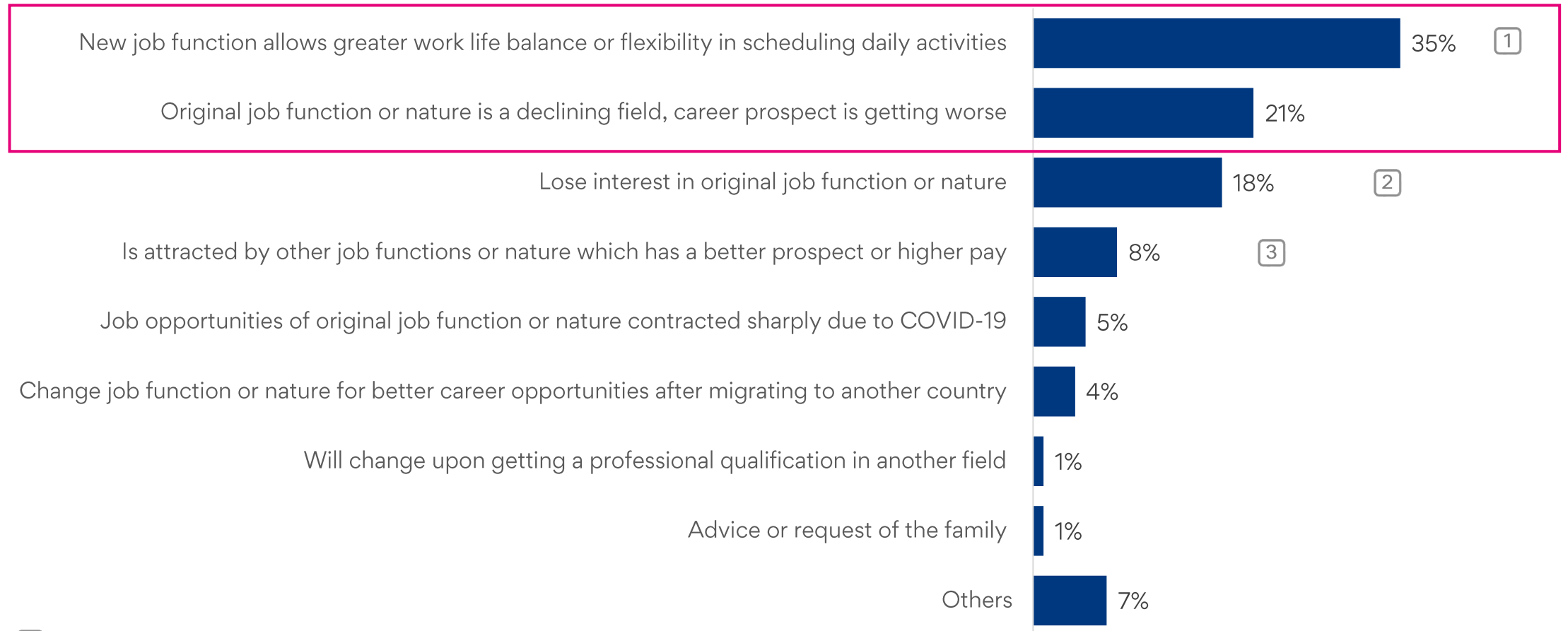
Who are those seeking a job currently?

Age	51% are aged above 40 (versus 46%); overrepresented in those aged above 45 with 40% (versus 29%), and those aged below 25 with 13% (versus 7%)
Education	45% are Non-degree Tertiary, F.5 - F.7 / DSE, F.4 or below (versus 32%)
Career Level	Spread across different career levels; overrepresented in Fresh graduates 13% (versus 4%)
Work Experience	Spread across different years of work experience, overrepresented among those with over 20 years of work experience 39% (versus 33%), while 17% with 0-2 years of work experience (versus 7%)
Industry	Spread across different industries
Type of Organization	Spread across different types of organization
Jobsdb Segment	Relatively more active segment (66%) (versus 38%)
Perception of Employment Situation	Relatively more positive: 23% are positive (versus 14%) and 28% are negative (versus 36%) about the general employment situation in Hong Kong

Job Hunting Status of The Unemployed

The major reason for changing job functions

“Greater work-life balance or flexibility in scheduling daily activities” (35%) continues to be the primary motivation for changing job functions. “Original job function or nature is a declining field, career prospect is getting worse” (21%) is a significant factor pushing individuals to seek new opportunities.



☐ Denotes top 3 of last year

Base : All unemployed but seeking a job (have worked on full time before) and plan to change job function in coming job (n=100)
Qn.R9a1. Why do you plan to change your job function or job nature?

Job Hunting Status of The Unemployed

Switching job functions

- Respondents of “Retail Sales”, “Corporate Sales & Business Development” and “Merchandising & Purchasing” register a stronger intention to switch job functions.
- “Admin & HR” (7.2%), “Customer Services” (6.3%), “IT” (6.2%) are popular new job functions.

	All jobseekers	Those plan to change job function	Index of switch strength
Base	387	100	
Retail Sales	15.5%	9.8%	5.7
Merchandising & Purchasing	1.0%	11.3%	5.6
Corporate Sales & Business Development	3.7%	10.4%	5.6
Customer Services	1.5%	5.7%	2.3
Food and Beverage	0.8%	5.2%	1.6
Digital Marketing, E-Commerce & Social Media	4.1%	2.5%	1.1
General Management	4.9%	3.3%	1.1
Manufacturing	3.3%	3.6%	1.0
Accounting	8.6%	9.5%	0.9
Engineering	2.1%	5.7%	0.8
Education	1.3%	2.7%	0.5
Public / Civil / Social Services	0.2%	1.7%	0.2
Design	2.2%	2.2%	0.1
Property / Real Estate	3.5%	2.7%	0.1
Sciences, Lab, R&D	2.2%	2.6%	0.1
Medical Services	0.8%	1.4%	0.0
Media & Advertising	6.9%	0.0%	-0.2
Insurance	0.2%	0.0%	-0.2
Others	1.6%	0.0%	-0.3
Public Relations & Corporate Affairs	2.6%	0.0%	-0.6
Finance	2.5%	0.7%	-0.8
Beauty Care / Health	0.6%	0.0%	-0.8
Hospitality / Tourism	1.3%	0.0%	-0.8
Banking	5.7%	2.8%	-0.9
Analytics	2.6%	0.0%	-1.0
Building & Construction	1.5%	3.1%	-1.0
Marketing & Branding	4.0%	1.4%	-1.0
Legal / Compliance	4.8%	0.0%	-1.6
Transportation & Logistics	2.5%	5.1%	-1.8
Information Technology	6.9%	1.7%	-5.2
Admin & HR	0.3%	5.1%	-10.4

Targeted new job function	
Base	100
Shift to other scope within the same job function	20.4%
Others	15.40%
Admin & HR	7.20%
Customer Services	6.30%
Information Technology	6.20%
Medical Services	5.70%
Public / Civil / Social Services	3.80%
Transportation & Logistics	3.30%
Analytics	3.10%
Retail Sales	3.10%
Hospitality / Tourism	2.80%
Beauty Care / Health	2.50%
Education	2.40%
General Management	2.40%
Engineering	2.00%
Manufacturing	2.00%
Marketing & Branding	2.00%
Corporate Sales & Business Development	2.00%
Building & Construction	1.60%
Food and Beverage	1.60%
Design	1.10%
Accounting	1.00%
Property / Real Estate	1.00%
Public Relations & Corporate Affairs	0.60%
Digital Marketing, E-Commerce & Social Media	0.40%
Banking	-
Finance	-
Media & Advertising	-
Insurance	-
Legal / Compliance	-
Merchandising & Purchasing	-
Sciences, Lab, R&D	-

Popular new job functions

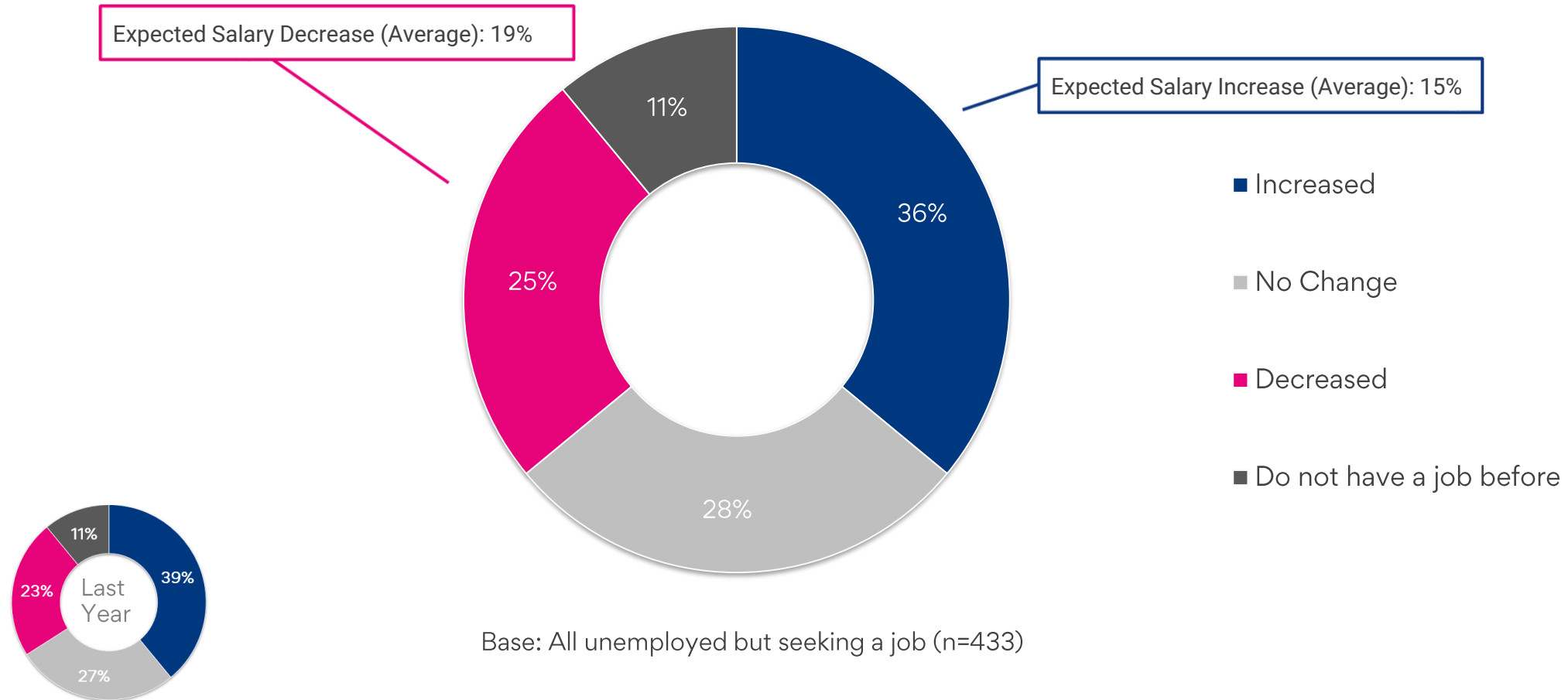
Index of Switch Strength': an index of the difference between proportion of respective JF among 'jobseekers' and 'Plan to change job function'

Base : All unemployed but seeking a job and have worked on full time before (n=387)

Qn.R9a2. Your latest job function was [answer in Q2b]. Which job function or nature do you plan to change to ?

Job Hunting Status of The Unemployed

Expected salary adjustments in the new job compared to their previous job (among unemployed respondents)
jobseekers revert to less optimistic this year: 36% (versus 39% in 2023) expect a salary increase in their new job whilst 25% (versus 23% in 2023) are pessimistic and prepared for a salary cut in the new job.



Qn. 10b Compared with the salary of your previous job, how would you expect the salary adjustment for your new job?



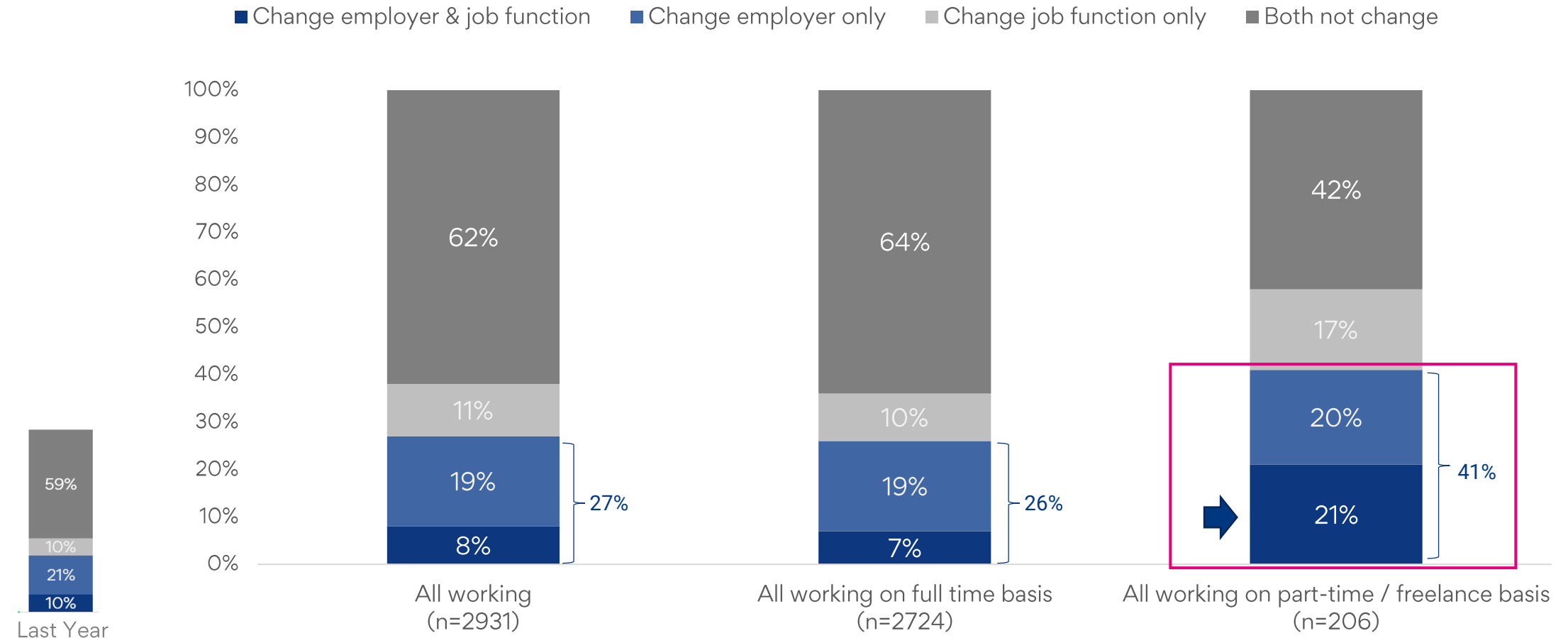
Section 5

JOB SEARCH STATUS OF THE EMPLOYED

Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by employment mode

- Overall, 27% changed jobs in the past 12 months (versus 31% in 2023). Most of the job changes involved switching employers.
- Among those working on a part-time and freelance basis, 41% made a move, and they had a higher incidence of changing both employers and job functions (21%).



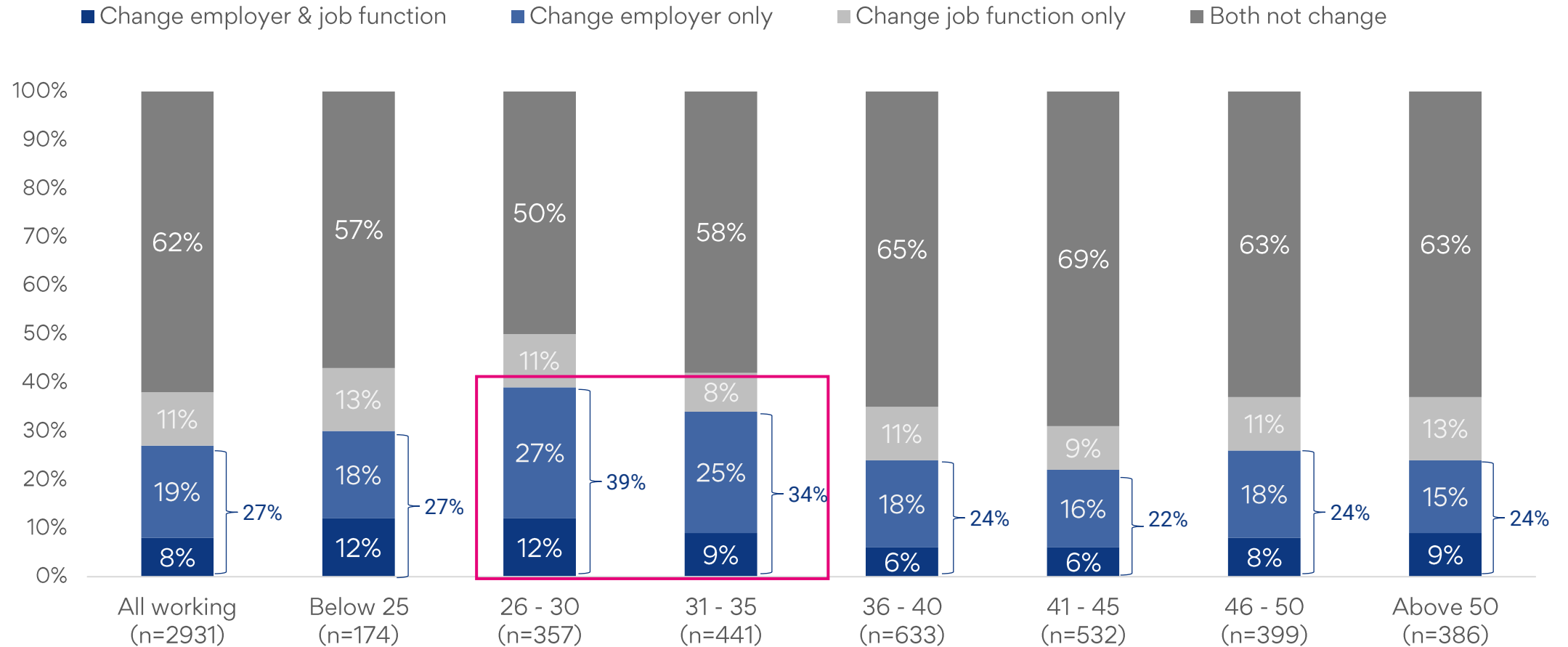
Base: All working respondents

Qn. 8a Which of the following best describes your work status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by age

Higher mobility in the past 12 months was reported by those aged 26-30 (39%) and those aged 31-35 (34%).



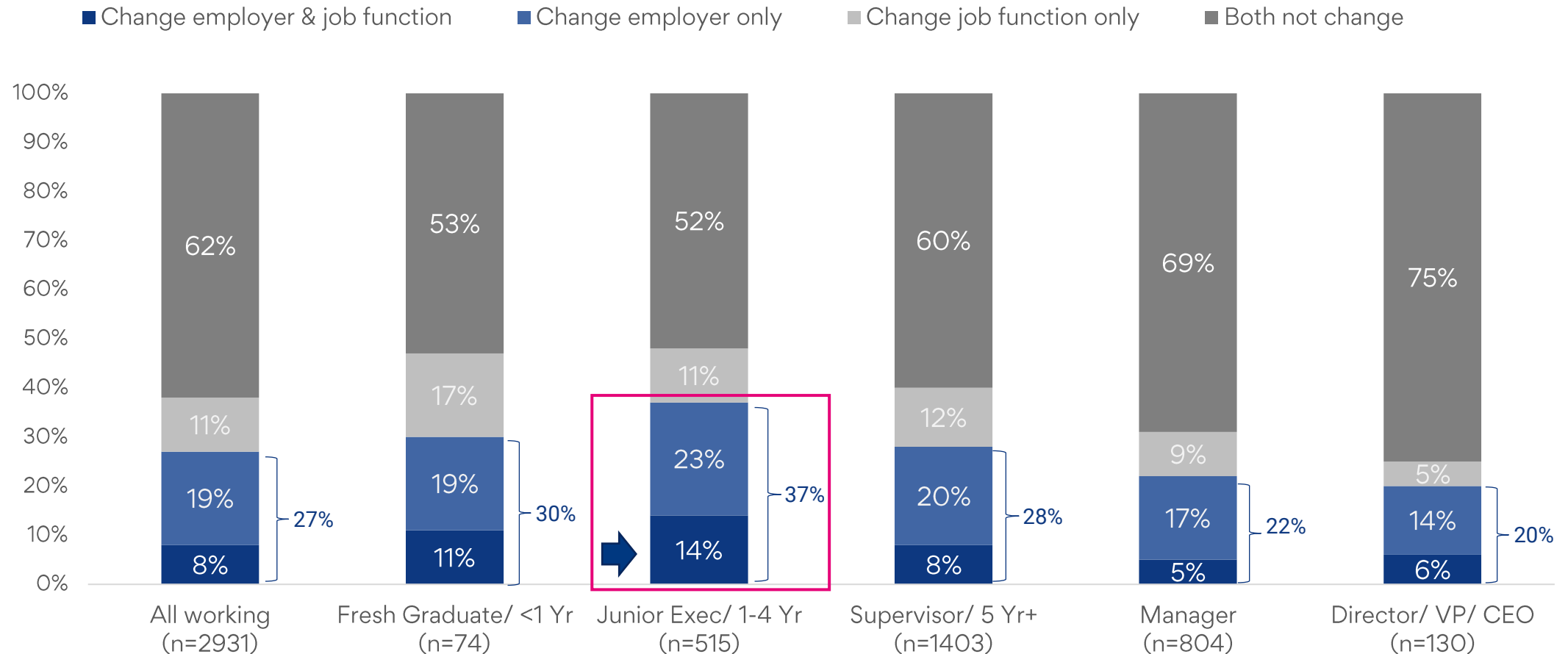
Base: All working respondents

Qn. 8a Which of the following best describes your work status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by career level

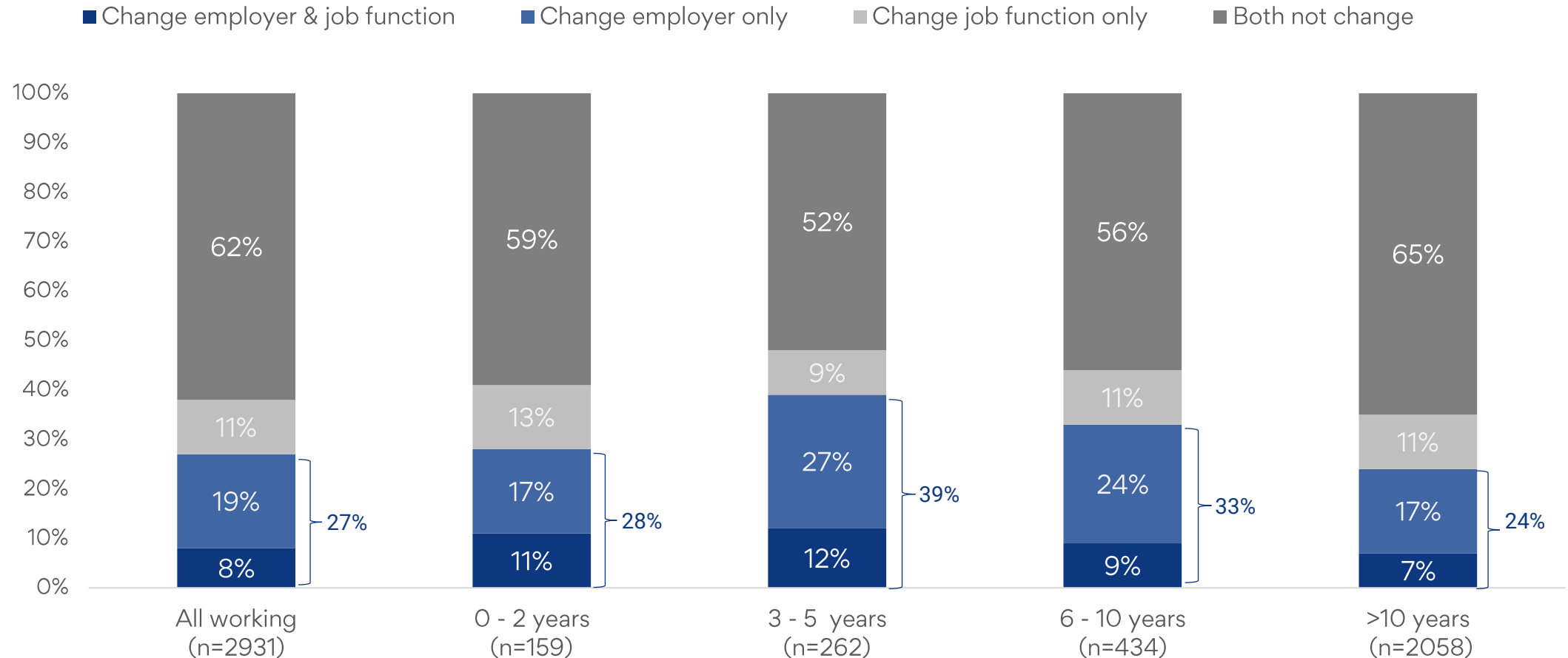
- Junior Executives with 1-4 years of experience exhibited higher mobility in the past 12 months. This segment also stood out with a higher incidence of changing job functions (14%).
- The incidence of changing jobs declines for more senior levels.



Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by work experience

Consistent with the findings based on age, individuals with 3-5 years of work experience displayed the highest mobility among all, with 39% reporting job changes in the past 12 months. This was followed by those with 6-10 years of work experience, of whom 33% reported job changes.



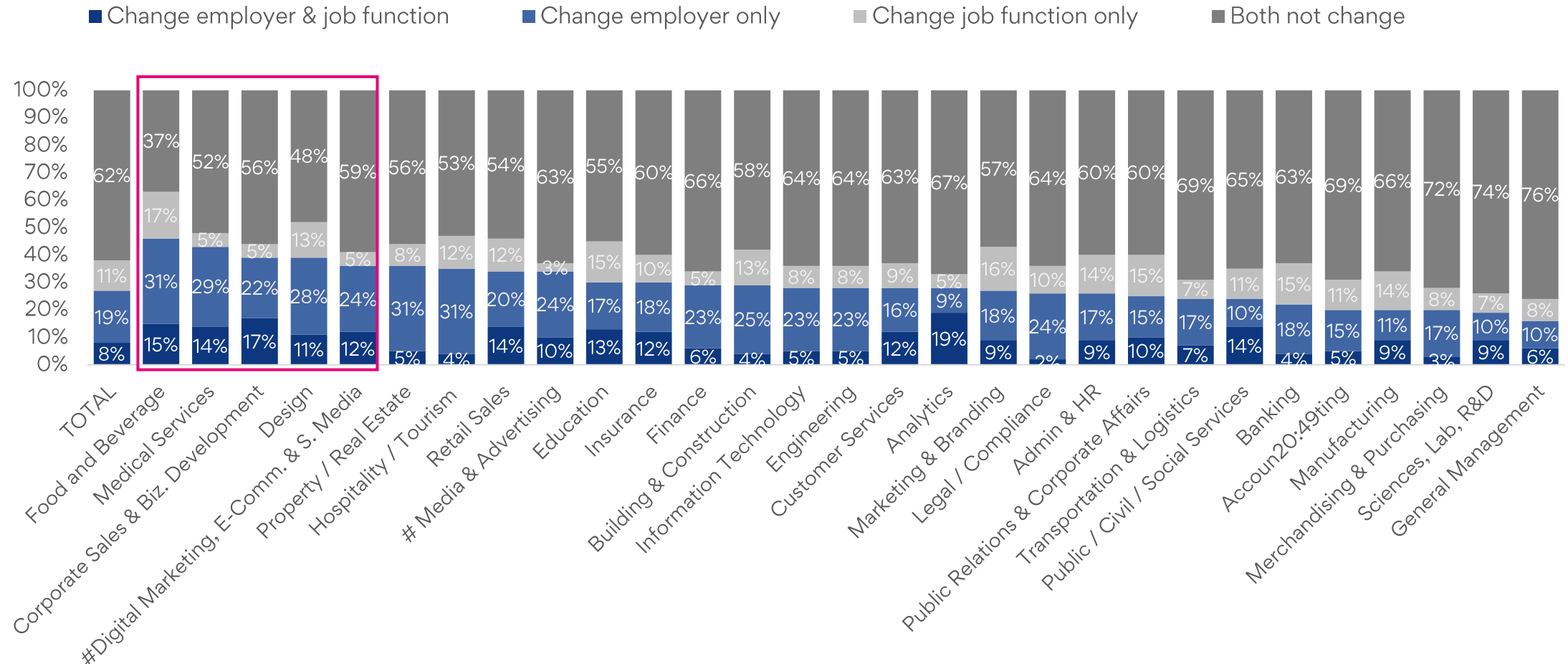
Base: All working respondents

Qn. 8a Which of the following best describes your work status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by job function

The top five job functions that exhibited more movement in the past 12 months are as follows: Food & Beverage (46%), Medical Services (43%), Corporate Sales and Business Development (39%), Design (39%), and Digital Marketing, E-Commerce & Social Media (36%).

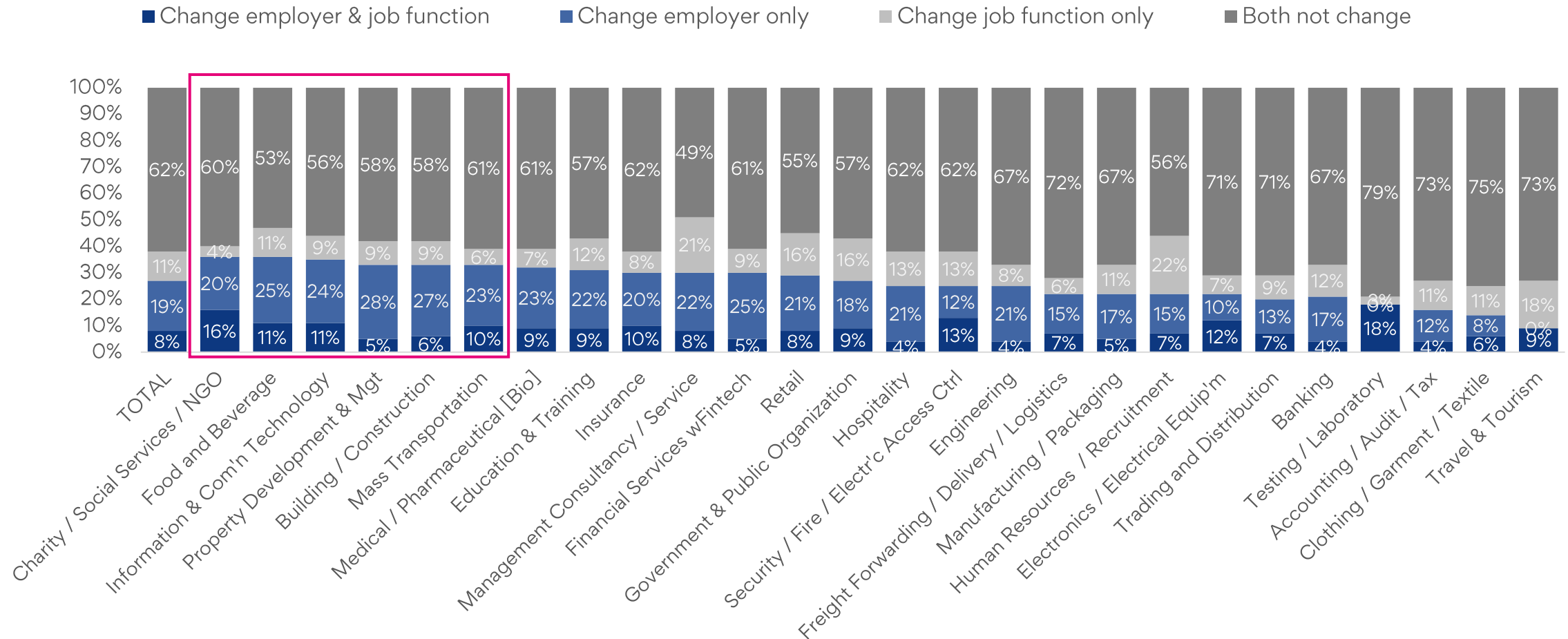


Job function with less than 20 respondents is not shown. # caution: small base
 Base: All working respondents (n=2931)
 Qn. 8a Which of the following best describes your work status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Incidence of changing jobs – by industry

Several industries reflected a higher incidence of job switches in the past 12 months: Charity / Social Services / NGO (36%), Food and Beverage (36%), Information & Communications Technology (35%), Property Development & Management (33%), Building / Construction (33%) and Mass Transportation (33%).

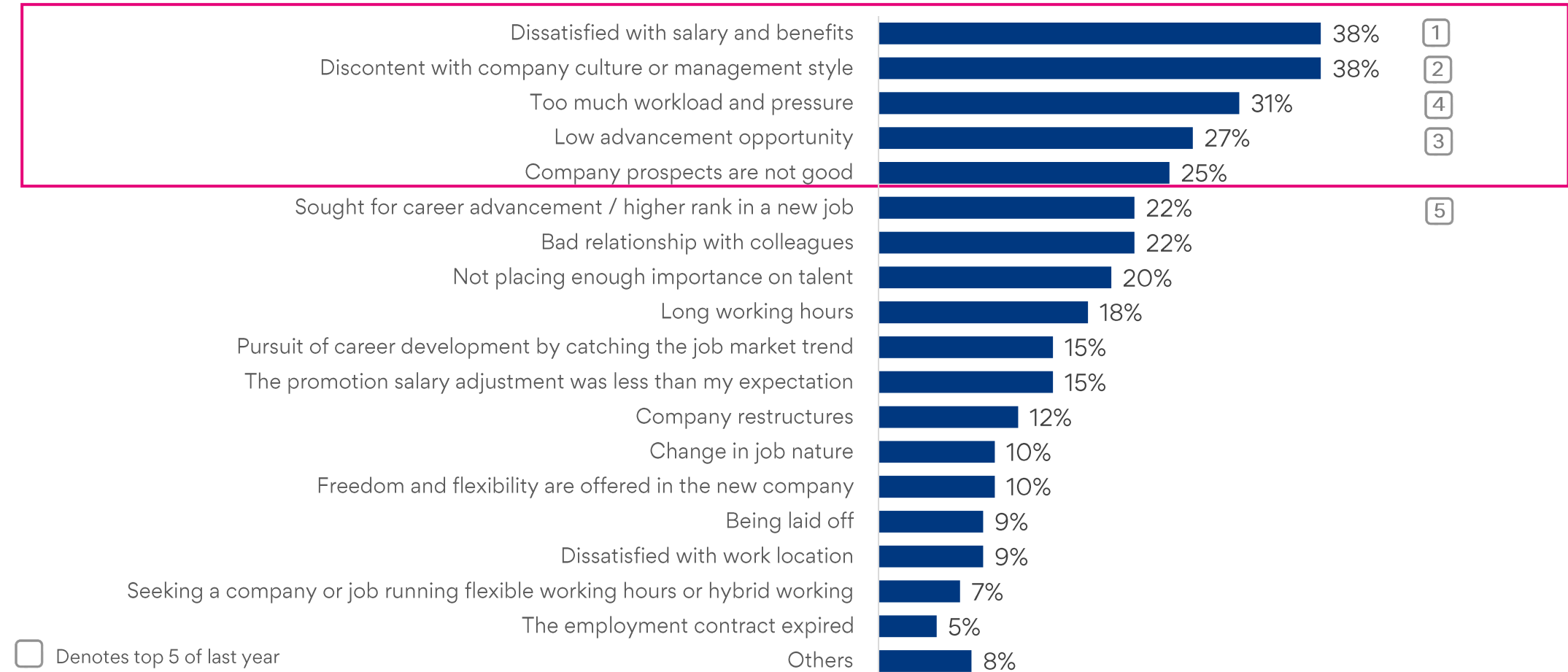


Job function with less than 20 respondents is not shown. # caution: small base
 Base: All working respondents (n=2931)
 Qn. 8a Which of the following best describes your work status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Reasons for changing jobs (Top 5 reasons) – among full-timers

The key reasons are largely similar to last year. Among full-timers, the main driving factors were negative conditions in their previous jobs, including being: “dissatisfied with salary / benefits”(38%), “discontent with company culture / management style” (38%), “too much workload and pressure” (31%), “low advancement opportunity” (27%) and “company prospects are not good” (25%)



Reasons with less than 5% mention are not shown

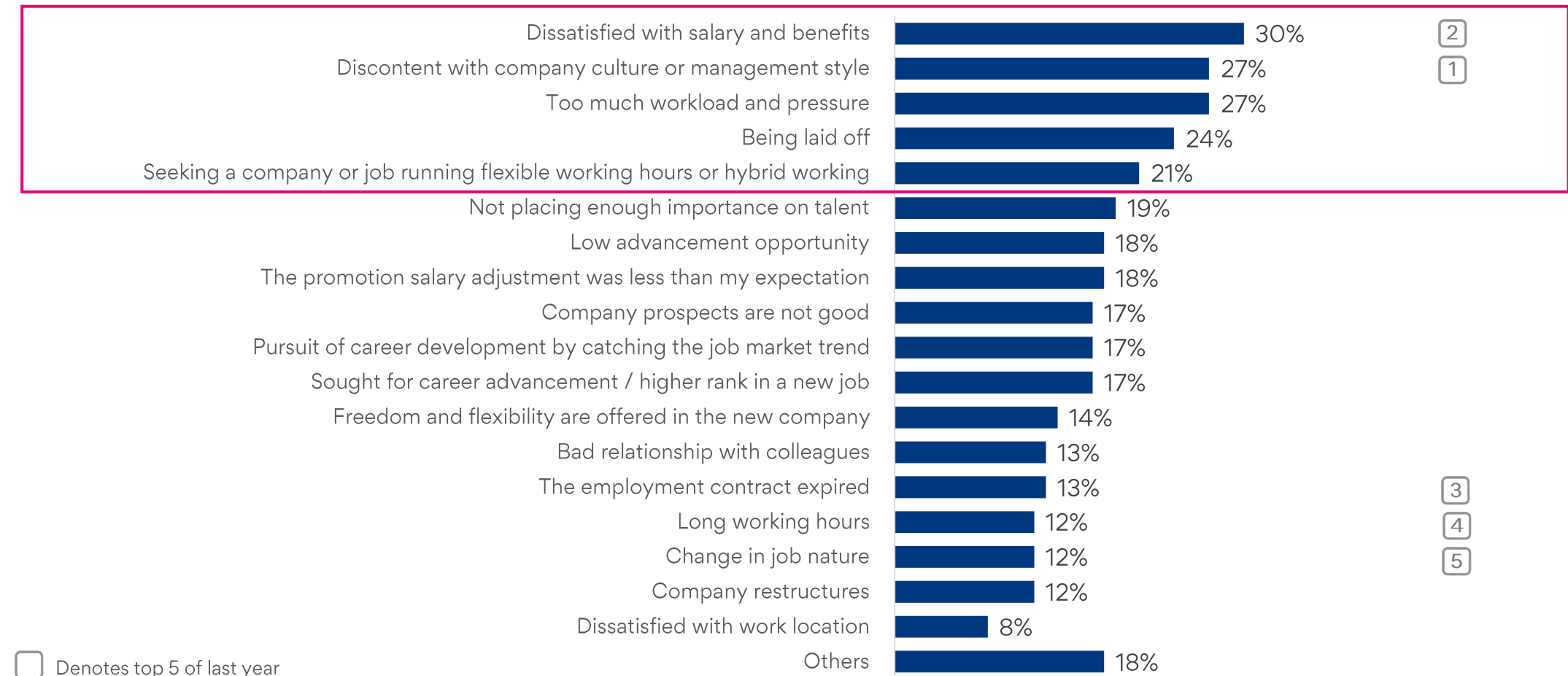
Base: All working on full-time basis and have changed job in P12M (n=721)

Qn. 8b. Overall, what were your reasons for job switching? (You can choose up to 5 options)

Job Switch Dynamics in The Past 12 Months

Reasons for changing jobs (Top 5 reasons) – among part-timers/freelancers

- Part-timers and freelancers shared the top two reasons with full-timers: “dissatisfied with salary/ benefits”(30%) and “discontent with company culture/ management style” (27%). In addition, they attributed their switch to “too much workload and pressure “ (27%) and “seeking a company or job running flexible working hours or hybrid working” (21%). In particular, 24% of job switchers were prompted by "layoff" situations.



Reasons with less than 5% mention are not shown

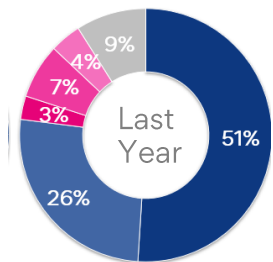
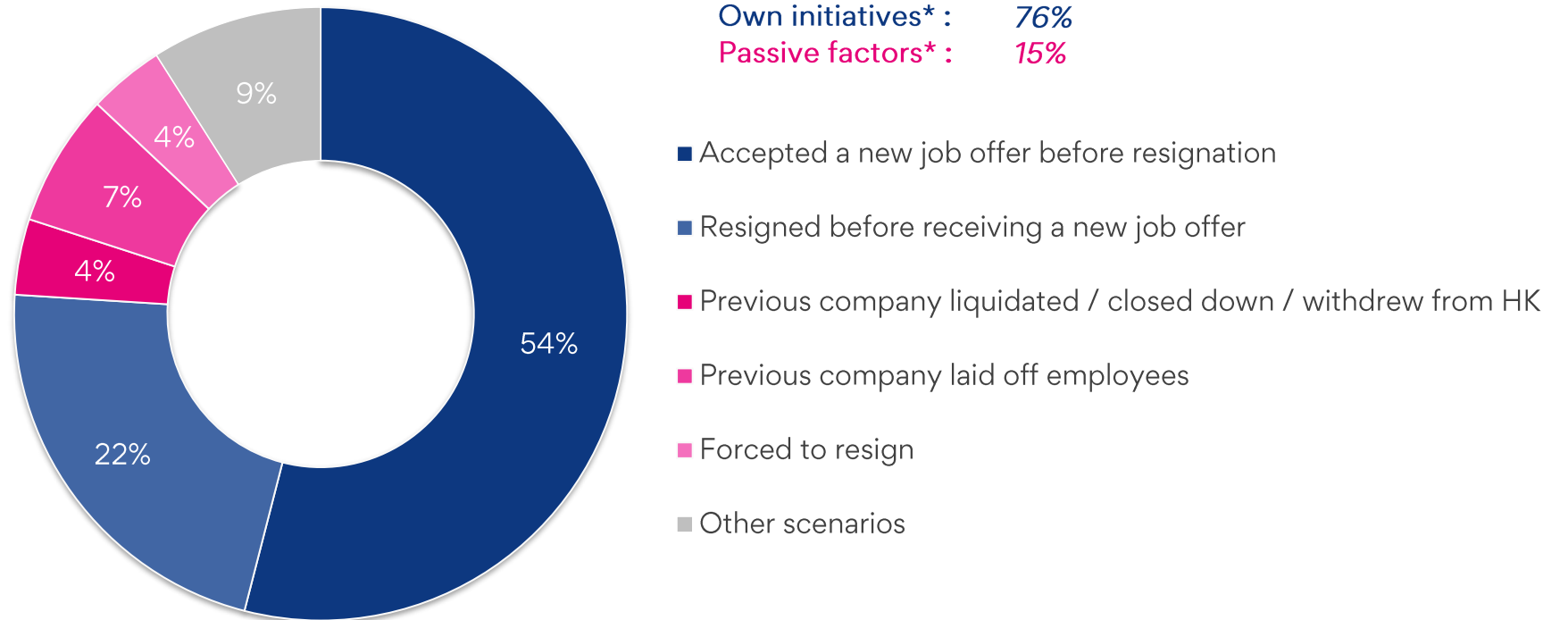
Base: All working on part-time or freelance basis and have changed job in P12M (n=84)

Qn. 8b. Overall, what were your reasons for job switching? (You can choose up to 5 options)

Job Switch Dynamics in The Past 12 Months

Circumstances of leaving the previous job

- 76% of the respondents who changed job in the past 12 months did so on their own initiatives. 22% resigned before securing a new job offer.
- 15% switched job in the past 12 months on passive grounds.



Base: All working respondents who changed job in P12M (n=805)

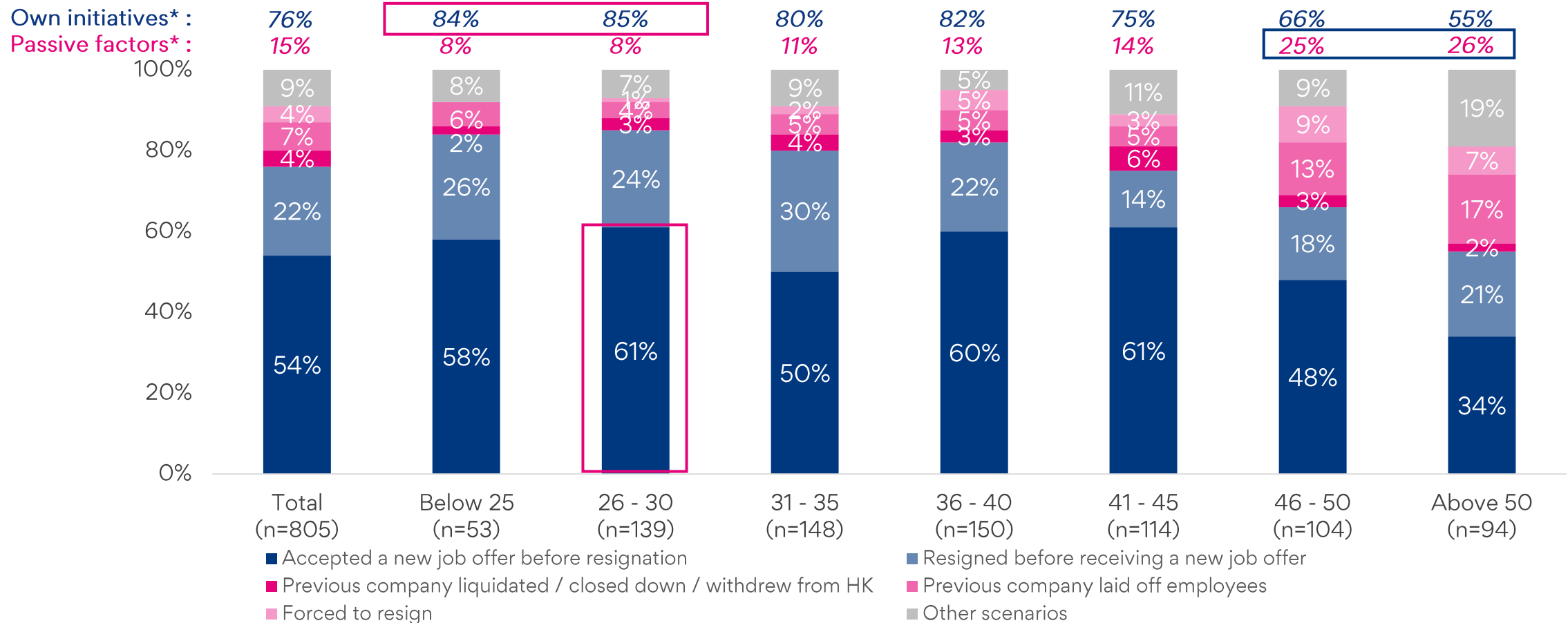
*Own initiatives – Accepted a new job offer before resigning / resigned before receiving a new job offer Passive factors – Previous company liquidated / closed down / withdrew from HK / previous company laid off employees / forced to resign

Qn. 8a1 Which of the following can best describe your job switching status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Circumstances of leaving the previous job – by age

- Younger segments exhibit a higher tendency to change jobs of their own accord, with 84% to 85% taking this approach. Particularly, individuals aged 26-30 are more likely to secure a new job offer before resigning, with 61% following this pattern.
- In contrast, individuals aged above 46 reflect a higher incidence of switching jobs due to passive factors, with 25% to 26% falling into this category.



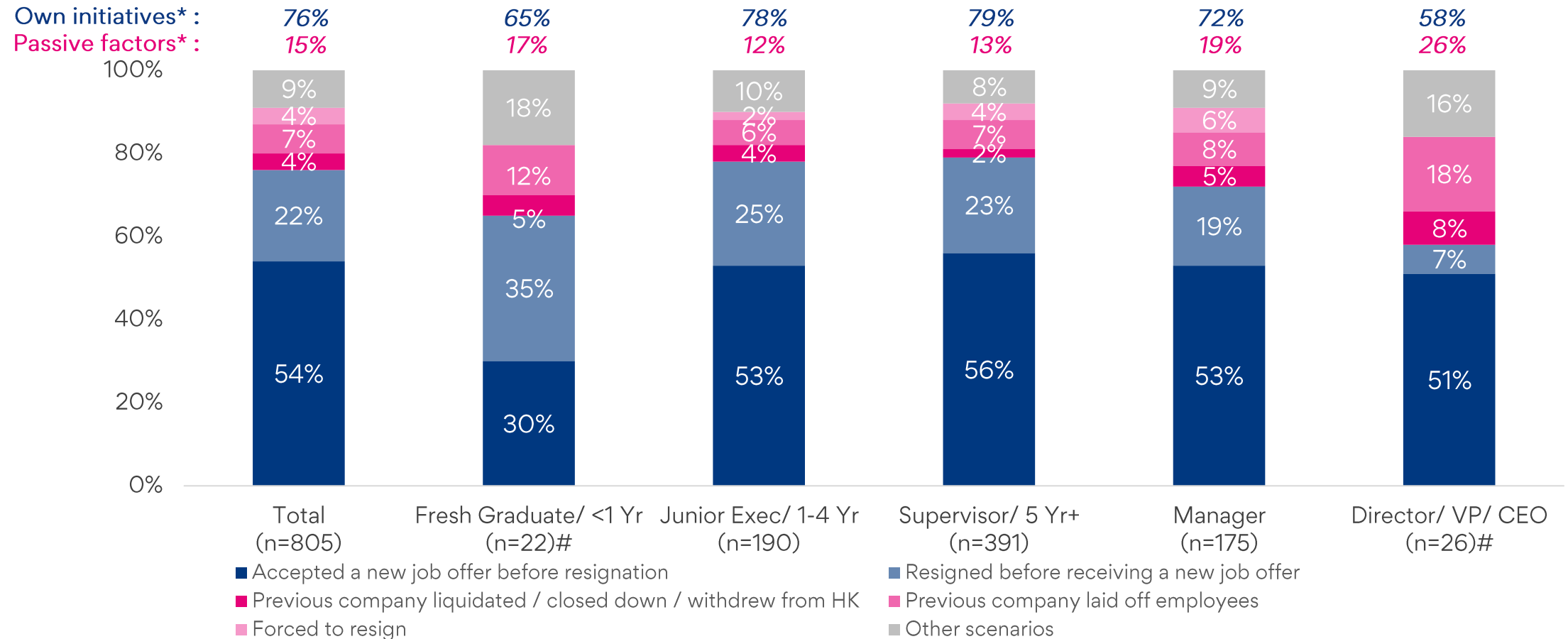
*Own initiatives – Accepted a new job offer before resigning / resigned before receiving a new job offer Passive factors - Previous company liquidated / closed down / withdrew from HK / previous company laid off employees / forced to resign

Base: All working respondents who changed job in P12M

Qn. 8a1 Which of the following can best describe your job switching status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Circumstances of leaving the previous job – by career level
The pattern across different career levels is largely consistent.



*Own initiatives – Accepted a new job offer before resigning / resigned before receiving a new job offer
 Passive factors - Previous company liquidated / closed down / withdrew from HK / previous company laid off employees / forced to resign

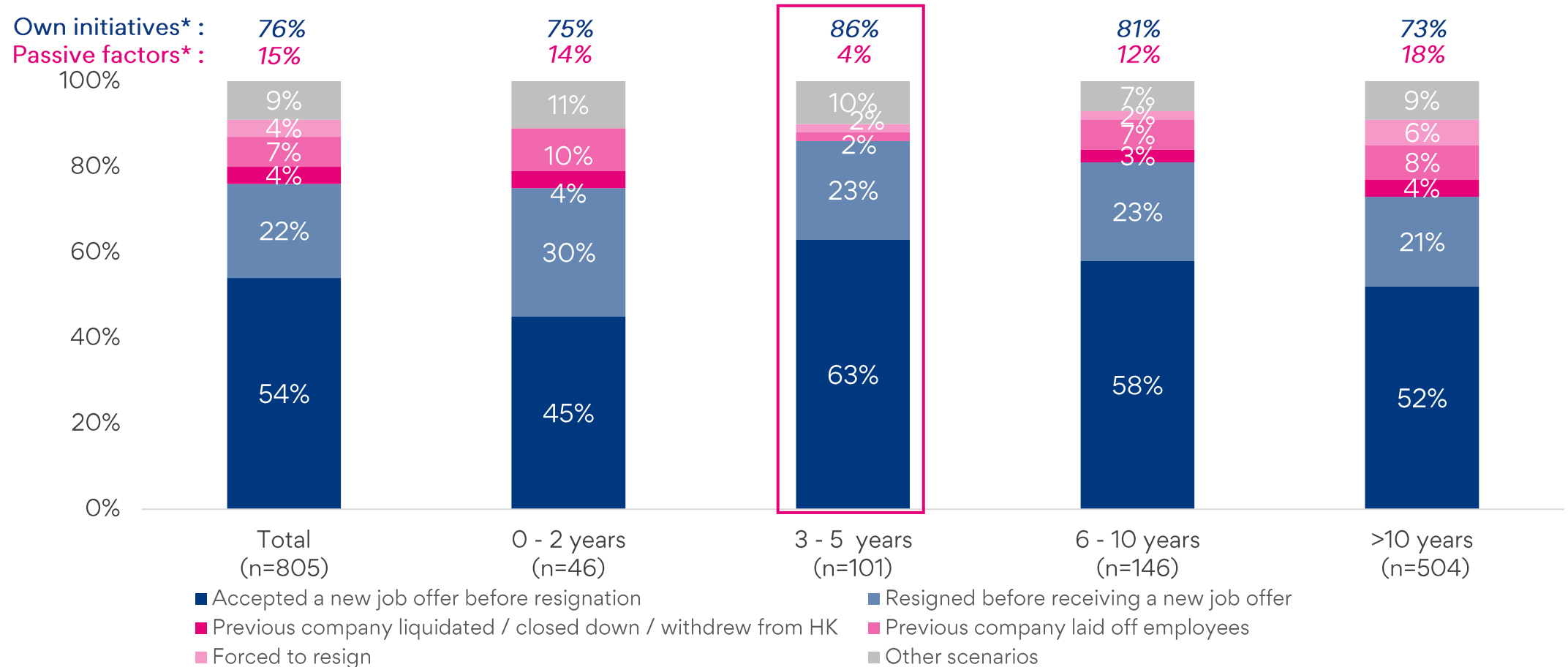
Base: All working respondents who changed job in P12M

Qn. 8a1 Which of the following can best describe your job switching status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Circumstances of leaving the previous job – by work experience

Those with 3-5 years of work experience reported a relatively higher incidence of switching on their own initiatives (86%), with 63% accepting a new job offer before resignation.



*Own initiatives – Accepted a new job offer before resigning / resigned before receiving a new job offer Passive factors - Previous company liquidated / closed down / withdrew from HK / previous company laid off employees / forced to resign

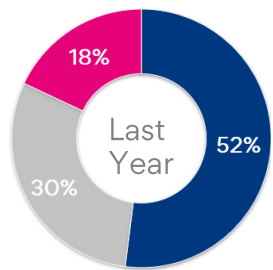
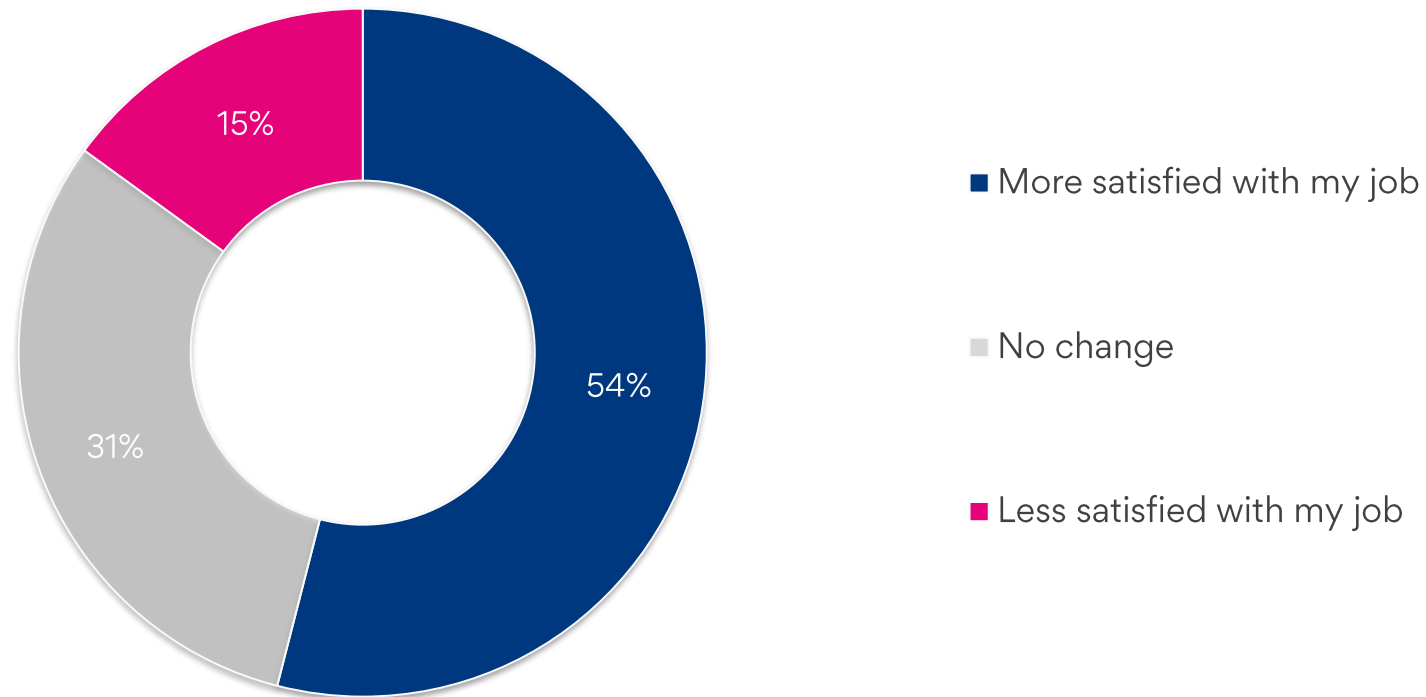
Base: All working respondents who changed job in P12M

Qn. 8a1 Which of the following can best describe your job switching status in the past 12 months?

Job Switch Dynamics in The Past 12 Months

Work experience after changing jobs

Similar to the previous year, approximately half of the individuals who changed jobs in the past 12 months (54%) reported finding a better experience in their new roles.



Base : All working respondents who changed job in P12M (n=805)

Qn. 8c Overall, how would you describe our work experience after changing your job?

Job Switch Dynamics in The Past 12 Months

Dynamics of switching job functions while changing jobs – who are they?

- 43%** are aged 35 or below (vs 33% of total sample)
- 63%** are female (vs 53% of total sample)
- 31%** are Junior Executives or those with 1 - 4 years of experience (vs 18% of total sample)
- 82%** are full-timers (vs 80% of total sample)
- 14%** are part-timers / freelancers (vs 6% of total sample)
- 17%** experienced pay-cut (vs 6%) [only 44% experienced pay rise (vs 54%)]
 - Their average salary adjustment is **-1.76%** (vs 2.4%)
- 45%** did not receive any bonus / double pay (vs 31%)
- 50%** are active Jobsdb users (vs 38%)

() denotes findings of overall sample

Base: All working respondents who changed job and job function in P12M (n=239)

Job Switch Dynamics in The Past 12 Months

Switching job functions – propensity of shift

Respondents working in Retail Sales and Digital Marketing, E-Commerce & Social Media reflected a stronger tendency to switch job functions.

	All Working	Previous job function of those changing job function	Index of Switch Strength	Current job function after change
Base	2931	239		239
Accounting	11.6%	3.3%	-8.3	7.3%
Admin & HR	12.9%	7.4%	-5.5	14.1%
Analytics	1.4%	1.6%	0.2	3.1%
Banking	2.5%	1.4%	-1.1	1.1%
Finance	1.9%	1.0%	-0.9	1.5%
Beauty Care / Health	0.3%	1.3%	1.0	0.9%
Building & Construction	4.5%	0.6%	-3.9	2.1%
Engineering	6.3%	3.1%	-3.2	4.0%
Customer Services	2.7%	2.1%	-0.6	3.9%
Design	1.9%	1.0%	-0.9	2.6%
Digital Marketing, E-Commerce & Social Media	1.0%	4.5%	3.5	1.5%
Media & Advertising	0.7%	2.1%	1.4	0.8%
Education	4.0%	1.3%	-2.7	6.5%
Food and Beverage	3.0%	4.7%	1.7	5.5%
General Management	2.3%	3.1%	0.8	1.7%
Hospitality / Tourism	1.3%	3.0%	1.7	0.7%
Information Technology	7.7%	1.7%	-6.1	5.1%
Insurance	1.1%	0.3%	-0.8	1.7%
Legal / Compliance	1.5%		-1.5	0.5%
Manufacturing	1.6%	1.3%	-0.3	1.8%
Marketing & Branding	3.4%	2.4%	-1.0	3.7%
Public Relations & Corporate Affairs	1.2%	2.1%	0.9	1.5%
Medical Services	1.3%	2.0%	0.7	2.1%
Merchandising & Purchasing	4.0%	2.4%	-1.6	1.5%
Property / Real Estate	3.6%		-3.6	2.0%
Public / Civil / Social Services	2.3%	1.3%	-1.0	3.8%
Retail Sales	1.9%	6.2%	4.3	3.3%
Corporate Sales & Business Development	3.0%	2.8%	-0.2	6.3%
Sciences, Lab, R&D	1.9%	2.3%	0.4	2.2%
Transportation & Logistics	6.5%	4.3%	-2.2	5.6%
Others	0.8%	13.0%	12.1	1.6%

‘Index of Switch Strength’ : an index of the difference between the % under column ‘All working’ and ‘Previous job function of those changing job function’

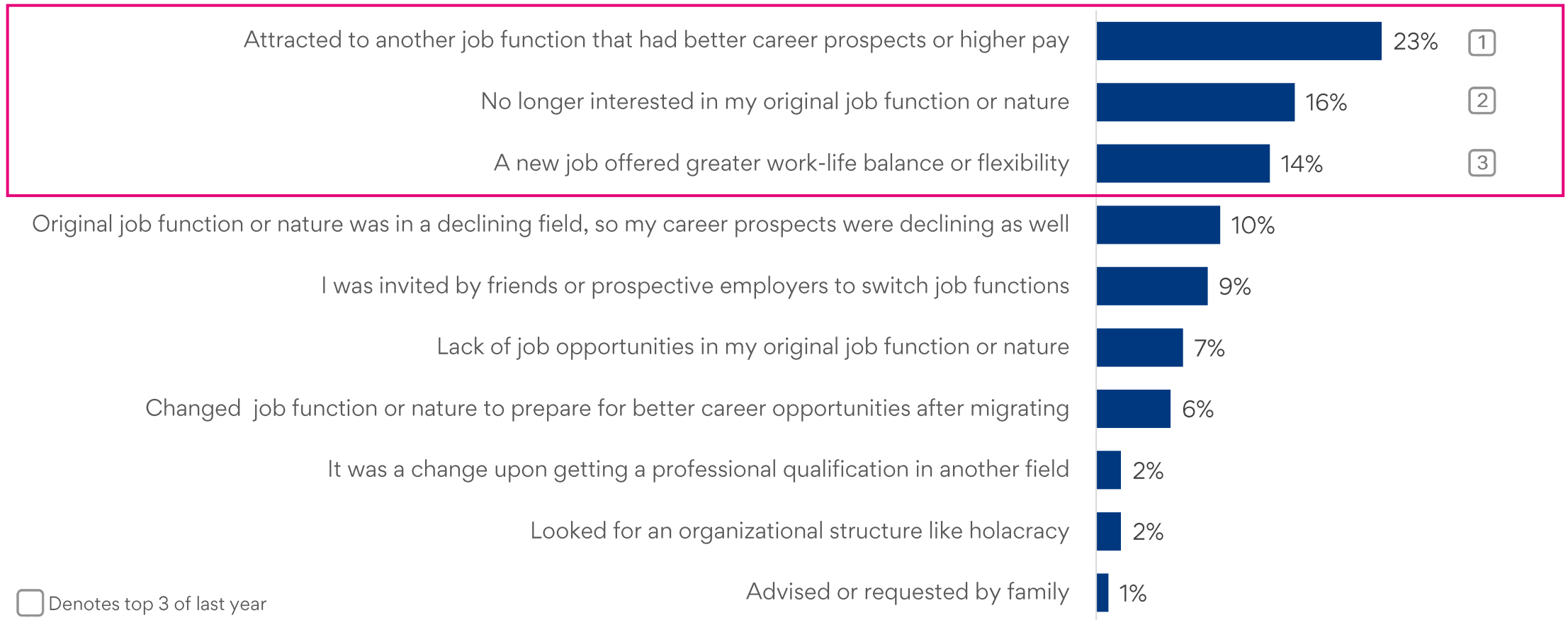
Base: All working who have changed to other job function in the past 12 months (n=239)

Qn. 8a4 From which job function or nature did you change to your current job function or nature?

Job Switch Dynamics in The Past 12 Months

Major reasons for switching job functions during the last job switch

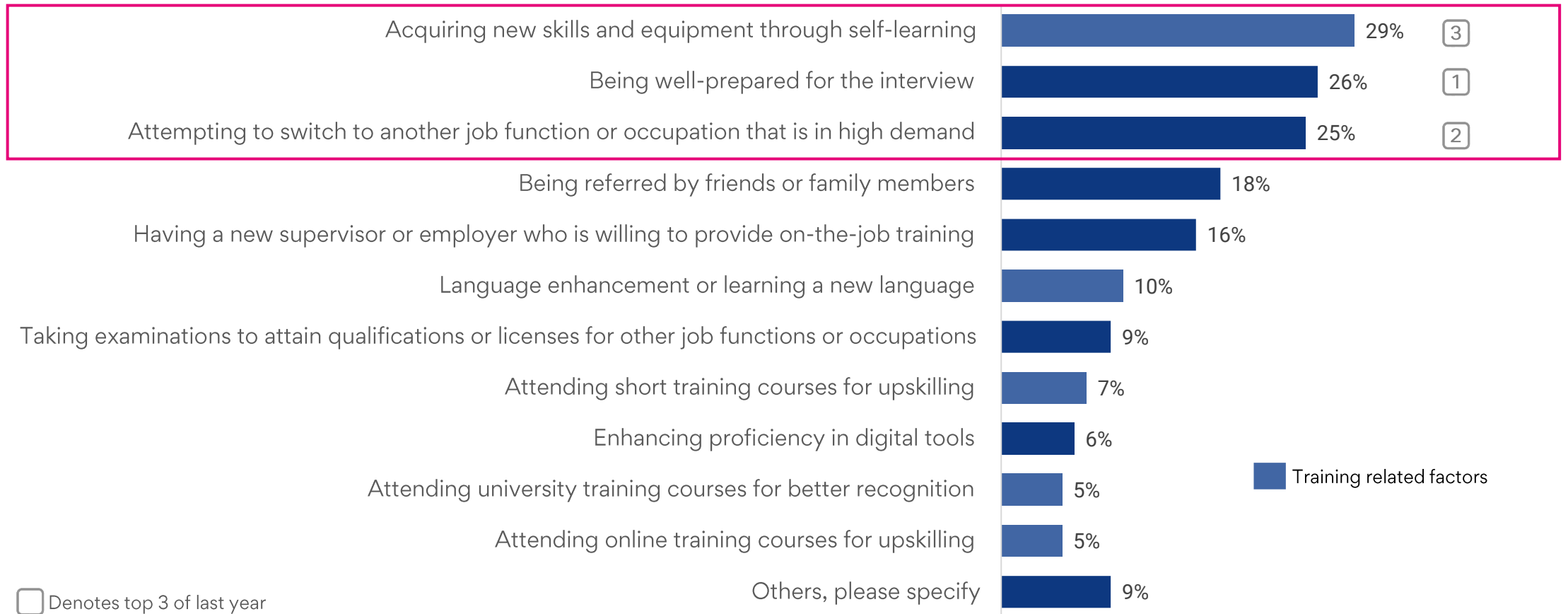
Same as last year, the main driver for respondents was the pull of other job functions with better career prospects or higher pay (23%), followed by push factors of “losing interest in original job function” (16%) and the pursuit of greater work-life balance or flexibility (14%).



Job Switch Dynamics in The Past 12 Months

Success factors for changing job function

In this round, respondents attributed their success in changing job functions to several factors. The top three factors identified were: “acquiring new skills and equipment through self-learning”(29%), “being well-prepared for the interview” (26%), “switching to job function / occupation in high demand” (25%).



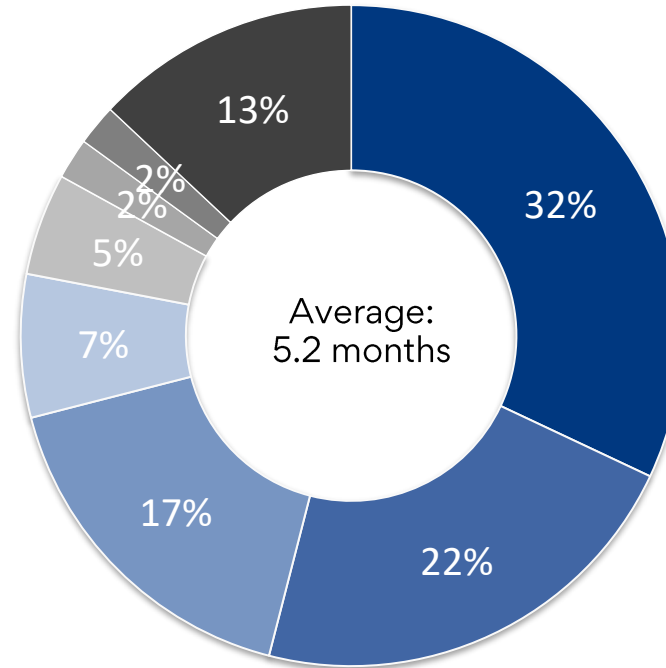
Base: All working who have changed job function in the past 12 months (n=239)

Qn. 8a4ii What are the success factors for you to change from other job functions or nature? (You can choose more than one answer)

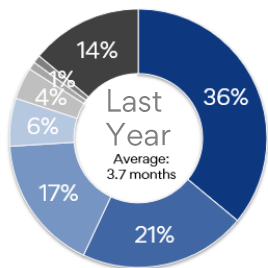
Job Switch Dynamics in The Past 12 Months

Switching job functions – Decision-making time

54% indicated that they decided to change job functions within 2 months. On average, it took them 5.2 months to make up their mind (versus 3.7 months in 2023).



- Less than a month
- 1 - 2 months
- 3 - 6 months
- 7 - 12 months
- 1 - 2 years
- 2 - 3 years
- More than 3 years
- Changing job function was a forced choice

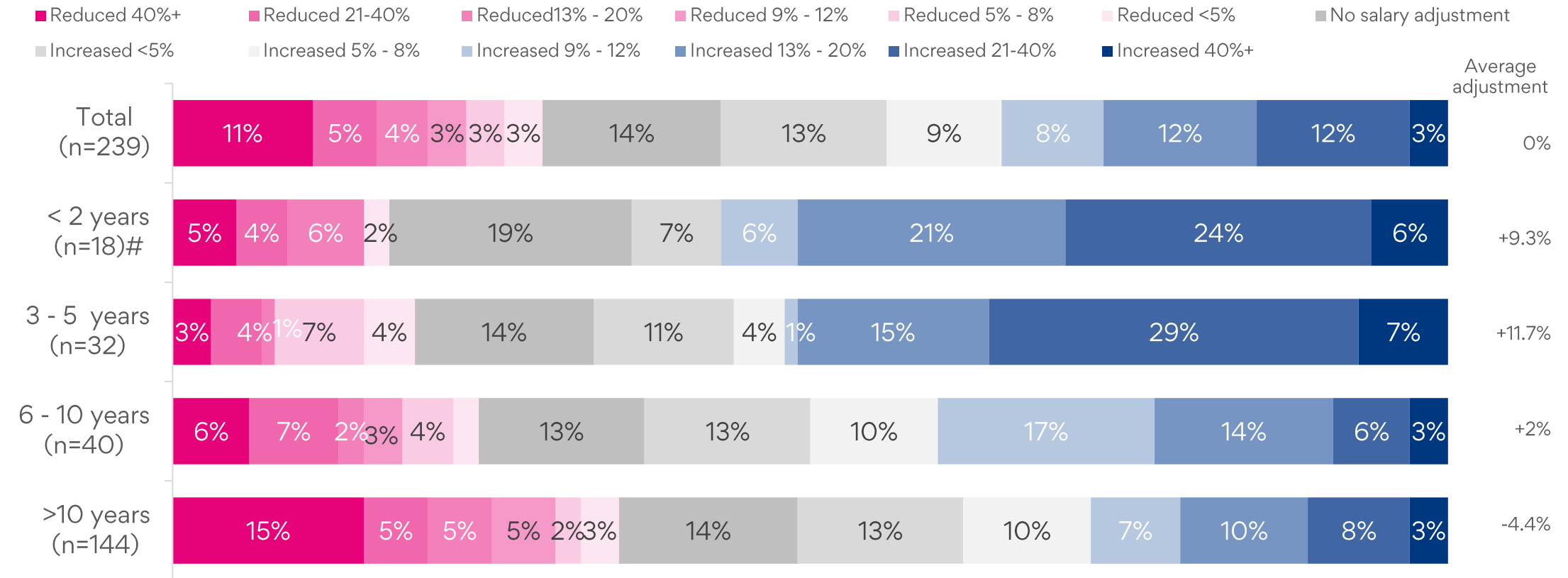


Base : All who changed job function when changing job in P12M (n=239)

Job Switch Dynamics in The Past 12 Months

Percentage of salary adjustment upon switching of job functions in the past 12 months

- Respondents with 3-5 years of work experience reflected a more positive outcome when changing job functions, with 66% receiving a pay rise.
- In contrast, those with 10 years of work experience or more reported a reversed situation, with 35% experiencing a pay cut.

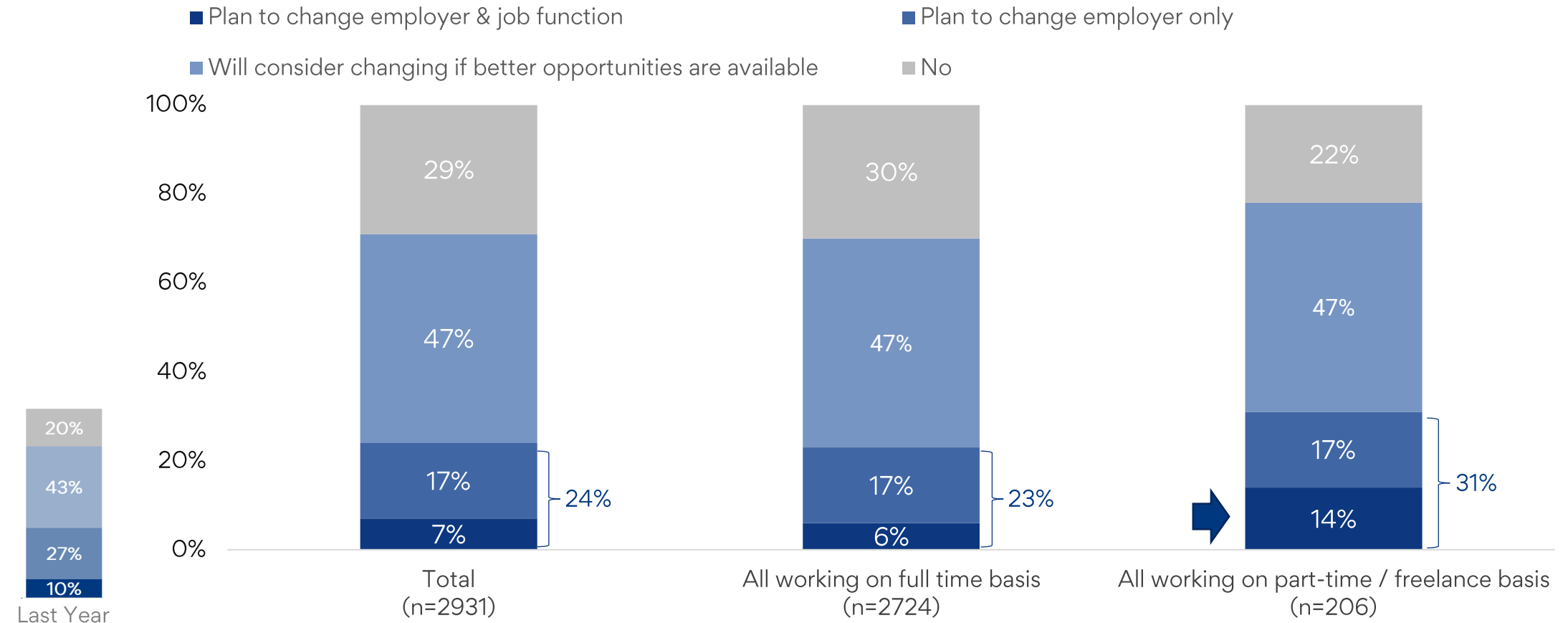


Base: All who changed job function when changing job in P12M (n=239)
 Qn. 8a5 What is the percentage of the salary adjustment as a result of job switching?

Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by employment mode

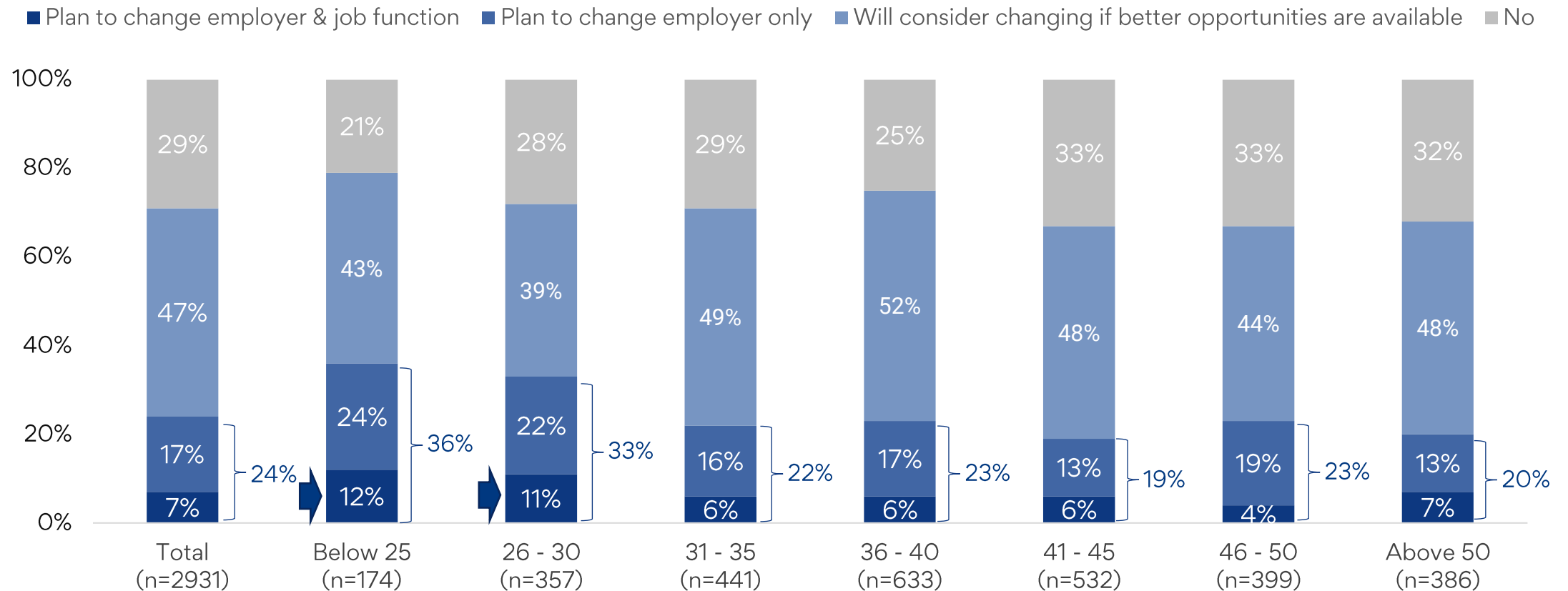
Regardless of their current employment mode, 71% of the respondents are planning or open to the idea of changing jobs (a contraction from 80% in 2023). In comparison, full-timers are more inclined to change employers, whereas part-timers or freelancers (14%) show a higher tendency to also consider changing their job function.



Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by age

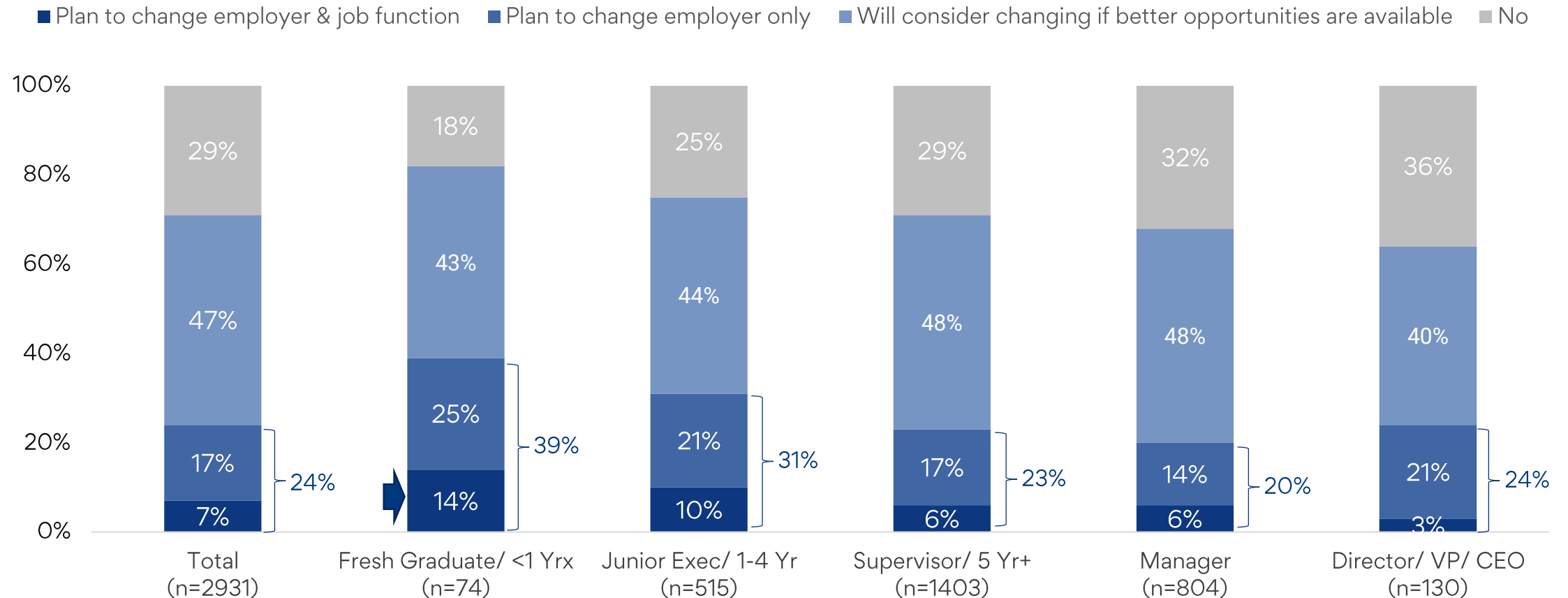
The younger age segments indicated a higher propensity to change jobs in the coming three months (Aged below 25: 36%, aged 26-30: 33%). They also stand out in terms of planning to change job functions.



Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by career level

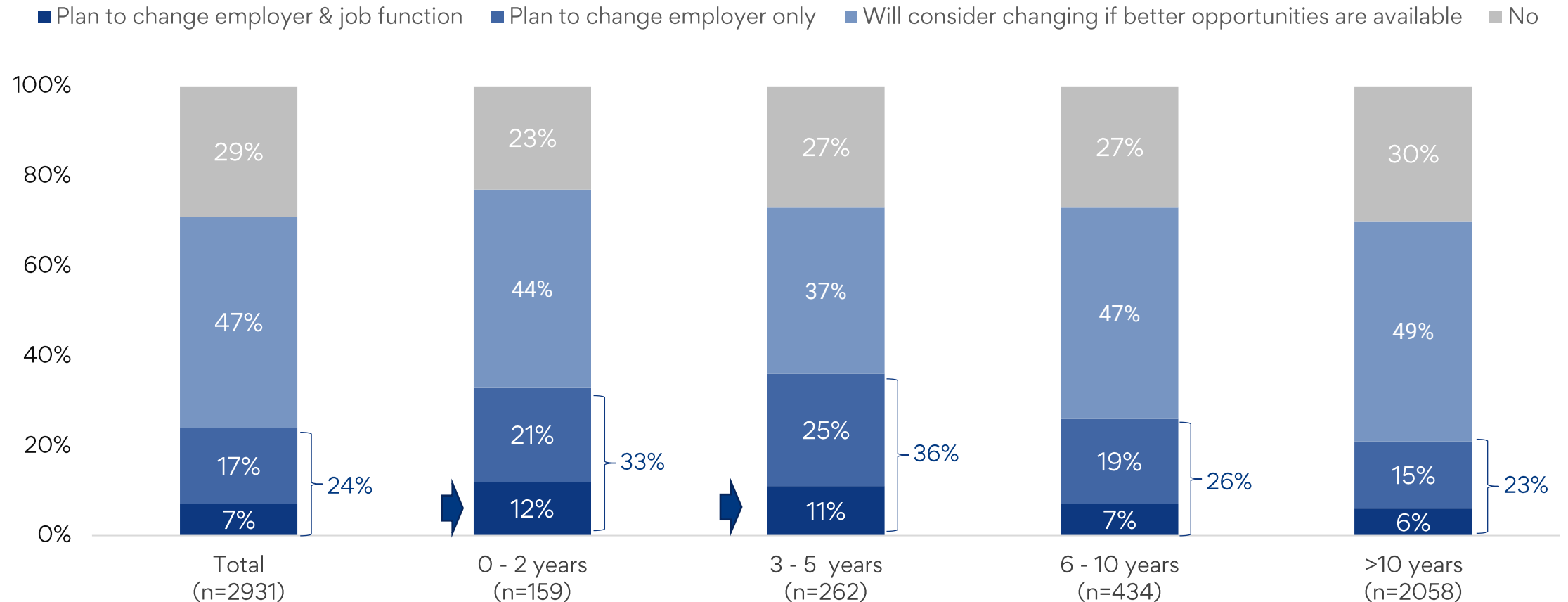
In alignment with the age pattern, Fresh Graduates/ with less than 1 year of work experience (39%) and Junior Executives/ with 1-4 years of work experience (31%) are more inclined to make a job change in the coming three months. In particular, Fresh Graduates/ with less than 1 year of work experience (14%) also plan to change both their employer and job function in the upcoming switch.



Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by work experience

Echoing the findings by age, those with 3-5 years of work experience (36%) and those with 0-2 years of work experience (33%) show a higher inclination to switch jobs in the coming three months. Additionally, they also exhibit a stronger tendency to change job functions in the upcoming switch.



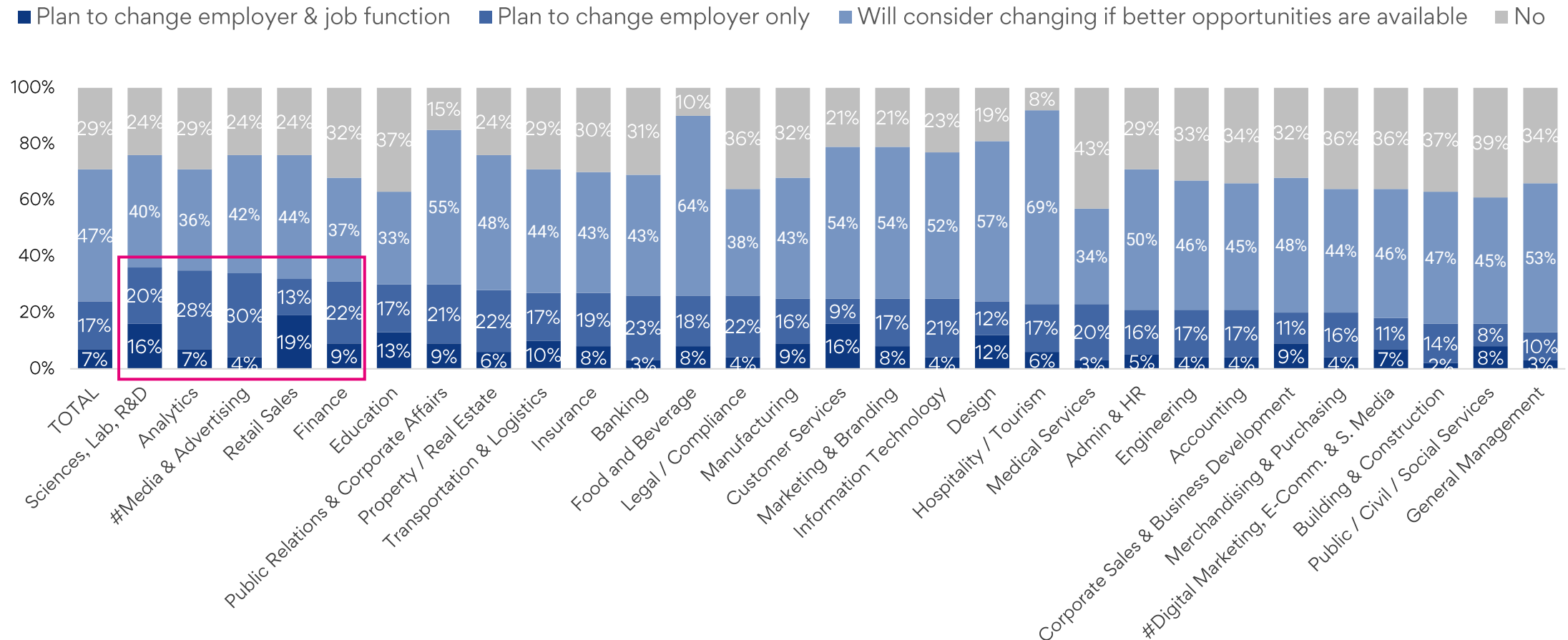
Base: All working respondents

Qn. 9a Do you intend to change your employer now or in the coming three months?

Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by job function

Top five job functions with higher propensity to change jobs in coming 3 months are: Sciences, Lab, R&D (36%), Analytics (35%), Media & Advertising (34%), Retail Sales (32%) and Finance (31%).



Job function with less than 20 respondents is not shown.

caution: small base

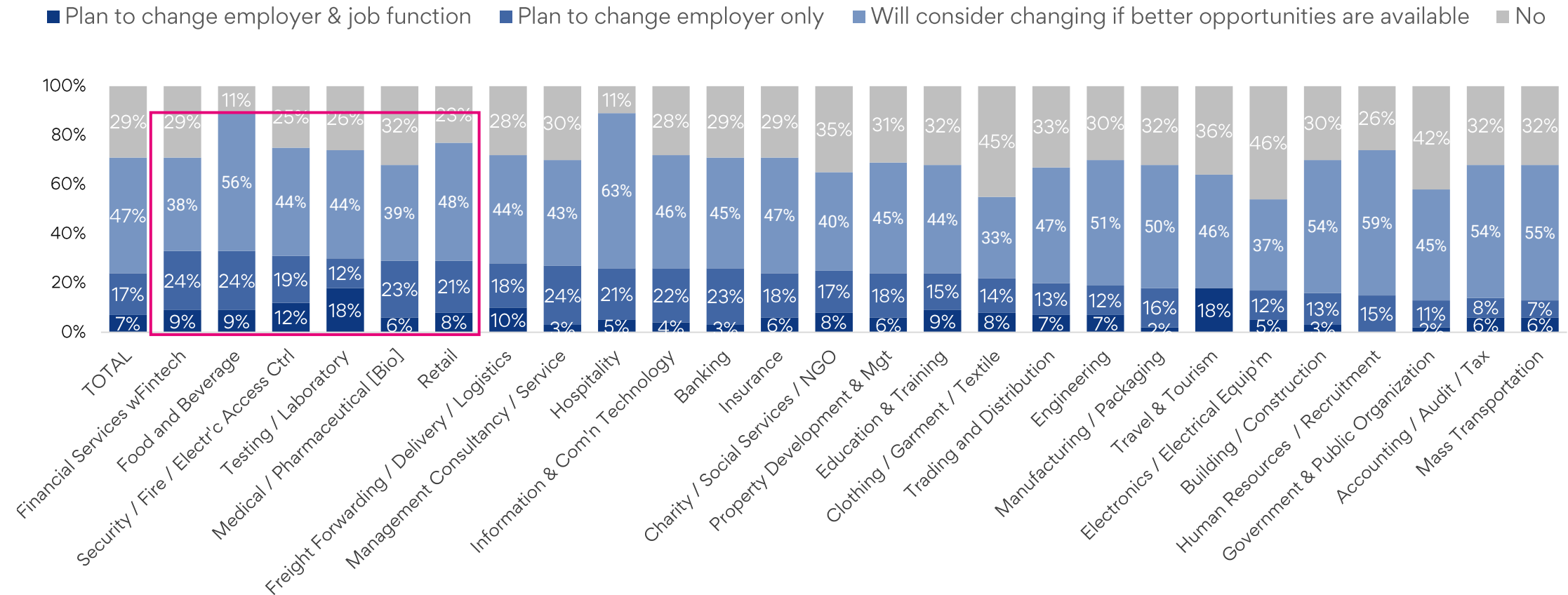
Base: All working respondents (n=2931)

Qn. 9a Do you intend to change your employer now or in the coming three months?

Job Switch Propensity in The Coming Three Months

Propensity to change jobs in the coming three months – by industry

Respondents from a few industries express a higher propensity to switch job: Financial Services (incl. Fintech) (33%), Food and Beverage (33%), Security / Fire / Electronics Access Control (31%), Testing / Laboratories (30%), Medical / Pharmaceutical (29%) and Retail (29%).



Job function with less than 30 respondents is not shown.

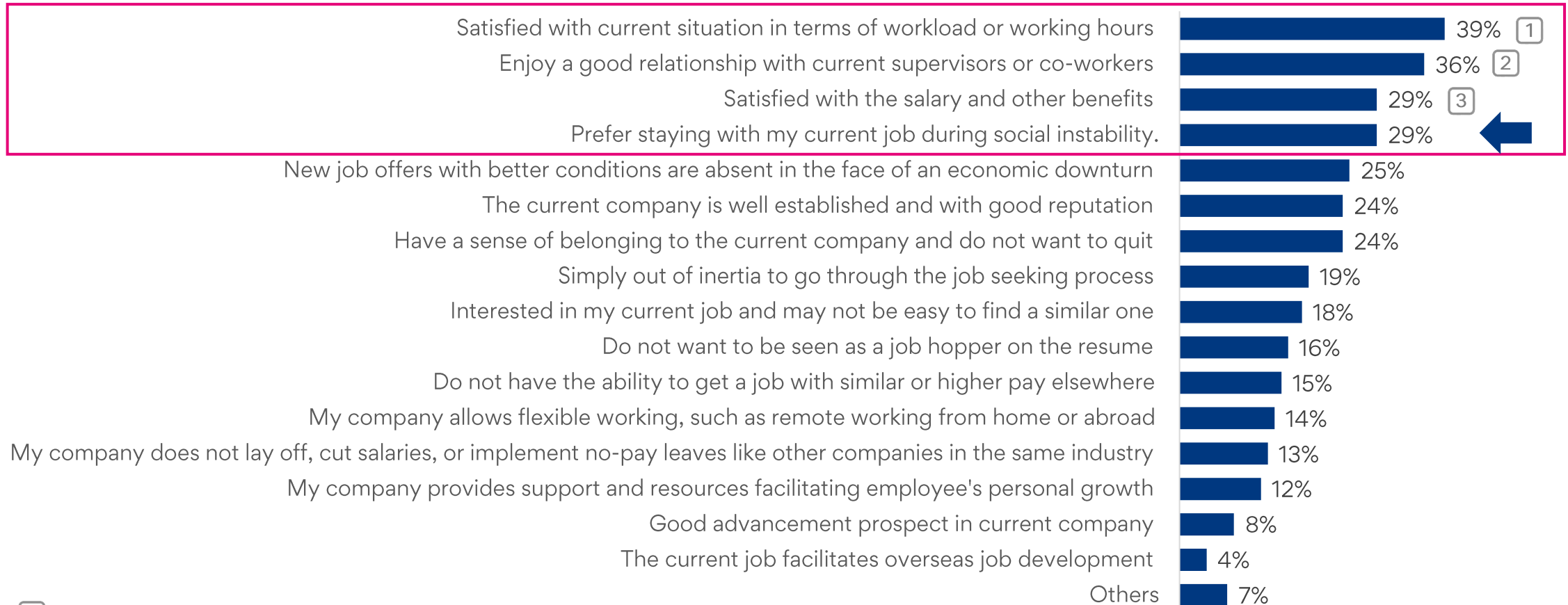
Base: All working respondents (n=2931)

Qn. 9a Do you intend to change your employer now or in the coming three months?

Job Switch Propensity in The Coming Three Months

Reasons for NOT planning to change jobs in the coming three months

- The key reasons for not planning to change jobs include satisfaction with the current situation, both in terms of workload/working hours (39%) and salary/other benefits (29%). Additionally, a good relationship with current supervisors or co-workers (36%) is also a factor.
- In this round, “prefer staying with the current job during social instability” (29%) has resumed as a top reason (22% in 2023).



☐ Denotes top 3 of last year

Base: All who do not plan to change job in N3M (n=854)

Qn. 9b2 What are the reasons for NOT changing your current job? (You can choose up to 5 options)

Job Switch Propensity in The Coming Three Months

Reasons for changing jobs in the coming 3 months (Maximum 5 reasons) – among full-timers

The full-timers are largely affected by “push factors” such as “dissatisfied with salary and benefits” (46%), “discontent with company culture or management style” (41%) and “low advancement opportunity” (35%). They are also triggered to “seek for career advancement” in a new job (35%).



□ Denotes top 3 of last year

Reasons with less than 5% mention are not shown

Base: All working on full-time basis and plan to change job in N3M (n=632)

Qn.9b1. Overall, what are the reasons for changing your current job? (You can choose up to 5 options)

Job Switch Propensity in The Coming Three Months

Reasons for changing jobs in the coming 3 months (Maximum 5 reasons) – among part-timers/ freelancers

Top three reasons are consistent with those reported last year: “seek for career advancement or higher rank” (32%), “dissatisfied with salary or benefits (30%) and “chase for the job market trend to have career development” (28%).



Reasons with less than 5% mention are not shown

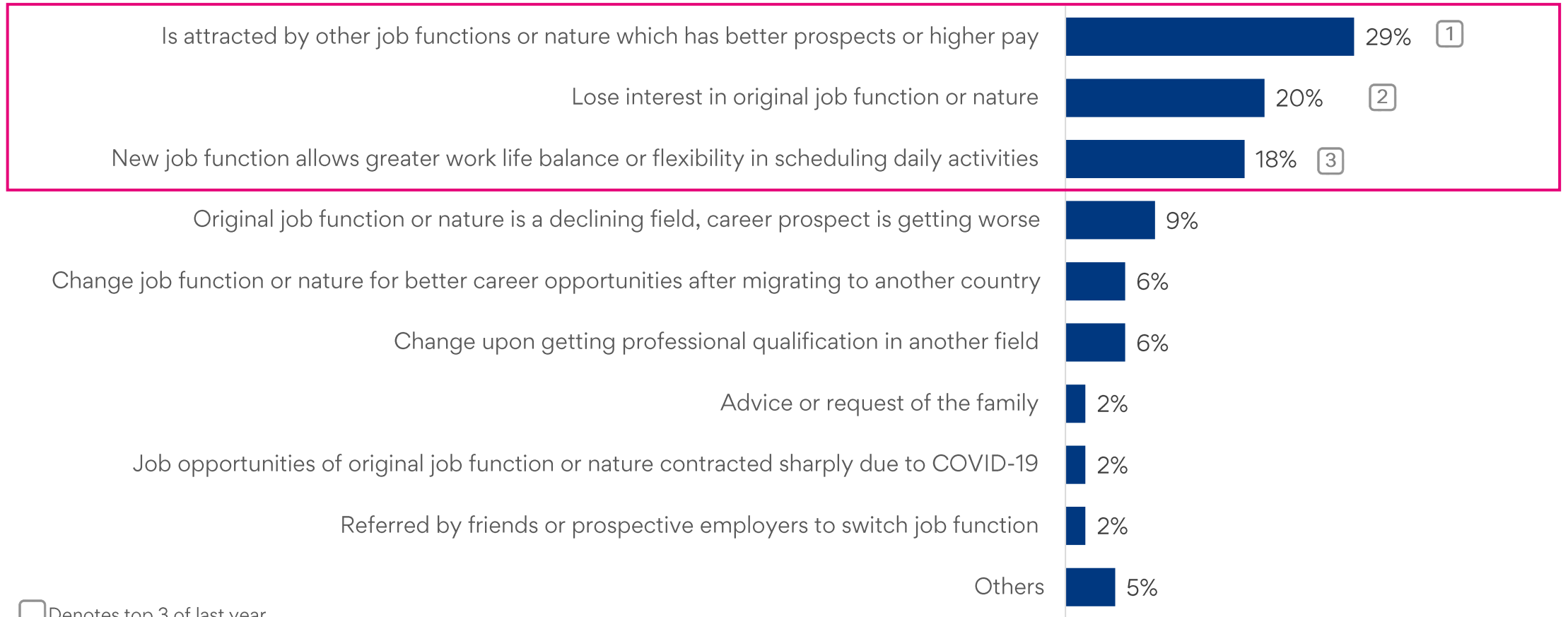
Base: All working on part-time or freelance basis and plan to change job in N3M (n=64)

Qn.9b1. Overall, what are the reasons for changing your current job? (You can choose up to 5 options)

Job Switch Propensity in The Coming Three Months

Major reasons for planning to change job functions

The top 3 reasons for wanting to change job functions are consistent with last year: “attracted by other job function / nature which has better prospect / higher pay” (29%) and “lose interest in original job function” (20%) and “new job function allows greater work-life balance or flexibility in scheduling daily activities”(18%).



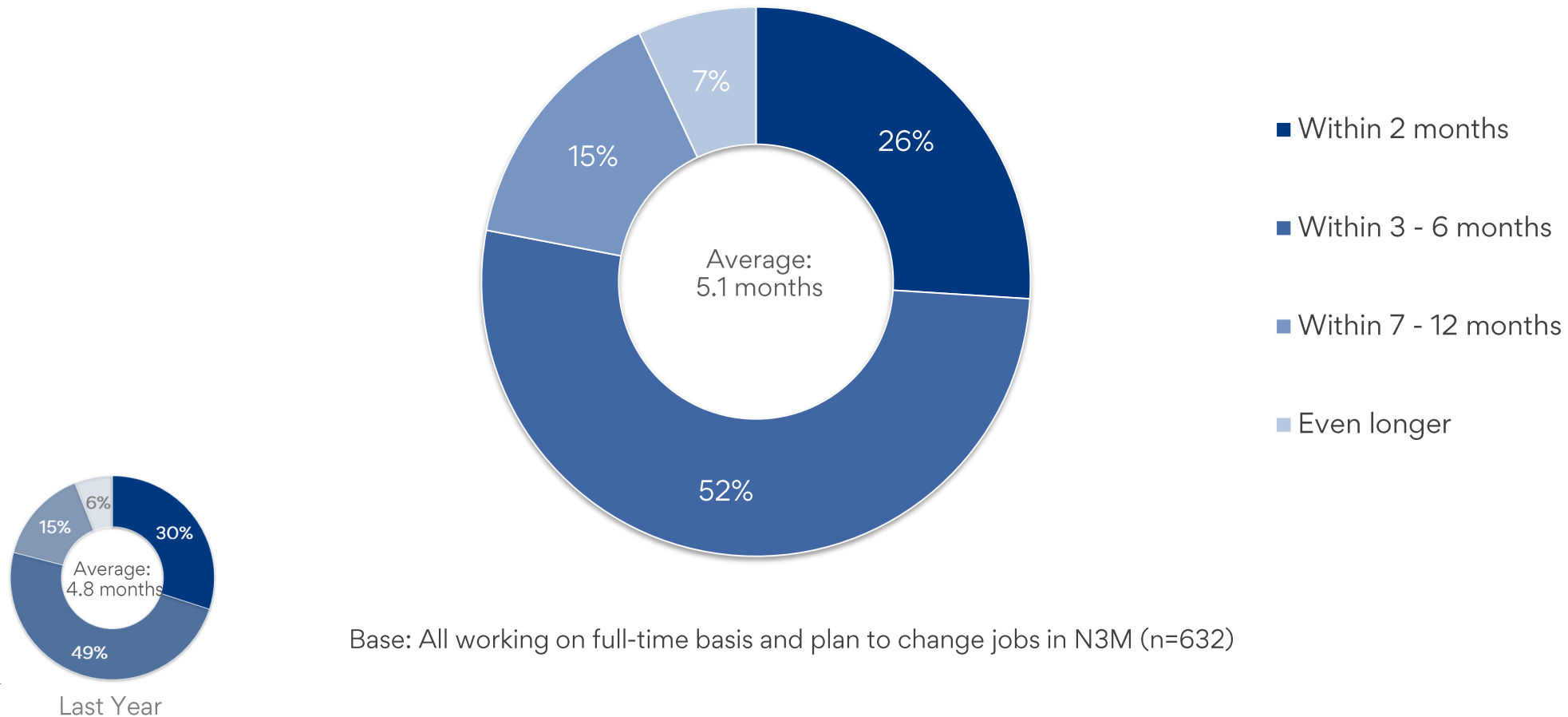
Base: All who plan to change job function in N3M (n=202)

Qn. 9a1 Why do you plan to change your job function or job nature? (Single answer)

Job Switch Propensity in The Coming Three Months

Expected time required for job hunting

Compared to 2023, full-timers have become more reserved about job seeking, with only 26% (versus 30% in 2023) expecting to find a job successfully within two months. The overall average time frame for finding a job has also increased to 5.1 months (versus 4.8 months in 2023).

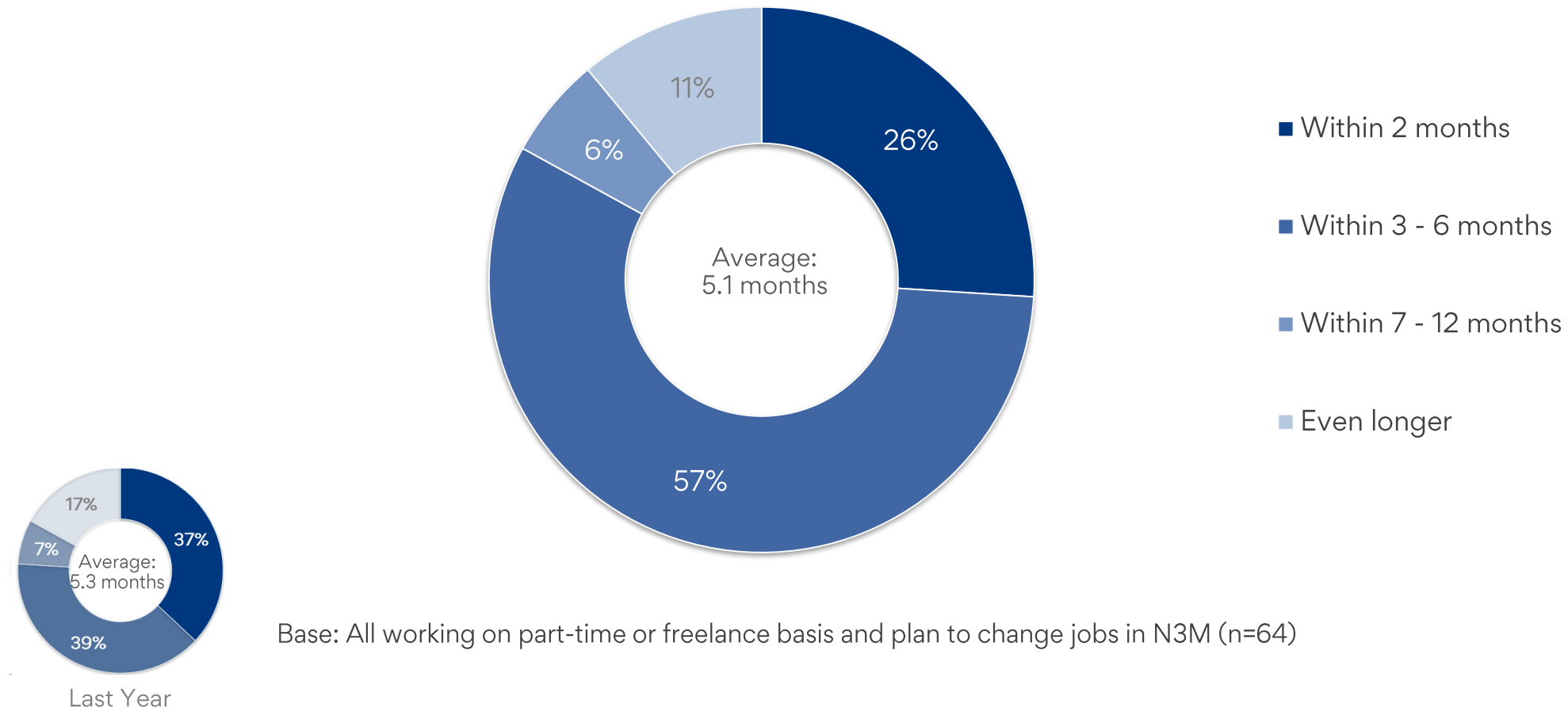


Qn. 9c How long do you estimate it will take you to switch to a new job

Job Switch Propensity in The Coming Three Months

Expected time required for job hunting

Part-timers or freelancers appear to be more optimistic regarding the expected time frame for switching to a new job. The average expected time frame has been shortened to 5.1 months (versus 5.3 months in 2023). 83% of part-timers or freelancers expect to find a new job in less than 6 months (versus 76% in 2023).

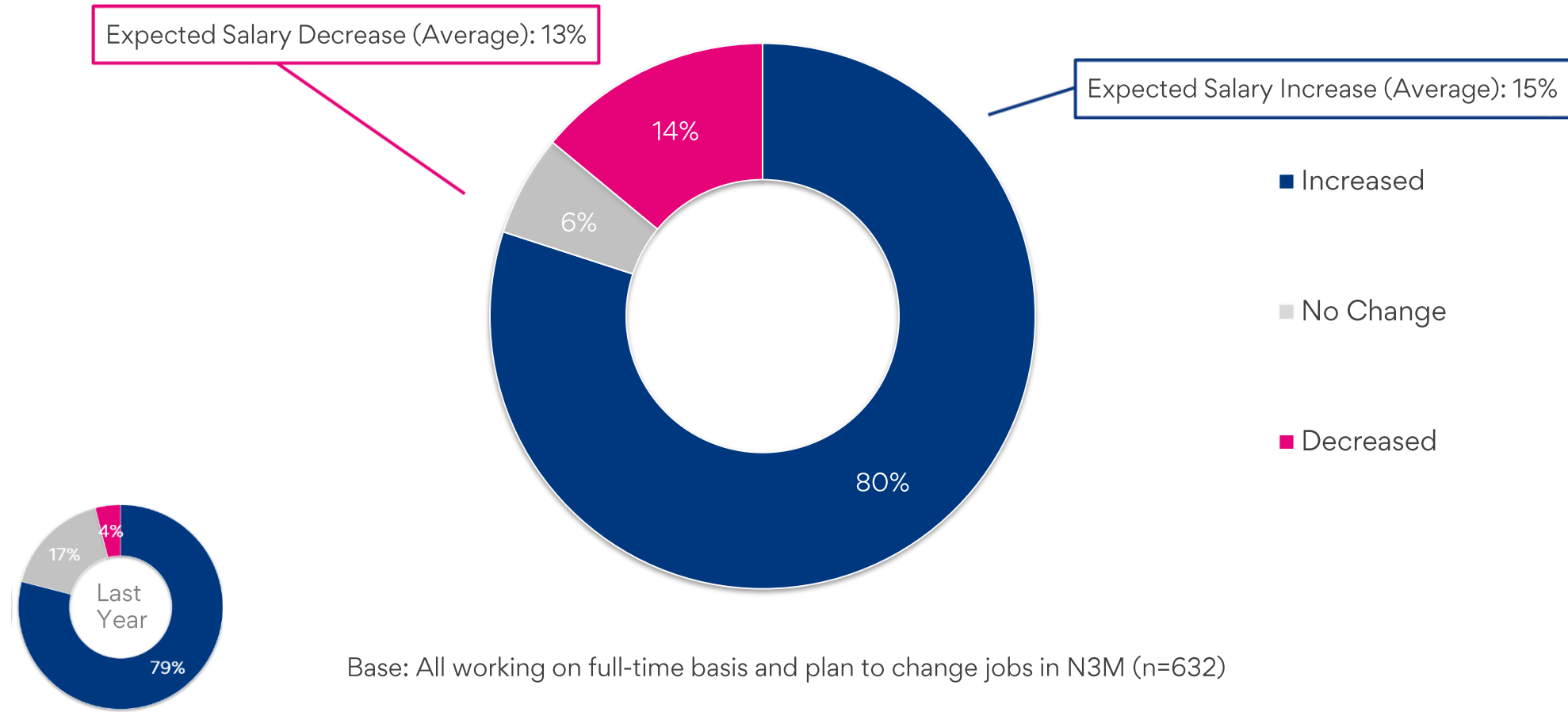


Qn. 9c How long do you estimate it will take you to switch to a new job

Job Switch Propensity in The Coming Three Months

Expected salary adjustment in the new job

The full-timers who plan to change jobs in the coming three months are also less optimistic than last year when it comes to expected salary adjustment. This year, 14% expect a salary cut, compared to only 4% in 2023.

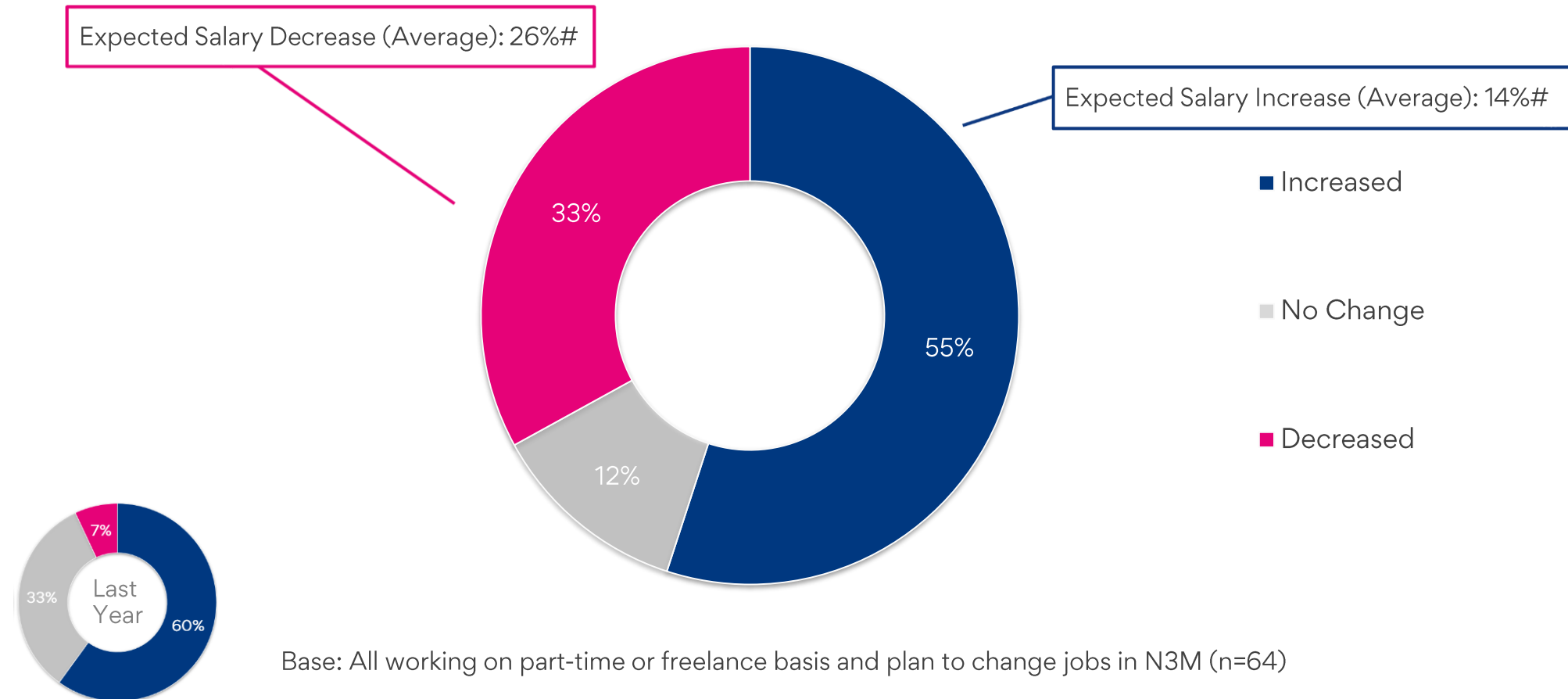


Qn. 9d What would you expect the salary adjustment after changing your job?

Job Switch Propensity in The Coming Three Months

Expected salary adjustment in the new job

Part-timers or freelancers also hold a more conservative view when it comes to salary adjustment in a new job. Compared to 2023, a significantly larger proportion, 33% (versus 7% in 2023), are prepared for a salary cut.



caution: small base

Qn. 9d What would you expect the salary adjustment after changing your job?



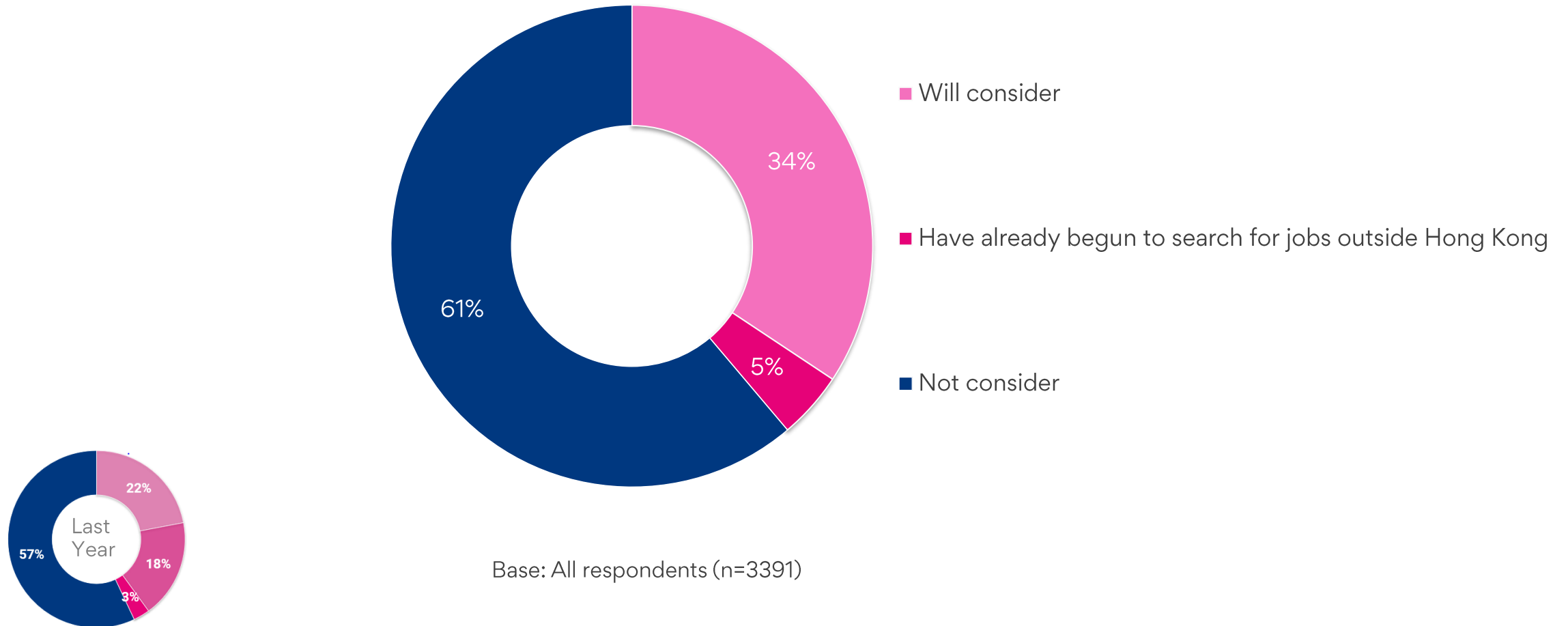
Section 6

WORKING OUTSIDE OF HONG KONG

Working Outside Hong Kong

Attitudes towards working outside Hong Kong for a long term within two years

Overall, 39% are open to working outside Hong Kong for long term (one year or more). The proportion of “not consider” (61%) increases from 2023 (57%).

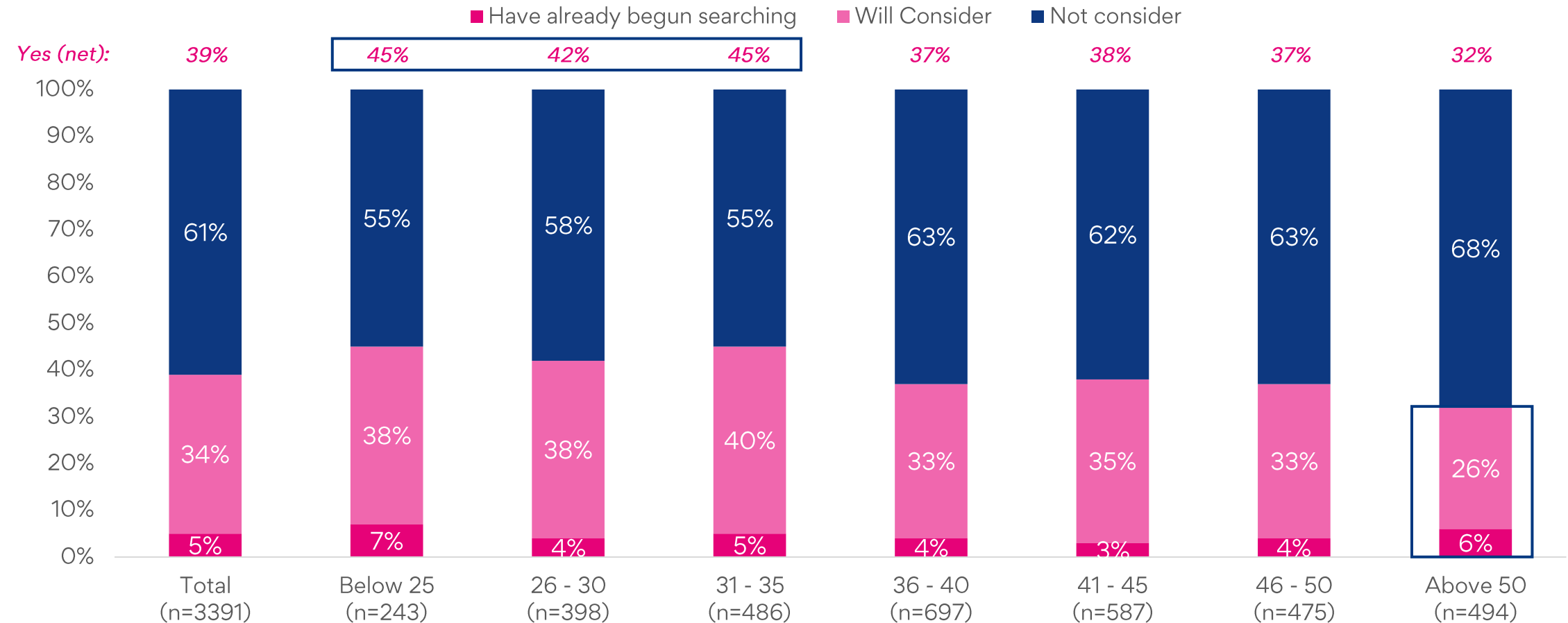


Qn.16. Would you consider working outside Hong Kong in a long term within 2 years? Which of the following best describes your situation? (“Long term” means staying in a job or position for 1 year or more.)

Working Outside Hong Kong

Attitudes towards working outside Hong Kong for a long period within two years – by age

- Attitudes towards working outside Hong Kong are generally higher among respondents aged below 36.
- The interest level is much lower among respondents aged 50 or above (32%).



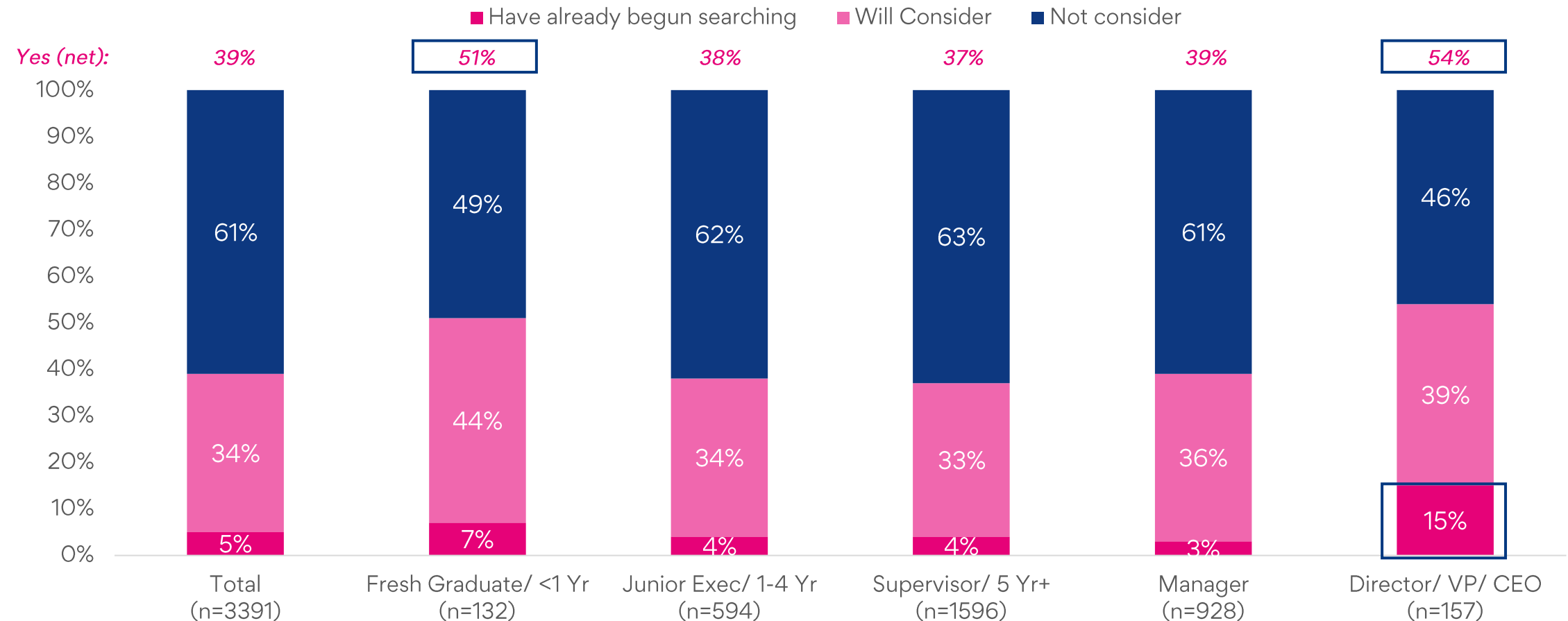
Base: All respondents

Qn.16. Would you consider working outside Hong Kong in a long term within 2 years? Which of the following best describes your situation? ("Long term" means staying in a job or position for 1 year or more.)

Working Outside Hong Kong

Attitudes towards working outside Hong Kong for a long period within two years – by career level

- The most junior (51%) and the most senior (54%) segments are the most open towards the idea of working outside Hong Kong.
- In particular, the Directors / VPs / CEOs report a higher incidence of “taking action” as 15% have already begun to search for job outside Hong Kong.



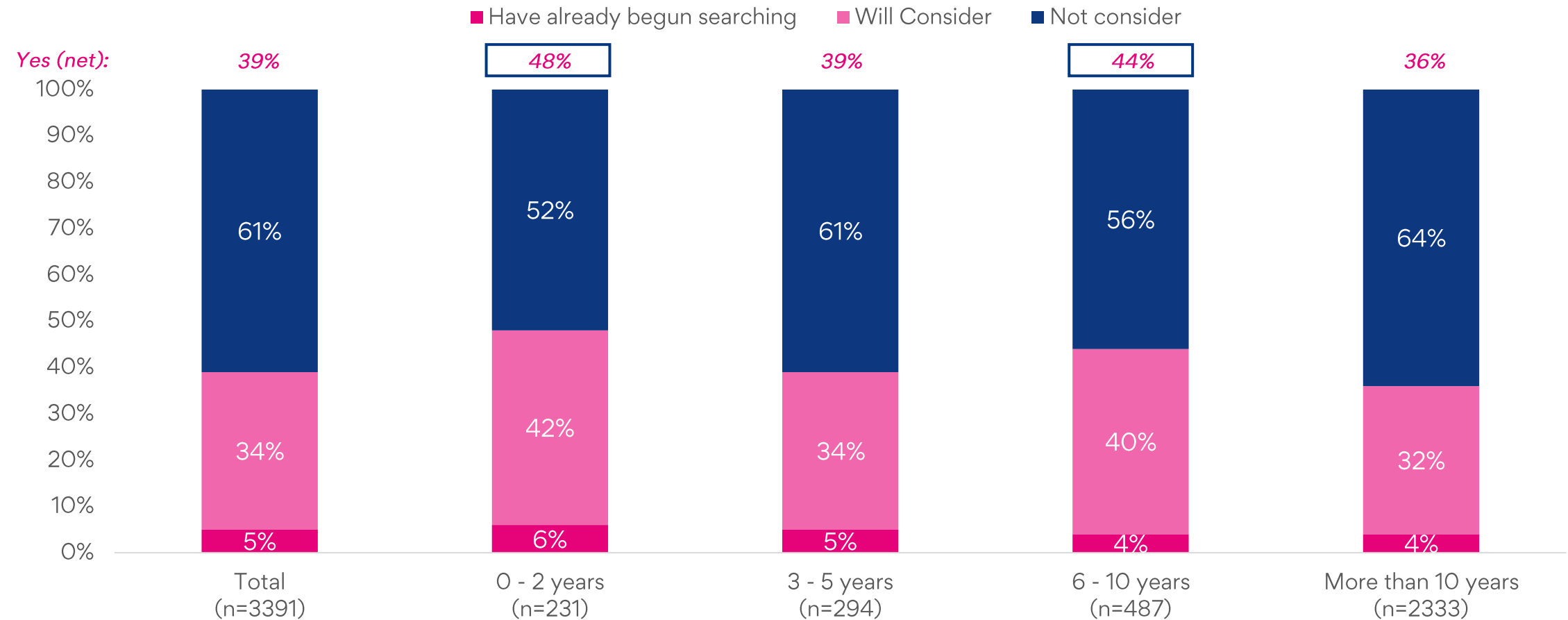
Base: All respondents

Qn.16. Would you consider working outside Hong Kong in a long term within 2 years? Which of the following best describes your situation? (“Long term” means staying in a job or position for 1 year or more.)

Working Outside Hong Kong

Attitudes towards working outside Hong Kong for a long period within two years – by work experience

Those with 0-2 years of work experience (48%) and those with 6-10 years of work experience (44%) are more enthusiastic about working outside Hong Kong for a long period.



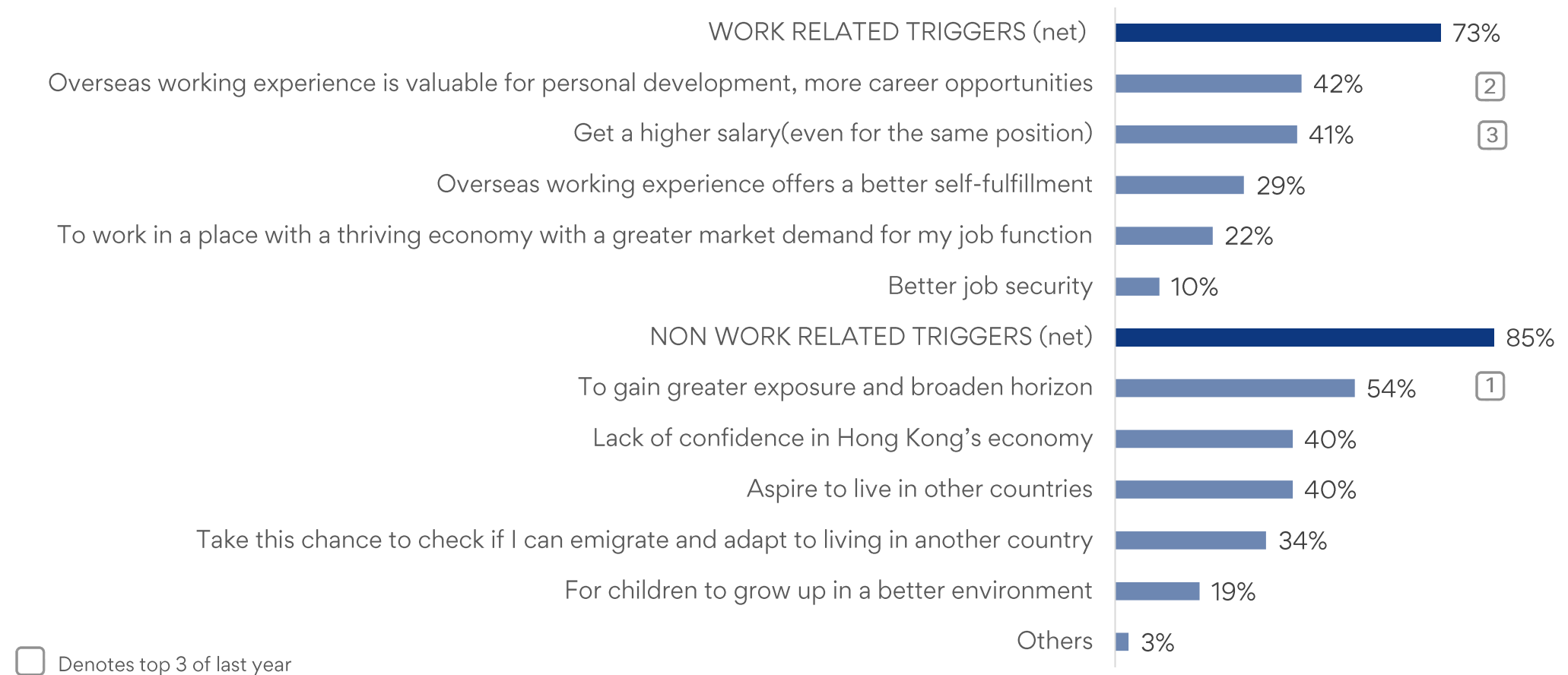
Base: All respondents

Qn.16. Would you consider working outside Hong Kong in a long term within 2 years? Which of the following best describes your situation? ("Long term" means staying in a job or position for 1 year or more.)

Working Outside Hong Kong

Triggers for considering to work outside Hong Kong

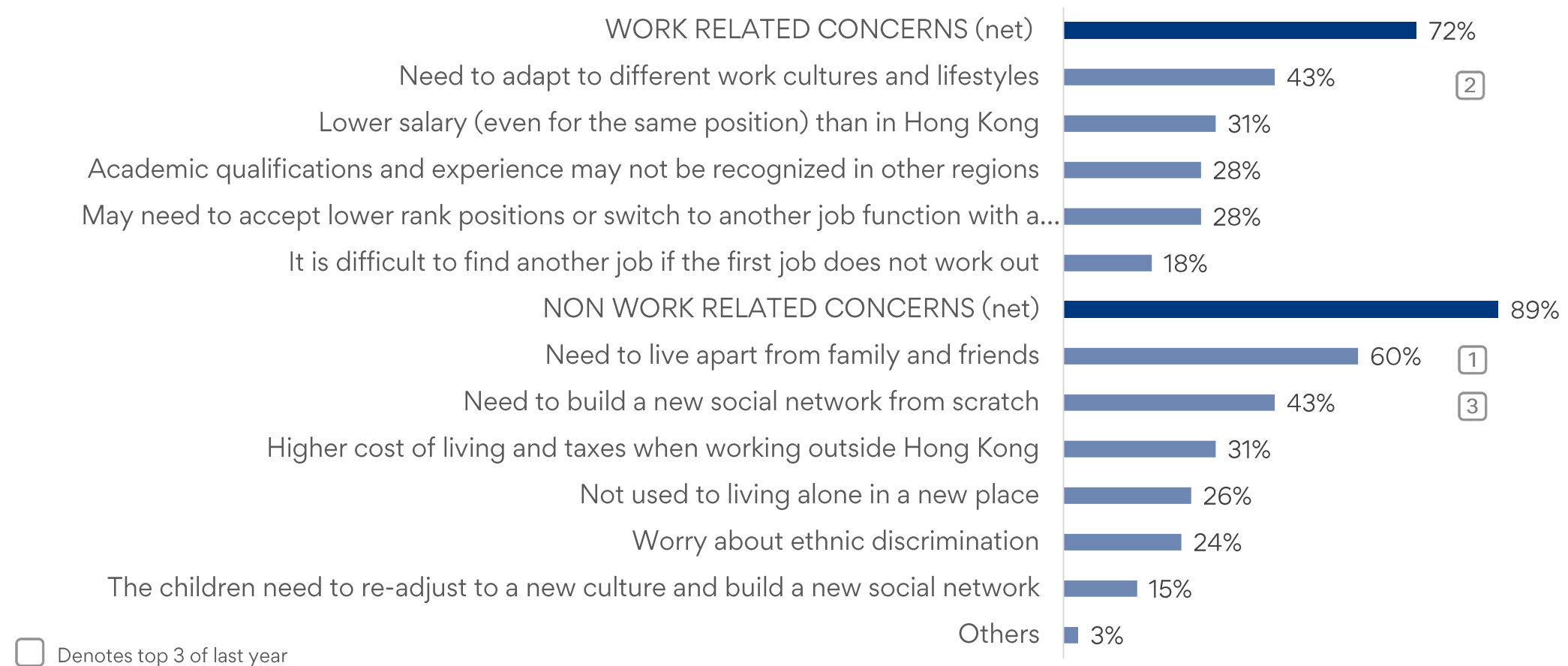
- The most important trigger is non-work related - “gain greater exposure and broaden horizon” (54%).
- Work-related elements are second-tier drivers, and the key ones are “overseas work experience is valuable for personal development with more career opportunities” (42%) and “get a higher salary (even for the same position)”(41%).



Working Outside Hong Kong

Reasons for NOT considering working outside Hong Kong

- The most significant hurdle that prevents individuals from working outside Hong Kong is the "need to live apart from family and friends" (60%).
- The second-tier hurdles encompass both work and non-work-related reasons, including the "need to adapt to different work cultures and lifestyles" (43%) and the "need to build a new social network from scratch" (43%).



Base : All who will not consider working outside Hong Kong (n=2074)

Qn.17. Thinking about working outside Hong Kong, what is/are your key concern(s)? (You can choose more than one answer)

Working Outside Hong Kong

Top three preferred places for working outside Hong Kong

Overall, Australia (38%), China (37%), Singapore (35%) and the United Kingdom (32%) are the top preferred places.

Asia Pacific (net)	95%	European Countries (net)	41%	Americas (net)	30%	Middle East (net)	4%
➤ Australia	38%	➤ United Kingdom	32%	➤ Canada	18%	➤ Dubai	4%
➤ China (any area)	37%	➤ Germany	3%	➤ United States of America	15%		
○ Greater Bay Area	32%	➤ Switzerland	2%				
○ Other cities	20%	➤ France	2%				
➤ Singapore	35%	➤ Finland	1%				
➤ Taiwan	22%						
➤ Japan	21%						
➤ Macau	15%						
➤ New Zealand	7%						
➤ Malaysia	6%						
➤ Thailand	5%						
➤ South Korea	4%						
➤ Vietnam	3%						
➤ India	1%						
➤ Other Districts	2%						

Base: All who will consider working / have begun searching for job outside Hong Kong (n=1317)

Answer with less than 1% mention is not shown

Qn.20. Apart from Hong Kong, where do you want to work in the future? Please select your top 3 options from the list.

Working Outside Hong Kong

Top three preferred places for working outside Hong Kong – by age

- The preferred places selected by more than 20% of the respondents from each segment are summarized below.
- China, in particular the Great Bay Area, leads other destinations among the youngest and older segments aged above 45.
- For those aged between 26 - 45, Australia, the United Kingdom and Singapore are the prime target places.

TOTAL (n=1317)	
➤ Australia	38%
➤ China [32%, 20%]	37%
➤ Singapore	35%
➤ United Kingdom	32%
➤ Taiwan	22%
➤ Japan	21%

Aged below 25 (n=109)		Aged 26 – 30 (n=167)		Aged 31 – 35 (n=217)		Aged 36 – 40 (n=261)		Aged 41 – 45 (n=224)		Aged 46 – 50 (n=174)		Aged above 50 (n=159)	
China [41%, 25%]	45%	United Kingdom	38%	Australia	45%	Australia	41%	Australia	38%	China [43%, 22%]	48%	China [44%, 32%]	52%
Australia	36%	Singapore	37%	United Kingdom	36%	United Kingdom	41%	Singapore	37%	Australia	37%	Singapore	42%
Taiwan	32%	Australia	36%	Singapore	33%	Singapore	33%	United Kingdom	36%	Singapore	33%	Macau	26%
Singapore	29%	China [28%, 16%]	32%	China [24%, 14%]	28%	China [27%, 17%]	31%	China [27%, 17%]	33%	Macau	26%	Australia	25%
Japan	24%	Canada	27%	Taiwan	26%	Taiwan	22%	Taiwan	23%	United Kingdom	24%	United Kingdom	22%
		Japan	24%	Japan	23%	USA	21%	Canada	20%	Taiwan	21%		
								Japan	20%	Canada	20%		

[] denotes findings for Greater Bay Area and Other cities respectively

Base: All who will consider working outside Hong Kong

Qn.20. Apart from Hong Kong, where do you want to work in the future? Please select your top 3 options from the list.

Working Outside Hong Kong

Top three preferred places for working outside Hong Kong – by career level

- The preferred places selected by more than 20% of the respondents from each segment are summarized below.
- China is the top preferred place among Directors / VPs / CEOs and Fresh Graduate / <1 year.
- Australia and Singapore are the top preferred places for other levels.

TOTAL (n=1317)	
➤ Australia	38%
➤ China [32%, 20%]	37%
➤ Singapore	35%
➤ United Kingdom	32%
➤ Taiwan	22%
➤ Japan	21%

Fresh Graduate / <1 year (n=67)		Junior Executive / 1 - 4 years(n=226)		Supervisor / 5 years+ (n=585)		Manager (n=341)		Director/ VP/ CEO (n=85)	
China [52%,31%]	55%	Australia	41%	Australia	41%	Singapore	42%	China [46%,34%]	54%
Australia	33%	United Kingdom	34%	China [30%,17%]	35%	China [31%,22%]	37%	Singapore	54%
Japan	32%	China [27%,14%]	30%	United Kingdom	34%	United Kingdom	36%	Australia	26%
Taiwan	31%	Singapore	29%	Singapore	32%	Australia	34%		
		Canada	27%	Taiwan	25%				
		Japan	24%	Japan	21%				
		Taiwan	22%						

[] denotes findings for Greater Bay Area and Other cities respectively

Base: All who will consider working outside Hong Kong

Qn.20. Apart from Hong Kong, where do you want to work in the future? Please select your top 3 options from the list.

Working Outside Hong Kong

Top three preferred places for working outside Hong Kong – by work experience

- The preferred places selected by more than 20% of the respondents from each segment are summarized below.
- Those with 0-2 years or >10 years of work experience preferred China. All other segments consistently preferred Australia as their top choice.

TOTAL (n=1317)	
➤ Australia	38%
➤ China [32%, 20%]	37%
➤ Singapore	35%
➤ United Kingdom	32%
➤ Taiwan	22%
➤ Japan	21%

0 – 2 years (n=111)	
China [43%,24%]	46%
Australia	33%
Taiwan	28%
Singapore	27%
Japan	27%

3 – 5 years (n=114)	
Australia	46%
Singapore	34%
Canada	29%
China [26%,14%]	29%
United Kingdom	29%
Japan	22%
Taiwan	21%
USA	20%

6 – 10 years (n=213)	
Australia	42%
United Kingdom	35%
Singapore	33%
China [27%,20%]	31%
Taiwan	24%
USA	21%
Japan	21%

> 10 years (n=855)	
China [33%,21%]	38%
Singapore	37%
Australia	37%
United Kingdom	34%
Taiwan	21%

[] denotes findings for Greater Bay Area and Other cities respectively

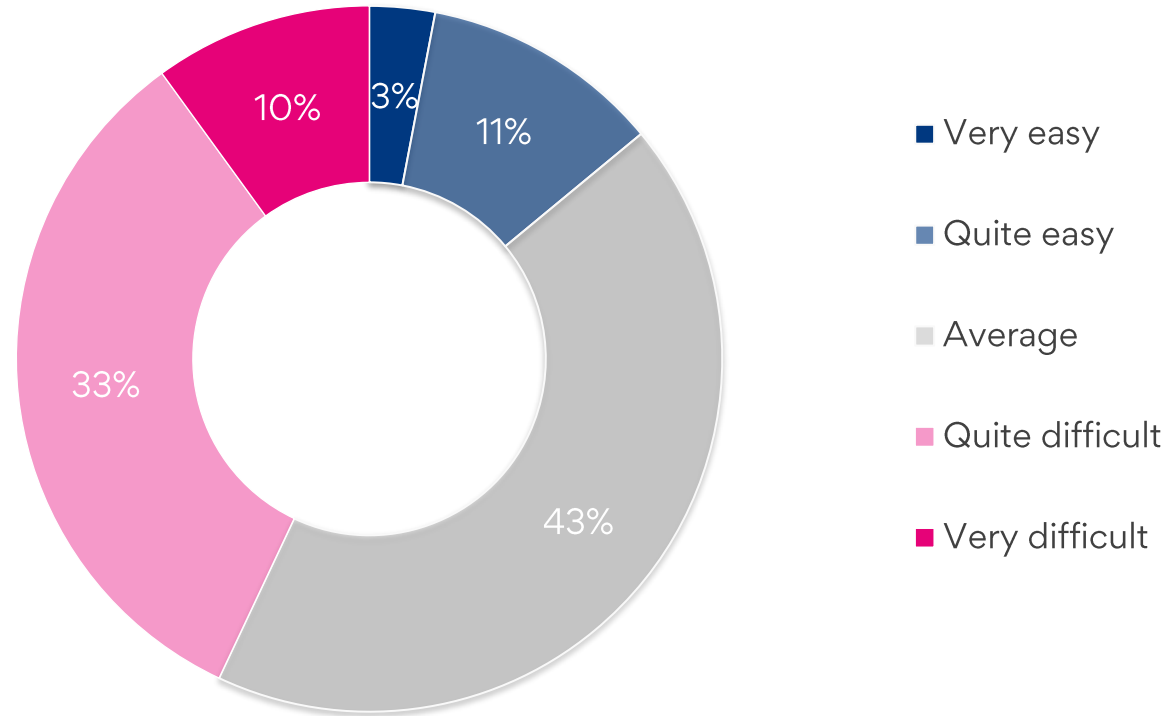
Base: All who will consider working outside Hong Kong

Qn.20. Apart from Hong Kong, where do you want to work in the future? Please select your top 3 options from the list.

Working Outside Hong Kong

Ease of accessing information about overseas jobs

43% consider it difficult to access information about overseas jobs.

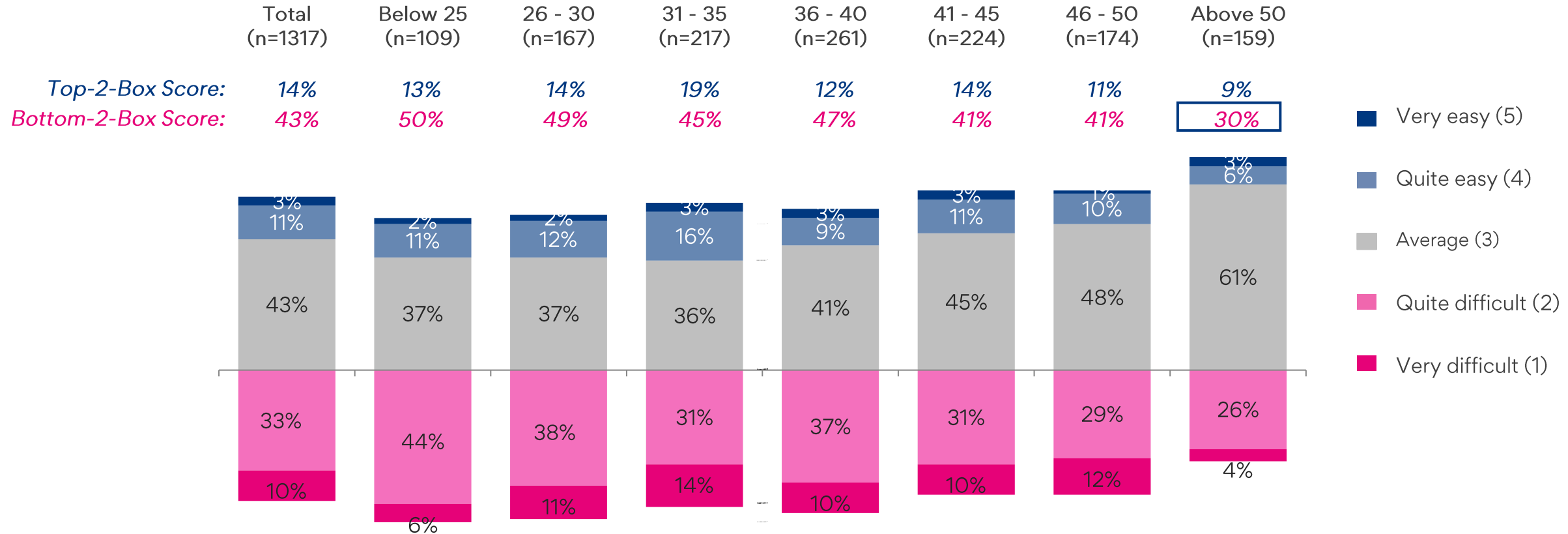


Base: All who will consider working / have begun searching for job outside Hong Kong (n=1317)

Working Outside Hong Kong

Ease of accessing information about overseas jobs – by age

- For those aged below 50, at least 40% of all age segments consider it difficult.
- Only 30% of those aged above 50 consider it difficult.



* Top-2-box denotes % rating “Very easy” and “Quite easy” * Bottom-2-box denotes % rating “Very difficult” and “Quite difficult”

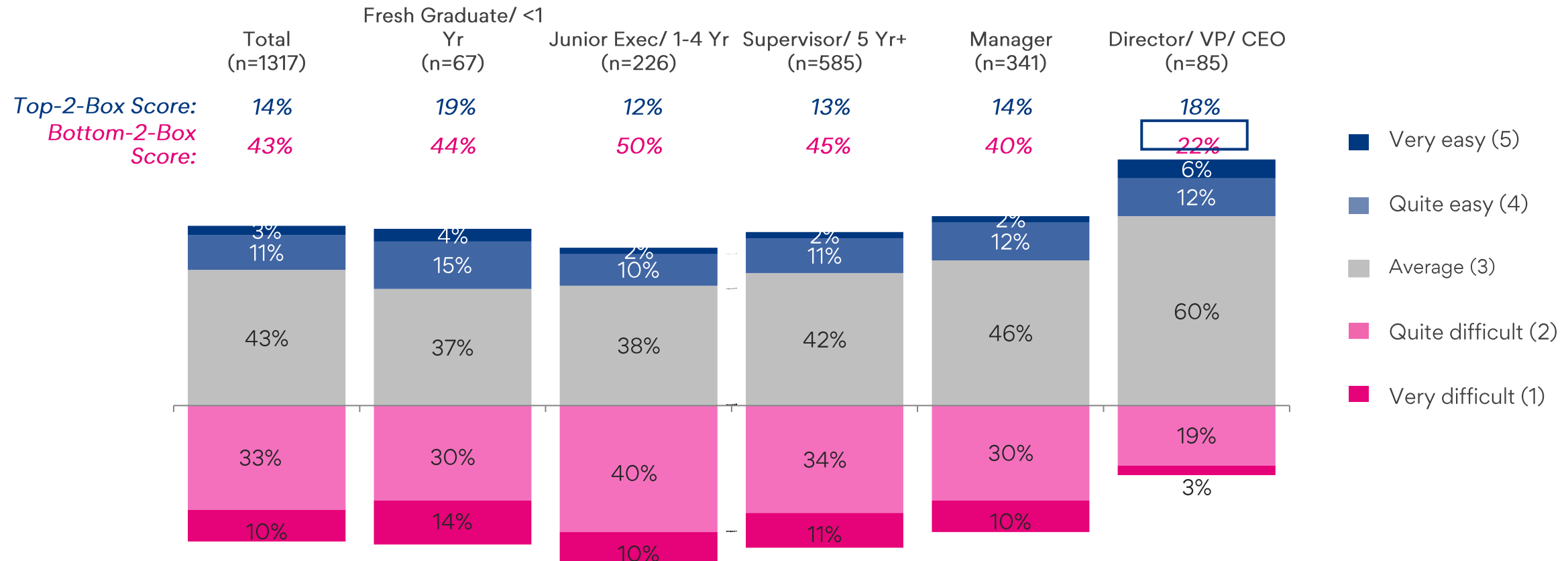
Base: All who will consider working / have begun searching for job outside Hong Kong (n=1317)

Qn.20c. Do you find it easy to access the information about overseas job?

Working Outside Hong Kong

Ease of accessing information about overseas jobs – by career level

The pattern across different career levels is largely consistent except for the Directors / VPs / CEOs with a much smaller proportion (22%) find it difficult to access overseas job information.



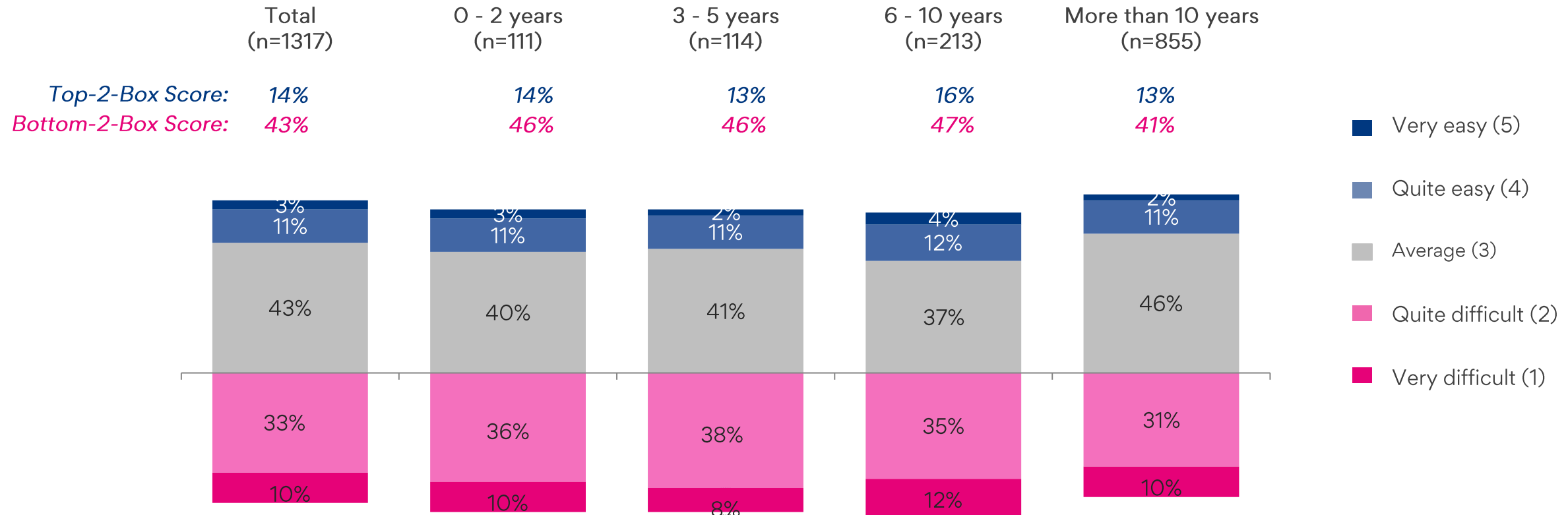
* Top-2-box denotes % rating “Very easy” and “Quite easy” * Bottom-2-box denotes % rating “Very difficult” and “Quite difficult”

Base: All who will consider working / have begun searching for job outside Hong Kong (n=1317)

Qn.20c. Do you find it easy to access the information about overseas job?

Working Outside Hong Kong

Ease of accessing information about overseas jobs – by work experience
The pattern across different work experience segments is consistent.

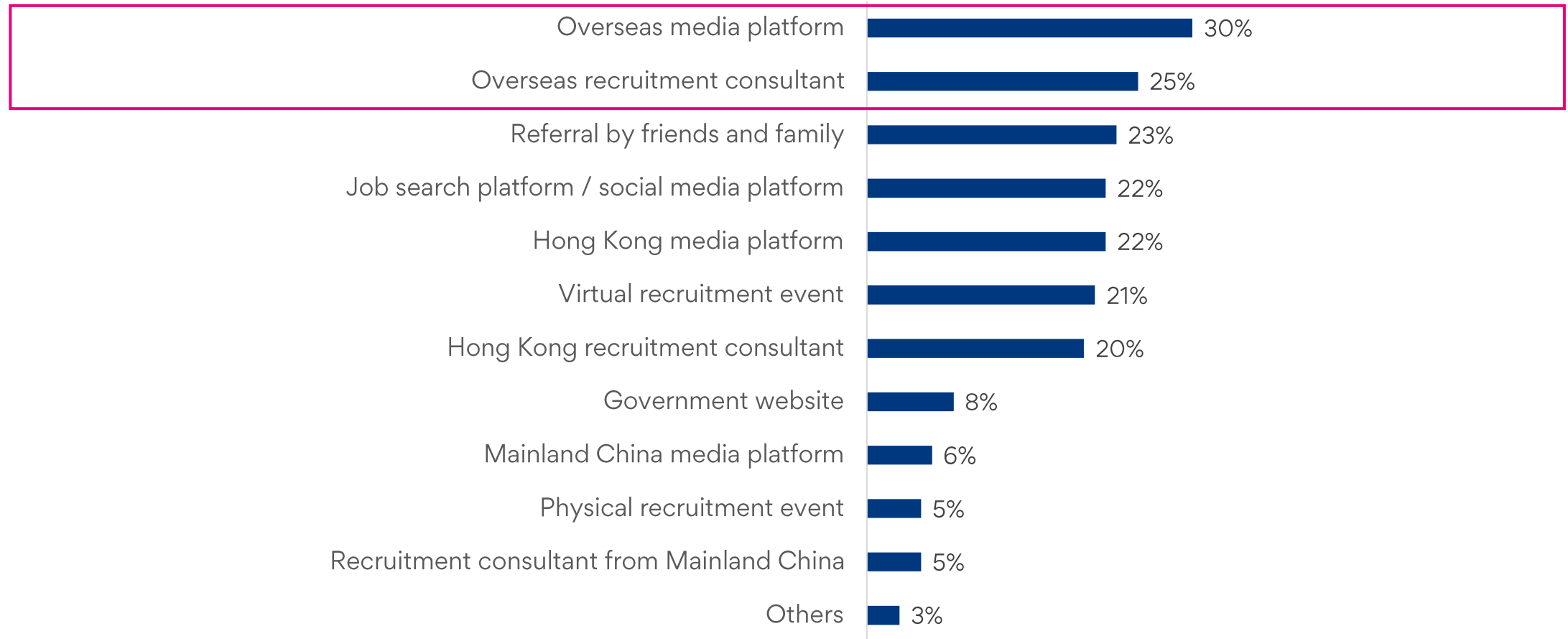


* Top-2-box denotes % rating “Very easy” and “Quite easy” * Bottom-2-box denotes % rating “Very difficult” and “Quite difficult”
Base: All who will consider working / have begun searching for job outside Hong Kong (n=1317)
Qn.20c. Do you find it easy to access the information about overseas job?

Working Outside Hong Kong

Sources of information about overseas job opportunities

“Overseas media platform” (30%) stands out to be the most common source of information, followed by “overseas recruitment consultant” (25%) and other local sources.



Working Outside Hong Kong

Sources of information about overseas job opportunities – by age

While different age segments source information from different channels, most age segments (except those aged above 50 who rely more on “personal referrals”) focus on “overseas media platform”.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1371	n=109	n=167	n=217	n=261	n=224	n=174	n=159
Overseas media platform	30% ¹	32% ¹	35% ¹	32% ¹	35% ¹	28% ²	29% ¹	21%
Overseas recruitment consultant	25% ²	19%	23% ³	29% ²	27% ²	29% ¹	24%	21%
Referral by friends and family	23% ³	22%	15%	21% ³	27% ²	18%	26% ²	31% ¹
Job search platform / social media platform	22%	22%	21%	20%	26%	24%	15%	25% ³
Hong Kong media platform	22%	25% ³	23% ³	20%	17%	21%	25% ³	28% ²
Virtual recruitment event	21%	26% ²	24% ²	19%	15%	25% ³	24%	16%
Hong Kong recruitment consultant	20%	21%	16%	21% ³	15%	24%	23%	25%
Government website	8%	12%	8%	6%	7%	11%	5%	12%
Mainland China media platform	6%	10%	6%	6%	2%	3%	7%	8%
Physical recruitment event	5%	9%	7%	5%	5%	3%	5%	4%
Recruitment consultant from Mainland China	5%	3%	5%	4%	4%	3%	10%	6%
Others	3%	2%	1%	4%	5%	3%	4%	2%

Base: All who will consider working / have begun searching for job outside Hong Kong
Qn.20b. Where do you obtain the information about overseas job opportunities?

Working Outside Hong Kong

Sources of information about overseas job opportunities – by career level

- The popular use of “overseas media platform” is reflected across different career levels except the most senior segment.
- The Director / VP / CEO resort to “recruitment consultant” be it overseas or Hong Kong.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1371	n=67	n=226	n=585	n=341	n=85
Overseas media platform	30% ¹	30% ¹	38% ¹	28% ¹	29% ¹	27%
Overseas recruitment consultant	25% ²	18%	22%	25% ²	27% ²	37% ¹
Referral by friends and family	23% ³	23%	17%	25% ²	22%	26%
Job search platform / social media platform	22%	19%	23% ³	19%	25% ³	32% ³
Hong Kong media platform	22%	24% ³	18%	24%	23%	15%
Virtual recruitment event	21%	28% ²	26% ²	20%	21%	9%
Hong Kong recruitment consultant	20%	18%	19%	18%	22%	35% ²
Government website	8%	11%	10%	10%	5%	5%
Mainland China media platform	6%	17%	6%	4%	5%	10%
Physical recruitment event	5%	15%	9%	5%	3%	0%
Recruitment consultant from Mainland China	5%	8%	3%	4%	3%	18%
Others	3%	0%	3%	3%	4%	2%

Base: All who will consider working / have begun searching for job outside Hong Kong
Qn.20b. Where do you obtain the information about overseas job opportunities?

Working Outside Hong Kong

Sources of information about overseas job opportunities – by work experience

Across segments of different work experiences, reliance on “overseas media platform” and “overseas recruitment consultant” is reported except for those with 0-2 years of work experience. This particular segment shows a stronger focus on Hong Kong media platforms (25%) and virtual recruitment events (25%).

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1371	n=111	n=114	n=213	n=855
Overseas media platform	30% ¹	33% ¹	38% ¹	30% ²	28% ¹
Overseas recruitment consultant	25% ²	18%	26% ²	31% ¹	25% ²
Referral by friends and family	23% ³	20%	15%	19%	25% ³
Job search platform / social media platform	22%	22%	25%	19%	23%
Hong Kong media platform	22%	25% ²	18%	21% ³	22%
Virtual recruitment event	21%	25% ²	26% ²	18%	20%
Hong Kong recruitment consultant	20%	22%	16%	15%	22%
Government website	8%	9%	9%	7%	8%
Mainland China media platform	6%	14%	5%	5%	5%
Physical recruitment event	5%	14%	7%	4%	4%
Recruitment consultant from Mainland China	5%	5%	3%	4%	5%
Others	3%	2%	1%	3%	4%

Base: All who will consider working / have begun searching for job outside Hong Kong
 Qn.20b. Where do you obtain the information about overseas job opportunities? (You can choose up to 3 options)



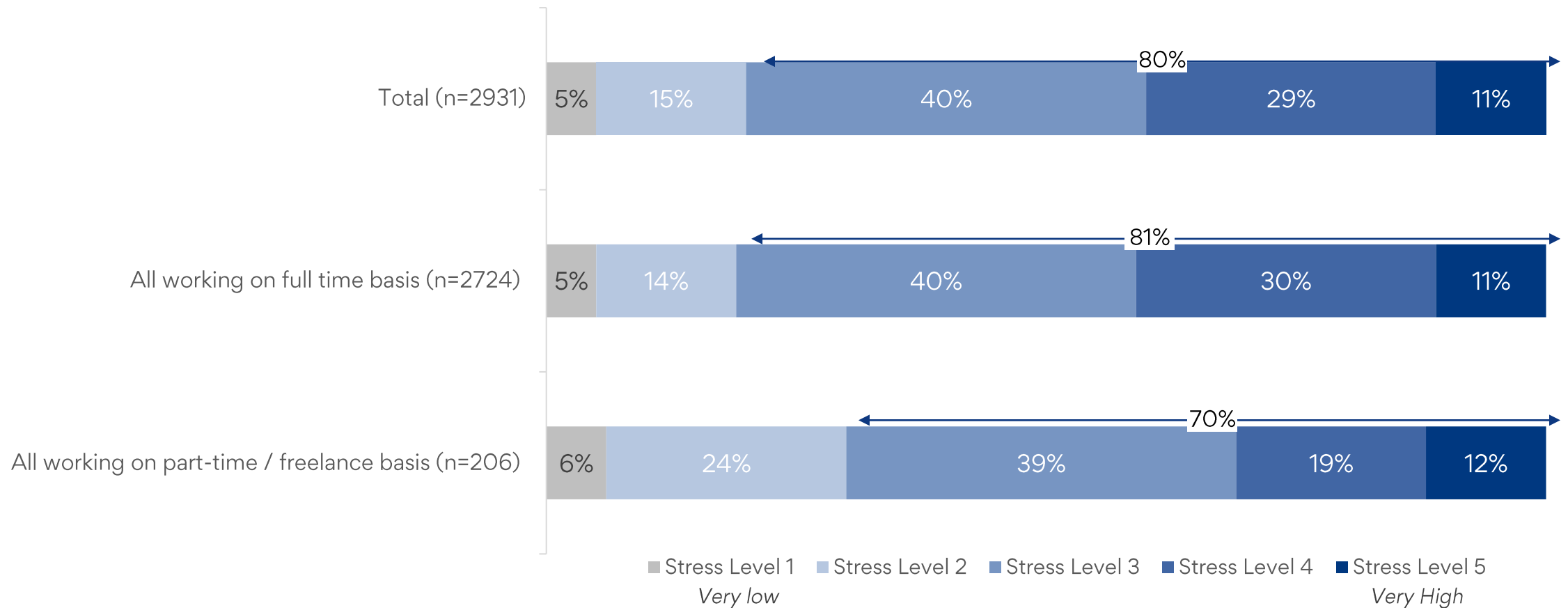
Section 7

EMPLOYEE WELL-BEING

Employee Well-being

Work stress level

- Overall, 80% indicate medium to high level (Level 3 to 5) of work stress.
- In comparison, a relatively smaller proportion of respondents working on part-time / freelance basis (70%) indicate medium to high level of work stress.



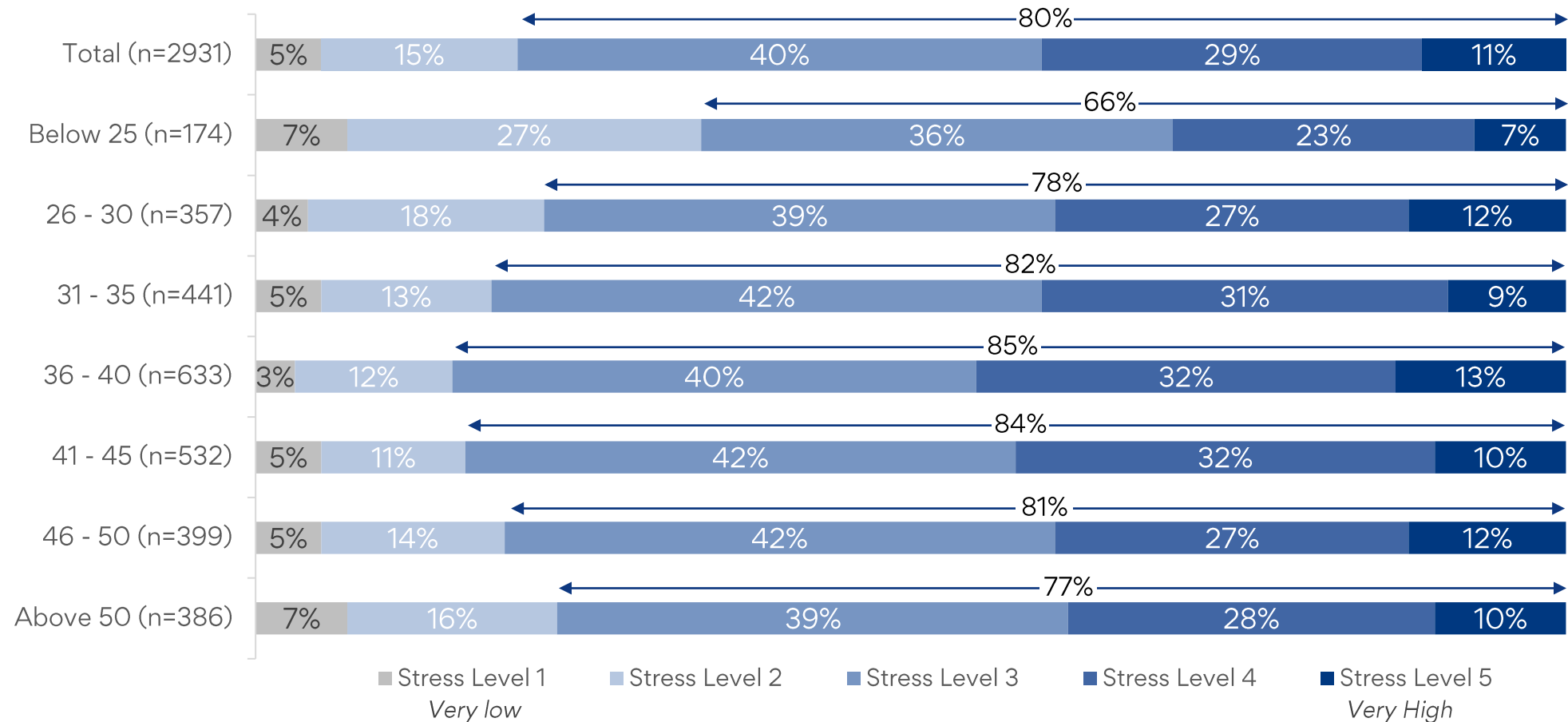
Base: All working respondents

Qn.26a1. Overall speaking, how would you rate your work stress level? On a scale of 1 to 5, please rate your current level of work stress, with 1 being "Very low stress" and 5 being "Very high stress"

Employee Well-being

Work stress level – by age

Except for those aged below 25 who express a relatively low level of work stress, other age groups experience similarly high level of work stress.



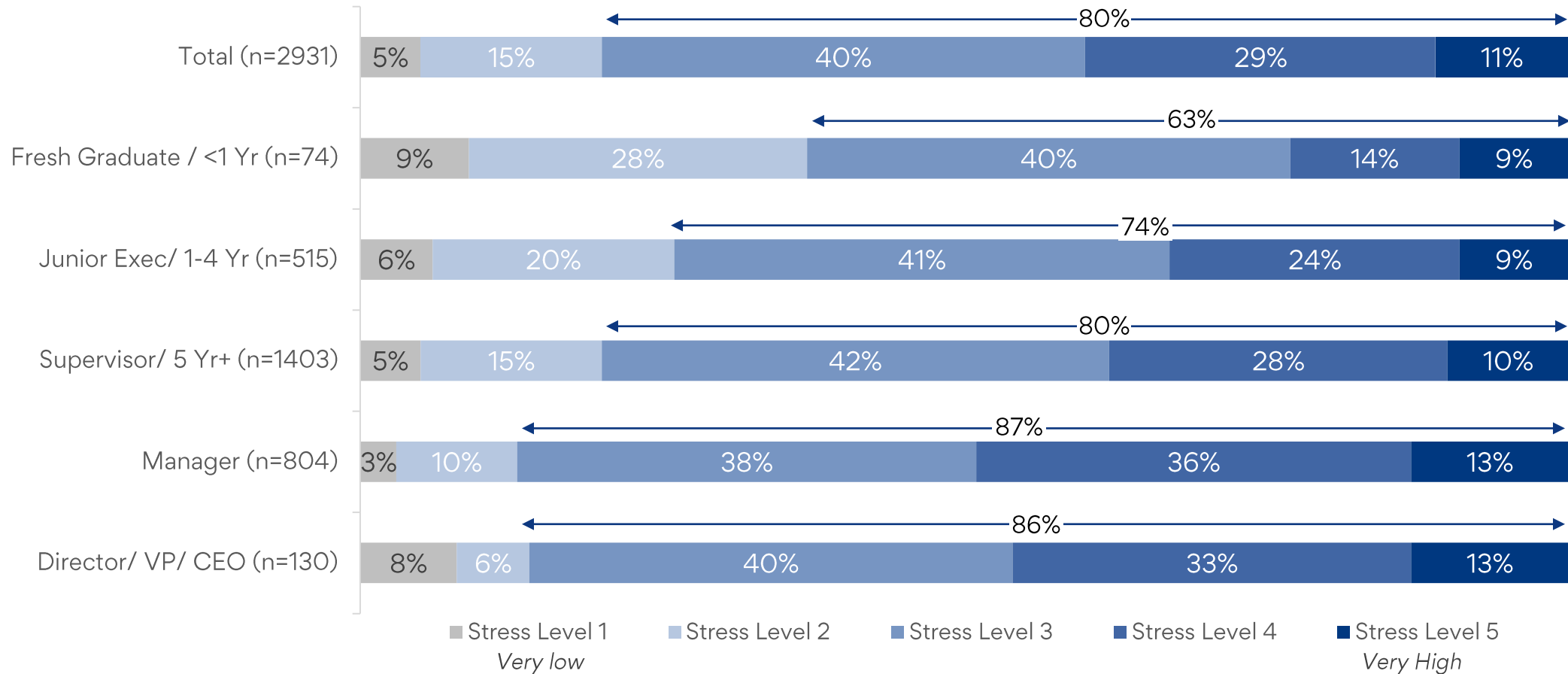
Base: All working respondents

Qn.26a1. Overall speaking, how would you rate your work stress level? On a scale of 1 to 5, please rate your current level of work stress, with 1 being "Very low stress" and 5 being "Very high stress"

Employee Well-being

Work stress level – by career level

Work stress rises as respondents progress in their career path.



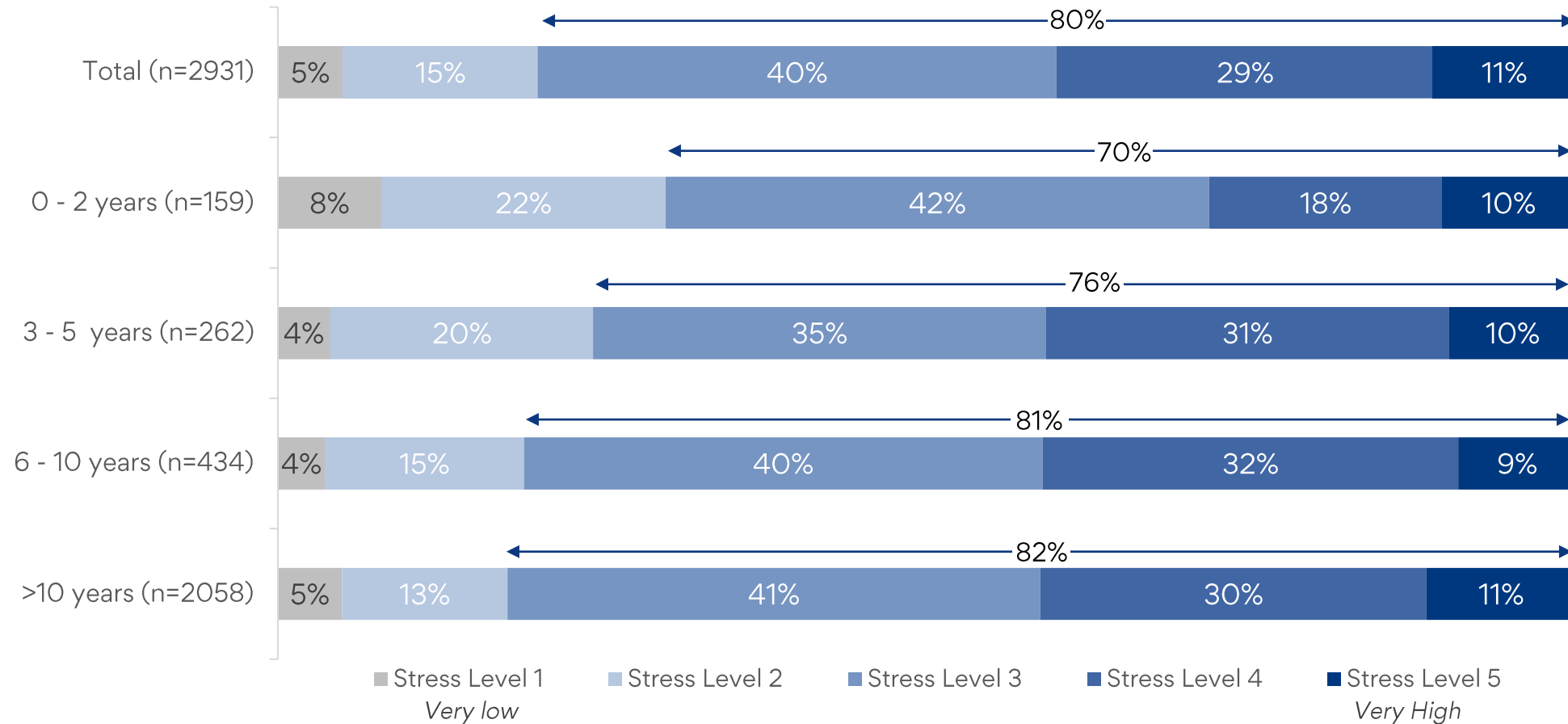
Base: All working respondents

Qn.26a1. Overall speaking, how would you rate your work stress level? On a scale of 1 to 5, please rate your current level of work stress, with 1 being "Very low stress" and 5 being "Very high stress"

Employee Well-being

Work stress level – by work experience

Work stress accelerates as respondents' work experience lengthens.



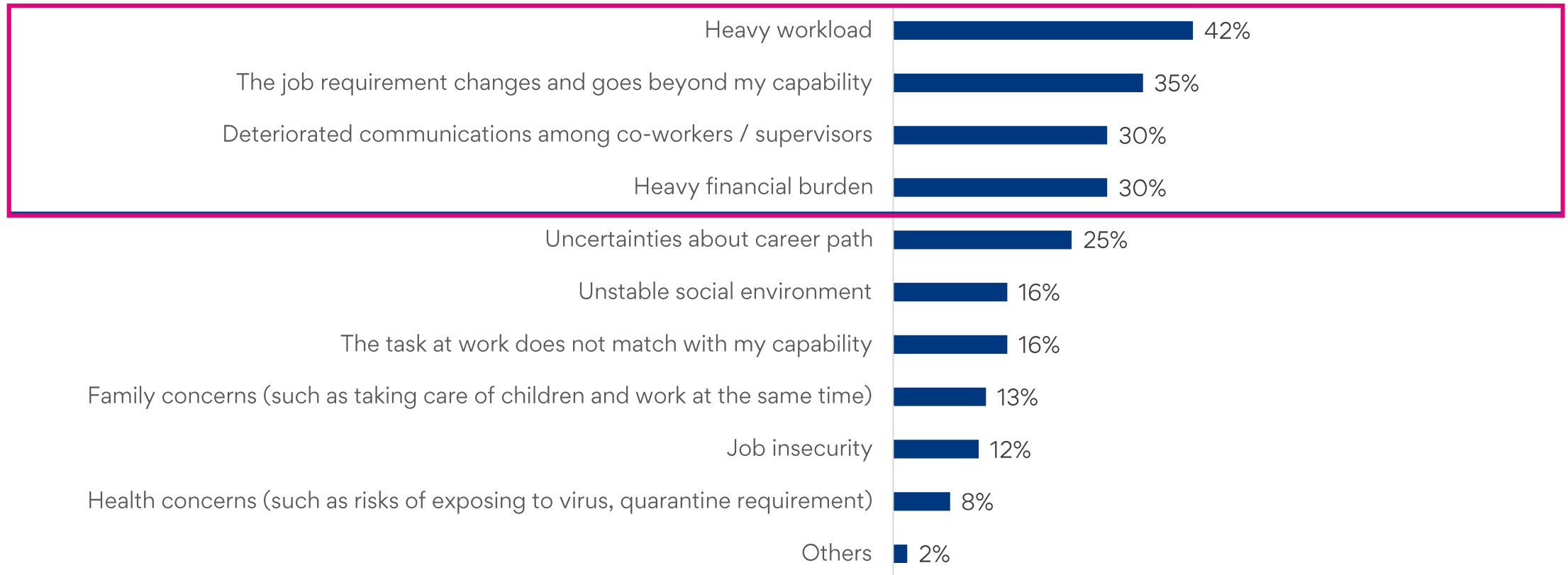
Base: All working respondents

Qn.26a1. Overall speaking, how would you rate your work stress level? On a scale of 1 to 5, please rate your current level of work stress, with 1 being "Very low stress" and 5 being "Very high stress"

Employee Well-being

Factors contributing to work stress

“Heavy workload”(42%) is the prime factor leading to work stress, followed by “job requirement changes that go beyond my capability”(35%), “deteriorated communications among co-workers / supervisors” (30%) and “heavy financial burden”(30%).



Employee Well-being

Factors contributing to work stress – by age

- “Heavy workload” cut across all age segments as the key reason of work stress. Other key factors are largely consistent across ages.
- In particular, “uncertainties about career path” is a major factor of work stress among those aged below 25 (46%) and those aged 31 – 35 (35%)

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=2788	n=162	n=342	n=420	n=612	n=507	n=380	n=358
Heavy workload	42% ¹	34% ²	45% ¹	48% ¹	44% ¹	44% ¹	37% ¹	39% ¹
The job requirement changes and goes beyond my capability	35% ²	24%	35% ²	34% ²	37% ²	37% ²	36% ²	34% ²
Deteriorated communications among co-workers / supervisors	30% ³	30% ³	33%	31% ³	29% ³	29%	34% ³	28% ³
Heavy financial burden	30% ³	25%	28%	30%	29% ³	35% ³	33%	26%
Uncertainties about career path	25%	46% ¹	35% ²	29%	23%	22%	17%	15%
Unstable social environment	16%	14%	15%	15%	16%	18%	18%	17%
The task at work does not match with my capability	16%	21%	20%	15%	16%	15%	16%	16%
Family concerns (such as taking care of children and work at the same time)	13%	6%	11%	16%	16%	15%	13%	10%
Job insecurity	12%	8%	8%	10%	10%	13%	17%	17%
Health concerns (such as risks of exposing to virus, quarantine requirement).	8%	7%	8%	6%	7%	8%	11%	10%
Others	2%	1%	2%	2%	2%	3%	2%	2%

Base : All working respondents who rate their work stress as Level 2 – 5
 Qn.26b. Which of the following factors contribute to the stress? (You can choose up to 3 options)

Employee Well-being

Factors contributing to work stress – by career level

Following the pattern reflected across age segments, two junior segments “Fresh graduates / <1 year of work experience (53%) and “Junior Exec / 1- 4 years of work experience (32%) attribute “Uncertainties about career path” as a key factor of work stress.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=2788	n=67	n=483	n=1388	n=778	n=120
Heavy workload	42% ¹	19%	41% ¹	43% ¹	45% ¹	35% ²
The job requirement changes and goes beyond my capability	35% ²	16%	29%	37% ²	38% ²	36% ¹
Deteriorated communications among co-workers / supervisors	30% ³	24%	32% ²	30%	30% ³	30% ³
Heavy financial burden	30% ³	31% ²	27%	32% ³	29%	24%
Uncertainties about career path	25%	53% ¹	32% ³	23%	23%	19%
Unstable social environment	16%	17%	16%	16%	15%	30%
The task at work does not match with my capability	16%	25% ³	22%	16%	13%	12%
Family concerns (such as taking care of children and work at the same time)	13%	8%	10%	16%	13%	6%
Job insecurity	12%	21%	9%	12%	13%	20%
Health concerns (such as risks of exposing to virus, quarantine requirement).	8%	18%	9%	8%	6%	6%
Others	2%	2%	3%	2%	2%	1%

Base : All working respondents who rate their work stress as Level 2 – 5
Qn.26b. Which of the following factors contribute to the stress? (You can choose up to 3 options)

Employee Well-being

Factors contributing to work stress – by work experience

- Key factors are largely consistent across segments with different lengths of work experience.
- “Uncertainties about career path” particularly bother those with less work experience.

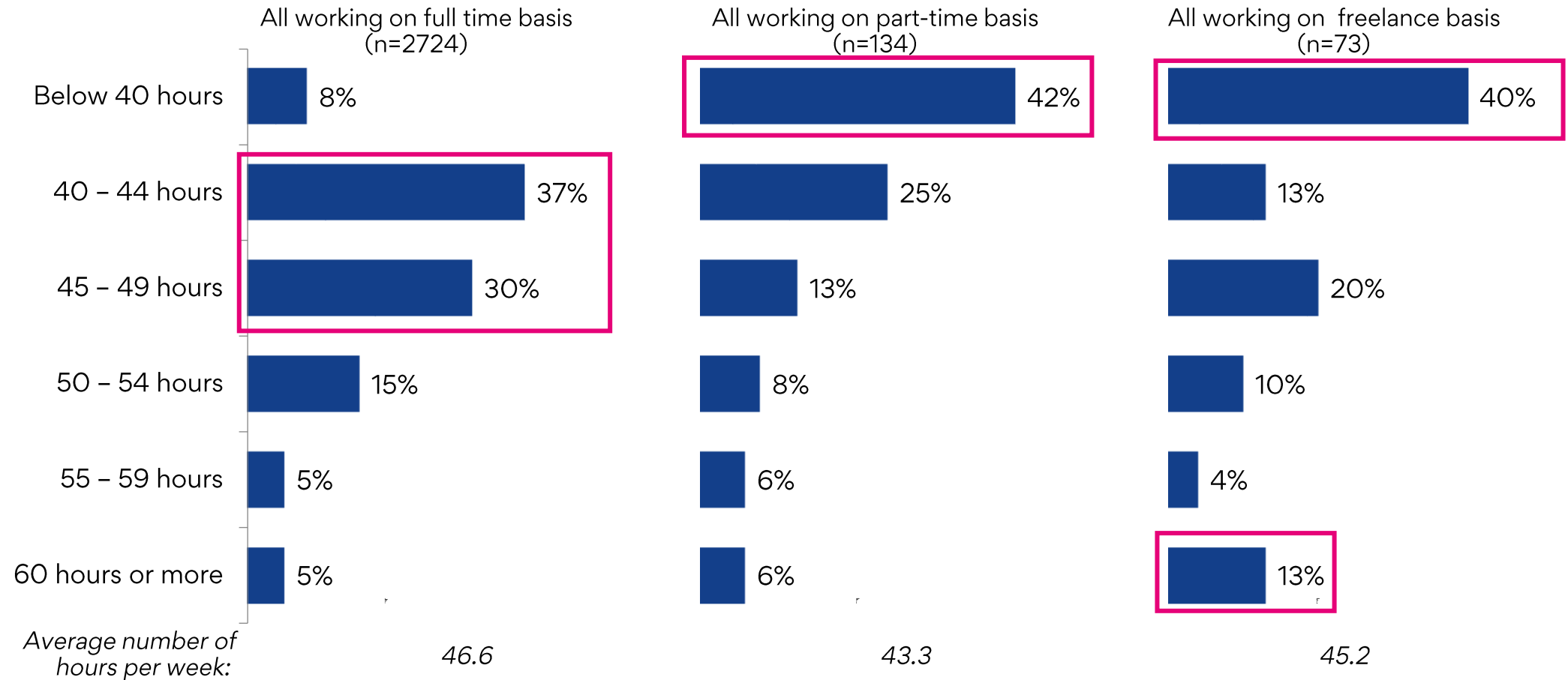
	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=2788	n=146	n=251	n=418	n=1956
Heavy workload	42% ¹	32% ³	47% ¹	49% ¹	42% ¹
The job requirement changes and goes beyond my capability	35% ²	22%	31% ³	35% ²	37% ²
Deteriorated communications among co-workers / supervisors	30% ³	33% ²	30%	33% ³	30% ³
Heavy financial burden	30% ³	26%	29%	32%	30% ³
Uncertainties about career path	25%	53% ¹	32% ²	32%	20%
Unstable social environment	16%	14%	14%	12%	18%
The task at work does not match with my capability	16%	24%	16%	16%	16%
Family concerns (such as taking care of children and work at the same time)	13%	6%	10%	14%	14%
Job insecurity	12%	11%	8%	11%	13%
Health concerns (such as risks of exposing to virus, quarantine requirement).	8%	10%	8%	5%	8%
Others	2%	3%	1%	1%	2%

Base : All working respondents who rate their work stress as Level 2 – 5
 Qn.26b. Which of the following factors contribute to the stress? (You can choose up to 3 options)

Employee Well-being

Working hours

- Around two-third of those working on full-time basis work between 40 – 49 hours per week.
- For those working on part-time basis, 42% work less than 40 hours per week.
- Those working on freelance basis reflect a polarized pattern. 40% work less than 40 hours per week while 13% work more than 60 hours per week.



Employee Well-being

Working hours – by job function

Two job functions reported they work more than 50 hours per week – Food and Beverage: 54.8 hours and Hospitality / Tourism: 50.2 hours.

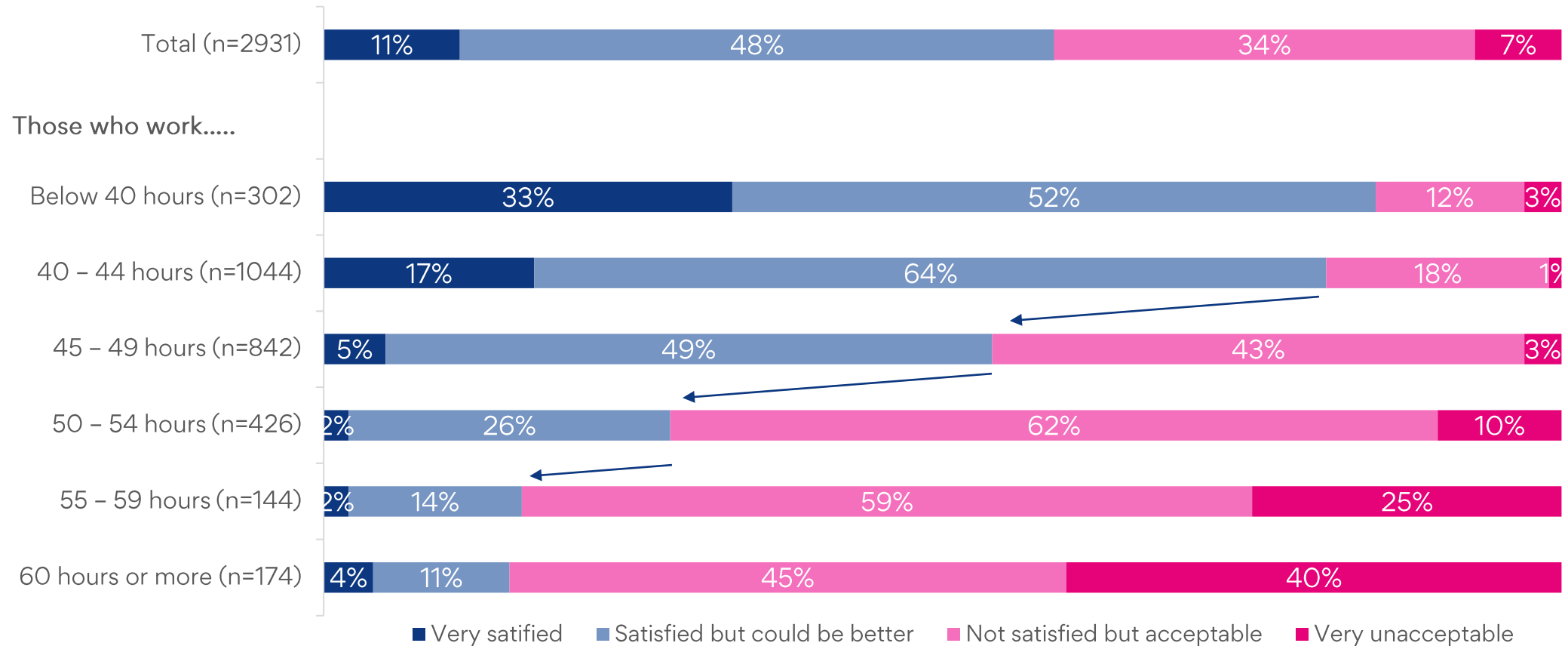
	TOTAL	Food and Beverage	Hospitality / Tourism	Property / Real Estate	Building & Construction	Digital Marketing, E-Commerce & Social Media	Banking	Engineering	Manufacturing	Corporate Sales & Business Development	Retail Sales	Public Relations & Corporate Affairs	Customer Services	Transportation & Logistics	General Management	Legal / Compliance	Finance	Marketing & Branding	Information Technology	Merchandising & Purchasing	Insurance	Design	Admin & HR	Medical Services	Education	Accounting	Sciences, Lab, R&D	Public / Civil / Social Services	Analytics
Base	2724	73	31	96	124	26	72	177	44	85	43	33	72	177	63	44	55	92	218	115	29	49	363	30	91	323	52	61	39
Below 40 hours	8%	4%	5%	3%	9%	-	4%	9%	11%	8%	7%	11%	10%	9%	5%	3%	9%	4%	6%	10%	12%	11%	8%	7%	9%	8%	12%	4%	18%
40 – 44 hours	37%	5%	17%	24%	27%	37%	31%	27%	38%	23%	37%	25%	28%	38%	35%	50%	34%	36%	44%	34%	41%	44%	44%	37%	40%	44%	40%	64%	40%
45 – 49 hours	30%	15%	21%	39%	26%	29%	34%	31%	18%	44%	24%	32%	38%	25%	38%	20%	31%	37%	27%	34%	19%	27%	28%	47%	31%	33%	30%	22%	28%
50 – 54 hours	15%	35%	36%	20%	20%	23%	20%	20%	14%	17%	17%	20%	12%	17%	12%	17%	17%	18%	13%	12%	19%	6%	12%	7%	16%	10%	16%	3%	5%
55 – 59 hours	5%	13%	14%	3%	8%	8%	3%	5%	7%	5%	12%	9%	4%	3%	5%	3%	1%	2%	5%	6%	7%	8%	5%	-	1%	4%	-	1%	7%
60 hours or more	6%	28%	7%	11%	10%	4%	8%	8%	11%	4%	3%	3%	7%	8%	6%	7%	7%	4%	5%	4%	2%	4%	3%	3%	2%	2%	2%	5%	3%
Average per week	46.6	54.8	50.2	48.9	48.3	47.8	47.7	47.6	47.3	47.1	47.0	47.0	46.9	46.9	46.8	46.7	46.6	46.5	46.2	46.2	45.7	45.5	45.5	45.4	45.3	45.1	44.8	44.7	44.5

Base: All working respondents
Qn.26h. How many hours a week do you usually work?

Employee Well-being

Satisfaction with working hours

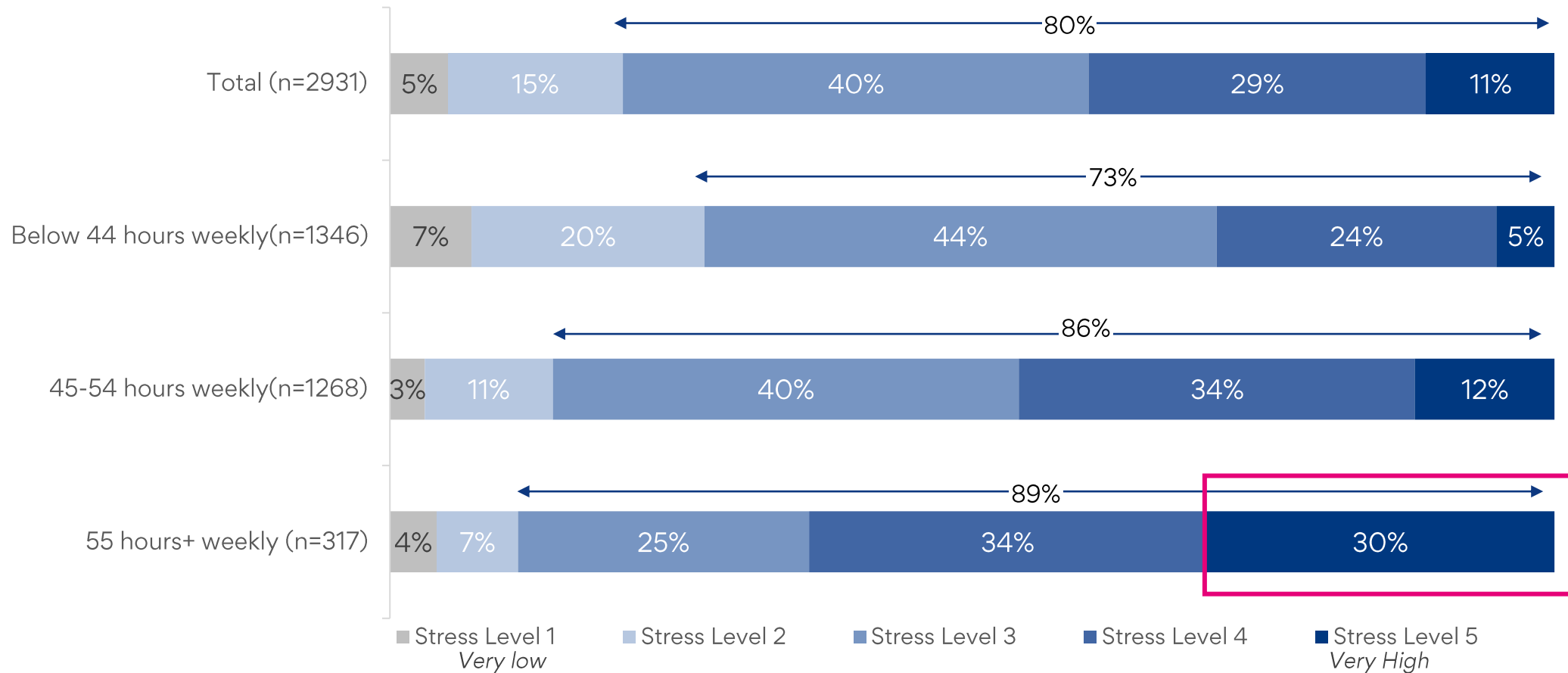
- Overall, 59% of the working respondents are satisfied with their current working hours.
- Their satisfaction drops sharply when the working hours go beyond 44 hours a week.



Employee Well-being

Working hours and work stress

Work stress accelerates as respondents' working hours lengthens. For those working beyond 55 hours a week, 30% report the highest stress level (Level 5).



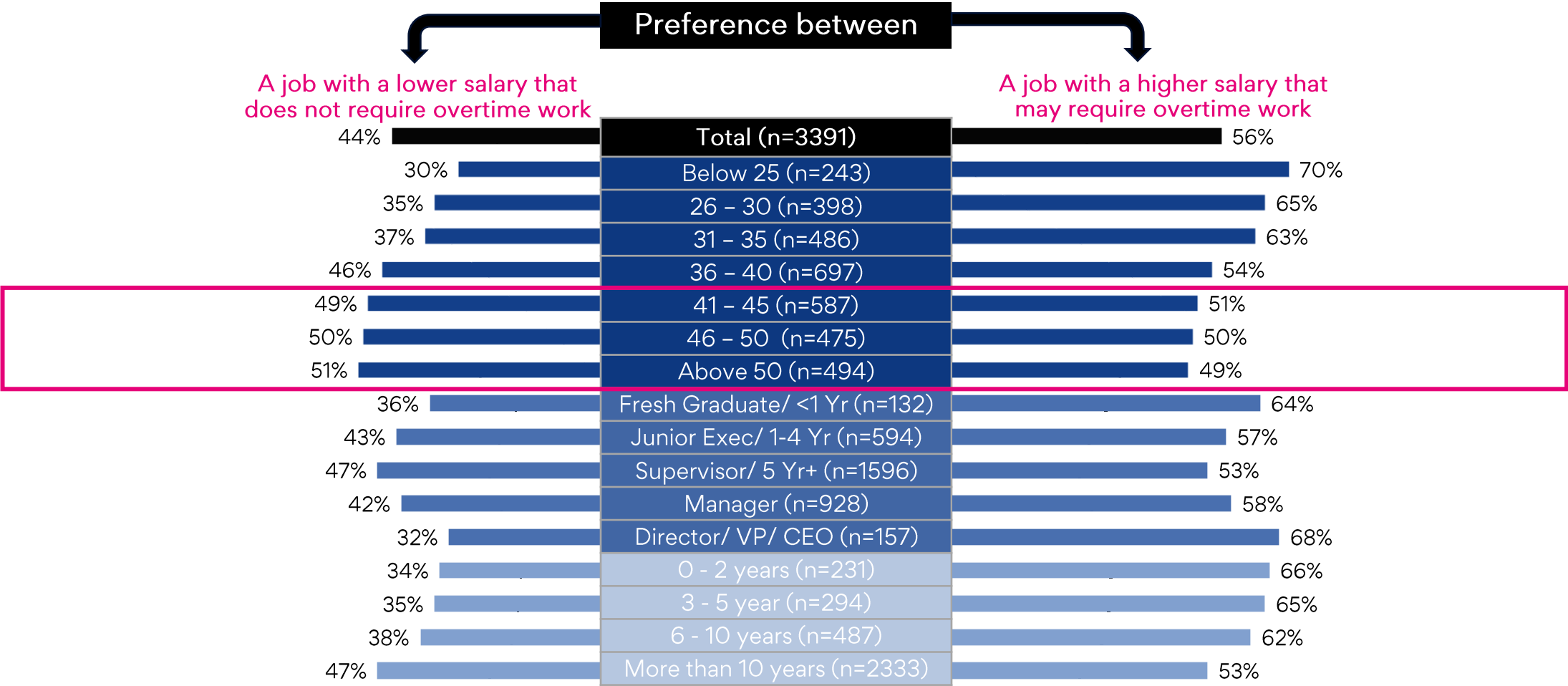
Base: All working respondents

Qn.26a1. Overall speaking, how would you rate your work stress level? On a scale of 1 to 5, please rate your current level of work stress, with 1 being "Very low stress" and 5 being "Very high stress"

Employee Well-being

Preference between working hours and salary

Nonetheless, 56% prefer higher salary to time. Such preference generally prevails across different segments, except those age above 40 who show a more balanced view.

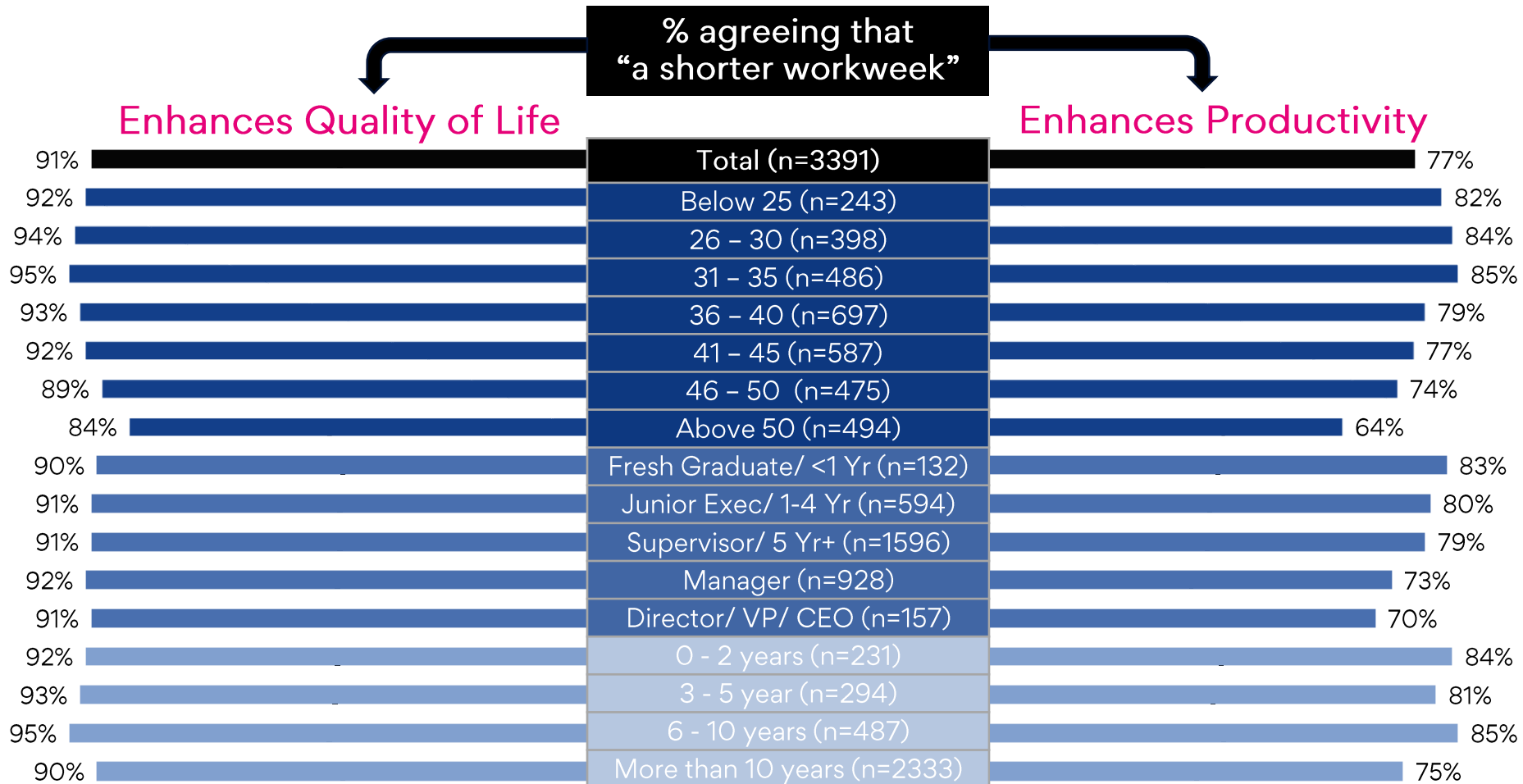


Base: All respondents
Qn.26o. Given that all other factors are equal, which of the following would you prefer?

Employee Well-being

Shorter workweek – perceived benefits

- Strong consensus towards the benefits of “enhancing quality of life” is seen across respondents of different age groups, career levels and work experiences (84% - 95%).
- As for “enhancing productivity”, the younger, the junior and those with less work experience reflect comparatively stronger agreement.



Base: All respondents

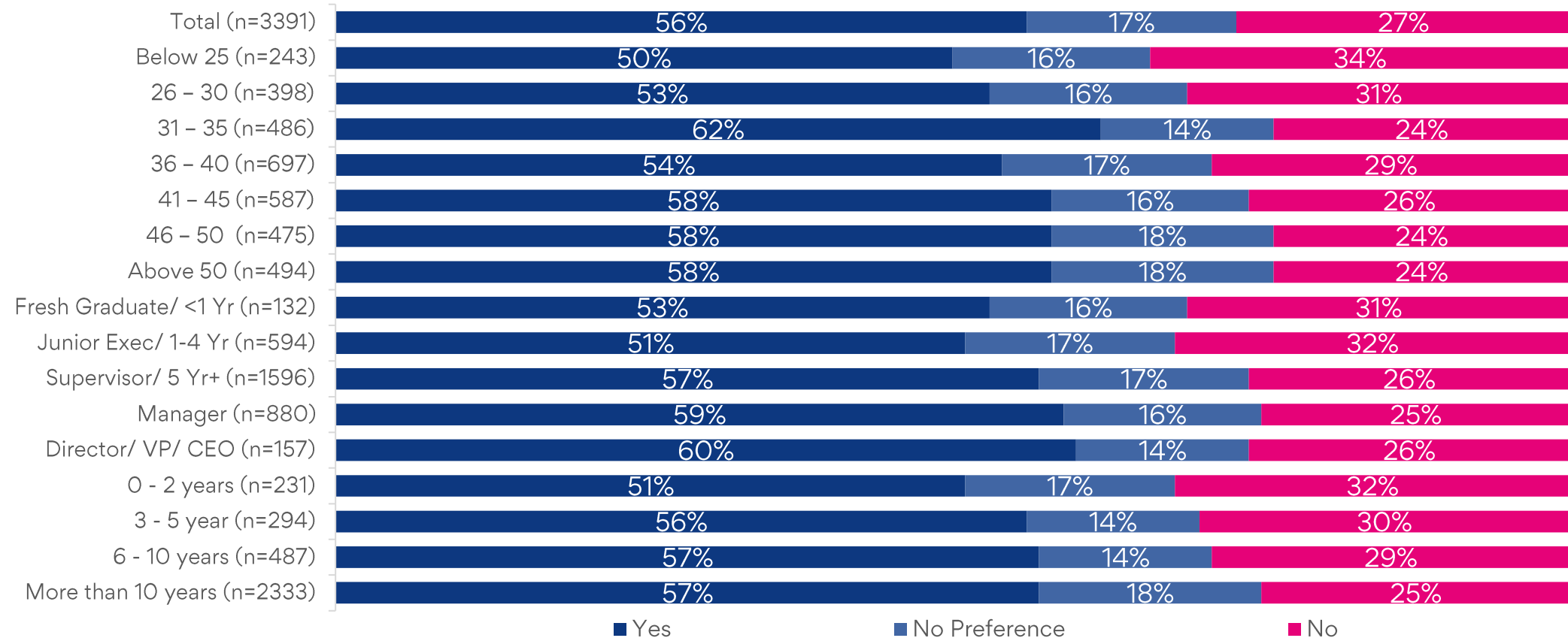
Qn.26j. Do you believe a shorter workweek (e.g., a 4-day workweek) would enhance your productivity?

Qn.26k. Do you believe a shorter workweek (e.g., a 4-day workweek) would enhance quality of life?

Employee Well-being

Shorter workweek – willingness to work additional hours daily in exchange for a 4-day workweek

While respondents have strong consensus about the benefits of a shorter workweek, they are less enthusiastic in working additional hours during other days to attain a 4-day workweek. Overall, 56% indicate willingness.



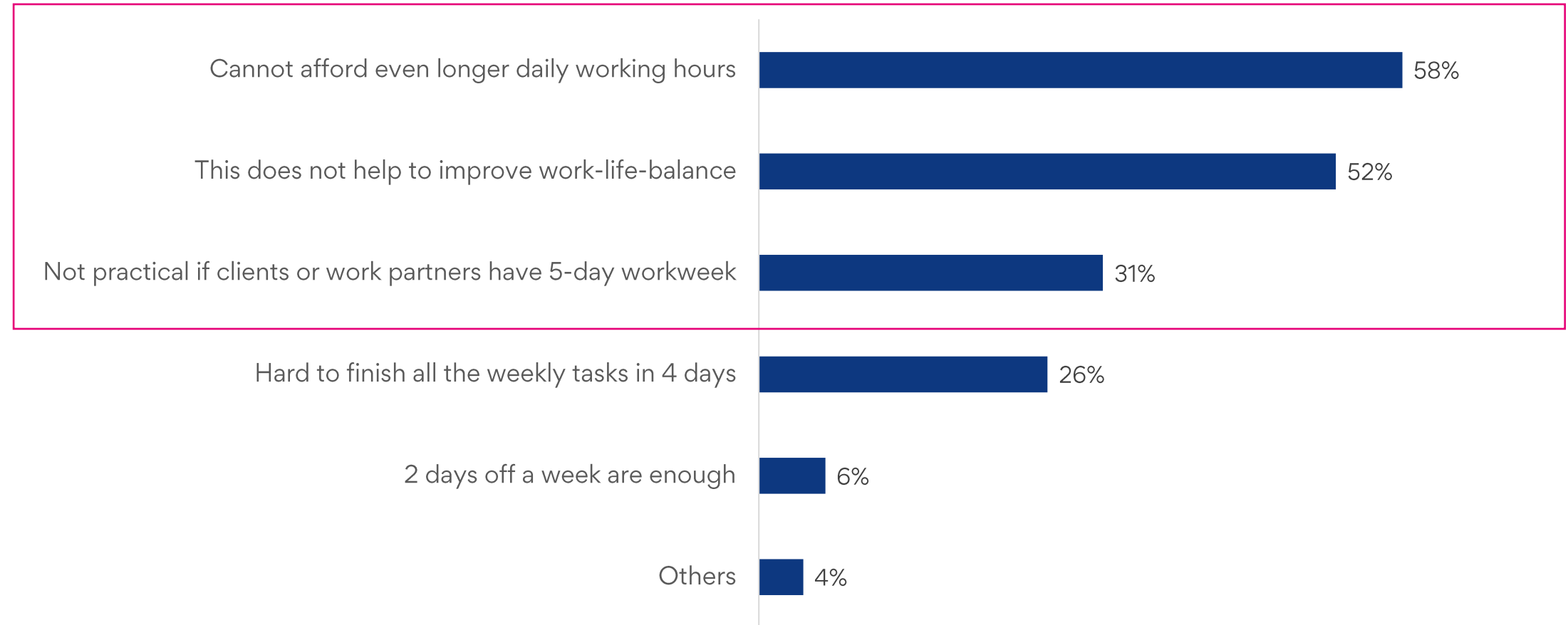
Base: All respondents

Qn.26L. Would you be willing to work additional hours during weekdays in exchange for a 4-day workweek?

Employee Well-being

Shorter workweek – reasons for NOT willing to work additional hours in exchange for a 4-day workweek

Top three reasons are “cannot afford even longer daily working hours” (58%), “this does not help to improve work-life-balance” (52%) and “not practical if clients or work partners have 5-day workweek” (31%).



Base : All respondents who are NOT willing to work additional hours during other days of the week to exchange for a 4-day workweek (n=906)

Qn.26n. What are the reasons for not willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for NOT willing to work additional hours in exchange for a 4-day workweek– by age

- “Cannot afford even longer daily working hours” and “will not improve work-life balance” are key hurdles expressed across age segments.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=906	n=82	n=123	n=118	n=200	n=149	n=112	n=117
Cannot afford even longer daily working hours	58% ¹	61% ¹	74% ¹	62% ¹	60% ¹	51% ²	47% ²	54% ¹
This does not help to improve work-life-balance	52% ²	54% ²	55% ²	55% ²	47% ²	58% ¹	51% ¹	47% ²
Not practical if clients or work partners have 5-day workweek	31% ³	29% ³	18%	25% ³	32% ³	31% ³	41% ³	41% ³
Hard to finish all the weekly tasks in 4 days	26%	32%	23% ³	21%	26%	26%	37%	20%
2 days off a week are enough	6%	6%	3%	4%	4%	6%	9%	15%
Others	4%	3%	4%	1%	4%	7%	5%	4%

Base : All respondents who are NOT willing to work additional hours during other days of the week to exchange for a 4-day workweek

Qn.26n. What are the reasons for not willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for NOT willing to work additional hours in exchange for a 4-day workweek– by career level

- “Will not improve work-life balance” is the key reservation expressed across different career levels.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=906	n=117	n=41	n=189	n=407	n=41
Cannot afford even longer daily working hours	58% ¹	59% ²	69% ¹	57% ¹	58% ¹	27%
This does not help to improve work-life-balance	52% ²	66% ¹	48% ²	55% ²	47% ²	62% ¹
Not practical if clients or work partners have 5-day workweek	31% ³	32%	26% ³	30% ³	38% ³	29% ³
Hard to finish all the weekly tasks in 4 days	26%	34% ³	26% ³	24%	27%	31% ²
2 days off a week are enough	6%	2%	7%	6%	7%	10%
Others	4%	0%	4%	4%	4%	8%

Base : All respondents who are NOT willing to work additional hours during other days of the week to exchange for a 4-day workweek

Qn.26n. What are the reasons for not willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for NOT willing to work additional hours in exchange for a 4-day workweek– by career level

- “Cannot afford even longer daily working hours” and “will not improve work-life balance” are key hurdles expressed across age segments.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=906	n=73	n=87	n=139	n=590
Cannot afford even longer daily working hours	58% ¹	62% ²	73% ¹	60% ¹	56% ¹
This does not help to improve work-life-balance	52% ²	66% ¹	44% ²	52% ²	52% ²
Not practical if clients or work partners have 5-day workweek	31% ³	26%	28%	25% ³	33% ³
Hard to finish all the weekly tasks in 4 days	26%	27% ³	29% ³	25% ³	26%
2 days off a week are enough	6%	1%	9%	4%	7%
Others	4%	1%	4%	3%	5%

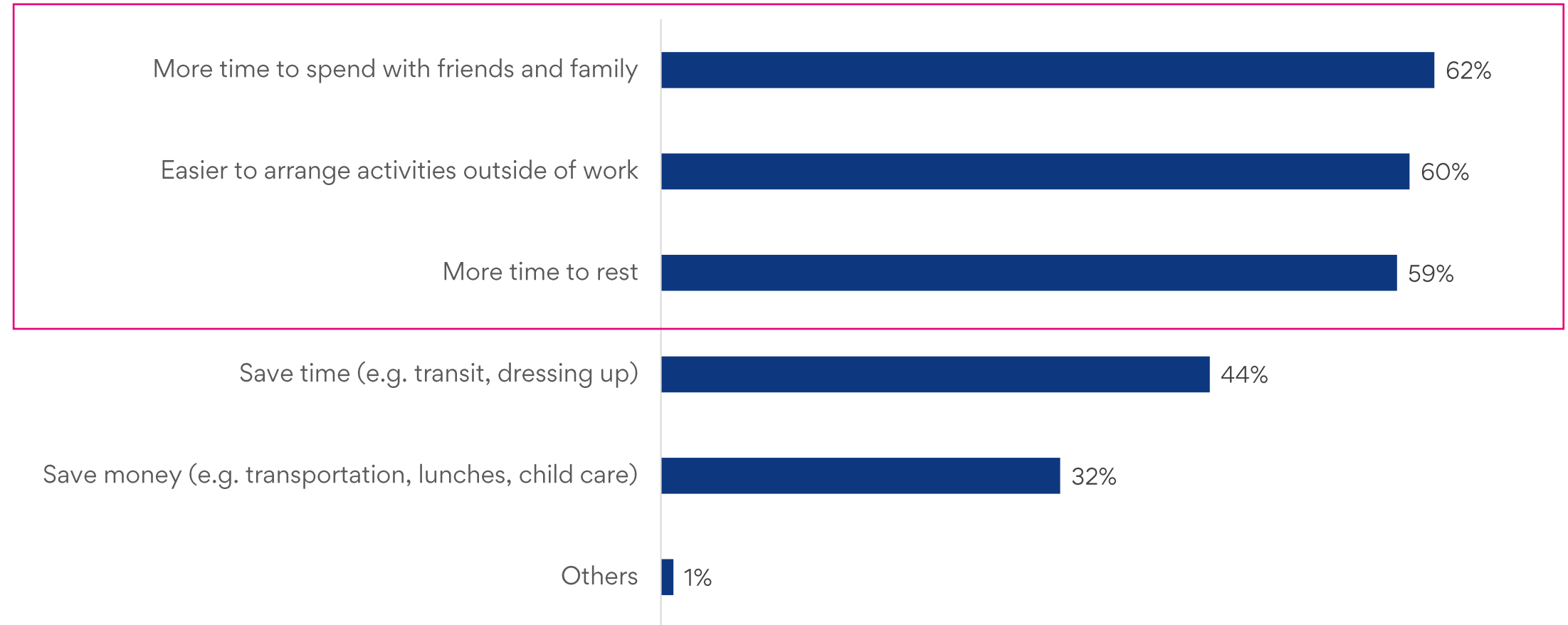
Base : All respondents who are NOT willing to work additional hours during other days of the week to exchange for a 4-day workweek

Qn.26n. What are the reasons for not willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for willing to work additional hours in exchange for a 4-day workweek

- Top 3 reasons are “more time to spend with friends and family” (62%), “easier to arrange activities outside of work” (60%) and “more time to rest” (59%).



Base : All respondents who are willing to work additional hours during other days of the week to exchange for a 4-day workweek (n=1921)

Qn.26m. What are the Reasons for willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for willing to work additional hours in exchange for a 4-day workweek – by age

- “More time to spend with friends and family” and “easier to arrange activities outside of work” are consistent rational across all age groups, while those aged above 45 focus on “save time”.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1921	n=122	n=213	n=298	n=377	n=342	n=275	n=288
More time to spend with friends and family	62% ^{1.}	55% ^{1.}	50% ^{1.}	63% ^{1.}	65% ^{1.}	66% ^{1.}	60% ^{1.}	68% ^{1.}
Easier to arrange activities outside of work	60% ^{2.}	63% ^{2.}	61% ^{2.}	65% ^{2.}	57% ^{2.}	55% ^{2.}	62% ^{2.}	59% ^{3.}
More time to rest	59% ^{3.}	50% ^{3.}	68% ^{3.}	63% ^{3.}	59% ^{3.}	60% ^{3.}	58%	50%
Save time (e.g. transit, dressing up)	44%	45%	50%	43%	43%	49%	36% ^{2.}	42% ^{2.}
Save money (e.g. transportation, lunches, child care)	32%	19%	35%	34%	34%	34%	34%	29%
Others	1%	1%	1%	1%	1%	0%	2%	0%

Base : All respondents who are willing to work additional hours during other days of the week to exchange for a 4-day workweek (n=1921)

Qn.26m. What are the reasons for willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for willing to work additional hours in exchange for a 4-day workweek – by career level

- Top three reasons are consistent across all career levels.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1921	n=70	n=305	n=910	n=523	n=94
More time to spend with friends and family	62% ¹	61% ²	50% ³	62% ¹	68% ¹	76% ¹
Easier to arrange activities outside of work	60% ²	63% ¹	60% ²	59% ³	62% ²	61% ²
More time to rest	59% ³	54% ³	61% ¹	60% ²	58% ³	55% ³
Save time (e.g. transit, dressing up)	44%	42%	44%	45%	43%	40%
Save money (e.g. transportation, lunches, child care)	32%	21%	35%	34%	29%	29%
Others	1%	0%	1%	1%	1%	1%

Base : All respondents who are willing to work additional hours during other days of the week to exchange for a 4-day workweek (n=1921)

Qn.26m. What are the reasons for willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Shorter workweek – reasons for willing to work additional hours in exchange for a 4-day workweek – by work experience

- Top three reasons are consistent across all segments.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1921	n=118	n=166	n=279	n=1333
More time to spend with friends and family	62% ¹	53% ³	45% ³	62% ³	65% ¹
Easier to arrange activities outside of work	60% ²	64% ¹	56% ²	64% ¹	60% ²
More time to rest	59% ³	61% ²	58% ¹	63% ²	58% ³
Save time (e.g. transit, dressing up)	44%	42%	51%	42%	43%
Save money (e.g. transportation, lunches, child care)	32%	26%	40%	28%	33%
Others	1%	1%	1%	1%	1%

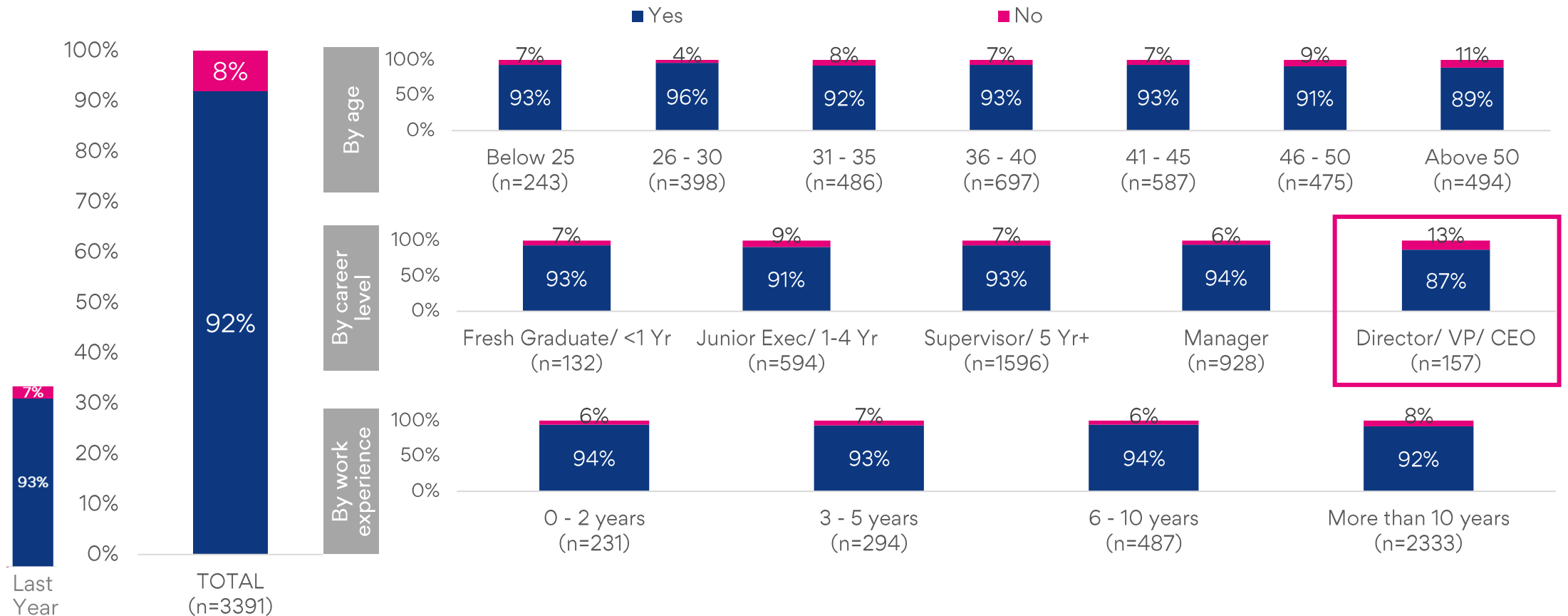
Base : All respondents who are willing to work additional hours during other days of the week to exchange for a 4-day workweek (n=1921)

Qn.26m. What are the reasons for willing to work additional hours during weekdays in exchange for a 4-day workweek(assume the total weekly working hours does not increase)? You can choose up to 3 options.

Employee Well-being

Whether employer should be responsible for employee well-being

- Like last year, majority concur that the employer should take care of the well-being of their employees.
- Such high expectation for employer to take care of the employee well-being is noted regardless of their age, seniority or work experience.
- Only Directors / VPs / CEOs reflect a lower expectation (87%).



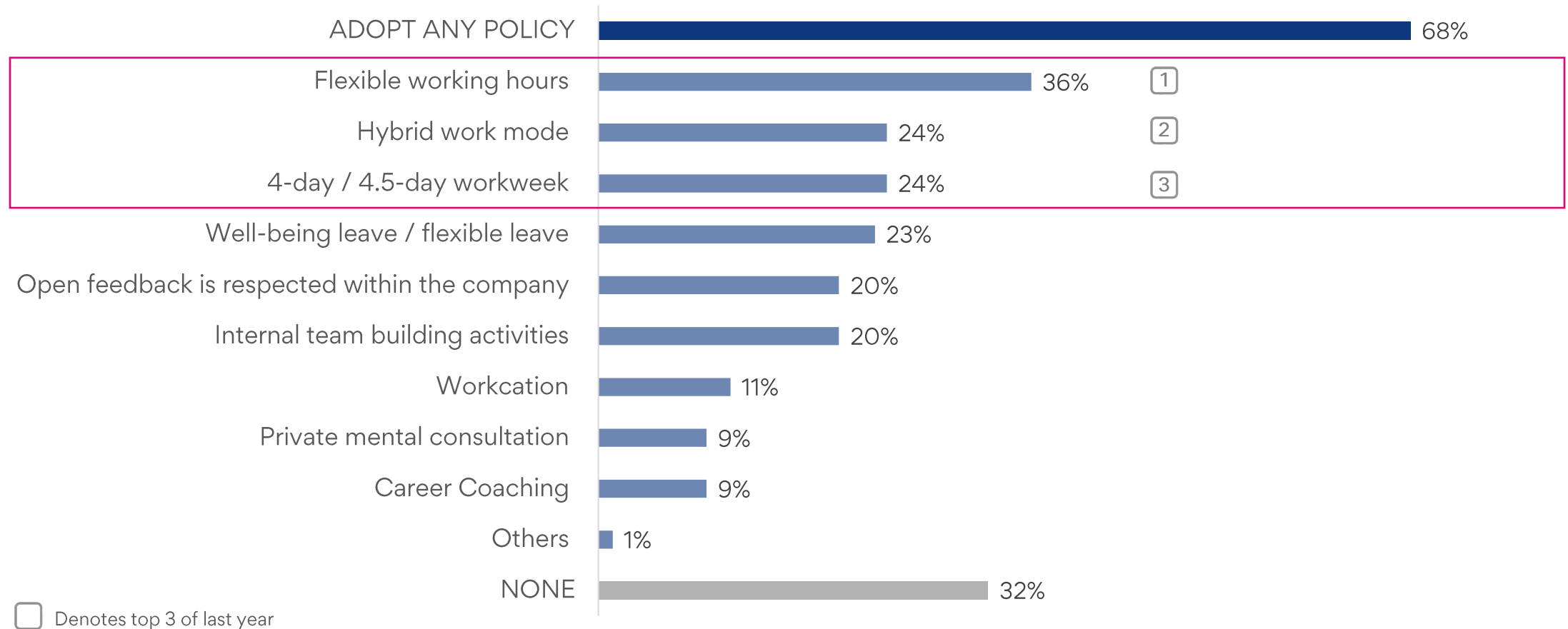
Base: All respondents

Qn.26c. Whether or not you think your company should take care of employee well-being?

Employee Well-being

Adoption of work-life balance / employee well-being policies

- As in last year, only two-third report their company has adopted work-life balance / employee well-being policies.
- Three most commonly adopted policies are “flexible working hours”(36%), “hybrid work mode”(24%), and “4-day / 4.5-day workweek”(24%).



Base : All working respondents (n=2931)

Qn.26d. Which of the following work-life balance / employee well-being policies have been adopted in your company to cope with work stress problems? (You can choose more than one option)

Employee Well-being

Adoption of work-life balance / employee well-being policies

- Incidence and adoption of specific well-being policies is similar among SMEs and non-SMEs.

	Total	SME	Non-SME
Base	n=2931	n=934	N=1948
ADOPT ANY POLICY	68%	65%	69%
Flexible working hours	36%	38%	35%
Hybrid work mode	24%	22%	25%
4-day / 4.5-day workweek	24%	23%	24%
Well-being leave / flexible leave	23%	22%	23%
Open feedback is respected within the company	20%	17%	22%
Internal team building activities	20%	18%	21%
Workcation	11%	12%	10%
Private mental consultation	9%	6%	11%
Career Coaching	9%	7%	11%
Others	1%	1%	1%
NONE	32%	35%	31%

Base : All working respondents

Qn.26d. Which of the following work-life balance / employee well-being policies have been adopted in your company to cope with work stress problems? (You can choose more than one option)

Employee Well-being

Adoption of work-life balance / employee well-being policies – by industry (I)

- A higher incidence of adopting well-being policies is found among Human Resources / Recruitment (81%), Banking (78%), Clothing / Garment / Textile (78%), Insurance (77%), Testing / Laboratory (76%) and Electrics / Electrical Equipment (76%).

	TOTAL	Human Resources / Recruitment	Banking	Clothing / Garment / Textile	Insurance	Testing / Laboratory	Electronics / Electrical Equipment	Charity / Social Services / NGO	Information & Communications Technology	Travel & Tourism	Government & Public Organization	Retail	Management Consultancy / Service
Base	2931	84	109	35	53	38	40	103	53	34	119	215	41
ADOPT ANY POLICY	68%	81%	78%	78%	77%	76%	76%	75%	73%	73%	72%	72%	70%
Flexible working hours	36%	48%	23%	44%	45%	44%	44%	43%	44%	45%	40%	44%	32%
Hybrid work mode	24%	37%	36%	28%	35%	21%	24%	26%	33%	45%	23%	21%	41%
4-day / 4.5-day workweek	24%	26%	26%	25%	23%	15%	22%	28%	22%	27%	34%	25%	14%
Well-being leave / flexible leave	23%	33%	31%	25%	29%	29%	20%	27%	24%	36%	31%	21%	16%
Open feedback is respected within the company	20%	22%	29%	19%	27%	18%	29%	28%	19%	36%	22%	24%	19%
Internal team building activities	20%	22%	23%	36%	25%	29%	27%	28%	18%	18%	15%	22%	16%
Workcation	11%	19%	9%	6%	12%	12%	10%	14%	11%	0%	12%	10%	14%
Private mental consultation	9%	11%	17%	8%	9%	6%	5%	11%	11%	36%	15%	8%	5%
Career Coaching	9%	30%	11%	8%	13%	12%	5%	7%	8%	9%	13%	9%	8%
Others	1%	-	3%	-	-	3%	0%	1%	3%	-	2%	1%	3%
NONE	32%	19%	22%	22%	23%	24%	24%	25%	27%	27%	28%	28%	30%

Base: All working respondents

Qn.26d. Which of the following work-life balance / employee well-being policies have been adopted in your company to cope with work stress problems? (You can choose more than one option)

Employee Well-being

Adoption of work-life balance / employee well-being policies – by industry (II)

- Among companies that have lower incidence of policy implementation, Mass Transportation stands out in implementing “flexible working hours” (48%) and “hybrid work mode” (48%) and Financial Services stands out in offering “hybrid work mode” (36%).

	TOTAL	Financial Services w/Fintech	Medical / Pharmaceutical [Bio]	Education & Training	Building / Construction	Manufacturing / Packaging	Property Development & Mgt	Engineering	Trading and Distribution	Security / Fire / Electr'c Access Ctrl	Food and Beverage	Accounting / Audit / Tax	Mass Transportation	Freight Forwarding / Delivery / Logistics	Hospitality
Base	2931	85	111	204	151	100	149	136	160	50	141	57	63	217	89
ADOPT ANY POLICY	68%	68%	67%	67%	67%	66%	65%	64%	64%	63%	62%	62%	61%	60%	52%
Flexible working hours	36%	38%	35%	31%	29%	37%	25%	36%	40%	19%	24%	46%	48%	33%	20%
Hybrid work mode	24%	36%	22%	24%	17%	25%	19%	21%	20%	25%	16%	17%	48%	22%	9%
4-day / 4.5-day workweek	24%	30%	27%	24%	20%	25%	30%	27%	22%	25%	25%	23%	10%	16%	18%
Well-being leave / flexible leave	23%	28%	23%	23%	19%	19%	22%	22%	18%	25%	20%	21%	32%	14%	16%
Open feedback is respected within the company	20%	20%	18%	25%	21%	19%	14%	18%	18%	13%	13%	8%	26%	18%	20%
Internal team building activities	20%	22%	24%	18%	19%	19%	21%	24%	17%	13%	17%	17%	23%	22%	18%
Workcation	11%	13%	9%	13%	11%	9%	9%	10%	10%	13%	15%	12%	16%	5%	5%
Private mental consultation	9%	10%	9%	11%	7%	4%	8%	4%	9%	6%	15%	-	16%	12%	5%
Career Coaching	9%	7%	13%	8%	11%	6%	12%	6%	7%	-	12%	2%	10%	8%	11%
Others	1%	1%	-	1%	1%	1%	1%	1%	2%	-	1%	-	3%	1%	2%
NONE	32%	32%	33%	33%	33%	34%	35%	36%	36%	38%	38%	38%	39%	40%	48%

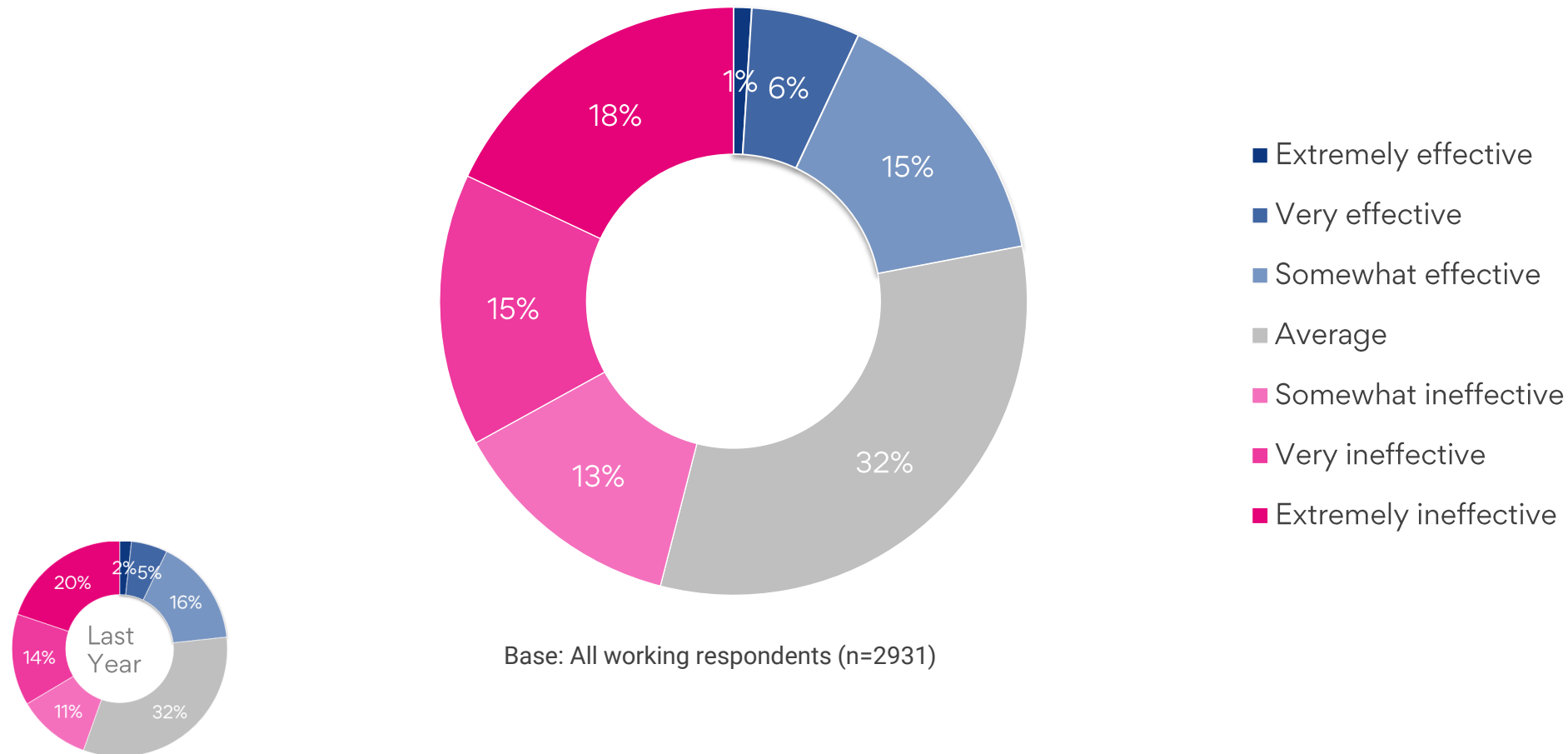
Base: All working respondents

Qn.26d. Which of the following work-life balance / employee well-being policies have been adopted in your company to cope with work stress problems? (You can choose more than one option)

Employee Well-being

Perceived effectiveness of the current company in safeguarding employee well-being

- Perception remains the same as last year.
- Only 22% (top-3-box rating) of the working respondents find their company effective in safeguarding their well-being whilst 46%(bottom-3-box) consider their company ineffective.

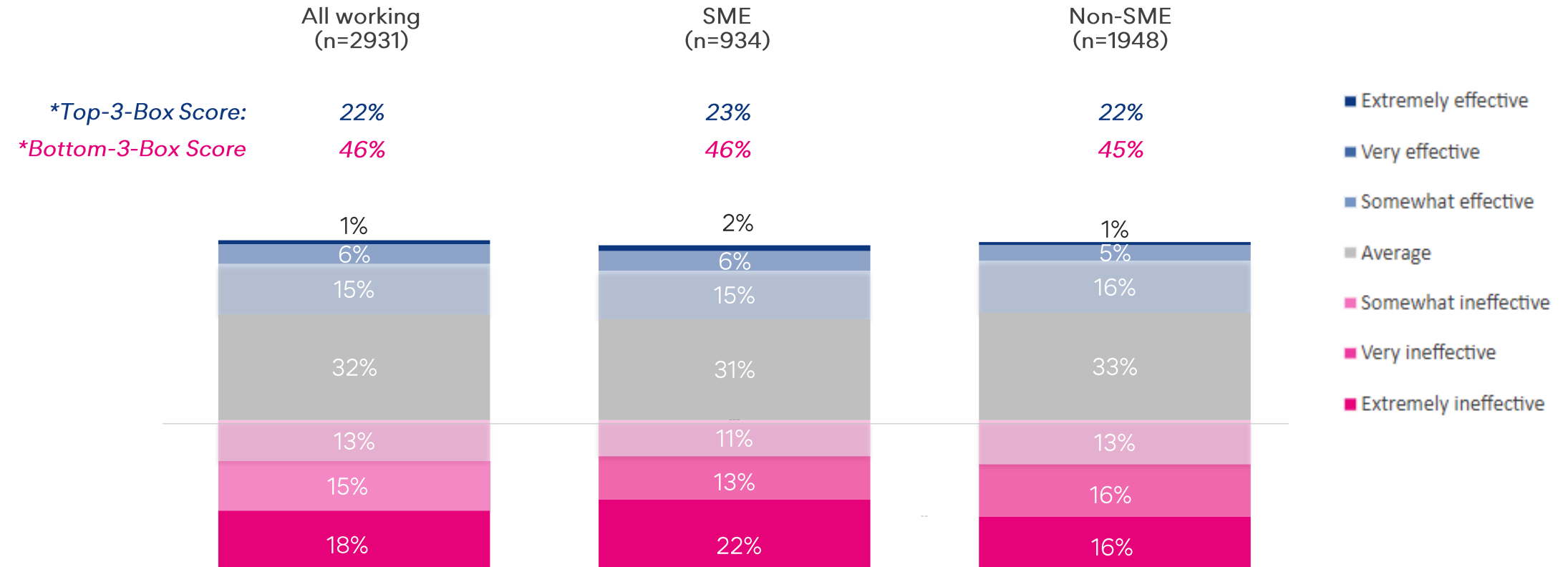


Qn.26e. How effective has your current company been doing to safeguard your well-being?

Employee Well-being

Perceived effectiveness of the current company in safeguarding employee well-being

- Such unfavorable perception is consistently reflected by respondents who work in SME and non-SME.



* Top-3-box denotes % rating of “Extremely effective”, “Very effective” and “Somewhat effective”

Base: All working respondents

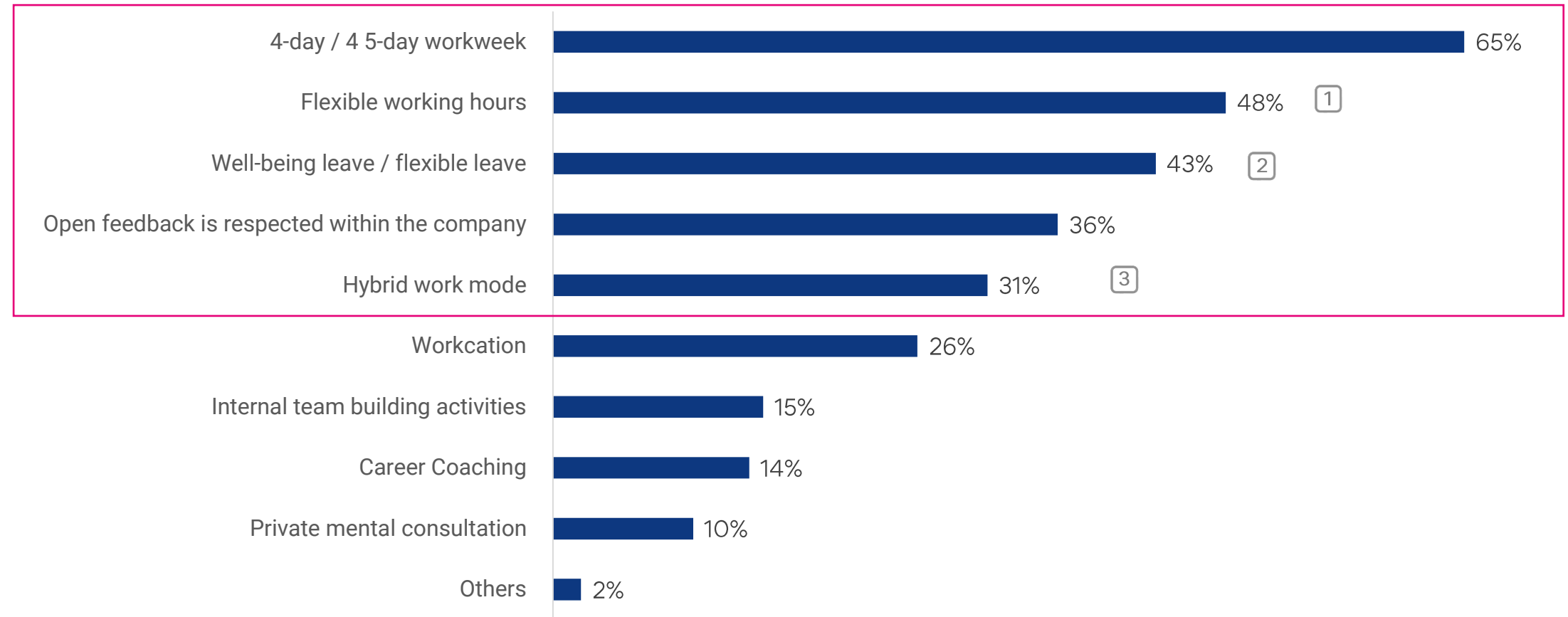
Qn.26e. How effective has your current company been doing to safeguard your well-being?

* Bottom-3-box denotes % rating of “Extremely ineffective”, “Very ineffective” and “Somewhat ineffective”

Employee Well-being

Preferred work-life balance / employee well-being policies

- “4-day / 4.5-day workweek”(65%) is the most preferred well-being policy.
- Other preferred policies are “flexible working hours”(48%), “well-being leave / flexible leave”(43%), “open feedback is respected within the company”(36%) and “hybrid work mode”(31%).



☐ Denotes top 3 of last year

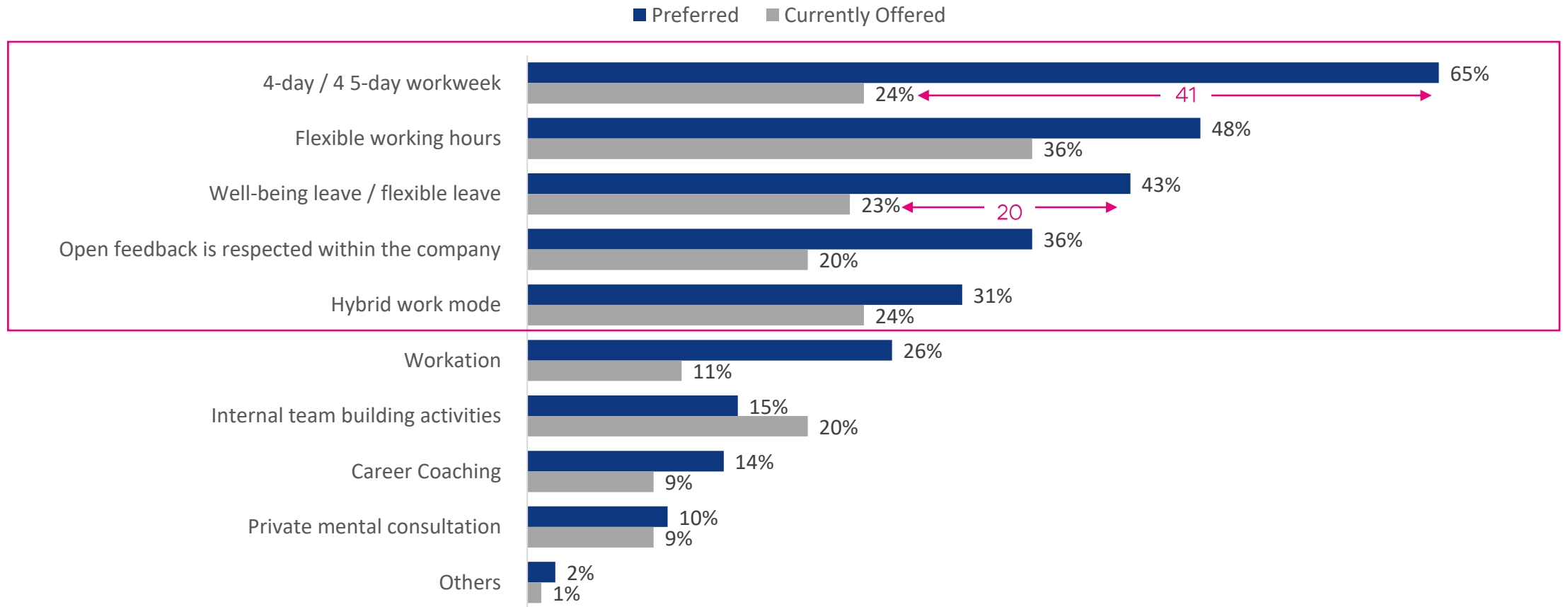
Base : All working respondents (n=2931)

Qn.26f. Which of the following work-life balance or well-being policies would you like to have? (You can choose more than one option)

Employee Well-being

Preferred work-life balance / employee well-being policies

- Among the top five preferred well-being policies, need gaps prevail (that is, “offered” < “preferred”). The biggest need gap is noted for “4-day / 4.5-day workweek” (need gap index: 41), followed by “well-being leave / flexible leave” (need gap index: 20). This disparity may have contributed to the unfavorable perception of employers’ effectiveness.



Base : All working respondents (n2931)

Qn.26f. Which of the following work-life balance or well-being policies would you like to have? (You can choose more than one option)

Employee Well-being

Preferred work-life balance / employee well-being policies – by age

- “4-day / 4.5-day workweek” and “flexible working hours” are the most preferred policies across all age groups.
- Those aged above 46 value autonomy like “open feedback is respected” (aged 46-50: 41%, aged above 50: 41%).

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=2931	n=174	n=357	n=441	n=663	n=532	n=399	n=386
4-day / 4.5-day workweek	65% ^{1.}	68% ^{1.}	75% ^{1.}	75% ^{1.}	66% ^{1.}	67% ^{1.}	57% ^{1.}	49% ^{1.}
Flexible working hours	48% ^{2.}	53% ^{2.}	57% ^{2.}	49% ^{2.}	50% ^{2.}	47% ^{2.}	41% ^{2.}	38% ^{3.}
Well-being leave / flexible leave	43% ^{3.}	54% ^{3.}	47% ^{3.}	48% ^{3.}	45% ^{3.}	42% ^{3.}	40%	29%
Open feedback is respected within the company	36%	31%	30%	31%	34%	39%	41% ^{2.}	41% ^{2.}
Hybrid work mode	31%	42%	39%	36%	32%	28%	25%	22%
Workcation	26%	35%	37%	26%	25%	28%	17%	19%
Internal team building activities	15%	17%	18%	11%	15%	15%	16%	16%
Career Coaching	14%	20%	20%	14%	15%	12%	9%	9%
Private mental consultation	10%	15%	10%	10%	11%	8%	9%	9%
Others	2%	2%	2%	3%	1%	2%	3%	4%

Base: All working respondents

Qn.26f. Which of the following work-life balance or well-being policies would you like to have? (You can choose more than one option)

Employee Well-being

Preferred work-life balance / employee well-being policies – by career level

- The top two preferred policies are consistent across all career levels.
- Directors / VPs / CEOs are more interested in “open feedback is respected within the company” (43%).

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=2931	n=74	n=515	n=1403	n=804	n=130
4-day / 4 5-day workweek	65% ¹	63% ¹	69% ¹	66% ¹	64% ¹	52% ¹
Flexible working hours	48% ²	57% ²	50% ²	48% ²	45% ²	46% ²
Well-being leave / flexible leave	43% ³	50% ³	45% ³	45% ³	38% ³	35%
Open feedback is respected within the company	36%	31%	32%	36%	37%	43% ³
Hybrid work mode	31%	42%	34%	27%	34%	42%
Workcation	26%	44%	27%	25%	25%	25%
Internal team building activities	15%	15%	15%	14%	17%	21%
Career Coaching	14%	22%	16%	14%	12%	14%
Private mental consultation	10%	17%	12%	9%	10%	6%
Others	2%	5%	3%	2%	2%	2%

Base: All working respondents

Qn.26f. Which of the following work-life balance or well-being policies would you like to have? (You can choose more than one option)

Employee Well-being

Preferred work-life balance / employee well-being policies – by work experience

- The top 3 preferred policies are consistent across all segments.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=2931	n=159	n=262	n=434	n=2508
4-day / 4 5-day workweek	65% ^①	70% ^①	72% ^①	75% ^①	62% ^①
Flexible working hours	48% ^②	53% ^③	56% ^②	52% ^②	45% ^②
Well-being leave / flexible leave	43% ^③	57% ^②	47% ^③	49% ^③	40% ^③
Open feedback is respected within the company	36%	30%	28%	34%	38%
Hybrid work mode	31%	43%	38%	35%	29%
Workcation	26%	39%	30%	28%	24%
Internal team building activities	15%	19%	15%	14%	15%
Career Coaching	14%	23%	16%	18%	12%
Private mental consultation	10%	16%	11%	9%	9%
Others	2%	2%	3%	1%	2%

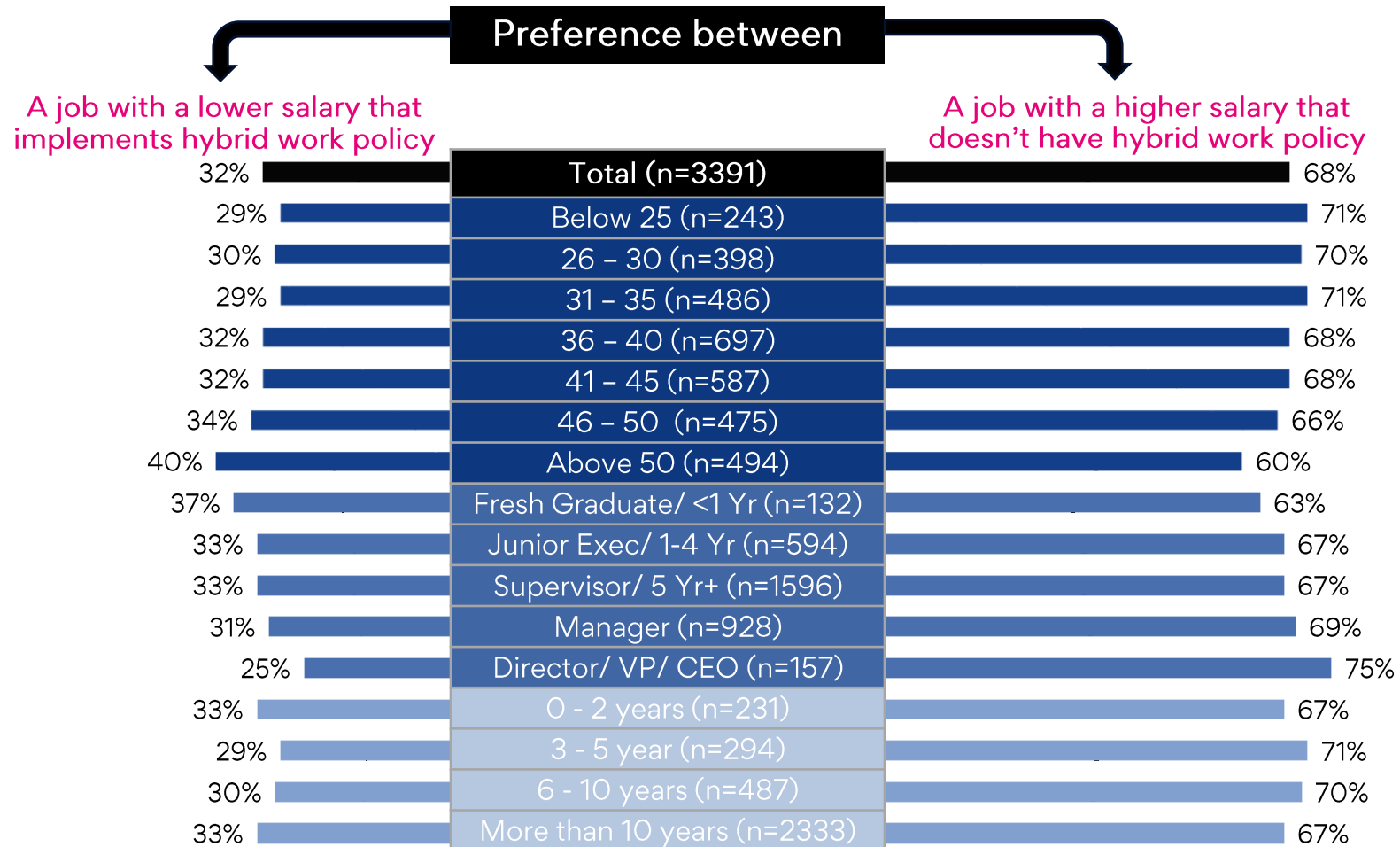
Base: All working respondents

Qn.26f. Which of the following work-life balance or well-being policies would you like to have? (You can choose more than one option)

Employee Well-being

Preference between hybrid work policy and salary

- A clear preference of salary above hybrid work policy is consistently reflected across different segments.



Base: All respondents

Qn.26p. Given that all other factors are equal, which of the following would you prefer?



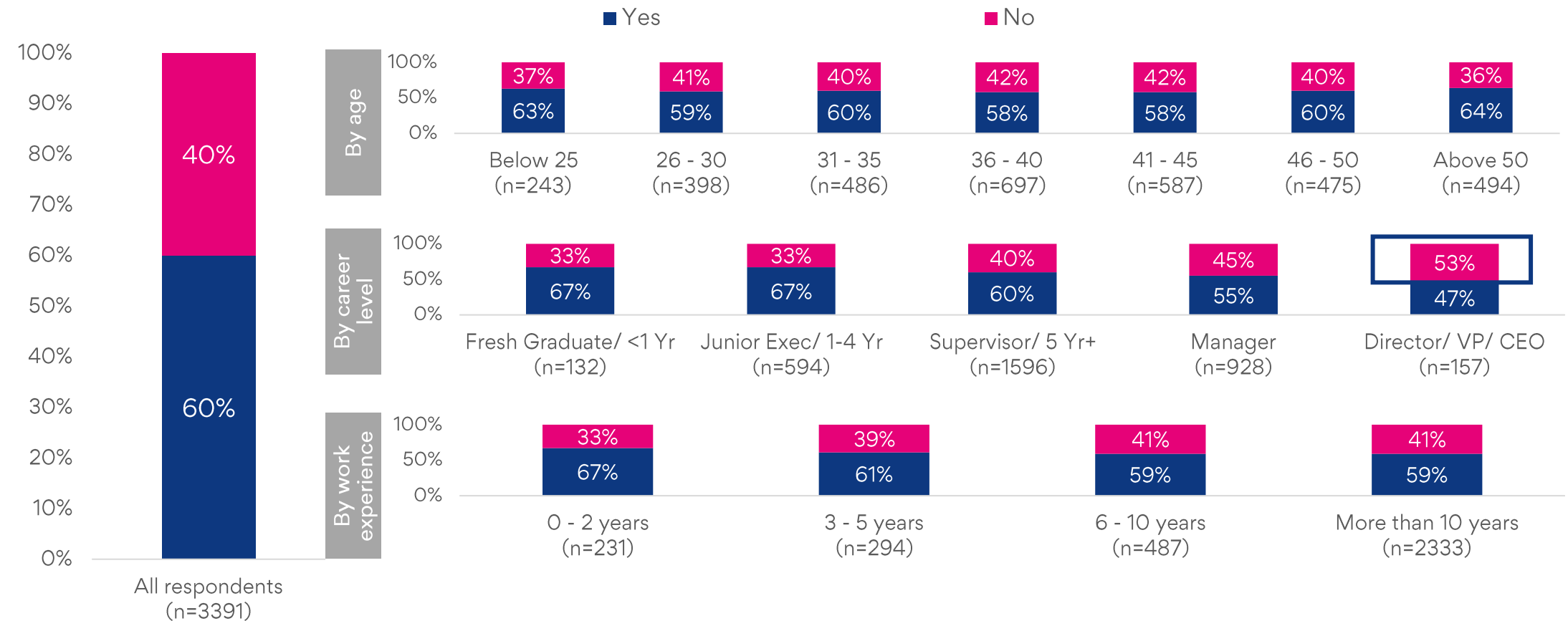
Section 8

STAFF TRAINING

Staff Training

Whether “NOT taking up upskilling or reskilling program” will lead to low competitiveness in 5 years

- Overall, 60% consider it would impact their competitiveness in 5 years.
- Among Directors, VPs, and CEOs, they exhibit higher levels of optimism, with over half of them believing that refraining from upskilling or reskilling will not diminish their competitiveness in the job market.

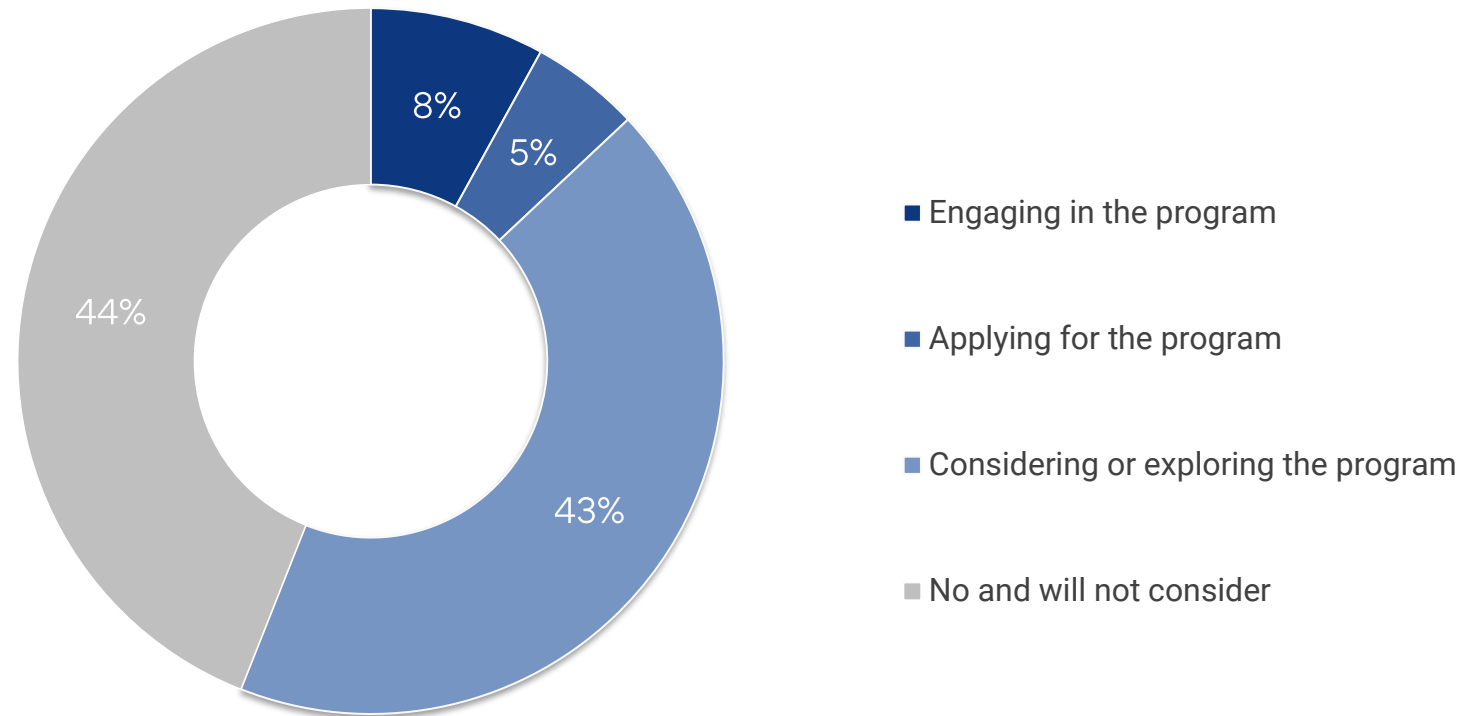


Qn.27a4. Do you think you will be less competitive in the job market in 5 years if you don't take upskilling or reskilling program?

Staff Training

Participation in upskilling or reskilling program

- 56% are receptive to upskilling or reskilling programs. Only 8% are currently engaged.

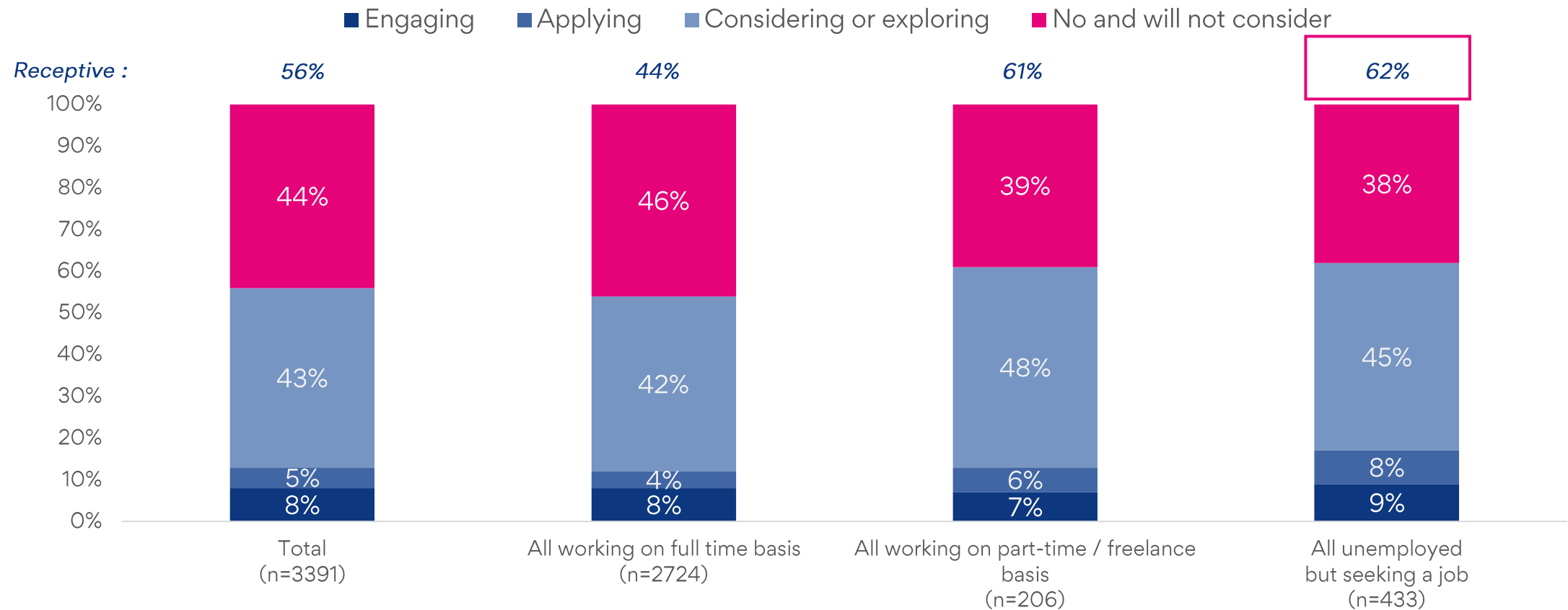


Base: All respondents (n=3391)

Staff Training

Participation in upskilling or reskilling program – by employment mode

- Zooming into respondents of different work modes, those unemployed but are seeking a job are more enthusiastic (62% are positive).



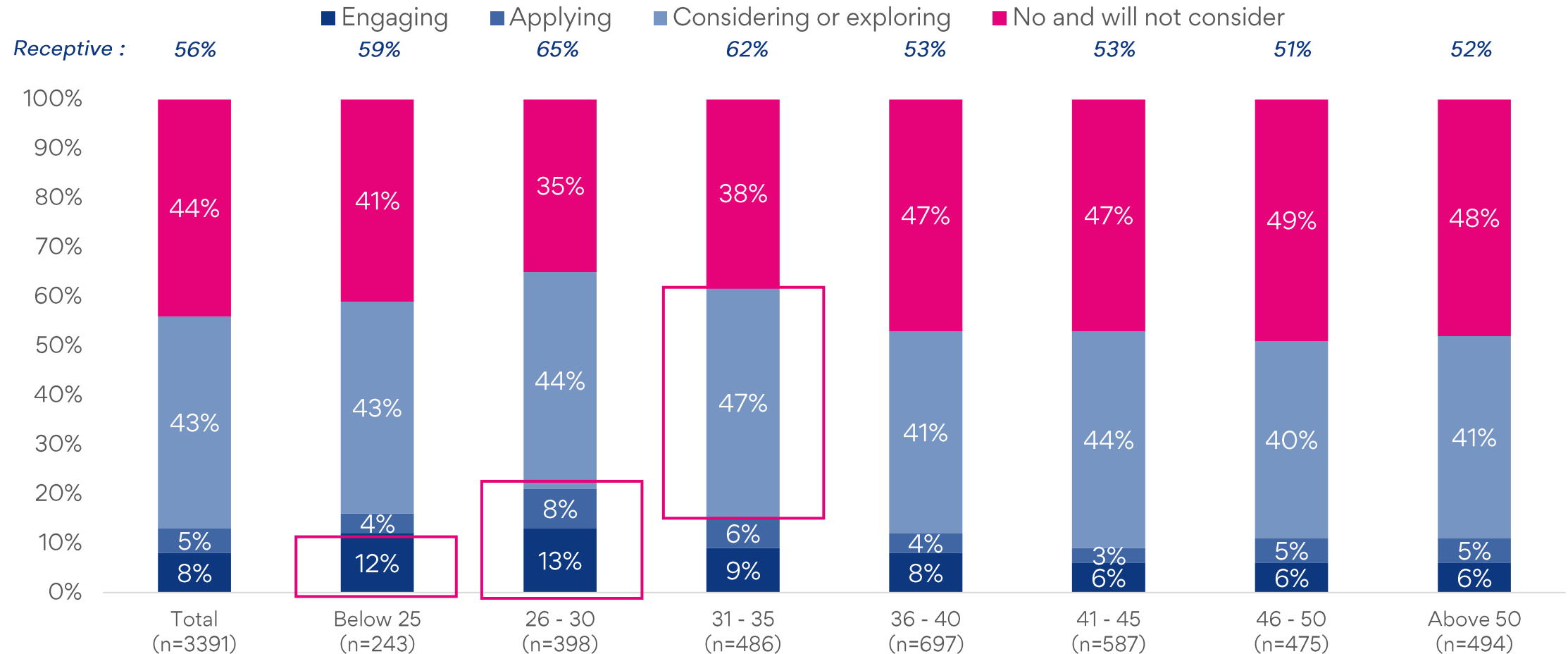
Base : All respondents

Qn.27a1. Have you considered or are you currently engaged in any upskilling or reskilling program?

Staff Training

Participation in upskilling or reskilling program – by age

- Younger respondents are more interested in upskilling or reskilling programs. For those aged below 25, 12% are “engaging”. For those aged 26-30, 13% are “engaging” while 8% are “applying” for them. Those aged 31-35 indicate a higher level of “considering or exploring” (47%).



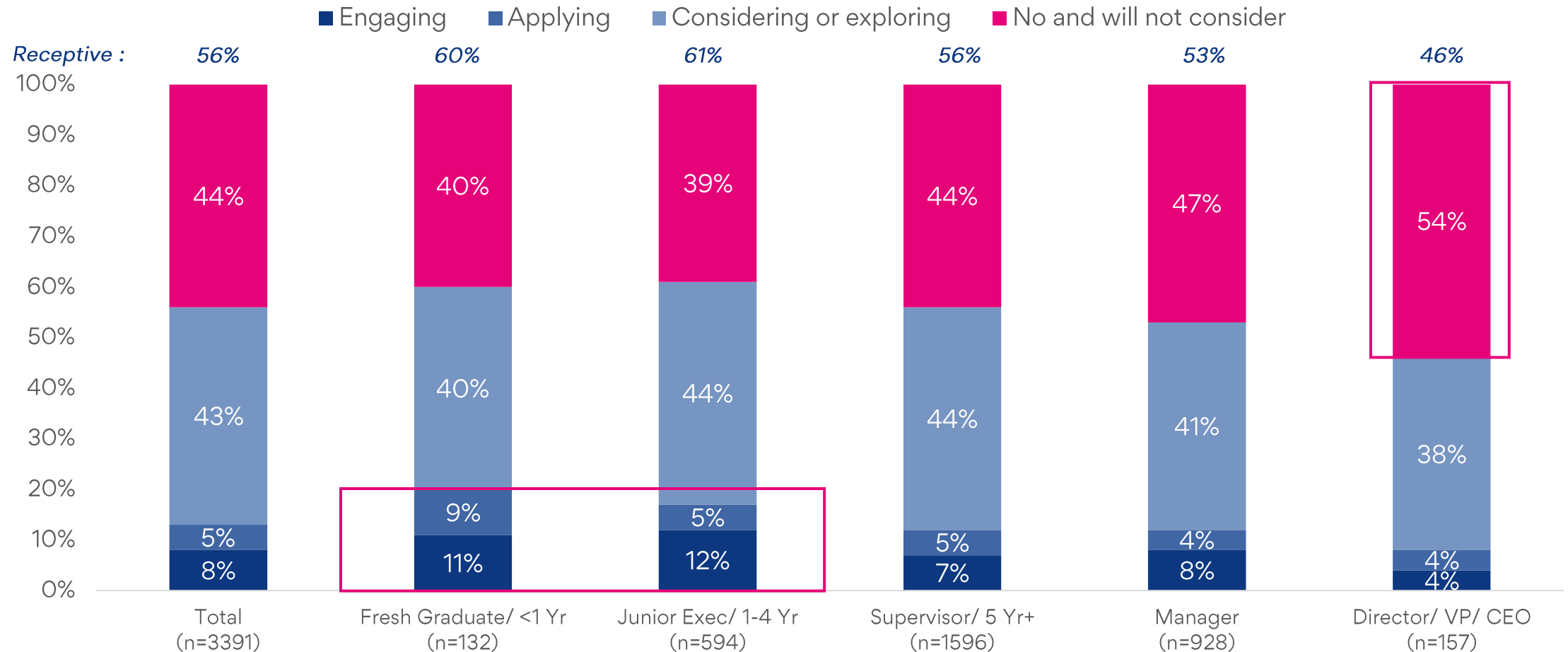
Base : All respondents

Qn.27a1. Have you considered or are you currently engaged in any upskilling or reskilling program?

Staff Training

Participation in upskilling or reskilling program – by career level

- Re-echoing the findings by age, Fresh Graduates / with less than 1 year of work experience (20% engaging/applying) and Junior Executive / 1-4 years of work experience (17% engaging/applying) are more involved.
- Directors / VPs / CEOs, on the other hand, have the lowest tendency of involvement as 54% express “No and will not consider”.



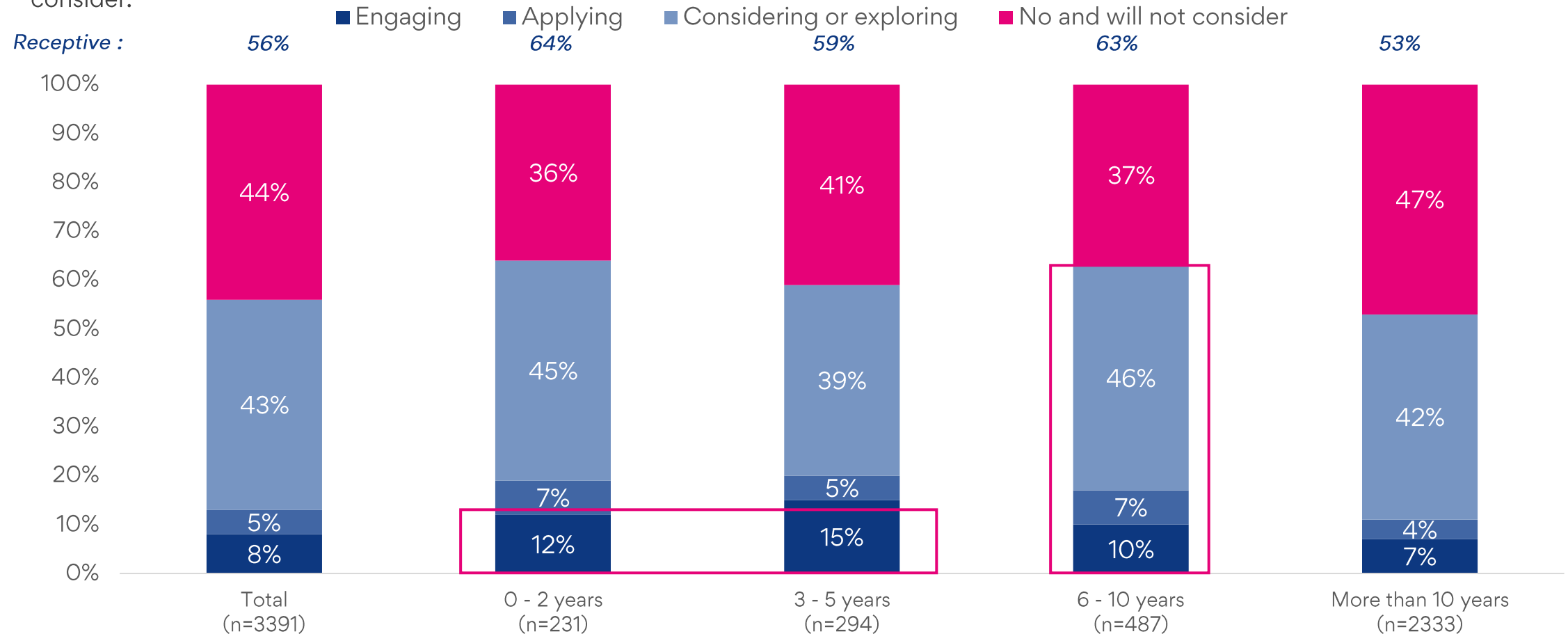
Base : All respondents

Qn.27a1. Have you considered or are you currently engaged in any upskilling or reskilling program?

Staff Training

Participation in upskilling or reskilling program– by work experience

- In line with the age-related findings, individuals with less work experience demonstrate higher levels of enthusiasm. Among respondents, 12% of those with 0-2 years of work experience and 15% of those with 3-5 years of work experience are categorized as "engaging." Additionally, 63% of individuals with 6-10 years of work experience express receptiveness towards upskilling or reskilling programs. However, among those with more than 10 years of experience, nearly half of them choose the option of "no and will not consider."



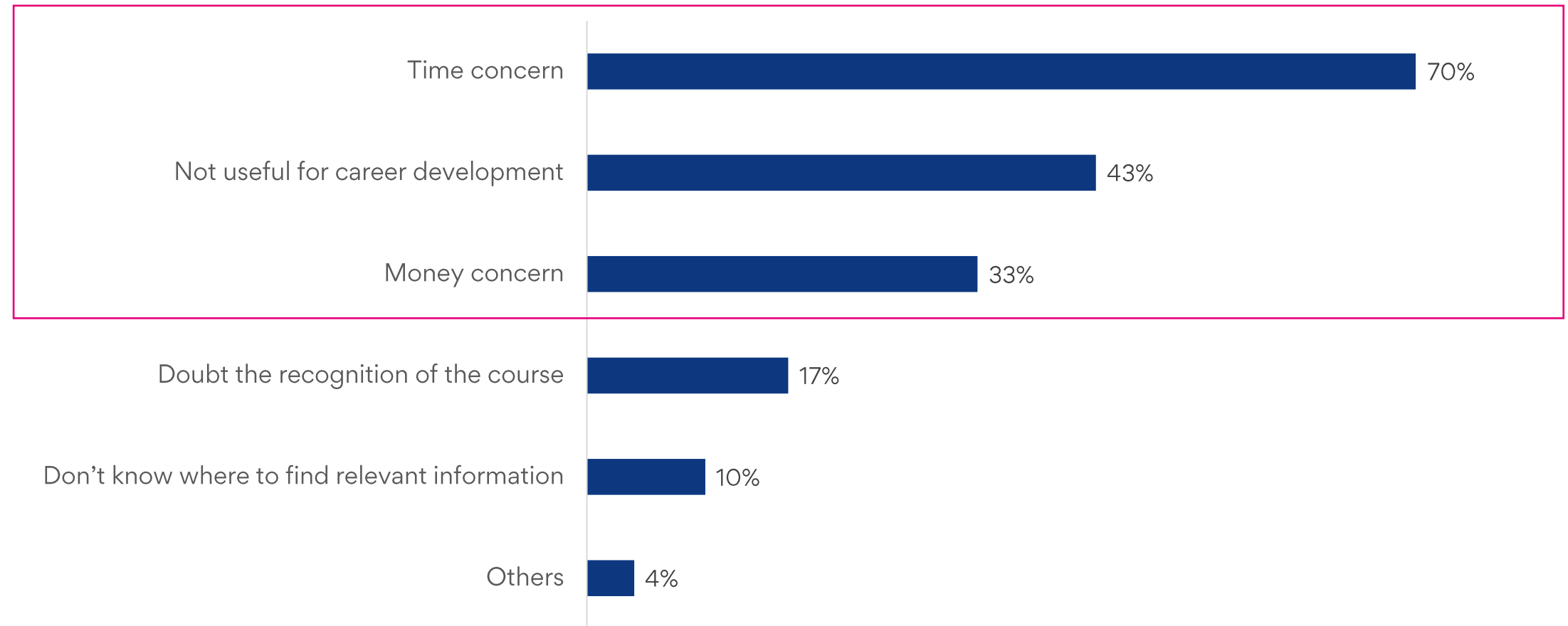
Base : All respondents

Qn.27a1. Have you considered or are you currently engaged in any upskilling or reskilling program?

Staff Training

Reasons for NOT considering or engaging in an upskilling or reskilling program

- Among the respondents, 70% identify "Time concern" as the primary barrier to engaging in upskilling or reskilling.
- Other notable reasons include "not useful for career development" (43%) and "money concern" (33%).



Base : All who are currently NOT consider upskilling or reskilling program (n=1504)

Qn.27a3. Why don't you consider or currently engage in any upskilling or reskilling program? (You can choose up to 3 options)

Staff Training

Reasons for NOT considering or engaging in upskilling or reskilling program – by age

The pattern remains consistent across respondents of various age groups, with "Time concern" consistently identified as the primary obstacle. However, it is important to note that a significant percentage of individuals below the age of 30 indicate a challenge in finding relevant information, ranging from 17% to 22%.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1504	n=100	n=140	n=183	n=331	n=275	n=233	n=238
Time concern	70% ¹	60% ¹	66% ¹	68% ¹	74% ¹	79% ¹	65% ¹	64% ¹
Not useful for career development	43% ²	40% ²	46% ²	47% ²	40% ²	39% ²	49% ²	45% ²
Money concern	33% ³	40% ²	37% ³	34% ³	37% ³	37% ³	28% ³	23% ³
Doubt the recognition of the course	17%	20%	21%	17%	15%	14%	15%	21%
Don't know where to find relevant information	10%	22%	17%	8%	7%	6%	8%	11%
Others	4%	2%	1%	5%	2%	2%	5%	6%

Base : All who are currently NOT consider upskilling or reskilling program

Qn.27a3. Why don't you consider or currently engage in any upskilling or reskilling program? (You can choose up to 3 options)

Staff Training

Reasons for NOT considering or engaging in upskilling or reskilling program – by career level

- Respondents from different career levels agree that "time concern" is the primary factor influencing their decision.
- Additionally, 32% of fresh graduates or individuals with less than 1 year of work experience cite "don't know where to find relevant information" as a contributing factor.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1504	n=53	n=230	n=701	n=417	n=85
Time concern	70% ¹	62% ¹	66% ¹	73% ¹	70% ¹	61% ¹
Not useful for career development	43% ²	33% ³	43% ²	40% ²	50% ²	46% ²
Money concern	33% ³	49% ²	35% ³	37% ³	27% ³	19% ³
Doubt the recognition of the course	17%	19%	19%	16%	16%	16%
Don't know where to find relevant information	10%	32%	14%	9%	6%	4%
Others	4%	2%	4%	3%	3%	6%

Base : All who are currently NOT consider upskilling or reskilling program

Qn.27a3. Why don't you consider or currently engage in any upskilling or reskilling program? (You can choose up to 3 options)

Staff Training

Reasons for NOT considering or engaging in upskilling or reskilling program – by work experience

"Time concern" emerges as the prominent barrier across all segments. Furthermore, among individuals with 0-2 years of work experience, 25% indicate a challenge in finding relevant information.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1504	n=148	n=172	n=307	n=1234
Time concern	70% ¹	59% ¹	65% ¹	73% ¹	71% ¹
Not useful for career development	43% ²	43% ²	44% ²	42% ²	44% ²
Money concern	33% ³	41% ³	32% ³	40% ³	32% ³
Doubt the recognition of the course	17%	23%	18%	15%	17%
Don't know where to find relevant information	10%	25%	15%	13%	7%
Others	4%	3%	1%	4%	4%

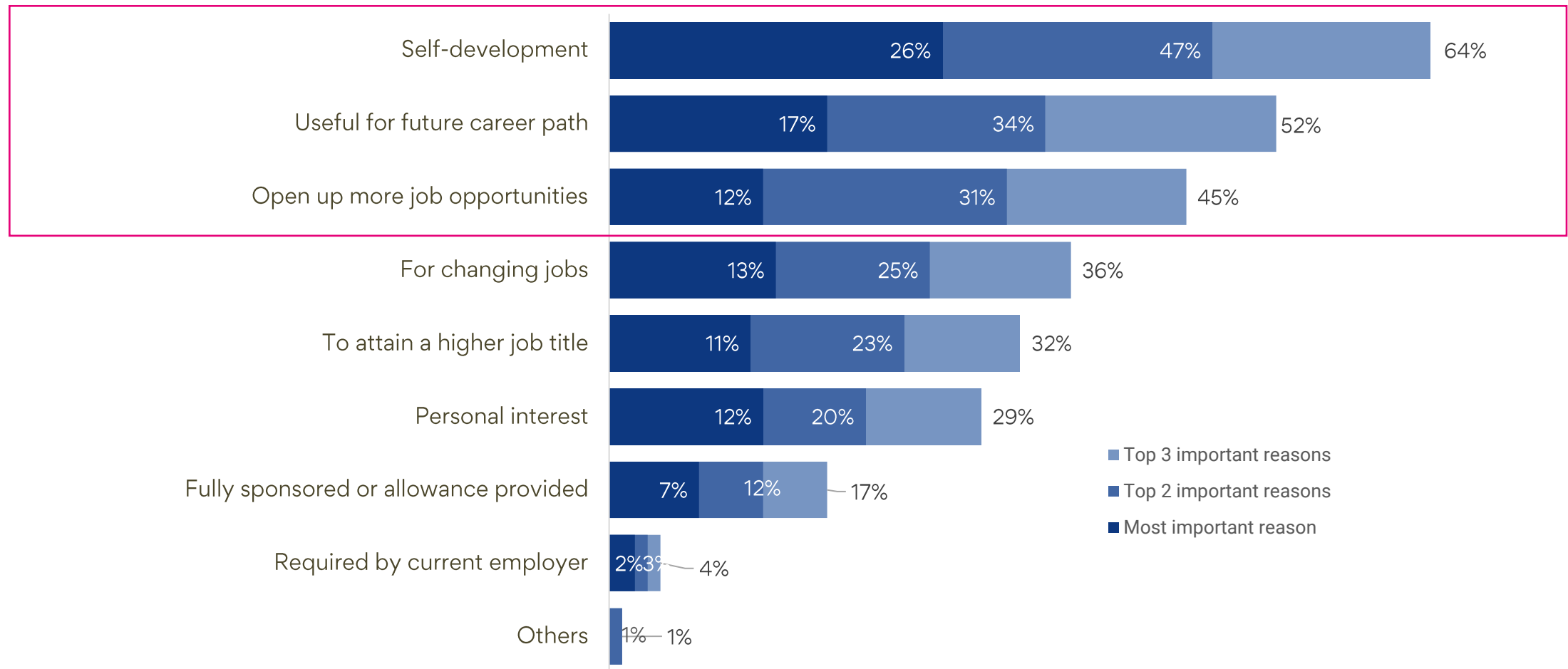
Base : All who are currently NOT consider upskilling or reskilling program

Qn.27a3. Why don't you consider or currently engage in any upskilling or reskilling program? (You can choose up to 3 options)

Staff Training

Reasons for considering or engaging in an upskilling or reskilling program

"Self-development" (64%) emerges as the primary motivation, followed by the belief that upskilling or reskilling is "useful for future career path" (52%) and can "open up more job opportunities" (45%).



Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)

Qn.27a2. Why do you consider or currently engage in any upskilling or reskilling program? You can choose up to 3 options

Staff Training

Reasons for considering or engaging in upskilling or reskilling program – by age

"Self-development" (64%) and "open up more job opportunities" (52%) are significant reasons across all age segments. Additionally, younger respondents are often motivated by the prospect of "attaining a higher job title," while individuals aged 50 and above are inclined towards "changing jobs" (40%).

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1887	n=143	n=258	n=303	n=367	n=312	n=242	n=256
Self-development.	64% ¹	62% ¹	64% ¹	65% ¹	67% ¹	61% ¹	65% ¹	65% ¹
Useful for future career path.	52% ²	60% ²	54% ²	58%	56% ²	51% ²	47% ³	38%
Open up more job opportunities.	45% ³	44% ³	43% ³	38% ³	43% ³	47% ³	53% ²	50% ²
For changing jobs.	36%	25%	32%	36%	33%	40%	44%	40% ³
To attain a higher job title.	32%	40%	40%	41% ²	33%	29%	23%	21%
Personal interest.	29%	27%	26%	26%	31%	30%	26%	31%
Fully sponsored or allowance provided.	17%	16%	19%	17%	16%	20%	15%	16%
Required by current employer.	4%	4%	6%	4%	4%	6%	2%	3%
Others	1%	-	-	-	1%	1%	-	2%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)

Qn.27a2. Why do you consider or currently engage in any upskilling or reskilling program? You can choose up to 3 options

Staff Training

Reasons for considering or engaging in upskilling or reskilling program – by career level
The rationales are consistent across respondents of different seniority.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1887	n=79	n=364	n=894	n=463	n=72
Self-development.	64% ¹	67% ¹	60% ¹	64% ¹	67% ¹	73% ¹
Useful for future career path.	52% ²	58% ²	56% ²	49% ²	53% ²	50% ³
Open up more job opportunities.	45% ³	49% ³	43% ³	44% ³	46% ³	55% ²
For changing jobs.	36%	18%	34%	42%	34%	14%
To attain a higher job title.	32%	31%	38%	32%	30%	22%
Personal interest.	29%	29%	27%	29%	28%	35%
Fully sponsored or allowance provided.	17%	15%	18%	17%	18%	13%
Required by current employer.	4%	4%	6%	4%	4%	6%
Others	1%	0%	0%	0%	1%	4%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)
Qn.27a2. Why do you consider or currently engage in any upskilling or reskilling program? You can choose up to 3 options

Staff Training

Reasons for considering or engaging in upskilling or reskilling program – by career level

The top two reasons are consistent across all segments while those with 3-5 years of work experience (43%) and those with 6-10 years of work experience (40%) are driven by "attaining a higher job title."

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1887	n=148	n=172	n=307	n=1234
Self-development.	64% ¹	63% ¹	61% ²	59% ¹	66% ¹
Useful for future career path.	52% ²	58% ²	63% ¹	56% ²	49% ²
Open up more job opportunities.	45% ³	49% ³	36%	40% ³	47% ³
For changing jobs.	36%	24%	31%	34%	40%
To attain a higher job title.	32%	36%	43% ³	40% ³	28%
Personal interest.	29%	30%	22%	29%	29%
Fully sponsored or allowance provided.	17%	15%	20%	21%	16%
Required by current employer.	4%	6%	5%	4%	4%
Others	1%	-	-	-	1%

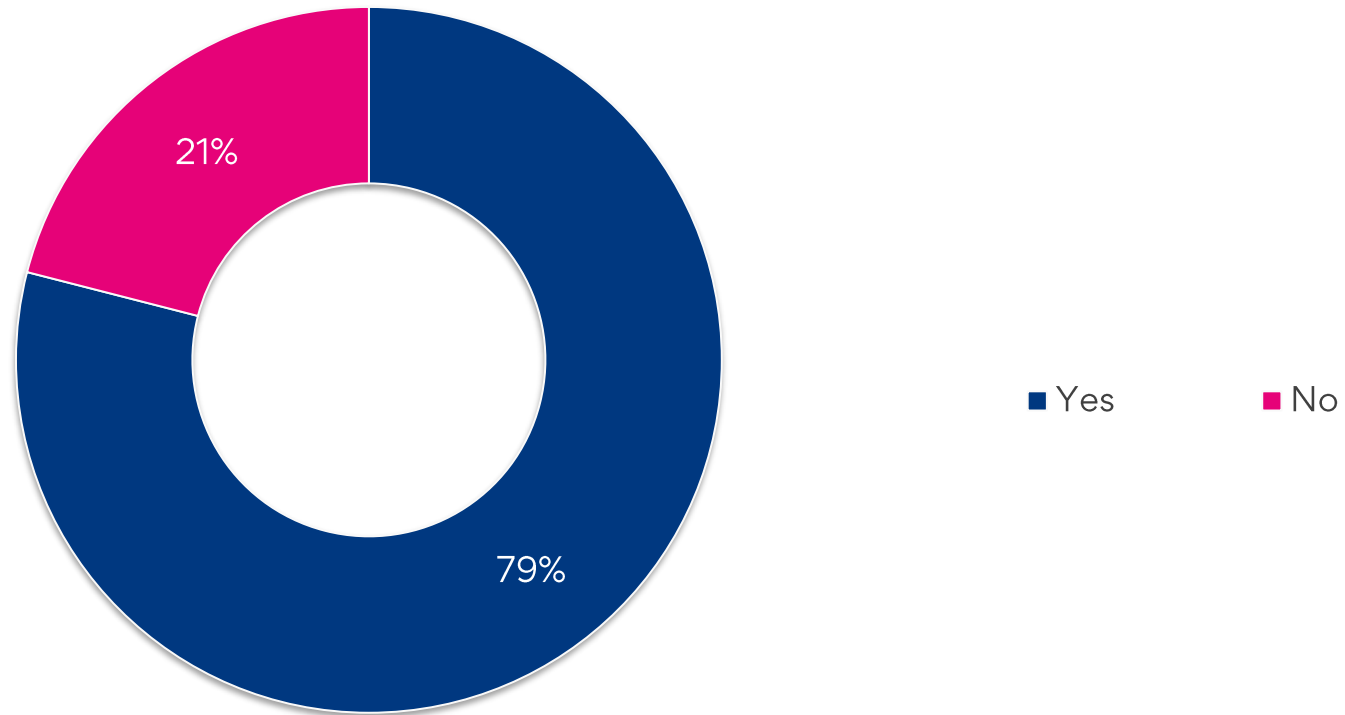
Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)

Qn.27a2. Why do you consider or currently engage in any upskilling or reskilling program? You can choose up to 3 options

Staff Training

Whether current upskilling or reskilling programs meet expectations

79% of those currently engaged in upskilling or reskilling consider the programs meeting their expectations.

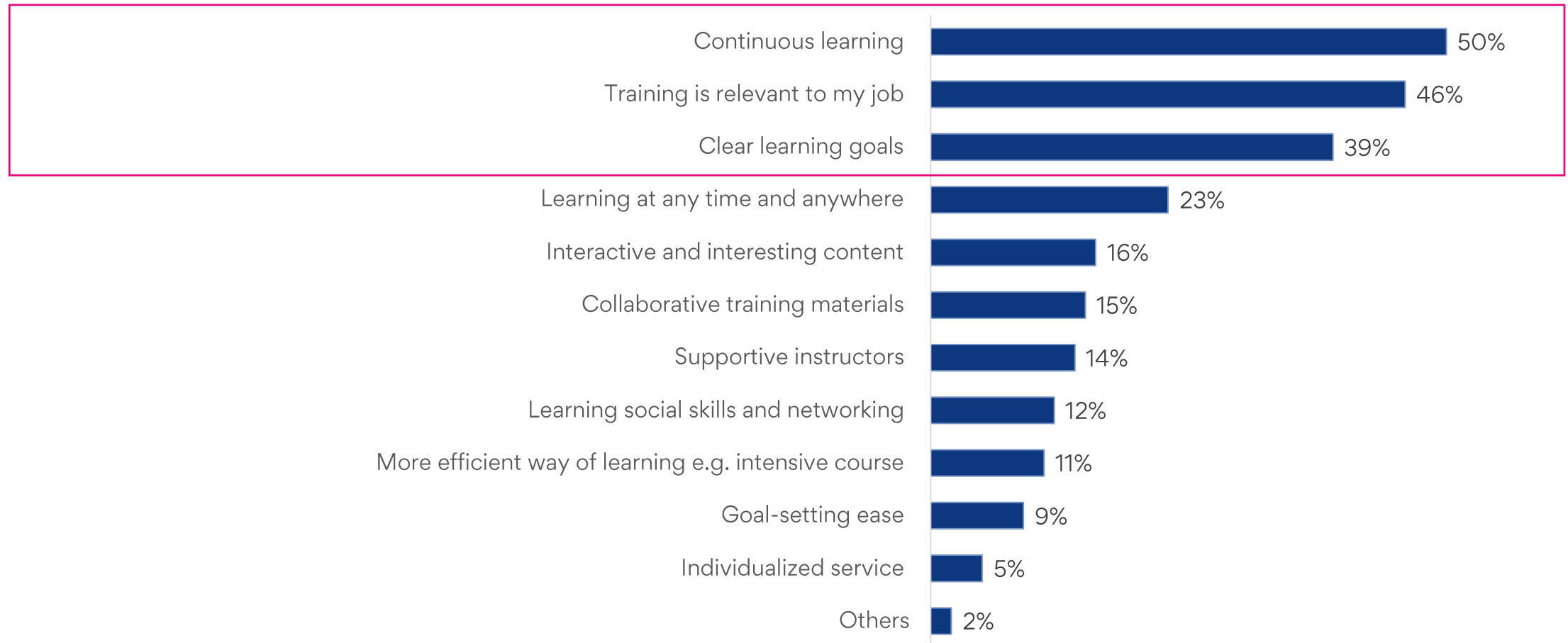


Base: All respondents who are currently engaged in reskilling or upskilling program (n=281)

Staff Training

Aspects of upskilling or reskilling program that meet expectations

50% of the respondents attribute it to “continuous learning”. Other key aspects include “training is relevant to my job” (46%) and “clear learning goals” (39%).



Staff Training

Aspects of upskilling or reskilling program that fall short of expectations

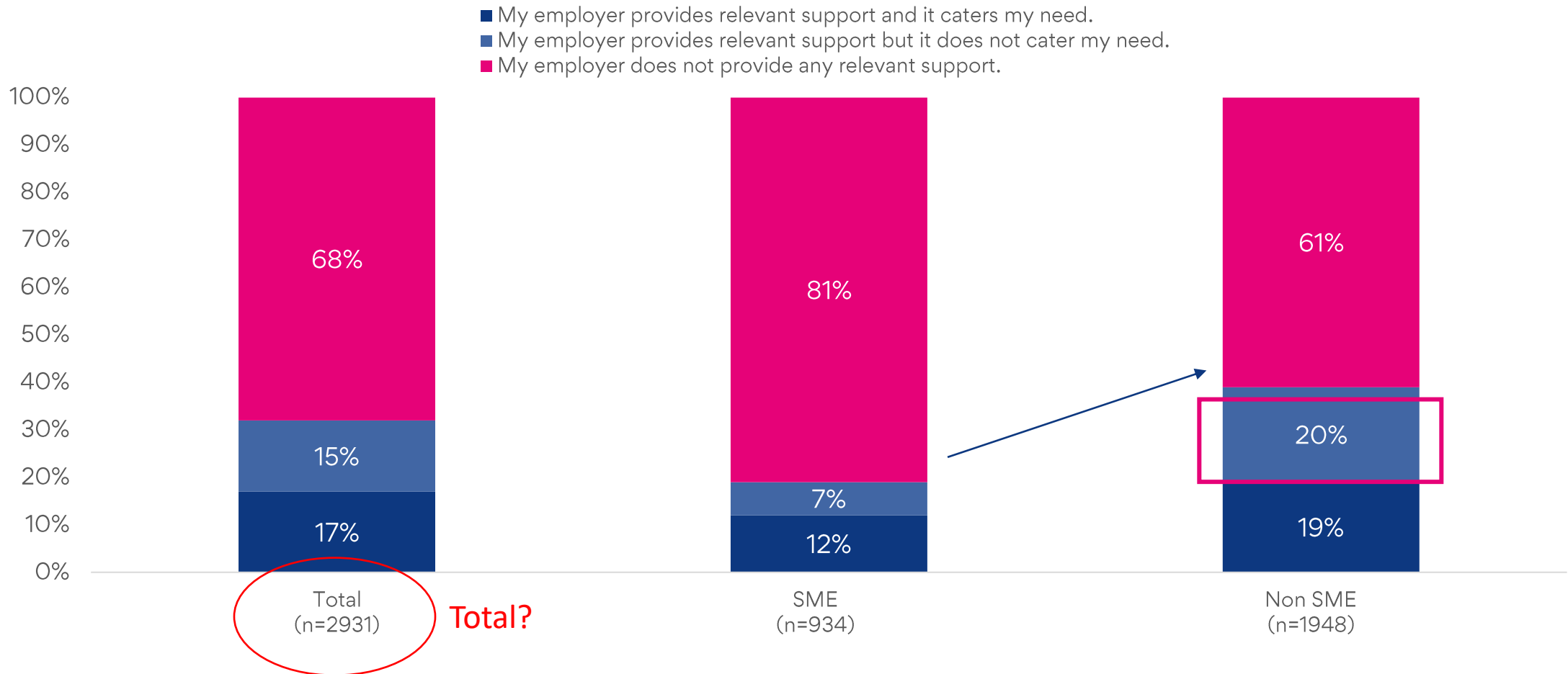
“The organization didn’t provide me with ongoing support” (38%) is the key aspect that disappoints respondents, followed by “the training content is not personalized for my job role and responsibilities”(30%)” and “the training does not match my skill level” (23%)



Staff Training

Provision of upskilling or reskilling program by employer

In general, one-third of respondents reported that their employers provide upskilling or reskilling programs. However, only 17% of them consider the support provided to be relevant and tailored to their needs. Non-SMEs outperform SMEs in terms of offering such programs. Nevertheless, 20% of respondents from non-SMEs feel that their employer's support does not cater their needs.



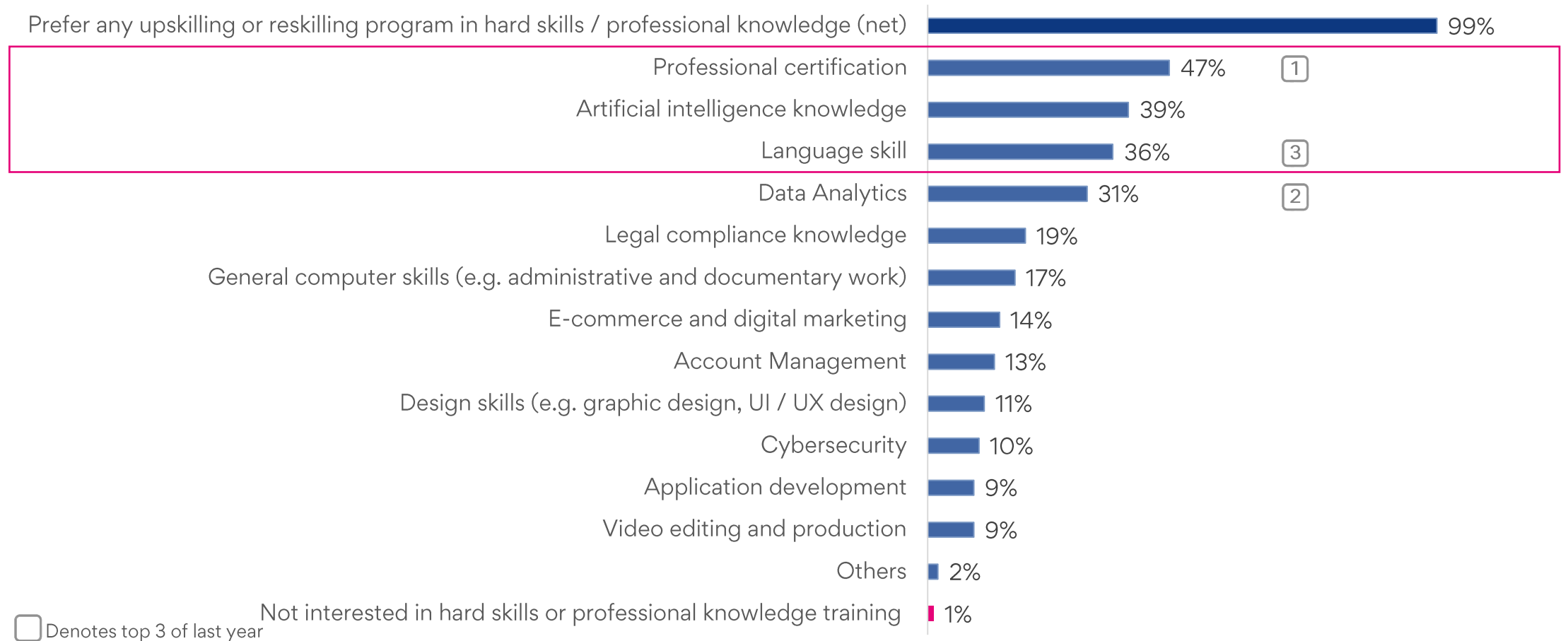
Base : All working respondents

Qn.27a5. Which of the following statements best describes the upskilling and reskilling program support your employer currently provides to you?

Staff Training

Preferred type of hard skills / professional knowledge training

Overall, the most sought-after training among respondents is "Professional certification" (47%), followed by training in "artificial intelligence knowledge" (39%) and "language skills" (36%).



Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)

Qn.27d. Here is a list of job-related hard skills or professional knowledge. Which areas of upskilling or reskilling program are you looking for? (You can choose up to 3 options.)

Staff Training

Preferred type of hard skills / professional knowledge training – by age

"Professional certification" is a training priority that spans across all age segments. Younger individuals below the age of 35 tend to focus on "data analytics" training, while those aged 36 and above prioritize "language skills" training to a greater extent.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1887	n=143	n=258	n=303	n=367	n=312	n=242	n=256
Prefer any (net)	99%	97%	99%	99%	99%	99%	99%	98%
Professional certification	47% ¹	40% ¹	48% ¹	50% ¹	48% ¹	49% ¹	50% ¹	43% ¹
Artificial intelligence knowledge	39% ²	38% ²	34%	39% ²	37% ³	44% ²	38% ²	43% ²
Language skill	36% ³	28%	36% ³	32%	41% ²	36% ³	38% ³	35% ³
Data Analytics	31%	35% ³	37% ²	34% ³	33%	33%	26%	18%
Legal compliance knowledge	19%	16%	19%	23%	17%	20%	19%	21%
General computer skills (e.g. administrative and documentary work)	17%	14%	18%	14%	17%	13%	17%	27%
E-commerce and digital marketing	14%	18%	11%	12%	18%	15%	15%	12%
Account Management	13%	17%	14%	14%	9%	13%	14%	14%
Design skills (e.g. graphic design, UI / UX design)	11%	16%	17%	13%	10%	10%	9%	4%
Cybersecurity	10%	6%	7%	11%	10%	10%	12%	13%
Application development	9%	12%	13%	11%	8%	10%	8%	5%
Video editing and production	9%	13%	8%	9%	11%	11%	10%	3%
Others	2%	0%	2%	2%	1%	1%	2%	4%
Not interested in hard skills or professional knowledge training	1%	3%	1%	1%	1%	1%	1%	2%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program

Qn.27d. Here is a list of job-related hard skills or professional knowledge. Which areas of upskilling or reskilling program are you looking for? (You can choose up to 3 options).

Staff Training

Preferred type of hard skills / professional knowledge training – by career level

"Professional certification" and "artificial intelligence knowledge" are preferred training options across all levels of seniority. Additionally, there is interest in "data analytics" among Fresh Graduates/individuals with less than 1 year of work experience (30%), Managers (34%), and Directors/VPs/CEOs (45%).

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1887	n=79	n=364	n=894	n=463	n=72
Prefer any (net)	99%	100%	98%	99%	99%	99%
Professional certification	47% ¹	43% ¹	43% ¹	48% ¹	51% ¹	43% ²
Artificial intelligence knowledge	39% ²	38% ³	33% ³	38% ³	43% ²	63% ¹
Language skill	36% ³	27%	40% ²	39% ²	30%	29%
Data Analytics	31%	39% ²	31%	28%	35% ³	38% ³
Legal compliance knowledge	19%	17%	16%	17%	27%	23%
General computer skills (e.g. administrative and documentary work)	17%	18%	21%	20%	10%	1%
E-commerce and digital marketing	14%	17%	13%	13%	17%	21%
Account Management	13%	20%	13%	14%	11%	5%
Design skills (e.g. graphic design, UI / UX design)	11%	17%	13%	11%	9%	7%
Cybersecurity	10%	7%	9%	12%	8%	11%
Application development	9%	10%	14%	9%	7%	6%
Video editing and production	9%	12%	11%	9%	8%	6%
Others	2%	1%	2%	1%	3%	3%
Not interested in hard skills or professional knowledge training	1%	-	2%	1%	1%	1%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program

Qn.27d. Here is a list of job-related hard skills or professional knowledge. Which areas of upskilling or reskilling program are you looking for? (You can choose up to 3 options.)

Staff Training

Preferred type of hard skills / professional knowledge training – by working experience

"Professional certification" is valued across all segments, regardless of work experience. Additionally, individuals with less than 10 years of work experience also prioritize training in "data analytics".

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1887	n=148	n=172	n=307	n=1234
Prefer any (net)	99%	99%	99%	98%	99%
Professional certification	47% ^{1.}	47% ^{1.}	51% ^{1.}	45% ^{1.}	48% ^{1.}
Artificial intelligence knowledge	39% ^{2.}	39% ^{2.}	33%	39% ^{2.}	40% ^{2.}
Language skill	36% ^{3.}	27%	38% ^{2.}	29%	39% ^{3.}
Data Analytics	31%	36% ^{3.}	37% ^{3.}	36% ^{3.}	29%
Legal compliance knowledge	19%	17%	18%	17%	20%
General computer skills (e.g. administrative and documentary work)	17%	19%	14%	13%	18%
E-commerce and digital marketing	14%	15%	12%	14%	15%
Account Management	13%	14%	12%	14%	13%
Design skills (e.g. graphic design, UI / UX design)	11%	16%	16%	14%	9%
Cybersecurity	10%	8%	8%	10%	11%
Application development	9%	13%	12%	13%	8%
Video editing and production	9%	11%	10%	11%	9%
Others	2%	2%	0%	1%	2%
Not interested in hard skills or professional knowledge training	1%	1%	1%	2%	1%

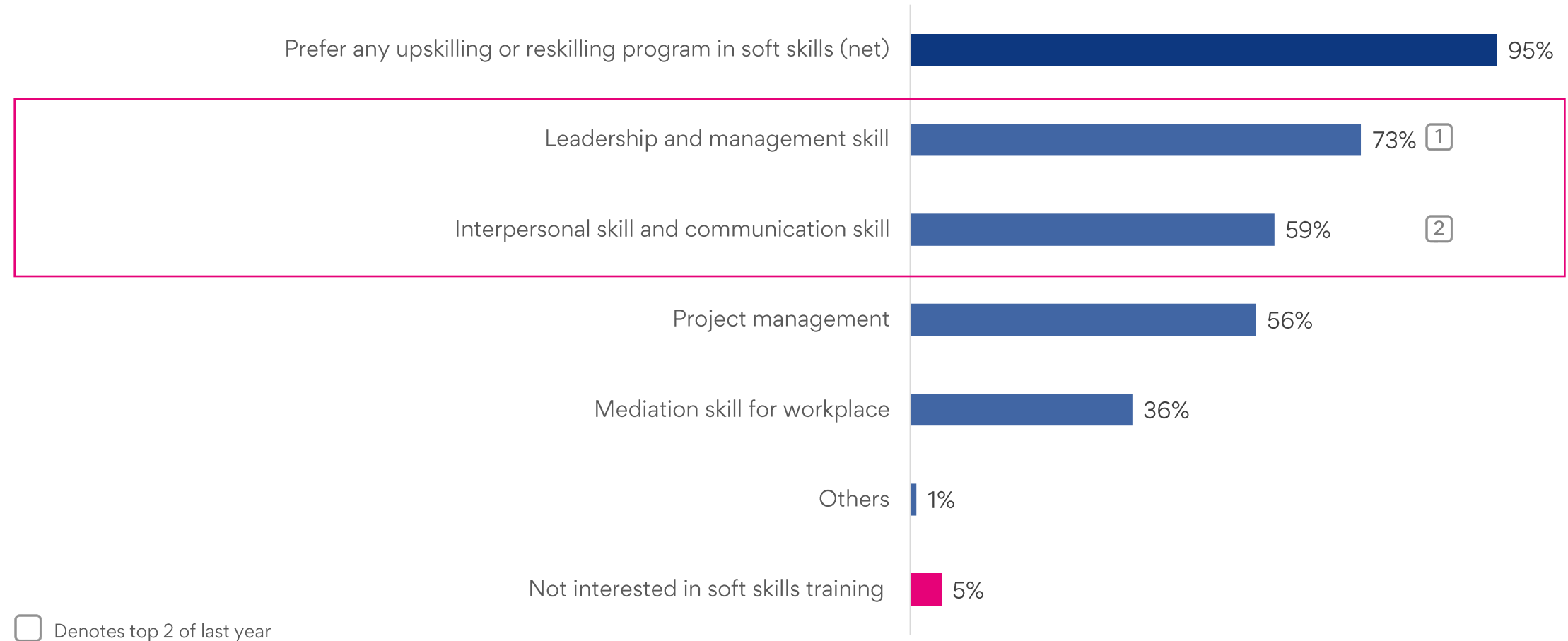
Base : All who are currently engaged / applying for / considering upskilling or reskilling program

Qn.27d. Here is a list of job-related hard skills or professional knowledge. Which areas of upskilling or reskilling program are you looking for? (You can choose up to 3 options).

Staff Training

Preferred type of soft skills training

Similar to the previous year, "leadership and management skills" (73%) continue to be highly valued, followed by "interpersonal skills and communication skills" (59%).



Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)

Qn.27e. Here is a list of soft skills. Which areas of upskilling or reskilling program are you looking for? You can choose up to 3 options.

Staff Training

Preferred type of soft skills training – by age

- All age segments consistently prefer “leadership and management skills”.
- In addition, those aged 31-35 (62%), 41-45 (59%) and 46-50 (58%) are more interested in “project management”.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1887	n=143	n=258	n=303	n=367	n=312	n=242	n=256
Prefer any (net)	95%	92%	96%	95%	95%	97%	94%	91%
Leadership and management skill	73% ¹	66% ²	76% ¹	79% ¹	76% ¹	75% ¹	69% ¹	64% ¹
Interpersonal skill and communication skill	60% ²	70% ¹	65% ²	61%	64% ²	54%	53%	54% ²
Project management	56%	49%	54%	62% ²	59%	59% ²	58% ²	48%
Mediation skill for workplace	36%	34%	38%	37%	37%	42%	36%	30%
Others	1%	1%	1%	1%	1%	2%	3%	2%
Not interested in soft skills training	5%	8%	4%	5%	5%	3%	6%	9%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program

Qn.27e. Here is a list of soft skills. Which areas of upskilling or reskilling program are you looking for? You can choose up to 3 options.

Staff Training

Preferred type of soft skills training – by career level

- Regardless of seniority, respondents prefer “leadership and management skills”.
- In addition, Managers (63%) and directors / VPs/ CEOs (62%) prefer “project management”.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1887	n=79	n=364	n=894	n=463	n=72
Prefer any (net)	95%	91%	93%	95%	97%	94%
Leadership and management skill	73% ¹	63% ²	66% ¹	73% ¹	79% ¹	78% ¹
Interpersonal skill and communication skill	60% ²	79% ¹	66% ¹	61% ²	51%	40%
Project management	56%	45%	52%	56%	63% ²	62% ²
Mediation skill for workplace	36%	33%	39%	38%	33%	40%
Others	1%	1%	-	1%	2%	1%
Not interested in soft skills training	5%	9%	7%	5%	3%	6%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program

Qn.27e. Here is a list of soft skills. Which areas of upskilling or reskilling program are you looking for? You can choose up to 3 options.

Staff Training

Preferred type of soft skills training – by work experience

- The top two preferred types are consistent across respondents with different work experiences.

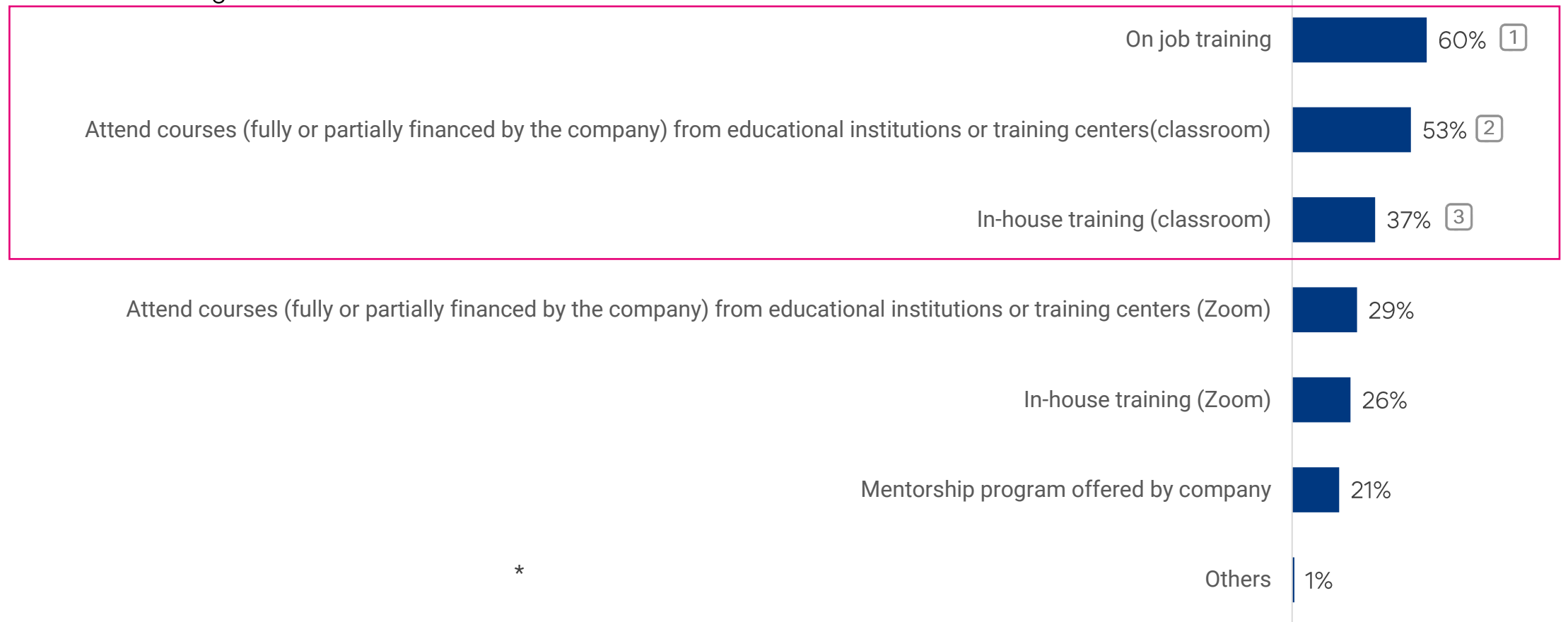
	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1887	n=148	n=172	n=307	n=1234
Prefer any (net)	95%	93%	94%	95%	95%
Leadership and management skill	73% ¹	66% ²	75% ¹	77% ¹	73% ¹
Interpersonal skill and communication skill	60% ²	76% ¹	62% ²	61% ²	57% ²
Project management	56%	53%	55%	58%	57% ²
Mediation skill for workplace	36%	34%	40%	37%	37%
Others	1%	1%	0%	1%	2%
Not interested in soft skills training	5%	7%	6%	5%	5%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
 Qn.27e. Here is a list of soft skills. Which areas of upskilling or reskilling program are you looking for? You can choose up to 3 options.

Staff Training

Preferred training format

- Like last year, “on job training” is the most preferred format (60%)
- In general, respondents prefer “classroom training” over “Zoom” (“attend courses from educational institutions or training canter: 53%, “in-house training”: 37%).



☐ Denotes top 3 of last year

Staff Training

Preferred training format – by age

- The top two preferred formats are consistent across all age segments and share the same top three preferred formats.
- Specifically, those aged below 25 (34%) and aged 26-30 (34%) are more receptive to in-house training via Zoom than the classroom type.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1887	n=143	n=258	n=303	n=367	n=312	n=242	n=256
On job training	60% ¹	51% ¹	62% ¹	64% ¹	58% ¹	63% ¹	56% ¹	57% ¹
Attend courses (fully or partially financed by the company) from educational institutions or training centers(classroom)	53% ²	48% ²	50% ²	50% ²	55% ²	50% ²	59% ²	58% ²
In-house training (classroom)	37% ³	33%	29%	43% ³	37% ³	40% ³	33% ³	38% ³
Attend courses (fully or partially financed by the company) from educational institutions or training centers (Zoom)	29%	27%	34% ³	28%	30%	30%	24%	26%
In-house training (Zoom)	26%	34% ³	34% ³	30%	28%	22%	18%	17%
Mentorship program offered by company	21%	23%	19%	22%	19%	21%	20%	22%
Others	1%	1%	0%	1%	0%	1%	2%	0%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
Qn.27m. Which format(s) of staff training do you prefer? You can choose up to 3 options.

Staff Training

Preferred training format – by career level

The preferred training format across different career levels is largely consistent, except that Directors / VPs / CEOs prioritize “courses from educational institutions or training centers (Zoom)” (38%).

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1887	n=79	n=364	n=894	n=463	n=72
On job training	60% ¹	59% ¹	61% ¹	61% ¹	56% ¹	59% ¹
Attend courses (fully or partially financed by the company) from educational institutions or training centers(classroom)	53% ²	46% ²	48% ²	54% ²	56% ²	59% ²
In-house training (classroom)	37% ³	41% ³	32% ³	39% ³	37% ³	30%
Attend courses (fully or partially financed by the company) from educational institutions or training centers (Zoom)	29%	20%	31%	25%	34%	38% ³
In-house training (Zoom)	26%	34%	31%	23%	25%	23%
Mentorship program offered by company	21%	24%	22%	20%	21%	18%
Others	1%	2%	0%	1%	1%	2%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
Qn.27m. Which format(s) of staff training do you prefer? You can choose up to 3 options.

Staff Training

Preferred training format – by work experience

- Top two preferred formats are consistent across segments.
- Those with 3-5 years of work experience (31%) are more receptive to in-house training via Zoom.

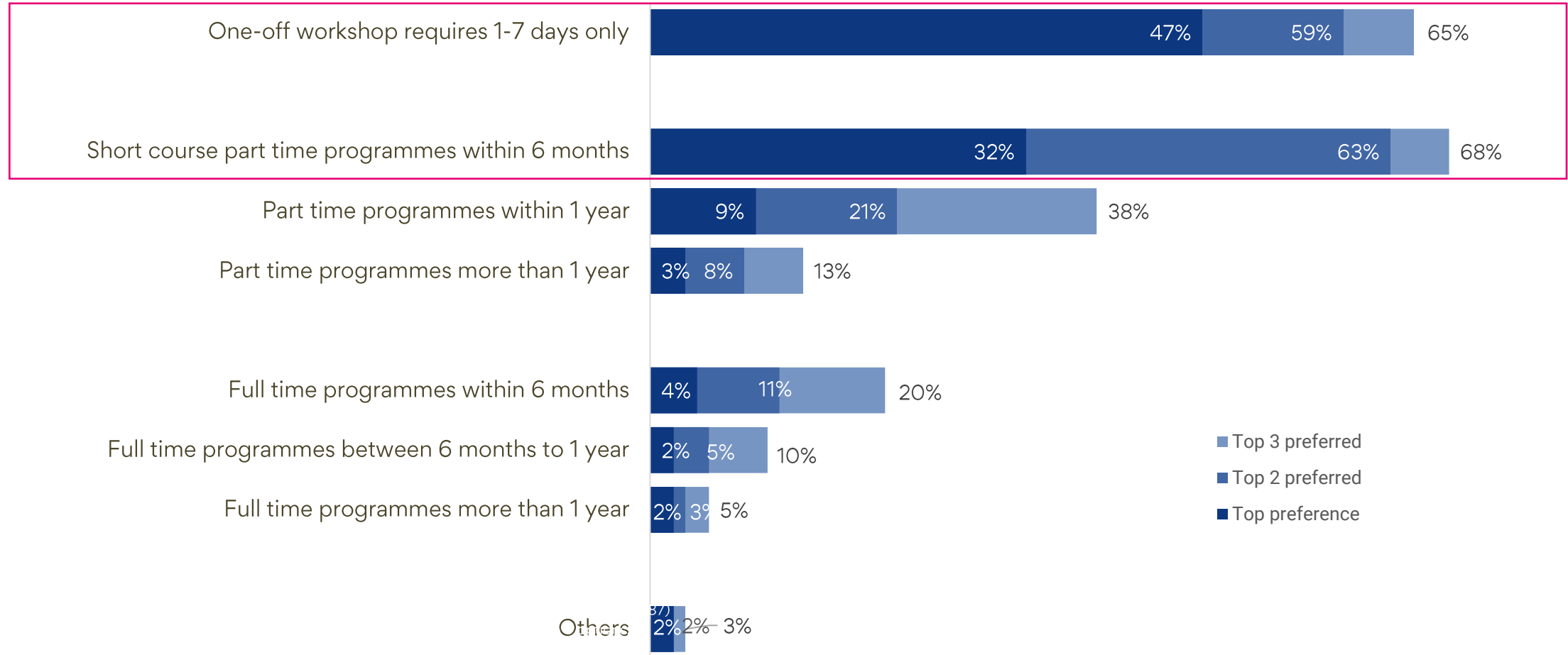
	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1887	n=148	n=172	n=307	n=1234
On job training	60% ¹	62% ¹	59% ¹	63% ¹	59% ¹
Attend courses (fully or partially financed by the company) from educational institutions or training centers(classroom)	53% ²	48% ²	45% ²	52% ²	55% ²
In-house training (classroom)	37% ³	39% ³	26%	36% ³	38% ³
Attend courses (fully or partially financed by the company) from educational institutions or training centers (Zoom)	29%	27%	30%	32%	28%
In-house training (Zoom)	26%	33%	31% ³	32%	23%
Mentorship program offered by company	21%	27%	20%	17%	21%
Others	1%	0%	1%	0%	1%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
Qn.27m. Which format(s) of staff training do you prefer? You can choose up to 3 options.

Staff Training

Preferred training duration

“Short course part-time programs within 6 months” (68%) and “One-off workshop requires 1-7 days only” (65%) are the two most preferred training duration.



Base : All who are currently engaged / applying for / considering upskilling or reskilling program (n=1887)
Qn.27n. What duration of training do you prefer? You can choose up to 3 options.

Staff Training

Preferred training duration – by age

The top two preferred training durations are common across different age groups.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=1887	n=143	n=258	n=303	n=367	n=312	n=242	n=256
One-off workshop requires 1-7 days only	65% ²	61% ²	63% ²	64% ²	66% ²	65% ²	61% ¹	70% ¹
Short course part time programs within 6 months	68% ¹	71% ¹	69% ¹	69% ¹	71% ¹	71% ¹	60% ²	63% ²
Part time programs within 1 year	38%	42%	42%	39%	39%	41%	34%	27%
Part time programs more than 1 year	13%	15%	14%	13%	14%	13%	15%	9%
Full time programs within 6 months	20%	21%	21%	22%	19%	15%	20%	25%
Full time programs between 6 months to 1 year	10%	9%	11%	9%	10%	10%	12%	10%
Full time programs more than 1 year	5%	5%	6%	6%	3%	3%	5%	6%
Others	3%	-	2%	3%	1%	4%	6%	4%

Staff Training

Preferred training duration – by career level

The top two preferred training durations are also consistent across different career levels.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=1887	n=79	n=364	n=894	n=463	n=72
One-off workshop requires 1-7 days only	65% ²	55% ²	62% ²	65% ²	69% ²	71% ¹
Short course part time programs within 6 months	68% ¹	70% ¹	65% ¹	68% ¹	71% ¹	70% ²
Part time programs within 1 year	38%	47%	39%	37%	38%	37%
Part time programs more than 1 year	13%	13%	17%	13%	11%	12%
Full time programs within 6 months	20%	24%	22%	20%	19%	19%
Full time programs between 6 months to 1 year	10%	12%	12%	11%	7%	10%
Full time programs more than 1 year	5%	6%	6%	5%	4%	3%
Others	3%	1%	2%	4%	2%	2%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
Qn.27n. What duration of training do you prefer? You can choose up to 3 options.

Staff Training

Preferred training duration – by work experience

Similarly, respondents of different work experiences prefer the same top two training duration.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=1887	n=148	n=172	n=307	n=1234
One-off workshop requires 1-7 days only	65% ²	55% ²	62% ²	65% ²	69% ²
Short course part time programs within 6 months	68% ¹	70% ¹	65% ¹	68% ¹	71% ¹
Part time programs within 1 year	38%	47%	39%	37%	38%
Part time programs more than 1 year	13%	13%	17%	13%	11%
Full time programs within 6 months	20%	24%	22%	20%	19%
Full time programs between 6 months to 1 year	10%	12%	12%	11%	7%
Full time programs more than 1 year	5%	6%	6%	5%	4%
Others	3%	1%	2%	4%	2%

Base : All who are currently engaged / applying for / considering upskilling or reskilling program
Qn.27n. What duration of training do you prefer? You can choose up to 3 options.



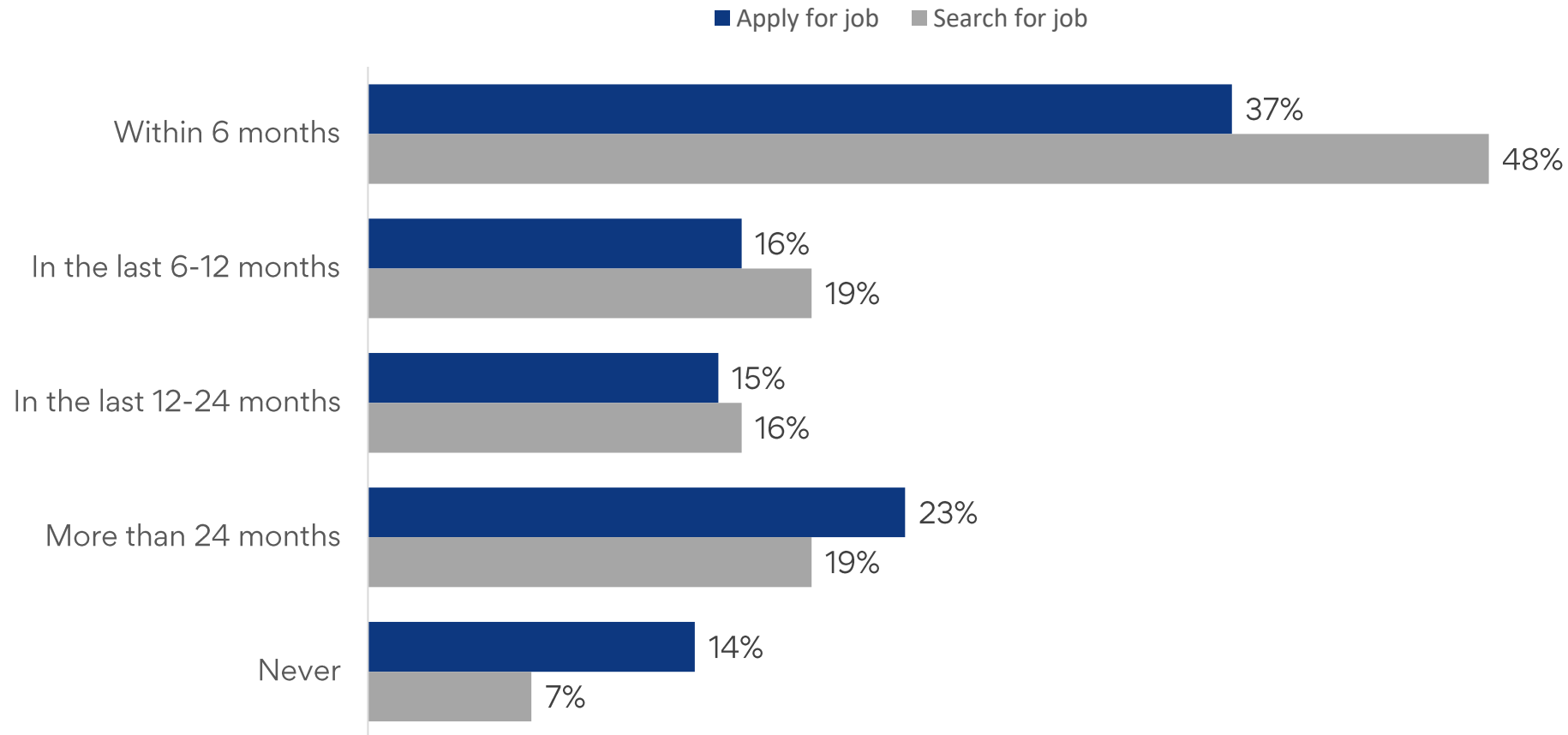
Section 9

JOB SEEKING

Job Seeking

Job searching and job application behavior

Job searching (48%) and job application (37%) are more intense in the last 6 months.



Base : All respondents (n3391)

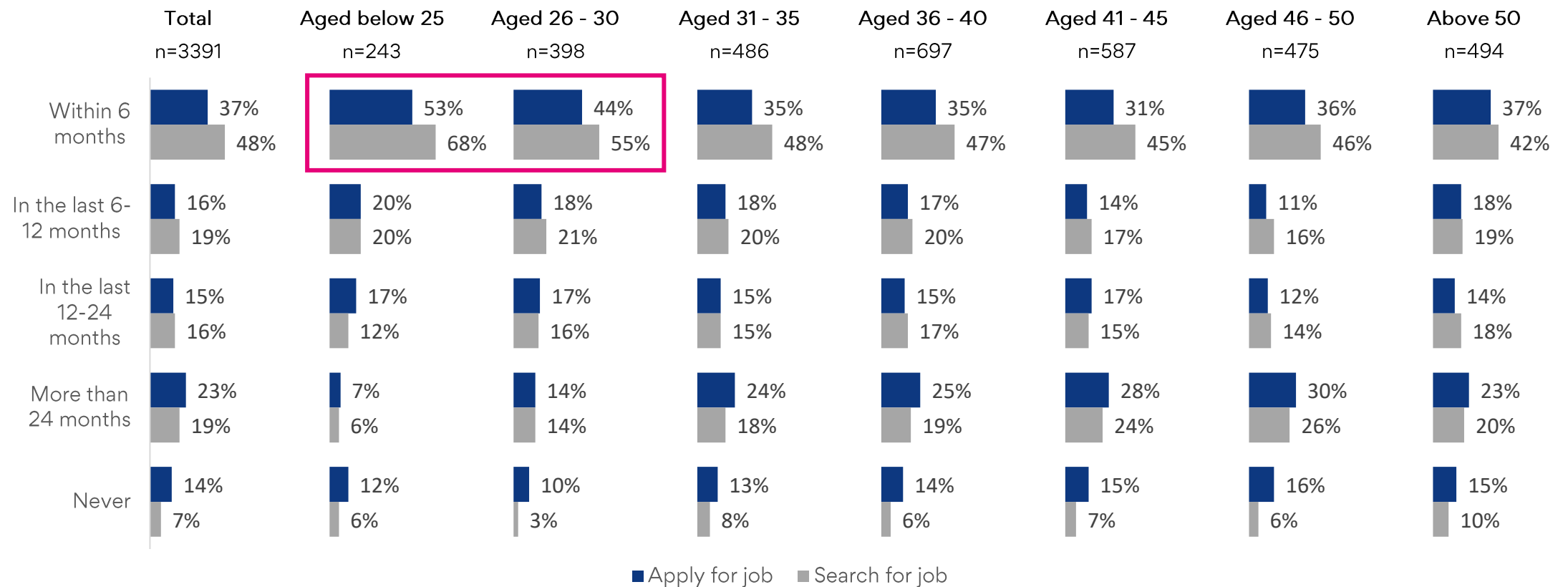
Qn.28a1. Did you “apply for job” in Hong Kong in the following periods? “Apply” refers to your proactive action. Please do not count if you were being invited by the employer. You can choose more than one option)

Qn.28a2. Did you “search for job” in Hong Kong in the following periods? “Search” refers to your proactive act of browsing, checking vacancies at any platforms or channels. You can choose more than one option

Job Seeking

Job searching and job application behavior – by age

Zooming into recent 6 months, respondents aged below 30 are more active in both job searching (55% - 68%) and job application (44% - 53%).



Base : All respondents

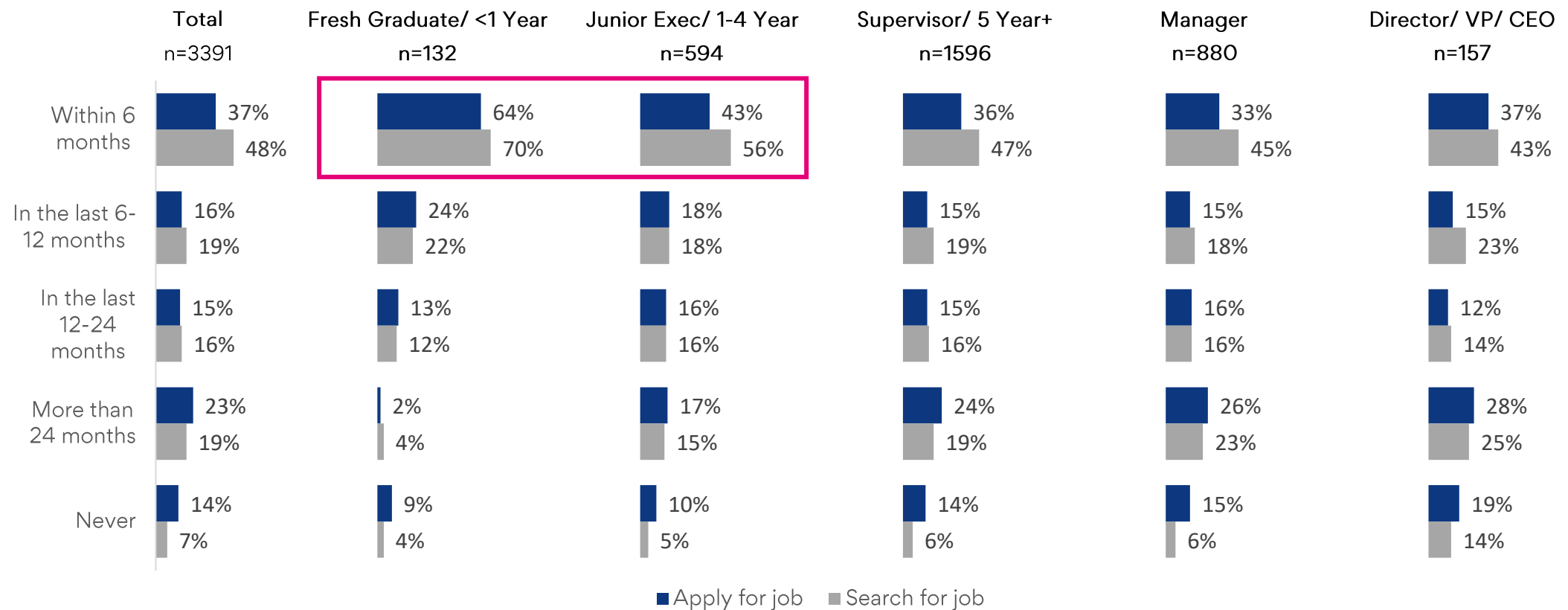
Qn.28a1. Did you “apply for job” in Hong Kong in the following periods? “Apply” refers to your proactive action. Please do not count if you were being invited by the employer. You can choose more than one option)

Qn.28a2. Did you “search for job” in Hong Kong in the following periods? “Search” refers to your proactive act of browsing, checking vacancies at any platforms or channels. (You can choose more than one option)

Job Seeking

Job searching and job application behavior – by career level

Resembling the pattern by age, Fresh Graduates/ with less than 1 year of work experience and Junior Executives / 1-4 years of work experience reveal a high incidence of job searching (56% - 70%) and job application (43% - 64%) in recent 6 months.



Base : All respondents

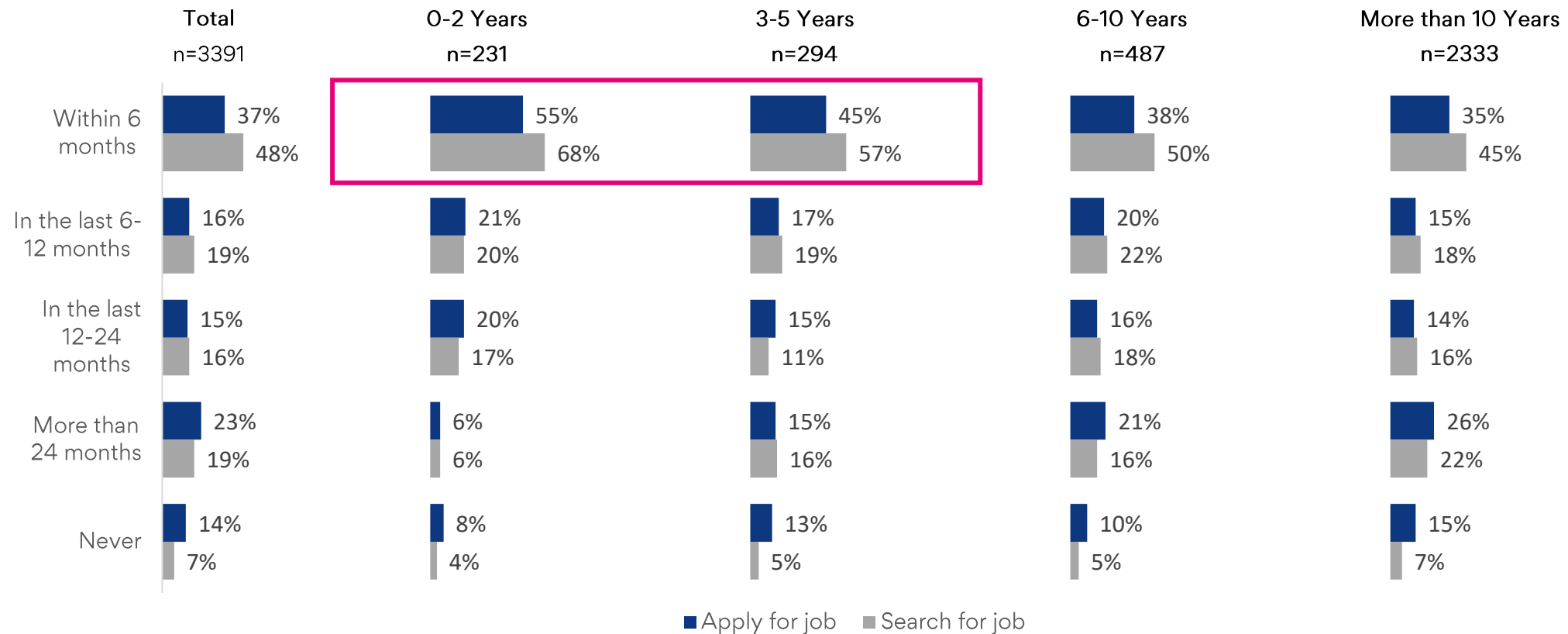
Qn.28a1. Did you “apply for job” in Hong Kong in the following periods? “Apply” refers to your proactive action. Please do not count if you were being invited by the employer. You can choose more than one option)

Qn.28a2. Did you “search for job” in Hong Kong in the following periods? “Search” refers to your proactive act of browsing, checking vacancies at any platforms or channels. (You can choose more than one option)

Job Seeking

Job searching and job application behavior – by work experience

Similarly, individuals with 0-2 years of work experience and 3-5 years of work experience are more active in terms of job searching (57% - 68%) and job application (45% - 55%) in recent 6 months.



Base : All respondents

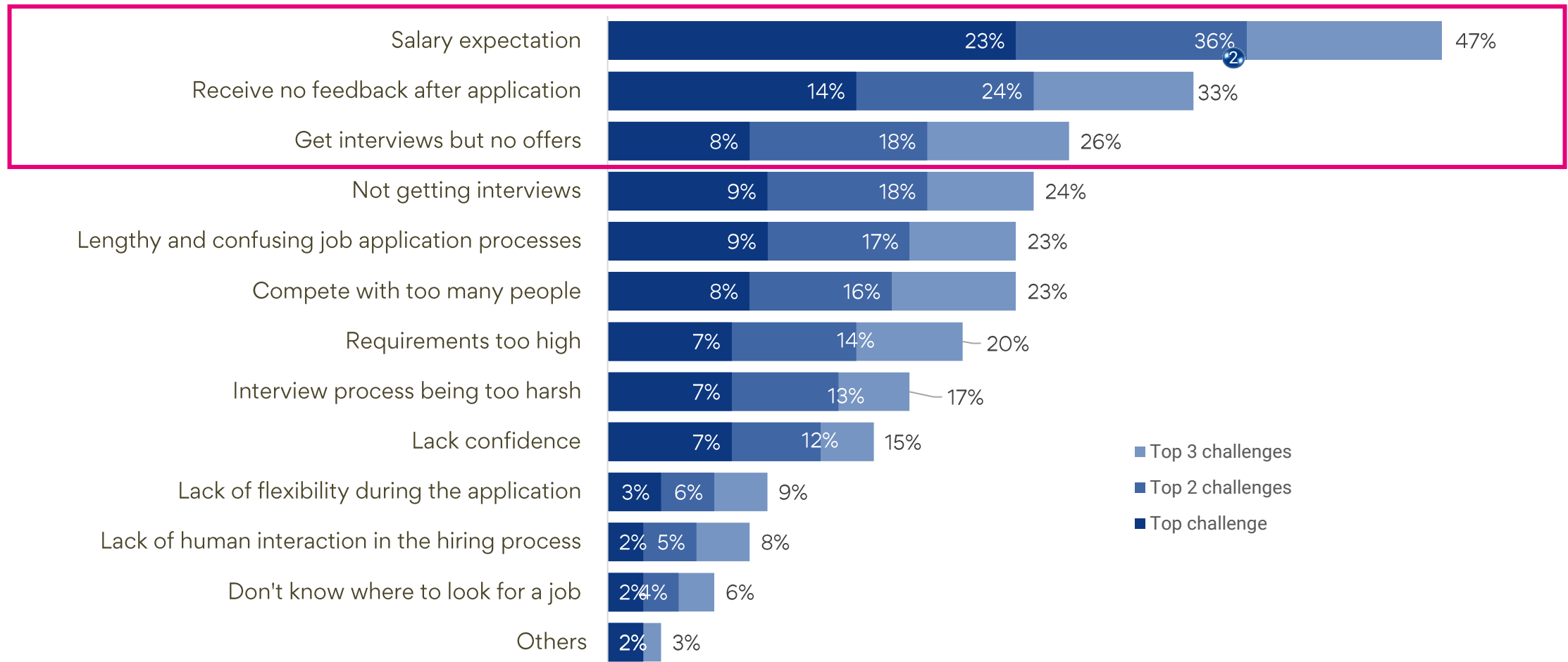
Qn.28a1. Did you “apply for job” in Hong Kong in the following periods? “Apply” refers to your proactive action. Please do not count if you were being invited by the employer. You can choose more than one option)

Qn.28a2. Did you “search for job” in Hong Kong in the following periods? “Search” refers to your proactive act of browsing, checking vacancies at any platforms or channels. (You can choose more than one option)

Job Seeking

Biggest challenges in job seeking

The top three biggest challenges in job seeking are “salary expectation” (47%), “receive no feedback after application (33%) and “get interviews but no offers” (26%).



Base : All who have searched for job in Hong Kong (n=3053)

Qn.28b. What do you think the biggest challenge is in job seeking? You can choose up to 3 options

Job Seeking

Biggest challenges in job seeking – by age

- The top two challenges are the same across different age segments.
- Specifically, individuals aged below 25 express concern about “not getting interviews” (27%), those aged 31-35 worry about “competing with too many people” (28%) and those aged 41-45 concern about “interview process being too harsh” (25%)

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=3053	n=143	n=258	n=303	n=367	n=312	n=242	n=256
Salary expectation	47% ¹	39% ¹	54% ¹	54% ¹	52% ¹	46% ¹	45% ¹	33% ²
No feedback after application	33% ²	39% ¹	38% ²	31% ²	29% ²	29% ²	32% ²	36% ¹
Getting interviews but no offers	26% ³	27% ³	27% ³	23%	26% ²	22%	28% ³	31% ¹
Not getting interviews	24%	27% ³	22%	22%	21%	23%	26%	30%
Lengthy and confusing job application processes	23%	18%	24%	25%	24%	24%	26%	22%
Competing with too many people	23%	26%	18%	28% ³	22%	20%	20%	25%
Requirements too high	20%	17%	16%	17%	23%	24%	23%	19%
Interview process being too harsh	17%	10%	14%	14%	16%	25% ³	20%	18%
Lack confidence	15%	23%	18%	19%	16%	13%	12%	7%
Lack of flexibility during the application	9%	10%	10%	9%	8%	9%	8%	8%
Lack of human interaction in the hiring process	8%	13%	7%	8%	7%	9%	8%	9%
Don't know where to look for a job	6%	10%	8%	5%	6%	3%	5%	5%
Others	3%	1%	4%	3%	3%	4%	4%	4%

Base : All who have searched for job in Hong Kong

Qn.28b. What do you think the biggest challenge is in job seeking? You can choose up to 3 options

Job Seeking

Biggest challenges in job seeking – by career level

- The perception of the top three challenges are consistent across the mid-levels.
- Directors / VPs / CEOs express more concern about “lengthy and confusing job application processes”.
- Fresh Graduates/ with less than 1 year of work experience worry more about “not getting interviews” (35%) and “competing with too many people”(32%).

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=3053	n=123	n=547	n=1436	n=793	n=129
Salary expectation	47% ^①	26%	46% ^①	48% ^①	50% ^①	46% ^①
No feedback after application	33% ^②	45% ^①	35% ^②	31% ^②	31% ^②	36% ^②
Getting interviews but no offers	26% ^③	30%	29% ^③	25% ^③	26% ^③	21%
Not getting interviews	24%	35% ^②	23%	23%	25%	25%
Lengthy and confusing job application processes	23%	17%	22%	24%	24%	30% ^③
Competing with too many people	23%	32% ^③	23%	23%	21%	19%
Requirements too high	20%	13%	18%	23%	19%	20%
Interview process being too harsh	17%	9%	16%	20%	15%	20%
Lack confidence	15%	20%	22%	16%	10%	4%
Lack of flexibility during the application	9%	9%	8%	9%	8%	11%
Lack of human interaction in the hiring process	8%	17%	8%	7%	9%	11%
Don't know where to look for a job	6%	10%	8%	5%	5%	5%
Others	3%	3%	2%	3%	4%	2%

Base : All who have searched for job in Hong Kong

Qn.28b. What do you think the biggest challenge is in job seeking? You can choose up to 3 options

Job Seeking

Biggest challenges in job seeking – by work experience

Respondents with different work experiences reveal the same top three biggest challenges in job seeking.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=3053	n=218	n=269	n=453	n=2074
Salary expectation	47% ¹	37% ²	50% ¹	56% ¹	46% ¹
No feedback after application	33% ²	43% ¹	36% ²	32% ²	31% ²
Getting interviews but no offers	26% ³	32% ³	26% ³	24% ³	26% ³
Not getting interviews	24%	31%	20%	22%	24%
Lengthy and confusing job application processes	23%	18%	24%	22%	24%
Competing with too many people	23%	29%	21%	22%	23%
Requirements too high	20%	12%	18%	20%	22%
Interview process being too harsh	17%	11%	15%	12%	20%
Lack confidence	15%	20%	18%	19%	13%
Lack of flexibility during the application	9%	10%	8%	8%	9%
Lack of human interaction in the hiring process	8%	15%	7%	8%	8%
Don't know where to look for a job	6%	11%	7%	7%	4%
Others	3%	3%	2%	2%	4%

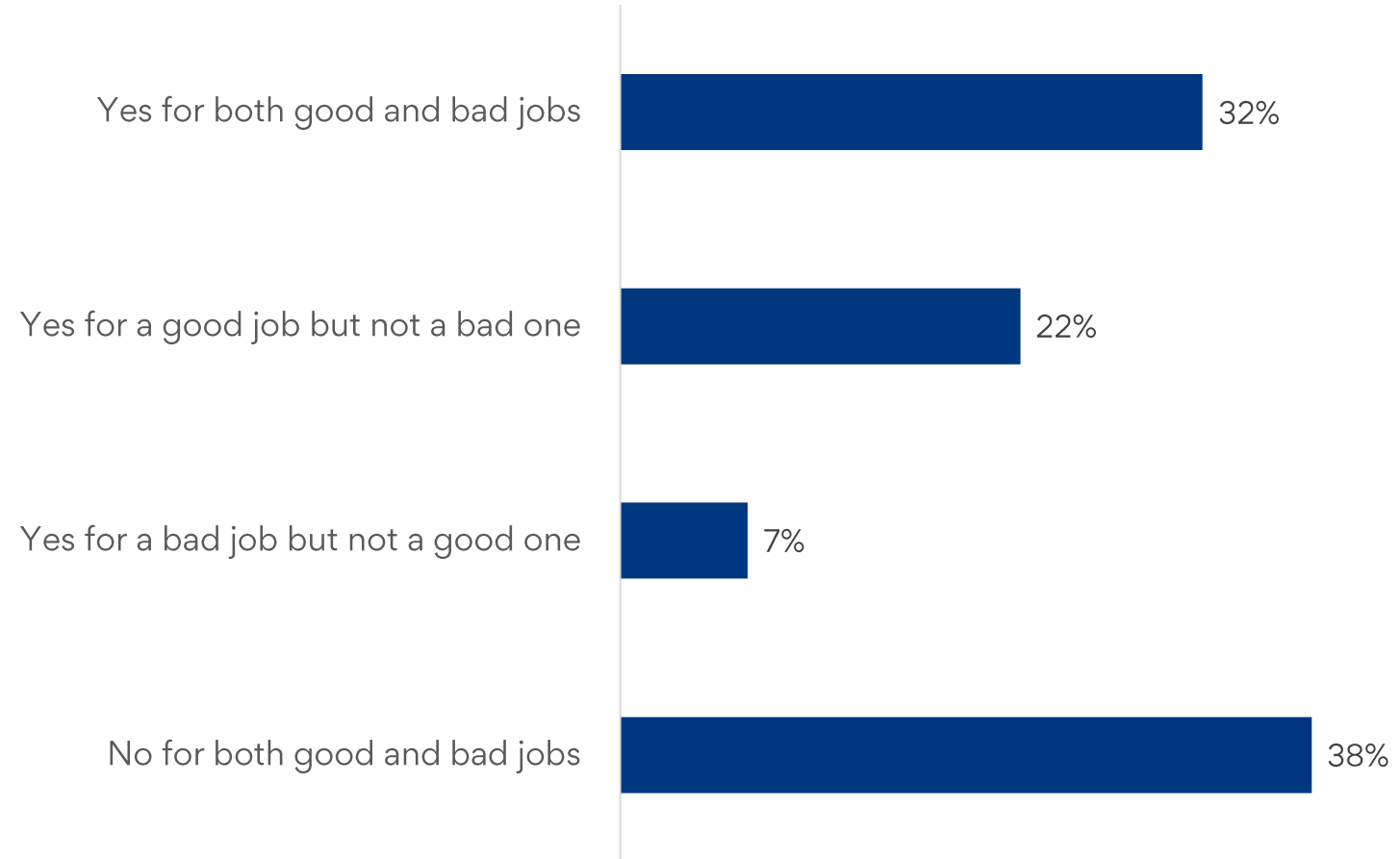
Base : All who have searched for job in Hong Kong

Qn.28b. What do you think the biggest challenge is in job seeking? You can choose up to 3 options

Job Seeking

Whether the quality of a job can be inferred from the job description of a recruitment ad

Overall, respondents' opinion regarding the inference capability of a job description are scattered. Specifically, 38% are not convinced that a job description will give any hints about the quality of a job.

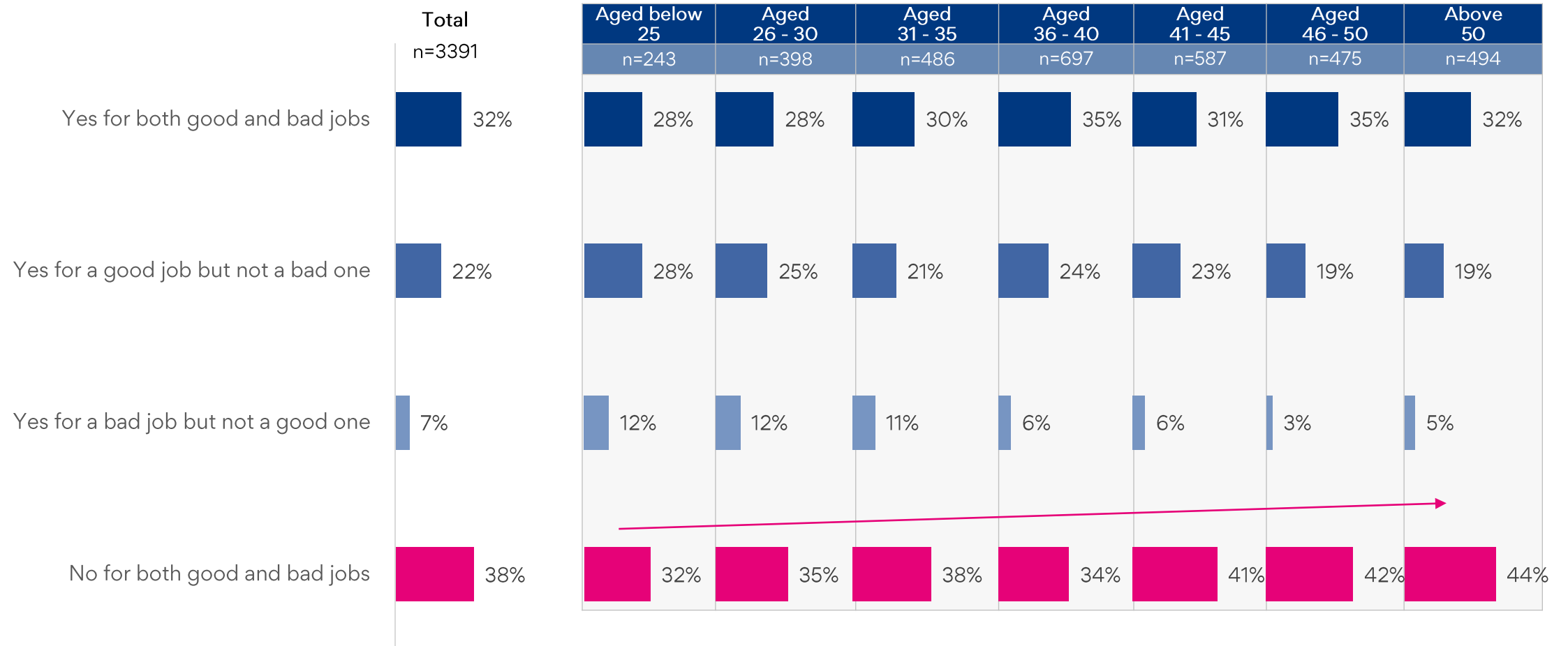


Base : All respondents (n=3391)

Qn.28j. Do you think that the quality of a job can be inferred from the job description in a recruitment ad?

Job Seeking

Whether the quality of a job can be inferred from the job description of a recruitment ad – by age
Younger respondents are comparatively more convinced about the inference of a job description.



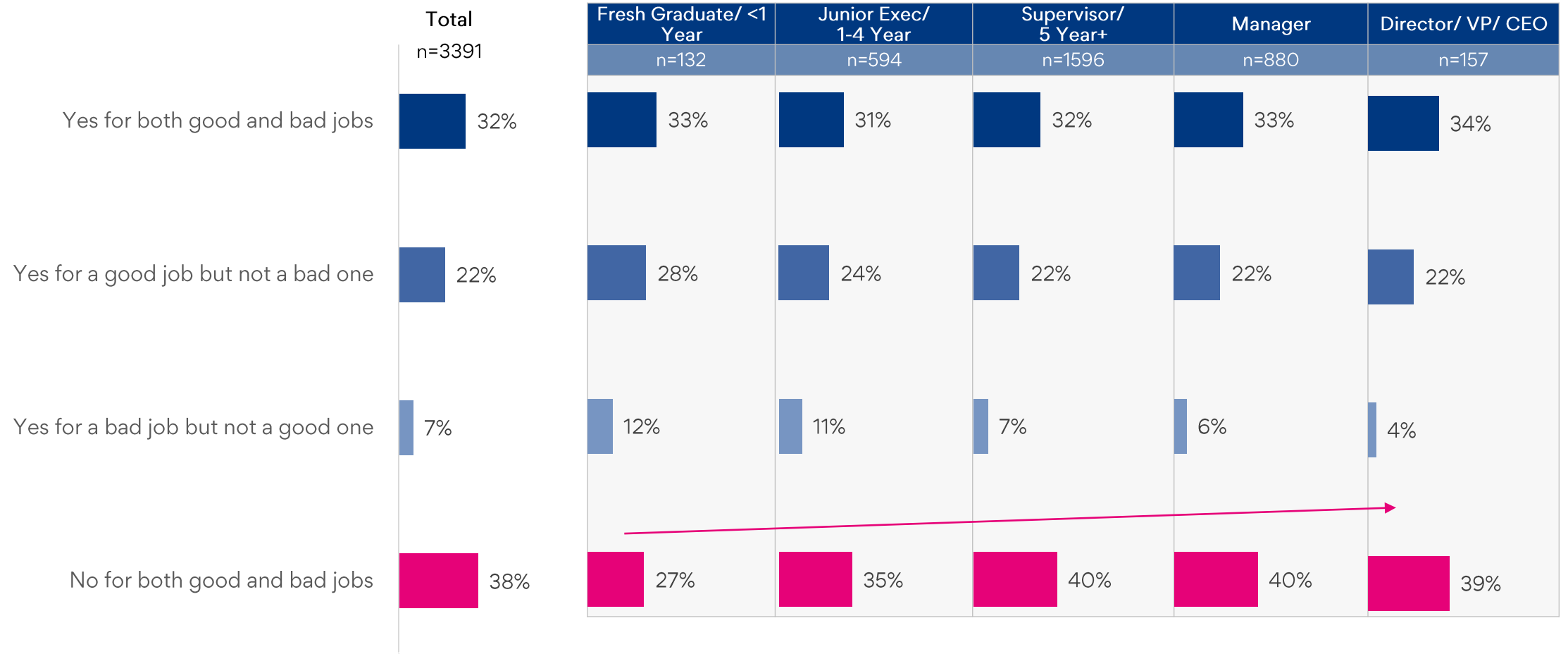
Base : All respondents

Qn.28j. Do you think that the quality of a job can be inferred from the job description in a recruitment ad?

Job Seeking

Whether the quality of a job can be inferred from the job description of a recruitment ad – by career level

Aligning with the findings by age, junior levels are relative more convinced about the inference from a job description.

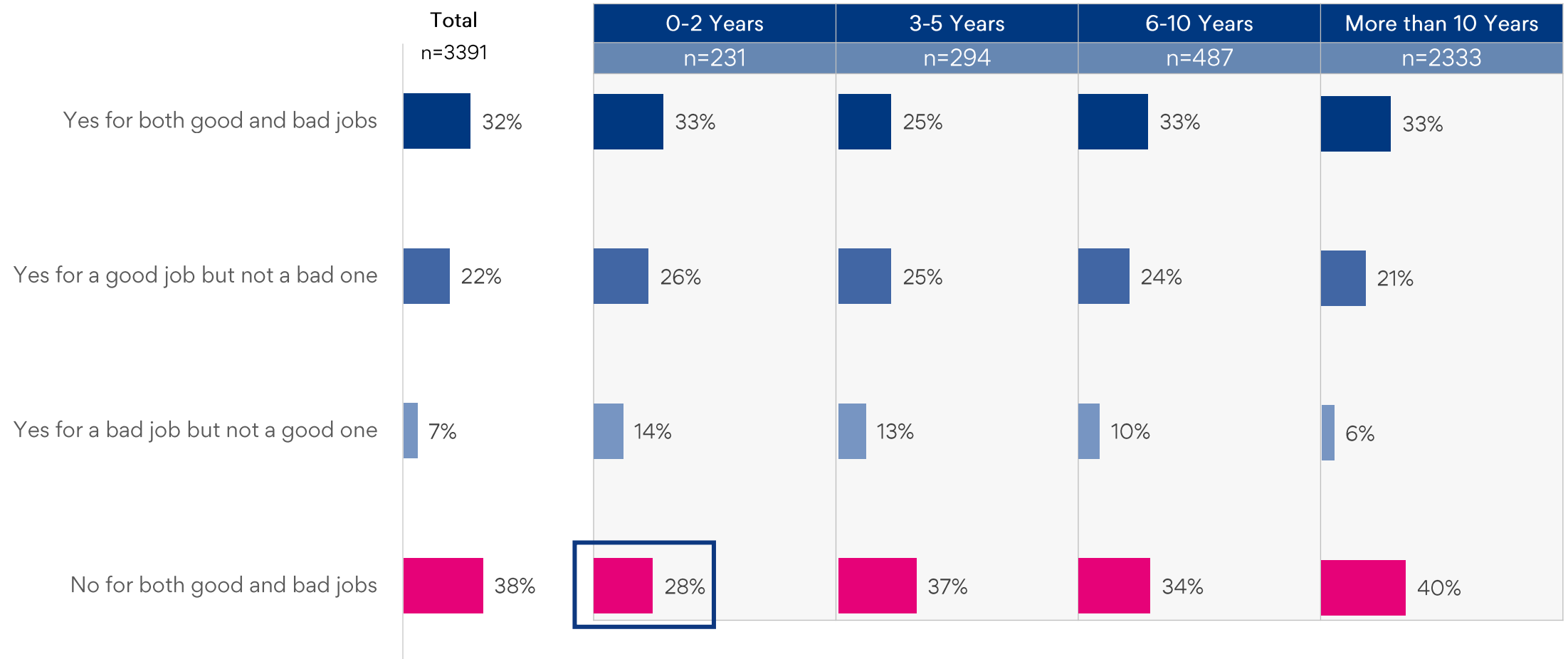


Base : All respondents

Qn.28j. Do you think that the quality of a job can be inferred from the job description in a recruitment ad?

Job Seeking

Whether the quality of a job can be inferred from the job description of a recruitment ad – by work experience
Similarly, individuals with 0-2 years are more convinced about the inference from the job description.



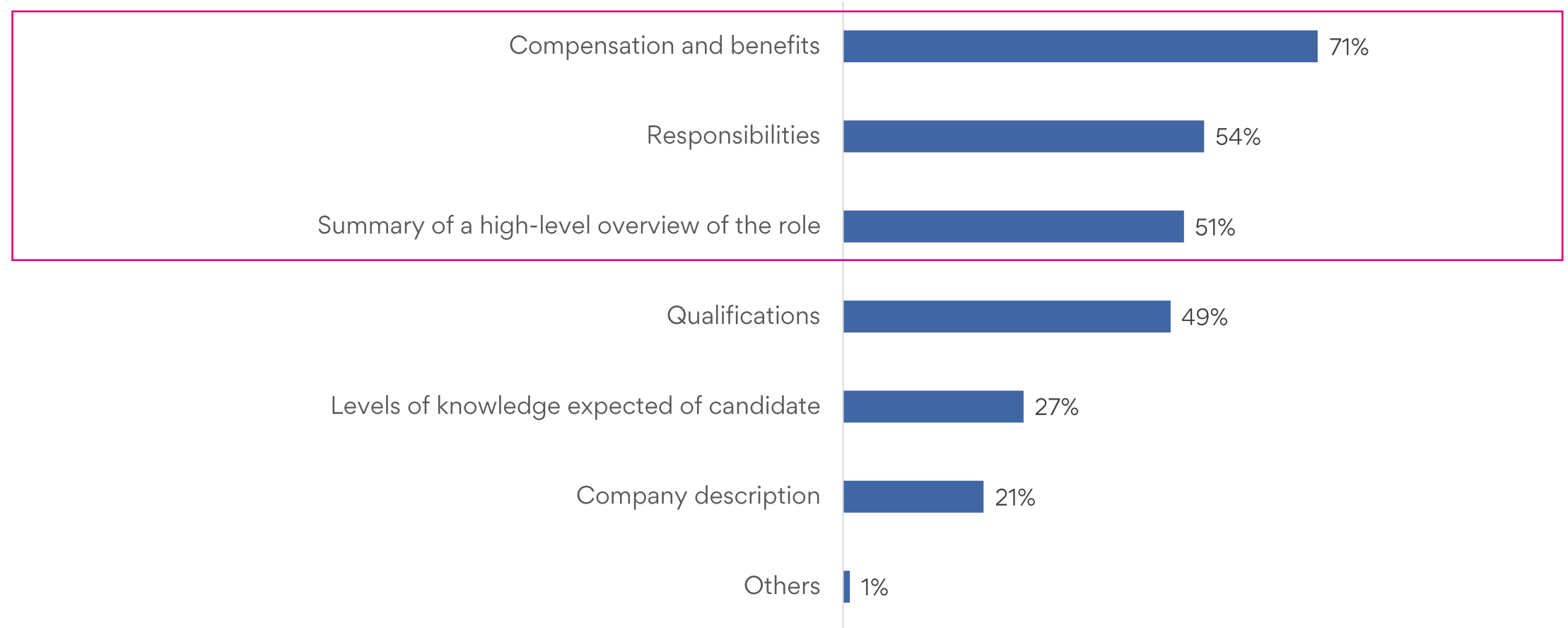
Base : All respondents

Qn.28j. Do you think that the quality of a job can be inferred from the job description in a recruitment ad?

Job Seeking

Useful content in a job description

- 71% consider “compensation and benefits” to be useful content in a job description. Other useful contents include “responsibilities” (54%) and “summary of a high-level overview of the role” (51%).



Base : All respondents (n=3391)

Qn.28L. What info do you think a job description JD should include that would make you feel more comfortable applying for the job? You can choose up to 3 options.

Job Seeking

Useful content in a job description – by age

Respondents across different age segments largely agree on the useful content in a job description, with the exception that those aged above 45 tend to focus more on “qualifications”

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=3391	n=243	n=398	n=486	n=697	n=587	n=475	n=494
Compensation and benefits	71% ¹	68% ¹	77% ¹	77% ¹	73% ¹	73% ¹	66% ¹	60% ¹
Responsibilities	54% ²	54% ²	57% ²	58% ²	56% ²	56% ²	52% ³	48%
Summary of a high-level overview of the role	51% ³	50% ³	48% ³	47% ³	53% ³	53% ³	50%	55% ²
Qualifications	49%	42%	47%	46%	45%	52%	55% ²	55% ²
Levels of knowledge expected of candidate	27%	32%	25%	30%	26%	26%	28%	27%
Company description	21%	20%	21%	19%	18%	19%	23%	25%
Others	1%	1%	1%	0%	1%	1%	1%	1%

Base : All respondents

Qn.28L. What info do you think a job description JD should include that would make you feel more comfortable applying for the job? You can choose up to 3 options.

Job Seeking

Useful content in a job description – by career level

Regardless of seniority, the top useful content in a job description are largely consistent.

	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=3391	n=132	n=594	n=1596	n=880	n=157
Compensation and benefits	71% ¹	65% ¹	72% ¹	74% ¹	68% ¹	58% ¹
Responsibilities	54% ²	50% ²	54% ²	54% ²	56% ²	57% ²
Summary of a high-level overview of the role	51% ³	46% ³	46%	52% ³	54% ³	51% ³
Qualifications	49%	44%	49% ³	51%	49%	43%
Levels of knowledge expected of candidate	27%	37%	29%	27%	26%	26%
Company description	21%	21%	21%	19%	21%	29%
Others	1%	1%	1%	-	1%	2%

Base : All respondents

Qn.28L. What info do you think a job description JD should include that would make you feel more comfortable applying for the job? You can choose up to 3 options.

Job Seeking

Useful content in a job description – by work experience

Respondents across different work experiences report the same top three useful content in a job description.

	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=3391	n=231	n=294	n=487	n=2333
Compensation and benefits	71% ¹	70% ¹	72% ¹	78% ¹	70% ¹
Responsibilities	54% ²	50% ²	57% ²	58% ²	54% ²
Summary of a high-level overview of the role	51% ³	47% ³	51% ³	47% ³	53% ³
Qualifications	49%	44%	46%	46%	51%
Levels of knowledge expected of candidate	27%	37%	25%	25%	27%
Company description	21%	22%	20%	19%	21%
Others	1%	1%	1%	0%	1%

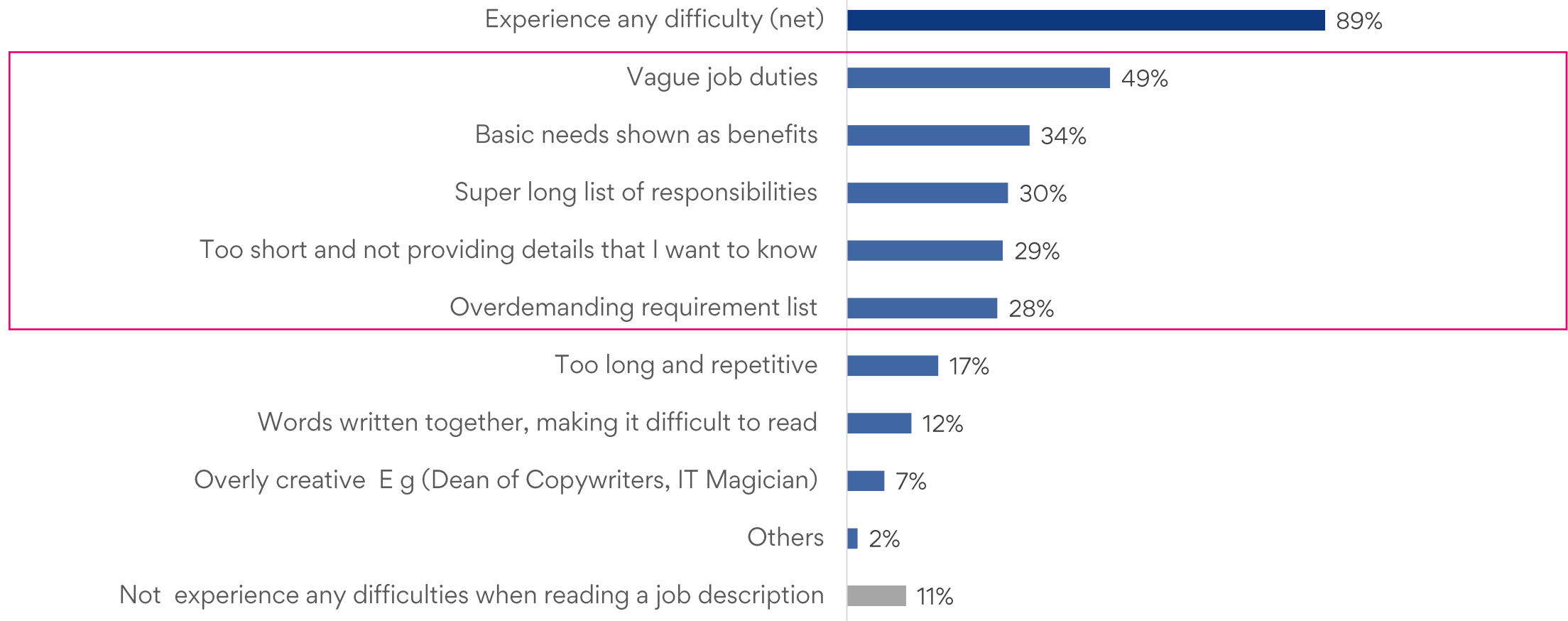
Base : All respondents

Qn.28L. What info do you think a job description JD should include that would make you feel more comfortable applying for the job? You can choose up to 3 options.

Job Seeking

Difficulties encountered when reading a job description

- Overall, 89% of respondents experience difficulties in reading a job description.
- The primary difficulty is “vague job duties” (49%). Other common challenges are “basic needs shown as benefits” (34%), “super-long list of responsibilities (30%)”, “too short and not providing details” (29%), and “overdemanding requirement list” (28%).



Base : All respondents (n=3391)

Qn.28k. Which difficult situation do you experience when reading a job description? You can choose up to 3 options.

Job Seeking

Difficulties encountered when reading a job description – by age

- The incidence of encountering difficulties declines with age.
- “Vague job duties” are consistently mentioned across different age segments as the primary difficulty encountered when reading a job description.
- In addition, younger respondents aged below 35 highlight that job descriptions are often too short and not providing details they need (31-36%). In contrast, mature respondents aged above 40 reveal that an “overdemanding requirement list” (28%-33%) is a common issue in the job descriptions.

	Total	Aged below 25	Aged 26 - 30	Aged 31 - 35	Aged 36 - 40	Aged 41 - 45	Aged 46 - 50	Above 50
Base	n=3391	n=243	n=398	n=486	n=697	n=587	n=475	n=494
Encounter any challenge (net)	89%	91%	93%	93%	91%	89%	88%	83%
Vague job duties	49% ¹	51% ¹	49% ¹	56% ¹	52% ¹	51% ¹	45% ¹	38% ¹
Basic needs shown as benefits	34% ²	38% ²	41% ²	38% ²	34% ²	36% ²	29%	22%
Super long list of responsibilities	30% ³	22%	28%	29%	33% ³	31%	34% ²	29% ²
Too short and not providing details that I want to know	29%	36% ³	36% ³	31% ³	27%	27%	24%	25%
Overdemanding requirement list	28%	24%	25%	27%	26%	33% ³	30% ³	28% ³
Too long and repetitive	17%	17%	19%	15%	16%	18%	16%	15%
Words written together, making it difficult to read	12%	17%	14%	14%	15%	10%	10%	10%
Overly creative E.g (Dean of Copywriters, IT Magician)	7%	10%	8%	7%	7%	8%	6%	8%
Others	2%	1%	2%	2%	1%	2%	3%	3%
Not experience any difficulties when reading a job description	11%	9%	7%	7%	9%	11%	12%	17%


Base : All respondents

Qn.28k. Which difficult situation do you experience when reading a job description? You can choose up to 3 options.

Job Seeking

Difficulties encountered when reading a job description – by career level

Aligning with age segments, the incidence of encountering difficulties decreases with seniority.




	Total	Fresh Graduate/ <1 Year	Junior Exec/ 1-4 Year	Supervisor/ 5 Year+	Manager	Director/ VP/ CEO
Base	n=3391	n=132	n=594	n=1596	n=880	n=157
Encounter any challenge (net)	89%	92%	92%	89%	89%	86%
Vague job duties	49% ^①	46% ^①	52% ^①	48% ^①	49% ^①	46% ^①
Basic needs shown as benefits	34% ^②	34% ^③	39% ^②	36% ^②	31% ^③	13%
Super long list of responsibilities	30% ^③	24%	26%	30% ^③	34% ^②	32% ^②
Too short and not providing details that I want to know	29%	41% ^②	33% ^③	30% ^③	23%	26% ^③
Overdemanding requirement list	28%	25%	29%	29%	27%	26% ^③
Too long and repetitive	17%	16%	16%	15%	18%	23%
Words written together, making it difficult to read	12%	17%	11%	11%	14%	15%
Overly creative E g (Dean of Copywriters, IT Magician)	7%	10%	8%	7%	7%	11%
Others	2%	3%	2%	2%	2%	2%
Not experience any difficulties when reading a job description	11%	8%	8%	11%	11%	14%

Base : All respondents (n=3391)

Qn.28k. Which difficult situation do you experience when reading a job description? You can choose up to 3 options.

Job Seeking

Difficulties encountered when reading a job description – by work experience
Similarly, the incidence of encountering difficulties declines with work experience.



	Total	0-2 Years	3-5 Years	6-10 Years	More than 10 Years
Base	n=3391	n=231	n=294	n=487	n=2333
Encounter any challenge (net)	89%	93%	91%	91%	89%
Vague job duties	49% ¹	52% ¹	49% ¹	54% ¹	49% ¹
Basic needs shown as benefits	34% ²	42% ²	39% ²	36% ²	31% ³
Super long list of responsibilities	30% ³	21%	26%	30% ³	34% ²
Too short and not providing details that I want to know	29%	38% ³	35% ³	29%	23%
Overdemanding requirement list	28%	27%	26%	25%	27%
Too long and repetitive	17%	16%	19%	16%	18%
Words written together, making it difficult to read	12%	13%	14%	16%	14%
Overly creative E g (Dean of Copywriters, IT Magician)	7%	11%	8%	7%	7%
Others	2%	1%	1%	2%	2%
Not experience any difficulties when reading a job description	11%	7%	9%	9%	11%

Base : All respondents (n=3391)

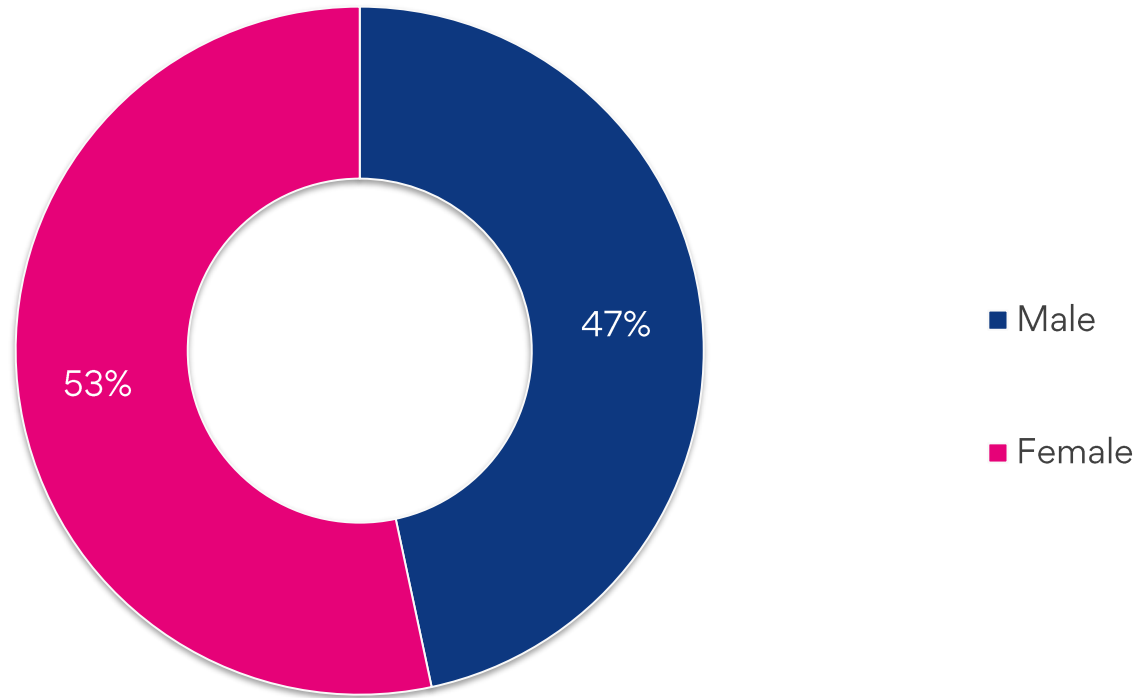
Qn.28k. Which difficult situation do you experience when reading a job description? You can choose up to 3 options.



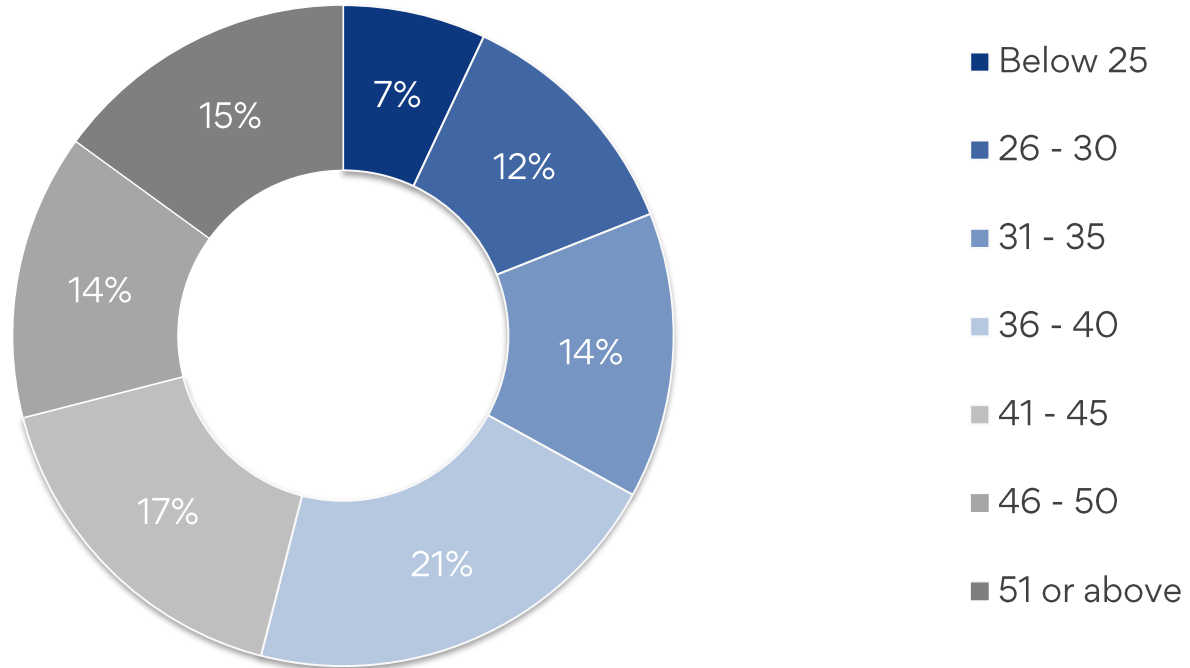
Appendix

RESPONDENTS' PROFILE

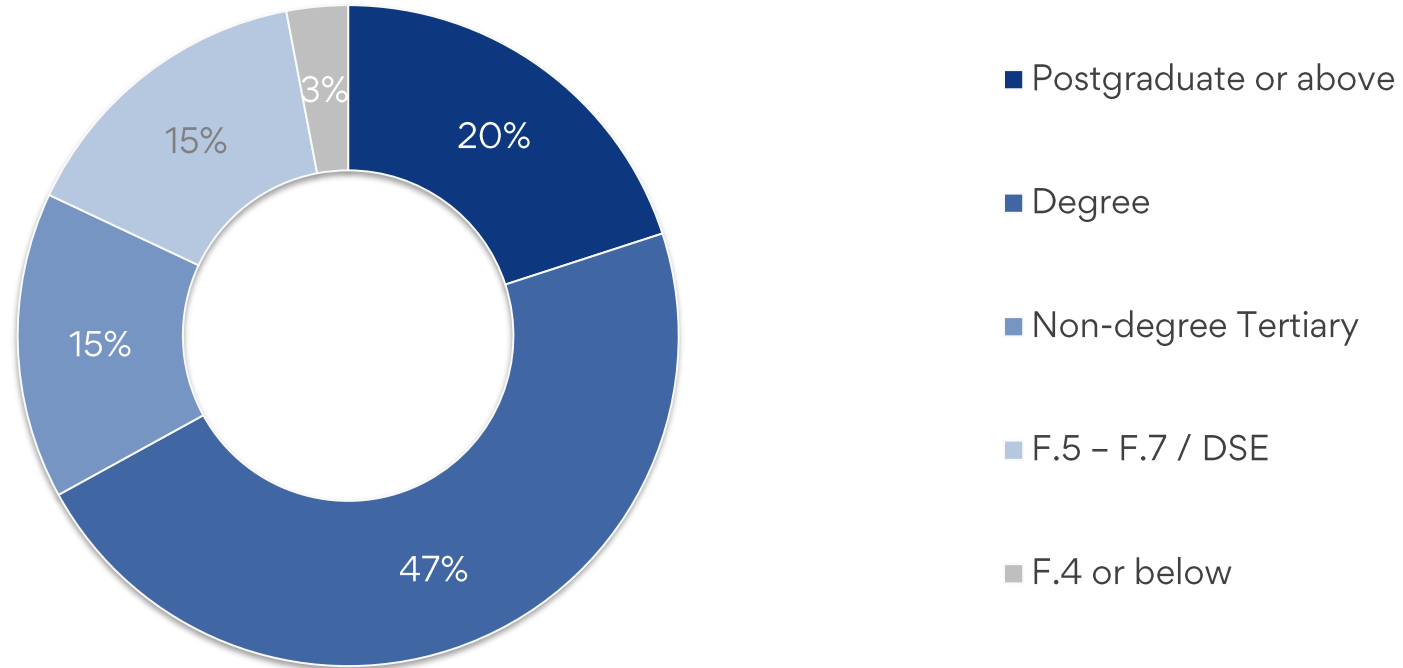
Respondents' profile - gender



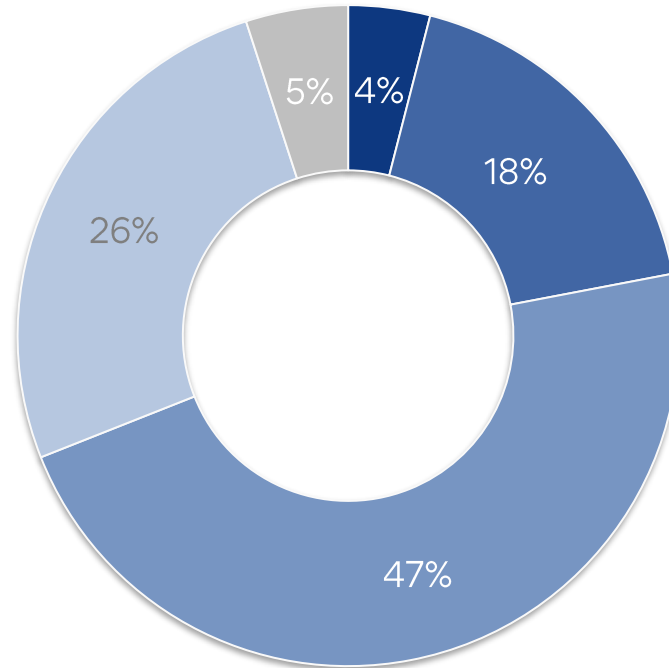
Respondents' profile - age



Respondents' profile – education level

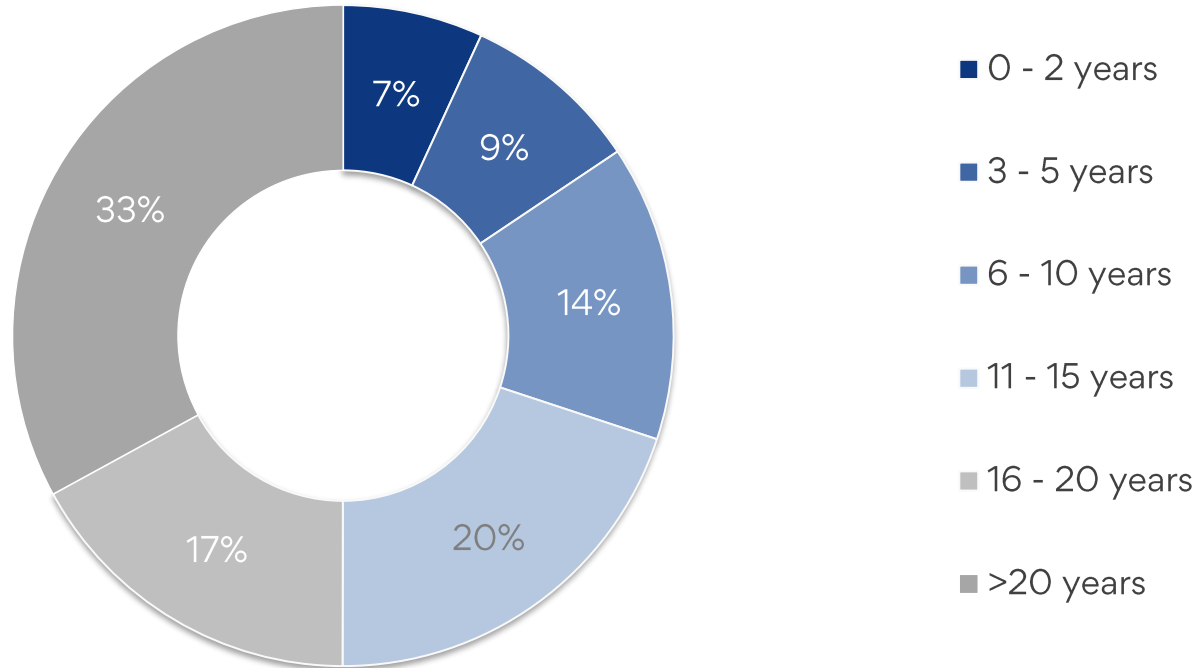


Respondents' profile – career level

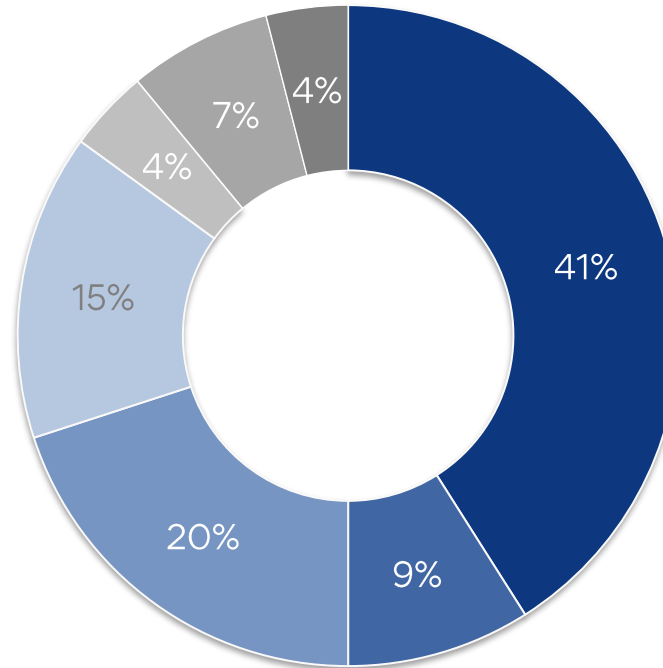


- Fresh graduate / less than 1 year experience
- Junior executive or 1-4 years experience
- Supervisor or 5+ years work experience
- Manager / Senior Manager
- Director / VP / CEO

Respondents' profile – work experience



Respondents' profile – type of organization



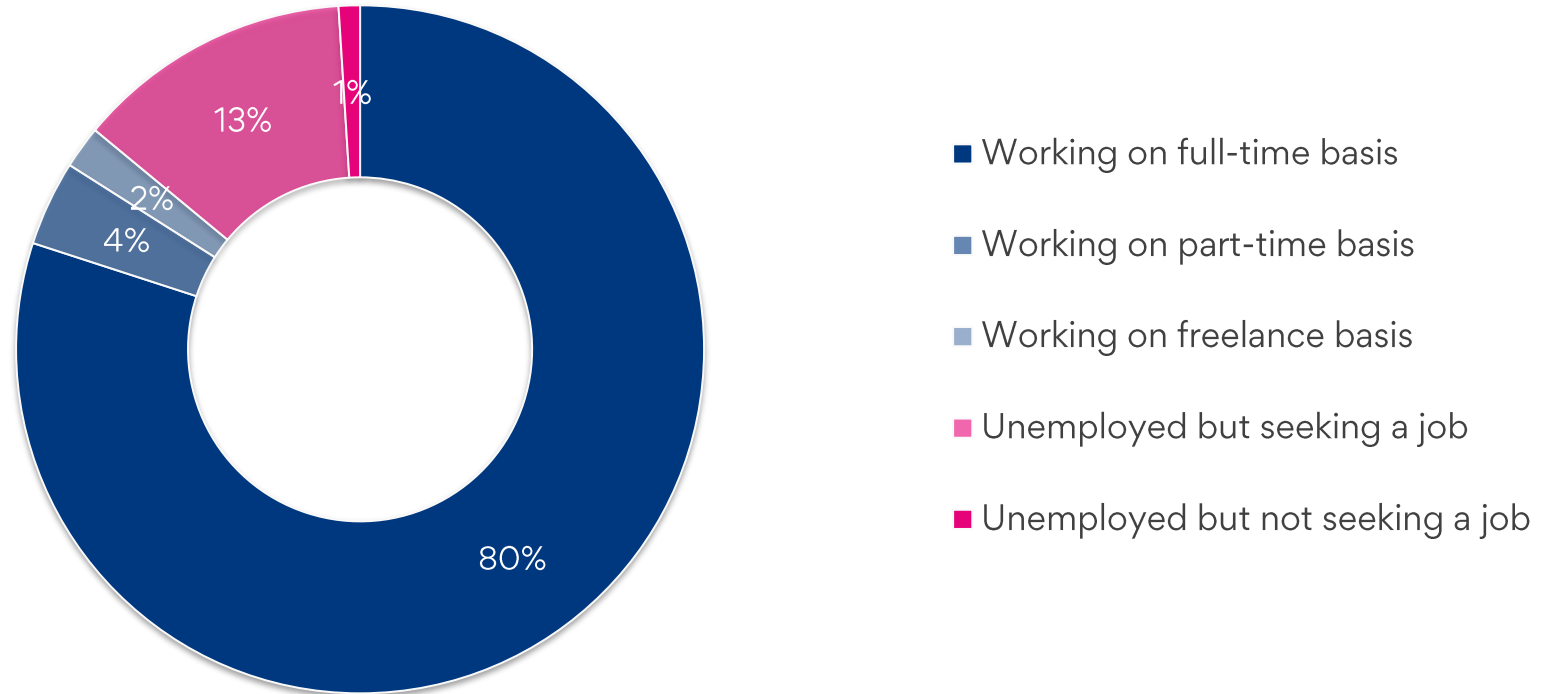
- Local (Hong Kong) organization
- Chinese-owned organization
- Hong Kong-based multinational organization (with headquarter in Hong Kong, Macau or China but with offices in multiple countries out of Hong Kong)
- Multinational organization (with headquarter out of Hong Kong, Macau and China)
- Government
- Non-profit organization
- Not fixed as I worked on part-time / freelance basis / never had a job before

Respondents' profile – industry

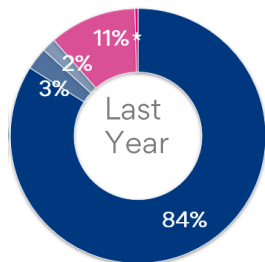
Industry	Percentage	Industry	Percentage
Government & Public Organization	4.2%	Education & Training	6.7%
Charity / Social Services / NGO	3.4%	Human Resources / Recruitment	2.9%
Public Utilities (e.g. Gas, Electricity)	0.5%	Freight Forwarding / Delivery / Logistics	7.1%
Retail	7.4%	Mass Transportation	2.0%
Trading and Distribution	5.7%	Building / Construction	5.0%
Wholesale	0.9%	Engineering	4.5%
Manufacturing / Packaging	3.4%	Food and Beverage	4.8%
E-commerce	0.5%	Hospitality	3.0%
Accounting / Audit / Tax	2.2%	Travel & Tourism	1.3%
Banking	3.8%	BioTech	0.4%
Insurance	1.7%	Medical / Pharmaceutical	3.4%
Fintech (cryptocurrency)	0.1%	Testing / Laboratory	1.2%
Fintech (Non-cryptocurrency)	0.2%	Telecommunication	0.6%
Financial Services (Non Bank Organization)	2.5%	Information & Communications Technology	1.7%
Legal Services	0.8%	Clothing / Garment / Textile	1.3%
Management Consultancy / Service	1.5%	Electronics / Electrical Equipment	1.4%
Research / Survey	0.3%	Jewellery / Gems / Watches	0.6%
Property Development & Management	4.7%	Entertainment / Recreation	0.7%
Security / Fire / Electronic Access Controls	1.8%	Sports, Health & Beauty Care	0.7%
Advertising / Public Relations / Marketing Services	0.6%	E-sports	0.0%
Media / Publishing / Printing	0.5%	Others	2.0%
Design	0.7%	Not fixed	1.6%

Current Job Status of Respondents

80% of the respondents are currently working on a full-time basis, 4% are part-timers, 2% are freelancers and 13% are unemployed but seeking a job. There has been a slight increase in the proportion of "unemployed but seeking a job" compared to the previous year.



Base: All respondents (n=3391)

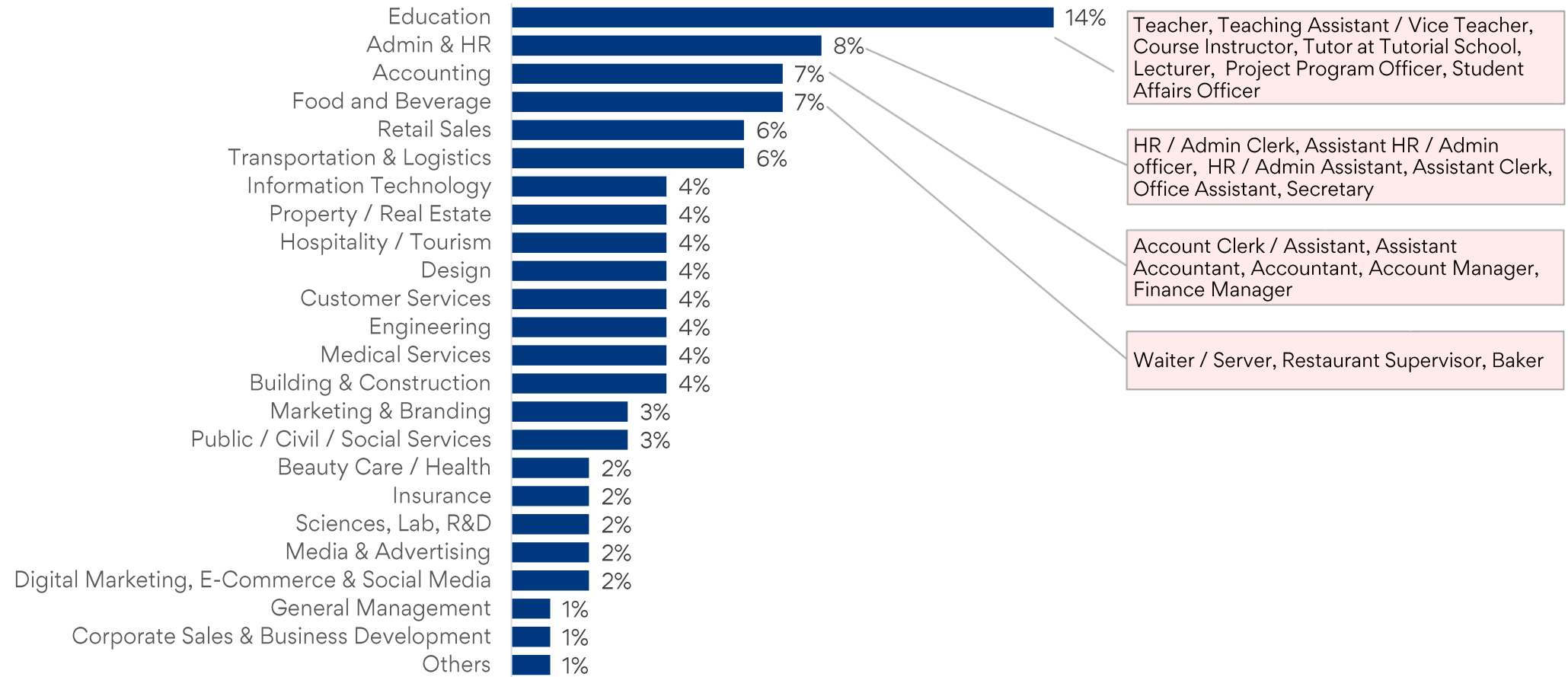


Qn.1a. Do you have a job now?

Current Job Status of Respondents

Profile of those working on a part-time or freelance basis

Top three job functions of this segment are Education (14%), Admin & HR (8%), and Accounting (7%).



Job functions with less than 1% mention are not shown

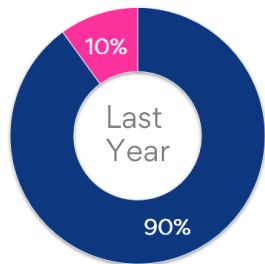
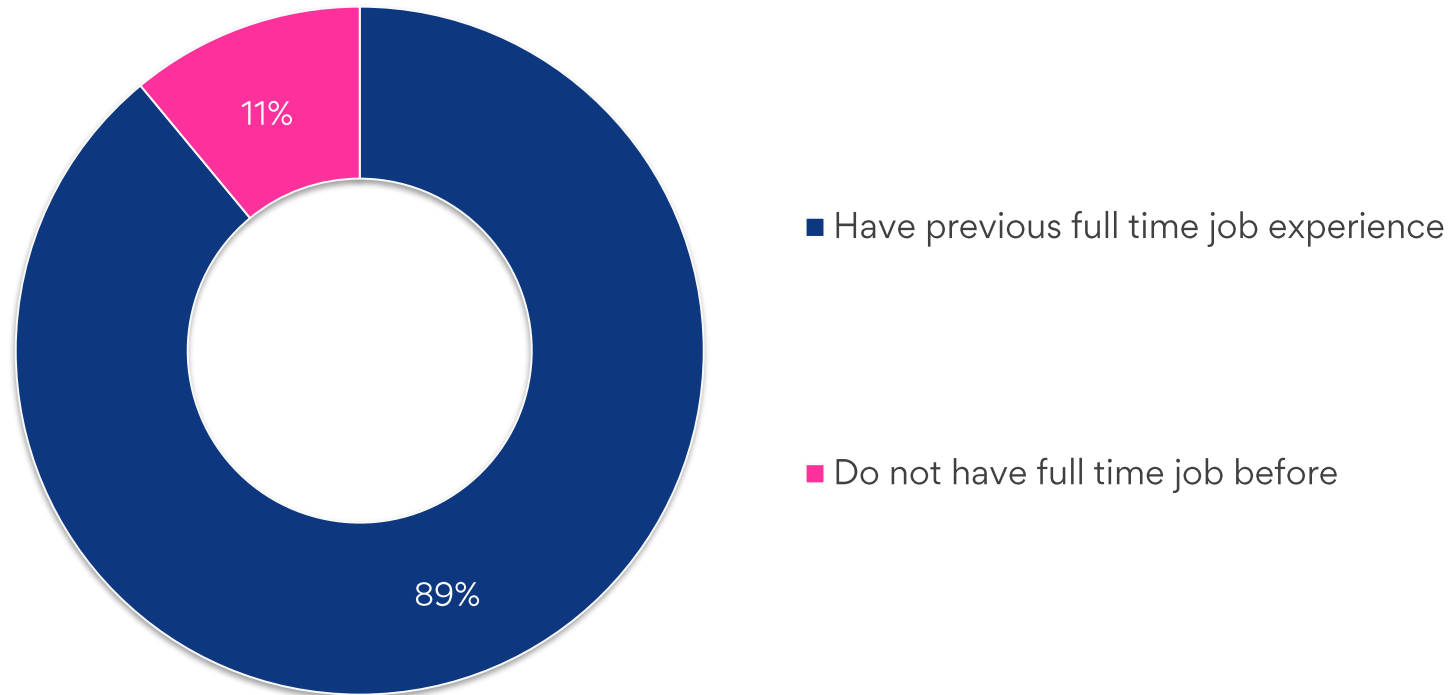
Base: All working on a part-time or freelance basis (n=206)

Qn.1a. Do you have a job now?

Current Job Status of Respondents

Previous work experience of unemployed respondents

A significant majority (89%) possess prior work experience. However, for those who have never had a full-time job, the majority consists of fresh graduates or individuals below the age of 25.



Base: All “unemployed but seeking a job” (n=433)

Qn.1b When did you leave your last full-time job?