

Press Release

### **75% of Blue Collar Workers Use Job Sites**

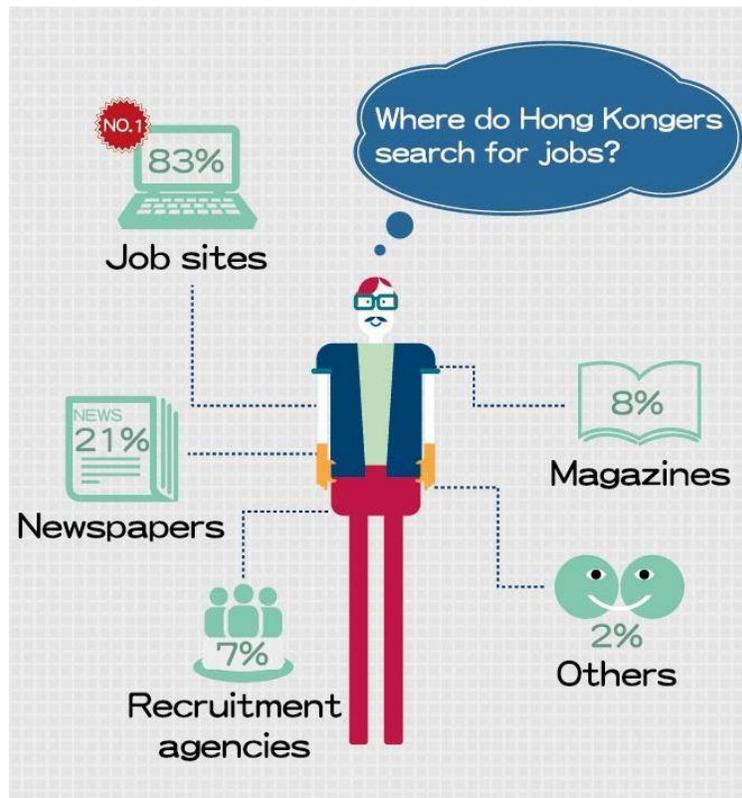
HONG KONG, 13 August 2013 – The evolution of internet technologies has changed job seeking behaviour over the past ten years. According to the Nielsen Telebus Survey 2013, 83% of Hong Kong people seek jobs through job sites – higher than any other recruitment channels. In terms of occupation and age, blue collar workers and the 45-54 age group have shown a growing preference for job sites. With the advancement in mobile technology, jobsDB’s mobile visits reached 1.43 million in June 2013 - 3.7 times the visits in June 2011.

The Nielsen survey, commissioned by jobsDB.com, was conducted in April 2013 to gather information on the use of recruitment media in Hong Kong. A total of 1,009 Hong Kong citizens aged between 15 and 54 are interviewed by telephone.

#### **75% of blue collar workers use job sites**

With the evolution of internet technologies, job seeking behaviour has undergone many significant changes. According to the Nielsen Telebus Survey 2013, 83% of Hong Kong people seek jobs through job sites – higher than any other recruitment channels. Blue collar workers and the 45-54 age group - though used to use traditional media such as newspapers and magazines for job search – have shown a growing preference for job sites. The survey reveals that 75% of blue collar workers browsed jobs via job sites in the last 12 months, up 10% compared with 2011. For the 45-54 age group, 57% of them looked for jobs on job sites - a 38% growth compared with 2009.

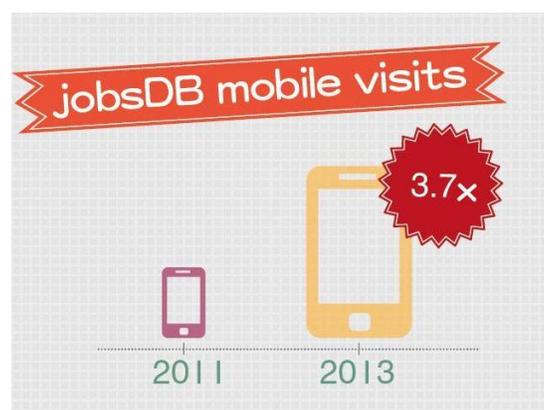
Mr. Justin Yiu, General Manager of jobsDB Hong Kong, says, “Hong Kong has an internet penetration rate of 85%, indicating that we have a high netizen population. Compared with other recruitment media, job sites offer a more efficient way to search for jobs. The recent trend confirms that more blue collar workers have shifted from traditional media to websites for job hunting. We see that sales, waiters, technicians and drivers spend more time searching on job sites. Also, there is an increased percentage of people aged between 45 and 54 using job sites. This year, the number of jobsDB members aged over 40 and submitted online resumes increased by 70% from five years before. All these data support the fact that job site has become the major recruitment media for workers from different professions.”



### Mobile technology will shape job hunting behaviour

With the advancement in mobile technology, the smartphone subscribers have exceeded 10 million in Hong Kong. Job seekers using mobile devices for job search are expected to grow.

Justin Yiu comments, “Technology has enabled us to get access to internet easily with mobile devices. Nowadays job seekers can search for vacancies anytime and anywhere. In June 2013, jobsDB’s mobile site and mobile apps visits reached 1.43 million - 3.7 times the visits in June 2011. I think the fast-paced lifestyle in Hong Kong has contributed to the increase in mobile visits because job seekers always want to check out the latest job vacancies. In the coming years, the enhancement of smartphone features will bring even higher flexibility in job hunting and mobile technology will continue to shape job hunting behaviour.”



**About jobsDB**

According to Nielsen Opportunity Hunter Telebus Survey 2007-2013, jobsDB.com is the most used recruitment media in Hong Kong. Over the past 15 years, jobsDB.com has built one of the largest databases in Hong Kong with 1 million job seeker members, offering 50,000 jobs per month.

**Biography of Mr. Justin Yiu**

Mr. Justin Yiu, General Manager of jobsDB Hong Kong, is responsible for the business development and operation of jobsDB in Hong Kong.

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