

**For immediate release**

## **76% fresh graduates are satisfied with their first job, survey finds**

(Hong Kong, 21 December 2015) 76% fresh graduates in Hong Kong have found their first job satisfactory, according to jobsDB's latest student survey with 225 local graduates and undergraduates from various disciplines.

### **Most fresh graduates are positive about their new career start**

It is a good start to the year for as many as 91% of the fresh graduates who were able to land their first job within three months after graduation. Of these, 76% said they were satisfied with their job and 52% are planning to stay between one to three years. Their average monthly salary is \$13,413, hitting the expected range of \$12,000 – \$14,000 for most of them. Furthermore, 60% respondents are optimistic on their career prospects, with reasons such as future development in their industry and strong market demand (both 19%).

### **“Banking” and “media” are the most ideal jobs**

While 52% of respondents were able to achieve their ideal job type to start their career, only 40% have successfully stepped into the industry they most preferred. “Banking/finance” is the most ideal job at 14% of the respondents, although people choosing this category also expressed the most concern over keen competition in the industry.

The other most desired job types following “banking/finance” are “media/advertising” (11%), “marketing/public relations” (10%) and “education” (9%), while the most ideal industries are “media/publishing/printing” (10%), “education” (9%) and “account/audit/tax services” (8%).

### **“Career development and on-the-job training” gives the most job satisfaction**

“Career development and on-the-job training” and “salary and benefits” are the most prominent factors on interviewees’ satisfaction of their first job. The “very satisfied” and “satisfied” groups of respondents have fairly the same average monthly salary (\$14,201 and \$14,024 respectively); but the “very satisfied” respondents value “career development and on-the-job training” the most, while the “satisfied” group values “salary and benefits” the most. As for the “unsatisfied” and “very unsatisfied” groups, their average salary is \$11,273, out of the most expected range and they are mostly displeased by their “salary and benefits”.

Mr Justin Yiu, the General Manager of jobsDB Hong Kong, commented on the survey result, “We are glad to see that many fresh graduates have made a promising start to their career. It is also worth noticing that the blossoming of the media and Internet industries is motivating more and more graduates to join the ranks of these jobs. It is essential for employers in other industries to re-package their prospect, training and remuneration to attract and retain the best talent.”

“As the number 1 online job portal in the region, jobsDB strives to provide the most diverse and reliable source of job vacancies to candidates. There is a whole range of vacancies on our platform at entry-level suitable for fresh graduates, especially in popular sectors like banking, finance, and sales and marketing. We are more devoted than ever to ensure job seekers at all levels are always accessible to happy jobs through our platform,” said Mr Yiu.

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### **About jobsDB Group ("jobsDB")**

At jobsDB, we believe in an open and inclusive world for all. Here, opportunities and possibilities are plenty: A fresh start. A new career. A welcome change. These are just a few of the things we help to make our candidates happy.

As a leading job portal with substantial positions across Hong Kong, Indonesia, Singapore and Thailand, we are Asia's preferred destination for candidates. With a team of 1,000 talented individuals, we've a strong local presence in every country we're in.

With our understanding and insights on each market, as well as our passion for technology, we provide candidates the best opportunities and deliver exceptional value to hirers.

The press release is released by VT Comms on behalf of the jobsDB Group (Hong Kong). May you have any inquiries, please contact:

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