

For immediate release

World's biggest tech firms shine again in the latest jobsDB Top Ten Companies survey

*Benefits, work-life balance and job security
are top concerns for Hong Kong people*

Hong Kong, 24 October 2017 – Some of the world's best-known technology firms and major local corporations – including Google, MTR and Apple – are among the most admired employers for the second year in a row, according to the latest jobsDB Top Ten Companies survey.

The Top Ten Companies were ranked based on a three-point weighted scale according to top of mind response. Conducted by SEEK Asia represented by jobsDB and JobStreet brands, the survey polled the opinion of over 26,000 people across the Asia Pacific region, including Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

The Top 10 Companies 2017 in Hong Kong were:

1. Google
2. MTR
3. Apple
4. Facebook
5. Cathay Pacific
6. Swire
7. Sun Hung Kai Properties
8. HSBC
9. CLP Power
10. The Hong Kong Jockey Club

Google has proven to be uniformly popular across the Asia Pacific region. In fact, it was the only company to be included in the Top 10 lists in all seven of the markets surveyed.

Top concerns differ dramatically from country to country

The survey asked the respondents to rate the importance of different factors when considering which companies to work for. The findings make interesting reading, and highlight the different priorities and perceptions in different locations.

The majority of Hong Kong people focused on “company benefits”, “work-life balance” and “job security”, while Singapore respondents ranked “professional organisational culture”, “harmonious working relationships”, and “career advancement opportunities” as their priorities.

Hong Kong was the only market in APAC to include “work-life balance” in the top three reasons; and only Hong Kong and Indonesia did not list “career advancement opportunities” in the top three. Hong Kong respondents also rated “local or home-grown company” as the lowest factor in terms of employer attractiveness.

The top 3 factors for Hong Kong respondents voting for Google, the MTR and Apple were:

Company	Top attributes
Google	<ol style="list-style-type: none"> 1. Is a multinational or global company 2. Promotes work-life balance 3. Opportunities to work with talented colleagues
MTR	<ol style="list-style-type: none"> 1. Has generous company benefits 2. High job security 3. Is a multinational or global company / Promotes work-life balance
Apple	<ol style="list-style-type: none"> 1. Is a multinational or global company 2. Promotes work-life balance 3. Is a reputable institution

Age is an important factor

Dividing the Hong Kong data by a specific demographic such as age paints an interesting picture. Although all age groups listed “company benefits” or “competitive salary” in their top 3 factors, the primary concerns differ significantly.

- Gen Z (18-25) – This group is looking for an employer that can “present opportunities to work with capable and supportive bosses/immediate superiors,” and favored “career advancement opportunities.”
- Gen Y/Millennials (26-33): With a few years of employment under their belt, this demographic ranks “work-life balance” at the top of their personal preferred employee table.
- Gen X (34-49): With more personal commitments, such as marriage, mortgages and children, it is not surprising that this group prefers employers that “provide job security.”
- Baby boomers (50 and above): Perhaps reflecting a mature perspective gained through many years in the workforce, these individuals value a “harmonious working relationship” and “a reputable institution” as the most important factors when evaluating an employer.

“It is natural for people’s opinions to evolve as they age and gain experience. The findings of jobsDB Top Ten Companies survey make it clear that local employers should be aware of the generation gap in their hunt for talent in Hong Kong. They need to develop a range of human resources and employer branding strategies to attract different generations. From their postings on job boards, to phone calls, interviews and emails with candidates, the messaging should reflect the opportunities and values they are seeking,” said Isaac Shao, Country Manager, Jobs DB Hong Kong Limited.



About 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 people explore.

As a leading job portal with substantial positions across Hong Kong, Indonesia, Singapore and Thailand, we are Asia's preferred destination for job seekers. With a team of 800 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.

About SEEK Asia

JobStreet.com and jobsDB are part of SEEK Asia, which is the leading online employment market place in Asia. SEEK Asia covers 7 countries namely Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

SEEK Asia is the extension of the Australian Securities Exchange listed company called SEEK. The company's purpose is to help improve people's lives through a better career. SEEK Asia's database consist of over 500,000 corporate hirers and over 24 million candidates.

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