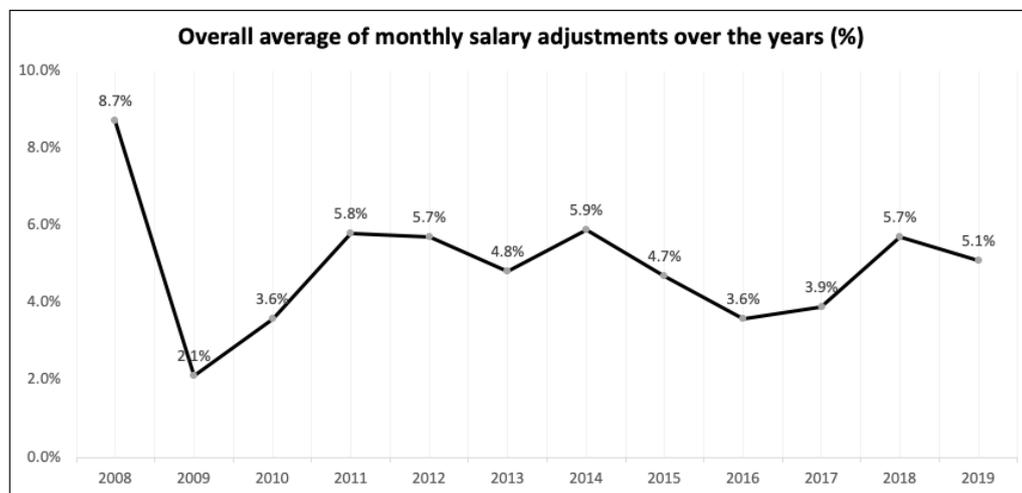


For immediate release

Hong Kong salaries increase at a slower rate than last year, rising just 5.1% while almost 40% job seekers resign before getting a new offer according to jobsDB survey

- 50% of job switchers aged 25 or below resign before getting a new job
- In terms of job specialisation, “Public Relations / Corporate Affairs”, “Digital Marketing / E-commerce / Social Media” and “Insurance” have seen the highest pay increases
- Optimal job switch frequency helps secure pay rise

Hong Kong – 3 June 2019 – According to the latest jobsDB 2019 Job Seeker Salary Survey, the average salary increase in 2019 was 5.1%, a slight decline from 5.7% in 2018.



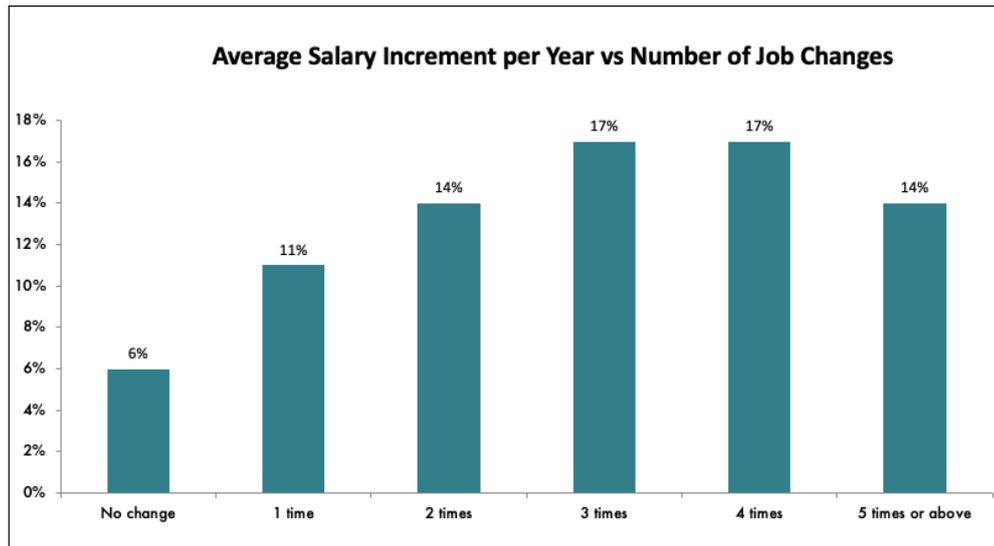
The survey canvassed the opinion of 3,192 job seekers from mid-March to mid-April this year, revealing that when it comes to the job specialisation of “Public Relations / Corporate Affairs” (9.0%), it had the highest increase in salary, followed by “Digital Marketing / E-commerce / Social Media” (8.6%) and “Insurance” (8.3%).

The average size of bonuses in 2019 was 1.5 months of basic salary, representing a slight decrease on the average of 1.6 months in 2018. The largest bonus size was recorded in “Hospitality / Tourism” (2.2 months), followed by “Banking & Finance” (2.1 months), “Food & Beverage” and “General Management” (1.9 months).

“With the prevalence of social media, the job specialisation of ‘Public Relations / Corporate Affairs’ requires talent with diversified skills, including brand protection, crisis management, data analysis and content marketing, resulting in a pay surge. This is a trend which also applies to the high demand for digital marketers. Meanwhile, insurance practitioners are benefiting from the Voluntary Health Insurance Scheme and the growing premiums spent by mainlanders on insurance policies in Hong Kong,” said Isaac Shao, Country Manager of Jobs DB Hong Kong Limited.

Job hopping for higher pay: Once every three years works best

The survey also found that job seekers who move in-line with optimal job switch frequency (once every three years), will get an average of a 17% increase in annual pay compared with their first full-time jobs. However, if job seekers have changed jobs five times or more in the same period, they will only see an increase of 14% on average. Conversely, respondents who never change jobs will only see an average of annual pay rise of 6%, lower than all other groups.



In fact, 30% of respondents changed their jobs in the past 12 months, with almost half of them (49%) stating they were “not happy with salary / benefits” or seeking “higher pay in a new job” (37%), revealing key push factors, even among those who will stay at the same rank.

Notably, 31% of respondents changed their jobs because of “too much workload / pressure”. This follows the recent recognition by the World Health Organisation of burnout as an “occupational syndrome”, something which deserves attention from employers and the general public.

However, “discontent with company culture / management style” (50%) is still the top reason for changing jobs.

“To many employees, the company culture or management style they desire is centred around recognition and respect. Employers should see their teammates as valuable assets and pay more attention to offering them respect and compliments at the right time. This will help to boost their loyalty to stay,” added Shao.

“Naked resignations” are a new trend

The survey uncovered that more than one-third (36%) of respondents had decided to leave their previous jobs before securing a new offer.

Over half (54%) of those who resigned from their previous jobs before securing a new job listed key reasons as “could not stand their previous jobs”, followed by “confidence in getting a new job soon” (34%), “planned a vacation between two jobs” (29%), and “no financial burden and thus no urgency to get a new job” (23%).

In terms of age group and work experience, respondents aged below 25 or with less than 2 years of work experience tend to resign before securing a new offer (50% and 44% respectively), indicating that young people are more prone to job switching.

“As shown in the earlier [jobsDB Laws of Attraction study](#), compared with other age groups, Generation Z does not place much emphasis on finding permanent roles. Instead, they prefer to enjoy benefits such as sabbatical leave, flexible working hours and remote work. The combination of a younger generation that is free from family burdens when joining the workforce and the fact that Hong Kong’s economy remains steady despite external forces, the trend of “naked resignation” will likely continue,” said Shao.

“It is important for employers to understand this trend and try not to be biased against job seekers who decide to stop working. Instead, they should explore the reasons behind these decisions and focus on the overall performance of the individual. At the same time, job seekers should consider their next steps carefully - such as studying, making a career change or becoming a “slasher” - and understand the impact this will have on their financial status. Keeping any employment gaps to a minimum and being prepared to answer questions about these gaps will help candidates remain desirable,” continued Shao.

No job change, no ambition?

However not every employee is determined to change their jobs. The survey revealed that about half of the respondents (52%) feel their salary is below market standard, an increase of 6% since 2018. 29% of this group stays with their employers because they are “reluctant to go through the job seeking process”. This finding indicates that employees staying at an organisation does not mean they are satisfied with their current jobs, therefore employers should understand employees’ true feelings towards the company and seek ways to motivate them.

In addition, “enjoy good relationships with current co-workers” is also the top reason for employees to stay in their current roles (29%). In fact, [jobsDB Laws of Attraction study](#) also discovered that Hong Kong employees are eager for collaboration with and support from colleagues, in addition to respect from the whole company. Therefore, a harmonious working atmosphere will help in keeping employees.

- END -

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 have 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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For further information please contact:

Silvia Wu
LEWIS
+852 3944 5015
silvia.wu@teamlewis.com

Irene Wong
jobsDB
+852 2781 3808
irenewong@jobsDB.com

Ron Yiu
LEWIS
+852 3944 5013
ron.yiu@teamlewis.com