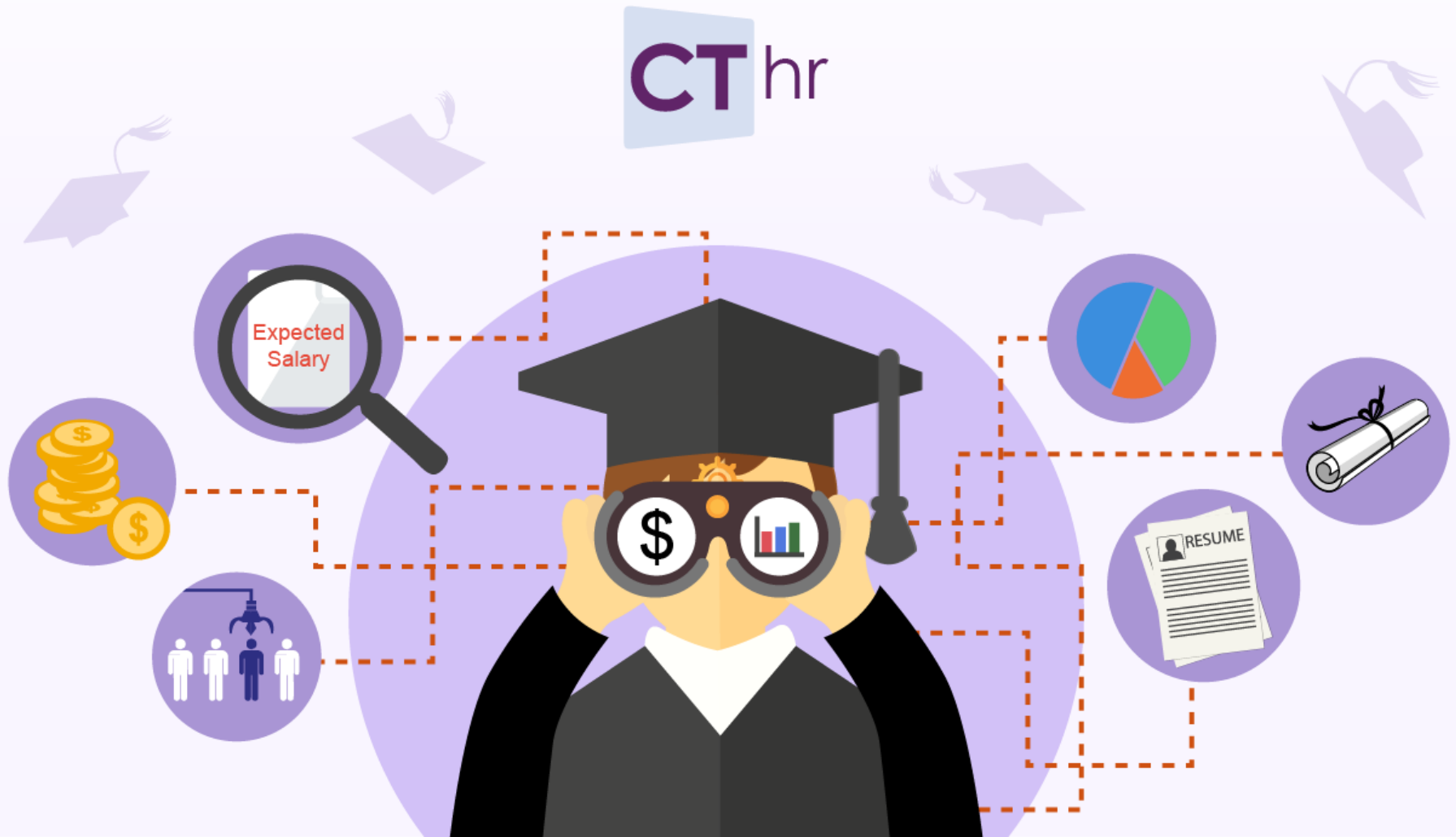


CTHR Graduate Recruitment and Salary Survey 2016

CThr



Introduction

The majority of Hong Kong employers plan to hire fresh graduates over the next three months – but the young jobseekers’ salary expectations are slightly higher than companies’ going rates. These are some of the findings of the *CTHR Graduate Recruitment and Salary Survey 2016*, which also showed that both parties viewed career development and on-the-job training, salary and benefits, and company environment, culture and reputation as top considerations for fresh graduates in the job market.

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Survey Objectives

- To gauge employers' hiring intentions in relation to fresh graduates, as well as graduates' plans and sentiments around entering the workplace
- To compare graduates' starting salary expectations with the actual compensation offered by companies
- To establish whether employers have a good understanding of graduate jobseekers top considerations when looking for a job
- To consider fresh graduates perceived strengths and weaknesses in the workplace
- To assess expected staff turnover rates from both employers' and graduates' points of view

Methodology

Survey Period: June 2016

Sample Size

- 269 fresh graduates and 58 undergraduates
- 205 employers across at least 16 industries
(with 54% in middle management and 14% in senior management)

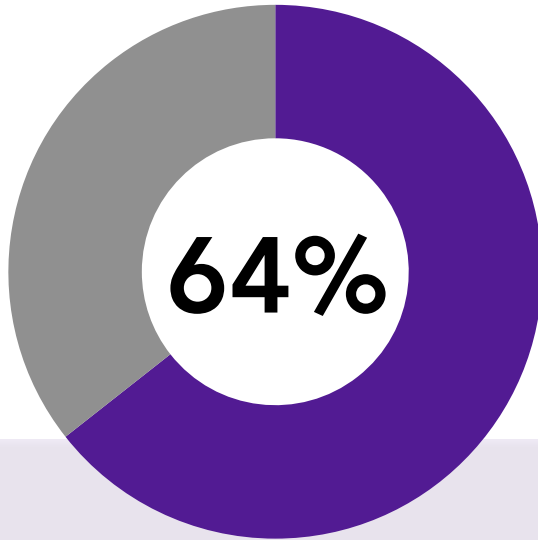
Data Collection

Through an online survey; targeting employers from different industries and graduates of different majors. The data collected is analysed and consolidated by CTHR' in-house research team.

Key Findings

- Most of the polled employers hired graduates in the past year, and would again do so in the next three months
- Graduates expected slightly higher salaries than those currently on offer
- The surveyed recruiters did not rate graduate candidates' interview skills or professional qualities exceptionally highly
- 85% of the employers did not have a preference for a particular university when recruiting
- Employers and fresh graduates largely saw eye to eye regarding top considerations when looking for a job

Hiring Intentions



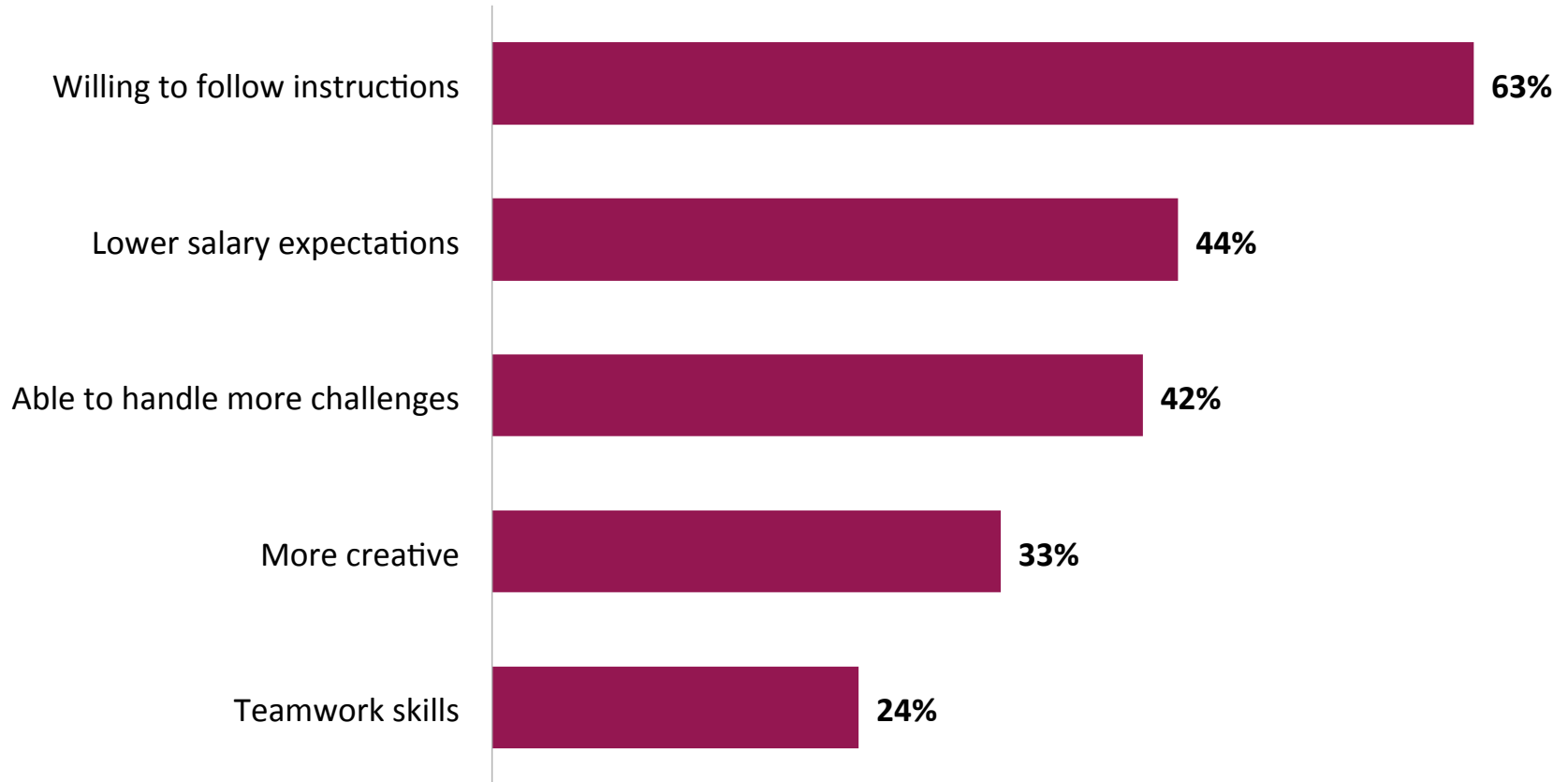
employers surveyed said they intended to hire fresh graduates over the next three months, at a median rate of



67% confirmed that they had taken on graduates over the preceding 12 months, with the median number also amounting to three.

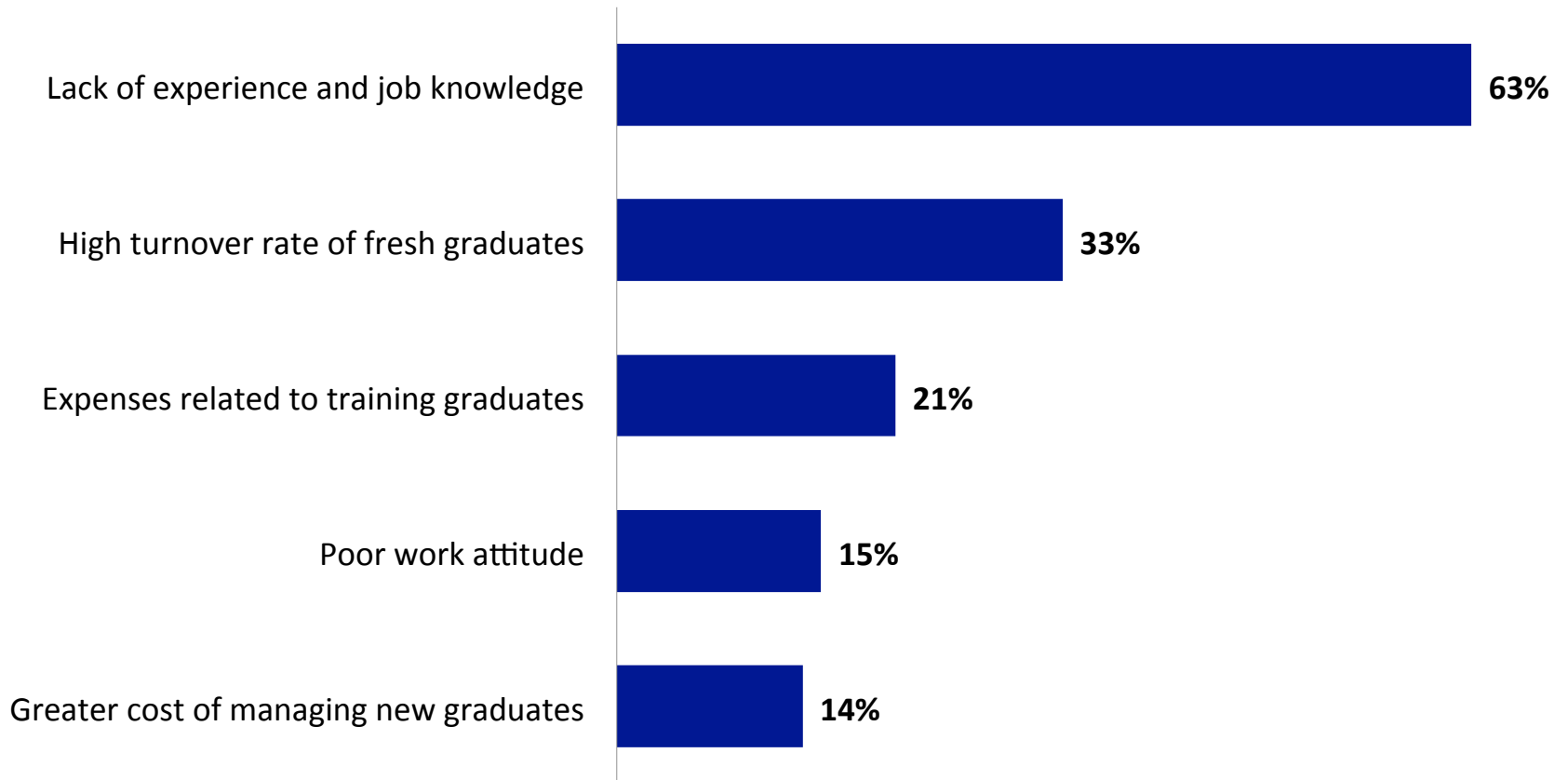
Hiring Intentions

Reason(s) for **HIRING** graduates (Multiple answers)



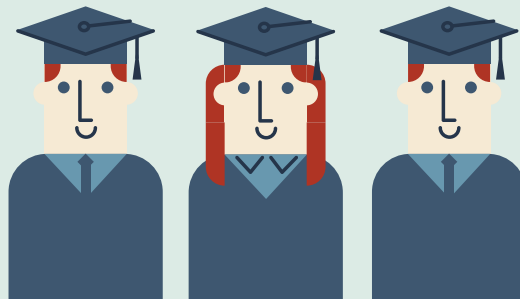
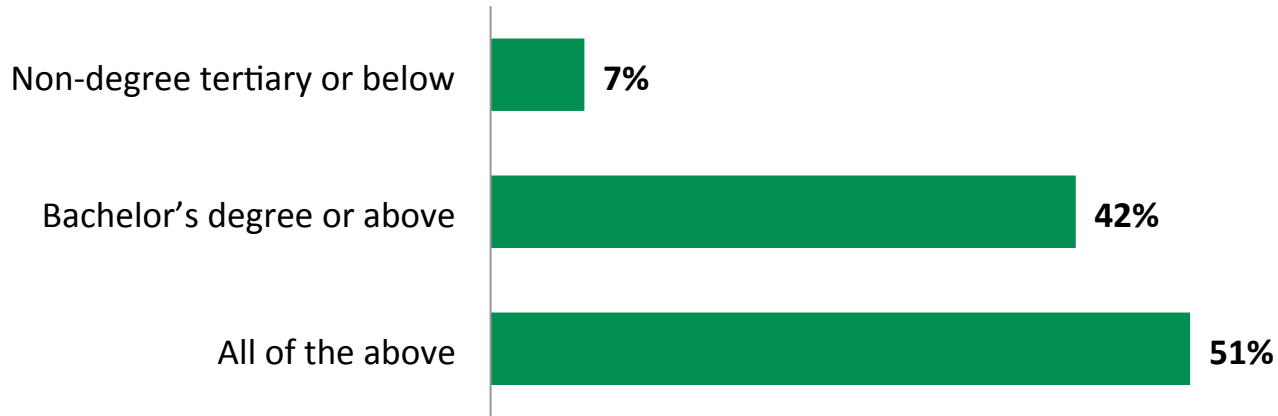
Hiring Intentions

Reason(s) for **NOT HIRING** graduates (Multiple answers)



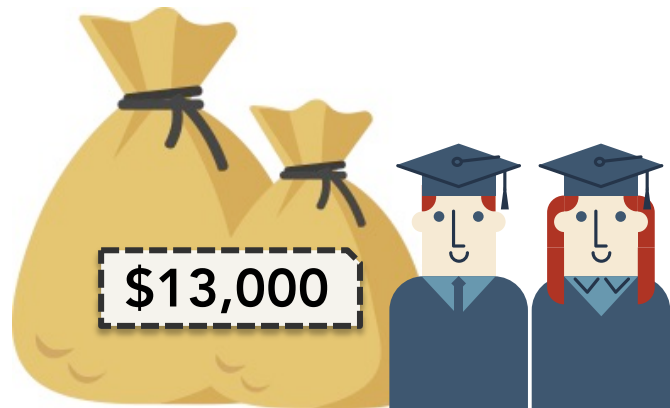
Hiring Intentions

Education requirement for fresh graduates



Just over half of the **132** respondents who planned to hire graduates in the next quarter said they planned to recruit a mix of candidates with bachelor's degrees and higher and those without degrees.

Starting Salary Expectations (Median monthly wage)



Graduate expects

VS.



Employer offers

Salary Comparison



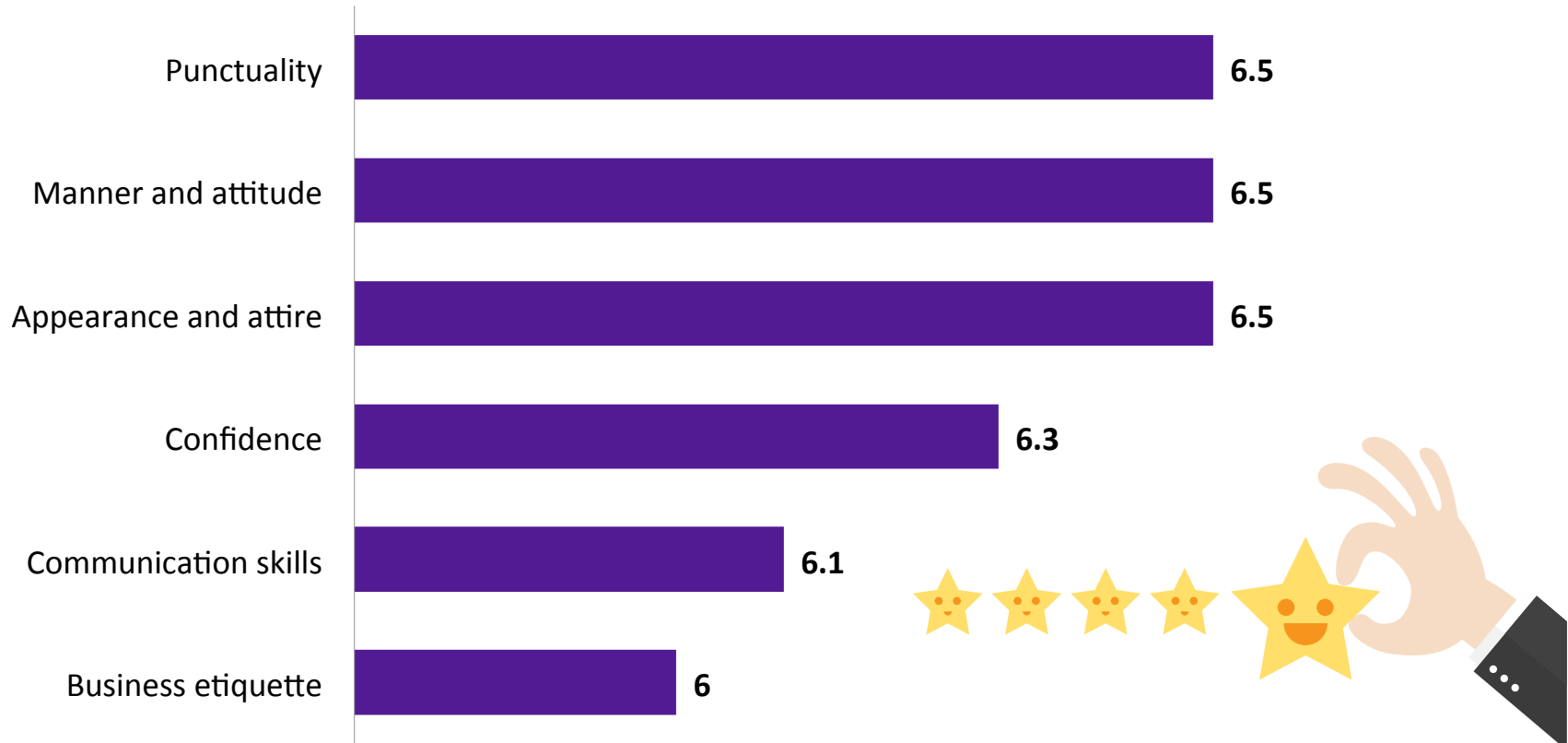
Bachelor's degree
or above



Non-degree tertiary
or below

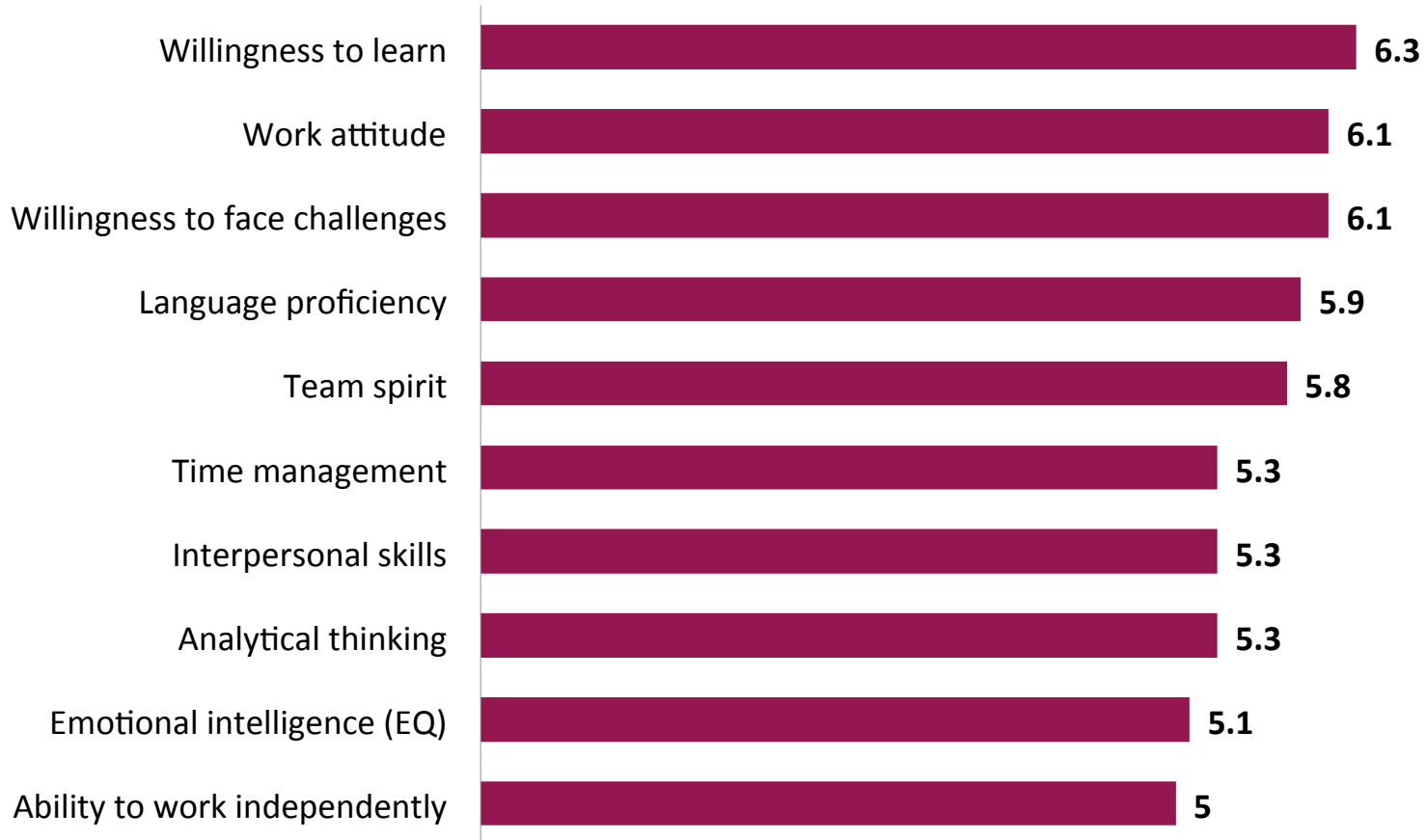
Graduates' General Performance - Job Interviews

1 lowest to 10 highest



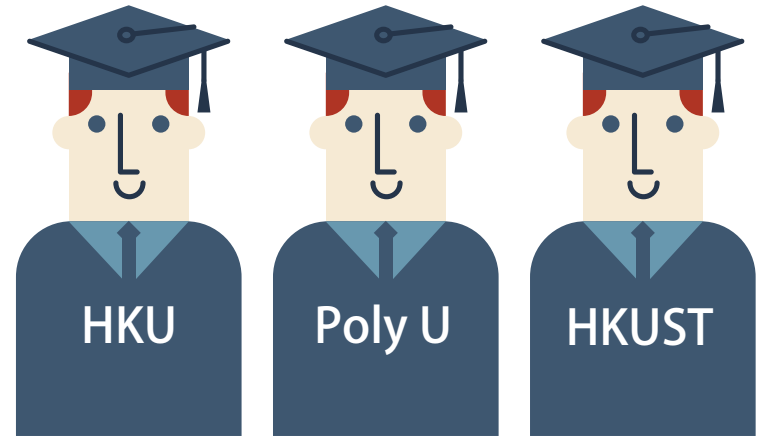
Graduates' General Performance

1 lowest to 10 highest



Preferred universities?

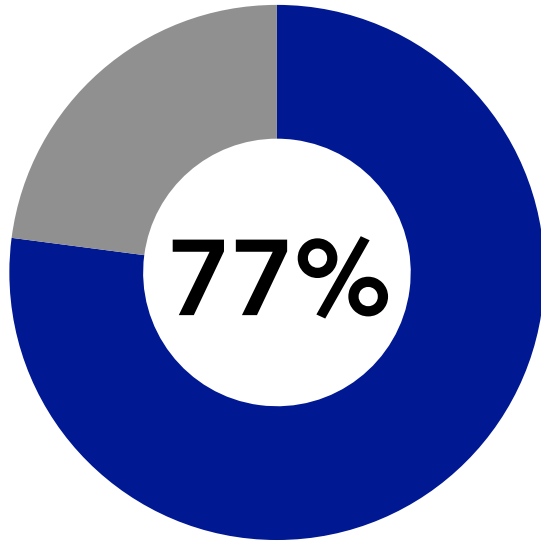
Of the minority (15%) that did have a preference for a particular university when recruiting graduates, 30% named the University of Hong Kong as their first choice, followed by The Hong Kong Polytechnic University (23%) and the Hong Kong University of Science and Technology (20%).



The respondents chose these universities because they believed they were more competent in the areas of:

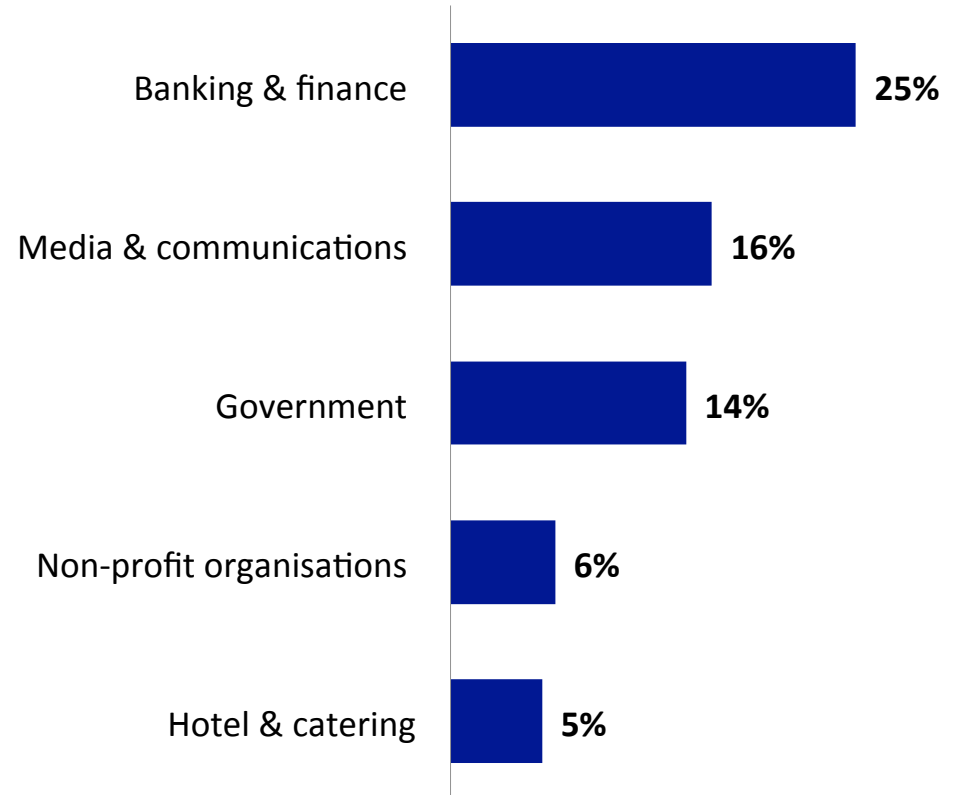
1. Business sense and job knowledge (37%)
2. Work attitude (33%)
3. Communications skills, analytical thinking, and ability to work independently (Each accounted for 27%)

Job Search Status



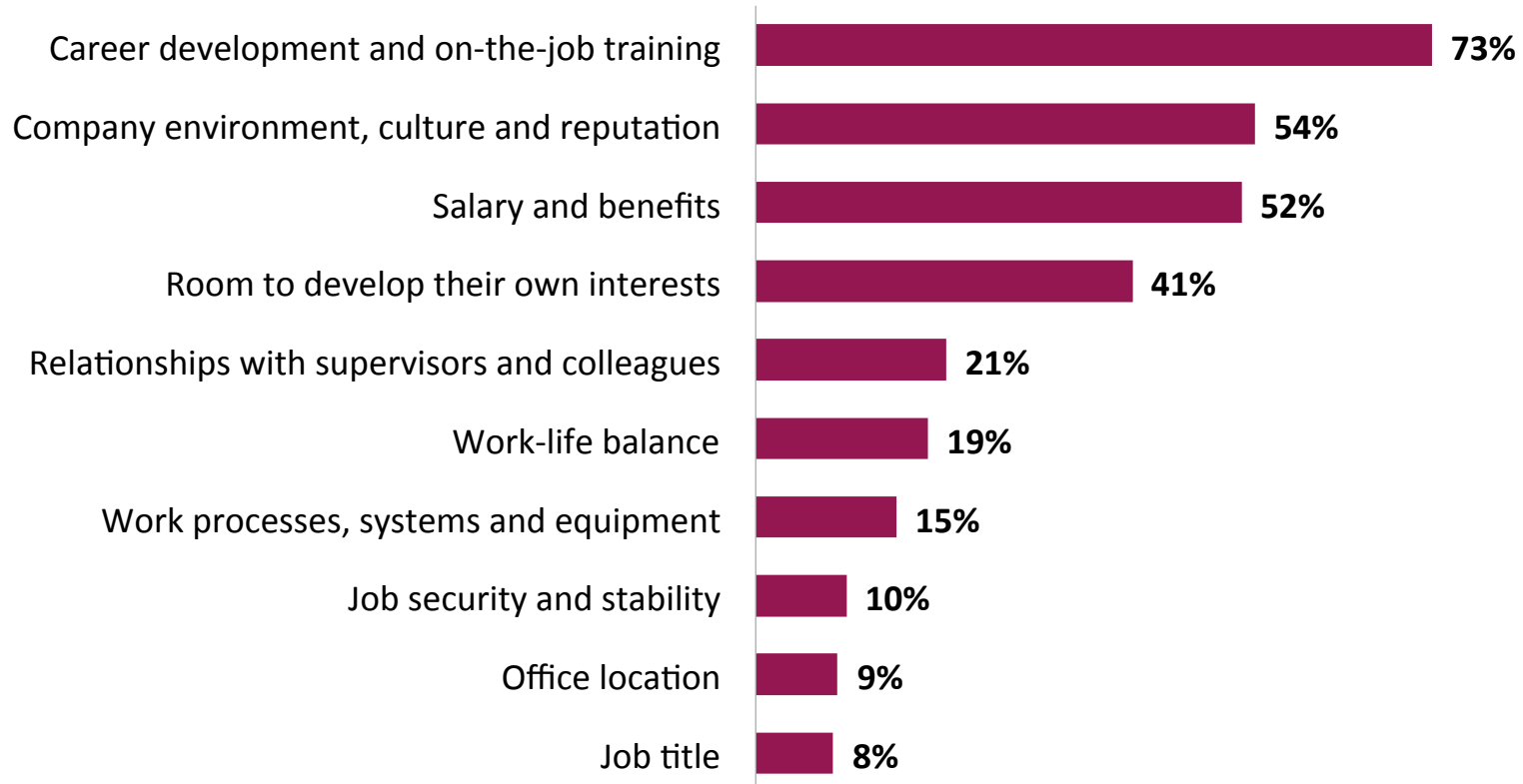
of the polled graduates said they would start a full-time job search in the **next three months**, with their preferred industries being banking and finance, media and communications, and the government sector.

Graduates' ideal job industry



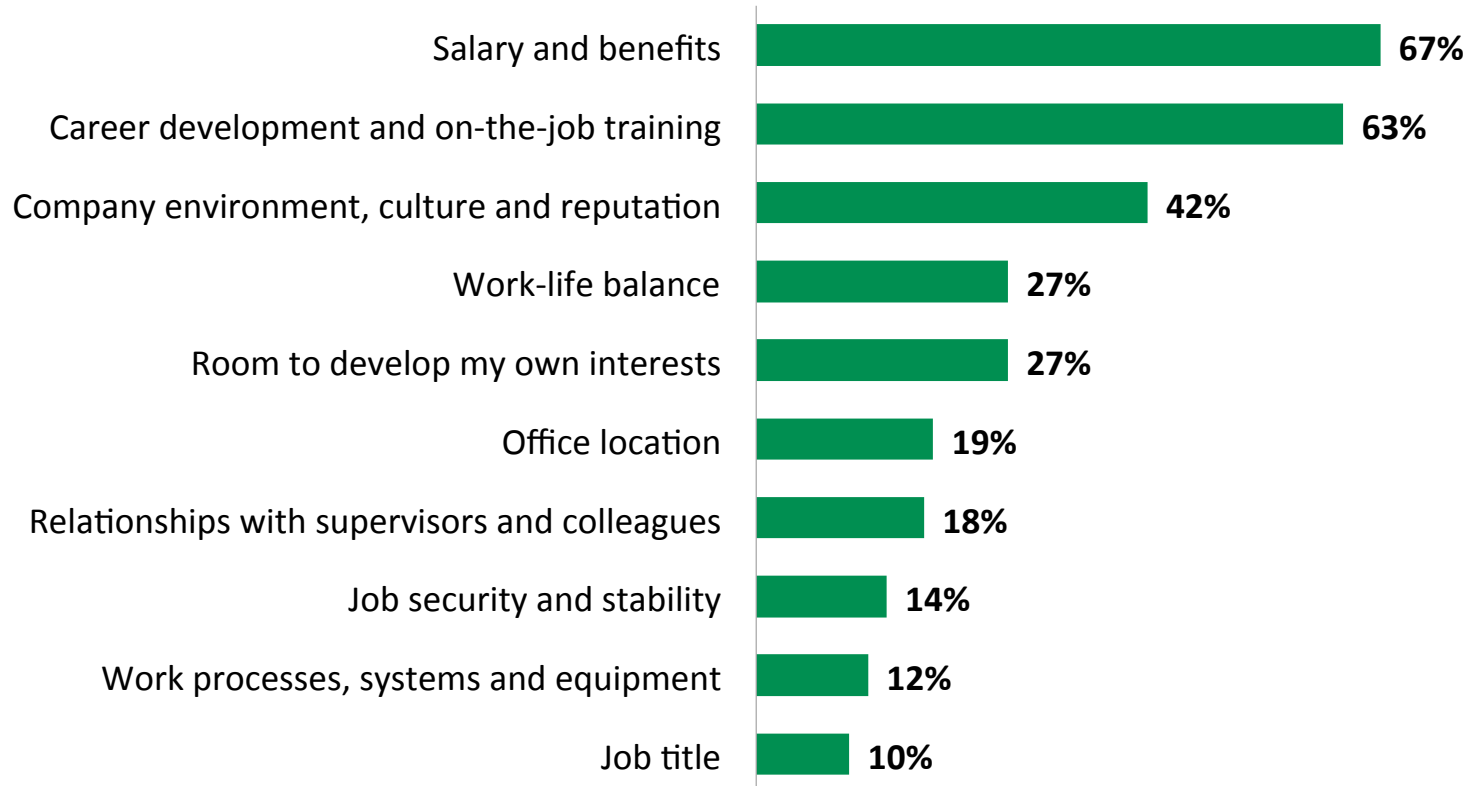
Top 3 things graduates will consider when choosing their first job

The Employer's Perspective :

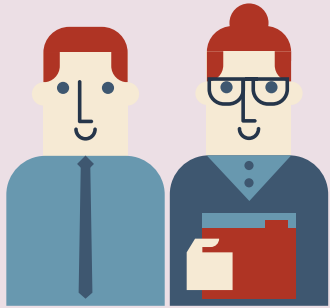


Top 3 things graduates will consider when choosing their first job

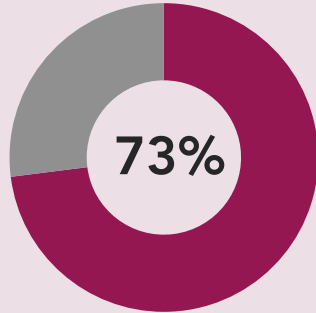
The Graduate's Perspective :



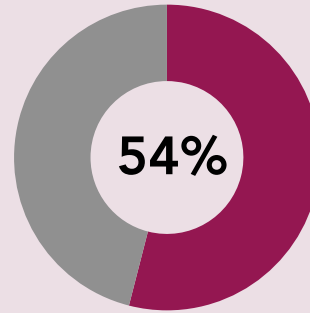
Top 3 things graduates will consider when choosing their first job



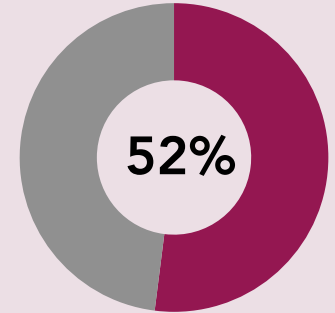
The **Employer's**
Perspective



Career development
and on-the-job training



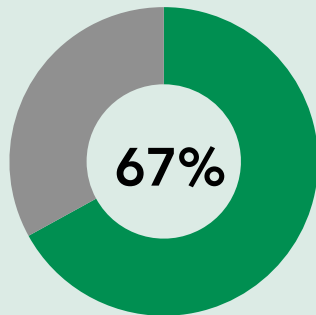
Company environment,
culture and reputation



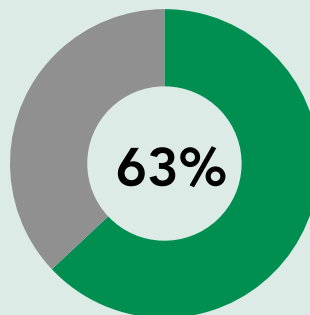
Salary and benefits



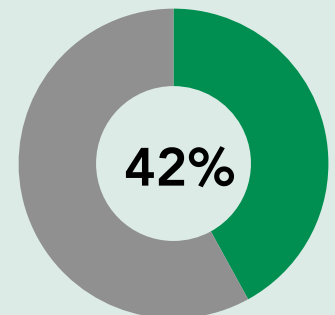
The **Graduate's**
Perspective



Salary and benefits



Career development
and on-the-job training



Company environment,
culture and reputation

How long do you expect graduates to be with their first employer?

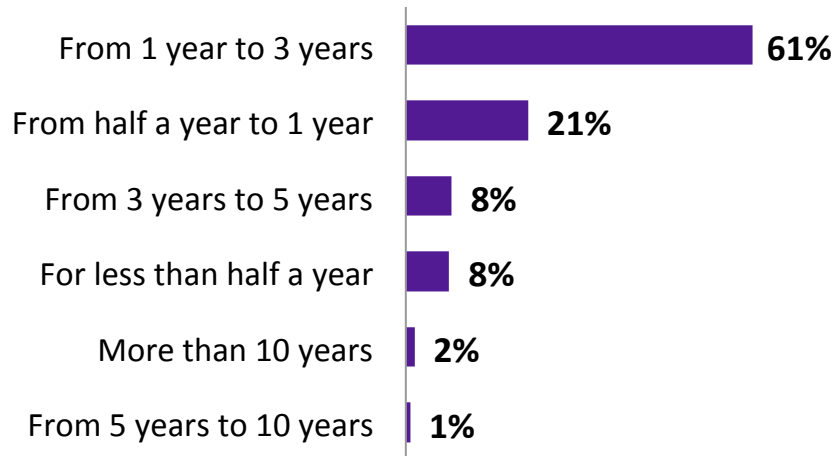


61% of the graduates said they intended to stay in their first contract one to three years

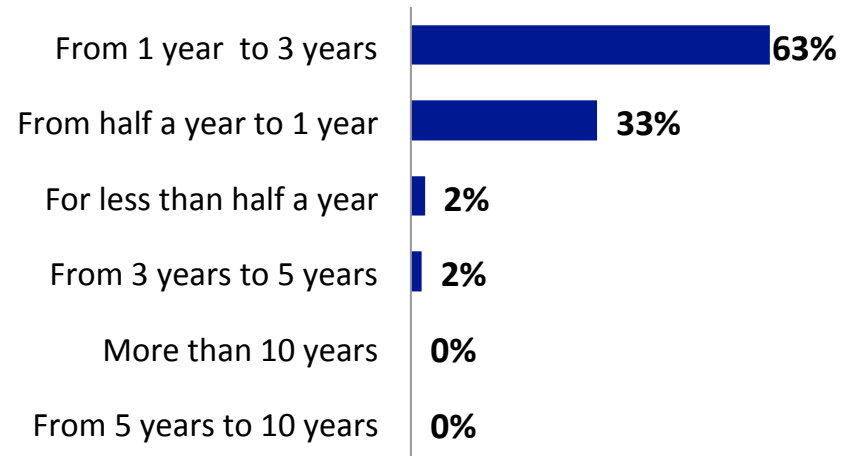


33% of employers polled expected graduates to remain only six months to a year

The Graduate's Perspective



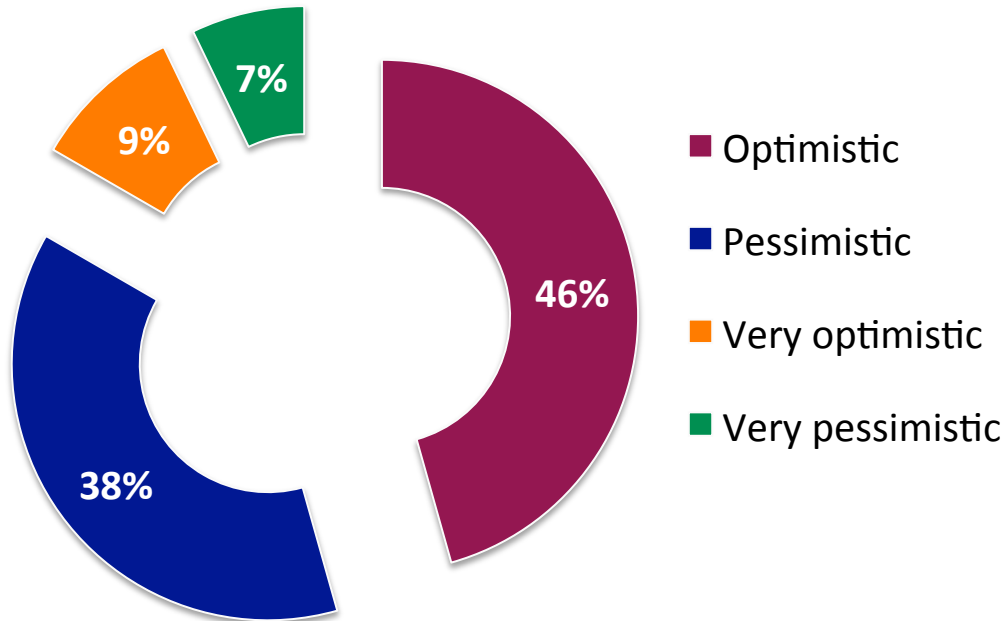
The Employer's Perspective



Future outlook

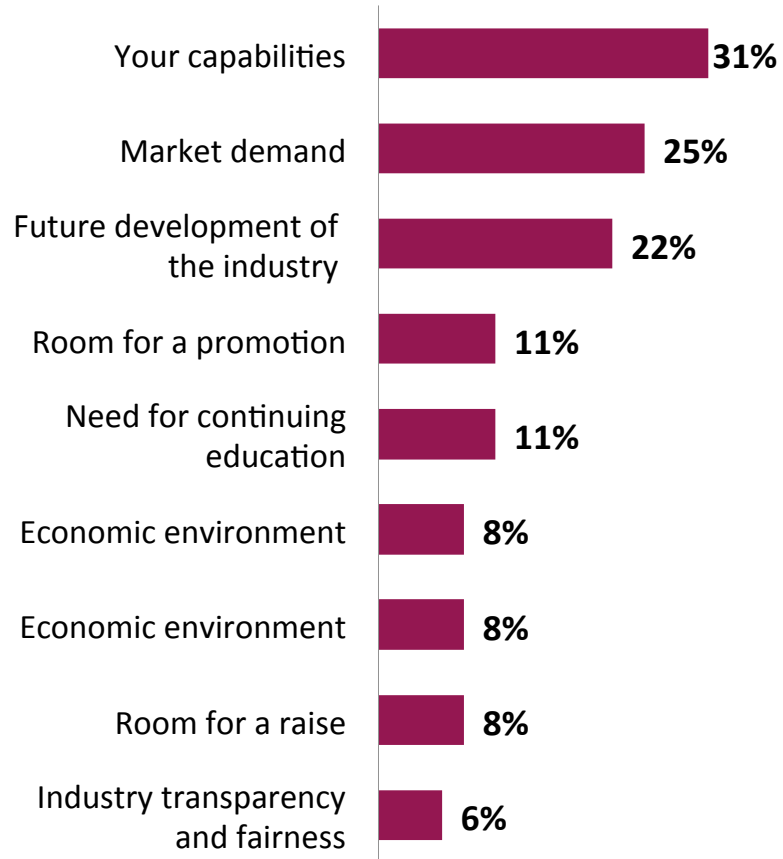
Slightly more graduates (55%) were optimistic / very optimistic about their future careers than those who were pessimistic / very pessimistic (45%).

How do you feel about your career future?

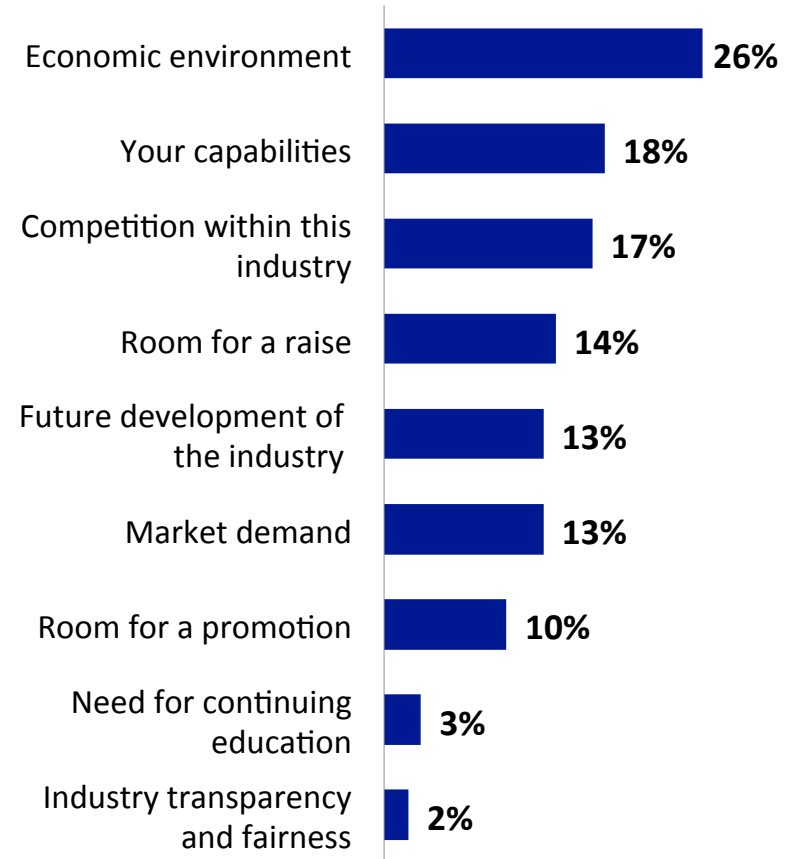


Future outlook

The factor(s) that contribute to your optimism:



The factor(s) that contribute to your pessimism:



Recommendations

- University graduates may need to tone down their salary expectations
- They should brush up on their interview skills, especially business etiquette and communication skills
- Employers should consider graduates' top priorities when looking for jobs in their attempts to attract the best young talent
- Employers may want to consider investing in developing graduates' professional qualities, such as emotional intelligence and ability to work independently

Conclusion

Hong Kong employers continue to hire graduates, partly because of the perception that they are willing to follow instructions and command lower salaries than more experienced recruits. The top preferred industries for fresh graduates are banking and finance, media and communications and the government sector.

The survey findings show that graduates who are confident in their own abilities also tend to be positive about their futures in the workplace. However, there is room for improvement – the report suggests that while candidates are relatively willing to learn and face challenges, they are lacking when it comes to working independently.

About CTHR Graduate Recruitment and Salary Survey 2016

Our *CTHR Graduate Recruitment and Salary Survey 2016* aims to provide insight into Hong Kong employers' recruitment intentions with regards to graduates this year. It will also examine the expected pay for fresh graduates, and investigate the key qualities both parties seek in each other.

A total 205 employers across at least 16 industries, 269 fresh graduates and 58 undergraduates responded to this survey, conducted in June 2016. Of the employers, 54% in middle management and 14% in senior management.

About CTHR

CTHR was established in 2009. Its mission is to provide the latest market information for human resources (HR) professionals, including daily news, salary indexes, survey and research findings, case studies, employment laws and regulations, HR specialist blogs, and exclusive features.

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