



Survey Data

- Fieldwork period: July 16~21th, 2016
- Methodology: Online survey (AIP / Rakuten Research Panels)
- Survey countries and qualified sample sizes:
China [CN] N=220 / Hong Kong [HK] N=220 / Japan [JP] N=215 / Taiwan [TW] N=221 / Thailand [TH] N=220 / Malaysia (EN) [MY] N=214 / India [IN] N=220 / Singapore [SG] N=220 / Vietnam [VN] N=215
- Fulltime workers: N=954 / Part-timers: 956
- Balanced samples on gender x age (18-24 / 25-29 / 30-34 / 35-44 / 45+)

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“Our local employees quit too soon,” sighs a foreign business manager in Bangkok, Thailand. Such newly-emerging markets are full of potential recruits to support foreign companies to enter the region, but the tendency of high local workforce mobility could be a burden when it comes to retention.

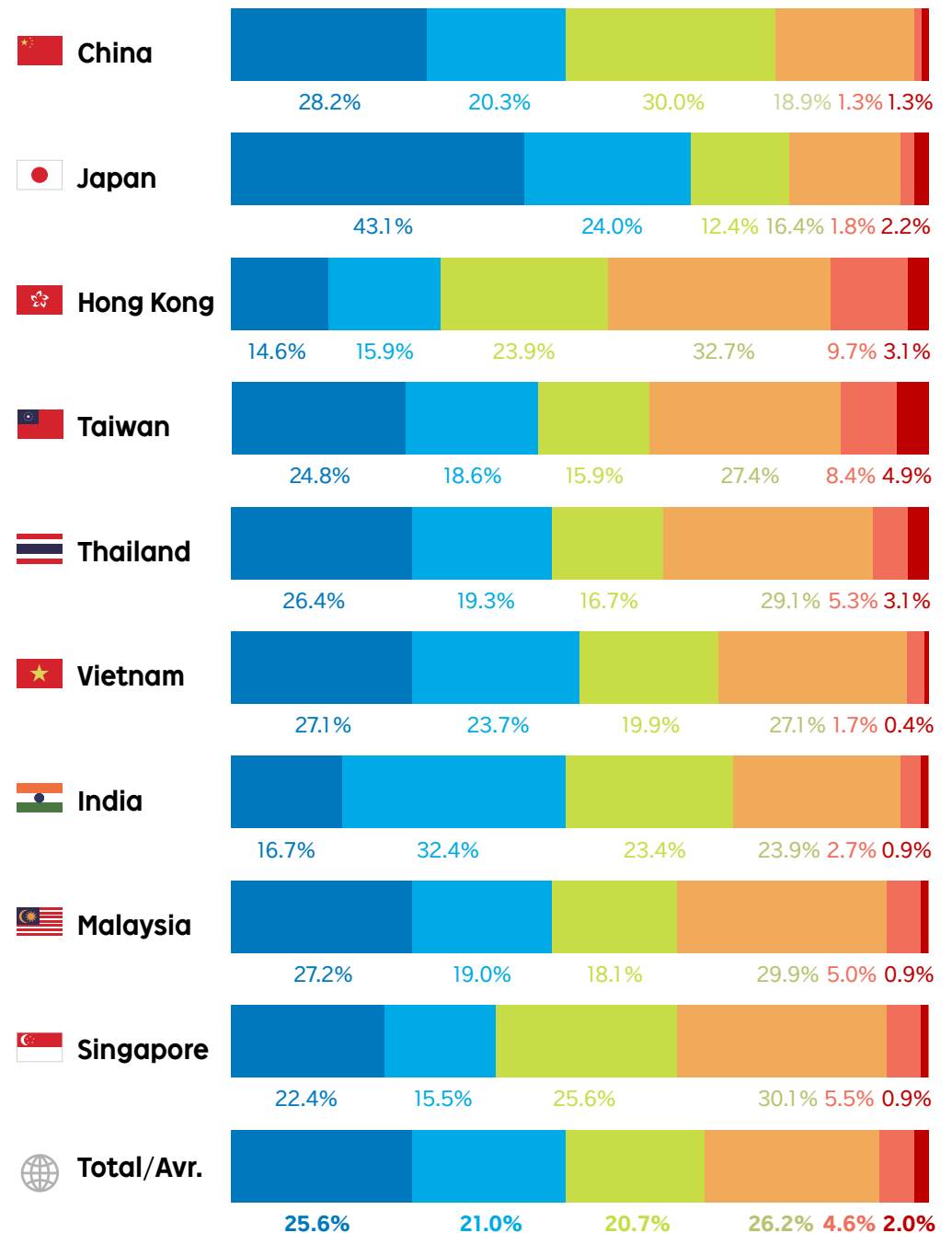
What are the worker-side of intentions and perceptions? Further surveying 200 fulltime/part-time employees in Asian countries, we now take a look into facts and trends in their career changes and job market there.

Potential Job Hunters: Average 30% Across Asian Markets

When asked about their experience with changing jobs, about a quarter of the respondents across the region have changed “**3-5 times**” (26.2%), followed by another quarter of them having “**Never**” changed jobs (25.6%). 32.8% of the participants have changed jobs more than 3 times, and higher rates than the average are observed in **Hong Kong** (45.6%), **Taiwan** (40.7%), **Singapore** (36.5%) and **Malaysia** (35.7%) to display high mobility of labor in the market. Hong Kong and Taiwan also show the highest rates of ‘Job hoppers,’ or those who have changed their job more than 6 times were observed in (around 13% vs 6.6% average).



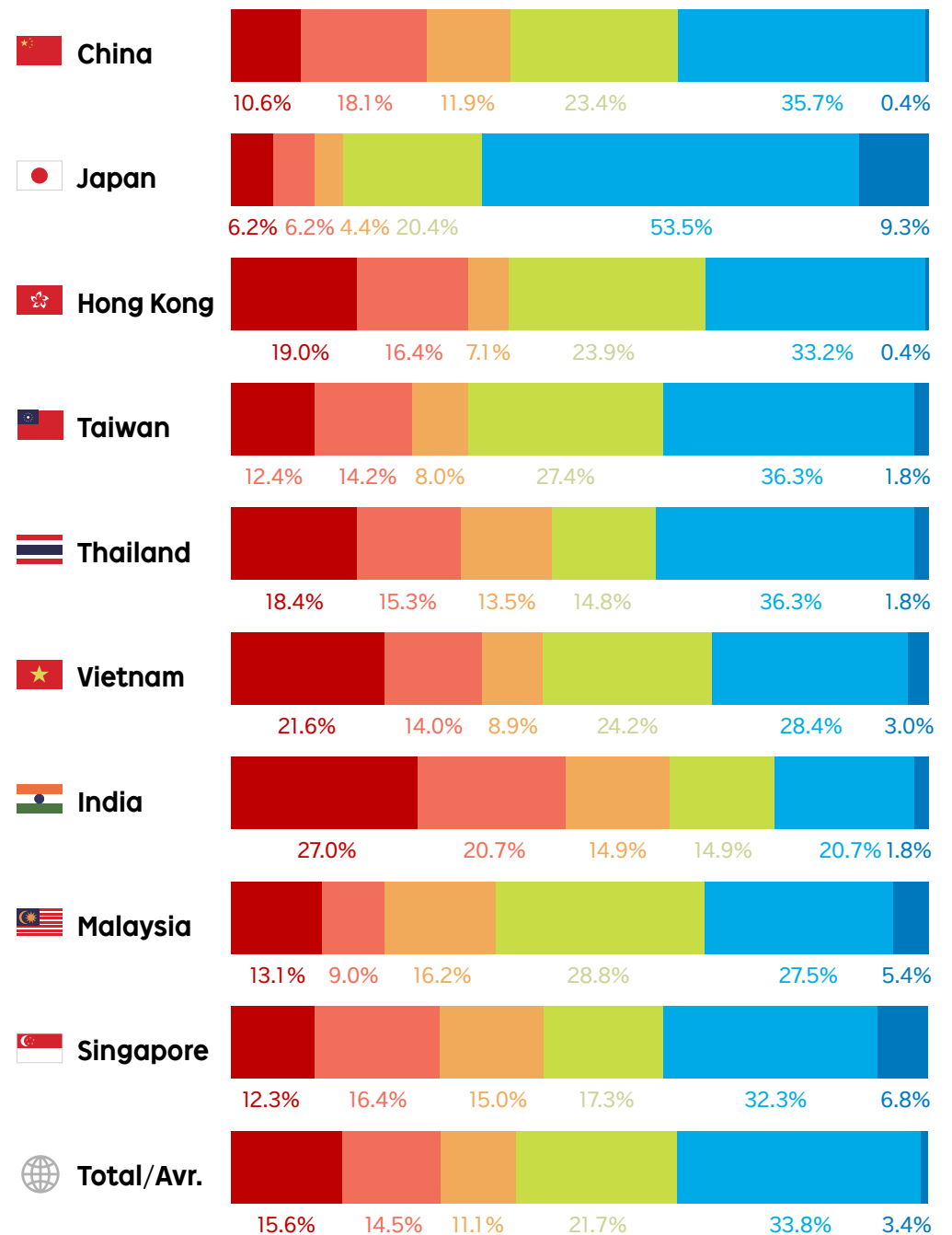
Table 1. “Job change experience” (SA)



Among the respondents, those looking to change their job [within 6 months] are 15.7% on average. Potential hunters within [6 months to one year] are 14.4%; overall, 30.1% of the working population are potential job seekers in the surveyed Asian markets on average, while **India** (41.8%), **Hong Kong** (36.4%), **Vietnam** (34.9%), and **Thailand** (33.2%) displayed higher levels of potential employee mobility. **Japan** is the outlier and shows the lowest mobility among all, with 43.1% of people indicating that they never changed a job, and also only 12.4% are considering to change within a year.

- considering to change my job within 6 months
- considering to change my job in half ~ 1 year
- considering to change my job in 1~2 years
- want to change my job but not sure about timing
- not particularly considering a job change
- I don't know / Other

Table 2. “Are you considering a job change” (SA)



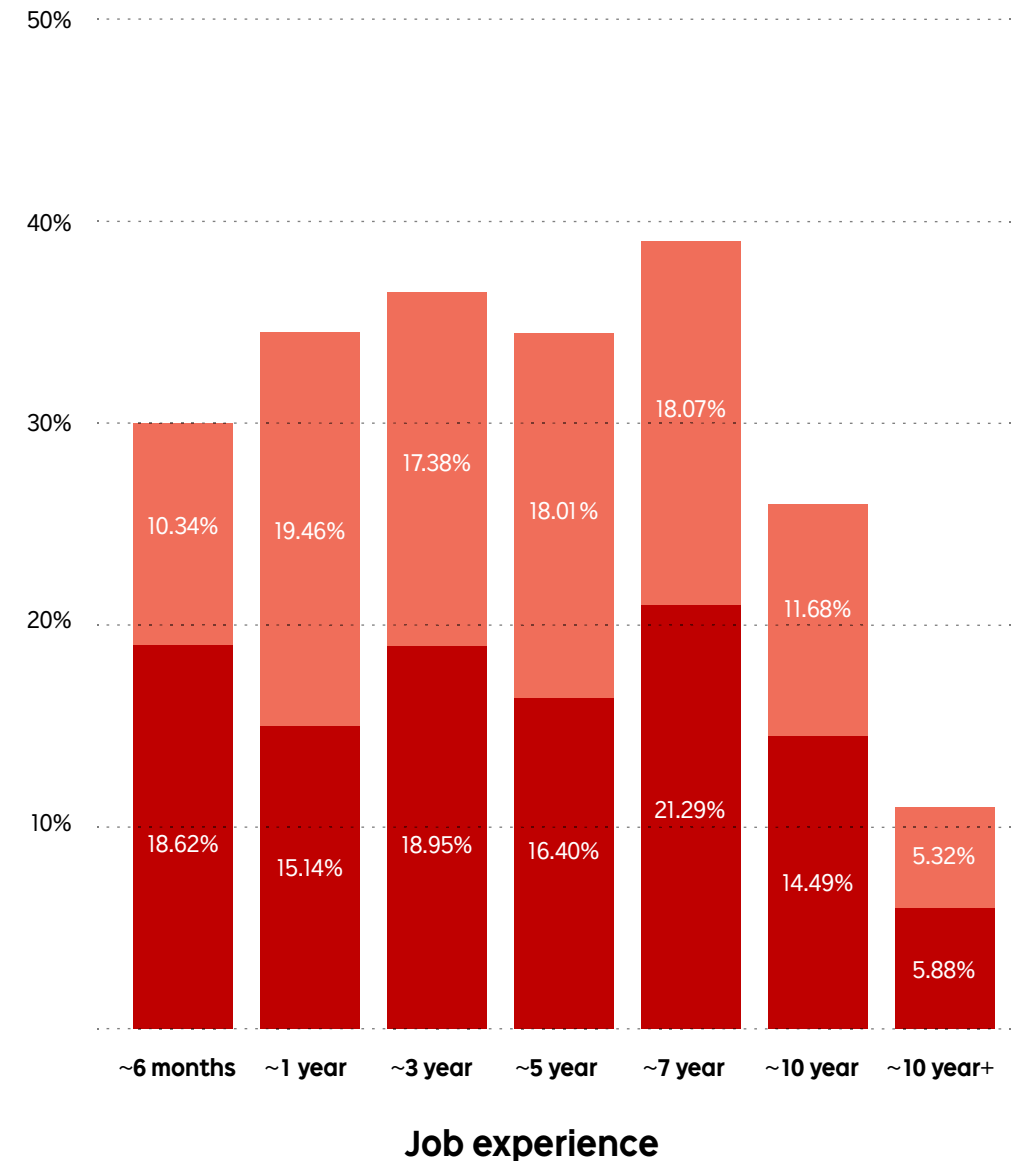
Seven Year Itch? Peaking in ~7 years

When do they actually start looking to job changes? The risk of mobility gets relatively high among those who stays in the organization more than 6 months up to 7 years, and it slightly jumps up during the period of [1~3 years] and [5~7 years] of working experience in the same organization.



Table 3. Years of staying vs. risk of mobility

- considering to change my job within 6 months
- considering to change my job in half ~ 1 year












Referral Ranked Third as a Source of Information

As for the sources they look for job information, “Online job site (PC)” (78.0%) was the top, followed by “Online job site / app (mobile)” (44.4%). “Reference from family / friend / coworker / school etc.” was 43.4% that ranked in 3rd on average, and over 50% in India, Vietnam and China.

Table 4. “Main resource(s) to collect job information”

(Job seekers in ~2 years, MA)

Job sources they look	Avr.										
		 CN	 JP	 HK	 TW	 TH	 VN	 IN	 MY	 SG	
Online job site (PC)	78.0%	76	27	69	57	77	77	114	68	78	
Online job site / app (mobile)	44.4%	52	9	42	35	48	32	77	32	39	
Online BBS / SNS	22.6%	29	4	14	14	49	37	18	11	10	
Corporate websites	38.1%	30	6	27	26	55	50	58	32	30	
Reference from job agent / recruiter	39.6%	47	9	39	31	23	31	66	37	43	
Newspaper / magazine advertisement	27.3%	15	9	22	12	22	22	62	33	28	
Outdoor / indoor poster or advertisement	10.4%	9	3	5	5	11	9	23	14	7	
Reference from your family / friend / coworker / school etc.	43.4%	49	6	42	31	35	57	65	40	33	
Other sources	5.8%	5	4	4	4	7	5	5	10	4	
I am not collecting any job information	2.4%	1	3	3	2	1	4	3	2	1	
Unique N size	824	90	36	96	78	105	100	139	84	96	

 First avr.  Second avr.  Third avr.

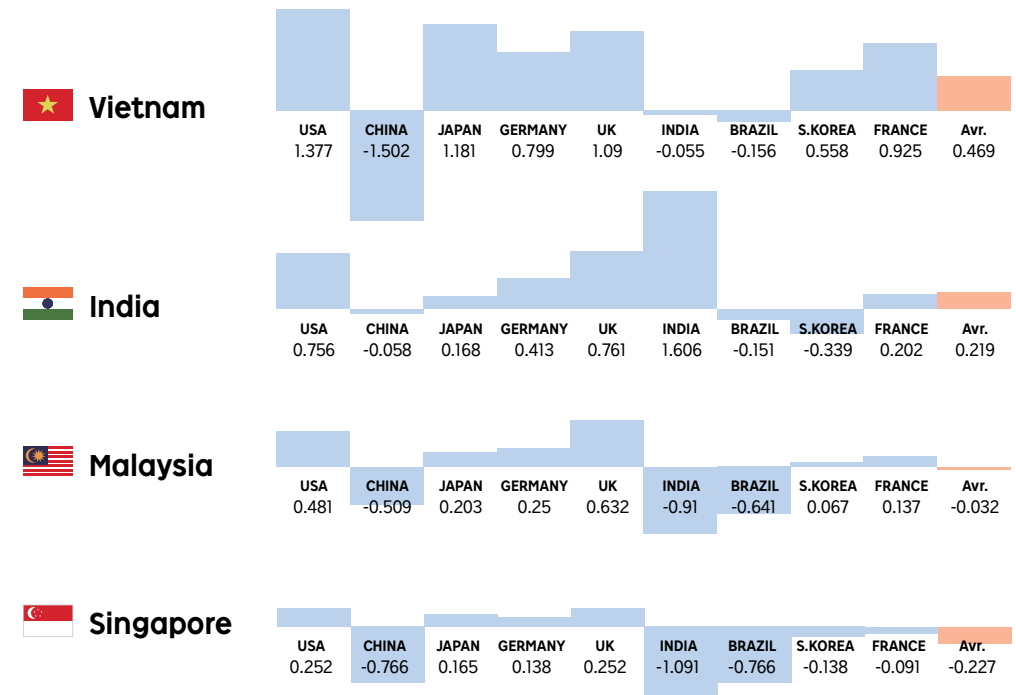
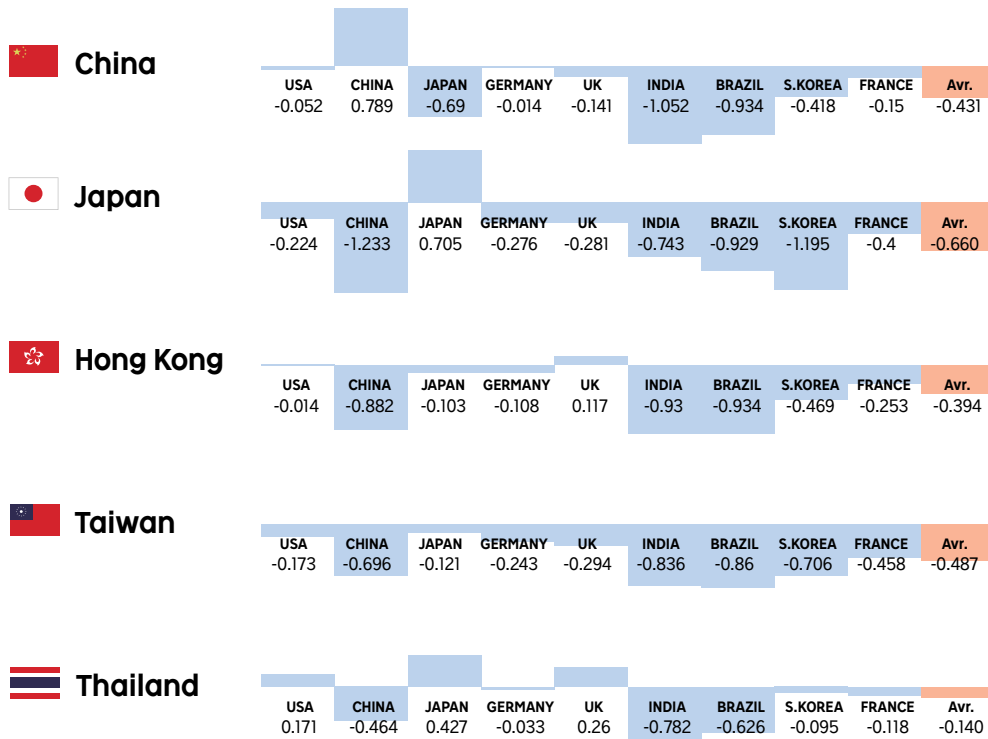
Vietnam, India Most Open to Working for International Corporations: Top 3: USA, UK, Japan

We now take a different perspective, and asked all respondents about their preferences if working for an international company with originating from a different country to their own

The average scores suggest the majority would prefer sticking to domestic companies of their own country origin. **China, Japan** and **Taiwan** especially showed negativity toward working for an international company in general (-0.43 ~ -0.66). Meanwhile, Southeast Asian countries show less negative attitudes toward these global companies, as there may be more exposure to foreign investment. Of them, **Vietnam** shows the highest capacity (0.47) and **India** gets the

second (0.22) to work for a company of a foreign origin as they may have more exposure there. Companies from countries with more developed economy are preferred. Among the listed, **US companies** are overall the most popular, followed by **UK**, and **Japan** in third place. Workers in Vietnam seem to still have attachment toward **French companies** (0.925), not surprising considering the country's historical connection with France. Perception towards working for emerging BRICs companies seems not yet so positive overall.

The job market is like matchmaking. Our previous report on Employees Motivation suggested, **“Good matching roles”** and **“Team relationship / culture”** were top key motivations along with salary. And once you find the right match, it is both management and employee sides' responsibility to nurture a long-term, win-win relationship by listening to and communicating with each other with human respect regardless different cultures they may have to be happily together ever after.



*Converted to a 5-point scale: “not preferred” (= -2.00) to “preferred”/ (=2.00) with “neutral” (0) in the middle.