

## Graduate Employment Survey 2014

### I. Summary

1. Full employment for the ninth consecutive year (99.7%), same rate as in last year.
2. Employment industry distribution in 2014 stayed similar to that of 2013.
3. Average gross salary increased by 8.8%. Median gross salary increased by 12.5%.
4. Within commerce & industry, the greatest increase in salary was in the financial institutions (+21.7%), hospitality & tourism services (+16.9%) and mining & quarrying (+16.1%) industries.
5. Across the salary ranges, more graduates entered higher paid jobs ranging \$20,000-\$24,999 (+4.4%) while fewer fell into the range of \$10,000-\$14,999 (-5.9%).

### II. Survey methodology

The survey was conducted in the form of questionnaires to all 4,171 full-time graduates at all levels of the University. A total of 3,609 graduates replied, representing a response rate of 86.5%. Among the Bachelor's Degree graduates, the response rate was 89.4%.

### III. Key findings

1. The survey recorded a full employment rate at 99.7% among respondents, which was nine years in a row. Unemployment rate has been kept steady at a low level over the years.
2. There were 0.6% more graduates went for employment (from 78.5% in 2013 to 79.1% in 2014) and less opted for further studies (from 19.4% in 2013 to 18.8% in 2014). Despite the slight variation, the proportion of employment and further studies remained around 80% and 20% respectively over the years.
3. The employment industry distribution in 2014 stayed similar to that of 2013. As a core service economy of Hong Kong, business services combined with financial institutions as in the usual years, accounted for the largest sector of employment at 26.6% in 2014 and 26.0%

in 2013. A slight rise (+0.6 p.p.) is observed for graduates joining these industries.

4. A healthy salary increase was observed for 2014 graduates: both average gross salary and median gross salary increased by 8.8% (from \$19,547 to \$21,265) and 12.5% (from \$16,000 to \$18,000) respectively.
5. Within those industries in the commercial sector, the three industries that experienced higher salary increase were financial institutions (+21.7%), hospitality & tourism services (+16.9%) and mining & quarrying (+16.1%).
6. More graduates fell into the gross monthly income group of \$20,000 to \$24,999 (+4.4 p.p.) while fewer fell into the group of \$10,000 to \$14,999 (-5.9 p.p.).
7. Similar to previous job employment cycle, more than one-third of graduates secured job offers before graduation.
8. Majority of the graduates experienced good job satisfaction with slight increase from last year. 83.1% of the graduates were either satisfied or very satisfied with their jobs. Slightly more graduates changed jobs within six months upon graduation this year (11.7% up from 11.3% in 2013).
9. About one-fourth of non-local graduates pursued further studies (27.8%). Among them, most chose either Hong Kong or USA as the destination for further studies (63.0% for HK and 19.2% for USA respectively). The phenomenon was similar to 2013.
10. Two-third of non-local graduates went for employment (66.5%). Among them, most worked in Hong Kong (93.8%). The employment destination pattern stayed similar to that of previous year.
11. More non-local graduates chose Hong Kong as their destination for pursuing further studies (increased by 7.2%) or employment (increased by 1.0%) when comparing to last year.

## **Appendix**

**Table 1: Employment Situation of 2014 Full-time Undergraduates**

**Table 2: Employment Industry of 2014 Full-time Undergraduates**

**Table 3: Monthly Income of 2014 Full-time Undergraduates**

**Table 4: Employment industry with highest increase in average monthly gross income of 2014  
Full-time Undergraduates**

**Table 5: Distribution of Gross Monthly Income of 2014 Full-time Undergraduates**

**Table 6: Time taken to receive first job offer for 2014 Full-time Undergraduates**

**Table 7: Job Satisfaction of 2014 Full-time Undergraduates**

**Table 8: Job Change of 2014 Full-time Undergraduates**

**Table 9: Employment Situation of 2014 Full-time Non-Local Graduates**

**Table 10: Further Studies Destination of 2014 Full-Time Non-Local Graduates**

**Table 11: Employment Destination of 2014 Full-Time Non-Local Graduates**

**Table 1: Employment Situation of 2014 Full-time Undergraduates**

Employment Situation	2014	2013	Difference
<b>Employed</b>	79.1%	78.5%	-0.6%
<b>Further Studies</b>	18.8%	19.4%	+0.6%
<b>Unemployed</b>	0.3%	0.3%	0.0%
<b>Others<sup>1</sup></b>	1.8%	1.9%	-0.1%

<sup>1</sup> Others included those returning to home countries or those not seeking employment in Hong Kong.

**Table 2: Employment Industry of 2014 Full-time Undergraduates**

Employment Industry	2014	2013	Difference
<b>Civil Service</b>	13.5%	10.6%	+2.9%
<b>Education</b>	9.1%	8.8%	+0.3%
<b>Community, Social &amp; Personal Services</b>	17.0%	20.2%	-3.2%
<b>Commerce &amp; Industry</b>	60.5%	60.3%	+0.2%
<b>Business Services</b>	15.0%	13.3%	+1.7%
<b>Financial Institutions</b>	11.6%	12.7%	-1.1%
<b>Engineering, Architectural &amp; Technical Services</b>	10.6%	10.1%	+0.5%
<b>Others</b>	23.3%	24.2%	-0.9%

**Table 3: Monthly Income of 2014 Full-time Undergraduates**

Monthly Income	2014	2013	Difference
<b>Average Monthly Gross</b>	\$21,265	\$19,547	+8.8%
<b>Average Monthly Gross (excluding MBBS and BDS)</b>	\$18,788	\$17,431	+7.8%
<b>Median Monthly Gross</b>	\$18,000	\$16,000	+12.5%
<b>Median Monthly Gross (excluding MBBS and BDS)</b>	\$17,200	\$15,333	+12.2%

**Table 4: Employment industry with highest increase in average monthly gross income of 2014 Full-time Undergraduates**

Employment Industry	2014	2013	Difference
Financial Institutions	\$22,332	\$18,353	+21.7%
Hospitality & Tourism Services	\$15,014	\$12,845	+16.9%
Mining & Quarrying	\$18,000	\$15,500	+16.1%

**Table 5: Distribution of Gross Monthly Income of 2014 Full-time Undergraduates**

Gross Income Group	2014	2013	Difference
Less Than \$10,000	0.7%	1.8%	-1.1%
\$10,000 to \$14,999	31.0%	36.9%	-5.9%
\$15,000 to \$19,999	26.9%	27.8%	-0.9%
\$20,000 to \$24,999	17.0%	12.6%	+4.4%
\$25,000 to \$29,999	12.5%	10.8%	+1.7%
\$30,000 or more	11.9%	10.0%	+1.9%

**Table 6: Time taken to receive first job offer for 2014 Full-time Undergraduates**

Time to receive first job offer	2014	2013	Difference
Before Graduation (May)	36.8%	37.4%	-0.6%
Before August	79.8%	84.1%	-4.3%
Before November	92.0%	96.6%	-4.6%
Before February 2015	100.0%	100.0%	-

**Table 7: Job Satisfaction of 2014 Full-time Undergraduates**

Job Satisfaction	2014	2013	Difference
Very satisfied	23.4%	21.3%	+2.1%
Satisfied	59.7%	60.2%	-0.5%
Average	15.2%	16.5%	-1.3%
Not Much Satisfied	1.7%	2.0%	-0.3%

**Table 8: Job Change of 2014 Full-time Undergraduates**

Job change	2014	2013	Difference
Changed job since graduation	11.7%	11.3%	+0.4%
No job change since graduation	88.3%	88.7%	-0.4%

**Table 9: Employment Situation of 2014 Full-time Non-Local Graduates**

Employment Situation	2014	2013	Difference
Employed	66.5%	56.3%	+10.2%
Further Studies	27.8%	35.1%	-7.3%
Unemployed	-	1.6%	-1.6%
Others	5.7%	6.9%	-1.2%

**Table 10: Further Studies Destination of 2014 Full-time Non-Local Graduates**

Studies Destination	2014	2013	Difference
Hong Kong	63.0%	55.8%	+7.2%
USA	19.2%	28.6%	-9.4%
United Kingdom	2.7%	7.8%	-5.1%
Canada	2.7%	1.3%	+1.4%
Australia	2.7%	-	+2.7%
Mainland China	-	1.3%	-1.3%
Others	9.6%	5.2%	+4.4%

**Table 11: Employment Destination of 2014 Full-Time Non-Local Graduates**

Employment Destination	2014	2013	Difference
Hong Kong	93.8%	92.8%	+1.0%
Taiwan	2.1%	-	+2.1%
Mainland China	1.0%	3.1%	-2.1%
Other Asian Countries	3.1%	4.1%	-1.0%