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for immediate release

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randstad employer brand research 2022: hong kong SAR

## 31% of respondents plan to change employers in the first half of 2022: randstad hong kong.

**HONG KONG SAR, 3 MAY 2022** - 31 per cent of local respondents said they plan to change employers in the first half of 2022, marking an eight per cent increase from 2021. Similarly, the percentage of respondents who are not afraid of losing their jobs and intending to change employers increased by eight per cent to 26 per cent this year.

Randstad - the world's leading human resources solutions agency - today released early results of its annual Employer Brand Research in Hong Kong SAR. Commissioned by Randstad and independently conducted by Kantar TNS, the Randstad Employer Brand Research explores the top employee value proposition (EVP) factors that employees and job seekers search for an ideal employer.

**Natellie Sun, Managing Director of Search & Selection in Greater China at Randstad** said, "There has been a more positive outlook on the business and labour market in 2022 as more companies are starting to hire again to meet business growth objectives. While the Omicron wave has slowed down recruitment and onboarding activities, many employers are building a talent pipeline to start work once the measures are lifted."

### Employees are seeking a healthier work-life balance and are willing to change jobs to find it.

More than one in five respondents had changed employers between July and December 2021. The top three drivers motivating job switchers to search for a new employer last year were work-life balance (53 per cent), salary and benefits (51 per cent) and the financial health of the company (47 per cent).

**Sun** said, "Hongkongers are feeling increasingly stressed and overworked, especially this year. Due to being unable to travel and having their social interactions limited due to the strict pandemic restrictions, many employees are throwing themselves at work to distract themselves - but this has led to negative repercussions for their mental health. Job seekers are hence more motivated to find a company or manager that genuinely cares about the well-being of their staff once the hiring market becomes active again."

### The fear of losing their jobs is motivating more Hong Kongers to switch jobs.

More than two in five respondents who were afraid of losing their jobs planned to change their jobs in the first half of 2022, marking a nine per cent increase from 2021.

"Employees are expecting significant changes to their job responsibilities in the coming years due to the accelerated digital push from the pandemic. External factors such as a changing business environment could further stress employees who fear that their skills might quickly become obsolete, affecting their ability to continue working in their current jobs. Employers should look to implement proper training initiatives to help employees upskill and re-skill so their workforce is confident and capable enough to tackle new business challenges", added **Sun**.

**2022 randstad hong kong employer brand research report - register your interest**



The 2022 Randstad Employer Brand Research provides employers with a unique opportunity to uncover new insights and validate their assumptions of employees and job seekers. This independent research is the most representative employer brand study in the world, reaching out to 163,000 respondents across 31 markets, including 3,027 who are based in Hong Kong SAR in January 2022.

[Register your interest](#) to gain early access to the 2022 Employer Brand Research Hong Kong SAR report.

#### **about randstad**

Randstad is the world's largest HR services company. We support people and organisations in realising their true potential by combining the power of today's technology with our passion for people. We call it Human Forward. In 2021, we helped more than two million people find a job that is right for them, advised 235,000 clients on their HR needs, from talent acquisition to total workforce management, and delivered training to over 450,000 people. Randstad had on average 39,530 corporate employees and generated revenue of € 24.6 billion in 2021. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands.

For more information, see [www.randstad.com.hk](http://www.randstad.com.hk).