

## **Survey on Employment Mobility for Creative Industries-related Programmes Graduates in Hong Kong**

### Objectives

- The Survey on Employment Mobility for Creative Industries-related Programmes Graduates in Hong Kong (Employment Mobility Survey) aims to examine:
  - (i) job mobility of local creative industries-related programmes graduates;
  - (ii) their perceptions towards career prospects;
  - (iii) future plan for changing jobs; and
  - (iv) the popularity of taking continuous education courses in their career ladders.

### Survey Methodology

- The Employment Mobility Survey is an on-line self-administrated questionnaire with the target respondents whom are the local creative industries-related programmes students who graduated in the recent six years. 14 out of 29 invited local tertiary institutes participated and assisted in distributing the questionnaires to their past creative industries-related programmes graduates upon survey commencement.
- By the end of the survey period i.e. late August 2017 to February 2018, 423 completed questionnaires were received through the online survey platform, by post and by fax. These 423 survey respondents, with breakdowns by study fields, are presented in the following table:

Study Field	Number of Respondents	Percentage
Advertising	39	9.2%
Architecture	18	4.3%
Digital Entertainment	67	15.8%
Design	141	33.3%
Film and Television	130	30.7%
Music	23	5.4%
Printing and Publishing <sup>1</sup>	5	1.2%
<b>Total</b>	<b>423</b>	<b>100%</b>

## Summary of Survey Findings

- Some salient findings on the Employment Mobility Survey are summarised below.

### *(A) Employment Mobility*

- It is revealed that **a vast majority (87.7%) of the graduates were working on a full-time basis<sup>2</sup> at present** as against around half of the respondents (57.4%) in the first 6 months after graduation. These graduates working on a full-time basis include a considerable larger proportion of the graduates (14.4%) being freelancers at present whereas being self-employed constituted less than 10% in the first 6 months after graduation. Generally speaking, **those who claimed being unemployed<sup>3</sup> at present constituted around 1.7%, far lower than the overall unemployment rate of persons in age group 20-29<sup>4</sup> in Hong Kong** (i.e. around 5.0% - 6.1% during the survey period).
- **At present, more than half of the graduates related to the three creative disciplines – Architecture (100%), Design (70.1%) and Advertising (50.0%) worked relevant to their study fields.** However, the corresponding proportions were generally lower for Digital Entertainment (40.6%), Film & Television (37.2%) and Music

<sup>1</sup> No separate findings and analysis for printing and publishing-related disciplines graduates are released in view of a very small number of survey respondents from relevant programmes.

<sup>2</sup> Working on a full-time basis comprises self-employment and full-time employment.

<sup>3</sup> Unemployment was broadly confined to waiting for employment/ seeking jobs.

<sup>4</sup> Based on the breakdowns of the unemployment statistics by age groups as released by Census and Statistics Department (C&SD), the age group 20-29 is the most relevant to the actual ages of our survey respondents with graduation years ranging from 2011 to 2016.

(15.8%)-related programmes graduates. Besides, some 20.2% of them are working in non-creative industries-related job positions.

- At present, **the median monthly basic salary of the creative industries-related programmes graduates was about \$22,500, which was considerably higher than the median monthly wage<sup>5</sup> of overall employees aged 25-34 (\$18,300)<sup>6</sup> in Hong Kong** according to the statistics released by C&SD. A general upward mobility on monthly basic salaries for majority of creative industries-related programmes graduates was observed, as revealed by half of the respondents (50.5%) are receiving a monthly basic salary equal to \$20,000 or above when compared to only 13.7% within the first 6 months after graduation.
- Analysed by the graduation years, the monthly basic salaries of the creative industries-related programmes graduates across-the-board **escalated at a much faster pace each year** than the average annual growth rates of Hong Kong's general price level<sup>7</sup> as well as the wage<sup>8</sup> levels.

Graduation Year	Average Annual Growth Rate <sup>(1)</sup>		
	Monthly Basic Salaries	Composite Consumer Price Index <sup>(2)</sup>	Median Monthly Wage of Employees Aged 25-34 in Hong Kong <sup>(2)</sup>
2011	15.2%	3.2%	4.9%
2012	15.7%	3.0%	4.6%
2013	10.8%	2.7%	4.2%
2014	12.2%	2.3%	4.2%
2015	11.1%	2.1%	4.1%
2016	9.7%	1.9%	4.4%

Note:

(1) Covering the period from the Graduation Year to the Survey Period (i.e. 2018)

(2) Source: C&SD

<sup>5</sup> For simplicity and owing to the lack of official statistics on monthly basic salaries, the wages statistics released by C&SD is used as a proxy for comparison.

<sup>6</sup> No wage statistics on the age group at 20-29 were released by C&SD which could be used for comparison. The wages statistics with breakdowns by age groups at 25-34 is considered to be most relevant to the actual ages of our survey respondents with graduation years ranging from 2011 to 2016.

<sup>7</sup> In terms of Composite Consumer Price Index as released by C&SD.

<sup>8</sup> In terms of Median Monthly Wage of Overall Employees Aged 25-34 in Hong Kong as released by C&SD.

- **Only 47.5% indicated that the ranking of their present job positions is higher than that in the first 6 months upon graduation.** Another 40.7% stayed in the same ranking of the job positions to date.
- The proportion of the respondents taking supervisory/ managerial positions **increased drastically from about 17.7% in the first 6 months upon graduation to about 31.4% currently.**
- **Some 60.7% of the creative industries-related programmes graduates have ever changed jobs to date.** The average number of times of changing jobs was 1.7.

*(B) Perception towards Career Prospects*

- **Majority (59.2%) of the respondents were optimistic towards their long-term career prospects.** However, only 27.4% of the respondents anticipated they would have chance to be promoted to a higher position in the same company in the coming 12 months while 51.4% held opposite view.

*(C) Plan for Changing Jobs in the coming 12 months*

- **Only 28.8% of the respondents indicated their plans to change jobs within the coming 12 months.** Among them, most of the respondents (40.0% - 85.3%) preferred to work related to their study fields in the coming 12 months. **More than one-third (36.9%) of the graduates inclined to work in the Mainland in order to tap the vast business opportunities.**

*(D) Prevalence of Taking Continuous Education Courses*

- **Only 20.6% of the respondents have ever taken continuous education courses after graduation.** There were higher proportions of the graduates from some study fields such as Architecture (27.8%), Advertising (25.6%) and Film & Television (22.3%) taking continuous education courses in the past.
- **A vast majority of the respondents (79.3%) who have ever taken**

**continuous education courses indicated that the courses taken were not required by their previous/ present employers.** More than half of the continuous education courses taken by the graduates (51.6%) did not bear any academic qualification or professional award. Creative industries-related courses accounted for about 42.9% of the continuous education courses taken by the graduates concerned, followed by business-related (18.7%) and language-related (17.6%).

*(E) Other General Findings on Employment Situation*

- **More than 86% of the local creative industries-related programmes graduates work in Hong Kong at present** while the graduates working in the Mainland constituted around 8.4%. The rest of the graduates (5%) indicated that they are working in other countries such as France, Britain and Singapore.
- **Some 60.7% of the creative industries-related programmes graduates have ever changed jobs to date.** Jobs advertisement was the main channel for job seeking among creative industries-related programmes graduates, regardless of the first job positions after graduation (67.2%) and the present job positions (61.7%).

**Create Hong Kong  
December 2019**