



Hong Kong Talent Trends 2014

What's on the minds of the
professional workforce

LinkedIn Talent Solutions

Introduction

For career-minded people in Hong Kong, these are interesting times, we are in an era of unprecedented transparency. More positions are viewable online, and the available context – information on the company, its culture, and the team including the hiring manager – has never been richer. Meanwhile, the Talent Acquisition industry has retooled and rethought its processes in order to proactively find the best people for the job, rather than waiting for the right candidates to come to them. All of which has an impact on the way people find and consider career opportunities.

It's against that backdrop that we bring you Hong Kong Talent Trends 2014.

About this survey

We surveyed over 559 employed workers in Hong Kong to shed light on professional attitudes to jobseeking, job satisfaction and career evaluation around the world - so you can understand and attract top-notch employees to your company.

This report on Hong Kong is part of a worldwide survey in 26 countries and with over 18,000 employed LinkedIn members. For worldwide country-specific breakdown, please refer to the detailed appendix.

*Surveyed countries: Australia, Brazil, Canada, China, Denmark, Finland, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Netherlands, New Zealand

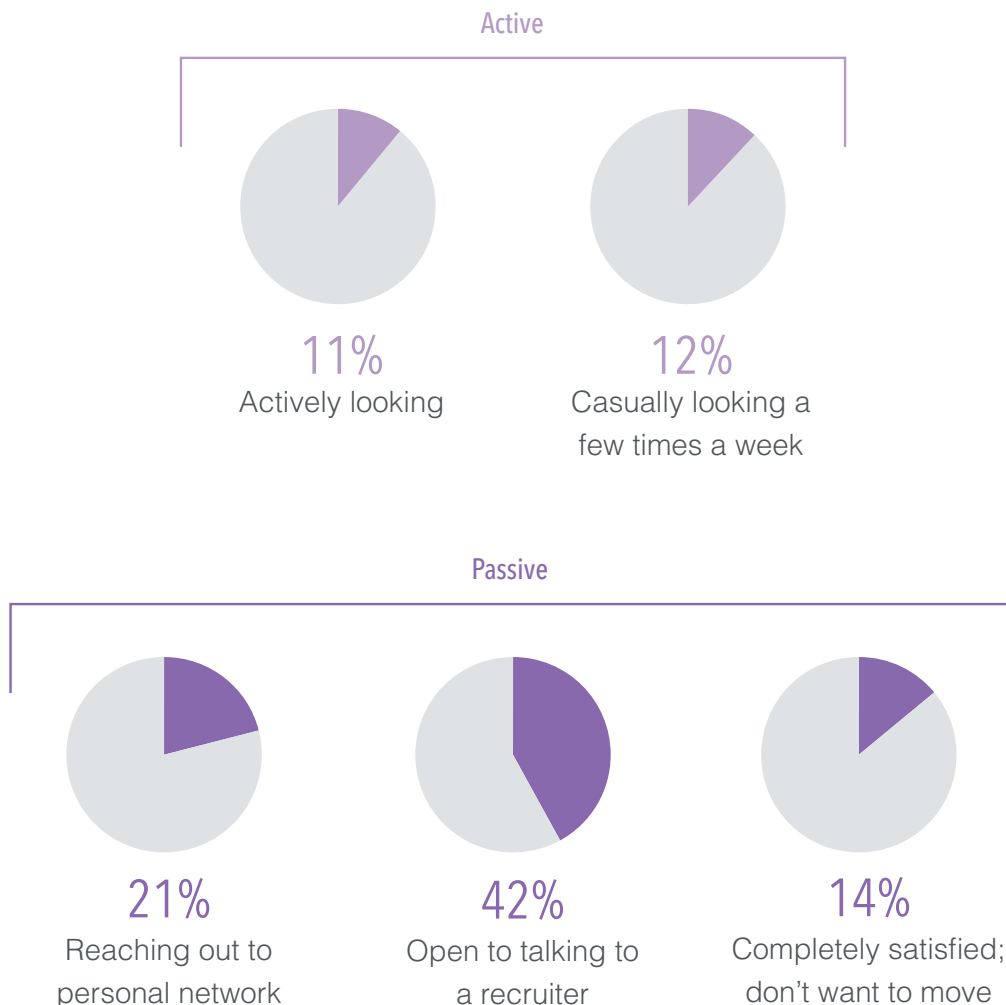
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Active or passive candidates?

The breakdown

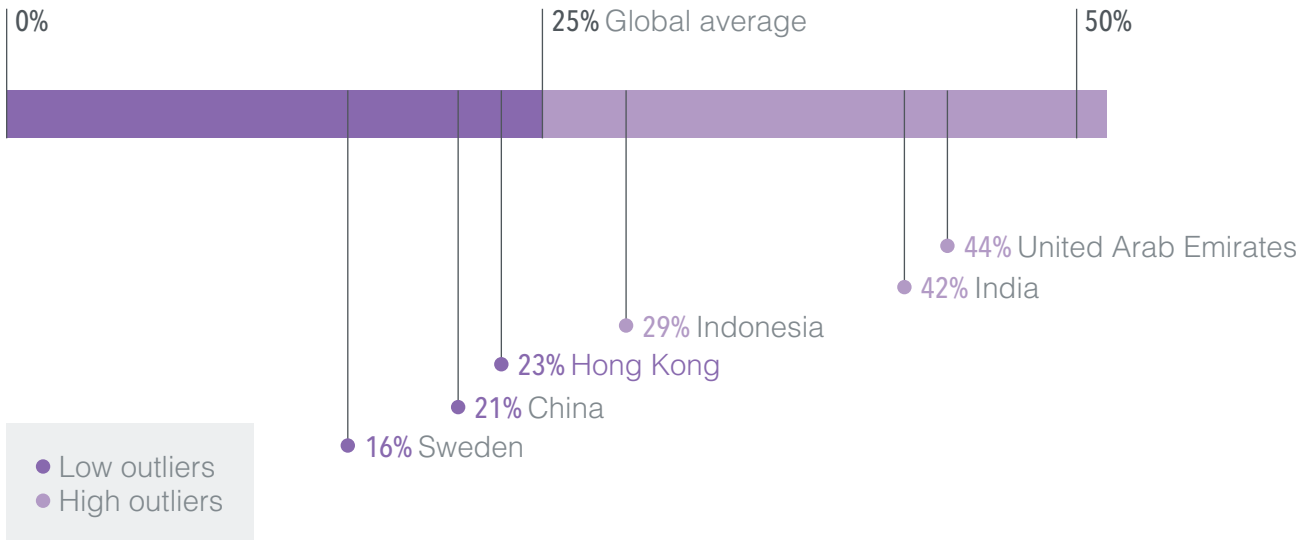
We asked fully-employed professionals to describe their current jobseeking status. Approximately 23% of respondents claim to be actively looking for their next role, and only 14% say they are not interested in a new job. 42% are open to a conversation with a recruiter and other 21% are talking to their network.

How would you describe your job search status?

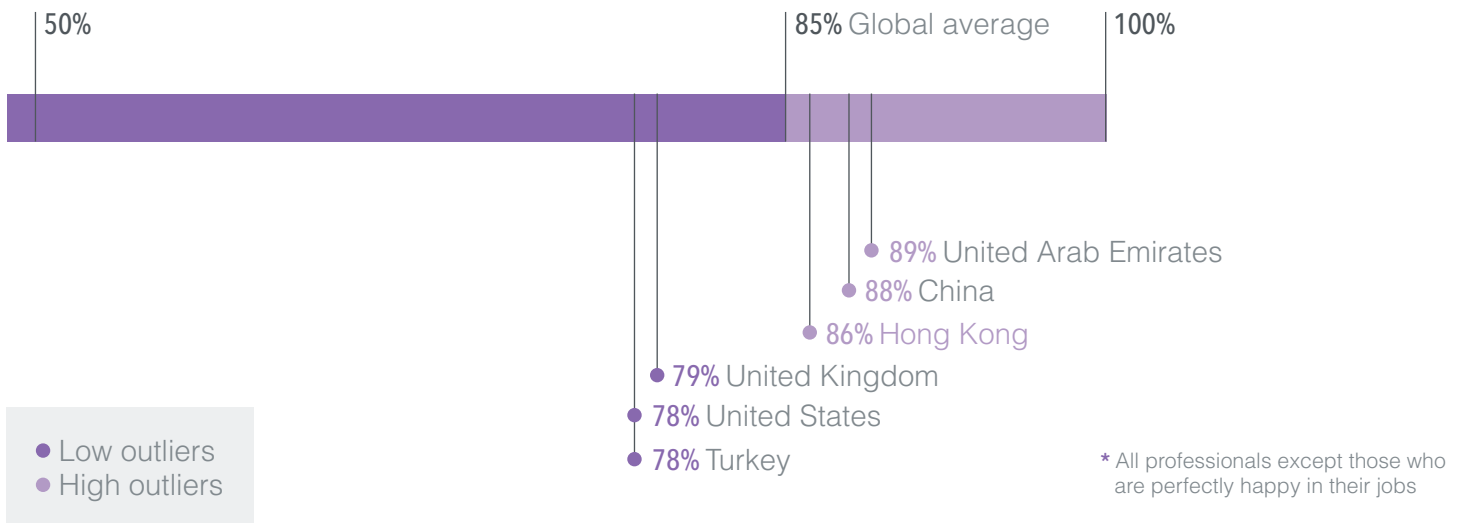


Talent trend outliers

Countries with unusual levels of active candidates



Countries with unusual levels of approachable candidates*



Professional job satisfaction

The reported death of workplace happiness it seems, has been greatly exaggerated. The overwhelming majority of professionals report being relatively content with their jobs and only 12% express outright dissatisfaction. While this paints a somewhat rosy picture for employers, note that 46% of survey respondents described their status as 'somewhat satisfied', indicating room for improvement.

How satisfied are professionals in Hong Kong with their jobs?



21%
Very
satisfied



46%
Somewhat
satisfied



21%
Neither satisfied
nor dissatisfied



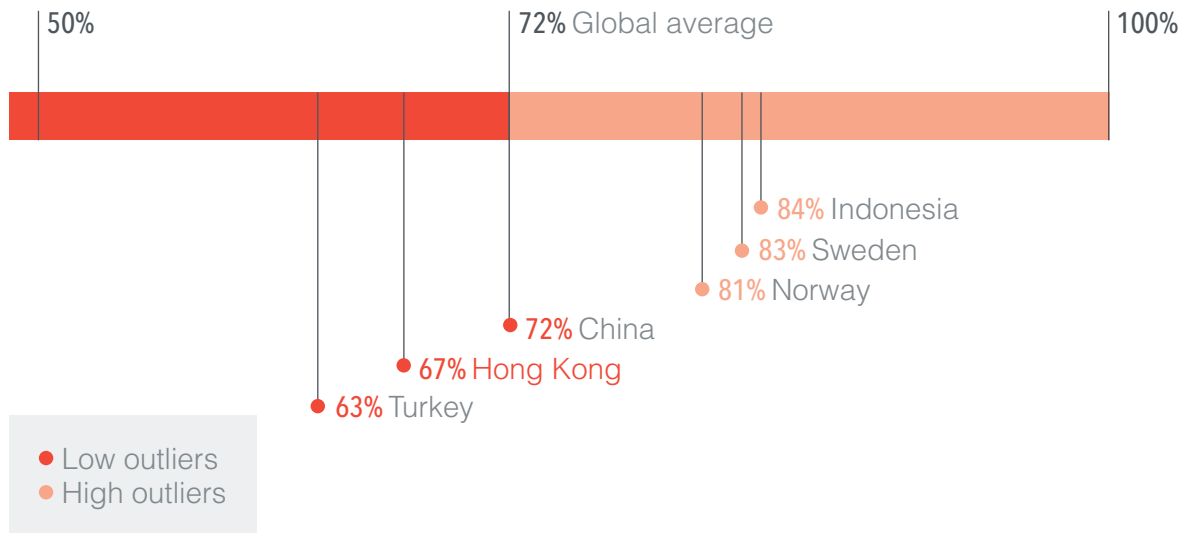
9%
Somewhat
dissatisfied



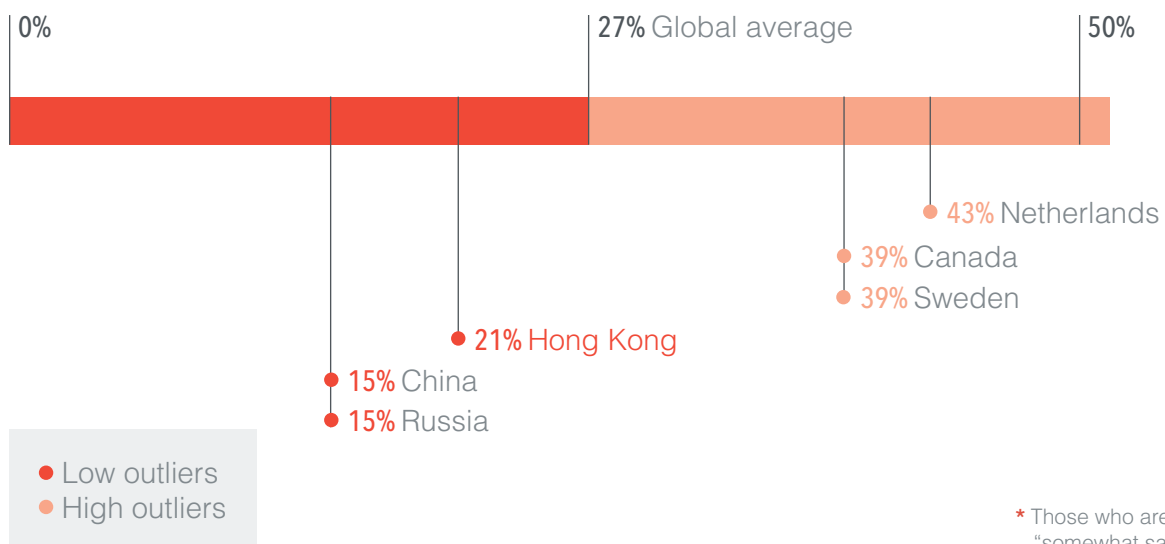
3%
Very
dissatisfied

Talent trend outliers

Countries with unusual levels of satisfied professionals*



Countries with unusual levels of "very satisfied" professionals

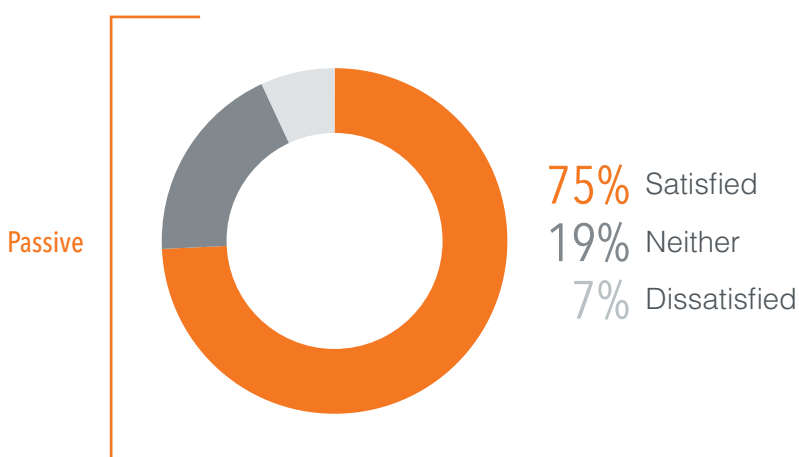
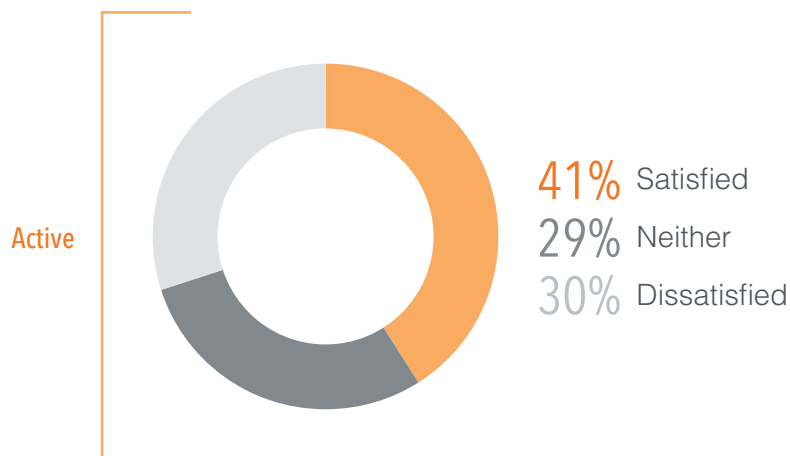


* Those who are either "very satisfied" or "somewhat satisfied" with their current role

Passive vs. active candidate job satisfaction

Digging a bit deeper, it's easy to see that active candidates have considerably higher levels of dissatisfaction compared to passives. However, no matter how satisfied a candidate is, you can often get their attention by offering a better career. Conversely, satisfaction is no guarantee of loyalty, as shown by the fact that over half of active candidates claim to be satisfied in their current roles.

How satisfied are you with your current role?



Top 5 motivations for changing jobs

If you want to know what active jobseekers look for in their next role or what would get a passive candidate to talk to a recruiter, check out the results below. While money is an important factor to both sets of candidates, passives candidates say it's their number one motivation to switch careers, followed by work/life balance. Active candidates, on the other hand, are relatively more interested in opportunities for advancement and to work for a better company.

Top things Hong Kong candidates consider when looking for a new job

Active

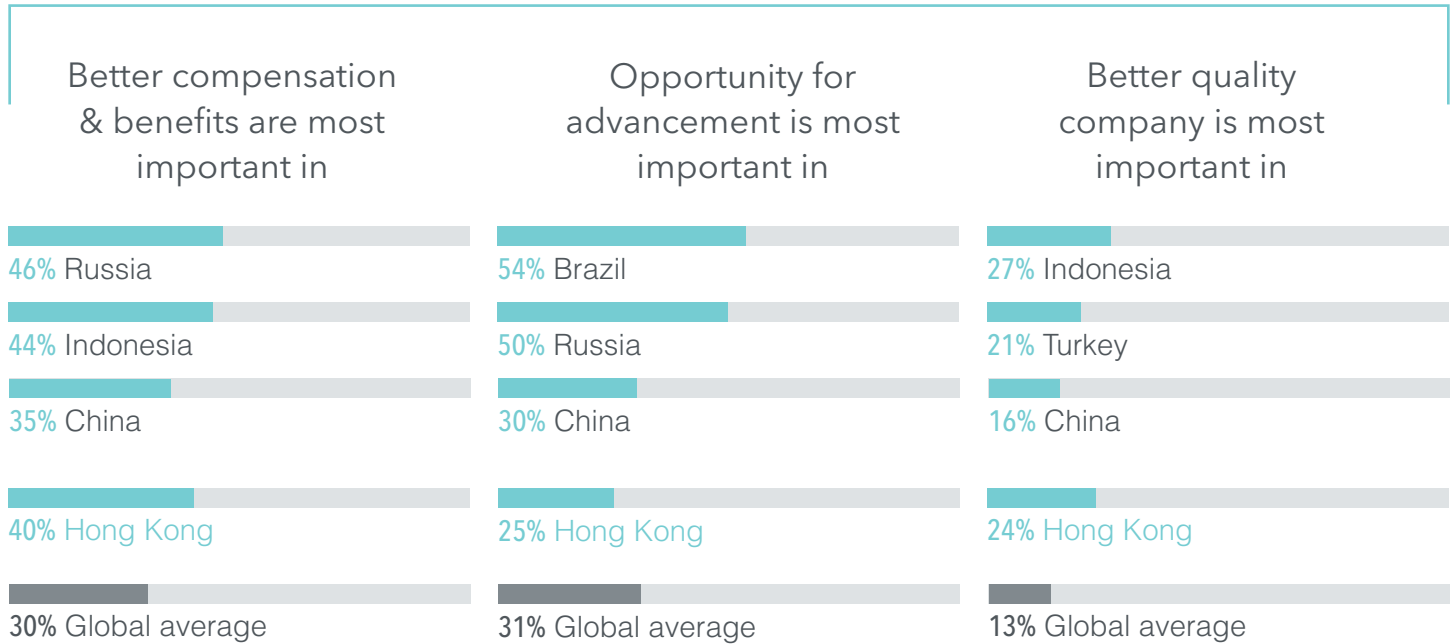
- 1 Better compensation & benefits
- 2 Greater opportunities for advancement
- 3 Better quality company
- 4 More challenging work
- 5 Better fit for skill set

Passive

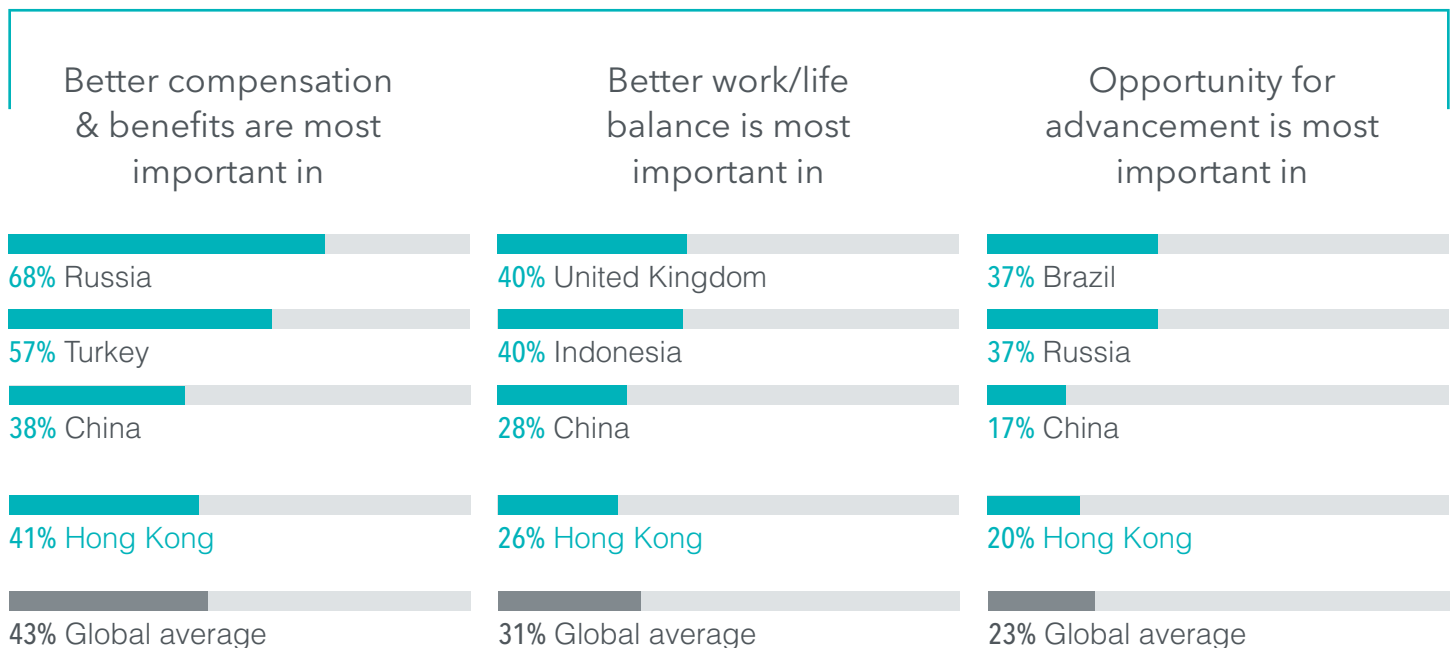
- 1 Better compensation & benefits
- 2 Better work/life balance
- 3 Greater opportunities for advancement
- 4 Better fit for skill set
- 5 More learning opportunities

Talent trend outliers

Active



Passive



5 things Hong Kong candidates don't care about in a job

On the flipside, we also asked passive and active candidates for their least important factors when considering a new job opportunity. It turns out that for active candidates, the least important factor is office location followed by improved job title. While for passive candidates, the least important factor is better title followed by office location. If you want to entice candidates in a meaningful way, better pick a different set of job upsides.

Least important factors when Hong Kong candidates are considering a new job

Active

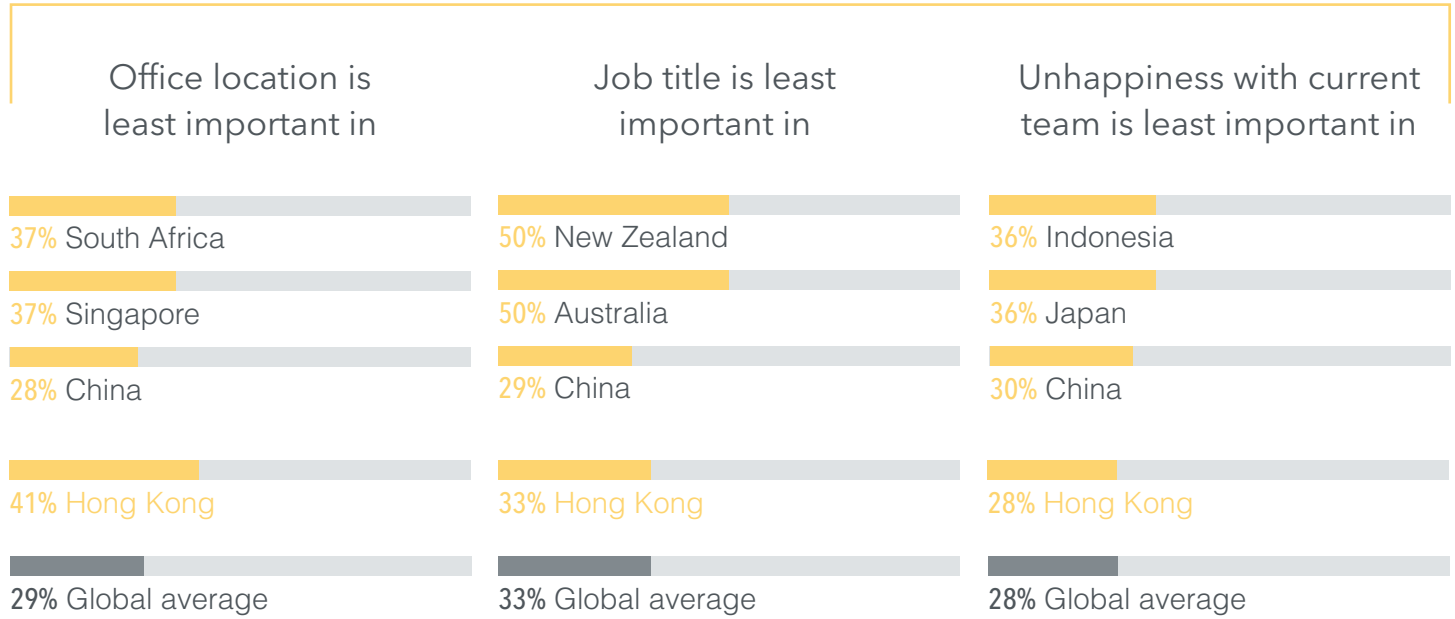
- 1 Better office location (commute, city)
- 2 Improved job title
- 3 Unhappy with current team
- 4 Personal reasons (family, health, etc.)
- 5 Increased job security

Passive

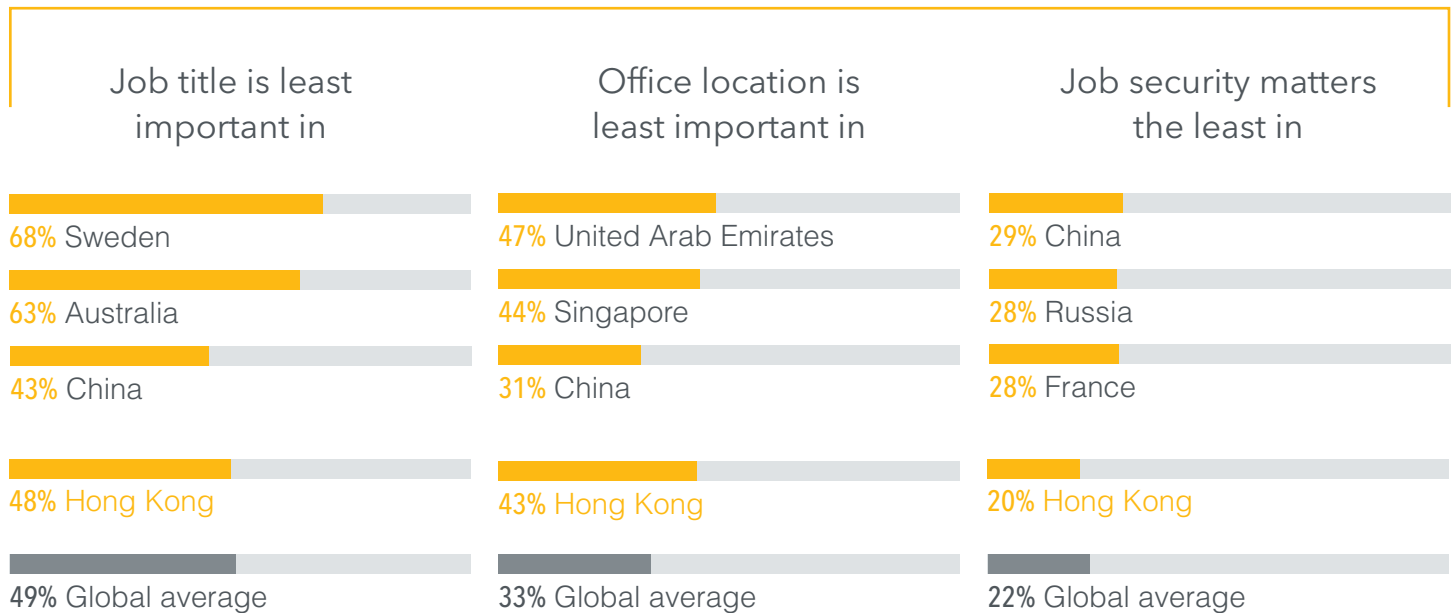
- 1 Improved job title
- 2 Better office location (commute, city)
- 3 Increased job security
- 4 Stronger relationship with manager
- 5 More innovative company

Talent trend outliers

Active



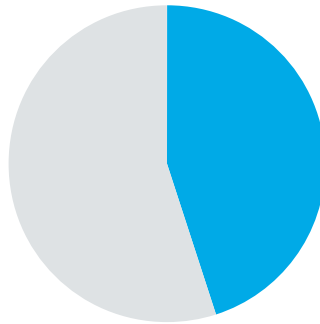
Passive



The importance of talent brand to professionals

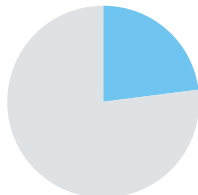
No matter where you look in the world, Hong Kong and worldwide professionals agree that the most important factor in considering a new job is whether their prospective new company is considered a great place to work (in other words, whether the company has a strong talent brand).

What is the most important factor when picking an employer?



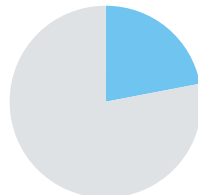
45%

The company has a reputation as a great place to work



23%

The company has a reputation for great people



22%

The company has a reputation for great products and services

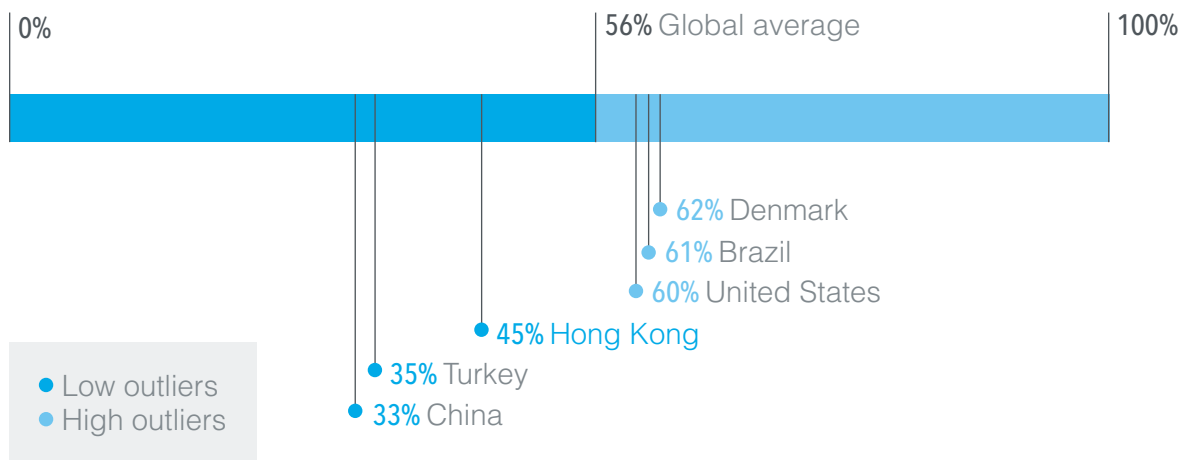


10%

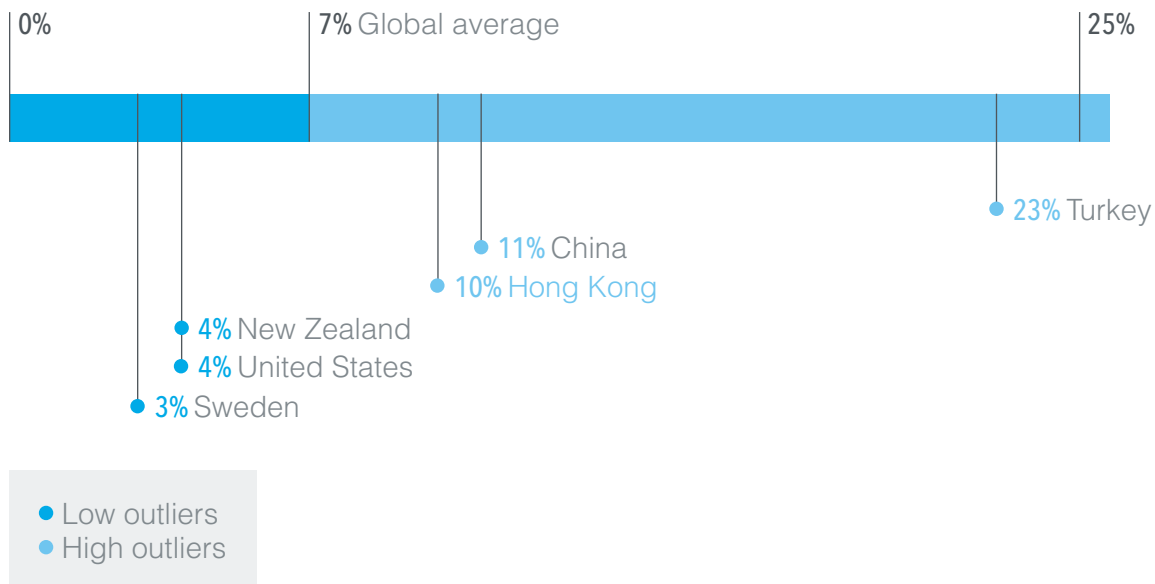
The company has a reputation for being prestigious

Talent trend outliers

Countries where talent brand/being a great place to work is most and least important

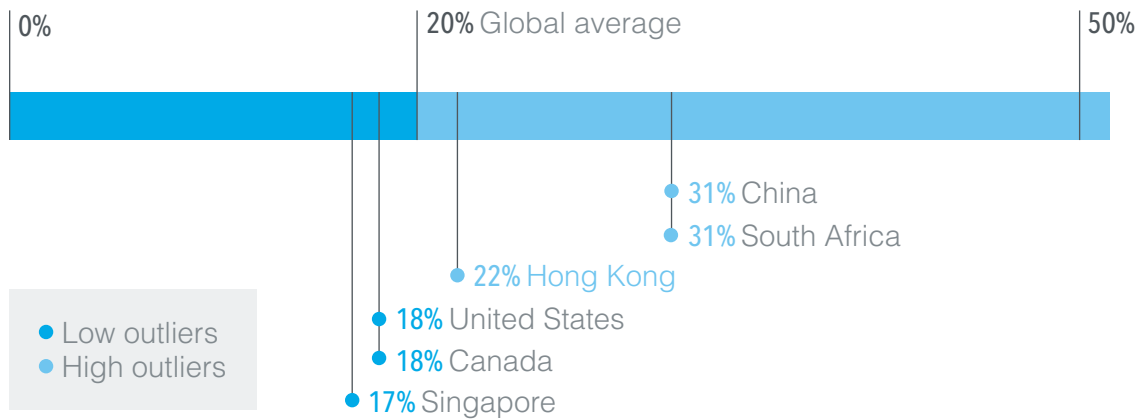


Countries where company prestige is most and least important

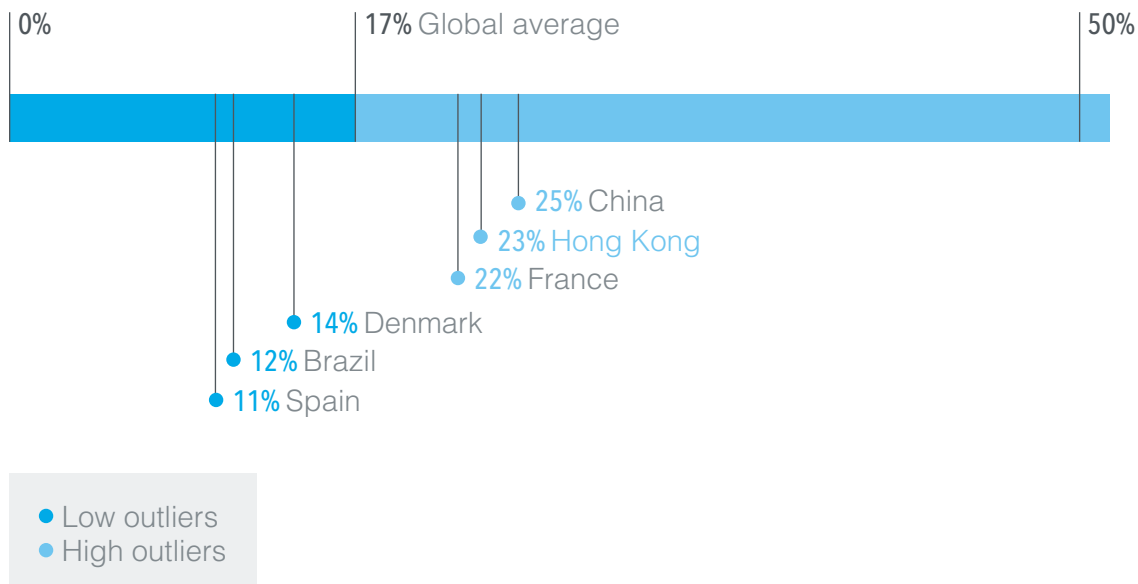


Talent trend outliers

Countries where reputation for great products and services is most and least important



Countries where having a reputation for great people is most and least important



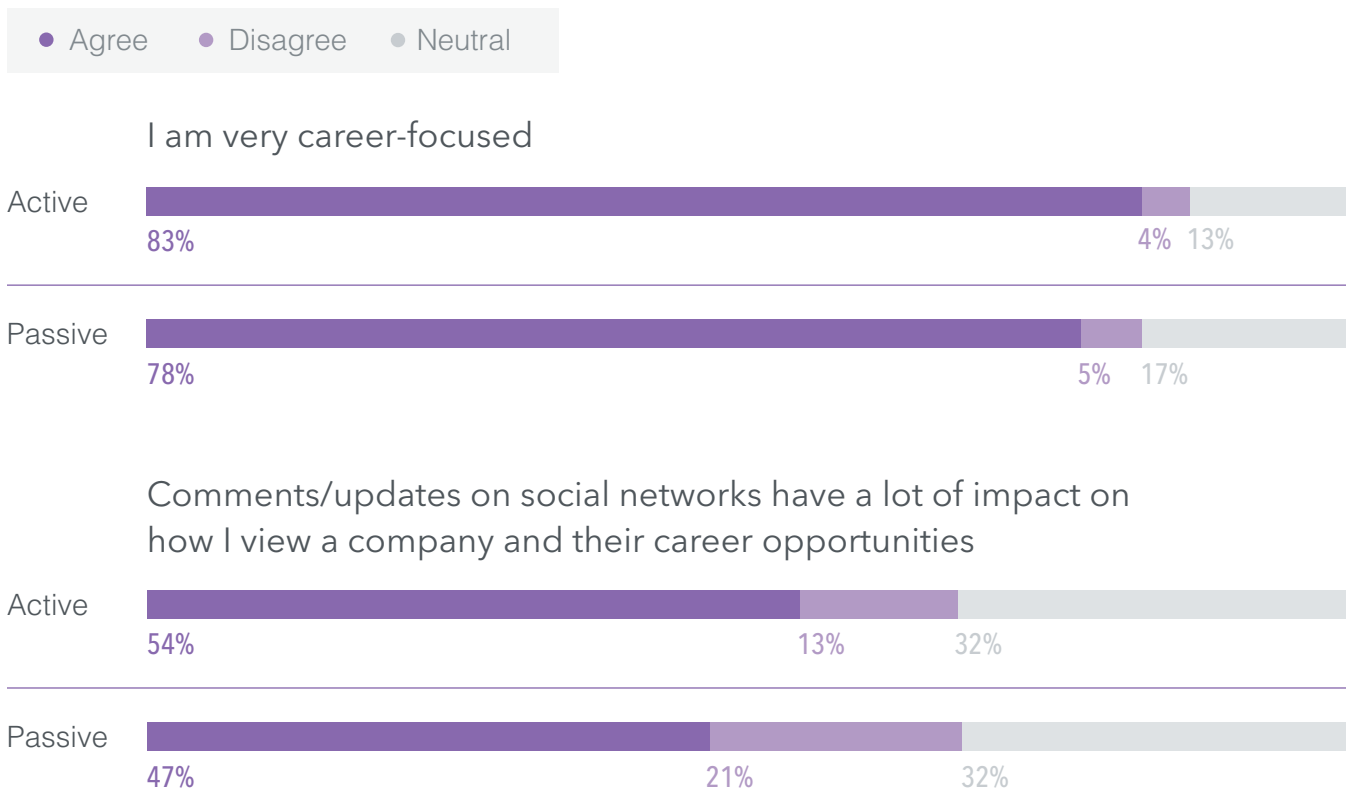
How passionate are professionals about their work?

Short answer: very. The majority of the people we surveyed expressed significant passion for the work they do, regardless of their passive or active jobseeking status. It's fascinating to see that professionals in Hong Kong are confident in their careers and putting great effort to learn, grow and advance.



How passionate are professionals about their work?

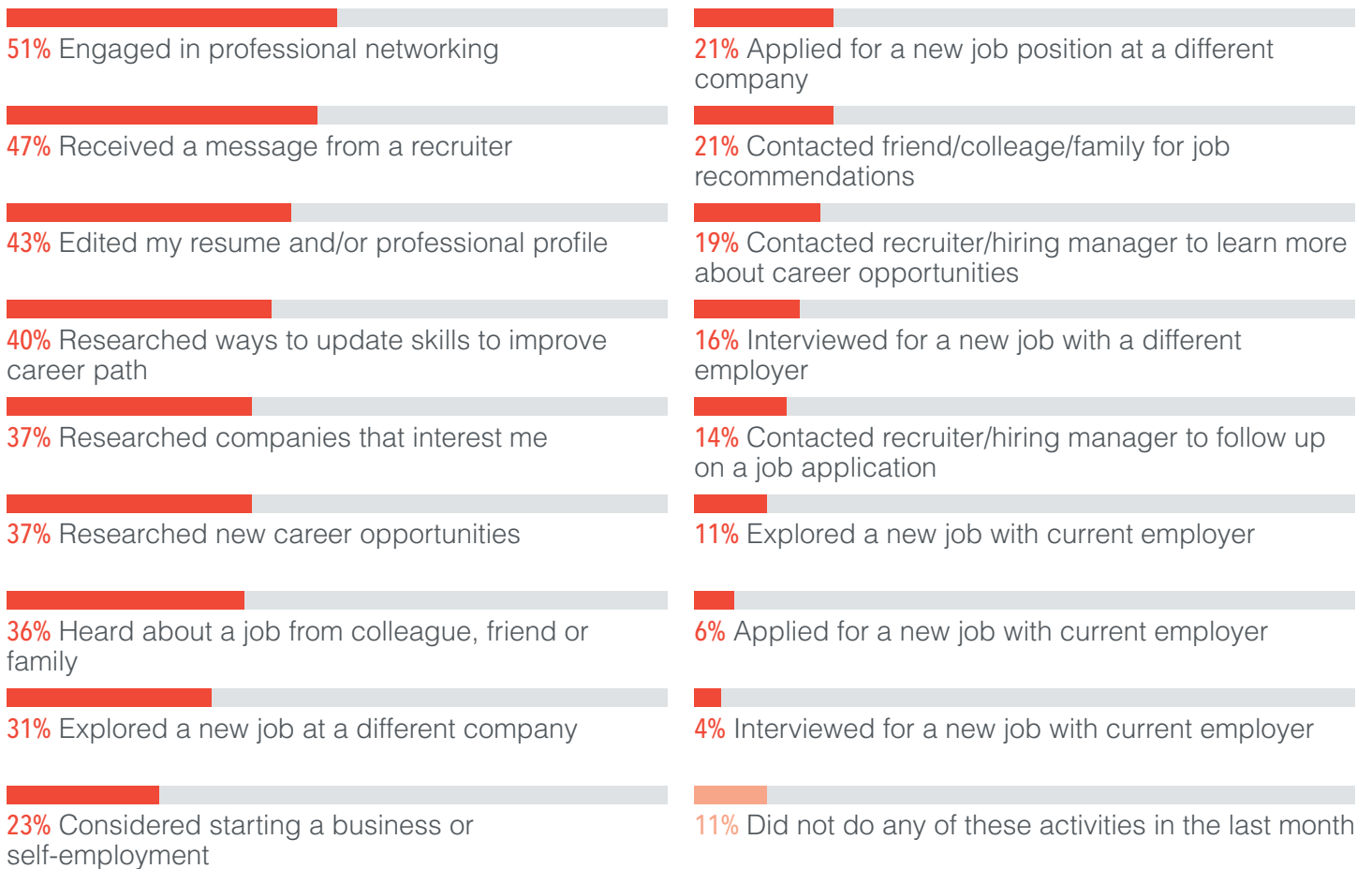
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How professionals stay on top of their careers

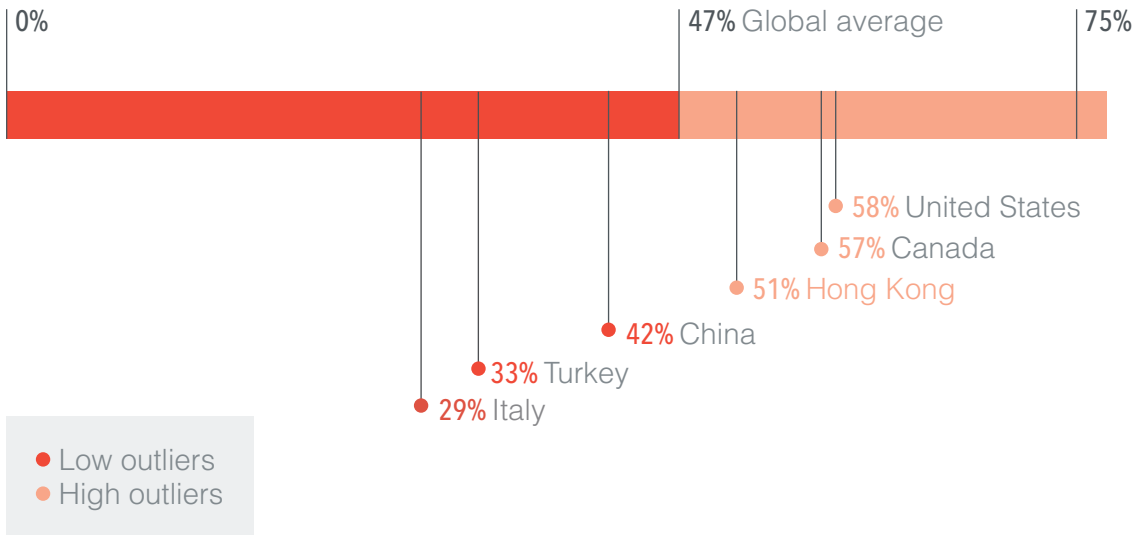
Ongoing career management is the new norm. Regardless of whether they are passive or active candidates, almost all professionals engage in some sort of a career-advancement activity on a monthly basis. The majority network and keep their resumes and professional profiles up to date, and a healthy percentage active keep an eye out for career opportunities or offers that might be interesting. Only 11% admit to not doing any of the activities listed below.

Which one of the following activities have you participated in during the past month?

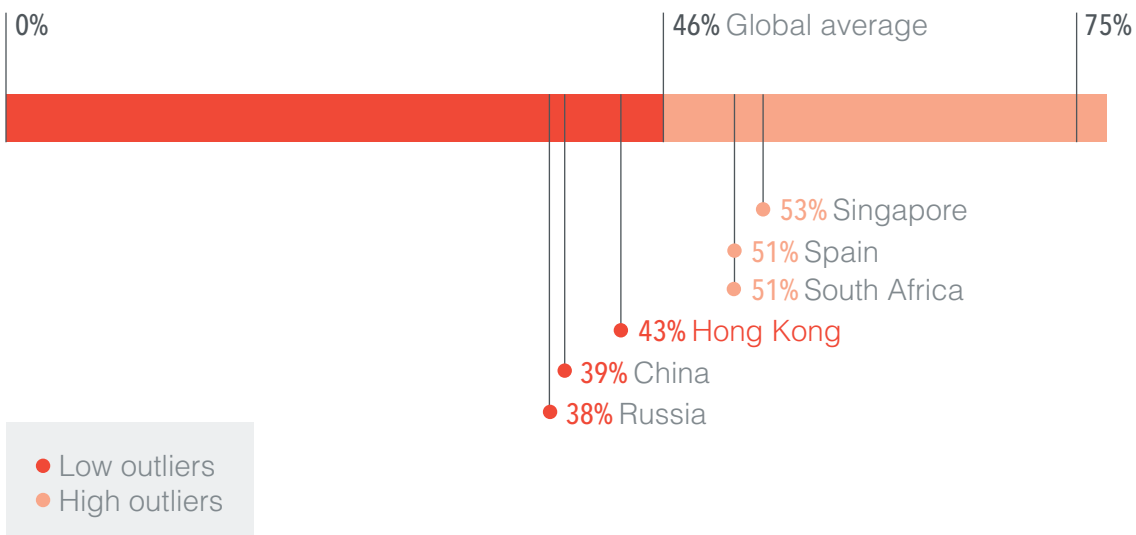


Talent trend outliers

Countries with unusual levels of professional networkers

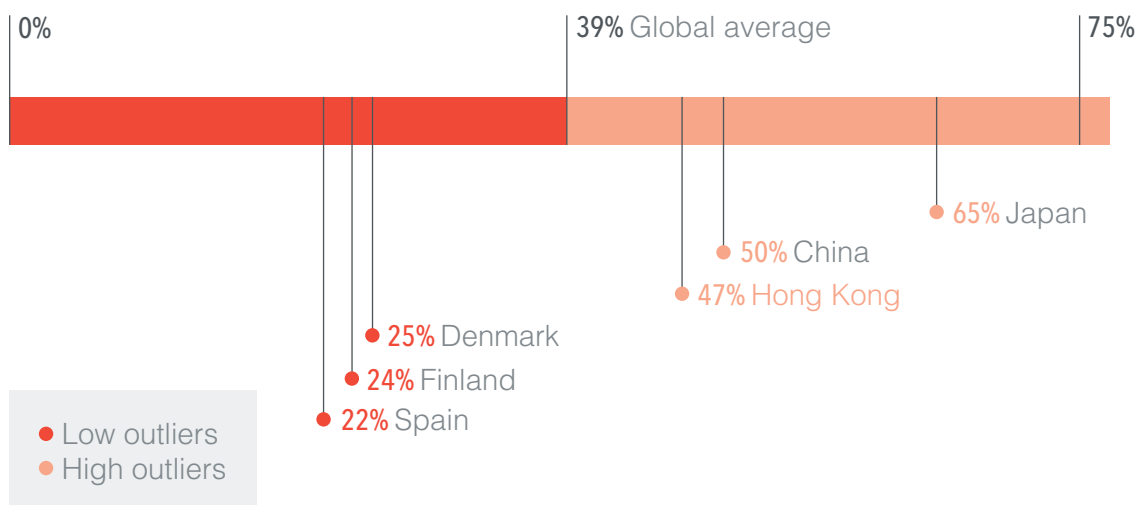


Countries most and least meticulous about updating profiles or resumes



Talent trend outliers

Countries where professionals are most and least contacted by recruiters



Implications for recruiting and HR teams

The data is interesting, but what should you do differently as a result?

As you identify potential future employees, follow these 3 do's and don'ts to increase your chances of successfully engaging them.

✓ Do listen maniacally to your candidates

As you engage with prospective employees 1:1, follow every verbal and written cue. Test popular hot buttons like growth and learning, especially if those are areas of strength for your organization.

✓ Do take local attitudes into account

Clearly there is significant regional variation in attitudes to careers. Challenging work seems unlikely to appeal to a Hong Kong candidate, but might be just what your next British marketer is looking for. Don't use one-size-fits-all messaging when recruiting internationally, even for the same type of role.

✓ Do invest in strengthening your talent brand

Professionals in Hong Kong are highly influenced by your company's reputation as a great place to work. Give them something to get excited about.

✗ Don't get complacent about your current employees

They may seem satisfied, passionate even, but that may not be enough to sustain their loyalty over time. Work as hard to retain your existing team as you do to woo and secure new talent. In turn, they'll reward you by sticking around AND talking up your company in the marketplace as a great place to work.

✗ Don't sell a position on compensation and title alone

While compensation is important to both active and passive candidates, titles matter less than you'd think.

✗ Don't be put off by passive candidates

Most professionals aren't looking for their next job, so the onus is on you to approach them or otherwise grab their attention. The good news: only 14% of the employed workforce claim to be so happy in their role that they won't even consider another position. Don't be shy; you're offering the perfect career for someone 'out there', and the vast majority of candidates will be receptive to your outreach.

Appendix

Country-specific data

Data is our lifeblood here at LinkedIn. We know many of you are data-obsessed too, so we decided to publish a rich appendix with the complete survey breakdown, question by question across 26 countries. Enjoy!

Survey methodology: In June and December 2013 The LinkedIn Talent Solutions Insights Team conducted two separate online surveys of LinkedIn members in 26 targeted countries around the globe. Both of these surveys covered a variety of topics associated with jobseeking behavior on and off LinkedIn. Members were invited to participate through an email sent to their primary address. There were over 18,000 total survey respondents each of these surveys spread across the 26 countries. All respondents stated that they were fully-employed, in other words not unemployed, self-employed or working part-time. The overall margin of error for this study is $\pm 0.73\%$ at the 95% confidence interval and is higher for subgroups.

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- 23** Professional job satisfaction for passive vs. active candidates
- 25** Top motivations for changing jobs: active candidates
- 26** What active candidates don't care about in a job
- 27** Top motivations for changing jobs: passive candidates
- 28** What passive candidates don't care about in a job
- 29** The importance of talent brand to professionals
- 30** How passionate are professionals about their work?
- 40** How professionals stay on top of their careers

Active or passive candidates: The global breakdown

How would you describe your job search status?

	Global Average	US	Canada	Brazil	Australia	New Zealand	Indonesia
Sample Size	N=18219	N=935	N=743	N=698	N=757	N=575	N=575
Actively looking	12%	10%	8%	10%	8%	7%	15%
Casually looking a few times a week	13%	13%	16%	11%	14%	12%	14%
Reaching out to my personal network	15%	13%	13%	17%	17%	14%	20%
Open to talking to a recruiter	45%	43%	43%	45%	42%	45%	41%
Completely satisfied; don't want to move	16%	22%	20%	17%	19%	21%	10%

	India	China	Japan	Singapore	Malaysia	Hong Kong	United Kingdom
Sample Size	N=923	N=963	N=751	N=574	N=570	N=559	N=742
Actively looking	28%	10%	10%	13%	15%	11%	11%
Casually looking a few times a week	14%	11%	10%	14%	11%	12%	15%
Reaching out to my personal network	11%	13%	12%	20%	22%	21%	13%
Open to talking to a recruiter	33%	53%	52%	40%	40%	42%	41%
Completely satisfied; don't want to move	13%	12%	16%	13%	12%	14%	21%

	France	Netherlands	Italy	Spain	Germany	Russia	Denmark
Sample Size	N=691	N=717	N=712	N=689	N=754	N=764	N=550
Actively looking	10%	7%	14%	8%	11%	6%	8%
Casually looking a few times a week	15%	13%	13%	16%	12%	12%	16%
Reaching out to my personal network	10%	15%	15%	13%	14%	16%	15%
Open to talking to a recruiter	49%	48%	46%	52%	47%	51%	49%
Completely satisfied; don't want to move	15%	17%	13%	11%	16%	15%	12%

	Finland	Norway	Sweden	Turkey	UAE	South Africa
Sample Size	N=557	N=579	N=570	N=741	N=768	N=762
Actively looking	5%	5%	8%	12%	25%	17%
Casually looking a few times a week	15%	13%	8%	13%	18%	11%
Reaching out to my personal network	21%	15%	15%	16%	14%	13%
Open to talking to a recruiter	47%	52%	56%	37%	31%	39%
Completely satisfied; don't want to move	12%	15%	13%	22%	11%	20%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

Professional job satisfaction for passive vs. active candidates

How satisfied are you with your current role?

	Average	Global Passive	Active	Average	US Passive	Active	Average	Canada Passive	Active
Very satisfied	27%	33%	12%	38%	45%	14%	39%	47%	12%
Somewhat satisfied	45%	48%	40%	41%	42%	38%	40%	40%	39%
Neither satisfied nor dissatisfied	14%	12%	20%	9%	6%	17%	10%	7%	19%
Somewhat dissatisfied	10%	7%	20%	9%	6%	21%	8%	4%	21%
Very dissatisfied	4%	1%	8%	3%	1%	9%	3%	1%	10%

	Average	Brazil Passive	Active	Average	Australia Passive	Active	Average	New Zealand Passive	Active
Very satisfied	23%	28%	7%	32%	38%	10%	37%	43%	10%
Somewhat satisfied	51%	55%	37%	41%	43%	34%	40%	41%	36%
Neither satisfied nor dissatisfied	13%	10%	26%	14%	11%	24%	11%	9%	17%
Somewhat dissatisfied	10%	7%	21%	10%	8%	17%	10%	7%	26%
Very dissatisfied	3%	1%	8%	3%	1%	14%	2%	0%	10%

	Average	Indonesia Passive	Active	Average	India Passive	Active	Average	China Passive	Active
Very satisfied	30%	30%	29%	32%	41%	20%	15%	18%	7%
Somewhat satisfied	54%	57%	48%	42%	40%	45%	57%	61%	44%
Neither satisfied nor dissatisfied	12%	11%	13%	17%	16%	19%	10%	9%	14%
Somewhat dissatisfied	3%	2%	5%	7%	2%	13%	15%	11%	28%
Very dissatisfied	1%	0%	4%	2%	1%	3%	2%	1%	7%

	Average	Japan Passive	Active	Average	Singapore Passive	Active	Average	Malaysia Passive	Active
Very satisfied	17%	20%	5%	24%	30%	8%	23%	26%	14%
Somewhat satisfied	48%	53%	28%	48%	50%	42%	50%	52%	44%
Neither satisfied nor dissatisfied	14%	14%	14%	16%	13%	23%	18%	17%	20%
Somewhat dissatisfied	14%	11%	24%	10%	6%	21%	8%	5%	19%
Very dissatisfied	7%	2%	28%	2%	1%	5%	1%	0%	3%

	Average	Hong Kong Passive	Active	Average	United Kingdom Passive	Active	Average	France Passive	Active
Very satisfied	21%	25%	8%	33%	40%	11%	21%	26%	8%
Somewhat satisfied	46%	50%	33%	43%	44%	38%	49%	52%	42%
Neither satisfied nor dissatisfied	21%	19%	29%	11%	10%	15%	18%	16%	23%
Somewhat dissatisfied	9%	6%	20%	12%	6%	29%	8%	5%	17%
Very dissatisfied	3%	1%	10%	2%	0%	8%	4%	1%	10%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

Professional job satisfaction for passive vs. active candidates

How satisfied are you with your current role?

	Netherlands			Italy			Spain		
	Average	Passive	Active	Average	Passive	Active	Average	Passive	Active
Very satisfied	44%	49%	20%	17%	20%	7%	20%	24%	4%
Somewhat satisfied	37%	36%	38%	50%	56%	35%	47%	50%	38%
Neither satisfied nor dissatisfied	9%	7%	13%	18%	15%	25%	21%	18%	31%
Somewhat dissatisfied	9%	6%	20%	11%	7%	21%	11%	7%	23%
Very dissatisfied	3%	1%	9%	4%	1%	12%	1%	0%	4%

	Germany			Russia			Denmark		
	Average	Passive	Active	Average	Passive	Active	Average	Passive	Active
Very satisfied	31%	38%	7%	14%	16%	4%	34%	41%	12%
Somewhat satisfied	45%	44%	46%	53%	57%	37%	46%	46%	45%
Neither satisfied nor dissatisfied	10%	9%	15%	19%	18%	26%	11%	8%	17%
Somewhat dissatisfied	11%	7%	23%	13%	10%	28%	8%	4%	20%
Very dissatisfied	3%	2%	9%	1%	0%	4%	2%	1%	6%

	Finland			Norway			Sweden		
	Average	Passive	Active	Average	Passive	Active	Average	Passive	Active
Very satisfied	25%	30%	8%	37%	41%	19%	39%	44%	16%
Somewhat satisfied	52%	53%	49%	44%	45%	37%	44%	45%	39%
Neither satisfied nor dissatisfied	8%	7%	13%	12%	10%	21%	7%	6%	13%
Somewhat dissatisfied	12%	9%	22%	6%	3%	16%	8%	5%	21%
Very dissatisfied	2%	1%	7%	2%	0%	7%	2%	0%	11%

	Turkey			United Arab Emirates			South Africa		
	Average	Passive	Active	Average	Passive	Active	Average	Passive	Active
Very satisfied	20%	24%	7%	30%	38%	19%	33%	40%	14%
Somewhat satisfied	44%	48%	28%	47%	45%	49%	39%	40%	37%
Neither satisfied nor dissatisfied	18%	15%	26%	14%	12%	16%	14%	11%	23%
Somewhat dissatisfied	14%	11%	23%	7%	5%	9%	10%	7%	18%
Very dissatisfied	5%	2%	15%	3%	0%	6%	4%	2%	8%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

Top motivations for changing jobs: Active candidates

Which of the following are the three most important reasons you are looking for a new job?

	Global Total	US	Canada	Brazil	Australia	New Zealand	Indonesia	India	China
Opportunities for advancement	31%	26%	33%	54%	27%	22%	18%	20%	30%
Better compensation & benefits	30%	29%	27%	34%	23%	27%	44%	32%	35%
A role that is a better fit for skills	26%	21%	23%	19%	33%	30%	28%	28%	22%
More challenging work	25%	29%	35%	22%	27%	30%	14%	28%	19%
More learning opportunities	22%	16%	17%	10%	15%	19%	24%	32%	20%
Improved work/life balance	20%	20%	19%	26%	23%	27%	20%	18%	13%

	Japan	Singapore	Malaysia	Hong Kong	United Kingdom	France	Netherlands	Italy	Spain
Opportunities for advancement	29%	41%	40%	25%	33%	39%	34%	23%	48%
Better compensation & benefits	28%	29%	31%	40%	28%	39%	17%	28%	39%
A role that is a better fit for skills	27%	21%	16%	20%	22%	29%	35%	26%	17%
More challenging work	26%	22%	20%	20%	18%	23%	43%	32%	19%
More learning opportunities	16%	25%	28%	18%	15%	10%	12%	22%	16%
Improved work/life balance	21%	22%	25%	12%	20%	17%	13%	17%	16%

	Germany	Russia	Denmark	Finland	Norway	Sweden	Turkey	UAE	South Africa
Opportunities for advancement	31%	50%	27%	31%	18%	17%	31%	30%	30%
Better compensation & benefits	17%	46%	21%	27%	22%	17%	38%	35%	20%
A role that is a better fit for skills	38%	47%	32%	31%	34%	40%	5%	25%	31%
More challenging work	35%	27%	27%	35%	33%	28%	20%	24%	25%
More learning opportunities	17%	7%	26%	27%	24%	19%	17%	24%	25%
Improved work/life balance	10%	15%	12%	20%	13%	19%	19%	16%	15%

● High
● Low

What active candidates don't care about in a job

Which of the following are the three least important reasons you are looking for a new job?

	Global Total	US	Canada	Brazil	Australia	New Zealand	Indonesia	India	China
Better job title	33%	38%	47%	13%	50%	50%	24%	25%	29%
Location issues (e.g. commute, moving)	29%	25%	29%	31%	28%	28%	28%	32%	28%
Unhappy with current team	28%	27%	30%	33%	34%	28%	36%	35%	30%
Poor relationship with manager	25%	32%	22%	25%	28%	28%	36%	26%	22%
Personal reasons (Family, health, etc.)	19%	17%	22%	19%	17%	18%	26%	25%	23%

	Japan	Singapore	Malaysia	Hong Kong	United Kingdom	France	Netherlands	Italy	Spain
Better job title	31%	36%	33%	33%	47%	35%	35%	17%	19%
Location issues (e.g. commute, moving)	34%	37%	32%	41%	23%	20%	30%	31%	32%
Unhappy with current team	36%	29%	33%	28%	29%	19%	26%	19%	31%
Poor relationship with manager	22%	23%	27%	21%	19%	19%	22%	23%	32%
Personal reasons (Family, health, etc.)	20%	18%	17%	24%	16%	15%	24%	19%	18%

	Germany	Russia	Denmark	Finland	Norway	Sweden	Turkey	UAE	South Africa
Better job title	42%	19%	41%	35%	45%	42%	26%	24%	45%
Location issues (e.g. commute, moving)	24%	28%	21%	16%	28%	23%	36%	37%	37%
Unhappy with current team	26%	24%	27%	33%	24%	18%	28%	28%	26%
Poor relationship with manager	22%	20%	19%	28%	21%	20%	26%	27%	29%
Personal reasons (Family, health, etc.)	18%	25%	17%	28%	19%	18%	32%	24%	15%

● High
● Low

Top motivations for changing jobs: Passive candidates

Which of the following are the three most important factors that would entice you to pursue a new job opportunity?

	Global Total	US	Canada	Brazil	Australia	New Zealand	Indonesia	India	China
Significantly better compensation and benefits	43%	55%	44%	51%	40%	39%	48%	35%	38%
Better work/life balance	31%	30%	37%	33%	39%	38%	40%	29%	28%
Greater opportunities for advancement	23%	21%	23%	37%	18%	21%	23%	22%	17%
More challenging work	21%	12%	18%	19%	18%	20%	16%	21%	13%
Better fit for skill set	21%	14%	12%	12%	13%	19%	9%	20%	11%
Increased learning opportunities	17%	19%	20%	16%	20%	25%	22%	27%	20%

	Japan	Singapore	Malaysia	Hong Kong	United Kingdom	France	Netherlands	Italy	Spain
Significantly better compensation and benefits	28%	43%	44%	41%	39%	38%	41%	49%	55%
Better work/life balance	26%	37%	39%	26%	40%	27%	27%	30%	32%
Greater opportunities for advancement	16%	27%	28%	20%	22%	26%	22%	21%	37%
More challenging work	35%	10%	13%	13%	22%	22%	35%	30%	26%
Better fit for skill set	30%	14%	14%	19%	18%	17%	23%	13%	13%
Increased learning opportunities	18%	23%	25%	19%	18%	7%	11%	17%	20%

	Germany	Russia	Denmark	Finland	Norway	Sweden	Turkey	UAE	South Africa
Significantly better compensation and benefits	39%	68%	27%	44%	38%	38%	57%	46%	42%
Better work/life balance	32%	22%	30%	27%	26%	23%	25%	27%	32%
Greater opportunities for advancement	16%	37%	16%	19%	14%	14%	31%	24%	22%
More challenging work	18%	24%	27%	21%	28%	29%	5%	18%	19%
Better fit for skill set	19%	12%	21%	22%	23%	18%	19%	13%	14%
Increased learning opportunities	12%	13%	32%	28%	32%	39%	14%	21%	24%

● High
● Low

What passive candidates don't care about in a job

Which of the following are the three least important factors that would entice you to pursue a new job opportunity?

	Global Total	US	Canada	Brazil	Australia	New Zealand	Indonesia	India	China
Improved job title	49%	56%	55%	30%	63%	63%	52%	41%	43%
Better office location (e.g. commute, city)	33%	30%	31%	31%	41%	38%	34%	43%	31%
Increased job security	22%	14%	20%	25%	19%	22%	24%	28%	29%
Stronger relationship with manager	21%	23%	19%	36%	19%	20%	34%	24%	17%

	Japan	Singapore	Malaysia	Hong Kong	United Kingdom	France	Netherlands	Italy	Spain
Improved job title	49%	60%	54%	48%	59%	59%	56%	17%	26%
Better office location (e.g. commute, city)	23%	44%	41%	43%	29%	23%	25%	36%	32%
Increased job security	26%	24%	19%	20%	18%	28%	17%	22%	22%
Stronger relationship with manager	11%	15%	27%	20%	23%	14%	15%	32%	22%

	Germany	Russia	Denmark	Finland	Norway	Sweden	Turkey	UAE	South Africa
Improved job title	59%	26%	54%	57%	60%	68%	24%	46%	57%
Better office location (e.g. commute, city)	38%	32%	38%	31%	31%	25%	31%	47%	38%
Increased job security	18%	28%	22%	26%	24%	27%	28%	16%	18%
Stronger relationship with manager	19%	12%	20%	25%	27%	12%	21%	24%	29%

● High
● Low

The importance of talent brand to professionals

Which of the following is the most important attribute of a company if you were to consider a new job?

	Global Average	US	Canada	Brazil	Australia	New Zealand	Indonesia
Reputation as a great place to work	56%	60%	59%	61%	52%	52%	44%
Reputation for being prestigious	7%	4%	4%	7%	4%	4%	10%
Reputation for great people	17%	17%	19%	12%	22%	21%	22%
Reputation for great products/services	20%	18%	18%	19%	21%	23%	24%

	India	China	Japan	Singapore	Malaysia	Hong Kong	United Kingdom
Reputation as a great place to work	54%	33%	39%	59%	53%	45%	52%
Reputation for being prestigious	10%	11%	18%	8%	9%	10%	8%
Reputation for great people	14%	25%	21%	15%	19%	23%	19%
Reputation for great products/services	22%	31%	22%	17%	19%	22%	22%

	France	Netherlands	Italy	Spain	Germany	Russia	Denmark
Reputation as a great place to work	47%	57%	44%	49%	47%	45%	62%
Reputation for being prestigious	7%	6%	13%	18%	5%	7%	5%
Reputation for great people	22%	15%	19%	11%	19%	21%	14%
Reputation for great products/services	24%	22%	25%	22%	30%	27%	20%

	Finland	Norway	Sweden	Turkey	UAE	South Africa
Reputation as a great place to work	54%	59%	60%	35%	51%	44%
Reputation for being prestigious	5%	5%	3%	23%	12%	9%
Reputation for great people	18%	15%	17%	20%	16%	16%
Reputation for great products/services	23%	21%	20%	22%	21%	31%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How passionate are professionals about their work?

I am passionate about the work I do

	Total	US		Canada		Brazil	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	57%	63%	64%	62%	60%	62%	46%
Somewhat Agree	31%	27%	28%	29%	27%	30%	38%
Neither Agree nor Disagree	8%	6%	5%	8%	12%	6%	10%
Somewhat Disagree	2%	2%	2%	1%	1%	1%	4%
Strongly Disagree	1%	1%	1%	1%	1%	1%	3%

	All	Australia		New Zealand		India	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	62%	59%	63%	63%	58%	65%	76%
Somewhat Agree	29%	30%	29%	27%	29%	26%	19%
Neither Agree nor Disagree	6%	6%	6%	6%	5%	6%	3%
Somewhat Disagree	2%	3%	2%	3%	5%	3%	1%
Strongly Disagree	0%	1%	0%	1%	2%	0%	1%

	All	China		Japan		Singapore	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	56%	53%	57%	39%	33%	41%	56%
Somewhat Agree	32%	30%	33%	38%	29%	41%	32%
Neither Agree nor Disagree	8%	9%	8%	13%	16%	12%	9%
Somewhat Disagree	3%	5%	2%	7%	14%	5%	1%
Strongly Disagree	1%	2%	0%	3%	8%	1%	1%

	All	Indonesia		Malaysia		Hong Kong	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	62%	57%	63%	64%	63%	64%	51%
Somewhat Agree	31%	33%	30%	30%	28%	30%	37%
Neither Agree nor Disagree	6%	9%	5%	5%	5%	5%	9%
Somewhat Disagree	1%	1%	1%	1%	2%	0%	2%
Strongly Disagree	0%	0%	1%	1%	1%	0%	1%

	All	United Kingdom		France		Netherlands	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	64%	62%	64%	47%	43%	49%	57%
Somewhat Agree	29%	27%	29%	35%	34%	35%	32%
Neither Agree nor Disagree	6%	8%	5%	13%	15%	12%	9%
Somewhat Disagree	2%	2%	1%	3%	4%	3%	2%
Strongly Disagree	1%	1%	1%	2%	3%	1%	0%

	All	Italy		Spain		Germany	
	All	Active	Passive	All	Active	Passive	All
Strongly Agree	55%	48%	60%	51%	50%	51%	63%
Somewhat Agree	31%	36%	29%	35%	34%	36%	30%
Neither Agree nor Disagree	9%	12%	8%	10%	13%	8%	5%
Somewhat Disagree	3%	2%	3%	3%	2%	4%	1%
Strongly Disagree	1%	2%	0%	1%	1%	0%	1%

How passionate are professionals about their work?

I am passionate about the work I do

	All	Russia Active	Passive	All	Denmark Active	Passive	All	Finland Active	Passive
Strongly Agree	42%	42%	43%	61%	58%	62%	41%	37%	43%
Somewhat Agree	40%	35%	41%	30%	28%	30%	42%	37%	45%
Neither Agree nor Disagree	13%	17%	12%	7%	9%	7%	11%	17%	8%
Somewhat Disagree	3%	4%	3%	1%	2%	1%	4%	6%	3%
Strongly Disagree	1%	2%	1%	1%	2%	0%	1%	3%	1%

	All	Norway Active	Passive	All	Sweden Active	Passive	All	Turkey Active	Passive
Strongly Agree	59%	58%	60%	56%	49%	59%	43%	40%	44%
Somewhat Agree	30%	31%	30%	33%	33%	33%	37%	36%	37%
Neither Agree nor Disagree	7%	8%	7%	8%	11%	6%	15%	18%	14%
Somewhat Disagree	3%	2%	3%	2%	5%	1%	4%	4%	4%
Strongly Disagree	1%	2%	0%	1%	2%	1%	1%	2%	1%

	All	UAE Active	Passive	All	South Africa Active	Passive
Strongly Agree	69%	66%	71%	71%	69%	72%
Somewhat Agree	23%	23%	22%	20%	22%	20%
Neither Agree nor Disagree	5%	7%	4%	6%	6%	5%
Somewhat Disagree	1%	1%	1%	1%	2%	1%
Strongly Disagree	2%	3%	1%	2%	2%	1%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How passionate are professionals about their work?

I am constantly learning and growing at work

	Total	All	US Active	Passive	All	Canada Active	Passive	All	Brazil Active	Passive
Strongly Agree	54%	57%	53%	59%	57%	55%	57%	59%	57%	60%
Somewhat Agree	35%	31%	28%	31%	33%	30%	34%	33%	34%	33%
Neither Agree nor Disagree	7%	8%	12%	7%	7%	11%	6%	6%	6%	6%
Somewhat Disagree	3%	2%	4%	2%	2%	3%	1%	2%	2%	2%
Strongly Disagree	1%	1%	3%	1%	1%	2%	1%	1%	1%	0%

	All	Australia Active	Passive	All	New Zealand Active	Passive	All	India Active	Passive
Strongly Agree	48%	41%	51%	50%	47%	52%	67%	64%	69%
Somewhat Agree	39%	45%	37%	36%	34%	37%	26%	25%	26%
Neither Agree nor Disagree	8%	7%	9%	9%	11%	9%	5%	8%	3%
Somewhat Disagree	4%	7%	2%	3%	4%	3%	1%	2%	1%
Strongly Disagree	0%	0%	0%	1%	4%	0%	0%	1%	0%

	All	China Active	Passive	All	Japan Active	Passive	All	Singapore Active	Passive
Strongly Agree	61%	56%	63%	34%	33%	35%	51%	47%	53%
Somewhat Agree	32%	35%	31%	39%	30%	42%	37%	38%	37%
Neither Agree nor Disagree	5%	5%	5%	16%	19%	15%	8%	11%	7%
Somewhat Disagree	1%	2%	1%	8%	11%	7%	3%	4%	3%
Strongly Disagree	1%	2%	0%	3%	7%	1%	1%	1%	0%

	All	Indonesia Active	Passive	All	Malaysia Active	Passive	All	Hong Kong Active	Passive
Strongly Agree	66%	61%	68%	60%	58%	62%	49%	47%	49%
Somewhat Agree	30%	35%	29%	32%	28%	33%	38%	34%	40%
Neither Agree nor Disagree	2%	3%	1%	7%	11%	5%	9%	12%	8%
Somewhat Disagree	1%	1%	1%	1%	2%	0%	3%	6%	2%
Strongly Disagree	1%	1%	1%	0%	1%	0%	1%	1%	1%

	All	United Kingdom Active	Passive	All	France Active	Passive	All	Netherlands Active	Passive
Strongly Agree	50%	47%	51%	51%	47%	53%	48%	41%	50%
Somewhat Agree	38%	38%	38%	35%	34%	36%	40%	44%	39%
Neither Agree nor Disagree	8%	8%	8%	9%	11%	7%	8%	11%	8%
Somewhat Disagree	4%	6%	3%	4%	5%	3%	3%	4%	2%
Strongly Disagree	1%	0%	1%	1%	3%	0%	1%	1%	1%

	All	Italy Active	Passive	All	Spain Active	Passive	All	Germany Active	Passive
Strongly Agree	50%	44%	53%	60%	61%	60%	60%	53%	62%
Somewhat Agree	37%	40%	35%	32%	29%	33%	34%	37%	33%
Neither Agree nor Disagree	9%	9%	8%	6%	6%	5%	5%	7%	4%
Somewhat Disagree	4%	5%	3%	1%	1%	1%	2%	3%	1%
Strongly Disagree	1%	2%	1%	1%	2%	0%	0%	0%	0%

How passionate are professionals about their work?

I am constantly learning and growing at work

	All	Russia Active	Passive	All	Denmark Active	Passive	All	Finland Active	Passive
Strongly Agree	52%	52%	52%	42%	33%	45%	49%	42%	52%
Somewhat Agree	37%	38%	37%	45%	49%	43%	41%	43%	40%
Neither Agree nor Disagree	8%	7%	8%	9%	9%	9%	6%	10%	5%
Somewhat Disagree	2%	2%	2%	4%	7%	2%	3%	4%	2%
Strongly Disagree	1%	2%	1%	1%	2%	0%	1%	1%	1%

	All	Norway Active	Passive	All	Sweden Active	Passive	All	Turkey Active	Passive
Strongly Agree	57%	42%	60%	50%	46%	51%	45%	43%	46%
Somewhat Agree	36%	42%	35%	39%	36%	41%	38%	36%	38%
Neither Agree nor Disagree	4%	8%	3%	7%	8%	6%	11%	14%	10%
Somewhat Disagree	2%	5%	2%	3%	6%	1%	4%	5%	4%
Strongly Disagree	1%	2%	0%	2%	3%	1%	2%	2%	2%

	All	UAE Active	Passive	All	South Africa Active	Passive
Strongly Agree	64%	63%	64%	62%	57%	63%
Somewhat Agree	27%	25%	28%	28%	26%	28%
Neither Agree nor Disagree	6%	8%	5%	6%	9%	4%
Somewhat Disagree	2%	3%	1%	3%	6%	2%
Strongly Disagree	1%	1%	1%	2%	2%	2%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How passionate are professionals about their work?

I am comfortable promoting myself and my ideas at work

	Total	US		Canada		Brazil			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	43%	46%	40%	49%	51%	49%	39%	40%	38%
Somewhat Agree	41%	39%	42%	38%	37%	37%	41%	40%	41%
Neither Agree nor Disagree	12%	9%	12%	8%	9%	9%	14%	13%	14%
Somewhat Disagree	4%	4%	5%	4%	3%	3%	5%	4%	5%
Strongly Disagree	1%	1%	2%	1%	0%	1%	2%	2%	2%

	All	Australia		New Zealand		India			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	41%	40%	41%	38%	39%	38%	60%	62%	58%
Somewhat Agree	42%	44%	42%	47%	48%	47%	31%	28%	34%
Neither Agree nor Disagree	12%	11%	12%	9%	7%	10%	7%	7%	6%
Somewhat Disagree	4%	5%	4%	5%	4%	5%	2%	1%	2%
Strongly Disagree	1%	0%	1%	1%	0%	1%	2%	1%	1%

	All	China		Japan		Singapore			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	51%	49%	52%	42%	44%	41%	37%	36%	37%
Somewhat Agree	38%	40%	37%	42%	38%	44%	44%	44%	43%
Neither Agree nor Disagree	8%	7%	8%	12%	11%	13%	15%	15%	15%
Somewhat Disagree	3%	3%	3%	3%	5%	2%	4%	4%	4%
Strongly Disagree	1%	2%	0%	1%	1%	1%	1%	1%	1%

	All	Indonesia		Malaysia		Hong Kong			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	47%	51%	46%	44%	50%	42%	44%	54%	40%
Somewhat Agree	41%	43%	41%	42%	39%	43%	41%	33%	43%
Neither Agree nor Disagree	10%	6%	11%	12%	8%	13%	12%	9%	12%
Somewhat Disagree	2%	1%	2%	2%	2%	2%	3%	3%	4%
Strongly Disagree	0%	0%	0%	0%	1%	0%	0%	1%	0%

	All	United Kingdom		France		Netherlands			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	43%	41%	44%	30%	28%	30%	33%	35%	32%
Somewhat Agree	42%	44%	41%	44%	44%	44%	46%	42%	47%
Neither Agree nor Disagree	8%	9%	8%	18%	19%	18%	16%	15%	16%
Somewhat Disagree	5%	6%	5%	7%	7%	7%	5%	6%	5%
Strongly Disagree	1%	0%	1%	1%	2%	1%	1%	2%	1%

	All	Italy		Spain		Germany			
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	38%	34%	40%	44%	44%	44%	37%	39%	36%
Somewhat Agree	45%	48%	43%	40%	42%	38%	46%	44%	46%
Neither Agree nor Disagree	13%	14%	13%	13%	11%	14%	13%	12%	14%
Somewhat Disagree	4%	4%	3%	2%	2%	2%	3%	3%	3%
Strongly Disagree	1%	1%	1%	1%	0%	1%	1%	1%	1%

How passionate are professionals about their work?

I am comfortable promoting myself and my ideas at work

	All	Russia Active	Passive	All	Denmark Active	Passive	All	Finland Active	Passive
Strongly Agree	36%	43%	34%	40%	43%	38%	32%	27%	34%
Somewhat Agree	43%	32%	46%	42%	40%	43%	48%	50%	47%
Neither Agree nor Disagree	15%	19%	14%	14%	13%	14%	13%	13%	13%
Somewhat Disagree	5%	7%	5%	4%	3%	4%	5%	9%	4%
Strongly Disagree	1%	0%	1%	1%	1%	1%	1%	1%	1%

	All	Norway Active	Passive	All	Sweden Active	Passive	All	Turkey Active	Passive
Strongly Agree	41%	36%	42%	42%	43%	41%	39%	39%	39%
Somewhat Agree	44%	48%	44%	41%	38%	43%	41%	39%	41%
Neither Agree nor Disagree	10%	11%	9%	12%	12%	12%	14%	16%	13%
Somewhat Disagree	4%	3%	4%	4%	6%	4%	4%	4%	4%
Strongly Disagree	1%	1%	1%	1%	1%	1%	2%	2%	2%

	All	UAE Active	Passive	All	South Africa Active	Passive
Strongly Agree	55%	57%	54%	58%	59%	57%
Somewhat Agree	33%	31%	35%	30%	30%	31%
Neither Agree nor Disagree	9%	10%	8%	7%	5%	8%
Somewhat Disagree	2%	2%	2%	4%	4%	3%
Strongly Disagree	1%	0%	1%	1%	1%	1%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How passionate are professionals about their work?

I am very career-focused

	Total	All	US Active	Passive	All	Canada Active	Passive	All	Brazil Active	Passive
Strongly Agree	32%	41%	42%	40%	36%	44%	34%	41%	45%	39%
Somewhat Agree	39%	36%	34%	37%	41%	37%	43%	39%	36%	41%
Neither Agree nor Disagree	20%	17%	17%	16%	17%	16%	17%	15%	13%	15%
Somewhat Disagree	8%	5%	5%	5%	5%	2%	6%	4%	4%	3%
Strongly Disagree	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%

	All	Australia Active	Passive	All	New Zealand Active	Passive	All	India Active	Passive
Strongly Agree	28%	29%	28%	27%	32%	25%	58%	63%	55%
Somewhat Agree	46%	51%	44%	43%	40%	45%	32%	30%	33%
Neither Agree nor Disagree	17%	14%	18%	21%	21%	22%	8%	6%	10%
Somewhat Disagree	7%	5%	8%	7%	7%	8%	1%	1%	2%
Strongly Disagree	1%	0%	1%	1%	1%	1%	1%	0%	1%

	All	China Active	Passive	All	Japan Active	Passive	All	Singapore Active	Passive
Strongly Agree	42%	47%	40%	39%	47%	37%	37%	42%	34%
Somewhat Agree	39%	34%	41%	37%	33%	38%	40%	34%	43%
Neither Agree nor Disagree	15%	15%	15%	18%	16%	19%	18%	19%	18%
Somewhat Disagree	3%	2%	3%	4%	4%	4%	4%	3%	5%
Strongly Disagree	1%	2%	1%	1%	0%	1%	1%	1%	1%

	All	Indonesia Active	Passive	All	Malaysia Active	Passive	All	Hong Kong Active	Passive
Strongly Agree	38%	46%	34%	42%	51%	39%	35%	39%	34%
Somewhat Agree	39%	37%	40%	39%	32%	42%	44%	44%	44%
Neither Agree nor Disagree	17%	14%	19%	15%	15%	15%	16%	13%	17%
Somewhat Disagree	4%	2%	5%	3%	2%	3%	4%	3%	4%
Strongly Disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%

	All	United Kingdom Active	Passive	All	France Active	Passive	All	Netherlands Active	Passive
Strongly Agree	29%	33%	28%	15%	18%	14%	14%	14%	14%
Somewhat Agree	41%	39%	42%	33%	36%	32%	36%	38%	36%
Neither Agree nor Disagree	19%	20%	19%	32%	33%	32%	28%	31%	27%
Somewhat Disagree	9%	8%	9%	15%	9%	18%	15%	14%	16%
Strongly Disagree	1%	0%	2%	4%	3%	4%	6%	4%	7%

	All	Italy Active	Passive	All	Spain Active	Passive	All	Germany Active	Passive
Strongly Agree	18%	21%	17%	40%	38%	41%	18%	22%	16%
Somewhat Agree	39%	39%	39%	40%	40%	40%	40%	43%	38%
Neither Agree nor Disagree	29%	30%	29%	15%	18%	14%	28%	28%	29%
Somewhat Disagree	10%	7%	12%	4%	4%	5%	12%	6%	14%
Strongly Disagree	3%	3%	3%	1%	1%	1%	2%	1%	3%

How passionate are professionals about their work?

I am very career-focused

	Russia			Denmark			Finland		
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	22%	29%	20%	18%	22%	16%	11%	14%	10%
Somewhat Agree	41%	37%	41%	41%	44%	41%	40%	38%	41%
Neither Agree nor Disagree	22%	24%	22%	26%	19%	29%	28%	28%	28%
Somewhat Disagree	14%	10%	15%	12%	12%	12%	18%	19%	17%
Strongly Disagree	2%	0%	2%	3%	4%	2%	3%	1%	4%

	Norway			Sweden			Turkey		
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	18%	22%	17%	13%	15%	12%	28%	29%	28%
Somewhat Agree	39%	39%	39%	35%	36%	35%	44%	49%	42%
Neither Agree nor Disagree	26%	26%	26%	31%	33%	31%	18%	16%	18%
Somewhat Disagree	13%	8%	14%	17%	14%	18%	8%	6%	9%
Strongly Disagree	4%	4%	4%	4%	3%	4%	2%	1%	3%

	UAE			South Africa		
	All	Active	Passive	All	Active	Passive
Strongly Agree	55%	60%	52%	51%	61%	47%
Somewhat Agree	32%	32%	31%	34%	28%	36%
Neither Agree nor Disagree	10%	6%	13%	10%	7%	12%
Somewhat Disagree	2%	2%	3%	4%	3%	4%
Strongly Disagree	1%	1%	1%	1%	1%	1%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How passionate are professionals about their work?

Comments/updates on social networks have a lot of impact on how I view a company and their career opportunities

	Total	All	US Active	Passive	All	Canada Active	Passive	All	Brazil Active	Passive
Strongly Agree	12%	8%	11%	6%	12%	15%	10%	16%	20%	14%
Somewhat Agree	33%	30%	31%	29%	31%	36%	29%	42%	44%	41%
Neither Agree nor Disagree	33%	35%	36%	35%	34%	28%	36%	28%	26%	30%
Somewhat Disagree	15%	16%	14%	17%	15%	12%	16%	9%	7%	10%
Strongly Disagree	8%	11%	9%	12%	8%	9%	8%	5%	4%	5%

	All	Australia Active	Passive	All	New Zealand Active	Passive	All	India Active	Passive
Strongly Agree	7%	9%	6%	9%	11%	8%	25%	30%	22%
Somewhat Agree	28%	31%	27%	25%	22%	26%	39%	37%	40%
Neither Agree nor Disagree	36%	30%	38%	36%	40%	35%	25%	24%	26%
Somewhat Disagree	18%	18%	18%	18%	16%	19%	8%	7%	8%
Strongly Disagree	10%	11%	10%	12%	12%	12%	3%	2%	4%

	All	China Active	Passive	All	Japan Active	Passive	All	Singapore Active	Passive
Strongly Agree	18%	21%	18%	14%	17%	12%	12%	17%	10%
Somewhat Agree	38%	40%	37%	35%	38%	34%	41%	44%	40%
Neither Agree nor Disagree	31%	27%	32%	32%	29%	33%	31%	22%	35%
Somewhat Disagree	9%	7%	9%	14%	12%	15%	11%	14%	10%
Strongly Disagree	4%	4%	4%	6%	4%	6%	5%	3%	5%

	All	Indonesia Active	Passive	All	Malaysia Active	Passive	All	Hong Kong Active	Passive
Strongly Agree	19%	23%	17%	17%	23%	14%	9%	14%	8%
Somewhat Agree	42%	46%	41%	42%	37%	44%	40%	41%	39%
Neither Agree nor Disagree	28%	19%	31%	30%	28%	30%	32%	32%	32%
Somewhat Disagree	8%	8%	7%	9%	8%	9%	13%	10%	14%
Strongly Disagree	4%	4%	3%	3%	4%	3%	6%	3%	7%

	All	United Kingdom Active	Passive	All	France Active	Passive	All	Netherlands Active	Passive
Strongly Agree	8%	11%	7%	5%	7%	4%	6%	10%	5%
Somewhat Agree	29%	33%	27%	27%	33%	24%	27%	30%	26%
Neither Agree nor Disagree	35%	31%	37%	36%	35%	36%	39%	40%	39%
Somewhat Disagree	18%	16%	19%	21%	17%	24%	19%	15%	21%
Strongly Disagree	10%	9%	10%	11%	8%	13%	9%	5%	10%

	All	Italy Active	Passive	All	Spain Active	Passive	All	Germany Active	Passive
Strongly Agree	8%	8%	8%	9%	13%	7%	5%	8%	4%
Somewhat Agree	30%	35%	27%	31%	33%	30%	25%	25%	25%
Neither Agree nor Disagree	37%	37%	37%	39%	34%	41%	35%	32%	36%
Somewhat Disagree	17%	13%	20%	12%	12%	11%	21%	19%	21%
Strongly Disagree	7%	7%	7%	10%	8%	10%	13%	15%	13%

How passionate are professionals about their work?

Comments/updates on social networks have a lot of impact on how I view a company and their career opportunities

	Russia			Denmark			Finland		
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	7%	13%	6%	7%	8%	6%	6%	6%	6%
Somewhat Agree	26%	28%	26%	27%	28%	27%	33%	32%	33%
Neither Agree nor Disagree	36%	37%	36%	33%	32%	33%	32%	38%	30%
Somewhat Disagree	20%	17%	21%	19%	20%	19%	20%	16%	22%
Strongly Disagree	10%	5%	11%	14%	11%	15%	9%	8%	9%

	Norway			Sweden			Turkey		
	All	Active	Passive	All	Active	Passive	All	Active	Passive
Strongly Agree	6%	10%	5%	8%	10%	8%	18%	20%	17%
Somewhat Agree	30%	31%	30%	25%	29%	24%	38%	38%	38%
Neither Agree nor Disagree	34%	31%	34%	37%	31%	39%	29%	30%	29%
Somewhat Disagree	18%	14%	19%	17%	19%	16%	11%	9%	12%
Strongly Disagree	12%	14%	12%	12%	11%	13%	4%	2%	5%

	UAE			South Africa		
	All	Active	Passive	All	Active	Passive
Strongly Agree	20%	24%	16%	18%	22%	16%
Somewhat Agree	38%	41%	36%	31%	32%	30%
Neither Agree nor Disagree	28%	25%	30%	30%	30%	31%
Somewhat Disagree	9%	6%	11%	14%	10%	15%
Strongly Disagree	5%	4%	7%	7%	7%	7%

● High
● Low

Survey results and percentages on particular questions could be slightly above or below 100% due to rounding.

How professionals stay on top of their careers

Which of the following activities have you participated in during the last month?

	Global Average	US	Canada	Brazil	Australia	New Zealand	Indonesia	India	China
Engaged in professional networking	47%	58%	57%	44%	55%	53%	48%	52%	42%
Edited my resume and/or a professional profile to keep it up to date	46%	49%	44%	49%	45%	44%	48%	51%	39%
Researched ways to update my skills to improve my career path	44%	46%	44%	45%	41%	41%	45%	48%	45%
Researched companies that interest me	40%	42%	39%	39%	34%	36%	35%	43%	38%
Received a message from a recruiter/head-hunter	39%	38%	37%	33%	34%	27%	47%	40%	50%
Researched new career opportunities that might interest me	39%	38%	39%	43%	33%	35%	40%	41%	36%
Heard about a job from a colleague, friend or family member	33%	39%	35%	36%	33%	31%	43%	33%	33%
Explored a new job at a different company	29%	28%	29%	26%	24%	27%	36%	32%	25%
Considered starting a business or self-employment	25%	22%	25%	27%	22%	24%	36%	22%	24%
Applied for a new job at a different company	25%	25%	20%	27%	20%	21%	30%	32%	21%
Contacted a colleague, friend or family member to get job recommendations	21%	21%	19%	31%	20%	16%	30%	27%	22%
Interviewed for a new job with a different employer	17%	14%	12%	19%	12%	12%	22%	18%	17%
Explored a new job with my current employer	14%	13%	15%	15%	16%	13%	18%	16%	14%
Contacted a recruiter or hiring manager to learn more about career opportunities	14%	13%	12%	15%	13%	13%	15%	15%	17%
Contacted a recruiter or hiring manager to follow-up on a job application	13%	12%	12%	13%	12%	15%	15%	16%	16%
I did not do any of these activities in the last month	11%	9%	10%	11%	13%	14%	9%	11%	11%
Applied for a new job with my current employer	8%	6%	6%	11%	7%	6%	13%	9%	8%
Interviewed for a new job with my current employer	6%	4%	5%	8%	6%	4%	12%	7%	6%
Other	2%	2%	3%	2%	3%	4%	2%	3%	2%

● High
● Low

How professionals stay on top of their careers

Which of the following activities have you participated in during the last month?

	Japan	Singapore	Malaysia	Hong Kong	United Kingdom	France	Netherlands	Italy	Spain
Engaged in professional networking	48%	47%	45%	51%	53%	42%	49%	29%	39%
Edited my resume and/or a professional profile to keep it up to date	50%	53%	51%	43%	48%	50%	44%	45%	51%
Researched ways to update my skills to improve my career path	50%	41%	49%	40%	40%	39%	38%	43%	59%
Researched companies that interest me	48%	41%	40%	37%	39%	43%	34%	41%	43%
Received a message from a recruiter/head-hunter	65%	52%	44%	47%	48%	43%	30%	35%	22%
Researched new career opportunities that might interest me	43%	42%	43%	37%	35%	42%	32%	46%	49%
Heard about a job from a colleague, friend or family member	34%	37%	35%	36%	31%	35%	28%	32%	32%
Explored a new job at a different company	45%	37%	30%	31%	28%	30%	22%	33%	33%
Considered starting a business or self-employment	35%	27%	32%	23%	22%	23%	20%	23%	31%
Applied for a new job at a different company	34%	29%	27%	21%	22%	26%	18%	28%	28%
Contacted a colleague, friend or family member to get job recommendations	23%	25%	23%	21%	17%	25%	17%	16%	23%
Interviewed for a new job with a different employer	32%	21%	19%	16%	13%	20%	12%	17%	13%
Explored a new job with my current employer	20%	17%	14%	11%	13%	15%	13%	15%	11%
Contacted a recruiter or hiring manager to learn more about career opportunities	29%	17%	12%	19%	14%	15%	10%	11%	9%
Contacted a recruiter or hiring manager to follow-up on a job application	22%	20%	12%	14%	13%	16%	10%	11%	8%
I did not do any of these activities in the last month	6%	10%	10%	11%	10%	11%	15%	11%	10%
Applied for a new job with my current employer	10%	7%	7%	6%	5%	10%	7%	11%	9%
Interviewed for a new job with my current employer	9%	5%	5%	4%	3%	9%	6%	7%	3%
Other	2%	3%	2%	2%	3%	3%	3%	1%	3%

● High
● Low

How professionals stay on top of their careers

Which of the following activities have you participated in during the last month?

	Germany	Russia	Denmark	Finland	Norway	Sweden	Turkey	UAE	South Africa
Engaged in professional networking	52%	33%	49%	49%	42%	44%	33%	49%	53%
Edited my resume and/or a professional profile to keep it up to date	49%	38%	40%	41%	45%	41%	40%	51%	51%
Researched ways to update my skills to improve my career path	41%	48%	39%	39%	36%	34%	39%	45%	50%
Researched companies that interest me	41%	36%	41%	40%	39%	36%	38%	45%	39%
Received a message from a recruiter/head-hunter	47%	41%	25%	24%	33%	31%	32%	44%	38%
Researched new career opportunities that might interest me	38%	35%	33%	44%	30%	36%	36%	42%	40%
Heard about a job from a colleague, friend or family member	34%	31%	29%	29%	27%	30%	36%	33%	27%
Explored a new job at a different company	25%	24%	29%	29%	22%	29%	27%	37%	24%
Considered starting a business or self-employment	21%	19%	17%	24%	14%	22%	19%	26%	38%
Applied for a new job at a different company	20%	15%	21%	20%	16%	21%	26%	38%	27%
Contacted a colleague, friend or family member to get job recommendations	17%	17%	14%	12%	12%	16%	27%	25%	20%
Interviewed for a new job with a different employer	15%	17%	14%	13%	12%	14%	20%	20%	13%
Explored a new job with my current employer	14%	9%	11%	13%	17%	14%	10%	15%	15%
Contacted a recruiter or hiring manager to learn more about career opportunities	10%	12%	6%	9%	6%	10%	13%	18%	12%
Contacted a recruiter or hiring manager to follow-up on a job application	12%	13%	8%	9%	7%	12%	14%	20%	13%
I did not do any of these activities in the last month	9%	12%	16%	10%	15%	16%	14%	9%	8%
Applied for a new job with my current employer	7%	7%	5%	3%	6%	7%	8%	10%	11%
Interviewed for a new job with my current employer	7%	7%	5%	3%	5%	5%	8%	6%	6%
Other	2%	1%	3%	3%	3%	2%	1%	2%	2%

● High
● Low

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Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 277 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

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