



Press Release

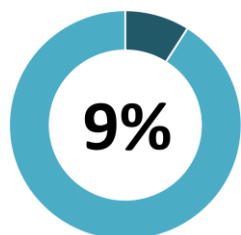
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1 in 10 in Hong Kong has used social media to look for a job, 1 in 4 will certainly do in the future

Ipsos statistics published last October showed the fast growth of smartphone adoption with 71% of owners in Hong Kong using social media apps. The smartphone penetration rate is now over 80% among Hong Kong's Generation Y.

Still, a majority of the working population (54%) considers "social media of no use to find a job". Only 9% report they used social media such as LinkedIn or Facebook in their latest job search.

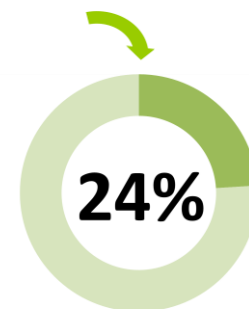
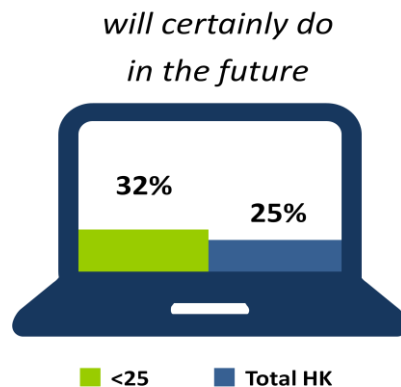


*used social media
to look for jobs*

When integrated into the job hunting process, social media is equally used to find postings and to obtain insider

information about the position or the company.

A quarter of the working population (25%) say social media will certainly be part of their future job search strategies. Predictably, this proportion is significantly higher among youngest respondents (32% of those under 25.)



*acceptable to be contacted
by recruiter via Facebook*

JB Aloy, Senior Vice President - Employee Research for Ipsos APAC, comments on the results: "Social recruiting has not reached its full potential here compared to other job markets. The competition for talent is fierce in Hong Kong and social networks will have an increasing importance based on our latest poll results."

This being said, their professional use does not seem to be entirely apprehended by many and there are obvious privacy concerns.”

When asked if “it would be fine to be contacted by a recruiter via Facebook”, half of the working population in Hong Kong (51%) replies ‘No’, including 30% who completely reject this idea. A third (34%) expresses a neutral opinion in this regard and a sixth (15%) finds it acceptable.

Interestingly, 57% of women don’t regard Facebook as a legitimate channel when it comes to recruitment. Respondents under 25 are less likely to express a neutral opinion than their older counterparts: a quarter of them (24%) are fine with being contacted, but 48% still refuse.

Aloy adds: “In many countries, both candidates and employers focus on *how* best to use social media and manage their e-reputation, with one common goal: building relationships. In Hong Kong, a large number of people and organizations are still at the *why* use social media stage when it comes to recruitment”.

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About Employee Research at Ipsos

Ipsos’ Employee Relationship Management (ERM) practice specializes in employer brand and employee engagement research programs, as well as assessing corporate values, auditing internal communications and evaluating HR management policies and practices.

For more information about Ipsos ERM: www.ipsoshk.com/ipsos-loyalty/employee-relationship-management

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Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specializations: customer and employee relationship management, advertising, marketing, media, public affairs research, and survey operations. Ipsos has been listed on the Paris Stock Exchange since 1999.

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