

# 87% of hongkongers want bonuses



this year.

2019 bonus expectations survey.

# bonus expectations

## survey 2019.



Close to nine in 10 Hong Kong-based employees (87%) are expecting to receive a bonus this year. Out of which, 73% of the respondents said that they are anticipating an annual bonus of up to two months.

Natellie Sun, Managing Director of Randstad Hong Kong said, “There is no hard-and-fast rule as to how much bonus payout should be. Employees will always expect more for their loyalty and the time and energy that they have spent in the organisation. Therefore, it is the employer’s responsibility to manage expectations by having transparent discussions with their staff about the company’s profitability and individual performance and how their bonuses are being calculated to come to a mutual understanding.”

### bonuses not essential for employee retention

While almost all of the survey respondents (97%) agreed that receiving a bonus is important to their engagement with the company, 57% said that it is not the only factor that will make them start considering the possibility of a job change.

“The workforce in Hong Kong is very motivated by financial remuneration. Therefore, they are more attracted to companies that offer a high salary and known for giving big bonuses. However, when it comes to leaving for another employer, people tend to consider a number of factors beyond salary or bonus such as development opportunities, culture and workplace flexibility. Our 2018 Employer Brand Research supported this, as 41% of the respondents who considered leaving cited ‘limited career path’ as the top reason.” Sun added.

Needless to say, four in 10 respondents said that they will start a new job search if they do not receive a bonus this year, with a majority of these respondents working in the banking and financial services industry (38%).

### unaligned bonus expectations between employees and employers

Hong Kong-based companies plan to share profits with their staff this year in an effort to boost employee engagement and improve retention.

85% of the companies surveyed have planned for a bonus payout this year. Of which, 77% are prepared to reward their staff with a bonus between one to two months.

While 22% of the employees surveyed are expecting an annual bonus averaging three to five months, only 8% of employers indicated they would pay out three to five months bonuses. This misalignment in expectations could lead to higher attrition than anticipated in the coming months.

Only one company of those surveyed is giving five months or more in annual bonus.



natellie sun  
managing director  
randstad hong kong

### tiered bonuses more widely-practiced in hong kong

The survey found that 56% of the organisations in Hong Kong practice tiered-bonuses. Unlike a flat-bonus scheme where all employees within the company receive the same amount of bonus regardless of their performance and job scope, a tiered-bonus scheme rewards employees based on their performance and scope of responsibility.

“A tiered-bonus scheme not only rewards good performers, it also helps motivate and incentivise employees to certain milestones and work towards surpassing their goals and targets. Companies that practice tiered-bonus structure tend to have a more flexible budget which is highly dependable on the organisation’s profit. However, companies will also reduce bonus budget when the company does not perform as well. As a result, employees are more driven to perform better so that they can receive more bonus at the end of the year.” Sun expressed.

### 2019 bonus expectations survey: randstad hong kong

Randstad – the largest global recruitment and human resource services company – launched the first edition of its Bonus Expectations survey in Hong Kong to compare employee expectations against bonus payout budgets set by employers and to better understand employee engagement.

Randstad Hong Kong surveyed more than 125 employers and 442 locally-based professionals across various disciplines over a six-week period from January to February 2019.

# bonus expectations

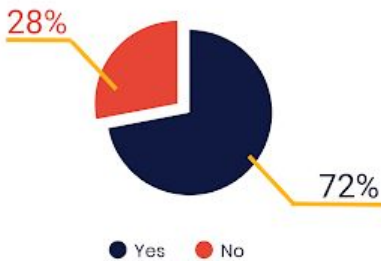
## survey 2019.



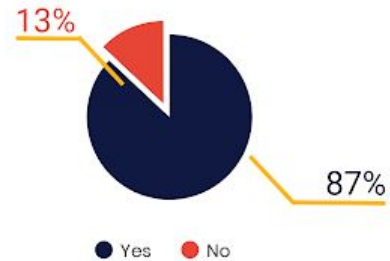
### more people expecting bonus

this year

"Did you receive a bonus last year (2018)?"



"Are you anticipating a bonus this year (2019)?"

A stylized illustration of three human figures in blue, red, and yellow, positioned on the left side of a teal background.

### how much bonus are employees expecting?

62%	are looking forward to a 1-month to 2-months bonus
22%	are anticipating a bonus averaging 3 - 5 months

### employers are conservative

about bonus payout this year

77% have planned to give a 1-month to 2-months bonus payout...



but only 8%

are giving a 3 - 5 months bonus payout.

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### no bonus?

#### not a deal breaker



# 57%

said that they will still be engaged in the organisation even if they did not receive a bonus this year.

### who's looking for a

#### bonus payout?



# 89%

from banking & financial services are expecting bonus this year. Out of which, 35% are anticipating a 3 - 5 months bonus.



# 85%

from information technology want to be rewarded for their hard work. Out of which, 35% are anticipating a 3 - 5 months bonus.

# bonus expectations

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#### 2019 market outlook

The annual report highlights key economic trends impacting Hong Kong as well as insights from our leaders on key employment trends for both employers and job seekers.

[Click here to download your complimentary 2019 market outlook report.](#)

#### industries covered include:

accounting & finance  
banking & financial services  
contracting  
construction, property & engineering  
human resources  
insurance  
information technology  
life sciences  
sales, marketing & communications  
supply chain, sourcing & procurement  
retail

#### randstad employer brand research

The annual Employer Brand Research is the most comprehensive, independent research in employer branding globally. It provides unique insights into the world of work and gives an in-depth understanding of employees' key drivers and motivations to help shape talent attraction and retention strategies.

- [CLP Power Hong Kong Wins Most Attractive Employer 2018](#)
- [Employer Brand Research 2019: Employees are Attracted by Salary but Leaving due to Limited Career Path](#)

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*\*Terms and conditions apply*