

# THE MALAYSIAN YOUTH CAREER SURVEY 2009

Understanding the Young Malaysian Jobseeker

Powered By  
**JobStreet.com**

In Collaboration With  
**YOUTHSAYS.com**  
Malaysia's Largest Youth Opinion Community

A lot has been said about how businesses evolve to meet the needs of the modern consumer. But how about the modern workforce?

- Your current job description may not have existed 10 years ago. How about your job scope tomorrow?
- What kind of modern workplace will unleash the new generation of talent?
- What do today's youth really think about the 'working world'?
- How can employers attract the top talent in the age of the internet?

Both employers and jobseekers can no longer rely on conventions from the past to shape the workforce. Today's youth may have different work styles, or look for different perks. What will attract the top talent?

Realizing the need to understand our current generation, Jobstreet, being Asia's largest online job portal, initiated this research project to allow youths understand the job market better, and help employers to shape better job positions for today's generation.

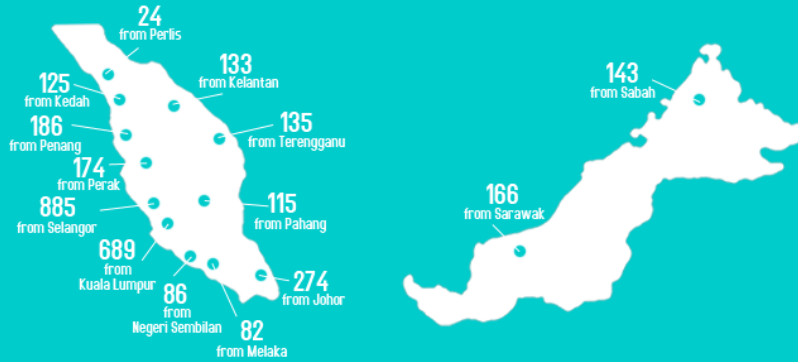
As a joint effort with YouthSays, Malaysia's Largest Youth Opinion Community where over 170,000 youths frequent to exchange ideas, questions, and opinions with the rest of the country, the Annual Youth Career Survey was opened up to the YouthSays community as well as jobseekers on Jobstreet.

3,217 youths between ages 15 to 35 volunteered to participate in this online survey.

The findings, we hope will be shared with all employers across the country, as a first look into what the modern jobseeker is like.

# WHO DID WE SURVEY

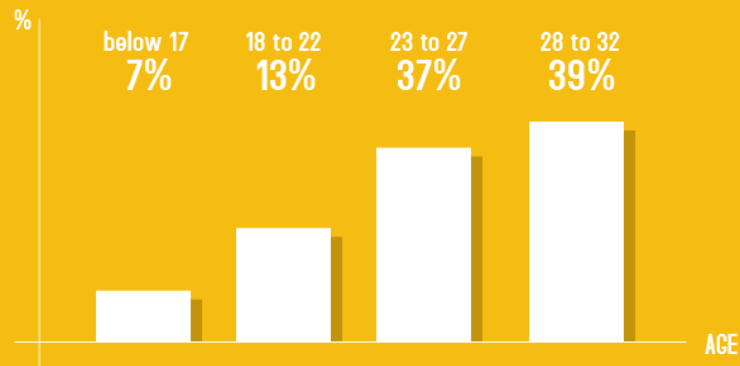
3,217 youths across malaysia



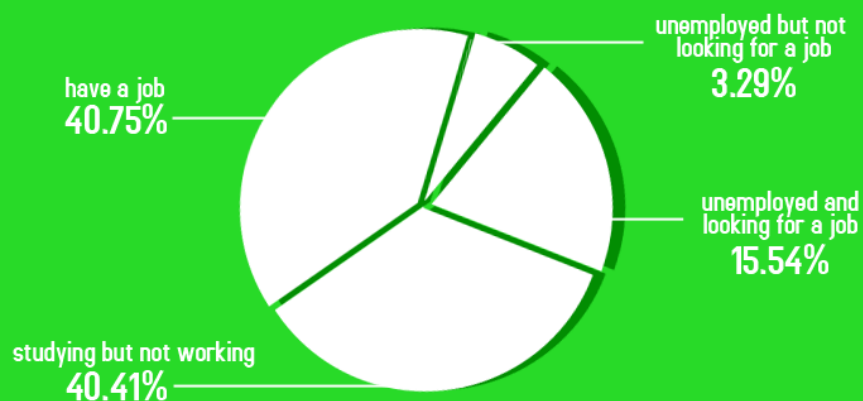
## Gender



## Age



## Employment Status



# 18 THINGS THAT WE LEARNT

1

What are the important must-have in your dream career?



39% stable & high income  
27.5% passion & interest  
3.5% high position  
1% fame

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## Jaded Young Professionals



as they age, they become more "jaded" and are less idealistic than their younger counterparts

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3

Who inspires me to pursue my dream career?



**32.5% Myself**

26% Parents & Family  
16.5% Friends

11% Teacher/Lecturer/Professor  
8% Successful people, idols, celebrities

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4

Do extra curricular activities contribute to my dream career?

**YES !      NO !**

52.35%

47.65%

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When do you think you can make your first RM1,000,000?

\$ \$ \$ \$ \$  
**MILLIONAIRE**

36.4% of the youth believe that they can achieve this between 30 – 40 years of age

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- Education and good grades have helped me pursue my dream career (88%)
- I'm enrolling myself in self improvement courses to achieve my dream career (83.37%)
- I can dedicate my life to my dream career. (80.85%)
- I'm on the right path. (74.63%)
- I would enjoy being my own boss more than working for someone. (68.02%)

I BELIEVE



Discuss this on :



7

What perks do you look forward to get from a company?

50%

of youths picked flexible working hours as their preferred benefit

FLEXI HOURS



Discuss this on :



8

45% of youths aged 17 and below listed gadgets as their preferred perk



Discuss this on :



9

62.63% believe that it is not easy to find a job in Malaysia today.



Job  
Job  
Job

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10

90.27% of youth believe in work loyalty to the company

I ♥ My Employer

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11

95.05%

youths agree with

**Employer's Responsibility**

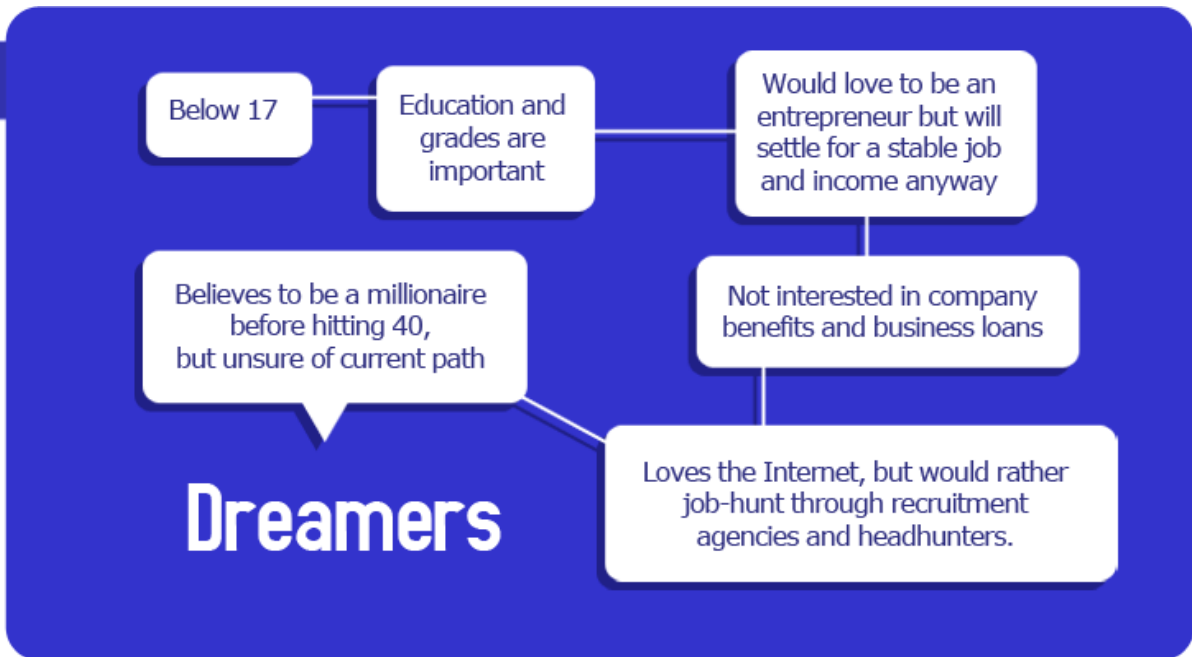
to provide job training & guidance to new employees.

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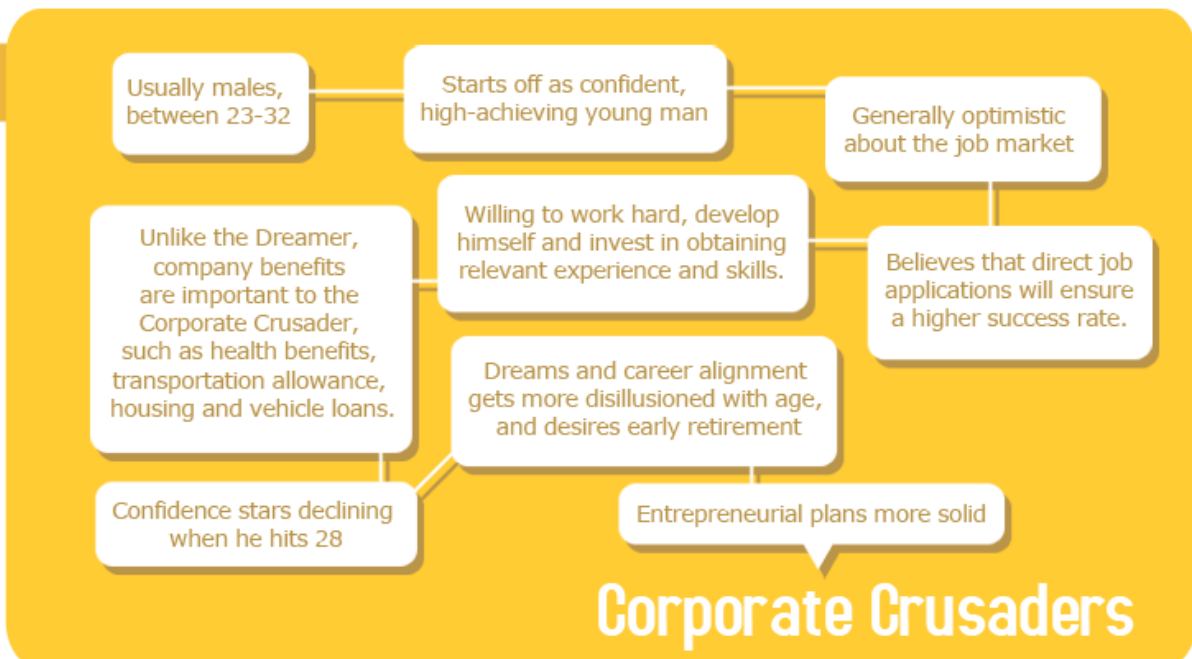


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Usually female, between 23 - 32 years of age

Starts off fresh, driven and industrious

More optimistic than the Corporate Crusader about the job market despite economic downturns

Very willing to work hard and develop skills in order to succeed.

Not very receptive of online job hunting

Driven mainly to achieve a holistic and balanced lifestyle

Company benefits - health, allowance and loans and more important to her than the Corporate Crusader.

Like the Corporate Crusader, her optimism and idealism declines with age.

## Holistic Hunters

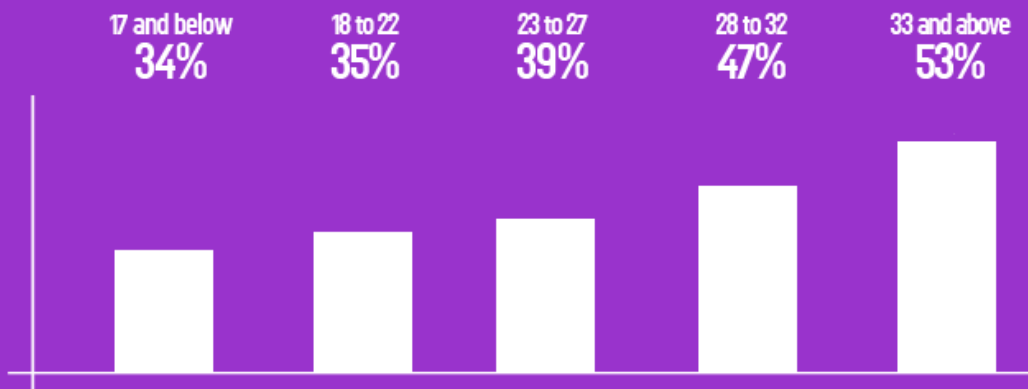
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## I believe in the importance of high and stable income



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I hunt for jobs on online job portals such as Jobstreet.com

55% Youths Aged 17 and below

63% Youths aged 18 to 22

**71% Youths aged 23 to 27**

70% Youths aged 28 to 32

64% Youths aged 33 and above

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17

**56%**

youths are willing to put up longer hours for higher pay



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I am someone who will dedicate my life to my career



75%



25%

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# JobStreet.com

Since 1995, JobStreet.com has grown to become one of the leading Internet Recruitment websites in the Asia-Pacific, revolutionising the way recruitment is done today. JobStreet.com offers a comprehensive suite of interactive recruitment services. International and local Asian corporations recruit from JobStreet.com's ever-increasing pool of top talent and manage their recruitment process through uniquely developed software applications via the Internet.

# YOUTHSAYS

*Malaysia's Largest Youth Opinion Community*

YouthSays.com has been connecting the voice of young Malaysians with brands, business leaders, the government, and the public since 2008. Today, more than 170,000 young people between the age of 15 and 35 use YouthSays.com to ask questions, give opinions, share ideas, with other youths in their country.

Brands, business leaders and the public work with youths via YouthSays on campaigns, festivals, and research projects. YouthSays.com is managed by YouthAsia.

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Got questions about this survey or surveys to Malaysian youths? Contact: [rina@youthsays.com](mailto:rina@youthsays.com)