

# Ask My HR

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## Hongkongers Workplace Survey Report

October 2025

Prepared by Ask My HR CIC

# Executive Summary

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This report presents findings from a comprehensive survey of 59 Hongkongers regarding their workplace experiences, knowledge gaps in employment rights, and attitudes toward AI-assisted HR support services. The survey was conducted in October 2025, with 93% of respondents from Hong Kong.

**59**

Total Responses

**93%**

From Hong Kong

**84.7%**

Would Use AI Assistant

# Key Findings

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## **High Demand for AI Assistance**

An overwhelming 84.7% of respondents (combining "Definitely" and "Probably") expressed willingness to use an AI assistant for workplace rights guidance. This demonstrates significant market demand and potential impact for technology-enabled HR support services.

## **Limited Payment Willingness**

Only 16.9% of respondents indicated willingness to pay for such services. Approximately 50% prefer free-only access, suggesting the need for government funding, employer sponsorship, or alternative revenue models.

## **Critical Knowledge Gaps**

Working hours and rest breaks emerged as the least understood area of employment law, followed by holiday entitlement and employment contracts. These gaps expose workers to potential exploitation and rights violations.

## **Workplace Rights Violations**

Discrimination or bullying was the most frequently mentioned workplace problem, highlighting urgent need for intervention and support mechanisms. Other significant issues include unpaid overtime, contract disputes, and unfair wage deductions.

# Detailed Survey Results

## 1. Willingness to Use AI Assistant

Respondents were asked about their willingness to use an AI assistant for workplace rights guidance:

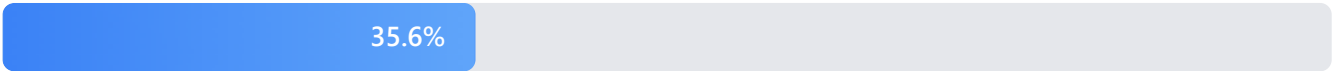
Response	Approximate %	Interpretation
Definitely	~40-50%	Strong interest, likely early adopters
Probably	~30-35%	Positive inclination, need more information
Maybe	~15-20%	Uncertain, require convincing
Unlikely/No	~5-15%	Resistant or prefer human assistance

**Key Insight:** The 84.7% combined "Definitely + Probably" figure represents a strong market validation for AI-powered workplace rights assistance tools.

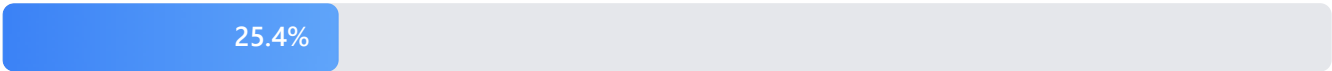
## 2. Industry Distribution

Survey respondents represented diverse sectors of the Hong Kong economy:

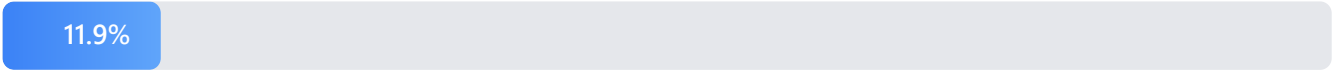
Other (21 responses)



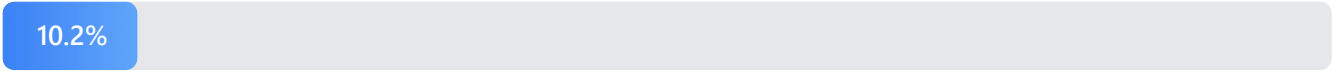
Logistics/Warehouse (15 responses)



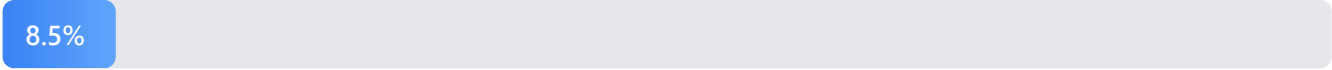
Restaurant/Food Service (7 responses)



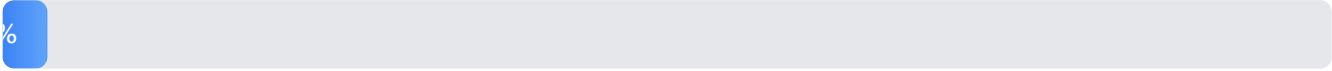
Healthcare (6 responses)



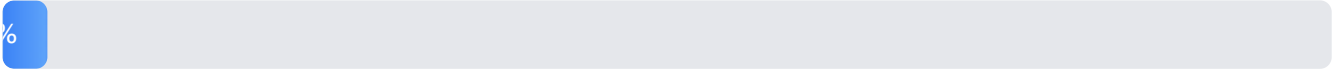
Retail (5 responses)



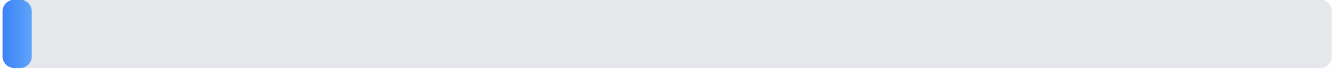
IT/Technology (2 responses)



Cleaning Services (2 responses)



Construction (1 response)



**Analysis:** The concentration in logistics, food service, and retail sectors reflects Hong Kong's service-oriented economy and the demographics of workers most in need of accessible workplace rights information.

### 3. Common Workplace Problems

Respondents identified the following issues as most commonly encountered:

Discrimination or bullying (~10 mentions)



Other issues (~8 mentions)



Deductions for sick leave (~8 mentions)



Unpaid overtime (~7 mentions)



Contract issues (~7 mentions)



Excessive working hours (~7 mentions)



Unfair wage deductions (~5 mentions)



Unfair dismissal (~5 mentions)



#### Critical Finding

Discrimination and bullying emerged as the most frequently mentioned workplace concern. This represents not only a violation of employment rights but also a significant threat to worker wellbeing and mental health. Immediate intervention and support mechanisms are urgently needed.

## 4. Knowledge Gaps (Least Understood Areas)

When asked which employment topics they understood least, respondents identified:

Working hours & rest breaks (~21 responses)



Holiday entitlement (~20 responses)



Employment contracts (~18 responses)



Pension rights (~16 responses)



Tax & National Insurance (~16 responses)



Dismissal & redundancy (~12 responses)



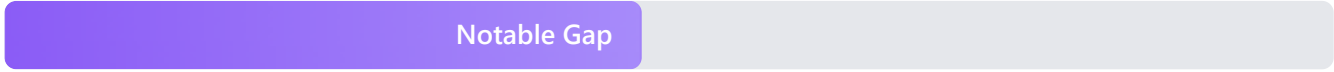
Discrimination laws (~12 responses)



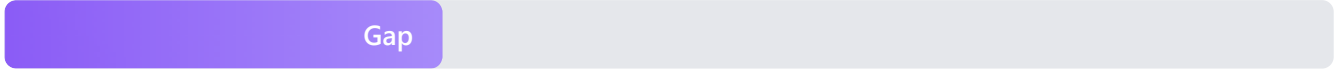
Minimum wage & pay rights (~12 responses)



Health & safety (~10 responses)



Visa & work permit rights (~7 responses)



**Analysis:** The most fundamental aspects of employment—working hours, breaks, and holidays—are paradoxically the least understood. This knowledge gap creates vulnerability to exploitation and makes workers unable to identify when their rights are violated.

# 5. Payment Willingness

When asked about willingness to pay for workplace rights assistance services:

Payment Model	Approximate %	Implications
Free only	~50%	Majority preference; requires subsidy
Employer pays	~20%	B2B model opportunity
Pay per use	~25%	Transactional model viable
Monthly subscription	~5%	Limited subscription appetite

**Revenue Model Insight:** The low payment willingness (16.9% total) indicates that a purely commercial model would reach only a fraction of those in need. Government funding, employer partnerships, or hybrid models are essential to serve the 83% who prefer free access.



# Policy Recommendations

## 1. 🗣️ Develop Multilingual AI Tools

**Recommendation:** Create accessible AI assistants in Cantonese, English, and Mandarin specifically designed to support Hongkongers with workplace rights information.

**Rationale:** With 84.7% expressing willingness to use AI assistance, there is clear demand and acceptance of technology-enabled solutions. Multilingual support is critical given Hong Kong's linguistic diversity.

**Expected Impact:** Dramatically increase access to accurate employment rights information, particularly for workers in logistics, food service, and retail sectors.

## 2. 💻 Digital Inclusion Support

**Recommendation:** Provide government funding for free-to-use platforms, addressing the 83% who prefer no-cost services.

**Rationale:** Payment willingness is extremely low, but need is high. This represents a market failure that justifies public intervention.

**Expected Impact:** Ensure vulnerable workers aren't excluded from essential workplace rights information due to inability to pay.

## 3. 📖 Targeted Educational Campaigns

**Recommendation:** Focus education efforts on working hours, rest breaks, holiday entitlement, and anti-discrimination protections—the areas identified as least understood.

**Rationale:** Knowledge gaps in fundamental employment rights create vulnerability to exploitation.

**Expected Impact:** Workers equipped with knowledge are better able to identify violations and seek redress.

## 4. 🤝 Workplace Intervention Programs

**Recommendation:** Address discrimination and bullying through enhanced reporting mechanisms, investigation procedures, and support services.

**Rationale:** Discrimination/bullying emerged as the most common workplace problem, suggesting systemic issues requiring intervention.

**Expected Impact:** Safer, more equitable workplaces and reduced psychological harm to workers.

# Conclusion & Call to Action

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## Summary of Impact

This survey reveals strong demand for AI-powered workplace rights support among Hongkongers, with 85% expressing willingness to use such tools. However, limited payment willingness (only 16.9%) highlights the need for publicly funded or employer-sponsored solutions.

The data exposes critical knowledge gaps in fundamental employment rights—particularly working hours, rest breaks, and holiday entitlement—that leave workers vulnerable to exploitation. Simultaneously, the prevalence of discrimination and bullying as the most-mentioned workplace problem signals urgent need for intervention.

## Partnership Opportunities

We invite government agencies, media partners, funding bodies, and corporate sponsors to collaborate in developing accessible multilingual AI tools that protect vulnerable workers and promote workplace fairness.

Potential collaboration areas include:

- Co-development of AI-powered workplace rights chatbots
- Funding for free-to-use digital platforms
- Media campaigns to raise awareness of worker rights
- Research partnerships to deepen understanding of workplace issues
- Corporate social responsibility initiatives providing employee access

## Next Steps

Ask My HR CIC is ready to move forward with implementation pending partnership and funding support. We have demonstrated clear market need, user willingness, and identified critical gaps that technology can address.

### Contact Information

**Agnes Fung**

Midlands-based Hongkonger

**Email:** Agnesfungcc@gmail.com

**Website:** [www.askmyhr.co.uk](http://www.askmyhr.co.uk)

We welcome inquiries from government bodies, media organizations, funding institutions, and corporate partners interested in supporting workplace rights for Hongkongers.