



Survey Shows What Matters Most to Canadian Workers When Deciding on the Right Choice of Job

TORONTO, Feb 25, 2009 (MARKET WIRE via COMTEX News Network) -- Among Canadian workers surveyed, more than half are prepared to accept a lower wage or a lesser role if their work contributes to something more important or meaningful, according to a new international workplace survey.

The survey, by global workforce solutions company Kelly Services, found that 58 percent of people will forego income or status to do something more meaningful, with Generation Y (aged 18-29) the most willing to make such a sacrifice.

The Kelly Global Workforce Index sought the views of nearly 100,000 people in 34 countries including more than 7,000 in Canada.

Kelly Services VP and Managing Director of Canadian operations, Karin French says a significant number of people are actually prepared to give up some of their salary and their position if they can do something that is important to them and their organization.

"They place value on work which is personally satisfying, which builds competence and self-belief, and which helps to advance long term career goals," French says.

The survey demonstrates the value of work in building pride and self confidence, and highlights the differing views across the generational divide.

Amongst the key findings of the survey:

- 59 percent of Gen Y are prepared to forego salary and position for more meaningful work
- 40 percent of Gen X (aged 30-47) say their career goals are not being advanced in their current job
- 53 percent of baby boomers (aged 48-65) plan to look for a new job within the next year

The findings explode some of the stereotypes about Gen Y workers who are typically portrayed as footloose and impatient. Rather it is Gen X and baby boomers who plan to change jobs in significantly larger numbers.

Across all the generations, females are more likely to be more concerned about career choices and meeting career goals.

While many survey respondents have reservations about the real value of their work, the vast majority perform their tasks to high personal standards. A total of 90 percent say that the work they perform gives them a sense of pride while 84 percent say it raises their self-confidence.

Ms. French says the findings highlight the importance of employers helping to bring out the best in their workforce by tailoring work that is engaging, stimulating and which encourages people to learn new skills.

"Employees' aspirations will change markedly over the course of a career so it is important to recognise the things that are important at each stage in order to build and maintain a motivated, stable and high-performing workforce," French concludes.

About the Kelly Global Workforce Index

The Kelly Global Workforce Index is a survey revealing opinions about work and the workplace from a generational viewpoint. Results of the current findings from across Kelly's global operations in North America, Europe, and the Asia Pacific will be published throughout 2009 in a series of six releases.

About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a world leader in workforce management services and human resources solutions headquartered in Troy, Michigan, offering temporary staffing services, outsourcing, vendor on-site and full-time placement to clients on a global basis. Kelly provides employment to nearly 650,000 employees annually, with skills including office services, accounting, engineering, information technology, law, science, marketing, creative services, light industrial, education, and health care. Revenue in 2008 was \$5.5 billion. Visit www.kellyservices.com.

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