



Ethics and The Environment Bolster The Recruitment Race According To International Workplace Survey by Kelly Services

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TROY, Mich. (October 28, 2009) - In choosing where to work, employees across the United States are likely to be strongly attracted to organizations with a reputation for good ethical and environmental practices, according to the latest findings from an international workplace survey.

The survey, by global workforce solutions leader Kelly Services, finds employees across all age generations gravitate to organizations considered ethically and environmentally responsible, with baby boomers (aged 48-65) more discerning than their younger colleagues among Gen Y (aged 18-29) and Gen X (aged 30-47).

Almost half of all workers are prepared to accept a pay cut or a demotion in order to work for an organization with a sound corporate reputation. In fact, concern about ethical behavior outweighs concern about the environment across all generations when deciding where to work.

The *Kelly Global Workforce Index* obtained the views of nearly 100,000 people in 34 countries including more than 13,000 in the United States.

Kelly Services Executive Vice President and General Manager, Mike Webster says, "Employees take pride not only in what they do while at work but in what their organization stands for and how it is perceived by the entire community. It provides a sense of fulfillment to be part of an enterprise that is focused not only on performance outcomes but also on larger social goals."

Key findings of the survey from across the U.S:

- 91 percent of respondents are more likely to work for a company that is considered ethically and socially responsible.
- 89 percent of baby boomers say that an organization's reputation for ethical conduct is 'very important' in deciding their choice of employer, followed by Gen X (84 percent) and Gen Y (79 percent).
- 82 percent are more likely to work for a company that is considered environmentally responsible.
- 33 percent of respondents in the West say policies to address global warming are 'very important' in deciding where to work compared with 31 percent in the South, 29 percent in the Northeast, and 26 percent in the Midwest.
- Those in the West are also more prepared to accept a pay cut or demotion to work with an employer who cares for the environment and the community.

There is a pattern of increased concern for good ethical and environmental practice as employees mature, with baby boomers consistently more aware of social and ethical issues than younger workers.

A total of 50 percent of baby boomers would be prepared to take a pay cut or a demotion in order to work with a socially conscientious employer, followed by 47 percent of Gen X and 44 percent of Gen Y.

"Organizations that develop a culture of social responsibility send a powerful message about the type of talent they want to attract and will be viewed favorably by prospective employees," Webster 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, KELYB) is a world leader in workforce management services and human resources solutions. Kelly offers a comprehensive array of temporary staffing, permanent placement, outsourcing, and consulting services. Kelly serves clients around the globe and provides employment to 650,000 employees annually. Revenue in 2008 was \$5.5 billion. Visit www.kellyservices.com.

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