



More Than Half of Global Workforce Considering Job Change According to Annual Survey by Kelly Services®

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Latest Findings From Kelly Global Workforce Index(TM)

TROY, MI -- (Marketwire) -- 04/17/12 -- Employees across the globe have experienced unprecedented economic turmoil, and, as a result, are restless regarding future career goals. Many are unhappy in their jobs and are actively searching for new opportunities. Others are content with their current employment position but are seeking greater engagement and meaning from their positions.

These findings are part of the latest survey results from the [Kelly Global Workforce Index](#) (KGWI), an annual survey conducted by Kelly Services (NASDAQ: KELYA) (NASDAQ: KELYB). Survey participants revealed the workforce issues that are important to them, the influences that affect their employer choices, and the particular corporate attributes attractive to them. Nearly 170,000 people across all generations in 30 countries, including the Americas, APAC and EMEA regions, participated in the current survey.

Overall, less than half (44 percent) of the global workforce feels valued by their employer and two-thirds (66 percent) intend to look for a new job with another organization in the next year.

The survey finds that among the main workforce generations, Gen X (aged 31-48) are more likely to be thinking about resigning their current jobs than either Gen Y (19-30) or Baby Boomers (49-66).

The survey results also found when evaluating potential employers, the number one factor job seekers regard or consider is corporate brand/reputation (58 percent) followed by location (52 percent). In essence, the corporate brand is becoming the employment brand, and resonates strongly with candidates as they weigh their employment options, especially for skilled professional and technical employees.

Across the generational groups, the way that individuals weigh their job choices varies as people age. Personal fulfillment/work-life balance becomes progressively more important as people mature, and is the predominant consideration among Baby Boomers. But for Gen Y, when choosing to accept one job over another, the leading consideration is personal growth/advancement. Among all generations, personal fulfillment/work-life balance and personal growth/advancement both outweigh compensation and benefits when choosing one job over another.

The results also revealed:

- Approximately four-in-10 (41 percent) use their social media network when making career or employment decisions. This is highest in APAC, where more than half (58 percent) use their social media network, compared with only 40 percent in EMEA and 33 percent in the Americas.
- Fewer than half of all respondents (48 percent) agree that their current employment provides them with a sense of 'meaning.' The ability to 'excel or develop' was identified by 74 percent of respondents as the key to providing a sense of meaning.
- In terms of what would most likely cause workers to leave their current employer, aside from salary/benefits, lack of opportunities for advancement (21 percent) and poor management (20 percent) rank highest.
- The most unsettled workers are in EMEA, with 43 percent frequently thinking about quitting their jobs, higher than in APAC (39 percent) and the Americas (28 percent).

Complete findings are published in a new report, [Acquisition and Retention in the War for Talent](#). For more information about the Kelly Global Workforce Index and key regional and generational findings, please visit the Kelly® [Press Room](#).

About the Kelly Global Workforce Index™

The [Kelly Global Workforce Index](#) is an annual survey revealing opinions about work and the workplace from a generational viewpoint. Launched in late 2011, approximately 170,000 people from the Americas, APAC and EMEA participated in the survey. Results will be published throughout 2012 on a variety of topics such as employee retention, social media and the highly virtual workplace.

About Kelly Services®

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 550,000 employees annually. Revenue in 2011 was \$5.6 billion. Visit www.kellyservices.com and connect with us on [Facebook](#), [LinkedIn](#), & [Twitter](#). Download [The Talent Project](#), a free iPad app by Kelly Services.

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Media Contacts:

Asia Pacific

Jaquilin Danker

Kelly Services

+65 6494 6066

Jaquilin_danker@kellyservices.com.sg

Europe

Tamara Achba

Kelly Services

+41 32 737 1829

Tamara.achba@kellyservices.eu

Americas

Jane Stehney

Kelly Services

+1 248 244-5630

jane_stehney@kellyservices.com

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