



FOR IMMEDIATE RELEASE

Around the Globe the Desire for Meaningful Work Triumphs Over Pay, Promotion, and Job Choices

TROY, Mich. (Feb. 25, 2009) – A desire for jobs that fulfill vital psychological needs of employees is fueling a global shift in workplace dynamics, driven by distinctive generational and geographic attitudes, according to a new international workplace survey conducted from early November 2008 to mid-January 2009.

The survey, by global workforce solutions leader Kelly Services, reveals a widespread desire for more meaningful roles in the workplace. Approximately half (51 percent) of those surveyed are prepared to accept a lower wage or a lesser role if their work contributes to something 'more important or meaningful.'

The findings are part of the [Kelly Global Workforce Index](#), which sought the views of approximately 100,000 people in 34 countries covering North America, Europe, and Asia Pacific.

Among more idealistic younger workers, comprising Generation Y (aged 18-29), the willingness to make such a sacrifice is evident across all countries but most pronounced in Asia Pacific. The survey also highlights emerging career worries and planned job exploration by Generation X (aged 30-47), as well as a sense of disappointment and lost opportunity building amongst baby boomers (aged 48-65).

Kelly Services Executive Vice President and COO, George Corona says, "Our findings demonstrate important distinctions in how people from different cultures and generations make their employment decisions. One overriding trend is that people want their jobs to provide a degree of emotional fulfillment, even if it means sacrificing money and status to achieve it."

Overall, there are many who are prepared to quit their current roles and look for more engaging jobs elsewhere. The survey clearly shows the value of work in delivering non-monetary needs such as pride and self confidence.

"These findings show that the modern employment market is extremely dynamic and that achieving a high performing, productive and stable workforce means managing a complex set of cultural and geographic influences," Corona 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 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 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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The Value of Work: Key Global Findings

- 51 percent of Gen Y are prepared to accept a lower wage or a lesser role if their work contributes to something more important or meaningful.
- 62 percent of Gen X plan to look for a new job within a year.
- 46 percent of baby boomers say their career goals are not being advanced in their current job.

North America

- Across North America, 92 percent say they derive a sense of pride from their work, the highest of the three global regions in the survey.
- Almost half (49 percent) will sacrifice pay and position for more meaningful work, with Gen Y and males the most willing to do so.
- Some 45 percent say they intend to look for another job within the next year, however, the proportion in the U.S. (40 percent) planning to change jobs is the lowest of any country in the survey.
- Some 40 percent are worried that their current job is not meeting their long term career goals, with baby boomers the most alarmed.

Europe

- The 'sense of pride', and the self-confidence derived from work are lower in Europe than in North America and Asia Pacific.
- More Europeans (66 percent) plan to look for work than elsewhere around the globe, with baby boomers leading the way.
- Significantly larger numbers in Europe express doubts about their career choices and promotion prospects.
- Europe is the only region where the idealism of Gen Y is markedly different; baby boomers are the group most willing to accept lower pay and position for more meaningful work.

Asia Pacific

- India, Malaysia, Indonesia, and Thailand scored the highest in terms of pride of work.
- Across the region, workers from Gen X stand out for the satisfaction they derive from their jobs.
- Despite the economic slowdown, 66 percent of baby boomers indicate that they are likely to look for a new job within the next year.
- 'Meaningful' work is more important than in any other part of the world with Gen Y the most discerning.

About the Kelly Global Workforce Index

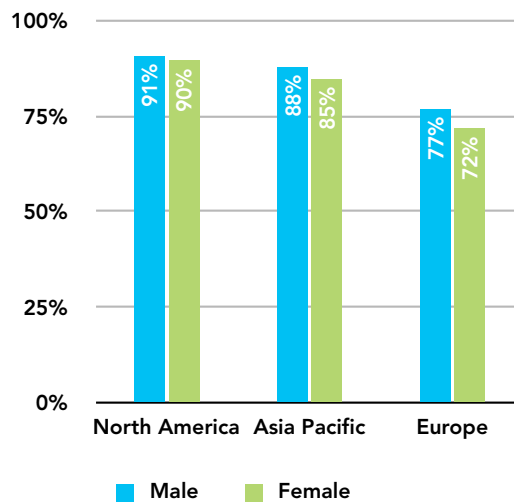
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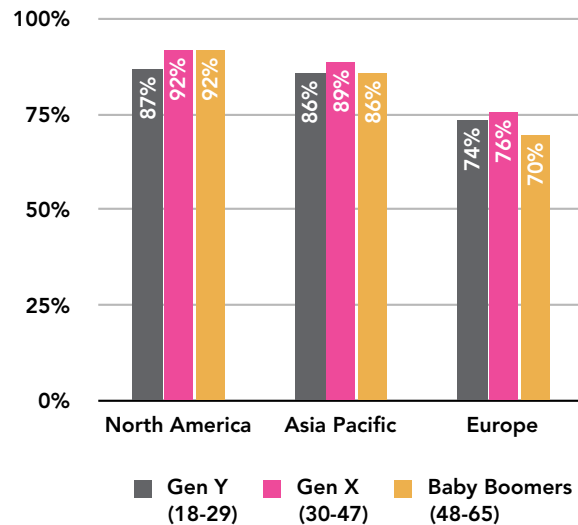
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Do you feel that the work you perform gives you a sense of pride?

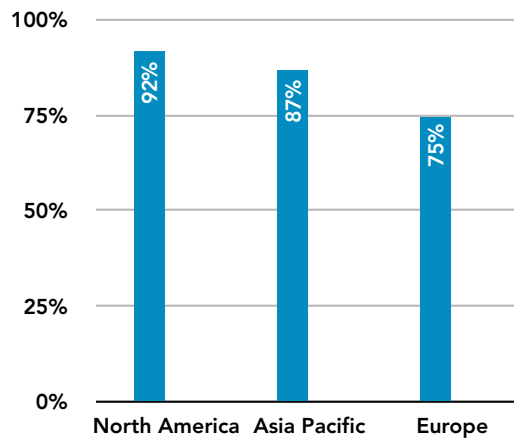
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B Generation (%Yes)



C Total (% Yes)

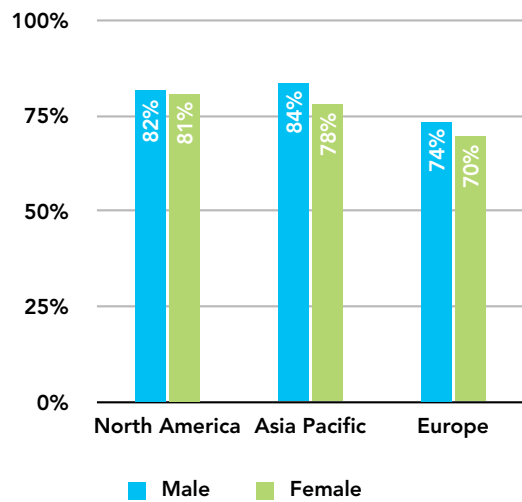




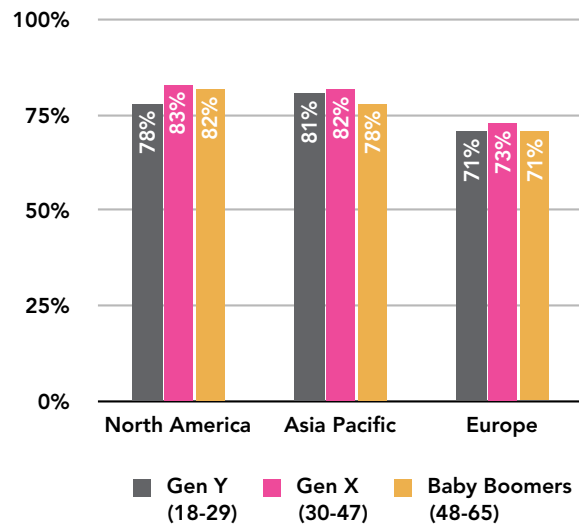
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Do you feel your work raises your self-confidence?

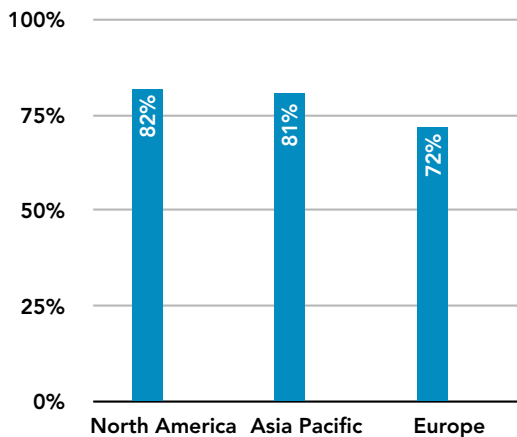
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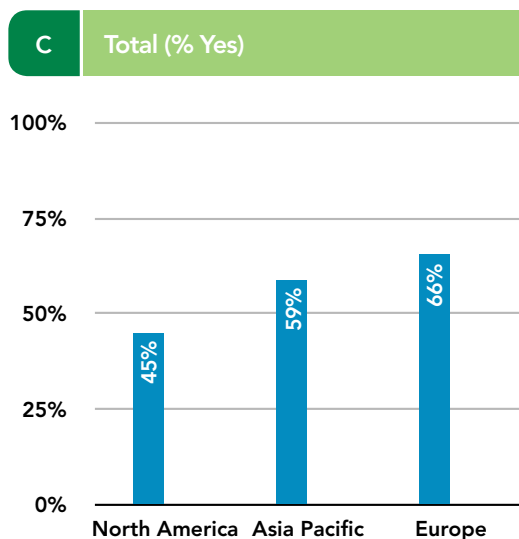
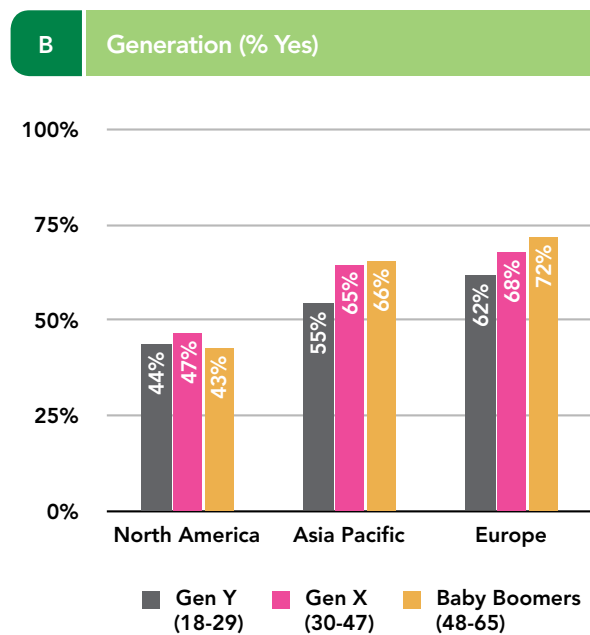
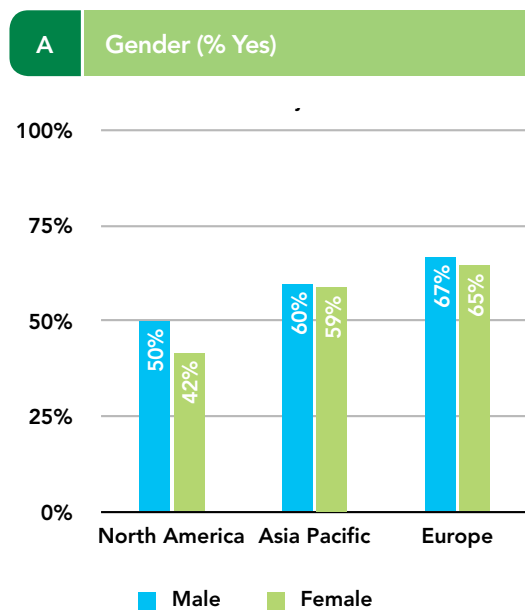
C Total (% Yes)





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Do you intend to look for a job with another organization within the next year?

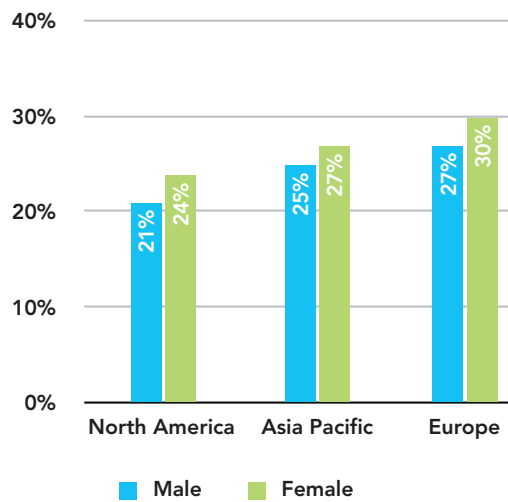




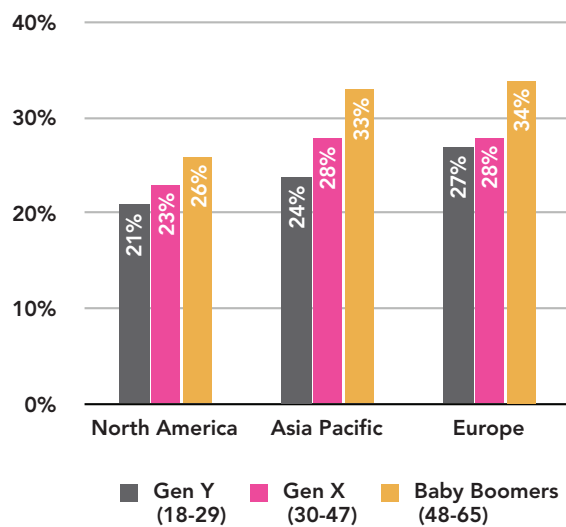
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If you could start again, would you choose the same field of work?

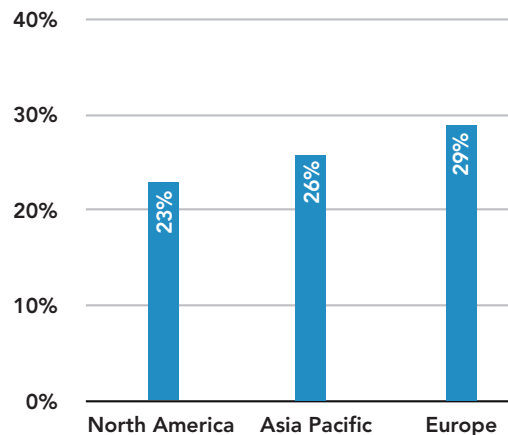
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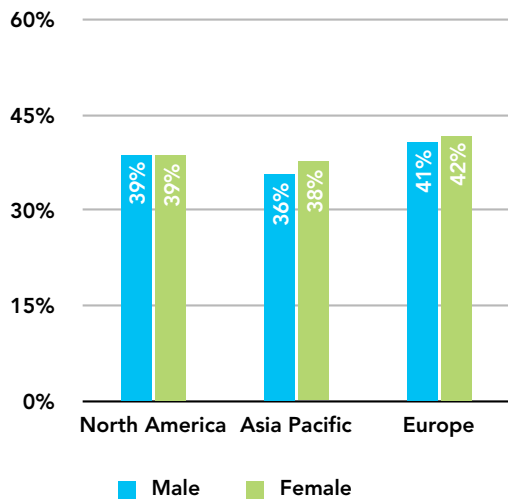




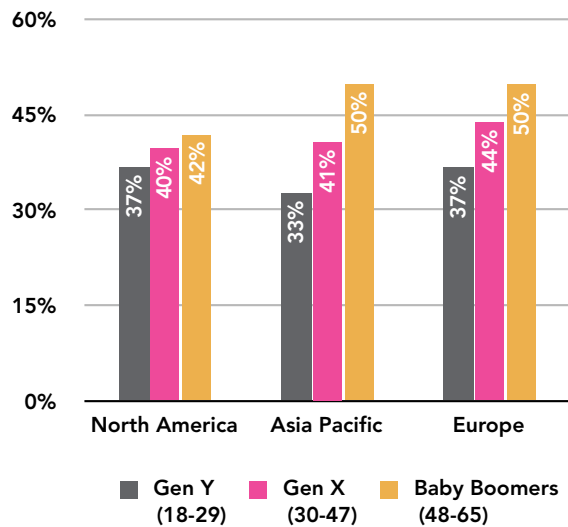
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Are your career goals being advanced through your current job?

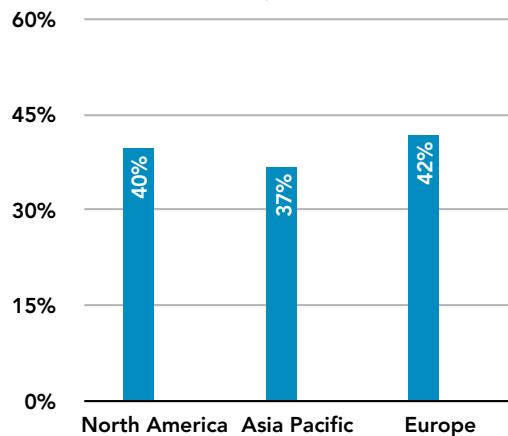
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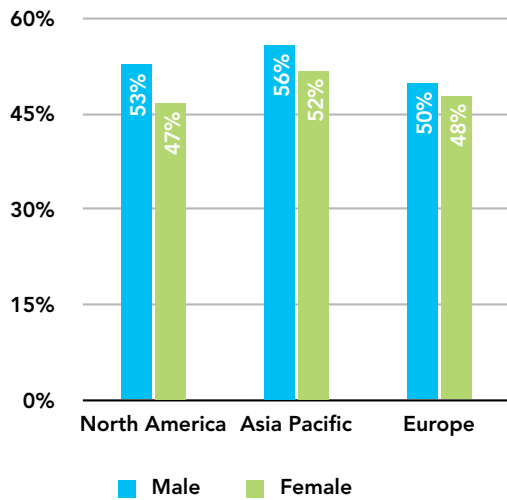




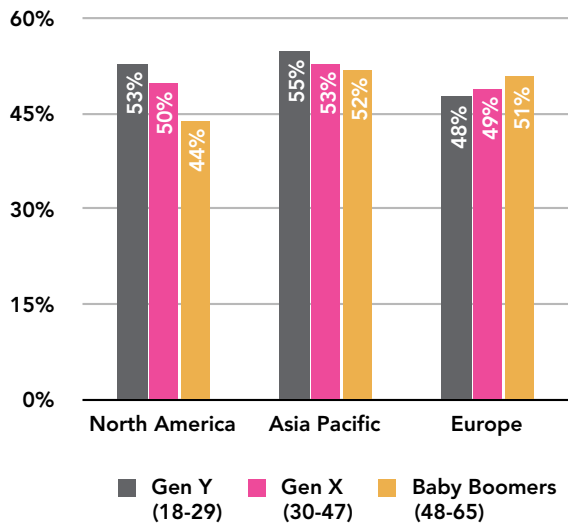
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Would you take on a lesser role or lower wage if you felt that your work contributed to something more important or meaningful to you or your organization?

A Gender (% Yes)



B Generation (% Yes)



C Total (% Yes)

