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Ethical and environmental policies serve as a magnet in attracting employees according to Kelly Services global workplace survey

TORONTO (October 28, 2009) – In choosing where to work, Canadian employees have a strong preference for employers 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 amongst Gen Y (aged 18-29) and Gen X (aged 30-47).

More than 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 behaviour 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 7,000 in Canada.

Kelly Services VP and Managing Director of Canadian Operations, Karin French, 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 fulfilment to be part of an enterprise that is focused not only on performance outcomes but also on larger social goals.”

Among the key findings of the survey:

- 85 percent of respondents are more likely to want to work for a company that is considered ethically and socially responsible.
- 80 percent are more likely to want to work for a company that is considered environmentally responsible.
- 74 percent say that in deciding where to work, an organization’s reputation for ethical conduct is ‘very important.’
- 53 percent would be prepared to accept a lesser role or a lower salary to work for an organization with a strong environmental and community conscience.
- 36 percent say that in deciding where to work, policies aimed at addressing global warming are ‘very important.’

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

A total of 57 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 Gen X at 54 percent and Gen Y at 51 percent.

“Companies that develop a culture of social responsibility send a powerful message about the type of talent they want to attract and the organizational norms they want to cultivate. They serve as a benchmark as to what is expected and are viewed favourably by prospective employees,” 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 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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