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## **Financial Incentives, Advancement Opportunities and Work/Life Balance Drive Job-Search Decisions for Canadians**

### **Kelly(R) Survey Offers Insight on How to Attract and Retain Workers**

TORONTO, ON -- (Marketwired) -- 11/13/14 -- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB)

With expectations for an improving economy, many Canadian workers are thinking of looking for new jobs next year, according to the latest Kelly<sup>®</sup> survey. This trend provides employers with two key challenges: how to improve their retention of current employees and how to attract the best candidates from among those who are searching for a new job.

The latest Kelly Global Workforce Index™ shows that 40 percent of Canadian workers surveyed said they frequently think about quitting their jobs, compared with 32 percent in the Americas and 39 percent globally.

"An improving economy creates a greater feeling of optimism and a growing desire for many people to seek out new opportunities," said Kristin Supancich, vice president for Kelly Services. "More than 80 percent of our survey respondents say they consider salary, benefits and other financial incentives as important factors that make an employer attractive, while approximately two-thirds also mention work/life balance, opportunities for advancement and training/development programs as key. Employers who want to retain their current employees as well as attract new hires need to evaluate how their organizations compare with competitors in these critical areas."

Among other results from the survey:

- Canadian workers are more inclined to search for jobs via social media (42 percent), compared with their counterparts in the Americas (34 percent) and globally (36 percent).
- 76 percent of Canadian workers cite social media websites as their preferred method of networking, compared with 70 percent in the Americas and 71 percent globally.
- 66 percent of the Canadian survey respondents said they are willing to relocate for the right job.
- Among those who expressed dissatisfaction with the process of their most recent application for a job, 64 percent of Canadians cited the lack of clear communications as a primary reason.
- 53 percent indicated that their current employer had a planned approach to assimilate them into the organization once they were hired.

The KGWI was conducted online by RDA Group on behalf of Kelly Services. Approximately 230,000 people across the Americas, EMEA and APAC regions -- including more than 12,000 in Canada -- responded to the survey.

#### **About Kelly Services<sup>®</sup>**

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 540,000 individuals annually. Revenue in 2013 was \$5.4 billion.

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