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## **New wave of independent, self-employed free agents emerging around the world, Kelly® international workforce survey finds**

**TROY, Mich.** (May 5, 2010) – Economic uncertainty has fueled a growing trend toward self-employment and entrepreneurialism with one-in-five respondents worldwide now working outside the traditional employment relationship, and 50 percent saying that they would like to do so, according to the latest survey results from workforce solutions leader Kelly Services®.

The findings are part of the [Kelly Global Workforce Index](#), which obtained the views of approximately 134,000 people in 29 countries across North America, Europe, and Asia Pacific.

The rise of the self-employed, often known as independent contractors or ‘free agents,’ is most pronounced in North America, with 26 percent identifying themselves in this category, compared with 19 percent in Asia Pacific, and 17 percent in Europe.

The survey also finds that almost a quarter of all respondents would like to start their own business, with younger workers the most likely to pursue a business venture.

The baby boomer generation (aged 48-65) make up the largest share of this expanding group, but the desire to move to a more flexible and independent career status is shared by both Gen X (aged 30-47) and Gen Y (aged 18-29). Men are more likely than women to be self-employed and to want to start their own businesses.

"The economic downturn has resulted in a new way of thinking about careers and job security. Many people have watched their jobs disappear and now want to do something that puts them in more control of their career," says Kelly Services Executive Vice President and Chief Operating Officer, George Corona. "These are often people with many years of experience, who may have been displaced and who have taken an entrepreneurial approach to marketing their skills."

Key generational findings of the survey reveal that:

- 20 percent of those surveyed are working outside the traditional employment relationship as freelancers, consultants, independent contractors or free agents, comprising 28 percent of baby boomers, 20 percent of Gen X and 18 percent of Gen Y.
- Of those *not* working independently, 12 percent would like to do so.
- For all age groups, the main factors preventing a move to greater independence is uncertainty about income, while younger workers are also concerned about the risk of failure, and older workers worry about the cost of healthcare.

- 30 percent of Gen Y say they would like to start their own business, compared with 22 percent of Gen X and 14 percent of baby boomers.
- Almost half of all those surveyed (48 percent) say they feel that their current skills would be sufficient to enable them to start a business, with baby boomers and Gen X (both 54 percent) more confident than Gen Y (40 percent).
- There is a feeling among all groups that the market demand for their skills will remain strong over the coming year.

“Many of those who lost their jobs as a result of the global economic crisis have had to reinvent themselves as independent contractors, freelancers and consultants. This self-employment trend may continue as more people become attracted by the autonomy, independence, and flexibility of working for themselves,” Corona concludes.

For more information about the survey results and key global findings, please visit the [Kelly Global Workforce Index](#).

**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. Approximately 134,000 people from North America, Europe, and Asia Pacific responded to the 2010 survey with results published on a quarterly basis. In 2009, Kelly Services was the recipient of a MarCom Gold Award for the Kelly Global Workforce Index in the Research/Study category.

**About Kelly Services**

Kelly Services, Inc. (NASDAQ: KELYA, 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 480,000 employees annually. Revenue in 2009 was \$4.3 billion. Visit [www.kellyservices.com](http://www.kellyservices.com).

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# KELLY GLOBAL WORKFORCE INDEX

## Workforce Planning: Key Global Findings

### North America

- More than a quarter (26 percent) of respondents are currently working as 'free agents' – freelancers, consultants, or independent contractors – higher than in Asia Pacific (19 percent) and Europe (17 percent).
- Of those not currently working independently, 19 percent are 'extremely attracted', and 41 percent 'somewhat attracted' in doing so.
- The main factors preventing people from becoming more independent are uncertainty about income, lack of support, and the cost or availability of healthcare.
- More than half (55 percent) are confident they have the skills that would enable them to operate independently.
- One third believe that there is strong market demand for their individual skills.
- More than half, (53 percent) believe they have the particular skills that would enable them to start a business, higher than in Asia Pacific and Europe.
- Almost a quarter (23 percent) plan to start a business, with more Gen Y workers planning the move than Gen X or baby boomers.

### Asia Pacific

- Almost one in five respondents (19 percent) are currently working as 'free agents' – freelancers, consultants, or independent contractors.
- Of those not currently working independently, 10 percent are 'extremely attracted', and 42 percent 'somewhat attracted' in doing so.
- The main factors preventing people from becoming more independent are uncertainty about income, lack of support, and risk of failure.
- 43 percent are confident they have the skills that would enable them to operate independently.
- More than a third (34 percent) believe there is strong market demand for their individual skills.
- 42 percent believe they have the particular skills that would enable them to start a business.
- More than a quarter (27 percent) plan to start a business – higher than elsewhere in the world - with significantly more Gen Y workers planning the move than Gen X or baby boomers.

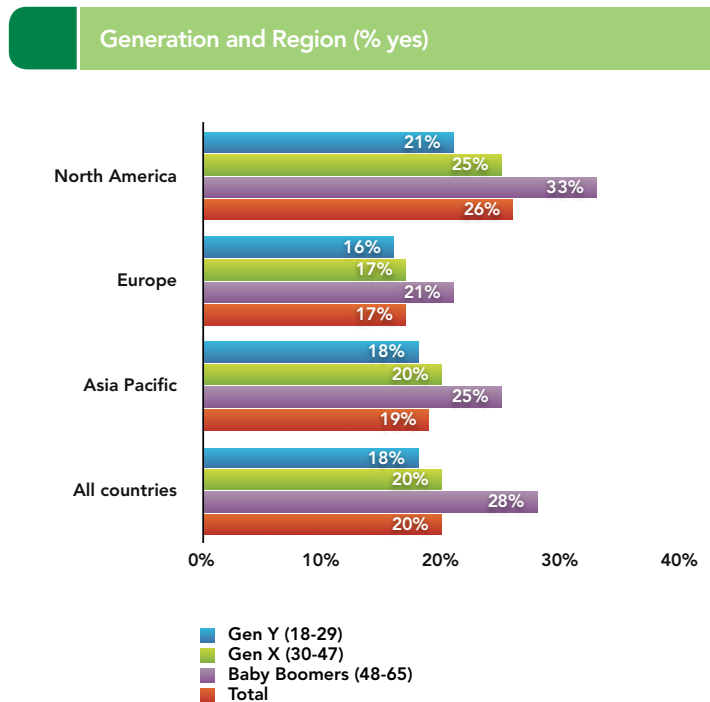
### Europe

- 17 percent of respondents are currently working as 'free agents' – freelancers, consultants, or independent contractors.
- Of those not currently working independently, 9 percent are 'extremely attracted', and 33 percent 'somewhat attracted' in doing so.
- The main factors preventing people from becoming more independent are uncertainty about income, lack of support, and risk of failure.
- 44 percent) are confident they have the skills that would enable them to operate independently.
- One quarter believe that there is strong market demand for their individual skills.
- Almost half, (48 percent) believe they have the particular skills that would enable them to start a business.
- Almost a quarter (23 percent) plan to start a business, with more Gen Y more likely to do so than Gen X or baby boomers.



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People who freelance, consult, or do temporary/contract work are often referred to as 'free agents.'  
Are you currently a free agent or self-employed?

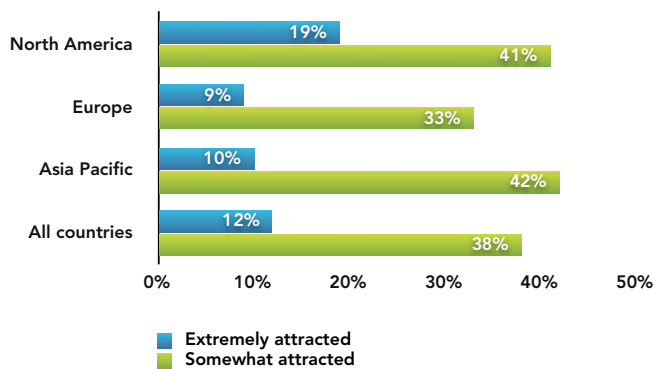




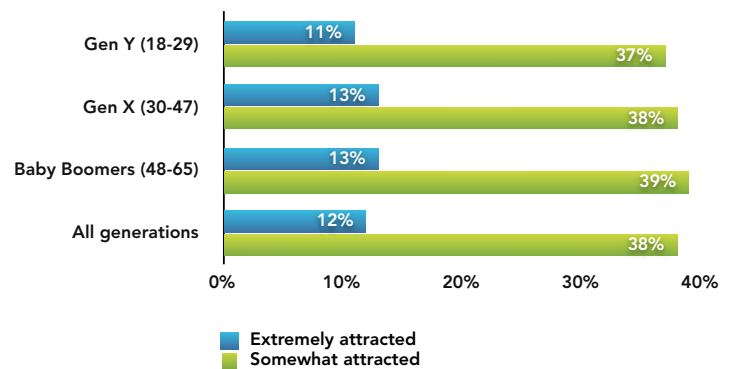
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How attracted are you to the idea of moving out of the traditional employment relationship into some form of self-employment?

## Region



## Generation

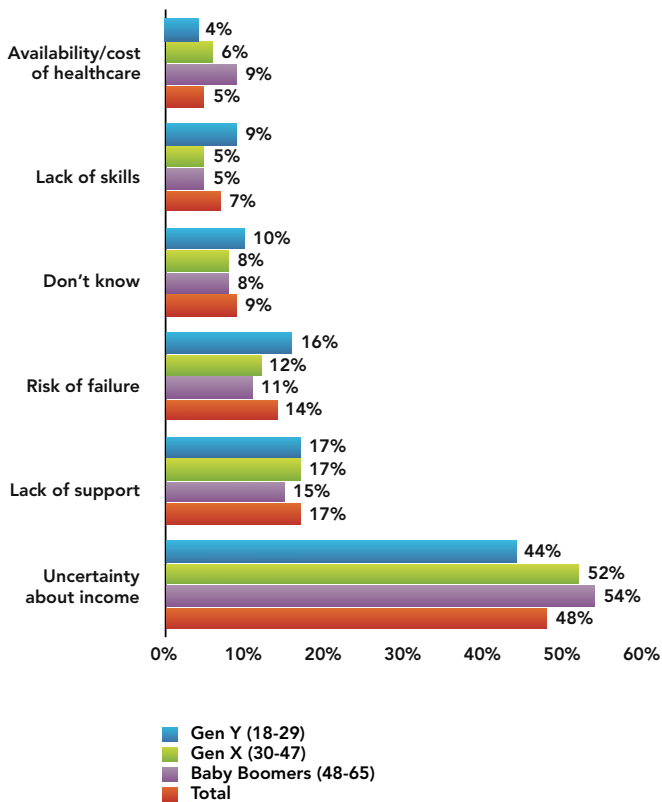




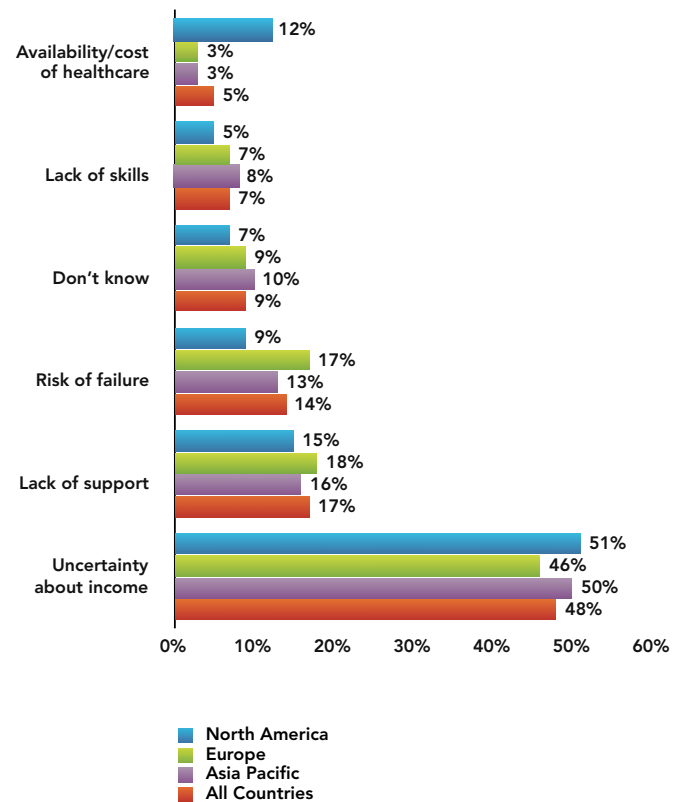
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## What would be the main factor preventing you from moving into self-employment?

### Generation



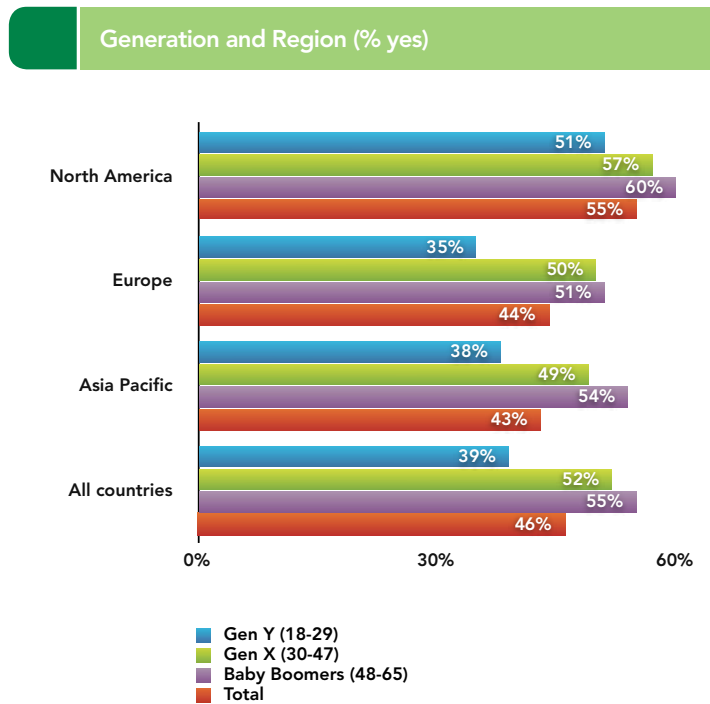
### Region





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Do you believe the skills you currently have are sufficient to enable you to become self-employed?

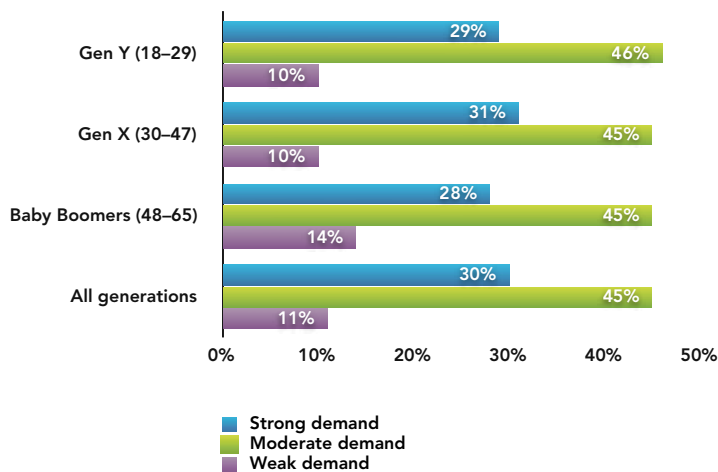




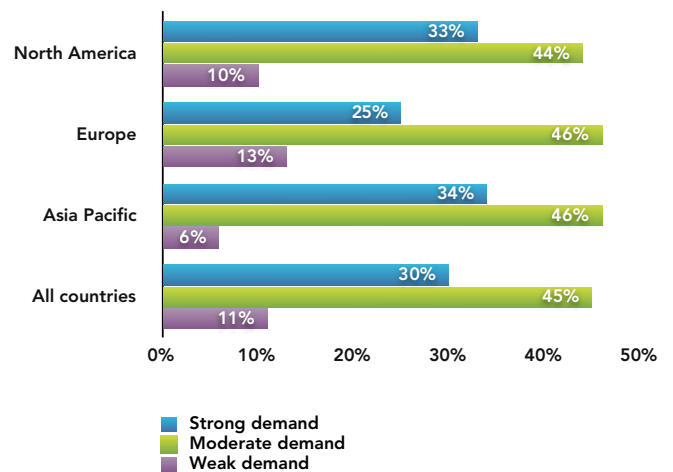
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How would you describe the market demand for your particular skill set or experience in the coming year?

## Generation



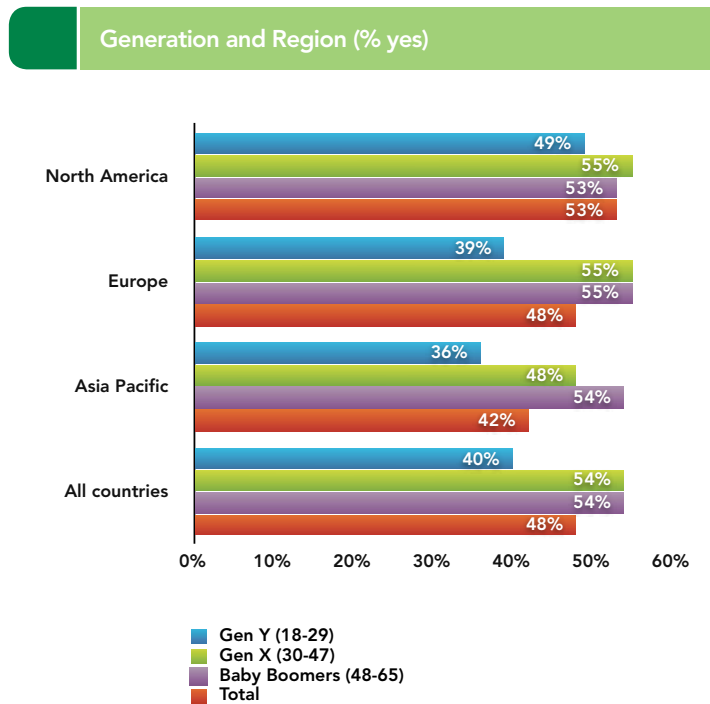
## Region





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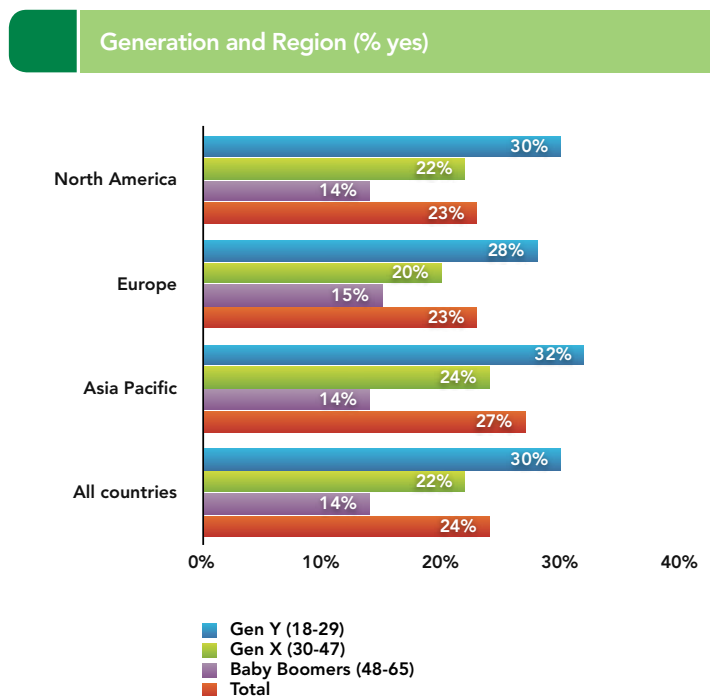
Do you believe the skills you currently have would be sufficient to enable you to start a business?





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## Do you plan to start your own business?

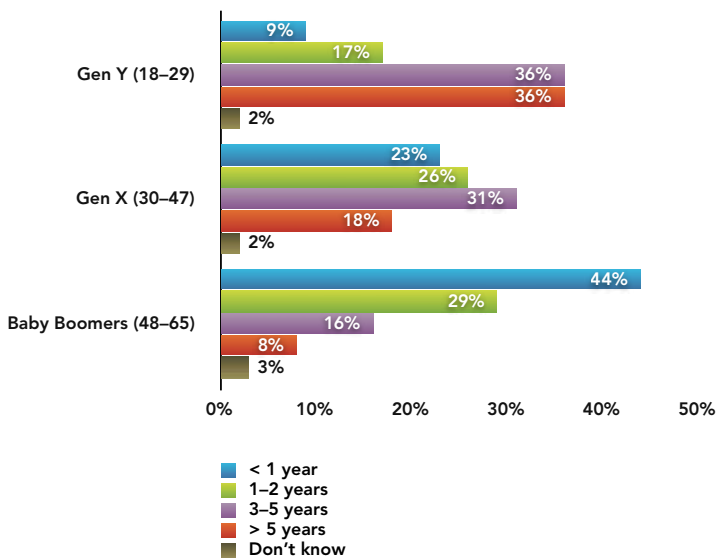




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If you do plan to start a business, what timeframe do you have in mind?

## Generation



## Region

