

The Adecco logo consists of the word "Adecco" in white, sans-serif font, centered within a solid red rectangular background.

better work, better life

# Press Release

## **Survey Findings Reveal Career Preferences & Expectations of Singapore's Workforce of Tomorrow: *'What Our Children Think!'***

Singapore, 5<sup>th</sup> January 2009: The results of a survey of 60 children conducted by Adecco Singapore, the Singapore subsidiary of the world's leading human resource and staffing services company, reveals that 88% of Singapore's workforce of tomorrow believe that it is more important to spend time with family than to make a large salary and lots of money, thus making family a priority over salary when considering work/life balance. An interesting finding when more children are seeing their parents working longer hours than they may have done in previous years.

The survey asked 60 children in Singapore, aged from 7 to 14, about their career and salary expectations. The most popular career choices are for becoming a Doctor, Lawyer, Teacher or joining the Singapore Police Force. One child that wants to become a Doctor, so that he can *'help treat people'*, expects to receive a monthly salary of S\$200. However, these worthy career choices compete with a wide array of other interesting possibilities, such as Violin Teacher, Forensic Scientist, Game Designer or a *'person that grooms pets'*.

One child surveyed is hoping to earn S\$24,000,000 per annum as a Rugby Player, whilst another wants to become a *'Food Taster'* as they *'love to eat'* and hope to get paid \$2000 a month for doing so. Another hopes to develop a career as a Pathologist as they have always *'been interested in dinosaurs'* and plans to earn enough to *'buy computer games'*.

Many children intend to go after the coolest job they can imagine, whilst others think the coolest jobs in the world, although not right for them, include being a Road Sweeper, Subway Sandwich Artist, Commando, Magician or a *'job that you don't need to train at and can just be yourself'*. One young child thinks that being the *'Boss Of Computers Like Bill Gates'* is the best job going.

Since being prime minister of Singapore is such an important job, the children were asked about the first 'three things they would do' if they became prime minister. Recurring themes included continual improvement of the environment and helping those most in need. Many children gave serious thought as to what they would do if they became prime minister:

- Ban 'holiday homework' on 'holidays'
- Ensure that everyone has food
- Cut everyone's salary and give it to me
- Ensure severe punishments for animal abusers
- Build more shopping centres
- Put an end to the financial crisis
- Buy lots of Pokemons
- Implement an island wide smoking ban
- Donate money to charity
- Give toys and money to my friends
- Save our natural habitats
- Give S\$180 to teenagers every month to go shopping with

Many children were knowledgeable beyond their years about how as Singapore's Prime Minister they would influence taxes, education, government and society in general. The country would be in good hands!

The most poignant parts of the survey were the 'Family' answers to the question "What is more important – to make lots of money or to spend time with your family?" The children surveyed clearly understand family values and the importance of the family unit – possibly influenced by conversations around the dining room table about the global economy and what lies ahead. Some of the more thought provoking responses to this question included:

- Money can't buy time with my family
- I love my family more than money
- Because they are *my* family
- Family can last you a lifetime

While this may not be the most scientific survey of the year, it comes at a time when the topics of jobs and careers are very much on the mind of Singaporeans. The survey shows that thoughts about work, responsibilities and quality of life, begin early on in children.

Lynne Ng, Regional Director for Adecco South East Asia, commented *"In as much as there is always humour in a survey like this, we are amazed at just how responsibly minded the surveyed children are. I was touched to see so many of the children choosing family over money and deeply appreciating the family that surround them. This to me was a reminder of the increasing need for work/life balance.*

*Based on the survey results, Adecco forecasts that our future workforce, with their foresight and creativity, will contribute significantly to the Singapore of tomorrow".*

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### **About Adecco**

Adecco S.A. is a Fortune Global 500 company and the global leader in HR services. Established in Singapore in 1985, Adecco Singapore offers a comprehensive range of services that includes temporary & contract staffing, permanent recruitment, outsourcing, executive search, leadership development, career management and outplacement. Services are delivered through a network of 17 offices and specialist divisions.

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