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Workers Satisfied With Company's Social Responsibility Are More Engaged and Positive, Study Shows

PURCHASE, NY – May 2, 2007 – Employees who are satisfied with their company's commitment to social responsibility have positive views about their employer in several other key areas – including its sense of direction, competitiveness, integrity, interest in their well-being, and employee engagement, according to a survey conducted by **Sirota Survey Intelligence**, specialists in attitude research.

70 percent of employees are positive about their employer's commitment to corporate social responsibility (CSR), according to the survey of 1.6 million employees from more than 70 organizations by Sirota Survey Intelligence (www.sirota.com).

Employees who have a favorable view of an organization's corporate social responsibility commitment are also positive about several factors important to its success, including:

- **Senior management's integrity**
- **Senior management's inspirational sense of direction**
- **Organization's competitiveness in the marketplace**
- **Company's interest in employees' well-being**
- **Employees' engagement or pride in their organization**

"Businesses that recognize the value of social responsibility often have employees who tend to be more satisfied with their jobs, adopt similar values, and become more committed to achieving success within the industry," said Douglas Klein, President of Sirota Survey Intelligence.

Integrity of Senior Management

Among employees with a positive view of their organization's CSR commitment, 71% also rate senior management as having high integrity. When employees are negative about their employer's CSR activities, only 21% rate senior management as having high integrity.

"Employee views of CSR are connected with a broader assessment of the character of senior leadership – meaning that management can be relied on to follow through on what they say," said Klein. "However, leaders who are seen as incapable of following through are unlikely to be regarded as being socially responsible."

Senior Management's Inspirational Sense of Direction

67% of employees who are satisfied with their employer's CSR commitment feel that senior management has a strong sense of direction. When employees are negative about their company's CSR activities, only 18% feel senior management has a strong sense of direction.

"Effective leaders connect the dots for their employees," said Klein. "When employees question the time or money spent on certain social initiatives or any other activities, an effective leader will demonstrate the strategic importance these programs play in supporting the interests of the business."

Employee Engagement

86% of employees who are satisfied with their organization's CSR commitment have high levels of engagement. When employees are negative about their employer's CSR activities, only 37% are highly engaged.

"A sense of pride is a major driver of both morale and business results, because people want to be associated with a successful organization that has a positive image," said Klein. "Insightful leaders recognize that strategic CSR enhances both morale, and higher morale contributes to better business results."

Interest In Employees' Well-Being

75% of employees who are satisfied with their company's commitment to CSR feel their employer is interested in their well-being. When employees are negative about their company's CSR commitment, only 17% say their company is interested in their well-being – the lowest finding in the study.

Social Responsibility/ 3

“Employees do not divide the moral compass of their company into one part for employees and another part for the community,” said Klein. “Their employers’ commitment to corporate social responsibility is critical in conveying that the organization acts in their best interests, and is dedicated to treating them fairly and equitably.”

Marketplace Competitiveness

82% of employees who are satisfied with their employer’s CSR commitment also feel their organization is highly competitive in the marketplace. When employees are negative about their company’s CSR activities, only 41% feel it is competitive in the marketplace.

“To employees, CSR and business success go together. Companies that enhance their reputations through CSR perform better, and generate greater employee loyalty from workers,” said Klein.

About Sirota Survey Intelligence

Founded in 1972, Sirota Survey Intelligence (www.sirota.com) specializes in attitude research. Headquartered in Purchase, NY, Sirota has conducted thousands of attitude surveys around the world that have helped organizations build strong, productive relationships with their employees, customers, communities, opinion leaders, investors, shareholders, suppliers, and other publics. The major results of their surveys have been summarized in ***The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want*** (Wharton School Publishing www.enthusiasticemployee.com).

Compiled since 1972 and continuously updated, Sirota’s multi-national, multi-industry database comprises data from millions of employees collected through the firm’s employee survey research (predominantly among the Fortune 500). It is possible that the results from the companies in Sirota’s database are more favorable than a national probability sample.