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Corporate Social Responsibility Contributes To Bottom Line, Improves Worker Engagement And Customer Loyalty, Says Sirota Survey

PURCHASE, NY – June 18, 2007 –Corporate social responsibility contributes positively to a company's bottom line, as well as increases employees' pride, their engagement in their jobs, and customer loyalty, according to a survey conducted by **Sirota Survey Intelligence**, specialists in attitude research.

Despite these benefits, almost half (47%) of respondents do not feel their organizations are implementing a comprehensive and coherent CSR strategy, according to the survey of more than 200 human resource professionals.

"Most respondents feel an effective CSR program delivers significant benefits to an organization, said **Douglas Klein, President of Sirota Survey Intelligence** (www.sirota.com). "However, while more than seven out of 10 (71%) of respondents feel CSR should be a top priority, 47% do not feel their organizations are tapping the full potential of a comprehensive and effective CSR program," Klein added.

According to the survey, respondents outlined these benefits of an effective and comprehensive CSR program:

- **Good for the bottom line (87% of respondents)**
- **Generates a greater sense of employee pride and results in greater employee engagement (85%)**
- **Enhances customer loyalty (84%)**
- **Attracts new customers (80%)**
- **Minimize the costs and consequences of regulatory activist pressures (65%)**

Two-thirds of respondents expect their organizations to intensify their CSR focus within the next three years, according to the survey. "There is, nonetheless, a significant minority (34%) who do not believe that leading

Employees Losing Enthusiasm/ 2

employers will improve their dedication to corporate social responsibility," Klein said.

Other research by Sirota Survey Intelligence showed that 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. (http://www.sirota.com/pressrelease/5-CSR_Release_050207.pdf)

70% of employees have a positive view of their organization's CSR policies, according to a study of 1.6 million employees from more than 70 organizations by Sirota Survey Intelligence.

Of those who are satisfied with their employer's CSR commitment:

- 86% have high levels of engagement
- 82% feel their organization is highly competitive in the marketplace
- 75% feel their employer is interested in their well-being
- 71% rate senior management as having high integrity
- 67% feel that senior management has a strong sense of direction

"The first step to capturing the considerable benefits of CSR activities is for the organization to raise awareness in the executive suite," said Klein. "This can be achieved by clarifying the positive relationships between CSR and various aspects of organizational effectiveness and sustained business success."

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.