



EMPLOYEE INSIGHT REPORT

Executive Summary ■ No. 12

Corporate Social Responsibility Efforts Are Recognised By Employees

Research conducted by the Kenexa Research Institute (KRI), evaluated UK workers' perceptions of their organisations with regard to corporate social responsibility.

Corporate social responsibility (CSR), a strategic corporate initiative that has been receiving an increased amount of attention, provides more benefits to an organisation than simply reducing costs by recycling and giving back to the community. As stated in earlier research by the Kenexa Research Institute, actively participating in CSR efforts is related to higher employee engagement levels and more favourable views of senior management.

Results in the United Kingdom indicate that an organisation's CSR efforts also positively affect an employee's personal outlook of the future, satisfaction with their job and confidence in the company's future. Employees who rate their organisation as having a strong CSR culture outscored those who viewed their company's CSR activities as weak on each of these key indicators. Furthermore, employees who work in a strong CSR culture are more favourable toward their colleagues' willingness to do the very best for the organisation, and have more favourable views of their company's ability to motivate people to work hard and put in extra effort.

CORPORATE SOCIAL RESPONSIBILITY, A STRATEGIC CORPORATE INITIATIVE THAT HAS BEEN RECEIVING AN INCREASED AMOUNT OF ATTENTION, PROVIDES MORE BENEFITS TO AN ORGANISATION THAN SIMPLY REDUCING COSTS BY RECYCLING AND GIVING BACK TO THE COMMUNITY. AS STATED IN EARLIER RESEARCH BY THE KENEXA RESEARCH INSTITUTE, ACTIVELY PARTICIPATING IN CSR EFFORTS IS RELATED TO HIGHER EMPLOYEE ENGAGEMENT LEVELS.

Favourability regarding their organisation's CSR initiatives varies notably across industries. Workers in the accounting/legal, financial services and public sector industries are the most favourable while workers in light manufacturing, transportation services and the food industries are the least favourable.

Executives, senior managers and those in professional positions have more favourable views of their employer's support for CSR while those who are equipment operators and those in the crafts/skills trades have the least.

Those workers who are the newest to the organisation, as well as, those who are the youngest in terms of age, have more favourable views of the organisation's CSR activities.

"Corporate social responsibility programmes strategically connect employers to their communities and relevant causes. Our research reflects that employees are keenly aware of their employers' corporate social responsibility efforts, and that there is a direct connection between CSR and employee satisfaction," said Vernon Bryce, European Operations Director, Kenexa.

DATABASE OVERVIEW

The Kenexa WorkTrends™ database is a comprehensive normative database of employee survey results with comparisons on topics including leadership, employee engagement and customer orientation from workers in Brazil, China, Germany, India, the United Kingdom and the United States.

STUDY DETAILS

The WorkTrends survey questions were designed specifically to evaluate how workers view their organisations with regard to corporate social responsibility initiatives. The questions asked were:

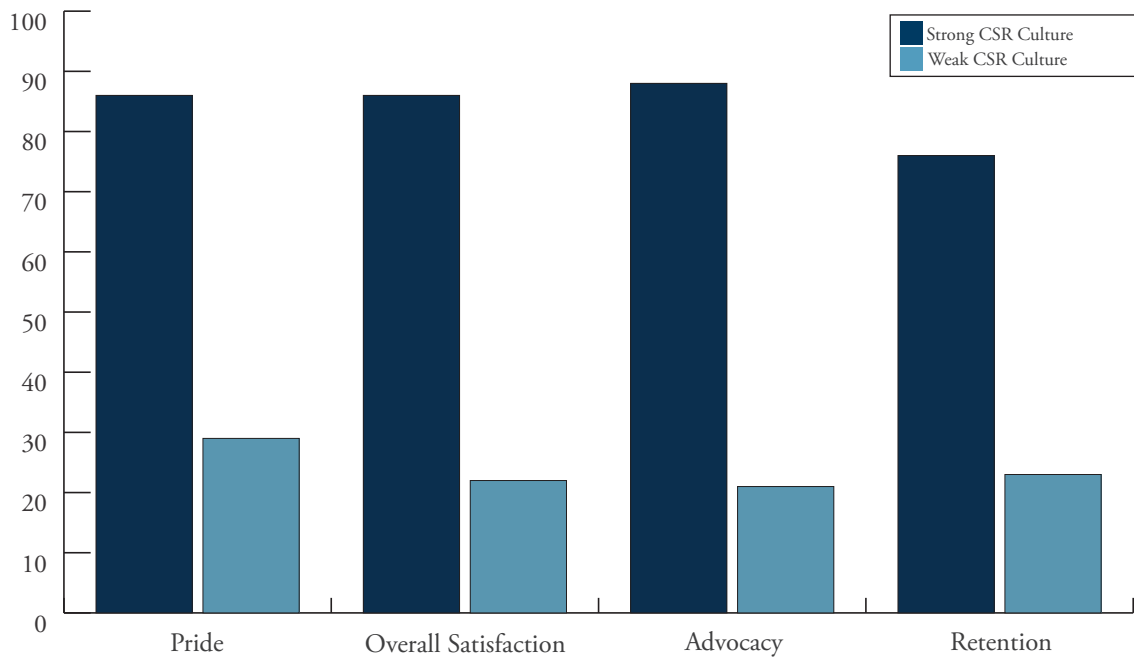
- My company does a good job of contributing to the communities in which we live and work.

- My company’s commitment to social responsibility (e.g. community support, protecting the environment, etc.) is genuine.
- My company’s corporate social responsibility efforts have increased my overall satisfaction with working here.

Opinion items were rated using a 5-point Likert-like scale. The % favourable is the percentage of people who chose either of the two most positive answers (typically “strongly agree” or “agree”).

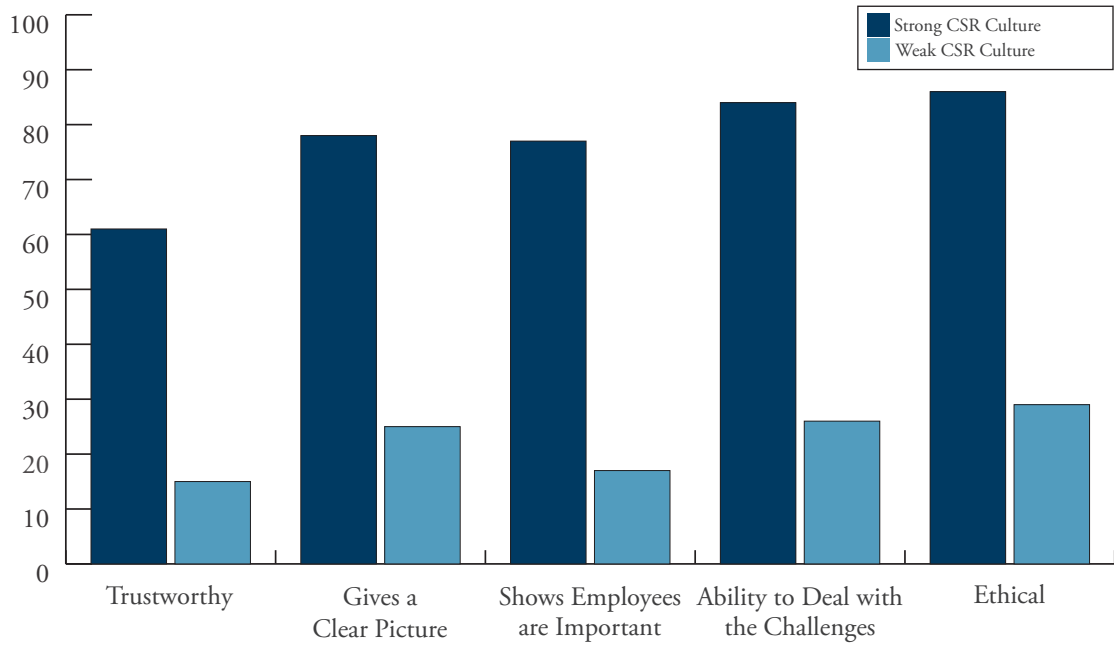
The CSR Index is calculated by averaging the percentage of favourable responses across these three items. This results in a single score that reflects the overall strength of an organisation’s corporate social responsibility culture as perceived by its employees.

EMPLOYEE ENGAGEMENT



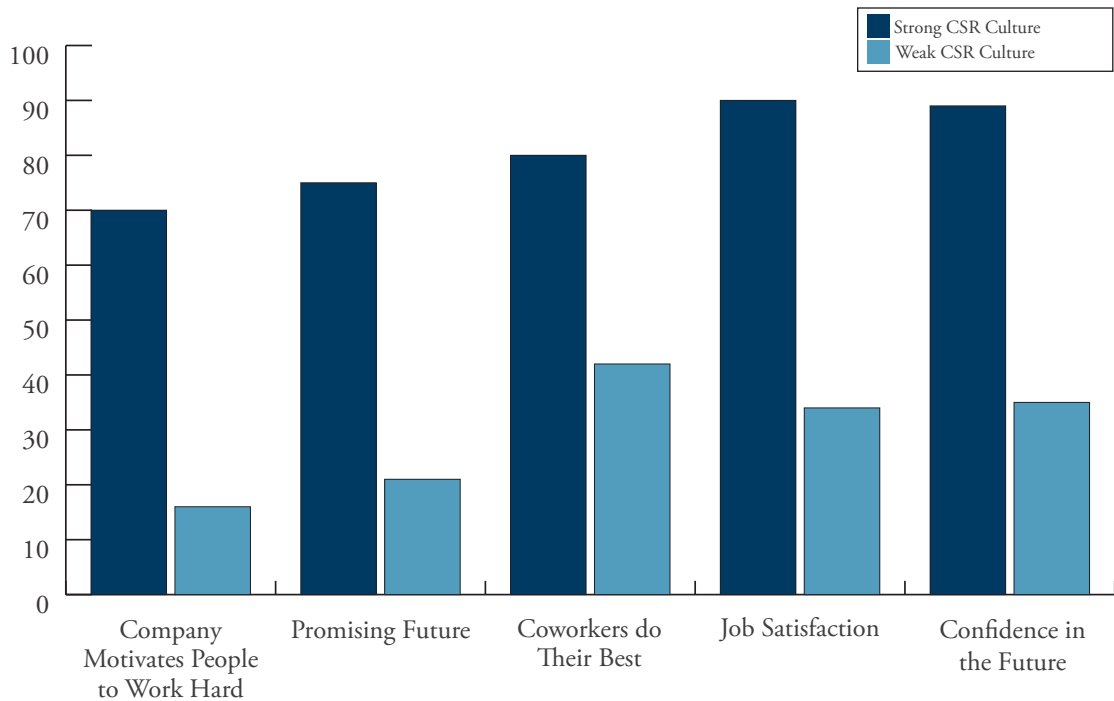
Note: Values represent percent favourable.

VIEWS OF SENIOR MANAGEMENT



Note: Values represent percent favourable.

KEY PERFORMANCE INDICATORS



Note: Values represent percent favourable.

INDUSTRIES

CSR Index	% Favourable
Accounting/Legal	53
Public Sector	52
Financial/Insurance	47
Health Care Services	46
Health Care Products	45
Construction/Engineering	45
Banking Services	44
Other/Farming/Forestry	44
Other Personal Services	44
Electronics and Computer Manufacturing	43
Retail/Wholesale	41
Education	39
Heavy Manufacturing	34
Business Services	32
Restaurant/Hotel Lodging	28
Communication Services	28
Food Industry	27
Transportation Services	22
Light Manufacturing	18

JOB FUNCTIONS

CSR Index	% Favourable
Executive/Senior Manager	53
Professional/Technical	48
Sales/Service	42
Clerical	42
Manager/Supervisor	42
Operative/Labourer	23
Crafts/Skills Trades	18

AGE

CSR Index	% Favourable
18-24	50
25-34	46
45-54	38
55+	38
35-44	37

TENURE

CSR Index	% Favourable
<1	50
1-2	48
11-15	46
3-5	42
6-10	35
>15	35



ABOUT KENEXA

Kenexa provides business solutions for human resources. We help global organizations multiply business success by identifying the best individuals for every job and fostering optimal work environments for every organization. For more than 20 years, Kenexa has studied human behavior and team dynamics in the workplace, and has developed the software solutions, business processes and expert consulting that help organizations impact positive business outcomes through HR. Kenexa is the only company that offers a comprehensive suite of unified products and services that support the entire employee lifecycle from pre-hire to exit.

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