

Employment Cost of a Bad Reputation Survey A Study by Corporate Responsibility Magazine

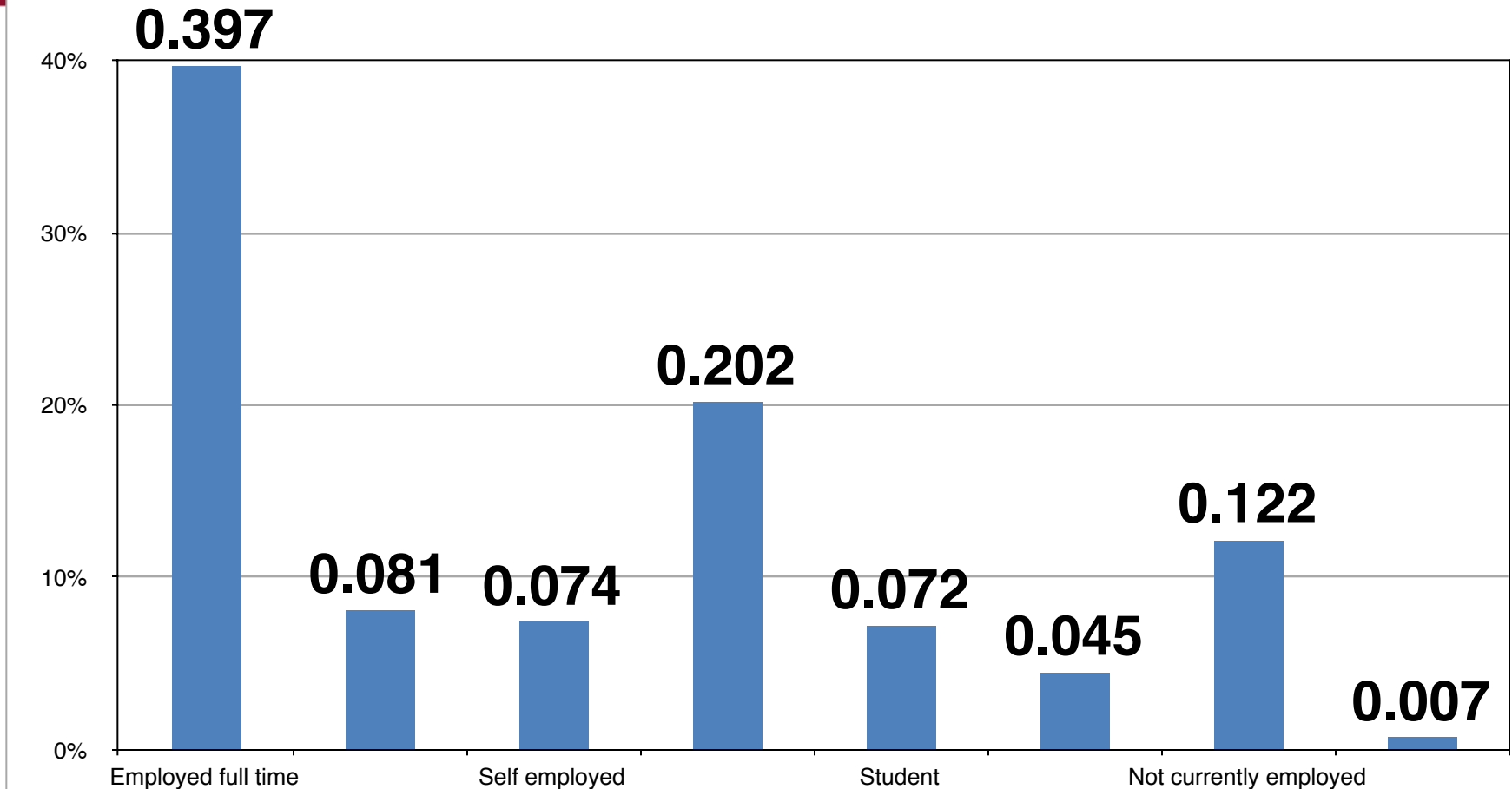
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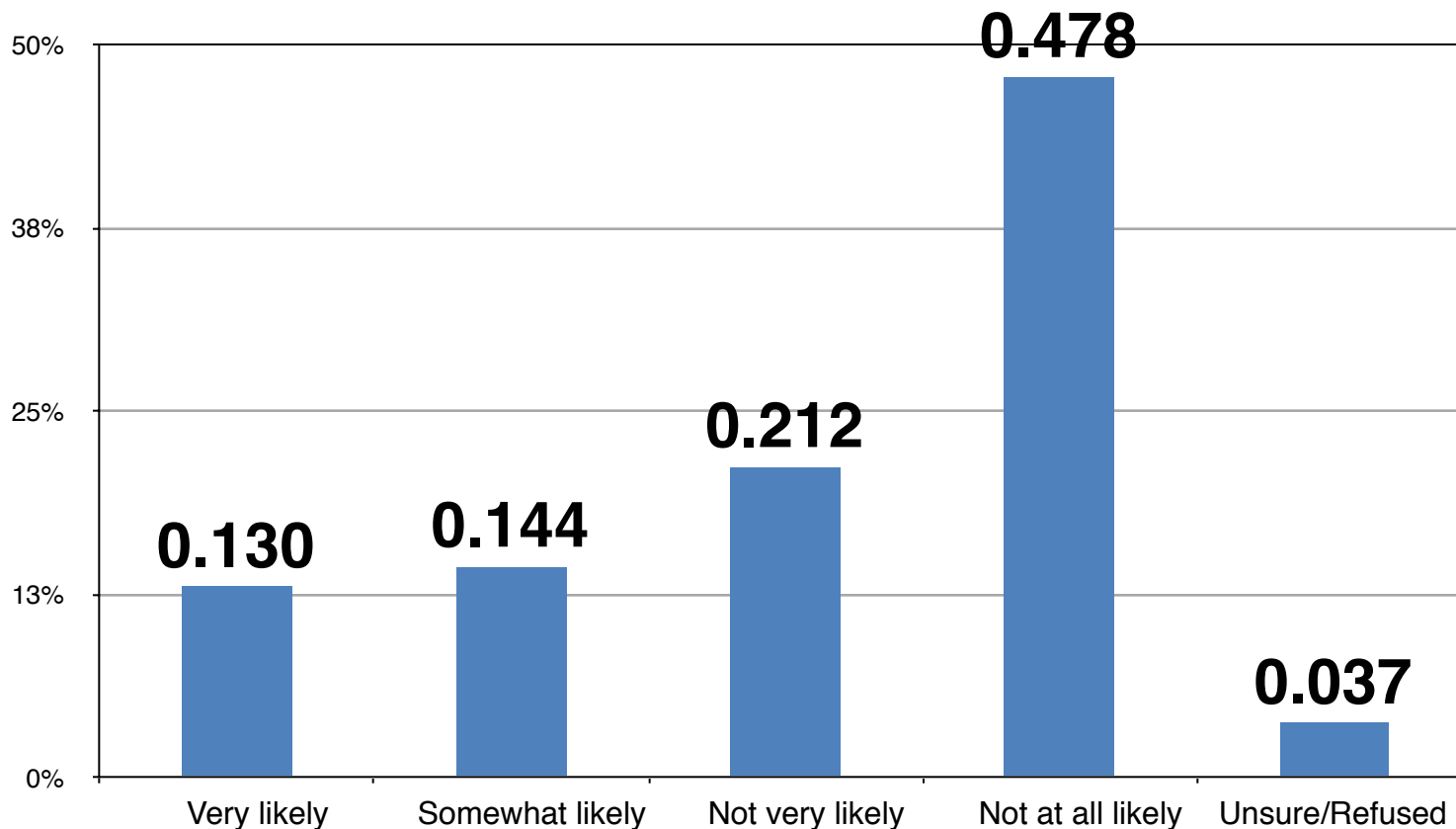
ALLEGIS
GROUP SERVICES.

- **Each Year CR Magazine performs a study of people in the US both employed (552) and unemployed (458) to determine how reputation impacts their decisions to accept jobs**
- **Job related response for companies with bad reputations will increase recruiting cost due to the greater difficulty to source, offer and on-board new hires**
- **While recruiting expense increases are in the millions of dollars of extra cost, this great expense is literally**

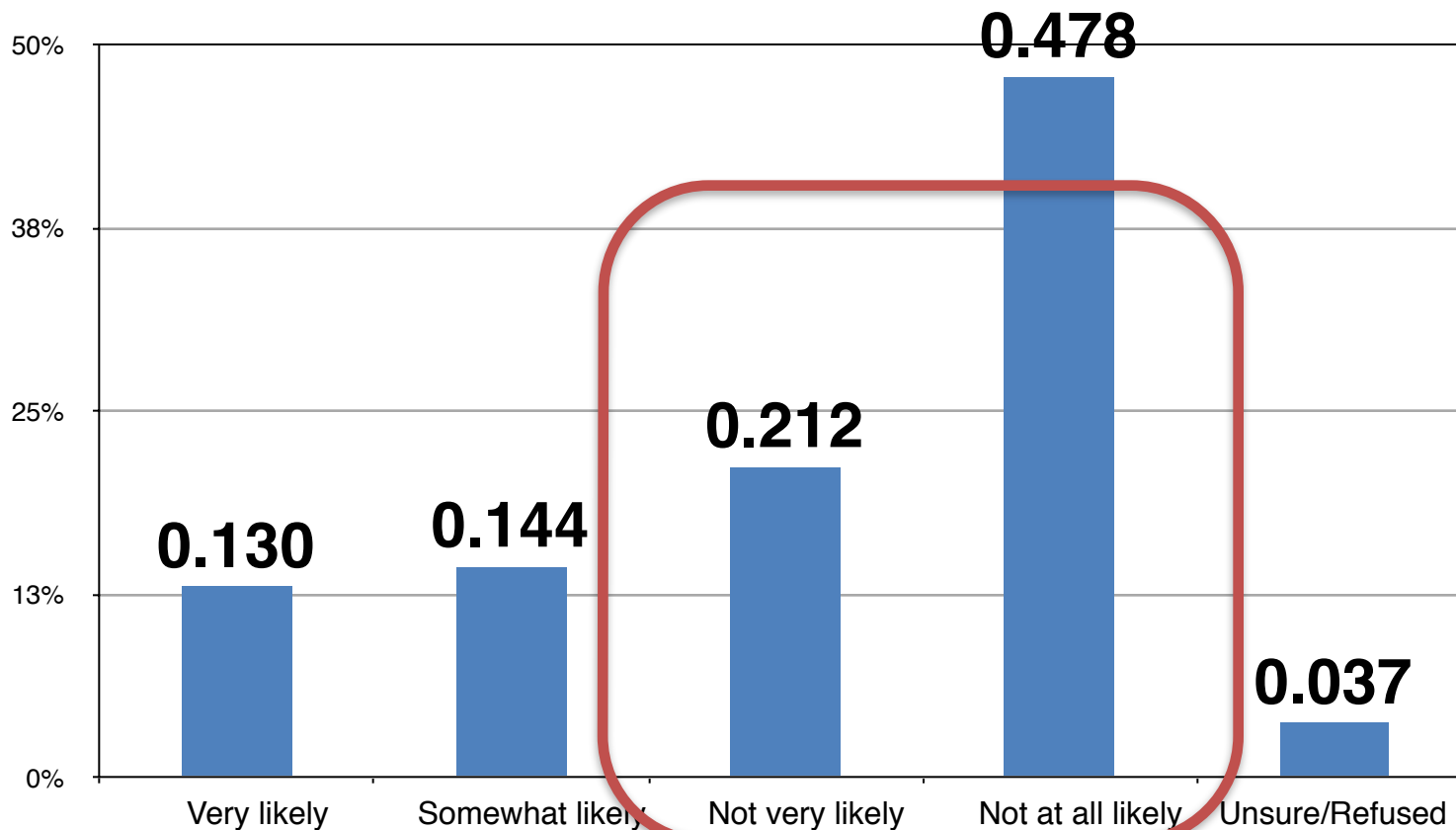
Which of the following best describes your current employment status? Are you..



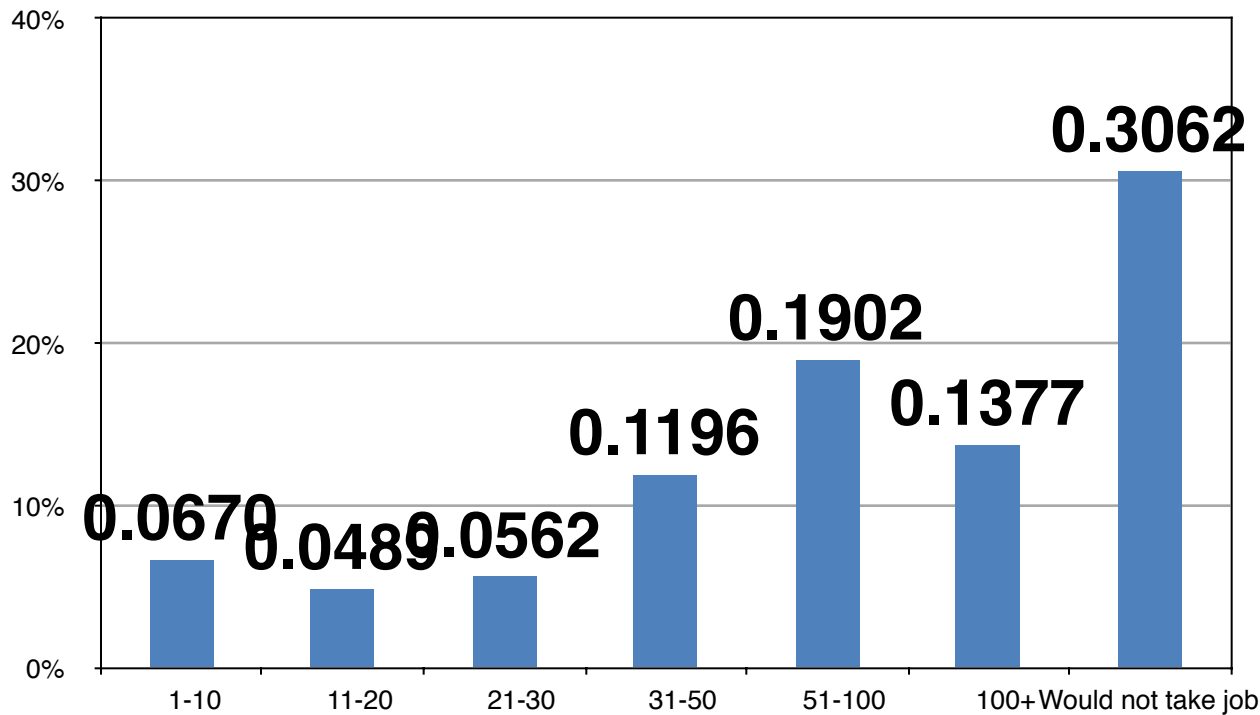
Likelihood of Accepting a Job Offered by Company w/Bad Reputation if UNEMPLOYED



Likelihood of Accepting a Job Offered by Company w/Bad Reputation if UNEMPLOYED



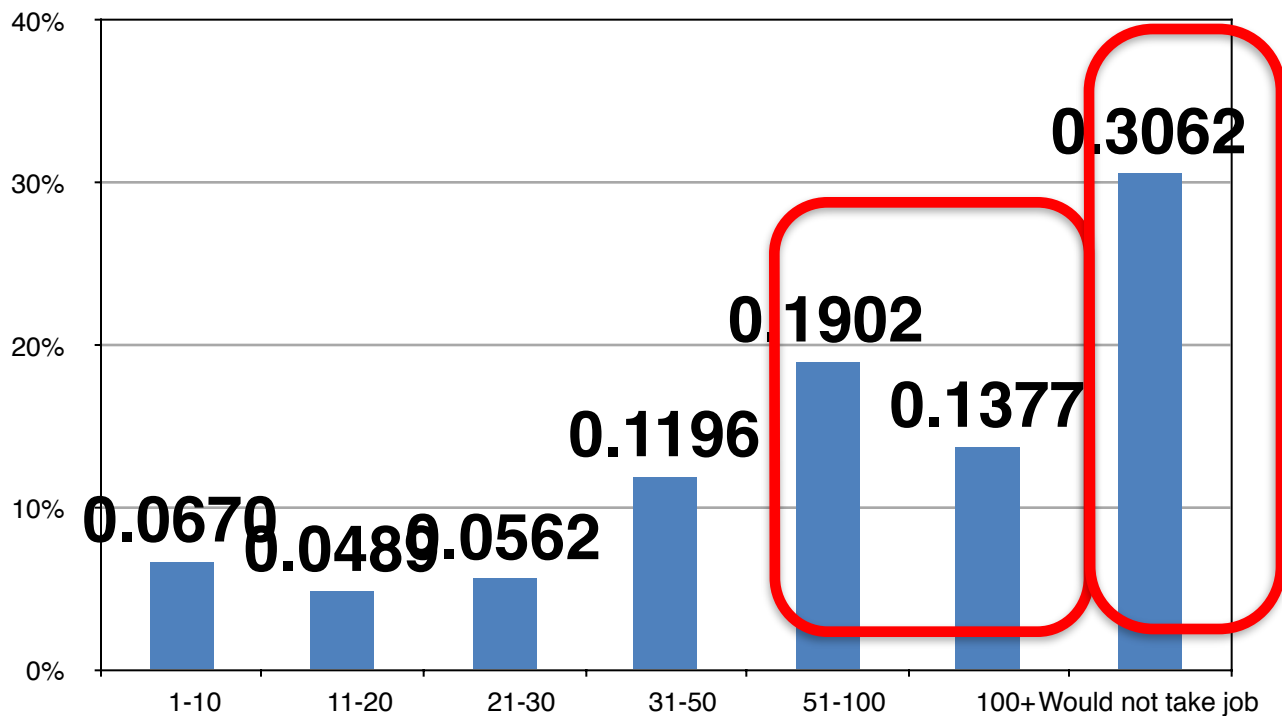
How much more pay would a company w/ BAD REPUTATION have to give in order for you to



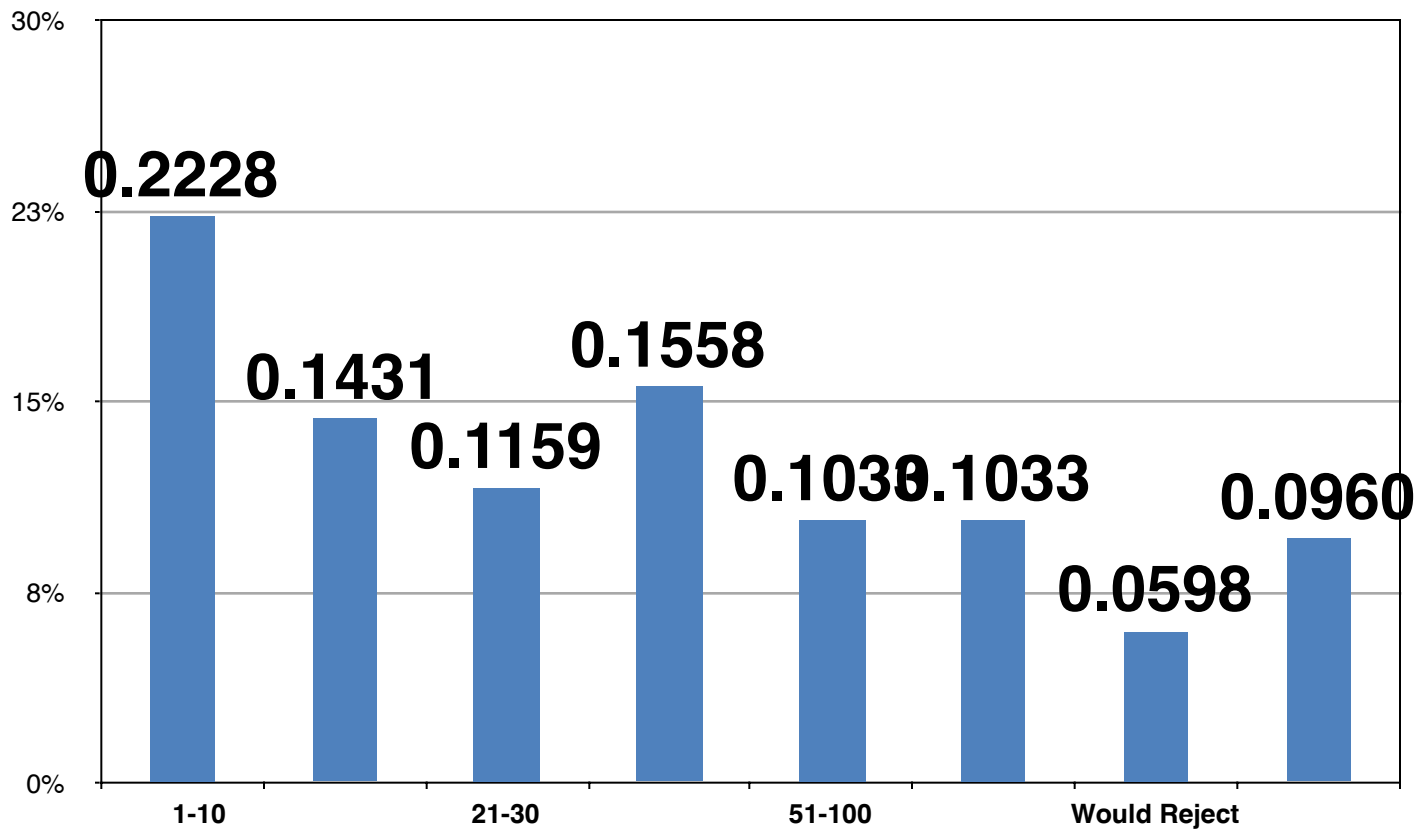
How much would a company w/ BAD REPUTATION have to give in order for you to

33% would need 50%+ increase

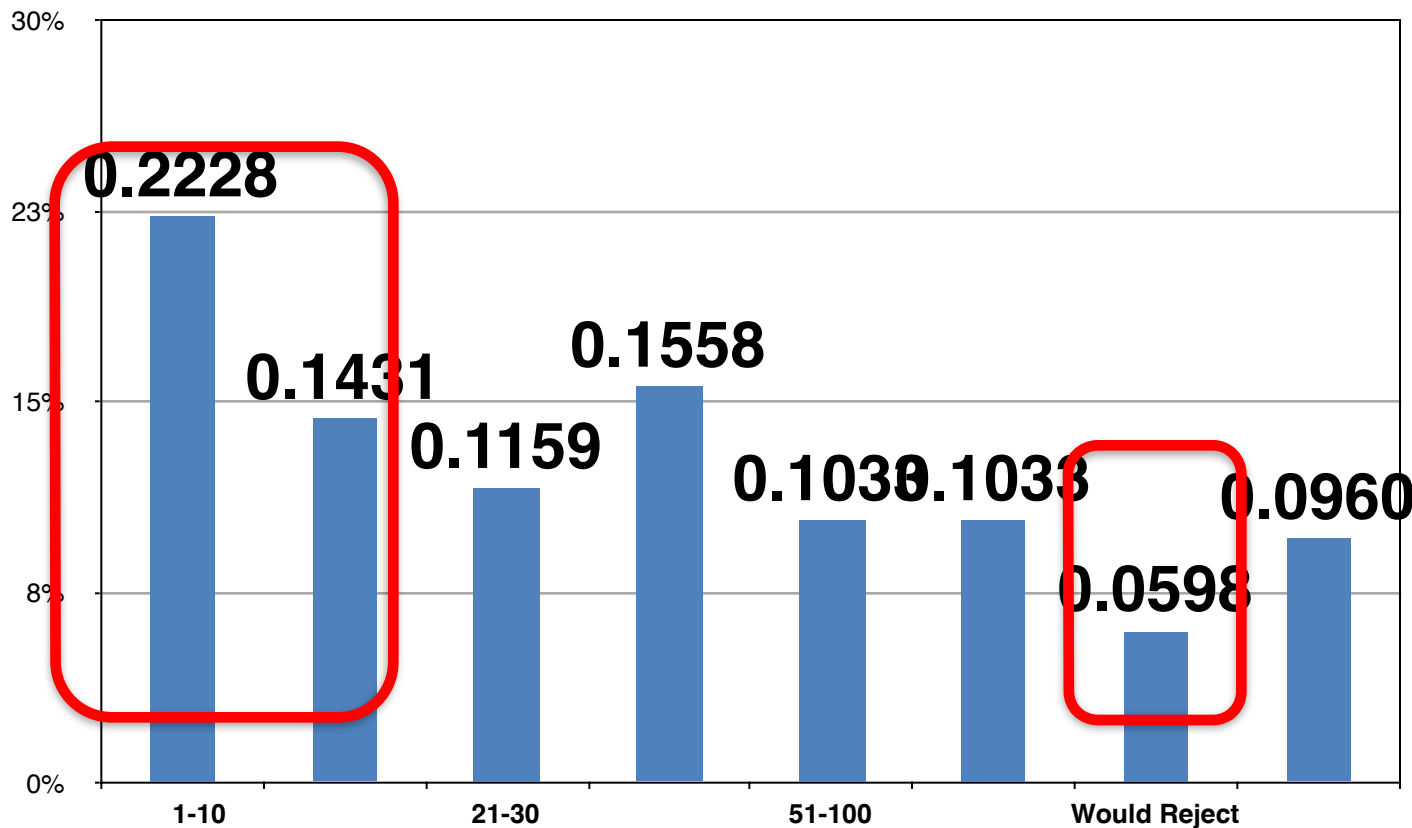
31% would JUST NOT ACCEPT



How much pay increase would a company w/ an EXCELLENT REPUTATION have to give you in order to attract you?



How much increase would a company w/ an EXCELLENT REPUTATION have to give you in order to...



- 36% would move for 0% to 20% increase to a company with excellent reputation vs. 12% to company with bad reputation

- Only 6% would reject vs. 31%

- **Prospective employees are three times (36% vs 12%) more likely to accept an offer of up to a 20% increase if it comes from company with a good reputation**
- **33% of Prospective employees would require above a 50% increase to accept an offer from a company with a bad reputation versus 20% of prospective employees looking at an offer from a company with a good reputation**
- **Prospective employees are five times (31% vs 6%) more likely to just refuse to consider an offer from a company with a bad reputation**

- There is more demographic breakdown data available based on ethnicity and gender and we will be making reports available in the next few weeks.
- For the report, please contact Vince Albergato (vince.albergato@sharedxpertise.com) or join the CROA to receive a free copy (Allie.Williams@SharedXpertise.com)

Something to think about:

**WHAT DO PROSPECTIVE
EMPLOYEES THINK ABOUT
YOUR REPUTATION?**