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Employers Still Missing Out on Opportunity to Act on Employee Feedback

*Nearly half fail to make changes following employee surveys,
2nd Annual Employee Survey from Opinion Research Corporation Finds*

PRINCETON, NJ – June 25, 2008 — Corporate America continues to miss out on vital feedback and ideas from its own workforce, according to Opinion Research Corporation’s annual employee research survey. Not only do 44 percent of companies fail to carry out employee surveys (47% in 2007), nearly half (46%) of those that did implement surveys neglected to make any changes to the organization as a result of the feedback, compared with 44% in 2007.

The survey of 1437 respondents found that companies in the South were most likely to conduct employee surveys (57%) and companies in the North Central* region were least likely to take action following employee surveys (52%), compared with 42% in the West.

“Your employees hold the key to your success,” said Terry Reilly, Director of the Employee Engagement practice at Opinion Research Corporation US. “An employee survey gives them the opportunity to let their feedback be heard and become part of the ongoing strategy of the organization.”

The findings indicate that there is a strong correlation between an organization’s responsive action to employee survey feedback and positive employee perception. At those companies that acted on the results from employee surveys, 84% of employees felt that the changes positively affected them personally, an increase from 74% in 2007.

Despite the majority of respondents reporting a positive change as a result of their feedback, almost a quarter (23%) felt that change was not communicated well in the work place. Three quarters of respondents or 75% were aware of changes affecting their work and the reasons behind them, and 62% had the opportunity to contribute their views before changes to their job were made.

A similar study of the UK market revealed stark contrasts in change management on each side of the Atlantic. Only 32% of respondents in the UK felt that change was managed effectively in their organization, compared with 63% in the US. What’s more, only 43% had the opportunity to contribute their views before changes were made to their job, versus 62% in the US.

“Ineffective management of change within an organization can lead to increased uncertainty in the workforce,” continued Reilly. “Offering employees the opportunity to voice their opinions before change is implemented can significantly improve employee engagement, and, in turn - the success of the organization.”

* North Central region includes: Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* company, has offered innovative solutions to the toughest market research challenges of clients worldwide since 1938. ORC's Employee Engagement practice helps client companies engage, retain and improve the productivity of their workforce. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit www.opinionresearch.com.

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