



Opinion Research Corporation

902 Carnegie Center, Suite 220
Princeton, NJ 08540

Worldwide Headquarters: (609) 452-5400 • Fax (609) 419-1892
Internet: www.opinionresearch.com

CAROLYN WERBLER, ORC USA
Phone: (609) 452 5258

CAROLINE HARRIS, CJP COMMUNICATIONS
Phone: (212) 279-3115 ext. 222

Employers May Face Rude Awakening When Job Market Opens Up Latest Ouch Point® Study from Opinion Research Corporation Finds

Most Employees Entertain Thoughts of Leaving Job For New Opportunities

PRINCETON, NJ – December 1, 2009 – According to the latest Ouch Point survey from Opinion Research Corporation, an *infoGROUP* company (NASDAQ: IUSA), employers may face an exodus of workers once the job market improves. The vast majority (80 percent) of those respondents who are currently employed would consider leaving their current job if presented with other opportunities. Fully one quarter of respondents (25 percent) said they have plans to leave their present employer once the job market stabilizes. Employees in the 18-34 age bracket were found likeliest to change jobs (36 percent).

“Given the high percentage of respondents who would consider leaving their present positions to pursue other opportunities, many employers may find themselves faced with serious turnover issues when the job market opens up,” said Lisa Wojtkowiak, of ORC’s Employee Engagement practice. “To prevent this, employers will need to focus on increasing their employees’ level of engagement,” she continued. “Even if they don’t intend to leave, disengaged employees can undermine the success of an organization by wreaking havoc in two significant ways. First, they are not strongly committed to achieving a company’s goals and objectives, and may not be motivated to act in accordance with its mission and values. Second, they tend to create a less than favorable impression of their company as a potential employer in the marketplace.”

According to the study findings, only 19% of respondents are happy with their current employer. “Happy employees will act as advocates for an organization, and this advocacy is critical to building a strong employer brand,” Wojtkowiak continued. “Without a strong brand, employers will have a challenging time attracting and retaining top talent.”

What would it take for employees to remain with their current organization if other opportunities arose? For well over half (64 percent) of respondents, an increase in pay would do the trick. Forty-six percent would consider staying for an increase in benefits, while 40 percent would hang on for a promotion. More work-life balance represented a somewhat less appealing enticement to stay on (31 percent).

Other findings from the survey revealed that those in the Northeast region are likelier to leave their current positions (32 percent) once the job market stabilizes. Thirty-four percent said their company has cut back on special perks such as comp time, onsite daycare, and half day Fridays, and 60 percent did not expect their company to either add or reinstate special perks when the economic situation improves.

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This release presents the findings of two telephone surveys conducted among a national probability sample of 2,009 adults comprising 1,005 men and 1,004 women 18 years of age and older, living in private households in the continental United States. Interviewing for these surveys was completed during November 6-9 and 12-15, 2009.

About Opinion Research Corporation

Opinion Research Corporation (ORC) is a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC, visit www.opinionresearch.com.

About The Ouch Point® Series

ORC's Ouch Point® series examines the tolerance thresholds of Americans in common scenarios they face daily in both their professional and personal lives. For more information, visit www.orc-ouchpoint.com.

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