



It's everybody's business.

Corporate Leaders and America's Workforce on Domestic Violence

Summary of Findings

September 25, 2007

Background

- **This report presents findings from two parallel studies conducted during August and September 2007 by Penn, Schoen and Berland for Liz Claiborne and its corporate partners Safe Horizon and Corporate Alliance to End Partner Violence.**
 - **“Corporate Leaders on Domestic Violence” was conducted among a random and representative sample of 200 CEOs or an official designee who work at Fortune 1,500 companies. Respondents were provided with the option of conducting the study over the phone or online but identical questionnaire were used for each method. The margin of error is +/- 6.9%. This is the third study conducted among CEO executives on the subject of domestic violence.**
 - **“America’s Workforce on Domestic Violence” was conducted by phone among a random and representative sample of 503 employees who work at Fortune 1,500 companies. The margin off error is +/- 4.4%.**

Major Findings on Domestic Violence - 1

- **CEOs and employees say that domestic violence is a serious problem in our society.**
- **More CEOs than employees say they know someone at work affected by domestic violence.**
- **CEOs and employees recognize the harmful effects domestic violence has on the workplace.**
 - **Although employees are more likely to recognize them, CEO perceptions of its harmful effects has increased sharply.**
- **Employees are more likely than CEOs to say that companies should play a major role in addressing the issue; but CEO perceptions are changing.**
- **A communications gap exists: most CEOs say their companies offer domestic violence programs but nearly half of employees don't know it.**

Major Findings on Domestic Violence - 2

- **The average CEO thinks 6% of his or her employees are victims; employees say the number is nearly three times higher. This perceptual gap is important.**
 - **CEOs say the major barrier to addressing domestic violence is a perception it is not a major problem at *their* company and few employees are victims.**
 - **Employees say the personal nature of domestic violence and costs are the largest barriers. Cost is not an issue for CEOs.**

- **Gaps in awareness and perceptions between CEO and employees have far-reaching consequences.**
 - **The belief among CEOs that “domestic violence does not happen at my company” is a major roadblock. This helps explain why they do not believe corporations should play a major role.**

Major Findings on Domestic Violence - 3

- **It is critical to open up lines of communications between CEOs/senior management on the issue of domestic violence.**
 - **Employees recognize that what prevents their companies from increasing their commitment to domestic violence is that they are not asking for or demanding programs.**
 - **CEOs say they would increase their commitment if asked; this would indicate to them that this is a problem among their employees.**

- **If employees ask for programs, CEOs will deliver.**
 - **CEOs say they will much more likely to increase their commitment to addressing domestic violence if women employees ask for it.**

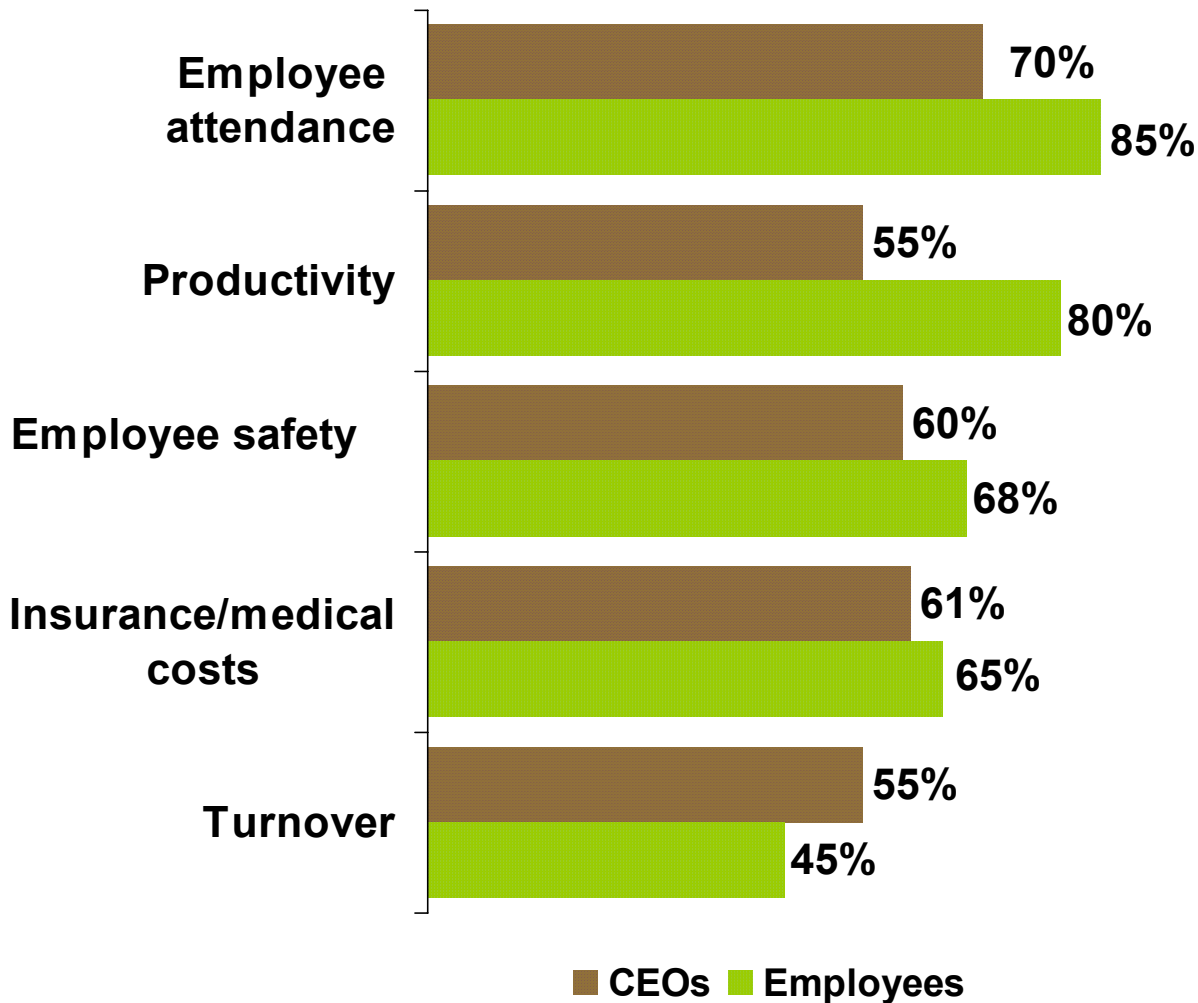
Domestic Violence is a Major Problem; Many CEOs and Employee Know People Personally Affected

- **63% of CEO and 81% of employees say domestic violence is a major problem in our society.**
 - **CEOs consider it it more serious than homelessness (61%) , inadequate healthcare (60%), illiteracy (54%), alcoholism (49%) and racial discrimination (39%).**
- **58% of CEOs and 41% of employees are aware of employees/co-workers affected by domestic violence.**
 - **Among CEOs, awareness of employees affected by domestic violence has increased 18% since 1994 (40%).**

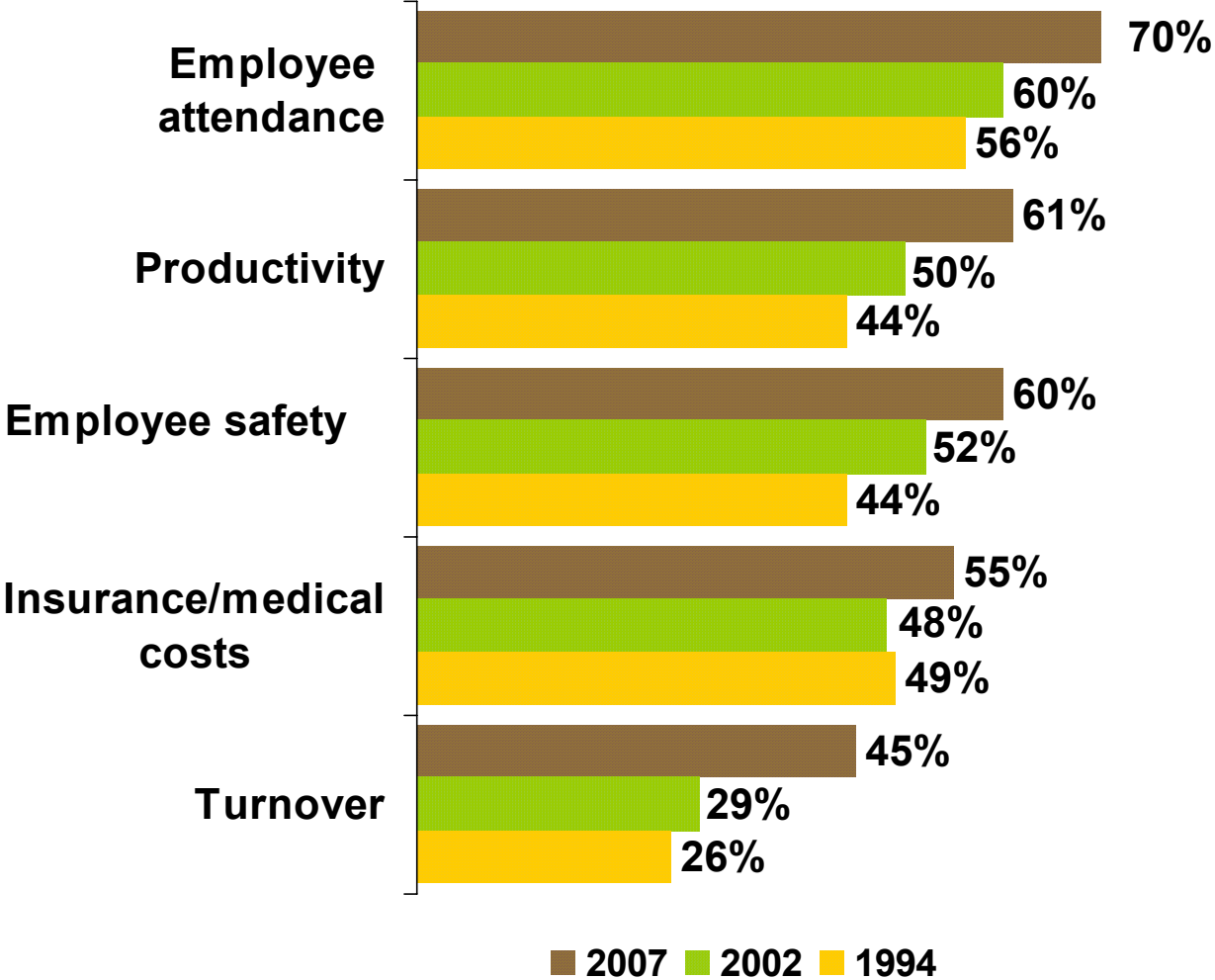
Domestic Violence Affects the Bottom Line and Has Many Harmful Effects on Workplace

- **43% of CEOs and 91% of employees say domestic violence negatively impacts the the bottom line,**
 - **These differences aside, very large majorities of CEOs and employees recognize the harmful effects of domestic violence in the workplace ,**
- **Awareness of harmful effects among CEOs in increasing in such areas as:**
 - **Employee attendance.**
 - **Productivity.**
 - **Employee safety.**
 - **Insurance and medical costs.**
 - **Turnover.**

CEOs and Employees Agree that Domestic Violence Has Harmful Workplace Effects (2007)



Recognition by CEOs of the harmful Effects of Domestic Violence in the Workplace is Increasing



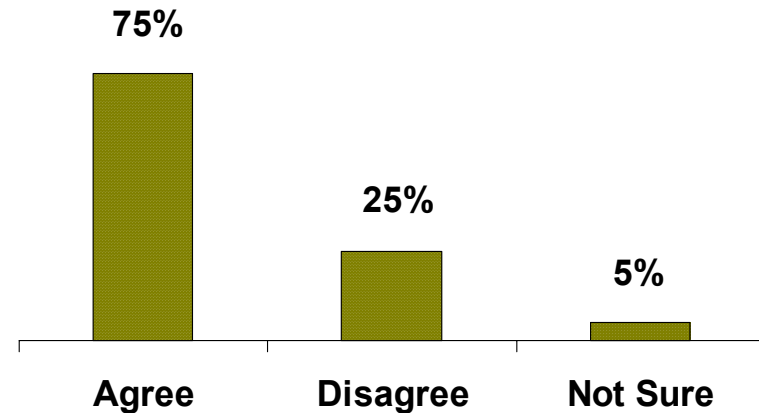
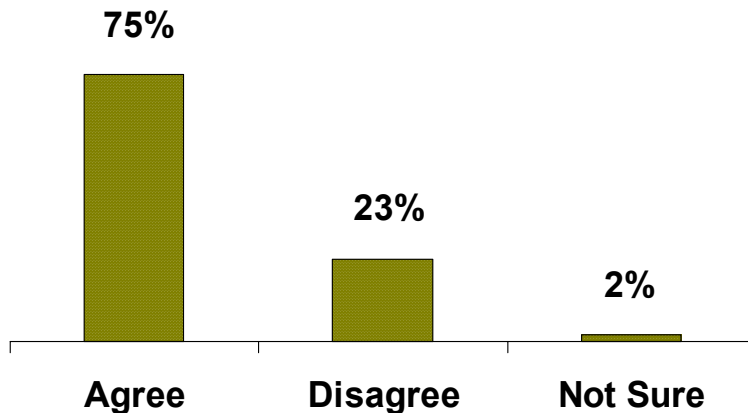
Role of Companies in Addressing Domestic Violence

- **Employees are much more likely than CEOs to say that companies should play a major role in addressing domestic violence.**
 - **84% say that business must be part of the solution in addressing domestic violence.**
 - **90% say it is appropriate for companies to offer programs and services that address the issue of domestic violence.**
 - **75% say they want companies to be more active in addressing the issue of domestic violence.**
- **Only 13% of CEOs say companies should play a major role, similar to 2002 (12%) and 1994 (12%).**
 - **But CEO attitudes are shifting (next slide).**

Changing CEOs Perceptions About the Role Companies Should Play in Addressing the Issue

The dialogue on domestic violence is changing and more corporations are starting to pay attention to the issue. (2007)

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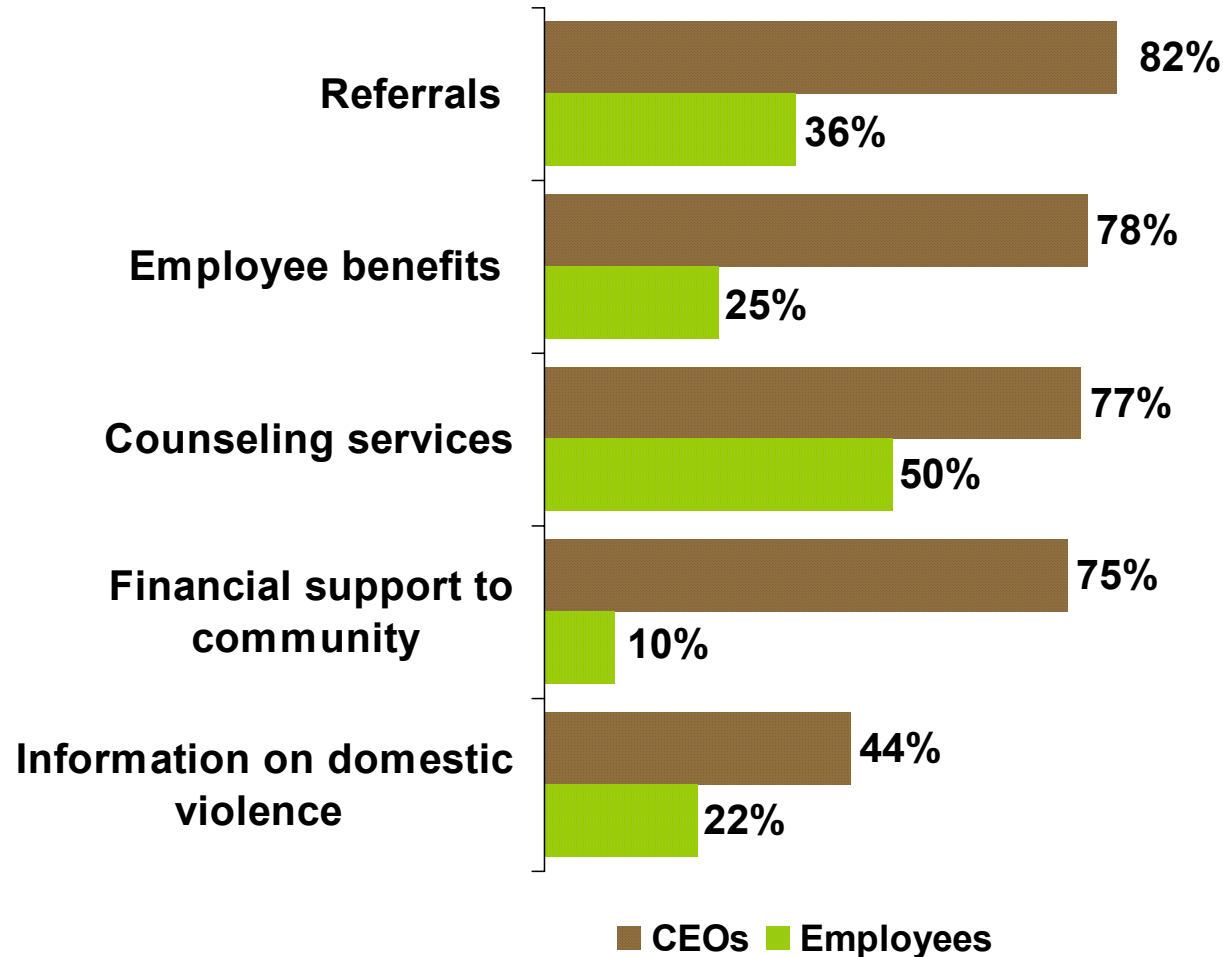


A Large Majority of CEOs Say Their Companies Offer Programs; Employees Don't Know It

- **72% of executives say their companies offer programs and services that address domestic violence but less than half of employees (47%) are even aware of this fact.**
- **More than 70% of CEOs say their companies offer:**
 - **Referrals to other organizations that can help employees deal with domestic violence.**
 - **Employee benefits that cover the cost of in-depth help related to domestic violence.**
 - **Counseling services, including an 800# employees can call for help.**
 - **Financial support to community organizations that address problems of domestic violence.**

Gap: CEOs Say Companies Offer Domestic Violence Programs; Employees Unaware

(Percentage of CEOs/employees who say company offers programs)

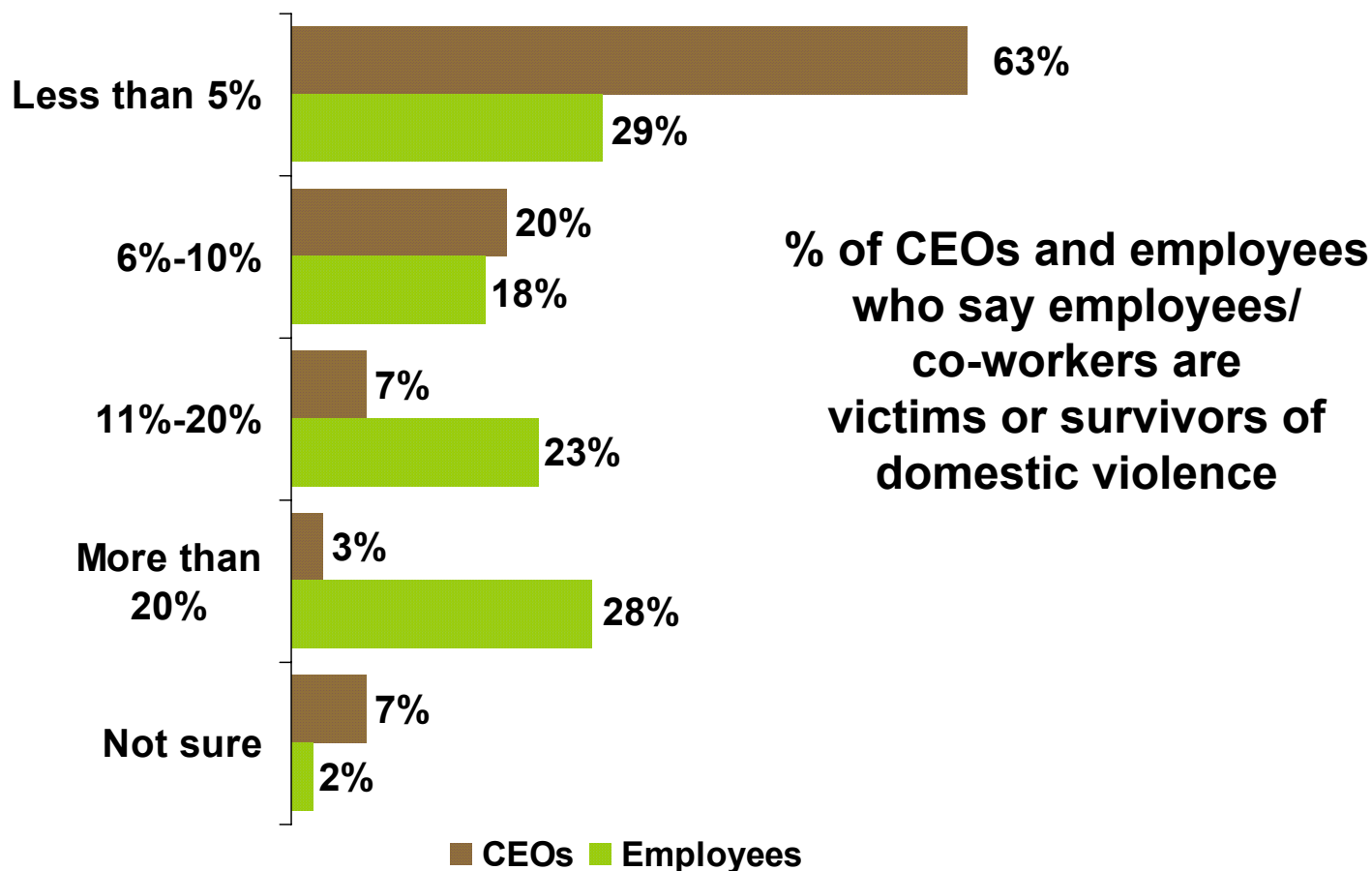


CEOs and Employees Differ Greatly on the Barriers to Implementing a Domestic Violence Program

- **The top two major barriers identified by CEOs relate to a belief that the incidence of domestic violence among employees at their company is low:**
 - **Domestic violence is not perceived as a major issue at *our* company – 71%.**
 - **A belief that the impact of domestic violence in the workplace is minimal – 63%.**
- **The top two major barriers identified by employees:**
 - **Attitudes that domestic violence is a personal issue – 50%.**
 - **Lack of time, resources and money to address issue – 48%.**

CEOs Underestimate the Number of Employees Who are Victims/Survivors of Domestic Violence

The average CEO estimates that only 6% of their employees are victims or survivors; much lower than employees (16%)



Differing Perceptions About Barriers Have Implications for Companies Addressing the Issue

- **CEO perceptions about the low incidence of domestic violence among employees at *their* companies helps explain why most do not believe corporations should play major role in addressing domestic violence.**
 - **This NIMBY (“not in my backyard”) mentality is an obstacle to companies becoming more involved with the issue.**
- **Employee perceptions about the prevalence of domestic violence and first-hand experience with it make them more likely to want action by companies but may make them less likely to address such a personal issue directly with management.**
 - **Additionally, among all employees, 18% identify themselves as a victim of domestic violence – 8% of men and 26% of women.**
 - **24% of women have known a co-worker who has been a victim.**

Open Lines of Communications Are Needed; Female Employee Must Get Involved

- **Employees recognize that what prevents companies from being more involved in that employees are not asking for or demanding programs.**
 - **93% of employees say their company would increase their commitment to to addressing domestic violence if female employees requested it (88% for male employees).**
- **CEOs say they would increase their commitment if asked; this would indicate to them that this is a problem among their employees.**
 - **78% of CEOs say say they would be more likely to implement programs if female employees requested it (only 47% if males requested it).**