

1.3 Company Image



These percentages indicate the proportion of 803 respondents who gave favorable ratings to companies that do the following:

- 92% Hire people with disabilities.
- 94% Provide health insurance.
- 92% Protect the environment.
- 87% Specifically agreed that they would prefer to do business with companies that hire individuals with disabilities.
- 98% Were satisfied or very satisfied with the services they received when interacting at a business with an employee with a disability.

Due to an increasingly diverse customer base, most corporate leaders have begun to recognize that the inclusion of diverse workers is **important to their companies' success**.

Companies now recognize that they can **improve their reputations and public images** by including people with disabilities in their workplace.

Sources:

¹ Gary N. Sipersteina, Neil Romanob, Amanda Mohlera and Robin Parkera. A national survey of consumer attitudes towards companies that hire people with disabilities. *Journal of Vocational Rehabilitation* 24 (2006) 3-9. Accepted July 2005.

² D. Gilbride, R. Stensrud, D. Vandergoot and K. Golden. Identification of the characteristics of work environments and employers open to hiring and accommodating people with disabilities. *Rehabilitation Counseling Bulletin* 46 (2003), 130- 137. [In Sipersteina; 2006]

³ D. Olson, A. Cioffi, P. Yovanoff and D. Mank. Employers' perceptions of employees with mental retardation. *Journal of Vocational Rehabilitation* 16 (2001), 125-133. [In Sipersteina; 2006]

Disclaimer:

Hire for Talent has made every effort to use the most respectful words possible while writing these materials. We realize, however, that the most appropriate terminology may change over time. We developed these materials with the intent to respect the dignity and inherent rights of all individuals.