

## TheLadders Earth Day Survey Shows Eco-Conscious Companies Are Growing on Job Seekers

In celebration of Earth Day on April 22nd, TheLadders released a new survey today revealing that job seekers go for the green when making a decision about their future employer. In fact, when offered two equal job opportunities, 72% of candidates would choose the more eco-conscious company versus 10% who said that they would not. Less than a fifth (18%) said it would not influence their decision. TheLadders, the most comprehensive job-matching service for career-driven professionals, surveyed more than 100 professionals in the following industries: construction, education, engineering, finance, human resources, law, marketing, medical/science, operations, real estate, sales and technology.

"Since launching almost a decade ago, we have seen a growing desire for job seekers to work in an environment that reflects their personal values," said Alex Douzet, Chief Operating Officer and Co-founder of TheLadders. "It is clear from our survey that professionals are attracted to employers who share their priorities, enabling us to offer this exclusive data to our almost 20,000 recruiters nationwide. Our research provides a critical wake-up call to employers who do not consider eco-conscious efforts to be best practice."

TheLadders Earth Day survey also revealed other key learnings:

- **It's not easy being green for employers.** Less than half (48%) of the respondents consider their most recent company to be green, 35% said they work for a company that is not green, and 17% are not sure.
- **Employees give green workplaces the green light.** Working for a green company is important to 87% of respondents in varying degrees—extremely important (28%), very important (30%), moderately important (22%) and slightly important (7%)—whereas only 13% find it not important.
- **Workers are willing to go green for a change.** Most employees (75%) are willing to change their daily routine if their recent company provided them with small incentives to be green. Only a quarter (25%) was resistant.

On an ongoing basis, TheLadders conducts primary user-experience research and analyzes quantitative data provided by its more than five million members to gauge current behavioral trends in the job-search process. TheLadders uses this research to gain valuable insights, which it uses to improve the customer experience and provide expert advice to the marketplace. An infographic illustrating TheLadders Earth Day survey can be downloaded at [TheLadders Blog](#).