

ZA5777

**Flash Eurobarometer 342
(Small and Medium Enterprises, Resource Efficiency
and Green Markets, wave 1)**

**Country Questionnaire
USA**

FL342 - SMEs towards Resource Efficiency and Green Markets - US

A Flash number

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FL331 A

B Country

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FL331 B

C Interview number

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FL331 C

NACE NACE code (Sample information)

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				NACE code - 4 digits
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FL331 NACE

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SIZE Size of company (Sample information)

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					Size of company
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FL331 SIZE

SMES towards resource efficiency & green markets

ASK ALL

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SCR10a How many employees does your company have?

(INT.: IF "DK\NA", CODE '99999') - (ONE ANSWER ONLY)

					employees
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NEW

ASK SCR10b IF CODE 99999 (DK/NA) IN SCR10a

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SCR10b How many employees does your company have?

(READ OUT - ONE ANSWER ONLY)

1 to 9 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 employees or more	4
DK/NA	5

NEW

IF SCR10b = 5, STOP INTERVIEW

SCR11 How long has your company been in business?

(INT.: IF "REFUSAL" CODE '998' - IF "DK" CODE '999')

years

NEW

SCR12 Over the past two years, has your company's annual revenue increased, decreased or remained unchanged ?

(ONE ANSWER ONLY)

Increased	1
Decreased	2
Remained unchanged	3
Not applicable (DO NOT READ OUT)	4
DK/NA	5

NEW

SCR13 What was your revenue last year?

(READ OUT - ONE ANSWER ONLY)

130,000 Dollars or less	1
More than 130,000 to 640,000 Dollars	2
More than 640,000 to 2.5 million Dollars	3
More than 2.5 million to 12.8 million Dollars	4
More than 12.8 to 64 million Dollars	5
More than 64 million Dollars	6
Not applicable (DO NOT READ OUT)	7
DK/NA	8

NEW

[Empty box]

SCR14 Is your company selling its products or services ... ?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- | | |
|--------------------------|----|
| Directly to consumers | 1, |
| To other companies | 2, |
| To public administration | 3, |
| DK/NA | 4, |

NEW

[Empty box]

Q1 Among these statements, which one applies the best to your company? Your company ...

(READ OUT - ONE ANSWER ONLY)

- | | |
|--|---|
| ...is complying with environmental legislation but does not wish to go beyond these requirements | 1 |
| ...is complying with environmental legislation and is contemplating doing more | 2 |
| ...is going beyond the requirements of the environmental legislation but it is not one of its priorities | 3 |
| ...is going beyond the requirements of the environmental legislation and environmental concerns being among the firm's priority objectives | 4 |
| ... has difficulties in complying with environmental legislation | 5 |
| DK/NA | 6 |

NEW

ASK Q2 IF CODE 1 IN Q1

Q2: ROTATE ITEMS 1 TO 6

[Empty box]

Q2 What are the reasons why your company does not wish to go beyond environmental legislation requirements?

(READ OUT - MAX. 3 ANSWERS POSSIBLE)

- | | |
|--|----|
| The legal requirements are sufficient | 1, |
| The costs incurred for taking further measures exceed the benefits | 2, |
| It is not a priority issue for your company | 3, |
| Lack of information about this issue | 4, |
| Lack of technical expertise | 5, |
| No financial sources to fund these actions | 6, |
| It is not possible to improve resource-efficiency in your business (DO NOT READ OUT) | 7, |
| Other (DO NOT READ OUT) | 8, |
| DK/NA | 9, |

NEW

ASK ALL

Q3: ROTATE ITEMS 1 TO 7

Q3 What actions is your company undertaking to be more resource efficient?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- | | |
|---|-----|
| Saving water | 1, |
| Saving energy | 2, |
| Using predominantly renewable energy (including own production through solar panels, etc) | 3, |
| Saving materials | 4, |
| Minimizing waste | 5, |
| Selling your scrap material to another company | 6, |
| Recycling | 7, |
| Other (DO NOT READ OUT) | 8, |
| None (DO NOT READ OUT) | 9, |
| DK/NA | 10, |

NEW

Q4: ROTATE ITEMS 1 TO 7

Q4 Over the next two years, what are the additional resource efficiency actions that your company is planning to implement ?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- | | |
|---|-----|
| Saving water | 1, |
| Saving energy | 2, |
| Using predominantly renewable energy (including own production through solar panels, etc) | 3, |
| Saving materials | 4, |
| Minimizing waste | 5, |
| Selling your scrap material to another company | 6, |
| Recycling | 7, |
| Other (DO NOT READ OUT) | 8, |
| None (DO NOT READ OUT) | 9, |
| DK/NA | 10, |

NEW

ASK Q5 TO Q8 IF CODE 1 TO 8 IN Q3

Q5: ROTATE ITEMS 1 TO 7

Q5	What are the main reasons why your company is taking actions to be more resource efficient?
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(READ OUT - MAX. 3 ANSWERS POSSIBLE)

- | | |
|--|-----|
| Financial and fiscal incentives or other forms of public support | 1, |
| Anticipation of future changes in legislation | 2, |
| Anticipation of future professional /product standards | 3, |
| Demand from customers or providers | 4, |
| Creation of a competitive advantage/ business opportunity | 5, |
| Catching up with main competitors who have already taken action | 6, |
| Environment is one of the top priorities of your company | 7, |
| Other (DO NOT READ OUT) | 8, |
| None (DO NOT READ OUT) | 9, |
| DK/NA | 10, |

NEW

Q6	What impact have the undertaken resource efficiency actions had on the production costs over the past two years?
----	--

(READ OUT - ONE ANSWER ONLY)

- | | |
|---|---|
| It significantly decreased production costs | 1 |
| It slightly decreased production costs | 2 |
| It slightly increased production costs | 3 |
| It significantly increased production costs | 4 |
| It had no impact (DO NOT READ OUT) | 5 |
| DK/NA | 6 |

NEW

Q7	Over the past two years, how much have you invested on average per year to be more resource efficient? (INTERVIEWER: It's important here to insist on the average per year over the past two years.)
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(READ OUT - ONE ANSWER ONLY)

- | | |
|---------------------------------|---|
| Up to 5% of annual revenue | 1 |
| 6-10% of annual revenue | 2 |
| 11-30% of annual revenue | 3 |
| 31-50% of annual revenue | 4 |
| 51-75% of annual revenue | 5 |
| More than 75% of annual revenue | 6 |
| DK/NA | 7 |

NEW

Q8: ROTATE ITEMS 1 TO 5

Q8 Does your company use one or more of these environmental management systems?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

EMAS (Environmental Management and Audit System)	1,
ISO 14001	2,
ISO 14064 (greenhouse gases)	3,
ISO 16000 (energy management system)	4,
A national or regional system	5,
Other (DO NOT READ OUT)	6,
None (DO NOT READ OUT)	7,
DK/NA	8,

NEW

ASK Q9 IF CODE 1 TO 6 IN Q8

Q9: ROTATE ITEMS 1 TO 5

Q9 What are the main reasons why you are using an environmental management system?

(READ OUT - MAX. 2 ANSWERS POSSIBLE)

It is requested by suppliers or customers	1,
It is a precondition for access to public procurement	2,
It is a useful management tool to improve the performance of your company	3,
Credibility towards the outside world (clients, business partners, general public, press, etc)	4,
Catching up with main competitors who have already taken actions	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q10 IF CODE 7 IN Q8

Q10: ROTATE ITEMS 1 TO 8

Q10 What are the main reasons why you are not using an environmental management system?

(READ OUT - MAX. 3 ANSWERS POSSIBLE)

lack of information about environmental management systems and their benefits	1,
lack of specific environmental expertise within your company	2,
lengthy time to apply	3,
High implementing costs and running costs	4,
Uncertain market benefits	5,
No demand from legislation	6,
No demand from suppliers or customers	7,
Other sector standards are more important	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

NEW

ASK ALL

Q11 Has your company bid for a public procurement tender that included environmental requirements?

(READ OUT - ONE ANSWER ONLY)

Yes, successfully	1
Yes, unsuccessfully	2
Yes, with unknown outcome	3
No	4
DK/NA	5

NEW

ASK Q12 AND Q13 IF CODE 1 TO 3 in Q11

Q12 What was the main difficulty for your company regarding the environmental requirements in bidding for this public procurement tender ?

(READ OUT - ONE ANSWER ONLY) (IF RESPONDENT MENTIONS THERE WAS MORE THAN ONE BID, ASK THEM TO CONSIDER THE ONE THAT WAS MOST IMPORTANT. IF ALL ARE EQUAL, ASK THEM TO CONSIDER THE MOST RECENT)

Complying with the environmental requirements	1
Costs related to these requirements	2
Proving compliance administratively with the environmental requirements	3
Other (DO NOT READ OUT)	4
DK/NA	5

NEW

Q13	Which of the following environmental requirements included in public tenders is the most difficult to comply with ?
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(READ OUT - ONE ANSWER ONLY)

Provide information to the public administration so that they can base their award decisions on life-cycle costs of the products, services or works to be purchased (READ OUT IF NECESSARY : i.e. by providing the energy consumption of electronic equipment, water costs, running life-time, etc.The notion of life-cycle costing includes all costs over the life cycle of works, supplies or services, both their internal costs (such as development, production, use, maintenance and end-of-life disposal costs) and their external costs, provided they can be monetized and monitored.)
--

1

Provide evidence that your product/service meets performance-based or functional specifications (e.g. minimum energy efficiency performance of equipment procured)
--

2

Implementation of environmental management measures to be applied when performing the contract
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3

Other (DO NOT READ OUT)

4

DK/NA

5

NEW

ASK Q14 IF CODE 1 TO 8 IN Q3

Q14: ROTATE ITEMS 1 TO 7

Q14	Which type of external support does your company get in relation to its environmental actions?
-----	--

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Public funding (grants or guarantees)	1,
Private funding from bank or investment companies	2,
Venture capital fund	3,
Private funding from friends and relatives	4,
Advice or other non financial assistance from public administration	5,
Advice or other non financial assistance from private consulting and audit companies	6,
Advice or other non financial assistance from business associations	7,
Other (DO NOT READ OUT)	8,
DK/NA	9,

NEW

ASK Q15 AND Q16 IF CODE 1 OR 5 IN Q14

Q15 Are you very satisfied, fairly satisfied, fairly dissatisfied or very dissatisfied with the level of public support for your environmental actions?

(ONE ANSWER ONLY)

- | | |
|---------------------|---|
| Very satisfied | 1 |
| Fairly satisfied | 2 |
| Fairly dissatisfied | 3 |
| Very dissatisfied | 4 |
| DK/NA | 5 |

NEW

ASK Q16 ONLY IN EU27 COUNTRIES

Q16

- | | |
|--|-----|
| | 1, |
| | 2, |
| | 3, |
| | 4, |
| | 5, |
| | 6, |
| | 7, |
| | 8, |
| | 9, |
| | 10, |

NEW

ASK ALL

Q17: ROTATE ITEMS 1 TO 6

Q17 Did your company encounter any of the following difficulties when trying to set up environmental actions?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

- | | |
|---|----|
| Complexity of administrative/legal procedures | 1, |
| Difficulty to adapt legislation to your company | 2, |
| Technical requirements of the legislation not being up to date | 3, |
| Difficulty in choosing the right environmental actions for your company | 4, |

Cost of environmental actions	5,
Lack of specific environmental expertise	6,
Other (DO NOT READ OUT)	7,
None (DO NOT READ OUT)	8,
DK/NA	9,

NEW

Q18: ROTATE ITEMS 1 TO 7

Q18 Which of the following policy measures to promote energy-efficiency do you consider particularly effective ?

(READ OUT - MAX. 3 ANSWERS POSSIBLE)

More information on energy service contracts and options to save energy	1,
Financial incentives such as tax rebates, grants and loans to support energy efficiency investments	2,
Simple connection to the grid system of electricity if your company is producing electricity itself	3,
Simplification of administrative procedures for obtaining permission to construct cogeneration capacity (to install a solar panel, etc ...)	4,
Affordable energy audits	5,
Advice to use an energy management system	6,
A tool that my company can use to benchmark its energy use against comparable companies	7,
Other (DO NOT READ OUT)	8,
DK/NA	9,

NEW

Green products and services are those with a predominant function of reducing environmental risk and minimize pollution and resources. For the purpose of this survey, this may also include products with environmental features (e.g. organically produced, eco-labelled with important recycled content, eco-designed etc.)

Q19 Does your company offer green products or services?

(READ OUT - ONE ANSWER ONLY) (IF THE RESPONDENT DOES NOT UNDERSTAND WHAT WE MEAN BY "OFFER" SAY: "By offer, we mean from manufacturing to trading, producing to selling.")

Yes	1
No, but I am planning to do so in the next 2 years	2
No, and I am not planning to do so	3
DK/NA	4

NEW

ASK Q20 IF CODE 1 IN Q19

Q20: ROTATE ITEMS 1 TO 7

Q20 In which area do you offer your green services or produce green products?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Recycled material	1,
Renewable energy	2,
Solid waste management	3,
Heat/energy saving audits, consulting and management	4,
Air pollution control	5,
Environmentally - related professional services (Consultancy, R&D, contracting, engineering, data collection, analysis and assessment)	6,
Products and services with environmental features (e.g. organically produced, eco-labelled with important recycled content, eco-designed etc.)	7,
Other (DO NOT READ OUT)	8,
DK/NA	9,

NEW

ASK Q21 IF CODE 7 IN Q20

Q21: ROTATE ITEMS 1 TO 5

Q21 What products or services with environmental features(e.g. organically produced, eco-labelled with important recycled content, eco-designed etc.) does your company offer? Note for interviewers : It can be manufacturing or trading

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Food and beverages	1,
Construction	2,
Textiles, wearing apparel and leather products	3,
Furniture, wood and paper products	4,
Electronic and mechanical machinery and equipment	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q22 TO Q24 IF CODE 1 IN Q19

Q22 How much do these green products or services represent in your revenue (latest available fiscal year)?

(READ OUT - ONE ANSWER ONLY)

1-5% of annual revenue	1
6-10% of annual revenue	2
11-30% of annual revenue	3
31-50% of annual revenue	4
51-75% of annual revenue	5
More than 75% of annual revenue	6
DK/NA	7

NEW

Q23 For how long has your company been selling green products or services?

(READ OUT - ONE ANSWER ONLY)

For the last 12 months	1
1 - 3 years	2
More than 3 years	3
DK/NA	4

NEW

Q24: ROTATE ITEMS 1 TO 8

Q24 What are the main reasons why your company offers green products or services?

(READ OUT - MAX. 3 ANSWERS)

Demand from customers	1,
Company's image	2,
Subsidies / public support	3,
Tax incentive	4,
Company's core values	5,
Creation of a competitive advantage/ business opportunity	6,
Catching up with main competitors	7,
Compliance with national, regional or local laws	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

NEW

ASK Q25 IF CODE 2 TO 4 IN Q19

Q25: ROTATE ITEMS 1 TO 7

Q25	What are the main reasons why your company is not offering green products or services?
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(READ OUT - MAX. 3 ANSWERS)

- | | |
|---|----|
| Insufficient demand from customers | 1, |
| Does not fit or is not important for your company's image | 2, |
| Lack of sufficient public support (financial subsidies, tax incentives, etc.) | 3, |
| It is not important to or in line with your company's core values | 4, |
| It does not create a competitive advantage or additional business opportunities | 5, |
| It is not relevant in terms of catching up with main competitors | 6, |
| It is not relevant in terms of compliance with national, regional or local laws | 7, |
| Other (DO NOT READ OUT) | 8, |
| DK/NA | 9, |

NEW

ASK Q26 IF CODE 1 IN Q19

Q26: ROTATE ITEMS 1 TO 8

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Q26	Where does your company currently sell green products or services?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)
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- | | |
|---|----|
| National market | 1, |
| European Union | 2, |
| Other European countries including Russia | 3, |
| North America | 4, |
| Latin America (including Mexico) | 5, |
| Africa and/or Middle East | 6, |
| Asia and South Pacific | 7, |
| Australia and Oceania | 8, |
| DK/NA | 9, |

NEW

ASK Q27 IF CODE 1 IN Q19

Q27: ROTATE ITEMS 1 TO 7

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Q27	Which type of external support does your company get for the production of its green products or services?
-----	--

(READ OUT - MULTIPLE ANSWERS POSSIBLE)
--

- | | |
|---------------------------------------|----|
| Public funding (grants or guarantees) | 1, |
|---------------------------------------|----|

Private funding from bank or investment companies	2,
Venture capital fund	3,
Private funding from friends or relatives	4,
Advice or other non financial assistance from public administration	5,
Advice or other non financial assistance from private consulting and audit companies	6,
Advice or other non financial assistance from business associations	7,
None (DO NOT READ OUT)	8,
DK/NA	9,

NEW

ASK Q28 IF CODE 1 OR 5 IN Q27

Q28 Are you very satisfied, fairly satisfied, fairly dissatisfied or very dissatisfied with the level of public support for your green products or services ?

(ONE ANSWER ONLY)

Very satisfied	1
Fairly satisfied	2
Fairly dissatisfied	3
Very dissatisfied	4
DK/NA	5

NEW

ASK Q29 IF CODE 1 IN Q19

Q29: ROTATE ITEMS 1 TO 4

Q29 What type of support would help you the most to expand your range of green products or services ?

(READ OUT - MAX. 2 ANSWERS POSSIBLE)

Financial incentives for developing products, services or new production processes	1,
Assistance with identifying potential markets or customers for these products or services	2,
Technical advice and consultancy services for products, services development or production processes	3,
Consultancy services for marketing or distribution	4,
None (DO NOT READ OUT)	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q30 IF CODE 2 TO 4 IN Q19

Q30: ROTATE ITEMS 1 TO 4

Q30 What type of support would help you the most to launch your range of green products or services ?

(READ OUT - MAX. 2 ANSWERS POSSIBLE)

Financial incentives for developing products, services or new production processes	1,
Assistance with identifying potential markets or customers for these products or services	2,
Technical advice and consultancy services for products, services development or production processes	3,
Consultancy services for marketing or distribution	4,
None (DO NOT READ OUT)	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

A green job is one that directly works with information, technologies, or materials that preserves or restores environmental quality. This requires specialized skills, knowledge, training, or experience.

Q31 In your company, how many of your full time employees, including yourself, work in green jobs some or all of the time?

(INT.: IF "NONE" CODE '997' - IF "REFUSAL" CODE '998' - IF "DK/NA" CODE '999')

employees

NEW

Q32 How many employees, including yourself, do you expect to work in green jobs some or all of the time in 2 years from now?

(INT.: IF "NONE" CODE '997' - IF "REFUSAL" CODE '998' - IF "DK/NA" CODE '999')

employees

NEW