# ZA6648

# Flash Eurobarometer 426
# (Small and Medium Enterprises, Resource Efficiency and Green Markets, wave 3)

## Country Questionnaire
## USA

**FL426 - US**

SMES, RESOURCE EFFICIENCY AND GREEN MARKETS

ASK SCR9 ONLY IN TURKEY

SCR9 Which sector does your company belong to?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

| | |
|---|---|
| B - Mining and quarrying | 1 |
| C - Manufacturing | 2 |
| D - Electricity, gas, steam and air conditioning supply | 3 |
| E - Water supply; sewerage; waste management and remediation activities | 4 |
| F - Construction | 5 |
| G - Wholesale and retail trade; repair of motor vehicles and motorcycles | 6 |
| H - Transportation and storage | 7 |
| I - Accommodation and food service activities | 8 |
| J - Information and communication | 9 |
| K - Financial and insurance activities | 10 |
| L - Real estate activities | 11 |
| M - Professional, scientific and technical activities | 12 |
| Other | 13 |

NEW

IF CODE 13 IN SCR9, STOP INTERVIEW

ASK ALL

SCR10a How many employees does your company have?

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

| | | | | | |
|---|---|---|---|---|---|
| | | | | | employees |

FL381 SCR10a

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

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 |

FL381 SCR10b

ASK SCR11 IF CODE 1 IN SCR10a

| | |
|---|---|
| SCR11 | Are you a one-person company? |

ONE ANSWER ONLY

| | |
|---|---|
| Yes | 1 |
| No | 2 |

FL381 SCR11

| | |
|---|---|
| SCR12a | In what year was your company established? |

WRITE DOWN ANSWER [CODE 9999 IF DK/REFUSAL]

| | | | |
|---|---|---|---|
| | | | |

FL421 D2a

ASK SCR12b IF CODE 9999 IN SCR12a - RECODE ALL VALID ANSWERS IN SCR12a

| | |
|---|---|
| SCR12b | In what year was your company established? |

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Before 1 January 2008 | 1 |
| Between 1 January 2008 and 31 December 2010 | 2 |
| Between 1 January 2011 and 1 January 2015 | 3 |
| After 1 January 2015 | 4 |
| DK/NA (DO NOT READ OUT) | 5 |

FL421 D2b

| | |
|---|---|
| SCR13 | 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 |

FL381 SCR13

| | |
|---|---|
| SCR14 | What was your revenue last year? |

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| $130,000 or less | 1 |
| More than $130,000 to $650,000 | 2 |
| More than $650,000 to $2.5 million | 3 |
| More than $2.5 million to $13 million | 4 |
| More than $13 to $65 million | 5 |
| More than $65 million | 6 |
| Not applicable (DO NOT READ OUT) | 7 |
| DK/NA | 8 |

FL381 SCR14

| | |
|---|---|
| SCR15 | 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, |

FL381 SCR15

| | |
|---|---|
| SCR16 | Clusters are groups of specialised enterprises that cooperate closely in a particular location. Is your company part of such a cluster or business network? |

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| DK/NA | 3 |

NEW

ASK ALL

Q1: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE:

| | |
|---|---|
| Q1 | 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 producing your own energy through solar panels, etc) | 3, |
| Saving materials | 4, |
| Minimising waste | 5, |
| Selling your scrap material to another company | 6, |
| Recycling, by reusing material or waste within the company | 7, |
| Designing products that are easier to maintain, repair or reuse | 8, |
| Other (DO NOT READ OUT) | 9, |
| None (DO NOT READ OUT) | 10, |
| DK/NA | 11, |

FL381 Q2B TREND MODIFIED

Q2: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

| | |
|---|---|
| Q2 | 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 producing your own energy through solar panels, etc) | 3, |
| Saving materials | 4, |
| Minimizing waste | 5, |
| Selling your scrap material to another company | 6, |
| Recycle, by reusing material or waste within the company | 7, |
| Design products that are easier to maintain, repair or reuse | 8, |
| Other (DO NOT READ OUT) | 9, |
| None (DO NOT READ OUT) | 10, |
| DK/NA | 11, |

FL381 Q3B TREND MODIFIED

ASK Q3 TO Q6 IF CODE 1 TO 8 IN Q1, OTHERS GO TO Q7

Q3: ROTATE ITEMS 1 TO 8

| | |
|---|---|
| | ITEM 10 SINGLE CODE |
| | |
| Q3 | What are the main reasons why your company is taking actions to be more resource efficient? |
| | (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 changes to the standards of products or processes | 3, |
| Demand from customers or providers | 4, |
| Creation of a competitive advantage or business opportunity | 5, |
| Catching up with main competitors who have already taken action | 6, |
| Cost savings | 7, |
| The environment is one of your company's top priorities | 8, |
| Other (DO NOT READ OUT) | 9, |
| None (DO NOT READ OUT) | 10, |
| DK/NA | 11, |

| | |
|---|---|
| | FL381 Q4B TREND MODIFIED |
| Q4 | What impact have the undertaken resource efficiency actions had on the production costs over the past two years? The production costs have… |
| | (READ OUT - ONE ANSWER ONLY) |

| | |
|---|---|
| significantly decreased | 1 |
| slightly decreased | 2 |
| slightly increased | 3 |
| significantly increased | 4 |
| not changed (DO NOT READ OUT) | 5 |
| DK/NA | 6 |

| | |
|---|---|
| | FL381 Q5 TREND MODIFIED |
| | |
| Q5 | 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.) |
| | (READ OUT - ONE ANSWER ONLY) |

| | |
|---|---|
| Nothing | 1 |
| Less than 1% of annual revenue | 2 |
| 1- 5% of annual revenue | 3 |

| | |
|---|---|
| 6-10% of annual revenue | 4 |
| 11-30% of annual revenue | 5 |
| More than 30% of annual revenue | 6 |
| DK/NA | 7 |

FL381 Q6 TREND MODIFIED

ASK Q6 IF CODE 2 TO 6 IN Q5

| | |
|---|---|
| Q6 | Overall, how satisfied or dissatisfied are you with the return on the investments you have made on resource efficiency? |

(ONE ANSWER ONLY)

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

FL381 Q7 TREND MODIFIED

ASK ALL

| | |
|---|---|
| Q7 | In the last two years, did your company bid for a public procurement tender that included environmental requirements? |

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Yes, successfully | 1 |
| Yes, unsuccessfully | 2 |
| Yes, but you do not know if it was successful or not | 3 |
| No | 4 |
| DK/NA | 5 |

FL381 Q9 TREND MODIFIED

ASK Q8A IF CODE 1 TO 3 IN Q7

| | |
|---|---|
| Q8A | Did your company experience any difficulties when bidding for a public procurement tender that included environmental requirements? |

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Yes | 1 |

| | |
|---|---|
| No | 2 |
| DK/NA | 3 |

FL381 Q10A

ASK Q8B IF CODE 4 IN Q7

Q8B: ROTATE ITEMS 1 TO 6

| | |
|---|---|
| Q8B | Why did your company not apply for a public procurement tender that included environmental requirements? |

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|---|---|
| You didn't even try to bid because you assumed it was too complicated | 1, |
| You have never been confronted with such a tender | 2, |
| The costs were too high | 3, |
| Too much paperwork to be submitted | 4, |
| Technical tests of the environmental performance or functionalities of your products or services were too complicated to obtain | 5, |
| The costs of the technical tests of the environmental performance or functionalities of your products or services were too high | 6, |
| Other (DO NOT READ OUT) | 7, |
| DK/NA | 8, |

FL381 Q10B TREND MODIFIED

ASK Q9 IF CODE 1 IN Q8A

Q9: ROTATE ITEMS 1 TO 3

| | |
|---|---|
| Q9 | What was the most prominent difficulty that you faced when bidding for a public procurement tender with environmental requirements? |

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Costs | 1 |
| Technical tests of the environmental performance or functionalities of your products or services | 2 |
| Too much paperwork to be submitted | 3 |
| Other | 4 |
| DK/NA | 5 |

FL381 Q11

ASK Q10 IF CODE 1 TO 8 IN Q1

Q10: ROTATE ITEMS 1 TO 3

| | |
|---|---|
| Q10 | Which type of support does your company rely on in its efforts to be more resource efficient? |

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|---|---|
| Its own financial resources | 1, |
| Its own technical expertise | 2, |
| External support | 3, |
| Other (DO NOT READ OUT) | 4, |
| DK/NA | 5, |

FL381 Q12

ASK Q11 IF CODE 3 IN Q10

Q11: ROTATE ITEMS 1 TO 6

| | |
|---|---|
| Q11 | More precisely, which type of external support is it? |

(READ OUT - MULTIPLE ANSWERS POSSBILE)

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

FL381 Q13 TREND MODIFIED

ASK Q12 IF CODE 1 TO 8 IN Q1

Q12: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

| | |
|---|---|
| Q12 | Did your company encounter any of the following difficulties when trying to set up resource efficiency actions? |

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|---|---|
| Complexity of administrative/legal procedures | 1, |
| Difficulty to adapt environmental legislation to your company | 2, |
| Technical requirements of the legislation not being up to date | 3, |
| Difficulty in choosing the right resource efficiency actions for your company | 4, |
| Cost of environmental actions | 5, |
| Lack of specific environmental expertise | 6, |
| Lack of supply of required materials, parts, products or services | 7, |
| Lack of demand for resource efficient products or services | 8, |
| Other (DO NOT READ OUT) | 9, |
| None (DO NOT READ OUT) | 10, |
| DK/NA | 11, |

FL381 Q15 TREND MODIFIED

ASK ALL

Q13: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

| | |
|---|---|
| Q13 | Which of the following would help your company the most to be more resource efficient? |

(READ OUT - MAX. 3 ANSWERS POSSIBLE)

| | |
|---|---|
| A tool to self-assess how resource efficient your company is with respect to other companies | 1, |
| Consultancy on how to improve resource efficiency in your company | 2, |
| Grants or subsidies | 3, |
| Advice on funding possibilities and financial planning for resource efficiency investments | 4, |
| Demonstration of new technologies or processes to improve resource efficiency | 5, |
| Database with case studies that show the benefits of resource efficiency for companies | 6, |
| Better cooperation between companies across sectors so that new processes to re-use waste and by-products can be developed | 7, |
| Abolition of legislative obstacles to the use of waste and by-products | 8, |

| | |
|---|---|
| Other (DO NOT READ OUT) | 9, |
| None (DO NOT READ OUT) | 10, |
| DK/NA | 11, |

FL381 Q16 TREND MODIFIED

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

Q14 Does your company offer green products or services?

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Yes | 1 |
| No but you are planning to do so in the next 2 years | 2 |
| No and you are not planning to do so | 3 |
| DK/NA | 4 |

FL381 Q17

ASK Q15 TO Q18 IF CODE 1 IN Q14

Q15 How much did these green products or services represent in your annual revenue of the latest available fiscal year?

(READ OUT - ONE ANSWER ONLY)

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

FL381 Q20 TREND MODIFIED

Q16 For how long has your company been selling green products or services?

(READ OUT - ONE ANSWER ONLY)

| | |
|---|---|
| Less than one year | 1 |

| | |
|---|---|
| Between 1 and 3 years | 2 |
| More than 3 years | 3 |
| DK/NA | 4 |

FL381 Q21 TREND MODIFIED

| | |
|---|---|
| Q17 | Just thinking of revenue over the past 2 years, what were the main markets (countries/ geographical regions) for your green products or services? |

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|---|---|
| National market | 1, |
| European Union (EU-28) + Iceland + Lichtenstein + Norway + Switzerland | 2, |
| Other European countries excluding Russia | 3, |
| Russia | 4, |
| North America countries except USA | 5, |
| USA | 6, |
| South America + Central America excluding Brazil | 7, |
| Brazil | 8, |
| Africa | 9, |
| Middle East | 10, |
| China + Hong Kong + Macau | 11, |
| South Korea | 12, |
| Japan | 13, |
| Other Asian countries | 14, |
| Australia + New Zealand + Oceania | 15, |

FL381 Q23

Q18: ROTATE ITEMS 1 TO 3

| | |
|---|---|
| Q18 | What type of support does your company rely on for the production of its green products or services? |

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

| | |
|---|---|
| Its own financial resources | 1, |
| Its own technical expertise | 2, |
| External support | 3, |
| Other (DO NOT READ OUT) | 4, |
| DK/NA | 5, |

FL381 Q24

ASK Q19 IF CODE 3 IN Q18

Q19: ROTATE ITEMS 1 TO 6

| | |
|---|---|
| Q19 | 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 such as grants, guarantees or loans | 1, |
| Private funding from a bank, investment company or venture capital fund | 2, |
| Private funding from friends or relatives | 3, |
| Advice or other non financial assistance from public administration | 4, |
| Advice or other non financial assistance from private consulting and audit companies | 5, |
| Advice or other non financial assistance from business associations | 6, |
| Other (DO NOT READ OUT) | 7, |
| DK/NA | 8, |

FL381 Q25 TREND MODIFIED

ASK Q20 IF CODE 1 OR 4 IN Q19

| | |
|---|---|
| Q20 | How satisfied or dissatisfied are you 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 |

FL381 Q26

ASK Q21A IF CODE 1 IN Q14

Q21A: ROTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

| | |
|---|---|
| Q21A | 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 | 2, |
| Technical support and consultancy for the development of products, services and production processes | 3, |
| Consultancy services for marketing or distribution | 4, |
| Other (DO NOT READ OUT) | 5, |
| None (DO NOT READ OUT) | 6, |
| DK/NA | 7, |

FL381 Q27A

ASK Q21B IF CODE 2 TO 3 IN Q14

Q21B: ROTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

| | |
|---|---|
| Q21B | 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 | 2, |
| Technical support and consultancy for the development of products, services and production processes | 3, |
| Consultancy services for marketing or distribution | 4, |
| Other (DO NOT READ OUT) | 5, |
| None (DO NOT READ OUT) | 6, |
| DK/NA | 7, |

FL381 Q27B

ASK ALL

INTERVIEWER: A green job is one that directly deals with information, technologies, or materials that preserves or restores environmental quality. This requires specialised skills, knowledge, training, or experience (e.g. verifying compliance with environmental legislation, monitoring resource efficiency within the company, promoting and selling green products and services).

| | |
|---|---|
| Q22 | 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 |

FL381 Q28

INTERVIEWER READ: Those are all of the questions I have for you today. Many thanks for your help and input. Your opinions are important to us.

**CLOSE INTERVIEW**