

**ZA5874**

**Flash Eurobarometer 381  
(Small and Medium Enterprises, Resource Efficiency  
and Green Markets, wave 2)**

**Country Questionnaire  
USA**

**FL381 - US**

SMES, RESOURCE EFFICIENCY AND GREEN MARKETS

ASK ALL

SCR10a How many employees does your company have?

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

					employees
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FL342 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
DK/NA	4

FL342 SCR10b MODIFIED

IF SCR10b = 4, STOP INTERVIEW

ASK SCR11 IF CODE 1 IN SCR10a

SCR11 Are you a one-person company?

ONE ANSWER ONLY

Yes	1
No	2

NEW

SCR12 How long has your company been in business?

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

				years
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FL342 SCR11

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
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FL342 SCR12
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SCR14	What was your revenue last year?
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(READ OUT - ONE ANSWER ONLY)
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130,000 Dollars or less	1
More than 130,000 to 650,000 Dollars	2
More than 650,000 to 2.5 million Dollars	3
More than 2.5 million to 13 million Dollars	4
More than 13 to 65 million Dollars	5
More than 65 million Dollars	6
Not applicable (DO NOT READ OUT)	7
DK/NA	8

FL342 SCR13
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SCR15	Is your company selling its products or services ... ?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)
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Directly to consumers	1,
To other companies	2,
To public administration	3,
DK/NA	4,

FL342 SCR14
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ASK ALL
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Q1	Among these statements, which one applies the best to your company? Your company ...
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(READ OUT - ONE ANSWER ONLY)
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...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 environmental concerns are not one of its priorities	3
...is going beyond the requirements of the environmental legislation and environmental concerns are among the firm's priority objectives	4
... has difficulties in complying with environmental legislation	5
DK/NA	6

FL342 Q1 TREND MODIFIED
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SPLIT A: HALF OF SAMPLE
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Q2A: ROTATE ITEMS 1 TO 7
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ITEM 9 SINGLE CODE
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Q2A 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,
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,

FL342 Q3

SPLIT B :HALF OF SAMPLE

Q2B: ROTATE ITEMS 1 TO 7

ITEM 9 SINGLE CODE:

Q2B 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,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

NEW BASED ON FL342 Q3

SPLIT A: HALF OF SAMPLE

Q3A: ROTATE ITEMS 1 TO 7

ITEM 9 SINGLE CODE

Q3A 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,
Recycling	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

FL342 Q4

SPLIT B :HALF OF SAMPLE

Q3B: ROTATE ITEMS 1 TO 7

ITEM 9 SINGLE CODE

Q3B 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,
Recycling, by reusing material or waste within the company	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

NEW BASED ON FL342 Q4

ASK Q4A/Q4B TO Q8 IF CODE 1 TO 8 in Q2A or Q2B

SPLIT A: HALF OF SAMPLE

Q4A: ROTATE ITEMS 1 TO 7

ITEM 9 SINGLE CODE

Q4A 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 professional /product standards	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,

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,

FL342 Q5

SPLIT B: HALF OF SAMPLE

Q4B: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

Q4B 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 professional or product standards	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,
Environment is one of the top priorities of your company	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA	11,

NEW BASED ON FL342 Q5

Q5 What impact have the actions you have taken for resource efficiency had on the production costs over the past two years?

(READ OUT - ONE ANSWER ONLY)

Significantly decreased production costs	1
Slightly decreased production costs	2
Slightly increased production costs	3
Significantly increased production costs	4
Had no impact (DO NOT READ OUT)	5
DK/NA	6

FL342 Q6

Q6 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)

Less than 1% of annual revenue	1
1- 5% of annual revenue	2
6-10% of annual revenue	3
11-30% of annual revenue	4

31-50% of annual revenue	5
51-75% of annual revenue	6
More than 75% of annual revenue	7
DK/NA	8

FL342 Q7 TREND MODIFIED

Q7 Overall, are you very satisfied, fairly satisfied, fairly dissatisfied or very dissatisfied 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

NEW

Q8: ROTATE ITEMS 1 TO 5

ITEM 7 SINGLE CODE

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 environmental management system	5,
Other (DO NOT READ OUT)	6,
None (DO NOT READ OUT)	7,
DK/NA	8,

FL342 Q8 TREND MODIFIED

ASK ALL

Q9 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, but you do not know if it was successful or not	3
No	4
DK/NA	5

FL342 Q11

ASK Q10A CODE 1 TO 3 IN Q9

Q10A 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

NEW

ASK Q10B IF CODE 4 IN Q9

Q10B: ROTATE ITEMS 1 TO 5

Q10B Why did your company not apply for a public procurement tender that included environmental requirements?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

We didn't even try to bid because we assumed it was too complicated	1,
We 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 our products or services were too complicated to obtain	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q11 IF CODE 1 IN Q10A

Q11: ROTATE ITEMS 1 TO 3

Q11 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 our products or services	2
Too much paperwork to be submitted	3
Other	4
DK/NA	5

NEW

ASK Q12 IF CODE 1 TO 8 IN Q2

Q12: ROTATE ITEMS 1 TO 3

Q12 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,

NEW

ASK Q13 IF CODE 3 IN Q12

Q13: ROTATE ITEMS 1 TO 6

Q13 More precisely, which type of external support is it?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Public funding (grants, guarantees or loans)	1,
Private funding (from a bank, investment company or venture capital fund)	2,
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,

FL342 Q14 TREND MODIFIED

ASK Q14 IF CODE 1 OR 4 IN Q13

Q14 Are you very satisfied, fairly satisfied, fairly dissatisfied or very dissatisfied with the level of public support for your resource efficiency actions?

(ONE ANSWER ONLY)

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

FL342 Q15 TREND MODIFIED

ASK Q15 IF CODE 1 TO 8 IN Q2

Q15: ROTATE ITEMS 1 TO 6

ITEM 8 SINGLE CODE

Q15 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 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,
Other (DO NOT READ OUT)	7,
None (DO NOT READ OUT)	8,
DK/NA	9,

FL342 Q17 TREND MODIFIED

ASK ALL

Q16: ROTATE ITEMS 1 TO 7

ITEM 9 SINGLE CODE

Q16 Which of the following would help your company the most to be more resource efficient?

(READ OUT - MAX. 3 ANSWERS)

A tool to self-assess how resource efficient my company is with respect to others	1,
Consultancy on how to improve resource efficiency in my company	2,
Grants or subsidies	3,
Advice on funding possibilities 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,
More cooperation between entrepreneurs for new processes in order to reuse waste	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

NEW

Green products and services are those with a predominant function of reducing environmental risk and minimizing 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.)

Q17 Does your company offer green products or services?

(READ OUT - ONE ANSWER ONLY)

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

FL342 Q19

ASK Q18 IF CODE 1 IN Q17

Q18: ROTATE ITEMS 1 TO 7

Q18 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,

FL342 Q20

ASK Q19 IF CODE 7 IN Q18

Q19: ROTATE ITEMS 1 TO 5

Q19 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,

FL342 Q21

ASK Q20 TO Q22 IF CODE 1 IN Q17

Q20 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

FL342 Q22

Q21 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

FL342 Q23

ASK Q22A IF CODE 1 IN Q17

Q22A: ROTATE ITEMS 1 TO 8

Q22A 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,

FL342 Q24

ASK Q22B IF IF CODE 2 TO 3 IN Q17

Q22B: ROTATE ITEMS 1 TO 7

Q22B What are the main reasons why your company is not offering green products or services?

(READ OUT - MAX. 3 ANSWERS)

Insufficient demand from customers	1,
Does not fit with or is not important for your company's image	2,
Insufficient 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,

FL342 Q25

ASK Q23 TO Q25 IF CODE 1 IN Q17

Q23 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,
European countries outside the EU 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,

NEW

Q24: ROTATE ITEMS 1 TO 3

Q24 What 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,

NEW

ASK Q25 IF CODE 3 IN Q24

Q25: ROTATE ITEMS 1 TO 6

Q25 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, guarantees or loans)	1,
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Private funding (from bank, investment company or venture capital fund)	2,
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,

FL342 Q27 TREND MODIFIED

ASK Q26 IF CODE 1 OR 4 IN Q25

Q26 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

FL342 Q28

ASK Q27A IF CODE 1 IN Q17

Q27A: RORTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

Q27A 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,

FL342 Q29 TREND MODIFIED

ASK Q27B IF CODE 2 TO 3 IN Q17

Q27B: ROTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

Q27B 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,

FL342 Q30

ASK ALL

INTERVIEWER READ OUT: A green job is one that directly works with information, technologies, or materials that preserve or restore environmental quality. This requires specialized 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).

Q28 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

FL342 Q31 TREND MODIFIED