



Innovative  
 Entrepreneurial  
 Experienced

### Constant Contact Survey Results

**Survey Name:** Greening of VT Business 2012

**Response Status:** Partial & Completed

**Filter:** None

6/3/2014 2:29 PM EDT

Is your business participating in or planning to participate in any practices that you would consider environmentally-friendly? (recycling, paperless procedures, use of energy star-quality bulbs, etc...)If "yes", please continue with the survey.If "no", we thank you for your time, and please feel free to exit the survey as the remaining questions are not likely applicable to your business.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			164	94.7 %
No			5	2.8 %
No Response(s)			4	2.3 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

Please indicate your business industry.

Answer	0%	100%	Number of Response(s)	Response Ratio
Agriculture and Forestry			8	4.6 %
Construction			7	4.0 %
Educational Services			2	1.1 %
Finance and Insurance			10	5.7 %
Health Care and Social Assistance			5	2.8 %
Hotel and Restaurant			20	11.5 %
Information			7	4.0 %
Manufacturing			22	12.7 %
Professional, Technical			27	15.6 %
Retail trade			18	10.4 %
Transportation and Warehousing			1	<1 %
Utilities			2	1.1 %
Wholesale Trade			5	2.8 %
Other			37	21.3 %
No Response(s)			2	1.1 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

Please indicate the number of employees in your organization.

Answer	0%	100%	Number of Response(s)	Response Ratio
1-10			82	48.5 %
11-20			21	12.4 %
21-50			24	14.2 %
50+			42	24.8 %
<b>Totals</b>			<b>169</b>	<b>100%</b>

Have you ever performed a "green audit" within your business? A green audit would be a general review of business processes to determine if and how overall consumption could be reduced (energy, water, office supplies, etc...)

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			71	41.0 %
No			95	54.9 %
No Response(s)			7	4.0 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

Please indicate which environmentally-friendly initiatives your organization currently practices. Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Recycling			164	95.9 %
Power and energy conservation (Example: use of energy star-quality bulbs)			149	87.1 %
Renewable energy (Example: Solar, wind, hydro-power)			38	22.2 %
Water conservation (Example: High-efficiency plumbing fixtures)			68	39.7 %
Waste prevention (Example: Discourage use of paper products, reduction in packaging)			89	52.0 %
Paperless procedures (Example: Scanning and shredding, paperless invoicing)			109	63.7 %
Purchasing (Example: Post consumer recycled paper, Environmentally-friendly cleaning supplies)			111	64.9 %
Environmental Community projects (Example: Group tree planting or "clean-up" event)			52	30.4 %
Other			30	17.5 %
<b>Totals</b>			<b>171</b>	<b>100%</b>

Do you track your environmental performance in any of the following areas?

Answer	0%	100%	Number of Response(s)	Response Ratio
Energy efficiency			64	75.2 %
Solid waste			26	30.5 %
Recycling			49	57.6 %
Organics composting			22	25.8 %
Environmental Purchasing			23	27.0 %
Other			12	14.1 %
<b>Totals</b>			<b>85</b>	<b>100%</b>

Please indicate which environmentally-friendly initiatives your organization intends to implement or expand upon within the next 3 years. Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Recycling			86	61.4 %
Power and energy conservation			82	58.5 %
Renewable energy			45	32.1 %
Water conservation			36	25.7 %
Waste prevention			72	51.4 %
Paperless procedures			72	51.4 %
Purchasing			62	44.2 %
Environmental Community projects			36	25.7 %
Other			11	7.8 %
<b>Totals</b>			<b>140</b>	<b>100%</b>

Does your organization intend to:

Answer	0%	100%	Number of Response(s)	Response Ratio
Increase your implementation of green practices in the next 3 years?			121	72.8 %
Decrease its number of green practices in the next 3 years?			0	0.0 %
Remain static with regard to its number of green practices in the next 3 years?			46	27.7 %
<b>Totals</b>			<b>166</b>	<b>100%</b>

If your business currently participates in environmentally-friendly initiatives did you work with an outside agency to develop and/or implement your initiatives?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			54	31.2 %
No			110	63.5 %
No Response(s)			9	5.2 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

If you answered "yes" to question #9, what organization did you work with?

Does your business communicate any of its environmental performance to customers?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			94	54.3 %
No			72	41.6 %
No Response(s)			7	4.0 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

If your business currently participates in environmentally-friendly initiatives, please help us determine the costs associated versus rewards received by checking all answers that apply to your business.

Answer	0%	100%	Number of Response(s)	Response Ratio
Our green initiatives have increased our business' bottom line through cost savings.			69	46.6 %
Our green initiatives have increased our business' bottom line through increased sales.			16	10.8 %
Our green initiatives have decreased our business' bottom line due to an increase in costs associated with those efforts.			11	7.4 %
Our environmental initiatives have contributed to our business' overall success.			57	38.5 %
The impact on our business' bottom line is not a key factor in our decision to implement green initiatives.			84	56.7 %
<b>Totals</b>			<b>148</b>	<b>100%</b>

Has your organization ever researched the possibility of or partaken in a government grant, subsidy, tax incentive or loan to implement an environmentally-friendly practice?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			45	27.4 %
No			122	74.3 %
<b>Totals</b>			<b>164</b>	<b>100%</b>

If yes to Question 13, please indicate the program utilized.

45 Response(s)

Does your business mission statement include an environmental commitment?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			66	38.1 %
No			97	56.0 %
No Response(s)			10	5.7 %
<b>Totals</b>			<b>173</b>	<b>100%</b>

Rank the motivating factors for your business in regard to the implementation of "green" practices.

1 = Most Motivating

Answer	1	2	3	Number of Response(s)	Ranking Score*
Cost savings				160	2.0
Marketability of "green" image				160	2.5
Genuine environmental concern				160	1.5

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

Do you believe that there should be legislation in place to mandate VT businesses to implement environmentally-friendly initiatives?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			55	33.3 %
No			112	67.8 %
<b>Totals</b>			<b>165</b>	<b>100%</b>