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**ADOBE DOCUMENT CLOUD   
SUSTAINABILITY MEDIAGENIC SURVEY**

FEBRUARY 2022

**Research Objectives**

**Survey Methodology**

15-minute online survey with Enterprise Knowledge Workers across the US as described in the table below.

|  |  |  |
| --- | --- | --- |
| **Audience** | **Audience Definition** | **Sample Size** |
| **Enterprise Knowledge Workers** | Those employed at enterprise-size companies (1,000+ employees) | N=1,400   * N=1,000 US Enterprise workers\* * N=200 US Technology/Enterprise Tech workers * N=200 US Financial Services Enterprise workers (FSI)   \*Minimum of n=200 employees and N=200 managers with a nationally representative US enterprise employees sample |

**Survey Outline**

1. [Screener](#_SECTION_1:_SCREENER)
2. [Workplace Sustainability Perceptions](#_SECTION_2:_WORKPLACE)
3. [Benefits & Barriers to Sustainable Changes](#_SECTION_3:_BENEFITS)
4. [Future of Sustainable Practices](#_SECTION_4:_FUTURE)
5. [Demographics](#_SECTION_5:_DEMOGRAPHICS)

**Hypothesis the Research Will Test**

Across Enterprise Knowledge Workers in the U.S….

* Younger remote and/or hybrid employees are willing to make more sustainable changes when they do work from home than older remote and/or hybrid employees.
* A majority of workers indicate that their company has increased its emphasis on sustainable practices, such as utilizing digital document storage and management, digital signatures/e-sign, and reducing or eliminating paper usage.
* Employees believe that sustainability initiatives are important to reduce the harm their companies have on the environment but are less focused on the opportunities for innovation these same initiatives can provide.
* Enterprise workers consider paper consumption to be a major contributor to their company’s environmental impact.
* Benefits to sustainable practices aren’t just external, but also internal: Enterprise workers believe adopting sustainable practices could benefit their company culture, increase business opportunities, and provide career growth opportunities.
* While some workers are eager to advocate for sustainable changes in their workplace, they believe the ultimate responsibility for instituting and following through with these changes falls on upper-level management.

**Notes for Reviewing this Survey**

Thank you for taking the time to review this research instrument. On the following pages you will find the online survey. Respondents will read this on-screen as it is written within this document. Below are a few notes to keep in mind as you review.

* Any text in BLUE, included in brackets “[…]”, or section headers are simply programming notes that will not be seen by respondents.
* Text in ORANGE will not be visible to respondents—these are only to aid the reviewer by defining the question objective.
* The screener section of the survey contains both qualification questions and market-specific demographic questions to ensure we are speaking to the right audience and monitoring for market representativeness.
* “Nice to know” vs. “Need to know”: If you are recommending new questions to add, please also consider areas to cut. We have a limited amount of time with each respondent and want to be sure we are getting the most out of the 15-minute online survey.

|  |
| --- |
| SECTION 1: SCREENER |

**PROGRAMMER INSTRUCTIONS IN BLUE**

**GENERAL SCRIPTING INSTRUCTIONS**

1. ALWAYS SHOW PROGRESSION BAR
2. SET UP SCREENS TO AVOID SCROLLING USING THE WIDTH OF THE SCREEN

**P1. PRELOAD**

1. US Gen Pop
2. US Technology/Enterprise Tech workers oversample
3. US Financial services enterprise workers (FSI) oversample

**CONSENT**

**NEW SCREEN – ASK ALL**

S1. Thank you for your interest in our survey! The survey data collected will be used for research purposes only and all responses you provide are voluntary, anonymous, and will be processed in aggregate to assist us and our client in understanding audiences like you. All information collected and processed will be done in accordance with local and international data protection laws.

Based on the information above, do you agree to participate? SINGLE SELECT

1. Yes
2. No [TERMINATE]

**AGE**

**NEW SCREEN – ASK ALL**

S2. How old are you?   
[TEXT BOX RANGE 0-100]   
[TERMINATE IF UNDER 18 YEARS OF AGE]   
[INSERT “Prefer not to answer” OPTION BELOW OPEN-END BOX AND TERMINATE IF SELECTED]

S2A. HIDDEN QUESTION; RECODE BY AGE BRACKET

1. 0-17 [TERMINATE]
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+

S2B. HIDDEN QUESTION; RECODE BY GENERATION

1. Gen Z [18-24]
2. Millennial [25-39]
3. Gen X [40-55]
4. Boomer [56-74]
5. Silent/Greatest [75+]

**GENDER**

**NEW SCREEN – ASK ALL**

S3. How do you identify? SINGLE SELECT

1. Man
2. Woman
3. Transgender
4. Non-Binary/Non-Conforming
5. Prefer to self-describe, specify: [ANCHOR]

99. Prefer not to answer [ANCHOR] [EXCLUSIVE]

**REGION**

**NEW SCREEN – ASK ALL**

S4. What state do you currently live in?   
SINGLE SELECT  
[INSERT DROPDOWN OF 50 STATES]  
[ADD OPTION FOR “I don’t live in the US” AND TERMINATE]

1. Alaska
2. Alabama
3. Arkansas
4. Arizona
5. California
6. Colorado
7. Connecticut
8. District of Columbia
9. Delaware
10. Florida
11. Georgia
12. Hawaii
13. Iowa
14. Idaho
15. Illinois
16. Indiana
17. Kansas
18. Kentucky
19. Louisiana
20. Massachusetts
21. Maryland
22. Maine
23. Michigan
24. Minnesota
25. Missouri
26. Mississippi
27. Montana
28. North Carolina
29. North Dakota
30. Nebraska
31. New Hampshire
32. New Jersey
33. New Mexico
34. Nevada
35. New York
36. Ohio
37. Oklahoma
38. Pennsylvania
39. Rhode Island
40. Oregon
41. South Carolina
42. South Dakota
43. Tennessee
44. Texas
45. Utah
46. Virginia
47. Vermont
48. Washington
49. Wisconsin
50. West Virginia
51. Wyoming
52. I do not live in the United States [TERMINATE]

S4\_US\_RECODE.

1. NORTHEAST (CT, ME, MA, NH, NJ, NY, PA, RI, VT)
2. MIDWEST (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
3. SOUTH (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)
4. WEST (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)

**US ETHNICITY**

**NEW SCREEN – ASK ALL**

S5. Do you consider yourself to be of Hispanic or Latino/a/x/e origin? SINGLE SELECT

1. Yes
2. No
3. Prefer not to answer ANCHOR

**US RACE**

**NEW SCREEN – ASK ALL**

S6. Which of the following best describes your racial background or heritage? *Please select all that apply.*[MULTI SELECT]

1. White/Caucasian
2. Black or African American
3. Asian or Asian American
4. Native Hawaiian or Other Pacific Islander
5. Indigenous American or Indigenous Alaska
6. Middle Eastern or North African
7. Prefer to self-describe, specify:   [ANCHOR/SPECIFY]

99.  Prefer not to answer [ANCHOR/EXCLUSIVE]

S6A: Hidden Recode (Race/Ethnicity)

1. Hispanic [S5/1]
2. NH-Asian [S5/2,3 AND S6/3,4= ~~1~~ ~~A~~ND S6 ANSWER COUNT = 1]
3. NH-Black [S5/2,3 AND S6/2 AND S6 ANSWER COUNT = 1]
4. NH-White [S5=2,3 AND S6/1~~,6~~ AND S6 ANSWER COUNT = 1]
5. NH-Other [(S5=2,3 AND S6/5,6, 7) OR (S5=2,3 AND S6 ANSWER COUNT > 1)]
6. Prefer not to answer [S5=2,3 AND S6=99]

S6B: Hidden Recode (Multi/Biracial)

1. Multiracial [S6 Answer Count > 1]
2. Non-Multiracial [S6 Answer Count=1]

**EMPLOYMENT STATUS**

**NEW SCREEN – ASK ALL**

S8. Which of the following best describes your current employment status? SINGLE SELECT

1. Employed full time
2. Employed part time
3. Furloughed or laid off due to COVID-19 [TERMINATE]
4. Unemployed due to non-COVID-19 related reasons [TERMINATE]
5. Retired [TERMINATE]
6. Student [TERMINATE]
7. Homemaker [TERMINATE]
8. Other (please specify) [TERMINATE]

**COMPANY SIZE**

**NEW SCREEN – ASK ALL**

S9. Across all your company/organization’s offices and locations, how many employees does the company/organization employ? SINGLE SELECT

1. I am the only employee [TERMINATE]
2. 2 to 9 employees [TERMINATE]
3. 10 to 24 employees [TERMINATE]
4. 25 to 49 employees [TERMINATE]
5. 50 to 99 employees [TERMINATE]
6. 100 to 999 employees [TERMINATE]
7. 1,000 to 4,999 employees
8. 5,000 to 9,999 employees
9. 10,000 or more employees
10. Don’t know [ANCHOR] [TERMINATE]

**JOB LEVEL**

**NEW SCREEN – ASK ALL**    
S10. Which of the following best describes your current job level? SINGLE SELECT

1. Entry level
2. Associate
3. Manager
4. Director
5. Vice President
6. Senior Vice President
7. C-Suite, such as Chief Executive Officer, Chief Operating Officer, or Managing Director
8. Chairman or Board Member
9. Other, please specify

**MANAGER REPORTS**

**NEW SCREEN/ ASK ALL**

S11. Do you have any “direct reports” that you personally manage? SINGLE SELECT

1. Yes
2. No

**MANAGER REPORTS**

**NEW SCREEN/ ASK THOSE WITH DIRECT REPORTS (S11/1)**

S12. How many people report into you, including both your direct reports and indirect reports? NUMERIC

[OPEN-END, RANGE 1-10,000]

**INDUSTRY**

**NEW SCREEN – ASK ALL**

S13. Which of the following industries best describes the company/organization you work for? SINGLE SELECT; SHOW ALPHABETICALLY

1. Agriculture, forestry, mining
2. Automotive
3. Consumer packaged goods
4. Construction
5. Education
6. Entertainment
7. Energy
8. Fashion
9. Financial services
10. Food and beverage
11. Healthcare
12. Hospitality
13. Manufacturing
14. Marketing/Media/Communications
15. Non-profit, Charity, or NGO
16. Professional services (including accounting, consulting and legal firms)
17. Retail (including both stores with physical locations and online-only retailers)
18. Real Estate
19. Technology
20. Telecommunications
21. ~~The~~ Government (state, local or national)
22. Transportation
23. Other SPECIFY / ANCHOR

**REMOTE STATUS – CURRENT STATUS**

**NEW SCREEN/ ASK ALL**

S14. What is your current working environment? *Please select the option that best describes your working environment.*SINGLE SELECT

|  |
| --- |
| 1. I work remotely every workday |
| 1. I work remotely some days and in-person other days (hybrid) |
| 1. None of my work is done remotely (all of my work is done on-site or in-office) |

**REMOTE WORK DECISION**

**NEW SCREEN – ASK ALL**

S15. Were you able to decide on your working environment, or did your employer decide for you?  
SINGLE SELECT

|  |
| --- |
| 1. I decided whether I would work remotely, hybrid, or in-person/on-site |
| 1. My employer~~company~~ decided whether I would work remotely, hybrid, or in-person/on-site |
| 1. My work cannot be done remotely |

**TOOLS KNOWLEDGE & USEAGE**

**NEW SCREEN/ ASK ALL**

S16. Please indicate how often you use the following digital tools at work.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SINGLE SELECT PER ROW; RANDOMIZE | Never | Rarely | Sometimes | Regularly | Not applicable |
| 1. Cloud document management and storage | 1 | 2 | 3 | 4 | 5 |
| 1. Messaging apps | 1 | 2 | 3 | 4 | 5 |
| 1. Video conference apps | 1 | 2 | 3 | 4 | 5 |
| 1. Word processor | 1 | 2 | 3 | 4 | 5 |
| 1. Spreadsheets | 1 | 2 | 3 | 4 | 5 |
| 1. Digital sign/E-sign | 1 | 2 | 3 | 4 | 5 |
| 1. File share sites | 1 | 2 | 3 | 4 | 5 |
| 1. Email services | 1 | 2 | 3 | 4 | 5 |
| 1. Presentation/slideshow software | 1 | 2 | 3 | 4 | 5 |
| 1. Employee timekeeping software | 1 | 2 | 3 | 4 | 5 |
| 1. Notes applications | 1 | 2 | 3 | 4 | 5 |
| 1. Project management software | 1 | 2 | 3 | 4 | 5 |
| 1. Scheduling platform | 1 | 2 | 3 | 4 | 5 |

**DOCUMENT RESPONSIBILITIES**

**NEW SCREEN/ ASK ALL**

S17. How often are you personally involved in the following business tasks? *By documents we are referring to any written, printed, or electronic materials like reports, financial statements, contracts, word documents, PDFs, PowerPoints, etc.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SINGLE SELECT PER ROW; RANDOMIZE | Never | Rarely | Sometimes | Regularly |
| 1. Signing documents for my business/ employer~~company~~ | 1 | 2 | 3  Qualify | 4  Qualify |
| 1. Scanning documents for my business/ employer~~company~~ | 1 | 2 | 3  Qualify | 4  Qualify |
| 1. Any creating, sharing, presenting, or reviewing of documents | 1 | 2 | 3  Qualify | 4  Qualify |
| 1. Selecting document-based business tools or software for my business/ employer~~company~~ to consider or purchase | 1 | 2 | 3  Qualify | 4  Qualify |

In order to qualify respondents must select 3-4 for at least one row 1-4 to qualify. ~~work with documents in some capacity either sometimes or regularly S16 S17/1-4/ 3,4~~

~~IF (S16 S17/1/1-2 AND S16 S17/2/1-2 AND S16 S17/3/1-2 AND S16 S17/4/1-2)~~ TERMINATE if respondent selects 1-2 for ALL Rows 1-4]

|  |
| --- |
| HIDDEN SECTION FOR PROGRAMMING ONLY |

**S100A To qualify as US Gen Pop Enterprise Worker**

* Gen Pop preload (P1/1)
* Consent (S1/1)
* Be 18+ (S2A RECODE/2-7)
* Employed full or part time (S8/1-2)
* Works at enterprise sized company (S9/7-9)
* Works with documents in some capacity either sometimes or regularly (~~S16~~ S17/1-4/ 3,4)

**To qualify as US Tech/Enterprise Tech Worker oversample**

* Technology/Enterprise technology preload (P1/2)
* Consent (S1/1)
* Be 18+ (S2A RECODE/2-7)
* Employed full or part time (S8/1-2)
* Works at enterprise sized company (S9/7-9)
* Works in technology industry (S13/19)
* Works with documents in some capacity either sometimes or regularly (~~S16~~ S17/1-4/ 3,4)

**To qualify as US Financial services enterprise workers (FSI) oversample**

* Financial services enterprise workers preload (P1/3)
* Consent (S1/1)
* Be 18+ (S2A RECODE/2-7)
* Employed full or part time (S8/1-2)
* Works at enterprise sized company (S9/7-9)
* Works in financial services industry (S13/9)
* Works with documents in some capacity either sometimes or regularly (~~S16~~ S17/1-4/ 3,4)

1. **Qualified Enterprise Knowledge Worker**  **N=1000**
2. **Tech/Enterprise Tech Worker oversample N=200**
3. **Financial services enterprise workers (FSI) oversample N=200**
4. **Not qualified: [all else]**  **[TERMINATE]**

**TOTAL AUDIENCE QUOTAS (P1/1,2,3 – QUALIFIED RESPONDENTS)**

**S101: Region**

1. Northeast (P1/1 AND S4\_US\_RECODE/1) [n=COUNTER]
2. Midwest (P1/1 AND S4\_US\_RECODE/2) [n=COUNTER]
3. South (P1/1 AND S4\_US\_RECODE/3) [n=COUNTER]
4. West (P1/1 AND S4\_US\_RECODE/4) [n=COUNTER]

**S102: Ethnicity**

1. White (S5/2,3 AND S6/1~~,6~~ AND S6 ANSWER COUNT = 1) [n=COUNTER]
2. Black/African American (S5/2,3 AND S6/2 AND S6 ANSWER COUNT = 1) [n=COUNTER]
3. Asian/Asian-American (S5=2,3 AND S6/3,4 ~~A~~ND S6 ANSWER COUNT = 1) [n=COUNTER]
4. Hispanic/Latinx (S5/1) [n=COUNTER]
5. Other ((S5/2,3~~3~~ AND S6/5,6,7) OR (S5=2,3 AND S6 ANSWER COUNT > 1) [n=COUNTER]
6. Prefer not to answer (S5=2,3 AND S6=99) [n=COUNTER]

**S103: Gender**

1. Man (S3/1) [n=COUNTER]
2. Woman (S3/2) [n=COUNTER]
3. Transgender (S3/3) [n=COUNTER]
4. Non-Binary/Non-Conforming (S3/4) [n=COUNTER]
5. Prefer to self-describe, specify (S3/5) [n=COUNTER]

99. Prefer not to answer (S3/99) [n=COUNTER]

**S104: Age**

1. 18-24 (S2A=2) [n=COUNTER]
2. 25-34 (S2A=3) [n=COUNTER]
3. 35-44 (S2A=4) [n=COUNTER]
4. 45-54 (S2A=5) [n=COUNTER]
5. 55-64 (S2A=6) [n=COUNTER]
6. 65+ (S2A=7) [n=COUNTER]

**S105: Direct Reports**

1. No direct reports (S11/2~~-3~~) [n=COUNTER]
2. At least 1 direct report (S12=1+) [n=COUNTER]

**S106: Job Level**

1. Junior-level (S10/1-2) [n=COUNTER]
2. Mid-level (S10/3-4) [n=COUNTER]
3. Senior-level (S10/5-8) [n=COUNTER]

**S107: Remote Work Tracking**

1. Work entirely remotely (S14/1) [n=COUNTER]
2. Hybrid (S14/2) [n=COUNTER]
3. Work in-person (S14/3) [n=COUNTER]

**UNITED STATES GEN POP QUOTAS (P1/1)**

[PN: P1/1 applies to S101A-S106A]

**S101A: Region**

1. Northeast (P1/1 AND S4\_US\_RECODE/1) [n=COUNTER]
2. Midwest (P1/1 AND S4\_US\_RECODE/2) [n=COUNTER]
3. South (P1/1 AND S4\_US\_RECODE/3) [n=COUNTER]
4. West (P1/1 AND S4\_US\_RECODE/4) [n=COUNTER]

**S102A: Ethnicity**

1. White (S5/2,3 AND S6/1~~,6~~ AND S6 ANSWER COUNT = 1) [n=COUNTER]
2. Black/African American (S5/2,3 AND S6/2 AND S6 ANSWER COUNT = 1) [n=COUNTER]
3. Asian/Asian-American (S5=2,3 AND S6/3,4 ~~A~~ND S6 ANSWER COUNT = 1) [n=COUNTER]
4. Hispanic/Latinx (S5/1) [n=COUNTER]
5. Other ((S5/2,3~~3~~ AND S6/5,6,7) OR (S5=2,3 AND S6 ANSWER COUNT > 1) [n=COUNTER]
6. Prefer not to answer (S5=2,3 AND S6=99) [n=COUNTER]

**S103A: Gender**

1. Man (S3/1) [n=COUNTER]
2. Woman (S3/2) [n=COUNTER]
3. Transgender (S3/3) [n=COUNTER]
4. Non-Binary/Non-Conforming (S3/4) [n=COUNTER]
5. Prefer to self-describe, specify (S3/5) [n=COUNTER]

99. Prefer not to answer (S3/99) [n=COUNTER]

**S104A: Age**

1. 18-24 (S2A=2) [n=COUNTER]
2. 25-34 (S2A=3) [n=COUNTER]
3. 35-44 (S2A=4) [n=COUNTER]
4. 45-54 (S2A=5) [n=COUNTER]
5. 55-64 (S2A=6) [n=COUNTER]
6. 65+ (S2A=7) [n=COUNTER]

**S105A: Industry Tracking**

1. All Other Industries (S13/1-4, 6-8, 10-18, 20, 22) [n=COUNTER]
2. Education (S13/5) [n=COUNTER]
3. Financial services (S13/9) [n=COUNTER]
4. Healthcare (S13/11) [n=COUNTER]
5. Technology (S13/19) [n=COUNTER]
6. The Government (S13/21) [n=COUNTER]

**S106A: Job Level**

1. Junior-level (S10/1-2) [n=MIN 200]
2. Mid-level (S10/3-4) [n=MIN 200]
3. Senior-level (S10/5-8) [n=COUNTER]

**UNITED STATES Tech/Enterprise Tech Worker Oversample Quotas (P1/2)**

[PN: P1/2 applies to S101B-S106B]

**S101B: Region**

1. Northeast (P1/2 AND S4\_US\_RECODE/1) [n=COUNTER]
2. Midwest (P1/2 AND S4\_US\_RECODE/2) [n=COUNTER]
3. South (P1/2 AND S4\_US\_RECODE/3) [n=COUNTER]
4. West (P1/2 AND S4\_US\_RECODE/4) [n=COUNTER]

**S102B: Ethnicity**

1. White (S5/2,3 AND S6/1~~,6~~ AND S6 ANSWER COUNT = 1) [n=COUNTER]
2. Black/African American (S5/2,3 AND S6/2 AND S6 ANSWER COUNT = 1) [n=COUNTER]
3. Asian/Asian-American (S5=2,3 AND S6/3,4 ~~A~~ND S6 ANSWER COUNT = 1) [n=COUNTER]
4. Hispanic/Latinx (S5/1) [n=COUNTER]
5. Other ((S5/2,3~~3~~ AND S6/5,6,7) OR (S5=2,3 AND S6 ANSWER COUNT > 1) [n=COUNTER]
6. Prefer not to answer (S5=2,3 AND S6=99) [n=COUNTER]

**S103B: Gender**

1. Man (S3/1) [n=COUNTER]
2. Woman (S3/2) [n=COUNTER]
3. Transgender (S3/3) [n=COUNTER]
4. Non-Binary/Non-Conforming (S3/4) [n=COUNTER]
5. Prefer to self-describe, specify (S3/5) [n=COUNTER]

99. Prefer not to answer (S3/99) [n=COUNTER]

**S104B: Age**

1. 18-24 (S2A=2) [n=COUNTER]
2. 25-34 (S2A=3) [n=COUNTER]
3. 35-44 (S2A=4) [n=COUNTER]
4. 45-54 (S2A=5) [n=COUNTER]
5. 55-64 (S2A=6) [n=COUNTER]
6. 65+ (S2A=7) [n=COUNTER]

**S106B: Job Level**

1. Junior-level (S10/1-2) [n=COUNTER]
2. Mid-level (S10/3-4) [n=COUNTER]
3. Senior-level (S10/5-8) [n=COUNTER]

**UNITED STATES Financial services enterprise workers (FSI) Quotas (P1/3)**

[PN: P1/3 applies to S101C-S106C]

**S101C: Region**

1. Northeast (P1/3 AND S4\_US\_RECODE/1) [n=COUNTER]
2. Midwest (P1/3 AND S4\_US\_RECODE/2) [n=COUNTER]
3. South (P1/3 AND S4\_US\_RECODE/3) [n=COUNTER]
4. West (P1/3 AND S4\_US\_RECODE/4) [n=COUNTER]

**S102C: Ethnicity**

1. White (S5/2,3 AND S6/1~~,6~~ AND S6 ANSWER COUNT = 1) [n=COUNTER]
2. Black/African American (S5/2,3 AND S6/2 AND S6 ANSWER COUNT = 1) [n=COUNTER]
3. Asian/Asian-American (S5=2,3 AND S6/3,4 ~~A~~ND S6 ANSWER COUNT = 1) [n=COUNTER]
4. Hispanic/Latinx (S5/1) [n=COUNTER]
5. Other ((S5/2,3~~3~~ AND S6/5,6,7) OR (S5=2,3 AND S6 ANSWER COUNT > 1) [n=COUNTER]
6. Prefer not to answer (S5=2,3 AND S6=99) [n=COUNTER]

**S103C: Gender**

1. Man (S3/1) [n=COUNTER]
2. Woman (S3/2) [n=COUNTER]
3. Transgender (S3/3) [n=COUNTER]
4. Non-Binary/Non-Conforming (S3/4) [n=COUNTER]
5. Prefer to self-describe, specify (S3/5) [n=COUNTER]

99. Prefer not to answer (S3/99) [n=COUNTER]

**S104C: Age**

1. 18-24 (S2A=2) [n=COUNTER]
2. 25-34 (S2A=3) [n=COUNTER]
3. 35-44 (S2A=4) [n=COUNTER]
4. 45-54 (S2A=5) [n=COUNTER]
5. 55-64 (S2A=6) [n=COUNTER]
6. 65+ (S2A=7) [n=COUNTER]

**S106C: Job Level**

1. Junior-level (S10/1-2) [n=COUNTER]
2. Mid-level (S10/3-4) [n=COUNTER]
3. Senior-level (S10/5-8) [n=COUNTER]

[DISPLAY] Thank you! You have qualified to participate in this study!

|  |
| --- |
| SECTION 2: WORKPLACE SUSTAINABILITY PERCEPTIONS |

**[DISPLAY]** First, we will ask you to think about your workplace’s sustainability practices. When we talk about sustainable practices, we mean policies or processes that minimize the impact a company's operations have on the environment.

**NEW SCREEN – ASK ALL**

1. How would you rate the importance of adopting the below sustainability practices in the workplace? *When considering the options below, please think of workplaces or employers in general – beyond your specific employer or industry.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE ROWS; SINGLE SELECT PER ROW | Not at all important | Not very important | Somewhat important | Very important | No impact/not applicable |
| 1. Curbing electricity consumption | 1 | 2 | 3 | 4 | 5 |
| 1. Digital document storage and management | 1 | 2 | 3 | 4 | 5 |
| 1. Digital signatures/E-Sign | 1 | 2 | 3 | 4 | 5 |
| 1. Encouraging use of public transport/eco-conscious commuting | 1 | 2 | 3 | 4 | 5 |
| 1. Prioritizing renewable energy | 1 | 2 | 3 | 4 | 5 |
| 1. Recycling programs | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing in-office hours | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing or eliminating paper usage | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing business-related travel | 1 | 2 | 3 | 4 | 5 |
| 1. Remote work options | 1 | 2 | 3 | 4 | 5 |

**NEW SCREEN – ASK ALL**

1. Which of the following sustainability practices does your employer~~company~~ currently implement? *Please select all options you are aware of.*

~~RANDOMIZE~~ ROWS IN SAME ORDER AS Q1, MULTIPLE SELECT

|  |
| --- |
| 1. Curbing electricity consumption |
| 1. Digital document storage and management |
| 1. Digital signatures/E-Sign |
| 1. Encouraging use of public transport/eco-conscious commuting |
| 1. Prioritizing renewable energy |
| 1. Recycling programs |
| 1. Reducing in-office hours |
| 1. Reducing or eliminating paper usage |
| 1. Reducing business-related travel |
| 1. Remote work options |
| 1. Other [please specify] ANCHOR |
| 1. Don't Know EXCLUSIVE, ANCHOR |

**NEW SCREEN – ASK ALL**

1. How much of an impact do you believe the following sustainability measures have or could have on your employer~~company~~ 's environmental impact?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ~~RANDOMIZE~~ ROWS IN SAME ORDER AS Q1; SINGLE SELECT PER ROW | Very minimal impact | Not much of an impact | Somewhat of an impact | Very large impact | No impact/not applicable |
| 1. Curbing electricity consumption | 1 | 2 | 3 | 4 | 5 |
| 1. Digital document storage and management | 1 | 2 | 3 | 4 | 5 |
| 1. Digital signatures/E-Sign | 1 | 2 | 3 | 4 | 5 |
| 1. Encouraging use of public transport/eco-conscious commuting | 1 | 2 | 3 | 4 | 5 |
| 1. Prioritizing renewable energy | 1 | 2 | 3 | 4 | 5 |
| 1. Recycling programs | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing in-office hours | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing or eliminating paper usage | 1 | 2 | 3 | 4 | 5 |
| 1. Reducing business-related travel | 1 | 2 | 3 | 4 | 5 |
| 1. Remote work options | 1 | 2 | 3 | 4 | 5 |

**NEW SCREEN – ASK ALL**

1. Thinking about your employer~~company~~'s sustainability practices prior to the COVID-19 pandemic, please indicate ~~how~~ if your employer~~company~~ has increased or decreased their implementation of the below practices?

|  |  |  |  |
| --- | --- | --- | --- |
| ~~RANDOMIZE~~ ROWS IN SAME ORDER AS Q1; SINGLE SELECT PER ROW | Decreased implementation ~~emphasis~~ | No change | Increased implementation ~~emphasis~~ |
| 1. Curbing electricity consumption | 1 | 2 | 3 |
| 1. Digital document storage and management | 1 | 2 | 3 |
| 1. Digital signatures/E-Sign | 1 | 2 | 3 |
| 1. Encouraging use of public transport/eco-conscious commuting | 1 | 2 | 3 |
| 1. Prioritizing renewable energy | 1 | 2 | 3 |
| 1. Recycling programs | 1 | 2 | 3 |
| 1. Reducing in-office hours | 1 | 2 | 3 |
| 1. Reducing or eliminating paper usage | 1 | 2 | 3 |
| 1. Reducing business-related travel | 1 | 2 | 3 |
| 1. Remote work options | 1 | 2 | 3 |

**NEW SCREEN – ASK REMOTE & HYBRID WORKERS (S14/1-2)**

1. Which of the following would you be willing to do to make [IF S14/1 "remote", IF S14/2 "hybrid"] work more sustainable?

RANDOMIZE, MULTIPLE SELECT

|  |
| --- |
| 1. Committing to not using my car on days that I work from home |
| 1. Using eco-conscious office supplies at home |
| 1. Being more mindful of heating/air conditioning use |
| 1. Utilizing smart thermostats |
| 1. Using energy efficient appliances |
| 1. Unplugging or shutting down devices when not in use |
| 1. Decreas~~e~~ing brightness on computer screens |
| 1. Making meals at home instead of ordering out |
| 1. Taking paperless notes |
| 1. Using solely e-documents/digital copies |
| 1. Other [please specify] ANCHOR |

**NEW SCREEN – ASK ALL**

1. Please indicate your level of agreement with the following statements about your employer~~company~~'s sustainability practices.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE ROWS; SINGLE SELECT PER ROW | Strongly ~~D~~disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| 1. Sustainability is one of my employer~~company~~'s top priorities | 1 | 2 | 3 | 4 | 5 |
| 1. My coworkers care about implementing sustainable practices | 1 | 2 | 3 | 4 | 5 |
| 1. My managers care about implementing sustainable practices [SHOW ONLY FOR EMPLOYEES WITH NO DIRECT REPORTS (S105/1)] | 1 | 2 | 3 | 4 | 5 |
| 1. Adopting new sustainability practices is easy | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~ is resistant to changing operations to become more sustainable | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~ is actively implementing new sustainability practices | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~ should be doing more to become sustainable | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~ 's sustainability policies do not impact my day-to-day at work | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~’s sustainability efforts have been successful | 1 | 2 | 3 | 4 | 5 |
| 1. The impact of my employer~~company~~ 's sustainability efforts is measurable | 1 | 2 | 3 | 4 | 5 |
| 1. Senior leadership cares about implementing sustainable practices [DO NOT SHOW FOR C-SUITE/EXECUTIVE LEADERSHIP (S10/5-7)] | 1 | 2 | 3 | 4 | 5 |
| 1. My employer~~company~~ wants to reduce the harm it causes to the environment | 1 | 2 | 3 | 4 | 5 |

**NEW SCREEN – ASK IF Q6r5/4-5 OR Q6r7/4-5**

Q6A. You've indicated that you feel your employer~~company~~'s sustainability practices could be improved. What do you think would encourage your employer~~company~~ to adopt more sustainable practices?

[TEXT BOX]

**NEW SCREEN – ASK ALL**

1. Please indicate your level of agreement with the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE ROWS; SINGLE SELECT PER ROW | Strongly ~~D~~disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| 1. I do everything I can to help my employer ~~company~~ be more sustainable | 1 | 2 | 3 | 4 | 5 |
| 1. I want to help improve my employer's sustainability practices | 1 | 2 | 3 | 4 | 5 |
| 1. I am partially responsible for my employer~~company~~ 's sustainability practices | 1 | 2 | 3 | 4 | 5 |
| 1. I would only work for ~~at~~ an employer ~~company~~ that prioritizes sustainability | 1 | 2 | 3 | 4 | 5 |
| 1. I encourage others at work to be mindful of our employer~~company~~ 's sustainability practices | 1 | 2 | 3 | 4 | 5 |

**NEW SCREEN – ASK IF Q7r5/4-5**

Q7A. You indicated that you encourage others at your workplace to be mindful of your employer~~company~~'s sustainable practices. How do you motivate your coworkers to be more sustainable?

[TEXT BOX]

**NEW SCREEN – ASK ALL**

1. What do you think is contributing **the most** to your employer company's environmental impact? *Please select up to 5 factors.*

RANDOMIZE ROWS; MULTI-SELECT

|  |
| --- |
| 1. Food waste |
| 1. Paper consumption |
| 1. Lifecycle of our products |
| 1. Practices of clients/vendors my company works with |
| 1. Electricity and utility usage |
| 1. Physical office footprint (i.e., number of office branches, size of offices) |
| 1. Business travel emissions |
| 1. Recycling practices |
| 1. Manufacturing processes |
| 1. Employee commuting |
| 1. Distribution of goods/services |
| 1. Other [please specify], ANCHOR |

|  |
| --- |
| SECTION 3: BENEFITS & BARRIERS TO SUSTAINABLE CHANGES |

**[DISPLAY]** Now we will ask about the benefits and barriers to instituting sustainable practices in the workplace. As a reminder, when we talk about sustainable practices, we mean policies or processes that minimize the impact a company's operations have on the environment.

**NEW SCREEN – ASK ALL**

1. What do you think are the benefits to instituting sustainable practices at your workplace? *Please select all that apply.*

RANDOMIZE ROWS; MULTI-SELECT

|  |
| --- |
| 1. Lower costs |
| 1. Easier to work remotely |
| 1. Higher productivity rates |
| 1. More efficiency through digital solutions and tools |
| 1. More business opportunities |
| 1. Positions company as an industry leader |
| 1. Easier to comply with industry regulations |
| 1. Improves workplace culture |
| 1. Provides more career growth opportunities |
| 1. Less harm caused to the environment |
| 1. More opportunities for innovation |
| 1. Other [please specify] ANCHOR |
| 1. Don’t Know EXCLUSIVE, ANCHOR |

**NEW SCREEN – ASK ALL**

1. What do you think are the barriers to instituting sustainable practices at your workplace? *Please select all that apply.*

RANDOMIZE ROWS; MULTI-SELECT

|  |
| --- |
| 1. Higher costs |
| 1. Difficult to maintain productivity levels |
| 1. Difficult to integrate into current processes |
| 1. Gaps in digital/technological skillsets |
| 1. Could impact relationships with current business partners/vendors |
| 1. Other employees are not concerned [SHOW ONLY TO ENTRY/JUNIOR LEVEL EMPLOYEES S10/1-2 |
| 1. Managers are not concerned [SHOW ONLY FOR EMPLOYEES WITH NO DIRECT REPORTS (S105/1)] |
| 1. Senior leadership is not concerned [DO NOT SHOW FOR C-SUITE/EXECUTIVE LEADERSHIP (S10/5-7)] |
| 1. Not important to customers/clients |
| 1. Difficult to measure success |
| 1. Difficult to comply with industry regulations |
| 1. Company culture is resistant to change |
| 1. Other [please specify] ANCHOR |
| 1. Don’t Know EXCLUSIVE, ANCHOR |

**NEW SCREEN – ASK ALL**

1. Who ~~in your workplace~~ is actively involved in making decisions ~~around~~ about sustainable practices in your workplace? *Please select all that apply.*

MULTIPLE SELECT

|  |
| --- |
| 1. Employees |
| 1. Mid-level managers |
| 1. Senior-level managers |
| 1. C-Suite/Executive leadership |
| 1. Dedicated sustainability professionals |
| 1. Contractors |
| 1. Administrative staff |
| 1. Custodial staff |
| 1. Other [please specify] ANCHOR |
| 1. Don’t Know EXCLUSIVE, ANCHOR |

**NEW SCREEN – ASK ALL**

1. Who should be involved in ~~encouraging~~ making decisions about sustainable practices in your workplace? *Please select all that apply.*

MULTIPLE SELECT

|  |
| --- |
| 1. Employees |
| 1. Mid-level managers |
| 1. Senior-level managers |
| 1. C-Suite/Executive leadership |
| 1. Dedicated sustainability professionals |
| 1. Contractors |
| 1. Administrative staff |
| 1. Custodial staff |
| 1. Other [please specify] ANCHOR |
| 1. Don’t Know EXCLUSIVE, ANCHOR |

**NEW SCREEN – ASK ALL**

1. Who is ultimately responsible for ~~the success of~~ making decisions about your workplace’s sustainability efforts? *Please choose the position that most often acts as the final decisionmaker on your workplace's sustainability practices*.

SINGLE SELECT

|  |
| --- |
| 1. Employees |
| 1. Mid-level managers |
| 1. Senior-level managers |
| 1. C-Suite/Executive leadership |
| 1. Dedicated sustainability professionals |
| 1. Contractors |
| 1. Administrative staff |
| 1. Custodial staff |
| 1. Other [please specify] ANCHOR |
| 1. Don’t Know EXCLUSIVE, ANCHOR |

|  |
| --- |
| SECTION 4: FUTURE OF SUSTAINABLE PRACTICES |

**[DISPLAY]** Now we would like you to think about the future of sustainability practices - both in what you will personally implement and what you believe your company will implement in the future.

**NEW SCREEN – ASK ALL**

1. How much do you expect to spend on sustainable alternatives in the next five years?

*Please include any personal investments (home renovation/repairs, transitioning to sustainable product purchases, etc.) as well as any donations to eco-conscious organizations or charities.*

SINGLE SELECT

|  |
| --- |
| 1. Less than $100 |
| 1. $100 - $500 |
| 1. $500 - $1,000 |
| 1. $1,000 - $5,000 |
| 1. $5,000 - $10,000 |
| 1. $10,000 - $50,000 |
| 1. $50,000 - $75,000 |
| 1. $75,000 - $100,000 |
| 1. $100,000 - $500,000 |
| 1. More than $500,000 |

**NEW SCREEN – ASK ALL**

1. How much do you expect your company to spend on sustainable alternatives in the next five years?

*Please include any corporate investments (office renovation/repairs, transitioning to sustainable product purchases, etc.) as well as any donations to eco-conscious organizations or charities.*

SINGLE SELECT

|  |
| --- |
| 1. Less than $1000 |
| 1. $1,000 - $5,000 |
| 1. $5,000 - $10,000 |
| 1. $10,000 - $50,000 |
| 1. $50,000 - $100,000 |
| 1. $100,000 - $250,000 |
| 1. $250,000 - $500,000 |
| 1. $500,000 - $750,000 |
| 1. $750,000 - $1,000,000 |
| 1. More than $1,000,000 |

**NEW SCREEN – ASK ALL**

1. In the next five years, what do you think will be the biggest challenges for all companies to institute more sustainable practices?

RANDOMIZE ROWS; MULTIPLE SELECT

|  |
| --- |
| 1. Supply chain shortages |
| 1. Geopolitical issues |
| 1. Rising supply costs |
| 1. Greenwashing tactics |
| 1. Climate change deniers |
| 1. Internal culture resistance |
| 1. Cost of switching to more sustainable practices |
| 1. Difficulty in measuring success of sustainable practices |

**NEW SCREEN – ASK ALL**

1. In the next five years, what could help all companies shift to more sustainable practices?

RANDOMIZE ROWS; MULTIPLE SELECT

|  |
| --- |
| 1. Easier access to efficient alternatives |
| 1. Better product engineering standards |
| 1. Greater investment in green startups |
| 1. Government incentives |
| 1. Government taxes/fees for products that negatively impact the environment |
| 1. International collaboration |
| 1. Widespread education on the effects of climate change |
| 1. Better technology and tools |

**NEW SCREEN – ASK ALL**

1. Thinking ahead to the next 10 years, please indicate how much you agree or disagree with the below statements about businesses and their sustainability practices. *In the next 10 years…*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE ROWS; SINGLE SELECT PER ROW | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| 1. Companies will have a dedicated sustainability department to help reduce their environmental footprint | 1 | 2 | 3 | 4 | 5 |
| 1. All products produced by companies will have to meet government-mandated sustainability standards | 1 | 2 | 3 | 4 | 5 |
| 1. Companies will need to run their operations on entirely renewable energy | 1 | 2 | 3 | 4 | 5 |
| 1. Government regulations around climate change will cause companies to go out of business | 1 | 2 | 3 | 4 | 5 |
| 1. Companies will limit or entirely reduce business-related travel due to environmental impact concerns | 1 | 2 | 3 | 4 | 5 |
| 1. Companies will consider their entire supply chain, including vendors, when implementing sustainability initiatives | 1 | 2 | 3 | 4 | 5 |
| 1. Companies will revamp internal processes to reduce their in-office environmental impact (i.e., go entirely paperless, only use reusable mugs in office) | 1 | 2 | 3 | 4 | 5 |
| 1. Sustainability initiatives will be viewed as opportunities for innovation/thought leadership | 1 | 2 | 3 | 4 | 5 |
| 1. Companies will focus their sustainability initiatives primarily on harm reduction | 1 | 2 | 3 | 4 | 5 |

**NEW SCREEN – ASK ALL**

1. Thinking ahead to the next 10 years, please indicate how much you agree or disagree with the below statements about your own sustainability practices. *In the next 10 years…*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| RANDOMIZE ROWS; SINGLE SELECT PER ROW | Strongly disagree | Somewhat disagree | Neutral | Somewhat agree | Strongly agree |
| 1. The impacts of climate change will be felt by individuals like me | 1 | 2 | 3 | 4 | 5 |
| 1. I will change my travel habits to reduce my environmental footprint | 1 | 2 | 3 | 4 | 5 |
| 1. My diet will become more plant based | 1 | 2 | 3 | 4 | 5 |
| 1. I will change the energy sources I use to power my home (i.e., install solar panels) | 1 | 2 | 3 | 4 | 5 |
| 1. I will reduce my use of plastic | 1 | 2 | 3 | 4 | 5 |
| 1. I will purchase more sustainable products | 1 | 2 | 3 | 4 | 5 |
| 1. I will rely more on public transportation instead of traveling by car | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| SECTION 5: DEMOGRAPHICS |

**[DISPLAY]** Thank you for your responses! We have just a few final questions for classification purposes only.

**COMPANY SERVICES**

**NEW SCREEN – ASK ALL**

1. Does the company/organization you work for provide goods or services? SINGLE SELECT

|  |
| --- |
| 1. Goods only (i.e., tangible items) |
| 1. Services only |
| 1. Both goods and services [EXCLUSIVE] |

**JOB ROLE**

**NEW SCREEN – ASK ALL**

1. Which of the following best describes your current role and responsibilities at your job? Please select all that apply.   
   SHOW IN ALPHABETICAL ORDER; MULTI-SELECT

|  |
| --- |
| 1. Administration |
| 1. Communications |
| 1. Creative / Design |
| 1. Finance / Accounting |
| 1. Human resources |
| 1. IT / Technology |
| 1. Legal |
| 1. Marketing |
| 1. New business / Business strategy |
| 1. Operations |
| 1. Product Development |
| 1. Project or program management |
| 1. Sales |
| 1. Something else SPECIFY / ANCHOR |

**MARITAL STATUS**

**NEW SCREEN – ASK ALL**

1. What is your relationship status? SINGLE SELECT

|  |
| --- |
| 1. Single |
| 1. In a relationship |
| 1. Married |
| 1. Widowed |
| 1. Divorced |
| 1. Separated |
| 1. Other ANCHOR |
| 1. Prefer not to answer ANCHOR |

**CHILDREN IN HH**

**NEW SCREEN – ASK ALL**

1. Do you have any children? SINGLE SELECT

|  |
| --- |
| 1. Yes |
| 1. No |
| 1. Prefer not to say ANCHOR |

**CHILDREN IN HH**

**NEW SCREEN – ASK IF RESPONDENT HAS CHILDREN (D4/1)**

1. Do you have any children under the age of 18 living at home with you? SINGLE SELECT

|  |
| --- |
| 1. Yes |
| 1. No |
| 1. Prefer not to say ANCHOR |

**INCOME – BY MARKET**

**NEW SCREEN – SHOW ALL**

1. Thinking about your annual household income in 2021, which of the following categories best describes your total household income that year? *Please select one response.* SINGLE SELECT

|  |
| --- |
| 1. Under $10,000 |
| 1. $10,000 - $24,999 |
| 1. $25,000 - $39,999 |
| 1. $40,000 - $49,999 |
| 1. $50,000 - $59,999 |
| 1. $60,000 - $74,999 |
| 1. $75,000 - $82,499 |
| 1. $82,500 - $99,999 |
| 1. $100,000 - $109,999 |
| 1. $110,000 - $119,999 |
| 1. $120,000 or more |
| 1. Don't Know ANCHOR |
| 1. Prefer not to answer ANCHOR |

**EDUCATION**

**NEW SCREEN – ASK ALL**

1. What is the last grade in school you completed? SINGLE SELECT

|  |
| --- |
| 1. Grade school or less (Grade 1-8) |
| 1. Some high school (Grade 9-11) |
| 1. Graduated high school (Grade 12) |
| 1. Vocational school/Technical school |
| 1. Some college |
| 1. Graduated college |
| 1. Post-graduate degree (e.g., MA, MBA, LLD, PhD) |
| 1. Prefer not to answer ANCHOR |