

# Clean Energy Economy Research Study Wave IV

Environmental Defense Fund

Draft Report

November 23, 2010

F R O S T  S U L L I V A N

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# Project Background and Research Objectives

The Environmental Defense Fund (EDF) is a nonprofit organization dedicated to developing and promoting science-backed solutions to environmental and economic issues. In operation for over 40 years, the organization has successfully worked with major corporate partners to improve the sustainability of the American social and economic systems.

EDF and its research partner Frost & Sullivan has been tracking the progress of the new energy economy since 2008. The first two waves were random samples of companies that EDF had obtained information about through its extensive research. The third wave employed a return-to-sample methodology to gauge the progress of the firms contacted in waves one and two as they weathered the recession.

Wave four represents an opportunity to continue to add to the trending data and cover businesses in states not previously researched.

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# Methodology

- A telephone-based survey of business leaders on the topic of renewable energy and energy efficient products and services was conducted by Frost & Sullivan.
- The data from the four waves are comparable at the national level as random samples of sufficient size were interviewed.
- The total sample size of the fourth wave of the study is 500, including respondents surveyed in the past three waves as well as those new in the fourth wave:

Wave	Total Sample	
	# Completed	%
Respondents surveyed in Wave I	124	25%
Respondents surveyed in Wave II	163	33%
Respondents surveyed in Wave III	59	12%
New Respondents in Wave IV	154	31%
<b>Total Sample</b>	<b>500</b>	<b>100%</b>

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# Executive Summary

## Hiring Plans

- For those who said they had planned to hire more staff, three quarters have hired additional staff. Most have hired between one to five new employees. Most of the businesses that have hired staff have one to 49 employees.
- One third of businesses surveyed said they have plans to hire more staff in 2010. The reasons they plan to hire more staff is driven by increasing sales and demand.

# Executive Summary

## Sales in the Past

- Half of the businesses reported a sales increase over the past one to two years.
- Sales performance for the renewable sector and energy efficiency sector are similar over the past one to two years.
- Smaller companies with fewer than 50 employees reported a slightly better sales performance than businesses with more than 50 employees.
- Those who said the American Recovery and Reinvestment Act (ARRA) had a great impact were more likely to report a sales increase.

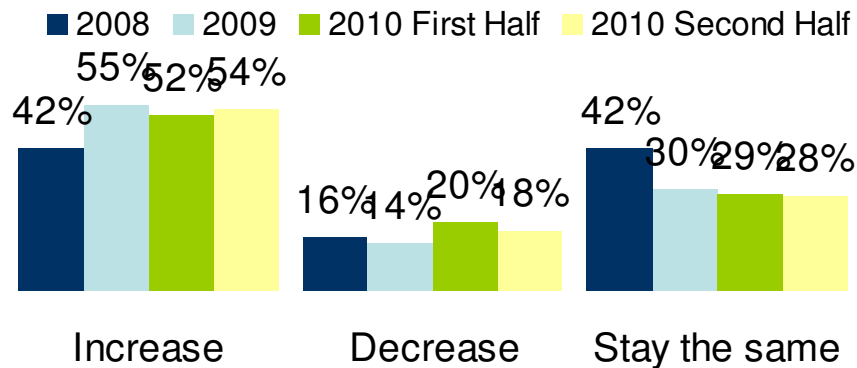
## Sales Expectations in 2010

- Half of businesses surveyed expect sales to grow in 2010. Respondents who said the Act (ARRA) had a great impact are more optimistic about sales in 2010.
- For those who expect a sales increase, slightly over two thirds of respondents expect a sales increase between 1% and 25% in 2010.
- Respondents from smaller businesses with less than 50 employees expect a greater sales increase in 2010 than those from larger businesses with 50 employees or more.

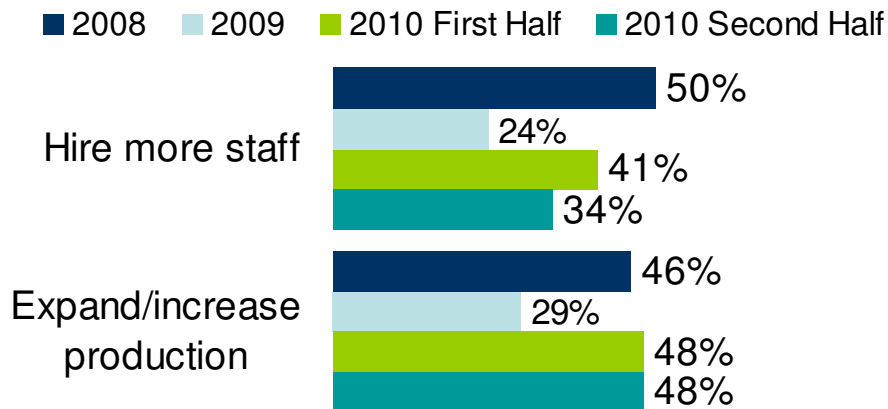


# Sales and Hiring Results for Clean Energy Companies

## Sales Over Past One to Two Years



## Plans to Deal With Sales Increase



- Just over half of all respondents (54%) saw an increase in sales during the one to two years as of October, 2010.
- About the same as the survey results in January 2010 and August 2009, but 12% higher than the results asking the same question in December 2008.

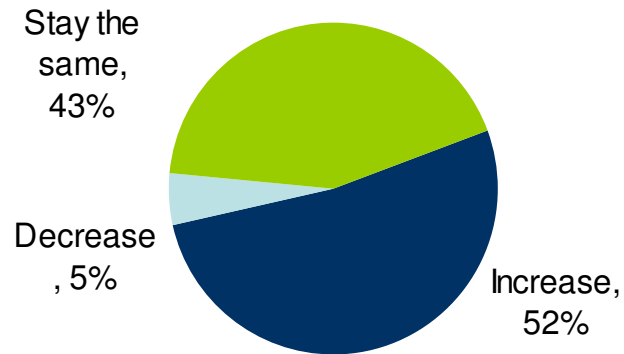
## Confidence Has Decreased for Clean Energy Companies

- One third of those with an increase in sales plan to hire more staff (7% less than the January 2010 survey results asking the same question).
- But still more than the August 2009 survey results.
- Just under half plan to expand production, the same as the January 2010 survey results.

Base: 2010 second half study (n=500), 2010 first half study (n=676), 2009 study (n=601), 2008 study (n=500).

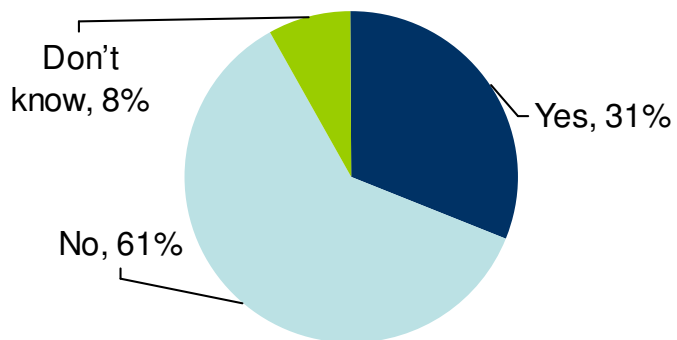
# Sales Expectations in 2010 for Clean Energy Companies

## Sales Expectations in 2010



- Half of the surveyed companies expect sales to increase this year.
- 31% of the respondents indicated their companies have plans to increase hiring.

## Hiring Plans in 2010



Base: All respondents (n=500).

# Executive Summary

## The American Recovery and Reinvestment Act

- Respondents who said the Act (ARRA) had a great impact reported better business performance and are more optimistic about sales in 2010. As a result, more of them plan to hire additional workers.
- the Recovery Act had more indirect effects through customers or suppliers than direct funding.
- Slightly over one in ten businesses surveyed have applied for any funding from the recovery act.
- For those who said they have seen indirect effects on their business performance from the Recovery Act, they have observed that customers are more confident and have improved access to credit and financing.

# Executive Summary

## The Failure to Pass Clean Energy Legislation

- While a majority of respondents didn't mention any effects on their businesses, seven out of ten said their sales would increase if the U.S. passed new policies to reduce greenhouse gas emissions.
- Those who saw a great impact from the American Recovery and Reinvestment Act are more likely to see the effects of the clean energy legislation.

# Recovery Act Has Had an Impact Beyond Their Direct Recipients

## Impact of the Recovery Act Beyond Direct Recipients



- More than half (63%) of the companies said the Recovery Act has had a positive impact on their sales.

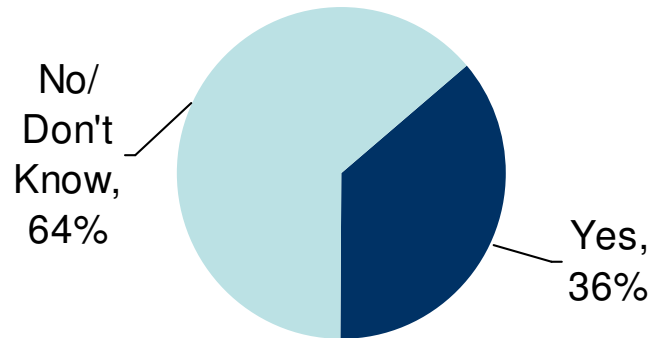
- In addition, 36% of the companies said the Recovery Act had benefitted their suppliers and customers.

- Only 2.4% of clean energy companies surveyed said they have directly received stimulus funds.

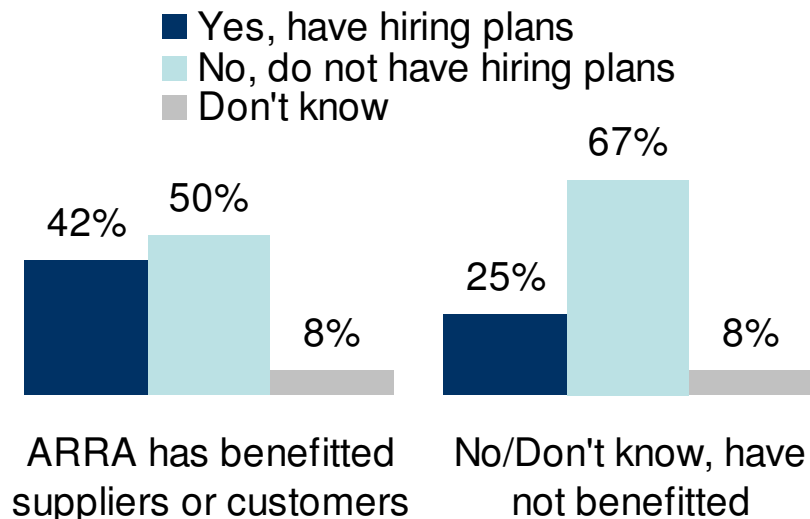
Base: All respondents (n=500).

# Direct Benefits for Suppliers or Customers Lead to Increase in Hiring for Clean Energy Companies

## ARRA Has Benefited Suppliers or Customers



## Hiring Plans in 2010



- Over one third of the companies surveyed (36%) said the Recovery Act has benefitted their suppliers and customers.
- Clean energy companies that said their suppliers or customers have directly benefitted from receiving ARRA funds are more likely to increase hiring in 2010.
- In fact, 42% of those with suppliers or customers that have received funds have hiring plans compared to 25% for those who have not seen any direct benefits.

Base: All respondents (n=500).

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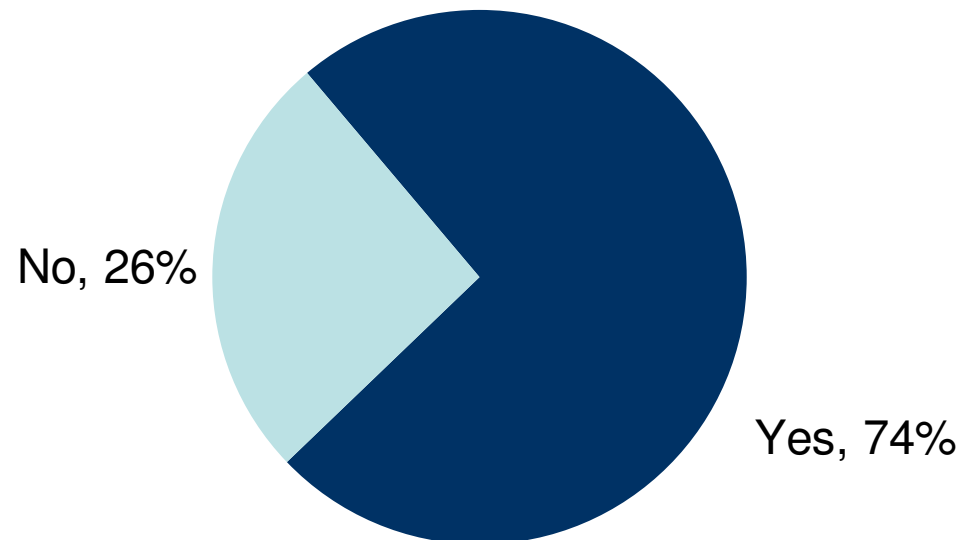
# Hiring Plans





# Implementation of Previous Hiring Plans Wave IV

- For those who had previously indicated they plan to hire more staff, three quarters of the businesses said they had in fact hired more staff in order to deal with the recent sales increase.
- The majority of businesses surveyed that previously indicated they plan to hire more staff are smaller organization with one to 49 employees.

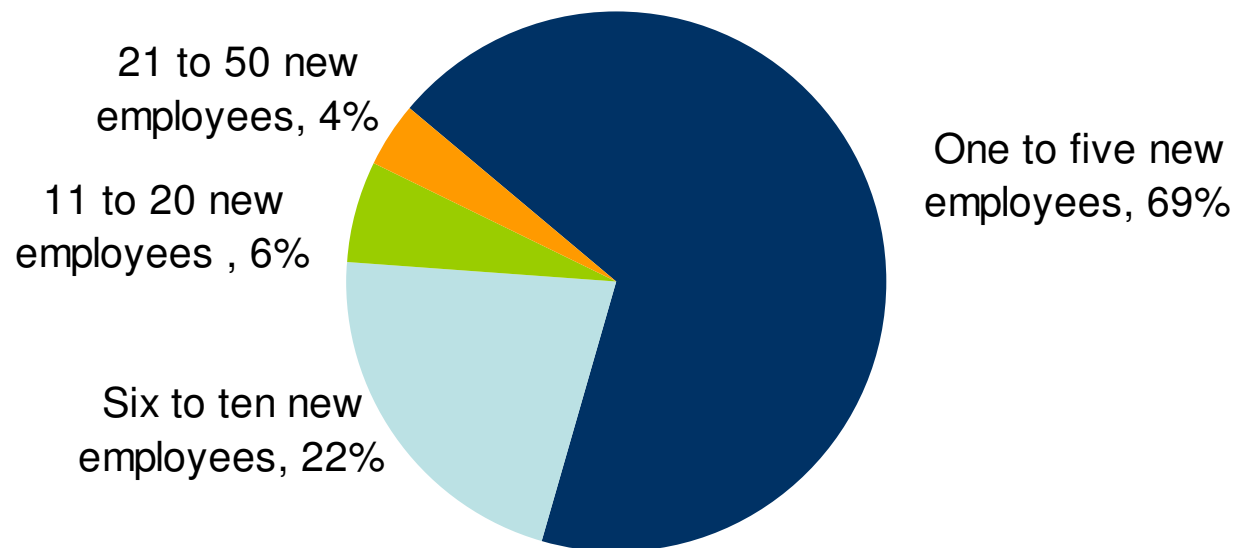


Q7d). You had previously indicated that your organization planned to hire more people in order to deal with the recent increase in sales. Has your organizations in fact hired any additional people since (MONTH AND YEAR OF LAST CONTACT)?

Base: All respondents who answered (n=69).

# Number of Additional People Hired Wave IV

- For those who said they have hired additional people to deal with the sales increase, 69% have hired one to five new employees.
- The majority of businesses surveyed who have hired additional staff are small businesses with one to 49 employees.



Q7e). How many additional people has your organization hired? Please include full and part-time employees at all locations in the U.S.

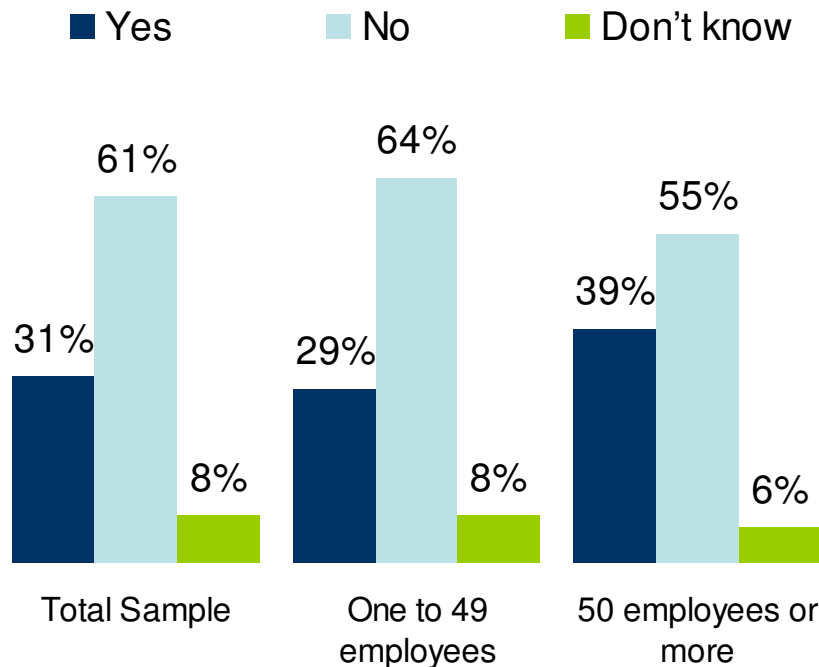
Base: All respondents who answered (n=51).

# Hiring Plans in 2010

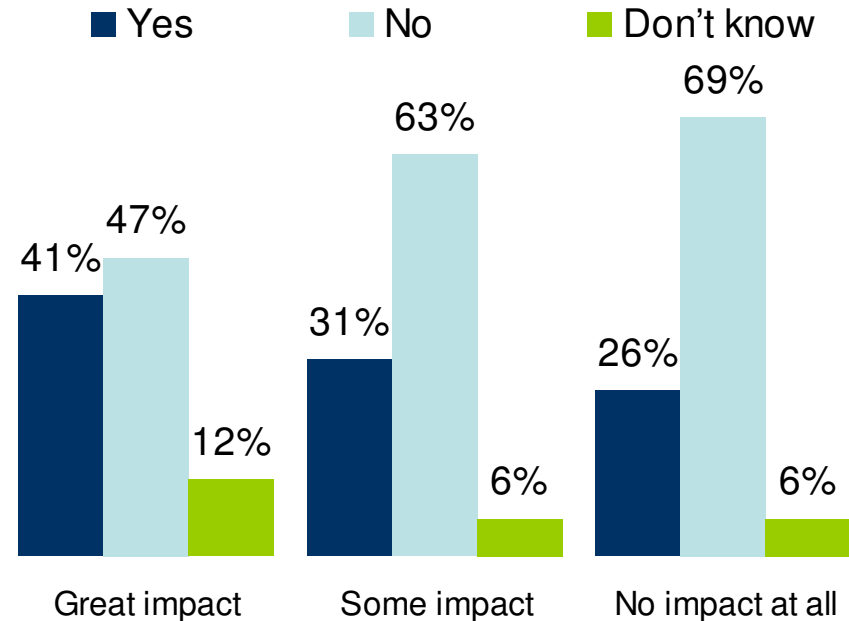
## Wave IV

- Slightly under one third of respondents have hiring plans in 2010, with a higher proportion from larger businesses with 50 employees or more.
- Two out of five who said the American Recovery and Reinvestment Act has had a great impact plan to hire additional workers in 2010.

By Organization Size



By Impact of the American Recovery and Reinvestment Act



Q7h). Does your organization have any plans to hire additional workers in 2010?

Chart 1: All respondents (n=500).

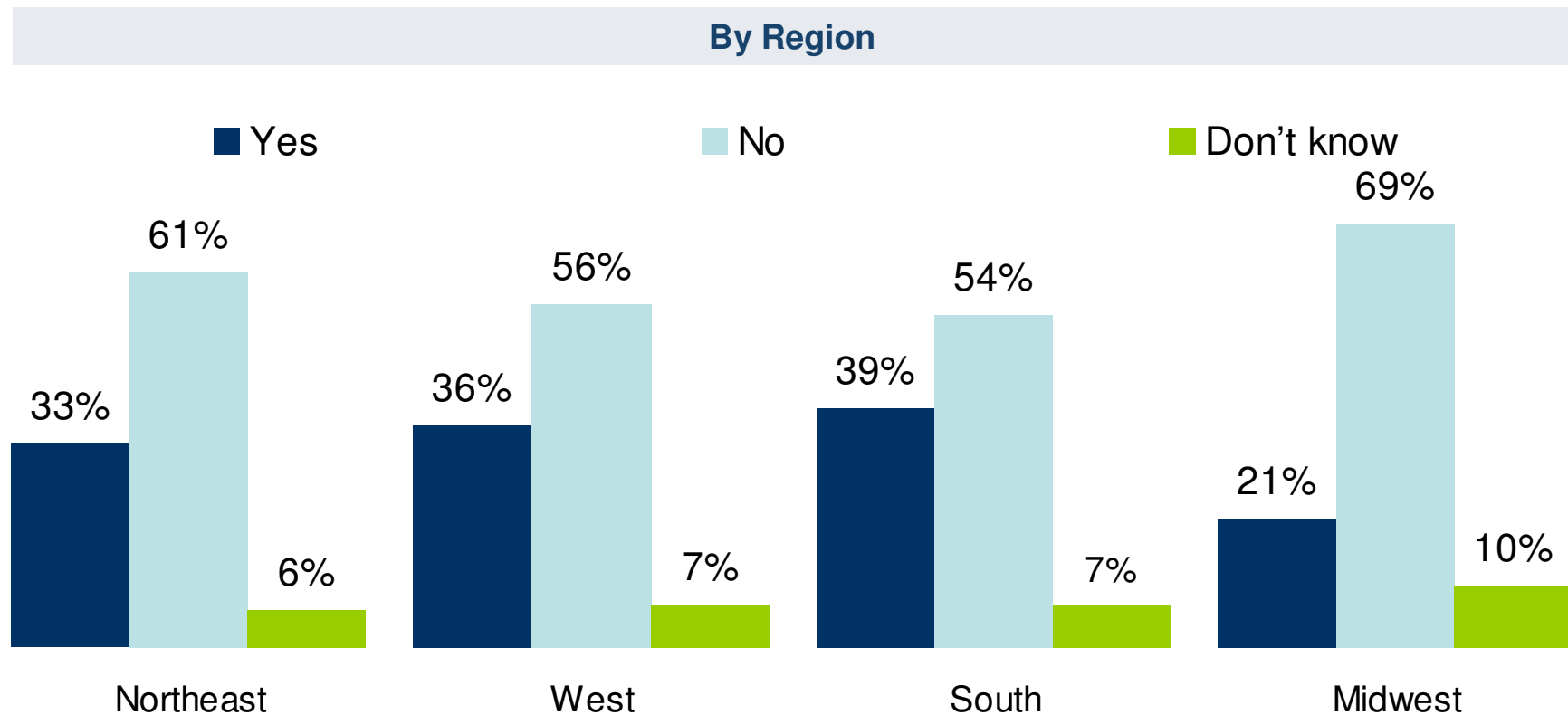
Char 2: All respondents who answered (n=484).

Excludes don't know.

# Hiring Plans in 2010

## Wave IV

- Twenty-one percent of respondents in the Midwest plan to hire additional workers in 2010, while over one third of respondents in all the other three regions will hire more staff.



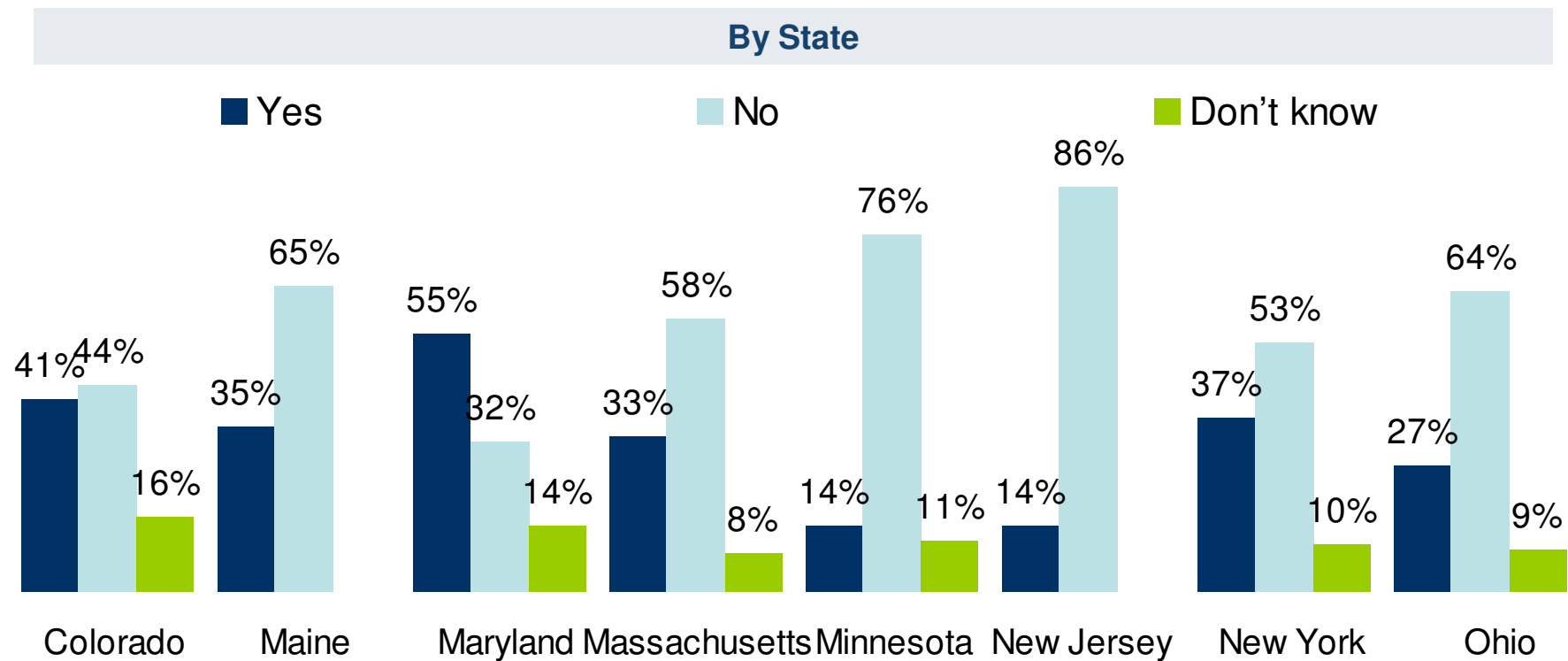
Q7h). Does your organization have any plans to hire additional workers in 2010?

Base: All respondents (n=500).

# Hiring Plans in 2010

## Wave IV

- Over half of the respondents in Maryland plan to hire additional workers in 2010.
- While less than one fifth of respondents in Minnesota and New Jersey have plans to hire additional workers in 2010.



Q7h). Does your organization have any plans to hire additional workers in 2010?

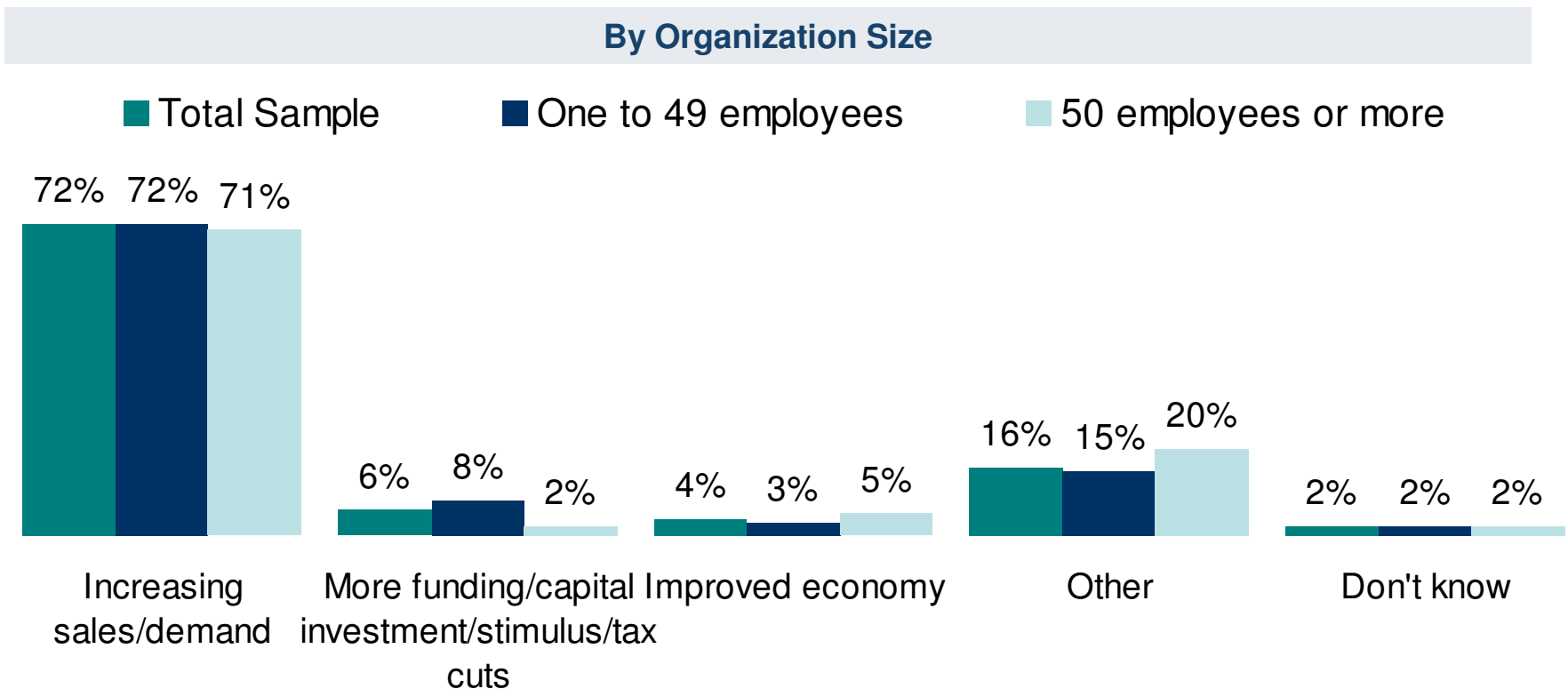
Base: All respondents (n=220).

Note: Includes states with minimum sample size over 20. F R O S T S U L L I V A N

# Influences on Hiring Decisions in 2010

## Wave IV

- Increasing sales and demand will be the main driver for hiring additional workers in 2010, regardless of organization size.



Q7i). What would most influence your decision to hire additional workers in 2010? (PROBE UNTIL UNPRODUCTIVE.)

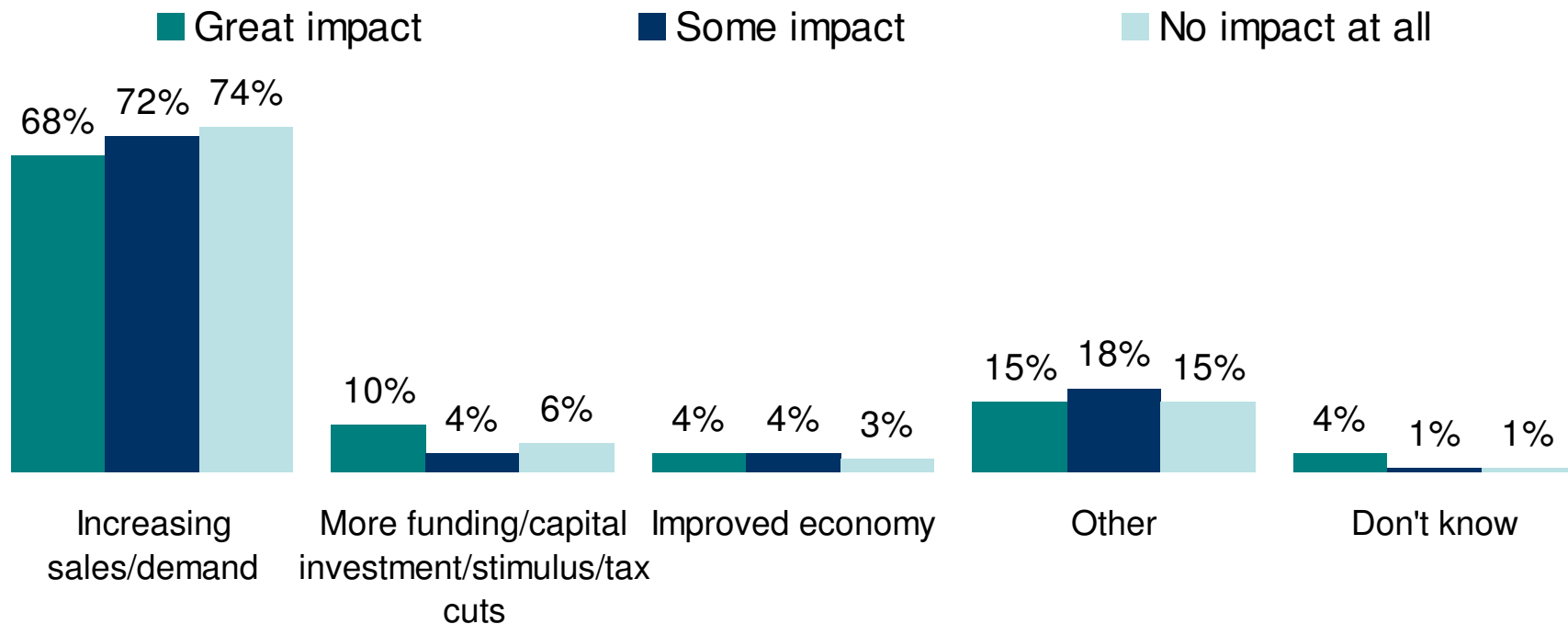
Base: All respondents (n=500).

# Influences on Hiring Decisions in 2010

## Wave IV

- Increasing sales and demand will be the main driver for hiring additional workers in 2010, regardless of the impact the Act (ARRA) has had on their businesses.

### By Impact of the American Recovery and Reinvestment Act



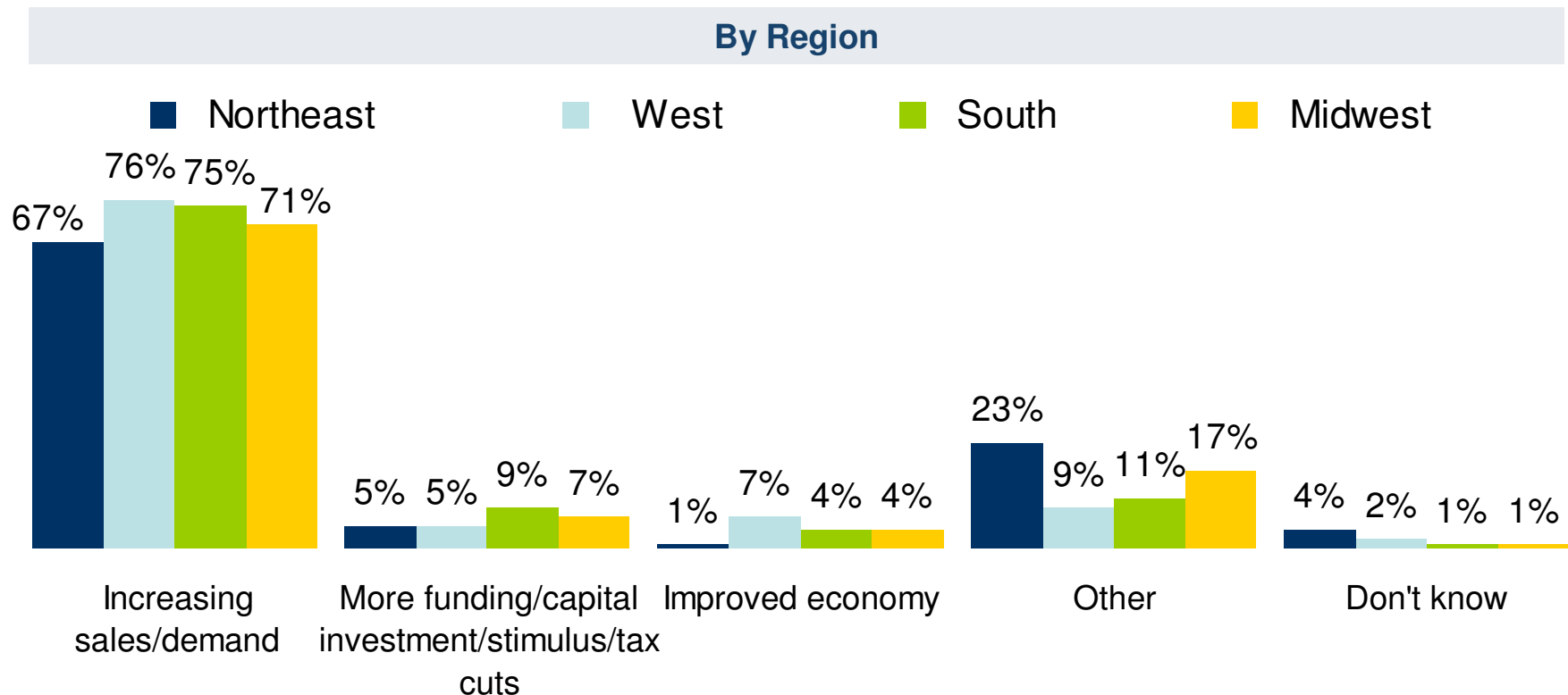
Q7i). What would most influence your decision to hire additional workers in 2010? (PROBE UNTIL UNPRODUCTIVE.)

Base: All respondents excluding those who answered "don't know" at Q9a (n=484).

# Influences on Hiring Decisions in 2010

## Wave IV

- Increasing sales and demand will be the main driver for hiring additional workers in 2010, regardless of region.



Q7i). What would most influence your decision to hire additional workers in 2010? (PROBE UNTIL UNPRODUCTIVE.)

Base: All respondents (n=500).



# Influences on Hiring Decisions in 2010

## Wave IV

- Increasing sales and demand will be the main driver for hiring additional workers in 2010, followed by more funding/capital investment/stimulus/tax cuts and improved economy.

Influences	Specific Comments
Increasing sales and demand (72%)	<ul style="list-style-type: none"> <li>"Increase in sales."</li> <li>"More orders."</li> <li>"More business."</li> <li>"A real significant increase in sales."</li> <li>"A much stronger demand from customers."</li> <li>"Increased workload"</li> <li>"More work"</li> <li>"More projects"</li> </ul>
More funding/capital investment/stimulus/tax cuts (6%)	<ul style="list-style-type: none"> <li>"Access to capital."</li> <li>"Additional incentives."</li> <li>"Outside investment."</li> <li>"Tax credit or incentives"</li> </ul>
Improved economy (4%)	<ul style="list-style-type: none"> <li>"Better economic conditions."</li> <li>"Economic changes need to happen for change."</li> <li>"Economy would have to change."</li> <li>"A better economy."</li> </ul>

Q7i). What would most influence your decision to hire additional workers in 2010? (PROBE UNTIL UNPRODUCTIVE.)

Base: All respondents (n=500).

# Influences on Hiring Decisions in 2010

## Wave IV

- Some businesses also mentioned some other drivers for hiring as listed below.

Influences	Specific Comments
Other (16%)	<p>“We are replacing people who are retiring and people that have moved on.”</p> <p>“Finding the right person to fit our team.”</p> <p>“Nothing at the moment.”</p> <p>“Experienced employees”</p> <p>“We are going to have a 2nd shift.”</p> <p>“Departure of one of our current employees.”</p> <p>“Opening a plant.”</p> <p>“Whether or not we expand and certain projects that we are working on.”</p>

Q7i). What would most influence your decision to hire additional workers in 2010? (PROBE UNTIL UNPRODUCTIVE.)

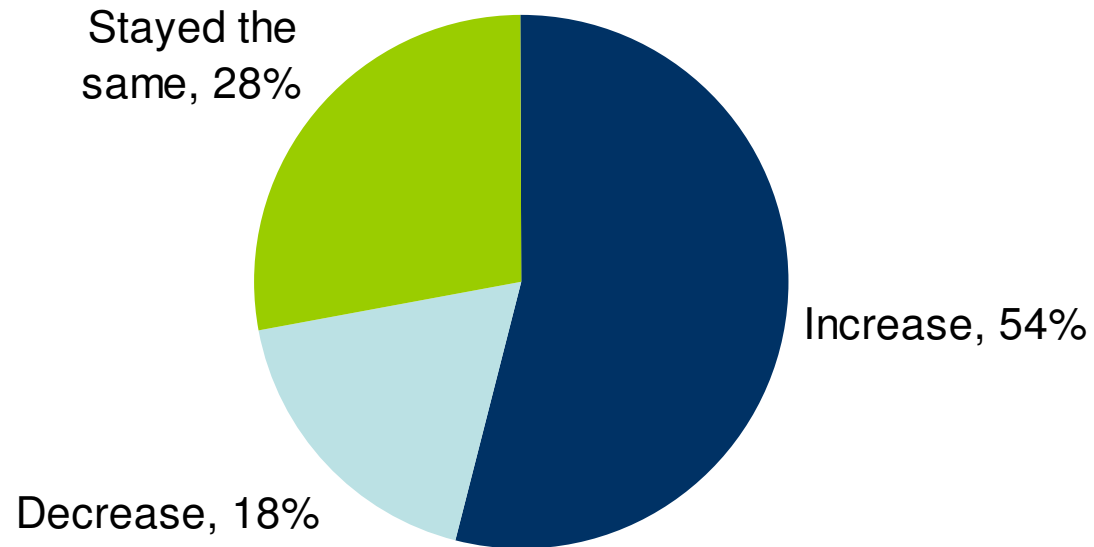
Base: All respondents (n=500).

# Sales in the Past



# Sales of Renewable and Energy Efficient Products Wave IV

- Over 75% of the respondents reported that sales increased or stayed the same over the past one to two years, while 18% of respondents indicated that they had seen a decrease in sales of their renewable and energy efficient products.

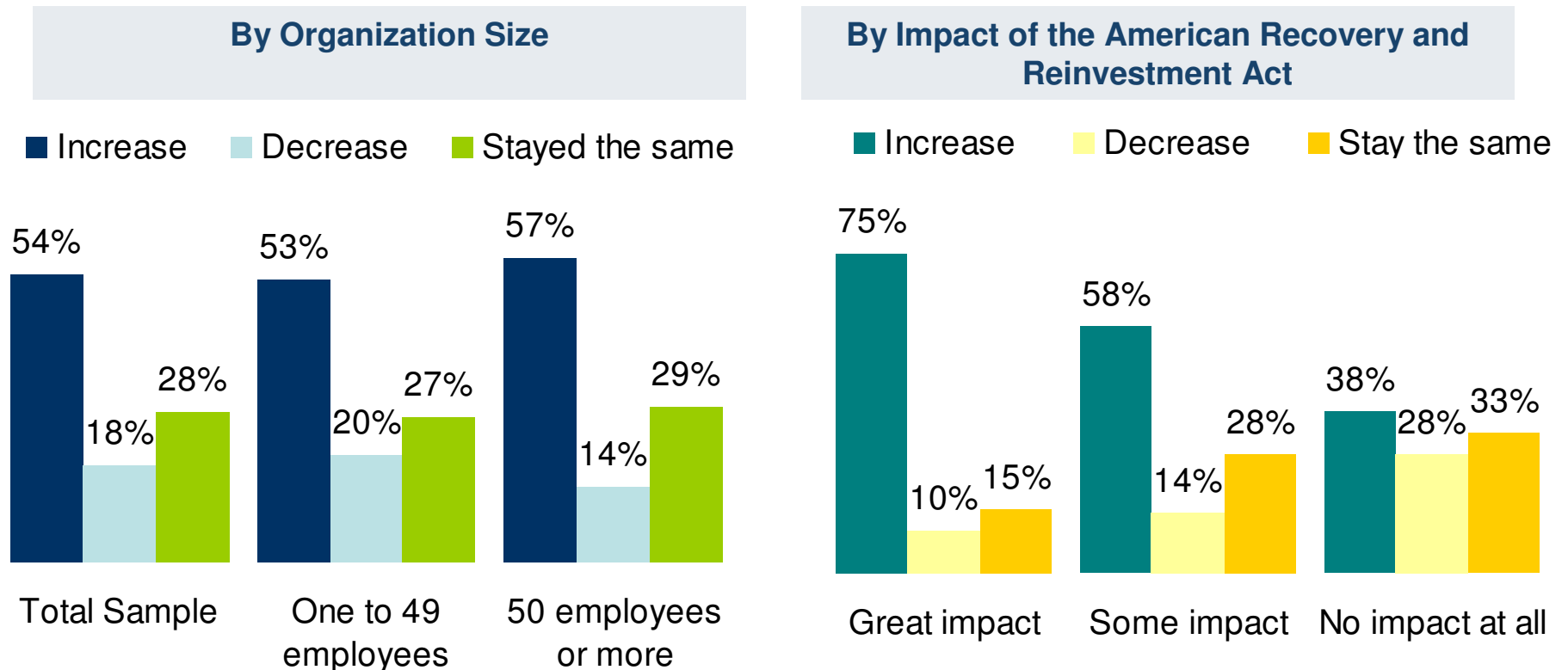


Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: All respondents (n=500).

# Sales of Renewable and Energy Efficient Products Wave IV

- A slightly higher proportion of larger businesses with 50 or more employees reported a sales increase over the past one to two years.
- A higher proportion of businesses who said the Act (ARRA) had a great impact saw sales increase.



Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Chart 1: All respondents (n=500).

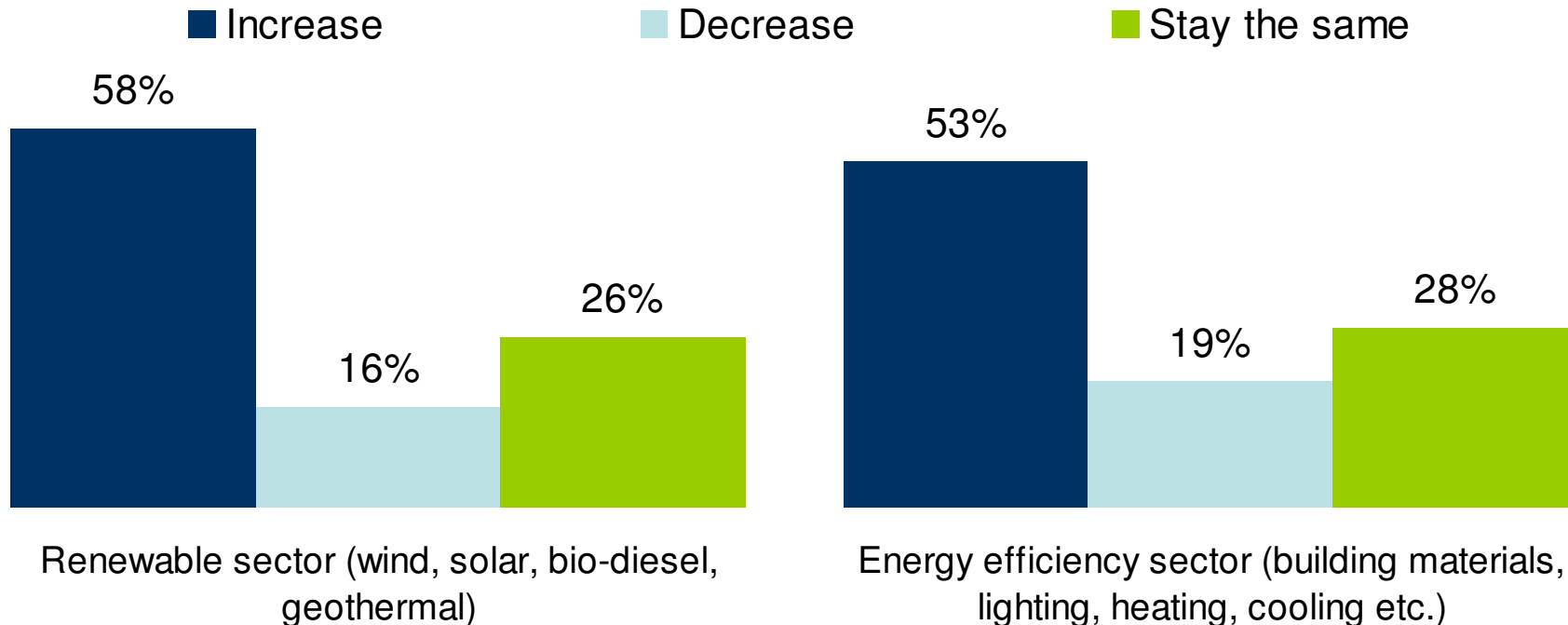
Char 2: All respondents who answered (n=484).

Excludes don't know.

# Sales of Renewable and Energy Efficient Products Wave IV

- Sales performance in the renewable sector and energy efficiency sector is similar over the past one to two years.

## By Renewable Energy Sector versus Energy Efficiency Sector



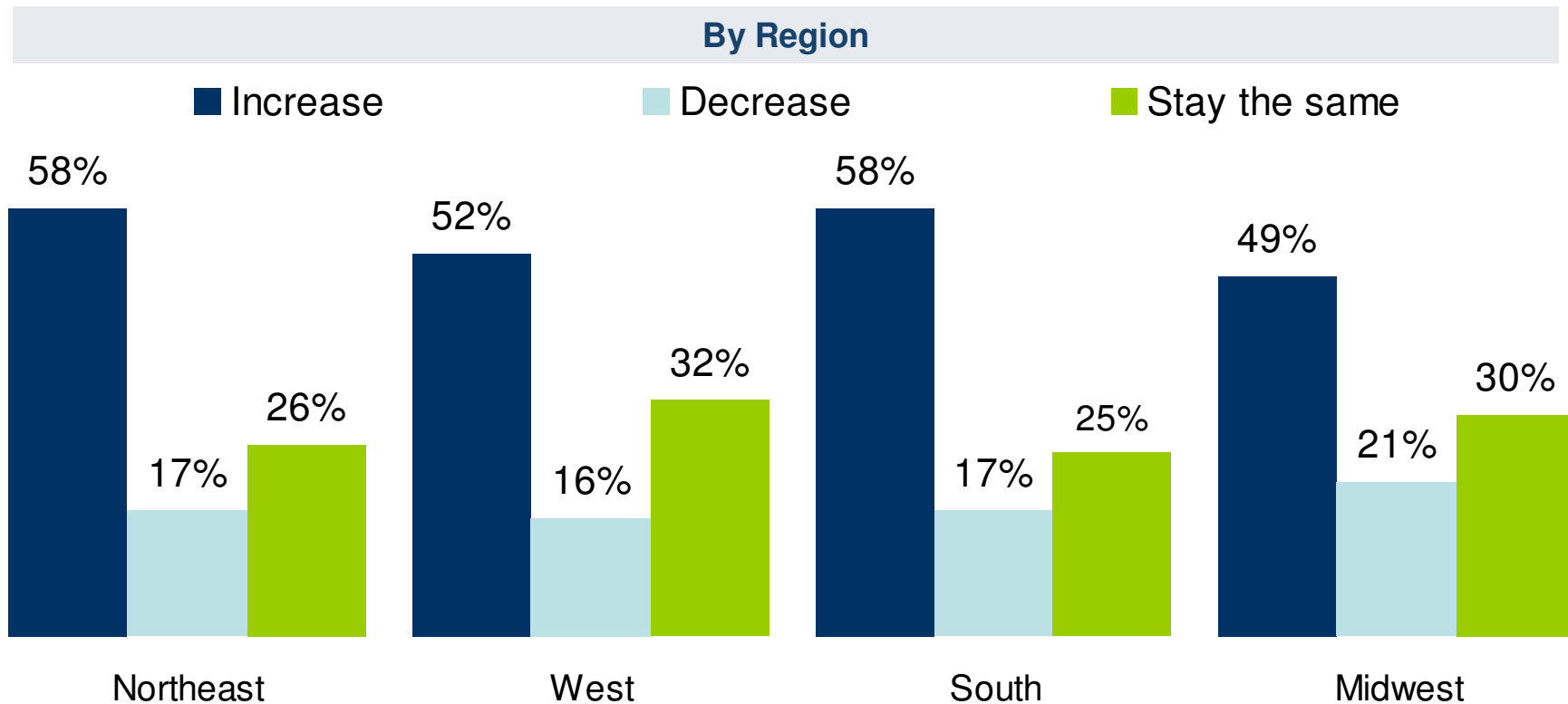
Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: All respondents (n=395).

Those from renewable or energy efficiency sector FROST & SULLIVAN

# Sales of Renewable and Energy Efficient Products Wave IV

- Over half of the businesses in the South, West and Northeast saw sales increase over the past one to two years.
- Sales growth in the Midwest is the slowest among the four regions with less than half reporting increases and one fifth reporting decreases.

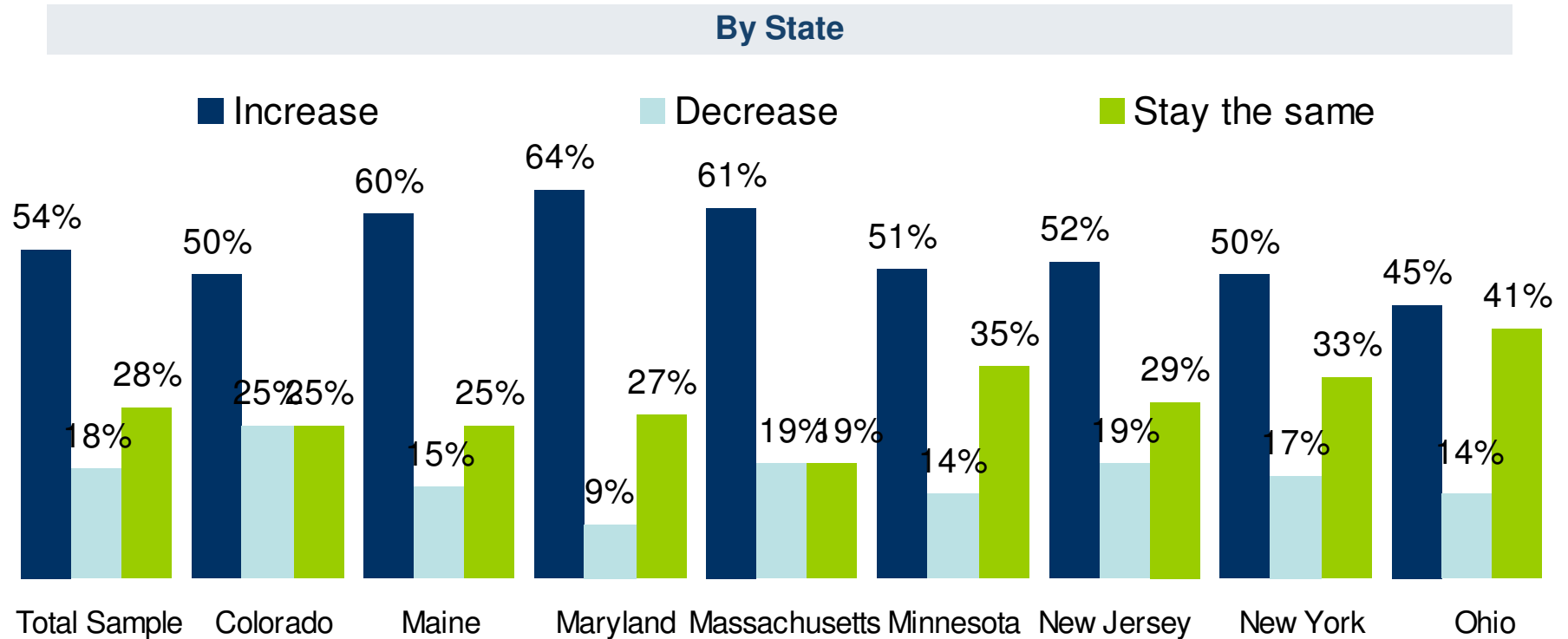


Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: All respondents (n=500).

# Sales of Renewable and Energy Efficient Products Wave IV

- Over half of respondents in every state surveyed had an increase in sales of their renewable and energy efficient products, except those in Ohio.
- One quarter in Colorado reported a sales decrease over the past one to two years, highest among all the states.



Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

**Base: All respondents (n=220).**  
Includes only eight states with sample size more than 20.



# Sales of Renewable and Energy Efficient Products Wave IV

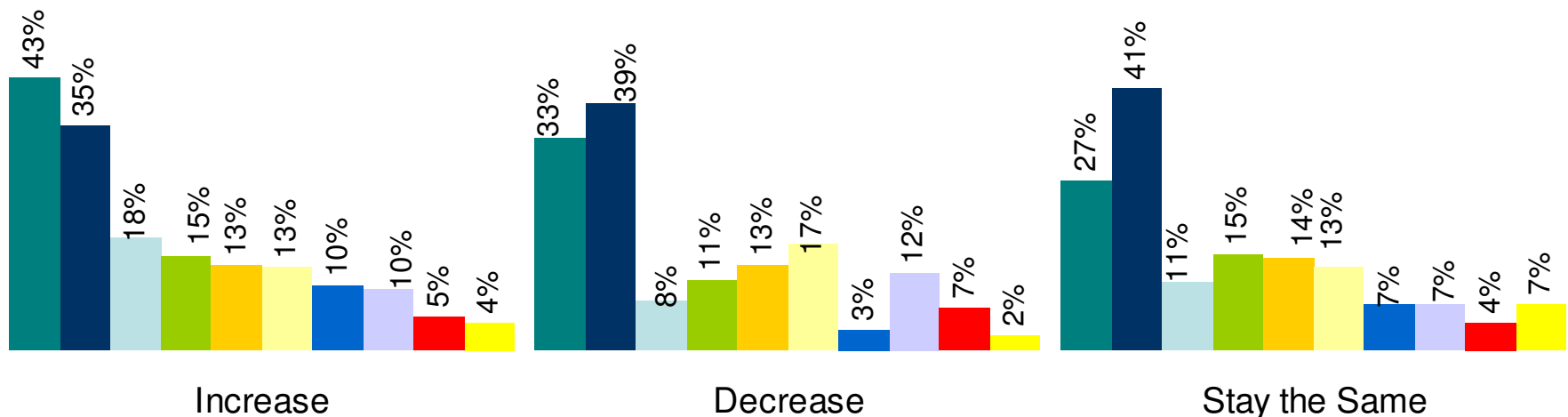
- Over two-fifths of the respondents who said their sales have increased over the past one to two years are installers or contractors.
- Two out of five who indicated either a decrease in sales or that their sales have remained the same are manufacturers.

## By Type of Organization

■ Installer or contractor  
■ Engineering  
■ Developer  
■ Exporter

■ Manufacturer  
■ Retail sales  
■ Architectural design or building

■ Consulting  
■ Wholesale supplier  
■ Importer



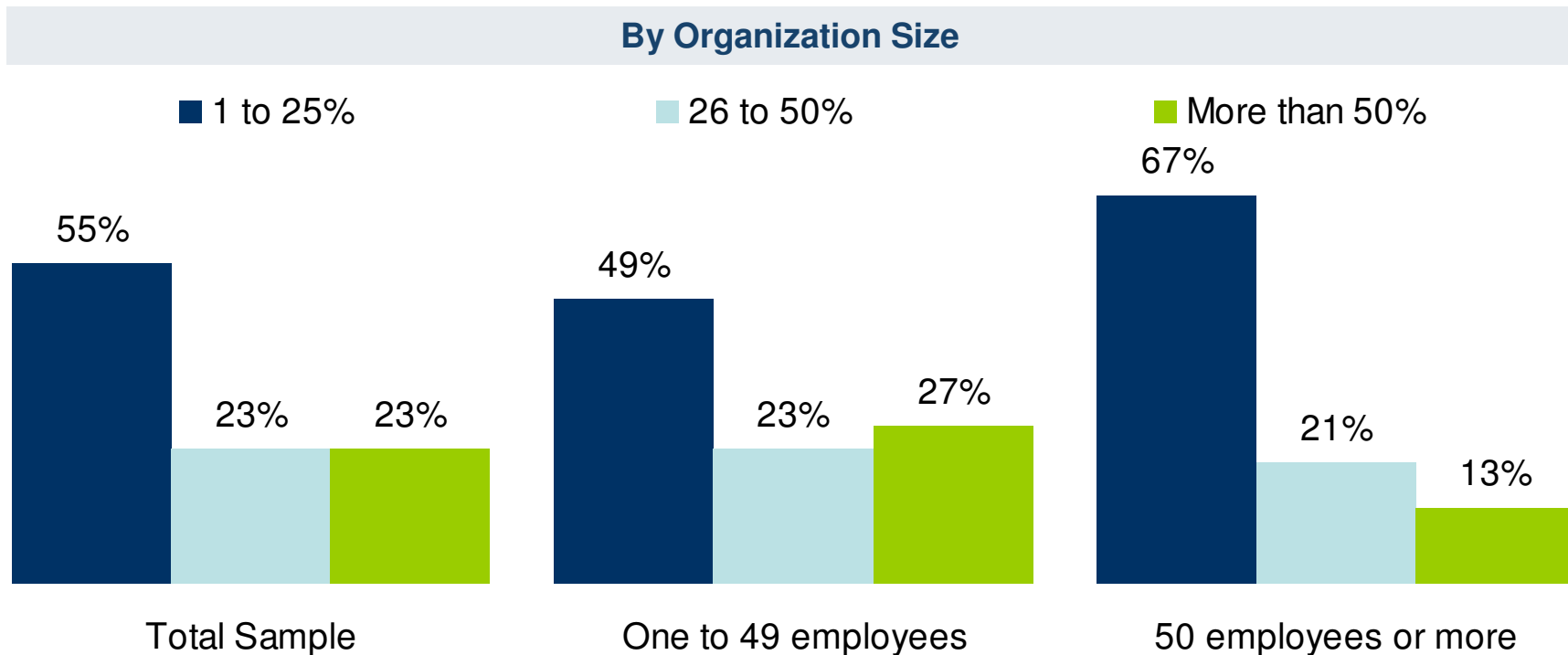
Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

**Base:** All respondents (n=500).  
**Note:** Multiple mentions.

# Increase in Sales Over the Past One to Two Years

## Wave IV

- Over half reported a sales increase of between 1% and 25% for the past one to two years, and slightly under a quarter reported a sales increase of more than 50%.
- Smaller companies with fewer than 50 employees had better sales performance, with over half reporting a sales increase of more than 25%, as compared to one third of companies with 50 employees or more that reported the same.



Q. 4b) By approximately how much did your sales increase over the past one to two years?

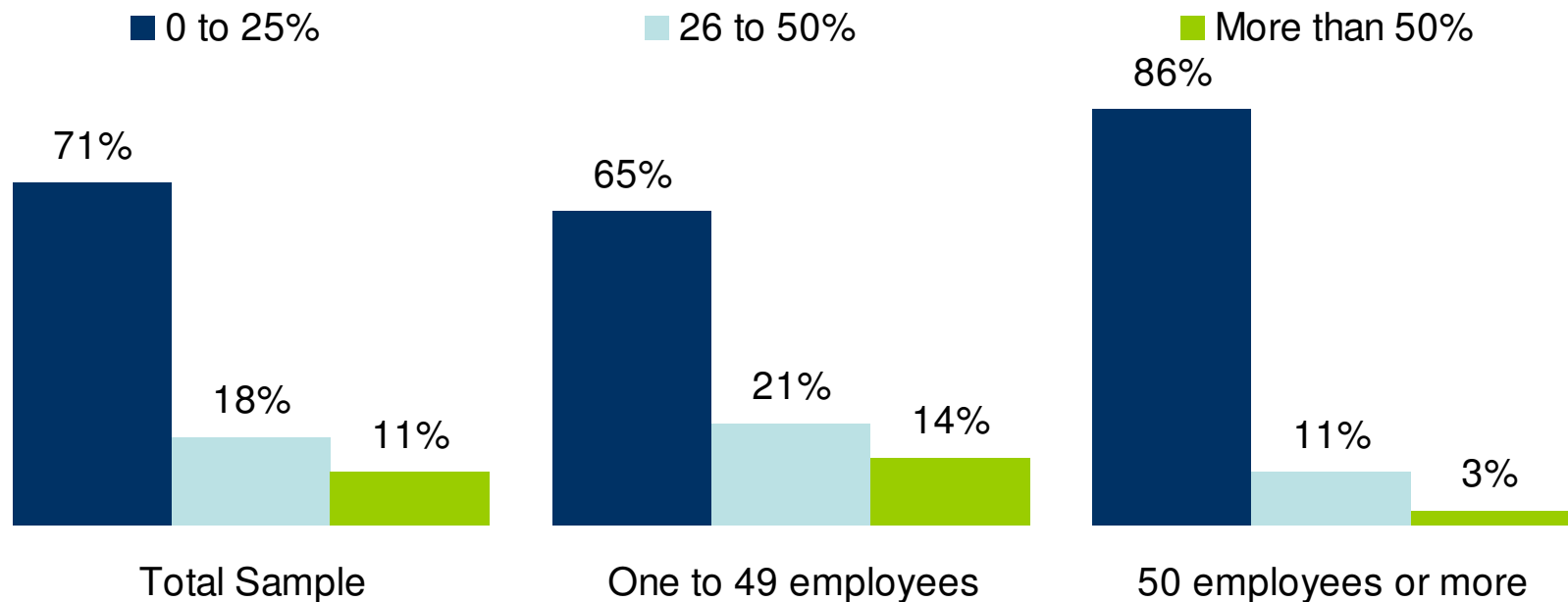
Base: All respondents who answered (n=271).  
Those who reported at sales increase.

# Increase in Sales Over the Past Six Months

## Wave IV

- Among those who reported a sales increase over the past one to two years, 71% respondents reported an increase of 0% to 25% for the past six months.
- Sales increases in smaller companies with fewer than 50 employees are greater over the past six months, with one third reporting a sales increase of more than 25%, as compared to 14% of companies with 50 employees or more that reported the same.

### By Organization Size



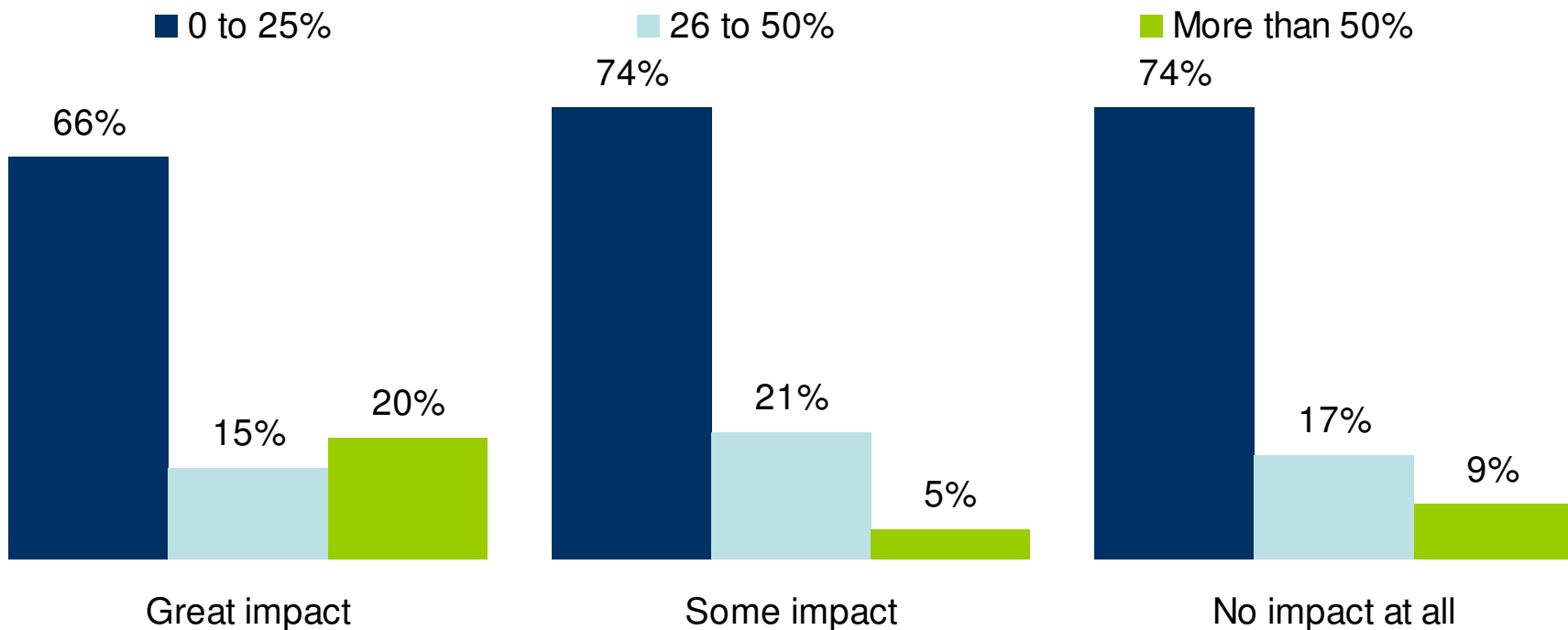
Q. 4b) By approximately how much did your sales increase over the past six months?

Base: All respondents who answered (n=271).  
Those who reported at sales increase.

# Increase in Sales Over the Past Six Months Wave IV

- The percentage of sales increases for businesses who said the Act (ARRA) had great impact are greater than those that said the Act had some impact and no impact at all.

## By Impact of the American Recovery and Reinvestment Act



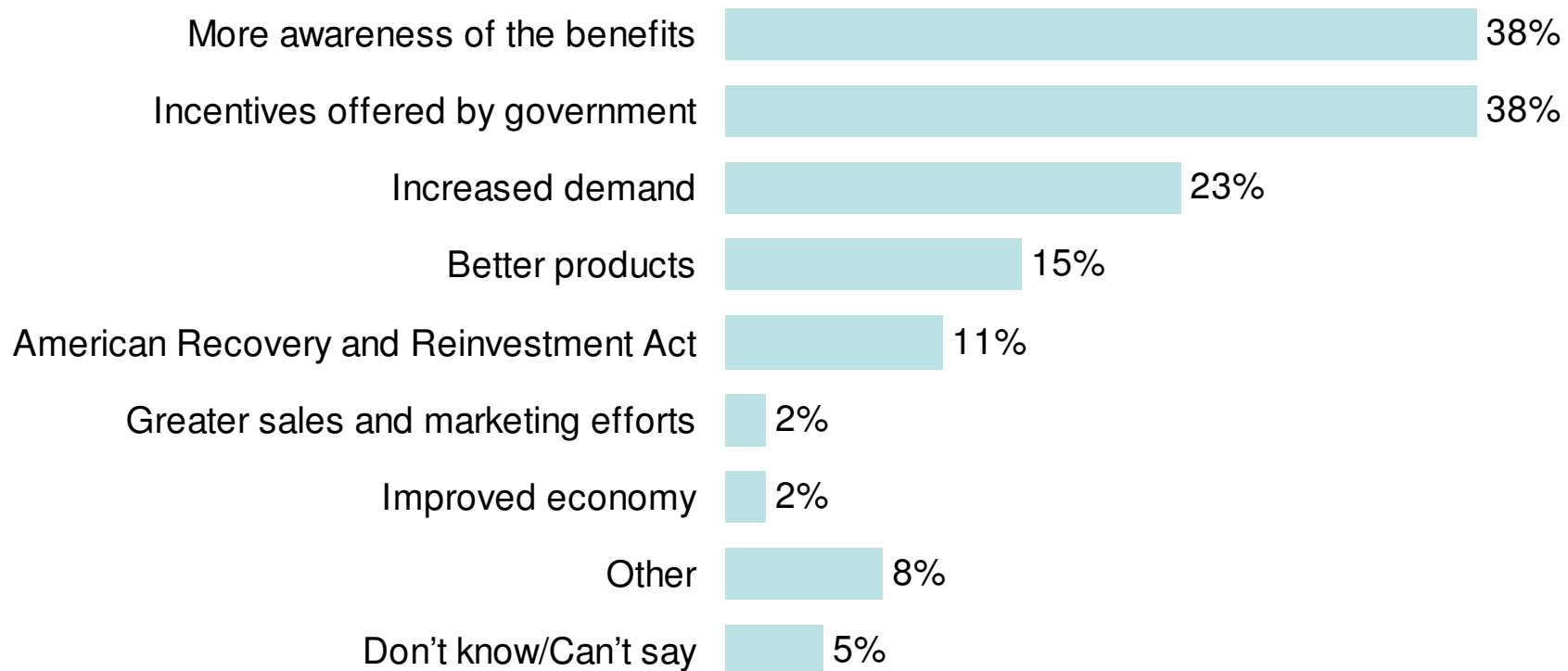
Q. 4b) By approximately how much did your sales increase over the past six months?

Base: All respondents who answered (n=271).  
Those who reported at sales increase.

# Main Reasons for the Sales Increase

## Wave IV

- The main reasons for the reported sales increase include more awareness of the benefits of their products by their customers, incentives offered by government, an increase in demand, and better products to offer.



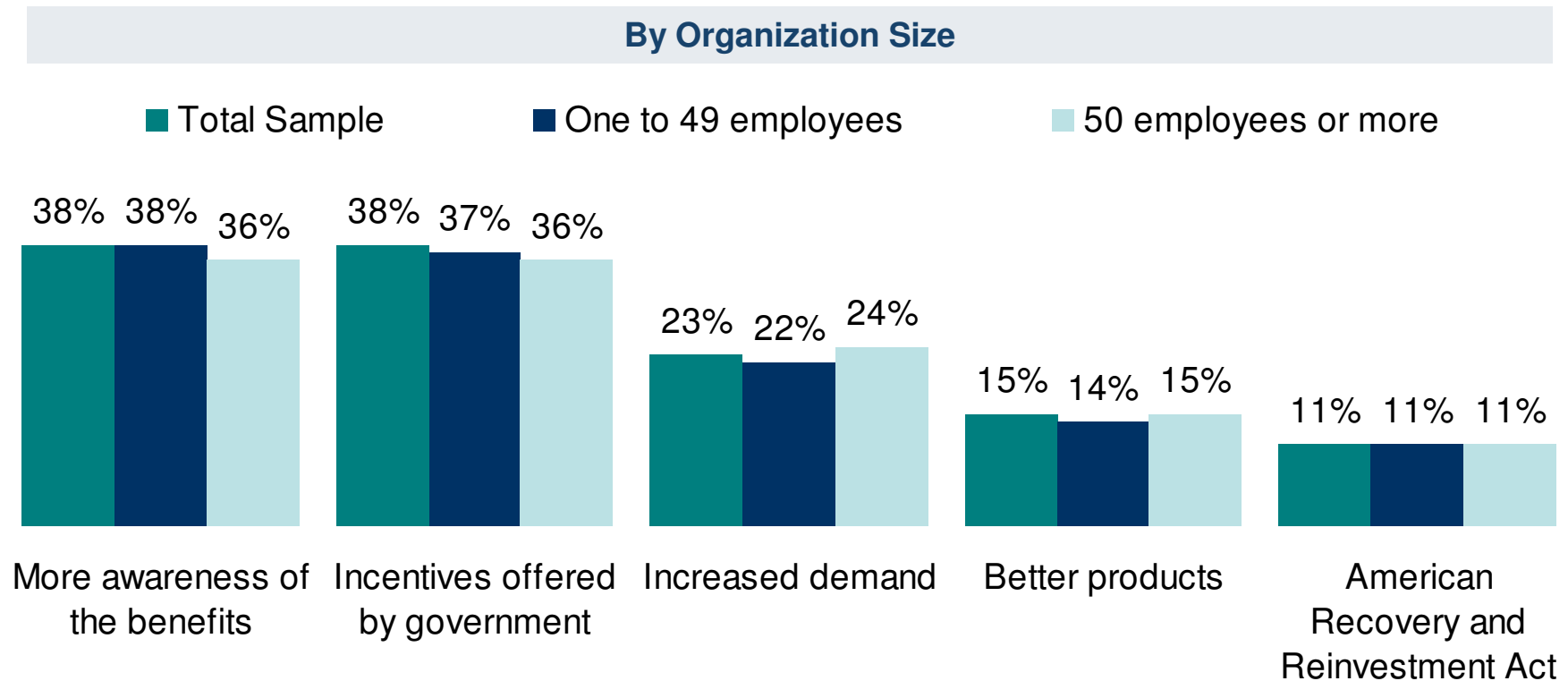
Q. 5a) What do you think are the main reasons for that sales increase?

Base: All respondents who answered (n=271).

Note: Multiple mentions.

# Top Five Reasons for the Sales Increase Wave IV

- Main reasons for the sales growth are similar regardless of organization size.

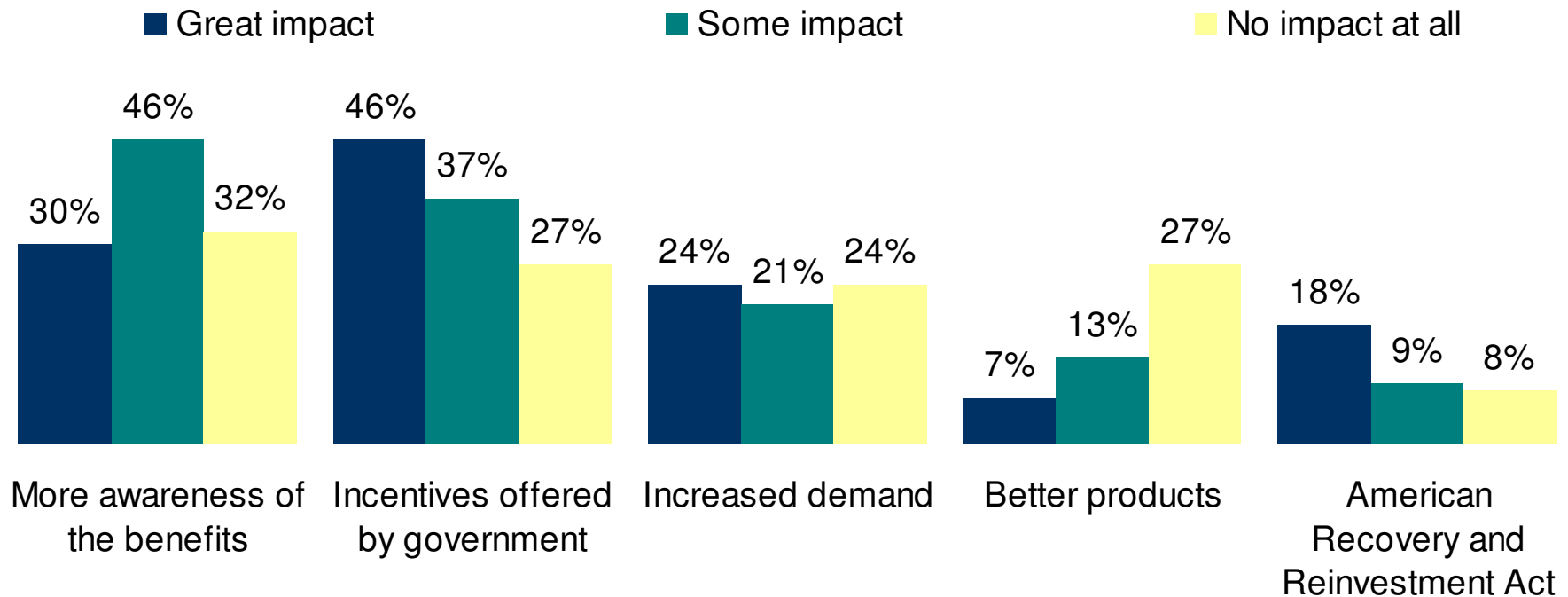


Q. 5a) What do you think are the main reasons for that sales increase?

Base: All respondents who answered (n=271).  
Note: Multiple mentions.

# Top Five Reasons for the Sales Increase Wave IV

## By Impact of the American Recovery and Reinvestment Act



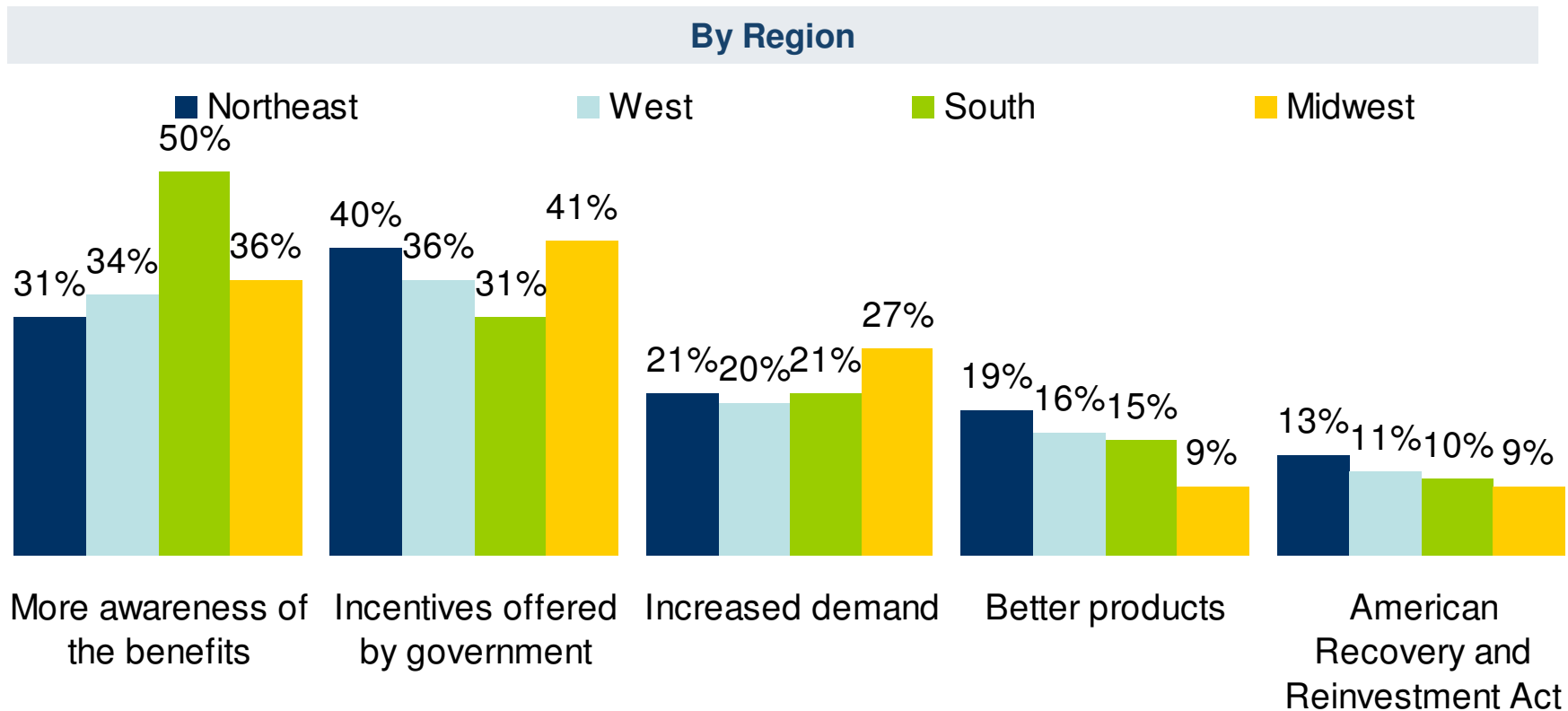
Q. 5a) What do you think are the main reasons for that sales increase?

Base: All respondents who answered (n=265).

Note: Multiple mentions.

# Top Five Reasons for the Sales Increase Wave IV

- Respondents in the Northeast and Midwest considered incentives offered by government as the most important reason for their sales increases.
- Respondents in the South are more likely to mention more awareness of the benefits of their products or services as the reason for their sales increases.



Q. 5a) What do you think are the main reasons for that sales increase?

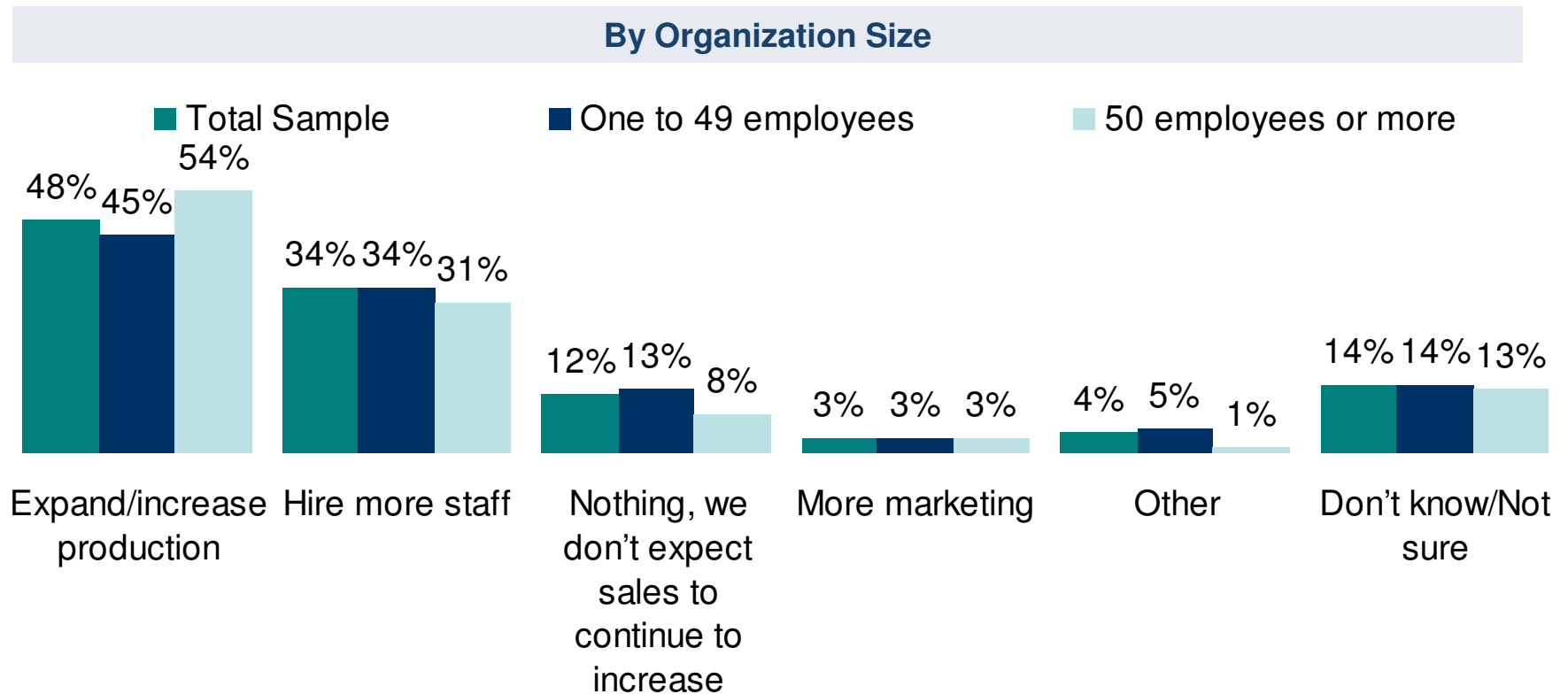
Base: All respondents who answered (n=271).

Note: Multiple mentions.



# Plans to Deal with the Recent Sales Increase Wave IV

- In order to deal with the sales increases, 48% of respondents said they plan to expand production, and one third said they plan to hire more staff.
- Respondents from companies with 50 employees or more are more likely to expand production to deal with the recent sales increases.



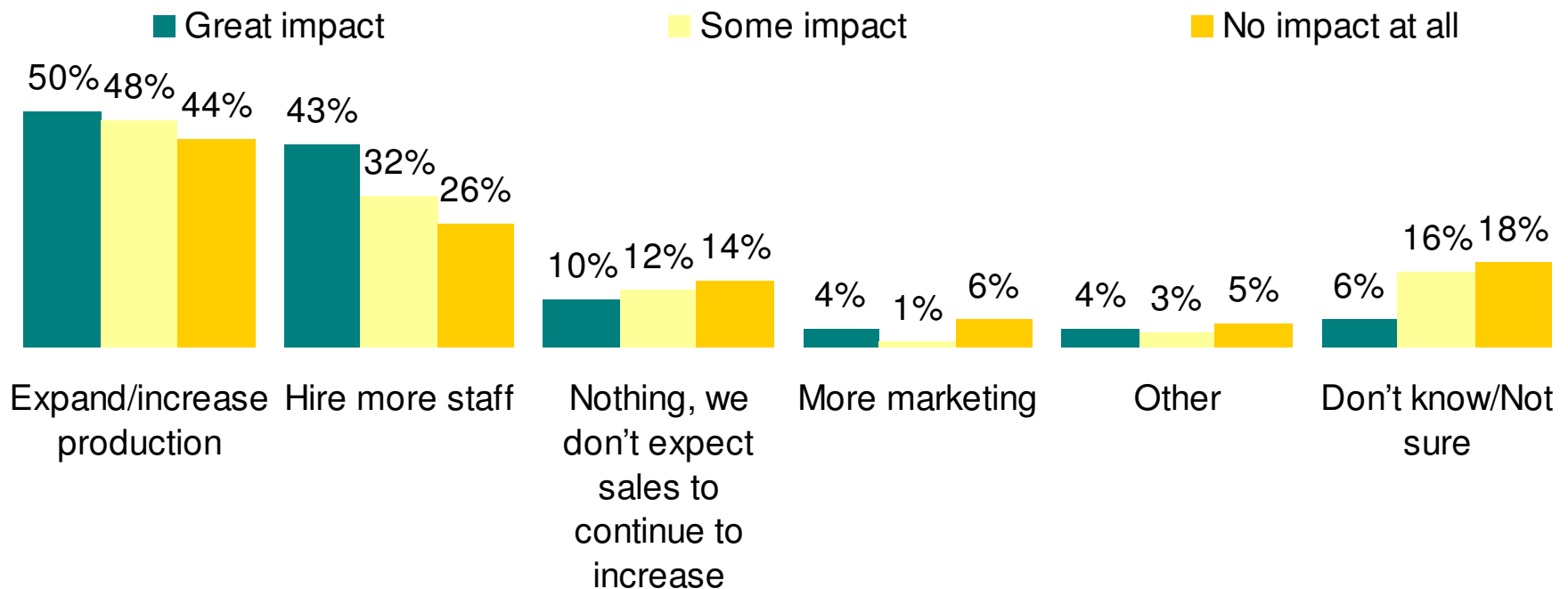
Q. 5b) What are your business plans to deal with the recent increase in sales?

**Base:** All respondents who answered (n=271).  
**Note:** Multiple mentions.

# Plans to Deal with the Recent Sales Increase Wave IV

- A higher proportion of respondents who said the Act (ARRA) had a great impact on their sales are planning to hire more staff.

## By Impact of the American Recovery and Reinvestment Act



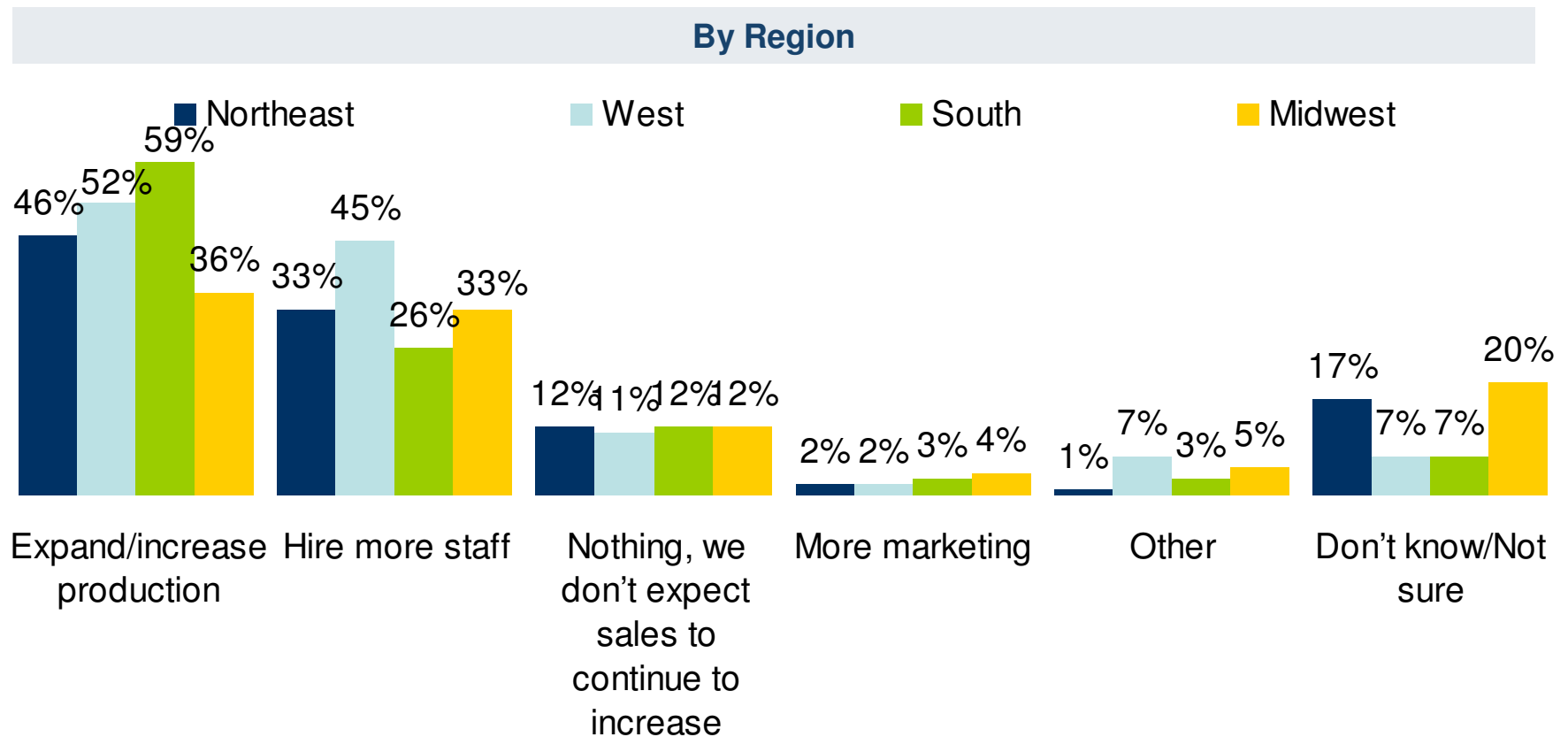
Q. 5b) What are your business plans to deal with the recent increase in sales?

Base: All respondents who answered (n=265).

Note: Multiple mentions.

# Plans to Deal with the Recent Sales Increase Wave IV

- Businesses in the West are more likely to hire more staff to deal with the recent sales increases.

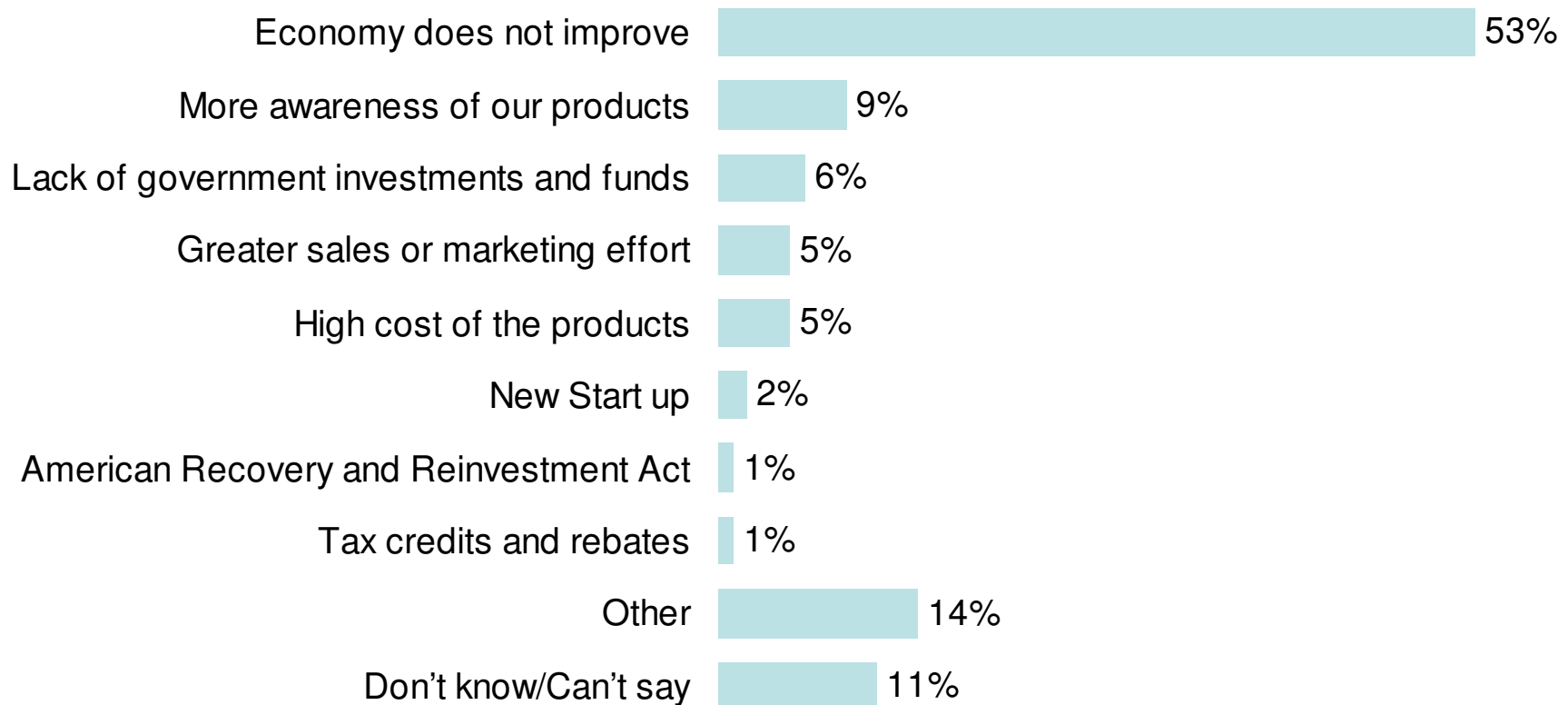


Q. 5b) What are your business plans to deal with the recent increase in sales?

Base: All respondents who answered (n=271).  
Note: Multiple mentions.

# Main Reasons for Sales Remaining the Same Wave IV

- For respondents that said their sales remained the same, a majority considered poor economic conditions as the main reason for sales remaining the same.

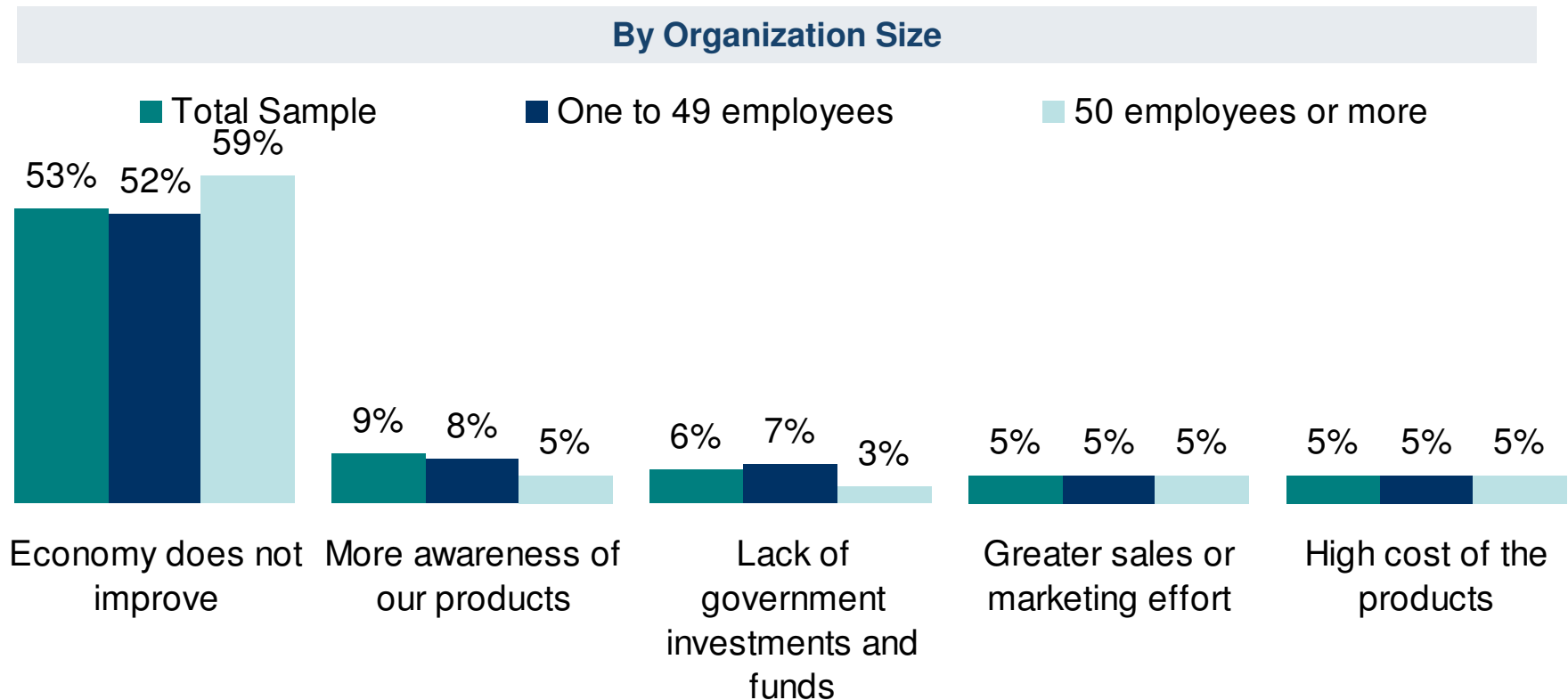


Q5c). What do you think are the main reasons for your sales remaining the same over the past one to two years?

Base: All respondents who answered (n=139).

Note: Multiple mentions.

# Top Five Reasons for Sales Remaining the Same Wave IV

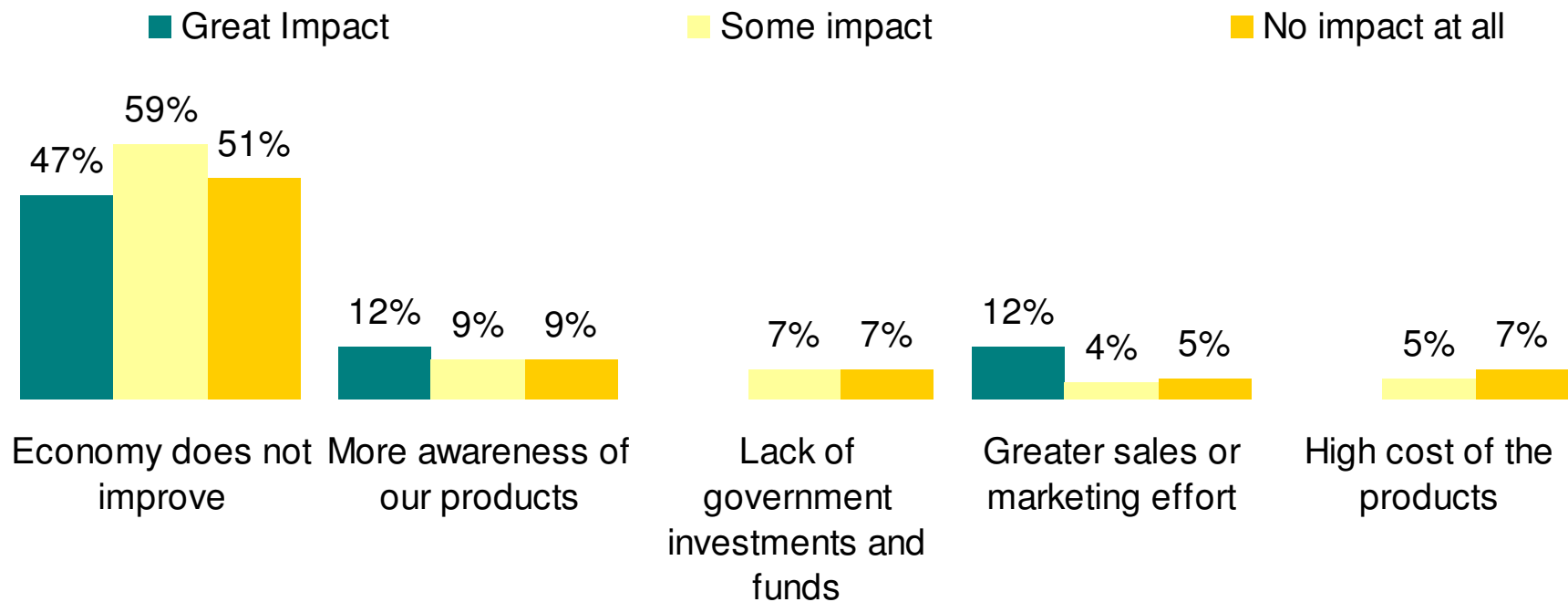


Q5c). What do you think are the main reasons for your sales remaining the same over the past one to two years?

**Base:** All respondents who answered (n=139).  
**Note:** Multiple mentions.

# Top Five Reasons for Sales Remaining the Same Wave IV

## By Impact of the American Recovery and Reinvestment Act

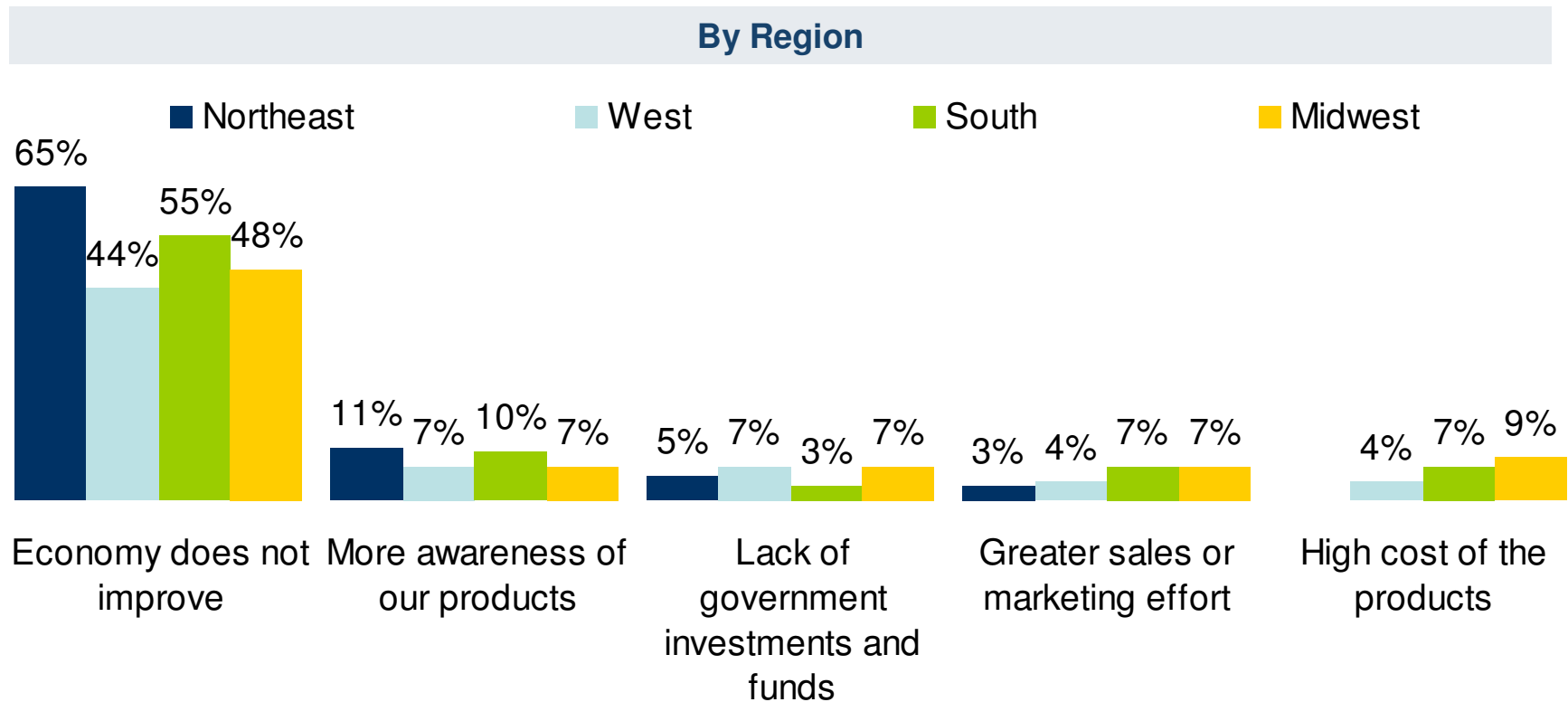


Q5c). What do you think are the main reasons for your sales remaining the same over the past one to two years?

Base: All respondents who answered (n=130).  
Note: Multiple mentions.

# Top Five Reasons for Sales Remaining the Same Wave IV

- Respondents in the Northeast and South are more likely to consider the poor economic conditions as the reason for their sales remaining the same.



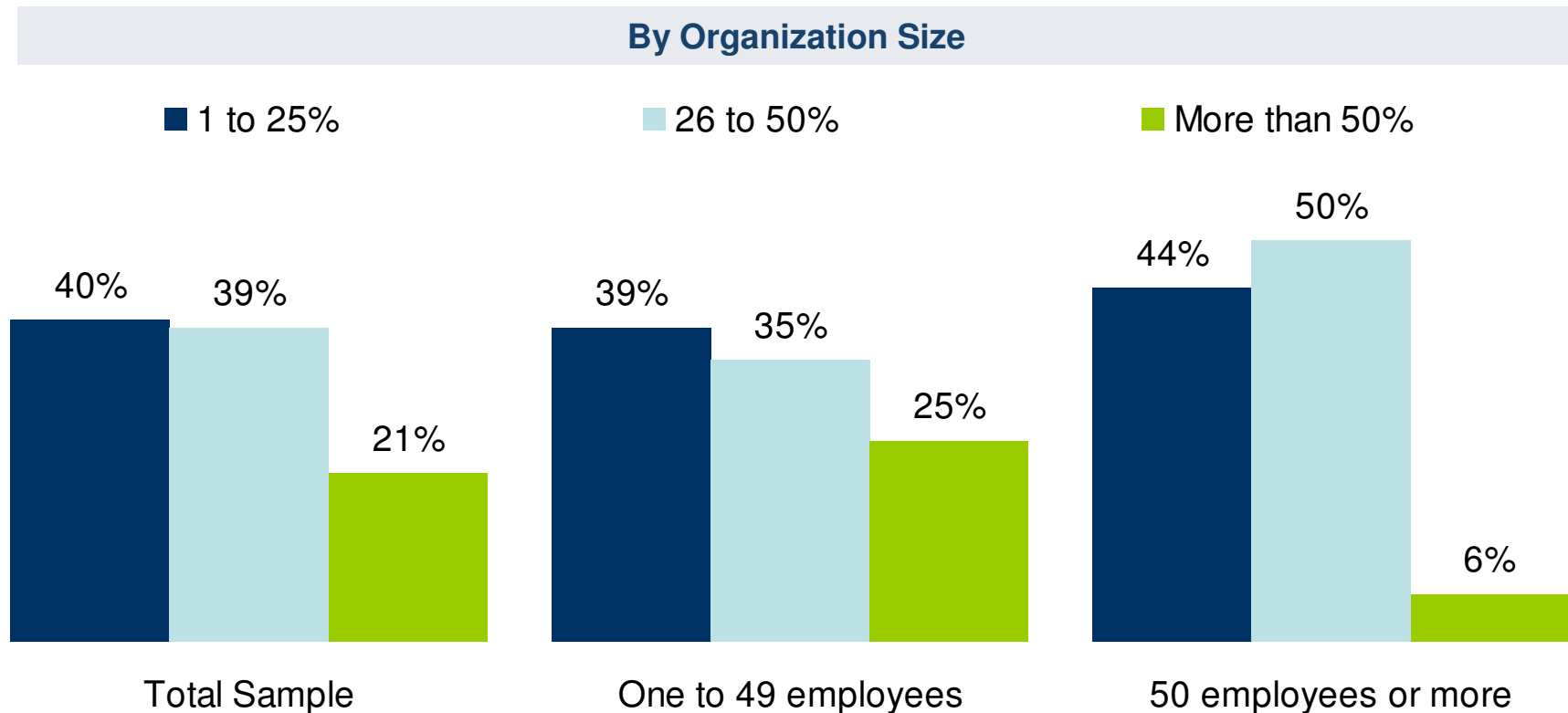
Q5c). What do you think are the main reasons for your sales remaining the same over the past one to two years?

**Base:** All respondents who answered (n=139).  
**Note:** Multiple mentions.

# Decrease in Sales Over the Past One to Two Years

## Wave IV

- Two out of five respondents reporting a sales decrease over the past one to two years experienced a decrease of between 1% and 25%.
- Smaller businesses with less than 50 employees reported a greater decrease in sales than larger businesses with 50 employees or more.



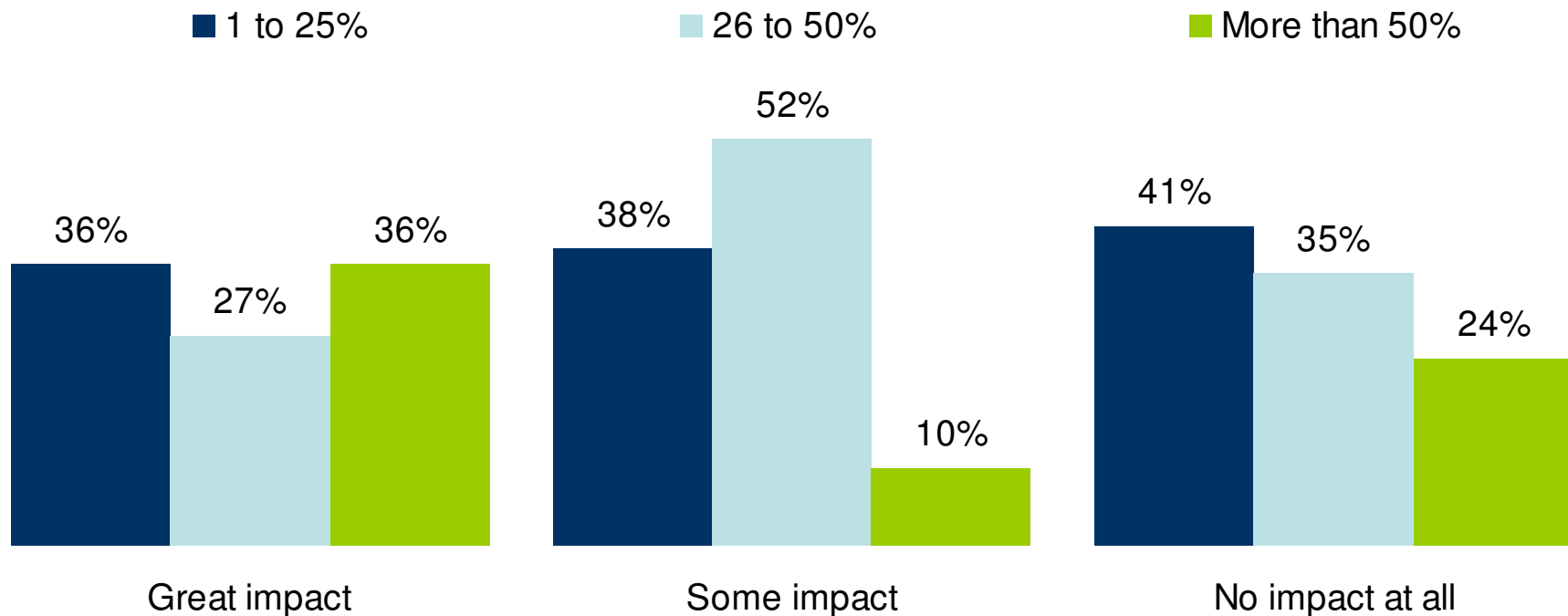
Q. 4b) By approximately how much did your sales decrease over the past one to two years?

Base: All respondents who answered (n=90).



# Decrease in Sales Over the Past One to Two Years Wave IV

## By Impact of the American Recovery and Reinvestment Act



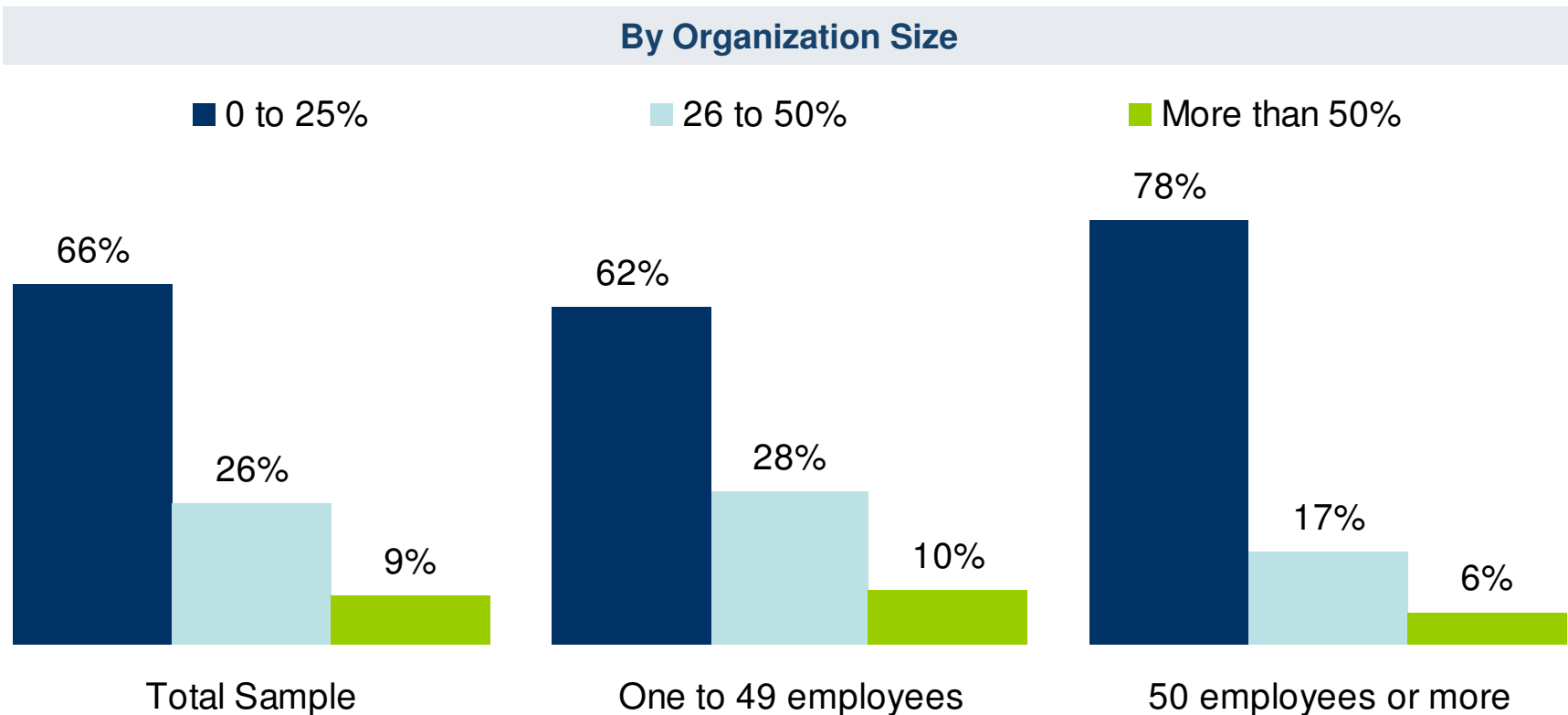
Q. 4b) By approximately how much did your sales decrease over the past one to two years?

Base: All respondents who answered (n=90).

# Decrease in Sales Over the Past Six Months

## Wave IV

- Among the respondents who reported a sales decrease over the past one to two years, two thirds experienced a decrease between 0% and 25% over the past six months.
- Smaller businesses with less than 50 employees reported a greater decrease in sales than larger businesses with 50 employees or more over the past six months.

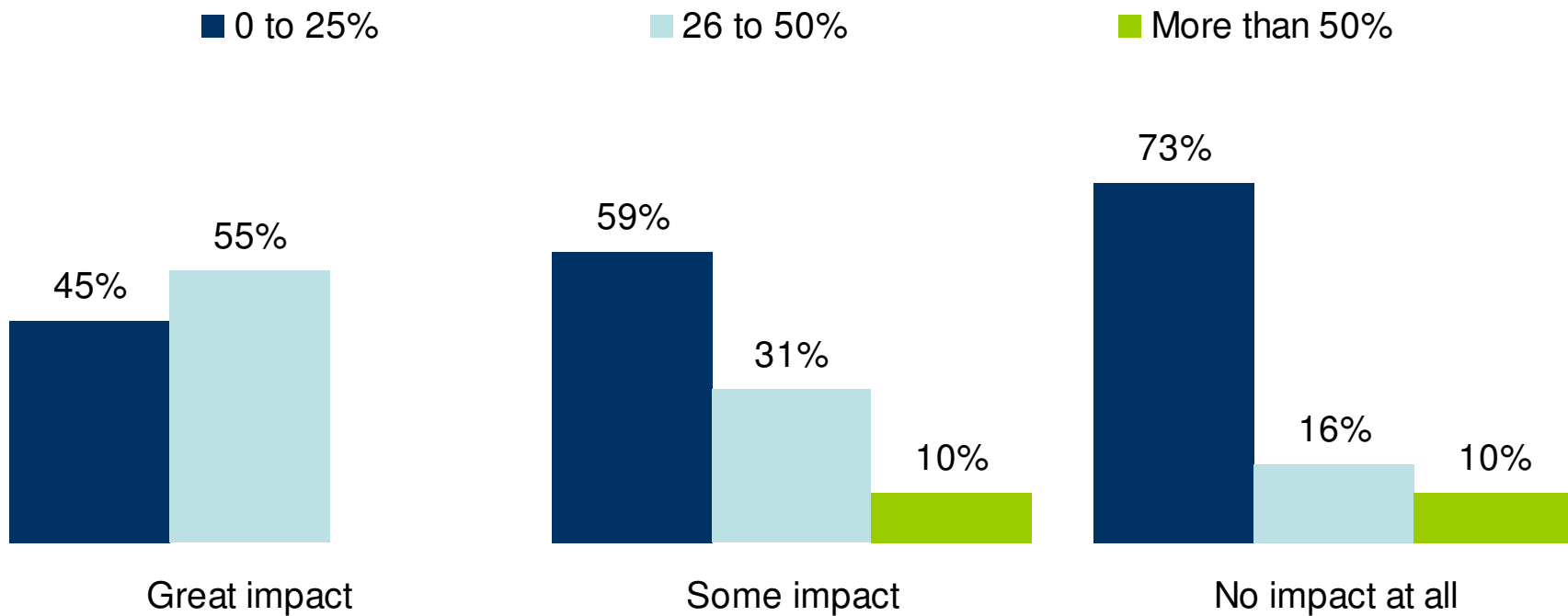


Q. 4b) By approximately how much did your sales decrease over the past six months?

Base: All respondents who answered (n=90).

# Decrease in Sales Over the Past Six Months Wave IV

## By Impact of the American Recovery and Reinvestment Act

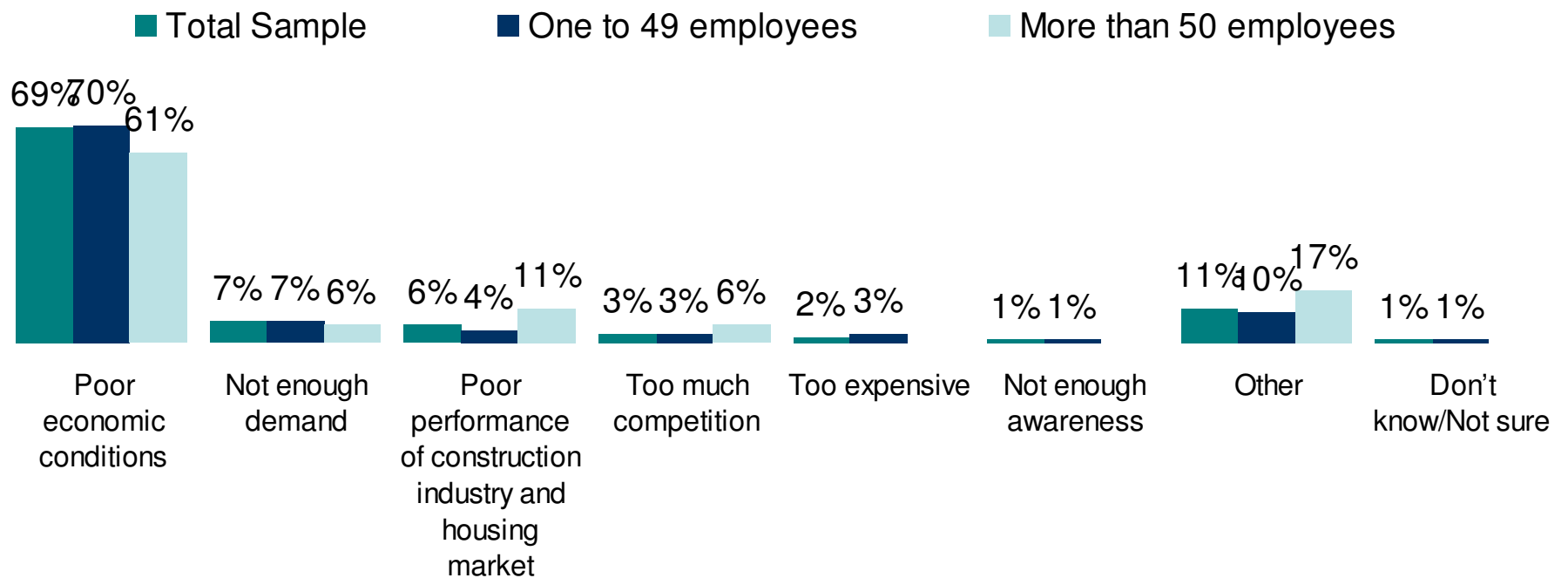


Q. 4b) By approximately how much did your sales decrease over the past six months?

Base: All respondents who answered (n=89).

# Main Reasons for the Lack of Sales Wave IV

## By Organization Size

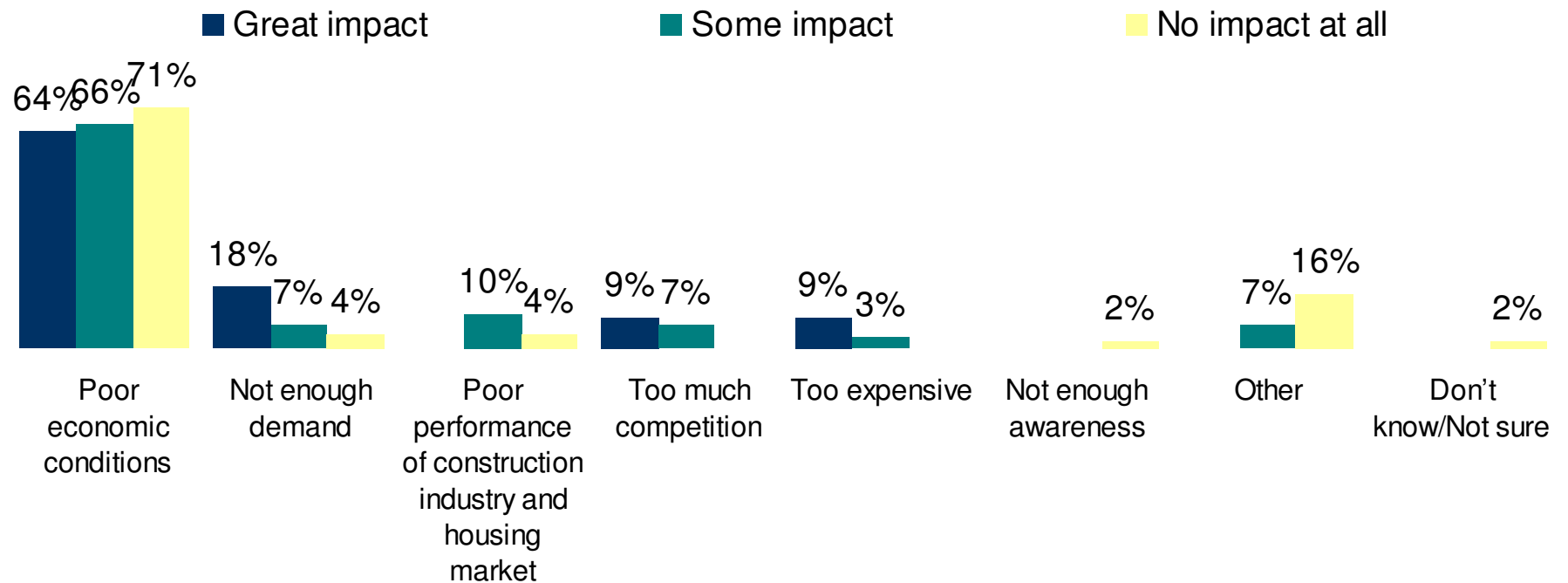


Q. 5d) What do you consider to be the main reasons for the lack of sales increases over the past few years?

Base: All respondents who answered (n=90).  
Note: Multiple mentions.

# Main Reasons for the Lack of Sales Wave IV

## By Impact of the American Recovery and Reinvestment Act



Q. 5d) What do you consider to be the main reasons for the lack of sales increases over the past few years?

Base: All respondents who answered (n=89).  
Note: Multiple mentions.

# Sales Expectations in 2010



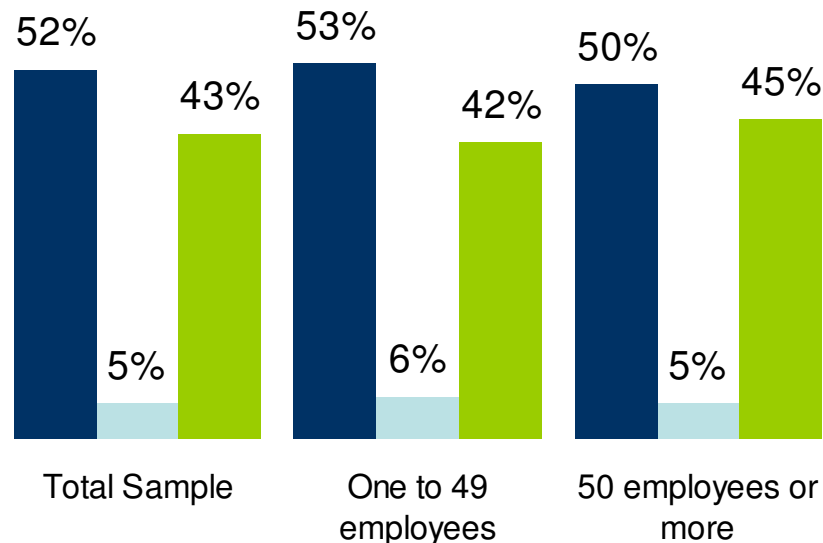
# Sales Expectations in 2010

## Wave IV

- Half of businesses expect sales to increase in 2010, while only one out of 20 expect sales to decrease, regardless of organization size.
- Respondents who said the Act (ARRA) had a great impact are more optimistic about sales in 2010.

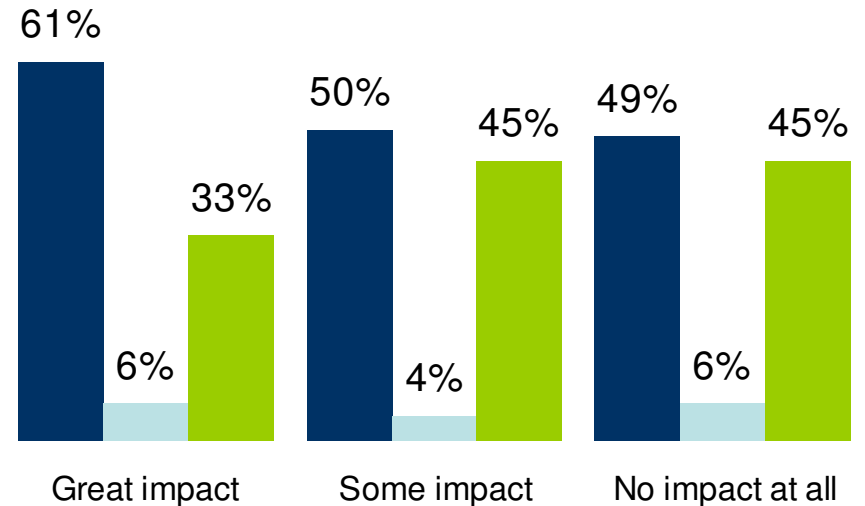
### By Organization Size

■ Increase   ■ Decrease   ■ Stay the same



### By Impact of the American Recovery and Reinvestment Act

■ Increase   ■ Decrease   ■ Stay the same



Q5e). Do you expect sales of renewable and energy efficient products and services to increase, decrease or remain the same in 2010?

Chart 1: All respondents (n=500).

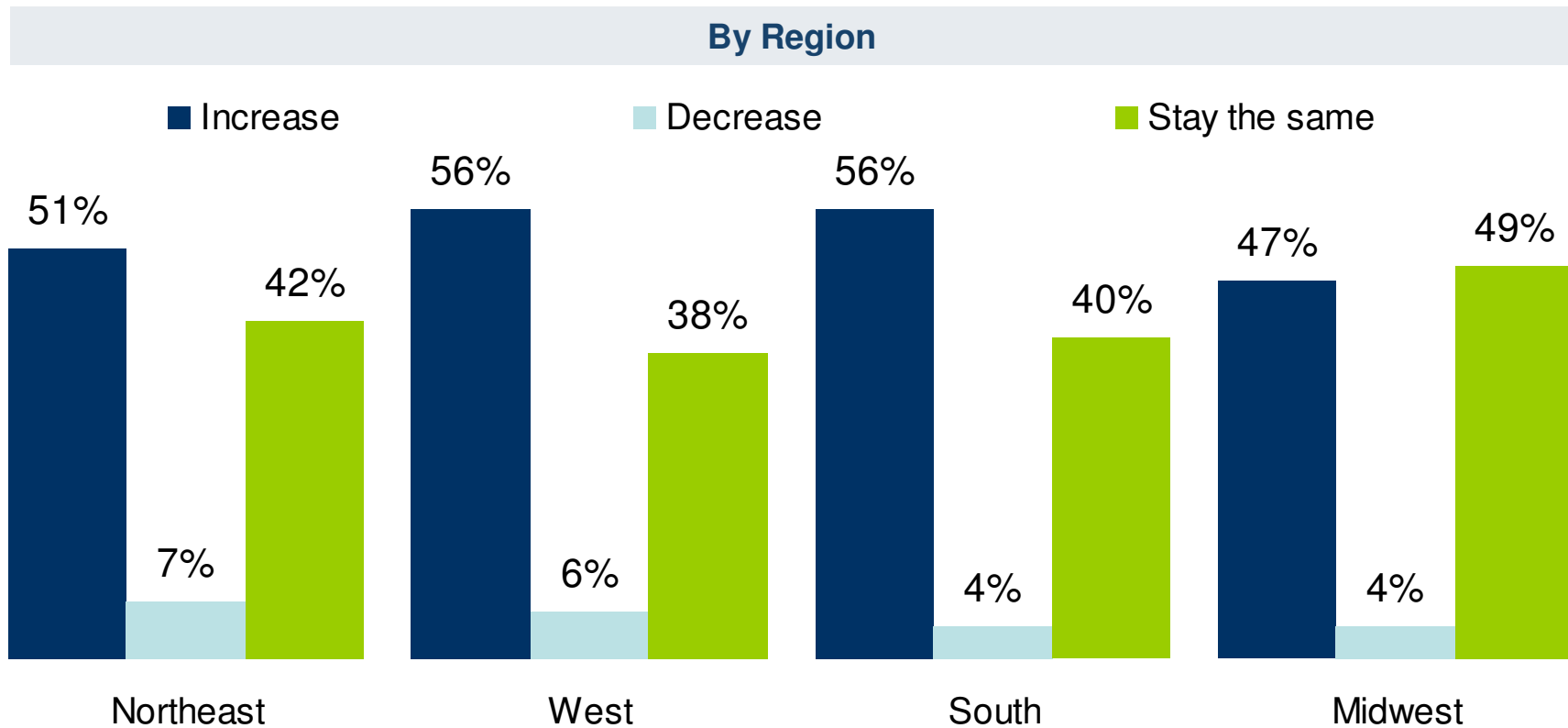
Char 2: All respondents who answered (n=484).

Excludes don't know.

# Sales Expectations in 2010

## Wave IV

- Respondents in the West and the South are more optimistic about sales in 2010.



Q5e). Do you expect sales of renewable and energy efficient products and services to increase, decrease or remain the same in 2010?

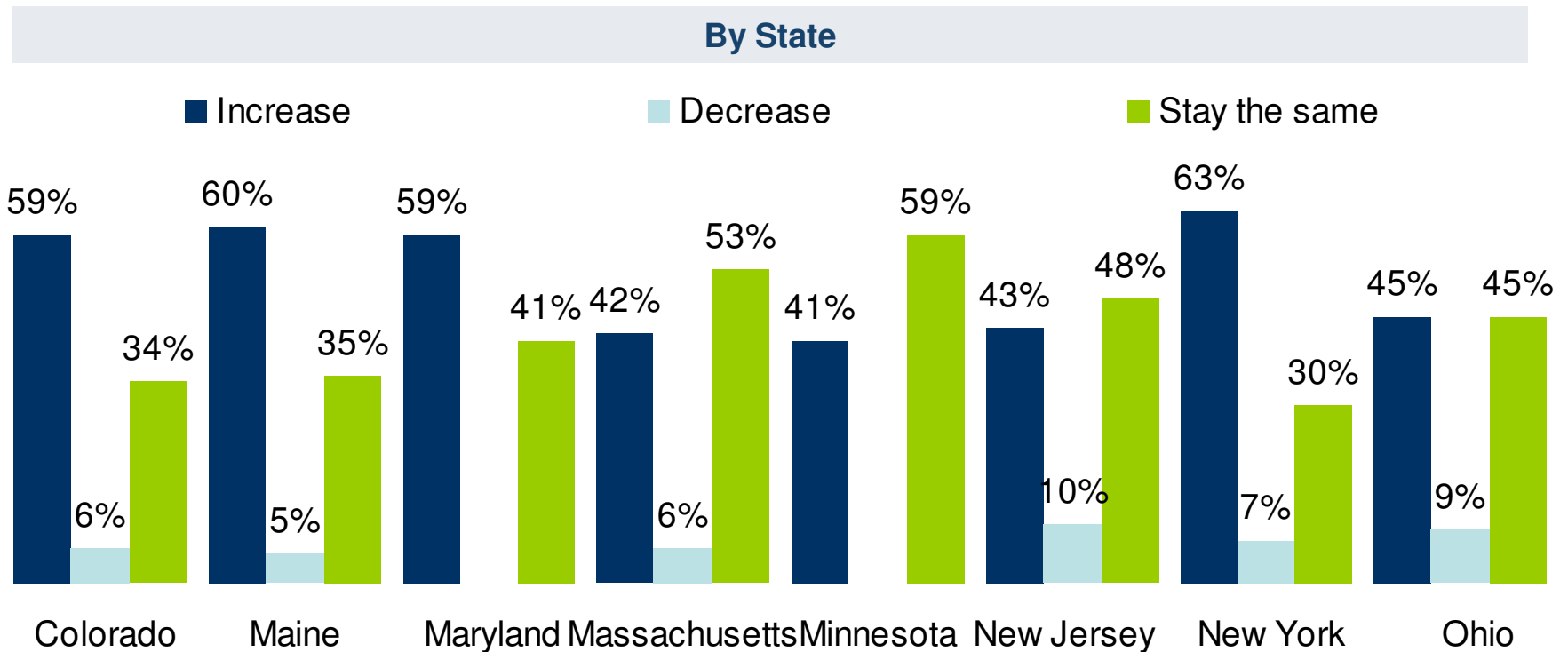
Base: All respondents (n=500).



# Sales Expectations in 2010

## Wave IV

- Of the states surveyed respondents in New York are the most optimistic about sales in 2010, followed by those in Maine, Maryland and Colorado.



Q5e). Do you expect sales of renewable and energy efficient products and services to increase, decrease or remain the same in 2010?

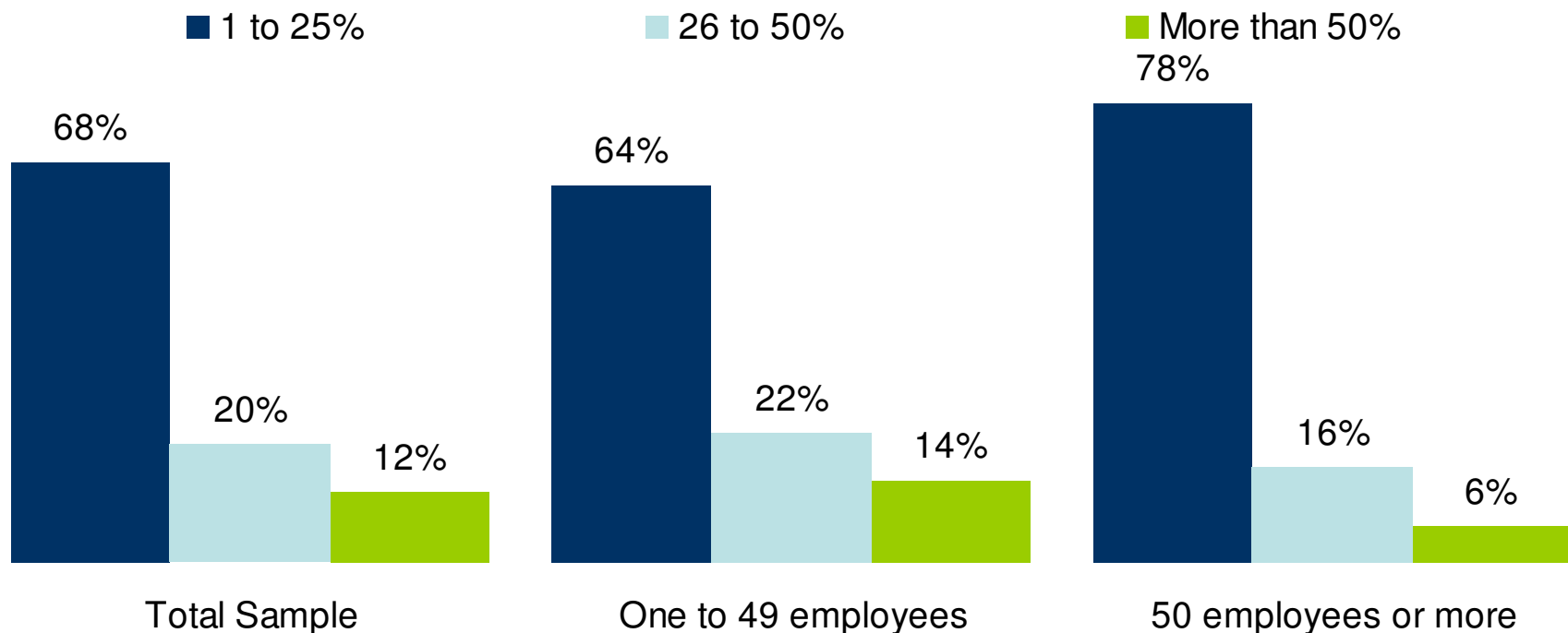
**Base: All respondents (n=220).**  
**Includes only eight states with sample size more than 20.**

# Expectations on Sales Increase in 2010

## Wave IV

- For those who expect sales to increase in 2010, slightly over two thirds of respondents expect a sales increase between 1% and 25% in 2010.
- Respondents from smaller businesses with less than 50 employees expect greater sales increases in 2010 than those from larger businesses with 50 employees or more.

### By Organization Size



Q5f). Approximately how much do you expect sales to INCREASE in 2010? Please provide your best estimate in the form of a percentage change.

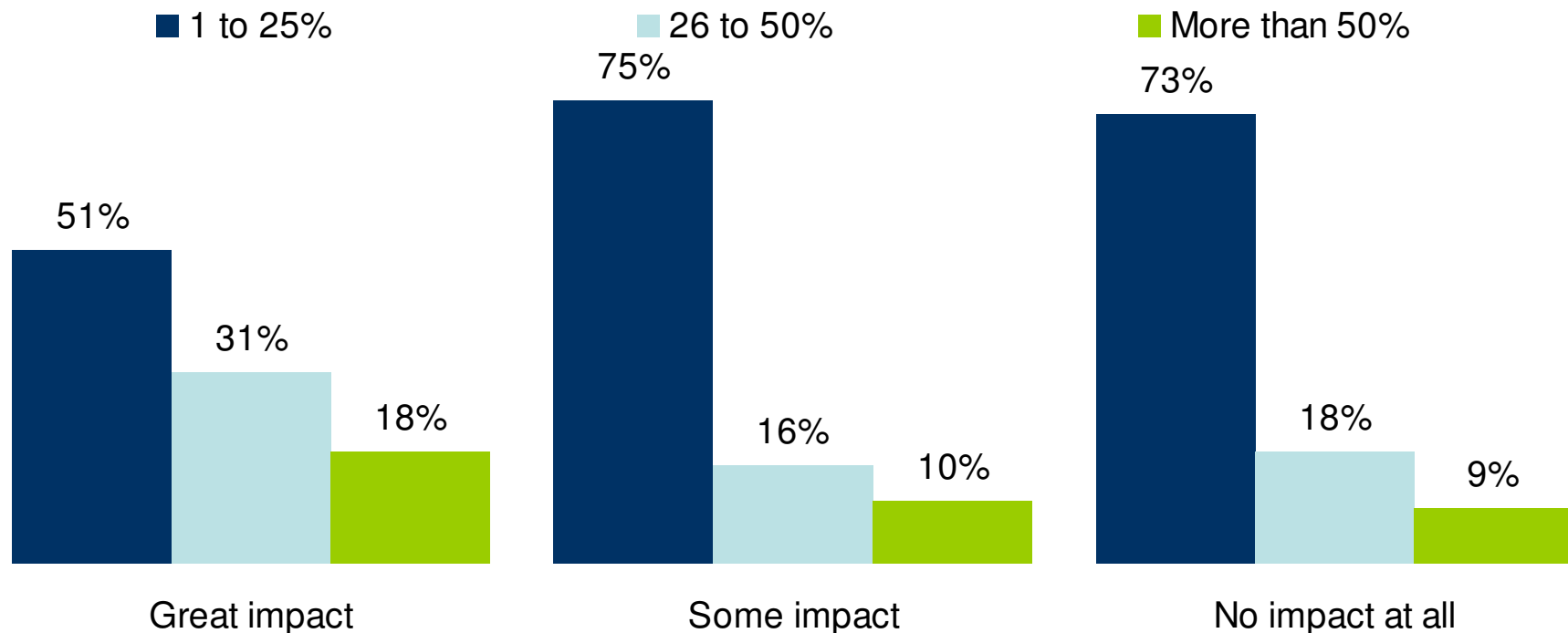
Base: All respondents who answered (n=259).

# Expectations on Sales Increase in 2010

## Wave IV

- For those who expect sales to increase in 2010, those who said the Act (ARRA) had a great impact expect a greater sales increase than those who said the Act had some or no impact at all.

### By Impact of the American Recovery and Reinvestment Act



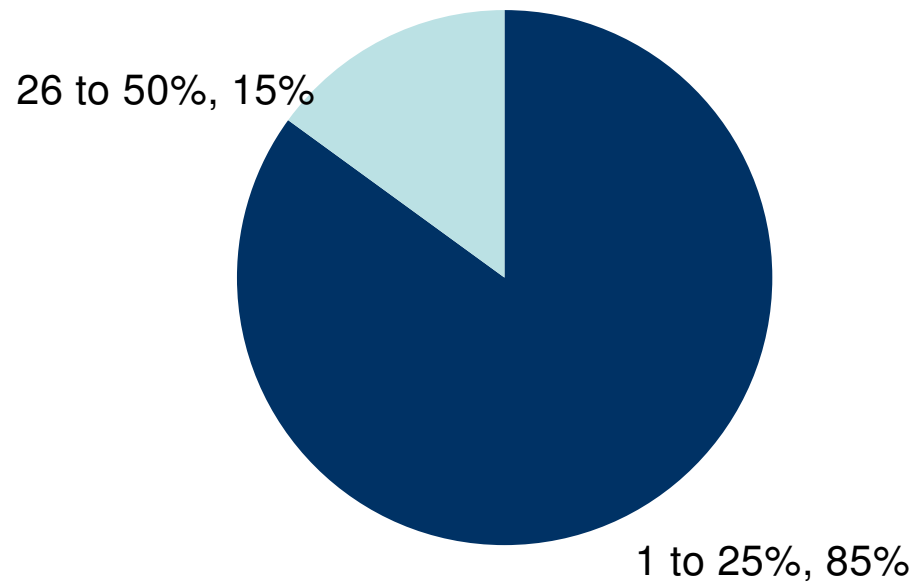
Q5f). Approximately how much do you expect sales to INCREASE in 2010? Please provide your best estimate in the form of a percentage change.

Base: All respondents who answered (n=254).

# Expectations on Sales Decrease in 2010

## Wave IV

- For those who expect sales to decrease in 2010, a majority expect sales to decrease between 1% to 25%.



Q5f). Approximately how much do you expect sales to DECREASE in 2010? Please provide your best estimate in the form of a percentage change.

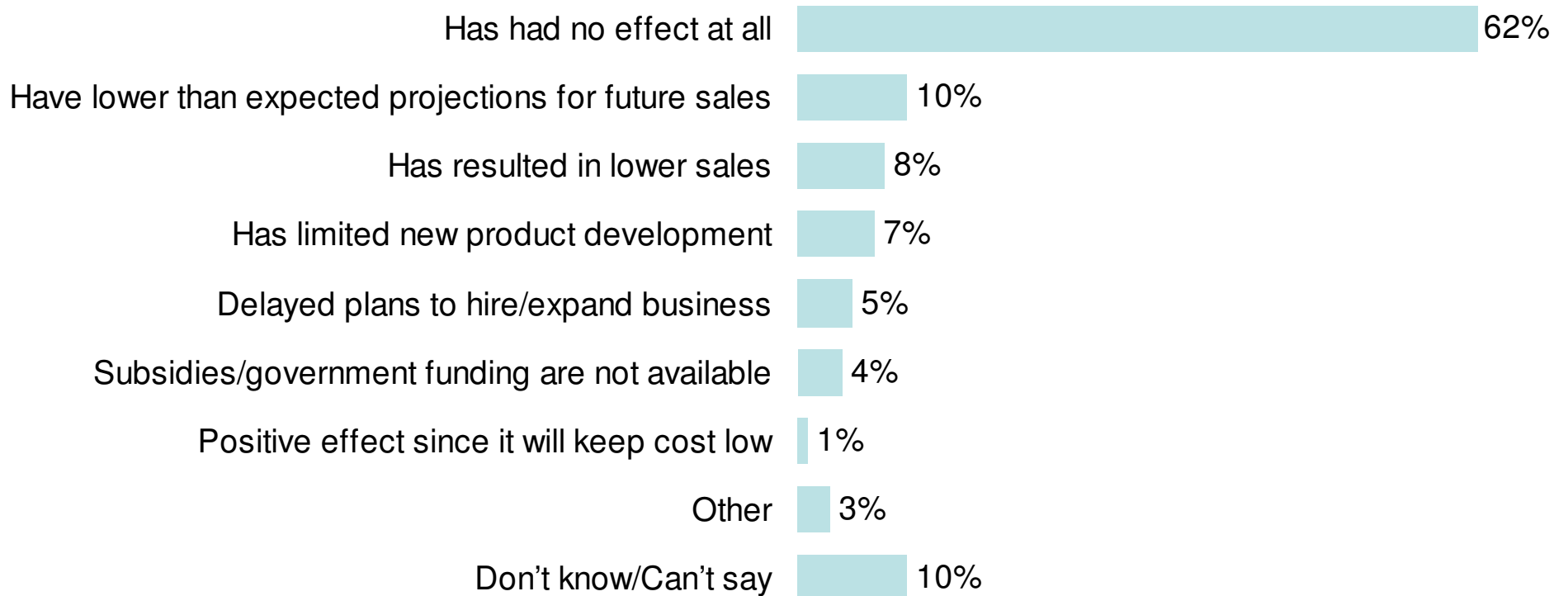
**Base:** All respondents who answered (n=26).  
**Note:** Low base, sample size less than 30.

# The American Recovery and Reinvestment Act and Clean Energy Legislation



# Impact of Failure to Pass Clean Energy Legislation Wave IV

- Thirty-one percent of respondents said the failure to pass clean energy legislation had an effect on their businesses.
- One out of ten expect lower future sales due to the failure.

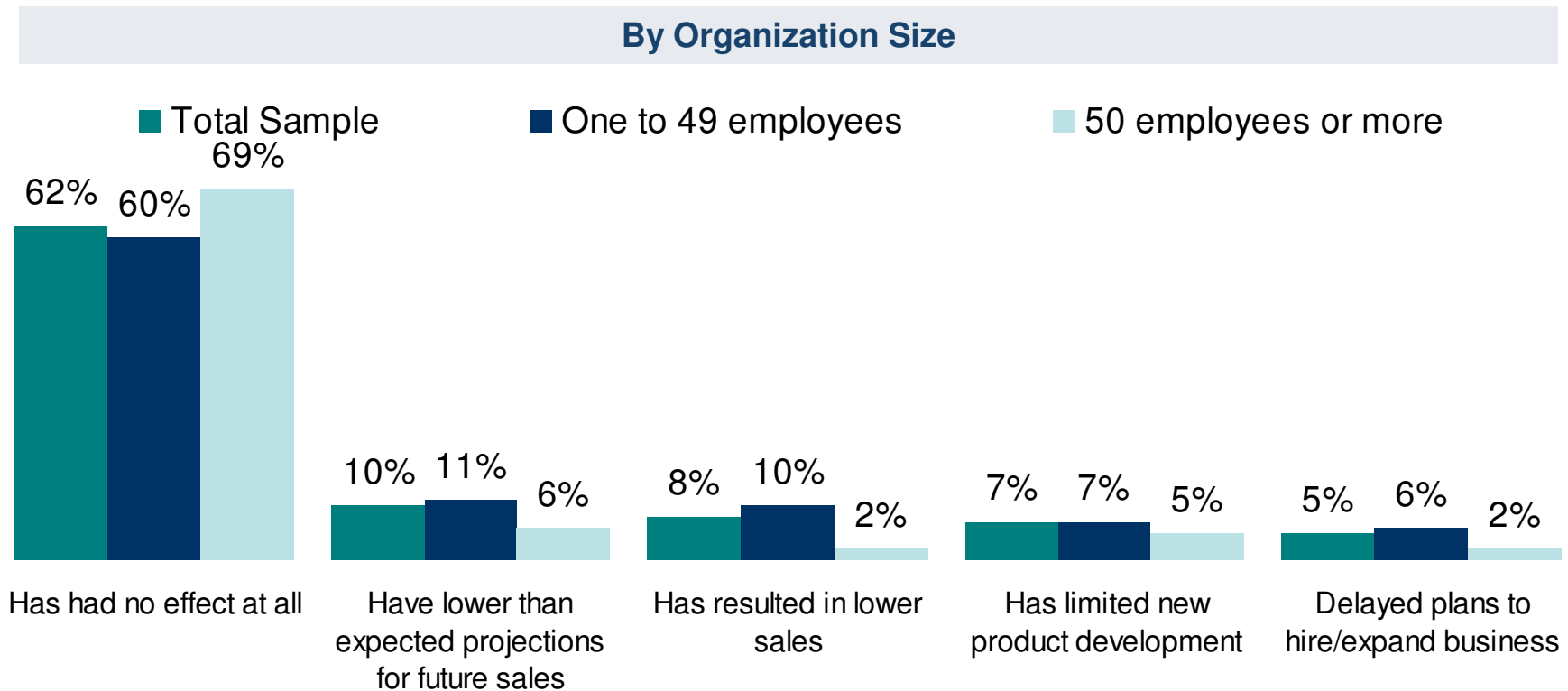


Q. 7j). Recently, Congress did not pass clean energy legislation that would have put a national limit on carbon emissions. How do you think this has impacted your organization?

**Base:** All respondents (n=500).  
**Note:** Multiple mentions.

# Impact of Failure to Pass Clean Energy Legislation Wave IV

- The failure to pass clean energy legislation has greater impact on smaller businesses with less than 50 employees than on larger businesses.



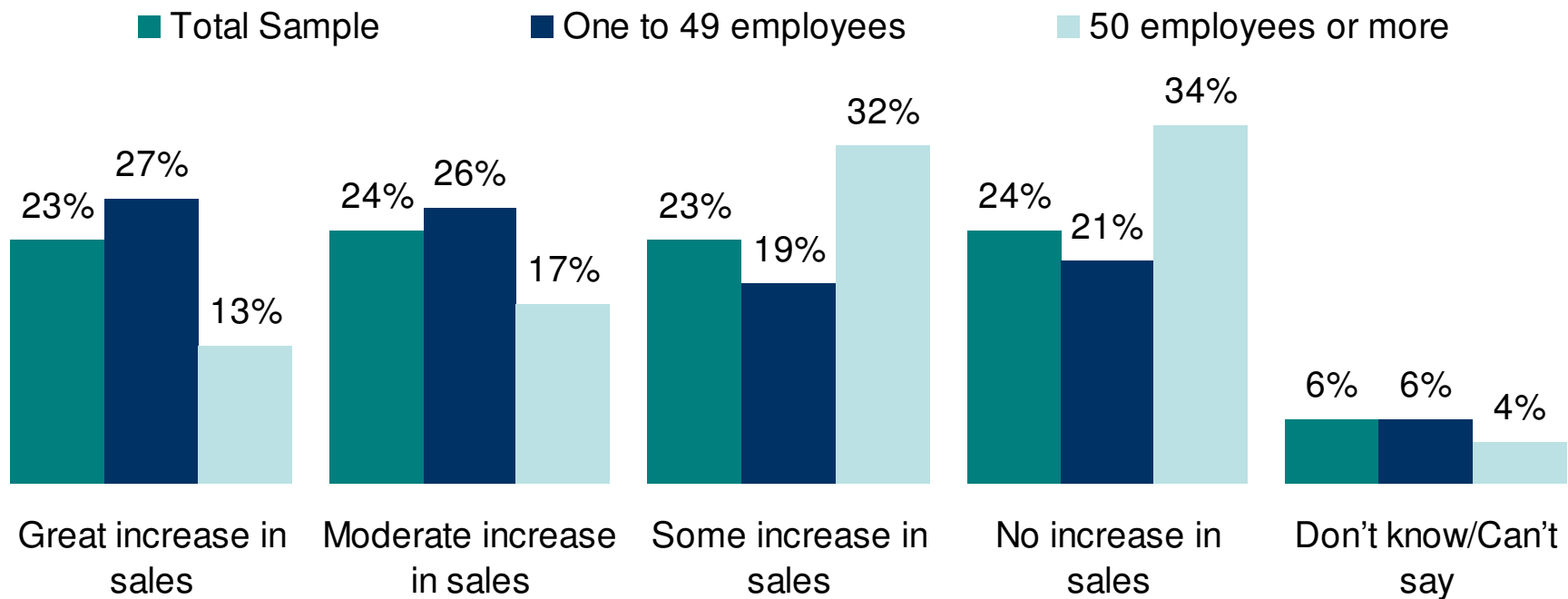
Q. 7j). Recently, Congress did not pass clean energy legislation that would have put a national limit on carbon emissions. How do you think this has impacted your organization?

**Base:** All respondents (n=500).  
**Note:** Multiple mentions.

# Impact on Sales if New Clean Energy Legislations Passed Wave IV

- Forty-seven percent thought sales would increase greatly or moderately if the U.S. passed new policies to reduce greenhouse gas emissions.
- Respondents in smaller businesses expect greater sales increases if the U.S. passed new policies to reduce greenhouse gas emissions than those in larger businesses.

## By Organization Size



Q7k. If the U.S. passed new policies to reduce greenhouse gas emissions, increasing the demand for low-carbon renewable energy and energy efficiency, do you think this would lead to an increase in sales for your company?

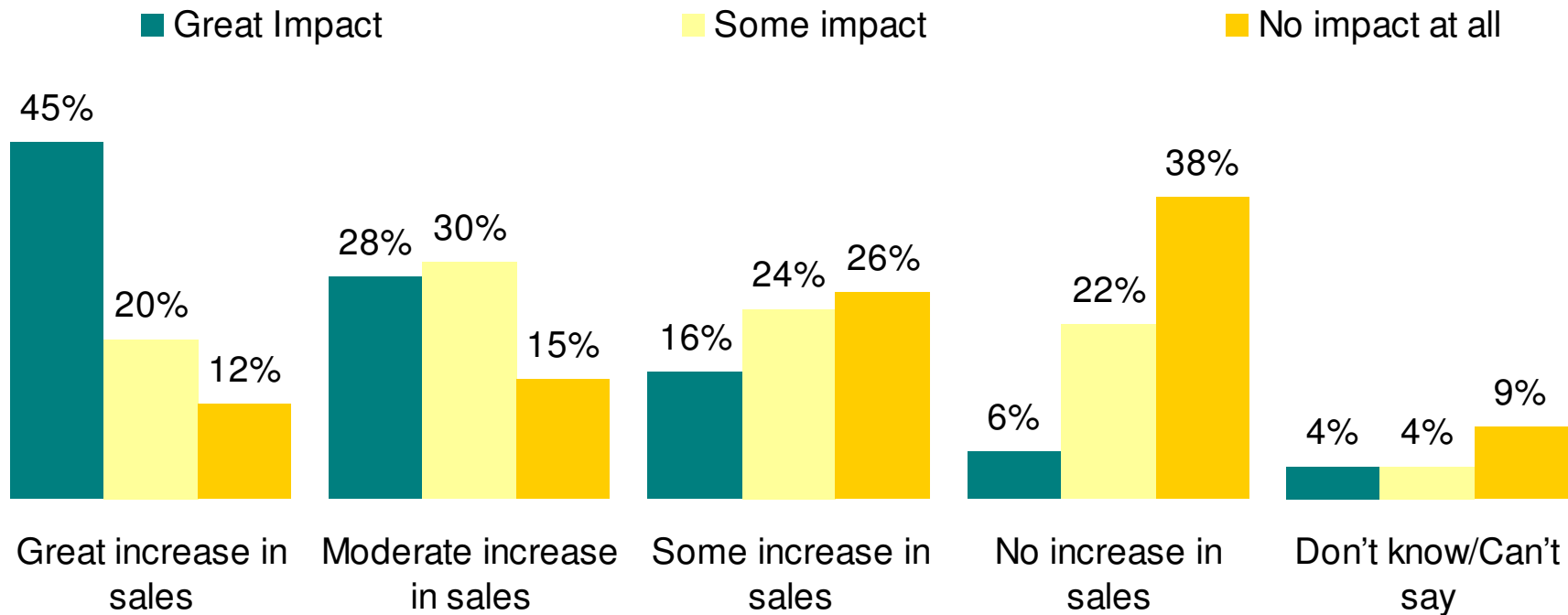
Base: All respondents (n=500).



# Impact on Sales if New Clean Energy Legislations Passed Wave IV

- Respondents who have seen a great impact of the Act (ARRA ) expect greater sales increases if the U.S. passed new policies to reduce greenhouse gas emissions than those who have seen some or no impact of the Act (ARRA) .

## By Impact of the American Recovery and Reinvestment Act

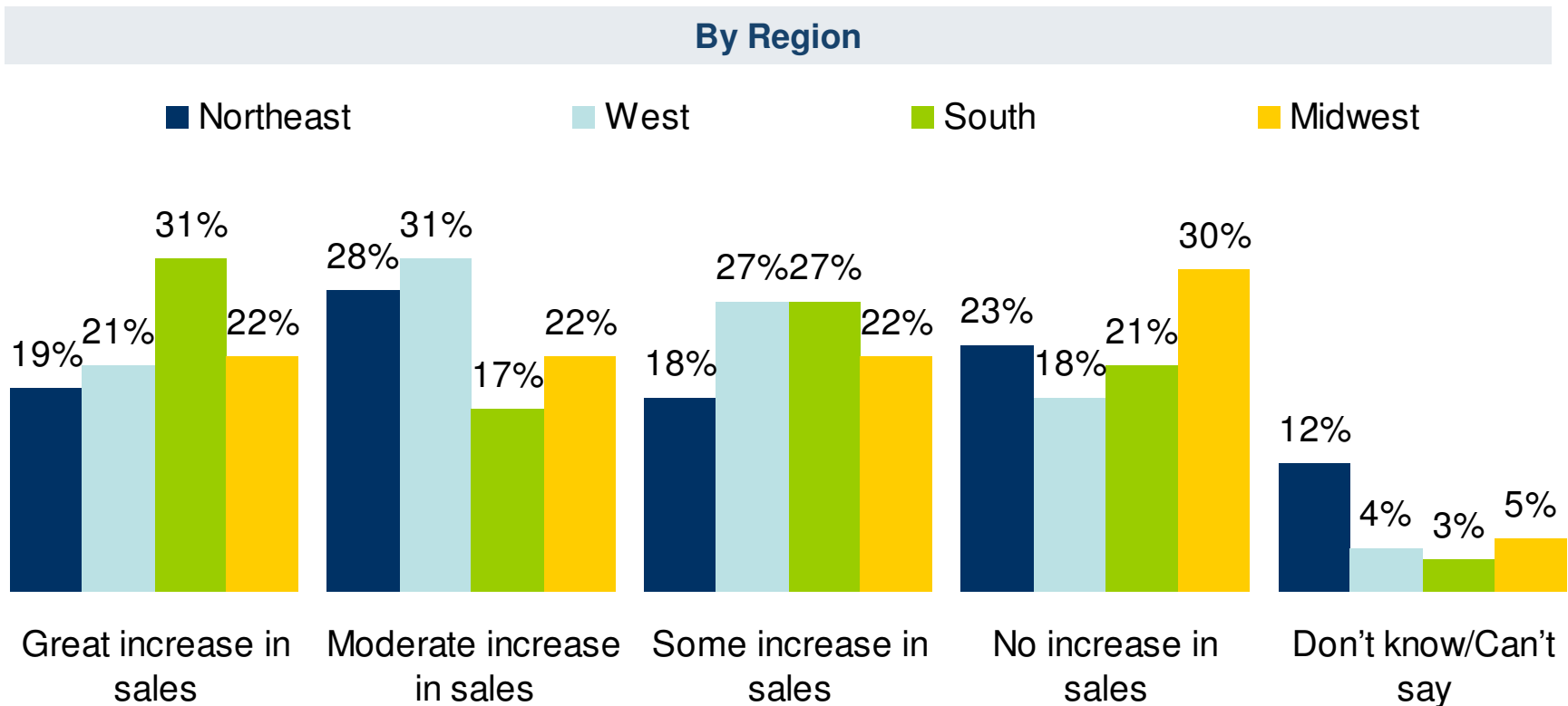


Q7k. If the U.S. passed new policies to reduce greenhouse gas emissions, increasing the demand for low-carbon renewable energy and energy efficiency, do you think this would lead to an increase in sales for your company?

Base: All respondents excluding those who answered "don't know" at Q9a (n=484).

# Impact on Sales if New Clean Energy Legislations Passed Wave IV

- Forty-eight percent of respondents in the South thought sales would increase greatly or moderately if the U.S. passed new policies to reduce greenhouse gas emissions.



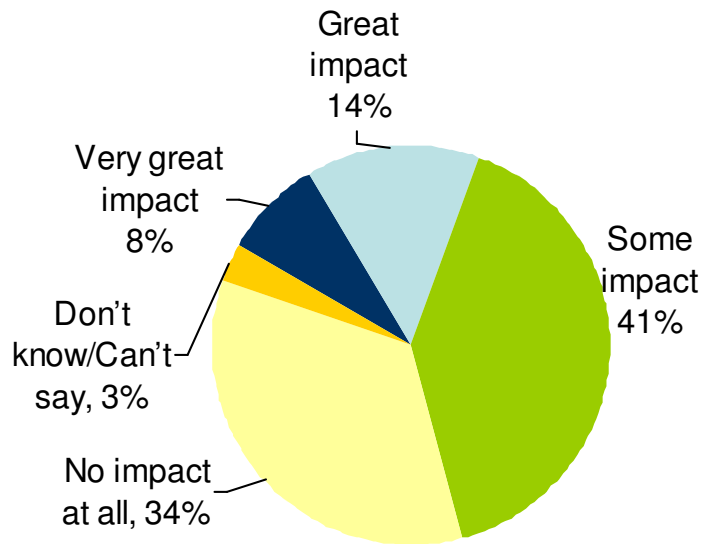
Q7k. If the U.S. passed new policies to reduce greenhouse gas emissions, increasing the demand for low-carbon renewable energy and energy efficiency, do you think this would lead to an increase in sales for your company?

Base: All respondents (n=500).

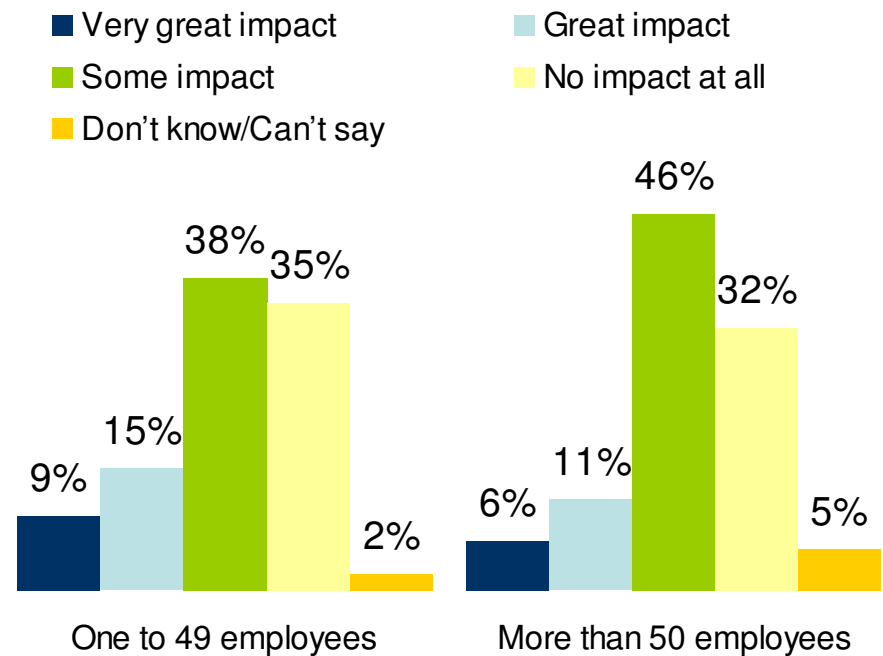
# Impact of the American Recovery and Reinvestment Act Wave IV

- Sixty-three percent said the American Recovery and Reinvestment Act had an impact on their sales.

**Total Sample**



**By Organization Size**



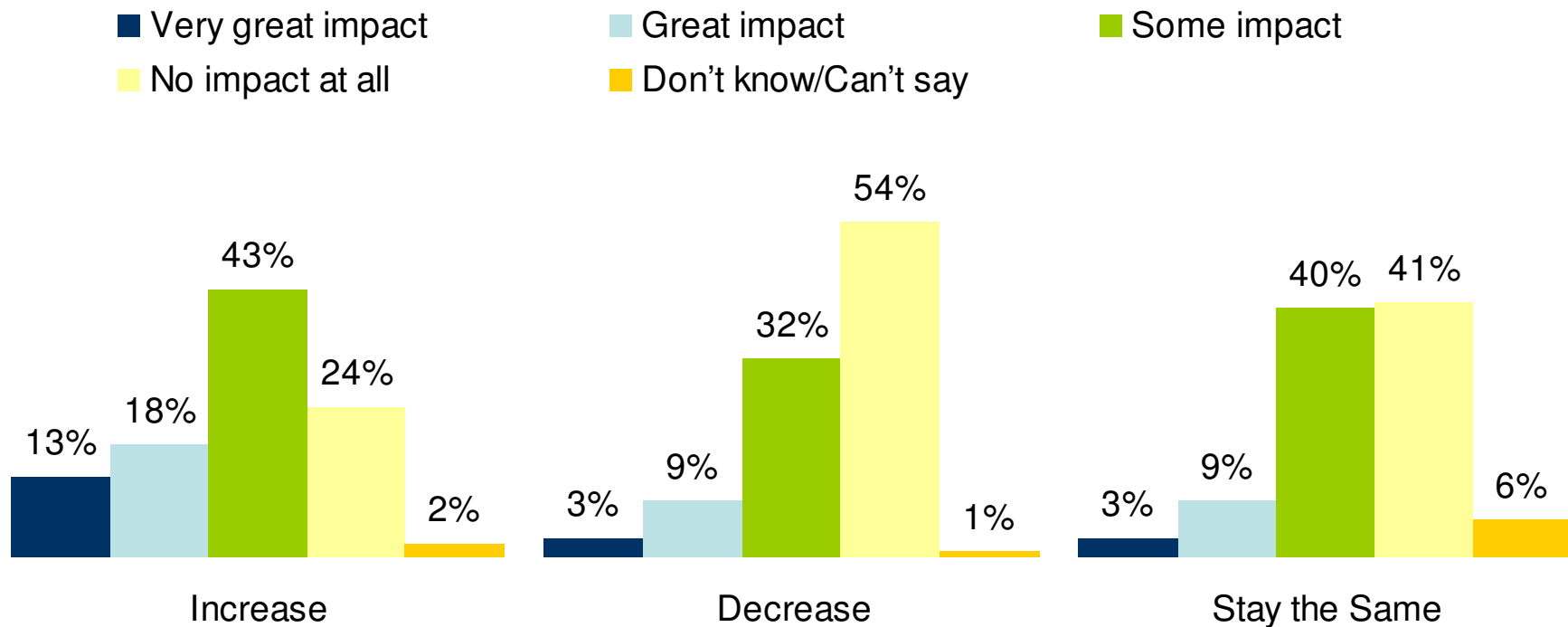
Q. 9a). How much of an impact has the federal government's American Recovery and Reinvestment Act had on your sales?

Base: All respondents (n=500).

# Impact of the American Recovery and Reinvestment Act Wave IV

- Respondents that said their sales increased over the past one to two years are more likely to report that the Act (ARRA) had an impact on their sales.

## By Sales History Performance



Q. 9a). How much of an impact has the federal government's American Recovery and Reinvestment Act had on your sales?

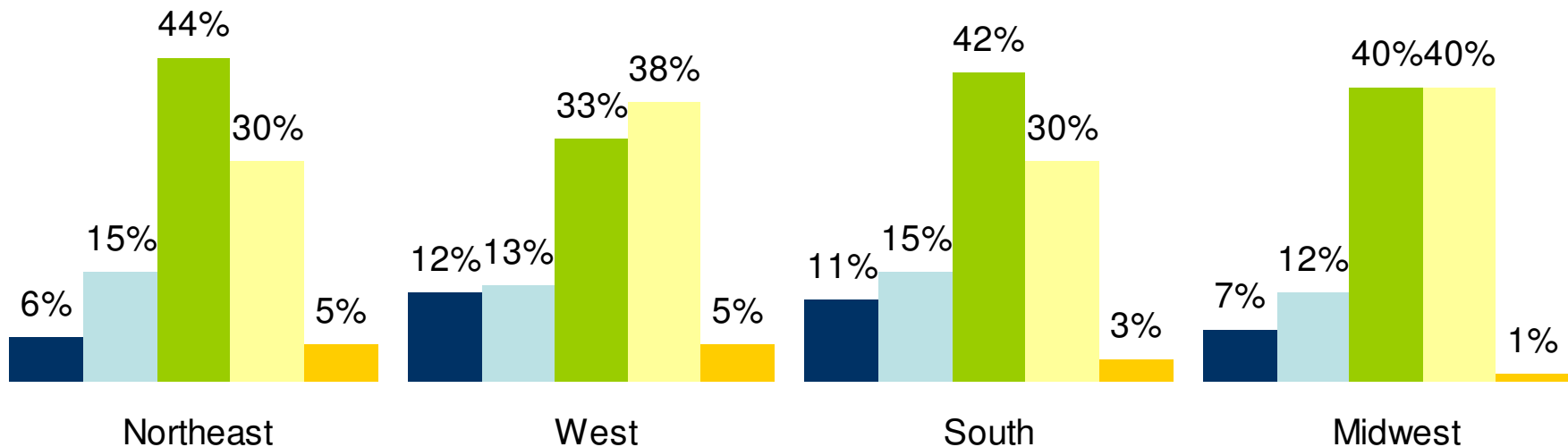
Base: All respondents (n=500).

# Impact of the American Recovery and Reinvestment Act Wave IV

- A slightly higher proportion of respondents in the Northeast and the South said the Act (ARRA) had an impact on their sales.

## By Region

■ Very great impact 
 ■ Great impact 
 ■ Some impact 
 ■ No impact at all 
 ■ Don't know/Can't say



Q. 9a). How much of an impact has the federal government's American Recovery and Reinvestment Act had on your sales?

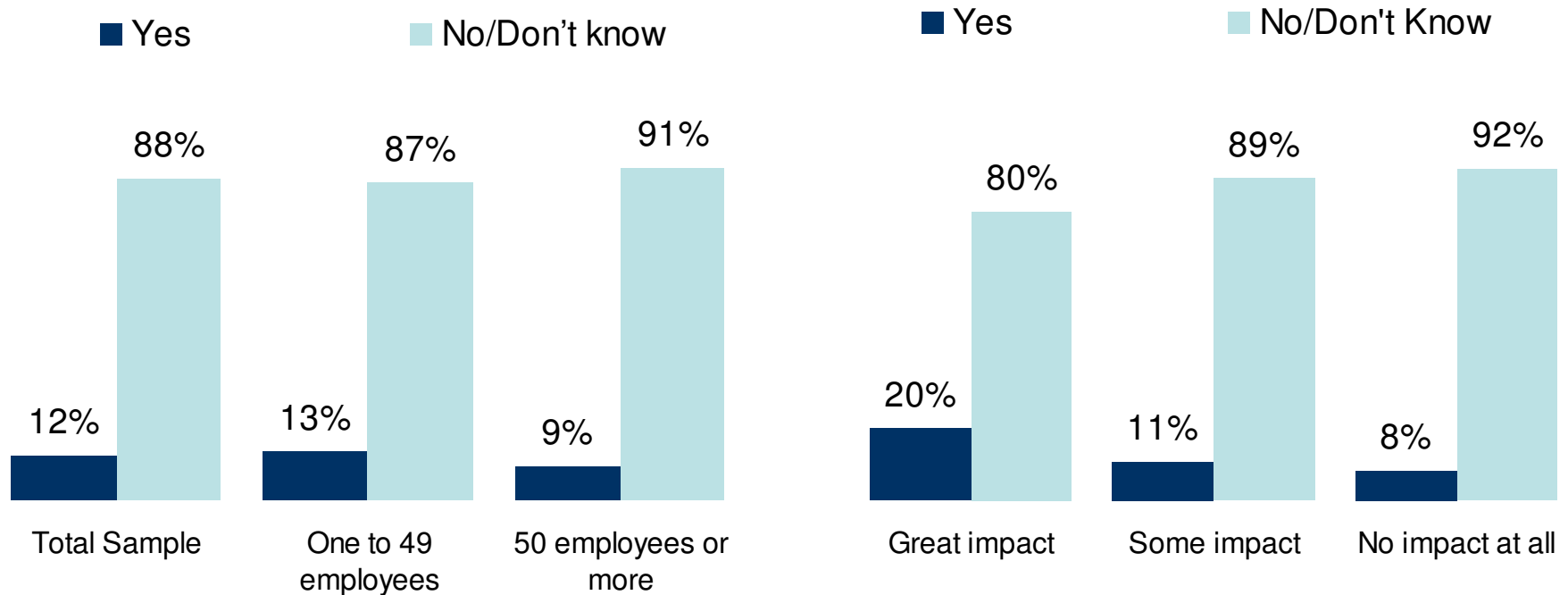
Base: All respondents (n=500).

# Application for Funding from the Act (ARRA) Wave IV

- Slightly over one out of ten respondents said their company has applied for funding from the Act (ARRA).
- A higher proportion of respondents from smaller businesses and those who said the Act (ARRA) had a great impact reported applications for funding from the Act.

**By Organization Size**

**By Impact of the American Recovery and Reinvestment Act**



Q9b). Has your company applied for any funding from the American Recovery and Reinvestment Act?

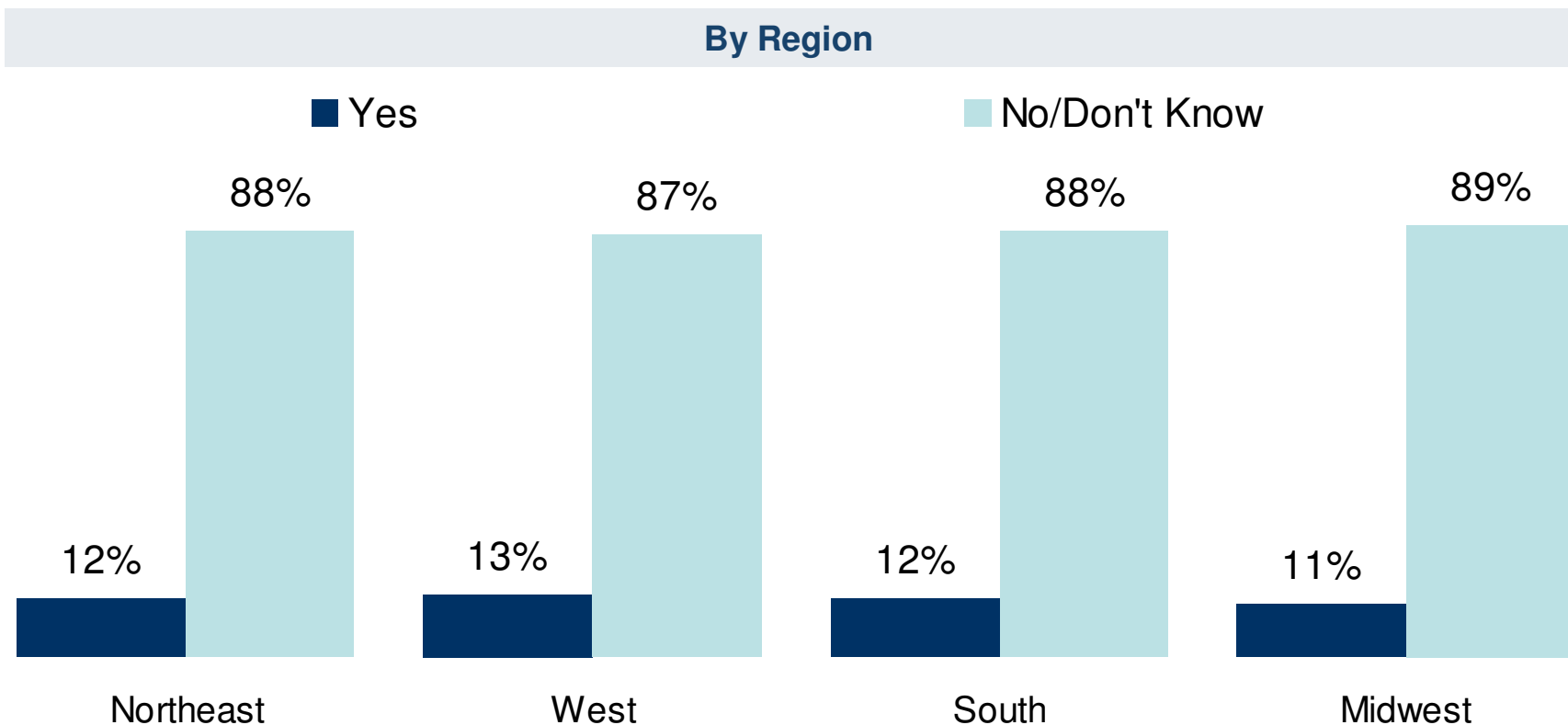
Chart 1: All respondents (n=500).

Char 2: All respondents who answered (n=484).

Excludes don't know.

# Application for Funding from the Act (ARRA) Wave IV

- Proportions of respondents who said their company has applied for funding from the Act (ARRA) are similar across different regions.

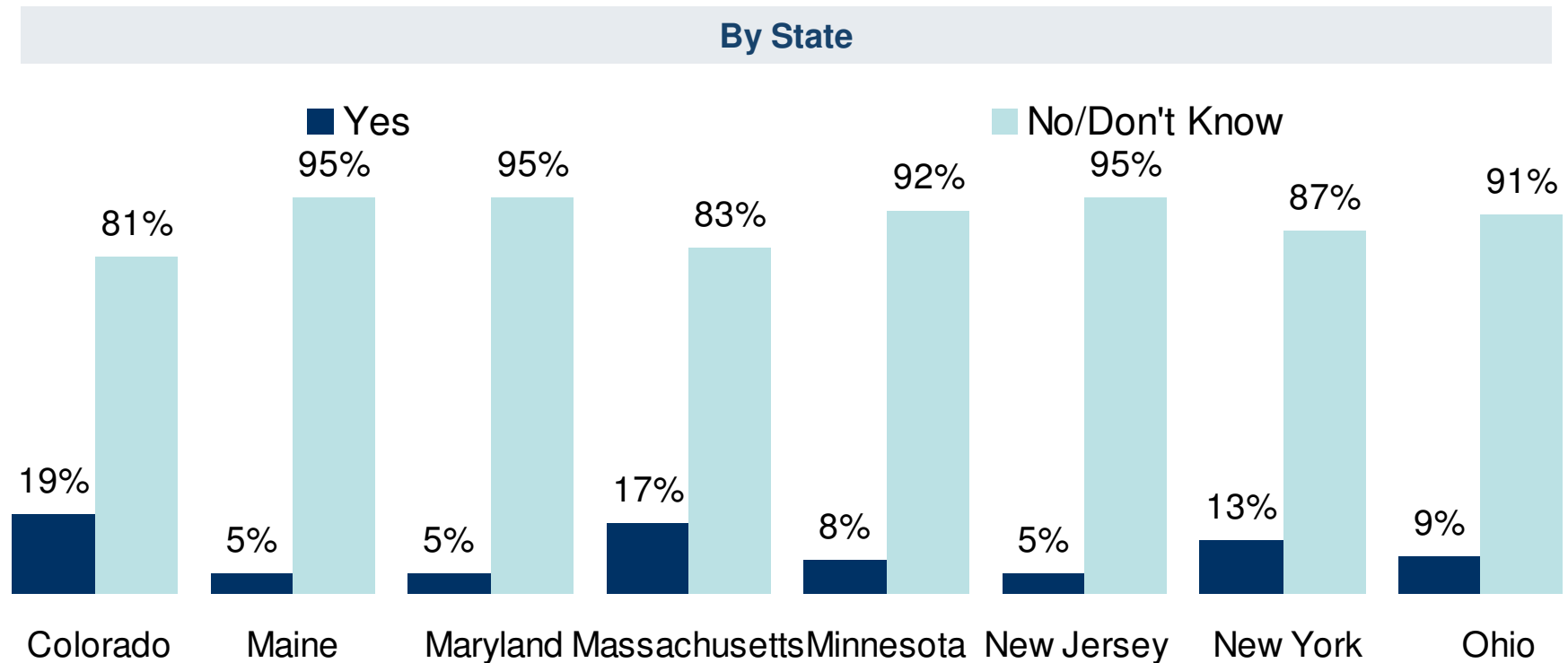


Q9b). Has your company applied for any funding from the American Recovery and Reinvestment Act?

Base: All respondents (n=500).

# Application for Funding from the Act (ARRA) Wave IV

- Of the states surveyed, a higher proportion of respondents in Colorado said their company has applied for funding from the Act (ARRA), followed by those in Massachusetts and New York.



Q9b). Has your company applied for any funding from the American Recovery and Reinvestment Act?

Base: All respondents (n=220).

Includes only eight states with sample size more than 20.

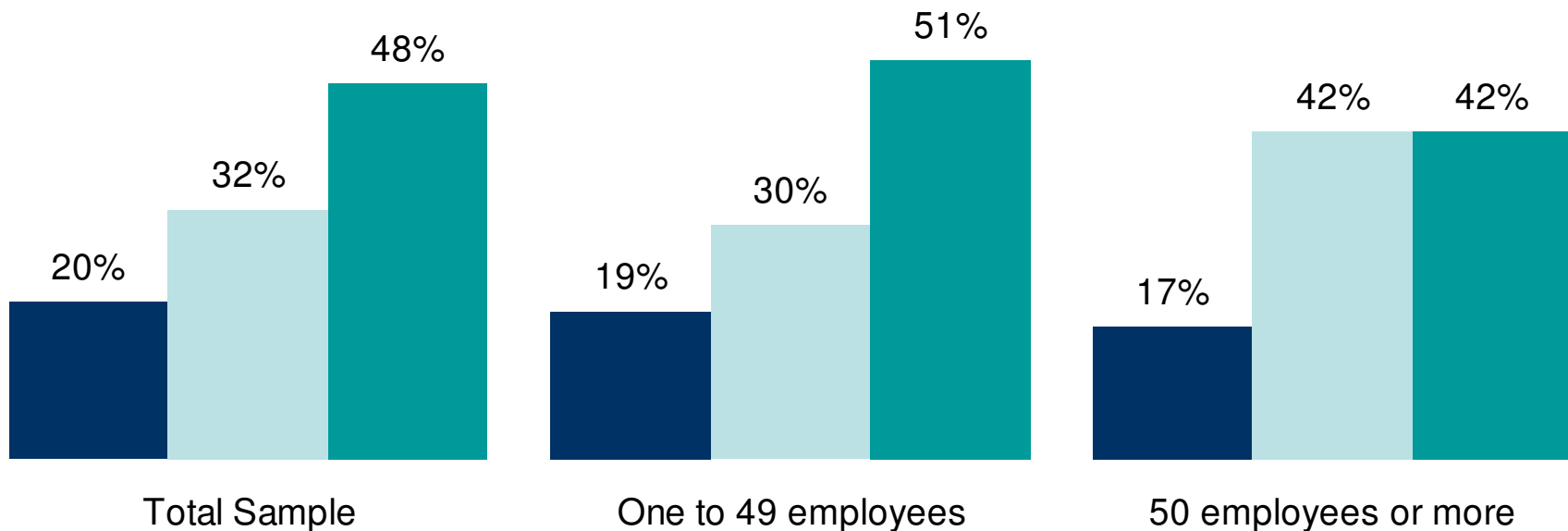


# Status of the Application to the Act (ARRA) for Funding Wave IV

- For those who applied for funding from ARRA, 48% of these applications were accepted, one third are pending and one fifth have been rejected.
- A higher proportion of applications from smaller businesses with less than 50 employees have been accepted.

## By Organization Size

■ The application was rejected   ■ The application is still pending   ■ The application was accepted

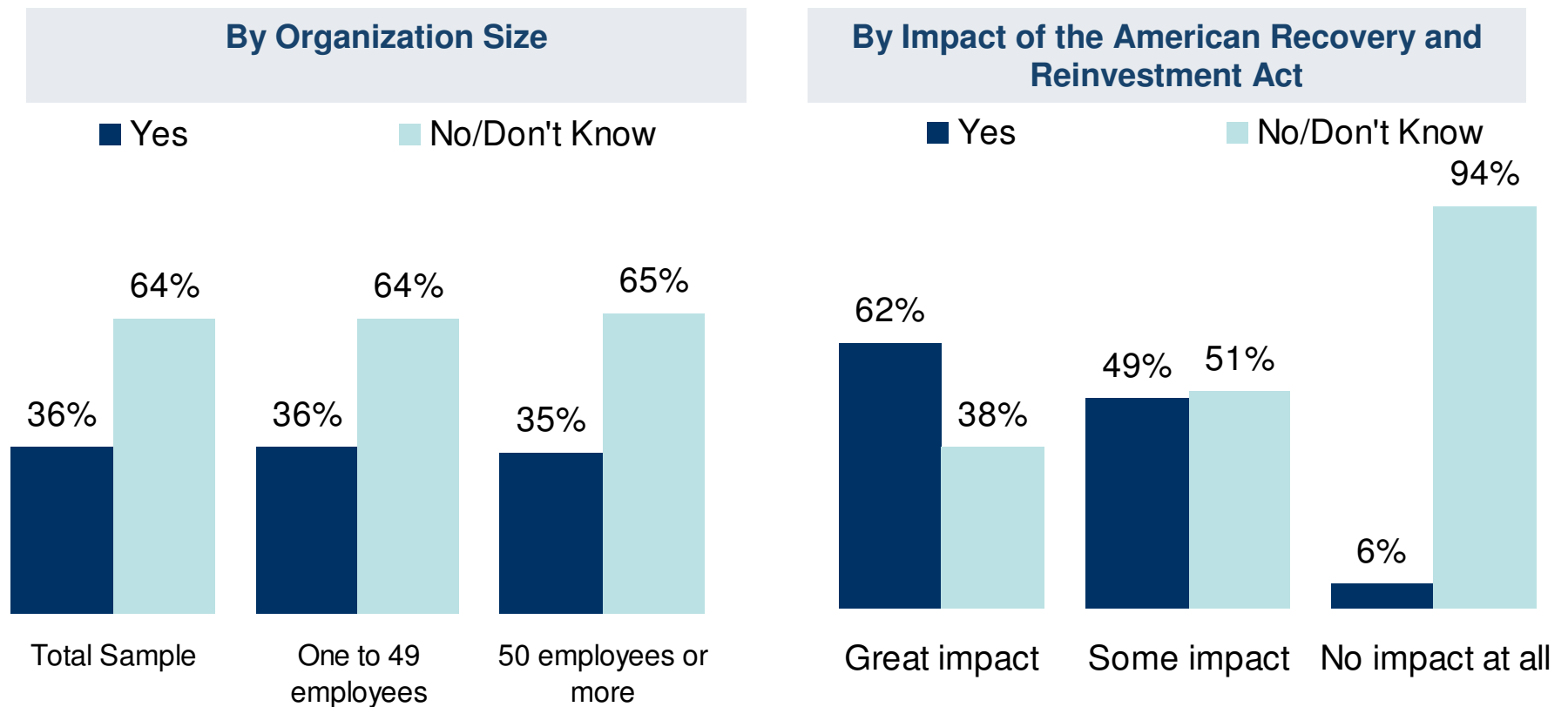


Q9c). What is the status of the application to the American Recovery and Reinvestment Act for funding?

Base: All respondents who answered (n=60).

# Benefits Received from Suppliers or Customers who Used Funds from the Act (ARRA) Wave IV

- Over one third of the businesses said they have directly benefited from funds that their suppliers or customers received from ARRA, regardless of organization size.



Q9d To your knowledge, have any of your suppliers or customers used funds from the American Recovery and Reinvestment Act that has directly benefited your company?

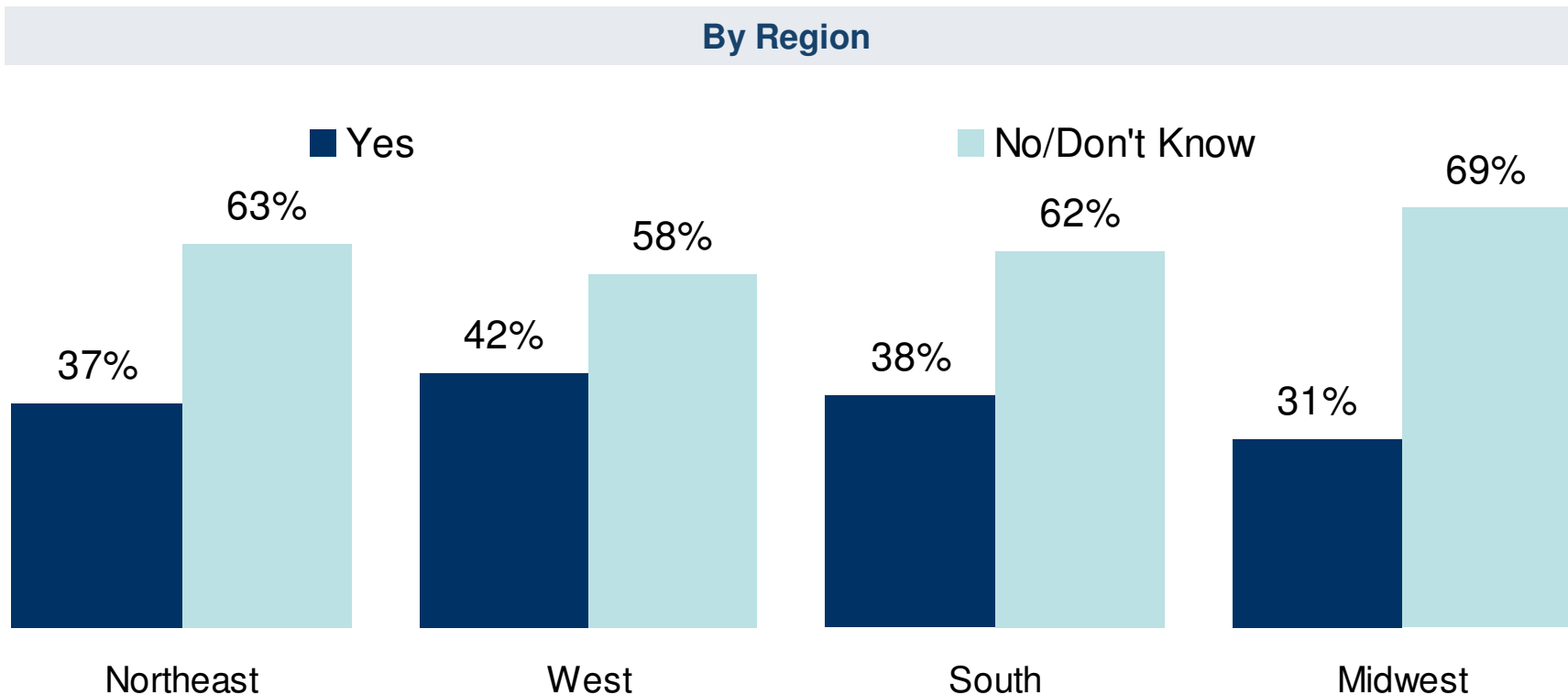
Chart 1: All respondents (n=500).

Char 2: All respondents who answered (n=484).

Excludes don't know.

# Benefits Received from Suppliers or Customers who Used Funds from the Act (ARRA) Wave IV

- A higher proportion of respondents in the West have directly benefited from funds provided by the Act (ARRA) to their suppliers or customers.

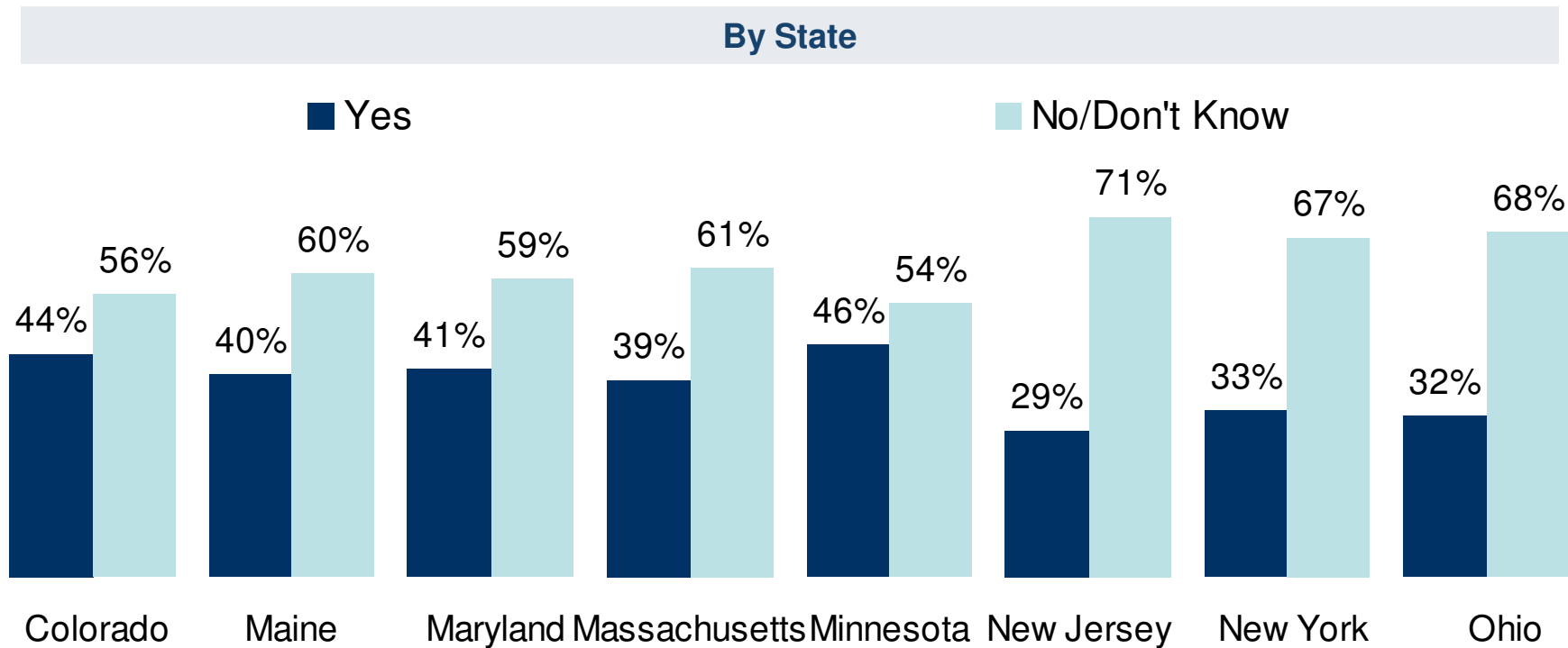


Q9d. To your knowledge, have any of your suppliers or customers used funds from the American Recovery and Reinvestment Act that has directly benefited your company?

Base: All respondents (n=500).

# Benefits Received from Suppliers or Customers who Used Funds from the Act Wave IV

- Of the states surveyed, a higher proportion of the businesses in Minnesota have directly benefited by funds that their suppliers or customers received from the Act, followed by those in Colorado, Maryland and Maine.

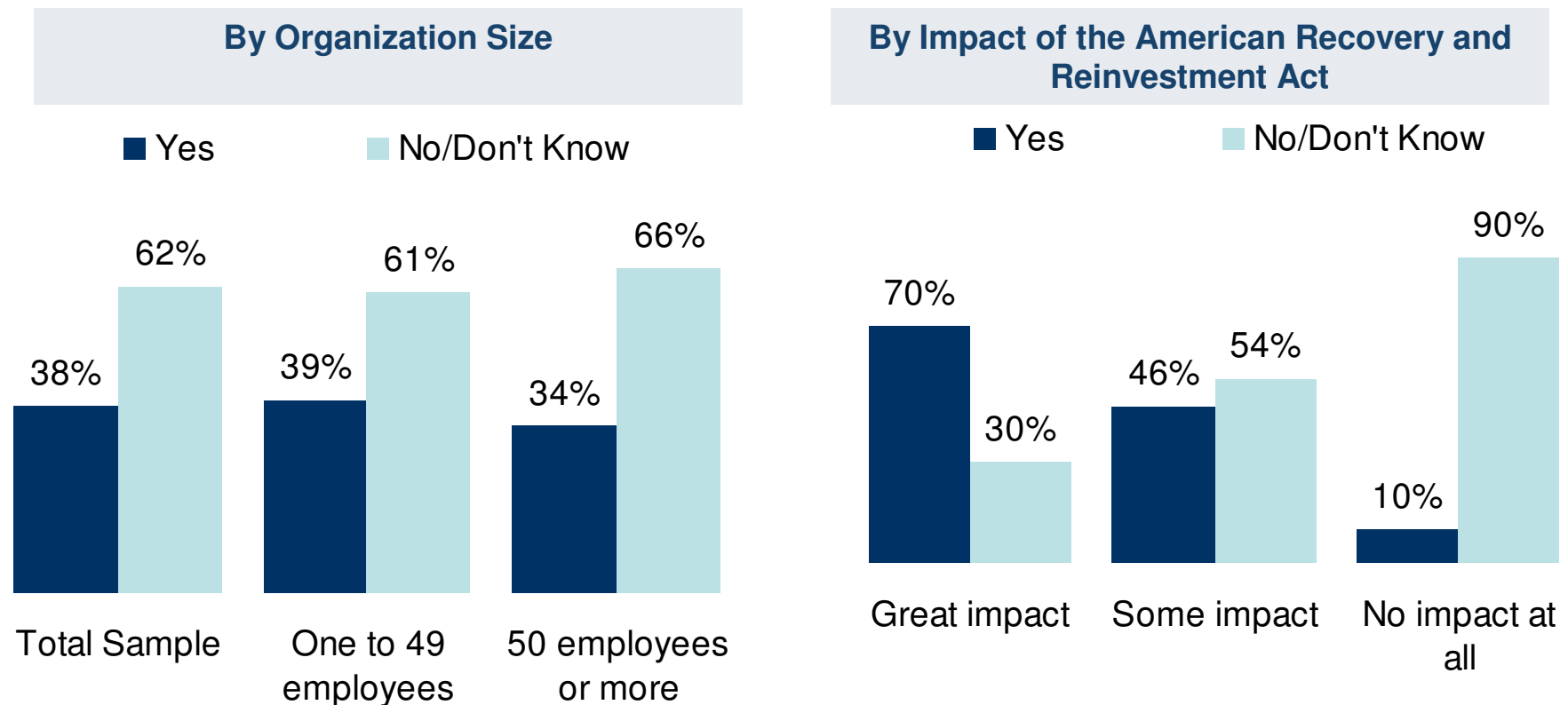


Q9d. To your knowledge, have any of your suppliers or customers used funds from the American Recovery and Reinvestment Act that has directly benefited your company?

**Base:** All respondents (n=220).  
Includes only eight states with sample size more than 20.

# Indirect Effects on Business Performance Due to the Act (ARRA) Wave IV

- Thirty-eight percent of the respondents saw indirect effects on their business performance due to the Act (ARRA).
- Seven out of ten who said the Act had a great impact saw indirect effects.



Q9e Have you seen any indirect effects on your business performance that you could reasonably attribute to the American Recovery and Reinvestment Act?

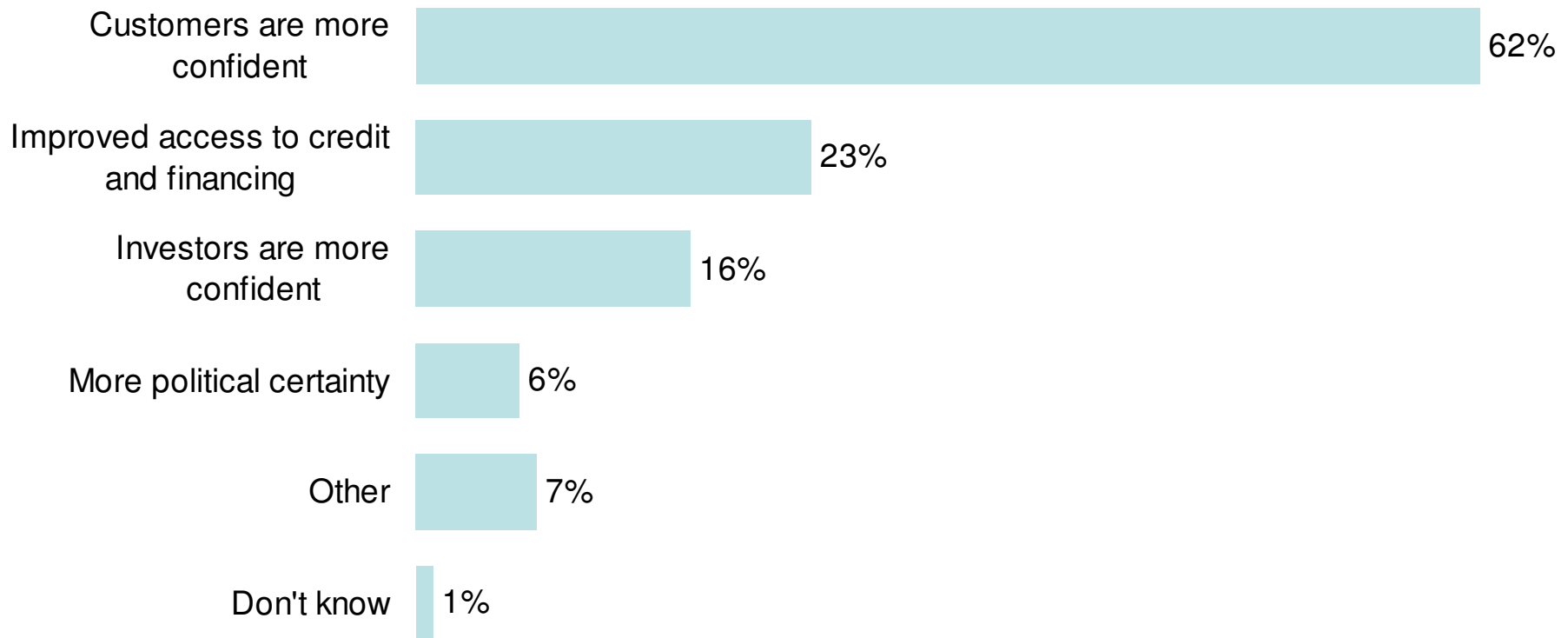
Chart 1: All respondents (n=500).

Char 2: All respondents who answered (n=484).

Excludes don't know.

# Effects of the Act (ARRA) on Business Performance Wave IV

- For those who said they have seen indirect effects of the Act (ARRA) on their business performance, a majority have observed that customers are more confident.

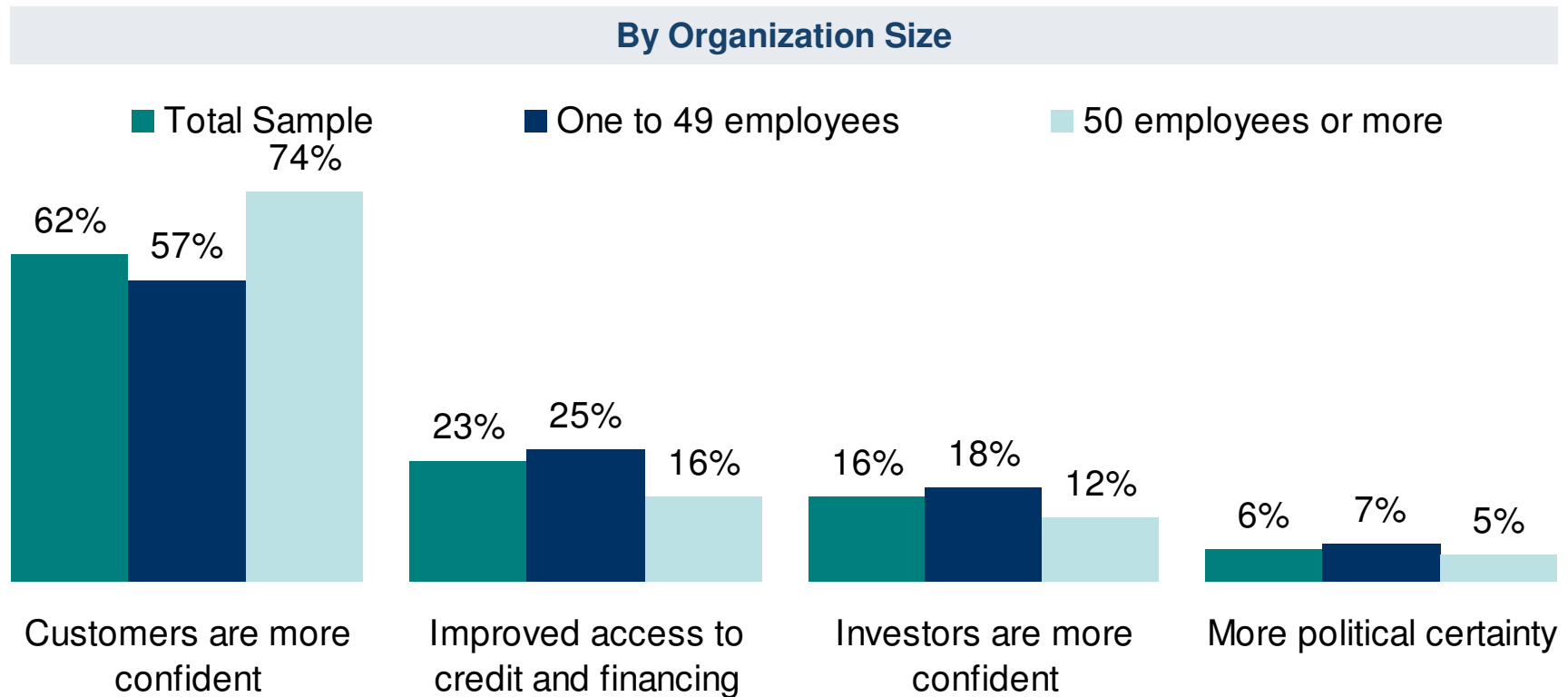


Q9f). What effects have you observed on your business performance that you could attribute to the American Recovery and Reinvestment Act?

Base: All respondents who answered (n=188).  
Note: Multiple mentions.

# Effects of the Act (ARRA) on Business Performance Wave IV

- Smaller businesses with less than 50 employees are more likely to mention improved access to credit and financing and increased investor confidence as the indirect effects.
- Larger businesses with 50 employees or more are more likely to mention increased customer confidence as the indirect effect.

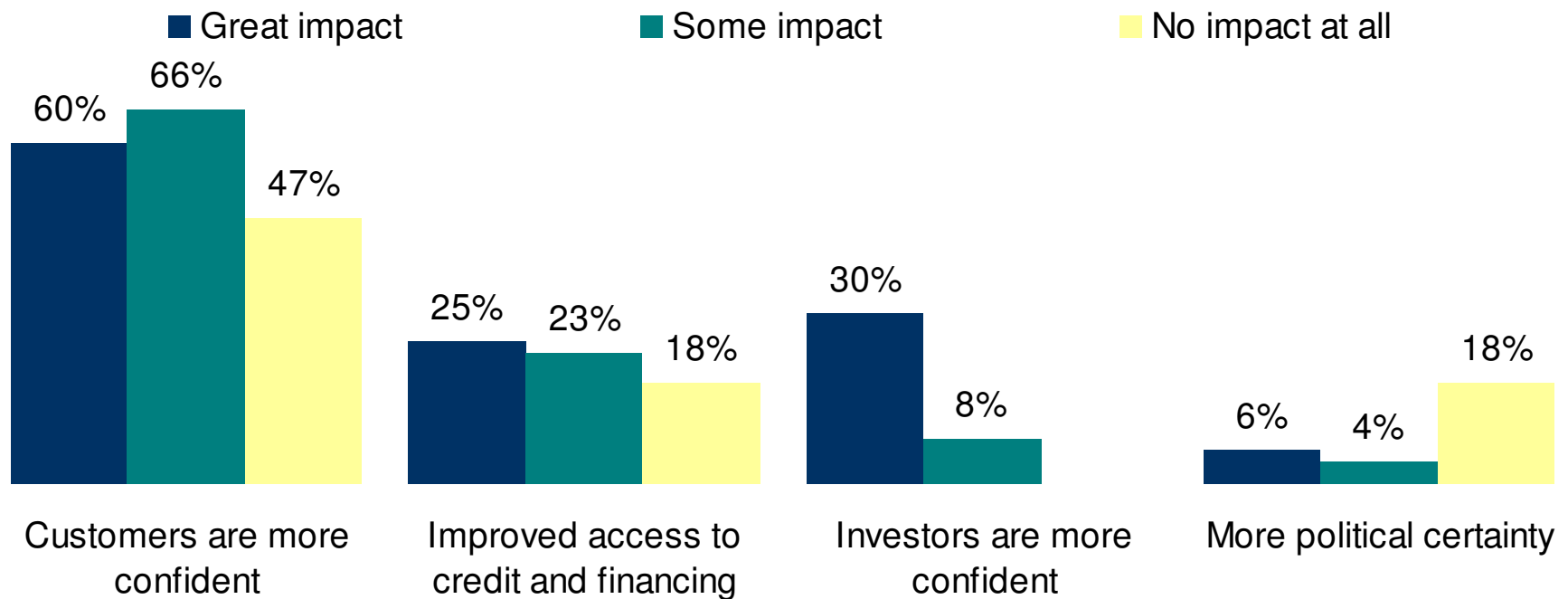


Q9f). What effects have you observed on your business performance that you could attribute to the American Recovery and Reinvestment Act?

**Base:** All respondents who answered (n=188).  
**Note:** Multiple mentions.

# Effects of the Act (ARRA) on Business Performance Wave IV

## By Impact of the American Recovery and Reinvestment Act



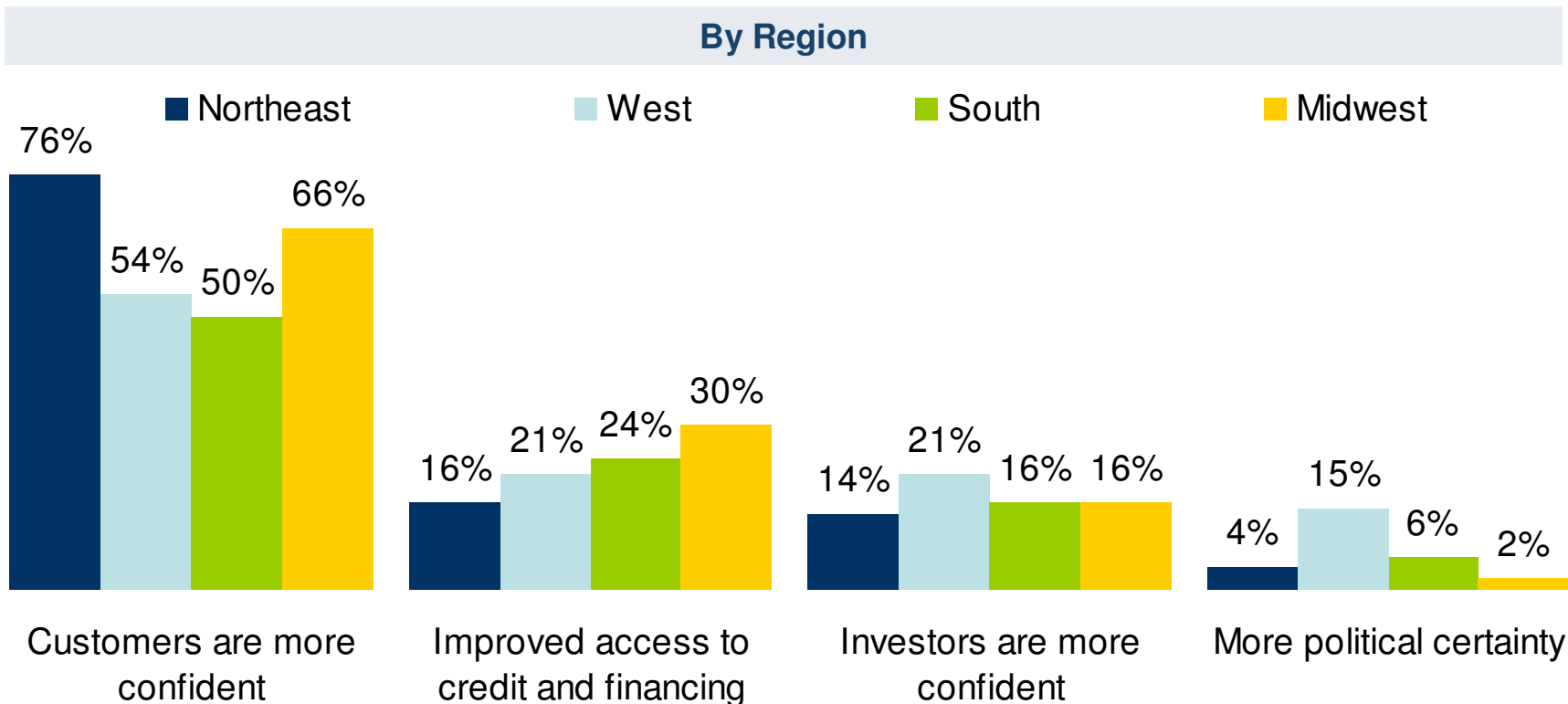
Q9f). What effects have you observed on your business performance that you could attribute to the American Recovery and Reinvestment Act?

Base: All respondents who answered (n=187).  
Note: Multiple mentions.



# Effects of the Act (ARRA) on Business Performance Wave IV

- Respondents in the Northeast and the Midwest are more likely to consider increased customer confidence as the effect of the Act (ARRA).
- Respondents in the West are more likely to mention more political certainty as the effect of the Act (ARRA).

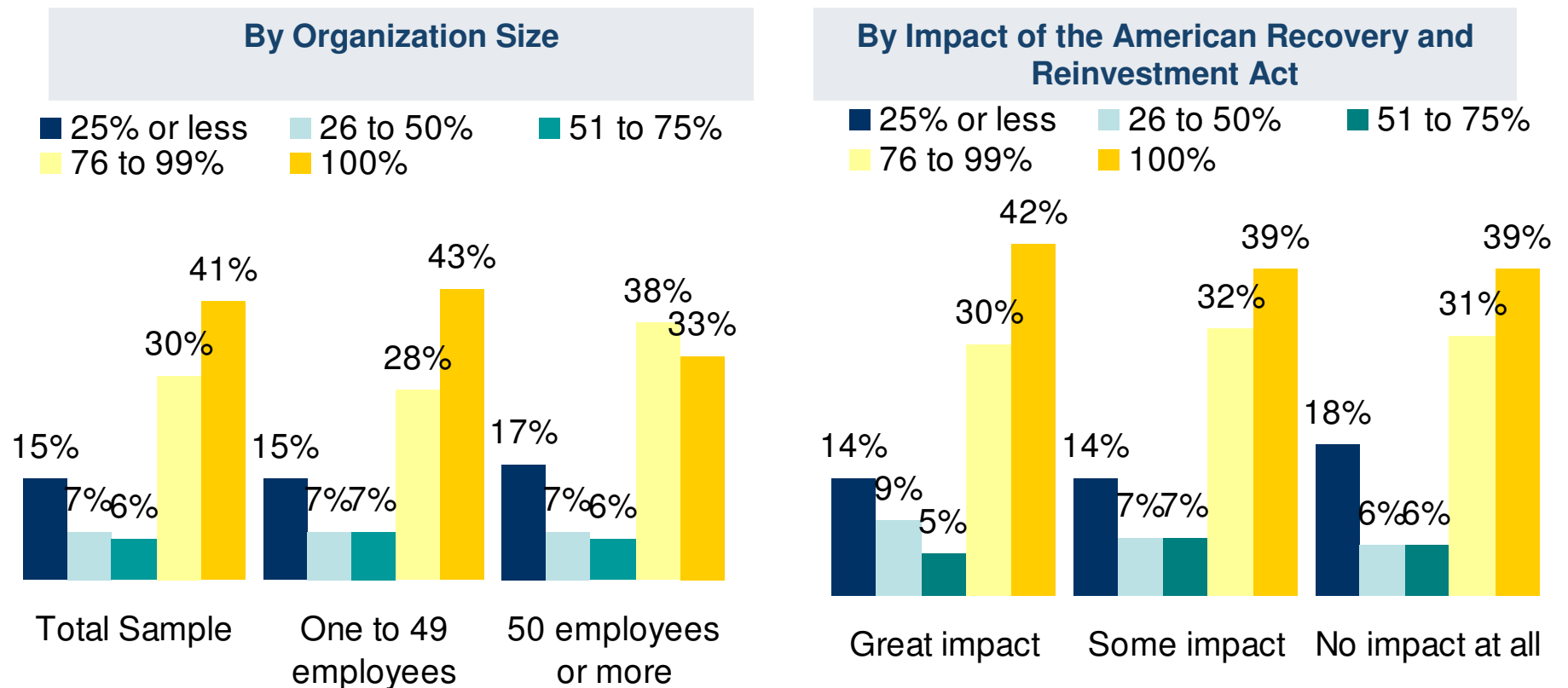


Q9f). What effects have you observed on your business performance that you could attribute to the American Recovery and Reinvestment Act?

**Base:** All respondents who answered (n=188).  
**Note:** Multiple mentions.

# Suppliers in the U.S. Wave IV

- Two-fifths of the businesses have 100 percent U.S. suppliers.
- Smaller businesses with less than 50 employees have a higher proportion of U.S. suppliers.



Q9h. What percentage of your suppliers are located in the U.S.?

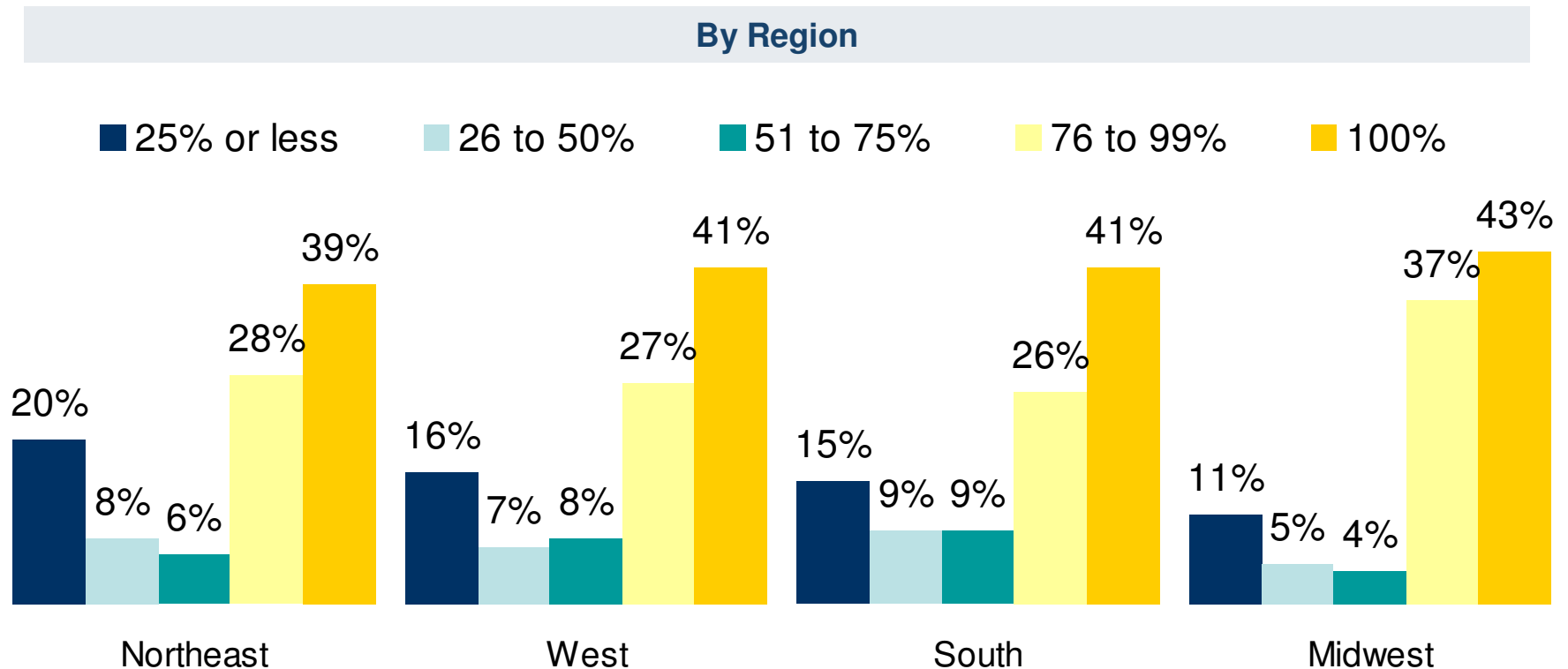
Chart 1: All respondents (n=500).

Char 2: All respondents who answered (n=484).

Excludes don't know.

# Suppliers in the U.S. Wave IV

- Businesses in the Midwest have a higher proportion of U.S. suppliers.

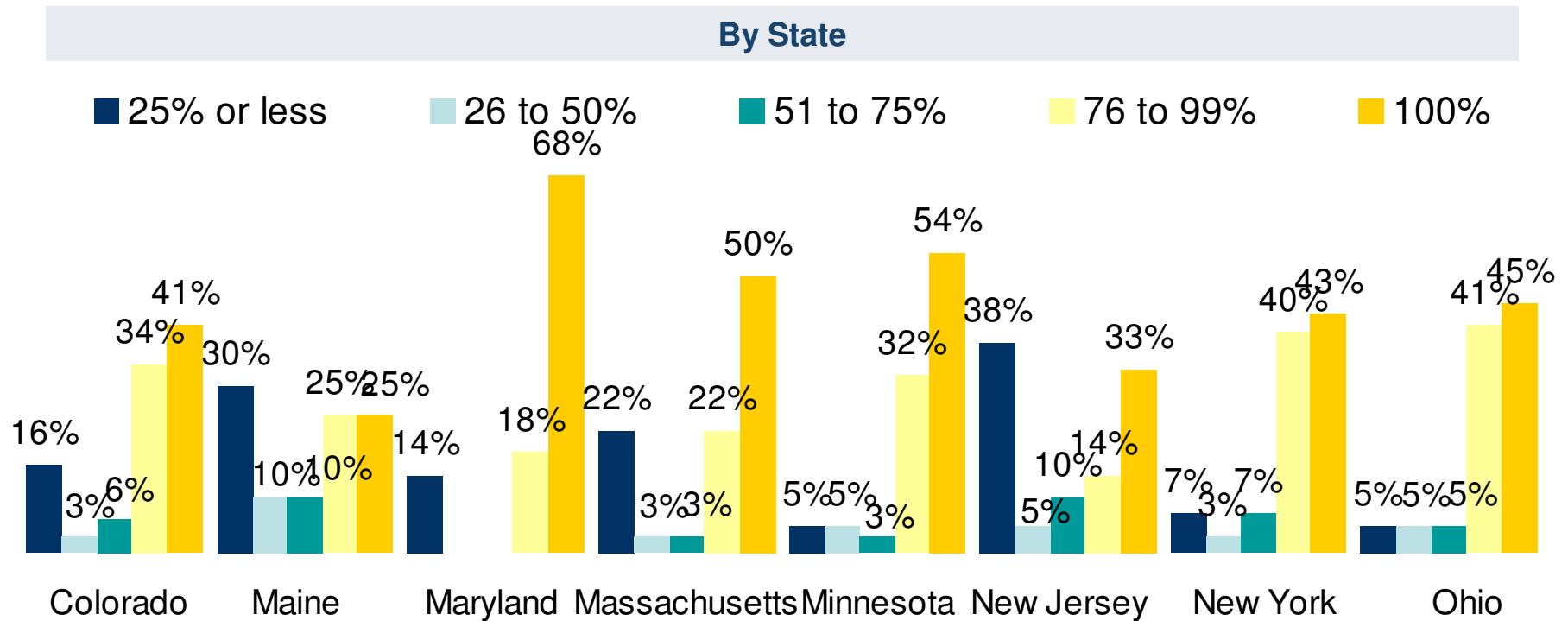


Q9h. What percentage of your suppliers are located in the U.S.?

Base: All respondents (n=500).

# Suppliers in the U.S. Wave IV

- Of the states surveyed, businesses from Maryland and Minnesota have a higher proportion of U.S. suppliers.



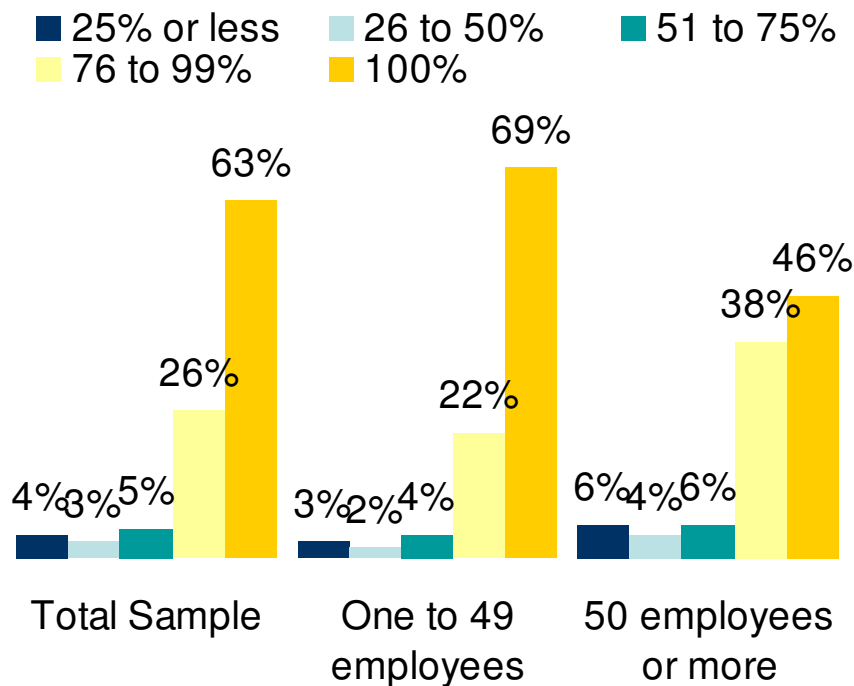
Q9h. What percentage of your suppliers are located in the U.S.?

**Base: All respondents (n=220).**  
Includes only eight states with sample size more than 20.

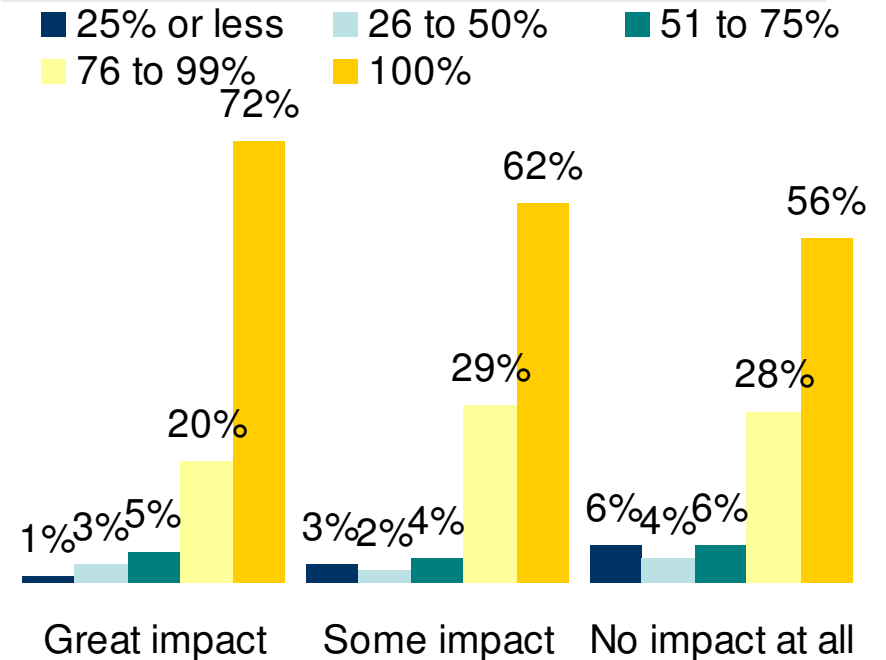
# Customers in the U.S. Wave IV

- Sixty-three percent of the businesses have only U.S. customers.
- Smaller businesses with less than 50 employees and those who said the Act (ARRA) had a great impact have a higher proportion of U.S. customers.

By Organization Size



By Impact of the American Recovery and Reinvestment Act



Q9i. What percentage of your customers are located in the U.S.?

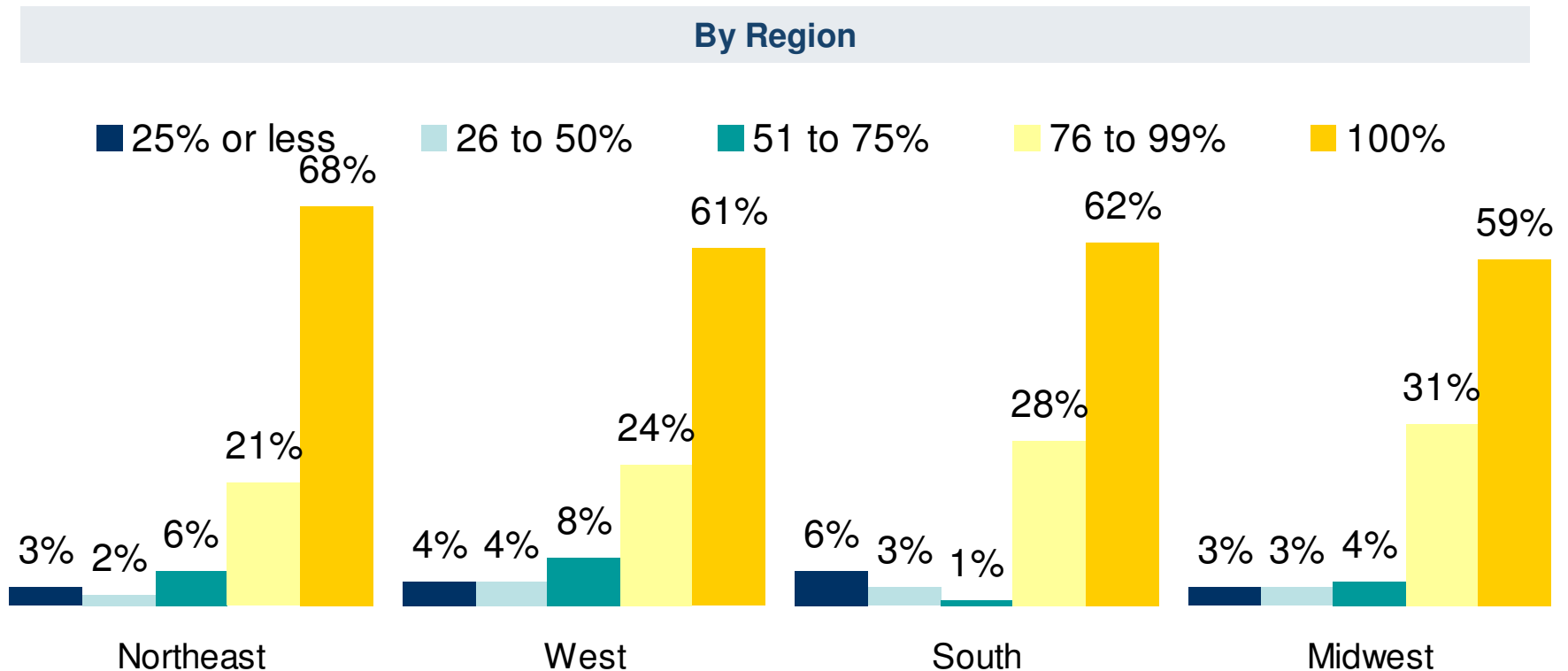
Chart 1: All respondents (n=500).

Char 2: All respondents who answered (n=484).

Excludes don't know.

# Customers in the U.S. Wave IV

Businesses in the Northeast have a higher proportion of U.S. customers.

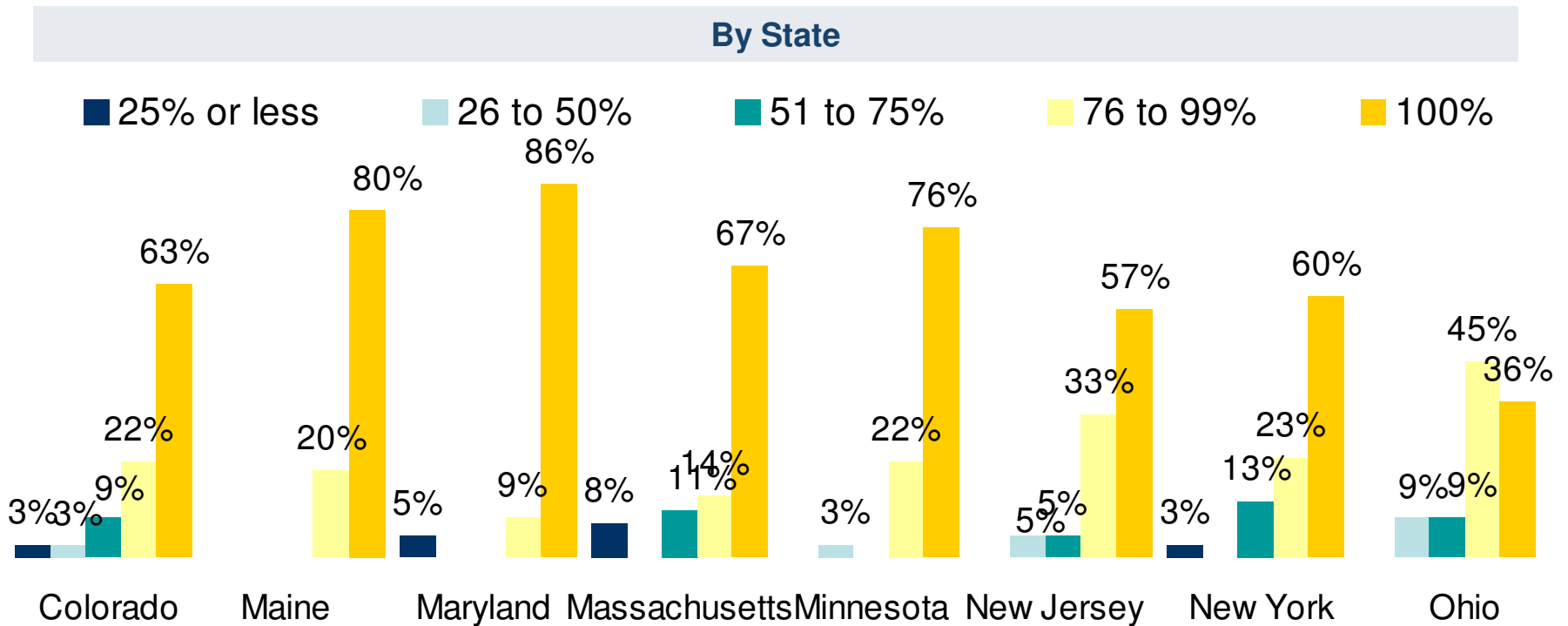


Q9i. What percentage of your customers are located in the U.S.?

Base: All respondents (n=500).

# Customers in the U.S. Wave IV

- Of the states surveyed, businesses in Maryland, Maine and Minnesota have a higher proportion of U.S. customers.



Q9h. What percentage of your customers are located in the U.S.?

**Base: All respondents (n=220).**  
Includes only eight states with sample size more than 20.

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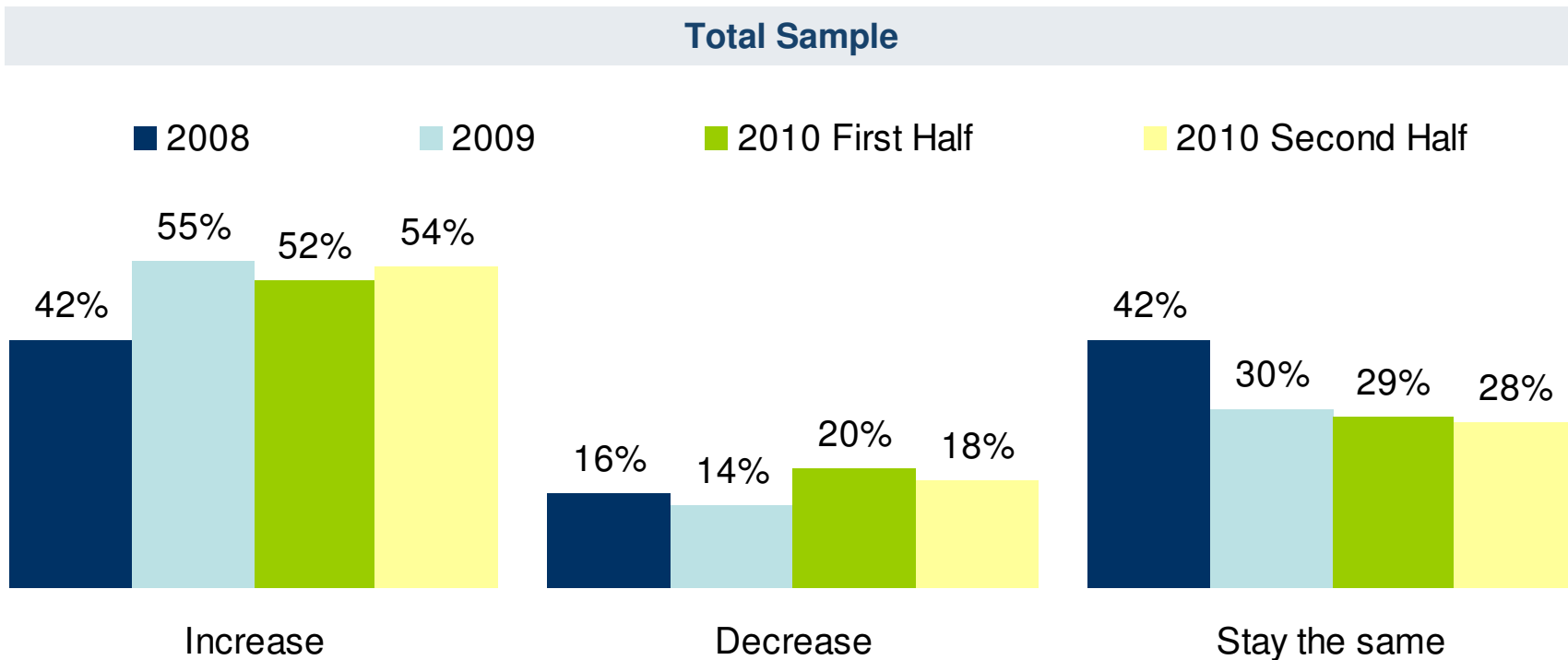
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# Sales of Renewable and Energy Efficient Products over the Past One to Two Years

## 2008, 2009, 2010

- The proportions of respondents who said their sales have increased, decreased or stayed the same over the past one to two years in the first and second half of the 2010 surveys are similar, with over half reporting sales increases.



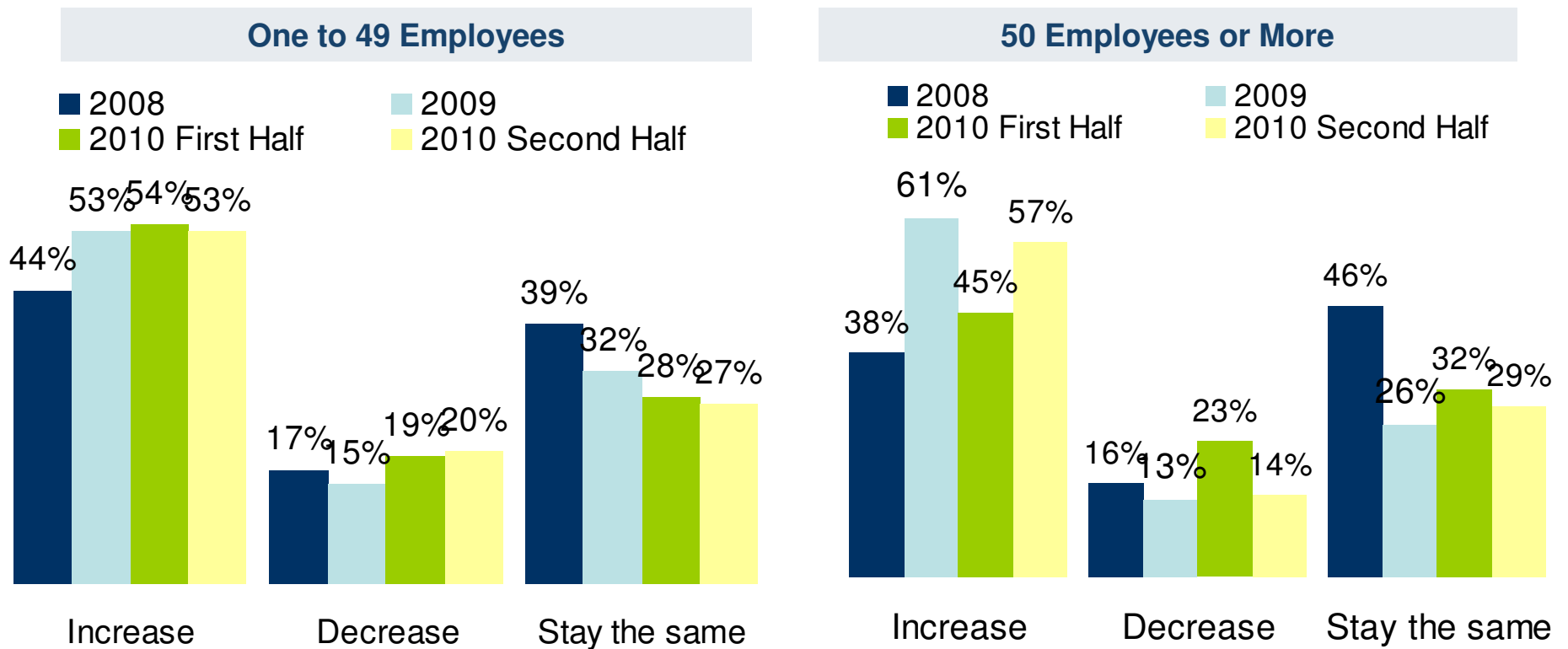
Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half, n=601 respondents in 2009, n=500 respondents in 2008

# Sales of Renewable and Energy Efficient Products over the Past One to Two Years

## 2008, 2009, 2010

- A higher proportion of larger businesses with 50 employees or more reported a sales increase over the past one to two years in the second half of 2010 than in the first half of 2010.



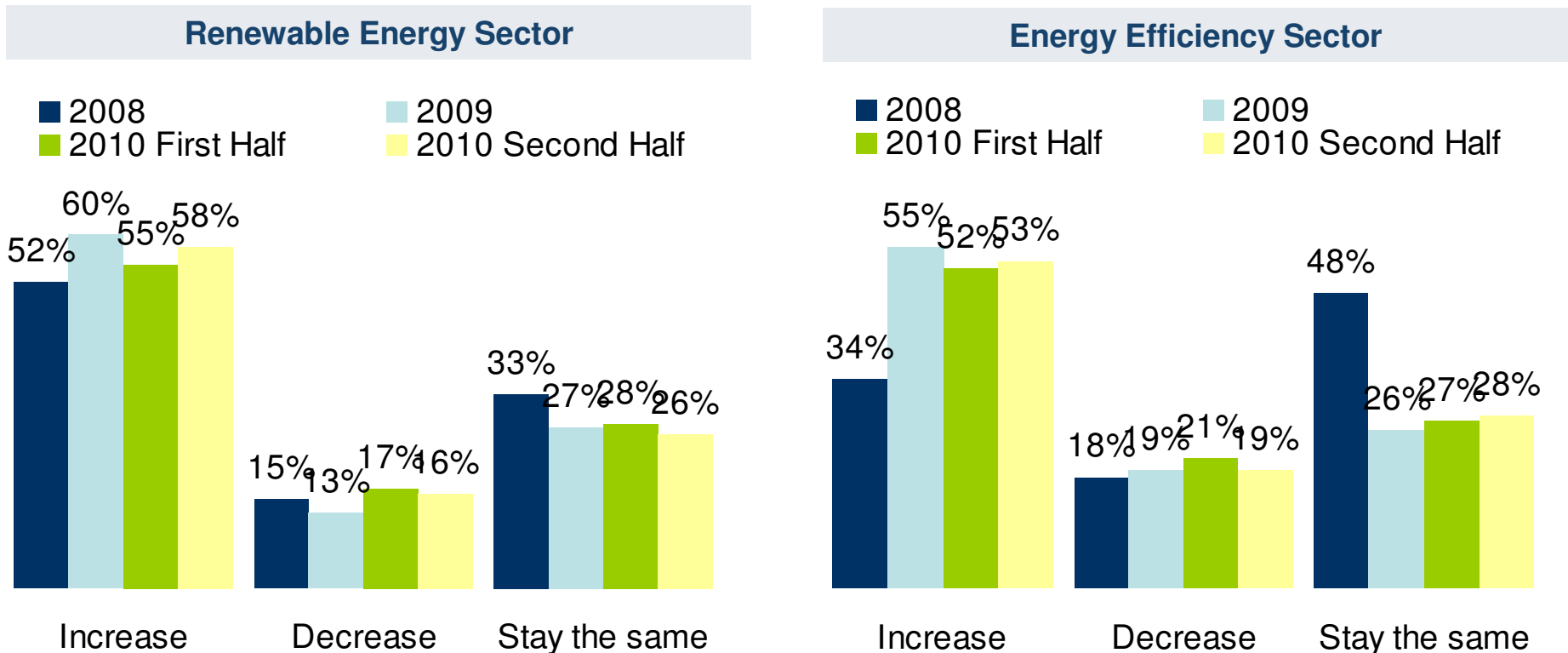
Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half, n=601 respondents in 2009, n=500 respondents in 2008

# Sales of Renewable and Energy Efficient Products over the Past One to Two Years

## 2008, 2009, 2010

- About the same proportion of businesses in both the renewable energy and the energy efficient sectors reported a sales increase over the past one to two years in the first and second half of 2010.

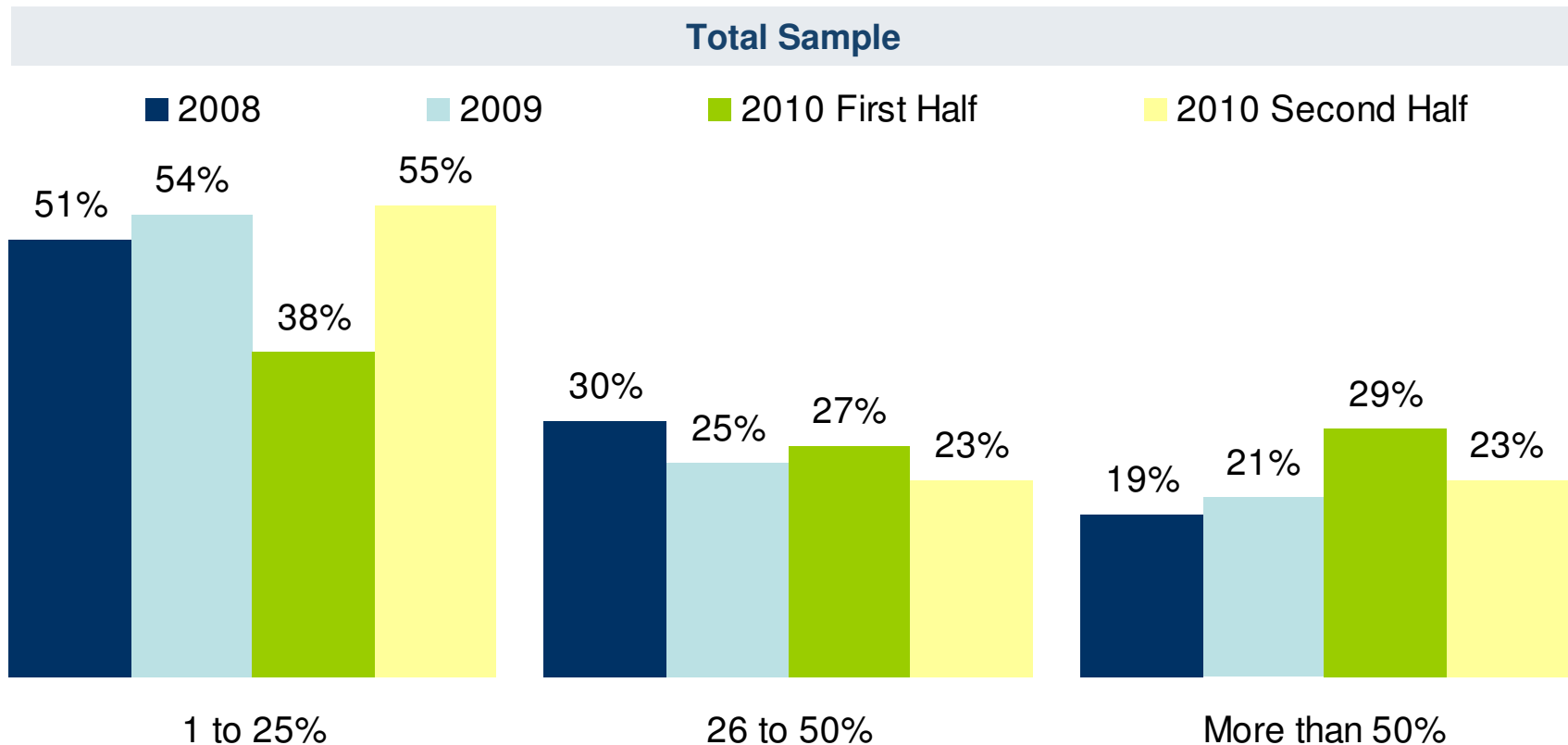


Q. 4a) Have your total sales of renewable and energy efficient products and services increased, decreased or remained the same over the past one to two years?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half, n=601 respondents in 2009, n=500 respondents in 2008

# Increase in Sales Over the Past One to Two Years 2008, 2009, 2010

- In the second half of 2010, businesses reported slower sales increases over the past one to two years than those surveyed in the first half of 2010.

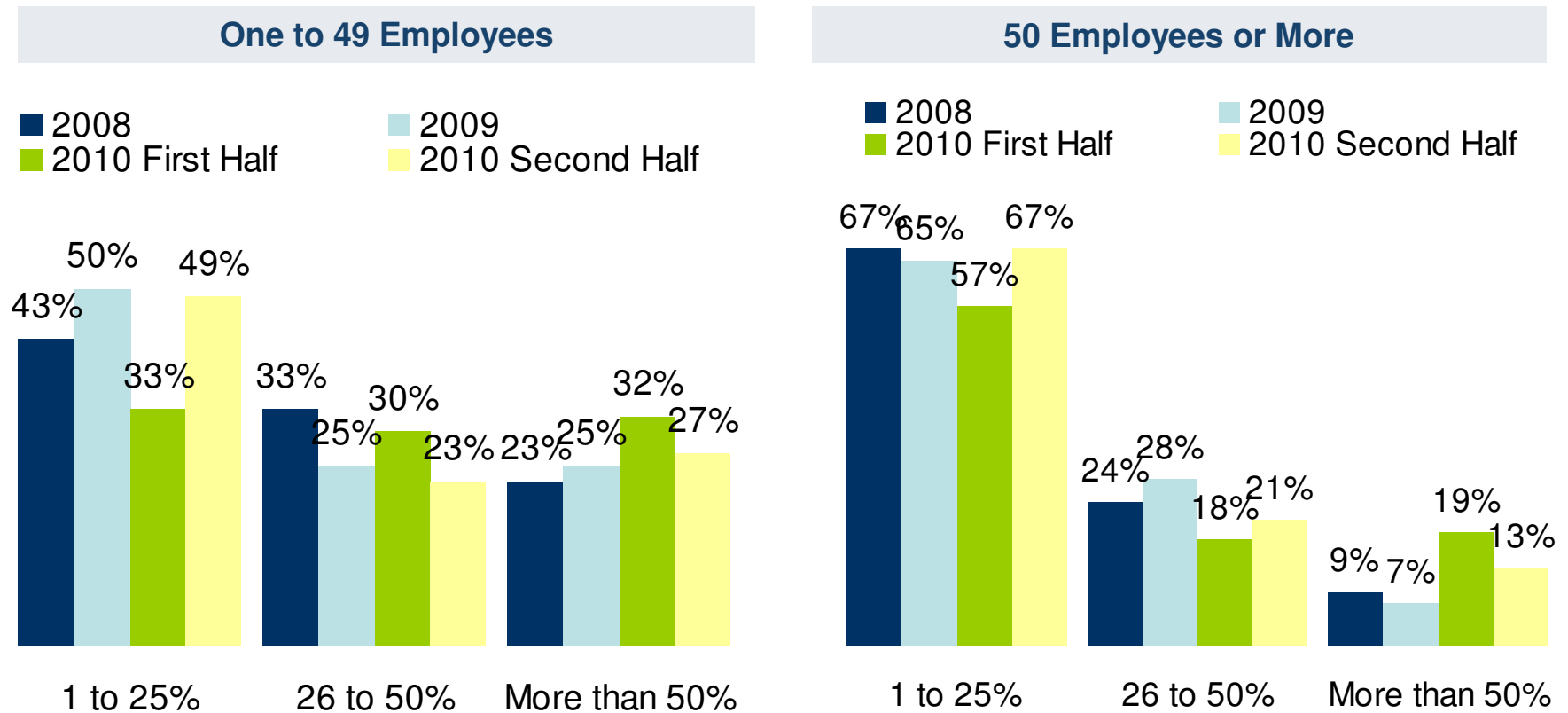


Q. 4b) By approximately how much did your sales increase over the past one to two years?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008

# Increase in Sales Over the Past One to Two Years 2008, 2009, 2010

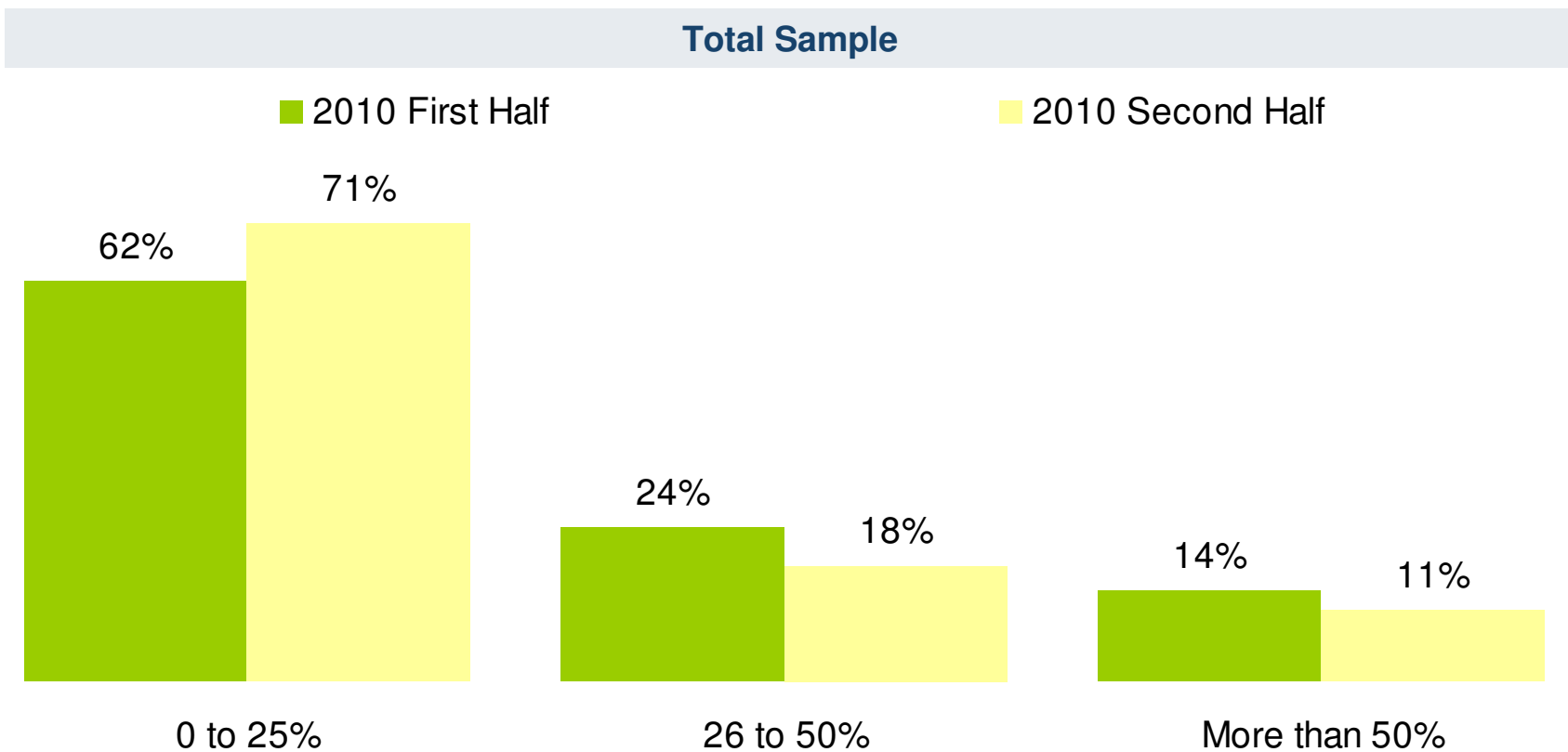
- Smaller businesses reported greater increases in sales over the past one to two years than larger businesses for all the four waves.



Q. 4b) By approximately how much did your sales increase over the past one to two years?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008

# Increase in Sales Over the Past Six Months 2010

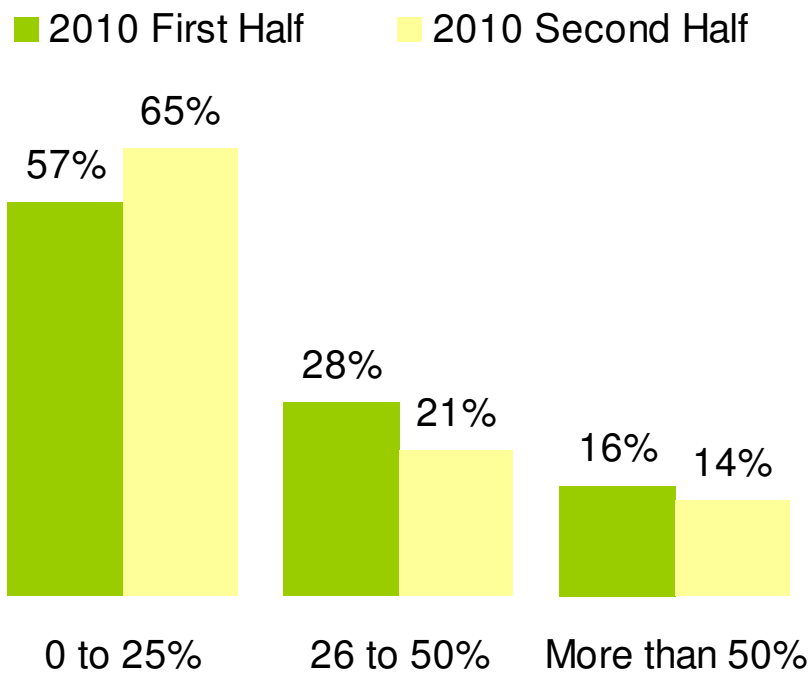


Q. 4b) By approximately how much did your sales increase over the past six months?

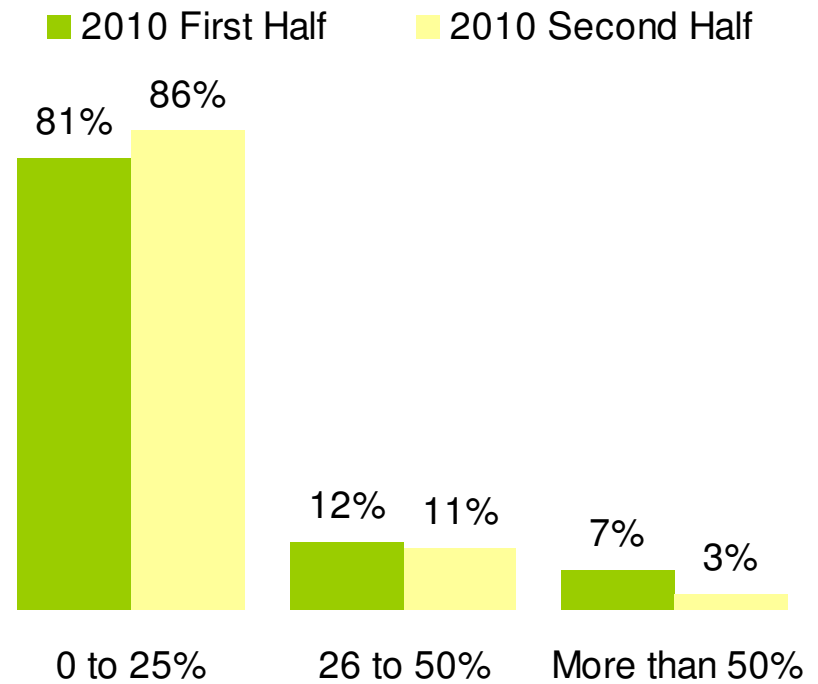
Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half

# Increase in Sales Over the Past Six Months 2010

## One to 49 Employees



## 50 Employees or More

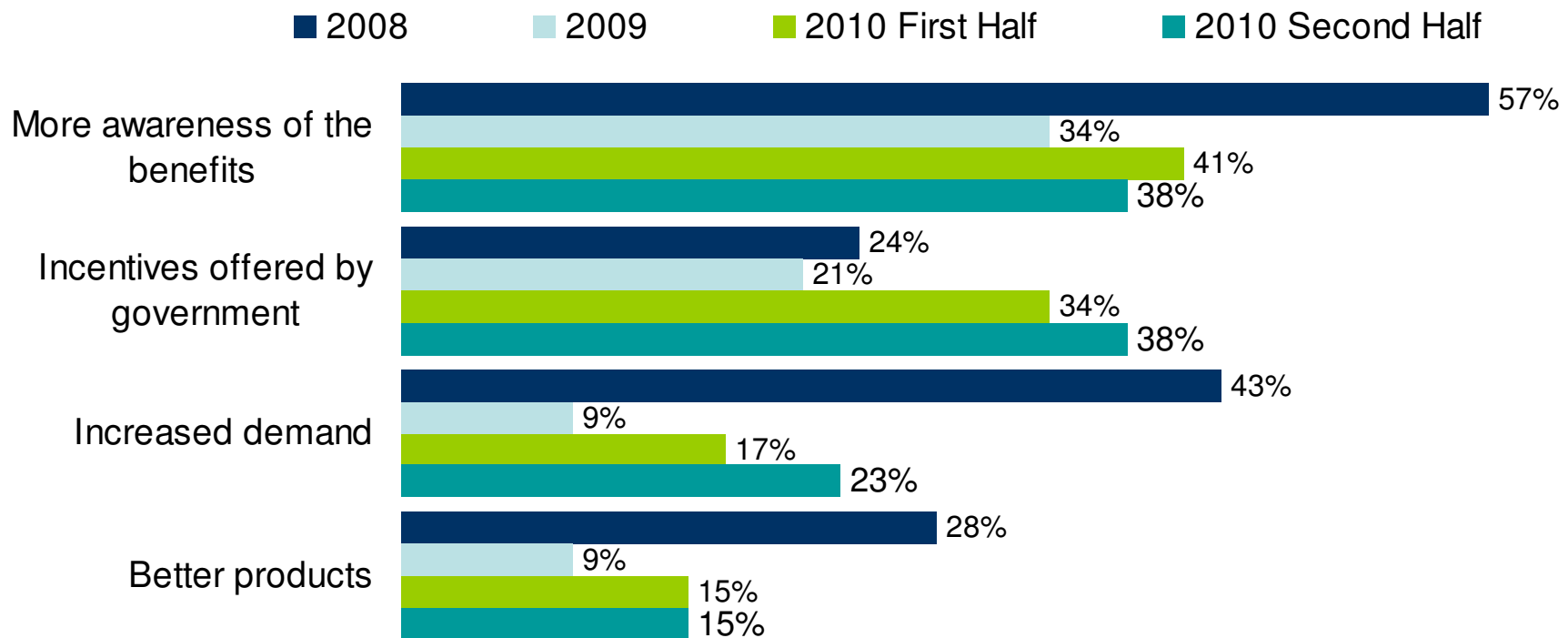


Q. 4b) By approximately how much did your sales increase over the past six months?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half

# Main Reasons for the Sales Increase 2008, 2009, 2010

- Increased awareness of the benefits of their products and services is the main reason for the sales increases in all the four waves.
- A higher proportion of respondents considered government incentives as the main reason for sales increases in the second half of 2010 survey.

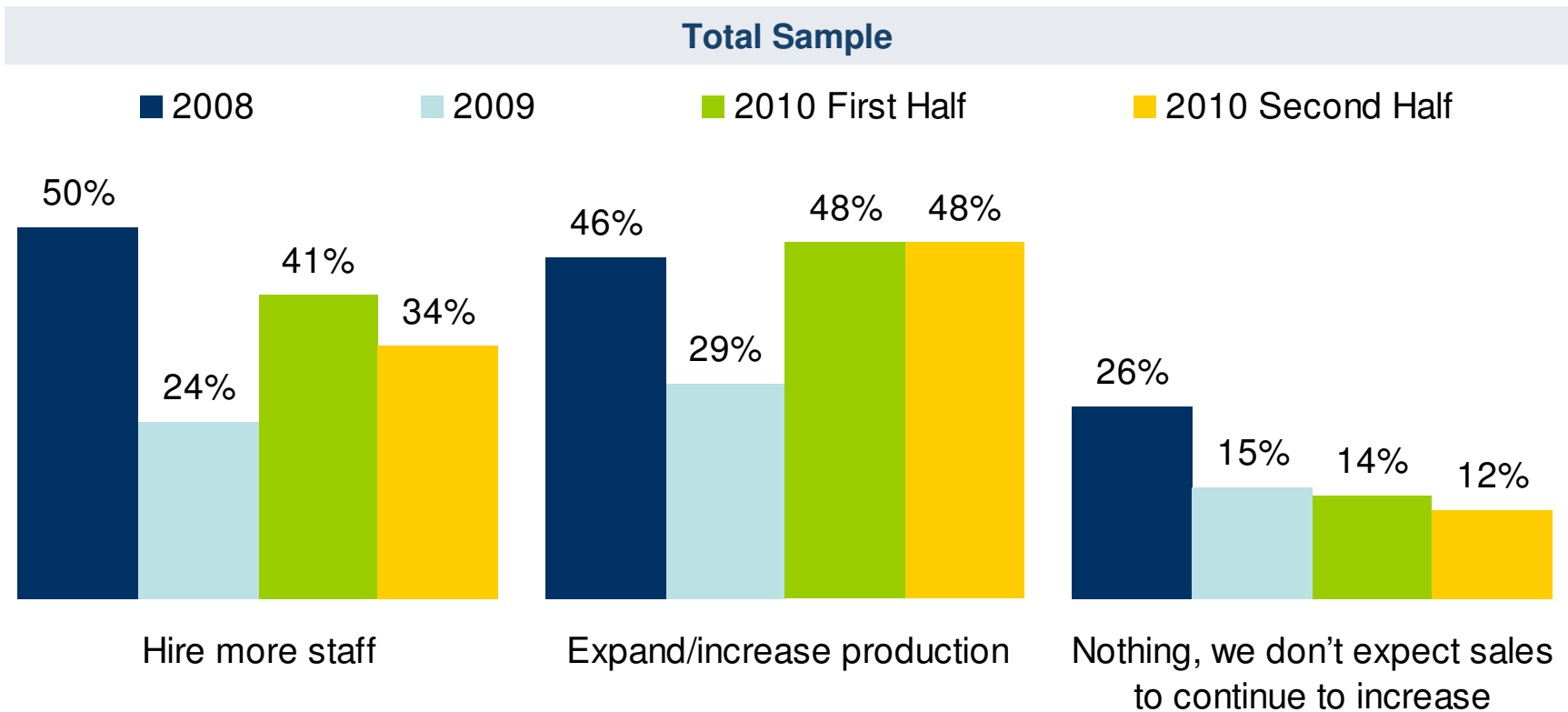


Q. 5a) What do you think are the main reasons for that sales increase?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008  
 Note: Multiple mentions



# Plans to Deal with the Recent Sales Increase 2008, 2009, 2010



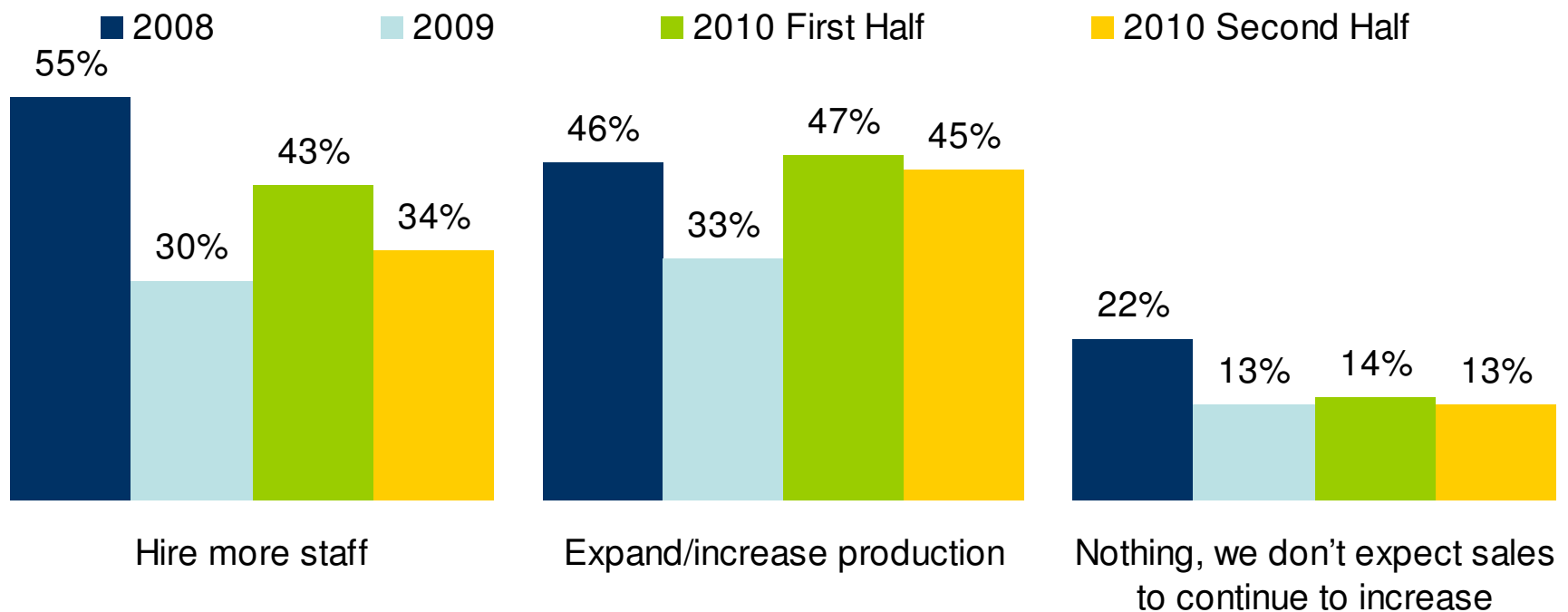
Q. 5b) What are your business plans to deal with the recent increase in sales?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008

Note: Multiple mentions

# Plans to Deal with the Recent Sales Increase 2008, 2009, 2010

## One to 49 Employees

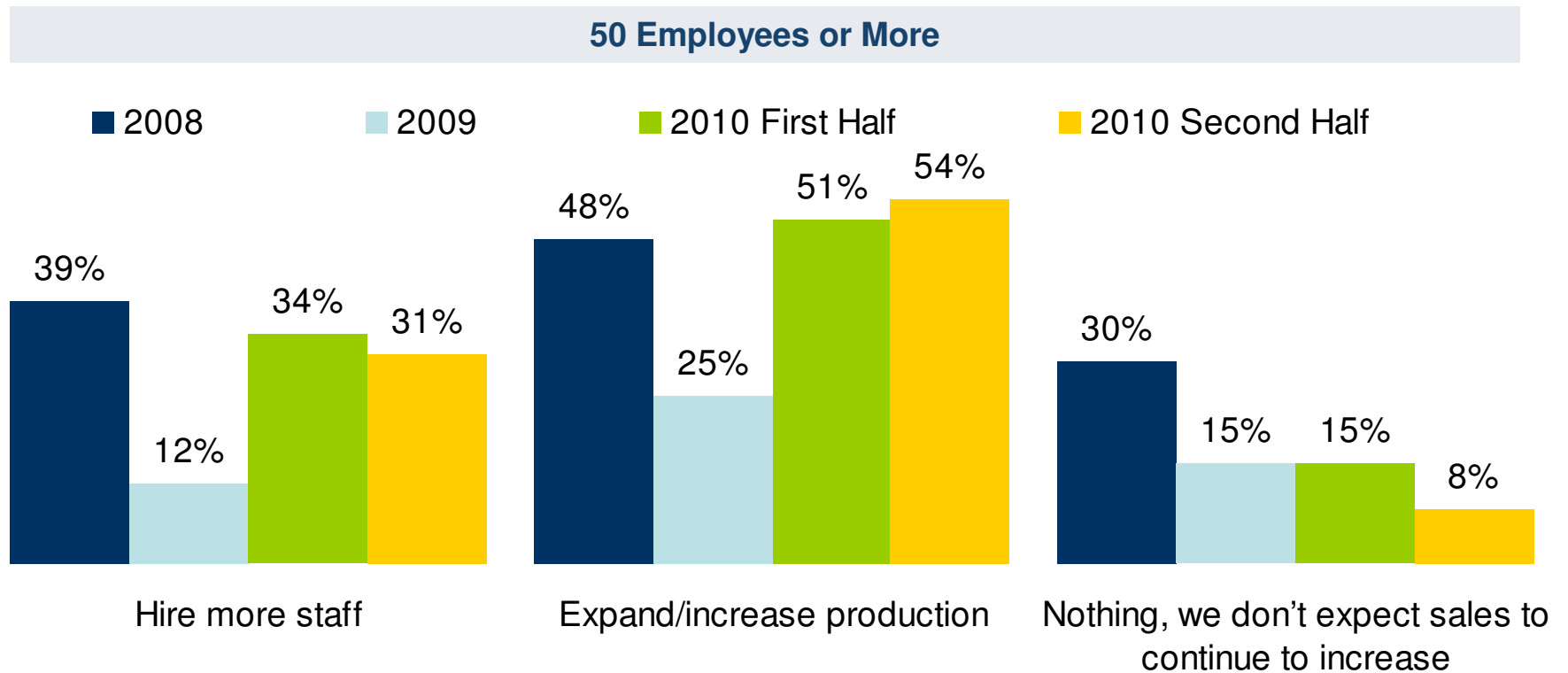


Q. 5b) What are your business plans to deal with the recent increase in sales?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008

Note: Multiple mentions

# Plans to Deal with the Recent Sales Increase 2008, 2009, 2010



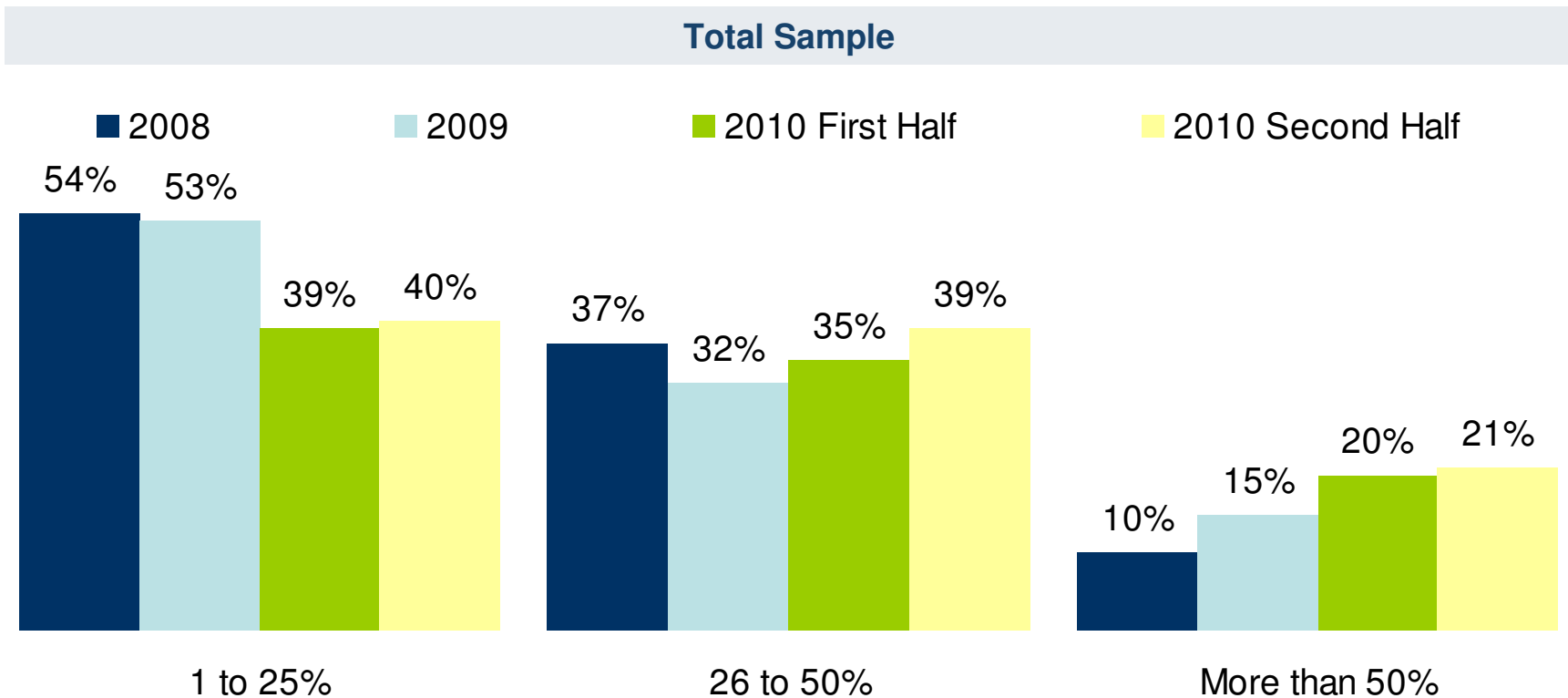
Q. 5b) What are your business plans to deal with the recent increase in sales?

Base: n=271 respondents in 2010 second half, n=349 respondents in 2010 first half, n=331 respondents in 2009, n=210 respondents in 2008

Note: Multiple mentions

# Decrease in Sales Over the Past One to Two Years 2008, 2009, 2010

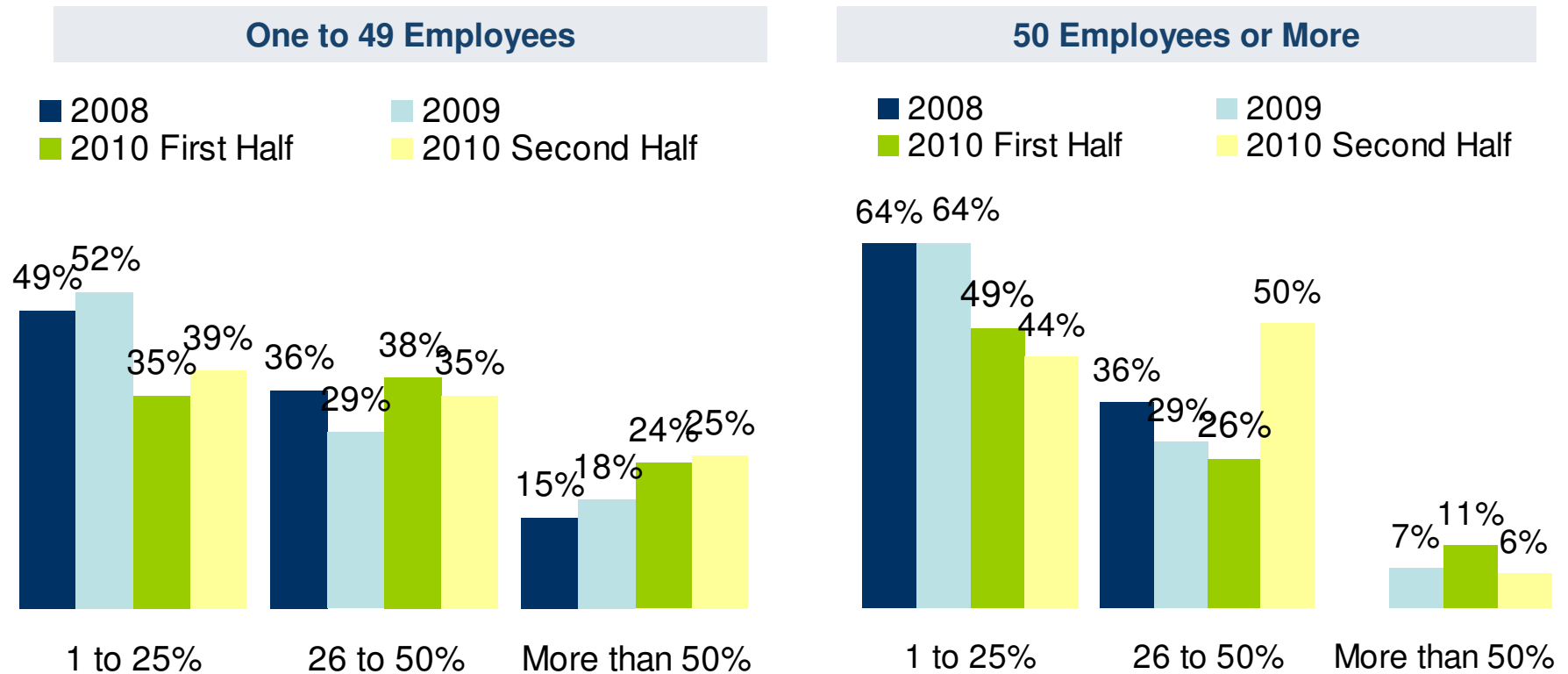
- For those reporting a sales decrease over the past one to two years, the percentage of the decreases is similar in the first and second half of 2010.



Q. 4b) By approximately how much did your sales decrease over the past one to two years?

Base: n=90 respondents in 2010 second half, n=132 respondents in 2010 first half, n=87 respondents in 2009, n=82 respondents in 2008

# Decrease in Sales Over the Past One to Two Years 2008, 2009, 2010

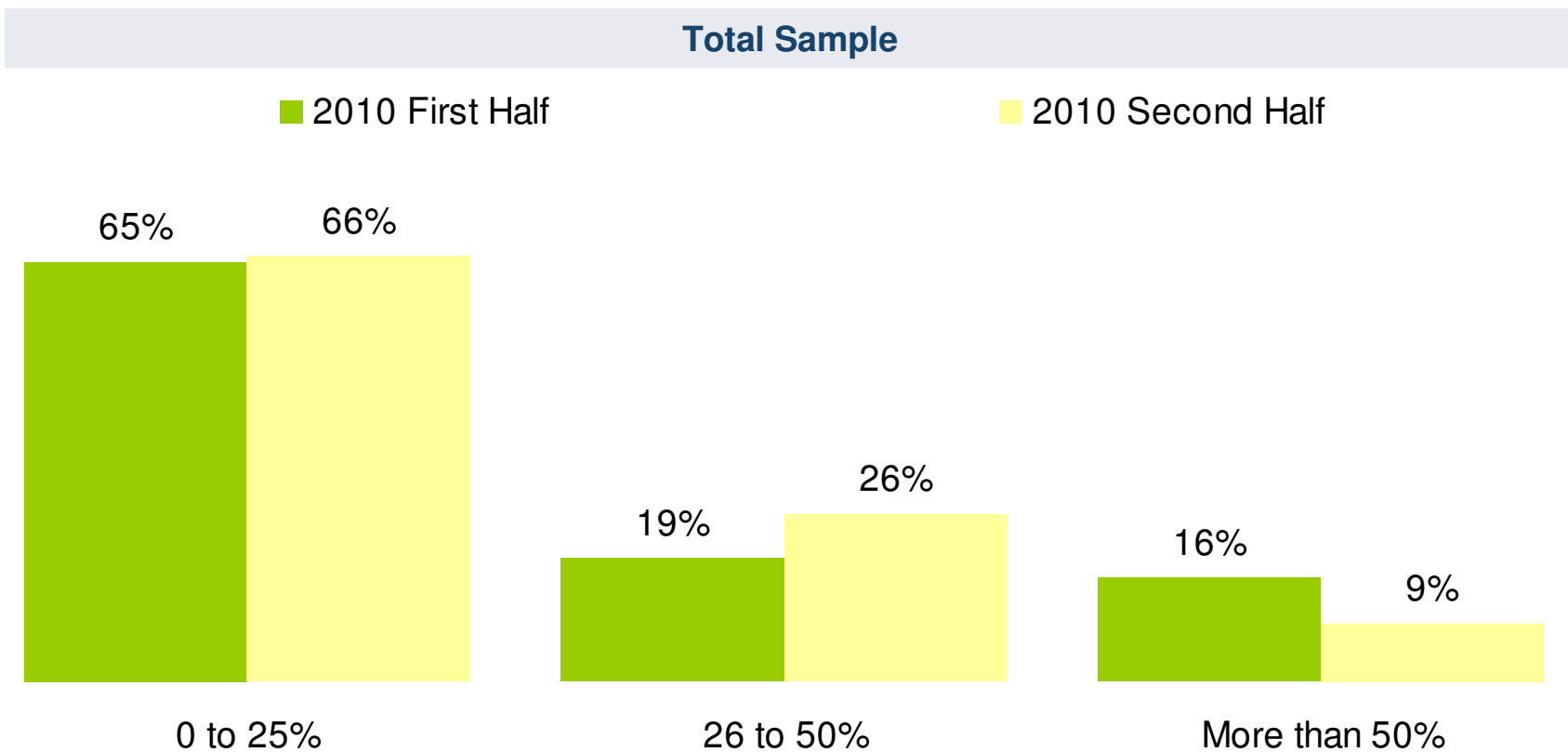


Q. 4b) By approximately how much did your sales decrease over the past one to two years?

Base: n=90 respondents in 2010 second half, n=132 respondents in 2010 first half, n=87 respondents in 2009, n=82 respondents in 2008

# Decrease in Sales Over the Past Six Months 2010

- Sales decreases over the past six months are a little slower in the second half of 2010 than in the first half.

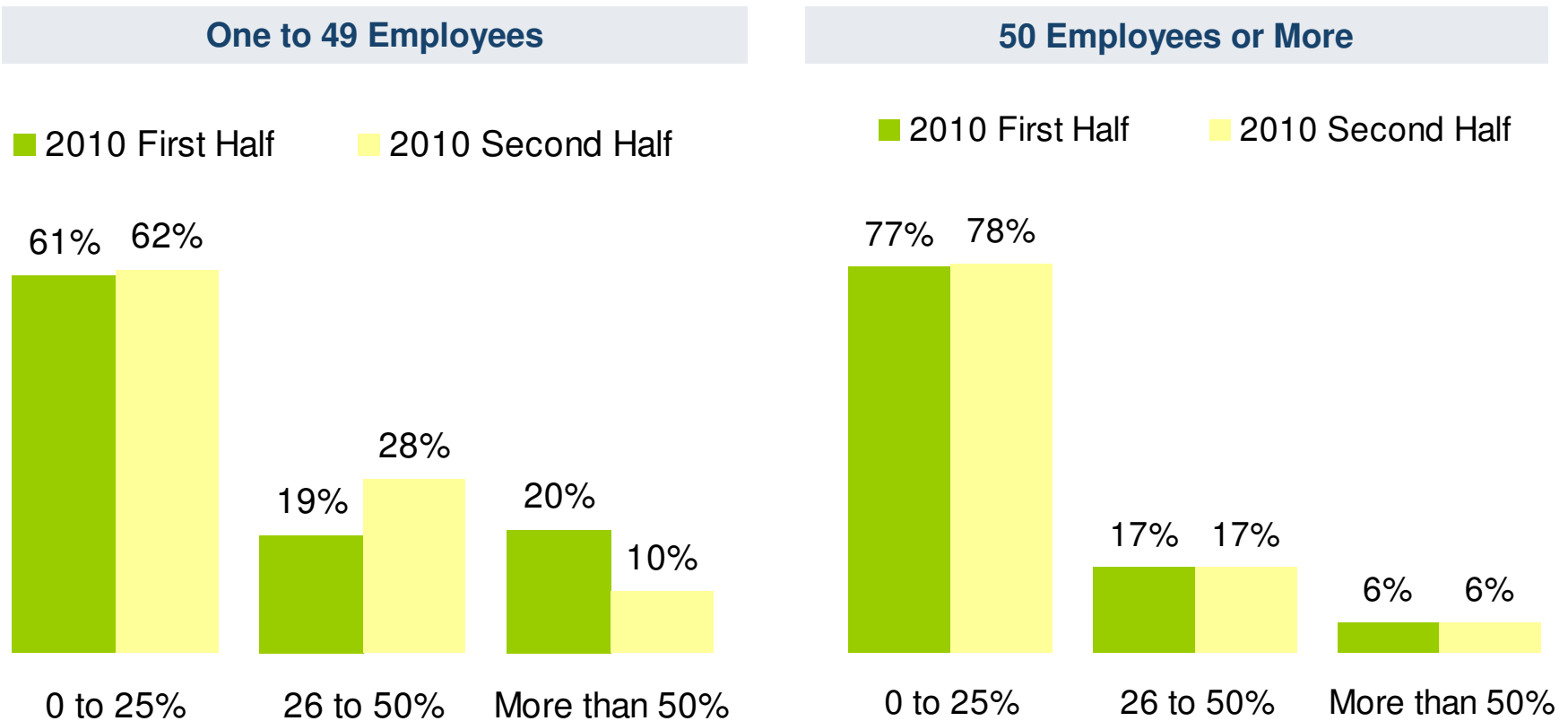


Q. 4b) By approximately how much did your sales decrease over the past six months?

Base: n=90 respondents in 2010 second half, n=132 respondents in 2010 first half

# Decrease in Sales Over the Past Six Months 2010

- Sales decreases over the past six months are a little slower in the second half of 2010 than in the first half for smaller businesses with less than 50 employees, while similar in the first and second half of 2010 for larger businesses with 50 employees or more.

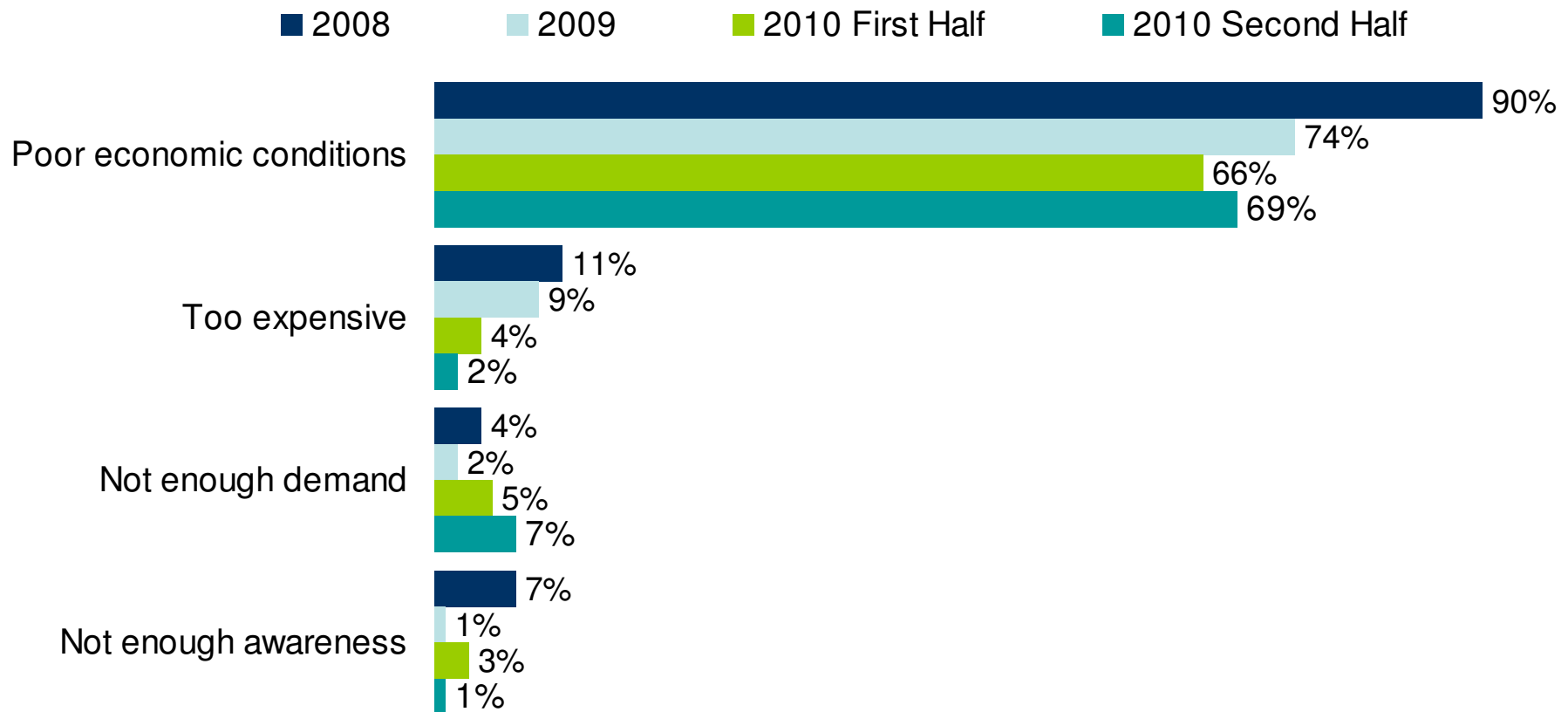


Q. 4b) By approximately how much did your sales decrease over the past six months?

Base: n=90 respondents in 2010 second half, n=132 respondents in 2010 first half

# Main Reasons for the Lack of Sales 2008, 2009, 2010

- Poor economic conditions is considered the main reason for the lack of sales for all the four waves.



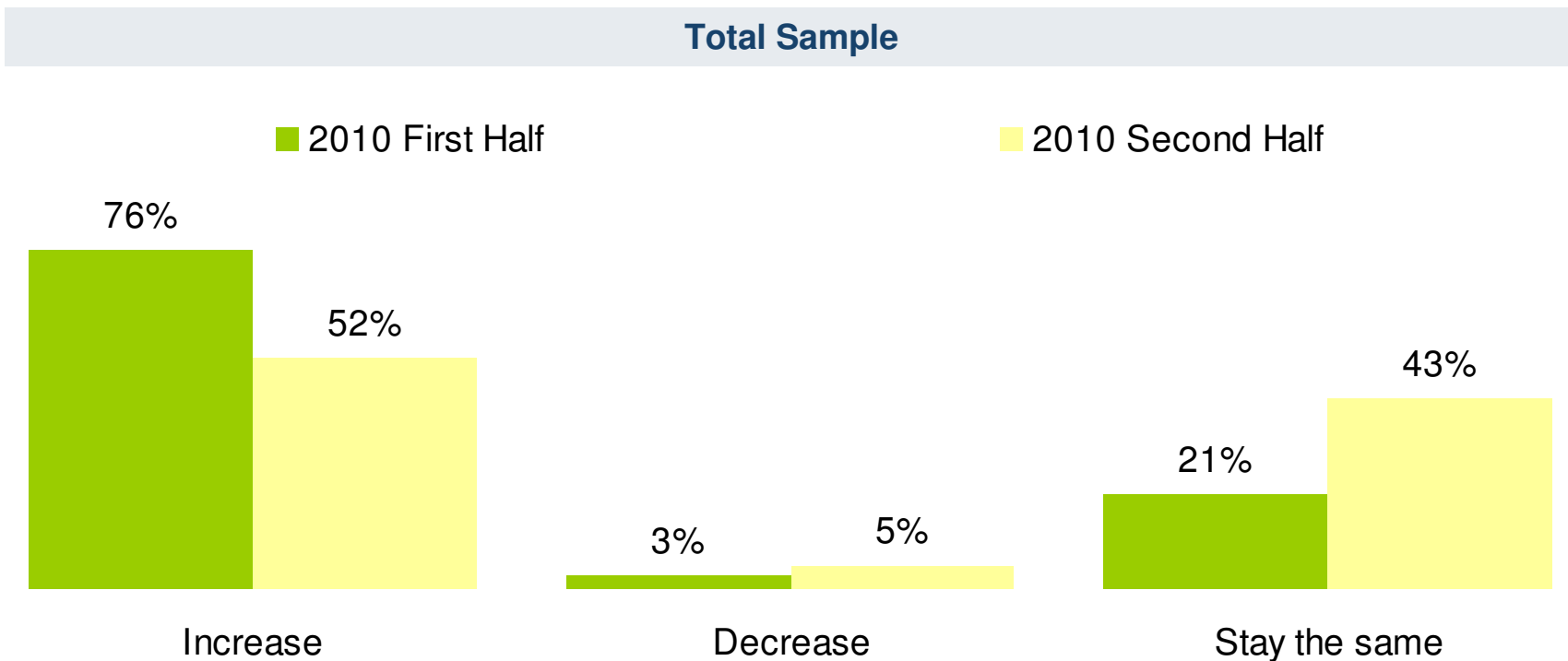
Q. 5d) What do you consider to be the main reasons for the lack of sales increases over the past few years?

Base: n=90 respondents in 2010 second half, n=132 respondents in 2010 first half, n=87 respondents in 2009, n=82 respondents in 2008

Note: Multiple mentions



# Sales Expectations 2010

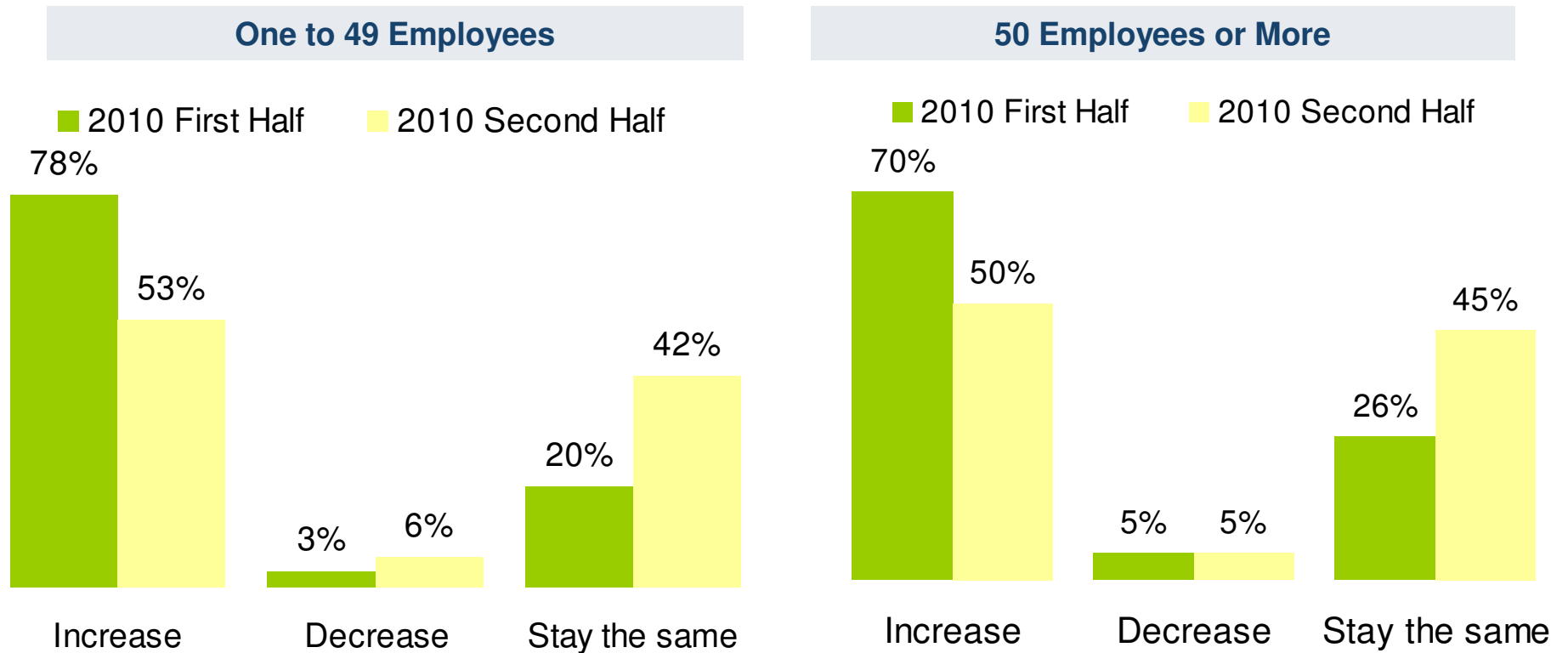


Q5e). Do you expect sales of renewable and energy efficient products and services to increase, decrease or remain the same in 2010?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half

# Sales Expectations 2010

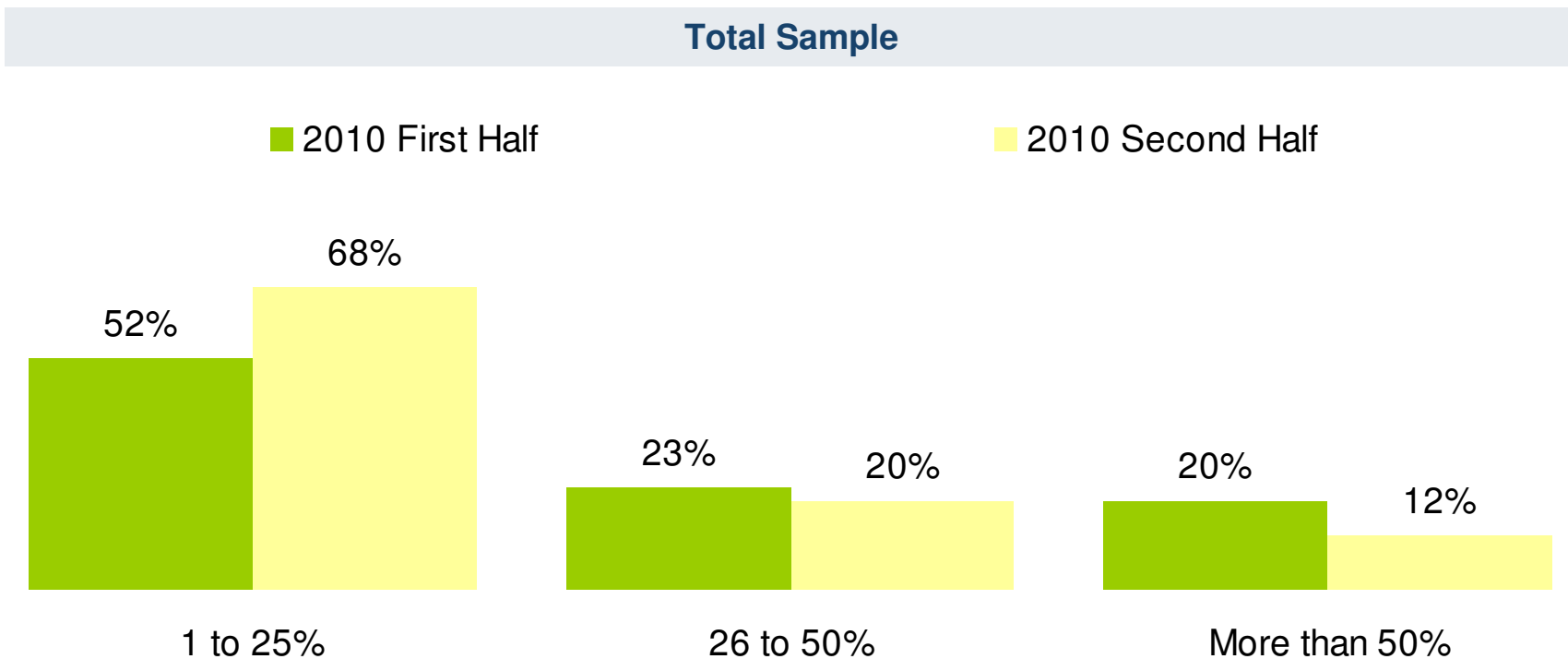
- A lower proportion of respondents expect sales to increase in the second half of 2010 than in the first half for both smaller and larger businesses.



Q5e). Do you expect sales of renewable and energy efficient products and services to increase, decrease or remain the same in 2010?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half

# Expectations on Sales Increase 2010

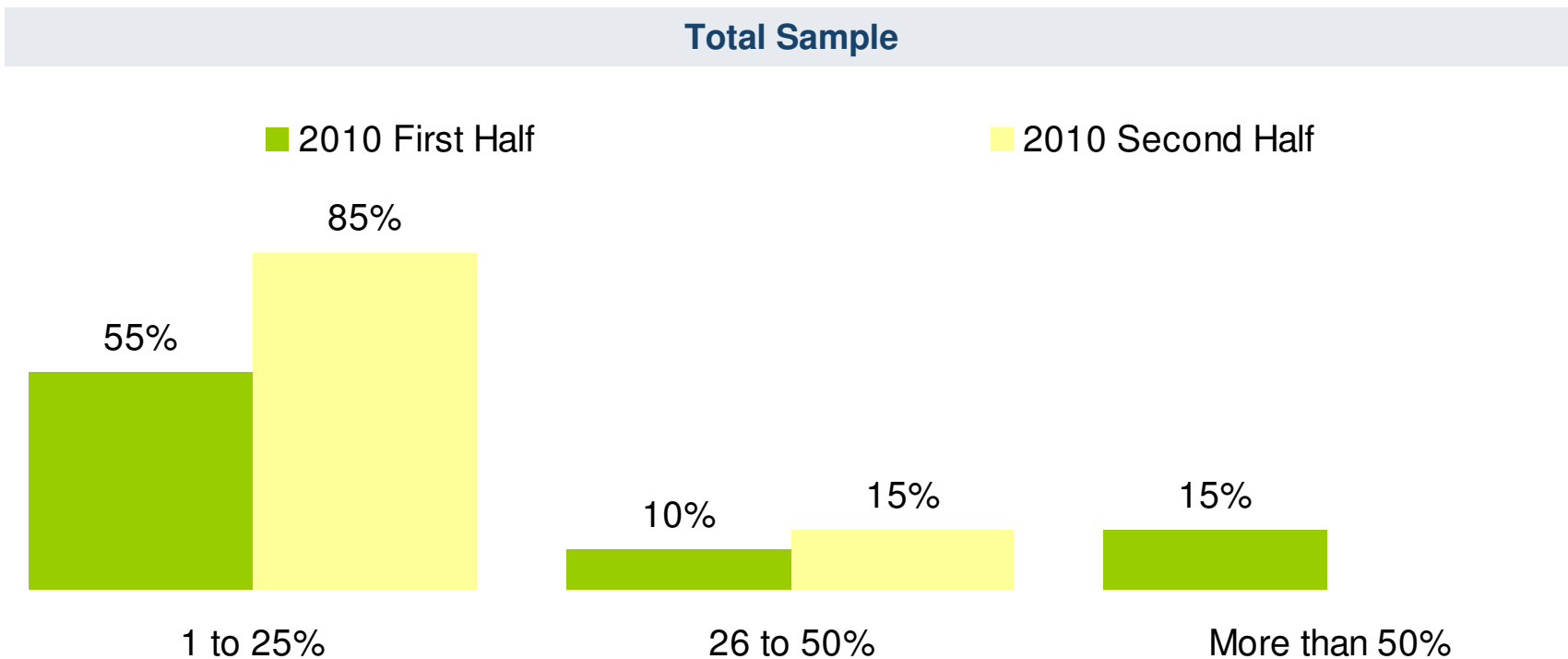


Q5f). Approximately how much do you expect sales to INCREASE in 2010? Please provide your best estimate in the form of a percentage change.

Base: n=259 respondents in 2010 second half, n=511 respondents in 2010 first half

# Expectations on Sales Decrease 2010

- For those who expect sales to decrease, they anticipate less decrease in the second half of 2010 than in the first half.

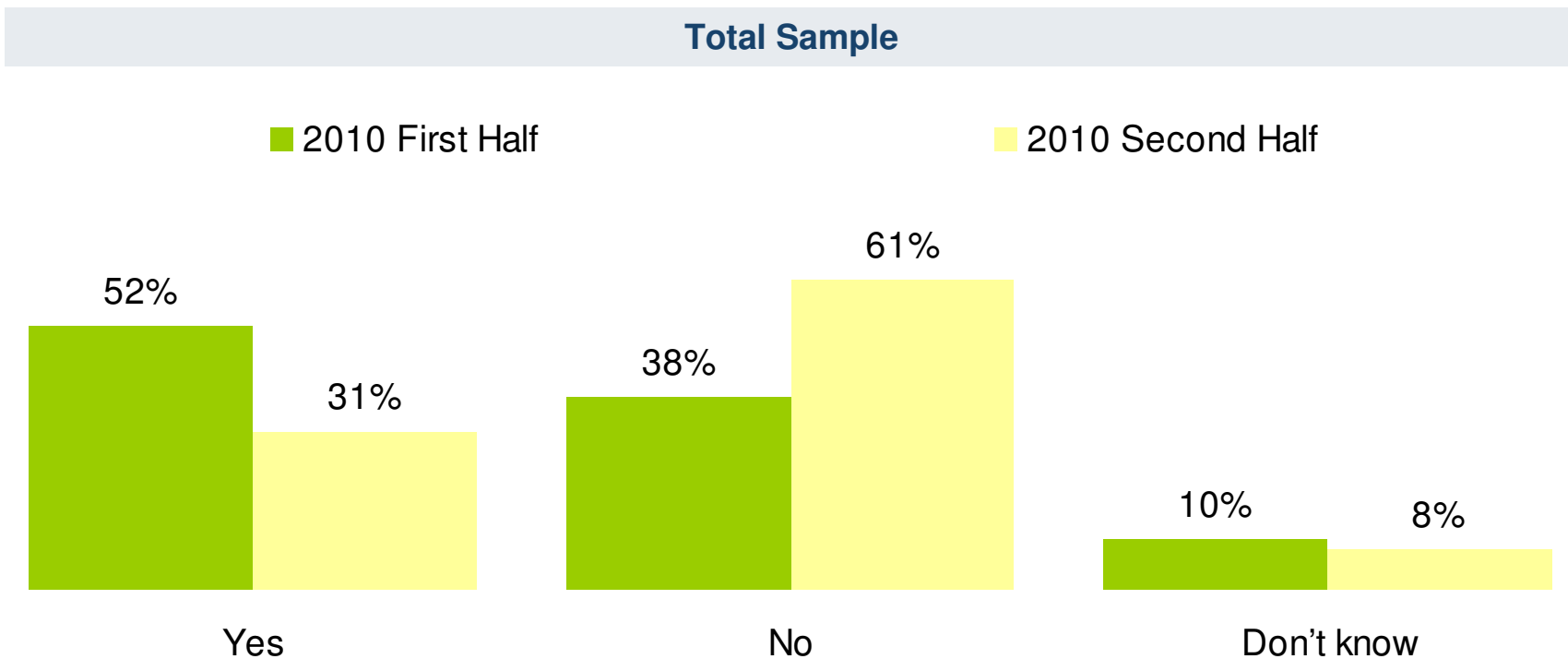


Q5f). Approximately how much do you expect sales to DECREASE in 2010? Please provide your best estimate in the form of a percentage change.

Base: n=26 respondents in 2010 second half, n=20 respondents in 2010 first half

# Hiring Plans 2010

- Thirty-one percent of respondents said their businesses have hiring plans in the second half of 2010 than in the first half.



Q7h). Does your organization have any plans to hire additional workers in 2010?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half

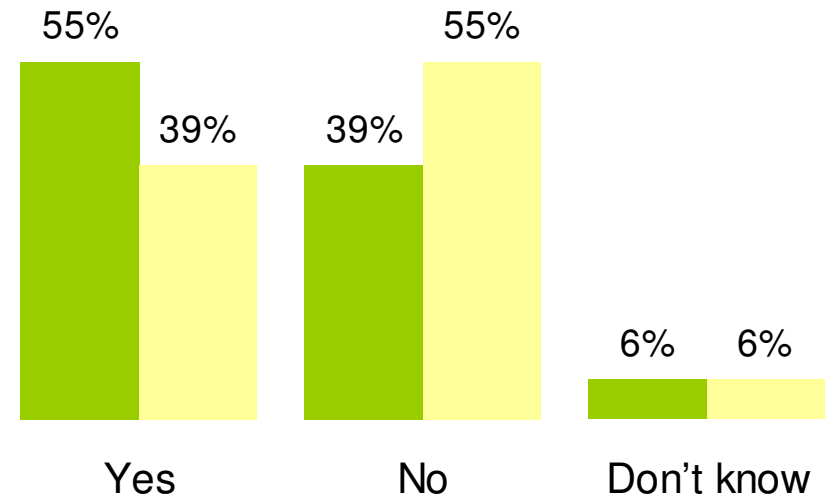
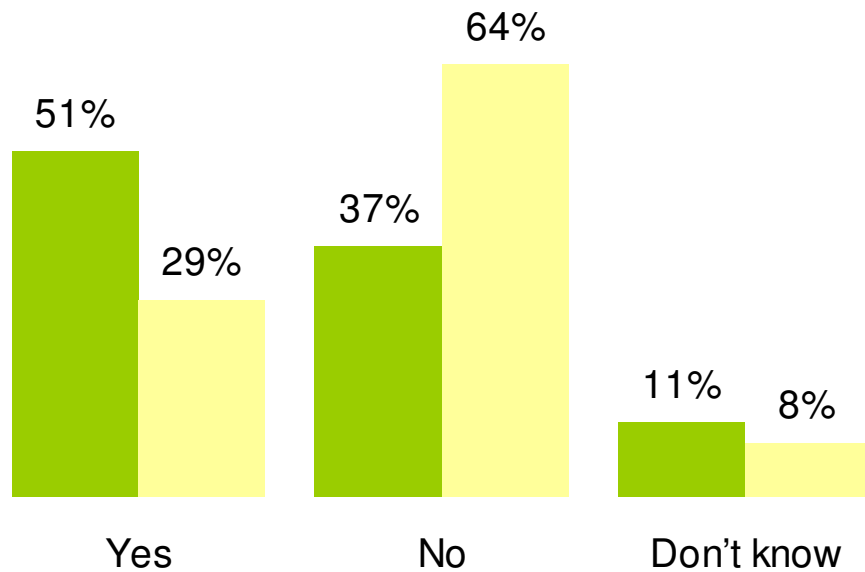
# Hiring Plans 2010

## One to 49 Employees

## 50 Employees or More

■ 2010 First Half    ■ 2010 Second Half

■ 2010 First Half    ■ 2010 Second Half



Q7h). Does your organization have any plans to hire additional workers in 2010?

Base: n=500 respondents in 2010 second half, n=676 respondents in 2010 first half

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# Conclusions

## Hiring Plans

- Three quarters who planned to hire additional workers in the previous waves actually hired more staff, with a majority reporting an addition of one to five new employees to deal with the increased sales and workload.
- One third have hiring plans for 2010 to deal with the increasing demand for their products and services in the second half of 2010, down from half in the first second of 2010.
- Increasing sales and demand is the single most important factor which would influence hiring decisions.



# Conclusions

## Sales Within the New Energy Economy

- The proportion reporting sales increases remained relatively similar from 2009 to the second half of 2010, at over 50% percent.
- However, amongst those reporting growth, sales increased at a lower rate in the second half of 2010 than in the first half.
- Poor economic conditions remains as the main reason for lack of sales.

# Conclusions

## The American Recovery and Reinvestment Act

- Fourteen percents say the Act (ARRA) had a great impact on their sales.
- A much higher proportion of respondents who said the Act (ARRA) had a great impact on their businesses saw sales increase, as compared with respondents who said the Act had no impact on their businesses.
- A higher proportion of respondents claiming the Act (ARRA) had a great impact expect sales to grow in 2010. They also expect to hire as a result.
- One in five of those who said the Act (ARRA) had a great impact on their businesses actually applied for funding, and slightly under two thirds thought they benefited from funds their suppliers or customers received from the Act (ARRA).
- A higher proportion report its indirect effects on their business performance such as greater consumer confidence, or that their suppliers or customers used funds that directly benefited them, than applying for funds from the Act (ARRA) directly.

# Conclusions

## The failure to Pass Clean Energy Legislation

- 31% of respondents indicated that the failure to pass clean energy legislation had an effect on their businesses.
- Those who thought the American Recovery and Reinvestment Act had a great impact are more likely to expect sales to drop due to the failure.
- However, seven out of ten thought their sales would increase if the U.S. passed new policies to reduce greenhouse gas emissions.

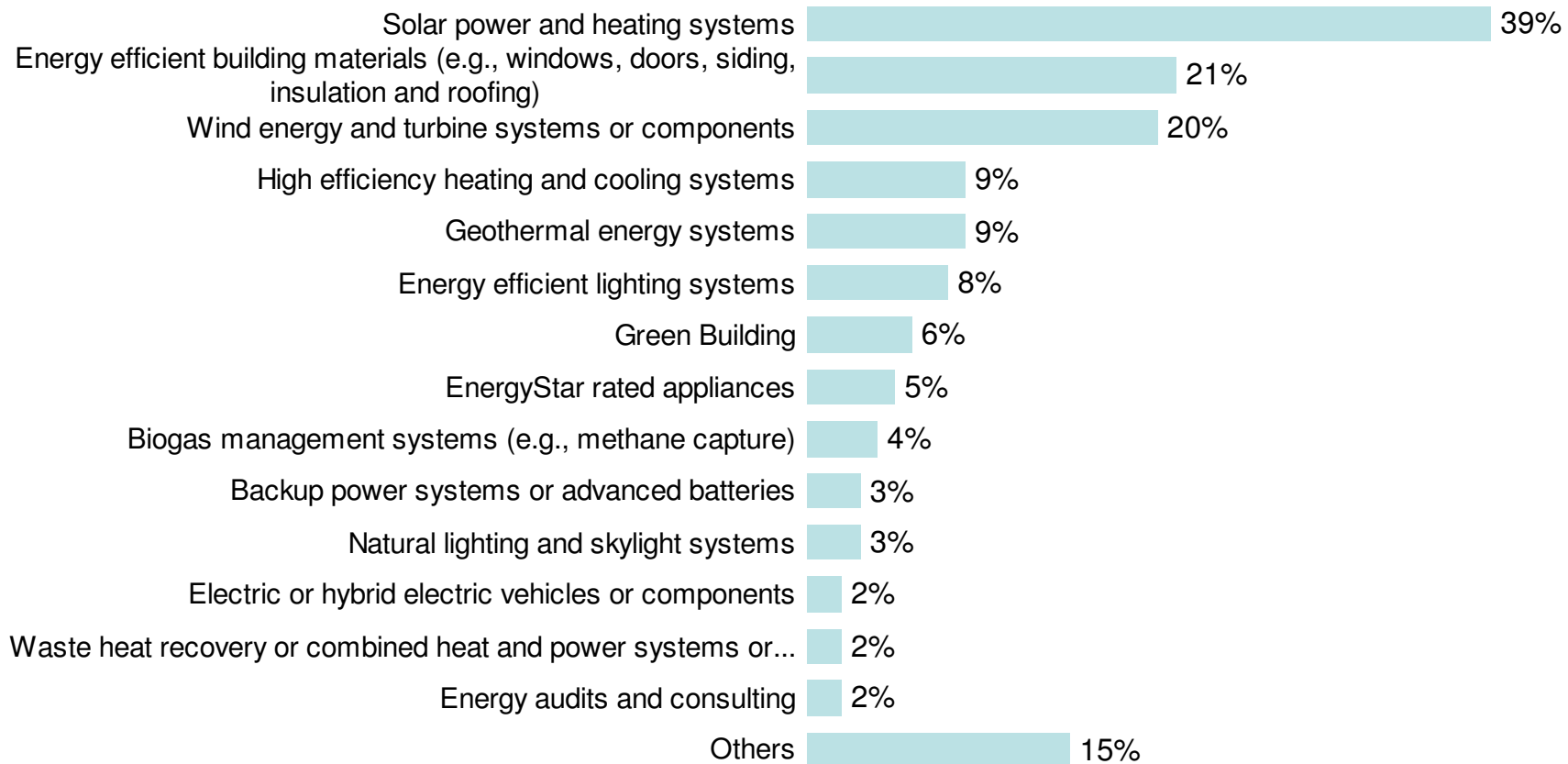
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# Renewable and Energy Efficient Products and Services

## Wave IV

- The majority of respondents said their companies provide solar power and heating systems, energy efficient building materials, and wind energy and turbine systems or components.



Q. 3. What type of renewable or energy efficient products or services does your company provide?

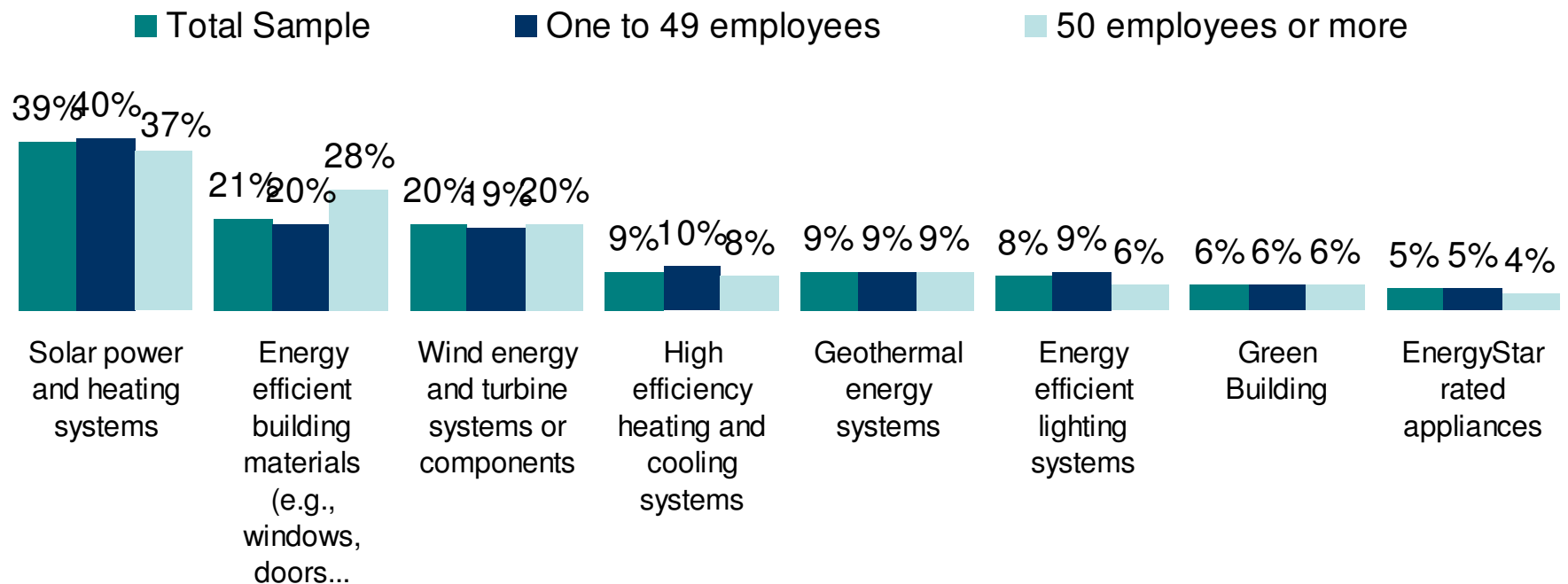
Base: All respondents who answered (n=448).

Note: Multiple mentions.

# Renewable and Energy Efficient Products and Services Wave IV

- A slightly higher proportion of businesses with less than 50 employees provide solar power and heating systems as compared with larger businesses.
- A slightly higher proportion of businesses with 50 employees or more provide energy efficient building materials as compared with smaller businesses.

## By Organization Size



Q. 3. What type of renewable or energy efficient products or services does your company provide?

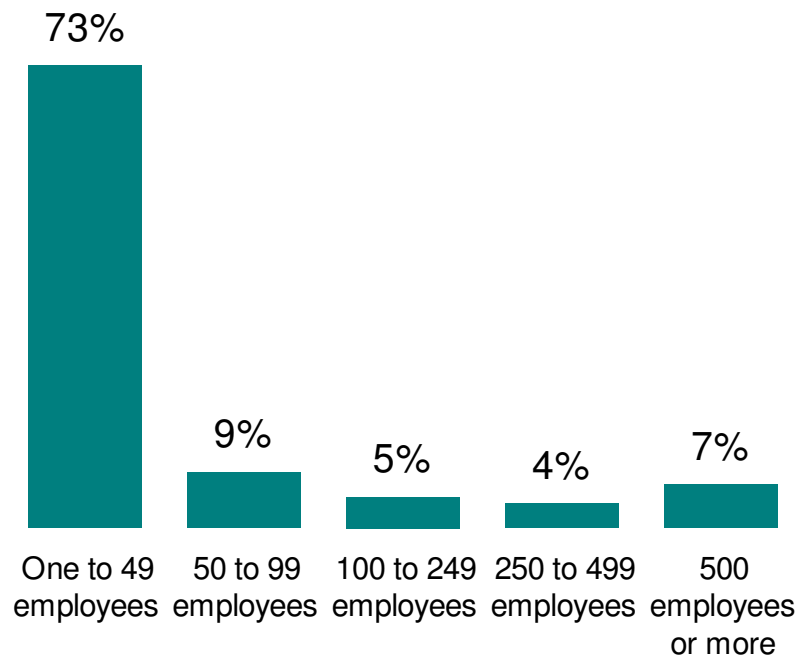
Base: All respondents who answered (n=448).

Note: Multiple mentions.

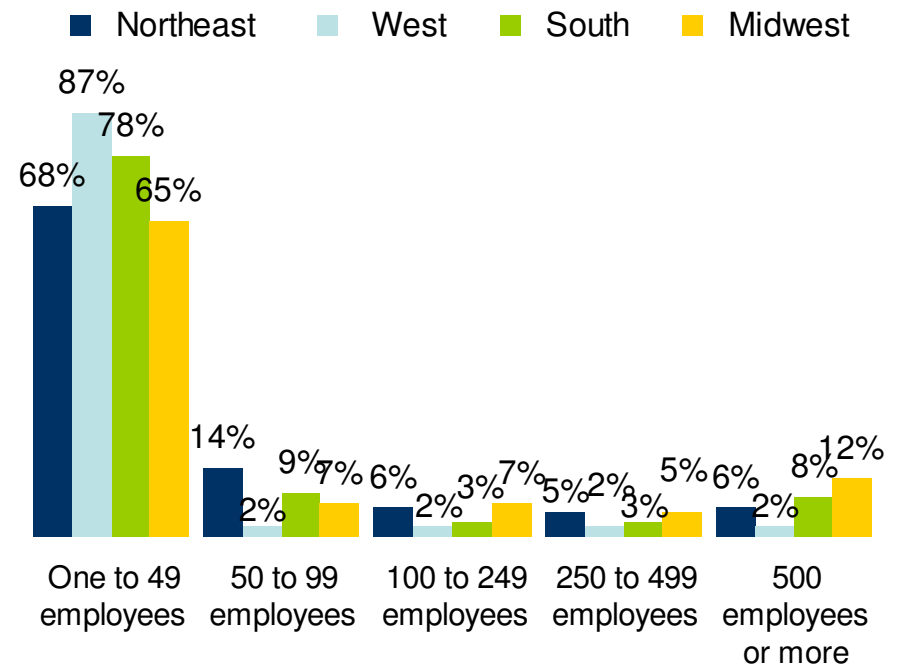
# Organization Size Wave IV

- A little under three quarters (73%) are from businesses with less than 50 employees.
- A larger proportion of respondents in the West are from smaller businesses with less than 50 employees.

Number of Employees



By Region



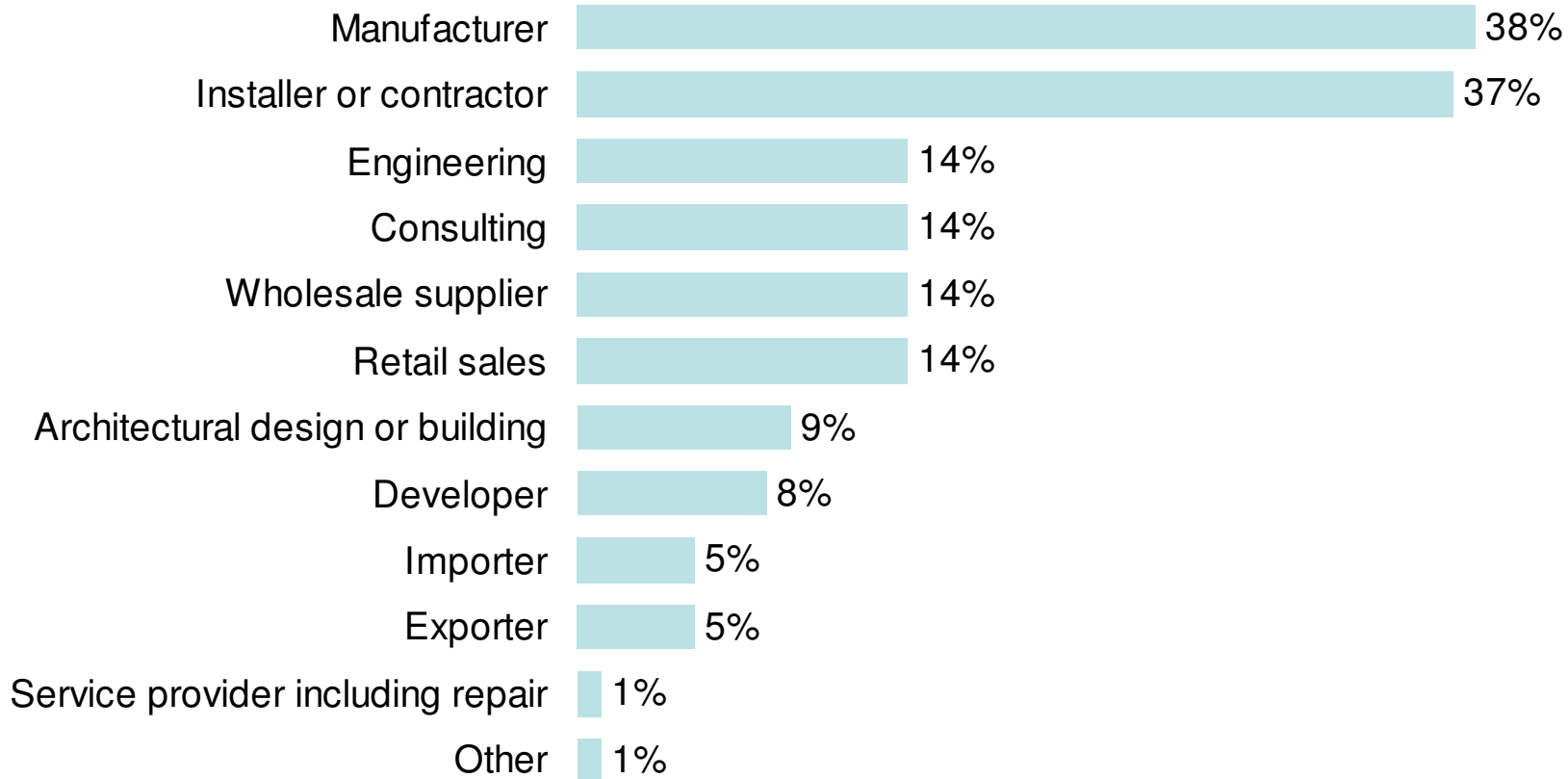
Q. 11. How many people does your company employ in the United States? Please include full-time and part-time employees

Base: All respondents (n=500).

# Type of Organization

## Wave IV

- The majority of respondents are from either installer/contractor companies or manufacturers.



Q. 10. Which of the following best describes your organization?

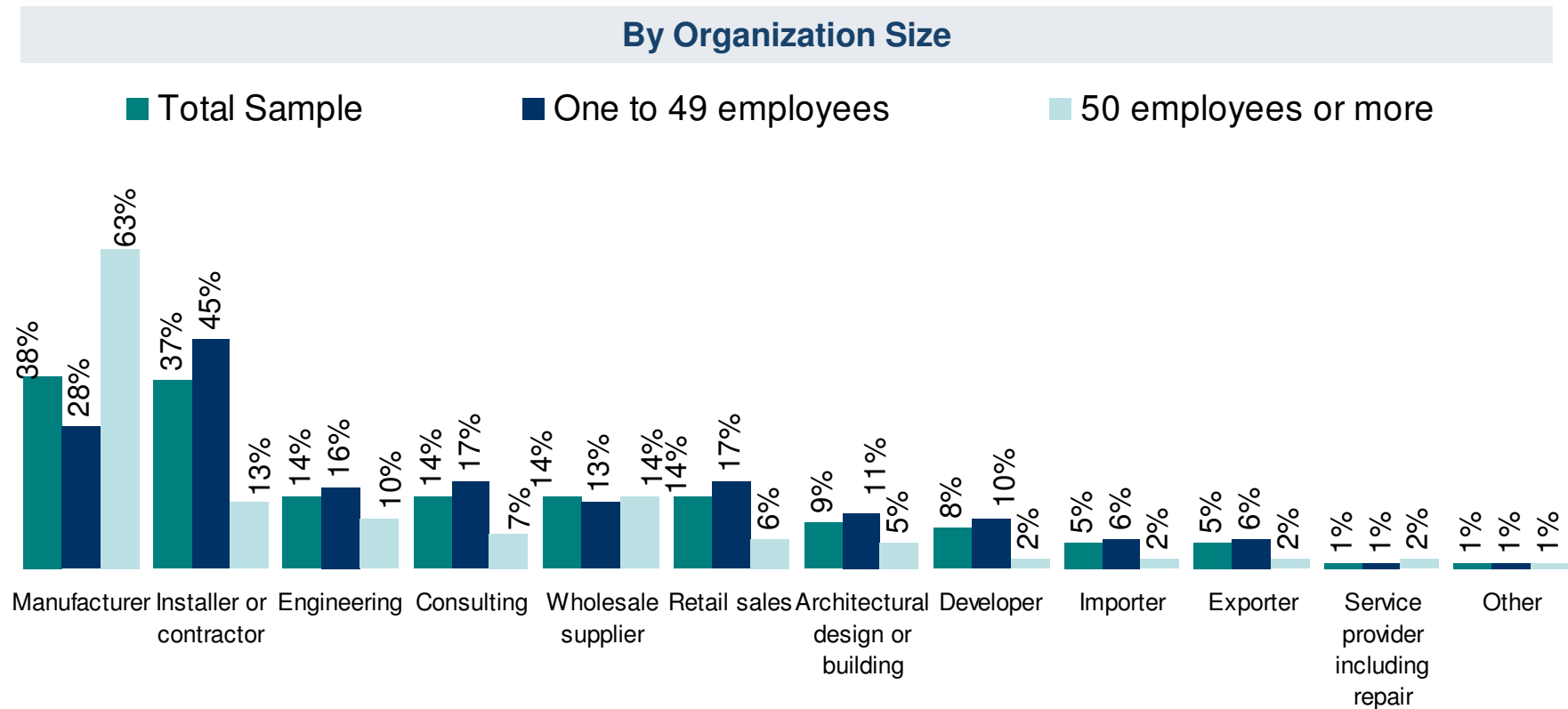
Base: All respondents (n=500).

Note: Multiple mentions.



# Type of Organization Wave IV

- A much higher proportion of businesses with 50 employees or more are manufacturers.
- A higher proportion of businesses with less than 50 employees are installers or contractors, retailers and consulting companies.



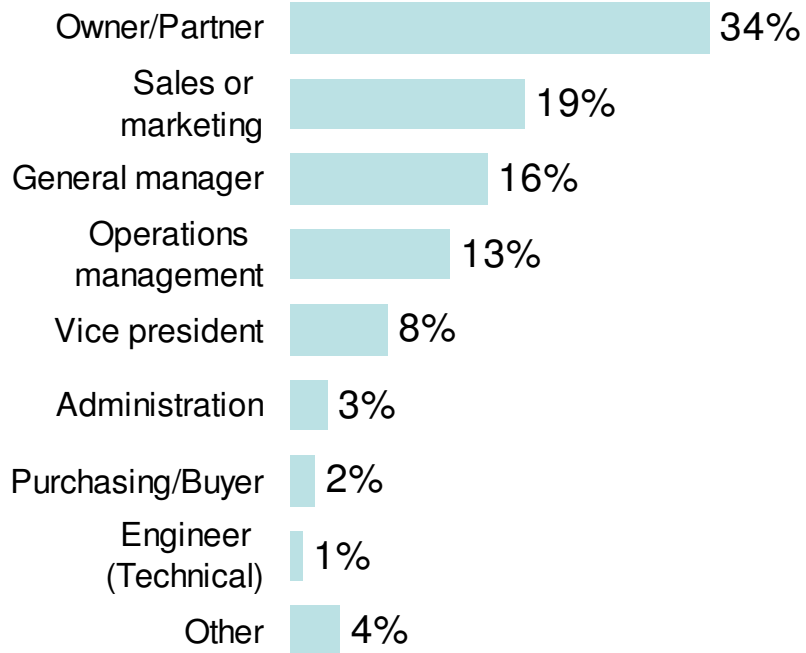
Q. 10. Which of the following best describes your organization?

Base: All respondents (n=500).  
Note: Multiple mentions.

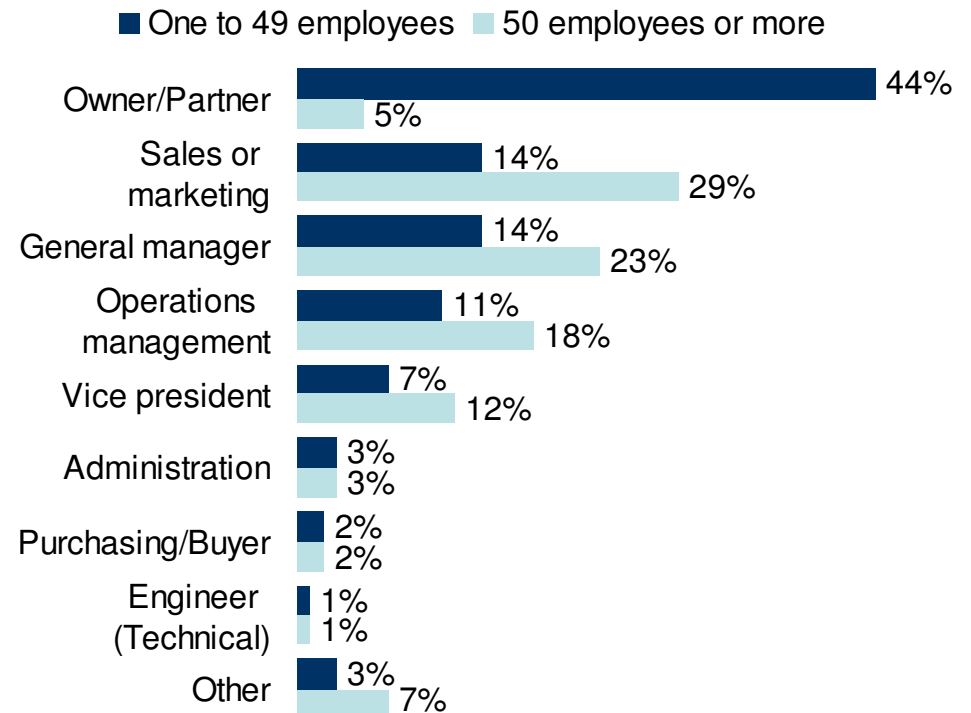
# Job Title or Position Wave IV

- More than half of the respondents are either Owner/Partner, or in sales and marketing management.
- A higher proportion of respondents from businesses with less than 50 employees are owners or partners, while a higher proportion of respondents from businesses with 50 employees or more are in sales or marketing management and general managers.

## Job Title or Position



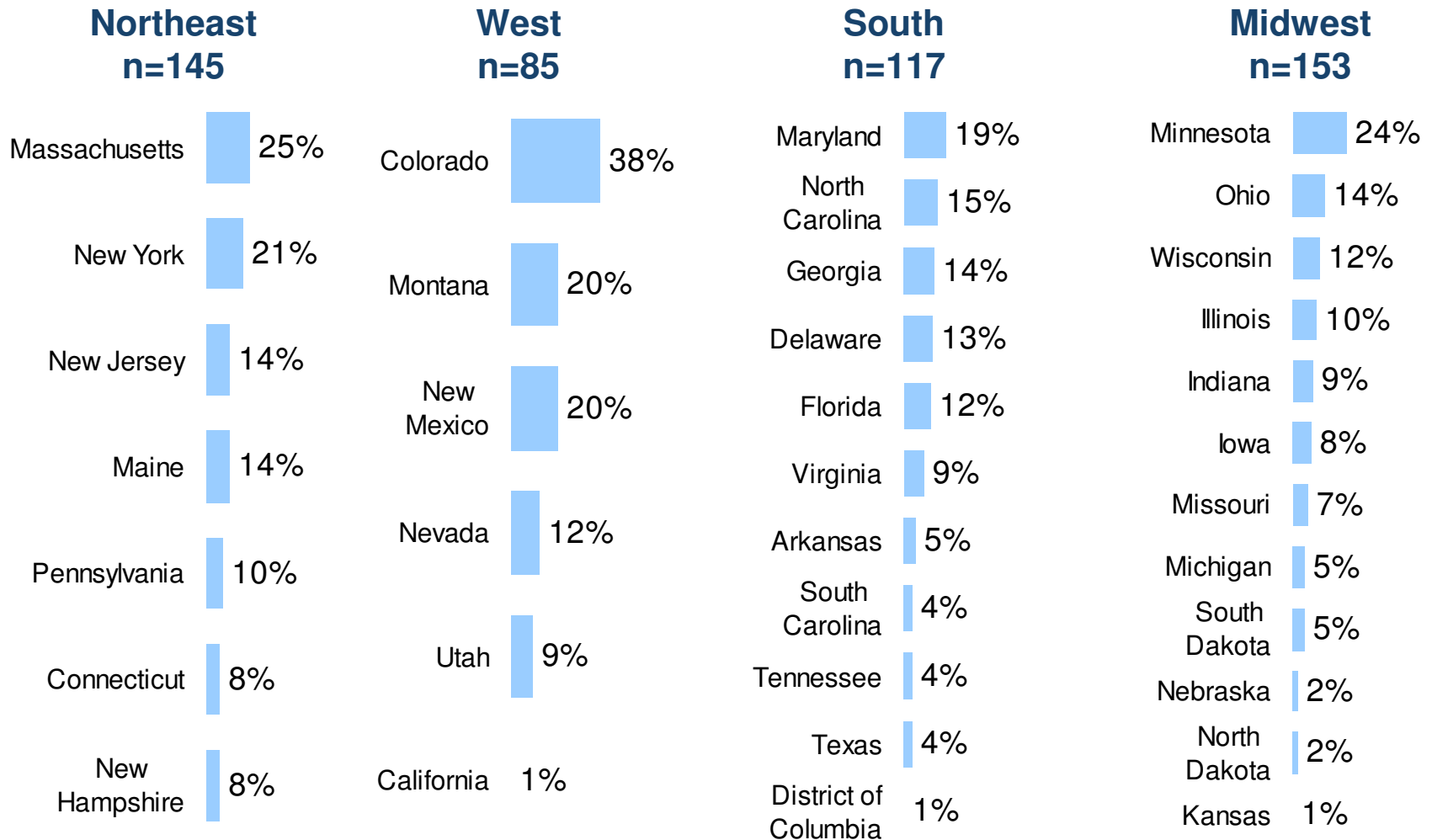
## By Organization Size



Q1. Which of the following best describes your job title or position?

Base: All respondents (n=500).

# Geographic Distribution Wave IV



Base: All respondents (n=500).