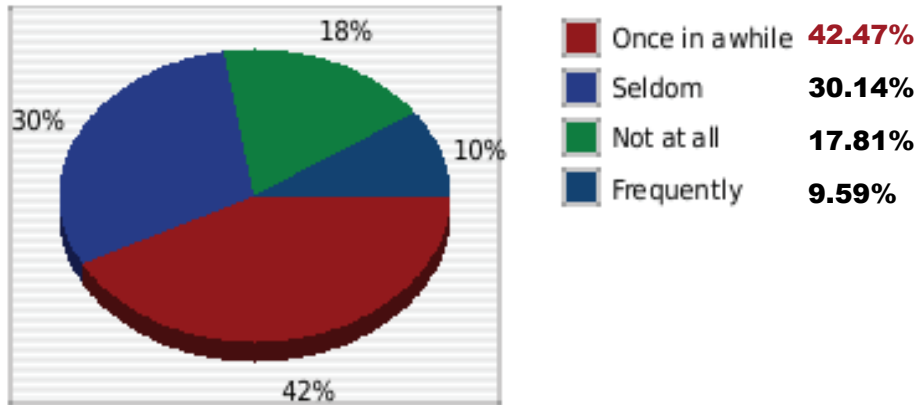
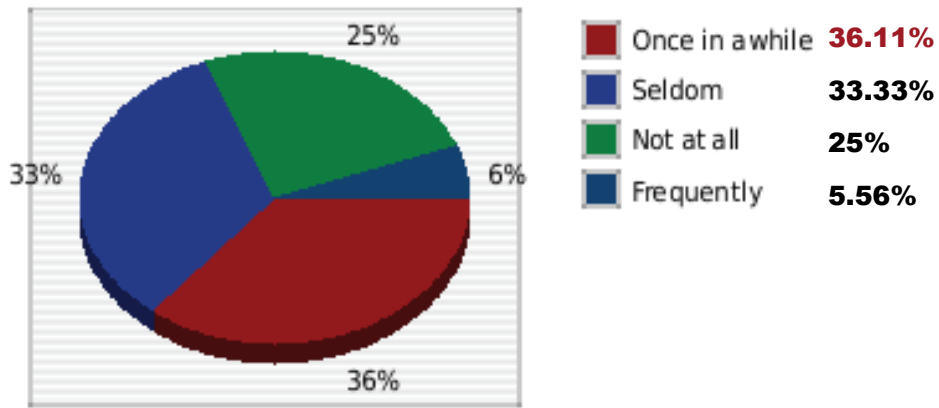


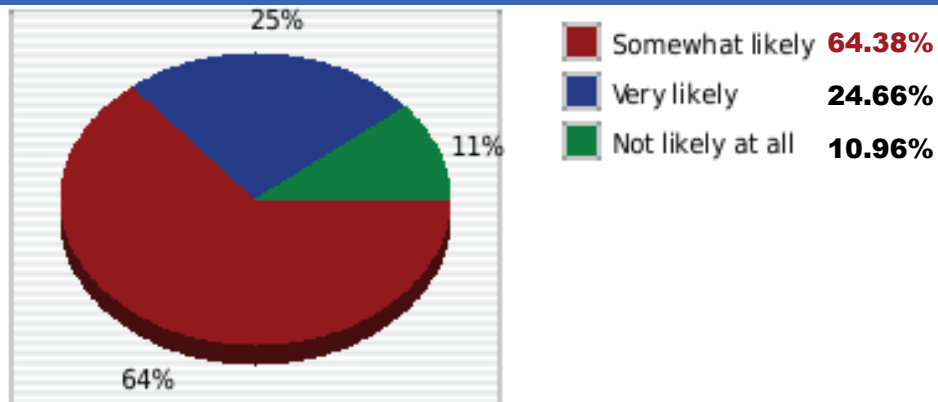
**1. When you look for a vendor, how often do you search for a "green" vendor?**



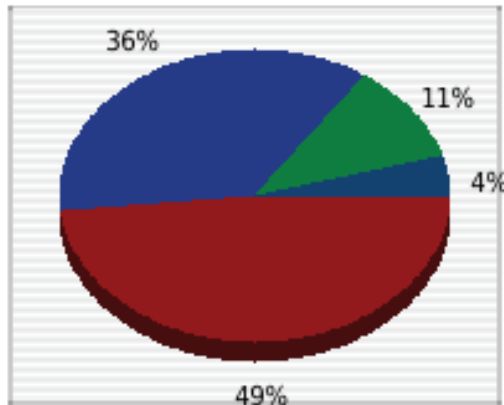
**2. How often do your customers ask for a "green" vendor?**



**3. Suppose you knew that a company was a "green" source. How likely would that influence your decision to do business with them?**

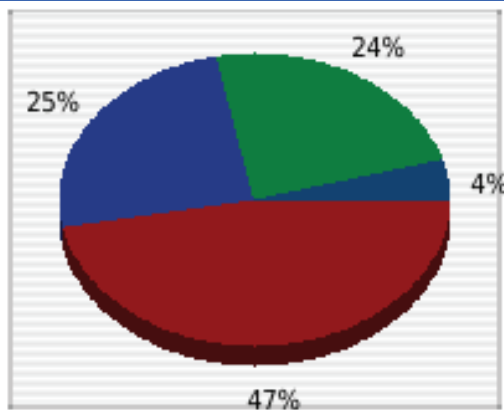


**4. Suppose you knew that one company had a strong reputation for being "green" and another company had a strong reputation for "service". All other things being equal, which would you be more likely to choose?**



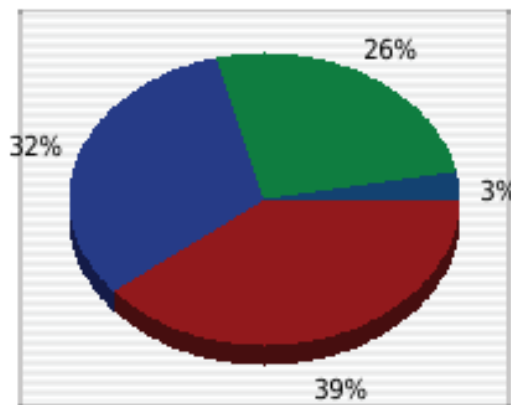
- Definitely Service Source **48.61%**
- Probably Service Source **36.11%**
- Probably Green Source **11.11%**
- Definitely Green Source **4.17%**

**5. Which would you be willing to pay 10% more for?**



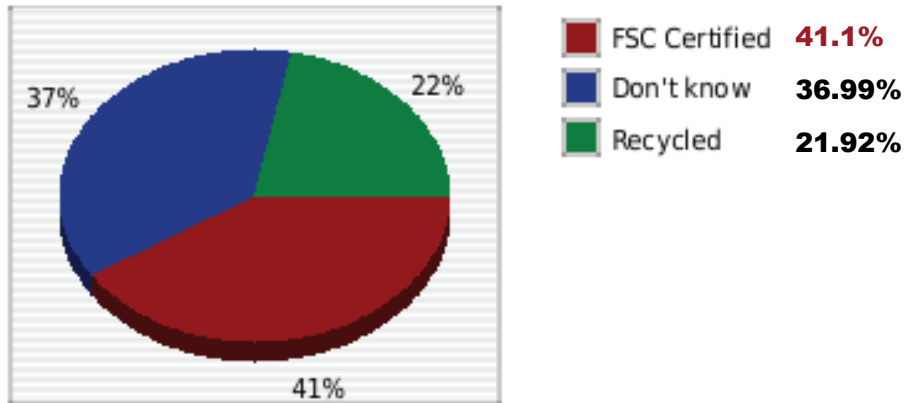
- Definitely Service Source **47.06%**
- Probably Service Source **25%**
- Probably Green Source **23.53%**
- Definitely Green Source **4.41%**

**6. Which would most of your customers be willing to pay 10% more for?**



- Definitely Service Source **39.39%**
- Probably Service Source **31.82%**
- Probably Green Source **25.76%**
- Definitely Green Source **3.03%**

**7. Based on what you have read, seen, or heard, which is supposed to be more environmentally friendly? Products marked "Recycled" or products marked "FSC Certified"?**



**8. And based on what you have read, seen, or heard, which is supposed to be more expensive? Products marked "Recycled" or products marked "FSC Certified"?**

