APPENDIX 3

SURVEY METHODOLOGY

I. Sample construction methodology

Green Business Survey

Our strategy in developing the sample of green companies was to attain the largest possible universe of green establishments in the six study regions. To this end we started with our list of green establishments from the NETS (8-digit SIC code-based definition) that is used throughout this report. We started by selecting all establishments that were active in 2007, the most recent year available in the NETS, with 5 or more employees. The limitation on employment size was made to ensure survey respondents were large enough to have a physical business establishment and to limit the time spent gathering email addresses. This narrowed the universe to 1,921 unique establishments in the six study regions, based on the NETS data. However, since we needed to gather email addresses to administer the survey over the internet, we decided to link these records to a different data source of business listings that contained additional contact information for each firm, including the address, phone number and web site. This source called OneSource is a compilation of data for nearly all establishments compiled for several listing services including InfoUSA™, Reuters, and CorpTech. The OneSource data was accessed through the library at the Haas School of Business at the University of California at Berkeley. To the list of 1,921 green businesses we added 1291 records from the Build it Green database of certified green businesses in California (accessible at http://www.builditgreen.org). This added a disproportionate share of construction firms to the sample (relative to what we see in the green economy as a whole, in Chapter 4). Ultimately, we gathered email addresses for each record through web searching on the business name concatenated with the city location and/or street. Email addresses were obtained for 1513 (35.4%) of the universe of green businesses.

Traditional Business Survey

Our strategy in developing the sample universe for the survey of traditional businesses was to draw potential respondents from a comparable set of industries as the green business survey, but which were not explicitly identified as green industries. In other words, if we were sampling construction firms identified in the NETS or the Build it Green database as green builders, we wanted to draw a sample of similar traditional construction companies. We followed this logic for the other green sectors, but also added all transportation and agricultural establishments as these sectors are more likely to be directly impacted by State environmental regulations. Ultimately, we based our sample was drawn from the following broad set of NAICS industry codes listed in Table I.1.

Since surveying the universe of all establishments in these broad sectors of the economy would be preventative, we drew a stratified random sample of all establishments in these industries within the six study regions. The data source used to select businesses was the OneSource. As described above we limited the sample to firms with at least 5 employees in 2007.

To develop our random sampling procedure we first needed to estimate the total number of records to sample to ensure that the resulting number of survey responses would be high enough to compare regions AND industries. We assumed a 10% response rate and used establishment counts by industry and establishment size from the County Business Patterns to calculate that share of establishments with more 5 or more employees in each region-industry cell. This gave us a picture of the existing distribution of businesses in each region. We then set an overall sample size large enough such that after allocating samples to each region-industry cell (based on its share of the total establishments) that each cell had a minimum of ten likely respondents. We then randomized our list of all establishments in the above NAICS industries by region-industry cell and drew from each cell the appropriate number of establishments to survey.

Two manual alterations were made to the stratified random sampling procedure described above. First, after allocating sample counts to the agriculture and utilities industries based on the share of total establishments that these industries represented in their respective regions, there were still too few potential responses in these industries. Thus, we decided to simply take the universe of OneSource establishments in these two sectors. Lastly, to balance responses across the six regions (which are not uniformly distributed by size) we decided to start with an even distribution of (8000/6=1333 cases per region). We then gave twice this number to Los Angeles and took only half of this figure from the two smaller regions (Inland Empire and Upper San Joaquin Valley). This is a compromise between allocating cases by population or employment (which would result in too many samples from LA) and simply dividing evenly across all regions. Overall, the resulting allocation of potential survey respondents was drawn according to the region/industry counts listed in Table I.1.

Table I.1 Results of Stratified Random Sampling Procedure for Traditional Business Survey.

NAICS	EB	LA	IE	SD	SV	USJ	Total
11-Agriculture	53	145	193	133	73	298	895
22-Utilities	55	193	144	88	42	56	578
23-Construction	401	643	287	462	332	260	2385
31-33-Manufacturing	274	975	181	284	384	181	2279
48- Transportation and Warehousing	133	277	86	102	73	109	780
5411 Legal Services	109	192	22	84	69	29	505
5413 Architectural, Engineering, & Related Svs.	114	160	32	120	96	26	548
5414 Specialized Design Services	24	43	3	18	14	2	104
5415 Computer Systems Design & Related Svs.	103	104	8	77	186	5	483
5416 Mgmt, Scientific, & Technical Consulting	91	140	18	69	66	12	396
5417 Scientific R&D Svs.	36	28	2	57	73	1	197
5419 Other Prof.& Scientific Svs.	43	85	17	49	34	22	250
Total	1436	2985	993	1543	1442	1001	9400

We searched for e-mail address information for all 9,400 records[1] based on the company name, city, website, and address information from the OneSource database. Ultimately, 2382 email addresses were gathered and sent a survey. For more information on the survey process itself, see section *II. Survey Instrument* below.

Toxic Release Inventory

The Toxic Release Inventory (TRI) is a dataset provided by the US Environmental Protection Agency.[2] The most recent data, used in this report, show results for 2007 and were released March 14, 2009. This report relies on File Type 1 for the State of California, which contains "facility, chemical, releases, and other waste management summary information." File Type 1 includes entries for each chemical and release. These have been condensed into one record per facility. The facility public contact e-mails were then used to survey the facilities in California that released toxic chemicals in 2007. For facilities lacking a public contact e-mail entry, a best effort was made to find a contact e-mail based on "public contact name," "mailing name," and "name of certifying official" entries.

II. Survey Instrument

As the target businesses and the population were defined, surveys were prepared for each of the three groups: Green businesses, Traditional businesses, and Toxic businesses. The traditional and toxic businesses were sent identical surveys, while a second, similar survey was prepared for the green businesses. Both of the surveys follow the same structure:

- Consent to participate
- Background information
- Regional competitiveness
- Orientation towards green activities
- Impact of AB32 and ARRA (the federal stimulus)
- Identification of green practices
- Innovation
- Training
- Networks
- Frequency of interactions
- Thank you

The primary difference between the green business survey and the survey sent to traditional and toxic businesses is that the green businesses were asked more questions about their green practices, about their professional networks and green practices

[1] Note: this figure is larger than the original 8,000 total sample count because we decided to include all establishments from sectors 11- Agriculture and 22- Utilities.

[2] This dataset is available online at: http://www.epa.gov/TRI/tridata/tri07/data/index.htm#h4

support, and about what attracted them to their current location. Green businesses were asked a total of 34 questions, while the traditional and toxic businesses were asked 29 questions (see Appendix 2 for the survey instrument). In addition to multiple-choice responses, both surveys provided extensive opportunities for open-ended responses.

Within the survey structure, questions were intended inform the five major study topics:

- Regional Economy
- Policies
- Networks
- Green Products and Services
- Innovation

The survey was designed to take between ten and twenty minutes to complete, depending on the amount of open-ended questions that the participants answered.

III. Survey Distribution Modes

Three different survey distribution methods were used to distribute the green, traditional and toxic business surveys. A combination of email invitations, postcards and follow up phone calls were used to maximize the survey response rate. Before survey invitations were distributed, each business was assigned a unique ID, which was used in each of the three distribution methods to link survey responses to their respondent. The principal method for survey collection, however, is the same for each of the three distribution types was an online survey tool, Surveymonkey.com. Through Surveymonkey, the research team was able to manage the distribution and analysis of the multiple distribution methods. The entire survey took place over the course of three months, from April 15 until July 15, 2009.

Email Method

Email was the primary method of survey distribution. This method was used for all three business types (green, traditional and toxic), and for the traditional and toxic businesses, it was the only method employed. For this method, email addresses for businesses in each of the three groups were taken from the prepared samples (see Sample Construction Methodology section above) and were searched for online. Traditional and toxic businesses for which no email address was found were not surveyed.

Businesses with email addresses were sent a personalized email, which detailed the goal of the study and emphasized the voluntary nature of the survey. Each business was sent a unique link, which logged their business ID. Participants were asked to not forward the link outside of their organization so that the response would not be incorrectly

linked to a business or region. The provided link brought respondents to the online survey, which was managed using Surveymonkey.

For both the traditional and toxic business groups, one round of emails was sent. For the green businesses, there were two rounds of email invitations sent, as more business email addresses were found. A total of 5273 businesses were emailed and asked to participate in the survey.

Table III.1 Email Survey Totals

Survey	Email Total
Green Businesses	1513
Round 1	1357
Round 2	156
Toxic Businesses	568
Traditional Businesses	3192

Businesses were generally given between one and a half to two weeks to respond to the survey invitation. Email reminders were sent in four to five day intervals until the deadline date to firms that had not yet responded to the email. All of the links were kept active, even after the deadline dates, to allow for late responses. In a number of cases, firms that had not had the chance to respond within the given dates emailed the project coordinator and asked to participate.

Postcard Method

In an effort to increase the response rate among green businesses while diversifying the survey sample, postcards invitations were sent to 2382 additional businesses. Mailing addresses for businesses without email addresses were searched for online. Postcards were sent out in two rounds, as more addresses were found.

Table III.2 Postcard Survey Totals

Survey	Total
Round 1	1405
Round 2	977
Total	*2382*

Postcards included a brief description and a simple link to the online survey site. The survey link directed respondents to another survey through Surveymonkey.com, which was identical to the link provided to businesses in the email invitations. The only difference in the postcard survey link was that respondents were asked to enter their unique business ID at the beginning of the survey. The ID was included on the postcard. In this way, survey participants were tied to their business. Postcards also included the

name of the research project lead along with a telephone number and email address where questions could be sent.

Telephone Method

Follow-up telephone phone calls were the last effort made to encourage businesses and organizations to participate in the survey. This method was targeted only at green businesses. Within the green business universe (N), businesses, which had been previously invited to participate, either via email or post cards, were sorted by region and by telephone numbers. After reviewing the responses from the two previous methods, Los Angeles, the Inland Empire and the Upper San Joaquin Valley were identified as the three most underrepresented regions by response rate and respondent numbers. Businesses with telephone numbers in these three regions were thus targeted with follow up telephone calls. In total, 273 businesses were called.

Table III.3 Telephone Survey Totals

Region	Telephone Total
2- Inland Empire	27
3- Los Angeles County	223
6- Upper San Joaquin	23
Total	*273*

Telephone calls were made over the course of three days. Businesses were again asked to participate and were given the option of completing the survey themselves online, or completing the survey with the administrator over the phone using the computer assisted telephone interviewing (CATI) method. Businesses opting to complete the survey themselves were provided with their unique business ID and a simple link to the post card survey. The ID was then entered at the beginning of the survey. Businesses choosing to complete the survey over the phone, would have had their responses entered into the website by the administrator. No businesses chose to complete the survey on the phone.

IV. Response Rate

In total, 7655 various businesses and organizations were surveyed for their thoughts and experiences regarding their region's green economy. Of these, 369 surveys were either returned or not delivered. These businesses were removed from the total and create the survey universe (N), 7286 businesses. Among these, 649 different businesses responded, for a total response rate of 8.9%.

Table IV.1 Survey Response Rates

Survey	Total	Responded(n)	Unresponded	Opted Out	Bounced	UNIVERSE(N)	Response %
TOTAL	**7655**	**649**	**7014**	**82**	**287**	**7286**	**8.9%**
Green Businesses	3895	351	3550	16	87	**3792**	**9.3%**
Email:	1513	224	1286	16	75	1422	15.8%
Round 1	1357	212	1145	15	68	*1274*	*16.6%*
Round 2	156	12	141	1	7	*148*	*8.1%*
Postcard:	2382	118	2264		12	2370	5.0%
Round 1	1405	86	1319		4	*1401*	*6.1%*
Round 2	977	32	945		8	*969*	*3.3%*
Telephone Call:	273	9	264		33	240	3.8%
Toxic Businesses	568	72	491	14	24	**530**	**13.6%**
Email							
Traditional Businesses	3192	217	2973	52	176	**2964**	**7.3%**
Email							

The email distribution method was by far the most effective, generating an average response rate of 9.3% between the three business types. While the green businesses surveyed via email had the highest response rate, 15.8%, the toxic businesses were also surprisingly willing to participate. Toxic businesses had a 13.6% response rate. Traditional businesses had a 7.3% response rate.

The postcard and telephone methods were substantially less successful, with response rates of 5.0 and 3.8%, respectively.

In each method (email, telephone, and postcard), there were a number of address and numbers that were no longer valid. Overall, 3.7% of the total number surveys sent out, had incorrect contact information. Additionally, because the survey instrument was hosted by Surveymonkey, a common survey site, a number of organizations had already opted out of receiving any surveys. Just over one percent of all businesses that received an email invitation had previously opted out of participating in any surveys.

V. Survey Design Issues

During the three months of survey distribution and collection there were a few problems that arose from the survey sampling and administration.

Survey Sample

One of the main challenges that possibly affected the representativeness of the survey sample was the availability of contact email and postal addresses. While a number of lists (Build it Green, Certified Green Building Professionals, SPUR, among others) provided email or postal addresses for organizations, many of the contacts had to be looked up online. In the end, only 50% of the total universe was invited to participate. Because of the multiple methods that were used to contact green businesses, 88.8% of the total green business universe was sampled. For the toxic and traditional businesses, however, which were only surveyed by email invitation, significantly fewer businesses were reached. Fifty-nine point four percent of the toxic businesses had email addresses, and just 31.5% of traditional businesses were contacted.

Table V.1 Survey Sample

Survey	Total(T)	Surveyed(N)	% (N/T)
TOTAL	*14569*	*7289*	*50.0%*
Green Businesses	4276	3795	88.8%
Toxic Businesses	893	530	59.4%
Traditional Businesses	9400	2964	31.5%

The surveying method certainly biased the sample against firms that might not be as technologically savvy. Without detailed information about the firms that were not reached, it is difficult to identify how this might have biased the sample set, although, it can be assumed that the survey sample universe (N) may not be entirely representative of the total. In the context of practical constraints, however, the potential sampling bias was unavoidable.

Survey Errors

One survey administration error that became apparent seems to be connected to the Surveymonkey site. Three separate participants notified the survey team the links that they were sent in their emails directed them to a site notifying them that they had already completed the survey.

There has been no way to verify the claims or to investigate how many potential respondents this might have happened to. This issue was never resolved and has thus affected the survey universe (N) and response (n) numbers.

Survey Instrument Weaknesses

Before the survey was sent to selected businesses, the survey instrument was tested by a number of third party participants. Testers were asked to comment on unclear questions and provide feedback about the survey. Despite this testing, however, there were still a few weaknesses in the survey design.

The length of the survey could have been one of the potential deterrents to participants. While the introduction to the survey and to the project mentioned that the survey would take approximately 10 minutes to complete, the actual time to completion was likely much longer. With roughly 30 questions, and many open-ended response options, 14.1% of survey participants did not complete the survey.

Table V.2 Partial Response Rate

Survey	Responded (n)	Partial Response (p)	Incomplete % (p/n)
TOTAL	*640*	*90*	*14.1%*
Green Businesses	351	57	16.2%
Toxic Businesses	72	9	12.5%
Traditional Businesses	217	24	11.1%

Additionally, while the pre-survey testing should have addressed problematic questions, there were still a handful of questions, which some respondents had trouble understanding. These questions will be addressed in further detail below, but may be considered a survey flaw.

VI. Survey Response Business Information

This section describes the mix of businesses which responded to the three surveys (green, traditional and toxic). Regional and industry differences will be particularly important in the analysis of the surveys, as these two aspects are key to understanding how various businesses and locations differ in their green economy practices. However, to avoid misleading percentages, a more detailed analysis is only undertaken when the sample size is big enough to be representative. As a rule of thumb, no analysis was done when there were 10 or less respondents per category. Therefore, some regions (in particular Inland Empire and Upper San Joaquin Valley) and industries (in particular recycling and transportation) will sometimes be ignored.

Region

Between the three surveys administered, Green businesses, Traditional businesses and Toxic businesses, there was a total of 640 respondents. In this analysis, the three surveys are often treated separately, however, there are times when aggregate counts are taken to address issues within regions or industries. Table VI.1 presents the number of responses within the study regions for each survey.

Table VI.1 Response by Businesses in Target Regions by Survey Group

	Total	Survey Percentage
Green Businesses	351	54.8%
Traditional Businesses	217	33.9%
Toxic Businesses	72	11.2%
TOTAL	640	

Within the three surveys, there was a lot of variation in how the six study regions were represented. Because of the varying sizes of each region and the density of firms within regions, it was difficult to ensure that regions were represented equally (see section III and IV on survey response rates and targeting methods). In some cases regions are heavily over or underrepresented despite how many or few businesses they have. Green businesses in the East Bay, for example, had an extremely high response rate, and thus represent over 40% (41.3%) of the responses for the green business survey. Their numbers, in the survey universe, however, were much smaller compared to Los Angeles, which, because of its low response rate, represents only 17.4% of the businesses in the green survey. The Riverside-San Bernardino and the Upper San Joaquin regions suffered from both small number in the sample universe and low response rates. These two regions are poorly represented in each of the three surveys. Figure VI.1 shows how regions were represented in the three surveys.

Figure VI.1 Survey Sample by Location

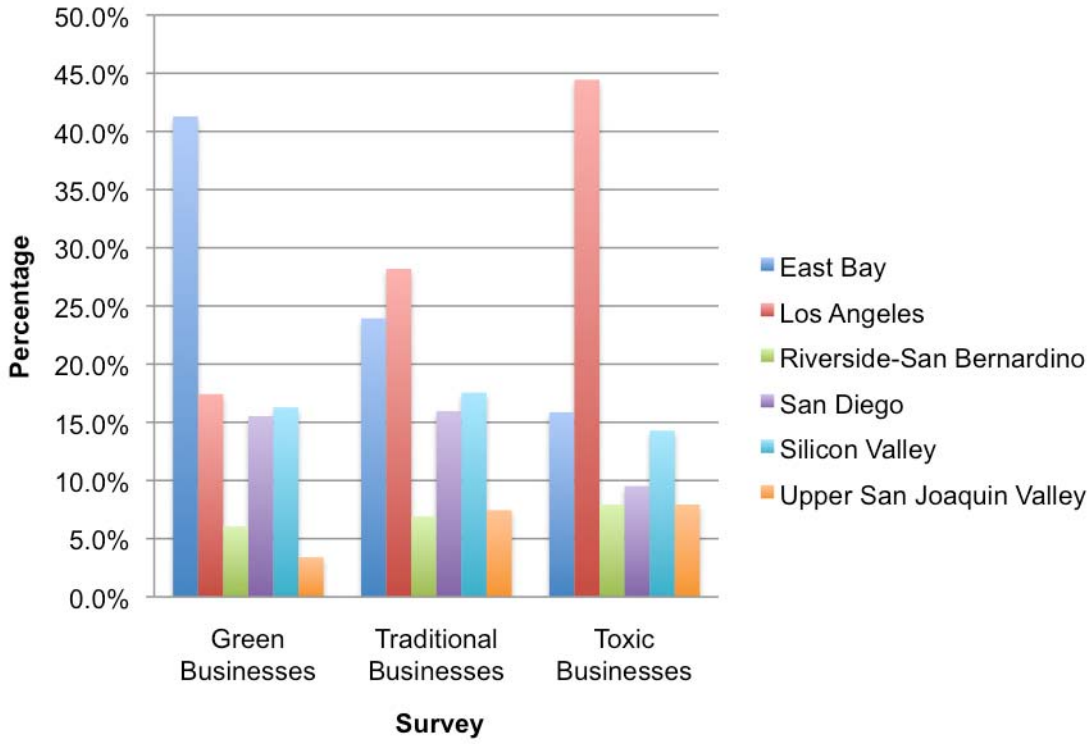
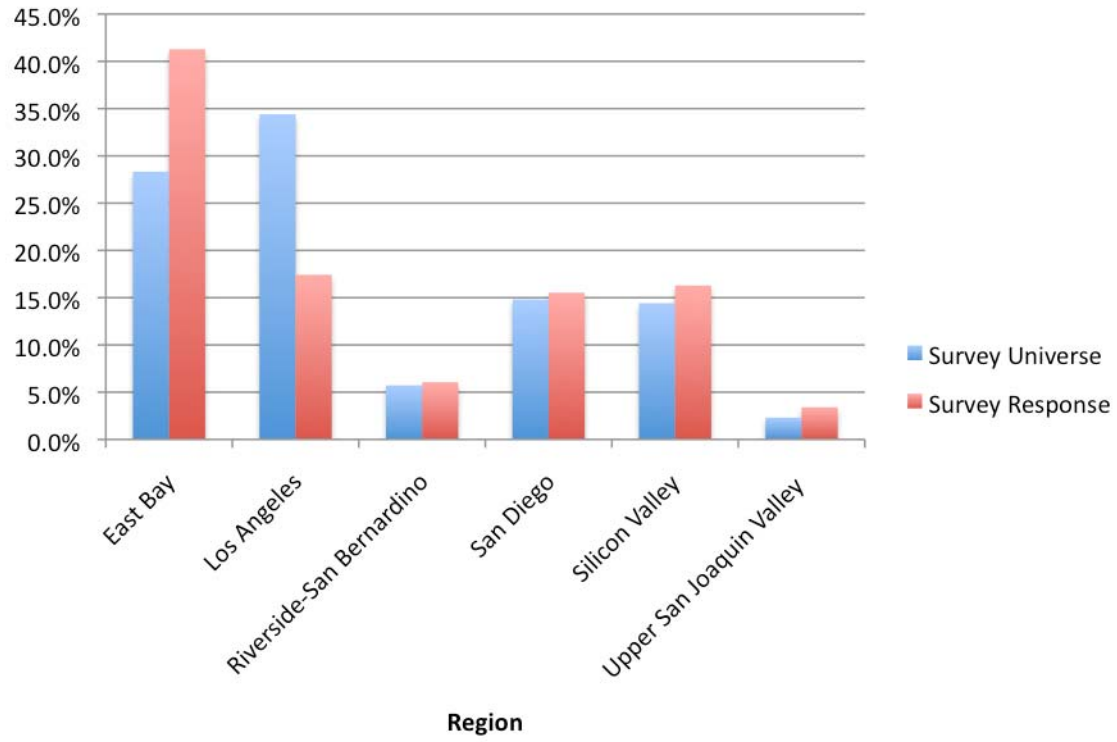


Figure VI.2 shows how the survey response rate compares to the survey universe composition. The East Bay is disproportionately represented, while the Los Angeles region is underrepresented.

Figure VI.2 Green Business Survey Response Rate Compared to Universe by Region

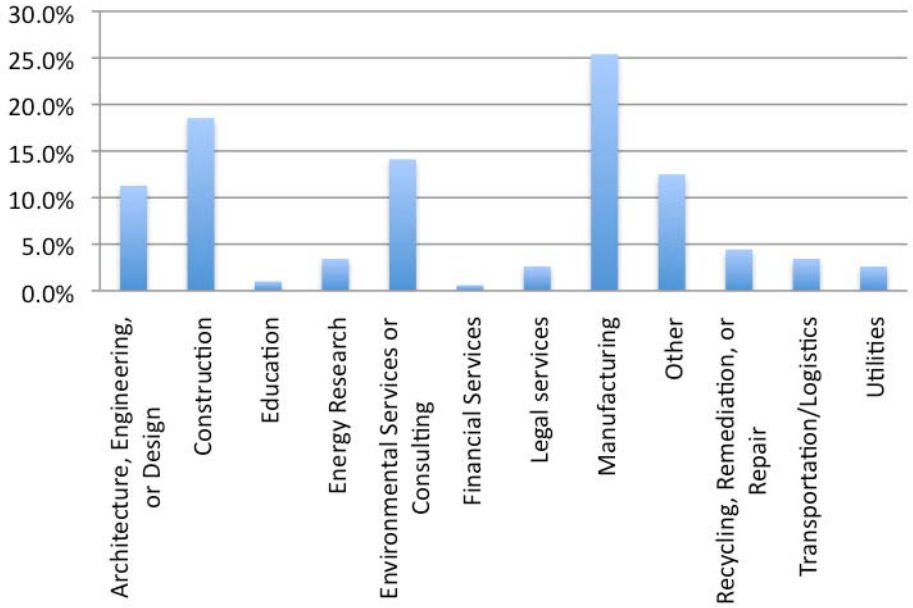


During the survey coding process, there were a number of firms that specified their location as "Other". Some of these firms then identified multiple regions. When possible, these responses were recoded by using either their IP address location, or the location of the office where the email was sent.

Industry

In the beginning of each survey, businesses were asked to identify the industry that they are in. Among the 96.3% of businesses, which answered the question across the three surveys, 25.4% are involved in *Manufacturing*. The second largest industry represented is *Construction* (18.6%) followed by *Environmental Services or Consulting* (14.1%).

Figure VI.3 Industry Representation among all Surveys



With a few notable exceptions, the businesses responding to the green business survey were relatively representative of the larger survey universe. *Construction* is by far the most underrepresented industry in the survey response. While businesses in construction made up almost 35% of the universe sampled, they only represent roughly 21% of the response. Since they were disproportionately sample due to the accuracy of the Build It Green database, this under-representation was not problematic. *Manufacturing* was surprisingly over-represented, as it makes up 11.7% of the survey response (compared with 8.5% of the universe). *Recycling, Remediation and Repair* is also overrepresented as an industry when compared with the sample universe (7.3% compared with 1.3%).

The following tables show the five largest industries in each of the three surveys. Construction (24.9%) was the largest industry represented among green businesses, followed by Environmental Services or Consulting (22.6%) and Architecture and Engineering (16.8%) (Table VI.2). Many of the construction firms in the green businesses survey are engaged in residential construction with an emphasis on green building practices. The architecture, engineering, or design firms represented in the green survey have similar green design focuses.

Table VI.2 Green Survey Response by Primary Industry

	Green	
1	Construction	24.9%
2	Environmental Services or Consulting	22.6%
3	Architecture, Engineering, or Design	16.8%
4	Manufacturing	10.4%
5	Recycling, Remediation, or Repair	7.0%

As expected, the businesses participating in the traditional business survey were less easily grouped by industry. As table VI.3 below shows, the largest category among traditional businesses is *Other* (26.1%). This reflects the diversity of industry mix among the respondents, as many of them did not fit into the expected categories. Businesses in this group range from veterinary hospitals, computer software providers, and public relations firms to restaurants and biotech research companies. Manufacturing is the largest single industry among traditional businesses, representing 23.3% of the respondents. The construction industry (18.2%) among traditional businesses is made up largely of general contractors, painters, and systems installers.

Table VI.3 Traditional Survey Response by Primary Industry

	Traditional	
1	Other	26.1%
2	Manufacturing	23.3%
3	Construction	18.2%
4	Architecture, Engineering, or Design	9.7%
5	Legal services	6.8%

While the green and traditional business surveys reflect a range of industry opinions, manufacturing is by far the dominant industry among toxic businesses (84.9%).

Table VI.4 Toxic Survey Response by Primary Industry

	Toxic	
1	Manufacturing	86.9%
2	Other	4.9%
3	Transportation/Logistics	3.3%
4	Construction	1.6%
5	Architecture, Engineering, or Design & Recycling, Remediation, or Repair	1.6%

In addition to their primary industry, businesses were also given the opportunity to identify a secondary industry, when appropriate. Roughly 35% of businesses identified a secondary industry. In each of the three surveys, the most prevalent response was "*Other"*, indicating that many businesses are involved in an unexpected mix of services. Among both green and traditional businesses, the largest secondary industry category is *Architecture, Engineering or Design*; 19.1% and 22.4% of respondents, respectively. In green businesses, the second largest secondary industry represented is *Recycling, Remediation, or Repair*, 13.6%. For traditional businesses, 18.4% of respondents also participate in *Manufacturing*. Among toxic businesses the most common secondary industry is *Construction*, 19.0%.

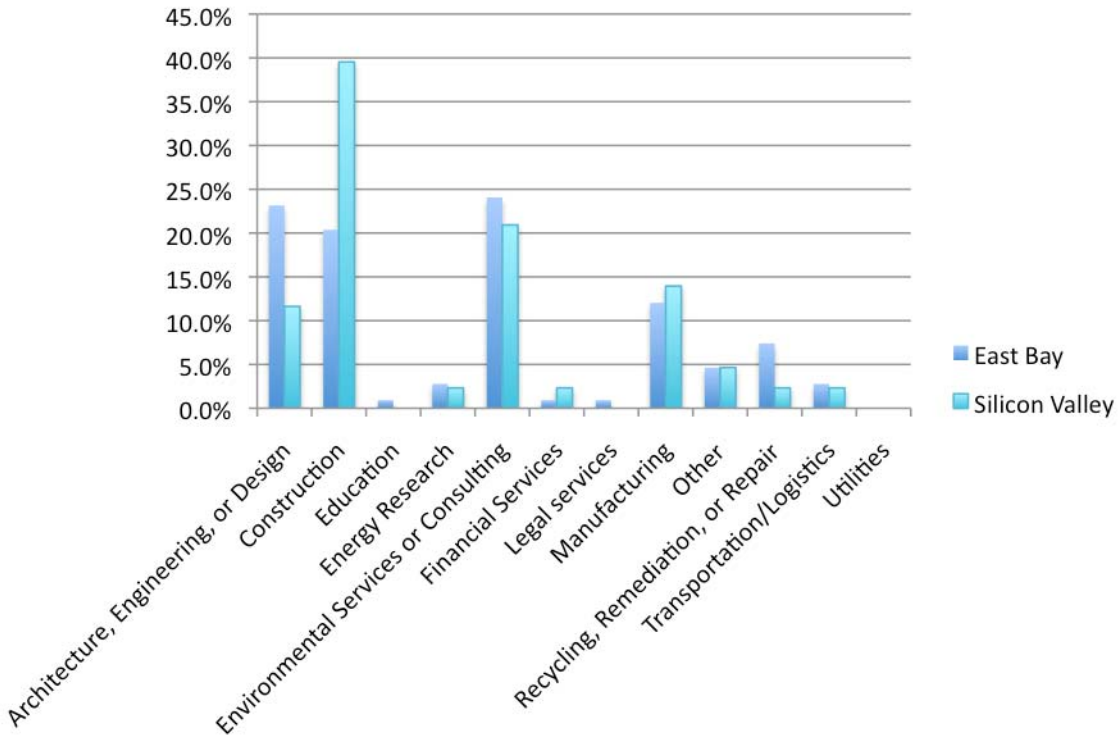
Industry Representation by Region

In the green business survey, there was also quite a bit of variation of industry mix by region. No region had a response for each industry surveyed, and two regions, Riverside-San Bernardino and the Upper San Joaquin Valley had notably few industries represented in their responses.

Figures VI.4 –VI.6 break out industry responses by paired regions.

Making up over 40% of the survey respondents, the East Bay has a relatively large mix of industries. *Environmental Services or Consulting* is the region's largest (24.1%). Unlike the East Bay, *Construction* is the largest industry represented by the survey participants in Silicon Valley (39.5%), followed by *Environmental Services or Consulting* and *Manufacturing* (20.9% and 14.0%, respectively).

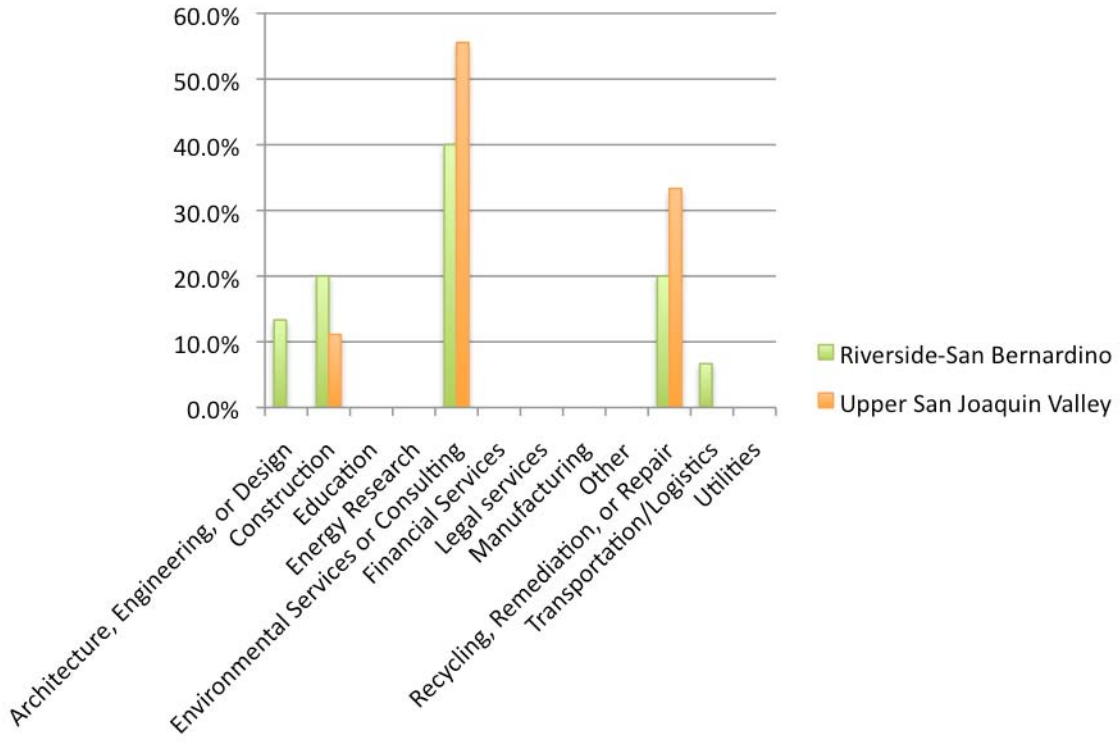
Figure VI.4 East Bay and Silicon Valley Green Survey Response by Industry



The Riverside-San Bernardino region has five of the twelve industries represented (Figure VI.6). Reflective of the green business survey's larger industry mix, the predominant industry among the region's respondents is also *Environmental Services or Consulting* (40.0%). Forty percent of the remaining businesses in the region are in the Construction and Recycling, Remediation, or Repair industries (20.0% each).

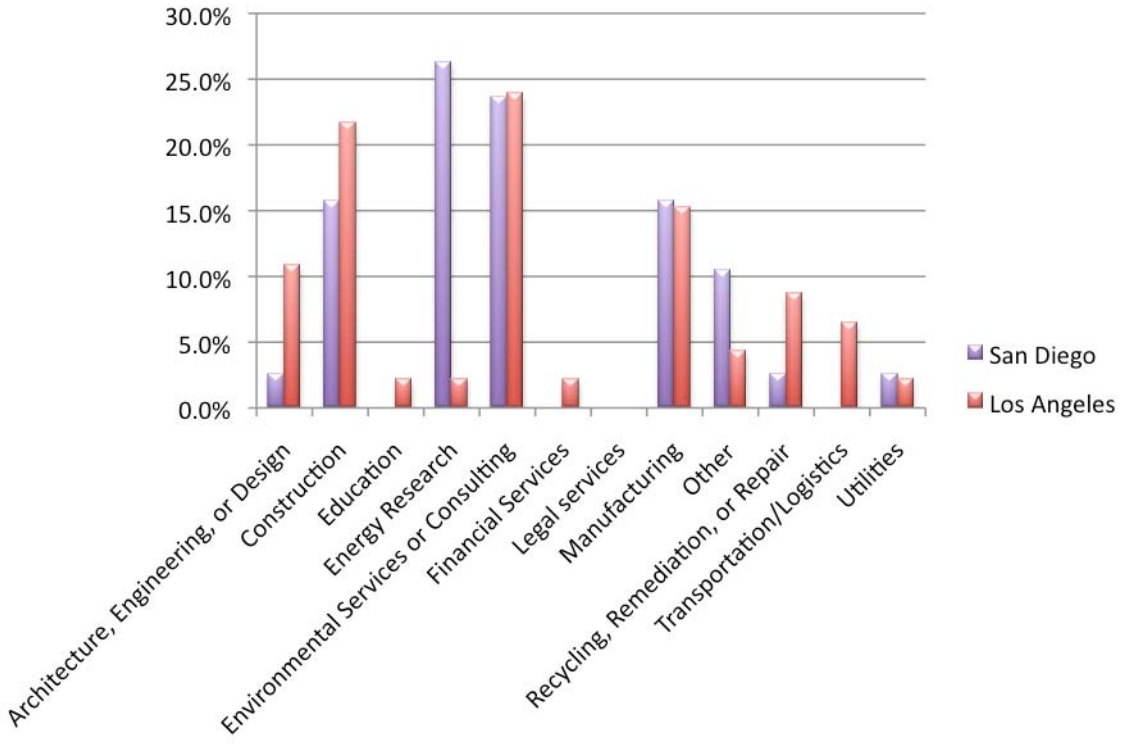
The Upper San Joaquin Valley had only 9 responses for the question, making the industry mix somewhat statistically insignificant, and certainly not representative of the region as a whole. Five of the nine businesses (55.6%), which answered the question, are involved in *Environmental or Consulting Services* as their primary industry (Figure VI.5). The remaining four businesses represent the Recycling, Remediation, or Repair (33.3%) and the *Construction* industry (11.1%).

Figure VI.5 Riverside-San Bernardino and Upper San Joaquin Green Survey Response by Industry



San Diego and Silicon Valley are the two regions, in which *Environmental Services or Consulting* is not the largest industry (Figures VI.4, VI.6). In San Diego, the leading industry among respondents is *Energy Research* (26.3%). Environmental Services or Consulting ranks second among the region's businesses (23.7%). San Diego is also responsible for one of the survey's two utility participants, the other being from Los Angeles. Like the East Bay, Los Angeles has a relatively large mix of industries represented. The largest industry is *Environmental Services or Consulting* (23.9%), with the second largest being construction (21.7%).

Figure VI.6 San Diego and Los Angeles Green Survey Response by Industry



Business Types

Across the three surveys, businesses responded to the question, "What type of firm are you?" Respondents were given the option of selecting either *Stand-alone (one location only), Branch (one location of several),* or *Headquarters (of firm in multiple locations).* For both the green and traditional businesses, participants are overwhelming from *stand-alone* firms (70.9%, 73.4%, see Table VI.6). The majority of toxic businesses, however, are a branch of a larger firm (57.1%). The green business respondents in five of the six regions (the Upper San Joaquin Valley region had no responses for this particular question in the green business survey) have similar percentages in terms of firm type, with *Stand-alone* being the most prevalent, followed by *Headquarter* and then *Branch*.

Table VI.6 Business Type by Survey

	Green Businesses	**Traditional Businesses**	**Toxic Businesses**
Stand-alone	73.9%	73.4%	19.0%
Branch	9.8%	7.4%	57.1%
Headquarters	16.6%	19.1%	23.8%

Firm Age

As might be expected, firm age differs greatly between the three business types. Table 7 clearly shows that toxic business tend to be the oldest, averaging 43.5 years, followed by traditional businesses, 27.5 years and then green businesses, 18.6 years. Because of the nature of the green economy, it is not surprising that the green businesses are the youngest.

Table VI.7 Firm Age by Survey

	Green Businesses	**Traditional Businesses**	**Toxic Businesses**
# of Respondents	338	186	62
Mean	18.6	27.5	43.5
Median	15.0	24.0	38.0
Range	1 to 150	2 to 132	3 to 130

Firm Size

In each survey, businesses were asked to comment on the size of their firm. As Table VI.8 summarizes, firm sizes vary greatly both between and within business types. Toxic businesses appear to be the largest business type, both by mean and median. The average firm size for toxic businesses in the six study regions is 282.2 full-time employees, compared with 85.3 and 26.6 for green and traditional businesses, respectively. While green businesses appear to have larger firm sizes than traditional businesses, this is due in large part to a few, very large outliers. 94.5% of green businesses surveyed have firms with less than 100 full-time employees. Among this bottom 95% of green businesses, the mean firm size is 13.5 employees.

*Table VI.8 Number of Full-time Employees at Survey Location by Survey**

	Green Businesses	**Traditional Businesses**	**Toxic Businesses**
# of Respondents	325	182	63
Mean	85.3	26.6	282.2
Median	7.0	10.5	105.0
Range	1 to 10,000	1 to 200	6 to 4000

*Note: When respondents gave a range of employees, or noted that employment levels were seasonal, the midpoint of the range was used.

For further analysis of the survey results, please see the survey analysis in Chapter 5, as well as the full survey results in Appendix 4.