

**National Science Foundation Environmental Trends Survey
Ci3 Instrument**

CATI ON

C: Interview Protocol for ISO 14001 Study

Q: HELLO1

T:

Hello, may I speak to the person in charge of environmental quality?

1 R on line

CTRL/END R not in - get contact information and set up a call back

I:

Key 1

Q: HELLO2

T:

Hello, this is _____ calling from the University of Oregon Survey Research Laboratory. A professor in the business school has asked us to conduct a 10 minute survey on environmental quality in the United States. This study is funded by the National Science Foundation and is intended to gain an understanding of trends in this field. I want to assure you I am not selling a thing and your answers are completely anonymous and voluntary. Please don't even tell me your name. Do you have any questions about the survey before we begin?

1 NO QUESTIONS OR QUESTIONS ANSWERED

HAS QUESTIONS --> REFER TO FREQUENTLY ASKED QUESTIONS

T14:

Hello, may I speak to _____.

R ON LINE:

Hello, this is _____ calling back from the University of Oregon Survey Research Laboratory to finish a survey we started earlier. Can we begin? (SThank you.)

I:

Key 1

Q: OVER7

T:

I would like to begin with some basic organizational data.

Is your plant more than seven years old?

1 YES

2 NO --> SKIPTO MOOLD

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

SKIPTO MOOLD 2

CMDI SIC "SIC"

CMDI DUN "DD"

CMDI COMP "FirmName"

CMDI PHONE "PhoneNumber"

CMDI ADDR "Address"

CMDI CITY "City"

CMDI ST "State"

CMDI ZIP "Zip"

Q:YROLD

T:

What was the year your plant opened?

NOTE: YEAR SHOULD BE 1993 OR EARLIER

ENTER EXACT YEAR USING FOUR DIGITS

FOR EXAMPLE: 1999

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

GETDATE 18500101 99991231 15 20 YYYY

QAL NOQAL

SKIPTO PRNT

Q:MOOLD

T:

What was the month and year your plant opened?

NOTE: DATE SHOULD BE FEBRUARY 1993 OR LATER

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

GETDATE 19940101 99990229 15 20 MM/YY

Q:PRNT

T:

Do you have a parent company?

- 1 YES
- 2 NO --> SKIPTO PBLC2

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1,2, 7-9

Q:PRNTNAM

T:

What is the name of your parent company?

OPEN ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:PBLC1

T:

Is your company or parent company publicly traded?

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

ALL SKIPTO PROF

I:

Key 1,2, 7-9

SKIPTO PROF

Q:PBLC2

T:

Is your company publicly traded?

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1,2, 7-9

Q:NATION

T:
What is the nationality of your company or parent company"

OPEN ENDED

TYPE EXACT RESPONSE BELOW

I:
opn 13 5 22 60 m n

Q:PROF

T:
Does profit responsibility for operations lie with the plant manager?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1,2, 7-9

Q:EMPNUM0

T:
In order to understand change over time, we would like an estimate of the number of employees at your plant for the last several years. How many manufacturing employees do you anticipate your plant will employ this year?

PROBE: Please try to project how many manufacturing jobs there will be at your plant for the year 2000.

ENTER EXACT NUMBER BELOW

9996 96 OR MORE

9997 REFUSED
9998 DON'T KNOW
9999 NO ANSWER

I:
num 1 9999 3 0 20 10

Q:EMPNUM9

T:
How many manufacturing employees did your plant employ in 1999?

PROBE: Please try to estimate how many people were in manufacturing

jobs in 1999.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1999 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10

IF (ANS = 9995) SKIPTO INPAR

Q:EMPNUM8

T:

How many manufacturing employees did your plant employ in 1998?

PROBE: Please try to estimate how many people were in manufacturing jobs in 1998.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1998 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10

IF (ANS = 9995) SKIPTO INPAR

Q:EMPNUM7

T:

How many manufacturing employees did your plant employ in 1997?

PROBE: Please try to estimate how many people were in manufacturing jobs in 1997.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1997 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10
IF (ANS = 9995) SKIPTO INPAR

Q:EMPNUM6

T:

How many manufacturing employees did your plant employ in 1996?

PROBE: Please try to estimate how many people were in manufacturing jobs in 1996.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1997 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10
IF (ANS = 9995) SKIPTO INPAR

Q:EMPNUM5

T:

How many manufacturing employees did your plant employ in 1995?

PROBE: Please try to estimate how many people were in manufacturing jobs in 1995.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1995 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10
IF (ANS = 9995) SKIPTO INPAR

Q:EMPNUM4

T:

How many manufacturing employees did your plant employ in 1994?

PROBE: Please try to estimate how many people were in manufacturing jobs in 1994.

ENTER EXACT NUMBER BELOW

9995 PLANT WAS NOT IN OPERATION IN 1994 --> SKIPTO INPAR

9996 96 OR MORE

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

num 1 9999 4 0 20 10

IF PRNT = 2 SKIPTO OUTFOR

Q:INPAR

T:

Now I would like to ask some questions about your facility's overall operations.

Approximately what percentage of your facility's raw material and parts was supplied by your parent and affiliates?

ENTER EXACT NUMBER

997 REFUSED

998 DON'T KNOW

999 NO ANSWER

I:

num 1 999 2 0 20 10

Q:OUTPAR

T:

What percentage of your facility's production was used by your parent and affiliates?

PROBE: What percent of the dollar amount of production was used by your parent and affiliates?

ENTER EXACT NUMBER

997 REFUSED

998 DON'T KNOW

999 NO ANSWER

I:

num 1 999 2 0 20 10

Q:OUTFOR

T:

What percentage of your facility's production was destined for foreign markets?

PROBE: What percent of the dollar amount of production was destined for foreign markets?

ENTER EXACT NUMBER

997 REFUSED

998 DON'T KNOW

999 NO ANSWER

I:

num 1 999 2 0 20 10

Q:TRY

T:

Now I'm going to read you a number of statements. Using a scale of 1 to 5, with 1 being strong disagreement and 5 being strong agreement, indicate how strongly you agree or disagree.

Relative to our major competitors that manufacture in the U. S., we focus on being the first in the industry to try new methods and technologies.

PROBE: Using a scale of 1 to 5, with 1 representing strongly disagree, and 5 representing strongly agree, how strongly do you agree or disagree?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:USE

T:

Relative to our major competitors that manufacture in the U. S., we focus on using the latest technology in production.

PROBE: Using a scale of 1 to 5, with 1 representing strongly disagree, and 5 representing strongly agree, how strongly do you agree or disagree?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:INVEST

T:

Relative to our major competitors that manufacture in the U. S., we focus on capital investment in new equipment and machinery.

PROBE: Using a scale of 1 to 5, with 1 representing strongly disagree, and 5 representing strongly agree, how strongly do you agree or disagree?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:PROD

T:

Relative to our major competitors that manufacture in the U. S., we have been a leader in introduction of ** product ** innovations over the last three years.

PROBE: Using a scale of 1 to 5, with 1 representing strongly disagree, and 5 representing strongly agree, how strongly do you agree or disagree?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:PROC

T:

Relative to our major competitors that manufacture in the U. S., we have been a leader in introduction of ** process ** innovations over the last three years.

PROBE: Using a scale of 1 to 5, with 1 representing strongly disagree, and 5 representing strongly agree, how strongly do you agree or disagree?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO9

T:

Have you obtained ISO 9000 registration?

1 YES

2 NO --> SKIPTO ENVMAN1

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:ISO92

T:

In what month and year did you obtain ISO 9000 registration?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

GETDATE 19940101 99990229 15 20 MM/YY

Q:ENVMAN1

T:

Has your plant adopted a formal environmental management system?

1 YES

2 NO --> SKIPTO MGRPERF

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:ENVMAN2

T:

In what month and year was your environmental management system finalized?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED

9998 DON'T KNOW
9999 NO ANSWER

I:
GETDATE 19940101 99990229 15 20 MM/YY

Q:EQUIP

T:
Again using a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, please tell us how well each of the following statements describes the management of important operating and strategic issues at your facility.

Environmental quality managers are included in discussions about the choice of equipment to be installed at the facility.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:DESIGN

T:
Environmental quality managers are included in discussions about fundamental design issues impacting the facility.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:PROCESS

T:

Environmental quality managers are included in discussions about potential process modifications.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ALLOC

T:

Environmental quality managers are included in discussions about the general allocation of resources available at the facility.

NOTE:THIS INCLUDES ALL ISSUES, NOT JUST ENVIRONMENTAL

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:COMP1

T:

Environmental quality managers are included in discussions about how the facility can best respond to ongoing competitive issues.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

1 STRONGLY DISAGREE

2

- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:COMP2

T:
Environmental quality managers are included in discussions of long-term competitive plans for the facility.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the management of your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:REPORT

T:
Now I would like to ask you a series of questions about basic environmental policies at your facility

Does the top environmental officer at the plant report to the plant manager?

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1,2, 7-9

Q:ENVPERF

T:
Is part of the salary or other compensation of the plant's environmental quality manager explicitly tied to environmental performance?

- 1 YES

2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1,2, 7-9

Q:MGRPERF

T:

Is part of the salary or other compensation of the plant's manager explicitly tied to environmental performance?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1,2, 7-9

Q:3350

T:

Does your plant participate in the EPA 33/50 Program?

1 YES
2 NO --> SKIPTO CLEANER

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:

Key 1,2, 7-9

Q:3350DATE

T:

In what year and month did your facility join the 33/50 Program?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED
9998 DON'T KNOW
9999 NO ANSWER

I:

GETDATE 19940101 99990229 15 20 MM/YY

Q:CLEANER

T:

Again using a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, please respond to these statements.

We implement new, cleaner processes at this facility.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well do you agree that this statement describes the environmental policies at your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:MOD

T:
We modify existing processes at this facility to make them cleaner.

PROBE: On a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, how well does this statement describe the environmental policies at your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:PROC

T:
We utilize in-process recycling and recovery at this facility.

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO141

T:
Now I would like to ask a few questions about the ISO 14001 environmental standards and your views on these standards.

Do you currently have ISO 14001 registration?

- 1 YES
- 2 NO --> SKIPTO ISO143
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1,2, 7-9
SKIPTO ISO143 2

Q:ISO142

T:
In what month and year did you receive that registration?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

- 9997 REFUSED
- 9998 DON'T KNOW
- 9999 NO ANSWER

I:
GETDATE 19940101 99990229 15 20 MM/YY
SKIPTO ISO144

Q:ISO143

T:
Are you in the process of ISO 14001 registration?

- 1 YES
- 2 NO --> SKIPTO ISO1420
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1,2, 7-9
SKIPTO ISO14001 2

Q:ISO144

T:

Once again using a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, please rate the following reasons for adopting the ISO 14001 standards.

Pressure or expected pressure from key customers led to adoption.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO145

T:

Pressure or expected pressure from regulators led to adoption of ISO 14001 standards.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO146

T:

Even though there may be no tangible benefits, registration demonstrates that we are in step with beliefs in the industry.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO147

T:

We expect tangible environmental benefits in complying with regulations.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO147

T:

We expect tangible environmental benefits, in both complying with regulations and exceeding them.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO148

T:

We expect tangible economic benefits.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE

- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO148a

T:
We expect tangible competitive advantages.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO149

T:
Registration indicates conformance with industry norms and not necessarily ecological or economic value-added.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9
IF PRNT = 2 SKIPTO ISO1411

Q:ISO1410

T:

Our parent directed us to seek registration.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1411

T:

We expect that ISO 14001 will become a standard in our industry.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1412

T:

ISO 14001 registration will assist us in entering foreign markets.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1413

T:
ISO 14001 registration will reduce environmental risk.

PROBE: How strongly do you agree or disagree that this was a reason for adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1414

T:
On the same scale of 1 - 5, please respond to how the following statements describe the implementation of ISO 14001 at your facility:

Managers from departments other than environmental quality received written materials about ISO 14001 implementation.

PROBE: How strongly do you agree or disagree that this statement describes the implementation of ISO14001 at your facility?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1415

T:
Managers from departments other than environmental quality attended meetings on ISO 14001 implementation.

PROBE: How strongly do you agree or disagree that this statement describes the implementation of ISO14001 at your facility?

- 1 STRONGLY DISAGREE

- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1416

T:
Manufacturing employees (other than management) from departments other than environmental quality received written materials about ISO 14001 implementation.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1417

T:
Manufacturing employees (other than management) from departments other than environmental quality attended meetings on ISO 14001 implementation.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1418

T:
Please estimate for us the time, in months, from decision to proceed with (ISO 14001 registration) to receiving registration.

ENTER EXACT NUMBER

96 96 OR MORE

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

num 1 99 2 0 20 10

Q:ISO1419

T:

Please estimate the person-months associated with achieving registration.

ENTER EXACT NUMBER

996 96 OR MORE

997 REFUSED

998 DON'T KNOW

999 NO ANSWER

I:

num 1 999 2 0 20 10

SKIPTO ISO1430

Q:ISO1420

T:

Once again using a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement, please rate the following reasons for not adopting the ISO 14001 standards.

We are waiting until ISO 14001 registration becomes a standard in the industry.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1421

T:

We did not see the economic benefits from registration.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1422

T:
No customer has required us to be certified yet.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1423

T:
Our current system provides the benefits of registration without the costs.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1424

T:

We are concerned about sensitive information entering the public domain.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1425

T:

We feel that registration does not provide true environmental benefits.

PROBE: How strongly do you agree or disagree that this is a reason for not adopting ISO 14001 standards?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1427

T:

Have you reached another standard?

1 YES

2 NO --> SKIPTO ISO1430

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

SKIPTO ISO1430 2

Q:ISO1428

T:

What standard was that?

OPEN ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:ISO1429

T:

In what month and year did you achieve that standard?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

GETDATE 19940101 99990229 15 20 MM/YY

Q:ISO1430

T:

Are you persuing another standard?

1 YES

2 NO --> SKIPTO ISO1433

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

SKIPTO ISO1433 2

Q:ISO1431

T:

What standard is that?

OPEN ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:ISO1432

T:

In what month and year do you expect to achieve that standard?

ENTER MONTH AND YEAR IN TWO DIGIT FORMAT:

FOR EXAMPLE: 01/96

9997 REFUSED

9998 DON'T KNOW

9999 NO ANSWER

I:

GETDATE 19940101 99990229 15 20 MM/YY

Q:ISO1433

T:

This is the final section of our survey. Here, I will provide a series of statements about how ****your industry**** views ISO 14001. I would like you to answer the following questions based on your knowledge of ISO 14001 through meetings with industry colleagues, industry media reports, and other information available to you. Once again, please use a scale of 1 - 5, with one indicating strong disagreement and five indicating strong agreement.

Customers view ISO 14001 registration as a best practice.

PROBE: How strongly do you agree or disagree with this statement?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1434

T:

Customers believe that a facility is an environmental leader if it acquires ISO 14001 registration.

PROBE: How strongly do you agree or disagree with this statement?

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1435

T:

Non-registered facilities may lose business to competitors that are registered.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO 1436

T:

ISO 14001 registration is a factor in customer purchasing decisions.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1437

T:

Regulators are pleased when facilities undergo ISO 14001 registration.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1438

T:
Regulators view ISO 14001 registration as a best practice.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1439

T:
Regulators will provide incentives for facilities to undergo ISO 14001 registration.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1440

T:
If a facility is registered, regulatory relations will improve.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3

4
5 STRONGLY AGREE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1441

T:
ISO 14001 registration is portrayed positively in the business press.

PROBE: How strongly do you agree or disagree with this statement?

1 STRONGLY DISAGREE
2
3
4
5 STRONGLY AGREE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1442

T:
A facility may get "good press" for undergoing ISO 14001 registration.

PROBE: How strongly do you agree or disagree with this statement?

1 STRONGLY DISAGREE
2
3
4
5 STRONGLY AGREE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1443

T:
The prevalence of ISO 14001 registration in this industry is increasing.

PROBE: How strongly do you agree or disagree with this statement?

1 STRONGLY DISAGREE
2

- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1444

T:
ISO 14001 is becoming the standard in this industry.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1445

T:
As others in its industry register, an unregistered facility will be more likely to register.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1446

T:
As more and more facilities undergo ISO 14001 registration, those facilities that haven't yet registered will feel pressure to register.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1447

T:
ISO 14001 registration will help a facility sell its products in some foreign countries.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1448

T:
Trade barriers may confront products from non-ISO 14001 facilities.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:
Key 1-5, 7-9

Q:ISO1449

T:
ISO1446Facilities experience real environmental improvement via ISO 14001 registration.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1450

T:

ISO 14001 registration assists facilities in improving environmental performance.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ISO1451

T:

ISO 14001 registration represents a good environmental investment for a facility.

PROBE: How strongly do you agree or disagree with this statement?

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:ENDING

T:

That is the end of the survey. Is there anything you want to add?

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:INTCOM

T:

On behalf of the business school here at the University of Oregon and the National Science Foundation, thank you.

INTERVIEWER ADD RELEVANT COMMENTS

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:INTID

T:

ENTER YOUR INTERVIEWER ID NUMBER

GOOD JOB!

I:

num 1 600 3 0 20 10

CPL

DISPOS = 26

ENDQUEST

Q:NOQAL

T:

There should be no noqals in the sample. If so, code appropriately.

I:

key

DISPOS = 22