

# FPPA Sustainability Survey



# Does your company have a written definition of sustainability?

- Response Percent
  - Yes: 26.1%
  - No: 73.9%

# How important is sustainability to your business?

1. (Not Important) 10.5%
2. 5.3%
3. (Somewhat Important) 36.8%
4. 15.8%
5. (Extremely Important) 31.6%

## How important is sustainability to your customers?

- |    |                       |       |
|----|-----------------------|-------|
| 1. | (Not Important)       | 0.0%  |
| 2. | 5.3%                  |       |
| 3. | (Somewhat Important)  | 57.9% |
| 4. | 15.8%                 |       |
| 5. | (Extremely Important) | 21.1% |

# Is it worthwhile to your business to pursue the issue of sustainability?

- Response Percent:
  - Yes: 84.2%
  - No: 15.8%

## If yes, why?

- Meet customers expectations: 56.3%
- We believe it's the right thing to do: 68.8%
- Expect financial returns: 25.0%
- Influenced by legislation: 6.3%

## If no, why not?

- Customers have few expectations: 33.3%
- We're not convinced it's necessary: 0.0%
- Too costly: 33.3%
- No overall business benefit expected: 66.7%

# Are your customers talking with you about sustainability?

- Response Percent:
  - Yes: 55.6%
  - No: 44.4%



## Do you expect that your business will benefit financially from sustainability?

- Not at all: 16.7%
- Somewhat: 72.2%
- Significantly: 11.1%