



**Cox Conserves**

CELEBRATING 10 YEARS



**#CoxConservesSMB**

# 2017 COX CONSERVES SUSTAINABILITY SURVEY

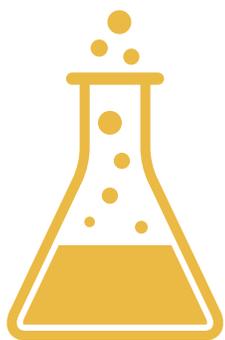
## PARIS IS A GOOD IDEA

A majority of respondents (72%) think the U.S. should participate in the Paris Climate Agreement.



## NO CONFIDENCE IN THE CAPITAL

More than half of respondents (63%) feel somewhat worse or much worse about U.S. sustainability since January 2017, while 24% feel about the same and 12% feel somewhat or much better



## WHERE PHYSICS MEETS ENVIRONMENTAL POLICY

Respondents were asked which fictional character they would trust to run the EPA. The majority chose Sheldon Cooper of Big Bang Theory, while Scandal's Olivia Pope ranked last.

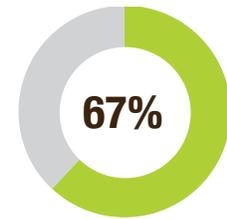
## COMMITTED TO GREEN

More than half of respondents (52%) say their companies are either committed or very committed to increasing their sustainable business activities. Only seven percent are not committed to this effort.

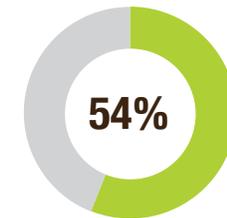


## SUSTAINABILITY PRACTICES AT WORK

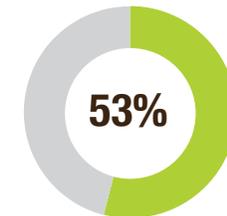
The good news is, only 12% of small business owners are NOT practicing any sustainable business activities. Most are participating in several sustainable business practices with:



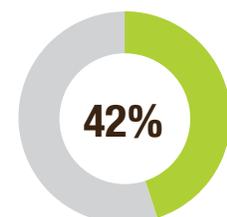
Using supplies and materials more efficiently



Using energy-efficient lighting systems and equipment



Offering recycling programs



Offering paperless billing

# A STUDY AMONG SMALL & MEDIUM BUSINESSES (SMBs)

## MORE TO LEARN ABOUT SUSTAINABILITY

Only one out of 10 small business owners considered themselves to be very knowledgeable about sustainable business activities. While most (51%) define themselves as slightly knowledgeable about these practices.



## ROOM TO LEARN

SMBs identified several areas where they need more sustainability education and guidance:



- 60%** Reducing energy consumption and water usage
- 51%** Understanding what government incentives are available
- 34%** Waste disposal
- 30%** Creating a corporate sustainability policy

## WE ARE SATISFIED

Almost 40% of respondents are satisfied with their company's current level of sustainable business activities and 33% are neither satisfied or dissatisfied.



**17%**

Dissatisfied or Very Dissatisfied



**33%**

Neither Satisfied nor Dissatisfied



**37%**

Satisfied



**14%**

Very Satisfied

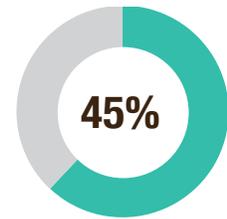
## PRICE AND OTHER PRIORITIES IMPEDE EFFORTS

32% of respondents answered other priorities rank above sustainability initiatives to a great extent or very great extent. 31% reported unwillingness to pay additional costs impedes their companies' sustainability initiatives to a great extent or very great extent.

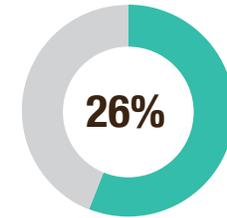


## LIGHT AT THE END OF THE TUNNEL

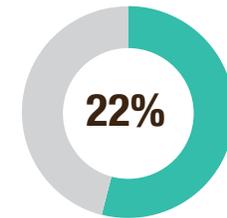
Respondents were asked which song title best describes their outlook on the future of U.S. sustainability and the majority (45%) chose We Can Work It Out by the Beatles.



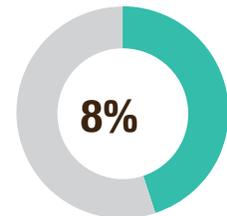
We Can Work it Out (The Beatles)



Sugar, We're Going Down (Fall Out Boy)



Where Is the Love (Black Eyed Peas)



Feeling Good (Sammy Davis Jr)



## ABOUT THE 2017 COX CONSERVES SUSTAINABILITY SURVEY

The Cox Conserves Sustainability Survey, commissioned by Cox Enterprises, is a national study that examines sustainability perceptions of leaders at small and medium-sized businesses (SMBs). The 2017 Survey was conducted in August among a national sample of 509 decision-makers of businesses with less than 1,000 employees. The Survey is part of Cox Enterprises' larger commitment to conservation and ongoing desire to further sustainable business practices. Cox Conserves, the company's national sustainability program, is celebrating its 10th anniversary.

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## ABOUT COX ENTERPRISES

Cox Enterprises is a leading communications, media and automotive services company. With revenues of \$20 billion and approximately 60,000 employees, the company's major operating subsidiaries include Cox Communications, Cox Automotive and Cox Media Group. The company's major national brands include Autotrader, Kelley Blue Book and Manheim. Cox Enterprises has hundreds of thousands of SMB customers and suppliers across its companies, including more than 300,000 at Cox Business.

