



## PRESS RELEASE

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### **New National Survey: Half of US Companies Going Green but US Workers Cynical About Their Motivation**

*14<sup>th</sup> Annual “Attitudes in the American Workplace” Poll, Conducted by Zogby International for The Marlin Company, Reflects US Worker Doubt -- Only 17 % of Companies Said to Go Green for Social Responsibility*

**WALLINGFORD, CT, August 14, 2008** – Despite widespread publicity about the ‘greening’ of corporate America, barely half (50.8%) of American workers say their company has a significant initiative such as carpooling and recycling. Most US workers report being cynical about their employer’s motivation for going green, according to new research released today by The Marlin Company, The Workplace Communications Experts™.

The Marlin Company’s 14<sup>th</sup> Annual American Workplace Poll was conducted in May 2008 by Zogby International, which surveyed 755 US workers.

Asked why they think companies go green, nearly one-fourth (24.1%) said companies went green to save money; 22% said they did it to garner positive publicity and 14.1% said they did it to be politically correct. Only 17.4% cited social responsibility as the motivation, while 12.9% said that companies were going green as a way to counteract rising energy prices.

Moreover, most workers said their employer lagged behind themselves in going green. When asked, “Who’s greener, you or your company?”, more than 60% (63.4%) of workers said that they were greener. And more than three-fourths (77.7%) of US workers said it was important for them to have an employer that was going green in a significant way.

“Companies need to do more than talk about green initiatives,” said Frank Kenna III, CEO and President of The Marlin Company. “It takes more than high-profile ads to make it happen. It’s really about making a commitment to changing behavior—both in the workplace and our private lives. Employees need to see that their company is serious about it. That means concrete actions such as in-house programs for saving energy and recycling, promoting car-pooling and public transportation, 4-day work weeks and educating employees on home- energy conservation.

“Being green is an important part of many employees’ lives and companies do a disservice to themselves and their employees by not acknowledging that,” said Kenna. “Workers easily see through hypocrisy and lip service, and that certainly applies to green programs, too.”

For complete survey results on Green in the workplace, please see ([marlin results](#)).

### **Survey Methodology**

Zogby International was commissioned by the Marlin Company to complete a nationwide telephone survey of employed adults from May 12, 2008 thru May 14, 2008. The target sample was 755 interviews with approximately 43 questions. Samples were randomly drawn from telephone CDs of a national listed sample. The selection probabilities were proportionate to population size within area codes and exchanges. The results of the survey were calculated by using American Association for Public Opinion Research (AAPOR) approved methodologies; comparable to other professional public opinion surveys conducted using similar sampling strategies. Weighting by education, age, race and gender is used to adjust for non-response. The margin of error is +/- 3.6 percentage points. Margins of error are higher in sub-groups.

### **About The Marlin Company**

For more than 90 years, The Marlin Company has been the Workplace Communication Experts™, helping companies improve employee morale, productivity and performance through the innovative use of workplace posters and electronic message boards. Its corporate posters and electronic display systems, which contain content customized by market, are helping companies of all sizes address workplace issues, such as safety, stress management, health/wellness, communication with employees and dozens of other topics including workplace morale and customer service. Through its many years of experience, The Marlin Company has developed a strong database of, and experience in, issues affecting the workplace. It routinely surveys thousands of clients to determine their current issues, works with industry experts across North America, and conducts national polling. Since 1995, it has conducted its annual "Attitudes in the American Workplace" poll. For more information, please see [www.themarlincompany.com](http://www.themarlincompany.com).