



INDIANA UNIVERSITY

CENTER FOR SURVEY RESEARCH

2020 Indiana University Sustainability Culture and Literacy Survey

Methodology Report April 2020

This technical report was prepared by the Indiana University Center for Survey Research. The Indiana University – Bloomington Office of Sustainability (IUOS) contracted with the Center for Survey Research to administer this survey during the spring of 2020. For more information about this study, please contact the Center for Survey Research at csr@indiana.edu.

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1 Summary Overview

The Indiana University – Bloomington Office of Sustainability (IUOS) contracted with the Center for Survey Research (CSR) to conduct a survey assessing the knowledge of sustainability-related issues and sustainability behaviors across eight Indiana University campuses. IUOS intends to use the findings of the survey to drive future sustainability projects across campuses.

The 2020 Indiana University Sustainability Culture and Literacy Survey online survey was administered as a web survey distributed via email from February 3, 2020 through March 9, 2020 to a sample list comprised of 25,141 Indiana University students from eight campuses: Bloomington (IUB), East (IUE), Kokomo (IUK), Northwest (IUN), Purdue University – Columbus (IUPUC), Purdue University – Indianapolis (IUPUI), South Bend (IUSB), Southeast (IUS). The sample lists were provided by the Indiana University Survey Approval Committee, the IUPUI Survey Approval Committee, and the University Institutional Research and Reporting (UIRR). A total of 4,206 individuals participated in the web survey over a field period of approximately five weeks; the overall response rate was 16.8%. Most respondents took less than 10 minutes to complete the survey, with the average duration being approximately 9.7 minutes (9 mins and 44 secs), excluding outliers.

Details regarding survey administration methods and protocols follow.

2 Data Collection Methodology

2.1 Sample Design

The target population for the 2020 Indiana University Sustainability Culture and Literacy Survey consisted of all undergraduate and graduate students across eight campuses enrolled during the spring of 2020. The sample selection criteria varied by campus, though all criteria included the removal of individuals with Family Educational Rights and Privacy Act (FERPA) restrictions. The IUB sample was comprised of a random sample of 30% of the enrolled graduate and undergraduate students as of January 16, 2020. The IUPUI sample included a random selection of 20% of the enrolled graduate and undergraduate students as of January 24, 2020. The IUPUC sample included a random selection of 40% of the enrolled undergraduate and graduate students as of January 24, 2020. Finally, the remaining regional campus (IUE, IUK, IUN, IUSB, and IUS) sample consisted of 40% of the de-duplicated¹ enrolled undergraduate and graduate students as of January 23, 2020. Samples from each campus were proportionately stratified by gender and school. The total sample list consisted of 25,195 students. The variables in the list included first name, last name, email address, academic standing (Freshman, First year, Masters etc.), affiliated school/department/unit, academic plan (major), gender, ethnicity, age, and full-time/part-time status. Upon receipt, the list was stored in secure databases created and maintained by CSR.

The sample list was checked for missing information (e.g. ethnicity, full-time/part-time status, academic plan) that was classified as “Not provided” for the respective record. The list was then checked and corrected for clerical errors. Fifty records with missing email addresses and four duplicates were excluded rendering a final sample of 25,141. After data collection ended, 84 students under the age of 18 were removed from the sample (age was appended after the original sample was requested), thus yielding a final eligible sample of 25,057 students.

See Table 1a for Sample counts by campus from the sample list.

See Table 1b for Sample counts by campus from the final eligible sample.

¹ Students were de-duplicated by placing priority to the regional campus (IUE, IUK, IUN, IUS) that grants the majority of the student’s credit hours.

Table 1a. Sample Counts by Campus from the Sample List for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	n	Percent of Sample
IUB	12,300	48.8%
IUE	1,282	5.1%
IUK	1,146	4.5%
IUN	1,394	5.5%
IUPUC	487	1.9%
IUPUI	5,000	19.8%
IUS	1,748	6.9%
IUSB	1,838	7.3%
Total	25,195	100.0%

Table 1b. Sample Counts by Campus from the Final Eligible Sample for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	n	Percent of Sample
IUB	12,250	48.9%
IUE	1,274	5.1%
IUK	1,106	4.4%
IUN	1,376	5.5%
IUPUC	487	1.9%
IUPUI	4,998	19.9%
IUS	1,740	6.9%
IUSB	1,826	7.3%
Total	25,057	100.0%

Final eligible sample distributions are shown in Tables 1c–1k.

Please note that for the sample demographics distribution tables 1c-1k, to help guarantee subject anonymity, ethnicity categories with more than one but less than ten records were combined and reclassified as 'Deidentified.' Ethnicity categories in the following tables with n=0 may in reality have an n anywhere between zero and nine.

Table 1c. All Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
All Campuses	Gender	Female	13,968	55.7%
		Male	11,089	44.3%
		Total	25,057	100.0%
	Ethnicity	American Indian/Alaska Native	28	0.1%
		Asian	1,145	4.6%
		Black/African American	1,552	6.2%
		Hispanic/Latino	1,951	7.8%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	1,989	7.9%
		Two or More Races	950	3.8%
		White	16,562	66.1%
		Deidentified	14	0.1%
		Not provided	866	3.5%
	Total	25,057	100.0%	
	Age (years)	Age < 20	5,995	23.9%
		20 ≤ Age < 25	11,886	47.4%
		25 ≤ Age < 30	3,165	12.6%
		30 ≤ Age < 35	1,670	6.7%
		Age ≥ 35	2,341	9.3%
Total		25,057	100.0%	
Full-Time/Part-Time Status	Enrolled Full-Time	19,118	76.3%	
	Enrolled Half-Time	127	0.5%	
	Three Quarter Time	991	4.0%	
	Enrolled Part-Time	3,739	14.9%	
	Less than Half-Time	321	1.3%	
	Non-Degree	39	0.2%	
	Not provided	722	2.9%	
Total	25,057	100%		
Academic Standing	Undergraduate*	18,959	75.7%	
	Graduate**	5,838	23.3%	
	Other***	260	1.0%	
Total	25,057	100%		

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1d. Indiana University Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUB	Gender	Female	6,027	49.2%
		Male	6,223	50.8%
		Total	12,250	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	704	5.7%
		Black/African American	496	4.0%
		Hispanic/Latino	755	6.2%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	1,528	12.5%
		Two or More Races	426	3.5%
		White	7,627	62.3%
		Deidentified	7	0.1%
		Not provided	707	5.8%
	Total	12,250	100.0%	
	Age (years)	Age < 20	3,208	26.2%
		20 ≤ Age < 25	6,142	50.1%
		25 ≤ Age < 30	1,385	11.3%
		30 ≤ Age < 35	766	6.3%
		Age ≥ 35	749	6.1%
Total	12,250	100.0%		
Full-Time/Part-Time Status	Enrolled Full-Time	10,006	81.7%	
	Enrolled Half-Time	127	1.0%	
	Three Quarter Time	991	8.1%	
	Enrolled Part-Time	45	0.4%	
	Less than Half-Time	321	2.6%	
	Non-Degree	39	0.3%	
	Not provided	721	5.9%	
Total	12,250	100%		
Academic Standing	Undergraduate*	8,500	69.4%	
	Graduate**	3,749	30.6%	

	Other***	1	<0.1%
	Total	12,250	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1e. IUE Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUE	Gender	Female	812	63.7%
		Male	462	36.3%
		Total	1,274	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	14	1.1%
		Black/African American	76	6.0%
		Hispanic/Latino	61	4.8%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	26	2.0%
		Two or More Races	43	3.4%
		White	983	77.2%
		Deidentified	4	0.3%
		Not provided	67	5.3%
	Total	1,274	100.0%	
	Age (years)	Age < 20	225	17.7%
		20 ≤ Age < 25	463	36.3%
		25 ≤ Age < 30	173	13.6%
		30 ≤ Age < 35	124	9.7%
		Age ≥ 35	289	22.7%
		Total	1,274	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	724	56.8%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	550	43.2%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
Not provided		0	0.0%	

		Total	1,274	100%
	Academic Standing	Undergraduate*	1,166	91.5%
		Graduate**	101	7.9%
		Other***	7	0.5%
		Total	1,274	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1f. IUK Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUK	Gender	Female	709	64.1%
		Male	397	35.9%
		Total	1,106	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	47	4.2%
		Hispanic/Latino	66	6.0%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	22	2.0%
		Two or More Races	39	3.5%
		White	895	80.9%
		Deidentified	12	1.1%
		Not provided	25	2.3%
	Total	1,106	100.0%	
	Age (years)	Age < 20	323	29.2%
		20 ≤ Age < 25	502	45.4%
		25 ≤ Age < 30	103	9.3%
		30 ≤ Age < 35	63	5.7%
		Age ≥ 35	115	10.4%
		Total	1,106	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	874	79%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	232	21%
		Less than Half-Time	0	0.0%

		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	1,106	100%
	Academic Standing	Undergraduate*	1,012	91.5%
		Graduate**	81	7.3%
		Other***	13	1.2%
		Total	1,106	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1g. IUN Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUN	Gender	Female	991	72.0%
		Male	385	28.0%
		Total	1,376	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	33	2.4%
		Black/African American	229	16.6%
		Hispanic/Latino	337	24.5%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	12	0.9%
		Two or More Races	56	4.1%
		White	691	50.2%
		Deidentified	3	0.2%
		Not provided	16	1.2%
	Total	1,376	100.0%	
	Age (years)	Age < 20	337	24.5%
		20 ≤ Age < 25	603	43.8%
		25 ≤ Age < 30	160	11.6%
		30 ≤ Age < 35	88	6.4%
		Age ≥ 35	188	13.7%
		Total	1,376	100.0%
Full-Time/Part-Time Status	Enrolled Full-Time	902	65.6%	
	Enrolled Half-Time	0	0.0%	
	Three Quarter Time	0	0.0%	

		Enrolled Part-Time	474	34.4%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	1,376	100%
	Academic Standing	Undergraduate*	1,166	84.7%
		Graduate**	164	11.9%
		Other***	46	3.3%
		Total	1,376	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1h. IUPUC Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUPUC	Gender	Female	317	65.1%
		Male	170	34.9%
		Total	487	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	11	2.3%
		Black/African American	0	0.0%
		Hispanic/Latino	31	6.4%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	10	2.1%
		White	420	86.2%
		Deidentified	14	2.8%
		Not provided	1	0.2%
		Total	487	100.0%
	Age (years)	Age < 20	125	25.7%
		20 ≤ Age < 25	207	42.5%
		25 ≤ Age < 30	62	12.7%
		30 ≤ Age < 35	38	7.8%
		Age ≥ 35	55	11.3%
		Total	487	100.0%
	Enrolled Full-Time	336	69%	
	Enrolled Half-Time	0	0.0%	

	Full-Time/Part-Time Status	Three Quarter Time	0	0.0%
		Enrolled Part-Time	151	31%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
	Total		487	100%
	Academic Standing	Undergraduate*	462	94.9%
		Graduate**	25	5.1%
		Other***	0	0.0%
		Total		487

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1i. IUPUI Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUPUI	Gender	Female	2,881	57.6%
		Male	2,117	42.4%
		Total	4,998	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	298	6.0%
		Black/African American	438	8.8%
		Hispanic/Latino	403	8.1%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	339	6.8%
		Two or More Races	226	4.5%
		White	3,263	65.3%
		Deidentified	4	0.1%
		Not provided	27	0.5%
	Total	4,998	100.0%	
	Age (years)	Age < 20	957	19.1%
		20 ≤ Age < 25	2,325	46.5%
		25 ≤ Age < 30	844	16.9%
		30 ≤ Age < 35	345	6.9%
		Age ≥ 35	527	10.5%
Total		4,998	100.0%	

Full-Time/Part-Time Status	Enrolled Full-Time	3,888	77.8%
	Enrolled Half-Time	0	0.0%
	Three Quarter Time	0	0.0%
	Enrolled Part-Time	1,109	22.2%
	Less than Half-Time	0	0.0%
	Non-Degree	0	0.0%
	Not provided	1	<0.1%
Total		4,998	100%
Academic Standing	Undergraduate*	3,582	71.7%
	Graduate**	1,301	26.0%
	Other***	115	2.3%
Total		4,998	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1j. IUS Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUS	Gender	Female	1,056	60.7%
		Male	684	39.3%
		Total	1,740	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	36	2.1%
		Black/African American	115	6.6%
		Hispanic/Latino	68	3.9%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	13	0.7%
		Two or More Races	59	3.4%
		White	1,429	82.1%
		Deidentified	5	0.3%
		Not provided	15	0.9%
	Total	1,740	100.0%	
	Age (years)	Age < 20	416	23.9%
		20 ≤ Age < 25	749	43.0%
		25 ≤ Age < 30	228	13.1%
		30 ≤ Age < 35	141	8.1%
		Age ≥ 35	206	11.8%

		Total	1,740	100.0%
Full-Time/Part-Time Status	Enrolled Full-Time		1,117	64.2%
	Enrolled Half-Time		0	0.0%
	Three Quarter Time		0	0.0%
	Enrolled Part-Time		623	35.8%
	Less than Half-Time		0	0.0%
	Non-Degree		0	0.0%
	Not provided		0	0.0%
	Total		1,740	100%
Academic Standing	Undergraduate*		1,516	87.1%
	Graduate**		203	11.7%
	Other***		21	1.2%
	Total		1,740	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 1k. IUSB Sample Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Sample	
IUSB	Gender	Female	1,175	64.3%
		Male	651	35.7%
		Total	1,826	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	40	2.2%
		Black/African American	147	8.1%
		Hispanic/Latino	230	6.2%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	49	2.7%
		Two or More Races	91	5.0%
		White	1,254	68.7%
		Deidentified	7	0.4%
		Not provided	8	0.4%
	Total	1,826	100.0%	
	Age (years)	Age < 20	404	22.1%
		20 ≤ Age < 25	895	49.0%
		25 ≤ Age < 30	210	11.5%

		30 ≤ Age < 35	105	5.8%
		Age ≥ 35	212	11.6%
		Total	1,826	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	1,271	69.6%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	555	30.4%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	1,826	100%
	Academic Standing	Undergraduate*	1,555	85.2%
		Graduate**	214	11.7%
		Other***	57	3.1%
		Total	1,826	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

2.2 Questionnaire and Email Message Development

IUOS provided CSR with a developed questionnaire. Due to project scope limitations, CSR did not conduct a full review of the questionnaire but did provide some methodological recommendations on the instrument (e.g., question naming conventions, constructing response options to ensure optimization on multiple devices and platforms, alterations to a Likert scale item response). After a few rounds of feedback, IUOS incorporated some of the suggestions provided.

The final approved questionnaire was a 58-item survey instrument with one open-ended numeric response item. Two items contained sample fills, which varied by campus, and two items and one item set contained sample-based skips. Questions were organized into sections that asked about the opinions and behaviors of participants, and then about their knowledge of sustainability issues. Randomization was applied to item sets 'print', 'lights', 'eat', 'recycle', and 'bottle' and to the specific item-response options within the items sets.

The survey instrument was programmed in the Qualtrics design platform and tested for data submission, browser, operating system, device compatibility, and other web administration checks. Upon implementation of the survey on February 3, 2020 an error was detected in two sample fills (e.g., items 'iuoffice' and 'iudegree'). The sample fill error was fixed on the same day the error occurred and a follow-up invitation email with an explanation of the error and a new survey link was distributed to respondents who had not yet completed the survey. The survey was administered in English only.

See Table 1L. for a summary of the affected responses.

Table 1L. Summary of responses (n=4,206; completed and partial) impacted by the sample fill error.

Campus	Total Responses	Total with Missing Field Error	Percent with Missing Field Error	Total-No Error	Percent-No Error
IUB	2,214	375	16.9%	1,839	83.1%
IUE	206	34	16.5%	172	83.5%
IUK	181	21	11.6%	160	88.4%
IUN	168	29	17.3%	139	82.7%
IUPUC	71	12	16.9%	59	83.1%
IUPUI	832	155	18.6%	677	81.4%
IUS	237	40	16.9%	197	83.1%
IUSB	297	37	12.5%	260	87.5%
Total	4,206	703	16.7%	3,503	83.3%

In addition to the questionnaire, IUOS also developed the content for the standard survey invitation, two reminder messages, one specialized reminder message to regional campuses, and two reminders specifically tailored for the Bloomington campus. The messages, signed by campus-level representatives, encouraged participation and provided the opportunity for those who complete the survey to be included in a drawing to win a \$25 Visa gift card. Eligibility for the \$25 Visa gift cards varied by campus (see the invitation email in Appendix B for drawing specifications). CSR programmed and tested these messages using Arial Campaign software. All messages contained a unique hyperlink to the Qualtrics web instrument, allowing each case number to be tracked in the CSR databases.

Appendix A contains the finalized questionnaire.

Appendix B contains the text of the email invitation and the reminder messages.

2.3 Data Collection

The field period for the 2020 Indiana University Sustainability Culture and Literacy Survey was approximately five weeks from Monday, February 3, 2020 to Monday, March 9, 2020.

Sample members received a survey invitation on February 3, 2020. Regional campus sample members, including IUPUI, received three reminder emails to non-respondents and partials (those who had started the survey but had not yet completed it), while Indiana University sample members received four reminder emails to non-respondents and partials. 216 respondents who had yet to complete the survey and viewed the missing sample fills were identified and sent a follow up invitation with corrected sample fills. Due to the timing of the first reminder, the error group followed a slightly different contact schedule. The dates, times, and total numbers sent for the email messages are detailed below in Table 2.

Table 2. Email Campaign Paradata for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Email Message	Date Sent	Time Sent	Quantity Sent
Survey Invitation	2/3/20	04:47 PM	25,140

Survey Invitation (Error Group)	2/4/20	12:20 PM	216
1 st Reminder	2/6/20	12:24 PM	23,310
2 nd Reminder	2/14/20	04:43 PM	22,607
Final Reminder (regional campuses)	2/24/20	12:27 PM	11,444
2 nd Reminder (Error Group IUB only)	2/26/20	04:43 PM	71
3 rd Reminder (IUB only)	2/28/20	04:53 PM	10,619
Final Reminder (IUB only)	3/4/20	12:02 PM	10,530

The dates on which respondents completed the survey closely followed the schedule of emails sent, as is typical for web surveys of this kind. 42.7% of the 3,556 completions were completed on the first two days of the email campaign (survey invitations), 13.8% on the day of the first reminder email, 11.2% on the day of the second reminder email, 4.2% on the day of the third and final reminder for the regional campuses, 3.0% on the day of the third reminder for the Bloomington campus, and 5.2% on the day of the fourth and final reminder for the Bloomington campus, with decreasing activity between the date of each email message campaign. The average duration for the survey was 9.7 minutes (9 mins and 44 secs), excluding outliers.

Further survey completion and duration paradata follow in Figures 1a and 1b.

Respondents who completed the survey (reached the end of the survey) were automatically entered into a drawing to win a \$25 Visa gift card (see the invitation email in Appendix B for drawing specifications by campus).

Figure 1a. Number of Completions by Date for the 2020 Indiana University Sustainability Culture and Literacy Survey (n = 3,556, excludes partial data cases).

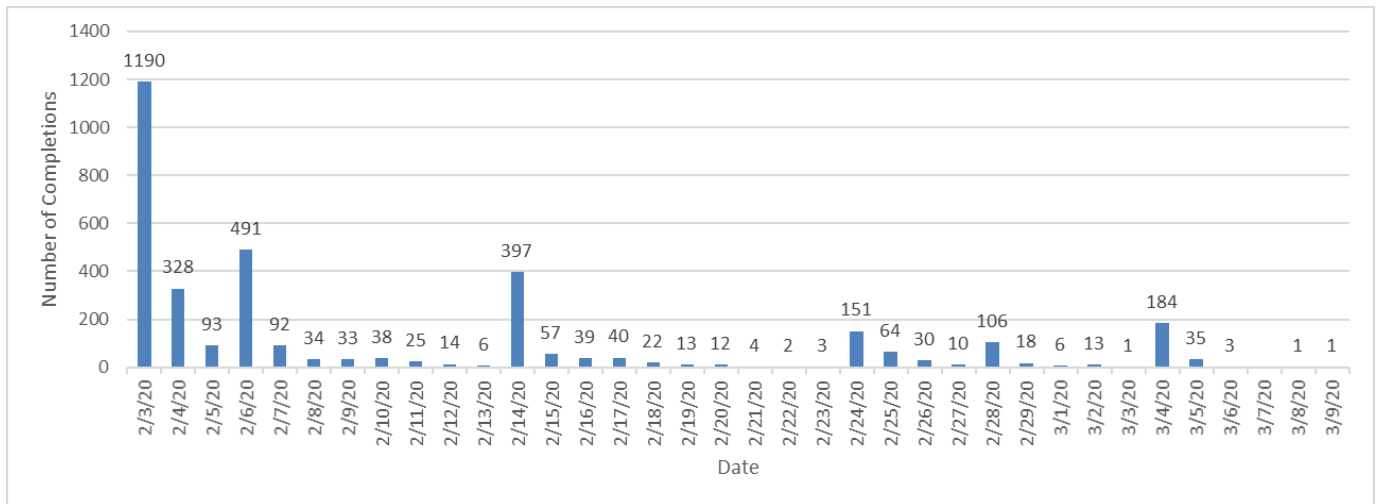
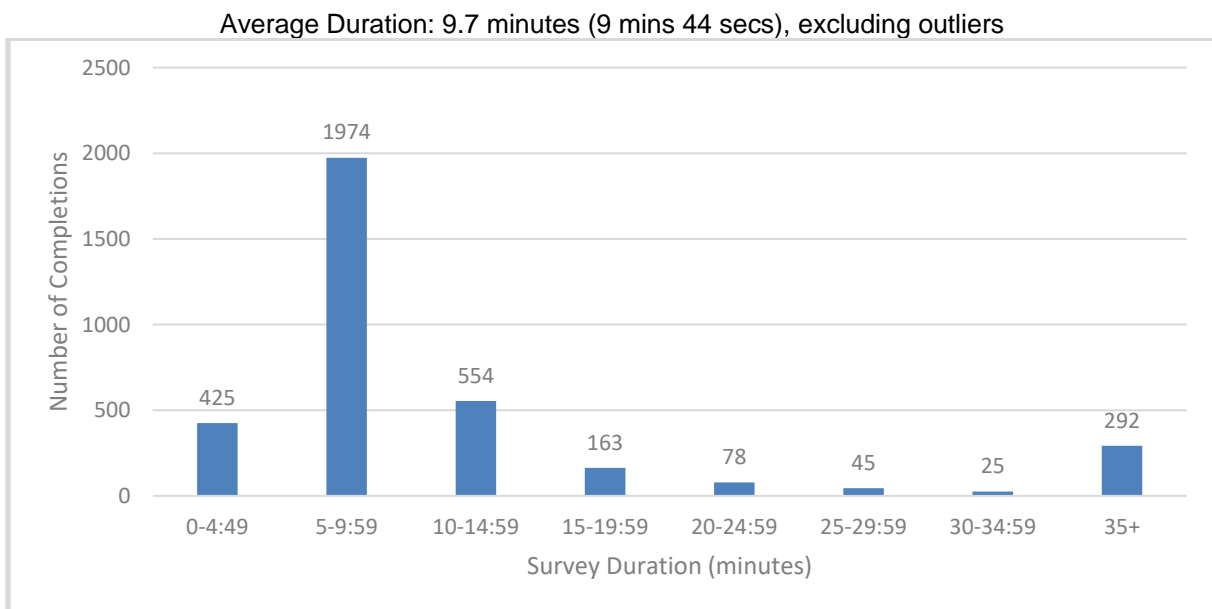


Figure 1b. Number of Completions by Survey Duration for the 2020 Indiana University Sustainability Culture and Literacy Survey (n = 3,556, excludes partial data cases).



2.4 Final Dispositions and Response Rates

Final dispositions for all cases were classified according to *The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 8th edition. AAPOR.* The codes and definitions that were used for the 2020 Indiana University Sustainability Culture and Literacy Survey are listed in Table 3.

Table 3. AAPOR Codes and Disposition Definitions for the 2020 Indiana University Sustainability Culture and Literacy Survey.

AAPOR Code	Disposition Definition
Interview (I)	Complete: Respondent completed survey.
Partial (P)	Partial: Respondent answered at least one question item but did not complete survey.

Refusal (R)	<p>Refusal: Respondent declined to participate, either via email or the web instrument.</p> <p>Implicit Refusal: Respondent clicked survey link but did not answer any items.</p> <p>Break-off with Insufficient Information: Sample member consented to participate in the survey but did not answer any items.</p>
Unknown Eligibility, Non-Interview (UH)	<p>No Invitation Sent: Sample member did not have an email address to send the invitation to.</p> <p>Nothing Returned: Respondent did not respond to survey; it is unknown if any email messages were read.</p>
Mailing returned/undeliverable (UO)	<p>Mailing Returned: Recruitment message was not received by intended recipient due to email and/or mailing returns.</p>
Not eligible	<p>Not Eligible: Sample member was not eligible due to sample due age restrictions; out of sample; duplicate listing.</p>

Tables 4a through 4b itemize final dispositions for the survey overall and by sample group, with AAPOR Response Rate 2 (RR2) for each noted on the right. The AAPOR Response Rate 2 was calculated as follows:

$$RR2 = \frac{(I+P)}{(I+P)+(R+NC+O)+(UH+UO)}$$

Overall, the response rate for the 2020 Indiana University Sustainability Culture and Literacy Survey was 16.8%. There was variability in response rates by sample type, as illustrated by Table 4b.

Table 4a. Final Dispositions and Response Rates for All Respondents for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Disposition	Count	RR2 for Survey
Complete (I)	3,556	16.8%
Partial (P)	650	
Refusal/Implicit Refusal/Breakoff (R)	204	
Unknown Eligibility (UH)	50	
Mailing Undeliverable (UO)	159	
Nothing Returned (UH)	20,488	
Not Eligible	88	
Total	25,195	

Table 4b. Final Dispositions and Response Rates by Campus for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Respondent Type	Disposition	Count	RR2 for Survey
IUB	Complete (I)	1,897	18.0%
	Partial (P)	317	
	Refusal/Implicit Refusal/Breakoff (R)	109	
	Unknown Eligibility (UH)	50	
	Mailing Undeliverable (UO)	7	
	Nothing Returned (UH)	9,920	
	Not Eligible	0	
	Total	12,300	
IUE	Complete (I)	172	16.2%
	Partial (P)	34	
	Refusal/Implicit Refusal/Breakoff (R)	6	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	22	
	Nothing Returned (UH)	1,040	
	Not Eligible	8	
	Total	1,282	
IUK	Complete (I)	157	16.4%
	Partial (P)	24	
	Refusal/Implicit Refusal/Breakoff (R)	5	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	14	
	Nothing Returned (UH)	906	
	Not Eligible	40	
	Total	1,146	
IUN	Complete (I)	141	12.2%
	Partial (P)	27	
	Refusal/Implicit Refusal/Breakoff (R)	13	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	17	
	Nothing Returned (UH)	1,178	
	Not Eligible	18	
	Total	1,394	
IUPUC	Complete (I)	55	14.6%
	Partial (P)	16	
	Refusal/Implicit Refusal/Breakoff (R)	6	
	Unknown Eligibility (UH)	50	

	Mailing Undeliverable (UO)	5	
	Nothing Returned (UH)	405	
	Not Eligible	0	
	Total	487	
IUPUI	Complete (I)	691	16.6%
	Partial (P)	141	
	Refusal/Implicit Refusal/Breakoff (R)	49	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	27	
	Nothing Returned (UH)	4,090	
	Not Eligible	2	
	Total	5,000	
IUSB	Complete (I)	248	16.3%
	Partial (P)	49	
	Refusal/Implicit Refusal/Breakoff (R)	9	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	42	
	Nothing Returned (UH)	1,478	
	Not Eligible	12	
	Total	1,838	
IUS	Complete (I)	195	13.6%
	Partial (P)	42	
	Refusal/Implicit Refusal/Breakoff (R)	7	
	Unknown Eligibility (UH)	0	
	Mailing Undeliverable (UO)	25	
	Nothing Returned (UH)	1,471	
	Not Eligible	8	
	Total	1,748	

2.5 Final Respondent Profile

Respondent distributions are shown in Tables 5a–5j. As in the sample distribution tables, please note again that for the respondent demographic distribution tables 5b-5j, to help guarantee subject anonymity, ethnicity categories with more than one but less than ten records were combined and reclassified as ‘Deidentified.’ Ethnicity categories in the following tables with n=0 may in reality have an n anywhere between zero and nine.

Table 5a. Respondent Counts by Campus for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	n	Percent of Respondents
IUB	2,214	52.8%
IUE	206	4.9%
IUK	181	4.3%
IUN	168	4.0%
IUPUC	71	1.7%
IUPUI	832	19.8%
IUS	237	5.6%
IUSB	297	7.1%
Total	4,206	100.0%

Table 5b. All Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
All Campuses	Gender	Female	2,806	66.7%
		Male	1,400	33.3%
		Total	4,206	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	193	4.6%
		Black/African American	231	5.5%
		Hispanic/Latino	313	7.4%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	453	10.8%
		Two or More Races	147	3.5%
		White	2,775	66.0%
		Deidentified	7	0.2%
		Not provided	87	2.1%
	Total	4,206	100.0%	
	Age (years)	Age < 20	860	20.4%
		20 ≤ Age < 25	1,913	45.5%
		25 ≤ Age < 30	628	14.9%
		30 ≤ Age < 35	302	7.2%
		Age ≥ 35	503	12.0%
		Total	4,206	100.0%

Full-Time/Part-Time Status	Enrolled Full-Time	3,348	79.6%
	Enrolled Half-Time	21	0.5%
	Three Quarter Time	201	4.8%
	Enrolled Part-Time	519	12.3%
	Less than Half-Time	60	1.4%
	Non-Degree	5	0.1%
	Not provided	52	1.2%
	Total	4,206	100%
Academic Standing	Undergraduate*	2,935	69.8%
	Graduate**	1,236	29.4%
	Other***	35	0.8%
	Total	4,206	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5c. Indiana University Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUB	Gender	Female	1,384	62.5%
		Male	830	37.5%
		Total	2,214	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	126	5.7%
		Black/African American	73	3.3%
		Hispanic/Latino	123	5.6%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	355	16.0%
		Two or More Races	62	2.8%
		White	1,413	63.8%
		Deidentified	1	<0.1%
		Not provided	61	2.8%
	Total	2,214	100.0%	
	Age (years)	Age < 20	408	18.4%
		20 ≤ Age < 25	1082	48.9%
		25 ≤ Age < 30	384	17.3%
		30 ≤ Age < 35	170	7.7%

		Age ≥ 35	170	7.7%
		Total	2,214	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	1,870	84.5%
		Enrolled Half-Time	21	0.9%
		Three Quarter Time	201	9.1%
		Enrolled Part-Time	5	0.2%
		Less than Half-Time	60	2.7%
		Non-Degree	5	0.2%
		Not provided	52	2.3%
		Total	2,214	100%
	Academic Standing	Undergraduate*	1,326	59.9%
		Graduate**	888	40.1%
		Other***	0	0.0%
		Total	2,214	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5d. IUE Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUE	Gender	Female	147	71.4%
		Male	59	28.6%
		Total	206	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	0	0.0%
		Hispanic/Latino	10	4.9%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	0	0.0%
		White	159	77.2%
		Deidentified	20	9.7%
		Not provided	17	8.3%
	Total	206	100.0%	
	Age (years)	Age < 20	44	21.4%
		20 ≤ Age < 25	51	24.8%

		25 ≤ Age < 30	18	8.7%
		30 ≤ Age < 35	16	7.8%
		Age ≥ 35	77	37.4%
		Total	206	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	123	59.7%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	83	40.3%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	206	100%
	Academic Standing	Undergraduate*	184	89.3%
		Graduate**	21	10.2%
		Other***	1	0.5%
		Total	206	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5e. IUK Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUK	Gender	Female	134	74.0%
		Male	47	26.0%
		Total	181	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	0	0.0%
		Hispanic/Latino	12	6.6%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	0	0.0%
		White	147	81.2%
		Deidentified	22	12.2%
Not provided	0	0.0%		
Total	181	100.0%		
Age (years)	Age < 20	57	31.5%	

		20 ≤ Age < 25	78	43.1%
		25 ≤ Age < 30	16	8.8%
		30 ≤ Age < 35	7	3.9%
		Age ≥ 35	23	12.7%
		Total	181	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	145	80.1%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	36	19.9%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	181	100%
	Academic Standing	Undergraduate*	164	90.6%
		Graduate**	13	7.2%
		Other***	4	2.2%
		Total	181	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5f. IUN Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUN	Gender	Female	138	82.1%
		Male	30	17.9%
		Total	168	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	29	17.3%
		Hispanic/Latino	48	28.6%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	0	0.0%
		White	80	47.6%
		Deidentified	9	5.4%
		Not provided	2	1.2%
	Total	168	100.0%	

	Age (years)	Age < 20	41	24.4%
		20 ≤ Age < 25	74	44.0%
		25 ≤ Age < 30	14	8.3%
		30 ≤ Age < 35	7	4.2%
		Age ≥ 35	32	19.0%
		Total	168	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	117	69.6%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	51	30.4%
Less than Half-Time		0	0.0%	
Non-Degree		0	0.0%	
Not provided		0	0.0%	
	Total	168	100%	
Academic Standing	Undergraduate*	143	85.1%	
	Graduate**	20	11.9%	
	Other***	5	3.0%	
	Total	168	100%	

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5g. IUPUC Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUPUC	Gender	Female	55	77.5%
		Male	16	22.5%
		Total	71	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	0	0.0%
		Hispanic/Latino	0	0.0%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	0	0.0%
		White	60	84.5%
		Deidentified	11	15.5%
		Not provided	0	0.0%

		Total	71	100.0%
	Age (years)	Age < 20	20	28.2%
		20 ≤ Age < 25	29	40.8%
		25 ≤ Age < 30	5	7.0%
		30 ≤ Age < 35	8	11.3%
		Age ≥ 35	9	12.7%
			Total	71
	Full-Time/Part-Time Status	Enrolled Full-Time	51	71.8%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	20	28.2%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	71	100%
	Academic Standing	Undergraduate*	70	98.6%
		Graduate**	1	1.4%
		Other***	0	0.0%
			Total	71

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5h. IUPUI Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUPUI	Gender	Female	568	68.3%
		Male	264	31.7%
		Total	832	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	52	6.3%
		Black/African American	77	9.3%
		Hispanic/Latino	70	8.4%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	78	0.4%
		Two or More Races	48	5.8%
		White	503	60.5%
		Deidentified	0	0.0%

		Not provided	4	0.5%
		Total	832	100.0%
	Age (years)	Age < 20	166	20.0%
		20 ≤ Age < 25	371	44.6%
		25 ≤ Age < 30	134	16.1%
		30 ≤ Age < 35	56	6.7%
		Age ≥ 35	105	12.6%
			Total	832
	Full-Time/Part-Time Status	Enrolled Full-Time	663	79.7%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	169	20.3%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
			Total	832
	Academic Standing	Undergraduate*	577	69.4%
		Graduate**	237	28.5%
		Other***	18	2.2%
			Total	832

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5i. IUSB Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUSB	Gender	Female	218	73.4%
		Male	79	26.6%
		Total	297	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	20	6.7%
		Hispanic/Latino	34	11.4%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	13	4.4%
		White	213	71.7%

		Deidentified	14	4.7%
		Not provided	3	1.0%
		Total	297	100.0%
	Age (years)	Age < 20	61	20.5%
		20 ≤ Age < 25	134	45.1%
		25 ≤ Age < 30	34	11.4%
		30 ≤ Age < 35	24	8.1%
		Age ≥ 35	44	14.8%
		Total	297	100.0%
	Full-Time/Part-Time Status	Enrolled Full-Time	213	71.7%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	84	28.3%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
		Total	297	100%
	Academic Standing	Undergraduate*	258	86.9%
		Graduate**	35	11.8%
		Other***	4	1.3%
		Total	297	100%

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

Table 5j. IUS Respondent Counts by Demographics for the 2020 Indiana University Sustainability Culture and Literacy Survey.

Campus	Demographics	n	Percent of Respondents	
IUS	Gender	Female	162	68.4%
		Male	75	31.6%
		Total	237	100.0%
	Ethnicity	American Indian/Alaska Native	0	0.0%
		Asian	0	0.0%
		Black/African American	16	6.8%
		Hispanic/Latino	10	4.2%
		International	0	0.0%
		Native Hawaiian/Pacific Island	0	0.0%
		NR-Alien	0	0.0%
		Two or More Races	0	0.0%

		White	200	84.4%
		Deidentified	11	4.6%
		Not provided	0	0.0%
		Total	237	100.0%
	Age (years)	Age < 20	63	26.6%
		20 ≤ Age < 25	94	39.7%
		25 ≤ Age < 30	23	9.7%
		30 ≤ Age < 35	14	5.9%
		Age ≥ 35	43	18.1%
			Total	237
	Full-Time/Part-Time Status	Enrolled Full-Time	168	70.0%
		Enrolled Half-Time	0	0.0%
		Three Quarter Time	0	0.0%
		Enrolled Part-Time	71	30.0%
		Less than Half-Time	0	0.0%
		Non-Degree	0	0.0%
		Not provided	0	0.0%
			Total	237
	Academic Standing	Undergraduate*	213	89.9%
		Graduate**	21	8.9%
		Other***	3	1.3%
			Total	237

* Undergraduate sample type includes students at the undergraduate level as well as undergraduate non-degree and high school students.

** Graduate sample type includes students at the graduate and professional (specifically, Optometry, Law, Medicine) level as well as graduate non-degree students.

*** Other sample type is comprised of students that are not clearly classified as undergraduate or graduate (e.g., Associate, Certificate, Professional Specialized).

2.6 Post-Survey Data Processing

Final data preparation involved exporting the survey data from the Qualtrics platform after the survey closed to the SPSS statistical package for analysis. The numerical data were checked for item non-response, straight lining, and inconsistencies, such as illogical values or inappropriate missing data. After the survey closed, age was appended to the sample list. A total of 84 students identified as under the age of 18 were removed from the final sample. Ten of the 84 students under the age of 18 responded to the survey and were removed from the response set. Disposition codes assigned by Qualtrics were checked and corrected to reflect the IUOS's preference. Since there were no open-ended items in the questionnaire, there was no cleaning of open-ended items. No survey data was weighted.

Items that were appropriately skipped as defined by the questionnaire specifications (refer to Appendix A that shows the skip logic programming for the finalized survey) were given a '9997' code. Questionnaire items presented to the respondent but were left blank were given a '9999' code. Items after a breakoff (respondent stopped progressing through the survey) were assigned a value of '9995.'A '5555' (or

Missing field) was assigned to items 'iuoffice' and 'iudegree' if a sample fill error occurred while a respondent was taking the survey.

On March 11, 2020, CSR conducted a random drawing of those respondents who completed the survey, and sent the list of winners to IUOS for the distribution of the \$25 Visa gift cards.

The data output file in SPSS and Excel are provided as Appendix C (separate file).

All tables and graphs were produced using SPSS and Excel.

2.7 Data Security

Sample information, assigned to randomized alphanumeric login codes, were stored in a secure database maintained by the CSR. Collected survey data, identified only by randomly assigned case numbers and the alphanumeric login codes and separated from sample information, were stored in the Qualtrics platform. The CSR databases and file server architectures limited full access to the sample information to select CSR staff.

Delivery of the survey data in the form of a data output file and this methodology report, to IUOS by the CSR will be done via the Indiana University Slshtmp service (critical version). Within the month after the data delivery, all survey data and sample information will be moved for archiving and stored for at least ten years.

Appendix A: Final Questionnaire

Indiana University Sustainability Culture and Literacy Survey

Thank you for participating! Your responses will help us understand broad trends related to environmental, social, and economic issues. First, we will ask you some questions about your opinions and behaviors. Then, we will ask a few questions about your knowledge of these issues. It should take about 10-15 minutes to complete, but you can take as long as you wish.

Your participation is voluntary and you can stop at any time, although your full participation will help us determine future projects for IU. Your answers are confidential, and we will not keep a record of your name or contact information. By participating, you are also agreeing to allow access to limited data from your student records including: gender, ethnicity, age, the College in which you are enrolled, and your academic standing (freshman, sophomore, junior, senior, graduate student).

This data will only be used to explore broad associations between these demographic variables and responses. The Indiana University Institutional Review Board has reviewed and approved this research. For questions about your rights in regard to this study, please contact [Human Subjects and Institutional Review Boards at IU](#).

Thank you for helping with this study!

To acknowledge your consent to participate in this survey, click "TAKE THE SURVEY" and advance to the next screen.

- <1> TAKE THE SURVEY
- <0> I do not wish to participate

1. I live <campus>
[Programming note: display for all campuses except IUPUC and IUN]
<1> On Campus
<2> Off Campus
2. [Programming note: if 'off-campus' was selected in Q1, display for IUK and IUSB only, skip for all other campuses]
Using your best estimation, how far is your one-way commute to campus? (Estimate to the closest quarter of a mile) <offcampus>
<1> [Programming note: text field (numerical value > 0 only)]
<2> N/A Online Student

3. <Campus> has <sustainability unit> <iuoffice>

[Programming note:

<campus>	<sustainability unit>
Indiana University	an Office of Sustainability
IUE	a Sustainability Council
IUK	an Office of Sustainability
IUN	an Office of Sustainability
IUPUC	a Sustainability Committee
IUPUI	an Office of Sustainability

IUSB	a Center for a Sustainable Future
IUS	a Sustainability Committee

- <1> True
- <2> False
- <3> Don't know

4. <Campus> has <sustainability degree> <iudegree>

[Programming note:

<campus>	<sustainability degree>
Indiana University	an undergraduate degree in environmental and sustainability studies
IUE	an undergraduate degree in Sustainability and Regeneration
IUK	sustainability-related degree options
IUN	has sustainability courses and sustainability-related degree options
IUPUC	sustainability courses
IUPUI	sustainability classes open to all majors
IUSB	an undergraduate degree in sustainability studies
IUS	sustainability courses

- <1> True
- <2> False
- <3> Don't know

[Programming note: randomize the order in which respondents answer behavior sets.

Set	Questions
Print	printbehave, printknowledge, printattitude, printconvenience, printnorm
Lights	lightsbehave, lightsnorm, lightsconvenience, lightsincentive, lightsattitude
Eat	eatbehave, eatnorm, eatconvenience_1, eataccess, eatconvenience_2, eatknowledge, eatattitude_1, eatattitude_2
Recycle	recyclebehave, recycleknowledge_1, recycleknowledge_2, recycleconvenience, recycleattitude, recyclenorm
Bottle	bottlebehave, bottlenorm, bottleattitude_1, bottleconvenience, bottleattitude_2
Transport	transportbehave, transportconvenience_1, transportattitude, transportknowledge, transportaccess, transportsafety, transportconvenience_2, transportincentive

Randomize the sets but keep all questions in each set together. Each set should always begin with the 'behave' question, but remainder of questions in set should be randomized also.]

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you print double sided when required to print during the current academic year (Fall 2019 through Spring 2020).

5. By sliding the button to the right, please indicate the percentage of time **you print double-sided when required to print. Please answer 0, if you don't engage in the behavior.** <printbehave>
[Programming note: sliding scale of 0-100%]

[Programming note: randomize printknowledge, printattitude, printconvenience, and printnorm]

6. I know how to print double-sided <printknowledge>
<1> Strongly disagree

<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
7. It is important to print double-side when required to print <printattitude>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
8. Remembering to print double-sided is easy for me <printconvenience>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
9. Most of my friends and family print double-sided <printnorm>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you turn off the lights when leaving the room during the current academic year (Fall 2019 through Spring 2020).

10. By sliding the button to the right, please indicate the percentage of time **you turn off the lights when leaving the room. Please answer 0, if you don't engage in the behavior.** <lightsbehave>
[Programming note: sliding scale of 0-100%]

[Programming note: randomize lightsnorm, lightsconvenience, lightsincentive, and lightsattitude]

11. Most of my friends and family turn the lights off when leaving the room <lightsnorm>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
12. Remembering to turn the light off when leaving the room is easy <lightsconvenience>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
13. Turning off the lights when leaving the room saves money <lightsincentive>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree
14. It is important to turn the lights off when leaving the room <lightsattitude>
<1> Strongly disagree
<2> Somewhat disagree
<3> Neither agree nor disagree
<4> Somewhat agree
<5> Strongly agree

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you eat a vegetarian meal during the current academic year (Fall 2019 through Spring 2020). Please answer even if you don't engage in the listed behavior by sliding the button to zero.

15. By sliding the button to the right, please indicate the percentage of time **you eat a vegetarian meal. Please answer 0, if you don't engage in the behavior.** <eatbehave>

[Programming note: sliding scale of 0-100%]

[Programming note: randomize eatnorm, eatconvenience_1, eataccess, eatconvenience_2, eatknowledge, eatattitude_1, eatattitude_2]

16. Most of my friends and family approve of eating vegetarian meals <eatnorm>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

17. Eating vegetarian meals is convenient <eatconvenience_1>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

18. There are vegetarian options available to me on campus <eataccess>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

19. It is affordable to eat vegetarian meals <eatconvenience_2>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

20. I know how to prepare vegetarian meals <eatknowledge>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

21. Eating vegetarian meals is important for sustainability <eatattitude_1>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

22. Eating vegetarian meals is good for my health <eatattitude_2>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree

<5> Strongly agree

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you recycle during the current academic year (Fall 2019 through Spring 2020).

23. By sliding the button to the right, please indicate the percentage of time **you recycle**. **Please answer 0, if you don't engage in the behavior.** <recyclebehave>

[Programming note: sliding scale of 0-100%]

[Programming note: randomize recycleknowledge_1, recycleknowledge_2, recycleconvenience, recycleattitude, and recyclenorm]

24. I know which materials can and cannot be recycled <recycleknowledge_1>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

25. I know where to recycle on campus <recycleknowledge_2>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

26. It is convenient to recycle on campus <recycleconvenience>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

27. It is important to recycle <recycleattitude>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

28. Most of my friends and family recycle <recyclenorm>

- <1> Strongly disagree
- <2> Somewhat disagree

- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you carry a reusable water bottle on campus to stay hydrated during the current academic year (Fall 2019 through Spring 2020).

29. By sliding the button to the right, please indicate the percentage of time **you carry a reusable water bottle on campus to stay hydrated. Please answer 0, if you don't engage in the behavior.** <bottlebehave>

[Programming note: sliding scale of 0-100%]

[Programming note: randomize bottlenorm, bottleattitude_1, bottleconvenience, and bottleattitude_2]

30. Most of my friends and family frequently use reusable water bottles <bottlenorm>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

31. It is important to reduce plastic waste <bottleattitude_1>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

32. Reusable water refill stations are conveniently located on campus <bottleconvenience>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

33. I like the taste of water from water fountains/ refill stations <bottleattitude_2>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree

<5> Strongly agree

[Programming note: transportation section, i.e., Q34-Q41, display for IUK and IUSB only, skip for all other campuses]

Below is a behavior you may or may not engage in. Remember there is no right or wrong answer, so your first answer is probably the most accurate. Following each behavior, indicate your agreement with the statements provided.

By sliding the button to the right, please indicate the percentage of time you choose to walk, bike, or ride the bus to campus during the current academic year (Fall 2019 through Spring 2020).

34. By sliding the button to the right, please indicate the percentage of time you **choose to walk, bike, or ride the bus to campus. Please answer 0, if you don't engage in the behavior.**

<transportbehave>

[Programming note: sliding scale of 0-100%]

[Programming note: randomize transportconvenience_1, transportattitude, transportknowledge, transportaccess, transportsafety, transportconvenience_2, transportincentive]

35. It is convenient for me to walk, bike, or ride the bus to campus <transportconvenience_1>

<1> Strongly disagree

<2> Somewhat disagree

<3> Neither agree nor disagree

<4> Somewhat agree

<5> Strongly agree

36. It is important to choose to walk, bike, or ride the bus when possible <transportattitude>

<1> Strongly disagree

<2> Somewhat disagree

<3> Neither agree nor disagree

<4> Somewhat agree

<5> Strongly agree

37. I know how to use the bus system <transportknowledge>

<1> Strongly disagree

<2> Somewhat disagree

<3> Neither agree nor disagree

<4> Somewhat agree

<5> Strongly agree

38. I can easily access the bus system <transportaccess>

<1> Strongly disagree

<2> Somewhat disagree

<3> Neither agree nor disagree

- <4> Somewhat agree
- <5> Strongly agree

39. I feel safe walking, biking, or riding the bus to campus <transportafety>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

40. The bus system works well with my scheduling needs <transportconvenience_2>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

41. Walking, biking, or riding the bus to campus saves me money <transportincentive>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

Different people have different levels of knowledge about sustainability issues. We are interested to learn which topics are well known and which are less known. Please answer the following questions to the best of your knowledge. Please choose "Don't know" if you are uncertain about the answer to a question, rather than guessing.

42. What is the most common cause of pollution of streams and rivers? <riverpollution>

- <1> Dumping of garbage by cities
- <2> Surface water running off yards, city streets, paved lots, and farm fields
- <3> Litter near streams and rivers
- <4> Waste dumped by factories
- <5> Don't know

43. Ozone forms a protective layer in the Earth's upper atmosphere. What does ozone protect us from? <ozone>

- <1> Acid rain
- <2> Climate Change
- <3> Sudden changes in temperature
- <4> Harmful UV rays
- <5> Don't know

44. What is the name of the primary federal agency that oversees environmental regulation? <epa>
- <1> Environmental Protection Agency (the EPA)
 - <2> Department of Health, Environment, and Safety (the DHES)
 - <3> National Environmental Agency (the NEA)
 - <4> Federal Pollution Control Agency (the FPCA)
 - <5> Don't know
45. What is the primary benefit of wetlands? <wetlands>
- <1> Promote flooding
 - <2> Clean the water before it enters lakes, streams, rivers or oceans
 - <3> Keep the number of undesirable plants and animals low
 - <4> Provide good sites for landfills
 - <5> Don't know
46. Which of the following is an example of sustainable forest management? <forest>
- <1> Setting aside forests to be off-limits to the public
 - <2> Never harvesting more than what the forest produces in new growth
 - <3> Producing lumber for nearby communities to build affordable housing
 - <4> Putting the local communities in charge of forest resources
 - <5> Don't know
47. In the U.S., what do we currently do with the nuclear waste generated by nuclear power plants? <nuclear>
- <1> Use it as nuclear fuel
 - <2> Sell it to other countries
 - <3> Dump it in landfills
 - <4> Store and monitor the waste
 - <5> Don't know
48. Which of the following is the most commonly used definition of sustainable development? <sustaindef>
- <1> Creating a government welfare system that ensures universal access to education, healthcare and social services
 - <2> Meeting the needs of the present without compromising the ability of future generations to meet their own needs
 - <3> Setting aside resources for preservation, never to be used
 - <4> Building a neighborhood that is both socio-demographically and economically diverse
 - <5> Don't know
49. The wealthiest 20% of people in the U.S. own approximately what percent of the nation's privately held wealth? <wealthiest>
- <1> 20%
 - <2> 35%
 - <3> 50%
 - <4> 85%
 - <5> Don't Know

50. Over the past three decades, what has happened to the difference between the wealth of the richest and poorest Americans? <diffwealth>
- <1> The difference has increased
 - <2> The difference has stayed about the same
 - <3> The difference has decreased
 - <4> Don't know
51. Higher levels of education generally lead to: <education>
- <1> Lower levels of voter turnout
 - <2> Greater annual earnings
 - <3> Larger family size
 - <4> Higher self-esteem
 - <5> Don't know
52. Which of the following areas has the highest rate of population growth? <popgrowth>
- <1> North America
 - <2> Europe
 - <3> China
 - <4> Africa
 - <5> Don't know
53. Which of the following countries has now surpassed the U.S. as the biggest emitter of the greenhouse gas carbon dioxide? <emitter>
- <1> China
 - <2> Sweden
 - <3> Brazil
 - <4> Japan
 - <5> Don't know
54. Many economists argue that electricity prices in the U.S. are too low because: <electricity>
- <1> They do not reflect the costs of pollution from generating electricity
 - <2> Too many suppliers go out of business
 - <3> Electric companies have a monopoly in their own service area
 - <4> Consumers spend only a small part of their income on energy
 - <5> Don't know
55. Which of the following is a leading cause of the depletion of fish stocks in the Atlantic Ocean? <fish>
- <1> Fishermen seeking to maximize their catch
 - <2> Reduced fish fertility due to genetic hybridization
 - <3> Ocean pollution
 - <4> Global climate change
 - <5> Don't know
56. Which of the following is the most commonly used definition of economic sustainability? <econdef>
- <1> Maximizing the share price of a company's stock

- <2> Long-term profitability
- <3> When costs equal revenue
- <4> Continually expanding market share
- <5> Don't know

57. Which of the following is the primary reason that gasoline prices have risen over the past several decades in the U.S.? <gasprice>

- <1> Growing percentage of gas stations owned by large corporations
- <2> Increasing oil discoveries overseas
- <3> Higher rates of state and federal gasoline tax
- <4> Increasing global demand for oil
- <5> Don't know

58. Climate change is real and caused by humans. <climatechange>

- <1> Strongly disagree
- <2> Somewhat disagree
- <3> Neither agree nor disagree
- <4> Somewhat agree
- <5> Strongly agree

Thank you very much for your responses. You are now entered to win one of <number> \$25 Visa Gift Cards. Winners will be notified in mid-March. For questions concerning the results of this survey, please contact sustain@iu.edu. Please close your browser.

[programming note: <number> of gift cards per campus—8 for IUB, 6 for IUPUI, 2 each for IUE, IUK, IUN, IUS, IUSB, and IUPUC]

END OF SURVEY

Appendix B: Email Invitation and Reminder Messages

SURVEY INVITATION MESSAGE (all campuses)

From Name: IU Office of Sustainability
From Email: sustain@indiana.edu
Subject line: IU Sustainability Survey Invitation

Dear <firstName> <lastName>,

I am writing to ask for your help with an important survey we are conducting here at IU. The purpose of the survey is to better understand broad trends related to student knowledge of environmental, social, and economic issues, and to get a picture of how students like you view these issues. Participants will be entered to win one of <number> \$25 Visa gift cards. We are assigning each participant a random identification number to enter into the drawing. After you take the survey, we will not contact you again unless you are a prize-drawing winner.

[programming note: <number> of gift cards per campus—8 for IUB, 6 for IUPUI, 2 each for IUE, IUK, IUN, IUS, IUSB, and IUPUC]

The questionnaire is straightforward and only takes 10-15 minutes to complete.

To begin the survey, simply click this link: <https://survey.indiana.edu/iuos2020/?id={loginID}>

The survey is completely confidential and voluntary. The Indiana University Institutional Review Board has reviewed and approved this research. For questions about your rights in regard to this study please contact irb@iu.edu. For questions about the survey please contact sustain@iu.edu.

Thank you for your help!
<contact>, <title>

[Programming note:

Campus	<name>	<title>
IUB	Andrew Predmore	University Director of Sustainability, Sustain IU
IUE	Ron Itnyre	Chair, Sustainability Council, IUE
IUK	Leda Casey	Director of Sustainability, IUK
IUN	Erin Argyilan	Professor of Geosciences, IUN
IUPUC	Reinhold Hill	Vice Chancellor and Dean, IUPUC
IUPUI	Jessica Davis	Director, IUPUI Sustainability
IUSB	Krista Bailey	Director, Center for a Sustainable Future, IUSB
IUS	Randy Hunt	Coordinator, Sustainability and Regeneration Academic Program, IUS

To access the survey, use this link:
[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

SURVEY INVITATION MESSAGE (Error Group)

From Name: IU Office of Sustainability
From Email: sustain@indiana.edu
Subject line: Pardon our Mistake! IU Sustainability Survey Invitation

Thank you for starting the IU Sustainability Survey! There was an issue with a few questions so we've sent you a new link.

To complete the new survey: <https://survey.indiana.edu/iuos2020/?id={loginID}>
Let us know if you have any questions or problems logging in by contacting csr@indiana.edu.

Thank you!

Dear <firstName> <lastName>,

I am writing to ask for your help with an important survey we are conducting here at IU. The purpose of the survey is to better understand broad trends related to student knowledge of environmental, social, and economic issues, and to get a picture of how students like you view these issues. Participants will be entered to win one of <number> \$25 Visa gift cards. We are assigning each participant a random identification number to enter into the drawing. After you take the survey, we will not contact you again unless you are a prize-drawing winner.

The questionnaire is straightforward and only takes 10-15 minutes to complete.

To begin the survey, simply click this link: <https://survey.indiana.edu/iuos2020/?id={loginID}>
The survey is completely confidential and voluntary. The Indiana University Institutional Review Board has reviewed and approved this research. For questions about your rights in regard to this study please contact irb@iu.edu. For questions about the survey please contact sustain@iu.edu.

Thank you for your help!
<contact>, <title>

To access the survey, use this link:
[Take the Survey](https://survey.indiana.edu/iuos2020/?id={loginID})

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

1st REMINDER MESSAGE (all campuses)

From Name: IU Office of Sustainability
From Email: sustain@indiana.edu
Subject line: IU Sustainability Survey Reminder

Hi <firstName> <lastName>,

Earlier this week we sent you an email asking for your help with an important survey. We are reaching out to students like you to learn more about knowledge and opinions of environmental, social, and economic issues. Not only will this information give us a baseline of student perspectives at IU, but will help us make comparisons with other universities. We're also using your responses to plan future sustainability projects on campus.

The survey only takes 10-15 minutes.

To access the survey, simply click this link: <https://survey.indiana.edu/iuos2020/?id={loginID}>

Your answers are confidential, and we won't contact you again after you complete the survey. Your perspective is important to us, thank you for considering our request.

For questions about the survey please contact sustain@iu.edu.

Thank you,
<contact>, <title>

To access the survey, use this link:
[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

2nd REMINDER MESSAGE (all campuses)

From Name: IU Office of Sustainability

From Email: sustain@indiana.edu

Subject line: Checking in again: IU Sustainability Survey

Hi <firstName> <lastName>,

We wanted to follow up again to see if you could help us. We're surveying IU students like you to learn more about broad trends of social, economic, and environmental issues. We know you're busy, which is why we've kept the survey simple, straightforward, and short – it should just take 10-15 minutes to finish. You can get started here: <https://survey.indiana.edu/iuos2020/?id={loginID}>

A number of students have already responded, providing valuable information that we can use in our research and as we plan future projects on your campus.

Respondents will be entered to win one of <number> \$25 Visa gift cards.

Your response is voluntary and confidential.

Thank you!

<contact>, <title>

To access the survey, use this link:

[Take the Survey](https://survey.indiana.edu/iuos2020/?id={loginID})

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

3rd (FINAL) REMINDER MESSAGE (IUE, IUK, IUN, IUS, IUSB, IUPUC, and IUPUI)

From Name: IU Office of Sustainability

From Email: sustain@indiana.edu

Subject line: Last chance to help IU understand student views & opinions

Hi <firstName> <lastName>,

We wanted to reach out to you one last time to see if you could help us with research we are doing on knowledge, opinions, and views of economic, social, and environmental issues. Your response helps us understand national trends in these areas, and gives us valuable insight into the preferences and priorities of IU students like you.

The survey is short, and we won't contact you again or put your name on a mailing list once you respond.

This is the last time we're going to contact you, and the survey window closes on February 28th. Respondents will be entered to win a Visa gift card, so please hurry and complete the 10-15-minute questionnaire here: <https://survey.indiana.edu/iuos2020/?id={loginID}>.

Your perspective is important to us, and we appreciate you considering our request. Thank you for your time!

Sincerely,
<contact>, <title>

To access the survey, use this link:
[Take the Survey](https://survey.indiana.edu/iuos2020/?id={loginID})

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

3rd REMINDER MESSAGE (IUB)

From Name: IU Office of Sustainability
From Email: sustain@indiana.edu
Reply to Email: sustain@indiana.edu
Subject line: Help IU understand student knowledge & perspectives

Hi <firstname> <lastname>,

At the beginning of the month, we contacted you asking for your help with a survey on student knowledge and opinions on current social, environmental, and economic issues in our country and on our campus. We are reaching out to you again because our ability to accurately assess IU student knowledge and perspectives depends on hearing from those who have not yet responded. We need your help to ensure the results are as precise as possible.

To begin the survey, simply click here: <https://survey.indiana.edu/iuos2020/?id={loginID}>

It should take about 10-15 minutes.

Responses are confidential and will not be linked to your name. If you have any questions, feel free to contact us at sustain@indiana.edu.

Thank you for your time,

Andrew Predmore
University Director of Sustainability

To access the survey, use this link:
[Take the Survey](https://survey.indiana.edu/iuos2020/?id={loginID})

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%surveyID%}

FINAL REMINDER MESSAGE (IUB)

From Name: IU Office of Sustainability
From Email: sustain@indiana.edu
Reply to Email: sustain@indiana.edu
Subject line: Last chance to help IU understand student views & opinions

Hi <firstName> <lastName>,

We wanted to reach out to you one last time to see if you could help us with research we are doing on knowledge, opinions, and views of economic, social, and environmental issues. Your response helps us understand national trends in these areas, and gives us valuable insight into the preferences and priorities of IU students like you.

The survey is short, and we won't contact you again or put your name on a mailing list once you respond.

This is the last time we're going to contact you, and the survey window closes on March 6th. Respondents will be entered to win a Visa gift card, so please hurry and complete the 10-15 minute questionnaire here: <https://survey.indiana.edu/iuos2020/?id={loginID}>

Your perspective is important to us, and we appreciate you considering our request. Thank you for your time!

Sincerely,
Andrew Predmore
University Director of Sustainability

To access the survey, use this link:
[Take the Survey](https://survey.indiana.edu/iuos2020/?id={loginID})

Or copy and paste the URL below into your internet browser:

<https://survey.indiana.edu/iuos2020/?id={loginID}>

The IU Center for Survey Research is administering this questionnaire on behalf of Indiana University Office of Sustainability. If you have difficulties logging in, please email csr@indiana.edu for assistance.

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. After logging in, select the button marked "I do not wish to participate."

Reference ID: {%%surveyID%%}

**Appendix C:
Data Output File
(separate file)**