

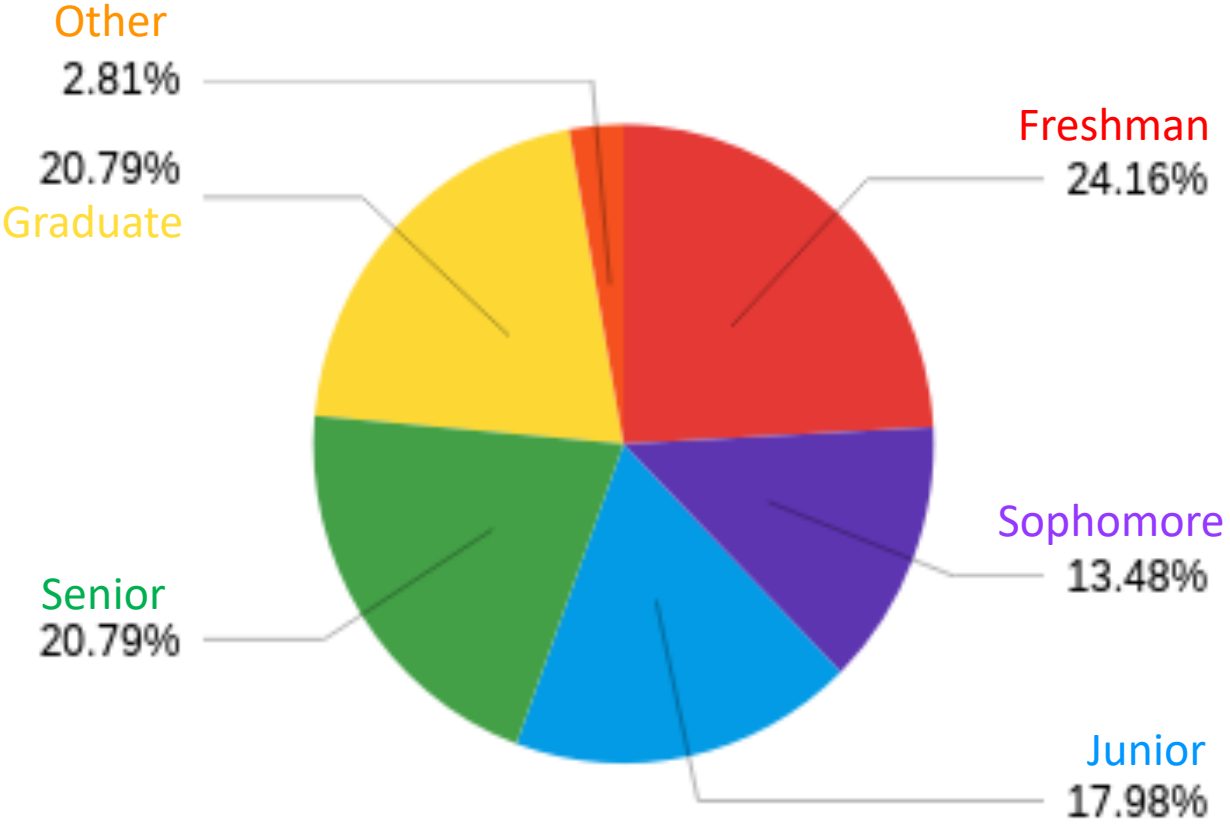
# Sustainability Literacy Assessment Results

Fall 2020 Survey

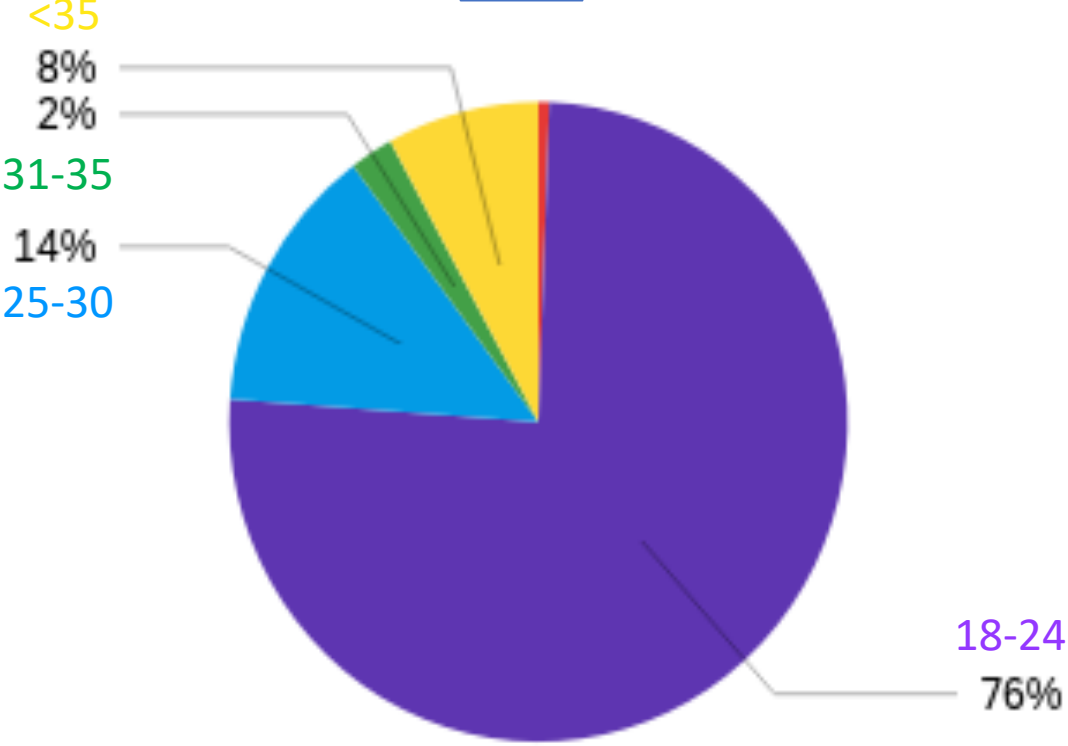
Prepared by Etsuko Kinefuchi  
Academic Sustainability Coordinator

# Demographics

Academic Level



Age



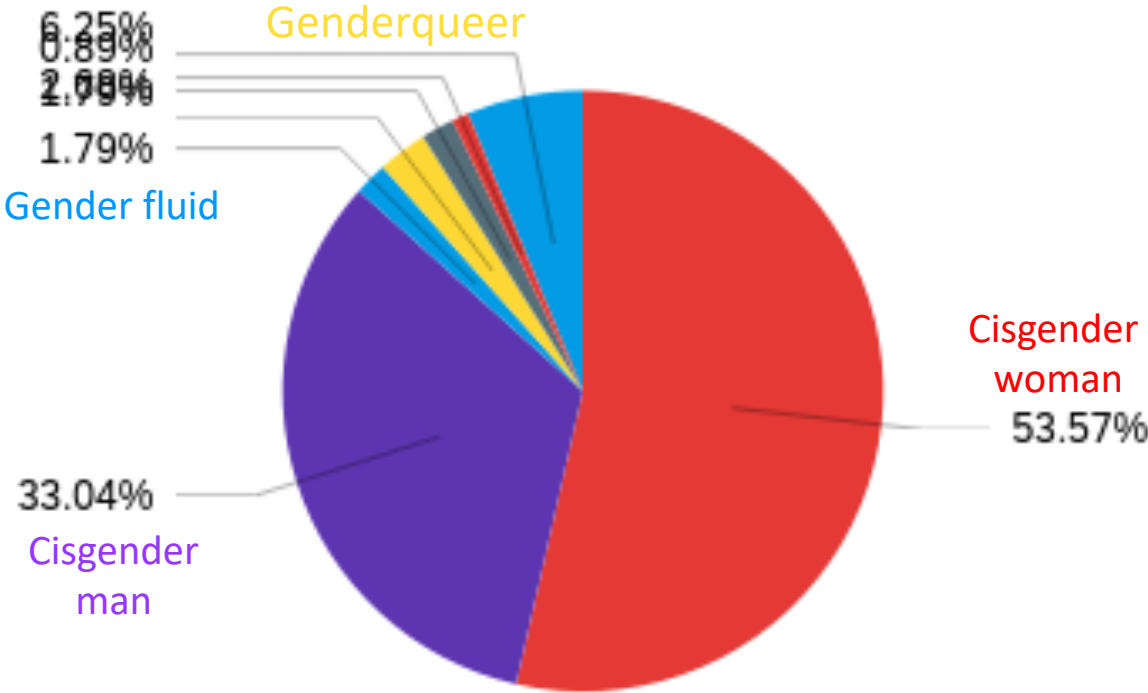
UNCG Fall 2020: 15,995 undergrads (81%), 3,769 grads (19%) (Source: UNCG at a glance)

# Demographics

Race



Gender



UNCG Fall 2020: 68% female, 28% Black, 11% Latino (Source: UNCG at a glance)

# Major (in number)

- Music (24)
- Environmental & Sustainability (22)
- Speech Pathology & Audiology (22)
- Nanoscience (11)
- Psychology (10)
- Biology (9)
- Geography (6)
- Business Admin., Comm. Studies, Nursing, Social Work (4 each)
- Accounting, Drama, English, Media Studies, Political Science, Sus. Tourism & Hospitality (3 each)

## Literacy: High (70% & above)

- “Sustainable development” – 77%
- What ozone protects us from – 94%
- The cause of climate change – 94%
- A long-term effect of climate change - 74%
- The most significant driver of biodiversity loss – 76%
- The benefit of wetland – 74%
- The federal agency overseeing env. regulation – 85%
- The areas impacted by food choices – 91%

## Literacy: High (70% & above)

- Economic viability within a sustainability framework – 71%
- The "true cost" of the goods we use every day – 78%
- Girl education & family planning – 76%
- Food insecurity, single mother, African American – 70%
- "Environmental injustice" – 76%
- Ways to support workers in the global south – 83%
- LEED certified buildings means... - 71%

## Literacy: Middle (50-69%)

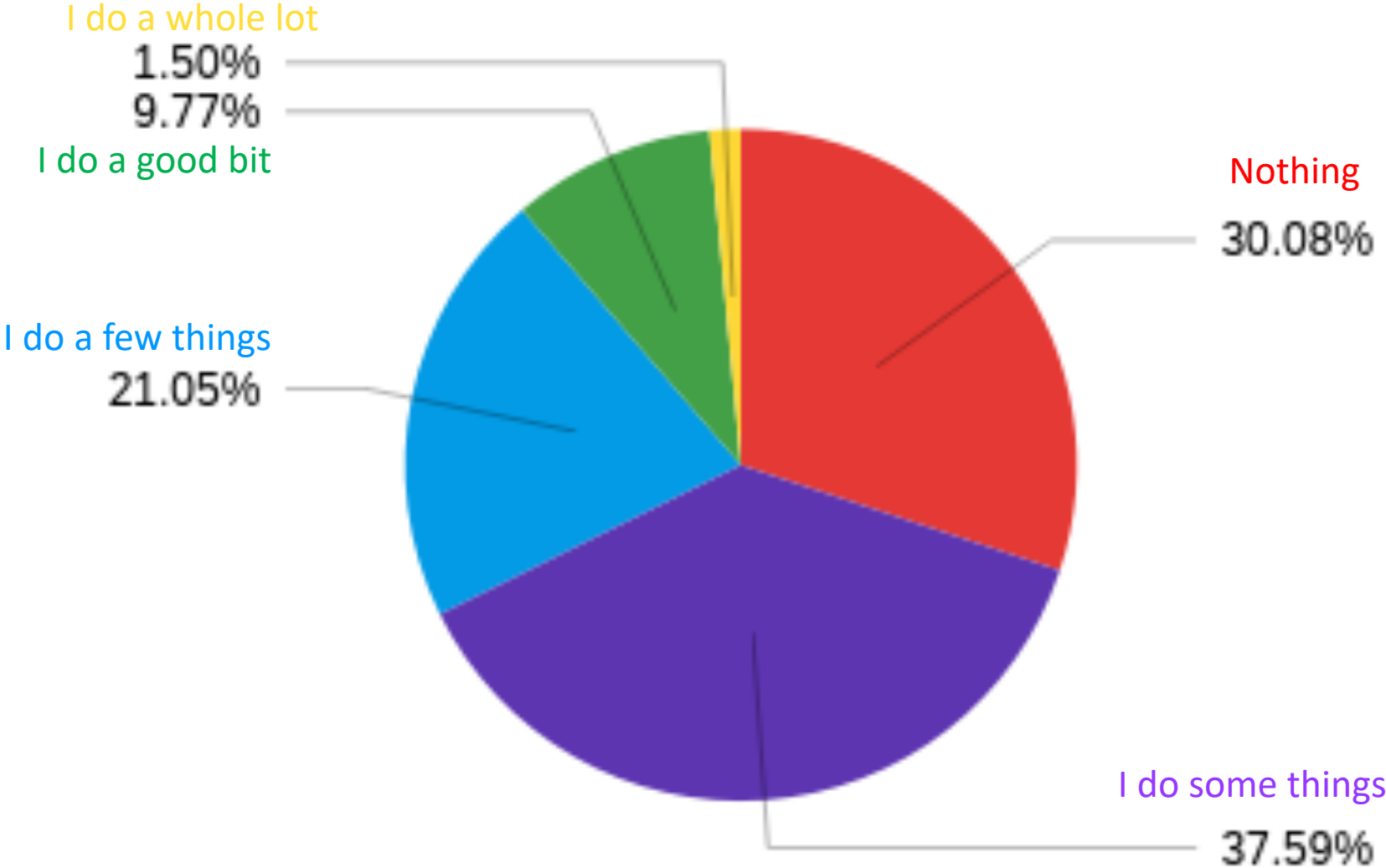
- Non-renewable energy source – 61%
- The % of water available for human consumption – 59%
- The activity with the greatest water usage - 64%
- Most in line with sustainable consumption – 53%
- High environmental impact activities – 57%
- UNCG's definition of "sustainability" – 59% (& 32% "I don't know")
- Examples of aesthetics in sustainability – 65%
- The most sustainable dining option at UNCG – 66%

## Low Literacy: Low (49%<)

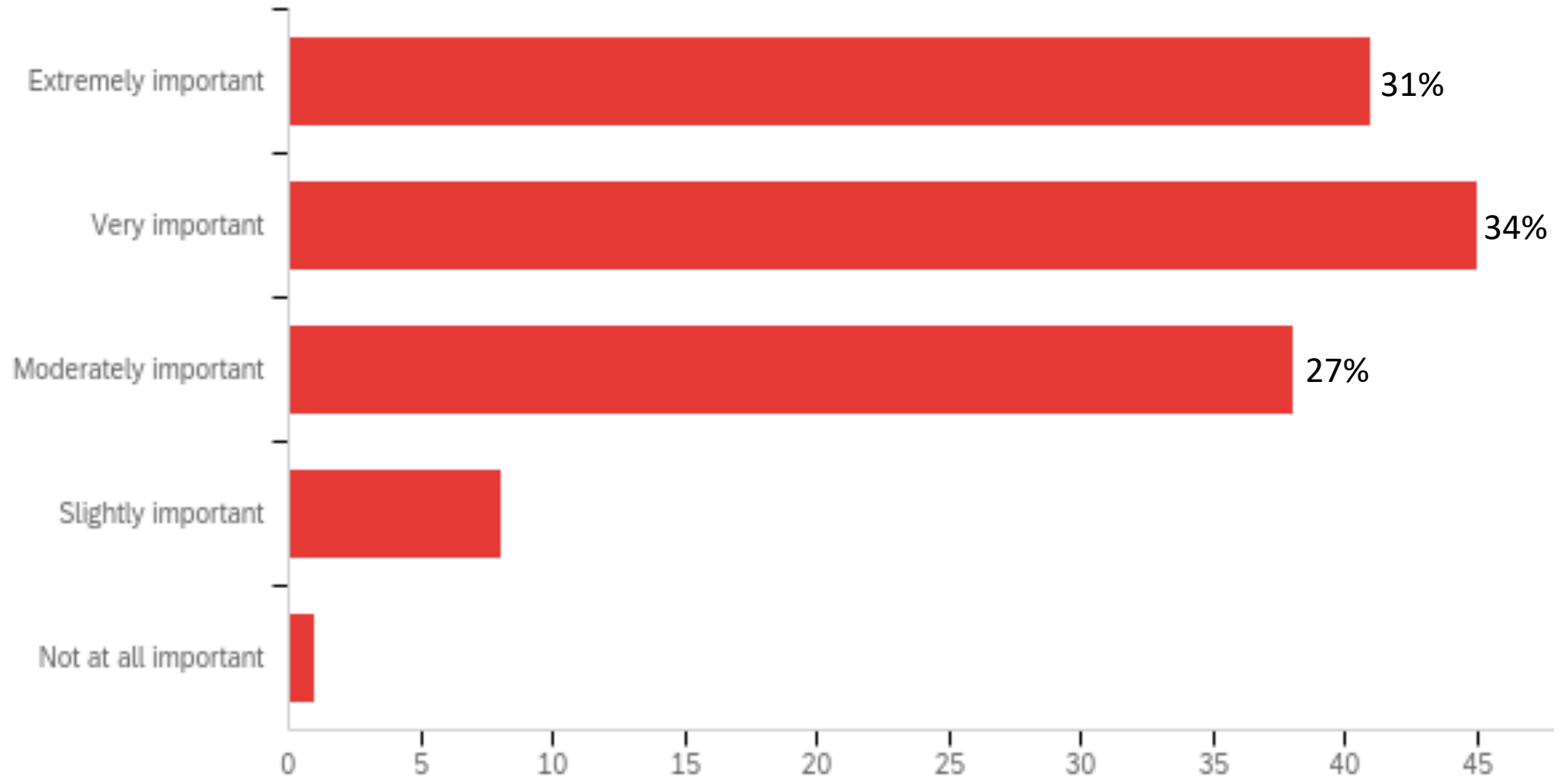
- What climate change is - 58% “I don’t know”
- The most significant contributor to the degradation of the coastal ecosystem – 48% “I don’t know”
- The “triple bottom line” – 51% “I don’t know”
- The price of gas at the pump reflects... - 56% “I don’t know”
- “fair trade” – 45% correct, 32% “I don’t know”
- The richest’s consumption of resources – 48% “I don’t know”



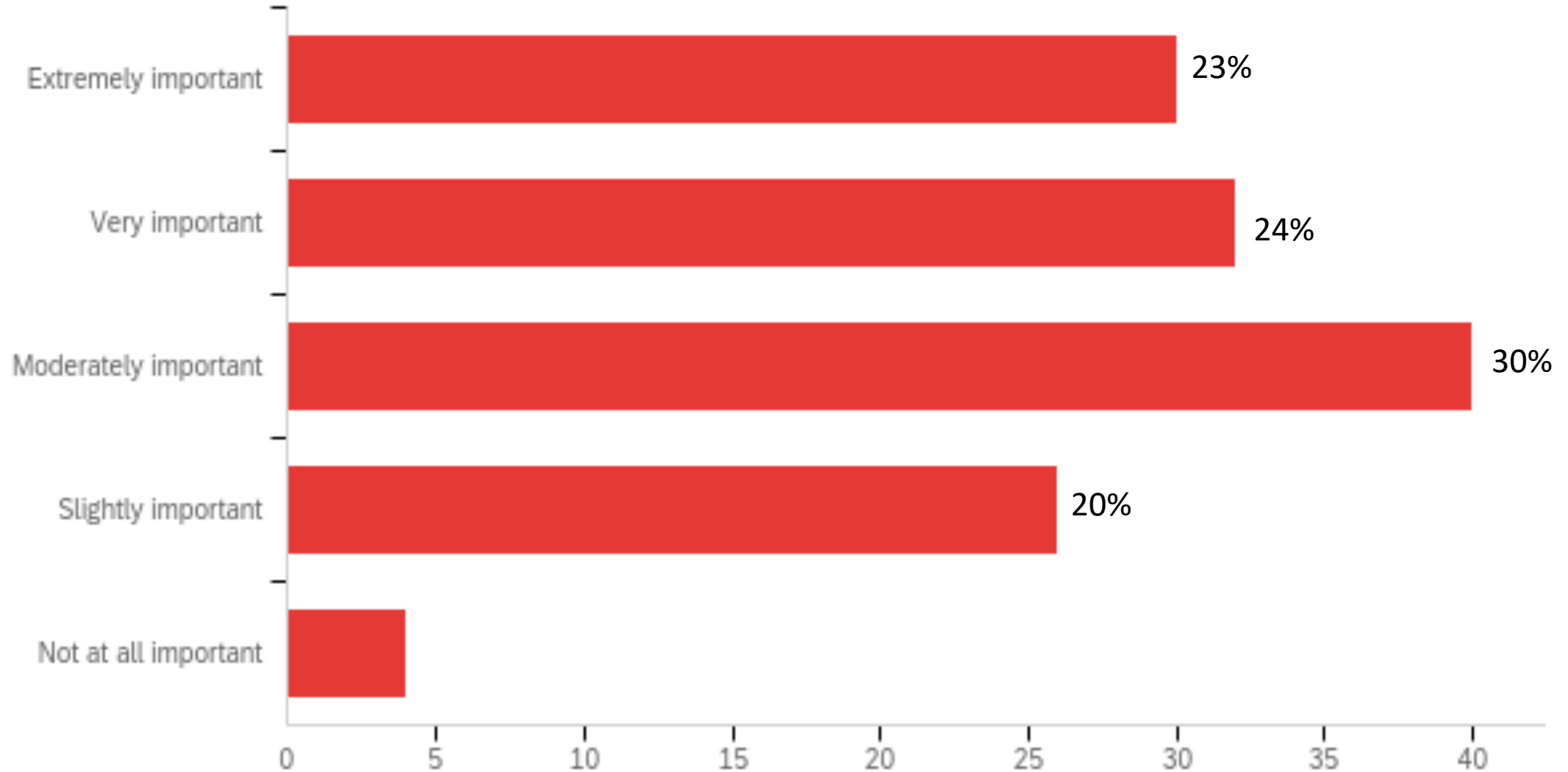
# Level of involvement in sustainability activities at UNCG



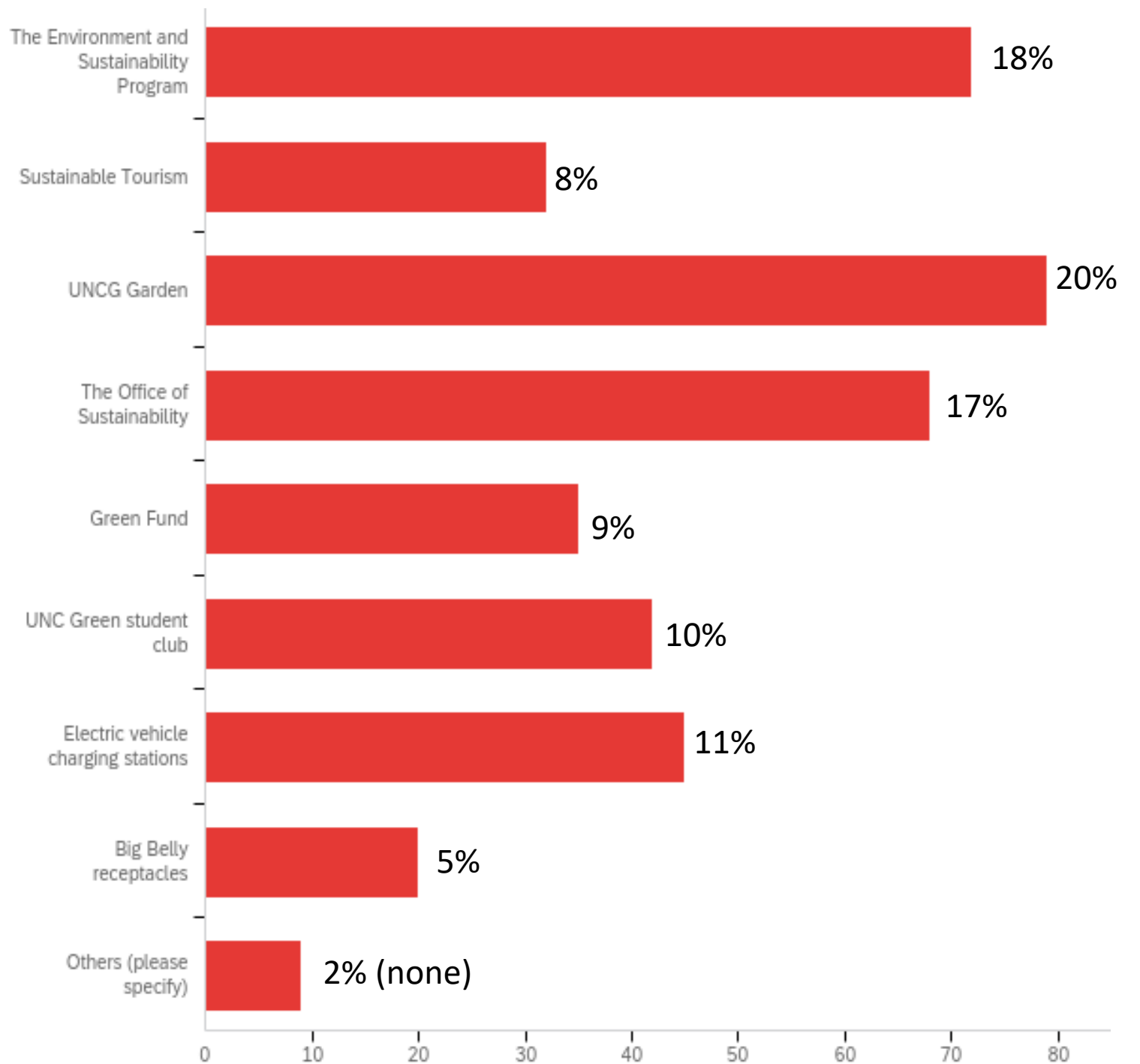
# Personal importance of sustainability



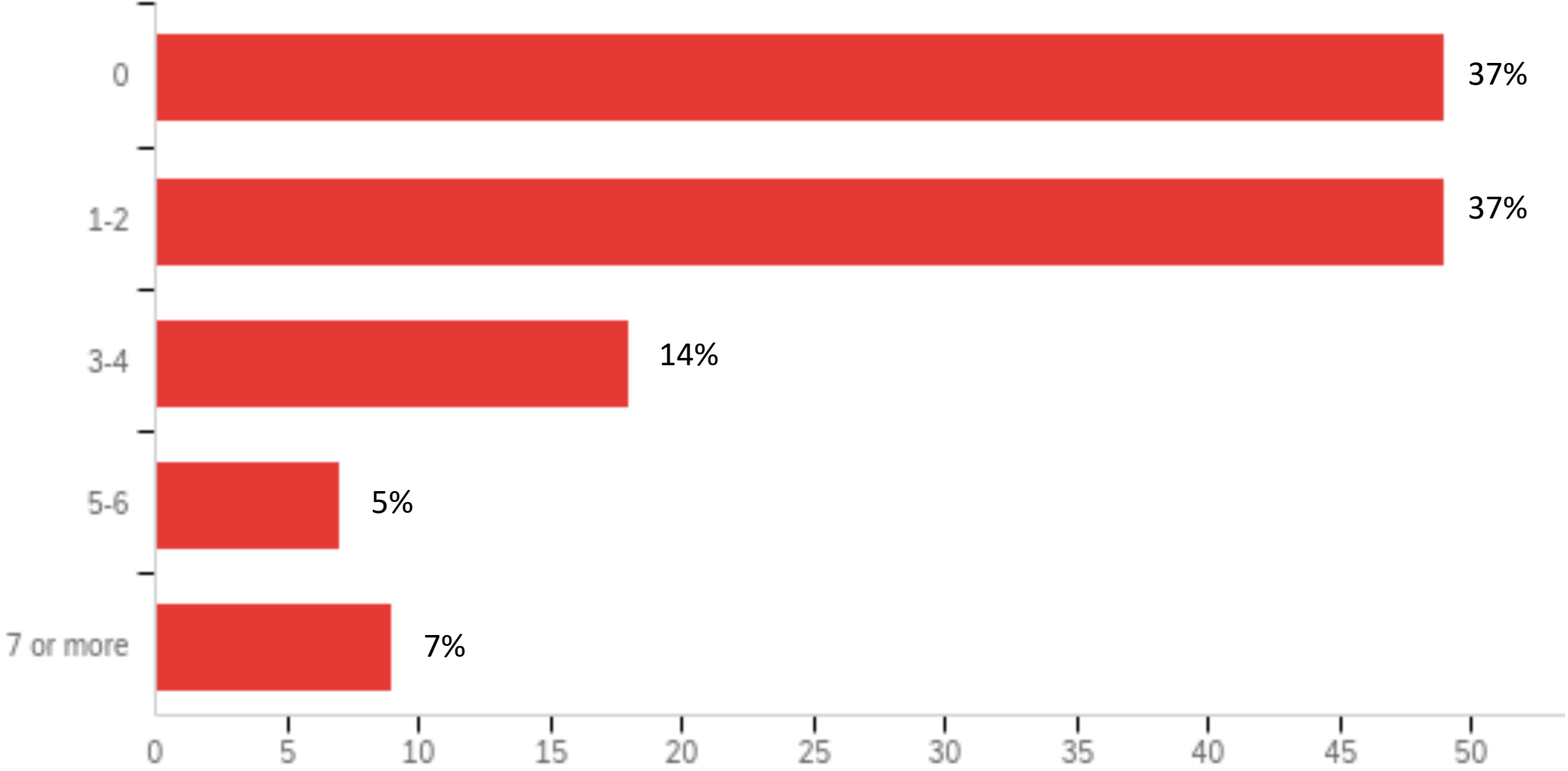
# Importance of sustainability for career



# Knowledge of sustainability opportunities at UNCG



# # of sustainability classes taken



# Room for Intervention

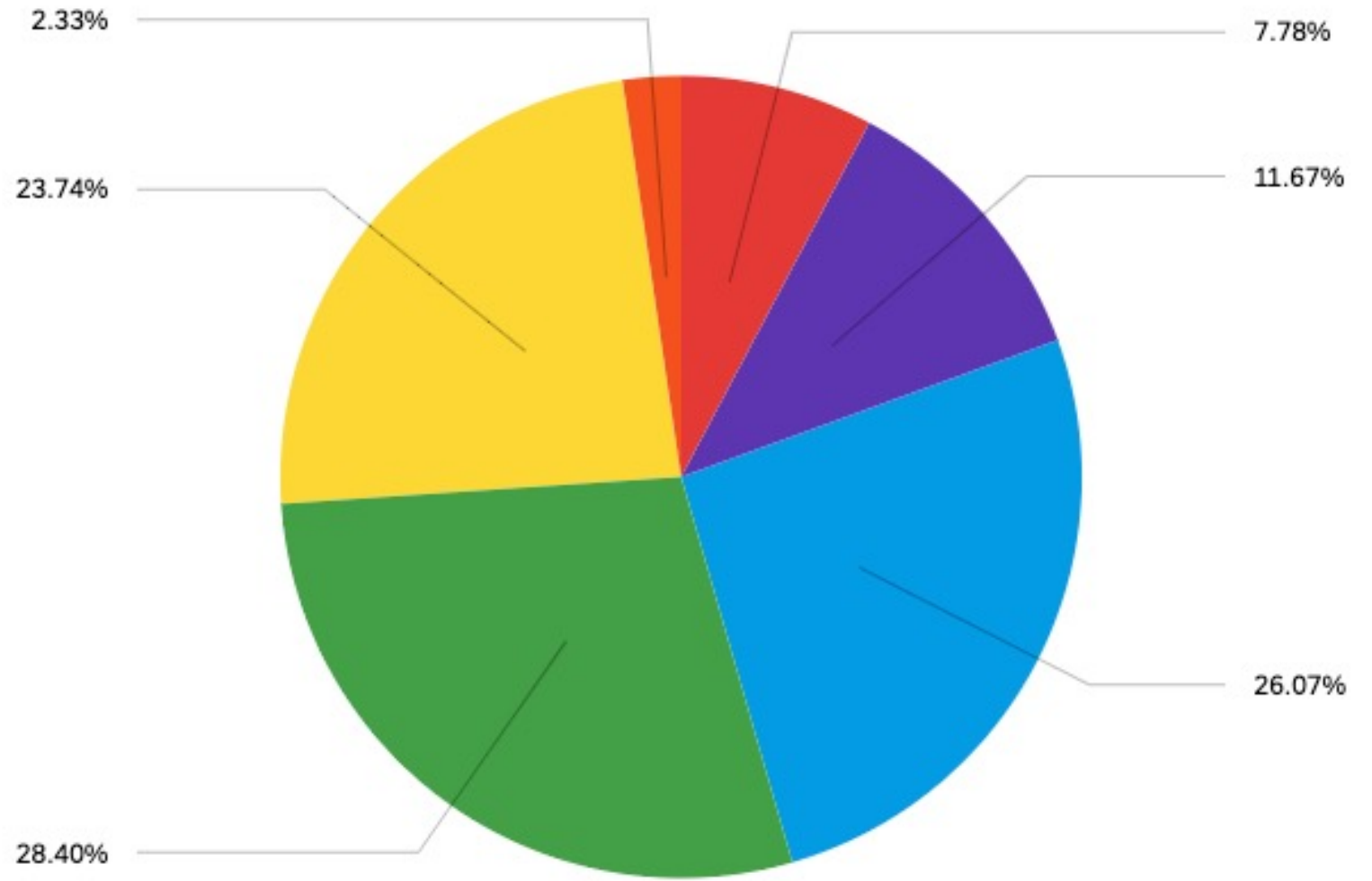
- Literacy
  - Climate change
  - Environmental problems in NC
  - Hidden costs (e.g., fossil fuel subsidies)
- UNCG
  - Definition of sustainability (1/3 didn't know)
  - Sustainability is important for the majority, but
    - few classes taken (2 or less)
    - Less participation in sustainability-related activities.

# Sustainability Literacy Assessment Results

Spring 2021 Survey (n=257\*)

Prepared by Etsuko Kinefuchi  
Academic Sustainability Coordinator

# Academic Level

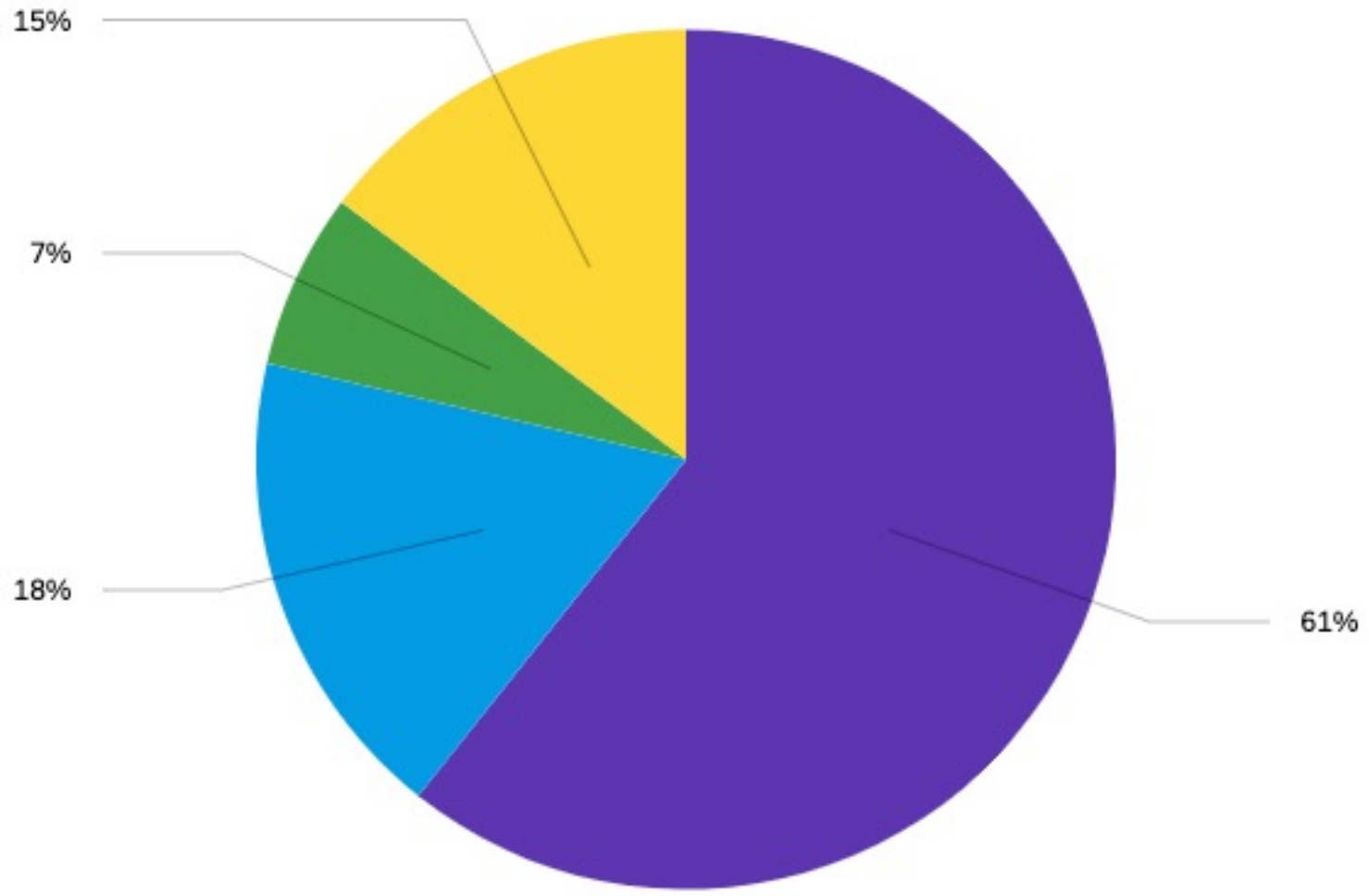


UNCG Fall 2020:  
15,995 undergrads (81%)  
3,769 grads (19%)  
(Source: UNCG at a glance)

Freshman   Sophomore   Junior   Senior   Graduate   Other (please specify)



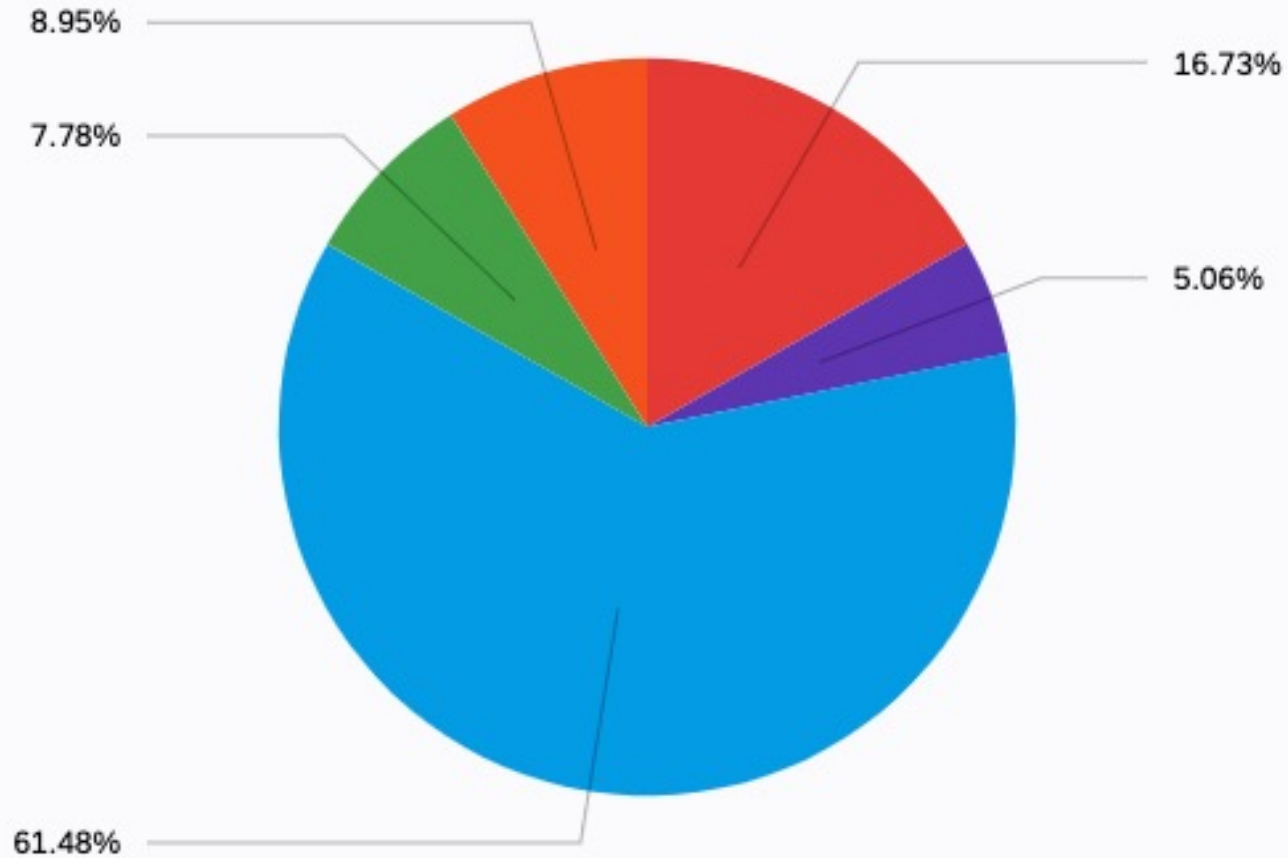
# Age



17 and under 18-24 25-30 31-35 Over 35

# Race

UNCG Fall 2020:  
28% Black, 11% Latino  
(Source: UNCG at a glance)



■ African American or Black

■ Asian American or Pacific islander

■ Caucasian or White

■ Hispanic of any race or Latina/o

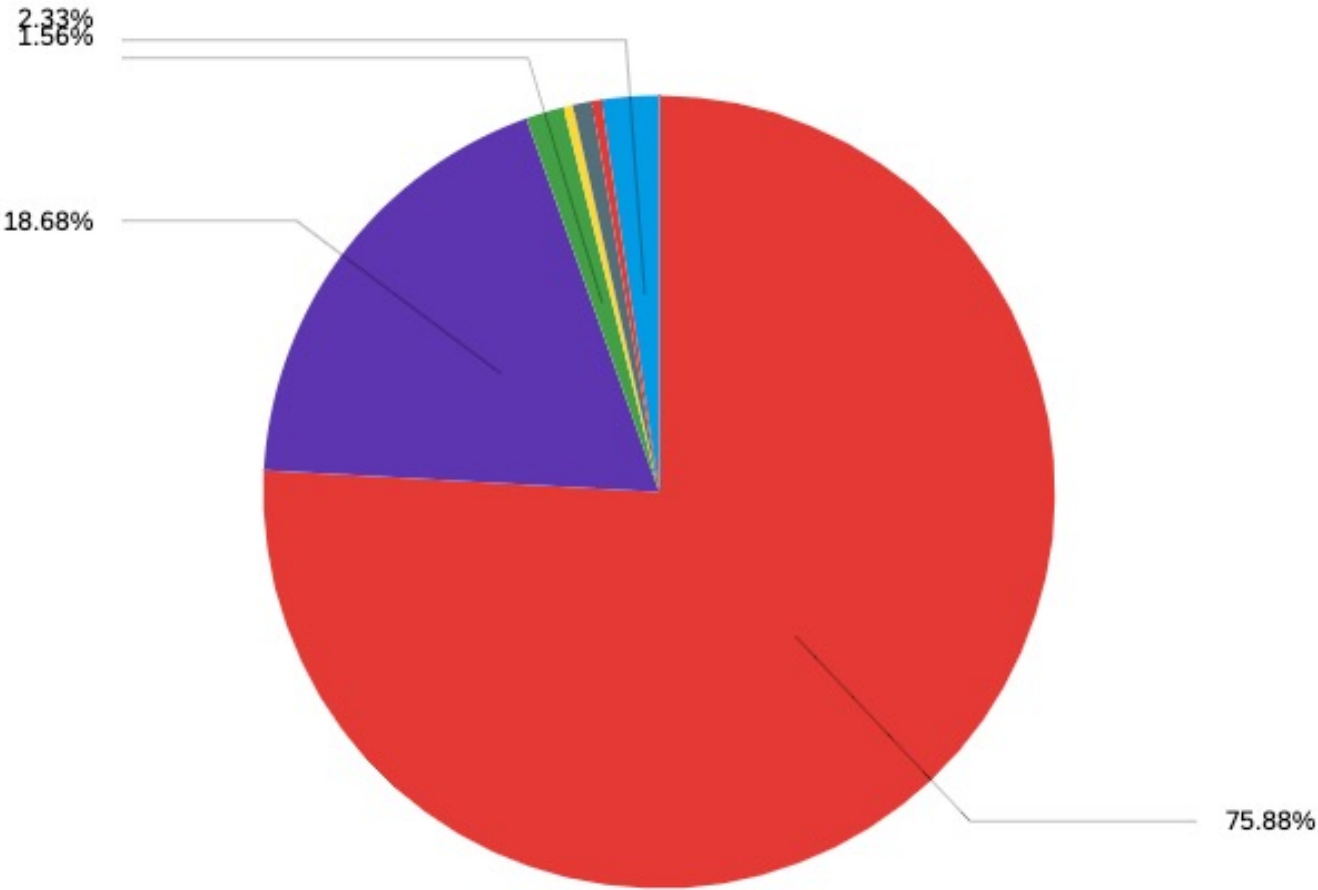
■ Native American or Alaskan Native

■ Another race (please specify)

■ Native Hawaiian or other Pacific Islander

# Gender

UNCG Fall 2020:  
68% female (Source:  
UNCG at a glance)



- Cisgender (gender identity matches their sex assigned at birth) woman
- Cisgender man
- Gender fluid
- Gender non-binary
- Genderqueer
- Intersex
- Queer
- Trans woman
- Trans man
- Transgender
- Other (please describe)

# Major (in number)

- HDFS (29)
- NUR (22)
- Elementary Ed. (18)
- CST (16)
- ENG, EVS, NTR (15)
- MST (10)
- CARS, MAT (9)
- BUS, ECO., PSC, Spch Path & Audio(6)
- DCE, Middle G. Ed., Music (5)
- ART, BIO, KIN, PSY (4)
- Biochem., ISM, Prof in Deaf. (3)
- AAD, CHE, Elem Ed. & Spec Ed., IAR, LLC, REL, SWK (2)
- ACC, ATY, CSC, FIN, Geo., HIS, Inf. Sci., Int'l bus., Lib. Studies, PCS, Spec. Ed., WGS (1)

No participation from:

AADS, ARC, Classical Stu., Drama, ENT, IGS, MKT, PHI, PHY, Pub. Health. Ed., Rec. & Park Mgmt., SOC, SPA, STH.

## Literacy: High (70% & above)

- “Sustainable development” – 71%
- What ozone protects us from – 89%
- The cause of climate change – 87%
- The most significant driver of biodiversity loss – 73%
- The federal agency overseeing env. regulation – 81%
- The areas/issues impacted by food choices – 87%
- The “true cost” of everyday goods – 77%
- The most food insecure demographics – 72%
- “Environmental injustice” – 75%
- Ways to support workers in the global south – 77%
- LEED certified bldgs means... – 72%

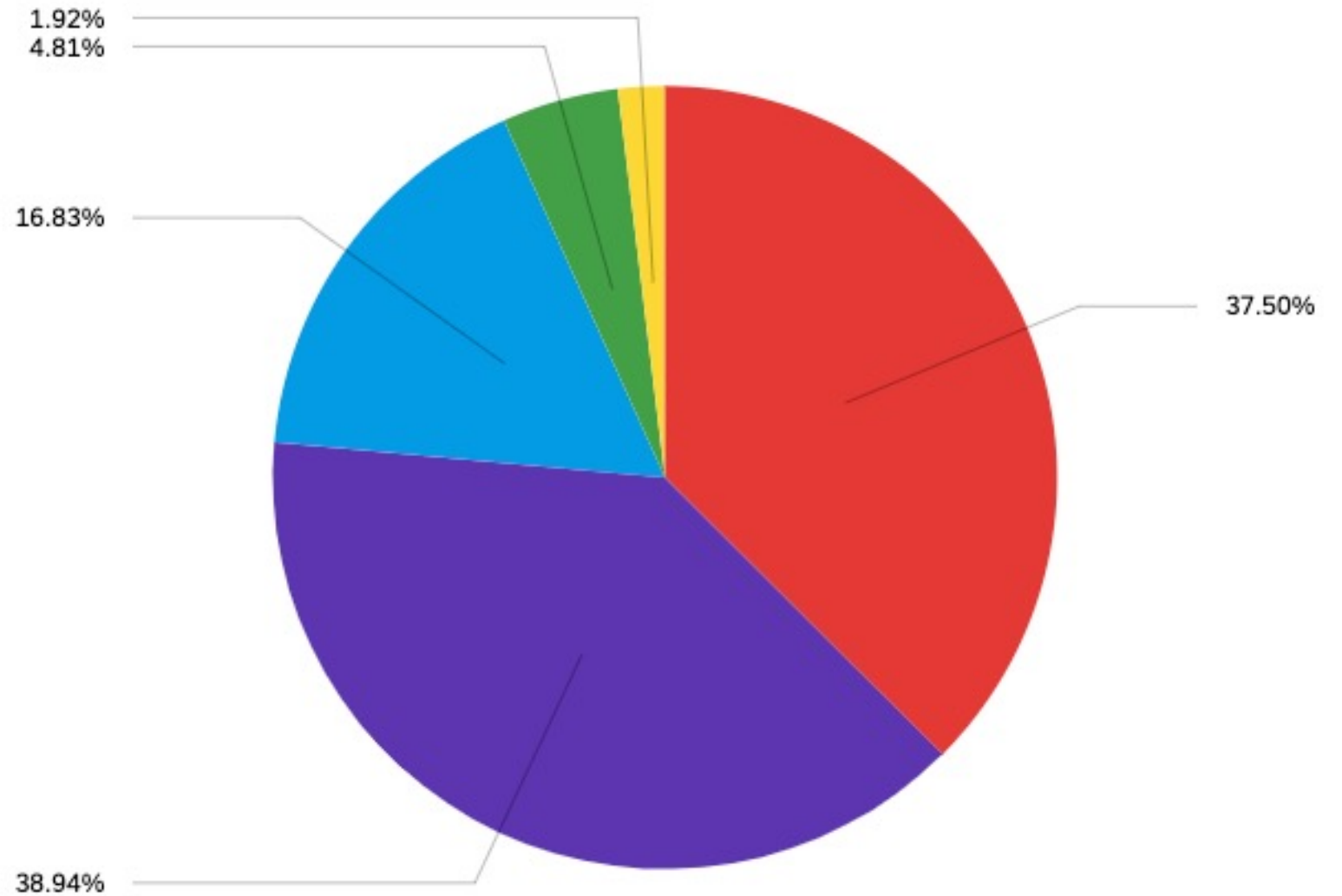
# Literacy: Middle (50-69%)

- 3 dimensions of sustainability – 50%
- Climate change definition – 53%
- A long-term effect of climate change - 67%
- “Carbon Footprint” – 54%
- “Biodiversity” – 55%
- The benefit of wetland – 69%
- Non-renewable energy source – 60%
- The most water-intensive activity – 52% (46% “taking a bath everyday”)
- Economic viability within a sustainability framework – 69%
- Girl education & family planning – 69%
- UNCG’s def. of “sustainability” – 57% (32% “I don’t know”)
- Examples of aesthetics in sustainability – 61%
- The most sustainable dining option at UNCG – 58%

# Low Literacy: Low (49%<)

- Rachel Carson is known for... – 46%
- “Climate change” – 14% (53% “long-term heating”)
- The most significant contributor to the degradation of the coastal ecosystem – 26% (37% “I don’t know”)
- The % of water available for human consumption – 44%
- Activities most in line with sustainable consumption – 49%
- The “triple bottom line” – 36% (37% “I don’t know”)
- The price of gas at the pump reflects... – 16% (43% “corporate subsidies”)
- “fair trade” – 39% (35% “no deflation/inflation”)
- The richest’s consumption of resources – 35% (28% “I don’t know”)
- High environmental impact activities – 47%

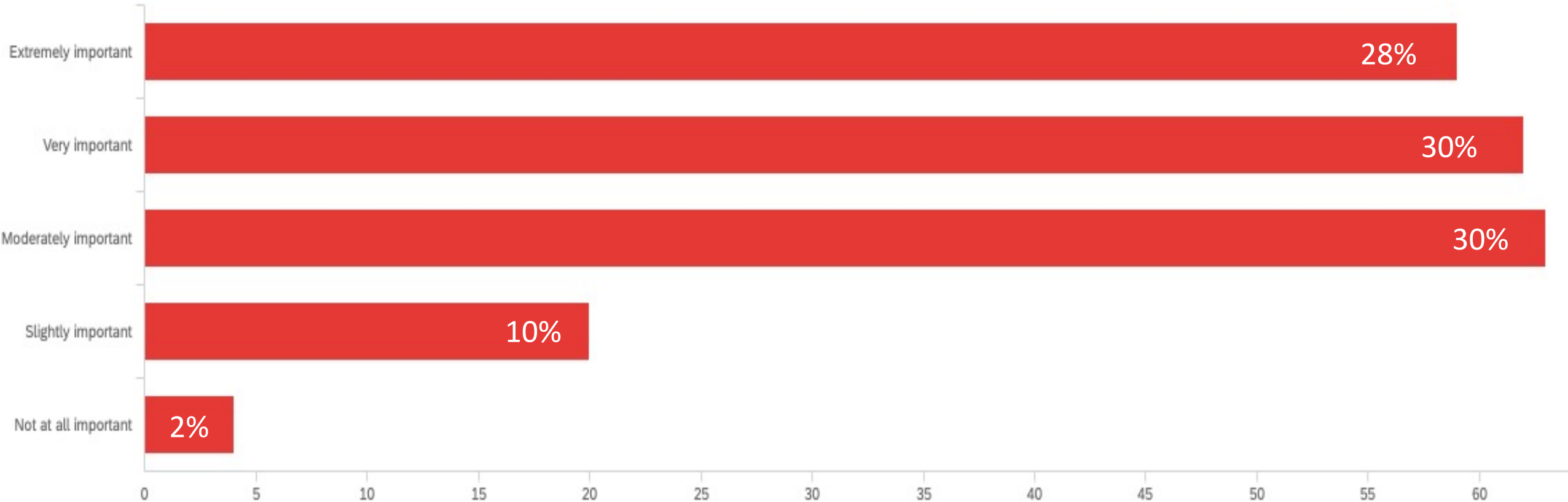
Level of involvement in sustainability activities at UNCG



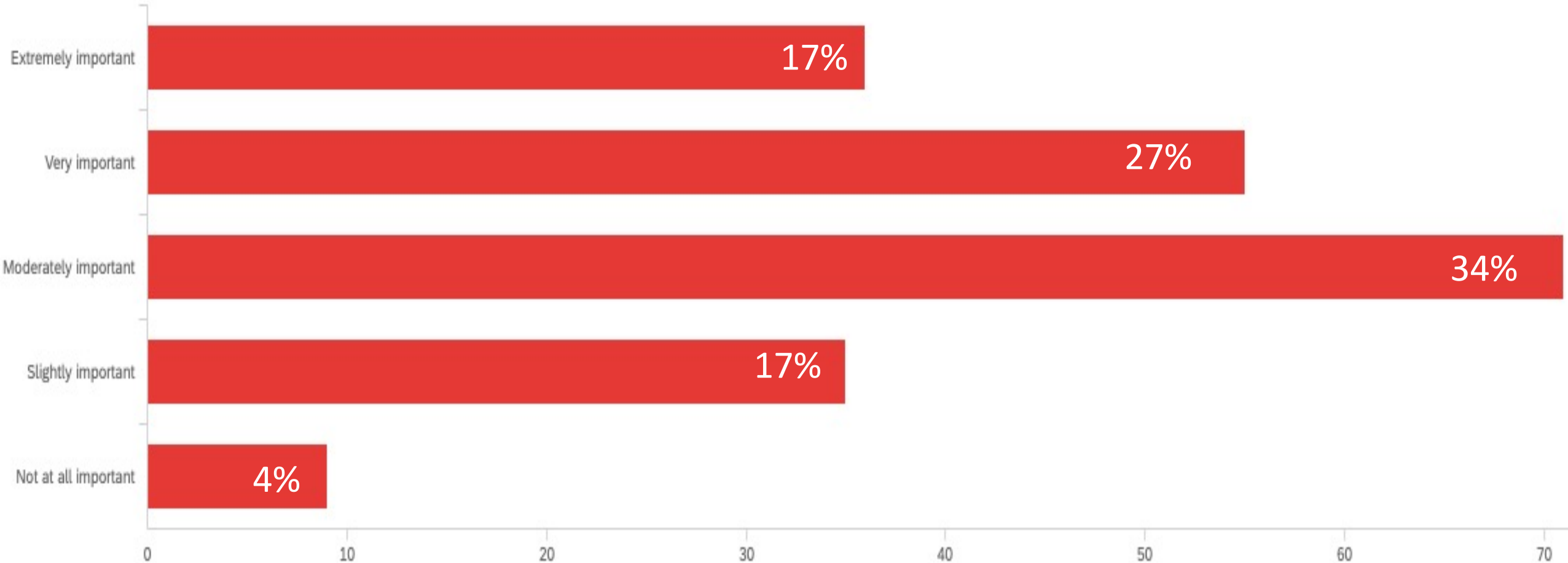
I do nothing at all I do some things I do a few things I do a good bit I do a whole lot



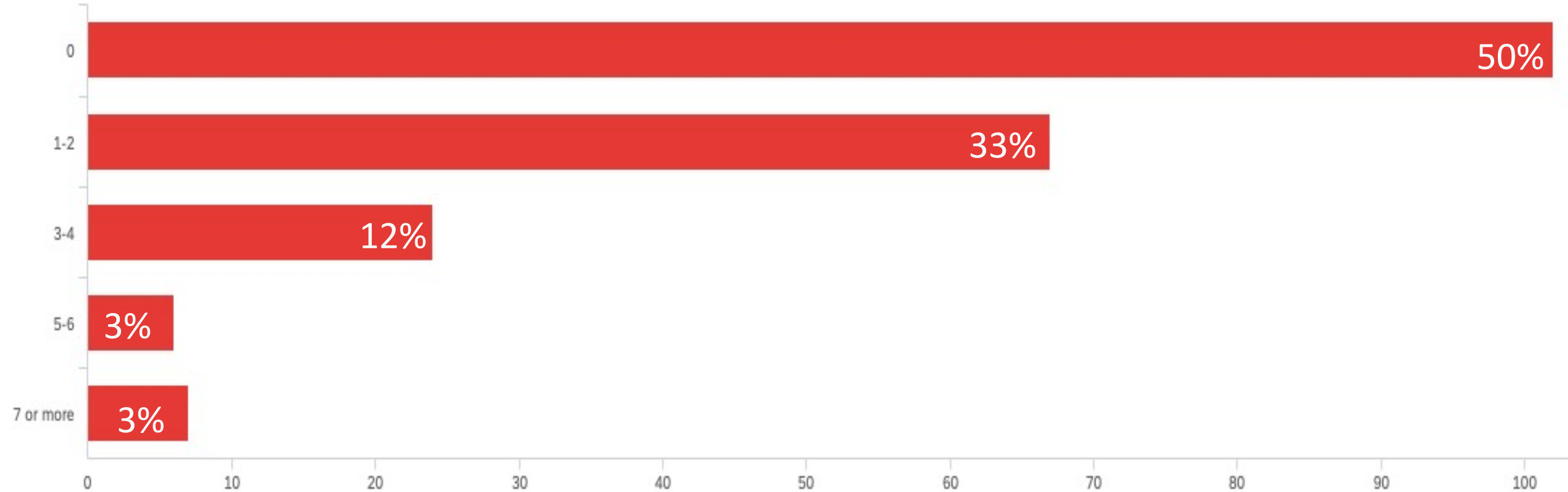
# Personal importance of sustainability



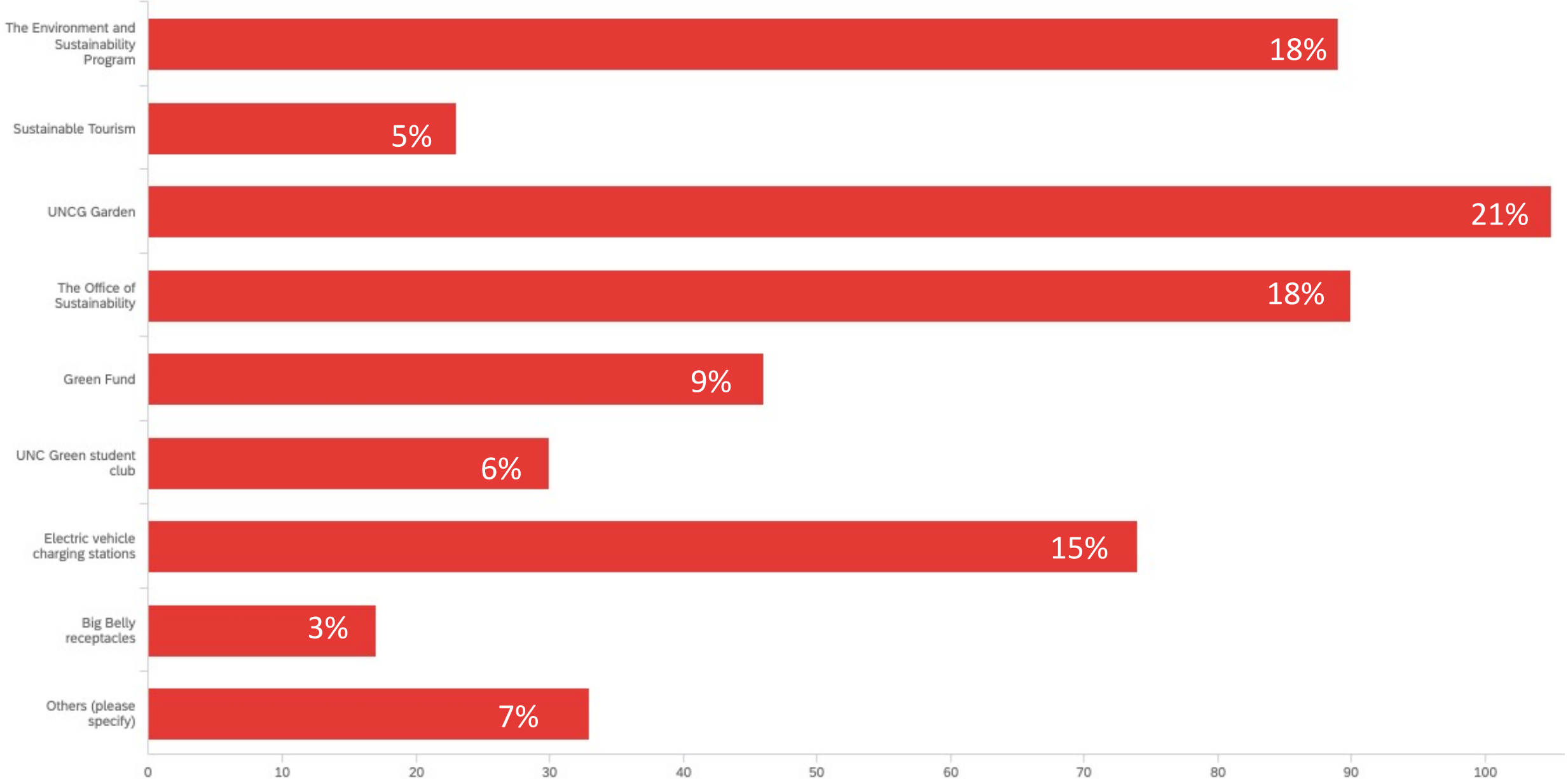
# Importance of sustainability for career

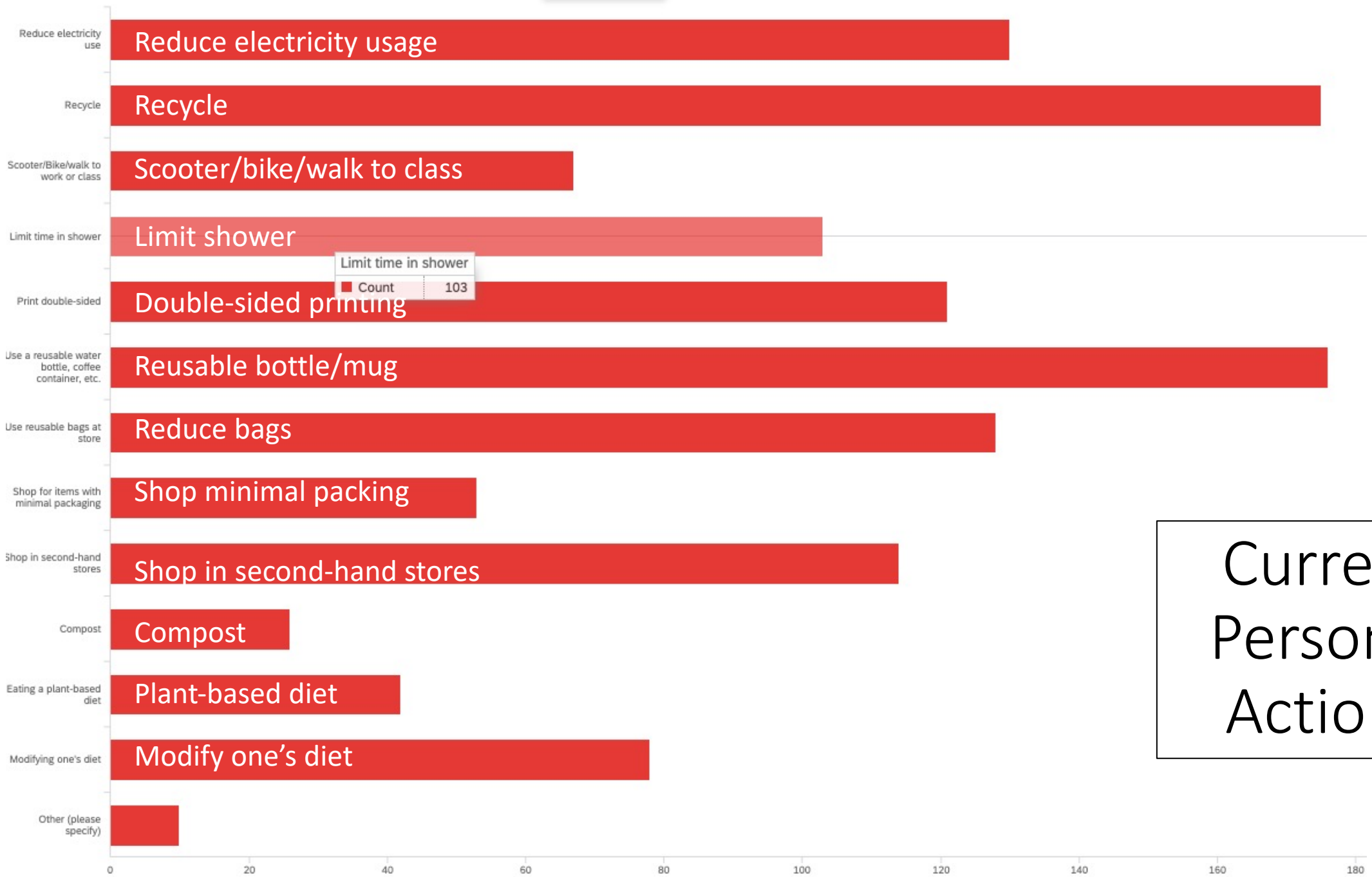


# # of sustainability classes taken



# Knowledge of sustainability opportunities at UNCG





Current  
Personal  
Actions

# Room for Intervention

- Literacy
  - Climate change
  - Environmental problems in NC
  - Hidden costs (e.g., fossil fuel subsidies)
  - Activities and consumptions with largest and lowest impacts
- UNCG
  - Definition of sustainability (1/3 didn't know)
  - Sustainability is important for the majority (58% very/extremely), but
    - 50% - no class (unaware???)
    - Less participation in sustainability-related activities (38% do nothing)