

## Survey Results for the Student Sustainability Literacy Survey, Spring 2013

190 Responses collected

### UNC Chapel Hill Student Sustainability Literacy Survey

Welcome to the UNC Chapel Hill student sustainability survey.

This survey is being conducted by \_\_\_\_\_ to assess our students' knowledge and awareness about sustainability. This survey is entirely voluntary, and your identity will remain anonymous. Any feedback you provide will be kept confidential and only summarized results will be distributed.

We hope you will give all the questions your full consideration. The survey should take no more than 10-15 minutes to complete. Please answer each question to the best of your ability.

**Please indicate your current academic level:**

Response	Response Total	Response Percent
First Year	51	27%
Sophomore	52	27%
Junior	44	23%
Senior	42	22%
Graduate or Professional Student	1	1%

Total Responses: 190

**In which school(s) or college(s) are you pursuing a degree? (Please select all that apply.)**

Response	Response Total	Response Percent
College of Arts and Sciences	137	72%
School of Business	58	31%
School of Dentistry	2	1%
School of Education	5	3%
School of Government	1	1%
School of Information and Library Science	2	1%
School of Journalism and Mass Communications	10	5%
School of Law	1	3%
School of Medicine	8	4%
School of Nursing	0	0%
School of Pharmacy	2	1%
School of Public Health	12	6%

Total Responses: 190

**For which course are you participating in this assessment?**

Response	Response Total	Response Percent
ENST 201, Environment and Society, Spring 2013	106	56%
ENST 208H, Reimagining the American Landscape, Spring 2013	27	14%
BUSI 507 Sustainable Enterprise and Social Entrepreneurship, Spring 2013	47	25%
MBA 815B Strategies in Sustainable Enterprise, Spring 2013	0	0%
N/A	10	5%

Total Responses: 190

**Please indicate which of the following statements best describes your level of interest in sustainability**

Response	Response Total	Response Percent
I have a passion for sustainability	33	17%
I have considerable interest in sustainability	127	67%
I am neither interested nor disinterested in sustainability (neutral)	23	12%
I have little interest in sustainability	6	3%
I have no interest in sustainability	1	1%

Total Responses: 190

**Please rate your level of agreement with the following statements:**

Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I make an effort to be knowledgeable about environmental issues	16.32%	57.37%	20.53%	5.79%	0%
I make an effort to be knowledgeable about sustainability issues	14.74%	52.11%	27.37%	5.79%	1.11%
My daily behavior reflects a concern about sustainability issues	9.47%	55.26%	24.74%	10.53%	0.56%
I value knowing that my food is grown locally	22.11%	37.89%	24.21%	13.68%	2.11%
I think about the carbon footprint of my choices	10.53%	48.95%	23.16%	15.79%	1.58%
I would like to learn more about sustainability while at UNC	45.26%	45.26%	6.84%	1.58%	1.05%

Total Responses: 190

**Please indicate the degree of importance you place on the following personal sustainability issues:**

Response	Very Important	Important	Neutral	Unimportant	Very Unimportant	Not Sure
Minimizing waste sent to the landfill	33.68%	51.58%	12.11%	2.11%	0%	0.53%
Recycling	53.68%	41.05%	5.26%	0%	0%	0%
Choosing food based on its environmental impact	18.95%	36.32%	36.68%	9.47%	0%	1.58%
Conserving water	42.63%	45.26%	10%	2.11%	0%	0%

Purchasing environmentally friendly products	23.68%	53.16%	18.42%	4.21%	0.53%	0%
Conserving energy	48.42%	42.63%	6.84%	1.58%	0%	0.53%
Minimizing carbon emissions from transportation	35.79%	41.05%	14.74%	7.89%	0%	0.53%
Spending time outdoors	49.47%	34.74%	12.63%	2.63%	0.53%	0%
Engaging in physical activity on a regular basis	57.37%	34.21%	5.26%	2.63%	0.53%	0%

Total Responses: 190

**Mark the programs you know exist at UNC. (Please select all that apply.)**

Response	Response Total	Response Percent
Goal to become climate neutral (produce zero net greenhouse gas emissions) by 2050	40	21%
Goal to stop using coal at the combined heat and power (cogeneration) plant by 2020	61	32%
Goal to reduce energy use in existing campus buildings by 30% by 2015 (relative to 2003)	47	25%
District heating and cooling system (instead of individual boilers and air conditioning compressors)	19	10%
Green energy fee of \$4 per student per semester to invest in renewable energy infrastructure, energy efficiency, and awareness raising	50	26%
Reclaimed water system that uses highly treated wastewater, instead of drinking/potable water, in energy utility infrastructure, for irrigation, and for toilet flushing in select buildings	74	39%
Fare-free buses	133	70%
Indoor and outdoor, comingled recycling	112	59%
Food waste composting at dining halls and conference centers	87	46%
LEED performance standards for all new buildings	52	27%
Sustainable food sourcing	74	39%
Innovative stormwater management, including green roofs, cisterns, and permeable pavement	57	30%
Sustainability minor administered by the Curriculum for Environment and Ecology	93	49%
I am not aware of any of these programs	14	7%

Total Responses: 190

**Mark examples of sustainable practices. (Please select all that apply.)**

Response	Response Total	Response Percent
Selecting double-sided printing	174	92%
Dressing for the weather to reduce the need for heating and cooling	153	81%
Limiting meat consumption	128	67%
Using alternative transportation	175	92%
Turning off the lights when you are the last one out of a room	183	96%
Powering down electrical devices when not using them for more than 15 minutes	161	85%
Reporting building issues to Facilities Services for repair	111	58%
Taking short showers and turning off the water when shampooing and conditioning	172	91%
Opening windows only when outdoor temperatures and humidity levels are comparable to indoor temperatures and humidity levels	138	73%

Total Responses: 190

**Do you recycle on a weekly or more frequent basis?**

Response	Response Total	Response Percent
Yes	181	95%
No	9	5%

Total Responses: 190

**If you do not recycle on a regular basis, please select the statement below that best describes why you do not recycle:**

Response	Response Total	Response Percent
I choose not to because I do not care to	0	0%
I choose not to because I think there are negative consequences of recycling	0	0%
I choose not to because I do not think recycling makes a positive difference	0	0%
I do not know how to recycle properly	4	44%
Recycling is inconvenient for me	5	56%

Total Responses: 9

## Sustainability Literacy Section

**Please select the best answer to the following questions:**

**Corporate social responsibility implies a commitment to the triple bottom line, which includes:**

Response	Response Total	Response Percent
Three forms of financial reporting	2	1%
<b>Environmental, social, and financial performance</b>	<b>174</b>	<b>92%</b>
Offering health, dental, and vision care to employees	4	2%
Incorporating community, labor, and government representatives on the board of directors	10	5%

Total Responses: 190

**What is meant by the term “carbon footprint”?**

Response	Response Total	Response Percent
The age of an item found at an archeological site	1	1%
The carbon left on the ground each time you take a step	4	2%
The size of the carbon chain in a given quantity of gasoline	1	1%
<b>The greenhouse gasses released by burning fossil fuels for electricity and transportation</b>	<b>184</b>	<b>97%</b>

Total Responses: 190

**What are the primary energy sources used to generate power in North Carolina?**

Response	Response Total	Response Percent
Solar and wind	5	3%
Coal and nuclear	78	41%
<b>Coal and hydroelectric</b>	<b>79</b>	<b>42%</b>

Nuclear and natural gas	28	15%
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Total Responses: 190

**A technique to assess the environmental impacts associated with all stages of a product's life from cradle to grave (resource extraction through usage and disposal or reuse) is called:**

Response	Response Total	Response Percent
An energy audit	32	17%
A cost-benefit analysis	18	9%
<b>A life cycle assessment</b>	<b>131</b>	<b>69%</b>
A thermal systems analysis	9	5%

Total Responses: 190

**Which of the following do scientists project will worsen over the next century:**

Response	Response Total	Response Percent
Droughts	1	1%
Flooding	0	0%
Severe weather events	6	3%
Sea level rise	3	2%
<b>All of the above</b>	<b>180</b>	<b>95%</b>

Total Responses: 190

**Which of the following is a renewable resource?**

Response	Response Total	Response Percent
Oil	4	2%
Coal	2	1%
<b>Trees</b>	<b>167</b>	<b>88%</b>
Iron ore	17	9%

Total Responses: 190

**Which of the following statements about greenhouse gasses is FALSE?**

Response	Response Total	Response Percent
<b>Humans would be better off without greenhouse gases</b>	<b>86</b>	<b>45%</b>
There are many different greenhouse gasses, not just carbon dioxide	5	3%
Increased greenhouse gasses trap solar radiation in the atmosphere	5	3%
Greenhouse gasses allow solar radiation to reach Earth, but keep it from escaping back into space	11	6%
All of the above are TRUE	83	44%

Total Responses: 190

The three most populous countries in the world today are:

Response	Response Total	Response Percent
China, India, and Brazil	42	22%
China, India, and Indonesia	41	22%
<b>China, India, and the United States</b>	<b>105</b>	<b>55%</b>
China, the United States, and Mexico	2	1%

Total Responses: 190

More than half the calories consumed by the world's human population come from three foods.

These are:

Response	Response Total	Response Percent
<b>Corn, rice, and wheat</b>	<b>161</b>	<b>85%</b>
Fish, beans, and millet	2	1%
Chicken, corn, and rice	17	9%
Beef, potatoes, and wheat	10	5%

Total Responses: 190

Social justice issues include:

Response	Response Total	Response Percent
Disparities in access to education	0	0%
Disparities in access to health care	1	1%
Disparities in access to the political process	0	0%
Disparities in access to clean, safe, transit-friendly neighborhoods	2	1%
<b>All of the above</b>	<b>187</b>	<b>98%</b>

Total Responses: 190

Effective ways to reduce your personal carbon footprint are to:

Response	Response Total	Response Percent
Fly less	0	0%
Live closer to work or school	8	4%
Reduce meat consumption or eat only animals that are grass-fed rather than grain-fed	5	3%
<b>All of the above</b>	<b>177</b>	<b>93%</b>

Total Responses: 190

The term for products nature provides free of charge such as clean water, clean air, productive soils, habitat for diverse species, and pollination of plants is:

Response	Response Total	Response Percent
Capital equipment	8	4%
<b>Ecosystem services</b>	<b>134</b>	<b>71%</b>
Environmental economics	28	15%
Environmental conservation	20	11%

Total Responses: 190

The carbon cycle, the nitrogen cycle, and the water cycle (mark all true statements):

Response	Response Total	Response Percent
<b>Can incorporate long storage times</b>	<b>106</b>	<b>56%</b>
<b>Are likely to be affected by climate change</b>	<b>176</b>	<b>93%</b>
<b>Continue indefinitely when left undisturbed</b>	<b>131</b>	<b>69%</b>
Require man-made inputs to function effectively	7	4%

Total Responses: 190

Please provide your email address if you would like to be added to UNC's Sustainability Listserv  
(Your responses to the survey questions will remain anonymous)

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Thank you for completing UNC's Sustainability Literacy Assessment.