Research Participant Information and Consent Form

Study Title: Investigating the Culture of Sustainability

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Description of the research
    You are invited to participate in a research study about environmental attitudes, knowledge, and behaviors in the UW-Madison community.   You have been asked to participate because you are among a group of students at UW-Madison who were randomly selected to take this questionnaire. Your answers will represent other people like you here at UW-Madison.   The purpose of the research is to learn about environmental attitudes, knowledge, and behaviors in the UW-Madison community. We recognize that these are unusual times and that your behaviors may be much different than other times. In our survey, we are trying to learn about your environmental behaviors in non-COVID times.   This study will include undergraduate students aged 18 and older. This research will be conducted at UW-Madison.

What will my participation involve?
    If you decide to participate in this research, you will be asked to complete a Web-based survey. Your participation will last approximately 20 minutes per session and will require 1 session which will require approximately 20 minutes in total.

Are there any risks to me?
    We don't anticipate any risks to you from participation in this study.

Are there any benefits to me?
    There are no direct benefits. However, if you complete the survey, you are eligible to hear what we learn from the survey.

How will my confidentiality be protected?
    This study is confidential. Neither your name nor any other identifiable information will be published. Only approved personnel will have access to the data. Your identifiable information will be removed from the survey dataset as soon as the survey is closed. Your information collected as part of the research will not be used or distributed for future research studies.

Whom should I contact if I have questions?
    You may ask any questions about the research at any time. If you have questions about the research after you leave today you should contact the Principal Investigator Aslı Göçmen at 608-265-0789 or gocmen@wisc.edu (more reliable contact place due to COVID-19).   If you are not satisfied with response of research team, have more questions, or want to talk with someone about your rights as a research participant, you should contact the Education and Social/Behavioral Science IRB Office at 608-265-4312 and inquire about study 2020-1111.   If you decide not to participate or to withdraw from the study, you may do so without penalty. Please print or save a copy of this consent form. Please note that by continuing on to the survey you indicate your consent to participate.

 Thank you for participating!

##. Do you live on campus?

◯ Yes
◯ No ⟶ **Go to question ##**

Programmer Note: Display only if YES selected at previous question

##. Do you live in…

◯ …a campus residence hall?
◯ …non-dormitory style residential housing such as Eagle Heights?

##. Which residence hall do you live in?

[   ]

Conservation and Other Environmental Behaviors

This section helps us learn about your behaviors relating to energy, food, water and solid waste. Some of these behaviors may be impacted by the pandemic, but please consider your behaviors prior to the pandemic, in non-COVID times.

The next questions ask about your behaviors relating to <u>energy</u>.

How often do you …

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. …turn off the lights when leaving a room?	○	○	○	○	○	○
b. …when possible us natural lighting as opposed to artificial lighting?	○	○	○	○	○	○
c. … hang your clothes to dry instead of using the dryer?	○	○	○	○	○	○
d. …unplug devices that draw "standby voltage"?	○	○	○	○	○	○
e. …walk, bike or take public transit instead of driving alone or calling a taxi, Uber or Lyft?	○	○	○	○	○	○

The next questions ask about your behaviors relating to <u>food</u>.

How often do you…

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. …buy food from local farmers markets, when available?	○	○	○	○	○	○
b. …purchase blemished or imperfect fruits and vegetables?	○	○	○	○	○	○
c. …purchase foods grown or raised in sustainable ways?	○	○	○	○	○	○
d. …avoid food waste?	○	○	○	○	○	○
e. …eat plant-based meals, with at least three-quarters based on plants?	○	○	○	○	○	○

Programmer Note:
If Q1 = Student living off campus (No)
Q9a

#. The next questions ask about your behaviors relating to <u>water</u>.

How often do you …

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. …shut off tap water while brushing teeth?	○	○	○	○	○	○
b. …reduce water use when bathing or showering?	○	○	○	○	○	○
c. …repair leaking faucets and other fixtures?	○	○	○	○	○	○
d. …run the laundry machine only with a full load?	○	○	○	○	○	○
e. …use water-saving settings or devices when available such as dishwashers, low-flow toilets and showers?	○	○	○	○	○	○

Programmer Note:
If Q1 = Student in the residence hall, Display
Q9b

#. The next questions ask about your behaviors relating to <u>water</u>.

How often do you …

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. …shut off tap water while brushing teeth?	○	○	○	○	○	○
b. …reduce water use when bathing or showering?	○	○	○	○	○	○
c. …shut off tap water while soaping dishes?	○	○	○	○	○	○
d. …run the laundry machine only with a full load?	○	○	○	○	○	○
e. …use water-saving settings or devices when available such as dishwashers, low-flow toilets and showers?	○	○	○	○	○	○

#. The next questions ask about your behaviors relating to <u>solid waste</u>.

How often do you …

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. …bring your own reusable bags when shopping?	○	○	○	○	○	○
b. …shop at second-hand stores?	○	○	○	○	○	○
c. …recycle paper and glass items instead of putting them in the trash?	○	○	○	○	○	○
d. …dispose of batteries, electronics, and cell phones at designated drop-off sites instead of putting them in the trash?	○	○	○	○	○	○
e. …avoid single-use plastic, such as packaging, cups, containers, or straws?	○	○	○	○	○	○

##. How much do you think the coronavirus pandemic has impacted…

	Not at all	A little	Some	Quite a bit	A great deal
a. …your energy consumption?	○	○	○	○	○
b. …your food waste?	○	○	○	○	○
c. …your water consumption?	○	○	○	○	○
d. …your solid waste?	○	○	○	○	○
e. …your single-use plastic consumption?	○	○	○	○	○

Programmer Note: If previous question = not at all, do not display that item below.

##. Since the beginning of the coronavirus pandemic, has your consumption of each of the following increased or decreased?

	Increased	Decreased
a. Your energy consumption	○	○
b. Your food waste	○	○
c. Your water consumption	○	○
d. Your solid waste	○	○

##. Our campus is working towards sustainability. We would like to know how familiar you are with campus-based sustainability initiatives and programs.

How familiar are you with the following campus-based, sustainability-related initiatives?

	Not at all familiar	A little familiar	Somewhat familiar	Very familiar	Extremely familiar
a. Free or discounted bus passes for students, faculty, and staff	○	○	○	○	○
b. Meat-free meal choices in campus dining facilities	○	○	○	○	○
c. Composting programs in campus dining facilities	○	○	○	○	○
d. Low-flow toilets on campus	○	○	○	○	○
e. Energy-efficient LED lighting upgrades in campus buildings	○	○	○	○	○
f. Resolutions on climate action passed in 2017 by the UW-Madison Faculty Senate, Academic Staff Assembly, and Associated Students of Madison	○	○	○	○	○
g. UW Office of Sustainability Newsletter	○	○	○	○	○
h. UW Office of Sustainability student intern program	○	○	○	○	○
i. UW Office of Sustainability Green Fund	○	○	○	○	○
j. UW Campus Master Plan	○	○	○	○	○

##. If you could suggest one action that the UW-Madison campus could take to improve sustainability, what would it be?

#. In general, how often do you have access to the following resources?

	Never	Rarely	Sometimes	Very often	Extremely often	I am not sure
a. Bike paths	○	○	○	○	○	○
b. Bus stops	○	○	○	○	○	○
c. Vegetarian options at eateries	○	○	○	○	○	○
d. Composting programs or bins	○	○	○	○	○	○
e. Low-flow toilets	○	○	○	○	○	○

##. Next, we are interested in learning about your environmental attitudes, values, and knowledge.

How <u>familiar</u> are you with the following environmental issues?

	Not at all familiar	A little familiar	Somewhat familiar	Very familiar	Extremely familiar
a. Decrease in sea ice in polar regions	○	○	○	○	○
b. Melting of land ice, also known as glaciers	○	○	○	○	○
c. Vehicle emissions contributing to the changing climate	○	○	○	○	○
d. Amount of fossil fuels consumed for personal transportation	○	○	○	○	○
e. Increased smog on warm, sunny days	○	○	○	○	○
f. Amount of environmental resources such as water and feed used to produce meat	○	○	○	○	○
g. Certain regions or cities, such as Cape Town, South Africa, running out of fresh water	○	○	○	○	○
h. Increased flooding events, such as in Madison, WI	○	○	○	○	○
i. Environmental impacts of paved surfaces in urbanized areas	○	○	○	○	○
j. Electronic waste such as computers and cell phones accumulating in landfills	○	○	○	○	○
k. Plastic accumulating in waterways and oceans	○	○	○	○	○

Display ONLY items that respondent indicated being "a little familiar", "somewhat familiar", "very familiar" or "extremely familiar" with in the previous question

##. How <u>concerned</u> are you about the issues you indicated familiarity with in the previous question?

	Not at all concerned	Slightly concerned	Somewhat concerned	Very concerned	Extremely concerned
a. Decrease in sea ice in polar regions	○	○	○	○	○
b. Melting of land ice, also known as glaciers	○	○	○	○	○
c. Vehicle emissions contributing to the changing climate	○	○	○	○	○
d. Amount of fossil fuels consumed for personal transportation	○	○	○	○	○
e. Increased smog on warm, sunny days	○	○	○	○	○
f. Amount of environmental resources such as water and feed used to produce meat	○	○	○	○	○
g. Certain regions or cities, such as Cape Town, South Africa, running out of fresh water	○	○	○	○	○
h. Increased flooding events, such as in Madison, WI	○	○	○	○	○
i. Environmental impacts of paved surfaces in urbanized areas	○	○	○	○	○
j. Electronic waste such as computers and cell phones accumulating in landfills	○	○	○	○	○
k. Plastic accumulating in waterways and oceans	○	○	○	○	○

#. How much do you agree or disagree with the following statements?

	Disagree strongly	Disagree somewhat	Neither agree nor disagree	Agree somewhat	Agree strongly
a. We are approaching the limit of the number of people the Earth can support	○	○	○	○	○
b. Humans have the right to modify the natural environment to suit their needs	○	○	○	○	○
c. Plants and animals have as much right as humans to exist	○	○	○	○	○
d. The so-called "ecological crisis" facing humankind has been greatly exaggerated	○	○	○	○	○

#. How often do the following interactions or beliefs impact your actions around sustainability?

	Never	Rarely	Sometimes	Very often	Extremely often	Not applicable
a. Social media	○	○	○	○	○	○
b. Friends, family members, colleagues, and neighbors acting in a pro-environmental way	○	○	○	○	○	○
c. Your desire to fit in with your social or professional circles	○	○	○	○	○	○
d. Your desire to avoid negative social consequences	○	○	○	○	○	○

##. How would you describe your ability to do each of the following? Again, please think about non-COVID times.

	I am able to do this	I am learning how to do this	I do not know how to do this
a. Identify a bike route to campus	○	○	○
b. Identify a bus route to campus	○	○	○
c. Make a living space more energy-efficient	○	○	○
d. Set up and use a compost bin	○	○	○
e. Cook vegetarian meals	○	○	○
f. Sew or mend clothing	○	○	○
g. Repair broken items such as furniture	○	○	○
h. Identify plastics for recycling	○	○	○
i. Minimize single-use plastic items	○	○	○
j. Install water-saving devices onto faucets or showerheads	○	○	○

##. Next we would like to ask you some questions about your knowledge of environmental issues.

Which one of the following sectors has the highest contribution to greenhouse gas emissions in the United States?

○ Agriculture
○ Industry
○ Residential and commercial
○ Transportation

##. **Which one of the following is the leading fuel used to generate electricity in Wisconsin?**

○ Coal
○ Solar energy
○ Natural gas
○ Nuclear energy

##. **In general, which one of the following food groups has the highest carbon footprint?**

○ Meat
○ Dairy
○ Vegetables
○ Fruit

##. **Approximately what percent of all food produced globally is thrown away instead of being eaten?**

○ 5%
○ 10%
○ 30%
○ 50%

##. **Approximately how much can water consumption be <u>decreased</u> by installing water-saving fixtures to showers, sinks or toilets?**

○ Almost none
○ At least 20%
○ At least 40%
○ At least 60%

##. **Which one of the following best describes the effects of urban storm-water runoff?**
Urban storm-water runoff…

○ …decreases water temperature and bacterial counts in local streams and lakes
○ …decreases water temperature and increases bacterial counts in local streams and lakes
○ …increases water temperature and decreases bacterial counts in local streams and lakes
○ …increases water temperature and bacterial counts in local streams and lakes

##. On average, about how much solid waste, excluding recycled items, does an individual person in the United States produce daily?

○ Half a pound
○ One pound
○ Two pounds
○ Four pounds
○ Eight pounds

##. Which one of the following is the slowest to decompose in a landfill?

○ A banana
○ A paper bag
○ A plastic bag
○ A biodegradable food container

##. How important is environmental sustainability to you personally?

○ Not at all important
○ A little important
○ Somewhat important
○ Very important
○ Extremely important

##. Overall, how much of a difference do your own actions make in environmental sustainability?

○ Not at all
○ A little
○ Some
○ Quite a bit
○ A great deal

##. 1.1.The next questions are about you.

Do you currently live in the Madison area?

○ Yes
○ No ⟶ **Go to question ## (1.2)**

#. How many years have you lived in the Madison area? 1.1a

[   ] Years

##. Which one of the following best describes the community in which you primarily grew up? (1.2)

○ Rural
○ Small town
○ Suburban
○ Small or medium size city
○ Large metropolitan area
○ Other

##. 1.3 Did you grow up in a coastal community located on the coast of an ocean, sea, or the Great Lakes?

○ Yes
○ No

##. 1.4. A water-scarce region is an area with long-term droughts or long-term issues with the supply of the necessary amount of water available to communities without usage restrictions.

Have you lived in a water-scarce region?

○ Yes
○ No

#. When you were growing up, how important were each of the following conservation activities in your home? 1.5.

	Not at all important	A little important	Somewhat important	Very important	Extremely important	I don't recall
a. Water conservation	○	○	○	○	○	○
b. Energy conservation	○	○	○	○	○	○
c. Reducing food waste	○	○	○	○	○	○
d. Recycling or repurposing solid materials	○	○	○	○	○	○

Qs 2.1 to 2.4 should only be displayed if R DOES NOT live in a residence hall.

##. 2.1. Which one of the following best describes your current living situation?

○ You live alone
○ You live with housemate(s) or roommate(s)
○ You live with your parents, siblings or extended family
○ You live with your partner, spouse, or children

##. 2.2. In your neighborhood…

	Yes	No
a. …are stores, schools and restaurants within walking distance?	○	○
b. …is public transportation easily accessible?	○	○
c. …are bike paths easily accessible?	○	○
d. …is a car needed?	○	○

##. How far from campus do you live? 2.3.

○ Under 2 miles
○ 2 to 5 miles
○ 6 to 10 miles
○ 11 to 15 miles
○ More than 15 miles

##. Which one of the following best describes how you usually get to campus? 2.4

○ Walking
○ Biking
○ Riding the bus
○ Driving in a personal vehicle with others
○ Driving a personal vehicle alone
○ Another mode of transportation? ⟶ Please tell us: [   ]

##. In the last two years, have you volunteered for an environmental organization? 3.1

◯ Yes
◯ No ⟶ **Go to question ##**

##. For which environmental organization did you volunteer? 3.1a

When you have the opportunity, how often do you vote for candidates that support pro-environmental initiatives? 3.2.

Never
Rarely
Sometimes
Very often
Extremely often

##. 4.1.How much of the information you get about the environment and sustainability comes from UW-Madison?

○ None
○ A little
○ Some
○ Most
○ All

##. 4.2. During your time at UW-Madison, how many courses have you taken that address environmental topics like the ones presented in this survey?

○ 0
○ 1
○ 2
○ 3 or more
○ Not sure

##. Do you have a background in environmental sciences or studies, such as earning a degree in or related to the field, taking classes about environmental topics or working or volunteering for an environmental organization? 4.3.

○ Yes
○ No ⟶ **Go to question ##**

##. Please briefly describe your background in environmental science or studies. 4.3a.

##. 5.1 In which UW-Madison school or college are you currently enrolled? (If more than one, choose your primary program)

○ Arts
○ Agricultural and Life Sciences
○ Business
○ Continuing Studies
○ Education
○ Engineering
○ Environmental Studies, Nelson Institute for
○ Human Ecology
○ Information School
○ International Division
○ Journalism and Mass Communication
○ Languages
○ Law School
○ Letters and Science
○ Medicine and Public Heath
○ Music
○ Nursing
○ Pharmacy
○ Public Affairs
○ Social Work
○ Veterinary Medicine
○ Don't know or not sure

##. 5.3. Have you declared one or more majors yet?

○ Yes
○ No ⟶ **Go to question ##**

##. What is your major(s)? 5.3a.

##. 5.4. How long have you been a student at UW-Madison?

○ Less than 1 year
○ 1 year
○ 2 years
○ 3 years
○ 4 years
○ 5 years or more

Please note: Questions 6.1 through 6.7 will each need the "prefer not to answer" option. I couldn't for some reason add it to most questions here, but we will add it in Qualtrics.

#. 6.1 What is your age?

[____] Age

##. 6.2. What is your gender?

[_____] Gender

##. Are you transgender or do you identify as part of the transgender community? 6.3.

○ Yes
○ No
○ Prefer not to answer

##. 6.4. Are you Hispanic or Latino?

○ Yes
○ No

##. Which of the following describe your race? Please check all that apply 6.5.

☐ American Indian or Alaskan Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ Other race: Please tell us: ⟶ [_____]

##. 6.6 – Are you an international student?

○ Yes
○ No
○ Prefer not to answer

##. Politically, how do you identify? 6.7.

○ Democrat
○ Republican
○ Independent
○ In another way ⟶ Please tell us: [_____]

Those are all the questions we have for you today.

##. **Would you like to receive the UW Office of Sustainability newsletter? 7.2.**

○ Yes
○ No

##. **Would you like to receive the results of this survey? 7.3.**

○ Yes
○ No

Thank you very much for your time!