



**INDIANA UNIVERSITY**  
CENTER FOR SURVEY RESEARCH

# **Indiana University Sustainability Culture and Literacy Survey**

**Methodology Report  
March 3, 2017**

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 a survey.

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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 on campus. IUOS intends to use the findings of the survey to drive future sustainability projects on campus.

The Indiana University Sustainability Culture and Literacy Survey was administered as a web survey, distributed via email in January 2017 to a distribution list of 9,996 Bloomington students provided by the IU Survey Approval Committee. A total of 2,412 individuals participated in the web survey over a field period of approximately four weeks; the overall response rate was 24.1%. Most respondents took less than 10 minutes to complete the survey, with the average duration being approximately 8.2 minutes (excluding outliers).

Details regarding survey administration methods and protocols follow.

## 2 Data Collection Methodology

### 2.1 Sample Design

The target population for the Indiana University Sustainability Culture and Literacy Survey comprised of a representative sample of undergraduate and graduate students on the IU Bloomington campus.

The IU Survey Approval Committee provided the sample list that consisted of 9,997 Bloomington students (undergraduate and graduate) based on a request made by the IUOS. The list contained first name, last name, email address, class level, affiliated program/department/unit, gender, ethnicity, and age; IUOS requested that the list be representative of the IU Bloomington student population. Upon receipt, the list was stored in secure databases created and maintained by CSR. The list was checked and corrected for clerical errors and records with missing email addresses (one such record was noted), which was then excluded, thus yielding a final distribution list of 9,996 students. In addition, the sample list was checked for other missing information (e.g. ethnicity) that was classified as “Not provided” for the respective record.

Sample distributions are shown in Tables 1a–1d.

**Table 1a.** Sample Counts by Sample Type for the Indiana University Sustainability Culture and Literacy Survey.

| Sample Type    | n     | Percent of Sample |
|----------------|-------|-------------------|
| Undergraduate* | 7,936 | 79.4%             |
| Graduate**     | 2,060 | 20.6%             |
| Total          | 9,996 | 100.0%            |

\* 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 and Law) level as well as graduate non-degree students.

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

| Sample Type       | Demographics |                                | n      | Percent of Sample |
|-------------------|--------------|--------------------------------|--------|-------------------|
| <b>All Sample</b> | Gender       | Female                         | 5,050  | 50.5%             |
|                   |              | Male                           | 4,946  | 49.5%             |
|                   |              | Total                          | 9,996  | 100.0%            |
|                   | Ethnicity    | American Indian/Alaska Native  | 12     | 0.1%              |
|                   |              | Asian                          | 421    | 4.2%              |
|                   |              | Black/African American         | 379    | 3.8%              |
|                   |              | Hispanic/Latino                | 557    | 5.6%              |
|                   |              | Native Hawaiian/Pacific Island | 6      | 0.1%              |
|                   |              | NR-Alien                       | 1,499  | 15.0%             |
|                   |              | Two or More Races              | 312    | 3.1%              |
|                   |              | White                          | 6,772  | 67.8%             |
|                   |              | Not provided                   | 38     | 0.4%              |
|                   | Total        | 9,996                          | 100.0% |                   |
|                   | Age (years)  | Age < 20                       | 2,975  | 29.8%             |
|                   |              | 20 ≤ Age < 25                  | 5,339  | 53.4%             |
|                   |              | 25 ≤ Age < 30                  | 906    | 9.1%              |
|                   |              | 30 ≤ Age < 35                  | 428    | 4.3%              |
|                   |              | Age ≥ 35                       | 348    | 3.5%              |
|                   |              | Total                          | 9,996  | 100.0%            |

**Table 1c.** Undergraduate\* Sample Counts by Demographics for the Indiana University Sustainability Culture and Literacy Survey.

| Sample Type    | Demographics | n                              | Percent of Sample |        |
|----------------|--------------|--------------------------------|-------------------|--------|
| Undergraduate* | Gender       | Female                         | 4,027             | 50.7%  |
|                |              | Male                           | 3,909             | 49.3%  |
|                |              | Total                          | 7,936             | 100.0% |
|                | Ethnicity    | American Indian/Alaska Native  | 8                 | 0.1%   |
|                |              | Asian                          | 355               | 4.5%   |
|                |              | Black/African American         | 303               | 3.8%   |
|                |              | Hispanic/Latino                | 459               | 5.8%   |
|                |              | Native Hawaiian/Pacific Island | 3                 | 0.0%   |
|                |              | NR-Alien                       | 845               | 10.6%  |
|                |              | Two or More Races              | 280               | 3.5%   |
|                |              | White                          | 5,655             | 71.3%  |
|                |              | Not provided                   | 28                | 0.4%   |
|                | Total        | 7,936                          | 100.0%            |        |
|                | Age (years)  | Age < 20                       | 2,974             | 37.5%  |
|                |              | 20 ≤ Age < 25                  | 4,755             | 59.9%  |
|                |              | 25 ≤ Age < 30                  | 131               | 1.7%   |
|                |              | 30 ≤ Age < 35                  | 35                | 0.4%   |
|                |              | Age ≥ 35                       | 41                | 0.5%   |
|                |              | Total                          | 7,936             | 100.0% |

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

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

| Sample Type | Demographics | n                              | Percent of Sample |        |
|-------------|--------------|--------------------------------|-------------------|--------|
| Graduate**  | Gender       | Female                         | 1,023             | 49.7%  |
|             |              | Male                           | 1,037             | 50.3%  |
|             |              | Total                          | 2,060             | 100.0% |
|             | Ethnicity    | American Indian/Alaska Native  | 4                 | 0.2%   |
|             |              | Asian                          | 66                | 3.2%   |
|             |              | Black/African American         | 76                | 3.7%   |
|             |              | Hispanic/Latino                | 98                | 4.8%   |
|             |              | Native Hawaiian/Pacific Island | 3                 | 0.1%   |
|             |              | NR-Alien                       | 654               | 31.7%  |
|             |              | Two or More Races              | 32                | 1.6%   |
|             |              | White                          | 1,117             | 54.2%  |
|             |              | Not provided                   | 10                | 0.5%   |
|             | Total        | 2,060                          | 100.0%            |        |
|             | Age (years)  | Age < 20                       | 1                 | 0.0%   |
|             |              | 20 ≤ Age < 25                  | 584               | 28.3%  |
|             |              | 25 ≤ Age < 30                  | 775               | 37.6%  |
|             |              | 30 ≤ Age < 35                  | 393               | 19.1%  |
|             |              | Age ≥ 35                       | 307               | 14.9%  |
|             |              | Total                          | 2,060             | 100.0% |

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

## 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 feedback on the instrument. Post a few rounds of feedback, IUOS opted to accommodate some of the suggestions provided.

The final approved questionnaire was a 42-item survey instrument with no open-ended response items. All students in the sample list saw all the questions. Questions were organized into sections that asked about the opinions and behaviors of participants, and then about their knowledge of sustainability issues.

The survey instrument was programmed in the Qualtrics design platform and rigorously tested for data submission, browser, operating system, device compatibility, and other web administration checks. One item required response or response validation to advance in the survey.

In addition to the questionnaire, IUOS also developed the content for the survey invitation and the four reminder email messages. The messages encouraged participation and provided the opportunity for those who complete the survey to be included in a drawing to win one of eight \$25 Visa gift cards. CSR programmed and tested these messages using Arial Campaign software, with final approval from IUOS.

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 Indiana University Sustainability Culture and Literacy Survey was approximately four weeks, from Monday, January 23, 2017, to Friday, February 17, 2017, with the survey remaining open through the morning of February 20, 2017, to capture late responders.

CSR then emailed to each sample member the survey invitation, followed by four reminder emails to any non-respondents and partials (those who had started the survey but had not yet completed it). The dates, times, and total numbers sent for the email messages are detailed below in Table 2.

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

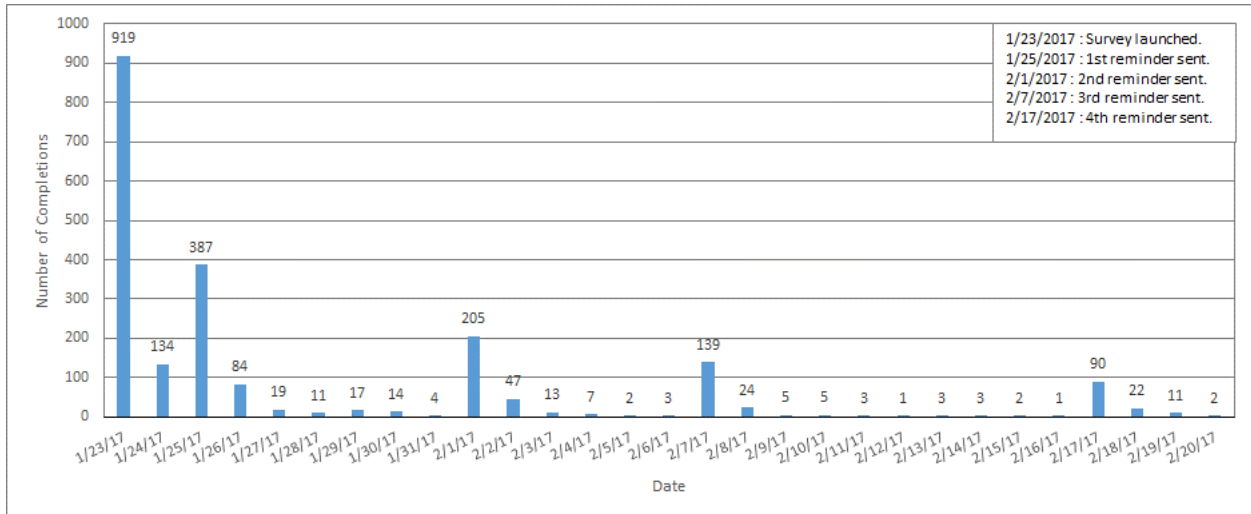
| <b>Email Message</b>     | <b>Date Sent</b> | <b>Time Sent</b> | <b>Quantity Sent</b> |
|--------------------------|------------------|------------------|----------------------|
| Survey Invitation        | 1/23/2017        | 10:40 AM         | 9,996                |
| 1 <sup>st</sup> Reminder | 1/25/2017        | 04:04 PM         | 8,925                |
| 2 <sup>nd</sup> Reminder | 2/1/2017         | 04:44 PM         | 8,404                |
| 3 <sup>rd</sup> Reminder | 2/7/2017         | 04:07 PM         | 8,105                |
| Final Reminder           | 2/17/2017        | 12:27 PM         | 7,891                |

The dates on which respondents completed the survey closely followed the schedule of emails sent, as is typical for web surveys of this kind. 42.2% of the 2,177 completions were completed on the day of the first email campaign (survey invitation), 17.8% on the day of the first reminder email, 9.4% on the day of the second reminder email, 6.4% on the day of the third reminder email, and 4.1% on the day of the fourth/final reminder email, with less activity between email message campaigns. The average duration for the survey was 8.2 minutes (excluding outliers).

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

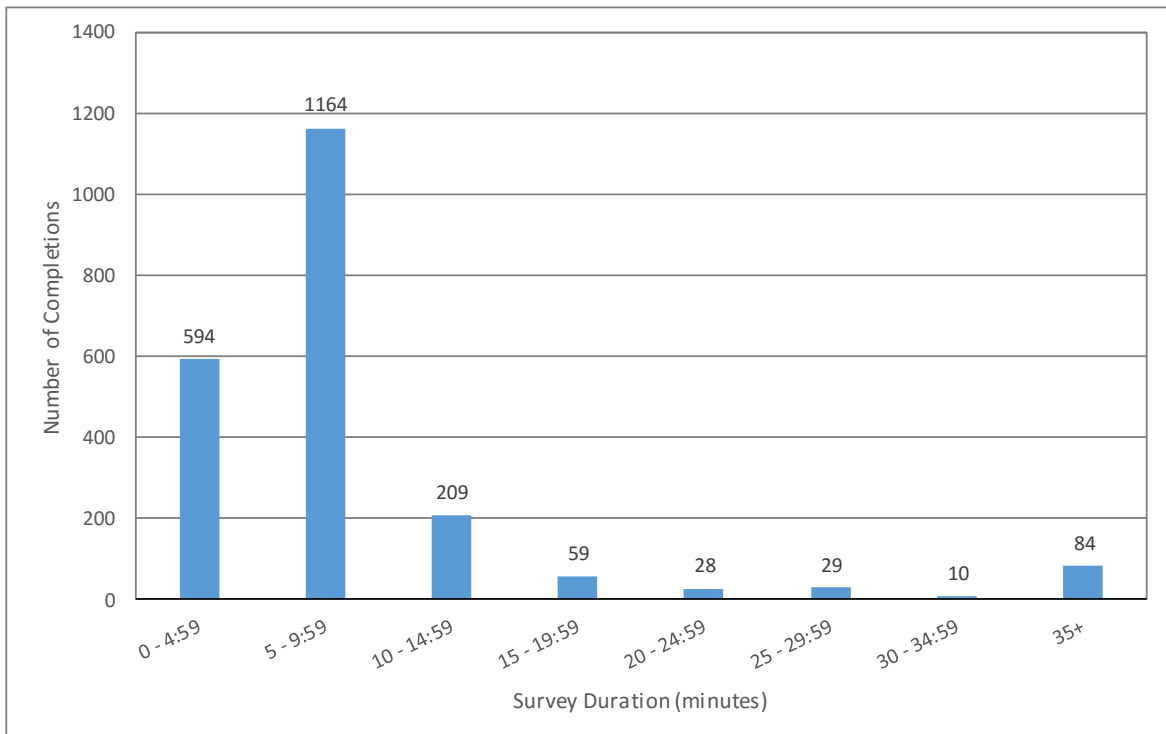
Respondents who completed the survey (reached the end of the survey) were automatically entered into a drawing to win one of eight \$25 Visa gift cards.

**Figure 1a.** Number of Completions by Date for the Indiana University Sustainability Culture and Literacy Survey (n = 2,177, excludes partial data cases).



**Figure 1b.** Number of Completions by Survey Duration for the Indiana University Sustainability Culture and Literacy Survey (n = 2,177, excludes partial data cases).

Average Duration: 8.2 minutes (excluding outliers)





## 2.4 Final Dispositions and Response Rates

Final dispositions for all cases were classified according to The American Association for Public Opinion Research. 2015. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. 8<sup>th</sup> edition. AAPOR. The codes and definitions used for the Indiana University Sustainability Culture and Literacy Survey are listed in Table 3.

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

| <b>AAPOR Code</b>                       | <b>Disposition Definition</b>  |
|---|--|
| Interview (I)                           | <b>Complete:</b> Respondent completed survey.  |
| Partial (P)                             | <b>Partial:</b> Respondent answered at least one question item but did not complete survey.  |
| Refusal (R)                             | <b>Refusal:</b> Respondent declined to participate, either via email or the web instrument.<br><b>Implicit Refusal:</b> Respondent clicked survey link but did not answer any items. |
| Unknown Eligibility, Non-Interview (UH) | <b>Nothing Returned:</b> Respondent did not respond to survey; it is unknown if any email messages were read.  |
| Mailing returned/undeliverable (UO)     | <b>Mailing Returned:</b> Recruitment message was not received by intended recipient due to email and/or mailing returns.   |
| Not eligible                            | <b>Not eligible:</b> Sample member indicated they were no longer eligible to participate or it was determined that they were no longer at the current institution.                   |

Tables 4a through 4b itemize final dispositions for the survey (n = 2,412) 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 Indiana University Sustainability Culture and Literacy Survey was 24.1%. 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 Indiana University Sustainability Culture and Literacy Survey.

| Disposition           | Count | RR2 for Survey |
|-----------------------|-------|----------------|
| Complete (I)          | 2,177 | 24.1%          |
| Partial (P)           | 235   |                |
| Refusal (R)           | 51    |                |
| Implicit Refusal (R)  | 49    |                |
| Nothing Returned (UH) | 7,484 |                |
| Total                 | 9,996 |                |

**Table 4b.** Final Dispositions and Response Rates by Respondent Type for the Indiana University Sustainability Culture and Literacy Survey.

| Respondent Type | Disposition           | Count | RR2 for Survey |
|-----------------|-----------------------|-------|----------------|
| Undergraduate*  | Complete (I)          | 1,512 | 21.2%          |
|                 | Partial (P)           | 173   |                |
|                 | Refusal (R)           | 31    |                |
|                 | Implicit Refusal (R)  | 30    |                |
|                 | Nothing Returned (UH) | 6,190 |                |
|                 | Total                 | 7,936 |                |
| Graduate**      | Complete (I)          | 665   | 35.3%          |
|                 | Partial (P)           | 62    |                |
|                 | Refusal (R)           | 20    |                |
|                 | Implicit Refusal (R)  | 19    |                |
|                 | Nothing Returned (UH) | 1,294 |                |
|                 | Total                 | 2,060 |                |

\* 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 and Law) level as well as graduate non-degree students.

2.5 Final Respondent Profile

Respondent distributions are shown in Tables 5a–5d.

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

| Respondent Type | n     | Percent of Respondents |
|-----------------|-------|------------------------|
| Undergraduate*  | 1,685 | 69.9%                  |
| Graduate**      | 727   | 30.1%                  |
| Total           | 2,412 | 100.0%                 |

\* 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 and Law) level as well as graduate non-degree students.

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

| Respondent Type | Demographics | n                              | Percent of Respondents |        |
|-----------------|--------------|--------------------------------|------------------------|--------|
| All Respondents | Gender       | Female                         | 1,472                  | 61.0%  |
|                 |              | Male                           | 940                    | 39.0%  |
|                 |              | Total                          | 2,412                  | 100.0% |
|                 | Ethnicity    | American Indian/Alaska Native  | 3                      | 0.1%   |
|                 |              | Asian                          | 80                     | 3.3%   |
|                 |              | Black/African American         | 90                     | 3.7%   |
|                 |              | Hispanic/Latino                | 146                    | 6.1%   |
|                 |              | Native Hawaiian/Pacific Island | 0                      | 0.0%   |
|                 |              | NR-Alien                       | 370                    | 15.3%  |
|                 |              | Two or More Races              | 78                     | 3.2%   |
|                 |              | White                          | 1,639                  | 68.0%  |
|                 |              | Not provided                   | 6                      | 0.2%   |
|                 |              | Total                          | 2,412                  | 100.0% |
|                 | Age (years)  | Age < 20                       | 661                    | 27.4%  |
|                 |              | 20 ≤ Age < 25                  | 1,174                  | 48.7%  |
|                 |              | 25 ≤ Age < 30                  | 292                    | 12.1%  |
|                 |              | 30 ≤ Age < 35                  | 159                    | 6.6%   |
|                 |              | Age ≥ 35                       | 126                    | 5.2%   |
|                 |              | Total                          | 2,412                  | 100.0% |

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

| Respondent Type | Demographics |                                | n      | Percent of Respondents |
|-----------------|--------------|--------------------------------|--------|------------------------|
| Undergraduate*  | Gender       | Female                         | 1,065  | 63.2%                  |
|                 |              | Male                           | 620    | 36.8%                  |
|                 |              | Total                          | 1,685  | 100.0%                 |
|                 | Ethnicity    | American Indian/Alaska Native  | 1      | 0.1%                   |
|                 |              | Asian                          | 63     | 3.7%                   |
|                 |              | Black/African American         | 65     | 3.9%                   |
|                 |              | Hispanic/Latino                | 107    | 6.4%                   |
|                 |              | Native Hawaiian/Pacific Island | 0      | 0.0%                   |
|                 |              | NR-Alien                       | 140    | 8.3%                   |
|                 |              | Two or More Races              | 68     | 4.0%                   |
|                 |              | White                          | 1,238  | 73.5%                  |
|                 |              | Not provided                   | 3      | 0.2%                   |
|                 | Total        | 1,685                          | 100.0% |                        |
|                 | Age (years)  | Age < 20                       | 661    | 39.2%                  |
|                 |              | 20 ≤ Age < 25                  | 966    | 57.3%                  |
|                 |              | 25 ≤ Age < 30                  | 31     | 1.8%                   |
|                 |              | 30 ≤ Age < 35                  | 11     | 0.7%                   |
|                 |              | Age ≥ 35                       | 16     | 0.9%                   |
|                 |              | Total                          | 1,685  | 100.0%                 |

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

**Table 5d.** Graduate\*\* Respondent Counts by Demographics for the Indiana University Sustainability Culture and Literacy Survey.

| Respondent Type  | Demographics | n                              | Percent of Respondents |        |
|------------------|--------------|--------------------------------|------------------------|--------|
| <b>Graduate*</b> | Gender       | Female                         | 407                    | 56.0%  |
|                  |              | Male                           | 320                    | 44.0%  |
|                  |              | Total                          | 727                    | 100.0% |
|                  | Ethnicity    | American Indian/Alaska Native  | 2                      | 0.3%   |
|                  |              | Asian                          | 17                     | 2.3%   |
|                  |              | Black/African American         | 25                     | 3.4%   |
|                  |              | Hispanic/Latino                | 39                     | 5.4%   |
|                  |              | Native Hawaiian/Pacific Island | 0                      | 0.0%   |
|                  |              | NR-Alien                       | 230                    | 31.6%  |
|                  |              | Two or More Races              | 10                     | 1.4%   |
|                  |              | White                          | 401                    | 55.2%  |
|                  |              | Not provided                   | 3                      | 0.4%   |
|                  | Total        | 727                            | 100.0%                 |        |
|                  | Age (years)  | Age < 20                       | 0                      | 0.0%   |
|                  |              | 20 ≤ Age < 25                  | 208                    | 28.6%  |
|                  |              | 25 ≤ Age < 30                  | 261                    | 35.9%  |
|                  |              | 30 ≤ Age < 35                  | 148                    | 20.4%  |
|                  |              | Age ≥ 35                       | 110                    | 15.1%  |
| Total            |              | 727                            | 100.0%                 |        |

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

## 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. Disposition codes assigned by Qualtrics was 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.

On February 27, 2017, CSR conducted a random drawing of those respondents who completed the survey, and sent the list of eight winners to IUOS for the distribution of the \$25 Visa gift cards.

The data output file is 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 really help us determine future projects for IU.

Your answers are confidential, and we will not keep a record of your name or contact information. The Indiana University Institutional Review Board has reviewed and approved this research. For questions about your rights in regard to this study, or for questions about the survey, please contact us at [sustain@indiana.edu](mailto:sustain@indiana.edu).

Thank you so much for helping with this study, and go Hoosiers!

1. I live **<campus>**  
    <1> On Campus  
    <2> Off Campus
  
2. Indiana University Bloomington has an Office of Sustainability. **<iuoffice>**  
    <1> True  
    <2> False  
    <3> Don't know
  
3. Indiana University Bloomington has an undergraduate degree in environmental and sustainability studies. **<iudegree>**  
    <1> True  
    <2> False  
    <3> Don't know

[Page Break]

Below is a list of behaviors you may or may not engage in. By sliding the button to the right, please indicate the percentage of time you engage in these behaviors during the current academic year (Fall 2016 through Spring 2017). Remember there is no right or wrong answer, so your first answer is probably the most accurate. **Please answer** even if you **don't engage** in any of the listed behaviors by sliding the button to zero. [sliding scale of 0-100%, starting at 0%]

[Programming note: items 4 through 8 will be randomized; custom validation programmed prompting for response before proceeding]

4. Print double-sided when required to print **<percentbehave\_4>**
5. Turn off the lights when leaving the room **<percentbehave\_5>**
6. Eat organic foods **<percentbehave\_6>**
7. Reuse or recycle items **<percentbehave\_7>**
8. Choose to walk, bike, or ride the bus instead of driving a car to and from campus **<percentbehave\_8>**

[Page break]



Most people **who are important to me** would approve of

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

[Programming note: items 9 through 13 will be randomized]

9. Printing double-sided when required to print <approvebehave\_1>
10. Turning off the lights when leaving a room <approvebehave\_2>
11. Eating organic foods <approvebehave\_3>
12. Reusing or recycling items <approvebehave\_4>
13. Choosing to walk, bike, or ride the bus instead of driving a car to and from campus <approvebehave\_5>

[Page Break]

How **confident** are you that **you** can engage in the following behaviors?

- <1> Not confident at all
- <2> Somewhat confident
- <3> Moderately confident
- <4> Very confident
- <5> Completely confident

[Programming note: items 14 through 18 will be randomized]

14. Printing double-sided when required to print <confidentbehave\_1>
15. Turning off the lights when leaving the room <confidentbehave\_2>
16. Eating organic foods <confidentbehave\_3>
17. Reusing or recycle items <confidentbehave\_4>
18. Choosing to walk, bike, or ride the bus instead of driving a car to and from campus <confidentbehave\_5>

[Page Break]

Thinking about **your attitudes** towards the following behaviors, how inappropriate or appropriate do you think the following behaviors are given your lifestyle?

- <1> Inappropriate
- <2> Somewhat inappropriate
- <3> Neither appropriate nor inappropriate
- <4> Somewhat appropriate
- <5> Appropriate

[Programming note: items 19 through 23 will be randomized]

19. Printing double-sided when required to print <appropbehave\_1>
20. Turning off the lights when leaving a room <appropbehave\_2>
21. Eating organic foods <appropbehave\_3>
22. Reusing or recycling items <appropbehave\_4>
23. Choosing to walk, bike, or ride the bus instead of driving a car to and from campus <appropbehave\_5>

[Page Break]

Please respond with the degree to which you agree or disagree with the following statements.

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

[Programming note: items 24 through 27 will be randomized]

- 24. Biking to campus is a safe form of travel for me <agreement\_1>
- 25. The bus system works well with my scheduling needs <agreement\_2>
- 26. Biking, walking, or using the bus saves me money <agreement\_3>

[Page Break]

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.

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

[Programming note: response items will be randomized, except for “Don’t know”]

- <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

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

[Programming note: response items will be randomized, except for “Don’t know”]

- <1> Acid Rain
- <2> Climate change
- <3> Sudden changes in temperature
- <4> Harmful UV rays
- <5> Don’t know

- 29. What is the name of the primary federal agency that oversees environmental regulation? <epa>

[Programming note: response items will be randomized, except for “Don’t know”]

- <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

[Page Break]

30. What is the primary benefit of wetlands? <wetlands>  
[Programming note: response items will be randomized, except for "Don't know"]  
<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
31. Which of the following is an example of sustainable forest management? <forest>  
[Programming note: response items will be randomized, except for "Don't know"]  
<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
32. In the U.S., what do we currently do with the nuclear waste generated by nuclear power plants? <nuclear>  
[Programming note: response items will be randomized, except for "Don't know"]  
<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

[Page Break]

33. Which of the following is the most commonly used definition of sustainable development? <sustaindef>  
[Programming note: response items will be randomized, except for "Don't know"]  
<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
34. The wealthiest 20% of people in the U.S. own approximately what percent of the nation's privately held wealth? <wealthiest>  
[Programming note: response items will NOT be randomized]  
<1> 20%  
<2> 35%  
<3> 50%  
<4> 85%  
<5> Don't know
35. Over the past three decades, what has happened to the difference between the wealth of the richest and poorest Americans? <diffwealth>  
[Programming note: response items will NOT be randomized]  
<1> The difference has increased <1>  
<2> The difference has stayed about the same <2>  
<3> The difference has decreased <3>  
<4> Don't know

[Page Break]

36. Higher levels of education generally lead to: <education>

[Programming note: response items will be randomized, except for "Don't know"]

- <1> Lower levels of voter turnout
- <2> Greater annual earnings
- <3> Larger family size
- <4> Higher self-esteem
- <5> Don't know

37. Which of the following areas has the highest rate of population growth? <popgrowth>

[Programming note: response items will be randomized, except for "Don't know"]

- <1> North America
- <2> Europe
- <3> China
- <4> Africa
- <5> Don't know

38. Which of the following countries has now surpassed the U.S. as the biggest emitter of the greenhouse gas carbon dioxide? <emitter>

[Programming note: response items will be randomized, except for "Don't know"]

- <1> China
- <2> Sweden
- <3> Brazil
- <4> Japan
- <5> Don't know

[Page Break]

39. Many economists argue that electricity prices in the U.S. are too low because: <electricity>

[Programming note: response items will be randomized, except for "Don't know"]

- <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

40. Which of the following is a leading cause of the depletion of fish stocks in the Atlantic Ocean? <fish>

[Programming note: response items will be randomized, except for "Don't know"]

- <1> Fisherman seeking to maximize their catch
- <2> Reduced fish fertility due to genetic hybridization
- <3> Ocean pollution
- <4> Global climate change
- <5> Don't know

41. Which of the following is the most commonly used definition of economic sustainability? <econdef>

[Programming note: response items will be randomized, except for "Don't know"]

- <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

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

[Programming note: response items will be randomized, except for "Don't know"]

- <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

**Thank you very much for your responses.**

**You are now entered to win one of eight \$25 Visa Gift Cards. Winners will be notified by March 3.**

**For questions concerning the results of this survey, please contact [sustain@indiana.edu](mailto:sustain@indiana.edu).**

**Please close your browser.**

## **Appendix B: Email Invitation and Reminder Messages**

## SURVEY INVITATION MESSAGE

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**FROM:** IU Office of Sustainability  
**SUBJECT:** 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 eight \$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/?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, or for questions about the survey please contact us at [sustain@indiana.edu](mailto:sustain@indiana.edu).

Thank you for your help and go Hoosiers!

Bill Brown  
University Director of Sustainability

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

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

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

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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](mailto: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%%}

## 1<sup>st</sup> REMINDER MESSAGE

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**FROM:** IU Office of Sustainability  
**SUBJECT:** IU Sustainability Survey

Dear {firstname},

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. You can get started by clicking here:  
<https://survey.indiana.edu/?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.

PS: Don't forget that participants can enter to win a Visa gift card!

Bill Brown  
University Director of Sustainability

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

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

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

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Reference ID: {%%surveyID%%}



## 2<sup>nd</sup> REMINDER MESSAGE

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**FROM:** IU Office of Sustainability  
**SUBJECT:** Checking in again: IU Sustainability Survey

Dear {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/?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 for the IU Bloomington campus.

Respondents will be entered to win one of eight \$25 Visa gift cards.

Your response is voluntary and confidential.

Thank you!

Bill Brown  
University Director of Sustainability

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

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

<https://survey.indiana.edu/?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](mailto: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%%}

### 3<sup>rd</sup> REMINDER MESSAGE

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**FROM:** IU Office of Sustainability

**SUBJECT:** Help IU understand student knowledge & perspectives

Dear {firstname},

In January 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/?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](mailto:sustain@indiana.edu)

Thank you for your time,

Bill Brown  
University Director of Sustainability

**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/?id={loginID}>

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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](mailto: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%%}

## 4<sup>th</sup> (FINAL) REMINDER MESSAGE

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**FROM:** IU Office of Sustainability

**SUBJECT:** Last chance to help IU understand student views & opinions

Dear {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 Feb 19. 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/?id={loginID}>

Your perspective is important to us, and we appreciate you considering our request.

Thank you for your time and go Hoosiers!

Bill Brown  
University Director of Sustainability

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

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

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

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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)**