

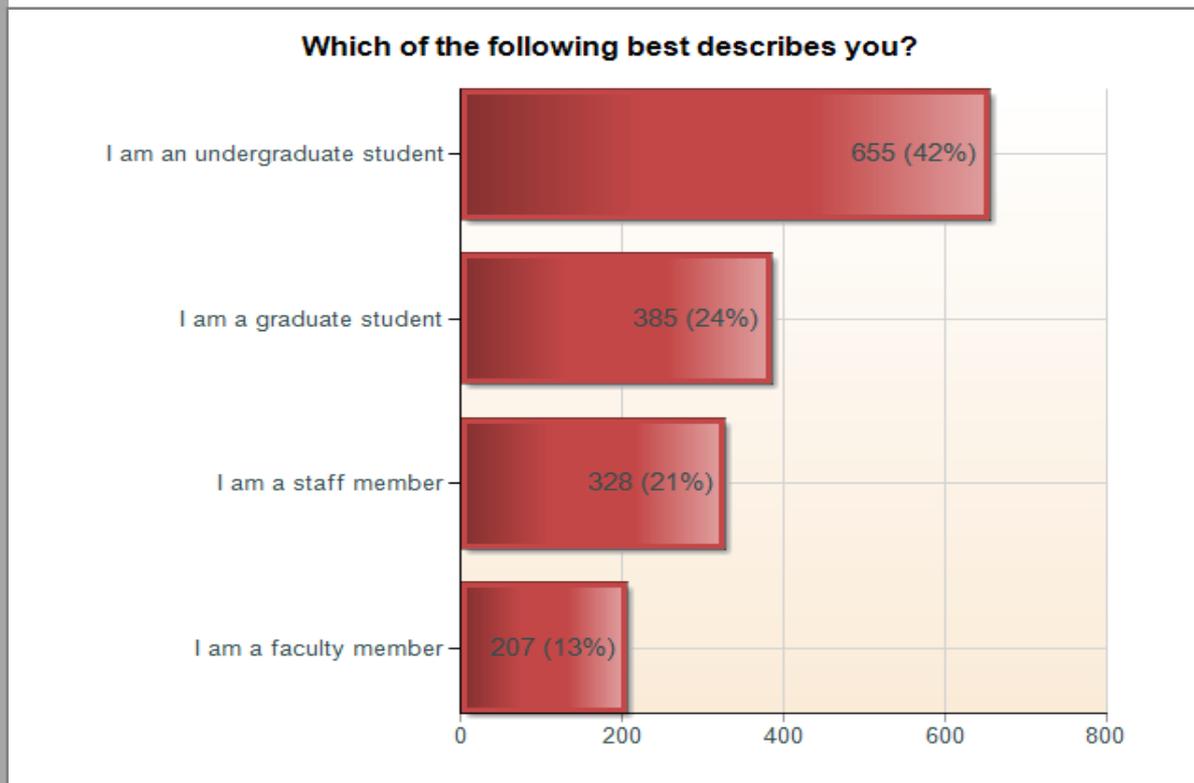
Environmental Issues Benchmark Study

Methodology

- This survey was distributed to the Loyola student panel, an opt-in, undergraduate online panel of 1,294 members and to the all LUC graduate students, faculty and staff
- An email was sent to panel members, graduate students, faculty and University staff on April 13 with a link to the survey. The study closed at midnight on April 26 with 1575 completed surveys

Responses

Notes



- Questions used for profiling purposes were asked individually of each group
- Questions regarding commuting to school or between campuses were asked only of undergraduate and graduate students
- All other questions were asked of all respondents

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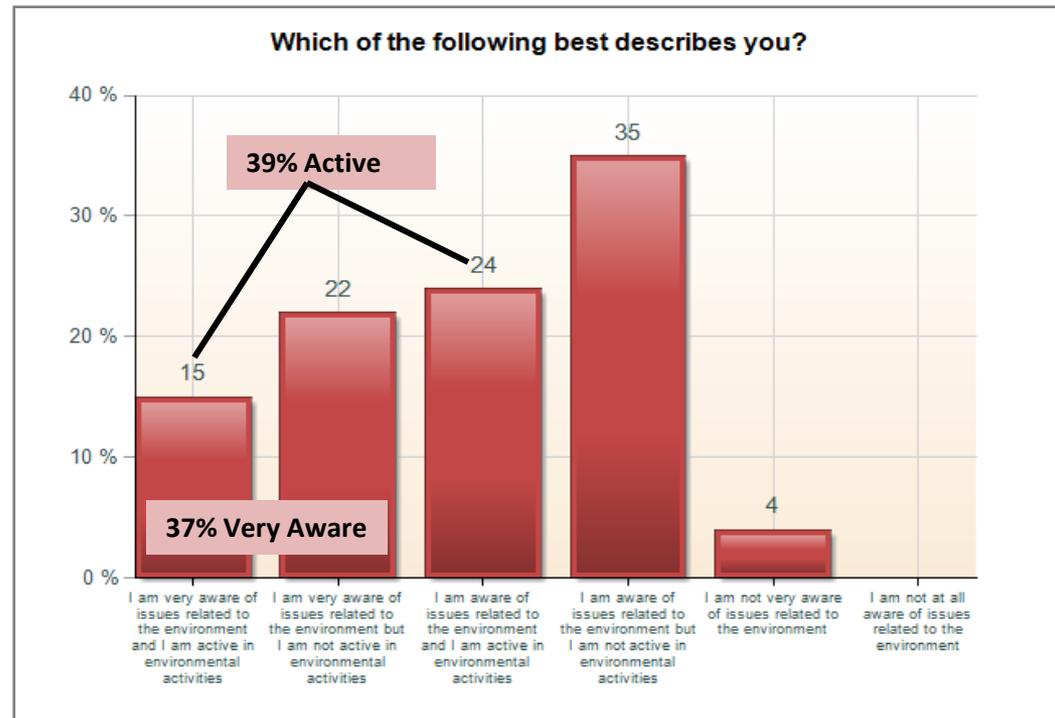
Executive Summary

Activity Levels

- **Nearly all respondents do some sport or other physical activity** and most do so on a weekly basis with faculty more active than other groups and undergraduates least active
- **Respondents are as likely to volunteer for service-based activities as they are to participate in physical activities** but they do so with less frequency
- **Respondents are least likely to participate in advocacy or political activities** and, among those who do, they are likely to do so much less frequently than other activities tested

Environmental Awareness and Activity Levels

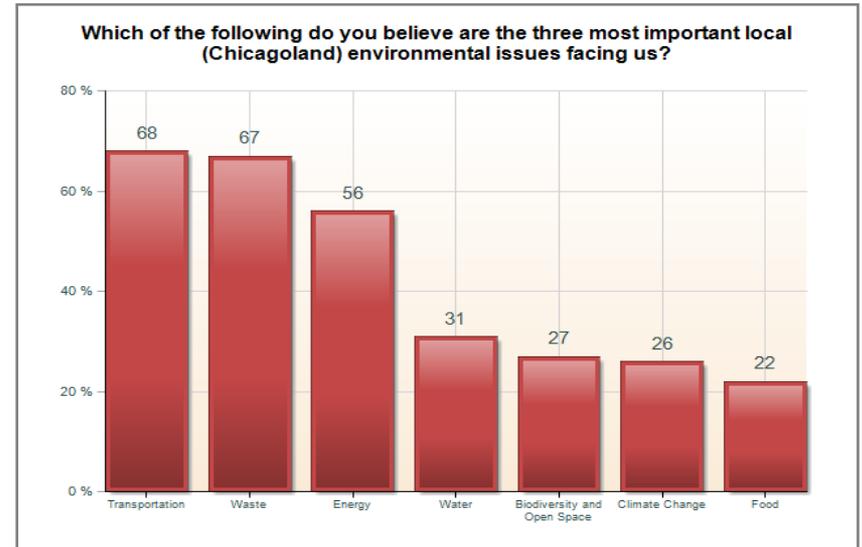
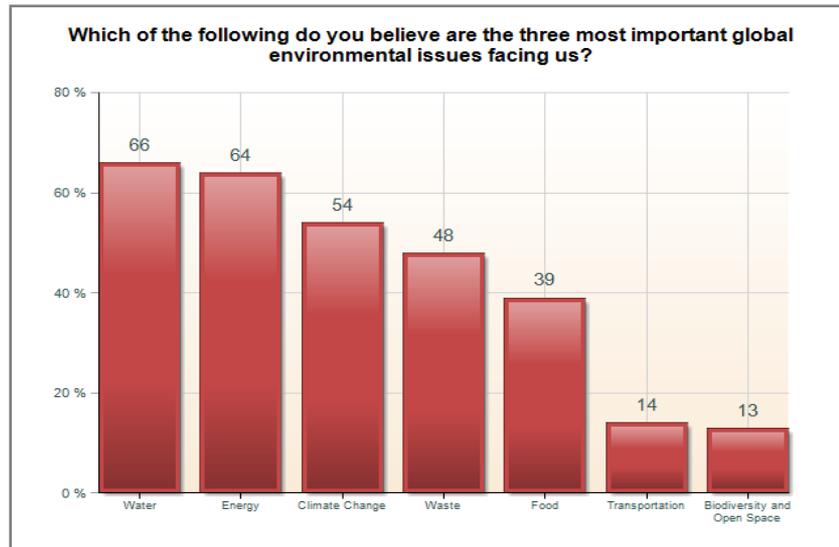
- **Nearly all respondents claim to be very aware/aware of issues related to the environment**
 - **About 40% of those say they are actively involved** while over half say they are not active
 - Faculty members are significantly more likely than other groups to be actively involved in environmental issues



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Environmental Challenges

- LUC community members believe the **dominant global environmental issues** the world faces today are **water, energy and climate change**
- The **dominant issues locally** are **transportation, waste and, to a lesser degree, energy**



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Awareness of Opportunities for Action and Participation Rates

- Respondents are **most active**, at nearly identical levels, in the areas of **waste, energy, food and water** followed by **transportation, considered the most pressing local issue**
- Community members are **least likely to be active in the bio-diversity** arena
- **Taking action in the home is by far the most common form of activity** on these broad environmental categories
- **Transportation**, defined by respondents as the most important local issue facing us, includes **four of the top six elements** of which they are aware of opportunities and in which **they are actively participating** (biking, walking, public transportation, commuting options)
- **Recycling drives the waste category** averages with extremely high opportunity awareness and active participation scores
 - Significant numbers of respondents are also aware of opportunities to take action on all other issues related to waste although, with the exception of recycling, the gaps between being aware and taking action are significant
- While respondents see energy as one of the three most pressing local environmental issues, awareness of opportunities to take action on these issues is moderate compared to other areas tested and the number participating in activities related to energy is extremely low
 - **Energy efficiency is the outlier in this category with high awareness of opportunities** although it registers a modest level of active participation
- Awareness of opportunities for action in all water-related categories, with the exception of conservation, is modest
 - **Respondents are over two and a half times more likely** to say they have heard of **water-related issues** but do not know much about them than to be actively participating in them

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Awareness of Opportunities for Action and Participation Rates (continued)

- All elements in the bio-diversity/open spaces category with the exception of parks, beaches and forests, fall in the middle of the pack for awareness of opportunities and active participation
 - Respondents are more **likely to have some awareness but little familiarity** or to study topics related to **bio-diversity/open spaces** than to actively participate in any of these areas
- **Only one topic associated with climate change, greenhouse gas reduction, has significant opportunity awareness but participation rates are very low**
 - These topics are much more likely than the average to have limited awareness (“heard of but don’t know much about”)
- While food is not considered a major local environmental issue and is a moderately important global issue to these respondents, it **has the second highest opportunity awareness rating of all categories** and third highest rate of active participation
 - **Organic foods and local agriculture have been most successful in gaining awareness** of opportunities and developing active participation
 - Conversely, vegetarian/vegan, while creating significant awareness of opportunities, has not done as well at converting awareness to active participation
- Awareness of opportunities to take action and participation rates for the “Other” category are average
 - **Driving opportunity awareness average scores are Social Justice and Environmental Issues, Air Quality and Faith/Spirituality and Environmental Issues**
 - **Active participation is strongest** in this category in environmental issues most closely associated with **Jesuit values, Social Justice and Faith/Spirituality**

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Awareness of Opportunities for Action and Participation Rates (continued)

- In summary, **awareness of opportunities to take action on specific environmental issues is quite high, 50% or better, for many sub-categories**
 - Respondents are more aware of opportunities and participate in recycling than any other activity**
 - They are most likely to participate at high levels in multiple food and transportation activities**
 - The gap between awareness and action is significant in all areas save the top three where very large groups of respondents are aware of and are recycling, walking and taking public transportation**
- Areas with less than one-third awareness of opportunities for action, tend to be topics related to bio-diversity and, while the gaps are no larger than with higher awareness topics, the participation levels are quite low
- Areas with the 20% or less awareness of opportunities to take action have extremely low participation rates

	Aware of Opportunities	Actively Participating	Gap
Recycling	79%	69%	-10%
Walking	70%	69%	-1%
Public Transportation	69%	62%	-7%
Biking	65%	39%	-26%
Organic	62%	39%	-23%
Commuting Options	56%	38%	-18%
Local Agriculture	55%	33%	-22%
Vegetarian/Vegan	53%	22%	-31%
Fair Trade	52%	31%	-21%
Composting	51%	22%	-29%
Greenhouse Materials & Purchasing	50%	30%	-20%

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University Access to Information and Volunteer Opportunities

- The **majority of respondents have never thought of looking for information about environmental causes through Loyola**
- Undergraduates, faculty and staff are equally likely to have looked for and found information
- Undergraduates are significantly more likely than each of the other groups to say they have wanted to look for environmental information through the University but do not know how to go about doing so
- On average, **half of all respondents have never thought about volunteering for an environmental cause through the University**
- Undergrad students are much more likely than others to be unable to find the time to volunteer even though they wanted to do so
- A small minority of respondents have wanted to volunteer for an environmental cause through LUC but do not know how to do so

