



The Pulse
Loyola University Student Panel
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

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



The Pulse: Loyola University Student Panel

EXECUTIVE REVIEW

Environmental Issues Benchmark Study

Executive Summary

Student Commuting Habits

- Walking and public transportation are the most common methods students use in their commute to school
- The majority of graduate students do not drive to school but they are much more likely than undergraduates to use an automobile
- Most students do not commute between campuses although significantly more undergraduates do so than graduate students
- Of those who do split their time between campuses, the University shuttle is the most common method of transport followed by public trains and buses which students most often use 1-3 times a week

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

Environmental Issues Benchmark Study

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

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

Environmental Issues Benchmark Study

- 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
- 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

Environmental Issues Benchmark Study

- 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

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

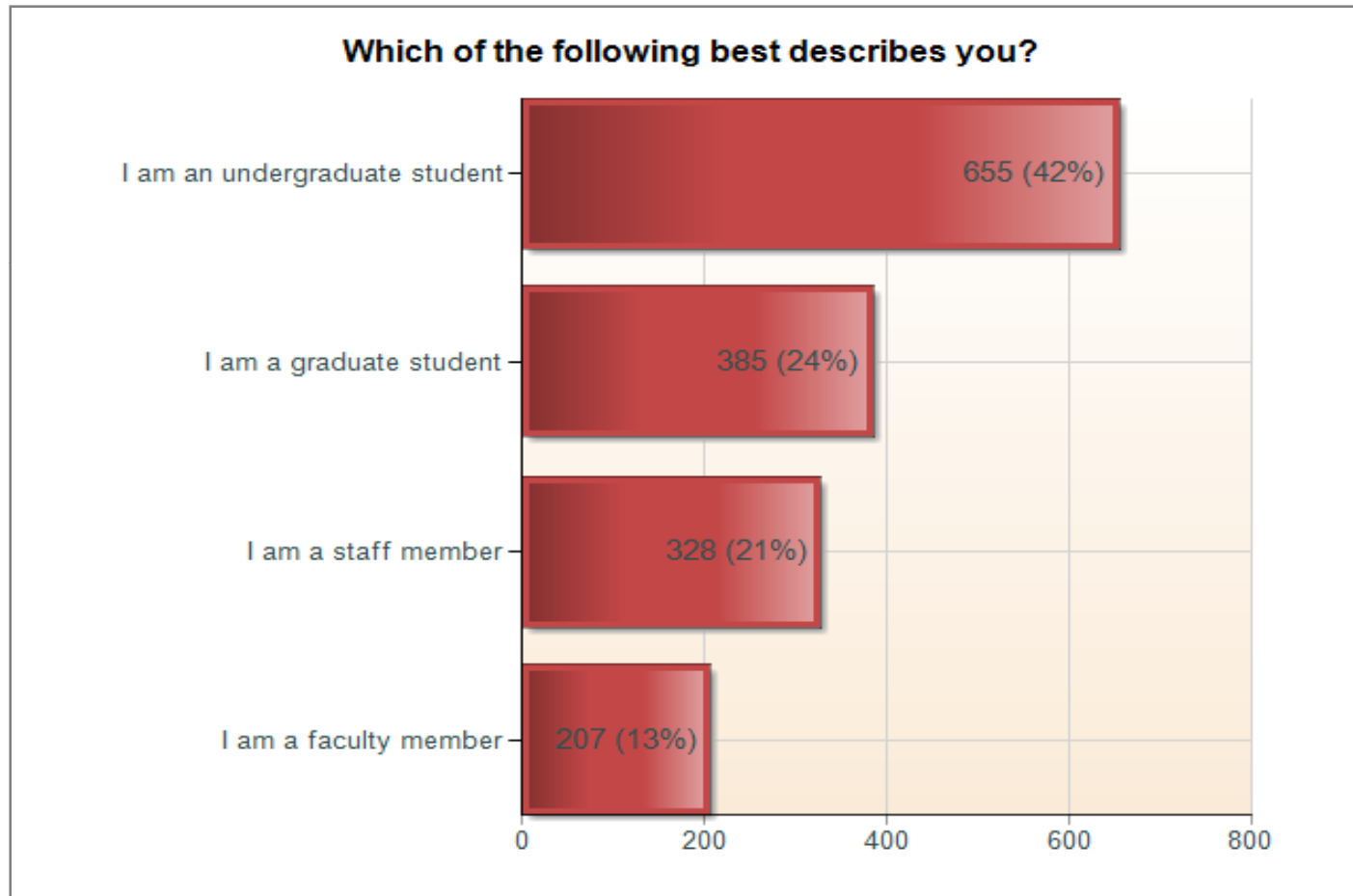


The Pulse: Loyola University Student Panel

RESPONDENT PROFILE

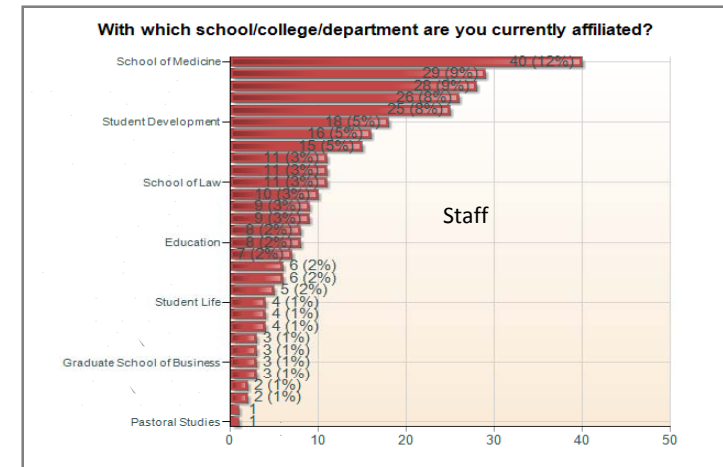
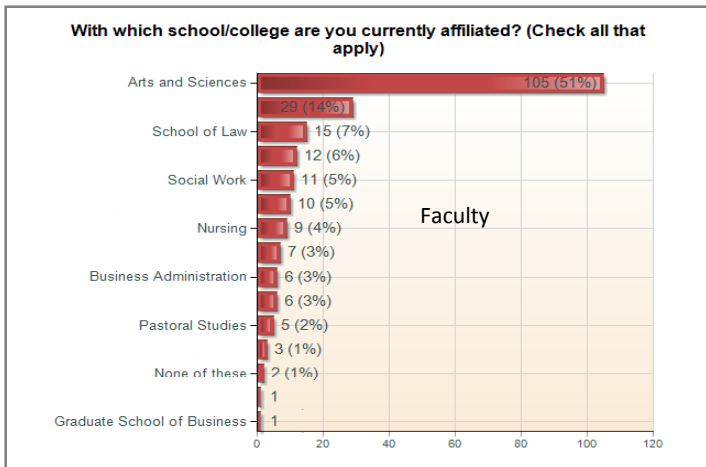
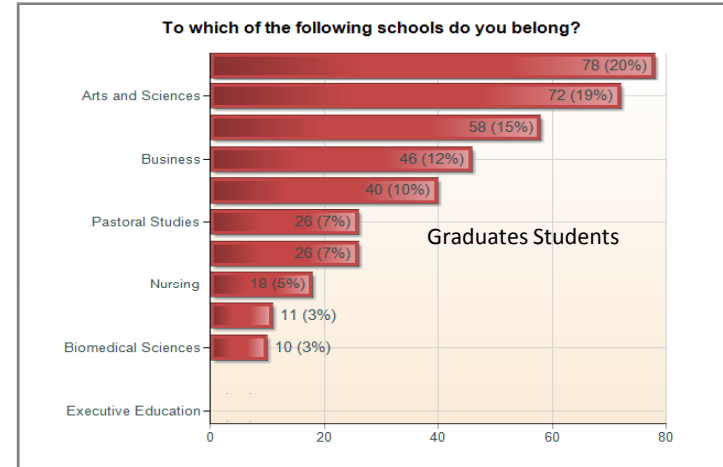
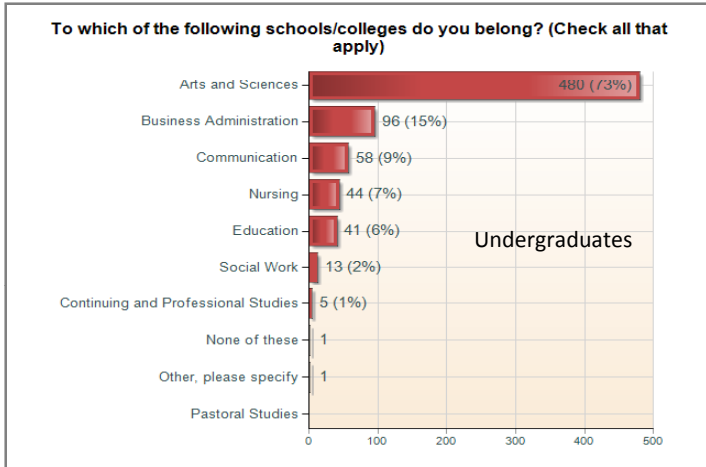
Environmental Issues Benchmark Study

- 42% of the survey respondents are undergraduates, a quarter are graduate students, one-fifth are staff members and 13% are on the faculty



Environmental Issues Benchmark Study

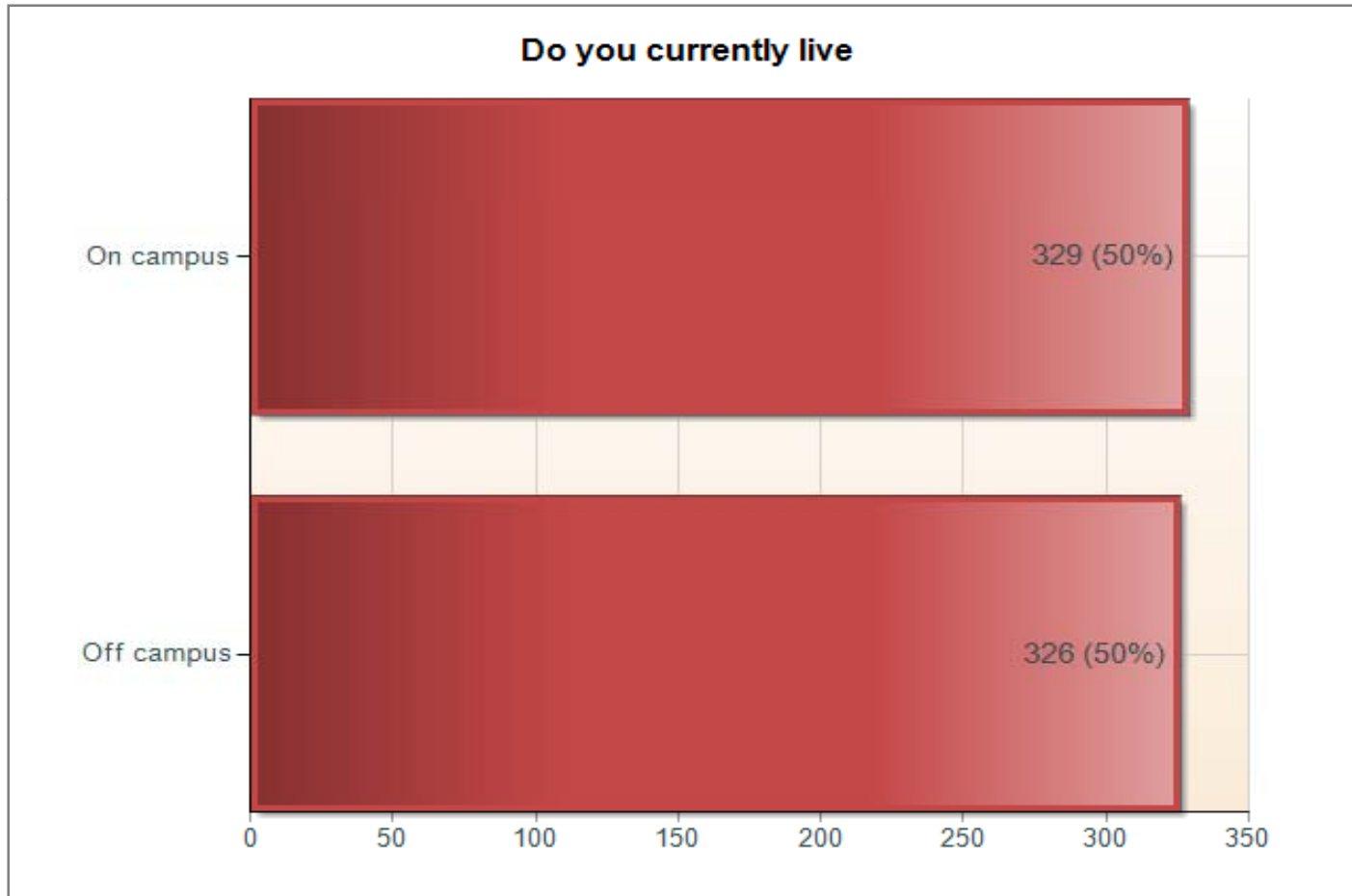
- Nearly every area of the University is represented in the respondent base
 - 42% of all respondents are affiliated with the College of Arts and Sciences



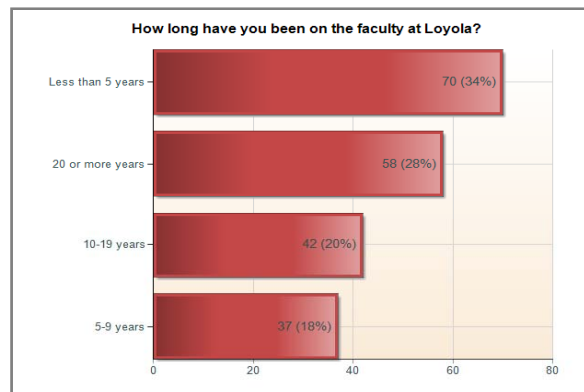
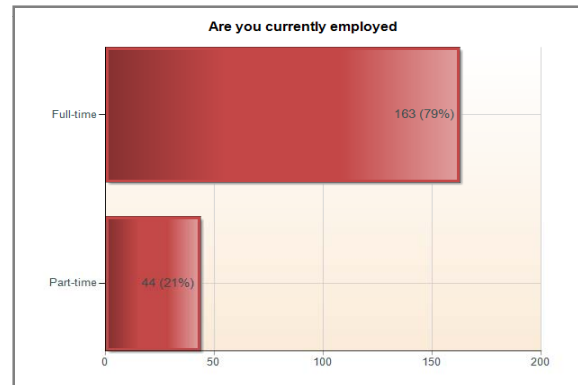
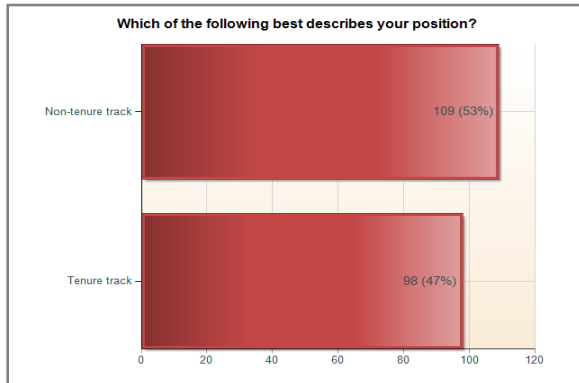
Environmental Issues Benchmark Study

Undergraduate Students

- Half of responding undergraduates live on campus, half live off campus



Environmental Issues Benchmark Study



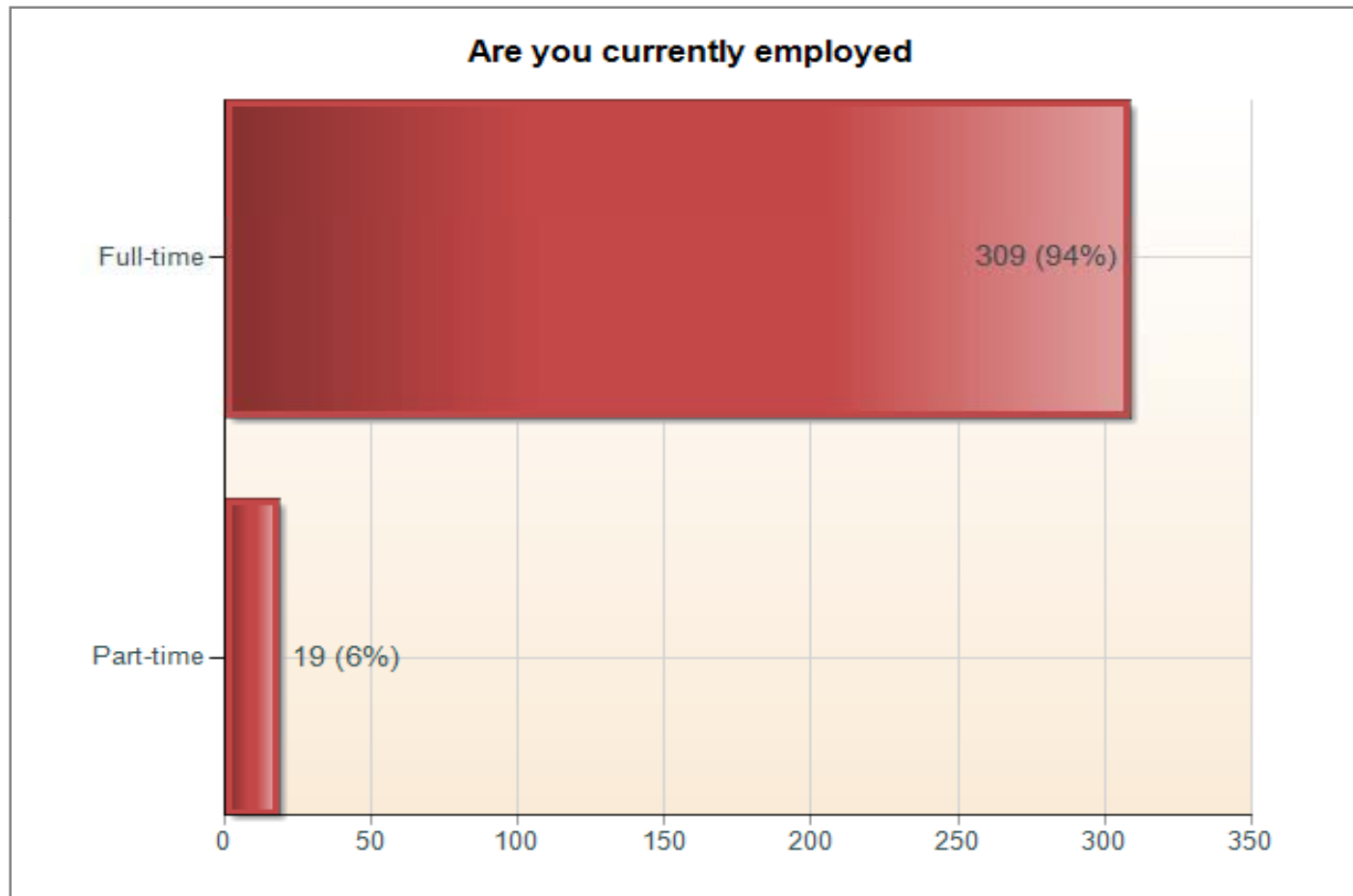
Faculty

- Faculty responders are slightly more non-tenured (53%) than tenured (47%), are predominantly employed full-time (79%) and are most likely to have been at Loyola for less than five years (34%) or 20 or more years (28%)

Environmental Issues Benchmark Study

Staff

- Nearly all responding staff members are employed full-time by the University





The Pulse: Loyola University Student Panel

DETAILED FINDINGS



The Pulse: Loyola University Student Panel

STUDENT COMMUTING HABITS

Environmental Issues Benchmark Study

- The majority of undergraduate students (76%) reside on their primary campus or less than a mile from their primary campus
- Graduate students are much more likely to travel greater distances to attend Loyola
 - One-third of graduate students live 10 or more miles from their primary campus
 - Nearly one-quarter of them live 5-9 miles away

| How far do you live from your primary campus? | Total | I am an undergraduate student | I am a graduate student |
|---|-------|-------------------------------|-------------------------|
| I live on my primary campus | 32% | 49% | 3% |
| Less than a mile from my primary campus | 22% | 27% | 12% |
| 1-4 miles from my primary campus | 16% | 8% | 29% |
| 5-9 miles from my primary campus | 14% | 9% | 23% |
| 10 or more miles from my primary campus | 17% | 8% | 33% |

Environmental Issues Benchmark Study

- 62% of students walk to classes, the most frequently used mode of transportation
- Public transportation is a common means of commuting as well with 60% of students using the rail system and 48% taking the bus
- Another 37% avail themselves of the University shuttle
- Automobiles, used alone (22%) or for carpooling (10%), are significantly less common

| Please indicate how many days per week you typically use the following modes of transportation as your primary method for your commute to school? | 1 day | 2 days | 3 days | 4 days | 5 days | Do not use |
|---|-------|--------|--------|--------|--------|------------|
| Walk | 5% | 5% | 4% | 3% | 46% | 38% |
| Train (CTA, Metra) | 15% | 14% | 11% | 6% | 15% | 40% |
| Public bus (CTA, Pace) | 17% | 9% | 8% | 4% | 12% | 52% |
| University shuttle | 14% | 8% | 7% | 2% | 5% | 63% |
| Drive alone | 12% | 4% | 2% | 1% | 4% | 78% |
| Bicycle | 8% | 3% | 1% | 1% | 1% | 86% |
| Rideshare (carpool, vanpool, etc.) | 7% | 2% | 1% | 1% | 0% | 90% |
| Taxi | 7% | 1% | 0% | 0% | 0% | 92% |
| Motorcycle | 5% | 0% | 0% | 0% | 0% | 95% |
| Other | 6% | 1% | 1% | 1% | 1% | 92% |

Environmental Issues Benchmark Study

- Undergraduate students are significantly more likely than graduate students to walk to school, use the University shuttle or ride on a public bus
- One-third of graduate students ride alone in a car to get to school, nearly twice as many as undergraduates (17%)

| | Walk | University Shuttle | Car | Public Bus |
|------------------|------|--------------------|-----|------------|
| Undergraduate | 78% | 49% | 17% | 50% |
| Graduate Student | 36% | 17% | 32% | 45% |

Environmental Issues Benchmark Study

- 42% of undergraduate students and 14% of graduate students typically commute between campuses

| Do you typically commute between campuses? | Total | I am an undergraduate student | I am a graduate student |
|--|-------|-------------------------------|-------------------------|
| Yes | 31% | 42% | 14% |
| No | 69% | 58% | 87% |

Environmental Issues Benchmark Study

- Among students who commute between campuses, the University shuttle is the most common method of transportation (87%) with 44% using the shuttle 1-3 times a week and another 24% using it 4-6 times per week
- Public trains (73% using) and public buses (56% using) are the next most common means of moving between campuses
- All other forms of transportation are used minimally by students traveling between campuses

| How many times a week do you typically use the following to commute between campuses? | Never | 1-3 times | 4-6 times | 7-10 times | More than 10 times |
|---|-------|-----------|-----------|------------|--------------------|
| University shuttle | 13% | 44% | 24% | 11% | 8% |
| Train (CTA, Metra) | 27% | 46% | 18% | 6% | 5% |
| Public Bus (CTA, Pace) | 44% | 38% | 10% | 4% | 3% |
| Walk | 84% | 8% | 2% | 1% | 4% |
| Drive alone | 88% | 10% | 1% | 1% | 1% |
| Rideshare (carpool, vanpool, etc.) | 90% | 9% | 1% | 0% | 0% |
| Taxi | 90% | 9% | 0% | 0% | 0% |
| Bicycle | 91% | 8% | 1% | 0% | 0% |
| Other | 92% | 8% | 0% | 1% | 0% |
| Motorcycle | 93% | 7% | 0% | 0% | 0% |



The Pulse: Loyola University Student Panel

ACTIVITY LEVELS

Environmental Issues Benchmark Study

- 87% of the Loyola community participate in sports or other physical activity and 62% do so weekly
- Respondents are as likely to volunteer for service-based activities as they are to participate in physical activities but they do so with much less frequency
 - 85% of the community volunteer in service-based activities but only one-quarter do so on a weekly basis and 18% do so monthly
- 58% of respondents participate in advocacy or political activities but do so infrequently, most likely on an annual basis (17%)

| About how often, if at all, do you do the following? | Weekly | Monthly | Quarterly | Semi-annually | Annually | Never |
|---|--------|---------|-----------|---------------|----------|-------|
| Participate in sports or other physical activities such as biking, running, swimming, team sports, working out, etc.? | 62% | 14% | 6% | 3% | 3% | 13% |
| Volunteer or participate in service-based activities such as charity work at a school, church, other location? | 24% | 18% | 16% | 13% | 13% | 15% |
| Participate in advocacy or political activities such as raising money for charities, writing letters to elected officials, working on political or issue based campaigns, etc.? | 9% | 10% | 11% | 11% | 17% | 42% |

Environmental Issues Benchmark Study

- The vast majority of all responding groups are physically active
- Faculty members are the most active of all groups with 92% participating in some activity, 71% doing so weekly
- Profiles for graduate students and staff members are nearly identical with 87% and 90% of those groups taking part in physical activity and 68% and 66% respectively doing so weekly
- Undergraduate students are less active and exercise less frequently than other groups with 84% doing some sort of physical activity and 53% doing so weekly

| About how often, if at all, do you do the following?: Participate in sports or other physical activities such as biking, running, swimming, team sports, working out, etc.? | Total | Undergraduate | Graduate Student | Faculty | Staff |
|---|-------|---------------|---------------------|---------|-------|
| Weekly | 62% | 53% | 66% | 71% | 68% |
| Monthly | 14% | 18% | 12% | 9% | 12% |
| Quarterly | 6% | 7% | 6% | 8% | 5% |
| Semi-annually | 3% | 3% | 2% | 2% | 2% |
| Annually | 3% | 3% | 2% | 1% | 3% |
| Never | 13% | 16% | 13% | 8% | 10% |

Environmental Issues Benchmark Study

- 85% of community members perform volunteer activities with undergraduate students much more likely than any other groups to do so on a weekly basis
- Although all groups participate in volunteer efforts at a relatively equal rate, staff members are much more likely than others to say they participate only annually (20% vs. the average of 13%)

| About how often, if at all, do you do the following?: Volunteer or participate in service-based activities such as charity work at a school, church, other location? | Total | Undergraduate | Graduate Student | Faculty | Staff |
|---|-------|---------------|------------------|---------|-------|
| Weekly | 24% | 29% | 23% | 20% | 20% |
| Monthly | 18% | 18% | 20% | 17% | 17% |
| Quarterly | 16% | 17% | 14% | 17% | 15% |
| Semi-annually | 13% | 12% | 13% | 17% | 14% |
| Annually | 13% | 10% | 14% | 15% | 20% |
| Never | 15% | 15% | 18% | 15% | 14% |

Environmental Issues Benchmark Study

- 58% of Loyola respondents take part in advocacy or political activities with faculty the most active (70% participation) and staff least active (52% participation)
- Respondents report taking part in these types of activities much less frequently than other types of activities tested with respondents most likely to say they participate only annually (17%) vs. other forms of activities that tend to most often be done weekly
 - Faculty are more likely than other groups to be more frequently involved with 16% volunteering monthly and another 16% doing so quarterly

| About how often, if at all, do you do the following?: Participate in advocacy or political activities such as raising money for charities, writing letters to elected officials, working on political or issue based campaigns, etc.? | Total | Undergraduate | Graduate Student | Faculty | Staff |
|--|-------|---------------|------------------|---------|-------|
| Weekly | 9% | 12% | 8% | 11% | 6% |
| Monthly | 10% | 9% | 9% | 16% | 6% |
| Quarterly | 11% | 9% | 12% | 16% | 11% |
| Semi-annually | 11% | 11% | 10% | 8% | 12% |
| Annually | 17% | 16% | 19% | 19% | 17% |
| Never | 42% | 44% | 42% | 30% | 48% |

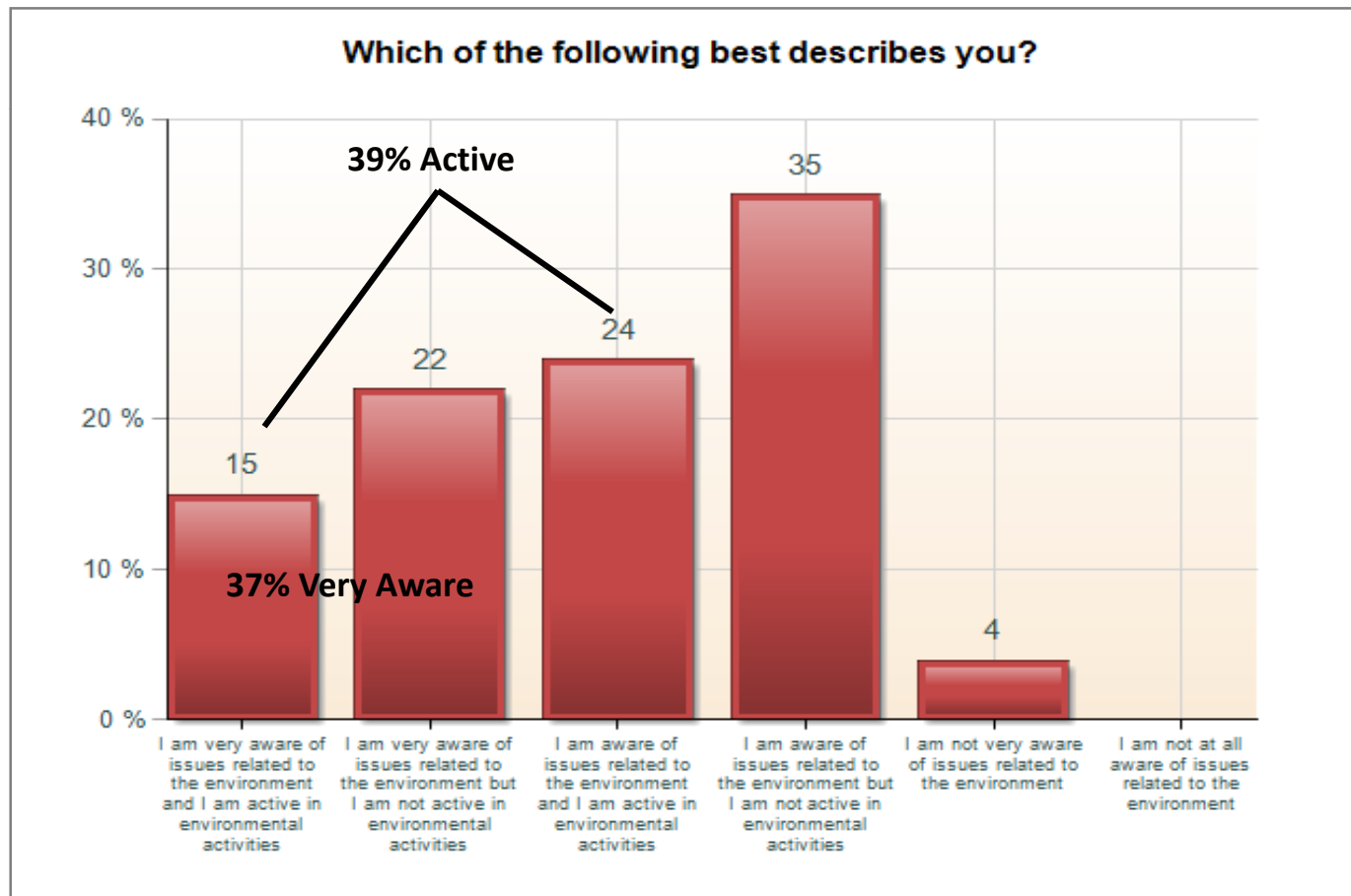


The Pulse: Loyola University Student Panel

ENVIRONMENTAL AWARENESS AND ACTIVITY LEVELS

Environmental Issues Benchmark Study

- 37% of respondents are very aware of issues related to the environment although 22% of those who are very aware do not define themselves as actively involved
- In total, 39% define themselves as active in environmental causes, 15% are very aware and active while 24% are aware and active
- Over one-third of all respondents say they are aware of but not active in environmental activities



Environmental Issues Benchmark Study

- With the exception of the faculty, all groups are fairly consistent in their awareness of and involvement in environmental issues and activities
 - 50% of faculty members are very aware/aware of environmental issues and take part in activities associated with environmental causes vs. 39% of the total respondent base

| Which of the following best describes you? | Total | Undergraduate | Graduate Student | Faculty | Staff |
|---|-------|---------------|------------------|---------|-------|
| I am very aware of issues related to the environment and I am active in environmental activities | 15% | 13% | 15% | 20% | 14% |
| I am very aware of issues related to the environment but I am not active in environmental activities | 22% | 24% | 22% | 22% | 17% |
| I am aware of issues related to the environment and I am active in environmental activities | 24% | 20% | 23% | 30% | 28% |
| I am aware of issues related to the environment but I am not active in environmental activities | 35% | 37% | 35% | 29% | 38% |
| I am not very aware of issues related to the environment | 4% | 5% | 5% | 1% | 2% |
| I am not at all aware of issues related to the environment | 0% | 0% | 0% | 0% | 0% |

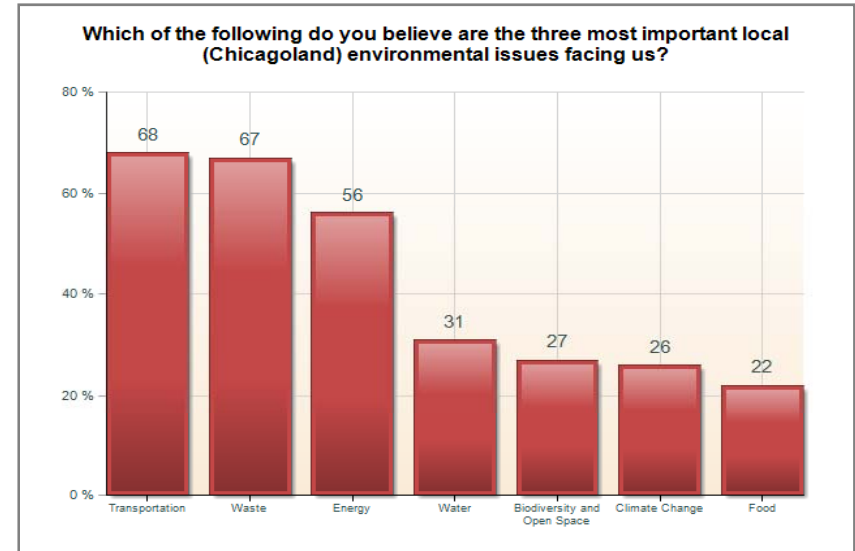
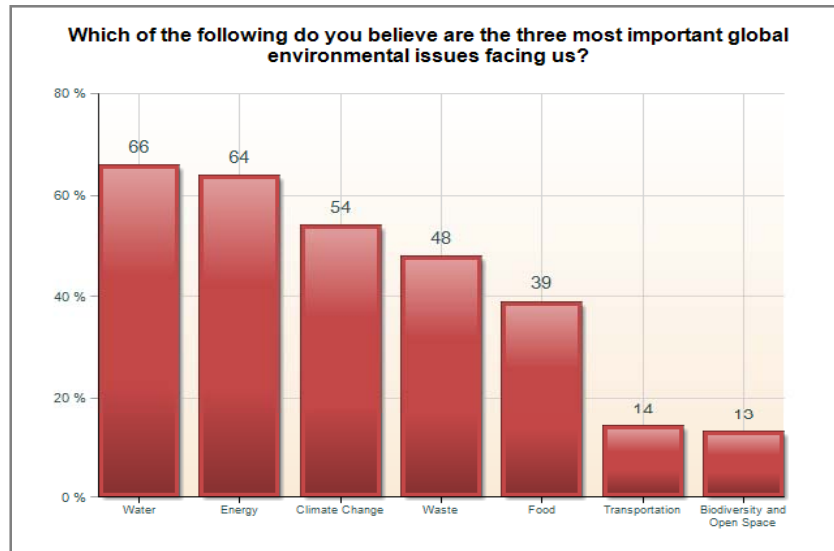


The Pulse: Loyola University Student Panel

ENVIRONMENTAL CHALLENGES

Environmental Issues Benchmark Study

- LUC community members believe the dominant global environmental issues the world faces today are water (66%), energy (64%) and climate change (52%)
- The dominant issues locally are transportation (68%) and waste (67%) and, to a lesser degree, energy (56%)



Environmental Issues Benchmark Study

| Which of the following do you believe are the three most important global environmental issues facing us? | Total | Undergraduates | Graduate Student | Faculty | Staff |
|---|-------|----------------|------------------|---------|-------|
| Water | 66% | 66% | 61% | 71% | 66% |
| Energy | 64% | 61% | 68% | 64% | 66% |
| Climate Change | 54% | 49% | 58% | 71% | 49% |
| Waste | 48% | 56% | 44% | 28% | 50% |
| Food | 39% | 38% | 39% | 36% | 43% |
| Transportation | 15% | 17% | 16% | 6% | 15% |
| Biodiversity and Open Space | 13% | 12% | 11% | 23% | 10% |

Respondents are fairly consistent in their views of global challenges with these exceptions

- Faculty are more likely than the norm to cite climate change and biodiversity as important global issues
- Undergrads believe waste is a more pressing issue than other groups

| Which of the following do you believe are the three most important local environmental issues facing us? | Total | Undergraduates | Graduate Student | Faculty | Staff |
|--|-------|----------------|------------------|---------|-------|
| Transportation | 68% | 70% | 65% | 73% | 65% |
| Waste | 67% | 71% | 66% | 57% | 69% |
| Energy | 56% | 51% | 57% | 63% | 60% |
| Water | 31% | 31% | 28% | 31% | 37% |
| Biodiversity and Open Space | 27% | 29% | 29% | 25% | 24% |
| Climate Change | 26% | 24% | 32% | 28% | 23% |
| Food | 22% | 22% | 21% | 22% | 22% |

Respondents are less consistent in their views of local challenges

- Faculty are more concerned about transportation and energy than the average
- Undergraduates are more concerned than other groups about waste, graduate students are more concerned about climate change
- Staff believe water is a more pressing issue



The Pulse: Loyola University Student Panel

AWARENESS OF OPPORTUNITIES FOR ACTION AND PARTICIPATION RATES

Environmental Issues Benchmark Study

| | Transportation | Waste | Energy | Water | Biodiversity/ Open Spaces | Climate Change | Food | Other |
|--------------------------------------|----------------|------------|------------|------------|------------------------------|----------------|------------|------------|
| % "Most important local issue" | 68% | 67% | 56% | 31% | 27% | 26% | 22% | NA |
| % active | 57% active | 71% active | 70% active | 68% active | 44% active | 55% active | 70% active | 47% active |
| None of these | 43% | 29% | 30% | 32% | 56% | 45% | 30% | 53% |
| Volunteered | 3% | 8% | 3% | 6% | 13% | 4% | 17% | 11% |
| Advocated | 13% | 15% | 14% | 17% | 10% | 15% | 17% | 12% |
| Researched | 19% | 23% | 27% | 28% | 18% | 31% | 27% | 21% |
| Contributed money | 4% | 2% | 5% | 11% | 13% | 9% | 19% | 9% |
| Participated in an issue-based group | 4% | 5% | 5% | 8% | 7% | 6% | 7% | 6% |
| Taken action in your community | 13% | 16% | 8% | 12% | 10% | 7% | 17% | 9% |
| Taken action in your home | 38% | 60% | 55% | 49% | 21% | 30% | 43% | 27% |

- Respondents are most active, at nearly identical levels, in the areas of waste, energy, food and water
 - Activities related to transportation, considered the most pressing local issue and climate change, the sixth most important of seven areas, experience less activity among respondents although 57% and 55% respectively are active
- Despite the fact that only 22% of respondents believe food to be one of the most important local environmental issues, respondents are significantly more likely to volunteer, contribute money or take action in their community on food issues than any other category*
- Community members are least likely to be active in the biodiversity arena where 56% claim to do nothing
- Taking action in the home is by far the most common form of activity
 - In the areas of waste, energy and water, it accounts for half or more of the activity

*It is possible that respondents confused taking action on environmental issues related to food with doing charitable acts related to food such as volunteering at places like food banks or soup kitchens

Significantly higher activity level than in all other areas

Environmental Issues Benchmark Study

Transportation – Most likely to actively participate (39%)

- 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)
- One-third of respondents have not heard of equitable access, a significantly higher number than any other transportation issues
 - Equitable access stands out as something respondents know relatively less about than other issues and one they are not likely to actively support with 40% saying they have never thought of/tried to find opportunities or are not interested in taking action

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|-----------------------|---|--|---|--|
| Biking | 65% | 15% | 12% | 8% |
| Walking | 70% | 14% | 10% | 7% |
| Public Transportation | 69% | 15% | 11% | 5% |
| Commuting Options | 56% | 21% | 15% | 8% |
| Car Sharing Programs | 47% | 24% | 18% | 11% |
| Equitable Access | 20% | 40% | 28% | 12% |
| AVERAGE | 55% | 22% | 16% | 9% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|-----------------------|----------------------|-------------------|--|--|---|---------------------|
| Biking | 39% | 7% | 32% | 7% | 14% | 2% |
| Walking | 69% | 3% | 16% | 5% | 5% | 2% |
| Public Transportation | 62% | 5% | 21% | 5% | 5% | 2% |
| Commuting Options | 38% | 8% | 31% | 11% | 8% | 4% |
| Car Sharing Programs | 17% | 8% | 35% | 19% | 18% | 3% |
| Equitable Access | 10% | 7% | 22% | 24% | 6% | 31% |
| AVERAGE | 39% | 6% | 26% | 12% | 9% | 7% |

Environmental Issues Benchmark Study

Waste – Most likely to actively participate (32%) and discuss with others/read about (31%)

- Recycling drives category averages on opportunity awareness (79%) and active participation (69%)
- 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 between 18 and 29 points

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|---|---|--|---|--|
| Recycling | 79% | 10% | 7% | 4% |
| Greenhouse Materials & Purchasing | 50% | 28% | 17% | 5% |
| Information Technology & Electronic Waste | 36% | 36% | 23% | 6% |
| Pollution & Human Health | 43% | 35% | 18% | 5% |
| Composting | 51% | 24% | 16% | 8% |
| AVERAGE | 52% | 27% | 16% | 6% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|---|----------------------|-------------------|--|--|---|---------------------|
| Recycling | 69% | 5% | 18% | 4% | 2% | 1% |
| Greenhouse Materials & Purchasing | 30% | 10% | 31% | 21% | 5% | 3% |
| Information Technology & Electronic Waste | 18% | 8% | 28% | 30% | 6% | 10% |
| Pollution & Human Health | 20% | 14% | 42% | 18% | 4% | 2% |
| Composting | 22% | 10% | 36% | 20% | 10% | 2% |
| AVERAGE | 32% | 9% | 31% | 19% | 5% | 4% |

Environmental Issues Benchmark Study

Energy – Most likely to discuss with others/read about (46%)

- While 56% of respondents say energy is one of the three most pressing local environmental issues, on average, only one-third are aware of opportunities to take action on these issues and only 8%, on average, actively participate in activities related to energy
 - Energy efficiency is the outlier with 44% saying they are aware of opportunities in this area and 14% actively participating
- Respondents are much more likely to discuss these topics (46%) or read about/research them (13%) than act on them (8%)

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|-------------------------|---|--|---|--|
| Energy Efficiency | 44% | 28% | 22% | 6% |
| Green Buildings (LEEDS) | 26% | 38% | 27% | 8% |
| Renewable Energy | 33% | 37% | 25% | 6% |
| Fuels and Gas Issues | 36% | 34% | 24% | 6% |
| Biofuels | 24% | 38% | 30% | 8% |
| AVERAGE | 33% | 35% | 26% | 7% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|-------------------------|----------------------|-------------------|--|--|---|---------------------|
| Energy Efficiency | 14% | 15% | 48% | 18% | 3% | 2% |
| Green Buildings (LEEDS) | 7% | 11% | 44% | 29% | 5% | 4% |
| Renewable Energy | 7% | 17% | 48% | 22% | 4% | 2% |
| Fuels and Gas Issues | 9% | 14% | 53% | 19% | 4% | 1% |
| Biofuels | 4% | 10% | 39% | 38% | 7% | 2% |
| AVERAGE | 8% | 13% | 46% | 25% | 5% | 2% |

Environmental Issues Benchmark Study

Water – Most likely to have heard of but know little about (32%)

- Respondents are most likely to be aware of opportunities to take action on water conservation (47%) and most likely to be actively involved in conserving (25%)
- Awareness of opportunities for action in other categories is modest
- With the exception of conservation, the number of respondents who say they have heard of but do not know much about these specific categories is quite high

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|---|---|--|---|--|
| Water Conservation | 47% | 27% | 21% | 5% |
| Stormwater | 18% | 43% | 32% | 7% |
| Emerging Contamination Issues (pharmaceuticals, personal care products, pesticides, etc.) | 24% | 43% | 27% | 6% |
| Water Privatization and Access | 20% | 42% | 30% | 7% |
| Great Lakes Issues | 25% | 41% | 28% | 6% |
| AVERAGE | 27% | 39% | 28% | 6% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|---|----------------------|-------------------|--|--|---|---------------------|
| Water Conservation | 25% | 11% | 35% | 21% | 4% | 3% |
| Stormwater | 7% | 8% | 23% | 39% | 5% | 17% |
| Emerging Contamination Issues (pharmaceuticals, personal care products, pesticides, etc.) | 10% | 12% | 33% | 31% | 5% | 8% |
| Water Privatization and Access | 8% | 11% | 26% | 34% | 5% | 16% |
| Great Lakes Issues | 8% | 11% | 29% | 35% | 4% | 12% |
| AVERAGE | 12% | 11% | 29% | 32% | 5% | 11% |

Environmental Issues Benchmark Study

Bio-diversity and Open Spaces – Most likely to discuss with others/read about (30%) or have heard of but know little about (30%)

- All elements in this category with the exception of parks, beaches and forests, fall in the middle of the pack for awareness of opportunities and active participation
 - Parks, beaches and forests stand out with 36% of respondents aware of opportunities to take action and 17% actively involved
- Respondents are more likely to have some awareness but little familiarity (30%) or to study (30%) topics related to bio-diversity/open spaces than to actively participate in any of these areas (11%)

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|-----------------------------------|---|--|---|--|
| Urban Nature | 23% | 39% | 29% | 9% |
| Ecological Restoration | 28% | 37% | 27% | 9% |
| Native Landscaping | 26% | 37% | 28% | 9% |
| Parks, Beaches & Forest Preserves | 36% | 32% | 24% | 8% |
| Invasive Species | 26% | 39% | 25% | 10% |
| Birds and Wildlife | 29% | 37% | 25% | 9% |
| Urban Forestry | 19% | 42% | 29% | 9% |
| AVERAGE | 27% | 38% | 27% | 9% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|-----------------------------------|----------------------|-------------------|--|--|---|---------------------|
| Urban Nature | 10% | 9% | 27% | 32% | 8% | 15% |
| Ecological Restoration | 10% | 10% | 30% | 33% | 8% | 10% |
| Native Landscaping | 12% | 9% | 28% | 30% | 7% | 14% |
| Parks, Beaches & Forest Preserves | 17% | 10% | 36% | 26% | 7% | 5% |
| Invasive Species | 11% | 12% | 32% | 28% | 8% | 10% |
| Birds and Wildlife | 12% | 10% | 34% | 30% | 8% | 5% |
| Urban Forestry | 7% | 9% | 25% | 34% | 8% | 18% |
| AVERAGE | 11% | 10% | 30% | 30% | 8% | 11% |

Environmental Issues Benchmark Study

Climate Change – Most likely to have heard of but know little about (35%)

- Only one topic associated with climate change, greenhouse gas reduction, has significant opportunity awareness (31%)
 - Climate change, along with energy, have the smallest average active participation rates at 8%
- These topics are much more likely than the average to have limited awareness (35% “heard of but don’t know much about” vs. 24% on average)

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|--|---|--|---|--|
| Greenhouse Gas Reduction | 31% | 36% | 25% | 8% |
| Adaption (preparing for impacts of climate change) | 18% | 43% | 31% | 8% |
| Greenhouse Gas Sequestration | 13% | 44% | 33% | 9% |
| AVERAGE | 21% | 41% | 30% | 8% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|--|----------------------|-------------------|--|--|---|---------------------|
| Greenhouse Gas Reduction | 12% | 11% | 33% | 32% | 6% | 6% |
| Adaption (preparing for impacts of climate change) | 6% | 10% | 26% | 37% | 7% | 15% |
| Greenhouse Gas Sequestration | 5% | 8% | 19% | 35% | 7% | 27% |
| AVERAGE | 8% | 10% | 26% | 35% | 7% | 16% |

Environmental Issues Benchmark Study

Food – Most likely to discuss with others/read about (32%)

- While food is not considered a major local environmental issue (22% consider it among the top three) and is a moderately important global issue (39%), it has the second highest opportunity awareness rating (53%) and third highest rate of active participation (28%)
- Organic foods and local agriculture have been most successful in gaining awareness of opportunities (62%/55%) and developing active participation (39%/33%)
- Conversely, vegetarian/vegan, while creating significant awareness of opportunities (53%), has not done as well at converting respondents to participants (22%)

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|--|---|--|---|--|
| Urban Agriculture & Gardening | 49% | 27% | 17% | 6% |
| Sustainable Food Systems & Food Access | 44% | 31% | 18% | 6% |
| Local Agriculture | 55% | 23% | 16% | 7% |
| Organic | 62% | 17% | 14% | 7% |
| Vegetarian/Vegan | 53% | 16% | 14% | 16% |
| Fair Trade | 52% | 24% | 17% | 7% |
| AVERAGE | 53% | 23% | 16% | 8% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|--|----------------------|-------------------|--|--|---|---------------------|
| Urban Agriculture & Gardening | 23% | 11% | 35% | 22% | 6% | 4% |
| Sustainable Food Systems & Food Access | 22% | 12% | 32% | 22% | 5% | 6% |
| Local Agriculture | 33% | 10% | 31% | 18% | 6% | 3% |
| Organic | 39% | 11% | 31% | 12% | 7% | 2% |
| Vegetarian/Vegan | 22% | 11% | 35% | 10% | 20% | 2% |
| Fair Trade | 31% | 9% | 29% | 19% | 6% | 5% |
| AVERAGE | 28% | 11% | 32% | 17% | 8% | 4% |

Environmental Issues Benchmark Study

Other – Most likely to discuss with others/read about (34%)

- Awareness of opportunities to take action and participation rates for this category are average
- Driving opportunity awareness are Social Justice and Environmental Issues (33%), Air Quality (31%) and Faith/Spirituality and Environmental Issues (29%)
- Active participation is strongest in environmental issues most closely associated with Jesuit values, Social Justice (15%) and Faith/Spirituality (12%)

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|---|---|--|---|--|
| Faith/Spirituality and Environmental Issues | 25% | 34% | 25% | 16% |
| Air Quality | 31% | 40% | 23% | 7% |
| Noise Pollution | 18% | 46% | 27% | 9% |
| Sustainable Economic Development | 26% | 42% | 25% | 7% |
| Social Justice & Environmental Issues | 33% | 35% | 24% | 8% |
| AVERAGE | 27% | 39% | 25% | 9% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|---|----------------------|-------------------|--|--|---|---------------------|
| Faith/Spirituality and Environmental Issues | 12% | 9% | 25% | 23% | 14% | 16% |
| Air Quality | 10% | 13% | 44% | 24% | 6% | 3% |
| Noise Pollution | 7% | 9% | 36% | 32% | 9% | 6% |
| Sustainable Economic Development | 9% | 13% | 35% | 28% | 6% | 9% |
| Social Justice & Environmental Issues | 15% | 13% | 31% | 25% | 7% | 9% |
| AVERAGE | 11% | 11% | 34% | 26% | 8% | 9% |

Environmental Issues Benchmark Study

- Awareness of opportunities to take action on specific environmental issues is quite high, 50% or better, for many areas
- Respondents are more aware of opportunities to recycle than any other activity
- They are most likely to participate in activities related to transportation and food
- 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

| | 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% |

Environmental Issues Benchmark Study

- Those areas in which one-third to just under one-half of respondents are aware of opportunities to take action, participation levels are quite low and all the gaps between awareness and participation are significant

| | Aware of Opportunities | Actively Participating | Gap |
|---|------------------------|------------------------|------|
| Urban Agriculture & Gardening | 49% | 23% | -26% |
| Water Conservation | 47% | 25% | -22% |
| Car Sharing Programs | 47% | 17% | -30% |
| Sustainable Food Systems & Food Access | 44% | 22% | -22% |
| Energy Efficiency | 44% | 14% | -30% |
| Pollution & Human Health | 43% | 20% | -23% |
| Information Technology & Electronic Waste | 36% | 18% | -18% |
| Parks, Beaches & Forest Preserves | 36% | 17% | -19% |
| Fuels and Gas Issues | 36% | 9% | -27% |
| Social Justice & Environmental Issues (aka Environmental Justice) | 33% | 15% | -18% |
| Renewable Energy | 33% | 7% | -26% |

Environmental Issues Benchmark Study

- 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

| | Aware of Opportunities | Actively Participating | Gap |
|--|------------------------|------------------------|------|
| Greenhouse Gas Reduction | 31% | 12% | -19% |
| Air Quality | 31% | 10% | -21% |
| Birds and Wildlife | 29% | 12% | -17% |
| Ecological Restoration | 28% | 10% | -18% |
| Native Landscaping | 26% | 12% | -14% |
| Invasive Species | 26% | 11% | -15% |
| Sustainable Economic Development | 26% | 9% | -17% |
| Green Buildings (LEEDS) | 26% | 7% | -19% |
| Faith/Spirituality and Environmental Issues | 25% | 12% | -13% |
| Great Lakes Issues | 25% | 8% | -17% |
| Emerging Contamination Issues (pharmaceuticals, personal care, pesticides, etc.) | 24% | 10% | -14% |
| Biofuels | 24% | 4% | -20% |
| Urban Nature | 23% | 10% | -13% |

Environmental Issues Benchmark Study

- Not surprisingly, the areas with 20% or less awareness of opportunities to take action have extremely low participation rates

| | Aware of Opportunities | Actively Participating | Gap |
|--|-------------------------------|-------------------------------|------------|
| Equitable Access | 20% | 10% | -10% |
| Water Privatization and Access | 20% | 8% | -12% |
| Urban Forestry | 19% | 7% | -12% |
| Stormwater | 18% | 7% | -11% |
| Noise Pollution | 18% | 7% | -11% |
| Adaption (preparing for impacts of climate change) | 18% | 6% | -12% |
| Greenhouse Gas Sequestration | 13% | 5% | -8% |

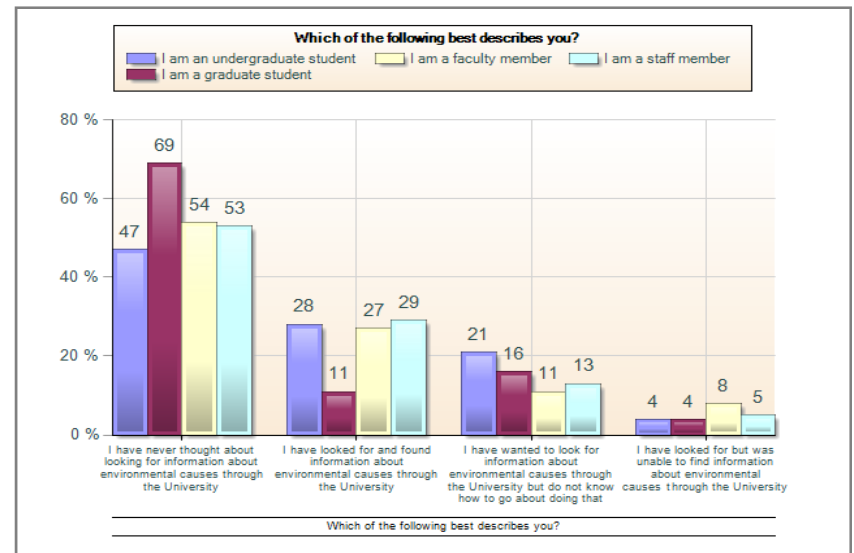
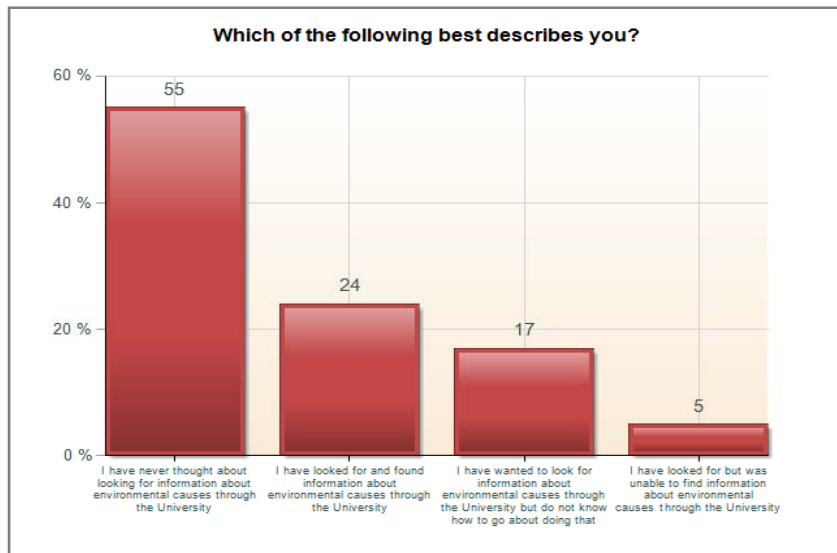


The Pulse: Loyola University Student Panel

UNIVERSITY ACCESS TO INFORMATION AND VOLUNTEER OPPORTUNITIES

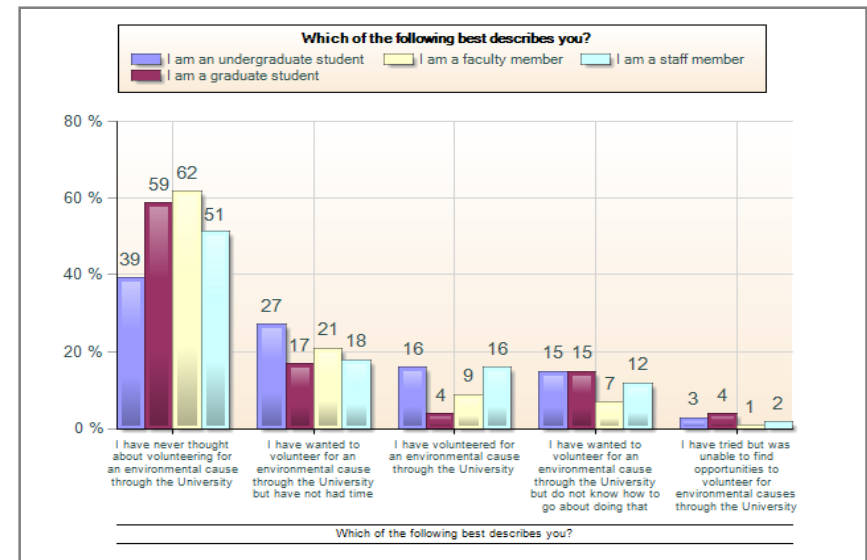
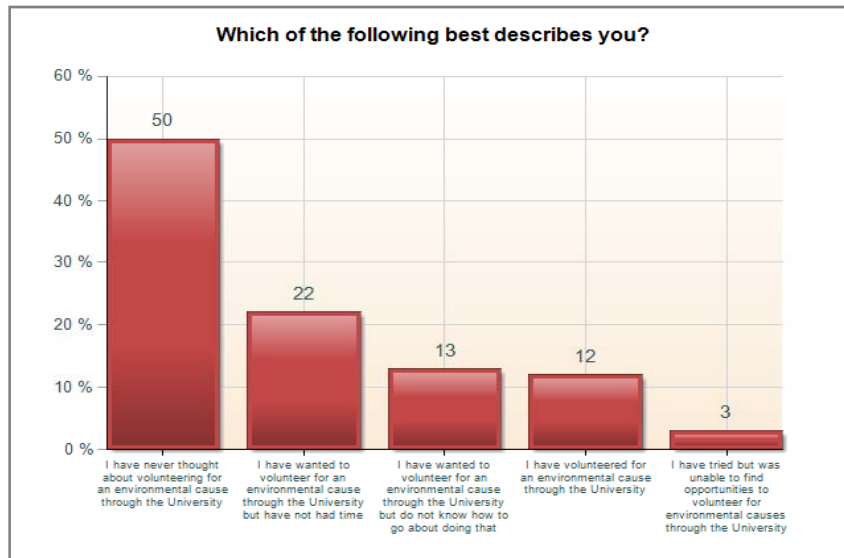
Environmental Issues Benchmark Study

- 55% of all respondents have never thought of looking for information about environmental causes through Loyola
 - Among graduate students, this number increases to 69%
 - Undergraduates are most likely to have thought about looking for this type of information from the University (53%) with faculty and staff just slightly less likely to have done so (46% and 47%, respectively)
- Undergraduates, faculty and staff are equally likely to have looked for and found information (24% on average)
- Undergraduates are significantly more likely than each of the other groups to have wanted to look for environmental information through the University but do not know how to go about doing so (21%)



Environmental Issues Benchmark Study

- On average, half of all respondents have never thought about volunteering for an environmental cause through the University
 - Graduate students and faculty (59% and 62%, respectively) are significantly more likely than undergraduates and staff to say this (39% and 51%, respectively)
- Undergrad students are much more likely than others to be unable to find the time to volunteer even though they wanted to do so (27% vs. 22% on average)
- 16% of undergraduate students and 16% of staff members have volunteered through Loyola while 9% of faculty members and only 4% of graduate students have done so
- 13% of respondents on average have wanted to volunteer for an environmental cause through LUC but do not know how to do so

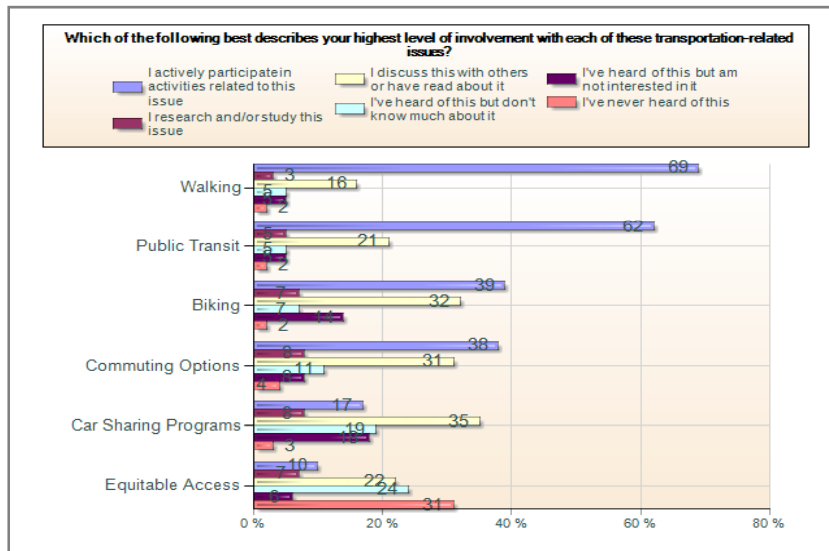
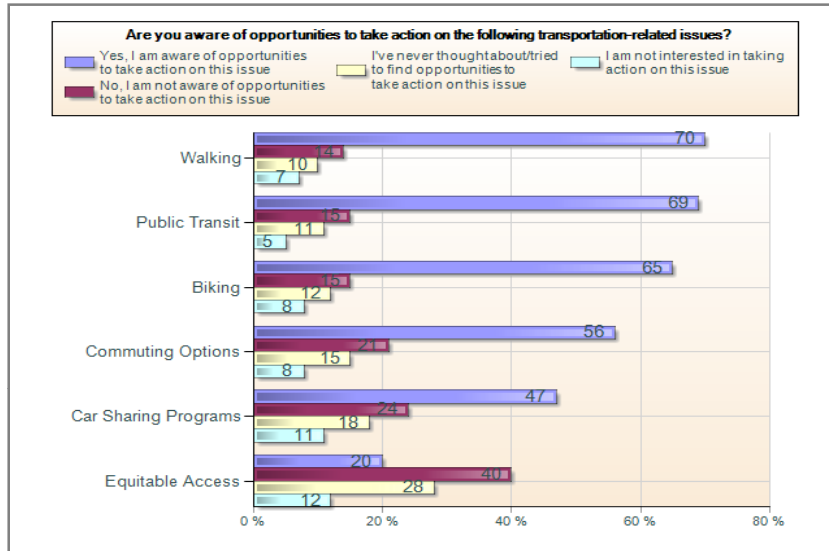




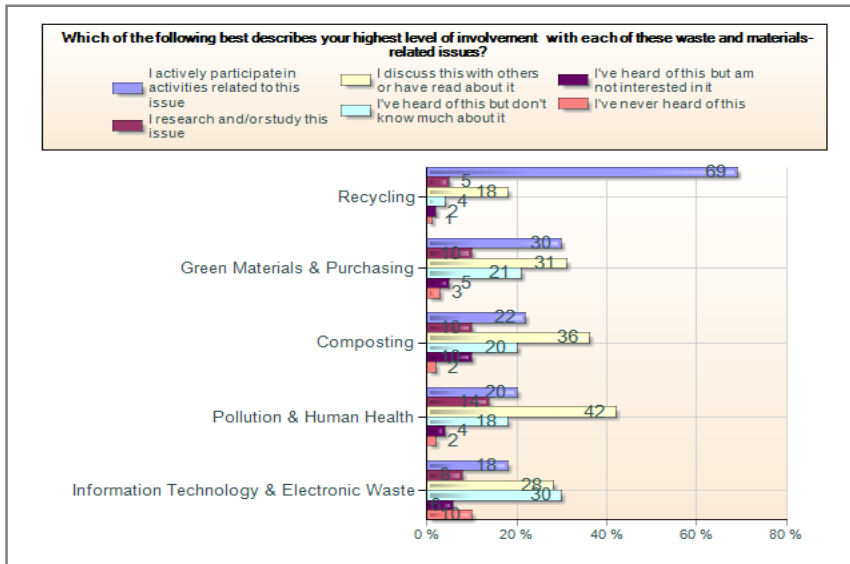
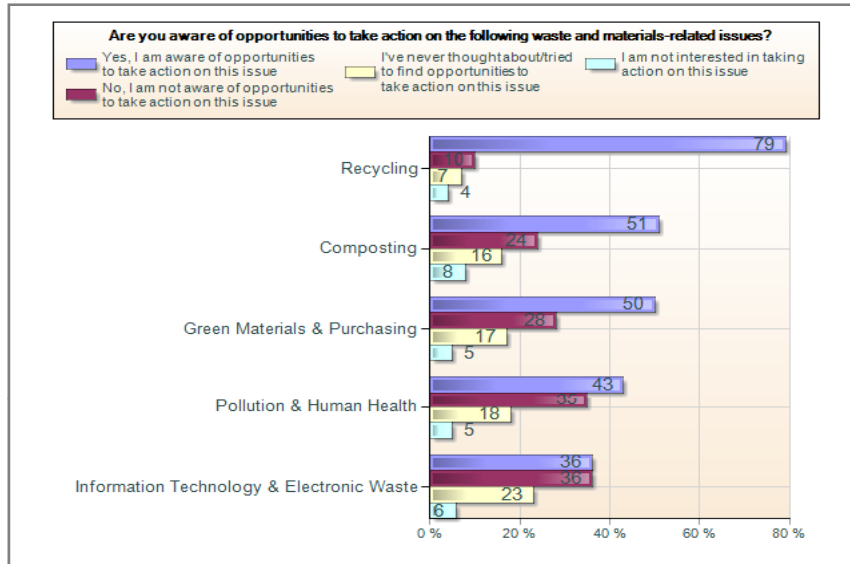
The Pulse: Loyola University Student Panel

APPENDIX

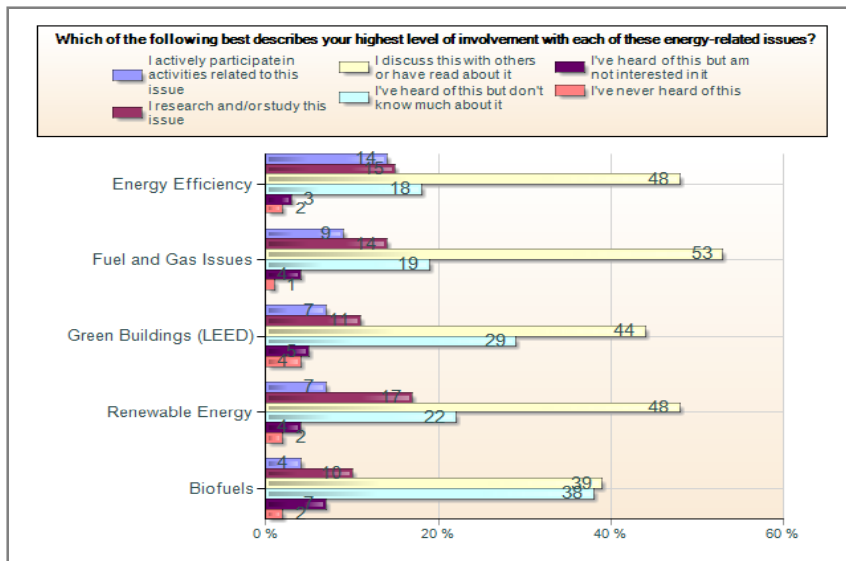
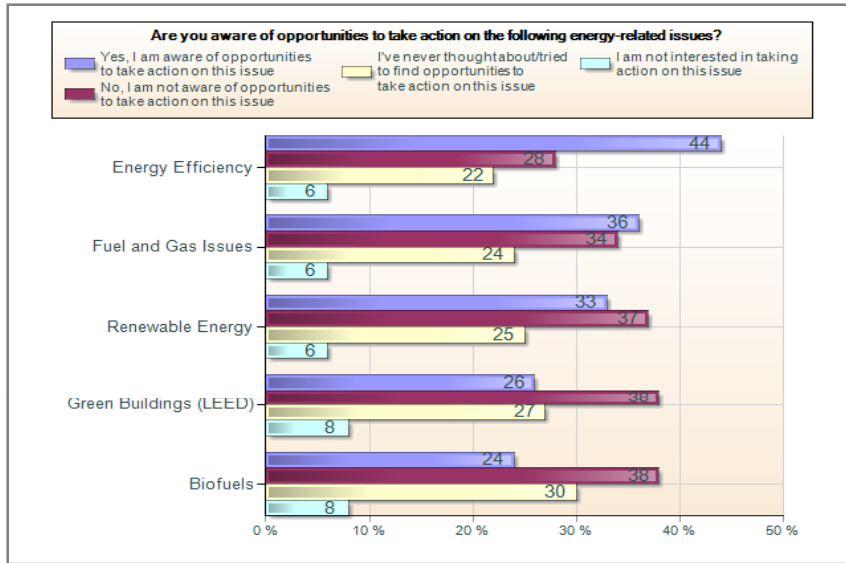
Environmental Issues Benchmark Study



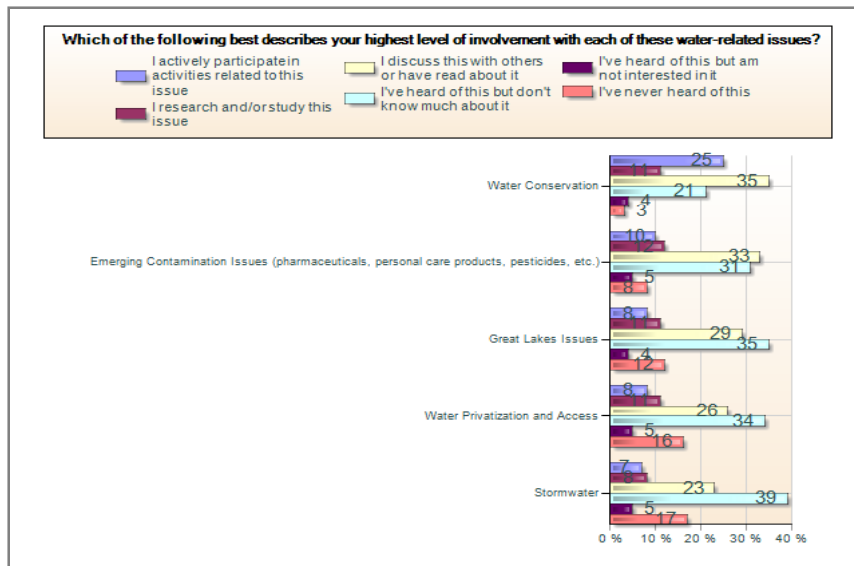
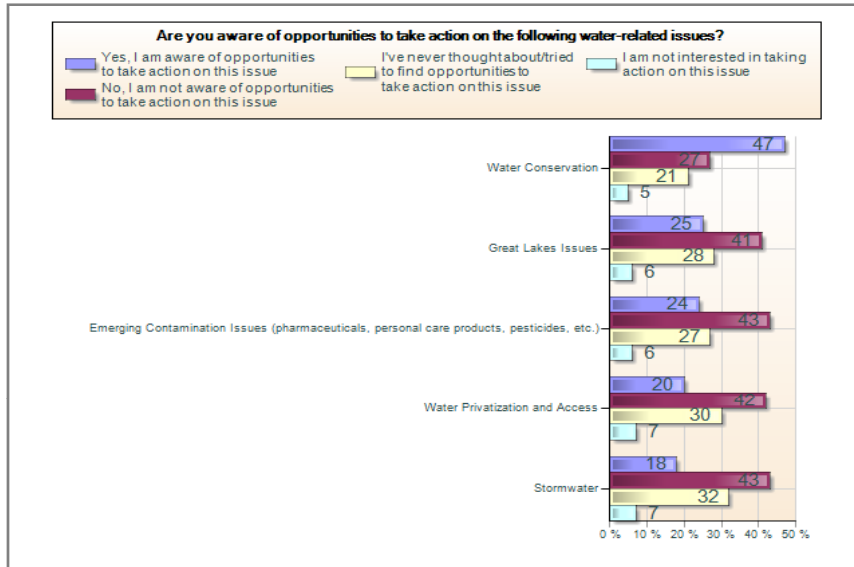
Environmental Issues Benchmark Study



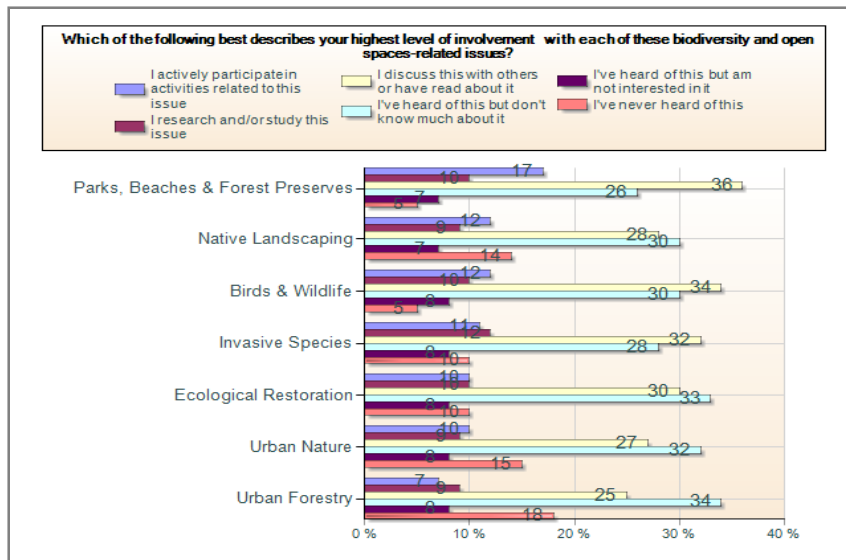
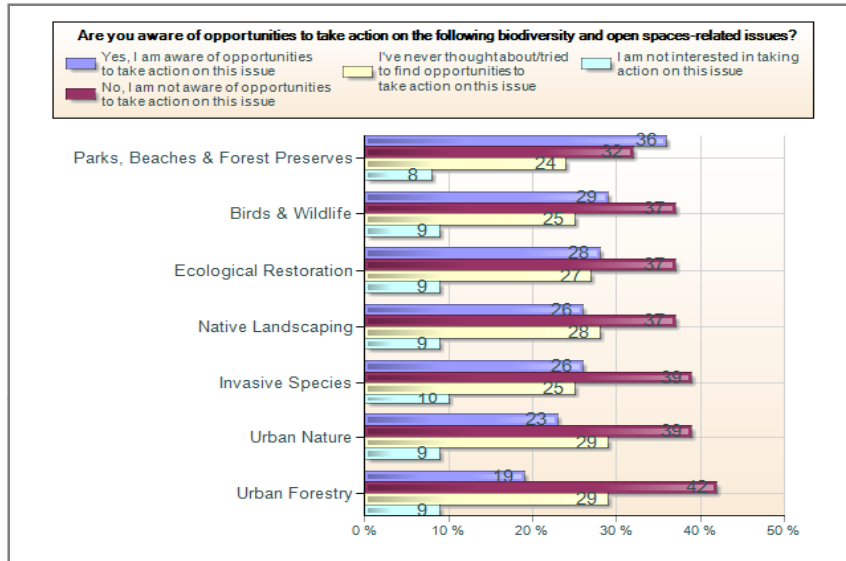
Environmental Issues Benchmark Study



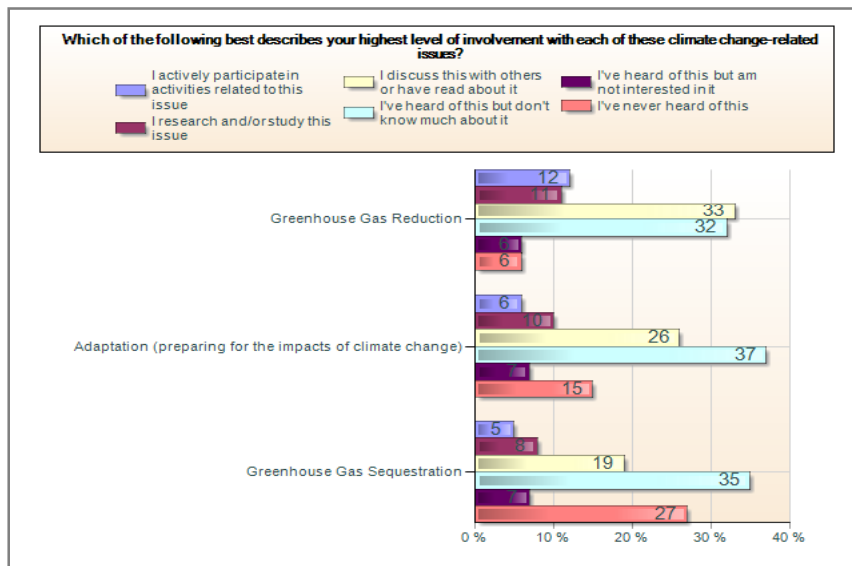
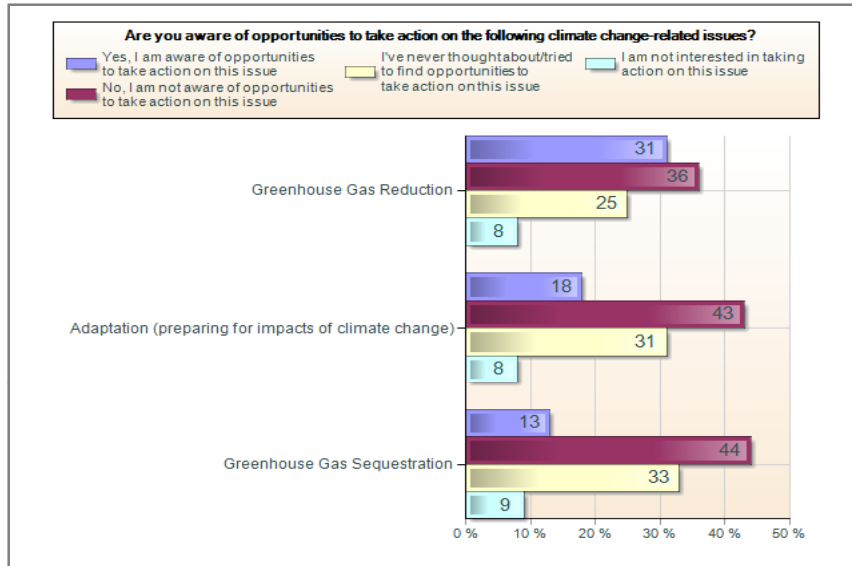
Environmental Issues Benchmark Study



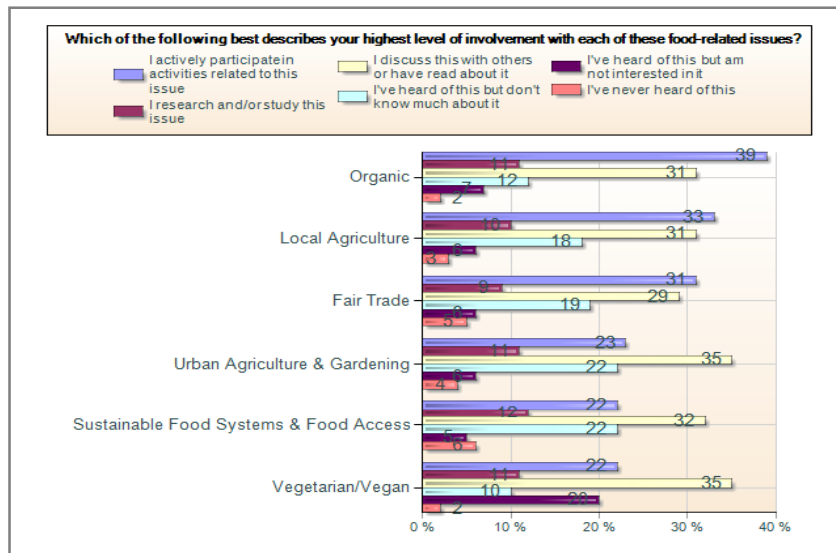
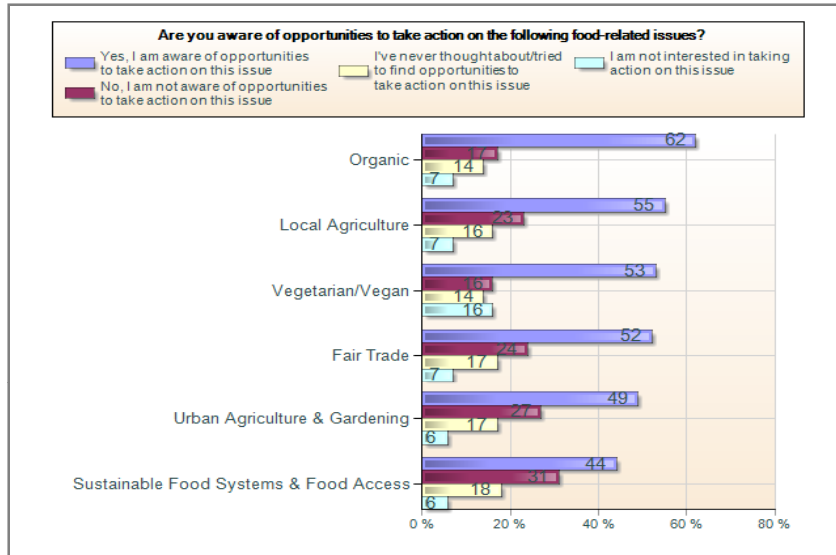
Environmental Issues Benchmark Study



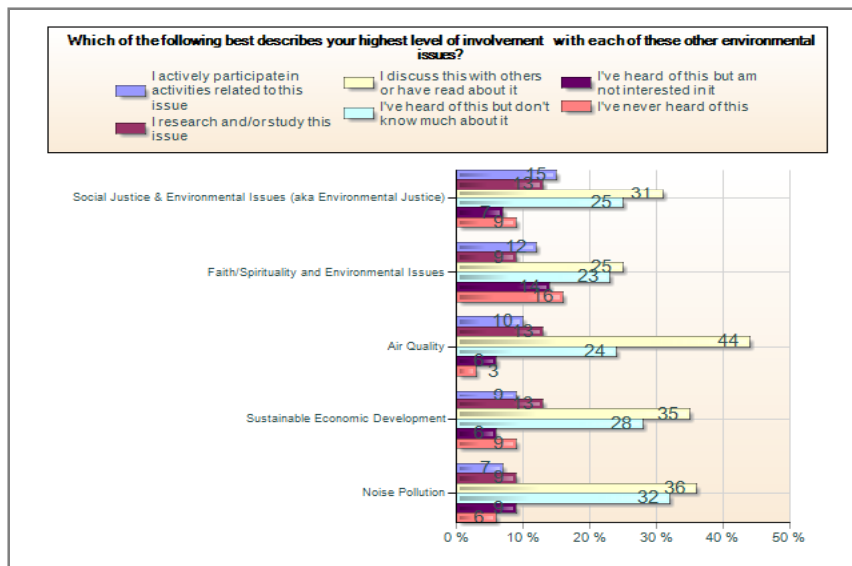
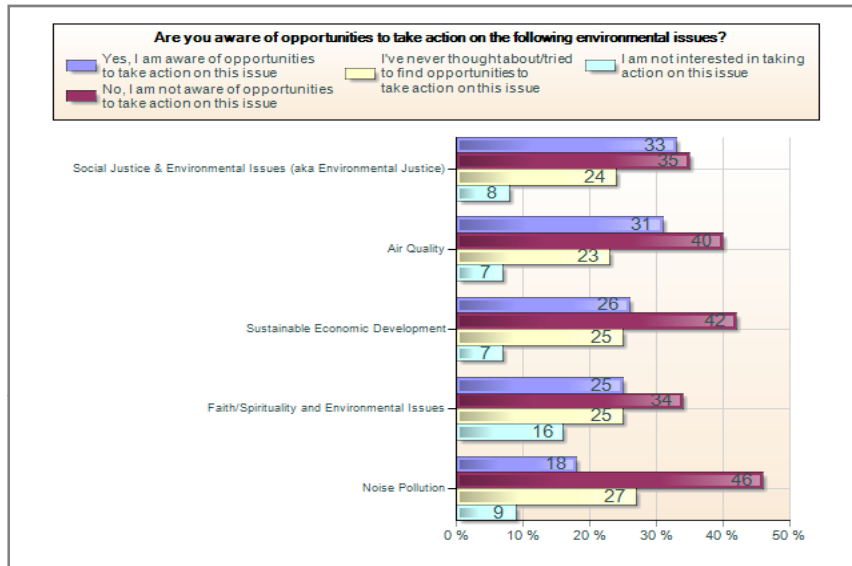
Environmental Issues Benchmark Study



Environmental Issues Benchmark Study



Environmental Issues Benchmark Study



Environmental Issues Benchmark Study

Averages for sub-categories

| | Yes, I am aware of opportunities to take action | No, I am not aware of opportunities to take action | I've never thought about/tried to find opportunities to take action | I am not interested in taking action on this issue |
|----------------|---|--|---|--|
| Transportation | 55% | 22% | 16% | 9% |
| Waste | 52% | 27% | 16% | 6% |
| Energy | 33% | 35% | 26% | 7% |
| Water | 27% | 39% | 28% | 6% |
| Bio-diversity | 27% | 38% | 27% | 9% |
| Climate | 21% | 41% | 30% | 8% |
| Food | 53% | 23% | 16% | 8% |
| Other | 27% | 39% | 25% | 9% |

| | Actively participate | Research or study | Discuss with others or have read about | Heard of this but don't know much about it | Heard of this but am not interested in it | Never heard of this |
|----------------|----------------------|-------------------|--|--|---|---------------------|
| Transportation | 39% | 6% | 26% | 12% | 9% | 7% |
| Waste | 32% | 9% | 31% | 19% | 5% | 4% |
| Energy | 8% | 13% | 46% | 25% | 5% | 2% |
| Water | 12% | 11% | 29% | 32% | 5% | 11% |
| Bio-diversity | 11% | 10% | 30% | 30% | 8% | 11% |
| Climate | 8% | 10% | 26% | 35% | 7% | 16% |
| Food | 28% | 11% | 32% | 17% | 8% | 4% |
| Other | 11% | 11% | 34% | 26% | 8% | 9% |