

Center for Applied Social Research
 University of Tennessee at Chattanooga
 UTC Faculty/Staff and Student Environmental Sustainability Surveys
 Descriptive Analyses/Open-Ended Coding Results
 April 2011

General Awareness

1. Based on your current knowledge, what do you think is included in “environmental sustainability”?

Response Options (select all that apply)	EMP %	STU %
Recycling	92.6	91.7
Conserving the environment	86.6	89.7
“Going Green”	81.6	79.8
Having enough natural resources	66.4	72.0
Climate change control	65.9	55.6
Triple Bottom Line	14.3	8.7
Nothing/don’t know	2.8	1.6

2. What is your current level of knowledge of environmental sustainability?

Response Options	EMP %	STU%
1=Very high level of knowledge	6.1	6.9
2= Somewhat high level of knowledge	26.6	22.1
3= Moderate level of knowledge	50.0	47.7
4= Low level of knowledge	15.9	19.7
5= I know nothing about this	1.4	3.6

2. What is your current level of knowledge of environmental sustainability?

Respondents	Mean	SD
Employees	2.80	.829
Students	2.91	.912

3. Of the many major issues facing the world today, such as the unstable economy, terrorist threats, disease, poverty, etc., how important to you is the issue of environmental sustainability?

Response Options	EMP%	STU%
1=Very important	56.0	49.5
2=Somewhat important	32.4	41.3
3=Somewhat unimportant	8.3	7.8
4=Not at all important	3.2	1.4

3. Of the many major issues facing the world today, such as the unstable economy, terrorist threats, disease, poverty, etc., how important to you is the issue of environmental sustainability?

Respondents	Mean	SD
Employees	1.59	.779
Students	1.61	.693

4. Climate change is one concern with the environment. How serious do you consider this issue?

Response Options	EMP%	STU%
1=It's a very serious issue	50.9	39.1
2=It's a somewhat serious issue	28.2	39.7
3=It's not a very serious issue	14.4	15.2
4=It's not a serious issue at all	6.5	6.0

4. Climate change is one concern with the environment. How serious do you consider this issue?

Respondents	Mean	SD
Employees	1.76	.928
Students	1.88	.877

Recycling

5a. Do you recycle...

Response Options	EMP%	STU%
1=All of the time	42.4	25.2
2=Most of the time	30.4	29.9
3=Some of the time	23.5	36.8
4=Never	3.7	8.0

5a. Do you recycle...

Respondents	Mean	SD
Employees	1.88	.893
Students	2.28	.930

5b. Why do you recycle?

Response Options (select all that apply)	EMP%	STU%
It's an environmentally responsible thing to do	86.1	86.9
To use less resources	63.6	60.8
It's easy to do/available and accessible*	39.2	52.0
I am supposed to	21.1	26.7
To help me look attractive to others	1.4	2.9
I want to/I feel good when I do it*	1.4	0.6
Monetary benefits*	0.5	0.6
My friends/family/workplace recycles*	0	1.6

*Categories/partial categories emerged from 'Other' responses

5c. Why don't you recycle?

Response Options (select all that apply)	EMP%	STU%
It's not convenient	62.5	61.4
I don't care about recycling	25.0	13.6
Recycling options are not available where I live	12.5	31.4
I don't know how to recycle	12.5	18.2
We really don't need to recycle	0	2.3
Cost/cannot afford to buy the bins*	0	6.8

*Category emerged from 'Other' responses

5d. How important is it to recycle?

Response Options	EMP%	STU%
1=Very important	75.2	69.2
2=Somewhat important	19.6	26.1
3=Somewhat unimportant	4.2	4.2
4=Not at all important	0.9	0.6

5d. How important is it to recycle?

Respondents	Mean	SD
Employees	1.31	.596
Students	1.36	.591

5e. What would motivate people to recycle?

Response Options (select all that apply)	EMP%	STU%
If it became more convenient/available/accessible*	83.9	87.2
If they really felt they were making a difference for the environment	65.9	75.6
If they had a better understanding of the issues about the environment	52.5	68.2
If they knew how to recycle	51.2	61.9
Money/gifts/financial incentives	24.9	41.5
If they had someone to do it with/peer support	24.4	48.0
Awards/recognition	14.3	30.5
If it was mandated/law with fines/penalties*	1.8	1.8
If recycling/recycled products were cheaper*	1.4	0.5
If leaders set the example*	0.5	0.2
Social norm/accepted cultural value*	0	0.4
Don't know	3.2	1.4

*Categories/partial categories emerged from 'Other' responses

Alternate Modes of Transportation

6a. Instead of driving a car, do you use alternate modes of transportation (e.g., public transportation, rideshare/carpool, bike, walk, etc.)...

Response Options	EMP%	STU%
1=All of the time	1.8	6.4
2=Most of the time	5.1	15.1
3=Some of the time	28.6	45.5
4=Never	64.5	33.0

6a. Instead of driving a car, do you use alternate modes of transportation (e.g., public transportation, rideshare/carpool, bike, walk, etc.)...

Respondents	Mean	SD
Employees	3.56	.679
Students	3.05	.857

6b. Why do you use alternative modes of transportation instead of driving a car?

Response Options (select all that apply)	EMP%	STU%
It's healthier	70.1	62.0
It's an environmentally responsible thing to do	53.2	44.7
It's cheaper	46.8	72.8
I don't have to look for parking	42.9	58.5
It's easier	28.6	41.8
It's quicker	22.1	27.2
I don't have a car	5.2	12.9
It's fun/enjoy the weather/outdoors/social aspects*	2.6	2.4

*Category emerged from 'Other' responses

6c. If you do not use alternative modes of transportation, why not?

Response Options (select all that apply)	EMP%	STU%
It's not convenient	66.4	73.3
It doesn't fit my schedule	62.1	57.2
I have no access to public transportation/bike	50.0	46.1
It takes longer	48.6	48.9
I prefer to drive my car	25.7	45.6
It doesn't feel safe	25.0	35.6
I never think to use alternative transportation	10.0	12.2
I need to drive children/car-seat issues*	5.0	1.7
Health reasons/disability*	1.4	0.6
No carpool organizations in Chattanooga	0.7	0
Difficult/confusing to use*	0	1.1

*Categories emerged from the 'Other' responses

6d. How important is it to use alternate modes of transportation?

Response Options	EMP%	STU%
1=Very important	35.7	31.1
2=Somewhat important	44.8	48.9
3=Somewhat unimportant	13.8	14.7
4=Not at all important	5.7	5.3

6d. How important is it to use alternate modes of transportation?

Respondents	Mean	SD
Employees	1.90	.846
Students	1.94	.817

6e. What would motivate people to use alternative modes of transportation?

Response Options (select all that apply)	EMP%	STU%
If it became more convenient/available/ accessible	90.8	88.4
If they knew how to use different alternatives	44.2	57.6
If they really felt they were making a difference for the environment	39.6	55.1
If they had someone to do it with/peer support	39.2	61.9
If they had a better understanding of the issues about the environment	30.0	48.2
Money/gifts/financial incentives	23.0	33.8
Awards/recognition	11.1	21.8
If it became/felt safer*	2.3	4.3
High gas prices*	2.3	0.2
If they had more/better options*	1.8	2.7
If they wanted to get healthy*	0.5	0
If there was no stigma attached to public transportation*	0.5	0.2
If it were cost effective/if people knew it was cost effective/free*	0	1.3
If it was mandated/law with fines/penalties*	0	0.6
If people knew how it would help the local economy*	0	0.2
Don't know	3.7	2.9

*Categories emerged from the 'Other' responses

Water Conservation

7a. Do you make an effort to conserve water?

Response Options	EMP%	STU%
1=All of the time	26.5	19.3
2=Most of the time	45.6	39.1
3=Some of the time	22.8	32.3
4=Never	5.1	9.4

7a. Do you make an effort to conserve water?

Respondents	Mean	SD
Employees	2.07	.835
Students	2.32	.889

7b. Why do you make an effort to conserve water?

Response Options (select all that apply)	EMP%	STU%
It's an environmentally responsible thing to do	75.7	73.5
Water is a vital resource and water levels are diminishing	67.5	64.3
It takes a lot of energy to move and clean water	45.6	51.8
Water is expensive/to save money	35.4	44.8
Habit*	1.0	0.4
It's easy to do*	0.5	0.6
My domestic water comes from a well*	0.5	0
My family/friends do it*	0	0.2
To set a good example*	0	0.6

*Categories emerged from 'Other' responses

7c. Why don't you conserve water?

Response Options (select all that apply)	EMP%	STU%
Water is cheap	45.5	29.4
I don't care about water	27.3	19.6
I believe we have an abundance of water	18.2	33.3
I don't think we need to conserve water	18.2	23.5
I just don't think about it/think to conserve water*	0	17.6
I don't know how*	0	13.7

*Categories emerged from 'Other' responses

7d. How important is it to conserve water?

Response Options	EMP%	STU%
1=Very important	62.1	53.8
2=Somewhat important	29.9	35.2
3=Somewhat unimportant	6.2	9.2
4=Not at all important	1.9	1.8

7d. How important is it to conserve water?

Respondents	Mean	SD
Employees	1.48	.699
Students	1.59	.733

7e. What would motivate people to conserve water?

Response Options (select all that apply)	EMP%	STU%
If they had a better understanding of the issues about the environment	61.8	73.0
If they really felt they were making a difference for the environment	59.0	70.8
If they knew how to conserve water	58.1	67.3
If it became more convenient for them	55.3	56.8
Money/gifts/financial incentives	23.5	37.6
If they had someone to do it with/peer support	17.5	32.8
Awards/recognition	10.1	24.5
If it was mandated/law with fines/penalties*	1.4	0.6
If the price of water increased*	0.9	1.5
If leaders set a good example*	0.5	0
Cost savings*	0	0.4
Signs/reminders*	0	0.2
Don't know	6.5	3.6

*Categories emerged from the 'Other' responses

Energy Conservation

8a. Do you make an effort to conserve energy (e.g., turn off lights when not using them, purchase energy efficient electronics, keep windows closed when air conditioning is on, etc.)...

Response Options	EMP%	STU%
1=All of the time	53.1	42.6
2=Most of the time	42.2	43.4
3=Some of the time	4.7	12.7
4=Never	0	1.3

8a. Do you make an effort to conserve energy (e.g., turn off lights when not using them, purchase energy efficient electronics, keep windows closed when air conditioning is on, etc.)...

Respondents	Mean	SD
Employees	1.52	.588
Students	1.73	.729

8b. Why do you make an effort to conserve energy?

Response Options (select all that apply)	EMP%	STU%
Energy is expensive/to save money	91.7	91.3
It's an environmentally responsible thing to do	76.0	70.4
The raw products to produce energy are diminishing	50.7	50.9
It improves air quality	50.7	47.6
It's an interest of international relations	19.8	20.4
It takes a lot of effort to create energy*	0.9	0
To set a good example*	0.5	0
Habit*	0	0.9
My friends/family do it*	0	0.2
I'm required to*	0	0.2

*Categories emerged from the 'Other' responses

8c. Why don't you conserve energy?

Response Options (select all that apply)	EMP%	STU%
I don't care about energy issues	N/A	50.0
It's inconvenient to conserve	N/A	50.0
I believe there is an abundance of energy sources	N/A	16.7
Energy is cheap	N/A	0

8d. How important is it to conserve energy?

Response Options	EMP%	STU%
1=Very important	80.9	70.9
2=Somewhat important	18.2	24.7
3=Somewhat unimportant	1.0	3.7
4=Not at all important	0	0.7

8d. How important is it to conserve energy?

Respondents	Mean	SD
Employees	1.20	.425
Students	1.34	.586

8e. What would motivate people to conserve energy?

Response Options (select all that apply)	EMP%	STU%
If it became more convenient for them	61.3	67.1
If they had a better understanding of the issues about the environment	59.1	69.9
If they knew how to conserve energy	58.5	72.4
If they really felt they were making a difference for the environment	58.6	71.9
Money/gifts/financial incentives	33.6	48.2
If they had someone to do it with/peer support	23.0	39.2
Awards/recognition	13.8	28.1
Cost savings*	5.5	1.3
If it was mandated/law with fines/penalties*	0.9	0.4
Reminders/signs*	0.5	0
If the price of energy increased*	0	0.9
Don't know	4.1	2.8

*Categories emerged from the 'Other' responses

Sustainable Food Options

9a. Do you incorporate sustainable food options into your diet (e.g., local grown food, organic food, vegetarian diet, etc.)...

Response Options	EMP%	STU%
1=All of the time	13.2	9.7
2=Most of the time	24.5	21.6
3=Some of the time	50.9	47.6
4=Never	11.3	21.1

9a. Do you incorporate sustainable food options into your diet (e.g., local grown food, organic food, vegetarian diet, etc.)...

Respondents	Mean	SD
Employees	2.60	.856
Students	2.80	.881

9b. Why do you incorporate sustainable foods options into your diet?

Response Options (select all that apply)	EMP%	STU%
It's a healthy way to eat	85.0	93.2
It helps the local economy	75.1	74.1
It's an environmentally responsible thing to do	50.8	52.7
It's less expensive	13.5	19.6
Better taste/quality*	5.7	3.0
To help me look attractive to others	2.1	8.9
I can grow my own*	1.5	0
Local markets/gardens are easily accessible*	0	1.4
To set a good example*	0	0.2
My friends/family do it*	0	0.2

*Categories emerged from the 'Other' responses

9c. Why don't you incorporate sustainable food options into your diet?

Response Options (select all that apply)	EMP%	STU%
It's too expensive	70.8	74.6
There's not enough access to these options	58.3	60.5
Don't want to give up my regular snacks, food	45.8	32.5
It doesn't taste good	16.7	17.5
It's only a fad	16.7	13.2
It's an unhealthy way to eat	8.3	4.4
I don't care about healthy food options	0	10.5
I don't know enough about it*	0	5.3
I just don't think to choose these options*	0	1.8
Allergies*	0	0.9

*Categories emerged from 'Other' responses

9d. How important is it to incorporate sustainable food options into your diet?

Response Options	EMP%	STU%
1=Very important	38.6	37.6
2=Somewhat important	45.4	42.5
3=Somewhat unimportant	12.6	12.7
4=Not at all important	3.4	7.2

9d. How important is it to incorporate sustainable food options into your diet?

Respondents	Mean	SD
Employees	1.81	.783
Students	1.90	.883

9e. What would motivate people who DO NOT incorporate sustainable foods into their diets to begin doing so?

Response Options (select all that apply)	EMP%	STU%
If it became more convenient/available/accessible*	70.5	80.2
If they knew how to incorporate sustainable foods into their diets	58.5	70.2
If they had a better understanding of the issues for the environment	49.8	54.0
If they really felt they were making a difference for the environment	45.2	50.1
If they had someone to do it with/peer support	29.5	49.7
Money/gifts/financial incentives	19.8	34.4
If sustainable food options were cheaper*	16.6	12.9
Awards/recognition	8.8	20.3
If people understood the health benefits*	2.3	1.1
If people understood the benefits to the local economy*	1.4	0.6
If it tasted better*	0.5	0.6
If leaders set the example*	0.5	0
Mandates/laws with fines/penalties	0	0.6
Reminders/signs*	0	0.2
Don't know	4.1	6.1

*Categories/partial categories emerged from the 'Other' responses

Sustainability at UTC

10. What do you think are the 3 most important environmental issues currently facing UTC?

Response Options (select your top 3 issues)	EMP%	STU%
Recycling/waste reduction	70.5	66.8
Energy usage/conservation	69.9	55.7
Operation/maintenance of buildings and classrooms	38.2	26.6
Transportation/parking*	35.0	37.9
Healthy/sustainable food options*	34.6	58.8
Water usage/conservation	18.9	18.1
Green space/outdoor recreation	10.6	15.6
Carbon/greenhouse gas emissions	6.9	7.3
Weather and related issues (e.g., flooding, high temps, etc.)	5.1	8.8
Don't know	0.9	2.0

*Categories/partial categories emerged from 'Other' responses

11. What can UTC do to help more people recycle on campus?

Response Options (select all that apply)	EMP%	STU%
Add more recycling bins/types of bins/locations*	81.8	85.7
Make recycling locations more convenient/next to trash cans*	80.6	81.8
Let people know where the recycling bins are located	68.2	70.1
Remind people to recycle (signs, posters, visual displays, pictures, etc.)	64.5	72.7
Educate the campus on the benefits of recycling	61.8	61.7
Teach people how to recycle	47.5	51.4
Give incentives to recycle	41.9	62.9
More regular pick up of recycled items from bins/larger bins*	40.6	36.1
Don't mix with trash/dispel myth that UTC throws recycling in the trash*	2.3	0.4
Reduce the number of trash cans/make it difficult not to recycle*	1.0	0.2
Help to make it a social norm/accepted cultural value on campus*	0.5	0
Impose consequences for not recycling*	0.5	0
Set the example/recycle/use recycled products/materials*	0	0.4
Better clarify what goes in each bin*	0	0.2
Have staff sort out the trash and recycling*	0	0.2
Don't know	1.4	0.9

*Categories/partial categories emerged from the 'Other' responses

12. What can UTC do to help more people use alternative modes of transportation on/to campus (e.g., rideshare/carpool, public transportation, bike/bike share, shuttle, etc.)?

Response Options (select all that apply)	EMP%	STU%
Make campus options more convenient/available/accessible	62.7	69.6
Provide more/better campus options*	58.5	65.9
Educate people about the available alternatives	58.1	61.1
Give incentives for using alternative modes of transportation	52.5	56.9
Educate the campus on the benefits of using alternative modes of transportation	44.7	52.7
Remind people to use alternative modes of transportation (signs, posters, etc.)	41.5	45.9
Limit/restrict parking or make more expensive*	1.8	1.0
Make a safer climate to walk, bike, or ride the bus around campus*	1.4	1.8
Initiate a Live Near Your Work program*	0.5	0
Help to make it a social norm/accepted cultural value on campus*	0.5	0.4
Don't know	6.9	4.2

*Categories/partial categories emerged from the 'Other' responses

13. What can UTC do to help more people conserve water on campus?

Response Options (select all that apply)	EMP%	STU%
Educate the campus on the benefits of conserving water	65.9	66.8
Teach people how to conserve water	59.4	64.6
Remind people to conserve water (signs, posters, etc.)	57.6	60.7
Give incentives to conserve water	33.2	51.8
Infrastructure upgrades*	6.9	5.9
Set the example/repair current leaks/issues*	4.1	1.3
Fines/penalties*	0.9	0.2
Help to make it a social norm/accepted cultural value on campus*	0.5	0.2
Don't know	5.1	7.8

*Categories emerged from the 'Other' responses

14. What can UTC do to help more people conserve energy on campus?

Response Options (select all that apply)	EMP%	STU%
Educate the campus on the benefits of conserving energy	68.2	69.1
Teach people how to conserve energy	65.0	73.2
Remind people to conserve energy (signs, posters, etc.)	64.1	64.9
Give incentives to conserve energy	42.9	56.4
Infrastructure upgrades*	7.8	4.6
Set the example/lower thermostats/ turn off lights/computers*	3.7	2.2
Fines/penalties*	1.4	0.9
Help to make it a social norm/accepted cultural value on campus*	0.5	0.2
Don't know	3.2	4.8

*Categories emerged from the 'Other' responses

15. What can UTC do to help more people choose sustainable food options on campus (e.g., local grown food, organic food, vegetarian diet, etc.)?

Response Options (select all that apply)	EMP%	STU%
Reasonably price sustainable food options	82.0	89.7
Provide more/better sustainable food options*	73.8	86.2
Inform people of the sustainable food options available on campus	64.1	70.8
Educate the campus on the benefits of choosing sustainable food options	58.1	57.9
Teach people about sustainable food options	52.5	53.0
Remind people to choose sustainable food options (signs, posters, etc.)	42.9	40.8
Give incentives to choose sustainable food options	37.8	44.8
Have on-campus/support local fresh markets/gardens*	5.5	3.0
Set a good example/don't outsource for lower cost*	0.5	0
Eliminate/limit other food options*	0.5	0.9
Eliminate student meal plan/add sustainable options to meal plan*	0.5	0.4
Help to make it a social norm/accepted cultural value on campus*	0.5	0.4
Don't know	2.8	3.0

*Categories/partial categories emerged from the 'Other' responses

16. In general, what are the best ways for UTC to encourage the campus to help meet its sustainability goals?

Response Options (select top 3 ideas)	EMP%	STU%
Develop incentives for sustainable behaviors	49.3	53.2
Promote the sustainability attributes of programs on campus through signage	42.9	44.0
Develop a UTC sustainability website and other informational materials	41.5	36.5
Make sustainability a topic in current courses	33.2	37.8
Campus sustainability as a focus at freshman orientation	33.2	39.4
Offer "outside the classroom learning opportunities"	29.0	28.7
Offer sustainability projects for course credit	25.8	43.6
Develop clubs or student groups focused on sustainability	23.5	39.8
Bring speakers to campus to talk about sustainability	22.1	21.7
Offer sustainability focused courses	21.2	26.7
Set a good example/model sustainability values in actions/decisions/purchases*	5.1	2.0
Communicate sustainability goals regularly*	1.8	0.2
Create an Office of Sustainability with a full-time director*	0.5	0
Initiate new sustainability programs/initiatives on campus*	0	0.9
Make meeting sustainability goals attainable*	0	0.7
Help it to become a social norm/accepted cultural value on campus*	0	0.4
Develop UTC sustainability promotional items/materials*	0	0.2
Don't know	3.2	1.7

*Categories emerged from the 'Other' responses

17. Do you know about UTC's greenhouse reduction and sustainability programs?

Response Options	EMP%	STU%
Yes, I am involved in them	7.2	2.0
Yes, I know a lot about them but am not involved	10.5	5.1
Yes, I have heard of them but I don't know much about them	35.4	25.3
No, I am not familiar with these efforts	46.9	67.6

18. If you could participate directly in an effort made by UTC to become more environmentally sustainable, would you?

Response Options	EMP%	STU%
Yes	63.5	58.3
No	7.7	9.0
Don't know	28.8	32.7

FACULTY/STAFF-SPECIFIC QUESTIONS

19. Do you currently incorporate environmental issues in your coursework?

Response Options	EMP%
Yes	24.6
No	20.3
Does not apply	55.1

20. Would you like to see more environmental and sustainability topics offered in the general curriculum?

Response Options	EMP%
Yes	54.6
No	12.1
Don't Know	33.3

STUDENT-SPECIFIC QUESTIONS

19. Do you feel that your coursework adequately incorporates the environmental issues relevant to your major/the field that you hope to enter?

Response Options	STU%
Yes	32.2
No	46.2
Does not apply	21.6

20. Would you like to see more environmental and sustainability topics in your coursework?

Response Options	STU%
Yes	55.2
No	25.1
Don't Know	19.6

Employee Demographics

21. Are you.... Faculty OR Staff

Response Options	EMP%
Faculty	50.0
Staff	50.0

Faculty Demographics

22. What is your faculty position?

Response Options	FAC%
Assistant Professor	22.9
Associate Professor	18.1
Professor	28.6
Adjunct	16.2
Lecturer	13.3
Visiting Professor	1.0

23. What is your college?

Response Options	FAC%
College of Arts and Sciences	66.0
College of Business	9.3
College of Engineering	9.3
College of Health, Education, and Professional Services	15.5

24. How old are you? (FACULTY)

Mean	46.92
Median	48.00
Std. Deviation	12.049
Minimum	24
Maximum	72

25. What is your gender?

Response Options	FAC%
Female	52.9
Male	45.1
Other	2.0

Staff Demographics

26. What is the status of your position?

Response Options	STF%
Exempt	48.6
Non-Exempt	51.4

27. What type of position do you hold?

Response Options	STF%
Executive/administrative/managerial	38.5
Other professionals (support/services)	25.0
Technical and paraprofessionals	8.7
Clerical/secretarial	26.0
Skilled crafts	1.9

28. How old are you? (STAFF)

Mean	44.62
Median	42.50
Std. Deviation	12.722
Minimum	24
Maximum	75

29. What is your gender?

Response Options	STF%
Female	80.0
Male	20.0
Other	0

Student Demographics

21. What is your level of enrollment?

Response Options	STU%
Full-time	90.1
Part-time	9.9

22. What is your student classification?

Response Options	STU%
Freshman	14.4
Sophomore	21.8
Junior	22.6
Senior	26.8
Graduate Student	14.4

23. In what college are you currently enrolled?

Response Options	STU%
College of Arts and Sciences	42.4
College of Business	13.1
College of Engineering, Math, and Computer Science	10.7
College of Health, Education, and Professional Studies	28.7
I haven't yet selected a major	2.8
Don't know which college my major falls under	2.4

24. How old are you? (STUDENT)

Mean	24.5
Median	21.0
Std. Deviation	8.174
Minimum	18
Maximum	68

25. What is your gender?

Response Options	STU%
Female	68.7
Male	31.1
Other	0.2