# SUI Student Survey Preliminary Results 

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In September and October, 2001, Market Search surveyed 200 college students (100 University of South Carolina/ 100 Clemson). Students were drawn from stratified random samples of the undergraduate student populations at each school.

The following graphs report the results of these surveys, and should be a helpful source to understanding today's college students. The questions investigated who the students were, the issues important to them and how best to reach them and get them involved among other things, such as their awareness of environmental issues and terms. In the following charts, "Q\#" represents the question asked, in the survey.


Q4 What is your major focus of study?


## Q5 In the next five to ten years, what do you feel will be the single most important issue facing the United States?















## Please indicate if you:

a. Volunteer for community services (youth, elderly, disadvantaged, health-related or animals)
b. Become actively involved in political campaigns or issues
c. Read books or magazines or watch or listen to programs which focus on currentissues
d. Participate in rallies, fundraisers, or other activities for "causes" you believe in
e. Organize rallies, fundraisers, or other activities for "causes" you believe in
f. Join professional organizations relating to your career

Don't generally participate/aren' $\dagger$ involved

Participate or are involved, but not regularly

困 Involved on a regular basis


Q9a When it comes to the development of "green" energy, would you describe yourself as:


Q9c When it comes to the world's population growth, would you descibe yourself as:


Q9b When it comes to urban sprawl, unlimited and/or uncontrolled grow th in areas, would you describe yourself as:


Q9d When it comes to dwindling natural resources, would you describe yourself as:

| 70.0\% 50.0\% | 60.0\% |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 28.5\% | $\square$ | 7.5\% | 4.0\% |
|  |  |  |  |  |
| 40.0\% |  |  |  |  |
| $30.0 \%$ $20.0 \%$ |  |  |  |  |
| 10.0\% |  |  |  |  |
| $0.0 \%$ |  |  |  |  |
|  |  |  |  |  |
|  |  |  | O |  |
|  |  |  |  |  |














Q11g Attend rallies, protests, or other events relating to environmental issues.



Q11k Limit the use of air conditioning (by choice).


Q11f Keep thermostats set at energyconservation levels (by choice).


Q11h Make an effort to purchase recycled products when available.


Q11j Participate in projects related to environmental/sustainability issues
(through organizations such as
sororities, fraternities, churches, etc.)


Q13 When you hear the term "sustainability" what comes to mind?





Q18d Encouraging more civic involvement and responsibility.


Q18f Encouraging and directing students to focus more on long-term issues of global importance.



Q18g Promoting "generational responsibility"/fairness to generations coming along.


Q19 Which would best explain your personal motivation for becoming involved in sustainability type behaviors?




Q20c Building a more positive image of the university's students, do you see this as:


Q20d Financial savings which would be funneled back to the students through upgraded facilities and/or activities, do you see this as:

| $\begin{aligned} & 75.0 \% \\ & 50.0 \% \\ & 25.0 \% \\ & 0.0 \% \end{aligned}$ | 51.5\% 44.0\% |  | 3.0\% | 1.0\% | 0.5\% |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
|  | A very effective motivator for students | A somew hat effective motivator | Not too effective motivator | Not effective at all as a motivator for students | Don't know |



Q20g Offering students personal rewards or financial incentives such as coupons or gift certificates for lower water and energy consumption, do you see this as:


