Sustainability Literacy & Culture Assessment

2026 Survey Results Report

Survey Opened: September 28th, 2026
Survey Closed: October 14th, 2026

Total Participants: 702

Report Last Update: October 23rd, 2026
Prepared by Institutional Planning & Data Governance

Table of Contents

Introduction **3**

Section 1: Sustainability Literacy Assessment **4**

Overall Summary 4
Q01. Which of the following is a key principle of sustainable tourism? 5
Q02. What is a circular economy? 5
Q03. What is the leading cause of deforestation? 5
Q04. There are 195 countries in the world today. How many countries still lack adequate laws prohibiting child marriage? 5
Q05. What percent of Earth's water supply is freshwater? 6
Q06. Which of the following is an example of environmental injustice? 6
Q07. How does climate change disproportionately affect women in many developing countries? 6
Q08. Which of the following is a characteristic of Indigenous Knowledge? 6
Q09. Which of the following is an example of reducing waste? 7
Q10. What is the greenhouse effect? 7
Q11. How can global supply chains contribute to poverty in developing countries? 7
Q12. What is a food desert? 7
Q13. What is an example of resilient infrastructure? 8
Q14. Which of the following can be a barrier to accessing education? 8
Q15. What is wastewater? 8

Section 2: Sustainability Culture Assessment **9**

Q16. Have you ever participated in a campus sustainability initiative (e.g. campus clean up event, sustainability challenge, energy tour)? 9
Q17. Which of the following best describes your recycling habits and beliefs? 10
Q18. How much does the environment influence your food choices (e.g., choosing plant-based, avoiding single-use packaging, buying local or organic)? 11
Q19. How confident are you in your knowledge of sustainability and climate issues? 12
Q20. What motivates you to act sustainably? (Select all that apply) 13
Q21. Which of the following actions do you regularly take to reduce your environmental impact? (Select all that apply) 14
Q22. How strongly do you feel connected to nature and the natural environment? 15
Q23. How concerned are you about climate change and its impacts? 16
Q24. Do you believe economic growth and environmental sustainability can coexist? 17
Q25. Which of the following sustainability topics is most important to you personally? Please select the one you care about most. 18

Introduction

The 2026 Sustainability Literacy & Culture Assessment was launched on September 28th, 2026, and closed on October 14th, 2026. The assessment was designed by Sustainability & Asset Management and administered by Institutional Planning & Data Governance.

This assessment is divided into two sections:

1. Sustainability Literacy Assessment (15 Questions)
    - This section was designed to measure how well respondents understand key sustainability concepts and to raise awareness about both global and local challenges.
    - Respondents were asked 15 questions covering a range of sustainability topics. Correct responses are highlighted in green with bolded text.
2. Sustainability Culture Assessment (10 Questions)
    - This section explores individual values and beliefs related to sustainability topics and initiatives.
    - The same 10 questions were asked in 2025. Each question in this section includes a table comparing the 2025 and 2026 percentages.

The assessment had 702 participants that answered at least one question and 431 respondents that completed all questions in both the Sustainability Literacy Assessment and the Sustainability Culture Assessment sections.

The 2026 assessment was open to staff and faculty as well as students. Of the 702 participants, 462 (66%) identified as students and 240 (34%) identified as staff or faculty. There was one invite email sent out to both staff and students with no additional reminders.

Primary Role at Brock	Response Count	Invite Count
a) Student	462	19,204
b) Staff/Faculty	240	3,800
Total	702	23,004

Section 1: Sustainability Literacy Assessment

Overall Summary

The summary tables on this page are based on the percentage of respondents who selected the correct answer for each of the 15 Sustainability Literacy Assessment questions. 508 respondents answered at least one question in this section and 438 answered all 15 questions.

Section 1 Respondents	Average Percent Correct	Highest Percent Correct	Lowest Percent Correct	Questions at 80% or Higher
438-508	79.2%	97% (Q08)	28% (Q03)	11 of 15

Below is the percentage of respondents who selected the correct answer for each question. 11 of the 15 questions were answered correctly by 80% or more of respondents, and Q08 had the highest rate at 97%. The lowest rates were for Q03 (28%) and Q04 (32%). On Q03, 62% of respondents selected infrastructure expansion as the leading cause of deforestation.

Question	Correct Answer	Percent Correct	Responses
Q01. Which of the following is a key principle of sustainable tourism?	c)	95%	508
Q02. What is a circular economy?	b)	89%	508
Q03. What is the leading cause of deforestation?	c)	28%	508
Q04. There are 195 countries in the world today. How many countries still lack adequate laws prohibiting child marriage?	a)	32%	508
Q05. What percent of Earth's water supply is freshwater?	a)	55%	508
Q06. Which of the following is an example of environmental injustice?	d)	94%	454
Q07. How does climate change disproportionately affect women in many developing countries?	d)	89%	454
Q08. Which of the following is a characteristic of Indigenous Knowledge?	b)	97%	454
Q09. Which of the following is an example of reducing waste?	b)	83%	454
Q10. What is the greenhouse effect?	a)	90%	454
Q11. How can global supply chains contribute to poverty in developing countries?	b)	92%	438
Q12. What is a food desert?	d)	66%	438
Q13. What is an example of resilient infrastructure?	c)	89%	438
Q14. Which of the following can be a barrier to accessing education?	d)	95%	438
Q15. What is wastewater?	a)	92%	438

Q01. Which of the following is a key principle of sustainable tourism?

Response	Percent	Count
a) Restricting tourists from protected natural areas	4%	21
b) Maximizing the number of tourists regardless of environmental concerns	1%	4
c) Balancing environmental protection and cultural integrity while promoting economic benefits and creating local jobs	***95%***	***482***
d) Prioritizing luxury tourism development over community well-being	0%	1
Total		508

Q02. What is a circular economy?

Response	Percent	Count
a) An economic system that relies primarily on international trade	1%	6
b) An economic system designed to keep products and materials in use for as long as possible while minimizing waste	***89%***	***451***
c) An economic system based entirely on renewable energy	6%	28
d) An economic system where all products are manufactured locally	5%	23
Total		508

Q03. What is the leading cause of deforestation?

Response	Percent	Count
a) Ecotourism	1%	3
b) Infrastructure expansion, including residential and commercial development	62%	315
c) Agricultural expansion	***28%***	***140***
d) Harvesting wood for fuel and materials	10%	50
Total		508

Q04. There are 195 countries in the world today. How many countries still lack adequate laws prohibiting child marriage?

Response	Percent	Count
a) 139	***32%***	***164***
b) 92	36%	182
c) 52	26%	134
d) 20	6%	28
Total		508

Q05. What percent of Earth's water supply is freshwater?

Response	Percent	Count
a) 3%	***55%***	***278***
b) 1%	12%	63
c) 7%	23%	119
d) 10%	9%	48
Total		508

Q06. Which of the following is an example of environmental injustice?

Response	Percent	Count
a) A neighbourhood creating a community garden on unused public land	2%	7
b) A city expanding public transit to improve access to transportation	2%	10
c) A community restoring wetlands to reduce the risk of flooding	2%	9
d) A low-income community experiencing more frequent flooding because it lacks adequate stormwater infrastructure	***94%***	***428***
Total		454

Q07. How does climate change disproportionately affect women in many developing countries?

Response	Percent	Count
a) Women are more likely to be responsible for securing food, water, and fuel, which become scarcer due to climate impacts	4%	16
b) Women face increased vulnerabilities to gender-based conflict as climate change drives tensions	2%	11
c) Climate change contributes to the spread of vector-borne illnesses that are linked to worse maternal and neonatal outcomes	5%	21
d) All of the above	***89%***	***406***
Total		454

Q08. Which of the following is a characteristic of Indigenous Knowledge?

Response	Percent	Count
a) Knowledge developed through short-term environmental monitoring	1%	5
b) Knowledge developed through generations of relationships with the land	***97%***	***440***
c) Knowledge developed through industrial resource management	1%	4
d) Knowledge developed through standardized environmental policies	1%	5
Total		454

Q09. Which of the following is an example of reducing waste?

Response	Percent	Count
a) Recycling an aluminum can	4%	16
b) Using a reusable water bottle instead of purchasing single-use bottles	***83%***	***376***
c) Composting food scraps	7%	30
d) Sending waste materials to an energy-from-waste facility	7%	32
Total		454

Q10. What is the greenhouse effect?

Response	Percent	Count
a) The process by which certain gases in the atmosphere trap heat near Earth's surface	***90%***	***409***
b) The increase in oxygen caused by plants growing in greenhouses	2%	9
c) The process through which pollution creates holes in the ozone layer	7%	31
d) The movement of heat from cities into the atmosphere	1%	5
Total		454

Q11. How can global supply chains contribute to poverty in developing countries?

Response	Percent	Count
a) International trade always increases wages for workers	1%	6
b) Low wages and poor working conditions can limit workers' ability to escape poverty	***92%***	***404***
c) Global supply chains eliminate economic differences between countries	5%	21
d) Companies are required to provide the same wages in every country	2%	7
Total		438

Q12. What is a food desert?

Response	Percent	Count
a) An area where food is primarily imported from other countries	9%	38
b) An area where food production is limited by poor soil conditions	23%	102
c) An area where restaurants and grocery stores compete for customers	2%	7
d) An area where people have limited access to affordable and nutritious food	***66%***	***291***
Total		438

Q13. What is an example of resilient infrastructure?

Response	Percent	Count
a) A building constructed without considering local climate risks	5%	20
b) A highway designed to increase traffic without upgrades	5%	20
c) A bridge designed to withstand stronger storms and flooding	***89%***	***391***
d) A road system that depends on a single transportation route	2%	7
Total		438

Q14. Which of the following can be a barrier to accessing education?

Response	Percent	Count
a) Poverty and the cost of education	1%	4
b) Discrimination or unequal treatment	2%	8
c) Limited access to schools, teachers, or learning resources	2%	8
d) All of the above	***95%***	***418***
Total		438

Q15. What is wastewater?

Response	Percent	Count
a) Water that has been used and contains contaminants or pollutants	***92%***	***405***
b) Water that has been naturally stored underground	3%	12
c) Freshwater collected directly from rainfall	3%	12
d) Water that has never been used by people	2%	9
Total		438

Section 2: Sustainability Culture Assessment

The questions in this section were also asked in the 2025 assessment. Each question below shows the 2026 results followed by a table comparing the percentage of responses for each option in 2025 and 2026.

Q16. Have you ever participated in a campus sustainability initiative (e.g. campus clean up event, sustainability challenge, energy tour)?

Response	Percent	Count
a) No, and I wasn't aware these existed	47%	203
b) I've heard of these but haven't joined	27%	116
c) Yes, once	18%	77
d) Yes, multiple times	9%	38
Total		434

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) No, and I wasn't aware these existed	57%	47%
b) I've heard of these but haven't joined	22%	27%
c) Yes, once	14%	18%
d) Yes, multiple times	7%	9%

Q17. Which of the following best describes your recycling habits and beliefs?

Response	Percent	Count
a) I don't believe recycling makes much of a difference	2%	10
b) I rarely recycle – it feels inconvenient and confusing	1%	5
c) I recycle when I can but don't always know what goes where	37%	160
d) I always recycle correctly and believe it's essential for environmental protection	60%	259
Total		434

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) I don't believe recycling makes much of a difference	2%	2%
b) I rarely recycle – it feels inconvenient and confusing	3%	1%
c) I recycle when I can but don't always know what goes where	45%	37%
d) I always recycle correctly and believe it's essential for environmental protection	50%	60%

Q18. How much does the environment influence your food choices (e.g., choosing plant-based, avoiding single-use packaging, buying local or organic)?

Response	Percent	Count
a) Not at all, the environment does not influence my food choices	4%	16
b) Not much, I rarely think about the environmental impact of my food	17%	75
c) Somewhat, I try to make environmentally friendly choices when it's convenient	60%	259
d) A lot, I often consider the environmental impacts of my meals	19%	84
Total		434

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) Not at all, the environment does not influence my food choices	10%	4%
b) Not much, I rarely think about the environmental impact of my food	21%	17%
c) Somewhat, I try to make environmentally friendly choices when it's convenient	55%	60%
d) A lot, I often consider the environmental impacts of my meals	14%	19%

Q19. How confident are you in your knowledge of sustainability and climate issues?

Response	Percent	Count
a) Not at all confident, I rarely think about or engage with these topics	1%	5
b) Not very confident, I've heard the terms but rarely understand them	10%	42
c) Somewhat confident, I know the basics but still learning	72%	313
d) Very confident, I stay informed and can explain issues to others	17%	74
Total		434

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) Not at all confident, I rarely think about or engage with these topics	3%	1%
b) Not very confident, I've heard the terms but rarely understand them	12%	10%
c) Somewhat confident, I know the basics but still learning	68%	72%
d) Very confident, I stay informed and can explain issues to others	16%	17%

Q20. What motivates you to act sustainably? (Select all that apply)

Response	Percent	Count
a) I'm not motivated to act sustainably	3%	14
b) Saving money	50%	215
c) Social influence	19%	82
d) Concern for the planet and future generations	92%	400
Total Respondents		434

Note: Percentages exceed 100% because respondents could select multiple answers; each percentage reflects the proportion of total respondents who selected that option.

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) I'm not motivated to act sustainably	6%	3%
b) Saving money	61%	50%
c) Social influence	28%	19%
d) Concern for the planet and future generations	87%	92%

Note: Percentages for both years reflect the proportion of total respondents who selected each option, so columns may exceed 100%.

Q21. Which of the following actions do you regularly take to reduce your environmental impact? (Select all that apply)

Response	Percent	Count
a) I don't actively take any of these actions	2%	7
b) Minimize meat or dairy consumption	31%	133
c) Choose active or public transport	46%	197
d) Use reusable containers, bottles, bags	95%	410
Total Respondents		431

Note: Percentages exceed 100% because respondents could select multiple answers; each percentage reflects the proportion of total respondents who selected that option.

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) I don't actively take any of these actions	6%	2%
b) Minimize meat or dairy consumption	27%	31%
c) Choose active or public transport	53%	46%
d) Use reusable containers, bottles, bags	89%	95%

Note: Percentages for both years reflect the proportion of total respondents who selected each option, so columns may exceed 100%.

Q22. How strongly do you feel connected to nature and the natural environment?

Response	Percent	Count
a) Not at all, I don't feel any particular connection to nature	2%	8
b) Not very strongly, I rarely spend time in or think about nature	4%	18
c) Somewhat, I enjoy nature but don't often reflect on my relationship with it	49%	213
d) Very strongly, I feel a deep connection and spending time in nature is important to me	45%	192
Total		431

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) Not at all, I don't feel any particular connection to nature	3%	2%
b) Not very strongly, I rarely spend time in or think about nature	7%	4%
c) Somewhat, I enjoy nature but don't often reflect on my relationship with it	49%	49%
d) Very strongly, I feel a deep connection and spending time in nature is important to me	40%	45%

Q23. How concerned are you about climate change and its impacts?

Response	Percent	Count
a) Not concerned, I don't see it as a major issue	1%	4
b) Slightly concerned, I've heard about it but don't think it affects me much	4%	18
c) Somewhat concerned, I know it's important but don't actively think about it	34%	148
d) Extremely concerned – I think it's one of the most urgent issues of our time	61%	261
Total		431

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) Not concerned, I don't see it as a major issue	3%	1%
b) Slightly concerned, I've heard about it but don't think it affects me much	8%	4%
c) Somewhat concerned, I know it's important but don't actively think about it	39%	34%
d) Extremely concerned – I think it's one of the most urgent issues of our time	50%	61%

Q24. Do you believe economic growth and environmental sustainability can coexist?

Response	Percent	Count
a) No, they are fundamentally in conflict	6%	28
b) I'm not sure	7%	31
c) Maybe, but it requires major changes to our system	53%	230
d) Yes, through innovation and effective legislation	33%	142
Total		431

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) No, they are fundamentally in conflict	6%	6%
b) I'm not sure	9%	7%
c) Maybe, but it requires major changes to our system	45%	53%
d) Yes, through innovation and effective legislation	40%	33%

Q25. Which of the following sustainability topics is most important to you personally? Please select the one you care about most.

Response	Percent	Count
a) Renewable energy (e.g., solar, wind)	8%	36
b) Climate change and carbon emissions	22%	95
c) Waste reduction and recycling	11%	47
d) Water conservation	8%	35
e) Biodiversity and protecting nature	30%	130
f) Sustainable food and agriculture	20%	88
Total		431

2025 and 2026 Comparison (Percent)

Response	2025	2026
a) Renewable energy (e.g., solar, wind)	13%	8%
b) Climate change and carbon emissions	32%	22%
c) Waste reduction and recycling	15%	11%
d) Water conservation	8%	8%
e) Biodiversity and protecting nature	31%	30%
f) Sustainable food and agriculture	Not included	20%

Option f) Sustainable food and agriculture was added in 2026. Because respondents had one more option to choose from, the 2025 and 2026 percentages for options a) to e) are not directly comparable.