



## **Sustainability Literacy & Culture Assessment**

Survey Opened: September 16<sup>th</sup>, 2025

Survey Closed: October 6<sup>th</sup>, 2025

Total Participants: 552

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Prepared by Institutional Planning, Analysis & Performance

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# Introduction

The Sustainability Literacy & Culture Assessment was launched on September 16<sup>th</sup>, 2025, and closed on October 6<sup>th</sup>, 2025. The assessment was designed by Sustainability & Asset Management and administered by Institutional Planning, Analysis & Performance.

This assessment is divided into two distinct sections:

1. Sustainability Literacy Assessment (20 Questions)
  - This section was designed to measure how well students understand key sustainability concepts and to raise awareness about both global and local challenges.
  - Respondents were asked 20 questions covering various sustainability-related topics. The score in this section reflects the number of correct answers. 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.
  - Unlike the Literacy section, there are no right or wrong answers here.
  - The questions were designed to better understand community perspectives and help identify priority areas that reflect campus interests.

The assessment had 552 participants that answered at least one question and 460 respondents that completed all questions in both the Sustainability Literacy Assessment and the Sustainability Culture Assessment sections.

Full results for all questions are included in this report. Question Results include both completed and partially completed assessments. The results will guide how sustainability is integrated into courses, programs, and campus activities, and inform decisions about services, communications, and engagement. They will also contribute to Brock's commitments under the UN Sustainable Development Goals and strengthen our standing in global sustainability rankings.

# Section 1: Sustainability Literacy Assessment

## Overall Summary

The Summary tables on this page are based only on the 467 respondents that answered all 20 of the Sustainability Literacy Assessment questions. The “Score” is the number of correct questions that each respondent had selected.

Number of Respondents	Average Score	Average Percentage	Most Common Score	Standard Deviation
467	16.31	81.57%	18	3.4

Below is the number of correct responses from each respondent. 23 Respondents received a perfect score and 48% of students had a score of 18 or more. The range of correct responses was a maximum of 20 and a minimum of 2 correct responses.

Score (Out of 20)	Percent	Count
20	5%	23
19	19%	88
18	24%	110
17	17%	79
16	12%	58
15	6%	29
14	3%	14
13	2%	10
12	2%	10
11	2%	10
10	1%	3
9	1%	5
8	2%	9
7	1%	4
6	1%	5
5	1%	5
4	0%	2
3	0%	1
2	0%	2
<b>Total</b>		<b>467</b>

01. Out of the current global population of approximately 8.2 billion people, how many are living in poverty?

Response	Percent	Count
a) 500 million	3%	18
b) 780 million	32%	176
c) 1 billion	22%	123
<b>d) 1.7 billion</b>	<b>43%</b>	<b>235</b>
Total		552

02. How do green spaces, like forests and parks, contribute to public health in cities?

Response	Percent	Count
<i>a) They provide recreational opportunities and settings for relaxation and social connections</i>	96%	529
b) They increase urban noise levels, leading to heightened stress among residents	1%	7
c) They contribute to heightened rates of respiratory illnesses due to increases in pollen exposure	2%	12
d) They reduce physical activity by occupying spaces that could be used for sports facilities	1%	
Total		552

03. Which of the following is considered a renewable energy source (e.g., energy derived from natural sources that are replenished faster than they are consumed)?

Response	Percent	Count
a) Natural gas	15%	81
b) Nuclear power	12%	68
<b>c) <i>Geothermal</i></b>	<b>71%</b>	<b>390</b>
d) Coal	2%	13
Total		552

#### 04. What is greenwashing?

Response	Percent	Count
<i>a) False or misleading advertising that makes a company or product appear more environmentally responsible than it actually is</i>	89%	492
b) A government regulation that requires companies to disclose their environmental impact	5%	25
c) The practices of using only natural ingredients in product manufacturing	4%	22
d) A marketing strategy that showcases genuine corporate sustainability efforts	2%	13
Total		552

05. Greenhouse gases are atmospheric gases that contribute to global warming and climatic change. Which greenhouse gas is primarily released from landfill materials?

Response	Percent	Count
a) Nitrous oxide (N <sub>2</sub> O)	9%	51
b) Ozone (O <sub>3</sub> )	5%	30
c) Carbon dioxide (CO <sub>2</sub> )	30%	164
<b>d) Methane (CH<sub>4</sub>)</b>	<b>56%</b>	<b>307</b>
Total		552

06. What is desertification?

Response	Percent	Count
<i>a) A process where land is degraded to a point where it can no longer support the same plant growth it had in the past</i>	83%	422
b) The conversion of dry land into fertile agricultural land through irrigation	5%	26
c) The natural expansion of existing deserts due to climate change	11%	56
d) An increase in vegetation cover in desert regions	1%	4
Total		508

07. On average, how long does it take for a plastic bottle to break down?

<b>Response</b>	<b>Percent</b>	<b>Count</b>
a) 50 years	7%	34
b) 100 years	19%	98
c) 200 years	24%	121
<b>d) 450 years</b>	<b>50%</b>	<b>255</b>
Total		508

08. What are invasive species?

Response	Percent	Count
a) Native organisms that have naturally expanded their range	2%	10
b) Species that migrate seasonally between ecosystems	2%	12
<b><i>c) Non-native organisms that can have harmful effects when introduced to a new ecosystem</i></b>	<b>95%</b>	<b>481</b>
d) Organisms that can interbreed with other species	1%	5
Total		508

09. Which of the following foods has the highest carbon footprint per kilogram produced (i.e., the most greenhouse gas emissions associated with its production)?

Response	Percent	Count
<i>a) Beef</i>	<i>87%</i>	<i>441</i>
b) Lentils	3%	13
c) Rice	4%	22
d) Chicken	6%	32
Total		508

10. Which of the following is true about girls who complete secondary education?

Response	Percent	Count
a) Child marriage rates decline	4%	19
b) Their lifetime earnings dramatically increase	6%	32
c) Maternal mortality rates fall	1%	4
<b>d) All of the above</b>	<b>89%</b>	<b>453</b>
Total		508

11. Which of the following describes an environmental injustice?

Response	Percent	Count
<i>a) A low-income neighborhood facing higher exposure to air pollution due to nearby industrial facilities</i>	86%	416
b) A national park implementing stricter conservation rules to protect endangered species	5%	25
c) Some communities having different sources of drinking water based on their geography	8%	40
d) A city planting trees to improve urban areas	1%	3
Total		484

12. "Cradle to Cradle" is a design approach where products are made to be reused, recycled, or safely returned to nature—creating a closed loop with minimal waste. Which one of the following examples is a successful implementation of the "Cradle to Cradle" design approach

Response	Percent	Count
a) A disposable coffee cup with compostable lining	28%	135
b) Fast fashion brands producing synthetic fabrics	5%	23
c) A car designed to emit fewer emissions during manufacturing	2%	11
<b><i>d) Carpet manufacturers creating fully recyclable carpets using renewable electricity in their production process</i></b>	<b>65%</b>	<b>315</b>
Total		484

### 13. What is fast fashion?

Response	Percent	Count
<i>a) Rapid production of low-quality, inexpensive clothing, often at the expense of environmental and labour standards</i>	90%	437
b) A movement that encourages consumers to buy few but higher-quality clothing items	2%	8
c) A clothing industry term that refers to brands only using recycled materials	4%	18
d) A business model that balances rapid production with ethical labour practices and environmental sustainability	4%	21
Total		484

14. Which of the following is a consequence of overexploiting fish stocks?

Response	Percent	Count
a) Disruption of marine ecosystems	4%	17
b) Threats to food security	3%	13
c) Negative impacts on jobs, livelihoods, and the economy in coastal communities	4%	17
<b>d) All of the above</b>	<b>90%</b>	<b>437</b>
Total		484

15. Which of the following best describes a cascade effect of global warming (i.e., when one impact triggers or amplifies another)?

Response	Percent	Count
a) There are no cascade effects from global warming	2%	10
<b><i>b) Melting ice caps contribute to rising sea levels, which can lead to coastal flooding and displacement</i></b>	<b>90%</b>	<b>438</b>
c) As ice melts, ocean temperatures decrease, slowing down climate change	4%	20
d) The melting of ice decreases global humidity levels, making rainfall less common	3%	16
Total		484

16. Which of the following is an example of Indigenous Knowledge contributing to environmental sustainability?

Response	Percent	Count
a) Replacing local species with non-native plants to improve biodiversity	8%	39
<b><i>b) Using traditional knowledge of prescribed burns to manage forest regeneration</i></b>	<b>83%</b>	<b>389</b>
c) Promoting the use of synthetic fertilizers to increase crop yield	3%	13
d) Encouraging monoculture farming for economic efficiency	6%	26
Total		467

17. What is a company's carbon footprint?

Response	Percent	Count
<i>a) The total greenhouse gas emissions generated from the company's operations</i>	91%	425
b) The number of vehicles the company owns and operates	5%	23
c) The size of the company's physical office and facilities	2%	11
d) The amount of money spent by the company on energy bills	2%	8
Total		467

18. Which of the following represents a strong sustainability partnership?

Response	Percent	Count
a) A single company installing solar panels on its headquarters	3%	15
<b><i>b) A local government working with schools, non-profits, and businesses to reduce food waste</i></b>	<b>88%</b>	<b>411</b>
c) An individual biking to work instead of driving	4%	19
d) A company organizing a tree planting event for its employees	5%	22
Total		467

19. How important were the following financial, housing, and personal factors in your decision to choose Brock University?

Response	Percent	Count
a) Easier access to global trade markets	2%	11
b) Increased access to modern healthcare	4%	17
<b><i>c) Loss of traditional lands, disruption of practices, and threats to livelihood</i></b>	<b>92%</b>	<b>428</b>
d) Reduction in forest fire prevalence	2%	11
Total		467

20. Why are rainforests often referred to as the 'lungs of our planet'?

Response	Percent	Count
<i>a) They absorb large amounts of atmospheric CO<sub>2</sub> and produce oxygen through photosynthesis</i>	90%	421
b) They circulate global air currents	3%	16
c) They filter large amounts of air pollutants	4%	21
d) They store the majority of Earth's freshwater in underground reserves	2%	9
Total		467

# Section 2: Sustainability Culture Assessment

01. 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	57%	262
b) I've heard of these but haven't joined	22%	104
c) Yes, once	14%	65
d) Yes, multiple times	7%	32
Total		463

02. 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%	9
b) I rarely recycle – it feels inconvenient and confusing	3%	13
c) I recycle when I can but don't always know what goes where	45%	210
d) I always recycle correctly and believe it's essential for environmental protection	50%	231
Total		463

03. 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	10%	47
b) Not much, I rarely think about the environmental impact of my food	21%	96
c) Somewhat, I try to make environmentally friendly choices when it's convenient	55%	256
d) A lot, I often consider the environmental impacts of my meals	14%	64
Total		463

04. 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	3%	15
b) Not very confident, I've heard the terms but rarely understand them	12%	55
c) Somewhat confident, I know the basics but still learning	68%	317
d) Very confident, I stay informed and can explain issues to others	16%	76
Total		463

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

Response	Percent	Count
a) I'm not motivated to act sustainably	6%	28
b) Saving money	61%	281
c) Social influence	28%	131
d) Concern for the planet and future generations	87%	403
Total Respondents		463

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

06. 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	6%	28
b) Minimize meat or dairy consumption	27%	123
c) Choose active or public transport	53%	242
d) Use reuseable containers, bottles, bags	89%	411
Total Respondents		460

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

07. 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	3%	16
b) Not very strongly, I rarely spend time in or think about nature	7%	34
c) Somewhat, I enjoy nature but don't often reflect on my relationship with it	49%	226
d) Very strongly, I feel a deep connection and spending time in nature is important to me	40%	184
Total		460

08. How concerned are you about climate change and its impacts?ave you ever participated in a campus sustainability initiative (e.g. campus clean up event, sustainability challenge, energy tour)?

Response	Percent	Count
a) Not concerned, I don't see it as a major issue	3%	12
b) Slightly concerned, I've heard about it but don't think it affects me much	8%	35
c) Somewhat concerned, I know it's important but don't actively think about it	39%	181
d) Extremely concerned – I think it's one of the most urgent issues of our time	50%	232
Total		460

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

Response	Percent	Count
a) No, they are fundamentally in conflict	6%	27
b) I'm not sure	9%	42
c) Maybe, but it requires major changes to our system	45%	208
d) Yes, through innovation and effective legislation	40%	183
Total		460

10. 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)	13%	61
b) Climate change and carbon emissions	32%	148
c) Waste reduction and recycling	15%	70
d) Water conservation	8%	38
e) Biodiversity and protecting nature	31%	143
Total		460