

**Regional Environmental Study
(World Environment Day)**

For

The Pittsburgh World Environment Day Partnership

Job Number 10-170

September 1, 2010



Table of Contents

Background and Methodology.....	1
Background and Objectives	2
Methodology	3
Analytical Notes	4
Top Line Summary.....	5
Overall Summary.....	6
Key Findings.....	8
Awareness/Knowledge of Environmental Issues	8
Perceptions of Environmental Issues	12
Current Sustainable Behaviors	16
Impact of World Environment Day Publicity/Activities.....	19
National Environmental Research Comparisons.....	21
Respondent Profile	23
Questionnaire	Appendix



Background and Methodology

Background and Objectives

In response to Pittsburgh's environmental transformation over recent decades and being recently selected by the United Nations Environment Programme (UNEP) as the host city for World Environment Day 2010 in North America, the Pittsburgh World Environment Day Partnership contracted Campos Inc to conduct a study that would measure residents' perceptions, awareness, and behaviors with respect to environmental issues.

Therefore, Campos Inc designed a two-phased online study (pre- and post-WED) that not only established the short term impact of WED on these metrics but was also repeatable for the purpose of tracking changes in these measures over time.

The results will be used to measure changes in metrics within the region over time and, hopefully, in the future to enable comparisons to other regions in the United States. However, the specific immediate need was to measure how much, if any, impact the publicity and activities occurring during the six-week period around North American World Environment Day (WED), which started on April 22, 2010, had on the benchmark study.

The objectives of the study were:

- To benchmark awareness levels with respect to local and global environmental issues.
- To benchmark perceptions of the seriousness/importance of local and global environmental issues.
- To benchmark current sustainable behaviors that affect the local and global environment.
- To understand the immediate short term impact of World Environment Day publicity and activities on the residents' awareness, perceptions and behaviors.
- To compare select regional metrics against those obtained through other national environmental studies.

Methodology

Campos Inc, with input and approval from the Pittsburgh WED Partnership, developed and programmed the pre- and post-phase surveys which included several questions from national environmental surveys—based on current national environmental research identified by the partnership—to enable some comparison between the Pittsburgh region and national trends. While the pre- and post-surveys were identical, the post-survey did contain additional questioning to gauge awareness of/participation in the events or initiatives related to World Environment Day – Pittsburgh 2010.

The sample, for both phases, was comprised of Campos Inc Voice-of-the-Region (VOR) panel members. VOR members were invited to participate via email, which included a unique password-embedded link directing them to the survey. To avoid potentially biasing the results, any respondent that successfully completed the pre-phase survey was not invited to participate in the post-phase survey.

For this study, 400 surveys were randomly conducted during each phase and were distributed as follows:

Phase	Completes	Collection Dates
Pre-WED	400	4/9/10 - 4/22/10
Post-WED	400	6/29/10 - 7/13/10

In both phases, the average interview length was approximately 11 minutes.

A copy of each of the respective surveys can be found in Appendix of this report.

All completed interviews were edited, computer tabulated, and analyzed by Campos Inc.

Analytical Notes

- For each respective phase of this study, a sample size of 400 yielded results with a statistical accuracy of $\pm 4.9\%$ at the 95% confidence level. This means that there is a 1 in 20 chance that the "true" measurements, for either phase, could fall outside of this range.
- Where appropriate, statistical testing was conducted to determine significant differences between each of the respective phases.
- Throughout the report, percentages may not add to 100% because of rounding and/or multiple responses.
- The term *net* is used in some tables in this report. *Net* is the summary of a group of related responses and represents the percentage of *respondents* who made one or more comments in that category/group.
- *Base* is the number of respondents who were asked a particular question. At times, questions are skipped by some respondents based on their answers to previous questions.
- A *top-two box* score refers to the two highest responses on a rating scale (for example, *excellent* and *very good*), that have been combined for reporting purposes.
- Several tables throughout the report show only the most frequently mentioned responses. For a complete listing of responses, please refer to Computer Tables, furnished under a separate cover.



Top Line Summary

Overall Summary

- Overall, residents' general environmental awareness/knowledge was strong, concern for the environment both regionally and globally was high, and the majority reported that a particular political candidate's stance on environmental issues was important to them.
 - Nonetheless, there were several areas where residents' familiarity with environmental consciousness was notably low. Thus, messaging/education targeting these specific topics is warranted.
 - Surface water runoff destinations and it being the most common source of water pollution
 - Fixing leaky faucets and purchasing of carbon credits/offsets to help combat global warming
- The majority believed environmental consciousness and/or efforts in Pittsburgh were average or below average compared to other cities and four in ten wished there were more activities or events that involved environmental education in the Pittsburgh area.
 - This suggests that residents would be receptive to messaging and/or activities that are provided/sponsored by the Pittsburgh WED Partnership—or other organizations—which focus on improving environmental consciousness in the region.
- The findings reveal that community residents frequently perform many different environmentally-friendly actions mostly because they personally think it is necessary for future generations.
 - Regional organizations, industry, and government who may consult with the Pittsburgh WED Partnership when planning environmental consciousness messaging/education should focus on the potential health and economic benefits that these “lifestyle” changes could personally have on an individual and/or their family.
- For the most part, awareness, perception, and behavior metrics did not change to a great degree over the short term (pre-WED versus post-WED). Considering the BP Oil Spill on April 20, 2010, it's interesting to note that there was no increase in the percentage paying more attention to news stories about the environment.

Top Line Summary

- However, among those post-phase respondents who were aware of World Environment Day (WED) events/initiatives, the reported impact was that it raised their awareness/concern with respect to the effect that their/organizations' actions had on the environment and made them more likely to either personally make changes and/or support organizations that are making changes to decrease the environmental impact of their actions.
- Further, in comparison to those who had not, respondents who had heard or seen information about events or initiatives related to WED were observed to have higher environmental awareness/knowledge, greater concern about the environment both regionally and globally, perceived environmental issues to be more important, and were more likely to perform environmentally-friendly actions. However, these individuals may have been pre-disposed to be aware of or participate in WED activities based on their own heightened environmental consciousness.
- The findings provide the Pittsburgh WED Partnership with a valuable benchmark that can be used in planning communications, activities, etc. to help influence decision making among organizations, industry, and government in the Pittsburgh region.
 - To continue to gain a better understanding of the Pittsburgh area's environmental transformation—and the impact of events such as WED—Campos Inc strongly recommends conducting additional tracking studies for the purpose of trending these metrics over time.

Key Findings

The key findings section will summarize the research results with respect to the following topic areas:

- Awareness/Knowledge of Environmental Issues
- Perceptions of Environmental Issues
- Current Sustainable Behaviors
- Impact of World Environment Day Publicity/Activities
- National Environmental Research Comparisons

The results for the pre- and post-phases are displayed/discussed simultaneously and any differences observed between the two are highlighted/addressed where appropriate.

Awareness/Knowledge of Environmental Issues

Regional Environmental Awareness

When asked if they were aware of several regional environmental facts, at least two-thirds of the respondents from both phases indicated that they either were or *thought they were* aware of each.

- Just over half of the respondents were *positive* that they were aware of the source of their drinking/tap water (53.0%, pre and 56.8%, post).
- While high in both phases, respondents in the post-phase were more likely than those in the pre-phase to have reported being *positive* that they knew where/how to recycle electronic items (54.2%, post vs. 48.0%, pre).
- Four in ten, from each of the respective phases, mentioned that they knew how the electricity they receive in their home is generated (41.8%, pre and 41.0%, post).
- Awareness levels for which stream your surface water flows into and where your garbage ends up were somewhat lower than those observed on the other facts; however, at least three in ten respondents each from the pre- (31.0% and 30.0%, respectively) and post- (36.2% and 32.2%, respectively) phases were *positive* that they were aware of each of these.

Please see the table on the following page.

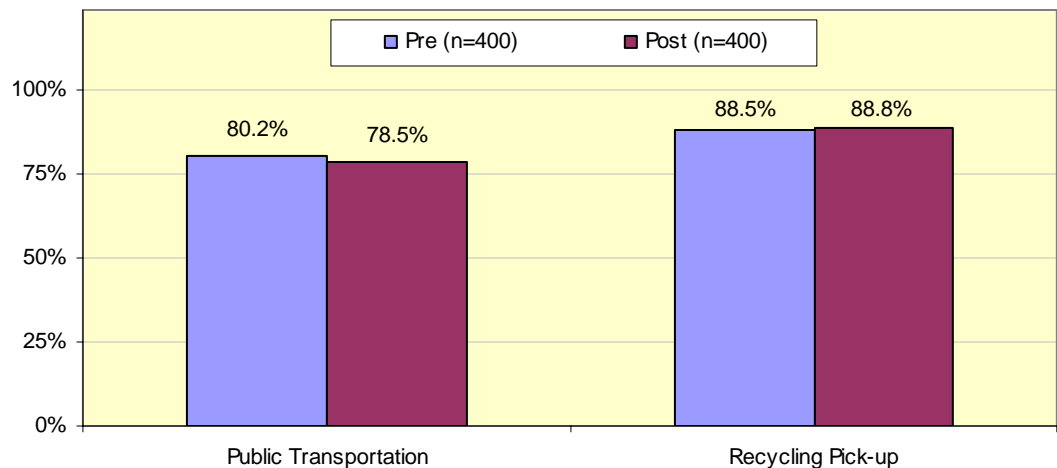
Top Line Summary

Awareness of Regional Environmental Facts

	Pre			Post		
	Yes, I'm positive	Not sure, think so	No, have no idea	Yes, I'm positive	Not sure, think so	No, have no idea
Bases:	400			400		
The source of your drinking/tap water	53.0%	28.7%	18.2%	56.8%	29.5%	13.8%
Where/how to recycle electronic items (i.e., computers, phones, batteries, etc.)	48.0%	34.2%	17.8%	54.2%	28.2%	17.5%
How the electricity you receive in your home is generated	41.8%	36.2%	22.0%	41.0%	39.2%	19.8%
Which stream your surface water flows into	31.0%	31.5%	37.5%	36.2%	30.5%	33.2%
Where your garbage ends up	30.0%	37.2%	32.8%	32.2%	38.5%	29.2%

- Further, the vast majority of the respondents from both phases reported that each of the following environmentally-friendly resources were available to them and/or were offered by their community:
 - Public transportation (80.2%, pre and 78.5%, post)
 - Recycling pick-up (88.5%, pre and 88.8%, post)

Available/Offered by Community (% Yes)



General Environmental Knowledge

Next, respondents were asked a series of multiple choice questions to assess their general environmental knowledge. As displayed in the table on the following page, very few respondents from either phase were either unable to answer any of the questions or incorrectly answered all five of the questions.

Top Line Summary

- Nine in ten from each phase correctly identified *landfills* as the location where most household garbage ends up (90.2%, pre and 92.8%, post).
- Approximately three-quarters each successfully recognized *trees* from a list of common natural resources as the one that is renewable (74.2%, pre and 74.5%, post).
 - While not shown, the only other response provided by more than one in ten was *don't know* (13.2%, pre and 11.5%, post).
- About two-thirds of the respondents each correctly identified *motor vehicles* as the largest source of carbon monoxide in the U.S. (69.0%, pre and 66.5%, post) and *burning oil, coal, and wood* as how most of the electricity in the U.S. is generated (64.5%, pre and 64.8%, post).
 - *Factories and businesses* was the only other response cited by more than one in ten as the largest source of carbon monoxide in the U.S. (18.5%, pre and 22.0%, post)—*not shown*.
 - At least one in ten each incorrectly chose either *at hydro electric power plants* (16.8%, pre and 10.8%, post) or *with nuclear power* (9.0%, pre and 13.5%, post) for how most of the electricity in the U.S. is generated—*not shown*.
- *Surface water runoff* was appropriately selected as the most common source of water pollution by slightly fewer than half of the pre- (45.8% and post- (45.0%) phase respondents.
 - Although incorrect, one-quarter in each phase (28.5%, pre and 33.8%, post) chose *waste dumped by factories* followed by 14.5% and 12.2%, respectively, who cited *dumping of garbage by cities*—*not shown*.

General Environmental Knowledge (% Correct)

	Phase	
	Pre	Post
Bases:	400	400
Where most household garbage ends up (<i>Landfills</i>)	90.2%	92.8%
Recognition of a renewable resource (<i>Trees</i>)	74.2%	74.5%
The largest source of carbon monoxide in US (<i>Motor vehicles</i>)	69.0%	66.5%
How most electricity in the US is generated (<i>Burning oil, coal, and wood</i>)	64.5%	64.8%
The most common source of water pollution (<i>Surface water runoff</i>)	45.8%	45.0%
Don't know (<i>All</i>)	0.2%	0.8%
None correct	0.2%	1.0%

Top Line Summary

Combating Global Warming

There are many ways to help combat global warming; however, some are more universally known than others. In order to gauge awareness levels of four such methods, respondents were asked to identify which, if any, were in fact ways that respondents could help combat global warming.

- Encouragingly, fewer than one in ten from each phase were *unsure* if any were valid methods (9.5%, pre and 8.5%, post) and slightly more than one in five each correctly identified all four as ways to help combat global warming (22.5%, pre and 21.2%, post).
- Among those who did not select all four methods, *using public transportation/carpooling* and/or *turning off lights/electronics when not in use* were each identified as ways to help combat global warming by the vast majority of pre- (63.7% and 56.8%, respectively) and post- (64.8% and 54.8%, respectively) phase respondents.
 - At least three in ten each correctly chose *fixing leaky faucets* (29.8%, pre and 27.0%, post), while only one in ten respondents in either phase were familiar with the *purchasing of carbon credits/offsets* as a way to help combat global warming (9.5%, pre and 10.8%, post).

Ways to Combat Global Warming

	Phase	
	Pre	Post
Bases:	400	400
All are ways to help combat global warming	22.5%	21.2%
(Net) At least one is a way to help combat global warming	68.0%	70.2%
<i>Using public transportation/carpooling</i>	63.7%	64.8%
<i>Turning off lights/electronics when not in use</i>	56.8%	54.8%
<i>Fixing leaky faucets</i>	29.8%	27.0%
<i>Purchasing carbon credits/offsets</i>	9.5%	10.8%
Don't know	9.5%	8.5%

Top Line Summary

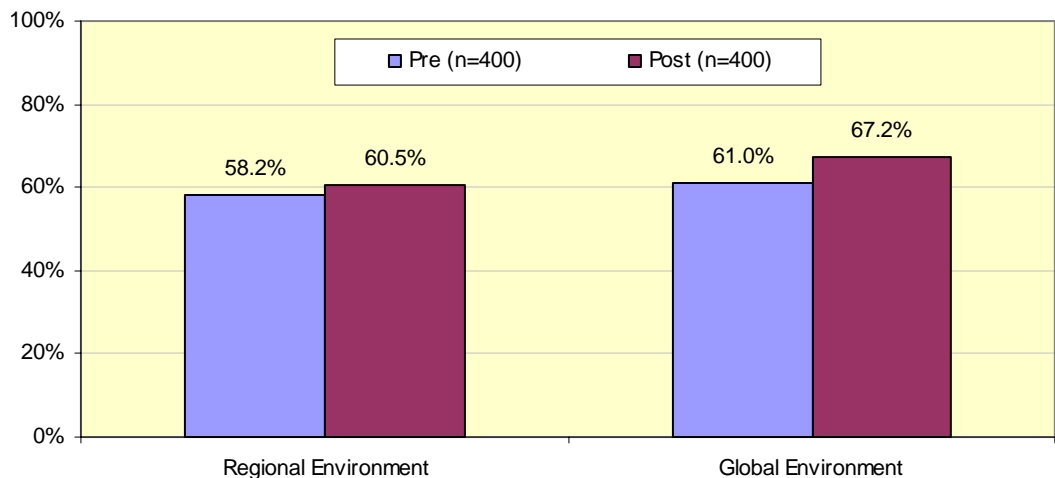
Perceptions of Environmental Issues

Regional Environmental Perceptions

Overall, the majority of respondents in each phase reported having high levels of concern (provided a 4 or 5-*extremely concerned* rating on a 5-point scale) for both the regional and global environment.

- That said, concern for the global environment was stronger than that observed for the regional environment, especially in the post-phase (61.0% vs. 58.2%, pre and 67.2% vs. 60.5%, post).
- Additionally, top-two box concern ratings for both the regional and global environment were somewhat higher among post-phase respondents (60.5% and 67.2%, respectively) than those in the pre-phase (58.2% and 61.0%, respectively).

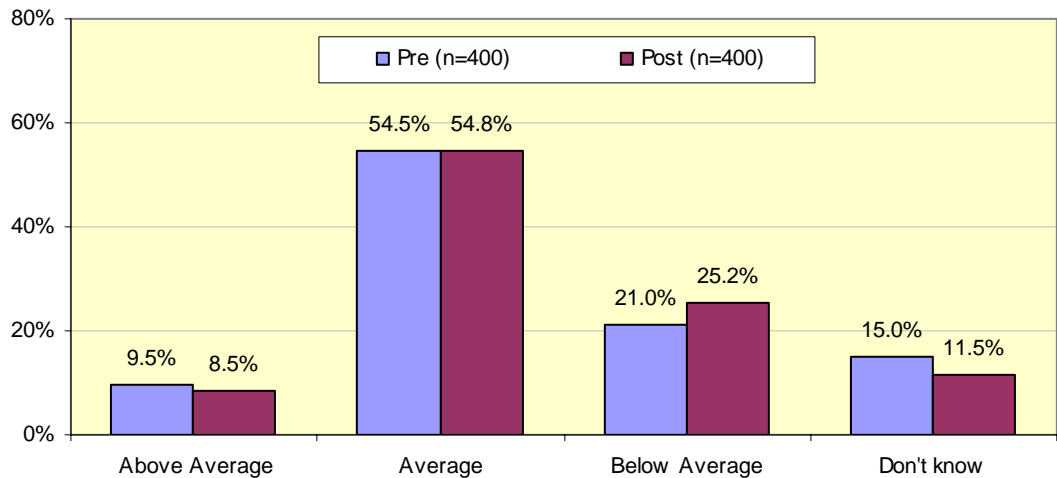
Level of Concern (Top-Two Box)



- In comparison to other cities, slightly more than half of the respondents in each phase felt that environmental consciousness among the residents of the Pittsburgh area is *average* (54.5%, pre and 54.8%, post) and slightly less than one in ten each believed it was *above average* (9.5%, pre and 8.5%, post).
- On the contrary, one in five (21.0%) respondents from the pre-phase and one-quarter (25.2%) in the post-phase thought environmental consciousness in the Pittsburgh area was *below average*.

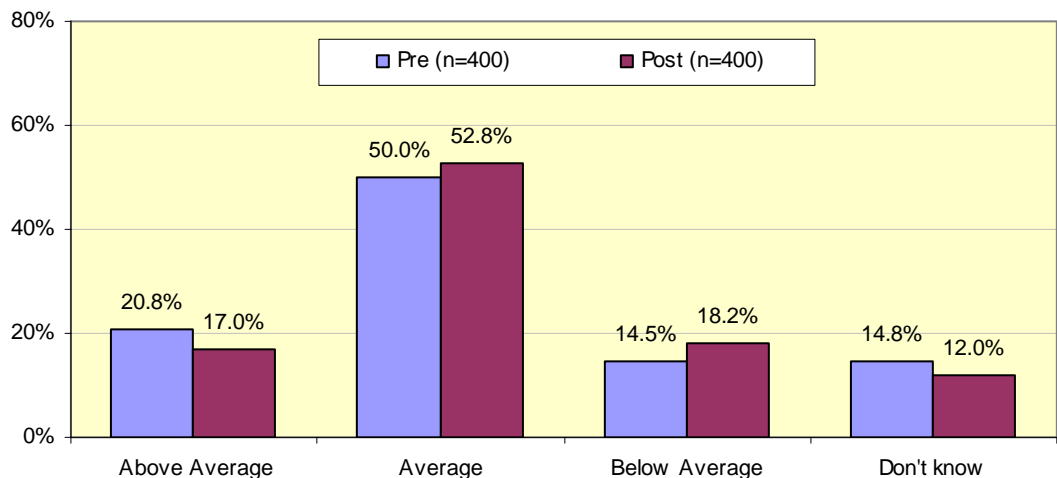
Please see the graph on the following page.

Environmental Consciousness: Pittsburgh Residents



- Similarly, when asked how the environmental efforts being made by organizations, industry, and government in the Pittsburgh area compare to those being made in other cities, half or more of the respondents from each phase felt they were *average* (50.0%, pre and 52.8%, post).
- However, compared to consciousness, respondents in each phase were twice as likely to have believed that the efforts being made in the Pittsburgh area were *above average* (20.8%, pre and 17.0%, post) and slightly less likely to have felt they were *below average* (14.5%, pre and 18.2%, post).
 - Interestingly, while *above average* ratings among the pre-phase respondents were significantly higher than *below average* (20.8% vs. 14.5%, respectively), these figures were statistically similar in the post-phase (17.0% vs. 18.2%, respectively).

Environmental Efforts: Pittsburgh Organizations



Top Line Summary

General Environmental Perceptions

Next, respondents were asked to rate their agreement with nine general statements about the environment using a 5-point scale where 1 = *strongly disagree*, 3 = *neither agree nor disagree*, and 5 = *strongly agree*.

- The highest agreement levels were observed for an environmentally friendly lifestyle is good for one's health where the vast majority (80.5% pre and 82.0%, post) provided a top-two box score.
- More respondents *agreed* than *disagreed* in both phases that:
 - Global warming is real.
 - I have recently been paying more attention to news stories about the environment.
- While more *agreed* than *disagreed* with I wish there were more activities or events that involved environmental education in the Pittsburgh area and slightly more *disagreed* than *agreed* with I feel guilty about the impact that I have on the environment, over three in ten respondents *neither agreed nor disagreed* with either of these in each phase.
- Encouragingly, respondents were much more likely to have *disagreed* than *agreed* with the following statements:
 - The seriousness of environmental problems is exaggerated today.
 - The environmental movement is a passing fad.
 - Climate change will not be a problem for people in future generations.
 - The impact that our society has on the environment is so severe that there is very little that individuals can do about it.

Please see the chart on the following page.

Top Line Summary

Environmental Perceptions

	Pre		Post	
	Top-2 Agreed	Bottom-2 Disagreed	Top-2 Agreed	Bottom-2 Disagreed
Bases:	400		400	
Vast Majority Agree	An environmentally friendly lifestyle is good for one's health.			
	80.5%	7.2%	82.0%	5.5%
Majority Agree	Global warming is real.			
	59.0%	22.0%	63.7%	22.0%
No Majority Opinion	I have recently been paying more attention to news stories about the environment.			
	55.5%	15.5%	59.2%	15.0%
	I wish there were more activities or events that involved environmental education in the Pittsburgh area.			
	44.0%	17.5%	52.5%	14.2%
	I feel guilty about the impact that I have on the environment.			
	26.2%	37.8%	31.0%	37.8%
	The seriousness of environmental problems is exaggerated today.			
	25.8%	56.8%	26.5%	59.5%
Majority Disagree	The environmental movement is a passing fad.			
	16.5%	67.8%	13.0%	74.2%
	Climate change will not be a problem for people in future generations.			
	15.8%	66.5%	16.2%	71.0%
	The impact that our society has on the environment is so severe that there is very little that individuals can do about it.			
	13.0%	71.2%	12.0%	71.0%

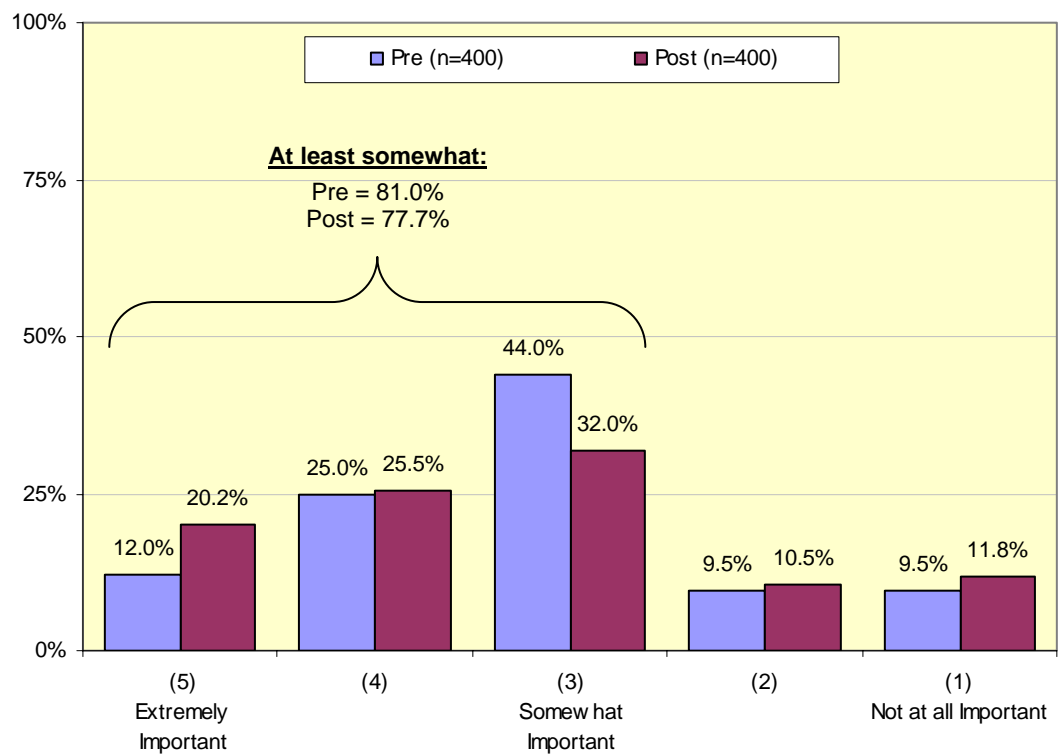
Political Influence

Respondents were then asked to rate how important a particular political candidate/party's stance/support for environmental issues/programs were when they were choosing who to vote for using a 5-point scale where 1=not at all important, 3=somewhat important, and 5=extremely important.

Top Line Summary

- Regardless of phase, the majority of respondents indicated that a candidate's stance on environmental issues was at least *somewhat important* (81.0%, pre and 77.7%, post).
 - However, compared to those in the pre-phase, the importance of some environmental issues were much stronger among post-phase respondents as they were significantly more likely to have provided a top-box, *extremely important*, score (12.0% vs. 20.2%, respectively) and significantly less likely to have rated it as only *somewhat important* (44.0% vs. 32.0%, respectively).

Importance of Environmental Issues on Voting



Current Sustainable Behaviors

Frequency of Performance

When respondents were asked how often they performed seven different environmentally-friendly actions, the frequency of performance across both phases was essentially divided into three separate tiers.

Top Line Summary

- Nearly all of the respondents in each phase reported turning off lights/electronics when not in use and/or recycling everyday materials at least *sometimes* with about three-quarters indicating that they *always* perform these actions (75.5% and 73.2%, pre and 77.2% and 74.8%, post; respectively).
- The vast majority of pre- and post-phase respondents mentioned recycling electronic items, recycling/conserving water, and/or purchasing products specifically because they are environmentally friendly at least *sometimes*.
 - Post-phase respondents were significantly more likely than those in the pre-phase to have cited *always* for each of these actions.
- The actions performed least often by respondents in both phases were using public transportation or carpools and composting bio-degradable materials with nearly half or more each reporting that they *never* perform either the former (44.2%, pre and 43.0%, post) and/or the latter (55.0%, pre and 58.0%, post).

Frequency of Environmentally Friendly Actions

	Pre			Post		
	Always	Some-times	Never	Always	Some-times	Never
Bases:	400			400		
Turn off lights/electronics when not in use	75.5%	24.0%	0.5%	77.2%	22.2%	0.5%
Recycle everyday materials (i.e., metal, plastic, glass, paper, etc.)	73.2%	22.0%	4.8%	74.8%	23.2%	2.0%
Recycle electronic items (i.e., computers, mobile phones, batteries, etc.)	33.0%	49.8%	17.2%	42.2%	42.0%	15.8%
Recycle/conserves water	26.5%	58.5%	15.0%	35.2%	52.2%	12.5%
Use public transportation or carpool	13.2%	42.5%	44.2%	13.8%	43.2%	43.0%
Compost bio-degradable materials	11.5%	33.5%	55.0%	16.8%	25.2%	58.0%
Purchase products specifically because they are environmentally friendly	8.5%	77.0%	14.5%	13.0%	74.5%	12.5%

- Additionally, about one-quarter of the respondents from each phase reported *volunteering or donating money* to an environmental organization (23.8%, pre and 25.5%, post).

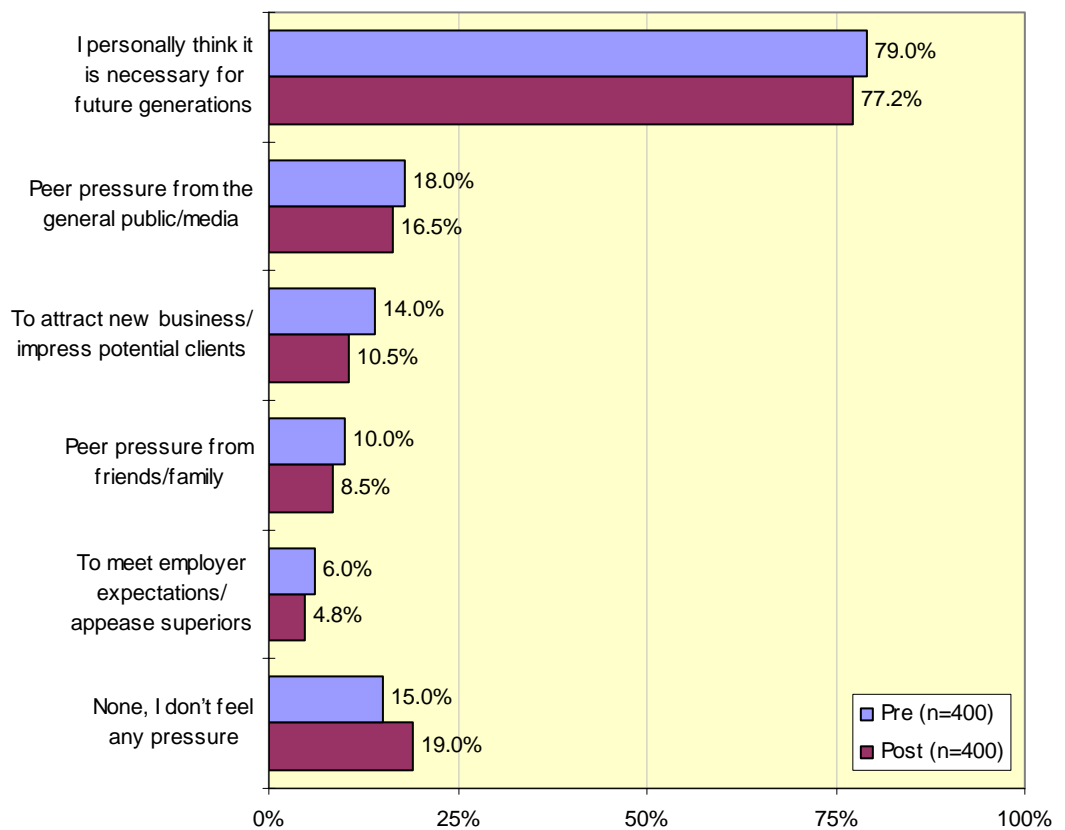
Top Line Summary

Influences on Environmental Responsibility

When asked if they were feeling any pressure to make more environmentally responsible decisions/choices, less than one in five respondents in either phase reported that they *don't feel any pressure* (15.0%, pre and 19.0%, post).

- The most frequently mentioned reason in both phases, by far, was *I personally think it is necessary for future generations* (79.0%, pre and 77.2%, post).
- While much less popular, *peer pressure* was the second strongest influencer either *from the general public/media* (18.0%, pre and 16.5%, post) and/or *from friends/family* (10.0%, pre and 8.5%, post).
- This was followed by work-related influences which included *attracting new business/impress potential clients* (14.0%, pre and 10.5%, post) and to a lesser extent *meeting employer expectations/appeasing superiors* (6.0%, pre and 4.8%, post).

Reasons for Improving Environmental Responsibility



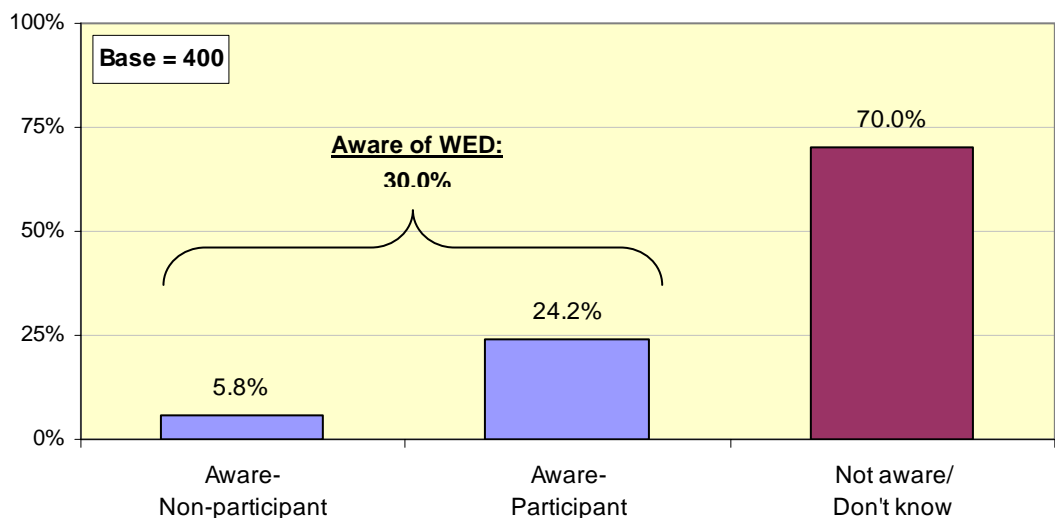
Top Line Summary

Impact of World Environment Day Publicity/Activities

For the post-phase of the study a series of questions were added to understand the immediate short-term impact of World Environment Day (WED) publicity and activities on residents' awareness, perceptions, and behaviors.

- Three in ten (30.0%) reported that they had seen or heard information about events or initiatives related to WED – Pittsburgh 2010.
- Further, about one-quarter (24.2%) mentioned attending one or more of the WED events that took place in Pittsburgh.

WED Awareness/Attendance



Impact of WED Publicity/Activities

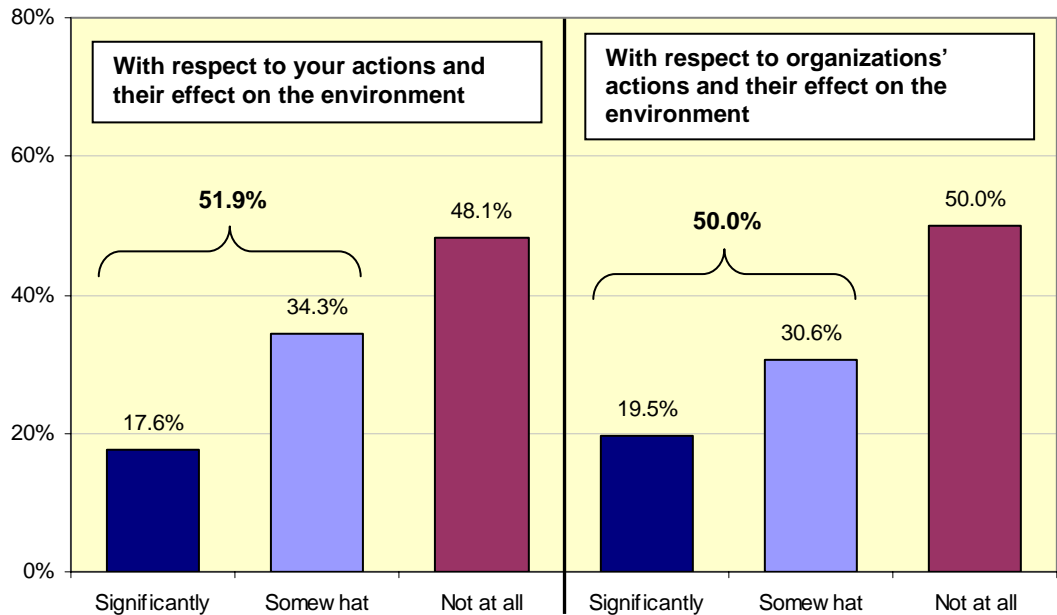
The 120 post-phase respondents who reported awareness of WED events/initiatives were then asked to rate how much WED raised their level of awareness/concern with respect to how their/organizations' actions affect the environment using a 5-point scale where 1=not at all, 3=somewhat, and 5=significantly.

- Half each of the respondents indicated that WED raised their level of awareness/concern at least *somewhat* with respect to both the effect their actions (51.9%) and/or organization, industry, and government actions (50.0%) have on the environment.

Please see the graph on the following page.

Top Line Summary

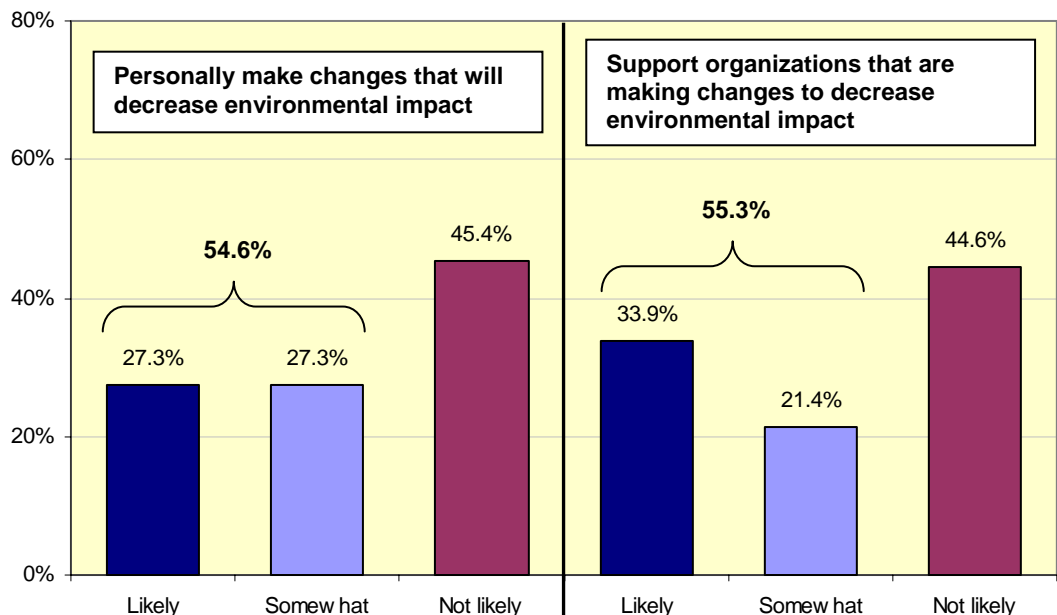
WED Impact: Raising Your Awareness/Concern



Using the same scale, they were also asked to rate how much more likely they were to make personal changes/support organizations that are making changes to decrease the environmental impact of their actions.

- Slightly more than half each were at least *somewhat* more likely to personally make changes (54.6%) and/or support organizations, industries, and government that are making changes (55.3%) to decrease the environmental impact of their actions as a result of WED.

WED Impact: Likelihood to Make Behavior Changes



Top Line Summary

National Environmental Research Comparisons

NEETF/Roper Research

In order to make comparisons between the Pittsburgh region and national trends, respondents were asked several questions from the 2000 National Environmental Education & Training Foundation (NEETF)/Roper research study on environmental literacy.

- While significantly more respondents in both phases were able to provide the correct response to four of the five questions, it must be noted that environmental education in general has grown substantially over the past decade and this is not all accountable to recent WED publicity/events.

Environmental Knowledge – National Comparison

	Phase		NEETF/ Roper (2000)
	Pre	Post	
Bases:	400	400	1,500
Where most household garbage ends up (<i>Landfills</i>)	90%	93%	85%
Recognition of a renew able resource (<i>Trees</i>)	74%	75%	65%
The largest source of carbon monoxide in US (<i>Motor vehicles</i>)	69%	67%	65%
How most electricity in the US is generated (<i>Burning oil, coal, and wood</i>)	65%	65%	33%
The most common source of w ater pollution (<i>Surface water runoff</i>)	46%	45%	28%

Statistically greater than

National Geographic and GlobeScan – Greendex™



Again, to enable comparisons between the Pittsburgh region and national trends, respondents were asked a similar question to that posed in the 2009 and 2010 National Geographic and GlobeScan; Greendex™: Consumer Choice and the Environment—A Worldwide Tracking Survey and the results were compared against those reported for residents of the U.S.. In both cases, respondents were asked to indicate their level of agreement with several statements using a 5-point scale where 1=strongly disagree, 3=neither agree nor disagree, and 5=strongly agree.

Top Line Summary

- As was observed nationally, one-quarter or fewer respondents rated their agreement with top-two box scores for the following:
 - *The seriousness of environmental problems is exaggerated today.*
 - *The environmental movement is a passing fad.*
 - *The impact that our society has on the environment is so severe that there is very little that individuals can do about it.*
- However, in comparison to the national findings, respondents in both phases were significantly more likely to have provided a top-two box agreement rating on:
 - *An environmentally friendly lifestyle is good for one’s health.*
 - *I have recently been paying more attention to news stories about the environment.*
- While top-two box ratings provided by pre-phase respondents were similar to the national trend for *I feel guilty about the impact that I have on the environment*, those in the post-phase scored this significantly higher than the national statistic.

Environmental Perceptions – National Comparison (Top-Two Box)

	Phase		Green-dex™ (2009-10)
	Pre	Post	
Bases:	400	400	1,000
An environmentally friendly lifestyle is good for one’s health. (2009 Greendex™)	81%	82%	67%
I have recently been paying more attention to news stories about the environment.	55%	59%	36%
The seriousness of environmental problems is exaggerated today.	26%	27%	25%
I feel guilty about the impact that I have on the environment.	26%	31%	23%
The environmental movement is a passing fad. (2009 Greendex™)	17%	13%	15%
The impact that our society has on the environment is so severe that there is very little that individuals can do about it.	13%	12%	15%

 Statistically greater than 

Top Line Summary

Respondent Profile

The following tables display the respondent profiles for each of the respective phases included in this study.

Demographic Information

	Phase	
	Pre	Post
Bases:	400	400
Gender		
Male	42.8%	39.8%
Female	56.5%	60.2%
Age		
18-29 years	18.0%	17.5%
30-39 years	10.2%	12.2%
40-49 years	16.2%	16.5%
50-59 years	22.0%	22.8%
60-69 years	22.2%	24.2%
70+ years	11.0%	6.8%
Education		
Less than college	34.0%	34.0%
College graduate	31.5%	36.2%
Post-graduate degree	34.2%	29.5%
Employment		
(Net) Employed	63.2%	69.2%
<i>Employed full-time</i>	41.0%	49.2%
<i>Employed part-time</i>	15.5%	12.5%
<i>Self-employed</i>	6.8%	7.5%
Unemployed	10.2%	11.5%
Retired	26.2%	19.0%
Race/Ethnicity		
Caucasian/White (non-Hispanic)	90.2%	93.0%
(Net) Other	8.5%	5.8%
<i>Asian/Pacific Islander</i>	4.2%	2.0%
<i>African-American/Black (non-Hispanic)</i>	3.0%	2.5%

Household Information

	Phase	
	Pre	Post
Bases:	400	400
Children in Household		
Yes	23.0%	26.5%
No	76.2%	70.8%
Household Income		
Less than \$50,000	29.2%	30.8%
\$50,000-\$74,999	21.5%	26.8%
\$75,000-\$99,999	15.0%	15.5%
\$100,000 or more	25.8%	21.5%
Lived in the Pittsburgh Area		
(Net) Less than 15 years	18.8%	16.8%
<i>Less than 3 years</i>	<i>5.7%</i>	<i>1.4%</i>
<i>3-5 years</i>	<i>7.0%</i>	<i>6.8%</i>
<i>6-15 years</i>	<i>6.0%</i>	<i>8.5%</i>
15 years or more	81.2%	83.2%
County of Residence		
Allegheny County, PA	80.5%	84.0%
(Net) Other	17.2%	14.8%
<i>Washington County, PA</i>	<i>7.2%</i>	<i>4.8%</i>
<i>Beaver County, PA</i>	<i>5.2%</i>	<i>4.8%</i>
<i>Butler County, PA</i>	<i>2.2%</i>	<i>1.5%</i>
<i>Westmoreland County, PA</i>	<i>1.8%</i>	<i>3.5%</i>



Appendix – Questionnaire

**Pittsburgh World Environment Day Partnership
Regional Environmental Study – Post Phase Additions
(Campos Job #10-170)**

Email Subject: World Environment Day Survey

Email Body: Hello [INSERT NAME, when possible],

On behalf of the Pittsburgh World Environment Day Partnership, Campos Inc is conducting a study among residents of Southwestern Pennsylvania and would like to include your input. The purpose of the study is to gain a better understanding of peoples' perceptions and behaviors that have an impact on the environment.

The survey should take no longer than 15 minutes of your time to complete, and your participation would be greatly appreciated.

To access the survey, simply copy and paste the link below into your web browser. [INSERT SURVEY URL]

***Programmer Note: QS1 is only to be included in the "OPEN" survey.**

*S1. How did you receive/discover the link to complete this survey?

- E-mail..... 1
- WallsAreBad.com 2
- PopCity.com 3
- PittsburghToday.org 4
- PittsburghWED.com..... 5
- Sustainable Pittsburgh 3E Links 6
- Green Building Alliance (GBA)..... 8
- The New Pittsburgh Collaborative (NPC)..... 9
- Other..... 7

****Programmer Note: While included for both, QS2's [TERMINATE] is only to be enforced in the "PASSWORD" survey.**

S2. How long have you lived in the Pittsburgh Area?

- Less than a year 1
- 1 to 2 years 2
- 3 to 5 years 3
- 6 to 15 years 4
- 15 years or more..... 5
- I do not live in Pittsburgh..... 6 **TERMINATE****

ENVIRONMENTAL PERCEPTIONS:

Q1. How would you rate your level of concern for the environment both regionally and globally?

Programmer Note: Rating scale of 1 to 5, where 1=*not at all concerned*, 3=*somewhat concerned* and 5=*extremely concerned*.

- a. Regional environment
- b. Global environment

Q2. Please indicate to what level you *agree* or *disagree* with each of the following statements?

Programmer Note: Rating scale of 1 to 5, where 1=*Strongly disagree*, 3=*Neither agree nor disagree* and 5=*Strongly agree*.

(ROTATE ORDER of STATEMENTS)

- a. The environmental movement is a passing fad.
- b. An environmentally friendly lifestyle is good for one's health.
- c. The seriousness of environmental problems is exaggerated today.
- d. I have recently been paying more attention to news stories about the environment.
- e. The impact that our society has on the environment is so severe that there is very little that individuals can do about it.
- f. I feel guilty about the impact that I have on the environment.
- g. I wish there were more activities or events that involved environmental education in the Pittsburgh area.
- h. Climate change will not be a problem for people in future generations.
- i. Global warming is real.

Q3. Compared to other cities, environmental consciousness among the residents of the Pittsburgh area is.....

- Above average..... 1
- Average 2
- Below average 3
- Don't know 4

Q4. Compared to other cities, the environmental efforts being made by organizations, industry, and government in the Pittsburgh area are.....

- Above average..... 1
- Average 2
- Below average 3
- Don't know 4

ENVIRONMENTAL AWARENESS/KNOWLEDGE:

Q5. Are you aware of...?

Programmer Note: Answer Grid where, 1= Yes, I'm positive, 2=Not sure, I think so and 3=No, I have no idea.

(ROTATE ORDER of STATEMENTS)

- a. Which stream your surface water flows into
- b. Where your garbage ends up
- c. How the electricity you receive in your home is generated
- d. The source of your drinking/tap water
- e. Where/how to recycle electronic items (i.e., computers, mobile phones, batteries, etc.)

Q6. Which of the following resources is renewable? Is it...

- Oil. 1
- Natural gas. 2
- Trees..... 3
- Coal 4
- Don't know 5

Q7. How is most of the electricity in the U.S. generated? Is it...

- By burning oil, coal, and wood. 1
- With nuclear power. 2
- Through solar energy..... 3
- At hydro electric power plants..... 4
- Don't know 5

Q8. What is the most common cause of pollution of streams, rivers, and oceans? Is it...

- Dumping of garbage by cities 1
- Surface water running off yards, city streets, farms, etc. 2
- Trash washed into the ocean from beaches. 3
- Waste dumped by factories 4
- Don't know 5

Q9. Where does most of the garbage in the U.S. end up? Is it...

- Oceans 1
- Incinerators 2
- Recycling centers 3
- Landfills..... 4
- Don't know 5

Q10. Carbon monoxide is a major contributor to air pollution in the U.S. Which of the following is the biggest source of carbon monoxide? Is it...

- Factories and businesses 1
- People breathing..... 2
- Motor Vehicles 3
- Trees..... 4
- Don't know 5

Q11. Which of the following are ways to help combat global warming?

Select All That Apply

- Fixing leaky faucets 1
- Turning off lights/electronics when not in use 2
- Using public transportation/carpooling 3
- Purchasing carbon credits/offsets 4
- Don't know 5

ENVIRONMENTAL BEHAVIORS:

Q12. For which, if any, of the following reasons do you feel pressure to make more environmentally responsible decisions/choices?

Select All That Apply

- I personally think it is necessary for future generations 1
- Peer pressure from friends/family 2
- Peer pressure from the general public/media 3
- To attract new business/impress potential clients 4
- To meet employer expectations/appease superiors 5
- None, I don't feel any pressure 6

Q13. How often, if at all, do you perform each of the following actions?

Programmer Note: Answer Grid where, 1=Never, 2=Sometimes and 3=Always.

(ROTATE ORDER of STATEMENTS)

- a. Purchase products specifically because they are environmentally friendly
- b. Use public transportation or carpool
- c. Recycle electronic items (i.e., computers, mobile phones, batteries, etc.)
- d. Recycle/conserve water
- e. Recycle everyday materials (i.e., metal, plastic, glass, paper etc.)
- f. Compost bio-degradable materials
- g. Turn off lights/electronics when not in use

Q14. Is public transportation available to you?
 Yes 1
 No 2
 Don't know 3

Q15. Does your community offer recycling pick-up?
 Yes 1
 Yes, but only of certain items 2
 No 3
 Don't know 4

Q16. Do you volunteer or donate money to an environmental organization?
 Yes 1
 No 2

Q17. How important is a particular political candidate/parties stance/support for environment issues/programs when you're choosing who to vote for?

Programmer Note: Rating scale of 1 to 5, where 1=not at all important, 3=somewhat important, and 5=extremely important.

Q26. Have you seen or heard anything about any events or initiatives related to World Environment Day – Pittsburgh 2010?
 Yes 1
 No 2 **SKIP TO Q18**
 Don't know 3 **SKIP TO Q18**

Q26a. Did you attend one or more of the World Environment Day events that took place in Pittsburgh?
 Yes 1
 No 2 **SKIP TO Q26c**
 Don't know 3 **SKIP TO Q26c**

Programmer Note: Program Q26b as "Not Required"

Q26b. Which one(s)?

Q26c. How much, if at all, did World Environment Day raise your level of awareness and/or concern with respect to:

Programmer Note: Rating scale of 1 to 5, where 1=not at all, 3=somewhat, and 5=significantly. DK = 6.

- a. Your actions and their affect on the environment
- b. Organization, industry, and government actions and their affect on the environment

Q26d. As a result of World Environment Day, how much more likely, if at all, are you to:

Programmer Note: Rating scale of 1 to 5, where 1=*not at all*, 3=*somewhat*, and 5=*significantly*. DK = 6.

- a. Personally make changes that will decrease the environmental impact of your actions
- b. Support organizations, industries, and government that are making changes to decrease the environmental impact of their actions

Programmer Note: Program Q18–Q25 as “Not Required”; however, do not indicate this in the survey.

Q18. Gender:

- Male 1
- Female 2

Q19. Which of the following categories contains your age?

- 18–29 1
- 30–39 2
- 40–49 3
- 50–59 4
- 60–69 5
- 70–79 6
- 80 or older 7

Q20. Do you have children in the household in the following age categories?

Select All That Apply

- Under 6 years of age 1
- 6-12 years of age 2
- 13-15 years of age 3
- 16-18 years of age 4
- No children in the household 5

Q21. What is your ZIP code? _____

Q21a. Which county do you currently live in?

- Allegheny County, PA 1
- Armstrong County, PA 2
- Beaver County, PA 3
- Butler County, PA 4
- Fayette County, PA 5
- Greene County, PA 6
- Lawrence County, PA 7
- Washington County, PA 8
- Westmoreland County, PA 9
- Other (Specify) 10

- Q22. What is the highest level of education that you have completed?
- Less than high school 1
 - High school graduate 2
 - Technical/Trade School 3
 - Some college 4
 - College graduate 5
 - Post graduate degree/studies 6
- Q23. Which of the following best describes your current employment situation?
- Employed full-time 1
 - Employed part-time..... 2
 - Self-employed..... 3
 - Unemployed..... 4
 - Retired 5
- Q24. Which of the following categories contains your annual household income?
- Less than \$50,000 1
 - \$50,000 to \$75,000 2
 - \$75,000 to \$100,000 3
 - \$100,000 or more 4
- Q25. Which of the following best represents your race/ethnicity?
- Caucasian/White (non-Hispanic) 1
 - African-American/Black (non-Hispanic) 2
 - Hispanic/Latino 3
 - Asian/Pacific Islander..... 4
 - Native American/American Indian/Alaska Native 6
 - Other _____ 5

***Programmer Note: QSUBMIT is only to be included in the “OPEN” survey.**

QSUBMIT:

That completes all the questions in our survey.

On behalf of the Pittsburgh World Environment Day Partnership, we thank you for your time and cooperation!

To submit your responses simply “click” the **[NEXT]** button at the bottom of the page.

If you would happen to know anyone else who would be interested in participating, you can direct them to the survey using the following link:

<http://WED.campos.com>

CLOSING:

Thank you again for your time and cooperation!