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# Institute for Public Policy & Civic Engagement Nationwide Survey



Report of Findings

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## Our Story

Sacred Heart University's Institute for Public Policy & Civic Engagement and GreatBlue Research partner to research salient issues facing the United States. This collaboration combines the academic excellence of a top-rated private University and the research design, analysis and reporting expertise of GreatBlue Research.

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# Areas of Investigation

The Sacred Heart University Institute for Public Policy & Civic Engagement leveraged a quantitative research approach to address the following areas of investigation:

- Awareness of Healthcare Sustainability, Corporate Sustainability, Environmental Sustainability, Sustainable Education, and Social Justice
- Personal alignment with Sacred Heart University's definition for each sustainability concept
- Perceived importance and benefit of each sustainability concept
- Perceived impact on society and the community
- Demographic profile of respondents



# Research Methodology Snapshot

Methodology Digital survey*	No. of Completes 1,500	No. of Questions 33*	Sample Procured by GreatBlue
Target Nationwide residents	Margin of Error +/- 2.53%	Confidence Level 95%	Research Dates November 14 - 23, 2022

\* Supervisory personnel, in addition to computer-aided interviewing platforms, ensure the integrity of the data is accurate.

\*\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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71.5%  
would still purchase  
at an increased  
price point

8.9%

5.4%

2.8%

0.0%

Negative Impact

Boomers

# SHU Institute for Public Policy & Civic Engagement

- ❖ When asked to rate their level of awareness for various sustainability initiatives, survey participants most frequently indicated being aware of (either “very aware” or “somewhat aware”):
  - ⦿ Social Justice :: 86.4%
  - ⦿ Environmental Sustainability :: 77.7%
  - ⦿ Sustainable Education :: 64.1%
  - ⦿ Healthcare Sustainability :: 61.2%
  - ⦿ Corporate Sustainability :: 58.9%
- ❖ When asked to rate how important each sustainability initiative is to them, survey participants most frequently indicated the importance of (either “very important” or “somewhat important”):
  - ⦿ Healthcare Sustainability :: 91.1%
  - ⦿ Environmental Sustainability :: 88.9%
  - ⦿ Social Justice :: 88.2%
  - ⦿ Sustainable Education :: 84.5%
  - ⦿ Corporate Sustainability :: 76.6%
- ❖ When asked to rate each sustainability initiative on its perceived benefit to the community, survey participants most frequently reported the perceived benefit of (either “very beneficial” or “somewhat beneficial”):
  - ⦿ Healthcare Sustainability :: 92.9%
  - ⦿ Environmental Sustainability :: 91.3%
  - ⦿ Social Justice :: 89.1%
  - ⦿ Sustainable Education :: 88.4%
  - ⦿ Corporate Sustainability :: 86.6%



# SHU Institute for Public Policy & Civic Engagement

- ❖ Nearly three-fifths of respondents (58.1%) ranked “improving patient outcomes” as the most important aspect of healthcare sustainability, followed by “improving health outcomes of marginalized populations” (18.0%).
- ❖ Nearly one-half of respondents (48.0%) ranked “ethical business practices” as the most important aspect of corporate sustainability, followed by “responsible economic development” (18.3%).
- ❖ Nearly one-third of respondents (31.7%) ranked “protecting drinking water” as the most important aspect of environmental sustainability, followed by “increasing renewable resources” (26.1%).
- ❖ More than one-quarter of respondents (25.4%) ranked “impact on the environment” as the most important aspect of sustainable education, followed by “science” (23.1%).
- ❖ More than one-third of respondents (34.1%) ranked “social equity for unrepresented or underrepresented racial and ethnic populations” as the most important aspect of social justice, followed by “economic well-being” (19.6%).
- ❖ When presented with the five (5) sustainability initiatives and asked to rank them in the order they believe will have the most beneficial impact on society, more than one-third of participants (34.0%) ranked “healthcare sustainability” as the most important characteristic, followed by “environmental sustainability” (26.5%).

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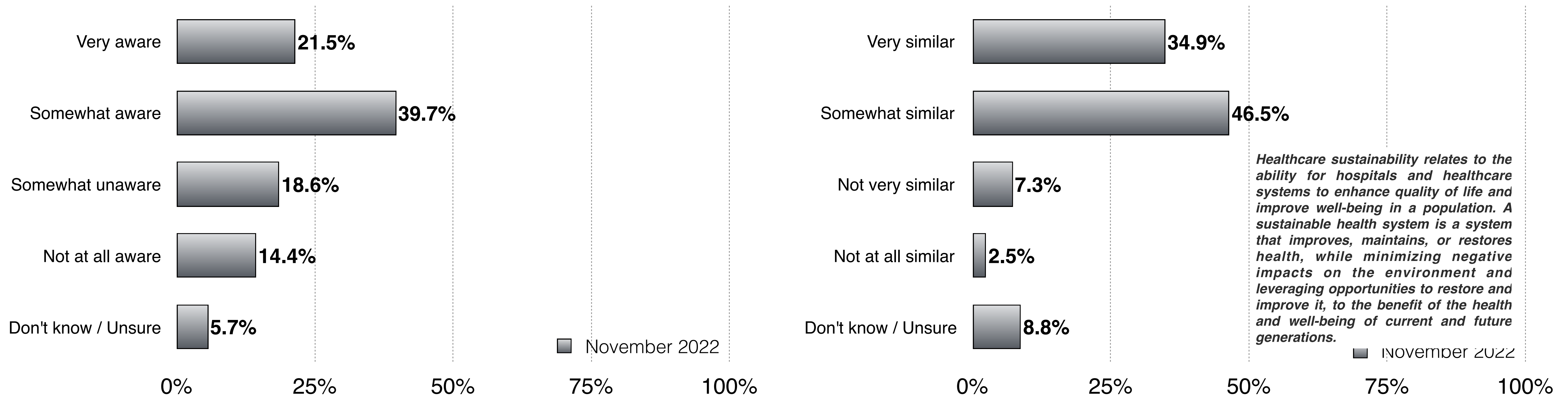
Boomers



# Healthcare Sustainability

Over three-fifths of respondents (61.2%) are either "very aware" (21.5%) or "somewhat aware" (39.7%) of the term "healthcare sustainability." When respondents were presented with Sacred Heart University's definition of "healthcare sustainability," over four-fifths of nationwide participants (81.4%) indicated the University's definition is "very similar" (34.9%) or "somewhat similar" (46.5%) to their own definition.

- 64.1% of men indicated being aware of the term "healthcare sustainability" compared to 58.6% of women.
- 68.7% of those making \$80,000 - \$99,999 indicated being aware of the term "healthcare sustainability" compared to 56.6% of those earning less than \$20,000.



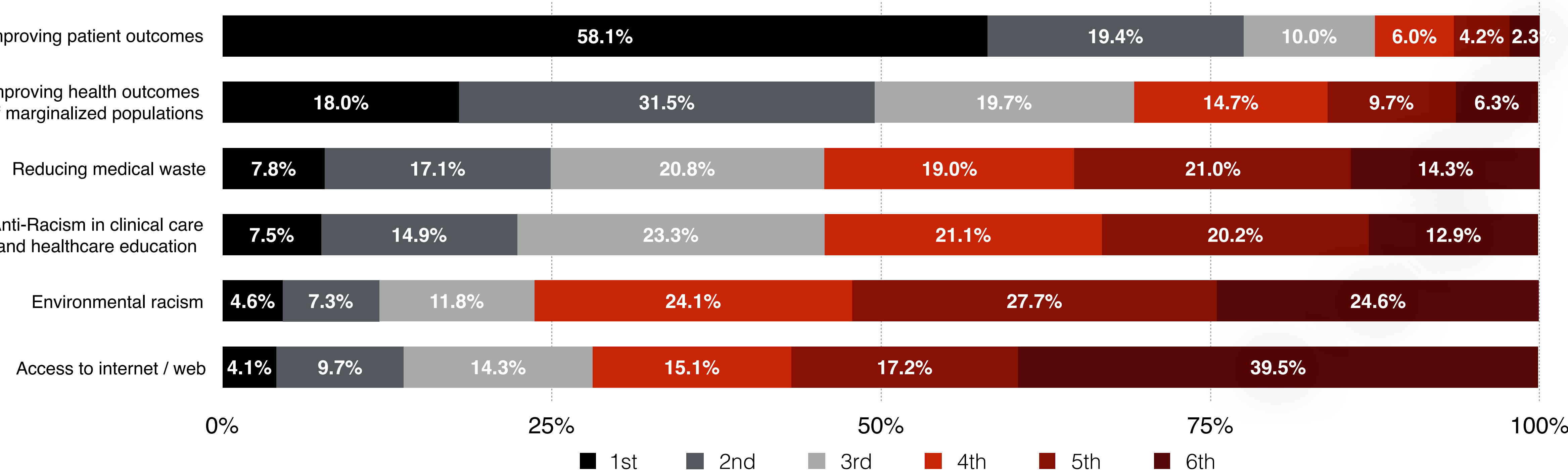
**Q** How would you rate your level of awareness for the term **healthcare sustainability**?

**Q** After reading the statement above, how similar would you say the statement is with your definition of **healthcare sustainability**?

# Healthcare Sustainability, cont.

When asked to rank various aspects of healthcare sustainability in order of importance, nearly three-fifths of respondents (58.1%) ranked “improving patient outcomes” as the most important characteristic, followed by “improving health outcomes of marginalized populations” (18.0%).

- ❖ 77.3% of those age 65 or older ranked “improving patient outcomes” #1 in importance compared to 49.2% of those ages 18-34.
- ❖ 62.4% of those earning \$100,000 or more ranked “improving patient outcomes” #1 in importance compared to 52.5% of those earning less than \$20,000.
- ❖ 21.0% of those age 18-34 ranked “improving health outcomes of marginalized populations” #1 in importance compared to 10.4% of those ages 65 or older.



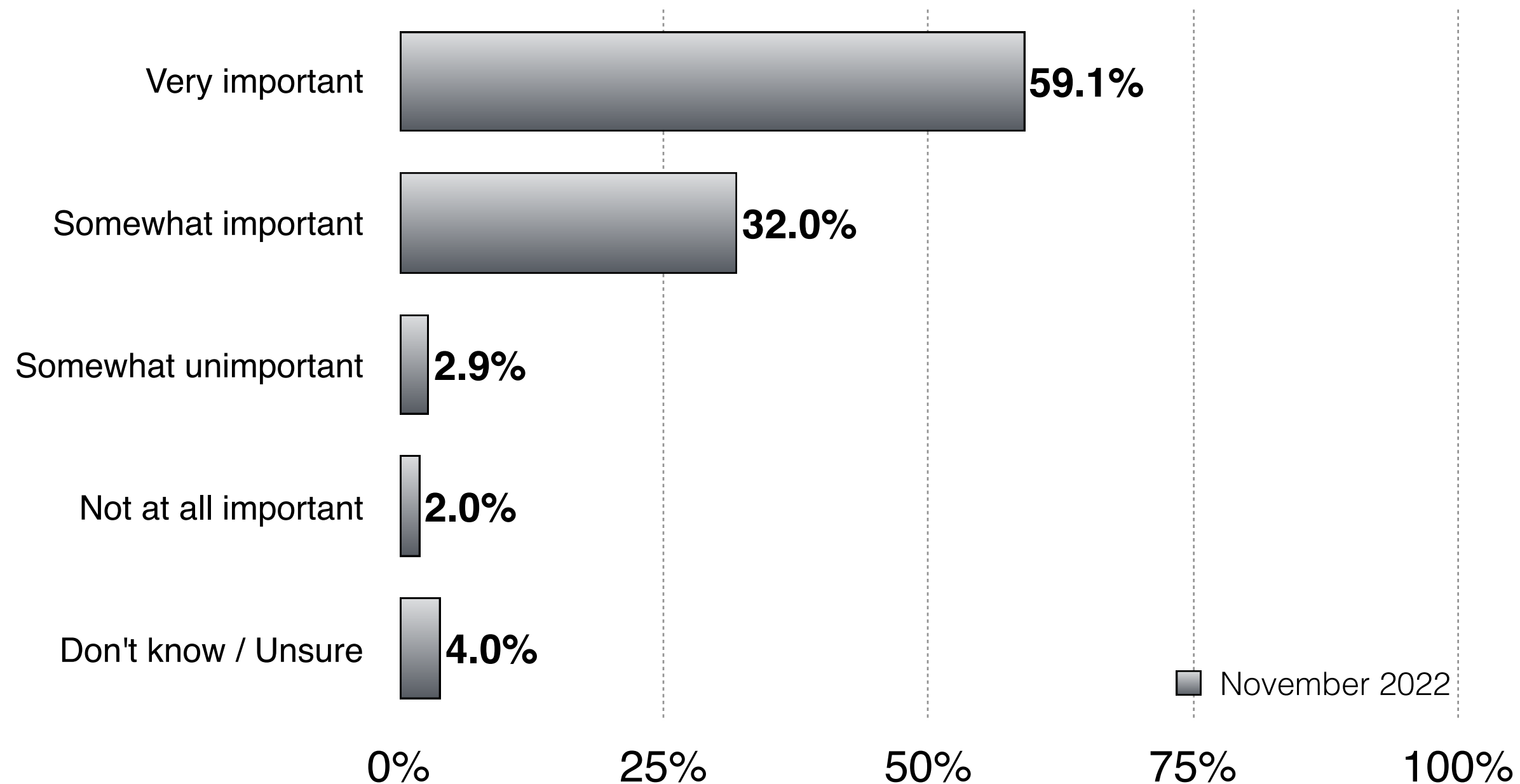
**Q** Please rank the following **healthcare sustainability** aspects in order of importance to you, where the top is the most important characteristic, and the bottom is the least important characteristic.



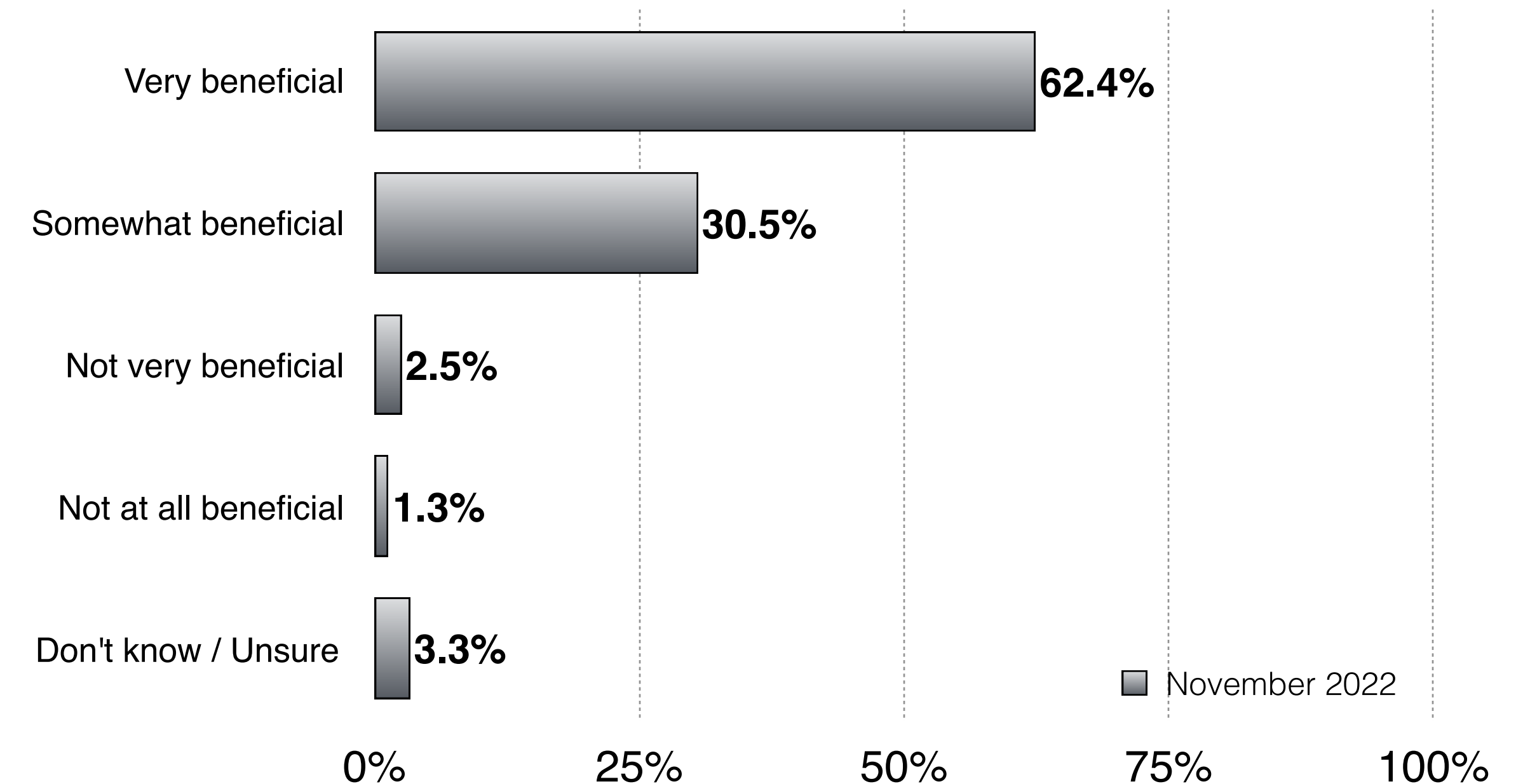
# Healthcare Sustainability, cont.

More than nine-out-of-ten participants (91.1%) reported "healthcare sustainability" is either "very important" (59.1%) or "somewhat important" (32.0%) to them. Further, a similar frequency of survey respondents (92.9%) indicated that improving "healthcare sustainability" would be "very beneficial" (62.4%) or "somewhat beneficial" (30.5%) to the community.

- ❖ 92.3% of those earning \$100,000 or more indicated "healthcare sustainability" is important to them compared to 82.4% of those earning less than \$20,000.
- ❖ 97.8% of Democrats reported "healthcare sustainability" would be beneficial to the community compared to 89.0% of Republicans.



**Q** How important is **healthcare sustainability** to you?  
Would you say...



**Q** By improving **healthcare sustainability**, what level of benefit  
do you think the community would experience?

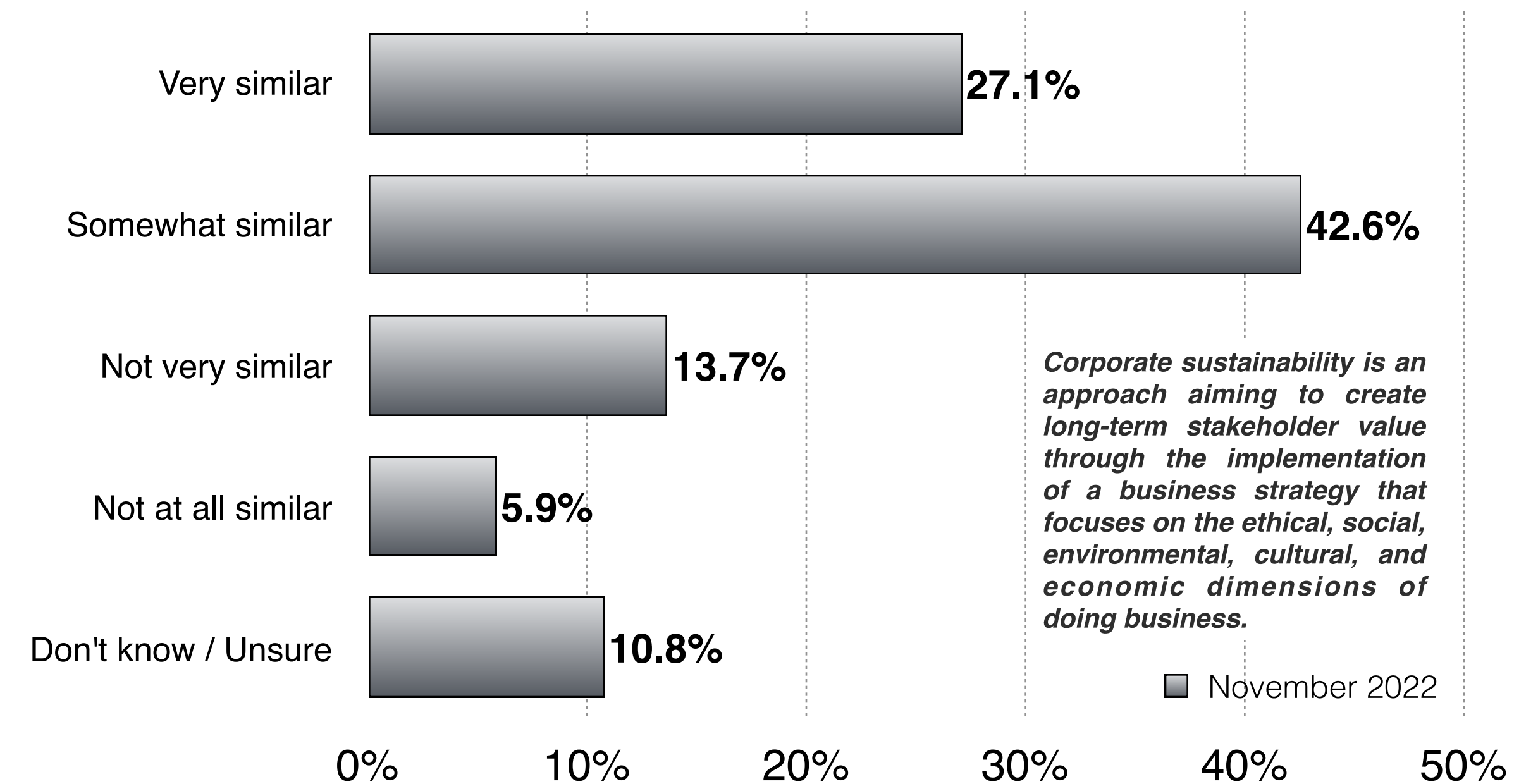
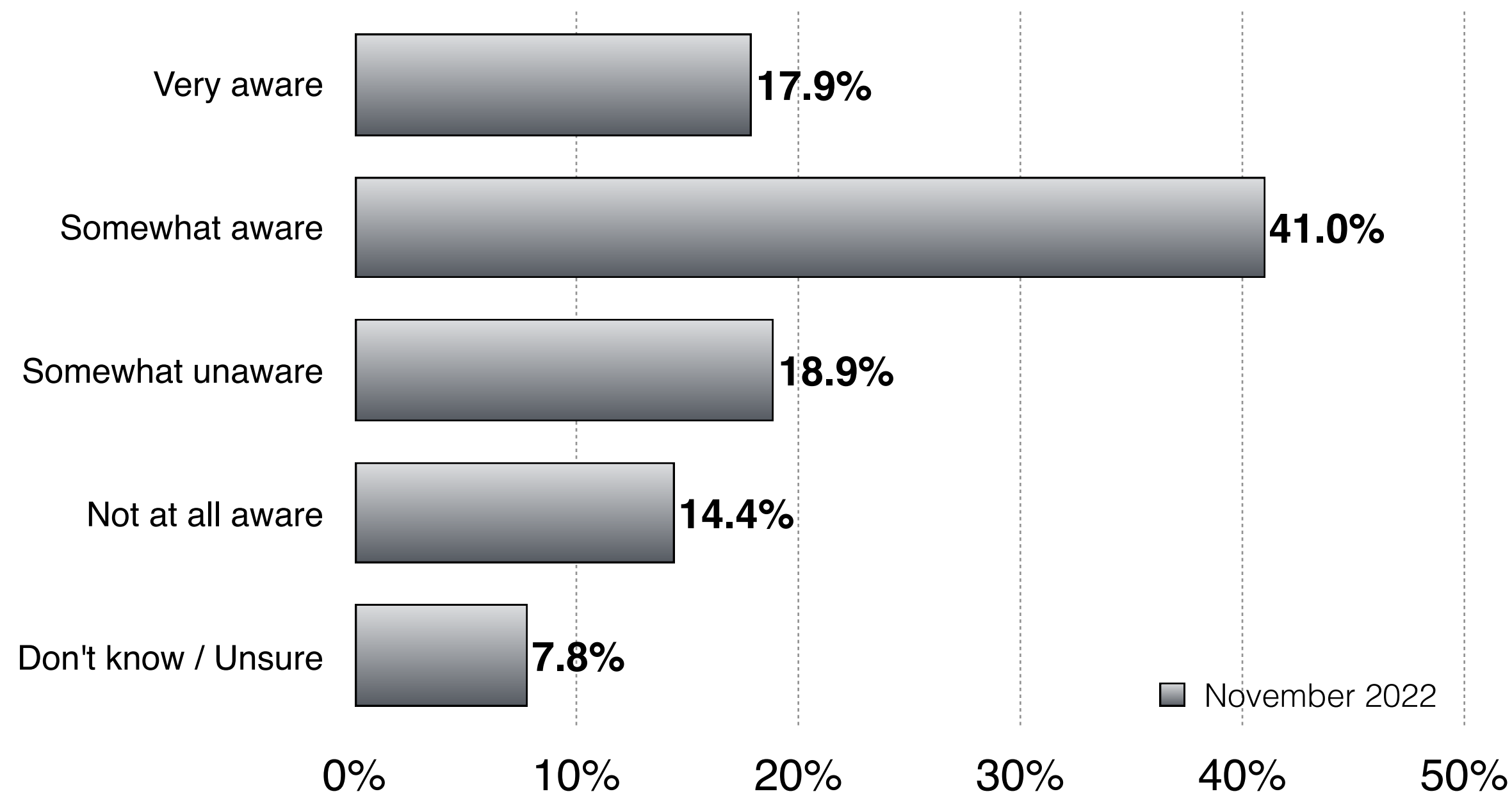
# Corporate Sustainability



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Nearly three-fifths of respondents (58.9%) indicate being either "very aware" (17.9%) or "somewhat aware" (41.0%) of the term "corporate sustainability." When respondents were presented with Sacred Heart University's definition of "corporate sustainability," more than two-thirds of nationwide participants (69.7%) indicated the University's definition is "very similar" (27.1%) or "somewhat similar" (42.6%) to their own definition.

- ❖ 64.8% of men indicated being aware of the term "corporate sustainability" compared to 53.3% of women.
- ❖ 67.8% of those ages 35-44 indicated being aware of the term "corporate sustainability" compared to 51.5% of those ages 65 or older.



*Corporate sustainability is an approach aiming to create long-term stakeholder value through the implementation of a business strategy that focuses on the ethical, social, environmental, cultural, and economic dimensions of doing business.*

**Q** How would you rate your level of awareness for the term **corporate sustainability**?

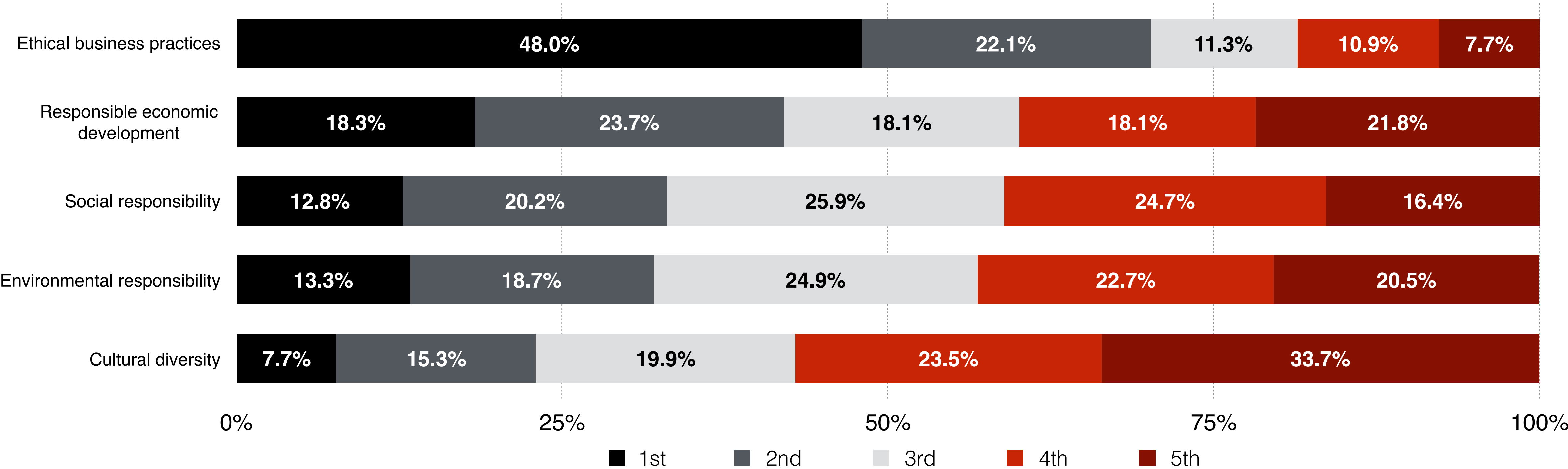
**Q** After reading the statement above, how similar would you say the statement is with your definition of **corporate sustainability**?



# Corporate Sustainability, cont.

When asked to rank various aspects of corporate sustainability in order of importance, nearly one-half of respondents (48.0%) ranked “ethical business practices” as the most important characteristic, followed by “responsible economic development” (18.3%).

- ❖ 55.9% of those age 65 or older ranked “ethical business practices” #1 in importance compared to 43.8% of those ages 35-44.
- ❖ 22.3% of Republicans ranked “responsible economic development” #1 in importance compared to 43.8% of Democrats.

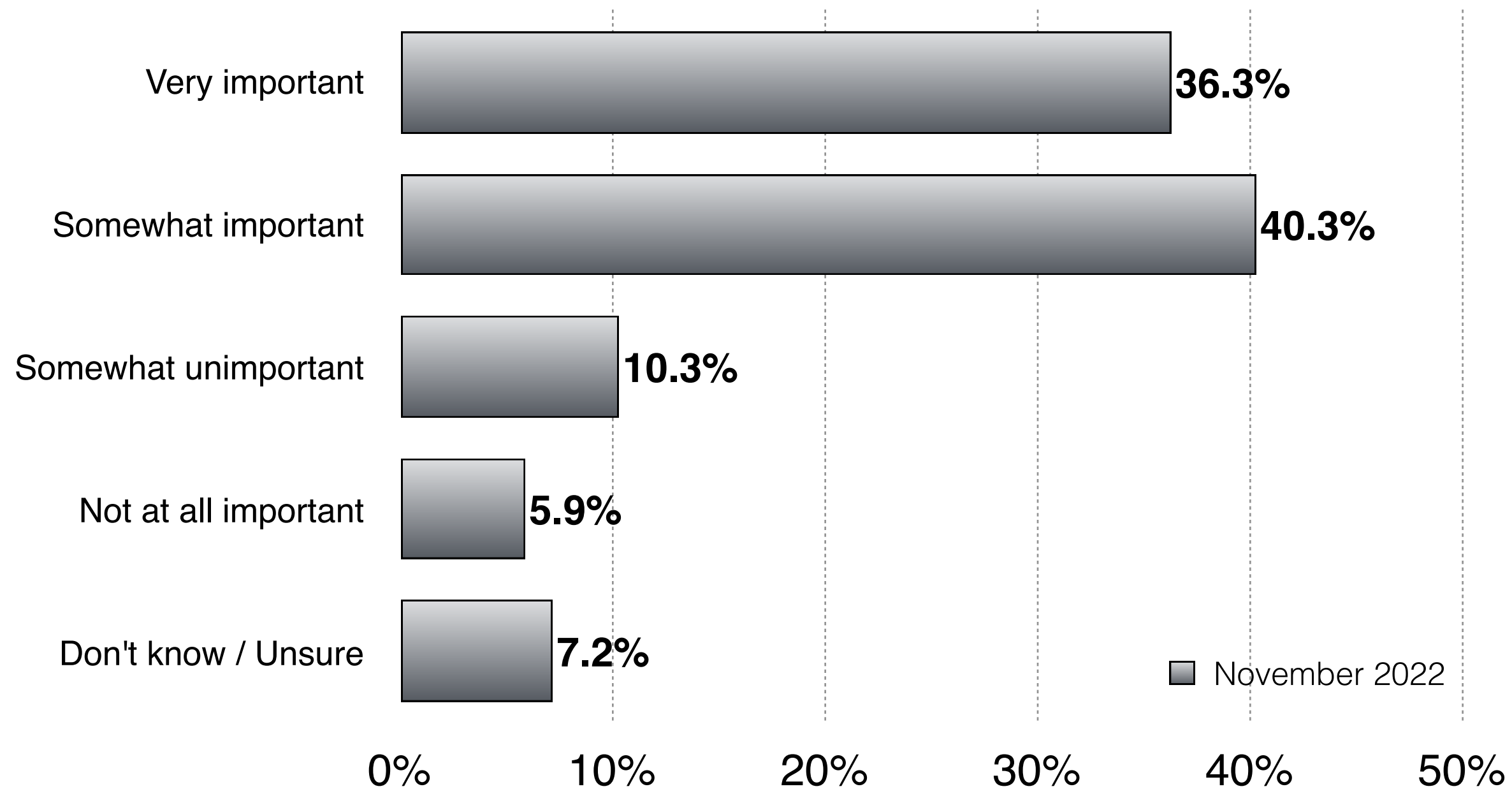


**Q** Please rank the following **corporate sustainability** aspects in order of importance to you, where the top is the most important characteristic, and the bottom is the least important characteristic.

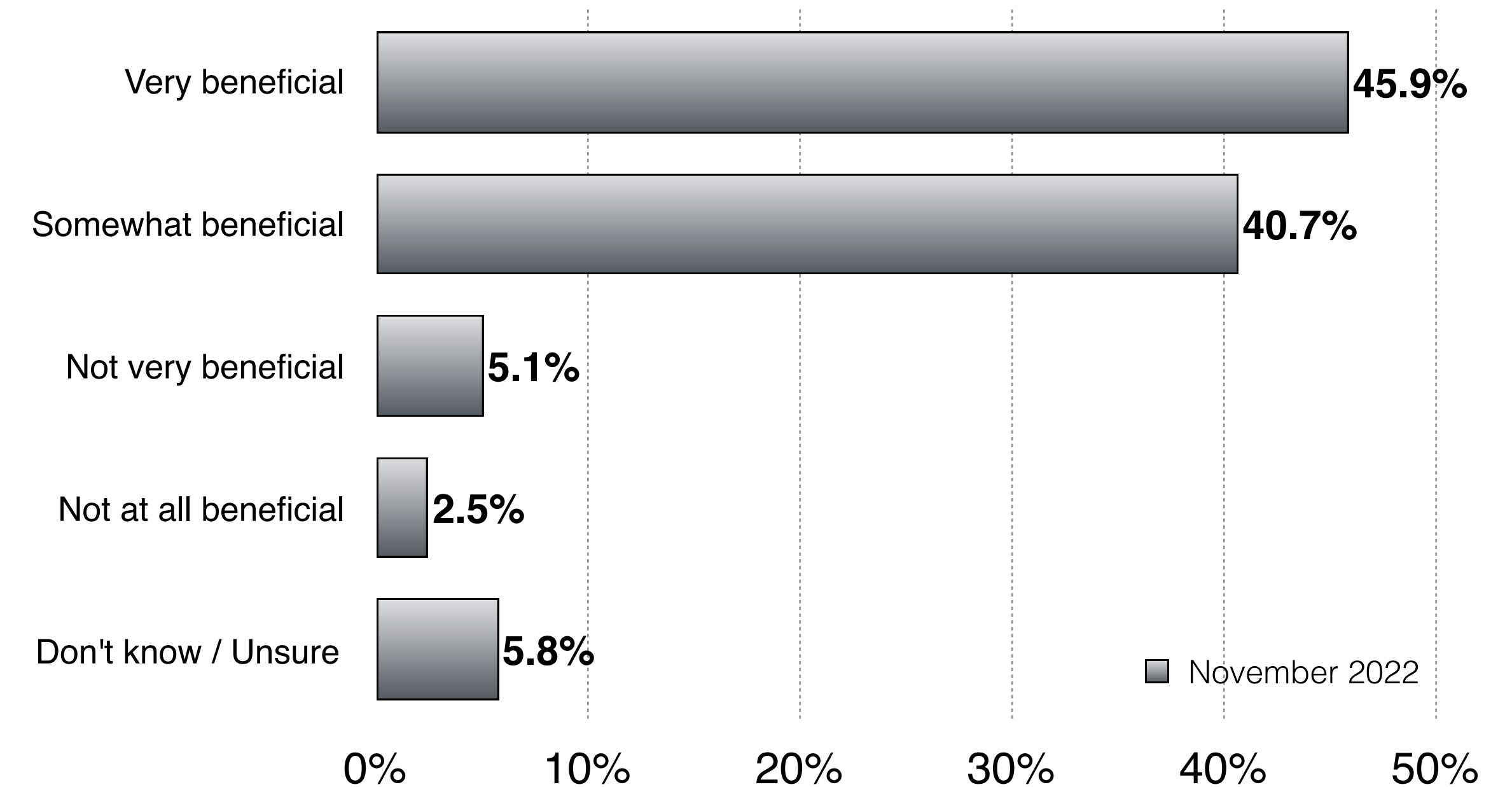
# Corporate Sustainability, cont.

More than three-quarters of participants (76.6%) reported "corporate sustainability" is either "very important" (36.3%) or "somewhat important" (40.3%) to them. Over four-fifths of respondents (86.6%) indicated improving "corporate sustainability" would be "very beneficial" (45.9%) or "somewhat beneficial" (40.7%) to the community.

- ❖ 85.8% of Democrats indicated "corporate sustainability" is important to them compared to 71.8% of Republicans.
- ❖ 84.2% of those earning \$100,000 or more indicated "corporate sustainability" is important to them compared to 70.1% of those earning less than \$20,000.
- ❖ 93.9% of Democrats indicated "corporate sustainability" is beneficial to the community compared to 82.5% of Republicans.



**Q** How important is **corporate sustainability** to you?  
Would you say...



**Q** By improving **corporate sustainability**, what level of benefit  
do you think the community would experience?



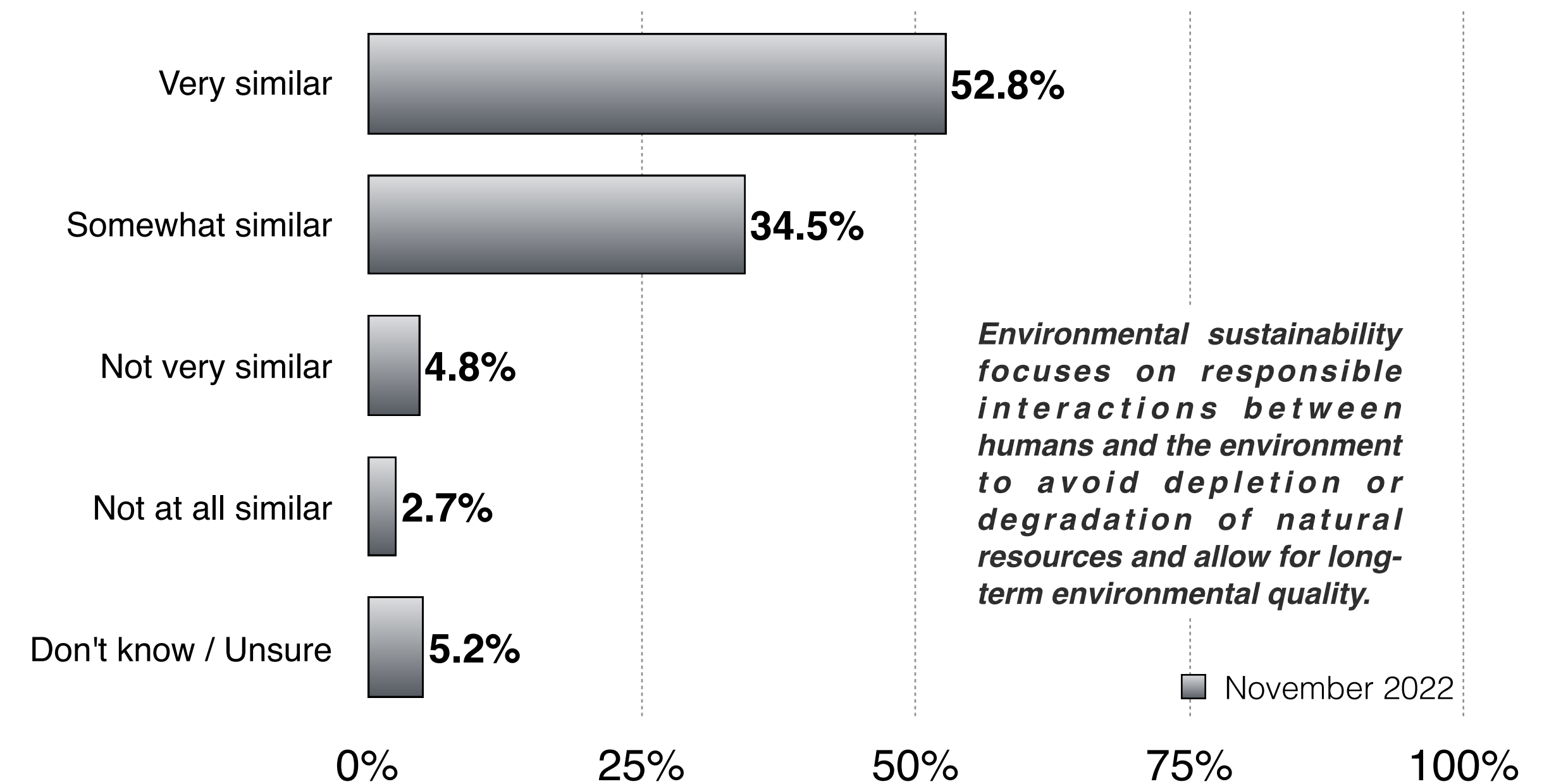
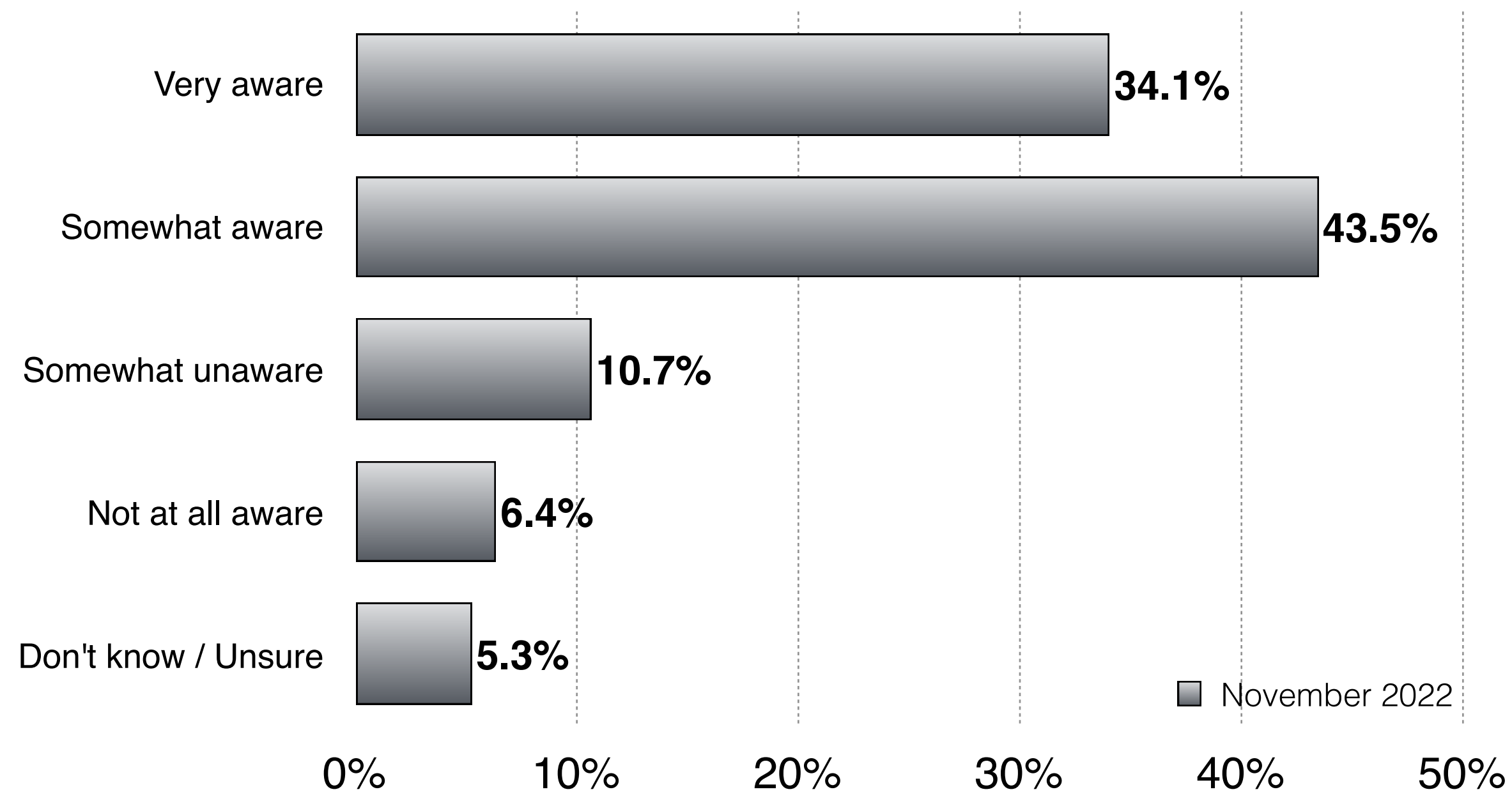
# Environmental Sustainability



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Over three-quarters of respondents (77.7%) are either "very aware" (34.1%) or "somewhat aware" (43.5%) of the term "environmental sustainability." When respondents were presented with Sacred Heart University's definition of "environmental sustainability," more than four-fifths of nationwide participants (87.3%) indicated SHU's definition is "very similar" (52.8%) or "somewhat similar" (34.5%) to their own definition.

- ❖ 81.8% of those ages 18-34 indicated being aware of the term "environmental sustainability" compared to 71.6% of those ages 65 or older.
- ❖ 83.2% of Democrats indicated being aware of the term "environmental sustainability" compared to 74.8% of Republicans.
- ❖ 85.5% of those earning \$100,000 or more indicated being aware of the term "environmental sustainability" compared to 70.6% of those earning \$20,000 - \$39,999.



*Environmental sustainability focuses on responsible interactions between humans and the environment to avoid depletion or degradation of natural resources and allow for long-term environmental quality.*

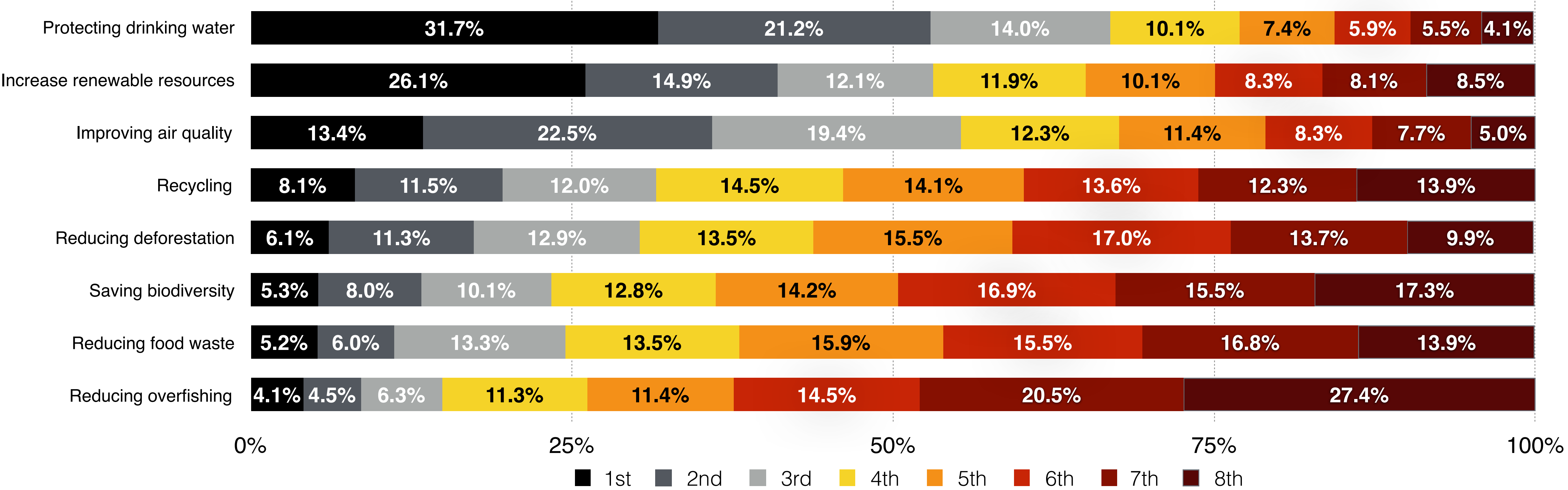
**Q** How would you rate your level of awareness for the term **environmental sustainability**?

**Q** After reading the statement above, how similar would you say the statement is with your definition of **environmental sustainability**?

# Environmental Sustainability, cont.

When asked to rank various aspects of environmental sustainability in order of importance, nearly one-third of respondents (31.7%) ranked “protecting drinking water” as the most important characteristic, followed by “increasing renewable resources” (26.1%).

- ❖ 34.2% of women ranked “protecting drinking water” #1 in importance compared to 28.7% of men.
- ❖ 34.8% of Republicans ranked “protecting drinking water” #1 in importance compared to 27.4% of Democrats.
- ❖ 29.5% of Democrats ranked “increasing renewable resources” #1 in importance compared to 22.5% of Republicans.



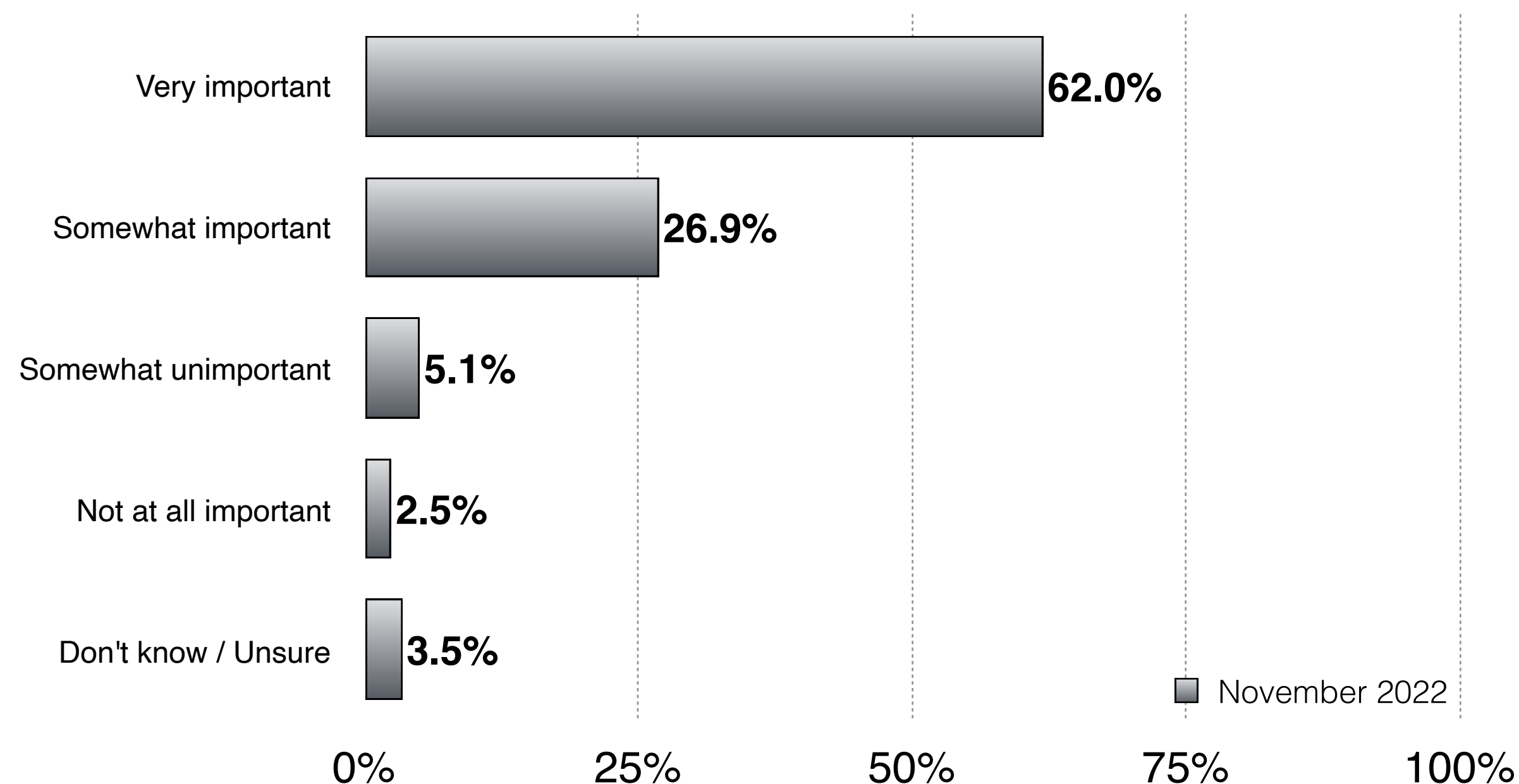
**Q** Please rank the following **environmental sustainability** aspects in order of importance to you, where the top is the most important characteristic, and the bottom is the least important characteristic.



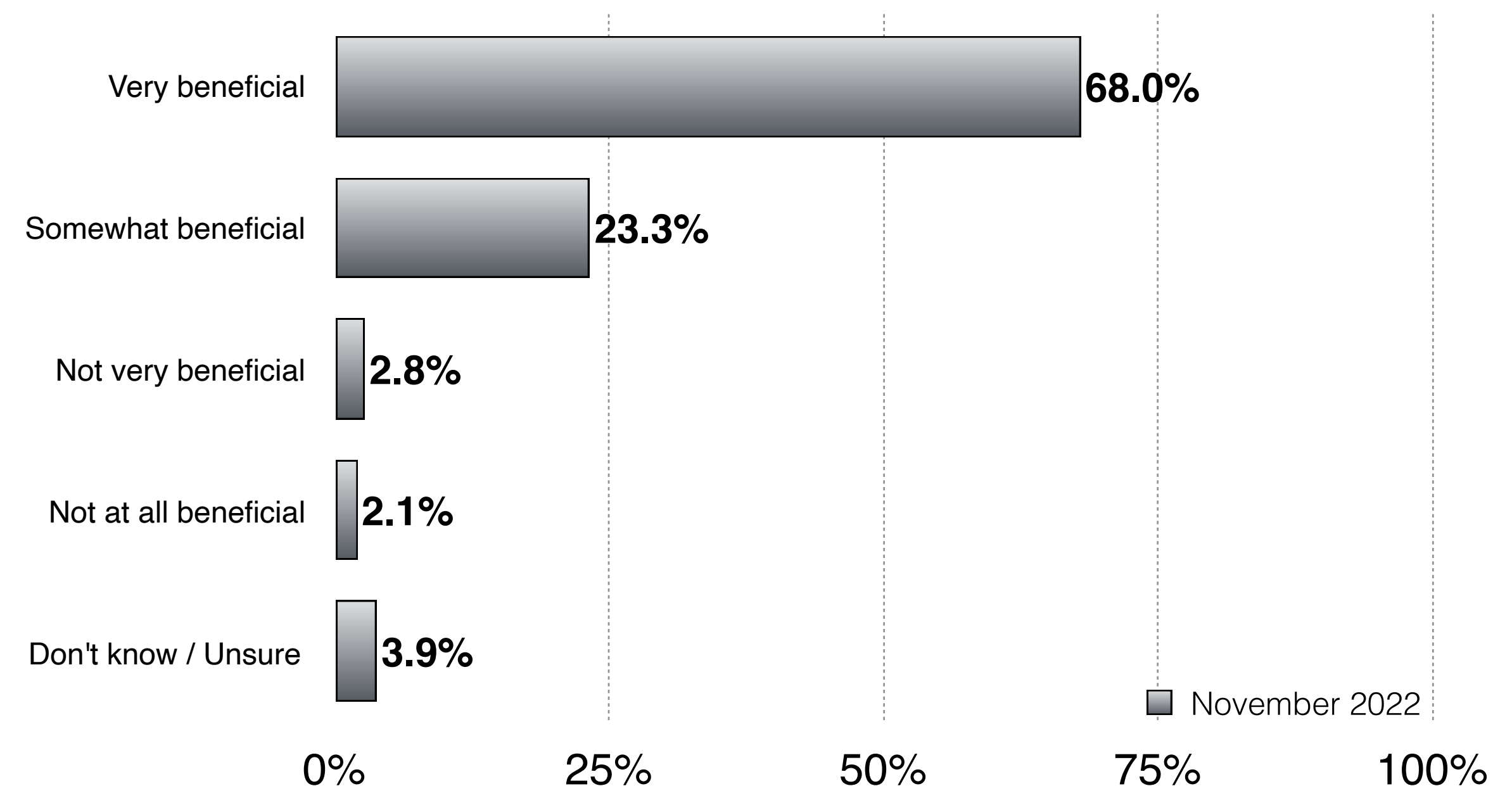
## Environmental Sustainability, cont.

Nearly nine-out-of-ten participants (88.9%) reported "environmental sustainability" is either "very important" (62.0%) or "somewhat important" (26.9%) to them. A similar frequency of respondents (91.3%) indicated that improving "environmental sustainability" would be "very beneficial" (68.0%) or "somewhat beneficial" (23.3%) to the community.

- ❖ 95.3% of Democrats indicated "environmental sustainability" is important to them compared to 83.8% of Republicans.
- ❖ 93.6% of those earning \$100,000 or more indicated "environmental sustainability" is important to them compared to 83.7% of those earning less than \$20,000.
- ❖ 96.2% of Democrats indicated "environmental sustainability" would be beneficial to the community compared to 87.0% of Republicans.
- ❖ 94.2% of those earning \$100,000 or more indicated "environmental sustainability" would be beneficial to the community compared to 86.0% of those earning less than \$20,000.



**Q** How important is **environmental sustainability** to you?  
Would you say...



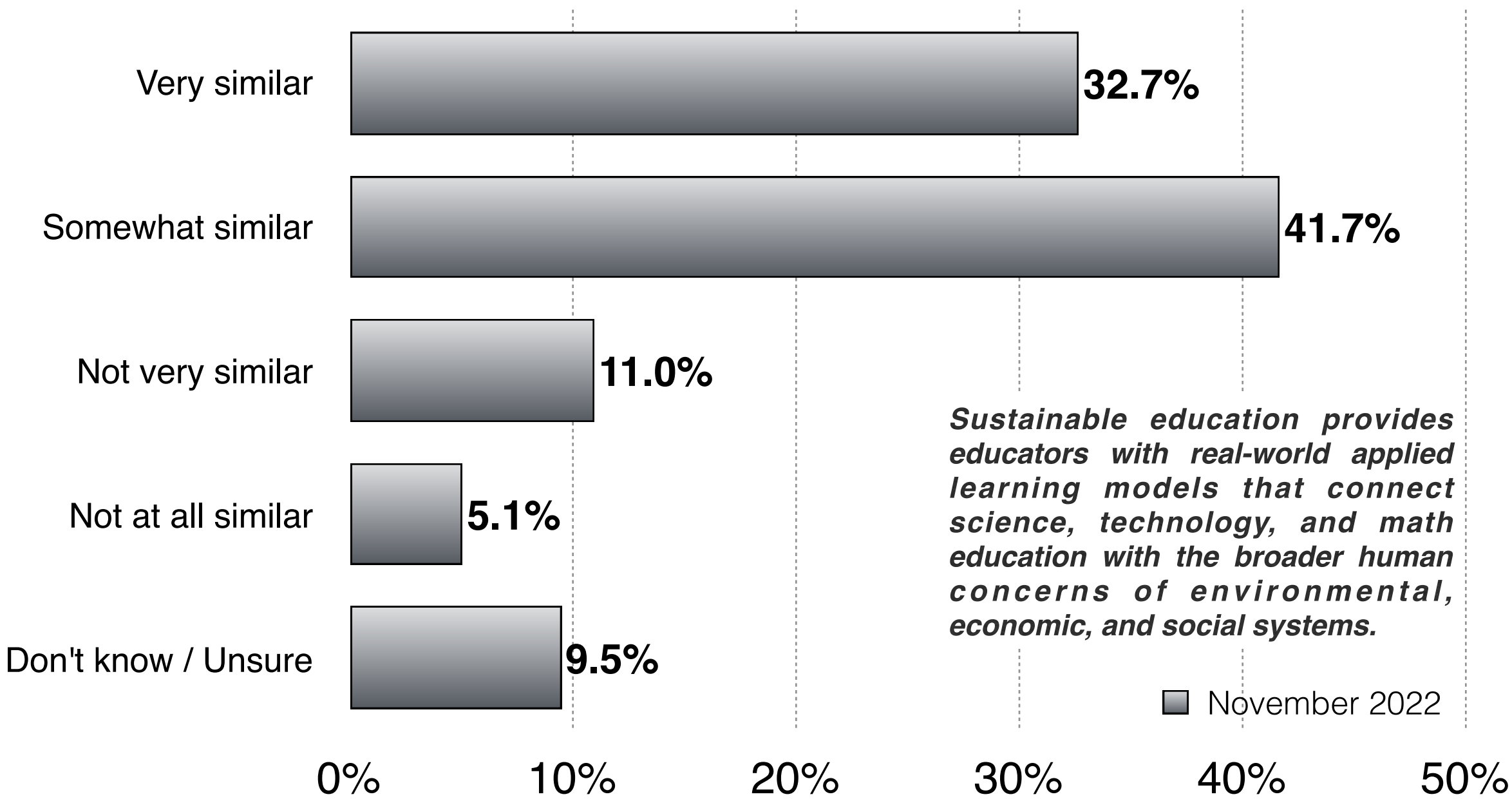
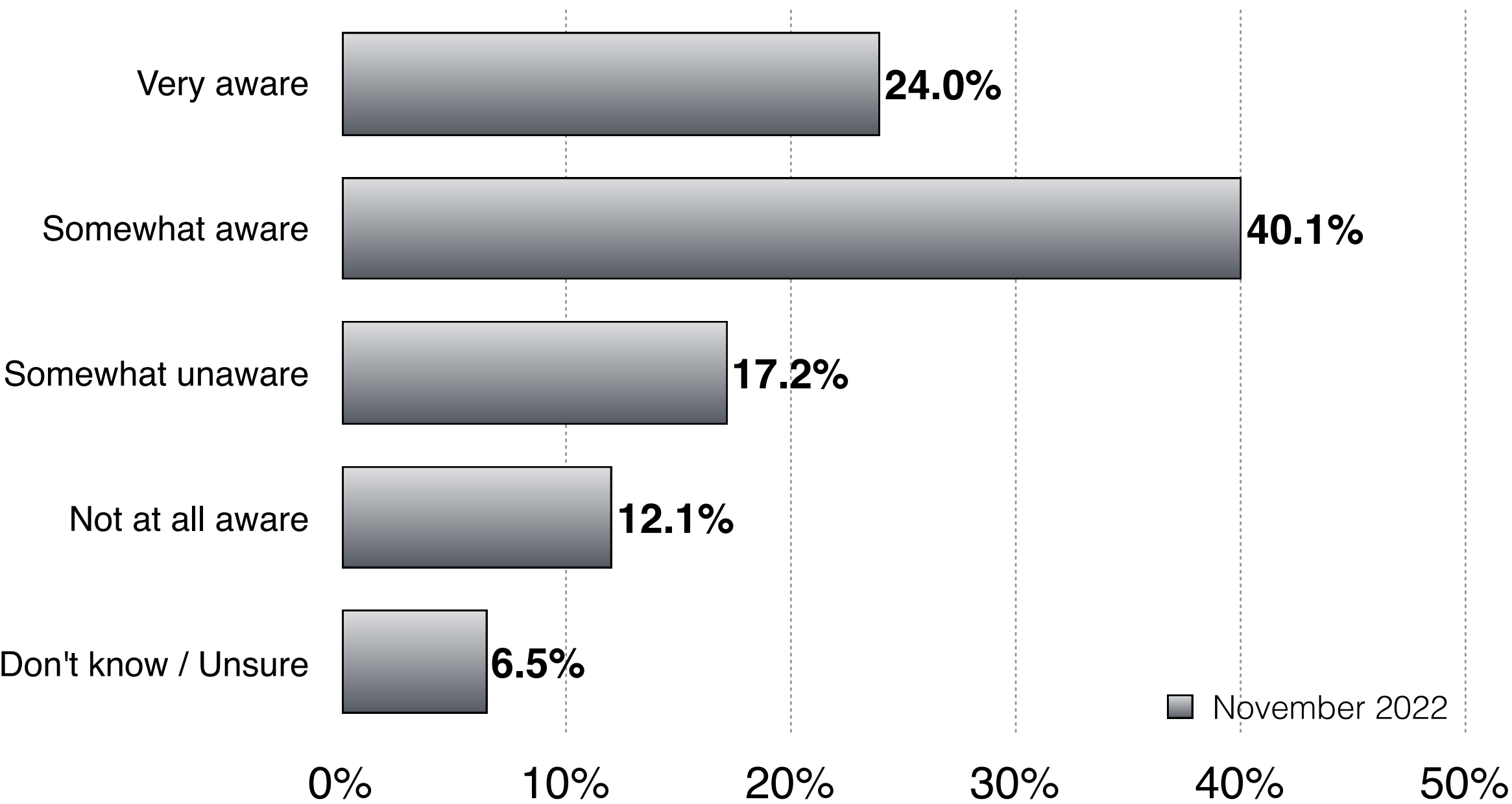
**Q** By improving **environmental sustainability**, what level of  
benefit do you think the community would experience?



# Sustainable Education

More than three-fifths of respondents (64.1%) are either "very aware" (24.0%) or "somewhat aware" (40.1%) of the term "sustainable education." When respondents were presented with Sacred Heart University's definition of "sustainable education," nearly three-quarters of nationwide participants (74.4%) indicated SHU's definition is "very similar" (32.7%) or "somewhat similar" (41.7%) to their own definition.

- ❖ 72.9% of those ages 18-34 indicated being aware of the term "sustainable education" compared to 49.2% of those ages 65 or older.
- ❖ Respondents living in the West region of the United States (58.4%) indicated being less aware of the term "sustainable education" compared to those living in the Northeast (65.0%), Midwest (65.3%) or South (67.6%).



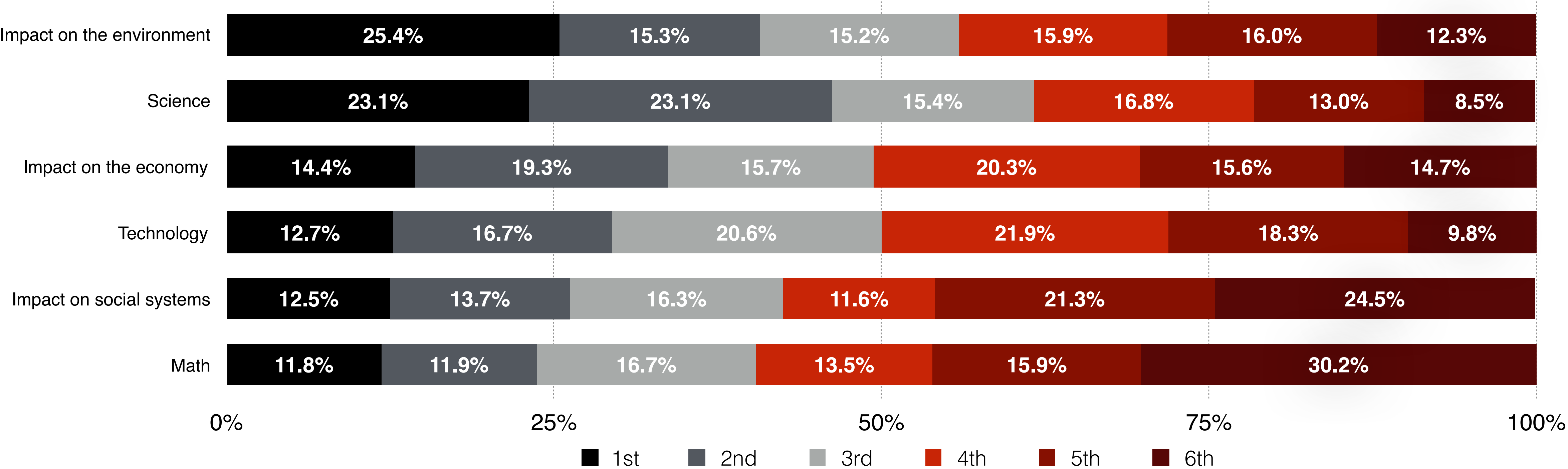
**Q** How would you rate your level of awareness for the term **sustainable education**?

**Q** After reading the statement above, how similar would you say the statement is with your definition of **sustainable education**?

# Sustainable Education, cont.

When asked to rank various aspects of sustainable education in order of importance, more than one-quarter of respondents (25.4%) ranked “impact on the environment” as the most important characteristic, followed by “science” (23.1%).

- ❖ 30.4% of women ranked “impact on the environment” #1 in importance compared to 20.2% of men.
- ❖ 16.1% of men ranked “technology” #1 in importance compared to 9.6% of women.
- ❖ 15.6% of men ranked “math” #1 in importance compared to 8.1% of women.
- ❖ 16.9% of those ages 18-34 ranked “impact on social systems” #1 in importance compared to 10.7% of those ages 65 or older.

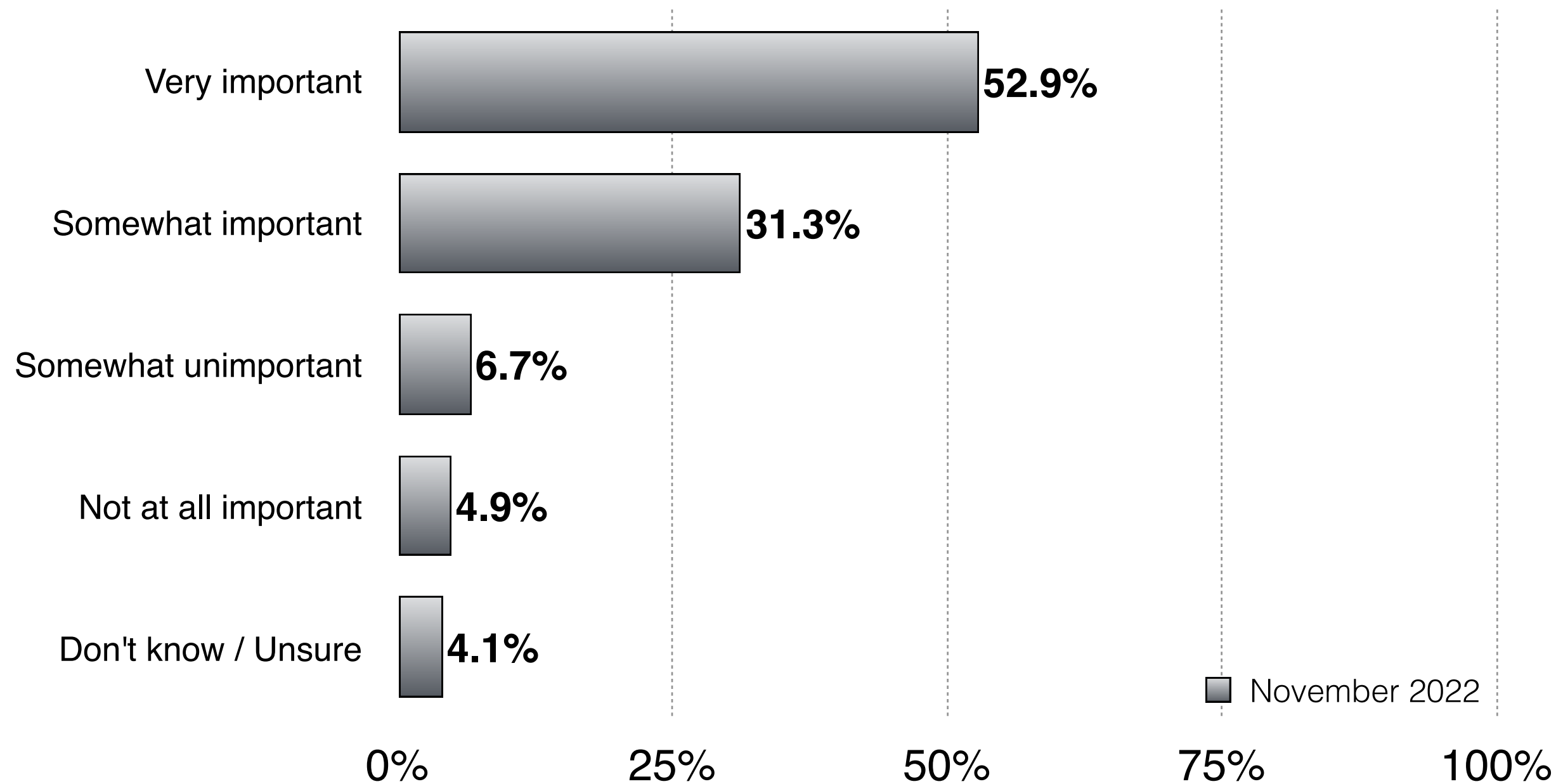


**Q** Please rank the following **sustainable education** aspects in order of importance to you, where the top is the most important characteristic, and the bottom is the least important characteristic.

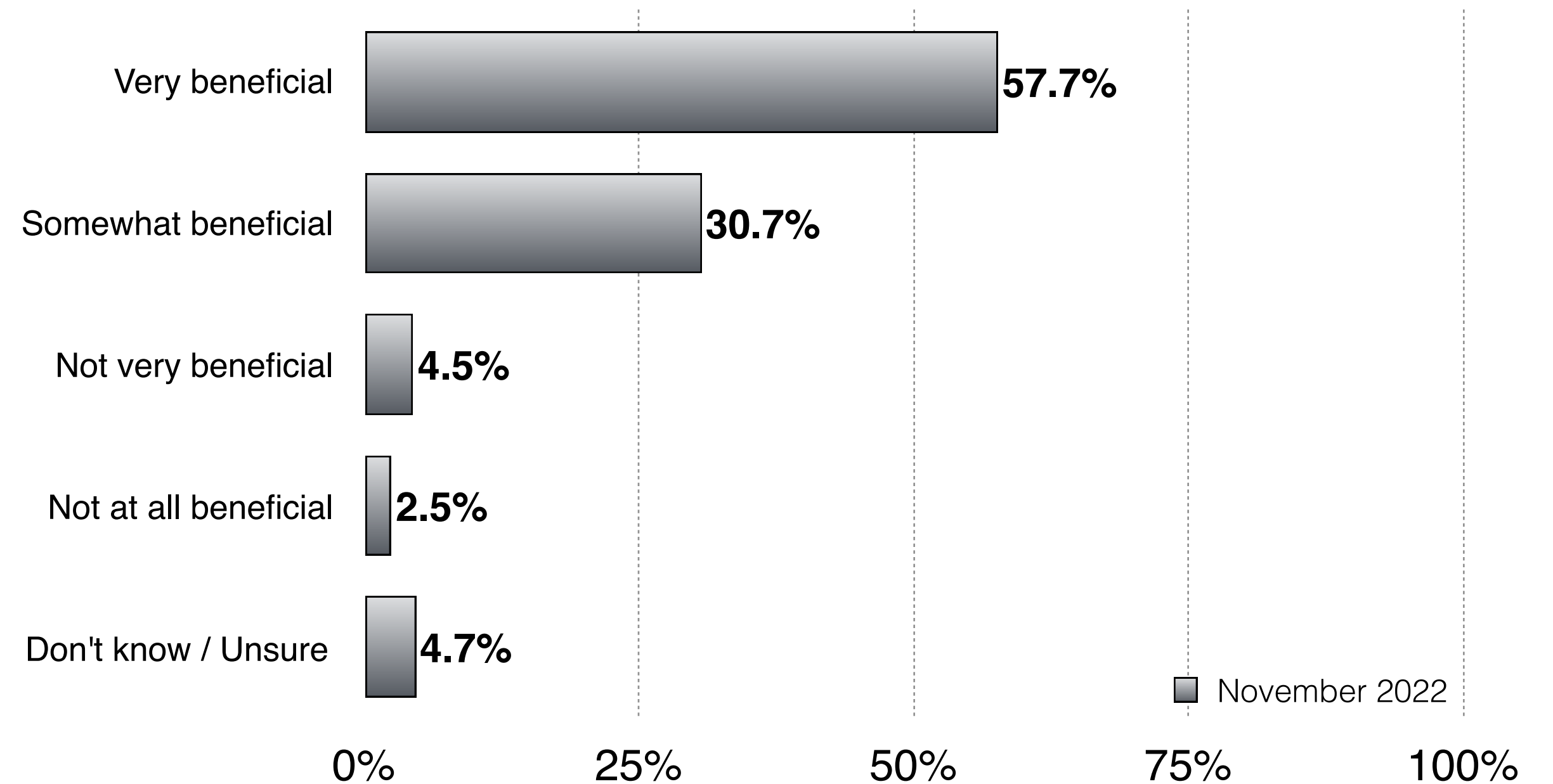
# Sustainable Education, cont.

More than four-fifths of participants (84.5%) reported "sustainable education" is either "very important" (52.9%) or "somewhat important" (31.3%) to them. Nearly nine-out-of-ten respondents (88.4%) indicated that improving "sustainable education" would be "very beneficial" (57.7%) or "somewhat beneficial" (30.7%) to the community.

- ❖ 87.0% of women indicated "sustainable education" is important to them compared to 81.2% of men.
- ❖ 87.3% of those ages 18-34 indicated "sustainable education" is important to them compared to 81.3% of those ages 65 or older.
- ❖ 93.3% of Democrats indicated "sustainable education" is important to them compared to 79.0% of Republicans.
- ❖ 92.2% of those ages 18-34 indicated "sustainable education" is beneficial to the community compared to 85.3% of those ages 65 or older.
- ❖ 95.1% of Democrats indicated "sustainable education" is beneficial to the community compared to 83.5% of Republicans.



**Q** How important is **sustainable education** to you?  
Would you say...



**Q** By improving **sustainable education**, what level of benefit  
do you think the community would experience?



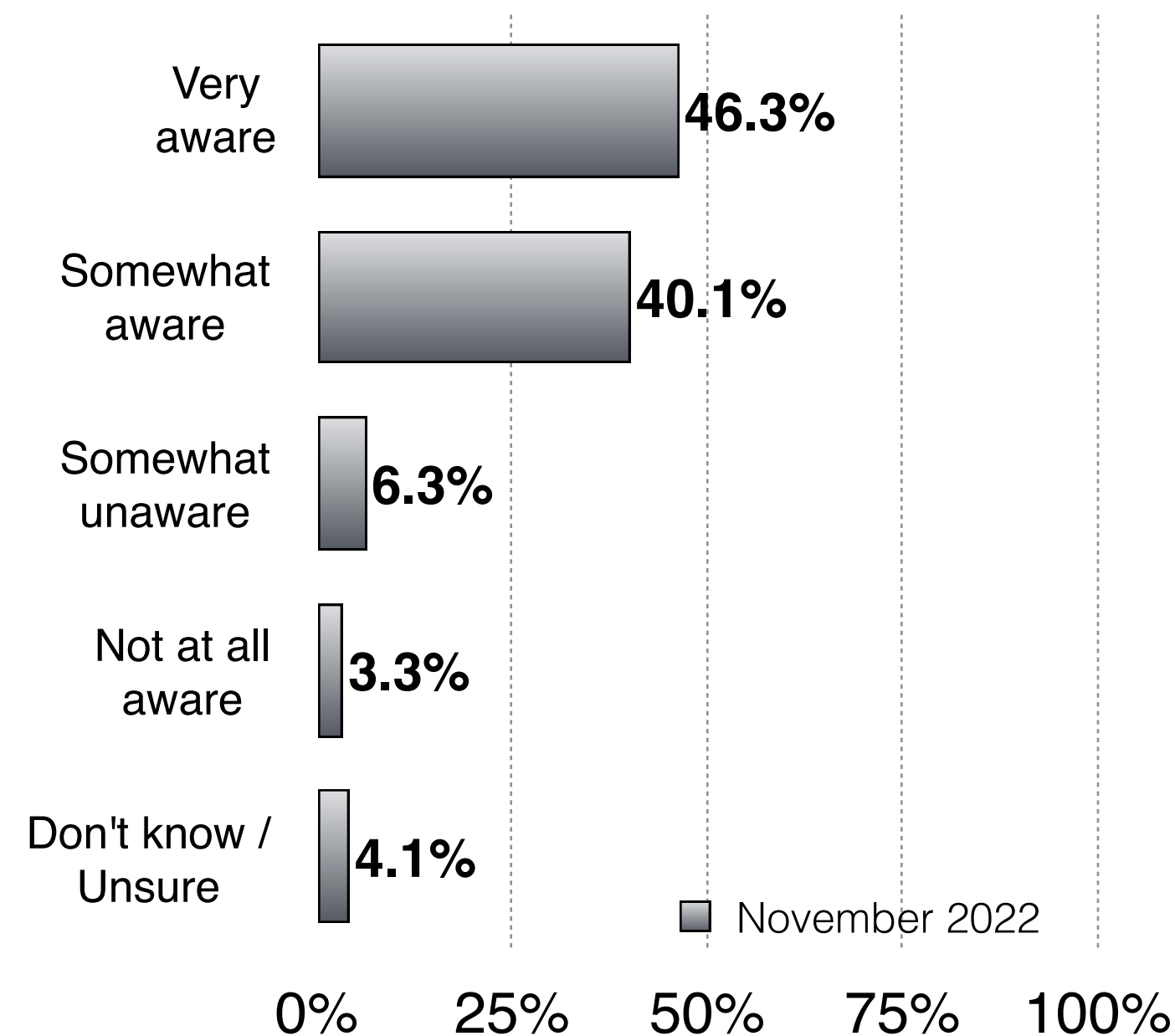
# Social Justice



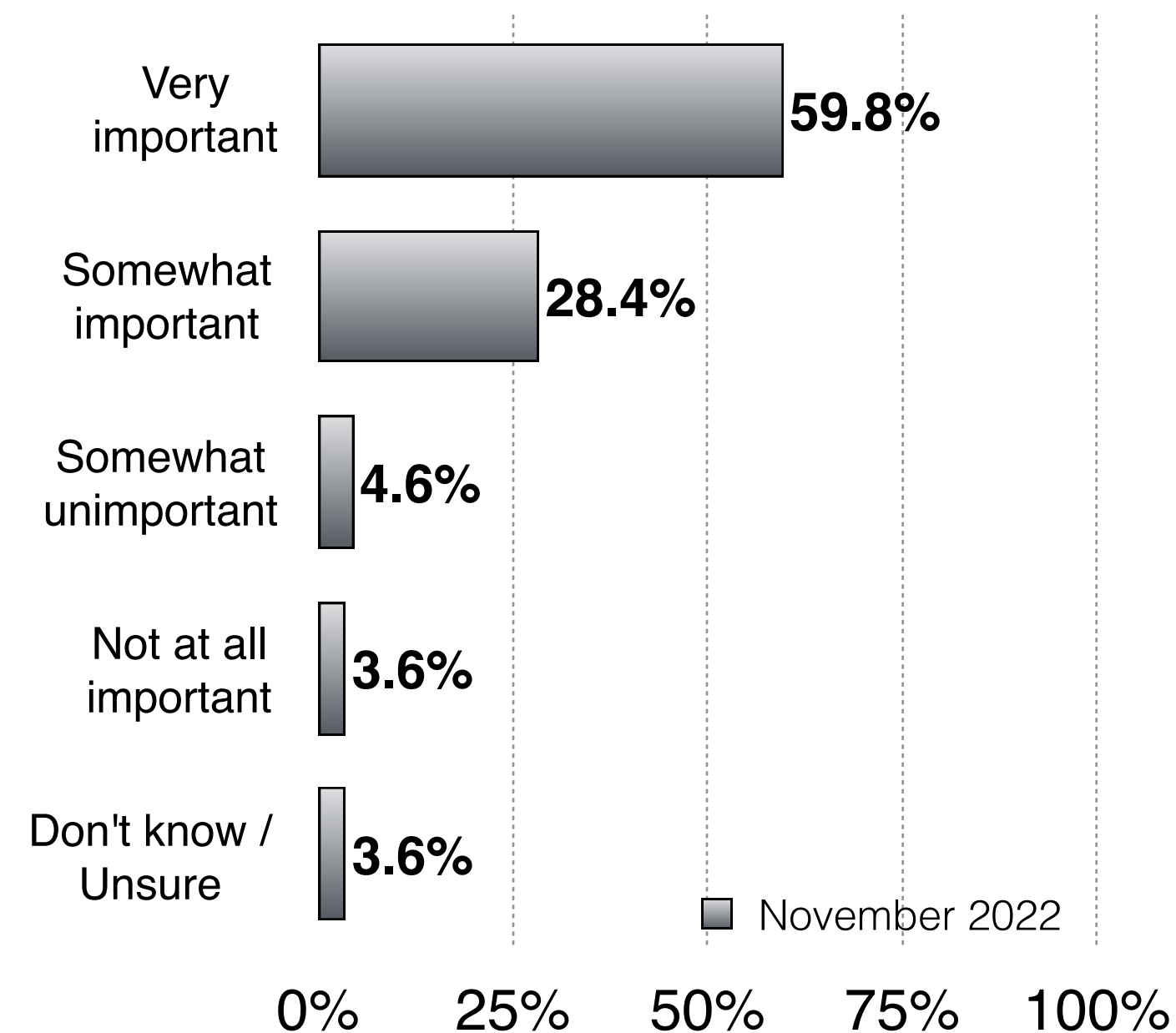
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More than four-fifths of respondents (86.4%) indicated being either "very aware" (46.3%) or "somewhat aware" (40.1%) of the term "social justice." Further, an increased frequency of participants (88.2%) reported "social justice" is either "very important" (59.8%) or "somewhat important" (28.4%) to them, and that improving "social justice" would be "very beneficial" (61.9%) or "somewhat beneficial" (27.2%) to the community (89.1% total beneficial).

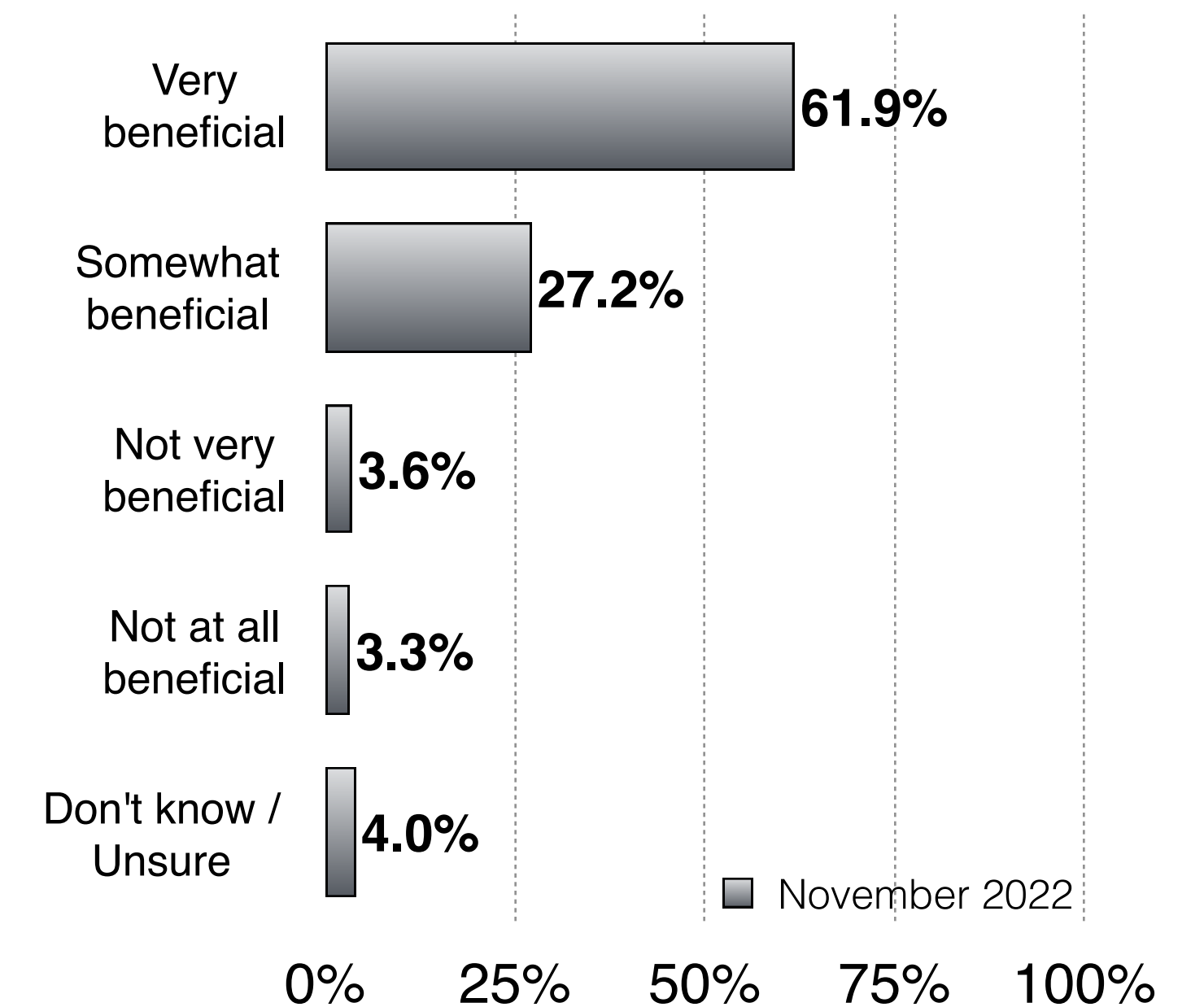
- ❖ 92.0% of those earning \$100,000 or more indicated being aware of the term "social justice" compared to 78.7% of those earning less than \$20,000.
- ❖ 95.9% of Democrats indicated "social justice" is important to them compared to 83.3% of Republicans.
- ❖ 91.6% of women indicated "social justice" is beneficial to the community compared to 86.4% of men.
- ❖ 92.4% of those ages 18-34 indicated "social justice" is beneficial to the community compared to 85.3% of those ages 65 or older.
- ❖ 96.2% of Democrats indicated "social justice" is beneficial to the community compared to 84.3% of Republicans.



Q How would you rate your level of awareness for the term **social justice**?



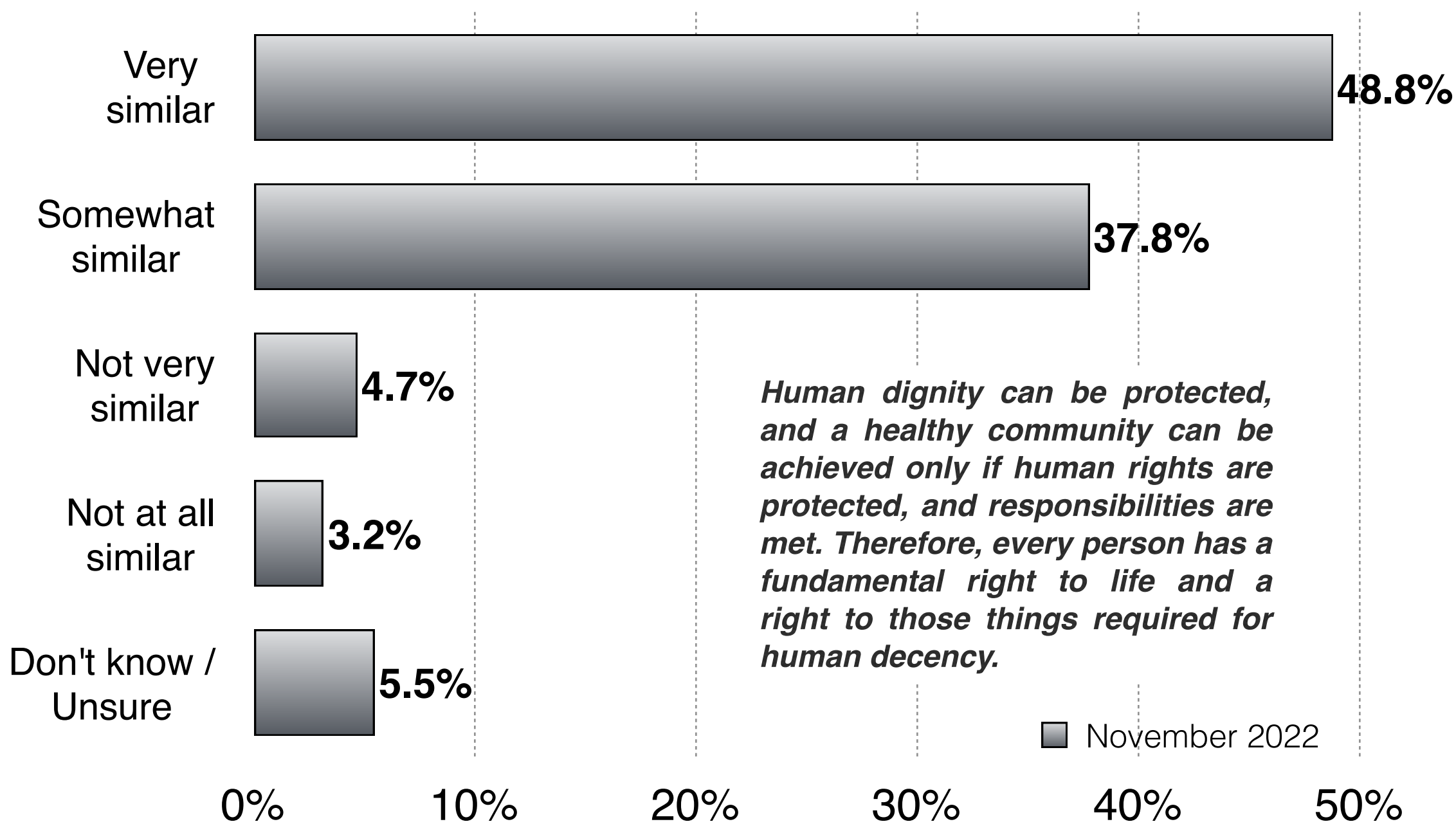
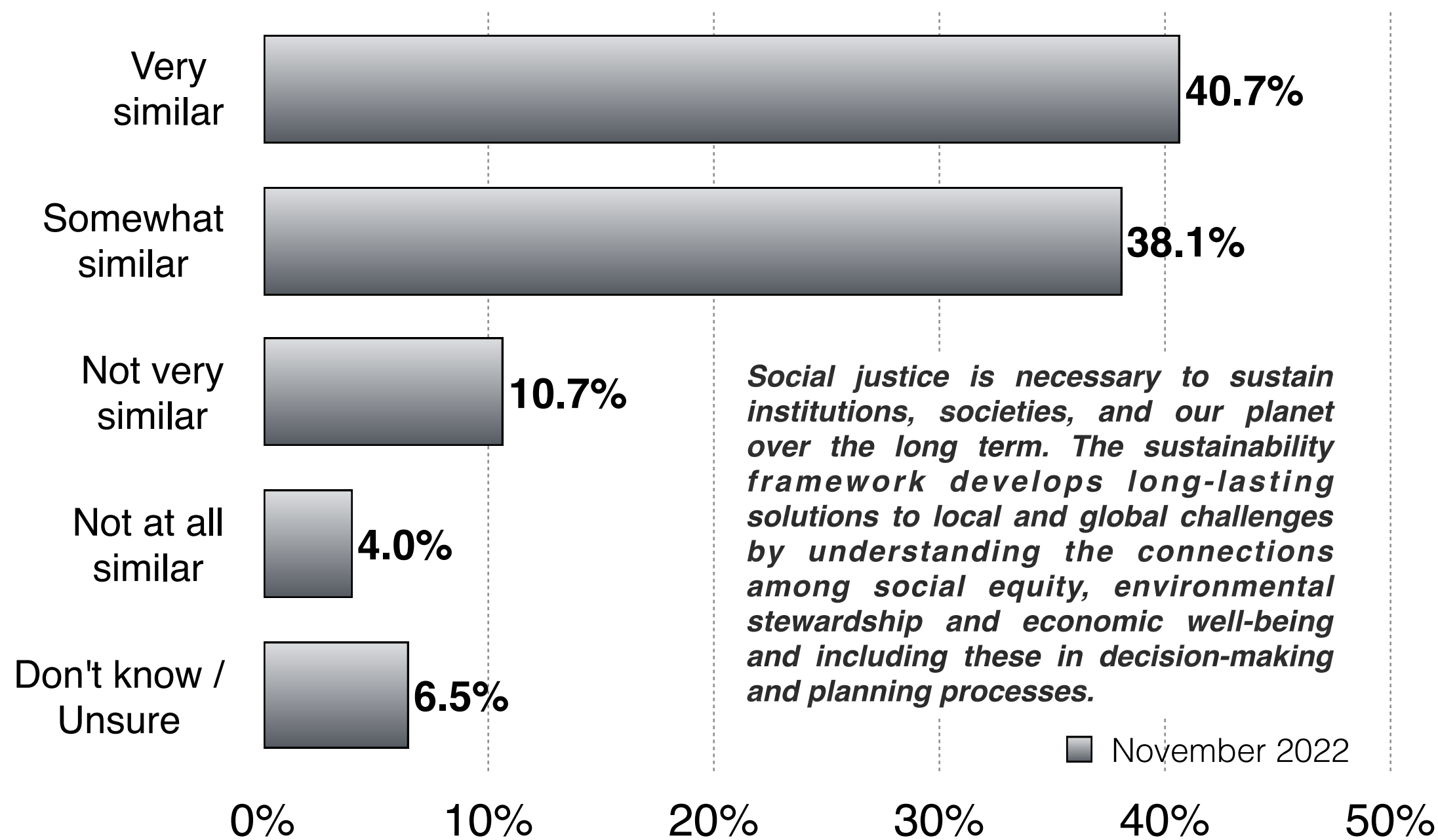
Q How important is **social justice** to you? Would you say ...



Q By improving **social justice**, what level of benefit do you think the community would experience?

# Social Justice, cont.

More than three-quarters of respondents (78.8%) indicated their definition of “social justice” is similar (either “very” or “somewhat”) to Sacred Heart University’s statement: *“Social justice is necessary to sustain institutions, societies, and our planet over the long term. The sustainability framework develops long-lasting solutions to local and global challenges by understanding the connections among social equity, environmental stewardship and economic well-being and including these in decision-making and planning processes.”* However, an increased frequency (86.6%) indicated their definition of social justice is similar to the statement: *“Human dignity can be protected, and a healthy community can be achieved only if human rights are protected, and responsibilities are met. Therefore, every person has a fundamental right to life and a right to those things required for human decency.”*



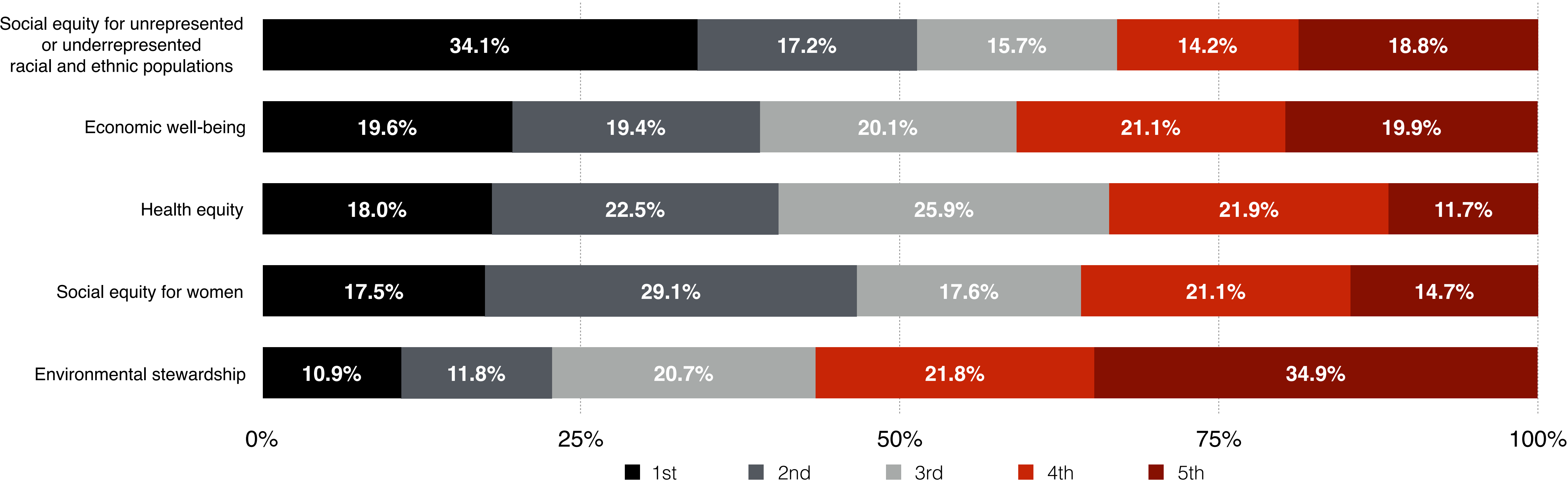
**Q** After reading the above statement, how similar would you say the statement is with your definition of **social justice**?

**Q** After reading the above statement, how similar would you say the statement is with your definition of **social justice**?

# Social Justice, cont.

When asked to rank various aspects of social justice in order of importance, more than one-third of respondents (34.1%) ranked “social equity for unrepresented or underrepresented racial and ethnic populations” as the most important characteristic, followed by “economic well-being” (19.6%).

- ❖ 42.5% of Democrats ranked “social equity for unrepresented or underrepresented racial and ethnic populations” #1 in importance compared to 24.0% of Republicans.
- ❖ 21.1% of Democrats ranked “social equity for women” #1 in importance compared to 13.5% of Republicans.
- ❖ 31.3% of Republicans ranked “economic well-being” #1 in importance compared to 10.3% of Democrats.



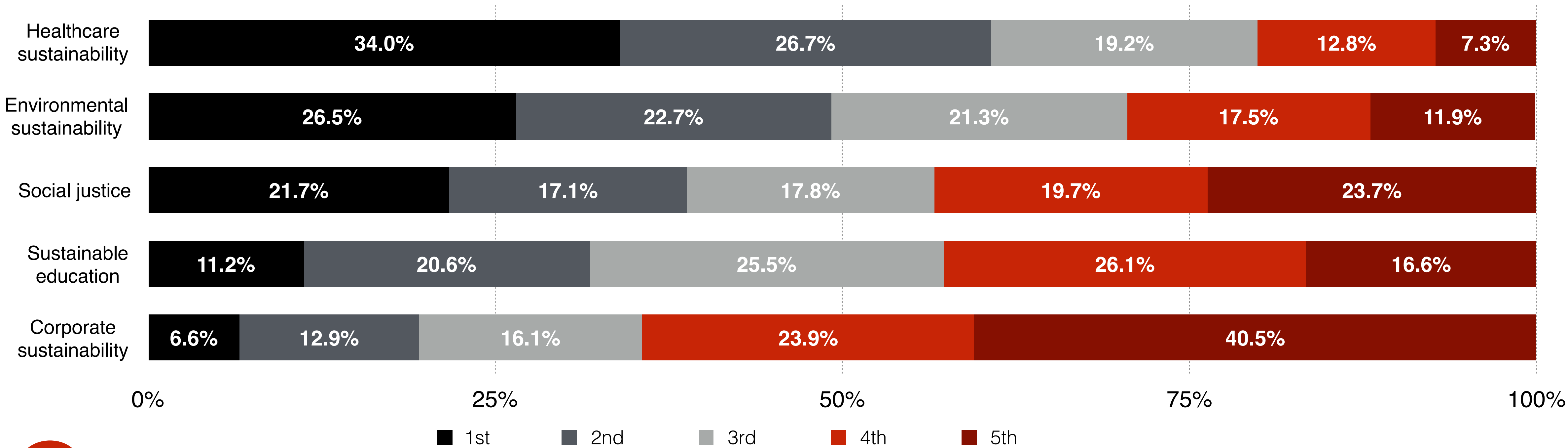
**Q** Please rank the following **social justice** aspects in order of importance to you, where the top is the most important characteristic, and the bottom is the least important characteristic.



# Impact on Society

When presented with the five (5) sustainability initiatives and asked to rank them in the order they believe will have the most beneficial impact on society, more than one-third of participants (34.0%) ranked "healthcare sustainability" as the most important characteristic, followed by "environmental sustainability" (26.5%).

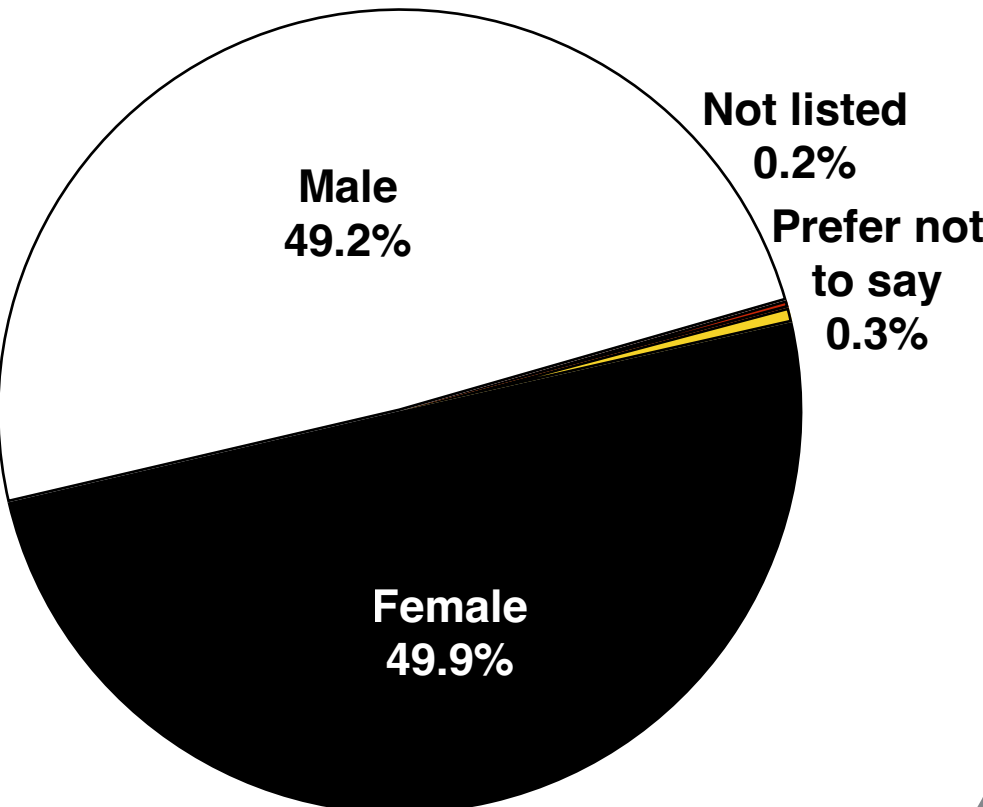
- ❖ 37.2% of women ranked "healthcare sustainability" #1 in having the most beneficial impact on society compared to 30.8% of men.
- ❖ 38.8% of Republicans ranked "healthcare sustainability" #1 in having the most beneficial impact on society compared to 29.7% of Democrats.
- ❖ 31.2% of Democrats ranked "environmental sustainability" #1 in having the most beneficial impact on society compared to 22.3% of Republicans.



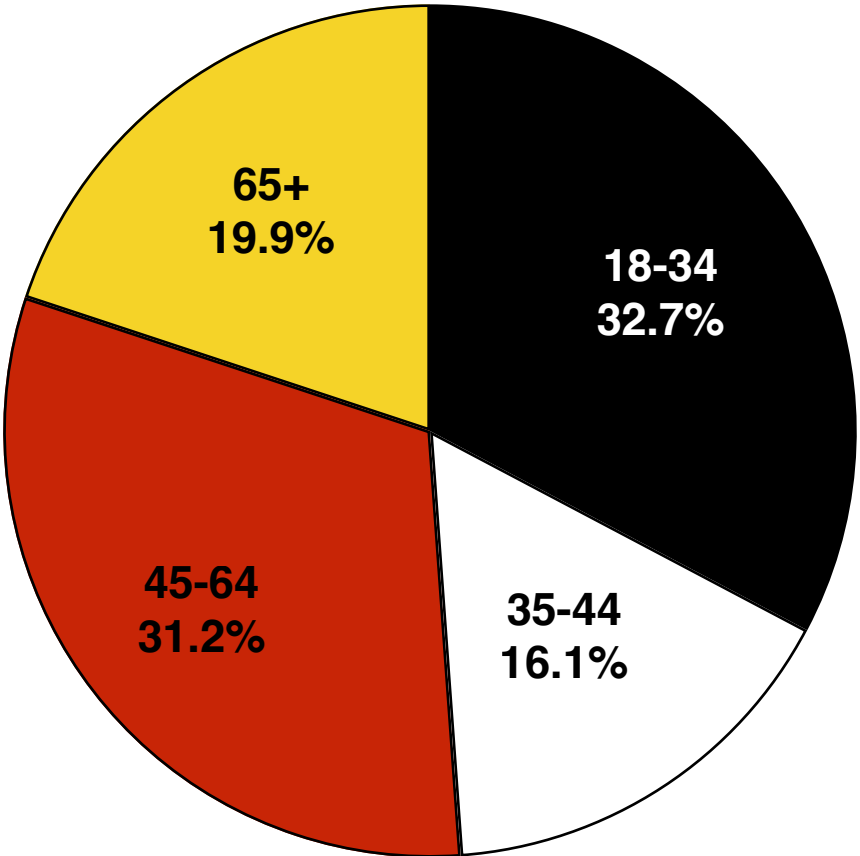
**Q** Please rank the sustainability initiatives in the order that you believe will have the most beneficial impact on society.

# Demographic Profile

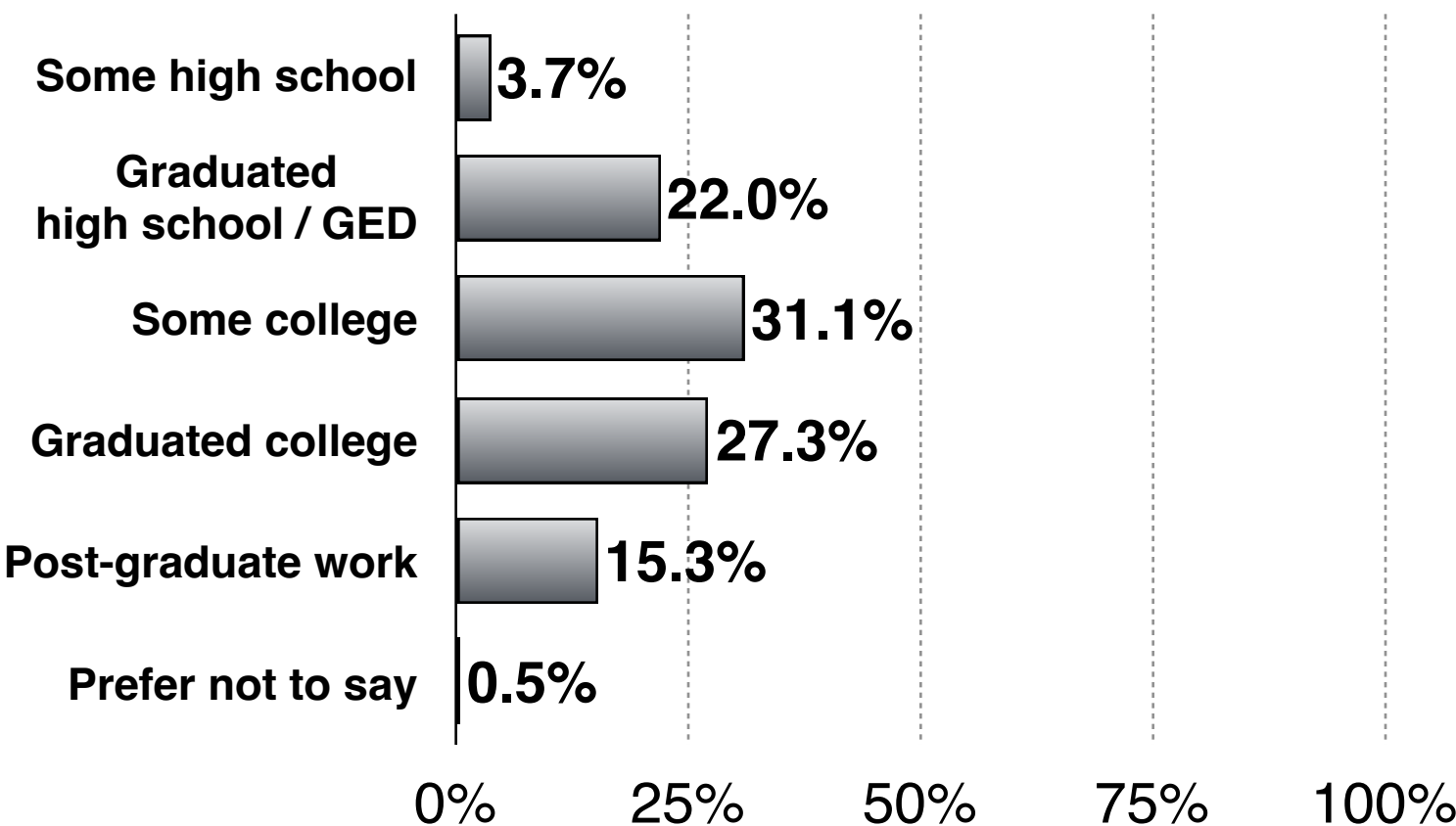
**Gender**



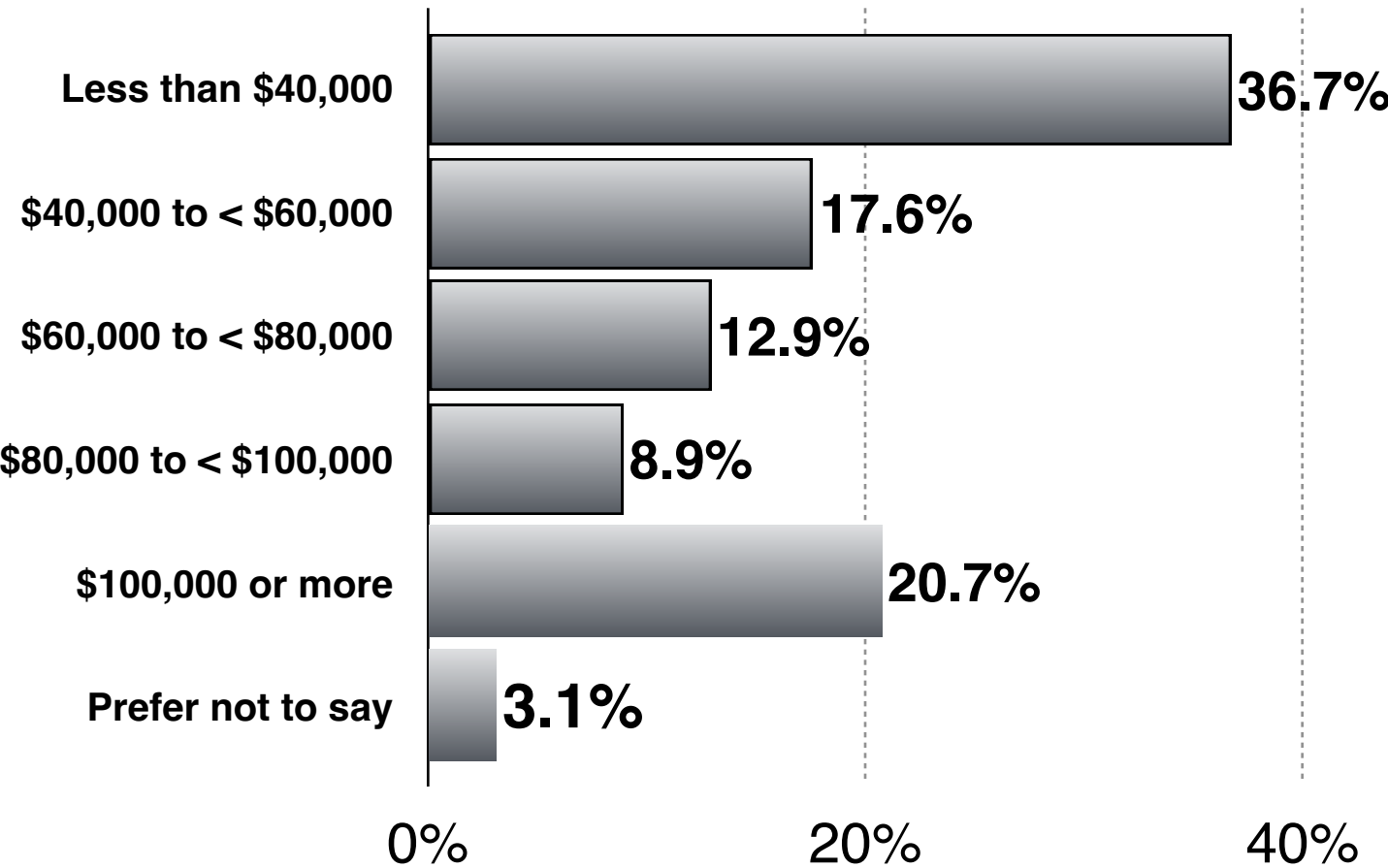
**Age**



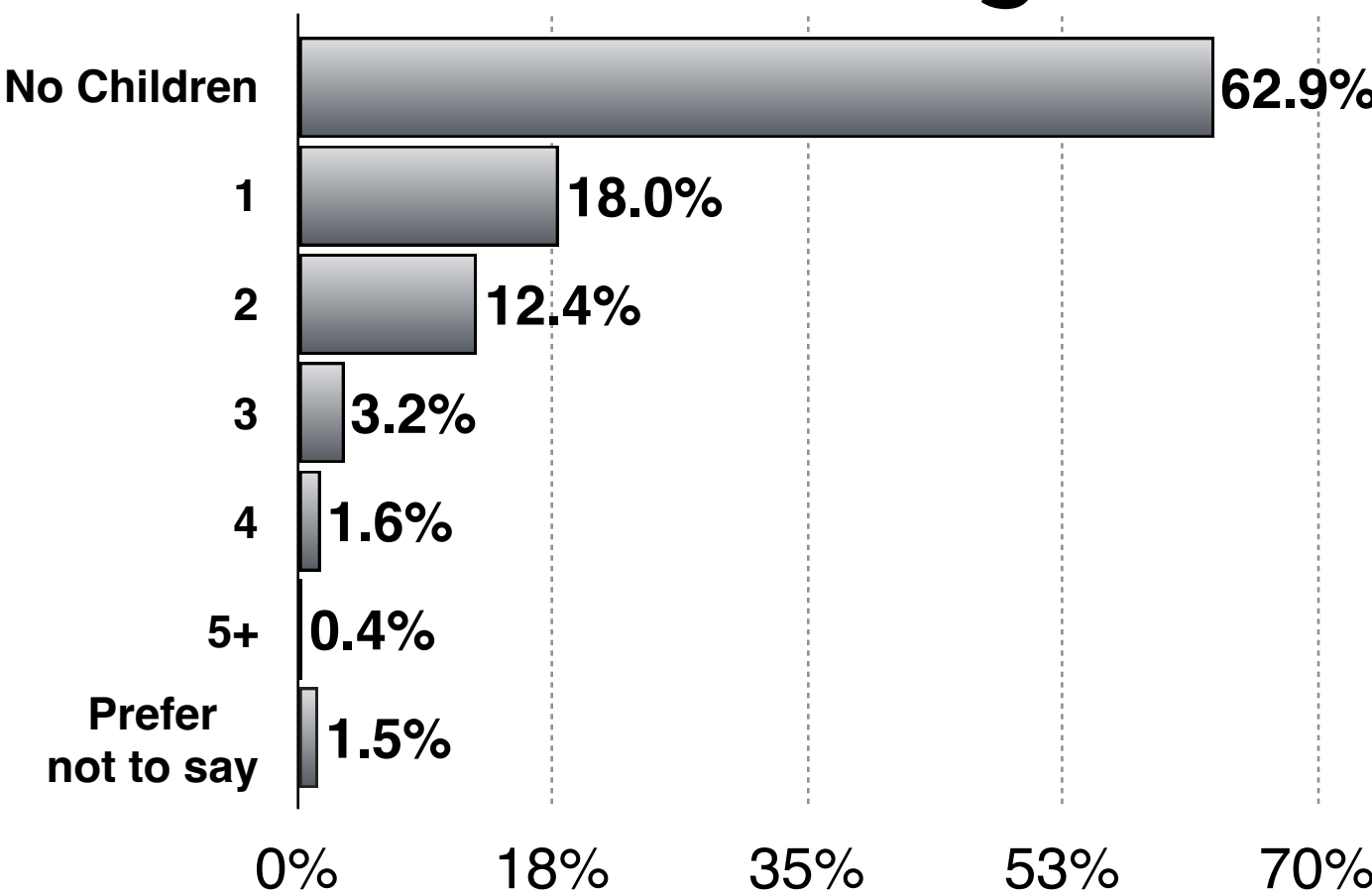
**Education Level**



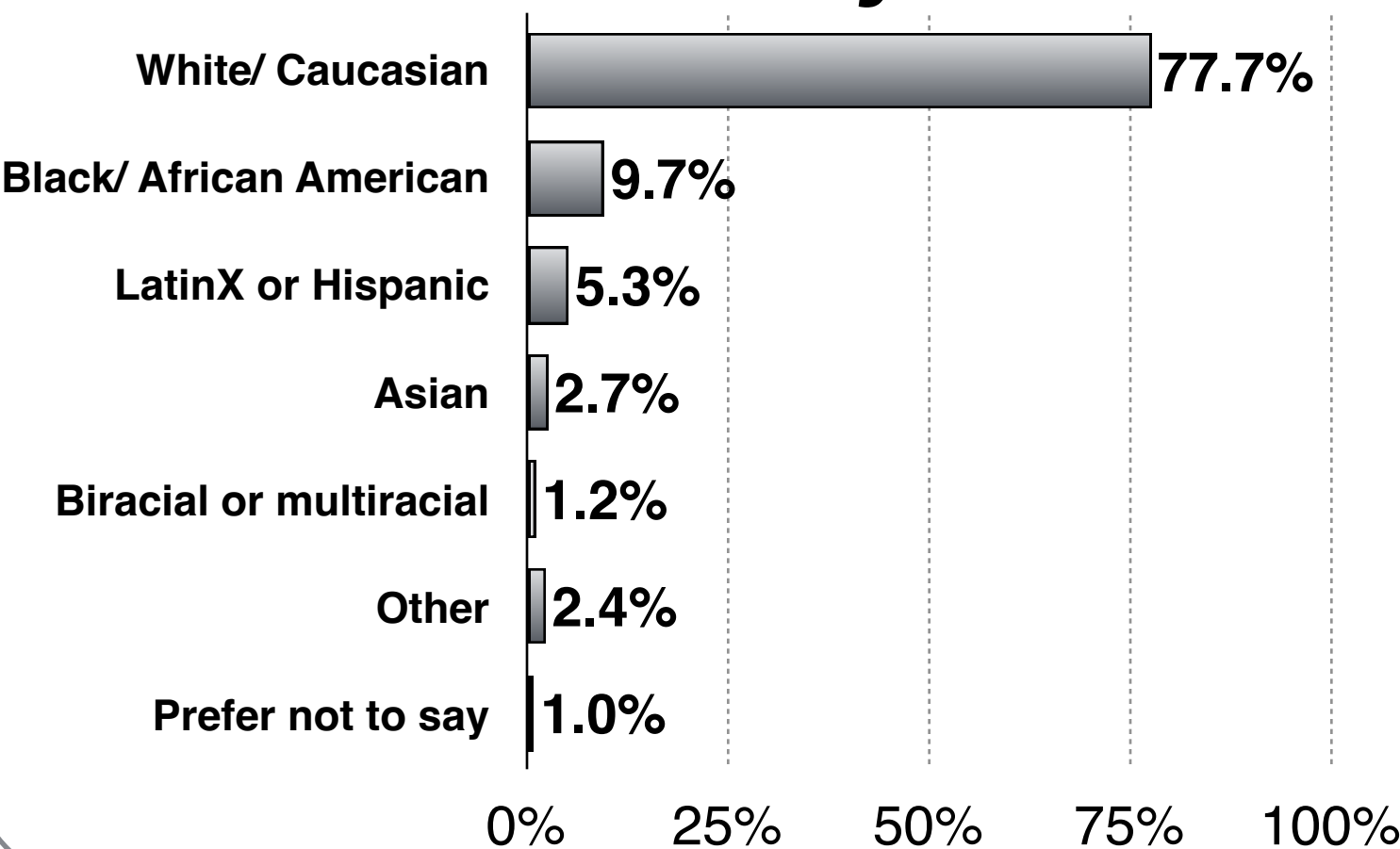
**Income**



**Children Under Age 18**



**Ethnicity**



# Demographic Profile

State of Residence	%
Alabama	1.1
Alaska	0.0
Arizona	3.5
Arkansas	1.4
California	8.9
Colorado	2.6
Connecticut	1.5
Delaware	0.0
Florida	4.6
Georgia	2.7
Hawaii	0.3
Idaho	0.6
Illinois	4.7
Indiana	2.6
Iowa	0.7
Kansas	1.2
Kentucky	1.7

State of Residence	%
Louisiana	1.1
Maine	0.6
Maryland	1.3
Massachusetts	2.9
Michigan	3.9
Minnesota	1.7
Mississippi	0.6
Missouri	1.9
Montana	0.5
Nebraska	0.9
Nevada	1.5
New Hampshire	0.6
New Jersey	3.5
New Mexico	0.5
New York	8.5
North Carolina	2.0
North Dakota	0.1

State of Residence	%
Ohio	4.9
Oklahoma	0.9
Oregon	1.4
Pennsylvania	7.3
Rhode Island	0.3
South Carolina	1.1
South Dakota	0.3
Tennessee	1.3
Texas	3.8
Utah	1.2
Vermont	0.0
Virginia	1.3
Washington	3.0
Washington, D C	0.0
West Virginia	0.5
Wisconsin	2.2
Wyoming	0.4





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