

Here are the responses from our survey: [Responses](#)

This week for our campaign, we took the time to analyze the results of this survey and determine what we could do with this information.

We got responses from several different states and regions from around the country (California, Ohio, Indiana, Michigan, Colorado, Maryland, Virginia, New York, South Carolina, and Oklahoma). We wanted to get as diverse of responses as possible to represent how different regions are feeling the impacts of climate change.

Beliefs in comparison to actions.

When asked, the majority of responses (92.3%) showed that people cared deeply for climate change at a 4 or 5. We can compare this to the question asking people about how sustainable they felt that they were on a day-to-day basis. The majority of responses (53%) showed that they felt that they weren't living as sustainably as they could (3 of 5 on sustainability). This brings the question: what could people do to live more sustainably and what is it that is currently preventing them from doing this? Further in the survey, we asked what was preventing people from living as sustainably as possible. Half of the respondents said that it was the cost that prevented them from living sustainably while the next largest group (19%) said that they were unsure as to how they could live more sustainably. In a question about how people live sustainably, we see a lot of common responses including: recycling, shopping second hand, and upcycling. These actions are all actions that have either been taught in schools (reduce, reuse, recycle) or actions that have gained social media traction recently (thrifting and other second hand shopping). This shows that people are doing what they know helps and what is not an extremely large shift in their daily lives. People also expressed a lot of different concerns about how climate change is changing the way they live and how they feel about their futures. We know for certain, that people care about climate change and now we just need to figure out how to further motivate these people to increase their own individual actions.

These responses show us several pathways in which we can help people live more sustainably. One example of what we could do is creating some kind of infographic or folder that included cost-efficient switches that people could make to be more sustainable. This then brings the question as to how we could spread this information.

Where people get their information.

One question we asked in the survey was where people got their information and news regarding the climate. The largest portion of people (42%) told us that they got their climate information from social media. The next largest portion of people (23%) said that they got their information from news outlets. These outlets included: CNN, Fox, NPR, or the BBC. The other responses said that their information was from schooling or their current job.

We could use this information to figure out the best way to spread our information. We have tried to reach people via social media, however we have discovered that it may not be a short term campaign option as gaining a following takes awhile. We discovered that our instagram page was having a hard time getting interaction. However, we got a large amount of our responses from posting the survey on our individual instagram pages. What we could try is

posting a poll on our instagram pages asking if people want to know about more cost-effective sustainable switches they could be making. This way we could reach a larger amount of people instead of starting over on an instagram page with little to no outreach ability.

[Learn more sustainable switches](#)