



Earth Day Survey

The Community | C+C Research Report

April 2022

Background



Research Approach

Methodology	
Length	10 minutes
Format	Online study in Recollective with qualitative and quantitative components
Date	March 7-16, 2022
n	272 responses
Sample	OR and WA residents from The Community

Participant Snapshot

AGE

<40	84 (31%)
40-49	71 (26%)
50+	117 (43%)

RACE/ETHNICITY

Non-BIPOC	204 (75%)
BIPOC	68 (25%)

GENDER

Male	88 (32%)
Female	177 (65%)
Non-binary/Other	7 (3%)

STATE

Washington	139 (51%)
Oregon	133 (49%)

URBANICITY*

Rural	46 (17%)
Suburban	131 (48%)
Urban	92 (34%)

n-=272 total

*denotes n=269 total; n=3 urbanicity unknown



Detailed Findings



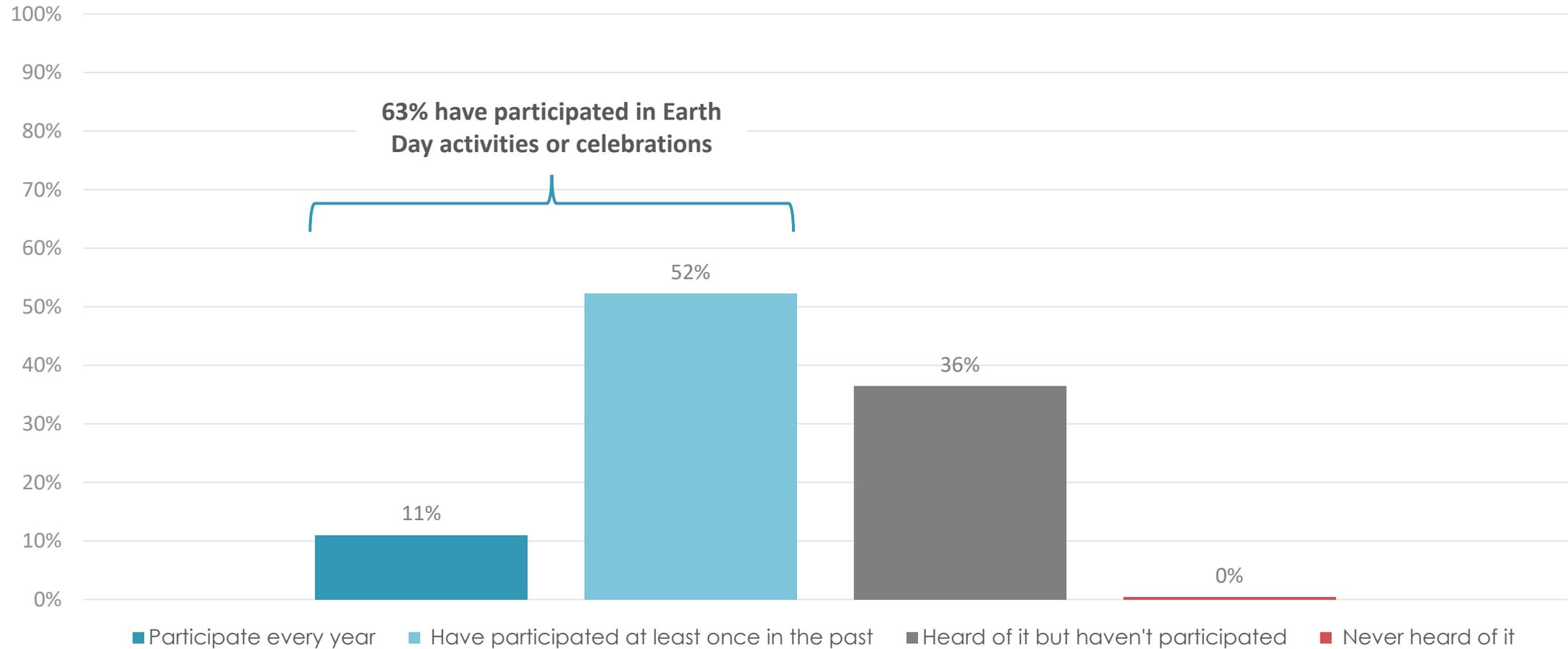
Key Finding #1

Respondents are very familiar with Earth Day, with almost two-thirds having participated in activities or celebrations in the past

Cleanup events, planting trees, and reading a book or article are the most popular ways respondents have previously participated



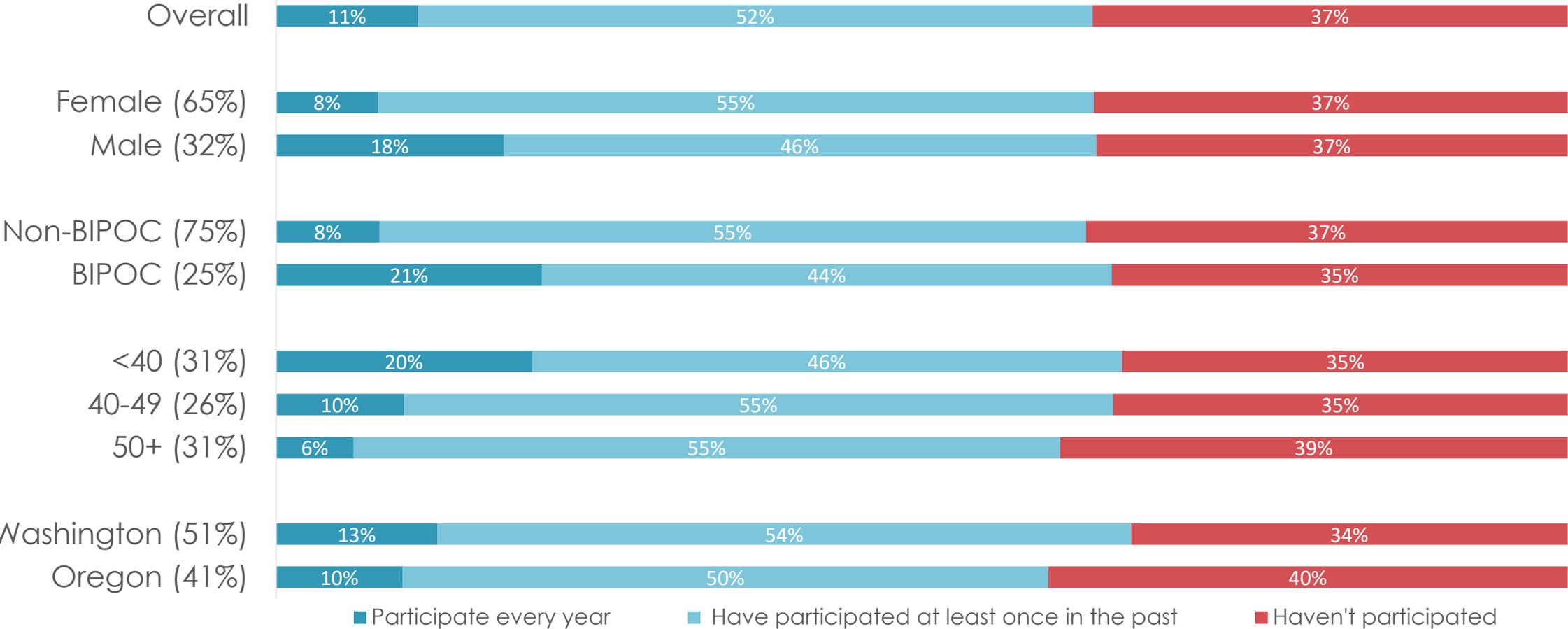
Over half of respondents have participated in Earth Day celebrations at least once in the past, but don't do so annually



How familiar are you with Earth Day? | n=272



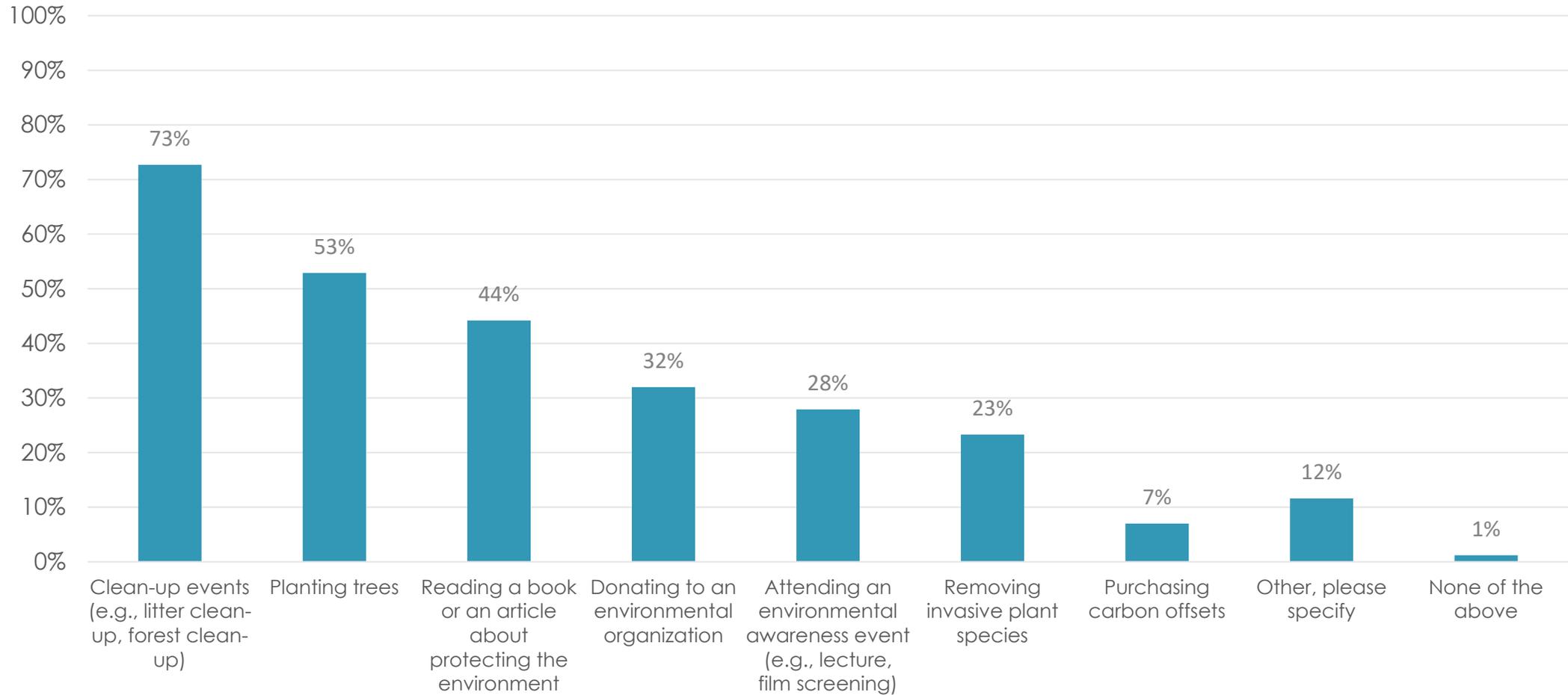
BIPOC, male, and younger respondents are more likely to participate in Earth Day annually



How familiar are you with Earth Day? | n=272



Of those who have participated in an Earth Day activity, over half have participated in a cleanup event or helped plant trees



What types of actions have you taken to participate in or celebrate Earth Day? | n=172



Key Finding #2

Earth day elicits mostly positive feelings and serves as a reminder to take care of the environment in any way that you can

There is some worry that one day of raising awareness for the environment isn't enough to make the necessary impact



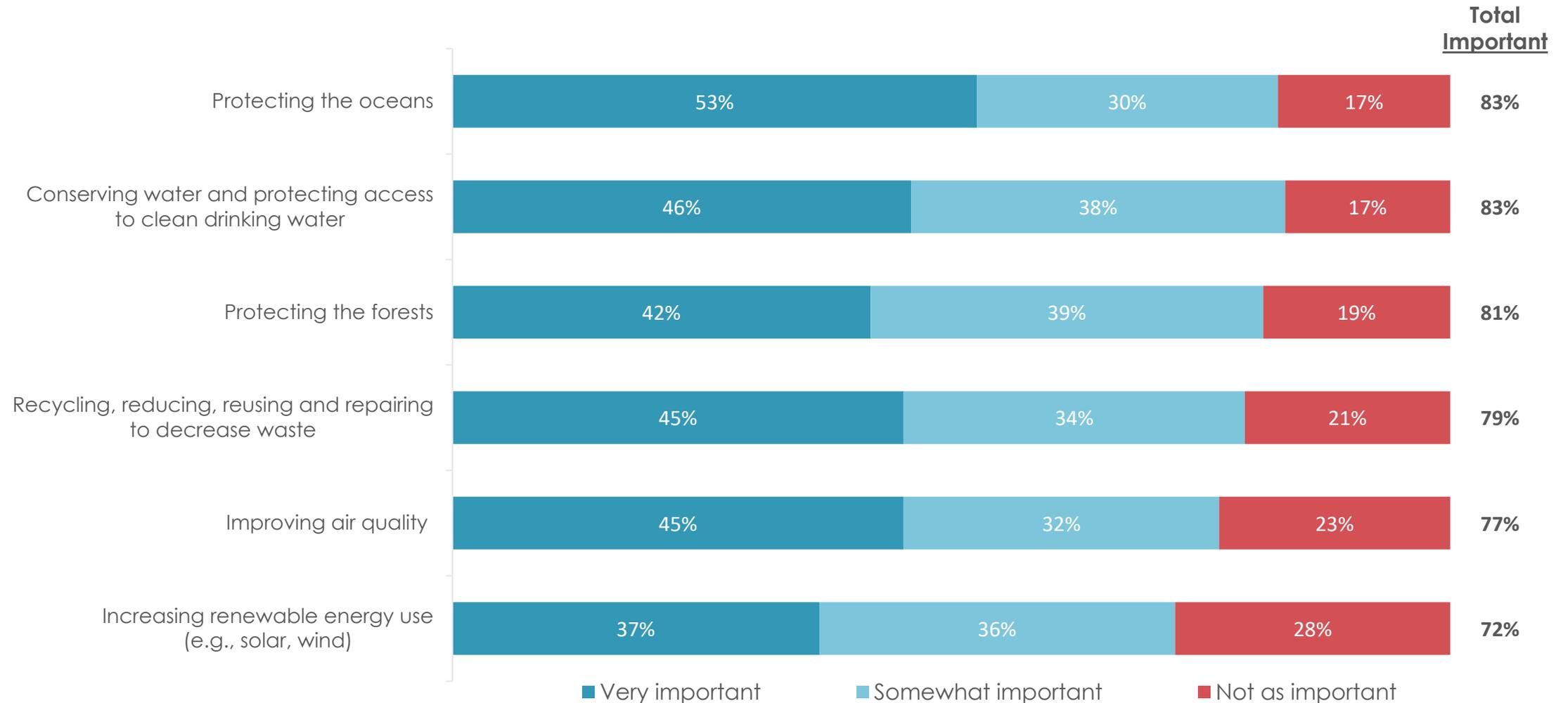
Key Finding #3

Respondents rated issues that they deem vital to our survival as the most important, such as drinking water and air quality. Protecting forests and oceans also help preserve our current quality of life.

Many respondents state that they find all issues relevant and have difficulty choosing the most important, since they are all interconnected



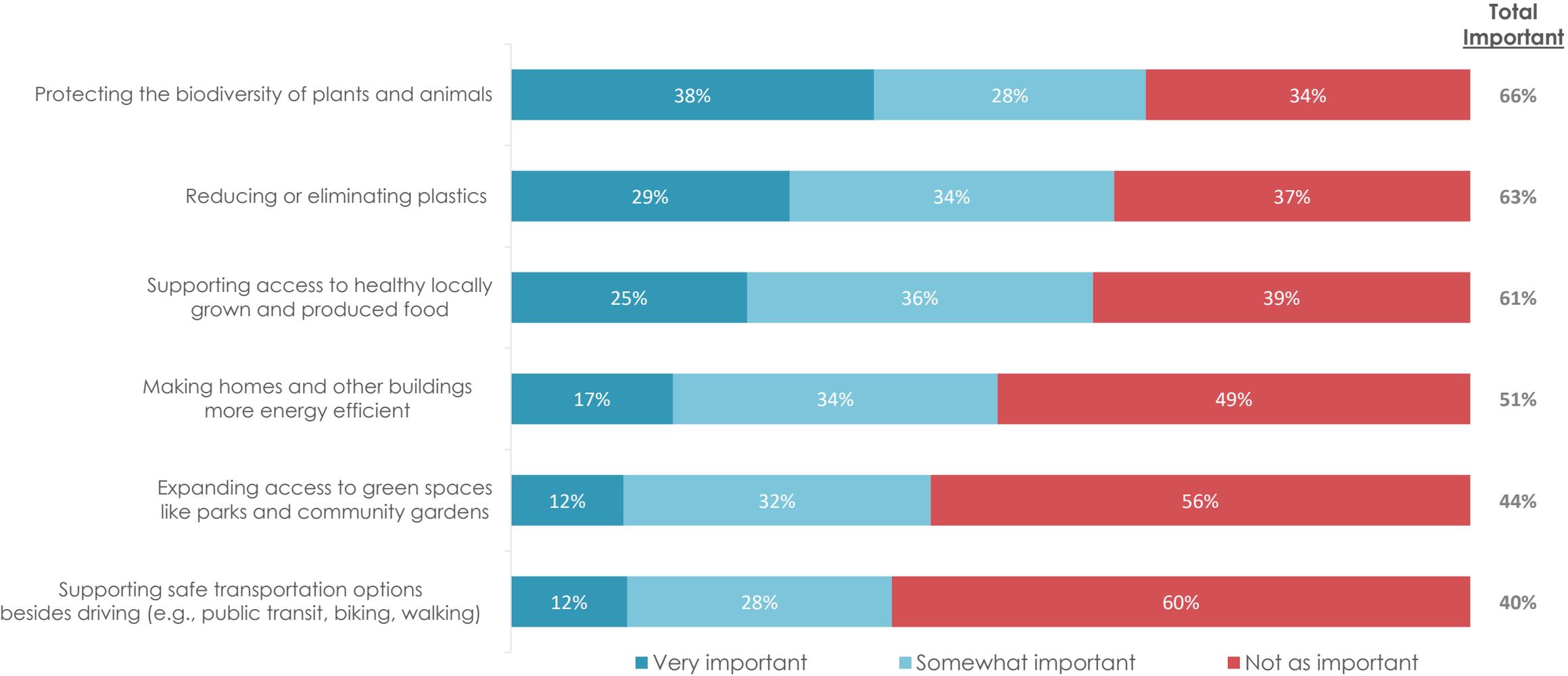
Conserving water, protecting ocean and forests, and recycling and reducing waste are the most important issues to respondents, with protecting the oceans having the most intensity



How important are the following issues to you? Please place them into the category you think they belong. | n=272



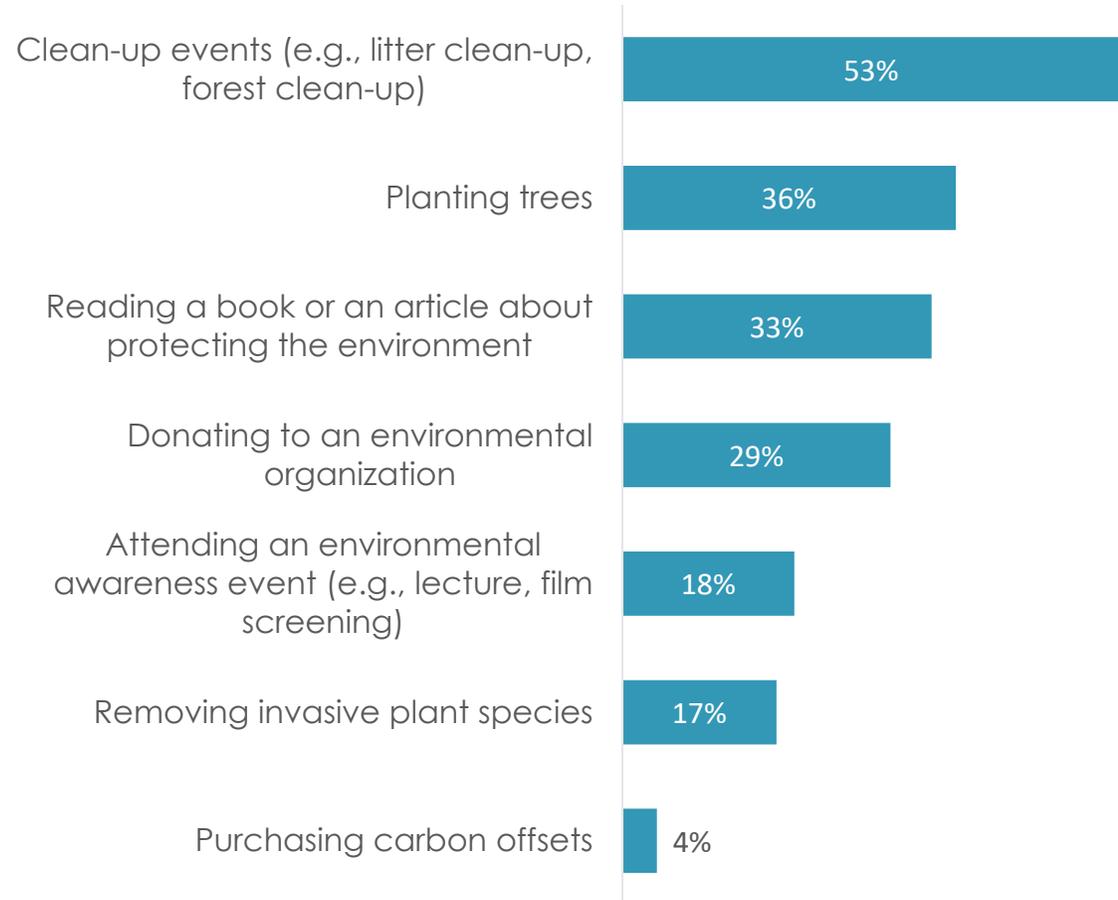
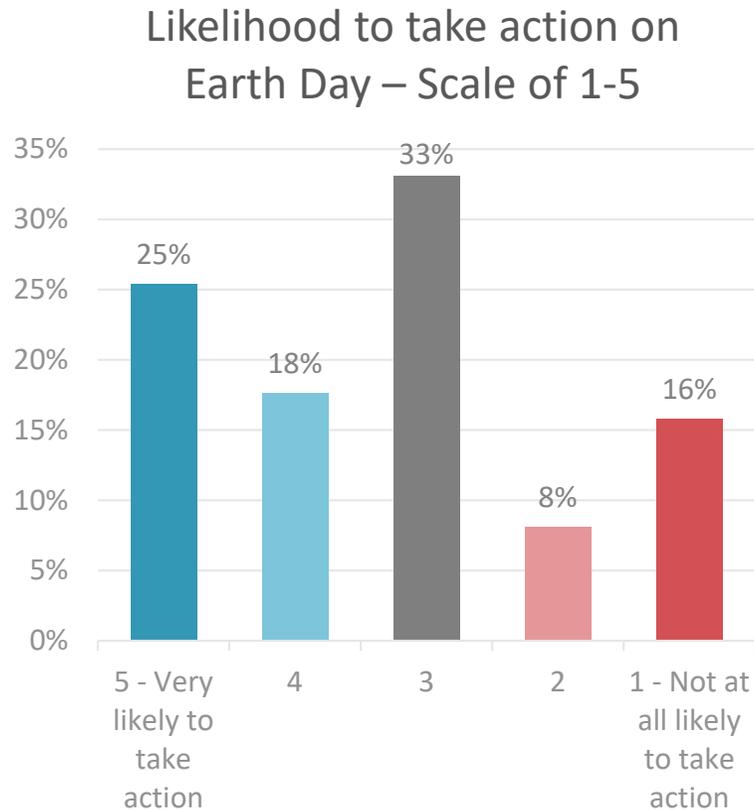
Expanding access to green spaces and supporting transit options other than driving are the least important to respondents, with less than half saying the issues are at least somewhat important



How important are the following issues to you? Please place them into the category you think they belong. | n=272



Over two-in-five respondents are at least somewhat likely to take action for Earth Day this year, and they are most likely to participate in a cleanup event



How likely are you to take action on Earth Day this year (April 22, 2022)? | n=272
If you were to take action, what action(s) would you be likely to take? | n=272



Convenience, awareness, and tangible positive impacts are important factors in getting respondents to participate in Earth Day activities or celebrations

- Respondents would be more likely to participate if...
 - There was an **event close to the respondent's home** that created a sense of community
 - **Events were promoted** in order to make community members aware well in advance
 - An **incentive**, such as a paid day off of work
 - Safety **precautions** regarding COVID
 - They felt like they would be **actually be making a difference**
 - Good weather

“ If an event was nearby (I don't want to drive into the city to attend an event). ”

“ I think if the events were promoted more, people made more aware, and reminded of them would be a good place to start. ”

“ As far as others -- and myself -- I'm going to guess that if concrete changes came from events rather than feel-good lip service, people would be more inclined to participate. ”

What would make you more likely to take action? | n=272



Final Takeaways



Reaching out to communities with well advertised and organized events that result in tangible benefits to the community and public health will elicit greater participation in Earth Day

- Organizations participating in Earth Day must:
 - **Avoid ‘greenwashing’**
 - **Walk the walk**, not just talk the talk and **show how their organization’s actions help** the environment (including public health)
 - **Tap into people’s authentic desire to make a positive impact by:**
 - Organizing **local events**, including with **younger, and BIPOC communities** who are likelier to participate
 - **Elicit greater community involvement through:**
 - **Widespread promotion** of events on social media, and in public spaces (buses/bus stops, billboards, local news, etc.)
 - **Incentivizing participation** with:
 - **Free transportation** to and from (shuttle buses, Lyft/Uber reimbursements, etc.)
 - **Paid offerings** (paid volunteer day at work, free meals or products, etc.)
 - **Building relationships** and **fostering trust** within communities by **hosting events throughout the year** – not just on Earth Day

