

Heights Environmental Survey Results

MARCH 2022

FutureHeights



Overview

The purpose of the survey was to:

- Help understand what Heights residents see as priorities in terms of sustainability issues
- Generate questions for the upcoming community “Crowdsourced Conversation” on sustainability, co-hosted by FutureHeights and the Cleveland Heights Green Team

This survey was jointly developed by the Cleveland Heights Green Team and FutureHeights

Responses were anonymous, and participants were told they could skip any questions they do not wish to answer.

The survey was active in March 2022

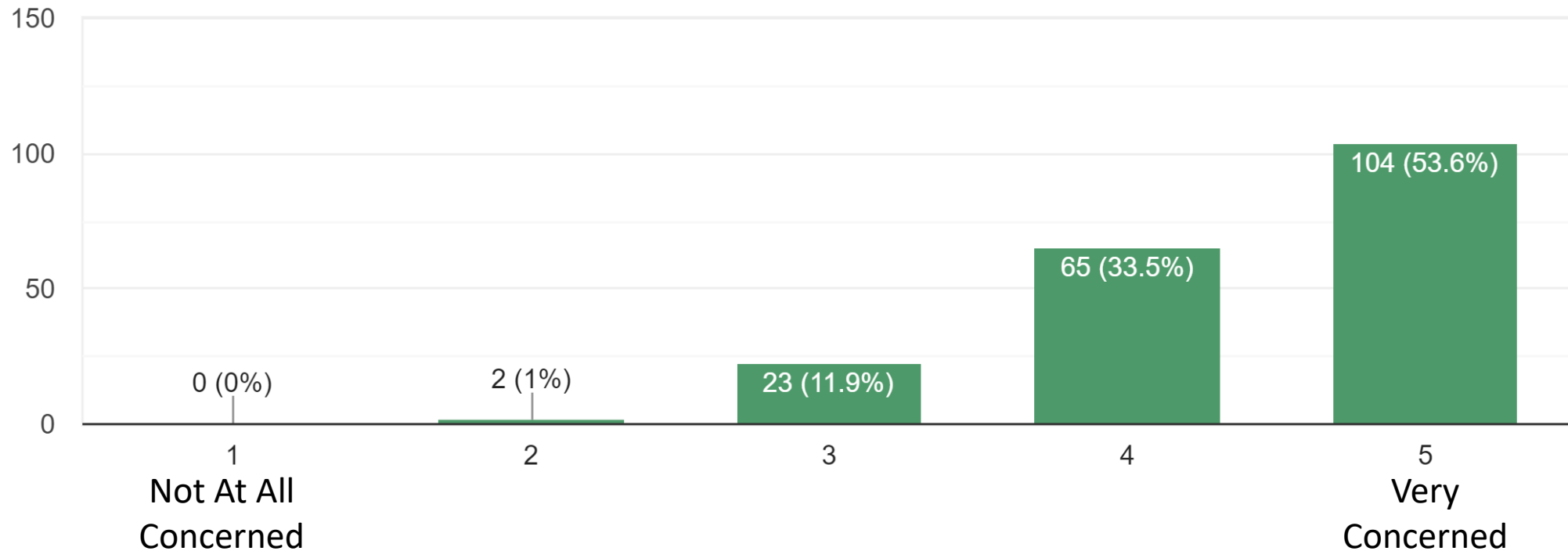
A total of 200 responses were received

Who Responded

- 98% responded as individuals rather than organizations
- 95% lived in Cleveland Heights
- 74% female
- 50% were 60 years of age or older
- 90% white
- 89% had a Bachelor's degree or more

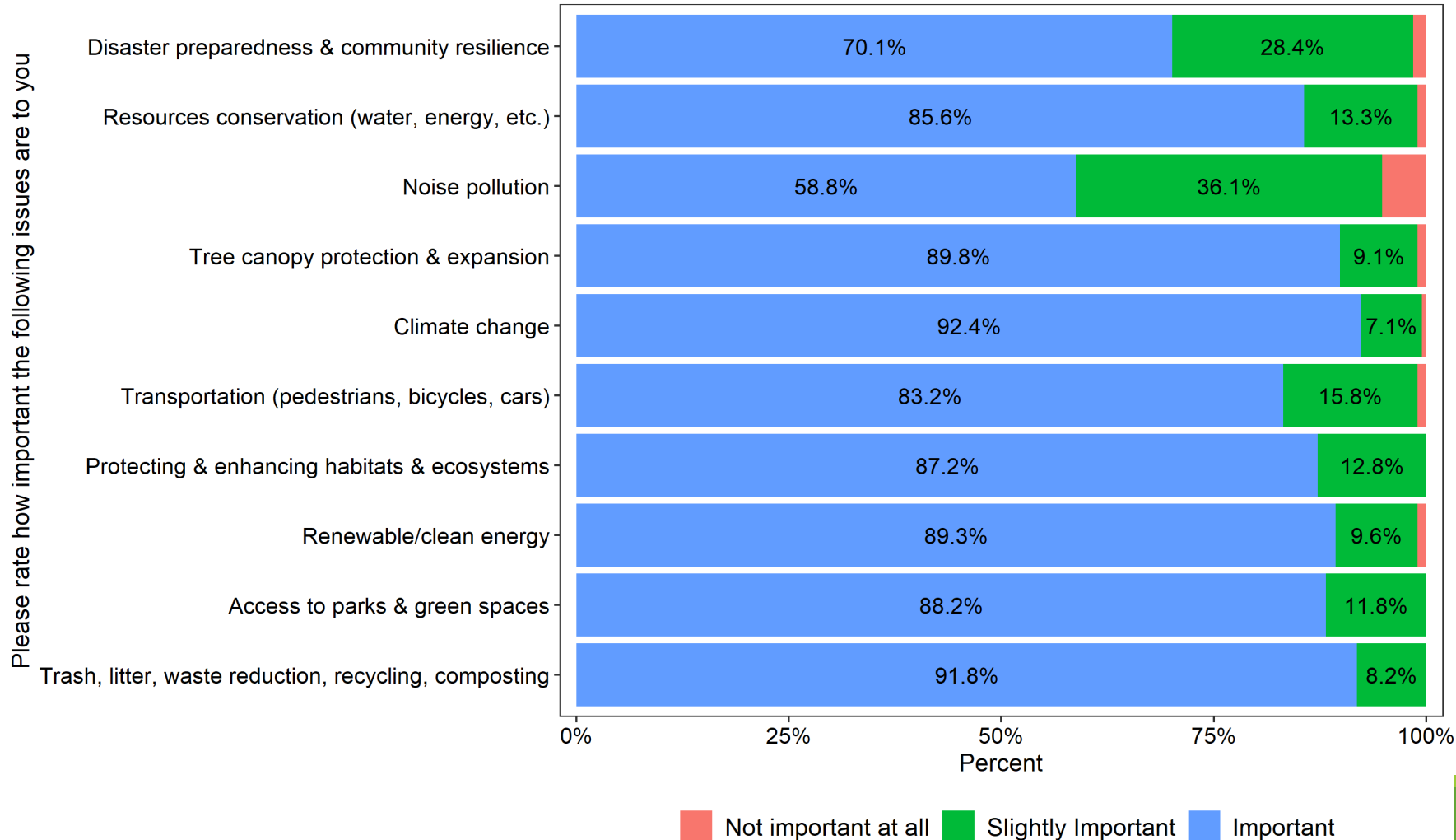
Thoughts on Environmental Issues

Overall Concern About Local Environmental Issues



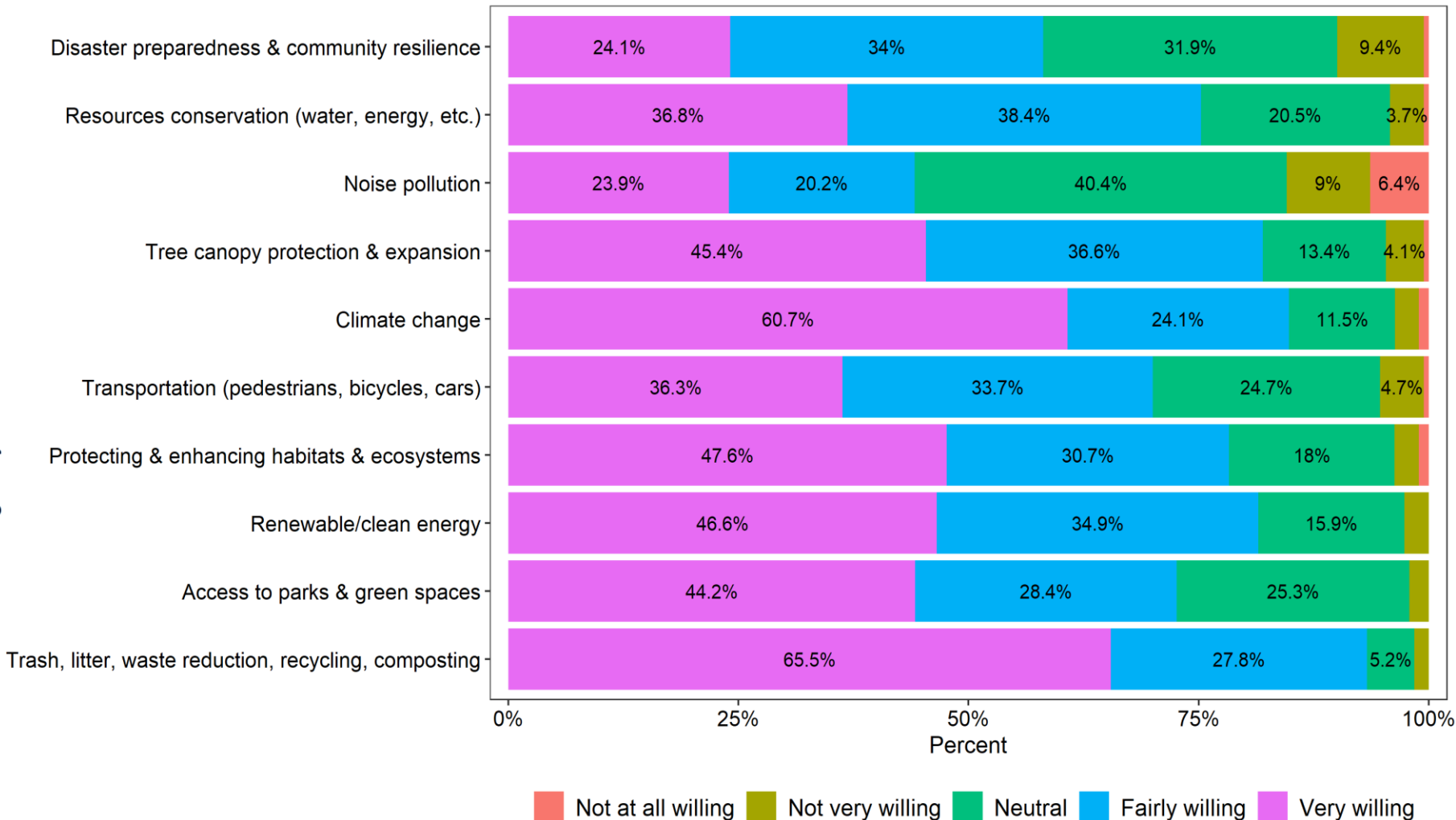
The majority of respondents were very concerned about local environmental issues (53.6%)

Importance of Issues



- Climate change had the most frequent “important” rating (92.4%), followed by trash, litter, waste reduction, recycling, and composting (91.8%)
- Noise pollution had the least frequent “important” rating (58.8%)

Willingness to Take Action on Issues

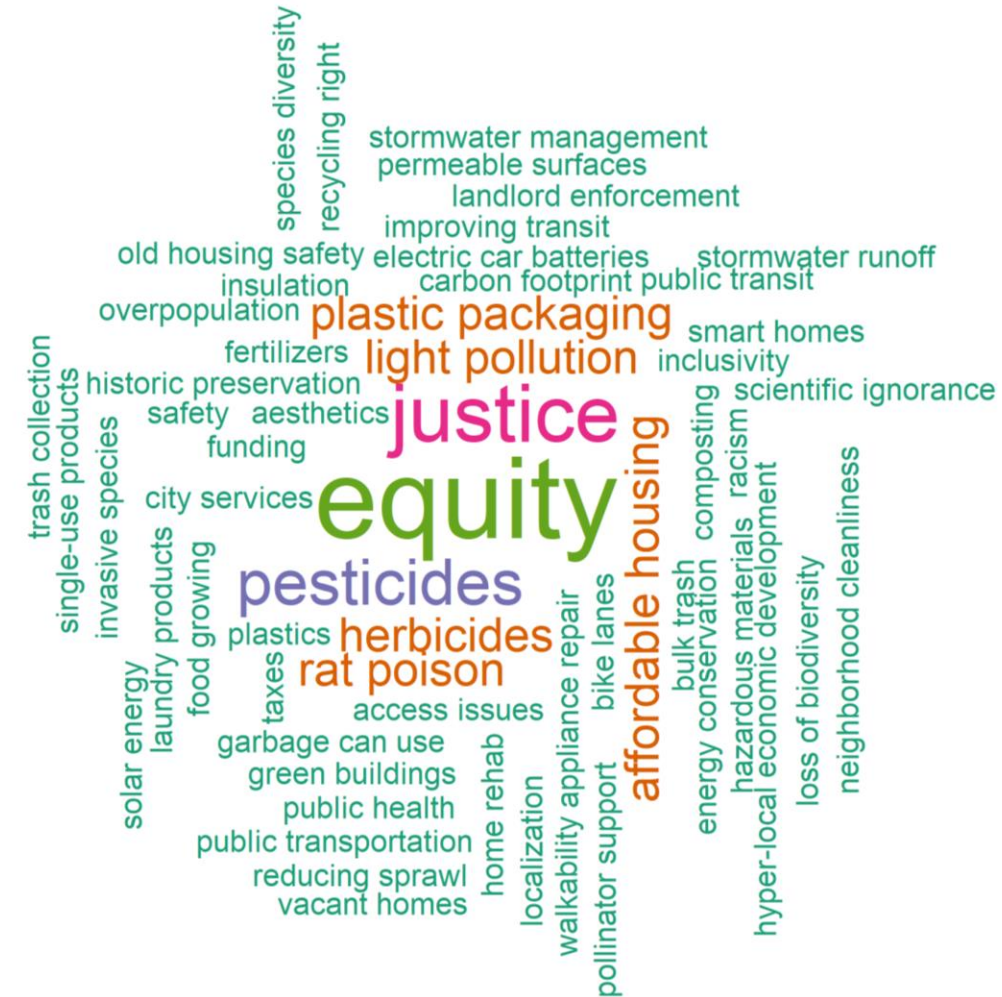


- Respondents were most likely to be “very willing” to take action on trash, litter, waste reduction, recycling, and composting (65.5%), followed by climate change (60.7%)

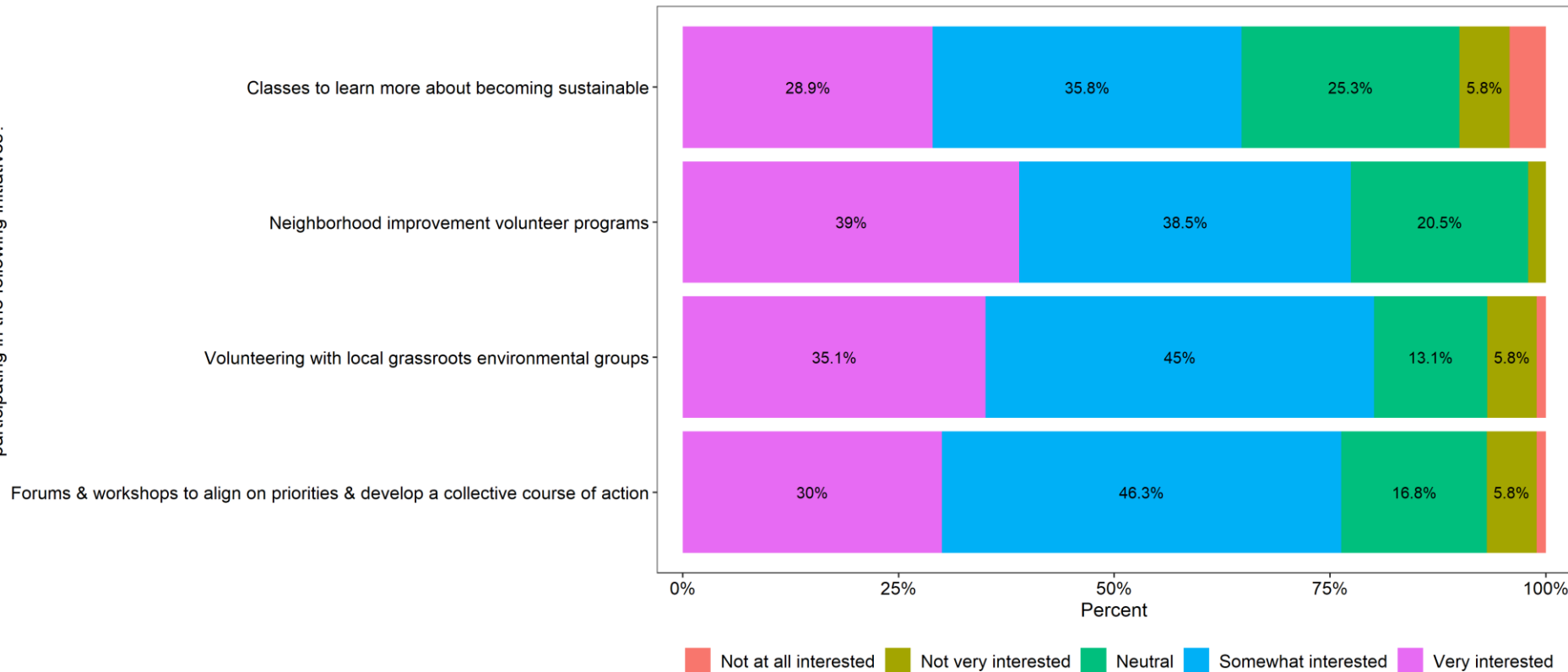
- They were least likely to be willing to take action on noise pollution (15.4%)

Any issue you're concerned about that was not listed above?

- A total of 51 respondents (25.5%) listed another issue not already provided
- The most common themes in free-text responses were surrounding equity and justice, followed by pesticide use, herbicide use, rat poison use, affordable housing, plastic packaging, and light pollution
- 54% said they would be very willing to take action on the issue they listed



How interested would you be in participating in any of the following initiatives?



Respondents were more likely to be “very interested” in volunteer opportunities as opposed to forums, workshops, and classes

Are there any environmental initiatives you would like to see offered and would be interested in participating in that is not listed above?

- Other initiatives that respondents would like to see offered most commonly included composting (workshops, curbside composting, etc.), community solar, and help with rain barrels



Thank you for Participating!

LEARN MORE ABOUT US HERE:

futureheights.org

FutureHeights

chgreenteam.org

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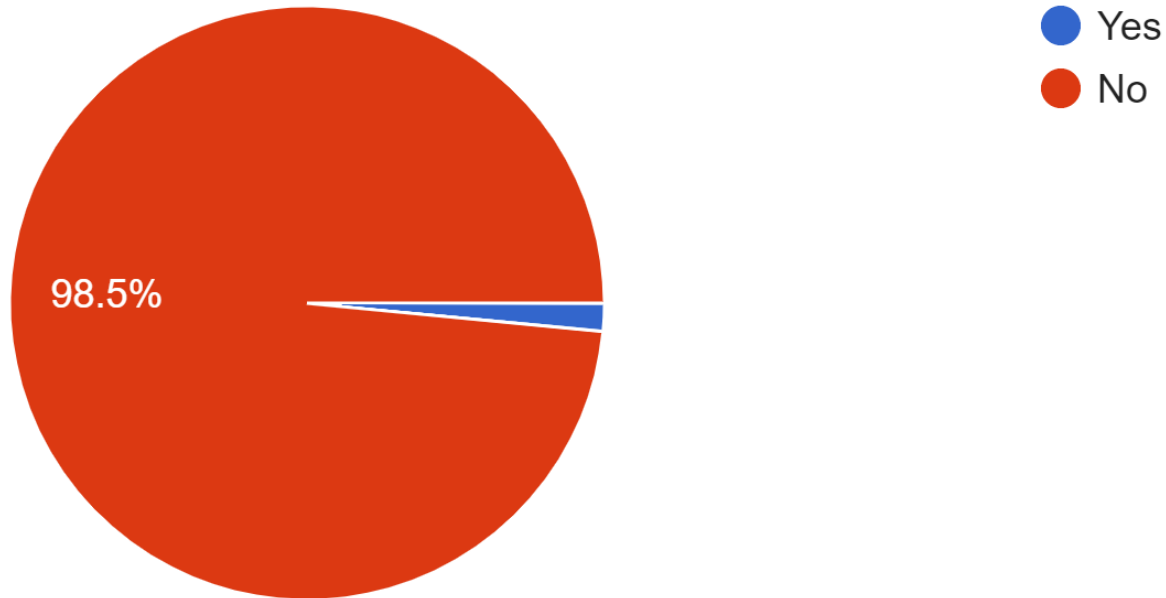


Supplemental Slides

Individuals vs. Organizations

Are you filling out this survey on behalf of an organization?

197 responses

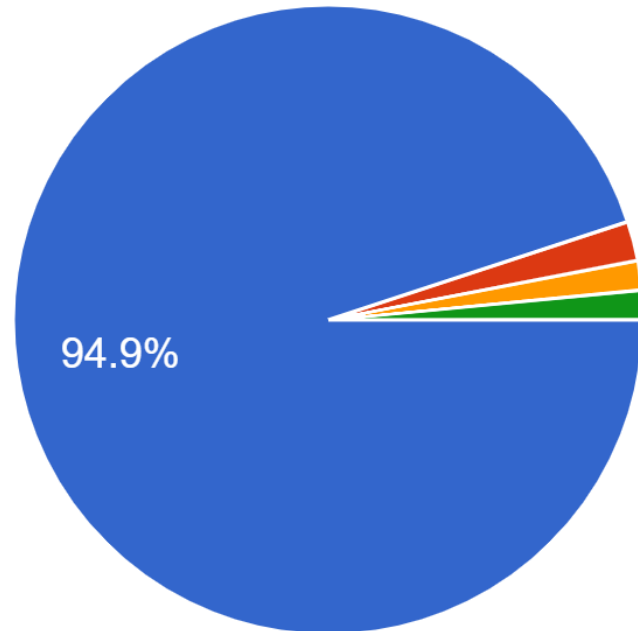


- Only 3 responses (1.5%) that were on behalf of an organization
 - 2 non-profits and 1 business

City

What city do you live in?

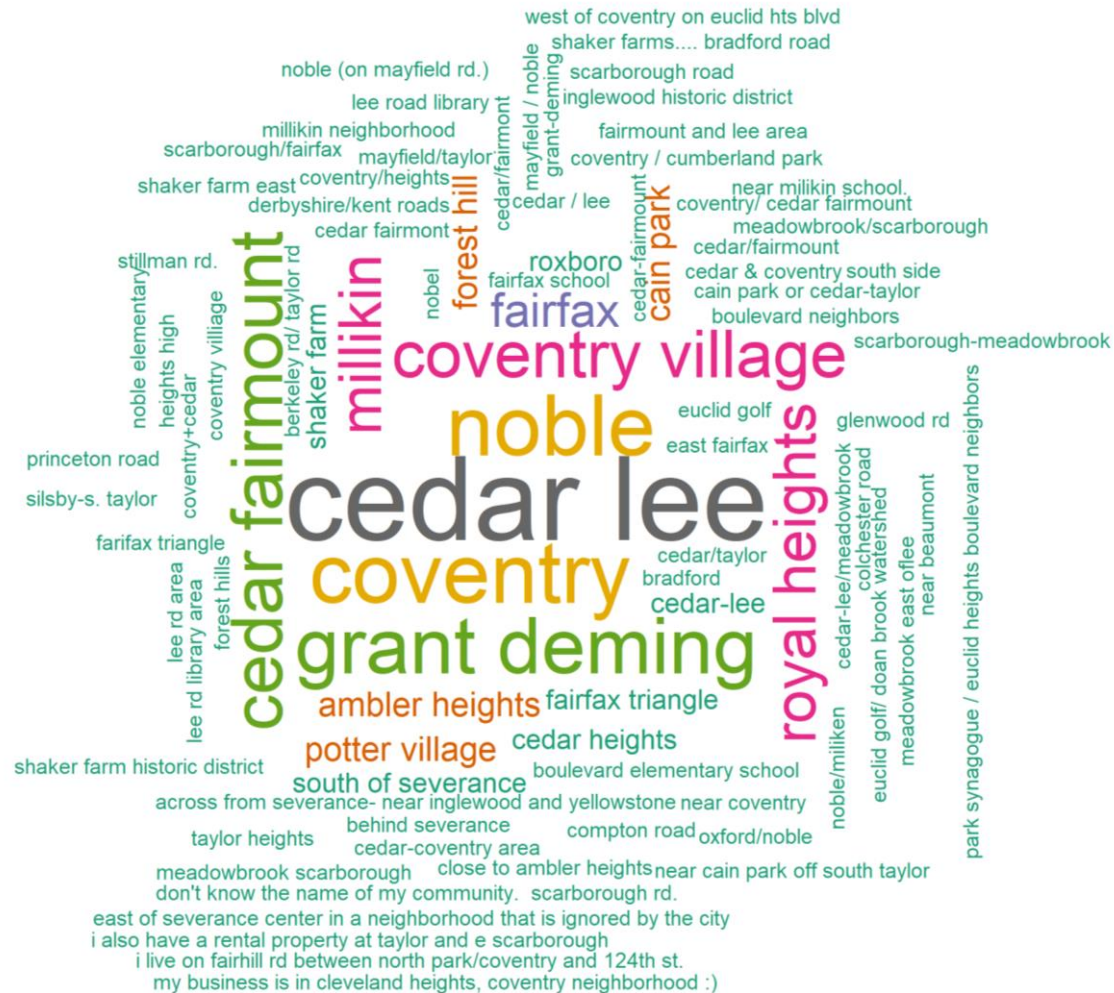
198 responses



- Cleveland Heights
- University Heights
- I previously lived in one of these cities but recently moved away
- I live somewhere else

- The majority of respondents (95%) live in Cleveland Heights

Neighborhood, Among Cleveland Heights Residents

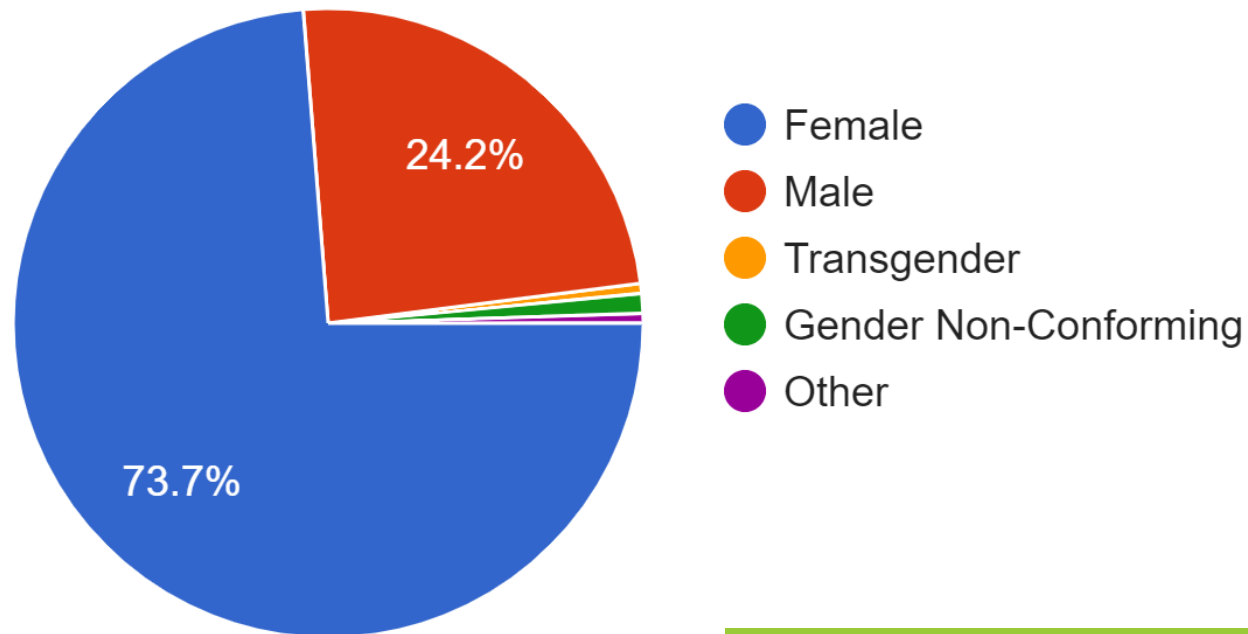


- Cedar Lee was the most commonly reported Cleveland Heights neighborhood, followed by Coventry and Noble

Gender

What is your gender?

198 responses



- Nearly 3/4th female and 1/4th male
- 4 (2.1%) transgender, gender non-conforming, or other

Age

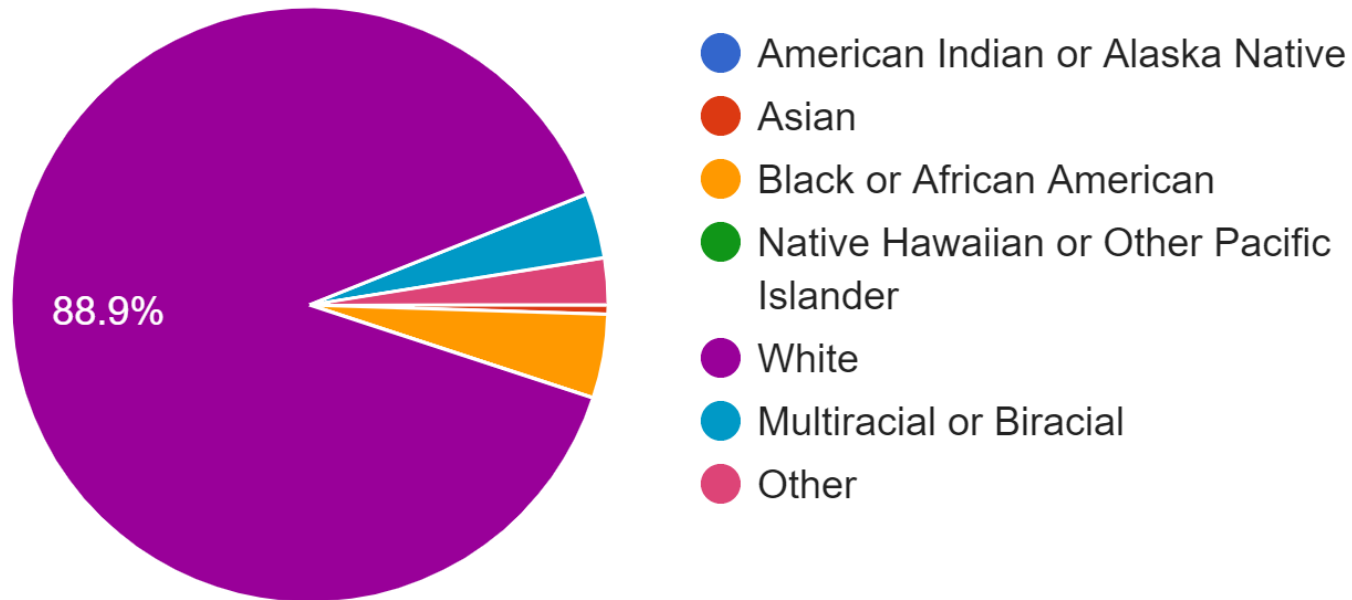
Age Category	N (%)
<18	0 (0.0%)
18 to 29	9 (4.5%)
30 to 39	37 (18.7%)
40 to 49	22 (11.1%)
50 to 59	31 (15.7%)
60 to 69	44 (22.2%)
70+	55 (27.8%)

- Half of respondents were 60 years or older (50%)
- No minors responded to the survey

Race

Which of the following best describes your race?

198 responses

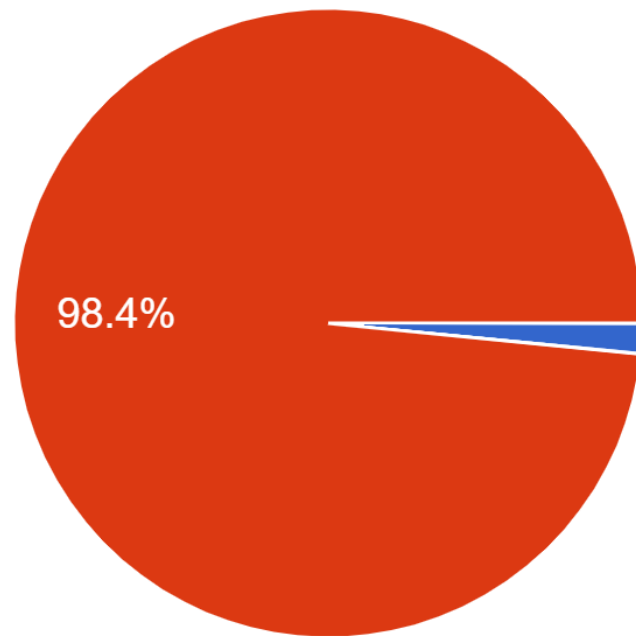


- Nearly 90% identified as white
- 9 (4.5%) Black or African American
- 7 (3.5%) multiracial or biracial

Ethnicity

Are you of Hispanic, Latino, or Spanish origin?

192 responses



- 3 (1.6%) Hispanic or Latino

Education

Education Category	N (%)
Less than a high school diploma	0 (0.0%)
High school degree or equivalent (e.g. GED)	2 (1.0%)
Some college, no degree	17 (8.6%)
Associate degree (e.g. AA, AS)	2 (1.0%)
Bachelor's degree (e.g. BA, BS)	67 (33.8%)
Master's degree (e.g. MA, MS, MEd)	81 (40.9%)
Professional or Doctorate degree (e.g. MD, DDS, DVM, PhD)	29 (14.6%)

89% of respondents had a bachelor's degree or more, with the most common education category being a master's degree (40.9%)

If you provided another issue, how willing are you to take action on that issue?

Response	N (%)
Not at all willing	2 (4.2%)
Not very willing	3 (6.2%)
Neutral	7 (14.6%)
Fairly willing	10 (20.8%)
Very willing	26 (54.2%)

Of those who provided another issue and willingness rating, more than half said they would be very willing to take action on that issue (54.2%)