



**THOMPSON
RIVERS
UNIVERSITY**

Integrated
Planning &
Effectiveness

TRU Sustainability Pre-Assessment Survey Report

December 2025

Prepared by IPE
Prepared for TRU Sustainability Office

Executive Summary

This report presents findings from the 2025 TRU Sustainability Survey, conducted as part of the **Sustainability Tracking, Assessment & Rating System (STARS)** framework. The survey supports Thompson Rivers University (TRU) in monitoring progress toward sustainability goals and assessing sustainability literacy across its community.

The survey was designed with two primary objectives:

1. Pre-assessment of sustainability literacy among a representative sample of TRU Kamloops campus students.
2. Broader engagement with the TRU community, including faculty, staff, and administration, to capture attitudes, behaviour, and awareness related to sustainability initiatives.

Survey Administration

The TRU Sustainability Survey was distributed to a representative randomized sample of 1,000 Kamloops campus students enrolled in a program at TRU in the Fall of 2025. A contact list was created and uploaded into Qualtrics—a web-based survey tool for conducting survey research, evaluations, and other data collection activities—and the survey was sent through an email distribution on October 31st, 2025. Three reminders were sent to students and the survey closed on December 3rd, 2025. A total of **177 students** completed the survey, yielding a **response rate of 18%**. An additional 270 faculty, staff, and administrators responded via an anonymous link, bringing total participation to **447 respondents**.

Representation of the Student Population

A *representative sample* reflects the characteristics of the overall population from which it is drawn. While the survey sample was designed to be representative of Kamloops campus students, the actual respondents showed some variation compared to the broader population:

- **Women:** 69% of respondents vs. 51% of the population (overrepresented).
- **Indigenous students:** 11% vs. 9% (slightly overrepresented).
- **International students:** 32% vs. 37% (underrepresented).

With 177 student responses from a population of 8,749, the margin of error is +/- 5 percentage points at a 95% confidence interval.

Key Findings

Students

- Students demonstrated moderate baseline knowledge of sustainability concepts, with an average score of **53%** for the sustainability knowledge quiz portion of the survey. While **14% achieved a perfect score**, the largest proportion (19%) scored **3 out of 7**.
- A strong majority (**90%**) agree or strongly agree that they regularly take small sustainability actions.
- **79%** agree or strongly agree that TRU continuing to demonstrate strong sustainability leadership is important.

- Sentiment is mixed regarding whether sustainability is actively practiced rather than just discussed; **32% neutral, 37% agree, and 18% strongly agree.**
- **72%** (agree or strongly agree) that they are actively trying to adopt more sustainability-focused behaviors.
- **66%** agree or strongly agree that TRU provides opportunities to learn about sustainability and energy conservation and to get involved.
- Awareness around TRU sustainability initiatives and programs is concentrated on **TRUSU clothing swaps** and **Zero Waste Station (42%)**, while initiatives such as **SDG events (2%), Residence Eco Move Out (3%),** and **BioBlitz (5%)** remain largely unknown. Responses to the "other" category were around not knowing any of the initiatives which accounted for **7%** of the responses.
- Despite awareness, participation is limited—**42% have not engaged** in any initiatives they know of. The most common involvement is with **Zero Waste Station (10%),** followed by **TRUSU clothing swaps (8%)** and **Sustainability Pledge Challenge (7%).**
- **66% volunteered** in the broader community within the past year.
- Over half (**54%**) commute sustainably more than 50% of the time, primarily via **public transit (42% of the time), walking (28%),** and **carpooling (12%).**

Faculty and Staff:

- There is a nearly universal adoption of small sustainability actions (**99%** agree or strongly agree).
- **90%** agree or strongly agree that TRU's sustainability leadership is important.
- **68%** agree or strongly agree that sustainability is actively practiced at TRU and not just spoken about.
- **89%** (agree or strongly agree) that they are actively trying to change personal behaviors to be more sustainability-focused.
- **67%** agree or strongly agree that TRU provides students with opportunities to learn and engage in sustainability.
- Faculty and staff demonstrate higher awareness of TRU sustainability initiatives than students, particularly for **GoByBike Week (67%), Zero Waste Station (64%),** and **TRU Car Share (61%).** However, **Employee Service Volunteering (7%)** remains the least known.
- Despite awareness, engagement is modest—**Zero Waste Station (20%)** is the most participated initiative, while **22% report no participation** in any initiatives they know of.
- A significant majority (**74%**) drive single-occupancy vehicles more than half the time. Among the **26%** who commute sustainably, the breakdown includes **carpooling (19% of the time), walking (17%), public transit (15%),** and **other options (14%)** such as remote work that require minimal commuting.

Appendix A: Student Survey Results

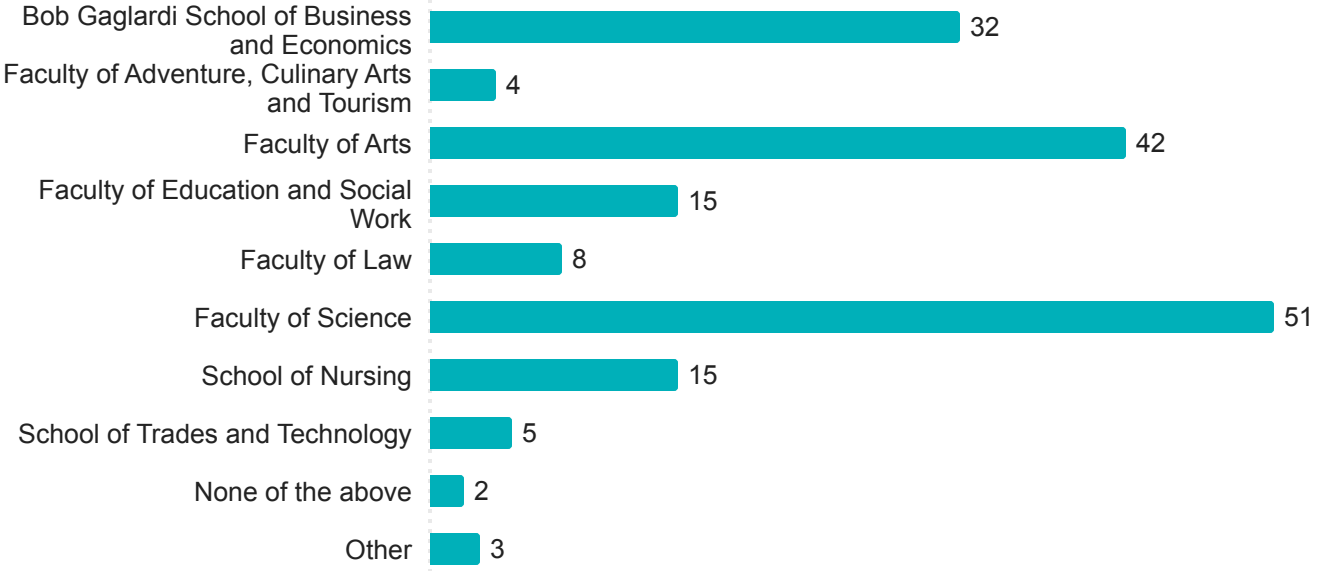
1. Are you a TRU student or employee (staff or faculty)?

177 Responses



2. Which TRU Faculty/School is your program in?

177 Responses



Other (verbatim)

3 Responses

- PBD Applied Data Science
- UPrep
- Bachelor of Interdisciplinary Studies

3. Please indicate your level of agreement with the following statements.

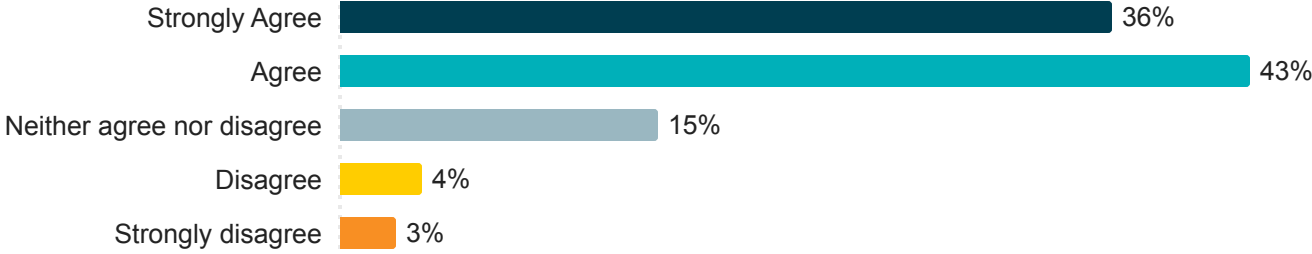
3.1 Taking small sustainability actions is something I do regularly (like using reusable coffee cups, water bottles and shopping bags).

156 Responses



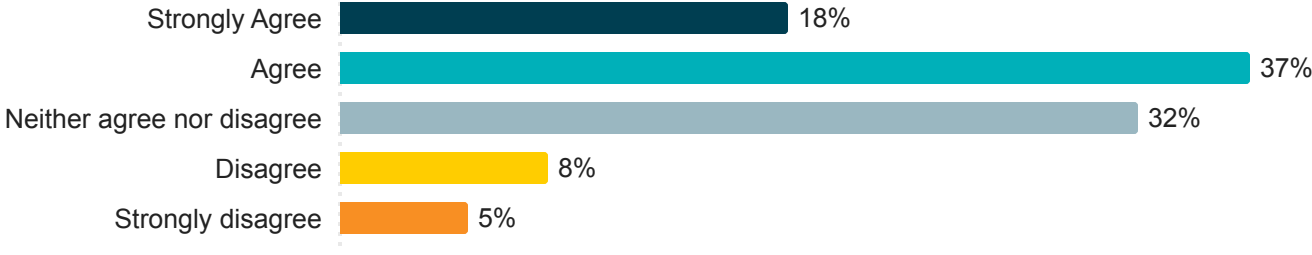
3.2 Having TRU continue to demonstrate strong sustainability leadership is important to me.

155 Responses



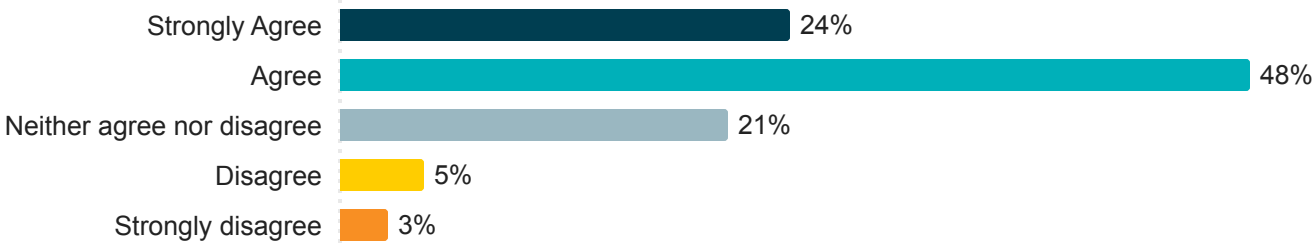
3.3 I feel the people at TRU truly practice sustainability behaviours and don't just talk about them.

156 Responses



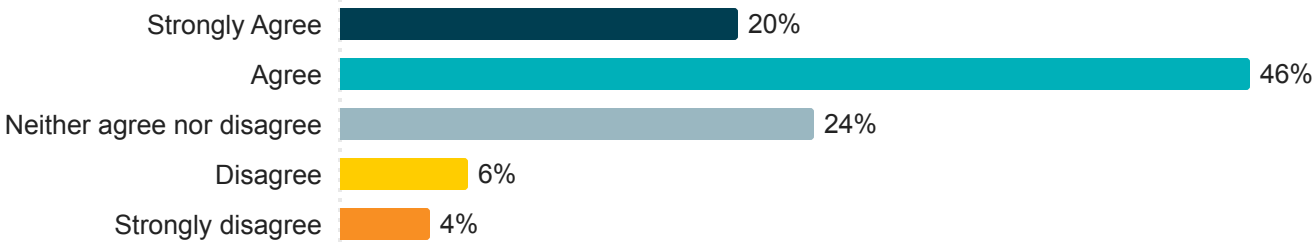
3.4 I am regularly trying to change my personal behaviours in order to be more sustainability-focused.

155 Responses



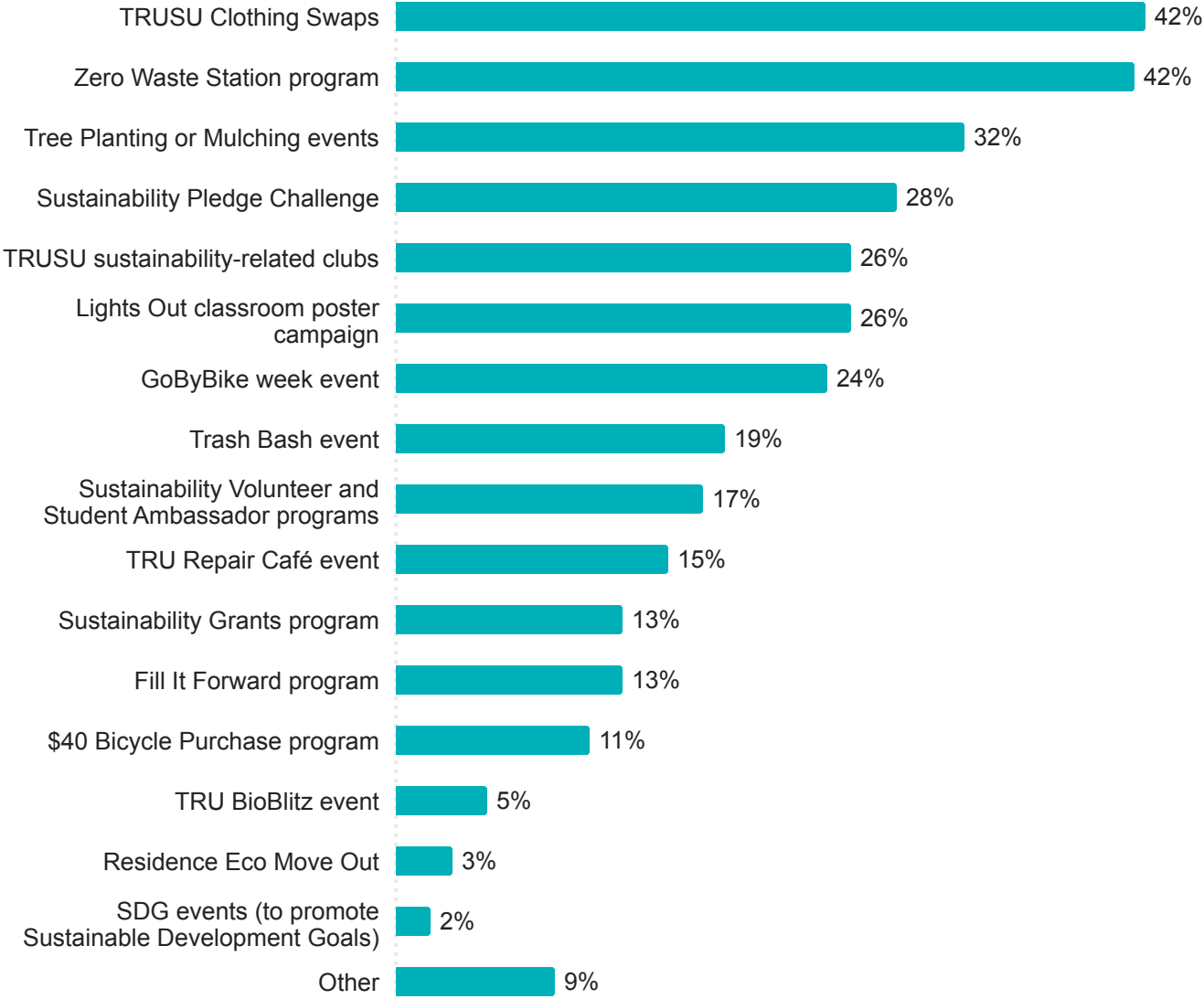
3.5 TRU has provided students with opportunities to learn about sustainability and energy conservation and to get involved on campus.

156 Responses



4. Which of the following sustainability-related programs, events, or initiatives were you aware of during the last 12 months? Select all that apply.

156 Responses



Other (verbatim)

12 Responses

- n/a
- None
- None of the above
- na
- None of the above
- none

none

none

None

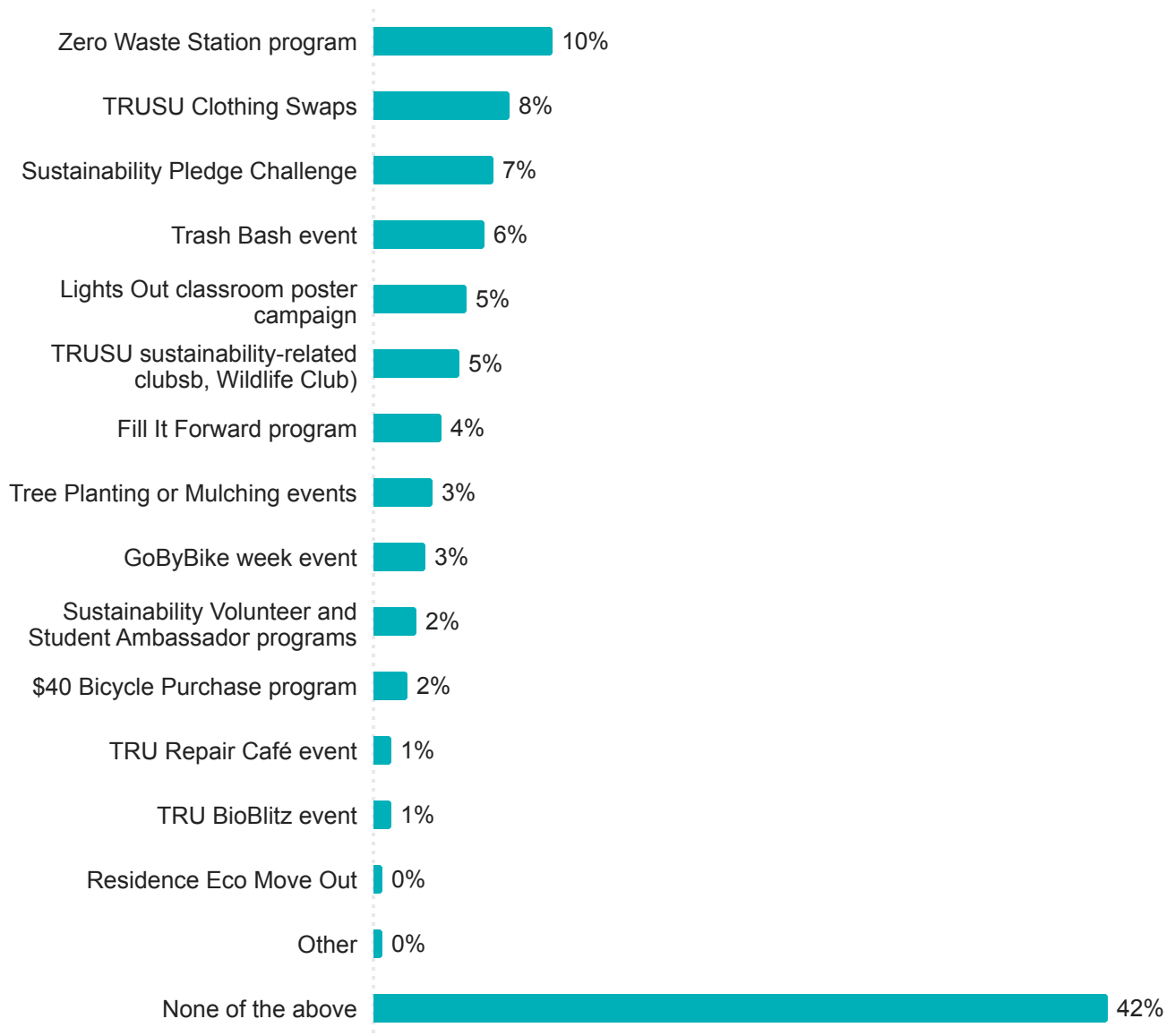
none

None, new here

Some professors also make you write some essays or do research regarding this topic as an assignment too.

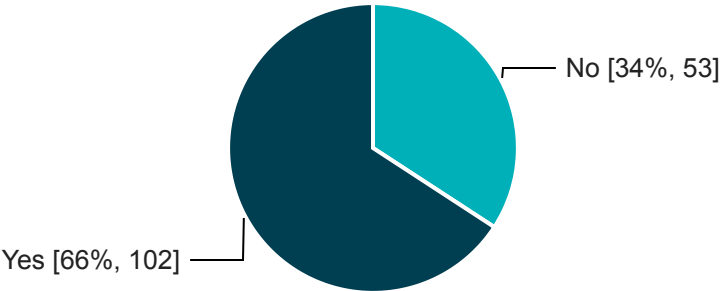
5. Which of the following sustainability-related programs, events, or initiatives, that you said you were aware of, have you participated in during the last 12 months?

152 Responses



6. Have you volunteered in your community - outside of TRU - at least once in the last 12 months? (examples: helping out at an event; helping your neighbours with a task; participating in community service and/or other civic engagement programs; being enrolled in a service-learning program; or helping at a community organization).

155 Responses

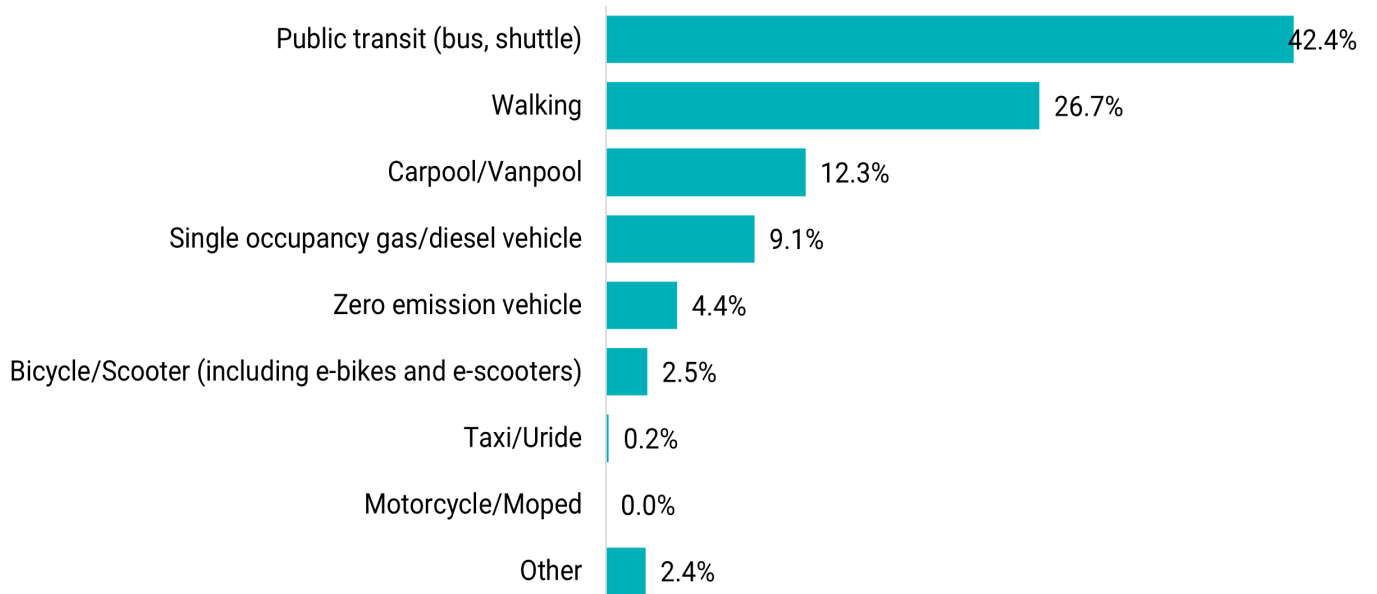


7. Over the last 12 months, have you commuted to campus more than 50% of the time using any mode of transportation besides driving a single-occupancy gas/diesel car, truck, or van?

156 Responses



Average Percentage of Use Students



Other (verbatim)

Walking

None

Appendix B: Student Sustainability Knowledge Results

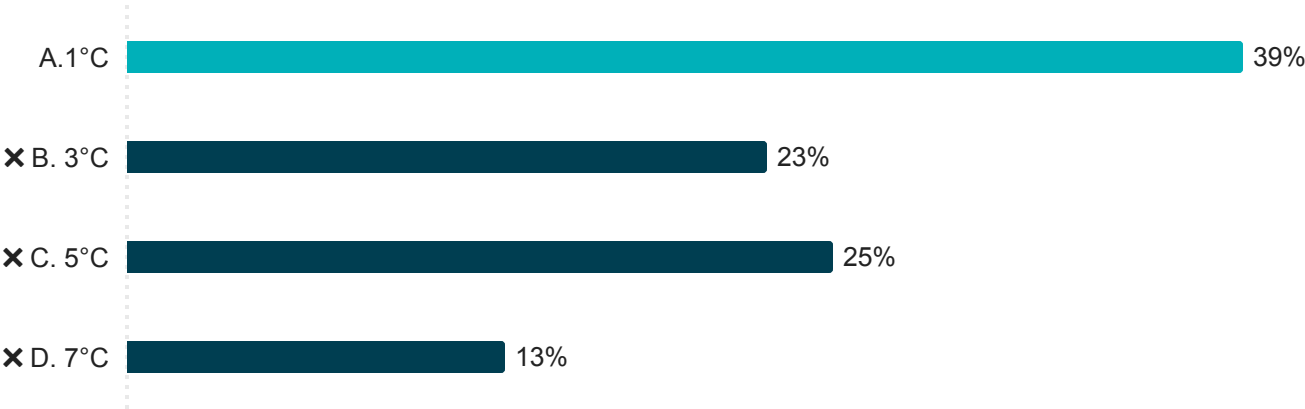
1. Which energy source, alone or combined with another source, produces 95% of British Columbia's electricity?

176 Responses



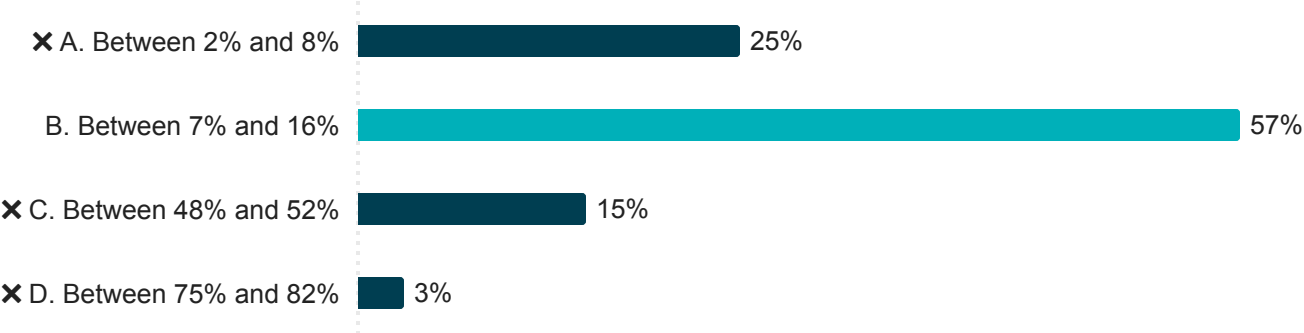
2. Due to greenhouse gas emissions scientists have measured an increase in average global temperatures. How much has the temperature increased globally since the year 1850?

173 Responses



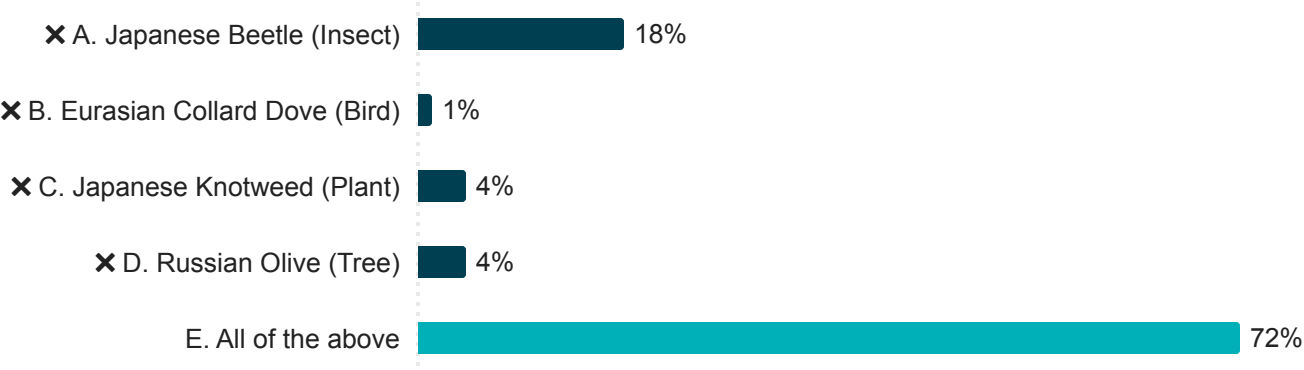
3. Canadians throw away over 3 million tons of plastic waste every year. Plastic waste and marine litter burdens our economy and threatens the health of our environment including our wildlife, rivers, lakes, and oceans. What percentage of this plastic waste is recycled, while the rest ends up in our landfills, waste-to-energy facilities or in the environment?

169 Responses



4. Invasive species (those that have been intentionally or accidentally introduced into an area) can pose a significant threat to the environment, economy and even human health. Which of the following are considered invasive species in Kamloops?

166 Responses



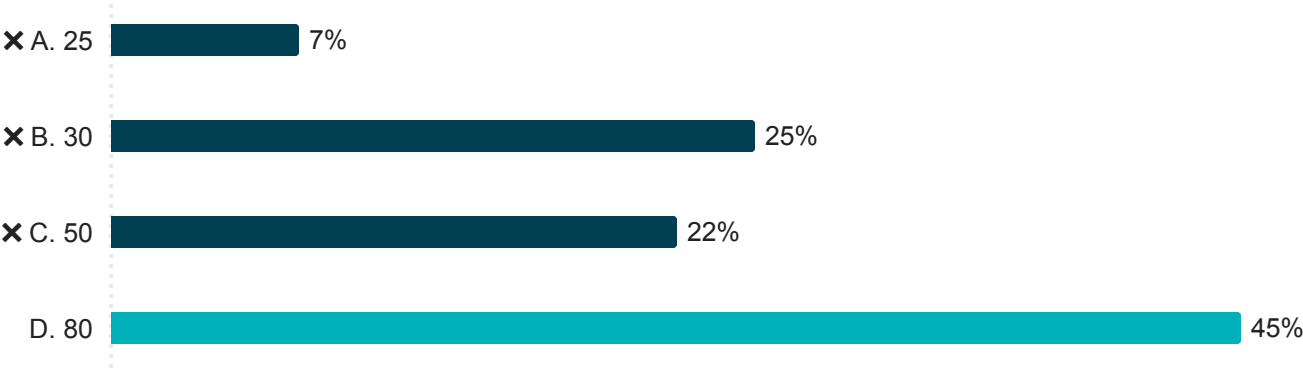
5. The Canadian federal government has committed to the 2030 Emissions Reduction Plan, a plan meant to use strategies such as regulation, carbon pricing, and investments in clean energy in order to reduce greenhouse gas emissions. The Emissions Reduction Plan aims to reduce greenhouse gas emissions by 2030 by what percentage below 2005 levels?

162 Responses



6. Water scarcity and pollution are important environmental concerns, especially in developing countries. In fact, up to ___% of all illness reported in the developing world are related to inadequate water supply and sanitation.

161 Responses



7. Globally, food waste is a significant issue. In fact, up to 6% of greenhouse gas emissions have been linked to food waste and the amount of food wasted has been estimated to be able to sustain 3 billion people annually. In developed countries such as Canada, approximately ___% of food waste occurs either at the retailer level (for example, grocery stores throwing away blemished fruits and vegetables) or at the consumer level (letting food spoil in the refrigerator).

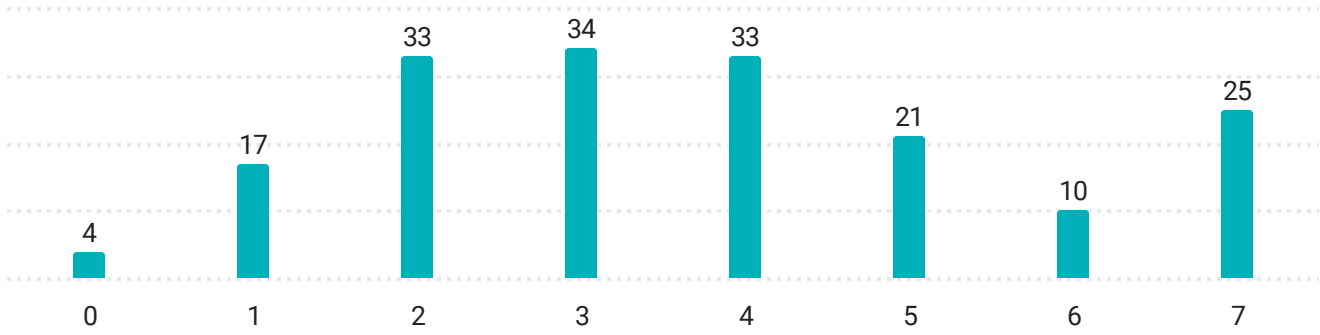
157 Responses



Overall Scores

The average score across all questions was 53%.

177 Responses



Field	Min	Max	Median	Standard Deviation	Variance	Responses
Score	0	7	4	2	4	177

Appendix C: Staff Survey Results

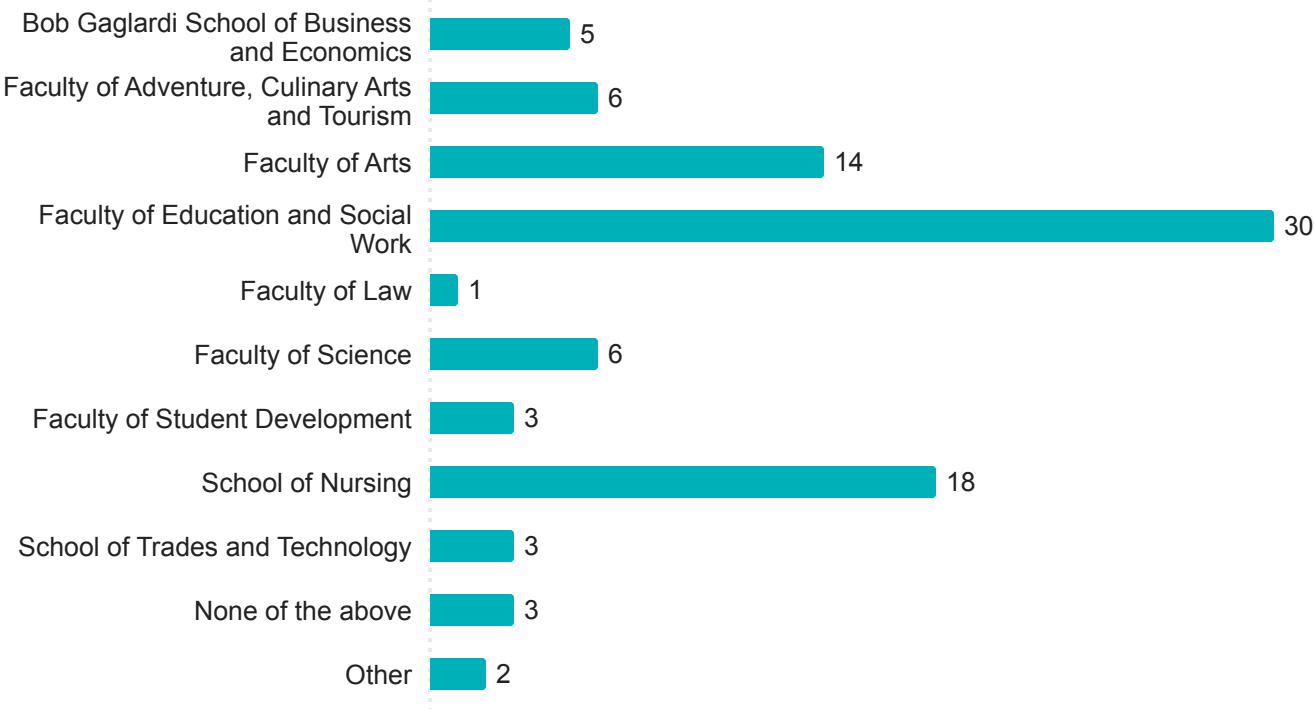
1. Are you a TRU student or employee (staff or faculty)?

270 Responses



3. Which Faculty/School do you primarily teach in?

91 Responses



Other (verbatim)

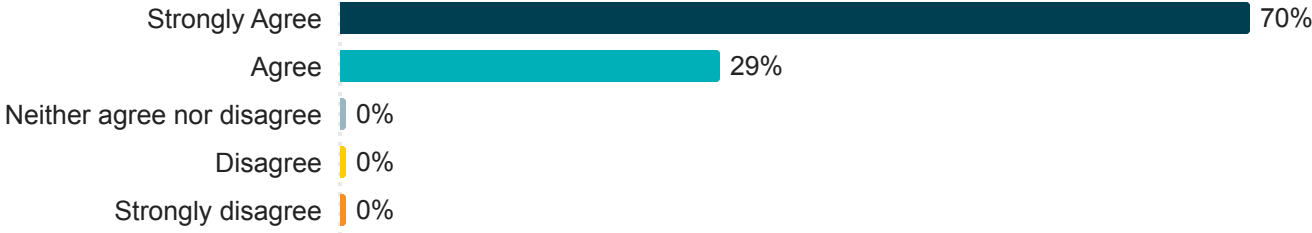
Bob Gagliardi Schol of Business and Economics, Faculty of Science

Open Learning

5. Please indicate your level of agreement with the following statements.

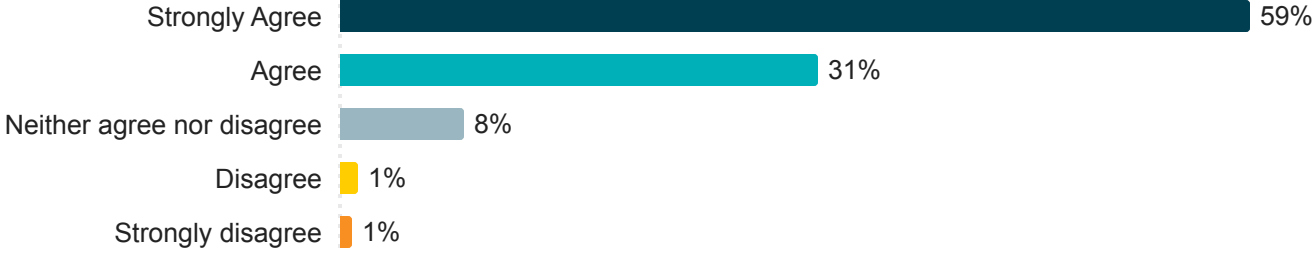
5.1 Taking small sustainability actions is something I do regularly (like using reusable coffee cups, water bottles and shopping bags).

261 Responses



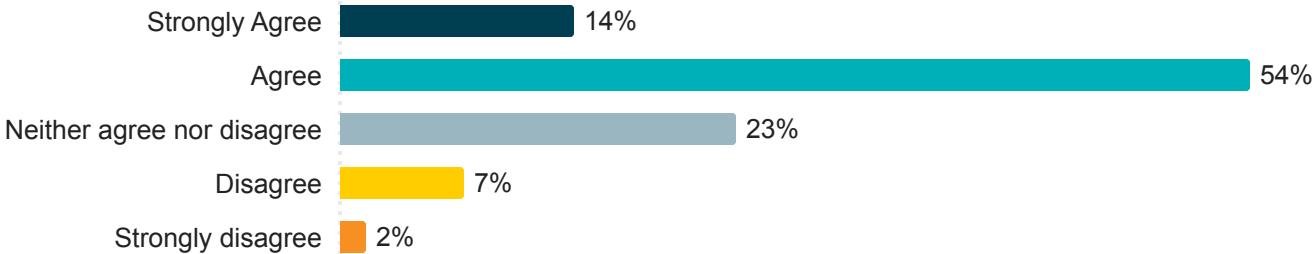
5.2 Having TRU continue to demonstrate strong sustainability leadership is important to me.

261 Responses



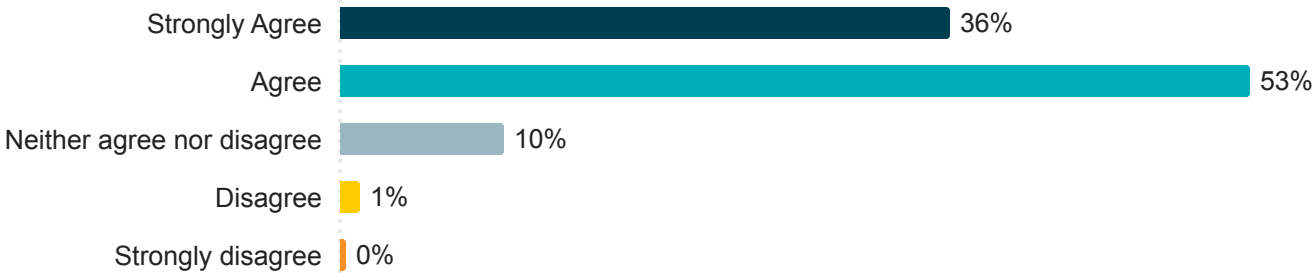
5.3 I feel the people at TRU truly practice sustainability behaviours and don't just talk about them.

260 Responses



5.4 I am regularly trying to change my personal behaviours in order to be more sustainability-focused.

261 Responses



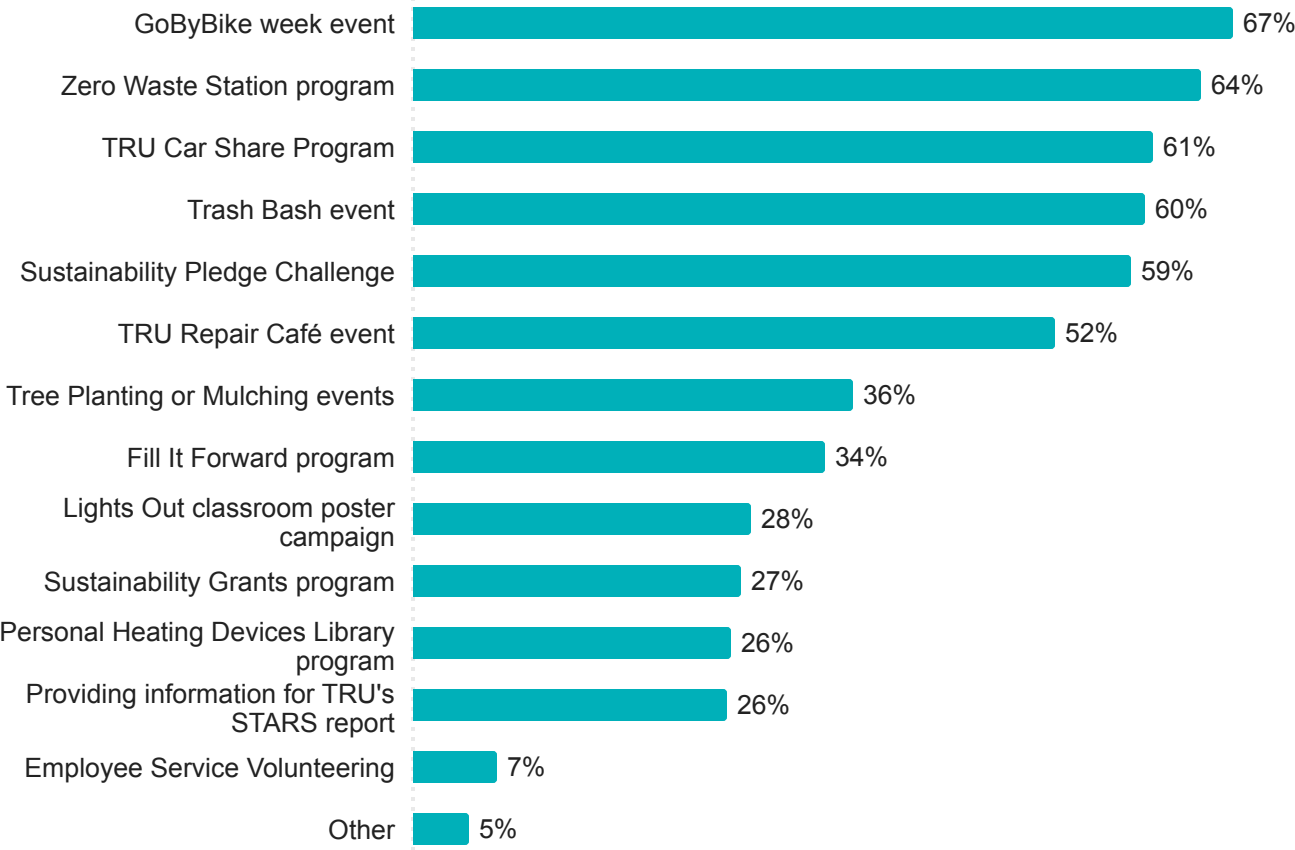
5.5 TRU has provided students with opportunities to learn about sustainability and energy conservation and to get involved on campus.

258 Responses



6. Which of the following sustainability-related programs, events, or initiatives were you aware of during the last 12 months? Select all that apply.

261 Responses



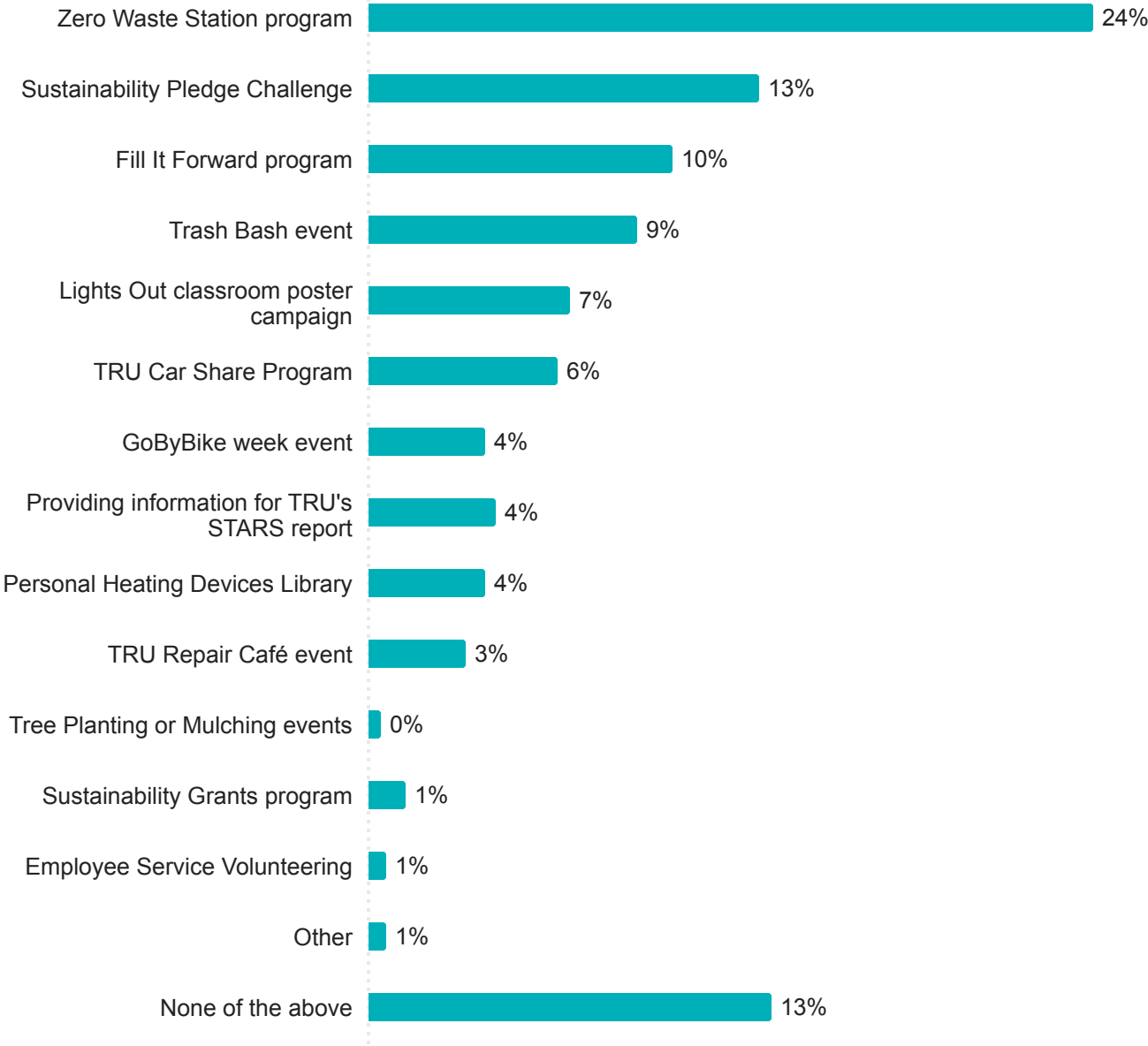
Other (verbatim)

12 Responses

- other
- I don't spend any time on campus, so I'm not aware of these programs
- As an OLFM, I was not aware of them
- Sustainable Development Goals
- LCDES (did I get that right?) construction
- Recycling at Williams Lake Campus
- None - work off-campus
- None
- None
- Sweater day
- UNSDG'S
- I wasn't aware of any of them.

7. Which of the following sustainability-related programs, events, or initiatives, that you said you were aware of, have you participated in during the last 12 months?

255 Responses



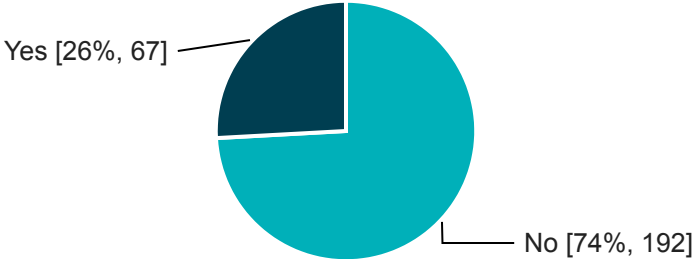
Other (verbatim)

3 Responses

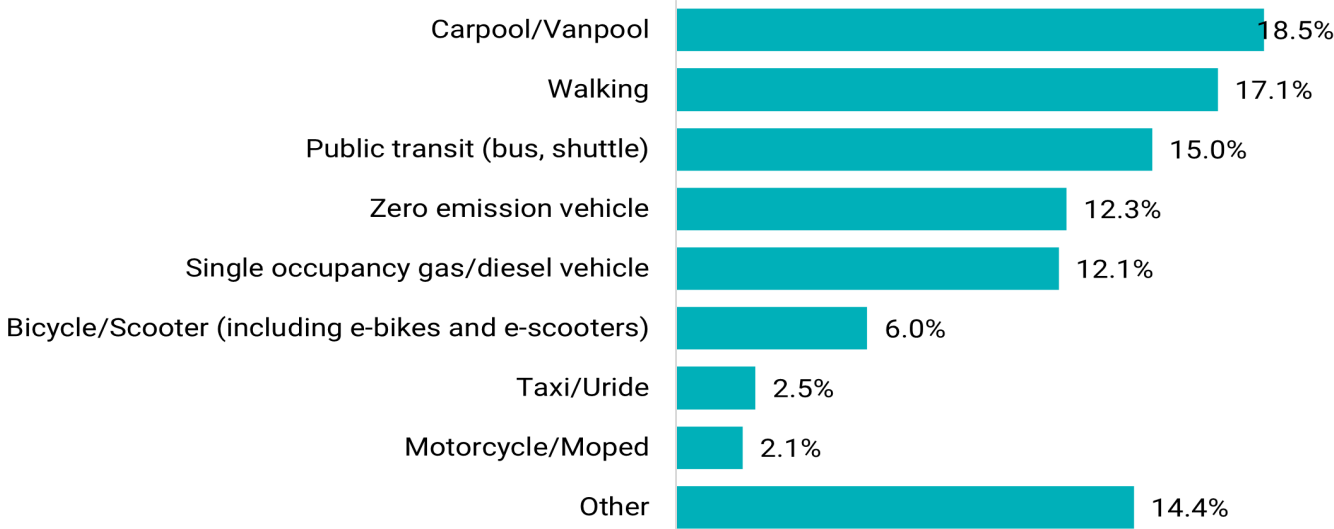
Most are listed in Kamloops I don't live there
 I was going to do the tree mulching but it was cancelled :(
 I am not on campus so I do not have the opportunity to engage in these activities

8. Over the last 12 months, have you commuted to campus more than 50% of the time using any mode of transportation besides driving a single-occupancy gas/diesel car, truck, or van?

259 Responses



**Average Percentage of Use
Faculty & Staff**



Other (verbatim)

4 Responses

- driving EV
- I have a hybrid car
- EV car
- Work from home