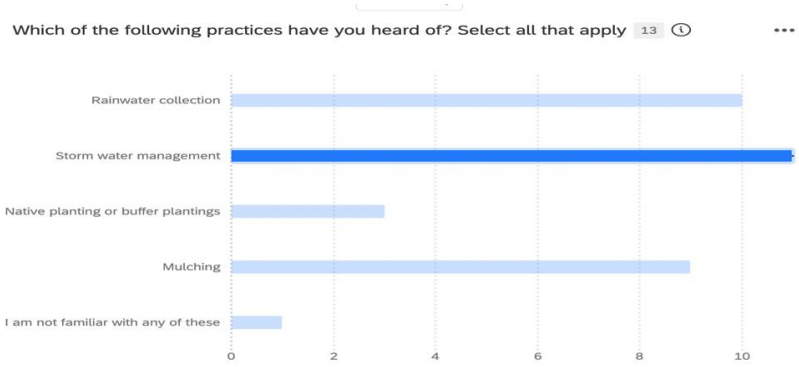
Young Adult Conservation Survey

The purpose of the Engaging Young Adults survey was to understand the knowledge level of water conservation within young adults. We wanted to get an overview of what young adults knew about watershed ecology, what/if they find it interesting to dive deep into getting to know more. The specific audience we wanted to reach with the survey was people aged eighteen through twenty-five. Over the course of the survey, we had 28 respondents but only 16 students fully finished. We were not able to reach all the age groups that we intended to. We came together to ask questions like basic demographics, what do people know and overall interest about water shed ecology. We are looking to gain information on what would encourage young adults to engage in water practices.



The data presented demonstrates a list of popular water practices that adults can partake in. We can assume from the data that storm water management was the most common practice within these young adults.

Among these we can also see that as many people reported “Mulching” as a practice that they are familiar with. Given the geographic location most participants who we surveyed originate; we can assume that this relates to the strong agricultural industry located in the midwestern region of North America.

Given that 77% of the survey population is African American, we can conclude that at most ten people out of the 13 surveyed identify with this ethnic group. Continuing, we can deduce given the four topic categories, at least 7 people indicated they have some information on “Rainwater Collection”. We came to this conclusion by multiplying the total amount of people (13) by 77% (the percentage of people who identified as African American) which comes out to 10.05 or 10 people and subtracted the number of other potential ethnic surveys (3) and concluded that it is indeed true that at least seven of the AA diasporas have little to sufficient knowledge of this water management practice

Given that the number of females surveyed are two times that of the male's survey we can guess that at least half of the surveyors of the AA diaspora who reported to know about Rainwater management or at least three people.

Where have you learned about sustainable water practices? (Select all that apply) 15

Q8 - Where have you learned about sustainable water practices? (Select all that apply)	Percentage	Count
School	67%	10
Social Media	53%	8
Friends/Peers	27%	4
Books/Articles/Documentaries	53%	8

With the data from the question” Where have you learned about sustainable water practices” we learned that 67% of the participants have learned about water conservation actions through school. This information can help motivate us as reach searchers to find a more effective way through school to reach this audience about these practices.

Which of the following practices do you actually do? 15

Q6 - Which of the following practices do you actually do?	Percentage	Count
Water reuse	27%	4
Native planting	7%	1
Mulching	13%	2
None	60%	9

Question 6 of the survey is important because it provides us with knowledge about the actions the participants participate in. As we see above, 60% of the participants do not participate in any water practices. Knowing this information supports the reason why we wanted to create the survey.

In conclusion, many undergraduates, particularly in their earlier college years, may be more open to adopting eco-friendly behaviors as they are exposed to new ideas and education. The survey helped us analyze individuals that are aged 18-25 have more water practices rather than 21-23. This age group might also have more flexible schedules and less financial responsibility, allowing them to focus on sustainable practices. This correlates to our whole objective of engaging young adults in watershed ecology. As for our young teens, one thing we noticed was a significant number of young adults do not engage in water conservation practices. Many of the questions we included in our survey include demographic questions, what they know about watershed ecology and how they know what they know.

The end.