

Evaluation

'An Inconvenient Truth' Free Screening

21st June 2007

@ National Museum Cardiff

Number of attendees: 83

(71 general public; 12 guests & staff)

Number of questionnaires returned: 48



SWOT Analysis

Strengths

- All the tickets were reserved in advance; full capacity on the evening was achieved
- Marketing and promotion was carried out by the BA and the museum, which resulted in the full-capacity audience
- 2 'experts' from local universities were present to take questions after the screening. This was well received.
- The free popcorn and drinks added to the informality and popularity of the evening

Opportunities

- A reserve list of people wanting to attend was obtained, indicating that this event could be staged in a larger venue.
- Follow up with / sign-post to further BA materials and events.

Weaknesses

- Monitoring form – needs some modification to ensure capture of accurate data
- It was not easy to view the screen from the very back of the room
- The event was over-subscribed and people had to be turned away

Threats

- That the BA is seen to be fully endorsing this film

Breakdown of feedback results

How did you find out about this event?

From a friend/relative	20
Info at Cardiff Museum	2
Website – Cardiff Museum	2
Website – unspecified	3
Library	4
Council Circulated Email	2
Email - unspecified	3
Other	9
No answer	3

Comment: The answers generated by this question were generally unhelpful with 42% of people just stating 'from a friend/relative'.

Gender

Female	29
Male	18
Unspecified	1

Comment: 60 % of attendees were female and only 38% were male (2% unspecified).

Age Profile (years)

Less than 16	4
16-19	3
20-29	8
30-39	5
40-49	10
50-59	4
60-69	3
70-79	4
Unspecified	7

Comment: A good spread of ages was achieved. The youngest attendee was 12 years and oldest was 78. The largest age group was the 40 – 49 year olds, who represented about 21% of all attendees.

Ethnicity

White	20	White British 6
		White English 1
		White Scottish 1
		White Irish 2
		White European 3
		White Australian 1
		White 6
Black British	1	
British	8	
British Welsh	1	
Welsh	8	
Welsh Methodist	1	
British/Australian	1	
French	1	
Greek	1	
Anglo Saxon	1	
Unspecified	5	

Comment: In an attempt to reduce the questionnaire size, attendees were simply asked to state their ethnicity. This has caused some confusion with ethnic groups/nationalities/religions all being recorded. I do not believe this accurately reflects the ethnic groups of the attendees on the evening. The information gained would have been more useful if tick options were given.

Defra's Attitudinal Survey was used to collate opinions before and after the event. 44 forms were fully completed and returned.

1. The world's climate is changing

	Beginning of event	End of event	% change
Strongly agree	24 (55%)	32 (73%)	+ 18%
Agree	19 (43%)	12 (27%)	- 16%
Neither agree nor disagree	0 (0%)	0 (0%)	=
Disagree	1 (2%)	0 (0%)	- 2%
Strongly disagree	0 (0%)	0 (0%)	=

Comment: At the end of the event, the majority of people (73%) strongly agreed that the world's climate is changing, compared to only 55% at the beginning of the event who strongly agreed.

2. Climate change is the result of human behaviour

	Beginning of event	End of event	% change
Strongly agree	19 (43%)	30 (68%)	+ 25%
Agree	17 (39%)	14 (32%)	- 7%
Neither agree nor disagree	8 (18%)	0 (0%)	- 18%
Disagree	0 (0%)	0 (0%)	=
Strongly disagree	0 (0%)	0 (0%)	=

Comment: At the end of the event, the majority of people (68%) strongly agreed that this change is the result of human behaviour. Before this event, only 43% of people strongly agreed with this.

3. Climate change is a natural occurrence

	Beginning of event	End of event	% change
Strongly agree	4 (9%)	3 (7%)	- 2%
Agree	17 (39%)	13 (30%)	- 9%
Neither agree nor disagree	12 (27%)	3 (7%)	- 20%
Disagree	10 (23%)	13 (30%)	+ 7%
Strongly disagree	1 (2%)	12 (27%)	+ 25%

Comment: This statement elicited a mixed response from attendees. At the beginning of the event, the majority (39%) agreed that climate change is a natural occurrence. At the end of the event, only 30% agreed with this statement while a further 30% disagreed with it.

4. Climate change has become more of an issue for me in this last year

	Beginning of event	End of event	% change
Strongly agree	7 (16%)	14 (33%)	+ 17%
Agree	19 (43%)	20 (47%)	+ 4%
Neither agree nor disagree	10 (23%)	3 (7%)	- 16%
Disagree	8 (18%)	6 (14%)	- 4%
Strongly disagree	0 (0%)	0 (0%)	=

Comment: At the start of the event, the majority of people (43%) agreed that climate change had become more of an important issue for them in the last year. At the end of the event, this majority grew to 47%.

NB Sample size in 'before' count was 44 but sample size in 'after' was 43 as one attendee stated that this was a 'pointless question'.

5. I personally can help to limit the effects of climate change

	Beginning of event	End of event	% change
Strongly agree	12 (27%)	21 (48%)	+ 21%
Agree	24 (55%)	21 (48%)	- 7%
Neither agree nor disagree	6 (14%)	1 (2%)	- 12%
Disagree	2 (5%)	1 (2%)	- 3%
Strongly disagree	0 (0%)	0 (0%)	=

Comment: At the start of the event, the majority of people (55%) agreed that they could personally help to limit the effects of climate change. This percentage decreased to 48% by the end of the event but a large increase was seen in those who strongly agreed with the statement. This grew from 27% before the event to 48% after.

Comments Made

'The film was entertaining and informative. Its main fault was that there was too much emphasis on Gore himself'

'None of my opinions have changed after that pretty poor attempt at a film promoting a politician, What an irritating man. I really object to something important like Global Warming being used to promote a politician. Leave out all the pictures of Gore and his family history – there wouldn't be a very long film left – is that really the best we can do?'

'Experts were excellent'

'Need more understanding of other contributing factors'

'Fully support raising the awareness of the public reg. issues. Should be done more often and publicised more'

'Thanks for the popcorn'

'Good event; Difficult to see screen / maybe better in a different room; rather chilly in room; sound level had echo at times or is it the air conditioning? Could not hear question session'

'Thanks'

'Unfortunately selfish people, the large majority of the world, have to be hit financially in the pocket in order for them to make big lifestyle choices in order to become 'greener'. NB Like the congestion charge in London. This works, although personal freedom is curtailed. Personally, I already do what I can – recycling, using energy-saving light bulbs, use public transport. I do what I can without making my life unduly difficult and time consuming. Thanks'

'More people should see this film – hard scientific facts presented in an accessible way to non-scientists. Thanks for the popcorn!'

'Distribute information to public libraries so as to encourage a critical mass change'