

**Evaluation**  
**'An Inconvenient Truth' Free Screening**  
4th August 2007  
@ National Museum Cardiff



The free screening was held in the Reardon-Smith lecture theatre at the National Museum Cardiff on Saturday 4<sup>th</sup> August 2007. 72 tickets were reserved in advance although many of these people did not show on the day. This is likely to be because of the exceptionally good weather on this weekend. The 4<sup>th</sup> August was also the BIG Weekend in Cardiff (an annual summer festival), with the Museum building being central to all of the outdoor activities taking place. Posters advertising the screening were placed outside the museum and some flyers handed out. In total, 95 people attended the screening.

The audience was made up of 66% women and 32% men. A good distribution of ages was obtained with the youngest attendee aged 8 and the oldest aged 81. The largest age group was 20-29 year olds, which represented 37% of attendees. The distribution of backgrounds was extremely homogeneous, with all but two attendees describing themselves as White. The majority of these were White British although a further 17% had overseas White backgrounds, including attendees from America, Canada, Italy, Australia and Germany. The other two attendees described their backgrounds as Black Caribbean and Inuit.

All attendees were offered free popcorn and soft drinks and then taken to the lecture theatre where they viewed the 93-minute film. This was followed by an opportunity to ask general questions on climate change to Prof Paul Pearson of Cardiff University (School of Earth, Ocean and Planetary Sciences). This was particularly well received and is reflected in some of the comments made by attendees (see comments section at end).

In addition to the screening, attendees and other visitors to the museum on that day, were able to contribute to a pledge wall, where they pledged to do something to save energy. Home checklists were handed out showing what measures could be taken to reduce energy consumption in the home and there was also an interactive light bulb exhibit, which showed how much energy can be saved by using energy efficient light bulbs.

The museum displayed many items from its collection to highlight some of the recent findings and expectations for climate change. These items, along with the pledge wall will remain in the museum until 4<sup>th</sup> September.

## **Breakdown of statistics**

Number of attendees: 95

Number of questionnaires returned: 65

### **How did you find out about this event?**

From a friend/relative	10
Info at Cardiff Museum	24
Website – Cardiff Museum	7
Website – other	5
Library	2
Metro	3
Other	7
No answer	7

**Comment:** 37% of people found out about this event from the museum, with many seeing the poster/leaflets on the day.

### **Gender**

Female	43
Male	21
Unspecified	1

**Comment:** 66% of attendees were female and only 32% were male (2% unspecified).

### **Age Profile (years)**

Less than 16	3
16-19	2
20-29	22
30-39	4
40-49	12
50-59	9
60-69	7
70-79	2
80-89	1
Unspecified	3

**Comment:** A good spread of ages was achieved. The youngest attendee was 8 years and oldest was 81. The largest age group was the 20 – 29 year olds, who represented about 34% of all attendees.

## Ethnicity

White British	46
White Welsh	6
White Italian	2
White American	2
White Canadian	2
White Australian	1
White German	1
White European	1
White Other	1
Black Caribbean	1
Inuit	1
Unspecified	1

**Comment:** These were the answers that were received and not all of the options that were given. The vast majority (71%) considered themselves to be White British.

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**Defra's Attitudinal Survey** was used to collate opinions before and after the event. 60 forms were fully completed and returned.

### 1. The world's climate is changing

	Beginning of event	End of event	% change
Strongly agree	29 (48%)	51 (85%)	+37%
Agree	26 (43%)	7 (12%)	-31%
Neither agree nor disagree	4 (7%)	1 (2%)	-5%
Disagree	1 (2%)	1 (2%)	=
Strongly disagree	0 (0%)	0 (0%)	=

**Comment:** At the end of the event, the vast majority of people (85%) strongly agreed that the world's climate is changing, compared to only 48% 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	14 (23%)	33 (55%)	+32%
Agree	30 (50%)	24 (40%)	-10%
Neither agree nor disagree	14 (23%)	1 (2%)	-21%
Disagree	2 (3%)	2 (3%)	=
Strongly disagree	0 (0%)	0 (0%)	=

**Comment:** At the end of the event, the majority of people (55%) strongly agreed that this change is the result of human behaviour. Before this event, only 23% of people strongly agreed with this.

### 3. Climate change is a natural occurrence

	Beginning of event	End of event	% change
Strongly agree	6 (10%)	6 (10%)	=
Agree	27 (45%)	22 (37%)	-8%
Neither agree nor disagree	18 (30%)	10 (17%)	-13%
Disagree	6 (10%)	16 (27%)	+17%
Strongly disagree	3 (5%)	6 (10%)	+5%

**Comment:** At the beginning at the event, the majority (45%) agreed that climate change is a natural occurrence. This reduced to 37% after the event, although was still the majority opinion.

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

	Beginning of event	End of event	% change
Strongly agree	16 (27%)	26 (43%)	+16%
Agree	25 (42%)	21 (35%)	-7%
Neither agree nor disagree	14 (23%)	10 (17%)	-6%
Disagree	4 (7%)	2 (3%)	-4%
Strongly disagree	1 (2%)	1 (2%)	=

**Comment:** At the start of the event, the majority of people (42%) agreed that climate change had become more of an important issue for them in the last year. At the end of the event, the majority (43%) of people strongly agreed with this statement.

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

	Beginning of event	End of event	% change
Strongly agree	11 (18%)	24 (40%)	+22%
Agree	36 (60%)	33 (55%)	-5%
Neither agree nor disagree	11 (18%)	3 (5%)	-13%
Disagree	2 (3%)	0 (0%)	-3%
Strongly disagree	0 (0%)	0 (0%)	=

**Comment:** At the start of the event, the majority of people (60%) agreed that they could personally help to limit the effects of climate change. This percentage decreased to 55% by the end of the event but a large increase was seen in those who strongly agreed with the statement. This grew from 18% before the event to 40% after.

## Comments Made by Attendees

*'I found the film laid out the facts, which enable me to evaluate the info myself. Without a forum in which the science is showed in a clear and concise way, the greater ignorance will prevail'*

*'Please, please get this film distributed to schools. As many people as possible should see it. Could we get it shown in PHSE lessons?'*

*'Valuable'*

*'Problem getting stickers for admission. Very interesting film. Knowledgeable speaker spoke with authority. Inspirational'*

*'A welcoming event'*

*'Very important film to see, good interactive discussion. Important to dispel the confusion when climate change is often denied by politicians'*

*'I strongly object to having my bag of shopping searched in order to enter this museum. The BIG weekend should not impinge on everyone. It gives Cardiff a terrible reputation that one can't even enter a museum without being searched for alcohol. But it's good that the museum puts on events'*

*'Good Q&A at the end. Thank you'*

*'What a good idea to offer a free viewing of An Inconvenient Truth. It is very informative and presented in an easy structure and language to follow. The film should be shown at schools to help explain the causes and consequences of global warming and what we can do to reduce it'*

*'It was very good of the museum to put on a free film'*

*'Thanks for popcorn and drink'*

*'Excellent film and good that it is getting into schools'*

*'I found this documentary very informative and enjoyed it all'*

*'According to the presentation of evolution in the museum, climate changes have been natural events – up to now. The actual rapidity is unnatural.'*

*'Excellent effort by the museum'*

*'A very clear explanation of cause and effects and why it matters. Also wakes you up to knowing that it is not just "one of those things"'*

*'Very interesting film and questions/speaker'*

*'Glad I attended, have learnt something more about what I was aware of.  
Thanks'*

*'Throw away cups and plastic bags? We need to make small changes now. To make film more accessible, how about subtitles for deaf people or in another language?'*

*'Pity the screening coincided with the parade. Enjoyed the popcorn, thank you!'*

*'Yes – why did we have to endure the indignity of an alcohol bag search just to get to the steps of the museum? It's a complete outrage and must affect visitor numbers let alone people's impressions of Cardiff. The council really need to be told to drop their heavy-handed and antagonistic approach to the cultural life of the city'*