
CLIMATE
CHANGE

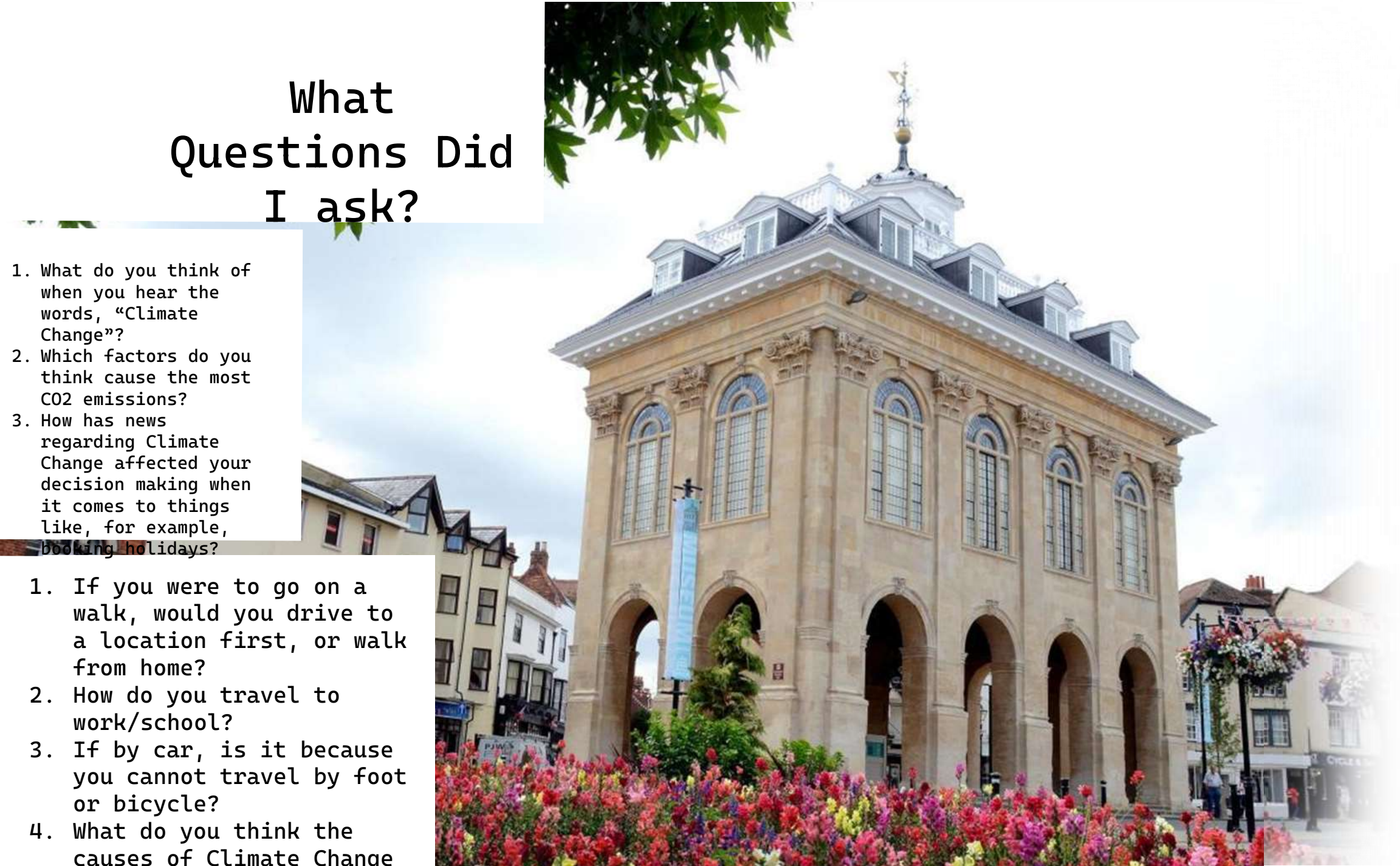


My Plan

Go into Abingdon and ask people questions about their attitudes towards the climate emergency.

Using my newfound knowledge of qualitative research methods, I would attempt opportunity sampling in the heart of Abingdon

What Questions Did I ask?



1. What do you think of when you hear the words, “Climate Change”?
2. Which factors do you think cause the most CO2 emissions?
3. How has news regarding Climate Change affected your decision making when it comes to things like, for example, booking holidays?

1. If you were to go on a walk, would you drive to a location first, or walk from home?
2. How do you travel to work/school?
3. If by car, is it because you cannot travel by foot or bicycle?
4. What do you think the causes of Climate Change



When I asked people what they thought of when they heard the words, "climate change" I got a lot of interesting answers.

Some people immediately thought of “forest fires”, sea level rising or strange weather. But, some people looked to the extremes. Using words like "armageddon”- giving a strong sense that something catastrophic was soon coming. And that it was already greatly affecting poorer nations (especially low-lying regions). That the extent to which it affected the UK would only increase.

One lady said that the government should do more about the climate emergency, although she still believed in the power of the individual. That any and everyone can make a difference to prevent irreversible damage caused by climate change.

These responses highlighted a profound sense of urgency and concern regarding the environmental crisis.



1. Despite the grim outlook associated with the term "climate change", there was a silver lining in general attitudes toward personal and collective action. A significant portion of respondents displayed positive behaviour regarding efforts to reduce their carbon footprint. They recognized the importance of individual actions, such as recycling, reducing energy consumption, and supporting renewable energy sources.
2. When asked whether they took environmental consideration before booking holidays, everyone said yes. Albeit one person said they book flights anyway because their husband can't travel on the Eurostar! Not ideal traveling at all. But at least they are aware of the damaging impacts their emissions are having on our Earth's climate.
3. There was a clear indication that individual efforts are were key to ending climate change. There was a surprising lack of people calling for new government legislation against climate change (only one person!).

My Conclusions

Overall, most people had a selfless awareness of their impact on the environment. Ignoring the people who walked right past me and did not want to comment on the environment, those that did talk to me seemed keen to reduce their carbon footprint. Surprisingly, the older generation had an acute understanding of climate change which contrasts with current understanding that only the younger generation cares about the environment.

Clearly this shows a positive attitude towards environmental change for a greener future in Abingdon and as a reflection of the wider UK!





Conclusion

- Overall, most people had a selfless awareness of their impact on the environment. Ignoring the people who walked right past me and did not want to comment on the environment, those that did talk to me seemed keen to reduce their carbon footprint. Surprisingly, the older generation had an acute understanding of climate change which contrasts with current understanding that only the younger generation cares about the environment.
- Clearly this shows a positive attitude towards environmental change for a greener future in Abingdon and as a reflection of the wider UK!